

CROSS PLAINS, WI

US14 STREETScape & SIGNAGE PLAN



Recommended to the Village Board by the US14 Streetscape Workgroup on April 21, 2015

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Acknowledgments

Thank you to all those who helped participate in the drafting of this Plan!

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EXECUTIVE SUMMARY

The Wisconsin Department of Transportation (WisDOT) will be reconstructing US14 through the Village of Cross Plains between April-October 2015. In conjunction with WisDOT reconstruction project, the Village is developing plans and recommendations for streetscaping and signage to be installed during/after this reconstruction project. This project supports the Village's goal of creating a safe, secure and efficient local transportation system that links civic facilities, welcomes people to the Village, and improves the overall aesthetic nature throughout the heart of the Village.

In 2013, the first phase of this planning took place, establishing the hardscape (i.e. sidewalk, terrace and crosswalk) improvements and street lights to be installed in the corridor. This Plan documents the second phase of public improvement planning for the US14 (Main Street) reconstruction project. The purpose of this phase is to produce conceptual plans and recommendations for signage (e.g. gateway, wayfinding, kiosks, etc.) and street furniture (e.g. benches, trash receptacles, bike racks, etc.) within the Highway 14 (Main Street) corridor. Overall objectives of the plan are listed below.

Plan Objectives

1. *To create new gateway signage to be placed at the main Village entryways along the US 14 corridor.*
2. *To develop an aesthetic design for street signs.*
3. *To create a wayfinding system that focuses on directing visitors to key Village destinations.*
4. *To develop a brand and promote the Village's identity through these types of signs.*

Though the primary focus was east of Wilson Street, there may be other opportunities to include this design palette on other portions of Highway 14 corridor. Final design and placement of the streetscape and signage features will be based off this Plan, but may be modified to meet existing conditions and unforeseen changes to the reconstruction of US14 and Mill Creek Parkway.

PLANNING PROCESS

The Village convened a US14 Streetscape Workgroup in order to assist in reviewing and making recommendations regarding the WisDOT US14 project. This workgroup is made up of residents, businesses, staff, and others interested in working collaboratively to ensure US14 improvements leave a lasting positive impact on the community. Between August 2014 and March 2015, staff from MSA Professional Services met six times with the US14 Streetscape Workgroup to develop this Plan. All meetings were open to the public and materials were generally posted a week in advance of the meetings on the Village website. Additionally, all US14 Streetscape Workgroup meetings were recorded and hosted on the Village website.

The project began by reviewing the prior recommendations and plans for the US14 (Main Street) corridor. To clearly articulate what already existed in the corridor, a series of maps were created depicting the location of existing features along the planned right-of-way, curb and sidewalk locations as currently designed by WisDOT. After reviewing these materials, feedback from the US14 Streetscaping Workgroup helped to establish potential signage and streetscaping design palettes. In the following workgroup meetings the design palettes were discussed, accumulating into final selections and design concepts. The project concluded in April 2015 with a presentation before the Village Board.

Project Milestones

AUGUST 28, 2014	Meeting #1: Kick-off & Visioning
OCTOBER 23, 2014	Meeting #2: Discuss Signage & Streetscaping
DECEMBER 12, 2014	Meeting #3: Build Consensus on Signage
JANUARY 22, 2015	Meeting #4: Review Streetscaping Design
FEBRUARY 26, 2015	Meeting #5: Build Consensus on Streetscaping
APRIL 21, 2015	Meeting #6: Review Entire Plan
APRIL 27, 2015	Village Board Presentation / Adoption

PLAN GUIDE

This Plan is an accumulation of the recommendations selected by the US14 Streetscape Workgroup, excluding the first page which provides the recommendations from prior planning processes. In total there are three sections within this Plan, as noted below.

Pages 2-5: Signage Elements (i.e. gateway, kiosks, parking, wayfinding and civic displays)

Pages 6-12: Streetscape Elements (i.e. street furniture and streetscape details)

Page 13: Estimated Project Costs

The appendix provides an overview of the recommendations within the Plan, including illustrations depicting the design of all the proposed signs within the US14 corridor.

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GATEWAY SIGNAGE

Gateway signs are planned for both ends of the US14 corridor within the Village limits, following direction from past planning efforts and discussions within this process. See the Design Mapbook ([Appendix A](#)) for specific locations of the gateway signs. In addition to these two locations, it is recommended at some point in the future CTH P (which bisects the Village north/south) should also receive new gateway signs that resemble those recommended for the US14 corridor, but potentially at a smaller overall scale.

DESIGN: In discussions with the US14 Streetscape Workgroup, there was support for a gateway sign with a vertical element that in some way represents either (or both) the Village’s recreational opportunities and the surrounding “driftless area” landscape. The recommended design (shown on the right) represents both these aspects. Along the vertical element there are four recreational boxes with symbols for fishing, biking, hiking and snowmobiling. The surrounding landscape is highlighted on top of the base that suggest one is entering/exiting the driftless area. The “Cross Plains” should be uniquely backlit using a halo affect (as shown in the representative photo on the lower right), and the “Gateway to the Driftless Area” text should be internally lit (but not the driftless area landscape).

HEIGHT: The overall height of the vertical element has been depicted at 23.5-feet for several reasons, including it creates a statement as one enters into the Village, it allows for lettering that can be read from a distance and allows for snow accumulations along the base without impacting the primary portions of the sign.

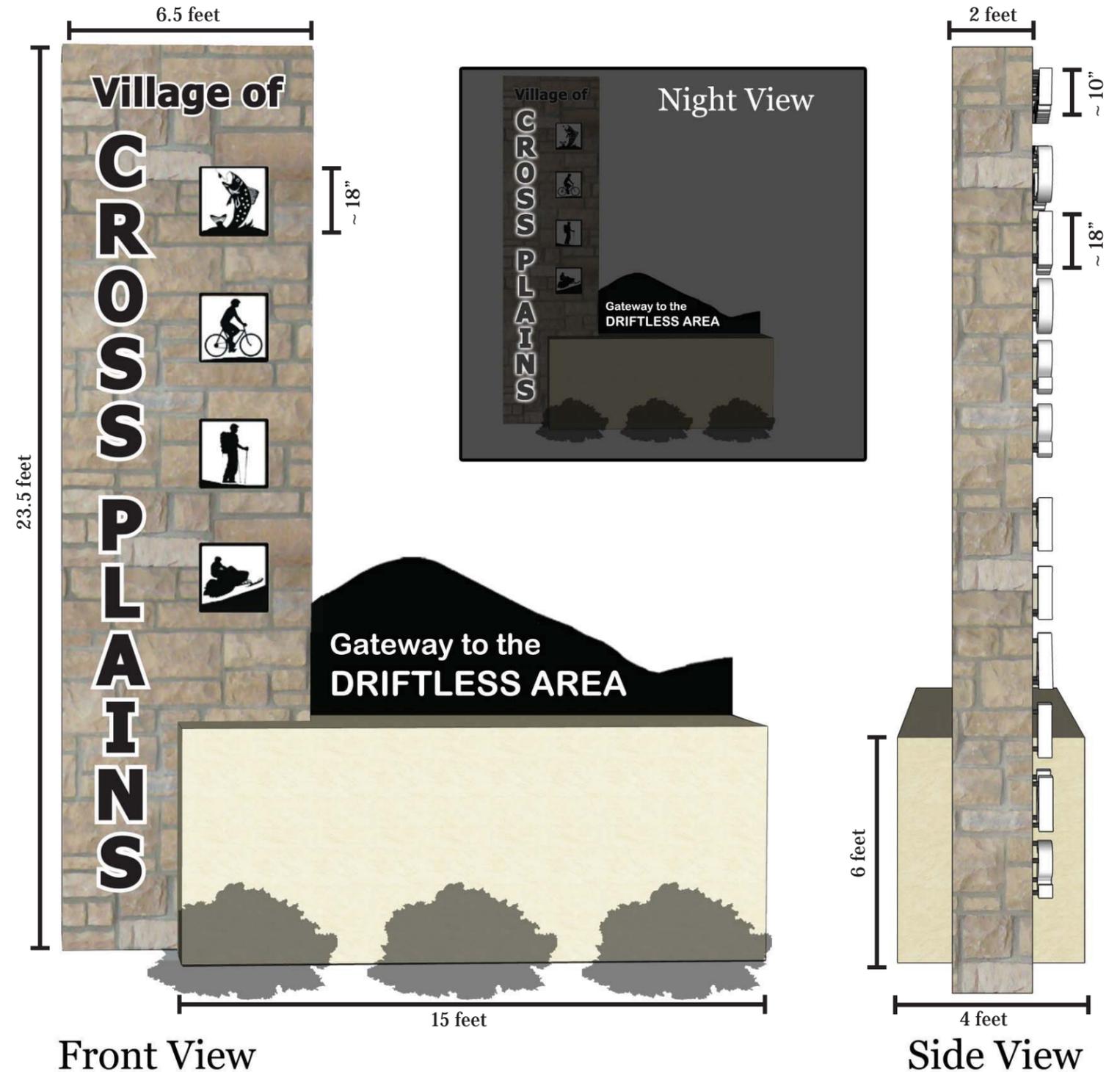
COMMUNITY GROUP EMBLEM SIGNS: The community group emblem signs that currently resides next to the Village’s existing gateway signs are recommended to be located independently from the proposed gateway signs. This will reduce the clutter around the proposed gateway signs, while giving the local community groups a place to be displayed as one enters the Village. The design and materials used for these signs were not discussed in full during this process; however, it is recommended it not compete with the nearby gateway sign. See the Design Mapbook ([Appendix A](#)) for recommended locations for these signs.

REGULATIONS & PERMITS: Each sign will need to be permitted by WisDOT, following their DT 1680 application and permit.

CROSS PLAINS Gateway Sign Design

Vertical Sign Face	Metal frame w/ limestone cladding (similar to reconstructed bridge)
Horizontal Sign Face	Cast-in place colored concrete (to match median color)
Hills Sign Face	Light box w/ extruded lettering to be lit at night (<i>one-sided - only visible to incoming traffic</i>)
Recreation Symbols	Sandblasted Vinyl framed w/ black aluminum
Village Letters	Cast Aluminum extruded from stone and “halo” backlighting (<i>not internally lit</i>)

REPRESENTATIVE PHOTO illustrating the halo affect.



KIOSK & PARKING SIGNAGE

The Streetscape Workgroup would like to direct motorists to the newly built public parking lots, as well as notify them that the primary business access in the Downtown Core district is via Mill Creek Parkway. For this reason, business access and parking lot signage has been design and proposed near Mill Creek Parkway intersections with US14. See the Streetscape Details on [pages 7-9](#) for specific locations.

There is also desire to help inform, orient, and direct residents and visitors to the plethora of activities, destinations and businesses within the community. Therefore, informational kiosks are recommended at all major parking lots and trailheads. There are three kiosk types that are suggested in downtown Cross Plains. See the Streetscape Details on [pages 7-9](#) for specific locations of kiosks in the Downtown Core District.

DESIGN: All signs and kiosks (excluding Kiosk C) are utilizing the surrounding “driftless area” landscape, Village emblem, and the green and black color scheme. Below describes additional design elements for each of the recommendations presented on this page:

- **Business Access / Parking Signage:** These signs should incorporate the industry-standard parking symbol that is also present on the proposed wayfinding signage.
- **Kiosk A (Downtown Business Inventory):** The map will be an exterior grade digital print with clear coat that will be applied to an aluminum plate. The business directory and map will likely change with time, so it is recommended the assembly system allow for easy replacement. Therefore, it recommended the graphic sign face bolt to the exterior of the sign cabinet using vandal proof screws. The proposed base will resemble the same materials found on the reconstructed CTH P bridge.
- **Kiosk B (Village-Wide Trails/Destinations):** This trail map should have minimal revisions needed after planned improvements are completed; therefore, this map could be a permanent trail map that is bolted to the sign cabinet face with nuts on the inside of the cabinet. The lower panel can provide trail information that can be easily updated, so it is suggested to have vandal proof screws on the outside of the cabinet.
- **Kiosk C (Ice Age Trail):** This kiosk could provide history of the Village, the Driftless area, and the Ice Age Trail. If the majority of the information is related to the Ice Age Trial consider a more rustic design that resembles those found at other Ice Age Trail locations.

Business Access Sign
(double-sided)

54" x 78"
(to top of emblem)



Parking Lot Sign
(single-sided)

54" x 58"
(to top of emblem)



Kiosk A - Downtown Business Inventory
(double-sided)

78" x 114"

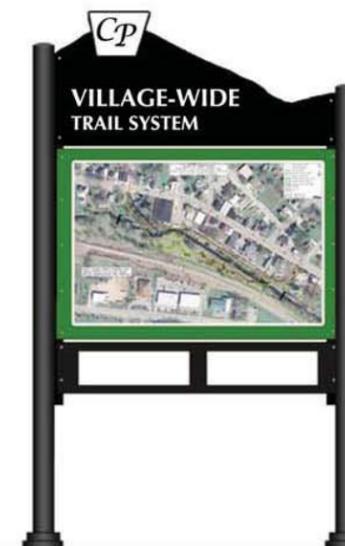
62" x 84"
(sign only - to top of emblem)

78" x 30"
(base only)



Kiosk B - Village-Wide Trails / Destinations
(single-sided)

62" x 100"
(to top of emblem)



Kiosk C - Ice Age Trail Info



WAYFINDING SIGNAGE

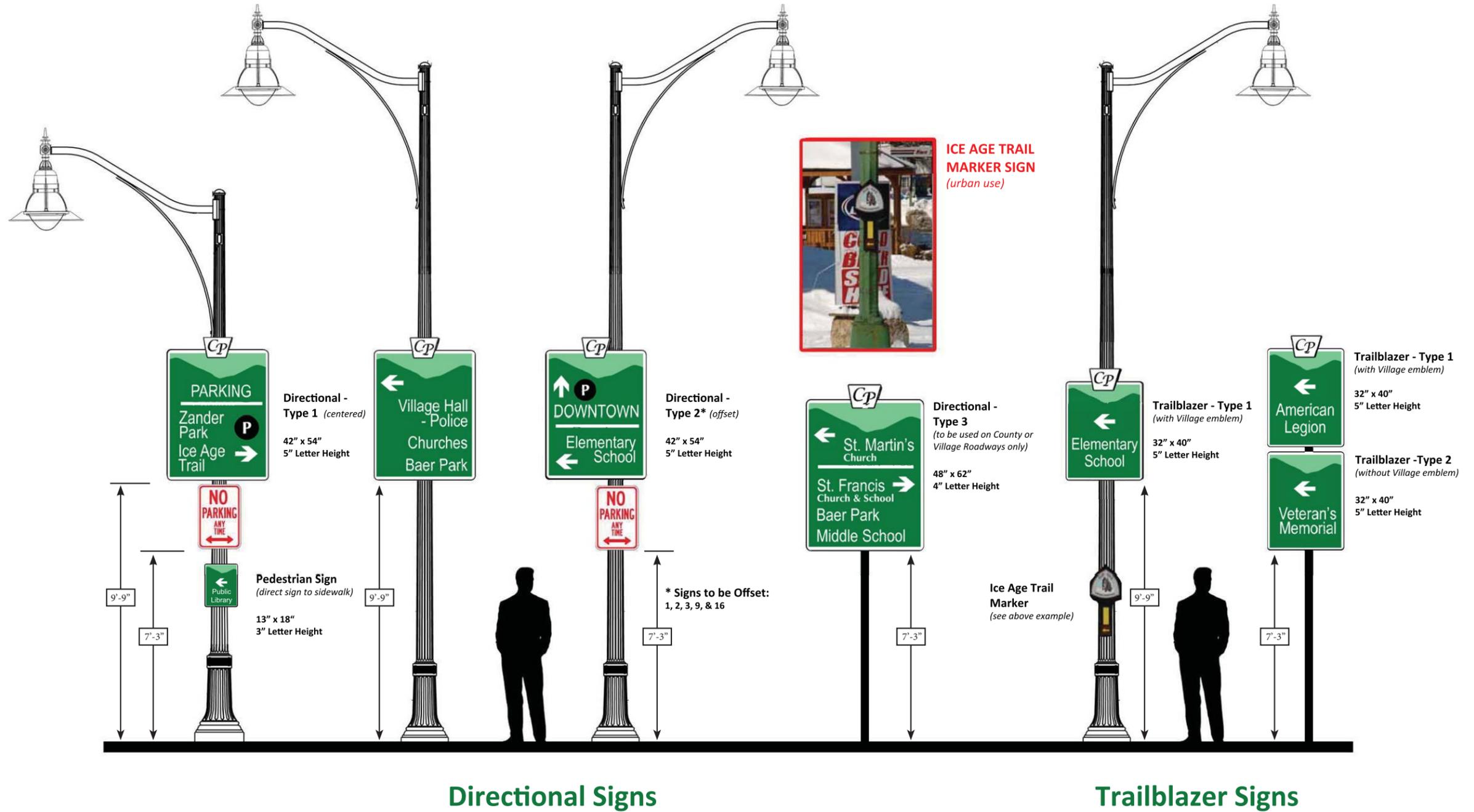
The wayfinding signage network proposed will connect US14 motorists to the key destinations within the community, including the newly built public parking lots at Mill Creek and Main (US14). In total, the plan recommends 12 trailblazer signs and 16 directional signs. See the Design Mapbook ([Appendix A](#)) for specific sign locations.

SIGNED DESTINATIONS: Based on feedback from the Streetscape Workgroup the following locations were determined to be the key attractions/destinations to be signed: Rosemary Garfoot Public Library, Ice Age Trail, Village Hall / Police Department, Fire Department, Zander Park, Baer Park, Municipal Swimming Pool, Glacier Creek Middle School, Park Elementary School, St. Francis Church & Xavier Catholic School, St. Martin's Lutheran Church, American Legion, Veteran's Memorial, and Post Office.

DESIGN: The design for the wayfinding sign face is based on the Cross Plains' "driftless area" surrounding landscape, which is also represented on the proposed gateway signs (see page 2). A Village emblem will be prominently displayed atop of each wayfinding sign, unless the light post includes multiple signs. In this case only the sign located highest on the pole will display the Village emblem. Signs should be placed in the center of the pole; however, in a few instances they will need to be offset to meet DOT's 2-ft horizontal clearance from the curb face (see Directional Type 2).

HEIGHT: The wayfinding signage should be placed at a consistent height so motorists can expect upcoming signs as they travel through the US14 corridor. For this reason it is suggested the bottom of the sign be placed at 9' 9" from street grade, as this will allow planned regulatory signs to be placed below without impacting the standardized height of the wayfinding signage. Those signs that will be displayed on a pipe (vs. a street light) can be lowered to the minimum height clearance allowed by WisDOT, which is 7' 3" (i.e. Directional Type 3 / Trailblazer Type 2).

REGULATIONS & PERMITS: Each sign will need to be permitted by WisDOT, and shall meet WisDOT's regulations TGM 2-15-6 and Section 2D.50 in the 2009 MUTCD manual.



Directional Signs

Trailblazer Signs

CIVIC DISPLAYS

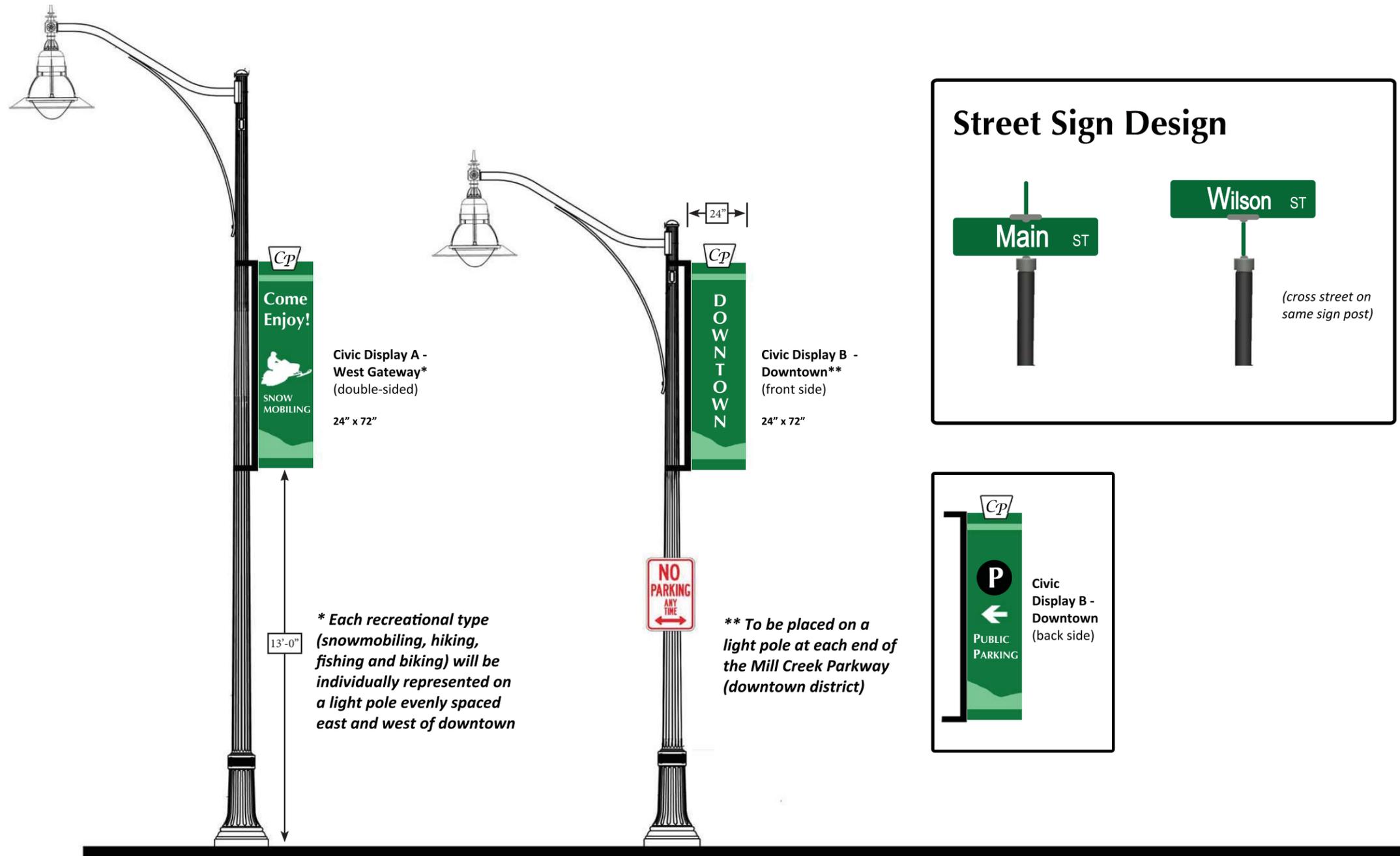
The Village would like to incorporate permanent civic displays on the US14 light poles that will promote the recreational activities available in the community, as well as incorporate the Village emblem and the “driftless area” surrounding landscape. In total, this plan suggests nine civic displays: seven of Type 1 (i.e. four in the West Gateway and three in the East Gateway) and two of Type 2 at each end of Mill Creek Parkway. See the Design Mapbook (**Appendix A**) for specific civic display locations.

DESIGN: The civic displays will continue the design theme represented on other streetscaping elements (i.e. “driftless area” landscape and the Village’s recreational opportunities). Each of the four recreational symbols (i.e. snowmobiling, fishing, hiking and biking) will be displayed on individual civic displays on both sides of the Village’s US14 corridor (using Type 1 displays), except snowmobiling will not be present on the East Gateway. This is due to only three displays being achievable based on the spaces suggested between displays. A Type 2 display will be installed at each Mill Creek / US14 intersection. These displays will denote the entrance into the downtown “core” district and will inform motorists of public parking on the backside of the display. Since these displays will be permanent, it is recommended that they be made out of metal to reduce long-term maintenance and replacement costs.

HEIGHT: The civic displays should be placed at a consistent height so motorists can expect upcoming displays as they travel through the US14 corridor. In discussion with WisDOT they are willing to allow civic displays at the designated mounting height (13-ft rather than the 17-ft) given the following conditions:

- They are on the side of the light poles opposite the street (i.e. over the sidewalk/terrace).
- They maintain a minimum 13’ mounting height (or a 14’ mounting height if multi-use path is present).
- Official traffic signage intended to regulate, warn, or guide road users takes precedence. Should any of these displays interfere with official traffic signage (either physically, or from a vision standpoint), they will not be allowed/will be removed.
- The installation is approved by WisDOT Region Traffic Operations.

REGULATIONS & PERMITS: Each civic display will need to be permitted by WisDOT, and shall meet WisDOT’s requirements TGM 13-12-1 and form DT1876. See *Sign Height for specific exceptions to the WisDOT’s TGM 13-12-1 requirements.*



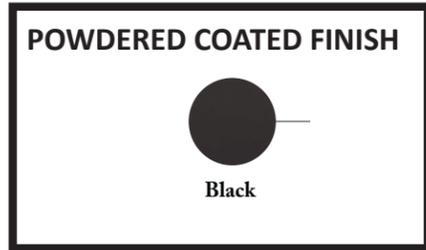
STREET FURNITURE

The proposed street furniture for the US14 corridor, as well as along Mill Creek Parkway, were selected from Graber Manufacturing catalog. To order the below products contact John Chandler at 608-849-1080, or visit their websites: www.madrax.com (for bike racks) and www.thomas-steele.com (for all other furniture). For ease of purchase, each piece of furniture selected has a item number listed below the image. See the Streetscape Details on [pages 7-11](#) for specific locations of street furniture along the US14 corridor and along Mill Creek Parkway.

DESIGN: It is recommended all street furniture use the horizontal strap and consistent color scheme throughout the corridor. As recommended, the benches will be black and the remainder of the street furniture will be forest green. The black finish complements the planned street light fixtures, while the green finish complements the planned signage in the corridor.

There are two versions of the Bike Rack. Bike Rack 1 is the “U” rack with square tubing, while Bike Rack 1A is the same tubing but includes a lean bar incorporating the branding elements planned for other elements in the corridor (i.e. the CP emblem and recreational symbols). If possible, Bike Rack 1A should be used over Bike Rack 1 with the intent of all four recreational symbols being represented in the corridor, especially in the downtown section.

ARTWORK: The plan also suggest potential locations for artwork (see streetscape details on page 7-12). It is envisioned that these would be locally completed works and could be rotated dependent on availability and funding. It was noted that potentially the Village could work with the school district to develop some pieces as a school project.



BENCHES



Bench 1 (5- or 6-foot)
Gramercy Horizontal Strap (GRB-5/6-HS)
61”L * 33”H * 26”D (6-ft bench: 74”L)



Bench 2
Carnival Flat Curve (CRFC-60)



RECEPTACLES



Receptacle 1 (w/ Large Elevated Lid)*
Carnival Single 36 Gallon (CRTR-36) w/ LID-E
30”D * 36” (w/ door: 41”H)



Receptacle 2 (w/ Large Elevated Lid)*
Carnival Dual 32 Gallon (CRTR2-32) w/ LID-E
62”D * 39”H



PLANTERS



BIKE RACKS



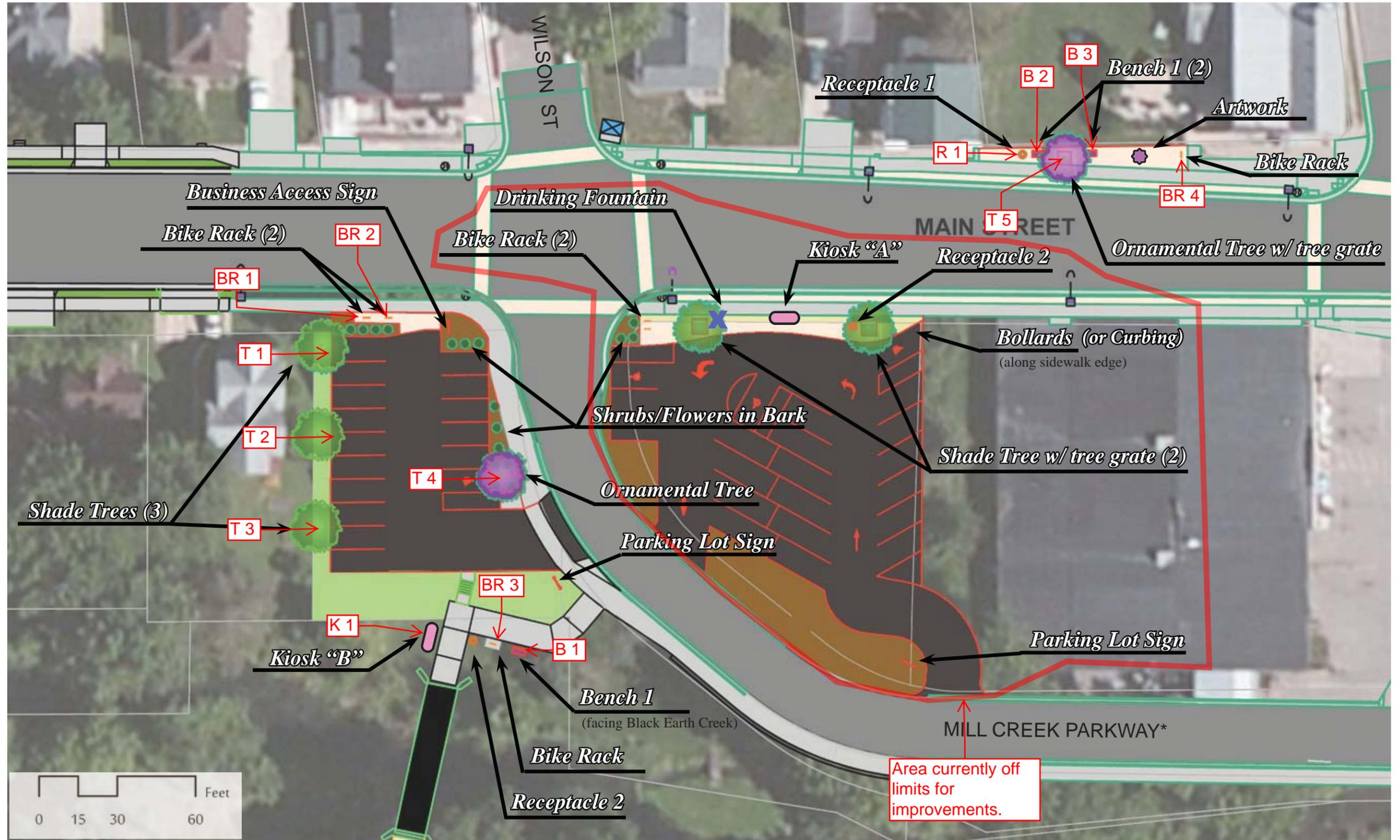
* Includes a Village emblem decal (double-sided) and a laser-cut recreational symbol. It is recommended that each recreational symbol is represented within the US14 corridor.

Source: Graber Manufacturing (Thomas Steele / Madrax)

STREETSCAPE DETAIL

See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.

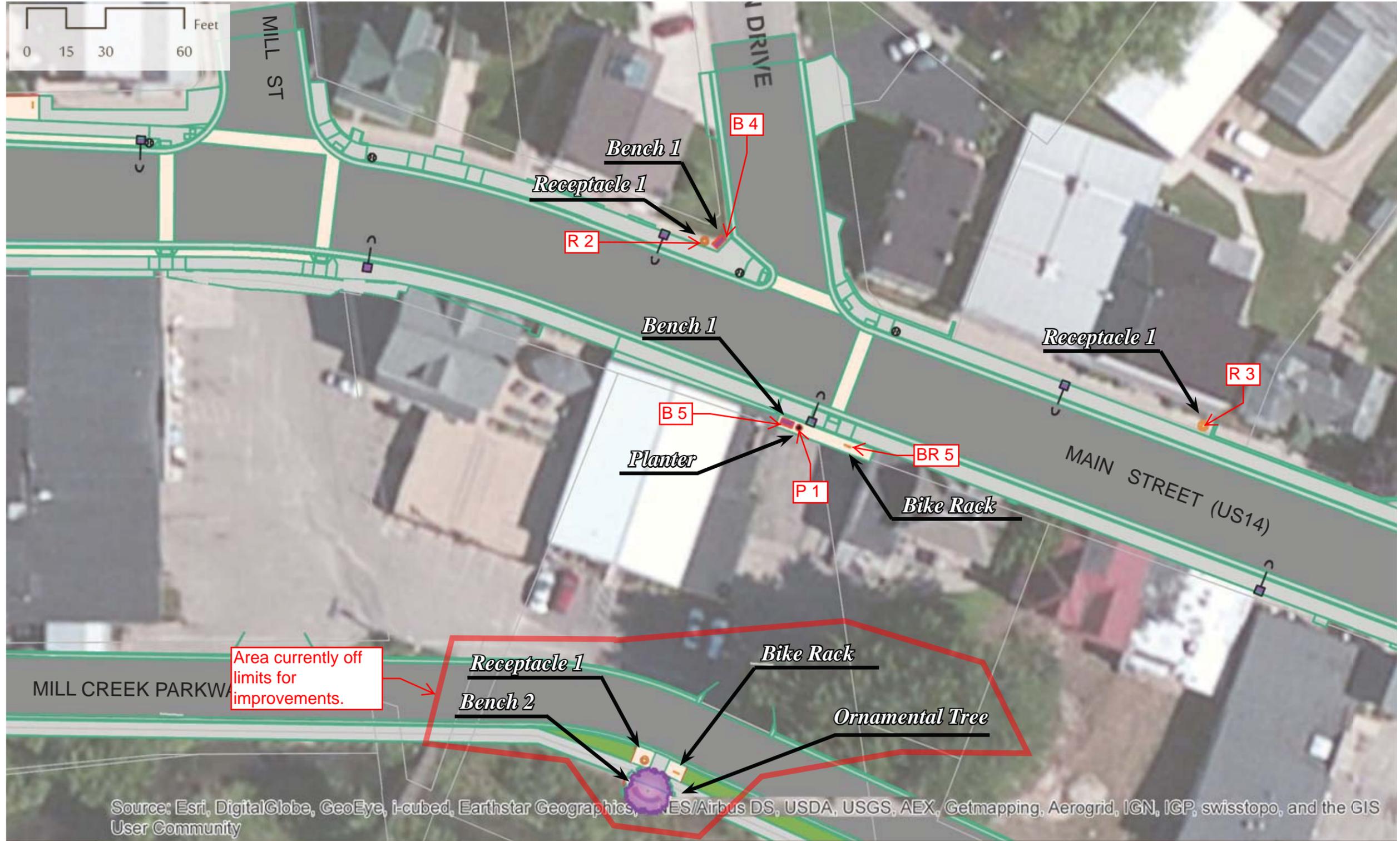
Note (*): There was some discussion about lighted bollards along Mill Creek Parkway. This streetscape detail does not illustrate this improvement, but see the potential for such an improvement within the Mill Creek Parkway terrace. Further discussion will be needed with the Streetscape Workgroup and the Village.



STREETSCAPE DETAIL (cont)

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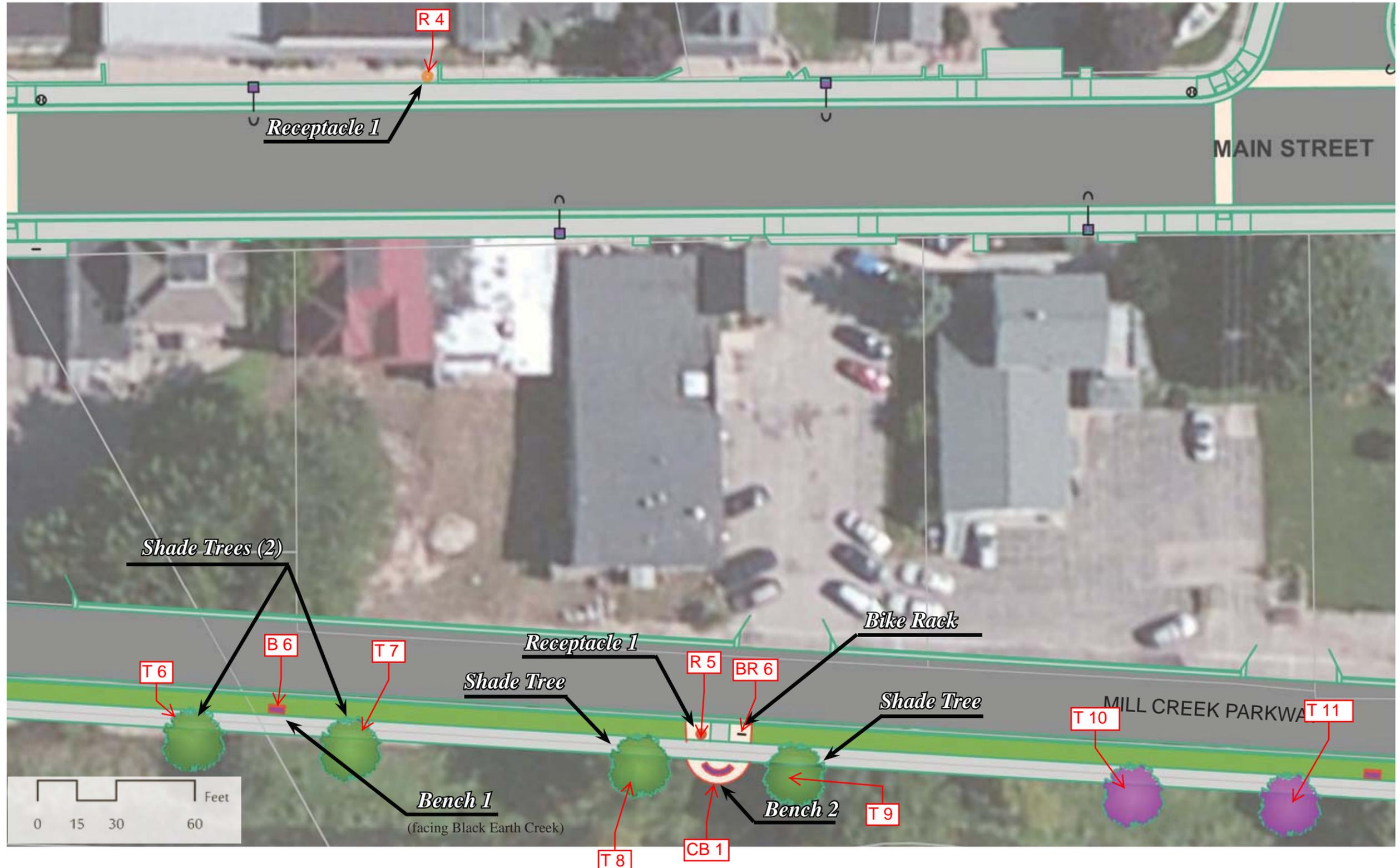


- Concrete
- Asphalt
- Colored Concrete
- Landscaping

STREETSCAPE DETAIL (cont)

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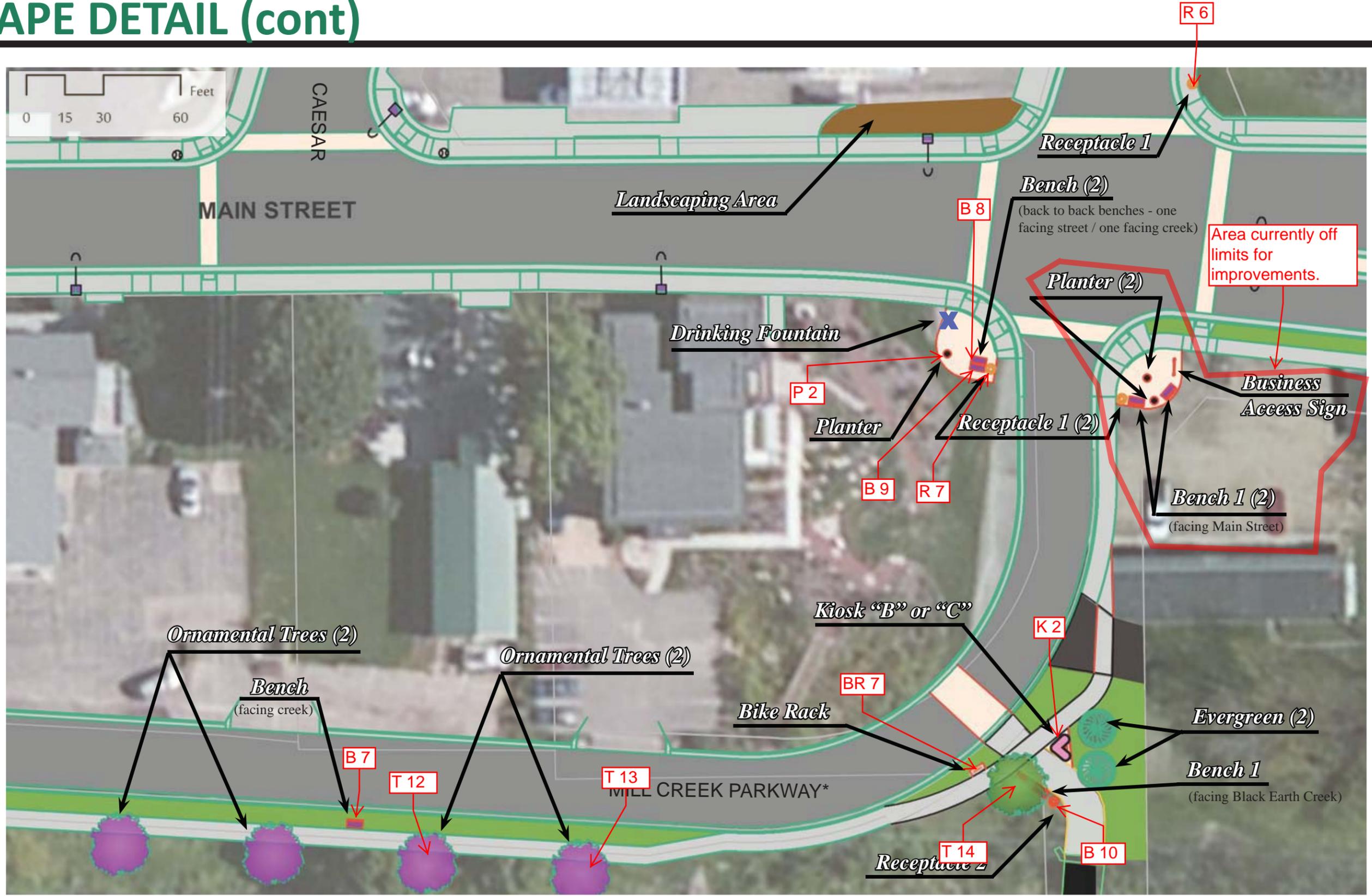
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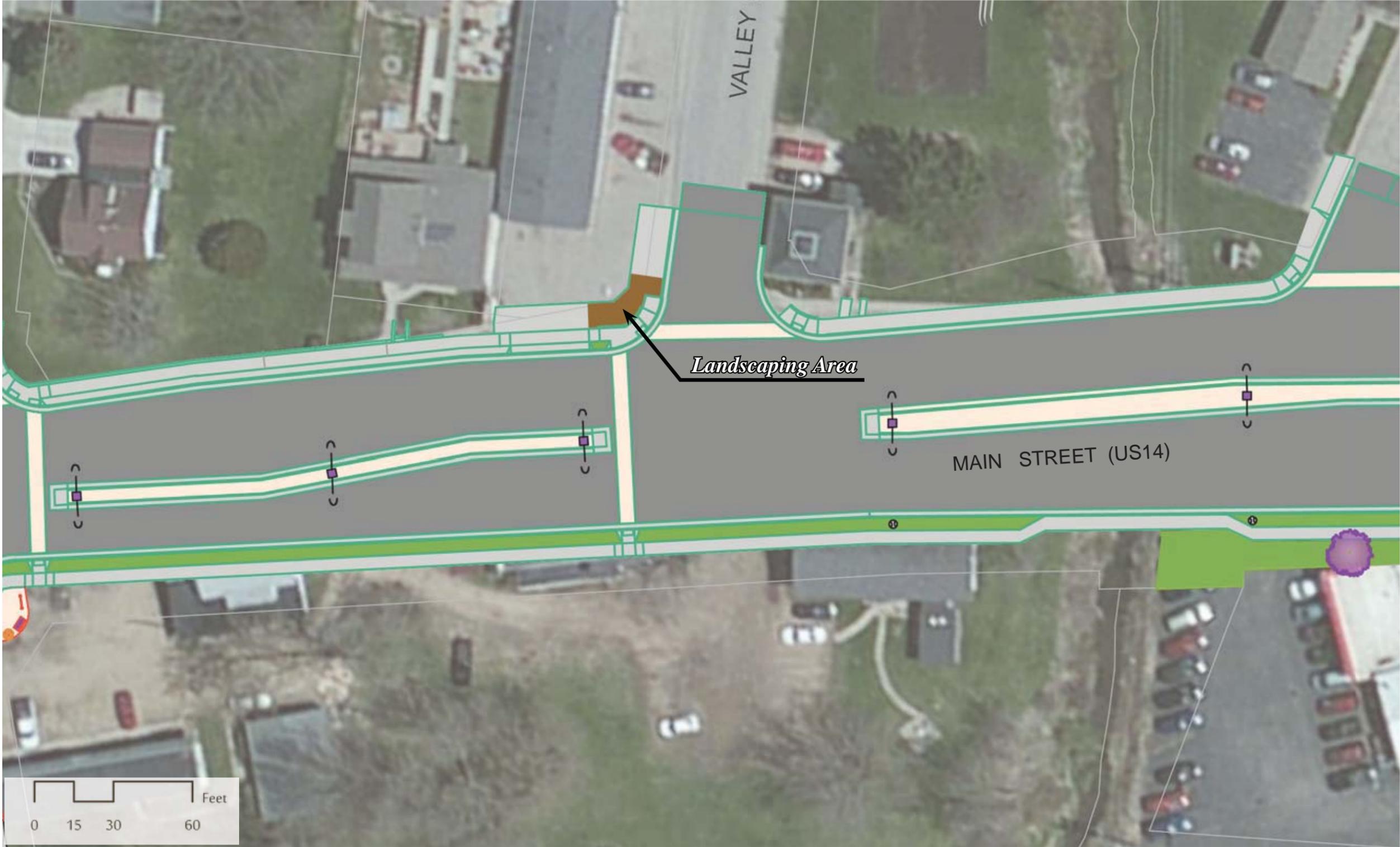
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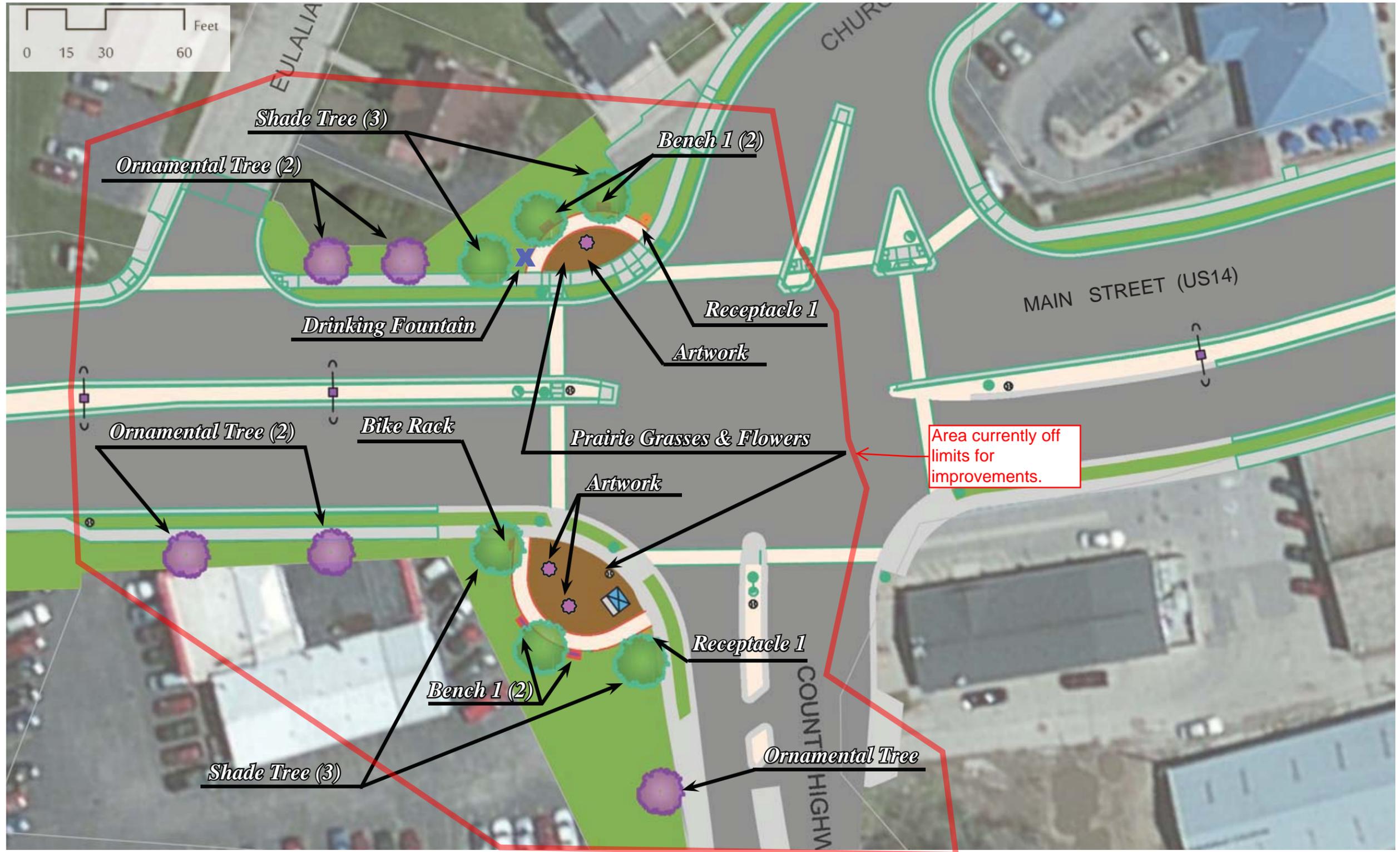
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- Concrete
- Asphalt
- Colored Concrete
- Landscaping

PROJECT COSTS

On the right is a summary of the recommendations outlined in this Plan, including estimated costs as of March 2015. It is assumed these improvements will be funded by the Village's general fund, downtown TIF monies and public fundraising. In some cases, some improvements may be delayed until future funds become available.

	Cost / Item	Number	Sub Total	Notes / Item Code
Gateway Signs	\$40,000	2	\$80,000	Cost Provided by La Crosse Sign Company (includes fabrication and installation)
Civic Displays (includes \$300 per arm/sign track)	\$910	9	\$5,500	
Wayfinding Signage	varies	(a)	\$29,300	
Business Access Signs	\$3,800	2	\$7,600	
Parking Lot Signs	\$3,500	2	\$7,000	
Kiosks	---	---	---	
Type A	\$17,000	1	\$17,000	
Type B	\$4,400	1	\$4,400	
Type C	\$18,500	1	\$18,500	
U-Rack Bike Racks	---	---	---	
Standard Square "U" Rack	\$169	0	\$0	Madrax U200-P
"U" Rack w/ Branding Bar	\$339	11	\$3,729	Madrax UX238-P special order
Planter w Top Ring	\$549	4	\$2,196	Thomas Steele CRP
Dual Receptacle w/ Large Elevated Lid (b)	\$1,879	3	\$5,637	Thomas Steele CRTR-2-32D
Litter Receptacles w/ Large Elevated Lid (c)	\$1,029	9	\$9,261	Thomas Steele CRTR-36
Circular Bench w/ 2 arms (no backs)	\$1,825	2	\$3,650	Thomas Steele CRFC-24
5-ft Benches w/ Horizontal Straps	\$1,019	16	\$16,304	Thomas Steele GRB-5-HS
Drinking Fountains	\$7,500	3	\$22,500	Kay Park Recreation Corp.
TOTAL			\$234,013	

(a) There are 28 signs with 16 support poles

(b) There is an additional cost for doors (\$220) and for decals ()

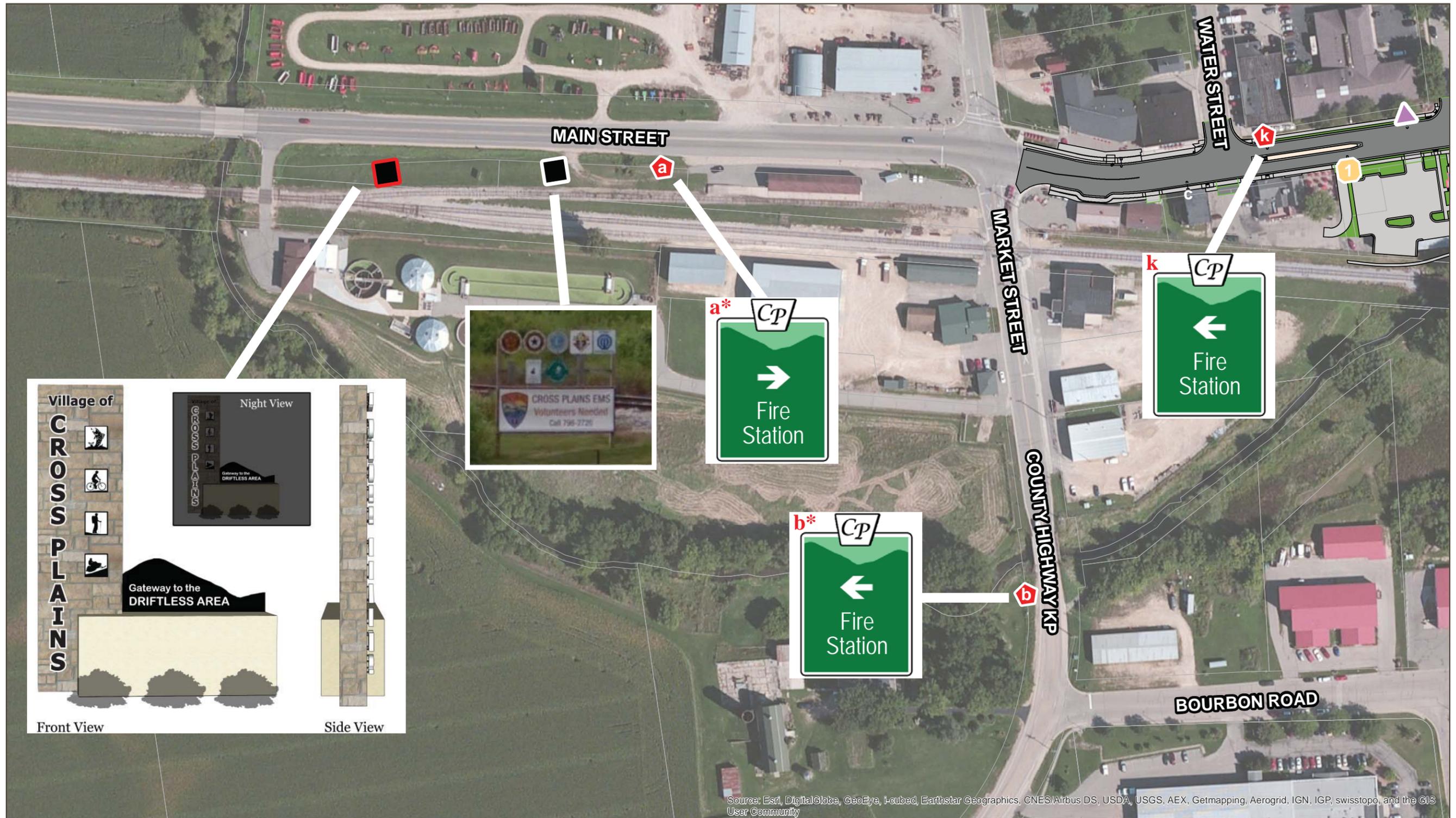
(c) There is an additional cost for doors (\$110) and keyed door lock (\$60)

NOTE: Several line items have cost associated with them that were provided by La Crosse Sign Company and Graber Manufacturing. For more information, please contact James Fuchsel (608-781-1450; jamesf@lacrossesign.com) from La Crosse Sign Company and John Chandler (608-849-1080; jchandler@madrax.com) from Graber Manufacturing.

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APPENDIX A: Design Mapbook

NOTE: The letters (trailblazer) / numbers (directional) at the top of the wayfinding signs are just for reference. The asterisk denotes signs on separate support poles (i.e. not mounted to a light pole).



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

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Directional - T1	Directional - T2	Directional - T3	Civic Display A	Civic Display B	Trailblazer Sign	Community Sign	Gateway Feature	DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.		Feet 0 15 30 60	
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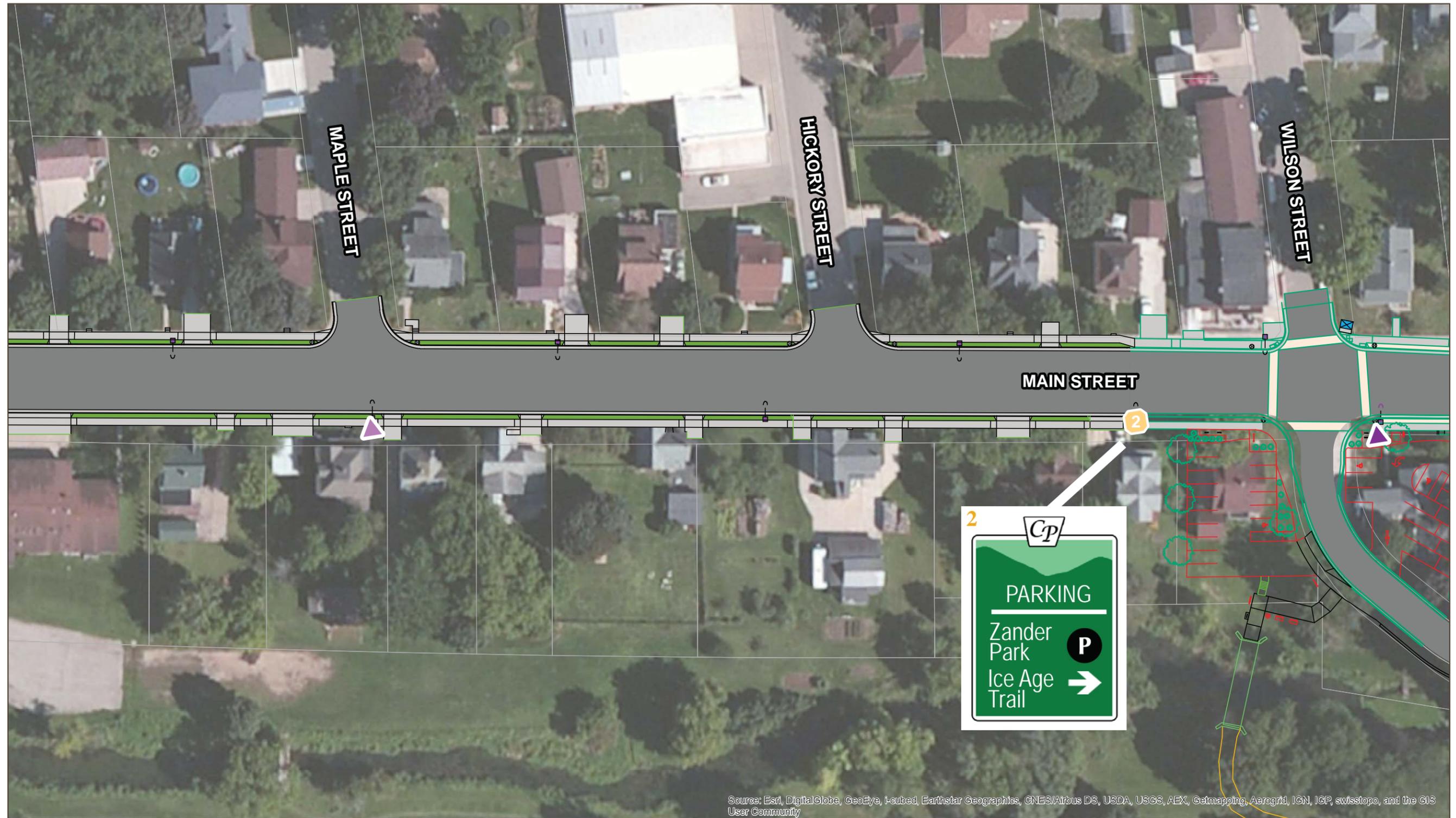


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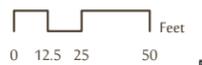


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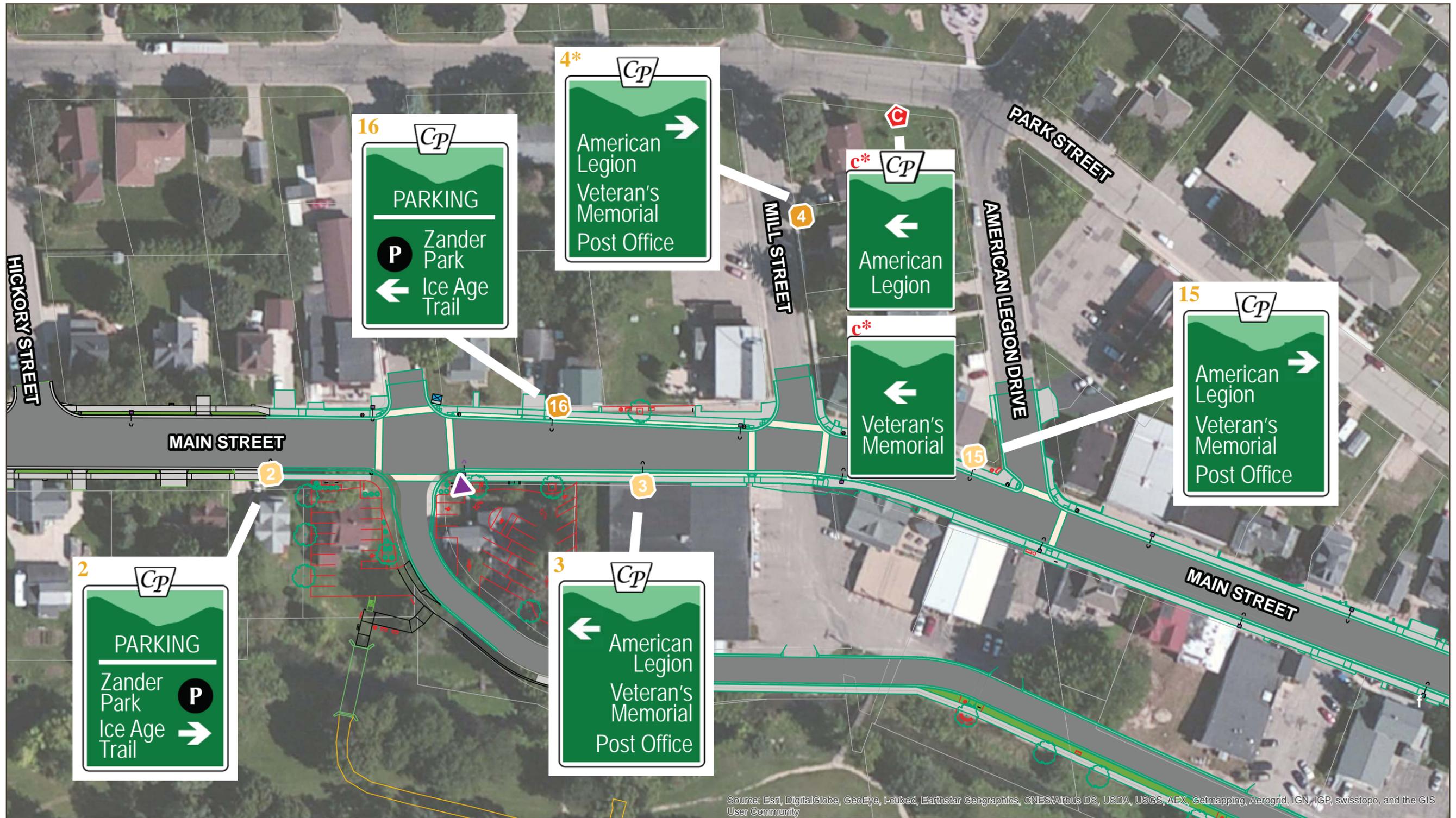


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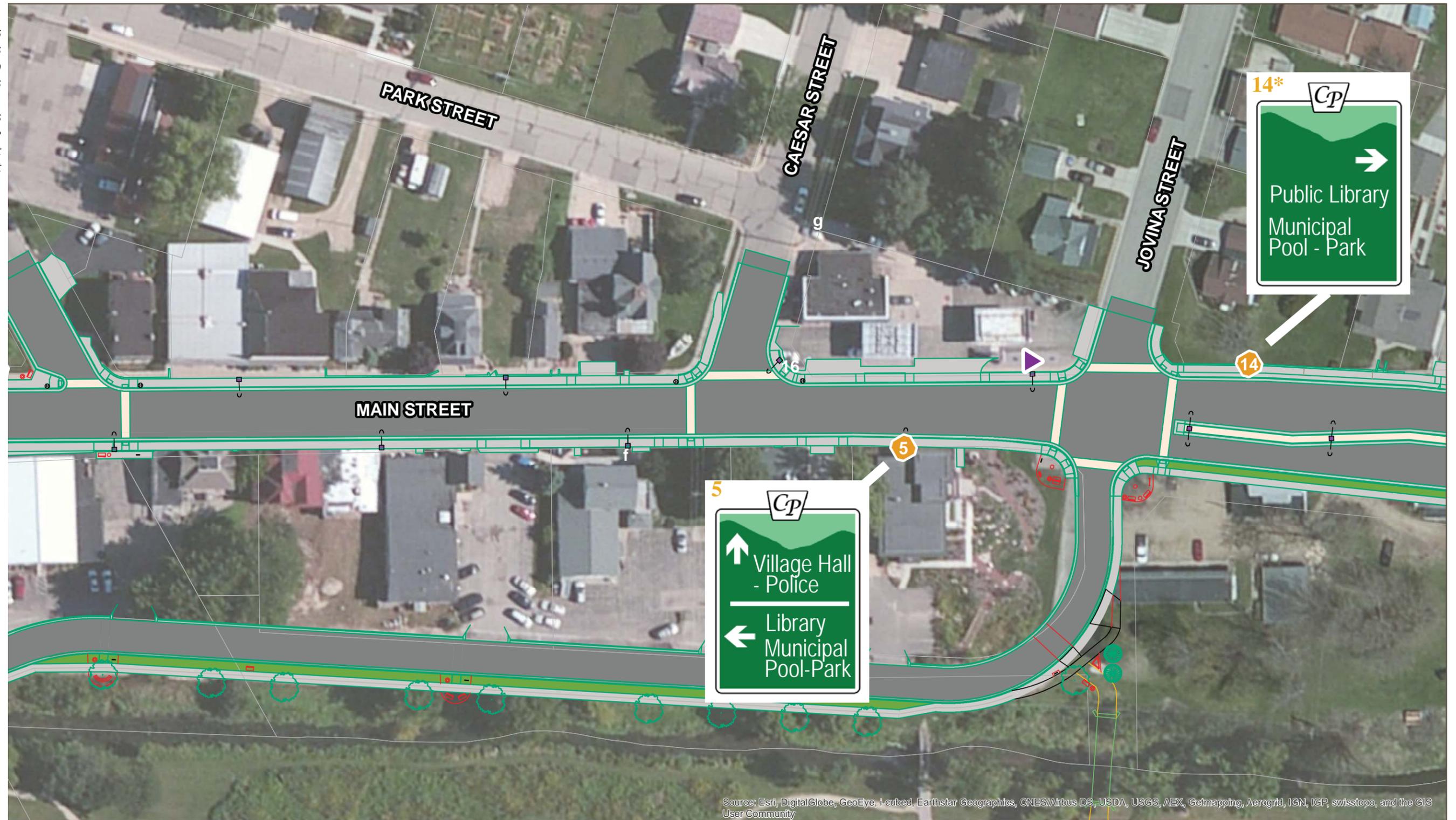
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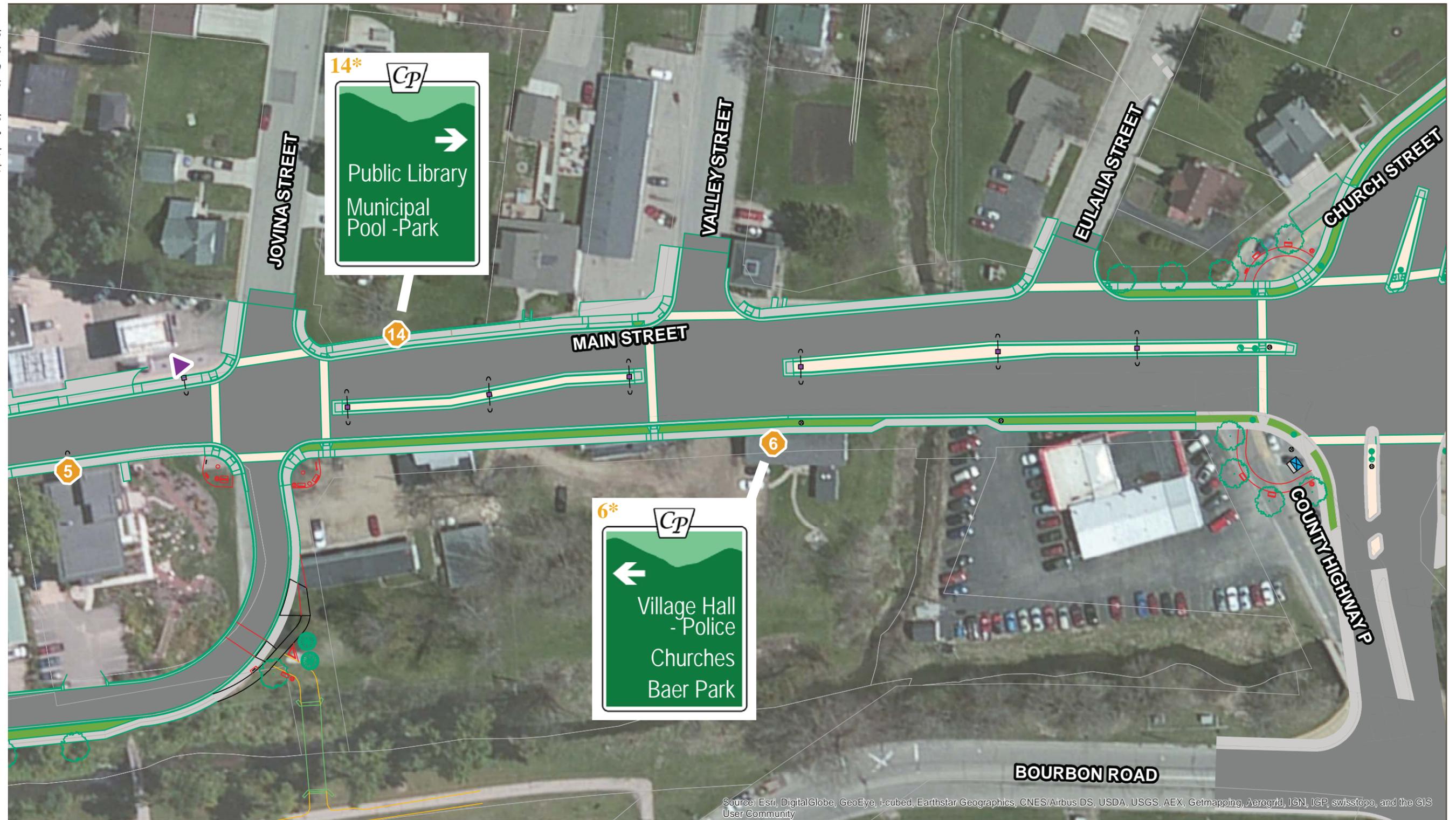
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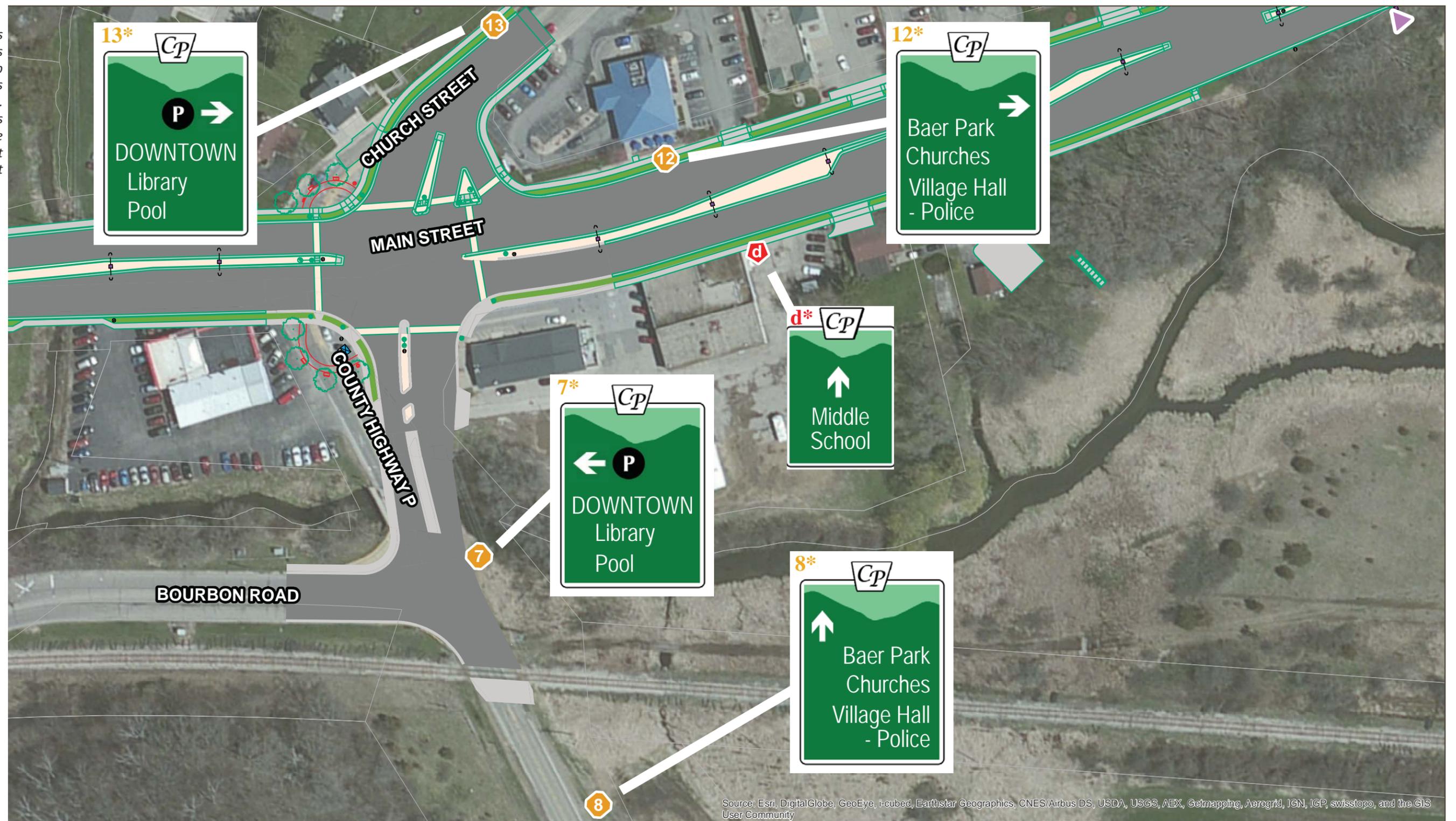
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NOTE: The letters (trailblazer) / numbers (directional) at the top of the wayfinding signs are just for reference. The asterisk denotes signs on separate support poles (i.e. not mounted to a light pole).



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, GEFmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Directional - T1	Directional - T2	Directional - T3	Civic Display A	Civic Display B	Trailblazer Sign	Community Sign	Gateway Feature	PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY DATA SOURCES: DANE COUNTY AERIAL IMAGERY PROVIDED BY ESRI		Feet 0 12.5 25 50	
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APPENDIX A: Design Mapbook

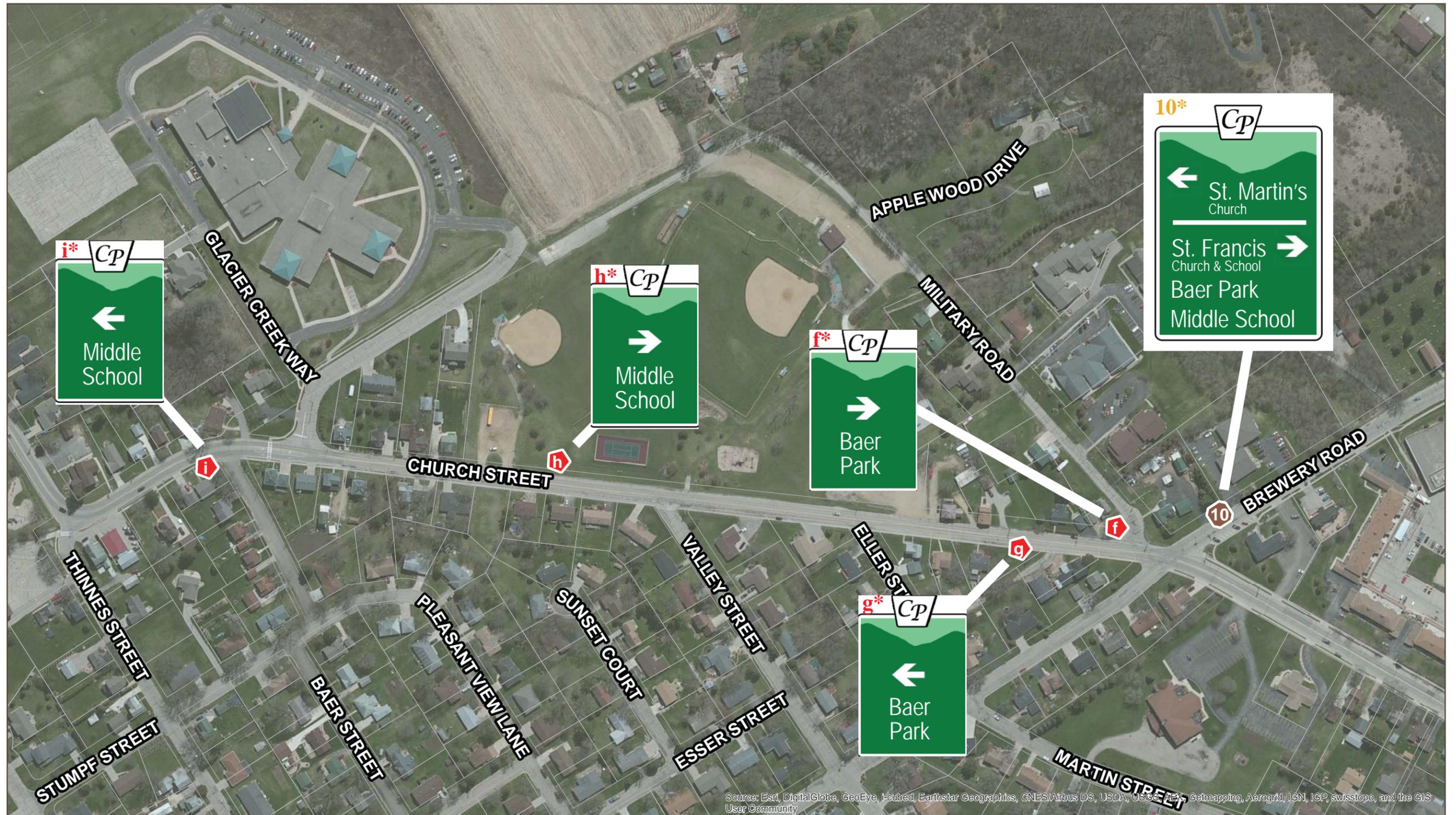
NOTE: The letters (trailblazer) / numbers (directional) at the top of the wayfinding signs are just for reference. The asterisk denotes signs on separate support poles (i.e. not mounted to a light pole).



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Directional - T1	Directional - T2	Directional - T3	Civic Display A	Civic Display B	Trailblazer Sign	Community Sign	Gateway Feature	PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY DATA SOURCES: DANE COUNTY AERIAL IMAGERY PROVIDED BY ESRI		Feet 0 50 100 200	
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