

# CITY OF BAYFIELD

## WAYFINDING SIGNAGE MASTERPLAN

January 17, 2024

Design  
Intent

 **Stantec**  
1881 9th Street  
Suite 303  
Boulder CO 80302  
303.447.8202

S FIRST  
RITTENHOUSE AVE



Stantec ViBE  
 1881 9th Street  
 Suite 303  
 Boulder, CO  
 80302

# C O N T E N T S

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	Sign Drawings
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Date Issued  
 01.17.2024

**Design  
 Intent**

# Sign Inventory



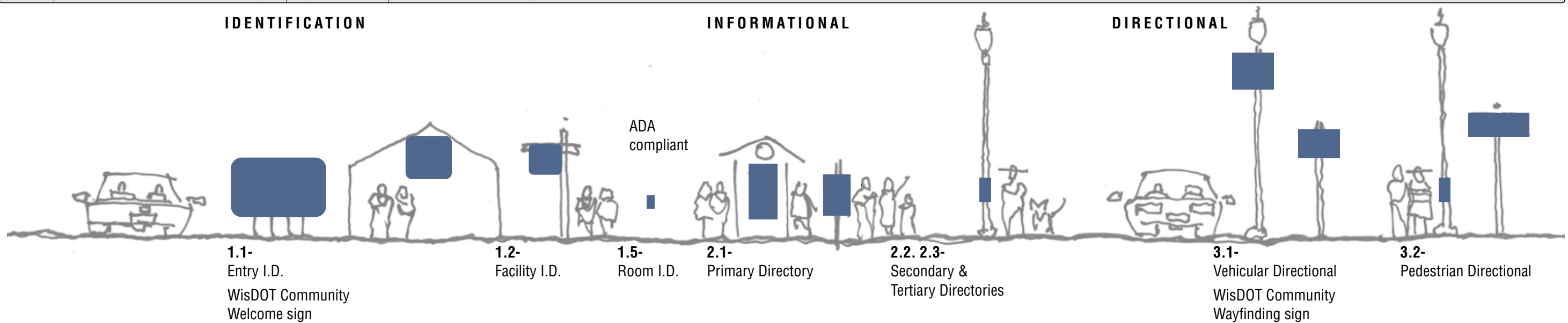
Stantec ViBE  
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Suite 303  
Boulder, CO  
80302

Page No.	Sign Type	Preliminary Qty.	Installation	Description
<b>1. Identification</b>				
1.1	Entry I.D. Facility I.D.	2	Freestanding	Welcoming gateways positioned at each entry into Town. Introduction of Brown Stone material in sign program
1.2	Misc. Public Facility	-	Freestanding Wall	Consistent signage for the myriad of municipal public destinations in the community
1.3	Parking	3	Freestanding	Parking lot I.D. Secondary use of Brown Stone material in sign program
1.4a	Restrooms Primary Layout	4	Wall	Long distance identification of restrooms, includes icon and text
1.4b	Restrooms Secondary Layout	4	Wall	Long distance identification of restrooms, icon only
1.5	Room I.D.	9	Wall	ADA compliant sign panel identifying restrooms
<b>2. Informational</b>				
2.1	Primary Directory	6	Freestanding	Freestanding assemblies displaying Community Plan placed in strategic locations. Third instance of using Brown Stone as a base material
2.2	Secondary Directory	3	Panel-mount	Larger-scale directory panel mounted to parking lot I.D. panels, one side
2.3	Tertiary Directory	9	Post-mount	Smaller-scale panels mounted to the City's light posts: typically the I-13 corridor
<b>3. Directional</b>				
Vehicular Directional				
3.1a	Existing City Light Posts	-	Post-mount	WisDOT compliant sign panels added to the City's light posts along the I-13 corridor
3.1b	New Wood Posts- 1-sided	4	Post-mount	WisDOT compliant sign panels installed with new wood posts
3.1c	New Wood Posts- 2-sided	3	Post-mount	
Pedestrian Directional				
3.2a	Existing City Light Posts	13	Post-mount	Pedestrian scaled directory panels added to the City's light posts along the I-13 corridor
3.2b	New Wood Posts	-	Post-mount	Pedestrian scaled directory panels installed with new wood posts
3.2c	New Steel Posts	2	Post-mount	Pedestrian scaled directory panels installed with new steel posts
3.Z	Confidential Vehicular Directional	1	Freestanding	Separated from other WisDOT signage, not WisDOT compliant

## IDENTIFICATION

## INFORMATIONAL

## DIRECTIONAL



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# Finishes & Materials

## PAINT / POWDER COAT \*



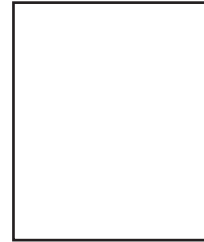
**P.1- Black**  
Matthews Paint Co  
MP32156 Black Magic  
Satin finish



**P.2- "80% Black"**  
Matthews Paint Co  
MP10269 Dark Slate  
Satin finish



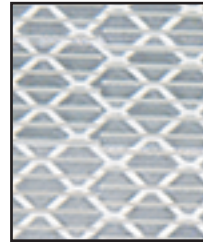
**P.3- "80% Black"**  
Dk Gray Stain  
WisDOT compliant/required  
product



**P.4- White**  
Matthews Paint Co  
MP32071 White Wonder  
Satin Finish

\* Powder-coating is the preferred method of achieving a durable, long-lasting metal finish for use in harsh outdoor environments. Powder-coating comes with a cost and there are fewer suppliers of this service. Has the Town used a local Powder-coater

## VINYL



**V.1- 3M Diamond Grade**  
White Reflective Vinyl



**V.2- 3M clear Vinyl w/**  
Transparent Ink overlay

## MATERIALS

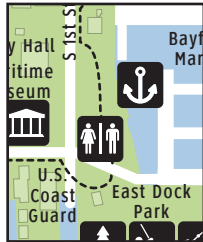


**M1- Lake Superior**  
Brown Stone

Stone are to be sourced from the Town's stone repository. Stones to be chosen for their suitability for the sign type, with as little grinding and cutting as possible.



**M2- Etched Zinc**  
Tactile Panel



**M3- Digitally Printed**  
High Pressure Laminate  
(HPL)  
iZone or eq.



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PROJECT LOGOS

**BAYFIELD**

PROJECT FONTS

ABCDEFGHIJKLM

NOPQRSTUVWXYZ & Z

123456789 & 0

Clearview Highway 1-W

ABCDEFGHIJKLM

NOPQRSTUVWXYZ & Z

123456789 & 0

Copperplate Gothic Std. 32 BC

COMMUNITY PLAN SYMBOLS



Restrooms



Park



Trailhead



Information



ATM



Playground



Ferry



Post Office



Boat Launch



Excursion Boats



Parking



Public Fishing



Marina



Beach

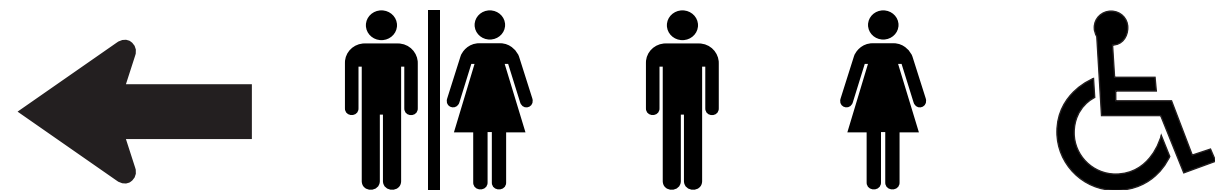


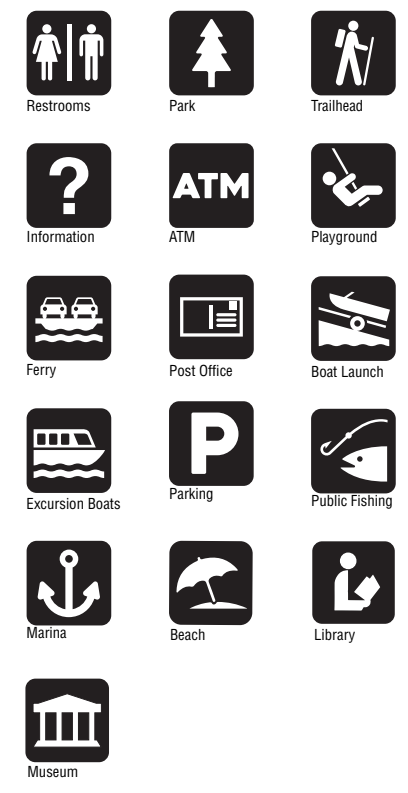
Library



Museum

SIGNAGE SYMBOLS





Cropping at left to be used for the Lg & Med Directories, Sign Type 2.1 & 2.2.

Cropping below to be used for the city light pole Tertiary Directories, Sign Type 2.3



# WisDOT Guidelines

## WisDOT Municipal Welcome Signs

### Overview

A municipal welcome sign is an official sign installed and maintained by a municipality that informs motorists of a municipality's territorial boundary. Municipal welcome signs are not outdoor advertising signs or traffic control devices. A municipality may be a town, village, city or county. It does not include an unincorporated community.

### Location

On the state highway right of way  
As close to the right of way line as possible  
Out of the clear zone  
May not be placed on Interstate right of way

### Size

No limitations

### Content

May include logos, graphics and/or taglines (slogans)

### May not contain:

Commercial messages, business names or sponsorships  
Other official or service club signs  
Electronic message boards  
Static message boards  
Auxiliary placards  
Memorials

### Fabrication, installation, maintenance, and relocation

Paid for by the municipality (applicant)  
Relevant law and policy  
Wis. Stat. s. 84.30(2)(hm)  
Wis. Stat. s. 86.19(1n)  
Highway Maintenance Manual 09-20-30

### Application

Form DT1812, Application/permit to work on highway right of way  
Include detailed drawing of the proposed sign along with location diagram  
Additional information for work on highway right of way permits, see webpage  
Application Fee: None  
Questions regarding specific municipal welcome sign installations  
Contact the appropriate WisDOT transportation region office

### Other Requirements

Application must be filled-out and signed by an elected official or authorized employee of the municipality  
Municipality must be self-insured or carry sufficient insurance for the sign  
Only one municipal welcome sign is allowed per each state highway direction that crosses a municipal boundary - even if the highway crosses a boundary more than once  
The municipal welcome sign\* must:  
Be installed to inform motorists of the territorial boundary of the municipality  
Be located within the territorial boundary of the municipality  
Be located entirely on state highway right of way (includes overhang)  
Be installed and maintained by a municipality  
Not constitute a safety hazard (i.e., located out of the clear zone)  
Not obstruct, conflict or interfere with official traffic control signs and devices  
Not obstruct or interfere with the vision of motorists navigating any intersection, which includes all driveways  
\* Including any applicable landscaping

## TEOpS 2.15.6 Community Wayfinding Sign Programs

• Community must prepare a Masterplan for application

### SIGN DESIGN STANDARDS

#### Shape

The shape of the signs shall be rectangular and may have rounded corners. A rounded or other regular geometric shape on the top will be allowed to accommodate a logo.

#### Pictograph

Only one community pictograph may be incorporated in the top of the sign subject to WisDOT approval. If used, it shall be simple and easily recognizable. The height of the pictograph shall not exceed two times the height of the upper-case letters of the principal legend on the sign. For coordinated programs, a unique pictograph for each municipality may be used. If a community name is to be displayed at the top of the sign panel, instead of or in addition to a pictograph, the lettering shall be of a size, font style and high color contrast for motorists to read at the posted speed. All signs in a Community Wayfinding Signing program shall have the same format. If a community pictograph, and/or name, and/or street name, is to be used on any sign, it shall be used on all signs in the community program.

#### Facing

Sign panel legends and backgrounds shall be reflective to meet the minimum standards of High Intensity sheeting.

#### Color

Colors shall meet the standards for highway colors specified by the Federal Highway Administration. Color combinations shall have high contrast. Two-color combinations which may be used are:  
1. White or yellow on blue, green or brown.  
2. Blue, green, black or brown on white.  
3. Red or orange on white, but not the reverse.  
4. A third color, if used, must provide suitable contrast (i.e., not red on blue).

The background colors of orange, red, yellow, purple, or the fluorescent versions thereof, fluorescent yellow green and fluorescent pink shall not be permitted on Community Destination Signs. One background color is preferred. A third color for the logo area may be used, or that area may be reversed in color. Color plaques or accents shall not be used under arrows or destination names. Lettering, arrows, and border shall be the same color.

#### Border

Border is optional. If used, it shall be plain, retroreflective, not decorative, and the same color as the letters.

#### Lettering & Sign Size

A minimum Series B font as specified in the Standard Highway Signs manual is preferred. A similar font is allowable, unless the style detracts noticeably from legibility. The preferred letter size is 6" Upper Case/ 4 ½" Lower Case. In areas, where the posted speed is less than 35 mph, a minimum 5" Upper Case/ 3 ¾" Lower Case or 5" Capital Letters will be allowed. The resulting sign width shall not exceed five feet adjacent to a roadway posted at 35 MPH or above. The sign width shall not exceed four feet adjacent to a roadway posted at 30 MPH or below.

#### Arrows

Arrows shall be as big in dimension as the lettering, and the same color as the adjacent lettering. The arrows shall not have encircling accents, or contrasting mini-backgrounds. Arrows shall be left of the message for left destinations, and right of the message for right destinations. Ahead arrows shall not be used except in combination with left and/or right arrow(s) and destination(s) to pull through to one major area destination, such as DOWNTOWN, or direct ahead to one or more qualifying destinations where the through route turns. When used, ahead arrows shall be on the left side of the top line.

#### Destinations

Destinations/attractions on a community destination sign shall be displayed (from top to bottom of sign) in the following sequence:  
1. ahead destination (if used);  
2. left-oriented destinations/attractions (closest to furthest);  
3. right-oriented destinations/attractions (closest to furthest).  
Community Wayfinding Signs should be limited to three destinations per sign.

#### Sign Installation Standards

Signs shall be installed by the community on separate supports furnished and typically used by the community. They shall not be combined with other signing by the community or the Department.

#### Size

35 MPH or greater: 60" max width  
30 MPH or less: 48" max width

#### Sign Posts

Sign supports shall conform to TEOpS 2-15-52.:  
SIGN POST DESIGN POLICY ON STATE MAINTAINED ROADWAYS  
1. On state maintained roadways, 4"x 6" wood posts and 2"x 2" square steel posts are typically used for sign posts. Municipalities may be allowed to install signs on customized posts. The municipality shall pay for the cost of the customized posts.  
2. Any customized posts allowed shall be NCHRP 350 or MASH crash compliant. The municipality shall provide Wis DOT a copy of the certification letter from the Federal Highway Administration.  
3. A permit for non-standard sign supports shall be filled out by the municipality and signed by the City/Village Engineer or Director of Public Works or Official Governmental Representative and, upon approval, the Wis DOT Region Traffic Operations Engineer. A sample Application/Permit form is shown in Figure 4.  
4. Municipalities may be allowed to paint the posts a neutral color that does not detract from the face of the sign. Acceptable neutral colors are black, brown or dark green.



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C I T Y O F B A Y F I E L D

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*Identification  
Signs*

# Fabricator Performance and Material Specifications

This document has been assembled by Stantec with the expectation that the Contractor will meet the following quality and performance requirements. The acceptance of these drawings by the Fabricator constitutes agreement to comply with the following conditions. The Owner will hold the Fabricator to these requirements as part of their contract obligations.

## I. GENERAL

### A. Proprietary Information Non-Disclosure Agreement

All ideas, designs, arrangements and plans indicated or presented by these drawings are the property of the Owner and were created for use in connection with the specified project. The information in this document is confidential and shall not be disseminated to anyone other than Stantec, the Owner or the Contractor's personnel necessary to execute the contract, without the written permission of Stantec and the Owner.

In addition, the Contractor must request and receive written approvals from both the Owner and Stantec to use images of any completed element. The Contractor is responsible for ensuring that credit indicating Stantec as the Designer will accompany all images and articles related to the project. The Owner may have additional requirements or restrictions for which the Contractor is also responsible.

### B. Design Intent Drawings

The "design intent" drawings contained in this document are for the sole purpose of expressing visual design intent and are not intended for construction purposes. All aspects of fabrication, installation and any resulting working drawings, shop drawings, submittals, building permits meeting 2012 IBC with necessary professionally engineered drawings and contract documents are the responsibility of the Contractor.

Within the design intent drawings:

- All written dimensions take precedence over dimensions otherwise implied by drawing scale, figures, etc.
- Large scale details take precedence over the smaller scale drawings.
- Specific recommendations for materials, colors and content take precedence over representations shown in drawings.

## II. PRE-FABRICATION REQUIREMENTS

### A. Proposal

Copies of all pricing and bid information shall be sent to the Owner and Stantec. The Contractor shall base their proposal on the performance of all items or service including labor, materials, equipment and resources.

required to complete fabrication and installation of the specified work. Full compliance with these Contractor Performance and Material Requirements will be required. The Contractor is encouraged to make recommendations for specific changes if they will improve the quality or cost-effectiveness of fabrication while preserving Stantec's visual design intent. However, any such recommendations must be approved in writing by the Owner and Stantec at the time of bid. Should the Contractor be contracted based on a proposal that assumes substitutions that have not been properly approved, the Contractor shall be responsible for providing all elements as originally indicated at their own expense.

### B. Shop Drawings

The Contractor shall submit shop drawings of all fabricated items to the Owner and Stanec. This submission shall consist of three hard copy sets of detailed drawings that indicate all materials, finishes, construction details, lighting requirements, installation details and artwork, including locations of all material seams. Drawings shall include elevations, plans, sections and notes as required to clearly convey fabrication intent. Stantec will review samples for aesthetic appearance and compatibility with adjacent conditions. Compliance with other requirements is the exclusive responsibility of the Contractor.

Upon review, the Contractor shall make all requested revisions and resubmit as required. A complete set of approved shop drawings (noted "No Exceptions Taken" or "Exceptions as Noted") must be received from both the Owner and Stantec before production may begin.

### C. Submittals

The Contractor is responsible for providing submittals to the Owner and Stantec as identified on individual sign drawing pages within this document. Stantec will review samples for aesthetic appearance and compatibility with adjacent conditions. Compliance with other requirements is the exclusive responsibility of the Contractor.

All materials, finishes and content are subject to revision until final submittals have been approved. A complete set of approved submittals must be received from both the Owner and Stantec before fabrication may begin. Required submittals must be issued in an adequate time frame to allow review, adjustments and approval without delaying the project schedule.

## III. FABRICATION & INSTALLATION REQUIREMENTS

### A. Permitting & Regulation Compliance

The Contractor is responsible for securing and paying for all permits, insurances, inspections and tests required by governmental agencies. The Contractor is responsible for submitting all necessary permit information to the Building Department review and approval for all applicable permits as required per the 2012 IBC. The Fabricator is also responsible for verifying and ensuring compliance

with all ADA, OSHA, environmental regulations and all other applicable governing code requirements. All required resolutions or revisions to construction details must be approved by the Owner and Stantec prior to production.

### B. Structural Requirements

The Contractor shall follow Stantec's drawings for exterior visual appearance but designs of internal structure, engineered connections, mounting assemblies and foundations are by the Contractor. Structural design shall utilize self-supportive framing and prevent irregularities in exposed surfaces.

Deliverables:

- The Contractor shall reference Architectural Drawings for full mounting location conditions and shall coordinate all necessary waterproofing, support and/or blocking requirements and approximate weights for each element as required no later than twenty-one days after final shop drawing approval. Drawings will be provided in electronic format (PDF) by Owner.
- The Fabricator shall provide the Owner and/or the GC with calculations for all structural members and foundations sealed by certified engineers registered in the state of installation, prior to fabrication.

### C. Electrical Requirements

Design of all electrical components is by the Contractor. All transformers and electrical hardware shall be concealed (i.e. non-audible and non-visible to pedestrian and vehicular traffic). The Contractor shall ensure all electrical components are easily accessible for maintenance and servicing.

All necessary point-of-connection coordination is the responsibility of the Contractor. All connections must be in compliance with the requirements of the NEC and all other applicable governing code requirements. All necessary electrical components and assemblies are to be UL listed or approved by a nationally recognized testing lab.

All electrical components shall be warranted against failure for at least two years. Within the warranty period, defective electrical components are to be replaced by the Contractor within forty-eight hours of notice by the Owner. Should the Contractor fail to replace defective components within the specified time, these items may be replaced by others at the Contractor's expense.

Deliverables:

- The Contractor shall provide the Owner with a list of electrical requirements for each element no later than twenty-one days after final shop drawing approval.

### D. Lighting

The Contractor shall follow Stantec's drawings for visual appearance but design of internal structure, fixtures and mounting assemblies is by the



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Contractor. The Contractor shall ensure all lighting components are easily accessible for maintenance and servicing. Unless otherwise noted, the interior of all illuminated enclosures shall be painted matte white to increase reflectivity. All lighting components shall be constructed per recognized national standards and/or specific manufacturer's recommendations.

All neon components shall be warranted against failure for at least three years and all other lighting components shall be warranted for at least two years. Within the warranty periods, failed lighting components are to be replaced by the Contractor within forty-eight hours of notice by the Owner. Should the Contractor fail to replace defective components within the specified time, these items may be replaced by others at the Contractor's expense.

## E. Labeling

Visible labels, manufacturer's or otherwise, code permitting, shall not appear on any completed element. The placement of any required labels must be approved by Stantec prior to application and installation.

## F. Artwork & Fonts

Stantec will provide the Contractor with layout guidelines and electronic artwork as required, however all final copy layouts are the responsibility of the Fabricator.

The Contractor shall legally acquire at their own expense all project fonts from the specified distributors. Stantec will not provide copies of licensed fonts.

When stock imagery is used, Stantec will provide the Fabricator with the image specifications and a low resolution electronic file for placement. The purchasing of high resolution final images, licensing and all applicable fees are the responsibility of the Contractor. All acquired images shall be registered in the Owner's name.

## G. On-Site Coordination

All locations shown in the enclosed location plans are approximate. The Contractor is responsible for referencing applicable Architectural Drawings, field verification and coordination of all final locations. The Contractor shall notify the Owner and Stantec of any discrepancies between Stantec's drawings, location plans or message schedule and field conditions prior to installation. All required resolutions or revisions to construction details must be approved by the Owner and Stantec prior to production.

The Contractor's installation responsibilities include the provision of any required footings, anchor bolts or fastenings. All point-of-connection coordination is the responsibility of the Contractor.

Deliverables:

- The Contractor shall provide the Owner with templates and patterns as required no later than twenty-one days after final shop drawing approval.

## H. Safety & Responsibility

The Contractor shall be responsible for providing barricade or protective coverings as necessary to safeguard the public and property during the performance and duration of their work. The Contractor shall be fully responsible for any injuries to the public or damage to the buildings, site and adjacent objects during installation. The Contractor shall be responsible for cleaning up all work areas upon the completion of work on a daily basis.

All installed items shall be left in a clean and as-new condition. The Contractor shall be fully responsible for the security and quality of all equipment, materials and installed components until they have been reviewed and accepted by the Owner.

## III. MATERIAL STANDARDS

All materials, hardware and finishes used to fabricate any and all components shall be new (i.e. not previously used or operated in any other application) and from the most recent manufacturer's production supply.

### A. Paints & Finishes

All paints and finishes shall match exactly the color, finish and texture noted. Unless otherwise noted, all pretreats, primers, coatings and finishes shall be applied in strict accordance with the paint manufacturer's specifications to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final install locations.

Paints & finishes shall be warranted against color fading, UV damage cracking, peeling, blistering and other defects in materials or workmanship for a minimum of five years from date of Owners acceptance.

### B. Metals

Metals shall be the best commercial quality for the purposes specified and free from defects impairing strength, durability or appearance. Unless otherwise noted, all visible seams are to be continuously welded, filled and ground smooth. All sheet metal shall have brake formed edges with radii not greater than sheet thickness. All metals must be treated to prevent corrosion and staining of other finishes.

### C. Fasteners

Unless otherwise noted, all exposed fasteners shall be tamper-proof, resistant to oxidation and other corrosion and painted to match adjacent surfaces. Concealed fasteners must be resistant to oxidation and other corrosion to prevent staining of other finishes.

### D. Vinyl

All vinyl sheeting shall match exactly the color, finish and durability of the manufacturer's product as noted. Unless otherwise noted, all vinyl sheeting shall be installed in strict accordance with the manufacturer's specifications

to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final install locations.

Vinyl sheeting shall be warranted against color fading, UV damage, delamination or peeling for a period of five years from date of Owner's acceptance.

## E. Digital Prints

All high resolution digital output must provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final install locations. Unless otherwise noted, digital prints shall have a minimum resolution of 200 dpi.

Printed product shall be warranted against color fading, UV damage, delamination or peeling for a minimum of five years from date of the Owner's acceptance.

## IV. PROJECT COMPLETION

### A. Upon Completion

The Contractor shall notify both Stantec and the Owner in writing when all work is completed. Upon notice, Stantec will review all work according to their contract with the Owner and prepare a punch list outlining incomplete or unsatisfactory items. The repair or replacement of work outlined on the punch list shall be coordinated between the Contractor and the Owner.

### B. Final Deliverables

Upon the Owner's acceptance of the work, the Contractor shall provide the Owner with three copies of a complete service and maintenance manual for all products and finishes installed under their contract. This manual shall include, but is not limited to, product specifications such as manufacturer information, contact names and addresses, warranty information, technical data and routine maintenance recommendations for light fixtures, electrical components, paint, finishes and all other applicable items.

### C. Warranties

All warranty periods shall begin on the date of the Owner's acceptance of the work. All warranties shall include the materials and labor required to replace defective components. Unless otherwise stated above, all installed components shall be warranted against manufacturer defects for a minimum of two years and all installed elements shall be warranted against defects in installation or workmanship for a minimum of three years.



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*Directional Signs*

# Entry I.D.



KEY PLAN

Non-illuminated sign assembly.

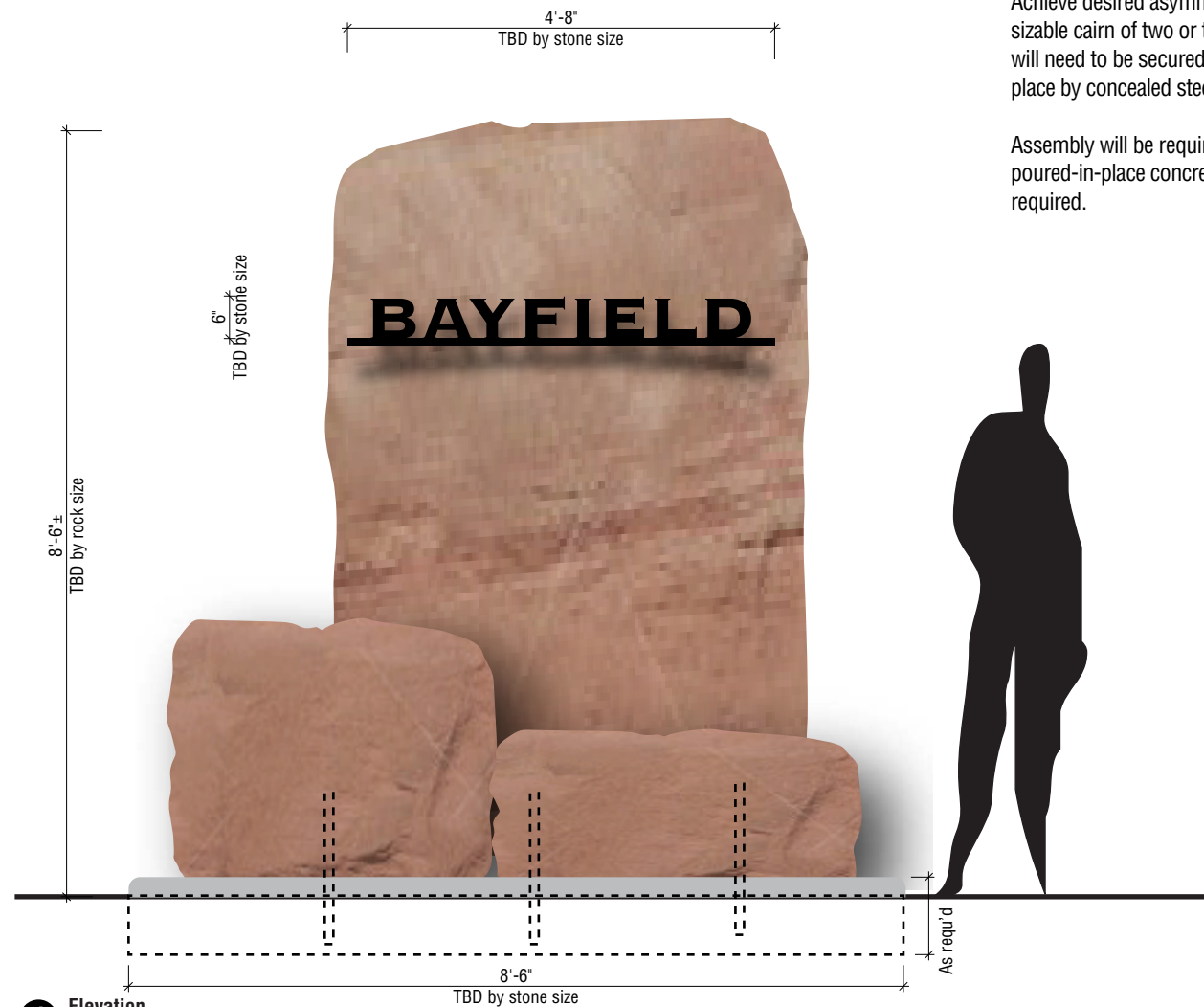
Cut-out 1/2" thick black metal letterforms welded to lateral 1/2" baseline plate rail. Rail welded to 1" Dia. attachment rods that are anchored into the stone, M.1. *May require full through-bolts with decorative small square plates on rear side, though, this is not desired.* Assembly size is entirely dependent upon the stones available. Entire assembly to have P.1, Black, powder coat finish.

Achieve desired asymmetrical mass by creating a sizable cairn of two or three large stones. Stones will need to be secured to one another and in place by concealed steel rod connectors.

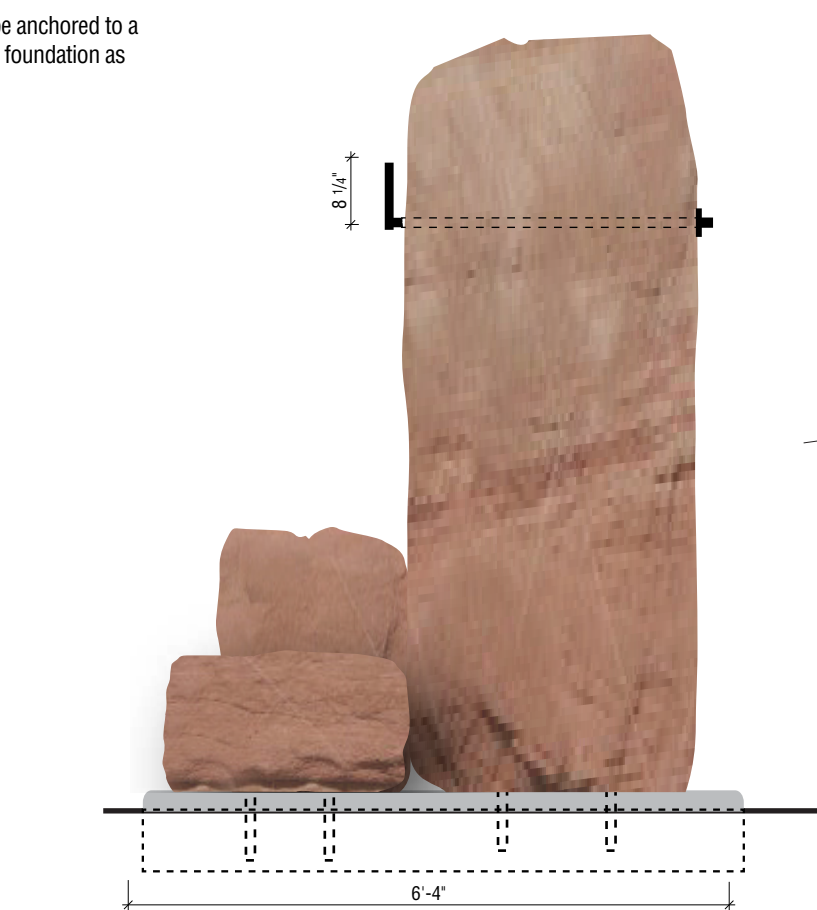
Assembly will be required to be anchored to a poured-in-place concrete pad, foundation as required.



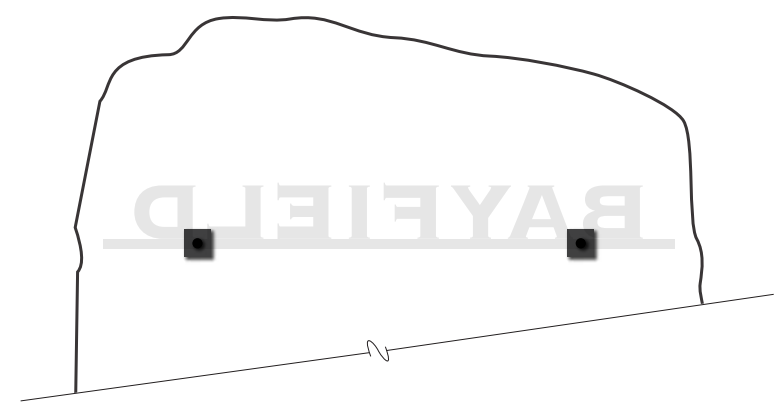
4 Photo Composite  
SCALE: NTS



1 Elevation  
SCALE: 1/2" = 1'-0"



2 Side Elevation  
SCALE: 1/2" = 1'-0"



3 Partial Elevation  
SCALE: 1/2" = 1'-0"  
Rear View

Square iron anchor plates on rear side of stone, P.1 Black.

*Note- Depending upon the size and condition of the stone or the size of the desired graphics, the Sign Fabricator may determine that through-bolts with rear surface anchor plates may be required, though, this is not desired.*



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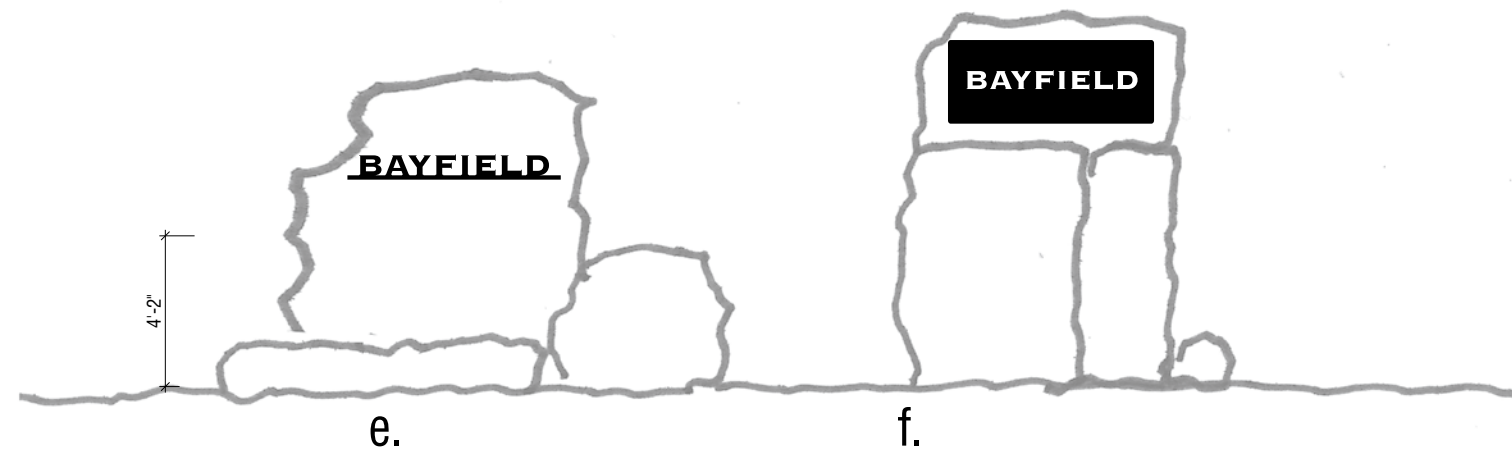
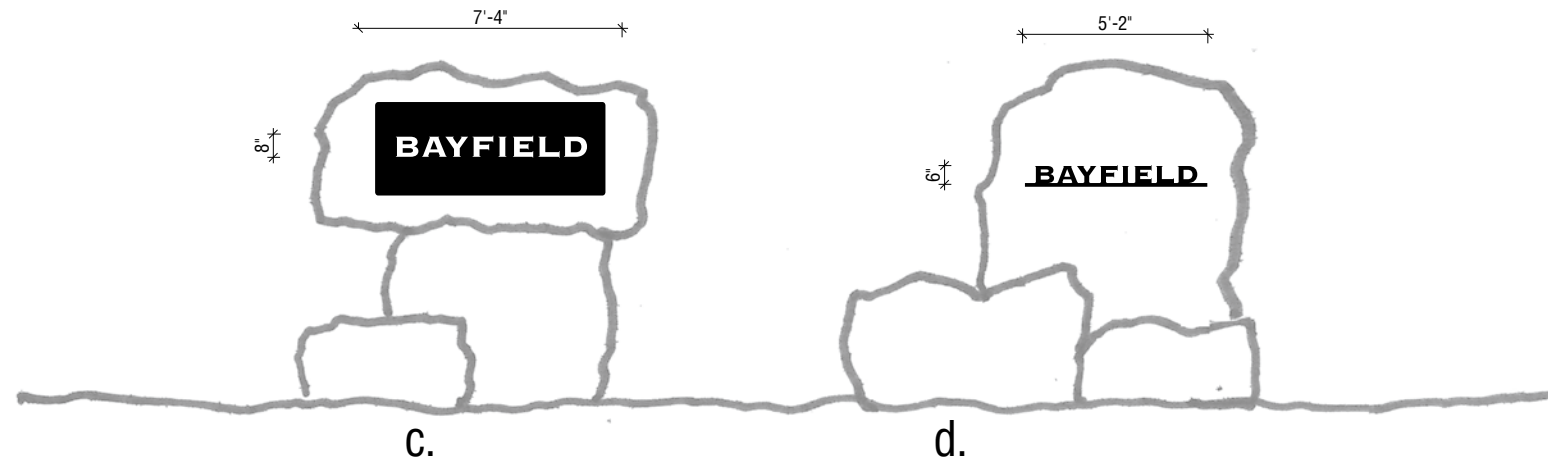
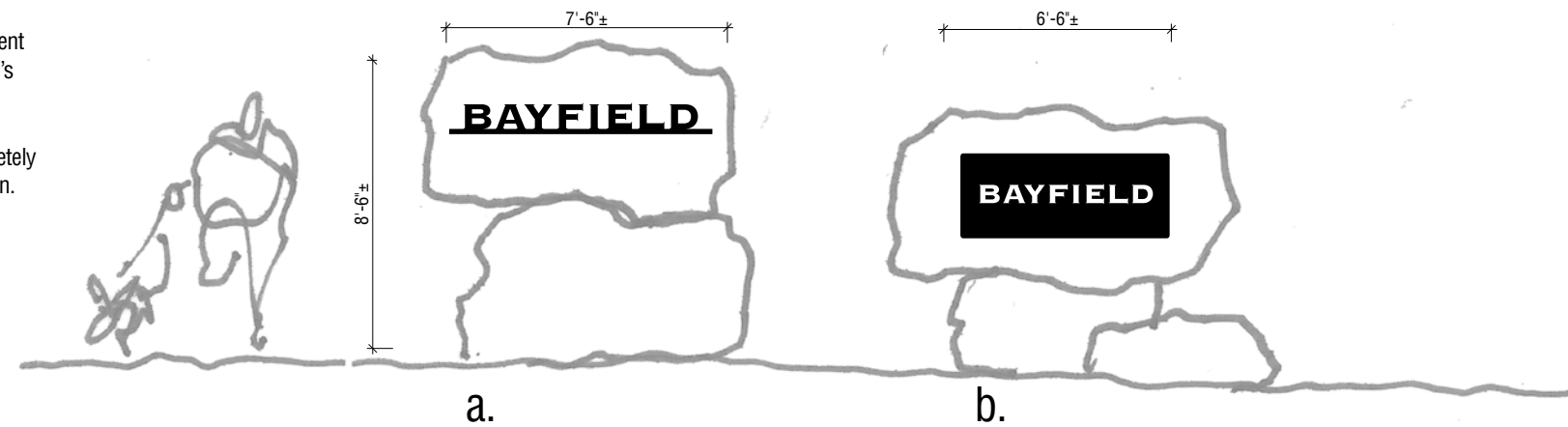
Stone composition is entirely dependent upon the stones available in the Town's repository.

It might be desirable to have a completely different composition for each location.

The Town would like to keep open the option of cut out letters on a rail or letters cut out of a metal plate.

**BAYFIELD**

**BAYFIELD**



1 Layout Options  
SCALE: 1/8" = 1'-0"



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Design  
Intent

Entry I.D.  
Stone Studies

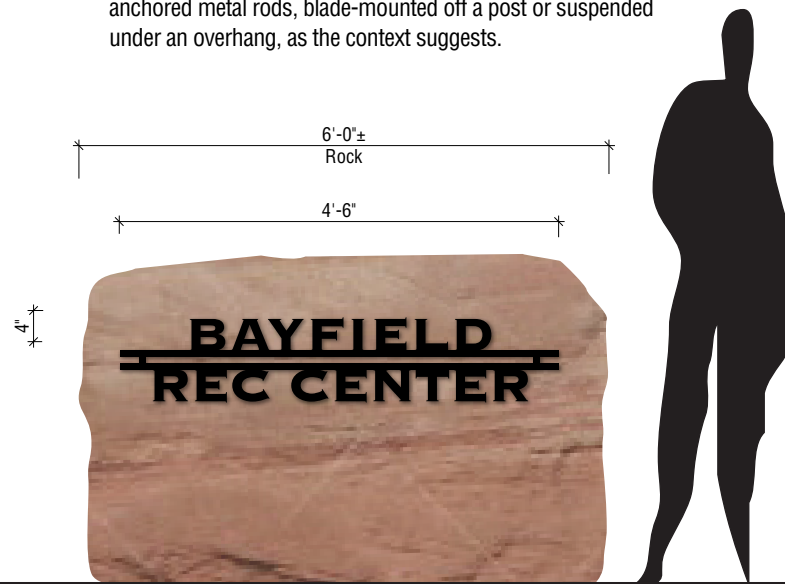
The City plans to install this sign type on a case-by-case basis (none are currently included in the Location Plans). This sign type is a solution for the replacement of a wide variety of existing signs, all different shapes and sizes. This design is intended to be flexible, able to adapt to any size and installation method (on a stone, next to or above a door, across a wall, projecting from a post, suspended, rooftop assembly, etc.).



Signs to feature cut-out metal letters, Cap Ht. and thickness of material to be dependent upon the scale of the sign. Cap Ht. will range from 3" for an eye-level entry door sign, to 6" for an overhead door sign, to 9" for a sign stretching across a wall. Metal thickness can range from 1/8" for small indoor uses (which may be water-cut from a single plate of metal), to 1/4" for most outdoor uses, to 3/4" for large outdoor installations.

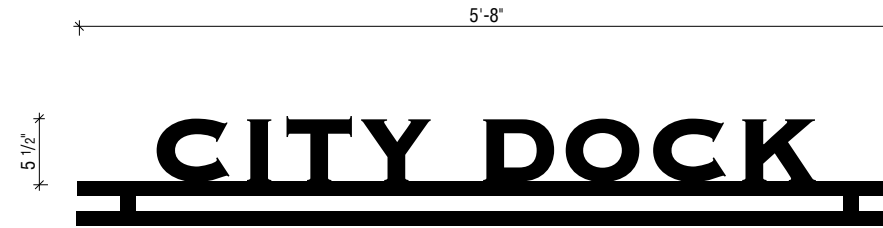
Letters to be welded at the bottom, or top, to a double rail assembly that is connected at the ends by welded inset square spacers. The height of the rails is to match the width of the minor letter stroke, with that same measure for the square spacers. The thickness of the rail material to be equal or greater than the letters and dependent upon context. The width of the rails will vary with the message width comfortably contained between the inset spacers.

Sign assemblies to have P.1. Black, finish and then be pin-mounted off a wall surface, mounted to a large stone with anchored metal rods, blade-mounted off a post or suspended under an overhang, as the context suggests.



**1** Elevation  
SCALE: 1/2" = 1'-0"

Brown stone I.D. monuments might be considered to further the use of the material.



Note: the same destination's sign could look very different on one or two lines

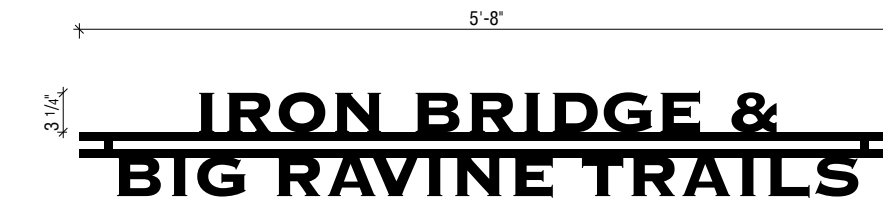


Illustrated here are the varying character counts of the destinations and how they play out following the criteria at left.

**S**  
Character count



**M**  
Character count



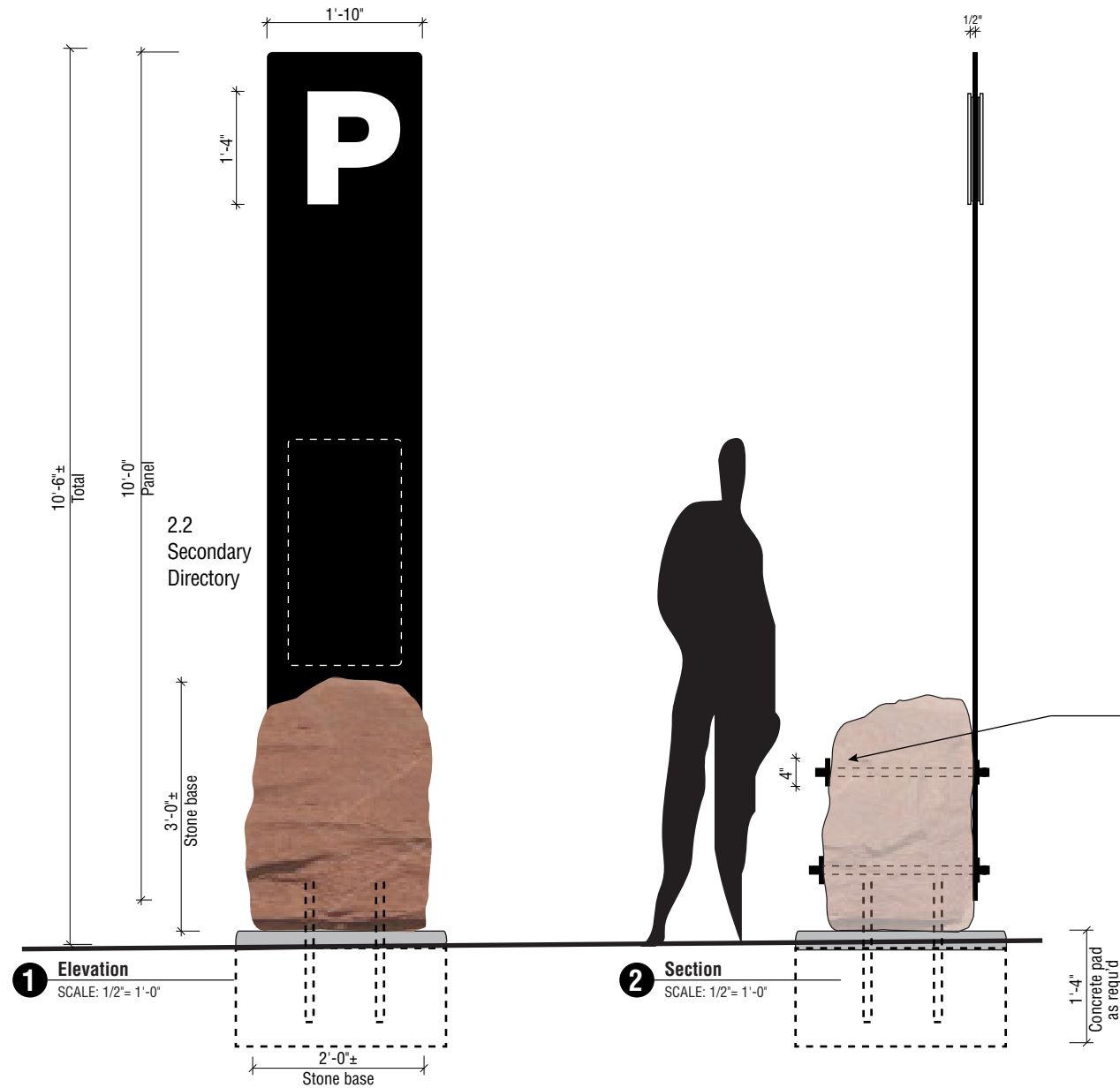
**L**  
Character count



# Facility I.D. Parking



KEY PLAN



Non-illuminated sign assembly with reflective graphics.

1/2" Plate steel sign panel with a P.1, Black, powder coat finish. Sign panel has a cut-out 1/4" plate metal P icon pinned 1/8" off each surface. Letters to be powder coated P.4, White, all visible surfaces.

Sign plate is mechanically fastened to a brownstone base. Stone face may require a bit of work to flatten a surface for the plate. Stone bottom may require some grinding to achieve a flat surface. Sign is fastened into the stone with (4) expressed anchor-bolts.

Sign assembly to set upon a poured-in-place concrete pad. Stone base is secured in place by embedded re-bar footings that fit into holes drilled into the bottom surface.

*Note-*  
Depending upon the size of the stone, the Sign Fabricator may determine that through-bolts with rear surface anchor plates may be required, though, this is not desired.

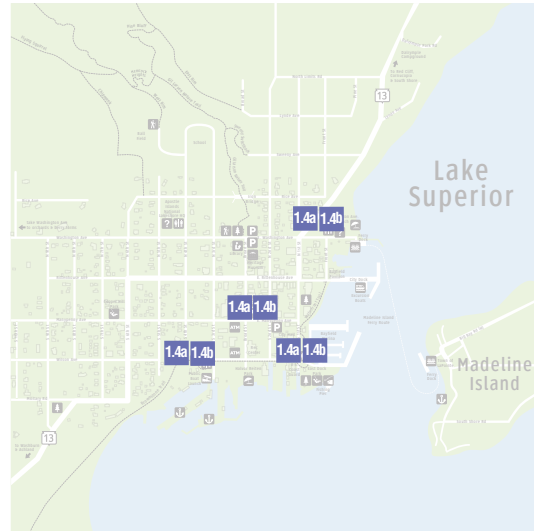


**3 Photo Composite**  
SCALE: NTS  
Washington Ave Beach Parking

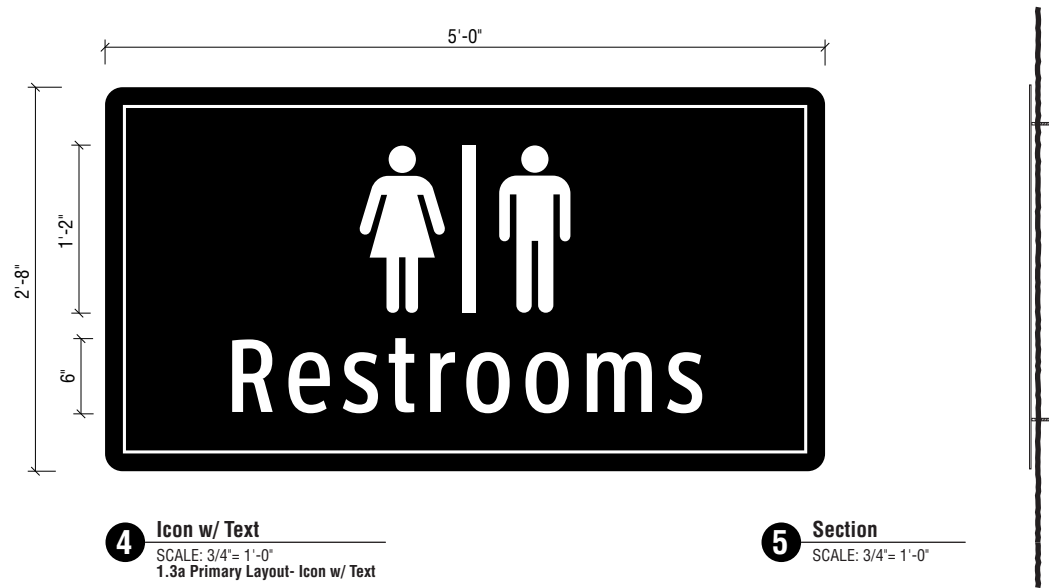


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# Facility I.D. Restrooms



**KEY PLAN** See Location Plans for sign choice and building placement for each restroom location (all buildings have one of each sign panel).



**4 Icon w/ Text**  
SCALE: 3/4" = 1'-0"  
1.3a Primary Layout- Icon w/ Text

**5 Section**  
SCALE: 3/4" = 1'-0"

.125" Plate aluminum sign panel with radius corners, painted P.1 (Black) all visible surfaces.

Masked and painted graphics and border P.4, White. Sign to receive a clear coat finish.

Sign secured to wall with concealed fasteners. No visible hardware.

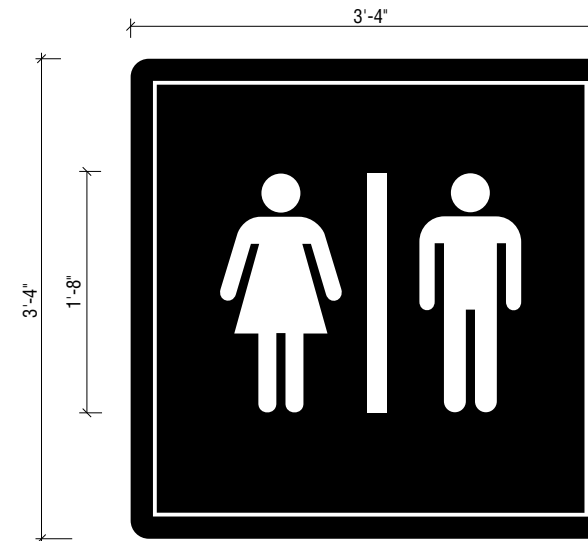


**6 Photo Composite**  
SCALE: NTS



**1 Elevation**  
SCALE: 1/2" = 1'-0"

Sign to be centered between the two doors, aligning with their tops.

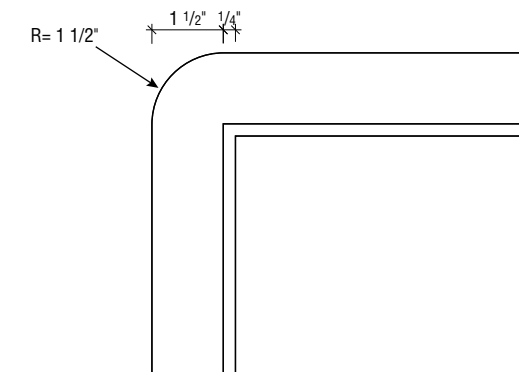


**2 Elevation**  
SCALE: 3/4" = 1'-0"  
1.3b Secondary Layout- Icon Only

.125" Plate aluminum sign panel with radius corners, painted P.1 (Black) all visible surfaces.

Masked and painted graphics and border P.4, White. Sign to receive a clear coat finish.

Sign secured to wall with concealed fasteners. No visible hardware.



**3 Elevation Detail**  
SCALE: 3" = 1'-0"  
Border Detail

Sign panel to have 1 1/2" radius corners

1/4" White border, with square corners, to be inset 1 1/2"

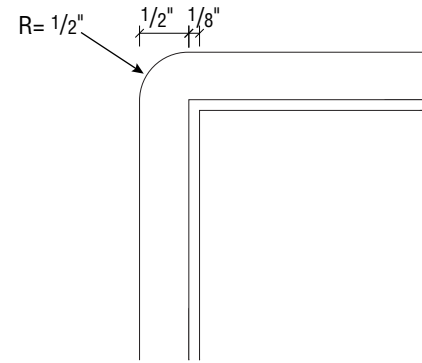


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# Room I.D. Restrooms



**KEY PLAN** One location has (3) sign panels



**4 Elevation Detail**  
SCALE: 3"= 1'-0"  
Border Detail

Sign assembly to have 1" radius corners  
1/8" White border, with square corners, to be inset 1/2" from the edge.



**5 Photo Composite**  
SCALE: NTS

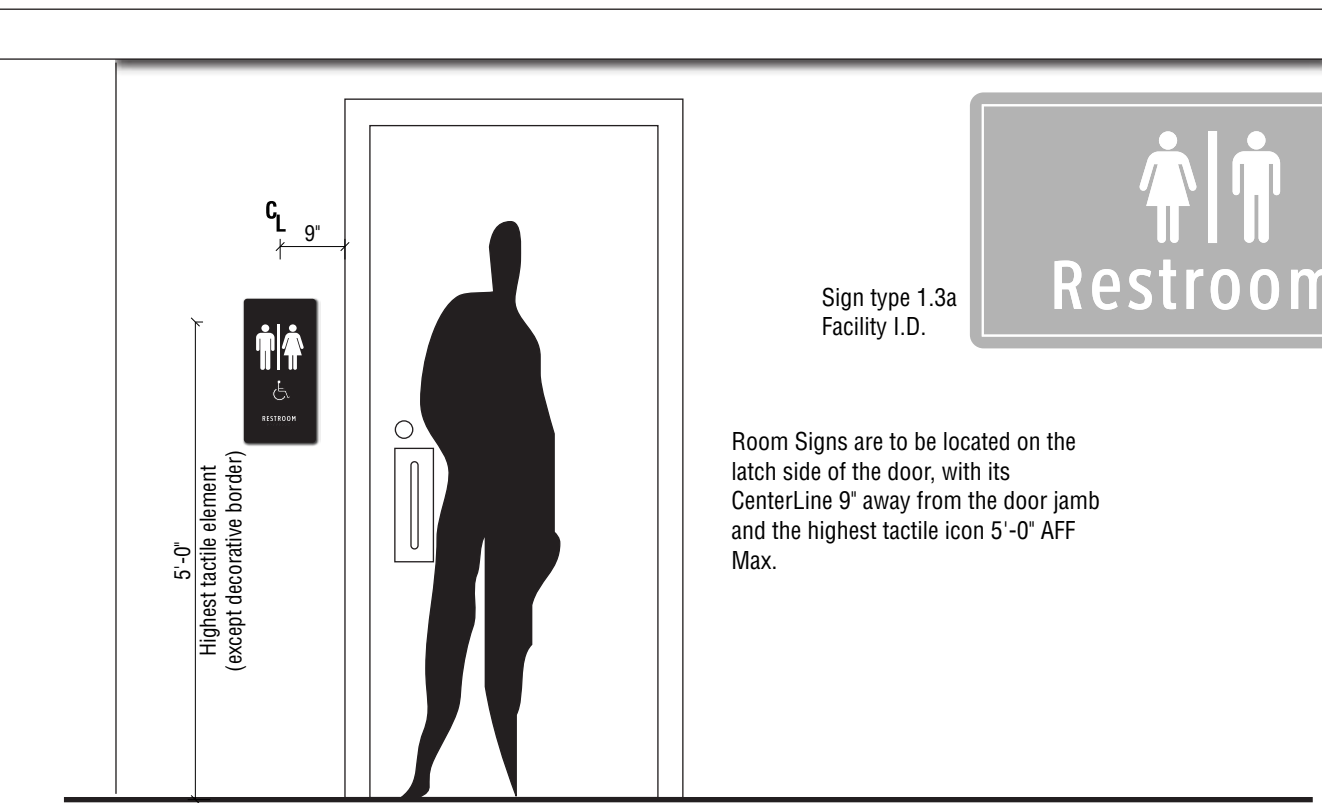


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01.17.2024

Design Intent

Room I.D.  
Restrooms



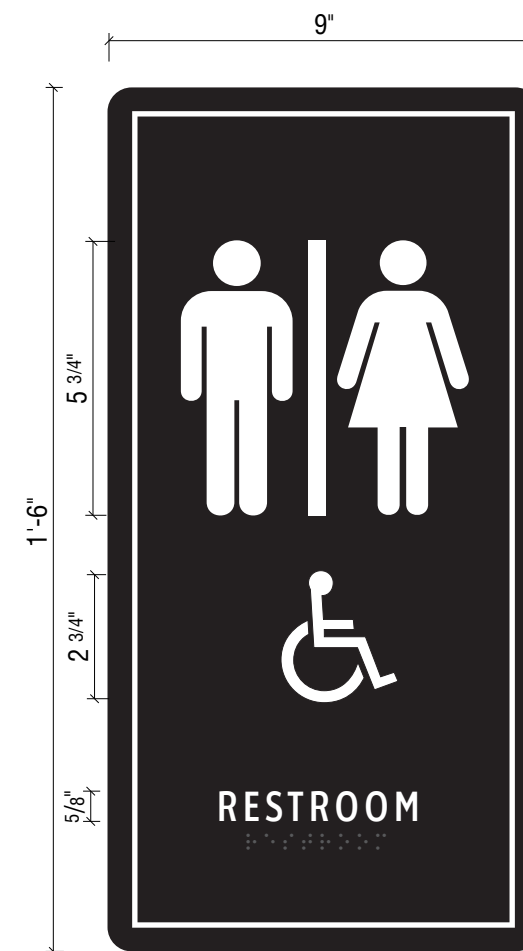
**1 Elevation**  
SCALE: 1/2"= 1'-0"

ADA-Compliant Tactile sign.

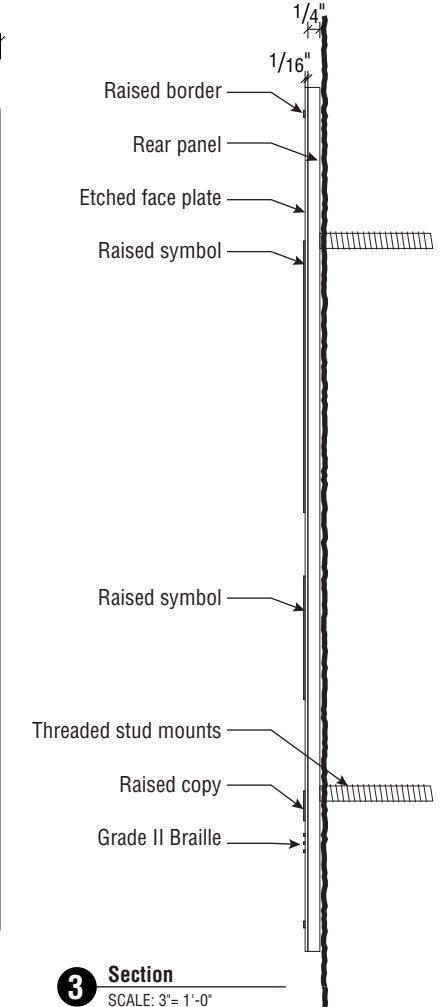
1/4" Plate aluminum rear panel, painted P.1 (Black), all visible surfaces.

1/16" Etched zinc or magnesium face plate, painted P.1 (Black), all visible surfaces. Etched plate has 1/32" min. raised border, icon, text and Grade II Braille. Surface of border, icon and text kiss-painted P.4 (White), Braille to remain the same color as the field. Sign to receive a clear coat finish.

Sign assembly secured to wall surface with threaded stud mounts and construction adhesive.



**2 Elevation**  
SCALE: 3"= 1'-0"



**3 Section**  
SCALE: 3"= 1'-0"





Units located at strategic entry points: gazebo and restrooms.

**KEY PLAN**

Butcher block profile assembly supported by brown stone base.

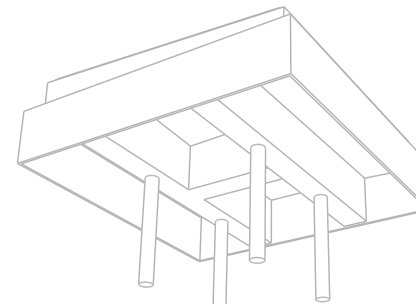
Singular brown stone base, M.1, is set upon tube stock feet to allow for a forklift or suspension strap access for relocation. Base has (4) holes drilled in the top to accept structural frame legs.

Welded structural frame, of 2" x 4" tube stock, with (4) welded 1" rod stock legs. Structural frame fits into holes in stone top and is epoxied into place. Entire assembly is powder coated P.1, Black, all visible surfaces. INFORMATION and WELCOME to be masked and painted P.4, White, on all (4) faces of the frame, the former painted on the two sides and the latter painted on the front and street-facing sides.

Directory panel is a 3/16" printed HPL (High Pressure Laminate) panel, M.3, secured to face of 1/4" rear panel with radius corners, powder coated P.2, Gray. Both panels are secured to top of fabricated tilt-top frame with exposed vandal-resistant fasteners.

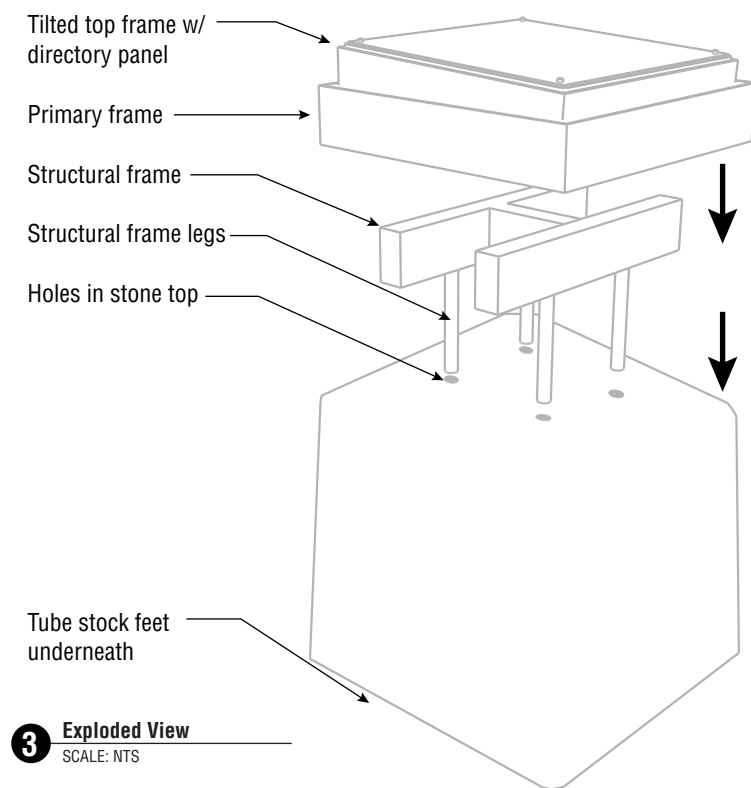
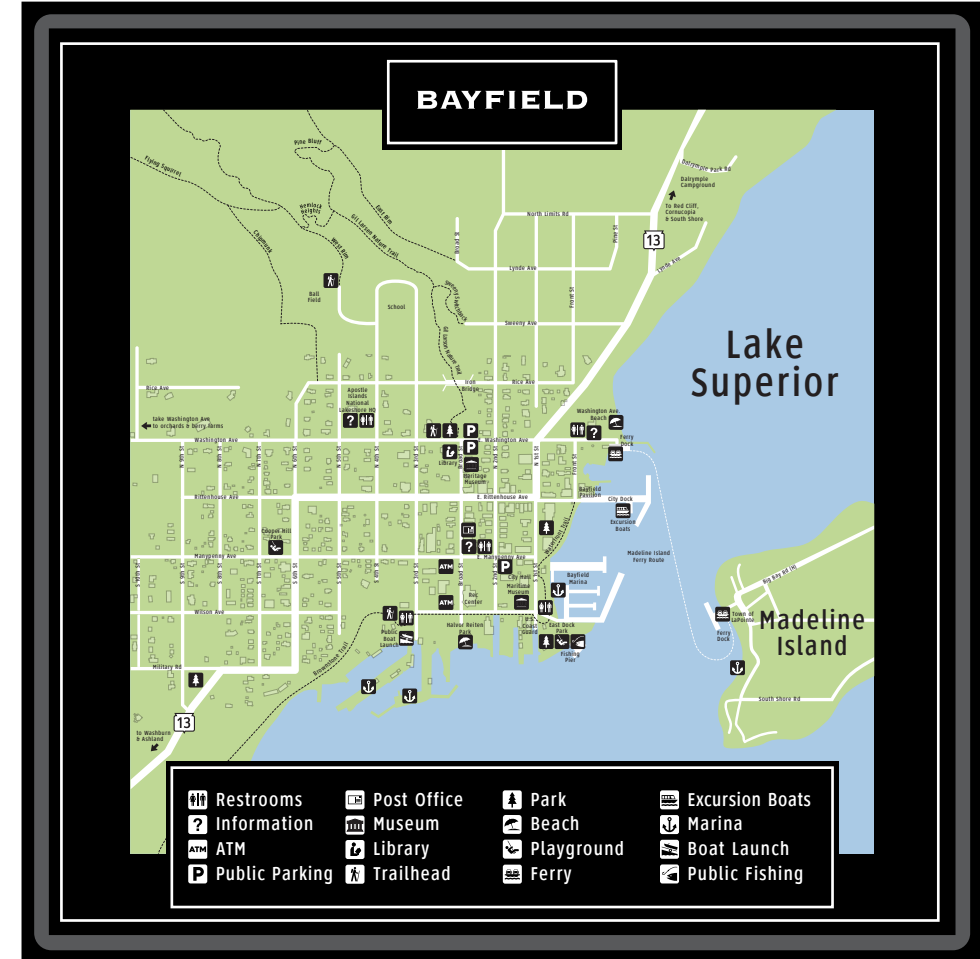
Top assembly of printed panel, tilted top frame and primary frame is secured to structural frame with countersunk vandal-resistant hardware.

**1 Perspective**  
SCALE: NTS



**2 Perspective**  
SCALE: NTS  
Sign assembly underside

**4 Graphic Layout**  
SCALE: 3" = 1'-0"



**3 Exploded View**  
SCALE: NTS

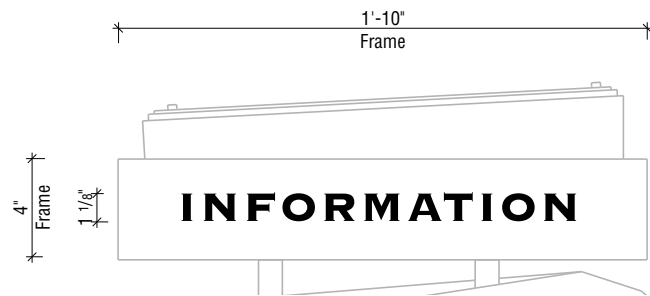


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Design  
Intent

Directory  
*Primary*



Side Elevation



Front Elevation

**1 Side/Front Elevations**

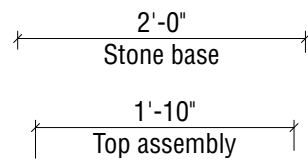
SCALE: 1 1/2" = 1'-0"  
1-Color masked and painted frame messages

Singular brown stone base, M.1, is set upon tube stock feet to allow for a forklift or suspension strap access for relocation. Base has (4) holes drilled in the top to accept structural frame legs.

Welded structural frame, of 2" x 4" tube stock, with (4) welded 1" rod stock legs. Structural frame fits into holes in stone top and is epoxied into place. Entire assembly is powder coated P.1, Black, all visible surfaces. INFORMATION and WELCOME to be masked and painted P.4, White, on all (4) faces of the frame, the former painted on the two sides and the latter painted on the front and street-facing sides.

Directory panel is a 3/16" printed HPL (High Pressure Laminate) panel, M.3, secured to face of 1/4" rear panel with radius corners, powder coated P.2, Gray. Both panels are secured to top of fabricated tilt-top frame with exposed vandal-resistant fasteners.

Top assembly of printed panel, tilted top frame and primary frame is secured to structural frame with countersunk vandal-resistant hardware.



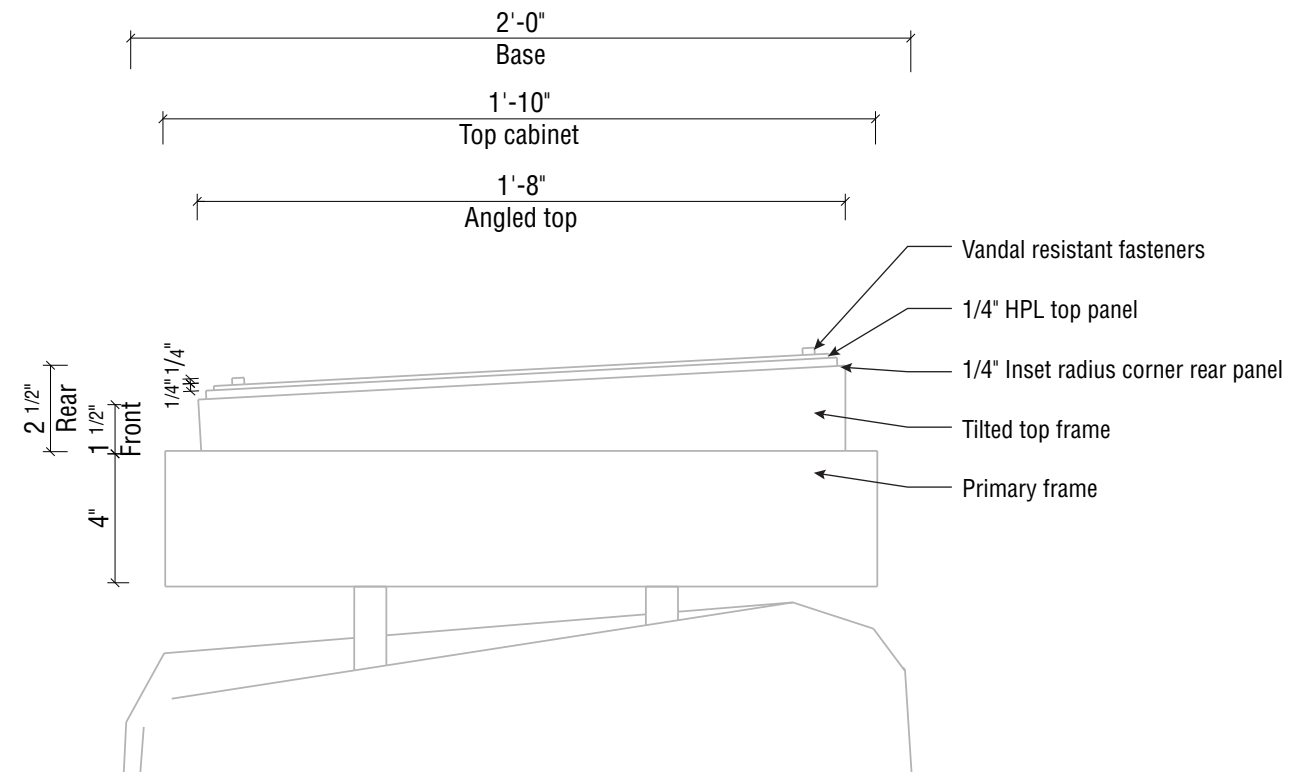
**5 Plan**  
SCALE: 3/4" = 1'-0"



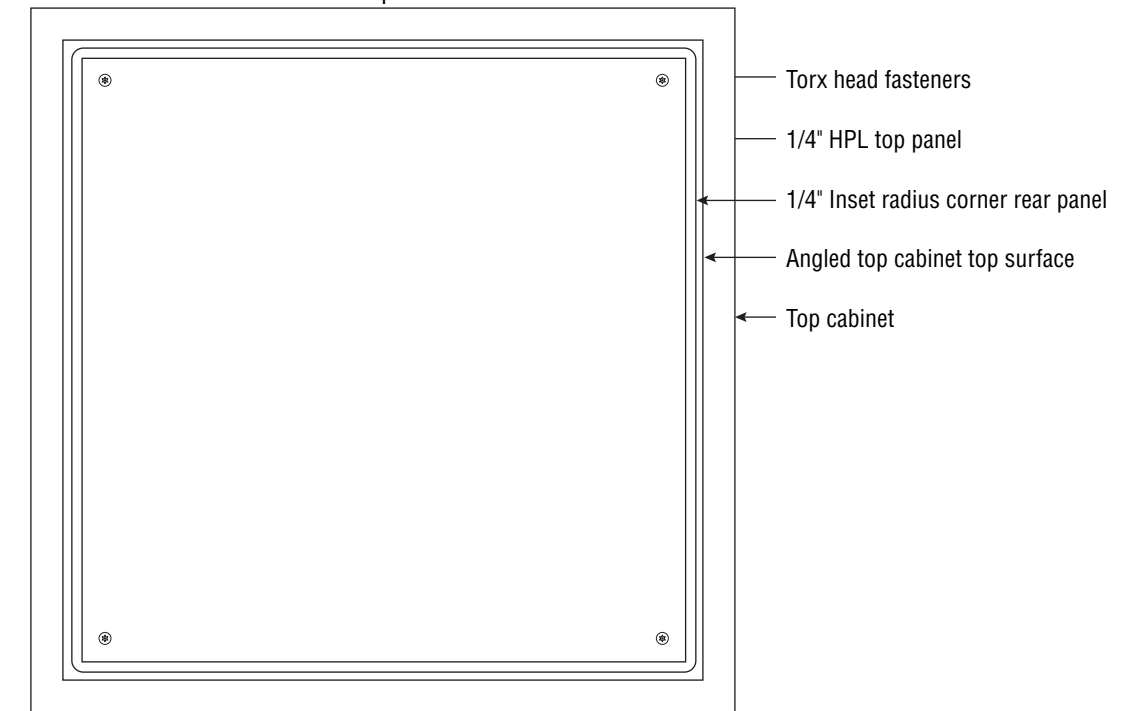
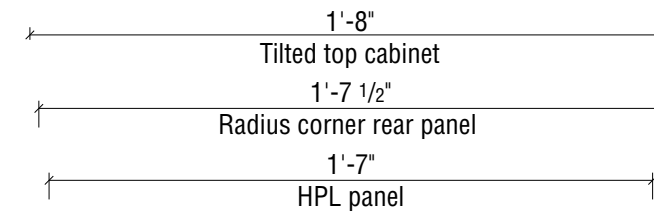
**2 Side Elevation**  
SCALE: 3/4" = 1'-0"



**3 Front Elevation**  
SCALE: 3/4" = 1'-0"



**6 Section Detail**  
SCALE: 2" = 1'-0"



**4 Plan**  
SCALE: 2" = 1'-0"



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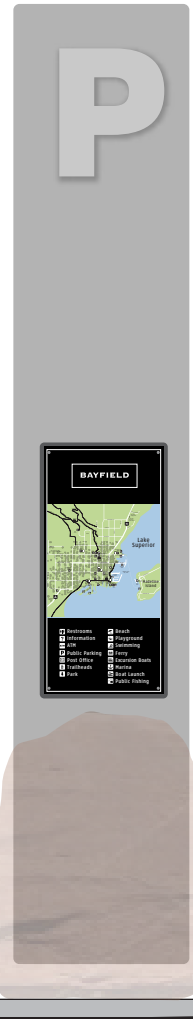
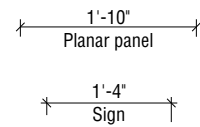
Design  
Intent

Directory  
Primary

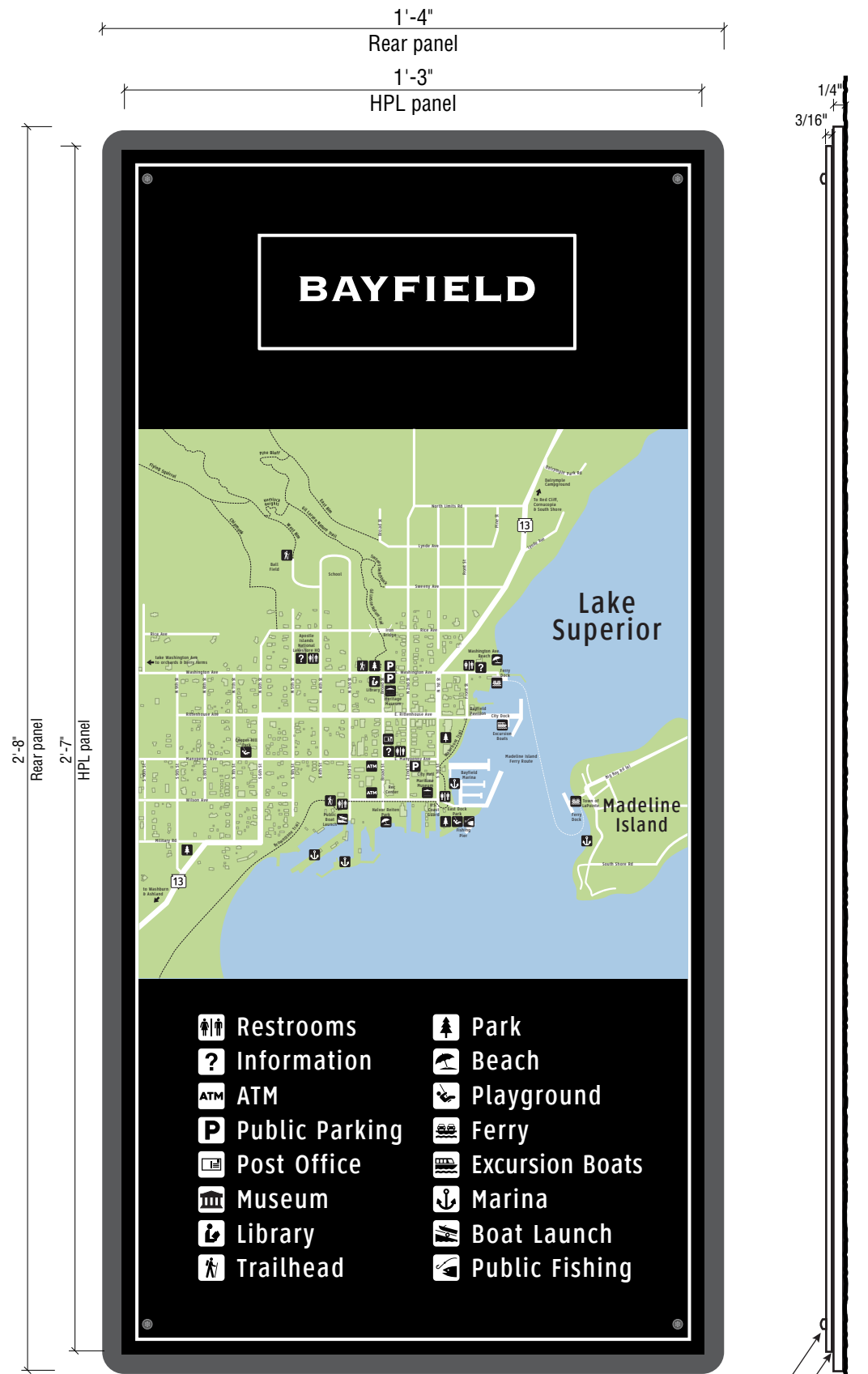


KEY PLAN

These smaller and less expensive units are located at the peripheral parking areas.



**1** Elevation  
SCALE: 1/2" = 1'-0"



**2** Layout  
SCALE: 3" = 1'-0"

- Vandal-resistant fasteners
- HPL panel
- Radius corner rear panel
- Parking I.D.



**4** Photo Composite  
SCALE: NTS  
Washington Beach Parking

Panel-mounted 2-layer sign assembly.

1/4" Rear panel with radius corners is secured to Parking I.D. panel with flush countersunk fasteners (will be covered by HPL panel). Panel painted P.2, Gray.

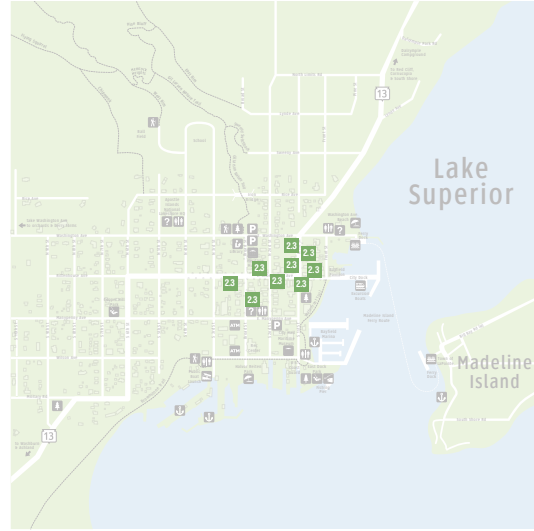
3/16" Inset digitally printed HPL panel, M.3, with Black returns is mechanically fastened to the rear panel with black-finish, vandal-resistant hardware.

Layered assembly requires updates/changes to the inset front panel only.

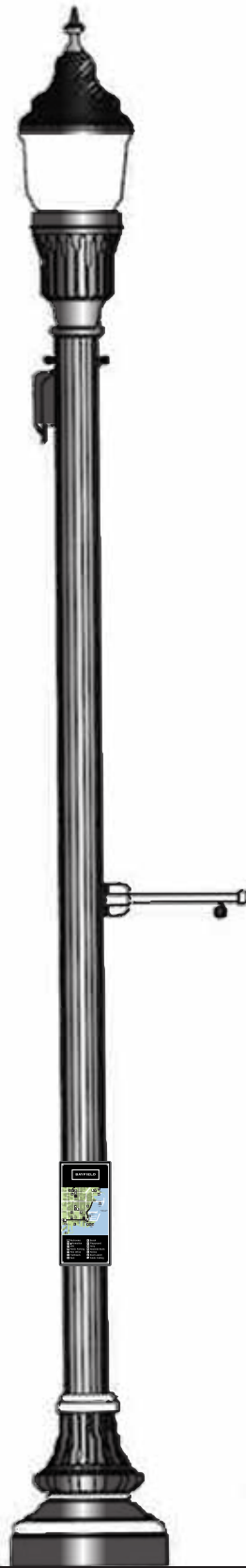
**3** Section  
SCALE: 3" = 1'-0"



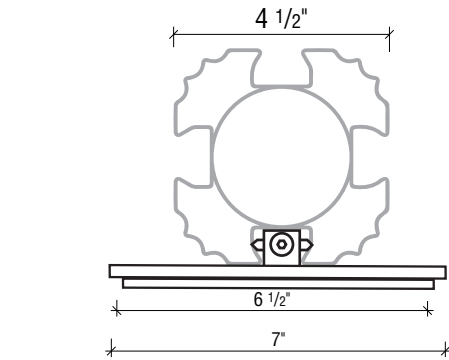
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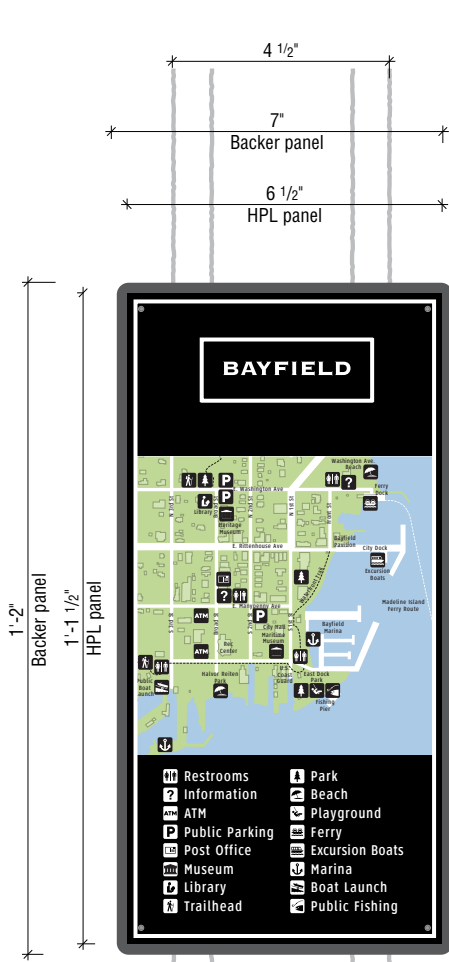
KEY PLAN



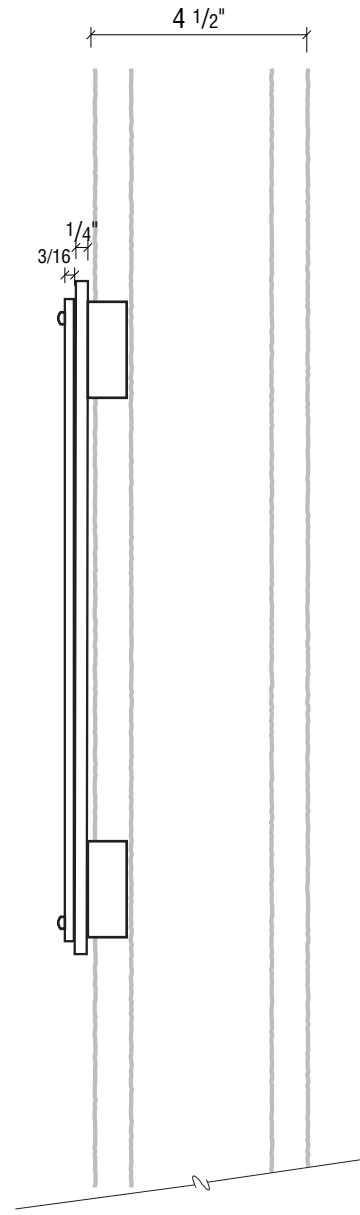
**1** Elevation  
SCALE: 1/2" = 1'-0"



**2** Plan  
SCALE: 3" = 1'-0"



**3** Elevation  
SCALE: 3" = 1'-0"



**4** Section  
SCALE: 3" = 1'-0"



**5** Photo Composite  
SCALE: NTS

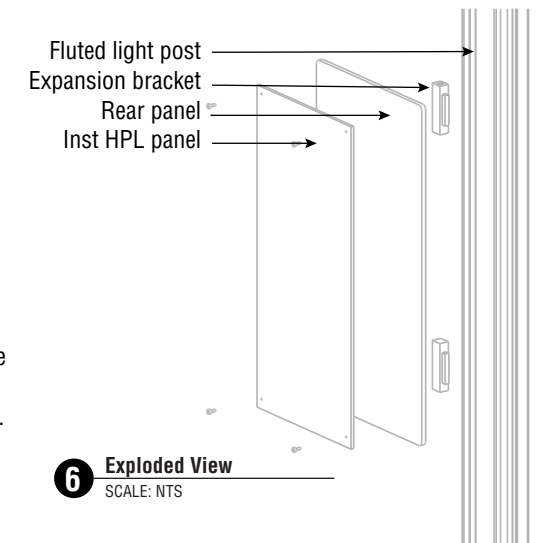
Post-mounted 2-layer sign assembly.

1/4" Plate metal rear panel with radius corners, painted P.2, Gray.

3/16" Inset digitally printed HPL panel, M.3, with Black returns is mechanically fastened to the rear panel with vandal-resistant hardware.

Sign assembly is secured to the City's lamp posts with a vertical expansion-type mounting bracket that fits within the post's face channels and locks into place. Hardware to have Black finish.

*Straps around the posts (Band-it product, typically) will not be accepted.*



**6** Exploded View  
SCALE: NTS



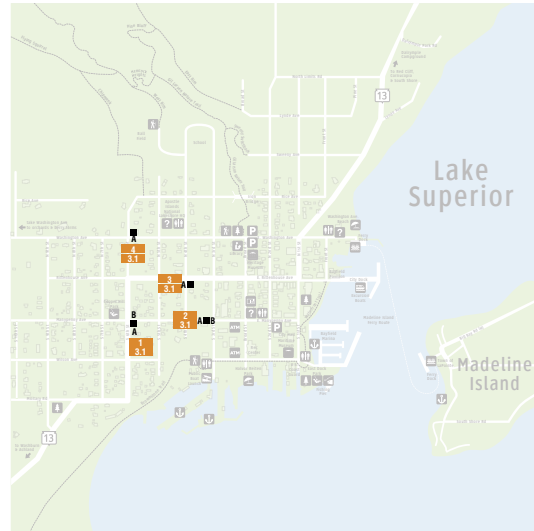
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Design  
Intent

Directory  
*Tertiary*

# Directional *Vehicular*



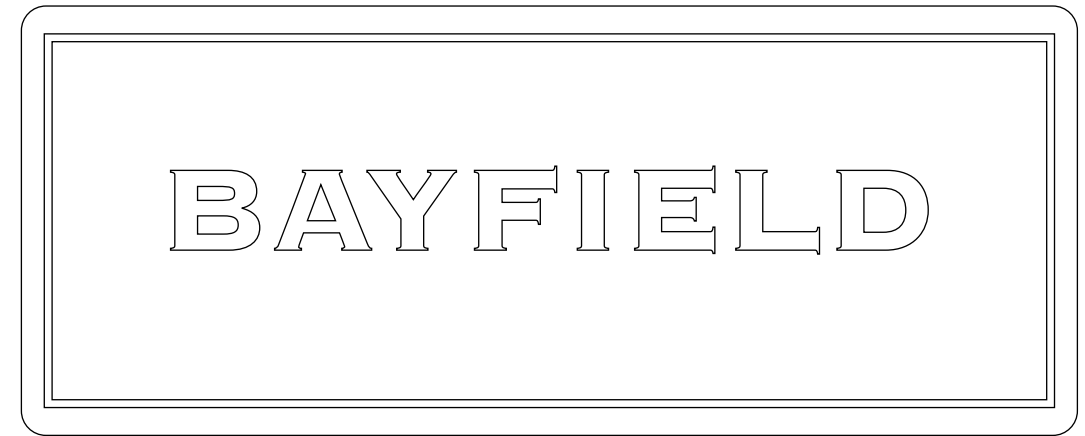
KEY PLAN

WisDOT approved aluminum sign panel with radius corners. Face to have full coverage of V.1-Diamond-grade reflective vinyl.

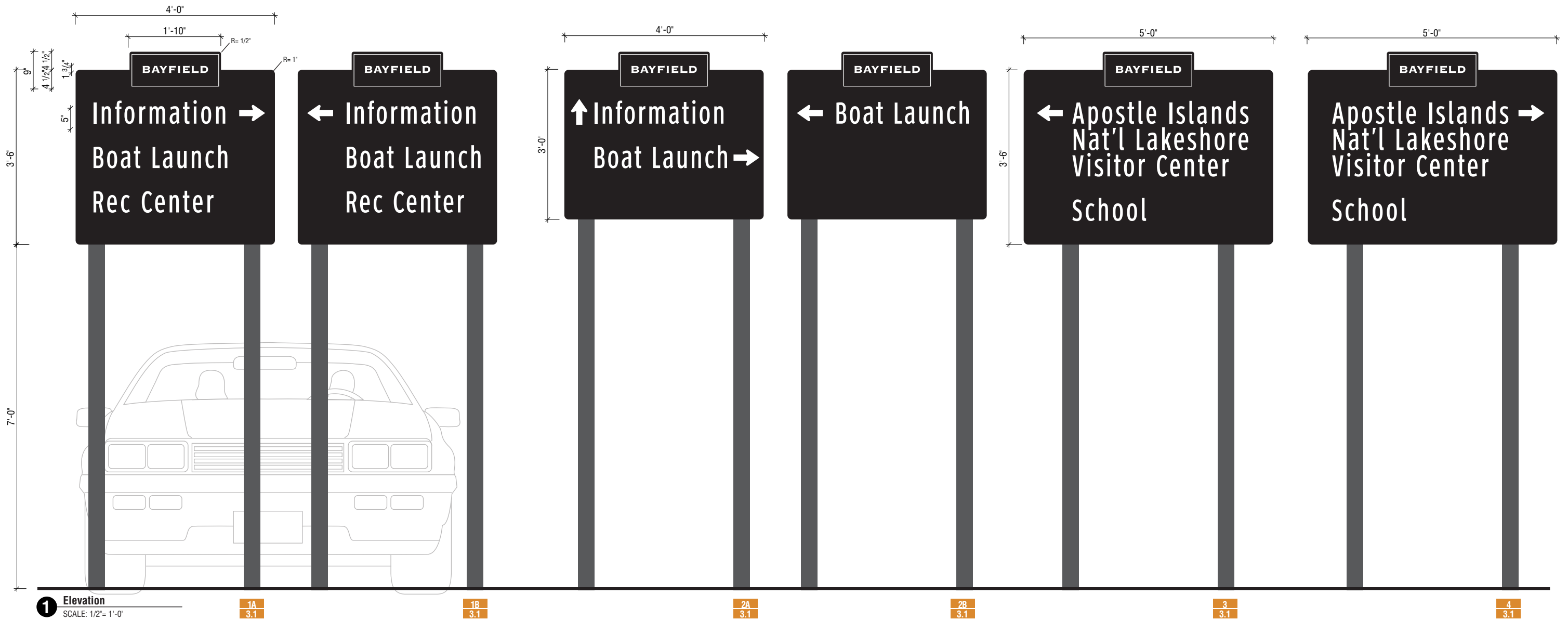
Vinyl to have clear vinyl with transparent Black ink overlay, V.2, which yields fully reflective clear areas (graphics & border) and retro-reflective black areas (sign field).

Sign to have inset Community I.D. sign panel attached to primary sign panel, extending above it's top edge. I.D. panel to have similar 2-layer vinyl application.

Panel assembly supported by 4" x 6" WisDOT approved wood posts with a P.3, Dk. gray wood stain. Some locations are 2-sided, serving both directions of traffic, so they should be as close to the corner as possible.



2 Elevation Detail  
SCALE: 3" = 1'-0"



1 Elevation  
SCALE: 1/2" = 1'-0"

Note- All signs are located in a 25 MPH Speed Limit zone

1A  
3.1

1B  
3.1

2A  
3.1

2B  
3.1

3  
3.1

4  
3.1



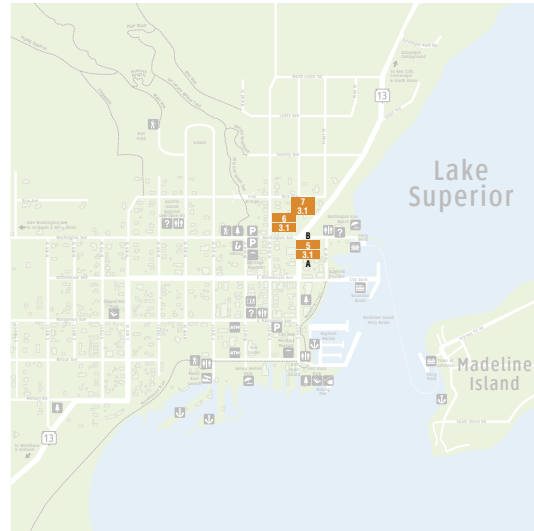
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Design  
Intent

Directional  
*Vehicular*

**Directional** *Vehicular*



**KEY PLAN**



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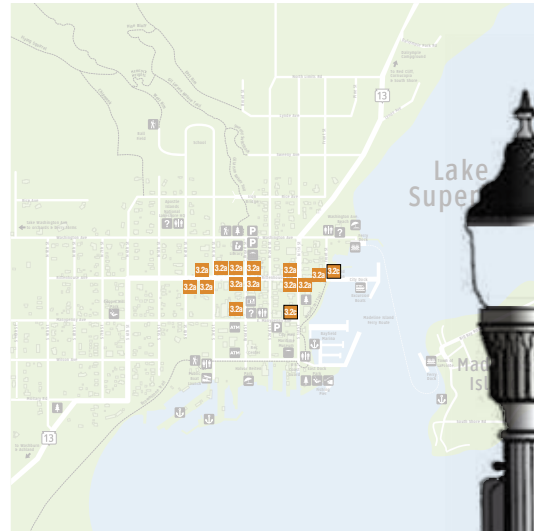
**1 Elevation**  
SCALE: 1/2" = 1'-0"  
Note- All signs are located in a 25 MPH Speed Limit zone

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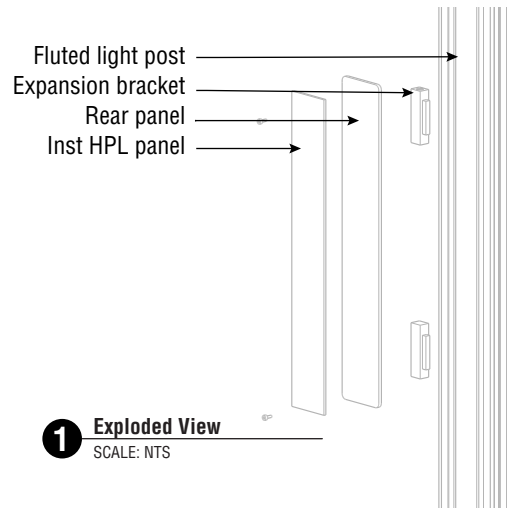
Design  
Intent

**Directional**  
*Vehicular*

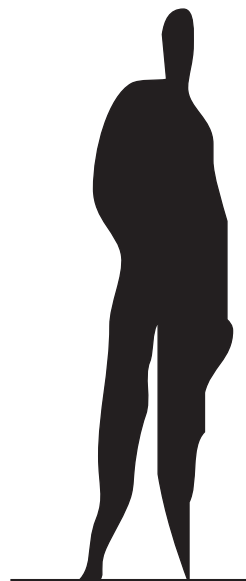
# Directional Pedestrian



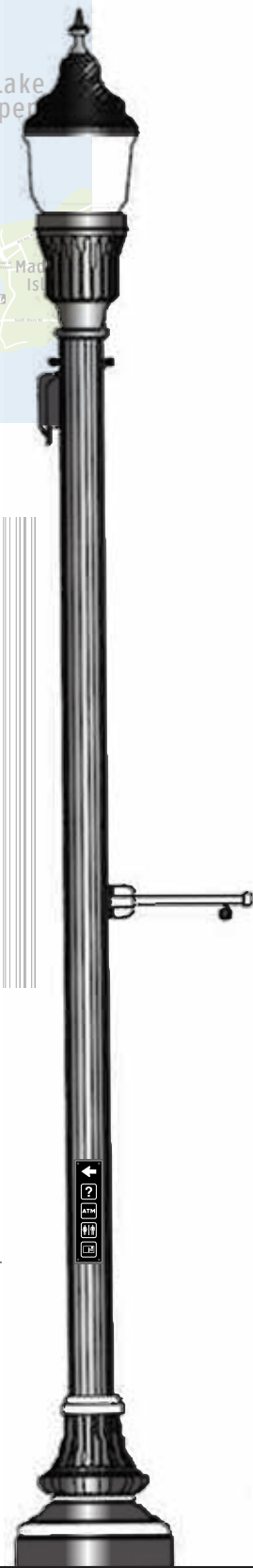
KEY PLAN



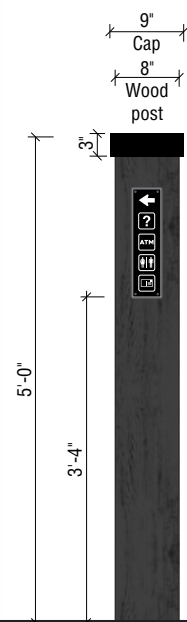
1 Exploded View  
SCALE: NTS



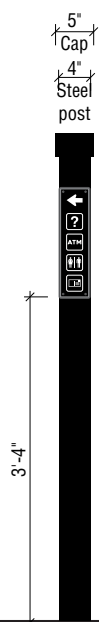
2 Elevation  
SCALE: 1/2" = 1'-0"



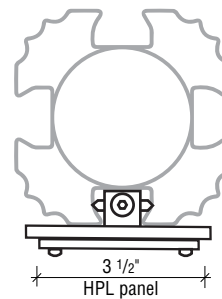
3.2a Existing Structure  
City Lamp posts



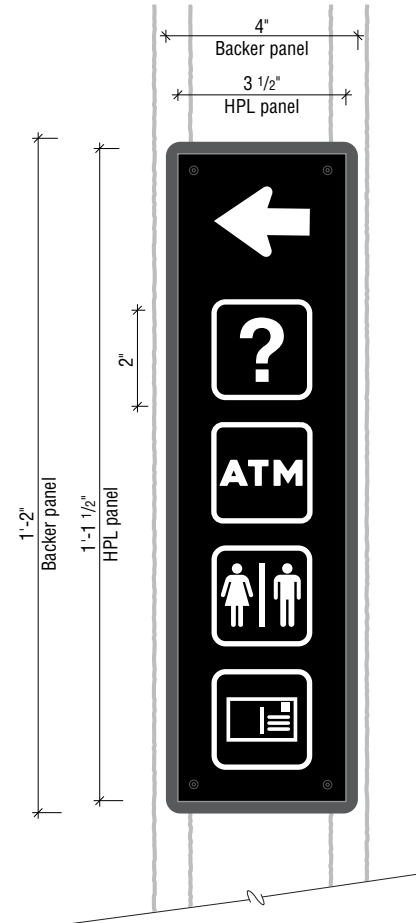
3.2b New Structure  
8" Wood posts with P.2  
Dk Gray stain  
(landscape install)



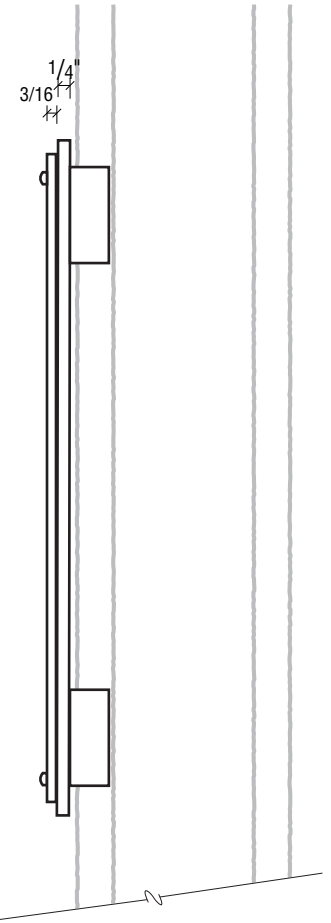
3.2c New Structure  
4" Steel posts  
painted P.1 Black  
(hardscape install)



3 Plan  
SCALE: 3" = 1'-0"



4 Elevation  
SCALE: 3" = 1'-0"



5 Section  
SCALE: 3" = 1'-0"

Post-mounted 2-layer sign assembly.

1/4" Plate metal rear panel with radius corners, painted P.2, Gray.

3/16" Inset digitally printed HPL panel, M.3, with Black returns is mechanically fastened to the rear panel with vandal-resistant hardware.

Sign assembly is secured to the City's lamp posts with a vertical expansion-type mounting bracket that fits within the post's face channels and locks into place. Hardware to have Black finish.

Straps around the posts (Band-it product, typically) will not be accepted.

Locations other than the City Light Posts will require a new Black finish wood or metal post, context dependent.



6 Elevation  
SCALE: 3" = 1'-0"  
Icon count variations

Sign assembly to remain the same size regardless of destination count.



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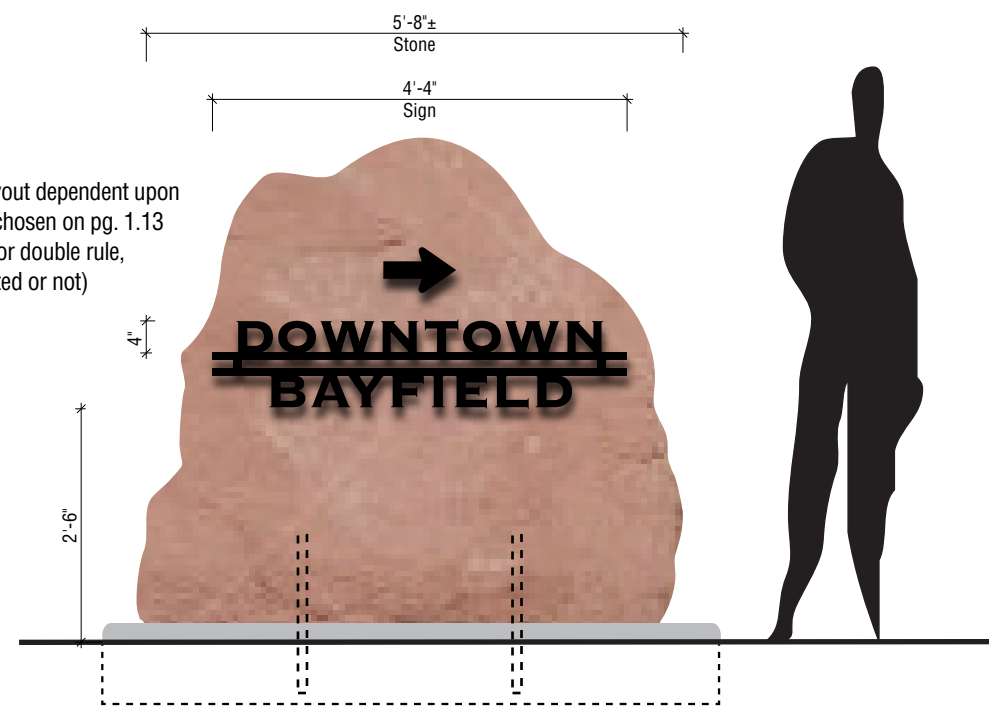


**1** Plan View  
SCALE: NTS



**4** Photo Composite  
SCALE: NTS

Sign layout dependent upon option chosen on pg. 1.13 (single or double rule, connected or not)



**2** Elevation  
SCALE: 1/2" = 1'-0"

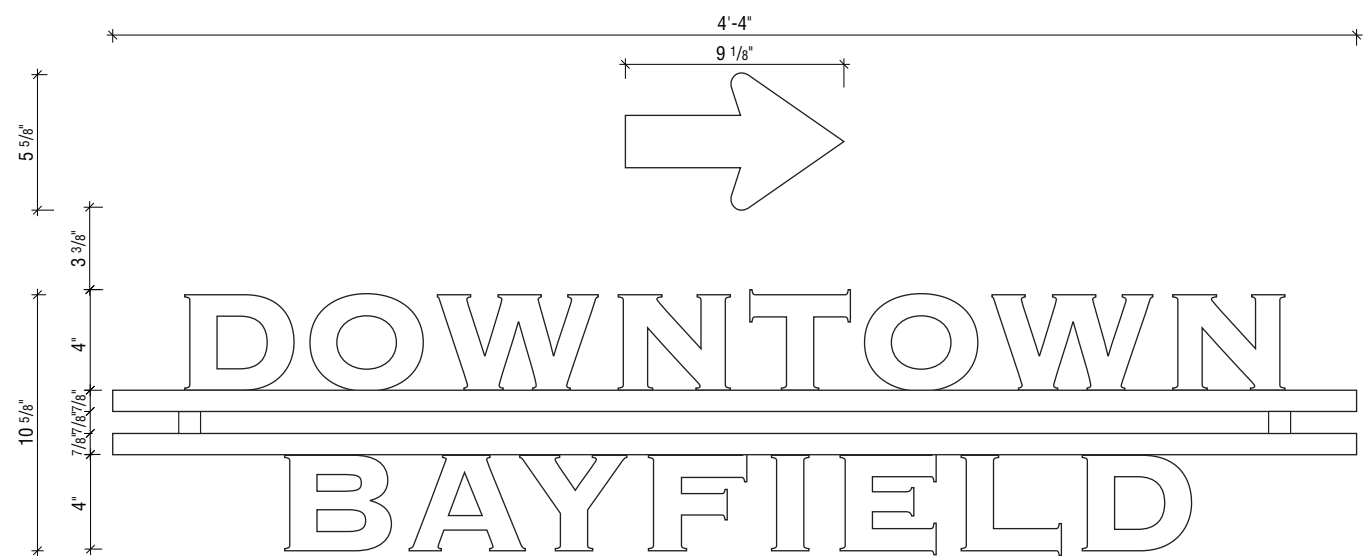
Non-illuminated sign assembly.

Cut-out 1/2" thick black metal letterforms welded to lateral baseline plate rail(s). Rail(s) welded to attachment rods that are anchored into the stone, M.1. *May require full through-bolts with decorative small square plates on rear side, though, this is not desired.* Assembly is entirely dependent upon the stones available. Entire assembly to have P.1, Black, powder coat finish.

Assembly will be required to be anchored to the existing poured-in-place concrete island, foundation as required.

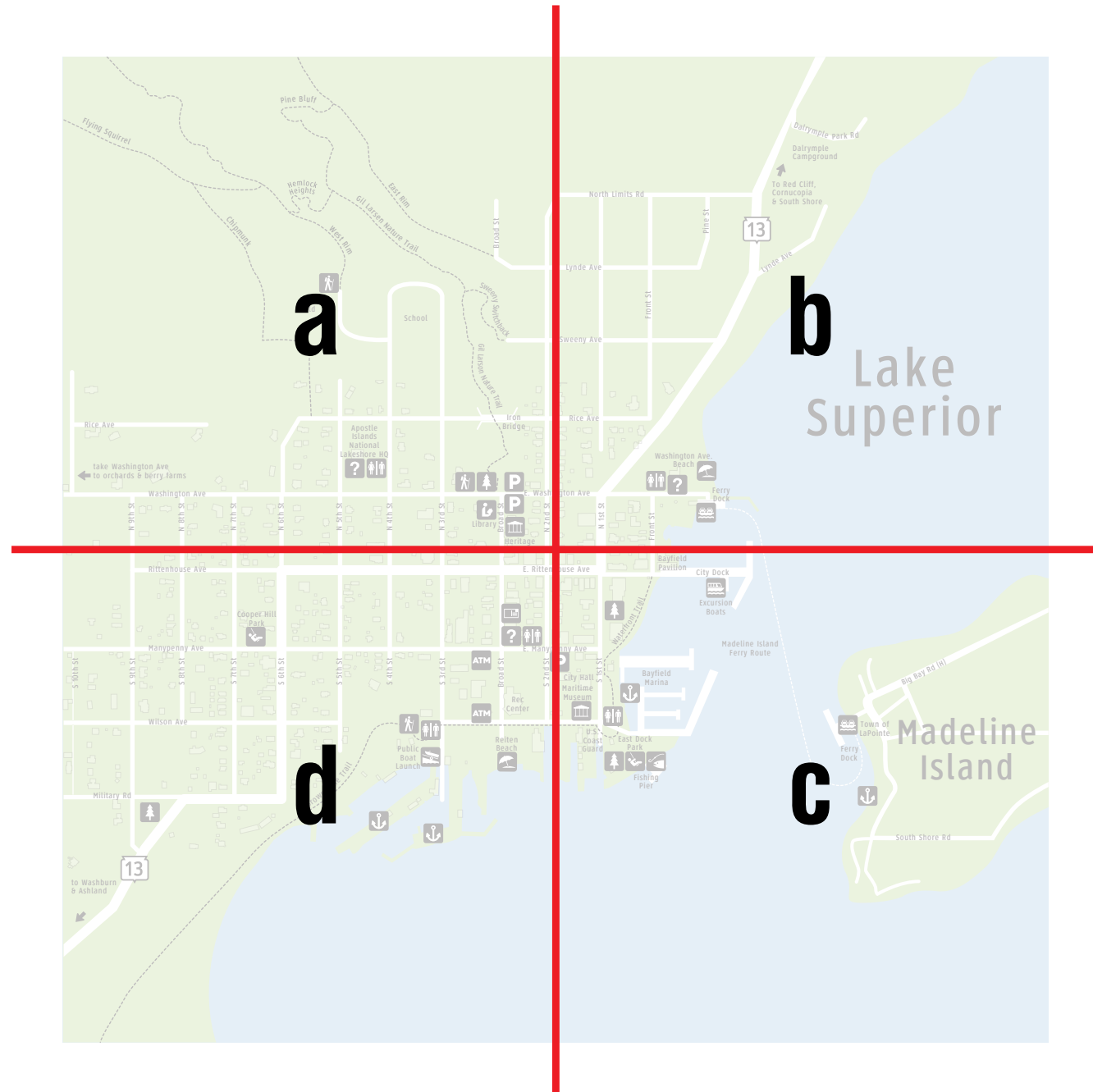
**"Historical Sign"**

This is not a WisDOT compliant sign to be located on a state highway. It is to be installed under the cloak of darkness.

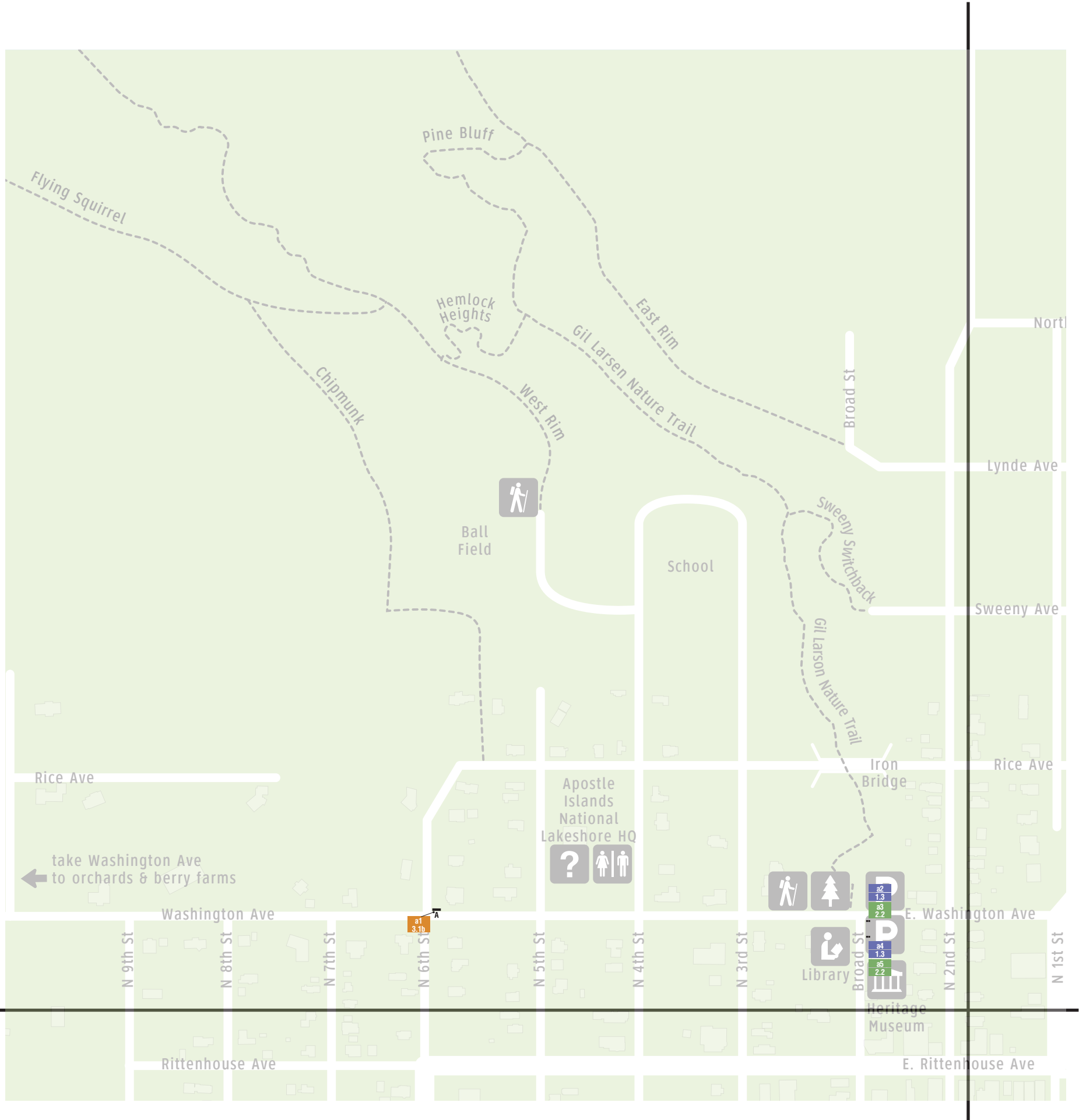


**3** Elevation  
SCALE: 1 1/2" = 1'-0"





a



Loc.	Type	Message
a1	3.1	Apostle Island Nat'l Lakeshore Visitor Center
a2	1.3	<b>P</b>
a3	2.2	(Secondary Directory)
a4	1.3	<b>P</b>
a5	2.2	(Secondary Directory)

**IDENTIFICATION**

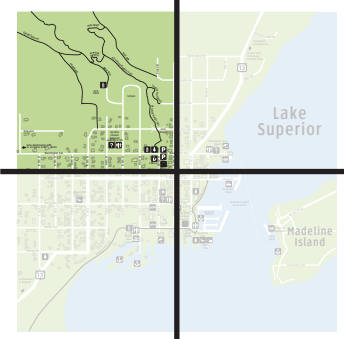
- 1.1 Entry I.D.
- Facility I.D.
- 1.2 Misc. Public Facility
- 1.3 Parking
- 1.4 Restrooms
- 1.5 Room I.D.

**INFORMATIONAL**

- Directory
- 2.1 Primary
- 2.2 Secondary
- 2.3 Tertiary

**DIRECTIONAL**

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir



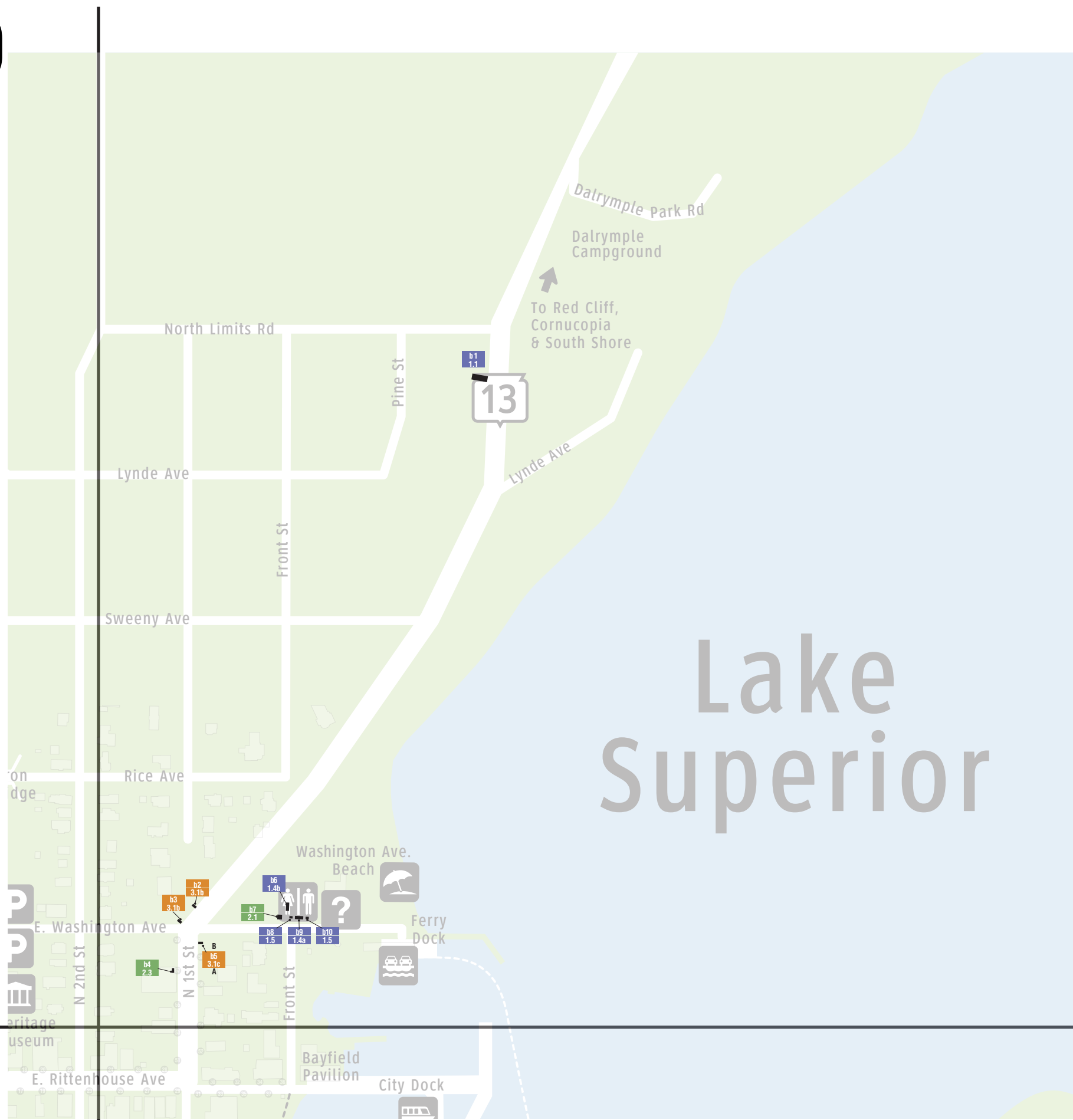
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Suite 303  
Boulder, CO  
80302

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01.17.2024

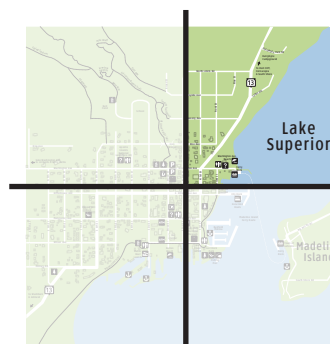
Design  
Intent

**Location  
Plans**

a

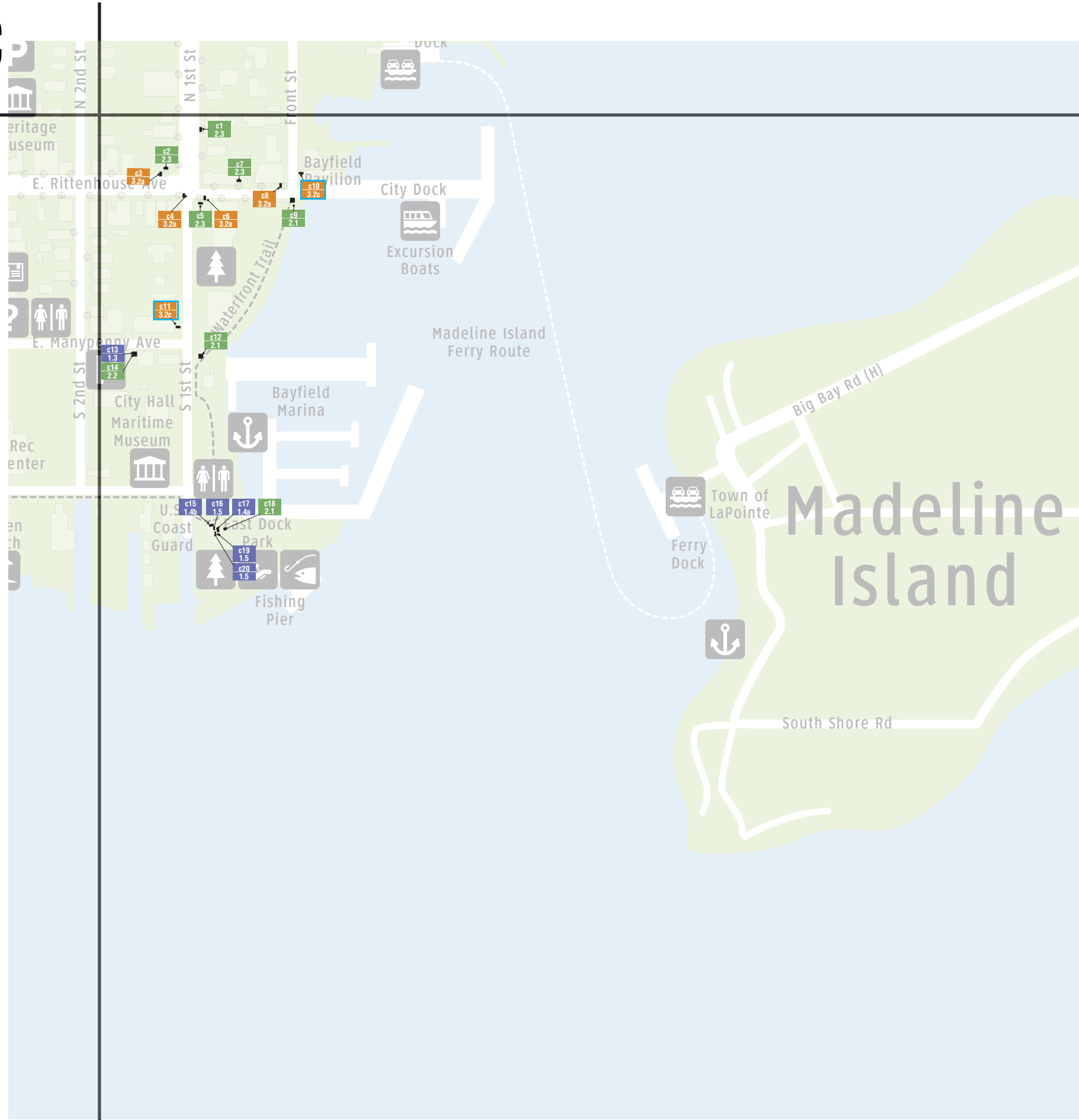


Loc.	Type	Message
b1	1.1	TO BAYFIELD
b2	3.1	← Big Bay State Park Via Ferry
b3	3.1	← Apostle Islands Nat'l Lakeshore Visitor Center
b4	2.1	(Tertiary Directory)
b5	3.1	side A: → Madeline Island Ferry side B: ← Madeline Island Ferry
b6	1.4b	ii
b7	2.1	(Primary Directory)
b8	1.5	♿ WOMEN (Grade II Braille)
b9	1.4a	ii Restrooms
b10	1.5	♿ MEN (Grade II Braille)



- IDENTIFICATION**
- 1.1 Entry I.D.
  - Facility I.D.
  - 1.2 Misc. Public Facility
  - 1.3 Parking
  - 1.4 Restrooms
  - 1.5 Room I.D.
- INFORMATIONAL**
- Directory
  - 2.1 Primary
  - 2.2 Secondary
  - 2.3 Tertiary
- DIRECTIONAL**
- 3.1 Vehicular Dir
  - 3.2 Pedestrian Dir





Loc.	Type	Message
c1	2.3	(Tertiary Directory)
c2	2.3	(Tertiary Directory)
c3	3.2a	→ [Icons]
c4	3.2a	← [Icons]
c5	2.3	(Tertiary Directory)
c6	3.2a	← [Icons]
c7	2.3	(Tertiary Directory)
c8	3.2a	← [Icons]
c9	2.1	(Primary Directory)
c10	3.2c	↑ [Icons]
c11	3.2c	→ [Icons]
c12	2.1	(Primary Directory)
c13	1.3	[Icon]
c14	2.2	(Secondary Directory)
c15	1.4b	[Icon]
c16	1.5	[Icon] RESTROOM (Grade II Braille)
c17	1.4a	[Icon] Restrooms
c18	2.1	(Primary Directory)
c19	1.5	[Icon] RESTROOM (Grade II Braille)
c20	1.5	[Icon] RESTROOM (Grade II Braille)

**IDENTIFICATION**

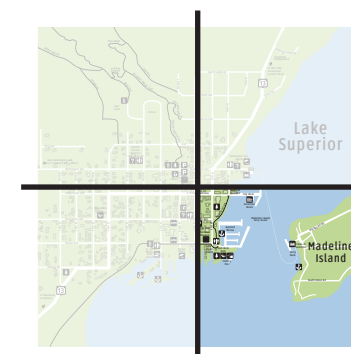
- 1.1 Entry I.D.  
Facility I.D.
- 1.2 Misc. Public Facility
- 1.3 Parking
- 1.4 Restrooms
- 1.5 Room I.D.

**INFORMATIONAL**

- Directory
- 2.1 Primary
- 2.2 Secondary
- 2.3 Tertiary

**DIRECTIONAL**

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

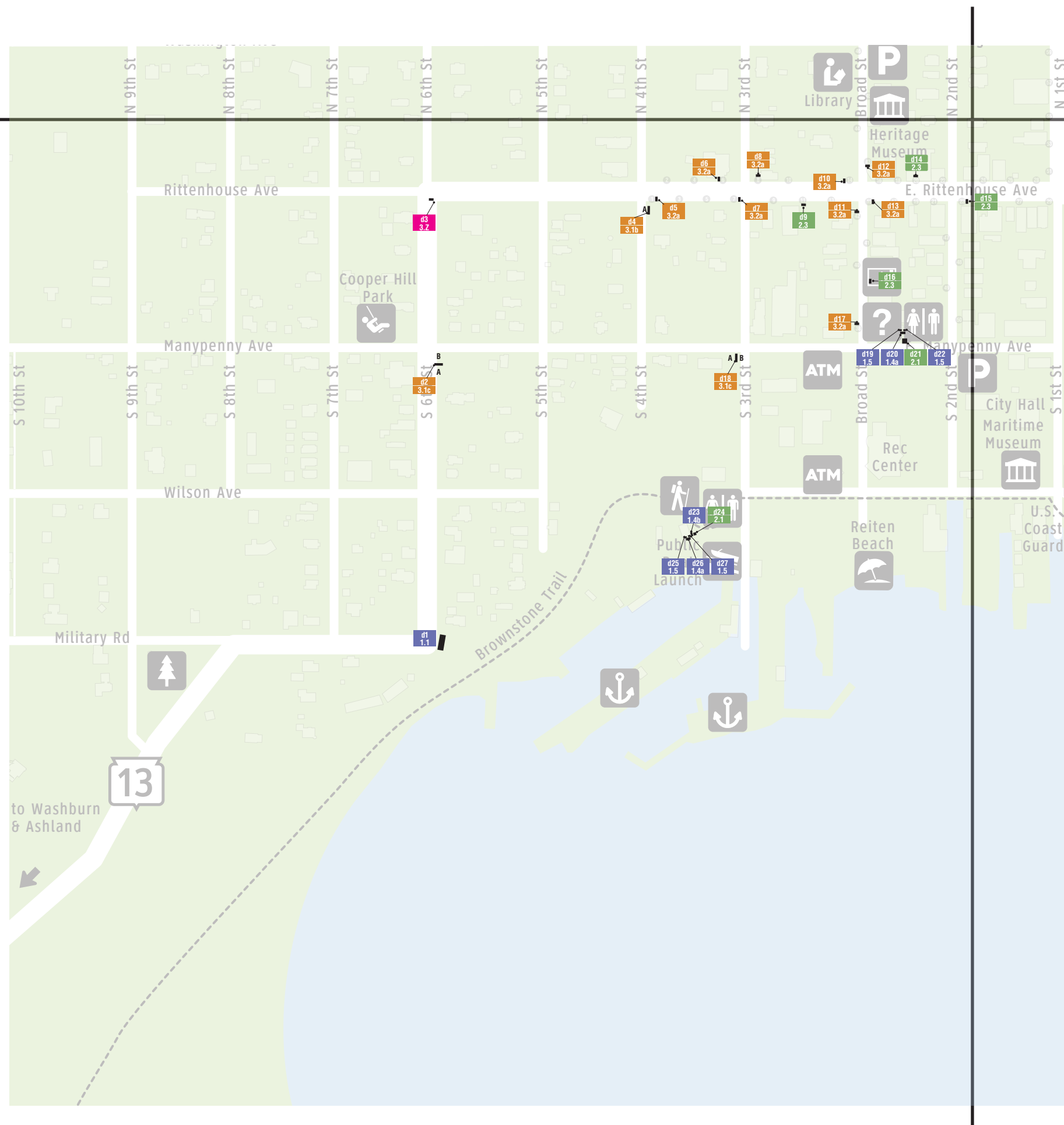


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**Location  
Plans**



Loc.	Type	Message
d1	1.1	BAYFIELD
d2	3.1	side A: → Information Boat Launch Rec Center side B: ← Information Boat Launch Rec Center
d3	3.2	→ DOWNTOWN BAYFIELD
d4	3.1	Apostle Islands Nat'l Lakeshore Visitor Center
d5	3.2a	→ [Icons]
d6	3.2a	→ [Icons]
d7	3.2a	← [Icons]
d8	3.2a	↑ [Icons]
d9	2.3	(Tertiary Directory)
d10	3.2a	→ [Icons]
d11	3.2a	↑ [Icons]
d12	3.2a	↑ [Icons]
d13	3.2a	← [Icons]
d14	2.3	(Tertiary Directory)
d15	2.3	(Tertiary Directory)
d16	2.3	(Tertiary Directory)
d17	3.2a	← [Icons] ↑ ATM
d18	3.1	side A: ↑ Information → Boat Launch side B: ← Boat Launch
d19	1.5	[Icons] RESTROOM (Grade II Braille)
d20	1.4a	[Icons] Restrooms
d21	2.1	(Primary Directory)
d22	1.5	[Icons] RESTROOM (Grade II Braille)
d23	3.1b	[Icons]
d24	2.1	(Primary Directory)
d25	1.5	[Icons] RESTROOM (Grade II Braille)
d26	1.4a	[Icons] Restrooms
d27	1.5	[Icons] RESTROOM (Grade II Braille)

**IDENTIFICATION**

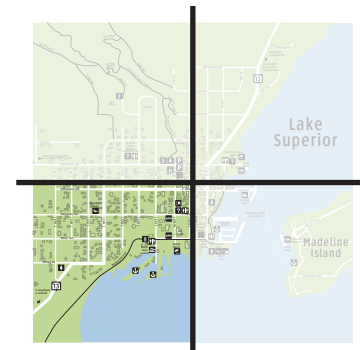
- 1.1 Entry I.D.  
Facility I.D.
- 1.2 Misc. Public Facility
- 1.3 Parking
- 1.4 Restrooms
- 1.5 Room I.D.

**INFORMATIONAL**

- 2.1 Primary
- 2.2 Secondary
- 2.3 Tertiary

**DIRECTIONAL**

- 3.1 Vehicular Dir
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