

# Warner Park Sign Proposal

*Maps, wayfinding signs & interpretive signs can increase exercise & education usage of a park.*

*Wild Warner*

*10/11/2017*



Warner Park

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# Warner Park Sign Proposal

*Maps, wayfaring signs & interpretive signs can increase exercise & education usage of a park.*

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Through a competitive process, and working with American Family summer interns, Wild Warner was awarded a \$10,000 grant on July 27 from American Family for signing and marking in Warner Park! This was the top grant among 16 competing Madison area non-profit groups.

We had conceptual approval from Eric Knepp and Parks staff prior to the competition and have met with staff twice since the award to begin finalizing details and coming to agreements.

Currently most park signs are rules or ordinances. Wild Warner hopes to give the park user a more positive experience.

Our primary goals are:

- Create place making in Warner Park through signing.
- Provide directions to destinations within the park through wayfaring signs.
- Educate users of all ages and backgrounds in the park through nature interpretive signs.
- Encourage walking by painting nature stencils every 1/10 of a mile on the paved paths.

Our secondary, but equally important, goals, are:

- Aesthetics
- Consistency in Theme, Content and Appearance
- Ease of Long and Short Term Maintenance
- Flexibility of Sign Content and Location with Changing Conditions

Wild Warner intends to work collaboratively with Parks staff on final designs and placement.

# Warner Park Sign Location Summary



|                      |                                     |    |
|----------------------|-------------------------------------|----|
| <b>P</b>             | Place Making Signs                  | 11 |
| <b>M</b>             | Entrance Maps                       | 7  |
| <b>W</b>             | Wayfaring Signs                     | 5  |
| <b>I</b>             | Interpretive Signs                  | 10 |
| <b>C</b>             | Combined Signs ( <b>P &amp; W</b> ) | 4  |
| Total Sign Locations |                                     | 37 |

5 existing regulatory signs combined with map signs

2 existing interpretive signs replaced by 1 new sign

7 total existing signs removed



# Warner Park Place Making

To give users a sense of place and ownership we are proposing to give specific locations in the park names. Examples are Castle Creek (already DNR approved), Lower Meadow and the Swallow Bridge. Other signs would let users know what they are looking at such as a Bat House. In addition the paved paths could have names such as the Forster Path and Trailsway Path. All would be subject to consensus with Parks staff.

All of the signs would be sign grade aluminum with brown background with white lettering each mounted on a treated 4 x 4 post with galvanized lag screws and nylon washers (to prevent rust streaks on the sign). A typical size would be 30 inches wide by 8 inches high. ***Examples of the lettering and colors can be seen in the wayfaring sign discussion on page 15.***

It is estimated that signs will initially be installed at 15 locations (4 will be combined with wayfaring signs) as shown on the following map. Wild Warner will work with Parks staff for the exact locations and number.

It is anticipated that the signs will be fabricated by Decker Supply of Madison

# Warner Park Place Making

*Continued*



**P** - Locations

# Warner Park Entrance Map

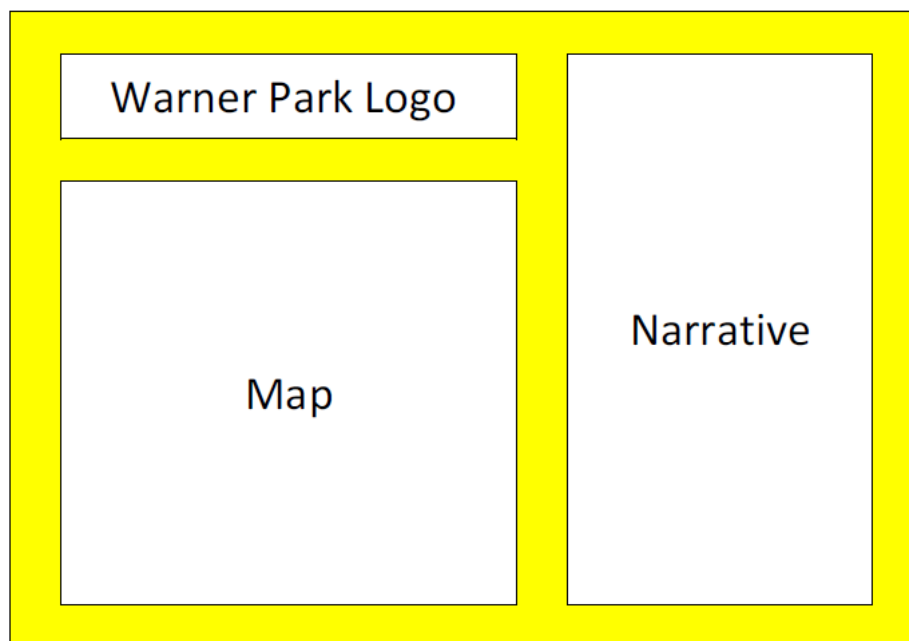
To orient users and encourage them to explore the park, Wild Warner is proposing to place a map and information sign at specific entrance locations. Information on the sign may include existing park rules now posted at each entrance (see photograph on page 11). This is at the suggestion of Parks staff and should improve the aesthetics of the entrances. Other information and exact mapping will be in collaboration with the Parks staff.

**The intended audience for the entrance signs is middle school aged children. An appropriate level for any narrative and mapping is important.**

All of the signs will be in full color printed on E-Panel, an approved material for outdoor signing that has a black plastic core externally encased with aluminum. They will be mounted on a manufactured aluminum frame (color to be determined) mounted at a 45 degree angle. The frame will be supported by a single 4 x 4 treated wood post. Typical height will be 30 inches – a height that should be suitable for all users. Anticipated size would be 36 inches wide x 30 inches high.

It is estimated that the map signs will initially be installed at 7 locations at path entrances as shown on the following map. Wild Warner will work with Parks staff for the exact locations and number.

It is anticipated that the panels will be fabricated by American Family DPR (Document Process Resources). It is anticipated that the frames will be fabricated by Best Exhibits of Baraboo.



**Wayfaring Map Sign** (36" wide x 30"high)

# Warner Park Entrance Map

*Continued*



**M** - Locations



## Warner Park Entrance Map

*Continued*



# Madison Bike Path Example

60 inches wide x 39 inches high

# Warner Park Entrance Map

## Continued



## Examples



# Warner Park Entrance Map

## *Continued*



**Existing rules sign at entrances. At Parks staff suggestion this may be incorporated onto the new entrance map sign. There are five ordinances listed on the sign**

18 inches wide x 48 inches high



# Warner Park Entrance Map

*Continued*



**Example Sign Mounting Frame**  
45 degree angle

# Warner Park Wayfaring – Signs

To orient users and encourage them to explore the park, Wild Warner is proposing to place wayfaring signs at key locations. The signs would include destination(s), direction and distance. The specific destinations will be in collaboration with the Parks staff.

All of the signs will be sign grade aluminum with brown background with white lettering each mounted on a treated 4 x 4 post with galvanized lag screws and nylon washers (to prevent rust streaks on the sign). Each line on a sign will be 8 inches in height. Sign length will be determined by amount of text on the longest line. The sign height and offset from the paths will be standardized.

It is estimated that the wayfaring signs will initially be installed at 9 locations as shown on the following map. Wild Warner will work with Parks staff for the exact locations and number.

It is anticipated that signs will be fabricated by Decker Supply of Madison.

# Warner Park Wayfaring – Signs

*Continued*



**W** - Locations

## Warner Park Wayfaring – Signs

*Continued*

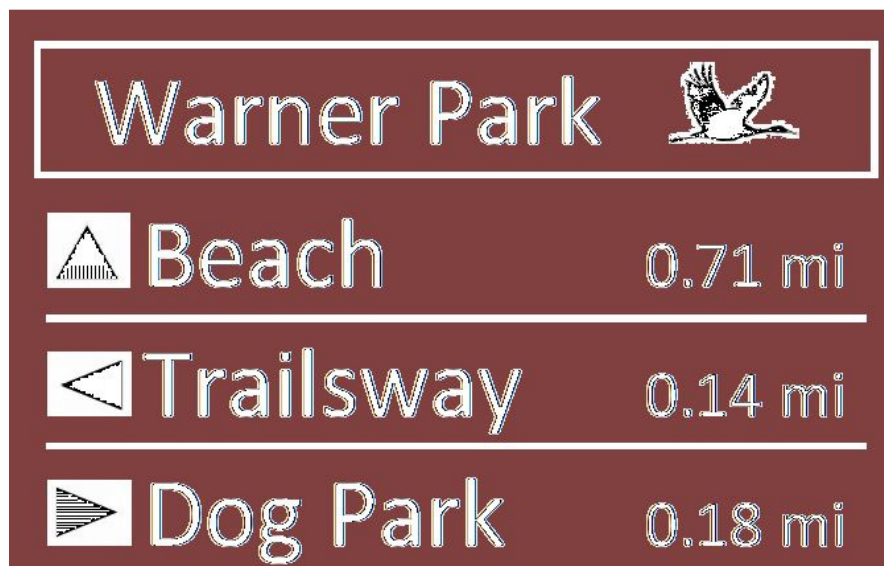


### Wayfaring Sign Shop Drawing 1

3-inch upper case letter size & 2 1/2-inch lower case letter size

"mi" is 2-inch

36 inches wide x 18 inches high



### Wayfaring Sign Working Drawing 2



# Warner Park Wayfaring – Signs

## *Continued*



## Middleton Path Signal

### Issues:

- Poor contrast – hard to read
- Sign is too high
- Hard to interpret directions
- More complex construction
- Corrosion on brackets – maintenance concerns

- Good destination choices
- Mileage is good.
- Trail names installed vertically on post – good - will use in Warner Park

# Warner Park Interpretive Signs

To educate users and encourage them to explore the park, Wild Warner is proposing to place interpretive signs at specific locations. The signs would typically include a photograph(s) and narrative. Information and photography will be in collaboration with the Parks staff.

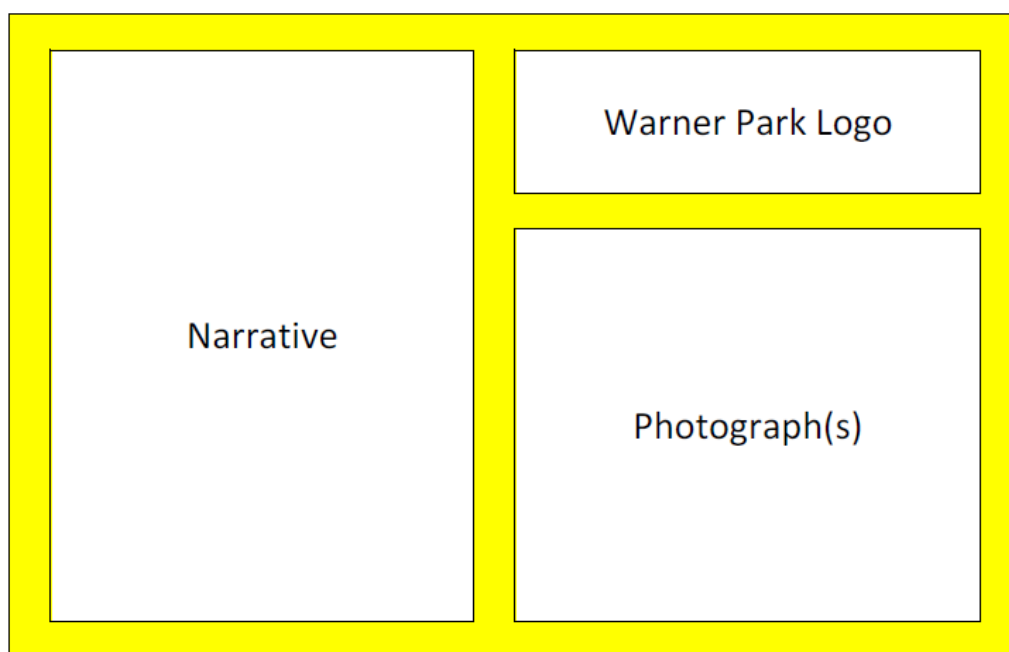
**The intended audience for the interpretive signs is middle school aged children. An appropriate level for the narrative and photography is important.**

All of the signs will be in full color printed on E-Panel, an approved material for outdoor signing that has a black plastic core externally encased with aluminum. They will be mounted on a manufactured aluminum frame (color to be determined) mounted at a 45 degree angle. The frame will be supported by a single 4 x 4 treated wood post ([see page 12](#)). Typical size will be 24 inches x 18 inches. Typical height will be 30 inches – a height that should be suitable for all users.

Some signs under consideration are: Barn Swallows, Sandhill Cranes, Red Oaks, Castle Creek Restoration, Rain Gardens (replace the 2 that are deteriorating) and more.

It is estimated that the interpretive signs will initially be installed at 10 locations as shown on the following map. Wild Warner will work with Park staff for the exact locations and number.

It is anticipated that the panels will be fabricated by American Family DPR. It is anticipated that the frames will be fabricated by Best Exhibits of Baraboo.



**Interpretive Sign** (24" wide x 18" high)

# Warner Park Interpretive Signs

*Continued*

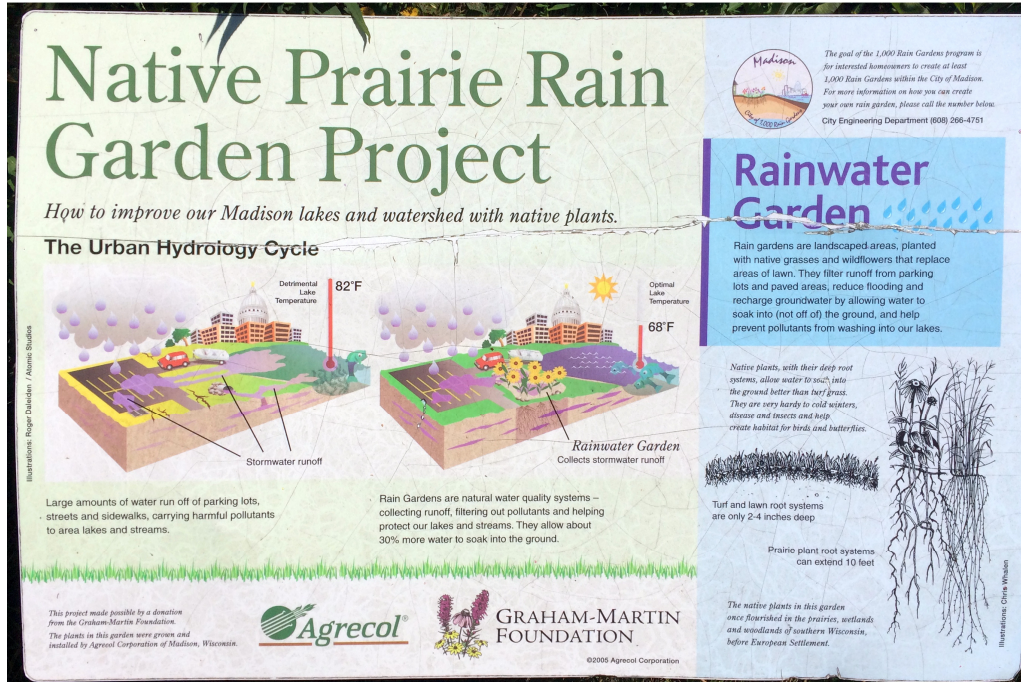


**I** - Locations



# Warner Park Interpretive Signs

## Continued



## Examples



# Warner Park Path Stencils

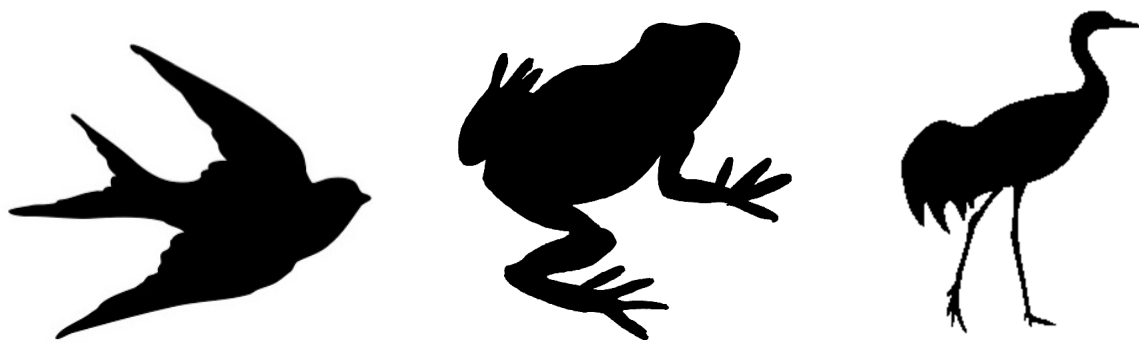
To help encourage users to walk to explore the park, Wild Warner is proposing to paint nature a nature stencil every 1/10 mile on all of the paved paths. Exact stencils will be in collaboration with the Parks staff.

Each nature form stencil will be fabricated from a durable, re-usable 3 mm Sintra material so that the stencils can be used often for repainting the nature forms. The size would be about 18-inches x 18-inches.

The paint will be an approved pavement paint –color to be determined. Glass beads may be applied for night time reflectorization.

The paved path system in Warner Park is about 1.9 miles. It is estimated that the nature stencils will be at 21 locations.

It is anticipated that the stencils will be fabricated by American Family DPR.



**Example Stencils**

# Warner Park Sign Proposal

## Cost Estimate

### Place Making Signs *(11 locations plus 4 combined)*

|       |                                                          |               |
|-------|----------------------------------------------------------|---------------|
| Signs | 25 each @ 30 inch x 8 inch typical (42 s.f.) @ \$10/s.f. | \$ 420        |
| Posts | 11 each @ 4" x 4"x 10' @ \$16 each                       | \$ 1760       |
|       |                                                          | <b>\$ 496</b> |

### Wayfaring Entrance Maps *(7 locations)*

|          |                                                 |               |
|----------|-------------------------------------------------|---------------|
| Signs    | 7 each @ 36 inch x 30 inch (53 s.f.) @ \$9/s.f. | \$ 480        |
| Brackets | 7each @ \$300 each                              | \$2100        |
| Posts    | 14 each @ 4" x 4" x 6' @ \$10 each              | \$ 140        |
| Design   | 2 hrs. @ 50/hr.                                 | \$ 100        |
|          |                                                 | <b>\$2820</b> |

### Wayfaring Signs *(9 locations)*

|       |                                                         |               |
|-------|---------------------------------------------------------|---------------|
| Signs | 18 each @ 30 inch x 18 inch typical (68 s.f.) @ 10/s.f. | \$ 680        |
| Posts | 9 each @ 4" x 4"x 12' @ \$20 each                       | \$ 180        |
|       |                                                         | <b>\$ 860</b> |

### Interpretive Signs *(10 locations)*

|          |                                                          |               |
|----------|----------------------------------------------------------|---------------|
| Signs    | 10 each @ 24 inch x 18 inch typical (30 s.f.) @ \$9/s.f. | \$ 270        |
| Brackets | 10 each @ \$250 each                                     | \$2500        |
| Posts    | 10 each @ 4" x 4"x 6' @ \$10 each                        | \$ 100        |
| Design   | 6 hrs. @ \$50/hr.                                        | \$ 300        |
|          |                                                          | <b>\$3170</b> |

### Stencils *(21 locations on path)*

|          |                                                     |               |
|----------|-----------------------------------------------------|---------------|
| Stencils | 5 each @ approx. 18 inch x 18 inch 3 mm Sintra form | \$ 100        |
|          |                                                     | <b>\$ 100</b> |

### Hardware & Misc.

|          |               |
|----------|---------------|
| Lump Sum | \$ 354        |
|          | <b>\$ 354</b> |

**TOTAL                      \$7800**

# Warner Park Sign Proposal Installation

All exact sign locations will be agreed to with Parks staff. They will all be exactly marked for installation and for Digger's Hotline.

All of the signs will be installed by volunteers working directly with Wild Warner.

Specifications and Standards will be strictly adhered to. They include horizontal and vertical alignment, proper depths of posts, correct backfilling and compacting, correct positioning, and installation of specified hardware.

The volunteer use of a hand-held power augur for digging the post holes may only be used if the operator is city certified. Any allowed use needs to be within the rules and guidelines of the City and the Parks Department. The "fallback" may be hand digging of each hole. **Staff information indicates all holes will have to be hand dug by Wild Warner. It is doubtful Wild Warner will contract out the work due to budget constraints.**

# Warner Park Sign Proposal

## Maintenance

Ease of Long and Short Term Maintenance is critical.

- Impact of graffiti on the all signs will be minimized by applying a thin anti-graffiti overlay on each sign, done by both American Family DPR and Decker Supply.
- Because each is a unique component, damaged signs and posts can be replaced at minimal cost. A typical post costs about \$15 and a typical 18-inch x 24-inch sign costs about \$30. **All of the design files will be retained by Decker Supply and American Family DPR**
- All signs will need to be regularly monitored for condition
- Over time some sign posts may need to be re-plumbed (made vertical). Easily done with wood posts.
- Typically the maintenance of new facilities (in this case signs) are incorporated into the Parks Department operating budget. However Wild Warner is willing to be a partner in the maintenance of the signs. Parks staff and Wild Warner will develop a maintenance agreement.

Flexibility of Sign Content and Location with Changing Conditions

- Content of any sign can easily be revised due to changing conditions.
- Some signs could be changed seasonally.
- Because none of the signs are set in concrete, they also can easily be moved, due to changing conditions.



# **Warner Park Sign Proposal**

## **Other Issues**

There are no doubt issues that have not been considered.

- Parks staff has consulted with the Zoning Department. The signs do not require any permits.
- The question of giving credit to American Family or Wild Warner has been brought up. This is allowable as long as a logo is not used. Wild Warner was not contemplating doing this, but may discuss further with Park staff.
- Other?

# Warner Park Sign Proposal

## Phasing

### **Phase 1 – completion by 5/1/2018**

- Wild Warner and American Family desire to make a quick impact.
- Place Making Signs can be more quickly developed and agreed to.
- Wayfaring Signs also can be more quickly developed and agreed to.
- Animal Stencils are easy to develop, but we would prefer to delay because a spring repainting would probably be required if painted this fall.

### **Phase 2 – completion by 7/1/2018**

- Wayfaring – Entrance Maps take more time to develop and reach consensus.
- Interpretive Signs take more time to develop and reach consensus.

### **Phase 3 – after 7/1/2018**

- If grant money balance permits Wild Warner desires to place identification plaques near select tree and forb species.
- Wild Warner would also consider additional interpretive signs.

### **Phase 4**

- Consideration for multi-lingual signage.
- Consideration for expanding into the eastern part of the park.
- Consideration for audio-enhanced signage.
- Consideration for adding QR Codes for additional information.