

# 2019 Request for Signage at Brittingham Park, Marshall Park and Wingra Park

Dear City of Madison Parks Staff and Park Commissioners,

2018 was a hard year with algae blooms, sewage spills, road construction, flooding, no wake and no swimming! As we look to rebuild we again return to a desire for greater awareness of the public offering of boat rentals at our three locations. The easiest way to do this is with basic signage.

Marshall Park is beautiful, but very secluded. What makes for a magical 700 ft walk to Marshall Boats, leave people passing by believing Marshall Park is just a private boat launch. They drive, walk or bike by ignorant to the fact there is this incredible offering steps away. The ones that do find us online, call us from the parking lot as they are at the boat launch since they can not see the Marshall Beach House very well from the parking lot.

Over 21,000 cars drive by Brittingham Boats. 1000's of people run and bike by Brittingham Boats. Because of the layout, and state of the building, most of these people do not realize they can rent boats or stop at the café! In addition we often have customers calling us from the Brittingham Shelter or the Brittingham Crew House as this park is 26 acres long with multiple areas of activity.

Wingra Boats is a neighborhood favorite and having history for over 70 years, many people grew up knowing about Wingra Boats. That being said, there are people who live blocks away who do not know that you can rent a boat at Wingra. There are people that run and bike the Wingra recreational loop and yet never make it into the part to learn you can rent boats at Wingra.

**Our request is to let people know of the public services being offered, by placing seasonal signs at Marshall Park, Brittingham Park and Wingra Park.**

The sign is 3' x 2' metal sign, one color, with a wood post frame (for comparison the standard park sign is 9'x4'8"). With the wood post frame, the total sign size will be 4' 2" long X 2' 10" wide.

We would pay to have the signs made and would put them up no earlier than May 1<sup>st</sup> and removed no later than September 30<sup>th</sup>. The signs frames would be "A" frames and the frame would be secured to the ground with two ground anchors bolted to the wood frame. In this way they could not be blown away by the wind or easily stolen but can be easily removed by unscrewing the bolt in the frame and then untwisting the ground anchor.



THESE ARE DRAFTS OF THE ROAD SIGNS – Final Artwork would be submitted to park staff for approval.



**LOCATION OF STREET SIGN**– Final placement would be agreed to by park staff.

**Brittingham Park**



**Marshall Park**



**Wingra Park**

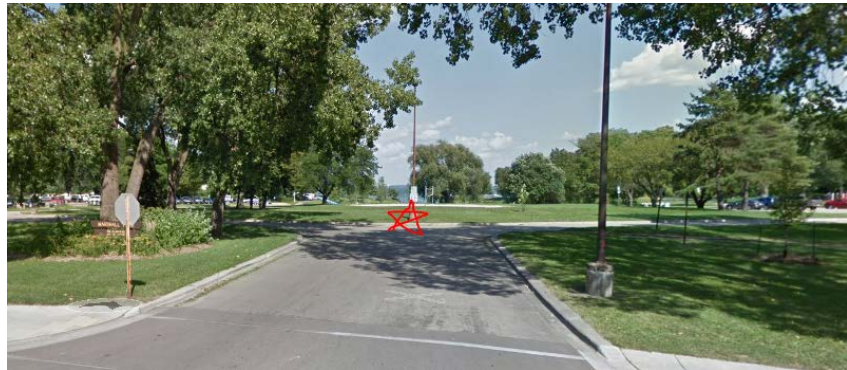


As part of this request we also request a directional sign be place on the light pole at the entrance of Marshall Park identifying which amenities are where. Again, Marshall Boats would pay to have them made and would put them up in May and remove them in September.

Example of Directional Sign\*



Location in Marshall Park\*



\*Both the location and artwork would be submitted and approved by Parks Staff.