

MINUTES FROM COMMUNITY DEVELOPMENT AUTHORITY
Caledonia Branding Signage Subcommittee Workshop
January 7, 2019

Present: Kjell Erlandsson; Fran Martin, Marla Wishau, Martha Hutsick, Elsa Milaeger, Dave Gobis

- 1) Meeting was called to order by Marla Wishau at 5:30 p.m. at the Caledonia Village Hall meeting room.
- 2) Discussion on the City of Racine sign that was located on the southwest corner of 3 Mile and Douglas Avenue which has Caledonia Welcomes You on the reverse of the city welcome. The CDA had discussed it at the last meeting and thought it would be unnecessary, perhaps even odd, to located our sign on the northwest corner now that the City has its sign in place with the same Caledonia Welcomes You greeting that we were going to use. At this meeting it seemed all of us agreed that the sign should not be put there, but since Payne and Dolan are willing to make great improvements to that corner, the subcommittee feels we should pursue the improvements with perhaps a different motivation. Elsa was willing to get in touch with Payne and Dolan again and let them know about the sign changes, and see if they have alternative ideas. Some of those the committee mentioned would be a backdrop of limestone and evergreens with small plantings in front and a business sign, with Caledonia mentioned, or perhaps something about the Douglas Avenue Business District or Caledonia Douglas Avenue Business could somehow be promoted. Elsa will share what she learns when she talks again with Payne and Dolan.
- 3) Where can we put the sign that was designed for the 3 Mile and Douglas location? Those conversations lead to prioritizing entrances to Caledonia, which we did later.

Marla felt that Payne and Dolan should know that the Village would like to have a sign located at the new Charles Street and Three Mile intersection when that occurs. (2020??) We might use a sign similar to the design of the one we would have used at 3 Mile and Douglas. If they would keep that in mind as they design the landscaping in that area. That area does not have as high a traffic count, so it is not a high priority at this time.

- 4) The sign for the next planned location has not yet been designed, but all on the committee thought the design features would remain consistent throughout all the signs in the Village, though they may not be identical in size or manner of support. (on the ground vs. on leg(s)/post(s). Elsa will submit her bills for 2018 and present a new proposal to continue with sign designs in 2019. Elsa plans to prepare 2 new designs that would be consistent with the one we designed for 3 Mile and Douglas, and our committee will provide input and bring to the CDA for approval for the County Line and Douglas location. Once that is approved, we will ask if CDA would want a board member or committee member to contact WE Energies to see if they would allow a site on the southwest corner of the intersection to be prepared to locate the sign. At that time we would also ask if they would like to be an active participant in preparing the location, having the sign manufactured, assisting with lighting, and any landscaping for the sign.
- 5) The following is a list of Caledonia entrances – in order from northeast to west, then south, then east. After our discussion, the next locations we will be looking at for signage is I94 and Hwy G; I94 and Seven Mile. Subcommittee members were asked to drive from the interstate into the village and look for possible sign locations, keeping in mind that the State may not allow this type of sign on their property and sight lines for traffic is the priority. Depending on the locations, we might use the sign design we had approved to put at 3 Mile and Douglas.

This list of Caledonia Entrances is a first draft and we appreciate any corrections, additions, deletions, or comments to improve it. We would like to work on prioritizing the entire list so we could move smoothly from one project to the next. So far 3 Mile and Douglas was #1, Douglas and East County Line was #2, and now we have opted to put I94 and Highway G as #3 and I94 and 7 Mile #4. The various streets in subdivisions on the south side of Caledonia probably would not warrant any signage.

Douglas and East County Line

East County Line and Nicholson
27th Street as it zigs to the Frontage Road
I94 and 6 ½ Mile Road (on 6 ½)
I94 and Bell Road (on Bell)
I94 and County Trunk K (on K)
On Roberts Street in Franksville
County Trunk K and Airline
Highway 31 and Highway 38
Highway 32 and Three Mile
4 Mile Road east of Mail Street

East County Line and 10th/Foley
Hwy 38 before the Root River
I94 and 7 Mile Road (on 7)
I94 and County Trunk G (on G)
I94 and 4 Mile Road (on 4)
I94 and Golf Road (on Golf)
Various subdivisions east of Franksville
Highway 38 and Newman
North Green Bay Road
Highway G and 3 Mile

- 6) Our next meeting is to be determined.
- 7) Meeting adjourned 6:15 p.m.

Minutes by Marla Wishau