

City of Amery

COMMON COUNCIL MEETING AGENDA

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Common Council** of the City of Amery will be held on: **March 18, 2026 at Amery City Hall - 104 Maple St. W, Amery, WI at 5:00 PM.**



- Call to Order
- Pledge of Allegiance
- Roll Call
- Adoption of Agenda

Order of Items	Agenda Item
1	Public Comment
2	Class "B" Fermented Malt Beverage and "Class C" Wine License for 113 Elm St, Amery, WI 54001
3	Building Inspector's Annual Report
4	Pay Application No. 20 for the Wastewater Treatment Center
5	Wayfinding Professional Services Proposal
6	Council Comment
7	Closed Session – Wis. Stat. §19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session -Soldier's Field Development
8	Open Session – Possible Action on Closed Session Agenda
9	Adjournment.

*Although the public may speak on any item that is not included on this agenda as a "Public Hearing or Forum" the Council will not respond or discuss the issue brought forward at this time. In accordance with open meeting laws the Council must notice an item on the agenda to take action on that matter. Your comments will be considered and may be placed on a future agenda for further discussion. Any person wishing to submit a public comment digitally may email them to Cityhall@amerywi.gov until noon of the day of the meeting. Although your comments will be presented to the Council they may or may not be read aloud or discussed during the meeting. The Public Comment Portion will be limited to 3 minutes total per speaker with the total duration to be at the Chair's discretion. The council may act on any item that is noticed on the agenda.

Taylor Larson
Clerk/Treasurer

****Posted: March 12, 2026 on the City Website (www.amerywi.gov); and at Amery City Hall, Amery Public Library, and the Amery Police Department.**

The City of Amery does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services, programs or activities.

NOTE: Upon reasonable notice, the City of Amery will accommodate the needs of disabled individuals through aids or services. For additional information or to request this service, contact the Clerk-Treasurer's office at (715) 268-3410 by Noon the previous day so that arrangements can be made.

104 Maple Street W., Suite A
Amery, WI 54001



Office: 715.268.7486
Fax: 715.268.4870

TO: The Common Council of Amery
FROM: Taylor Larson, Clerk-Treasurer
DATE: 3/12/2026
RE: Liquor License – Anndrews Event Center LLC

Summary:

The owners of Anndrew’s Event Center have applied for a Class “B” Fermented malt beverage and “Class C” Liquor (Wine Only) License

Background:

Anndrew’s Lofts LLC DBA Anndrew’s Event Center has had a Class “B” Fermented Malt Beverage and “Class C” wine license for 113 Elm St W. The owner of Anndrew’s Lofts LLC have created a new LLC, Anndrews Event Center LLC and would like the liquor license to be in the new LLC’s name. Anndrew’s Lofts LLC will be relinquishing its Class “B” Fermented Malt Beverage and “Class C” Liquor (wine only) license when Anndrews Event Center LLC is granted the licenses that are being applied for.

Recommendation:

City staff recommends the approval of the Class “B” Fermented Malt Beverage and “Class C” Liquor (Wine Only) license for Anndrews Event Center LLC.

License List for March 18, 2026 Council Meeting

CLASS "B" BEER and "CLASS C" WINE:

Nancy A. Anderson, Agent, Anndrews Event Center LLC, 113 Elm St W. Premises: Event/Banquet Room, Bar & outside area of bar, dressing room, catering kitchen, 2 meeting rooms in lower level, office, 2 teaching room, choir lofts, storage rooms. 2250 sq. ft at 113 W. Elm Street, Amery, WI 54001



Building a Better World
for All of Us®

March 6, 2026

RE: City of Amery
WWTP Improvements
SEH Project No. AMERY 178514

Taylor Larson
City of Amery Clerk/Treasurer
104 Maple St W, Suite A
Amery, WI 54001

Dear Taylor:

Attached is a signed Application for Payment No. 20 from Market & Johnson for work completed from February 1, 2026 – February 28, 2026. This application includes payment for work primarily consisting of temporary facilities, metal wall panels for Building 50, HVAC, process piping, valves, and pump installation in Buildings 20 and 50, electrical in Buildings 30 and 40, equipment installation, and work included with Change Order 1 and 3. I have reviewed this application for payment and believe it to accurately represent the work completed as presented by the contractor through the above-mentioned date.

In accordance with the contract, after 50% of the work is completed no further retainage is required on completed work. However, retainage of 2.65% of completed work is being held for this pay period. Additionally, retainage of 5% of stored materials is still being held. The itemized retainage percentages are shown on page one of the attached payment request. The total requested amount is **\$313,011.02** for which I recommend payment.

If you have any questions regarding this application for payment, please call me at 414-892-4761.

Sincerely,

A handwritten signature in black ink that reads "Kate Healy".

Kate Healy
Project Manager

APPLICATION AND CERTIFICATE FOR PAYMENT

Invoice #: 022644

To Owner: City of Amery
104 Maple Street West
Amery, WI 54001

Project: 3373- Amery Wastewater Treatment Plant Improvements
100 Valley Street
Amery WI 54001

Application No.: 20

Distribution to:

<input type="checkbox"/>	Owner
<input type="checkbox"/>	Architect
<input type="checkbox"/>	Contractor
<input type="checkbox"/>	
<input type="checkbox"/>	

Period To: 2/28/2026

From Contractor: Market & Johnson, Inc.
2350 Galloway Street
Eau Claire, WI 54703

Via Architect:

Project Nos:

Contract For:

Contract Date:

CONTRACTOR'S APPLICATION FOR PAYMENT

Application is made for payment, as shown below, in connection with the Contract. Continuation Sheet is attached.

1. Original Contract Sum	\$14,940,000.00
2. Net Change By Change Order	\$376,535.28
3. Contract Sum To Date	\$15,316,535.28
4. Total Completed and Stored To Date	\$14,418,093.79
5. Retainage :	
a. 2.65% of Completed Work	\$382,152.11
b. 5.00% of Stored Material	\$761.27
Total Retainage	\$382,913.38
6. Total Earned Less Retainage	\$14,035,180.41
7. Less Previous Certificates For Payments	\$13,722,169.39
8. Current Payment Due	\$313,011.02
9. Balance To Finish, Plus Retainage	\$1,281,354.87

The undersigned Contractor certifies that to the best of the Contractor's knowledge, information, and belief, the work covered by this Application for Payment has been completed in accordance with the Contract Documents. That all amounts have been paid by the Contractor for Work for which previous Certificates for Payment were issued and payments received from the Owner, and that current payment shown herein is now due.

CONTRACTOR: Market & Johnson, Inc.

Signed by:
By: Patrick Sullinan Date: 3/3/26
F7201D473FFA4C9...

Stat of: Wisconsin County of: Eau Claire
Subscribed and sworn to before me this 3 day of March 2026
Notary Public: Brittany Gerth
My Commission expires: June 16, 2028



ARCHITECT'S CERTIFICATE FOR PAYMENT

In accordance with the Contract Documents, based on on-site observations and the data comprising the above application, the Architect certifies to the Owner that to the best of the Architect's knowledge, information, and belief, the Work has progressed as indicated, the quality of the Work is in accordance with the Contract Documents, and the Contractor is entitled to payment of the AMOUNT CERTIFIED.

AMOUNT CERTIFIED \$313,011.02

(Attach explanation if amount certified differs from the amount applied. Initial all figures on this Application and on the Continuation Sheet that are changed to conform with the amount certified.)

ARCHITECT: Katie Healy Date: 3/6/26
By:

This Certificate is not negotiable. The AMOUNT CERTIFIED is payable only to the Contractor named herein. Issuance, payment, and acceptance of payment are without prejudice to any rights of the Owner or Contractor under this Contract.

CHANGE ORDER SUMMARY	Additions	Deductions
Total changes approved in previous months by Owner	\$376,535.28	\$0.00
Total Approved this Month	\$0.00	\$0.00
TOTALS	\$376,535.28	\$0.00
Net Changes By Change Order	\$376,535.28	

Progress Estimate - Lump Sum Work

Contractor's Application

Project: Amery Wastewater Treatment Plant Improvements		Application Number: 20						
Application Period: 2/1/2026 - 2/28/2026		Application Date: 3/3/2026						
A		B	Work Completed		E	F		G
Specification Section No.	Description	Scheduled Value (\$)	From Previous Application (C+D)	This Period	Materials Presently Stored (not in C or D)	Total Completed and Stored to Date (C + D + E)	% (F / B)	Balance to Finish (B - F)
01 99 00	Electric Service Upgrades Stated Allowance	5,000.00	-			-		5,000.00
01 99 10	Gas Service Modifications Stated Allowance	5,000.00	850.00			850.00	17%	4,150.00
01 99 20	City Shop SCADA Systems Allowance	50,000.00	-			-		50,000.00
00 10 00	Bond & Insurances	181,666.47	181,666.47			181,666.47	100%	-
01 21 00	Testing of Concrete	31,482.00	29,907.90			29,907.90	95%	1,574.10
02 41 16	Mobilization	110,086.00	110,086.00			110,086.00	100%	-
02 41 16	Temporary Facilities, Safety, Trucking, Equipment	926,786.99	852,644.03	18,535.74		871,179.77	94%	55,607.22
02 41 16	Demolition Existing Structure Per Spec	102,053.44	91,848.10			91,848.10	90%	10,205.34
03 30 00	Concrete Foundation Treatment Building (10)	610,401.77	610,401.77			610,401.77	100%	-
03 30 00	Concrete Foundation SBR (15)	899,897.00	899,897.00			899,897.00	100%	-
03 30 00	Concrete Foundation Pumping Building (20)	188,256.00	188,256.00			188,256.00	100%	-
03 30 00	Concrete Foundation Thin WAS and Centrate Storage (30)	44,972.00	44,972.00			44,972.00	100%	-
03 30 00	Concrete Foundation TWAS Storage (40)	3,232.00	-			-		3,232.00
03 30 00	Concrete Foundation Administration/Treatment Building (50)	84,334.00	84,334.00			84,334.00	100%	-
03 20 00	Rebar Labor Treatment Building (10)	21,787.00	21,787.00			21,787.00	100%	-
03 20 00	Rebar Material Treatment Building (10)	42,395.18	42,395.18			42,395.18	100%	-
03 20 00	Rebar Labor SBR (15)	101,562.50	101,562.50			101,562.50	100%	-
03 20 00	Rebar Material SBR (15)	197,679.69	197,679.69			197,679.69	100%	-
03 20 00	Rebar Labor Pumping Building (20)	6,786.00	6,786.00			6,786.00	100%	-
03 20 00	Rebar Material Pumping Building (20)	13,208.17	13,208.17			13,208.17	100%	-
03 20 00	Rebar Labor Thin WAS and Centrate Storage (30)	1,274.00	1,274.00			1,274.00	100%	-
03 20 00	Rebar Material Thin WAS and Centrate Storage (30)	2,479.69	2,479.69			2,479.69	100%	-
03 20 00	Rebar Labor Administration/Treatment Building (50)	3,841.50	3,649.43			3,649.43	95%	192.07
03 20 00	Rebar Material Administration/Treatment Building (50)	7,477.04	7,477.04			7,477.04	100%	-
03 20 00	Rebar Material for CMU	670.24	670.24			670.24	100%	-
03 41 00	Precast Wall and Plank Supply and Install Treatment Building (10)	311,498.00	311,498.00			311,498.00	100%	-
03 41 00	Precast Wall and Plank Supply and Install Pumping Building (20)	133,881.00	133,881.00			133,881.00	100%	-
04 22 00	Masonry Material & Labor Treatment Building (10)	85,245.00	85,245.00			85,245.00	100%	-
05 12 00	Structural Steel Framing	185,124.00	179,662.84		5,461.16	185,124.00	100%	-
05 12 00	Structural Steel Install	52,625.75	52,625.75			52,625.75	100%	-
06 10 53	Miscellaneous Rough Carpentry	104,240.07	102,155.27			102,155.27	98%	2,084.80
07 13 00	Sheet Waterproofing	20,104.00	20,104.00			20,104.00	100%	-
07 27 00	Air Barriers	2,000.00	2,000.00			2,000.00	100%	-
07 61 00	Treatment Building Roofing (10)	35,948.00	35,948.00			35,948.00	100%	-
07 61 00	Pumping Building Roofing (20)	20,514.00	20,514.00			20,514.00	100%	-
07 61 00	Administration/Treatment Building Roofing (50)	236,751.00	236,751.00			236,751.00	100%	-
07 61 00	Administration/Treatment Building Metal Wall Panels (50)	29,795.00	20,856.50	4,469.25		25,325.75	85%	4,469.25
07 92 00	Joint Sealants	16,280.00	6,512.00			6,512.00	40%	9,768.00
08 11 13 & 08 16 00 & 08 71 00	Hollow Metal & Corrosion Resistant Doors, Frames, and Hardware Material	40,876.00	40,876.00			40,876.00	100%	-
08 31 13	Access Doors and Frames Material	13,665.00	13,665.00			13,665.00	100%	-
08 36 13	Sectional Steel Overhead Doors Supply and Install	16,731.00	16,731.00			16,731.00	100%	-
08 43 00 & 8 80 00	Aluminum-Framed Storefront & Glazing	5,213.00	4,170.40			4,170.40	80%	1,042.60
08 45 00	Aluminum-Framed Storefront & Translucent Wall and Roof Assemblies and Glazing	47,217.00	47,217.00			47,217.00	100%	-
09 30 00	Tiling	6,000.00	-			-		6,000.00
09 51 13	Acoustical Panel Ceilings	2,460.00	-			-		2,460.00
09 97 20	Painting and Coating Treatment Building (10) Material	3,660.00	3,660.00			3,660.00	100%	-
09 97 20	Painting and Coating Treatment Building (10) Labor	10,540.00	10,540.00			10,540.00	100%	-

Progress Estimate - Lump Sum Work

Contractor's Application

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Application Period: 2/1/2026 - 2/28/2026		Application Date: 3/3/2026						
A		B	Work Completed		E	F		G
Specification Section No.	Description	Scheduled Value (\$)	From Previous Application (C+D)	This Period	Materials Presently Stored (not in C or D)	Total Completed and Stored to Date (C + D + E)	% (F / B)	Balance to Finish (B - F)
09 97 20	Painting and Coating Treatment Building (50) Material	9,900.00	9,405.00			9,405.00	95%	495.00
09 97 20	Painting and Coating Treatment Building (50) Labor	26,700.00	25,365.00			25,365.00	95%	1,335.00
10 14 19	Dimensional Letter Signage and Plaques Material	1,884.00	942.00		942.00	1,884.00	100%	-
10 14 23	Panel Signage Material	1,795.00	-			-		1,795.00
10 44 00	Safety Specialties Material	893.00	893.00			893.00	100%	-
10 53 00	Architectural Canopies Supply and Install	12,700.00	-		8,822.16	8,822.16	69%	3,877.84
23 00 00	Plumbing Building (10) Labor	305,800.00	302,742.00			302,742.00	99%	3,058.00
23 00 00	St-A Hvac	650,000.00	572,731.77	43,171.30		615,903.07	95%	34,096.93
40 23 00	Mobilization & General Conditions	5,000.00	5,000.00			5,000.00	100%	-
40 23 10	Process Piping Material Building (10)	185,360.00	185,360.00			185,360.00	100%	-
40 23 20	Process Valves Material Building (10)	116,700.00	116,700.00			116,700.00	100%	-
40 23 20	Process Piping, Valves, Pump Install Building (10)	93,940.00	93,940.00			93,940.00	100%	-
40 23 10	Process Piping Material Building (15)	53,550.00	53,550.00			53,550.00	100%	-
40 23 20	Process Valves Material Building (15)	6,800.00	6,800.00			6,800.00	100%	-
40 23 20	Process Piping & Valves Install Building (15)	22,400.00	22,400.00			22,400.00	100%	-
40 23 10 20.2B	Stainless Piping Material Building (15)	95,300.00	95,300.00			95,300.00	100%	-
40 23 10 20.2B	Stainless Piping Material Install Building (15)	58,520.00	58,520.00			58,520.00	100%	-
40 23 10	Process Piping Material Building (20)	70,770.00	70,062.30	707.70		70,770.00	100%	-
40 23 30	Process Valves Material Building (20)	38,850.00	38,850.00			38,850.00	100%	-
40 23 20	Process Piping, Valves, Pump Install Building (20)	46,200.00	45,738.00	462.00		46,200.00	100%	-
40 23 10	Process Piping Material Building (30)	8,700.00	8,700.00			8,700.00	100%	-
40 23 30	Process Valves Install Building (30)	23,940.00	23,940.00			23,940.00	100%	-
40 23 10	Process Piping Material Building (40)	35,660.00	35,660.00			35,660.00	100%	-
40 23 30	Process Valves Install Building (40)	8,800.00	8,800.00			8,800.00	100%	-
40 23 10	Process Piping Material Building (50)	32,260.00	30,647.00	1,613.00		32,260.00	100%	-
40 23 30	Process Valves Material Building (50)	5,000.00	4,750.00	250.00		5,000.00	100%	-
40 23 20	Process Piping Install Building (50)	26,400.00	25,080.00	1,320.00		26,400.00	100%	-
26 00 00	Site Electrical	432,180.00	338,482.20			338,482.20	78%	93,697.80
26 00 00	Electrical Building 10	425,320.00	425,320.00			425,320.00	100%	-
26 00 00	Electrical Building 15	197,470.00	197,470.00			197,470.00	100%	-
26 00 00	Electrical Building 20	167,090.00	150,381.00			150,381.00	90%	16,709.00
26 00 00	Electrical Building 30	60,760.00	48,608.00	6,076.00		54,684.00	90%	6,076.00
26 00 00	Electrical Building 40	45,570.00	22,785.00	18,228.00		41,013.00	90%	4,557.00
26 00 00	Electrical Building 50	288,610.00	245,318.50			245,318.50	85%	43,291.50
31 22 10	McCabe Mob Charge	37,670.00	37,670.00			37,670.00	100%	-
02 41 19	Site Demo	127,025.00	72,090.69			72,090.69	57%	54,934.31
31 25 10	Erosion Control/Restoration	13,690.00	10,443.00			10,443.00	76%	3,247.00
31 22 10	Site Grading - Labor & Equipment	408,965.00	290,564.68			290,564.68	71%	118,400.32
31 22 10	Site Grading - Material	74,400.00	46,171.36			46,171.36	62%	28,228.64
31 23 16	Building 10 Excavation & Backfill	86,290.00	86,227.75			86,227.75	100%	62.25
31 23 16	Building 15 Excavation & Backfill	129,445.00	129,445.00			129,445.00	100%	-
31 23 16	Building 20 Excavation & Backfill	45,385.00	45,385.00			45,385.00	100%	-
31 23 16	Weir Box Excavation & Backfill	25,125.00	25,125.00			25,125.00	100%	-
31 23 16	Building 50 - Fill Cells	26,840.00	26,840.00			26,840.00	100%	-
31 23 19	Dewatering	273,100.00	273,100.00			273,100.00	100%	-
31 23 20	Preparing the Foundation Earth Retention	118,175.00	118,175.00			118,175.00	100%	-
32 11 26	Crushed Agg. Base Course - Labor and Equipment	29,000.00	13,961.12			13,961.12	48%	15,038.88

Progress Estimate - Lump Sum Work

Contractor's Application

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Application Period: 2/1/2026 - 2/28/2026		Application Date: 3/3/2026						
A		B	Work Completed		E	F		G
Specification Section No.	Description	Scheduled Value (\$)	From Previous Application (C+D)	This Period	Materials Presently Stored (not in C or D)	Total Completed and Stored to Date (C + D + E)	% (F / B)	Balance to Finish (B - F)
32 11 26	Crushed Agg. Base Course - Material	15,000.00	7,192.20			7,192.20	48%	7,807.80
33 05 20	HDD Pipe Installation - Labor & Equipment	73,920.00	73,920.00			73,920.00	100%	-
33 05 20	HDD Pipe Installation - Material	7,000.00	7,000.00			7,000.00	100%	-
33 11 00	Water Utilities - Labor & Equipment	25,185.00	24,398.66			24,398.66	97%	786.34
33 11 00	Water Utilities - Material	13,300.00	13,077.22			13,077.22	98%	222.78
33 31 00	Sanitary Sewerage Utilities - Labor & Equipment	50,000.00	48,500.64			48,500.64	97%	1,499.36
33 31 00	Sanitary Sewerage Utilities - Material	50,000.00	48,500.65			48,500.65	97%	1,499.35
33 41 00	Strom Sewer System - Labor & Equipment	5,880.00	3,110.00			3,110.00	53%	2,770.00
33 41 00	Strom Sewer System - Material	4,500.00	2,380.00			2,380.00	53%	2,120.00
33 42 20	Pipe Culverts - Labor & Equipment	8,550.00	8,550.00			8,550.00	100%	-
33 42 20	Pipe Culverts - Material	12,000.00	12,000.00			12,000.00	100%	-
40 23 00	Exterior Process Piping - Labor & Equipment	279,610.00	265,635.13			265,635.13	95%	13,974.87
40 23 00	Exterior Process Piping - Material	80,000.00	72,952.51			72,952.51	91%	7,047.49
32 12 18	Lift Station - Labor & Equipment	42,890.00	42,890.00			42,890.00	100%	-
32 12 18	Hot Mix Asphalt Pavement	98,925.00	-			-	-	98,925.00
32 18 40	Concrete Side Walks, Safety Islands and Steps	64,860.39	31,781.59			31,781.59	49%	33,078.80
32 92 12	Turf Establishment	20,000.00	6,000.00			6,000.00	30%	14,000.00
32 31 13	Chain Link Fence Material & Install	39,781.00	11,272.50			11,272.50	28%	28,508.50
40 05 59	Hydraulic Gates and Stop Plates	25,040.00	25,040.00			25,040.00	100%	-
40 23 00	Equipment Install	275,435.12	261,663.36	5,508.71		267,172.07	97%	8,263.05
41 22 00	Monorails, Hoists, Trolleys and Davit Cranes	92,224.00	92,224.00			92,224.00	100%	-
43 21 15	Submersible Pumps	87,640.00	87,640.00			87,640.00	100%	-
43 21 36	Rotary Lobe Pumps	89,970.00	89,970.00			89,970.00	100%	-
46 21 39	Fine Screening Equipment	171,960.00	171,960.00			171,960.00	100%	-
46 23 63	Grit Removal Equipment	322,000.00	305,900.00			305,900.00	95%	16,100.00
46 23 63	TWAS Storage Tank Mixing System	69,000.00	69,000.00			69,000.00	100%	-
46 53 53	SBR Treatment System	2,387,822.00	2,352,753.24			2,352,753.24	99%	35,068.76
46 66 00	Ultraviolet Light Disinfection Equipment	169,000.00	169,000.00			169,000.00	100%	-
46 71 33	Rotary Drum Thickening Equipment	379,879.00	360,885.05	18,993.95		379,879.00	100%	-
98 00 00	Change Order #01 - COR 03	32,136.36	12,101.03			12,101.03	38%	20,035.33
98 00 01	Change Order #01 - COR 05	8,228.25	4,114.12	4,114.13		8,228.25	100%	-
98 00 02	Change Order #01 - COR 06	7,089.55	7,089.55			7,089.55	100%	-
98 00 03	Change Order #01 - COR 07	27,041.22	26,229.98	811.24		27,041.22	100%	-
98 00 04	Change Order #02 - COR 11B	27,695.38	27,695.38			27,695.38	100%	-
98 00 05	Change Order #02 - COR 12	1,675.40	1,675.40			1,675.40	100%	-
98 00 06	Change Order #02 - COR 13	12,205.62	12,205.62			12,205.62	100%	-
98 00 07	Change Order #02 - COR 14	1,853.38	1,853.38			1,853.38	100%	-
98 00 08	Change Order #02 - COR 15	3,621.27	3,621.27			3,621.27	100%	-
98 00 09	Change Order #02 - COR 17	1,833.94	1,833.94			1,833.94	100%	-
98 00 10	Change Order #03 - COR 11A	210,798.22	-	188,750.00		188,750.00	90%	22,048.22
98 00 11	Change Order #04 - COR 19	(2,015.02)	(2,015.02)			(2,015.02)	100%	-
98 00 12	Change Order #04 - COR 20	18,249.00	18,249.00			18,249.00	100%	-
98 00 13	Change Order #04 - COR 24	5,265.24	5,265.24			5,265.24	100%	-
98 00 14	Change Order #04 - COR 25B	16,577.46	16,577.46			16,577.46	100%	-
98 00 15	Change Order #04 - COR 25C	12,825.88	12,825.88			12,825.88	100%	-
98 00 16	Change Order #04 - COR 26	(8,545.87)	(8,545.87)			(8,545.87)	100%	-
						-	-	-

Progress Estimate - Lump Sum Work

Contractor's Application

Project: Amery Wastewater Treatment Plant Improvements					Application Number: 20						
Application Period: 2/1/2026 - 2/28/2026					Application Date: 3/3/2026						
					Work Completed		E	F		G	
A					B	C	D	Materials Presently Stored (not in C or D)	Total Completed and Stored to Date (C + D + E)	% (F / B)	Balance to Finish (B - F)
Specification Section No.	Description				Scheduled Value (\$)	From Previous Application (C+D)	This Period				
									-		-
									-		-
Totals					15,316,535.28	14,089,857.45	313,011.02	15,225.32	14,418,093.79	94%	898,441.49



TO: Arts, Park, and Recreation Committee

FROM: Alex Mansfield, City Administrator

DATE: 3/11/2026

RE: Wayfinding Project Proposal

Summary: This memorandum provides the Council with a summary of the City's wayfinding solicitation process, an assessment of the single proposal received, a candid analysis of the budget gap between available funding and project requirements, and a staff recommendation on how to proceed.

Background: The 2045 Comprehensive Plan identifies a pedestrian and vehicular wayfinding system as a high-priority implementation item for the City of Amery. In support of that goal, the Capital Improvement Plan (CIP) included \$10,000 for design and planning services in 2026 and \$20,000 for implementation in 2027, funded from savings realized on a separate project, for a combined available budget of \$30,000.

Following the City's Purchasing Policy, staff issued a Request for Proposals (RFP) for professional wayfinding planning and design services and solicited proposals from ten qualified firms. One firm, Destination by Design Planning LLC (DbD) of Boone, North Carolina, submitted a response by the deadline. The proposal was received on February 15, 2026.

Summary of Proposal Received: Destination by Design is a well-qualified, multidisciplinary planning and design firm with demonstrated experience in municipal wayfinding systems comparable to Amery's needs. Their proposal is professionally structured and technically responsive to the scope described in the RFP. The proposed scope includes four tasks:

- Task 1 — System Audit and Discovery (site visit, stakeholder engagement, destination identification): \$5,000
- Task 2 — Wayfinding Location and Directional Plan (GIS-based sign location mapping and content framework): \$15,000
- Task 3 — Wayfinding Signage Design (two concept alternatives, design standards, materials): \$21,000
- Task 4 — Final Deliverables and Installation Support (master plan documentation, bidding support): \$10,000 + 10% CA

Total proposed professional services fee: **\$51,000 plus 10% construction administration**. Fabrication and installation costs are not included and would be borne separately by the City.

Fiscal Analysis: The DbD proposal significantly exceeds the City's available budget. The planning-phase cost alone (\$51,000) is \$41,000 more than the total combined CIP allocation of \$30,000. Implementation costs — the physical fabrication and installation of signs — are entirely separate and unfunded.

Staff notes that this gap is not a reflection of an unreasonable proposal. DbD priced the work as described in the RFP, which requested a comprehensive Wayfinding Master Plan and Implementation Program, a scope that realistically carries a market cost of \$40,000–\$60,000 for professional services in the current environment. The mismatch is attributable to a \$30,000 combined budget for design and implementation of a citywide wayfinding system, while reasonable for a small community, is insufficient for the scope described in the Comprehensive Plan.



Staff also notes that committing to a \$51,000 professional services contract without a clear and funded implementation path would not be consistent with the City's financial management objectives.

Staff Recommendation: Staff recommends the following course of action:

1. Decline the Destination by Design proposal.

The proposal should be respectfully declined. DbD is a qualified firm and their proposal is a fair response to the RFP as written. The decision to decline is based entirely on the City's inability to fund the proposed scope, not on any deficiency in the proposal itself. Staff will notify DbD accordingly and document the decision in the purchasing records as required by policy.

2. Defer the wayfinding project to the 2027-2031 CIP.

Staff recommends deferring the wayfinding project to the 2027-2031 Capital Improvement Plan, to be funded from anticipated debt proceeds in a manner consistent with the City's Debt Management Policy. A one-year delay allows staff to establish a more realistic budget that reflects what the City can actually afford to build.

3. Re-budget the project with a realistic and fully-funded allocation.

Staff recommends the Council direct the 2027 CIP to include a wayfinding project budget in the range of \$55,000–\$75,000, structured as follows:

- **Professional planning and design services:** \$15,000–\$20,000
- **Sign fabrication and installation:** \$35,000–\$50,000 (competitive bid to a sign fabricator using the location plan as the bid document; many fabricators provide design services at low or no cost when awarded the fabrication contract)

This structure separates the planning and implementation procurements, keeps professional services costs proportionate to Amery's scale, and ensures the City does not commission a planning document it cannot afford to act on.

4. Redirect the \$30,000 in current CIP savings.

The \$30,000 currently identified for wayfinding was derived from savings on a separate project. Staff recommends the Council either return these funds to the Capital Fund for use in the future wayfinding implementation project.

The wayfinding program remains a valid and worthwhile priority consistent with the 2045 Comprehensive Plan. The issue is one of timing and budget alignment, not project merit. Staff is confident that with a realistic budget and a clear separation of planning and implementation procurements, the City can deliver a functional and community-appropriate wayfinding system in 2027, pending financial availability.

February 15, 2026

**Pedestrian & Vehicular
Wayfinding Master Plan
and Implementation**
City of Amery, WI

PREPARED BY:

Destination by Design Planning LLC
136 Furman Rd, ste 6
Boone, NC 28607
(828) 386-1866
Zach Hoffman, Business Development
zach@dbdplanning.com

Cover Letter

Dear Alex Mansfield and Members of the Selection Committee,

Destination by Design (DbD) is pleased to submit this proposal in response to the City of Amery's Request for Proposals for professional services related to the development of a Pedestrian and Vehicular Wayfinding Master Plan and Implementation Program. This project represents an important opportunity to create a clear, intuitive, and durable wayfinding system that strengthens Amery's identity as the "City of Lakes," improves navigation along Highway 46, and better connects residents and visitors to downtown, trail systems, civic destinations, and recreational amenities.

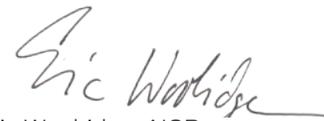
Destination by Design is a multidisciplinary planning, design, branding, and communications firm specializing in wayfinding systems for municipalities, downtowns, and destination communities. Our work focuses on developing scalable, legible wayfinding programs that balance functionality, visual clarity, regulatory compliance, and long-term implementation realities. For communities like Amery, we understand that wayfinding must do more than provide directions—it must reinforce local character, support trail- and recreation-based tourism, improve access to civic and community services, and contribute to broader economic development and downtown vitality goals.

Our recent and ongoing wayfinding work includes community-scaled systems in Sisters, Oregon; downtown and corridor-based wayfinding strategies across multiple communities in Michigan and New York; and extensive wayfinding planning and design throughout North Carolina in small towns, lake communities, and Main Street environments. We have also completed wayfinding projects in recreation-driven regions where signage must serve both residents and visitors navigating trail networks, gateways, downtown districts, and civic destinations. Across these efforts, we bring deep experience balancing signage hierarchy, visibility, cost, durability, and maintenance considerations while working within state DOT requirements and MUTCD standards.

DbD's integrated approach combines field-based audits, stakeholder engagement, wayfinding strategy, GIS-informed location planning, design development, and implementation guidance into a single, cohesive process. We recognize that the City of Amery is seeking not only a cohesive family of signage designs, but a practical and well-documented system that clearly identifies priority destinations, establishes appropriate sign types and locations, aligns with WisDOT requirements along Highway 46, and includes realistic documentation to support bidding, fabrication, and phased implementation.

Collaboration will be central to our work. We will engage City leadership, staff, and community stakeholders through a structured and transparent process to ensure the final wayfinding system reflects Amery's character, supports connections between downtown and trail assets, complements ongoing community initiatives, and provides a clear framework for long-term use and maintenance.

Thank you for the opportunity to submit this proposal. Destination by Design would be honored to partner with the City of Amery to deliver a wayfinding system that improves access, strengthens sense of place, and supports the community's long-term vision.



Eric Woolridge, AICP

Principal Planner, Destination by Design

eric@dbdplanning.com, (828) 386-1866

www.destinationbydesign.com



Place Branding & Wayfinding

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines—we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage, and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

We bring deep experience in designing branded wayfinding systems that help communities connect people to place. From signage typology and wayfinding planning to fabrication coordination and implementation, our team delivers functional and visually compelling wayfinding solutions for towns, counties, and regional destinations across the Southeast.

Project Team

As a multidisciplinary firm integrating planning, wayfinding design, branding, GIS, and communications under one roof, Destination by Design (DbD) offers an efficient, fully in-house process that carries wayfinding projects from initial audit and analysis through strategy, conceptual design, and implementation planning. Our team brings extensive experience working with small cities, downtown districts, trail networks, parks, and civic environments—ensuring the City of Amery receives a wayfinding program that is visually cohesive, technically sound, and grounded in real-world municipal and regulatory conditions, including WisDOT and MUTCD requirements.

Eric Woolridge, Principal Planner, will provide executive oversight for the project, guiding overall direction, confirming alignment with City priorities, and leading quality assurance and quality control throughout the engagement.

Jonathan Scott, Project Manager, will manage day-to-day coordination and lead development of the wayfinding strategy, destination hierarchy, messaging framework, and user-journey priorities—ensuring the system clearly connects residents and visitors to downtown, trail systems, civic destinations, and recreational amenities.

Pooja Bonde, Environmental Designer, will guide conceptual design development, ensuring all recommendations address accessibility and ADA considerations, long-term durability, maintenance requirements, and compatibility within active streets, trail corridors, and state highway right-of-way environments.

Keagan Massie, GIS Planner, will lead mapping and spatial analysis to support sign placement, hierarchy, visibility, and phasing, providing a clear, data-informed framework to guide implementation and future expansion.

Together, this team delivers all components of the wayfinding effort in-house—from field audits and stakeholder coordination to GIS-informed location planning, design development, and implementation guidance—resulting in a cohesive, practical wayfinding program that the City of Amery can implement over time and leverage to support phased investment and future funding opportunities.



Eric Woolridge

Planning Director, AICP

With more than twenty years of local government planning experience, Eric's passion is to combine destination planning and place-branding to create compelling infrastructure recreation development, tourism and sustainable economic development.

Eric has led planning efforts pertaining to recreation, greenways, downtown revitalization, and place-branding for more than 150 local government jurisdictions.



Jonathan Scott

Wayfinding Lead & Senior Project Manager

For more than a decade, Jonathan has managed creative and structural projects across a wealth of industries, molding him into an effective and creative problem solver. He especially enjoys working on environmental projects. Jonathan's passion is 'Aloha Āina', which means respect for the land. He loves getting out and exploring new places and hearing how communities are finding creative ways to co-exist with their environments.



Alex Gotherman
Design Director, PLA



Pooja Bonde
Environmental Graphic Designer



Matt Wagoner
Senior Art Director



Keagan Massie
GIS Planner



Ed McLean
Landscape Architect, PLA



Case Neal
Senior Landscape Architect, PLA



Jessie Schottanes
Associate Planner

— Project Understanding

The City of Amery is seeking to develop a clear, cohesive wayfinding system that improves navigation, strengthens community identity, and better connects residents and visitors to downtown, trail systems, civic destinations, and recreational amenities. As Amery continues to invest in its downtown, lakefront environment, trail connections, and community facilities, a coordinated wayfinding strategy is needed to help people understand where they are, how destinations relate to one another, and how to move confidently through the community—particularly along Highway 46 and between trail corridors and the downtown core.

Key destinations—including downtown businesses, trail access points associated with the Stower Seven Lakes and Cattail Trails, lake and riverfront amenities, civic facilities, schools, the hospital, and the library—serve a wide range of users with varying levels of familiarity, mobility needs, and travel modes. Residents, trail users, motorists passing through on Highway 46, and visitors to the “City of Lakes” each experience Amery differently. A successful wayfinding system must account for these varied user journeys while unifying vehicular, pedestrian, and trail-oriented environments into a single, legible system.

Clear, accessible, and ADA-conscious wayfinding is central to this effort. Legible typography, appropriate color contrast, logical message hierarchy, and thoughtful placement supporting both vehicular and pedestrian movement are essential to serving a broad range of users, including first-time visitors and trail-based tourists. Equally important is the need for a modular and maintainable system—one that can adapt as destinations evolve, new facilities come online, and additional signage locations are introduced over time. This requires clearly defined sign families, flexible content frameworks, and realistic cost considerations to support phased implementation.

Amery’s public rights-of-way—particularly along state highway corridors—also present coordination challenges related to visibility, safety, aesthetics, and regulatory requirements. Inconsistent signage, limited visibility, or message clutter can reduce clarity and detract from the community’s character. The wayfinding plan must therefore establish clear guidance for sign hierarchy, placement, and future expansion, balancing placemaking goals with WisDOT and MUTCD compliance and practical installation realities. Ultimately, the goal is a wayfinding system that improves access to recreation and services, supports downtown vitality and local economic activity, and reinforces community pride while providing the City of Amery with a clear, implementable roadmap for long-term investment.

Project Approach

TASK 1: System Audit and Discovery

OBJECTIVE

This initial phase focuses on establishing project alignment, auditing existing wayfinding infrastructure, and gathering insights from stakeholders and the public. These efforts will build the foundation for a cohesive and community-informed signage system.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Lead a structured kickoff meeting to formally launch the project and establish a shared foundation for collaboration. This session will introduce all key team members and stakeholders, clarify roles and responsibilities, and set expectations for communication protocols. The meeting will also accomplish the following:

- **Strategic Alignment:** Refine and expand upon the project's core goals by aligning expectations across all parties. This includes identifying early opportunities, constraints, and strategic priorities that will guide the project's approach.
- **Preliminary Timeline:** Present a preliminary timeline outlining key phases, decision points, and deliverables. This roadmap will help coordinate schedules, align stakeholder expectations, and ensure momentum is maintained throughout the project.
- **Scope Review:** Review and confirm the scope of work, deliverables, and team roles. This step reinforces alignment and provides a strong foundation before design and development begins.

TASK 1.2: SITE VISIT AND SIGN SYSTEM AUDIT

Conduct a site visit to audit the existing wayfinding system across the City of Amery. Using GIS-compatible mapping and documentation tools, inventory all signage assets, including vehicular, pedestrian, and parking-related signs. The audit will evaluate:

- Physical condition and maintenance status
- Sign placement and visibility

- Functional effectiveness for navigation
- ADA compliance and accessibility
- Alignment with the project committee's selected brand and its character.

Findings from this audit will inform recommendations for upgrades, removals, relocations, or additions within the proposed wayfinding framework.

TASK 1.3: STAKEHOLDER ENGAGEMENT

Facilitate up to 2 focused stakeholder engagement sessions—either in-person or virtual—with representatives from with the Amery Community Club, City staff, and downtown business owners

These interviews and roundtable-style conversations will explore:

- Perceptions of the current signage system
- User challenges and unmet needs
- Further define the Amery Brand aesthetic
- Input on potential enhancements or technology integration

Feedback gathered will directly inform both strategic and design decisions in later project phases.

TASK 1.4: DESTINATION IDENTIFICATION

Work with project stakeholders to identify and verify key civic destinations within city limits. This destination list will form the foundation for the signage location plan and messaging hierarchy.

TASK 2:

Wayfinding Location and Directional Plan

OBJECTIVE

This phase will translate stakeholder input, site analysis, and audit findings into a fully realized location and directional plan.

TASK 2.1: PRELIMINARY WAYFINDING LOCATION PLAN DEVELOPMENT

Using data from the site audit and stakeholder engagement, develop a draft wayfinding location and directional plan. This plan will identify recommended locations for Park Entrance signs, vehicular and pedestrian welcome signs, Informational/interpretive signs, Pedestrian and parking directionals with attention to visibility and accessibility. Respective sign content will include directional arrows and key destination/ route references rules and safety and educational content that will be provided by project leadership. The plan will include a detailed matrix of all sign types and individual map locations of each sign type along with the contents of each sign.

TASK 2.2: COORDINATION AND INTERNAL REVIEW

Present the draft wayfinding location and directional plan to project stakeholders and staff in a working session to review proposed placements and content. During this meeting, Destination by Design will walk through sign family groupings, logic, and content strategies. Feedback will be gathered regarding the location of preferred sign types, refinements to existing locations, and any policy, infrastructure or regulatory constraints that may influence final placement.

TASK 2.3: FINAL LOCATION PLAN PRESENTATION AND DOCUMENTATION

Incorporating feedback from the review session, finalize the comprehensive Wayfinding Location and Directional Plan. This deliverable will include GIS-compatible files, refined content for each signage location, and clear identification of priority phases, if applicable. The final plan will comply with all applicable state and county sign regulations and will support fabrication planning and cost estimating. The final presentation will be delivered to project stakeholders for approval and integration into the broader signage master plan.

TASK 3:

Wayfinding Signage Design

OBJECTIVE

This phase centers on the creative development of a wayfinding signage system that blends design excellence with regulatory compliance and functional performance. Through an iterative and collaborative process, our team will guide the creation of concept alternatives and visual system standards that reflects the City's character.

TASK 3.1: DESIGN DIRECTION WORKSHOP AND CREATIVE ALIGNMENT

Initiate the design process with a collaborative workshop to establish the City's creative vision. Using mood boards, precedent images, and sample materials, this session will explore visual themes and material inspiration reflective of the City. The details and ideas shared during this workshop will be the launchpad of all aesthetic sign design moving forward.

TASK 3.2: CONCEPT DEVELOPMENT

Develop up to 2 distinct signage system concepts, each visualized across multiple sign families (Park Entrance signs, vehicular and pedestrian directionals). Each concept will include design mockups and recommendations for color palette, typography, iconography, materials, and mounting configurations. These concepts will prioritize legibility, modularity, and user experience, while aligning with the character of the city's broader brand.

TASK 3.3: CONCEPT REVIEW AND REFINEMENT

Facilitate a formal presentation of the design concepts with project leaders and stakeholders, showcasing each option's visual language and strategic design approach. Following the presentation, the team will collect consolidated feedback and lead up to two collaborative review meetings. Up to two rounds of refinements will be completed to ensure the final concept reflects stakeholder priorities, branding alignment, and contextual fit.

TASK 4:

Final Deliverables and Installation Support

TASK 4.1: FINAL DOCUMENTATION PACKAGE

Produce a complete Wayfinding Standards Master Plan, including final conceptual design, preliminary wayfinding location and direction plan.

Deliverables will include:

- The final plan in both PDF and editable formats (Word or InDesign)
- GIS-compatible files showing existing and proposed signage locations
- Conceptual design documentation including finishes, material suggestions, and installation standards

- A summary of all engagement activities and final design selections

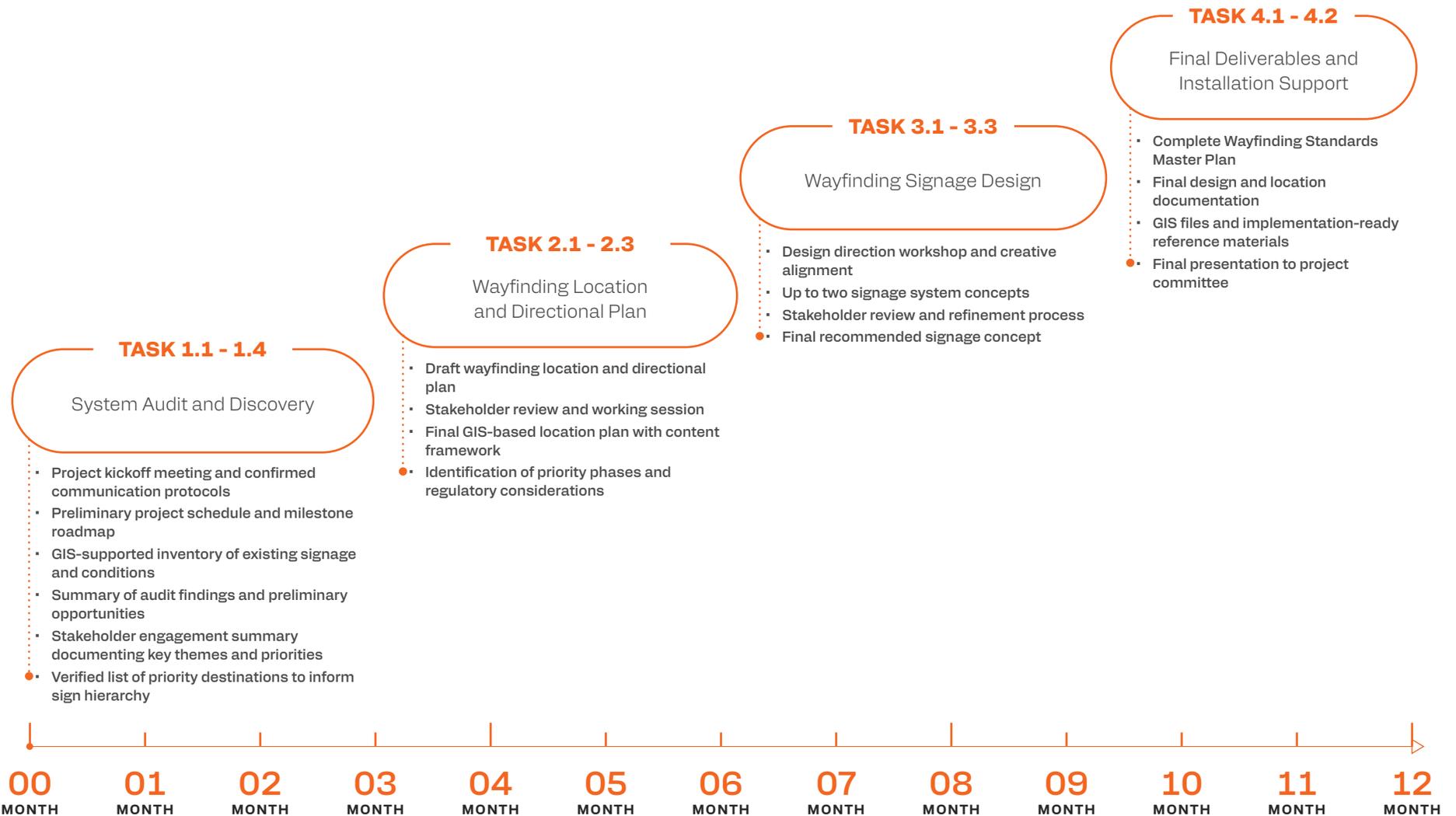
This final package will be presented to the project committee and serve as a resource needed for further funding applications and implementation guidance for the City of Amery.

TASK 4.2: BIDDING AND CONTRACT ADMINISTRATION

Destination by Design will support the City of Amery during the bidding and contract administration phase to ensure the approved wayfinding system is accurately implemented and consistent with the established design intent.

Project Schedule

While ideal timelines provide a framework, the complexities of reality can introduce variables. We are fully dedicated to ensuring that all deliverables are accomplished promptly and in accordance with our commitment to timeliness.



Project Fee

The proposed fee for this project is provided as a fixed, all-inclusive lump sum and includes all professional services necessary to complete the wayfinding audit, planning, and design work described in the scope. All typical reimbursable expenses—including travel, meetings, coordination, data processing, and project communications—are included.

This proposal is based on the assumption that one primary field visit will be sufficient to document existing conditions and navigation patterns across downtown, trail access points, civic destinations, and key corridors. Stakeholder coordination will include meetings with City staff and designated community representatives as confirmed during project initiation, with the understanding that meetings may be conducted virtually unless in-person sessions are requested. The City will provide any available GIS data, mapping, branding materials, or background information that may support the planning and design process.

The scope of services is limited to planning, strategy, and design-level documentation intended to guide future implementation. Fabrication, permitting, structural engineering, and construction services are not included. Should the City elect to move forward with implementation, bidding support and contract administration services may be provided, with construction administration services billed at 10% of fabrication and installation costs.

Destination by Design will invoice monthly based on project progress and milestone completion, following a payment structure aligned with major deliverables and review milestones.

- Task 1: System Audit and Discovery \$5,000**
 - 1.1: PROJECT INITIATION AND KICKOFF
 - 1.2: SITE VISIT AND SIGN SYSTEM AUDIT
 - 1.3: STAKEHOLDER ENGAGEMENT
 - 1.4: DESTINATION IDENTIFICATION

- Task 2: Wayfinding Location and Directional Plan \$15,000**
 - 2.1: PRELIMINARY WAYFINDING LOCATION PLAN DEVELOPMENT
 - 2.2: COORDINATION AND INTERNAL REVIEW
 - 2.3: FINAL LOCATION PLAN PRESENTATION AND DOCUMENTATION

- Task 3: Wayfinding Signage Design..... \$21,000**
 - 3.1: DESIGN DIRECTION WORKSHOP AND CREATIVE ALIGNMENT
 - 3.2: CONCEPT DEVELOPMENT
 - 3.3: CONCEPT REVIEW AND REFINEMENT

- Task 4: Final Deliverables and Installation Support \$10,000**
 - 4.1: FINAL DOCUMENTATION PACKAGE **+ 10% CA**
 - 4.2: BIDDING AND CONTRACT ADMINISTRATION

\$51,000 + 10% CA

TOTAL PROJECT COST

— Experience & References

Watauga County, NC

Wayfinding Design, Custom Illustration, and Implementation

Located in Western North Carolina, the Watauga County Tourism Development Authority issued DbD no small challenge: to create a fully custom wayfinding signage brand and architectural theme that's worthy of our premier destination and its many unique assets. DbD's design team spent more than six months focusing solely on branding, color, materials, and architecture. The result: an upper-third front sign panel that celebrates the region's most compelling landscapes, such as Grandfather Mountain, the Blue Ridge Parkway, and the New River, and a back panel that features the many outdoor activities of the NC High Country while encouraging visitors to "find your adventure."

REFERENCE

Wright Tilley

Executive Director

Watauga County Tourism

(828) 266-1345

wtilley@exploreboone.com



Uptown Butte

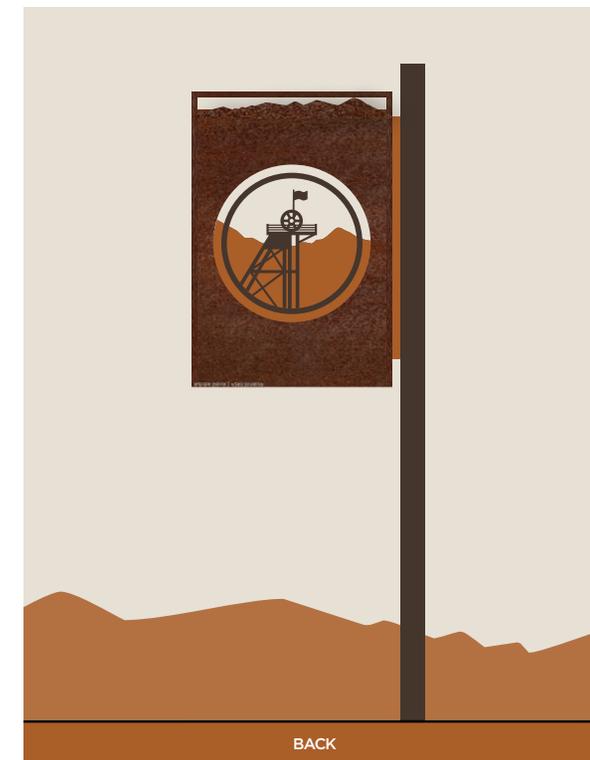
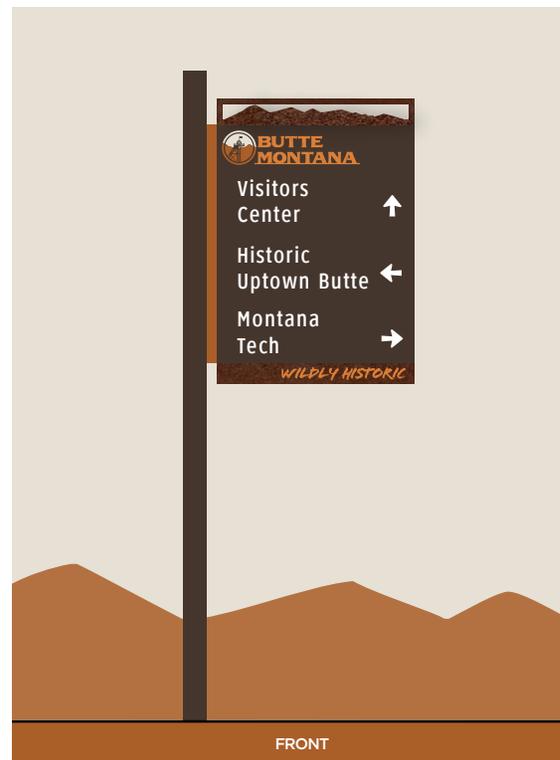
BUTTE, MT

Wayfinding Directional Plan and Conceptual Design

Destination by Design lead the creation of a comprehensive Wayfinding Plan for Butte-Silver Bow, focused on the city's historic Uptown business district. With a unique concentration of architectural heritage, cultural landmarks, and a growing investment in revitalization. Our work centered on documenting existing conditions, guiding stakeholder visioning, and developing a signage strategy that is historically sensitive, visually consistent, and highly functional across pedestrian and vehicular environments.

REFERENCE

Karen Byrnes, Community Development Director
City-County of Butte-SilverBow
(406)497-6467, kbyrnes@bsb.mt.gov



Northville, MI Parks & Recreation

Services Provided: Wayfinding Design, and Branding

Northville's park system plays an essential role in daily community life, connecting neighborhoods to trails, recreation facilities, and natural spaces. Destination by Design partnered with Northville Parks and Recreation to develop a wayfinding strategy that improves navigation across the system while reinforcing a clear, welcoming sense of place.

The work focused on creating a cohesive, easy-to-use wayfinding framework that supports first-time visitors and regular users alike. Through clear hierarchy, intuitive messaging, and park-appropriate design, the system helps orient users, highlight amenities, and strengthen connections between parks, trails, and surrounding destinations.

The result is a wayfinding approach that enhances usability, supports active lifestyles, and elevates the overall experience of Northville's parks—ensuring the system functions not just as signage, but as an extension of the community's public realm.

REFERENCE

Derek O. Smith

Parks & Recreation Director

Charter Township of Northville, MI

(248) 449-9941

dsmith@twp.northville.mi.us



Downtown Manteo, NC

Community Branding, Wayfinding, and Community Engagement

DbD helped the Town of Manteo, NC to develop a brand identity for its historic downtown Main Street area. Although part of Dare County, and adjacent to the famed Outer Banks, our research determined that Manteo was in need of a distinct identity that would set them apart from this popular coastal destination. They needed to create a destination brand all their own by embracing their historic walkable downtown, wayfaring heritage, and friendly, leisurely vibe. The resulting logo mark and brand concept, Meet Me in Manteo, perfectly encapsulates this.

REFERENCE

Melissa Dickerson

Town Manager

Town of Manteo, NC

(252) 473-2133

mdickerson@manteonc.gov



City of Lenoir, NC

Community Branding, Wayfinding Design, and Engineering

Destination by Design worked with the City of Lenoir to develop a place brand that would bring the residents together as a community of makers and musicians while broadcasting that identity to the surrounding areas. Building on the success of its award-winning Downtown brand (featuring a “Together We Create” tagline), the City adopted the tagline “Create With Us” to reinforce revitalization efforts Downtown and appeal to tourists as an inviting and creative destination.



REFERENCE

Kaylynn Horne
Director Economic Development
Downtown Lenoir, NC
(828) 757-2107
khorn@ci.lenoir.nc.us



Wilkes County, NC

Community Branding, Wayfinding
Strategy & Design, Signage System
Development, and Public Engagement

As part of a bold new brand initiative, Wilkes County partnered with Destination by Design to develop a county brand and custom wayfinding and signage system inspired by the “Great State of Wilkes”—a frontier of innovation, outdoor adventure, and Appalachian culture. Rooted in the County’s newly launched identity, the signage system is designed to unify key destinations across the region, from the downtowns of Wilkesboro and North Wilkesboro to the mountain trails, rivers, and scenic byways that define the area’s outdoor appeal. The result is a cohesive, brand-driven signage system that reflects the pioneering spirit of Wilkes and invites all to “Follow Your Frontier.”

CASE STUDY: WILKES STATE OF MIND CAMPAIGN

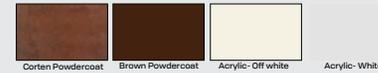


Site Renders



Material Palette

Material/Finishes



Material Treatment



Gateway Signage (Option 2)

A six sided structure with three primary sign panels and Corten finish panel front. Sign panel with customized perforation (LH) and an additional tree silhouette corten finish panel (back LH) at the base. Wilkes logo in 3D Channel letters stud mounted. Acrylic front and face lit. "w" logo to be 3D protruding letter with Acrylic front - face lit with the guitar pick shape lit on the edge. Other lettering to be cutout of corten panel and face lit with acrylic backing. Sign set with a breakaway bases and landscaping.



FRONT VIEW

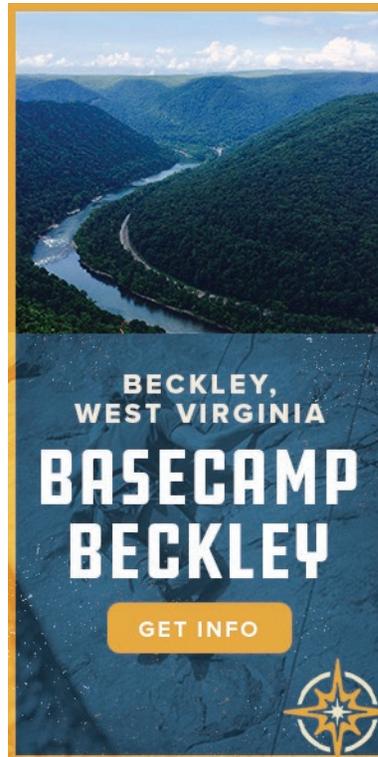
SIDE VIEW

ISOMETRIC VIEW

City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



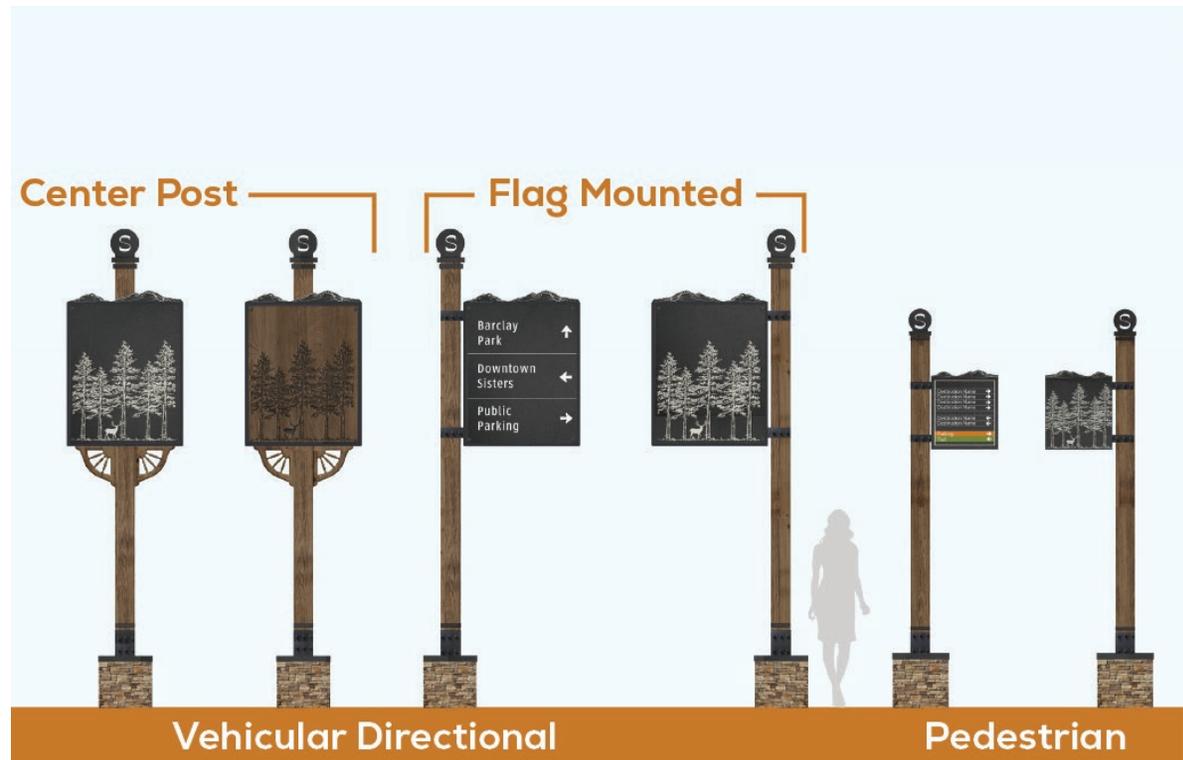
City of Sisters, OR

Downtown Wayfinding Signage Planning, Conceptual Design, and Implementation Plan

Sisters' downtown is defined by a strong sense of place, walkable streets, and a distinctive western character that sets it apart in Central Oregon. Destination by Design partnered with the City of Sisters to develop a downtown wayfinding system that improves navigation while reinforcing the community's identity and visitor experience.

The work focused on creating a cohesive, intuitive wayfinding framework that serves residents, visitors, and first-time users alike. Through on-site analysis, stakeholder coordination, and destination mapping, the system establishes clear hierarchy and directional logic for vehicles and pedestrians, guiding people to parking, civic destinations, trails, and key downtown amenities.

Designed to integrate seamlessly with Sisters' architectural character and brand, the wayfinding system balances functionality with visual consistency. The result is a scalable, implementation-ready program that enhances orientation, supports downtown vitality, and strengthens the overall experience of moving through Sisters' historic core.



Let's Get
Started.



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Monday-Friday
9:00am-5:00pm