Agenda Item Number _____

Memo

To: Village Board

Fr: Trevor Fuller

Re: ACTION RE: WEBSTER BRIDGE PROJECT AND TEMPORARY SIGNAGE ON DERBY LAND AND RIVERSIDE DRIVE

Date: 15 July 2016

The Wisconsin DOT project to replace the Webster Avenue Bridge over the Wisconsin Central Ltd. Railroad between Kalb Avenue and Hastings Street will begin July 18, 2016. This section of Webster Avenue will be closed from the start of construction through October.

The directed detour route for this project will be from S. Webster Avenue, west on Allouez Avenue to Riverside Drive, north on Riverside Drive to Mason Street (Green Bay), east on Mason Street to S. Webster Avenue. This is an efficient route and potentially removes traffic from otherwise residential streets in the area. However, many businesses will lose daily traffic for the three month construction period.

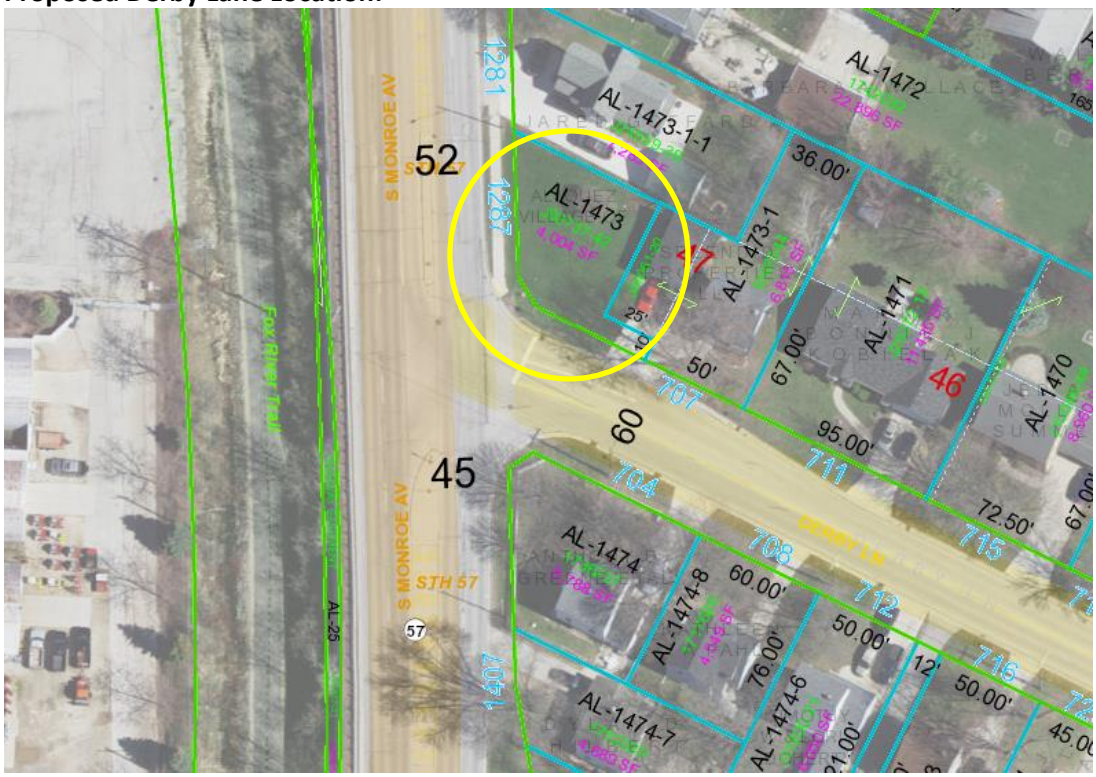
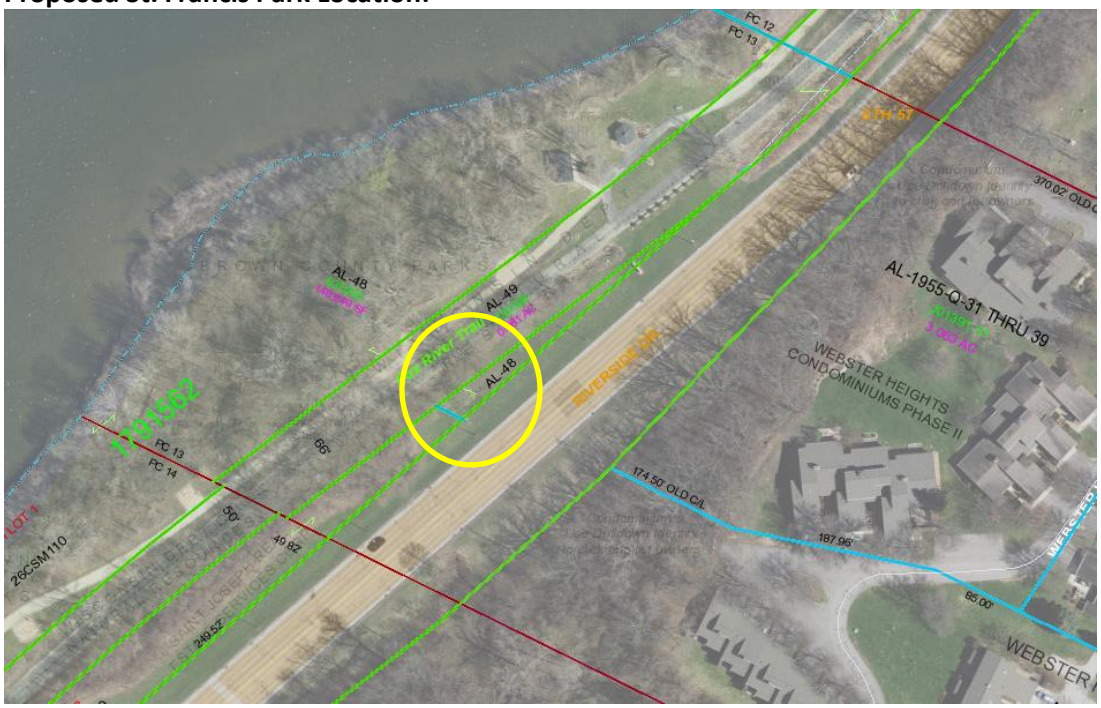
Staff recommends utilizing a portion of village-owned land on the northeast corner of Derby Lane and Riverside Drive, as well as a portion of land near St. Francis Park, for temporary billboards housing offsite advertising signs of affected businesses. Staff will work with Brown County, WisDOT, and area businesses to determine the final locations of the temporary signs. All signs are expected to be at the expense of the DOT or those affected.

Per section 11.28(G)(5) of our Sign Code, the Village Board is requested to approve staff to utilize the portion of village-owned land on the northeast corner of Derby Lane and Riverside Drive, as well as a portion of land near St. Francis Park, for temporary billboards housing offsite advertising signs of affected businesses.

11.28(G)(5): Placing Signs on Public Property (Right of Way). **No signs other than signs approved by the Village Board shall be erected on any public property;** provided directional signs may be erected upon Village Streets under the following conditions, once approval has been obtained;

a. The signs direct the reader to the location of a public facility attended principally by out-of-town patrons, to a facility operated by a non-profit entity and attended principally by out-of-town patrons, to a facility relating to the public health, safety or welfare, to scenic or historic trails, or to general business or industrial districts;
b. The signs are fabricated, erected and maintained by the entity requesting the sign;
c. The entire cost of the signs is borne by the entity requesting the signs;
d. The signs are installed at locations where they would not constitute a traffic hazard;
e. The signs conform to the manual on uniform traffic control devices; and
f. The maximum number of directional signs permitted under this section shall be 3 for each entity; except that the limitation provided hereby shall not apply to signs directing the reader thereof to scenic or historic trails.

Proposed Derby Lane Location:



Proposed St. Francis Park Location: