



Meeting: Village Board
Meeting Date: 6/13/2011
Agenda Item: 6d

Mission Statement

Delivering quality services in a courteous, cost-effective and efficient manner.

VILLAGE BOARD MEETING STAFF REPORT

REPORT TO: Burt R. McIntyre, President
Village Board of Trustees

REVIEWED BY:

REPORT FROM: Geoffrey S. Farr, PE, Director of Public Works

AGENDA ITEM: Review and take action on authorizing installation and maintenance of Temporary Business Guidance Signs (TBGS) during construction projects.

POLICY ISSUE

Should the Village Board authorize staff to coordinate the installation and maintenance of Temporary Business Guidance Signs during construction projects?

BACKGROUND INFORMATION

Village and State rules and ordinances prohibit unregulated installation of signage in public right of way. The DOT has a policy that allows these types of installations with a permit. On an individual basis the permit process can be time consuming and is repetitive each time a sign needs to be moved to a new location. Once approved businesses would install, re-permit / move and maintain the signs for the duration of construction which can, in some cases, be years.

Other municipalities have acted as the clearing house for TBGS permitting and installation. This has the following advantages:

- Eliminates the permitting process for the businesses,
- Simplifies what can be installed and maintained by the business,
- De-clutters scattered individual business signs from the right of way,
- Provides uniform appearance and locations for signage which is easier for motorists to see,
- Provides an efficient and uniform detour guide for motorists,
- Provides a safer traffic corridor.

Each sign would be a 4 x 8 sheet of sign grade plywood with a white or blue background color. The plywood would be mounted on a skid frame that can be moved from time to time as needed and would cost about \$250 - \$300. Businesses then would be allowed to provide, at their cost, a waterproof 18" x 24" placard with a business name in 4" to 6" **BLOCK LETTERS** or a logo to be screwed to the sign. Approximately five business placards could be installed on each sign. See the attached sketch. The businesses would also pay a one-time fee of approximately \$75 for each placard they request, and that fee will pay for the sign construction. The fee would be intended to cover the sign construction cost but not maintenance that would be covered by the Village.

This process would require businesses to contact the Village to have their sign installed on a construction detour route sign. The Village would determine if the signage can be provided based upon need and the adequate return of funds for signage materials. If appropriate, the Village would permit and install a sign with the State DOT for the business. Installed signs would be moved by Village staff as appropriate as construction detour routes change. The goal would be to offer placards to major destination businesses that most drivers would easily recognize. Not all businesses would be appropriate because the process would become unmanageable. Many people associate major business destinations with nearby smaller businesses. For example providing route signage to Van Boxtel RV and Gustman's would be sufficient guidance information, by association, for drivers to find their way to the Beja Shrine Temple.

Several businesses have inquired about and are interested in this type of service.

PRIOR ACTION/REVIEW

Staff verbally discussed the TBGS concept at a previous Village Board meeting.

FISCAL IMPACT:

- | | |
|------------------------------|------------|
| 1. Is There A Fiscal Impact? | <u>Yes</u> |
| 2. Is it Currently Budgeted? | <u>No</u> |

RECOMMENDED ACTION

Village staff recommends the Village Board approve the TBGS concept and begin implementation if and when businesses request it.

If the Village Board agrees with this action, the following motion could be used, ***“Motion to approve and implement the Temporary Business Guidance Signage concept during construction projects.”***

POLICY ALTERNATIVE(S)

The Village Board could take the following actions:

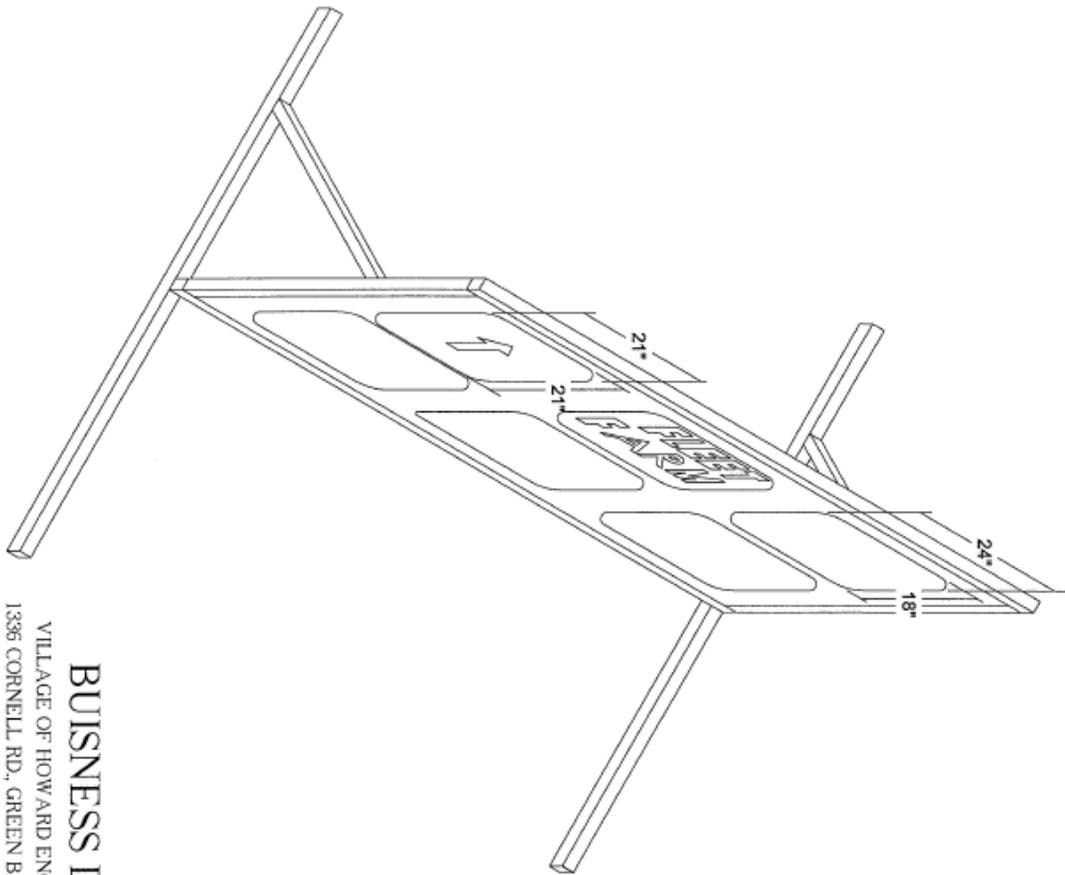
- Approve the TBGS concept
- Approve the concept with modifications
- Table the concept and request additional information
- Deny the concept

ATTACHED INFORMATION

- I. Business Guidance signage drawing.

COPIES FORWARDED TO:

- I. None



- NOTES:
- BUSINESS SIGN DIMENSIONS: 18" X 24"
 - SECURE LEGS WITH SANDBAGS

BUSINESS DETOUR SIGN
 VILLAGE OF HOWARD ENGINEERING DEPARTMENT
 1336 CORNELL RD., GREEN BAY, WI 54313 (920) 434-4060

