

# Transportation and Parking Analysis Technical Advisory Group



## Meeting Agenda Wednesday, June 23, 2021 4:00 p.m. **Teleconference**

---

Please join my meeting from your computer, tablet or smartphone.

<https://zoom.us/j/92173030579?pwd=QjVYeEtlbkZGaXE3aERvb2xiSGdSZz09>

Meeting ID: 921 7303 0579

Passcode: 965618

Dial in by using +1 (312) 626-6799 US

1. Call to order
2. Roll call
3. Discussion and recommendation of Traffic and Parking Regulation Request Program.
4. Future agenda items.
5. Adjournment.

**Dated at Shorewood, Wisconsin, this 21<sup>st</sup> day of June, 2021**

Village of Shorewood  
Sara Bruckman, CMC/WCMC  
Village Clerk

Should you have any questions or comments regarding any item on this agenda, please contact Bart Griepentrog, Planning Director, Planning & Development Department, at (414) 847-2640.  
Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO THE TRANSPORTATION AND PARKING ANALYSIS TECHNICAL ADVISORY GROUP

---

**Agenda Item:** Discussion and recommendation of Traffic and Parking Regulation Request Program

**Date:** June 21, 2021

**Presenter:** Bart Griepentrog, AICP

**Department:** Planning & Development

---

**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

Currently, the Village does not have a defined procedure to process requests for modifications to its transportation or parking regulations. Historically, these requests were handled on a case-by-case basis through various departments, including the Village Manager's Office, Police Department, Department of Public Works, Customer Service and Planning & Development Department. In other municipalities, these requests would typically be handled by an engineer or engineering department as part of their day-to-day operations, but the Village does not have an engineer on staff and relies on contracted services on an as needed basis.

As a built-out community, changes to the traffic system or parking regulations are not typical, outside of changed land use conditions or redevelopments. However, the Village receives these type of requests from residents and other stakeholders on a somewhat regular basis and desires a consistent process to respond. These changes often involve additional stop or yield signs, marked crosswalks within neighborhoods, or unique parking regulations that would not match standards elsewhere adopted. However, they also have recently involved traffic calming requests, such as painted intersections.

As part of the recent Transportation and Parking Analysis, Village staff requested that a review of current practice be performed with respect to handling such requests and that a defined procedure be identified. The consultant's proposed response was included within the final Analysis on pages [83-84](#).

Using that suggestion as a starting point and in conjunction with two of the Analysis' overarching goals of improved communication and standardization, the Planning & Development Director with the review of other Department Heads has drafted a program that staff believes best suits local context and available responsibilities/expertise. The TAG is requested to review the program from both their individual perspectives and the lens of their stakeholder groups, and provide feedback, prior to potential consideration by the Village Board, which may take up the matter as soon as July 6<sup>th</sup>.

---

**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

The proposed program is attached in its entirety to this memo for reference. It includes a purpose statement, definitions, reference to common standards, and the defined procedure for reviewing requests. The procedure starts with the submittal of an application and suggested review fee. Similar to the Village’s Loading Zone Special Privilege process, fees may be waived for governmental units. The Village’s Public Works Department would take the lead on processing traffic related requests, and the Planning & Development Department would take the lead on parking regulation modifications.

Upon application, the lead department would circulate the review to other entities, including the Police Department and Village Engineer, as necessary. Police reports pertaining to crash or citation data would be compiled. Preliminary comments would be summarized and utilized to formulate a response. That response could range from a recommendation to approve or request more information to denial.

If the request was recommended for approval or further research, the lead department would prepare materials for the review of the Public Works Committee, who would provide their recommendation for approval to the Village Board or denial. If further research was requested or required, the Village Engineer has provided that a traffic study could cost approximately \$2,000, and the funding for that study would need to be either identified by the Village Board or requested from the applicant. A more defined estimate would be identified with each request, as needed.

If the lead department denies the request based on identified standards, lack of evidence/need or other reasons, the applicant would have the ability to respond to that denial with an appeal to the Public Works Committee.

Recommended requests would be brought to the Village Board for approval and corresponding updates to the Village Code. If additional budgetary resources are required, options would be identified for consideration.

No denied requests may be reconsidered within one year of the date of the denial, unless evidence of changed conditions is acknowledged by the lead department.

---

**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

---

**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Recommended action: *“I recommend the Village Board consider the proposed Traffic and Parking Regulation Request Program for approval, (as drafted / with the following modifications . . . ),*

---

**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Village of Shorewood Traffic and Parking Regulation Request Program – Draft 6/18/21
2. Village of Shorewood Traffic and Parking Regulation Request Form - Draft

# Village of Shorewood Traffic and Parking Regulation Request Program

DRAFT – 6/18/21



## PURPOSE

To establish a standardized process to evaluate the request for the installation or modification of traffic controls, traffic calming measures and parking regulations within the village of Shorewood. The existence of this program does not preclude staff or the Village Board from recommending or implementing modifications as part of their regular duties and responsibilities.

## DEFINITIONS

**Parking Regulations** refer to posted time or location restrictions to on-street parking availability, including accessible spaces and loading zones.

**Pedestrian Generator** refers to locations such as businesses, schools, parks, trails or transit stops.

**Traffic Calming** refers to physical improvements that modify the design of the roadway in an effort to slow traffic, including items such as bump outs and speed tables. Pavement markings may also be used for traffic calming, particularly as temporary or interim installations.

**Traffic Control** refers to routine signage, signals and pavement markings, including marked crosswalks.

**Sufficient Demand** in relation to marked crosswalks refers to at least 20 pedestrians per hour during peak hour or 60 pedestrians total over a 4-hour period.

**Unconventional Intersections** refer to the intersections where two roadways do not meet to form two intersecting perpendicular lines, including skewed, curvilinear or T intersections.

## STANDARDS

The following standards represent national best practice and/or regulations stipulated within the Manual on Uniform Traffic Control Devices (MUTCD). They are not unique to Shorewood, and are provided for reference in response to common requests.

Requests for new or modified traffic controls, such as yield or stop signs, or traffic calming may be considered in conjunction with engineering judgement, and the following factors: traffic volume, number and angle of approaches, speeds, sight distances, crash records. More specifically:

The use of YIELD or STOP signs, most generally on the roadway with lesser traffic volumes, should be considered at the intersection of two roadways where the intersection has more than three approaches and where one or more of the following conditions exist:

The combined vehicular, bicycle, and pedestrian volume entering the intersection from all approaches averages more than 2,000 units per day;

The ability to see conflicting traffic on an approach is not sufficient to allow a road user to stop or yield in compliance with the normal right-of-way rule if such stopping or yielding is necessary; and/or,

Crash records indicate that five or more crashes that involve the failure to yield the right-of-way at the intersection under the normal right-of-way rule have been reported within a 3-year period, or that three or more such crashes have been reported within a 2-year period.

YIELD or STOP signs should not be used for speed control. Speed controls should be sought through roadway design modifications or traffic calming devices.

Four way (or all-way) stop intersections should only be installed in locations with crash record history, high traffic volumes that cause significant delay or backup, or with significant sight issues. Four way stops should not be installed to slow traffic.

Requests for marked crosswalks at controlled intersections near pedestrian generators may be considered in locations with sufficient demand, in conjunction with engineering judgement. Cumulatively, marked crosswalks at uncontrolled intersections may be considered if they would be located at least 300 ft. away from an existing marked crosswalk and have adequate pedestrian visibility. Special treatments, such as pedestrian crossing signs, flashing beacons, curb extensions, mid-block crossings, raised crosswalks, refuge islands and prohibited parking may be considered to enhance pedestrian safety. Marked crosswalks at unconventional intersections may be reviewed on an a case-by-case basis

Requests for other pavement markings or signage related to bicycle and pedestrian improvements should reference the recommendations within the Village's current [Pedestrian and Bicycle Master Plan](#).

Requests for modifications to parking regulations will be reviewed in conjunction with Village's [Transportation and Parking Analysis, 2020](#). The following key goals: Improved Communication, Improved Accessibility, Improved Standardization and Improved Enforcement shall form the framework for any review.

### **PROCEDURE**

Requests for traffic controls, pavement markings and traffic calming will be evaluated by the Public Works Department, and requests for modifications to parking regulations will be evaluated by the Planning & Development Department, both in conjunction with each other and in consultation with the Police Department and Village Engineer. Requests will be evaluated, and approved or denied utilizing the following process:

1. Requests may be made by residents, businesses or any other regular users of the Village's transportation or parking system.
2. Requests shall be submitted utilizing the standard request forms available at Village Hall, located at [www.villageofshorewood.org](http://www.villageofshorewood.org) or by calling 414-847-2700. A \$100 fee shall be charged for the submission.
3. The application will be submitted to the appropriate lead department for confirmation of completion and receipt.
4. The lead department will circulate the request to the other responsible departments for initial review.
5. All reviewing departments will review the application in conjunction with current Village policies and codes, and for safety, consistency, comprehension, physical context, land use, unique circumstance or any other relevant factors.
6. The lead department will compile the review comments and provide their recommendation for approval or further research, or denial to the applicant.
- 7A. If recommended for approval or further research (including possible traffic or pedestrian counts/studies, or public input), the lead department will present their findings to the Public Works Committee at a future meeting, along with a fiscal impact statement.
- 7B. If denied, the lead department will provide rationale for the denial and inform the applicant of the ability to appeal the denial within 30 days to the Public Works Committee at a future meeting through the submission of a letter to the lead department responding to the details of the denial.
8. The Public Works Committee will review requests and provide direction to the lead department on whether to implement the requested modification, obtain further information, including engineering studies or public comment, or deny the application.
9. The lead department will continue to work with the applicant through the Public Works Committee until either an approval or denial is recommended.

10. The lead department will take appropriate actions, including necessary considerations to the Village Board, such as code updates or budget requests.
11. No decision denied by the lead department, Public Works Committee or Village Board may be resubmitted within one year of the date of the decision, unless evidence of changed conditions has been accepted by the lead department.

# Village of Shorewood Traffic and Parking Regulation Request Form



Date: \_\_\_\_\_

**Requestor Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Type of Request:**

**Description:**

\_\_\_ Traffic Control Signage \_\_\_\_\_

\_\_\_ Pavement Markings \_\_\_\_\_

\_\_\_ Traffic Calming \_\_\_\_\_

\_\_\_ Parking Regulation \_\_\_\_\_

**Location of Request: (attach map, photo or site plan, if available)**

\_\_\_\_\_  
\_\_\_\_\_

**Reason for Request:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Response:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Date**