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Title: Traffic and Parking Regulation Request Program	
Authority: Shorewood Village Board	
Date of Issue: July 6, 2021	Effective Date: July 7, 2021

PURPOSE

To establish a standardized process to evaluate the request for the installation or modification of traffic controls or 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. (The issuance of Loading and Accessible Parking Zones shall be contemplated as a Special Privilege, per 500-24.)

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 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 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 or by calling 414-847-2700.
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, within 60 days of a completed submission.
- 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.

Shorewood