

CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

Agenda Item: Placement of Purple Heart Sign in Public Right-of-Way on Highway 80

Requested & Presented by: Jasen Glasbrenner

Meeting Date: Public Works Committee on 06-19-2025

Committee Review:

Background: A request has been received to place two Purple Heart commemorative signs – off premise but near Hwy 14 right of way. One sign is proposed on city property and the other is proposed on private property.

The proposed location is within the jurisdiction of the City and qualifies as a commemorative sign under the City's Naming and Branding Policy, adopted May 6, 2025.

Per Ordinance 2025-04 and the adopted Naming & Branding Policy:

- The Common Council retains exclusive authority to approve all naming and branding of public assets, including commemorative signs.
- The Public Works Committee is responsible for reviewing such proposals and making a formal recommendation to the Council.
- The Public Works Department oversees installation and must ensure compliance with WisDOT signage regulations and local zoning ordinances.
- Branding and signage must align with the City's adopted Brand Identity Guidelines and incorporate consistent visual elements where feasible.

Department Recommendation: Currently, we are still compiling data regarding this request.

Financial Impact: N/A

Attachment(s):

Purple Heart Sign Project June 2025