

CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

Agenda Item: Purple Heart Sign Expansion Proposal

Requested & Presented by: Jasen Glasbrenner

Meeting Date: Public Works Committee on 07-17-2025

Committee Review:

Background: The Purple Heart Sign project recognizing the City of Richland Center as the first Purple Heart City in the nation was begun under the Mayoral term of Paul Corcoran and was facilitated by Purple Heart member Bill Lobeck. Two signs were successfully installed years ago but the second two signs were delayed by DOT approval and fundraising efforts. At this point the funds have been raised for the second two signs and the process of building the signs has begun. Additionally, tentative approval from the DOT has been received.

The locations that have been identified for the final two Purple Heart signs are:

- One on City-owned land at 946 W. 6th Street (Parcel #276-1741-0300)
- One on private land at 2250 US Hwy 14 E (Agreement to be completed with Toney Estate Trust)

The Wisconsin Department of Transportation classifies these as “official signs”, exempting them from some of the traditional DOT restrictions and signage permits when installed by public agencies for noncommercial recognition purposes.

The City ordinances classify these signs as government signs:

Chapter 704.01 (2) states the following: **(2) Property Committee.** The Property Committee of the Common Council is empowered to oversee all matters relating to City properties other than those properties assigned to the Park Board under chap. 701 and to bring to the Common Council any issues related thereto which require Council action.

Since this project was previously approved and partially completed under previous mayoral administration, we are working to complete the project as previously agreed to.

Department Recommendation: The Department of Public Works recommends the placement of the final two Purple Heart signs pending final DOT approval and the execution of the private landowner agreement.

Financial Impact: N/A

Requested Action:

PUBLIC WORKS: Motion to approve the placement of two Purple Heart signs. One on City-owned parcel #276-1741-0300 and the other, with approval of the landowner, at the approximate address of 2250 US Hwy 14 E. The maintenance of the signs will be managed by the Public Works Department in accordance with WisDOT and City requirements.

Attachment(s):

Purple Heart Sign Project July 2025