

MEMORANDUM

To: City Council

From: Gregory E. Buckley
City Manager



Date: June 20, 2024

Subject: City Welcome Sign on Memorial Drive/STH 42

I am interested in pursuing an upgrade to the welcome sign installation on northbound Memorial Drive entering Two Rivers. The evergreens flanking the sign need replacement, and I would like to propose in next year's Budget that the sign itself be updated to feature the City's current logo.

Before doing any planning or any actual work, however, I am asking for some direction from the Council as to whether you are supportive of keeping the sign in its current location. During our discussion of upgrading the Spirit of the Rivers Wayside and surrounding areas, as part of the City Goals discussion back in April, it was suggested that perhaps the sign should be relocated to the south, to either:

- The south end of the property owned by the City, which is actually in the City of Manitowoc, just north of the Chamber of Commerce; or
- The City limits, which is opposite the east right-of-way line for Woodland Drive, about 1/3 of the way into the Spirit Wayside parking lot

(See accompanying aerial map showing the above locations, plus the current sign location.)

I recommend keeping and upgrading the sign and surrounding landscaping in its current location, for the following reasons:

1. Supporting infrastructure, including electrical service, an edged planting/landscape bed and flagpole, is already in place. Relocating the sign would add considerable expense, both to remove this infrastructure from its current location and to install it at a new location.
2. The location is in our city, so we don't have to seek a permit from the City of Manitowoc for a Two Rivers sign.
3. The current sign is in an attractive location/setting. After first being "greeted" by the bright and very visible restroom building at the Spirit Wayside, and then passing the Spirit of the Rivers Monument itself, you are greeted by this sign, right across from the very attractive Aurora Medical Center complex, announcing that you are in Two Rivers.

I look forward to discussing this matter, at least briefly, on Monday night. If you are driving past the location this weekend, please consider the locations cited in this memo.

