

Engineering Division of the Public Works Department

To: Chairperson Davis and Committee Members

From: Nathan R. Williams, Civil Staff Engineer

Date: January 30, 2025

Subject: Public Safety & Welfare Committee Meeting of February 5, 2025

[Review and take possible action: River Drive and Mary Street intersection pavement marking request](#)

Background

In response to comments received regarding safety concerns at the intersection of River Drive and Mary Street, the Engineering Division investigated the area and developed recommendations to improve public safety.

Comments were received on January 8, 2025, from a concerned long-time resident living near the intersection. According to the complaint, there are one or more accidents each year in this location due to a failure to yield by drivers on Mary Street. As the complaint further detailed, drivers are overlooking the stop sign when traveling west bound and downhill on Mary Street. To remedy this, the concerned resident requests additional measures to regulate the stop suggesting additional pavement marking at the intersection.

Crash rates from WisDOT Community Crash Data indicate that between January 2020 and January 2025, four (4) crashes occurred at this intersection. One of these caused a suspected minor injury.

The sight distance to the stop sign is more than adequate for the posted speed limit, as is the sight distance when stopped. There may be an assumption that traffic on River Drive has a stop sign, and this causes the failure to yield as described in the complaint.

Budget Goal

1. Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

The proposed cost of this improvement is \$100 plus Street Division labor for installation. The entirety of this cost may be funded in the New Street Signs Budget (01-54-41-20).

Recommendation

Add a supplemental sign depicting the phrase “Cross Traffic Does Not Stop” (Attachment A) below both stop signs at this intersection. Where pavement marking could be added to this location, a supplemental sign is viewed as an appropriate next step and would provide an added level of protection in a cost-effective manner.

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends

Attachment A: MUTCD W4-4P Sign

