



CTH GV Corridor Amenity Study



June 2011

Executive Summary

The CTH GV Corridor Study Committee was formed to provide guidelines to improve the aesthetic value of the CTH GV corridor in the Town of Ledgeview. The plan is to create an identity for Ledgeview that will benefit the general public as well as individual business owners along the corridor.

The committee would like to recommend the following amenities be incorporated in the CTH GV corridor and throughout other areas of the Town:

- Provide street lighting along the corridor and trail. Street lighting should be located in the median and consist of black double mast arms with cobra head lighting. The trail lighting should be black "Post Mount" style without the scrolls.
- Provide a community monument sign at the entrance of Ledgeview on CTH GV. This sign should be placed at other major entrances to the Town and a smaller neighborhood sign placed at town roads that enter into Ledgeview.
- Provide street signing that is unique to the corridor but the theme can be carried out throughout the community. The signing in a business area such as CTH GV corridor would be a blue sign with white lettering and the Ledgeview logo. Residential streets would have a green background with white lettering and the Ledgeview logo. The signs located at the CTH G and GV roundabout would be placed in the center of the roundabout and backlit with LED lighting.
- "Ledgeview" banners would be placed along the corridor and at the roundabout.
- The center of the roundabout would be landscaped with low maintenance native plants supplied by the local three landscaping businesses in the Town. This theme would be used on all roundabouts in the Town.
- The roundabout concrete truck apron in the center would be colored a brown to match the Ledgeview logo. This area will not have any patterning as the other, older roundabouts as the requirements have changed. The splitter islands will have the brown colored concrete and will be stamped with a ledge rock pattern.
- Change the name of Monroe Road to something else by working with De Pere and Bellevue.

Overall costs for the above recommendations along the CTH GV corridor are estimated at approximately \$231,000. More detailed information can be found in the remaining report.

The committee is requesting board approval of the above recommended amenities.

Amenities

Due to this year's construction of the G and GV roundabout and the pending reconstruction of the GV corridor to the north, the committee's main focus has been the amenities associated with these two areas. Some of the amenities that were investigated:

- Lighting
- Community entrance signing
- Street signing
- Banners
- Landscaping
- Color and imprints in the roundabout
- Street name change

Lighting

The CTH GV corridor will be the main north/south roadway through the Town of Ledgeview and is being planned as the business center of the Town. The roadway will consist of four lanes, 2 in each direction with a 20 foot grass or landscaped median and an asphalt path on the west side. See exhibit A for the typical section of the roadway. Street lights were considered along this route to accent the business corridor and provide a safe and inviting destination within the Town.

Alternatives for lighting include locating street lights on each side of the street, in the center median of the street, and along the trail. Street lights placed along each side of the roadway would probably be spaced at approximately 100 feet and alternating on each side. Street lights placed in the median could be spaced at approximately 200 feet and double mast arms used to light both sides.



Double mast arm in median with shoe box head



Single mast arms on each side of roadway with shoe box head

The overall cost of placing the lights in the median would be less and by adding lights along the trail the corridor would look cluttered by all the light poles as seen the attached photo.



The trail located on the west side of the roadway will be an eight foot wide asphaltic trail. Both De Pere and Bellevue plan to remove snow from the trail during the winter months and Ledgeview is considering doing the same. Trail lighting is recommended to promote use of the trail, provide a safe environment and provide an accent to the future downtown area. The lighting chosen is a more contemporary style as shown below. The scrolls would be removed to give a more modern look.



The lights would be placed along the trail at approximately 100 to 150 foot spacing. The lights can be purchased through Wisconsin Public Service (WPS) or by the Town. If supplied by WPS, they will provide the design, installation and maintenance of the lights. There would be an initial purchase fee and then a monthly fee for operation and maintenance. WPS does not offer any energy efficient lighting options at this time.

If the lights are purchased by the Town they would have to be designed, let out for bid, installed, and then maintained by the Town. The Town could use energy efficient lights to reduce cost. Most lights have about a 10 year warranty. The Town would then pay a meter charge for each meter location (estimated to be 2 for the section from G to the north construction limits at a cost of about \$8/month) and the electrical usage cost.

The recommendation of the committee is to install lighting along the roadway and trail. The lighting style chosen by the committee is a double mast arm in the median with cobra heads (a cobra head light is shown below) and trail lighting as shown on the previous page. Lights would be painted black. The intent is for De Pere and Bellevue to follow the same lighting pattern for consistency along the corridor.

The purchase and installation of the 8 street lights at the roundabout will be split 50/50 by the County and Ledgeview. Ledgeview will be responsible for the operation and maintenance cost.



Single mast arm with cobra head light

Community Entrance Signs

Since CTH GV will be one of the main entrances into the Town a monument sign letting travels know they are in Ledgeview is recommended. The sign would replace the existing sign located at the northern border. The sign would need to be placed on a private easement as the County Highway Department does not allow this type of sign in their right-of-way. The monument sign recommended by the committee is shown below. Also show is a sign that can be placed on Town roads within the right-of-way.



Monument Sign along major entrances



Road sign at Town road entrances

The monument sign at the CTH GV location is recommended to have accent lights.

The committee also recommends that additional signs be placed at roads entering Ledgeview. The monument sign would be placed at other major entrance points and the neighborhood sign be placed at Town road entrance points. Exhibit C shows a map and list of points and types of signs. The cost estimate attached in the report only includes the cost for the CTH GV monument sign.

Street Signing

To further accent the GV corridor through Ledgeview, the street signs along the roadway should be set apart from the normal residential signs. Many communities will color code their signs for residential streets, industrial/business streets, truck routes etc. The committee has recommended that the street signs in a business area have a blue background with white lettering and the Ledgeview logo as shown below.



Residential streets would have a green background with white lettering and the Ledgeview logo. The logo on the street signs will further enhance the identity of the community and help to identify the limits of the Town.

The street signs located in a major roundabout along the CTH GV corridor will be placed on a pole in the center of the roundabout and backlit with LED lighting as seen below.



Banners

Street banners are currently placed at the two roundabouts on CTH G by the Ledgeview Beautification Committee. Additional banners would be placed on the CTH GV corridor at the roundabout and along the corridor on the median street lights spaced at every other or every third pole. The exact location and spacing will be determined once the lights are installed. The banner design selected by the committee is:



Landscaping

The landscaping at the center of the roundabout is the responsibility of the municipality per the County's policies. Ledgeview has three landscaping companies within the Town (Willems Landscape Service, Ivy Trails Garden Center, and Stone Silo Prairie Gardens) that are willing to work together to design and supply a landscape plan that utilizes native Wisconsin plants that are low maintenance. The landscape plan is attached as exhibit A. The theme at the G and GV roundabout will also be used for the two roundabouts along CTH G. The mulch that will be used for the landscape beds will be a ground rubber that lasts long than normal mulch and requires less maintenance.

A water spigot will be provided in the center of the roundabout at a minimal cost to the Town. An extensive watering system was considered at the G and GV roundabout but since the landscape design utilizes low maintenance plantings the idea was abandoned.

Trees within the median are also recommended along the corridor. Landscaping beds were considered in the median but the effort to maintain them and the proximity of traffic when maintaining them was more work and risk than the committee thought the Town would be able to incur at this time. Trees in the median would require no maintenance.

Color and imprinted concrete at roundabout

As with most roundabouts the center truck apron is usually colored. Since the roundabouts on CTH G have been installed the trend is not to stamp or imprint the truck apron due to the maintenance but only color the apron with a federal red color. The County has agreed to allow a color other than red for the colored concrete in the roundabout. The committee has recommended a brown color to match the brown in the Ledgeview logo. Again, this is just another way to identify that you are in Ledgeview. It was also recommended to color and imprint the concrete in the splitter islands with the same brown and use a ledge rock type pattern. Exhibit B shows the locations of the colored and the colored and imprinted concrete.

The cost of the colored and the colored and imprinted concrete is paid 50% by the County and 50% by Ledgeview for the GV and G roundabout project.

Street Name Change

Presently CTH GV is named Monroe Road and there is a Monroe Avenue in the City of Green Bay. Conversations with De Pere and Bellevue have indicated that both communities are receptive to changing the name of the street. The specifics on how that process would work with the three communities still needs to be determined.

Costs

The costs associated with each recommended amenity are listed below.

Items	Costs	O&M	Remarks
Street Lighting	\$75,000	\$650/month	With WPS
Trail Lighting	\$120,000	\$950/month	With WPS
Street Signs	\$4,500		2 signs at roundabout
Monument Sign	\$6,500		GV entrance only
Banners	\$1,500		
Landscaping	\$8,800		Mulch donated
Trees	\$8,000		
Color & Imprinted Conc	\$6,400		Cost above what normally paid

Total \$230,700

Future Role of the Committee

The CTH GV Corridor Study Committee will remain active in the development of the CTH GV corridor. As development opportunities come in, the committee will look for ways to incorporate the amenities and theme with the development. The continued roadway design will be reviewed by the committee for consistency with the intent of the Town and the development that occurs along the corridor.

Monument Sign Locations

CTH PP (north)
CTH PP (south)
CTH G (west)
CTH G (east)
CTH GV (north)
CTH V (north)
CTH R (north)
CTH R (south)
CTH MM at IH 43 (north)
CTH MM at IH 43 (south)
IH 43

Neighborhood Signs

Jordon Road
East River Drive
Ledgeview Road
Bower Creek Road
Sportsman Drive
Morrison Road
Genmore Road (north)
Trestle Road (north)
Stagecoach Road