

Memo

To: Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: PLACEMENT OF SIGN IN RIGHT OF WAY INDICATING THE LOCATION OF BELLIN PSYCHIATRIC CENTER

Date: 14 April 2022

Bellin Psychiatric Center, located at 301 E St. Joseph Street, currently has a wayfinding sign at the corner of Webster Avenue and St. Joseph Street (1905 S. Webster Avenue). This site is planned for a redevelopment activity and the sign will need to be removed.

The Bellin Psychiatric Center is a 24-hour psychiatric clinic that provides a wide range of services for behavioral health needs. Similar to an emergency room at a hospital, the medical conditions can be acute or chronic.

In the event emergent care is needed, it is important for patients and first responders to be able to quickly identify the location of the facility. Therefore, Bellin is looking for a new wayfinding sign to replace the one currently located at 1905 S. Webster Avenue. Since there is no universal symbol for a facility such as this one to be placed on a utility pole (e.g. blue sign with a white "H" for a hospital), staff is suggesting adding a 12"x30" sign below the two wayfinding signs on Webster Avenue near St. Joseph Street, denoting the location of the facility. Staff suggests this option because of the 24-hour nature of the facility and because there is no universal symbol.

Attached is an example of how the sign would be positioned with the existing wayfinding signs on Webster Avenue.

The Village Board is asked to review the proposal and approve the placement of the sign to the two village wayfinding signs.

Wise as **Allouez**
Historically progressive

↑ **Community
Center**

← **P.H. Martin
Webster Park**

← **Village Hall**

← **Optimist
Park**

← **Bellin
Psychiatric Hospital**

12"

30"