

## V. TRANSPORTATION

In August 2008, a ‘Scoping Survey’ was conducted by the Steering Committee to determine which goals and objectives in the Comprehensive Plan should be revised. The table below illustrates the results of that survey.

‘Scoping Survey’ Results: Vision, Goals & Objectives	City N=27	Town N=5	Total N=33
	% Voting "Revise"	% Voting "Revise"	% Voting "Revise"
Transportation Vision Statement	52%	0%	42%
Improve traffic circulation downtown and between downtown and UW-Platteville.	46%	20%	41%
Improve traffic circulation between the new bypass and downtown, UW-Platteville and existing USH retail.	40%	20%	37%
Capitalize on opportunities regarding the jurisdictional transfer of 151 from the State to the City.	42%	40%	42%
Minimize downtown truck traffic.	26%	40%	28%
Create user friendly transportation network	38%	0%	31%
Develop a visually pleasing, safe and efficient network to meet the needs of all residents.	56%	0%	48%

Please review and revise the following vision, goals and objectives (numbered items), if needed. Areas in red have been recommended for change via the ‘Scoping Survey’.

### VISION STATEMENT

- Create a community friendly multi-modal transportation network by realigning through traffic, linking the campus to the larger community and developing a bike network, better senior transportation and improved parking.*

Keep, as is.

Eliminate

Modify (write below)

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## GOALS AND OBJECTIVES

2. *Improve traffic circulation throughout the City and Town-(Goal)*

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3. **Improve traffic circulation downtown and between downtown and UW-Platteville.**  
(Objective to support the goal above)

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4. **Improve traffic circulation between the new bypass and downtown, UW-Platteville and existing USH retail.**  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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5. **Capitalize on opportunities regarding the jurisdictional transfer of 151 from the State to the City.**  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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6. **Minimize downtown truck traffic.** (Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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7. **Improve traffic circulation on Town roads throughout the Town and those roads connected to City roads.**  
(Objective to support the goal above)

Keep, as is.                       Eliminate                       Modify (write below)

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8. *Improve all modes of transportation access between different parts of the community - (Goal)*

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9. Support the development of an integrated transportation network for cars, bicycles and pedestrians. (Objective to support the goal above)

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10. Provide bike and pedestrian route networks throughout City and Town. (Objective to support the goal above)

- Keep, as is.                       Eliminate                       Modify (write below)
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11. Develop safe and convenient transportation links between the downtown and the campus, between individual neighborhoods and between neighborhoods and shopping and employment centers and other destinations. (Objective to support the goal above)

- Keep, as is.                       Eliminate                       Modify (write below)
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12. Improve intersections that inhibit the efficient flow of traffic. (Objective to support the goal above)

- Keep, as is.                       Eliminate                       Modify (write below)
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13. Coordinate efforts between the City, Town and County to ensure a safe and efficient transportation network. (Objective to support the goal above)

- Keep, as is.                       Eliminate                       Modify (write below)
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14. *Create user friendly transportation network - (Goal)*

- Keep, as is.                       Eliminate                       Modify (write below)
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15. *Develop a visually pleasing, safe and efficient network to meet the needs of all residents.* (Objective to support the goal above)

- Keep, as is.                       Eliminate                       Modify (write below)
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## INVENTORY

The predominant mode of transportation in the study area is the private automobile. The City does not have a transit system nor is there any railroad serving the area. There is a municipal airport and taxi service is available.

### Roadways

#### *Functional Classification*

There are a total of **63.5 miles** of streets in the City of Platteville and **40 miles** in the Town for a total of **103.5 miles** of roadway in the study area. Figure 5.1 shows the functional classification of the roadway system as it is currently designated. Table 5.1 shows a breakdown of the mileage by jurisdiction and functional classification.

The City has conducted an evaluation of its streets and roadway system. This evaluation has been an integral part of the City's establishment of a five-year improvement program. The Town conducted a pavement evaluation which was completed in 2001.

16. There are a total of \_\_\_\_\_ miles of streets in the City of Platteville and \_\_\_\_\_ miles in the Town for a total of \_\_\_\_\_ miles of roadway in the study area.

**Table 5.1: Functional Classification of Roads**

Jurisdictional Breakdown	Number of Miles
State Road	15.42
County Road	9.69
Town Road	41.08
City Arterial	8.09
City Collector	6.42
City Local Street	36.75

Source: Department of Transportation, 2008-2009

Traffic counts were recently updated in the area in 2000. These counts are shown in Figure 5.2 for the City and the Town. The highest traffic volumes are on USH 151, STH 80/81, Chestnut and Pine Streets.

#### *Traffic Flow Capacity*

Streets and roads in the area were evaluated for their traffic flow capacity based on the assumption that the capacity of a two-lane urban facility is 12,000 vehicles per day, and a four-lane urban facility is 24,000 vehicles per day. There are several streets in the community which have three lanes with two travel lanes and a middle left turn lane. The capacity of these roadways was assumed to be 16,000 vehicles per day. These capacities were divided by the 2000 traffic volumes to provide a volume to capacity ratio (V/C). A V/C ratio above 1.0 indicates a traffic capacity problem. A V/C ratio between 0.9 and 1.0 indicates a potential capacity problem. Based on this analysis, there is no immediate capacity problem in the roadway system. However, there are several roadway sections that are close to capacity and could develop potential problems, including USH 151 and Chestnut Street. This is indicated in Figure 5.3.

### *Traffic Accidents*

Automobile accidents in the area are infrequent and are clustered along the USH 151 corridor. Accident areas were evaluated both in terms of high accident intersections and high accident roadway sections. Figure 5.3 shows both the number of accidents at the major intersections as well as the accident rates at the two high accident intersections. Also shown is the section of USH 151 east of Town that has a high number of accidents along the street section.

### *Parking*

Municipalities regulate on-street parking. The City of Platteville has four municipal parking lots with approximately 115 stalls of off-street parking. Parking is generally encouraged in downtown areas. It is generally allowed in residential areas except near the fringe of downtown areas or schools. Because of the narrow streets in the downtown area, a number of streets have restricted parking. Figure 5.4 shows the areas in the City and Town where parking is restricted. These include areas that do not allow parking as well as those that restrict parking during certain hours of the day.

17. City of Platteville has four municipal parking lots with approximately \_\_\_\_\_ stalls of off-street parking

### *Access Control*

Access control is a means for a jurisdiction to regulate curb cuts or driveways to adjacent property. The state does have access control on USH 151, STH 80, and STH 81. The county regulates access on all county trunk highways including CTH B, CTH D, and CTH O by means of a permit process. The City controls access by means of a driveway permit. The Town does not have any formal means of access control. Figure 5.5 shows the areas in the City and Town where access is controlled.

### *Speed Control*

Each jurisdiction has control over the speeds on its facilities. Under state statutes, speed limits on town and county roads are 55 mph unless otherwise noted. The speed limits in the Town are generally 55 mph except in a few cases, such as in the residential areas north of the City where speed limits range from 25 mph to 30 mph. Speed limits in the City are generally 25 mph. Exceptions include Main Street, between Chestnut and Water, where the speed limit is 15 mph, USH 151, where the speed limit ranges from 35 mph and 55 mph and on the edges of the City limits. The speed limits in the City are shown in Figures 5.6. The speed limits in the Town are shown in Figure 5.7.

### *Traffic Control*

The primary means of traffic control within the study area is the stop sign. The location of all traffic control in the City is shown in Figure 5.8. There are a total of three traffic signals all located on the state highway system. Two signals are on USH 151 and one signal is on STH 80/81. The traffic control in the Town is also shown in Figure 5.7.

### *Circulation*

All roads within the study area are two-way streets with the exception of the downtown area. There are several streets in the downtown area that are one-way. These are shown in Figure 5.9. They include Main Street and Mineral Street and the side streets including 3rd and 4th Streets and the streets around the downtown square.

USH 151 runs along the southern edge of community. STH 80 and 81 pass through the middle of the community. STH 81 passes through the southern and western edge of the downtown area and STH 80 passes through the eastern edge of the downtown area. The results of an origin-destination survey conducted in 1992 indicate that less than 27% of the traffic on STH 80 and STH 81 is through traffic. Heavy trucks account for less than 10% of the total traffic volumes.

### School Buses

The Platteville School District has fourteen different school bus routes operating to transport students to and from school. Approximately 725 students rode buses during the 2001 school year.

18. Approximately how many students rode buses during the 2008-2009 school year?

### Bicycle and Pedestrians

The City participated in the recently completed Grant County Bicycle Plan. That plan designated a number of streets in the community as on-street bike paths. In addition there are several off-street bike paths in the community. Figure 5.10 shows the existing and proposed bike system in the community. The City also has an extensive sidewalk system. The older parts of the community have sidewalks; however, in the newer outlying parts, there is no sidewalk system. The existing sidewalk system is shown in Figure 5.11.

### Elderly and Disabled

The City's Taxi Service provides shared-ride service to approximately 20,000 riders each year. The service includes an ADA-accessible van and two cabs which are used on an on-call basis. The service is open to all residents within the City limits. The Platteville Cab Service has served Platteville with shared ride taxi service since 1983.

19. The City's Taxi Service provides shared-ride service to approximately \_\_\_\_\_ riders each year.

### Airport

The State Airport System is comprised of 95 publicly owned public-use airports. The Platteville Airport, owned by the City of Platteville, is currently classified as a General Utility Airport, intended to serve virtually all small general aviation single and twin engine aircraft, both piston and turboprop with a maximum take-off weight of 12,500 pounds or less. Typically, such aircraft are used for business and charter flying and for personal use.

The Platteville Airport has two runways: runway 7/25 is 3600 feet long and runway 15/33 is 4000 feet long. Future expansion will occur on runway 15/33 from 4000 feet to 5000 feet to allow jet airplanes to operate from this airport. A five-person commission oversees airport operations. Day to day management is contracted out to a private company as well as the fixed base operator. An average of 3700 take-offs and landings occur at the Platteville Airport each year.

20. Please list to runway and it's runway length below:

Runway Identification Number	Runway Length

21. What is the average number of take-offs and landings at the Platteville Airport each year?

## **Wayfinding and Signage**

The City currently has two sets of signage in the community. At major entryways, there are large, wooden community entry signs with the UW-Platteville logo. These signs are currently located at the east entry on USH 151 and the west entry on USH 151. A second set of smaller wayfinding signs is located at major intersections in the community. These have a different logo (a miner) and arrows listing directions to major attractions in the community such as the Miners Museum, City Hall, etc.

## **CONSISTENCY WITH REGIONAL AND STATE PLANS**

Effective local planning requires consistency with state, regional and surrounding local plans. This section provides an assessment of consistency of the goals, objectives and recommended strategies of these plans with the Platteville Comprehensive Plan.

Translinks 21, developed by WisDOT in 1994, is a comprehensive multimodal transportation plan developed after extensive analysis of the modal needs of the state. Translinks 21 committed WisDOT to produce detailed statewide plans for each of the transportation modes. Modal plans developed within the framework of Translinks 21 include the Wisconsin State Airport System Plan 2020, the Wisconsin Bicycle Transportation Plan 2020, the Wisconsin State Highway Plan 2020 and the Wisconsin State Pedestrian Policy Plan 2020. A state rail plan is currently under development and a state transit plan will begin this year. Furthermore, there are a number of local plans that are also important to review for consistency in terms of transportation issues, including the Regional Plan Commission Economic Development Plans and the Grant County Bicycle Plan.

### *Airport Planning*

The Southwestern Wisconsin Regional Planning Commission includes transportation issues as part of its Comprehensive Economic Development Strategy. The 2000-2001 Strategy includes the following goal for transportation in the region:

- Promote the maintenance and upgrading of the region's highway, rail, airport and river transportation systems.

Specific to airports, the transportation strategy states:

With no scheduled air carriers serving any points within the southwestern Wisconsin region, the area also lacks quick, convenient air transportation. In addition, the lack of adequate, paved runways in many parts of the region inhibit the use of business aircraft and thus the introduction of some new industry into the area. Increasing the capabilities of the airport facilities should be a priority within the region.

The RPC goals are consistent with the framework established by the Wisconsin State Airport System Plan, which provides a framework for the preservation and enhancement of the system of public-use airports in the state. The goals established through the comprehensive planning process are also consistent with both the state and regional airport plans.

### *Bicycle Planning*

The Wisconsin Bicycle Transportation Plan 2020 was developed to “establish bicycling as a viable, convenient and safe transportation choice throughout Wisconsin”. The Plan provides a series of implementation strategies for communities to meet this vision, including: Develop, revise and update long-range plans and maps, considers needs of bicyclists in all street projects, promote safety programs, promote bicycle friendly development through plans and

zoning and ordinances, provide bicycle racks, consider providing locker room facilities for employees, encourage business involvement as a means to increase bike commuting and help promote bike-to-work/school days.

The Grant County Bicycle Improvement Plan, completed by Schreiber/Anderson Associates in 2001, provides a number of recommendations specific to the Platteville area. These recommendations are included in the Comprehensive Plan.

#### *Pedestrian Planning*

The Wisconsin State Pedestrian Policy Plan was released in February 2001. The Plan outlines statewide and local measures to increase walking and to promote pedestrian safety and stresses the importance of intermodal connections. The ultimate goal in facilitating pedestrian travel is to create walkable communities that integrate pedestrian travel into the community. Pedestrian friendly concepts should be integrated into development by mixing land uses, reducing distances between destinations and providing for necessary pedestrian amenities, so walking is seen as an attractive, reasonable alternative to the car.

#### *Highway Planning*

The Wisconsin State Highway Plan 2020 provides a long-range blueprint for future investments in the State Trunk Highway (STH) system. The Plan analyzes current conditions and predicts future uses and needs. The 151 Bypass is the major project scheduled for the Platteville area.

**Please review and revise the following assessment to reflect the impacts from the 151 Bypass.**

## **ASSESSMENT OF CHANGES FROM THE USH 151 BYPASS IMPROVEMENTS**

Since 1980, approximately 17 communities in Wisconsin have been bypassed. Through 2010, several more bypasses will be built, including USH 151 around Platteville. The Wisconsin Department of Transportation recently conducted a 1998 study, *The Economic Impacts of Highway Bypasses on Communities*, which evaluated broad impacts on these 17 bypassed communities. The study included both economic and statistical research along with interviews, surveys and site visits. Key findings include:

- In most communities, highway bypasses have little adverse affect on overall economic activity. Smaller communities (under 1,000 population) are more likely to be adversely affected.
- There was no significant change in population, employment and retail trade trends in most communities.
- Over the long run, average traffic levels on “old routes” are close to or higher than pre-bypass counts.
- Little retail flight has occurred in bypassed communities.
- Communities view their bypasses as beneficial for the most part, but also understand changes must be anticipated and addressed proactively.

### **Land Use**

The community's current land use plan adopted in 1995 anticipated the construction of a new bypass. Construction of the bypass will alter current land use patterns along the existing 151 corridor and the new bypass corridor along the southern portion of the community. Retail land use, particularly those that are auto oriented and depend on a high volume of traffic, will focus on the area adjacent to the three interchanges. This will spread to the areas along and in between the interchanges. Development on those properties having existing local frontage, such as along College Farm road south of the bypass, will follow. Development along a bypass has a tendency to leapfrog the orderly progression of the following development of the infill area in between. Because sanitary sewer is already available in the area of the new interchange at existing USH 151, this area will most likely be the first candidate for interchange development. This will be followed by the CTH D interchange which has sewer in proximity, followed by the STH 80/81 interchange.

The bypass will also have some impact on businesses along the existing USH 151 corridor. Existing traffic volumes on the corridor are expected to decline about 45% from current levels. Those businesses that are major commercial regional destinations will not be impacted. They, in fact, may draw more trips because of the reduced travel time afforded by the bypass improvements. Those businesses that depend on high traffic volumes would be the most vulnerable to reductions in business. At the same time, this would give the community an opportunity to rethink and revise the current land use plan along the USH 151 corridor with less emphasis on exclusive retail. The industrial park, which has major frontage on existing USH 151, will benefit greatly from the improved regional access to the area. There will be more pressure for the expansion of that land use near and along the bypass corridor.

A secondary effect of the bypass will be additional pressure on land development in the Town. This will include land around the interchanges, which is currently in the Town, developing without urban utility services. Additionally, there will be more pressure for residential development in the Town, as regional access is greatly improved as a result of the bypass. In particular, it will affect those areas along and south of the bypass.

### **Circulation**

The bypass should not impact traffic circulation within the community in the short term. However, as the com-

munity grows to the south, the bypass will become more heavily used for intracity trips. More local trip traffic will use the bypass to travel between destinations on the south side of the community. This is why it is important to construct a strong local street system with full connections throughout the area as it develops.

The bypass will reduce and restrict north/south access in the portion of the Town. While the major county and state roads will be continued, only one local road, Evergreen Road, will be continued with an overpass. This is not a problem in the short term. As the community continues to grow in the bypass area, it will be important to provide opportunities for additional local north/south connections so that the bypass does not act as a future community barrier.

The projections for the three interchanges indicate that traffic volumes at each of the entries leading into the community will be fairly evenly split at 4500 to 6725 trips per day. The most heavily used entry is projected to be STH 80/81. This is a change from current conditions of heaviest usage on USH 151. It is anticipated that each of the interchanges will serve a different section of the community. The western interchange at USH 151 will provide access to the industrial park and the western retail corridor. The USH 80/81 will serve as main entryway to the central portion of the community and the downtown area and the CTH D interchange will serve the university and the western portion of the community.

### **Existing USH 151 Corridor**

Traffic volumes on the existing USH 151 are expected to drop by less than half of current levels with the removal of through traffic onto the bypass. The current highway corridor is zoned retail with industrial use along the southwest. This will impact marginal businesses and those that depend on high traffic volumes. The industrial park should benefit from the bypass due to improved access and its proximity to the interchange.

The removal of through traffic on the corridor will provide an opportunity to focus the design of the corridor more on local access than through travel. This will provide an opportunity to design for safer intersections and driveway access. It will also provide an opportunity to focus the corridor right of way more on pedestrians, bicycles, and landscaping and less on the automobile.

### **Economic Development**

No significant impacts on the Central Business District (Main Street) are expected with the development of the bypass. The existing Main Street corridor will be connected to the proposed USH 151 by an interchange that will include signage to direct travelers to Main Street.

Many of the existing businesses on USH 151 are regional destinations. Businesses such as Wal-mart, Kmart and the movie theaters attract residents from the larger area, as Platteville is the largest community between Dubuque and Madison. This area will continue to be a convenient shopping destination for the region. The businesses also derive significant patronage from University of Wisconsin-Platteville activities and students, tourism promotions and City activities. Reduced congestion will improve access to these businesses. Some establishments, such as motels, fast food and gas stations, do derive business from pass-by trips along USH 151. As some of these trips will be diverted to the bypass, such businesses may experience some decrease in business. However, adverse impacts may be minimized with good signage and promotion.

The 1998 WisDOT Report also compared pre- and post-bypass traffic levels on the original routes in the study communities. The study findings indicate that medium and larger communities have relatively heavy traffic on their old routes, even after the bypass has opened. Origin-destination surveys found that traffic on the original route is locally oriented, with an average of 76 percent of all vehicles having an origin or destination within the City or surrounding area. The presence of traffic on the old routes suggests that opportunities exist for traffic-dependent retailers without having to relocate near the bypass.

Business owners in bypassed communities who participated in the study also noted that they had to address changes due to the bypass just as they address any other business issue. They had to plan, reorient to new and different

markets and adjust their business as necessary. Overall, they did not see the bypass as different from other market impacts.

The new interchange on the east side of the City will provide easy access to Platteville's industrial park. The industrial park is likely to expand in the future as the bypass improves the transportation link.

### **Wayfinding and Signage**

As development of the bypass is still in planning stages, the community has the opportunity to provide input on the signage that will be placed on the bypass to direct travelers to Platteville. The community is working with the WDOT to provide signage on the bypass identifying the unique destination of each interchange. The community is also working on establishing its own unique signage and landscaping at each interchange. Each of the three interchanges will have its own unique identity. The community is also developing a wayfinding and streetscape theme for each of the three corridors leading into the community.

### **U.W. Access**

The bypass will provide the opportunity for the University to have its own uniquely identified entry. Access to the university will be directed from the bypass at the CTH D interchange. The University is also exploring the feasibility of providing a new street connection to the campus from CTH D. This street project would be a joint City/University project and would provide the University with a direct connection to its campus entryway.

### **Emergency Services**

The City's Director of Emergency Services, Police Chief and Fire Chief had no concerns about direct impacts on their services with the development of the bypass. There was some concern expressed over induced residential development in the Town and the impact that development may have on the police department's capacity to serve the additional population. This issue is addressed in the Community and Facilities Element and the Intergovernmental Cooperation Element of the Comprehensive Plan.

### **School Buses**

The superintendent of the Platteville School District does not foresee any bypass impacts on school bus service. Bicycle/Pedestrian

WisDOT has planned for bicycle routes to be developed as the bypass is developed. New routes, which will be 10-foot wide asphalt paths for bicyclists and pedestrians, run along the south side of the new USH 151 beginning at CTH O and continuing to CTH D. The on-road route then continues north on CTH D. An underpass will also be developed east of the east interchange of the bypass to connect residents on the south side of the bypass to the existing state trail.

### **Airport**

The bypass will not have a direct effect on the municipal airport. Pressure for further commercial and industrial growth will, however, increase traffic and provide pressure to lengthen the runway and add more hangars.

### **Agricultural Impacts**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has described and analyzed the potential effects of the bypass on farm operations and agricultural resources. The predominant land use in the USH 151 corridor is agriculture. The entire bypass project will require acquisition of over 500 acres of farmland from over 50 farmland owners along the bypass route. Tables 5.2 and 5.3 illustrate the agricultural impacts on the Town

of Platteville.

Farmland owners were given the opportunity to voice their concerns regarding agricultural impacts of the bypass. Many were concerned with potential effects on both drainage and access to their farmland. Adequate drainage is necessary to a successful farming operation and landowners are concerned that drainage would be impaired, thus damaging their fields and livestock. There was also concern about runoff water containing road salt and damaging fields.

Access to property is a significant concern to a number of landowners, especially those whose land will be severed by the bypass. No access, except at interchanges will be allowed on the bypass through Platteville.

The Wisconsin Department of Transportation will begin land acquisition this fall and is working to address concerns of landowners affected by the bypass.

POLICIES AND RECOMMENDATIONS

As new roadways are constructed in the community, it is recommended that they be constructed as an interconnecting grid system. A summary of the peripheral roadway recommended system is shown in Figure 5.12.

Major Roadways

22. Interconnecting through roadways are needed on the north end of the community. This would allow both a connector between STH 81 as well as STH 80 and provide an opportunity to remedy the dead-end street system. This interconnection would also allow for STH 81 traffic to be rerouted out of the downtown area to continue north on STH 80 and connect over to STH 81 north of Town. The City and Town should begin planning now to designate land and reserve a corridor for a major east-west route to serve the City's North area between 80 and 81. The USH 151 bypass around the southern edge of the community will limit local access across the bypass and focus development within this outer edge. Access in this area will require a well-connected street system. This will require a grid of east/west and north/south collector streets that allow traffic to move quickly in this area so that the bypass is not over utilized by local traffic.

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23. The construction of a new USH 151 interchange at CTH D provides an opportunity to improve access to the university campus. It is recommended that the City, County and University explore the alignment of a new road-way configuration into the campus. Suggested alignment is shown in Figure 5.13.

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24. Provide an alternate north-south route to reduce truck traffic flow through the City on 80/81.

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25. Corridors for future east-west street serving the north area of the Town between Hwy 80 and 81.

- Keep, as is.                       Eliminate                       Modify (write below)
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26. Provide direct access from Hwy. 151 to campus.

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27. Divert truck traffic to an alternative route through the City.

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28. Improve circulation between existing Town roads on the north edge of the City and Town boundary.

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29. Provide a full grid, local road system in the area north of the new bypass and south of current USH 151.

- Keep, as is.                       Eliminate                       Modify (write below)
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30. Develop a 5-year capital improvement plan to identify priorities for the upgrading and construction of existing and new Town roads.

- Keep, as is.                       Eliminate                       Modify (write below)
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### Local Roads

As Platteville grows, local streets will need to be improved and expanded. New local roads are needed to serve new development around the edges of the City including areas around the bypass. The recommended grid system is shown on the transportation map, which will most likely be required as new areas develop. Local streets should be designed and developed to meet the goals set forth in this plan, including discouraging cul-de-sacs and encouraging through streets. They should facilitate the development of compact, contiguous neighborhoods that include linkages for pedestrians and bicyclists.

31. Discourage cul de sacs in new development, as they force traffic onto a limited number of through streets.

- Keep, as is.                       Eliminate                       Modify (write below)
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### Downtown

#### *Main Street*

Based on early recommendations in the planning process, Platteville undertook a Downtown Streetscape Plan soon after the comprehensive planning process began. The focus of the plan recommendations was to improve circulation in the downtown area. One of the steering committee streetscape recommendations endorsed the con-version of a one-way Main Street to a two-way street. Recently, the Platteville City Council approved the rein-statement of two-way traffic on Main Street on a trial basis.

32. Determine needs for additional downtown parking through a parking study of the downtown area.

- Keep, as is.                       Eliminate                       Modify (write below)
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#### *Intersection Improvements*

Several intersections in the downtown area are in need of improvement due to the large number of turning movements, deteriorated infrastructure, and lack of definition and channelization. The elimination of the Main Street one-way street system will improve traffic conditions on Pine at Walnut and Water Street by reducing the number of turning movements. Both of these intersections should be reviewed for channelization improvements to enhance this condition. The intersection of Main and Water Street will experience heavier turning movements, and should be evaluated for improvements to facilitate those movements by enhancing channelization. The inter-section of E. Furnace and Water should by reconfigured to promote through movements, particularly as the long-term plan calls

for redirecting STH 81 along this corridor. Figure 5.16 details these improvements. Other recommendations include:

33. Use streetscaping and signage to provide a visual link between the downtown and campus and the downtown and McGregor Plaza.

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34. Continue to explore ways to limit and eradicate traffic problems at key intersections (blind intersections, poor signage).

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35. Ensure that all pedestrian crossways are safe.

- Keep, as is.                       Eliminate                       Modify (write below)
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36. Include aesthetic improvements, including trees, pedestrian scale lighting, landscaping, benches, etc...on major reconstruction projects on arterial and collector streets and including parking areas.

- Keep, as is.                       Eliminate                       Modify (write below)
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### Bicycle and Pedestrian Facilities

A major goal of the community is to improve both bicycle and pedestrian access throughout the City and Town. Figure 5.10 provides a framework for a connected system of bicycle routes. The framework plan is intended to provide access by bicycle and walking paths to the City and Town's community areas, including parks, schools, campus and the downtown. The map identifies general routes; however, a more detailed plan should be undertaken as a follow-up planning activity. This plan would focus on establishing a system of interconnected bikeways and pedestrian paths in the undeveloped portion of the community that would take advantage of some of the natural greenway corridors and physical features of the area. A summary of the bikeway recommendations is shown in Figure 5.12.

37. Complete Phase 2 and 3 of the Platteville bike route with the connection of the Rountree Branch Trail to the DNR Trail.

Keep, as is.                       Eliminate                       Modify (write below)

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38. Complete proposed connection from the DNR Trail to Mound View Park.

Keep, as is.                       Eliminate                       Modify (write below)

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Plan and implement a comprehensive network of bicycle routes and pedestrian routes linked to those already in place or proposed for development.     Keep, as is.                       Eliminate

Modify (write below)

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39. Encourage dedication of easements and rights-of-way for the trail system for biking and walking.

Keep, as is.                       Eliminate                       Modify (write below)

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40. Encourage new development to include bicycle and pedestrian ways for connecting residential areas to the downtown, parks, schools and other public facilities.

Keep, as is.                       Eliminate                       Modify (write below)

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41. Review all proposed developments for attention to bike and pedestrian connections.

Keep, as is.                       Eliminate                       Modify (write below)

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42. Improve intersections downtown (pedestrian friendly crosswalks, vehicular circulation improvements).

Keep, as is.                       Eliminate                       Modify (write below)

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43. Encourage flexibility in transportation by providing paved road shoulders to accommodate bicycles on main routes and consider paved shoulders on other routes as well.

- Keep, as is.                       Eliminate                       Modify (write below)
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44. Provide striping of bike lanes on heavily traveled collector streets and Town roads, especially those used by bicyclists and pedestrians.

- Keep, as is.                       Eliminate                       Modify (write below)
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45. Develop a user-friendly map illustrating bike and pedestrian trails and routes throughout the City and Town.

- Keep, as is.                       Eliminate                       Modify (write below)
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#### Wayfinding/Signage/Streetscaping

Wayfinding will provide an important link from the new bypass to the community. Each of the three interchanges will have a unique identity that should be represented at the respective interchanges. The identity of each of the interchanges is shown in Figure 5.13. Signage, monumentation and streetscaping as shown in Figure 5.15 can reinforce this identity. Streetscape plans are also recommended for each of the major corridors leading into the community. This includes existing USH 151, CTH D and STH 80/81.

In addition to the bypass area, a stronger link between the campus and the downtown area should be implemented through a streetscaping and signage program. The following recommendations from the recently completed Downtown Streetscape Plan should be implemented to reinforce this linkage.

46. Create a consistent and unifying community theme to be used on wayfinding and entryway signage.

- Keep, as is.                       Eliminate                       Modify (write below)
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47. Establish a comprehensive community-wide wayfinding signage system to direct travelers and residents toward area destinations.

- Keep, as is.                       Eliminate                       Modify (write below)
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48. Enhance the visual quality of gateway corridors to the City and to the University.

- Keep, as is.                       Eliminate                       Modify (write below)
- 

49. Provide distinct entryways at each of the three new 151 bypass interchanges.

- Keep, as is.                       Eliminate                       Modify (write below)
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### Business 151

The existing corridor provides access to the industrial park and major retail businesses. The current roadway varies in width and lanes and has a relatively wide right-of-way. Because of the extensive driveway cuts along sections of this corridor, it is recommended that sections of roadway contain one through lane in each direction in combination with a middle continuous left turn lane (TWTL). As a result of reduced traffic volumes and wide right-of-way, other sections of roadway can be complemented with a landscaped boulevard. A representation of how this section would look with streetscaping and lighting can be found in Figure 5.14.

### STH 80/81

This corridor would become the major entryway into the downtown area. It is also the section of roadway that has the least amount of development and driveway cuts. Based on traffic projections, this section of corridor can remain as a two-lane roadway. However, as a major community entryway, it is recommended that the section of roadway leading into the downtown area be constructed with a median as shown in Figure 5.14A.

### CTH D

This corridor will become the major link to the university campus. In addition to the recommendation regarding realignment of the corridor into the campus, which is shown in Figure 5.13, it is also recommended that the street section contain a boulevard with parking. A typical cross section of this corridor is shown in Figure 5.14A.

### USH 151 Bypass

As part of the improvements to the new bypass, it is recommended that the City of Platteville work with WDOT on establishing a unique highway guide system that allows for unique graphical representation and identification of the major interchanges. This system would allow for graphical representation of the University, downtown, and Industrial Park areas in addition to lettered signage.

Good signage is critical to moving residents and visitors through communities. Signs must be large enough to see and well placed to direct visitors to their destinations. It is recommended that the City establish a signage system to help direct traffic to the major features in the community in a consistent fashion along the local street system.

### Access Restrictions

In order to maintain the viability of the major corridors within the community, the City should adopt a policy and plan for restricting access onto these corridors. Such a plan would limit the number of access points and encourage landowners to share access points and provide interconnecting access between various land uses. Access restriction of the two corridors leading into the area from the USH 151 Bypass is of particular concern. It is recommended that limited access be placed along STH 81/81 and CTH D.

Speed Limits

It is recommended that the speed limits on the existing major corridors between the community and the new bypass be reduced. This includes CTH D, STH 80/81, USH 151 and Eastside Road. The speed limits on these corridors should be reduced to a maximum speed of 35 to 45 mph, as shown in Figure 5.6, which is a reasonable speed for a major urban corridor.

Parking

Parking restrictions should also be placed on the major roadways in the area between the bypass and the existing highway corridor. This includes STH 80/81, CTH D/USH 151, and USH 151.

Town Planning

As further development occurs in the Town, ensuring the orderly layout and use of land is critical. The adoption of a Land Division Ordinance will encourage the most appropriate use of land throughout the Town and will ensure that the goals set forth in this plan will be followed. The Town should develop and adopt a Land Division Ordinance to include specific standards for: land suitability for development, information required for land divisions, procedures for Town review and hearing, application fees, and penalties.

The adoption of a Town Driveway Ordinance will regulate the establishment, construction, improvement and modification of any Town driveway to assure that the site will be consistent with the goals of the Town. The Town should also develop and adopt a Driveway Ordinance to include procedures for driveway permits and specifications for the construction of driveways.

Other

50. Continue to support public transit, such as taxi and elderly/disabled service throughout the City and Town.

- Keep, as is.                       Eliminate                       Modify (write below)
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51. Preserve sufficient space around the Airport so it continues to meet FAA standards and operates safely.

- Keep, as is.                       Eliminate                       Modify (write below)
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52. Identify areas that will improve the operation of the Airport.

- Keep, as is.                       Eliminate                       Modify (write below)
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