

## 3 TRANSPORTATION

### 3.4 Goals and Objectives

**Goal 1: Provide an integrated, safe and efficient transportation system.**

Objectives

- a. By designing the transportation network to be interconnected both within new developments and with existing streets to the extent possible so that traffic load on residential streets is equitable, car trip distances are minimized, and walking and biking are convenient.
- b. By coordinating with regional and state agencies to facilitate efficient and cooperative planning, design, operation, and maintenance of transportation facilities and programs.
- c. By ensuring that safety features are incorporated into the design of all transportation facilities, including automobile, pedestrian, bicycle and transit-related facilities.
- d. By planning, budgeting, and researching alternative funding methods for improvements at dangerous intersections, corners, and roadways within the next five (5) years.
- e. By promoting safe neighborhood streets by discouraging high volumes and speeds of through traffic.
- f. By providing adequate levels of accessibility and mobility for the efficient movement of people, goods, and services within the region.
- g. By planning for nodal developments, which consist of mixed-use residential, commercial and employment centers, in areas identified for such development as described in the State Highway 16 Plan.
- h. By planning for pedestrian, bicycle and transit-supportive land use patterns and development, including higher intensity developments along major roads (e.g., STH 16); medium- and high-density residential development within one-quarter mile of potential transit stations, major corridors, employment centers, and the downtown; and development and redevelopment in designated areas that are or could be well served by transit.

**Goal 2: Encourage accessible pedestrian and bicycle facility networks in Onalaska and promote these as viable transportation options.**

Objectives

- a. Increase opportunities for safe and efficient pedestrian and bicycle travel throughout the City by:
  - 1) Expanding the routes within the City and connecting to existing or future routes in new neighborhoods and adjacent communities (Holmen, the Town of Onalaska, La Crosse, the Great River Trail, etc);
  - 2) Identifying and resolving missing links, both on-street and off-street, so that systems are complete;
  - 3) Providing and enhancing bike lanes on collector and arterial streets;
  - 4) Installing sidewalks on school routes and collector streets;
  - 5) Not allowing future street closures or right-of-way easement vacations where bicycle or pedestrian access might be appropriate in the future.
- b. By promoting the social, health, environmental and economic benefits of bicycling, walking, in-line skating and other forms of pedestrian recreation/transportation.
- c. By providing bicycle system support facilities such as bicycle parking, etc.
- d. By promoting building and parking lot design that make commercial areas pedestrian-friendly and thus more walkable.
- e. By continuing to officially map future bicycle and pedestrian routes.

**Goal 3: Create an environmentally responsible transportation system**

Objectives

- a. By utilizing Best Management Practices for all transportation construction projects to reduce air, water and noise impacts.
- b. By working to reduce the number of single occupancy vehicle trips.

**Goal 4: Provide an attractively designed transportation system.**

Objectives

- a. By maintaining or elevating the quality of street design so that streets are more attractive and inviting for pedestrians, bicyclists, drivers, and transit riders. Streets and right-of-ways are the single largest visible public spaces in the City and should

be planned and developed in an aesthetically pleasing way. This may involve using landscaping, colored pavements, attractive lighting, public art and/or site furniture in transportation corridors.

- b. By ensuring that the gateways to the City are attractively designed, such as the entrance to the City at the I-90 and STH 16 interchange.
- c. By using qualified and creative engineers to provide interesting structural solutions to transportation designs.
- d. By encouraging boulevard treatments on major collectors and arterials.

**Goal 5: Support transportation strategies that improve Onalaska’s economic vitality.**

Objectives

- a. By creating a transportation system that encourages new businesses to locate in the City and helps existing businesses to succeed.
- b. By supporting reasonable, reliable and safe travel ways for freight and goods movement in the City and region.

**Goal 6: Ensure affordable transportation.**

Objectives

- a. By operating and maintaining transportation facilities in a way that reduces the need for expensive future repairs.
- b. By requiring developers to pay the costs of transportation improvements that result with new development. In locations where multiple developments generate traffic, portion the payments based on trip generation. Also, include bicycle, pedestrian and transit improvement costs.
- c. By working with neighboring jurisdictions to coordinate the planning and operation of transportation facilities, such as the Onalaska/Holmen Shared Ride Taxi and the partnership with the La Crosse Metropolitan Transit Utility for bus services.

**3.5 Policies and Recommendations**

Transportation Circulation

- 1) Continue to upgrade and improve classified streets and highways as shown on the Transportation Map as conditions warrant to meet demand and accommodate

growth and development.

- 2) In coordination with the WisDOT, identify areas that should be reserved for future interchange construction, relocations and expansions.
- 3) Continue to work cooperatively with the City of La Crosse, Village of Holmen, Town of Onalaska, La Crosse County, State of Wisconsin, and the La Crosse Area Planning Committee on transportation issues. Specifically, submit City plans, development plans and consider their plans when creating Onalaska transportation plans.
- 4) Promote “interior” circulation within commercial districts and business parks in interchange areas to reduce the amount of local traffic using major arterials. Additionally, minimize the number of driveways and access points in the vicinity of interchanges and major intersections.
- 5) Discourage the use of cul-de-sacs and dead-end streets when through-streets are possible. Cul-de-sacs may be necessary where the natural topography requires them, especially in the coulee areas.
- 6) Improve the STH 35 and Riders Club Road intersection by adding a left turn lane, wider paved area and including stripes for turn lanes.
- 7) Work with WisDOT to conduct a traffic count along 3<sup>rd</sup> and 4<sup>th</sup> Avenues to determine whether they should be reclassified as collector streets. There are high traffic volumes on these streets as they are being used instead of STH 35.
- 8) Where right-of-way exists adjacent to vacant land, continue right-of-way to preserve a network of local streets.
- 9) When redevelopment occurs along major arterials, require improvements to internal circulation by retrofitting parking areas with improved, well landscaped perimeter drives that may serve as frontage roads.
- 10) When development proposals are submitted, potential off site impacts to State or County highways shall be evaluated. Work with WisDOT or La Crosse County in identifying needs and costs for improvements and require developers to pay a fair share proportion of costs.

*Residential Neighborhood Traffic Control*

- 11) Discourage through traffic on local neighborhood streets by the prohibition of truck traffic, restricted turns at intersections, and enforcing existing residential neighborhood speed limits by ticketing, increasing police patrol and/or using digital speed displays.
- 12) Continue to promote street trees, which add to neighborhood aesthetics, help

slow traffic, and provide a barrier between the pedestrian and the street.

Parking

- 13) Enforce the parking provisions of the traffic chapter of Onalaska's Zoning Code. Additionally, continue to consider new parking maximums to reduce parking lot size, which can enhance pedestrian access and contribute to a more attractive look to an area.
- 14) Where appropriate in infill developments, encourage commercial re-developments to locate parking in the rear of the building, or the interior of the street face.
- 15) For existing commercial buildings with parking in front, require attractive screening.
- 16) Amend the zoning ordinance to address parking and building placement and specifically to allow no more than 50% of parking to be located in the front of large commercial buildings (e.g. "Big Box Retail"). The remainder of the parking should be dispersed around the side or rear of the building or in an interior parking area between buildings.
- 17) Minimize the amount of land used for parking by allowing on-street parking to count toward parking requirements along Main Street and other appropriate areas. Shared parking should also be encouraged in these areas.

Public Transit

- 18) Continue to coordinate paratransit with the Onalaska/Holmen Shared Ride Taxi and the La Crosse Metropolitan Transit Utility. Look for ways to increase ridership through altered service and public outreach. Smaller buses may be necessary on some routes with low ridership levels.
- 19) Explore opportunities for transit-oriented design, especially during reconstruction of STH 16 and in other appropriate locations.
- 20) Locate bus shelters near grocery stores and other retailers frequented by transit riders. Also, consider additional bus stops to minimize the distance transit riders must walk along STH 16 and other commercial areas.
- 21) Continue to support MTU's "Bikes on Buses" program.

Pedestrian and Bicycle Circulation

- 22) Develop safe commuter and recreational bikeways in Onalaska that connect residential areas to businesses, schools, commercial areas, the Great River Trail

and the La Crosse River Trail.

- 23) Incorporate wayfinding signage to access the downtown riverfront area, the Great River Trail and the La Crosse River Trail.
- 24) Include the requirements of pedestrian and bicycle traffic in the design and timing of traffic control devices along Main Street, designated bicycle routes, STH 16/Valley View Mall Area and other areas frequented by pedestrians and bicyclists.
- 25) Encourage major employers, institutions, and businesses to provide safe and accessible bicycle parking and daytime storage.
- 26) Follow the City Sidewalk plan to ensure a well-planned network of sidewalks throughout the community. Priority should be given to fixing the discontinuous sidewalk system identified in the State Highway 16 plan and constructing sidewalks/bike trails along STH 16 itself.
- 27) Assess the costs and benefits of constructing a pedestrian/bicycle overpass over Interstate 90 near the Gundersen Clinic.
- 28) Start a “Safe Routes to School” program in Onalaska.

Transportation Safety

- 29) Consider amending zoning codes to allow for narrower streets, which can reduce traffic speeds and add to a “neighborhood” feel. Local streets are currently required to be 36 feet wide (pavement width); streets in designated Traditional Neighborhood Developments (TND’s) may be narrower. Consider allowing narrower pavement width in non-TND areas, provided streets are wide enough for emergency vehicles and public works access.
- 30) Properly maintain street trees, landscaping, signage, roads, etc. to ensure adequate visibility and safety.
- 31) Improve traffic safety by requiring transitions between different transportation modes, such as; crosswalks, bike crossings, traffic calming measures and/or appropriate signage. These transitions could also include colored pavers for crosswalks.
- 32) Study the dangerous intersections identified on page X and designate funding for improving these intersections in the Capital Improvement Program.
- 33) Continue to monitor the urban deer problem as it relates to traffic accidents. If the problem worsens, utilize the City’s draft Urban Deer Management Report and work with the Wisconsin Department of Natural Resources to find a solution.

Transportation and the Environment

- 34) Encourage park-and-rides, ride-sharing initiatives, bike-to-work and bike-to-school week and improved pedestrian/bicycle facilities. Work with major employers in the area, such as Gundersen Clinic, etc. to implement these programs.
- 35) Whenever possible, avoid constructing transportation facilities that affect environmentally sensitive areas, such as the bluffs and wetlands. Consult the Sensitive Environmental Resources Map when making transportation development decisions.

Transportation and Aesthetics

- 36) Build transportation facilities that reflect the scale of the surrounding neighborhood.
- 37) Adopt design guidelines to help determine what future transportation design should look like. As transportation corridors, including STH 16, are redeveloped, design features such as sidewalks, benches, pedestrian scale light fixtures, banners and landscaping should be implemented.
- 38) Discourage strip commercial development along arterials. Promote nodal mixed use development patterns with good internal multimodal transportation accommodations.