



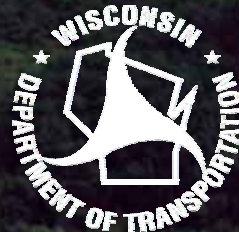
STH 26 CORRIDOR PLAN

2001-2003

*Rock, Jefferson, Dodge
Counties*

Corridor Planning: “Thinking Beyond the Pavement”

Darren Fortney, AICP
Short Elliott Hendrickson (SEH)



Presentation Overview

- STH 26 Corridor Plan
 - General Overview
 - New Highway Bypasses and Interchanges
 - Economic Implications

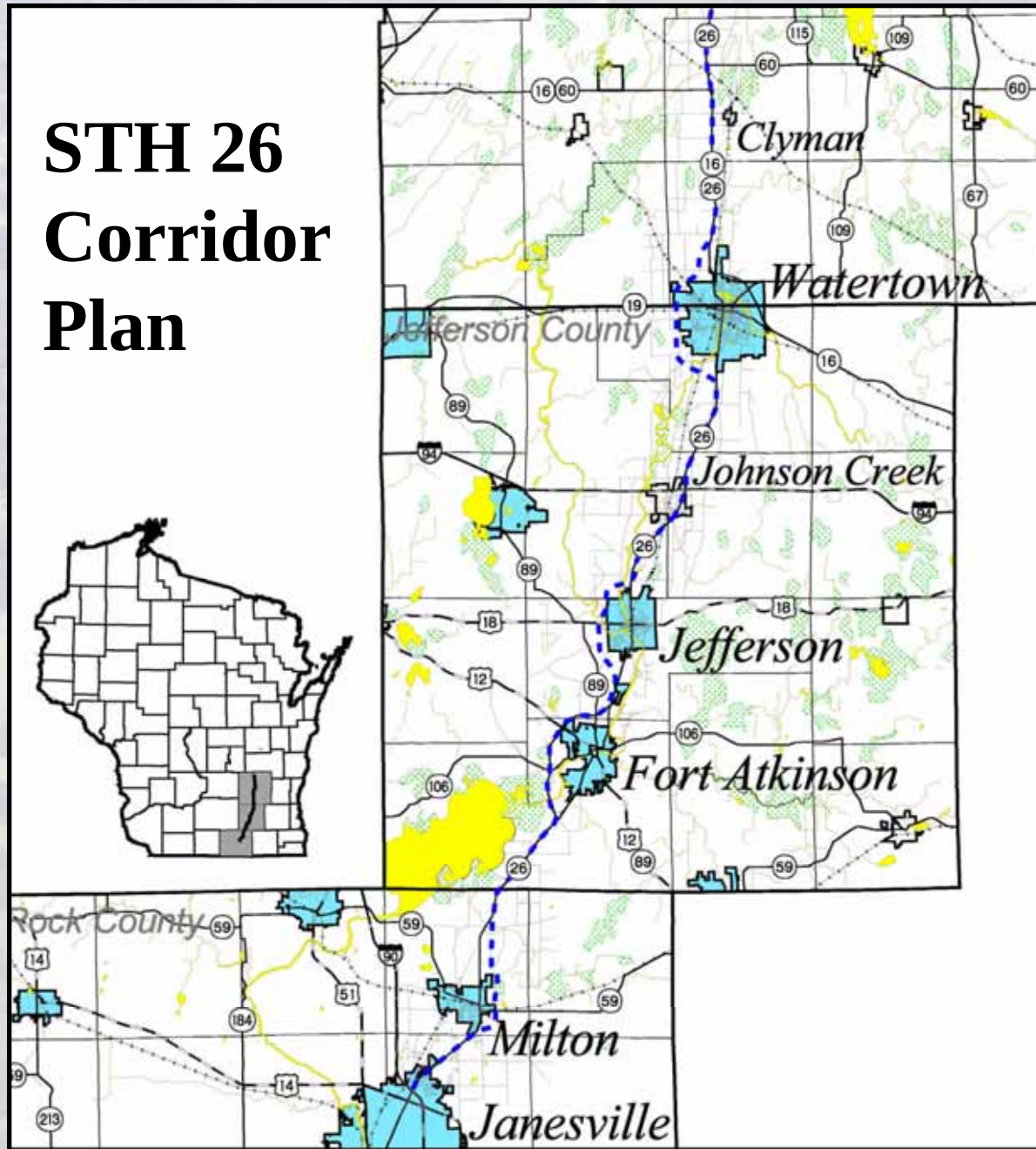
How It All Started...

- STH 26 EIS
 - 48 miles
 - 2 to 4-lane expansion
 - 3 new bypasses
 - Programmed for construction between
2008 - 2015

Planning On Heels of EIS...

- STH 26 Corridor Plan
 - 3 counties, 25 local units of government
 - Assist communities with implications of upcoming highway expansion, new bypasses, and interchanges

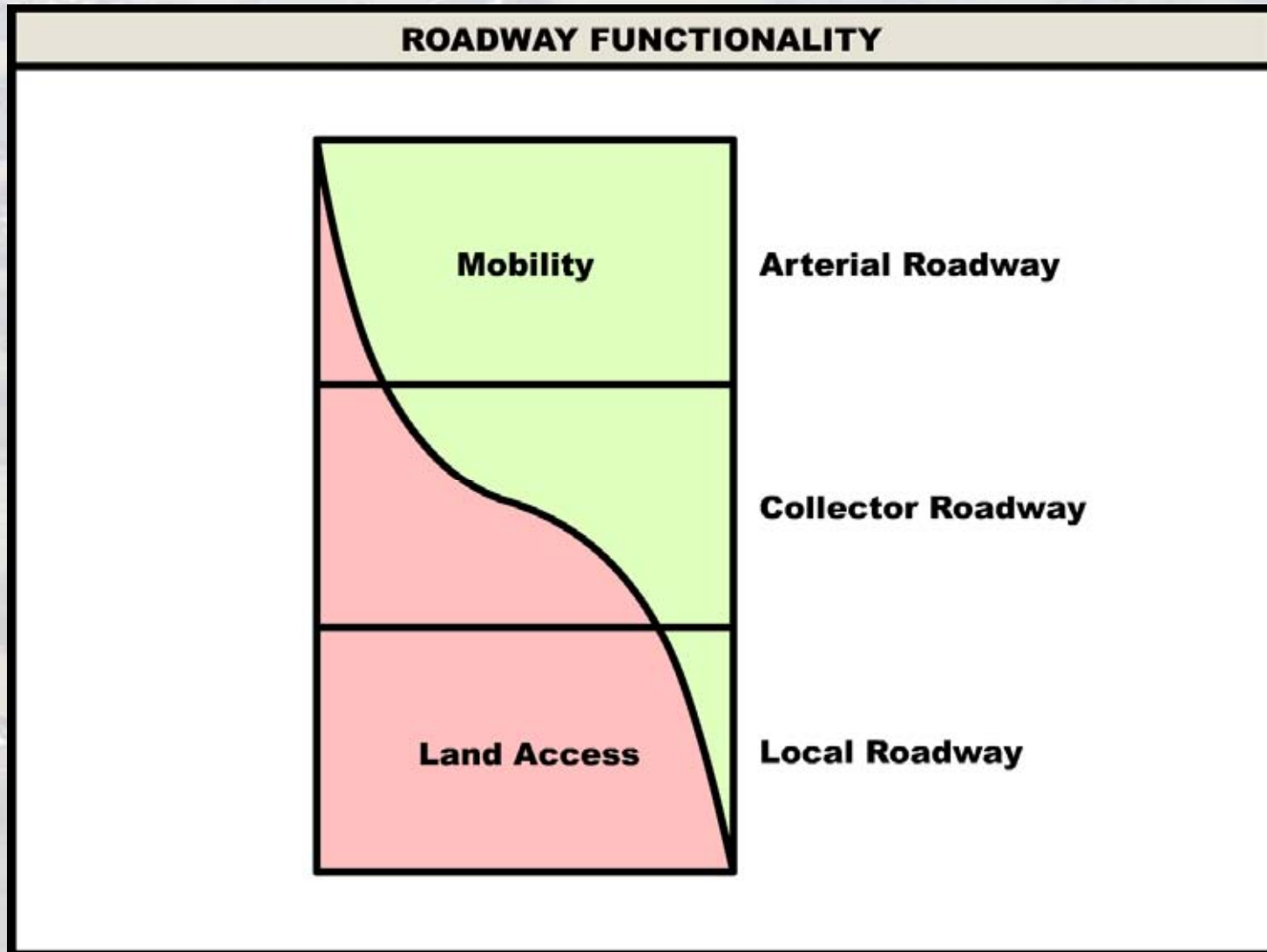
STH 26 Corridor Plan



Corridor Planning & Access Management

- Development of Highway Bypasses
 - Highest level of access management
 - Not a lot of access to manage because there is no access (freeway)
 - Macro-level implications do exist however!
- Presentation will focus on land use and economic implications of new highway bypasses and interchanges

Need for Highway Bypasses



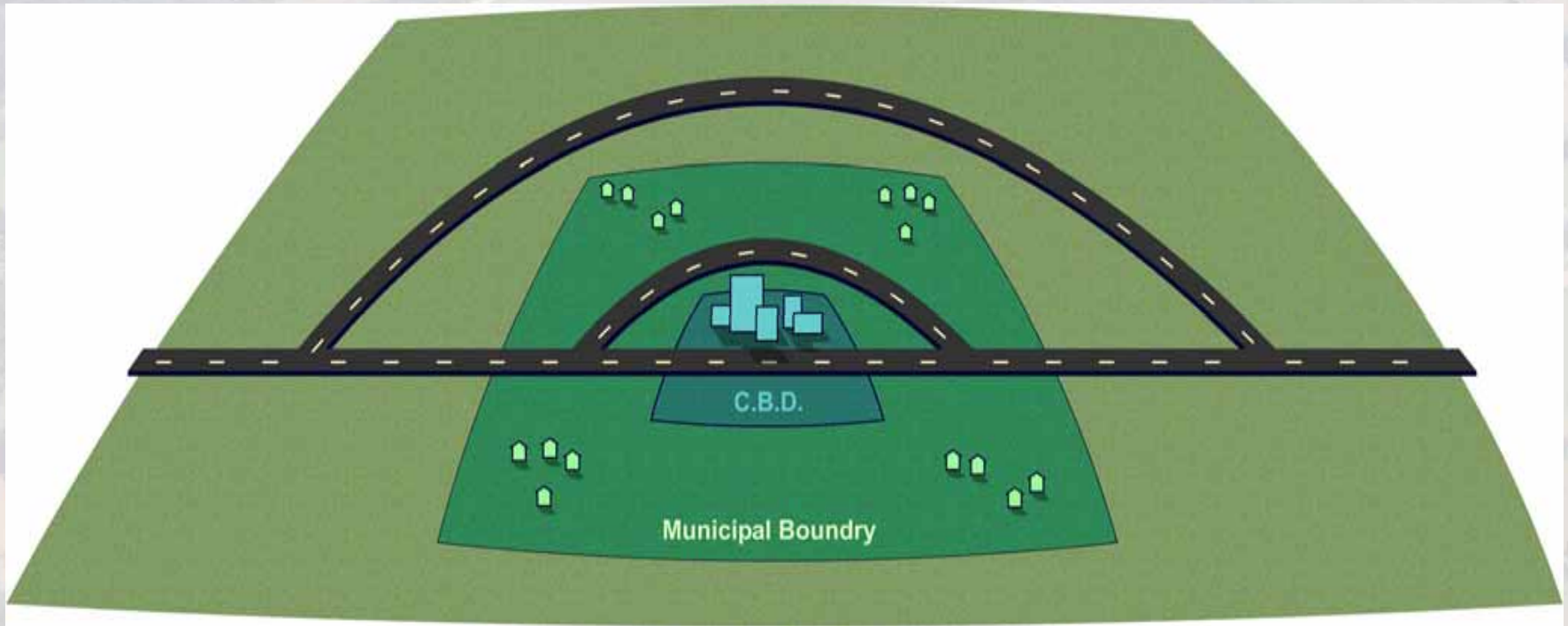
Need for Highway Bypasses



Highway Bypasses

- Two types
 - CBD bypass
 - Community bypass
 - STH 26 bypasses
 - Local & Regional Implications

Types of Highway Bypasses



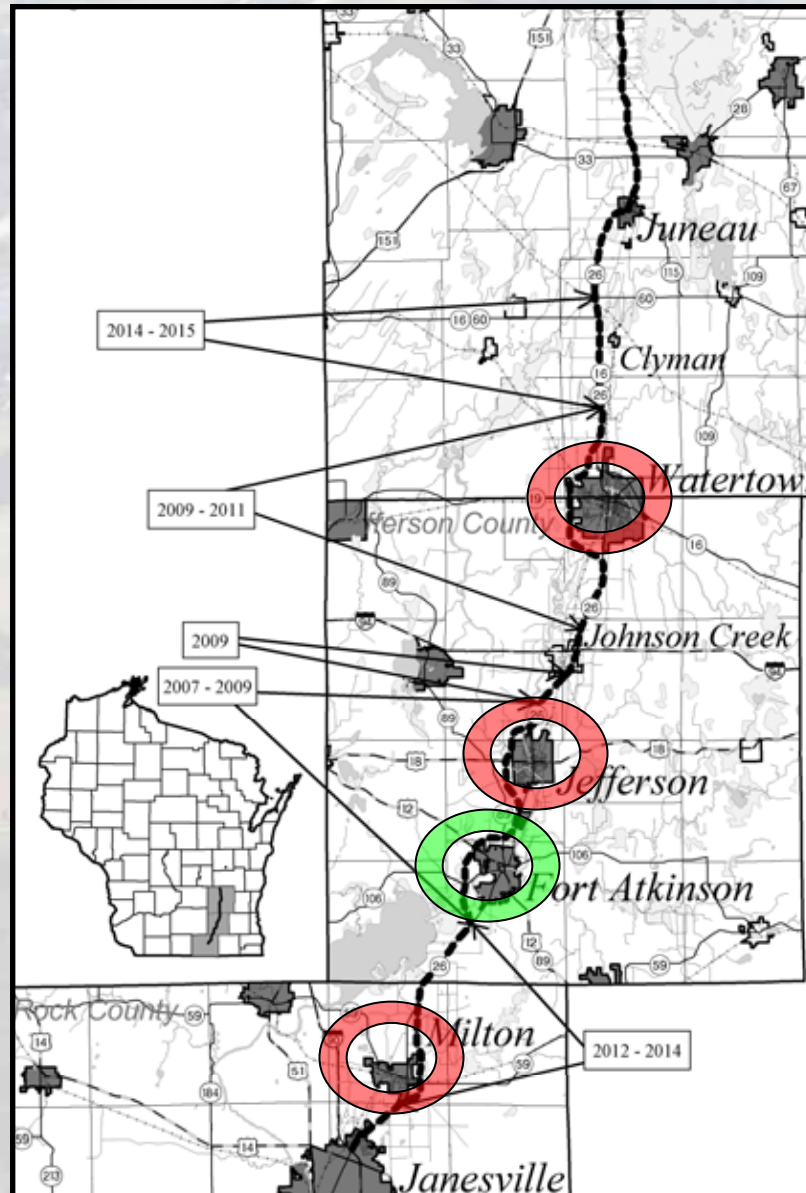
Highway Bypasses



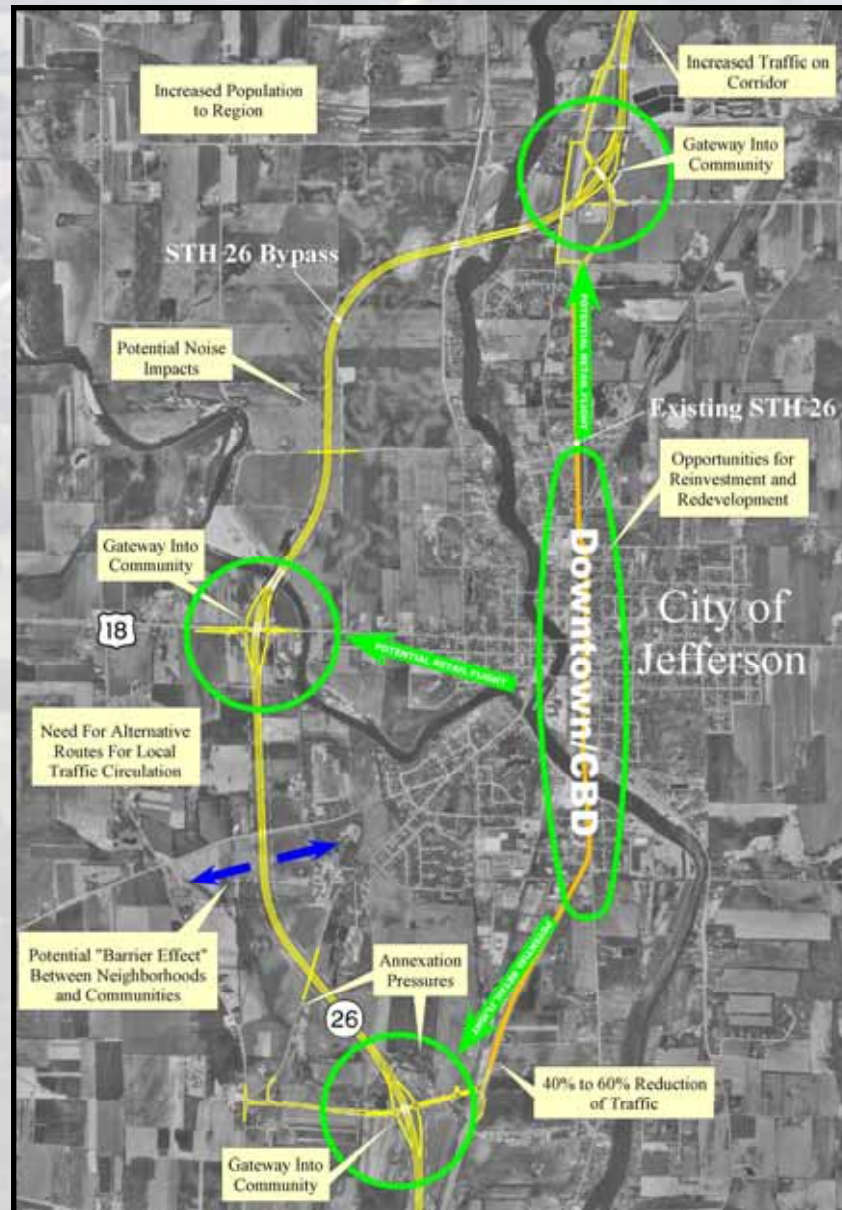
Highway Bypasses

- Maintain function & mobility of highway system
- Limited-access facility (freeway with only access at interchanges)
 - Access management from a regional perspective
- New highway bypasses on STH 26 corridor:
 - Milton
 - Jefferson
 - Watertown
 - Fort Atkinson

Highway Bypasses



Bypass Implications



Highway Bypasses

Implications:

- Multiple jurisdictions affected (municipalities and towns)
- Development pressure near interchanges
- Potential for retail flight from CBD
- Local traffic circulation alterations

Highway Bypasses

Implications:

- Through traffic on existing routes typically reduced 40-60% (initially)
- Existing businesses may need to adapt to changing local markets and development pressure
- Municipalities & chamber of commerce need to work with businesses

WisDOT Research

1997- “The Economic Impacts of Highway Bypasses on Communities”

- Little impact on overall economic activity (however may include intra-community fluctuations)
- Communities <2,000 greater potential for adverse impacts

WisDOT Research

1997- “The Economic Impacts of Highway Bypasses on Communities”

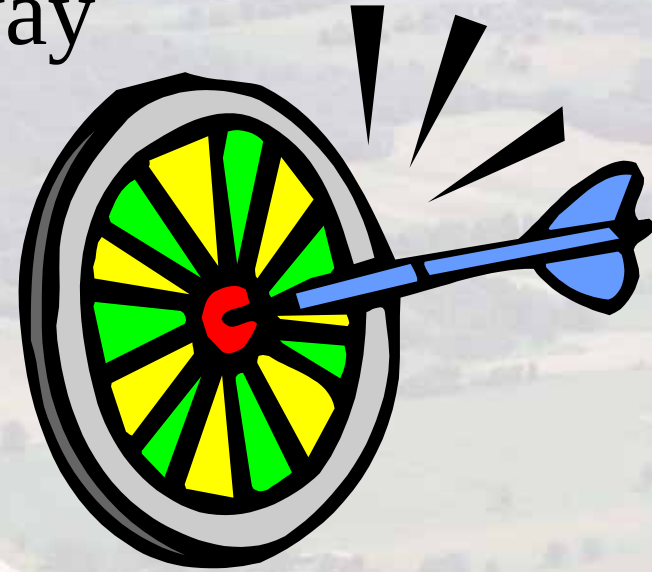
- In medium and large communities, traffic on old routes was comparable to existing conditions suggesting cont'd economic activity (local traffic increases)
- Overall communities perceive bypasses as beneficial but individual businesses may need special assistance (education, marketing, restructuring)

Highway Interchanges

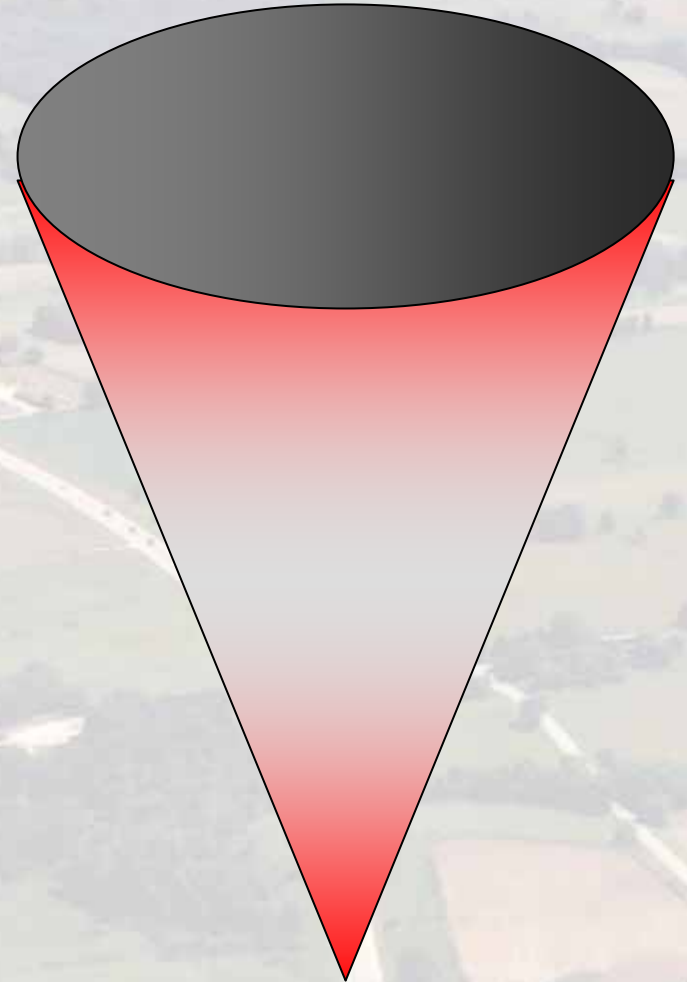


Highway Interchanges

- Provide both highway/highway and highway/community connections
- Quite complex and target of attention
- Require proactive management, planning, & preservation



Interchanges Act As “Magnets” & “Funnels”



Madison, WI – 1970 Beltline

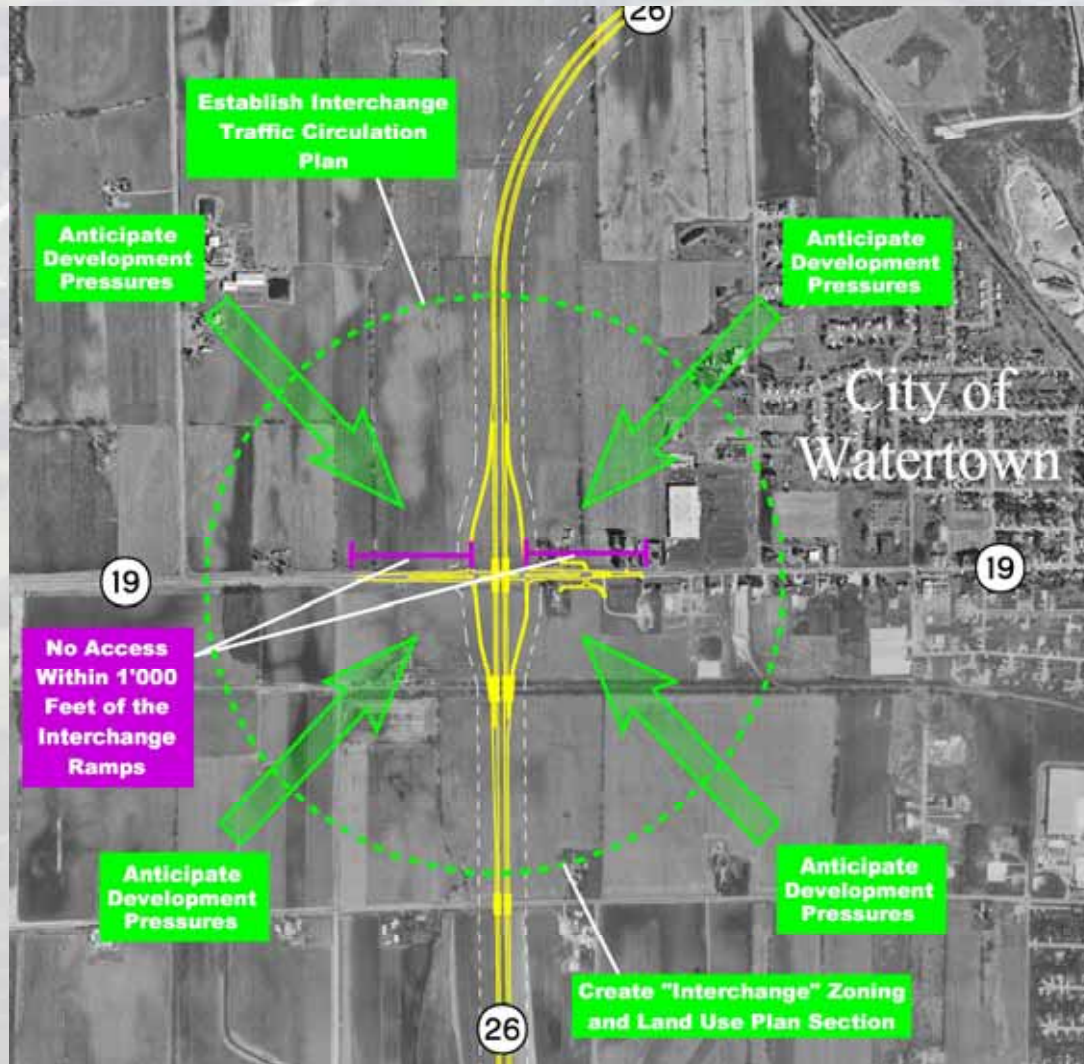


WEST TOWNE SHOPPING CENTER
Mineral Pt. & Gammon Rds., Madison, Wis.
STONE & ROBINSON Assoc. Inc.
Consulting Engineers
Photo No. 3600C August 28, 1970
Photo Copy Service, Verona, Wis. 53593

City of Watertown Bypass & Interchanges



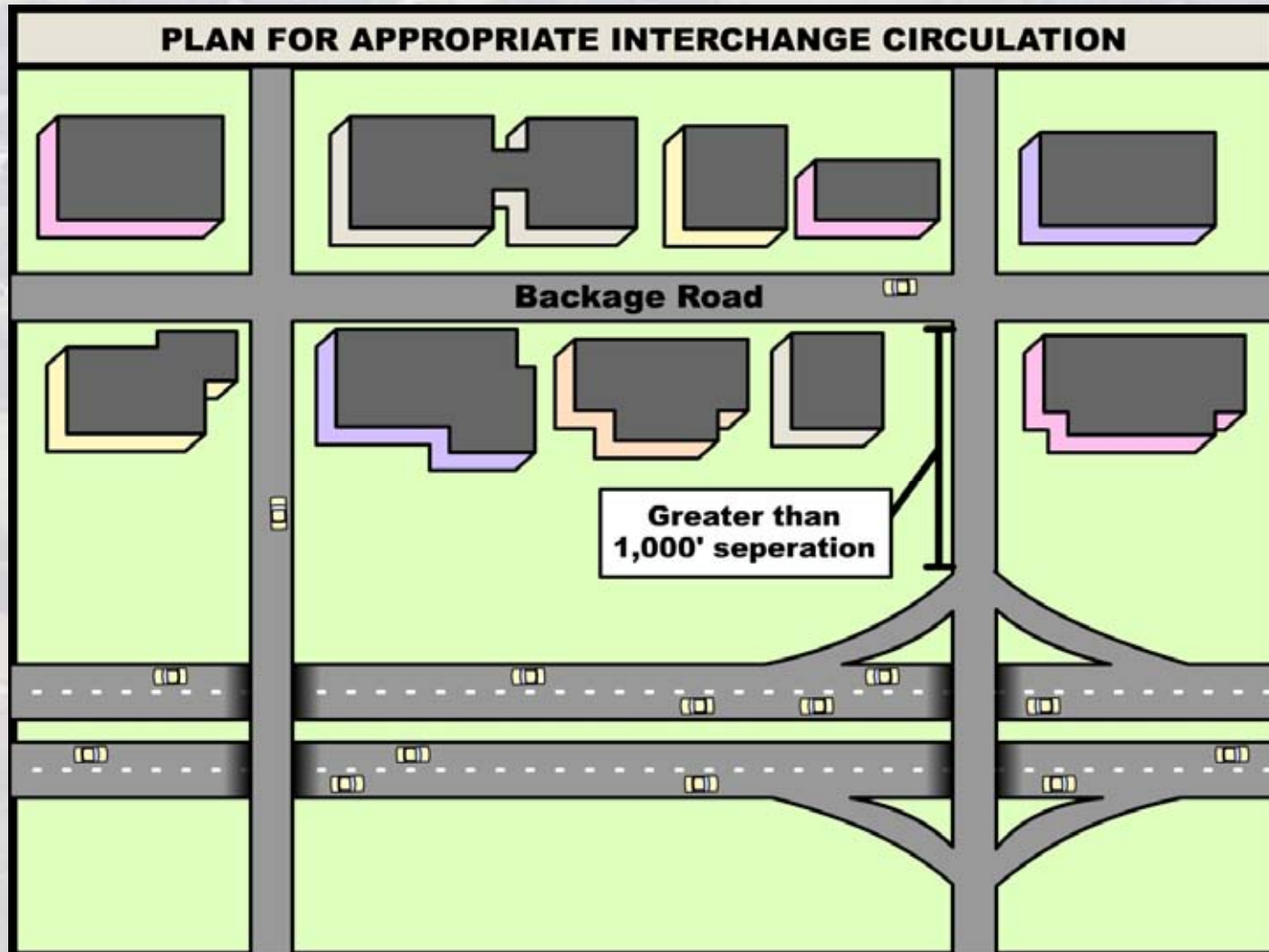
Plan for “Access Within the Access”



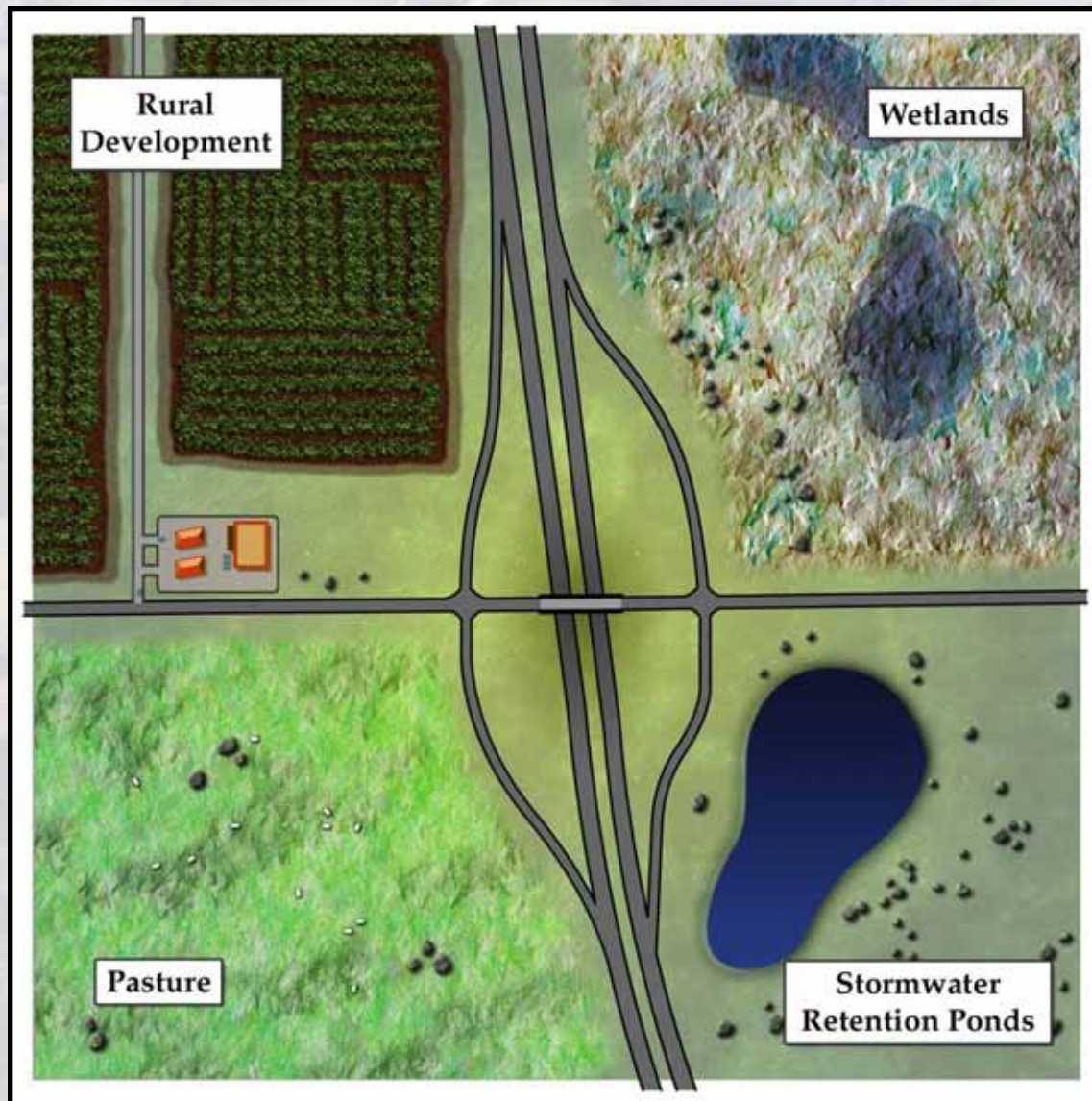
Unplanned Highway Interchange



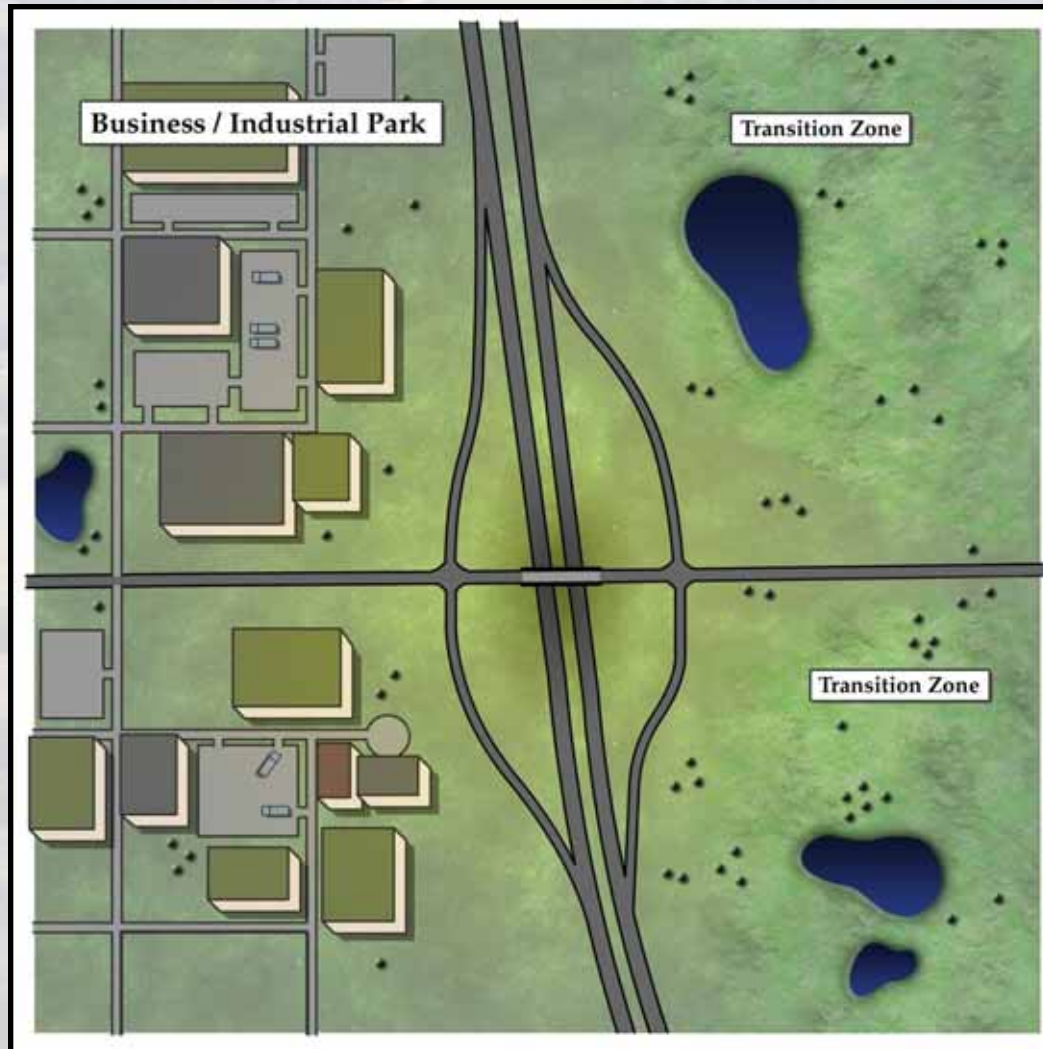
Planned Interchange Development



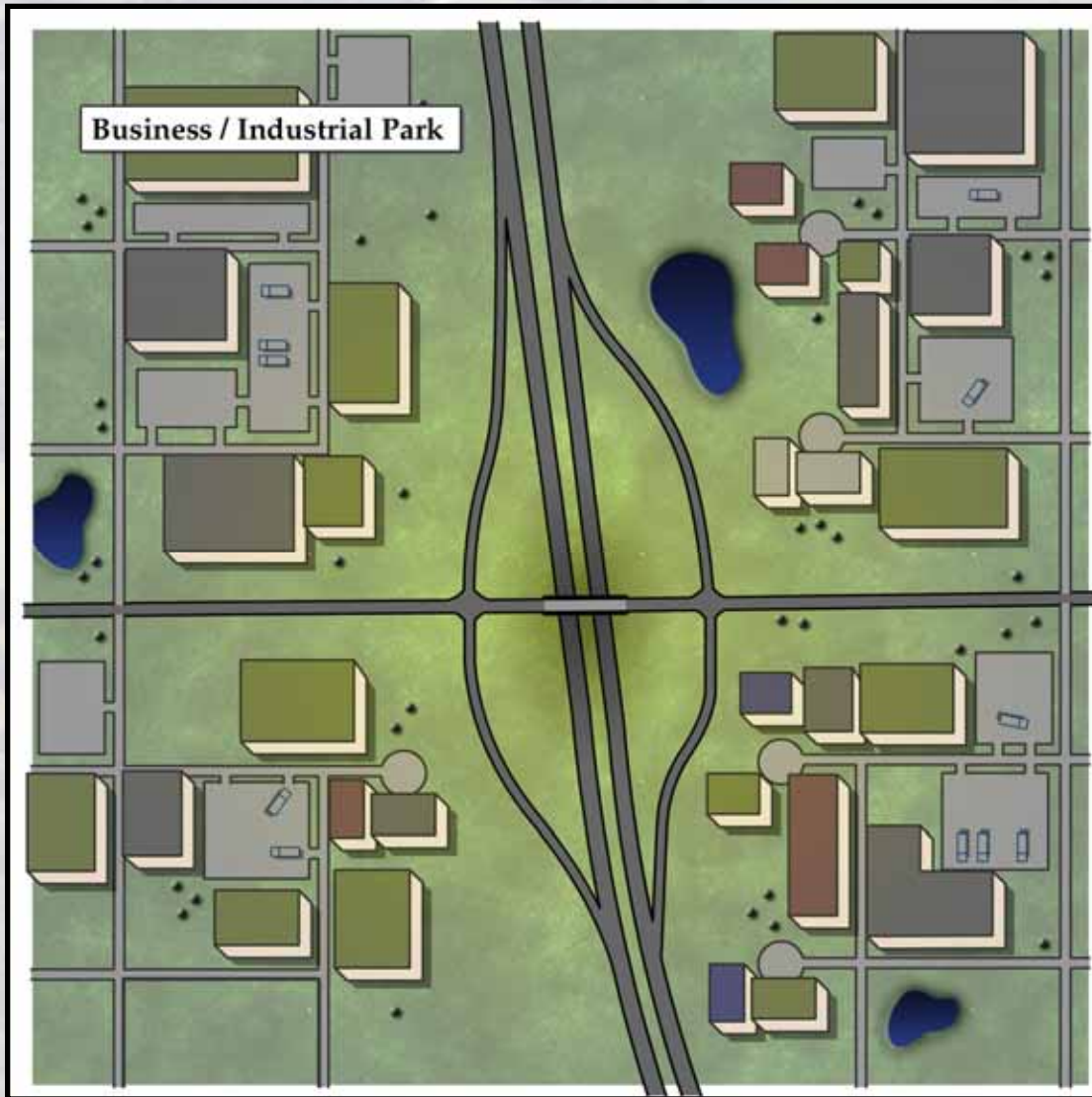
Rural Interchange Development



“1½ & 1½” Interchange Development



Industrial/Business Park Interchanges



Highway Bypass & Interchange Implications

- Comprehensive Plan and Ordinances
 - Plan/ordinances need to be updated
 - Proactive v. Reactive
- Consider community economic development goals
 - Highway dependent v. highway nondependent development
- Reduced through-traffic on existing route may yield new economic markets

Land Use Implications of Highway Bypasses & Interchanges

- Change
- Challenges
- Opportunities



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