Corridor Planning: “Thinking Beyond the Pavement”

Darren Fortney, AICP
Short Elliott 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

<table>
<thead>
<tr>
<th>ROADWAY FUNCTIONALITY</th>
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<tbody>
<tr>
<td>Mobility</td>
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<tr>
<td>Arterial Roadway</td>
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<td>Collector Roadway</td>
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<td>Land Access</td>
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<td>Local Roadway</td>
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Need for Highway Bypasses
Highway Bypasses

• Two types
  – CBD bypass
  – Community bypass
    – STH 26 bypasses
    – Local & Regional Implications
Types of 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

- Increased Population to Region
- Gateway Into Community
- Increased Traffic on Corridor
- Gateway Into Community
- Opportunities for Reinvestment and Redevelopment
- Downtown Jefferson
- Need for Alternative Routes for Local Traffic Circulation
- Potential Noise Impacts
- Annexation Pressures
- Potential "Barrier Effect" Between Neighborhoods and Communities
- 40% to 60% Reduction in Traffic
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
Plan for
“Access Within the Access”
Unplanned Highway Interchange
Planned Interchange Development

PLAN FOR APPROPRIATE INTERCHANGE CIRCULATION

Greater than 1,000' separation
Rural Interchange Development
“½ & ½” Interchange Development

[Diagram of an interchange development area with labeled zones: Business/Industrial Park and Transition Zone.]
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
Contact Information:

Darren Fortney, AICP
Short Elliott Hendrickson Inc. (SEH)
6418 Normandy Lane, Suite 100
Madison, WI 53719
dfortney@sehinc.com
1-800-732-4362
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