



VILLAGE OF WILLIAMS BAY

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NOTICE

STREETS & HIGHWAYS (S&H) COMMITTEE MEETING

WEDNESDAY, JUNE 11, 2025 AT 9:00 AM

Village Hall Council Room

250 Williams Street

Williams Bay, WI 53191

There may be a quorum of Village Trustees present, no board business will be conducted.

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. Call to Order
- II. Roll Call
- III. Discussion and Possible Action on A Traffic Study of Traffic Calming Measures Along Liechty Drive Between Conference Point Road and S. Walworth Avenue
- IV. Discussion and Possible Action on a Traffic Study Evaluation of the Need for a Marked Crosswalk at the Following Three Locations on Geneva Street: (1) Intersection of W. Geneva Street (STH 67) and Oakwood Street; (2) Crossing of E. Geneva Street at the Kishwauketoe Nature Conservancy Trail Entrance and (3) Intersection of E. Geneva Street and Potawatomi Road
- V. Discussion and Possible Action on GFL Garbage Bins
- VI. Discussion on a Timeline for HWY 67 (W Geneva St) Streetscaping Plan
- VII. Adjourn

Mary Bartholomew
Streets and Highways Chair

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 06/04/2025 5:00 PM
Amended: 06/09/2025 9:00 AM
Posted: 06/09/2025 9:30 AM

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SEWRPC Staff Memorandum

EVALUATION OF THE IMPLEMENTATION OF VERTICAL DEFLECTION TRAFFIC CALMING MEASURES ALONG LIECHTY DRIVE BETWEEN CONFERENCE POINT ROAD AND S. WALWORTH AVENUE IN THE VILLAGE OF WILLIAMS BAY

April 24, 2025

This memorandum describes the results of an evaluation requested by the Village of Williams Bay of adding a vertical deflection-type traffic calming measure along Liechty Drive between Conference Point Road and S. Walworth Avenue conducted by Commission staff. A map of the study area is shown on Map 1. The Village received a request from a resident for the Village to consider installation of a speed bump to slow eastbound traffic on Liechty Drive approaching its intersection with S. Walworth Avenue. Commission staff had previously assisted the Village in studying the need for a stop sign for the eastbound leg of the intersection of Liechty Drive and S. Walworth Avenue, which has subsequently been installed. Data collected from that effort was utilized in the evaluation summarized in this memorandum.¹

Vertical deflection measures are used to slow (calm) traffic by using raised physical features extended across or into traffic lanes. On streets with vertical deflection measures, drivers are forced to be more aware of the roadway environment and adequately slow their vehicle in order to navigate over the vertical deflection measures. They can be permanently constructed with asphalt or concrete or be temporarily installed with a proprietary product. While effective in reducing vehicular speeds, they can require large vehicles (such as trucks or emergency vehicles) to nearly come to a complete stop at each measure. In addition, there can be an increase in roadway noise as drivers navigate the vertical deflection measures and from loose objects moving in the back of trucks and other vehicles.

Figure 1 shows examples of three types of vertical deflection speed management measures—speed bumps, speed humps, and speed cushions. Speed bumps and speed humps are similar types of vertical deflection measures. While speed bumps are typically 3 to 6 inches in height with a horizontal travel length of 1 to 3 feet, speed humps are typically 3 inches in height with a horizontal travel length of about 12 feet. Speed humps, when properly designed and located, typically reduce speeds on residential roadways to about 20-

¹ *SEWRPC Staff Memorandum, entitled, "Evaluation of the Need for a New Stop Sign for Eastbound Traffic Approaching the Intersection of S. Walworth Avenue and Liechty Drive in the Village of Williams Bay"*

Map 1 - Liechty Drive between Conference Point Road and S. Walworth Avenue in the Village of Williams Bay



0 25 50 100 Feet

Source: SEWRPC (04/24/2025)

Figure 1 – Examples of Vertical Deflection Measures for Speed Management

Speed Bump



Typical Dimensions: 3 feet travel length, 6 inch height (width varies depending on application)

Pros:

- Very effective for lower speed applications (less than 25 mph speed limit)

Cons:

- Abrupt height can cause substantial damage to crossing vehicles and excessive noise
- Vehicles with high suspension may absorb the vertical deflection, negating the intended effect on speed management

Appropriate Applications:

- Driveways
- Private roads
- Parking lots

Speed Hump



Typical Dimensions: 12-14 feet travel length, 3 inch height (width usually is width of paved surface)

Pros:

- Gradual height increase is manageable by most vehicles
- Commonly used on residential streets for speed management

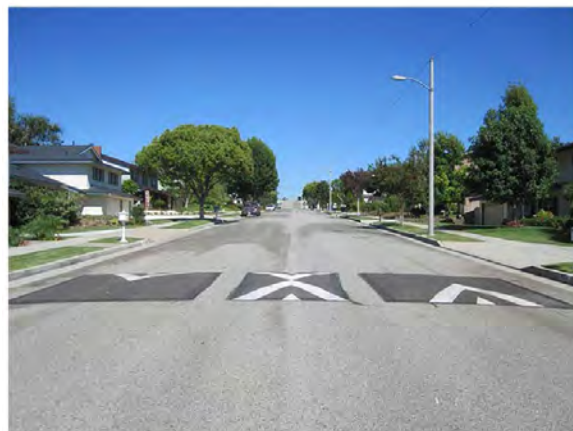
Cons:

- Can be very disruptive to large vehicles and other road users such as bicyclists
- Are not recommended for higher volumes roads

Appropriate Applications:

- Residential streets
- Other low volume, low speed roads (such as collectors)

Speed Cushion



Typical Dimensions: 12-14 feet travel length, 3 inch height (width is usually about 5-7 feet per cushion with 2-foot gap between cushions in parallel)

Pros:

- Offers similar benefits that speed humps do
- Speed cushions are narrower and provide gaps so that large vehicles (e.g. emergency vehicles) and bicycles can pass by them without impedance

Cons:

- May not have as substantial effect on speed management as a speed hump or speed bump

Appropriate Applications:

- Residential streets
- Roads that serve as a route for emergency vehicles
- Roads that encourage bicycle travel
- Other low volume, low speed roads (such as collectors)

Source: City of Sonoma, FHWA's Traffic Calming ePrimer, and SEWRPC (04/24/2025)

Preliminary Draft

25 mph. However, while speed bumps provide greater driver discomfort, they have not been found to be effective for higher speed vehicles, as most vehicle's suspension can quickly absorb the impact. As such, speed bumps are commonly used on private residential driveways and parking lots and speed humps, on the other hand, are utilized on local roadways serving residential or small commercial business areas. Speed cushions are essentially narrower speed humps placed to allow gaps for emergency vehicles and other roadway users, such as bicyclists. Figure 2 shows examples of temporary applications of speed humps/cushions. Temporary speed humps/cushions are available from vendors at the desired travel lengths (12 to 14 feet), along with narrower lengths (6 to 7 feet).

As Liechty Drive is a local roadway in a residential neighborhood, speed humps and cushions, rather than speed bumps, were determined to be the most appropriate measure for evaluation. As such, this memo will primarily evaluate the suitability of the use of speed humps and speed cushions for implementation on Liechty Drive.

Unlike traffic control devices like stop signs and traffic signals, there are no formal warrants for the use of traffic calming measures like speed humps. However, there are a number of physical and operational characteristics of roadways that make speed humps/cushions a desirable solution for implementation on a roadway. Table 1 shows a comparison of the basic physical and operational characteristics of Liechty Drive between Conference Point Road and S. Walworth Avenue to typical implementation thresholds. Based on the comparison provided in Table 1, implementing a speed hump or cushion on Liechty Drive between Conference Point Road and S. Walworth Avenue would be consistent with the implementation of speed humps/cushions in other locations.

With respect to locating potential speed humps/cushions, there are general design guidelines for their implementation that mitigates their disruption to the adjacent land uses while aiding in speed management on the roadway. Table 2 contains relevant guidelines for locating speed humps along a roadway, including recommended offsets between speed humps and various features. Figure 3 shows existing features along Liechty Drive between Conference Point Road and S. Walworth Avenue, including the features identified in Table 2. Given the length of the roadway between intersections (about 500 feet), the ideal location for a speed hump would be around the midpoint of the block, just beyond the 100-foot buffer of flat section from the grade break between the steep section and flatter section of this segment of roadway. In addition, the potential speed hump would be installed within both eastbound and westbound lanes to prevent traffic from avoiding the speed hump by driving into the opposing lane.

Based on the existing features along Liechty Drive, two potential locations for a speed hump/cushion were identified along Liechty Drive, as shown on Figure 3. However, both locations present challenges, as neither location would meet the minimum recommended distance of 5 feet from the edge of adjacent driveways for either a 12-foot permanent or 6-foot temporary speed hump. Not having enough adequate space between the driveway and speed hump can affect vehicles turning into and pulling out of driveways. As such, based on the results of the evaluation, the implementation of a speed hump is not recommended for Liechty Drive between Conference Point Road and S. Walworth Avenue based on the constraints of existing features prohibiting conditions along this segment of roadway and engineering recommendations.

Figure 2 – Examples of Temporary Speed Humps from Vendors



Example of a temporary speed hump.

Source: Trafficlogix (www.trafficlogix.com/speed-humps/)



Example of temporary speed cushions, laid in parallel on a roadway.

Source: Rubberform (www.rubberform.com/product/rubber-speed-cushion/)



Example of a group of speed cushions, allowing unobstructed passage for an emergency vehicle.

Source: Tapco (www.tapconet.com/product/speed-cushion-package?srsItid=AfmBOoru8FuW69BjgML_jW8BD6iiRowF6xSTy_goHFaynGAuslfslrMt&sku=147711)

Source: SEWRPC (04/24/2025)

Table 1**Comparison of Typical Speed Hump Implementation Standards and Physical Conditions of Liechty Drive from Conference Point Road to S. Walworth Avenue in the Village of Williams Bay**

Criteria	Typical	Liechty Drive	Comments
Average Daily Traffic	Less than 2,000-3,000 vehicles per day	700 vehicles per day ¹	Meets the typical threshold for volume.
Speed Limit	30 mph or less	30 mph	Meets the typical threshold for speed limit.
Roadway Width	20-40 feet	26 feet	Meets the typical threshold for roadway width.
Grade of Roadway	8 percent or less	Between 5.5 and 9 percent	The western portion of Liechty Drive is steeper than what is typically considered for a speed hump.
Number of Lanes	2	2	Meets the typical threshold for number of lanes.
Functional Classification	Urban/suburban local road	Urban local road	Local streets are a common application of speed humps.

¹ – Traffic counts recorded by Commission staff on August 22 and 23, 2020 during the summer months, typical of the time period that the speed hump would be implemented.

Source: ITE's "A Guide to Vertical Deflection Speed Reduction Techniques" and SEWRPC (04/24/2025)

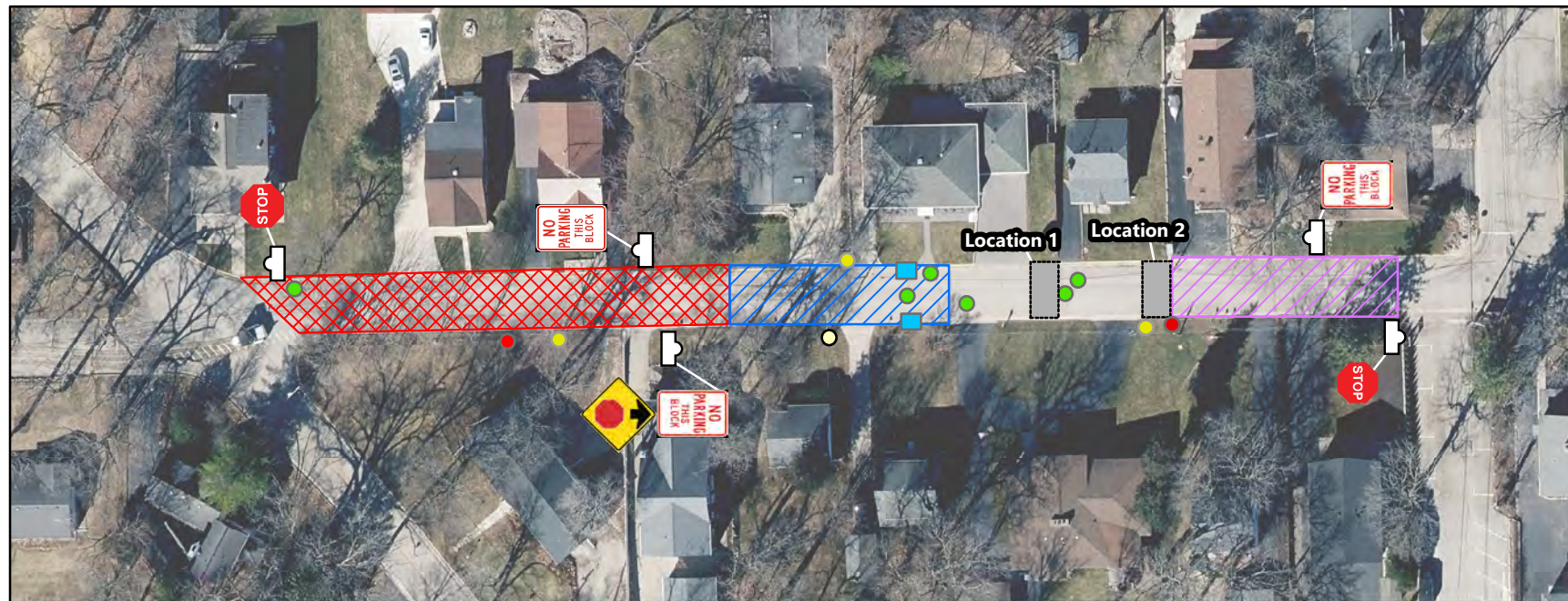
Table 2**Guidelines for Implementing a Speed Hump on Liechty Drive between Conference Point Road and S. Walworth Avenue in the Village of Williams Bay**

Feature	Criteria	Comments
Distance from driveway aprons	More than 5 to 15 feet	Spacing of 15 feet is desirable, though 5-ft spacing is the minimum.
Distance from intersection	Minimum of 100 feet	Minimum distance from nearest approaching street. For this study, distance measured from stop sign.
Distance from "where grade levels"	100 to 200 feet, at either the top or the bottom of a hill	This is to ensure safe stopping sight distances can be provided. For this study, measured from grade transition with steep slope (greater than 8 percent)
Spacing of humps	250 to 500 feet	Spacing between speed humps when more than one is installed on a roadway.
Clearance from utility covers	Speed humps should not cover manholes (5-ft clearance is recommended)	Generally, speed humps should allow for manhole and valve cover access.
Stormwater drainage on roadway	Speed humps should not cover catch basins	Additionally, speed humps should be narrow enough to keep the gutter pan clear for adequate roadway drainage.

Note: Application of these guidelines for Liechty Drive between Conference Point Road and S. Walworth Avenue are provided on Figure 3 of this staff memorandum.

Source: ITE's "A Guide to Vertical Deflection Speed Reduction Techniques" and SEWRPC (04/24/2025)

Figure 3 - Existing Conditions and Potential Implementation of a Speed Hump on Liechty Drive in the Village of Williams Bay



Existing Features

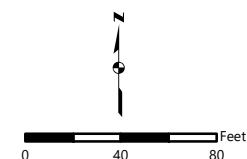
-  Stormwater Catch Basin
-  Manhole Cover
-  Fire Hydrant
-  Utility Pole with Streetlight
-  Utility Pole without Streetlight
-  Existing Sign

Design Buffers

-  Grade greater than 8%
-  100 ft offset from grade break
-  100 ft buffer from nearest intersection

Potential Location of New Features

-  Potential Location for Speed Hump



Note: Details of the design guidelines related to the buffers and other features is provided in Table 2 of this staff memorandum.

Source: SEWRPC (04/24/2025)

While not recommended, should the Village desire a speed hump along this section of Liechty Drive, as requested by a resident, and choose to waive the recommended speed hump buffer of 5 feet from driveways, Location 1 (western option) would be the suggested option based on its more central location along the corridor. In contrast, while Location 2 (eastern option) has more lateral space between driveways, its proximity to the eastbound stop sign would likely have a minimal impact on traffic speeds as it is expected that vehicles would already be slowing down at that location as they approach the stop sign at S. Walworth Avenue. Further, for westbound traffic, once traversing the speed hump, there would be sufficient length of roadway to accelerate their vehicles to travel up the steeper grade towards Conference Point Road.

If the Village proceeds with installation, it is suggested that the initial application be temporary (as shown on Figure 4) to allow performance evaluation and community feedback. It is further suggested that a narrower (6 to 7 foot wide) temporary measure be installed with a speed cushion design application being suggested if the Village is concerned about emergency vehicles. Additional considerations should include ensuring adequate night-time visibility from the existing street lights along Liechty of the speed hump or cushion for pedestrians and bicyclists. Additionally, ahead of any implementation of a speed hump/cushion, the Village should gather feedback from residents/businesses along Liechty Drive, particularly from the residents whose driveway access would be affected by the speed hump.

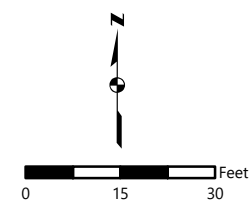
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04/24/2025
CTH/RWH/WFH/wfh

Figure 4 - Potential Implementation of a Speed Cushion on Liechty Drive in the Village of Williams Bay



- | | |
|--|---|
|  Stormwater Catch Basin |  Existing Sign |
|  Manhole Cover |  Potential New Sign |
|  Fire Hydrant |  Potential New Speed Cushion |
|  Utility Pole without Streetlight | |



Source: SEWRPC (04/24/2025)

Doug,

I reviewed the SEWRPC studies for three crosswalks and Liechty speed humps. I have the following comments/recommendations.

Crosswalk Study – W. Geneva & Oakwood, E. Geneva & Kish, E. Geneva & Potawatomi

W. Geneva St at Oakwood Street

- No pedestrian counts or observations were noted in the report – pedestrian volume at this proposed crossing would be expected to be extremely low generally not warranting a crosswalk. Furthermore, the general absence of pedestrian activity at this location and adding of passive traffic control devices such as striping and static signage would cause this crossing to be largely ignored by traffic, leading to pedestrians that do attempt to cross here, have to wait for sufficient gap in traffic anyway before crossing.
- As noted in the report, there are no pedestrian accommodations on Oakwood Street nor on the Frost Park side of W. Geneva Street further making a pedestrian crossing here ineffective. The report agrees stating “the implementation of a marked crosswalk alone would not be sufficient” (top of page 7). In addition, there is a significant grade difference from the road to Frost Park in this location, so any pedestrian attempting to enter Frost Park from this direction would have to be able-bodied enough to traverse this slope and thus should also be able-bodied enough to effectively negotiate traffic to cross W. Geneva without the aid of a crosswalk.
- As a result, we do not recommend a crosswalk in this location. To access Frost Park from Oakwood, we recommend utilizing the existing crossing at Stam (which has its own issue of limited sight distance for WB traffic, but not part of this evaluation) and providing a new crosswalk across Congress Street to access Frost Park. We do recommend the Village encourage the WisDOT evaluate making the Stam crossing safer with their upcoming improvement.

E. Geneva St at Kishwaukee Trail

- Again, no pedestrian counts or observations were noted in the report. This is one of two path accesses to Kishwaukee in the lakefront area. The other enters from the parking lot to the east and is arguably the more heavily used entrance and is in a safer location for pedestrian activity. The path in the subject location is in a poor entry location by the busy boat launch area.
- Similar to W. Geneva & Oakwood, the report says, “implementation of a marked crosswalk alone would not be sufficient” (middle of page 13). There are no pedestrian accommodations anywhere around this intersection. The lake path runs near the boat ramp, requiring a significant investment in sidewalk/path to even make this connection that may be seldom used.
- We do not recommend a crosswalk in this location because the boat launch area is a highly congested area making negotiating this intersection complex for vehicles, pulling drivers attention away from potential pedestrians trying to cross. It’s also complex for pedestrians to cross here, with boat trailers pulling in and out from different directions, WB vehicles passing in the wider paved shoulder (legal in WI), etc. We recommend either the path be redirected towards the existing crossing at the Recreation Department/Bathroom building or providing gravel path along the edge of shoulder to the west to that same crossing and not encourage anyone to cross at the boat launch area. Eliminating this path and force users to use the boardwalk to the east is also an option.

E. Geneva St at Potawatomi Road

- Pedestrian observations at this intersection were actually noted in the report, but only 3 of 17 observed pedestrians crossed E. Geneva Street and the report noted this is far less than 20 crossings required to warrant a crosswalk.
- The report does not recommend a crosswalk in this location (bottom of page 18), and we are inclined to agree. Again, the low use of this crossing does not warrant a marked crosswalk and even if marked, would be largely ignored by traffic due to a consistence absence of pedestrian activity.
- We do agree with report and recommend the Village trim back vegetation as much as possible within the existing right-of-way on the inside of the roadway curve to maximize the sight distance for both vehicles and the occasional pedestrian searching for adequate gap in traffic to cross from the north side of the road.

Let me know if you have any questions.

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Liechty Drive Speed Hump Study

- The report did not include any speed study or speed observations. Before recommending traffic calming features, such as speed bumps or humps, speed data should be collected and analyzed and driver behavior observed to recommend effective traffic calming measures. We highly recommend collecting speed data to assess if speeding is actually a problem on Liechty. Perception is often different than reality when it comes to speeding. In addition, the absence of speed data would not allow the effectiveness of the traffic calming device to be measured. Speed data should be collected in an inconspicuous manner as to not influence road users from their normal driving behavior.
- In SEWRPC's own report, a speed hump is not recommended (bottom of page 4), citing the physical constraints of installing one.
- If speeding is determined to be a problem, there are other more effective ways to calm traffic. Narrowing the roadway would be the most effective, a neckdown near the center of the road could be more effective than a speed hump. Center islands to narrow the lane width for a short period is another option; however, the close spacing of driveways on Liechty will make placement difficult (also a noted issue in the report for placing a speed hump). Even active digital speed signs, such as the one currently on WB E. Geneva Street by Willabay Shores, tend to be highly effective at reducing speeds for minimal cost.
- If a speed hump is still a desired measure, despite not being recommended, it should be supported by all residents on the street since they will also have to cross the speed hump every day.

Let me know if you have any questions.

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SEWRPC Staff Memorandum

EVALUATION OF THE NEED FOR A MARKED CROSSWALK AT THREE LOCATIONS ON GENEVA STREET IN THE VILLAGE OF WILLIAMS BAY

April 24, 2025

The Village of Williams Bay requested that Commission staff evaluate the potential addition of crosswalks at three locations on Geneva Street within the Village:

- Intersection of W. Geneva Street (STH 67) and Oakwood Street
- Crossing of E. Geneva Street at the Kishwaukee Nature Conservancy Trail Entrance
- Intersection of E. Geneva Street and Potawatomi Road

In the State of Wisconsin, drivers must yield the right-of-way to pedestrians crossing the roadway at intersections regardless of whether the crosswalk is marked or unmarked. However, marking crosswalks can provide important guidance to drivers and pedestrians by visibly indicating where pedestrians should cross the roadway and are expected by drivers. At mid-block locations, where drivers are required to yield only to pedestrians at marked crosswalk locations,¹ these markings establish the legal crossing location for pedestrians. However, providing crosswalks at certain locations can increase risks for crashes by creating a false sense of safety for pedestrians or by not sufficiently alerting drivers to their presence. In such cases, marked crosswalks should be supplemented with other traffic control or safety measures. Although these improvements could increase safety at every intersection, widespread implementation comes with increased costs and requires additional staff resources. Therefore, it is appropriate to evaluate whether and how marked crosswalks are implemented at specific locations.

This memorandum describes the results of an evaluation of the need for, and potential strategies to implement, marked crosswalks at the three locations. As part of the evaluation, a review was made of existing conditions at and near the location, including existing adjacent land uses, existing physical and operational characteristics of the affected roadways, and identification of any pedestrian crashes in the area.

¹ Otherwise, pedestrians must yield the right-of-way to all vehicles upon the roadway when crossing the road. [Wisconsin Statute 346.25]

Based on the review of existing conditions with applicable design standards, the evaluation determined whether crosswalks would be appropriate at each location. If crosswalks were deemed appropriate, the evaluation further identified suitable traffic control and safety measures to accompany the crosswalks, including ensuring compliance with American Disabilities Act (ADA) requirements.

EVALUATION OF PROVIDING A PEDESTRIAN CROSSWALK AT THE INTERSECTION OF W. GENEVA STREET (STH 67) AND OAKWOOD STREET

The Village of Williams Bay requested an evaluation of providing a crosswalk on W. Geneva Street (STH 67) at Oakwood Street to improve access between the residential areas on the north side and to Frost Park on the south side of the roadway. Map 1 shows the location of the intersection. As part of this evaluation, a review was made of the available sight distance of westbound drivers travelling through the horizontal curve on E. Geneva Street toward the existing crosswalk at Stam Street.

Adjacent Land Uses

Map 2 shows the land uses surrounding the intersection. The area around the intersection of W. Geneva Street (STH 67) and Oakwood Street is predominantly medium-density single-family residential, along with Frost Park located at the northeast corner of W. Geneva Street and Congress Street and the former Williams Bay Public School building located on Congress Street a few hundred feet from its intersection with W. Geneva Street. The former school site is identified as a potential site for redevelopment in the Village's latest Comprehensive Plan. Frost Park is a triangle-shaped green space, about 0.4 acres in size, with passive amenities (park benches and other aesthetic features). While a short segment of pathway exists in the middle of the park, there appears to be no formal access within the right-of-way to, or a circular pathway within, the park.

Physical and Operational Characteristics

The intersection of Oakwood Street with W. Geneva Street (STH 67) is a tee intersection at Frost Park with stop control on Oakwood Street. Through its intersection with Oakwood Street, W. Geneva Street is a two-lane arterial roadway² under State jurisdiction. The cross-section of W. Geneva Street southwest and northeast of the intersection consists of two 12-foot travel lanes and two 8-foot conventional bike lanes with curb-and-gutter for a total width of 40 feet. The posted speed limit W. Geneva Street southwest and northeast of Oakwood Street is 25 mph. Parking is not permitted on either side of the street along this portion of W. Geneva Street. A sidewalk is located only along the northwest side of the roadway.

There are approximately 6,400 vehicles that travel on W. Geneva Street (STH 67) on an average weekday. Hourly traffic along W. Geneva Street averages around 511 vehicles per hour during daylight hours and peaks at 587 and 606 vehicles per hour during two peak travel time periods (10am-12pm, 3pm-6pm), as

² Arterial roadways are typically higher volume and speed roadways that have the primary purpose of moving people and goods and the secondary purpose of providing direct access to homes, businesses, and other land uses.

Map 1

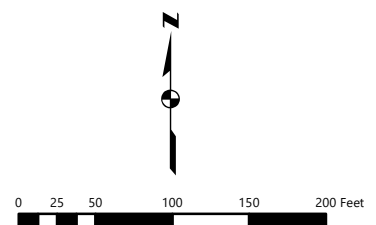
Intersection of W. Geneva Street (STH 67) and Oakwood Street



 Study Location

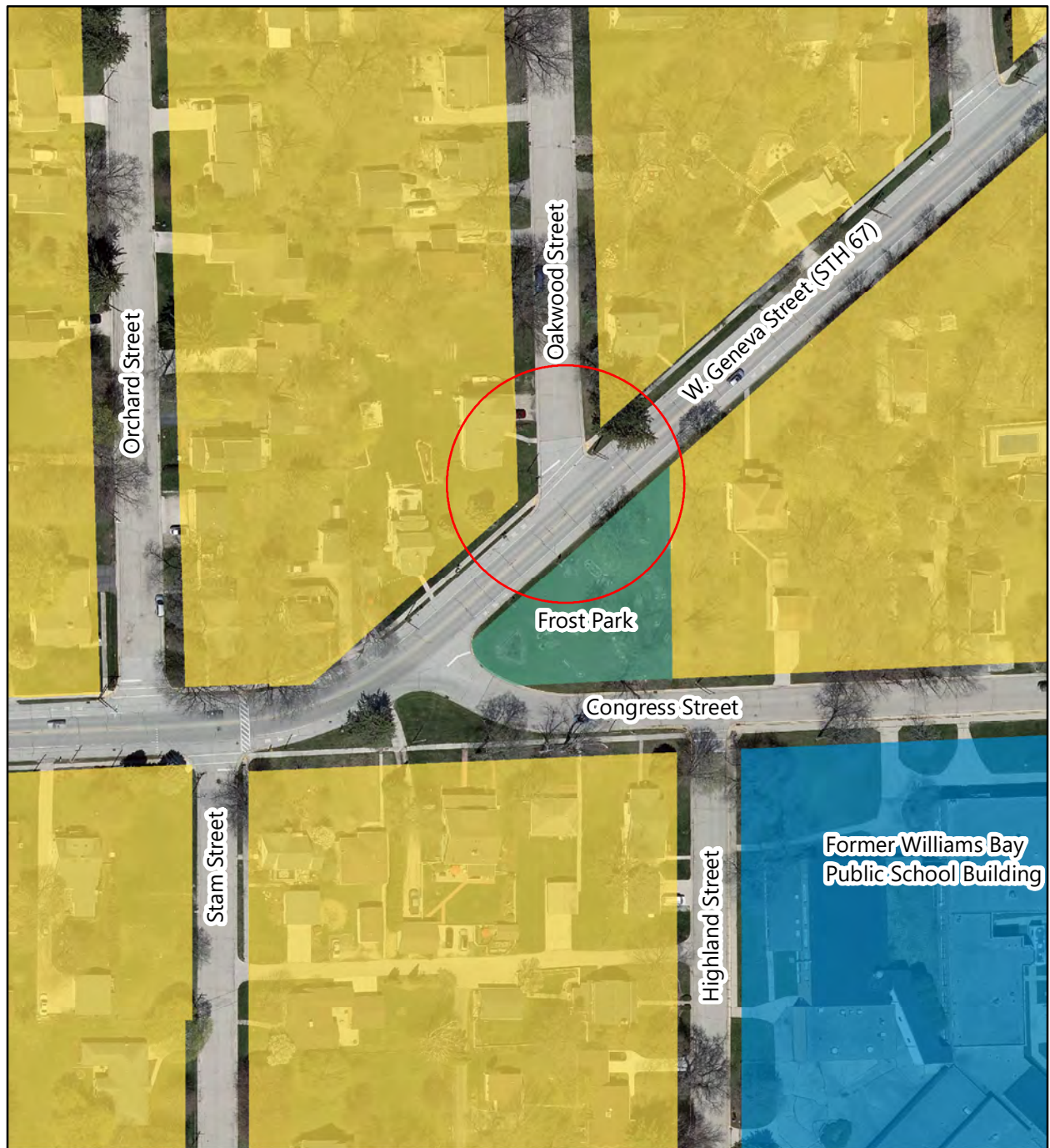
Source: SEWRPC (04/24/2025)

Preliminary Draft



Map 2

Land Uses near Intersection of W. Geneva Street (STH 67) and Oakwood Street



Source: SEWRPC (04/24/2025)

Preliminary Draft

shown on Figure 1. In addition, approximately 5 percent of the vehicular traffic along W. Geneva Street coming from the west is either single unit or semi-trucks.

Crosswalks are currently provided across W. Geneva Street (STH 67) approximately 320 ft southwest and 630 feet northeast of the intersection of W. Geneva Street and Oakwood Street at Stam Street and N. Collie Street, respectively. Both locations consist of a zebra-striped crosswalks (with curb ramps), “shark-tooth” street markings on both sides of the crosswalks that are paired with “YIELD HERE TO PEDESTRIANS” signs, and pedestrian advance warning signs located on W. Geneva Street in advance of the crosswalks.

Based on the existing horizontal curve along W. Geneva Street (STH 67) located between Stam Street and Congress Street (as shown on Map 1), Commission staff reviewed the stopping sight distance³ required for vehicles approaching a potential crosswalk at Oakwood Street and the existing crosswalk at Stam Street. The estimated available sight distance required for a vehicle travelling eastbound on W. Geneva Street towards Oakwood Street is 290 to 355 feet, greater than the stopping sight distance of 200 feet needed for this segment of W. Geneva Street. For westbound vehicles travelling towards the existing crosswalk at Stam Street, the estimated available sight distance is about 130 feet, less than the stopping sight distance of 200 feet.

Oakwood Street is a two-lane local roadway⁴ under the Village jurisdiction. The cross-section of this roadway consists of two 12-foot travel lanes and a parking lane on both sides of the roadway with curb-and-gutter. No sidewalk is provided on either side of the roadway.

With respect to pedestrian travel, while pedestrian data was not collected as part of this study for this location, it is expected that there may be pedestrians that cross W. Geneva Street STH 67 at Oakwood Street to access Frost Park. However, given that there is currently no formal access to Frost Park at Oakwood Street within the right-of-way to, or a circular pathway within the park, it is not expected that there is significant pedestrian travel at this crosswalk. There were no bicycle or pedestrian-related crashes that occurred at this intersection from 2019 to 2024. An existing street light is located at the northwest corner of W. Geneva Street and Oakwood Street, making pedestrians at this location more visible to motorists.

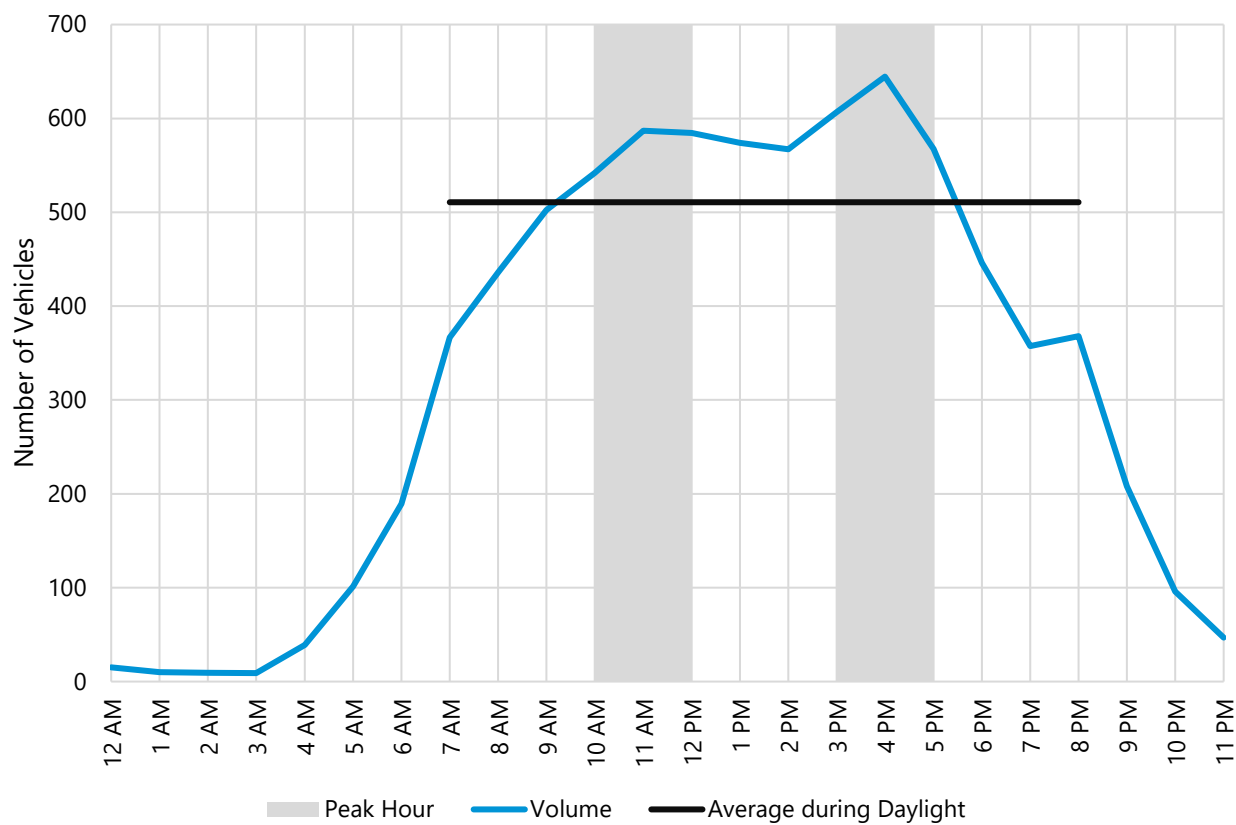
Evaluation of Providing Marked Crosswalks at the Intersection

Providing a marked crosswalk across W. Geneva Street (STH 67) at Oakwood Street to improve access to Frost Park for residents residing northwest of W. Geneva Street would be appropriate based on the level of traffic volume on W. Geneva Street and on the potential crosswalk location relative to the two existing marked crosswalks at Stam Street and N. Collie Street—exceeding the desired minimum spacing of 200-300 feet between marked crosswalks. However, due to the traffic volumes on W. Geneva Street and the

³ *Stopping sight distance is the minimum distance required for a motorist to react to a perceived hazard and bring their vehicle to a complete stop.*

⁴ *Urban local roadways are typically lower volume and speed roadways that have the primary purpose of providing direct access to homes, businesses, and other land uses.*

Figure 1
Average Hourly Vehicle Volumes on W. Geneva Street (STH 67) at Oakwood Street



Note: Based on traffic volumes collected by WisDOT on July 19 through 21, 2022 on W. Geneva Street about 125 feet northeast of Oakwood Street. Source: WisDOT and SEWRPC (04/24/2025)

absence of a sidewalk along the southeast side of W. Geneva Street and the apparent lack of formal pedestrian access points into the park or a defined pathway within the park, the implementation of a marked crosswalk alone would not be sufficient. As such, permanent installation of a marked crosswalk at this location should only be considered in conjunction with accompanying improvements on W. Geneva Street and within Frost Park.

Figure 2 shows how a single marked crosswalk could be provided across W. Geneva Street (STH 67) at Oakwood Street/Frost Park. It is recommended that the potential crosswalk be located on the eastern leg of the intersection to avoid conflicts between pedestrians and left-turning northbound vehicles from W. Geneva Street to Oakwood Street and would increase the sight distance for eastbound motorists on W. Geneva Street traveling through the curve west of Congress Street.

Based on the peak hourly volumes experienced on this segment of W. Geneva Street, pedestrians crossing W. Geneva Street during peak travel times may require motorists to yield to allow their safe crossing of the roadway. Thus, it is recommended that visibility enhancements be provided to encourage better compliance by motorists in yielding to pedestrians. High-visibility markings could include advance warning signs and yield lines (as shown on Figure 2)—similar to those provided on the crosswalks on W. Geneva Street at Stam Street and N. Collie Street. Placed 20-50 feet in advance of the crosswalk, yield lines (commonly called “shark teeth”) improve pedestrian visibility and encourage compliance of motorists yielding to crossing pedestrians. While not initially recommended, if the Village finds that driver compliance with yielding to pedestrians at the crosswalk is low, in-street pedestrian signs could be installed. In addition, to increasing driver compliance, studies have found that in-street pedestrian signs may also reduce vehicle speeds⁵.

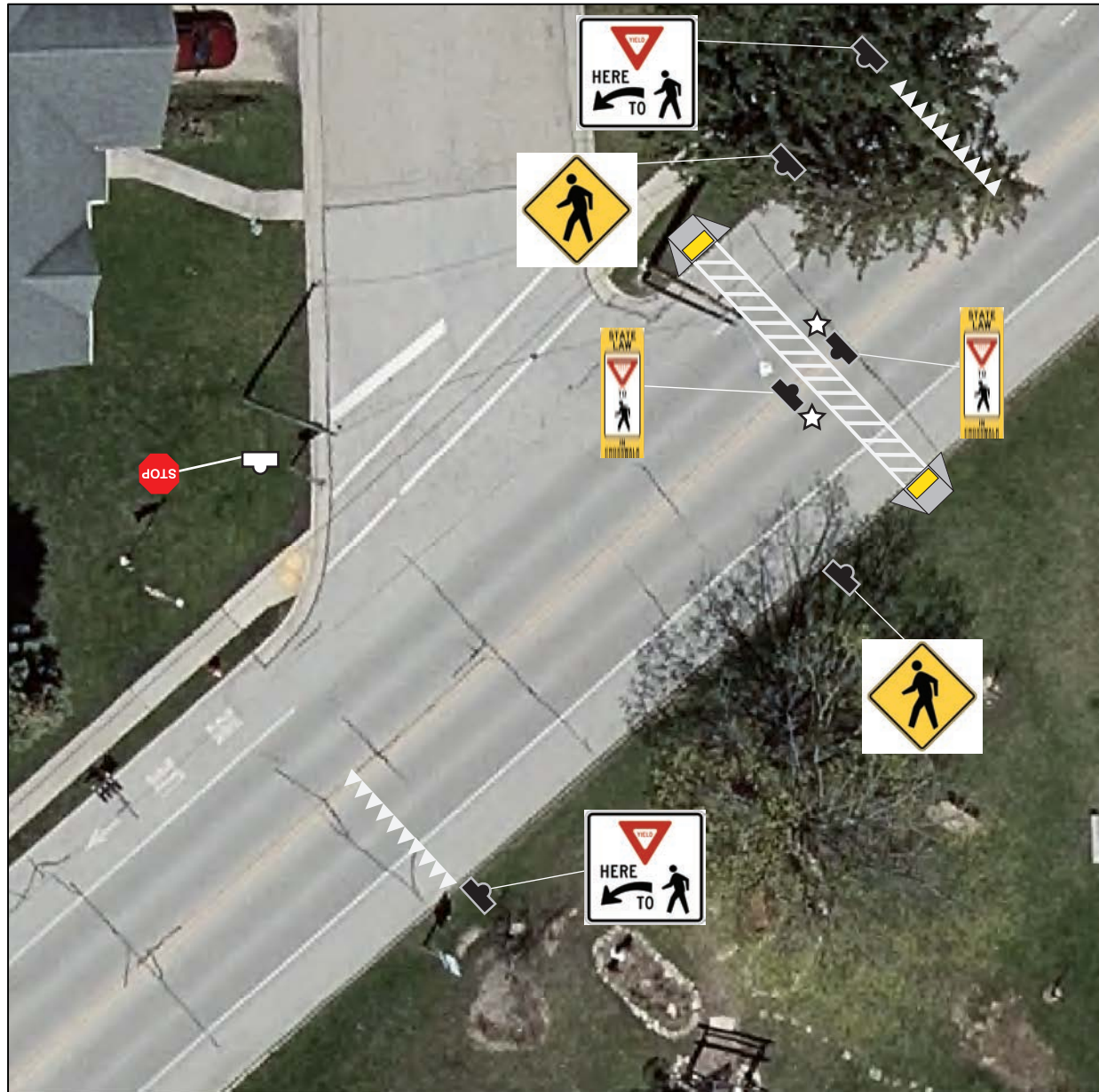
If a crosswalk is constructed, the design will need to comply with ADA and Architectural Barriers Act Accessibility Guidelines for the Public Right-of-Way (PROWAG) and curb ramps should be provided (as shown on Figures 2).⁶ It should be noted that providing access to Frost Park may require providing further accessibility to park amenities and activities under ADA requirements for providing at least one accessible route from a site’s entrance to its various accessible features (Chapter 4 §206.2.2)⁷. Providing a path through Frost Park may also necessitate a marked crosswalk across Congress Street at Highland Street.

⁵ National Cooperative Highway Research Program. 2016. “Synthesis 498: Application of Pedestrian Crossing Treatment for Streets and Highways.” The National Academies Press, Transportation Research Board.

⁶US Access Board’s ADA and ABA Public Right-of-Way Accessibility Guidelines (PROWAG) address access to sidewalks, streets, crosswalks, curb ramps, and other components of public right-of-way so that they are in compliance with the Americans with Disabilities Act and the Architectural Barriers Act. The final rule was published in the Federal Register by the Board in August 2023. It is available online at <https://www.access-board.gov/prowag/>.

⁷ US Access Board’s Guide to the ADA Accessibility Standards provides guidance on the current ADA Standards issued by the Department of Justice and the Department of Transportation. It is available online at <https://www.access-board.gov/ada/guides/>.

Figure 2
Potential Implementation of a Crosswalk at Intersection of
W. Geneva Street and Oakwood Street



- | | | | | | |
|---|---|---|--------------------|---|--------------------------|
|  | Potential New Curb Ramp |  | Potential New Sign |  | Potential New Yield Line |
|  | Potential New Crosswalk |  | Existing Sign | | |
|  | Necessary if vehicles are not compliant with pedestrian crosswalk | | | | |

Soucre: SEWRPC (04/24/2025)

Preliminary Draft

Since W. Geneva Street (STH 67) is under State jurisdiction, any implementation of a crosswalk at this location should be coordinated with the Wisconsin Department of Transportation (WisDOT). WisDOT currently has a project programmed to replace the pavement along STH 67 between Theatre Road and Elkhorn Road—including its intersection with Oakwood Street—sometime over the next 5 to 10 years. As such, should the Village desire a crosswalk on W. Geneva Street at Oakwood Street, the Village could coordinate with WisDOT to potentially implement it as part of this project. The Village could also request that WisDOT consider additional traffic control measures—such as Rectangular Rapid Flashing Beacons (RRFB)—to assist westbound motorists in detecting the presence of pedestrians at Stam Street when navigating the horizontal curve.

EVALUATION OF PROVIDING A PEDESTRIAN CROSSWALK ON E. GENEVA STREET AT KISHWAUKETOE NATURE CONSERVANCY TRAIL ENTRANCE

The Village of Williams Bay requested an evaluation of providing a crosswalk on E. Geneva Street at the Kishwaukee Nature Conservancy trail entrance to provide increased safety for pedestrians crossing between the trail north of the roadway and the boat ramp/beach area on the south side of the roadway. Map 3 shows the location of the intersection.

Adjacent Land Uses

Map 4 shows the land uses surrounding the intersection. Kishwaukee Nature Conservancy is located north of E. Geneva Street and consists of about 230 acres of natural area used for recreational and educational purposes. The Village's lakefront area is located south of E. Geneva Street and includes a beach area, along with a boat launch and parking lot areas. The Village's comprehensive plan, completed in 2023, notes that there is a lack of a physical connection between these two Village resources and recommends a better connection be established between them.

Physical and Operational Characteristics

The boat ramp parking lot driveway, which has a width of 60 feet, at E. Geneva Street essentially operates like a tee intersection with one-way STOP control on the parking lot driveway. Through the boat ramp parking lot entrance, E. Geneva Street is a two-lane arterial roadway under Village jurisdiction. The existing cross-section for this roadway consists of two 12-foot travel lanes and two 6-foot shoulders (comprised of 4-feet of pavement and 2-feet of gravel) for a total width of 36 feet. At the driveway, the paved shoulder widens to 8 feet to provide additional space for passing vehicles. The posted speed limit is 25 mph, and parking is not permitted on either side of the street. There are no sidewalks on either side of the street.

There are approximately 5,900 vehicles that travel on E. Geneva Street on an average weekday. Hourly traffic data at this location shows that traffic along E. Geneva Street averages around 484 vehicles per hour during daylight hours and peaks to 543 and 542 vehicles per hour during two peak travel time periods (10am-12pm, 3pm-6pm), as shown on Figure 3.

Map 3
E. Geneva Street at Kishwauketoe Nature Conservancy Trail Entrance



 Study Location



0 25 50 100 150 200 Feet

Source: SEWRPC (04/24/2025)

Preliminary Draft

Map 4

Land Uses near E. Geneva Street at Kishwauketoe Nature Conservancy Trail Entrance



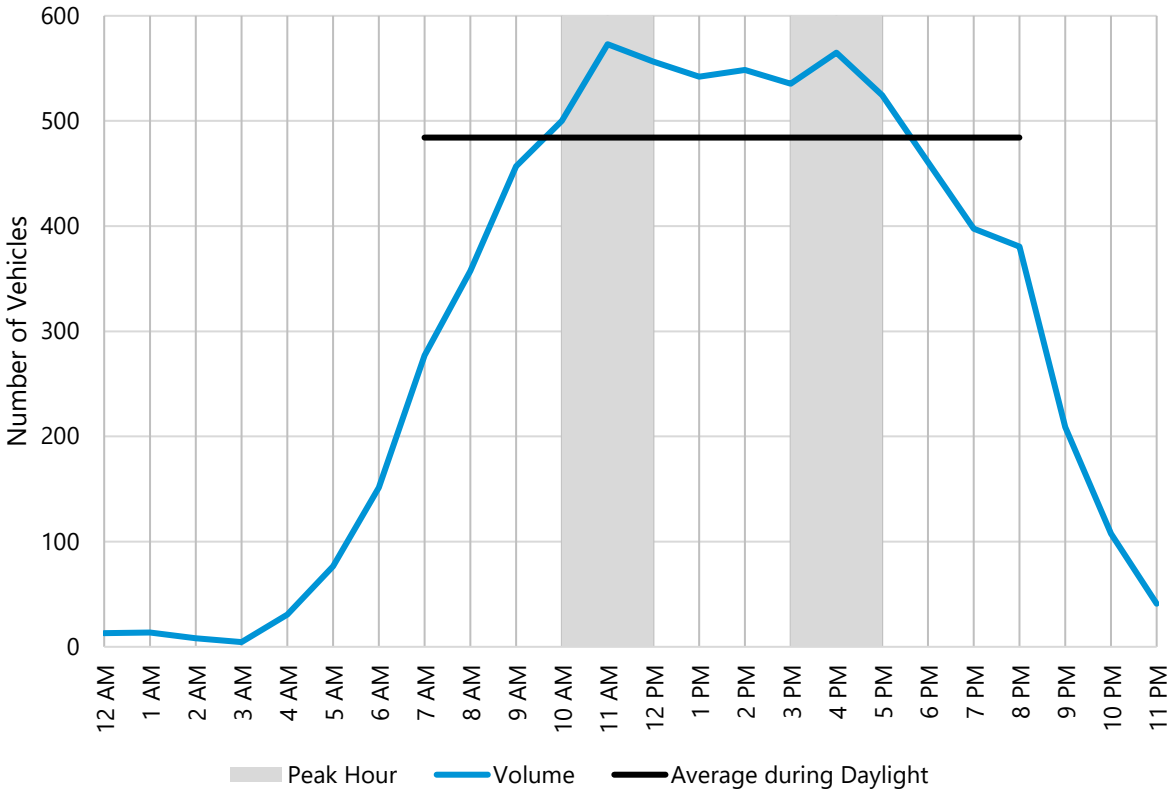
-  Study Location
-  Recreation
-  Wetlands

Source: SEWRPC (04/24/2025)

Preliminary Draft

Figure 3

Average Hourly Vehicle Volume on E. Geneva Street at Kishwauketoe Nature Conservancy Trail and Boat Ramp Parking Lot



Note: Based on traffic volumes collected by WisDOT on July 19 through 21, 2022 on E. Geneva Street about 680 feet west of the Kishwauketoe Nature Conservancy trail entrance.

Source: WisDOT and SEWRPC (04/24/2025)

Crosswalks are currently provided along E. Geneva Street approximately 375 feet west and approximately 875 feet east of the boat ramp parking lot to provide access to the lakefront area to two parking areas. The crosswalks consist of zebra-striped markings along with in-street “YIELD TO PEDESTRIANS” signs (but there is no other advance warning signage along the roadway in advance of the crosswalks).

With respect to pedestrian travel, while pedestrian data was not collected as part of this study for this location, it is expected that there may be pedestrians that cross W. Geneva Street at this location, particularly during the summer months, to access the trail in the Kishwauketoe Nature Conservancy. There were no bicycle or pedestrian-related crashes that occurred at this intersection from 2019 to 2024. An existing street light is located at the southeast corner of the driveway entrance making pedestrians at this location more visible to motorists.

Evaluation of Providing Marked Crosswalks at the Intersection

Providing a marked crosswalk across E. Geneva Street at Kishwauketoe Nature Conservancy to establish a more visible and functional connection between the lakefront and the conservancy, as recommended in the Village’s comprehensive plan, would be appropriate based on the level of traffic volumes and the proposed crosswalk’s location relative to the two existing marked crossings at nearby driveways east and west of this location—exceeding the desired minimum spacing of 200 to 300 feet between marked crosswalks. However, due to the traffic volumes on E. Geneva Street and the absence of a paved path in Kishwauketoe Nature Conservancy at this location, implementation of a marked crosswalk alone would not be sufficient. Permanent installation should only be considered in conjunction with complementary improvements along E. Geneva Street and the path network in the Conservancy. In addition to providing a marked crosswalk, wayfinding signage related to the conservancy could be installed to reinforce and appropriately mark the connection between the lakefront and the conservancy.

Figure 4 shows a potential design for a crosswalk at this location. Based on the traffic volumes on E. Geneva Street, it is suggested that visibility enhancements for the crosswalk be implemented, such as high-visibility markings and an in-street pedestrian sign, similar to those provided on E. Geneva Street at the parking lots north of E. Geneva Street east and west of the location of the proposed crosswalk. In addition, advance warning signage would also assist in increasing awareness of the presence of pedestrians for motorists. A yield line (commonly called “shark teeth”) could also be placed 20-50 feet in advance of the crosswalk to improve pedestrian visibility and encourage compliance of motorists yielding to crossing pedestrians.. Doing so would provide more space for motorists to see and react to the presence of pedestrians crossing the roadway at this location, in particular for vehicles in the westbound direction that attempt to pass yielding vehicles using the widened paved shoulder. While not initially recommended, if the Village finds that driver compliance with yielding to pedestrians at the crosswalk is low, it is suggested that the Village consider the use of Rectangular Rapid Flashing Beacons (RRFB).

Since there are no curbs, it is recommended that blended transitions with a detectable warning field be provided on both ends of the crosswalk (as shown on Figure 4), allowing easier access for pedestrians into the park. In addition, a sidewalk could be provided along the east side of the driveway and parking area to

Figure 4
Potential Implementation of Crosswalk at E. Geneva Street at
Kishwaukee Nature Conservancy Trail and Boat Ramp Parking Lot



- | | | | | | |
|---|----------------------------------|---|--------------------|---|--------------------------|
|  | Potential New Blended Transition |  | Potential New Sign |  | Potential New Yield Line |
|  | Potential New Crosswalk |  | Existing Sign | | |

Soucre: SEWRPC (04/24/2025)

Preliminary Draft

better connect the trail, crosswalk, and sidewalk along the lakefront. If a crosswalk is constructed, the design will need to comply with ADA and Architectural Barriers Act Accessibility Guidelines for the Public Right-of-Way (PROWAG) and curb ramps should be provided (as shown on Figures 2).⁸ It should be noted that providing access to the conservancy may require providing further accessibility to the existing trail under ADA requirements providing at least one accessible route from a site's entrance to its various accessible features (Chapter 4 §206.2.2)⁹.

EVALUATION OF PROVIDING A PEDESTRIAN CROSSWALK AT THE INTERSECTION OF E. GENEVA STREET AND POTAWATOMI ROAD

The Village of Williams Bay requested an evaluation of providing a crosswalk on E. Geneva Street at Potawatomi Road to provide a safer crossing from the residential neighborhoods north of the roadway to the convenience store on the south side of the roadway. Map 5 shows the location of the intersection. As no other sources of traffic data were available at this intersection, Commission staff collected traffic count data at the intersection of Potawatomi Rd and E. Geneva Street on Tuesday, April 30, 2024, through Thursday, May 2, 2024.

Adjacent Land Uses

Map 6 shows the land uses surrounding the intersection. The existing land uses north of the intersection of E. Geneva Street and Potawatomi Road are predominantly multi-family residential immediately north of the roadway and medium density residential further north to STH 50. Potawatomi Road north of E. Geneva Street serves as one of two access points to E. Geneva Street for the residential areas between this roadway to the south and STH 50 to the north. The existing land uses southwest and immediately south of the intersection of E. Geneva Street and Potawatomi Road are predominately medium density single-family residential with a convenience store located on the southwest corner of the intersection. The land uses southeast of the intersection are predominantly open spaces or woodland. South of E. Geneva Street, Potawatomi Road is a no outlet local access roadway.

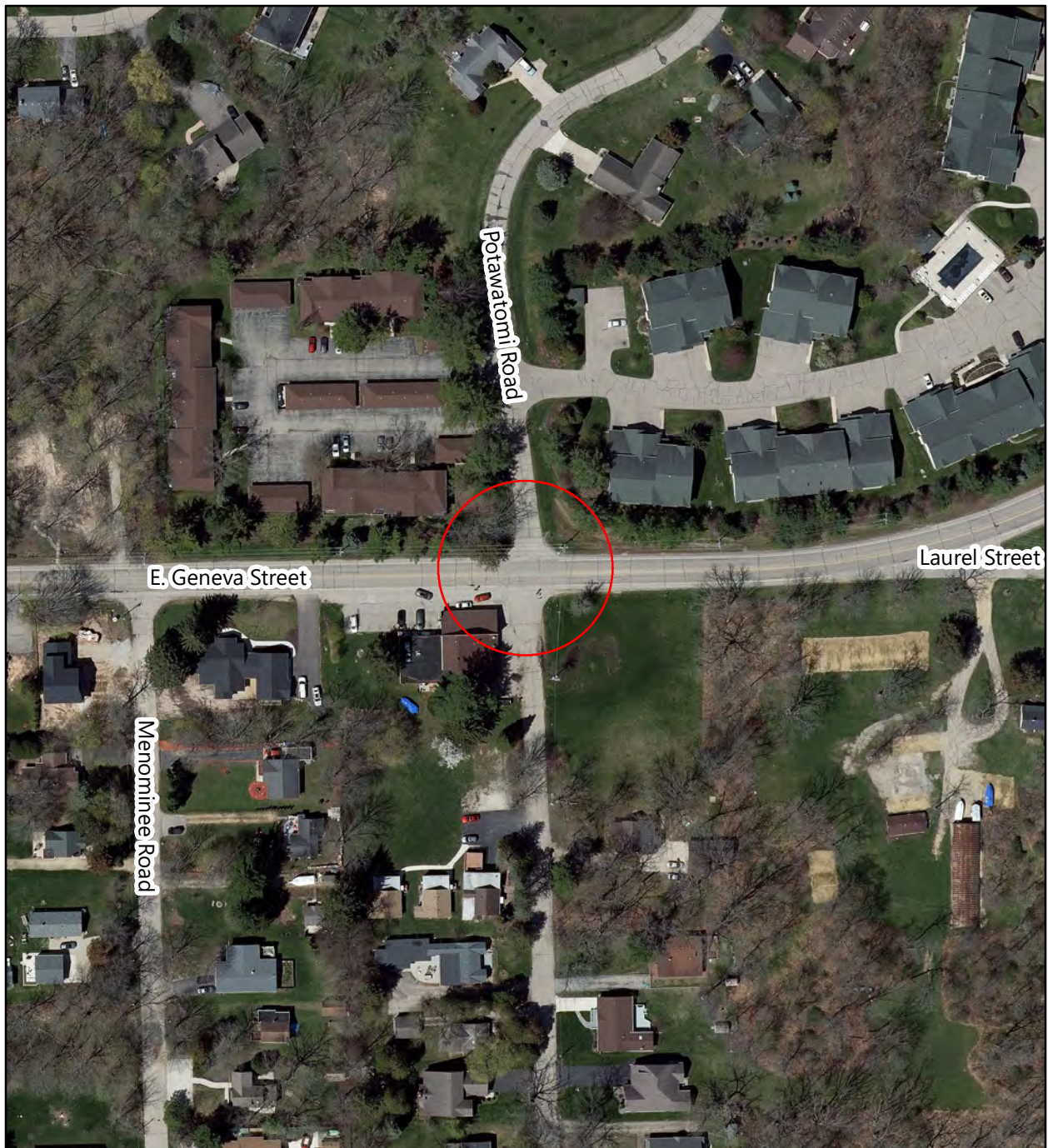
Physical and Operational Characteristics

The intersection of Potawatomi Road with E. Geneva Street is a four-legged intersection with stop control on Potawatomi Road. Through its intersection with Potawatomi Road, E. Geneva Street is a two-lane arterial roadway under Village jurisdiction. The cross-section of this segment of E. Geneva Street consists of two 12-foot travel lanes and two 4-foot paved shoulders for a total width of 32 feet. The posted speed limit on

⁸US Access Board's ADA and ABA Public Right-of-Way Accessibility Guidelines (PROWAG) address access to sidewalks, streets, crosswalks, curb ramps, and other components of public right-of-way so that they are in compliance with the Americans with Disabilities Act and the Architectural Barriers Act. The final rule was published in the Federal Register by the Board in August 2023. It is available online at <https://www.access-board.gov/prowag/>.

⁹ US Access Board's Guide to the ADA Accessibility Standards provides guidance on current ADA Standards issued by the Department of Justice and the Department of Transportation. It is available online at <https://www.access-board.gov/ada/guides/>.

Map 5
Intersection of E. Geneva Street and Potawatomi Road



Study Location

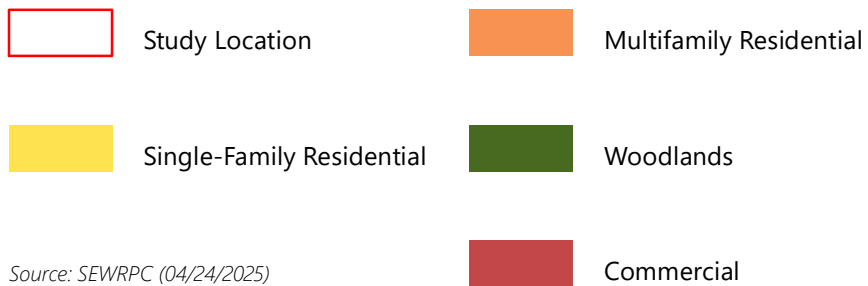


0 25 50 100 150 200 Feet

Source: SEWRPC (04/24/2025)

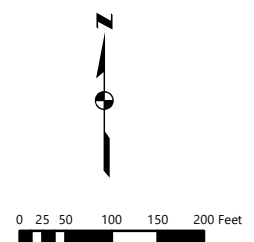
Preliminary Draft

Map 6
Land Uses near Intersection of E. Geneva Street and Potawatomi Road



Source: SEWRPC (04/24/2025)

Preliminary Draft



E. Geneva Street east and west of Potawatomi Road is 30 mph. Though parking is not permitted along E. Geneva Street, there are approximately 10 off-street parking spaces adjacent to the convenience store accessible from the roadways.

There are approximately 4,600 vehicles that travel on E. Geneva Street on an average weekday. Hourly traffic data at this location shows that traffic along E. Geneva Street averages around 314 vehicles per hour during daylight hours and with 414 vehicles per hour during a peak travel period (12pm—3pm), as shown on Figure 5.

During the Staff site visit on Tuesday, April 30, 2024, a few potential sight distance issues were identified for pedestrians attempting to cross E. Geneva Street. The first issue noticed was the curve of E. Geneva Street east of the intersection. The curve comes from the north and begins approximately 200 feet east from the intersection, which, when coupled with large trees on the northeast corner of the intersection, can make it difficult for pedestrians on the north side of the road and westbound vehicles to notice each other. Commission staff experienced delays when attempting to cross from the north side to the south side of the road). Staff reviewed the stopping sight distance required for westbound vehicles approaching a potential crosswalk at Potawatomi Road. The available sight distance required for a vehicle travelling westbound on E. Geneva Street towards Potawatomi Road is 310 to 350 feet, greater than the stopping sight distance of 250 feet needed for this segment of E. Geneva Street.

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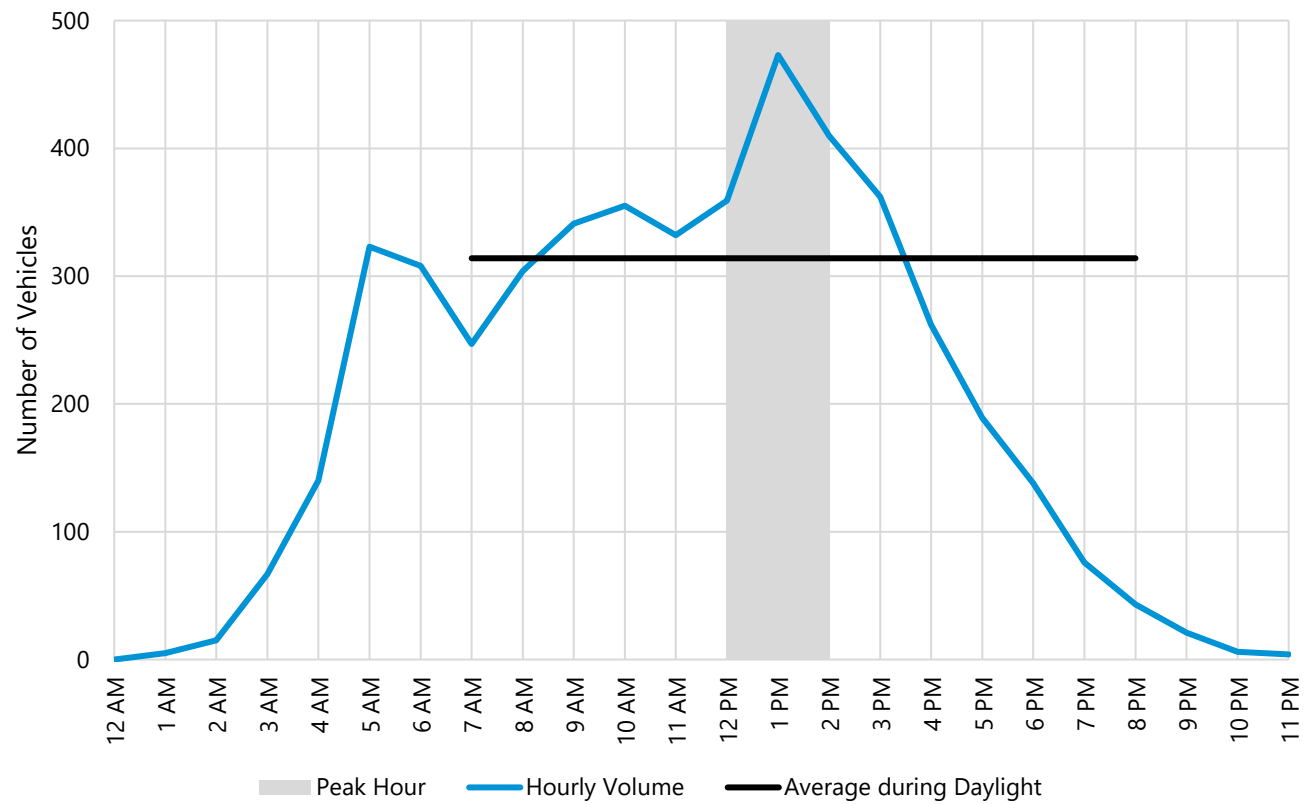
Potawatomi Road is a two-way road that is 20 feet wide at the north leg of the intersection, is 18 feet wide at the south leg of the intersection and does not have marked bike lanes or curb and gutter. The intersection is STOP controlled northbound and southbound on Potawatomi Road with E. Geneva Street uncontrolled. While the speed limit on Potawatomi Road is not posted, it was assumed to be 25 mph based on it being a local road (*Wisconsin Statute* 346.57(e)). There are no sidewalks on either side of the street.

With respect to pedestrian travel, on average there were 17 pedestrians observed that approached the intersection of E. Geneva Street and Potawatomi Road. Of the 17 pedestrians observed, only 3 pedestrians were observed crossing E. Geneva Street, all on the west leg of the intersection. There were no bicycle or pedestrian-related crashes that occurred at this intersection from 2019 to 2024. An existing street light is located at the northeast corner of the intersection, making pedestrians at this location more visible to motorists.

Evaluation of Providing Marked Crosswalks at the Intersection

Based on the review of the existing land uses in proximity to, and the operational characteristics of, the intersection of E. Geneva Street and Potawatomi Road, it was determined that a crosswalk would not be recommended for this location. Given that the small convenience store is the only attraction to pedestrian travel in the vicinity of the intersection, the existing level of pedestrian travel crossing E. Geneva Street is well below the desired 20 peak hour crossing (in both directions). However, for those pedestrians that do cross E. Geneva Street at Potawatomi Road, it is recommended steps be taken along the north side of E.

Figure 5
Average Hourly Vehicle Volumes on E. Geneva Street at Potawatomi Road



Note: This volume was collected via video-monitoring system over a 24-hour period on May 1, 2024. Source: SEWRPC (04/24/2025)

Geneva Street east of the intersection to improve sight distance through the curve for westbound motorists and southbound pedestrians. If trees are trimmed to ensure no visual obstructions within the existing right-of-way, the sight distance would potentially improve by approximately 105 feet.

* * *

#00272999 (PDF: 276967)

4/24/2025

CTH/RWH/WFH/wfh

Doug,

I reviewed the SEWRPC studies for three crosswalks and Liechty speed humps. I have the following comments/recommendations.

Crosswalk Study – W. Geneva & Oakwood, E. Geneva & Kish, E. Geneva & Potawatomi

W. Geneva St at Oakwood Street

- No pedestrian counts or observations were noted in the report – pedestrian volume at this proposed crossing would be expected to be extremely low generally not warranting a crosswalk. Furthermore, the general absence of pedestrian activity at this location and adding of passive traffic control devices such as striping and static signage would cause this crossing to be largely ignored by traffic, leading to pedestrians that do attempt to cross here, have to wait for sufficient gap in traffic anyway before crossing.
- As noted in the report, there are no pedestrian accommodations on Oakwood Street nor on the Frost Park side of W. Geneva Street further making a pedestrian crossing here ineffective. The report agrees stating “the implementation of a marked crosswalk alone would not be sufficient” (top of page 7). In addition, there is a significant grade difference from the road to Frost Park in this location, so any pedestrian attempting to enter Frost Park from this direction would have to be able-bodied enough to traverse this slope and thus should also be able-bodied enough to effectively negotiate traffic to cross W. Geneva without the aid of a crosswalk.
- As a result, we do not recommend a crosswalk in this location. To access Frost Park from Oakwood, we recommend utilizing the existing crossing at Stam (which has its own issue of limited sight distance for WB traffic, but not part of this evaluation) and providing a new crosswalk across Congress Street to access Frost Park. We do recommend the Village encourage the WisDOT evaluate making the Stam crossing safer with their upcoming improvement.

E. Geneva St at Kishwaukee Trail

- Again, no pedestrian counts or observations were noted in the report. This is one of two path accesses to Kishwaukee in the lakefront area. The other enters from the parking lot to the east and is arguably the more heavily used entrance and is in a safer location for pedestrian activity. The path in the subject location is in a poor entry location by the busy boat launch area.
- Similar to W. Geneva & Oakwood, the report says, “implementation of a marked crosswalk alone would not be sufficient” (middle of page 13). There are no pedestrian accommodations anywhere around this intersection. The lake path runs near the boat ramp, requiring a significant investment in sidewalk/path to even make this connection that may be seldom used.
- We do not recommend a crosswalk in this location because the boat launch area is a highly congested area making negotiating this intersection complex for vehicles, pulling drivers attention away from potential pedestrians trying to cross. It’s also complex for pedestrians to cross here, with boat trailers pulling in and out from different directions, WB vehicles passing in the wider paved shoulder (legal in WI), etc. We recommend either the path be redirected towards the existing crossing at the Recreation Department/Bathroom building or providing gravel path along the edge of shoulder to the west to that same crossing and not encourage anyone to cross at the boat launch area. Eliminating this path and force users to use the boardwalk to the east is also an option.

E. Geneva St at Potawatomi Road

- Pedestrian observations at this intersection were actually noted in the report, but only 3 of 17 observed pedestrians crossed E. Geneva Street and the report noted this is far less than 20 crossings required to warrant a crosswalk.
- The report does not recommend a crosswalk in this location (bottom of page 18), and we are inclined to agree. Again, the low use of this crossing does not warrant a marked crosswalk and even if marked, would be largely ignored by traffic due to a consistence absence of pedestrian activity.
- We do agree with report and recommend the Village trim back vegetation as much as possible within the existing right-of-way on the inside of the roadway curve to maximize the sight distance for both vehicles and the occasional pedestrian searching for adequate gap in traffic to cross from the north side of the road.

Let me know if you have any questions.

David S. Hemmerich, PE
Associate Vice President
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Liechty Drive Speed Hump Study

- The report did not include any speed study or speed observations. Before recommending traffic calming features, such as speed bumps or humps, speed data should be collected and analyzed and driver behavior observed to recommend effective traffic calming measures. We highly recommend collecting speed data to assess if speeding is actually a problem on Liechty. Perception is often different than reality when it comes to speeding. In addition, the absence of speed data would not allow the effectiveness of the traffic calming device to be measured. Speed data should be collected in an inconspicuous manner as to not influence road users from their normal driving behavior.
- In SEWRPC's own report, a speed hump is not recommended (bottom of page 4), citing the physical constraints of installing one.
- If speeding is determined to be a problem, there are other more effective ways to calm traffic. Narrowing the roadway would be the most effective, a neckdown near the center of the road could be more effective than a speed hump. Center islands to narrow the lane width for a short period is another option; however, the close spacing of driveways on Liechty will make placement difficult (also a noted issue in the report for placing a speed hump). Even active digital speed signs, such as the one currently on WB E. Geneva Street by Willabay Shores, tend to be highly effective at reducing speeds for minimal cost.
- If a speed hump is still a desired measure, despite not being recommended, it should be supported by all residents on the street since they will also have to cross the speed hump every day.

Let me know if you have any questions.

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