

CHAPTER 3 Transportation Element

66.1001(2)(c) Wis. Stat.:

Transportation element. A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

Section 3.1 Transportation Inventory

The City of Stevens Point's transportation network is a vital component of the community's development. Efficient and economic growth depends on a transportation system capable of moving people, goods and services to, from and within the City. Different types and intensities of development impose varied demands on streets and highways. New transportation facilities can also significantly affect the development potential of adjacent land. The coordination of land use and transportation improvements will result in a more attractive community functioning with greater efficiency, at less expense.

Transportation uses, including road and rail right-of-way, occupy 1,342 acres, or 12.7% of the City's total land area. Streets and highways account for 88% of this acreage (1,190 acres).

A. Streets and Highways

According to the Wisconsin Department of Transportation (WisDOT) certified mileage report, as of January 2002 the City had 148.6 miles of public roadway. Of this total, 127.7 miles were local streets, 3.58 miles were County Roads, and 17.34 miles were State Highways.

The City's street and highway system is designed and maintained so that each facility performs a function relative to the overall transportation network. The WisDOT's functional classification system categorizes streets and highways according to their two primary purposes: 1) to move vehicles (traffic mobility), and 2) to serve adjacent land (land access). "Arterials" accommodate the movement of vehicles at higher volumes between destination points, while "local streets" provide a land access function (neighborhood streets that lead to homes, etc.). "Collectors" serve both local and through traffic by providing a connection between arterials and local streets. The DOT's functional classification of streets within the City, average daily traffic volumes (ADT) and roads of local significance are illustrated in Map 3.1.

1. Principal Arterials

- a. **Interstate 39**, running across portions of the City's east and northeast sections, is perhaps the most important roadway facility serving the City. This four-lane, interstate standard facility serves as the main north-south arterial in the central part of the State. Table 3.1 compares 1999 and 2002 ADT volumes for Interstate 39 through Stevens Point.

Table 3.1: Interstate 39 ADT Volumes, 1999 and 2002

I-39 Road Segment	2002 ADT			1999 ADT			ADT Change 1999 to 2002		
	North Bound	South Bound	Total	North Bound	South Bound	Total	North Bound	South Bound	Total
Cty Rd HH to USH 10	10,500	11,600	22,100	11,200	11,200	22,400	-700	400	-300
USH 10 to STH 66	11,900	12,700	24,600	11,300	11,600	22,900	600	1,100	1,700
STH 66 to Bus 51	9,200	9,400	18,600	8,500	9,000	17,500	700	400	1,100
Business 51 to Cty Rd X	8,500	9,100	17,600	10,400	10,300	20,700	-1,900	-1,200	-3,100

Source: Wisconsin Department of Transportation.

ADT = average daily traffic volume

- b. **Business Highway 51** carries most of the commuter traffic between Stevens Point, Plover and Wisconsin Rapids. As such, the primary function of Business Highway 51 is to move traffic. Conflicts arise, however, because this roadway also provides direct access to a variety of land uses. Table 3.2 compares 1999 and 2002 ADT volumes for Business 51 through the City of Stevens Point.

Table 3.2: Business 51 ADT Volumes, 1999 and 2002

Business 51 Road Segments	2002 ADT			1999 ADT			ADT Change 1999 to 2002		
	North Bound	South Bound	Total	North Bound	South Bound	Total	North Bound	South Bound	Total
City limits to Nebel Street	8,800	8,500	17,300	12,000	10,000	22,000	-3,200	-1,500	-4,700
Nebel Street to Heffron Street	9,500	7,500	17,000	7,700	7,300	15,000	1,800	200	2,000
Heffron to Rice Street	7,100	7,000	14,100	~	~	17,400	~	~	-3,300
Rice Street to Patch Street	9,300	9,200	18,500	10,200	9,600	19,800	-900	-400	-1,300
Patch Street to Monroe Street	~	~	15,300	~	~	18,200	~	~	-2,900
Monroe Street to Dixon Street	~	~	9,600	~	~	14,000	~	~	-4,400
Dixon to Jefferson Street	6,100	6,700	12,800	~	~	14,300	~	~	-1,500
Jefferson to Clark Street	6,600	7,600	14,200	~	~	16,900	~	~	-2,700
Main Street to Fourth Ave.	6,600	7,500	14,100	~	~	14,900	~	~	-800
Fourth Ave. to Maria Drive	6,300	6,500	12,800	7,100	7,200	14,300	-800	-700	-1,500
Maria Drive to North Point Dr.	4,200	4,400	8,600	5,200	4,900	10,100	-1,000	-500	-1,500
North Point Drive to I-39	3,900	3,700	7,600	3,800	3,700	7,500	100	0	100

Source: Wisconsin Department of Transportation

A number of improvement plans are scheduled for Business 51 that will potentially impact traffic on the facility through Stevens Point:

- The roadway will be completely reconstructed from Cty Rd B/Plover Road in the Village of Plover to Cty Rd HH/McDill Avenue in the Village of Whiting, with improvements scheduled to begin in 2010. These improvements will include new driving lanes, turning lanes, and a raised landscaped median for most of the 3.4 mile stretch. According to the *Business 51 Transportation Corridor Study*, prepared in 2003 for the Wisconsin Department of Transportation (WisDOT) by HNTB, average weekday traffic volumes on Business 51 south of Cty Rd HH are projected to increase from 20,400 in 2003 to 34,600 by 2030.

Map 3.1 Road Classification and ADT numbers for 2002 and 1999

- The portion of Business 51/Division Street north of the Canadian National rail tracks, between the viaduct and Dixon Street, is scheduled to be reconstructed in 2005. A number of buildings on the east side of Division Street were removed in 2003 to make way for a realignment of the roadway as part of the facility improvement.

The remainder of Business 51/Division Street north of Dixon Street has been identified by WisDOT as adequate, and not in need of improvement at this time. According to City Department of Community Development staff, WisDOT has recommended that the City should take steps to protect future right-of-way availability at the intersection of Division Street and Fourth Avenue near the UW-Stevens Point campus.

- c. **U.S. Highway 10** is the main east/west traffic corridor within the City, and connects I-39 with I-94 to the west. Table 3.3 compares 1999 and 2002 ADT volumes for USH 10 through Stevens Point.

Table 3.3: USH 10 ADT Volumes, 1999 and 2002

USH 10 Road Segments	2002 ADT			1999 ADT			ADT Change 1999 to 2002		
	West Bound	East Bound	Total	West Bound	East Bound	Total	West Bound	East Bound	Total
E. City limits to Brilowski Rd.	6,700	7,200	13,900	9,500	7,200	16,700	-2,800	0	-2,800
Brilowski Rd. to Maple Bluff	12,000	12,100	24,100	13,200	13,000	26,200	-1,200	-900	-2,100
Maple Bluff Drive to I-39	13,100	13,200	26,300	15,600	17,500	33,100	-2,500	-4,300	-6,800
I-39 to Country Club Drive	10,600	11,000	21,600	11,600	11,700	23,300	-1,000	-700	-1,700
Country Club Dr. to Green Ave.	9,600	9,700	19,300	10,500	10,800	21,300	-900	-1,100	-2,000
Green Ave. to Wilshire Blvd	9,800	9,900	19,700	10,800	10,500	21,300	-1,000	-600	-1,600
Wilshire Blvd to Frontenac Ave.	8,900	8,800	17,700	10,300	9,900	20,200	-1,400	-1,100	-2,500
Frontenac Ave. to Michigan Ave.	9,300	8,600	17,900	10,300	9,900	20,200	-1,000	-1,300	-2,300
Michigan Ave. to Illinois St.	9,000	9,100	18,100	9,800	9,700	19,500	-800	-600	-1,400
Illinois St. to Reserve St.	9,400		9,400	9,900		9,900	-500	0	-500
Reserve St. to Division St.	9,000	8,400	17,400	9,700	9,000	18,700	-700	-600	-1,300
Division St. to Church Street	9,000	9,000	18,000	10,900	11,600	22,500	-1,900	-2,600	-4,500
Church Street to Second Street	5,800	8,500	14,300	7,700	8,600	16,300	-1,900	-100	-2,000
Clark Street Bridge Traffic	~	~	12,800	~	~	16,300	~	~	-3,500
Bridge to Cty Rd P	~	~	10,200	~	~	13,800	~	~	-3,600
Cty Rd P to W. City limits	~	~	7,000	~	~	9,100	~	~	-2,100

Source: Wisconsin Department of Transportation

As of 2004, USH 10 has been substantially reconstructed or improved along its entire length through Stevens Point. Future improvements for this facility include:

- Improvements between Treder Avenue and Badger Avenue, including raised median, turning lanes, and a new intersection at the eastern edge of Copps Foods/US Bank property (2006).

- A by-pass route for USH 10 around Stevens Point is being planned by the Wisconsin Department of Transportation. Map 3.2 illustrates the current alternatives being considered for routing the by-pass east of the City. The final route selection for the segment west of I-39 has been completed by WisDOT; the selection of the segment east of I-39 is intended to be completed sometime within the next year.

d. **State Trunk Highway 66** enters Stevens Point at the northeast boundary of the City, proceeds southwest along Stanley Street, then south on Michigan Avenue before terminating at USH 10 (Clark and Main Streets).

Table 3.4: STH 66 ADT Volumes, 1999 and 2002

STH 66 Road Segment	2002 ADT			1999 ADT			ADT Change 1999 to 2002		
	West Bound	East Bound	Total	West Bound	East Bound	Total	West Bound	East Bound	Total
Torun Road to I-39	~	~	8,600	~	~	9,000	~	~	-400
I-39 to Green Ave/North Point	6,000	5,800	11,800	5,600	5,400	11,000	~	~	800
G.A./N.P. to Frontenac St.	~	~	9,100	~	~	8,100	~	~	1,000
Frontenac St. to Michigan Ave.	~	~	9,300	~	~	8,200	~	~	100
Michigan Ave., S to Prais St.	~	~	7,200	~	~	8,000	~	~	-800
Prais St. to Main St.	~	~	8,900	~	~	8,800	~	~	100

Source: Wisconsin Department of Transportation

2. Minor Arterials

North/south minor arterials are:

- Country Club Road (2002 ADT: 6,900 north of Patch, 7,600 south of Patch)
- Green Ave (2002 ADT: 2,400)
- Michigan Avenue (2002 ADT: 9,900-11,600 north of Patch, 9,000-5,600 south of Patch)
- Church Street (2002 ADT: 2,500, west of Division St.)
- Strongs Avenue (2002 ADT: 1,200)
- Water Street (2002 ADT: 4,500 north of Cty Rd HH, 6,400 south of Cty Rd HH)
- Whiting Ave (2002 ADT: 1,100 north of Cty Rd HH, 1,300 south of Cty Rd HH)
- Second Street (2002 ADT: 5,100 north of Centerpointe Dr., 3,500 north of Maria Dr., 2,500 north of North Point Drive)

East/West minor arterials are:

- North Point Drive (2002 ADT: 5,600 west of Division St., 3,400 east of Division St.)
- Maria Drive (2002 ADT: 3,800 west of Division St., 5,100 east of Division St.)
- Fourth Avenue (2002 ADT: 4,200 west of Division St., 4,200 east of Division St.)
- Patch Street (2002 ADT: 3,300 west of Michigan Ave. St., 6,500 east of Michigan)
- Cty Rd HH (Riverview) (2002 ADT: 1,200 west-bound, 1,500 east-bound)
- Cty Rd HH (E. of I-39) (2002 ADT:)

Map 3.2: USH 10 Stevens Point By-pass Alternatives

3. Collectors

North/south collectors are:

- Brilowski Road, between Rainbow Drive and Cty Rd HH
- Maple Bluff/Golla Road, between Brilowski Road and USH 10
- Torun Road, between STH 66 and the northern City limits
- Wilshire Blvd, between Prais Street and USH 10
- Frontenac Avenue, between STH 66 and Dixon Street
- Illinois Avenue, between Clark Street and Stanley Street
- Reserve Street, between Clark Street and Stanley Street
- Reserve Street North, between North Point Drive and I-39

East/West collectors are:

- North Point Drive, between STH 66 and Reserve Street North
- Maria Drive, between STH 66 and Michigan Ave.
- Maria Drive, between Prentice Street and Division Street/Bus. 51
- Bukolt Avenue, between Second Street and Forest Street
- Prais Street, between Wilshire Blvd and Michigan Avenue
- Jefferson Street, between Frontenac Avenue and Division Street/Bus. 51
- Dixon Street, between Frontenac Avenue and Division Street/Bus. 51
- Rice Street, between Minnesota Avenue and Church Street/Bus. 51
- Heffron Street, between Minnesota Avenue and Church Street/Bus. 51
- Sherman Avenue, east of Whiting Avenue

4. Local Streets

The local street system provides good accessibility throughout most of the City. The City has identified the following street improvements as necessary to promote economic development and provide improved circulation for existing and developing areas:

1. None at this time.

B. Bridges

Table 3.5 details the bridges within the City of Stevens Point.

Table 3.5: Stevens Point Bridges

Bridge	Year Built	Report Date	Sufficiency Rating	Reconstruction by 2020?
Cty Rd C @ Rocky Run Creek	1970	11/20/2002	68.3	No
Patch Street @ Big Plover River	1981	11/19/2002	90.4	No
Brilowski Road @ CN Railway	1996	12/4/2002	98.8	No
Clark Street @ Wisconsin River	1999	10/2/2002	83.9	No
Cty Rd HH @ Wisconsin River				No

Source: City of Stevens Point

Bridge structures are periodically evaluated by the State of Wisconsin, and given a “sufficiency rating” on a 100 point scale. If the sufficiency rating drops below 50, a bridge is eligible for federal funding which will pay up to 80% of the replacement cost. Replacement of City bridge structures is not anticipated over the planning period.

C. Trucking

Trucking traffic in Stevens Point consists of both through-traffic and traffic generated by local manufacturers, distribution centers, and services which include rental, sales, service, transport and transportation brokers. Issues related to increased stress on physical infrastructure, noise, and pedestrian safety concerns should be considered along corridors of heavy truck traffic. Corridors used heavily by trucks within the City include I-39, USH 10, STH 66, Cty Rd HH, US Business 51, Patch Street, Water Street, and Country Club Drive/Hoover Avenue. See Map 3.3 above for all current truck routes in the City. It is anticipated that truck traffic will likely increase on Brilowski Road, between USH 10 and Cty Rd HH.

D. Rail Transportation

Canadian National Railroad (CN) serves the City of Stevens Point. It is the only railroad which crosses North America east to west and north to south, serving ports at Vancouver and Halifax in Canada and New Orleans in the US, linking the Atlantic, Pacific and Gulf Coasts and all three NAFTA nations. CN operates 19,560 miles of track, including the main line track through Portage County which is a vital link for traffic coming out of Canada through the Chicago gateway and beyond. Current rail activity through Stevens Point is 16 to 20 trains per day on the main line. This number of trains is anticipated to grow at the same rate as the U.S. economy.

E. Air Transportation

1. Stevens Point Municipal Airport

Local airports such as Stevens Point Municipal Airport play a critical role in fostering business growth and economic development. Convenient access to air transportation allows businesses to quickly move goods and key personnel from one site to another, saving valuable time and increasing productivity. A study by the Wisconsin Department of Transportation (WisDOT) shows that between 1997 and 2001, over 85 percent of new or expanded manufacturing businesses were located within 15 miles of an airport capable of handling jet aircraft. These manufacturers provided 34,064 jobs for Wisconsin residents.

The local airport can also provide facilities for emergency medical flights, law enforcement, agricultural spraying, pilot training, and many other important community services. Communities that are readily accessible by air transportation are at a competitive advantage and may realize economic and quality of life benefits that can affect every citizen.

As an integral part of the state transportation network, Stevens Point Municipal Airport in Stevens Point plays a critical role in fostering business growth and economic development in the region. Owned and operated by the City of Stevens Point, the airport is classified as a Transport Corporate Airport in the *Wisconsin State Airport System Plan: 2020 (SASP)*.

In 2003 the airport recorded 36,750 aircraft operations and was home for 45 based aircraft, including 4 jets, 40 single-engine, and 1 multi-engine propeller airplane. Travel Guard, Med Topics Unlimited, Sentry Insurance, Pegasus Aviation, Freight Runners, and the Rettler Corporation all operate business aircraft from Stevens Point Municipal Airport. UPS operates flights on a daily basis that provide essential cargo services to the local and regional community. St. Michael's Hospital uses the airport on average of once a week to transport administration to and from Milwaukee. The airport has one Fixed Base Operator (FBO), Sentry Aviation Services Inc., four industrial and corporate flight departments based on the airport, in addition to 22 T, 12 individual and four larger corporate hangars.

Map 3.3: Stevens Point Truck Routes

Stevens Point Municipal Airport has two paved runways. The primary runway (03/21) is 6,028 feet long by 120 feet wide. Lighting aids on this runway include a Medium Intensity Approach Lighting System (MALS), High Intensity Runway Lights (HIRLs), and Runway End Identifier Lights (REILs). The secondary runway (12/30) is 3,642 feet long and 75 feet wide. Lighting aids on this runway include HIRLs.

Instrument approaches to the airport include VHF omni-directional radio range (VOR) and Global Positioning System (GPS) approaches to runways 03, 30 and 31. In 2004, the city was notified that the airport will receive a \$1,500,000 grant from the FAA for an instrument landing system (ILS) to be installed in 2005. As a result of this improvement, the airport will be accessible to aircraft in low visibility conditions. The impact is anticipated to increase the use of the airport as well as improve the attractiveness of the Stevens Point area to businesses utilizing airport facilities. The grant is expected to free up some of the airport entitlement funds for other improvements to the airport which in turn will make the facility even more attractive to business.

The direct impact of Stevens Point Municipal Airport on the local economy reflects the jobs, payroll and sales directly related to airport operations. This includes the management and operation of the airport, as well as businesses providing aircraft maintenance, fueling, storage and leasing activities. The direct effect of the airport on the local economy in 2003 totaled 18 employees, a payroll of \$605.8 thousand and \$1.57 million in economic output (Source: Wisconsin Bureau of Aeronautics – Economic Impact 2004).

Visitor spending, or the direct impact of airport users, is the amount of money flowing into the local economy from air passengers who reside outside the county. These visitors spend money on lodging, meals, ground transportation and retail purchases within the county. The \$373.8 thousand of visitor spending in 2003 supported 12 additional jobs in Portage County with a payroll of \$140.4 thousand.

The multiplier or induced effect represents the downstream effect of airport operation and visitor spending throughout the local and state economy. The impact includes the activity of suppliers to the businesses at the airport (including electricity, office supplies, aircraft parts, fuel for resale) and suppliers to the businesses serving visitors. It also includes the activity generated by the airport workers re-spending their income (clothes, groceries, entertainment, and other necessities). In 2003, the multiplier impact of the airport supported 11 additional jobs, provided \$286.4 thousand in wages and generated \$721.4 thousand in economic output.

The results of the study indicates that Stevens Point Municipal Airport provides \$2.7 million in economic output, supported 41 jobs and contributed \$1.03 million in wage income to the local economy in Portage County. The activity at Stevens Point Municipal Airport in 2003 also generated an additional \$475.3 thousand in sales, 8 jobs and \$189 thousand in payroll to the state economy. When combined with the local impact, the total contribution of Stevens Point Municipal Airport to the local and state economy in 2003 is \$3.14 million in sales, 49 jobs and \$1.22 million in wage income.

As with other transportation infrastructure, the airport is not considered to be a money generating facility. The intention of the airport is not to produce revenue, but to provide private enterprise with another tool that can be used to be more competitive. Like highways and other forms of transportation, taxes from fuel and other aeronautical related sales generates much of the funding to provide the asset.

The Stevens Point Municipal Airport has recently updated the “airport improvement plan”. The plan includes; the new ILS, taxiways, terminal improvements/addition, additional hangars, additional aeronautical related enterprise facilities, aeronautic industrial sites, a group hangar, security fencing and an aircraft maintenance facility.

Significant portions of these improvements would be eligible for funding under the airport entitlement funds. However, the local share must still be funded in order to build them. While the plan is not a commitment, it is an indication of the vision the community holds for the airport and is a reflection of the importance of the airport on the economy of the area.

2. The Central Wisconsin Airport

The Central Wisconsin Airport CWA (C-Way), located 15 miles north of Stevens Point adjacent to I-39 in Mosinee, is a joint venture of Marathon and Portage Counties of Wisconsin. The Airport was constructed during the mid 1960's to provide a regional facility to ensure continued quality air service for North Central Wisconsin. The facility opened for operation in October of 1969. The terminal has been modernized and the highway access has been reconstructed and made more convenient.

The Airport has two runways that are grooved concrete, precision instrument landing procedures to both runways for all weather operations, an air traffic control tower and all the other amenities of a twenty-first century airport. Three airlines provide 21 flights per day which connect through Minneapolis, Chicago, Detroit and Milwaukee. There are also nine airfreight and express flights daily. Since 1982, more than \$40,000,000 has been spent to keep the airport ready to serve the business and pleasure needs of the region.

F. Transit

In September of 2003, the Stevens Point Transportation Commission and Stevens Point Common Council approved the final recommendations included in the Transportation Development Plan (TDP) developed by Abram Cherwony and Associates. The State of Wisconsin recommends that Transportation Development Plans be updated every 5 years to assure efficiency in public transit systems. In 2002-2003 a TDP advisory committee, consisting of citizens and community leaders, was formed to assist Abram Cherwony and Associates with the TDP. The final TDP is on file at the Stevens Point Transit Department.

The following is a brief summary of recommendations that came out of the TDP.

- The Stevens Point Transportation Commission should work with UWSP to establish a U-Pass Program.
- The Stevens Point Transportation Commission should work with the Transit Manager to re-organize bus routes to make them more user-friendly and efficient.
- The Stevens Point Transportation Commission should improve bus route signs.

Stevens Point Transit System

The City of Stevens Point provides two types of transportation service to the City of Stevens Point and the communities of Whiting and Park Ridge. A fixed-route bus service is available to all residents in our service areas. A specialized door-to-door Para-transit service is available to individuals who qualify for the service under the Americans with Disabilities Act (ADA) guidelines.

Map 3.4: Stevens Point Transit Routes

1. Fixed-Route Service.

Stevens Point transit's current fixed-route service consists of four bus routes, the North Point Drive/SPASH route, the Rice Street/Dixon Street Route, the East Side/Industrial/Business Park Route, and the West Side/Water Street/Whiting Route. Beginning in August of 2004 Stevens Point Transit will be adding fixed routes as part of a collaborative effort with the University of Wisconsin – Stevens Point's U-pass program. All vehicles used to provide this service are low-floor, wheelchair accessible, 29 foot Gillig Buses.

The North Point/SPASH route serves the north side of Stevens Point. The route provides ½ hour service and extends north serving the areas of North Point Drive. On Wednesdays the route is revised to provide service to Harmony Village. The route covers the City as far west as Forest Street.

The Rice Street/Dixon Street, also a ½ hour service route, was modified in February 2004 to provide bus service to St. Michaels Hospital and the University. The route services the central part of Stevens Point, serving the Rice Street, Indiana Avenue, Dixon Street and Jefferson Street areas.

The East Side/Industrial/Business Park Route serves the Park Ridge area and the east side of Stevens Point very effectively. This one-hour route provides transportation for residents to the business and industrial parks.

The West Side/Water Street/ Whiting Route serves the west side of Stevens Point, and travels south on Water Street and west on Sherman Avenue as far as the Fireside Apartments and River Pines. This one-hour route also provides coverage to the Village of Whiting as far south as Tommy's Turnpike.

All of the current (2004) bus routes begin and end at the Downtown Bus Plaza, which is located near the Shopko entrance of the Center Point Marketplace.

2. Para-transit Service – Point Plus

The City provides a Para-transit service, called Point Plus, in addition to the fixed route service. Point Plus is a door-to-door service provided to anyone in the City of Stevens Point, communities of Whiting and Park Ridge, or individuals within a ¾ mile radius on either side of the fixed-route service, who qualify under the Americans with Disabilities Act (ADA) guidelines.

Individuals who wish to participate in the service need to fill out an application, which can be obtained at the Stevens Point Transit Office, or on-line at the City website: www.stevenspoint.com under the Transit Department. Once approved, appointments can be scheduled for transportation anywhere within the coverage areas.

The Para-transit fleet consists of three (3) 2003 Ford Eldorado modified vans. The Point Plus service will be expanded to provide complimentary service to the fixed-route University U-Pass service beginning in August 2004.

Stevens Point Transit is currently staffed with twelve (12) Bus Operators (6 full-time and 6 part-time). The office personnel consist of an Operations Supervisor and a Transit Manager. Additional staff will be hired prior to implementation of the University U-Pass program to accommodate the additional work generated through the project.

G. Sidewalk/Hiking/Biking Trails

There are currently 117.5 miles of sidewalk within the City of Stevens Point (see Map 3.5).

The City developed a Bicycle and Pedestrian Plan with adjacent municipalities (see Section 3.2(B) below), which recommended the creation of bike routes on existing city streets parallel but not on major traffic routes. The recommendation included erecting street signs that would identify these routes for users. Placing bike accommodations on existing streets was not the preferred method to accommodate bikes because of the need to widen the pavement width. This widening conflicted with the goal of maintaining the maximum amount of separation between the street and adjacent properties. On-street accommodations such as along Patch St. would be considered where no suitable parallel routes exist. The plan also recommended sidewalks be installed along arterial routes and to serve schools and other areas where youth are likely to gather.

Portions of the Green Circle Trail are located within the City of Stevens Point. See the Utilities and Community Facilities Chapter for a full description of this facility.

H. Public Parking

In June 2001, a study was conducted of public parking facilities within Stevens Point, with a focus on the downtown area (see Map 3.6). The conclusions and recommendations of the study performed by John D. Edwards, PE, titled “Traffic and Parking Elements, Downtown Directional Study for Stevens Point, Wisconsin”, are summarized below. A full copy of the study is available for review at the City of Stevens Point Community Development Department.

1. Conclusions

- Stevens Point has 3,744 parking spaces, of which 2,082 are public (available to anyone) spaces.
- Stevens Point has a very high percentage of off-street spaces (3,378, or 90% of the total parking supply of 3,744). This compares to average totals of 60 – 65% off-street.
- Stevens Point has a very high percentage of public off-street spaces, many of which are unlimited in time restrictions. There are 1,713 off-street public spaces.
- Stevens Point has 156 spaces per thousand population which is double the average number of spaces per 1,000 (75/1000) for cities of this size.
- The City of Stevens Point has been very active in providing adequate parking for downtown stakeholders.
- Peak use of parking for an average week occurs between 11:00 am and 12:00 noon with 2,360 spaces occupied out of 3,744 spaces. This represents an occupancy of 63%, which is relatively low for a downtown of this size.
- There is a disparity between peak use of on-street parking (65%), the off-street private use (71%) and the off-street public lots (55%).
- It is not normal for private off-street spaces to have a higher peak use than on-street spaces. The parking rates for leased parking are very low (\$10 to \$20 per month) and do not truly reflect the cost of parking. At a land cost of \$1,000 per space, a maintenance cost of \$100 to \$200 per year, and a capital cost of \$2,000 to \$3,000 per space for surface parking, a monthly charge of \$30 - \$40 is necessary to truly amortize the cost of a surface parking space.

Map 3.5: Sidewalks

Map 3.6: Parking Study Area

2. Recommendations

- Remove all parking meters on streets in the downtown area
- Convert Main Street to two-way operation from Water Street to Smith Street.
- Convert Strong's Avenue from one-way to two-way operation from Arlington Place to Main Street.
- Install truck loading zones on Main Street.
- Widen Main Street from Water Street to Second Street from one lane with parallel parking to two lanes with parallel parking.
- Reduce traffic to two lanes on Clark Street and add angle parking. Increase parking supply by the expansion and redesign of the Associated Bank Lot, Municipal Lot #1 and the Sentry Insurance Lots "C" and "D".
- Relocate the parking permits in Municipal Lot #12 to the expanded Municipal Lot #1.
- Institute a record keeping system for overtime parking tickets and maintain a list of tickets issued in the downtown area.
- Designate a night time residential parking zone in the Shopko Lot for second story downtown residents.
- Prepare and circulate a parking map to all downtown merchants and property owners.
- Prepare articles on downtown parking availability for the local print media.
- Evaluate long range structured parking sites for public and private use on the south side of the downtown area – and select one for implementation.
- Develop a parking structure to allow redevelopment of surface parking lots near retail and major employers. Implementation will be dependent upon demand and partnering the costs in an effective manner.
- Improve parking lots by enhancing the interior plantings and edge plantings. The current parking lot plantings have degraded over the years. Better maintenance and replacement of plants is warranted.
- Redevelop the Market Square as a European plaza. The current market square is a parking lot with one quarter dedicated as open space. The open space area is visually separated from the remainder of the square by parked cars and by the canopy over the farmer's market area. While the open space is pleasant when a user is in it, the visual separation makes it difficult to see the farmer's market and to see the open space. A new design concept emphasizing the pedestrian qualities and the function of the farmers market and while slightly de-emphasizing the parking function would be an improvement. Parking is a necessary function for both the farmers market as well as the retail functions of the square area.

Section 3.2 Inventory and Analysis of Applicable Transportation Plans and Programs

A. Stevens Point Urban Area Transportation Plan

The purpose of the Stevens Point Urban Area Transportation Plan (currently in progress) is to identify portions of the roadway network within the Urban Area that are likely to need upgrading over the next 20 years. Preliminary computer traffic modeling associated with the project has estimated ADT levels in 2020 for major roadways in the Urban Area. According to a preliminary model "2020 Total Traffic and Existing + Committed Network w/ US 10 extended to Cty Rd HH w/ Access" dated 8-22-01; the following roadways and 2020 potential ADT levels were identified:

Table 3.6: Projected USH 10 ADT Volumes, 2020

USH 10 Road Segments	2002 ADT			2020 ADT Projection			ADT Change 2002 to 2020		
	West Bound	East Bound	Total	West Bound	East Bound	Total	West Bound	East Bound	Change
E. City limits to Brilowski Rd.	6,700	7,200	13,900	12,050	12,059	24,109	5,350	4,859	10,209
Brilowski Rd. to Maple Bluff	12,000	12,100	24,100	22,269	22,254	44,523	10,269	10,154	20,423
Maple Bluff Dr. to C-Club Dr.	13,100	13,200	26,300	16,906	21,740	38,646	3,806	8,540	12,346
Country Club Dr. to Green Ave.	9,600	9,700	19,300	12,845	13,187	26,032	3,245	3,487	6,732
Green Ave. to Wilshire Blvd	9,800	9,900	19,700	11,535	11,716	23,251	1,735	1,816	3,551
Wilshire Blvd to Frontenac Ave.	8,900	8,800	17,700	11,397	11,588	22,985	2,497	2,788	5,285
Frontenac Ave. to Michigan Ave.	9,300	8,600	17,900	11,251	9,295	20,546	1,951	695	2,646
Michigan Ave. to Illinois St.	9,000	9,100	18,100	8,654	9,126	17,780	-346	26	-320
Illinois St. to Reserve St.	9,400		9,400	9,363	9,911	19,274	-37	9,911	9,874
Reserve St. to Division St.	9,000	8,400	17,400	9,141	9,774	18,915	141	1,374	1,515
Division St. to Church Street	9,000	9,000	18,000	9,918	10,081	19,999	918	1,081	1,999
Church Street to Second Street	5,800	8,500	14,300	7,672	7,245	14,917	1,872	-1,255	617
Clark Street Bridge Traffic	~	~	12,800	~	~	13,854	~	~	1,054
Bridge to Cty Rd P	~	~	10,200	~	~	13,800	~	~	3,600
Cty Rd P to W. City limits	~	~	7,000	~	~	4,069	~	~	-2,931

Source: Wisconsin Department of Transportation

Table 3.7: Projected Business 51 ADT Volumes, 2020

Business 51 Road Segments	2002 ADT			2020 ADT Projection			ADT Change 2002 to 2020		
	North Bound	South Bound	Total	North Bound	South Bound	Total	North Bound	South Bound	Change
City limits to Nebel Street	8,800	8,500	17,300	~	~	22,568	~	~	5,268
Rice Street to Patch Street	9,300	9,200	18,500	~	~	21,447	~	~	2,947
Patch Street to Dixon Street	~	~	15,300	~	~	22,542	~	~	7,242
Dixon to Jefferson Street	6,100	6,700	12,800	~	~	18,679	~	~	5,879
Jefferson to Clark Street	6,600	7,600	14,200	~	~	20,258	~	~	6,058
Main Street to Fourth Ave.	6,600	7,500	14,100	~	~	20,574	~	~	6,474
Fourth Ave. to Maria Drive	6,300	6,500	12,800	12,923	12,014	24,937	6,623	5,514	12,137
Maria Drive to North Point Dr.	4,200	4,400	8,600	10,464	9,859	20,323	6,264	5,459	11,723
North Point Drive to I-39	3,900	3,700	7,600	12,155	10,490	22,645	8,255	6,790	15,045

Source: Wisconsin Department of Transportation

Table 3.8: Projected I-39 ADT Volumes, 2020

I-39 Road Segment	2002 ADT			2020 ADT Projection			ADT Change 2002 to 2020		
	North Bound	South Bound	Total	North Bound	South Bound	Total	North Bound	South Bound	Change
Cty Rd HH to USH 10	10,500	11,600	22,100	17,055	19,331	36,386	6,555	7,731	14,286
USH 10 to STH 66	11,900	12,700	24,600	21,896	23,910	45,806	9,996	11,210	21,206
STH 66 to Bus 51	9,200	9,400	18,600	14,781	16,577	31,358	5,581	7,177	12,758
Business 51 to Cty Rd X	8,500	9,100	17,600	17,555	17,686	35,241	9,055	8,586	17,641

Source: Wisconsin Department of Transportation

B. Bicycle / Pedestrian Plan

The 1997 Plover and Stevens Point Bicycle / Pedestrian Plan outlined recommendations to improve pedestrian and bicycle facilities in the Urban Area. The plan recommends that sidewalks be placed on both sides of the street in commercial areas, along arterial roadways, and within a five block radius of any school. Bicycle facility improvements such as “Bike Lanes”, “Paved Shoulders”, and “Route Signs” were also identified for specific roadways throughout the Urban Area to improve mobility and connectivity. Refer to the 1997 Bicycle/Pedestrian Plan for detailed information. Improvements identified within the City of Stevens Point include:

1. *Bike Lanes:*
 - *Bike lanes along Green Ave., north of Highway 10*
 - *Bike lanes along Torun Road*
2. *Paved Shoulders:*
 - *Old Wausau Road*
 - *Old Highway 18*
3. *Route Signs:*
 - *North Point Drive*
 - *Frontenac Ave*
 - *Fourth Ave*
 - *Illinois Ave*
 - *Dixon Street*
 - *Ellis Street*

C. State, regional and local highway improvement plans

The Wisconsin Department of Transportation has begun to prepare its long-range transportation plan through the year 2030. Connections 2030 will set forth a broad vision as well as strategies and policies for all the state’s transportation modes: highways, rail, air, water, pedestrian, bicycle, transit and local roads.

Connections 2030 will build on the existing modal plans:

1. Wisconsin State Highway Plan 2020

The Central focus of this plan is on the State Trunk Highway System. The SHP 2020 does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 21 years. Given its focus, the plan does not identify improvement needs on roads under local jurisdictions.

2. Wisconsin State Airport System Plan 2020

The plan determines the number, location and type of aviation facilities required to adequately serve the state’s aviation needs through 2020. The plan also forecasts the level of public investment required to: upgrade substandard features such as widening of existing

runways, replace existing systems to meet federal and state standards, and enhance the airport system through runway extension and new construction. The classifications for Central Wisconsin Airport (Air Carrier/Air Cargo) and Stevens Point Municipal Airport (Transport/Corporate) are not projected to change through 2020.

3. State Railroad Plans 2020

The final SRP 2020 will be used to communicate the condition of Wisconsin's rail system, the rationale for proposing certain improvements, and the financial needs and system-wide implications of proposed funding levels.

The State Rail Plan will comprise six major components: Intercity passenger rail, Freight rail, Highway-rail crossings, Funding, Economic benefits, Environmental evaluation.

Work to be done under the passenger rail component will be coordinated with the efforts of the Midwest Regional Rail Initiative, the Wisconsin-Minnesota High Speed Rail Corridor Study, and the Milwaukee-Madison Corridor Study. In addition, the findings of the Governor's Blue Ribbon Task Force on Passenger Rail Service will be incorporated in the State Rail Plan.

The freight rail component of the plan will have a policy focus, reflecting the recognition that the majority of Wisconsin's railroad system is owned and maintained by the private sector. The highway-rail crossing element will refine and/or build upon the statewide assessment of highway-rail crossing needs initially developed by the State Highway Plan. The State Rail Plan was scheduled for completion in 2003, but is still being finalized. (Wisconsin DOT)

4. Wisconsin Bicycle Transportation Plan 2020

Overall plan goals are: to increase the level of bicycling in Wisconsin and to reduce the number of crashes involving bicycles and motor vehicles.

5. Wisconsin Pedestrian Policy Plan 2020

Goals of the plan: 1) Increase the number and improve the quality of walking trips in Wisconsin; 2) Reduce the number of pedestrian crashes and fatalities; 3) Increase the availability of pedestrian planning and design guidance and other general information for state, local officials and citizens.

Section 3.3 Transportation Issues and Concerns

1. There is a desire to upgrade the functional class of a number of streets in the city.
Issue: How long will it take to upgrade the city's functional class designation?
2. Concerns related to future streets and Official Street Mapping
Issue – Complete by adopting an official street map.
3. How can truck traffic be accommodated while maintaining public safety and neighborhood integrity?
4. How can bike and pedestrian travel be better served throughout the City?
5. How will the commissioners rank or recommend priority areas for improvements to bike and pedestrian routes or facilities?

6. How can sidewalk maintenance be improved throughout the City?
7. How can sidewalk connectivity be improved?
8. Is there an actual or a perceived need to increase parking options in the City?
9. How can the city's public transit service increase ridership?
10. Commissioners have identified a number of negative effects associated with at-grade rail crossings, including noise and increased traffic congestion. How can the negative impacts of at-grade rail crossing be minimized?
11. What is the development potential for the Stevens Point Airport? How many people does it serve and who will be impacted?

Section 3.4 Transportation Vision Statement

The City should be built in a manner that allows for a range of transportation choices, providing connectivity through motorized and non-motorized options. An area-wide transportation planning and funding approach maximizes efficiency and minimizes conflicts between modes as well as jurisdictions.

Streets are designed and maintained to create a sense of place for residential and commercial neighborhoods and for the City. The use of parks, tree-lined boulevards, neighborhood signs or statues, and the location of parking lots to the rear or sides of buildings all add to the positive visual experience of the community.

Our transportation system will offer a balanced environment for cars, transit, cyclists, and pedestrians.

Section 3.5 Transportation Goals, Objectives and Policies

A transportation network capable of moving people and goods to, from and within the City of Stevens Point is an essential element in the community development process. Such a network consists of highway and non-highway modes of transportation.

Goal A. Plan for, set priorities, and coordinate transportation improvements.

Objective A1 Maintain an aggressive and financially responsible capital budget for future roadway improvements.

Policy A1.1 Update capital improvement plan annually.

Objective A2 Maintain street paving in good condition.

Policy A2.1 Develop and maintain a roadway maintenance report.

Objective A3 Review parking development regulations to ensure an appropriate amount of onsite parking is required.

Policy A3.1 Review and implement parking ratio standards and change as needed.

Policy A3.2 Review and implement potential for shared parking.

Objective A4 Maintain a balance between public and private sector responsibilities for roadway improvements.

Policy A4.1 New development should pay for needed new facilities and improvements necessitated by new growth.

Policy A4.2 Cooperation between the City and developers to quantify the projected traffic on the road network as a result of proposed projects.

Policy A4.3 Require improvements to address the impacts of proposed development.

Policy A4.4 Work with the State and County Highway Department to increase its role in funding major urban roadways.

Policy A4.5 Schedule the construction of City streets in accordance with actual land development needs in order to avoid the commitment of City resources to avoid scattered development.

Goal B. Maintain or improve roadway function.

Objective B1 Ensure that roadway design and capacity standards are appropriately related to road function.

Policy B1.1 Review existing standards for different classes of roadway including, but not limited to, road width, need for sidewalks, curb radii, and traffic calming techniques.

Objective B2 Protect the safety and expansion of major corridors.

Policy B2.1 Control access along arterial and collector roads by adopting an access management plan.

Policy B2.2 Identify corridors that may need expansion and preserve that expansion space through official mapping or other means.

Goal C. Increase or maintain connectivity of the roadway network.

Objective C1 Encourage the development of a connected street network that disperses traffic.

Objective C2 Ensure linkages between major activity areas within abutting developments.

Policy C2.1 Discourage roadways from becoming barriers to movement.

Policy C2.2 Discourage major roadways from dividing neighborhoods.

Policy C2.3 Limit the length of blocks.

Policy C2.4 Limit use of cul-de-sacs.

Policy C2.5 Require multiple connections between developments.

Policy C2.6 Draft and adopt an Official Street Map which establishes appropriate street connections and extensions to adequately serve future Stevens Point development.

Goal D. Balance the road needs of through-traffic commuters with the needs of the adjacent neighborhoods to minimize disturbance and adverse impacts on neighborhoods.

Objective D1 Modify road design standards using context sensitive design to address the impacts on the neighborhood.

Policy D1.1 Apply traffic calming techniques as appropriate.

Policy D1.2 Separate the traveled portion of the road from pedestrians and neighboring properties.

Policy D1.3 Preserve existing trees and create boulevards to plant new trees.

Objective D2 Direct the flow of truck traffic to those roads most suitable and away from residential areas.

Policy D2.1 Re-evaluate and revise truck routes throughout the city.

Goal E. Improve pedestrian and bicycle mobility.

Objective E1 Provide off-road alternative pedestrian and bicycle routes for recreation and transportation.

Policy E1.1 Publicly identify the most and least suitable routes for biking based on traffic volume and road cross-section.

Policy E1.2 Provide sidewalks along arterial streets serving concentrations of youth such as schools.

Policy E1.3 Provide safe alternatives for bicyclists and pedestrians to cross I-39.

Policy E1.4 Preserve safe corridors for pedestrians and bicyclists to travel between the urban and rural areas.

Policy E1.5 Draft and adopt a sidewalk plan.

Goal F. Minimize the negative impacts of the railroad through the City.

Objective F1 Decrease noise impacts including rail car switching, engine noise, and whistles at crossings.

Objective F2 Improve traffic flow due to blocking of street crossings at Water Street, Country Club Drive, Patch Street, and US Business 51.

Policy F2.1 Develop signaling of alternative routes when trains approach at-grade crossings.

Policy F2.2 Work to implement a quiet zone throughout the City of Stevens Point.

Policy F2.3 Work toward the construction of a grade separation at Country Club Drive/Hoover Ave.

Policy F2.4 Continually address problems such as noise and safety.

Goal G. Develop the potential of air transportation in central Wisconsin

Objective G1 Central Wisconsin Airport will remain the principal passenger airport for Stevens Point.

Objective G2 Develop the potential of the Stevens Point airport for corporate travel, private plane travel, freight travel, airport related services.

Goal H. Increase ridership for the City's public transportation.

Objective H1 Increase public awareness of public transportation services.

Objective H2 Increase awareness of public transportation options available for persons with disabilities.

Policy H2.1 Provide transportation options for transit dependant citizens

Objective H3 Coordinate with adjacent municipalities and other entities to provide a viable public transportation network for the urban area residents where feasible and appropriate.

Policy H3.1 Coordinate with the Village of Whiting to maintain a transit route which serve the Fireside Apartments and River Pines Center on Sherman Avenue.

Policy H3.2 Continue needs evaluation for serving surrounding communities.