

College Avenue Lane Reconfiguration Project

[Memorial Dr/Richmond St to Drew St]



City of Appleton
Dept of Public Works
2023

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Concerns Raised by the Community

1. Left turn safety (poor sight lines & lack of arrows)
2. Drag racing
3. Speed
4. Traffic noise
5. Bikes & scooters on the sidewalks/no bike lanes
6. Getting stuck behind left-turning vehicles
7. Which lane should you be in if going straight?

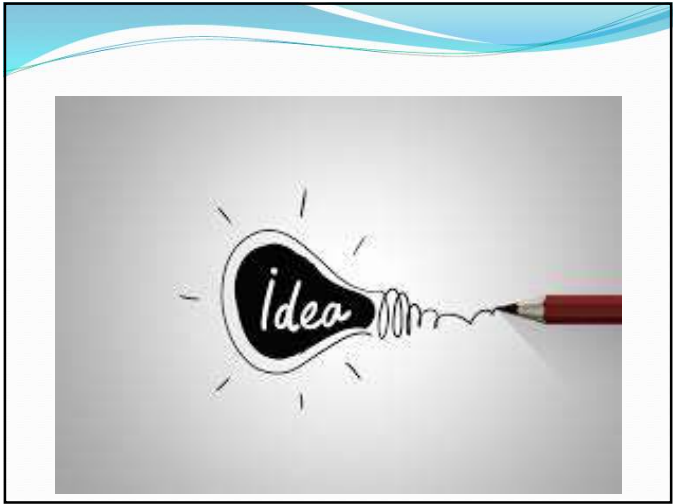
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So, what's the answer?

Lots of Constraints...

- Keep all existing on-street parking
- Can't widen street *(to add turn lanes or bike lanes)*
- Can't enforce our way to lower speeds (long term)
- Can't add left turn arrows in both directions at any given intersection

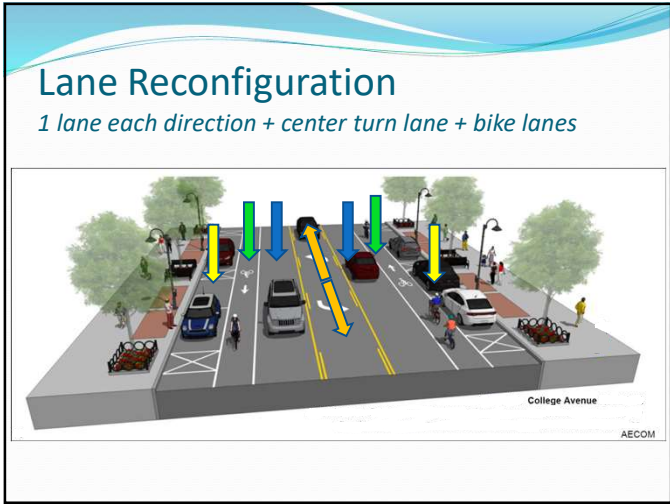
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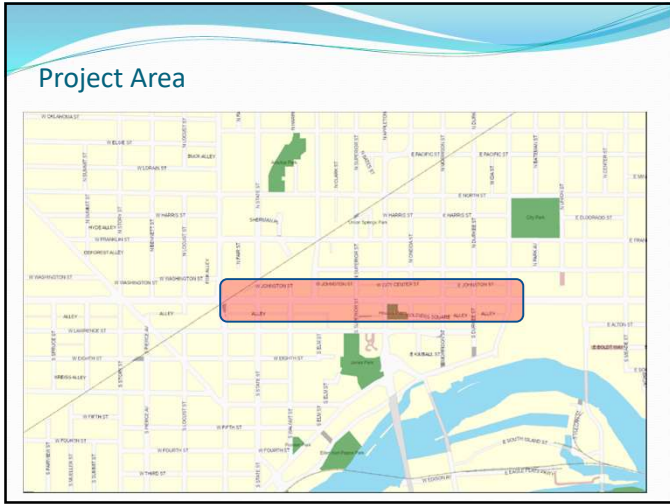
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Lane Reconfiguration

1 lane each direction + center turn lane + bike lanes

- Successfully used throughout the country with traffic volumes below 20,000 with little to no additional congestion
- Pre-COVID College Av traffic volumes range from 12,800 to 13,700 vehicles per day (post-COVID volumes are about 20% lower).

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Historical Traffic Volumes

Year	Volume
1955	14,700
1969	11,000
2022	13,700
1955	11,900
1969	12,700
2007	15,000
2019	17,500
1955	10,700
1969	10,000
2004	13,200
2016	14,300
2020	12,800
1955	9,300
1969	9,300
2007	15,000
2016	14,000
2007	14,900
2016	13,100

Corridor ADT

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Traffic Analysis

Context & Scope

- Pre-COVID Counts
- AM & PM Peak Hour
- No change in driver behavior and patterns
- Used simulation software to predict & quantify
- Iterative process - Traffic Signal adjustments
- Sensitivity checks

What will traffic be like?

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Traffic Analysis

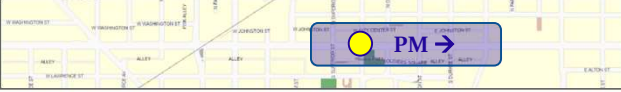
What will traffic be like?

AM Peak


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Traffic Analysis

What will traffic be like?




PM Peak




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Traffic Analysis

What will traffic be like?



PM Peak




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Traffic Analysis

Sensitively Check

- Franklin Street can accommodate an additional traffic with relative ease.
- If 100 VEH turned left at Richmond instead, operation improves.

PM Peak

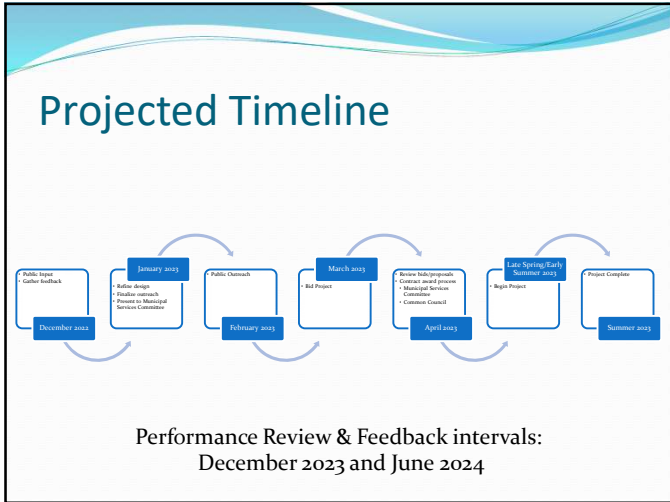


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Additional Considerations

- Special Events
- Railroad
- Parking Maneuvers
- Deliveries
- Growth and Development

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What would this cost?

College Avenue Restriping Project

- Construction:
 - \$70,000 Pavement Marking Project
 - \$55,000 Signal Improvements
- Contingency:
 - \$5,000

Total Cost = \$130,000

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Overall Goals and Benefits

- Improve Safety, Access and Mobility for all road users at a low cost.
 - Reduce the number of vehicle conflicts;
 - Reduce the number of conflicts between motor vehicles and other road users;
 - Decrease the number of vehicle travel lanes for pedestrians to cross. ¹
- Reduce aggressive speeding and vehicle speed differentials that lead to crashes.
- Provide the opportunity to install bicycle lanes, while maintaining the current on-street parking. ²
- Increase and enhance business activity by reducing traffic speeds. ²
- Create a more livable and pleasant neighborhood, boost property value and the local economy. ³
- Overall traffic growth and further development may prompt the use of the entire Downtown Network, fitting with the City's Mobility Study.

1: Wisconsin Department of Transportation
2: FHWA Proven Safety Countermeasures
3: AARP Livability Fact Sheet

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