



CITY OF ONALASKA

415 MAIN STREET
ONALASKA, WISCONSIN 54650-2953
FAX (608) 781-9534

PLANNING DEPARTMENT
(608) 781-9590

February 16, 2011

La Crosse Area Planning Committee

2011 Transportation Study Funding

City of Onalaska

Proposal for a Transportation Study of the Theater Road Corridor

Introduction

In January of 2011, the City of Onalaska Public Works Department identified the need for a comprehensive transportation analysis of the Theater Road corridor between CTH OS and State Highway 16 in Onalaska. This route carries an estimated 10,000 to 15,000 car per day AAWDT and is the principal arterial connecting several major commercial districts including the STH 16 corridor, Theater Road Center and the Elmwood Business Park and Marketplace. Recent development along the corridor with the new Mayo Health Systems clinic, Goodwill Industries store and several Midwest Drive developments (Globe University and Allergy Associates) have led to greater levels of congestion particularly in intersection areas. In addition, the level of service deterioration between PH and STH 16 between the existing McDonalds and Carlos O'Kelly's restaurant make this area one of the most difficult travel areas in the city during peak traffic periods.

Project Summary

The City of Onalaska will contract with a qualified consultant to study the City's Theater Road corridor and make recommendations on the following:

- Collect traffic data including 48-hr road tube counts in two locations, and a.m. and p.m. turning movement counts at the OS, Midwest, PH, and STH 16 intersections. City staff will assist with the collection of turning movement counts.
- Assess potential for future development in the vacant parcels along Theater Road. Develop a range of traffic projections based on low and high development assumptions..
- Analyze current and future intersection operations at the OS, Midwest, PH, and STH 16 intersections. The analysis includes the evaluation of traffic signal or roundabout control at the intersections.

- Review traffic operations in the area of McDonalds and Carlos O'Kellys.
- Develop short and long term recommendations for Theater Road and its key intersections. Possible recommendations may include converting Theater Road to a 3-lane cross section and implementing traffic signal or roundabout control at key intersections.
- Project meetings with the key businesses along the corridor to inform them of the project, collecting input, and informing them of the findings of the project.
- Prepare a report summarizing each step of the project.

Schedule

It is anticipated that this study will take 4 months to complete the final analysis and documentation.

Estimated Project Costs

Based on estimates from qualified firms, it is anticipated that this work will require a project budget of \$20,000. The final selection of a firm will be based on a qualification based selection process to be administered by City staff and the Board of Public Works.

THEATER ROAD CORRIDOR STUDY

City of
ONALASKA



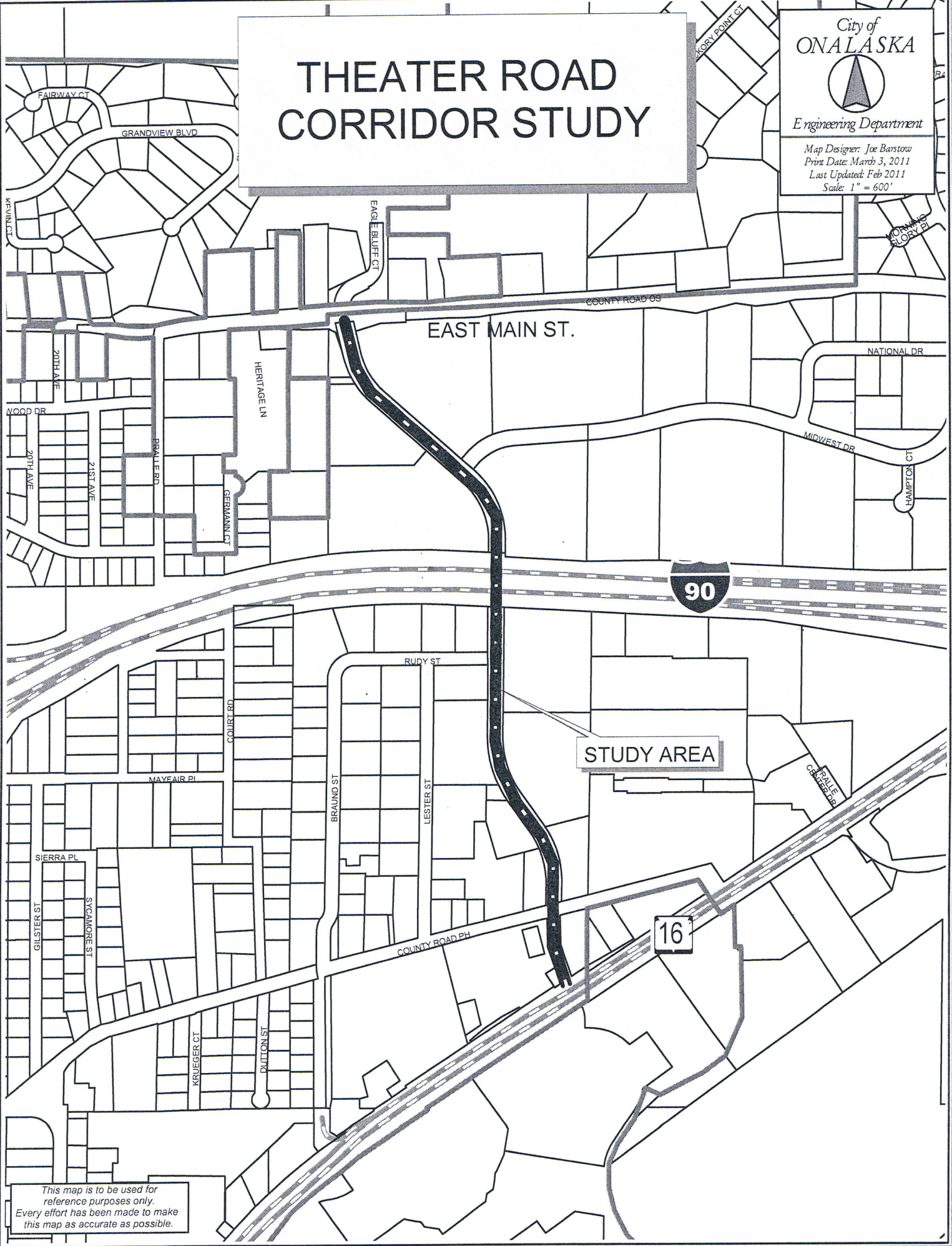
Engineering Department

Map Designer: Joe Barstow

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Scale: 1" = 600'



This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.