

# La Crosse Transportation Vision

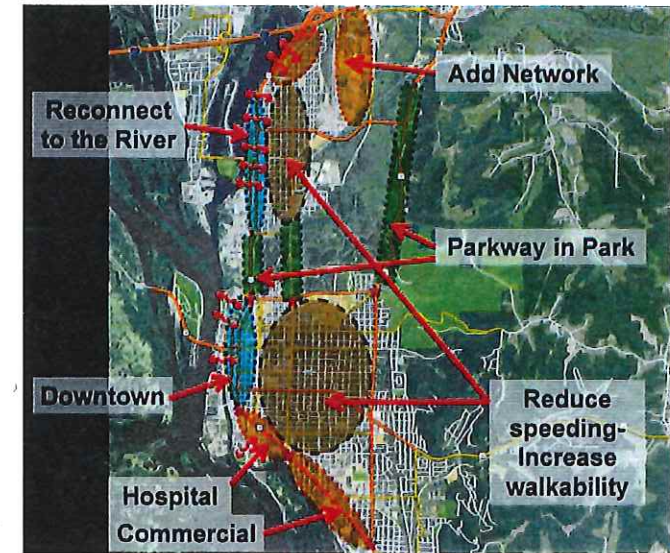
To plan, prioritize, and design changes that help the city to become a **beautiful, livable, vibrant, historic** city between the rivers, bluffs, and marsh that is the **economic, educational, medical, social, cultural, and transportation** hub for the region

To protect and enhance the regional economy and the city's quality of life, natural environment, aesthetics, and human connections, with an emphasis on **improving safety for everyone**

- High-capacity, high speed roads **export the value and investment out** of the city
- Prioritizing single-occupancy vehicles **erodes the walkability** in the city, especially its business districts
- A 100-year vision provides clear guidance regarding **how the city ought to be**
- Counters the typical shorter-term, incremental approach to transportation planning
- Traffic models may prove to be unreliable, but the **place-oriented aspirations of communities** are not
- A longer view, aids **sustainable decision-making in the near-term** on every project
- Be **creative, collaborative, and disciplined** in pursuit of the desirable future in the Vision

This 100-year vision is intended to be a **measurement** used to test every change in the city, particularly changes to the streets.

- Prioritize safety for all modes, walkability, bike friendliness, access, slower driving speeds, fewer vehicle-miles-traveled, complete streets, and beauty
- Deprioritize reduced delays for motorists, high-speed roads, and high levels of service for motorists, abundant and low-cost automobile parking, and fighting congestion through road widening





# Conceptual Designs

Illustrate how the vision *could* be applied in actual situations and with unique contexts

## Objectives

- Reconnect to the river
- Restore the street network
- Enhance the downtown areas, north & south
- Reduce speeding
- Increase walkability
- Transform marsh highways to parkways
- Reduce trip lengths
- Make arterial streets hospitable for all users

## Restore 2-ways

- Provides **alternatives & choice**; important for **maintenance, special events, and emergency services**;
- **Decreases congestion** by allowing for **direct routing, spreading traffic loads, and removing barriers**

Results: **calmer streets, less speeding, increased safety, and easier crossings.**

## Introduce roundabouts

- Provides an **attractive gateway** and **transition**; important for **calming traffic** entering the city.
- Decreases need for extra lanes, allowing for realization of **green complete streets** amenities.

Studies show roundabouts are **safer than traditional stop sign or signal-controlled intersections**. Reasons roundabouts reduce collisions: **low travel speeds, no light to beat, one-way travel**.

## Reduce delay, improve traffic flow

Roundabouts move traffic through an intersection **more quickly** with **less congestion**. They promote a continuous flow of traffic – no need to wait for a green light. Traffic is not required to stop, only yield.

## Less expensive

Roundabouts eliminate hardware, maintenance and electrical costs associated with traffic signals, which can cost between \$5,000 and \$10,000 per year. Also, roundabouts continue to work like normal power outages.

## Less space

Intersection may need more property, but streets approaching the roundabout often take up less space. Roundabouts can handle greater traffic volumes more efficiently than signals and usually require fewer lanes.

## Research on two-way and roundabout conversions

*Two-way conversion in Louisville, KY improves the livability of a neighborhood by significantly reducing crime and collisions and by increasing property values, business revenue, taxes, and bike and pedestrian traffic.* – University of Louisville study, 2014

*We show that the risk of collision or injury doubles when driving through a neighborhood of one-way streets. In terms of property values, we find continued correlation with increased property values on two-way compared to one-way streets.* – University of Louisville follow-up study, 2015

*Roundabouts reduced injury crashes by 75 percent at intersections where stop signs or signals were previously used for traffic control.* – Insurance Institute for Highway Safety (IIHS) study

*Installing a roundabout led to a 20 percent reduction in delays in a study of traffic flow at intersections before and after conversion.* – Kansas State University

*Roundabouts contributed to an 89 percent reduction in delays and 56 percent reduction in vehicle stops in a study of three states.* – IIHS