

# Existing Traffic Count Data

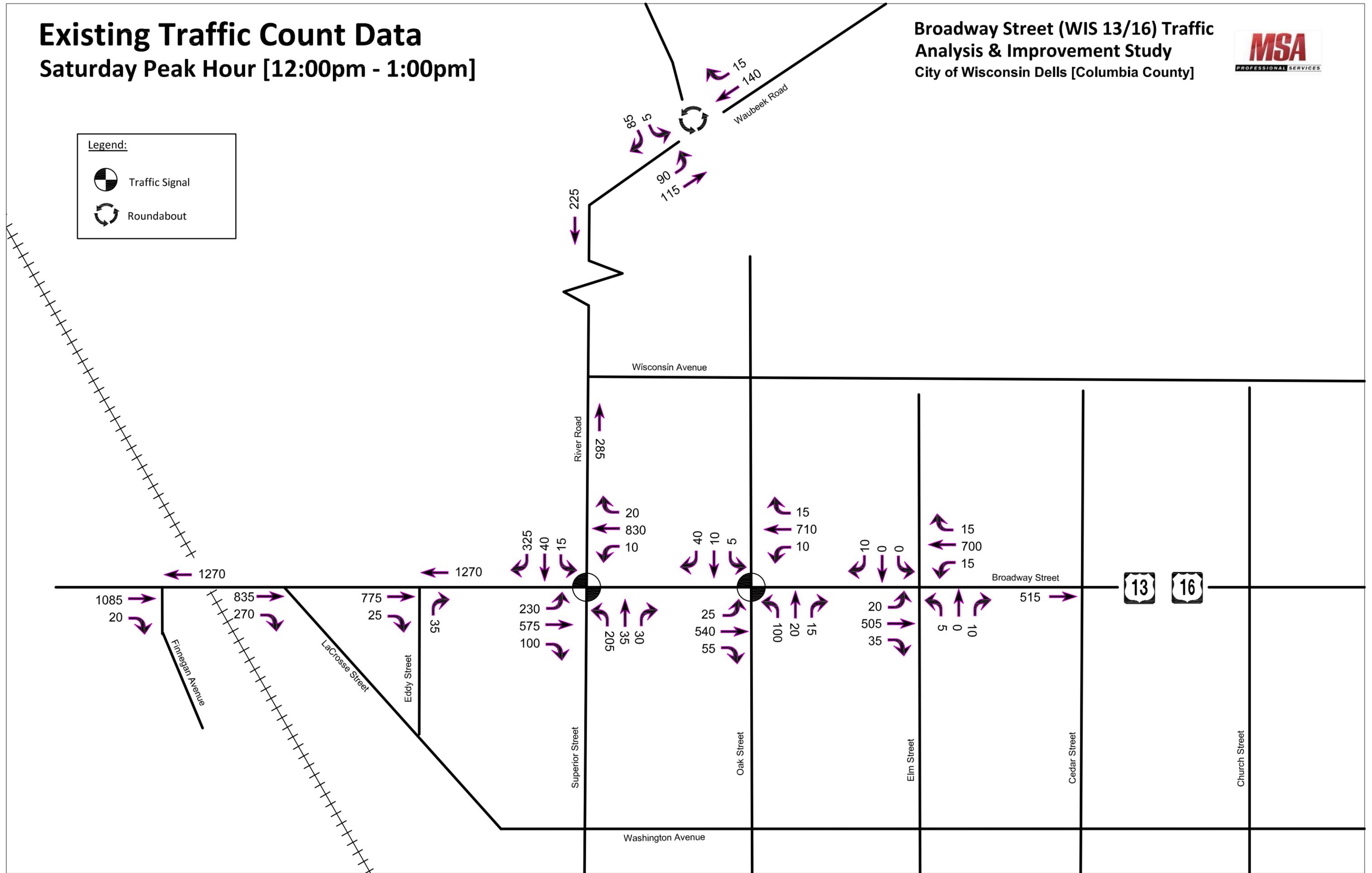
## Saturday Peak Hour [12:00pm - 1:00pm]

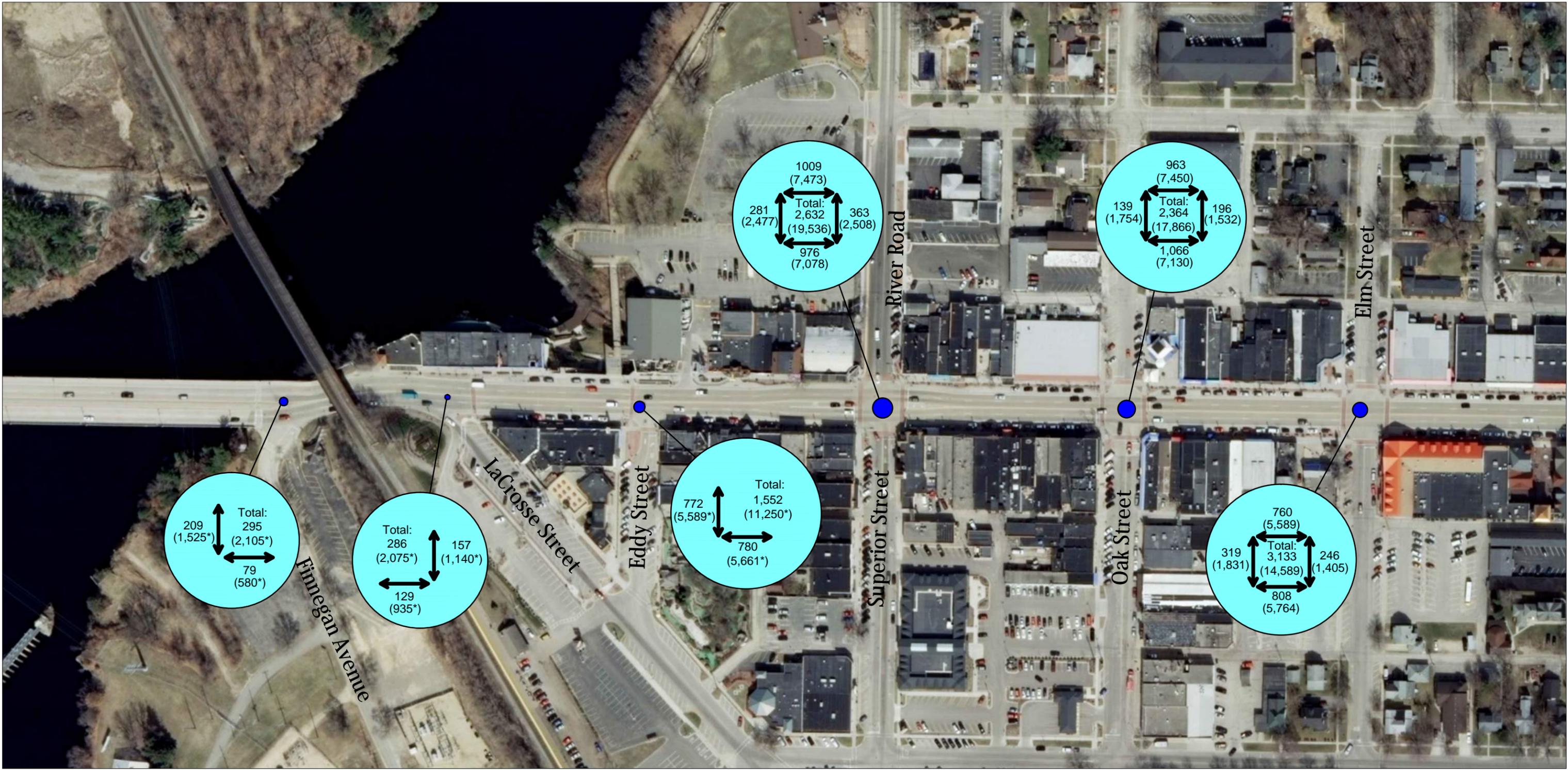
Broadway Street (WIS 13/16) Traffic Analysis & Improvement Study  
 City of Wisconsin Dells [Columbia County]



**Legend:**

- Traffic Signal
- Roundabout



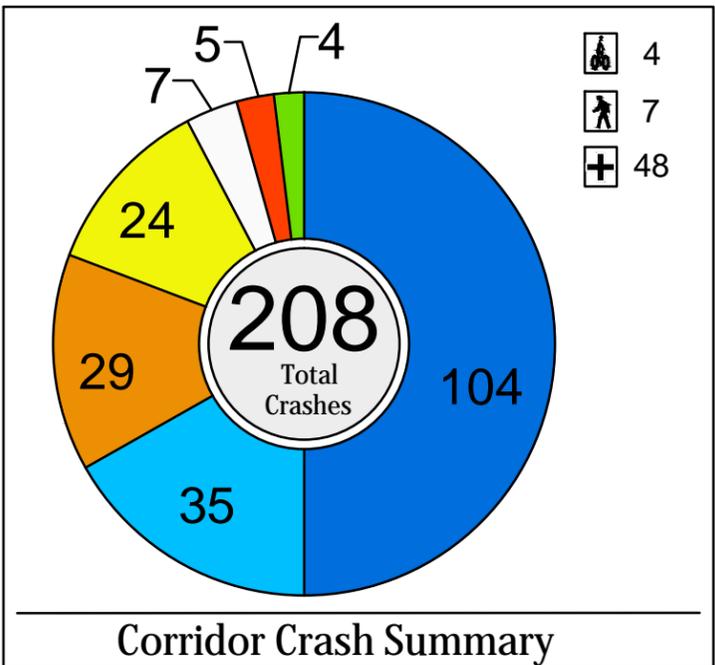
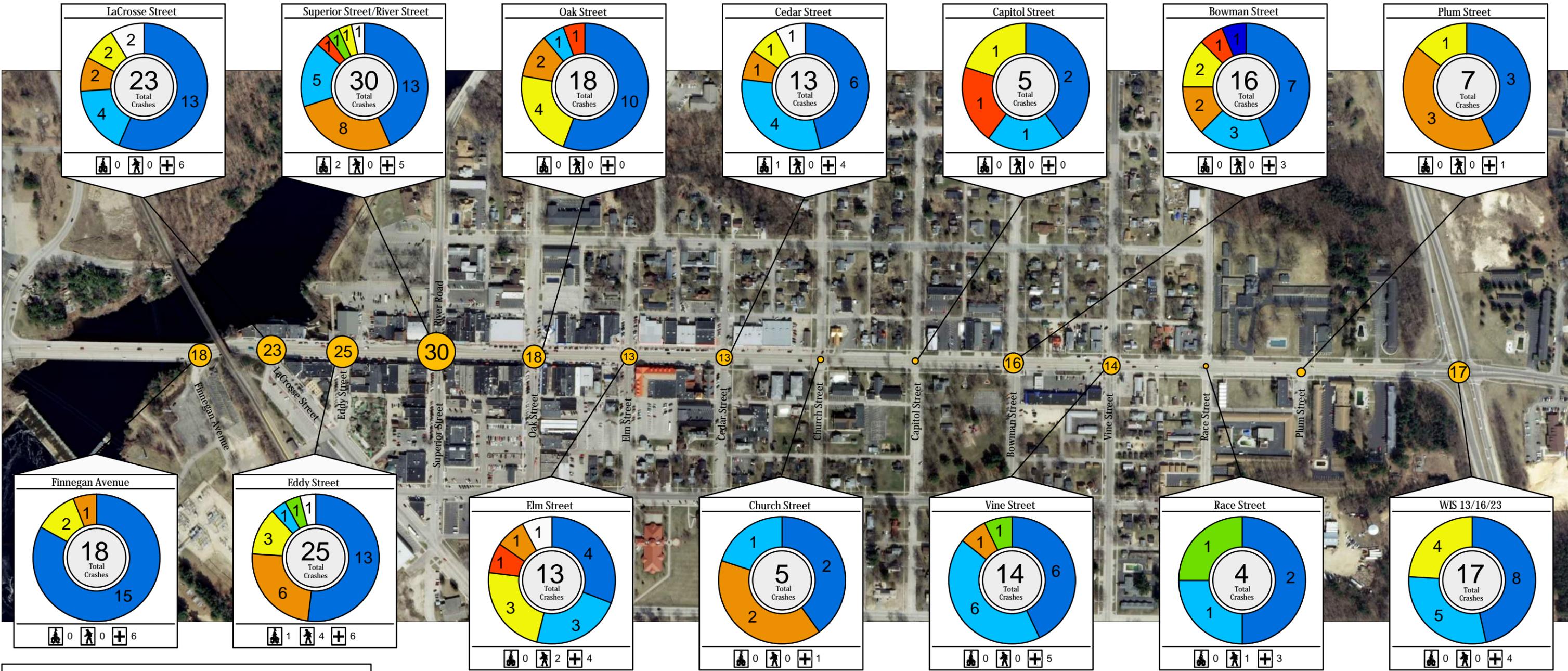


PM Peak Hour Volume (Total 12-Hour Volume)
   
  
 Direction of Pedestrian Movement
   
 \* Approximate 12-Hour Volume calculated



## 2015 Pedestrian Peak Hour Volume Saturday 8:00 - 9:00 PM (12-Hour Volumes from 9AM-9PM)





**Crash Symbols:**

- Bicycle Involved
- Pedestrian Involved
- Injury Reported

**Crash Type:**

- Rear End
- Angle
- Head On
- No Collision with Another Vehicle
- Sideswipe (Opposite Direction)
- Sideswipe (Same Direction)
- Other

YEARS ANALYZED: 2010 - 2015  
NOTE: CRASH DATA SHOWN WAS PROVIDED BY THE WISCONSIN TRAFFIC OPERATIONS AND SAFETY LABORATORY (TOPS LAB).

# Crash Frequency & Severity Analysis



# Alternative 1

## [Oak Street Plaza]

- 1** Remove on-street parking, add center median for traffic calming
- 2** Oak Street closed to traffic and opened as a public plaza
- 3** Move existing crosswalk to East Approach, allow left out, signalize and coordinate with River/Superior traffic signal
- 4** Traffic control to be determined
- 5** Duck drop-off/pick-up, close Wizard Quest driveway
- 6** Extend left turn lanes for storage
- 7** Consideration for pedestrian phasing or removing the west approach crosswalk
- 8** Mountable median for Fire Department



# Alternative 2

## [Eddy Street Plaza]

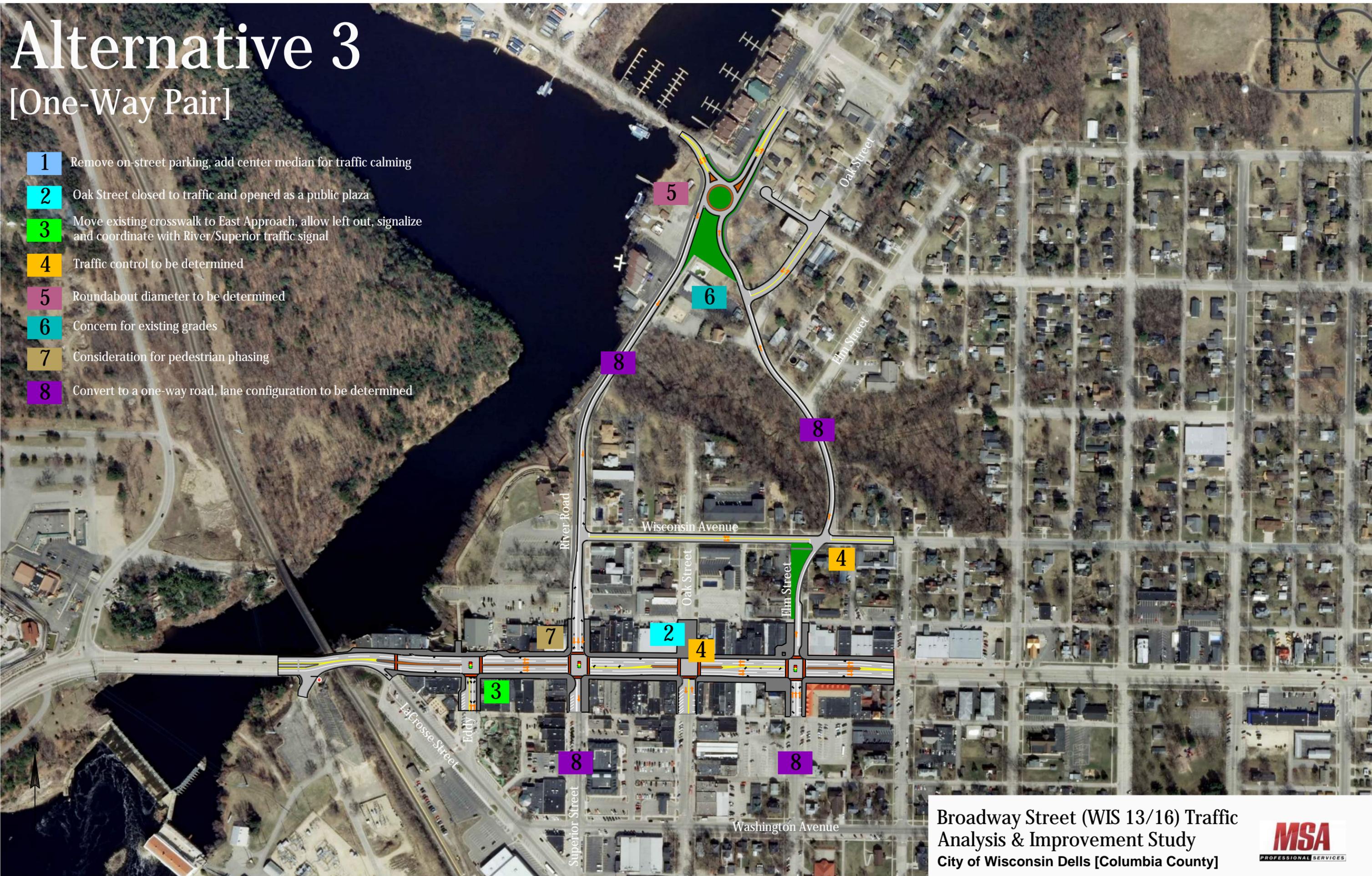
- 1** Remove on-street parking, add center median for traffic calming
- 2** Eddy Street closed to traffic and opened as a public plaza  
Pedestrian crossing enhancements to be determined
- 3** Remove the west approach crosswalk from the River/Superior intersection. Consideration for pedestrian phasing.
- 4** Traffic control to be determined
- 5** Duck drop-off/pick-up, close Wizard Quest driveway
- 6** Extend left turn lanes for storage



# Alternative 3

## [One-Way Pair]

- 1** Remove on-street parking, add center median for traffic calming
- 2** Oak Street closed to traffic and opened as a public plaza
- 3** Move existing crosswalk to East Approach, allow left out, signalize and coordinate with River/Superior traffic signal
- 4** Traffic control to be determined
- 5** Roundabout diameter to be determined
- 6** Concern for existing grades
- 7** Consideration for pedestrian phasing
- 8** Convert to a one-way road, lane configuration to be determined



# Alternative 3

## [One-Way Pair]

- 1 Remove on-street parking, add center median for traffic calming
- 2 Oak Street closed to traffic and opened as a public plaza
- 3 Move existing crosswalk to East Approach, allow left out, signalize and coordinate with River/Superior traffic signal
- 4 Traffic control to be determined. Mountable median for Fire Department could be an option similar to Alternative 1.
- 5 Relocate Duck drop-off/pick-up, close Wizard Quest driveway
- 6 Extend left turn lanes for storage
- 7 Consideration for pedestrian phasing, or remove the west approach crosswalk.
- 8 Convert to a one-way road, lane configuration to be determined
- 9 Consider adding on-street parking with existing cross-section width

