

MEMORANDUM

To: Joe Rox, P.E.
WisDOT SW Region

CC: Matt Muchow, P.E.
City of Viroqua

From: Matt Regnier, P.E., PTOE, RSP

Date: June 7th, 2019

Subject: North Industrial Park Phase 1 – 84.25 Controlled Access Request – Viroqua, WI

Introduction

The City of Viroqua is proposing to annex parcels and construct a development to the north of the current city limits. This development, referred to as North Industrial Park, is an approximately 161-acre development located along USH 14 / USH 61 / STH 27 (subsequently referred to as USH 14 in this document) with three phases currently identified. The intent of the development is to facilitate economic growth in the area by completing zoning, obtaining required approvals, and constructing new public roadways to promote safe and efficient access. Phase 1 of the development is currently being pursued while phases 2 and 3 are planned for the future.

This memorandum is primarily intended to present technical information and serve as a formal request for WisDOT's review of a proposed public street connection to USH 14. Approval of the proposed new street connection will require an amendment to WisDOT's existing 84.25 access control mapping. Phase 1, for which construction approvals are being pursued, includes one proposed public roadway connection on the east side of USH 14. Phase 2 will include an additional public roadway connection for future development. Information presented in this memorandum regarding the Phase 2 access is to demonstrate overall suitability and compatibility of the access proposed with Phase 1.

An Initial Review (IR) document (draft attached for review) is being prepared for the development in parallel with the access review process. The IR and subsequent potential Traffic Impact Analysis (TIA) will provide details related to existing and future traffic operations, and specific improvement requirements for the proposed Phase 1 public roadway connection following potential conditional approval of the public roadway access location.

Proposed Development

The City of Viroqua is planning an area of mixed-use development on USH 14 just north of the city. This development, referred to as North Industrial Park, is proposed on the east side of USH 14 beginning approximately 850' north of Fairlane Drive, ending approximately 225' north of Springville Road. **Attachment A** includes information about the proposed site plan, project location, and existing site information. Pictures along USH 14 in the vicinity of the project location are provided in **Attachment B**.

The purpose of the North Industrial Park Development is to facilitate economic development in the Viroqua Area. The City of Viroqua successfully petitioned for a \$2.64 million grant from the United States Economic Development Administration (EDA) to financially assist with the development of the area. The City has developed a plan for access and a general site plan with the intention of attracting businesses to the site. There are currently three businesses with active plans to build facilities within the development.

Access to development parcels is proposed via internal roadways. Access to USH 14 is proposed via two new public roadway connections. One of the connections is proposed to be constructed with Phase 1 while the second is related to the future Phase 2 development. The roadway connection proposed with Phase 1 is referred to as Road A and is proposed on the east side of USH 14 approximately 1,850' south of Springville Road. The second public roadway connection, included with Phase 2 and referred to as Road B, is proposed at the intersection of USH 14 with Springville Road and would form the east approach to that intersection. These public roadway connections are called out in the site plan provided in Attachment A.

USH 14 Corridor Overview

The portion of USH 14 adjacent to the proposed development is controlled under Wisconsin State Statute 84.25, which provides WisDOT enhanced regulatory authority for access points to such a highway. Information regarding current access control along USH 14 is included in **Attachment C**.

Refer to **Attachment D**, Viroqua North Industrial Park IR, for more information about the existing roadway network in the vicinity of the development as well as preliminary traffic information.

The proposed area for access review has been identified using functional area definitions included in the WisDOT Facilities Development Manual (FDM) 11-25. Based on existing presumed operating speed (speed limit plus 5 mph), the area for access review would begin approximately 1,000' south of the proposed Road A public roadway connection and extend to approximately 1,000' north of Springville Road.

The existing right of way plat, completed with WisDOT project 1646-07-29, includes six access points within the proposed area for access review. All six access points are private driveways. One driveway is noted for agricultural purposes only, but no physical connection is currently established.

One of the currently platted access points is at the location of Road A, the public roadway connection to USH 14 proposed with Phase 1 of the development. Another platted access point is the location of a municipal access to a utility facility. The City wishes to retain this access point in addition to the two public roadway connections proposed with the overall North Industrial Park development.

Proposed Intersection Improvements

The IR document (Attachment D) and potential TIA are anticipated to provide specific intersection improvement recommendations upon acceptance by WisDOT. Improvements currently anticipated with the development and proposed access changes are summarized as follows:

- USH 14 intersection with Road A
 - Construct a new westbound approach to the intersection (configuration pending TIA results)
 - Construct a northbound right turn lane on USH 14
 - Construct a southbound left turn lane on USH 14

Conclusions

This memorandum was completed on behalf of the City of Viroqua to formally request changes to the platted access along a segment of USH 14 and construction of a public roadway connection to USH 14 in support of the North Industrial Park development. Attached for additional information, consideration, and comments or concurrence is an IR document also prepared for the proposed development.

The City of Viroqua believes that the access proposed with this memorandum serves in the public interest based on the following:

1. Constructing a network of collector roadways in order to limit connections to USH 14 is anticipated to promote efficient operations and protect the long-term viability to the corridor.
2. Proposed access point spacing is anticipated to accommodate required lane geometry at the proposed public roadway connections and minimize interactions between the functional areas of adjacent access points along USH 14.
3. Access proposed with the development represents the local transportation system planned by the City of Viroqua. This transportation system is anticipated to lead to safe and efficient traffic operations along USH 14 and the local roadways.
4. Access proposed with the development is explicitly intended to serve a large area of future development rather than any individual land use or parcel.
5. The overall North Industrial Park development plan includes connectivity to other public roadways and to additional undeveloped land.
6. By conducting an IR and TIA based on WisDOT design standards, the City of Viroqua intends to ensure that the proposed improvements are suitable for future traffic volumes. The development and proposed studies are intended to account for future planned growth and accommodate traffic volumes associated with it.

This information is in support of the following specific items requested by the City of Viroqua:

- Changes to the existing 84.25 mapping to accommodate the proposed Road A public roadway connection.
- WisDOT's review and comments/concurrence on the attached Initial Review document.
- Approval of the construction of the Road A public roadway connection pending the following:
 - WisDOT acceptance of, and concurrence with, the required IR and/or TIA document
 - WisDOT approval of construction plans for the proposed connection
 - Construction of the proposed public roadway connection according to the approved plans

Attachments

Attachment A – Proposed Site Information

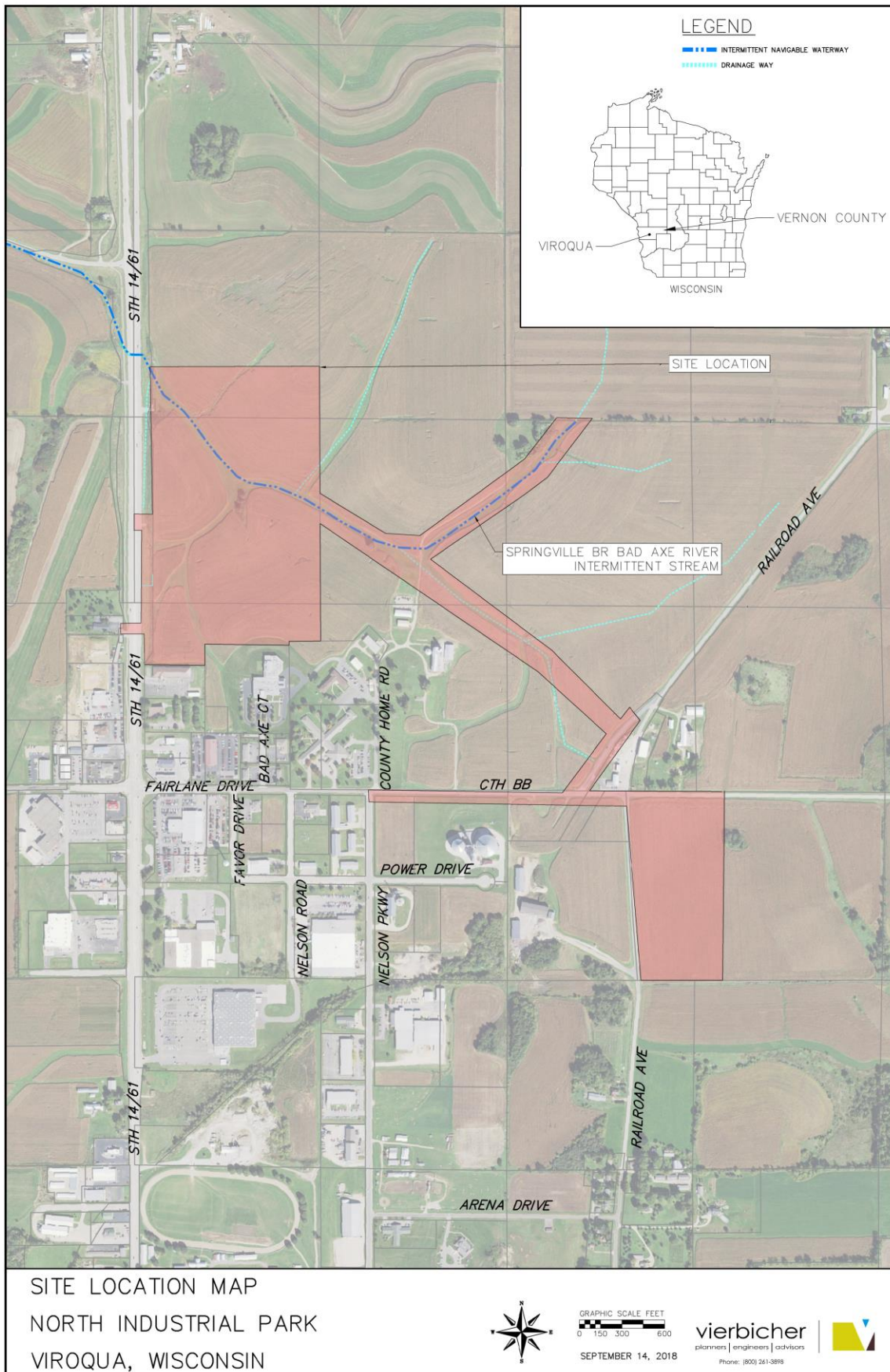
Attachment B – Project Location Pictures

Attachment C – Existing Access Information

Attachment D – Viroqua North Industrial Park IR



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Looking north from southern limits of project site. Development land is on the east side of USH 14.



Looking south from northern limits of project site. Development land is on the east side of USH 14.



Looking north on USH 14. Cross section change from 4 lane divided highway to 5 lane undivided highway. Located approximately 550 FT south of USH 14 intersection with Springville Road.



Looking east across USH 14. Existing City of Viroqua utility access point. Located approximately 1,000 FT south of the USH 14 intersection with Springville Road.

Introduction

The City of Viroqua is planning an area of a mixed-use development on USH 14 / USH 61 / STH 27 (subsequently referred to as USH 14 in this document) just north of the city. This development, referred to as North Industrial Park, is proposed on the east side of USH 14 beginning approximately 850' north of Fairlane Drive, ending approximately 225' north of Springville Road. Two new public roadway connections to USH 14 are proposed with the development. One of the connections is proposed to be constructed in the near future.

The purpose of the North Industrial Park Development is to facilitate economic development in the Viroqua area. The City has developed a plan for access and a general site plan with the intention of attracting businesses to the site. This Initial Review (IR) and potential Traffic Impact Analysis (TIA) are intended to introduce and evaluate the proposed access plan as well as estimate potential traffic generation, impacts thereof, and to identify any required mitigation based on assumptions for potential development scenarios.

North Industrial Park has three phases for development currently identified, Phase 1, Phase 2, and Phase 3. Portions of Phase 1 are proposed for construction during the year 2019 including all public roadways contained in Phase 1. Phases 2 and 3 are planned for future development and future TIA's are anticipated. This document and the associated potential TIA are intended to assess traffic impacts related to Phase 1 only.

This IR is intended to satisfy the Wisconsin Department of Transportation (WisDOT) Initial Review document requirements and to facilitate the determination of a TIA scope.

Proposed Development*Project Location*

The proposed North Industrial Park development site is located between a point approximately 225' north of Springville Road and approximately 850' north of Fairlane Drive. The site location map is provided in **Exhibit 2-1**. The site of the proposed development is currently used for agricultural purposes. Agricultural land uses border the development to the north, east, and west. Commercial land uses border the development site to the south. Phase 1 consists of the southwest portion of the site, located along USH 14 extending from the south end of the site to a point approximately 2,800' south of Springville Road.

Development Overview

North Industrial Park consists of a total of approximately 161 acres planned for mixed commercial land uses. Phase 1 consists of 49 acres. A site plan is provided in **Exhibit 2-2**.

Three businesses have already begun plans to locate new facilities in Phase 1 of the development. Assumptions regarding land use for the remaining areas are based on information provided by the City, anticipated zoning, as well as engineering judgment. Construction is planned to begin in 2019. The three businesses currently planning sites include a hotel with a convention center, a car dealership, and a 20,000 square foot (SF) mixed-use office/retail commercial building. In summary, for the purposes of this IR, the following land use assumptions are proposed for each of the following areas as indicated in the site plan (land uses with active plans for buildout are noted as in planning):

- Area 1 (11.4 acres)
 - Hotel and Convention Center (8 acres) – in planning
 - Mixed-Use Office/Retail (3.4 acres) – in planning
- Area 2 (7.7 acres) – Car Dealership – in planning
- Area 3 (4.0 acres) – Mixed-Use Office/Retail
- Areas 4 and 5 (25.9 acres) – Industrial Park

Proposed TIA Type

According to the proposed methodologies outlined in this document, the development is expected to generate greater than 100 trips per hour during the corridor peak hour but less than 500 trips. These volumes fall within the criteria of an abbreviated TIA. Therefore, an abbreviated TIA is recommended should a TIA be required.

Proposed TIA Analysis Scope***Analysis Years***

The proposed development is expected to generate less than 500 peak hour trips. Therefore, analysis of the base year 2018 is proposed with the potential TIA without any interim or horizon year analysis.

Peak Hours

The proposed development is expected to generate the most trips during the weekday AM and PM peak hours. Analysis of these two peak hours is proposed with the potential TIA. Based on the traffic counts, the peak hours to be analyzed are 7:15 – 8:15 am and 4:30 – 5:30 pm. The resulting base year on-site development traffic assignments is shown in **Exhibit 4-5A**.

Off-Site Development

No off-site development is proposed to be included for analysis. It is anticipated that as additional phases of the development are built out, separate traffic studies will be required at those times.

Intersection Design

The proposed development includes a new public roadway intersection with USH 14. Results of the peak hour analysis will help determine intersection improvement requirements.

Speed Study

The posted speed limit on USH 14 is currently 55 mph at the proposed intersection of USH 14 with Road A and transitions to 45 mph approximately 150 FT to the south. At the request of the developer, a speed study along USH 14 is proposed to determine if lowering the speed limit in the vicinity of a potential path crossing of USH 14 at Road A is appropriate.

Intersection Sight Distance

No horizontal curves are located along USH 14 in the vicinity of the proposed public roadway connections. Additionally, vertical curves in the area are gradual and based on a site visit not anticipated to limit sight distance. No vision corner obstructions are currently present. Therefore, no sight distance evaluation is recommended with the scope of the TIA.

Conclusions and Recommendations

This document provides background information related to the development site and study area, details about the proposed development, and scope recommendations for the potential North Industrial Park Development TIA. This document can be summarized with the following:

- This document, and any potential TIA, is intended to include Phase 1 related traffic and improvement information only. Additional phases are discussed for context and to demonstrate compatibility with future development.
- Construction of Phase 2 and 3 and the associated public roadway connection to USH 14 are anticipated to require separate additional documentation and approvals.
- One public roadway connection to USH 14 is proposed with Phase 1 of the North Industrial Park development. One additional public roadway connection is proposed in the future with Phase 2.
- A potential TIA should include a review of the proposed design requirements and the location of the proposed intersection of USH 14 with Road A.