

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: May 20th, 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 proposed public street connections to USH 14. Approval of the proposed new street connections 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 includes an additional public roadway connection for future development. Information regarding the Phase 2 access is to demonstrate overall suitability and compatibility of the access proposed with Phase 1 and to request updated access mapping to support this future public roadway connection and overall access concept.

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
- USH 14 intersection with Springville Road and Road B
 - 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.
- Changes to the existing 84.25 mapping to accommodate the proposed Road B 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

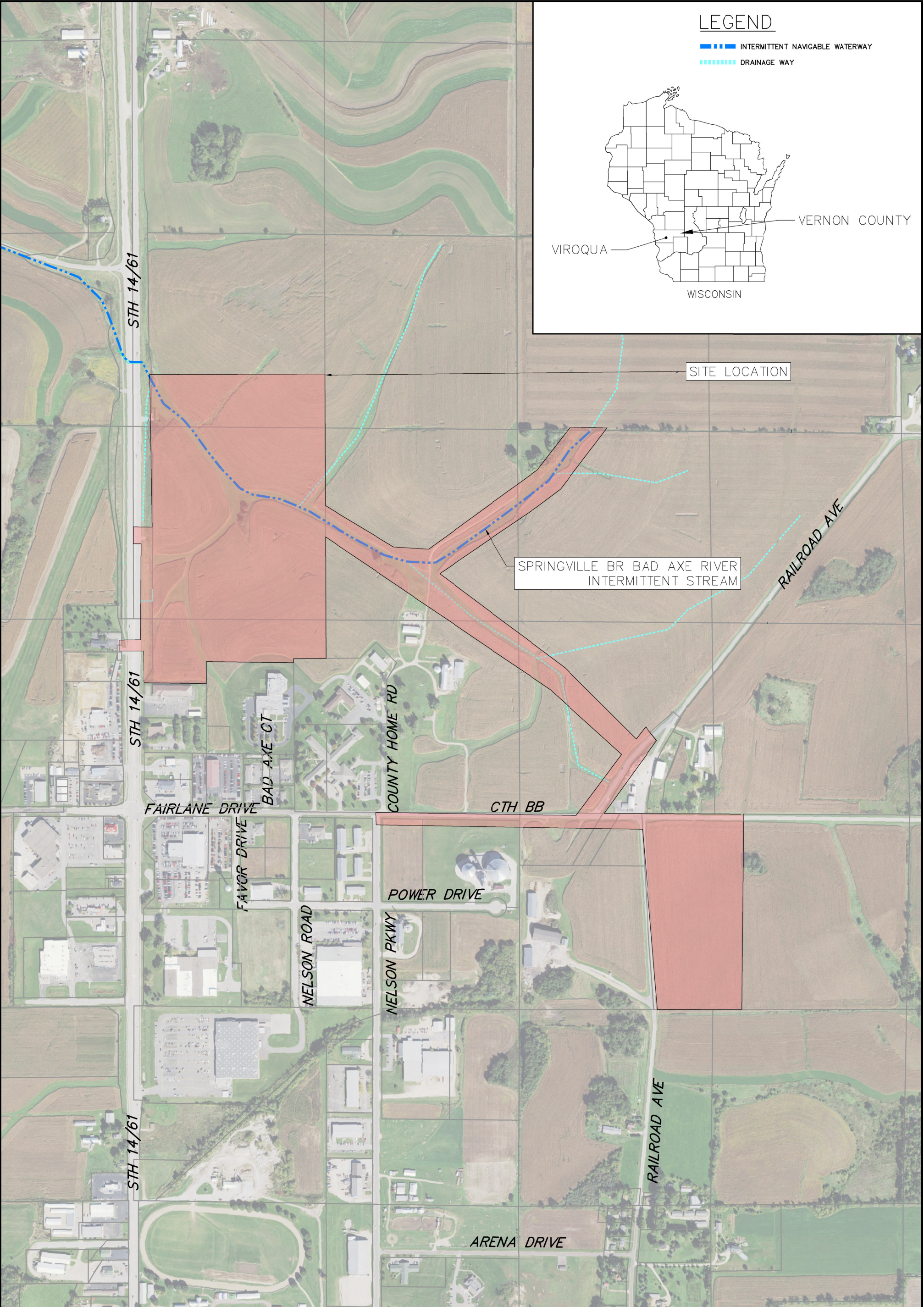
Attachment B – Project Location Pictures

Attachment C – Existing Access Information

Attachment D – Viroqua North Industrial Park IR

Attachment A

Proposed Site Information



SITE LOCATION MAP
NORTH INDUSTRIAL PARK
VIROQUA, WISCONSIN

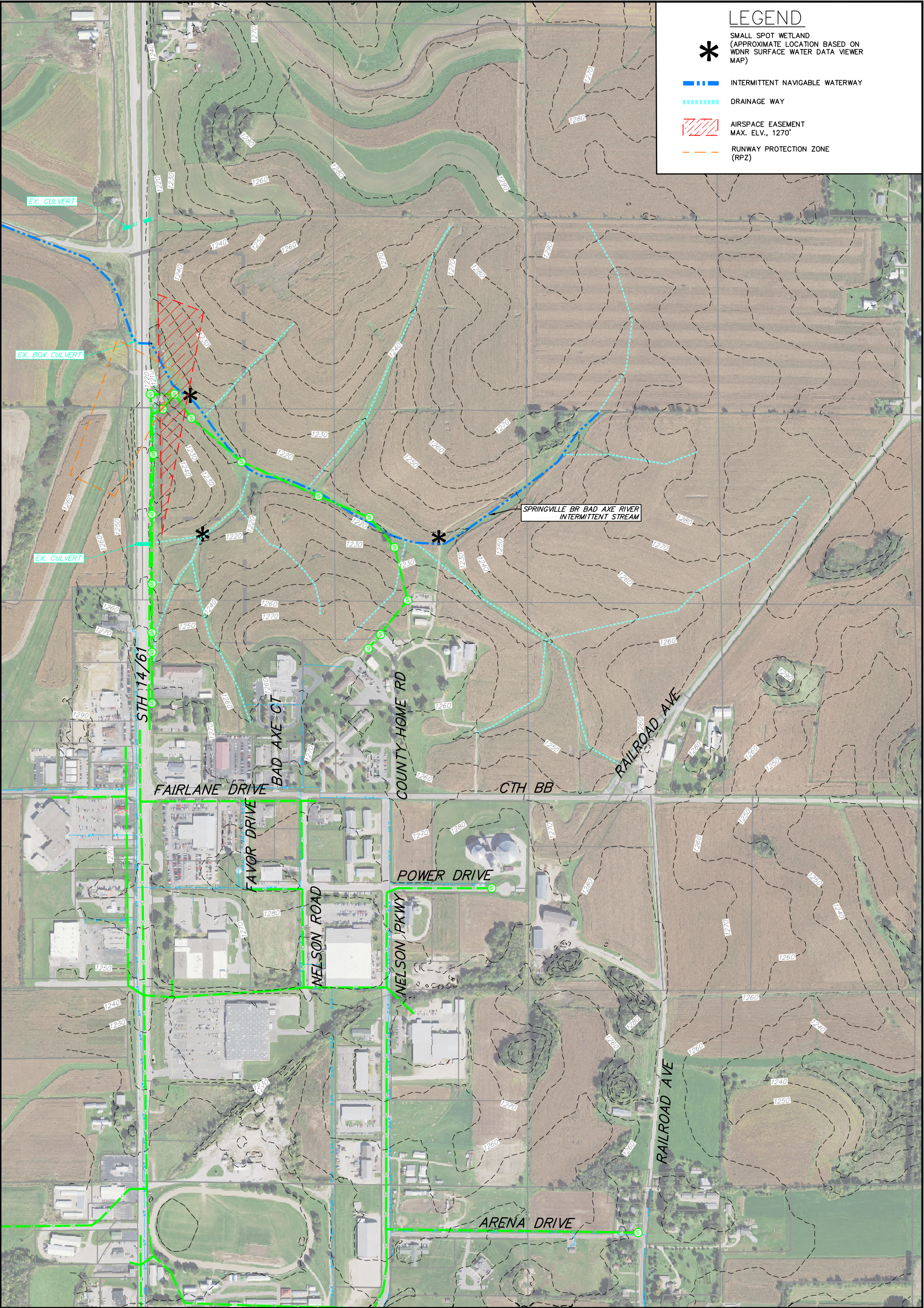


SEPTEMBER 14, 2018

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planners | engineers | advisors



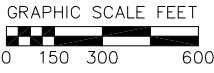
Phone: (800) 261-3893



LEGEND

- SMALL SPOT WETLAND
(APPROXIMATE LOCATION BASED ON
WDNR SURFACE WATER DATA VIEWER
MAP)
- INTERMITTENT NAVIGABLE WATERWAY
- DRAINAGE WAY
- AIRSPACE EASEMENT
MAX. ELV., 1270'
- RUNWAY PROTECTION ZONE
(RPZ)

EXISTING CONDITIONS
NORTH INDUSTRIAL PARK
VIROQUA, WISCONSIN



SEPTEMBER 14, 2018

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REEDSBURG - MADISON - PRAIRIE DU CHIEN
400 Viking Drive Reedsburg, Wisconsin 53959
Phone: (608) 524-6468 Fax: (608) 524-8218

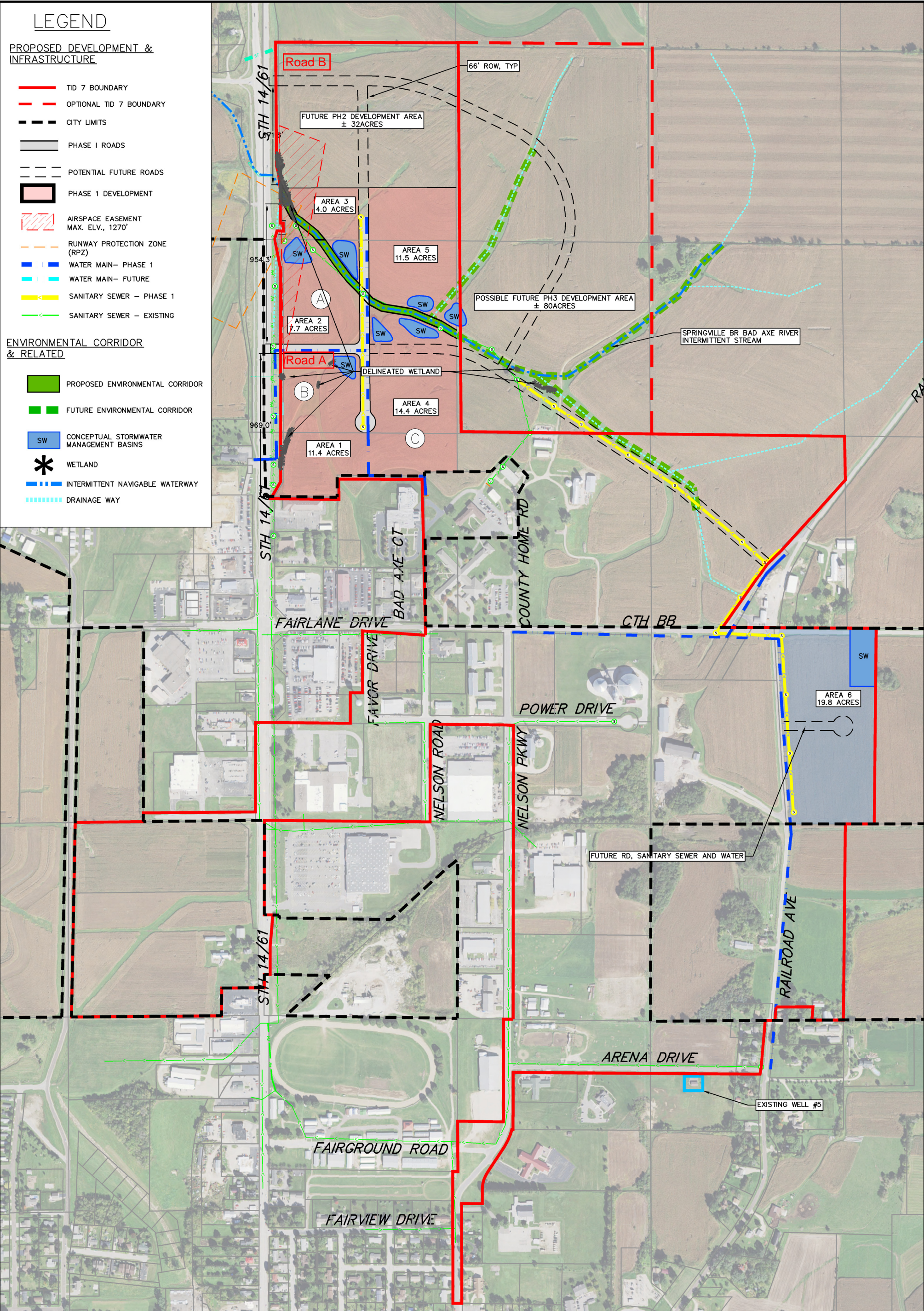
LEGEND

PROPOSED DEVELOPMENT & INFRASTRUCTURE

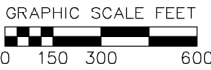
- TID 7 BOUNDARY
- OPTIONAL TID 7 BOUNDARY
- CITY LIMITS
- PHASE I ROADS
- POTENTIAL FUTURE ROADS
- PHASE 1 DEVELOPMENT
- AIRSPACE EASEMENT
MAX. ELV., 1270'
- RUNWAY PROTECTION ZONE (RPZ)
- WATER MAIN- PHASE 1
- WATER MAIN- FUTURE
- SANITARY SEWER - PHASE 1
- SANITARY SEWER - EXISTING

ENVIRONMENTAL CORRIDOR & RELATED

- PROPOSED ENVIRONMENTAL CORRIDOR
- FUTURE ENVIRONMENTAL CORRIDOR
- CONCEPTUAL STORMWATER MANAGEMENT BASINS
- WETLAND
- INTERMITTENT NAVIGABLE WATERWAY
- DRAINAGE WAY



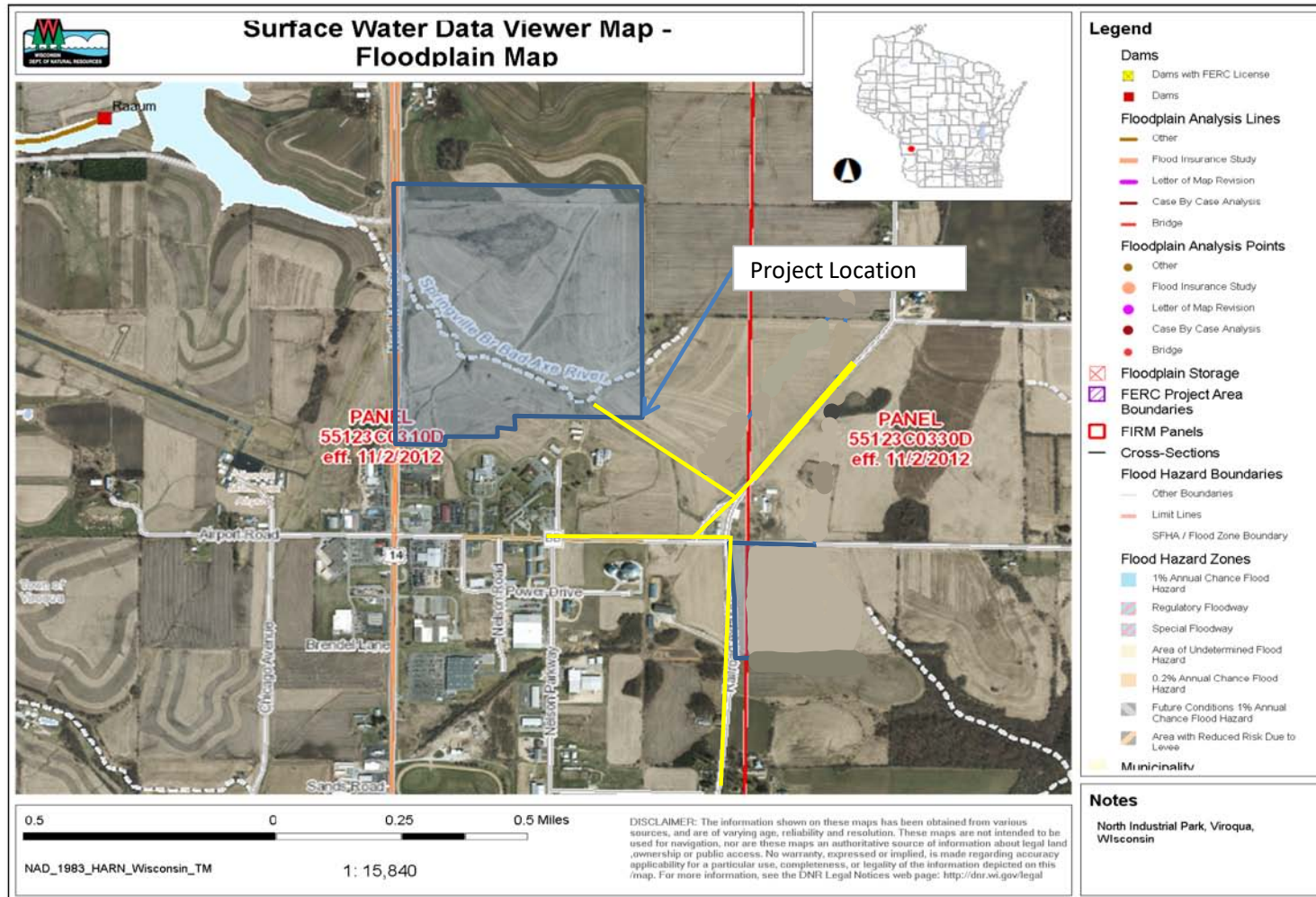
PRELIMINARY TID NO. 7 BOUNDARY
NORTH INDUSTRIAL PARK
VIROQUA, WISCONSIN



APRIL 1, 2019

vierbicher
planners | engineers | advisors
Phone: (800) 261-3898





vierbicher
planners | engineers | advisors



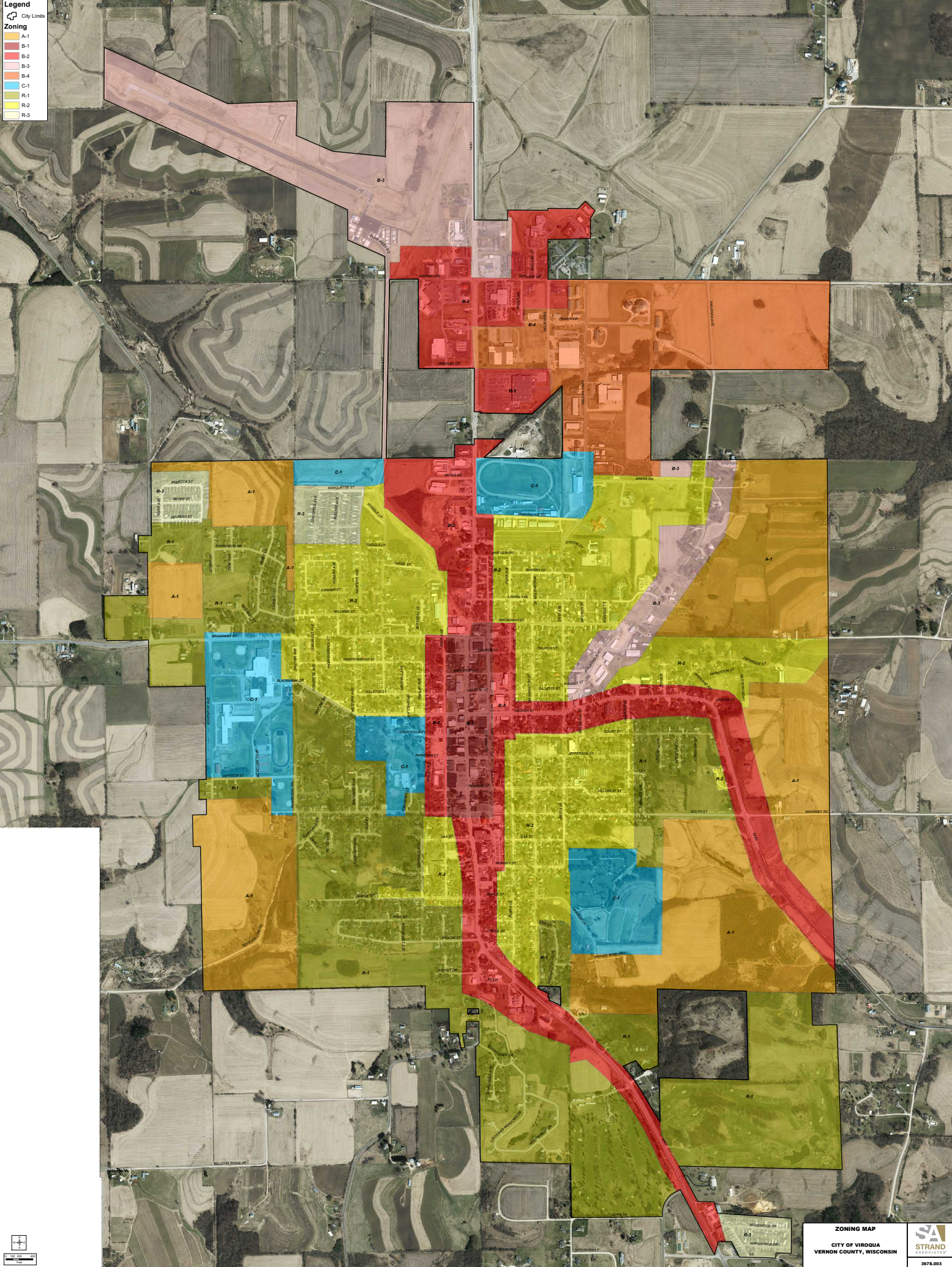
Floodplain Map
Project Name: North Industrial Park
Project Location: Viroqua, Wisconsin

Legend

City Limits

Zoning

- A-1
- B-1
- B-2
- B-3
- B-4
- C-1
- R-1
- R-2
- R-3



17.08.020 B-1 Central Business District.

1. Intent. This district is intended to maintain areas characterized by business uses in the center of the City, with heavy pedestrian traffic.

2. Permitted Uses. The retail sale or service of any of the following businesses:

- a. Plumbing, heating, electrical, lighting, and paint sales and service.
- b. Household equipment sales and service, hardware, lawn and garden supplies, building supplies, except lumberyards.
- c. Post Office.
- d. Department stores and discount variety stores and retail stores.
- e. Travel bureaus.
- f. Cleaning and pressing establishments making exclusive use of a dry-cleaning process recognized by the State as not emitting offensive odors and having a flash point sufficiently high that no undue hazard is created by its use on the premises.
- g. Dress shop, clothing store, notion shop, dry goods store, tailor shop.
- h. Drug store, pharmacy.
- i. Florist shop.
- j. Food products (retail, restaurants).
- k. Gift shop, coin shop, book store, arts and crafts.
- l. Financial, business, professional and medical institutions.
- m. Jewelry store.
- n. Music, TV and radio store.
- o. Commercial and public parking lots and ramps.
- p. Photographer and photographer's supplies.
- q. Printing and publishing.
- r. Farmer's market, bazaars, open spaces markets in areas designated.
- s. Theaters, except drive-in theaters. (Ord 05OR005)
- t. Any other uses similar in character and the manufacture or treatment of products clearly incidental to the conduct of a retail business on the premises.
- u. Hotels and motels.
- v. Veterans Memorials. (Ord. 542, 2003)
- w. Library (Ord. 550, 2003)

3. Conditional uses.

a. Permitted uses in Multiple Family district except single family dwelling: (1) two-family residences; (2) Flower and vegetable gardens not for commercial use; (3) Churches, convents, chapels, temples, synagogues, parish or rectory houses; (4) Fire and police stations, libraries, government administration facilities; (5) Home occupation / professional home office; (6) A building on the lot line when constructed with a wall in common with a building upon the adjacent lot, on condition that all other requirements of the zoning code and the Viroqua Municipal Code shall be adhered to. (Ord. 409, 1989)

- b. The "wholesale" aspect of any of the foregoing businesses.
- c. Gas and service stations and repair shops.
- d. Taverns, night clubs, beer and liquor stores.
- e. Bowling alleys, roller skating rink.
- f. Farm implement and trailer sales and repair.
- g. Microwave relay towers.
- h. Lumber yards.
- i. Animal hospitals and veterinary clinics.
- j. Automobile sales establishments, garages and parking lots, but not salvage, wrecking, rebuilding, storage or parking operations. (Ord 05OR005)

4. Minimum Standard for Central Business District.

Use	Dwellings	All other Permitted Uses	Conditional Uses
Lot Area and Density		0	
Lot Width		20 feet	
Height of Structure		35 feet – 85 feet if fire prevention system approved by Fire Department	
Side Yard		0 – 5 feet if any side yard is provided and 5 feet if it abuts residence district	
Street Setback		0	

17.08.020
B-1 Central Business District

Rear Yard	5 feet
Parking	Per 17.04.080 H
Area of Structure	0

17.08.020 B-2 Commercial District

1. Intent. This district is intended to maintain areas characterized by a mixture of residential and commercial uses, with light pedestrian traffic and heavy automotive traffic requirements and parking requirements.

2. Permitted Uses.

- a. Permitted uses in B-1 District:
 - Plumbing, heating, electrical, lighting, and paint sales and service.
 - Household equipment sales and service, hardware, lawn and garden supplies, building supplies, except lumberyards.
 - Post Office.
 - Department stores and discount variety stores and retail stores.
 - Travel bureaus.
 - Cleaning and pressing establishments making exclusive use of a dry-cleaning process recognized by the State as not emitting offensive odors and having a flash point sufficiently high that no undue hazard is created by its use on the premises.
 - Dress shop, clothing store, notion shop, dry goods store, tailor shop.
 - Drug store, pharmacy.
 - Florist shop.
 - Food products (retail, restaurants).
 - Gift shop, coin shop, book store, arts and crafts.
 - Financial, business, professional and medical institutions.
 - Jewelry store.
 - Music, TV and radio store.
 - Commercial and public parking lots and ramps.
 - Photographer and photographer's supplies.
 - Printing and publishing.
 - Farmer's market, bazaars, open spaces markets in areas designated.
 - Theaters, except drive-in theaters. (Ord 05OR005)
 - Any other uses similar in character and the manufacture or treatment of products clearly incidental to the conduct of a retail business on the premises.
 - Hotels and motels.
 - Veterans Memorials. (Ord. 542, 2003)
 - Library (Ord. 550, 2003)

- b. Bowling alley, roller skating rink.
- c. Mobile Home Sales.
- d. Farm implement and trailer sales and repair.
- e. Wholesale and distributing establishments.
- f. Commercial or institutional recreational game fields, swimming pools, skating, golf, driving ranges, miniature golf, or similar open air recreational uses and facilities. (Ord 05OR005)
- g. Bottling and distributing plants.
- h. Gasoline service stations.
- i. Lumber yards.
- j. Dry cleaning, and laundry cleaning establishments.
- k. Self-service storage.
- l. Library (Ord. 550, 2003)
- m. Automobile sales establishments, garages and parking lots (Ord 05OR005)

3. Conditional Uses.

- a. Conditional Uses in B-1 District:
 - Gas and service stations and repair shops;
 - Taverns, night clubs, beer and liquor stores.
 - Bowling alleys, roller skating rink.
 - Farm implement and trailer sales and repair.
 - Microwave relay towers.
 - Lumber yards.
 - Animal hospitals and veterinary clinics.
 - Automobile sales establishments, garages and parking lots, but not salvage, wrecking, rebuilding, storage or parking operations. (Ord 05OR005)
- b. Taverns, night clubs, beer and liquor stores.
- c. Transfer, storage, moving, freight and parcel delivery operations.
- d. Wholesale trade not involving air, water or soil pollution or noise, residential uses.
- e. Dwellings.
- f. Animal hospital and veterinary clinics.
- g. Manufacturing or assembling operations, which do not involve excessive noise, and which do not result in any air or water pollution, when the manufactured or assembled products are offered for sale at retail on the site. (Ord. 532, 2003)
- h. Go-cart tracks (Ord 05OR005)
- i. Day care and nursery school (Ord 12OR003)

4. Minimum Standard for Commercial District

Use	All other Permitted Uses	Conditional Uses
Lot Area and Density	6000 square feet lot area	As set by the Plan Commission and City Council
Lot Width	50 feet	
Height of Structure	35 feet – 85 feet if fire prevention system approved by Fire Department	
Side Yard	0 5 feet if any side yard is provided and 5 feet if abuts residence district	
Street Setback	25 feet	
Rear Yard	Not less than 15 feet	
Parking	Per 17.04.080 H	
Area of Structure	0	

17.08.020 B-3 Industrial District

1. Intent. This district is intended to provide for areas having moderate to intense processing, employment, traffic and other related activities. It is intended that this district generally be located distant from residential uses and that it be buffered by commercial districts, major roads, or open space.

2. Permitted uses.

Industrial and commercial businesses except: animal rendering and businesses involving air, water, or soil pollution or disturbance.

3. Conditional uses.

a. Residential, when incidental to a permitted business requiring the presence of a caretaker.

b. Slaughter house, stock yards or meat packing or processing plants.

c. Race tracks for stock cars, snowmobiles, mini bikes, and other motorized vehicles for demonstration and exhibitions.

d. Boarding kennels.

e. Petroleum products manufacturing, refining and storage.

f. Chemical manufacturing.

g. Wholesale gasoline, sales or storage.

h. Landfills.

i. General Aviation Airports (Ord 05OR005)

17.08.020 . B-4 Industrial Park District

1. General Purposes. Property in the Viroqua Industrial Park is subject to the conditions, restrictions, and protections hereby declared to insure proper use and appropriate development and improvement of each building site therein, to protect the environment in the industrial park; to guard against the erection thereon of structures of unsuitable materials; to require conformance to applicable ordinances and building code; to insure reasonable development of said property and locations thereon of buildings; to control the development of said property as an industrial park including, but not limited to, proper setbacks from the street, adequate free space between structures, adequate parking, and in general to provide for a high quality of improvement of said property; to insure that each building site shall not adversely affect the general plan of physical development of the industrial park nor adversely affect the health or safety of residents or workers in the area nor be detrimental to the use or development of other properties in the Viroqua Industrial Park.

2. Permitted Uses. In the Industrial Park District, unless otherwise provided in this Title, land or buildings may be used for any purpose except the following uses (Ord 10OR003):

- a. Residential
- b. Commercial
- c. Abattoirs (slaughter house)
- d. Acid manufacture
- e. Asphalt manufacture
- f. Cement, lime, gypsum or plaster of paris manufacture
- g. Explosive manufacture or storage
- h. Fertilizer manufacture
- i. Garbage, rubbish, offal or dead animal reduction
- j. Glue manufacture
- k. Junk yards
- l. Petroleum refining
- m. Smelting of ferrous and non-ferrous metals
- n. Stockyards
- o. Tannery

3. Conditional Uses:

a. Commercial, defined as buying, selling, or transporting of commodities. (Ord 10OR003).

b. Fitness and wellness centers. (Ord. 17OR006).

c. Solid waste transfer stations. (Ord. 17OR009).

4. Conformance to Codes: Permitted and Conditional uses shall be conducted within acceptable standards in local, state and national codes pertaining to noise, vibrations, smoke, toxic or noxious matter, odorous matter, fire and explosive hazards, glare or heat, air pollution, water pollution and maintenance of property. (Ord 10OR003).

5. Minimum Lot Sizes. Lots may be of any size.

6. Setbacks. No building shall be constructed on the site nearer than 25 feet of the right-of-way of any county, state or federal highway.

7. Side Yard. Minimum side yards shall be 15 feet. In the event that two adjoining sites shall be owned by the Grantee and in the improvement of such sites a building shall be erected on these combined sites, then the side yard requirements on the interior lines are waived.

8. Rear yard. Rear yards shall be a minimum of 15 feet. In the event that two adjoining sites shall be owned by the Grantee and in the improvement of such sites, a building shall be erected on these combined sites, then the rear yard requirements are waived.

9. Vehicle parking and loading docks. Sufficient off-street parking shall be provided for employees, customers, and visitors as follows:

 a. Parking is prohibited within 25 feet of any county, state or federal highway;

 b. Employee, customer or visitor parking will not be permitted on public streets in the Viroqua Industrial Park;

 c. Total parking space shall be a minimum of 180 square feet per parking stall, excluding drives and approaches;

 d. A minimum parking ratio of one space for each two employees shall be provided;

 e. No loading or unloading shall be permitted on, or which results in obstruction of public streets; loading docks shall not be located on the sides of any building facing any county, state or federal highway.

10. Landscaping and Maintenance. The entire setback area shall be graded and sodded or seeded between the lot lines and from the street shoulder to the building face. All landscaping, planting, etc. shall be done in suitable manner so that it will produce an acceptable appearance, excepting only those areas as may be required for driveways, visitor parking or walks. All driveways, walks and permanent parking areas shall be surfaced with hot-mix asphalt concrete, or cement concrete. Paved areas and landscaping shall be completed within one year after occupancy of building. The owner of any tract in this Park must at all times keep the premises, buildings, improvements and appearance in a safe, neat and clean condition and comply in all respects with all government, health and local policy requirements. The owner will remove at his or her own expense any rubbish of any character whatsoever which may accumulate on said property with the exception of ordinary city garbage collection.

11. Outdoor Storage. No outside storage of any kind shall be permitted unless such stored material is visually screened from all streets with a suitable fence at least six feet in height. Screening shall be attractive in appearance and in keeping with the architectural quality of the main structure. Said storage shall be limited to the rear two-thirds of the property, and within building setback lines. No waste material or refuse may be dumped or permitted to remain on any part of the property outside of the buildings. Storage of fuel oil or other bulk fluids must be underground. Fences, walls or hedges may not extend forward of building setback lines.

Attachment B

Project Location Pictures



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.



Looking north at the USH 14 intersection with Springville Road.



Looking south at the USH 14 intersection with Springville Road.



Looking east at the USH 14 intersection with Springville Road.

Attachment C

Existing Access Information

380794

Vr 502 PAGE 490

Document Number

**AUTHORIZATION FOR ACCESS TO OR
ACROSS A CONTROLLED-ACCESS HIGHWAY**Wisconsin Department of Transportation
ED1002 697

Pursuant to the provisions of s.84.25 Wisconsin Statutes, the Department of Transportation has established a section of USH 14 in Vernon County, as a Controlled-Access Highway, designated as Controlled-Access Project 1646-07-29, effective on and after December 22, 1999; as recorded in Volume 497 of Records, Page 605 as the Document Number 378957.

The Department of Transportation approves and consents to direct access between said highway and the lands of the owner(s) in the SW1/4-SW1/4, Section 20, T13N, R4W, the NW1/4-NW1/4 and the SW1/4-NW1/4, Section 29, T13N, R4W

by means of 2 Private Driveways located as follows:

to be located on the eastside of USH 14

The authorized access shall be located entirely within the limits of the above-described property(ies) subject to the terms and conditions as are set forth in the "APPLICATION/PERMIT TO CONSTRUCT ACCESS DRIVEWAY TO STATE TRUNK HIGHWAY," required by s.86.07(2), Wisconsin Statutes.

A SPECIAL CROSSING is to be used solely for travel between severed parcels under the same ownership; such use shall cease and the crossing shall be removed if such parcels pass into separate ownership.

A private driveway restricted to agricultural use shall be used for such purpose only and such right of access to continue only so long as the land is used for agricultural purposes only.

THIS AUTHORIZATION, superseding any and all prior Authorizations, is issued to the following owner(s) of the above-described property, the heirs, successors and assigns.

Vernon County Hospital

(Owner Name)

Route 3, Viroqua, WI 54665

(Address)

Wisconsin Department of Transportation



(For District Director Signature)

Joseph S. Olson

(Print Name)

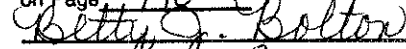


REGISTERS' OFFICE

Vernon Co., Wis.

} ss:

Rec'd for Record this 19 day of April
2000 at 10:51 O'clock A M
and Recorded in Vol. 502 of Records
on Page 490



Register of Deeds



This space is reserved for recording data

10.00 due

Return to

Wisconsin Department of Transportation

District 5 Planning

Attn: Michael Lenz

3550 Mormon Coulee Road

La Crosse, WI 54601

Parcel Identification Number/Tax Key Number

36-579-0000, 36-809-0000, 36-810-0000

March 29, 2000

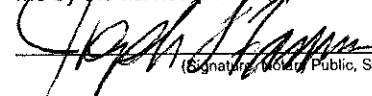
(Date)

State of Wisconsin

} ss.

Vernon County

On the above date, this instrument was acknowledged before me by the named person(s).



(Signature of Notary Public, State of Wisconsin)

Joseph L. Farmer

(Print or Type Name, Notary Public, State of Wisconsin)

October 1, 2000

(Date Commission Expires)

REVISION DATE	ROUTE	COUNTY	DATE	R/W PROJECT NUMBER	SHEET NUMBER
	U.S.H.4	VERNON	3/99	1646-07-29	18
	SCALE, FT.	GRID FACTOR		FEDERAL PROJECT NUMBER	
	0	400			

CITY OF VIROQUA

Phase 1 - Proposed Public Road A

Existing Access - City of Viroqua Utility Station

Phase 2 - Proposed Public Road B

END PROJECT 1646-07-29

LEGEND

- PRIVATE DRIVEWAY
- PRIVATE DRIVEWAY AGRICULTURAL
- SPECIAL CROSSING
- PUBLIC HIGHWAY
- LIMITS OF CONTROL

POSSIBLE FUTURE PH3 DEVELOPMENT AREA ± 80 ACRES

FUTURE PH2 DEVELOPMENT AREA ± 32 ACRES

FILE NAME : 1646-07-29.DGN ORIGINATOR : DS ACCESS4 PLOT NAME : PLOT SCALE : 1"=400'

Attachment D

Viroqua North Industrial Park IR

North Industrial Park Phase 1 Initial Review

CITY OF VIROQUA
VERNON COUNTY, WISCONSIN

DATE SUBMITTED: May 20th, 2019

PREPARED FOR:

City of Viroqua Department of Public Works
202 N. Main Street
Viroqua, WI 54665
Phone: (608) 637-7186
Contact Person: Sarah Grainger

PREPARED BY:

KL Engineering, Inc.
5400 King James Way, Suite 200
Madison, WI 53719
Phone: (608) 663-1218
Contact Person: Matt Regnier, P.E., PTOE, RSP



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. This document and the associated potential TIA are intended to assess traffic impacts related to Phase 1 only. However, proposed public roadway access for the full buildout of all three phases will be evaluated for planning purposes.

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

Zoning Overview

The City of Viroqua is in the process of annexing the development parcels. The annexation is anticipated to be completed by the end of June 2019 and the rezoning in July 2019. Anticipated zoning designations for the development parcels have been determined. The areas abutting USH 14 (areas 1 through 3) are anticipated to be zoned B-2 Commercial District. Areas not fronting USH 14 internal to the development (Area 4 and Area 5) are anticipated to be zoned B-4 Industrial District.

Proposed Access

Access to the land uses proposed with the development will be provided by proposed public roadways internal to the development. Two new public roadway connections to USH 14 are proposed with the full buildout of the North Industrial Park development. The planned roadway connection locations are shown in **Exhibit 2-2**. The City of Viroqua has one existing access for a utility installation on USH 14 located to the north of the proposed development.

One new public roadway connection is proposed with the North Industrial Park Phase 1 development. The proposed public roadway is referred to as Road A and proposed at a location approximately 1,850' south of Springville Road. The second public roadway connection is referred to as Street B and would be constructed in the future with Phase 2. Street B is proposed at the intersection of USH 14 with Springville Road and would form the east leg of that intersection.

No additional access to USH 14 is proposed with Phase 3.

The City of Viroqua would like to pursue the continuance of the existing utility access in conjunction with the two proposed public roadway connections. This is based on the use and users of the access which contrast it with a public access to USH 14.

Proposed Study Area

Study Roadways

The proposed study area includes a portion of USH 14 north of the City of Viroqua. AADT information is based on count data available on the WisDOT website.

USH 14 has a divided rural cross section and two lanes in each direction to the north of Springville Road. South of Springville Road, USH 14 generally has a 5-lane rural cross-section with a two-way left turn lane. A raised median is provided beginning at Springville Road extending approximately 250' to the south of the intersection. The roadway has a speed limit of 55 miles per hour (mph) and is classified as a principal arterial within the study area. 150 FT south of the proposed intersection of USH 14 with Road A, the speed limit is changed to 45 mph. USH 14 has an AADT of 10,900 vehicles per day (vpd) north of Springville Road.

Springville Road has an undivided rural cross section and two lanes in each direction. The roadway has a rural unposted speed limit of 55 mph and is classified as a local roadway within the study area. No AADT information is available for Springville Road.

Study Intersections

Based on the location of the proposed development, the proposed study area includes the intersections USH 14 with Springville Road and with Road A.

The intersection of USH 14 with Springville Road is a T-intersection with stop control on Springville Road. USH 14 forms the northbound and southbound approaches; Springville Road forms the eastbound approach. Left turn lanes are provided on the northbound and southbound approaches; a right turn lane is provided on the southbound approach. The southbound left turn

lane appears to have been constructed in anticipation of a westbound approach to the intersection. For an overview of the existing transportation system, see **Exhibit 3-1A**.

Existing Turning Movement Volumes

Peak hour turning movement counts at the proposed study intersections were collected by KL Engineering during the week of April 15th, 2019. A summary of existing traffic volumes is provided in **Exhibit 3-2A**.

Projected Traffic

Trip Generation

The Institute of Transportation Engineers (ITE) *Trip Generation Manual, 10th Edition* was used to estimate the number of trips expected to be generated by the proposed development. ITE Land Use Codes (ITE LUC) assigned are summarized below.

- ITE LUC 310 (Hotel)
- ITE LUC 840 (Automobile Sales, New)
- ITE LUC 820 (Shopping Center)
- ITE LUC 710 (General Office Building)
- ITE LUC 130 (Industrial Park)

No site plans have been developed for areas 4 and 5 which are assumed to be Industrial Park land use. Utilizing several existing industrial parks in southern Wisconsin, a conservative estimate of 6,500 square foot gross floor area per acre was developed and used to generate trips.

A 500-person capacity convention center is currently being planned with the hotel. The ITE Trip Generation Manual does not provide trip generation rates for convention centers. Therefore, a trip generation method based on engineering judgment is proposed.

To estimate trips generated by the convention center, 80% of the maximum 500 person capacity was assumed for a typical event, reducing the number of attending persons to 400. Of the 400 people, 50 are assumed to stay at the on-site hotel, reducing the number of people arriving or departing related only to the convention center to 350. Lastly, half of the 350 people, or 175, are assumed to arrive or depart during corridor peak hours. A vehicle occupancy rate of 1.0 person per vehicle is assumed resulting in 175 peak hour trips during the morning and afternoon peak hours.

To develop a conservative trip generation estimate, no linked or pass-by trips are assumed for this development other than those described in the proposed convention center trip generation methodology. Using the proposed trip generation methodology, the North Industrial Park Phase 1 development is expected to generate 5,945 weekday daily new trips. The development is expected to generate 400 new trips (325 in and 75 out) during the AM peak hour and 430 new trips (115 in and 315 out) during the PM peak hour. A table summarizing the proposed trip generation methodology is provided in **Exhibit 4-3**.

Trip Distribution

Proposed trip distribution is based on several considerations. The location of the development is immediately north of the City of Viroqua. Several municipalities including Westby, Sparta, and La Crosse are north of the development. The proposed trip distribution pattern is based on the proximity to certain population centers, anticipated land uses, and existing traffic patterns. The trip distribution is shown in **Exhibit 4-4** and summarized below.

- 50% to/from the north via USH 14
- 50% to/from the south via USH 14

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.

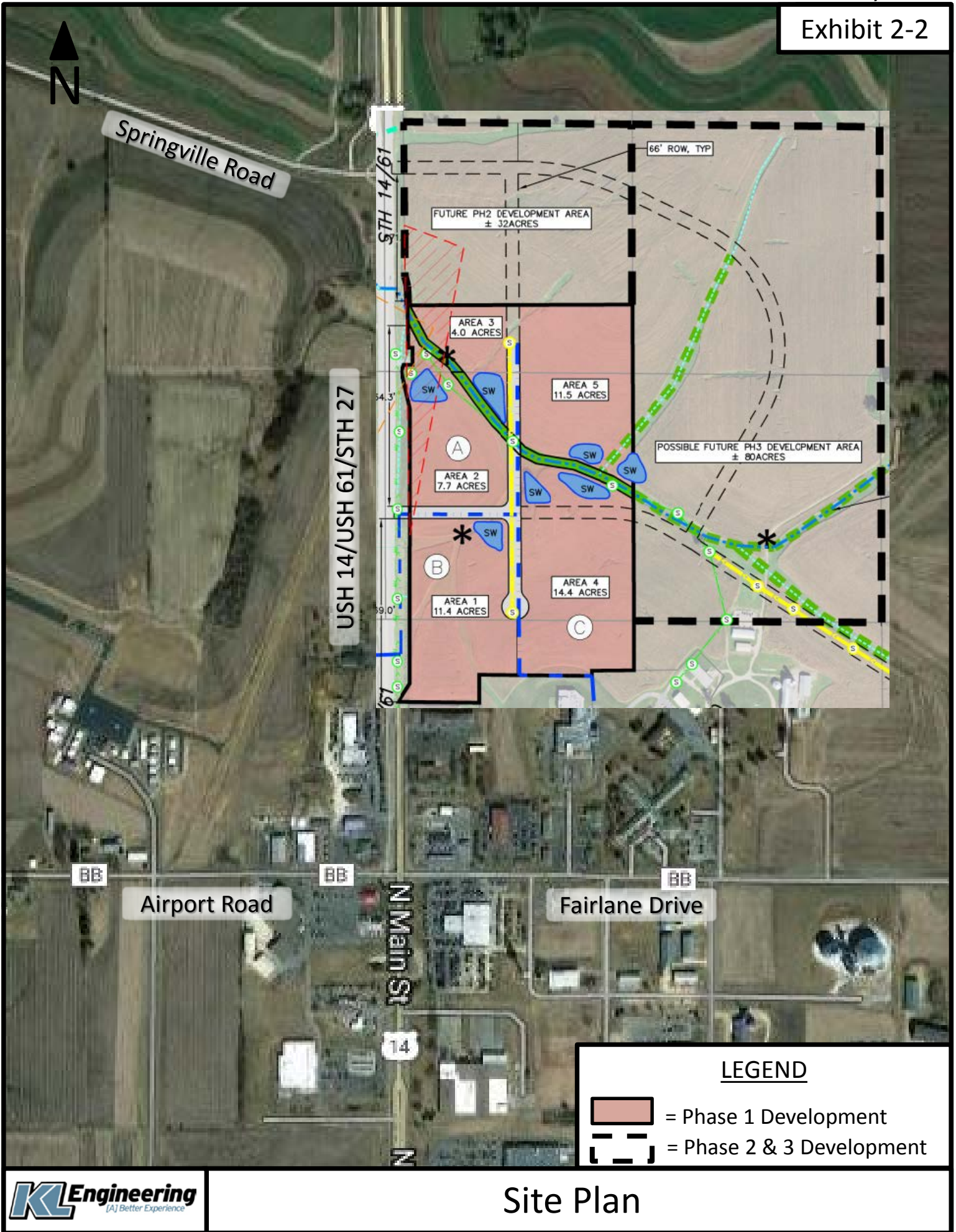
Conclusions and Recommendations

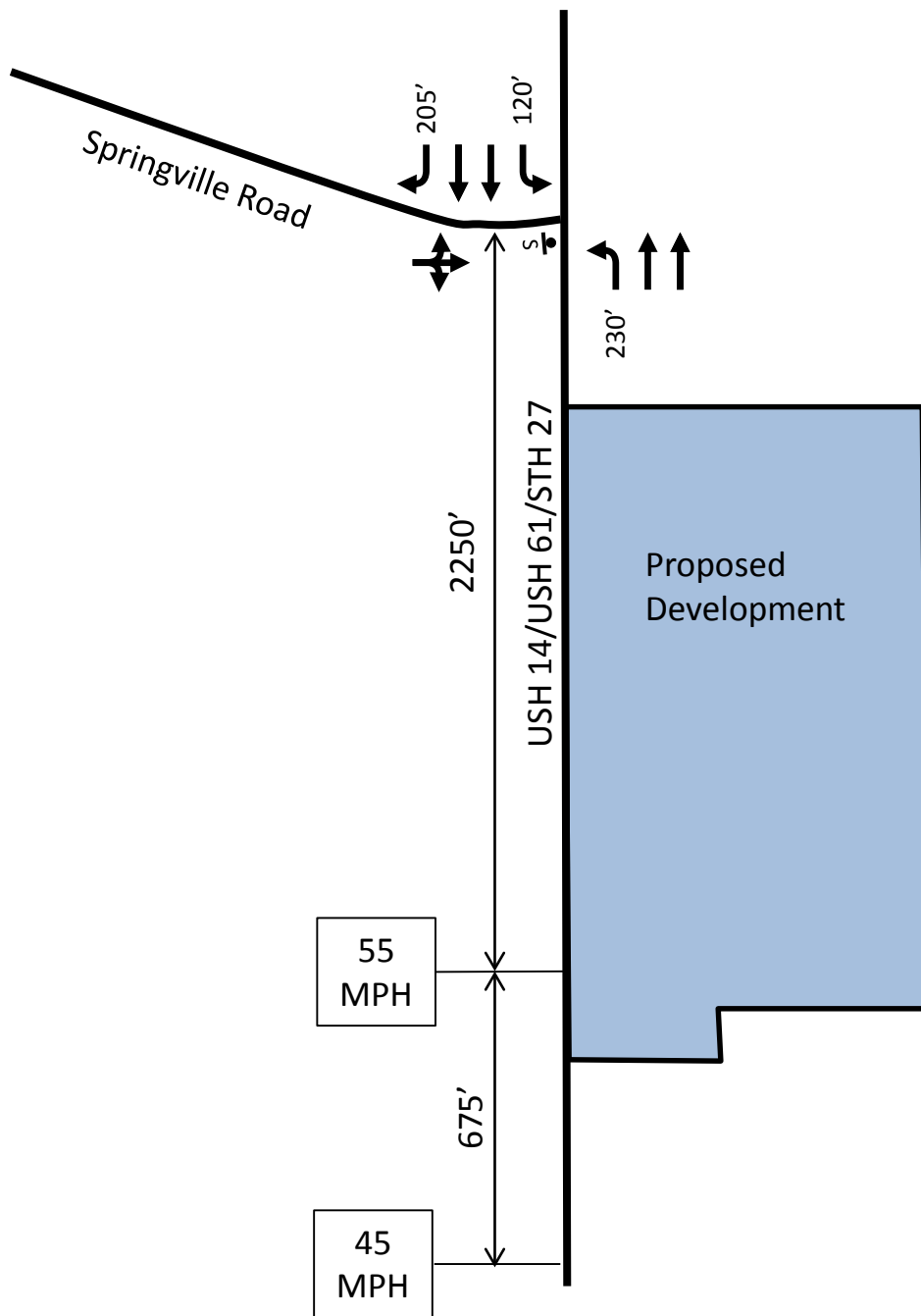
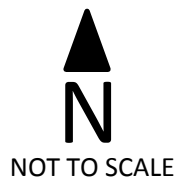
This document provides background information related to the development site and study area, details about the proposed development, and scope recommendations for the potential North Industrial Park Development TIA. This document can be summarized with the following:

- 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.

- According to the proposed trip generation methodology, the proposed development is anticipated to generate 400 and 430 trips during the AM and PM peak periods, respectively.
- An abbreviated TIA would be appropriate for the proposed development if a TIA is required.



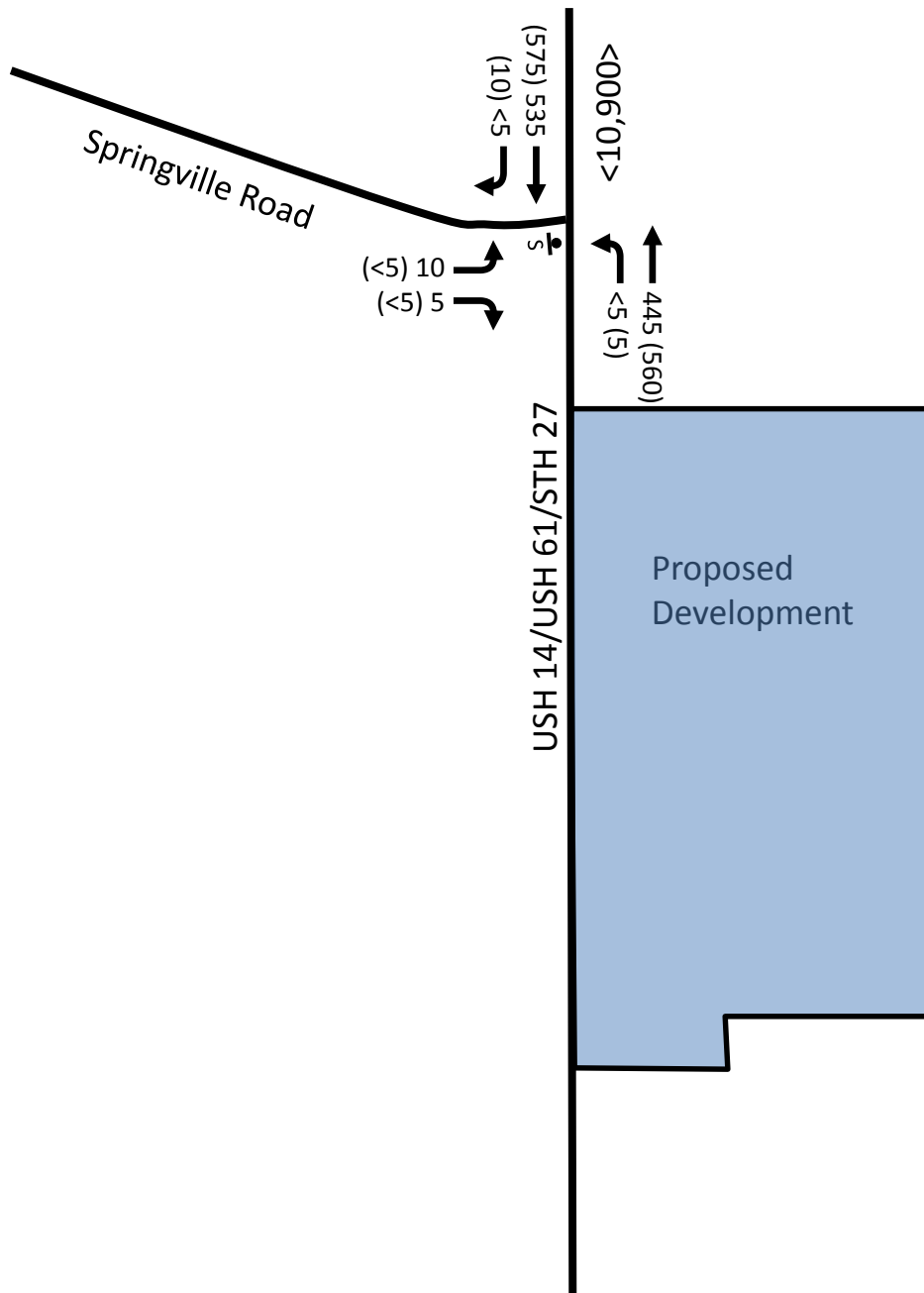
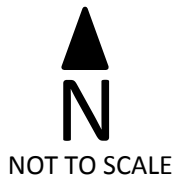




LEGEND

XX' = Available Storage Length

⊕ = Stop Sign



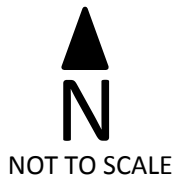
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- <XX> = WisDOT AADT Data
- XX = AM Peak (7:15-8:15 AM)
- (XX) = PM Peak (4:30-5:30 PM)
- ⬮ = Stop Sign

Exhibit 4-3

Development Area	ITE Land Use	ITE Land Use Code	Size	Weekday Daily Trips (rate)	AM Peak			PM Peak		
					In (%)	Out (%)	Total (rate)	In (%)	Out (%)	Total (rate)
Area 1	Hotel	310	64 Rooms	295 (4.62)	15 (59%)	10 (41%)	25 (0.42)	10 (51%)	10 (49%)	20 (0.34)
Area 1	Convention Center *	N/A	500 Person Capacity	2,750 (5.50)	150 (85%)	25 (15%)	175 *	25 (15%)	150 (85%)	175 *
Area 1	General Office Building	710	10 ksf GFA	115 (11.37)	30 (86%)	5 (14%)	35 (3.59)	0 (16%)	15 (84%)	15 (1.28)
Area 1	Shopping Center	820	10 ksf (GLA)	380 (37.75)	5 (62%)	5 (38%)	10 (0.94)	20 (48%)	20 (52%)	40 (3.81)
Area 2	Automobile Sales (New)	840	24.5 ksf (GFA)	680 (27.84)	35 (73%)	10 (27%)	45 (1.87)	25 (40%)	35 (60%)	60 (2.43)
Area 3	General Office Building	710	10 ksf GFA	115 (11.37)	30 (86%)	5 (14%)	35 (3.59)	0 (16%)	15 (84%)	15 (1.28)
Area 3	Shopping Center	820	10 ksf (GLA)	380 (37.75)	5 (62%)	5 (38%)	10 (0.94)	20 (48%)	20 (52%)	40 (3.81)
Areas 4 & 5	Industrial Park	130	168 ksf GFA	1,230 (3.37)	55 (81%)	10 (19%)	65 (0.40)	15 (21%)	50 (79%)	65 (0.40)
Total Generated Trips:				5,945	325	75	400	115	315	430

* Rates based on proposed trip generation methodology



Springville Road



USH 14/USH 61/STH 27

50%

50%

Proposed Development

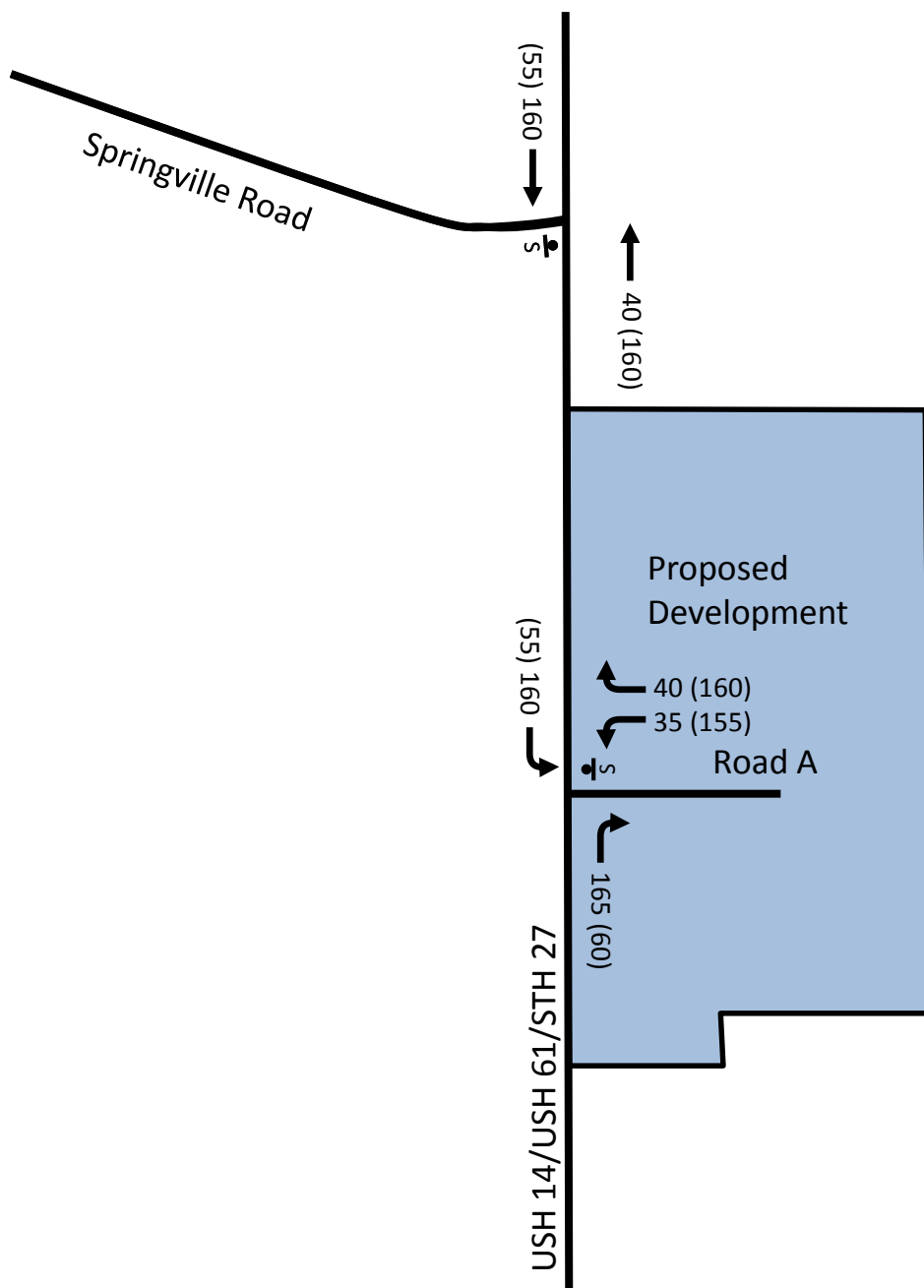
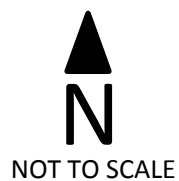
Road A

LEGEND

 = Stop Sign



XX% = Trip Distribution – In/Out

**LEGEND**

XX = AM Peak (7:15-8:15 AM)

(XX) = PM Peak (4:30-5:30 PM)

 = Stop Sign