

Chapter 3: Transportation

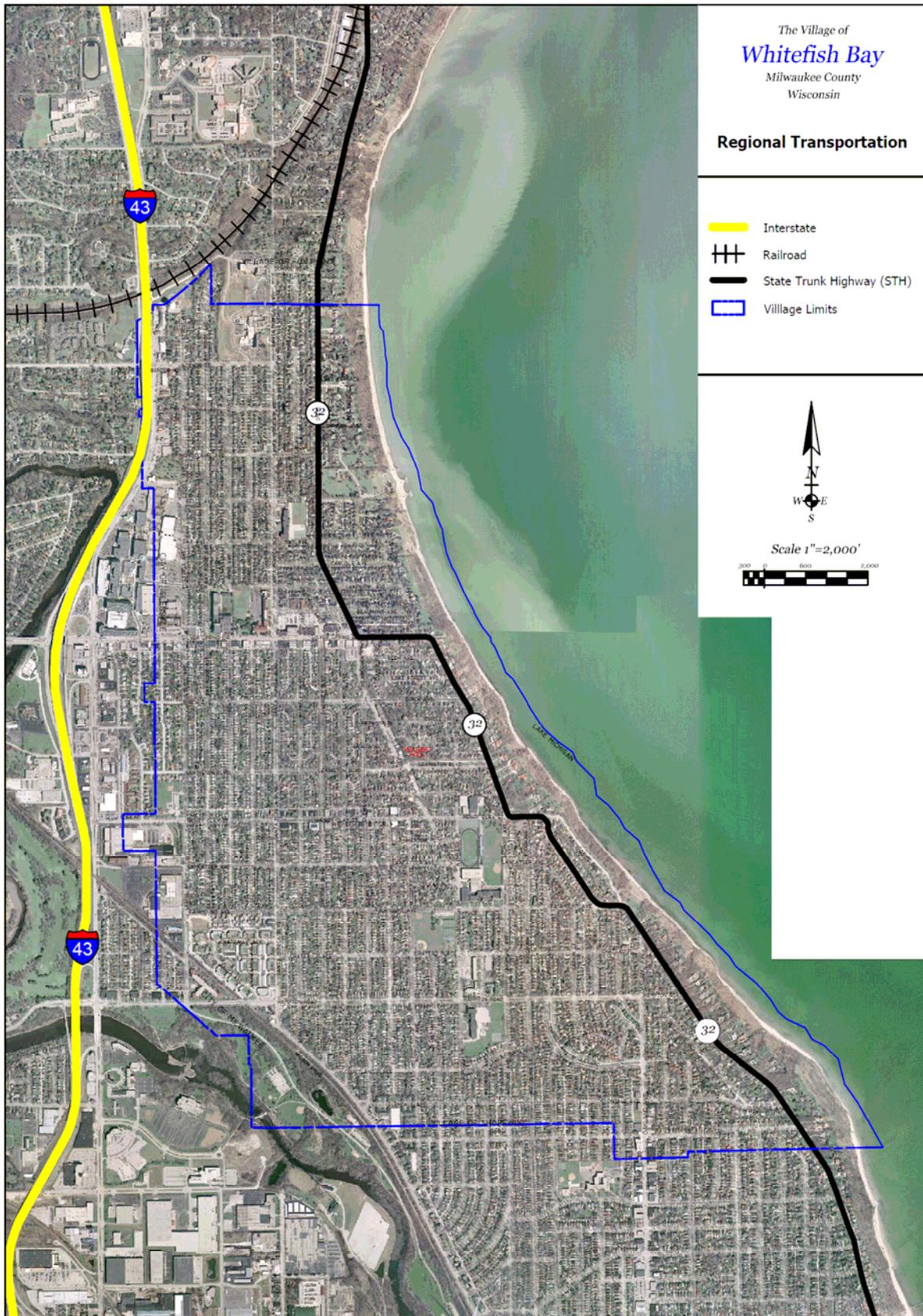
The transportation element is a compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation within Whitefish Bay, as well as the areas surrounding the Village. It anticipates the Village's transportation needs in the future and makes recommendations that will allow all residents to have access to home, work, school, recreation, and shopping. This element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans as required by Wisconsin Statute 66.1001.

3.1 Inventory and Analysis

This section identifies the existing transportation systems within and surrounding the Village of Whitefish Bay.

Regional Roadway Network consists of State Highway 32 (Lake Drive) within the Village limits. Interstate 43 lies to the west of the Village. The regional transportation system is shown on Figure 3.1.1.

Figure 3.1.1: Existing Regional Transportation in Whitefish Bay



Local Roadway Network is shown in Figure 3.1.2. The arterial streets are intended for inter-community travel and heavy use. Collector streets are designed for intra-community travel, and function to connect arterial streets with smaller-scale areas. Local streets provide connections within neighborhoods and districts; access to residential, recreational, and commercial spaces; and are intended for the beginning or end of a trip, rather than as a throughway. Figure 3.1.3 shows the average daily traffic volumes. Whitefish Bay currently has adequate roadway capacity, though congestion can occur at peak times on Silver Spring.

Figure 3.1.2: Existing Local Transportation in Whitefish Bay

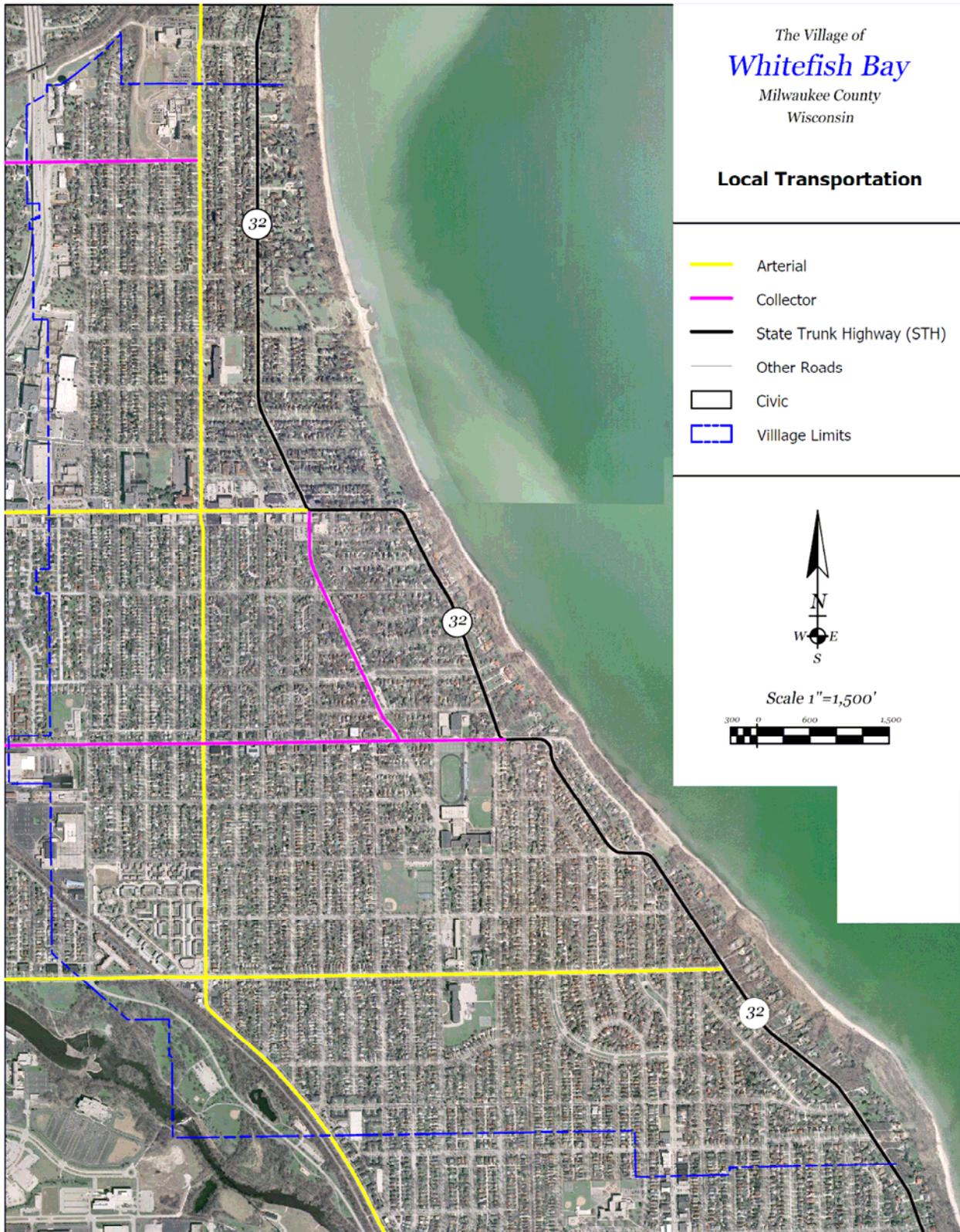
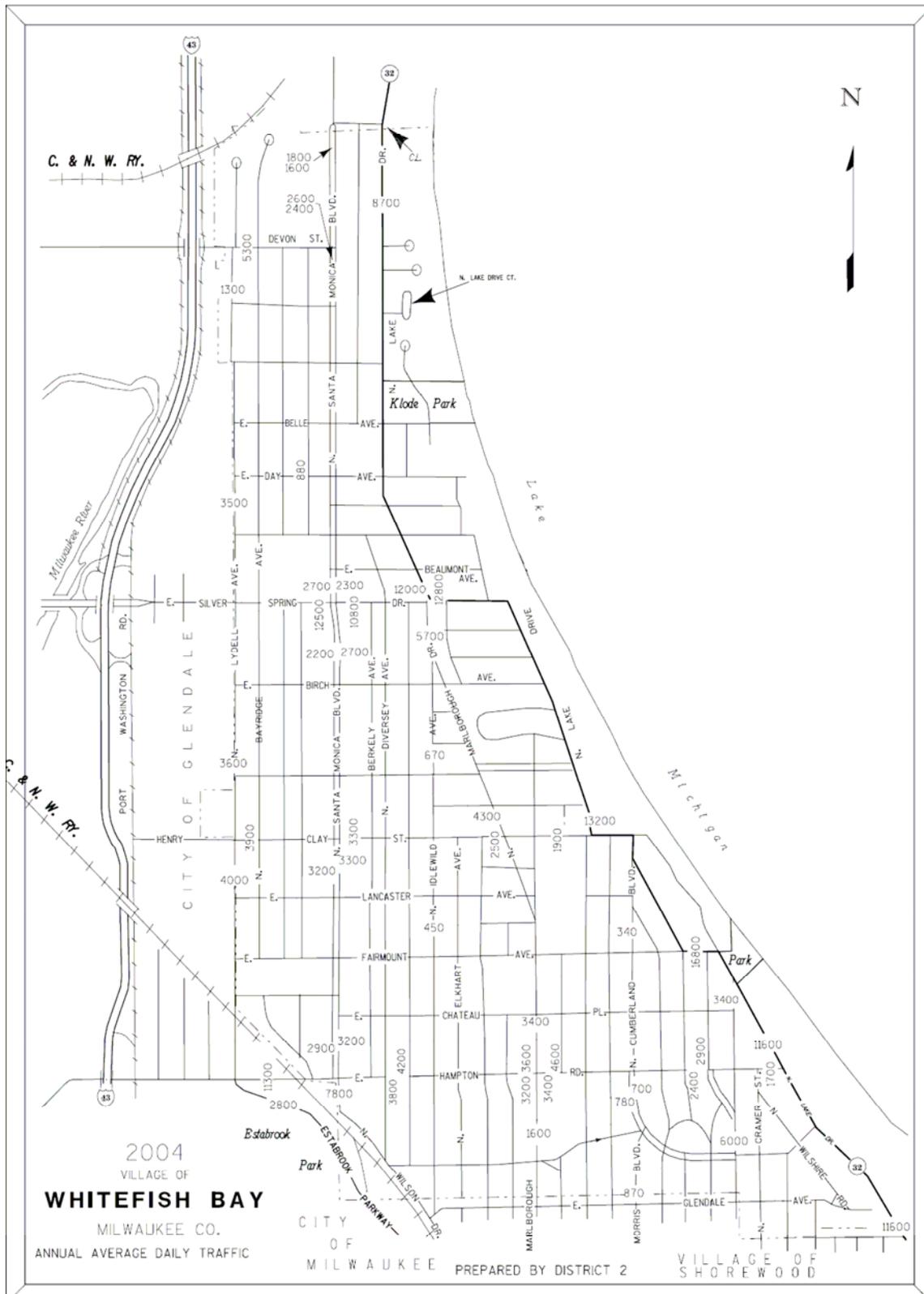


Figure 3.1.3: Average Daily Traffic in Whitefish Bay (use existing Village street map, and superimpose traffic data from WisDOT: <http://www.dot.wisconsin.gov/travel/counts/docs/milwaukee/whitefishbay2004.pdf>)



Several intersections with high traffic exist:

- Devon and Santa Monica
- Hampton and Lake
- Hampton and Lydell
- Hampton and Marlborough
- Hampton and Santa Monica
- Henry Clay and Lake
- Henry Clay and Lydell
- Henry Clay and Marlborough
- Henry Clay and Santa Monica
- Silver Spring and Lake
- Silver Spring and Lydell
- Silver Spring and Santa Monica

Other than the main thoroughfares of Silver Spring, Henry Clay, Hampton, Lydell, Santa Monica, and Lake, there are other high-traffic streets within the Village that require attention:

- Devon west of Santa Monica
- Lake/State Highway 32, throughout the Village
- Marlborough north of Henry Clay
- Oakland south of Hampton

Existing Pedestrian and Bicycle Network

Pedestrians are well served by the complete sidewalk network that exists in the Village.

Although no marked bicycle lanes exist in the Village, bicyclists coexist on many different roadways in the Village. The Oak Leaf Trail, a bicycle trail that is part of the Milwaukee County Parks System, passes through Estabrook Park, which borders the Village on the southwest. The Village does have an access point to the Oakleaf Trail off of Wilson Drive near the 4700 block. This trail ends at this point; however, it is planned for expansion in the future by Milwaukee County.

Regular routes for biking that are considered preferred streets for biking include Lake Drive, Santa Monica Boulevard, Silver Spring Drive, Oakland Avenue, and Devon Street. These different types of bikeways are shown in Figure 3.1.4.

Figure 3.1.4: Bikeways in Whitefish Bay (adapt from Milwaukee by Bike map)

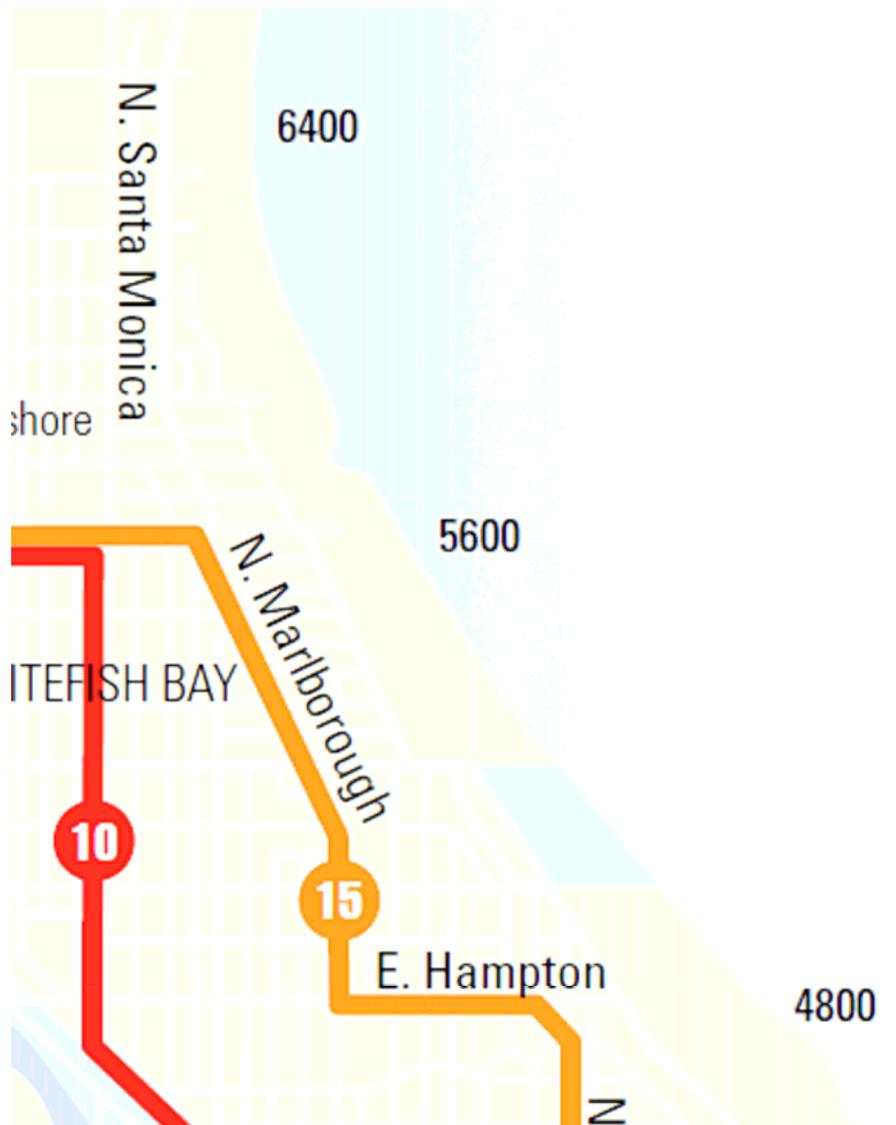


(source: Milwaukee by Bike, 2008, http://www.city.milwaukee.gov/ImageLibrary/User/milbtf/milbm_north_final_citywork.pdf)

Existing Public Transit

Local bus routes in Whitefish Bay are served by the Milwaukee County Transit System (MCTS). Currently, routes 10-Humboldt-Wisconsin and 15-Oakland-Kinnickinnic operate within the Village. MCTS also provides paratransport services for the elderly or disabled. Recent budget problems experienced by Milwaukee County have affected the level of service Whitefish Bay and other Milwaukee County communities receive, both in terms of frequency of service and layout of routes. Figure 3.1.5 also shows the existing bus routes.

Figure 3.1.5: Public Transit Bus Service in Whitefish Bay



(source: Milwaukee County Transit System, 2008, <http://ridemcts.org/uploadedfiles/SystemMap08.pdf>)

Existing Airport

General Mitchell International Airport, the largest in the state, is located in the southern portion of the City of Milwaukee. The Village's location adjacent to Milwaukee provides convenient access to the airport for travelers and employees. Besides the freeway and roadway connections, the airport is accessible by public transportation.

Existing Commuter Buses

Private bus companies run commuter services between Milwaukee County and Waukesha, Ozaukee, and Dane Counties.

Figure 3.1.6: An example of the commuter buses that operate in Milwaukee, Waukesha, Ozaukee, and Dane Counties



(source: Motor Bus Society, 2008,
<http://www.motorbussociety.org/conventn/02fall/Keeshan%20Charter%203382.jpg>)

Existing Passenger Rail

Amtrak provides nation-wide passenger rail service, with stations in downtown Milwaukee and at General Mitchell International Airport.

Figure 3.1.7: An example of the Amtrak trains that serve Milwaukee's intermodal transit station and General Mitchell International Airport



(source: MSNBC, 2005,
http://msnbcmedia2.msn.com/j/msnbc/Components/Photos/050209/050209_amtrak_vsmal_1p.widec.jpg)

3.2 Regional Transportation Plans

Southeastern Wisconsin Regional Planning Commission's *A Regional Transportation System Plan for Southeastern Wisconsin: 2035*

This plan recommends improvements in road geometry, traffic signal timing, and use of parking lanes for through-traffic in peak travel hours. The plan also recommends improvements in the frequency of service provided by and the type of vehicles used for mass transit in the region.

Commuter Rail – A commuter rail line that would connect Milwaukee and Racine with the METRA line that currently terminates in Kenosha is under study. Though no stops are planned for Whitefish Bay, residents of the Village would have easy access to the service, as it is proposed to stop at the intermodal transit station in downtown Milwaukee. Other proposals for commuter rail or bus guideway solutions include lines that travel north into Ozaukee County and Washington County, and west into Waukesha County.

Figure 3.2.1: Milwaukee's intermodal transit station



(source: Amtrak, 2008, http://www.amtrakhiawatha.com/image/newstation_ext.jpg)

3.3 Other Elements of Comprehensive Plan

Proposed Land Use – Land use proposals for the Village (see Chapter 8) can affect the transportation element. When considering new land uses, it is important to analyze the transportation elements that a new land use would bring to minimize the negative impacts that sometimes can develop.

Economic Development – The success of Bay Shore Town Center in neighboring Glendale will continue to have an impact on the Village of Whitefish Bay. As traffic along Silver Spring will undoubtedly increase, the Village has opportunities to capitalize on it. Plans for Economic Development as a result of increased vehicular traffic must

consider the effect on pedestrian safety, bicyclist safety, and the impact on residential areas north and south of Silver Spring.

While the current network of roads is adequate for current and projected traffic volume, there are a few areas that might be problematic and which require attention:

- Silver Spring Drive – increased vehicular traffic, as a result of Bayshore Town Center, must be managed in a way that keeps pedestrians, bicyclists, and surrounding neighborhoods safe. This includes the imposition of traffic calming measures and prudent enforcement of traffic laws.

Figure 3.3.3: Intersection of Silver Spring Drive and Bay Ridge Avenue Looking West Towards Bayshore Towne Center



- Santa Monica Boulevard – although it is a major north-south street, Santa Monica also passes through residential areas. The Village must take care to keep speed and access to the street at levels safe and appropriate for a residential area. This includes the imposition of traffic calming measures and prudent enforcement of traffic laws.

Figure 3.3.3: Santa Monica Boulevard



3.4 Traffic Calming Measures

Traffic at certain places can be slowed or reduced in order to ensure the safety of pedestrians and bicyclists. Traffic calming measures can result in more pedestrian and bicycling activity in areas, such as a retail district, where the Village wants to encourage such activity. Traffic calming measures should be employed sparingly, however, so as not to become counterproductive as a nuisance to motorists.

Specific traffic calming elements are planned for review in coming years. Lake Drive through Whitefish Bay is a popular route for vehicles and pedestrians going to and from work, school, or other recreational activities, but it also presents many challenges for safety. The study would look to examine those elements and provide recommendations for improvement; however, the road is a State Highway and the Village is subject to the limitations imposed by the State (See Chapter 9.1.4 Implementation).

Traffic calming measures can include the following:

- Pedestrian bump-outs to encourage safer crossing

Figure 3.4.1: E. Silver Spring Drive and Berkeley Boulevard – Medians and Bumpouts installed to slow traffic and provide for safe pedestrian crossing.



- Raised road surface, which acts as a reminder to motorists to slow down
- Textured road surfaces, especially at crosswalks
- Narrow streets – either physically or optically. Motorists tend to drive slower when the lanes of a road are narrowed. This same effect can be gained, however, with cars parked on the street, or simply with a strong “street wall” established by buildings with small setbacks and frequent planting of trees, streetlights, etc.

- More frequent traffic signals
- In street portable pedestrian cross walk warning signage for vehicles

3.5 Gateway Improvements

The Village has approximately ten major entrances and exits to the Village that have not been reviewed and improved for several years. Future design and modeling work is needed to enhance the prominence of these areas as people are coming and going from the Village. It is anticipated that future years' budgets will provide funding for the necessary study that can be either implemented that year or in the years following. The project can also be done in phases to offset the cost of the improvements over many years.

Figure 3.5.1: West Entrance to Village on E. Silver Spring Drive and N. Lydell Avenue



3.6 Transportation Goals

Transportation goals are set to meet current and future needs of Whitefish Bay. The high quality of life residents of Whitefish Bay expect depends on access to various places both within and outside the Village. Therefore, transportation goals should identify beneficial aspects of life in the Village that should be preserved and enhanced in the years to come. The following are general transportation goals:

- Maintain and improve arterial roadways to serve destinations within and outside the Village.
- Work with Milwaukee County to preserve existing mass transit connections with Whitefish Bay, and to increase these services.

Figure 3.6.1: MCTS Bus Stop at Marlborough Drive and Henry Clay Street

- Expand the opportunities for residents of the Village to use means of transportation other than private automobile by preserving the sidewalk network; maintaining visibility of crosswalks; and increasing the range and number of off-street bike trails and on-street bike lanes.
- Enhance pedestrian and bicyclist safety.

3.7 Transportation Implementation Strategies

Implementation strategies are the means used to achieve the goals identified in this plan.

- Deter excessive speed with police presence and by use of traffic calming including signage, bumpouts, medians, and other measures, especially on the following roadways:
 - Silver Spring Drive
 - Hampton Road
 - Santa Monica Boulevard
 - Henry Clay Street
 - Marlborough Drive in front of the Library
- Work with surrounding municipalities, the City of Milwaukee, Milwaukee County, State of Wisconsin, and the Federal Government to explore additional forms of modern, robust, multi-modal regional public transportation systems including bus rapid transit, commuter rail links, regional trolley service, and explore other opportunities that may exist.

- Monitor sidewalk condition through the annual Capital Improvement Plan reviewing specific sections of the Village every 5 years.
- Maintain crosswalks so they are visible to motorists, and vigorously enforce pedestrian safety laws.
- Cooperate with Milwaukee County in preserving the existing bike paths, trails, and lanes. Work with the County to expand this network.
- Cooperate with the Wisconsin Department of Transportation in making repairs to and controlling the speed on Lake Drive (State Highway 32).
- When a traffic analysis, as part of a development or redevelopment project, determines that the project will have an impact on infrastructure or public spaces, require that the developer make the necessary public improvements to cope with the increased traffic.
- Work with Milwaukee County Transit System to improve the efficiency of route 10 and 15 buses through the Village. Transit needs should be re-evaluated every 2 to 4 years.
- Explore marked bicycle lanes on Village Streets and employ signage to remind motorists of bicyclists' right to the roadway.
- Improve safe traffic flow through the Village by reviewing areas of major congestion and developing options to relieve that congestion.

