Main Street Corridor Plan

Adopted: June 3, 2025

Project Team

STRAND ASSOCIATES

- Josh Straka, P.E.
- Kyle Henderson, P.E.

VANDEWALLE & ASSOCIATES

- Scott Harrington, AICP
- Ben Rohr, AICP
- Jeff Maloney

Project Study Area

Corridor =

- Madison Avenue/North 3rd Street to South Main Street/Whitewater Avenue
- Includes blocks on east and west sides of Main Street



Project Purpose and Goals

- Funded by WisDOT Transportation Alternatives Grant (TAP)
- **Analyze** the corridors and **provide recommended improvements** on ways to improve the look, feel, safety, and functionality of each.
  - Vehicle Traffic
  - Pedestrians and Bicyclists
  - Landscaping, Lighting, Wayfinding, Curbs and Gutters, Etc.
- **Goal:**
  - Develop a plan for improvements that can be implemented over time as funding becomes available

Project Schedule

2024	June	• Project Kickoff • Existing Conditions Evaluation
	July	• Public Workshop #1 • Workgroup Meetings
	August - September	• Draft Initial Improvement Ideas • Workgroup Meetings
	October - April	• Final Draft Improvements and Implementation Plan • Staff Review and Revisions
2025	May	• Plan Commission and Public Workshop #2
	June	• City Council Presentation and Project Wrap Up

Main Street



Existing Conditions Overview

- Fairly consistent streetscape and uniform roadway sizes, speeds, sidewalk availability, curb and gutter, and intersection types
- Some one-way and some two-way roads
- Combination of on-street parking and off-street parking lots
- Many types of destinations and attractions
  - Entertainment, community gatherings, shopping, recreation, etc.

Existing Conditions

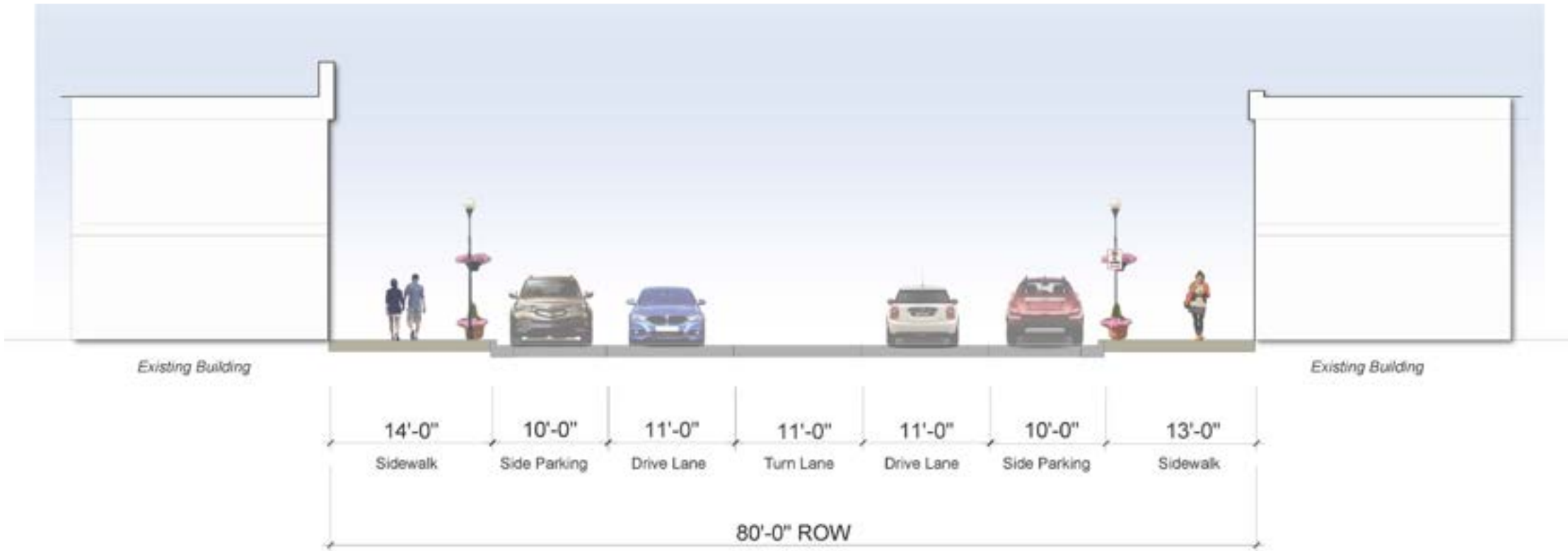




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Main Street Corridor Plan

Fort Atkinson, Wisconsin



Revised 10.22.24

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Feedback Gathering Process





Feedback Gathering Process

Workshop #1
July 22, 2024

- Public Workshop #1
- 35+ Attendees
- Gathered input on existing conditions and improvement needs

Workgroup #1
July 29, 2024

- Main St. Workgroup & Janesville Ave. Workgroup Meetings
- 10+ Each Workgroup
- Gathered input on key issues, opportunities, and improvement ideas

Workgroup #2
September 23, 2024

- Main St. Workgroup & Janesville Ave. Workgroup Meetings
- 10+ Each Workgroup
- Gathered input on draft improvement ideas

Workshop #2
May 13, 2025

- Plan Commission Review and Public Workshop #2
- 20 Attendees
- Gathered input on draft improvement ideas

Council Meeting
June 3, 2025

- City Council Meeting
- 20 Attendees
- Gathered input on draft improvement ideas
- Plan adoption

Summary of Feedback Received

<u>Workshop #1 and Working Groups Meetings:</u>

- **How do people typically travel along the corridor and how safe do they feel when using different travel modes?**
  - Most frequently travel by vehicle and walk along sidewalk. Mixed opinions on whether the corridor was safe for each travel mode. Concerns by users included turning movements, uncontrolled intersections, infrastructure gaps, lane shifts, and heavy truck traffic.
- **What are the biggest problem areas today?**
  - Crossing infrastructure, on-street turning movements, and the "bottleneck" experience along portions of the roadway.
  - Specific locations include: Madison/3rd Street/Main, Sherman/Main, North and South Water Streets/Main, and Whitewater/Main intersections
- **What are the key improvement people would like to see made?**
  - Enhanced streetscape, improved crossing safety measures, improved intersections for all travel modes, better vehicle travel turning movements, and dedicated on-street bicycle facilities

Summary of Feedback Received

Workshop #2:

- Like the idea of alternate truck route signage and need to know more about WisDOT funding impacts regarding shifting truck routes
- Cycle track on South Water Street could make sense on north or south side of road, but need on-street parking in this area. Milwaukee or 3rd Street could be alternative routes.
- Like Market Square idea and could include solar over parking
- Like Whitewater intersection change idea, but could be further improved
- Could add bike racks and street trees in bumpouts and do short-term application of paint and bollards
- Could reorient all of downtown to create on-way loop using Main Street and Robert Street bridges
- Need bicycle connections from Merchant Street to southeast side of community
- On-street parking sizes could be reduced
- Like the idea of gateway signage both short and long-term
- Not much room on Main Street to add other features due to size and existing traffic
- Main Street does not need to be lined with trash containers
- Could the Chamber building be a gateway feature to downtown
- Additional working group meetings would be beneficial as part of this process
- Other ideas: leading pedestrian intervals at controlled intersections, left turn signal detectors at controlled intersections, and tree bumpouts

Truck Route Designation



Main Street

Truck Route Designation

Main Street is a WisDOT-designated truck route.

Recommendation:

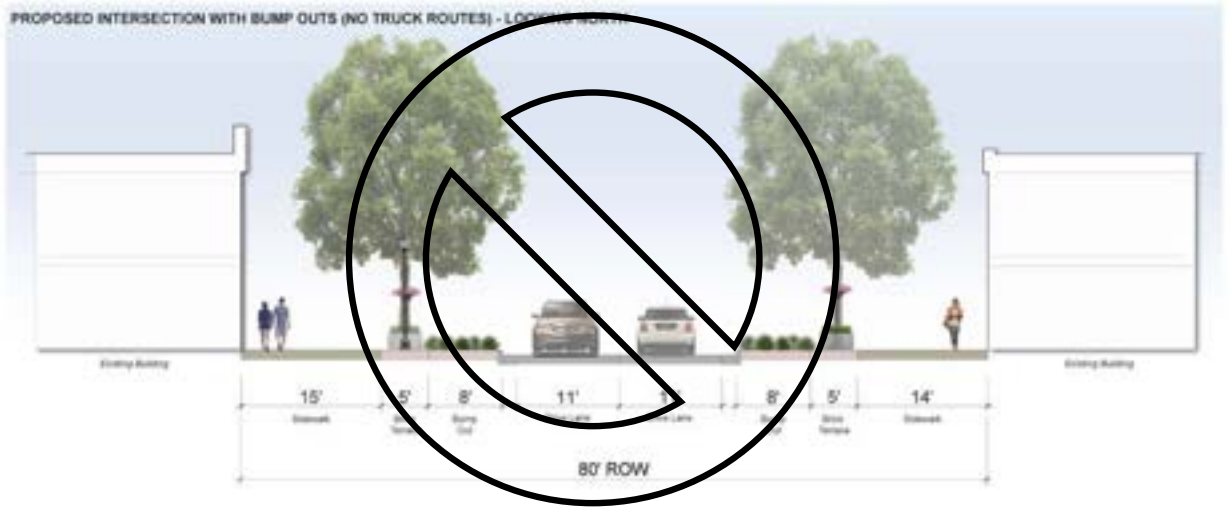
- Continue to maintain Main Street as a truck route because the City receives funding from the state to assist in maintenance and upgrades of this route over time.
- Add new signage for alternate truck routes = divert some trucks from using Main Street
  - USH 12 to Rockwell Ave. to Janesville Ave. to Robert St.
  - USH 12 to South 3rd St. to Robert St.

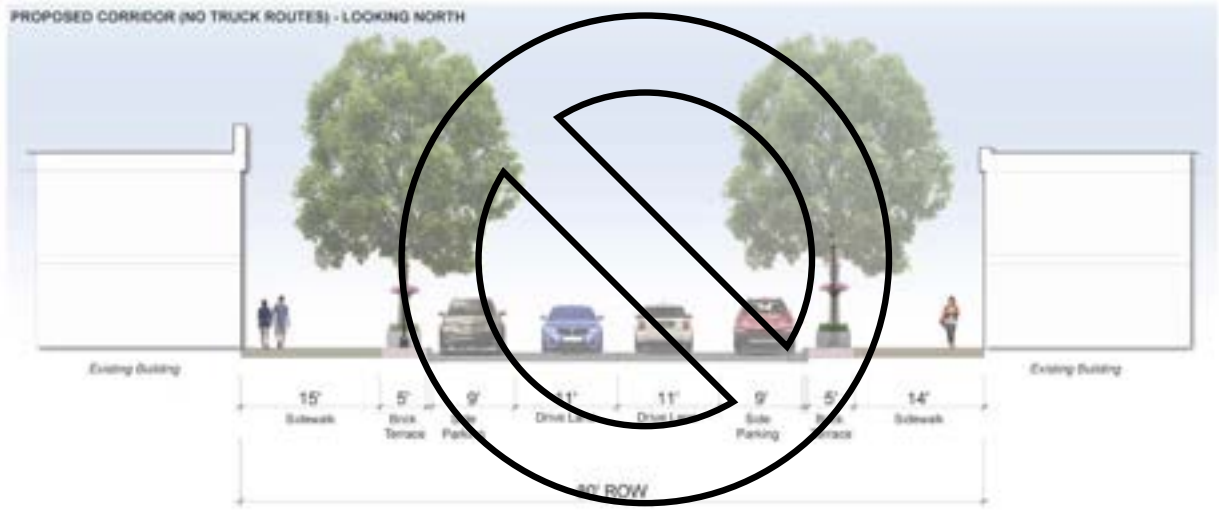


Truck Route Designation

Impact:

- No space for lane reduction or increasing the size of sidewalks
- Fewer opportunities to incorporate pedestrian safety improvements
- Fewer opportunities on Main Street for outdoor dining, outdoor activities, and pedestrian traffic, which limits the corridor in becoming more of a tourism and economic activity destination
- Potential reduction in truck traffic and noise, but won't eliminate it
- Retain WisDOT funding to support future projects along the corridor



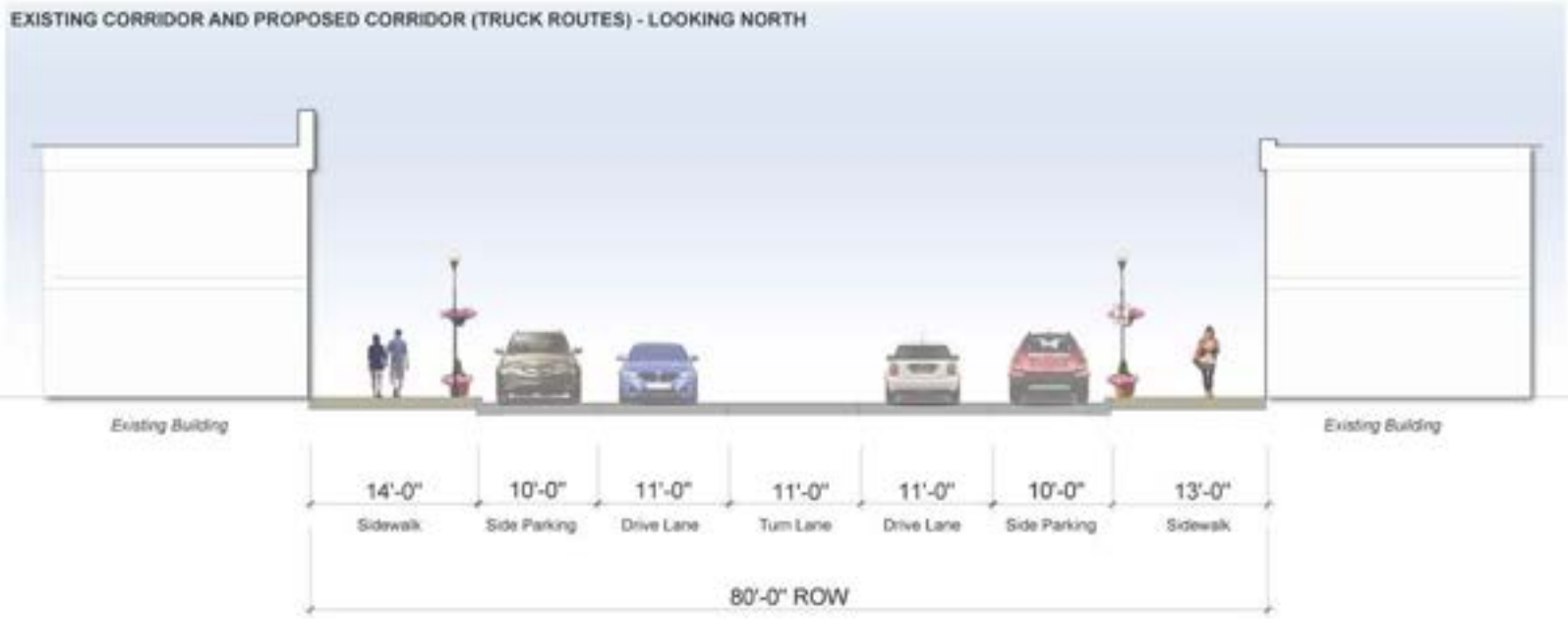


Transportation Features



Main Street

Improvement Recommendations Summary



*10’ on-street parking widths are recommended on Main Street due to truck traffic



RRFBs With Median Pedestrian Crossing



Source: FHWA

Location

- North and South Water Street at Main Street
  - North Water Street to start with

Recommendations

- Add painted cross walk ladder markings per MUTCD standards
- Add two Rectangular Rapid Flashing Beacons (RRFB) with signs or consider two overhead RRFBs

Estimated Total Costs

- $20,000 (two post mounted signs)
- $40,000 (two overhead signs)

New Pedestrian Push Buttons and Timed Pedestrian Crossings (Existing Controlled Intersections)





Source: Strong Towns



Source: Getty Images

Location

- Madison Avenue/N. 3rd Street, Sherman Avenue, North and South Water Street, Milwaukee Avenue, South 3rd Street

Recommendations

- Add or replace two pedestrian push button at each intersection corner on existing signal poles
- Install two pedestrian countdown timers at each intersection corner on existing signal poles
- Following MUTCD signing and marking standards
- Consider pedestrian leading intervals
- Consider video detection systems and left turn signal indicators at all controlled intersections to increase efficiency through downtown

Estimated Total Costs

- $30,000 for a full intersection ($7,500 per crossing)

Painted Crosswalks



Source: NACTO

Location

- All intersections

Recommendations

- Install ladder type epoxy pavement markings across Main Street at intersections per MUTCD standards
- Install standard epoxy pavement marking (6-inch wide) crosswalk strips on the side streets
- Consider epoxy paint (or an option for City to easily maintain)

Estimated Total Costs

- $2,500 per intersection

On-Street Bicycle Routes and Sharrows



Source: NACTO

Location

- North Water Street, Mechanic Street, South Water Street East, Milwaukee Avenue

Recommendations

- Install sharrow logo epoxy pavement markings on-street per MUTCD standards
- Incorporate bicycle travel lane signage per MUTCD standards

Estimated Total Costs

- $250 each marking/$150 each sign

On-Street Bicycle Routes and Lanes



Source: NACTO

Location

- Merchants Avenue

Recommendations

- Install epoxy pavement marking bike lanes on-street (4-foot minimum width)
- Install bicycle travel lane signage per MUTCD standards
- Explore opportunities to connect lanes and routes to connect southeastern portion of the community to downtown

Estimated Total Costs

- $7,500

Cycle Track and One Way Travel Lanes



Source: NACTO

Location

- South Water Street West

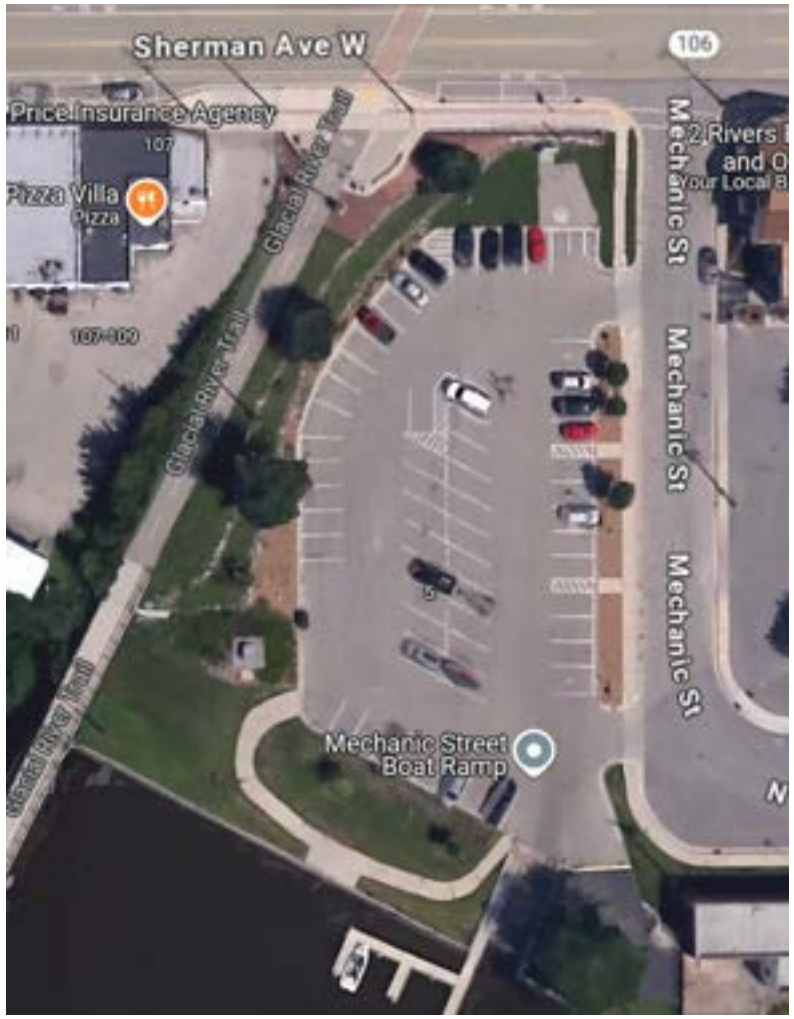
Recommendations

- Restripe roadway to include the following:
  - 6-foot parking lane on the south side of the road
  - One 14-foot travel lanes
  - 3-foot bike buffer with flexible bollards
  - 10-foot two-way cycle track on the north side of the roadway
  - Remove the angle parking on the northside of S Water West and reconstruct the north side of the roadway for cycle track
- Explore north or south side of roadway for cycle track and retention of on-street parking with change

Estimated Total Costs

- $250,000

Public Parking Lot Reconstruction



Source: Google Maps

Location

- Mechanic Street/Sherman Avenue

Recommendations

- Add Glacial River Trail connection to parking lot
- Reconstruct boat launch
- Establish new bicycle and pedestrian connection between parking lot and streets/downtown
- Add new wayfinding signage
- Add internal pedestrian circulation sidewalk

Estimated Total Costs

- $850,000

Market Concept Implementation
Permanent Square



Source: Maralee Olson Design Studio

Location

- South Water Street and Milwaukee Avenue

Recommendations

- Reconstruct parking lot and portion of S. Water St. and Milwaukee Ave.
- Add market square features
- Add plantings, signage, bumpouts, and placemaking features

Considerations

- One-Way or Two-Way traffic along Water Street
- Solar over vehicle parking spaces

Total Estimated Costs

- $1,000,000

Whitewater Avenue Intersection Reconfiguration





Source: Google Maps

Location

- Whitewater Avenue/South Main Street Intersection

Recommendations

- Reconfigure intersection roadway so that Main Street intersects Whitewater Avenue at a 90-degree angle
- Install new driveway access points to Whitewater Ave
- Add green space/pocket park area (turf grass with landscaping) at the corner
- Add epoxy painted cross walk ladder markings per MUTCD standards
- Traffic Study needed prior to changes

Estimated Total Costs

- $75,000

Bumpouts (With Truck Route)



Source: NACTO

Location

- Sherman Avenue, North and South Water Street, Milwaukee Avenue, South 3rd Street

Recommendations

- Eliminate the short right turn lanes at the intersection
- Remove existing curb and gutter and install curb 3 to 4–feet further into the roadway (some street parking may need modification)
- Add new sidewalk behind the new curb and install ADA accessible ramps and colored concrete crosswalks
- Move signal poles where needed
- Consider adding bioswales/landscaping/planters with native plantings where practical
- Consider adding street trees and bicycle parking where practical
- Consider short-term paint and bollards (painted safety zones)

Estimated Total Costs

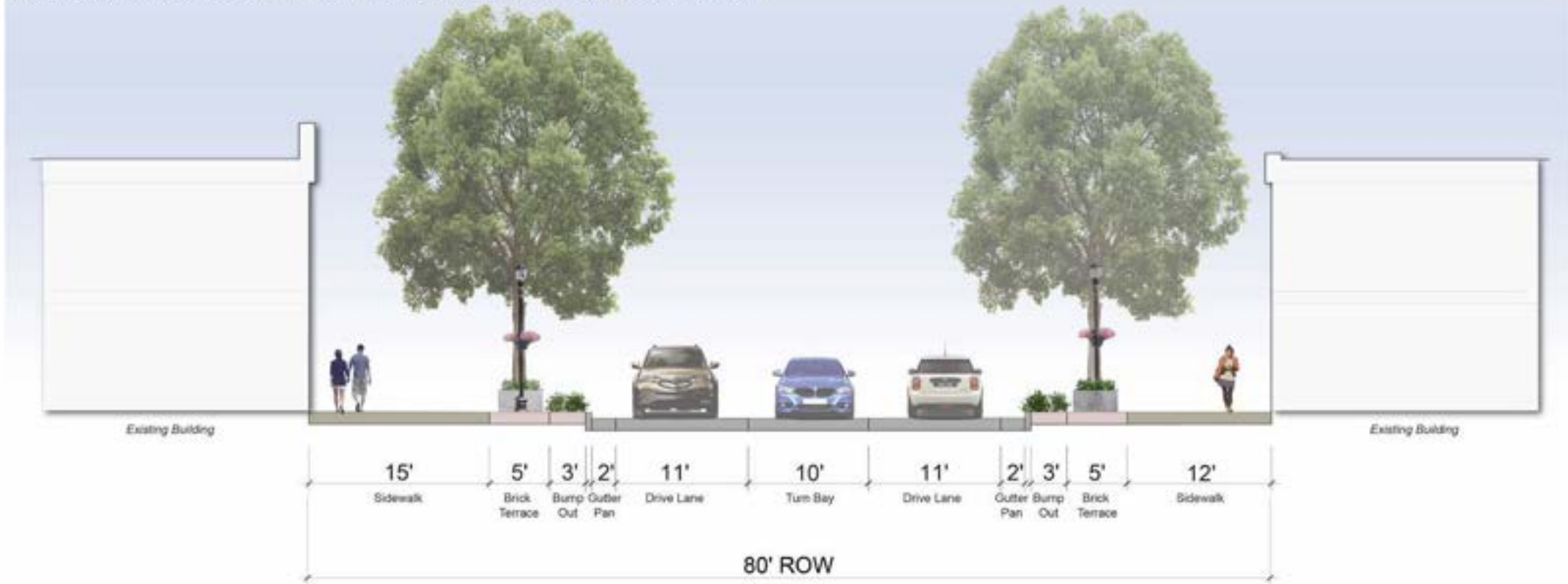
- $200,000 (per intersection with no signals)
- $350,000 (per intersection with signals)

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Main Street Corridor Plan

Fort Atkinson, Wisconsin

PROPOSED INTERSECTION WITH BUMP OUTS (TRUCK ROUTES) - LOOKING NORTH



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Streetscape Features



Main Street

Green Infrastructure Improvements Plan

Recommendations and Strategies for Green Infrastructure Improvements (2015)

- Author: Department of Landscape Architecture, UW-Madison

Project Goals

- Improve downtown aesthetics
- Diversify street trees
- Create a connection to natural areas
- Keep the river clean

Recommendations Summary

- Increase tree canopy cover
- Improve connectivity for all users
- Reduce heat island impacts and promote green roofs
- Improve stormwater management
- Enhance streetscape



Improvement Recommendations Summary



Street Trees

American Linden



Autumn Gold



Source: Wildon Bros Garden and Prairie Gardens

Location

- Throughout corridor within the Main Street right-of-way

Recommendations

- Place in-between large gaps between existing street trees. Typically, every 30’, avoid blocking business signs and entrances.
- Potential options are American Linden and Autumn Gold Gingko that have upright branch growth to limit vehicle traffic interference
- 50-80’ x 30-60’ (American Linden), 50’x 15- 25’ (Autumn Gold)
- Consider tree bumpouts where practical

Estimated Costs

- $600/each tree
- $2,000/each grate

Decorative Street Lights



Source: Sternberg Lighting

Location

- Sherman Avenue to Whitewater Avenue

Recommendations

- Replace existing streetlights with uniform black decorative lights
- 40’ tall and oriented to provide light at each Main Street intersection
- Shielded and downward facing to limit light pollution (dark sky compliant)

Estimated Costs

- $6,500/each pole (streetlights), $7,500/each pole (pedestrian lights)
- $15/lf for lighting conduit
- $10,000/side of street for lighting controls

Decorative Pedestrian Lighting



Source: Sternberg Lighting

Location

- Sherman Avenue to South 3rd Street

Recommendations

- Replace existing acorn lights on Main Street bridge with uniform decorative lights
- 14’ tall and oriented to pedestrians in areas between larger street light poles
- Shielded to limit light pollution (dark sky compliant)

Estimated Costs

- $7,500/each pole (pedestrian lights)
- $15/lf for lighting conduit
- $10,000/side of street for lighting controls

Planters



Source: Harrod Horticultural

Location

- Madison Avenue/North 3rd Street to South 3rd Street

Recommendations

- Replace existing planters with uniform rectangular planter
- Place along sidewalk, ~1.5’ from curb
- 38”W x 15”D x 16.5”H
- Consider dwarf shrubs or small flowering annuals

Estimated Costs

- $250/each

Trashcans



Source: Global Industrial

Location

- Sherman Avenue to South 3rd Street

Recommendations

- Replace existing trashcans with uniform black steel design
- Add additional trashcans at least 2’ from curb and one per block per side of the roadway
- 34” H x 28” W
- 36-gallon capacity

Estimated Costs

- $1,000 each

Benches



Source: Victor Stanley

Location

- Sherman Avenue to South 3rd Street

Recommendations

- Replace existing teal benches with uniform black steel design
- Add additional benches at least 2.5’ from curb and one per block per side of the roadway
- 4’-6’ long

Estimated Costs

- $1,500/each

Wayfinding Signage



Source: Vandewalle & Associates

Location

- Intersections of Madison Avenue, Sherman Avenue, Glacial River Trail, South Water Street, Milwaukee Avenue, South 3rd Street, South 4th Street
- On Main Street to public parking areas

Recommendations

- Replace existing wayfinding signage with uniform black steel design
- 2.5’ from curb
- 48”-60” height

Estimated Costs

- $750-$1,500

City Gateway Signage



Source: CTV News, Cambridge



Source: Mount Vernon On The MoVe



Source: City of Cedar Falls

Location

- Whitewater Avenue, Madison Avenue

Recommendations

- Short-term = banners over roadway
- Long-term = permanent ground-mounted or over roadway design
- Orientation to vehicle traffic, establishing entrance to downtown Fort Atkinson
- 3.5’ distance from curb

Estimated Costs

- Banner: $5,000-$10,000/each
- Ground-Mounted: $50,000-$75,000/each
- Over Roadway: $150,000-$200,000/each

Community Information Signage



Source: Vandewalle & Associates

Location

- North Water Street West

Recommendations

- Replace existing event sign
- 10’-15’ Tall

Estimated Costs

- $5,000-$10,000/each

Bicycle Rack



Source: Belson Outdoors

Location

- Glacial River Trail, Sherman Avenue, North and South Water Street, Milwaukee Avenue

Recommendations

- Add additional bicycle racks at least 2.5’ from curb and one per block per side of the street
- 35”W x 25 ½” H

Estimated Costs

- $400-$500/each

Implementation Phasing

Phasing Timeframe Definitions

- Short-Term: doesn’t require large-scale changes to the curb/cross section infrastructure
- Medium-Term: some changes to curb/cross section infrastructure may be required
- Long-Term: condition of road pavement and utilities require changing curb/cross section infrastructure

Implementation Phasing

Short-Term Improvements

- Paint and sign on-street bike lanes, routes, and sharrows
- Add pedestrian crossing RRFBs, painted crosswalks, and pedestrian countdown timers
  - N. Water Street
  - S. Water Street
  - S. 4th Street (improve existing)
- Reorientation of South Water Street to one-way in either direction with signage and street painting
- Add stop sign for right turn movements at N. 3rd Street/Madison Avenue
- Add wayfinding signage and community gateway signage
- Add bike racks, planters, benches, trash cans, and street trees
- Replace community information sign near City Hall
- Repaint all pedestrian crosswalks
- Add alternative truck route signage for 3rd Street and Rockwell Avenue

Implementation Phasing

Medium-Term Improvements
• Reconstruct parking lot off of Mechanic Street to facilitate a new trail connection and connectivity to downtown • Implementation of the permanent market concept

Implementation Phasing

Long-Term Improvements
• Reconfigure Whitewater Avenue/S. Main Street intersection, add green space, RRFB crossing, painted crosswalk, and add gateway signage feature • Add small bumpouts at each intersection of Main Street, but keep travel lanes and curbs as today • Add new decorative street lighting along Main Street

Implementation Phasing

Short-Term Improvements
Estimated Total Cost: $1,000,000
Medium-Term Improvements
Estimated Total Cost: $1,900,000
Long-Term Improvements
Estimated Total Cost: $3,400,000

Recommended Implementation Approach

- Improvements are recommended to build on one another over time
- Goal: avoid replacing improvements made as new improvements take place

Funding Sources for Implementation

Funding Source	Improvement Type Eligible	Amount of Funding	Timing
Recreational Trails Program (RTP)	Trails	Up to $100,000	May 1
Transportation Alternatives Program (TAP)	Pedestrian and Bicycle Facilities	Construction: over $100,000 Non-Construction: over $50,0000	January
Surface Transportation Program – Urban (STP-U)	General Transportation Improvements	2022-2027: $92.5 million	Spring
Surface Transportation Program – Rural (STP-R)	General Transportation Improvements	2022-2027: $43.3 million	Spring
Highway Safety Improvement Program (HSIP)	Safety Projects for Crash Areas	Funded based on project needed (80/20 match)	February
Urban Forestry Grants	Tree Maintenance and Planting	Up to $25,000	October 1
People For Bikes	Bicycling	Varies	October 31

Funding Sources for Implementation

Funding Source	Improvement Type Eligible	Amount of Funding	Timing
Safe Streets and Roads for All (SS4A)	Safety	$200,000 - $50 million	September 15
AARP Community Challenge	Improve Livability	Average $11,500	March 22
Wisconsin Main Street Community Program	Streetscaping	Technical Assistance	Annual
Rural Placemaking Innovation Challenge	Placemaking	Up to $250,000	August 15
Urban & Community Forestry Program	Tree Canopy	Varies	Varies
Congestion Mitigation and Air Quality Improvement Program	Pedestrian and Bicycle Facilities, Safety, and Technology	$8.6 billion over 5 years	Annual

Funding Sources for Implementation

Funding Source	Improvement Type Eligible	Amount of Funding	Timing
Rebuilding American Infrastructure with Sustainability and Equity (RAISE)	Complex and Significant Transportation Projects	$1.5 billion	February 28
Active Transportation Infrastructure Investment Program (ATIIP)	Active Transportation Facilities	$45 million, Total Project Cost Over $15 million Only	Spring
Recreational Boating Facilities Grants | | Wisconsin DNR	Boating Facility Grants	Up to $250,000 per project	Spring
Sport Fish Restoration | U.S. Fish & Wildlife Service	Boating Facility Grant	Up to $500,000 per project	Spring

Appendix

- Summary Graphics
- Cross Sections
- Public Feedback Received

EXISTING CONDITIONS

Main Street Corridor Plan
Fort Atkinson, Wisconsin

5,800 ADT

4,400 ADT

5,800 ADT

2,000 ADT

2,900 ADT

4,700 ADT

1,200 ADT

9,000 ADT

Walgreens
Festival Foods
Glacial River Trail
N 3rd St
Fort Atkinson Area Chamber of Commerce & Visitor Center
McDonald's
Main St
Public Parking Lot #4
Jefferson St
Sherman Ave E
Public Parking Lot #1
Mechanic St
Fort Atkinson City Hall
Edward St
Clarence St
Mechanic Street Boat Ramp
N Water St E
Water Department Services Center
Rock River
Public Parking Lot #8
Riverwalk Plaza
Fort Atkinson Club Community Center
S Water St E
Public Parking Lot #7
Purdy St
Fort Atkinson Fire Department
Daily Jefferson County Union
Milwaukee Ave E
Dwight Foster Public Library
S 3rd St E
Public Parking Lot #10
First United Methodist Church
Merchants Ave
Maple St
Grant St
S High St
Casey's
S 4th St W
Hoard Historical Museum
Whitewater Avenue
First Baptist Church of Fort Atkinson
S 5th St W

STREET DESCRIPTION:

- 80' ROW
- 25 mph speed limit
- Five lanes with the middle as a dedicated turning lane
- 13' sidewalk along the both sides of the street,no terrace
- No shaded areas as a result of small planted trees

STREET DESCRIPTION:

- 80' ROW
- 25 mph speed limit
- Two lanes
- 3' - 4' sidewalk along the both side of the street
- Large trees along terraces, providing large shaded areas
- Wide terracing on both side of the street with flat curb edges

STREET DESCRIPTION:

- 66' ROW
- 25 mph speed limit, 15 mph at school zone
- Two Lanes
- 3' - 4' sidewalk along the both side of the street
- Large trees along terraces, providing large shaded areas
- Wide terracing on both side of the street with occasional curb edges

LEGEND

- Bike Crash
- Wayfinding Signage
- Crosswalk
- Existing Trail
- Dedicated Bike Lane
- Sidewalk
- On-Street Parking (Parallel)
- On-Street Parking (Diagonal)
- Public Parking Lots
- ### ADT — Average Daily Traffic
- Dedicated Turning Lane
- Controlled Intersection
- Stop Sign
- Park
- Wetlands
- Floodplain
- River

Adoptred: June 3, 2025
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EXISTING STREETSCAPE

Main Street Corridor Plan
Fort Atkinson, Wisconsin

Walgreens
Festival Foods
N 3rd St
Fort Atkinson Area Chamber of Commerce & Visitor Center
Glacial River Trail
McDonald's
N Main St
Jefferson St
Sherman Ave E
Edward St
Clarence St
Mechanic St
Fort Atkinson City Hall
Mechanic Street Boat Ramp
N Water St E
Water Department Services Center
Rock River
Fort Atkinson Club Community Center
Riverwalk Plaza
S Water St E
Fort Atkinson Fire Department
Daily Jefferson County Union
Milwaukee Ave E
Badger Bank
Dwight Foster Public Library
Main St
S 3rd St E
First United Methodist Church
Merchants Ave
Maple St
Grant St
Foster St
S High St
Casey's
S 4th St W
Whitewater Avenue
Hoard Historical Museum
First Baptist Church of Fort Atkinson
S 5th St W

LEGEND

- Bench
- Trash Can
- Community Destination Sign
- Highway Directional Sign
- Overhead Street Light With Coba Fixture (Mostly w/ Hanging Baskets & Flags)
- Acorn Street Light (Mostly w/ Hanging Baskets & Flags)
- Movable Street Planters
- Existing Event Sign
- Clock
- Wayfinding Signage
- Crosswalk
- Existing Trail
- Dedicated Bike Lane
- Sidewalk
- Controlled Intersection
- Stop Sign
- Park
- Wetlands
- Floodplain
- River

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PROPOSED STREET IMPROVEMENTS

Main Street Corridor Plan
Fort Atkinson, Wisconsin

Add a Stop Sign and Remove the Existing Yield Sign

Add Left Turn Arrows onto Main St.

Reroute Heavy Traffic to Rockwell Avenue From STH 89

Add Bump Outs to Intersection

Future Connection From Trail to Grocery Store

Future Connection From Trail to N. Water St

Reconstruct Parking Lot & Pedestrian Bridge as Focal Point Parking Creating Connectivity to Corridor Destinations

RRFB

Riverwalk Stairs to Street Level

RRFB

One-Way On-Street Sharrow

Implementation of the Market Square Concept

Replace Parking on North or South Side of the Street with Two-Way Cycle Track and Work with Property Owners on Parking Prior to Change

Use Routes to Promote Bike Use in the Downtown and Have Bikes Cross East/West at These Locations. Likely Add RRFB and Good Pavement Markings at the Crossings

Consider Moving Main Street Left Turning Lane Stop Bars Up to 15ft Back From the Existing Crosswalk to Better Accommodate Larger Left Turning Trucks From Mikwaukee Avenue

Realign Intersection, Consider Tee in Main St as a Traditional Intersection Type. Add Green Space With Gateway Signage & Reconfigure Parcel Frontage Access

RRFB & Narrowing Lanes, Connecting Middle School to the East

On-Street Route with Sharrow for Connection From River to Museum and Explore Further Connections to the South and East

LEGEND

PROPOSED

- Gateway Sign
- Wayfinding Signage
- Potential Traffic Reroute
- Bike Box
- Two-Way Cycle Track
- On-Street Bike Route
- Sidewalk
- Bike Sharrow (One Lane)
- Bike Sharrow (Both Lanes)
- Potential Riverwalk Stairs
- Timed Pedestrian Light
- Rectangular Rapid Flashing Beacons (RRFB)
- No Right Turn on Red Sign

EXISTING

- Wayfinding Signage
- Crosswalk
- Sidewalk
- Existing Trail
- On-Street Bike Lane
- Public Parking Lots
- Existing Dedicated Turning Lane
- One-Way Lane
- Controlled Intersection (Add Smart Signals)
- On-Street Parking (Parallel)
- On-Street Parking (Diagonal)
- Stop Sign
- City Park
- Rock River

Adopted: June 3, 2025

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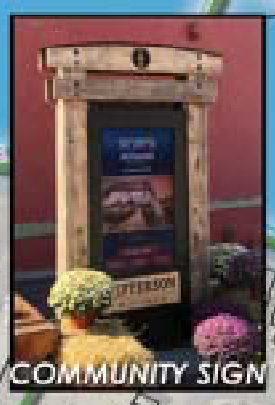
PROPOSED STREETSCAPE IMPROVEMENT

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Main Street Corridor Plan
Fort Atkinson, Wisconsin


PLANTER


BIKE RACK


COMMUNITY SIGN


PEDESTRIAN LIGHT


TRASH RECEPTACLE


BENCH


STREET LIGHT

Walgreens
Festival Foods
N 3rd St
Fort Atkinson Area Chamber of Commerce & Visitor Center
McDonald's
Glacial River Trail
N Main St
Jefferson St
Sherman Ave E
Mechanic St
Fort Atkinson City Hall
Edward St
Clarence St
Mechanic Street Boat Ramp
N Water St E
Water Department Services Center
Rock River
Fort Atkinson Club Community Center
Riverwalk Plaza
S Water St E
Daily Jefferson County Union
Milwaukee Ave E
Badger Bank
Dwight Foster Public Library
Main St
S 3rd St E
Grant St
Merchants Ave
First United Methodist Church
Casey's
S 4th St W
Hoard Historical Museum
Whitewater Avenue
First Baptist Church of Fort Atkinson
S 5th St W

LEGEND

PROPOSED

- Gateway Sign
- Wayfinding Signage
- New Acorn Street Light (Mostly w/ Hanging Baskets & Flags)
- Piano Key Crosswalk
- New Community Sign
- Bench
- Trash Can
- Tree
- Square Planter
- Bike Racks
- Decorative Street Light (Mostly w/ Hanging Baskets & Flags)

EXISTING

- Tree
- Community Destination Sign
- Highway Directional Sign
- Movable Street Planters
- Clock
- Wayfinding Signage
- Sidewalk
- Controlled Intersection
- Stop Sign
- Park
- Wetlands
- Floodplain
- River

Adopted: June 3, 2025
VANDEWALLE & ASSOCIATES INC.

FORT • ATKINSON

Main Street Corridor Plan

Fort Atkinson, Wisconsin

EXISTING CORRIDOR AND PROPOSED CORRIDOR (TRUCK ROUTES) - LOOKING NORTH



Existing Building

Existing Building

14'-0"	10'-0"	11'-0"	11'-0"	11'-0"	10'-0"	13'-0"
Sidewalk	Side Parking	Drive Lane	Turn Lane	Drive Lane	Side Parking	Sidewalk

80'-0" ROW

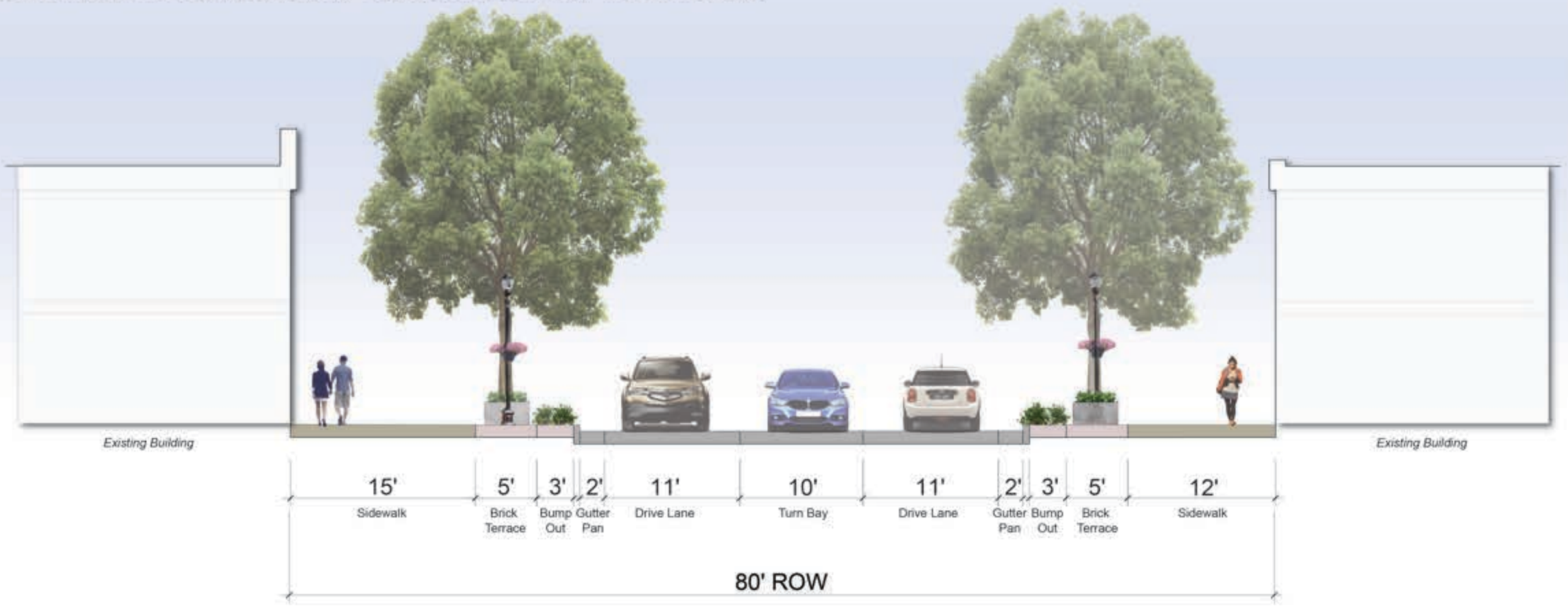
Adopted: June 3, 2025
Vandewalle & Associates, Inc.
c 2025

FORT • ATKINSON

Main Street Corridor Plan

Fort Atkinson, Wisconsin

PROPOSED INTERSECTION WITH BUMP OUTS (TRUCK ROUTES) - LOOKING NORTH



Adopted: June 3, 2025
Vandewalle & Associates, Inc.
c 2025

Fort Atkinson Corridor Plan Workshop Feedback

On July 22, 2024, a public workshop was held at the City of Fort Atkinson Fire Station to gather feedback on the Main Street and Janesville Avenue Corridor Plans. Approximately 35 people were in attendance at the event. The workshop featured an introductory presentation and two interactive exercises seeking input from attendees on how each corridor is used today, existing issues, and identified improvements needed. Below is a summary of the feedback obtained.

Individual Worksheets and Group Summary Feedback

How do people typically travel along each corridor?

Janesville Avenue

- Most frequently people are traveling by vehicle along the roadway and walking or bicycling on the Glacial River Trail.

Main Street

- Most frequently people are traveling by vehicle along the roadway and walking along the sidewalk between different destinations in the area. Some people bicycle in this area, but significantly less often than along the Glacial River Trail.

How safe do people feel when using different travel modes along each corridor?

Janesville Avenue

- The majority of respondents felt that driving was a safe mode along this corridor, outside of the area where the roadway narrows from four lanes down to two lanes.
- Most respondents felt safe walking or biking along the Glacial River Trail, but found it unsafe to cross the roadway or use the roadway for these modes.

Main Street

- There were mixed opinions on how safe this corridor is related to each travel mode. Turning movements, uncontrolled intersections, infrastructure gaps, lane shifts, and heavy truck traffic presented safety concerns for users.

What are the biggest problem areas today? Are there bicycle and pedestrian network gaps or barriers?

Janesville Avenue

- The majority of respondents felt that speeds, roadway size, crossings, and turning movements were the biggest problem areas. Specifically, the lack of options for signaled pedestrian and bicycle crossings along the corridor, the 3rd Street/Janesville Avenue intersection, and Jones Park/Jones Market connection were the most significant issues to be addressed.

Main Street

- The biggest problem areas included the Sherman/Main, Madison/Main, and Water Street/Main intersections. Additionally, crossing infrastructure, on-street turning movements, and the “bottleneck” experienced along the roadway were issues to be addressed.

Which alternative routes are used to avoid problem areas?

Janesville Avenue

- For bicyclists and pedestrians, respondents felt there were no safe alternatives to the Glacial River Trial due to the lack of other routes providing facilities for these modes. Vehicle travelers sometimes use alternative routes such as the Highway 26 Bypass or Rockwell Avenue.

Main Street

- For bicyclists and pedestrians, respondents choose not to travel down Main or only do on off-peak vehicle travel times. Vehicle travelers sometimes use alternative routes during school release hours down Robert Street, but many felt there weren't many viable options for other routes.

What are the key improvements people would like to see made?

Janesville Avenue

- Connections between the Glacial River Trail and businesses along the corridor
- Reduction of lanes from 4 to 3 with a middle-oriented left turn lane
- More signalized bicycle and pedestrian crossing options and sidewalk availability
- Improved crossing between Jones Market and Jones Park
- 3rd Street/Janesville Street intersection improvements for bicycles and pedestrians
- Wayfinding signage along the Glacial River Trail and roadway to destinations
- Aesthetic enhancements such as trees, benches, signage, development patterns, and City gateway features
- Potential for more consistent roadway type and feel, boulevard on roadway, pedestrian bridge over roadway, and curb and gutter on roadway

Main Street

- Enhanced streetscaping including green space, landscaping, seating, lighting, shade, and City gateway features
- Improved crossings with pedestrian countdown lights, calming devices, bump outs, and cross walk markings
- Reconfiguration or improved intersections at Madison Ave/Main and Whitewater Ave/Main
- Better on-street turning lane improvements (left and right turn lanes)
- Dedicated on-street bicycle facilities

Mapping Exercise Summary Feedback

Janesville Avenue	
Safety Issues	3rd Street/Janesville Jones Park to Jones Market Kwik Trip Hackbarth/Janesville
Connection Issue	Glacial River Trail at 3rd Street Jones Park Glacial River Trail to businesses
Appearance Issue	East side of Janesville Avenue When road transitions to 2-lane
Wayfinding Issue	Glacial River Trail (multiple locations) Rockwell Avenue
Destination	Jones Park and Jones Market Food Pantry Fireside Theater Kwik Trip
Bicycle Travel Improvement Needed	3rd Street/Janesville Jones Park to Jones Market Shoulder when road transitions to 2-lanes
Walking Travel Improvement Needed	East side of Janesville Avenue
Vehicle Travel Improvement Needed	3rd Street/Janesville

Main Street	
Safety Issues	Madison Ave/Main Street Sherman Ave/Main Street Water Street/Main Street Whitewater Ave/Main Street
Connection Issue	Madison Ave/Main Street Water Street/Main Street Milwaukee Ave/Main Street S. 3rd Street/Main Street
Appearance Issue	Parking lots at Madison/Main Street Vacant buildings along Main Street Portions of the Riverwalk Alleys behind Main Street buildings
Wayfinding Issue	Parking lot on Sherman Ave, Water St, S. 3rd Street Whitewater Ave/Main Street Milwaukee Ave/Main Street
Parking Issue	McDonalds Sherman Ave Mechanic Street South Water Street
Destination	Farmer's Market parking lot Riverwalk Plaza

	Library Businesses along Main Street Hoard Historical Museum City Hall Fort Club
Bicycle Travel Improvement Needed	Riverwalk Sherman Avenue Whitewater Avenue Water Street
Walking Travel Improvement Needed	Madison Ave/Main Street Sherman Ave/Main Street Rock River bridge Water Street/Main Street Whitewater Ave/Main Street S. 3rd Street/Main Street
Vehicle Travel Improvement Needed	S. 3rd Street/Main Street Milwaukee Ave/Main Street Sherman Ave/Main Street

Fort Atkinson
Downtown Work Group
July 29, 2024

Issues and Opportunities Discussion

What's working well

- Traffic moves efficiently north to south
- Sidewalks are safe and new colored crosswalks along the corridor are a helpful addition
- Pedestrian cones in the street seem random, but sometimes they get hit by vehicles and change location
- Trees at Madison and Main were nice addition – do that at 3rd and WS. Main at that parking lot and in "triangle"
- Appreciate what the city has done with plantings, would like to see more
- Walked the corridor this morning, no trees between Sherman and river – lacking a consistent plan
- Could use more planters or bioswales
- Inconsistent lighting and styles
- Overall consistency really makes a more memorable downtown experience
- Nice to have more benches and garbage cans in the area

What do you hear from customers?

- Rarely complain about parking unless event
- Wayfinding would help to get people to public lots that area hidden from Main
- No parking 2-6 am in certain zone downtown – do we need this and, if so, can it be better noted
- Need QR code to find parking, add to Google Maps
- It isn't about having to park and walk, but concern about crossing Main St., cops cant stop anyone unless peds are in the actual crosswalk – bank paid for parking study found parking in the area around the bank found parking was 85%+ most of the time
- Pushback on making N. Water Street East a one way with angled parking, so City didn't end up doing it
- No parking requirements in the downtown, plan commission would review any change to parking with redevelopment project
- Some people park on the other side of the river and use the pedestrian bridge to cross
- ("Pot Lot" on west side of Mechanic St.)
    - Could we incentivize businesses and employees to park at the perimeter like the Pot Luck and improve access and connections – lot is generally under-utilized but no one knows it's there
- Parking Lot 8 also isn't known about
- What wayfinding there is today is too small
- Would more education and/or enforcement help keep spots in front of businesses open for customers and employee parking farther away
- City and chamber websites don't have parking lots (but most people probably wouldn't use)
- More pedestrian crossing flashing beacons needed at Water Street intersections (uncontrolled) and pedestrian countdowns at controlled intersections
- Do we need turn lanes at all of these intersections (like at Milwaukee)?
- Would like bumpouts on the side streets, too
- People run into the northeast pole at Sherman and Main all the time because its tight

- Is this a street, a road, or a stroad? Maybe adding things like raised walkways. It's a highway and there are only 2 bridges. Highway 12 bypass is dead.
- Need a ped/bike bridge east of Main St.
- Add a ramp to bring bike trail onto Sherman St. and Water Street with bike parking and signage to local businesses
- Would it help to have cops on bikes or walking around? Never see them around.
- Lots of cars and bikes go the wrong way down South 3rd Street today.

Examples of other communities

- Downtown Lake Mills on Hwy 89 (cohesive fixtures and planters and DT park)
- Check other designated Main Street communities and using their guidelines
- Downtown Stoughton is good example
- Downtown Eau Claire has public art that rotates and lights the bridges. Jefferson lights their bridge as does Janesville.
- Placemaking along the corridor is key. Through this project, the City needs to define materials or types of street furniture for consistency to be established.
- Beautification group has done projects within the downtown area and there was a placemaking project done in the late 2010s.
- Main St. has to provide vehicle connections, so maybe the side streets along the river (N & S Water Streets) should be the focus of ped activity and dedicate lanes for bikes with enhanced crosswalks over Main

Why are there trucks on Main Street?

- Coming to and from Hwy 12 from Whitewater
- It would be ideal for them to cross over at Rockwell to old 26/Janesville St.
- Wide and heavy road need to stay on state and federal highways
- NACTO and AASHTO has a bunch of examples for best practices

Other improvements needed

- Walgreens intersection very dangerous trying to cross heading north on east side with free-flow right turn
- Lighting at intersections is not great especially in winter
- Washington St. through Festival parking lot is a mess
- Welcome sign at Walgreens faces Walgreens, isn't very helpful
- Need a sign on Madison before the trail and maybe have an arch over the trail where it crosses roadway that welcomes you to downtown, need the same thing at the south end near the triangle intersection
- Do we have a brand that we could build off of? The City needs to do some strategic planning first, current logo was 2007
- Need to consider how to prioritize the river and Riverwalk. New walkway between Fort Club and Legion.
- Would like to see some public piers and signage for boaters on the river
- Banners over the right of way would be nice, if possible
- Need to improve the community information sign in front of City Hall
- Would like to see more outdoor seating and dining, sidewalk cafes, and bicycle racks for parking
- What is standard sidewalk width? (5 feet.) Then was else can do on the terrace between the curb and sidewalk?

- Opportunity for more green space to take up part of the sidewalk or associated with new pavement in bump outs added – would like to see this be native plantings
- Improving the riverwalk would also help

Next steps

- Create a webpage or something that the committee could access documents related to the project
- Staff will engage more with internal staff to get more input. Management Team is aware and been invited to meetings.

Fort Atkinson
Main Street
September 23, 2024

Attendees
Rebecca, Scott, Josh, David, Russ, Mitch, Mackenzie
Sarah, Paul, Jim, Andy, Katie, Jill, Ben
Cynthia

Summary
Ben – (See list)

Key Discussion Topics
Ben – Constraints as designated truck route is biggest impact
Josh – DOT designated as a long-haul truck route (Hwy 12), which results in increased width (46' with parking, 34'-36' w/o parking)
Moving the truck route over to Hwy 26 via Rockwell
Andy – 12 EB goes through DT, 12 WB is Robert St. bridge (old 26) via 3rd St.
Getting 12 out of DT is very unlikely as it's a federal-designation (Hwy 12) and DOT
Redid Rockwell in 2017/18 with the idea of trucks as well as kids playing sports at two area schools
We don't have control over Hackbarth
Ben – so how to improve given state limitations?
Usually reduce width with bumpouts, etc.
Can do that here, but limited in size if truck route remains
Could remove dedicated right turn lanes
Maintain left turn lanes
At intersection narrow to 36" face of curb to face of curb (includes gutter)
Could do a lot more if the truck route went away
Josh/Andy – going to be harder ask having to involve feds and state – would need to get politicians involved and take quite some time
Rebecca – all is not lost
Cynthia – could we do bumpouts on side streets and direct pedestrians to the side streets
Ben, yes, we suggest using Water St. for peds and bikes
Ben – use higher visibility paint and RFB's, eliminate right turn lanes on Main St.
Ben – maintain N & S Water Streets as one-ways and add ped bridge to east
Josh – yes, we can have bumpouts on side streets
Andy/Rebecca – ped bridge is very unlikely, has been proposed before (as vehicle), funding for construction and maintenance is a significant challenge. We don't have a plan for the current ped bridge.
Ben – bike traffic on Water could be two-way, and reduce vehicles to one lane
Andy – how does parking change is N. Water goes one-way, bank if pinched for area parking
Russ – parking study showed picking up 2 spaces if one-way
Jill – what's up with building on south side of Water just east of Edward
Russ – purchased to create a parking lot, but city requires going vertical, would need a PUD to get approval for surface lot; application hasn't been a priority
Rebecca – code prohibits removal of buildings to replace with surface parking
Ben – see a lot of opportunity on the Pot Lot to improve the perception that there is available and accessible parking

Andy – critical to that is RFB at N Water and Main

Russ – RFB's need to be a priority on both sides of the river at Water Streets

Andy – it's reasonable for us to get this done in a year or two (about $15k/pair)

Rebecca – can we do this w/o having to redo several years later when we do bumpouts

Josh – not really a big deal to simply move them (can reuse them)

Andy – RFB's at Roosevelt and Barry not as effective, Madison and 3rd have been helpful – would buy a level up – even $20K is reasonable

Russ – what's happening at the "point"

Josh – Whitewater St. would be stopped and then forced to turn right onto Main

Andy – completely reconstructing Whitewater St. within the decade and could do this then

Andy – confusion now at the intersection with higher speeds, changing direction, sightlines are poor

Rebecca – crosswalk over Main just south of Casey's is very well utilized by area schools and on-street parking really blocks visibility

Ben – Muesum needing a connection, so added bike lanes on Merchant and improved crosswalks at 4th

Jill – extend bike lane through parking lot up to Water St.

Ben – add ped countdown at Madison and Main, but physical configuration generally stays the same do peto truck turning movements

Josh – current configuration is pretty much in line with contemporary design

Rebecca – could we replace yield with stop sign on slip right?

Josh – not a lot stacking, but it could probably work

Andy – our street, we can do what we want w/o DOT

Jill – do we have left turn arrows on any side streets? Could we add on Sherman coming from east trying to turn south?

Andy – they're our signals, so we'll do our own thing

Andy – TADI looked at the area, but don't recall looking at the potential for left turn there; adding left turn arrow here could impact rest of signal timing; looking at smart signals, but they're not all they're cracked up to be; can program lights with 3-4 routines based on time of day, but not on actual traffic volumes; can include left arrow as part of that

Ben – Have slide deck in the folder looking at streetscape elements; suggest a consistent preferred type of light

Cynthia – would that apply across the city or just for this area?

Andy – would prefer consistency across the city, but that not be what's best aesthetically

Josh – different lights work better with different traffic speeds (cobra for faster traffic, more decorative for slower through DT)

Ben – request for better lighting at unsignalized intersection – probably requires something that extends out (like cobra)

Andy – bridge was redone pre-2010, acorn lights elsewhere are much older

Used the gooseneck-type lights on Robert Street bridge

Ben – streetscape elements include planters, grates, themed bike racks and benches could be done with arts focus,

Cynthia – are we looking to determine later or now

Andy – would like committee to determine what improvements are needed, (such a benches) then have a little more input at implementation as to specifics of design

Jill – already have black metal benches and trash cans – need to work with those; could do better with he planters (WEDC grant available); saw a town with pavers around trees that can be pulled as trees get bigger (vs. grate); not a fan of stamper concrete (either is Andy)

Cynthia – need a clear guidebook to keep consistent over time

Ben – how far do we go in describing the guidelines

Andy – recipe for downtown (such as benches and where, and showing what we already have, and notes that they should match (black metal)), lighting (spacing, key intersections, best type of light, etc.), planter types and locations and spacing; some details left undecided, but have a solid game plan of what needs to be done where that we can budget and implement; not as detailed as spec book, but shows examples and describes what important about the examples; color of bike paths and related markings/signage; locations of wayfinding and what they say

Jill – would like to have a map of all amenities

Andy most are mapped now (benches and trash cans)

Katie – need benches on bridge

Crosswalks/Pavers

Andy – prefer hard surface; can vary colors for bikes, peds, or subareas; paint hard to maintain

Bumpout Options

Jill – would like to see more plantings and runoff; triangle by Casey's is nice

Cynthia – like to see pavers

Andy – would like to see more green

(looked at Eau Claire, talk of permeable pavers)

Plan Commission/Public Notes 5.13.25

Main Street

- Like the idea of alternate tuck route signage and would like to know more about the WisDOT funding implications of shifting trucks off of Main Street permanently
- 10' wide on-street parking is very large on Main Street, could be reduced in size
- Leading pedestrian intervals could accompany the pedestrian timers at controlled intersections when they go in for added safety
- Short-term – could do quick build bump outs (painted safety zones) along Main Street in the short-term with paint and markings that could be in place prior to larger-scale infrastructure changes in the longer-term
- Bike racks and street trees can also be located within bumpouts for added pedestrian safety
- Left turn signal detectors could be added to controlled intersections for increased efficiency
- Milwaukee or 3rd Street seems like the better trail connection between Main Street and the Glacial River Trail than South Water Street
    - Proposed on-street cycle track could go on north or south side of road, but angled parking should be replaced/accommodated and property owner input should be sought prior to the change
- Like the Market Square project, but solar power could be incorporated within a structure that is located over the parking stalls for added benefit of design
- Like the Whitewater intersection changes, but could be one-way in or out instead and could be featured vista for Main Street/downtown
- Integrate tree bumpouts that extend into the roadway instead of into the sidewalk
- Like the gateway arch signage idea
- Could a one-way route between Main Street, S. 3rd Street, Madison Avenue, and Roberts Street be a solution for traffic and accommodating more angled parking on-street within the downtown
- Need bicycle connections further to the southeast of the community to build off of Merchant Street bicycle facility connection planned
- Chamber building could facility a gateway feature to signal you're entering downtown
- Not much room on Main Street to add other features like bike lanes, benches, bike racks, etc.
- Additional meeting of the working group to discuss the plan in more depth.
- Street does not need to be lined with trash cans
- Like the idea of the Market Square

Janesville Avenue

- Narrower road diet to include bike lanes or on-street trail because even the TWTL cross section seems too big right now (2)
- Doesn't make sense for on-street bikes along Janesville Avenue because the trail is right there
- Improved access from Glacial River Trail to Jones Park, Kwik Trip, bakery, Hackbarth Road is needed
- Bike lanes and routes need to be posted on maps and accessible from the trail
- Like the idea of a cohesive Janesville Avenue and relocation of a community sign to the south
- Add 10' path connections between Janesville Avenue and trail for safer accessibility to businesses
    - In particular, on the southside of Farmco and northside of Hackbarth
- Consider long-term plans for a trail along Allen Creek (east-west) and the need for a future trail crossing on Janesville Avenue in this location
- Integrate dog-leg median refuges into the proposed pedestrian refuge islands along the roadway
- Integrate leading pedestrian intervals into pedestrian countdown timers
- Add bicycle bypass ramps within the proposed new roundabout
- Need wayfinding signage at all intersecting streets and Glacial River Trail