City of Viroqua Bicycle and Pedestrian Plan

Viroqua
Growing Forward

DRAFT | January 2025

Acknowledgements

This plan was completed with the valuable input of many City of Viroqua stakeholders. Community members and City staff gave the planning team insight into the walking and bicycling environment of Viroqua. In addition to the public's input received through surveys, an open house, and pop-up workshops, the time and energy of the Viroqua Bicycle & Pedestrian Plan Advisory Committee was particularly appreciated.

Viroqua Bicycle & Pedestrian Plan Advisory Committee

Hannah Altimus
Ann Altland
Calleigh Anderson
Arthur Bernstein
Krista Browne
Roger Call
Chris Clemens
Lucy Danforth
Fede Escobar
Tim Keneipp
Todd Kirking
Charlie Knower
Rose Marinsen-Burrell, Chair
Jordan Marshall
Justin Miller
Jennifer Morales
Sonya Newenhouse
Rick Niedfeldt
Brenda Olson
Ashley Parkhurst
Kale Proksch
Pete Taylor
Gibson Wade

Mayor and Alderpersons

Justin Running, Mayor
Seth McClurg, Ward 1
Andrew Bergum, Ward 2
Todd Kirking, Ward 3
Emma Hood, Ward 4
Todd Spaeth, Ward 5
Cyndy Hubbard, Ward 6
John Thompson, Ward 7
Kristal Welter, Ward 8
Steve Willis, Ward 9

TOOLE DESIGN **Toole Design** provided consulting services.

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Chapter 1 – Introduction

Vision

Viroqua is a small town with residents who are very interested in a safe and connected bicycling and walking network. The Viroqua Bicycle and Pedestrian Plan (hereafter referred to as "the Plan") lays out a practical vision for a future network and will help achieve several of Viroqua's multimodal objectives established through the Comprehensive Plan adopted in 2007:

"Plan trail system interconnections between Viroqua area recreational and tourist attractions and similar facilities within the region, such as Sidie Hollow County Park, and with other parks, schools, entertainment, and commercial areas."

"Require sidewalk continuity from existing walks into new urban land development, particularly in commercial areas and in subdivisions."

"Seek to expand the bicycle and pedestrian modes of travel where feasible to diversify and supplement motorized travel."

In 2023, City officials recognized a need to develop a Plan that was well thought-out and publicly vetted, to give the City a clearer direction about how to achieve these 2007 objectives. The City of Viroqua received a federal transportation grant to complete the Plan, and then hired the consulting firm Toole Design to facilitate the process.

During community engagement for the Plan, residents were asked to provide three words to describe their ideal bicycling or walking network in Viroqua. Their answers, summarized in Figure 1.1, inspired the vision for bicycling and walking in Viroqua:

"In the future, bicycling and walking will be a safe, connected, accessible, and separate activity for people of all ages and abilities throughout the community."

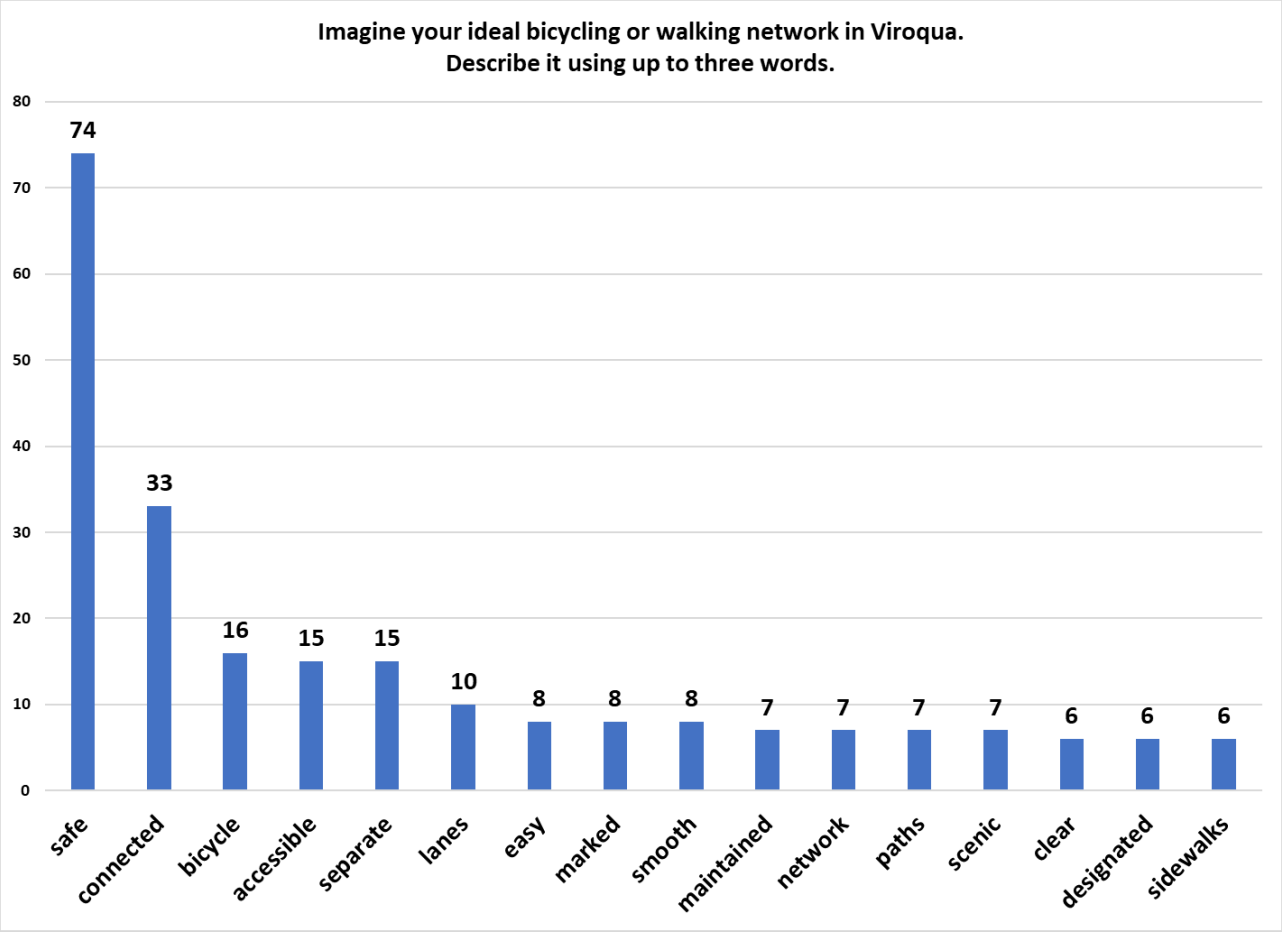


Figure 1.1: *179 people responded with three words to describe their vision for bicycling and walking*

Why bicycling and walking?

Bicycling and walking in Viroqua are valued for their recreational, health, and connecting qualities. A network of bicycling and walking facilities will bring the community closer together, allowing children, families, adults, and seniors the freedom to reach one another and their destinations.

Why a Bicycle and Pedestrian Plan?

The 2007 Viroqua Comprehensive Plan contained objectives including:

"Develop and implement a city sidewalk/pedestrian plan."

"Develop a Bicycle-Pedestrian Capital Improvement Program."

Viroqua's mayor created the Bicycle and Pedestrian Plan Advisory Committee to assist with achieving these objectives and reviewing the Plan. In 2023, the consulting firm of Toole Design was hired by the City of Viroqua to complete the Plan.

Who was involved?

The City Engineer, in partnership with Toole Design, the Advisory Committee, and Viroqua Public Works Committee, led the planning process. Gaining community input was a key part of Plan development. The Plan is the distillation of ideas from over 600 interactions with the public about their desires for the future. Residents were engaged through a community open house, pop-up workshops, and online surveys.

What did the community tell us?

Residents told the planning team their biggest needs for bicycling and walking are threefold: 1) new facilities, 2) connections to schools and parks, and 3) more separation between motorists and bicyclists/pedestrians. These results are summarized in Chapter 2 – Community Engagement and detailed in Appendix A.

Where do we go from here?

The Plan provides three major components to achieve a network of bicycling and walking facilities for the City of Viroqua:

- Goals and strategies (Chapter 3)
- A prioritized list of future trail and sidewalk projects (Chapter 4)
- An addendum to the 2011 Safe Routes to School Plan (Chapter 5)

Prioritized projects are a key part of the Plan and are intended to help the City of Viroqua program projects in its annual and five-year capital improvement budgets, as well as pursue grant funding from federal sources.

Chapter 2 – Community Engagement

Figure 2.1: *The City Engineer engaged with community members at a pop-up workshop at Nelson's Agri-Center, where Plan "Wish List" ideas were collected.*

Broad engagement with the Viroqua community was embraced as a priority throughout the planning process. The Plan is intended to reflect the vision and goals of the community. The planning team engaged people with direct and indirect interest in bicycling and walking. By uncovering ideas from community members from both types, the Plan recommendations reflect the community's values and priorities. Community members were engaged in late 2023 and early 2024 to gather input and ideas before drafting the Plan. A more detailed analysis of the community engagement results can be found in Appendix A.

How we engaged

Approximately 625 participant interactions took place. It was important for the project team to use a range of strategies to solicit feedback from community members. The following strategies were used (for more detail, see Appendix A – Community Engagement Report):

- 20 participant interactions at an Advisory Committee meeting

- 247 participant interactions submitted through a Wish List at the Farmers' Market, McIntosh Memorial Library, Nelson's Agri-Center (Figure 2.1), and Viroqua Food Co-op
- 350 participant interactions using an online and paper survey
- 7 participant interactions at school walks

22 of these interactions occurred at an open house held at Viroqua City Hall (Figure 2.2).

Figure 2.2: *Members of the community attended an open house at City Hall to give input to the project team.*

What we heard

Key findings were made by analyzing the public's input. These findings are addressed in subsequent chapters, which include recommendations for responding to community priorities. The main themes were:

1) **There is an unusually high level of community support and engagement around bicycling and walking.** The Advisory Committee identified community support as the top strength regarding bicycling and walking in Viroqua. The level of engagement during the community engagement process was more than double the level compared to 15 other communities where similar bicycle and/or pedestrian plans have been completed. Over 600 participant interactions in a town with a population of 4,500 is unusually high. The general sense is that bicycling and

walking is better in Viroqua than similar communities, and there are many destinations within easy biking and walking distance.

2) **The biggest need for bicycling and walking is new facilities.** The Advisory Committee identified a lack of infrastructure as the top weakness and threat regarding bicycling and walking in Viroqua. The biggest desire from the community during the "Wish List" engagement strategy was new facilities both generally and along specific streets and intersections. The top "additional comment" during the survey engagement strategy was the desire for new bicycling and walking facilities. The worst ranked condition for bicycling or walking was bike racks for parking. Finally, many new facility needs were identified during the school walks.
3) **Connections to schools, parks, and natural areas are the highest priority.** The most important destinations identified for bicycling and walking were the two school campuses. When asked why bicycling or walking is important, the top priority was kids. The top reason people are currently bicycling or walking in Viroqua is to get exercise and go to parks. One of the lowest rated conditions for bicycling or walking is connections to parks and natural areas, illustrating the need to focus on these types of connections.
4) **People want more separation between motorists and bicyclists/pedestrians.** When shown images of various bicycling and walking facilities in Viroqua, people preferred options with the most physical separation from motorists. The top streets and intersections identified for improvement were locations with the highest amounts of motor vehicle traffic. At recently changed intersections on Main Street, people preferred changes that reduced conflicts and raised awareness of crossing pedestrians and bicyclists.

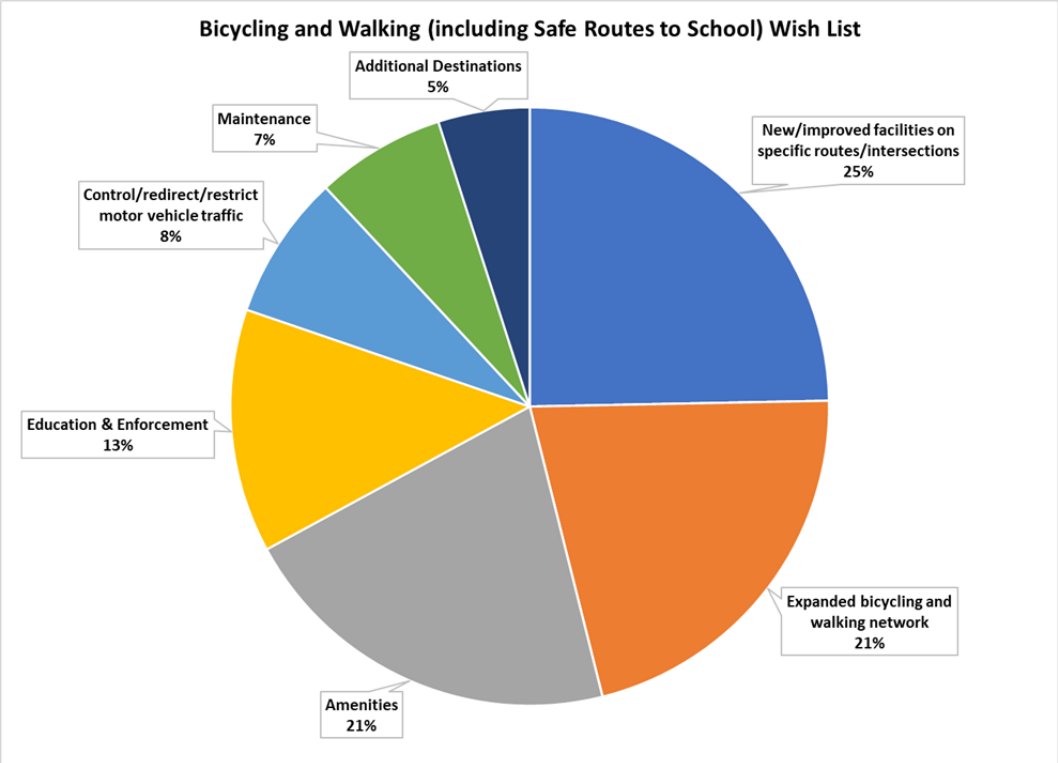


Figure 2.3: *Top wishes for bicycling and walking in Viroqua.*

03 Goals and Strategies

Goals and strategies are policies that will help the City of Viroqua become a more pedestrian- and bicycle-friendly community. Over the coming years, staff and other public officials can refer to this chapter for strategies and actions to guide improvements for people walking and bicycling.

Community engagement findings are the basis for most goal and strategy recommendations, as shown in Figure 3.1. Over 200 survey respondents answered the following question, “How do you rate the following biking or walking conditions in Viroqua?” Possible answers were given on a five-point scale including excellent, good, okay, not good, or bad. Wherever 33% or less of respondents rated biking or walking conditions as excellent or good, a strategy was created to improve the condition.

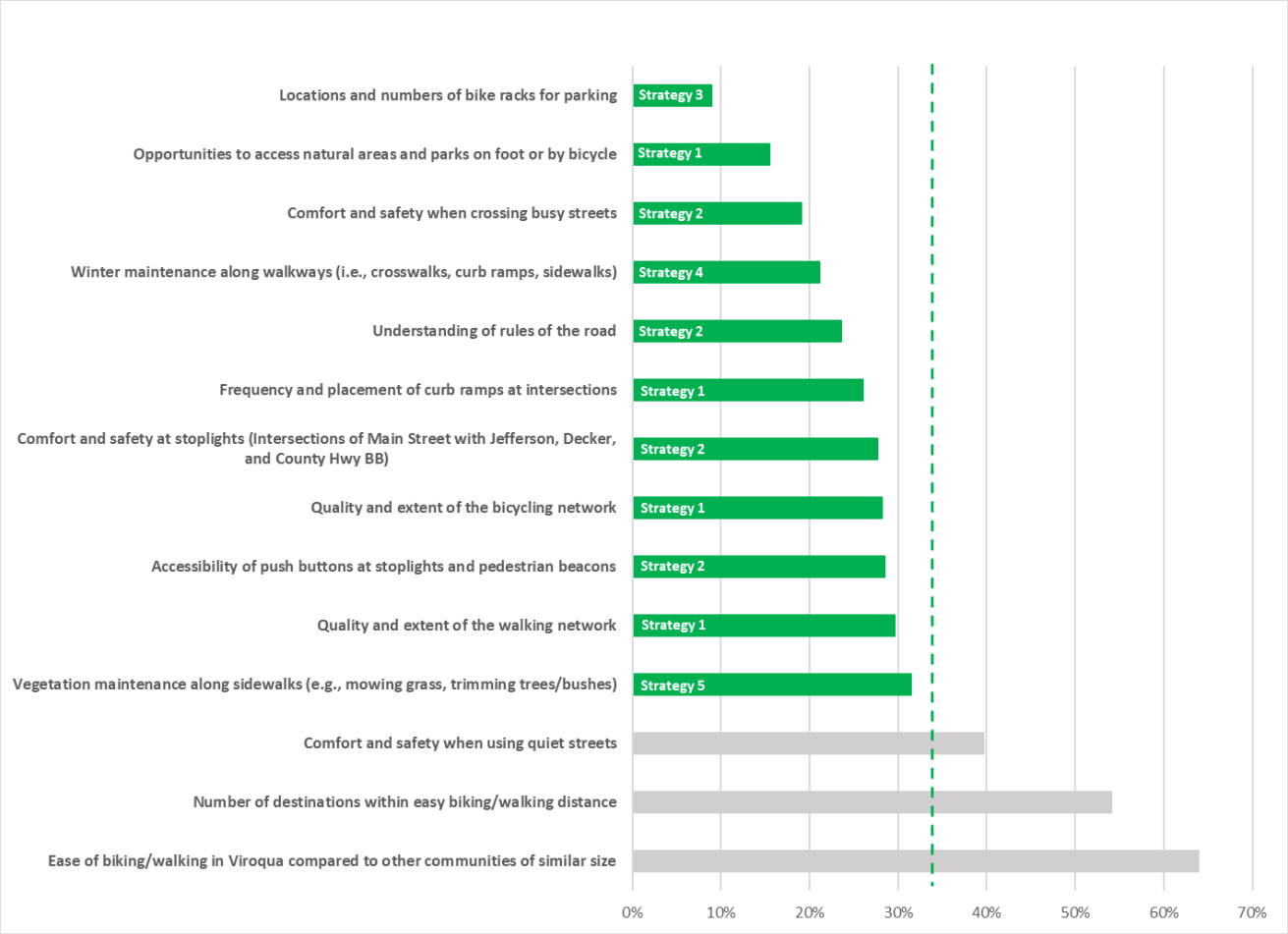
There are three overarching goals for the Plan. Goal A includes three strategies, Goal B has two strategies, and Goal C has one strategy. Each strategy has one to five actions. The chart below outlines all goals, strategies, and actions. Following this chart, each goal, strategy, and action is described in detail. All goals, strategies, and actions were shared with the Advisory Committee in draft form before they were further developed.

Goal A: Expand and better connect the bicycling and walking network	
Strategy 1 Build and improve linear facilities 	**Action 1.1** Design and build a network of trails separated from motor vehicles with a primary focus on connecting schools, natural areas, and parks
	Action 1.2 Complete the existing sidewalk and curb ramp network within core neighborhoods
	Action 1.3 Extend the sidewalk network into newer neighborhoods, focusing on connections between schools, natural areas, parks, and low-income housing
	Action 1.4 Educate the Planning Commission and City Council about the need to maintain City standards to require sidewalks with new development and redevelopment projects
Strategy 2 Decrease conflicts between motorists and people walking and bicycling 	**Action 2.1** Continue to employ new traffic signal technologies to remove conflicting movements and increase motorist compliance with crosswalk laws
	Action 2.2 Continue to utilize geometric intersection changes such as bump outs, median islands, speed tables, and roundabouts to increase safety
	Action 2.3 Use high visibility crosswalk markings across US Highways 14/61 and State Highway 56 and increase engineering in crosswalk marking decisions
	Action 2.4 Increase the visibility of trail and sidewalk crossings at driveways and parking lots
Strategy 3 Increase bike parking	**Action 3.1** Create a City-led program to install bike racks by partnering with businesses, non-profit organizations, and other governmental agencies

Goal B: Maintain the walking and bicycling network	
Strategy 4 Improve winter maintenance 	**Action 4.1** Update policies and procedures for education and enforcement regarding removal of snow on sidewalks
	Action 4.2 Prioritize enforcement of winter maintenance of walking routes connecting schools and parks
	Action 4.3 Design facilities to make winter maintenance easier
	Action 4.4 Explore options for reduced private property owner responsibilities to increase service quality, decrease costs, and increase compliance with the Americans with Disabilities Act
	Action 4.5 Create a policy for winter maintenance of trails
Strategy 5 Improve vegetation maintenance	**Action 5.1** Amend City ordinance to bring vegetation maintenance requirements in compliance with the Americans with Disabilities Act
	Action 5.2 Create policies and procedures for annual education and enforcement of the sidewalk vegetation ordinance
Goal C: Implement the Bicycle & Pedestrian Plan	
Strategy 6 Implement the Bicycle & Pedestrian Plan 	**Action 6.1** Extend the work of the Bicycle & Pedestrian Plan Advisory Committee
	Action 6.2 Apply for federal funds through the Transportation Alternatives Program and Recreational Trails Program
	Action 6.3 Update the City Council annually on progress for each action item in the Plan
	Action 6.4 Update the Plan every five years until it is complete

Throughout this chapter, and the Viroqua Bicycle and Pedestrian Plan, the terms "**walking**" and "**pedestrian**" are used inclusively of people of all abilities including those using assistive devices.

Figure 3.1 Percentage of respondents who rated biking or walking conditions as "Excellent" or "Good." Conditions shown in green are addressed in Chapter 3.



Goal A: Expand and better connect the bicycling and walking network

As mentioned in Chapter 2, one of the key findings of community engagement was the need for new facilities. This need was identified through many engagement activities including the Advisory Committee, wish list, and open-ended comments from survey respondents. In addition, the three poorest rated conditions (i.e., bike racks, access to parks and natural areas, busy street crossings) were related to the existing bicycling and walking network, as shown in Figure 3.1.

Strategy 1: Build and improve linear facilities

Building and improving linear facilities addresses survey respondents' collective viewpoint that the extent of the bicycling and walking network needs to be expanded. Actions to achieve this strategy include designing and building a network of trails separated from motor vehicles (1.1), completing the existing sidewalk network within core neighborhoods (1.2), extending the sidewalk network into newer neighborhoods (1.3), and educating the Planning Commission and City Council about the need to maintain City standards to require sidewalks (1.4).

Action 1.1: Design and build a network of trails separated from motor vehicles with a primary focus on connecting schools, natural areas, and parks

During the community engagement process, respondents expressed an overwhelming preference for trails over other facility types (Appendix A). Trails (also known as shared use paths) provide physical separation from motor vehicle traffic. Examples of existing trails in Viroqua include the Viroqua – Westby Trail along US Highway 14 (Figure 3.2), trails within Hubbard Hills, the paved trail next to Blackhawk Field, and the Rock Avenue trail.

Figure 3.2: *The Viroqua - Westby Trail along US Highway 14.*

Except for mountain biking and hiking trails like those in Hubbard Hills, trails are defined as linear facilities with widths of eight feet or more.[1] Trails are typically built with asphalt or concrete and accommodate a wide array of people traveling by foot, wheelchair, bicycle, skateboard, scooter, and stroller. Trails like those in Figure 3.2 are required by federal law to conform to accessibility standards for people with disabilities.[2] Current City Design and Construction Standards do not require that trails meet federal accessibility standards. As a result, the City standards should be amended as follows:

"Multi-use trails shall meet ADA requirements ~~where practical~~."

The vision for Viroqua's future bikeway network is laid out in Chapter 4. While the future bikeway network connects many important community destinations, the primary focus is on connecting schools, natural areas, and parks. This is due to one of the key findings of community engagement, which found these three types of destinations to be the highest priority of the public (Chapter 2).

Due to the public's preferences, the primary facility type on the future bikeway network is trails. Trails provide the clearest visual cue to the traveling public that people bicycling and walking have a separated, safe, and comfortable place to reach important destinations.

However, in some instances it may be infeasible or unnecessary to place a traditional trail along a corridor. One infeasible example is along North East Avenue. This street was recently reconstructed and striped with painted bike lanes. With less than half of survey respondents reporting they feel comfortable on this facility (Appendix A), this Plan recommends a change. To achieve a trail-like facility without undergoing another costly reconstruction, one option includes retrofitting the road to include a street-level bikeway. In Northfield, Minnesota, this was recently accomplished by saw cutting and

[1] The AASHTO (American Association of State and Highway Transportation Officials) Bike Guide recommends two-directional trails should be 10 feet wide minimum, but eight feet is acceptable where volumes are expected to be low or in constrained circumstances.

[2] See federal Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way

removing asphalt and then adding a curb and restriping the street (Figure 3.3). Design considerations for a street-level trail would include factors such as drainage, sweeping, snow plowing, and preventing people from driving or parking in the street-level trail.

***Figure 3.3**: Roosevelt Drive in Northfield, MN was recently retrofitted to include a 2-way street-level trail. The facility was created first by saw cutting and removing asphalt (left) and then adding a new curb and restriping the street (right). Left Image Credit: northfieldmnwatchdog.com*

One unnecessary example is along Lewison Lane. This dead-end street with few residential homes and very low traffic provides a connection between Washington Park on the north and VFW fat tire mountain biking trails on the south. To achieve a trail-like facility without a higher cost, one option includes restriping the street to indicate bicycling and walking should be expected on the roadway. In Madison, this was recently accomplished by adding green colored high-visibility pavement markings (Figure 3.4). Design considerations for a shared street would include factors such as pavement marking type (to avoid more costly annual maintenance) and cross slopes that meet accessibility standards for people with disabilities (i.e., 2 percent or less).

***Figure 3.4**: Lewison Lane in Viroqua is a low traffic dead-end street (left). In Madison, green-colored high visibility pavement markings were recently added to the Garver Feed Mill parking lot driveway, which connects two trails, to indicate bicycling and walking should be expected within a gap between two nearby trails (right). Left Image Credit: Google*

Action 1.2: Complete the existing sidewalk and curb ramp network within core neighborhoods

During the community engagement process, 30% of survey respondents rated the quality of the existing walking network as excellent or good, with the remaining 70% rating it as acceptable, not good, or bad. Completing existing sidewalk and curb ramp gaps within core neighborhoods is one way to improve the public's perception of the existing walking network.

***Figure 3.5**: N Washington Avenue (running north-south) is missing sidewalks on the east side of the block at the north and south ends. Image Credit: Vernon County GIS*

The sidewalk and curb ramp network is mostly complete within core neighborhoods with some exceptions. For example, along N Washington Avenue between E Broadway Street and E Church Street, sidewalks exist in front of two parcels in the middle of the block on the east side of the street. Meanwhile, sidewalks are missing in front of two additional parcels, one at each end of the block (Figure 3.5). Completing sidewalks within this block on the east side would better utilize past investments, allowing pedestrians to make this north-south connection.

Another example is within the irregularly shaped block of Independence Street, Hillyer Street, W Decker Street, and Congress Avenue (Figure 3.6). Sidewalks are missing on three sides of the block. With sidewalks to the north and east of the block and Viroqua Area Schools to the west, pedestrians are not able to use sidewalks to make this connection. Completing additional north-south and east-west connections in this area would eliminate this gap in the sidewalk network. Chapter 4 includes a detailed list of project recommendations to fill sidewalk gaps like these within core neighborhoods.

***Figure 3.6**: Missing sidewalks within the block bordered by Hillyer Street on the west, Independence Street on the north, Congress Avenue on the east, and W Decker Street on the south create a gap between the school to the west and residences to the east and north. Credit: Vernon County GIS*

While sidewalks provide the clearest visual cue to the traveling public that people walking have a separated, safe, and comfortable place to reach important destinations, they are sometimes infeasible. One infeasible example is along Parkinson Street. This street is narrower than most streets and has buildings and other conflicts within the public right-of-way. To achieve a traffic calmed facility where pedestrians can walk in the street, several communities have constructed shared streets with alternative

pavements such as concrete edges on a stone paver street, bricks, and concrete edges along an asphalt street (Figures 3.7, 3.8, and 3.9). Various colored concrete in six to seven-feet widths can be used to create a visual effect shown in Figure 3.7, visually narrowing the street. To be compliant with the Americans with Disabilities Act (ADA), streets intended for use by pedestrians should have a cross slope of 2% or less.

***Figure 3.7**: This 20' wide public right-of-way in Philadelphia has 7' paver stones in the middle with 7' concrete on either side. Credit: Google*

***Figure 3.8**: This 18' wide street in Sarasota, FL has a brick surface with narrow concrete curbs on either side flush with the pavement. Credit: Google*

***Figure 3.9**: This 14' wide street in Seattle consists of 10' asphalt in the middle and 2' concrete strips on either side. Credit: Google*

Curb ramp gaps are locations where a sidewalk intersects with a street but no ramp connection exists. Over recent years, the City has been completing curb ramp gaps to be ADA compliant and increase accessibility for non-disabled pedestrians, such as parents with strollers and children on scooters. Continued curb ramp installation will build upon past and current investments in Viroqua's pedestrian network. The Federal Highway Administration provides several resources with information about how new curb ramps can comply with ADA.[3]

Action 1.3: Extend the sidewalk network into newer neighborhoods, focusing on connections between schools, natural areas, parks, and low-income housing

Outside of Viroqua's core neighborhoods built before the 1960's, sidewalks do not typically exist. While adding sidewalks within existing public right-of-way can be challenging due to existing trees, landscaping, fences, and driveways along residential properties, sidewalks can provide valuable connections for people walking. As described in Chapter 2 and Appendix A, destinations such as schools, natural areas, and parks are the highest priorities for Viroqua residents. Low-income housing units are also an important destination, since approximately 200 households in Viroqua do not possess motor vehicles (Figure 3.10). Residents of low-income housing units are more likely not own motor vehicles[4] and low-income residents are more likely to live in apartment buildings.[5] Chapter 4 includes a detailed list of sidewalk gap projects in newer neighborhoods.

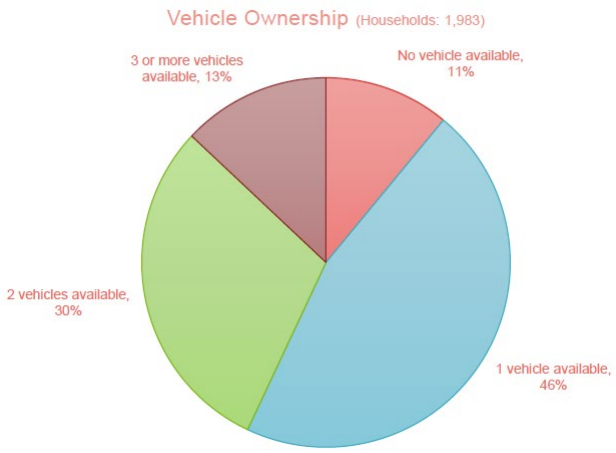


***Figure 3.10**: According to the US Census Bureau, approximately 200 households in Viroqua do not own motor vehicles.*

[3] See a) Curb Ramps – Designing Sidewalks and Trails for Access, b) Resurfacing and Curb Ramps Technical Assistance, c) Supplementary Questions and Answers

[4] https://www.brookings.edu/wp-content/uploads/2016/06/0818_transportation_tomer.pdf

[5] https://www.nmhc.org/research-insight/quick-facts-figures/quick-facts-resident-demographics/household-incomes/

Action 1.4: Educate the Planning Commission and City Council about the need to maintain City standards to require sidewalks with new development and redevelopment projects

The Streets section of the current City Design and Construction Standards contains the following statement, *"Sidewalks are required unless otherwise approved."* The Viroqua Planning Commission reviews developer plans for new streets and has recently approved several projects without sidewalks (Figure 3.11). The Viroqua City Council has concurred with the Planning Commission's recommendations.

***Figure 3.11**: A recent retirement community development along Prairie Lane does not include sidewalks. Image Credit: Vernon County GIS*

Reasons against sidewalks have included increased impervious surfaces and added costs for developers and residents. On the other hand, after the development opened some residents of the retirement community in Figure 3.8 have requested sidewalks from the City for improved safety. Sidewalks are listed as a proven safety countermeasure by the Federal Highway Administration and are associated with a 65% to 89% reduction in crashes involving pedestrians walking along roads.[6]

Examples of communities in the region that require sidewalks during development projects and do not allow exceptions include:

- The City of Baraboo in Sauk County (population 12,600)[7]
- The Village of Holmen in La Crosse County (population 11,400)[8]
- The City of Reedsburg in Sauk County (population 10,000)[9]

[6] https://highways.dot.gov/sites/fhwa.dot.gov/files/Walkways_508.pdf
[7] https://www.cityofbaraboo.com/vertical/sites/%7BD06131C5-F452-44C7-954E-97BD998BCA20%7D/uploads/Chapter_17.pdf
[8] https://www.holmenwi.gov/wp-content/uploads/7197038_Village_Design_Standards_COMBINED_2021_08_031.pdf
[9] https://ecode360.com/33210686#33210686

- The Village of Prairie du Sac in Sauk County (population 4,400)[10]
- The Village of West Salem in La Crosse County (population 5,300)[11]

The Planning Commission and Viroqua City Council should be educated about the safety benefits of sidewalks and the widespread use of sidewalks in other communities in the region. The American Association of Retired Persons also publishes a Sidewalk Livability Fact Sheet with additional information regarding myth busting and design considerations. The current City Design and Construction Standards should also be amended as follows:

"Sidewalks are required ~~unless otherwise approved~~."

Redevelopment projects are also an opportunity to install sidewalks. For example, when the Viroqua Food Co-op doubled its size in 2018, an opportunity was missed to install an ADA-accessible sidewalk on the south side of E Broadway Street (instead a sidewalk with a stairway was constructed on co-op property). This gap in the sidewalk network creates an unnecessary barrier for people with disabilities who are approaching the Food Co-op from the west side of Main Street (Figure 3.12).

***Figure 3.12**: An ADA accessible sidewalk was not installed on the south side of E Broadway Street during a 2018 redevelopment project. Image Credit: Vernon County GIS*

Strategy 2: Decrease conflicts between motorists and people walking and bicycling

Decreasing conflicts between motorists and people walking and bicycling addresses survey respondents' collective viewpoint that the following issues need improvement:

- Comfort and safety when crossing busy streets
- Understanding of rules of the road
- Comfort and safety when using stoplights across Main Street
- Accessibility of push buttons at stoplights and pedestrian beacons

Actions to achieve this strategy include continuing to employ new traffic signal technologies to remove conflicting movements and increase compliance with crosswalk laws (2.1), continuing to utilize

[10] https://www.prairiedusac.net/sites/prairiedusac.net/files/Title%2010%20Chap%203%20-%20Subdivision%20and%20Land%20Division%20Regulations_amended%20effective%20December%2021%2C%202023.pdf

[11] https://westsalemwi.gov/pdf/chapter03.pdf

geometric intersection changes such as bump outs, median islands, speed tables, and roundabouts to increase safety (2.2), using high visibility crosswalk markings across US Highways 14/61 and State Highway 56 and increasing engineering in crosswalk marking decisions (2.3), and increasing the visibility of trail and sidewalk crossings at driveways and parking lots (2.4).

Action 2.1: Continue to employ new traffic signal technologies to remove conflicting movements and increase compliance with crosswalk laws

While traffic signals manage traffic flow by separating and allocating time to specific movements, they can also reduce conflicts between motorists and people walking and bicycling. Conventional traffic engineering has focused on reducing delay for motorists. But communities wanting to become safer for walking and bicycling have adjusted traffic signals with technology to **reduce cycle lengths, use fixed signal phasing without detection, install accessible pedestrian signals, and implement leading pedestrian intervals, bicycle signals, countdown pedestrian signals, and protected crossing phases.** These technologies have the capability of increasing safety and compliance with crosswalk laws at signals.

When faced with long delays, people walking and bicycling are more likely to ignore signals and take unsafe risks entering intersections. As a result, **reducing cycle lengths** improves safety. In Viroqua, Main Street is the only corridor with traffic signals. Longer cycle lengths make Main Street into a barrier that separates the east and west sides of town.

Figure 3.13 illustrates how a two-minute cycle creates greater delay for people crossing a major corridor, compared to a one-minute cycle. The example on the left allocates 80% of the time to the major corridor, while the example on the right allocates 60% to the major corridor. Signals with updated technologies can be updated to shift between longer and shorter cycle lengths, depending on the time of day and day of week.

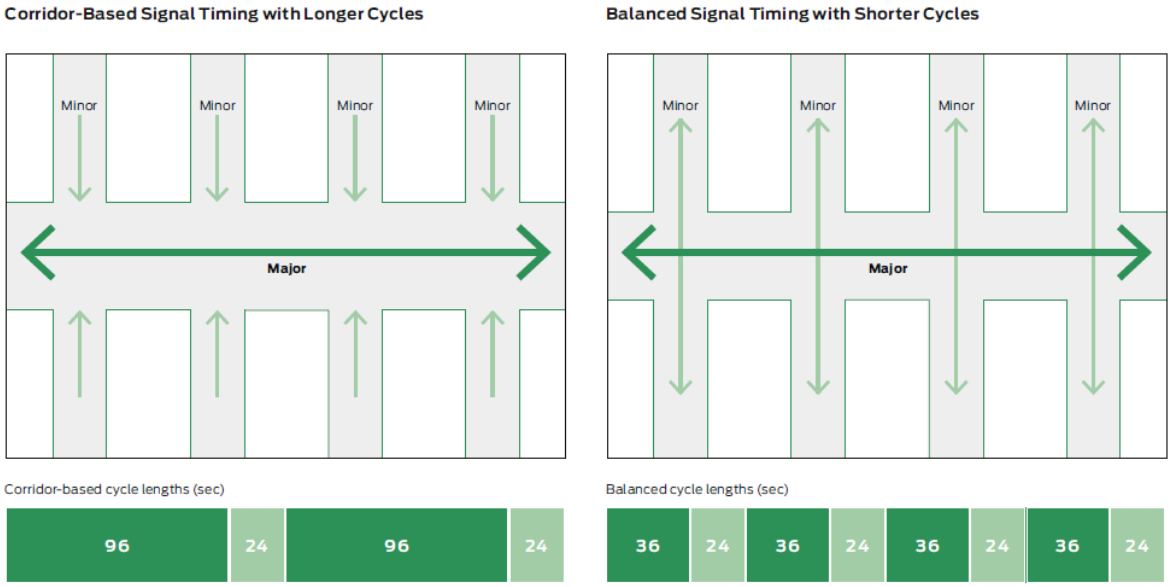


***Figure 3.13**: People walking and bicycling will take greater risks in the scenario on the left, where less time is allocated to minor crossings. Fewer risks will be taken by pedestrians and bicyclists in the scenario on the right. Credit: NACTO Urban Street Design Guide*

Traffic signals can be programmed to have **fixed signal phasing without detection**, or they may be equipped with actuated signals with detection. Common methods of detection include push buttons, video detection, and buried loop detectors. Actuated signals are used to give higher priority to a major corridor, allowing the signal to stay on green until traffic on the minor corridor is detected. Both Federal Highway Administrations (FHWA) Achieving Multimodal Networks and the National Association of City Transportation Officials' (NACTO) Urban Street Design Guide recommend fixed signal phasing without detection where pedestrian volumes are high.

Actuated signals present two primary obstacles to people walking and bicycling across a major corridor: 1) when they are programmed with significant delay, 2) when they are not properly designed. In locations where they are used, compliance will be highest where they are timed to be as responsive to activation as possible. This is because people walking or bicycling often assume that push buttons are malfunctioning if delay is significant.

***Figure 3.14**: Push buttons should be placed parallel with associated crosswalks and include tactile arrows for people with disabilities. Credit: https://www.youtube.com/watch?v=UHS2VDrTuiq*

Proper design of actuated signals requires placement of **accessible push buttons** in easy-to-use locations. If buttons are placed outside of the natural path of pedestrians or bicyclists, they will typically not be used. ADA accessibility rules require that push buttons be placed in specific locations and parallel with the associated crosswalk. Accessible push buttons also must have tactile directional arrows aligned with the direction of travel of the associated crosswalk (Figure 3.14)

Push buttons for bicyclists should be used as a backup method where video detection is used to detect bicyclists riding in the street. In these scenarios, a push button with a maximum offset of 10" from the face of the curb is recommended. For bicyclists riding on a shared use path, push buttons should be placed a minimum of three feet behind the face of the curb so that the front wheel of a bicyclist does not extend into the street.

Accessible pedestrian signals are more broadly defined as devices that "provide information [about pedestrian timing] in non-visual format such as audible tones and/or speech messages, and vibrating surfaces".[12] They are often installed by request, but many transportation agencies install them on a proactive basis in locations where potential demand exists or where traffic signal phasing is complex. Guidance for their use can be found in the National Cooperative Highway Research Program's guidebook, Accessible Pedestrian Signals: A Guide to Best Practices.[13]

[12] https://mutcd.fhwa.dot.gov/pdfs/11th_Edition/part4.pdf
[13] National Academies of Sciences, Engineering, and Medicine. 2011. Accessible Pedestrian Signals: A Guide to Best Practices (Workshop Edition 2010).

Compared to motor vehicles, pedestrians and bicyclists have different operating speeds, acceleration rates, and deceleration rates. Adjustments should be made to minimum green times and clearance intervals based on their presence, their placement in the intersection, and the length of the crossing. **Leading pedestrian intervals** and **bicycle signals** can be used to give head starts, increase visibility, and reduce conflicts. **Countdown pedestrian signals** are used to inform pedestrians of the number of seconds remaining in the pedestrian change interval.[14] **Protected crossing phases** can also be used to separate left-turning and right-turning motorists from people walking or bicycling through an intersection. See FHWA's Achieving Multimodal Networks for more information.

Action 2.2: Continue to utilize geometric intersection changes such as bump outs, median islands, speed tables, and roundabouts to increase safety

Viroqua has already utilized bump outs and median islands along Main Street. These geometric intersection changes shorten the distance that pedestrians and bicyclists are exposed to motor vehicle traffic. Bump outs have been used at Decker Street, Jefferson Street, and Terhune Street. Median islands have been used at Fairgrounds Road, E Broadway Street, W Broadway Street, Oak Street, and Maple Street.

***Figure 3.15**: A truck apron can be used at a bump out to slow turning passenger vehicles but allow large vehicles to make turns without driving onto pedestrian waiting areas.*

Bump outs with smaller curb radii reduce motor vehicle speeds, reduce crossing lengths, and position pedestrians and bicyclists in a more visible location. In locations where large vehicles make occasional turns, mountable truck aprons can slow passenger vehicles but accommodate turning semis without tracking into pedestrian waiting areas (Figure 3.15).

Median islands can provide a pedestrian refuge between lanes of traffic. They are a proven safety countermeasure with an approximate 50% reduction in pedestrian crashes.[15] Six feet is the recommended minimum to be considered a pedestrian refuge, and ten feet is the recommended minimum for bicyclists with trailers.[16]

As opposed to stop signs, speed tables are effective devices to reduce speeds along residential streets. Their heights can be from three to eight inches. Speed tables should be designed to produce operating

Washington, DC: The National Academies Press. https://doi.org/10.17226/22902

[14] https://mutcd.fhwa.dot.gov/pdfs/11th_Edition/part4.pdf

[15] https://highways.dot.gov/sites/fhwa.dot.gov/files/Medians%20and%20Pedestrian%20Refuge%20Islands_508.pdf

[16] See the AASHTO Bike Guide

speeds of five to 20 mph. According to FHWA's Achieving Multimodal Networks, a design speed myth is that stop signs are traffic calming measures:

"Sometimes residents request STOP signs to deter drivers from speeding in their neighborhoods. However, STOP signs must meet certain criteria in order to maintain effectiveness. STOP signs installed for the purpose of slowing motorists can be counterproductive: motorists may accelerate rapidly after a stop and maintain higher speeds between signs. This behavior is called 'speed spiking.' Additionally, motorists may roll through STOP signs, endangering pedestrians who are expecting vehicles to come to a complete stop."

Speed tables can also be used as raised crossings for trails. In these cases, they should be a minimum of 10 feet wide and include a green color-differentiated surface to increase yielding behavior by motorists (Figure 3.16).

***Figure 3.16**. This speed table also functions as a raised crossing for a trail along an arterial street.*

Roundabouts are an additional proven safety countermeasure, resulting in an approximate 80% reduction in fatal and injury crashes compared to signalized and two-way stop-controlled intersections.[17] Roundabouts also reduce exposure and the number of conflict points for pedestrians and bicyclists, compared to conventional intersections. According to the AASHTO Pedestrian Guide, converting a 2-way stop-controlled intersection to a roundabout reduces severe and fatal pedestrian crashes by 27%.[18] Single-lane roundabouts are safer for pedestrians and bicyclists than multi-lane roundabouts. Sidewalks and trails at roundabouts should include marked crosswalks and detection for people with disabilities, and may also include yield lines, bicycle/pedestrian warning signs, Rectangular Rapid Flashing Beacons, and raised crossings.[19]

[17] https://highways.dot.gov/sites/fhwa.dot.gov/files/Roundabouts_508.pdf
[18] AASHTO Journal - AASHTO Issues Revised Pedestrian Facilities Guide (transportation.org)
[19] Design guidance for pedestrian and bicycle-friendly roundabouts includes NCHRP Research Report 1043 Guide for Roundabouts, 2021 AASHTO Pedestrian Guide, and the forthcoming updated AASHTO Bike Guide

Action 2.3: Use high visibility crosswalk markings across US Highways 14/61 and State Highway 56 and increase engineering in crosswalk marking decisions

High visibility crosswalk markings increase in importance as motor vehicle volumes and speeds increase. In Viroqua, the two busiest and highest speed streets are Main Street (US Highways 14/61) and Decker Street (State Highway 56). FHWA's Crosswalk Marking Selection Guide recommends the use of high visibility crosswalk markings due to their increased visibility by motorists (Figure 3.17). More durable crosswalk markings can also be implemented using longer lasting materials that do not require biannual or annual painting.

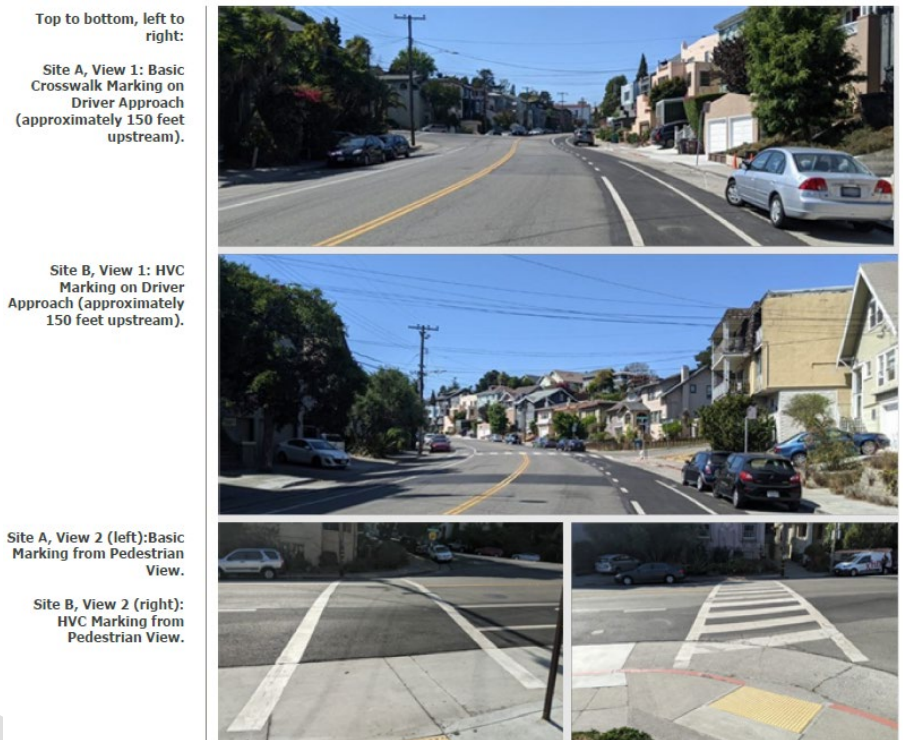


***Figure 3.17**: High visibility crosswalk (HVC) markings are more visible to motorists as the approach a crosswalk (see middle and lower right images). Credit: FHWA Crosswalk Marking Selection Guide*

Decisions about whether to install a crosswalk are currently made by the Viroqua Police Department. The Manual on Uniform Traffic Control Devices indicates that engineering study and judgment should be used to make decisions about crosswalk installation.[20] This sometimes includes enhanced treatments such as signs, signals, and geometric changes (as described in Action 2.2). The City's Police Department and Public Works Department should work together to increase engineering involvement in crosswalk marking decisions, using FHWA's Achieving Multimodal Networks as a starting point for decision making.[21]

Action 2.4: Increase the visibility of trail and sidewalk crossings at driveways and parking lots

During the community engagement process, the existing trail along Rock Avenue was rated lowest for comfort compared to other Viroqua trails (Appendix A). This was likely due in part to the design of the trail at driveways and parking lots. Creating physical barriers between parked cars and trails and sidewalks will increase the visibility of people walking and bicycling. At driveways where motor vehicles will cross trails or sidewalks, color differentiating materials can be used to raise the visibility of pedestrians and bicyclists (Figure 3.18).

[20] See Chapter 3C. Crosswalk Markings in the 11th edition of the MUTCD: https://mutcd.fhwa.dot.gov/kno_11th_Edition.htm

[21] See especially the section on Enhanced Crossing Treatments: https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/multimodal_networks/

***Figure 3.18**: The Rock Avenue trail on the left does not include physical barriers to prevent cars from parking on the trail. The trail on the right includes both physical barriers and color differentiation to increase the visibility of pedestrians and bicyclists. Left Image Credit: Google*

Strategy 3: Increase bike parking

The lowest ranked condition for walking or bicycling in Viroqua was the "locations and numbers of bike racks for parking," with less than 10% of respondents rating this condition as excellent or good (Figure 3.1). The recommended action is creating a City-led program to install bike racks by partnering with businesses, non-profit organizations, and other governmental agencies (3.1).

Action 3.1: Create a City-led program to install bike racks by partnering with businesses, non-profit organizations, and other governmental agencies

The City of Viroqua has already installed bike racks during recent reconstruction projects, such as at the intersection of Court Street and Main Street, as well as in front of City Hall. The City can create a program to install bike racks at businesses, non-profit organizations, and other governmental agencies. Several cities have created bike rack programs:

- Columbus, IN designed an artistic bike rack and stocks them in bulk, selling racks for installation on public or private property for $350 per rack.
- Madison, WI installs bike racks at no cost within paved boulevards in front of businesses.
- Minneapolis, MN pays for 50% of the cost of bike racks at eligible businesses, and 100% of the cost at schools, libraries, and parks.
- Portland, OR installs up to two free bike racks within the public right-of-way in commercial districts and installs additional racks for $150 per rack.
- Rochester, MN loans three bike racks at no charge for community events and pilot bike parking (to assess need before permanent bicycle racks are installed).
- Seattle, WA installs racks within the public right-of-way at no cost to property owners.

The City should follow the Association of Pedestrian & Bicycle Professionals Bicycle Parking Guidelines or AASHTO Bike Guide's recommended rack types and site planning dimensions.

Goal B: Maintain the walking and bicycling network

The goal of maintaining the walking and bicycling network is addressed by improving winter maintenance (Strategy 4) and improving vegetative maintenance (Strategy 5).

Strategy 4: Improve winter maintenance

Improving winter maintenance addresses survey respondents' collective viewpoint that winter maintenance along walkways (i.e., crosswalks, curb ramps, sidewalks) needs improvement, with approximately 20% rating this condition as excellent or good. Actions to achieve this strategy include updating policies and procedures for education and enforcement regarding removal of snow on sidewalks (4.1), prioritizing enforcement of winter maintenance of walking routes connecting schools and parks (4.2), designing facilities to make winter maintenance easier (4.3), exploring options for reduced private property owner responsibilities to increase service quality, decrease costs, and increase compliance with the Americans with Disabilities Act (4.4), and creating a policy for winter maintenance of trails (4.5).

Action 4.1: Update policies and procedures for education and enforcement regarding removal of snow on sidewalks

The City of Viroqua's ordinance requires property owners to clear their sidewalks of snow within 24 hours of snowfall and maintain sidewalks to be snow and ice-free. Property owners can be fined for not adhering to this regulation. While not stated in ordinance, the City does issue warnings once per winter for each property.

Many communities include supplementary educational information about the importance of sidewalk winter maintenance. This information can include why sidewalk shoveling is important, an explanation of the community's policies and penalties, a list of resources, and who to contact with questions (Figure 3.19). Communities sometimes also include information about snow removal from curb ramps, as well as how to file complaints if snow is not removed from sidewalks.

The responsible party for enforcement of the sidewalk snow ordinance is currently undefined and has recently shifted back and forth between the Viroqua Police Department and Public Works Department. The City should more clearly define policies and procedures for education and enforcement regarding removal of snow on sidewalks by reviewing practices in peer communities. The goal should be to retain or increase compliance rates with the City's ordinance.

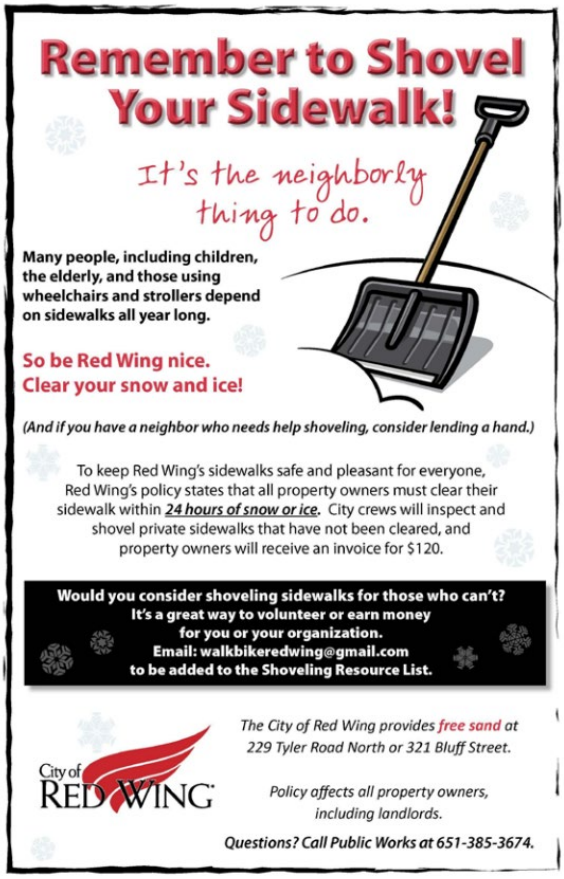


***Figure 3.19**: Educational information from the City of Red Wing, MN about sidewalk shoveling. Credit: City of Red Wing*

Action 4.2: Prioritize enforcement of winter maintenance of walking routes connecting schools and parks

As described in Chapter 2, one of the key findings of community engagement was that schools and parks are top destinations for walking and bicycling. Walking to school is common in Viroqua in winter (Figure 3.20). The network of sidewalks leading to the Viroqua Area Schools and Pleasant Ridge Waldorf/Youth Initiative campuses is a high priority. Eckhart Park is also a popular year-round destination.

***Figure 3.20**: The sidewalks on W Decker Street near the Viroqua Area Schools campus are heavily used by children walking to school in winter.*

The City can create a map of sidewalks that should be prioritized for winter maintenance enforcement. This can be accomplished by conducting a field survey after a snowfall to determine where walking is most common. This map can then be shared with the public to illustrate where enforcement will be prioritized.

Action 4.3: Design facilities to make winter maintenance easier

Several design factors can be adjusted to make winter maintenance easier for sidewalks and trails. One factor is the **width of the boulevards** between the face of curbs and the inside edge of sidewalks and trails. Greater widths facilitate snow storage, while narrower widths often require off site removal of snow. For example, the Minnesota Department of Transportation's Facility Design Guide recommends a minimum boulevard width of 10 feet.[22] This closely matches the recent reconstruction of residential streets such as S Rusk Avenue and S Washington Avenue. However, 10' widths are sometimes not realistic on streets with higher traffic volumes, where WisDOT may require wider travel lanes. The AASHTO Bike Guide recommends boulevard widths of at least 6' but acknowledges that widths may need to be narrower in constrained situations. In these instances, the boulevard should be designed with minimal objects (i.e., trees, signs, street light poles) to more easily facilitate the removal of snow off-site by maintenance crews.

Another design factor is the **width of trails**. Trail widths of 10 feet or greater are preferred for winter maintenance because pick-up trucks with plows can be used for snow clearing without compromising the edge of asphalt pavement, which often breaks prematurely on trails eight feet wide. If a trail width of ten feet cannot be achieved, a concrete trail will better sustain pick-up trucks used as maintenance vehicles.

The **widths of curb ramps** for sidewalks and trails should match the width of potential maintenance vehicles. For example, a sidewalk five feet in width that is cleared by a sidewalk maintenance vehicle five

[22] See Chapter 8: Non-Motorized Facilities, Exhibit 8C-29.

feet in width needs a curb ramp five feet wide to effectively clear the ramp. Similarly, a trail 10 feet in width should have a curb ramp 10 feet wide.

Stormwater catch basins should be placed immediately upstream in elevation of curb ramps to prevent pooling and icing. Since curb ramps are often depressed, water has the potential to pool at the base of ramps. In winter, pools of water freeze and thaw. Placing a catch basin upstream of a curb ramp can solve this maintenance challenge (Figure 3.21).

***Figure 3.21**: At the intersection of Rock Avenue and Jefferson Street (left) a catch basin has been placed upstream of the curb ramp, which better facilitates winter maintenance. At the intersection of Rock Avenue and Terhune Street (right), a catch basin has been placed downstream of the curb ramp, making this location more challenging for winter maintenance. Image Credit: Google*

Action 4.4: Explore options for reduced private property owner responsibilities to increase service quality, decrease costs, and increase compliance with the Americans with Disabilities Act

The City can explore options to reduce private property owner responsibilities for sidewalk snow maintenance. Requiring individual property owners to clear sidewalks within the public right-of-way results in a patchwork effect. Some sidewalks are cleared while other remain uncleared due to a lack of awareness, vacancies, vacationing property owners, and property owners with limited physical abilities. Additional challenges are created by street plows that push snow onto sidewalks and curb ramps after they have been cleared by private property owners (Figure 3.20). Clearing pedestrian routes at street crossings, through median islands, and up to traffic signal push buttons is the responsibility of municipal crews. However, staff resources and training in most communities is often inadequate to properly maintain these locations.

Some communities have addressed these challenges by clearing walkways with municipal or contracted crews. For example, Burlington, VT clears all sidewalks throughout the city, while Rochester, NY clears all sidewalks when snowfalls are four inches or greater. Other communities use an approach where only prioritized routes are cleared in the winter, often connecting schools and parks with commercial districts. Marquette, MI, (Figure 3.22) Portland, ME, and Bangor, ME use the prioritized route approach. Other cities such as Grand Rapids, MI and Syracuse, NY use the prioritized approach only with snowfalls of three inches or over.

Another solution for public sidewalk snow clearing is districts, where individual property owners in close geographic proximity are charged an assessment for special services, which may include clearing snow from walkways. In Wisconsin, these are known as Business Improvement Districts and Neighborhood

Improvement Districts.[23] A final approach is using donations to fund a non-profit organization. This has been successfully accomplished in Ann Arbor, MI where volunteers clear sidewalks in a neighborhood using sidewalk maintenance machines.[24]

ADA requires access to all public facilities including walkways during winter, and FHWA has issued guidance that pedestrian routes must be open or usable throughout the year, with only isolated or temporary interruptions.[25] Using sidewalk maintenance machines along longer walkway segments increases the quality of the sidewalk network in winter, allowing access for people with disabilities. This approach also decreases overall costs because single operators and machines clear long segments, as opposed to hundreds of operators clearing short segments.

***Figure 3.22**: The individual property owner approach typically results in barriers that prevent people with disabilities from using sidewalks in winter (left image from Madison, WI). The community-wide or district approach typically results in a sidewalk network accessible to everyone year-round (right image from Marquette, MI)*

[23] See Wisconsin Statutes 66.1109 and 66.1110: https://docs.legis.wisconsin.gov/statutes/statutes/66/xi/1109. According to correspondence with Frank Bozich, Revenue Auditor with the Wisconsin Department of Revenue, assessments would not count against State of Wisconsin imposed operating levy limits, because this is not a service the City currently provides out of its operating levy.

[24] https://snowbuddy.org/

[25] https://www.fhwa.dot.gov/civilrights/programs/ada/ada_sect504qa.cfm#q31

Action 4.5: Create a policy for winter maintenance of trails

As the Viroqua trail system grows, the City can create a policy regarding the winter maintenance of trails. Currently, city crews clear trails along Rock Avenue and within Eckhart Park (Figure 3.23). Many communities have written policies, sometimes adopted by their governing body, to clarify expectations with the public. Policies often contain a timeframe within which trails will be cleared. If some trails are intended for other uses, such as skiing, winter fat tire biking, or snowmobiling, maintenance is often performed using specialized machines, or no maintenance is performed at all. Policies sometimes list trail or map facilities and their maintenance status. See trail maintenance policy examples in Eagan, MN, Madison, WI, Minneapolis Park & Recreation Board, MN, and Three Rivers Park District, MN.

***Figure 3.23**: City crews maintain trails in Eckhart Park in winter.*

Strategy 5: Improve vegetation maintenance

Improving vegetation maintenance addresses survey respondents' collective viewpoint that vegetation maintenance along sidewalks (i.e., mowing grass, trimming trees/bushes) needs improvement, with approximately 30% rating this condition as excellent or good and the remaining 70% rating it as acceptable, not good, or bad. Actions to achieve this strategy include amending City ordinance to bring vegetation maintenance requirements in compliance with the Americans with Disabilities Act (5.1) and creating policies and procedures for annual education and enforcement of the sidewalk vegetation ordinance (5.2).

Action 5.1 Amend City ordinance to bring vegetation maintenance requirements in compliance with the Americans with Disabilities Act

Current Viroqua ordinance says that boulevard flower garden plantings *"must be maintained to prevent overhang or encroachment onto the sidewalk"* and that, *"Every owner of property abutting a sidewalk shall keep such abutting sidewalk clear of all things."* ADA guidelines require that a vertical clearance of 80 inches (6 feet 8 inches) be maintained.

While City ordinance 12.12.20 is focused on boulevard gardens, vegetation often grows on the private property edge of sidewalks (Figure 3.24). ADA guidelines require a horizontal clearance of four feet with five feet by five feet passing areas every 200 feet. While protrusions can extend up to four inches into this horizontal clearance area, the simplest interpretation of ADA guidelines for sidewalks would be to maintain a five feet horizontal clearance.

***Figure 3.24**: Vegetation can encroach onto sidewalks from the private property edge, making sidewalks impassable for many pedestrians including people with disabilities. Credit: Google*

To bring City ordinance into compliance with ADA, the City should:

- Define 80 inches as the minimum vertical overhang for vegetation (current City ordinance 8.36.130 requires 96 inches as the required minimum vertical overhang, but this applies only at intersections or where signs or street lights exist). Where trails exist, vertical clearance should be 96" minimum or 120" desirable.
- Define 60 inches, centered on the sidewalk, as the minimum horizontal clearance for vegetation. This can cover older neighborhoods where the sidewalk is 48" or where overgrowth of grass adjacent to the sidewalk has narrowed the usable surface width.
- Clarify that vegetation may not overhang sidewalks from either the public right-of-way boulevard or private property.

Action 5.2 Create policies and procedures for annual education and enforcement of the sidewalk vegetation ordinance

The Viroqua City website includes the following information about vegetation maintenance along sidewalks:

"Friendly Neighborhood Reminder from the Viroqua City Council

VIROQUA Wis., August 26, 2020

Please take some time during the next week to create neighbor-friendly sidewalks and boulevards in Viroqua by keeping the following in mind:

- *Please water the young trees on your boulevard.*
- *Aside from grass, trees, and mailboxes, only flowers and other non-woody plants are permitted in the boulevard space between the sidewalk and the street.*

- *Plants on the boulevard may not exceed 30" in height.*
- *The full width of the sidewalk and street must be kept clear of all plant vegetation.*
- *Tree and shrub branches must be pruned to allow comfortable clearance for all residents, including the tall ones, to walk upright without ducking to avoid having an eye poked out.*

For more detailed information, please contact the Viroqua City Hall at (608) 637-3251 and request "City Ordinance 12.12: Obstructing Streets, Sidewalks, and Other Public Walkways," or go online to the City of Viroqua website.

Thank you for your cooperation!"

Other communities have created educational and enforcement materials regarding vegetation maintenance along sidewalks. These materials often include graphics or images illustrating maintenance requirements (Figure 3.25):

- Austin, TX
- Corte Madera, CA
- Hillsboro, OR
- Moscow, ID
- Perry, IA
- Snohomish County, WA

The City can create annual policies and procedures to educate the public and carry out enforcement to improve vegetation maintenance along sidewalks. Annual activities could include social media posts, press releases, website updates, flyers, and annual proactive enforcement during the growing season.

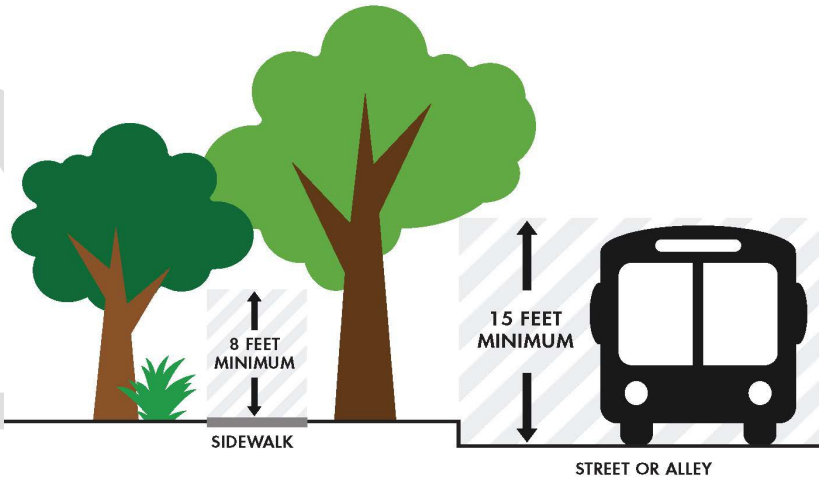


***Figure 3.25**: A graphic illustrating minimum vertical clearance required on sidewalks and streets. Credit: City of Hillsboro, OR*

Goal C/Strategy 6 Implement the Bicycle & Pedestrian Plan

Several actions have been created to implement the Bicycle & Pedestrian Plan. These include extending the work of the Bicycle & Pedestrian Plan Advisory Committee (6.1), applying for federal funds through the Transportation Alternatives Program, Recreational Trails Program, and Rebuilding American Infrastructure with Sustainability and Equity (6.2), updating the City Council annually on progress for each action item in the Plan (6.3), and updating the Plan every five years until it is complete (6.4).

Action 6.1: Extend the work of the Bicycle & Pedestrian Plan Advisory Committee

The Bicycle & Pedestrian Plan Advisory Committee first met in November of 2023. Mayor Justin Running created the temporary committee and it was approved by the City Council. The committee can be renamed to the Bicycle & Pedestrian Advisory Committee to indicate their work is ongoing and broader than only the establishment of the Plan. An ongoing committee can provide the perspective of residents by monitoring Plan progress and making specific recommendations to the City Council, while the City Council would retain the authority to adopt an annual budget and establish the priorities and policies of the City.

The League of American Bicyclists and Alliance for Biking and Walking have published a report, Making Bicycling and Walking a Norm for Transportation Agencies: Best Practices for Bicycle and Pedestrian Advisory Committees. This report covers the following topics:

- Bicycle and pedestrian advisory committee (BPAC) definition and structure
- Benefits and challenges of a BPAC
- Making the case for a BPAC
- Establishing a BPAC
- Recommendations for an effective BPAC
- Case studies

The City can consult this report to consider how the work of the Bicycle & Pedestrian Plan Advisory Committee can be extended.

Action 6.2 Apply for federal funds through the Transportation Alternatives Program, Recreational Trails Program, and Rebuilding American Infrastructure with Sustainability and Equity Program

The Transportation Alternatives Program (TAP) and Recreational Trails Program (RTP) are annual federal funding sources administered through the Wisconsin Department of Transportation and Wisconsin Department of Natural Resources. The Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Program is administered through the US Department of Transportation. Viroqua has successfully applied to receive TAP funding in the past. For example, the City received $800,000 in funding to implement 2024 Main Street improvements for pedestrians and bicyclists.

TAP projects can fund the planning, design, and construction of new infrastructure for pedestrians and bicyclists. Facilities that are maintained year-round generally score better. Other regional projects receiving federal funds during the 2022 solicitation[26] included:

- Boscobel Wisconsin River trail ($2,069,000)
- Hazel Green sidewalk additions ($383,000)

[26] https://wisconsindot.gov/Documents/doing-bus/local-gov/astnce-pgms/highway/bil23-tap-supaw.pdf

- Holland trail paving ($285,000)
- Platteville Mount View trail connector ($407,000)
- Richland Center Intermediate School path ($64,000)
- Sauk City Wisconsin River recreational bridge ($5,588,000)
- Wauzeka-Steuben crossing signals of State Highway 60 ($48,000)

RTP funds trail construction and maintenance and includes eligible categories for motorized recreation such as snowmobiles and ATV/UTV's. Projects funded during the most recent solicitation included bench installation, boardwalk construction/replacement, cross country ski trail construction/maintenance, mountain bike trail construction/maintenance, parking lot expansions, picnic shelter construction, trail bridge rehabilitations/replacements, trail surface rehabilitations, and trail widening.[27]

Local government agencies like the City of Viroqua are eligible to apply for funding from the RAISE program. Minimum project grants in rural areas are $1 million and maximum grants are $25 million. Under the RAISE program, federal cost share may be up to 100%. The projects are intended to be those that are more difficult to support through traditional funding programs.[28] Examples of Midwestern projects receiving RAISE funds in 2024 include:

- Beatrice, NE Court Street pedestrian-focused corridor ($21.4 million)
- Dubuque, IA complete streets improvements ($25 million)
- Edwardsville, IL multimodal transportation improvements ($21.2 million)
- Kalamazoo, MI walkable downtown improvements ($25 million)
- Toledo, OH Riverwalk project ($19.1 million)
- Topeka, KS 50-mile network of sidewalks ($25 million)
- Waukesha, WI bike and pedestrian bridges ($1.1 million)
- Worthington, MN Complete Streets ($15.1 million)

The City should continue to apply to both TAP, RTP, and RAISE to fund project implementation. The City can also partner with other eligible applicants, including the Town of Viroqua, Vernon County, Vernon Trails, and Viroqua Area Schools.

Action 6.3 Update the City Council annually on progress for each action item in the Plan

After the Plan is adopted, City staff can update the City Council annually on progress for each action item. The purpose of regular updates is to prioritize the Plan's adoption, create a communication link between elected officials and staff regarding the Plan, and educate new elected officials about the Plan's existence. Annual updates can include responsible departments, a short summary of updates, and the status of each action item (Figure 3.26).

[27] https://dnr.wisconsin.gov/sites/default/files/topic/Aid/grants/awards/RTPAwards.pdf
[28] https://www.transportation.gov/RAISEgrants

Strategy 4 Summary: Improve crossing condition				
Number	**Action**	**Responsible Department(s)**	**2023 Updates**	**2023 Status**
4.1	Require high-visibility, protected crossings in high priority areas	Public Works: Traffic Engineering Division	No updates at this time.	Started
4.2	Require Leading Pedestrian Intervals at high-conflict crossings	Public Works: Traffic Engineering Division	No updates at this time.	On-Schedule
4.3	Use automatic pedestrian signal phases in high pedestrian traffic areas	Public Works: Traffic Engineering Division	All signalized locations have a pedestrian signal. ADA upgrades are constantly being improved.	Ongoing

***Figure 3.26**: An example of an annual update on pedestrian plan action items. Credit: City of Cedar Rapids, IA*

Action 6.4 Update the Plan every five years until it is complete

Chapter 4 of the Plan includes an implementation schedule of near-term (1 – 5 years), mid-term (6 – 10 years), and long-term (11 – 20 years) projects. As the near-term window comes to a close, the City can update the Plan to assess progress and make adjustments. Plans often need alterations to account for unforeseen projects, developments, and priorities. At 5-year intervals, projects and actions can be adjusted to account for these changes. The Plan has a 20-year timeframe and can be completed by the end of 2044.

04 Network Implementation Action Plan

The sidewalk and trail network in Viroqua is the basic infrastructure that serves people traveling in the community. This chapter addresses how the existing network can be expanded. It begins with a snapshot of existing facilities in the community, and then lays out an implementation action plan for the future network.

Existing Facilities

Existing trails and bikeway facilities within Viroqua and adjacent areas are shown in Figure 4.5. Within city limits, Viroqua currently has the following facilities:

- 23 miles of sidewalks (Figure 4.1)
- 9 miles of natural surface trails (Figure 4.2)
- 2.5 miles of paved trails (Figure 4.3)
- 1.5 miles of streets with painted pedestrian or bicycle lanes (Figure 4.4)

Most sidewalks were constructed earlier in the 20th century and have been rebuilt or repaired in the decades since. Natural surface trails are generally on private property and maintained by those property owners and/or Vernon Trails. Paved trails and painted pedestrian/bicycle lanes have been installed in the past two decades and are maintained by the City of Viroqua or Viroqua Area Schools.

Figure 4.1: *A sidewalk along Court Street.*

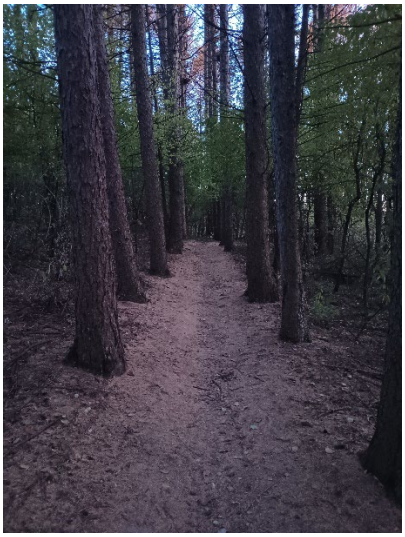


Figure 4.2: *A natural surface trail in Hubbard Hills.*

Figure 4.3: *A paved trail next to Blackhawk Field.*

Figure 4.4: *A painted bike lane on Nelson Parkway.*

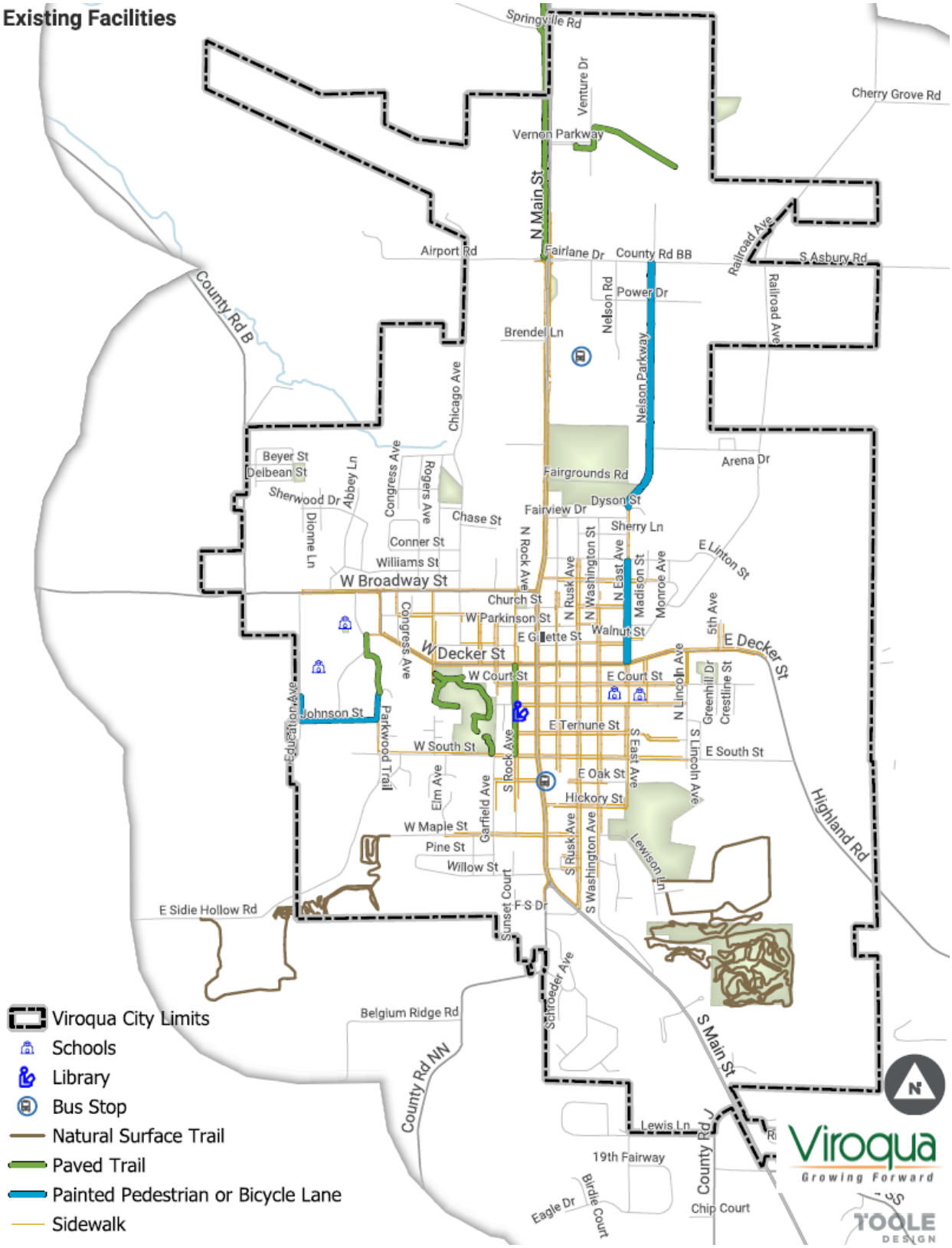


***Figure 4.5**: Existing facilities within Viroqua and nearby areas are sidewalks (yellow-orange lines), natural surface trails (brown lines), paved trails (green lines), and painted pedestrian or bicycle lanes (blue lines).*

Future Network

Viroqua's future network, as shown in Figures 4.7 and 4.8, combines the community's preferences from Chapter 2 with goals and strategies from Chapter 3. The vision is a network to be completed over the next 20 years.

As with any plan, the future network identified in this Plan was analyzed at a planning level and does not represent a detailed, site-specific study. While the alignments and facility types in the future network have been determined, different decisions may be made as each project advances based on factors such as available right-of-way, public support, construction cost, motor vehicle traffic volumes, and overall mobility goals. The City should seek to provide the most comfortable and safe facility possible with available funding.

Projects were ranked in magnitude of priority for implementation. Project rankings are only one factor used to program projects and do not have to be strictly followed. For example, there may be an instance where an upcoming street project is scheduled and thereby presents an opportunity where the City could implement a long-term walking or bicycling facility at a sooner date. However, project rankings are helpful when there is a need to prioritize many projects for grant or other funding opportunities.

The Viroqua Bicycle and Pedestrian Plan Advisory Committee reviewed eight factors and weighted their importance, as shown in Figure 4.6. After weights were determined, each project was scored and weighted based on the eight factors, as shown in Figure 4.9 and 4.10. Scores are a rough approximation of the second column in Figure 4.6 on a scale of one through three, with one being a lower score and three being a higher score. Project ID numbers can be used to locate each project shown on the maps in Figures 4.7 and 4.8, as well as the charts in Figures 4.9, 4.10, and 4.11.

***Figure 4.6**: Eight project ranking factors, weighted by the Viroqua Bicycle and Pedestrian Plan Advisory committee.*

Factor	**Higher Rank with . . .**	**Justification**	**Source**	**Weight** *(6=more weight, 3=less weight)*
Connections to schools	Closer connection	Facilities near schools tend to have higher use by children	Project maps (Figures 4.7 and 4.8)	6
Busy roads	Roads with higher motor vehicle volumes	Roads with higher volumes tend to be a predictor of future crashes	WisDOT Traffic Counts website[1]	6
Demand	More demand	Projects with more demand are more likely to be used by the public	Maps generated from community engagement[2]	5
Connections to high density housing	Closer connection	High density housing tends to have lower income households with fewer vehicles	Google Aerial and Street View	5
Crashes involving bicyclists or pedestrians	More crashes	Locations with higher crashes may have existing safety problems	Wisconsin Traffic Crash Maps website[3]	4
Feasibility	Higher feasibility	Projects with higher feasibility have a greater likelihood of implementation	Challenges described in Figure 4.11	4
Cost	Lower cost	Projects with a lower cost are easier to fund	Toole Design estimate (see Figure 4.11)	3
Connections to natural areas, parks, and recreation centers	Closer connection	Parks and natural areas were one of the top priorities in the Plan	Project maps (Figures 4.7 and 4.8)	3

[1] https://wisdot.maps.arcgis.com/apps/webappviewer/index.html?id=2e12a4f051de4ea9bc865ec6393731f8
[2] See Figures A.10 and A. 11 in Appendix A
[3] https://transportal.cee.wisc.edu/partners/community-maps/

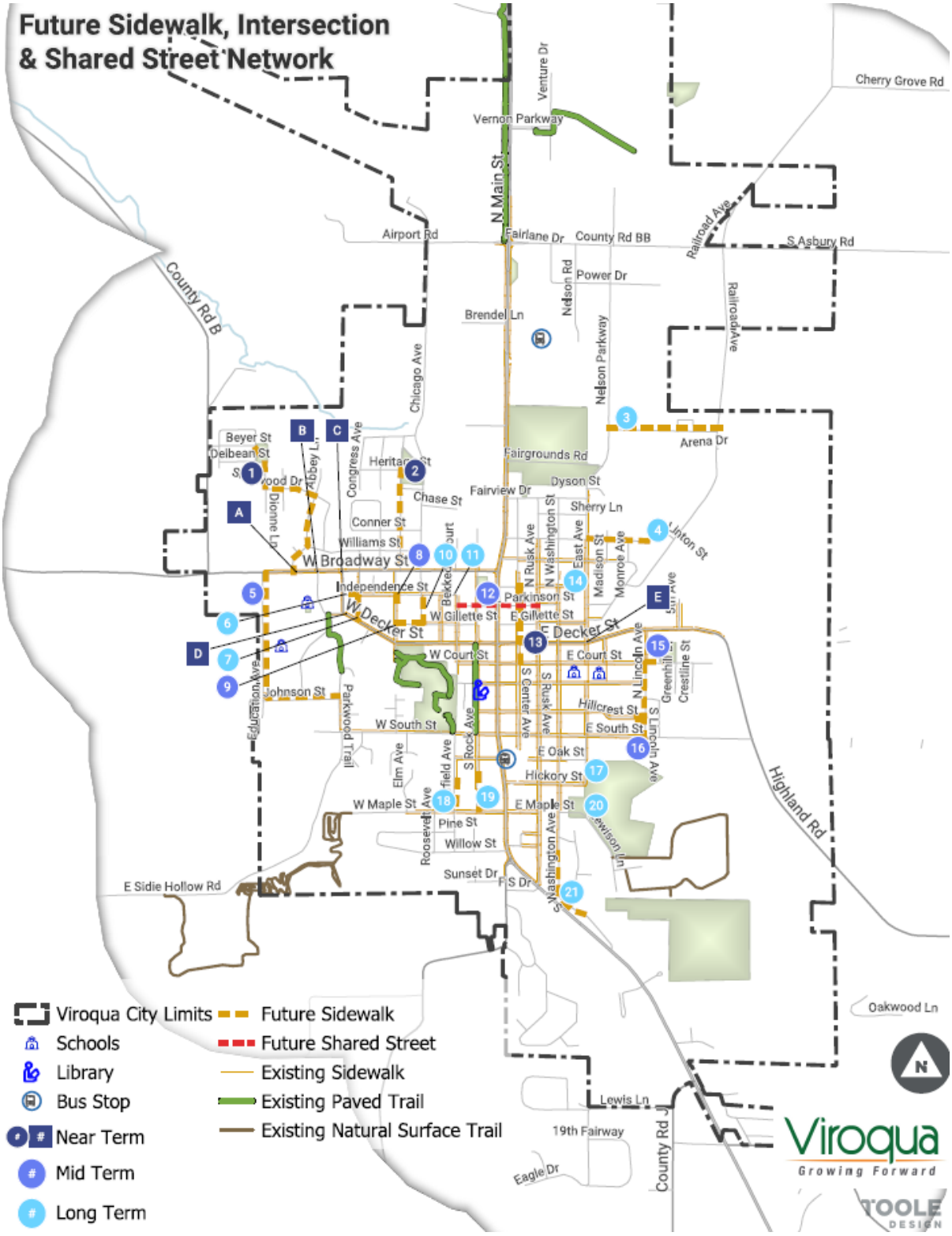


***Figure 4.7**: The future sidewalk, intersection, and shared street network for Viroqua. Project numbers correspond to charts shown in Figures 4.9, 4.10, and 4.11.*

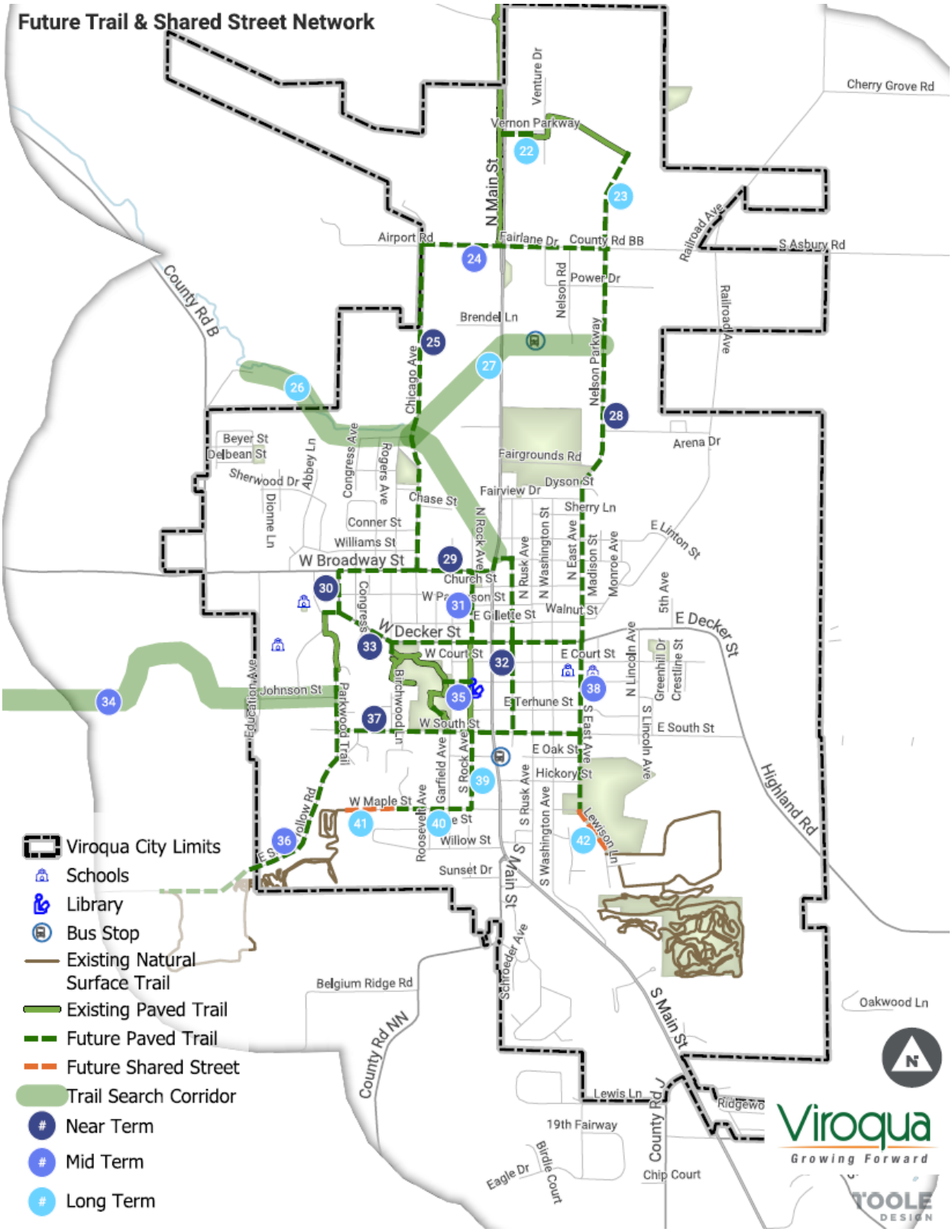


Figure 4.8: *The future trail and shared street network for Viroqua and adjacent areas. Project numbers correspond to charts shown in Figures 4.9, 4.10, and 4.11.*

Figure 4.9: *Each project was scored on eight factors, as described in Figure 4.6.*

Connections to schools score	Busy roads score	Demand score	Connections to high density housing score	Crashes involving bicyclists or pedestrians score	Feasibility score	Cost score	Connections to natural areas, parks, and recreation centers score	Total Unweighted Score
Higher score (3=highest score, 1=lowest score) with . . .								
Closer connection	Roads with higher motor vehicle volumes	More demand	Closer connection	More crashes	Higher feasibility	Lower cost	Closer connection	
1 - Dionne Lane/Sherwood Drive/Abbey Lane								
3	2	3	3	2	1	2	3	19
2 - Western Avenue								
3	2	2	3	1	2	2	3	18
3 - Arena Drive								
1	1	2	1	1	3	2	3	14
4 - Linton Street								
2	1	3	3	1	1	2	1	14
5 - Education Avenue/Johnson Street								
3	2	3	1	1	3	2	1	16
6 - Independence Street								
3	1	2	1	1	1	2	1	12
7 - Congress Avenue								
3	1	2	2	1	1	2	2	14
8 - Western Avenue								
3	1	2	2	1	3	3	2	17
9 - W Gillette Street								
3	1	2	2	1	2	2	2	15
10 - Chicago Avenue								
3	1	2	2	1	2	2	2	15
11 - Independence Street								
2	1	1	2	1	2	2	1	12
12 - Parkinson Street								
2	2	3	2	1	2	1	1	14
13 - Center Avenue								
3	3	3	2	2	2	2	1	18
14 - N Washington Avenue								
2	1	2	2	1	2	3	1	14
15 - E Court Street								
3	2	1	2	1	2	2	3	16
16 - S Lincoln Avenue/Hillcrest Avenue								
3	2	3	2	1	1	2	2	16
17 - E Oak Street								
2	1	1	2	1	1	3	3	14
18 - Garfield Avenue								
1	1	2	3	1	1	2	2	13
19 - S Rock Avenue								
1	2	2	3	1	1	2	2	14
20 - Lewison Lane								
2	1	1	1	1	2	3	3	14
21 - S Washington Avenue								
1	2	3	2	1	1	1	2	13
A- W Broadway Street (WI-56) & Abbey Lane								
3	3	3	2	1	3	2	2	19
B- W Broadway Street (WI-56) and Blackhawk Drive								
3	3	3	2	1	3	2	2	19
C - W Broadway Street (WI-56) & Hillyer Street								
3	3	3	2	1	3	2	2	19
D - W Broadway Street (WI-56)/Hillyer Drive (WI-56)/Blackhawk Drive								
3	3	3	2	1	3	2	2	19
E - E Decker Street (WI-56) & N East Avenue								
3	3	3	2	1	3	2	2	19
22 - Vernon Parkway								
1	1	2	1	1	1	1	1	9
23 - County Home Road								
1	1	2	1	1	2	2	1	11
24 - Airport Road/Fairlane Drive (County Highway BB)								
1	3	3	1	3	1	1	1	14
25 - Chicago Avenue								
3	3	3	3	1	2	1	3	19
26 - Tributary of the Springville Branch of the Bad Axe River								
2	1	1	3	1	1	1	3	13
27 - East-west connection to Aldi/Wal-Mart								
2	1	2	3	2	1	1	2	14
28 - Nelson Parkway/N East Avenue								
3	3	2	2	3	1	1	3	18
29 - Broadway Avenue								
3	3	3	3	3	1	1	2	19
30 - Hillyer Street (State Highway 56)								
3	3	2	2	1	1	2	2	16
31 - Rock Avenue								
2	2	3	2	1	1	2	2	15
32 - Center Avenue								
2	3	2	2	3	2	2	2	18
33 - Decker Street (State Highway 56)/Blackhawk Drive								
3	3	3	2	3	1	1	3	19
34 - Johnson Street								
3	2	2	1	1	2	2	2	15
35 - Jefferson Street								
2	1	1	3	3	2	1	3	16
36 - Parkwood Trail/Sidie Hollow Road								
3	2	2	2	1	1	1	3	15
37 - South Street								
3	3	3	3	3	1	1	3	20
38 - S East Avenue								
3	2	2	2	1	1	1	3	15
39 - S Rock Avenue								
2	2	2	2	1	1	2	2	14
40 - W Maple Street								
2	1	2	2	1	1	2	3	14
41 - W Maple Street								
1	1	2	1	1	3	3	3	15
42 - Lewison Lane								
1	1	2	1	1	3	3	3	15

Figure 4.10: *After scoring, each project was weighted based on input from the Viroqua Bicycle and Pedestrian Plan Advisory Committee.*

Connections to schools score	Busy roads score	Demand score	Connections to high density housing score	Crashes involving bicyclists or pedestrians score	Feasibility score	Cost score	Connections to natural areas, parks, and recreation centers score	Total Weighted Score
Weight: 6	Weight: 6	Weight: 5	Weight: 5	Weight: 4	Weight: 4	Weight: 3	Weight: 3	
37 - South Street								
18	18	15	15	12	4	3	9	94
29 - Broadway Avenue								
18	18	15	15	12	4	3	6	91
25 - Chicago Avenue								
18	18	15	15	4	8	3	9	90
33 - Decker Street (State Highway 56)/Blackhawk Drive								
18	18	15	10	12	4	3	9	89
A- W Broadway Street (WI-56) & Abbey Lane								
18	18	15	10	4	12	6	6	89
B- W Broadway Street (WI-56) and Blackhawk Drive								
18	18	15	10	4	12	6	6	89
C - W Broadway Street (WI-56) & Hillyer Street								
18	18	15	10	4	12	6	6	89
D - W Broadway Street (WI-56)/Hillyer Drive (WI-56)/Blackhawk Drive								
18	18	15	10	4	12	6	6	89
E - E Decker Street (WI-56) & N East Avenue								
18	18	15	10	4	12	6	6	89
1 - Dionne Lane/Sherwood Drive/Abbey Lane								
18	12	15	15	8	4	6	9	87
13 - Center Avenue								
18	18	15	10	8	8	6	3	86
28 - Nelson Parkway/N East Avenue								
18	18	10	10	12	4	3	9	84
32 - Center Avenue								
12	18	10	10	12	8	6	6	82
2 - Western Avenue								
18	12	10	15	4	8	6	9	82
30 - Hillyer Street (State Highway 56)								
18	18	10	10	4	4	6	6	76
5 - Education Avenue/Johnson Street								
18	12	15	5	4	12	6	3	75
8 - Western Avenue								
18	6	10	10	4	12	9	6	75
16 - S Lincoln Avenue/Hillcrest Avenue								
18	12	15	10	4	4	6	6	75
15 - E Court Street								
18	12	5	10	4	8	6	9	72
35 - Jefferson Street								
12	6	5	15	12	8	3	9	70
36 - Parkwood Trail/Sidie Hollow Road								
18	12	10	10	4	4	3	9	70
38 - S East Avenue								
18	12	10	10	4	4	3	9	70
31 - Rock Avenue								
12	12	15	10	4	4	6	6	69
34 - Johnson Street								
18	12	10	5	4	8	6	6	69
9 - W Gillette Street								
18	6	10	10	4	8	6	6	68
10 - Chicago Avenue								
18	6	10	10	4	8	6	6	68
12 - Parkinson Street								
12	12	15	10	4	8	3	3	67
24 - Airport Road/Fairlane Drive (County Highway BB)								
6	18	15	5	12	4	3	3	66
4 - Linton Street								
12	6	15	15	4	4	6	3	65
7 - Congress Avenue								
18	6	10	10	4	4	6	6	64
27 - East-west connection to Aldi/Wal-Mart								
12	6	10	15	8	4	3	6	64
39 - S Rock Avenue								
12	12	10	10	4	4	6	6	64
19 - S Rock Avenue								
6	12	10	15	4	4	6	6	63
14 - N Washington Avenue								
12	6	10	10	4	8	9	3	62
40 - W Maple Street								
12	6	10	10	4	4	6	9	61
41 - W Maple Street								
6	6	10	5	4	12	9	9	61
42 - Lewison Lane								
6	6	10	5	4	12	9	9	61
21 - S Washington Avenue								
6	12	15	10	4	4	3	6	60
17 - E Oak Street								
12	6	5	10	4	4	9	9	59
3 - Arena Drive								
6	6	10	5	4	12	6	9	58
20 - Lewison Lane								
12	6	5	5	4	8	9	9	58
26 - Tributary of the Springville Branch of the Bad Axe River								
12	6	5	15	4	4	3	9	58
18 - Garfield Avenue								
6	6	10	15	4	4	6	6	57
6 - Independence Street								
18	6	10	5	4	4	6	3	56
11 - Independence Street								
12	6	5	10	4	8	6	3	54
23 - County Home Road								
6	6	10	5	4	8	6	3	48
22 - Vernon Parkway								
6	6	10	5	4	4	3	3	41

Figure 4.11 identifies each future project and their limits. Also provided are the following planning-level details:

- **Project types** correspond to facility types described in Actions 1.1 and 1.2 in Chapter 3.
- **Lead agency and partners** identify a likely lead agency and partners necessary for successful completion of a project.
- **Phasing** identifies project timing by near-term (one to five years, 2025 – 2029), mid-term (six to 10 years, 2030 – 2034), and long-term (11 to 20 years, 2035 – 2044). Phasing was determined using project prioritization scores in Figure 4.10.
- **Funded project type** describes the type of associated construction project where coordination can occur to build a walking or bicycling project that reduces project costs.
- **Funded project year** identifies the year another construction project is currently programmed in a capital plan.
- **Cost estimate** provides a planning level estimate of probable relative cost.
- **Opportunities and challenges** describe issues that will need detailed planning and engineering design as each project is further developed.

Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
1	Dionne Lane/Sherwood Drive/Abbey Lane	Joseph Martin Avenue to W Broadway Street	0.5	Sidewalk	City of Viroqua	**Near term**	Yes	$$	87	A sidewalk can connect the Cedar Meadow Trailer Court and Park with the Viroqua Area Schools campus, serving the residential neighborhood north of Broadway Street and west of Hillyer Street. At its north end, the playground at Cedar Meadow Park is an opportunity for connection. An easement from private property owners would be required at the north end of the Dionne Lane cul-de-sac. 8' to 13' of public right-of-way exists behind the curbs on both sides of these streets. Possible conflicts include street trees, utility boxes, steep grades, and driveways.
2	Western Avenue	Heritage Street to W Broadway Street	0.3	Sidewalk	City of Viroqua	**Near term**	No	$$	82	A sidewalk on the east side of Western Avenue can connect Hanson Park with W Broadway Street, serving the residential neighborhood north of Broadway Street and east of Hillyer Street. At its north end, a crosswalk across Western Avenue can provide a direct connection to the Westview Mobile Home Court. 18' of public right-of-way exists behind the edge of pavement along Western Avenue. Possible conflicts include street trees and signs.
3	Arena Drive	Nelson Parkway to Silverstone Drive	0.3	Sidewalk	City of Viroqua	**Long term**	No	$$	58	A sidewalk may be built on the north or south sides to connect residents of Silverstone Estates with a future trail on Nelson Parkway. A north side sidewalk would prevent residents from being required to cross Arena Drive. A south side sidewalk would provide a direct connection to Viroqua Area Schools Early Learning Center. 20' of public right-of-way exists behind the edge of pavement on both sides. Possible conflicts include overhead power lines (north side only), ditch drainage, and driveways.
4	Linton Street	N East Avenue to Linton Village Apartments	0.2	Sidewalk	City of Viroqua	**Long term**	No	$$	65	A sidewalk on the north side would connect residents of Linton Village Apartments with the existing sidewalks along N East Avenue. 20' of public right-of-way exists behind the edge of pavement on both sides. Possible conflicts include overhead power lines, driveways, a fire hydrant, steep grades, trees, and bushes.
5	Education Avenue/Johnson Street	W Broadway St to Parkwood Trail	0.6	Sidewalk	City of Viroqua (Viroqua Area Schools)	**Mid term**	Yes	$$	75	A sidewalk should be built on the east side of Education Avenue and the north side of Johnson Street. A trail is anticipated to be built at a later time on Johnson Street, so a 5' sidewalk should be built so it can be widened up to 10' if the trail is placed on the north side. 18' of public right-of-way exists behind the curb on both streets. The Johnson Street sidewalk will replace the painted pedestrian lane.
6	Independence Street	Hillyer Street to Congress Avenue	0.1	Sidewalk	City of Viroqua (WisDOT)	**Long term**	Yes	$$	56	Independence Street is 30' wide with a curb on the north side and no curb on the south side. Parking is allowed on both sides. 13' of public right-of-way is available on the north side behind the curb and 18' of public right-of-way is available on the south side behind the pavement edge. While the north side is generally favorable because of the existing curb/drainage and less landscaping, the south side should also be evaluated. Street narrowing and parking removal are also additional possibilities. A crossing of Hillyer Street (State Highway 56) should also be coordinated with WisDOT since the existing Hillyer Street sidewalk is on the west side.
7	Congress Ave	Independence Street to W Decker Street	0.1	Sidewalk	City of Viroqua	**Long term**	Yes	$$	64	Congress Avenue is 23' wide with a combination of curbs and no curbs. Additional public right-of-way beyond the edge of pavement varies from 12' to 16' on the west side and 9' to 14' on the east side. Both sides should be evaluated to determine the preferable location for a sidewalk. Possible conflicts include overhead power lines, driveways, steep grades, and street trees.
8	Western Avenue	North side of Independence Street to existing sidewalk on east side of Western Avenue	0.02	Sidewalk	City of Viroqua	**Mid term**	Yes	$	75	A sidewalk on the east side of Western Avenue is missing at 333 Western Avenue. The sidewalk should connect to the north side of Indepenence Street (i.e., the northeast corner of Independence Street and Western Avenue).
9	W Gillette Street	Western Avenue to Chicago Avenue	0.1	Sidewalk	City of Viroqua	**Mid term**	Yes	$$	68	A sidewalk on the north side of Gillette Street would connect the sidewalk to the east with existing sidewalks on Western Avenue. Additional right-of-way behind the curb is 17'. Possible conflicts include trees.
10	Chicago Avenue	Independence Street to W Gillette Street	0.1	Sidewalk	City of Viroqua	**Long term**	No	$$	68	While a partial sidewalk already exists on the east side of Chicago Avenue, available public right-of-way behind the curbs varies from 5' to 8' on the east side and 16' to 18' on the west side. This makes the west side preferable, where possible conflicts include shrubs and a driveway.

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**
**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
11	Independence Street	Existing sidewalk on the north side of Independence Street to existing sidewalk on the east side of N Dunlap Street	0.04	Sidewalk	City of Viroqua	**Long term**	No	$$	54	A sidewalk can be constructed in front of 310 Independence Street, 413 N Dunlap Street, and 411 N Dunlap Street. The primary conflict in this location is steep grades. A stairway already exists between 413 and 411 N Dunlap Street, but a sidewalk does not connect to the stairway.
12	Parkinson Street	N Dunlap Street to N Rusk Street	0.2	Shared Street	City of Viroqua (WisDOT)	**Mid term**	No	$$$	67	Public right-of-way varies from 32' to 34' along this 4-block stretch of Parkinson Street. The street's character varies by block: 1) from Dunlap to Rock, Parkinson has no curbs and is as narrow as 16'; 2) from Rock to Main, the street is 24' wide and has curbs; 3) from Main to Center, Parkinson has no curbs and is as narrow as 18'; 4) from Center to Rusk, the street is 24' wide and has curbs. Possible sidewalk conflicts beyond the edge of pavement on segments 1 and 3 include steep grades, bushes, trees, driveways, buildings, and overhead power lines. In segments 2 and 4, additional right-of-way would need to be acquired for sidewalks. In segment 2 this is possible on the north side but may require removal of several trees. In segment 4 this is possible on the north side where there are few possible conflicts. A likely alternative that should be explored is shared streets. See Action 1.2 in Chapter 3 for design considerations. A clearly marked crossing of US Highways 14/61 should be coordinated with WisDOT.
13	Center Avenue	Church Street to Court Street	0.2	Sidewalk	City of Viroqua	**Near term**	Yes	$$	86	Center Avenue is generally 32' wide north of Decker Street with a missing sidewalk on the east side. Additional public right-of-way behind the curbs varies from 14' to 18'. During the upcoming reconstruction project, an opportunity exists to fill in this missing gap. Possible conflicts include the Nelson's Hardware parking lot and buildings. Closer to Court Street, there is a missing sidewalk in front of the parcel owned by Citizens First Bank. An asphalt driveway is located where a concrete sidewalk should be located. This project should be coordinated with project #32. If a trail is constructed on the east side, the need for a sidewalk will not exist.
14	N Washington Avenue	E Broadway Street to E Church Street	0.1	Sidewalk	City of Viroqua	**Long term**	No	$	62	Sidewalks are missing in front of two of four parcels on the east side of Washington Avenue: 403 E Broadway Street and 408 E Church Street. Possible conflicts include driveways and fencing.
15	E Court Street	Existing sidewalk at 651 Court Street to Court Street Park	0.1	Sidewalk	City of Viroqua	**Mid term**	Yes	$$	72	A sidewalk is preferable on the south side of Court Street due to the following factors: 1) Additional right-of-way behind the curbs is 17' on the south side and 14' on the north side, 2) Possible conflicts are greater on the north side, including retaining walls and a stairway. Possible conflicts on the south side include driveways and steep grades. A crosswalk should be located at Court Street Park.
16	S Lincoln Avenue/Hillcrest Avenue	E Court Street to E South Street	0.2	Sidewalk	City of Viroqua	**Mid term**	Yes	$$	75	Between Court Street and Jefferson Street, the public right-of-way is 40' with an approximate 25' wide street and 6' of right-of-way behind the curb on the west side and 9' on the east side. Between Jefferson Street and South Street, the right-of-way widens to 62' with 20' of right-of-way behind the curb on the west side and 10' on the east side. As a result, a sidewalk on the west side is preferable. This project also includes completion of Hillcrest Avenue sidewalks in front of 3 parcels: 1) 557 Hillcrest, 2) 558 Hillcrest, 3) 564 Hillcrest. Possible conflicts include overhead power lines, driveways, shrubs, trees, and a retaining wall.
17	E Oak Street	Existing sidewalk at 409 E Oak Street to S East Avenue	0.1	Sidewalk	City of Viroqua	**Long term**	No	$	59	Sidewalks are missing in front of 3.5 of five parcels on the south side of Oak Street: half of 409 E Oak and all of 415 Oak, 421 Oak, 427 Oak. Possible conflicts include driveways, fencing, and a raised garden. Right-of-way behind the curb varies from 10' to 14'.
18	Garfield Avenue	Existing sidewalk at Bethel Home to W Maple Street	0.1	Sidewalk	City of Viroqua	**Long term**	No	$$	57	Sidewalks are missing in front of 4 parcels south of Bethel Home on the east side of Garfield: 629 Garfield, 631 Garfield, 637 Garfield, and 218 Maple. 15' of right-of-way exists behind the curb. Possible conflicts include trees, bushes, and driveways.
19	S Rock Avenue	Existing sidewalk at Bethel Home to W Maple Street	0.1	Sidewalk	City of Viroqua	**Long term**	No	$$	63	Sidewalks are missing in front of 3 parcels south of Bethel Home on the west side of Rock: 624 Rock, 626 Rock, and 202 Maple. 12' of right-of-way exists behind the curb. Possible conflicts include trees, bushes, and driveways.
20	Lewison Lane	S Washington Street to Washington Park	0.04	Sidewalk	City of Viroqua	**Long term**	No	$	58	Sidewalks can be extended from Washington Avenue to Washington Park on both sides of Lewison Lane. Public right-of-way beyond the edge of pavement on both sides of Lewison Lane varies from 10' to 15'. Possible conflicts include bushes, driveways, and ditch drainage.

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**

**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
21	S Washington Avenue	Existing sidewalk at 702 S Washington Avenue to VFW	0.3	Sidewalk	City of Viroqua	Long term	No	$$$	60	A sidewalk can be extended south from 702 Washington along the west side. Right-of-way behind the curb varies from 12' to 15'. Possible conflicts include gardens, driveways, trees, bushes, and steep grades. South of 740 Washington, Washington Avenue curves, curbs disappear, road width varies, and the City's right-of-way varies and merges with WisDOT. A sidewalk likely needs to cross Washington at some point to access the VFW. Possible conflicts include steep grades, cable guardrails, and driveways.
A	W Broadway Street and Abbey Lane	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	Yes	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A sidewalk can be added at the intersection to match in with project #1 on Abbey Lane.
B	W Broadway Street and Blackhawk Drive	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	Yes	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A rectangular rapid flashing beacon can be added to the west leg crosswalk across Broadway Street to replace the existing LED flashing lights.
C	W Broadway Street and Hillyer Street	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	Yes	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A rectangular rapid flashing beacon can be added to the west leg crosswalk across Broadway Street. A trail can be installed on the north and west legs of the intersection, widening the sidewalk to accommodate pedestrians and bicyclists (see projects #29 and 30).
D	W Decker Street and Hillyer Street and Blackhawk Drive	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	Yes	$$	89	High visibility crosswalks can be added across Decker Street and Blackhawk Drive. Blackhawk Drive (currently 36' wide) can be narrowed to shorten the crossing distance of the west leg of the intersection. A sidewalk can be added to the north side of Blackhawk Drive. A rectangular rapid flashing beacon can be added to the east leg crosswalk across Decker Street. A trail can be installed on the south leg of the intersection, widening the sidewalk to accommodate high peak volumes of pedestrians and bicyclists (see project #33).
E	Decker Street (WI-56) and N East Avenue	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	Yes	$$	89	A rectangular rapid flashing beacon can be added, preferably on the east leg where a future trail is planned (see project #38).High visibility crosswalks can be added across Decker Street. If a trail is installed along N East Avenue at the same time, green color between the white lines is recommended on the east leg. If a trail is installed along Decker Street at the same time, a speed table can be added on the south leg (see project #33). Bump outs can be added to narrow the crossing distance of Decker Street (approximately 34') and the north leg of the intersection (approximately 40') to narrow the crossing distance of N East Avenue. Turning movements should be examined during the design phase.
22	Vernon Parkway	Viroqua Westby Trail to west termini of Vernon Parkway trail	0.1	Paved Trail	WisDOT (City of Viroqua)	Long term	No	$$$	41	An at-grade crossing of US Highways 14/61 is not advisable at this location due to the speeds of motor vehicles and number of lanes. The most likely solution is a tunnel underneath the highway similar to the tunnel a mile north at the intersection of US Highways 14/61 with County Highway Y. A tunnel should be designed in accordance with the 2024 AASHTO Bike Guide. See Section 13.4 Design Details for Tunnels and Underpasses.
23	County Home Road	East termini of Vernon Parkway trail to Fairlane Drive (County Highway BB)	0.3	Paved Trail	Vernon County (City of Viroqua	Long term	No	$$	48	A trail through Vernon County property could follow the alignment of County Home Road, but this alignment is not necessary. A trail alignment should at a minimum directly connect with Vernon Manor and the Vernon County Health & Human Services Department.
24	Airport Road/Fairlane Drive (County Highway BB)	Chicago Avenue to Nelson Parkway	0.6	Paved Trail	City of Viroqua (Vernon County, WisDOT)	Mid term	No	$$$	66	A trail alignment on the south or north side will need evaluation based on destinations, available right-of-way, drainage, driveways, and connections with intersecting trails. Additional public right-of-way at the intersection of Airport Road/Fairlane Drive with US Highways 14/61 is limited behind the curbs. Design adjustments to curb radii and lane widths could avoid acquiring additional right-of-way.

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**
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Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
25	Chicago Avenue	Airport Road to W Broadway Street	1	Paved Trail	City of Viroqua	Near term	No	$$$	90	At its north end, a trail has been previously planned on the west side. At its south end, Chicago Avenue has a curb/gutter design and is 32' wide. Overhead power lines are located on the west side of the street south of Noggle Lane. Major destinations on the west side include Hanson Park and the adjacent trailer court. Major destinations on the east side are Creamery Creek Senior Living, apartments on Chase Street, and the Youth Initiative High School boarding house. In general in the southern section, 17' of public right-of-way exists on both sides of Chicago Avenue behind the curbs. If a trail is located on the east side, a crossing of Chicago Avenue should be installed at Hanson Park.
26	Tributary of the Springville Branch of the Bad Axe River	Viroqua Wastewater Treatment Facility to Main Street	1.1	Paved Trail	City of Viroqua	Long term	No	$$$	58	A greenway opportunity exists along this tributary of the Springville Branch of the Bad Axe River, with a combination of public and private property owners. The City of Viroqua and Vernon County are public property owners. As Viroqua develops to the north and west of its current boundaries, a trail easement can be obtained to develop this greenway. Negotiations with current private property owners would include Chicago Avenue of Wisconsin, LLC, K & K Concrete Construction, Inc., the Mary Ann Wheeler Trust, and Youth Initiative High School, Inc.
27	East-west connection to Aldi/Wal-Mart	Chicago Avenue to Nelson Parkway	0.6	Paved Trail	City of Viroqua (WisDOT)	Long term	No	$$$	64	An east-west connection to Aldi/Wal-Mart would facilitate trips to these destinations. On the west side of Main Street, the current property owner is the Hanson Family Trust. As this property is developed, a trail could follow future streets, drainageways, or go behind housing. A safe crossing of Main Street would need to be developed including a tunnel evaluation. A tunnel evaluation should include guidance from the 2024 AASHTO Bike Guide. See Section 13.4 Design Details for Tunnels and Underpasses. On the east side of Main Street, the most direct route would cross land owned by Wal-Mart, Croell Redi-Mix, and the City of Viroqua (i.e., Police Department). Other alternatives could be evaluated, including a more southerly connection along property owned by the Vernon County Agricultural Society and the Viroqua Hockey Association.
28	Nelson Parkway/N East Avenue	Fairlane Drive (County Highway BB) to E Decker Street	1.2	Paved Trail	City of Viroqua	Near term	Yes	$$$	84	Nelson Parkway north of Dyson Street already includes painted bike lanes with no curbs or gutters. This segment has overhead power lines on the west side with a narrower public right-of-way beyond the edge of pavement varying between 10' and 16'. The additional public right-of-way on the east side is approximately 20', making a trail more feasible. Some likely east side impacts include signs, utilty boxes, driveways, and drainage. If a trail is located on the east side, a crossing of Nelson Parkway should be installed at the Viroqua Community Arena. South of Dyson Street a curb/gutter design exists. Between Dyson Street and Linton Street the sidewalk on the east side could be widened to a trail within the existing 10' grass public right-of-way boulevard. Between Linton Street and E Decker Street, the street is 40' wide with parking on the west side and painted bike lanes on both sides. In this segment, the bike lanes could be consolidated on the east side and a raised curb or delineators could be installed for a 2-way on-street trail. Parking removal on the west side would allow for a wider buffer between the trail and travel lanes. See Action 1.1 in Chapter 3 for design considerations.

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Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
29	Broadway Avenue	Hillyer St to Center Ave	0.6	Paved Trail	City of Viroqua (WisDOT)	Near term	Yes	$$$	91	West of Main Street, Broadway Avenue is 32' wide with on-street parking generally banned or non-existent. If the sidewalk on the north were widened into a trail within the existing public right-of-way behind the curb, the boulevard would be insufficient for snow storage. Additional conflicts include intermittent power poles, fire hydrants, and trees. The street can be narrowed to accommodate a wider boulevard. East of Main Street, Broadway is approximately 44' wide and can be narrowed to include a trail on the south side along Viroqua Food Co-op property. Lane markings and on-street parking can be altered. At Broadway's Main Street intersection, east-west pedestrians and bicyclists will take the most direct route to cross, which will require further discussions with WisDOT to alter past requirements for crosswalk locations.
30	Hillyer Street (State Highway 56)	W Broadway St to W Decker St	0.1	Paved Trail	WisDOT (City of Viroqua)	Near	Yes	$$	76	Hillyer Street varies from 36' to 42' wide at its northerly and southerly ends where greater turning radii add width. A sidewalk is on the west side of the street. Existing public right-of-way behind the existing curbs is approximately 10' on the west and 15' on the east, making the east side more viable for a trail. Parking is not allowed on either side of the street, making it possible to narrow the street. Possible conflicts on the east side include overhead power poles, trees, signs, raised beds, and off-street parking at the Catholic church. A trail on the east side of Hillyer would require redesign of a crosswalk at the intersection of Decker Street, which is on a curve and does not include flashing beacons or a high visibility crosswalk. See Actions 2.2 and 2.3 in Chapter 3 for design considerations.
31	Rock Avenue	W Broadway St to W Decker St	0.2	Paved Trail	City of Viroqua	Mid term	No	$$	69	Rock Avenue is 30' wide with parking allowed on both sides. The west side is generally more viable for a trail for the following reasons: 1) The Rock Avenue trail south of W Decker is on the west side, 2) the Pioneer Cemetery at the north end has graves in the public right-of-way behind the curb, 3) the narrowest public right-of-way "pinch point" behind the curb is 13' on the east side at Lighthouse Baptist Church, while the west side has a minimum right-of-way of 18', and 4) the Vikemyr-Wangen Properties building at 220 N Main Street may be located within the Rock Avenue public right-of-way. Conflicts on the west side may include overhead power poles, steep grades, steps, trees, and existing use of the public right-of-way for repair businesses at Blackhawk Auto (218 N Rock Ave) and Tollefson Repair (202 W Decker).
32	Center Avenue	E Broadway Street to E South Street	0.5	Paved Trail	City of Viroqua	Near term	No	$$	82	Center Avenue is generally 32' wide north of Decker Street and 35' wide south of Decker Street, with on-street parking allowed on both sides. A continuous sidewalk exists along the west side while an intermittent sidewalk exists on the east side. Additional public right-of-way behind the curbs varies from 14' to 18' on both sides. During the upcoming reconstruction project, an opportunity exists to create a wider boulevard on one side of the street with a trail. Possible conflicts include vacated public right-of-way at Viroqua Food Co-op, the Nelson's Hardware parking lot, overhead power lines (most prevalent on the west side north of Decker Street), boulevard trees, and steep grades at the United Methodist Church and 507 N Center Avenue.

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Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City	Ranking Score	Opportunities and Challenges
33	Decker Street (State Highway 56)/Blackhawk Drive	Ben Lawton Drive to East Avenue	0.8	Paved Trail	WisDOT (City of Viroqua)	Near term	Yes	$$$	89	Decker Street is generally 34' to 38' wide with greater widths at the Main Street intersection. While on-street parking is generally restricted, parking is allowed on the south side between Eckhart Park and Main Street and in front of Nelson's Rental Center and Grimsled's (206 N Washington Avenue). A parking bay in the boulevard also exists at Viroqua Day Care Learning Center (628 W Decker Street). Sidewalks exist on both sides along the entire corridor. Additional public right-of-way behind the curbs varies from 11' to 15' along both sides, with more limited widths at Main Street due to large turning radii and turn lanes. West of Main Street, large numbers of children going to and from school use the south sidewalk, making the south side more preferable for a trail. Possible conflicts on the south side include overhead power poles, signs, fire hydrants, stoplights, decorative lighting, and a few street trees at the east end. Narrowing the street and parking removal on the south side of W Decker Street is the most likely opportunity to build a trail with adequate buffer space. A short trail connection can also be built between Decker Street and the Eckhart Park Trail at Western Avenue. At the far west end of this segment, the existing sidewalk on the south side between Ben Lawton Drive to Hillyer Street can be redesigned to function as a trail.
34	Johnson Street	County Highway XX to Parkwood Trail	1.1	Paved Trail	City of Viroqua	Mid term	Yes	$$	69	An east-west greenway connection toward Sidie Hollow Park can be developed through the Krause and Tollefson private properties when and if housing developments are built west of Viroqua Area Schools. Trail easements can be obtained that follow land contours. Johnson Street is 32' wide with a painted pedestrian lane on the north side. 18' of additional public right-of-way exists behind the curbs on both sides. The street can be narrowed to provide adequate buffer space between a trail and the street. A trail on the north side may be most advantageous due to its closer proximity to Viroqua Area schools. Possible conflicts within the public right-of-way include trees and fencing.
35	Jefferson Street	Eckhart Park to Rock Avenue	0.1	Paved Trail	City of Viroqua	Mid term	No	$$$	70	A trail along this dead end street would provide a direct connection between downtown and Eckhart Park. City-owned property along this steep elevation between Eckhart Park and Rock Avenue provides an opportunity to design a facility with switchbacks and intermittent level areas. The trail could then be accessible for a wide variety of users, including people with disabilities. The project also includes a trail gap connection through the Eckhart Park parking lot.
36	Parkwood Trail/Sidie Hollow Road	Blackhawk Field Trail to Hubbard Hills Trail	0.9	Paved Trail	City of Viroqua (Town of Viroqua)	Mid term	Yes	$$$	70	Parkwood Trail north of W South Street is 32' to 35' wide. A trail on the west side would be a continuation of the Blackhawk Field trail. Additional public right-of-way behind the curb is generally 17'. Possible challenges in this section include steep grades, ditch drainage, utility boxes, and a street light and fencing at the Johnson Street intersection. South of W South Street, Sidie Hollow Road is 20' wide with approximately 20' to 25' of additional public right-of-way on each side of the road beyond the pavement edge. Possible conflicts include steep grades, ditch drainage, fences, vegetation (including trees), power lines, culverts, and the Sidie Hollow Creek bridge. An evaluation of both sides of the road is needed to determine a preferred trail alignment.
37	South Street	Parkwood Trail to S East Avenue	0.8	Paved Trail	City of Viroqua	Near term	No	$$$	94	South Street generally varies from 28' to 32' wide with on-street parking allowed on both sides. Both sides of South Street have sidewalks except for the south side west of Rock Avenue. A trail on the north side would connect with Eckhart Park and avoid steep grades on the south side directly across the street from Eckhart Park. Addtional public right-of-way behind the north side curb varies from 14' to 17'. Possible conflicts include street trees, fire hydrants, mailboxes, overhead power lines, and signs.

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Implementation of the Future Network

Figure 4.11. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 4.7 and 4.8.

Project ID	Street/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Project in SRTS Addendum?	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
38	S East Avenue	E Decker Street to Lewison Lane	0.5	Paved Trail	City of Viroqua	**Mid term**	Yes	$$$	70	S East Avenue varies from 28' to 32' wide with on-street parking allowed on both sides. Both sides of East Avenue have sidewalks except for the west side south of South Street. A trail on the east side would connect with an east side trail north of Decker Street and allow for the expansion of the existing sidewalk south of South Street. Addtional public right-of-way behind the east side curb varies from 15' to 19'. Possible conflicts include overhead power lines, street trees, fencing, shrubs, mailboxes, stairs, and signs. To provide a continuous trail facility along the corridor, a partnership would need to be developed with Pleasant Ridge Waldorf School to widen the existing 5' sidewalk to a trail. A partnership would also need to be developed with the Viroqua Cemetery Association to gain a trail easement through the far west portion of the cemetery (west of the gazebo) to connect with Washington Park. A trail could then be built on the east side of Washington Park to connect with Lewison Lane.
39	S Rock Avenue	W South Street to W Maple Street	0.2	Paved Trail	City of Viroqua	**Long term**	No	$$	64	Rock Avenue is 34' wide with on-street parking allowed on both sides. Sidewalks exist on both sides north of Bethel Home. The west side is preferable for a trail due to the alignment to the north and Hubbard Hills to the west along Maple Street. Additional public right-of-way behind the west curb varies from 12' to 15. Possible conflicts include street trees, overhead power lines, utility boxes, signs, driveway grades, and shrubs.
40	W Maple Street	Prairie Lane to S Rock Avenue	0.2	Paved Trail	City of Viroqua	**Long term**	No	$$	61	Maple Street is 28' wide with on-street parking allowed on both sides. Sidewalks existing along both sides except for the furthest west parcel on the north side. The north side is preferable for a trail to avoid a crossing of Maple Street. Additional public right-of-way behind the north curb is approximately 15'. Possible conflicts include street trees, mailboxes, overhead power lines, signs, and driveway grades.
41	W Maple Street	Hubbard Hills Trails to Prairie Lane	0.2	Shared Street	City of Viroqua	**Long term**	No	$	61	This dead end street has light traffic and can function as a shared space between bicyclists, pedestrians, and motorists. See Action 1.1 in Chapter 3 for design considerations.
42	Lewison Lane	Washington Park to Prairie Wind Way	0.2	Shared Street	City of Viroqua	**Long term**	No	$	61	This dead end street has light traffic and can function as a shared space between bicyclists, pedestrians, and motorists. See Action 1.1 in Chapter 3 for design considerations.
Total miles		**Paved Trail subtotal**	**10.9**							
		Shared Street subtotal	**0.6**							
		Sidewalk subtotal	**3.6**							
		All Total	**15.1**							

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05 Addendum to the Safe Routes to School Plan

The purpose of this 2024 Viroqua addendum to the 2011 Westby and Viroqua Safety Routes to School (SRTS) Plan is to update information/data and recommendations for the City of Viroqua with the purpose of continuing to help create safer walking and bicycling routes for Viroqua's youth. Updates or changes to the 2011 Safe Routes to School Plan include the following:

Overall Changes

- **English Lutheran School** is now closed, so access to that location is no longer a priority of the SRTS Plan.

Chapter 3 – Information and Data

- **Page 3-3:** City of Viroqua population has increased by 142 people between 2010 (pop. 4,362) and 2020 (pop. 4,504).
- **Pages 3-3 and 3-4:** While the City's 2007 Comprehensive Plan is still in effect, some notable changes include:
    - The Driftless Area Recreational Trail Development Team is no longer an active group. Vernon Trails is now the active trails and recreational advocacy and management group.
    - A highway bypass around Viroqua is no longer planned.
    - The City now has a sidewalk/pedestrian plan. Refer to the Viroqua Bicycle and Pedestrian Plan, including but not limited to the future sidewalk and shared street network in Figure 4.7 of Chapter 4.
- **Page 3-4:** The bicycle plan is now replaced by the future trail and shared street network in the Viroqua Bicycle and Pedestrian Plan (Figure 4.8 of Chapter 4).
- **Page 3-4:** Viroqua now has approximately 23 miles of sidewalk.
- **Page 3-5:** City ordinance 10.42.010 prohibits bicycle riding on sidewalks throughout Viroqua, except for children nine years or younger.
- **Page 3-5:** There is no longer a crossing guard at the intersection of Main Street and South Street.
- **Page 3-5:** The traffic signal at the intersection of Main Street and Jefferson Street was removed in 2024. A new traffic signal was added at the intersection of Main Street and South Street.
- **Page 3-5:** Community School Outreach – The Police Department hosts bike safety events 3 times a year, focusing on children. One is held at the Viroqua Elementary School and one is held at the Fairgrounds. In addition, an annual Bike Rodeo is held in May at the Police Department with approximately 100-150 attendees.
- **Pages 3-8 and 3-9:** Viroqua Elementary School – In 2024, construction took place to reconstruct pick-up and drop-off areas for motorists. This effort moved parent/guardian pick-up and drop-off from the northeast side of the school to the west side. (Figure 5.1). The elementary school remains unconnected to the community's sidewalk and trail network,

except for a painted path through the school's internal parking and service drive area (Figure 5.2).

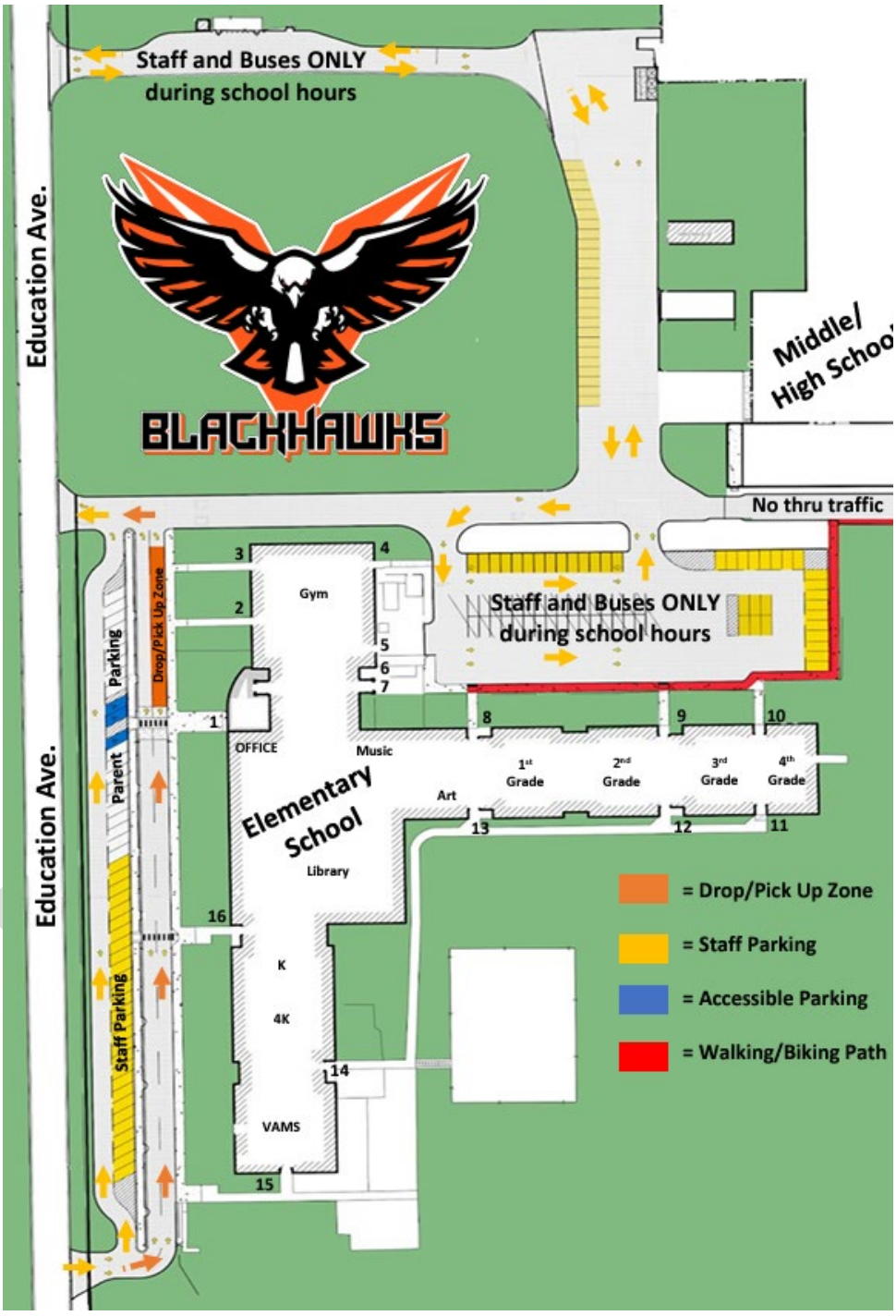

Figure 5.1: *The updated circulation pattern at Viroqua Elementary School.*

- **Page 3-15:** The Wisconsin Department of Administration last updated population projections in 2013.[1] Projections for the City of Viroqua were the following:
    - 2015: 4,405
    - 2020: 4,580
    - 2025: 4,740
    - 2030: 4,895
    - 2035: 4,940
    - 2040: 4,925
- **Page 3-15:** The City of Viroqua now has a population of 4,504.
- **Page 3-15:** Crash data updates include the following:
    - National pedestrian fatalities increased from 4,092 in 2009 to 7,522 in 2022.[2] National bicycle fatalities increased from 630 in 2009 to 1,105 in 2022.[3]
    - Wisconsin pedestrian fatalities increased from 29 in 2009 to 72 in 2022. Wisconsin bicycle fatalities increased from 2 in 2009 to 14 in 2022.[4]
    - Wisconsin pedestrian injuries increased from 1,032 in 2009 to 1,261 in 2022. Wisconsin bicycle injuries decreased from 670 in 2009 to 593 in 2022.
    - Vernon County pedestrian and bicyclist injuries stayed the same from 3 in 2009 to 3 in 2022.[5]
- **Page 3-15:** Traffic count data updates include the following[6]:
    - Traffic volume decreased on Main Street at Decker Street from 17,000 in 2007 to 10,700 in 2023.
    - Traffic volume decreased on Decker Street at Rusk Street from 4,000 in 2007 to 3,400 in 2023.
- **Pages 3-15 and 3-16:** Viroqua Police Department speed surveys

Figure 5.2: *These painted lines through an internal parking and service drive area are the only walking and bicycling connection between the community and Viroqua Elementary School.*

Chapter 5 - Recommendations

- **Pages 5-4 and 5-5:** City of Viroqua recommendation updates include the following:
    - **3.A.1:** Currently there is no crossing guard at the intersection of Main Street with South Street. A traffic signal will be added to this intersection in 2024.

[1] https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx
[2] https://www.nhtsa.gov/road-safety/pedestrian-safety
[3] https://www.nhtsa.gov/road-safety/bicycle-safety
[4] https://wisconsindot.gov/Pages/about-wisdot/newsroom/statistics/final.aspx
[5] https://transportal.cee.wisc.edu/partners/community-maps/
[6] https://wisconsindot.gov/Pages/projects/data-plan/traf-counts/default.aspx

- **3.A.2:** This recommendation is replaced by Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.A.3:** This recommendation is replaced by Action 2.1 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.A.4:** The recommendation is removed due to the 2024 traffic signal installation at this intersection.
- **3.A.5:** This recommendation should occur during the implementation of project #24 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
- **3.A.6:** This recommendation should be adjusted as follows:
  - At the intersection of Main Street and South Street, an RRFB is no longer under consideration since a traffic signal was installed in 2024.
  - At the intersection of Main Street and Broadway Street, an adjustment to the location of the existing RRFB should be considered during the implementation of project #29 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
- **3.B.1:** This recommendation is replaced by Action 1.2 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.B.2:** This recommendation is replaced by Action 1.4 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.C.1:** This recommendation is replaced by Action 1.1 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.C.2:** This recommendation is replaced by Action 1.2 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
- **3.D.1:** A multi-use trail is no longer recommended along Main Street. This is replaced by projects #25 and #28 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
- **3.D.2:** This recommendation is supported by projects #24 and #25 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
- **3.D.3:** This recommendation is supported by project #24 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
- **3.E.1:** The "bike route signs/bike sharrows" portion of this recommendation is replaced by Action 1.1 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.

- **Pages 5-5, 5-6, and 5-7:** Viroqua Public Schools recommendation updates include the following:

- **4.A: The intersection of Broadway Street (WI-56) with Abbey Lane** is a WisDOT and City of Viroqua responsibility. This location was observed during school arrival on 10/9/24 between 7:30 am and 8:00 am (Figure 5.3):
    - 4 walking and 3 bicycling trips were observed (7 total). All were youth coming from the north on Abbey Lane.
    - 4 people crossed Broadway Avenue in the marked crosswalk and 3 turned east onto the sidewalk on the north side of Broadway Avenue. Those who turned east appeared to first hesitate to cross Broadway Avenue because of busy traffic.
    - During a 15-minute period between 7:40 and 7:55, 133 motor vehicles were observed eastbound on Broadway Avenue. 59 motor vehicles were westbound.
    - During that same 15-minute period, an additional 12 motor vehicles were observed turning:
        - 1 westbound vehicle turned right onto Abbey Lane
        - 3 eastbound vehicles turned left onto Abbey Lane
        - 4 southbound vehicles turned left onto Broadway Avenue.
        - 4 southbound vehicles turned right onto Broadway Avenue.
    - Some eastbound motorists appeared to be coming in platoons after dropping off their kids in groups at the Elementary School on Education Avenue.

Figure 5.3: *The intersection of Broadway Street at right (WI-56) with Abbey Lane at left.*

At this intersection the following options should be considered:

- *High visibility crosswalks* across Broadway Street (see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan).
- *Bump outs* to narrow the crossing distance of Broadway Street, which is currently approximately 34' (see Action 2.2 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
- *The addition of a sidewalk* on one side of Abbey Lane (see project #1 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan).

- **4.A: The intersection of Broadway Street (WI-56) with Blackhawk Drive** is a WisDOT and Viroqua Public Schools responsibility. This location was observed during school dismissal on 10/9/24 between 2:55 pm and 3:25 pm (Figure 5.4):
  - 17 walking, 5 bicycling, and one electric scooter trips were observed (23 total). All were youth coming northbound on Blackhawk Drive, except for an adult on the electric scooter who was traveling eastbound on Broadway Street on the north sidewalk.
  - 10 people crossed Broadway Street in the marked crosswalk on the west leg of the intersection and turned west or east on the south side sidewalk. One person crossed Broadway outside of the crosswalk. 11 people coming northbound on Blackhawk Drive turned west onto the sidewalk on the north side of Broadway Avenue.
  - During the 30-minute period, 267 motor vehicles were observed at the intersection:
    - 82 (or 31%) were westbound on Broadway Street
    - 79 (or 30%) were eastbound on Broadway Street
    - 34 (or 13%) were southbound on Blackhawk Drive and turned right or eastbound onto Broadway Street
    - 31 (or 12%) were southbound on Blackhawk Drive and turned left or westbound onto Broadway Street
    - 21 (or 8%) were westbound on Broadway Street and turned left or southbound onto Blackhawk Drive
    - 20 (or 7%) were eastbound on Broadway Avenue and turned right or southbound onto Blackhawk Drive

Figure 5.4: *The intersection of Broadway Avenue at lower left and middle (WI-56) with Blackhawk Drive at middle right.*

At this intersection the following options should be considered:

- *High visibility crosswalks* across Broadway Street (see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan).
- *Bump outs* to narrow the crossing distance of Broadway Street, which is approximately 34' (see Action 2.2 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
- Installation of a *rectangular rapid flashing beacon* of the west leg crosswalk across Broadway Street to replace the existing LED flashing lights.

- **4.A: The intersection of Broadway Street (WI-56) with Hillyer Street** is a WisDOT and City of Viroqua responsibility. This location was observed during school dismissal on 10/9/24 between 2:55 pm and 3:25 pm (Figure 5.5):
  - 3 walking, 3 bicycling, and one electric scooter trips were observed (7 total).
  - 5 people going eastbound used the north sidewalk of Broadway Street where there are no conflict points with motor vehicles. One person going eastbound used the south sidewalk of Broadway Street and turned right or southbound onto the west sidewalk of Hillyer Street, where there was also no conflict point with motor vehicles. One person going northbound on the west sidewalk of Hillyer Street used the marked crosswalk across Broadway Street, and then turned right or eastbound onto Broadway Street on the north sidewalk.

Figure 5.5: *The intersection of Broadway Avenue (WI-56) at lower left with Hillyer Street (WI-56) at middle right. Broadway Avenue going east into the distance is a City of Viroqua street.*

  - 6 non-motorized travelers were youth and one was an adult.
  - During this period 299 motor vehicles went through the intersection:
    - 123 (or 41%) were traveling eastbound on Broadway Street.
    - 87 (or 29%) were traveling westbound on Broadway Street.
    - 43 (or 14%) were traveling eastbound on Broadway Street and turned right or southbound onto Hillyer Street.
    - 27 (or 9%) were traveling northbound on Hillyer Street and turned left or westbound onto Broadway Street.
    - 13 (or 4%) were traveling northbound on Hillyer Street and turned right or eastbound onto Broadway Street.
    - 6 (or 2%) were traveling westbound on Broadway Street and turned left or southbound onto Hillyer Street.

At this intersection the following options should be considered:

- *A high visibility crosswalk* across Broadway Street (see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan).
- *Bump outs* to narrow the crossing distance of Broadway Street, which is approximately 34' (see Action 2.2 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
- Installation of a *rectangular rapid flashing beacon* of the west leg crosswalk across Broadway Avenue.
- *Installation of a trail* on the north and west legs of the intersection, widening the sidewalk to accommodate pedestrians and bicyclists (see projects #29

and #30 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan). A trail may lead to street narrowing of both Broadway Street and Hillyer Street, including the wide turning radius for westbound Broadway Street traffic turning right or southbound onto Hillyer Street.

- **4.A: The intersection of Decker Street (WI-56) with Hillyer Street and Blackhawk Drive** is a City of Viroqua and WisDOT responsibility. This location was observed during school arrival on 10/9/24 between 7:40 am and 8:00 am (Figure 5.6):
  - 15 walking, 1 push scooter, and 20 bicycling trips were observed (36 total).
  - 23 people going westbound used the south leg of the intersection where there are no conflict points with motor vehicles. 7 additional people used the east leg crosswalk, with 6 going westbound and 1 eastbound. 6 additional people used the west leg crosswalk, with all going southbound on Hillyer Street to westbound onto Blackhawk Drive.

Figure 5.6: *The intersection of Decker Street in the lower right (WI-56) with Hillyer Street (middle right) and Blackhawk Drive (middle left).*

  - 33 non-motorized travelers were youth and 3 were adults.
  - During the 20-minute period approximately 285 motor vehicles went through the intersection. Of those, approximately:
    - 30% were traveling westbound on Decker Street and continued west onto Blackhawk Drive.
    - 27% were traveling eastbound from Blackhawk Drive and continued west onto Decker Street.
    - 18% were traveling eastbound from Blackhawk Drive and turned left to go northbound on Hillyer Street.
    - 11% were traveling southbound on Hillyer Street and turned left to go eastbound on Decker Street.
    - 8% were traveling southbound on Hillyer Street and turned right to go westbound onto Blackhawk Drive.
    - 4% were traveling westbound on Decker Street and turned right to go northbound onto Hillyer Street.
  - Some motorists and bicyclists, especially those traveling westbound onto Blackhawk Drive, appeared to be speeding, traveling faster than most other drivers and bicyclists.

At this intersection the following options should be considered:

- *High visibility crosswalks* across Decker Street and Blackhawk Drive (see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan).
- *Narrowing Blackhawk Drive* (currently approximately 36') to shorten the crossing distance of the west leg of the intersection.
- *The addition of a sidewalk* on the north side of Blackhawk Drive.
- Installation of a *rectangular rapid flashing beacon* of the east leg crosswalk across Decker Street.
- *Installation of a trail* on the south leg of the intersection, widening the sidewalk to accommodate high peak volumes of pedestrians and bicyclists (see project #33 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan).

  - **4.B.3:** This recommendation is supported by project #5 as shown in Figure 4.7 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan. Asbury Road is now referred to as Parkwood Trail. An interim painted curbside pedestrian lane has been painted on the road.
  - **4.D:** See page 5-11 notes for Routes A, B, C, D, and E.

- **Page 5-7:** Viroqua Police Department recommendation updates include the following:
  - **5.A:** Safety projects funded by HSIP and TAP were recently completed. Continue to monitor these locations to verify safety improvements. The City is currently taking a proactive approach and has recently installed speed radar signs, including one on Broadway Street outside the Viroqua Area Schools.
- **Pages 5-7 and 5-8:** Pleasant Ridge School recommendation updates include the following:
  - **6.A.3:** Crosswalk maintenance on adjacent streets is a City of Viroqua responsibility.
  - **6.A.4:** The intersection of Decker Street (WI-56) and N East Avenue is a WisDOT and City of Viroqua responsibility. This location was observed during school dismissal on 9/11/24 between 3:10 pm and 3:40 pm (Figure 5.7):
    - 16 walking and 12 bicycling trips were observed (28 total).
    - 9 bicycling trips took place on sidewalks and 3 took place on the street.

***Figure 5.7**: The intersection of Decker Street at lower left and middle (WI-56) with N East Avenue at left and right.*

        - The west leg crosswalk was used 11 times, the east leg 7 times, the north leg 6 times, and the south leg 1 time.
        - 11 appeared to be adults and 17 were teens or children.
        - Approximately 240 driving trips were observed.
        - The highest turning movement by motorists was eastbound on Decker Street turning left to go northbound on N East Avenue.
        - While most people walking or bicycling found gaps in traffic, there were brief instances of congestion. Some drivers stopped to allow waiting pedestrians or bicyclists to proceed while others did not.
        - Some motorists appeared to be speeding, traveling faster than most drivers.

    At this intersection the following options should be considered:

        - Installation of a rectangular rapid flashing beacon, preferably on the east leg where a future trail is planned (see project #38).
        - High visibility crosswalks across Decker Street (see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan). If a trail is installed at the same time, green color between white lines is recommended on the east leg (see Figure 3.16 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
        - Bump outs to narrow the crossing distance of Decker Street (approximately 34') and the north leg of the intersection (approximately 40') to narrow the crossing distance of N East Avenue (see Action 2.2 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
        - If a trail is installed at the same time, a speed table can also be added on the south leg of the intersection (see project #33 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan, as well as Action 2.2 in Chapter 3 of the Viroqua Bicycle & Pedestrian Plan).
    - **6.B:** See page 5-11 notes for Routes A, B, C, D, and E.
- **Page 5-9:** Per City ordinance 10.42.010, bicycling is not allowed on sidewalks in Viroqua except for children aged 9 and younger.
- **Page 5-11:** Walking/biking route challenge updates include:
    - **Route A**
        - Crosswalks have been added to the intersection of Linton Street and N East Avenue.
    - **Route B**
        - In 2023, the crossing of Main Street at E Broadway Street was changed by reducing the number of travel lanes from 4 to 3, adding a crosswalk on the north leg with a rumble strip median, and adding curb ramps. An additional crosswalk marking on the south leg should be considered during the implementation of project #29 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan. Also see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan regarding crosswalk markings.
        - The crossing of Main Street at W Broadway Street was similarly changed, but an RRFB was added to the south leg of the intersection. An adjustment to

the location of the existing RRFB should be considered during the implementation of project #29 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan. Also see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan regarding crosswalk markings.

        - The challenge of a lack of sidewalk infrastructure on this route will be resolved with the implementation of project #2 as shown in Figure 4.7 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - **Route C**

        - The challenge of a lack of sidewalk infrastructure on this route will be resolved with the implementation of project #1 as shown in Figure 4.7 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - **Route D**
        - In 2023, the crossing of Main Street at Decker Street was changed by eliminating the conflict between pedestrians and left turning traffic, using a protected left phase. Additional changes should be considered during the implementation of project #33 as shown in Figure 4.8 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan. Also see Action 2.3 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan.
    - **Route E**
        - Neighborhoods north of the route do have sidewalks as shown in Figure 4.5 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
        - A crossing guard no longer exists at the intersection of Main Street at South Street. In 2024, a traffic signal was added to this intersection.
        - The challenge of a lack of sidewalk infrastructure southwest of this route will be resolved with the implementation of project #18 and #19 as shown in Figure 4.7 and explained in Figure 4.11 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
        - Speed and volume on South Street can be mitigated with Action 2.2 in Chapter 3 of the Viroqua Bicycle and Pedestrian Plan

Chapter 6 – Implementation

- Six listed recommendations The City of Viroqua has been submitting SRTS grant applications through the Transportation Alternatives Program.

Appendix 5 – Existing Conditions and Recommendation Maps

- **Map 2.** Changes to the City of Viroqua SRTS Existing Conditions map include the following:
    - Updated sidewalks are shown in Figure 4.5 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - The library has moved from 118 E Jefferson Street to 205 S Rock Avenue.
    - Bicycle routes have been replaced as shown in Figure 4.5 of Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - Traffic speed issues have been altered by the road diets implemented on Main Street in 2 segments: 1) between Brendel Lane and Decker Street, 2) between South Street and Rusk Avenue.
    - The following hazardous intersections have been altered:
        - Main Street and E Broadway Street: road diet, crosswalk installation, median island
        - Main Street and W Broadway Street: road diet, RRFB/crosswalk installation, median island
        - Main Street and South Street: road diet, traffic signal
        - Main Street and Oak Street: road diet, RRFB/crosswalk installation, median island
        - Main Street and Maple Street: road diet, crosswalk installation, median island
- **Map 4.** Updates to the Viroqua Safe Routes to School Recommendations map include:
    - Crosswalks have been added to the intersection of N East Avenue and Linton Street.
    - An RRFB pedestrian signal has been added to the intersection of Main Street and W Broadway Street.
    - A traffic signal has been added to the intersection of Main Street and South Street.
    - The phasing at the traffic signal at the intersection of Main Street and South Street has been adjusted.
    - “Bike sharrows” or designated bike lanes are replaced by Action 1.1 in Chapter 3 and Figure 4.8 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - The new sidewalk or pedestrian trail along Chicago Avenue is supported by project #25 in Figure 4.8 and Figure 4.11 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan.
    - The new sidewalk or pedestrian trail within the Viroqua Area Schools campus

SRTS Projects

Safe Routes to School infrastructure projects in this section originated from the Viroqua Bicycle and Pedestrian Plan. Projects were determined to be SRTS-related where they were within closest proximity to schools. See Figure 4.9 in Chapter 4 of the Viroqua Bicycle and Pedestrian Plan (i.e., projects that were given a score of 3 on a scale of 3 = closest proximity to schools and a score of 1 = furthest proximity to schools were designated as SRTS-related). The following maps in Figure 5.8 and Figure 5.9 and the chart in Figure 5.10 provide information on each SRTS-related project, including their locations and planning level details.

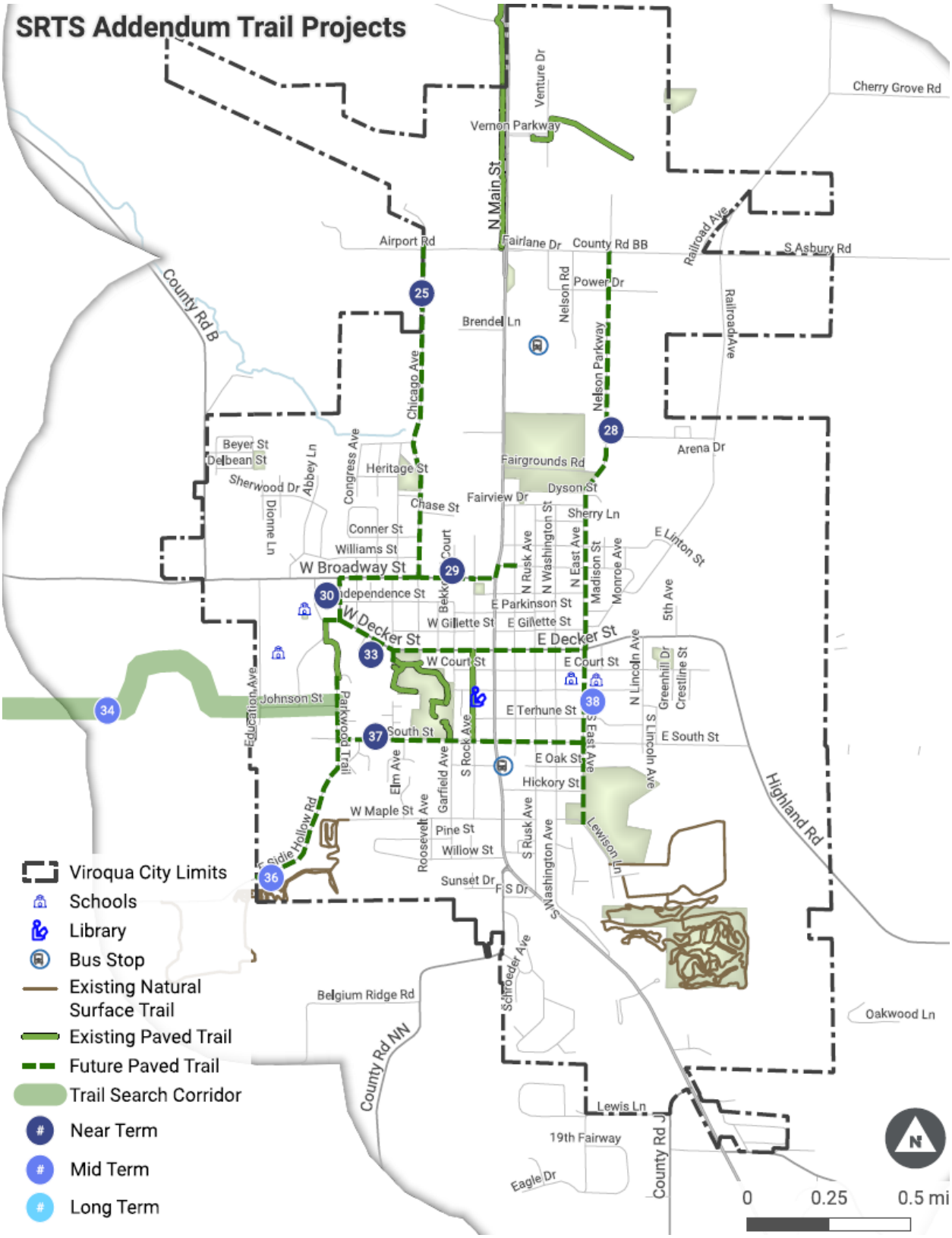

Figure 5.8: *Future SRTS-related trail projects are further described in Figure 5.10.*

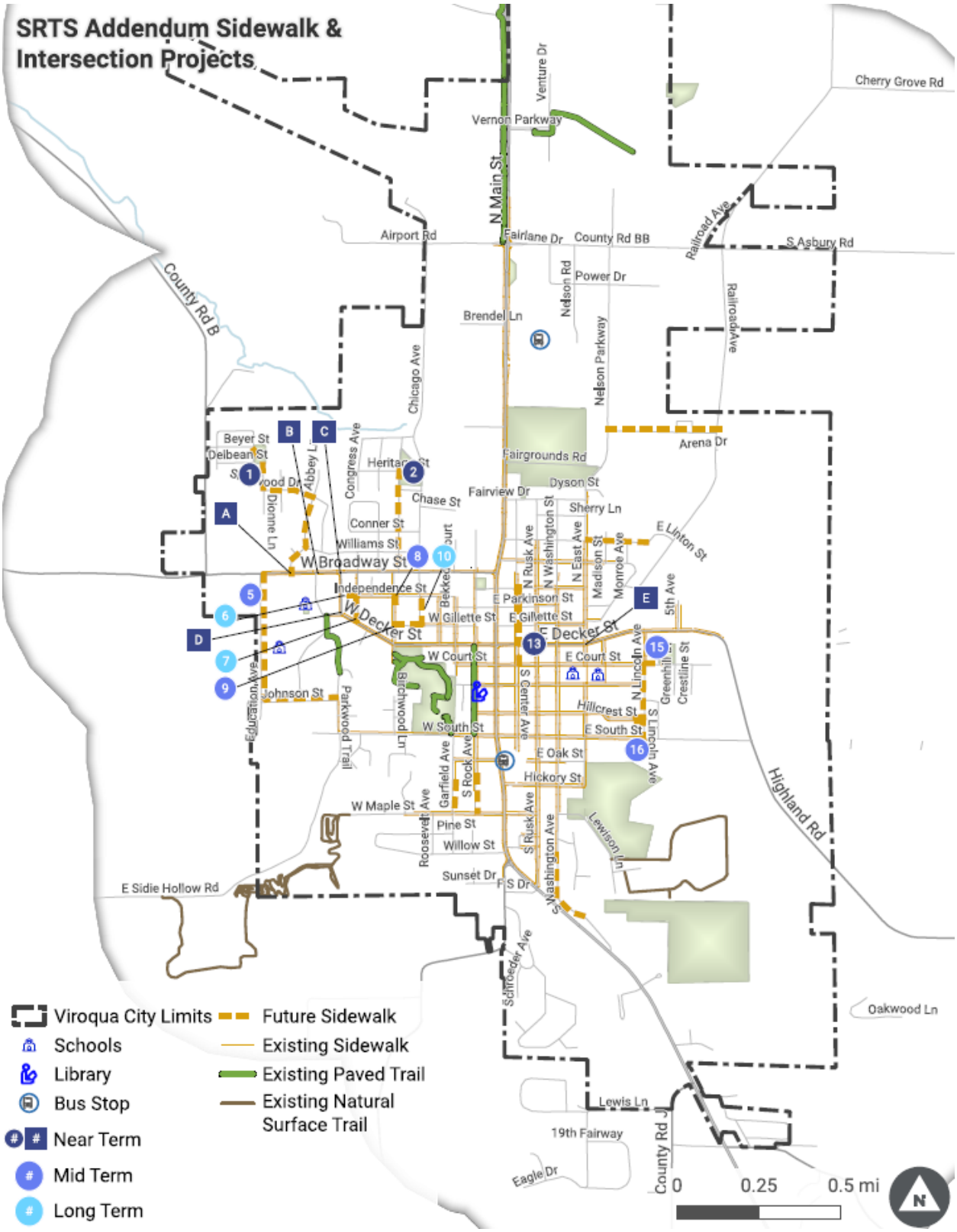

Figure 5.9: *Future SRTS-related sidewalk and intersection projects are further described in Figure S.10.*

Implementation of the Future Network

Figure 5.10. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 5.8 and 5.9.

Project ID	Street/Trail Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
1	Dionne Lane/Sherwood Drive/Abbey Lane	Joseph Martin Avenue to W Broadway Street	0.5	Sidewalk	City of Viroqua	**Near term**	$$	87	A sidewalk can connect the Cedar Meadow Trailer Court and Park with the Viroqua Area Schools campus, serving the residential neighborhood north of Broadway Street and west of Hillyer Street. At its north end, the playground at Cedar Meadow Park is an opportunity for connection. An easement from private property owners would be required at the north end of the Dionne Lane cul-de-sac. 8' to 13' of public right-of-way exists behind the curbs on both sides of these streets. Possible conflicts include street trees, utility boxes, steep grades, and driveways.
2	Western Avenue	Heritage Street to W Broadway Street	0.3	Sidewalk	City of Viroqua	**Near term**	$$	82	A sidewalk on the east side of Western Avenue can connect Hanson Park with W Broadway Street, serving the residential neighborhood north of Broadway Street and east of Hillyer Street. At its north end, a crosswalk across Western Avenue can provide a direct connection to the Westview Mobile Home Court. 18' of public right-of-way exists behind the edge of pavement along Western Avenue. Possible conflicts include street trees and signs.
5	Education Avenue/Johnson Street	W Broadway St to Parkwood Trail	0.6	Sidewalk	City of Viroqua (Viroqua Area Schools)	**Mid term**	$$	75	A sidewalk should be built on the east side of Education Avenue and the north side of Johnson Street. A trail is anticipated to be built at a later time on Johnson Street, so a 5' sidewalk should be built so it can be widened up to 10' if the trail is placed on the north side. 18' of public right-of-way exists behind the curb on both streets. The Johnson Street sidewalk will replace the painted pedestrian lane.
6	Independence Street	Hillyer Street to Congress Avenue	0.1	Sidewalk	City of Viroqua (WisDOT)	**Long term**	$$	56	Independence Street is 30' wide with a curb on the north side and no curb on the south side. Parking is allowed on both sides. 13' of public right-of-way is available on the north side behind the curb and 18' of public right-of-way is available on the south side behind the pavement edge. While the north side is generally favorable because of the existing curb/drainage and less landscaping, the south side should also be evaluated. Street narrowing and parking removal are also additional possibilities. A crossing of Hillyer Street (State Highway 56) should also be coordinated with WisDOT since the existing Hillyer Street sidewalk is on the west side.
7	Congress Ave	Independence Street to W Decker Street	0.1	Sidewalk	City of Viroqua	**Long term**	$$	64	Congress Avenue is 23' wide with a combination of curbs and no curbs. Additional public right-of-way beyond the edge of pavement varies from 12' to 16' on the west side and 9' to 14' on the east side. Both sides should be evaluated to determine the preferable location for a sidewalk. Possible conflicts include overhead power lines, driveways, steep grades, and street trees.
8	Western Avenue	North side of Independence Street to existing sidewalk on east side of Western Avenue	0.02	Sidewalk	City of Viroqua	**Mid term**	$	75	A sidewalk on the east side of Western Avenue is missing at 333 Western Avenue. The sidewalk should connect to the north side of Indepenence Street (i.e., the northeast corner of Independence Street and Western Avenue).
9	W Gillette Street	Western Avenue to Chicago Avenue	0.1	Sidewalk	City of Viroqua	**Mid term**	$$	68	A sidewalk on the north side of Gillette Street would connect the sidewalk to the east with existing sidewalks on Western Avenue. Additional right-of-way behind the curb is 17'. Possible conflicts include trees.
10	Chicago Avenue	Independence Street to W Gillette Street	0.1	Sidewalk	City of Viroqua	**Long term**	$$	68	While a partial sidewalk already exists on the east side of Chicago Avenue, available public right-of-way behind the curbs varies from 5' to 8' on the east side and 16' to 18' on the west side. This makes the west side preferable, where possible conflicts include shrubs and a driveway.

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**
**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 5.10. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 5.8 and 5.9.

Project ID	Street/Trail Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
13	Center Avenue	Church Street to Court Street	0.2	Sidewalk	City of Viroqua	Near term	$$	86	Center Avenue is generally 32' wide north of Decker Street with a missing sidewalk on the east side. Additional public right-of-way behind the curbs varies from 14' to 18'. During the upcoming reconstruction project, an opportunity exists to fill in this missing gap. Possible conflicts include the Nelson's Hardware parking lot and buildings. Closer to Court Street, there is a missing sidewalk in front of the parcel owned by Citizens First Bank. An asphalt driveway is located where a concrete sidewalk should be located. This project should be coordinated with project #32. If a trail is constructed on the east side, the need for a sidewalk will not exist.
15	E Court Street	Existing sidewalk at 651 Court Street to Court Street Park	0.1	Sidewalk	City of Viroqua	Mid term	$$	72	A sidewalk is preferable on the south side of Court Street due to the following factors: 1) Additional right-of-way behind the curbs is 17' on the south side and 14' on the north side, 2) Possible conflicts are greater on the north side, including retaining walls and a stairway. Possible conflicts on the south side include driveways and steep grades. A crosswalk should be located at Court Street Park.
16	S Lincoln Avenue/Hillcrest Avenue	E Court Street to E South Street	0.2	Sidewalk	City of Viroqua	Mid term	$$	75	Between Court Street and Jefferson Street, the public right-of-way is 40' with an approximate 25' wide street and 6' of right-of-way behind the curb on the west side and 9' on the east side. Between Jefferson Street and South Street, the right-of-way widens to 62' with 20' of right-of-way behind the curb on the west side and 10' on the east side. As a result, a sidewalk on the west side is preferable. This project also includes completion of Hillcrest Avenue sidewalks in front of 3 parcels: 1) 557 Hillcrest, 2) 558 Hillcrest, 3) 564 Hillcrest. Possible conflicts include overhead power lines, driveways, shrubs, trees, and a retaining wall.
A	W Broadway Street and Abbey Lane	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A sidewalk can be added at the intersection to match in with project #1 on Abbey Lane.
B	W Broadway Street and Blackhawk Drive	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A rectangular rapid flashing beacon can be added to the west leg crosswalk across Broadway Street to replace the existing LED flashing lights.
C	W Broadway Street and Hillyer Street	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	$$	89	A high visibility crosswalk can be added across Broadway Street. Bump outs can be added to narrow the crossing distance of Broadway Street, which is currently approximately 34'. Turning movements should be examined during the design phase. A rectangular rapid flashing beacon can be added to the west leg crosswalk across Broadway Street. A trail can be installed on the north and west legs of the intersection, widening the sidewalk to accommodate pedestrians and bicyclists (see projects #29 and 30).
D	W Decker Street and Hillyer Street and Blackhawk Drive	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	$$	89	High visibility crosswalks can be added across Decker Street and Blackhawk Drive. Blackhawk Drive (currently 36' wide) can be narrowed to shorten the crossing distance of the west leg of the intersection. A sidewalk can be added to the north side of Blackhawk Drive. A rectangular rapid flashing beacon can be added to the east leg crosswalk across Decker Street. A trail can be installed on the south leg of the intersection, widening the sidewalk to accommodate high peak volumes of pedestrians and bicyclists (see project #33).

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**
**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 5.10. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 5.8 and 5.9.

Project ID	Street/Trail Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
E	Decker Street (WI-56) and N East Avenue	n/a	n/a	Intersection	City of Viroqua (WisDOT)	Near term	$$	89	A rectangular rapid flashing beacon can be added, preferably on the east leg where a future trail is planned (see project #38).High visibility crosswalks can be added across Decker Street. If a trail is installed along N East Avenue at the same time, green color between the white lines is recommended on the east leg. If a trail is installed along Decker Street at the same time, a speed table can be added on the south leg (see project #33). Bump outs can be added to narrow the crossing distance of Decker Street (approximately 34') and the north leg of the intersection (approximately 40') to narrow the crossing distance of N East Avenue. Turning movements should be examined during the design phase.
25	Chicago Avenue	Airport Road to W Broadway Street	1	Paved Trail	City of Viroqua	Near term	$$$	90	At its north end, a trail has been previously planned on the west side. At its south end, Chicago Avenue has a curb/gutter design and is 32' wide. Overhead power lines are located on the west side of the street south of Noggle Lane. Major destinations on the west side include Hanson Park and the adjacent trailer court. Major destinations on the east side are Creamery Creek Senior Living, apartments on Chase Street, and the Youth Initiative High School boarding house. In general in the southern section, 17' of public right-of-way exists on both sides of Chicago Avenue behind the curbs. If a trail is located on the east side, a crossing of Chicago Avenue should be installed at Hanson Park.
28	Nelson Parkway/N East Avenue	Fairlane Drive (County Highway BB) to E Decker Street	1.2	Paved Trail	City of Viroqua	Near term	$$$	84	Nelson Parkway north of Dyson Street already includes painted bike lanes with no curbs or gutters. This segment has overhead power lines on the west side with a narrower public right-of-way beyond the edge of pavement varying between 10' and 16'. The additional public right-of-way on the east side is approximately 20', making a trail more feasible. Some likely east side impacts include signs, utilty boxes, driveways, and drainage. If a trail is located on the east side, a crossing of Nelson Parkway should be installed at the Viroqua Community Arena. South of Dyson Street a curb/gutter design exists. Between Dyson Street and Linton Street the sidewalk on the east side could be widened to a trail within the existing 10' grass public right-of-way boulevard. Between Linton Street and E Decker Street, the street is 40' wide with parking on the west side and painted bike lanes on both sides. In this segment, the bike lanes could be consolidated on the east side and a raised curb or delineators could be installed for a 2-way on-street trail. Parking removal on the west side would allow for a wider buffer between the trail and travel lanes. See Action 1.1 in Chapter 3 for design considerations.
29	Broadway Avenue	Hillyer St to Center Ave	0.6	Paved Trail	City of Viroqua (WisDOT)	Near term	$$$	91	West of Main Street, Broadway Avenue is 32' wide with on-street parking generally banned or non-existent. If the sidewalk on the north were widened into a trail within the existing public right-of-way behind the curb, the boulevard would be insufficient for snow storage. Additional conflicts include intermittent power poles, fire hydrants, and trees. The street can be narrowed to accommodate a wider boulevard. East of Main Street, Broadway is approximately 44' wide and can be narrowed to include a trail on the south side along Viroqua Food Co-op property. Lane markings and on-street parking can be altered. At Broadway's Main Street intersection, east-west pedestrians and bicyclists will take the most direct route to cross, which will require further discussions with WisDOT to alter past requirements for crosswalk locations.

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**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 5.10. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 5.8 and 5.9.

Project ID	Street/Trail Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Planning Level Cost Estimate for City**	Ranking Score	Opportunities and Challenges
30	Hillyer Street (State Highway 56)	W Broadway St to W Decker St	0.1	Paved Trail	WisDOT (City of Viroqua)	Near	$$	76	Hillyer Street varies from 36' to 42' wide at its northerly and southerly ends where greater turning radii add width. A sidewalk is on the west side of the street. Existing public right-of-way behind the existing curbs is approximately 10' on the west and 15' on the east, making the east side more viable for a trail. Parking is not allowed on either side of the street, making it possible to narrow the street. Possible conflicts on the east side include overhead power poles, trees, signs, raised beds, and off-street parking at the Catholic church. A trail on the east side of Hillyer would require redesign of a crosswalk at the intersection of Decker Street, which is on a curve and does not include flashing beacons or a high visibility crosswalk. See Actions 2.2 and 2.3 in Chapter 3 for design considerations.
33	Decker Street (State Highway 56)/Blackhawk Drive	Ben Lawton Drive to East Avenue	0.8	Paved Trail	WisDOT (City of Viroqua)	**Near term**	$$$	89	Decker Street is generally 34' to 38' wide with greater widths at the Main Street intersection. While on-street parking is generally restricted, parking is allowed on the south side between Eckhart Park and Main Street and in front of Nelson's Rental Center and Grimsled's (206 N Washington Avenue). A parking bay in the boulevard also exists at Viroqua Day Care Learning Center (628 W Decker Street). Sidewalks exist on both sides along the entire corridor. Additional public right-of-way behind the curbs varies from 11' to 15' along both sides, with more limited widths at Main Street due to large turning radii and turn lanes. West of Main Street, large numbers of children going to and from school use the south sidewalk, making the south side more preferable for a trail. Possible conflicts on the south side include overhead power poles, signs, fire hydrants, stoplights, decorative lighting, and a few street trees at the east end. Narrowing the street and parking removal on the south side of W Decker Street is the most likely opportunity to build a trail with adequate buffer space. A short trail connection can also be built between Decker Street and the Eckhart Park Trail at Western Avenue. At the far west end of this segment, the existing sidewalk on the south side between Ben Lawton Drive to Hillyer Street can be redesigned to function as a trail.
34	Johnson Street	County Highway XX to Parkwood Trail	1.1	Paved Trail	City of Viroqua	**Mid term**	$$	69	An east-west greenway connection toward Sidie Hollow Park can be developed through the Krause and Tollefson private properties when and if housing developments are built west of Viroqua Area Schools. Trail easements can be obtained that follow land contours. Johnson Street is 32' wide with a painted pedestrian lane on the north side. 18' of additional public right-of-way exists behind the curbs on both sides. The street can be narrowed to provide adequate buffer space between a trail and the street. A trail on the north side may be most advantageous due to its closer proximity to Viroqua Area schools. Possible conflicts within the public right-of-way include trees and fencing.
36	Parkwood Trail/Sidie Hollow Road	Blackhawk Field Trail to Hubbard Hills Trail	0.9	Paved Trail	City of Viroqua (Town of Viroqua)	**Mid term**	$$$	70	Parkwood Trail north of W South Street is 32' to 35' wide. A trail on the west side would be a continuation of the Blackhawk Field trail. Additional public right-of-way behind the curb is generally 17'. Possible challenges in this section include steep grades, ditch drainage, utility boxes, and a street light and fencing at the Johnson Street intersection. South of W South Street, Sidie Hollow Road is 20' wide with approximately 20' to 25' of additional public right-of-way on each side of the road beyond the pavement edge. Possible conflicts include steep grades, ditch drainage, fences, vegetation (including trees), power lines, culverts, and the Sidie Hollow Creek bridge. An evaluation of both sides of the road is needed to determine a preferred trail alignment.

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**

**** $ = Low, $$ = Medium, $$$ = High**

Implementation of the Future Network

Figure 5.10. Lead agencies and partners, funded projects, cost estimates, and opportunities/challenges are identified for each project shown in the maps shown in Figures 5.8 and 5.9.

Project ID	Roadway/Trail/Intersection Name	Project Extents	Length (miles)	Project Type	Lead Agency (Partner/s)	Phasing*	Planning Level Cost Estimate for City	Ranking Score	Opportunities and Challenges
37	South Street	Parkwood Trail to S East Avenue	0.8	Paved Trail	City of Viroqua	Near term	$$$	94	South Street generally varies from 28' to 32' wide with on-street parking allowed on both sides. Both sides of South Street have sidewalks except for the south side west of Rock Avenue. A trail on the north side would connect with Eckhart Park and avoid steep grades on the south side directly across the street from Eckhart Park. Addtional public right-of-way behind the north side curb varies from 14' to 17'. Possible conflicts include street trees, fire hydrants, mailboxes, overhead power lines, and signs.
38	S East Avenue	E Decker Street to Lewison Lane	0.5	Paved Trail	City of Viroqua	Mid term	$$$	70	S East Avenue varies from 28' to 32' wide with on-street parking allowed on both sides. Both sides of East Avenue have sidewalks except for the west side south of South Street. A trail on the east side would connect with an east side trail north of Decker Street and allow for the expansion of the existing sidewalk south of South Street. Addtional public right-of-way behind the east side curb varies from 15' to 19'. Possible conflicts include overhead power lines, street trees, fencing, shrubs, mailboxes, stairs, and signs. To provide a continuous trail facility along the corridor, a partnership would need to be developed with Pleasant Ridge Waldorf School to widen the existing 5' sidewalk to a trail. A partnership would also need to be developed with the Viroqua Cemetery Association to gain a trail easement through the far west portion of the cemetery (west of the gazebo) to connect with Washington Park. A trail could then be built on the east side of Washington Park to connect with Lewison Lane.
Total miles		**Paved Trail subtotal**	**6.8**						
		Sidewalk subtotal	**2.82**						
		All Total	**9.62**						

*** Near Term = one to five years, 2025 to 2029; Mid Term = six to 10 years, 2030 to 2034; Long Term = 11 to 20 years; 2035 to 2044**
**** $ = Low, $$ = Medium, $$$ = High**

Viroqua
Growing Forward

Bicycle and Pedestrian Plan

Appendix A: Community Engagement Report

May 13, 2024

Key Findings and Strategies for Engaging Community Members

Community members sharing feedback at an open house on February 15, 2024

Contents

INTRODUCTION

The purpose of this community engagement report is to summarize the approach to, and results of, engaging community members around the Viroqua Bicycle and Pedestrian Plan (Plan). Community input resulted in key findings used to develop plan recommendations and implementation strategies, as shown in Figure A.1.

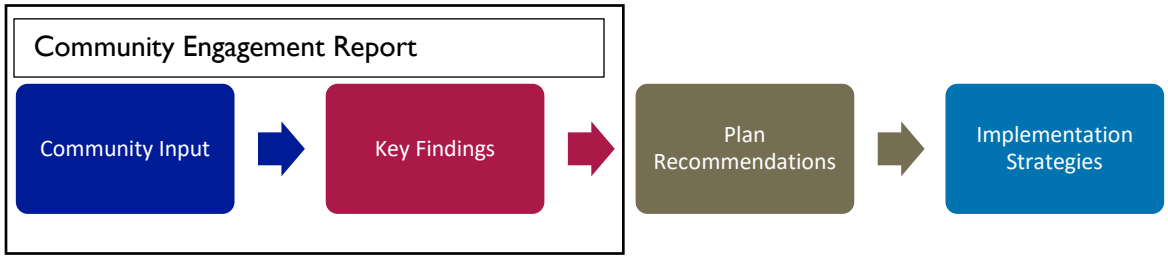


Figure A.1. The Plan development process begins with community input that informs key findings. These then lead to Plan recommendations and implementation strategies.

In 2023 and 2024, there were approximately 624 participant interactions that resulted in recorded input.

- 20 participant interactions at an Advisory Committee meeting *(Strategy A)*
- 247 participant interactions submitted through a Wish List *(Strategy B)*
- 350 participant interactions using an online and paper survey *(Strategy C)*
- 7 participant interactions at school walks *(Strategy D)*

KEY FINDINGS

1) **There is an unusually high level of community support and engagement around bicycling and walking.** The Advisory Committee identified community support as the top strength regarding bicycling and walking in Viroqua (see page A-5). The level of engagement during the community engagement process was more than double the level compared to 15 other communities where similar bicycle and/or pedestrian plans have been completed. Over 600 participant interactions in a town with a population of 4,500 is unusually high (see page A-45). The general sense is that bicycling and walking is better in Viroqua than similar communities, and there are many destinations within easy biking and walking distance (see page A-15).
2) **The biggest need for bicycling and walking is new facilities.** The Advisory Committee identified a lack of infrastructure as the top weakness and threat regarding bicycling and walking in Viroqua (see page A-5). The biggest desire from the community during the "Wish List" engagement strategy was new facilities both generally and along specific streets and intersections (see page A-6). The top "additional comment" during the survey engagement strategy was the desire for new bicycling and walking facilities (see page A-25). The worst ranked condition for bicycling or walking was bike racks for parking (see page A-15). Finally, many new facility needs were identified during the school walks (see pages A-41 and A-42).
3) **Connections to schools, parks, and natural areas are the highest priority.** The most important destinations identified for bicycling and walking were the two school campuses (see page A-8). When asked why bicycling or walking is important, the top priority was kids (see page A-24). The top reason people are currently bicycling or walking in Viroqua is to get exercise and go to parks (see page A-14). One of the lowest rated conditions for bicycling or walking is connections to parks and natural areas (see page A-15), illustrating the need to focus on these types of connections.
4) **People want more separation between motorists and bicyclists/pedestrians.** When shown images of various bicycling and walking facilities in Viroqua, people preferred options with the most physical separation from motorists (see pages A-16 through A-19). The top streets and intersections identified for improvement were locations with the highest amounts of motor vehicle traffic (see pages A-20 through A-22). At recently changed intersections on Main Street, people preferred changes that reduced conflicts and raised awareness of crossing pedestrians and bicyclists (see pages A-26 through A-32).

STRATEGIES FOR ENGAGING COMMUNITY MEMBERS

The Viroqua Bicycle and Pedestrian Plan is intended to reflect the priorities of the community. As a result, engagement strategies were not only geared toward people who care deeply about bicycling or walking, but also those who have a more limited interest. Strategies were varied to match the amount of time people have to participate in a community engagement process.

Strategy A: Advisory Committee

The first strategy for engaging community members was an Advisory Committee kickoff meeting which took place on November 20, 2023, as shown in Figure A.2. The Viroqua Bicycle and Pedestrian Plan Advisory Committee's first meeting gave residents with varying interests the opportunity to share their input on bicycling and walking issues. The committee was made up of the following members:

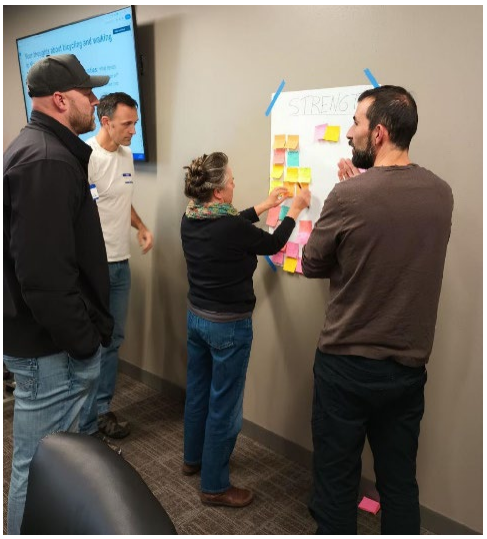


Figure A.2. Approximately 20 community members were engaged at the kickoff meeting of the Advisory Committee on November 20, 2023.

Organization or Interest Group	Representative
City Plan Commission	Sonya Newenhouse
Historic Preservation Commission	Lucy Danforth
Local business owner or Chamber Main Street employee/board member	Chris Clemens
Mayoral appointee	Tim Keneipp
Member of the National Interscholastic Cycling Association	Gibson Wade
Member of the National Interscholastic Cycling Association	Calleigh Anderson
Parent who walks or bikes their child to school	Krista Browne
Parks & Recreation Director	Kale Proksch
Person who uses an assistive device	Ashley Parkhurst
Police Department	Rick Niedfeldt
Public Works Committee	Todd Kirking
Resident who primarily bikes for transportation	Jennifer Morales
Resident who primarily drives for transportation	Roger Call
Resident who primarily walks for transportation	Ann Altland
School staff representative	Jordan Marshall
Senior who regularly walks or bikes	Charlie Knower
Spanish speaking resident	Fede Escobar
UW Extension	Hannah Altimus
Vernon County Aging and Disability Resource Center	Brenda Olson
Vernon Trails	Alycann or Pete Taylor
Viroqua Tourism Commission	Justin Miller
Viroqua Westby Trail Committee	Arthur Bernstein
Youth Initiative High School	Rose Marinsen-Burrell

Advisory Committee members were asked to share four categories of thought related to bicycling and walking:

1) **Strengths (see Figure A.3)**
    a. What are you proud of?
    b. What do other communities see as your strengths?
2) **Weaknesses**
    a. What could Viroqua improve?
    b. Where are there fewer resources than other communities?
3) **Opportunities**
    a. What trends could Viroqua take advantage of?
    b. How can strengths be turned into opportunities?
4) **Threats**
    a. What could harm the development of bicycling and walking in Viroqua?

Advisory committee members individually brainstormed ideas under each category, and then worked in small groups to categorize them. Each person then voted on their top priorities:

Figure A.3. Strengths identified by Advisory Committee members were categorized and voted on.

Category	Sub-categories (votes)
Strengths	• **Community support (13)** • Recognized cycling destination (11) • Small town (5) • Existing infrastructure (2)
Weaknesses	• **Infrastructure/build (29)** • Enforcement (7) • Education (4) • Cultural/topographic (0)
Opportunities	• **Facility/safety improvements (17)** • Marketing (12) • Connections with parks (10) • Education (7) • E-bikes (5) • Planning (2)
Threats	• **Lack of infrastructure (12)** • Cultural issues (7) • Education (6) • Resources (4) • Potential hazards (0)

Strategy B: Wish List

Many people do not have time to complete a survey or attend an open house. For that reason, the project team created a "wish list" board with post-it notes (see Figure A.4) and placed it at the following locations in October, November, and December of 2023:

- Nelson's Agri-Center
- Viroqua Farmers' Market
- Viroqua Food Co-op
- Viroqua Public Library

Respondents were presented with the following prompt:

Bicycling and Walking (including Safe Routes to School) Wish List – write your ideas on a post-it!

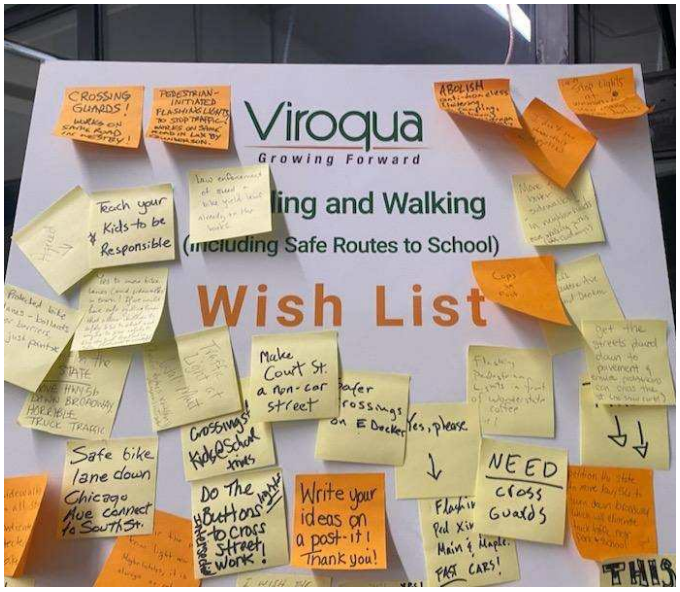


Figure A.4. Wish list ideas from community members.

247 wish list ideas were submitted and are summarized in Figure A.5. The top three wishes were:

1. New/improved facilities on specific routes/intersections (60/247, or 25%)
2. Expanded bicycling and walking network (52/247, or 21%)
3. Amenities (51/247, or 21%)

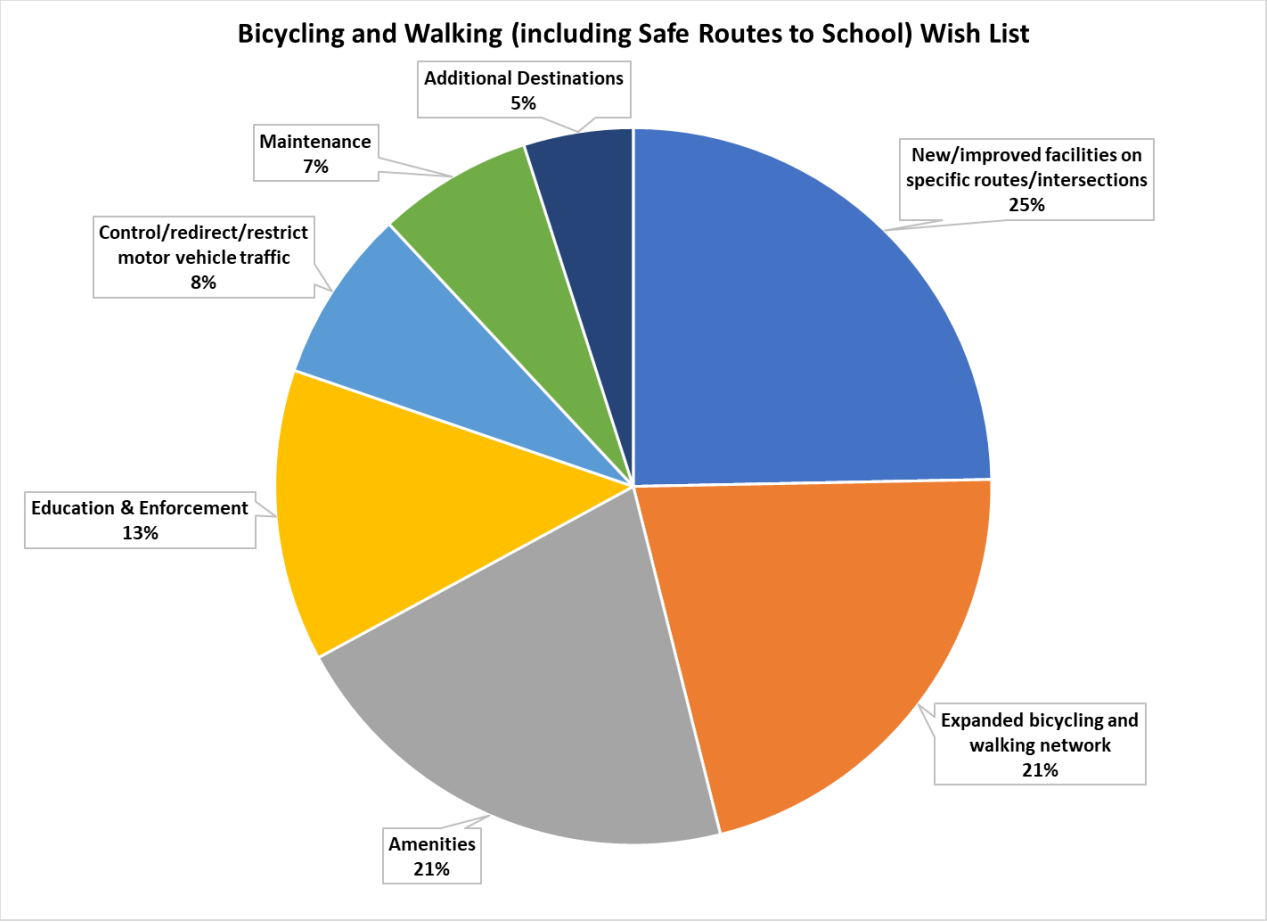


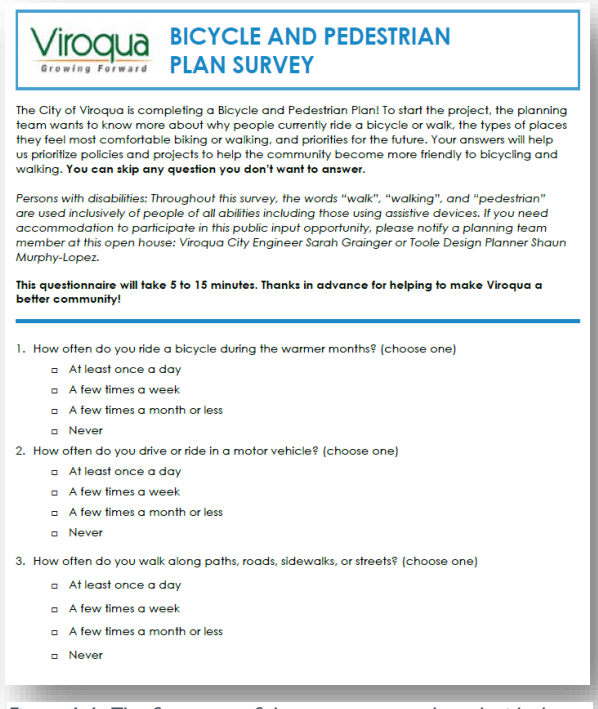
Figure A.5. Pie chart showing top wishes for bicycling and walking.

Strategy C: Surveys and Open House

After soliciting "wish list" ideas, the project team asked for community input using paper and online surveys, as shown in Figure A.6. The paper survey was available at the Viroqua Public Library during most of January and February of 2024. The online survey was available at https://tooledesign.github.io/Viroqua_Bike_Ped/ during the same period. The paper and online surveys were identical to allow results to be combined.

Links to the online survey were shared with community members through the project website, email newsletters, the City of Viroqua Facebook page, and postcards left at community gathering spots. Approximately 350 surveys were completed.

The paper survey was also made available at an open house on February 15, 2024, held at Viroqua City Hall. 22 people attended the open house.



Viroqua Growing Forward

BICYCLE AND PEDESTRIAN PLAN SURVEY

The City of Viroqua is completing a Bicycle and Pedestrian Plan! To start the project, the planning team wants to know more about why people currently ride a bicycle or walk, the types of places they feel most comfortable biking or walking, and priorities for the future. Your answers will help us prioritize policies and projects to help the community become more friendly to bicycling and walking. **You can skip any question you don't want to answer.**

Persons with disabilities: Throughout this survey, the words "walk", "walking", and "pedestrian" are used inclusively of people of all abilities including those using assistive devices. If you need accommodation to participate in this public input opportunity, please notify a planning team member at this open house: Viroqua City Engineer Sarah Grainger or Toole Design Planner Shaun Murphy-Lopez.

This questionnaire will take 5 to 15 minutes. Thanks in advance for helping to make Viroqua a better community!

1. How often do you ride a bicycle during the warmer months? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never
2. How often do you drive or ride in a motor vehicle? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never
3. How often do you walk along paths, roads, sidewalks, or streets? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never

Figure A.6. The first page of the paper survey shared with the community.

MAPPING

Respondents were invited to identify important destinations, dangerous intersections, and needed paths or sidewalks. Maps were made available both in paper and online (see Figure A.7). Residents submitted a total of:

- 131 important destinations for bicycling or walking
- 71 dangerous intersections for bicycling or walking
- 65 needed bike lanes or paths for bicyclists
- 81 needed sidewalks or paths for pedestrians

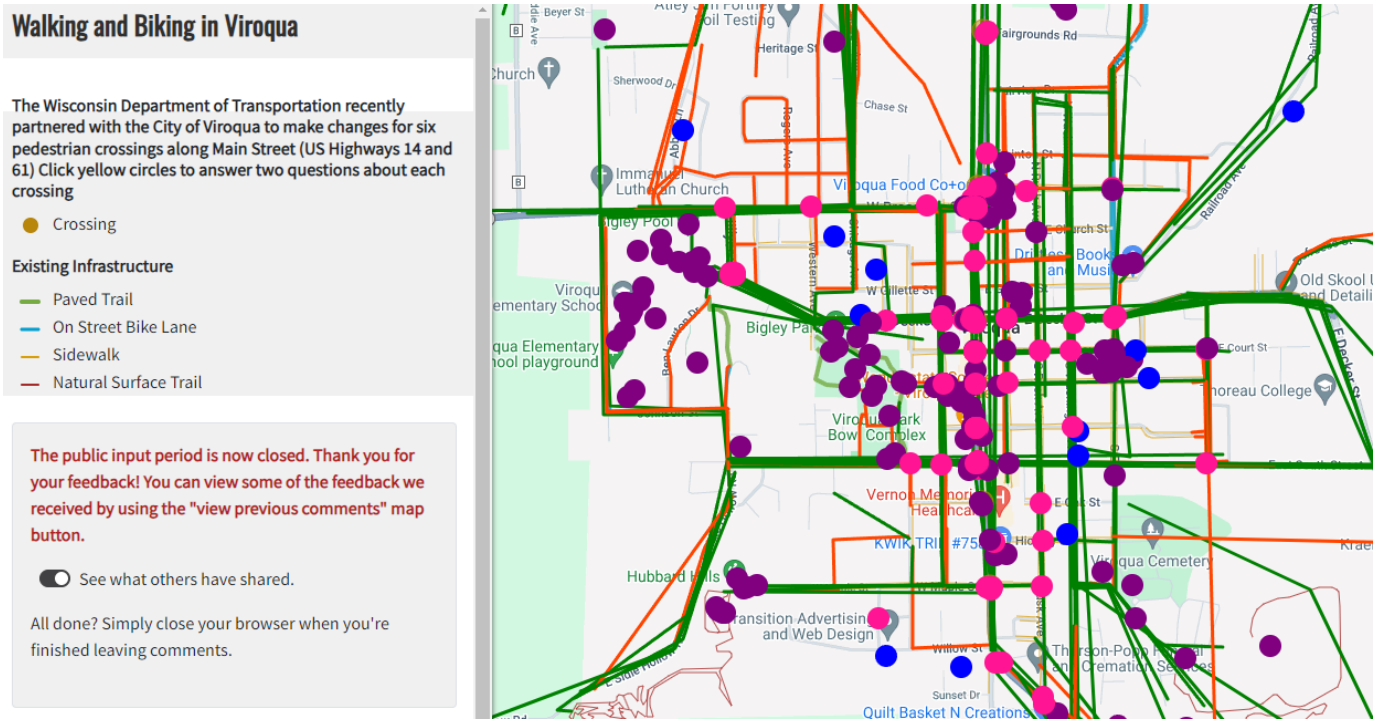


Figure A.7. A screen capture of the online map asking for input on important destinations, dangerous intersections, and needed paths or sidewalks.

Important Destinations

The map shown in Figure A.8 summarizes the 131 important destinations respondents identified for bicycling or walking. The three largest concentrations of destinations were the Viroqua Area Schools campus, the Pleasant Ridge Waldorf/Youth Initiative school campus, and McIntosh Memorial Library.

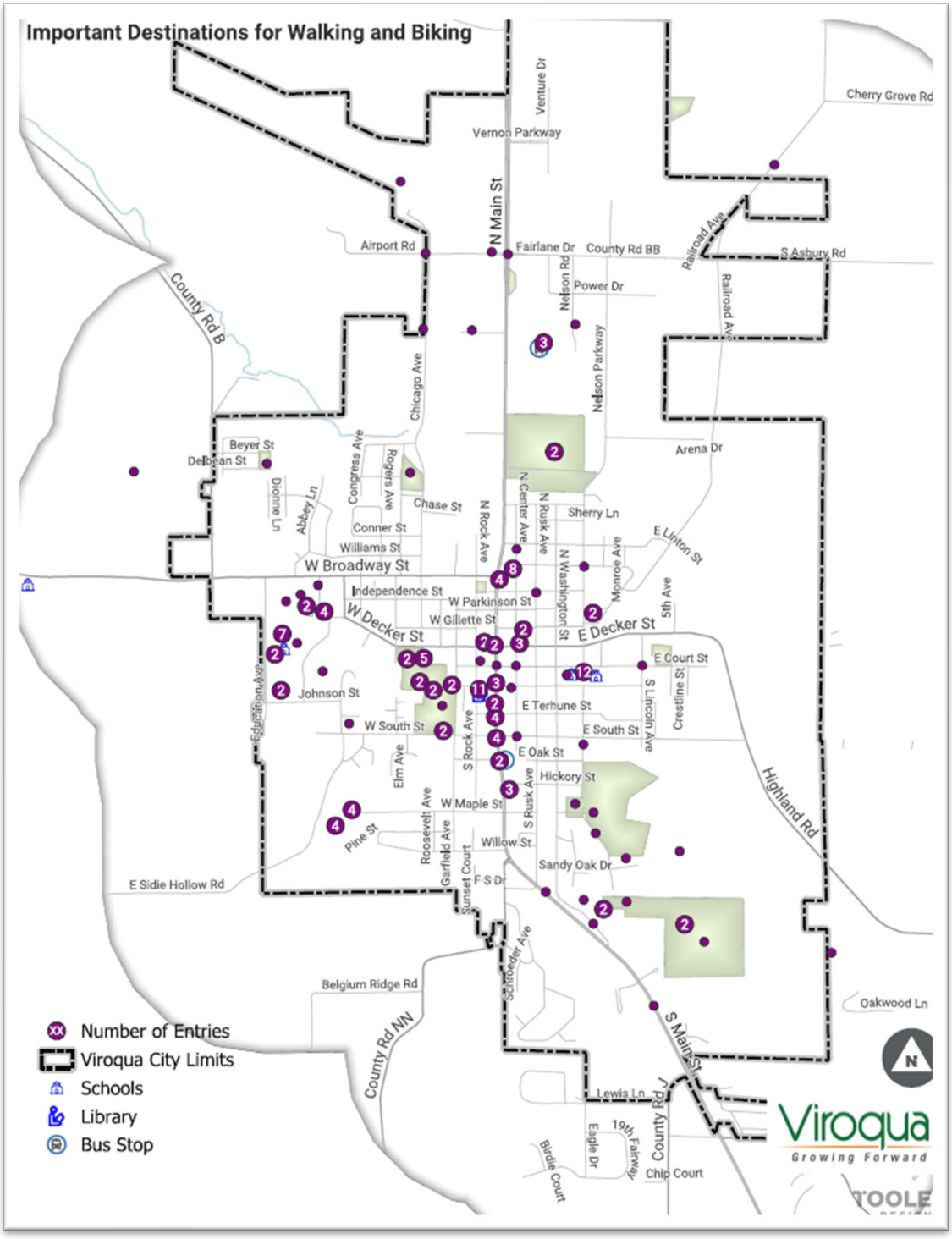


Figure A.8. Respondents were asked to place points at important destinations for bicycling or walking.

Dangerous Intersections

The map shown in Figure A.9 summarizes the 71 intersections respondents identified as dangerous for bicycling or walking. The most dangerous intersection was Main Street with W Broadway Street, followed by Main Street with Decker Street.

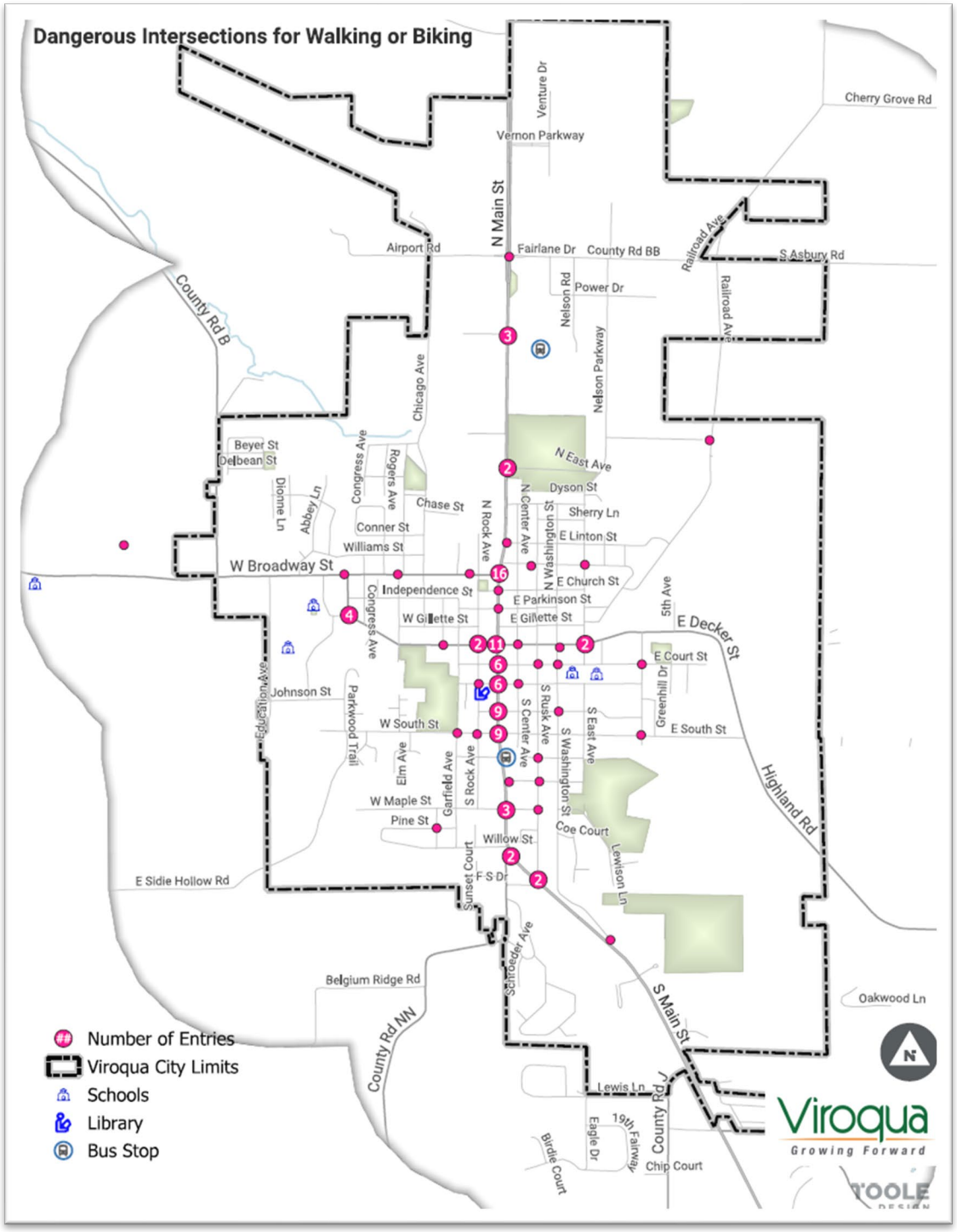


Figure A.9. Respondents were asked to place points at dangerous intersections for bicycling or walking.

Needed Bike Lanes or Paths

The map shown in Figure A.10 summarizes the 65 routes where respondents reported bike lanes or paths were needed for bicyclists. The most needed bike lanes or paths run along:

- Airport Road/County Highway BB
- Chicago Avenue
- Decker Street
- Main Street
- Washington Street

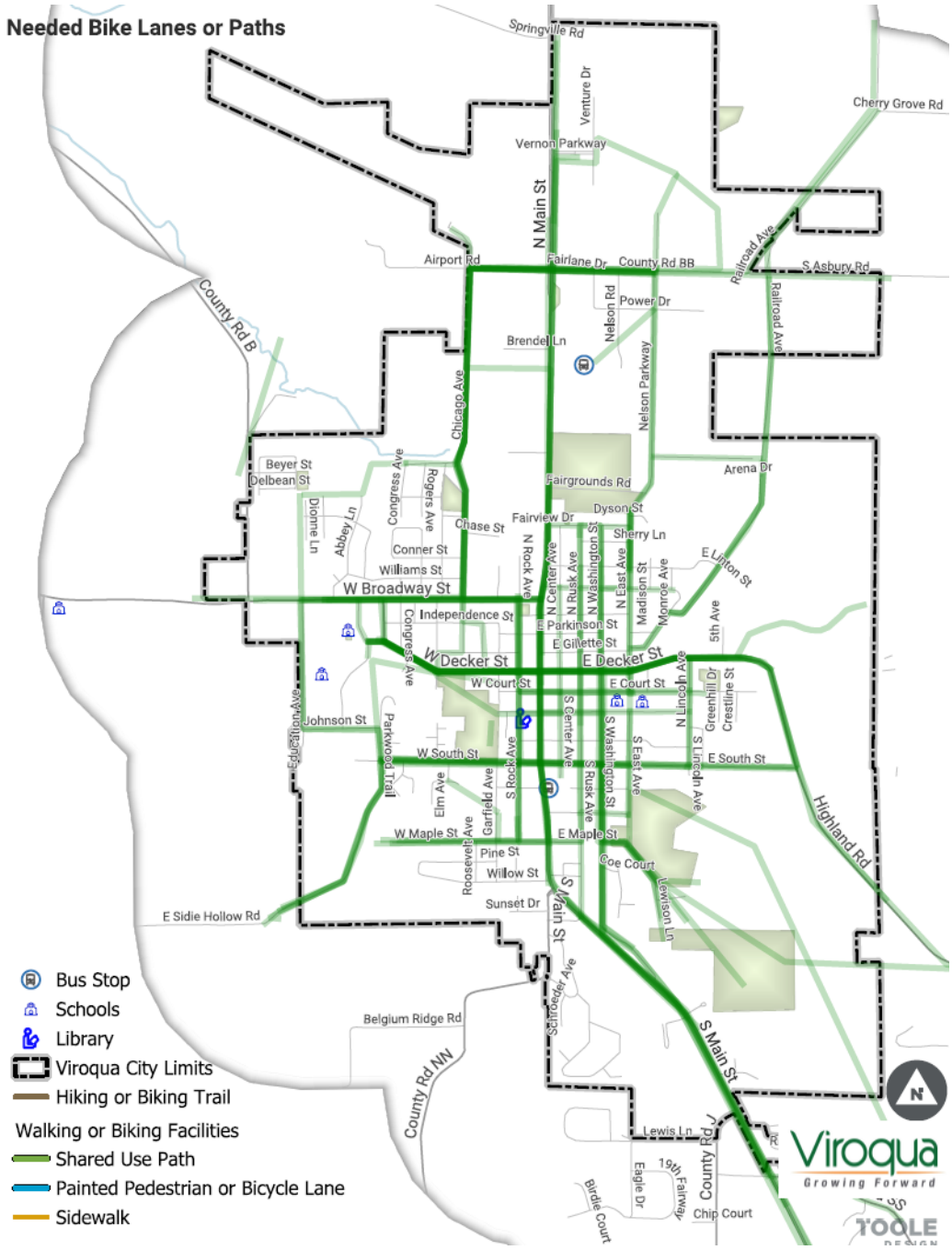


Figure A.10. Respondents were asked to draw lines where bike lanes or paths were needed for bicyclists.

Needed Pedestrian Sidewalks or Paths

The map shown in Figure A.11 summarizes the 81 routes where respondents reported sidewalks or paths were needed for pedestrians. The most needed sidewalks or paths run along:

- Airport Road
- Chicago Avenue
- S Main Street
- W Broadway Street

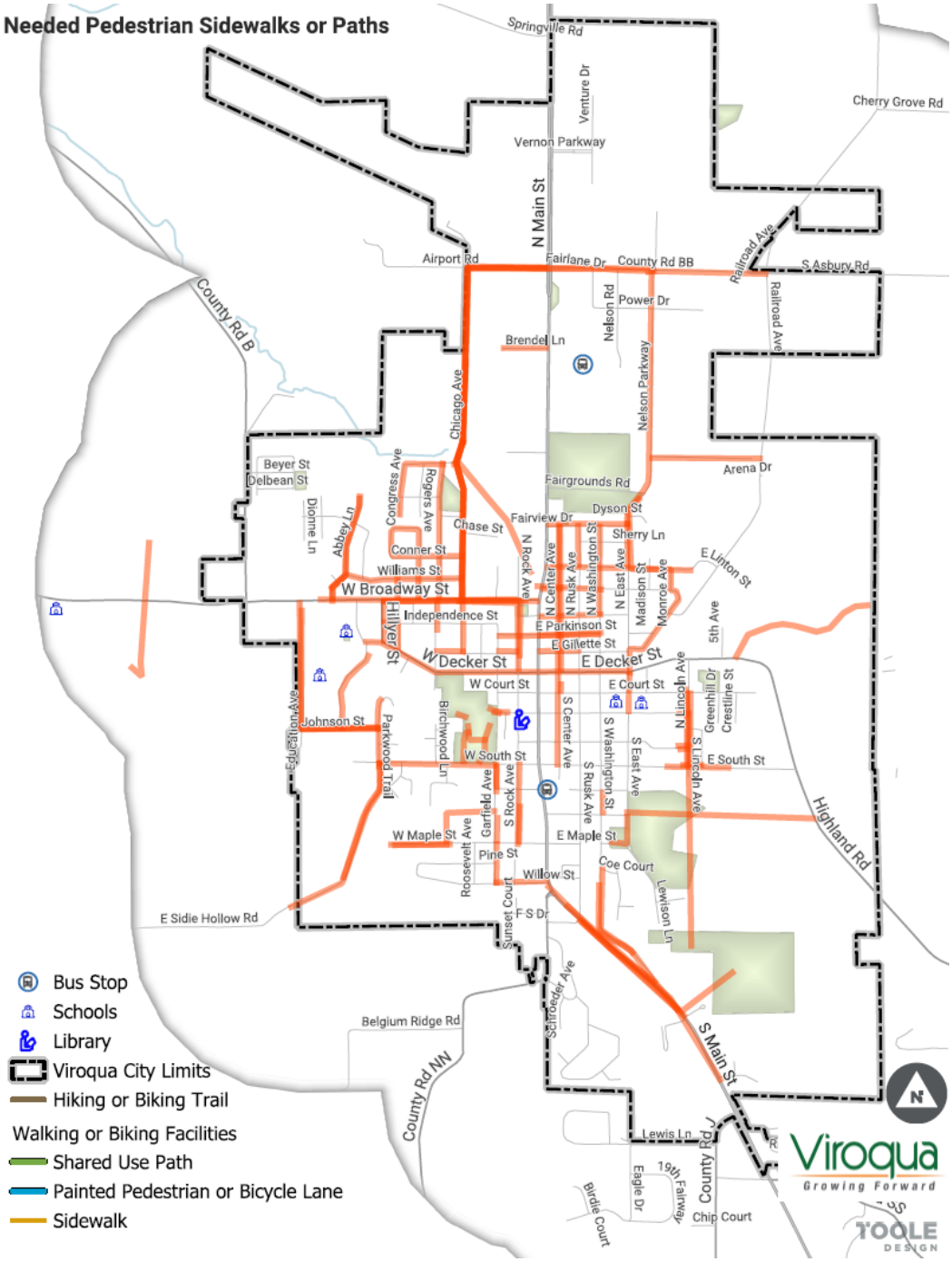


Figure A.11. Respondents were asked to draw lines where sidewalks or paths were needed for pedestrians.

WALKING/BICYCLING/DRIVING FREQUENCY

Respondent were asked the following questions about the frequency with which they traveled.

- *How often do you walk along paths, roads, sidewalks, or streets?*
- *How often do you ride a bicycle during the warmer months?*
- *How often do you drive or ride in a motor vehicle?*

Respondents reported their most common mode of transport on a daily basis was walking, followed by driving and bicycling (Figure A.12).

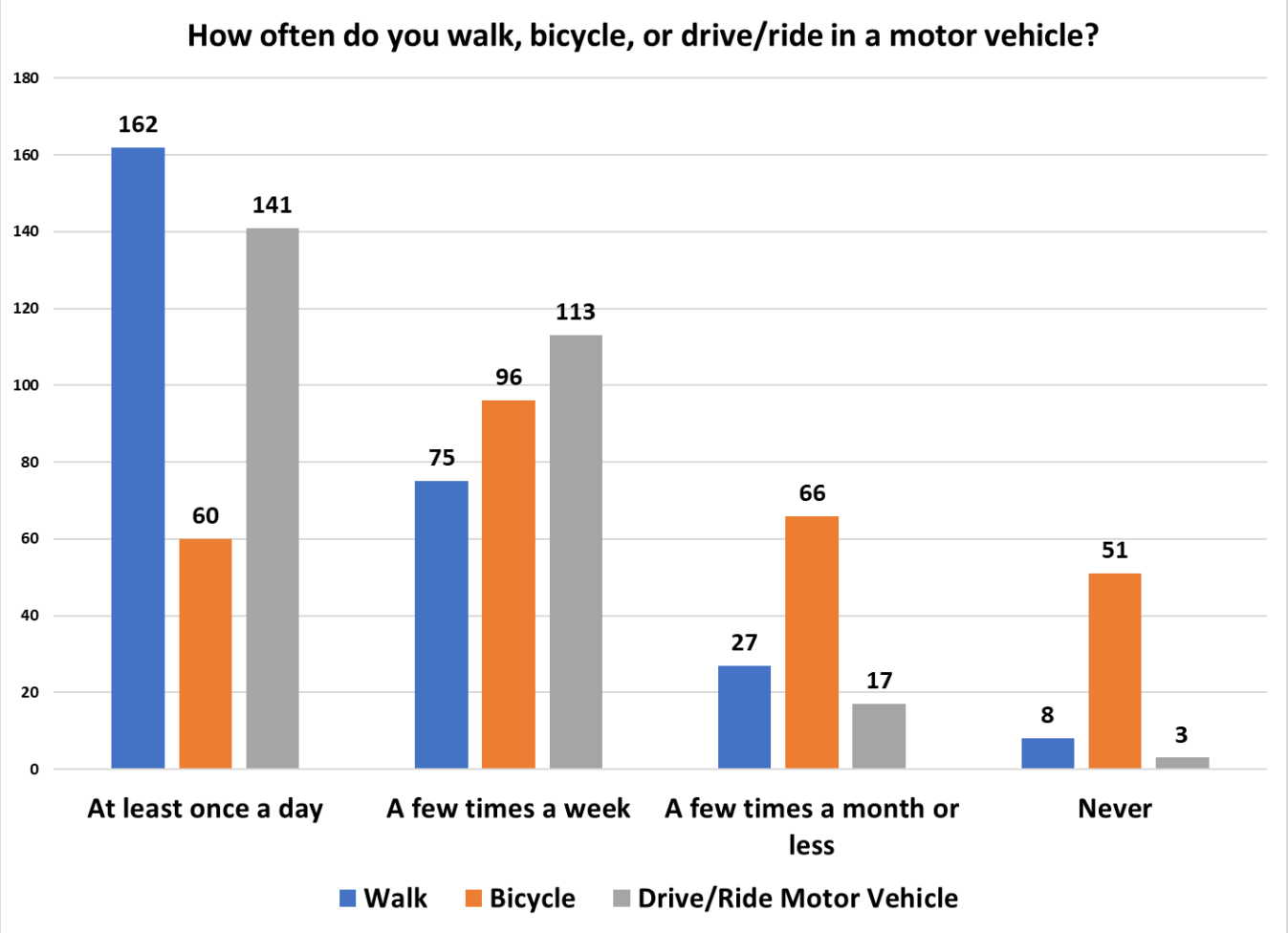


Figure A.12. Frequency with which participants in the Viroqua public engagement activities reported walking, bicycling, or driving/riding in a motor vehicle.

PRIMARY MODE OF TRANSPORTATION FOR IMPROVEMENT

48% of respondents reported that the primary mode of transportation they would like to see improved in Viroqua is bicycling. This was followed by 35% choosing walking as their primary mode for improvement. The remaining 17% of respondents chose driving as their primary mode.

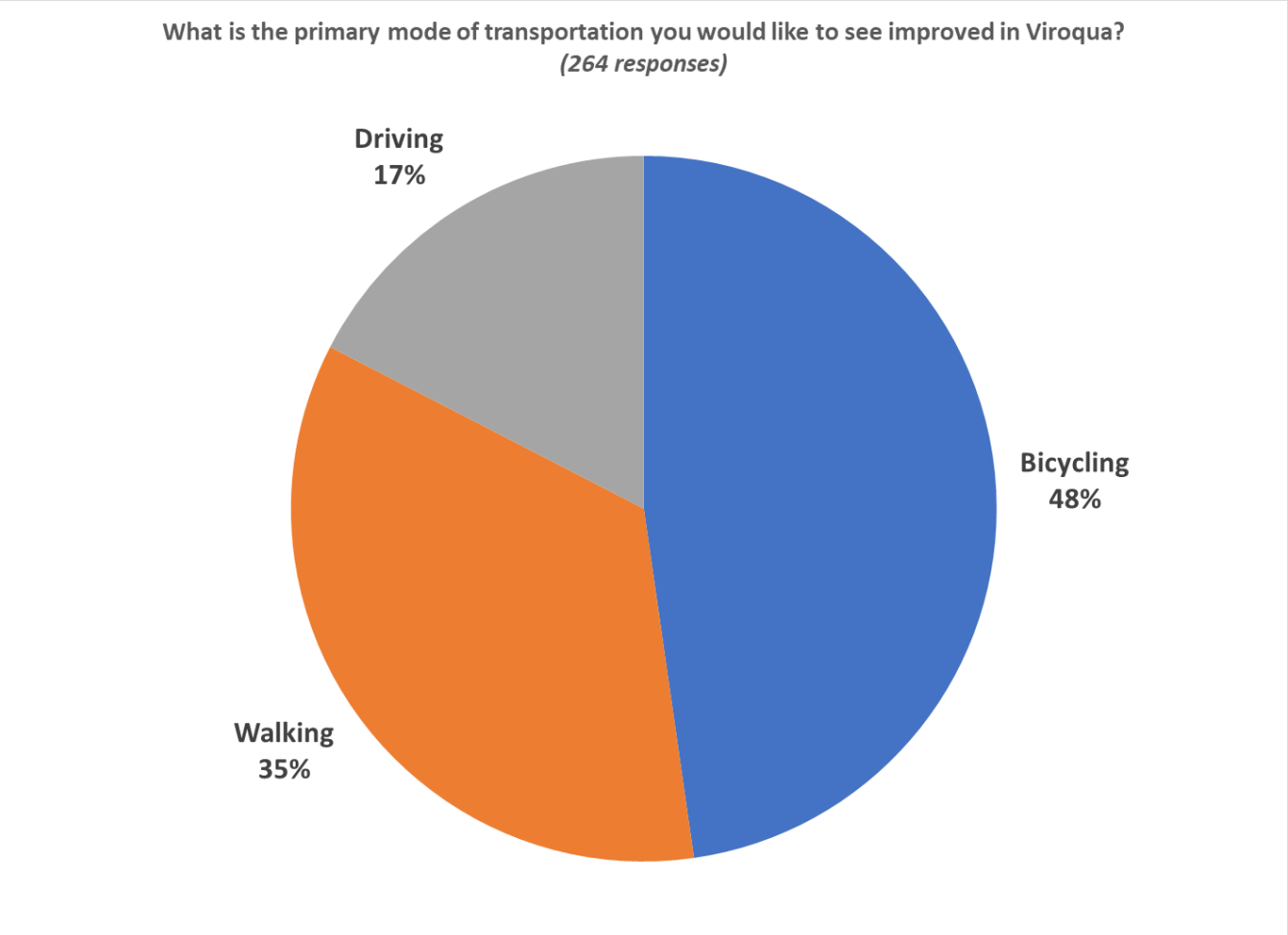


Figure A.13. Respondents in the Viroqua public engagement activities shared their primary mode of transportation for improvement (answered by 264 participants).

REASONS FOR BICYCLING OR WALKING

Respondents were asked about the most common reasons they bike or walk. The nine categories and number of responses included:

1. Getting exercise, including going to parks – 222
2. Going to community services (e.g., financial, library, medical, municipal) – 156
3. Shopping at stores and/or outdoor markets – 149
4. Going out to eat/drink/hear live music at bars/restaurants/community festivals – 148
5. Visiting friends or relatives – 106
6. Dog walking – 83
7. Going to work – 81
8. Going to school – 46
9. Other - 18

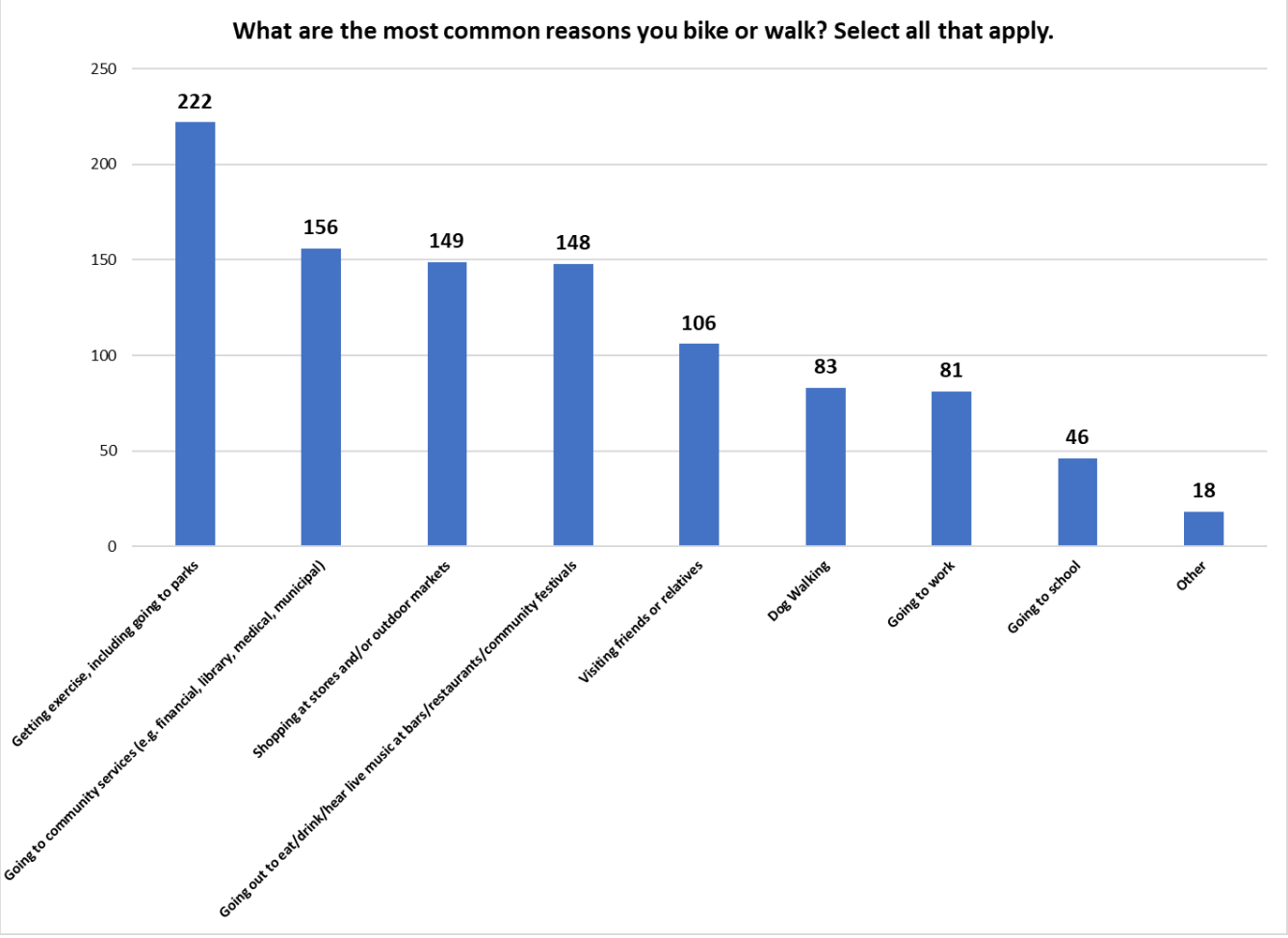


Figure A.14. Bar chart showing reasons for bicycling or walking

CURRENT CONDITIONS FOR BIKING OR WALKING

Respondents were asked to rank a variety of current biking and walking conditions in Viroqua on a five-point scale including Excellent, Good, Acceptable, Not Good, and Bad. Figure A.15 displays the results of respondents who rated each condition as either Excellent or Good. The number of people who responded to each condition varied from 202 for "locations and numbers of bike racks for parking" to 268 for "comfort and safety when using quiet streets."

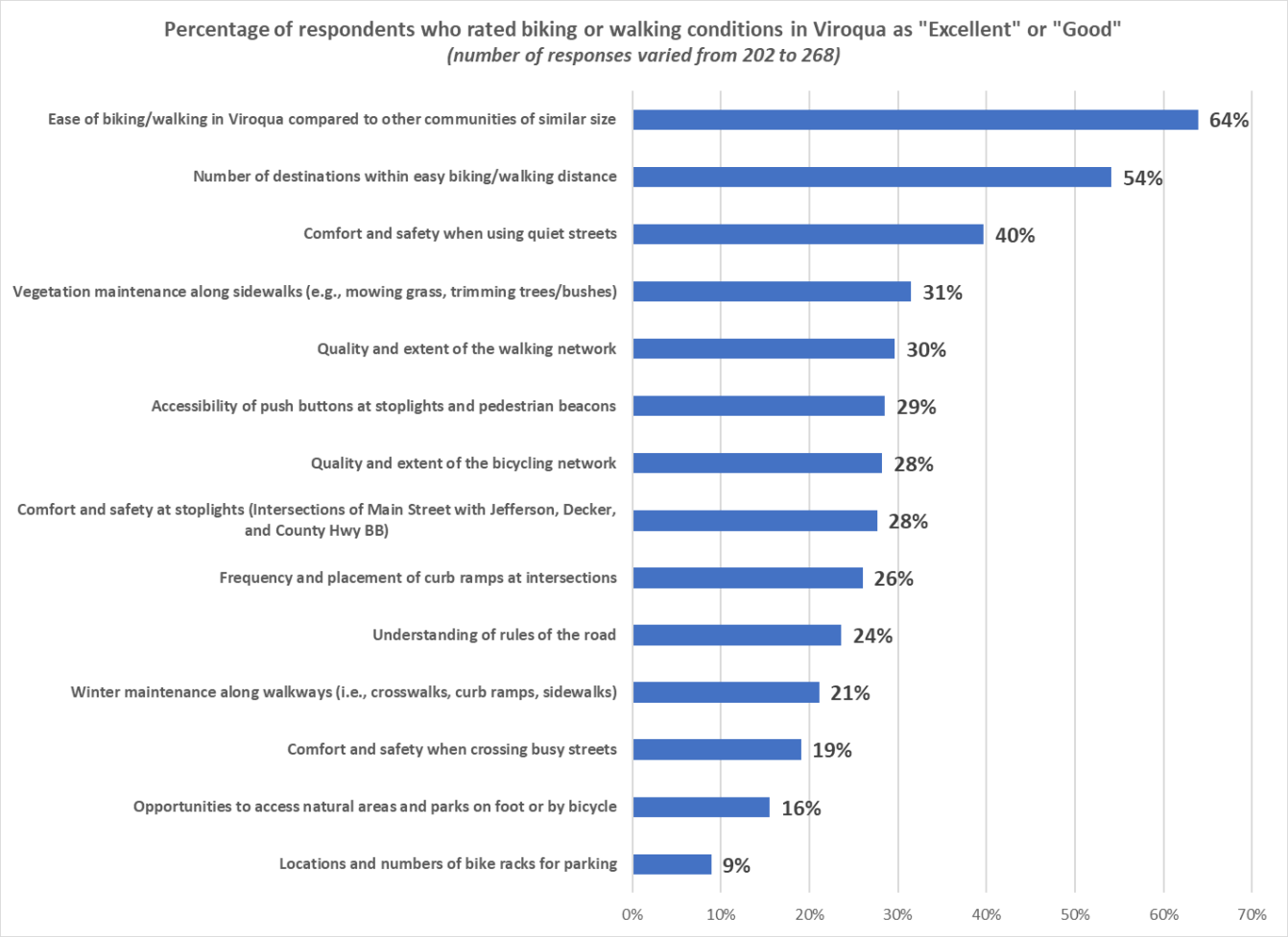


Figure A.15. Summary graph of percentage of respondents who rated each biking or walking condition as Excellent or Good.

WALKING FACILITY PREFERENCES

Respondents were asked to rate their comfort level with walking on various types of facilities. Participants viewed a photo of each walking facility, and then rated each on a five-point scale including Very Comfortable, Comfortable, Acceptable, Uncomfortable, and Very Uncomfortable. Figure A.16 shows the percentage of respondents who ranked each facility as either Very Comfortable or Comfortable. 206 people answered this question.

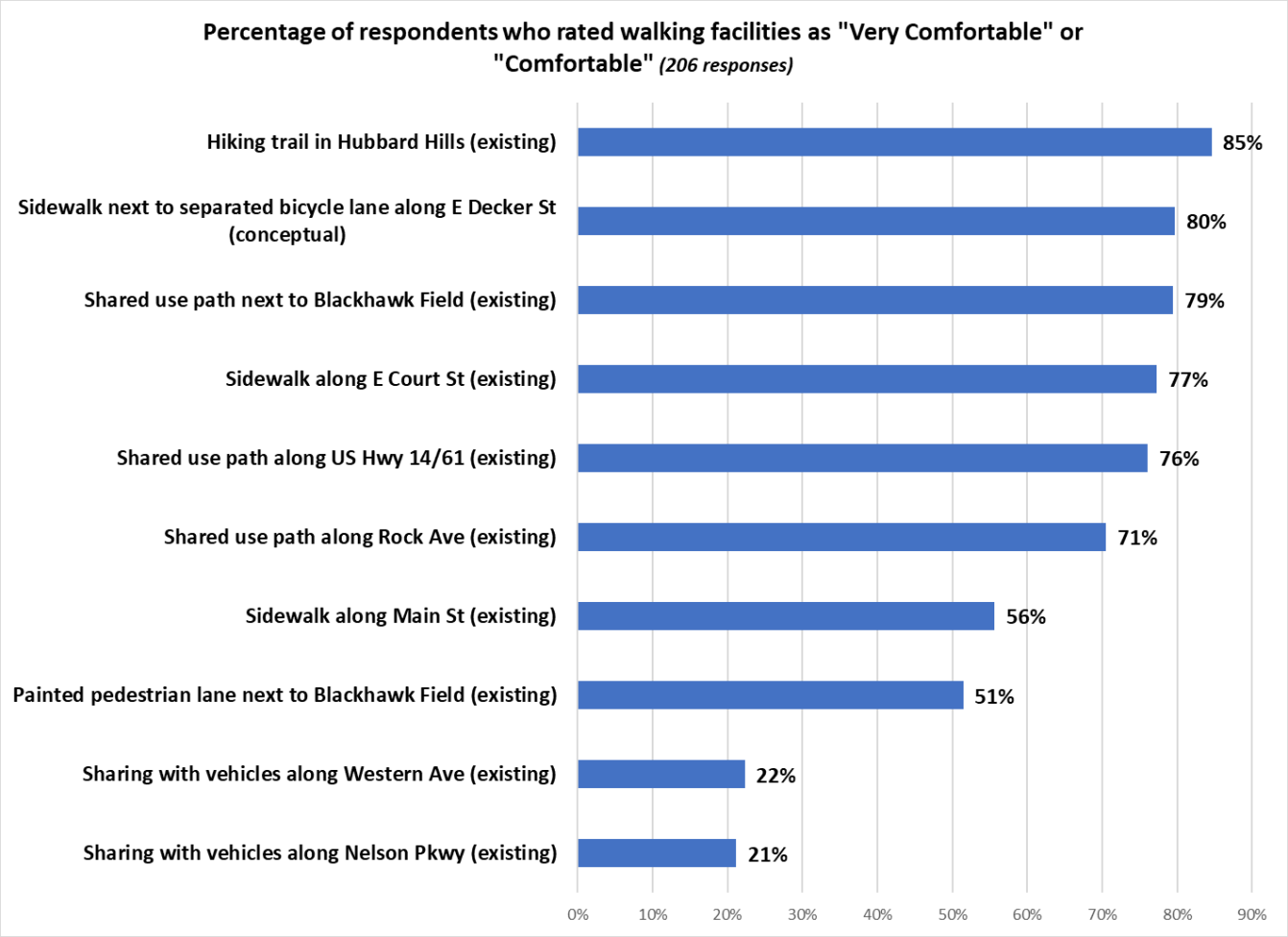
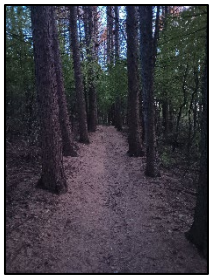
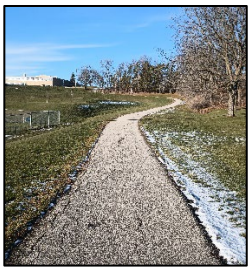


Figure A.16. Summary graph of percentage of respondents who rated each walking facility as 'Very Comfortable' or 'Comfortable'. The images on the following page were included in the survey.



Hiking Trail in Hubbard Hills (85%)

Sidewalk next to separated bike lane along Decker St (80%)



Shared use path next to Blackhawk Field (79%)

Sidewalk along E Court St (77%)

Shared use path along US Hwy 14/61 (76%)

Shared use path along Rock Ave (71%)

Sidewalk along Main St (56%)

Painted pedestrian lane next to Blackhawk Field (51%)

Sharing with vehicles along Western Ave (22%)

Sharing with vehicles along Nelson Pkwy (21%)

BICYCLING FACILITY PREFERENCES

Respondents were asked to rate their comfort level with bicycling on various types of facilities. Participants viewed a photo of each bicycling facility, and then rated each on a five-point scale including Very Comfortable, Comfortable, Acceptable, Uncomfortable, and Very Uncomfortable. Figure A.17 shows the percentage of respondents who ranked each facility as either Very Comfortable or Comfortable. 199 people answered this question.

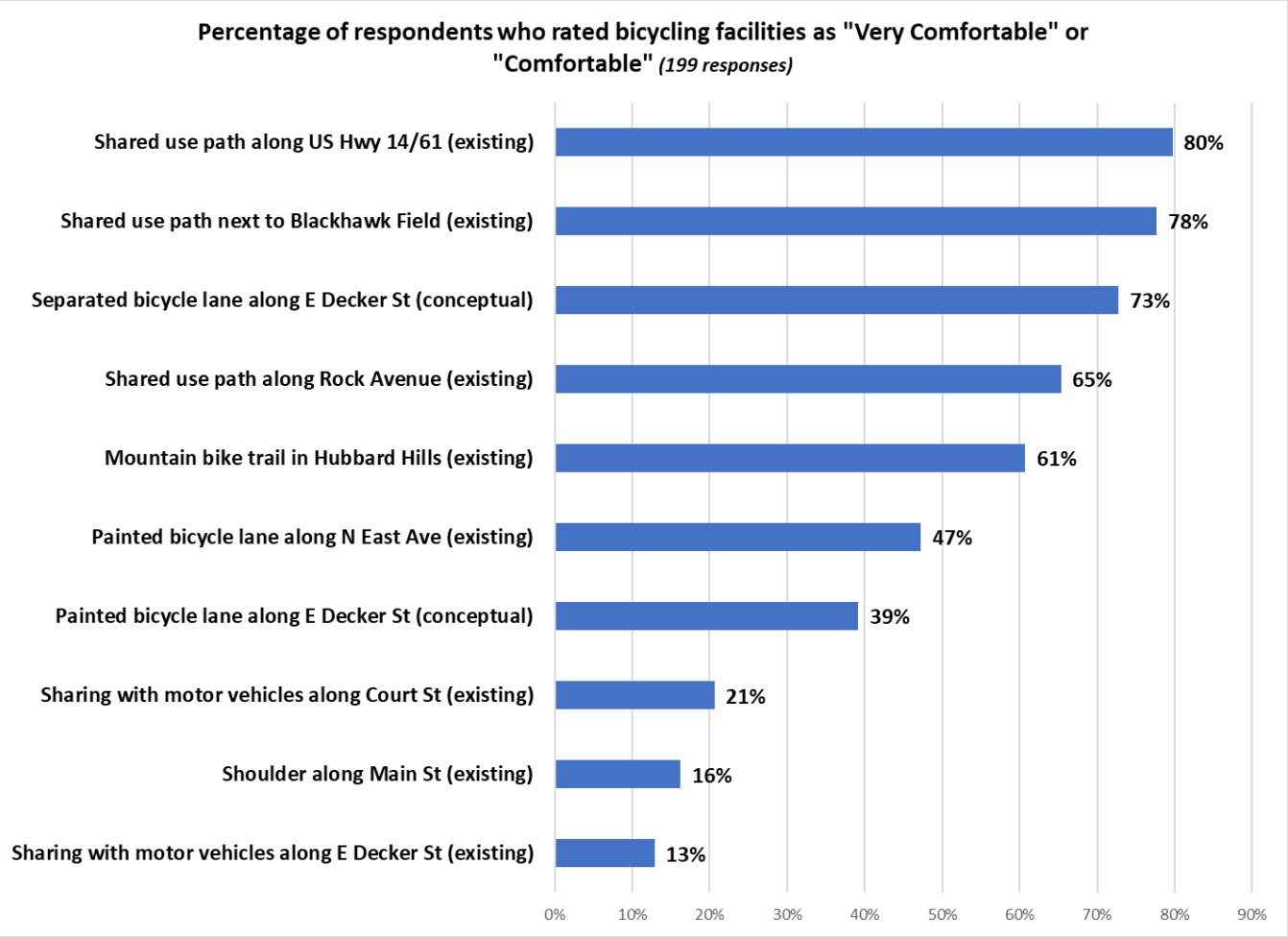


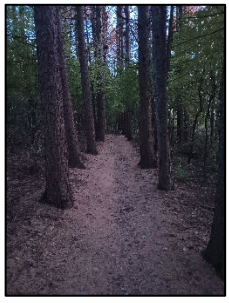
Figure A.17. Summary graph of percentage of respondents who rated each bicycling facility as 'Very Comfortable' or 'Comfortable'. The images on the following page were included in the survey.

Shared use path along US Hwy 14/61 (80%)

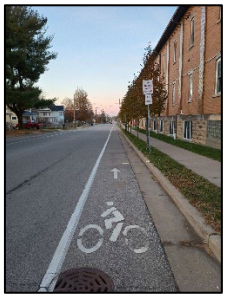
Shared use path next to Blackhawk Field (78%)

Separated bicycle lane along E Decker St (73%)

Shared use path along Rock Ave (65%)



Mountain bike trail in Hubbard Hills (61%)



Painted bicycle lane along N East Ave (47%)

Painted bicycle lane along E Decker St (39%)

Sharing with motor vehicles along Court St (21%)

Shoulder along Main St (16%)

Sharing with motor vehicles along E Decker St (13%)

TOP INTERSECTIONS/STREETS FOR IMPROVEMENT

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

Imagine you had a magic wand and could instantly change one intersection in Viroqua to make it better for bicycling and/or walking. Which one would you select? What solution/s would you recommend?

138 intersections were suggested, as shown in Figure A.18 (ideas mentioned by only one or two respondents were not included in the chart). The intersection of Main Street and Decker Avenue was the top priority in 35 out of 138 ideas (or 25%), while the intersection of Main Street and Broadway Avenue was the top priority in 30 out of 138 ideas (or 22%).

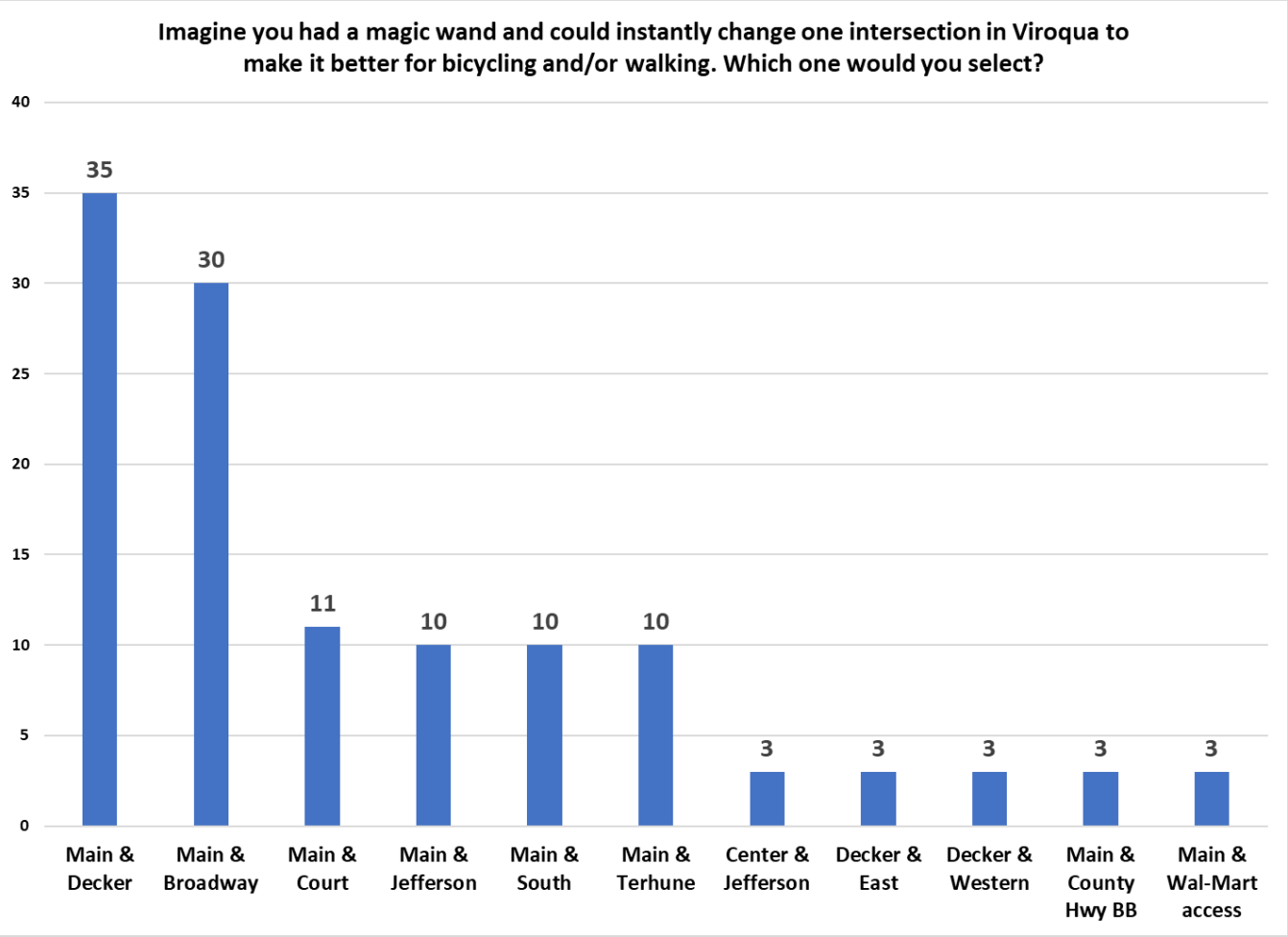


Figure A.18. Column chart showing the top intersections for instant change in Viroqua.

92 intersection solutions were submitted, as shown in Figure A.19 (solutions mentioned by only one or two respondents were not included in the chart). Traffic signals were the top solution from 20 out of 92 submittals, while pedestrian beacons were the top idea from 19 out of 92 submittals.

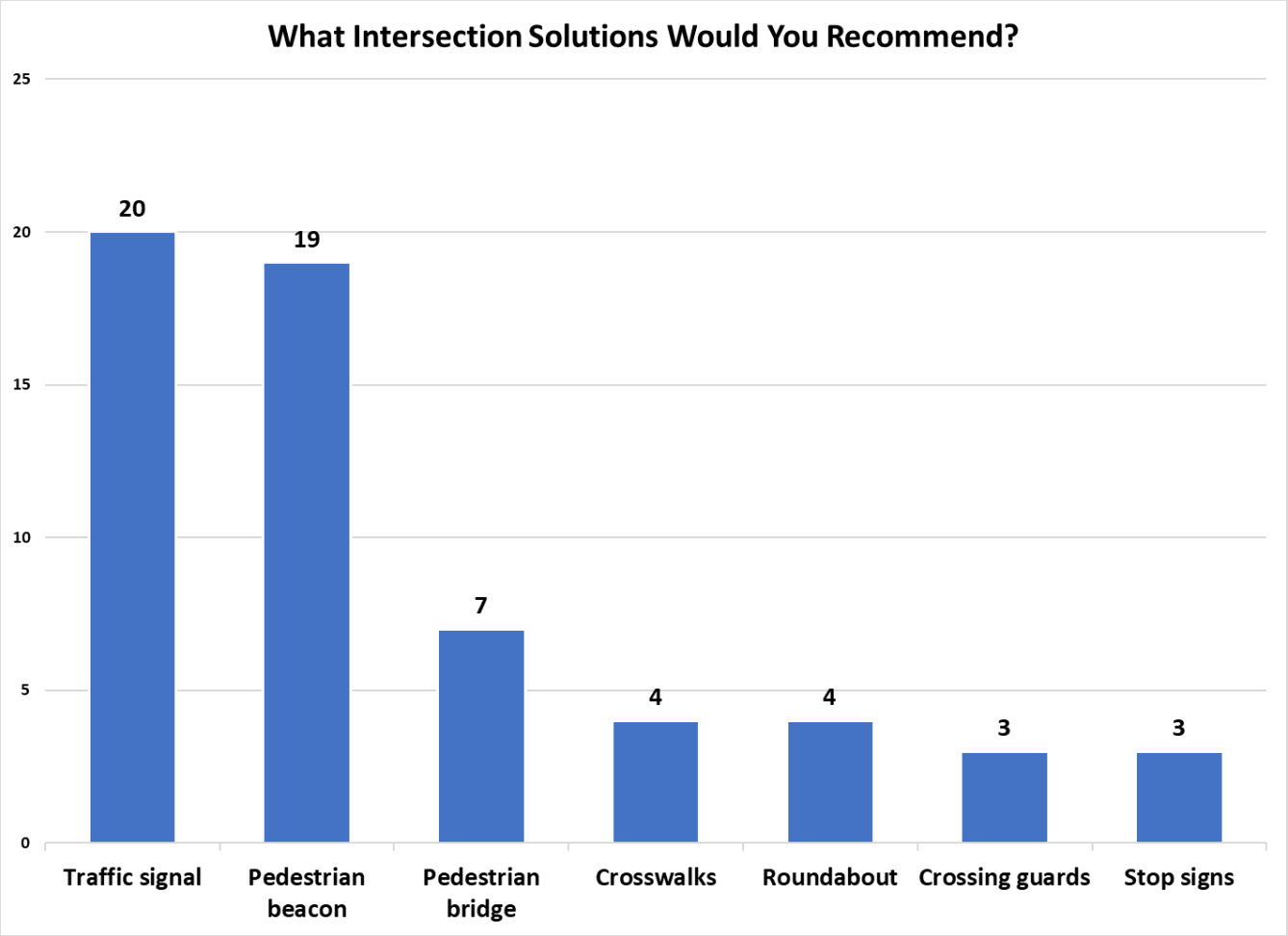


Figure A.19. Pie chart showing the top intersection solutions in Viroqua.

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

Imagine you had a magic wand and could instantly change one street in Viroqua to make it better for bicycling and/or walking. Which one would you select?

151 streets were suggested as shown in Figure A.20 (ideas mentioned by only one or two respondents were not included in the chart). Main Street was the top priority in 55 out of 151 ideas (or 36%), while Decker Street was the top priority in 33 out of 151 ideas (or 22%).

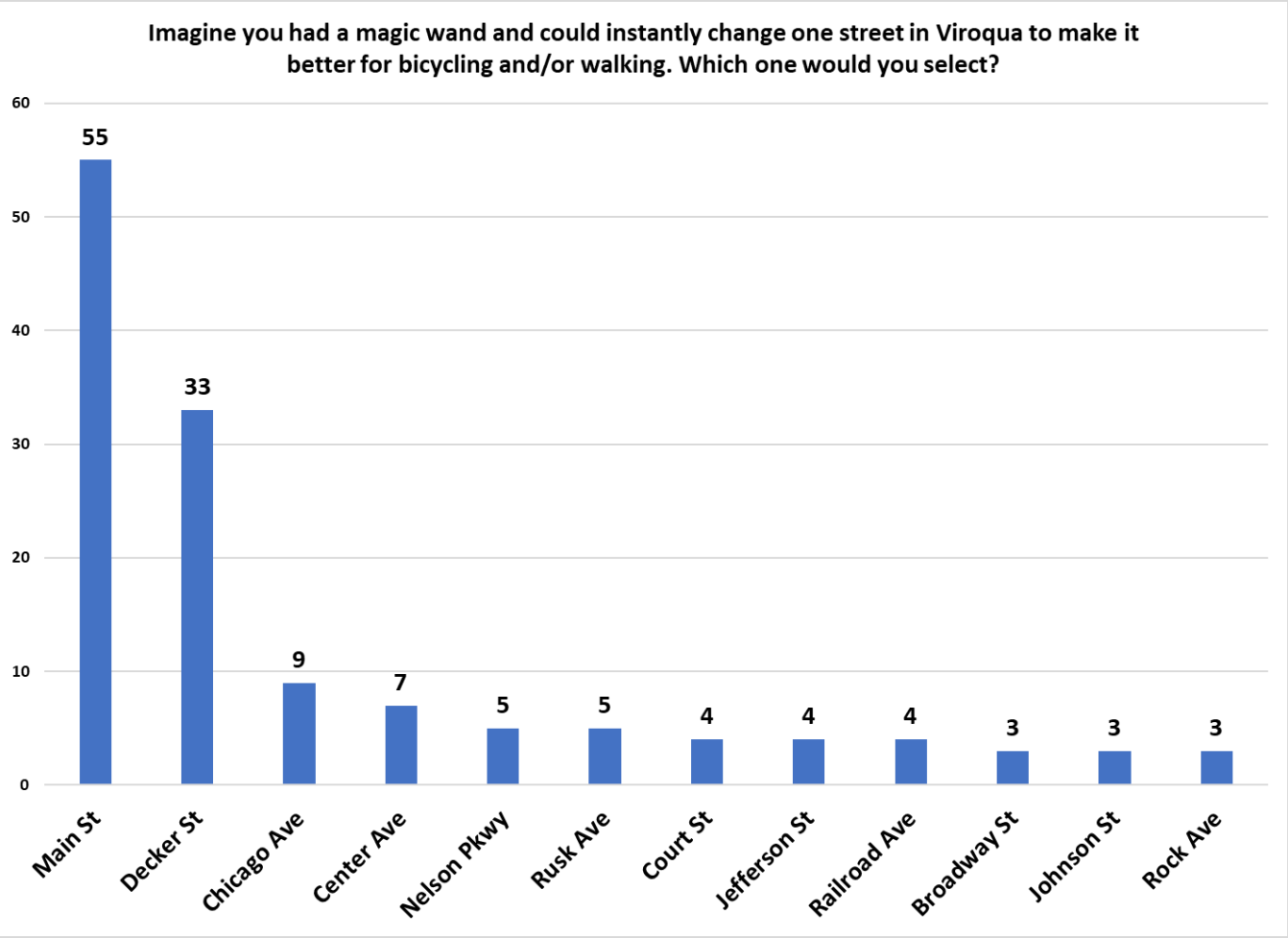


Figure A.20. Column chart showing the top streets for instant change in Viroqua.

VISIONING

Respondents were asked to provide three words to describe their ideal Viroqua bicycling or walking network. 179 people responded with 415 words. Figure A.21 shows the most common visionary words chosen by the individuals. Only words mentioned by six or more respondents were included in the chart. Respondents most said they wanted Viroqua to be safe (74/179, or 41%) and connected (33/179, or 18%).

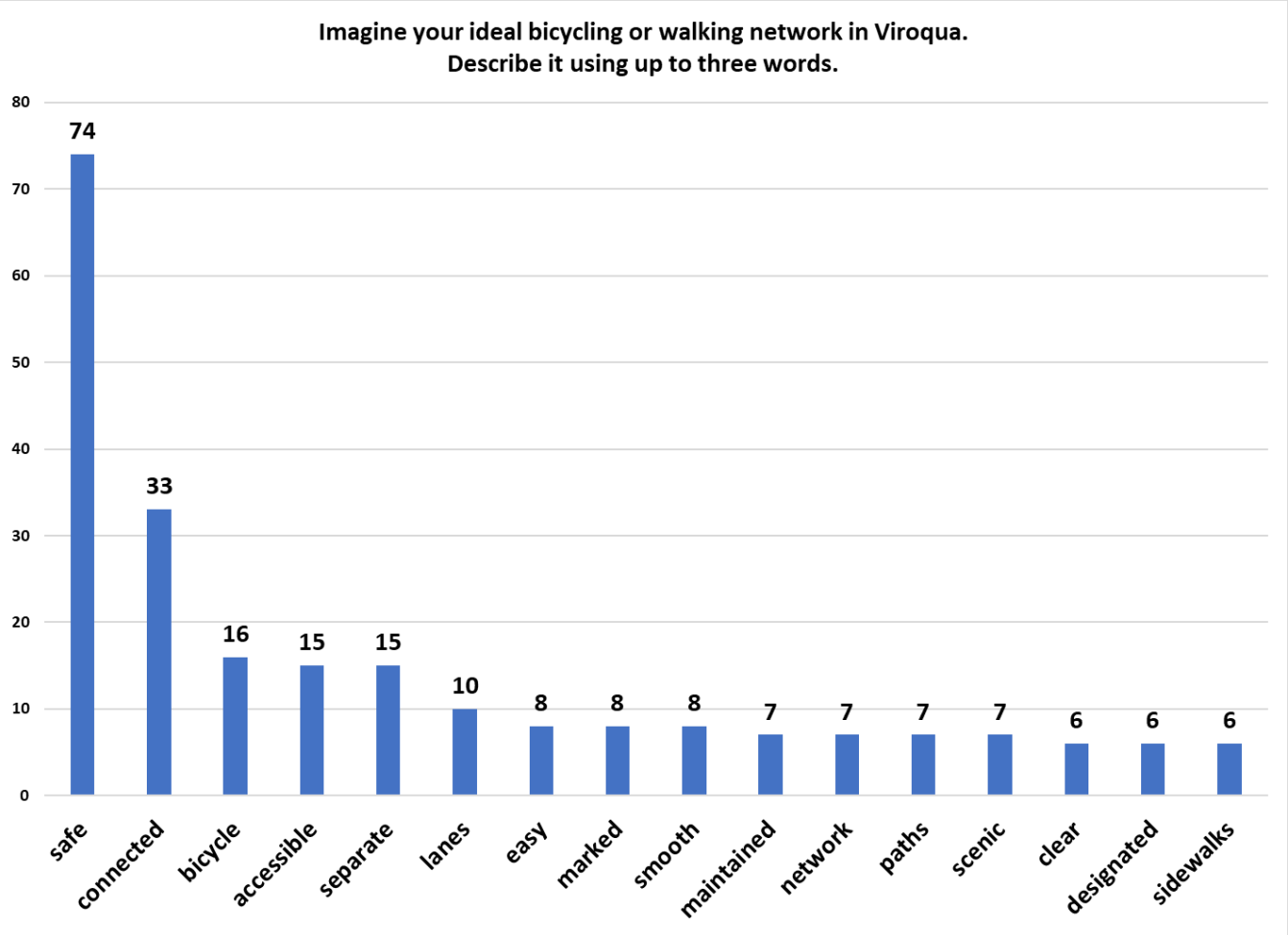


Figure A.21. Column chart of the ideal Viroqua bicycling or walking network

IMPORTANCE OF BICYCLING OR WALKING

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

We want to know why bicycling or walking is important to you. Share about the people in your life who would benefit from a better bicycling or walking network in Viroqua.

173 people submitted stories with 296 themes, which are summarized in Figure A.22. Only themes mentioned by five or more respondents were included. The most popular themes were:

1. Kids (45/173, or 26%)
2. Exercise (34/173, or 20%)
3. Health (31/173, or 18%)
4. Family (26/173, or 15%)
5. Safety (26/173, or 15%)

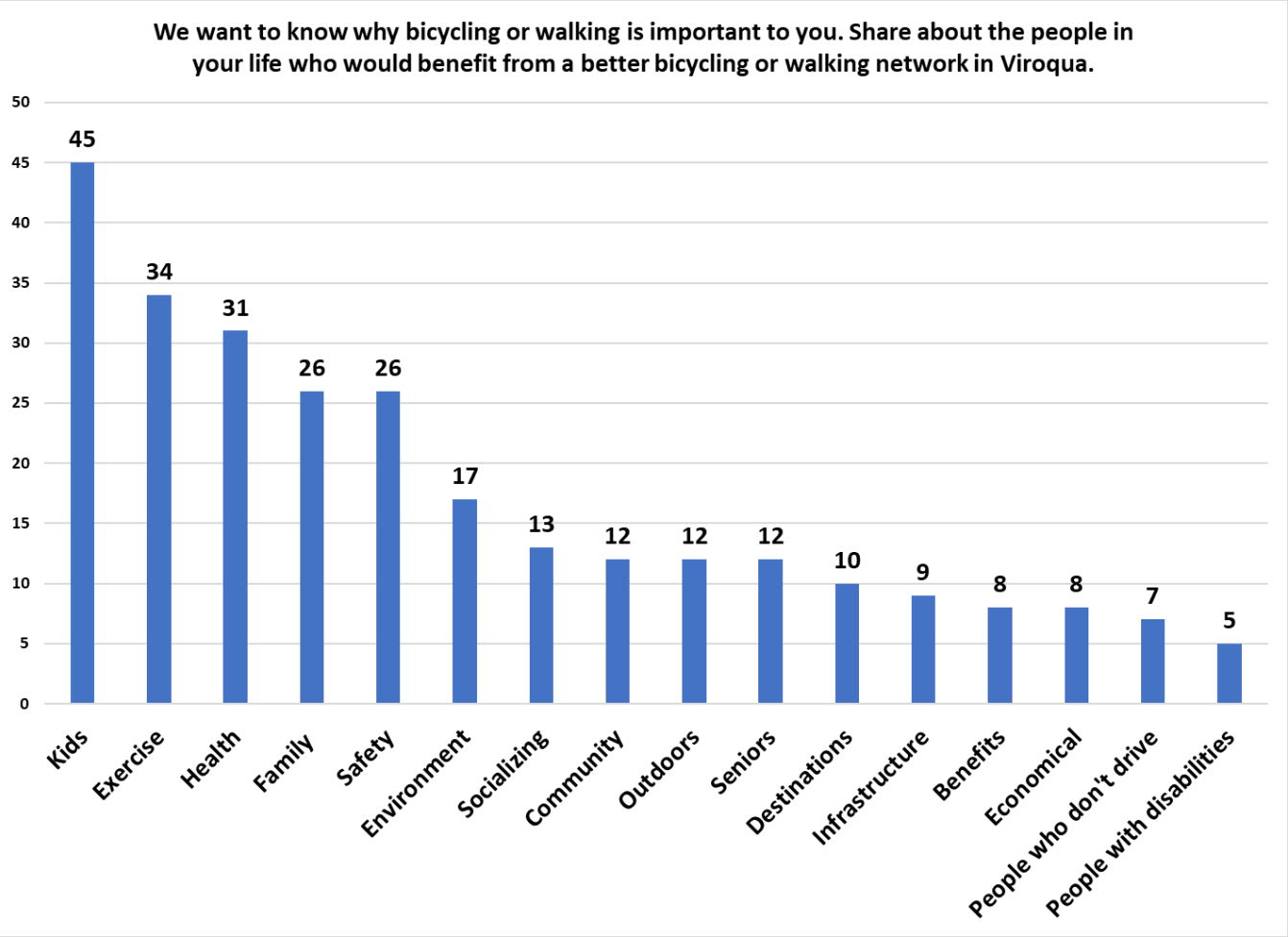


Figure A.22. Column chart showing the most popular themes in respondents' stories about why bicycling or walking is personally important.

ADDITIONAL COMMENTS

142 respondents submitted additional comments to be considered. The question prompt was the following:

Is there anything else you would like to share about bicycling or walking in Viroqua?

Each comment was assigned general topics corresponding to their content. 203 topics were submitted. Only topics mentioned by five or more respondents were included in Figure A.23. The following four topics were the most mentioned in the additional comments:

1. I want more facilities for bicycling and walking (24/142, or 17%)
2. I appreciate this planning project (13/142, or 9%)
3. I want more connections to destinations outside of Viroqua (12/142, or 8%)
4. Motorists should follow traffic laws (11/142, or 8%)

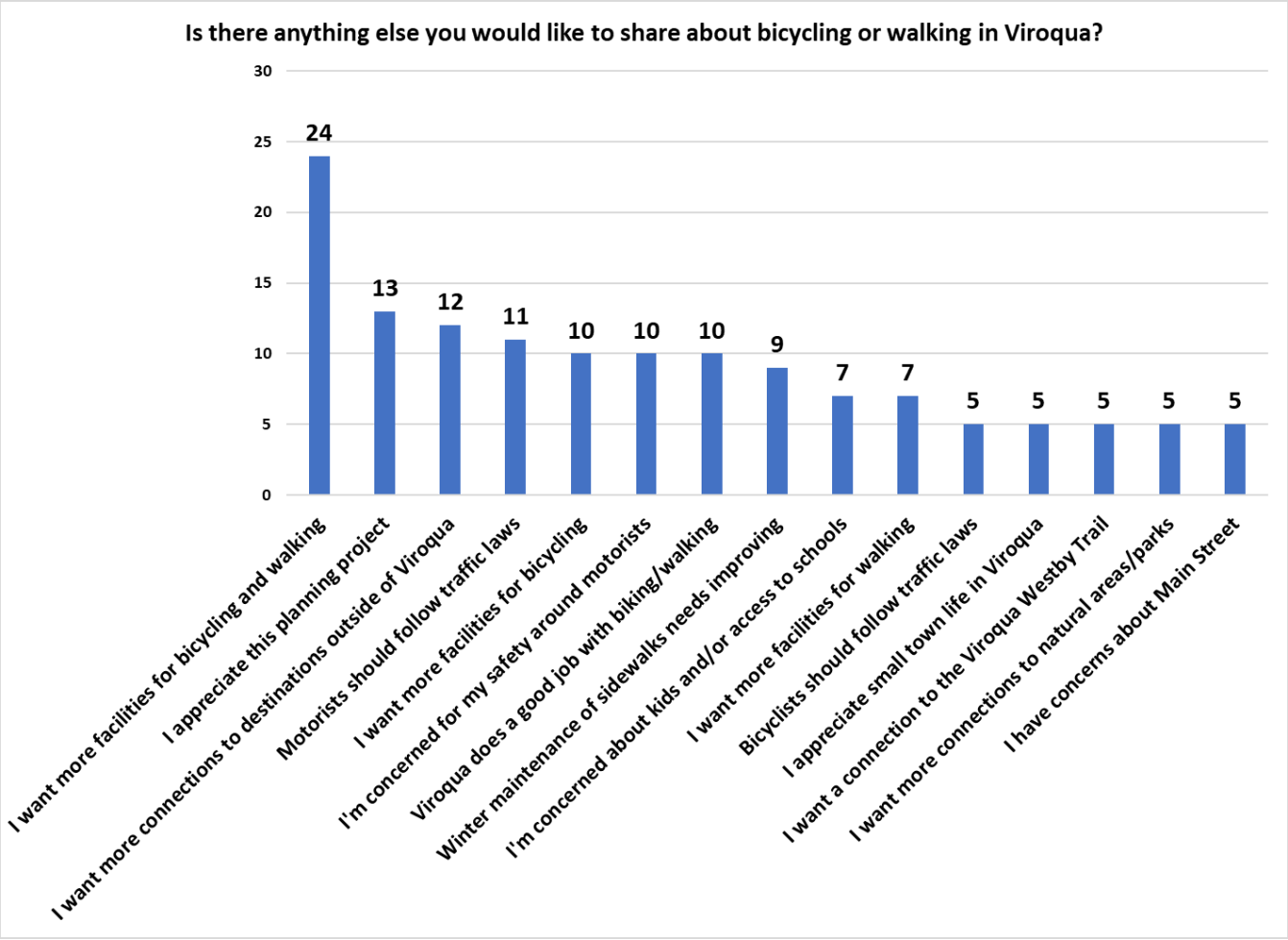


Figure A.23. Column chart of additional comments by topic.

PEDESTRIAN CROSSINGS ON MAIN STREET

Respondents were given the following prompt regarding six pedestrian crossings on Main Street:

The Wisconsin Department of Transportation recently partnered with the City of Viroqua to make changes for six pedestrian crossings along Main Street (US Highways 14 and 61). Share your ideas about what you like and don't like about each crossing.

Respondents were then shown an image and map location of each crossing, along with a description of what changed at each intersection in 2023.

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Fairgrounds Road

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Crosswalk installed and ADA compliant sidewalk ramps. Configured for potential rapid flashing beacon crossing lights installation.

36 dislikes and 14 likes were submitted for this crossing, as shown in Figure A.24. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Traffic speeds (12/50, or 24%)
2. **Dislike:** It feels unsafe (6/50, or 12%)
3. **Like:** Crosswalk marking (4/50, or 8%)
4. **Dislike:** Lack of pedestrian beacon (4/50, or 8%)

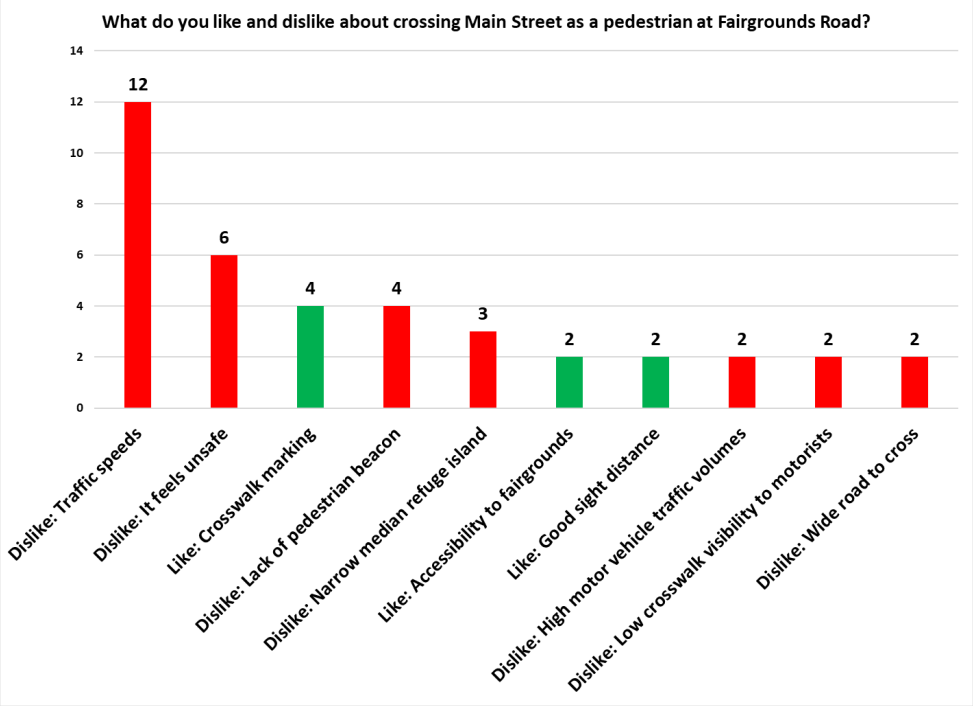

Figure A.24. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Fairgrounds Road.

E Broadway St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Configured for potential rapid flashing beacon crossing lights installation.

34 dislikes and 7 likes were submitted for this crossing, as shown in Figure A.25. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Lack of pedestrian beacons (7/41, or 17%)
2. **Dislike:** It feels unsafe (6/41, or 15%)
3. **Dislike:** High motor vehicle traffic volumes (5/41, or 12%)
4. **Dislike:** Traffic speeds (4/41, or 10%)

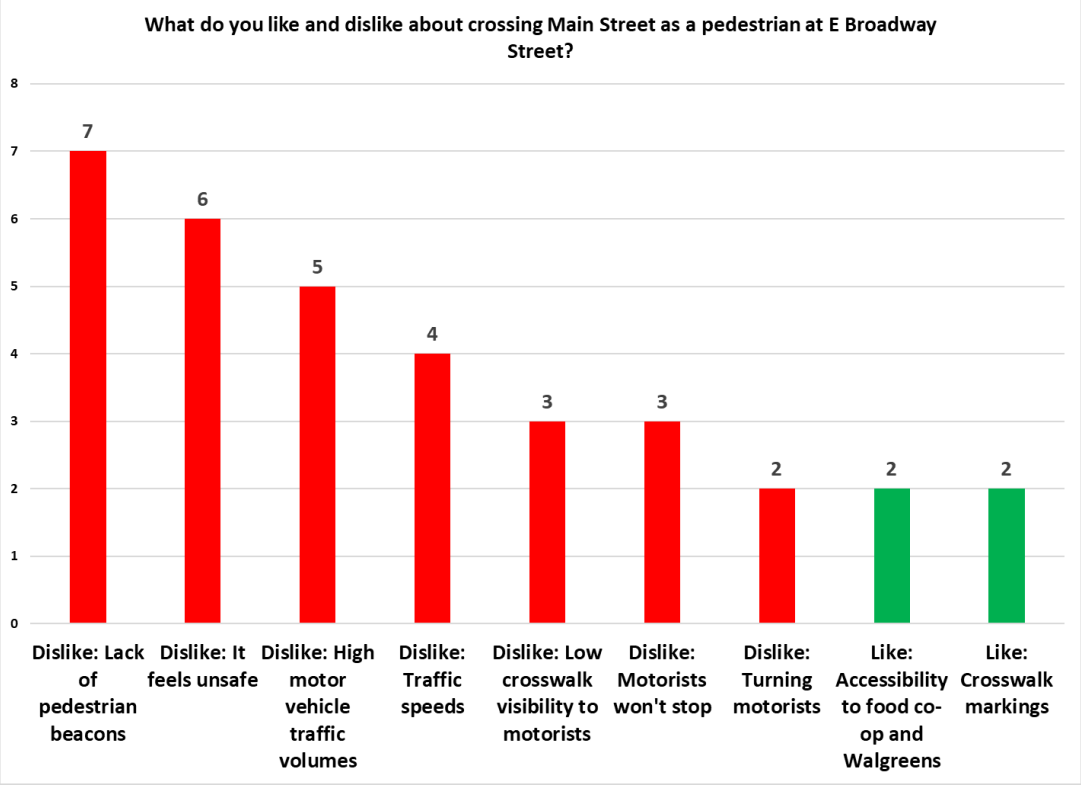

Figure A.25. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at E Broadway Street.

W Broadway St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Installed rapid flashing beacon crossing lights.

37 dislikes and 22 likes were submitted for this crossing, as shown in Figure A.26. Only topics mentioned by three or more respondents were included. The most popular opinions were:

1. **Dislike:** It feels unsafe (8/59, or 14%)
2. **Dislike:** Building blocks visibility (7/59, or 12%)
3. **Like:** Crossing marking (6/59, or 10%)
4. **Dislike:** Turning motorists (6/59, or 10%)

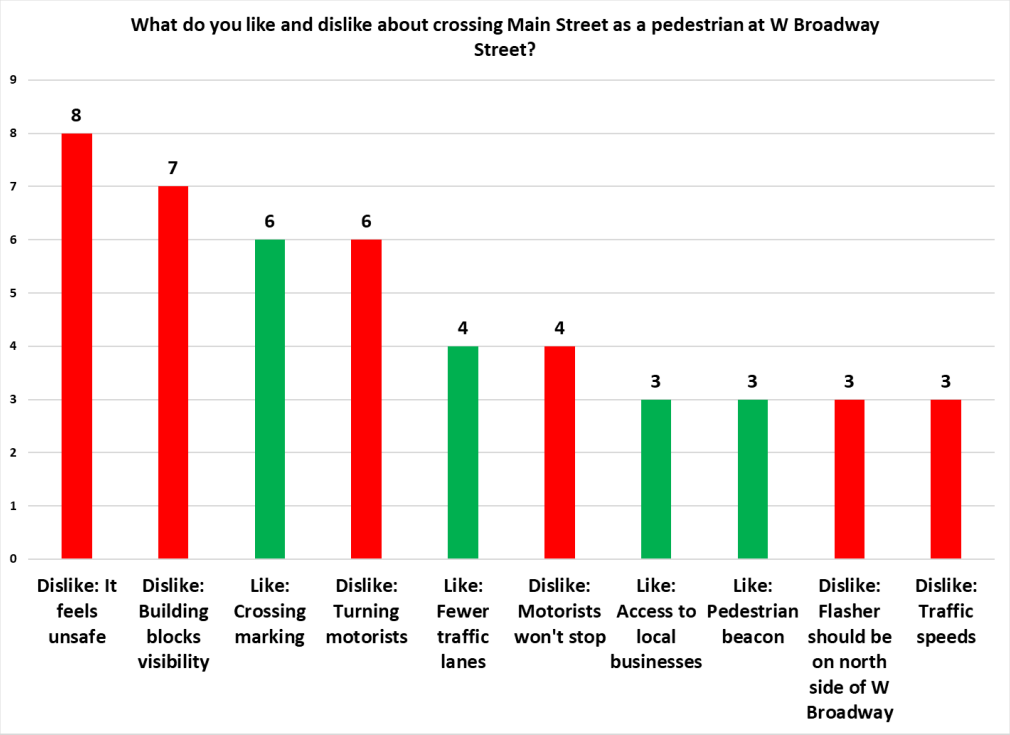

Figure A.26. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at W Broadway Street.

Decker St

At this location, the following changes were shared with respondents:

Installed bump outs to reduce to a single lane traffic coming from the east and a single lane traffic coming from the west on Decker. Bump outs created more space for sidewalk traffic (pedestrians and assistive devices). Converted to 3-phase signal to assist traffic flow and increase traffic calming. Coordinated pedestrian crossing signal so pedestrians only conflict with right-hand turners when crossing Main Street.

48 dislikes and 28 likes were submitted for this crossing, as shown in Figure A.27. Only topics mentioned by three or more respondents were included. The most popular opinions were:

1. **Dislike:** It feels unsafe (10/76, or 13%)
2. **Like:** Bump outs (7/76, or 9%)
3. **Like:** New traffic control pattern (7/76, or 9%)
4. **Dislike:** Long wait times (7/76, or 9%)
5. **Dislike:** Poor sight lines/visibility (7/76, or 9%)

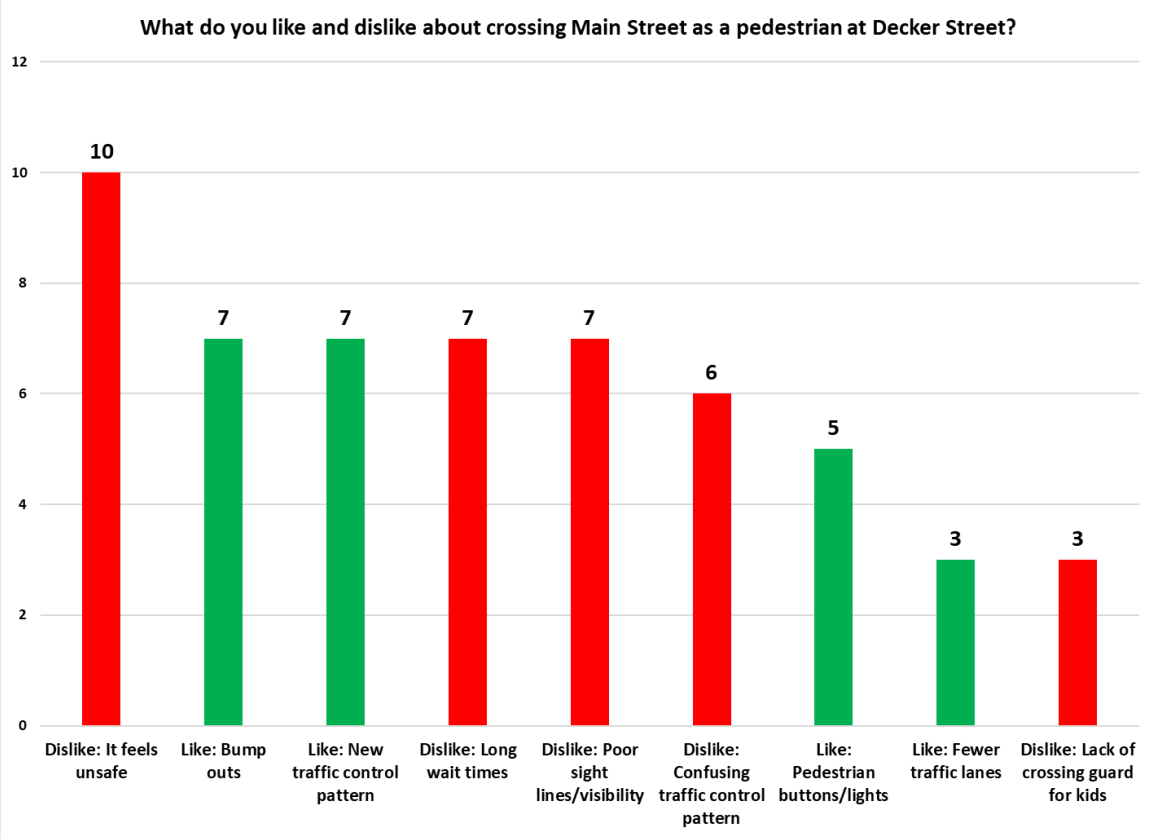

Figure A.27. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Decker Street.

Oak St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Reinstalled rapid flashing beacon crossing lights to have better alignment and visibility.

16 dislikes and 16 likes were submitted for this crossing, as shown in Figure A.28. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Like:** Pedestrian beacon (9/32, or 28%)
2. **Dislike:** Motorists don't stop (5/32, or 16%)
3. **Dislike:** It feels unsafe (3/32, or 9%)

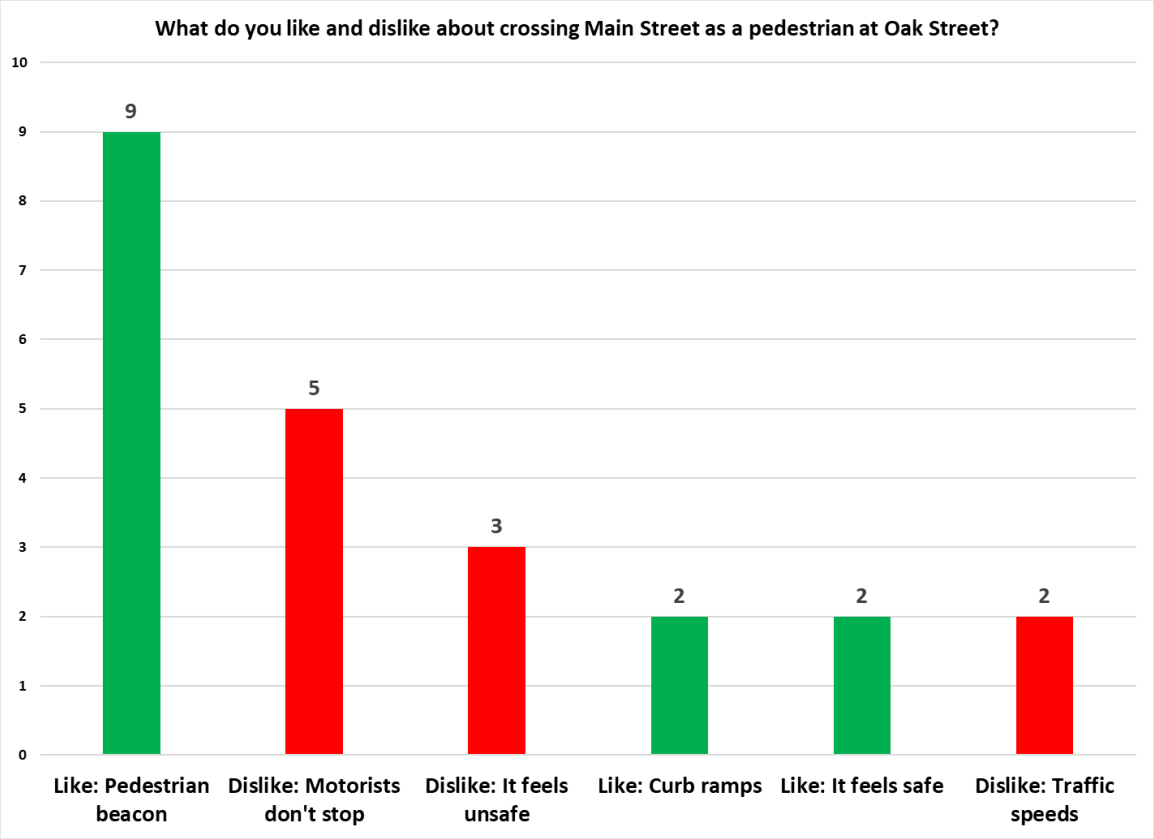

Figure A.28. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Oak Street.

Maple St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Crosswalk installed and ADA compliant sidewalk ramps. Configured for potential rapid flashing beacon crossing lights installation.

28 dislikes and 14 likes were submitted for this crossing, as shown in Figure A.29. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Lack of pedestrian beacons (6/42, or 14%)
2. **Dislike:** Traffic speeds (6/42, or 14%)
3. **Like:** It feels safe (5/42, or 12%)
4. **Dislike:** It feels unsafe (5/42, or 12%)
5. **Dislike:** Motorists won't stop (5/42, or 12%)

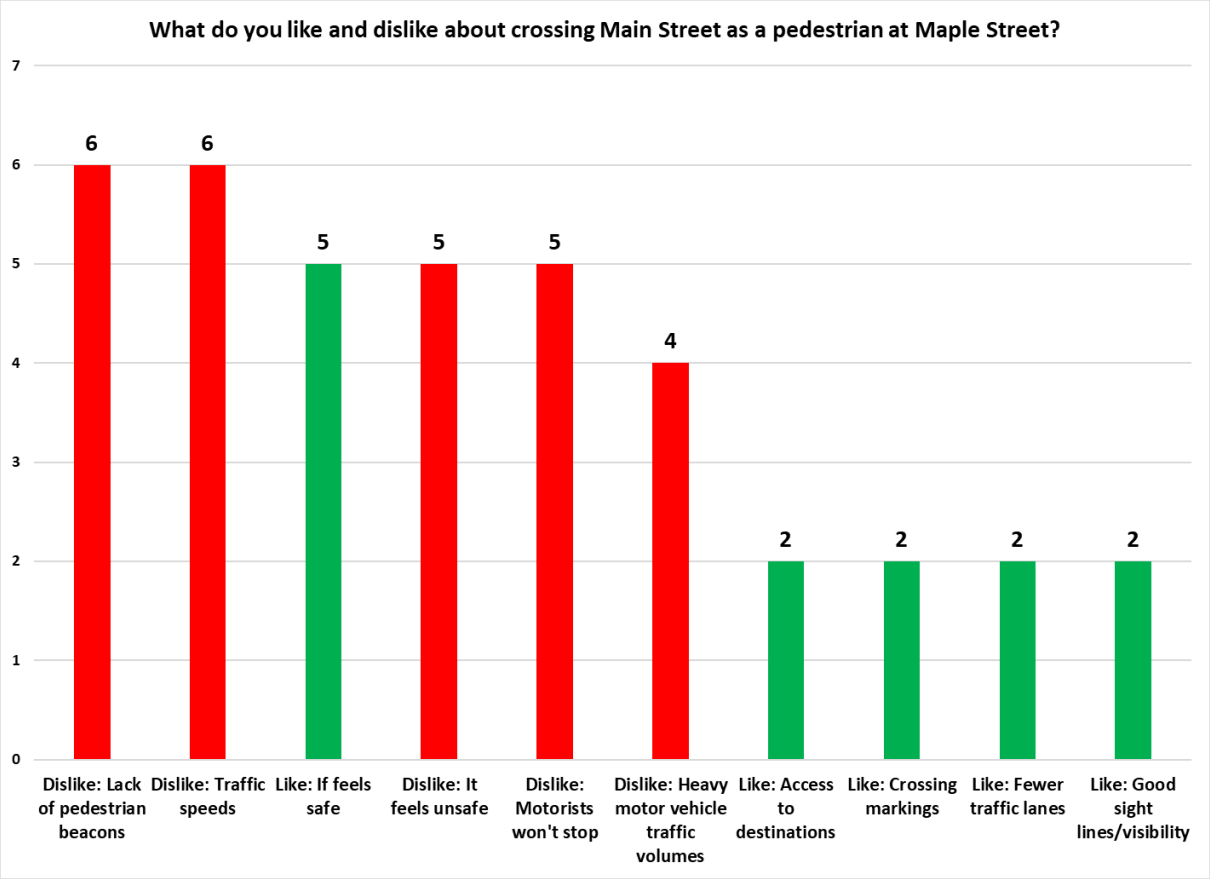

Figure A.29. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Maple Street.

RESPONDENT DEMOGRAPHICS

The following section describes demographic characteristics of both in-person and online public engagement participants.

82% of respondents lived in Viroqua and 17% lived outside Viroqua but still within Vernon County, as shown in A.30.

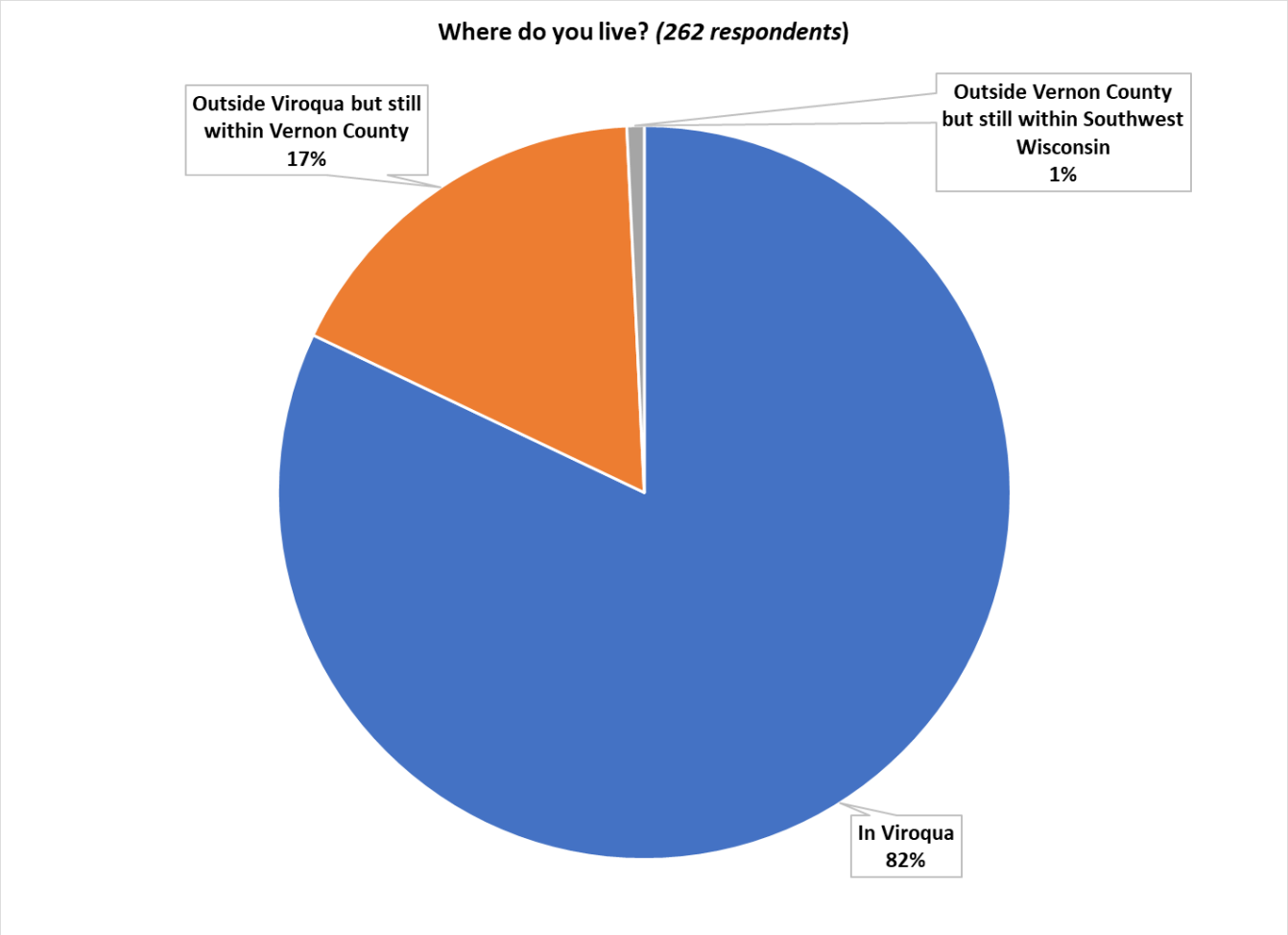

Figure A.30. Pie chart showing where respondents live.

92% of respondents reported living in the Viroqua zip code, with an additional 4% in Westby, 2% in La Farge, and the remaining in a scattering of nearby communities, as shown in Figure A.31.

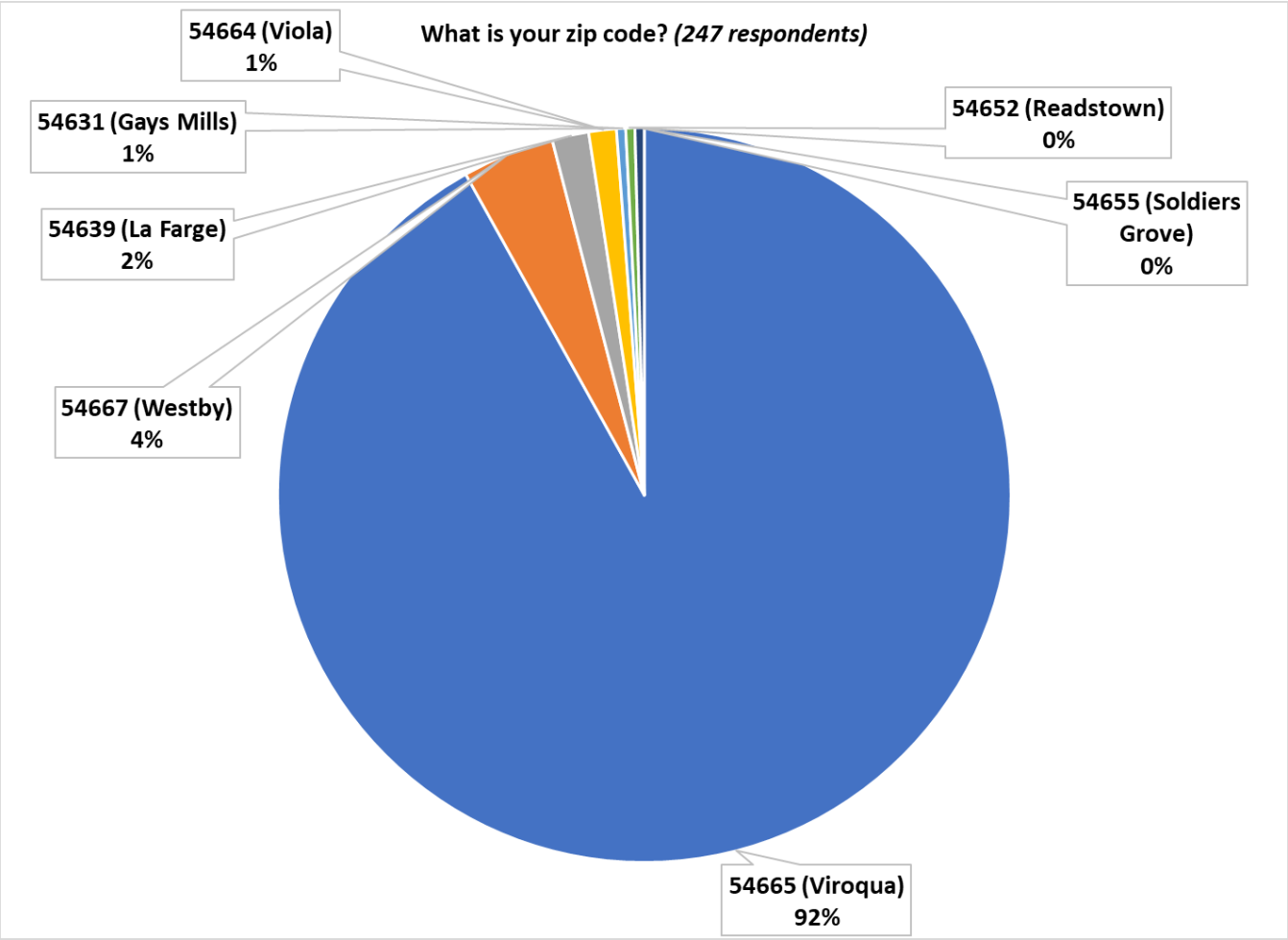

Figure A.31. Pie chart showing respondent zip codes.

60% of participants were female, 38% were male, and 2% were nonbinary, as shown in Figure A.32. In the most recent census, 50% of Viroqua residents were female and 50% were male.

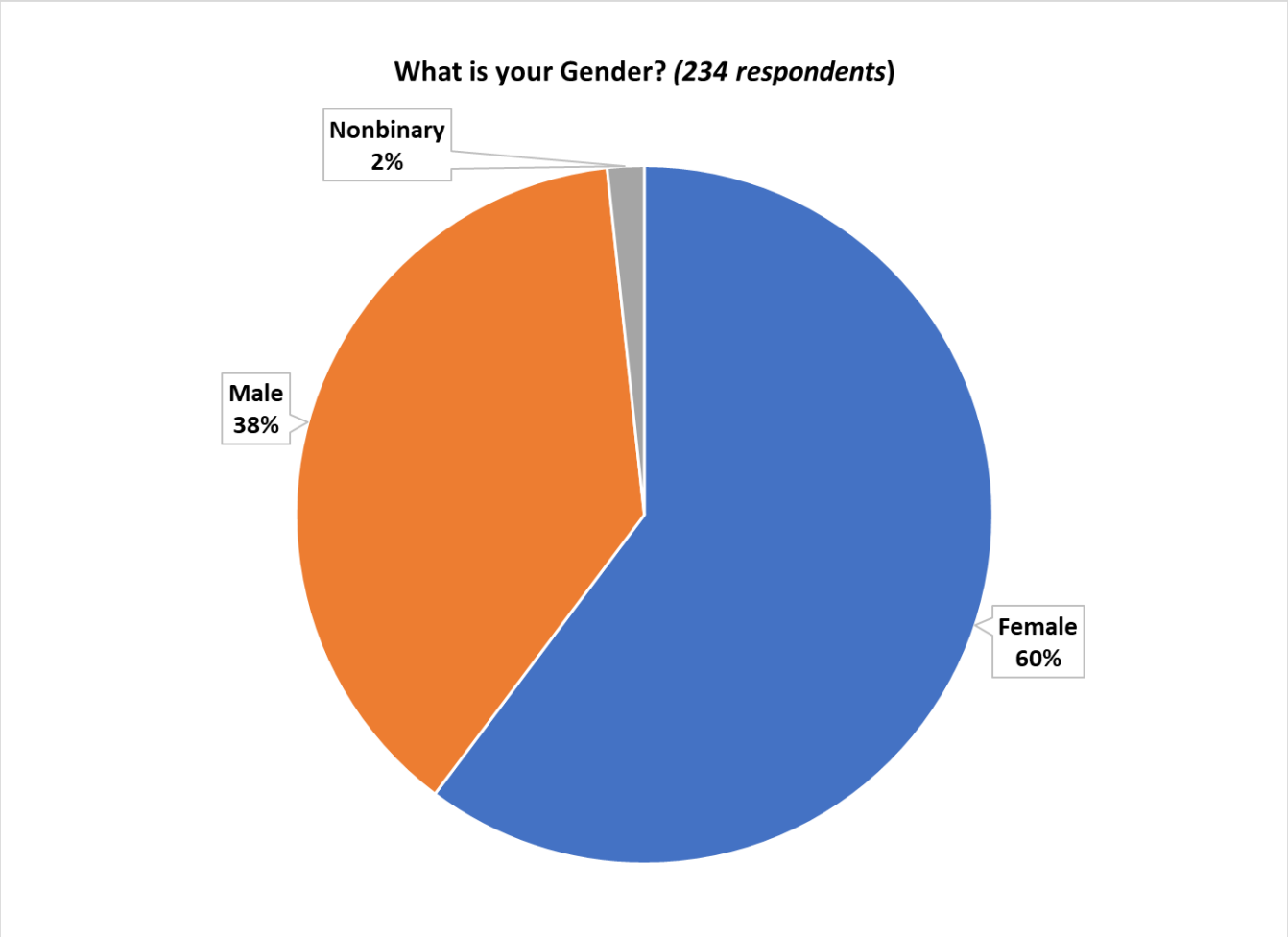

Figure A.32. Gender of respondents in the Viroqua Bicycle and Pedestrian Plan public engagement activities.

91% of respondents were White, 4% were Other, 3% were Hispanic, 1% were Asian, 1% were Black, as shown in Figure A.33. In the most recent census, 90% of Viroqua residents were White, with the remaining 9% being non-White.

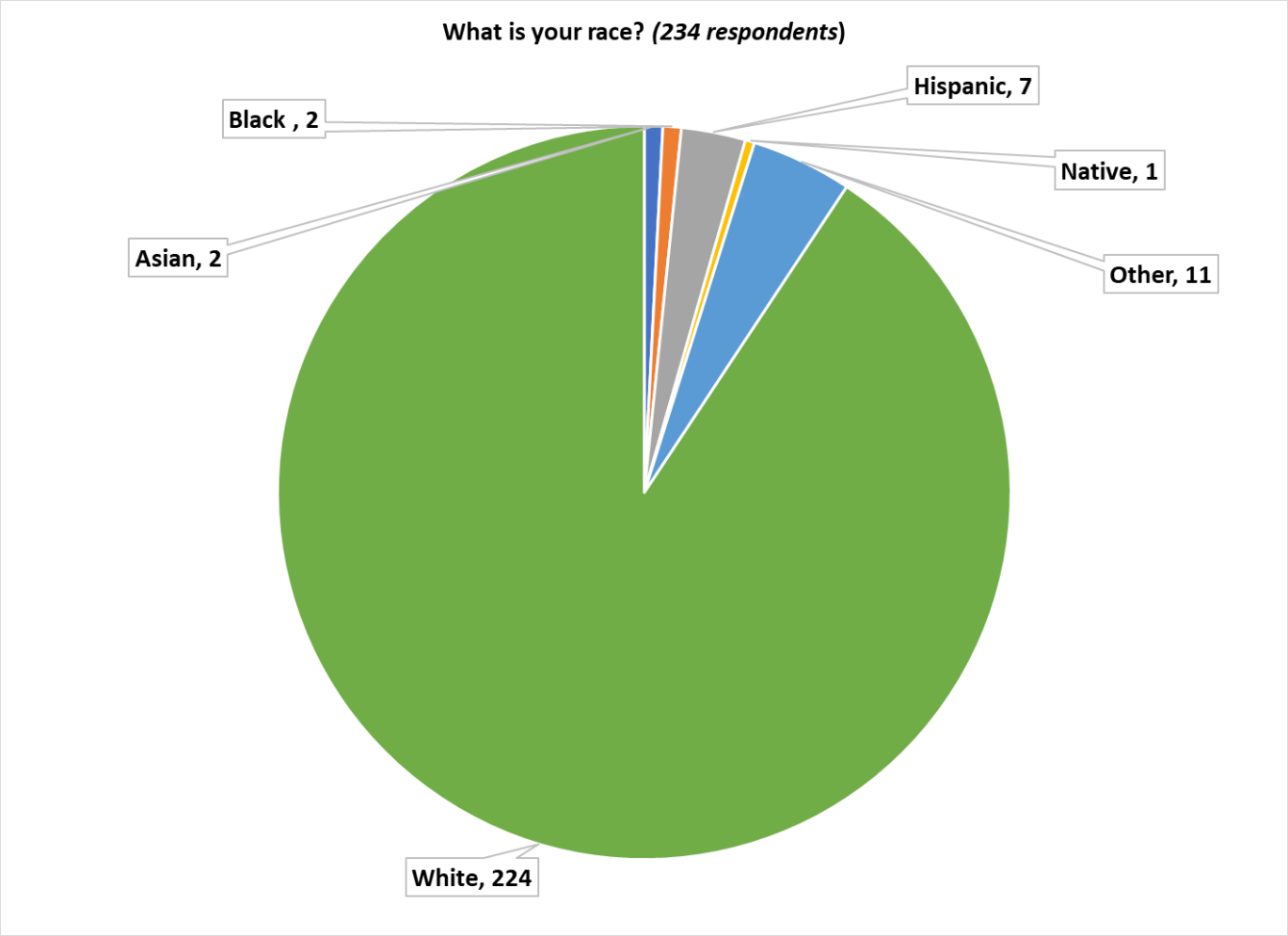

Figure A.33. Race of respondents.

The greatest cohort of respondents were between the ages of 45 and 54 (25%) followed by ages 35 – 44 (21%) and ages 65 – 74 (19%). Each of those groups were overrepresented as survey respondents, compared to the general population. Those under 18, and 75 and older, were underrepresented as survey respondents, as shown in Figure A.34.

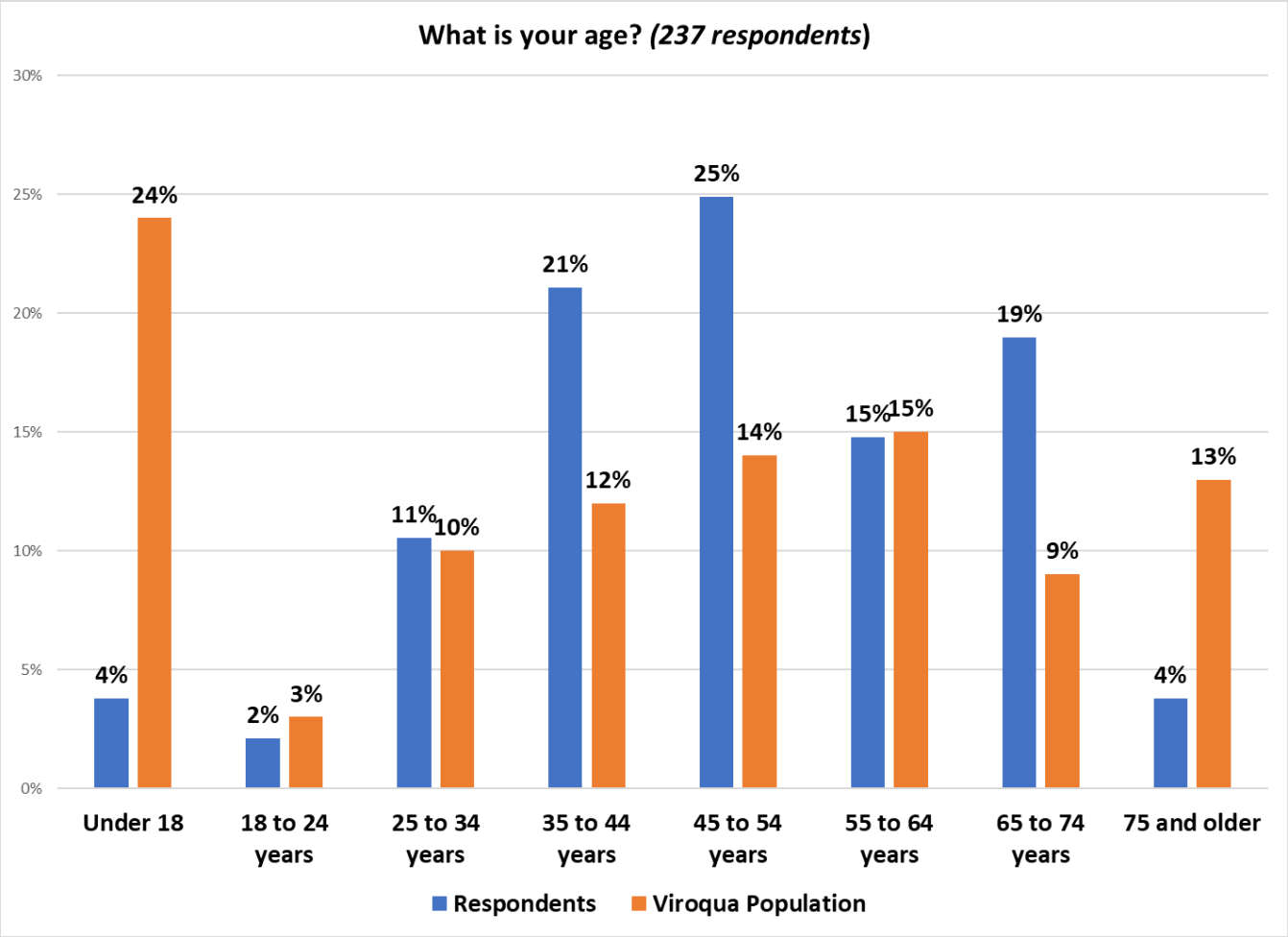

Figure A.34. Age of respondents, compared to the general Viroqua population.

The greatest cohort of respondents had a household income of $50,000 to $74,999 (25%) followed by $100,000 to $149,999 (22%). Both groups were overrepresented as survey respondents, compared to the general population. Households with an income of less than $25,000 were underrepresented as survey respondents, as shown in Figure A.35.

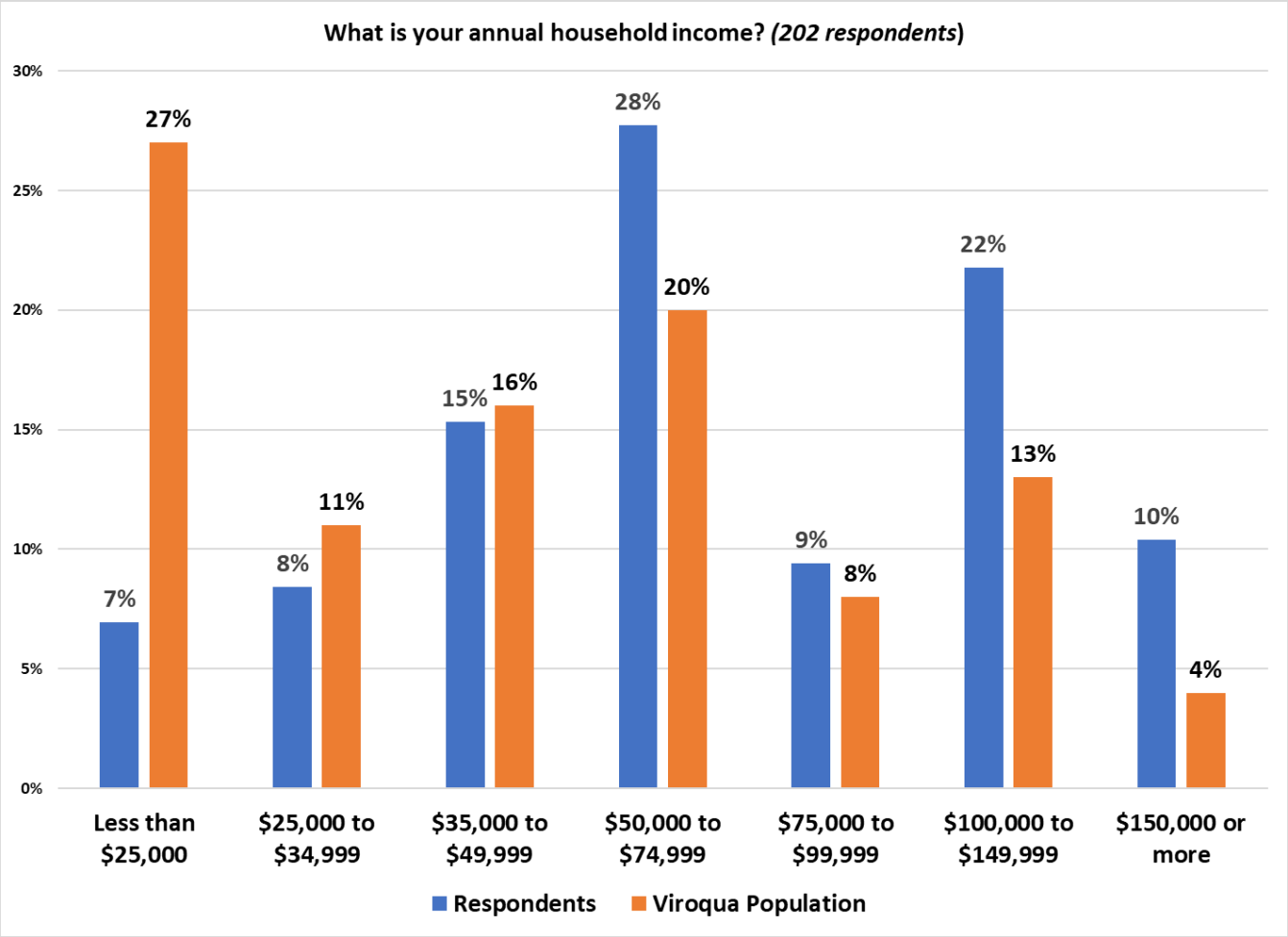

Figure A.35. Household income of respondents, compared to the general Viroqua population.

The greatest cohort of respondents had two vehicles available in their household (44%). Households with no vehicles were underrepresented as survey respondents, as shown in Figure A.36.

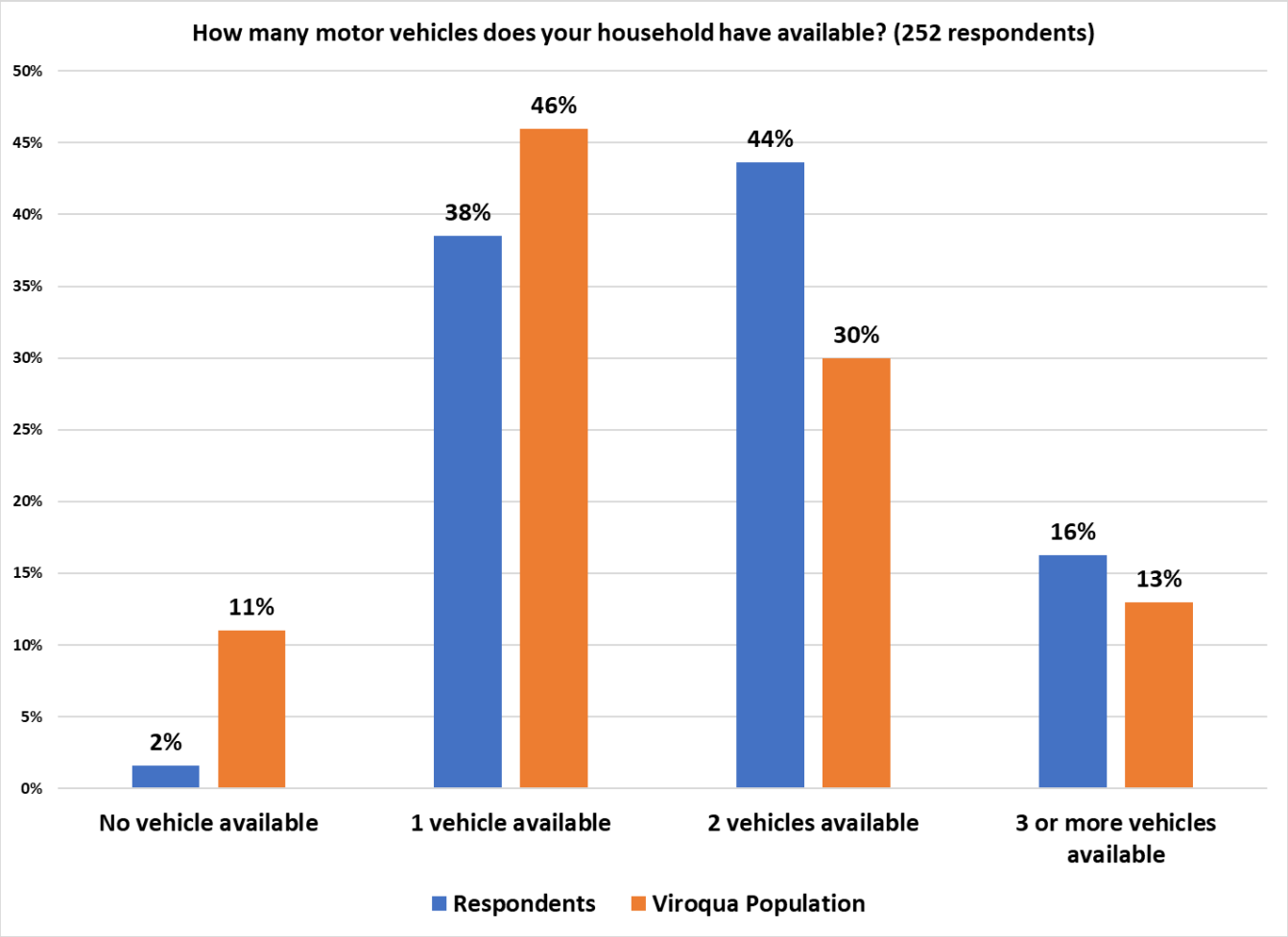

Figure A.36. Household vehicle ownership of respondents, compared to the general Viroqua population.

The greatest cohort of respondents usually commute to work by driving alone (43%), followed by walking (19%), bicycling (13%), and working from home (13%). Respondents who bicycled and walked were overrepresented compared to the general population, and those who drove alone were underrepresented, as shown in Figure A.37.

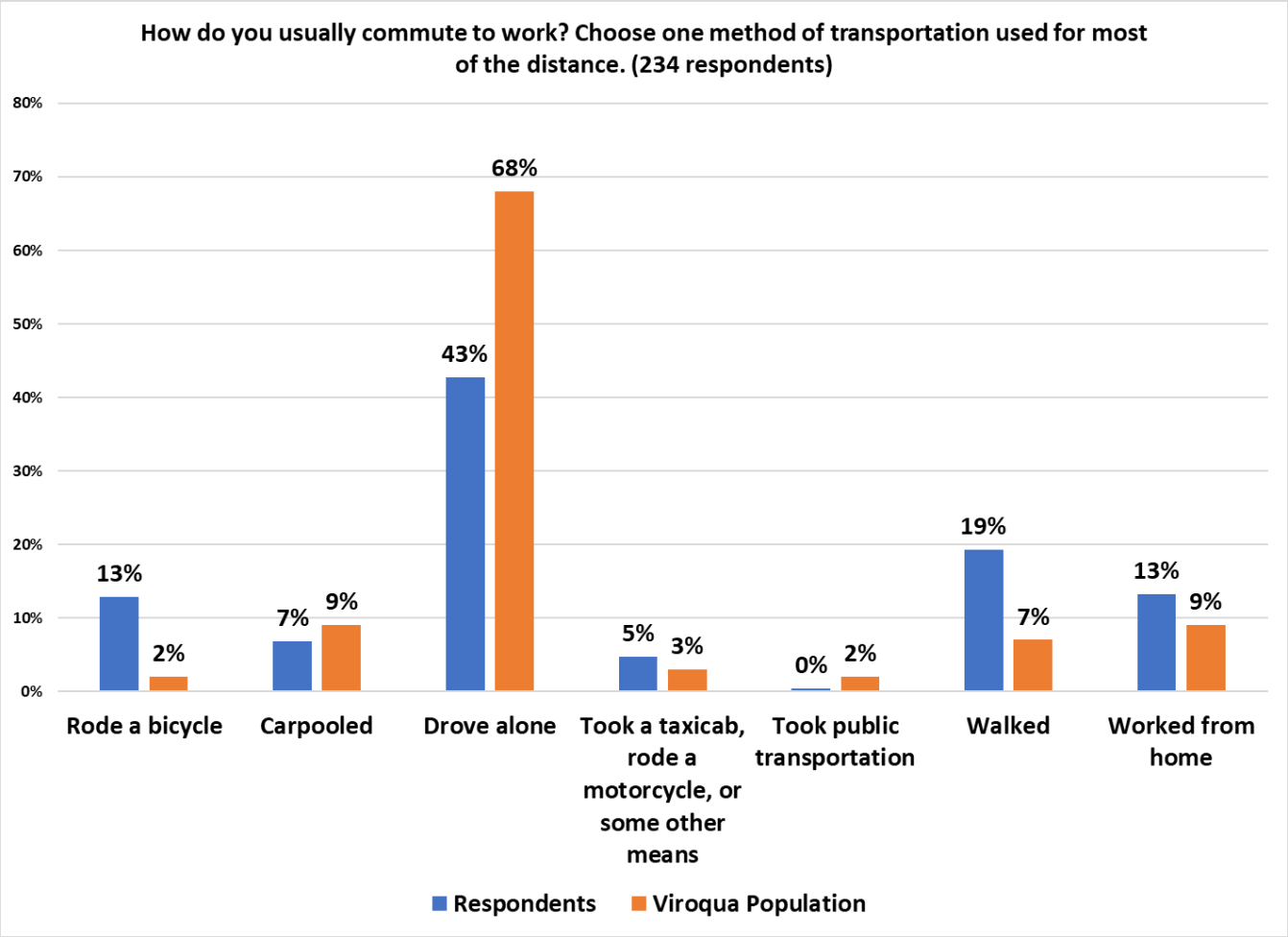

Figure A.37. Respondents' regular mode of transportation used on the commute to work, compared to the general Viroqua population.

Strategy D: School Walks

On February 28th and February 29th, 2024, the project team met with two small groups of school stakeholders and walked around the neighborhood of each school campus. The purpose of these walks was to increase the focus on kids walking to and from each school campus, since this age cohort was underrepresented in the surveys (Strategy C).

The first group met at the Pleasant Ridge/Youth Initiative School campus on February 28th. Attendees included three high school students, one parent, and one school administrator. The map in Figure A.38 illustrates the walking route and issues noted by participants. These included:

1) **Visibility Issue** - Slight curve and elevation change on Decker St makes the crossing at East Ave crossing more challenging.
2) **Lighting** - Lighting at night isn't great at the Decker St & East Ave intersection, but it's also nice to be able to see stars at night.
3) **Sidewalk Closed** - The east side sidewalk on East Ave to the north of Decker St is closed in winter due to snow coming off the roof of the Tobacco Warehouse.
4) **Sidewalk Gap** - Oak Street between Rusk St and East Ave doesn't have a sidewalk but not sure it's needed.
5) **Speeding Issue** - Because there is no stop sign on Rusk Ave at Oak St, motorists speed down Rusk.
6) **Crossing Issue** - Cars don't stop for pedestrians crossing Main St at South St.
7) **Crossing Issue** - It's difficult to cross Main Street at County Hwy NN.
8) **Kwik Trip** - This is a destination for kids.
9) **Bike Route** - It would be nice if Sidie Hollow Rd had a trail.
10) **Bike Route** - It would be nice if Jefferson St had a bike lane.
11) **Missing Curb Ramp** - There is a missing curb ramp on the southwest corner of Jefferson St and Rusk Ave.
12) **Crossing Issue** - It's confusing to know when to cross at the Main St and Decker St intersection because of protected left turns at this signal.
13) **Missing Curb Ramps** - There are no ramps where the Gillette St sidewalk ends at East Ave.

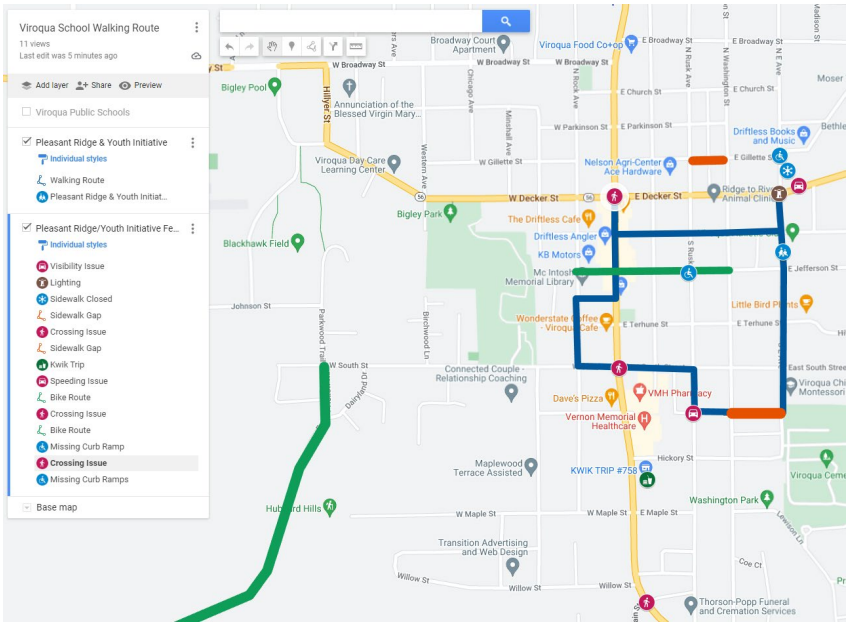

Figure A.38. This map illustrates the walking route and issues discussed during the walk with Pleasant Ridge/Youth Initiative stakeholders.

The second group met at the Viroqua Area Schools campus on February 29th. Attendees included one parent, one teacher, and one elementary school student. The map in Figure A.39 illustrates the walking route and issues noted by participants. These included:

1) **Turning Movements** - There are a lot of turning movements at the intersection of Broadway St and Blackhawk Dr.
2) **Pedestrian Crossings** - There are 4 marked pedestrian crossings of W Broadway St at Education Ave, Abbey Ln, Blackhawk Dr, and Hillyer St. Only the crossing at Blackhawk Dr has pedestrian beacons.
3) **Sidewalk Gap** - There is no sidewalk along Education Ave.
4) **Turning Movements** - It's a bit dicey at the intersection of Broadway St with Hillyer St due to turning movements.
5) **Sidewalk Gap** - Broadway St was rebuilt in 2007 without a sidewalk on the south side.
6) **Crossing Issue** - Despite the recent changes, the crossing of Main St at W Broadway isn't safe enough for kids going to school.
7) **Right Turn Conflict** - The signal at Main St and Decker St allows right turns on the walk signal, making it unsafe for kids.
8) **Pedestrian Crossing** - The Washington St crossing of Decker St is a preferred option for kids because sight/visibility lines are good.
9) **Blocked Crosswalks** - The crosswalks on Main St at Court St get blocked by northbound Main St back-ups due to the stoplight at Decker St.
10) **Shortcut** - Kids bike through the courthouse lawn on the northwest to southeast diagonal sidewalk.
11) **Congested Sidewalk** - The sidewalk on the south side of W Decker St is congested with kids before and after school.
12) **Pedestrian Crossing** - Kids prefer to cross W Decker St at Western Ave rather than Hillyer St.
13) **Blocked Traffic** - In front of the day care, motorists park their car in the Decker St westbound traffic lane, making biking uphill on the street difficult.
14) **Sidewalk Gaps** - There are missing sidewalks on Independence St between Hillyer St and Congress Ave, as well as on Congress Ave between Independence St and Decker St.
15) **Visibility Issue** - The crosswalk with many kids crossing Decker St (at Hillyer St) is on a curve making visibility a challenge.

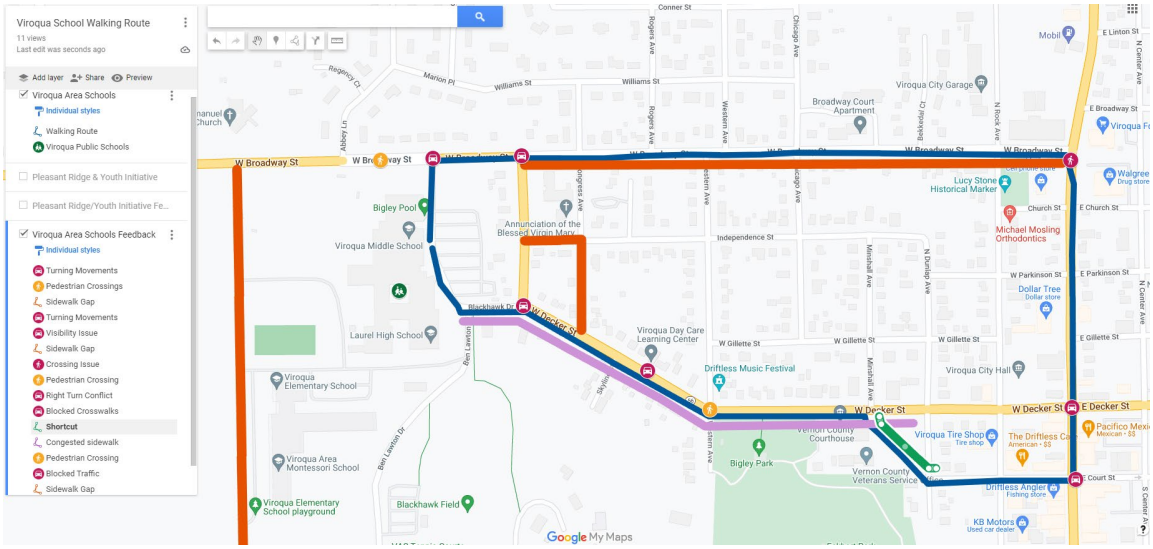

Figure A.39. This map illustrates the route and issues discussed during the walk with Viroqua Area Schools stakeholders.

Participant Interactions

Compared to other communities where similar bicycle and/or pedestrian plans have been completed by Toole Design, Viroqua saw a high level of participation, as shown in Figure A.40. Approximately 625 participant interactions took place. This represents approximately 14% of the population of Viroqua.

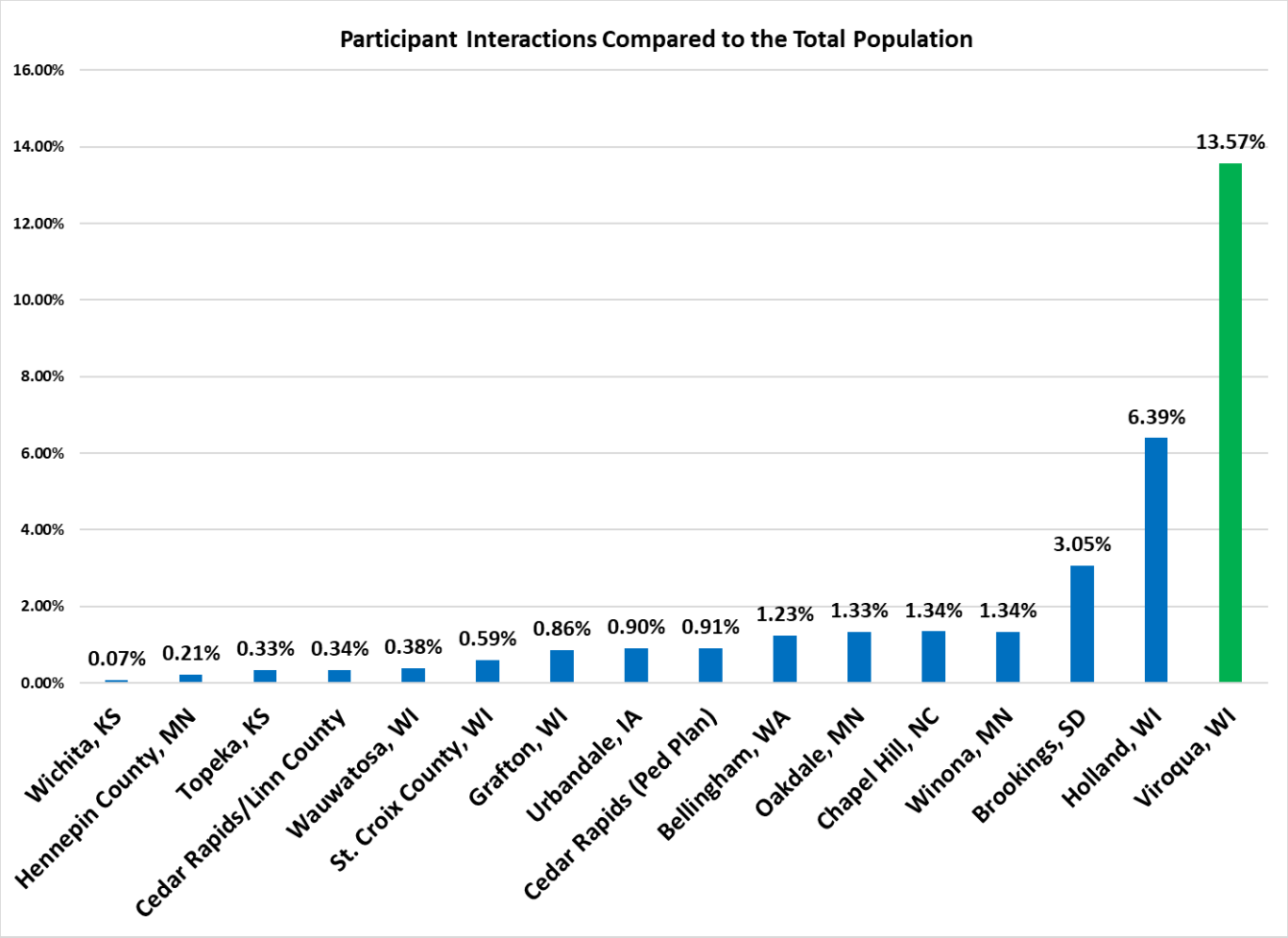

Figure A.40. Participant interactions in various communities compared to the total population.

MEMORANDUM

November 8, 2023

To: Sarah Grainger
Organization: City of Viroqua
From: Jaz Warren & Shaun Murphy-Lopez
Project: City of Viroqua Bicycle and Pedestrian Plan and Addendum to the Safe Routes to School Plan

Re: Appendix B – Demographics Summary

Viroqua Demographics

This memo describes the demographic characteristics of City of Viroqua residents. Understanding the demographics of Viroqua will allow the project team to measure outreach success to be sure feedback received is representative of the community. We propose these five demographic categories be part of the surveying process. Follow-up engagement opportunities may allow us to tailor outreach to under-represented groups.

Gender

Viroqua residents are almost equally male and female with 49.9% female and 50.1% male as shown in Figure B.1.

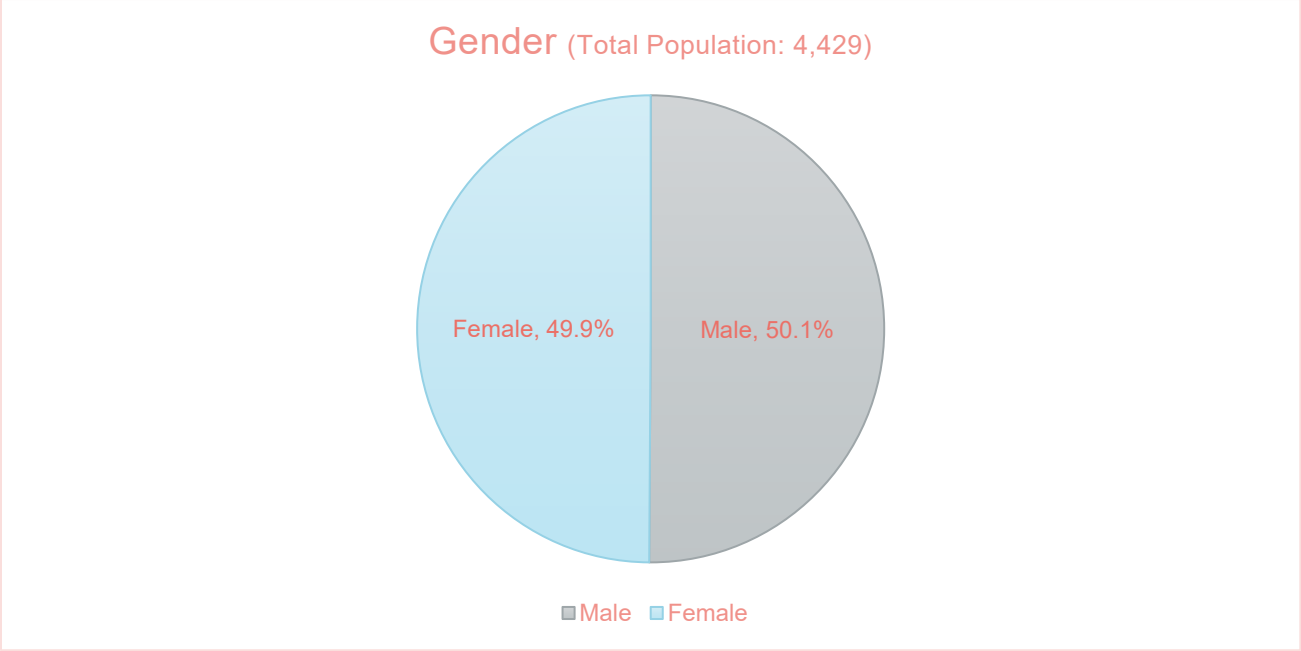

Figure B.1: Gender of Viroqua residents

Age

While 24% of Viroqua residents are under the age of 18 and 3% are between the ages of 20-24, the population above the age of 24 is more evenly distributed as shown in Figure B.2. Typically, in our surveys we do not hear from youth under age 18, which is why we have recommended focus groups with youth. Alternatively, we could create an online survey tailored for youth if school staff were willing to send it to parents to complete with their children.

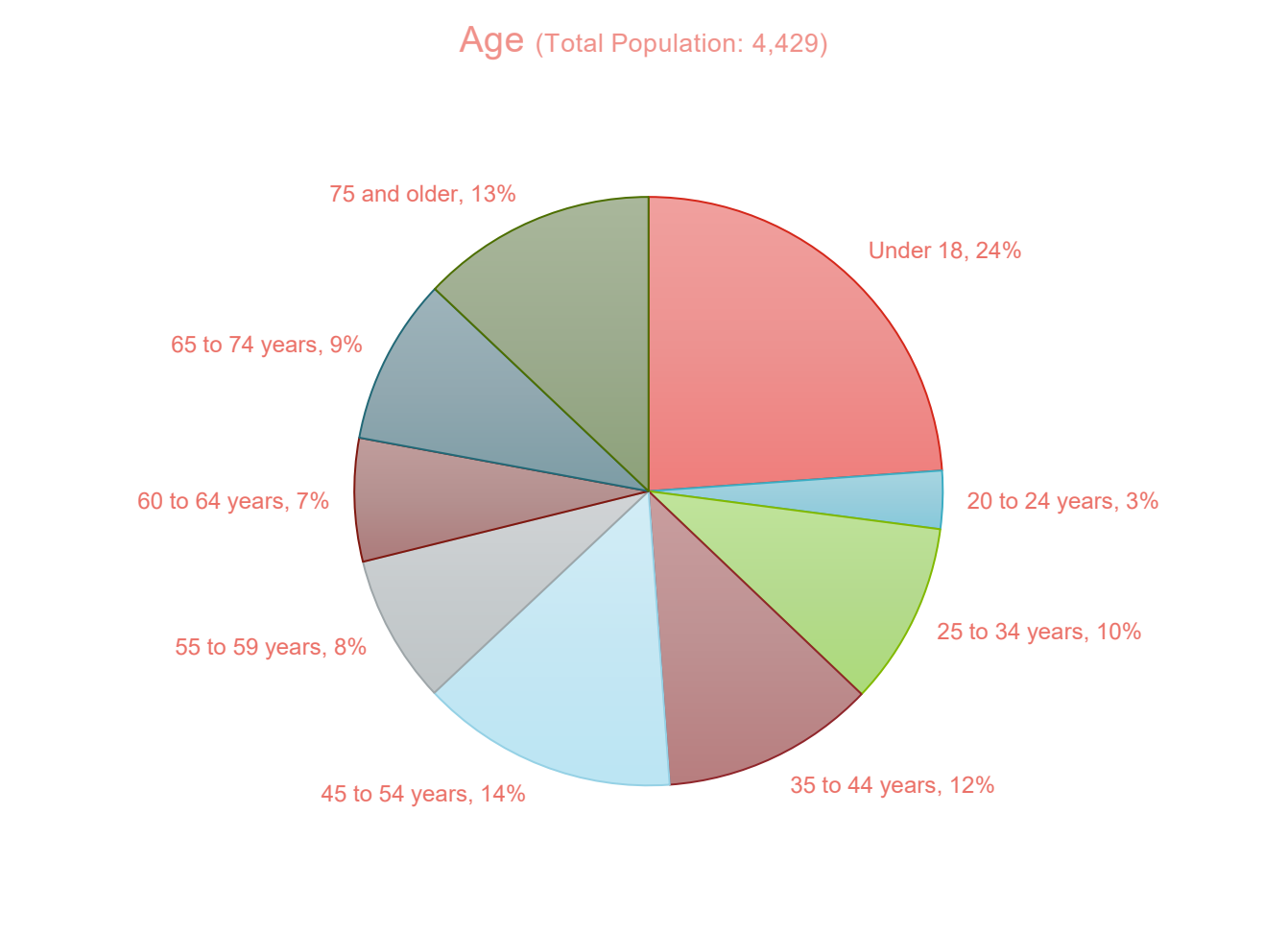

Figure B.2: Age of Viroqua residents

Race

Most residents in Viroqua are white (90%), with 10% identifying as Black, American Indian, Asian or Pacific Islander, Hispanic, or two or more races. Typically, most survey respondents are White. This is why we have recommended a diversity of race for members of the Advisory Committee.

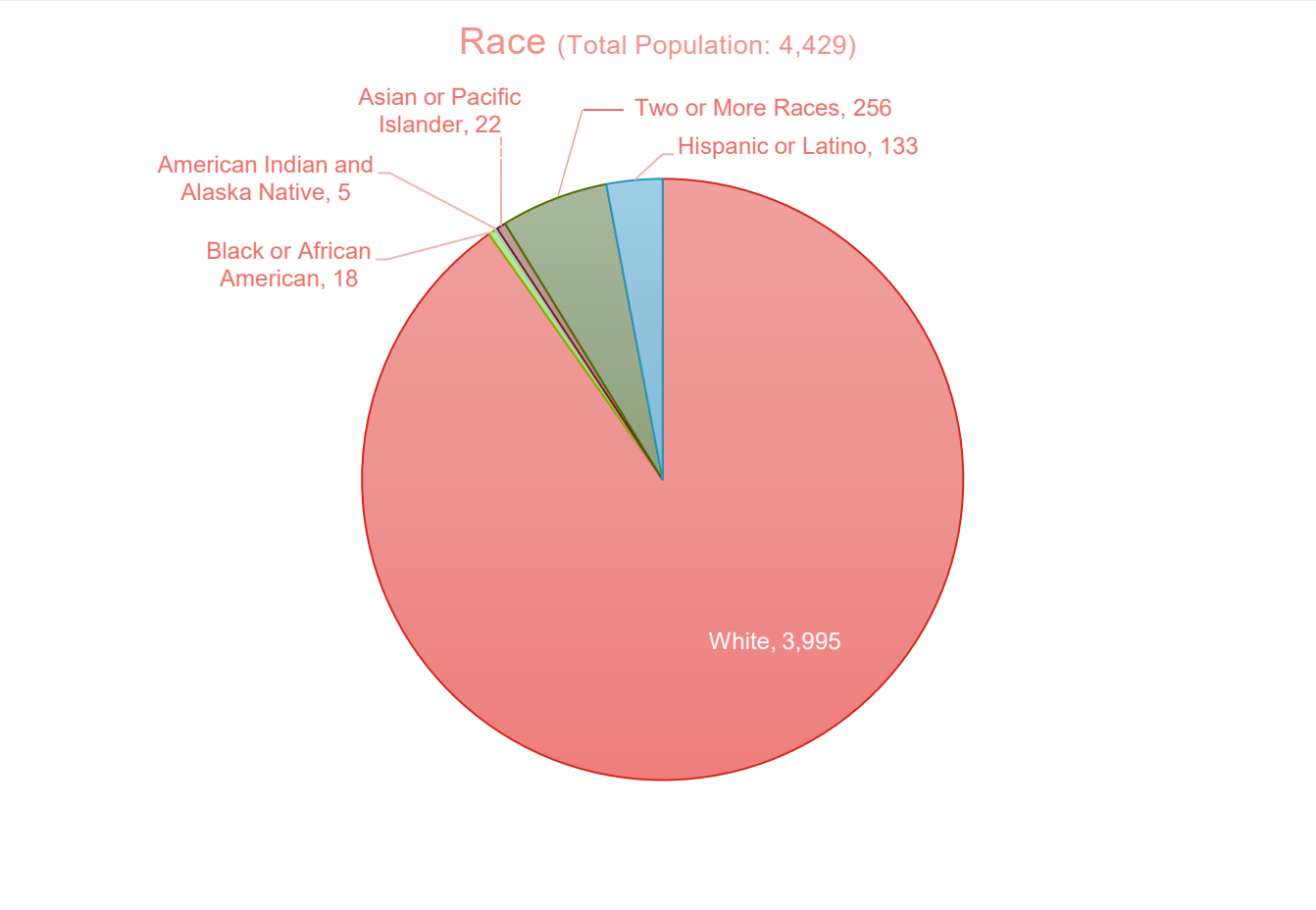

Figure B.3: Race of Viroqua residents

Income

The largest income group in Viroqua (27%) have a household income of under $25,000, while the median household income is $46,991. Typically, we hear more from higher income residents.

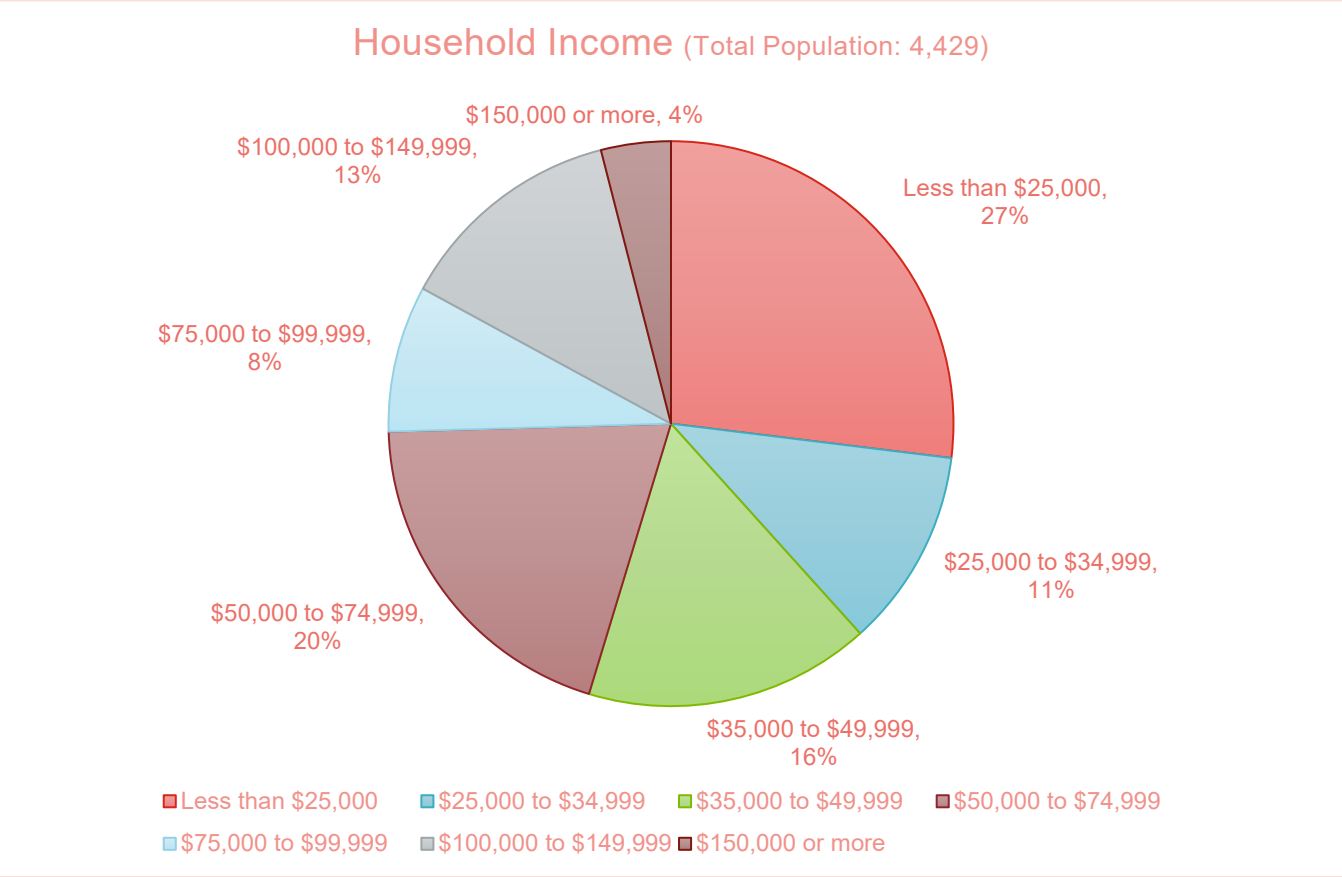

Figure B.4: Income of Viroqua residents

Vehicle Ownership

Most Viroqua households have at least 1 vehicle (89%), with nearly half of households owning more than one vehicle (43%). 11% of Viroqua households do not have a vehicle available.

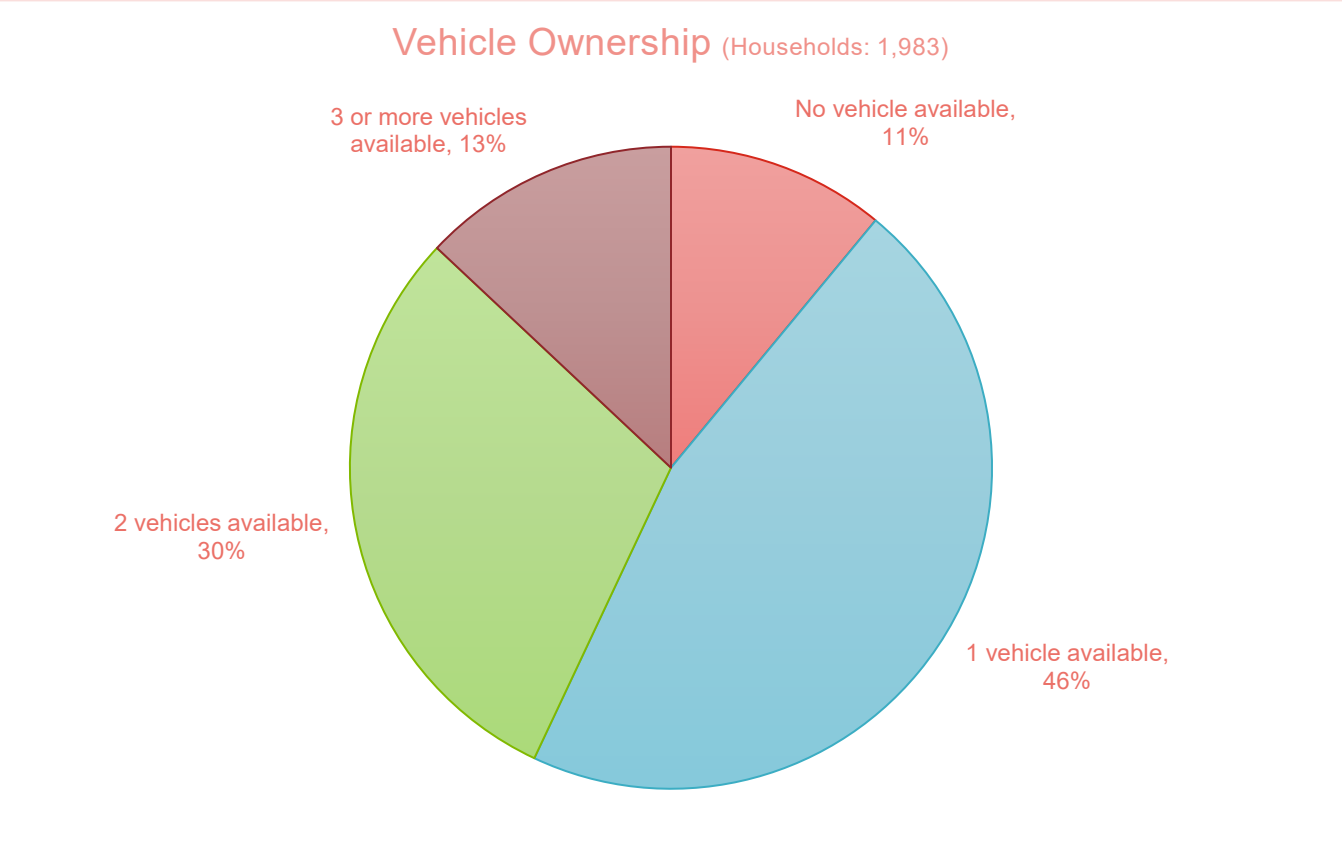

Figure B.5: Vehicle ownership of Viroqua residents

Commuting

Most residents (68%) in Viroqua drive alone to work, while 9% walk or bicycle.

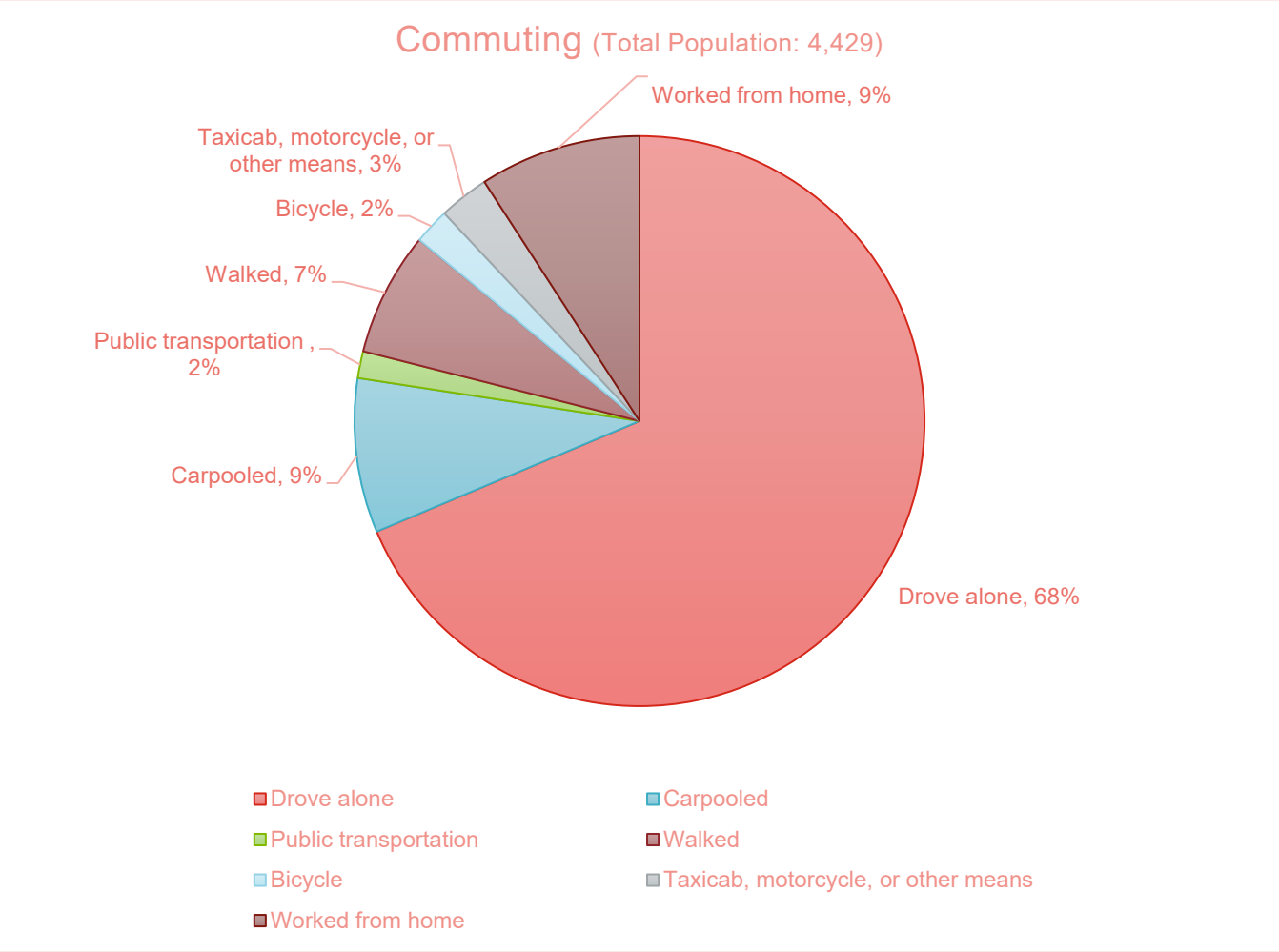

Figure B.6: Commuting modes of Viroqua residents

TOOLE DESIGN

122 W. WASHINGTON AVENUE
SUITE 550
MADISON, WI 53703

608.663.8082
TOOLEDESIGN.COM

MEMORANDUM

October 10, 2023

To: Sarah Grainger
Organization: City of Viroqua
From: Shaun Murphy-Lopez, Kevin Luecke
Project: Viroqua Bicycle and Pedestrian Plan and Safe Routes to School Addendum

Re: Appendix C – Summary of Plans

Toole Design has conducted a comprehensive review of existing local plans and other documents related to bicycling and walking in Viroqua. This memo provides a summary of goals and policies as well as recommended network routing and projects to consider and/or incorporate into the Viroqua Bicycle and Pedestrian Plan and Safe Routes to School Addendum (the Plan).

City of Viroqua Comprehensive Plan

This 2007 Comprehensive Plan provides overall guidance for community development and redevelopment for a 20-year period. The Comprehensive Plan lays out bicycle- and pedestrian-related goals, objectives, and policies under the issues/opportunities, housing, and transportation subject areas:

Issues and Opportunities

- ***Goal:*** *Preserve our quality of life in changing times. We find quality in our slower lifestyle (quiet, low traffic, walkable city, slower pace, stars in the night sky, shade trees) . . .*
- ***Objective:*** *Provide community facilities that promote continuing education, community values and recreation.*
- ***Objective:*** *For the City and Town of Viroqua to become an "elder-ready" community where transportation, shopping, social services and wellness facilities are conveniently accessible as the baby-boom population moves through their elder years.*
- ***Policy:*** *Integrate health and wellness considerations in all local governmental decisions concerning public services and infrastructure development.*

Housing

- ***Objective:*** *Assure that residential developments have reasonably good access to outdoor activities that provide health and wellness benefits, such as sidewalks and trails.*

Transportation

- ***Objective:*** *Seek to expand the bicycle and pedestrian modes of travel where feasible to diversify and supplement motorized travel. This includes adult and child use, as well as recreational and utilitarian use. Trails should be maintained for exercise and pleasure but land and parking facilities should be established for youthful school commuters and adults on local errands.*
- ***Objective:*** *Preserve corridors for future transportation and trail facilities including respect for multimodal transportation needs of smaller user groups and those choosing non-motorized means of transportation.*
- ***Objective:*** *Preserve and enhance neighborhood friendly streetscapes through the preservation of tree canopies, on-street parking and minimal safe illumination of roadways.*
- ***Policy:*** *Maintain a pedestrian environment in the Main Street shopping corridor in downtown Viroqua.*
- ***Policy:*** *Provide pedestrian facilities in major urban street corridors.*
- ***Policy:*** *Plan for the development of local and regional bicycle/pedestrian trails and paths along both local and intercommunity links and local designated bikeways including connections to local schools, parks, entertainment, and commercial uses.*
- ***Policy:*** *Maintain and restore boulevard trees in residential and commercial neighborhoods with aesthetic, energy conservation and traffic calming objectives*
- ***Policy:*** *Provide residential street and road design standards which are not excessive with respect to width of right-of-way or width of pavement so as to keep streets in scale with the neighborhood and to minimize the cost of residential development, housing, and street maintenance.*

Additionally, the Comprehensive Plan includes a brief 4-page Bicycle Transportation Plan with an associated Bicycle Plan map, as shown in Figure C.1. The Bicycle Transportation Plan includes an introduction, purpose, and scope, as well as a list of goals, objectives, and additional recommendations. There is also a section for walking facilities, which includes goals, objectives, policies, and programs.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

Goals, objectives, and policies under the issues/opportunities, housing, and transportation subject areas should be considered as the foundational policy context for completing the Plan. Goals, objectives, and policies under the bicycling and walking portions of the plan should be reviewed for potential inclusion in the Plan. Bicycle routes in Figure C.1 should be considered as possible routes for the future network.

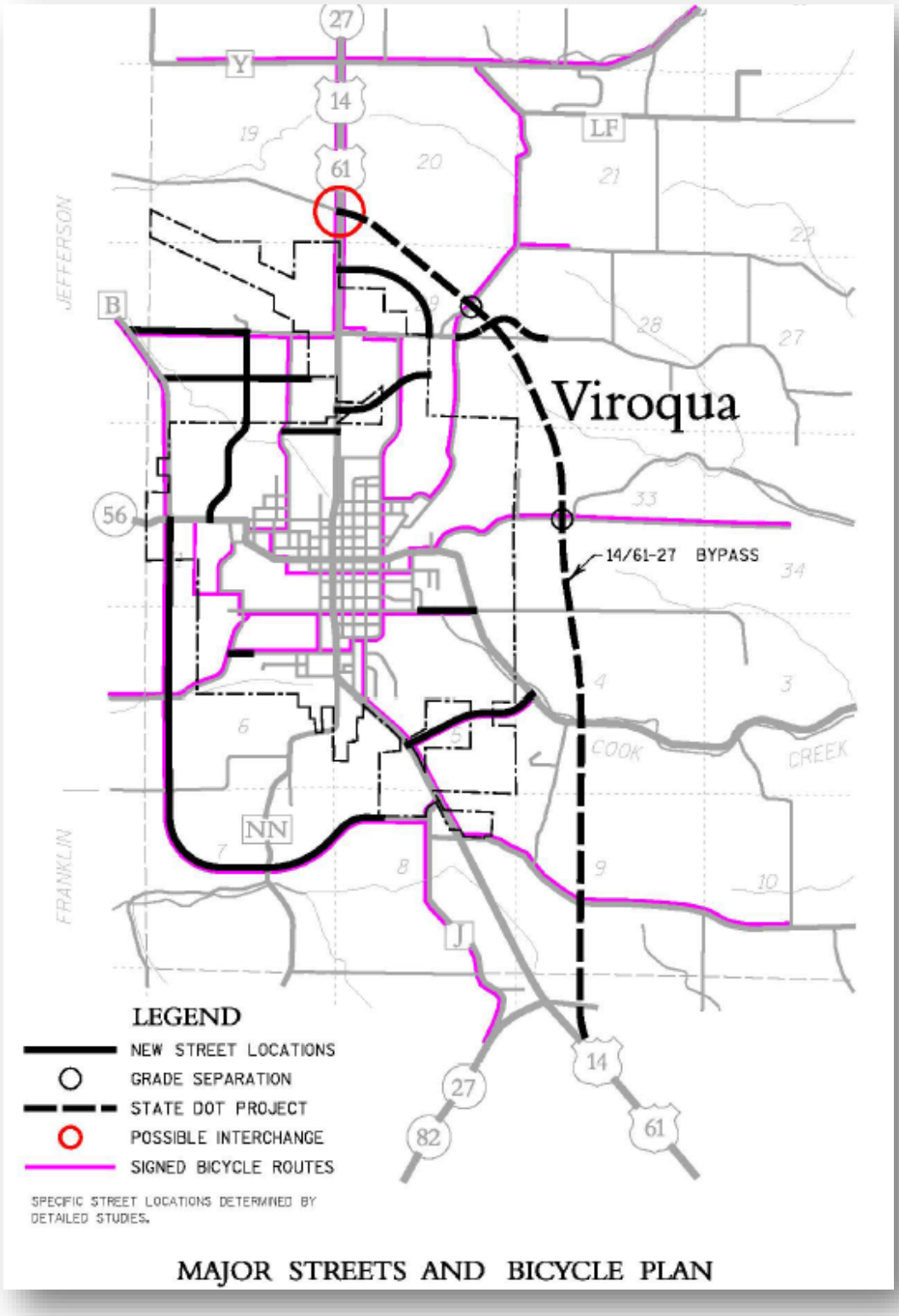

Figure C.1. The bicycle plan from the 2007 Viroqua Comprehensive Plan shows signed bicycle routes in relation to new street locations. **NOTE:** The State DOT bypass project shown as a black dashed line is no longer planned.

Westby and Viroqua Safe Routes to School Plan

This 2011 plan's primary goal is to *"plan safe routes to schools, encourage students to bike or walk to school, educate community members on safety issues relating to walking and biking, and provide safe walking and biking routes throughout and between the communities."* The plan included an extensive parent survey with 531 responses between the two communities. The survey collected:

- Travel mode to and from school.
- Grades when parents will allow child to walk or bike alone to school.
- Issues affecting school travel decisions, as shown in Figure C.2.

A thorough description of pick up and drop off procedures is included for Viroqua Elementary, Viroqua Middle, and Pleasant Ridge Waldorf Schools. Issues or needs identified in the planning process included:

School	Issues and/or needs identified in the planning process
Viroqua Elementary	• No sidewalks directly serve the elementary facility or connect the facility to other school campus facilities • Crossing of State Highway 56 for students walking or biking to school from neighborhoods north of the school • Drop off/pickup congestion at facility
Viroqua Middle	• Crossing of State Highway 56 for students walking or biking to school from neighborhoods north and east of the school • Safe ped/bike crossing of U.S. Highway 14
Pleasant Ridge Waldorf	• Speed on Jefferson Street • State Highway 56 crossing • Main Street (U.S. Highway 14) crossing • Bike racks • Continued maintenance of crosswalks

The plan also includes a thorough list of recommendations for addressing these issues and needs. Highlights include:

- Consider an additional crossing guard at the intersection of Broadway Street and Highway 14.
- Extend signal crossing time at Decker Street and Jefferson Street.
- Consider installing crossing beacons at the intersection of Highway 14 with South Street, Maple Street, and Broadway Street.
- Designate the sidewalk on the east side of Highway 14 from Decker Street to Airport Road has an optional bike route.
- Install crossing beacons at the intersections of Highway 56 with Abbey Lane, and W. Broadway Street with Hillyer Street.
- Develop a north-south shared use path on the west side of the Middle and Elementary schools.
- Develop school lesson plans for the Safe Route to School program.
- Provide information to the community on traffic laws.
- Consider installing a crossing beacon at the intersection of Highway 56 and East Avenue.
- Apply for implementation funding to accomplish the plan's recommendations, including a Regional Safe Routes to School Coordinator.

See Figure C.3 for a map illustrating many infrastructure recommendations for the plan.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The Plan should include an assessment of which recommendations have already been implemented, those that should continue to be pursued, and those that should be removed. Bicycle sharrow or bike lane routes in Figure C.3 should be considered as possible routes for the future network.

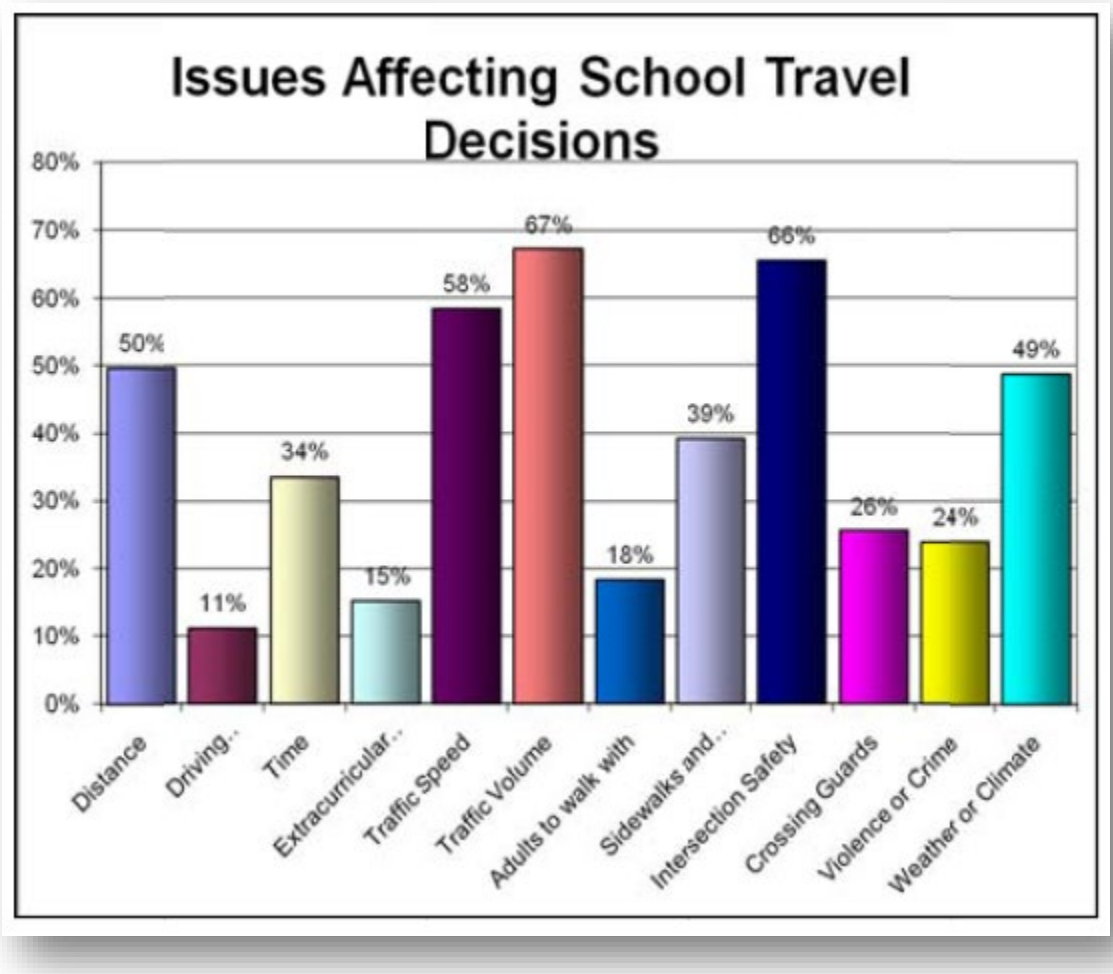

Figure C.2. Responses from Viroqua parents to the question, "Which of the following issues affected your decision to allow, or not allow, your child to walk or bike to/from school?".

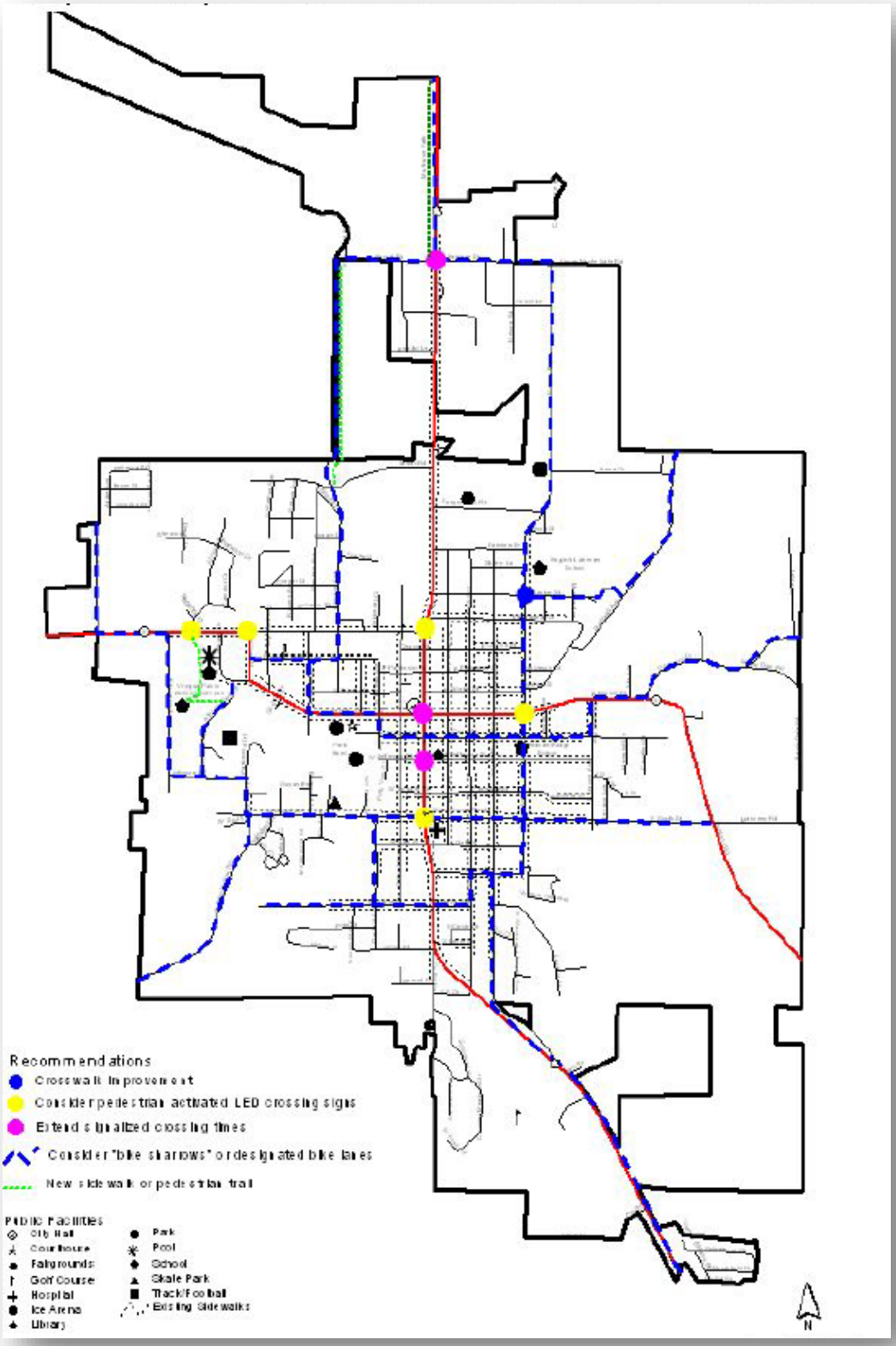

Figure C.3. Infrastructure recommendations for Viroqua from the Westby and Viroqua Safe Routes to School plan.

Tax Incremental District No. 6 Project Plan

The 2015 Tax Incremental District (TID) No. 6 Project Plan includes a list of downtown pedestrian and bicycle improvements that can be funded with property tax revenues generated by the district between 2015 and 2037. While the City is not obligated to pursue these projects, they may pursue them throughout this time. Planned costs for pedestrian and bicycle facilities includes $225,000 for bicycle trailhead improvements, $100,000 for pedestrian facilities, and $75,000 for multi-use trails. These may take place within ½ mile of the district, and may include pocket parks, sidewalks, multi-use trails, street crossing safety improvements, signs, bike racks, benches, tables, landscaping, a shelter, restrooms, renovation of the old bath house, and related amenities. See Figure C.4 for a map illustrating these projects.

Additionally, sidewalks may be installed with additional planned costs for street reconstruction projects along Center Street, Jefferson Street, Rock Avenue, Rusk Avenue, and Washington Street. $1.6 million is budgeted for street reconstruction projects. Finally, $150,000 in general streetscape projects may be funded with district revenues, and may include gateway features, planters, landscaping, signs, lighting, and decorative sidewalk improvements.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The Plan should consider possible pedestrian- and bicycle-related infrastructure improvements from the TID No. 6 Project Plan for inclusion, as well as TID funding as a potential funding source for qualifying projects. Pedestrian connections and bicycle routes in Figure C.4 should be considered as possible routes for the future network.

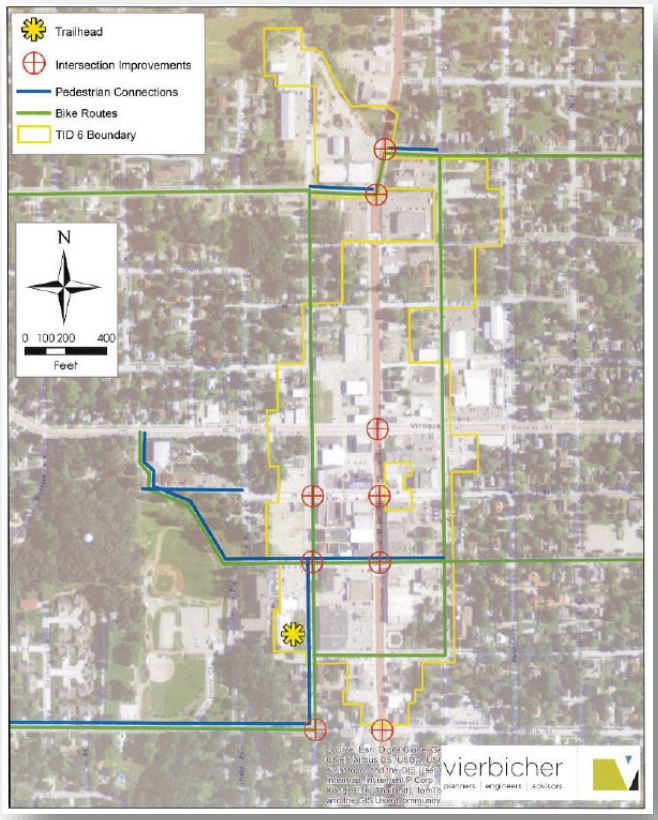

Figure C.4. A map showing some of the pedestrian and bicycle improvements that may be financed with TID No. 6 revenues.

Rock Avenue Park Plan

The 2018 Rock Avenue Park Plan summarizes a public engagement process that took place regarding the site of the Viroqua Bath House (220 S Rock Avenue), Eagles Club (216 S Rock Avenue), and public parking lot to the north of the Eagles Club. This public engagement process was an outgrowth of the 2015 TID No. 6 Project Plan, which identified the Viroqua Bath House as a potential trailhead location. Due to the wide array of opinions within the community regarding the future of this Bath House, the process included extensive outreach including five focus groups, an open house, and a community survey completed by 291 individuals.

Out of 11 potential site amenities, a bicycle trailhead ranked as the ninth highest priority for survey respondents, as shown in Figure C.5. 30 percent of survey respondents said that poor pedestrian and bicycle crossings were a barrier to access the area, as shown in Figure C.6.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The Rock Avenue Park Plan suggests that the public supports the addition of park amenities that appeal to a wide variety of users. Any potential trailhead amenities such as restrooms, drinking water, map kiosk, bike repair station, or e-bike charging stations should be considered as secondary uses to another primary use, such as a park or other community space. This plan also suggests that improvements to pedestrian and bicycle crossings should be evaluated near this site.

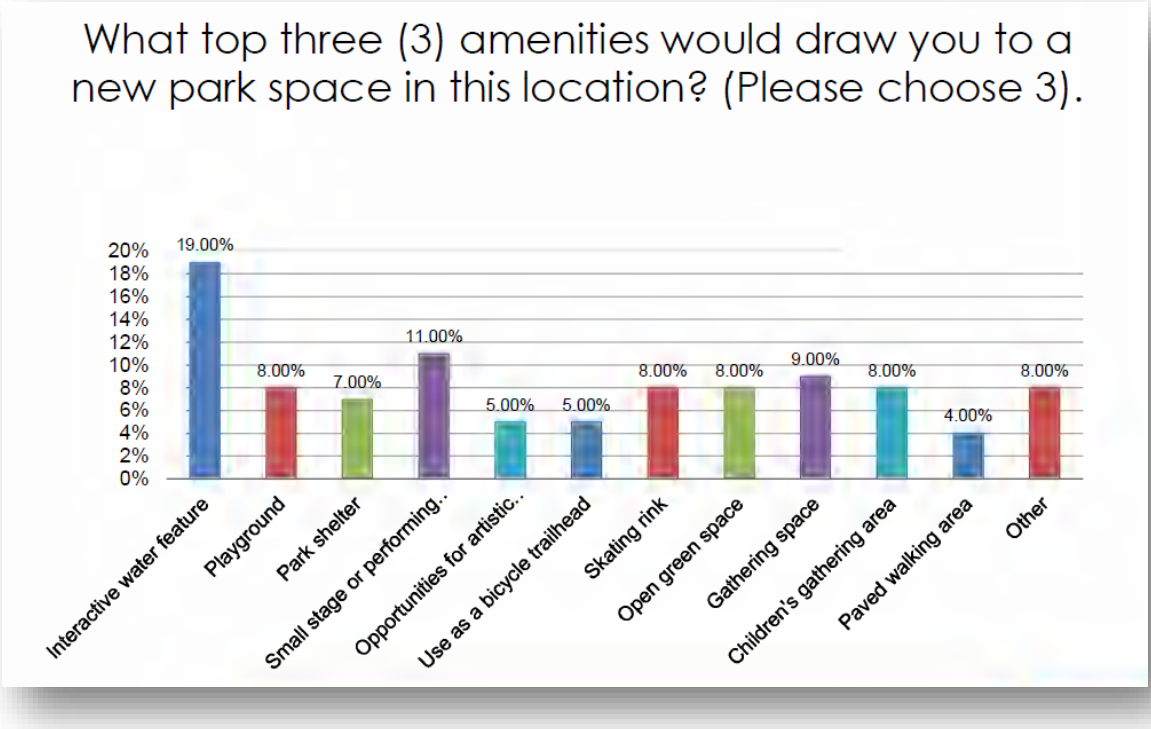

Figure C.5. The most popular amenities with survey respondents included an interactive water feature, small stage, and gathering space.

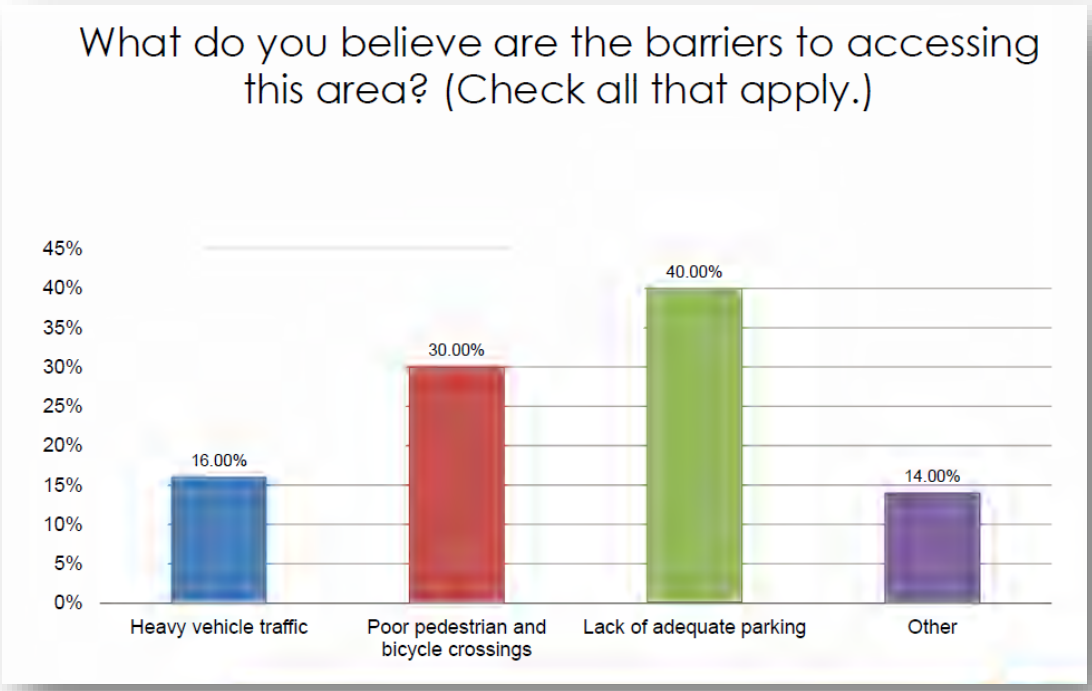

Figure C.6. Poor pedestrian and bicycle crossings near the Viroqua Bath House were identified as a barrier for 30% of survey respondents.

Tax Incremental District No. 7 Project Plan

The 2019 Tax Incremental District (TID) No. 7 Project Plan is similar to the TID No. 6 Project Plan, in that includes a list of general pedestrian and bicycle improvements that can be funded with property tax revenues generated by the district between 2019 and 2034. While the City is not obligated to pursue these projects, they may pursue them throughout this time.

Planned costs for "pedestrian and bicycle facilities" are $200,000. These may take place within ½ mile of the district and may include "pocket parks . . . multi-use trails, sidewalks, street crossing safety improvements, signage, bike racks, benches, tables, and related appurtenances." Also included are trailhead park improvements, including the "demolition of existing improvements, site improvements, grading, parking lot, access drives, bike racks, signage, benches, tables, landscaping, shelter, restrooms, renovation of old bath house, park amenities, canoe launch facilities and related appurtenances.

Within the larger category of "infrastructure improvements," street lighting, streetscaping, recreational trails, and "improvements to enhance pedestrian connections and safety" may be built. In addition, $200,000 has been set aside for Highway 14 corridor improvements, which may include "street lighting, streetscaping, gateway features, plantings and landscaping, informational and directional signs, benches, bicycle racks, decorative lighting, and sidewalk improvements." A multi-use trail map has been included in the plan, which is shown in Figure C.7.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The Plan should consider possible pedestrian- and bicycle-related infrastructure improvements from the TID No. 7 Project Plan for inclusion, as well as TID funding as a potential funding source for qualifying projects. Proposed multi-use trails in Figure C.7 should be considered as possible routes for the future network.

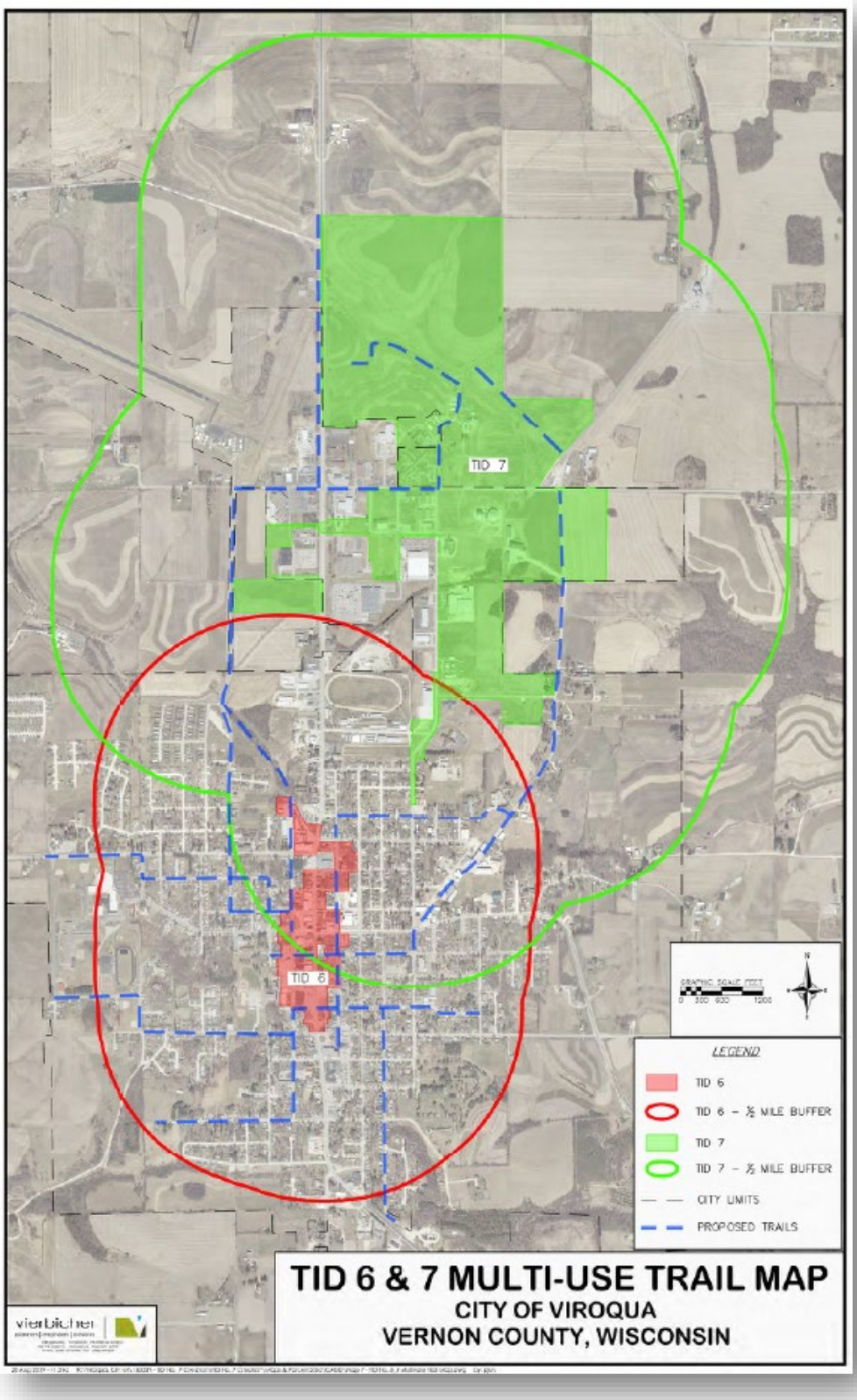

Figure C.7. A map showing proposed trails from the TID No. 7 Project Plan.

Grant Application for Trail Extension Project and Trailhead

This 2019 grant application to the one-time State of Wisconsin Multimodal Local Supplement Grant Program includes a request for $719,304 in funding for a trail along Airport Road and Chicago Avenue as well as trail head construction. The trail extension was planned to run along Airport Road between Main Street and Chicago Avenue, as well as on Chicago Avenue between Airport Road and Marquette Avenue, as shown in Figure C.8. The trailhead construction was planned to be connect to the renovation of the Bath House into a visitor center, as shown in Figure C.9. The State of Wisconsin received 1,596 applications and awarded 152 projects. Viroqua's application for this project was not funded.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The grant application's cost estimate for the trail extension may be used in the Implementation section of the Plan. The conceptual drawing for the trailhead may be considered for potential trailhead recommendations at the Bath House.

Figure C.8. The trail alignment for the grant application runs along Airport Road and Chicago Avenue.

Figure C.9. A conceptual rendering of the trailhead to the west of the Viroqua Bath House.

Vernon County Outdoor Recreation Plan

This 2021 plan provides guidance to Vernon County for the development of outdoor recreation opportunities. It includes a public survey with 369 participants. The top three outdoor recreation activities in Vernon Conty are hiking/walking, fishing, and biking (see Figure C.10). The highest priority for future county/outdoor facility improvements was multipurpose trails (see Figure C.11). Despite this, acquiring land for trail development was listed as a medium priority action, after boating/canoeing access, fishing improvements, and campsite acquisition (i.e., high priority actions).

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

The Vernon County Outdoor Recreation Plan survey is important context for the completion of the Plan and should be shared with decision makers and the public during engagement opportunities.

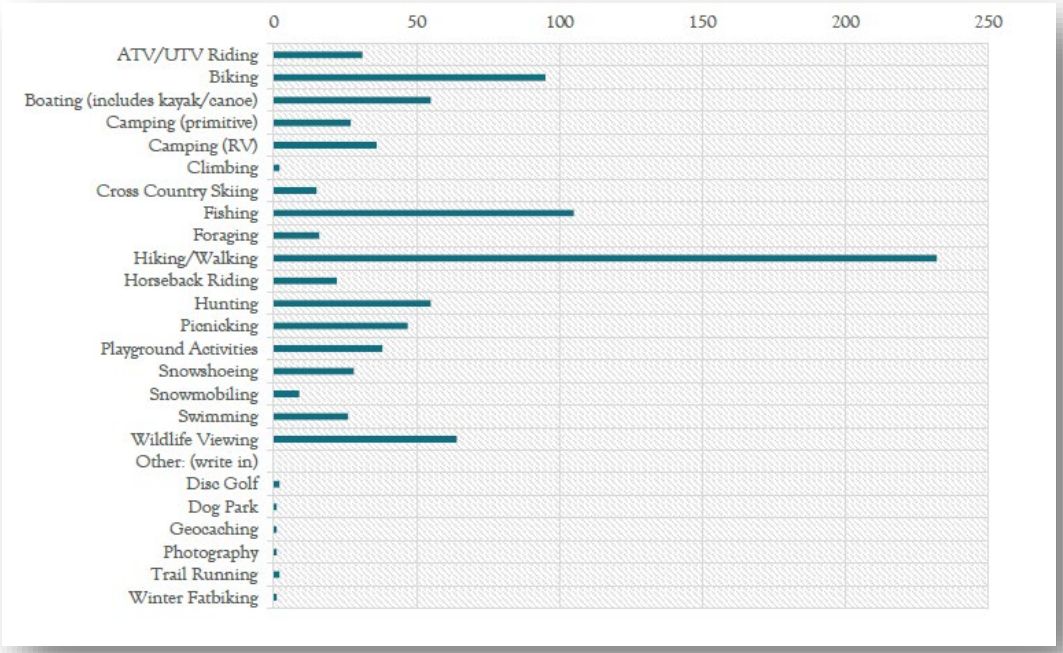

Figure C.10. When asked what their top two outdoor recreation activities were in Vernon County, survey respondents said that hiking/walking was number one and biking was number three.

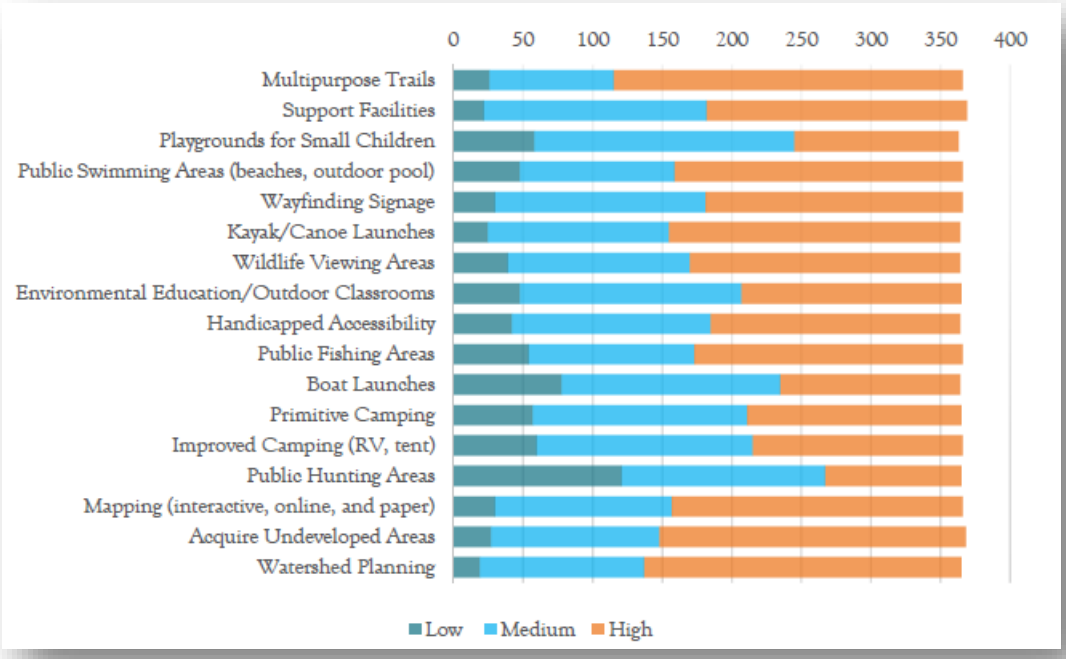

Figure C.11. When asked what their priorities were for future county/outdoor facility improvements, survey respondents said multipurpose trails where their highest priority.

Main Street Highway Safety Improvement Program Presentation

This 2021 presentation to the public explains the Highway Safety Improvement Program (HSIP) Main Street project that was constructed in 2023. The extent of the project was between Brendel Lane (near Wal-Mart) and South Washington Avenue, with a gap within the Downtown core between Decker Street and South Street. The project reduced the road from four lanes to three lanes. The purpose was to reduce crashes. The project also upgraded curb ramps to meet ADA standards and installed Rectangular Rapid Flash Beacons (RRFB's) improvements at five intersections:

Main Street Intersection	Median Type	Crossing Type
Fairgrounds Road	Raised	Rectangular Rapid Flash Beacons
E. Broadway Street	Corrugated	Rectangular Rapid Flash Beacons
W. Broadway Street	Corrugated	Rectangular Rapid Flash Beacons
Oak Street	Corrugated	Rectangular Rapid Flash Beacons
Maple Street	Corrugated	Rectangular Rapid Flash Beacons

In addition, curb extensions were added to the northeast and southwest quadrants of the intersection of Main Street with Decker Street (Highway 56), as shown in Figure C.12.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

These changes to traffic flow on Main Street and pedestrian crossings will encourage feedback during the public engagement process. This feedback should be encouraged and will provide opportunities for future project ideas in the Plan.

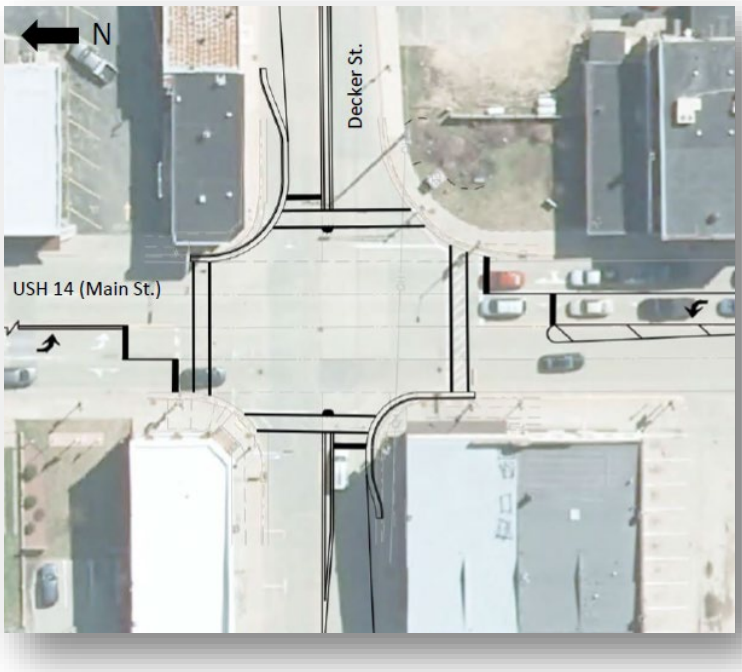

Figure C.12. An aerial drawing illustrating planned bump outs at the intersection of Main Street with Decker Street.

Downtown Main Street Circulation & Safety Recommendations Report

This 2022 report summarizes the public engagement and design process to revamp Main Street between Decker Street and South Street. In 2020, the City of Viroqua received a $525,000 grant from the federal Transportation Alternatives Program for Main Street Pedestrian and Bicycle Improvements. Public engagement for this project took place in March 2021, with 69% of participants saying they do not feel safe crossing Main Street as a pedestrian. Evaluation of the Downtown area included destinations, redevelopment opportunities, parking, and circulation.

Four alternatives were presented to the public in September 2021, with most participants preferring an alternative that:

- Adds left turn lanes off Main Street onto Court Street and Terhune Street.
- Replaces the stoplight at the intersection of Main Street and Jefferson Street with an RRFB pedestrian crossing.
- Adds curb extensions to the intersections of Main Street with Court Street, Jefferson Street, and Terhune Street.
- Turns Jefferson Street and Terhune Street into one-way streets, within one block on either side of Main Street.

The report summarizes streetscape concepts such as a gateway arch, lighting, colored concrete crosswalks, bike racks, trees, benches, planters, and vertical placemaking features, as shown in Figure C.13. The report includes additional changes for pedestrians and bicyclists, including:

- Marked crosswalks at the intersections of Decker Street (Highway 56) with Rock Avenue and Center Avenue.
- Directional signing for the bike trail on Rock Avenue.
- A visitor informational kiosk at the intersection of Rock Avenue and Jefferson Street.
- Bike racks at public parking lots.

The project will also make changes to parking in the Downtown area, including the addition of angled parking on Jefferson Street and Terhune Street, resurfacing public parking lots, and the addition of pavement markings for on-street parking on Rock Avenue. Report recommendations are summarized in Figure C.14.

In 2023, an additional $808,000 grant was received from the federal Transportation Alternatives Program, with construction scheduled for 2024.

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

With such significant changes coming to Downtown Viroqua within the next year, the Plan will need to consider how to educate the public about the City's plans during the engagement process. Any changes that are already funded should be included in the Plan, should they not be constructed by the time this Plan is finalized.

Figure C.13. Streetscape features planned for the Main Street project.

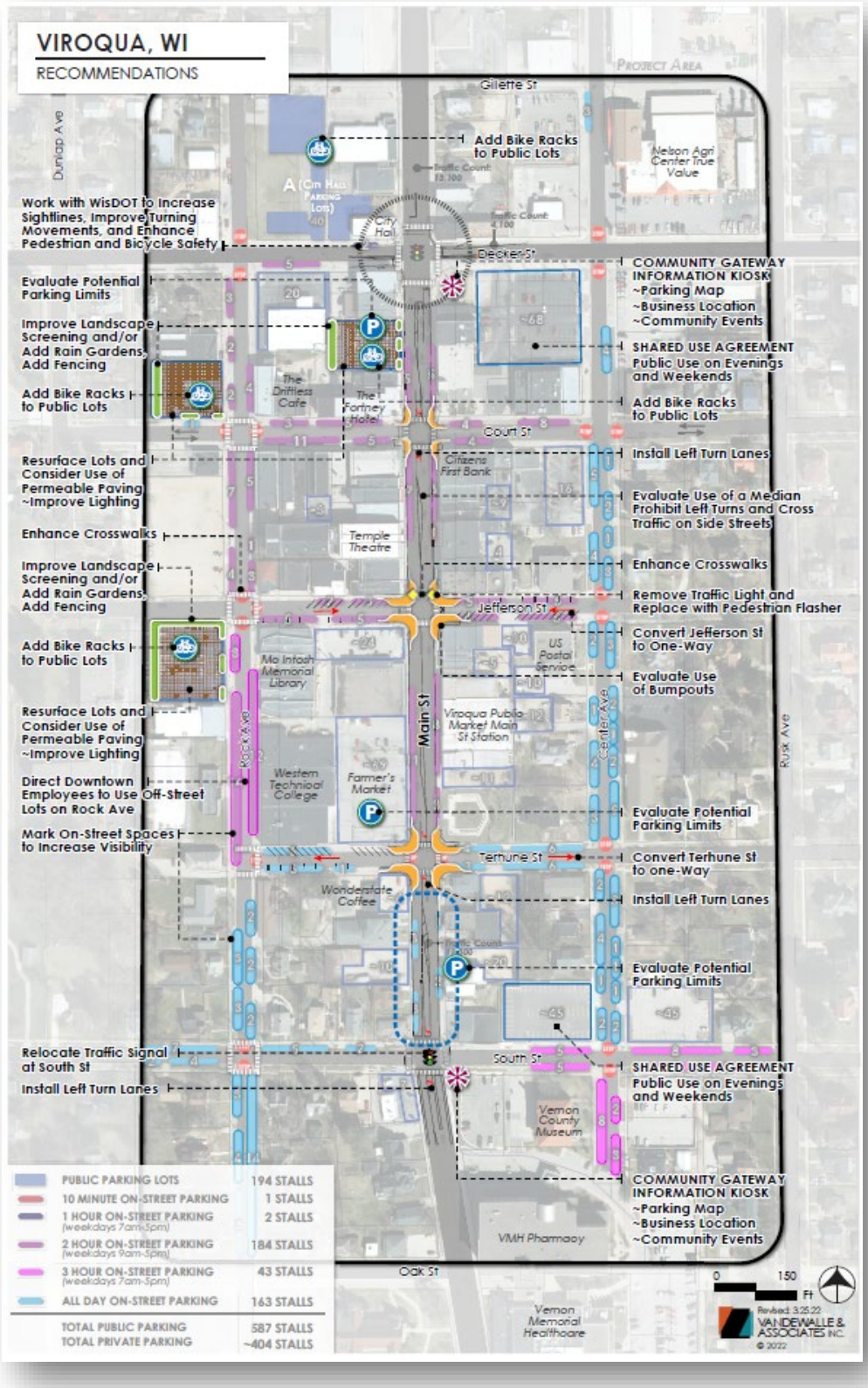

Figure C.14. A map illustrating the Downtown Main Street Circulation & Safety Recommendations report.

Viroqua Municipal Code with Zoning

The most recent version of Viroqua's Municipal Code includes the following bicycle and pedestrian-related ordinances:

Title 10 – Vehicles & Traffic

- Those age 10 or older may not ride a bicycle on a sidewalk.
- Residents must obtain a license from the City to operate a bicycle.

Title 12 – Streets & Sidewalks

- Sidewalks are required to be four inches thick and made of concrete.
- The Director of Public Works may order repair of defective sidewalks and add the cost of the repair to the property tax roll, made payable in 10 annual installments.
- Snow or ice must be removed by the property owner within 24 hours of the end of a snowfall. The Superintendent of Public Works is responsible for removing snow or ice not removed by property owners, and should charge the following:

Sidewalk Length	**First Time Shoveled During the Same Winter**	**Second Time Shoveled During the Same Winter**	**Third Time Shoveled During the Same Winter**
Not Over 100'	$100	$150	$175
Over 100'	$200	$250	$275

How the Recommendations Should Be Considered/Used in the Viroqua Bicycle & Pedestrian Plan

Updates to ordinances in the municipal code may be recommended.