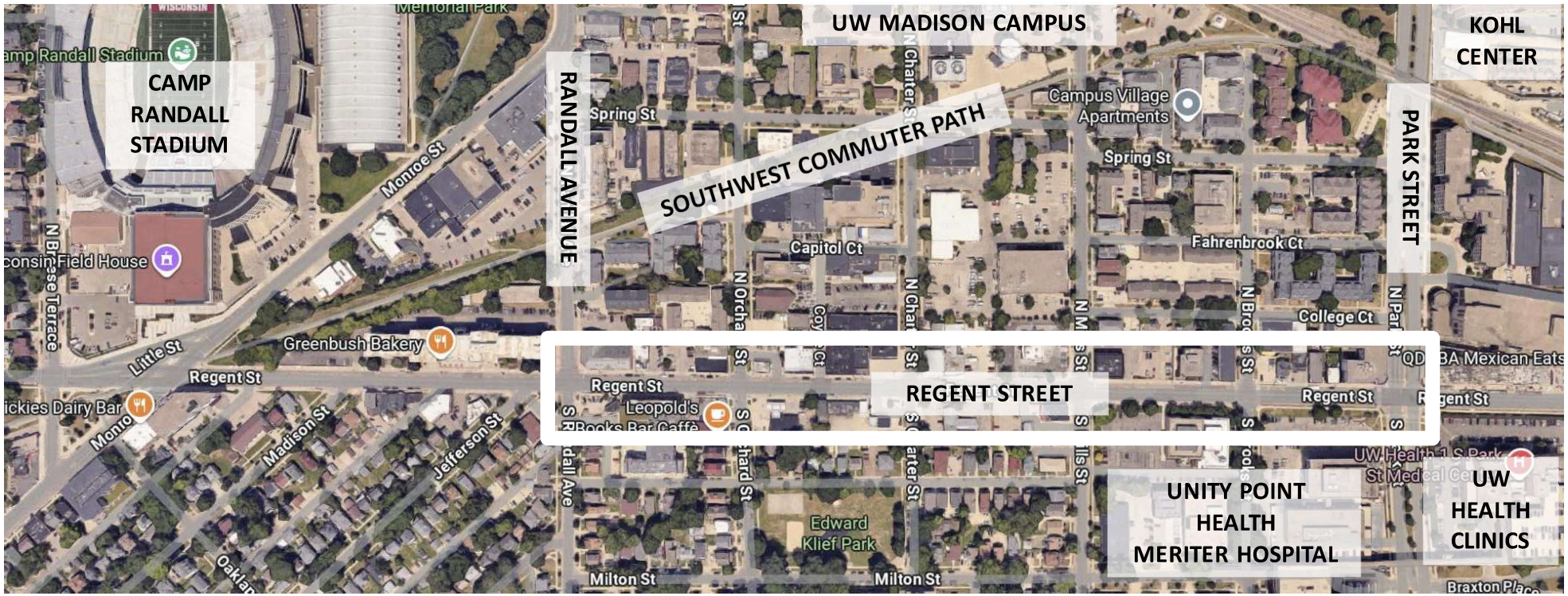
Regent Street Reconstruction—Randall Ave to Park St

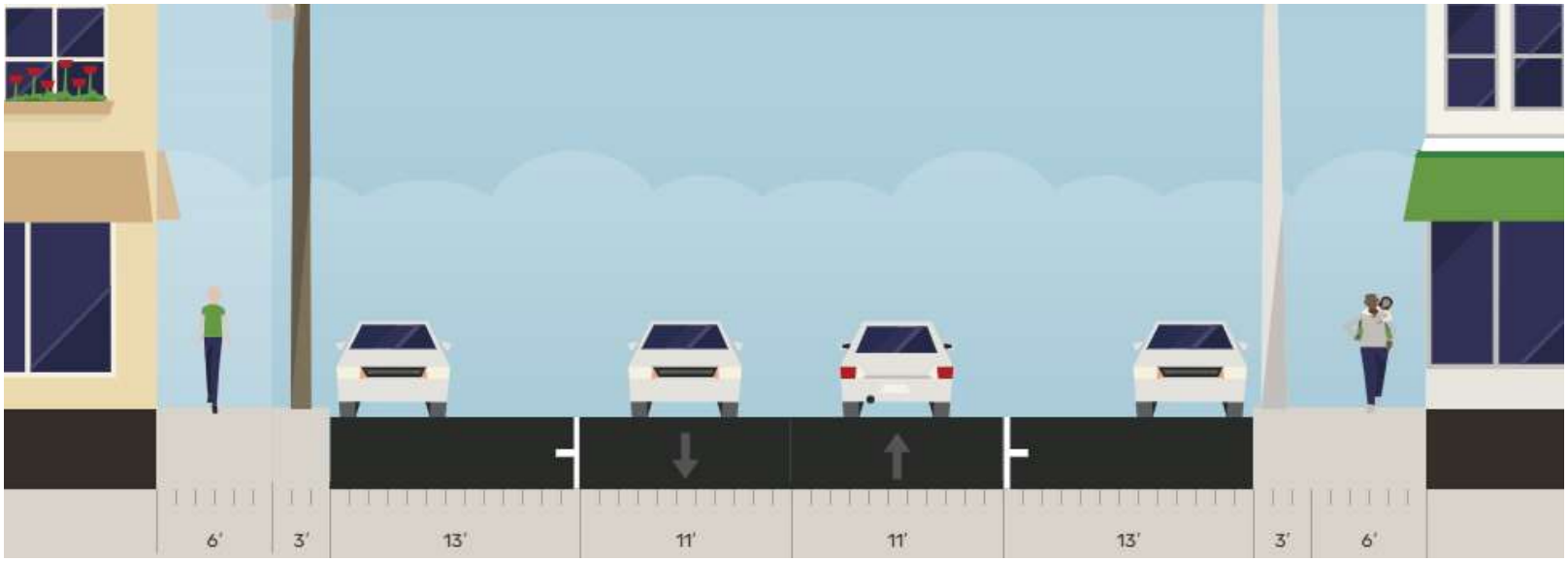


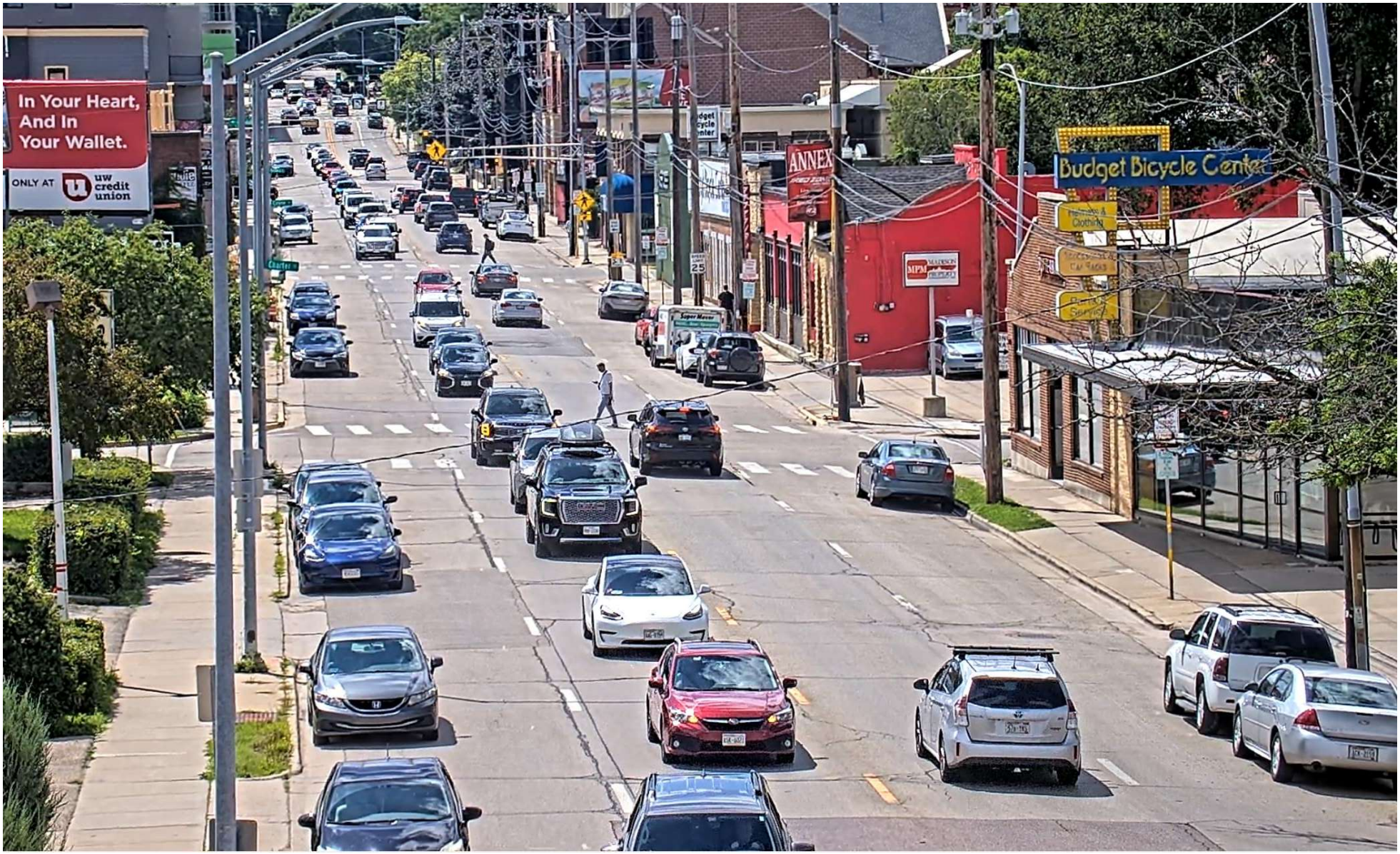
Presentation Outline

- Background Information
- Design Process—how we developed the proposed plan
- Specific considerations in the design:
  - Safety
  - Pedestrian Facilities
  - Events
  - Bus Stops
  - Bicycle Options
  - Traffic Flow
  - Trees
  - Parking/loading
- Summary

Regent Street today

- 2-lane urban roadway with parking lanes/peak hour travel lanes
  - No parking Eastbound 7 AM – 8:30 AM & Westbound 4 PM – 5:30 PM

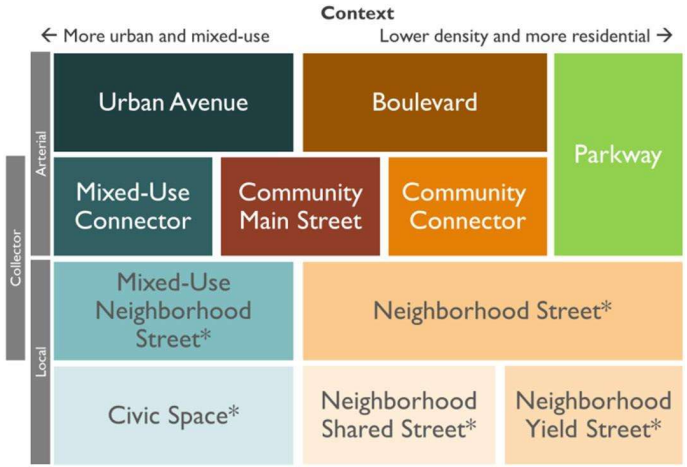



In Your Heart,
And In
Your Wallet.
ONLY AT
uw
credit
union
ANNEX
Budget Bicycle Center
MPM
25

Previous Meetings

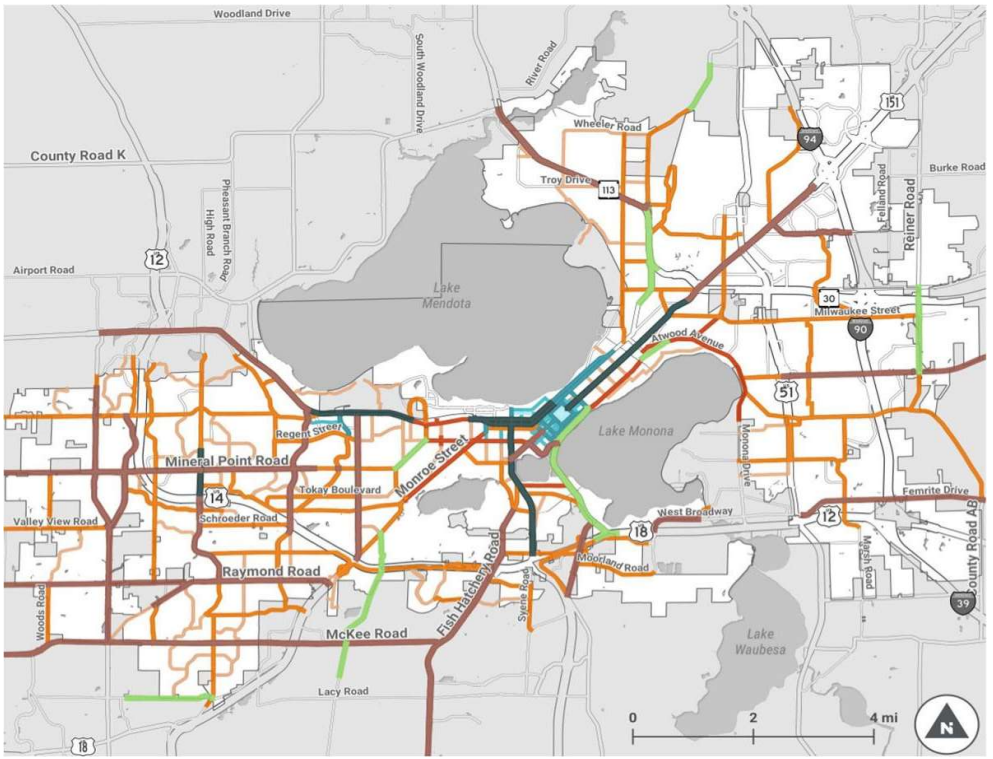
- September 15, 2025—Public Information Meeting
  - Focused on public engagement and project info
- December 3, 2025—Transportation Commission Meeting
  - Discussed public engagement, no plans shown
- January 26, 2026—Public Information Meeting
  - Discussed alternative with a “preferred alternative”

Complete Green Streets Guide

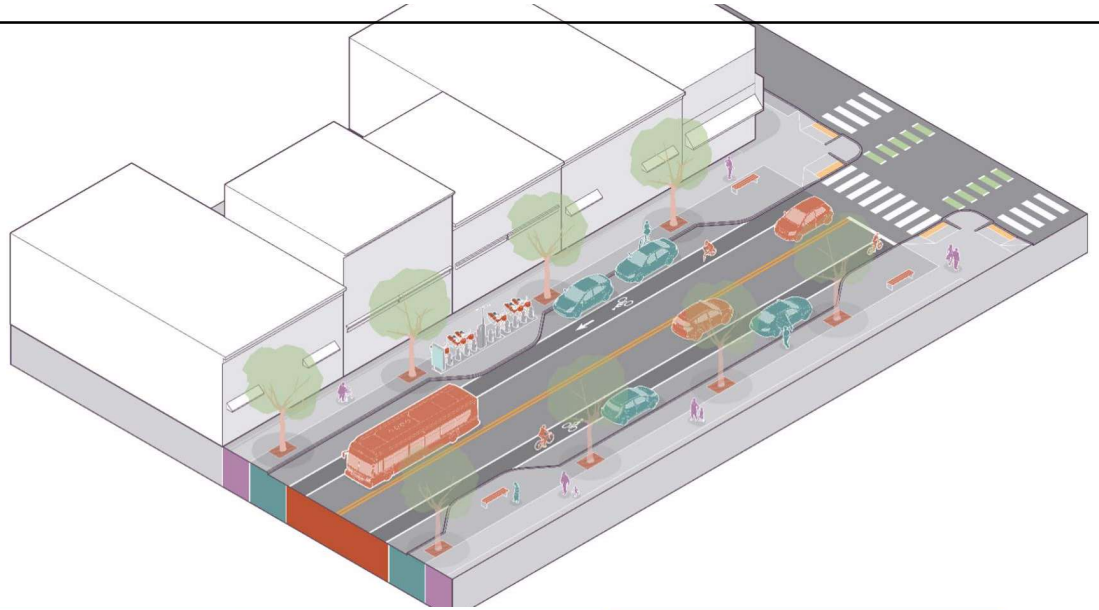


Street types organized by context and intensity.

***Most of these are not mapped, unless applied on a collector, All Ages and Abilities Bike Network, or some unique circumstance. Selecting these street types must be based on context, including current and target traffic speeds and volumes, as identified in Section 6.2.**

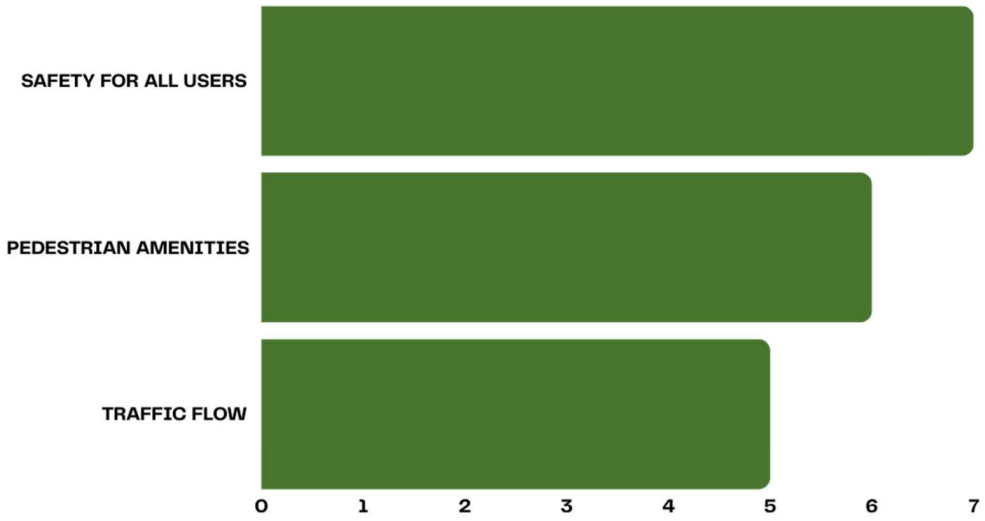


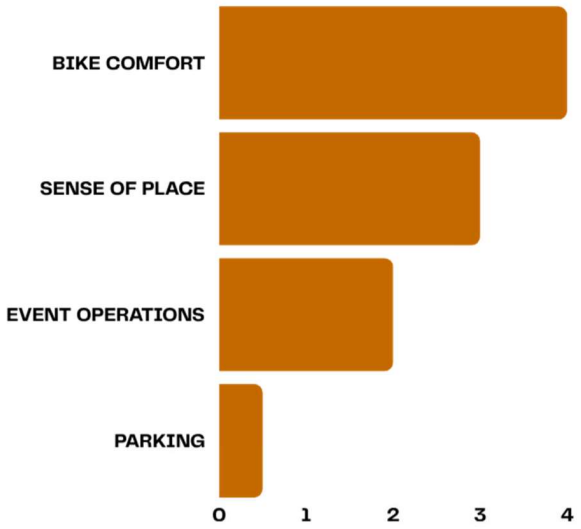
Regent Street as a Community Main Street



Walkway Medium Priority	**Flex Zone** High Priority	**Travelway**	**Additional Considerations**
Wide sidewalks with buildings close to or touching the sidewalk.	Hardscaped or landscaped terrace with street trees, bike racks, enhanced transit stops, and sidewalk cafés. Higher demand for on-street parking more frequent turnover, pedestrian-scale streetscapes and amenities that encourage people to walk. Parking may be a higher priority. Loading zones, if needed, should be provided around the corner on intersecting minor streets.	1 travel lane per direction. Left turn lanes are common at controlled intersections. Bike lanes should be included and may require consideration of parking options on side streets or in structured parking.	Vending locations and bikeshare opportunities. Crosswalk enhancements including raised crossings/intersections. Peak hour traffic volumes and need for peak hour travel lane. Snow storage. Accessible parking.

1,000+ Public Surveys Returned





Top 3 Key Rankings

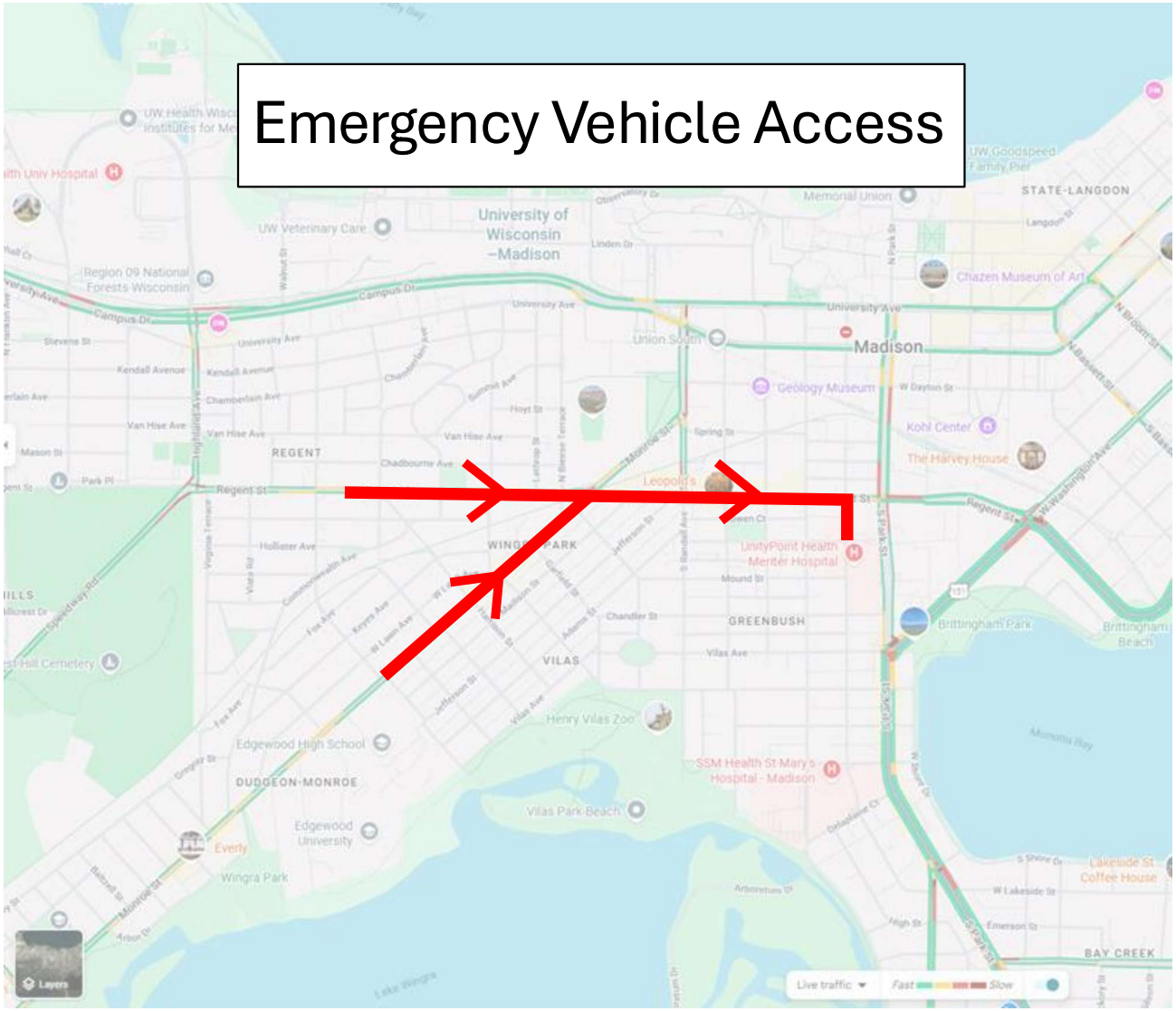
Original Concepts

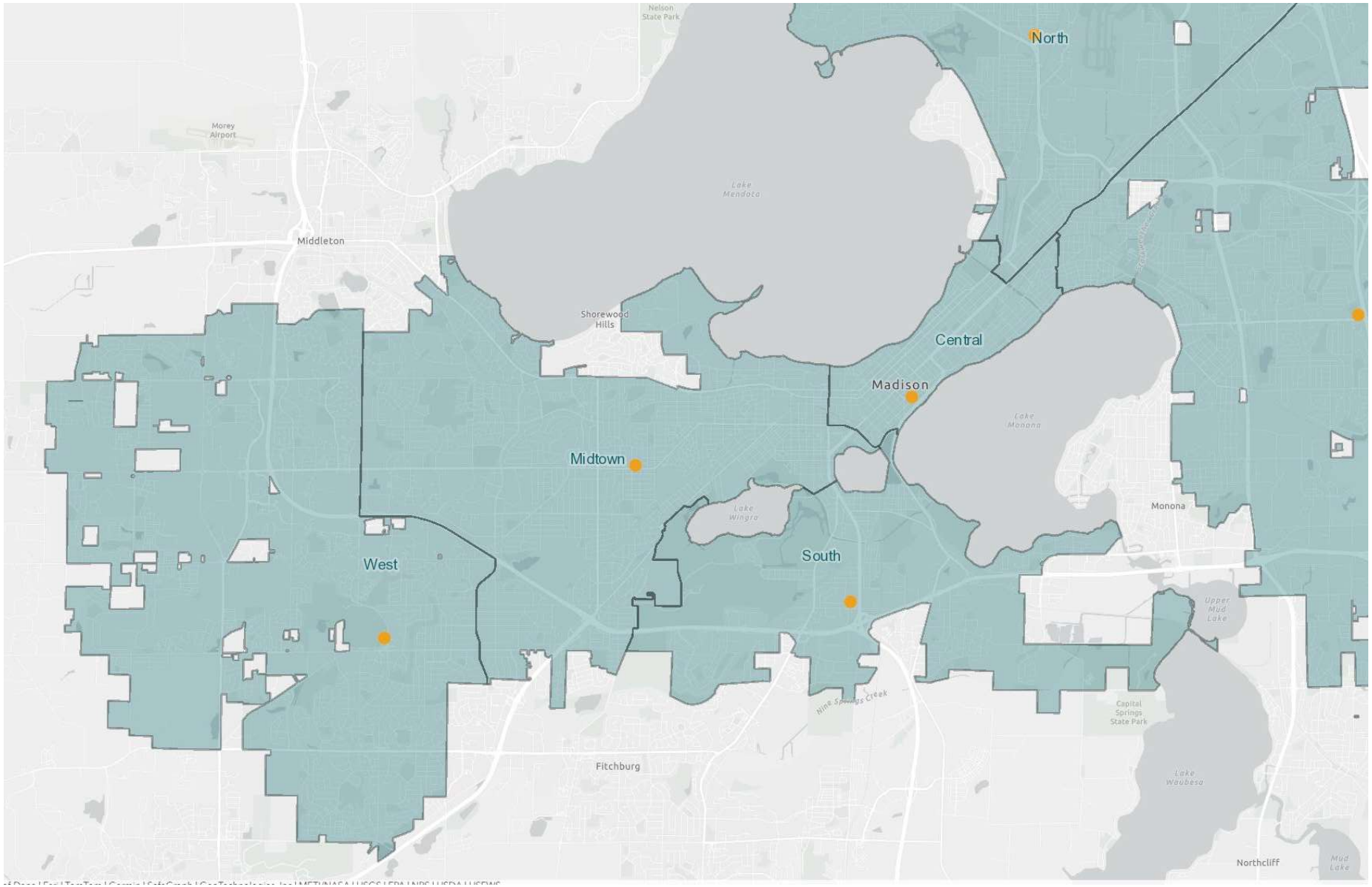
1. Narrowed Lane Option

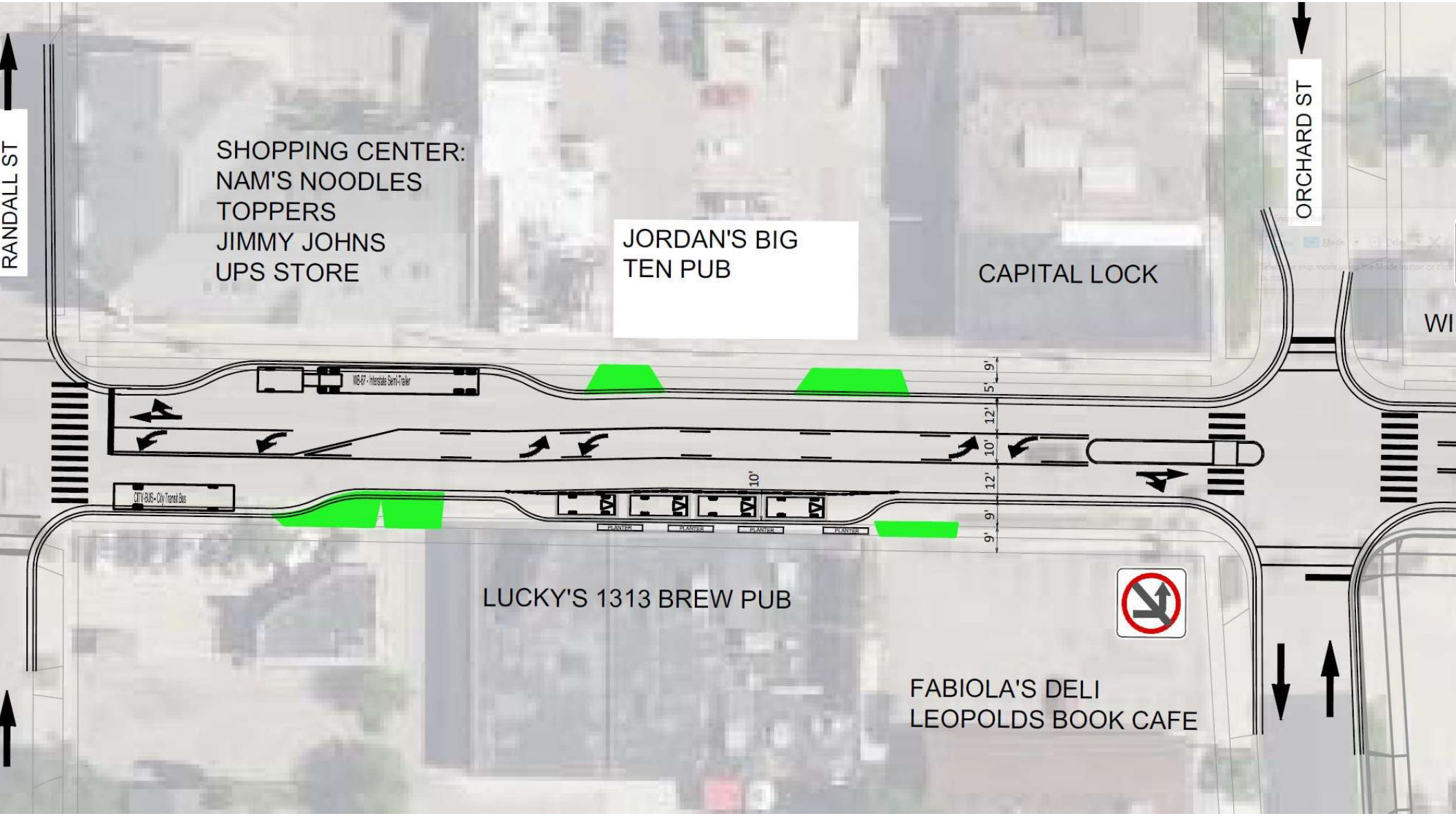
2. Bike Option

3. Two Lane Option

Emergency Vehicle Access




North
Central
Madison
Midtown
West
South
Middleton
Shorewood Hills
Fitchburg
Monona
Northcliff
Morey Airport
Nelson State Park
Lake Mendota
Lake Monona
Lake Wingra
Upper Mud Lake
Capital Springs State Park
Lake Waubesa
Mud Lake


RANDALL ST
ORCHARD ST
SHOPPING CENTER:
NAM'S NOODLES
TOPPERS
JIMMY JOHNS
UPS STORE
JORDAN'S BIG
TEN PUB
CAPITAL LOCK
WI
9'
5'
12'
10'
12'
9'
9'
10'
PLANTER
PLANTER
PLANTER
PLANTER
LUCKY'S 1313 BREW PUB
FABIOLA'S DELI
LEOPOLDS BOOK CAFE

Previously Proposed Street Design

Concerns

- Sidewalk has pinch points at parking cutouts—same width as today
- Active travel lane adjacent to sidewalk at all times in most places—no physical buffer—**might be a worse pedestrian experience compared to existing**
- Center turn lane would be minimally used—not warranted based on left turn volume
- Center turn lane may be used as “bypass lane”—increased risk of crashes
- Very limited parking and loading zones
- No option for pedestrian refuge islands due to Emergency Vehicle needs

5.8. Community Main Street

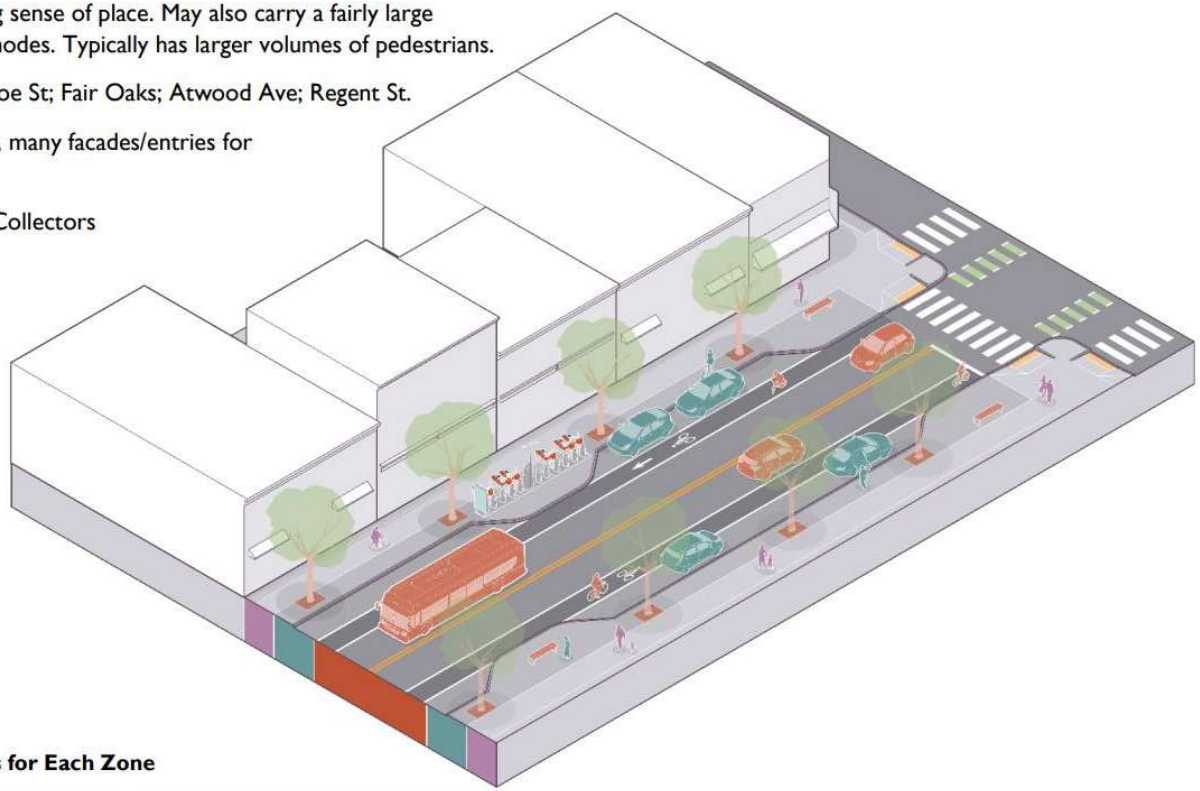
Destination/shopping street with a strong sense of place. May also carry a fairly large number of people by a variety of travel modes. Typically has larger volumes of pedestrians.

Example Streets: Williamson St; Monroe St; Fair Oaks; Atwood Ave; Regent St.

Context: Small/medium scale mixed use, many facades/entries for retail/dining/etc.

Functional Classifications: Arterials; Collectors

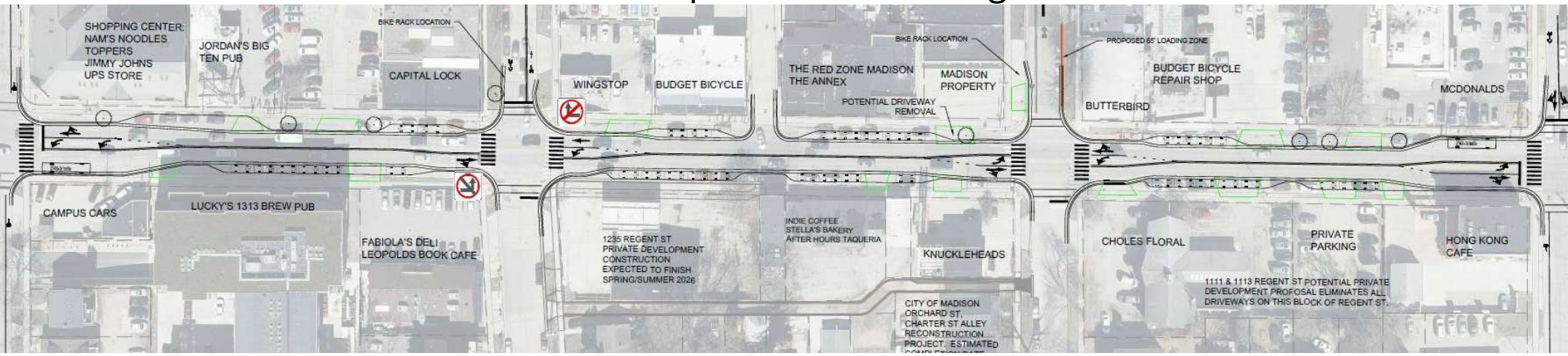
Target Speed: 25 mph or less



Zone Priorities and Preferred Elements for Each Zone

Walk Zone Medium Priority	**Flex Zone** High Priority	**Travelway Zone**	**Additional Considerations**
Wide sidewalks with buildings close to or touching the sidewalk.	Hardscaped or landscaped terrace with street trees, bike racks, enhanced transit stops, and sidewalk cafés. Higher demand for on-street parking more frequent turnover, pedestrian-scale streetscapes and amenities that encourage people to walk. Parking may be a higher priority. Loading zones, if needed, should be provided around the corner on intersecting minor streets.	1 travel lane per direction. Left turn lanes are common at controlled intersections. Bike lanes should be included and may require consideration of parking options on side streets or in structured parking.	Vending locations and micromobility opportunities. Crosswalk enhancements including raised crossings/intersections. Peak hour traffic volumes and need for peak hour travel lane. Snow storage. Accessible parking.

Current Proposed Street Design

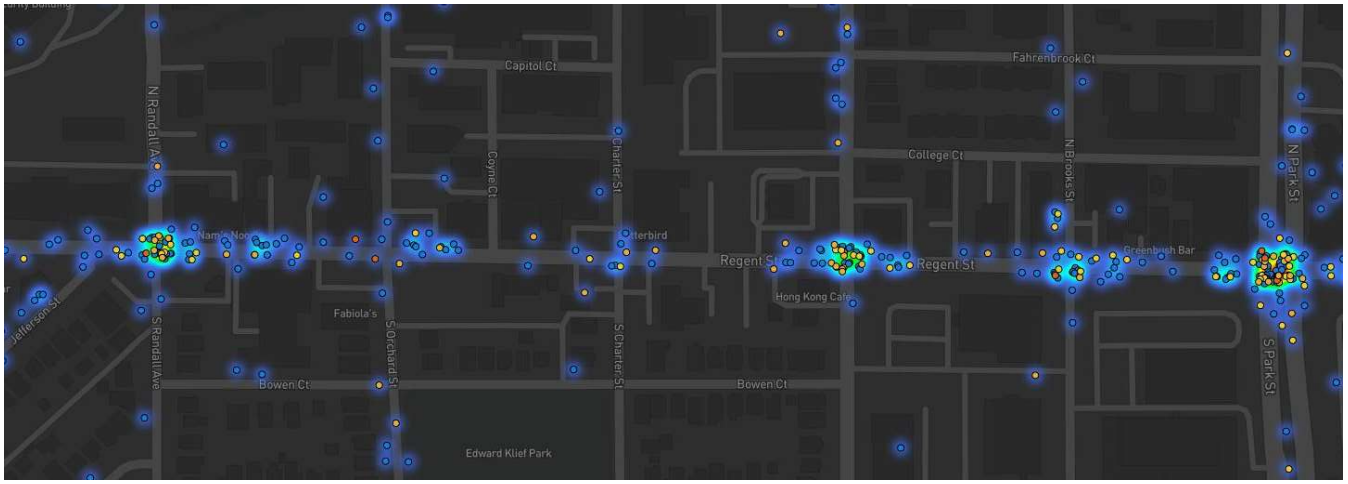


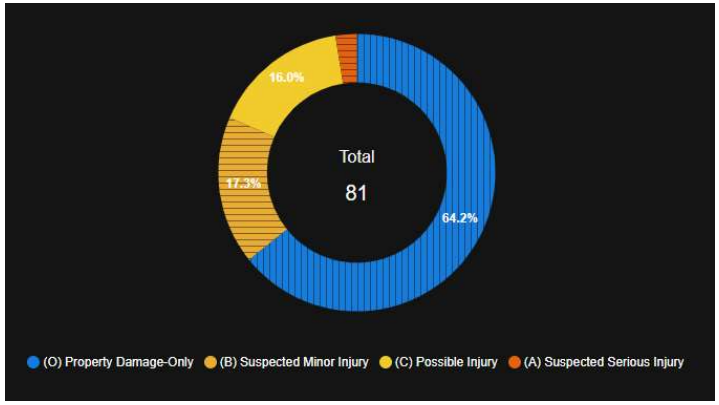
Advantages over previous Center Turn Lane option

- Closest to a “Community Main Street” layout
- Pedestrians
  - No pinch-points. Wider sidewalks throughout—9’ wide vs 7’ at the parking locations
  - Parking provides physical buffer for pedestrians
- Businesses
  - Maintains parking/loading equally for all businesses—no winners/losers
  - More attractive for future redevelopment & Main Street type businesses

Safety/Crashes

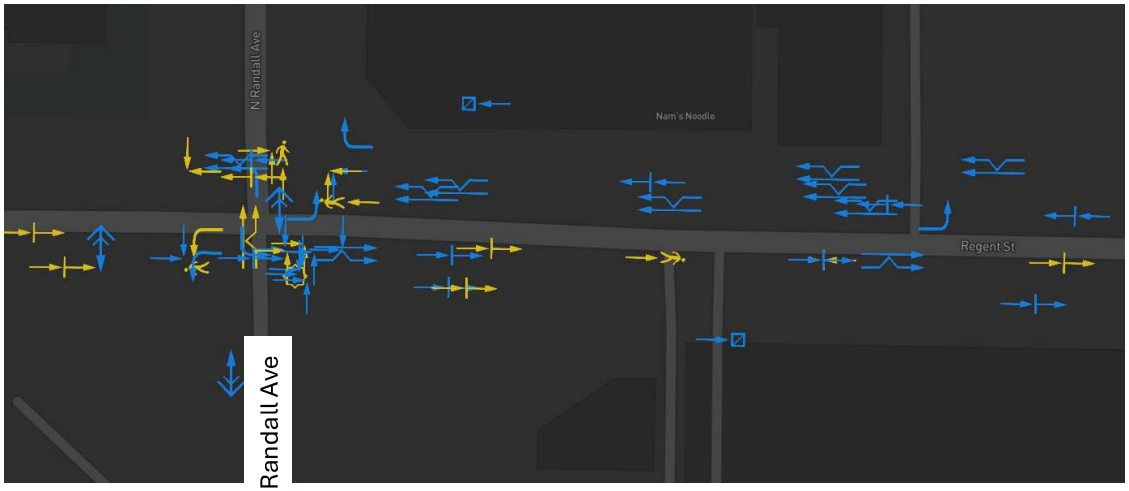
Crashes—Prior 5 Calendar Years (Jan 2021 – Dec 2025)





Does not include Park St intersection

- Many crashes are related to lane changes leading into intersections
- Rear-ends and side-swipes
- This is due to the flexible use of the lanes (turns, thru traffic, parking/loading)



Pedestrians

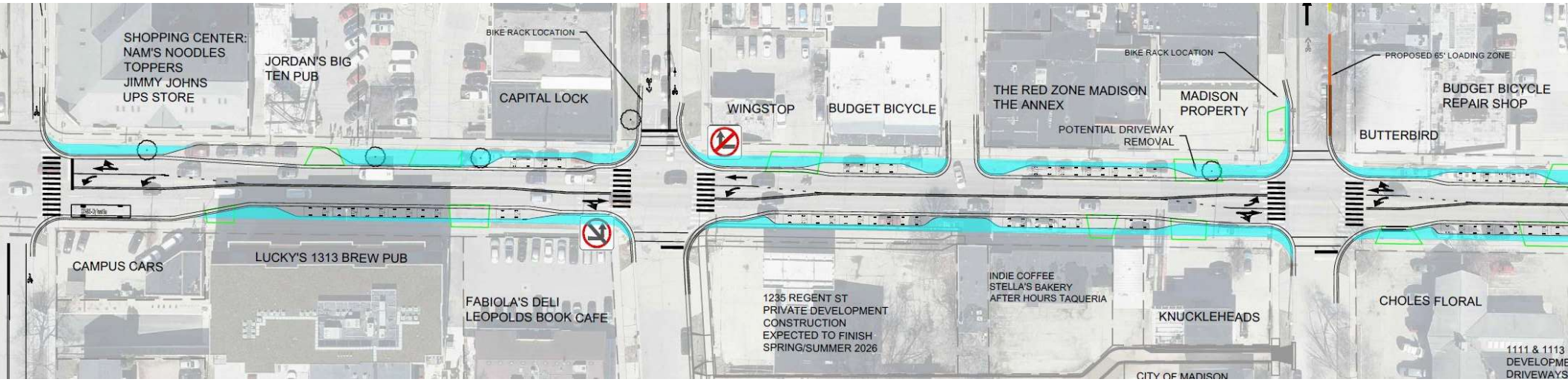
THE PEDESTRIAN EXPERIENCE IS THE CORE OF RECONSTRUCTION

ALIGNMENT WITH COMPLETE GREEN STREETS ANALYSIS

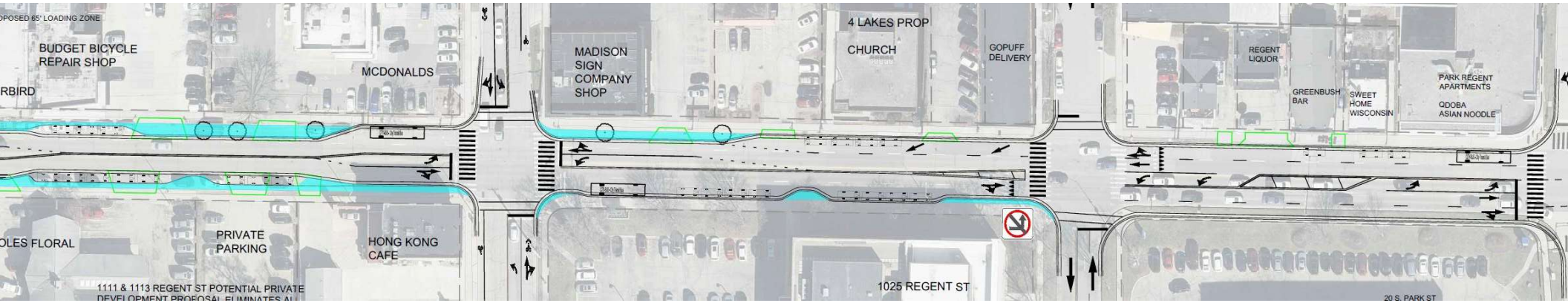
Every respondent group (residents, students, businesses, and commuters) **identified pedestrian comfort and safety as the most important success measure for the corridor.**

Respondents want a tested, transparent, **people-first corridor** that feels safe to cross, easy to use, and reliable to access

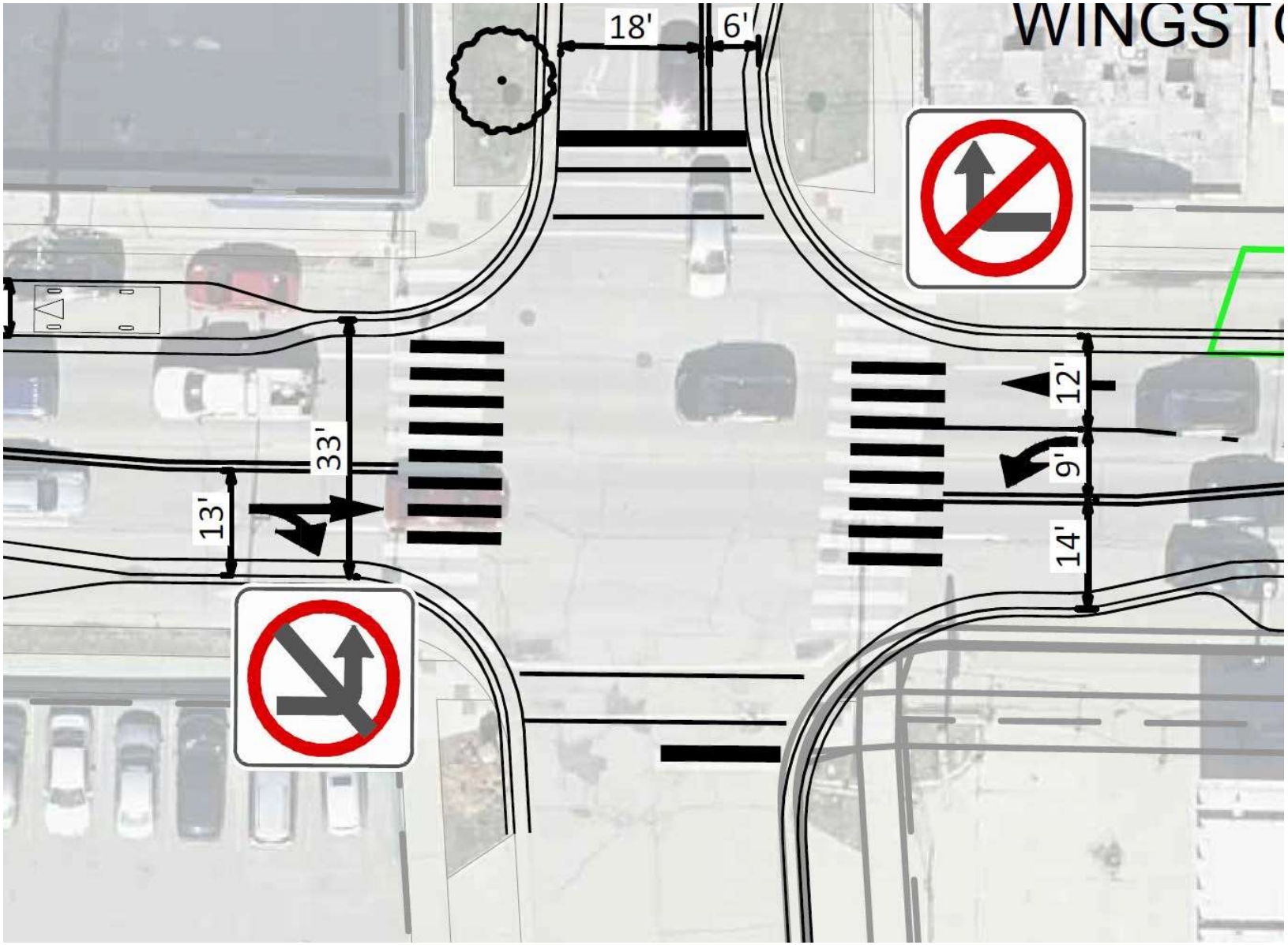
“If walking doesn’t feel safe, nothing else works.”

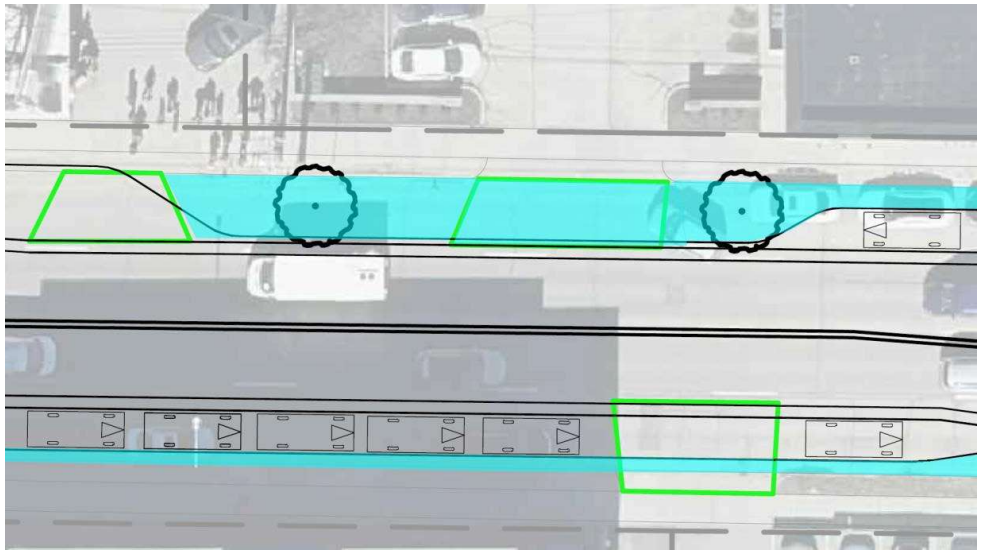


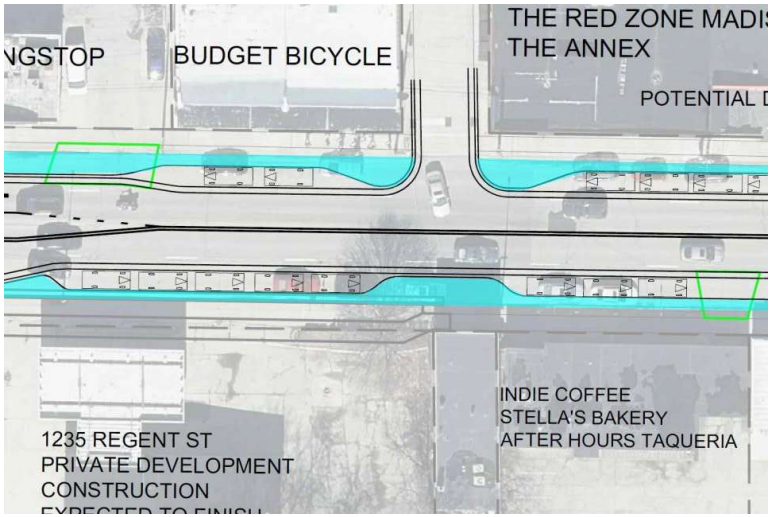
Shaded areas show additional pedestrian space compared to today



Shaded areas show additional pedestrian space compared to today

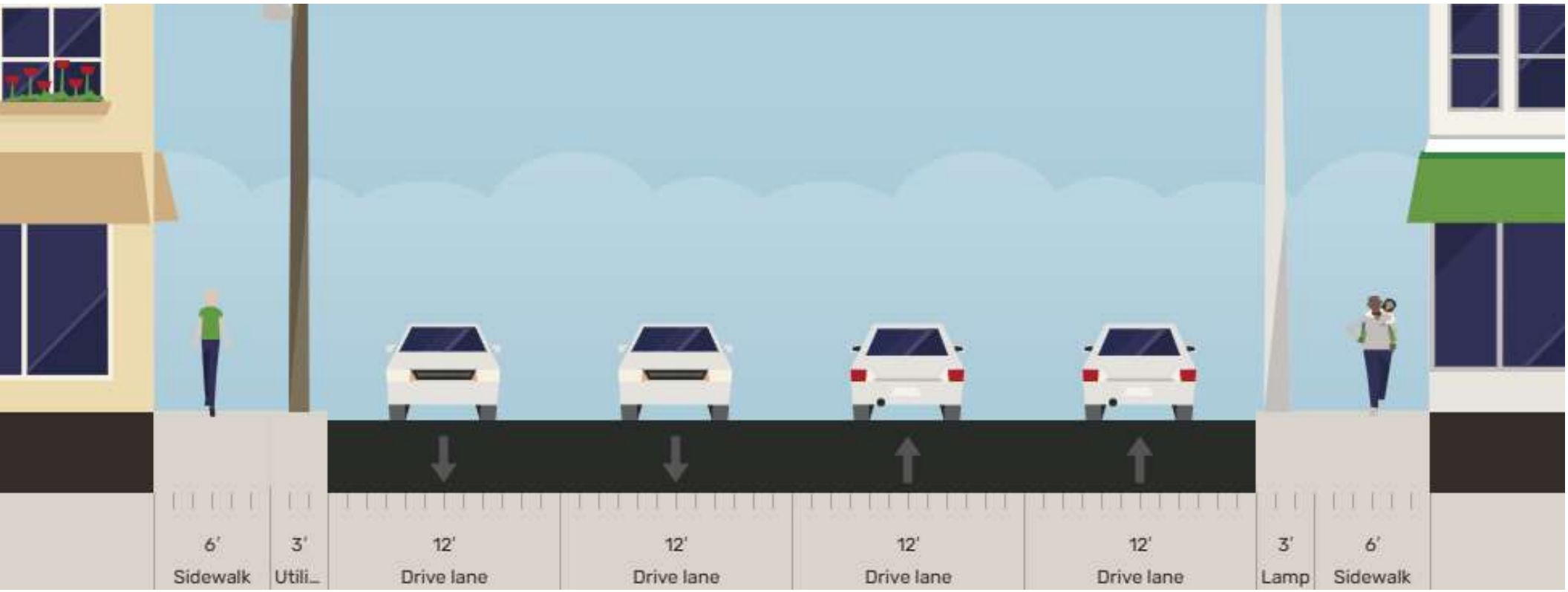

18'
6'
WINGST
33'
13'
12'
9'
14'



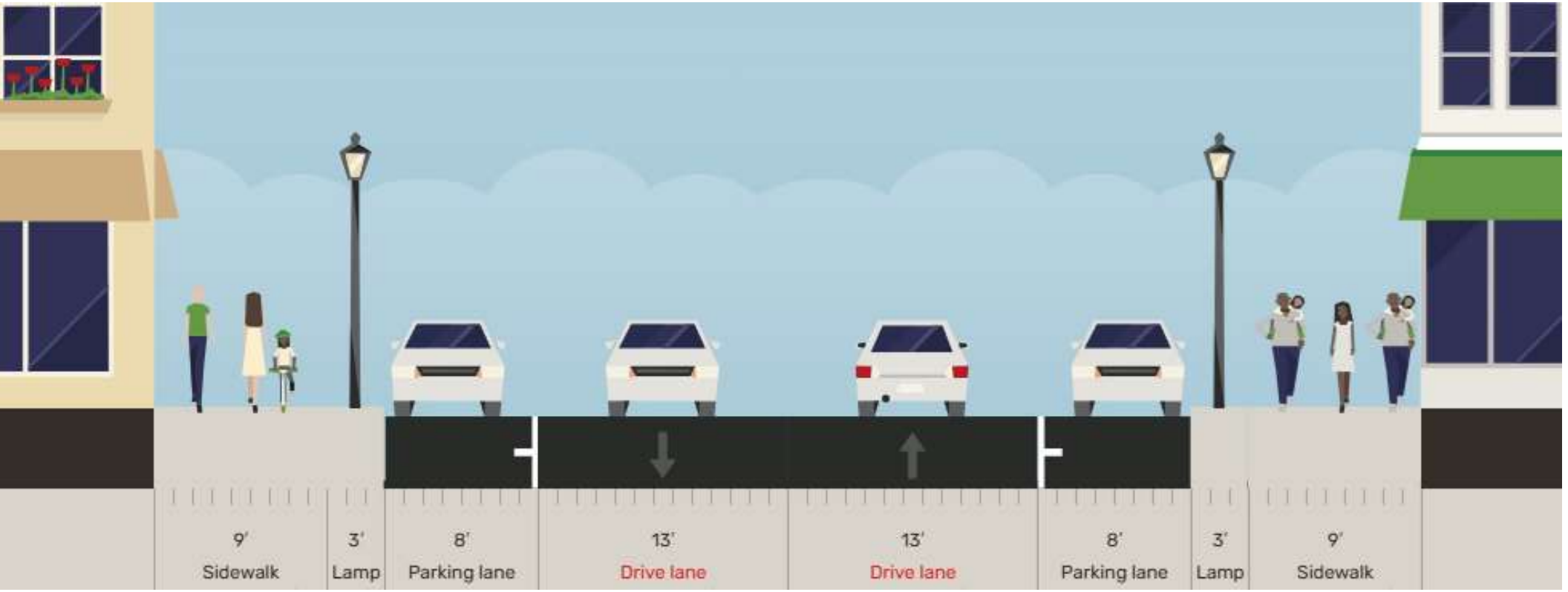


- Large midblock bumpouts for sidewalk café space
- For existing and future businesses
- Staff will coordinate with existing business owners during final design

Existing—48’ curb to curb



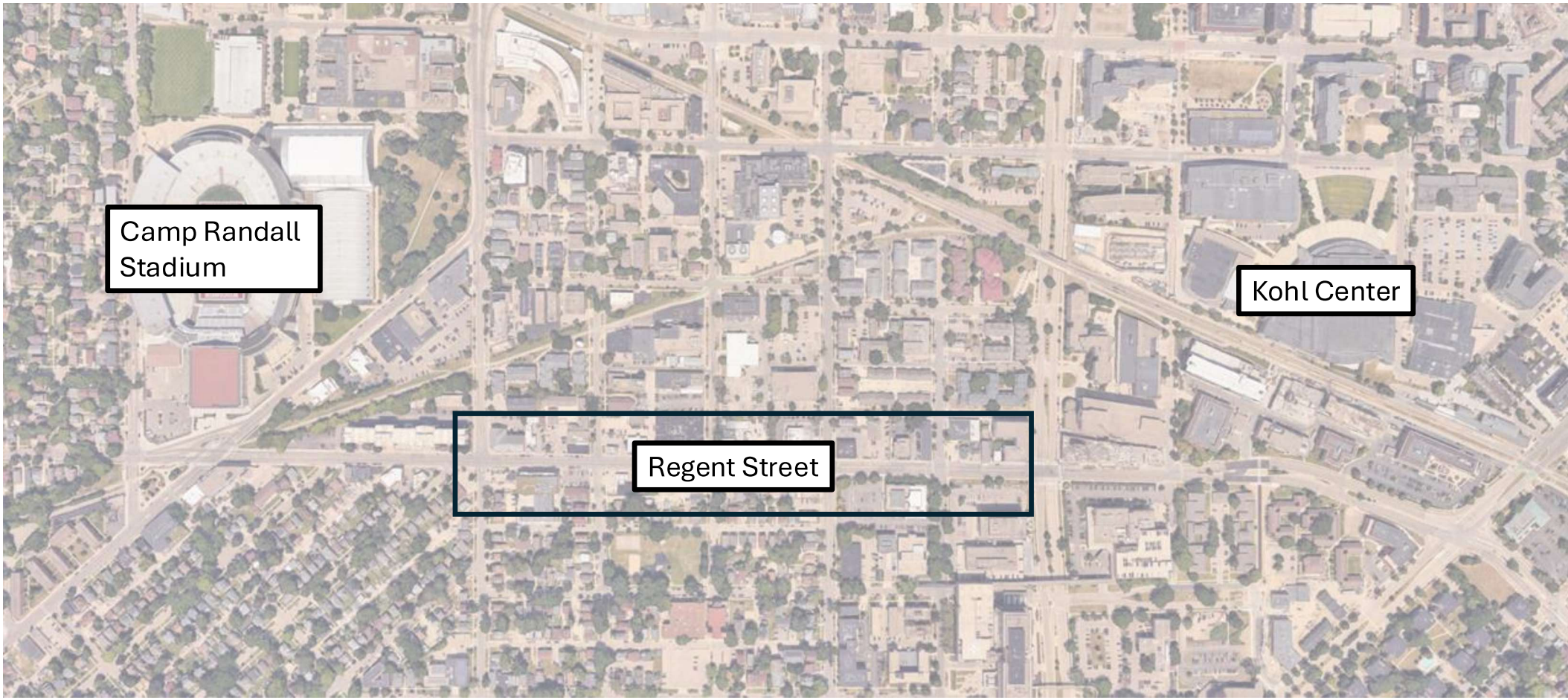
Proposed—42’ curb to curb




STOPPING STANDING PARKING
2 HOUR PARKING
PUSH BUTTON TO TURN ON WARNING LIGHTS
Google Maps


BIKE LANE
ONCOMING TRAFFIC HAS LONGER GREEN

Events



Major Events:

- 7 Football Games (50,000 – 70,000 attendees)
- 3 Concerts (50,000)
- 1 UW Commencement (45,000)

- 11 Major Events

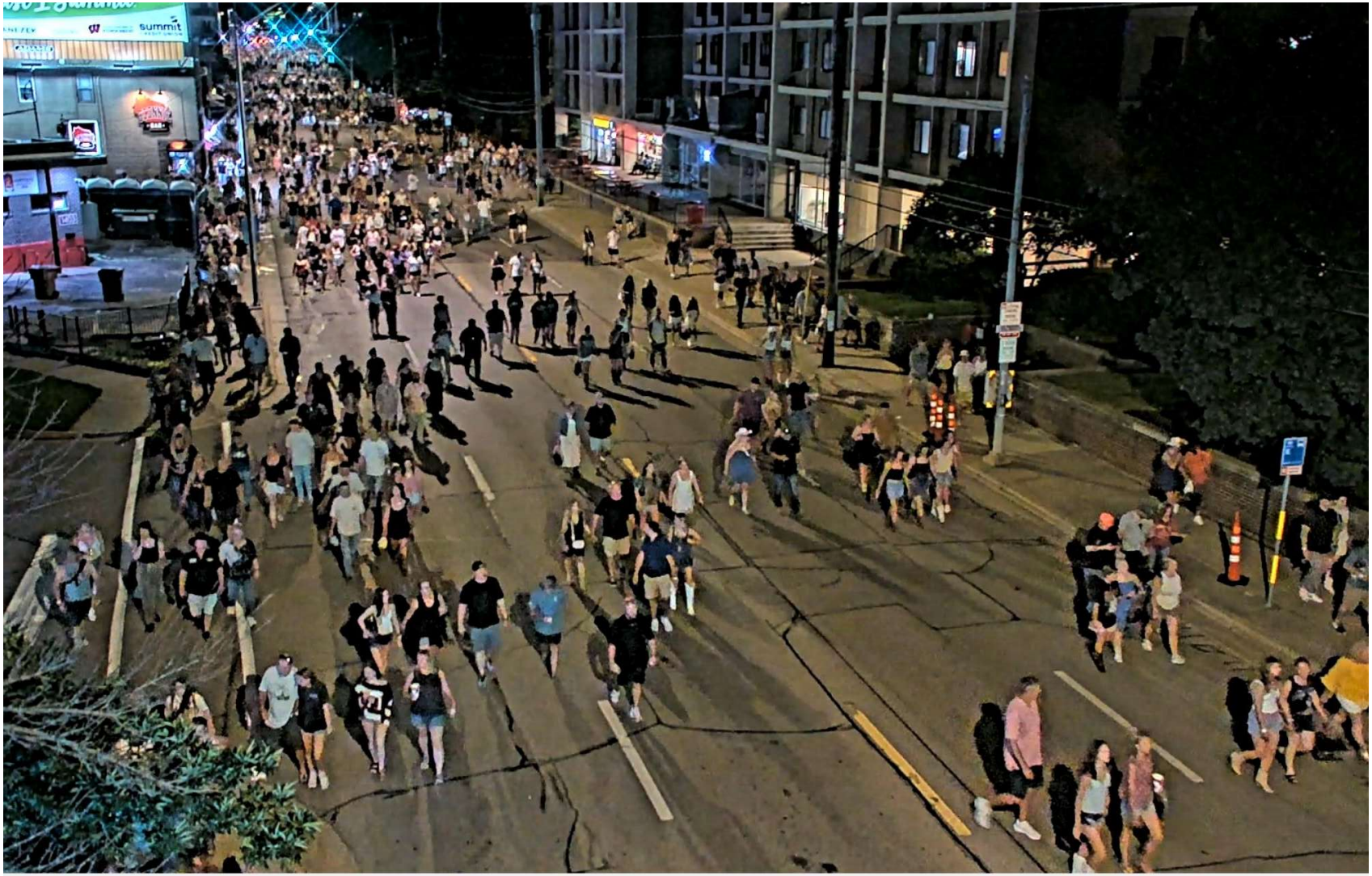
Other Events:

- 20—UW Volleyball (6,000)
- 2—WIAA State Football (9,000)
- 17—UW Basketball (9,000)
- 18—UW Hockey (6,000)

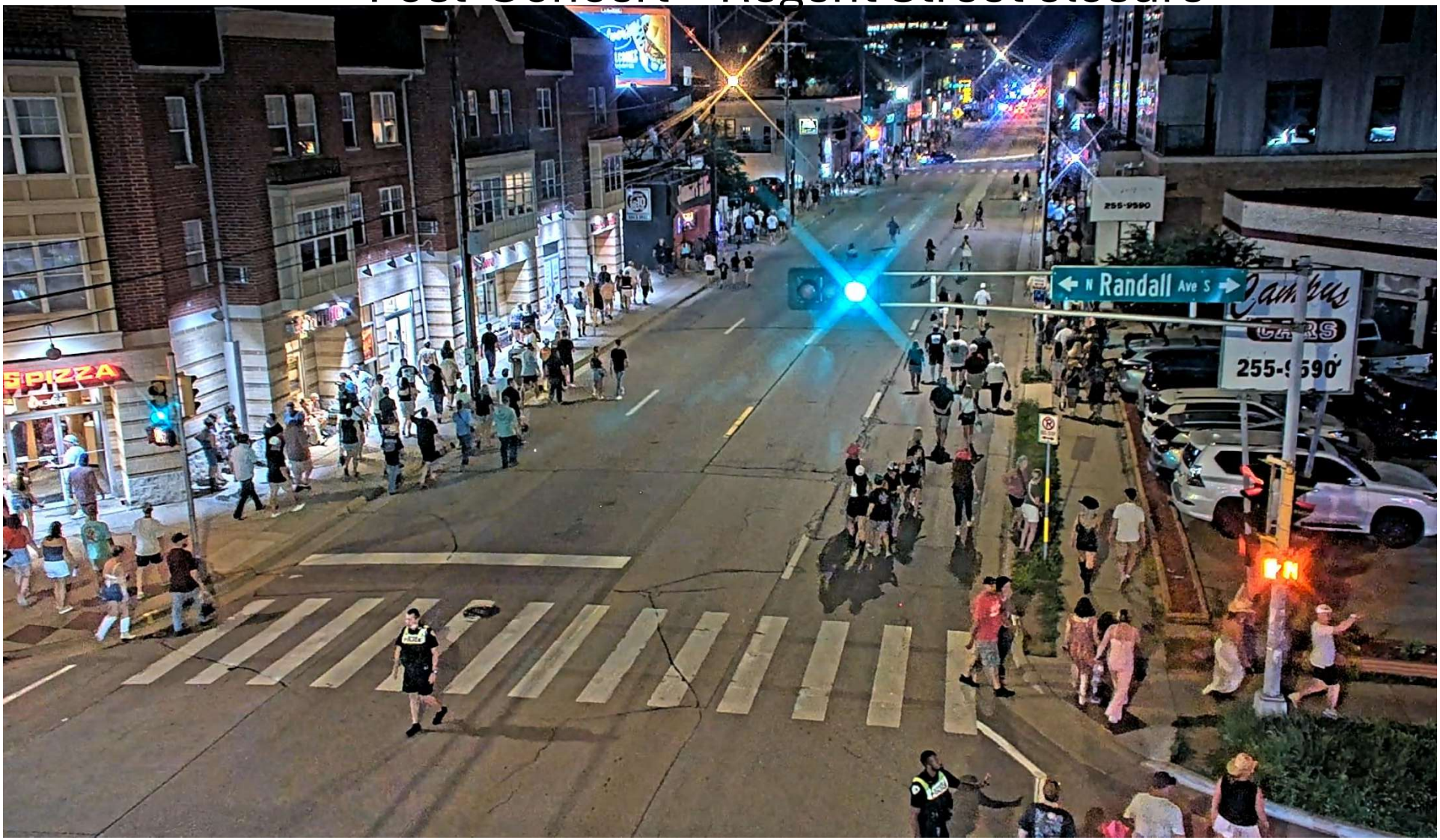
- ~57 Other Events

Football Pregame

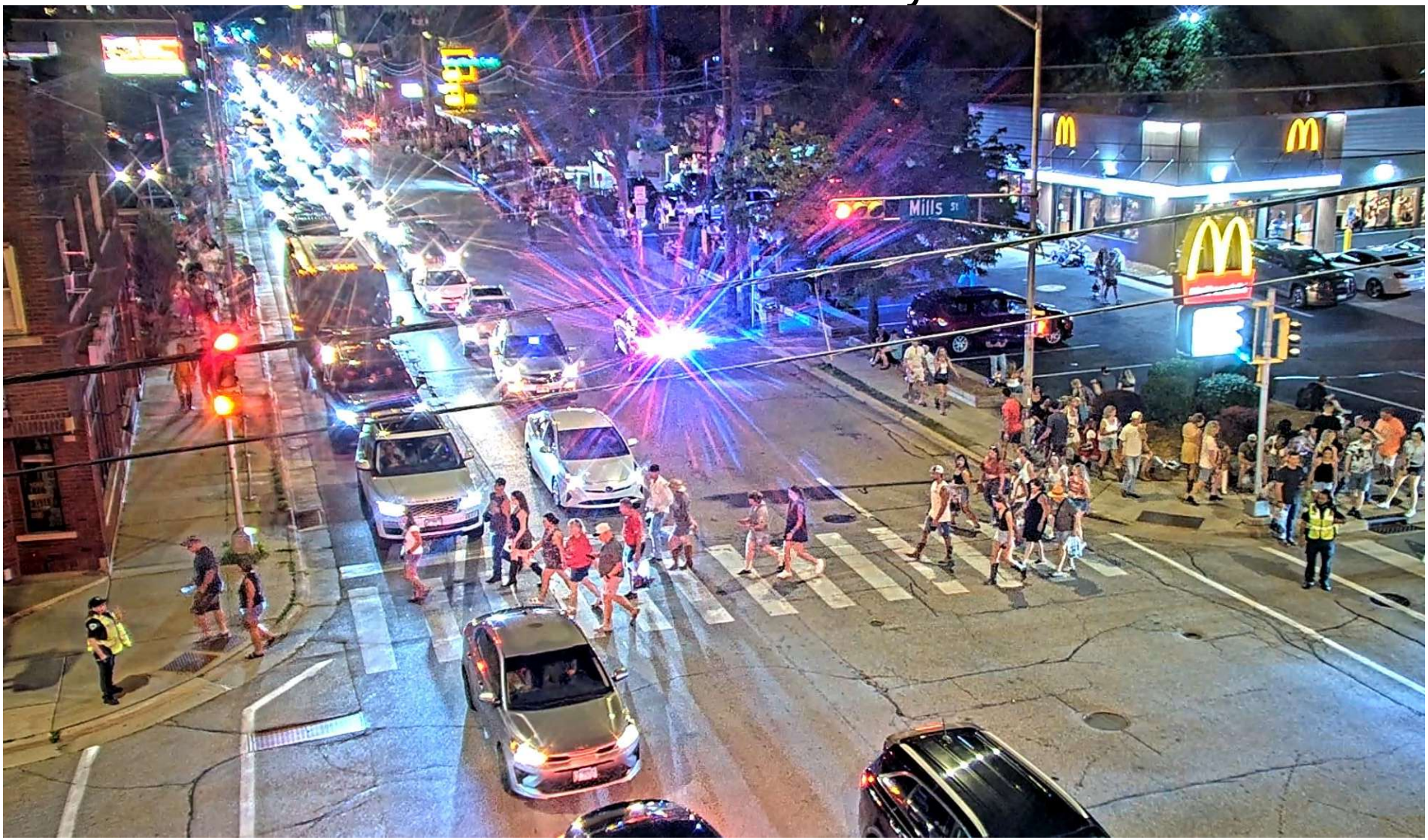
Post-Concert—Regent Street closure



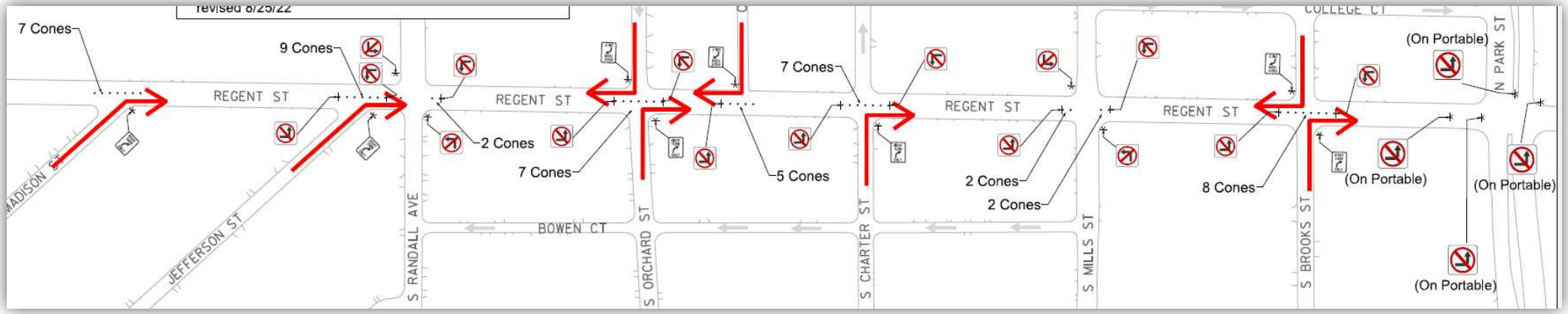
Post-Concert—Regent Street closure



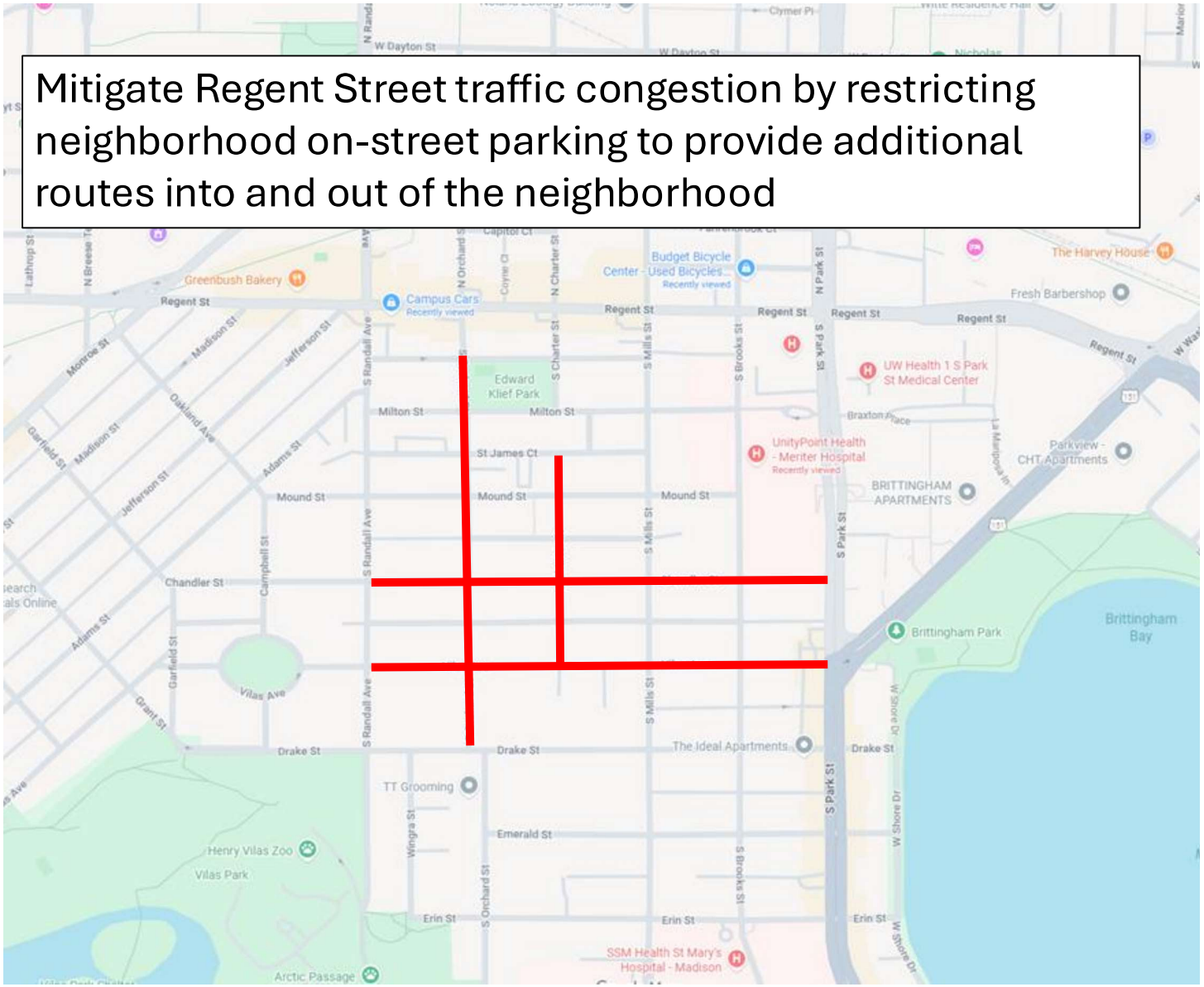
Post-Concert—eastbound-only traffic



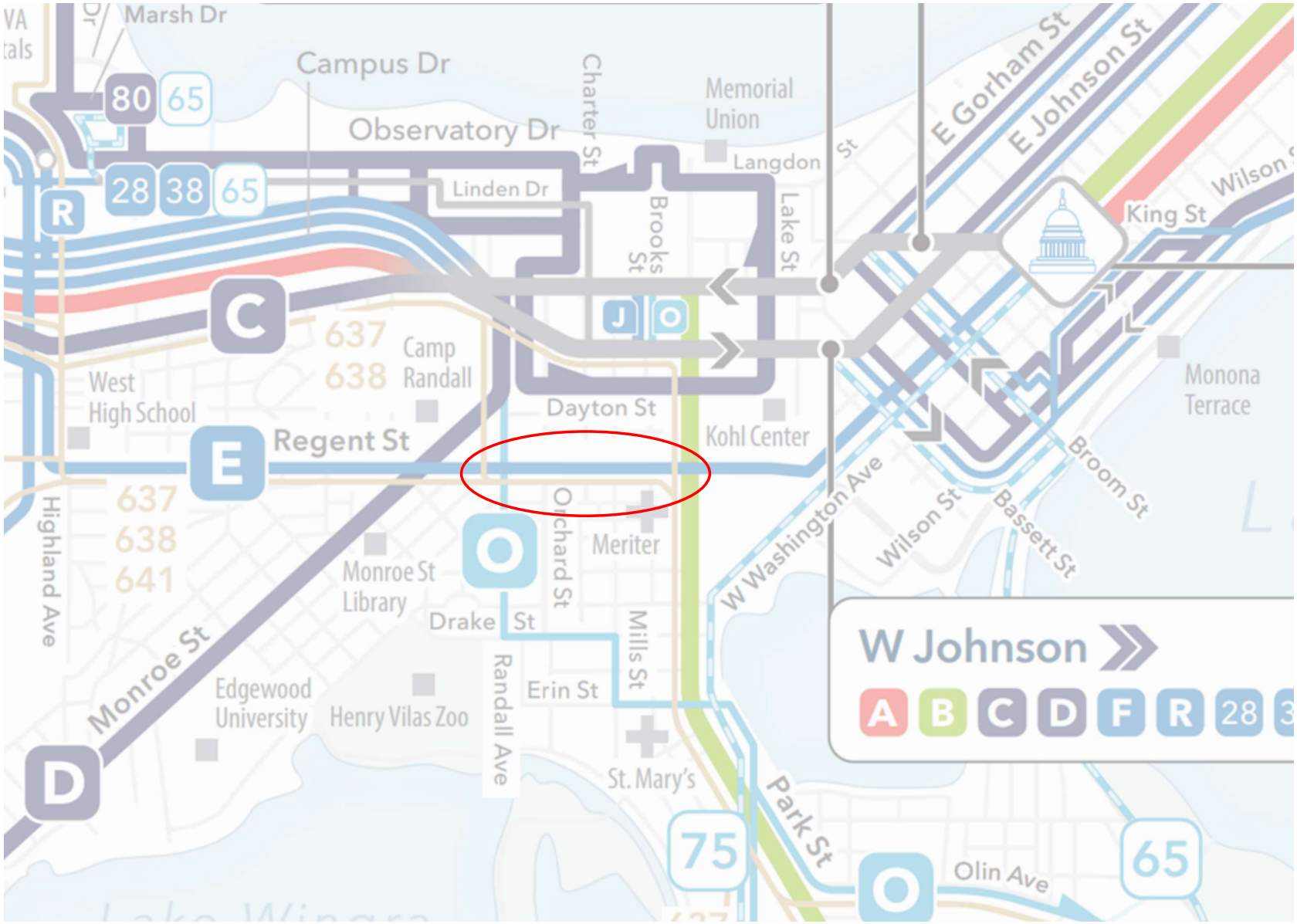
Football Postgame Traffic Plan



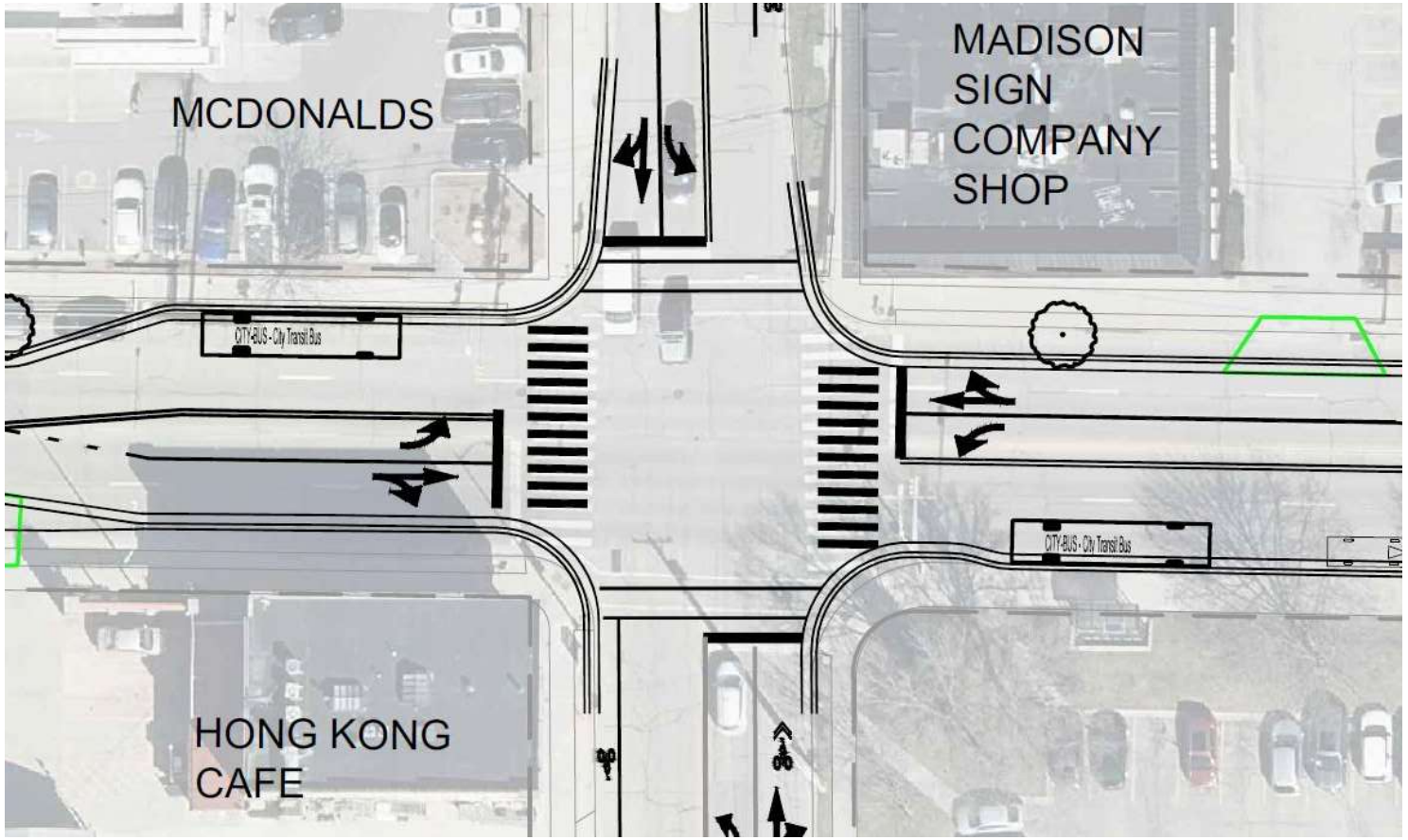
Mitigate Regent Street traffic congestion by restricting neighborhood on-street parking to provide additional routes into and out of the neighborhood



Transit


Marsh Dr
Campus Dr
Observatory Dr
Linden Dr
Charter St
Brooks St
Lake St
Memorial Union
Langdon St
E Gorham St
E Johnson St
King St
Wilson St
Monona Terrace
Broom St
Bassett St
W Washington Ave
Dayton St
Kohl Center
Camp Randall
West High School
Regent St
Highland Ave
Monroe St
Monroe St Library
Orchard St
Meriter
Drake St
Mills St
Erin St
Randall Ave
Edgewood University
Henry Vilas Zoo
St. Mary's
Park St
Olin Ave
W Johnson
A B C D F R 28

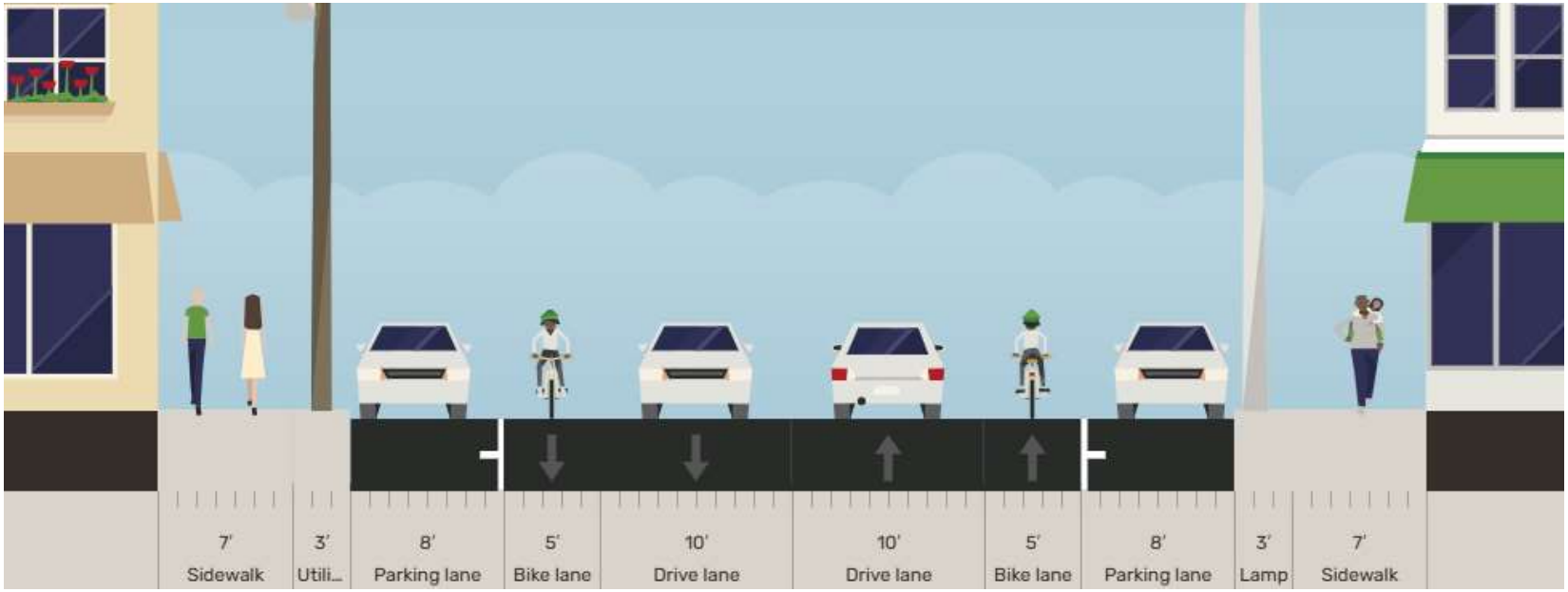

Existing bus stops are maintained with bus pullouts in the proposed design. Buses will not block traffic while loading.
Randall Ave
Mills St
Park St


MCDONALDS
MADISON
SIGN
COMPANY
SHOP
CITY-BUS - City Transit Bus
CITY-BUS - City Transit Bus
HONG KONG
CAFE

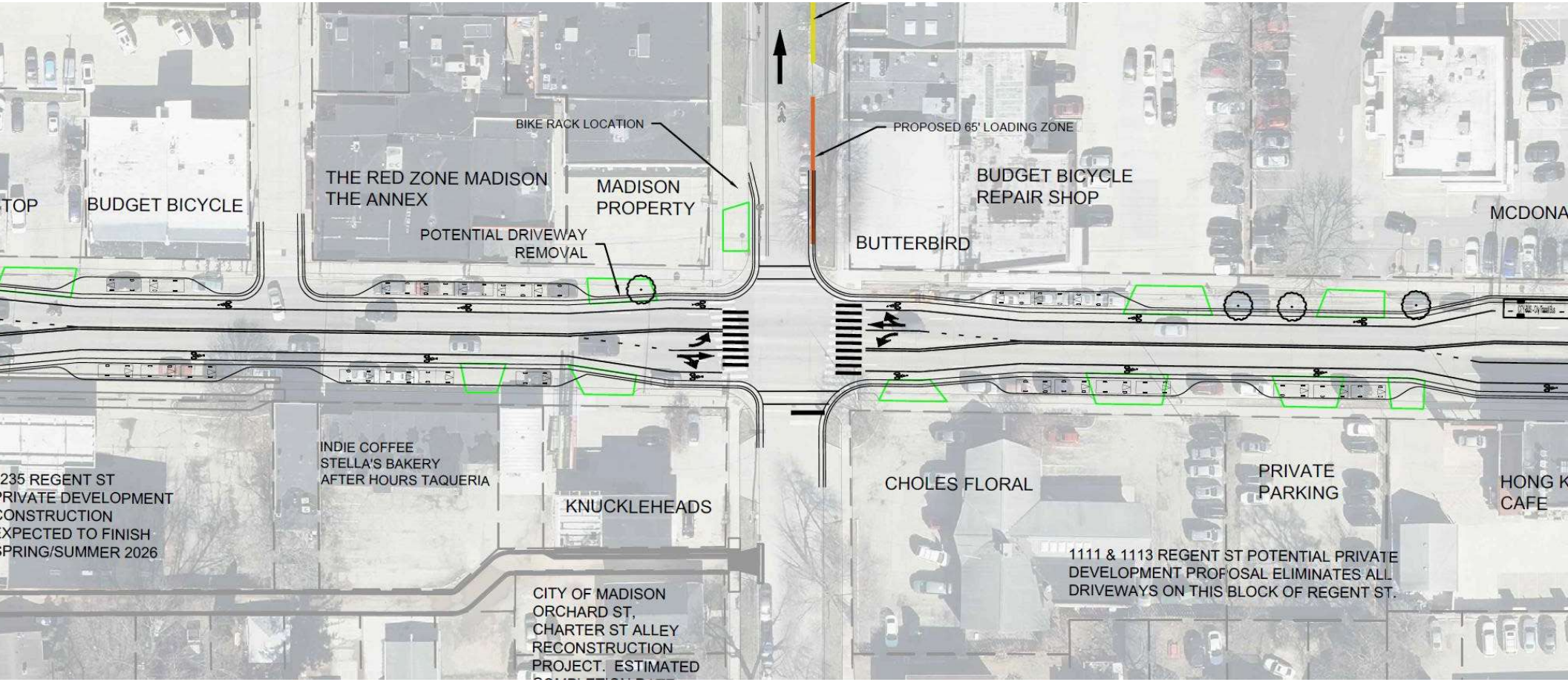
Bikes

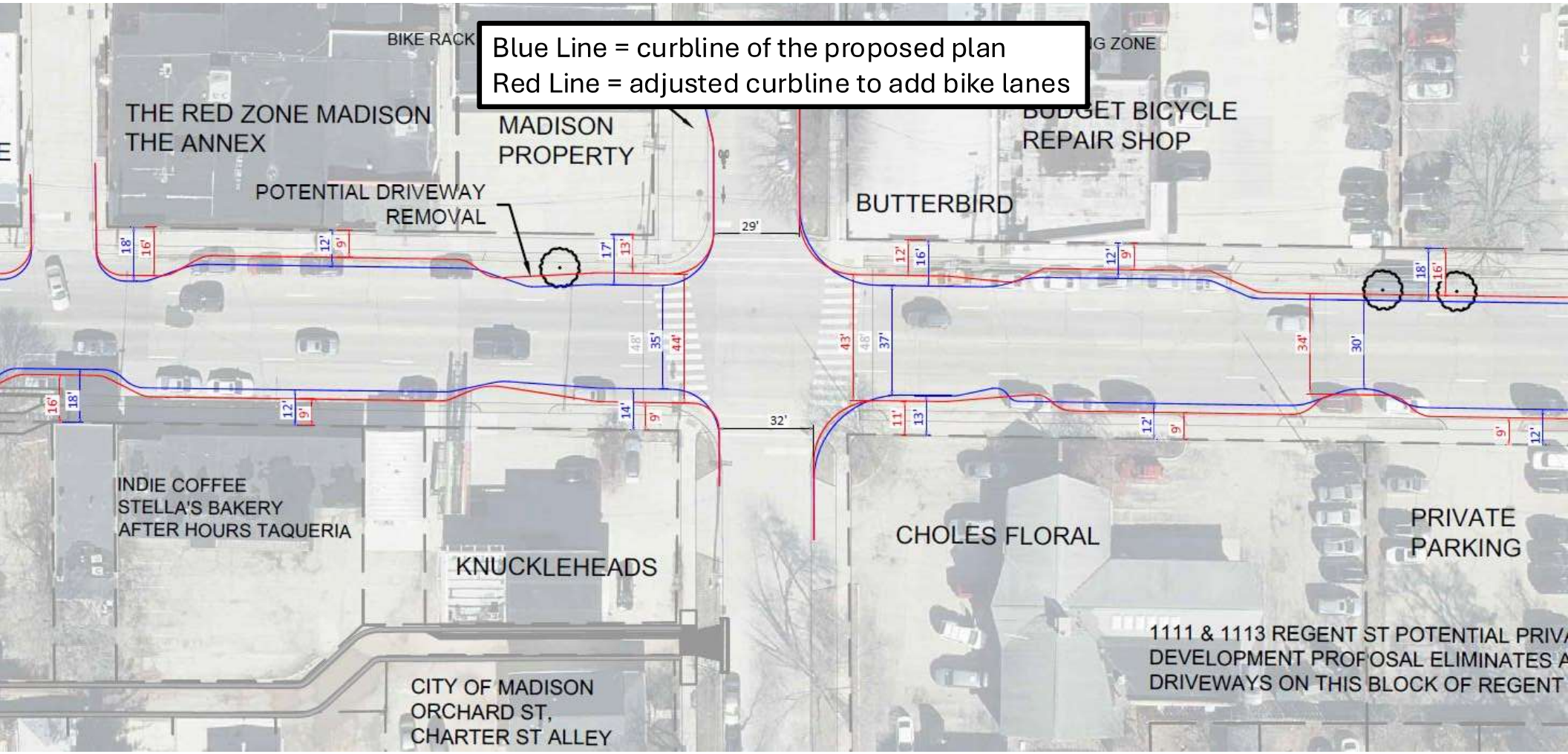
Bike lane option—shown for comparison

Not recommended by City Staff



- Sidewalks can only be expanded 1 foot
- Bike lanes are between a narrow heavy traffic lane and high-turnover parking—high stress
- Not “All Ages & Abilities” facility


BIKE RACK LOCATION
PROPOSED 65' LOADING ZONE
THE RED ZONE MADISON
THE ANNEX
MADISON
PROPERTY
BUDGET BICYCLE
REPAIR SHOP
BUDGET BICYCLE
POTENTIAL DRIVEWAY
REMOVAL
BUTTERBIRD
INDIE COFFEE
STELLA'S BAKERY
AFTER HOURS TAQUERIA
KNUCKLEHEADS
CHOLES FLORAL
PRIVATE
PARKING
1111 & 1113 REGENT ST POTENTIAL PRIVATE
DEVELOPMENT PROPOSAL ELIMINATES ALL
DRIVEWAYS ON THIS BLOCK OF REGENT ST.
CITY OF MADISON
ORCHARD ST,
CHARTER ST ALLEY
RECONSTRUCTION
PROJECT. ESTIMATED


Blue Line = curbline of the proposed plan
Red Line = adjusted curbline to add bike lanes
BIKE RACK
THE RED ZONE MADISON
THE ANNEX
MADISON
PROPERTY
POTENTIAL DRIVEWAY
REMOVAL
BUTTERBIRD
BUDGET BICYCLE
REPAIR SHOP
29'
32'
INDIE COFFEE
STELLA'S BAKERY
AFTER HOURS TAQUERIA
KNUCKLEHEADS
CHOLES FLORAL
PRIVATE
PARKING
CITY OF MADISON
ORCHARD ST,
CHARTER ST ALLEY
1111 & 1113 REGENT ST POTENTIAL PRIV
DEVELOPMENT PROPOSAL ELIMINATES A
DRIVEWAYS ON THIS BLOCK OF REGENT

Major Concerns:

- Does not allow for Emergency Vehicles access
- Does not allow for bus stops at the intersections
- Severely limits parking/loading zones for businesses

6. Design Parameters

Each street type described in Section 5 has a unique set of parameters for Walkway, Flex Zone, and Travelway design criteria that make the street type compatible with and supportive of the various overlays and contexts in Madison.

6.1. Street Type Space Requirements

The combination of design criteria (e.g., number of travel lanes, terrace width, and sidewalks width) determine the typical overall width and minimum right-of-way required for each street type. These widths, and the widths of each zone within the street type, are shown below. Note that while minimum widths are identified, applying only the minimums for each zone in order to avoid making tradeoffs is not a good approach because it erases the priority between zones and results in a street design that does not function well for any use.

Street Type	Total Walk Zone Width (per side)[a]		Total Flex Zone Width (per side)[b]		Total Travelway Zone Width [c] (edge of pavement to edge of pavement)			Total Right-of-Way Width	
	Pref.	Min.	Pref.	Min.	Max.	Typ.	Min.	Typ.	Min.
Urban Avenue	9'	6'	15'	10'	102	96'	76'	150'	108'
Boulevard	7' if sidewalk	6'	15'	10'	102'	80'	76'	146'	108'
Parkway	14' [d]	6'	20'	12'	62'	60'	22'	128'	58'
Mixed-Use Connector	9'	6'	19'	8'	38'	38'	28' [e]	94'	56'
Community Main Street	9'	6'	18' [f]	9'	56' [f]	36'	36'	90'	66'
Community Connector	7' [g]	6' [g]	15'	9'	36'	36' [g]	26'	80'	56'
Mixed-Use Neighborhood Street	9'	6'	19'	9'	22'	20'	20'	78'	50'
Neighborhood Street	6'	6'	15' [i]	10' [i]	22'	20'	18'	64'	50'
Neighborhood Yield Street	6' [h]	6' [h]	17' [i]	10' [i]	16'	16'	14'	62'	46'
Civic Space	13'	10'	19'	13'	Varies	Varies	20'	Varies	66'
Neighborhood Shared Street	7' [i]	6' [i]	Varies	Varies	Varies	NA	NA	Varies	Varies

Potential, continuous bike lanes along Regent St

- Constraints exists both west and east of the project limits, which would not allow for a dedicated bike facility:

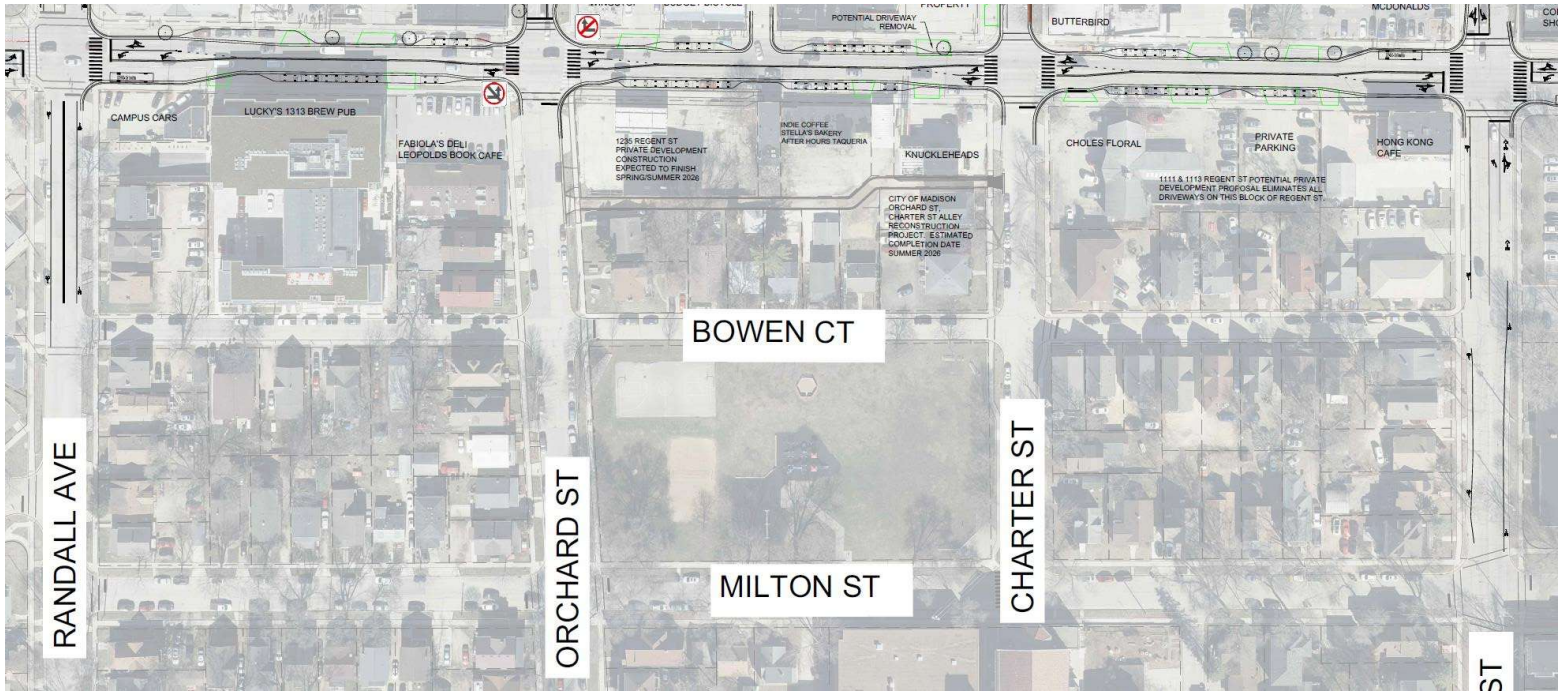

Instead, focus on bike connections to existing Path with marked bike lanes and wayfinding signs
Southwest Commuter Path
Regent St
Spring St
W Dayton St
W Johnson St
Capitol Ct
College Ct
Fahrenbrook Ct
Milton St
Mound St
St James Ct
Braxton Place
Roberts Ct
Lawn Ave
Hoyt St
Van Hise Ave
Summit Ave
Clymer Pl
Conklin Pl
Camp Randall Memorial Park
Camp Randall Stadium
Geology Museum
Campus Village Apartments
Edward Klief Park
Leopold's
UW Health 1 S Park St Medical Center
UnityPoint Health - Meriter Hospital
BRITTINGHAM APARTMENTS
N Prospect
N Breese Terrace
Lathrop St
Monroe St
Madison St
Jefferson St
Oakland Ave
Garfield St
Adams St
N Randall Ave
N Orchard St
S Orchard St
N Charter St
S Charter St
N Mills St
S Mills St
N Brooks St
S Brooks St
N Park St
S Park St
E Campus Mall


SW COMMUTER PATH
FLIP PARKING TO WEST SIDE OF ROAD. CONVERT EAST SIDE FROM PARKING TO CONTRAFLOW BIKE LANE
SPRING ST
REMOVE RESIDENTIAL PERMIT PARKING ON THE WEST SIDE OF THIS BLOCK OF MILLS ST. SEVEN (7) PARKING SPACES REMOVED.
REMOVE RESIDENTIAL PERMIT PARKING ON THE WEST SIDE OF THIS BLOCK OF MILLS ST. SIX (6) PARKING SPACES REMOVED.
ADD 2 HOUR RESIDENTIAL PERMIT PARKING TO NORTH SIDE OF SPRING ST (MILLS ST TO PARKS ST). 19 SPOTS ADDED.
SPRING ST
FAHRENBROOK CT
COLLEGE CT
BOWEN CT
Mills St
BROOKS ST
ALL AVE
ARD ST
ARTER ST

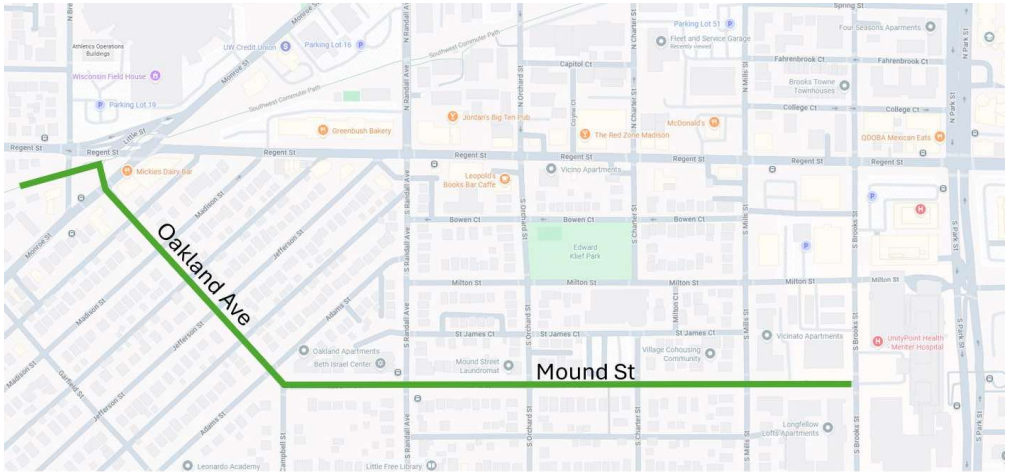
Planned Bike Connections to Southwest Path

- Randall Ave—connect existing bike lanes all the way to Regent St.
- Orchard St—place all parking on the west side to add northbound contraflow lane and southbound sharrows
- Charter St—existing connection
- Mills St—remove on-street parking to allow for buffered bike lane connection to Path
- Brooks St—does not connect to path due to grade.

Bike Routes south of Regent Street

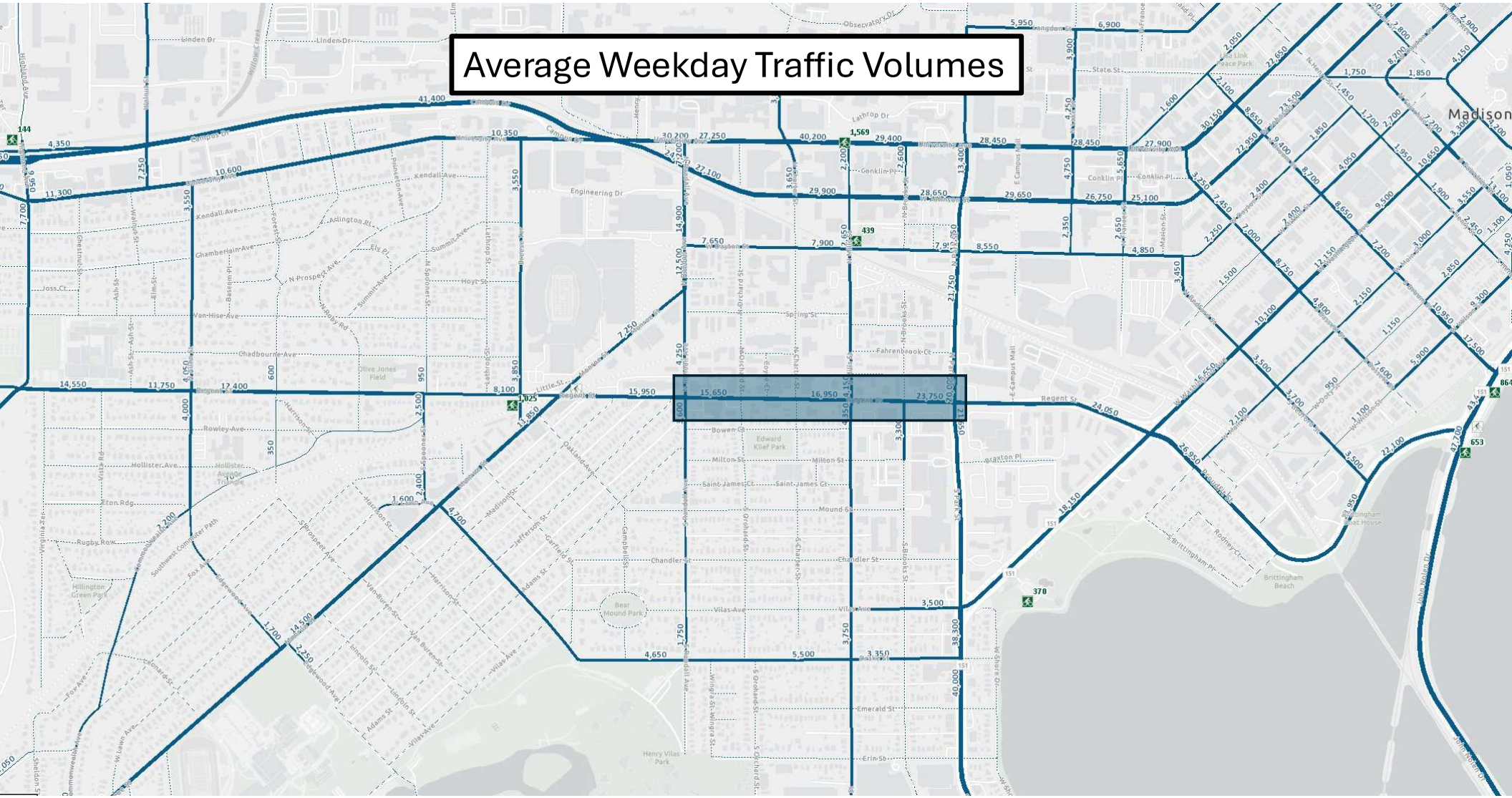


- S Randall Ave—restrict parking and extend bike lanes south to Bowen Ct
- S Mills St—add bike lanes two blocks south to Milton Street. Investigate extending this further south via a Safe Streets Madison project.
- East/West parallel routes:
  - Bowen Ct is a one-way, westbound street (Randall Ave to Mills St)
  - Milton St is a low-volume neighborhood street (Randall to Brooks)



- Neighborhood streets are low-volume
- Oakland Ave is a marked connection to the Southwest Commuter Path
- Wayfinding signs can be considered

Traffic Flow


Average Weekday Traffic Volumes
Madison
Linden Dr
Campus Dr
Engineering Dr
Lathrop Dr
State St
Regent St
Spring St
Fahrenbrook Ce
Milton St
Chandler St
Vilas Ave
Emerald St
Erin St
Bear Mound Park
Henry Vilas Park
Olive Jones Field
Edward Klief Park
Brittingham Beach
Hillington Green Park
Hollister Ave
Rowley Ave
Chadbourne Ave
Kendall Ave
Chamberlain Ave
Summit Ave
Hoyt St
Saint James Ct
Mound St
Bowen Ct
Braxton Pl
Rugby Row
Eton Rdg
Joss Ct
Von Hise Ave
N Prospect Ave
Adlington Pl
Elm Pl
Conklin Pl
Observatory Dr
Langdon St
Frances St
Wisconsin Ave
Madison St
Orchard St
Charter St
Brooks St
Campbell St
Carroll St
Harrison St
Jefferson St
Garfield St
Adams St
Lincoln St
Van Buren St
Venburgh St
Prospect Ave
Southwest Commuter Path
Fox Ave
Leonard St
Edgewood Ave
W Lawn Ave
Virginia Ter
Shelton St
Rodney Ct
S Brittingham Pl
John Nolen Dr
Wilson St
S Shore Dr
Willow Creek
Linden Dr
Observatory Dr
Lathrop Dr
Campus Dr
Engineering Dr
State St
Regent St
Spring St
Fahrenbrook Ce
Milton St
Chandler St
Vilas Ave
Emerald St
Erin St
Bear Mound Park
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Edward Klief Park
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Hollister Ave
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Southwest Commuter Path
Fox Ave
Leonard St
Edgewood Ave
W Lawn Ave
Virginia Ter
Shelton St
Rodney Ct
S Brittingham Pl
John Nolen Dr
Wilson St
S Shore Dr
Willow Creek
41,400
10,350
30,200
27,250
40,200
1,569
29,400
28,450
28,450
27,900
5,950
6,900
4,350
10,600
11,300
27,100
29,900
28,650
29,650
26,750
25,100
7,650
7,900
7,900
8,550
4,850
439
14,550
11,750
12,400
8,100
1,025
15,950
15,650
16,950
23,750
24,050
26,950
18,150
14,500
4,700
1,600
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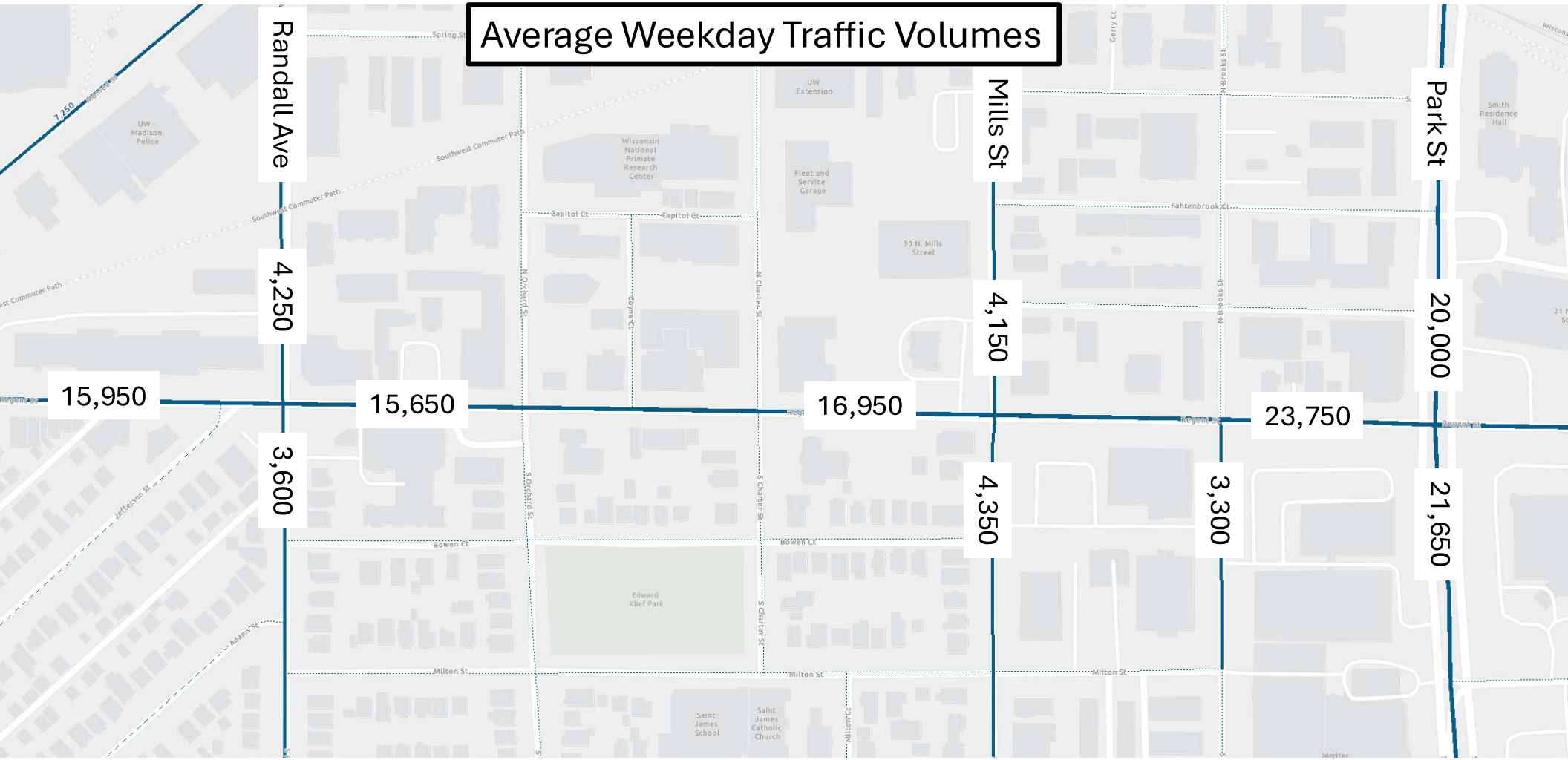
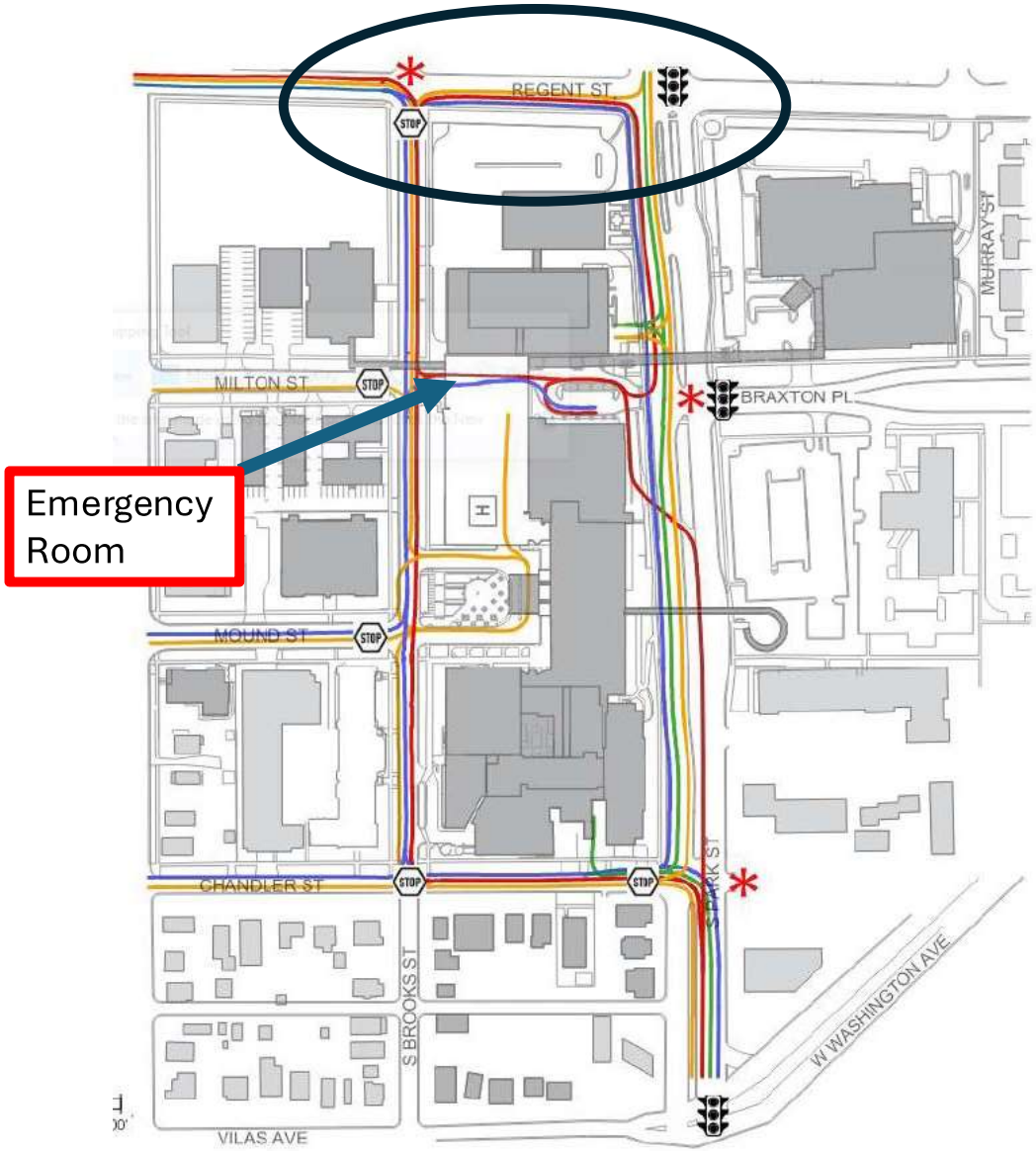
5,500
3,350
3,500
370
40,000
38,300
7,250
653
864


Average Weekday Traffic Volumes
Randall Ave
Mills St
Park St
15,950
15,650
16,950
23,750
4,250
4,150
20,000
3,600
4,350
3,300
21,650
Spring St
Southwest Commuter Path
Capitol Ct
Fahrenbrook Ct
Bowen Ct
Milton St
Jefferson St
Adams St
UW - Madison Police
Wisconsin National Primate Research Center
UW Extension
Fleet and Service Garage
30 N. Mills Street
Edward Klief Park
Saint James School
Saint James Catholic Church
Smith Residence Hall

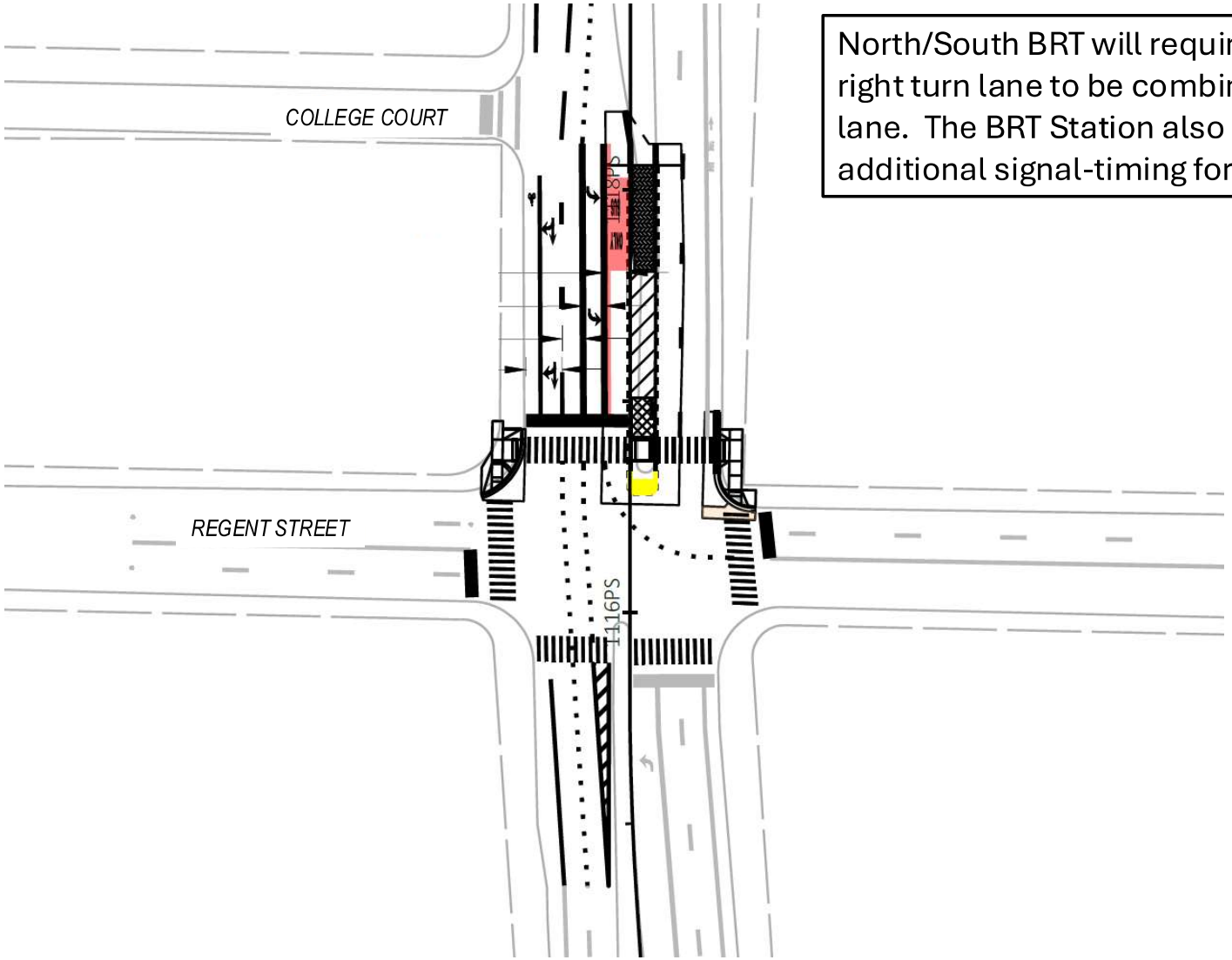
Traffic Flow: Park St

UnityPoint Health – Meriter Hospital

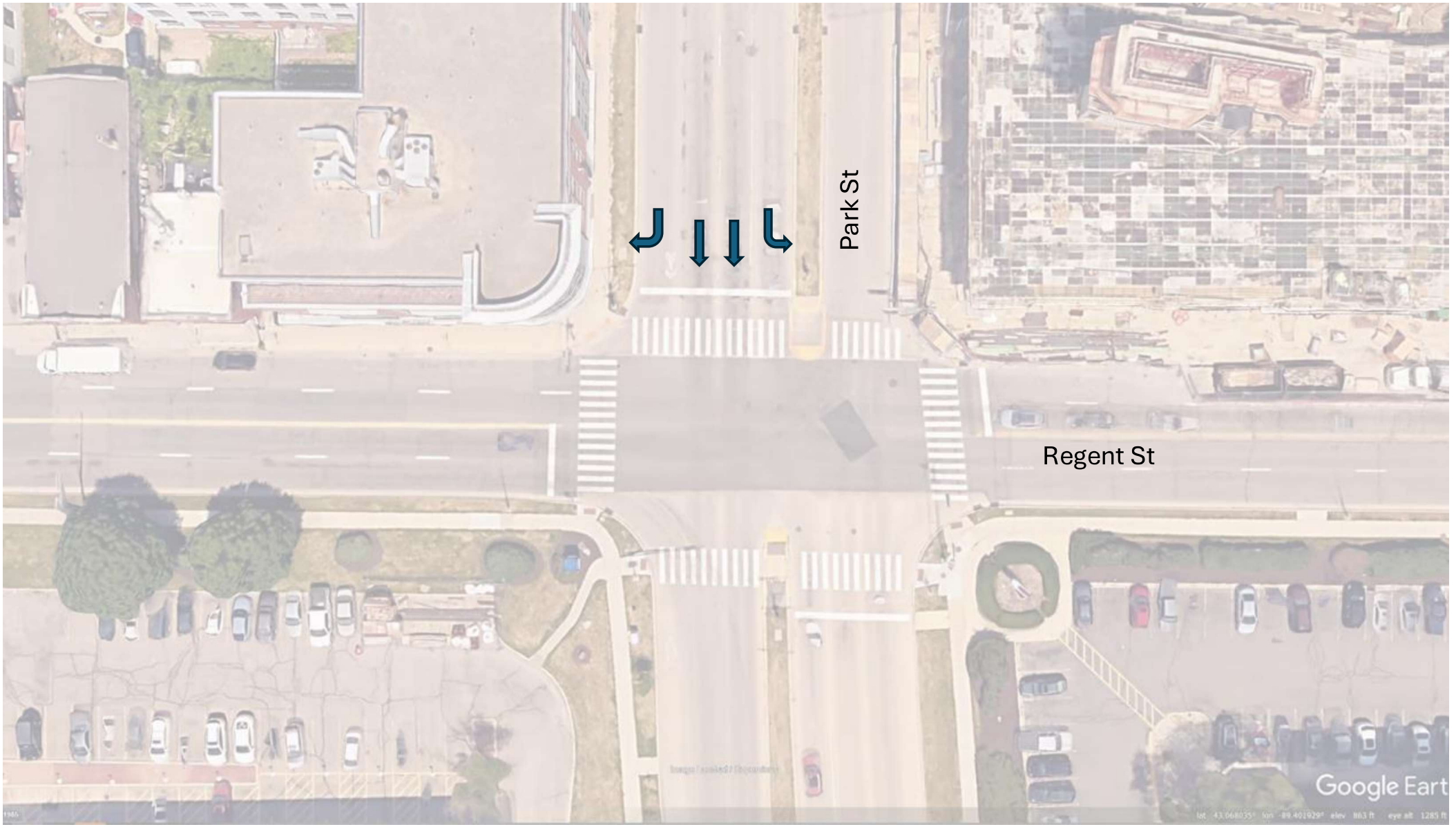


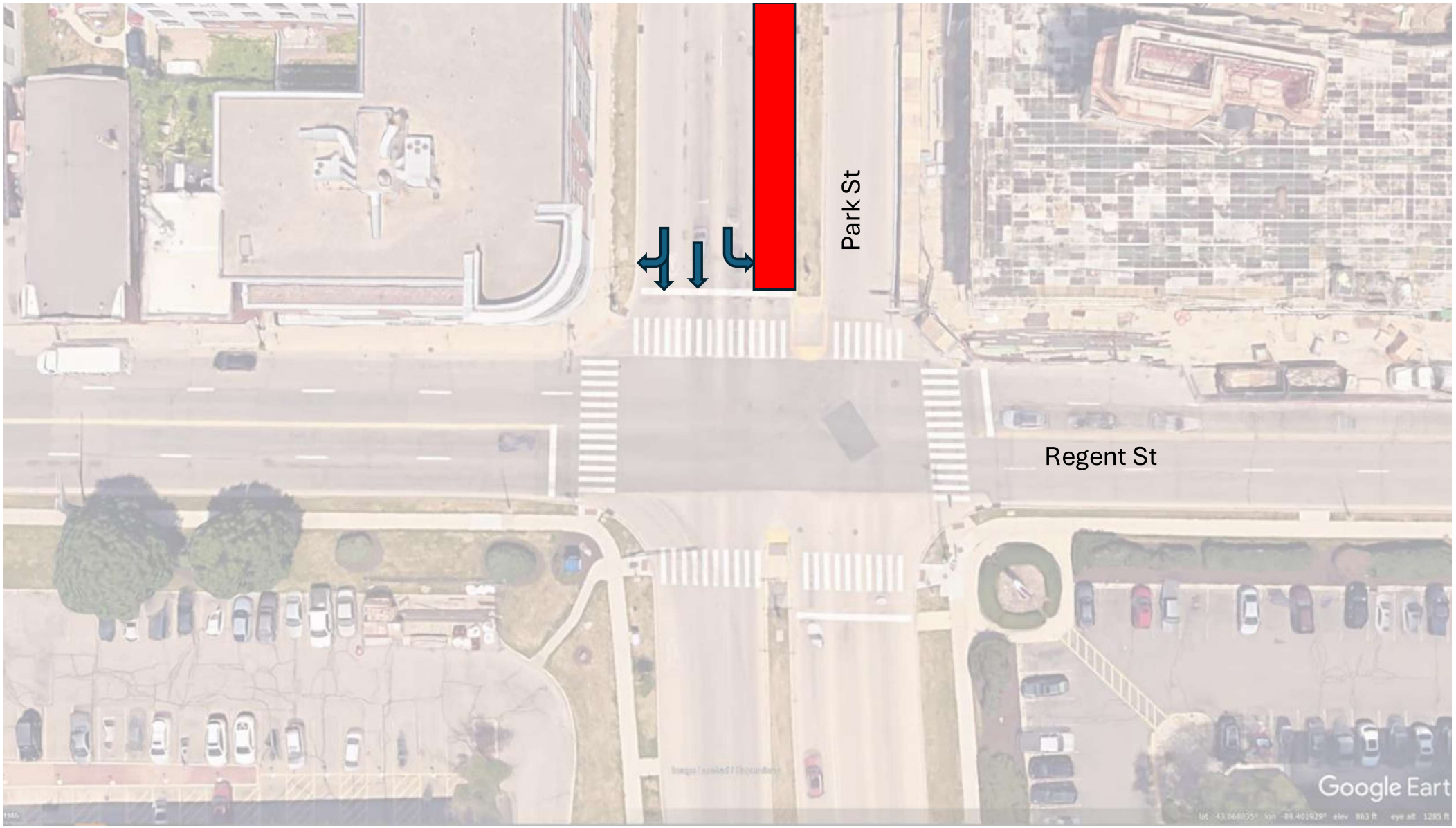
Color Key

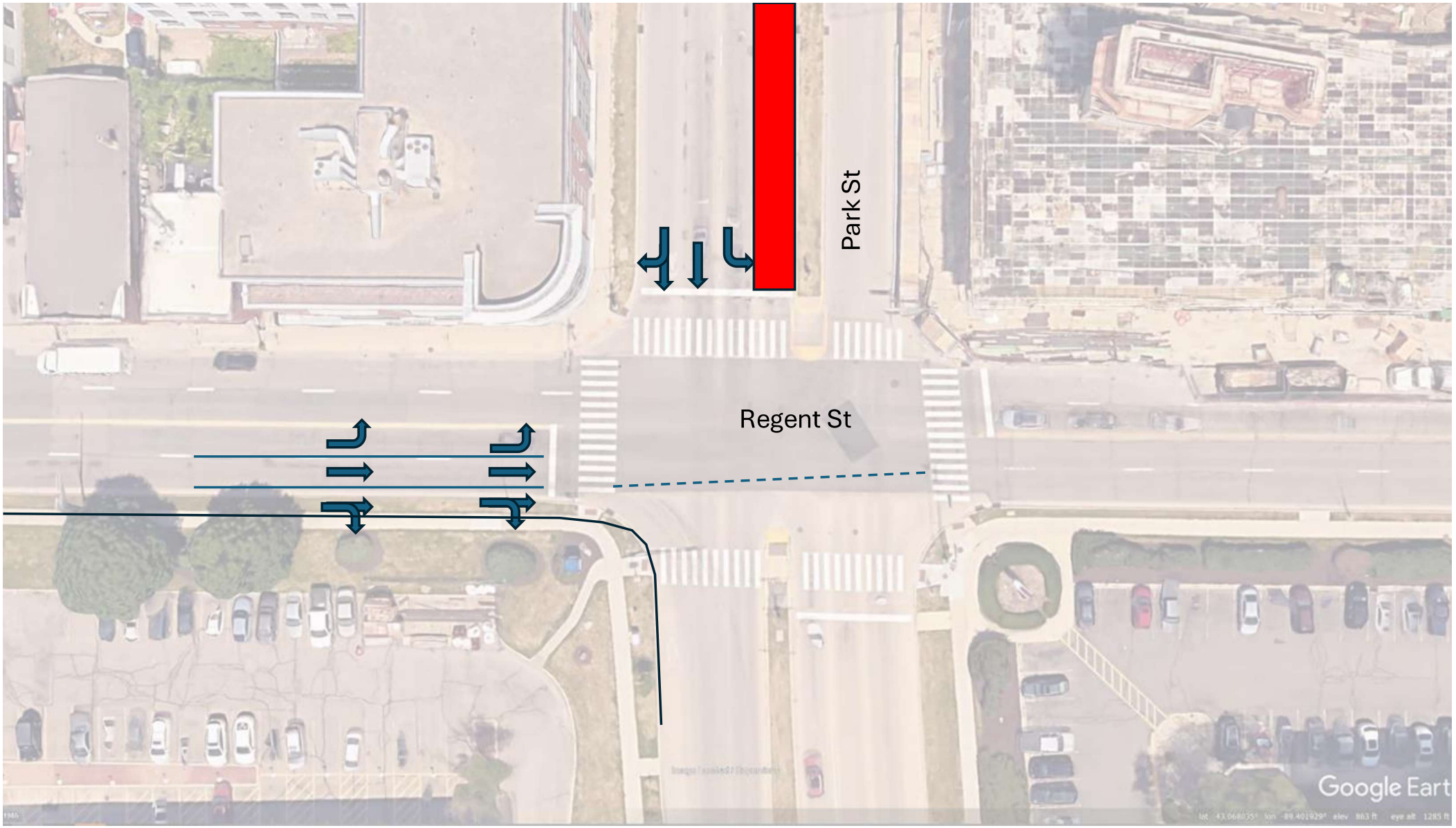
- Public patient, visitor, and staff traffic
- Service vehicle traffic
- Emergency vehicle traffic
- Public patient and visitor ED traffic
- Non signal intersection
- Traffic signal intersection
- Possible traffic flow conflicts

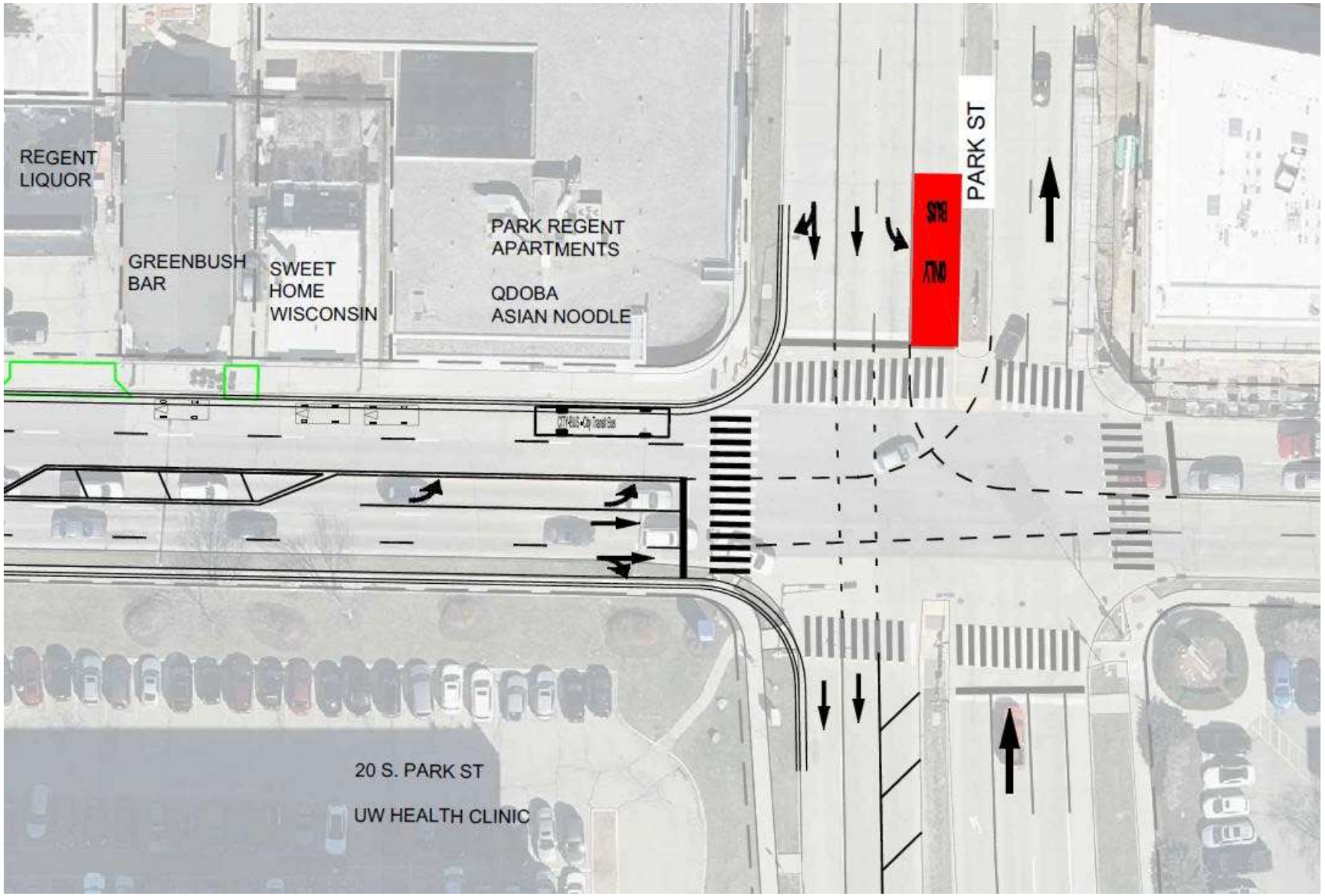


North/South BRT will require the southbound right turn lane to be combined with a thru lane. The BRT Station also requires additional signal-timing for the bus phase.

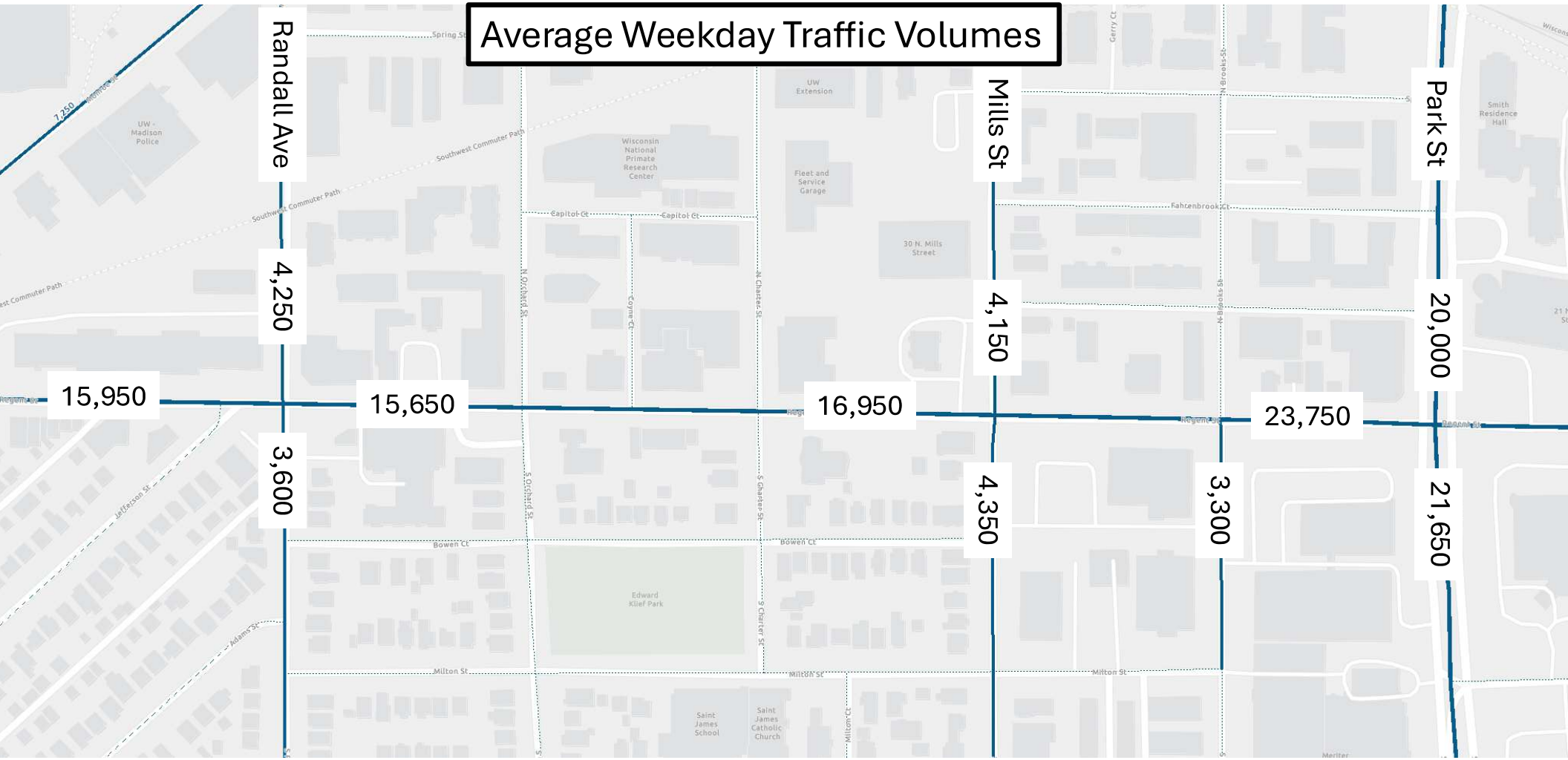

Park St
Regent St
Google Eart


Park St
Regent St
Google Eart


Park St
Regent St
Google Eart


REGENT
LIQUOR
GREENBUSH
BAR
SWEET
HOME
WISCONSIN
PARK REGENT
APARTMENTS
QDOBA
ASIAN NOODLE
PARK ST
BUS
ONLY
20 S. PARK ST
UW HEALTH CLINIC

Traffic Flow: West of Brooks St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Fahrenbrook Ct
Bowen Ct
Milton St
Jefferson St
Adams St
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Wisconsin National Primate Research Center
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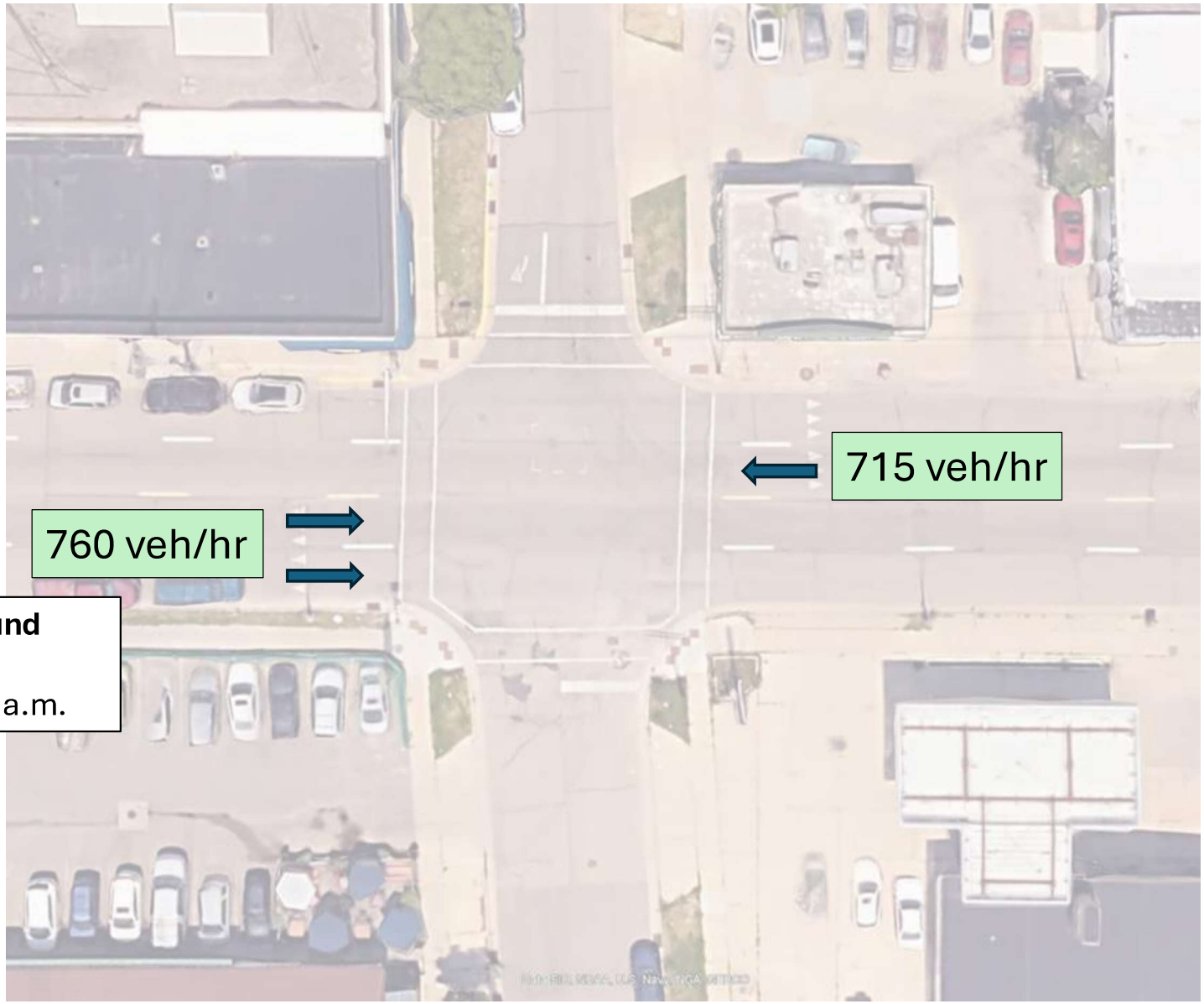
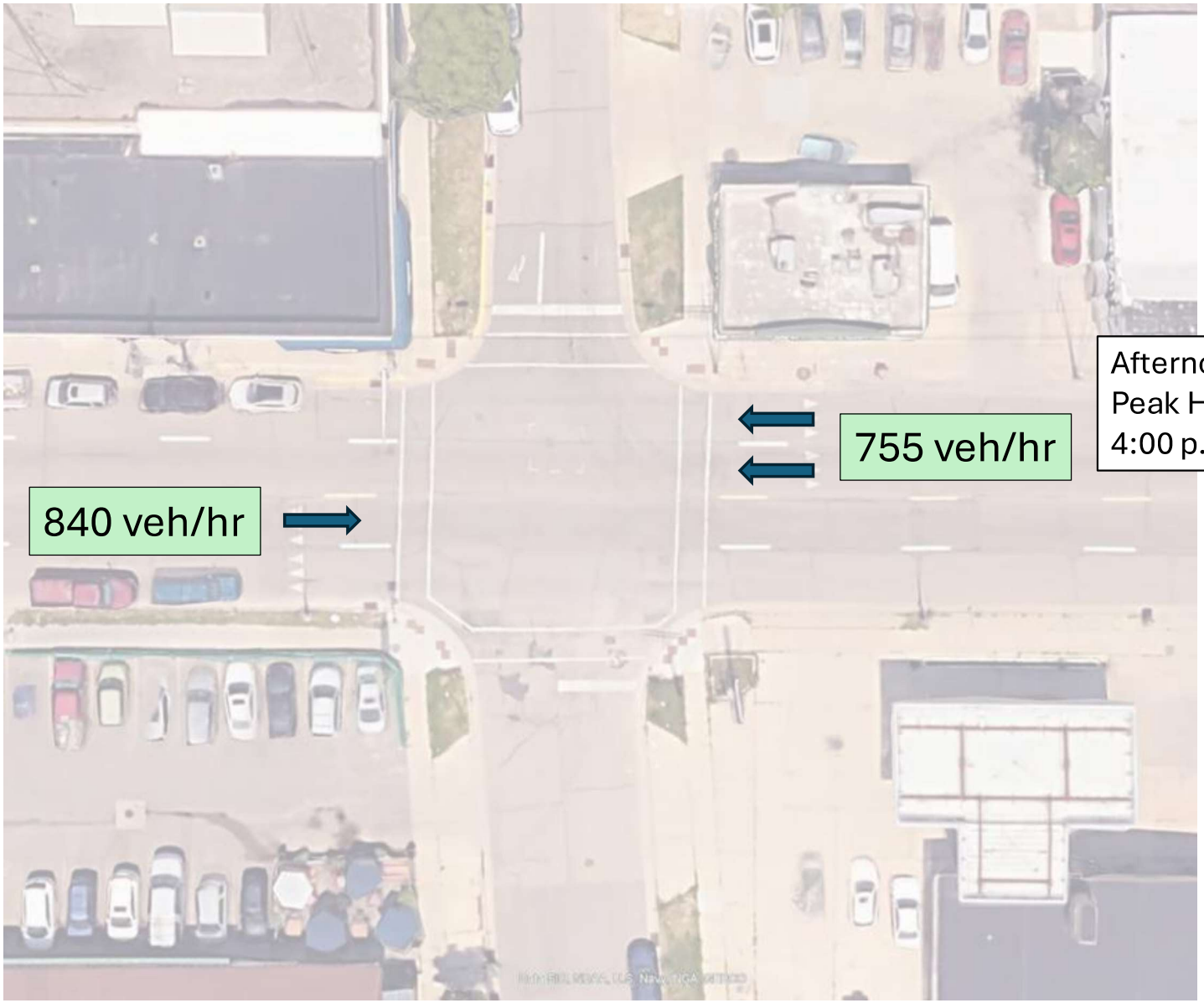
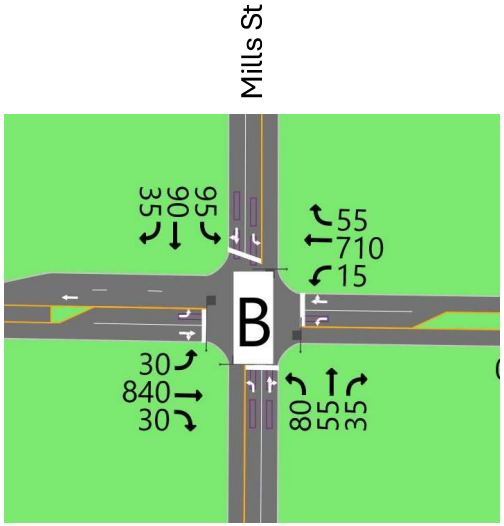
Fleet and Service Garage
30 N. Mills Street
Edward Kliefl Park
Saint James School
Saint James Catholic Church
Smith Residence Hall
N Orchard St
S Orchard St
N Charter St
S Charter St
N Brooks St
S Brooks St
Coyne Ct
Milton Ct

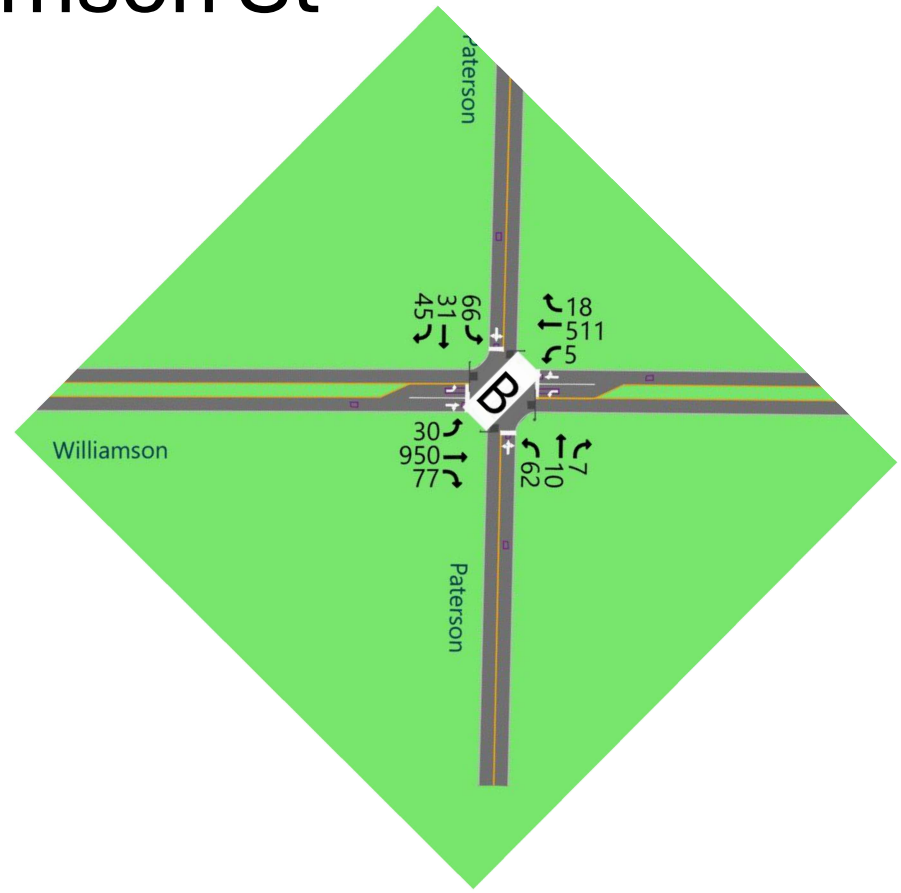


Morning **Eastbound**
Peak Hour Lane
7:00 a.m. to 8:30 a.m.


755 veh/hr
840 veh/hr
Afternoon **Westbound**
Peak Hour Lane
4:00 p.m. to 5:30 p.m.

Comparison to Williamson St





Travel Times—Morning Peak

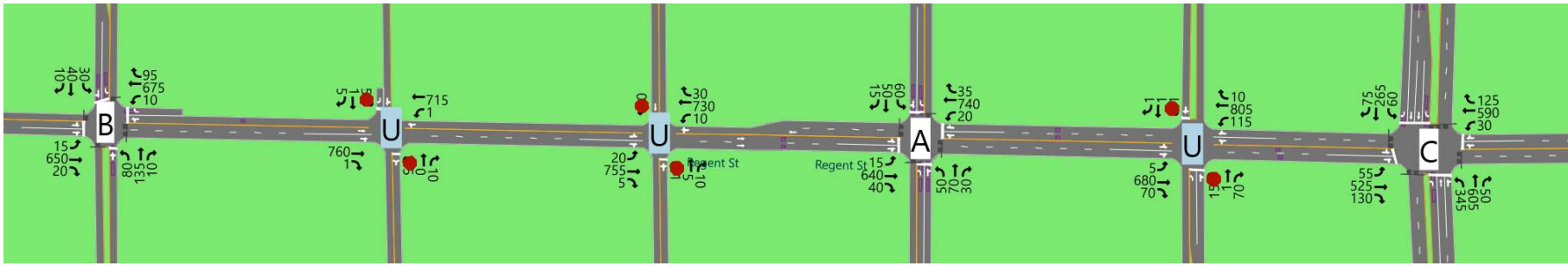
Lane Configuration	Morning Eastbound	Morning Westbound
Existing Today (eastbound peak hour lane) & No BRT	1 min 48 sec	1 min 22 sec
Existing (eastbound peak hour lane) & BRT	1 min 49 sec	2 min 17 sec
3-Lane (center turn lane)	1 min 52 sec	2 min 12 sec
2-Lane Proposed Design	1 min 52 sec	2 min 12 sec

Travel Times—Afternoon Peak

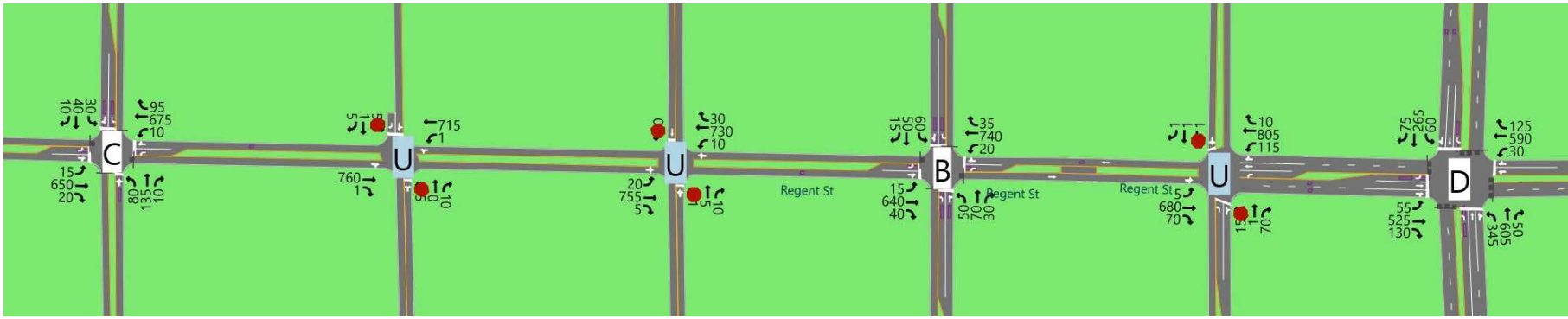
Lane Configuration	Afternoon Eastbound	Afternoon Westbound
Existing Today (westbound peak hour lane) & No BRT	2 min 43 sec	2 min 11 sec
Existing (westbound peak hour lane) & BRT	2 min 17 sec	2 min 50 sec
3-Lane (center turn lane)	2 min 31 sec	2 min 45 sec
2-Lane Proposed Design	2 min 31 sec	2 min 45 sec

Morning Rush Hour

Existing

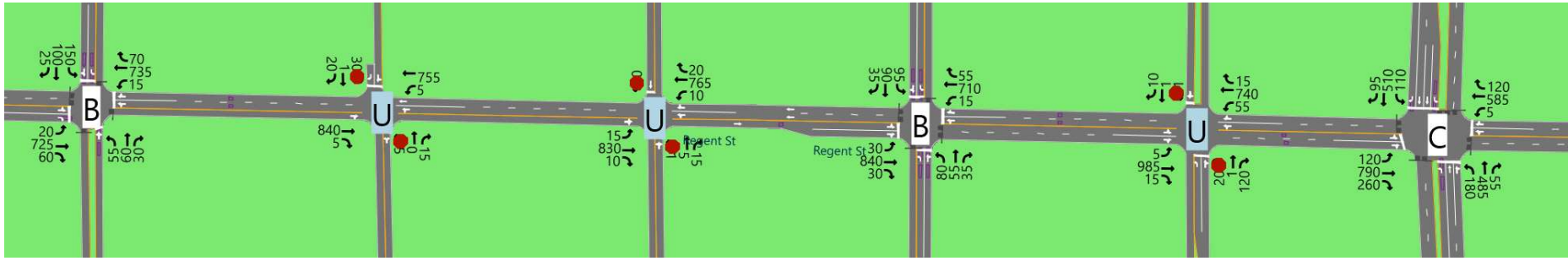


Proposed

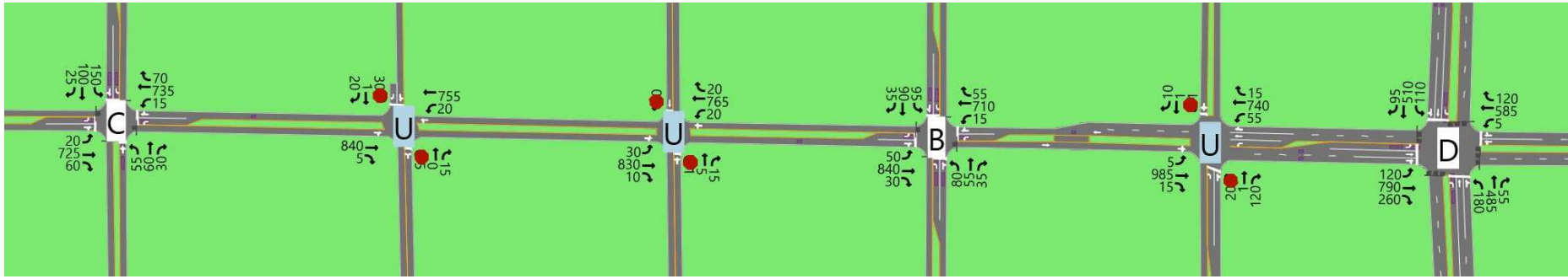


Afternoon Rush Hour

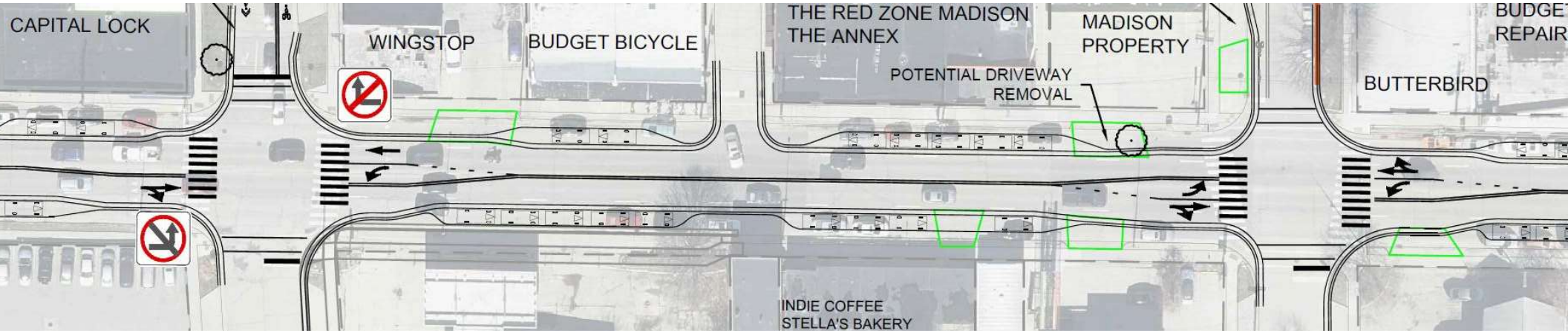
Existing

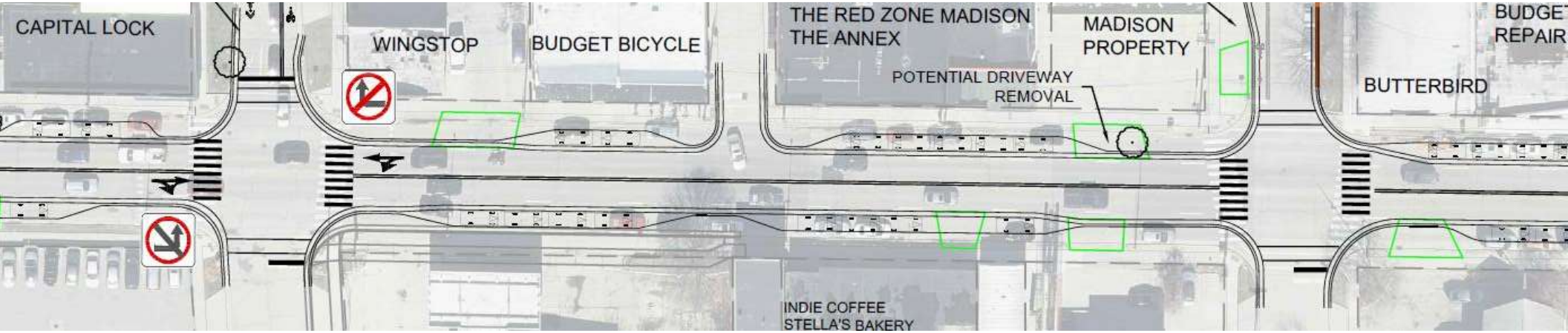


Proposed

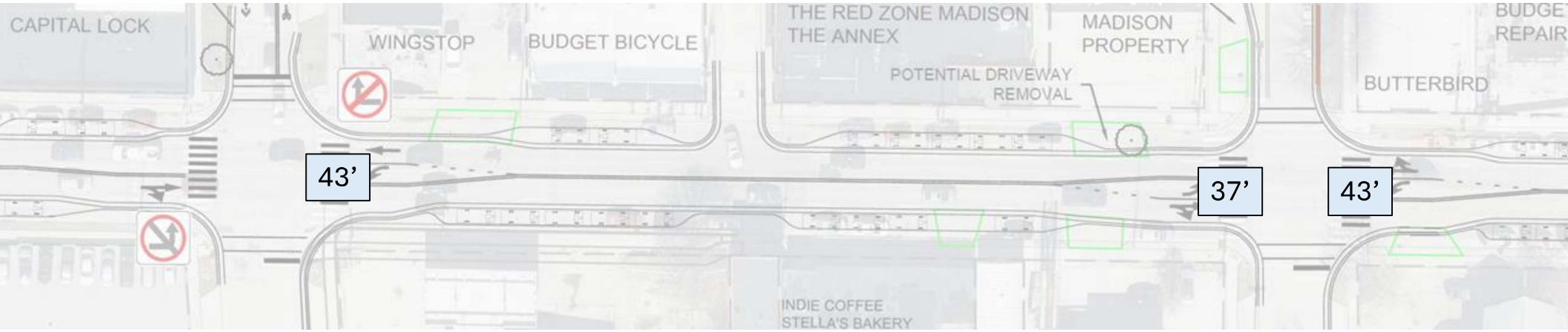


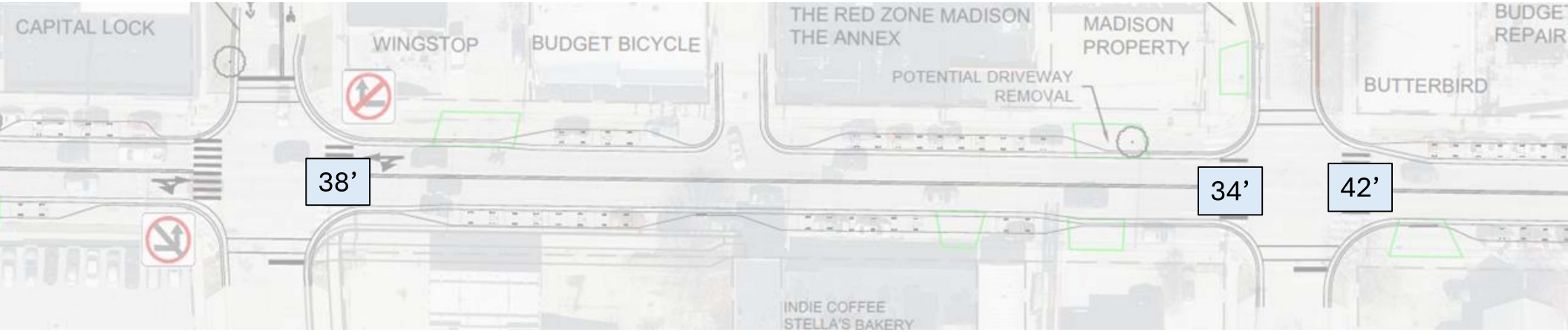
Left Turn Lanes at Orchard St & Charter St





Left Turn Lanes at Orchard St & Charter St





Left turn lanes at Orchard St & Charter St

- Currently 10 – 20 left turns during the peak hour with peaks during events around 30 left turns
- For the current volumes of 755 vph in the opposing direction, left turning drivers are often waiting for gaps, which will backup the through lane
- Increase chance of rear-end crashes without the turn lanes
- Left turn lane is good choice with future redevelopment—especially at N Charter Street which is the only access point
- The tradeoff is relatively small—(0.5 – 1.5 addition seconds to cross)

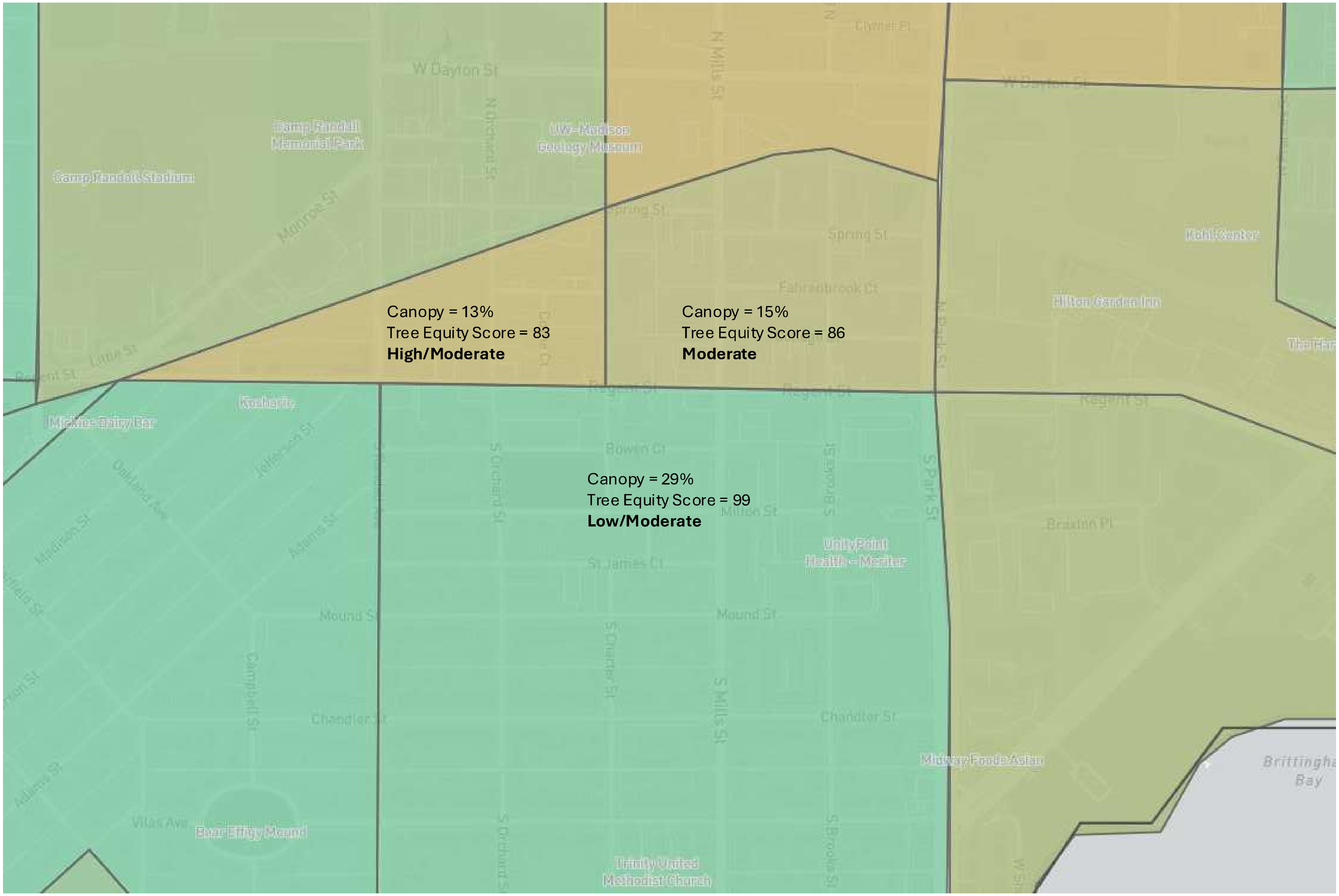
Future Redevelopment

- Many properties are potentials for redevelopment
- South side of 1100 & 1000 blocks are likely near-term projects

Trees

No City trees currently exist on Regent St.
All existing trees are on private property.


Budget Bicycle Center
Overhead wires will need to be undergrounded for any trees to be planted on the north side of street.
New storm sewer box on the south side of Regent Street will not allow for any trees to be planted on the south side
Google Maps


W Dayton St
Camp Randall Memorial Park
UW–Madison Geology Museum
Camp Randall Stadium
N Mills St
Spring St
Monroe St
Kohl Center
Fahrenbrook Ct
Hilton Garden Inn
Canopy = 13%
Tree Equity Score = 83
High/Moderate
Canopy = 15%
Tree Equity Score = 86
Moderate
Regent St
Kosharie
Mickies Dairy Bar
Bowen Ct
Canopy = 29%
Tree Equity Score = 99
Low/Moderate
Milton St
S Park St
S Orchard St
S Brooks St
UnityPoint Health – Meriter
Braxton Pl
St James Ct
Mound St
S Charter St
S Mills St
Campbell St
Chandler St
Midway Foods Asian
Vilas Ave
Bear Effigy Mound
Trinity United Methodist Church

Tree Size, Terrace Width, and Suspended Pavement Appropriateness Per Street Type – *High Priority Canopy Areas*

The intent in Canopy Priority areas is to make cross sectional trade-offs that maximize terrace area needed for improved tree canopy.

		Street Typology	Optimal Tree Size (No Overhead Utility Conflicts[2])	Recommended Terrace Width (ft)[1]	Terrace Minimum Width (ft)[3]	Suspended Pavement Use O: Yes ●: Maybe ■: No
Collector	Arterial	Urban Avenue	Narrow or Large	12	8	●
		Boulevard	Narrow or Large	12	8	●
		Parkway	Large	10 to 12	8	■
		Mixed-Use Connector	Narrow or Large	10 to 12	8	●
		Community Main Street	Narrow or Large	10 to 12	8	O
		Community Connector	Narrow or Large	10 to 12	8	●
	Local	Mixed-Use Neighborhood Street	Narrow or Large	10	8	●
		Neighborhood Street	Large	10	8	■
		Neighborhood Yield Street	Large	10	8	■
		Civic Space	Narrow or Large	10	8	O
		Neighborhood Shared Street[4]	Narrow or Large	NA	NA	●

[1]2019 *Urban Forestry Task Force Report*

[2]Limited to ornamental trees where there are higher voltage electric overhead line(s)

[3] Terrace Minimum Width should be no less than 8 feet without the use of suspended pavement, which would allow for large tree plantings in a narrower terrace width. All options to provide the required terrace width must first be exhausted before considering suspended pavement system.

[4]Consider curb extensions with street trees or limiting to private property tree planting only, if trees desired.

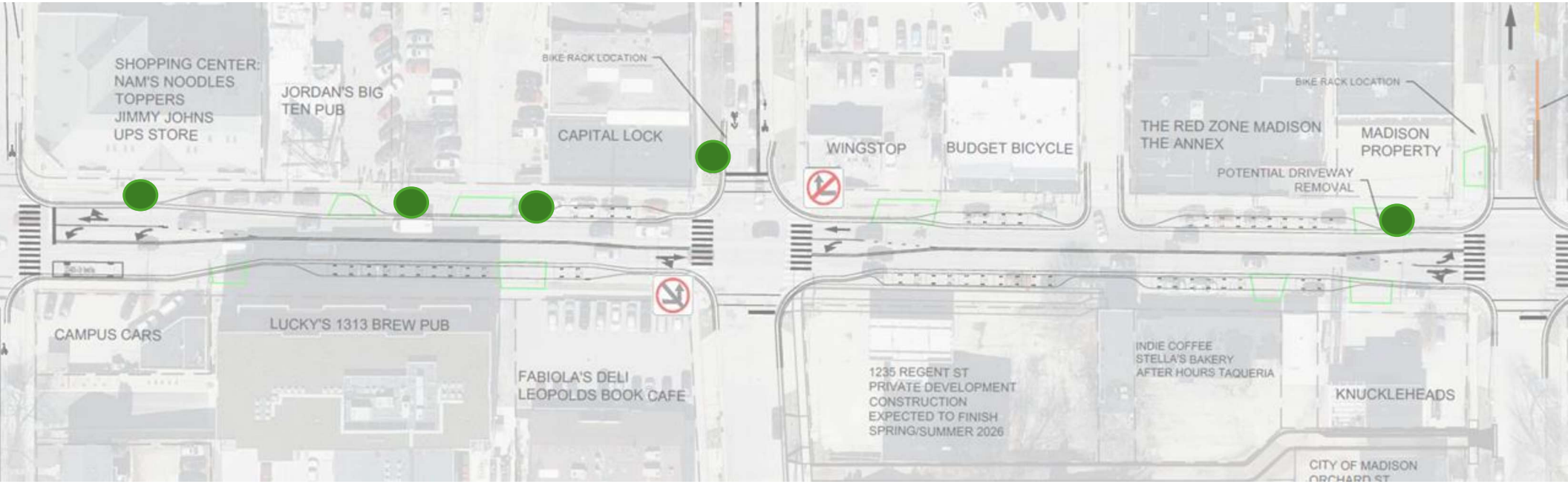
Note: Use of suspended pavement would be evaluated on a case by case basis given existing site conditions, context, and available budget

Tree Size and Terrace Width Per Street Type – *Retrofit Areas, outside of Canopy Priority Areas*

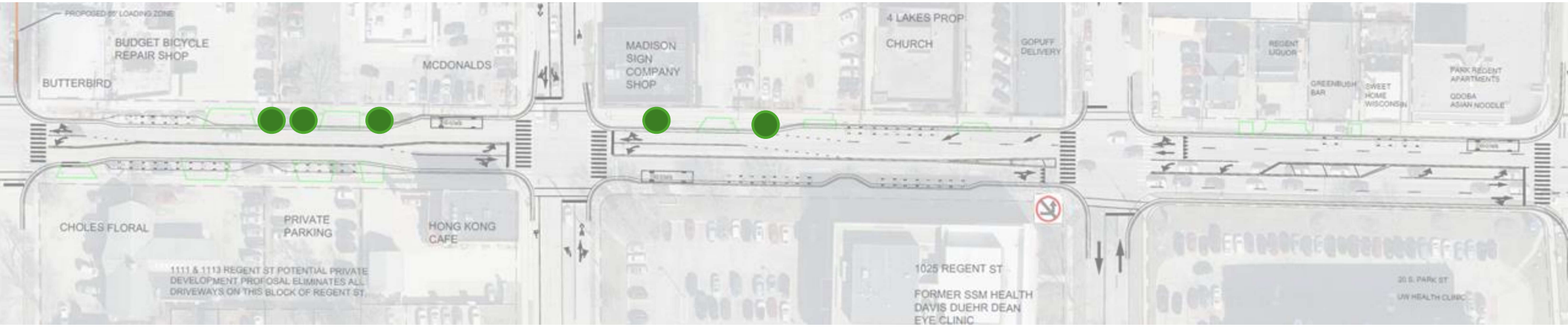
		Street Typology	4' to 6' Terrace, No overhead Utility Conflicts	4' to 6' Terrace, Overhead Utility Conflicts	6' or Greater Terrace, No overhead Utility Conflicts	6' to 8' Terrace, Overhead Utility Conflicts
Collector	Arterial	Urban Avenue	Narrow	Ornamental	Narrow or Large	Ornamental
		Boulevard	Narrow	Ornamental	Narrow or Large	Ornamental
		Parkway	Narrow	Ornamental	Large	Ornamental
		Mixed-Use Connector	Narrow	Ornamental	Narrow or Large	Ornamental
		Community Main Street	Narrow	Ornamental	Narrow or Large	Ornamental
		Community Connector	Narrow	Ornamental	Narrow or Large	Ornamental
	Local	Mixed-Use Neighborhood Street	Narrow	Ornamental	Narrow or Large	Ornamental
		Neighborhood Street	Narrow	Ornamental	Large	Ornamental
		Neighborhood Yield Street	Narrow	Ornamental	Large	Ornamental
		Civic Space	Narrow	Ornamental	Narrow or Large	Ornamental
		Neighborhood Shared Street[4]	Narrow	Ornamental	Narrow or Large	Ornamental


AYL-9537

Potential Tree Locations

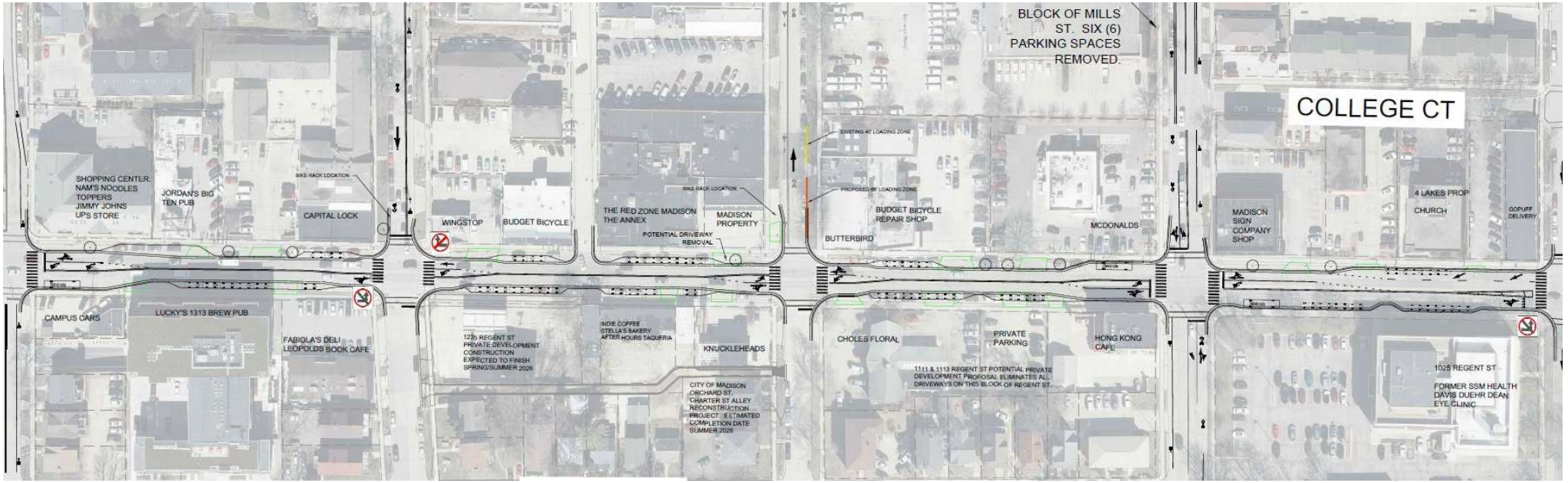


Potential Tree Locations



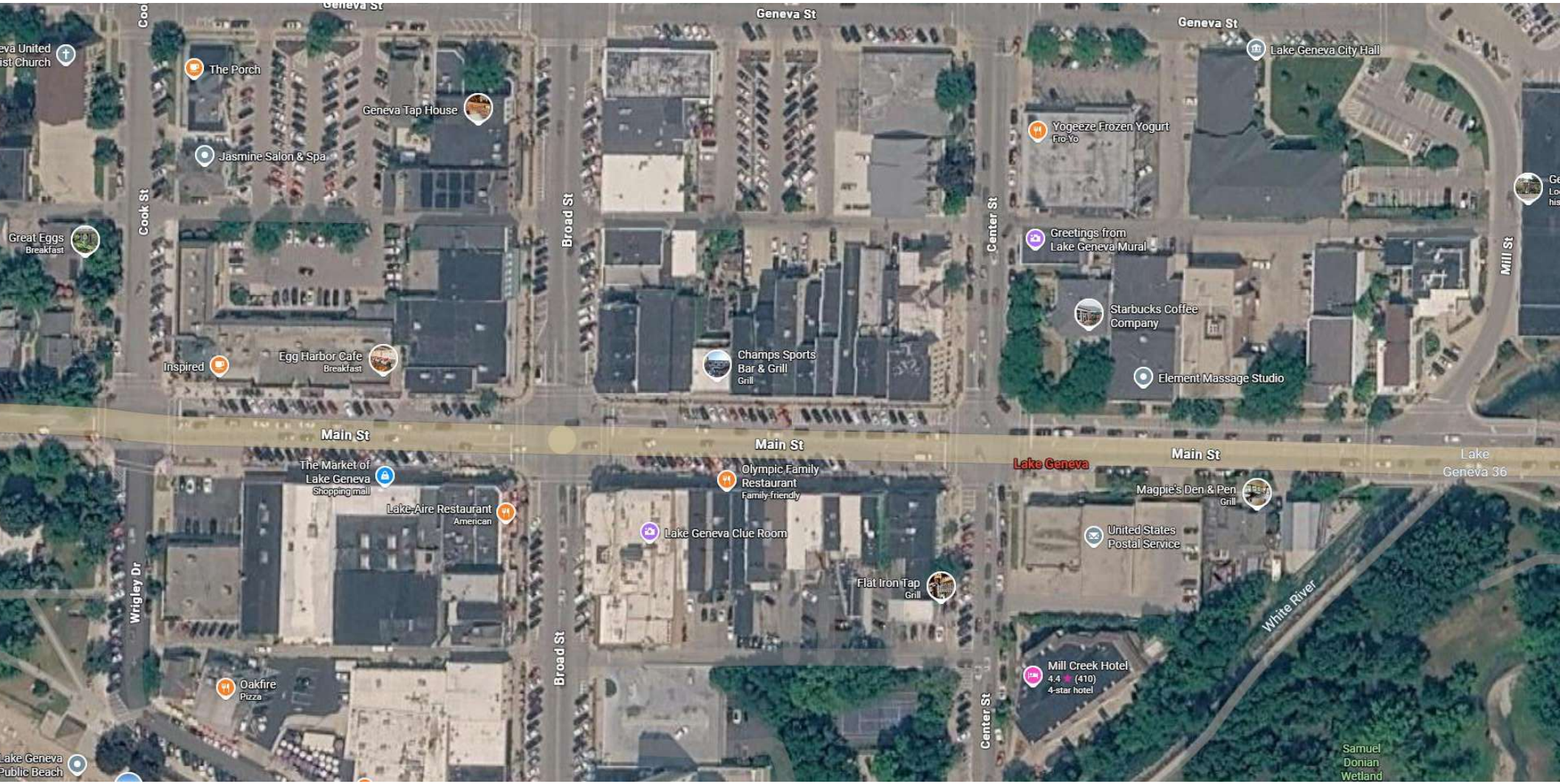
Parking/Loading/Delivery

Is the on-street parking/loading/delivery needed?



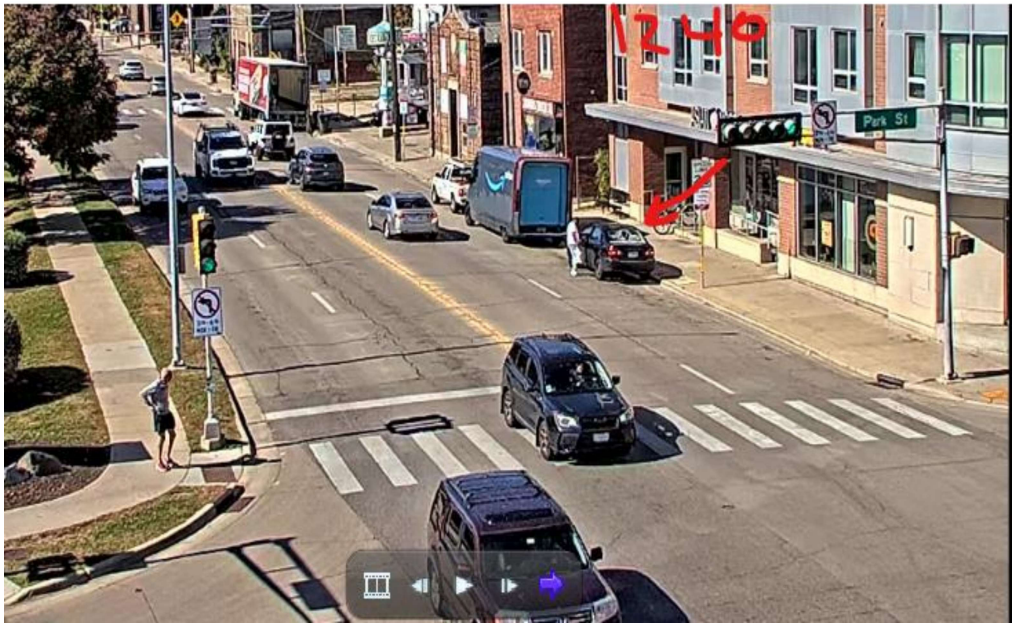
- Complete Green Streets Guide calls out higher priority for parking in this situation
- No back lots or parking structures—sometimes the case with Community Main Streets
- Side streets also have minimal parking availability.
- Current parking is highly-used especially mid-day with high turnover.
- Business owners request to maintain current parking levels
- Specific delivery zones are needed
- Small parking lots tend to fill up quickly
- On street parking provides a buffer between traffic and pedestrians. **NACTO** supports on-street parking in this type of situation for pedestrian comfort, retail access, and traffic calming assuming daylighting at intersections or curb extensions.


River Road Motel
3.2 (308)
2-star hotel
Top Hat Motel
Finch Motel
Gables Motel
Tres Chic Hair Studio
Swimming Pool
Dells Lodge
TRICOR Insurance
River Rd
Oak St
Elm St
Ripley's Believe It Or Not
Riverwalk
H. H. Bennett Studio
Temporarily closed
Dells Escape Rooms
Broadway
Broadway
Broadway
Broadway
Broadway
Monk's Bar & Grill
American
High Rock
American
Wild Fun Zone
Wizard Quest
Fantasy-themed maze with riddles
La Crosse St
Eddy St
Superior St
Oak St
Alpine Motel | Wisco
Dells, WI
4.4
2-star
Blink Charging Station
YETIYARD Next Level Entertainment ...
La Crosse St
Oak St
Google Maps


Geneva St
Geneva St
Geneva St
Lake Geneva City Hall
The Porch
Geneva Tap House
Yogeeze Frozen Yogurt
Fro-Yo
Jasmine Salon & Spa
Cook St
Broad St
Center St
Mill St
Great Eggs
Breakfast
Greetings from Lake Geneva Mural
Starbucks Coffee Company
Inspired
Egg Harbor Cafe
Breakfast
Champs Sports Bar & Grill
Grill
Element Massage Studio
Main St
Main St
Main St
Lake Geneva
Lake Geneva 36
The Market of Lake Geneva
Shopping mall
Olympic Family Restaurant
Family-friendly
Magpie's Den & Pen
Grill
Lake Aire Restaurant
American
Lake Geneva Clue Room
United States Postal Service
Wrigley Dr
Flat Iron Tap
Grill
White River
Oakfire
Pizza
Mill Creek Hotel
4.4 (410)
4-star hotel
Lake Geneva Public Beach
Samuel Donian Wetland

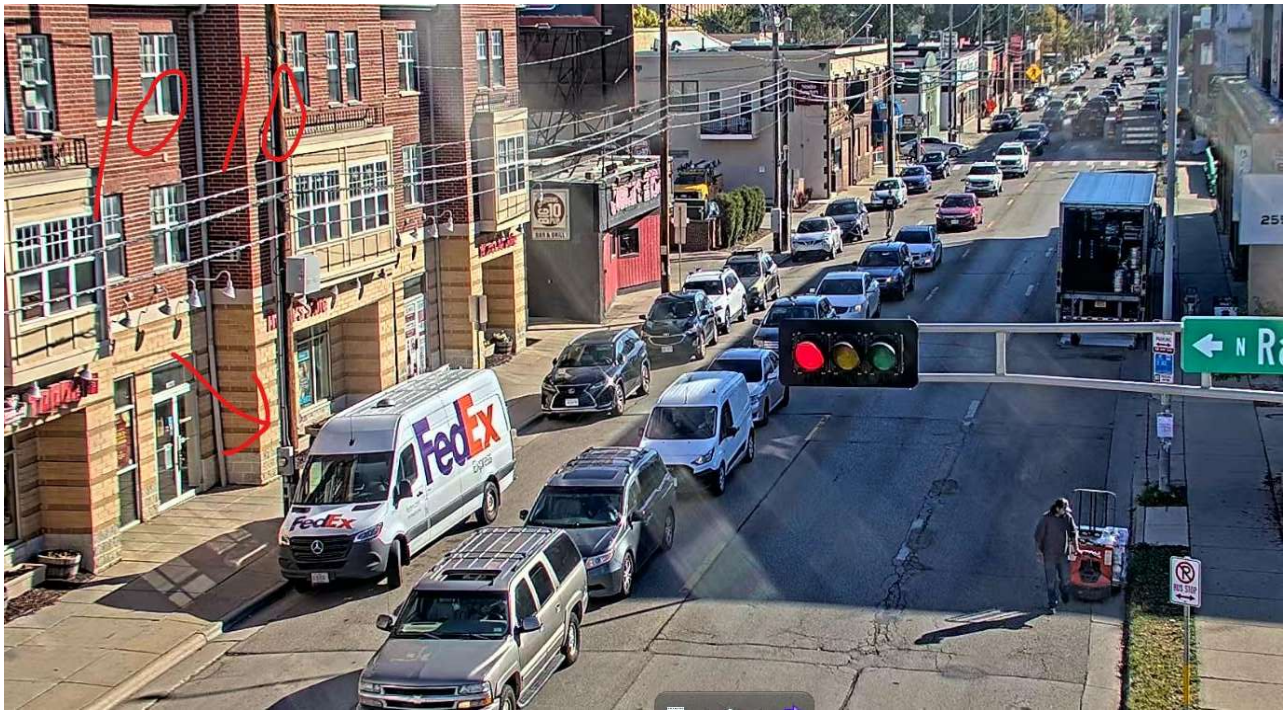
Deliveries/loading

	Wednesday, October 8, 2025, 7:00 a.m. to 6:00 p.m.				
	Arrival Time	Depart Time	Loading Duration	Loading Type	Camera
1	734am	757am	23 min	Delivery Truck	Park
2	1024am	1040am	16 min	Semi Truck	Park
3	1037am	1050am	13 min	White Van	Park
4	1039am	1042am	3 min	White Truck	Park
5	1056am	1058am	2 min	Fedex Box Truck	Park
6	1120am	1122am	2 min	Red car food pickup?	Park
7	1120am	1122am	2min	Black cae food pickup?	Park
8	1127am	1151am	30min	Beer Semi	Park
9	1136am	128pm	1hr 52 min	Semi truck	Park
10	1140am	1146am	6min	Black car food pickup?	Park
11	1203pm	1204pm	1 min	White car food pickup?	Park
12	1223pm	1224pm	1min	Red car food pickup?	Park
13	1228pa	1231pm	3min	Red car food pickup?	Park
14	1238pm	1244pm	6min	Amazon Van	Park
15	1240pm	1242pm	2min	Black car food pickup?	Park
16	1254pm	1256pm	2min	Gray car food pickup?	Park
17	1258pm	106pm	8 min	Gray car food pickup?	Park
18	107pm	111pm	4min	Black car food pickup?	Park
19	107pm	108pm	1min	Gray car food pickup?	Park
20	111pm	113pm	2min	Black car food pickup?	Park
21	113pm	114pm	1min	Black car food pickup?	Park
22	116pm	120pm	4min	Gray car food pickup?	Park
23	122pm	132pm	10 min	Blue car food pickup in bus spot	Park
24	133pm	137pm	4 min	Gray car food pickup?	Park
25	140pm	146pm	6min	Black car food pickup?	Park
26	142pm	152Pm	10Min	White Box Truck	Park
27	146 pm	149pm	3min	Red car food pickup? Bus Stop	Park
28	150pm	156pm	6min	Black car food pickup? Bus Stop	Park
29	156pm	158pm	2 min	Black Car Loading	Park
30	203pm	229pm	26min	Delivery Truck	Park
31	208pm	212pm	4 min	Red car food pickup?	Park
32	220pm	222pm	2min	White car food pickup?	Park
33	246pm	350pm	4min	Gray car food pickup?	Park
34	312pm	314pm	2min	Gray SUV	Park
35	314pm	316pm	2min	Blue car food pickup	Park
36	316pm	353pk	27min	White delivery Van	Park
37	317pm	319pm	2min	White car food pickup? Bus spot	Park
38	346pm	348pm	2min	white car food pick up	Park
39	358pm	401pm	3min	White delivery Truck	Park
40	406pm	407pm	1min	White car food? Bus Stop	Park
41	452pm	454pm	2min	White car food pickup	Park
42	510pm	512pm	2min	Car food pickup	Park
43	513pm	514pm	1min	Uber pickup?	Park
44	516pm	541pm	25min	Work Truck	Park
45	518pm	520pm	2min	Car food pickup?	Park
46	528pm	533pm	5min	Car food pickup	Park
47	549pm	552pm	3min	Gray car food pickup?	Park
48	549pm	553pm	4min	White Car food pickup	Park
49	558pm	559pm	1min	Car food pickup	Park
50	558pm	600pm	2min	Car food pickup	Park



Deliveries/loading

	Wednesday, October 8, 2025, 7:00 a.m. to 6:00 p.m.				
	Arrival Time	Depart Time	Loading Duration	Loading Type	Camera
1	842am	912am	30 min	White Van	Mills
2	906am	927am	21 min	Construction box truck	Randall
3	907am	1001am	54 min	Semi Beer Truck	Randall
4	942am	951am	9 min	White box Truck	Mills
5	956am	1006am	10 min	Semi Truck	MIlls
6	1006am	1047am	41 min	Semi Beer Truck	Randall
7	1010am	1015am	5 min	FedEx Van	Randall
8	1115am	1119am	4min	White box truck	Randall
9	1203pm	1204pm	1 min	Red car food pickup?	Randall
10	1234pm	1235pm	2min	Gray car pickup	Randall
11	1242pm	1244pm	2min	FedEx	Randall
12	155pm	157pm	2 min	Amazon Van	Randall
13	213pm	223pm	10 min	Food Delivery Truck	Randall
14	233pm	234pm	1min	Amazon Van	Randall
15	244pm	248pm	4 min	Box Truck	Randall
16	304pm	305pm	1min	Gray car food pickup?	Randall
17	312pm	314pm	2min	Black car food pickup?	Randall
18	314pm	317pm	3min	Amazon Van	Randall
19	322pm	325pm	3 min	Amazon Van	Randall
20	330pm	337pm	7min	White Car	Randall
21	349pm	400pm	11min	White delivery Truck	Randall
22	419pm	420pm	1min	Black Car didn't want to risk tow	Randall



Deliveries/loading

Parking/loading/delivery Zone Design

- Could be similar to the cutouts on University Ave (image on left)
- This provides opportunities for flexible use on event days and other times
- This design limits the requirement for bollards or other pedestrian obstructions
- This would not be completely flush with the sidewalk level (image on right)
- Parking flush with the sidewalk would require physical obstructions which narrows usable pedestrian space
- Final design is yet to be determined

Design Summary

- Community Main Street design
- Safer, calmer with designated lanes
- Much improved pedestrian experience—both along and crossing Regent Street
- Safer, much improved pedestrian experience on event days
- Street activation with usable space at midblock bumpouts
- Improved bike connections to Southwest Commuter Path
- Accommodates business needs with parking/loading/delivery similar to today
- Improved street facilities for future redevelopment & street-facing businesses
- Opportunity for trees with undergrounding overhead lines