

Sheboygan Avenue & Segoe Road Redesign Project

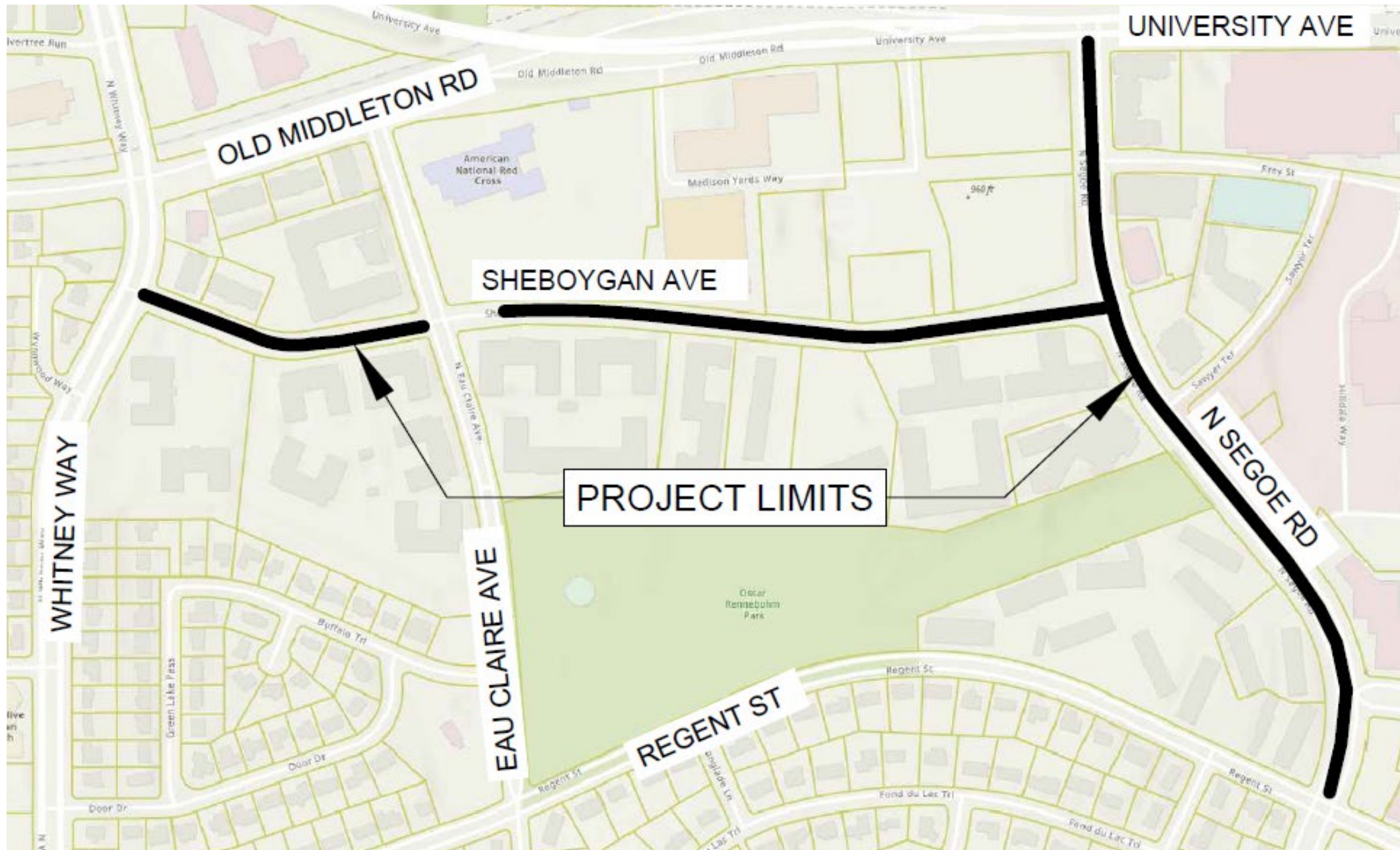


Transportation Commission Presentation

7/26/23

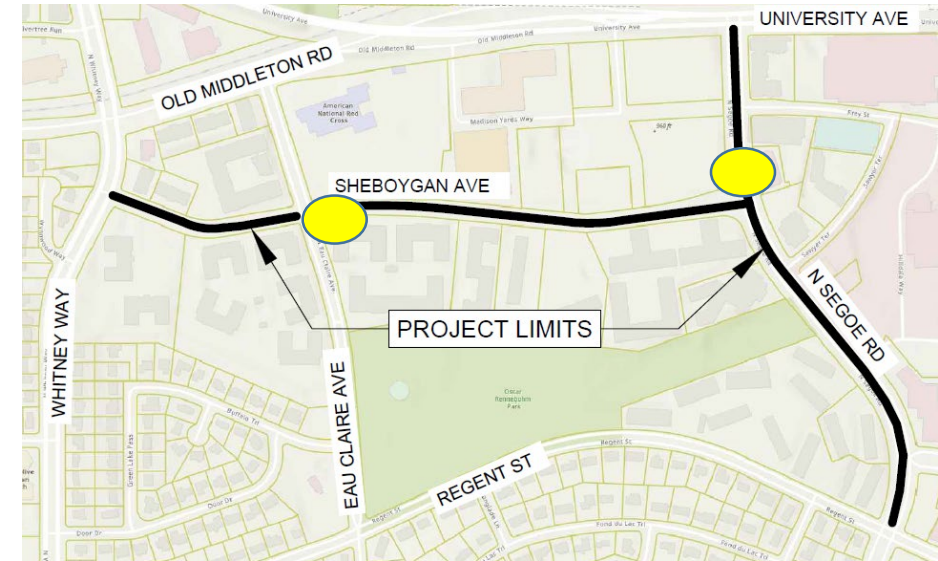
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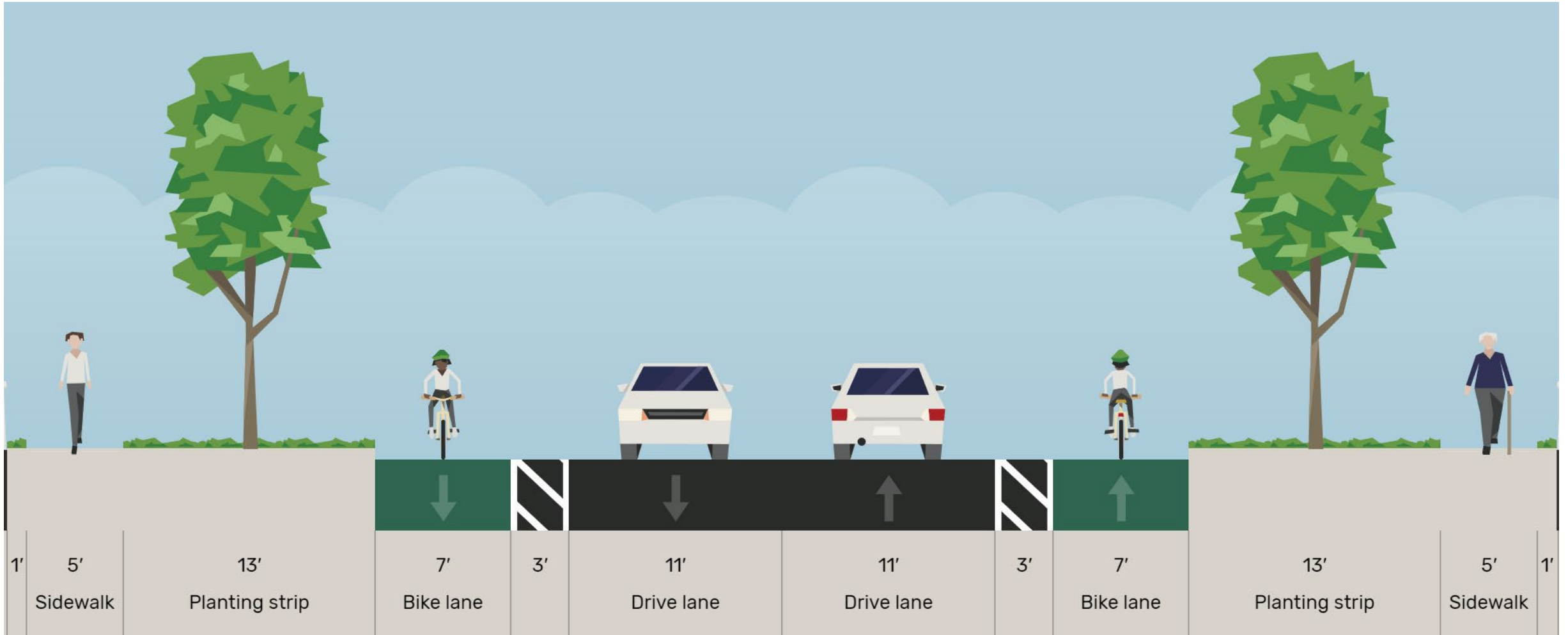


Bus Rapid Transit (BRT) on Sheboygan Ave & Segoe Rd

- 2 Stations within project limits
 - Sheboygan at Eau Claire
 - Segoe at Sheboygan
- Separate project, but working in conjunction with this one
- Both stations will likely be constructed before this project begins



Proposed Sheboygan Ave Redesign



Sheboygan Ave – Priorities

- Current Uses for Flex Zone
 - Large, mature trees
 - Bus Stops & Loading Zones
 - 2 hr Parking
- Current Uses for Travelway
 - 2 shared lanes
- Proposed Uses for Flex Zone
 - Large, mature trees
 - Bus Stops & Loading Zones
- Proposed Uses for Travelway
 - 2 motor vehicle lanes
 - 2 buffered bike lanes

Transit Priority Network

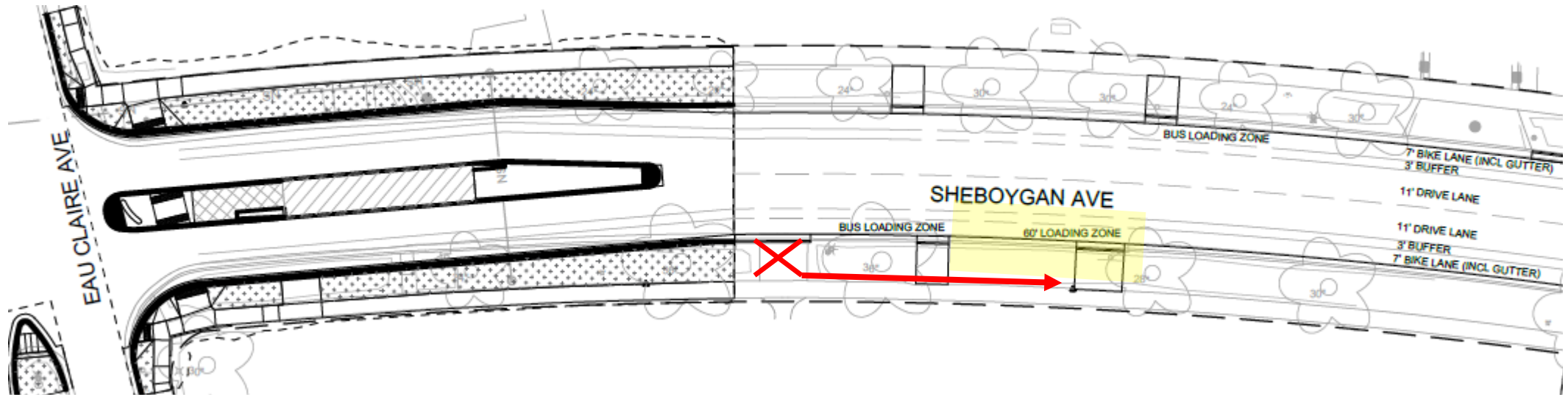
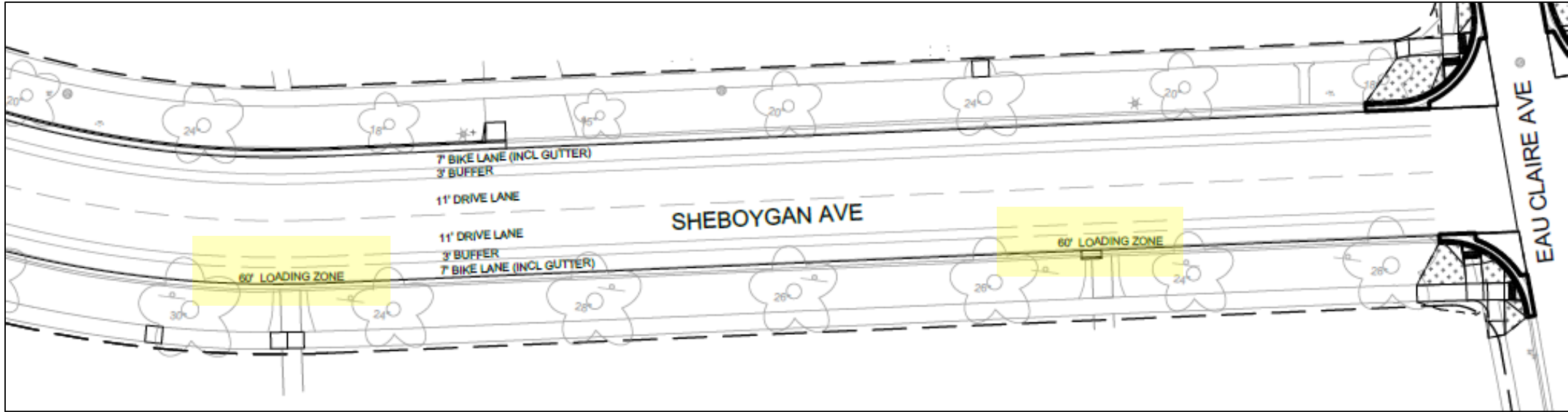
(prioritizes transit on high frequency transit corridors)

Tree Canopy Priority Areas

(influences width and design of terraces)

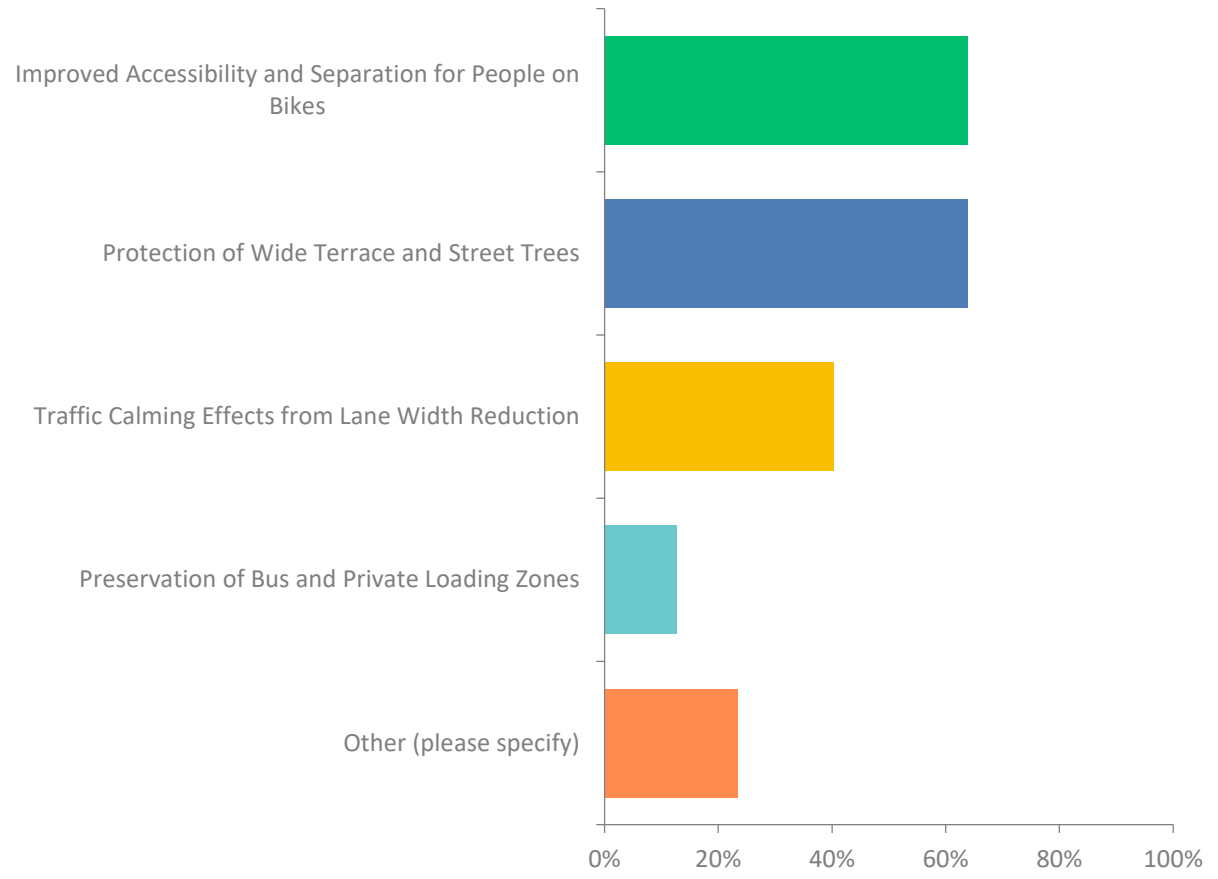


Sheboygan Ave Layout: 10 minute Loading Zones



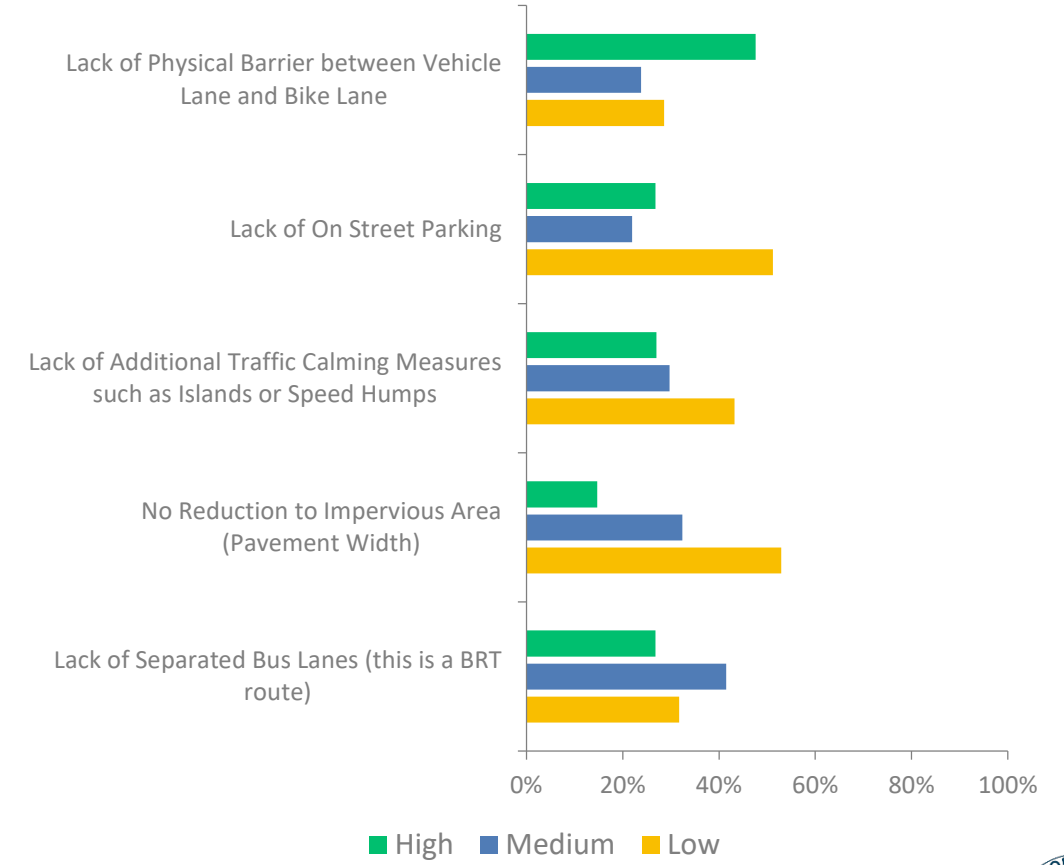
Proposed Sheboygan Ave Redesign – Preliminary Questionnaire Results

What do you like about the layout?



47 respondents

What concerns you and level of concern?

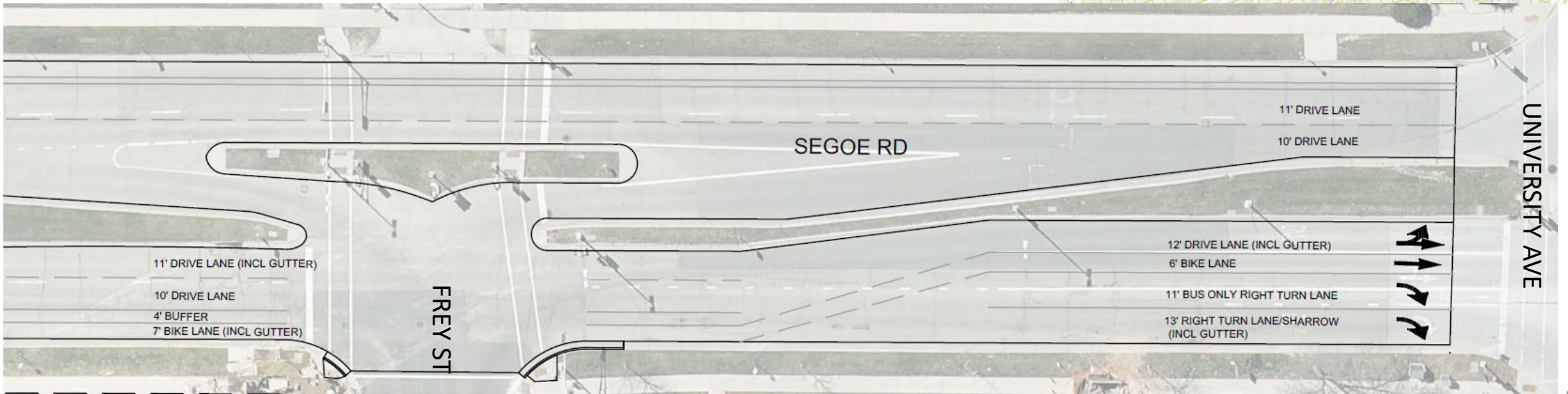
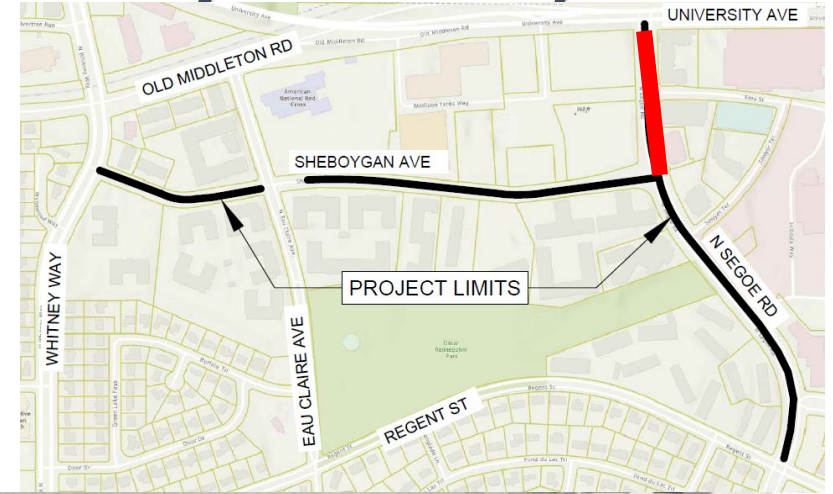


■ High ■ Medium ■ Low



Proposed Street Redesign – Segoe Rd (Sheboygan Avenue to University Avenue)

- Geometry determined by previously decided BRT plans
 - 2 drive lanes in each direction with buffered bike lanes
 - Bus-only right turn lane at University
 - Bike thru lane at University



Note: With Option B, Buffer on bottom (east) side of Segoe would be a concrete median until just after Frey st.

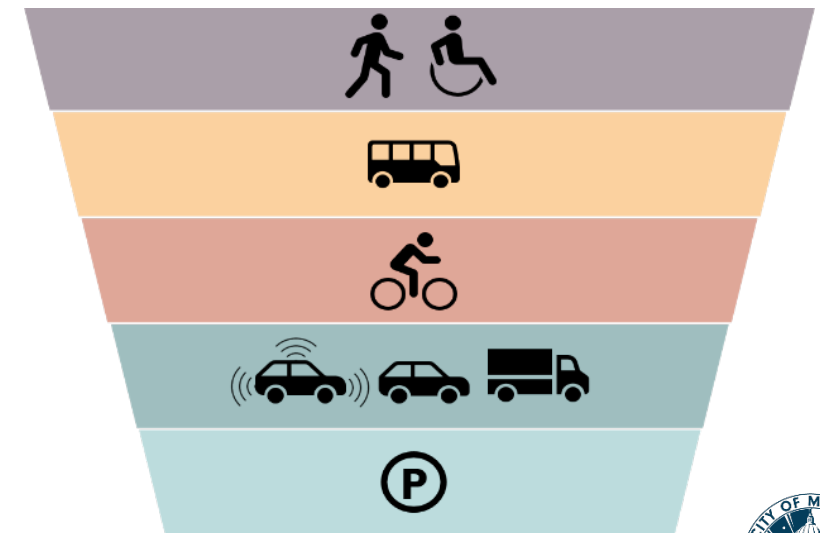
Proposed Street Redesign – Segoe Rd (Regent Street to Sheboygan Avenue)

- Improve pedestrian crossing locations
- Center Lighting
- Change from 2 driving lanes in each direction, to 1 driving lane in each direction
- ***2 options for proposed reconfiguration***

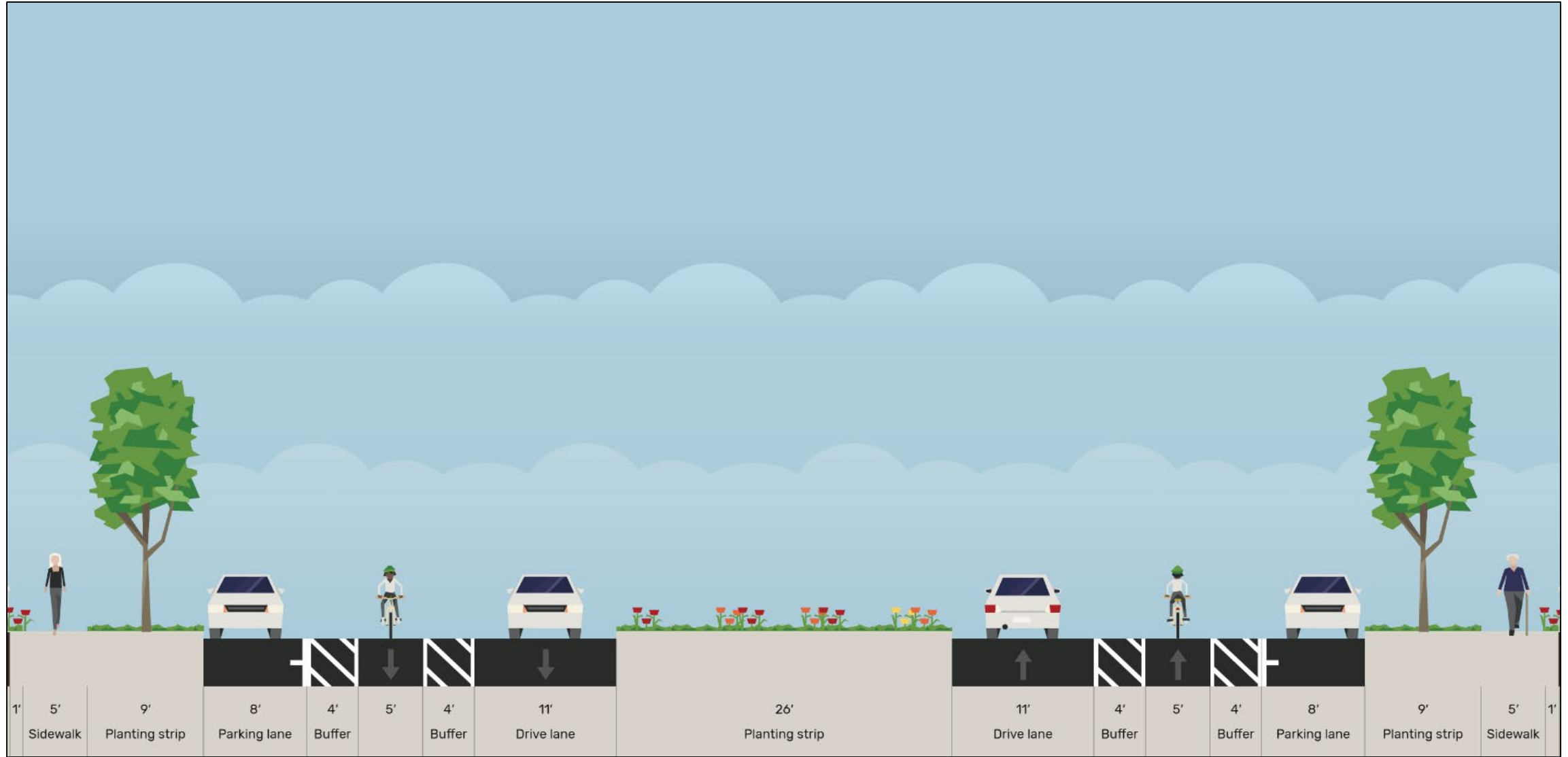


All Ages and Abilities Bike Network
(key corridors to prioritize high-comfort bikeways)

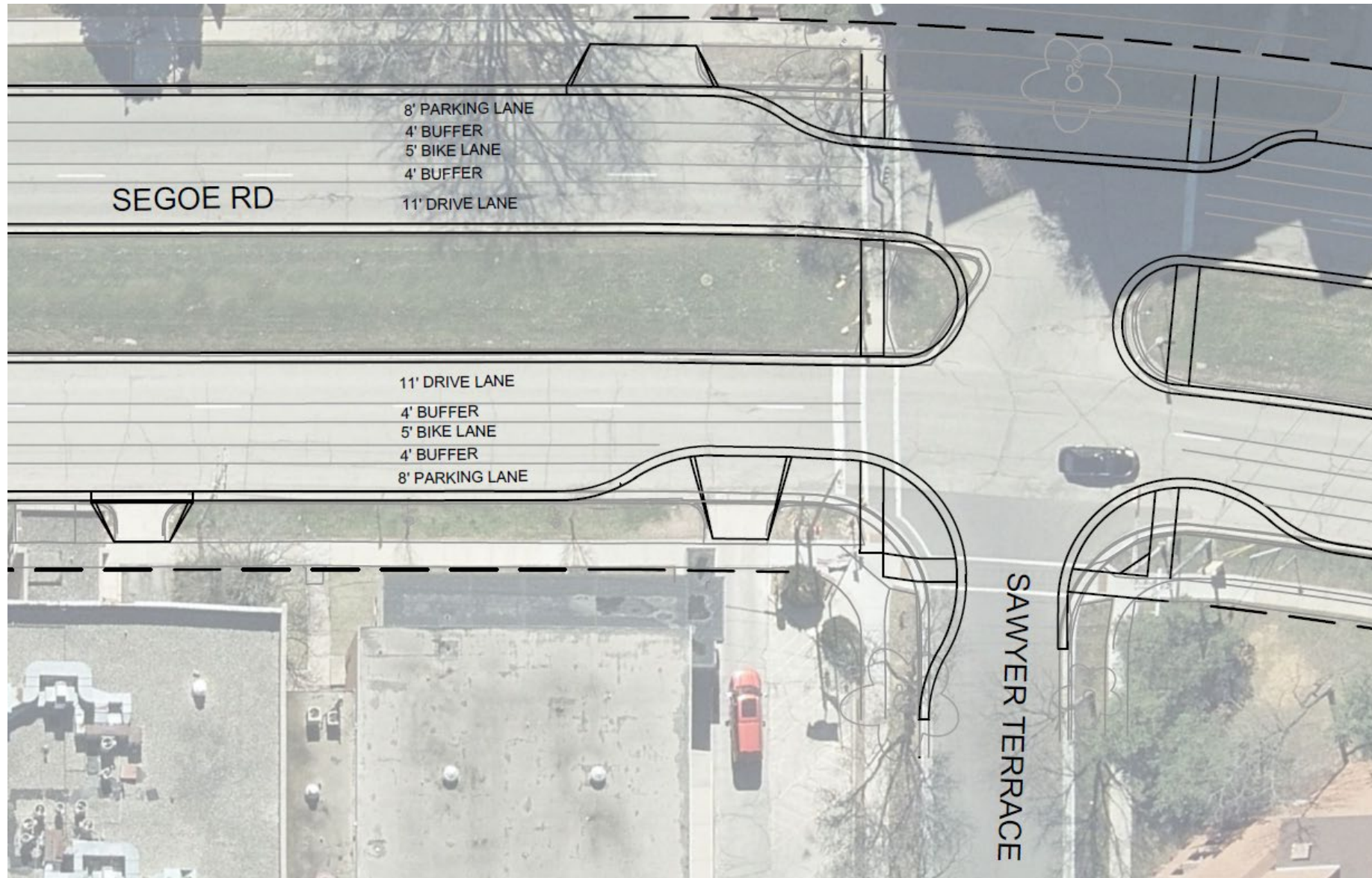
Tree Canopy Priority Areas
(influences width and design of terraces)



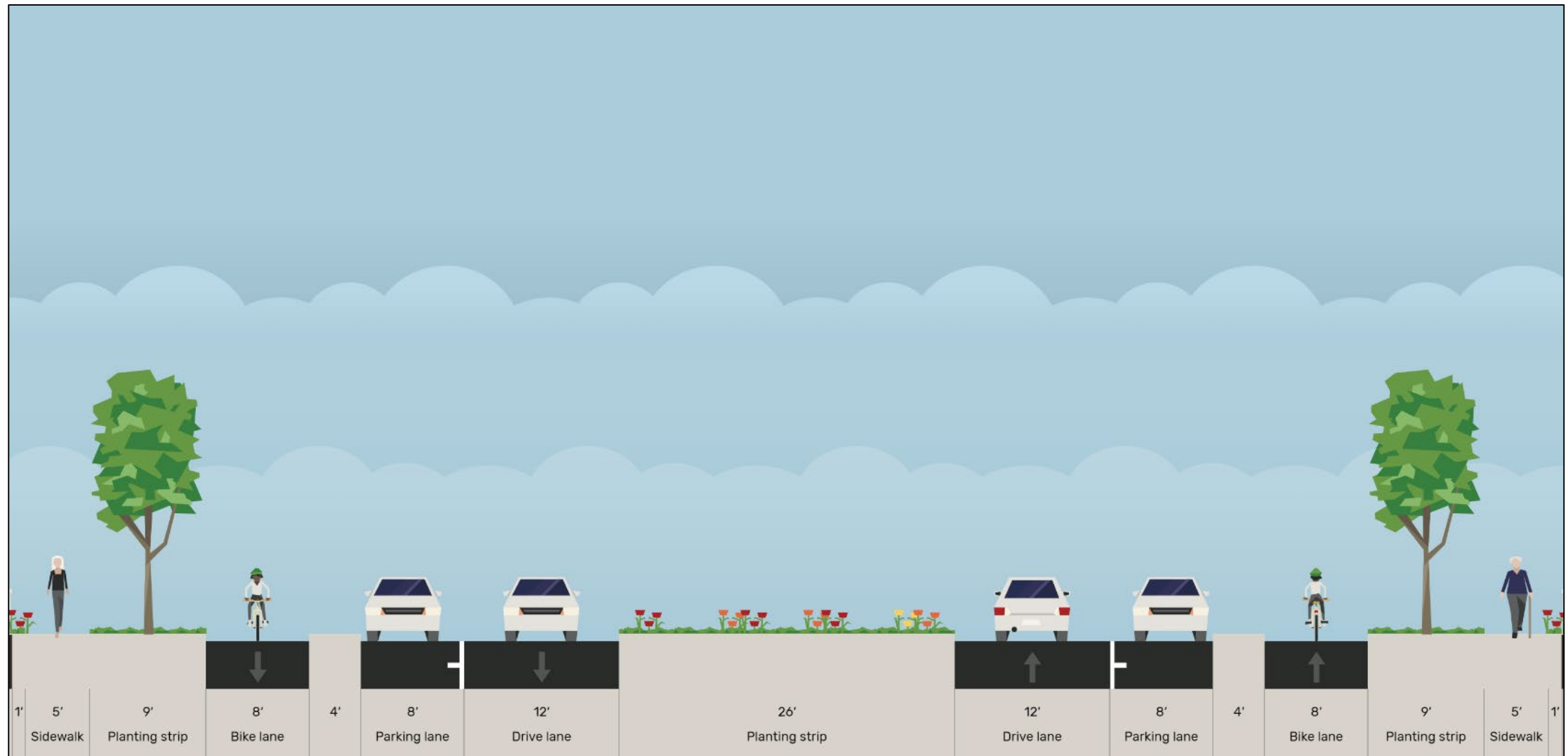
Proposed Street Redesign – Segoe Rd Option A



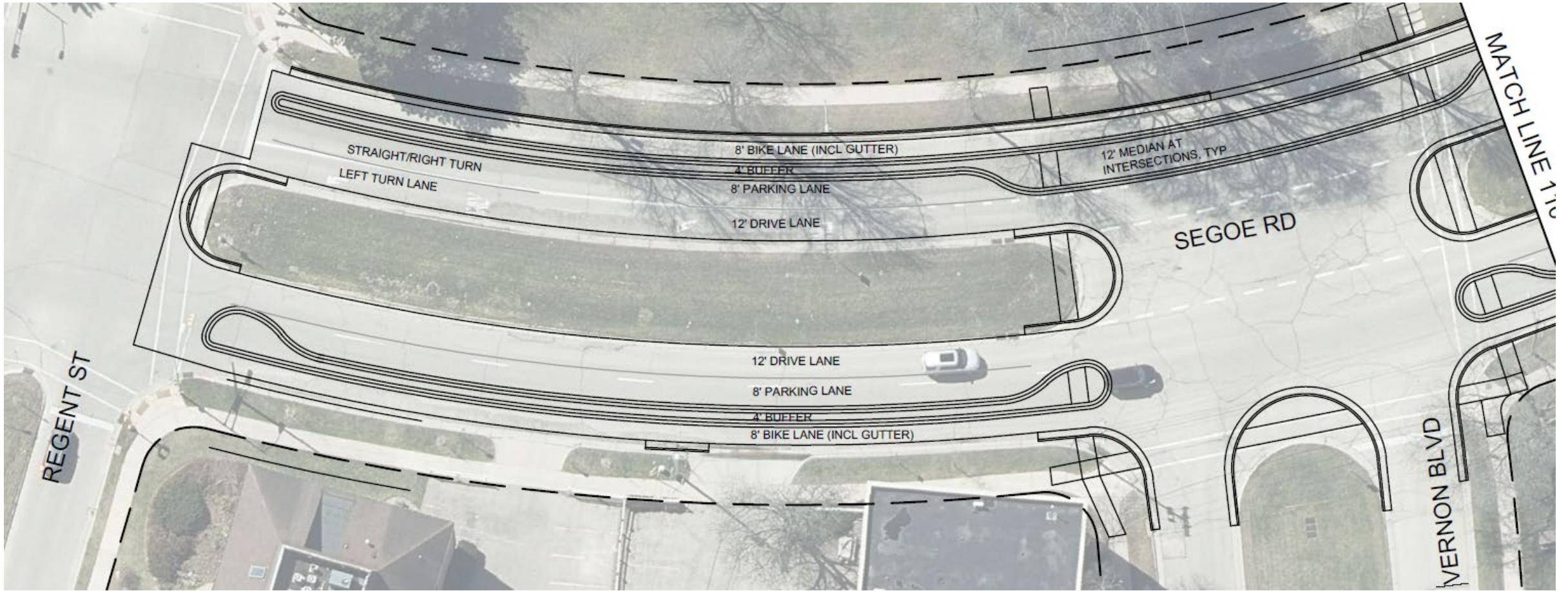
Proposed Street Redesign – Segoe Rd Option A



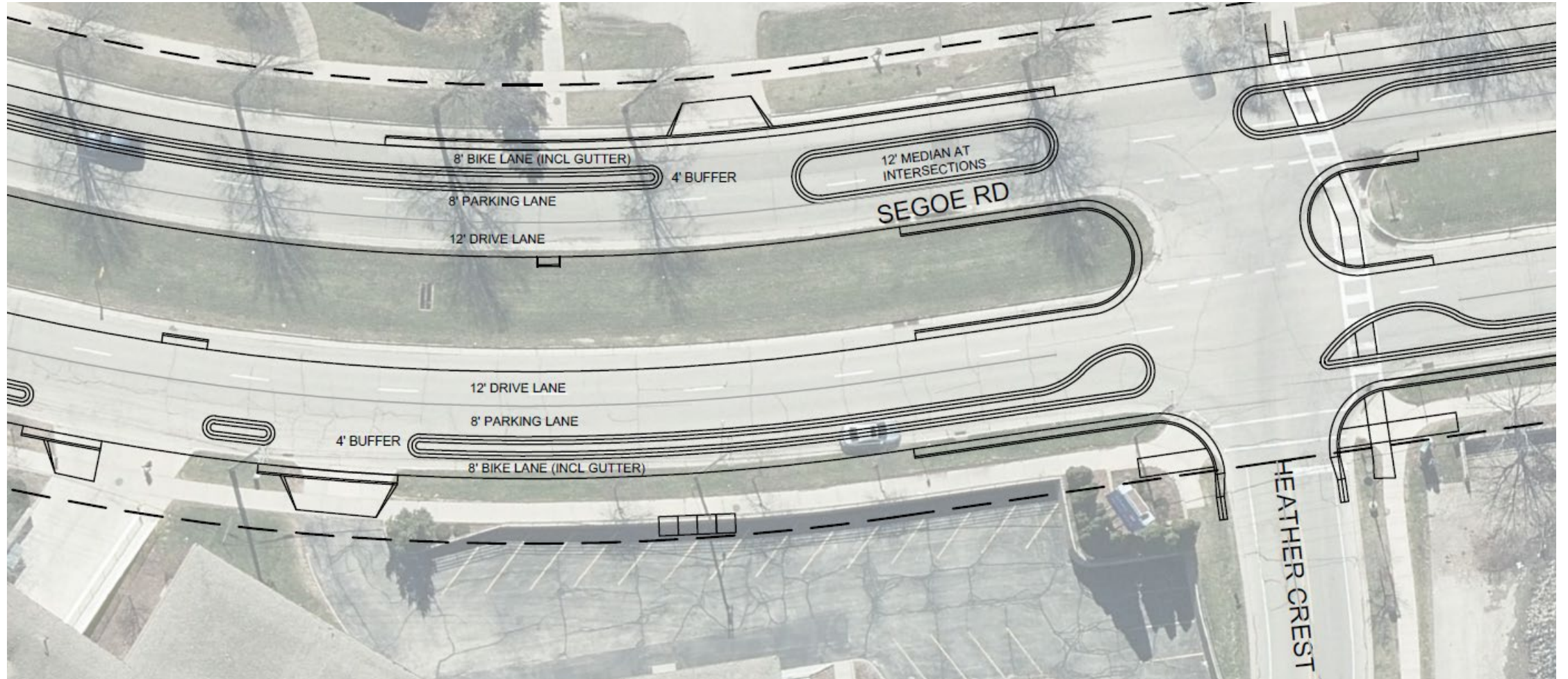
Proposed Street Redesign – Segoe Rd Option B



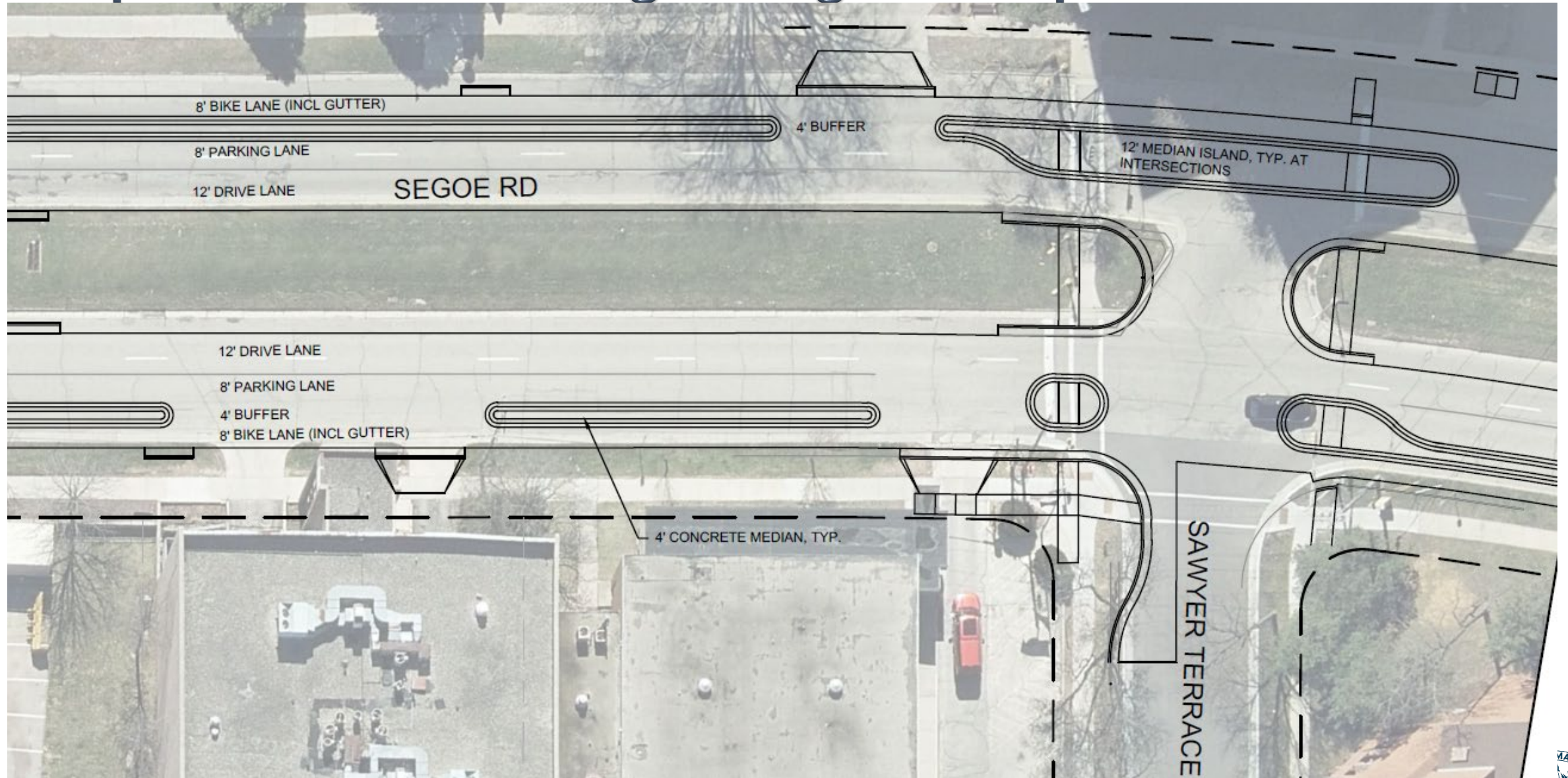
Proposed Street Redesign – Segoe Rd Option B



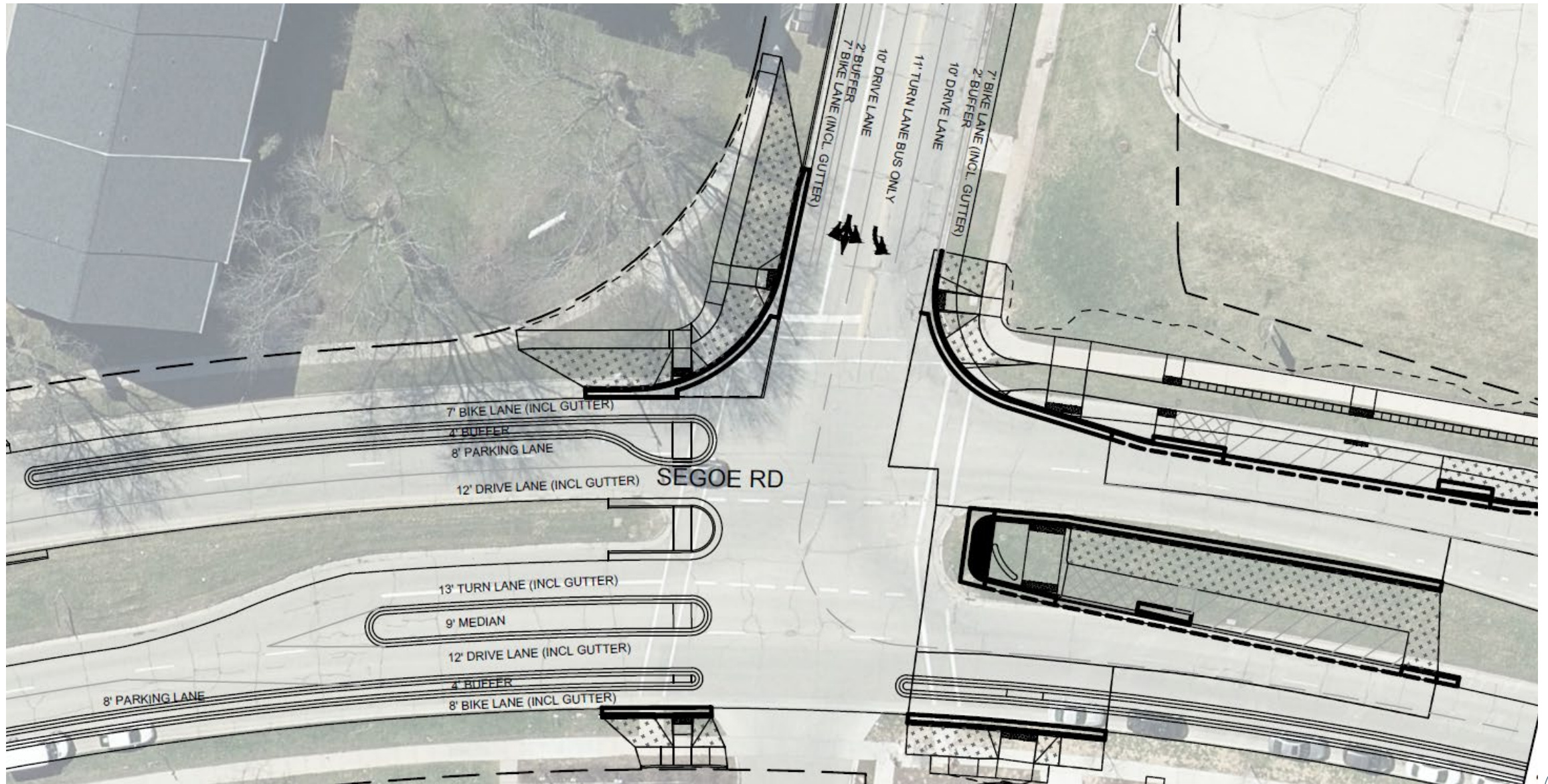
Proposed Street Redesign – Segoe Rd Option B



Proposed Street Redesign – Segoe Rd Option B



Proposed Street Redesign – Segoe Rd (at Sheboygan) Option B



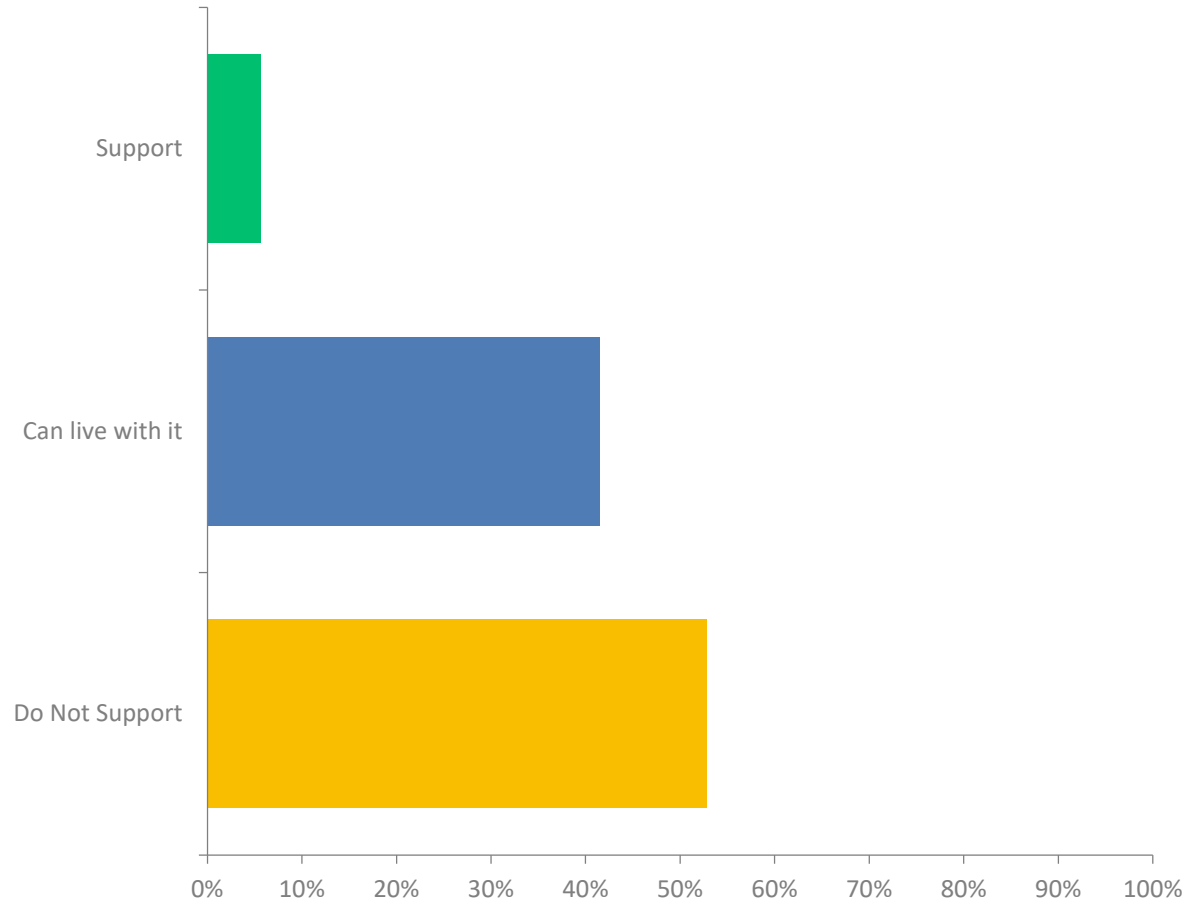


Crossing on Segoe Rd at Heather Crest: Adults needed to stand in the road and stop traffic to allow children to cross

Proposed Street Redesign – Segoe Rd

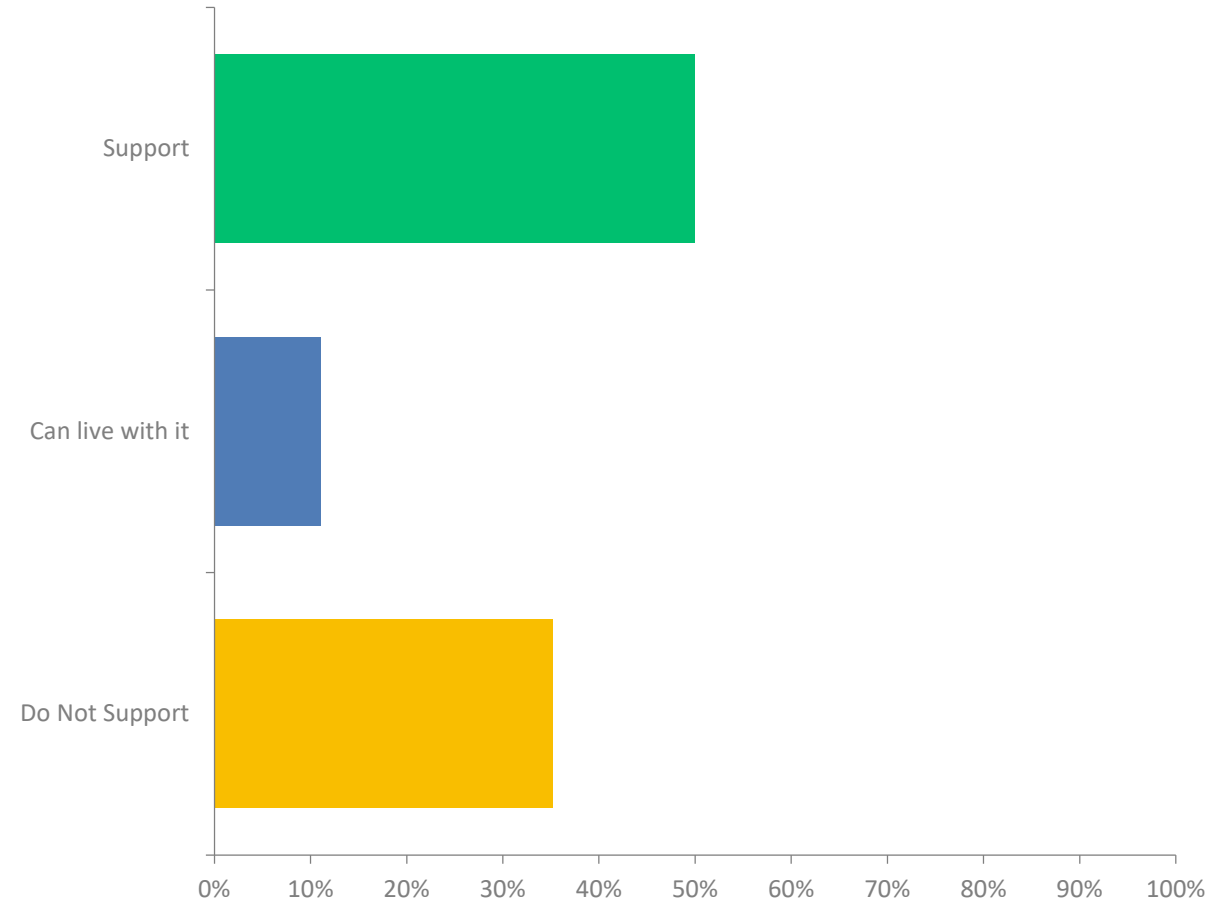
Preliminary Questionnaire Results

Option A



53 respondents

Option B



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Contact Information & Resources

▶ Engineering

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- Project Manager, Andrew Zwiieg, 266-9219, azwieg@cityofmadison.com
- Public Information Officer, Hannah Mohelnitzky, 669-3560, hmohelnitzky@cityofmadison.com

▶ Traffic Engineering

- Alexandra Heinritz, Traffic Engineer, 267-1102, aheinritz@cityofmadison.com

▶ Project Website: <https://www.cityofmadison.com/engineering/projects/sheboygan-segoe-redesign>

- Sign-up for project email updates on the website

▶ Facebook – City of Madison Engineering

▶ Twitter – @MadisonEngr

▶ Everyday Engineering Podcast – search “Everyday Engineering” on Apple iTunes or GooglePlay