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April 8, 2009

TO: Residents, property owners, business operators and other stakeholders interested in recommended improvements to US Highway 18 in the cities of Waukesha and Brookfield, the Town of Brookfield, and the Village of Elm Grove:

Dear Stakeholder,

The Wisconsin Department of Transportation (WisDOT) is preparing a plan to resurface US Highway 18 (Moreland Boulevard and Bluemound Road) between Manhattan Drive in the City of Waukesha and 124th Street in the Village of Elm Grove. As part of the pavement resurfacing, numerous safety and operational improvements are recommended. Noteworthy improvements include the closing of several driveways, adjusting local street connections, improving intersections, modifying medians and re-configuring turn lanes. Our goal is to restore the pavement, reduce the likelihood of collisions and keep traffic flowing safely and efficiently along US 18.

Many of the recommended improvements are illustrated in this newsletter, although it is not possible to highlight all of them in this newsletter. To view large scale and detailed displays and learn about the proposed improvements, you are invited to attend a public information meeting, April 22, at Swanson School. The meeting will be conducted in an open-house format with representatives from WisDOT available to answer questions, respond to concerns and hear feedback on the recommendations.

Public Information Meeting for US 18 proposed improvements
Wednesday, April 22, 2009
4:30 – 7 p.m.
Swanson Elementary School Gymnasium
305 North Calhoun Road
Brookfield

This meeting is the third in a series of US 18 public meetings designed to involve stakeholders in the decision making process. It provides the final opportunity to voice your views before the team proceeds from the planning stage to the engineering phase of the project and final plans are developed. If you cannot attend the meeting but would like to learn more about the proposed improvements, you may contact me by phone or e-mail at the numbers listed above, or view more detailed plans online at the project web site: <http://www.dot.wisconsin.gov/projects/us18bluemoundmoreland/index.htm>

Please join us at the meeting and provide your input.

Sincerely,

Bruce Barnes
Project Manager

US 18 proposed improvements include major access changes

The following access management background information is provided for you to understand:

- Why the Wisconsin Department of Transportation is proposing these changes.
- How these changes could impact your daily travel patterns.
- How these changes may impact your business.

BALANCING ACCESS AND MOBILITY

Roads serve two primary functions:
• Mobility—the efficient movement of people and goods; and
• Access—getting people and goods to and from specific properties.

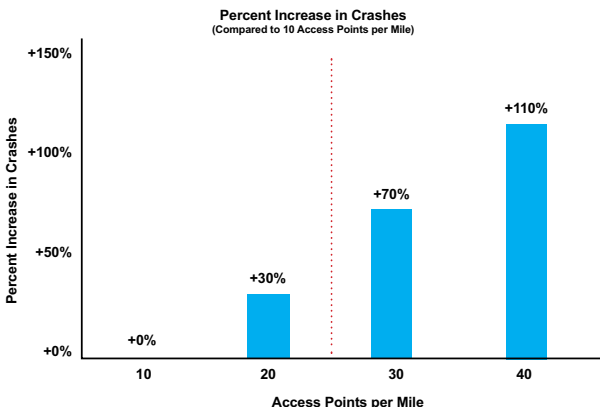
These purposes are in direct conflict with one another—a roadway cannot provide unlimited access and still maintain a high level of mobility. An efficient and safe transportation network includes a mix of roadway types along the mobility-access spectrum. As a major arterial roadway, **mobility is US 18's primary function.**

Major arterial roadways should have limited access to local streets and driveways.

ACCESS MANAGEMENT BENEFITS

Some of the significant benefits of access management include:
• Preserving operational safety, capacity and efficiency;
• Protecting public investment from a possible need to expand the roadway;
• Minimizing maintenance costs;
• Promoting sustainable development.

A four lane roadway with limited access provides equal capacity as a six lane roadway with unrestricted access.



Safety

National studies consistently show access managed arterials are typically 40-50% safer. Access management improves safety by separating and limiting access points and reducing the number of conflict points. Each conflict point is a predictor of a potential crash.

Access management not only reduces the frequency of crashes at its inception, it also minimizes the risk of future crashes.

Public Involvement Opportunities

Don't miss the April 22, 2009, public information meeting and your opportunity to provide feedback on plans developed as part of the US 18 resurfacing and safety improvements project.

All stakeholder comments will be considered by WisDOT as the planning and engineering work continues and final plans are developed.

Your feedback allows WisDOT to work with the community to identify issues and concerns and to explore solutions.

The schedule at right provides a the projects current schedule and list of future public meetings.

PLANNING

- April 23, 2008** Provided information to public on proposed project
- Sept. 24, 2008** Presented initial plans and invited feedback from the public
- April 2009** Present preferred alternatives with opportunity for feedback from the public

ENGINEERING

- May 2010** Present final plan for US 18 East Segment (between Moorland Road and 124th Street) with focus on traffic handling and business access during construction.
- March 2011** Present final plan for US 18 Center Segment & West Segment (between Manhattan Drive and Moorland Road) with focus on traffic handling and business access during construction.

PRECONSTRUCTION

- March 2011** Provide preconstruction information for US 18 East Segment (between Moorland Road and 124th Street)
- March 2012** Provide preconstruction information for US 18 Center Segment (between I-94 and Moorland Road)
- March 2013** Provide preconstruction information for US 18 West Segment (between Manhattan Drive and I-94)

US 18 proposed improvements include major access changes – continued

Business Impacts

WisDOT understands good access is important to your business. WisDOT also recognizes access management improvements are typically not a detriment to businesses, as shown in the following studies:

- In Minnesota, businesses along managed highways showed consistently higher growth in retail sales than along unmanaged corridors;
- In Iowa and Florida, at least 80% of impacted businesses reported sales at least as high as before the access management project;
- A Texas study showed corridors with access management improvements experienced an 18% increase in property value after construction;
- Texas and Florida business owners reported the actual impacts were significantly less than they had anticipated.

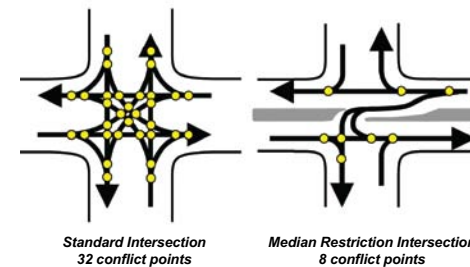
Why not signalize all the median openings?

Placing additional signals along arterials results in additional delays and often additional crashes as well.

Median restrictions significantly reduce the number of conflict points and potential for crashes.

ACCESS MANAGEMENT SURVEYS HAVE FOUND:

- 78% of customers felt safer
- 84% of customers felt traffic moved better
- 90% of truck operators felt access management improved safety





- 1 Driveway Closures / Relocations
- 2 Median Modifications (US 18 & Side roads)
- 3 Intersection Improvements

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- 3 Intersection Improvements
- 4 Local Street Adjustments
- 5 New Interstate Connection
- 6 Cross Access Pursuit

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- 3 Intersection Improvements
- 4 Local Street Adjustments

WEST SEGMENT – MANHATTAN DR TO I-94 :: YEAR 2013 CONSTRUCTION

This two-mile segment of US 18 is lined with retail and service businesses. It lies within the City of Waukesha and the Town of Brookfield. The area between I-94 and Main Street has more than triple the statewide crash average and the area between Main Street and Manhattan Drive has more than double the statewide crash average. The design phase of the project will continue into 2010 and construction is currently scheduled for 2013.

* 2006 Urban Street Statewide Average Crash Rate = 237 (crashes per 100 million vehicle miles)

CENTER SEGMENT – I-94 TO MOORLAND RD :: YEAR 2012 CONSTRUCTION

This three-mile segment of US 18 is lined with retail and service businesses. It lies in both the City of Brookfield and the Town of Brookfield jurisdictions. The area between Moorland Road and Calhoun Road has more than triple the statewide crash average and the area between Calhoun Road and I-94 has more than double the statewide crash average. The design phase of the project will continue into 2010 and construction is currently scheduled for 2012.

* 2006 Urban Street Statewide Average Crash Rate = 237 (crashes per 100 million vehicle miles)

EAST SEGMENT – EAST OF MOORLAND RD TO 124TH ST :: YEAR 2011 CONSTRUCTION

This two-mile segment of US 18 is characterized by residential developments, offices, and local retail. The Village of Elm Grove lies to the north and the City of Brookfield lies to the south. The area between Sunnyslope Road and 124th Street exceeds the statewide crash average. The design phase of the project will continue into 2010 and construction is currently scheduled for 2011. The construction will be coordinated with another WisDOT project east of 124th Street in Wauwatosa.

* 2006 Urban Street Statewide Average Crash Rate = 237 (crashes per 100 million vehicle miles)



US18 MORELAND BLVD. & BLUEMOUND RD.

MANAGING CONSTRUCTION MINIMIZING DISRUPTION

Many of the recommended improvements are noted above, although it is not possible to show them all here or to provide detail in this large mapped area. To view large scale and detailed displays, and to learn about all of the proposed improvements, YOU ARE INVITED TO ATTEND THE PUBLIC INFORMATION MEETING, APRIL 22, AT SWANSON SCHOOL. Plans are also available online at: <http://www.dot.wisconsin.gov/projects/us18bluemoundmoreland/index.htm>