

## Why is WIS 100 important?

**It serves a large number of people, jobs, and businesses.**



**76,000** people

Approximately 4% of people who live within the 7-county region live within one mile of the State Highway 100 project.



**75,000** jobs

Approximately 8% of jobs within the 7-county region are located within one mile of the State Highway 100 project.

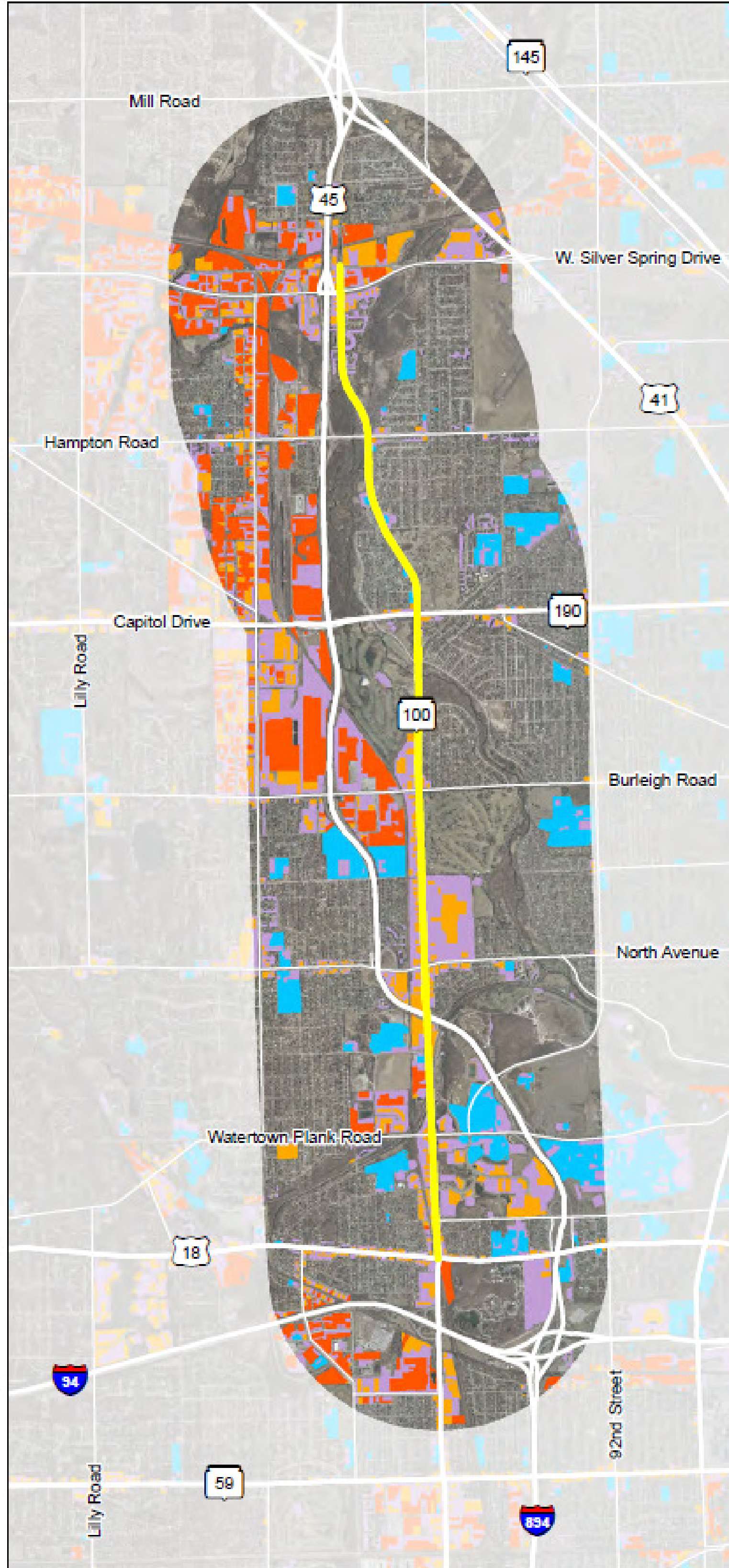


**2,600** businesses

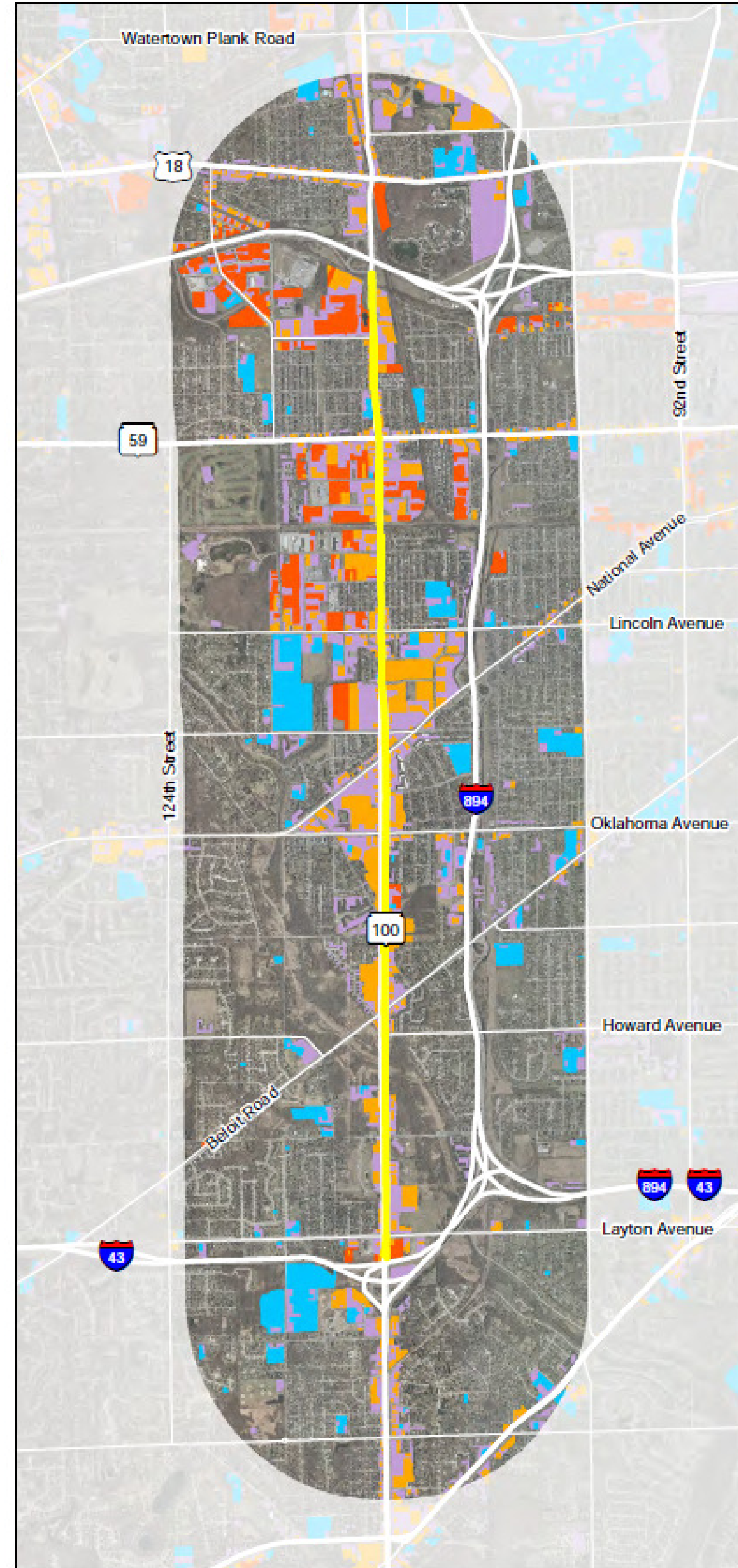
Over 6% of businesses within the 7-county region are located within one mile of the State Highway 100 project.

## Why is WIS 100 important? It connects employment centers.

### North Section Employment Centers



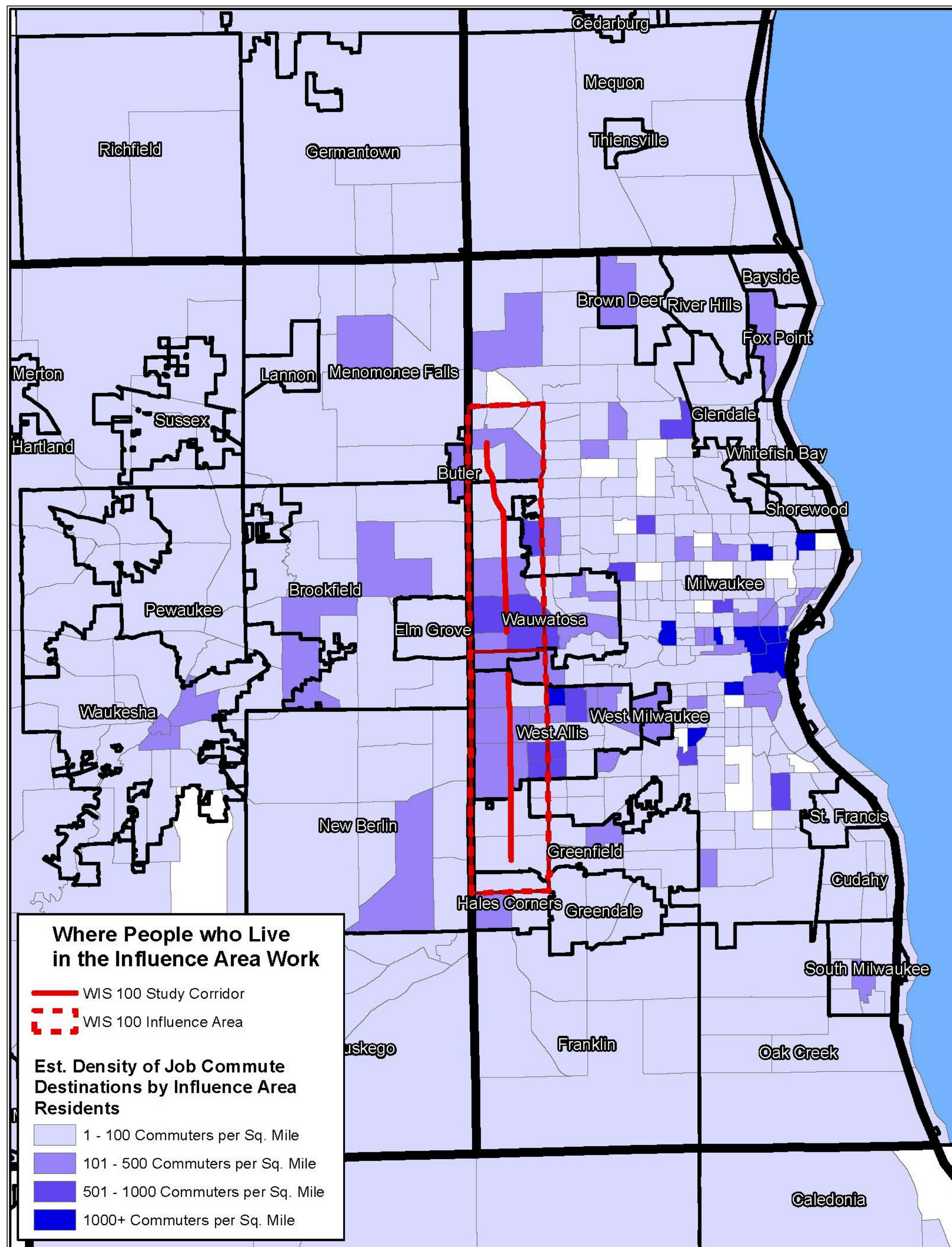
### South Section Employment Centers



- Approximately 46,000 people work in the North Section
- 96% commute from outside of the North Section



- Approximately 29,000 people work in the South Section
- 94% commute from outside of the South Section



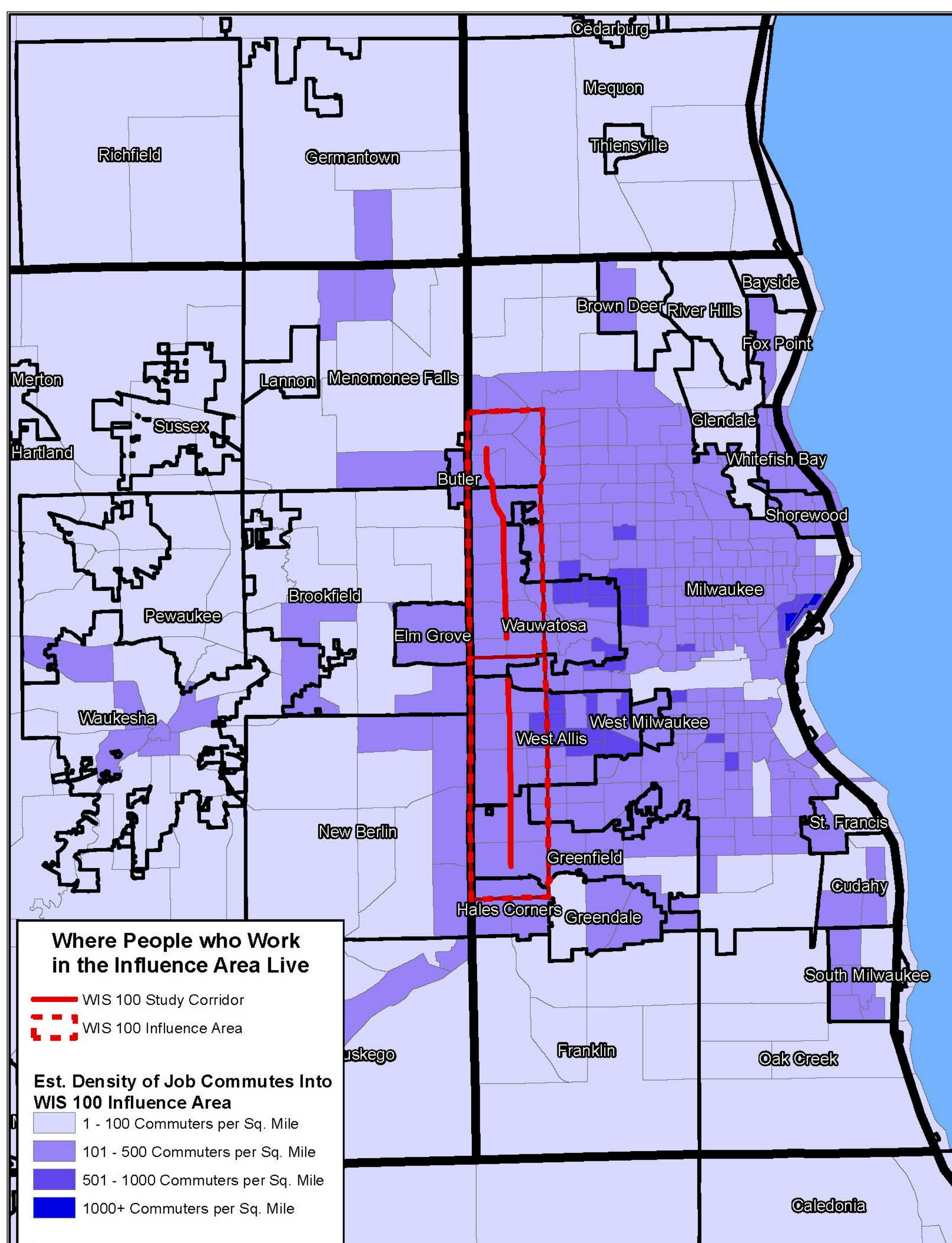
### Out-Commuting

Of the 37,000 employed people who live within one mile of the WIS 100 study corridor:

- 86% work outside of the area
- 14% work in the area

Modes of transportation used to get to work:

- 85.8% drive alone
- 7.7% carpool
- 2.3% use mass transit
- 4.2% other



### In-Commuting

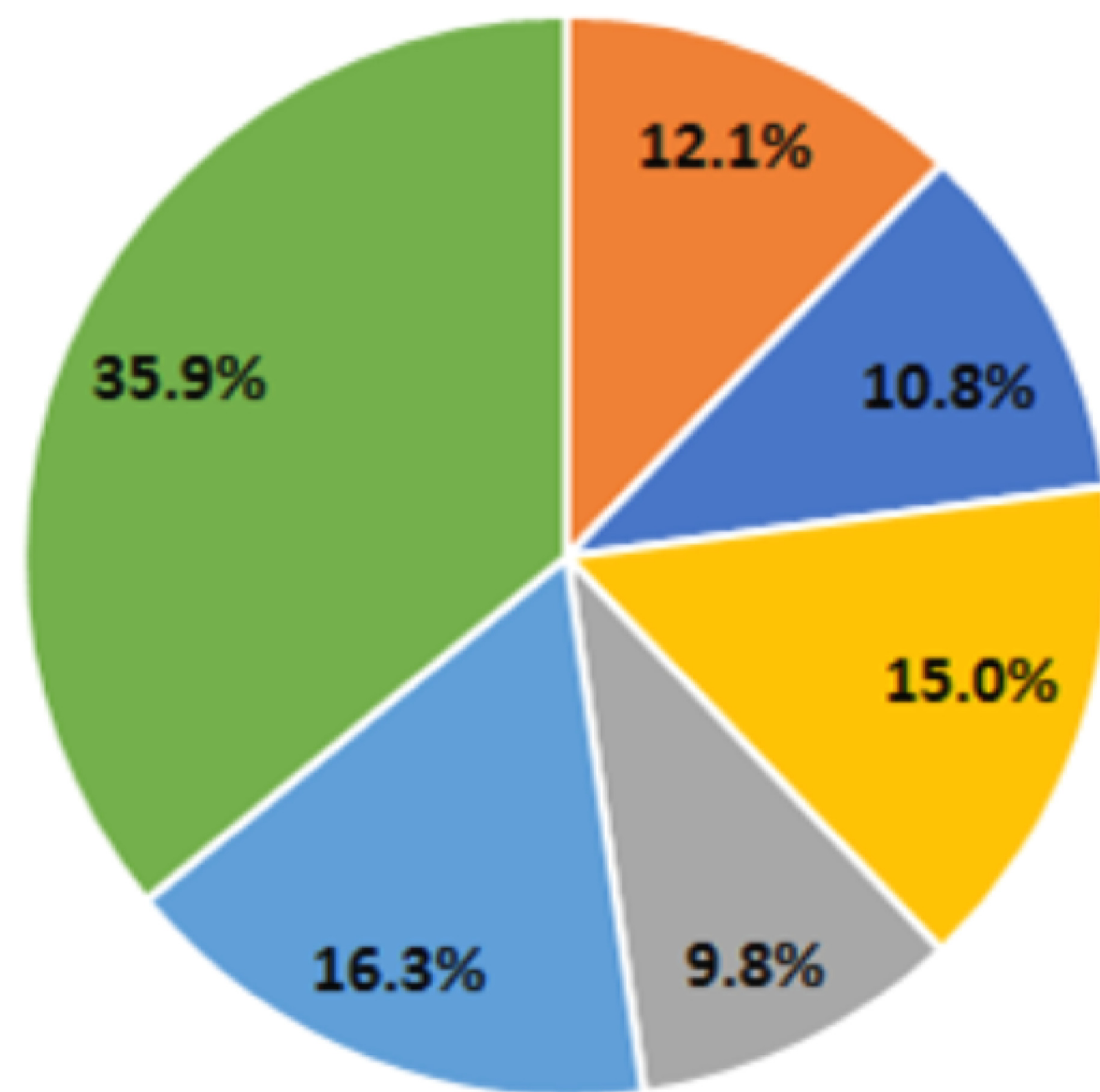
Of the 75,000 people who work within one mile of the WIS 100 corridor:

- 93% live outside of the area
- 7% live in the area

Sources: U.S. Census Bureau, OnTheMap Application, <http://lehdmap.ces.census.gov>; U.S. Census Bureau, 2007-2011 American Community Survey

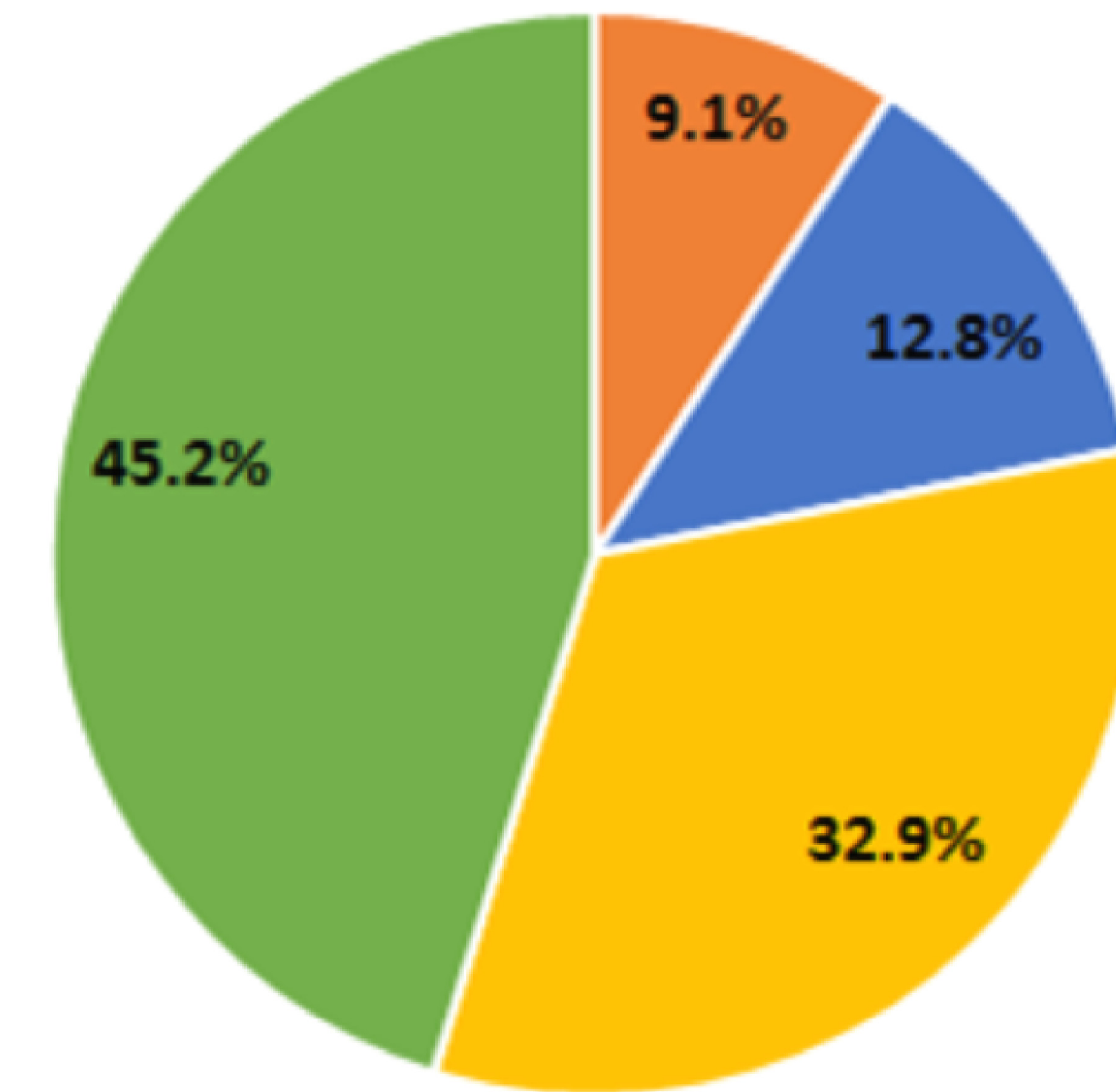
### Major Employment Industries within One Mile of WIS 100

North Section - Major Industries by Employment Share



- Administration & Support
- Health Care and Social Assistance
- Educational Services
- Retail Trade
- Manufacturing
- Other

South Section - Major Industries by Employment Share



- Administration & Support
- Health Care and Social Assistance
- Retail Trade
- Other

Examples of other industries include: accommodation and food services, educational services, manufacturing, professional and technical services, and wholesale trade.

# Regional Retail Destination

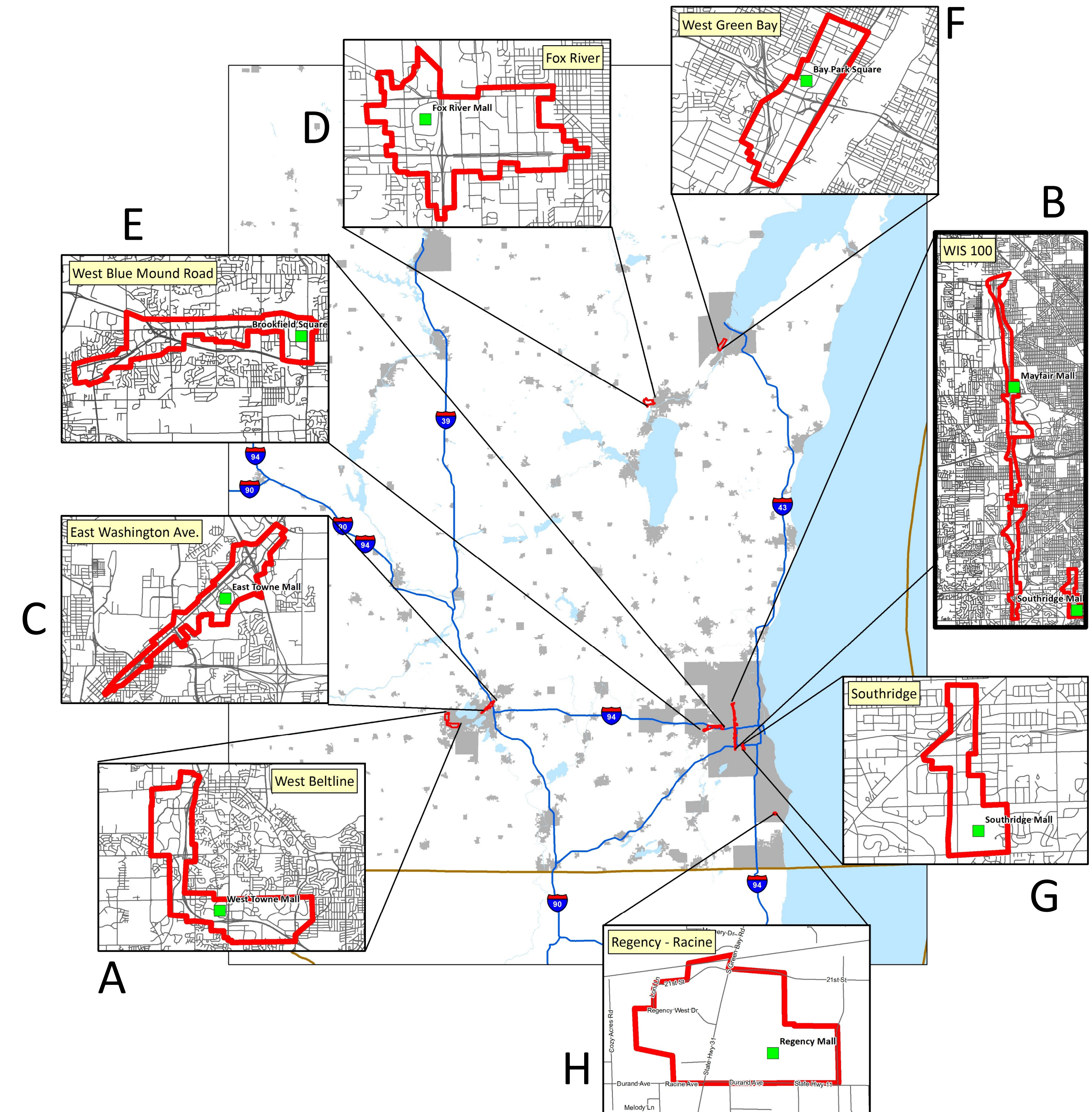
WIS 100 - Layton Avenue to Silver Spring Drive

## WIS 100 is a retail destination of statewide importance

Major Commercial Corridors with Enclosed Shopping Malls in Wisconsin

	County	Corridor Name	Corridor Estimated Annual Retail, Food & Drink, Sales	Corridor Area (Square Miles)	Enclosed Mall	Mall Gross Leasable Area (Square Feet)	Estimated Number of Stores
<b>A</b>	Dane	West Beltline - Madison	\$789,391,758	4.48	West Towne Mall	1,158,620	110
<b>B</b>	Milwaukee	<b>WIS 100</b>	<b>\$669,576,868 (2nd)</b>	<b>3.64 (2nd)</b>	<b>Mayfair Mall</b>	<b>1,069,593 (5th)</b>	<b>180 (1st - tie)</b>
<b>C</b>	Dane	East Washington - Madison	\$598,289,177	1.76	East Towne Mall	1,058,460	115
<b>D</b>	Outagamie	Fox River - Appleton	\$586,224,295	2.93	Fox River Mall	1,227,317	180
<b>E</b>	Waukesha	West Blue Mound Rd - Brookfield	\$532,221,904	3.19	Brookfield Square	1,110,911	100
<b>F</b>	Brown	West Green Bay - Green Bay	\$314,305,329	2.69	Bay Park Square	771,293	100
<b>G</b>	Milwaukee	Southridge - Greendale	\$288,138,063	0.67	Southridge Mall	1,230,114	125
<b>H</b>	Racine	Regency - Racine	\$46,883,122	0.41	Regency Mall	1,040,490	100

Sources: ESRI Business Analyst, Dun & Bradstreet, Malls and Outlets



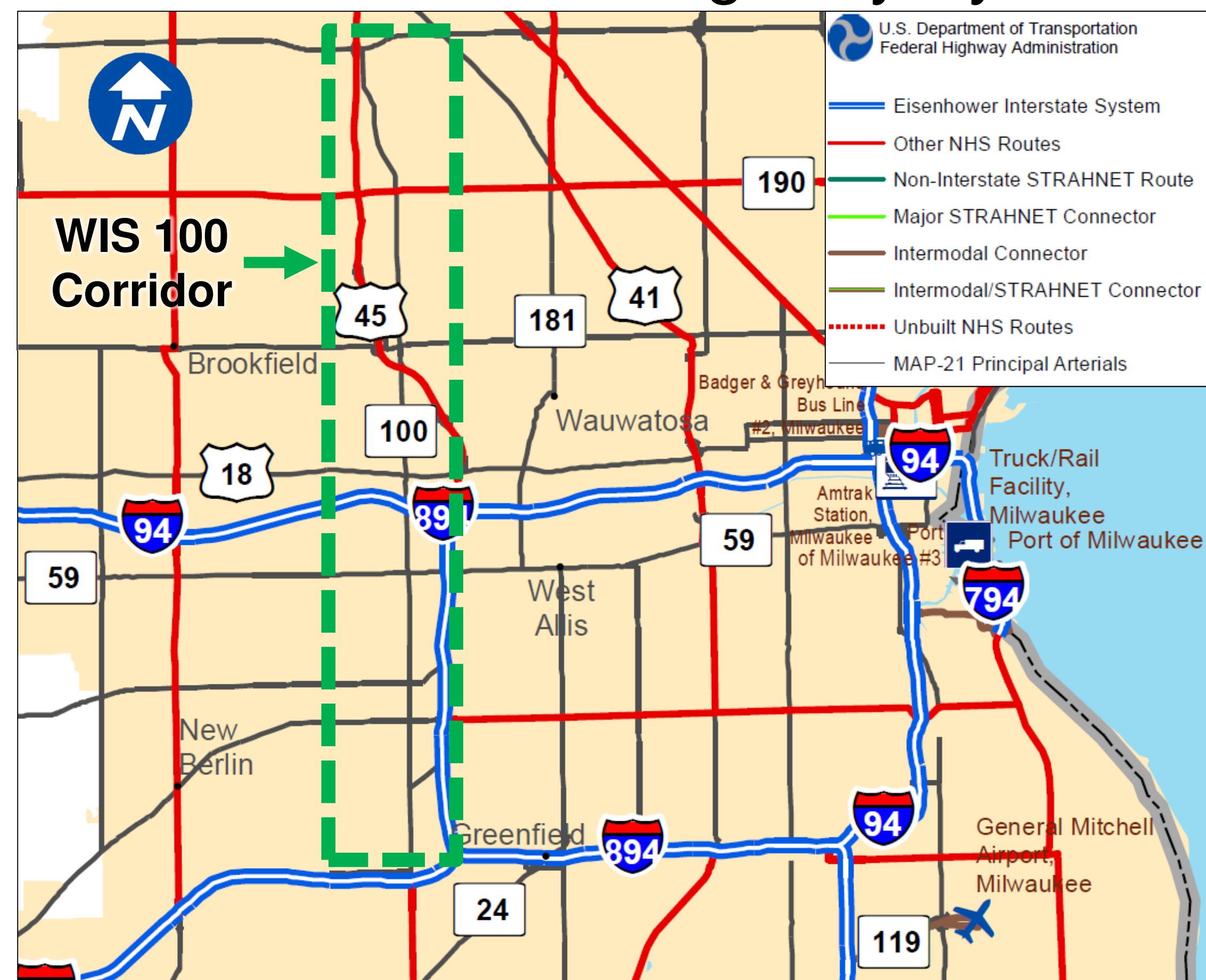
- The WIS 100 corridor is the second-largest commercial corridor in Wisconsin in terms of retail sales volume and area.
- Mayfair Mall has the largest estimated number of stores and is the fifth-largest mall in Wisconsin by gross leasable area.

## Why is WIS 100 important? It has key functions.

**1. WIS 100 is classified as a Principal Arterial and is part of the National Highway System (NHS).**

The NHS includes the Interstate Highway System as well as other roads that have been identified as important to the nation's economy, defense, and mobility.

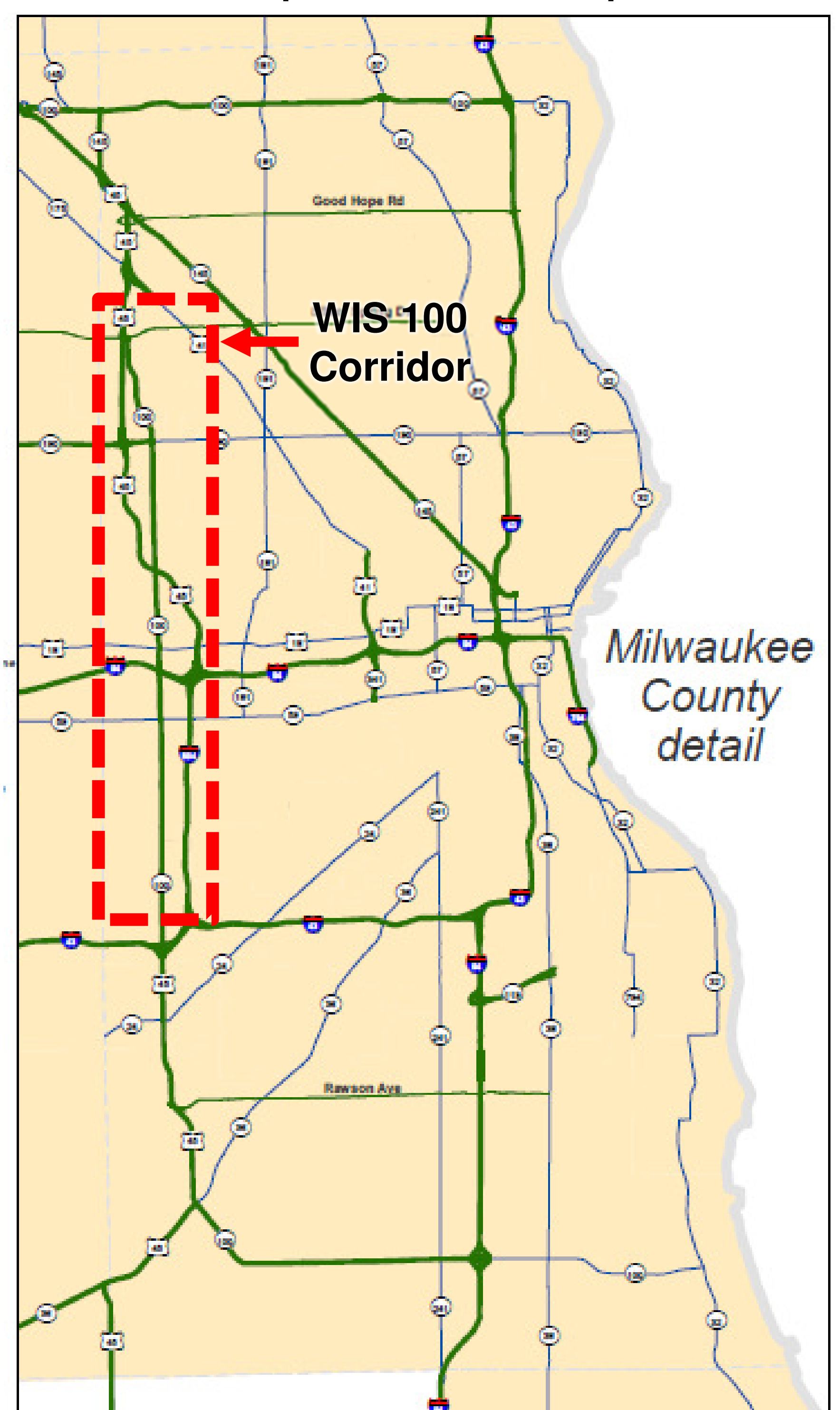
MAP-21 National Highway System



**2. WIS 100 is a State-Designated Long Truck Route.**

The State-Designated Long Truck Route system includes roads that have been identified as important to support the state's economic development and growth.

Wisconsin Long Truck Operators Map



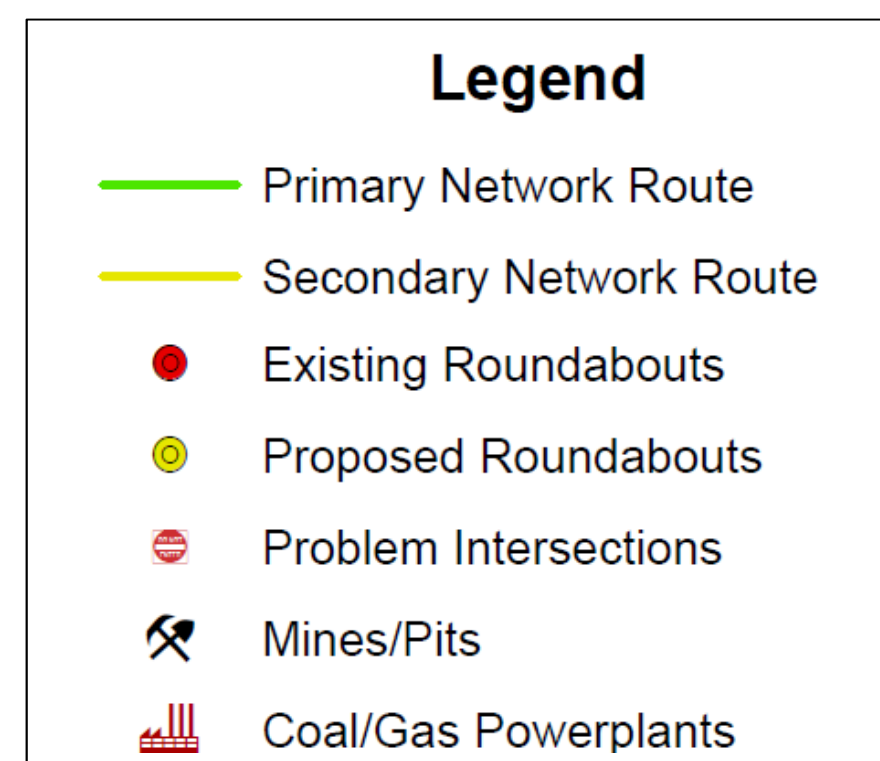
**Legend**

- DESIGNATED LONG TRUCK ROUTE
- 75' Restricted Truck Route (53' trailer, 43' king pin to rear axle, no double bottoms)
- 65' Restricted Truck Route (48' trailer, no double bottoms)
- ▲ Rest Area

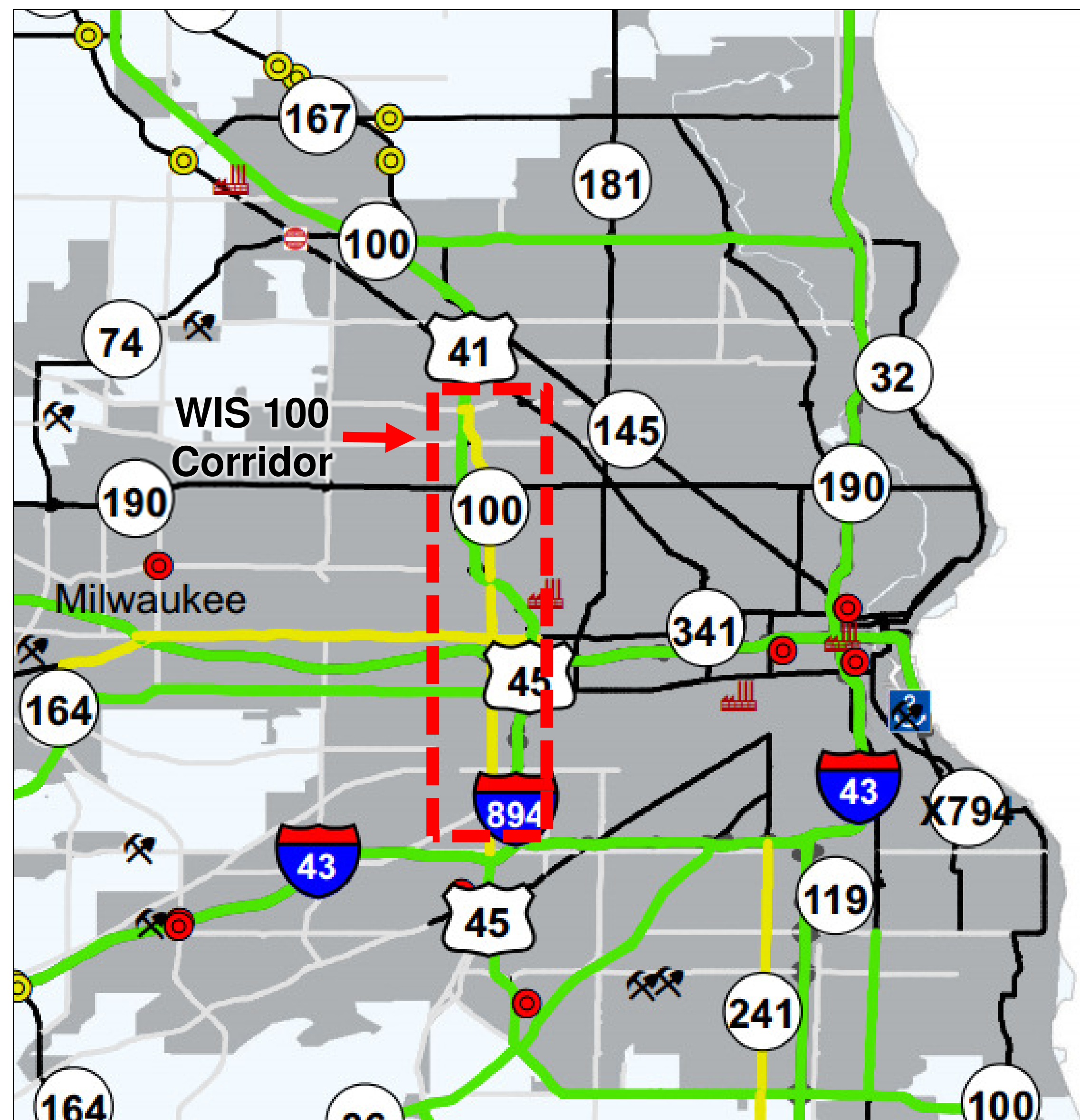
## Why is WIS 100 important? It has key functions.

### 3. *WIS 100 is part of the state's Freight Network of Oversize Overweight (OSOW) routes.*

The OSOW network includes roadways that have been identified as important to the mobility of goods for commerce in the state.



OSOW Freight Network

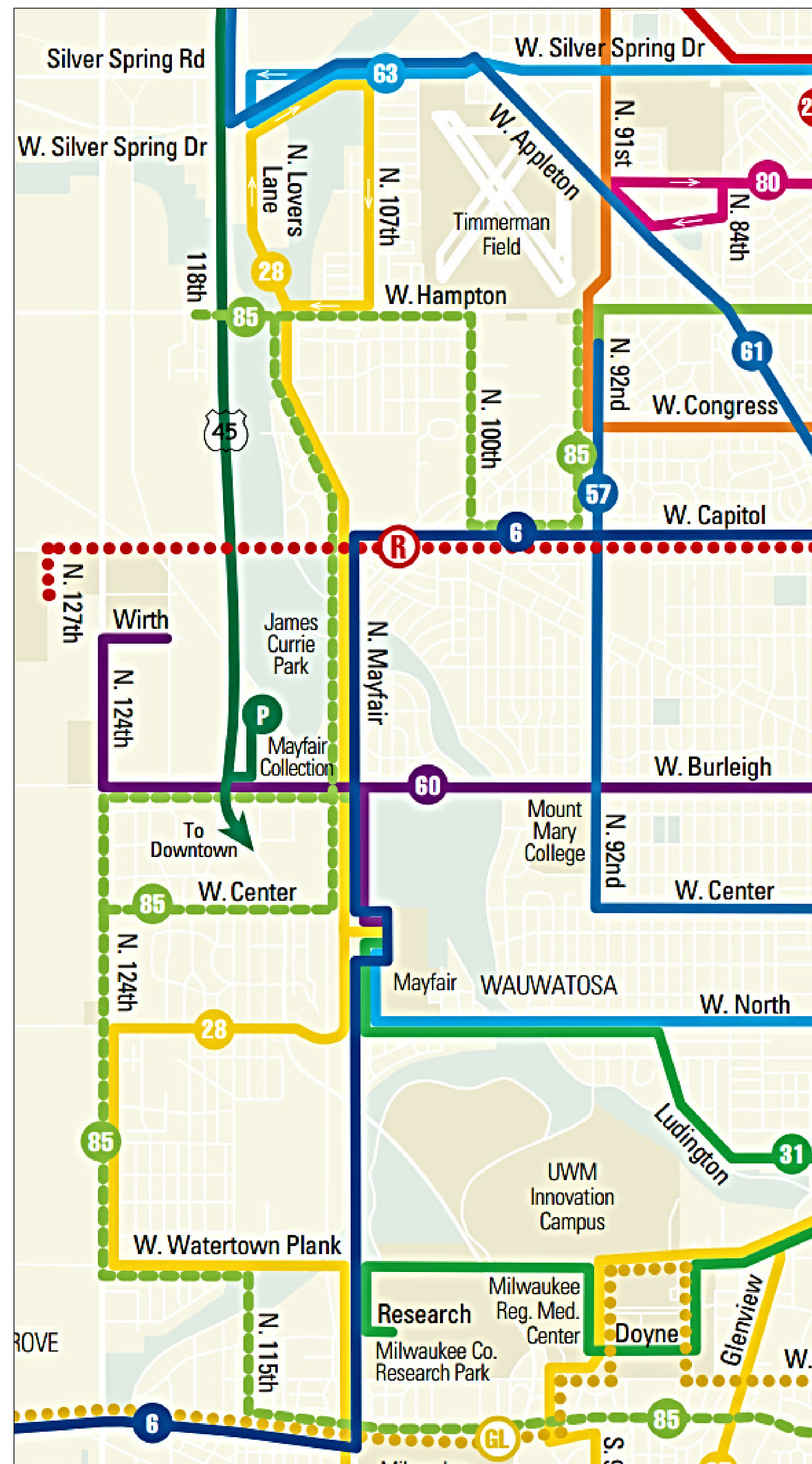


### 4. *WIS 100 is a retail destination corridor for the region.*

The WIS 100 corridor attracts retail customers from around the region in all major retail categories. The Mayfair Mall has the largest estimated number of stores in the state.



### MCTS Bus Routes in North Section



### 2 routes along WIS 100

- Route 28
  - 37 bus stops
- Route 6
  - Capitol Dr to Bluemound Rd
  - 7 bus stops



### 7 routes cross WIS 100

- Routes 21, 31, 85, 60, 61, 63, and Red Line
- 4 bus stops at intersections with WIS 100

### Ridership Data (Layton Ave to Silver Spring Dr)

- Along WIS 100
  - Route 28 – 678 passengers per day
  - Route 6 – Recently added, no data available
- Crossing WIS 100
  - All routes – 781 passengers per day



# Bicycle/Pedestrian Planning

North Section – Watertown Plank Road to Silver Spring Drive

## Bicycle/Pedestrian Travel in Wauwatosa

### City of Wauwatosa Bicycle and Pedestrian Facilities Plan, 2014

- Overall Goal: “Provide a clearly labeled, interconnected network of bicycle and pedestrian facilities that meets the transportation and recreational needs of Wauwatosa residents and visitors. The network should link neighborhoods, schools, parks, employment centers, commercial areas, and surrounding communities.”
- Proposes providing on-street bike accommodations on WIS 100 and shared use paths parallel to WIS 100.
- Proposes an overpass/underpass at the Menomonee River Parkway.

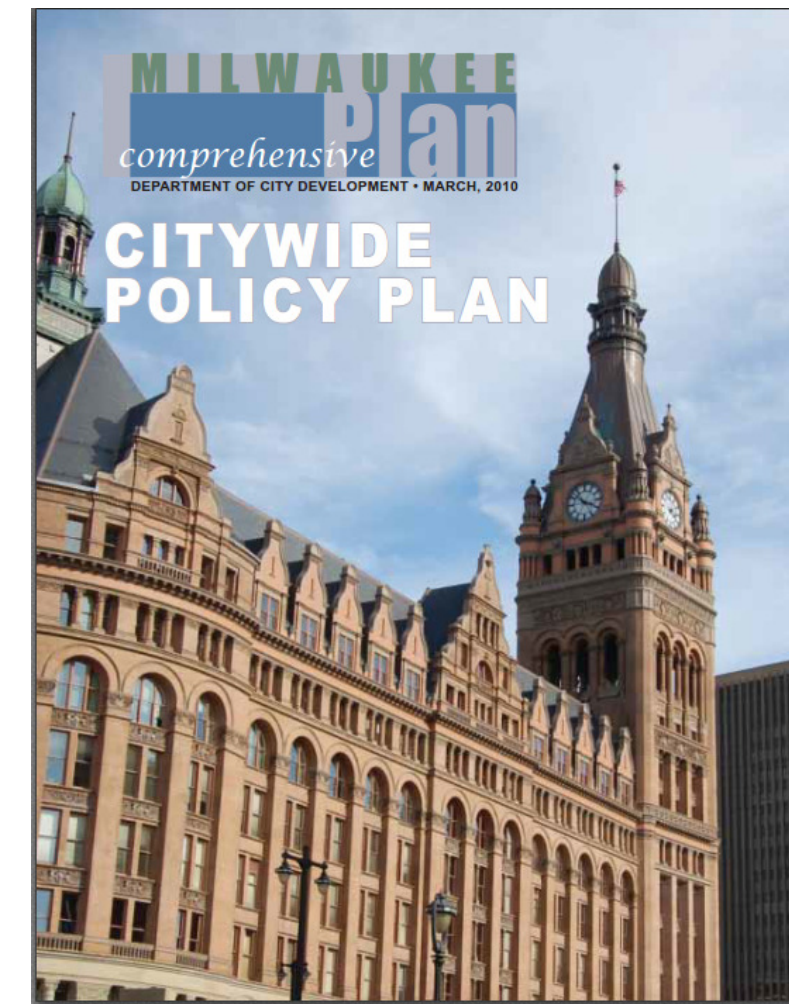
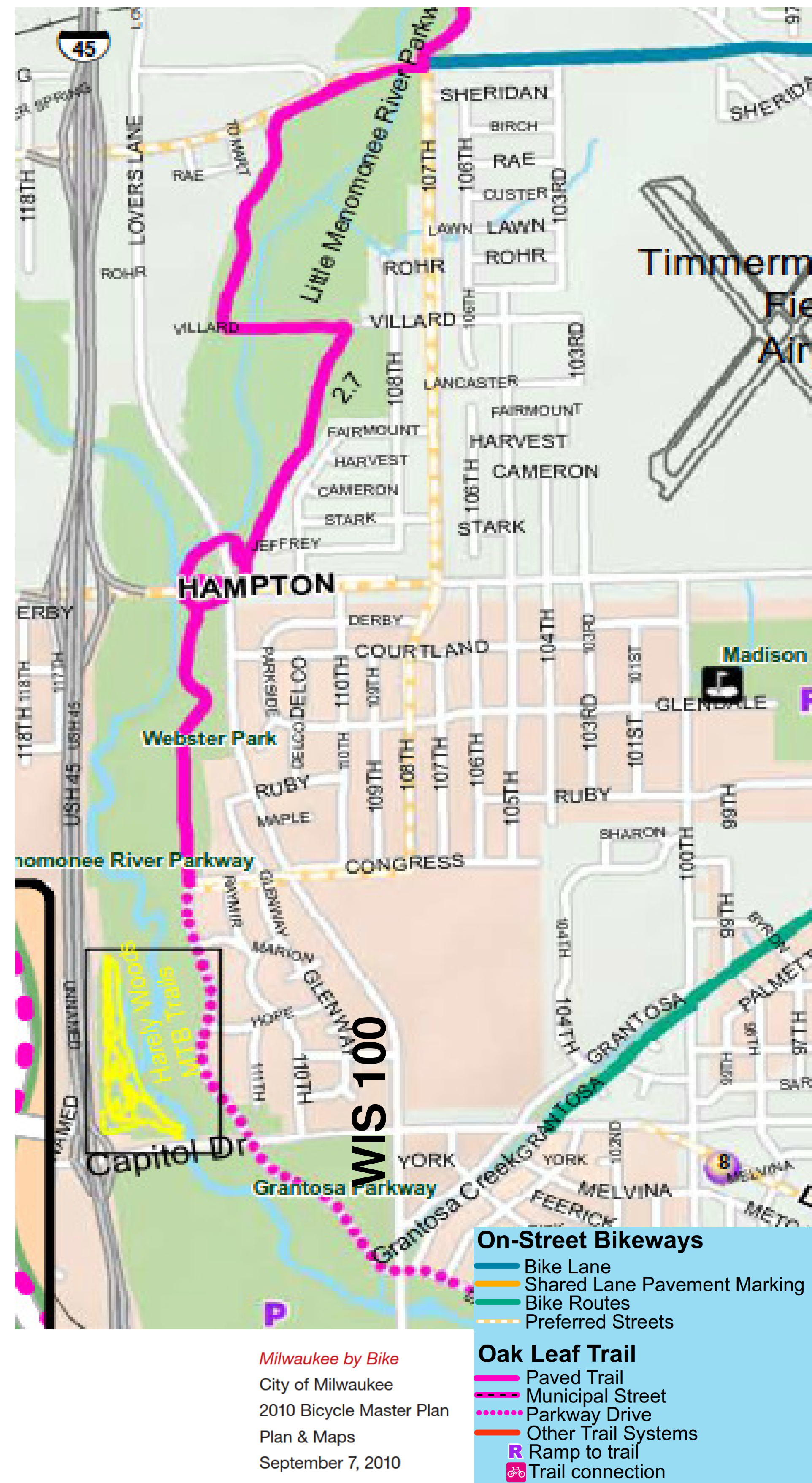


### Bublr Bikeshare

- Launched August 2014.
- 9 stations planned in Wauwatosa as part of Zoo Interchange project.
- 30 stations planned in Shorewood, Wauwatosa, and West Allis.
- 79 stations planned in Milwaukee County.

# Bicycle/Pedestrian Planning

North Section – Watertown Plank Road to Silver Spring Drive



## Bicycle/Pedestrian Travel in City of Milwaukee

### City of Milwaukee Comprehensive Plan, 2010

- Overall Vision: “Emphasis will be placed on moving people between destinations rather than moving automobiles. Streets will be designed for multiple transportation options.”



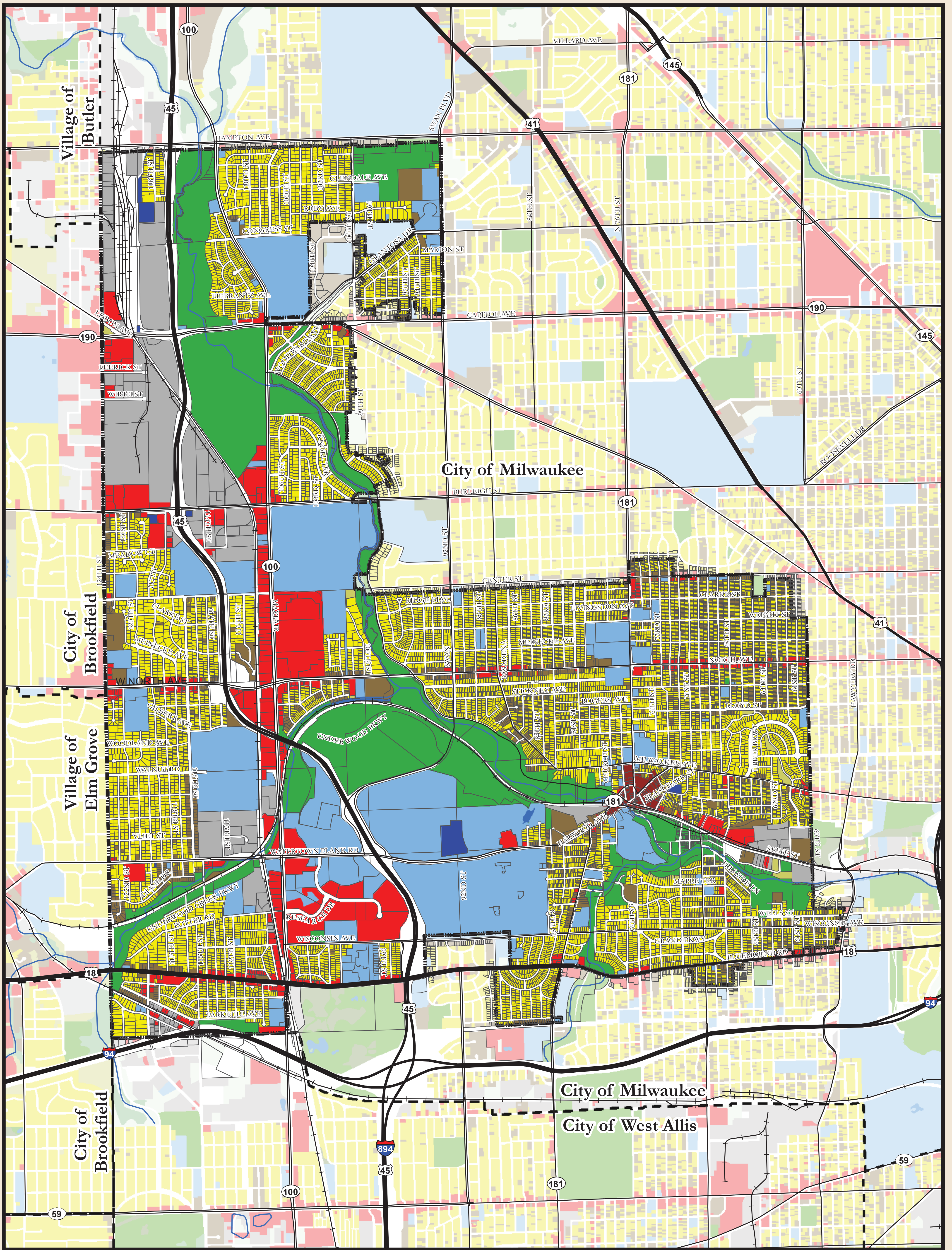
### Milwaukee County’s Oak Leaf Trail

- Parallel to WIS 100
- Two at-grade crossings of WIS 100
  - Hampton Avenue
  - Menomonee River Parkway



### Bublr Bikeshare

- Launched August 2014.
- 10 stations currently in City of Milwaukee.
- 30 additional stations planned in City of Milwaukee.
- 79 stations planned in Milwaukee County.



# City of Wauwatosa Comprehensive Plan

## Map 1.4 - 1: Existing Land Use

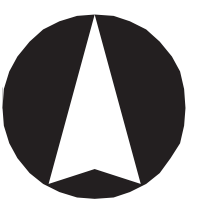
- City of Wauwatosa
- Other Municipal Boundaries
- Major Roads
- Secondary Roads
- Railroad
- Surface Water
- Right of Way
- Single-Family Residential
- Mixed Residential

- Commercial
- Downtown
- Industrial/Manufacturing
- Institutional
- Public Utilities
- Vacant
- Public Parks & Open Space

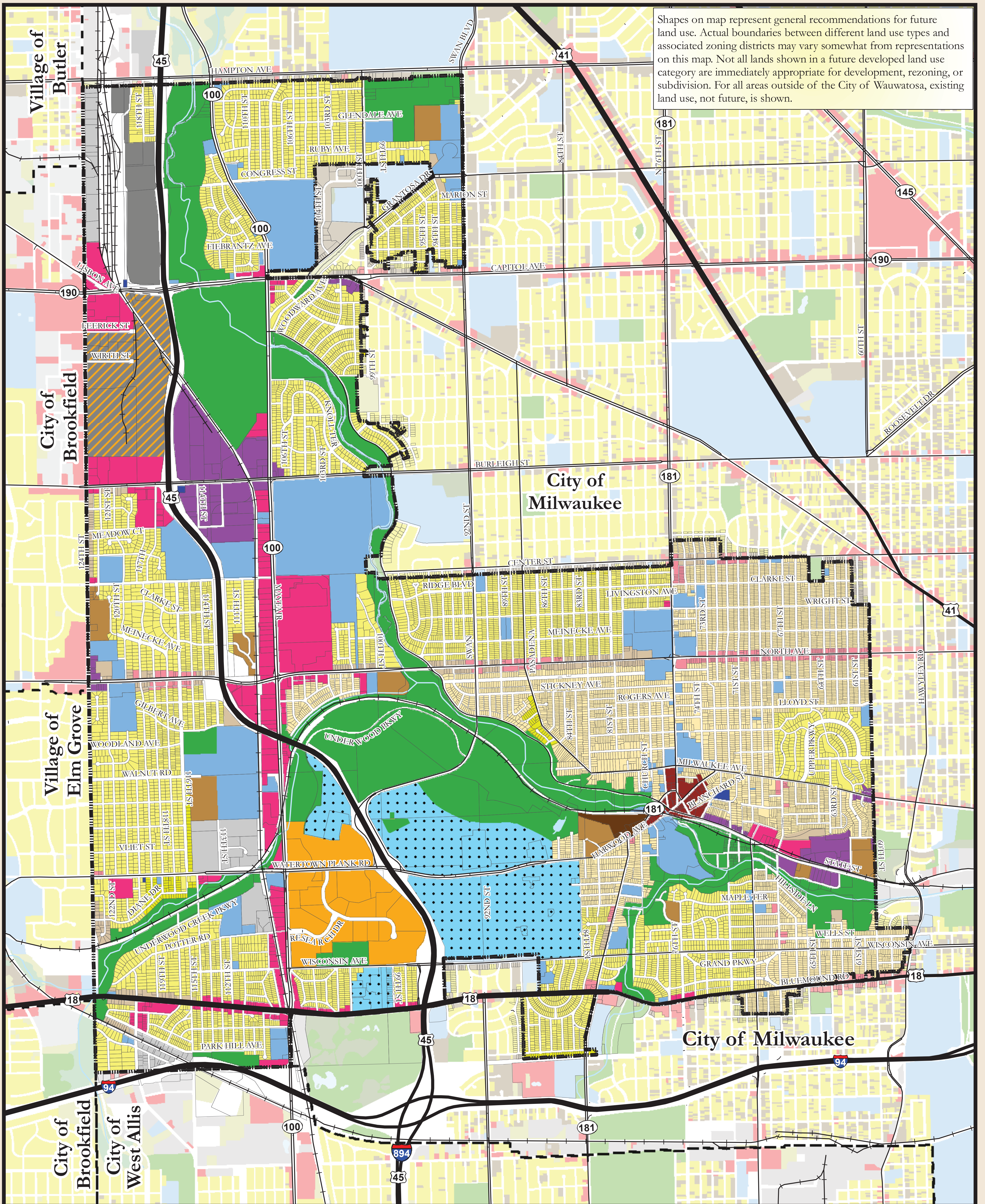
Date: December 16, 2008  
Source: Milwaukee County LIO,  
SEWRPC, Info USA, V&A



Vandewalle & Associates  
Planning - Creating - Rebuilding



Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision. For all areas outside of the City of Wauwatosa, existing land use, not future, is shown.



# City of Wauwatosa Comprehensive Plan

## Map 2.1 - 1: Future Land Use

- Wauwatosa Municipal Boundary
- Other Municipal Boundaries
- Parcels
- Major Roads
- Secondary Roads
- Railroad
- Surface Water

- Neighborhood Conservation
- Single Family Residential
- Two-Family/Townhouse Residential
- Mixed Residential-Moderate Density
- Mixed Residential-High Density
- Multi-Family-Urban Density
- Neighborhood Commercial
- Planned Commercial
- Downtown
- Planned Mixed Use
- Office Park
- Campus
- Institutional
- Public Utility
- Light Production
- General Production & Distribution
- Employment Area
- Public Parks & Open Space
- Right of Way

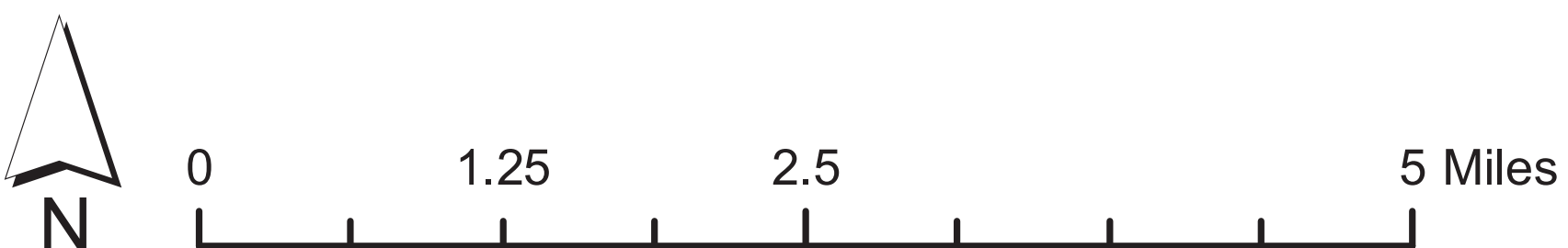
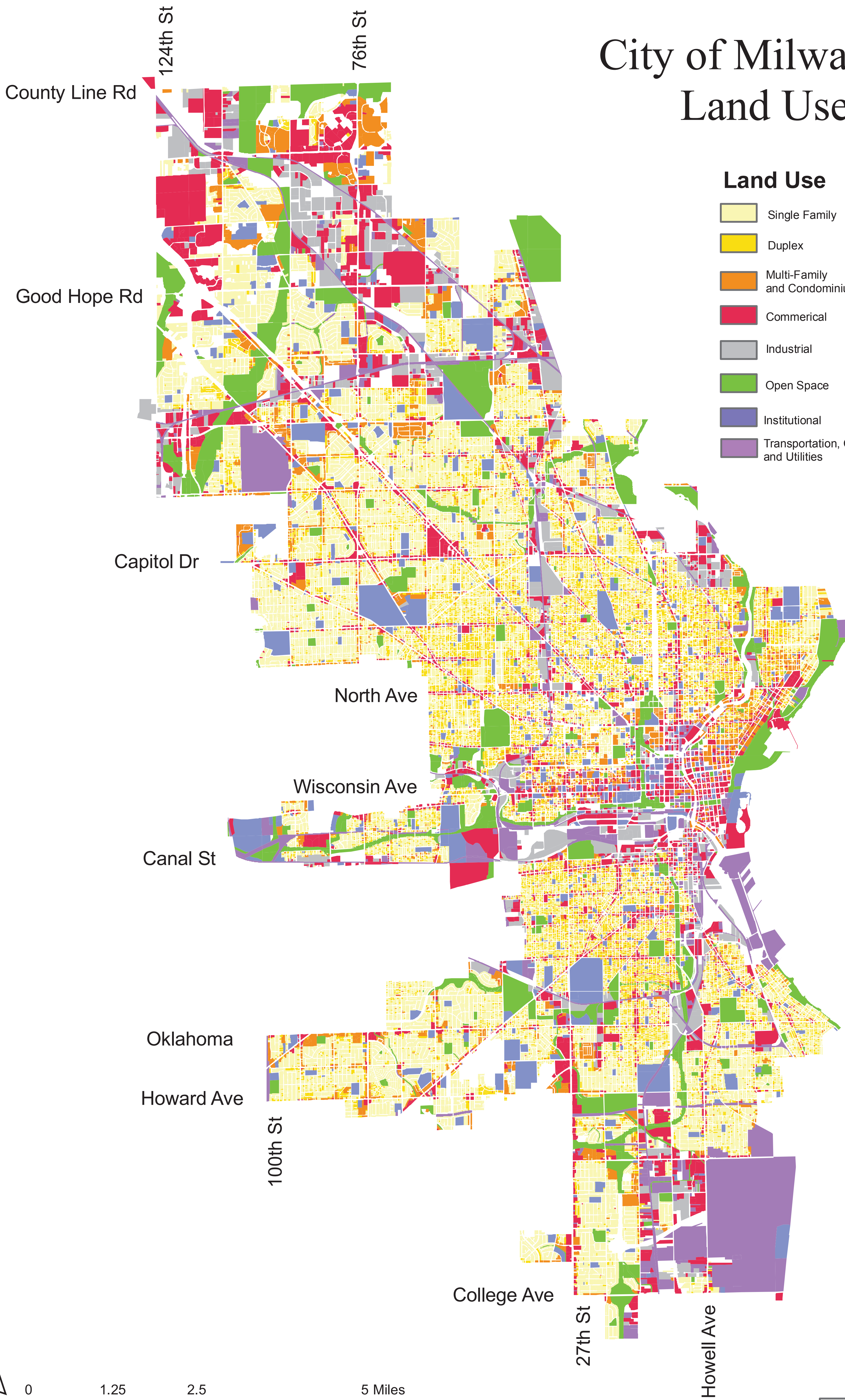
0 0.25 0.5 1 Miles



# City of Milwaukee Land Use

## Land Use




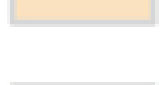

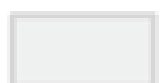


- Single Family
- Duplex
- Multi-Family and Condominiums
- Commerical
- Industrial
- Open Space
- Institutional
- Transportation, Communications, and Utilities

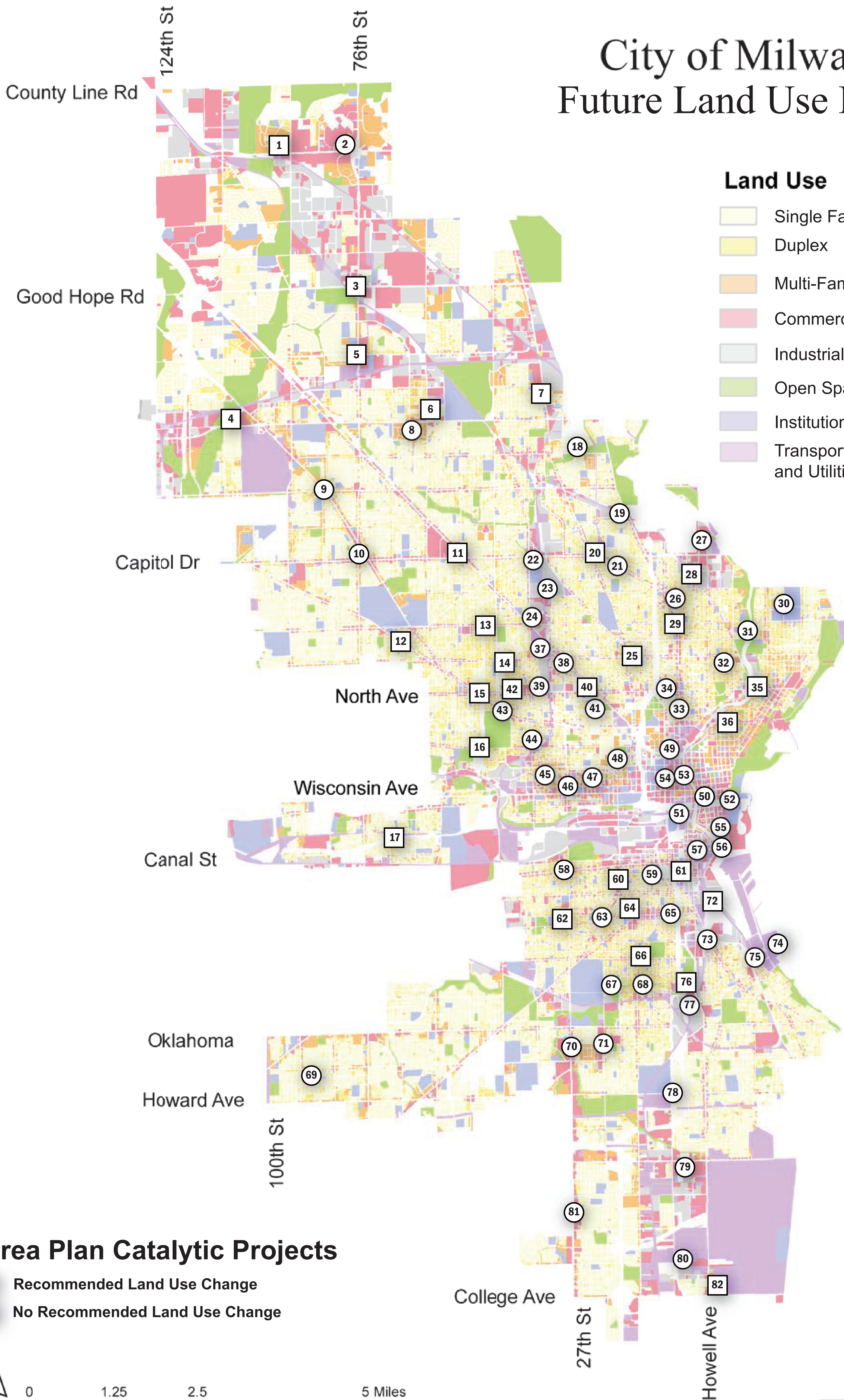


Data Source: Department of City Development

# City of Milwaukee Future Land Use Diagram

## Land Use

-  Single Family
-  Duplex
-  Multi-Family & Condominium
-  Commercial
-  Industrial
-  Open Space
-  Institutional
-  Transportation, Communication, and Utilities



## Area Plan Catalytic Projects

-  Recommended Land Use Change
-  No Recommended Land Use Change



Data Source: Department of City Development