

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.

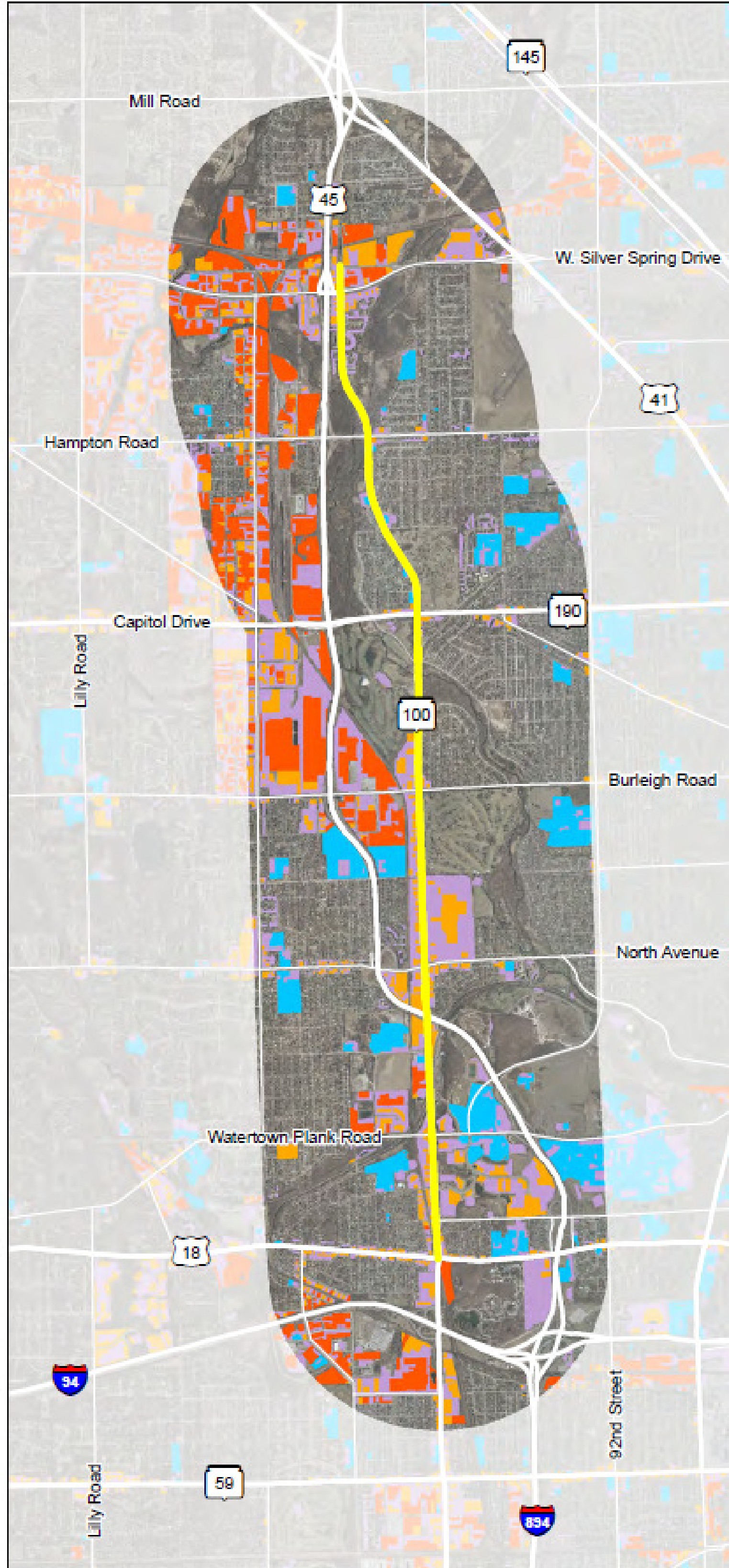


2,600 businesses

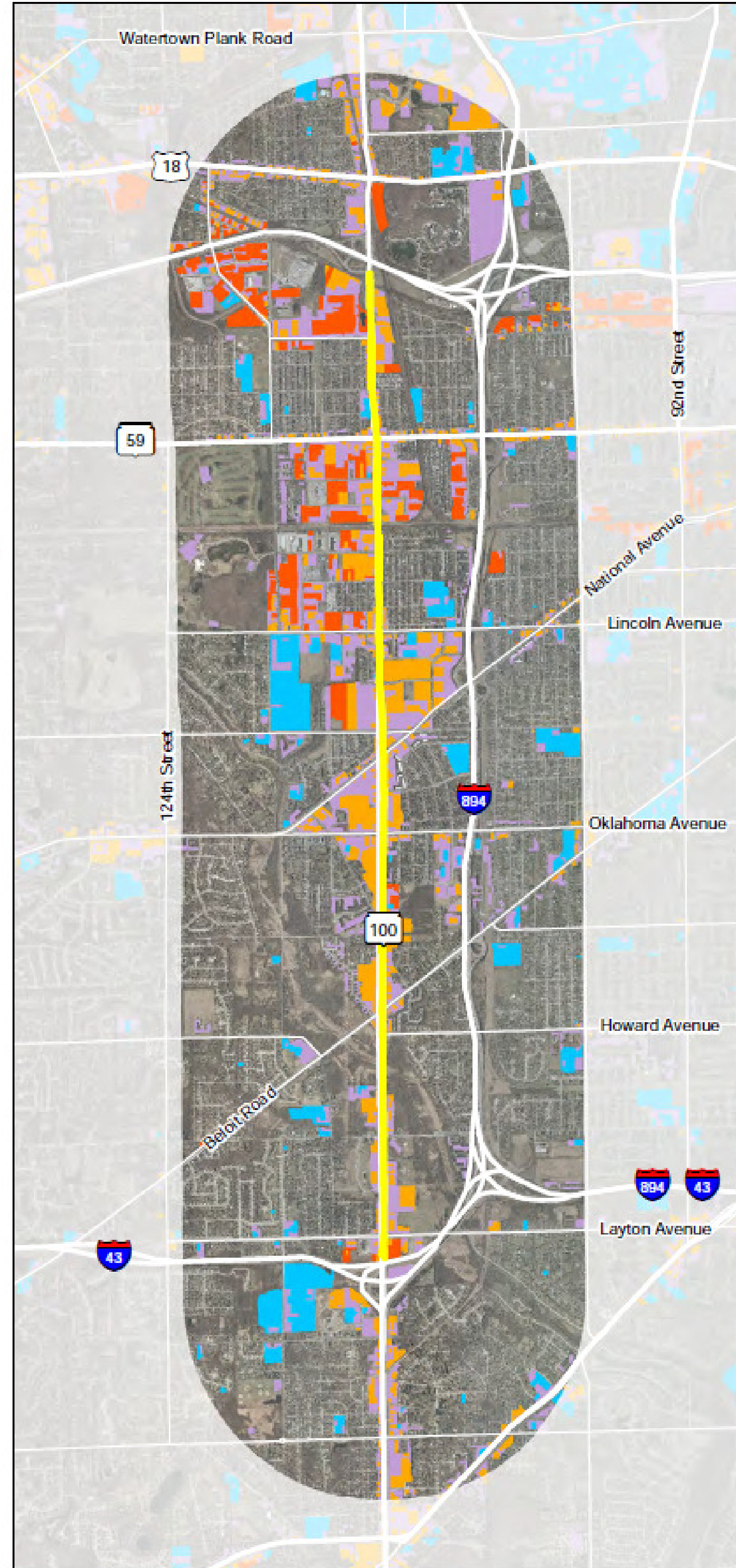
Over 6% of businesses within the 7-county region are located within one mile of the State Highway 100 project.

Why is WIS 100 important? It connects employment centers.

North Section Employment Centers



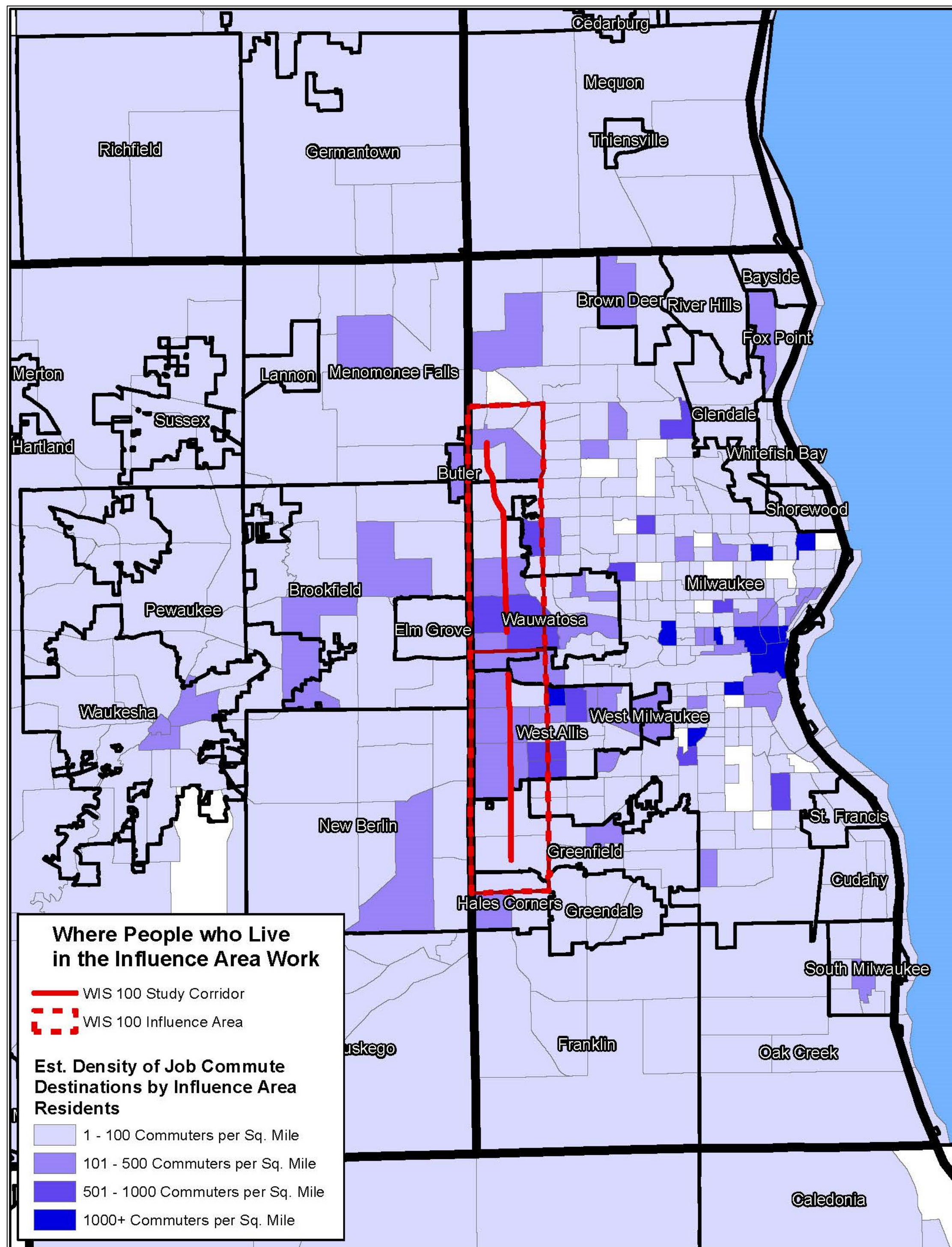
South Section Employment Centers



- 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



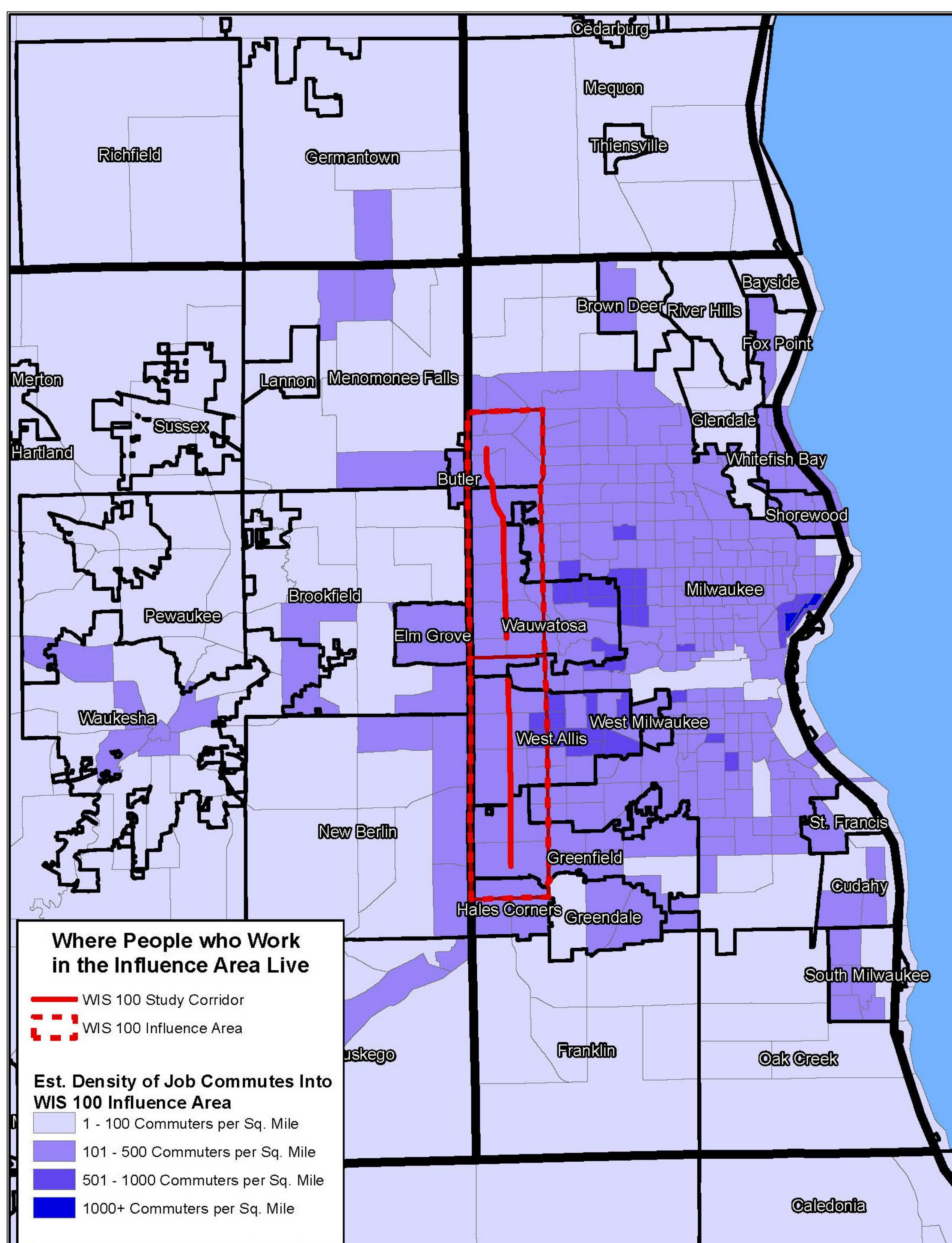
Out-Commuting

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

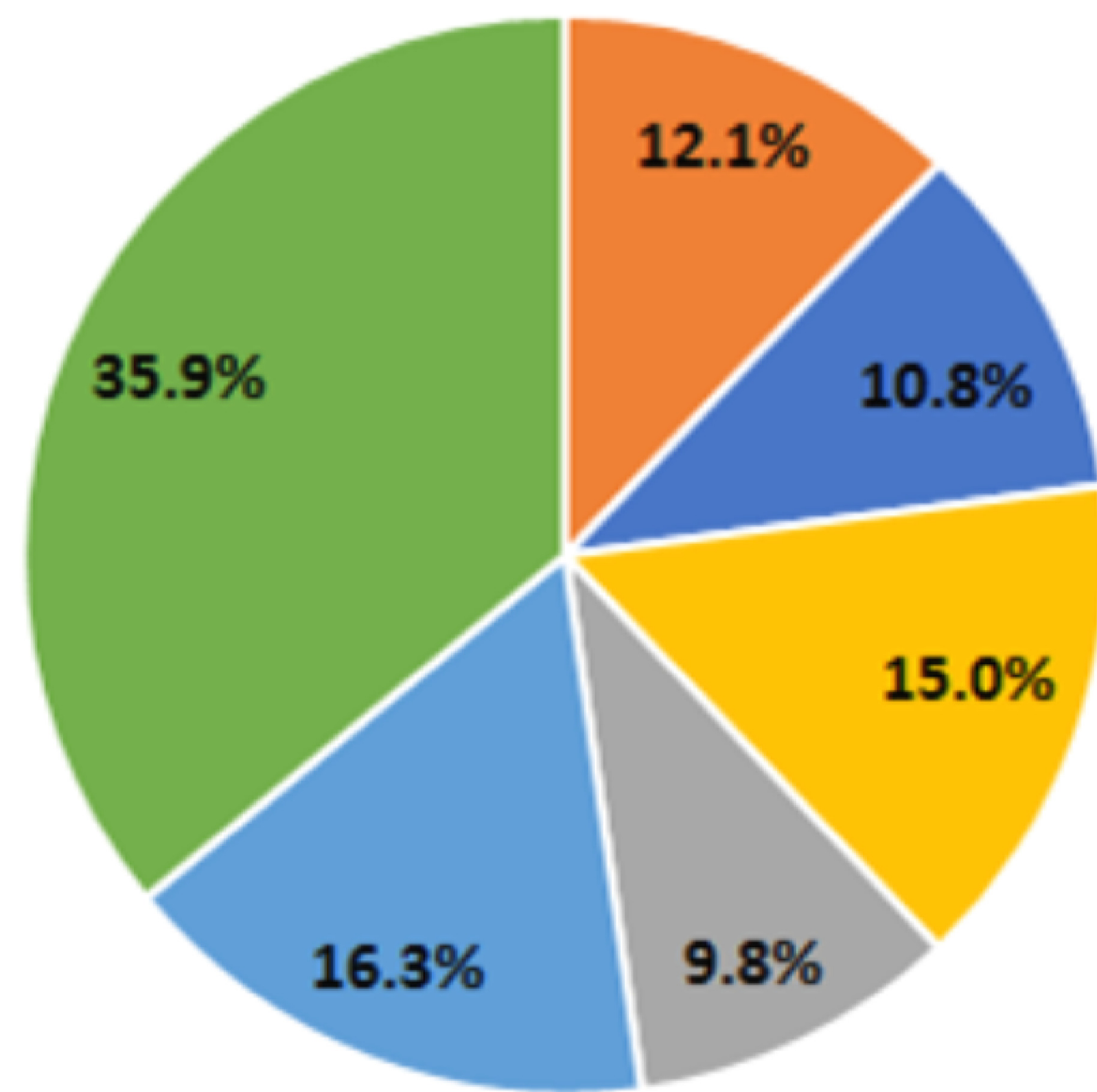
Of the 75,000 people who work within one mile of the WIS 100 corridor:

- 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

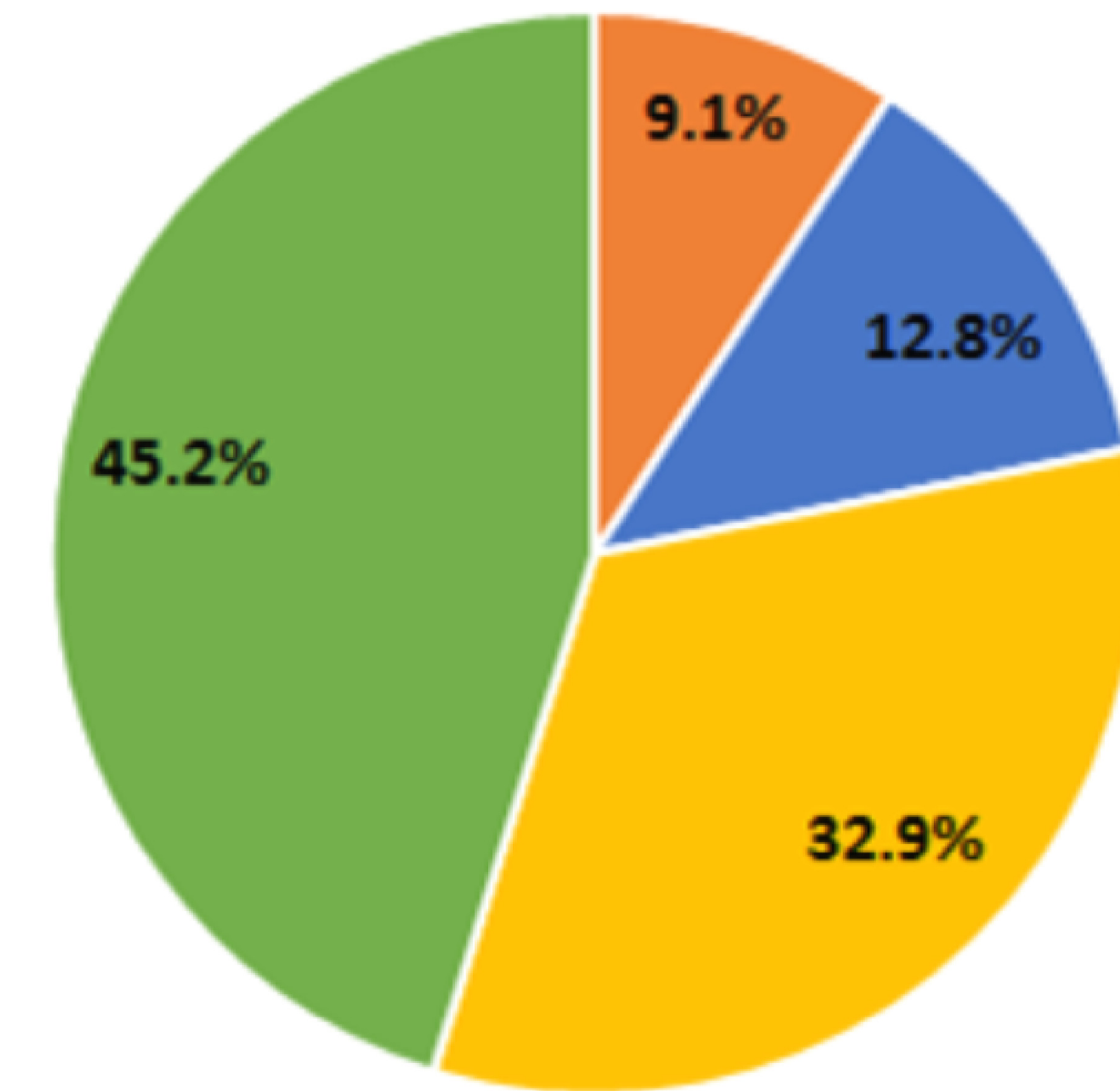
Major Employment Industries within One Mile of WIS 100

North Section - Major Industries by Employment Share



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

South Section - Major Industries by Employment Share



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

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

Regional Retail Destination

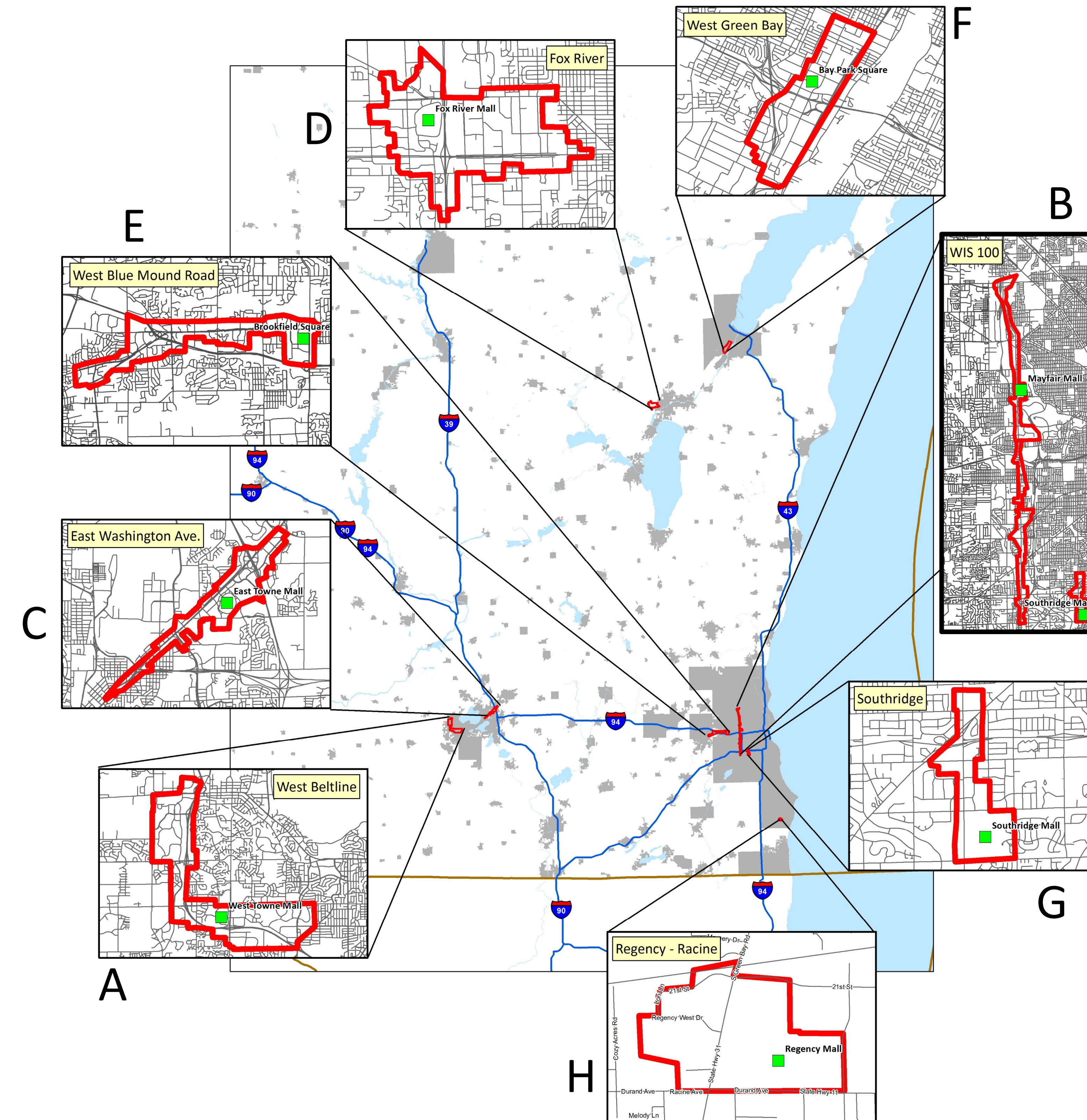
WIS 100 - Layton Avenue to Silver Spring Drive

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

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



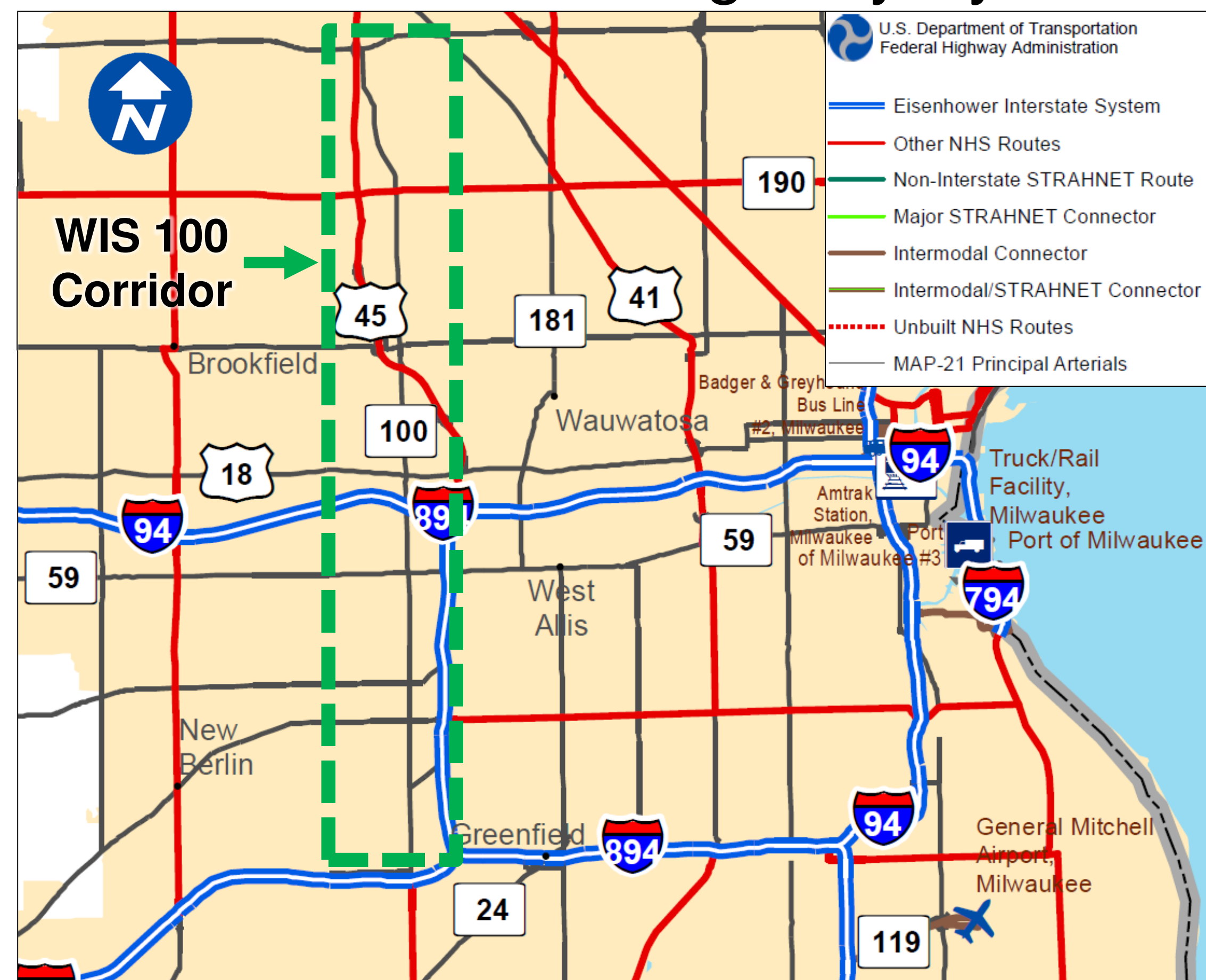
- The WIS 100 corridor is the second-largest commercial corridor in Wisconsin in terms of retail sales volume and area.
- Mayfair Mall has the largest estimated number of stores and is the fifth-largest mall in Wisconsin by gross leasable area.

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.

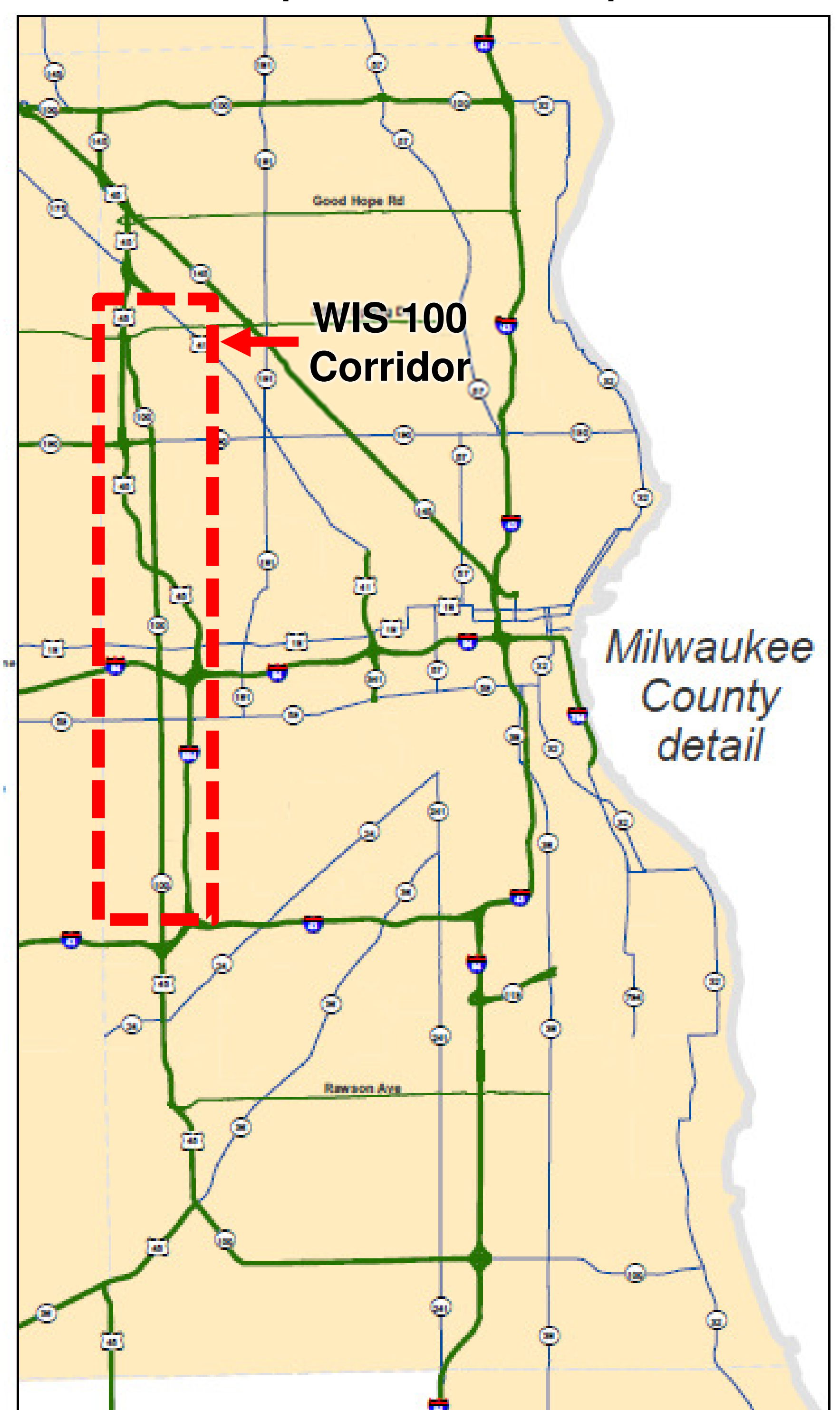
MAP-21 National Highway System



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



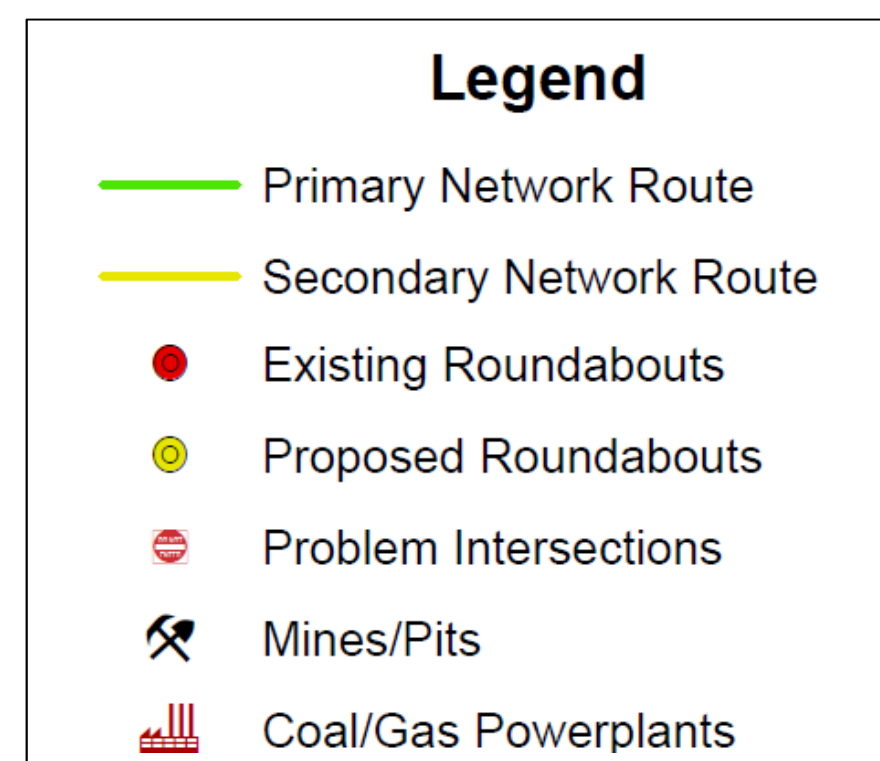
Legend

- 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

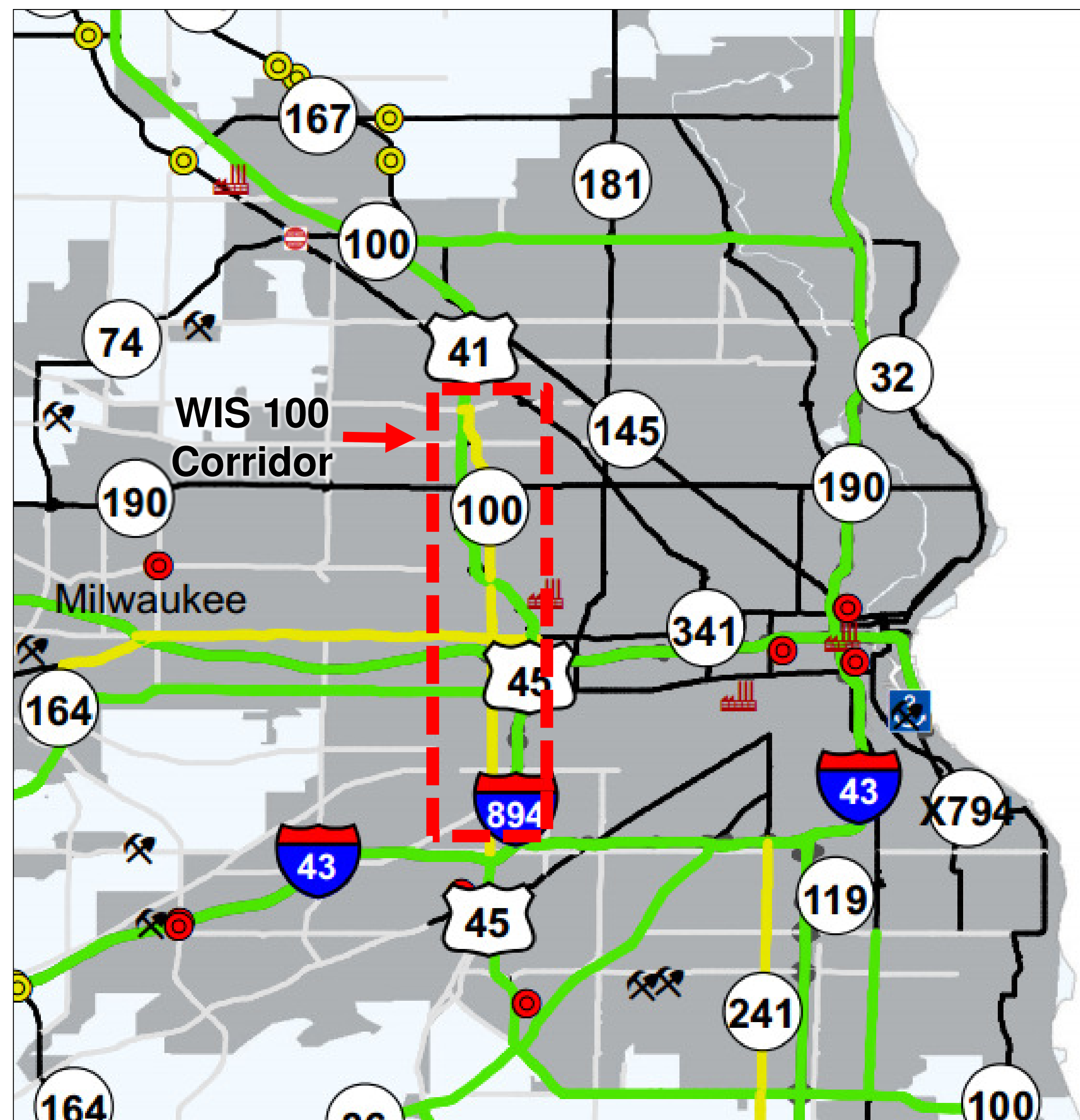
Why is WIS 100 important? It has key functions.

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

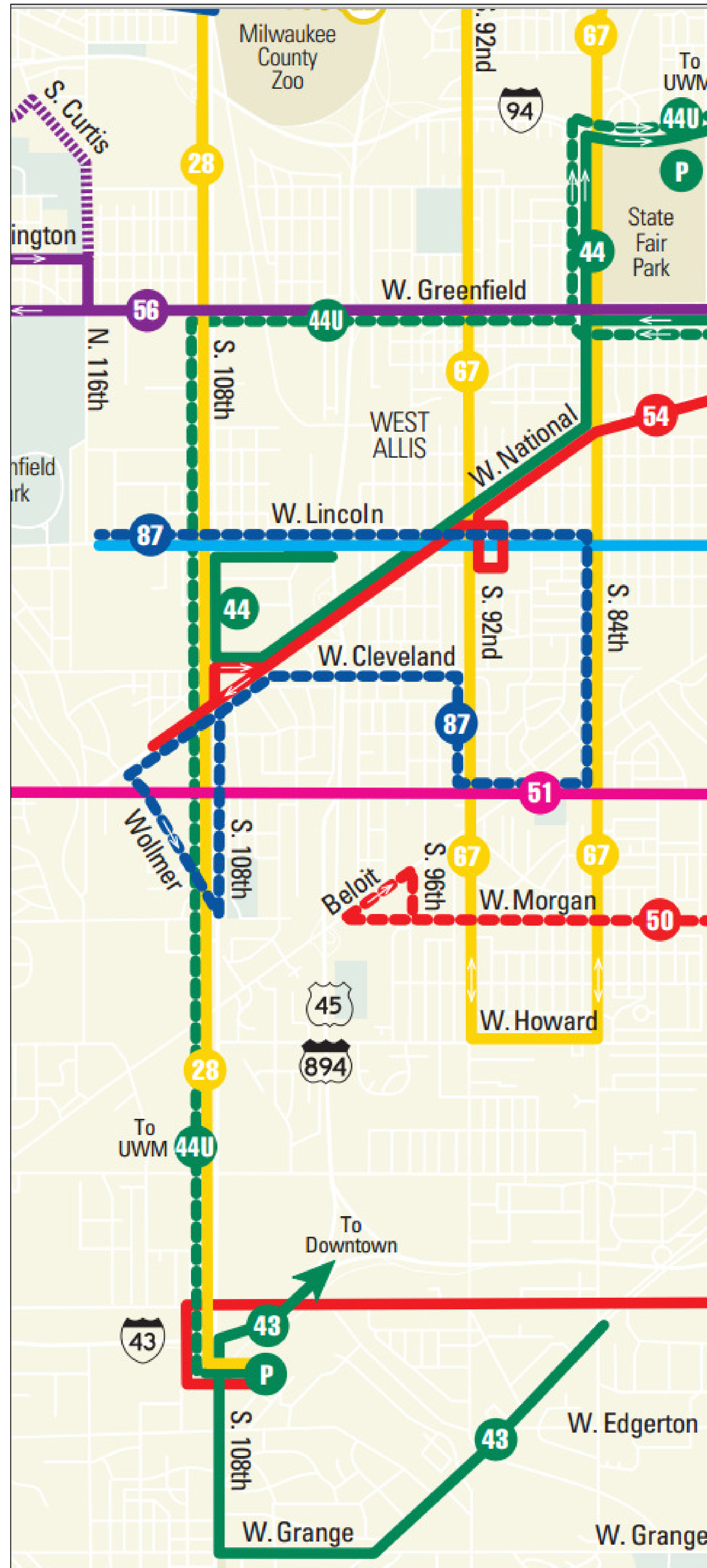


4. *WIS 100 is a retail destination corridor for the region.*

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 South Section



1 Route Along WIS 100/S. 108th Street

- Route 28
 - 55 bus stops

8 Routes Cross WIS 100/S. 108th Street

- Routes 44U, 44, 51, 53, 54, 55, 56, and 87
- 7 bus stops at intersections with WIS 100

Ridership Data (Layton Ave to Silver Spring Dr)

- Along WIS 100
 - Route 28 – 678 passengers per day
- Crossing WIS 100
 - All routes – 781 passengers per day



Bicycle/Pedestrian Planning

South Section - Layton Avenue to I-94

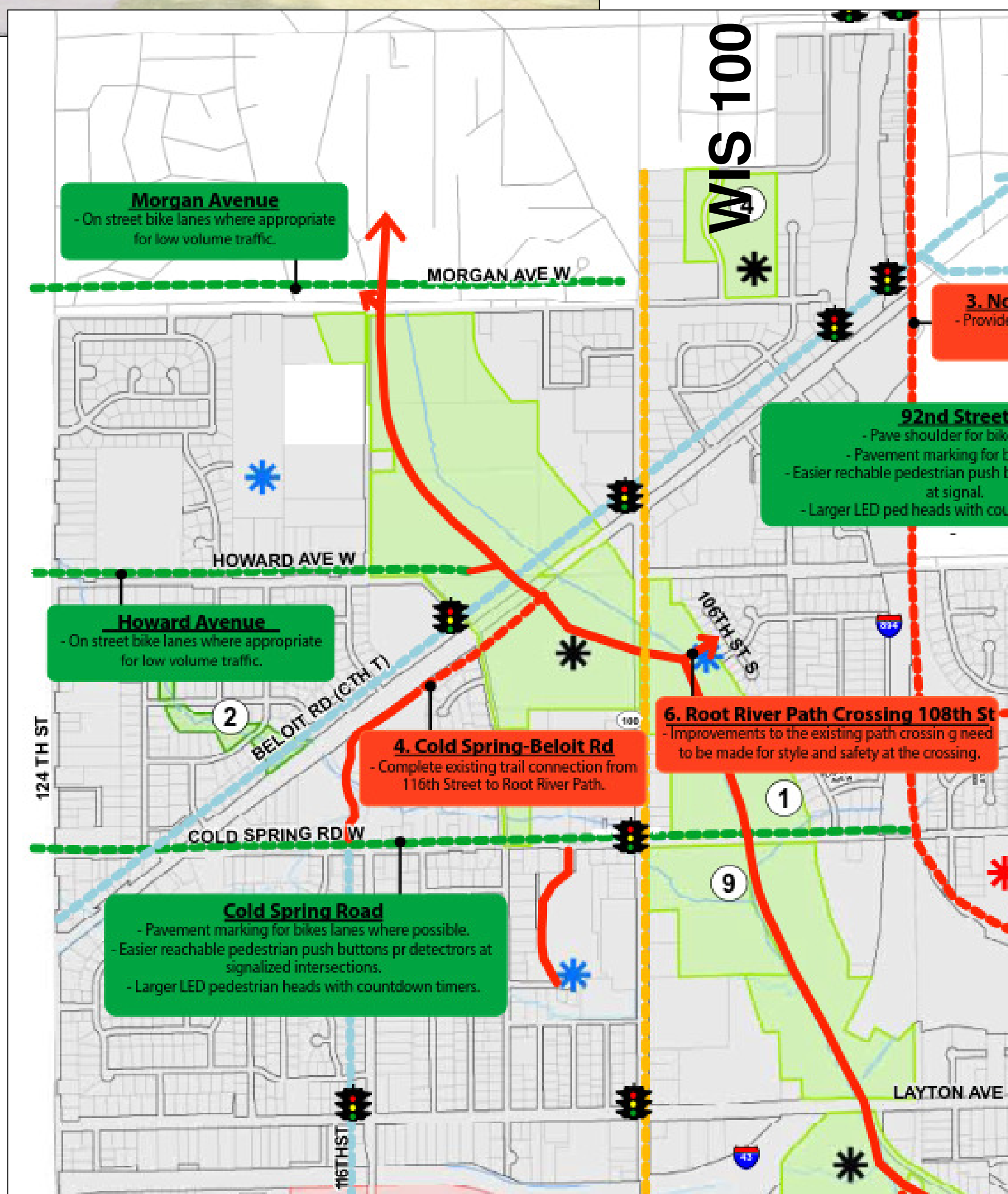
Bicycle/Pedestrian Travel in Greenfield

City of Greenfield Bicycle and Pedestrian Plan

- Overall Goal: “Enhance and promote walking and bicycles as a viable form of transportation by providing multi-use trails, bicycle routes, bicycle lanes, and sidewalks throughout the city.”
- Proposes providing bike and pedestrian accommodations along WIS 100.
- Maintain or improve at grade crossings at signalized intersections.
- Root River Path (Part of Oak Leaf Trail)
 - Runs north/south from Theodore Trecker Way to Layton Avenue.
 - Improve the existing path crossing (between Cold Spring Road and Beloit Road) to enhance safety.

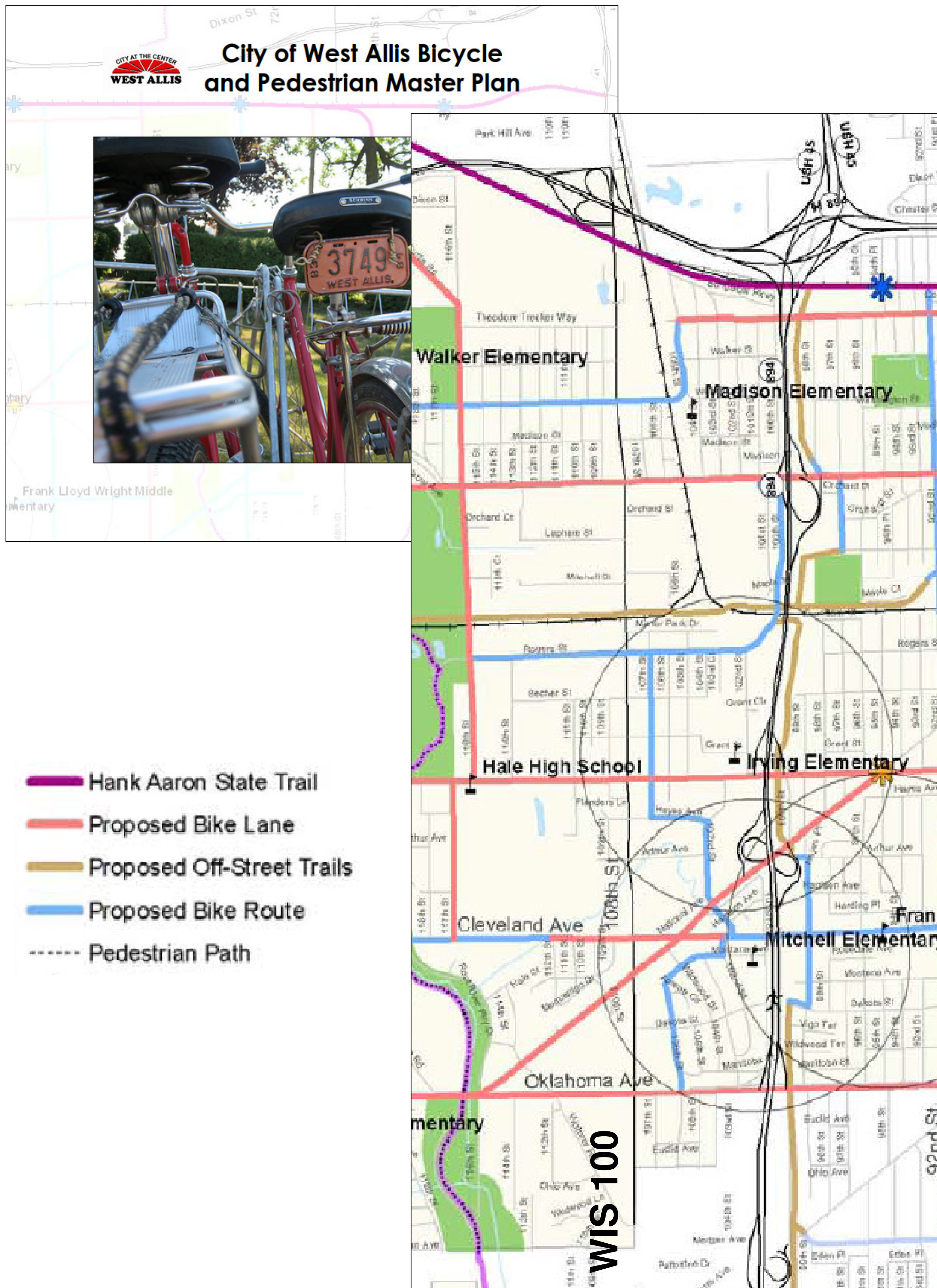


- County Preferred Streets
- State Bike Facility
- City Proposed Multi-Use Trail
- City Proposed Bike Route



Bicycle/Pedestrian Planning

South Section - Layton Avenue to I-94



Bicycle/Pedestrian Travel in West Allis

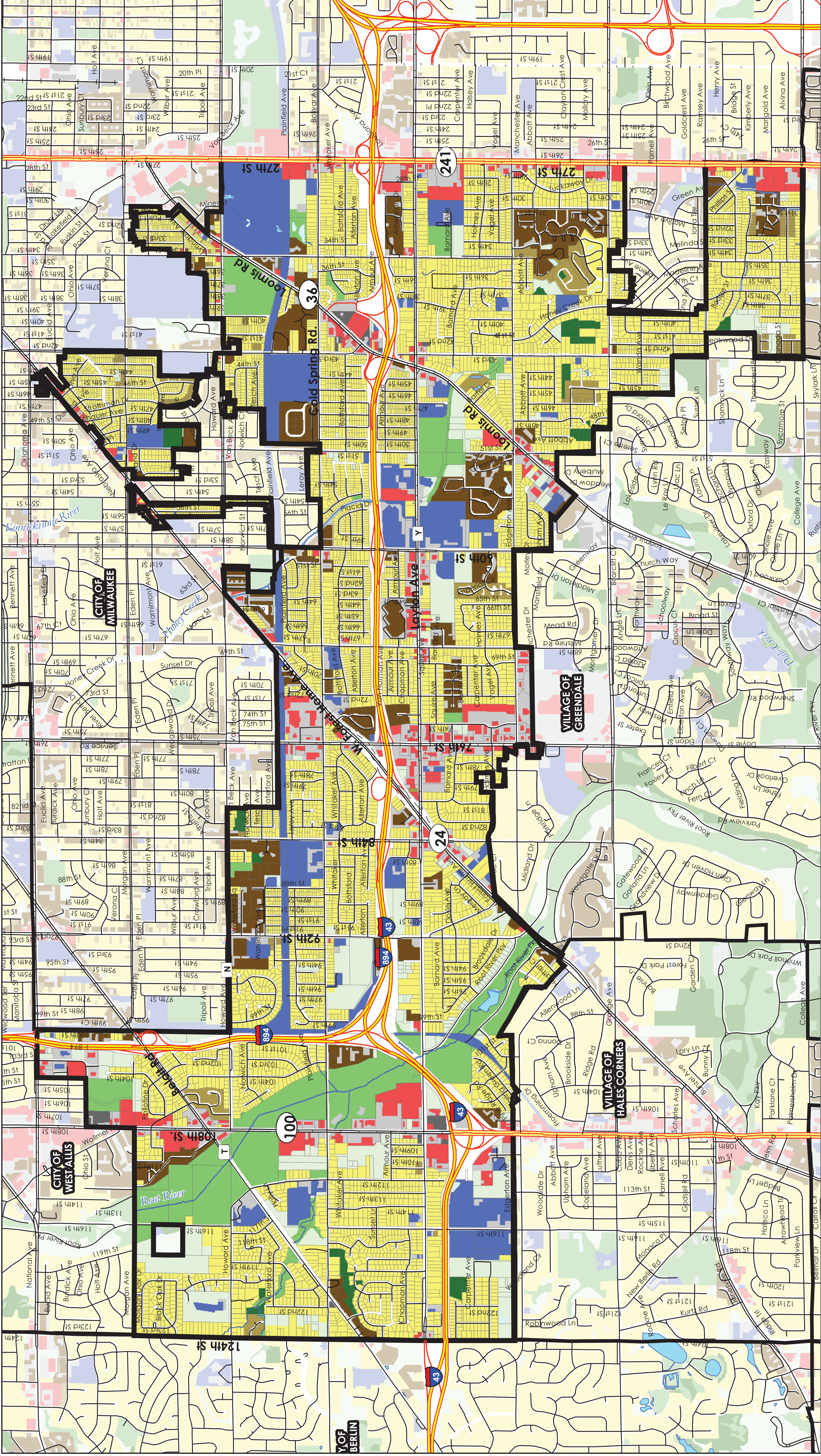
City of West Allis Bicycle and Pedestrian Master Plan 2008

- Overall Vision: Provide “safe and convenient accommodations for bicyclists and pedestrians that can provide access to recreation, goods and services; just as the surface transportation network has provided that for motorists.”
- Proposes providing bike and pedestrian accommodations parallel to WIS 100 via streets with low traffic volumes and off-street paths.
- Does not show on-street bike lanes along WIS 100.
- Maintain existing at-grade WIS 100 crossings and add a new crossing at the future West Allis Crosstown Connector.

Bublr Bikeshare



- Launched August 2014.
- 30 stations planned in Shorewood, Wauwatosa, and West Allis.
- 79 stations planned in Milwaukee County.



City of Greenfield
Comprehensive Plan
Map 5:
Existing Land Use

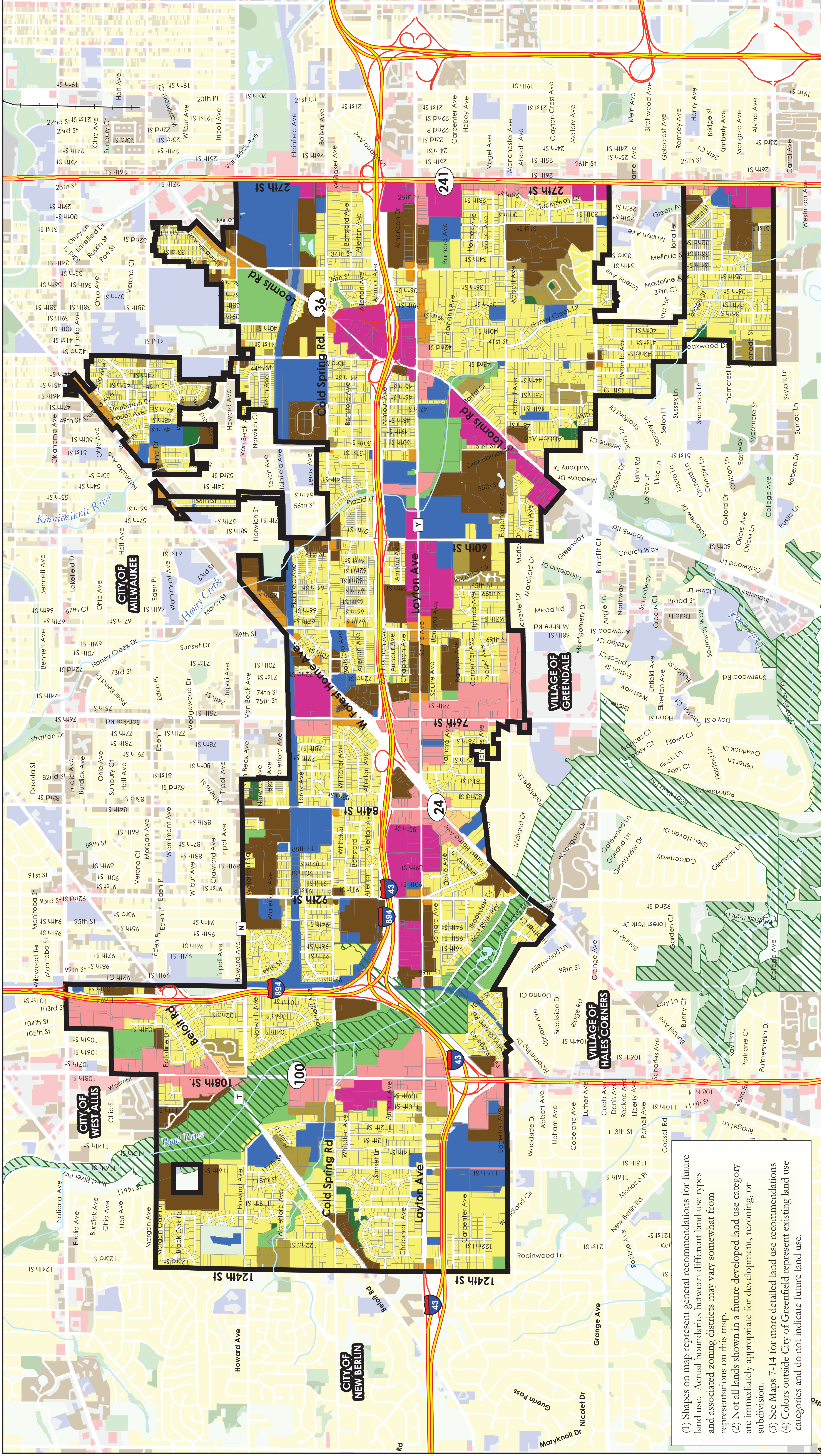
- 2006 Existing Land Use**
- Vacant
 - Public Parks & Open Spaces
 - Woodlands
 - Water
 - Single Family
 - Two Family/Townhouse
 - Mixed Residential
 - General Business/Office
 - Community Facilities
 - Industrial
 - Rights-of-Way
 - Parking

- Interstates
- Roads
- Railroad
- Parcels
- Municipal Boundaries

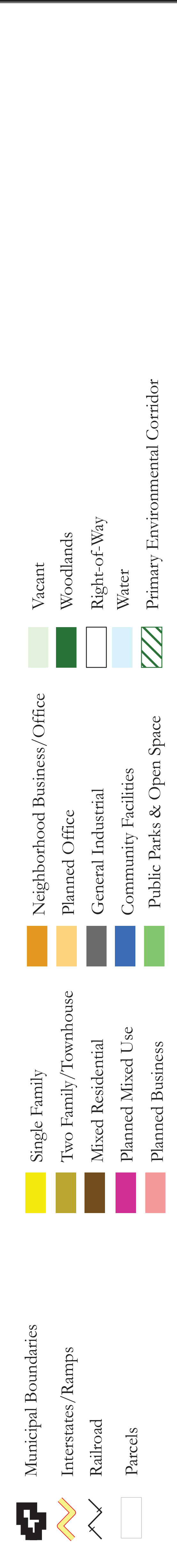
N

0 0.25 0.5 Miles

Adopted: 11/18/08, ord. #2629
Source: City of Greenfield, SEWRPC 2000

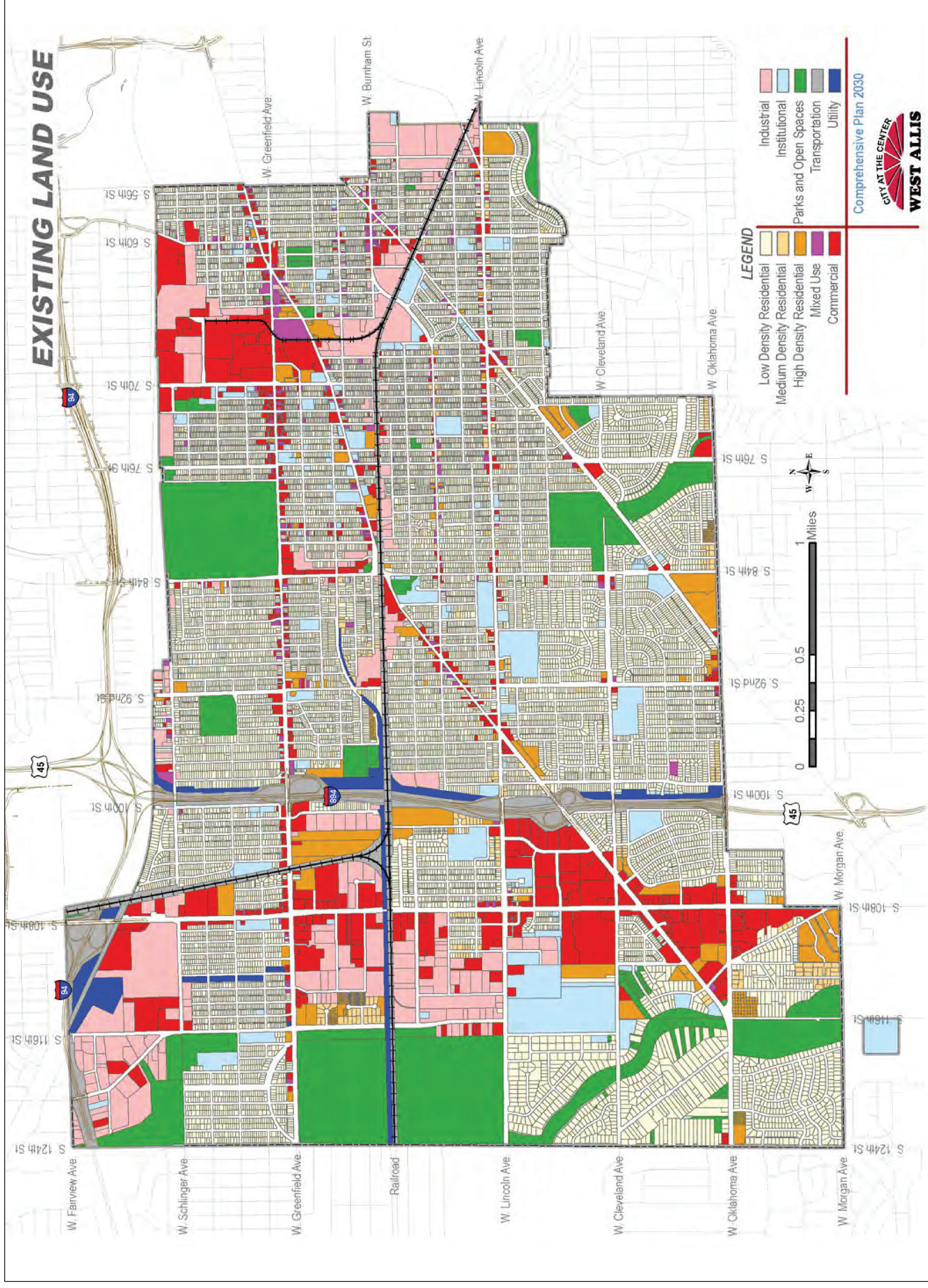


City of Greenfield
Comprehensive Plan
Map 6:
Future Land Use



(1) 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.
 (2) Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision.
 (3) See Maps 7-14 for more detailed land use recommendations outside City of Greenfield represent existing land use categories and do not indicate future land use.

Figure 10-5

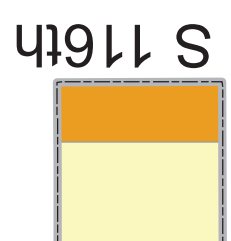


West Allis 2030 Future Land Use Map



- LEGEND**
- Low Density Residential
 - High Density Residential
 - Mixed Use
 - Commercial
 - Industrial and Office
 - Public and Semi Public
 - Transportation
 - Utilities

Official Future Land Use Map of the City of West Allis
 Dated the ____ Day of May, 2013



Dan Devine
 Mayor

Paul Ziebler
 City Administrative Officer
 Clerk / Treasurer



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 Project Number: 030