

WIS 35 Corridor Study

City of La Crosse Public Works Board

5221-09-00

August 11, 2025

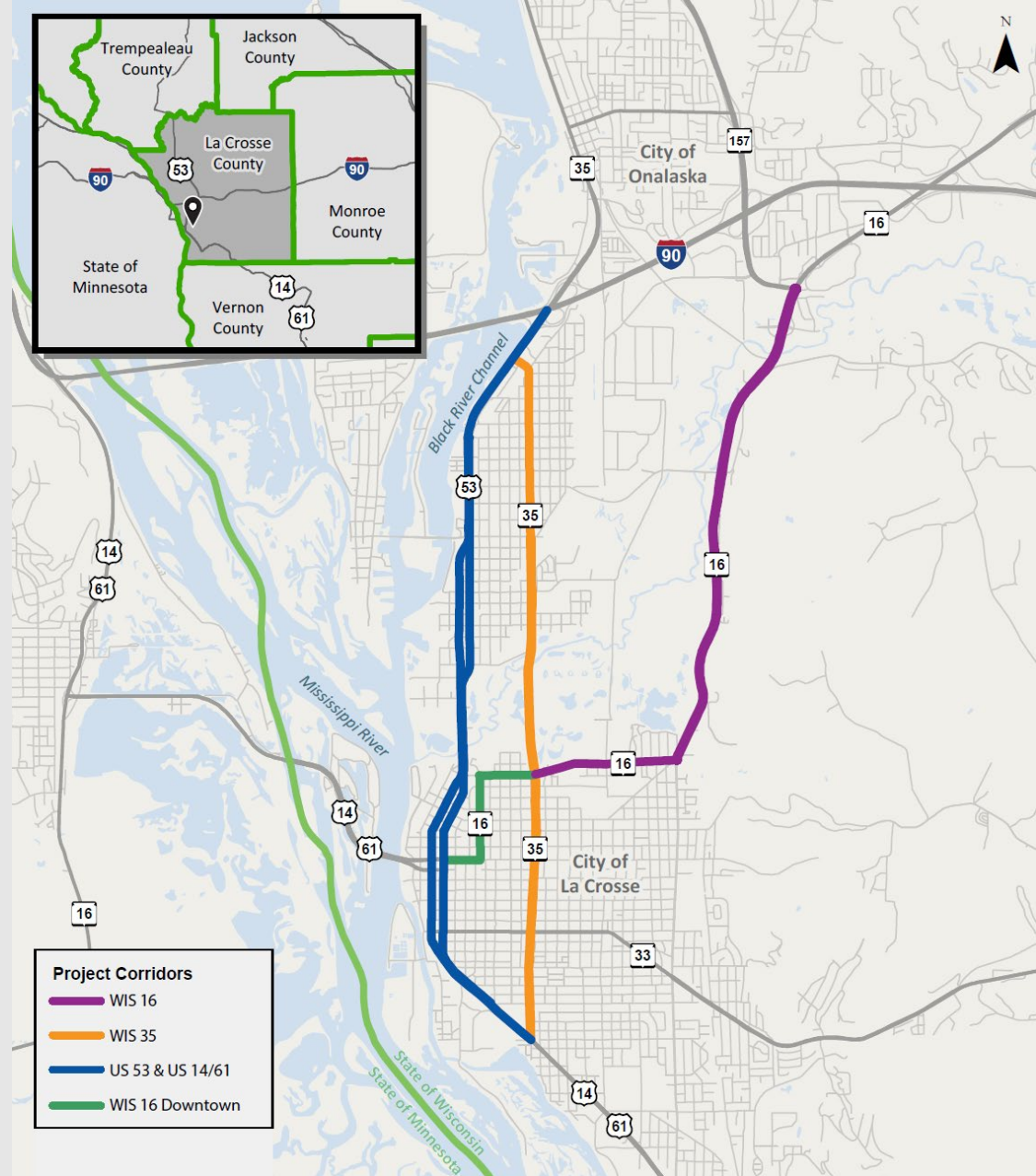




Study Overview

La Crosse Major Studies

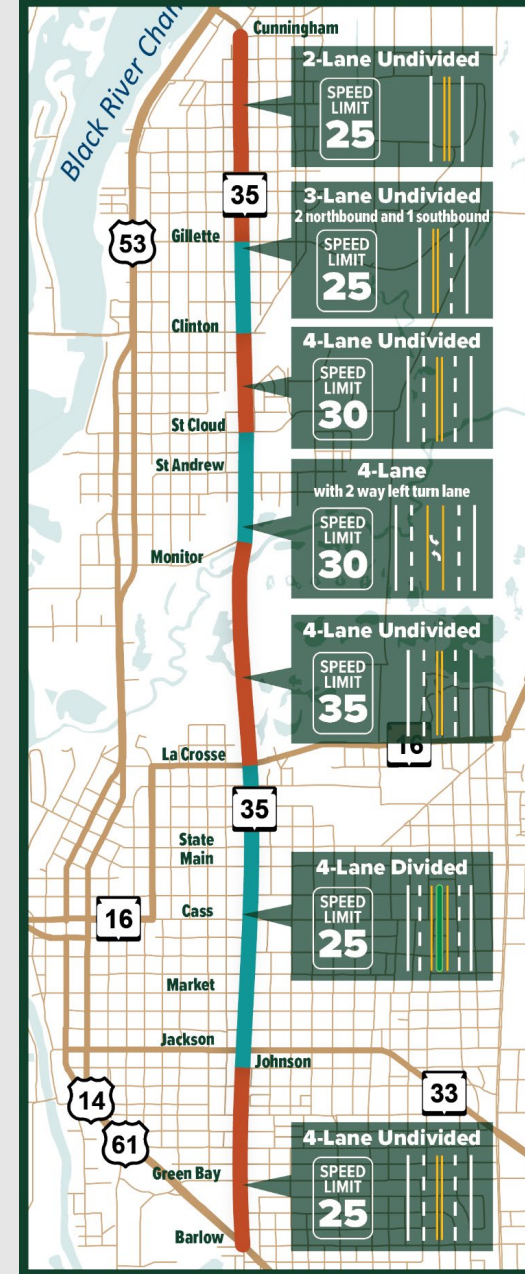
- Four separate corridors Identified
- Moving forward, corridors to be evaluated separately
 - WIS 35 Corridor (orange)
 - US 53 & US 14/61 Corridor (blue)
 - WIS 16 Corridor (purple)
 - WIS 16 Downtown Corridor (green)





Study Overview

- Study Limits: US 14/61 to US 53
- Length: 4.8 miles
- Scope:
 - Safety Improvements
 - Multimodal Improvements
 - Pavement Replacement
 - Bridge Maintenance
 - Utility Repair / Replacement





Purpose & Need

Purpose & Need Statement

The purpose of the WIS 35 Project is to improve the utility of WIS 35 for all travelers by addressing safety, corridor infrastructure deterioration, and multi-modal access and connectivity.





Purpose & Need

- **Safety**

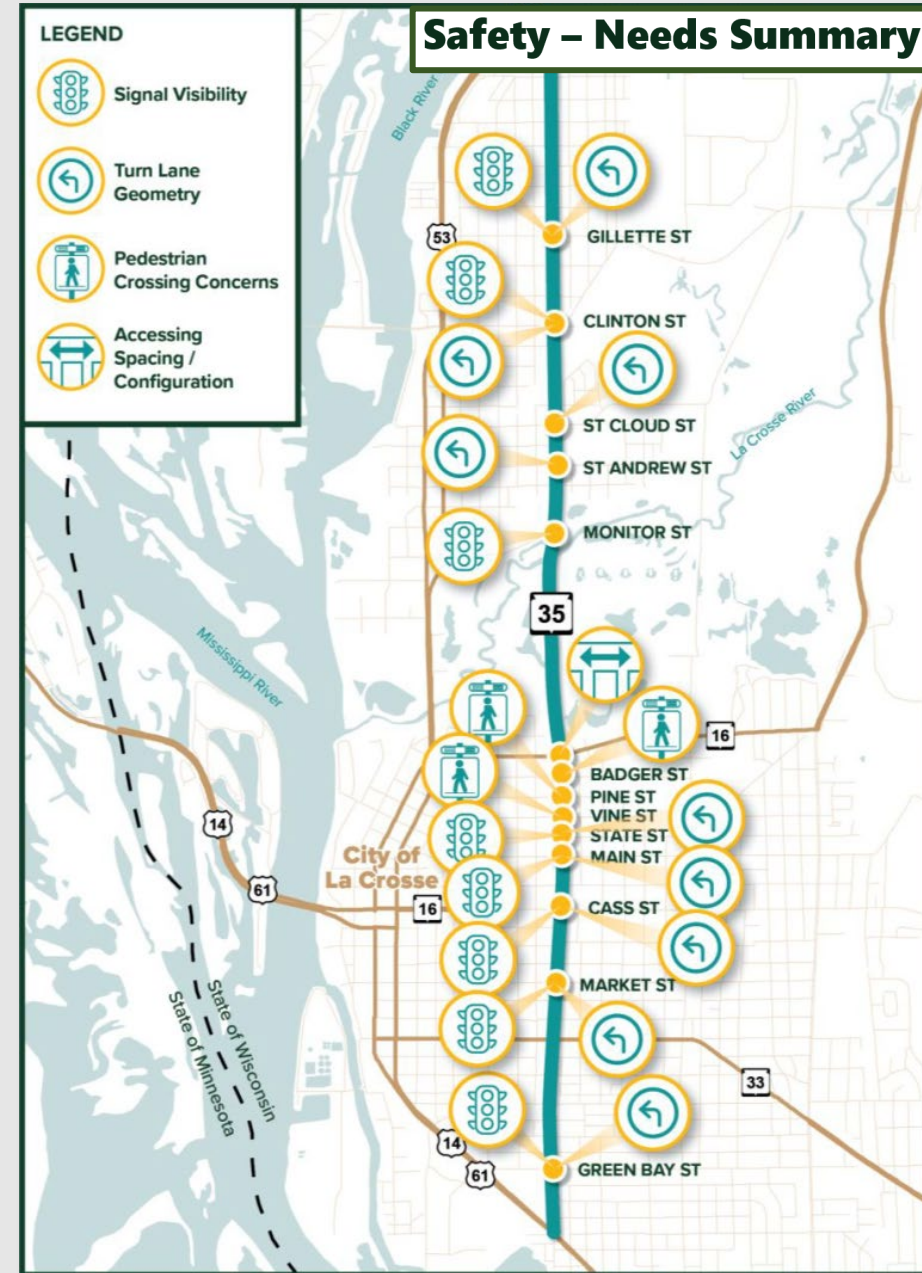
- 75% of corridor, 10+ intersections flagged for safety concerns
- Bicycle / pedestrian crashes concerns throughout corridor

- **Infrastructure**

- 60% of the corridor needs pavement replacement
 - Remainder of Corridor needs resurfacing
- Two bridges need concrete overlays
- Utility Repair / Replacement

- **Multimodal Facilities**

- Many pedestrian crossings are “high stress” crossings
- Lack of north-south bicycle facility connectivity
- Several transit stops missing amenities





Public Outreach

- Committee Meetings
 - Technical Advisory Committee (TAC) – 3 meetings
 - Local Officials Advisory Committee (LOAC) – 3 meetings
 - Community Advisory Committee (CAC) – 2 meetings
- Public Involvement Meetings (PIMs)
 - 2 meetings held at Main Street Library
- Monthly Design Meetings
 - Met with city engineering and planning
- Bike/Ped Workshop
- Other Community Events





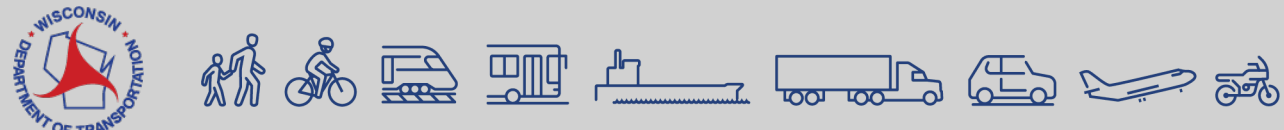
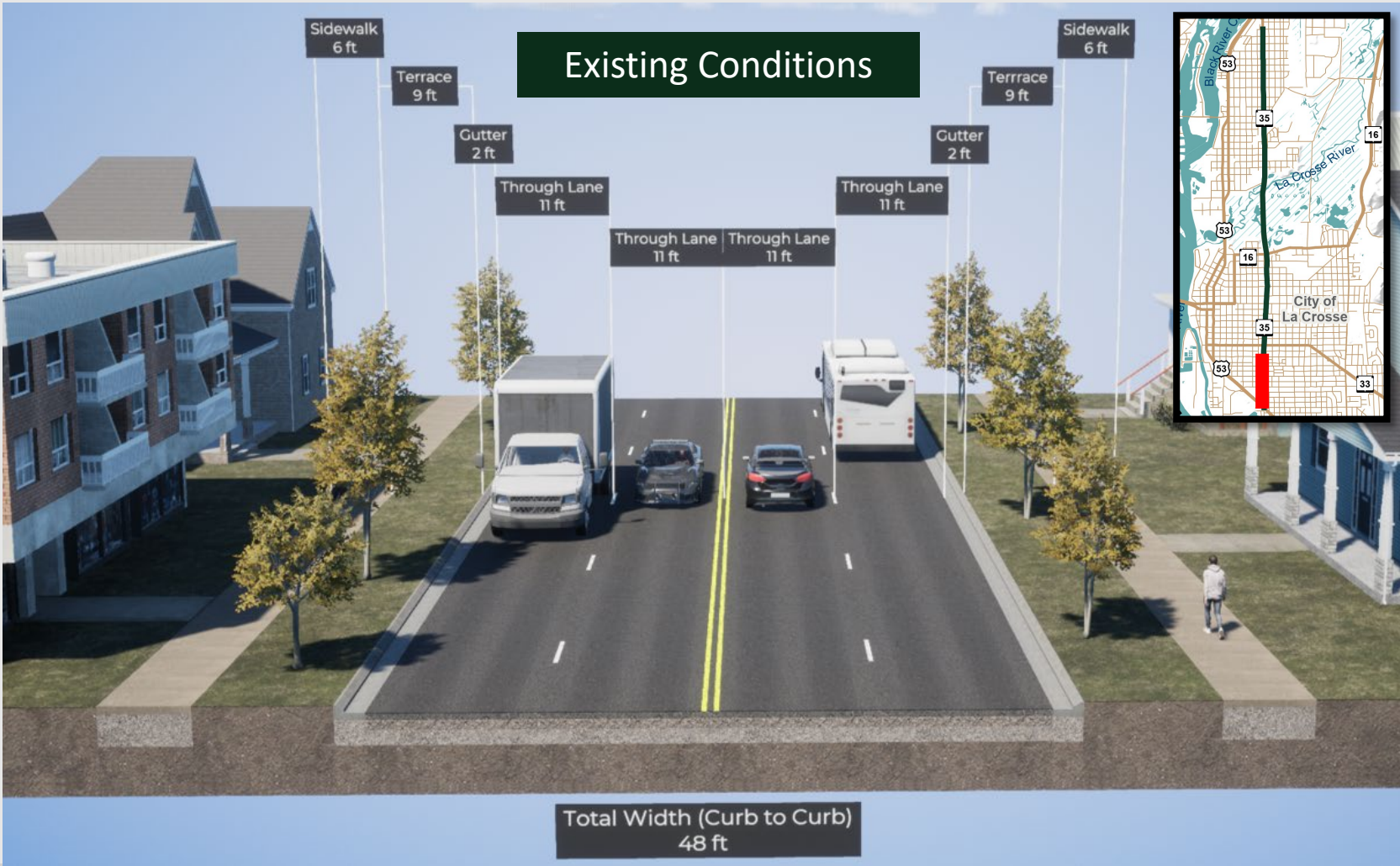
Existing Conditions

Segment

Barlow St – Johnson St

Improvement Concept

Pavement Replacement

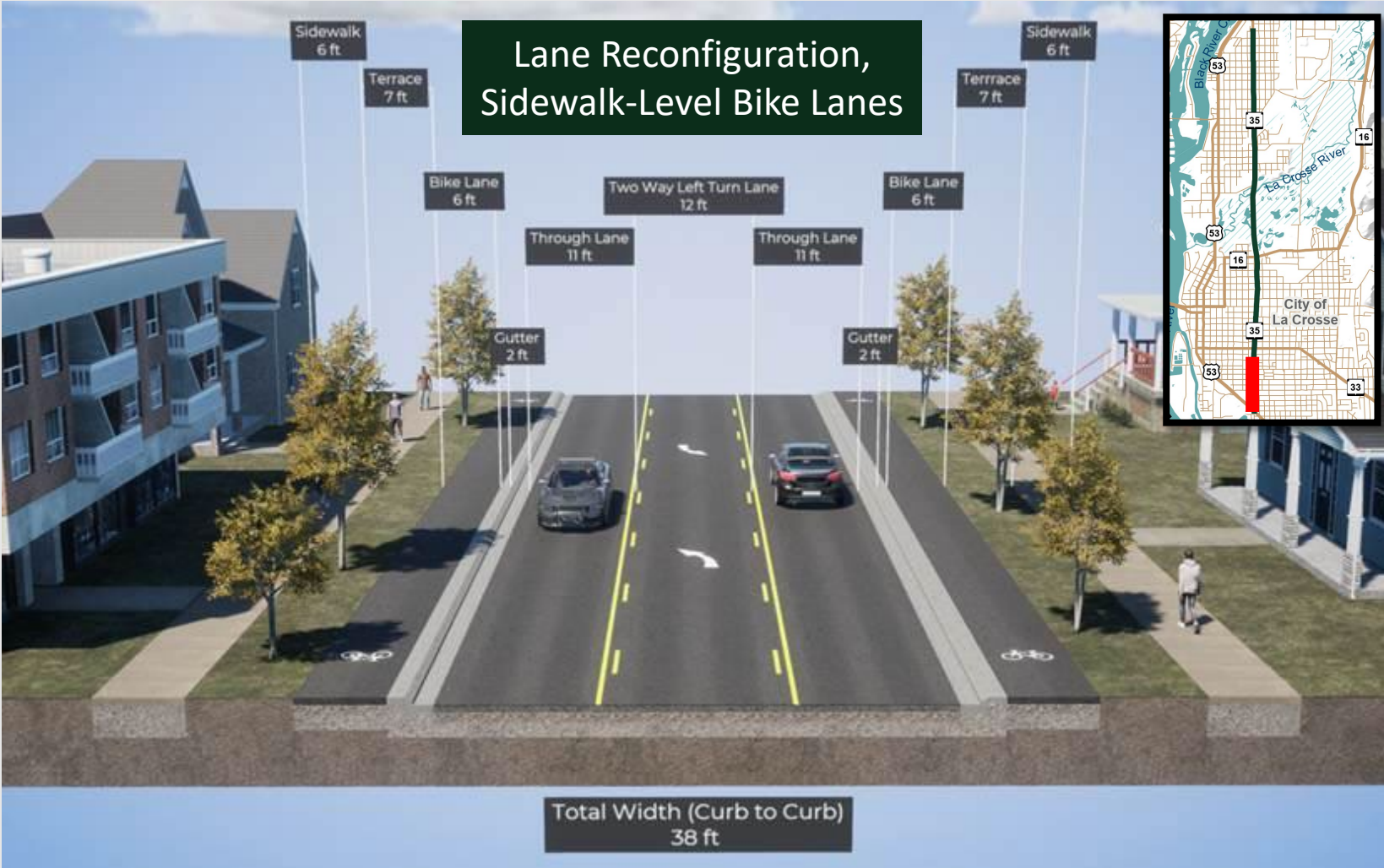




Preferred Alternative

Segment

Barlow St – Johnson St





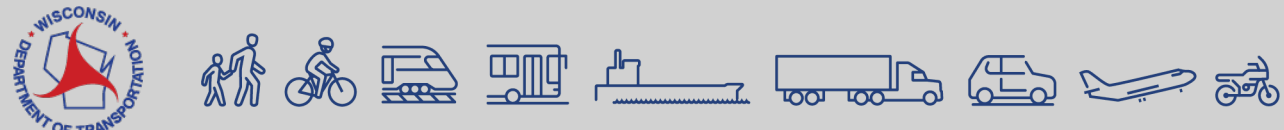
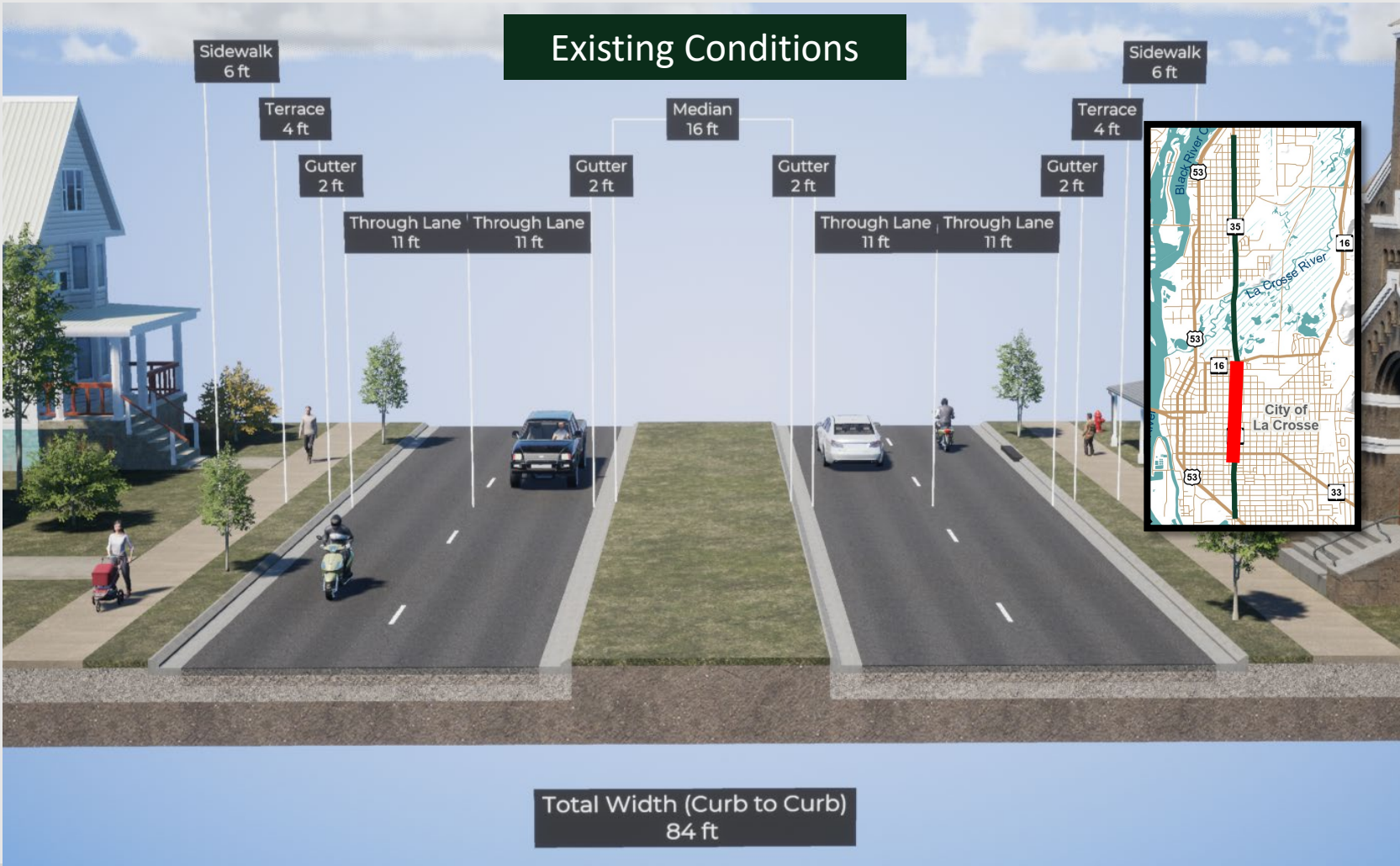
Existing Conditions

Segment

Johnson St – La Crosse St

Improvement Concept

Pavement Rehab with Spot Improvements

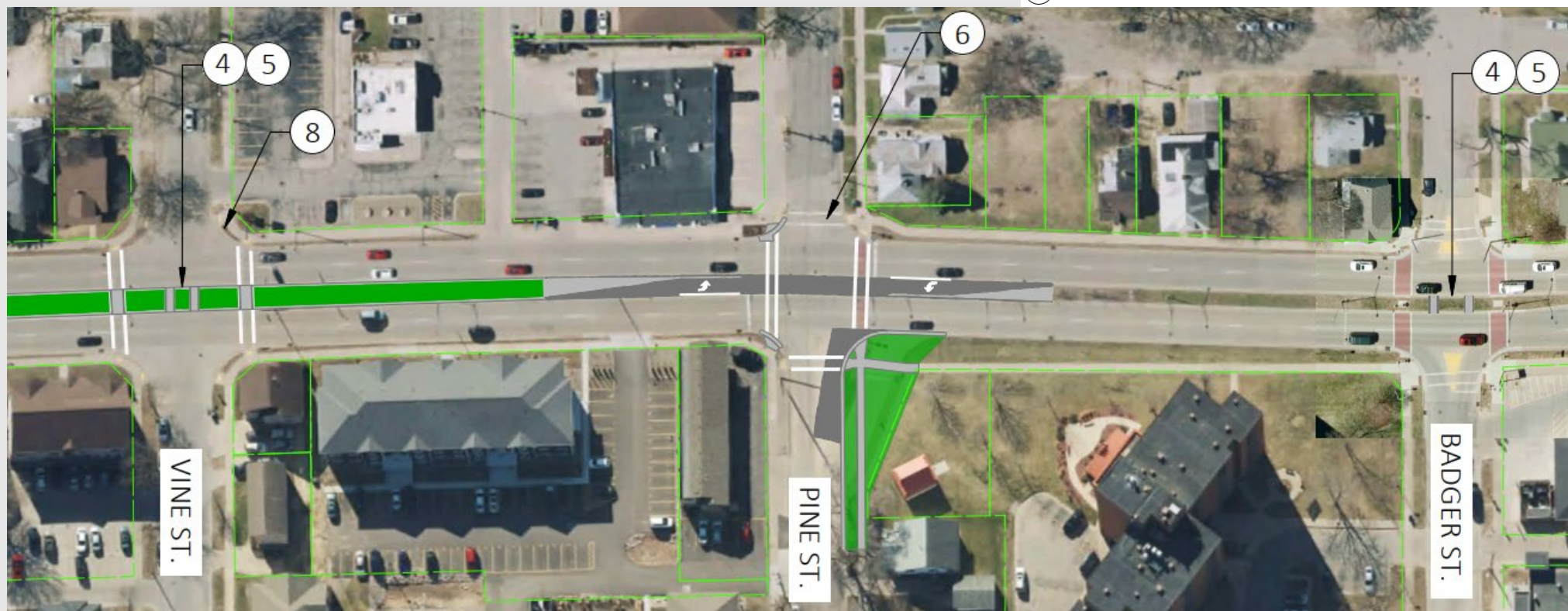




UW-La Crosse Area – Preferred Alternative

- Close median and add RRFB at Vine Street
- Open median at and signalize Pine Street

- ④ RRFB
- ⑤ Bike Median Openings w/ RRFB Push Buttons
- ⑥ Signalized Intersection
- ⑧ Public Road Access Changes Due to Geometric Improvements





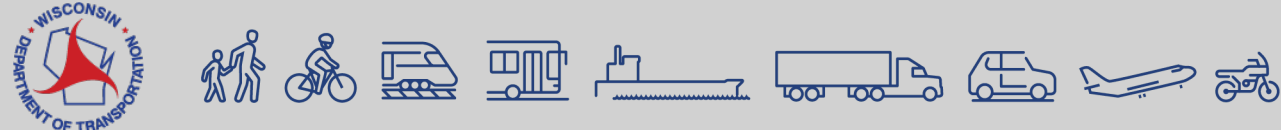
Existing Conditions

Segment

La Crosse St – Monitor St

Improvement Concept

Pavement Replacement

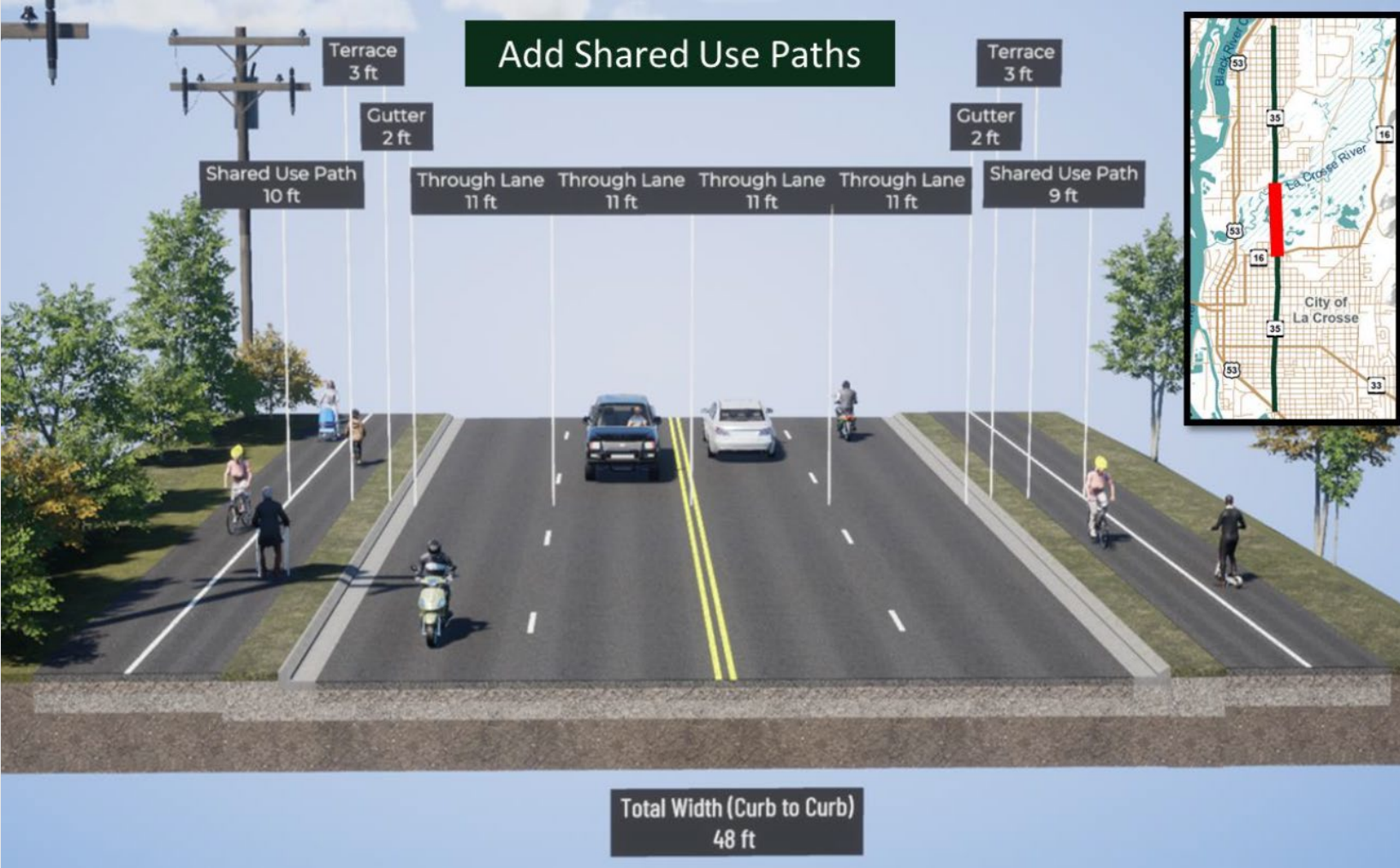




Preferred Alternative

Segment

La Crosse St – Monitor St





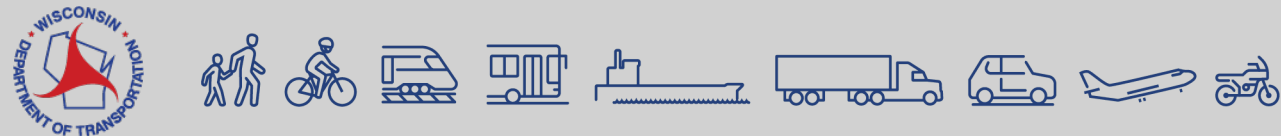
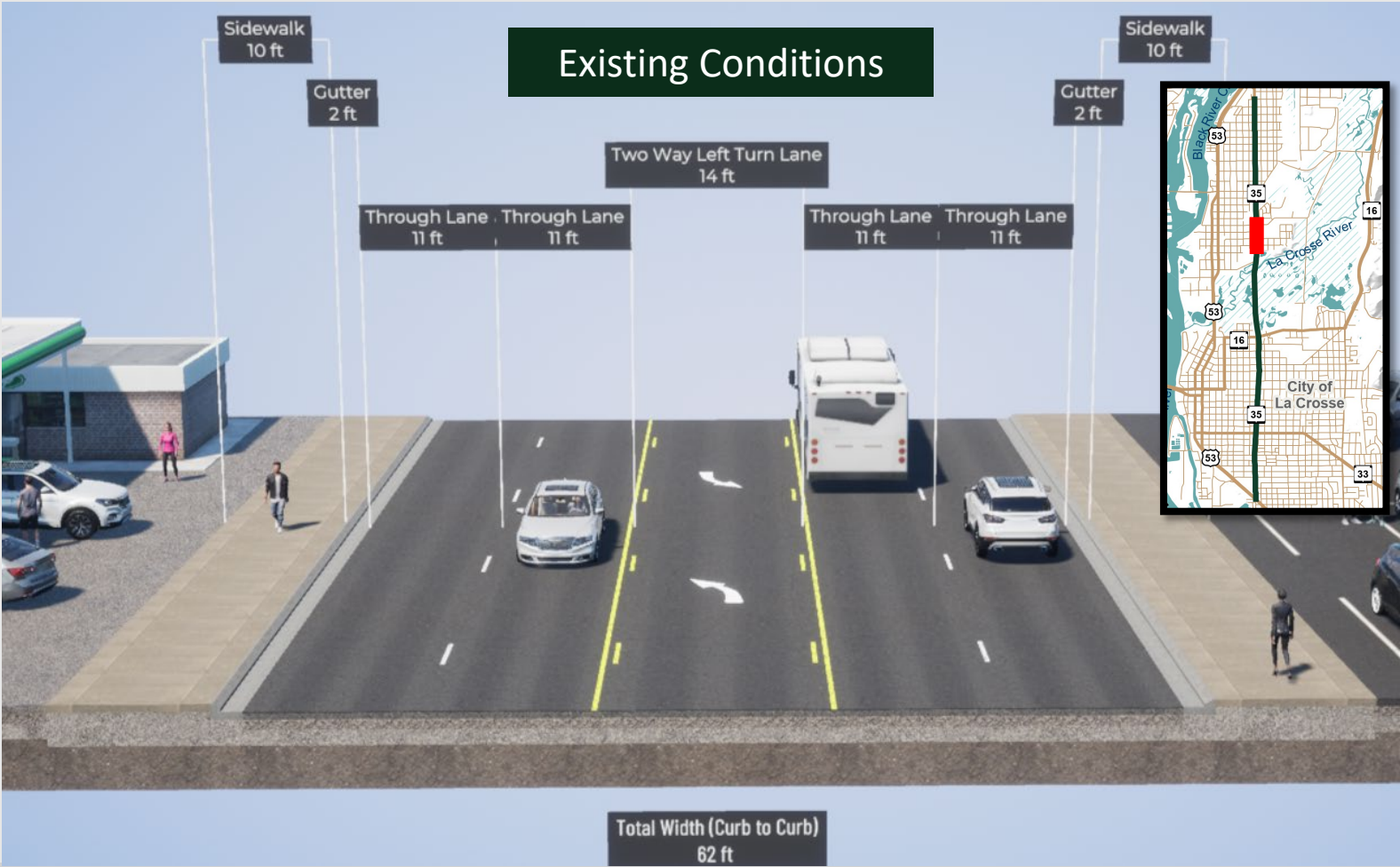
Existing Conditions

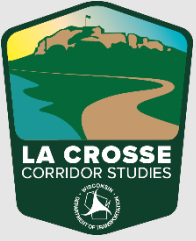
Segment

Monitor St – St Cloud St

Improvement Concept

Pavement Rehab with Spot Improvements





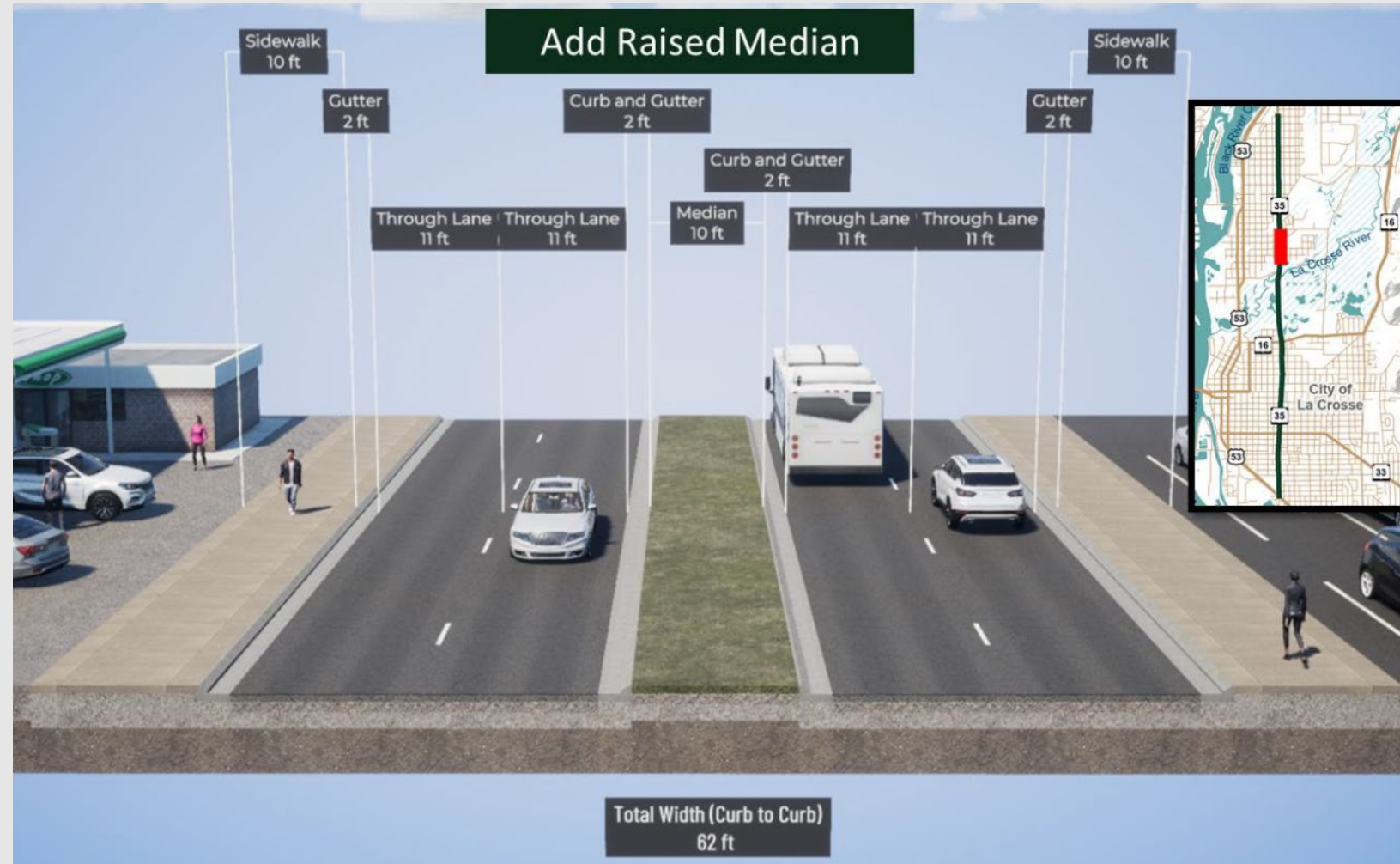
Preferred Alternative

Segment

Monitor St – St Cloud St

Spot Improvements

- Pedestrian refuges at Island and Hagar Streets
- Added crosswalk to south approach at St Cloud Street





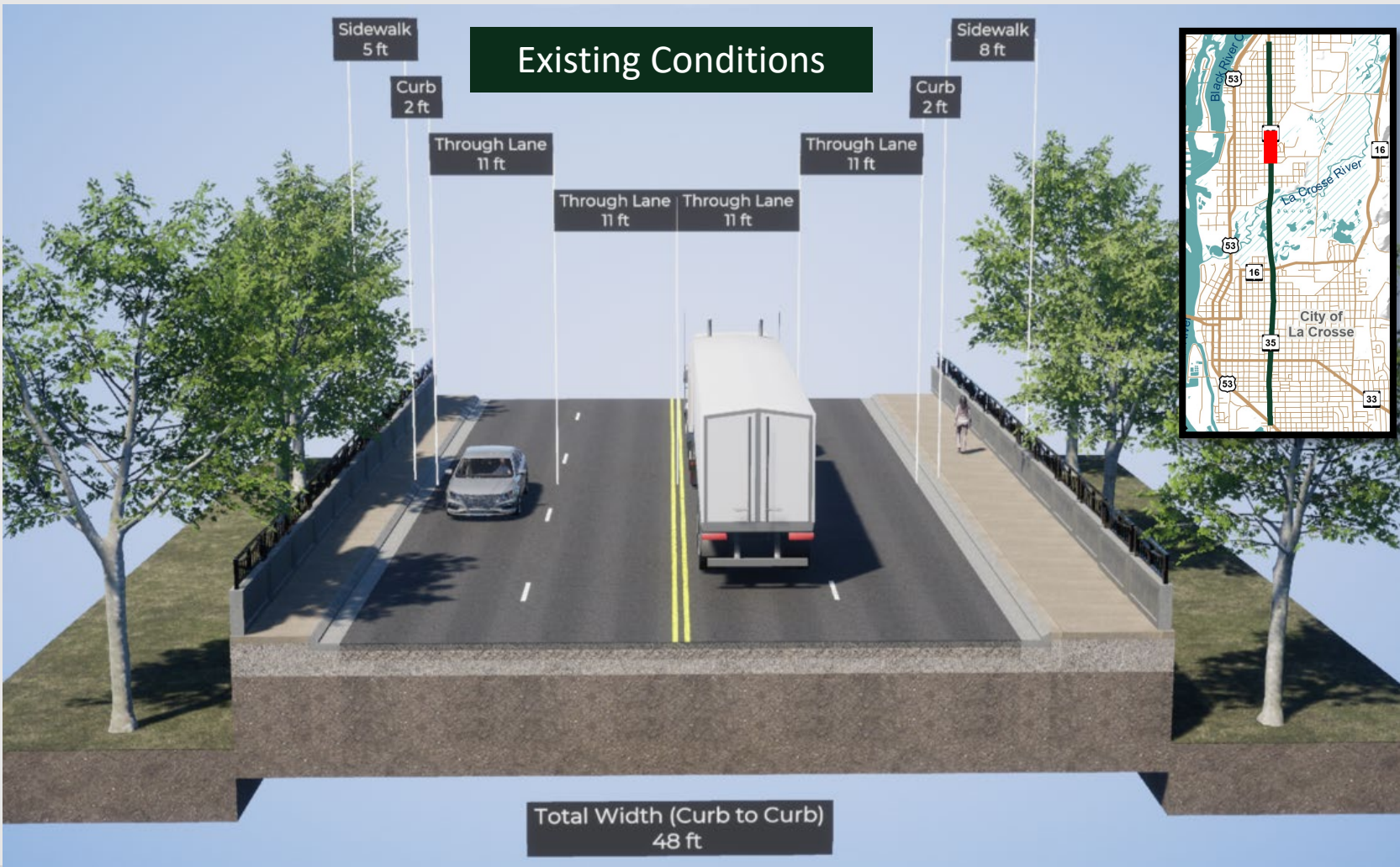
Existing Conditions

Segment

St Cloud St – Clinton St

Improvement Concept

Pavement Replacement





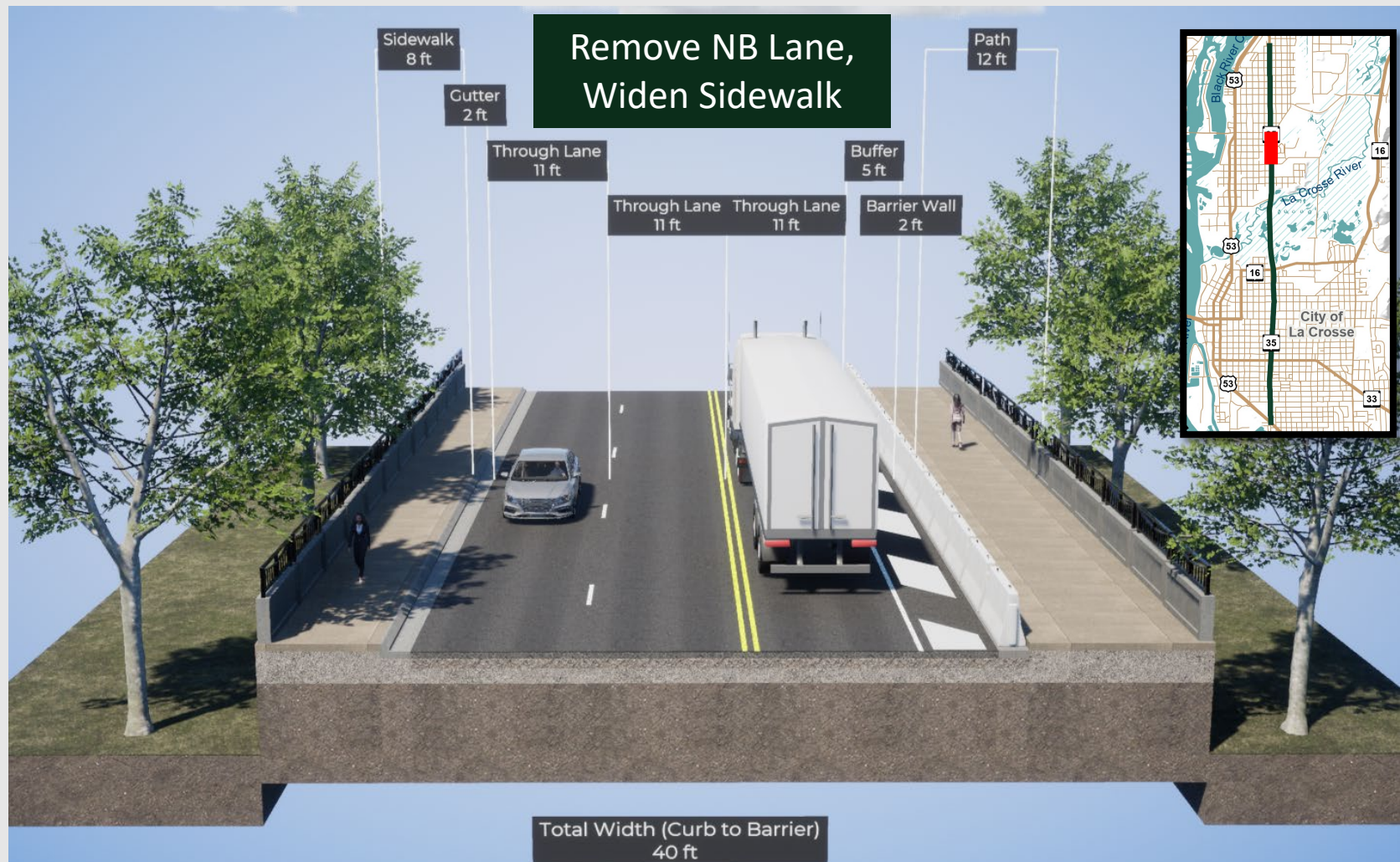
Preferred Alternative

Segment

St Cloud St – Clinton St

Spot Improvements

- Clinton St Intersection:
 - Extend W sidewalk to crosswalk
 - Change George St (frontage road) access to right-in-only





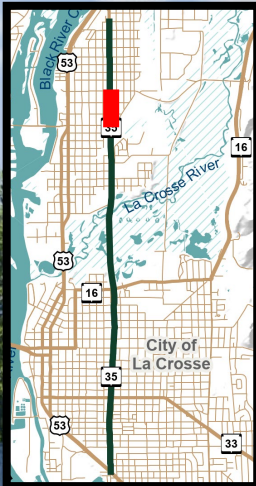
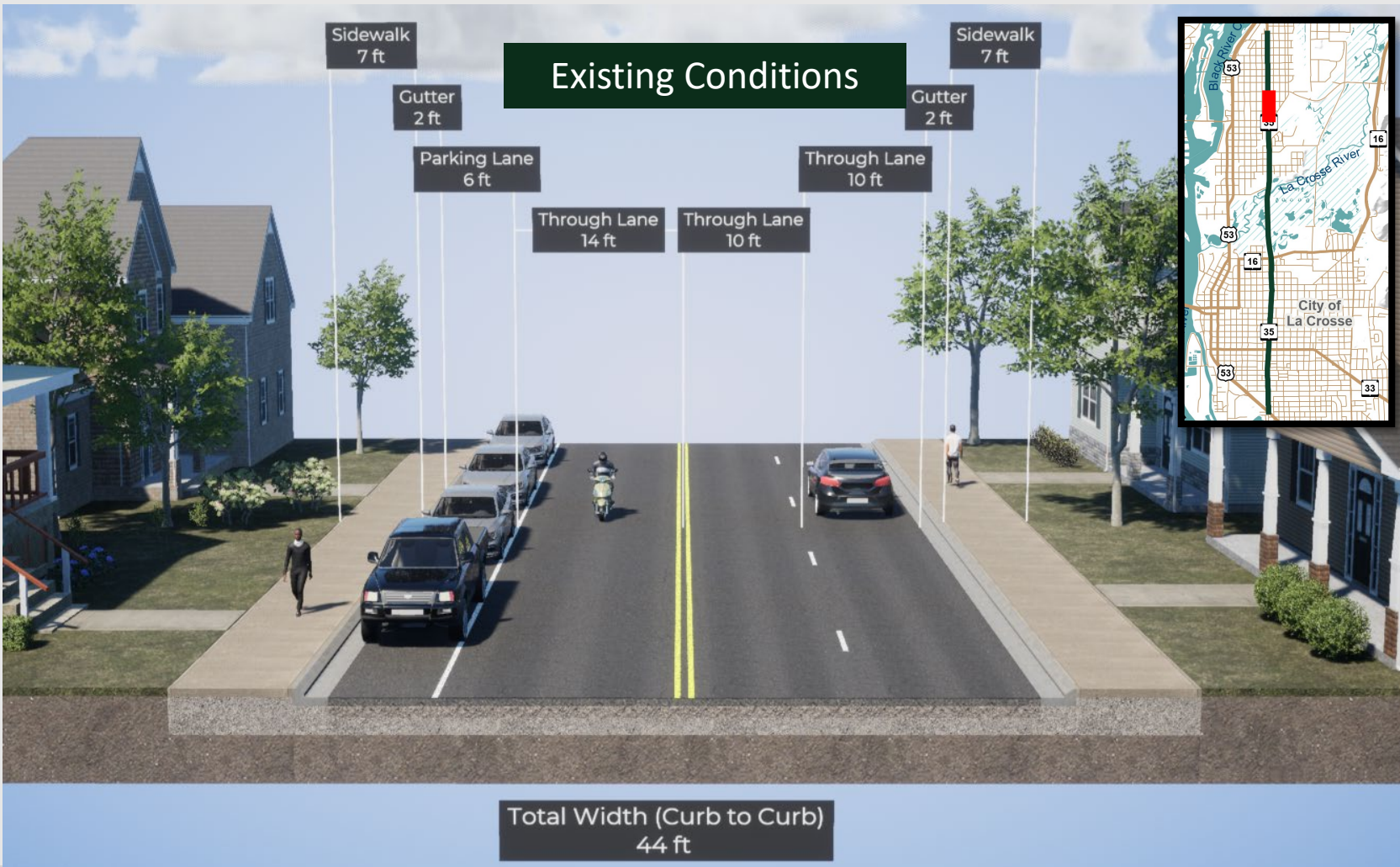
Existing Conditions

Segment

Clinton St – Gillette St

Improvement Concept

Pavement Replacement





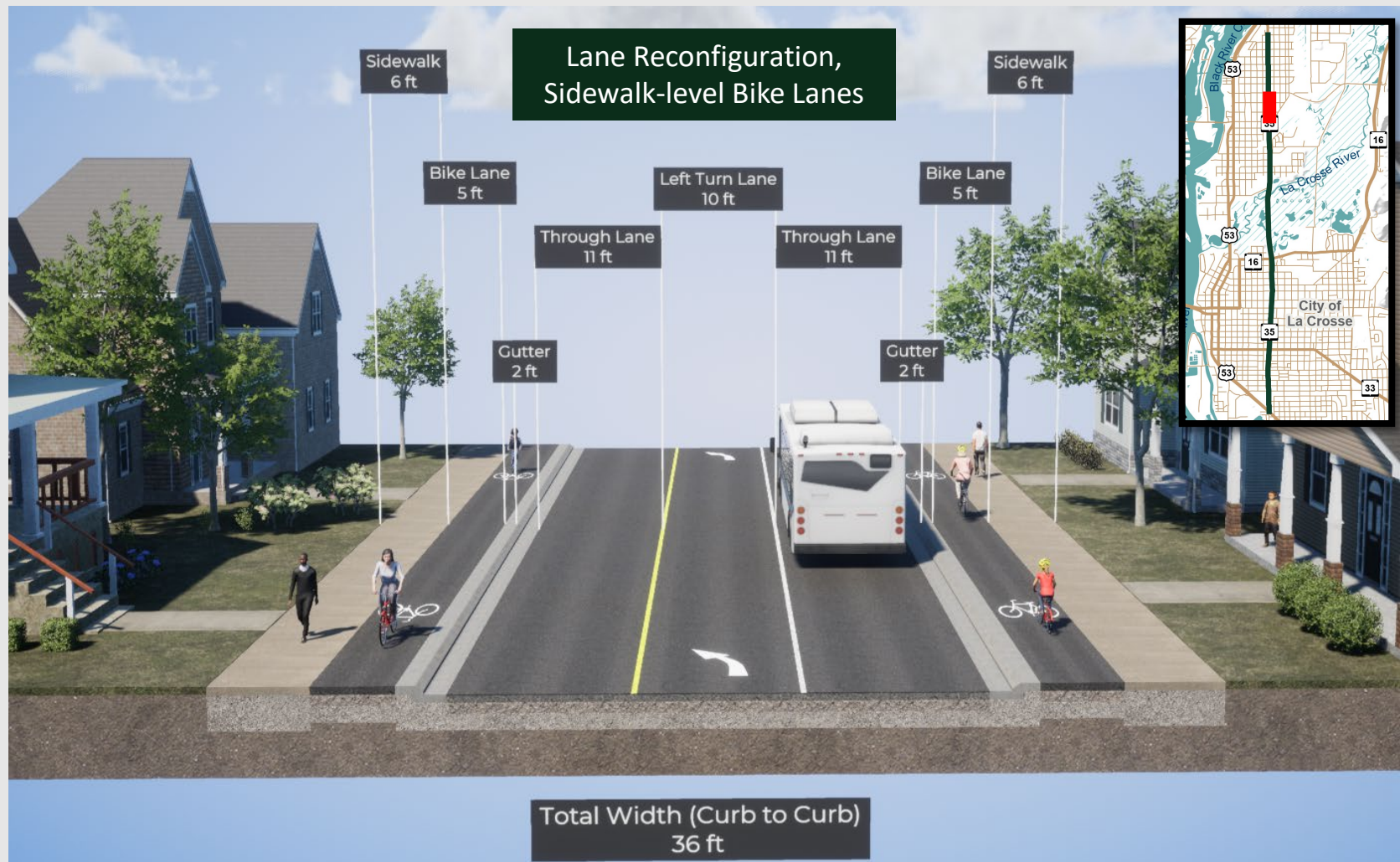
Preferred Alternative

Segment

Clinton St – Gillette St

Spot Improvements

- Back-to-back left turn lanes at intersections
- Gillette St Intersection: Improve left turn lane geometry





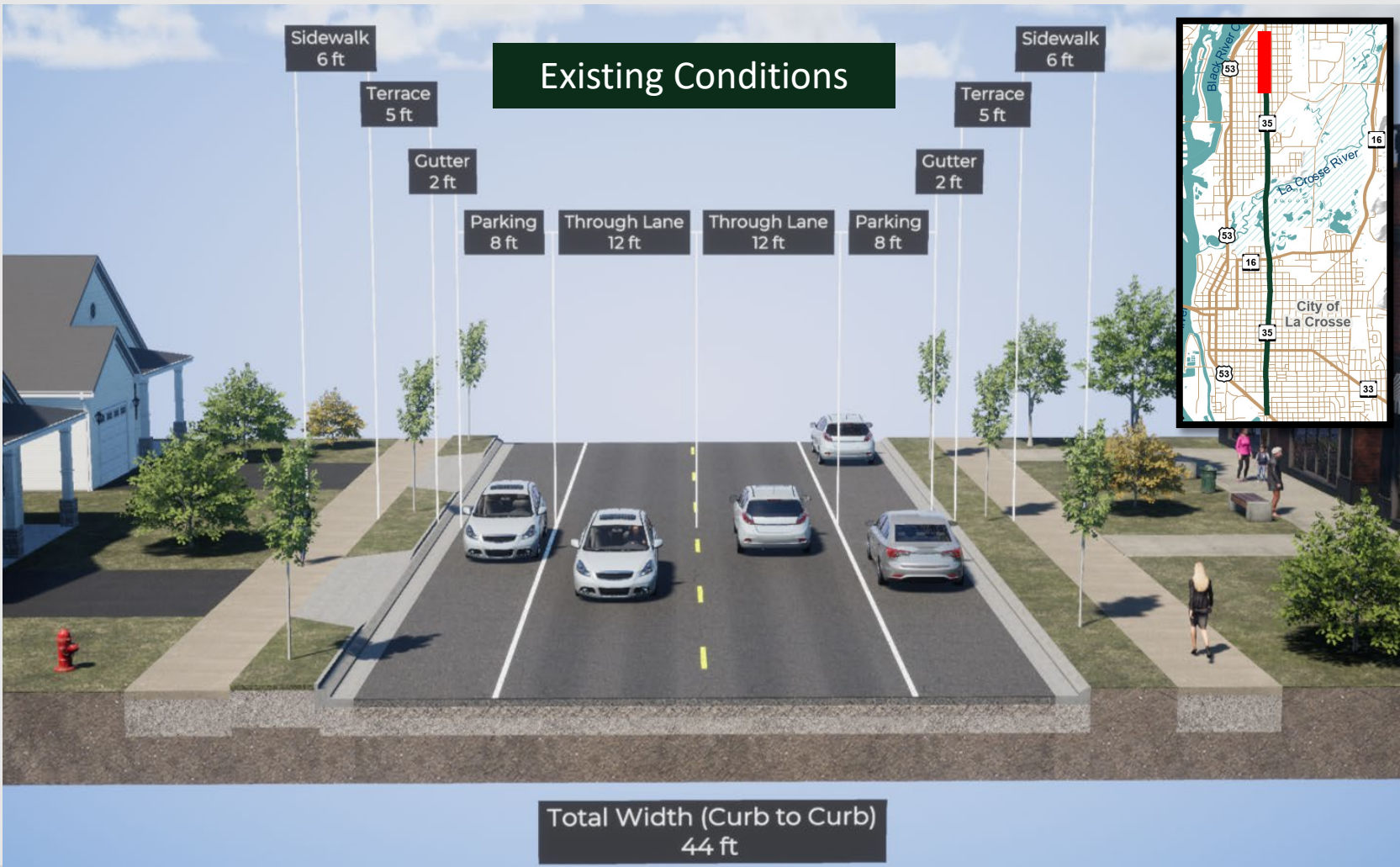
Existing Conditions

Segment

Gillette St – Cunningham St

Improvement Concept

Pavement Replacement





Preferred Alternative

Segment

Gillette St – Cunningham St

Spot Improvements

- Curb bump-outs on east side of WIS 35 at each intersection
- RRFB at Rublee St





Community Sensitive Design

Federally-funded projects are eligible for Community Sensitive Design (CSD) treatment funding.

- Treatments are selected by Local Municipality
- 1.5% of the Total Project Cost
- Cost split - 80% project, 20% City

Bike/Ped



Bicycle Racks

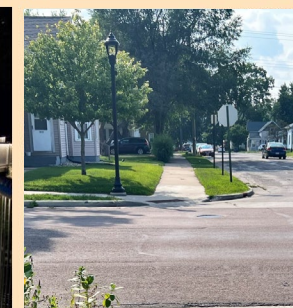


Wayfinding

Signals & Lighting



Pedestrian Scale Lighting



Decorative Light Poles

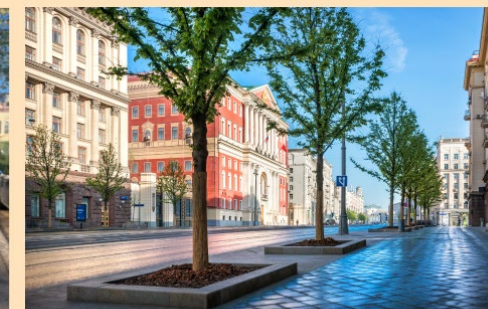
Aesthetics



Landscaping

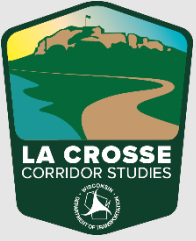


Planters



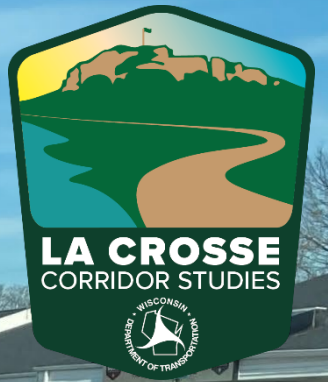
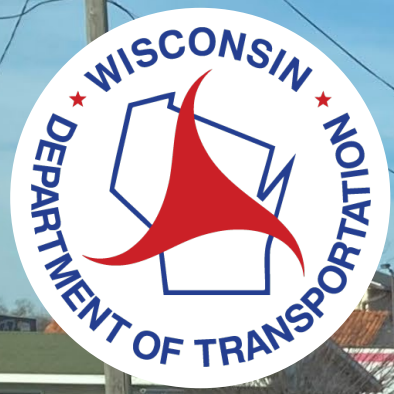
Street Trees





Project Schedule

- Corridor Study
 - January 2024 – Summer 2025
- Signed Environmental Document (CEC)
 - Summer 2025
- Roadway Design
 - 2025 – 2028
- Earliest Construction Start Date
 - 2029 (pending funding)



Thank You!

