

The following recommendations identify specific transportation improvements for Downtown Wisconsin Rapids including automobile, bicycle and pedestrian circulation. Important considerations for transportation improvements include enhancing access to the Downtown District for all travel modes in a manner that is consistent with community transportation goals. Improve traffic flow by reducing congestion and conflicts. Strengthen the Downtown as a neighborhood, retail hub, and community destination while providing safe, attractive and convenient pedestrian and bicycle connections.

- S1 MAJOR INTERSECTION ENHANCEMENTS**  
Implement pedestrian/bicycle crosswalk improvements including colored and textured pavement at all Downtown District Intersections. Enhance major intersections through the use of bulbs or bump-outs for pedestrian safety, traffic calming, and aesthetics.
- S2 ON-STREET BICYCLE LANES**  
Provide bike lanes or shared-use lanes on Grand Avenue between the east side roundabout at Lincoln to the west side roundabout at Jackson. Establish on-street bike lanes from neighborhoods linking them to the Downtown, the River and riverfront trails.
- S3 PEDESTRIAN ZONE EXPANSION**  
Expand sidewalk and terrace widths as much as possible to provide space for safe and convenient pedestrian traffic, streetscape amenities, and 'greening' opportunities. Extension of the pedestrian zone improves pedestrian circulation and comfort in the Downtown District while extending the capacity of the sidewalk to support outdoor cafes, retail signage, sidewalk sales and special events.
- S4 REDUCE TRAFFIC LANE WIDTHS**  
Utilize 10' or 11' travel lanes where feasible to allow for traffic calming and expansion of pedestrian environment/terraces. Downtown streets should be evaluated for this 'road dieting' strategy. Jackson Street would be an exception due to its truck traffic routing.
- S5 ONE-WAY TRAFFIC FLOW**  
Maintain one-way traffic on 1st and 2nd Streets. Minimize lane widths to reflect one side of parallel parking with an 11' travel lane. Use added width to increase greenspace along river side of Streets.
- S6 MID-BLOCK CROSSING**  
Provide 'table-top' or bump-out crossings to provide safe pedestrian circulation and traffic calming. These crossings should be located to connect primary pedestrian circulation patterns to public parking, recreation systems, civic facilities, parks, etc.

- S7 ROUNDABOUT INTRODUCTIONS**  
Provide roundabout intersections at key Downtown District entry points. These points provide thresholds to the District while unifying the area through the use of lighting, landscaping, and pavement treatments. Note Jackson Street realignment.
- S8 INTERNAL RAPIDS MALL DRIVE**  
Addition of focal feature drive into Rapids Mall. Enhance parking lot circulation through the use of realignment techniques, softscape additions, and pavement treatments.
- S9 2nd STREET VACATION**  
Vacation of existing dead end street into the proposed Triangle Block redevelopment.
- S10 GRAND AVENUE CIRCULATION ENHANCEMENT**  
Consideration of removing unnecessary traffic signals along Grand Avenue and replacing them with stop signs per the 2007 "Ahead of the Current" plan.
- S11 BRIDGE ZONE**  
Create an iconic 'Bridge Zone' that enhances pedestrian/bicycle circulation across bridges, pedestrian scale lighting, colored bridge uplighting, and River Fountains.
- S12 RIVERWALK**  
Implement a continuous multi-use paved Riverwalk trail system along both sides of River. Enhance trail with seating opportunities, viewing overlooks, softscape and signage.



The following recommendations identify specific transportation improvements for Downtown Wisconsin Rapids including automobile, bicycle and pedestrian circulation. Important considerations for transportation improvements include enhancing access to the Downtown District for all travel modes in a manner that is consistent with community transportation goals. Improve traffic flow by reducing congestion and conflicts. Strengthen the Downtown as a neighborhood, retail hub, and community destination while providing safe, attractive and convenient pedestrian and bicycle connections.

- S1 MAJOR INTERSECTION ENHANCEMENTS**  
Implement pedestrian/bicycle crosswalk improvements including colored and textured pavement at all Downtown District Intersections. Enhance major intersections through the use of bulbs or bump-outs for pedestrian safety, traffic calming, and aesthetics.
- S2 ON-STREET BICYCLE LANES**  
Provide bicycle lanes on Grand Avenue between the east side roundabout at Lincoln Street to the west side roundabout at Jackson Street. Establish on-street bike lanes from existing neighborhoods linking them to the Downtown, the River and riverfront trails.
- S3 PEDESTRIAN ZONE EXPANSION**  
Expand sidewalk and terrace widths as much as possible to provide space for safe and convenient pedestrian traffic, streetscape amenities, and 'greening' opportunities. Extension of the pedestrian zone improves pedestrian circulation and comfort in the Downtown District while extending the capacity of the sidewalk to support multiple functions.
- S4 REDUCE TRAFFIC LANE WIDTHS**  
Utilize 10' or 11' travel lanes where feasible to allow for traffic calming and expansion of pedestrian environment/terraces. Downtown streets should be evaluated for this 'road dieting' strategy. Jackson Street would be an exception due to its truck traffic routing.
- S5 ONE-WAY TRAFFIC FLOW**  
Maintain one-way traffic on 1st and 2nd Streets. Minimize lane widths to reflect one side of parallel parking with an 11' travel lane. Use added width to increase greenspace along river side of Streets.
- S6 MID-BLOCK CROSSING**  
Provide 'table-top' or bump-out crossings to provide safe pedestrian circulation and traffic calming. These crossings should be located to connect primary pedestrian circulation patterns to public parking, recreation systems, civic facilities, parks, etc.
- S7 ROUNDABOUT INTRODUCTIONS**  
Provide roundabout intersections at key Downtown District entry points. These points provide thresholds to the District while unifying the area through the use of lighting, landscaping, and pavement treatments. Note Jackson Street realignment.
- S8 INTERNAL RAPIDS MALL DRIVE**  
Addition of focal feature drive into Rapids Mall. Enhance parking lot circulation through the use of realignment techniques, softscape additions, and pavement treatments.
- S9 2nd STREET VACATION**  
Vacation of existing dead end street into the proposed Triangle Block redevelopment.

- S10 GRAND AVENUE CIRCULATION ENHANCEMENT**  
Consideration of removing unnecessary traffic signals along Grand Avenue and replacing them with stop signs per the 2007 "Ahead of the Current" plan.
- S10 BRIDGE ZONE**  
Create an iconic 'Bridge Zone' that enhances pedestrian/bicycle circulation across bridges, pedestrian scale lighting, colored bridge uplighting, and River Fountains.
- S10 RIVERWALK**  
Implement a continuous multi-use paved Riverwalk trail system along both sides of River. Enhance trail with seating opportunities, viewing overlooks, softscape and signage.

