

Village of Shorewood Hills Traffic Calming Policy

The Village of Shorewood Hills utilizes a demonstrably successful traffic calming program consisting of education, enforcement and monitoring based on a twenty mile per hour speed limit on Village streets except University Avenue and Locust Drive.* Physical traffic calming measures such as speed humps, and tables will not be considered on Village streets presently due to low prevailing speeds and low traffic volumes.

Summary of Data and Conditions

85th percentile speeds on all Village streets is less than 29 miles per hour and on most streets** the 85th percentile speeds is 25 miles per hour or less.

Volume of traffic on all Village streets is less than 3000 vehicles per day and on most streets** traffic volumes are less than 800 per day.

The existing narrow, hilly curving features of many Village streets also contribute to the success of the Village traffic calming program. In addition the presence of garden triangles at intersections, as well as the offset nature of many intersections act to decrease traffic speed. Nearly all Village streets reflect one or more of these attributes.

There are no village streets that exhibit repetitive accidents involving vehicles, bicycles or pedestrians.

Resulting Traffic Calming Policy

The above data and conditions indicate that physical traffic calming measures will not be cost effective and the intended impacts of physical devices to reduce speed and/or volume such as humps, tables, and traffic circles will be negligible to non existent.

Physical traffic calming measures will only be considered if 85th percentile traffic speeds exceed 32 mph and traffic volumes are in excess of 800 vehicles per day.

The Village police department proactively enforces a 20 mph speed limit through systematic patrol, use of radar and enforcement through warning and ticketing.

Comprehensive educational efforts are made possible through the monthly Village bulletin that is mailed and emailed to 85% of all Village residents and through a blast email system with 85% penetration.

The Village deploys a mobile speed board to alert motorists to the 20 speed limit and the speed that they are travelling. The speed board is also able to collect and store speed and volume data for analysis.

The Village also randomly deploys speed and volume tubes on Village streets in order to collect and analysis data to ensure that 85th percentile speed and traffic volumes are within the parameters that the Village has adopted though this policy.

Complaint Handling Process

Complaints regarding speed on Village streets shall be directed to the Village Administrator and/or Police Chief. Through discussion and examination of existing data with the complainant the concern may be resolved without further action. However further action may be warranted and take combinations in the form of targeted enforcement, educational email blasts, articles in the Village bulletin, and deployment of the speed board in the identified area.

The Village may also engage in data collection in order to reevaluate 85th percentile speeds as well as traffic volumes to see if there have been any changes. If speeds exceed standards established by the Village, additional traffic calming techniques may be considered and the matter brought to the attention of the Public Works Committee for possible further recommended actions that may ultimately involve consideration by the Village Board.

Reconstruction of Streets and Traffic Calming

When a Village street is scheduled for reconstruction staff will compile and analyze speed and volume data for that street. Residents residing on the street under consideration will be specifically invited to a series of meetings. At these meetings input into design decisions will be afforded and concern related to traffic speed and/or volumes addressed as part of a collaborative design process.

*University Avenue is a regional commuter route and is not included in this policy. The Village has completed and adopted an intergovernmental project titled University Avenue Corridor Study with the City of Madison and University of Wisconsin.

* The speed limit on Locust Drive is 25 mph. Due to its significance as a Village collector street and heavy use by emergency response vehicles physical traffic calming will not be considered.

** University Bay Drive, and Lake Mendota Drive have traffic volumes in excess of 1,000 per day but less than 3,000 and 85th percentile speeds range from 26- 28 mph. These streets also serve as Village collector streets and are through streets that are also used frequently by emergency response vehicles. Traffic volume and speeds are below Village standards for physical traffic calming, but due to their use pattern would not be considered for physical traffic calming in any event. The Village has installed four stationery speed warning display devices, two on each street to enhance traffic calming in response to resident concerns. These devices are also capable of data collection.

**Shorewood Boulevard was reconstructed in 2009. Due its proximity to the school and its significance as a Village collector street special traffic calming was constructed in the vicinity of the school including bump outs, special line painting and staggered one lane speed tables.