

## BRIEFING SUMMARY

### A LAND USE AND TRANSPORTATION SYSTEM DEVELOPMENT PLAN FOR THE IH 94 WEST FREEWAY CORRIDOR: 2010 WAUKESHA COUNTY, WISCONSIN

The Southeastern Wisconsin Regional Planning Commission has completed a land use and transportation system plan for the IH 94 West Freeway Corridor in central and western Waukesha County. The plan was prepared at the request of the Wisconsin Department of Transportation and in cooperation with Waukesha County and local units of government within the Corridor. The plan was requested out of concern for how rapidly occurring land use changes in the Corridor were contributing to increased traffic congestion and related problems in the Corridor, as well as concern regarding a perceived need to seek cooperative agreement on the part of Waukesha County and the local units of government concerned regarding a future land use pattern for the Corridor and a supporting arterial highway system.

The plan was prepared under the guidance of an Intergovernmental Coordinating and Technical Advisory Committee for the IH 94 West Freeway Corridor Development Planning Program. The Advisory Committee includes representatives of Waukesha County, municipalities within the Corridor, the Wisconsin Department of Transportation, and the Federal Highway Administration (see accompanying roster). The plan, which has a design year of 2010, has two basic elements: a land use element and a transportation system element. The former refines, details, and extends the regional land use plan adopted in September 1992; the latter is fully consistent with the new regional transportation system plan adopted in December 1994.

The planning effort included extensive inventories and analyses of the factors and conditions affecting development within the IH 94 West Corridor, including inventories of its economic and demographic base; its historical urban growth pattern; existing land uses; natural resource base; existing transportation and utility facilities and services; and existing plans and land use regulations. Forecasts of anticipated growth and change in population, household, and employment levels within the Corridor were explored. In addition, the planning effort included the formulation of a set of development objectives, principles, and standards as a basis for the preparation and evaluation of alternative development plans for the Corridor; the selection of recommended land use and transportation system development plans; and the formulation of plan implementation measures.

The results and recommendations of the planning effort are documented in SEWRPC Community Assistance Planning Report No. 201, A Land Use and Transportation System Development Plan for the IH 94 West Freeway Corridor: 2010, Waukesha County, Wisconsin, September 1994. Copies of this report may be obtained from the Commission at \$10.00 each inside the Region and \$20.00 each outside the Region.

INTERGOVERNMENTAL COORDINATING AND TECHNICAL  
ADVISORY COMMITTEE FOR THE IH 94 WEST FREEWAY  
CORRIDOR DEVELOPMENT PLANNING PROGRAM

William D. Rogan . . . . .	Former Commissioner, Southeastern
Chairman	Wisconsin Regional Planning Commission
Kurt W. Bauer . . . . .	Executive Director, Southeastern
Secretary	Wisconsin Regional Planning Commission
Harlan E. Clinkenbeard . . . . .	Administrator/Planner,
	Town of Pewaukee
Paul A. Feller . . . . .	City Engineer, City of Waukesha
Thomas L. Frank . . . . .	Planning and Research Engineer,
	Federal Highway Administration
Cheri A. Frederick . . . . .	Waukesha County Board Supervisor
Robert F. Hamilton . . . . .	Waukesha County Board Supervisor
Edmond McAleer . . . . .	Mayor, City of Delafield
Robert R. Packee . . . . .	District Director, Wisconsin
	Department of Transportation
Frank M. Paulus . . . . .	Administrator, Village of Pewaukee
Edwin H. Rohloff . . . . .	Chairman, Town of Summit
Marlene Schumacher . . . . .	Mayor, City of Oconomowoc
Patric Spheeris . . . . .	Representative, Village of
	Oconomowoc Lake
Kent D. Woods . . . . .	Chairman, Town of Delafield

## THE PLANNING AREA

The IH 94 West Corridor planning area encompasses about 60 square miles and lies in portions of three cities, four villages, and three towns, all in Waukesha County. The area encompasses the IH 94 West Freeway from approximately CTH T west to the Waukesha-Jefferson County line, extending about four miles in a north-south direction and 15 miles in an east-west direction, with the study area boundary defined along U. S. Public Land Survey lines.

## ECONOMIC AND DEMOGRAPHIC BASE

Future urban development needs within the IH 94 West Corridor will depend in part upon the population and economic activity levels within Waukesha County and the larger Southeastern Wisconsin Region, of which the Corridor is an integral part. The preparation of the Corridor plan was undertaken within the context of the third-generation, design year 2010 regional land use plan adopted by the Commission in 1992. The final recommended Corridor plan refines, details, and extends that plan.

About 23,800 persons resided in the Corridor in 1990; about 9,000 housing units existed within the Corridor in 1990; and about 10,800 jobs were located within the Corridor in 1990. For the purposes of the IH 94 West Corridor planning effort, two alternative future scenarios considered by the Commission in its regional planning efforts were explored: an intermediate-growth centralized scenario and a high-growth decentralized scenario. These two alternatives were believed to best represent the range of possible futures for growth and development within the Corridor. Under these alternatives, the resident population within the Corridor study area was projected to increase to between 30,720 and 48,120 persons, or by from 36 percent to 112 percent, between 1985, the base year of the adopted regional land use plan, and the year 2010. The total number of households was projected to increase to between 11,300 and 16,380, or by from 57 percent to 127 percent, between 1985 and 2010. Total employment within the Corridor was projected to increase to between 14,900 and 26,120 jobs, or by from 41 percent to 148 percent, between 1985 and 2010.

Tables 1 and 2, respectively, set forth the resident population, household, and employment projections made for the Corridor under the two scenarios between 1985 and 2010.

## EXISTING LAND USES

In 1985, despite impressions of widespread urbanization arising from scattered urban development, nonurban land uses still predominated within the IH 94 West Corridor, with about 45 square miles, or 75 percent of the total area of the Corridor, devoted to agriculture, wetlands, woodlands, surface water, and other open uses. Of these nonurban lands, about 25 square miles, or about 55 percent of all such lands and about 42 percent of the total area of the Corridor, were in agricultural use.

Urban lands, including residential, commercial, industrial, governmental and institutional, park and recreational, and transportation, communication, and utility lands, encompassed about 15 square miles, or about 25 percent, of the Corridor area.

**Table 1**

**EXISTING AND PROPOSED POPULATION, HOUSEHOLDS, AND EMPLOYMENT IN THE IH 94  
WEST CORRIDOR: 1985 AND 2010 INTERMEDIATE-GROWTH CENTRALIZED LAND USE PLAN**

Element	Existing 1985		Planned Increment		Planned 2010	
	Number	Percent of Waukesha County	Number	Percent Change	Number	Percent of Waukesha County
Population . . . . .	22,670	7.9	8,050	35.5	30,720	8.4
Households . . . . .	7,220	7.7	4,080	56.5	11,300	8.5
Employment . . . . .	10,550	7.5	4,350	41.2	14,900	7.4

Source: SEWRPC.

**Table 2**

**EXISTING AND PROPOSED POPULATION, HOUSEHOLDS, AND EMPLOYMENT IN THE  
IH 94 WEST CORRIDOR: 1985 AND 2010 HIGH-GROWTH DECENTRALIZED LAND USE PLAN**

Element	Existing 1985		Planned Increment		Planned 2010	
	Number	Percent of Waukesha County	Number	Percent Change	Number	Percent of Waukesha County
Population . . . . .	22,670	7.9	25,450	112.3	48,120	9.1
Households . . . . .	7,220	7.7	9,160	126.9	16,380	9.2
Employment . . . . .	10,550	7.5	15,570	147.6	26,120	10.2

Source: SEWRPC.

## NATURAL RESOURCE BASE

About 15 square miles, or about 29 percent of the land area of the Corridor, are covered by soils with severe limitations for residential development with public sanitary sewer service and which therefore are poorly suited for residential development of any kind. About 23 square miles, or 43 percent of the land area of the Corridor, are suitable for the use of conventional onsite sewage disposal systems; about 32 square miles, or 61 percent of the land area, are suitable for the use of mound sewage disposal systems.

The study area lies within portions of three watersheds. The portion of the study area within the Fox River watershed comprises the eastern portion of the Corridor and encompasses about 22 square miles, or 37 percent of the Corridor; the portion within the Bark River watershed, in the central portion of the Corridor, encompasses 23 square miles, or 39 percent of the area of the Corridor; and the portion within the Oconomowoc River watershed comprises the western portion of the Corridor and encompasses about 15 square miles, or 24 percent of the Corridor. The Corridor also includes all or portions of 11 lakes having 50 or more acres of surface water area. These lakes include Pewaukee Lake in the Fox River watershed; Upper and Lower Nashotah, Upper and Lower Nemahbin, Nagawicka, Golden, and Crooked Lakes in the Bark River watershed; and Silver and Middle and Lower Genesee Lakes in the Oconomowoc River watershed.

The identified 100-year recurrence interval floodplain areas within the Corridor encompass about 10 square miles, or about 17 percent of the area. Wetlands, in 1985, encompassed about seven square miles, or 12 percent of the total Corridor area, while woodlands encompassed about five square miles, or 9 percent of the total Corridor area. Lands encompassing a total of 16 square miles, or about 27 percent of the Corridor, were identified as important wildlife habitat areas. These areas included many existing wetland and woodland areas.

The most important elements of the natural resource base, including lakes, rivers, and streams and their associated shorelands and floodplains; wetlands; woodlands; wildlife habitat areas; wet, poorly drained, and organic soils; and rugged terrain and high-relief topography, together with such resource-related elements as existing and potential park sites, significant scenic areas and vistas, and historic and archaeological sites, when considered in combination, occur in linear patterns or corridors in the landscape. These corridors have been termed "environmental corridors."

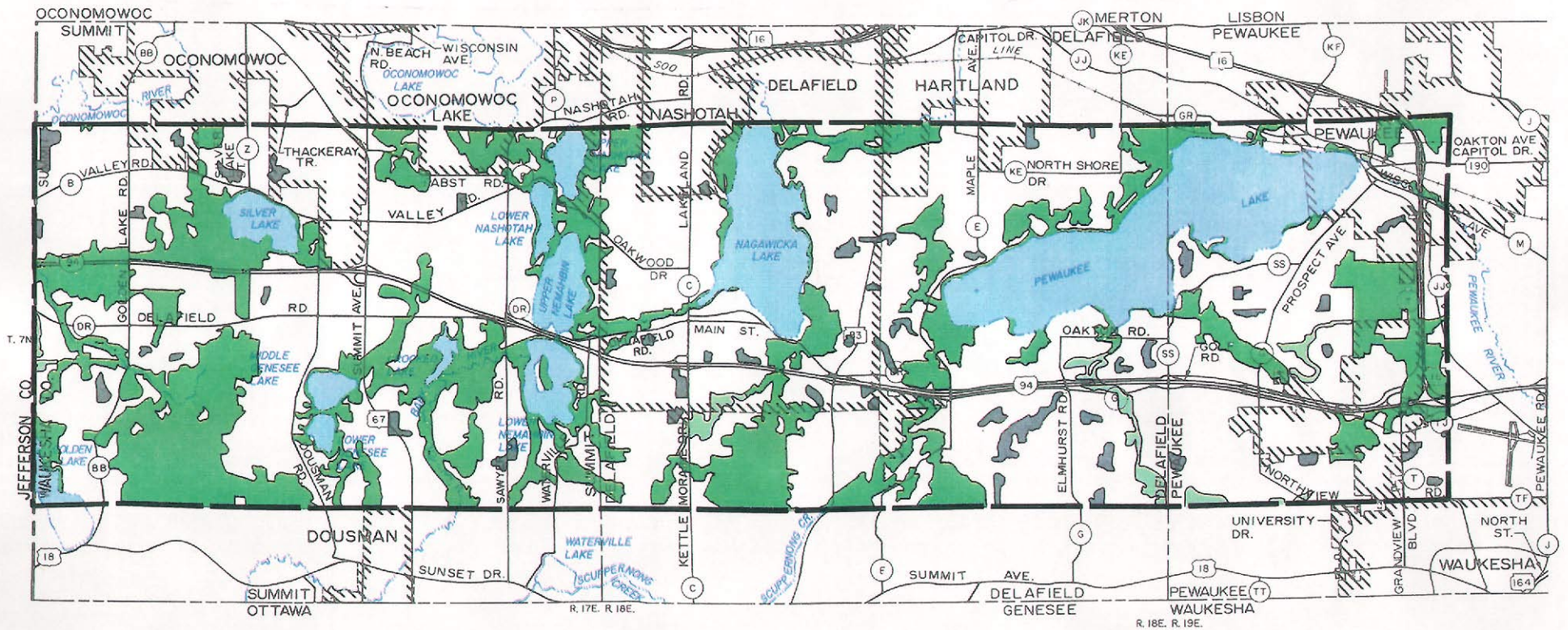
In 1985, primary environmental corridors encompassed about 19 square miles, or about 32 percent of the Corridor. The preservation and protection of primary environmental corridors in natural, open uses is essential to the maintenance of a high level of environmental quality in and to the protection of the natural beauty of the IH 94 West Corridor, and was therefore made a key objective of the plan.

Map 1 shows the environmental corridors and isolated natural areas within the Corridor as of 1985.



Map 1

**EXISTING ENVIRONMENTAL CORRIDORS AND ISOLATED  
NATURAL AREAS IN THE IH 94 WEST CORRIDOR: 1985**



## **EXISTING TRANSPORTATION AND UTILITY FACILITIES AND SERVICES**

### **Arterial Streets and Highways**

The IH 94 West Corridor is currently served by an arterial street and highway system totaling about 84 miles in length, of which over 18 miles, or about 22 percent, consisted in 1990 of the IH 94 and STH 16 Freeways. The arterial network is appropriately spaced at intervals of about two miles in both the north-south and east-west directions through much of the Corridor.

The IH 94 Freeway is the most heavily traveled facility in the Corridor. In 1989, average weekday traffic volumes on this facility ranged between about 23,500 vehicles and 53,900 vehicles per average weekday.

Map 2 shows the arterial street and highway system of the Corridor as of 1990.

### **Railway and Public Transit Service**

Railway service is provided in the Corridor by one private company, the CP Rail System (formerly the Soo Line and once the Chicago, Milwaukee, St. Paul & Pacific Railroad), with one interstate line serving the Corridor. This facility provides freight service to industrial concentrations within the Corridor, as well as the routing of the Amtrak railway passenger service between Chicago, Milwaukee, St. Paul, and Seattle. There are, however, no Amtrak stops within the Corridor.

Bus-on-freeway commuter service is provided by Waukesha County, under contract with a private bus operator, through the Corridor between the City of Oconomowoc and the Milwaukee central business district. The only fixed-route local bus service is that provided by the City of Waukesha along the eastern edge of the Corridor. Intercity bus service through the Corridor is provided by Badger Coaches, Inc., and Greyhound Lines, Inc., over IH 94 between Milwaukee and Madison.

### **Utilities**

In 1990, four public sanitary sewerage systems together provided service to about 15,300 persons, about two-thirds of the resident population of the Corridor. Four public water supply systems together served about 7,900 persons, about one-third of the total Corridor population.

## **EXISTING PLANS AND LAND USE REGULATIONS**

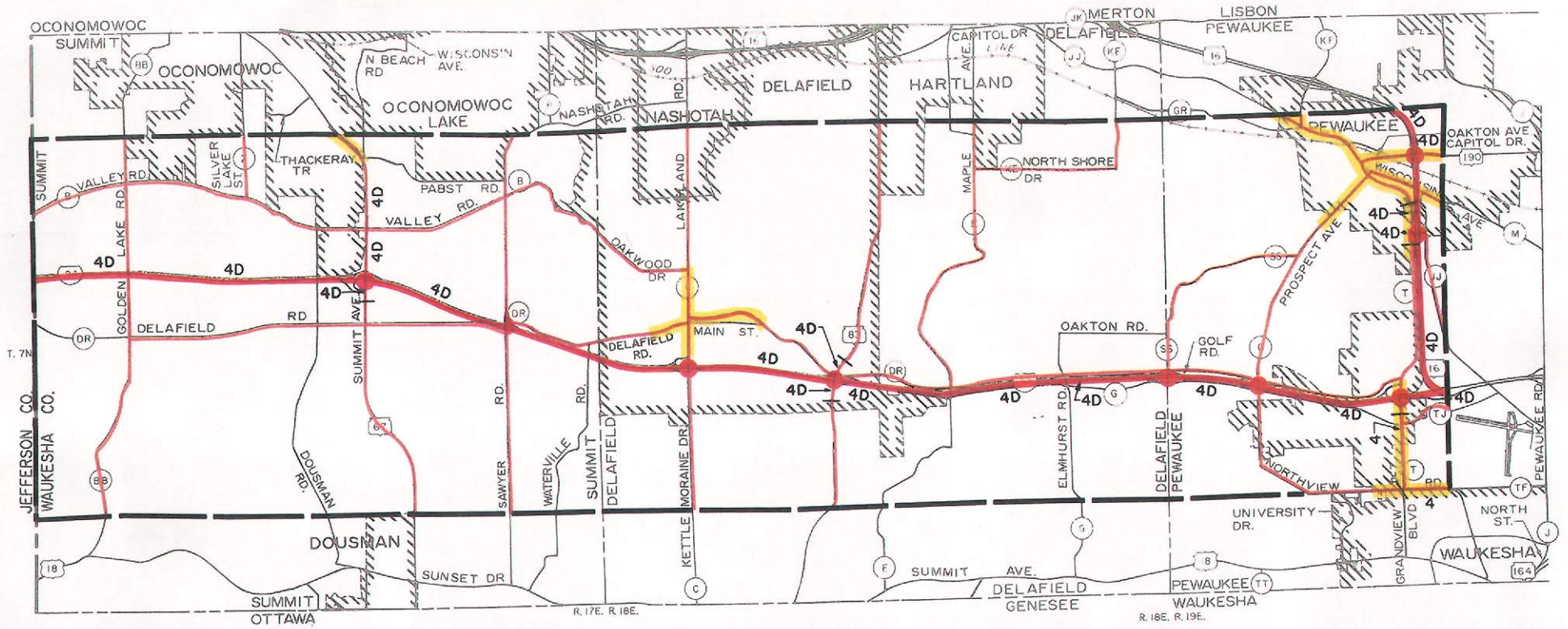
The development plan for the IH 94 West Corridor is intended, in part, to reevaluate, amend, update, and extend adopted regional and local plans as those plans pertain to the Corridor. In addition, the plan takes into account local development objectives as reflected in local land use control ordinances. Accordingly, an important step in the planning process was the assembly of information pertaining to the existing framework of regional plans, local plans, and related land use regulations.

As of 1985, Waukesha County and local units of government together had zoned about 22 square miles, or 36 percent of the Corridor, for residential use; about 18 square miles, or 29 percent, for agricultural use; and about three square miles, or 5 percent, for commercial and industrial use. About nine square miles, or 15 percent, had been zoned for conservancy use. All cities, villages, and towns with lands in the Corridor have adopted land division ordinances. In addition, Waukesha County has adopted a land division ordinance applicable only to unincorporated shoreland areas of the County.



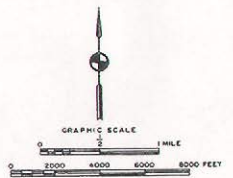
Map 2

EXISTING ARTERIAL STREET AND HIGHWAY SYSTEM IN THE IH 94 WEST CORRIDOR: 1990



LEGEND

- FREEWAY
- STANDARD ARTERIAL-RURAL CROSS SECTION
- STANDARD ARTERIAL-URBAN CROSS SECTION
- FREEWAY INTERCHANGE
- ◐ PARTIAL FREEWAY INTERCHANGE
- D DIVIDED ROADWAY
- 4 NUMBER OF TRAFFIC LANES (TWO LANES WHERE UNNUMBERED)
- | INDICATES A CHANGE IN THE NUMBER OF TRAFFIC LANES





## OBJECTIVES, PRINCIPLES, AND STANDARDS

The report presents a set of development objectives, principles, and standards formulated for the IH 94 West Corridor. The development objectives were based primarily upon areawide development objectives contained in regional plans which were considered by the Advisory Committee to be applicable to, and supportable by, the local units of government within the study area. In addition, the development objectives, principles, and standards reflect county and local community objectives as articulated by members of the Advisory Committee.

## THE RECOMMENDED LAND USE PLAN

As noted above, two alternative future scenarios were explored as part of the IH 94 West Corridor planning effort. During Advisory Committee review and evaluation of two alternative land use plans prepared under these respective scenarios, two major private development initiatives were advanced which would represent a departure, in part, from the alternatives: the proposed Pabst Farms development near the STH 67-IH 94 interchange and an office park proposed to be located near the CTH SS-IH 94 interchange. These proposals are indicative of the strong urban land market forces which have produced a growing demand for commercial and industrial land use development along IH 94. After careful consideration of the alternative plans and assessment of the changing land market conditions, the Advisory Committee directed the preparation of a recommended land use plan within the parameters of the two alternative plans, stipulating, however, that the recommended plan take into account the accelerated demand for commercial and industrial land use development within the Corridor and the commitments already made by local governments in the Corridor in response to that demand, commitments that included major public sewerage and water supply utility investments funded through tax-incremental financing techniques. After a public hearing on March 28, 1994, a final recommended land use plan was prepared.

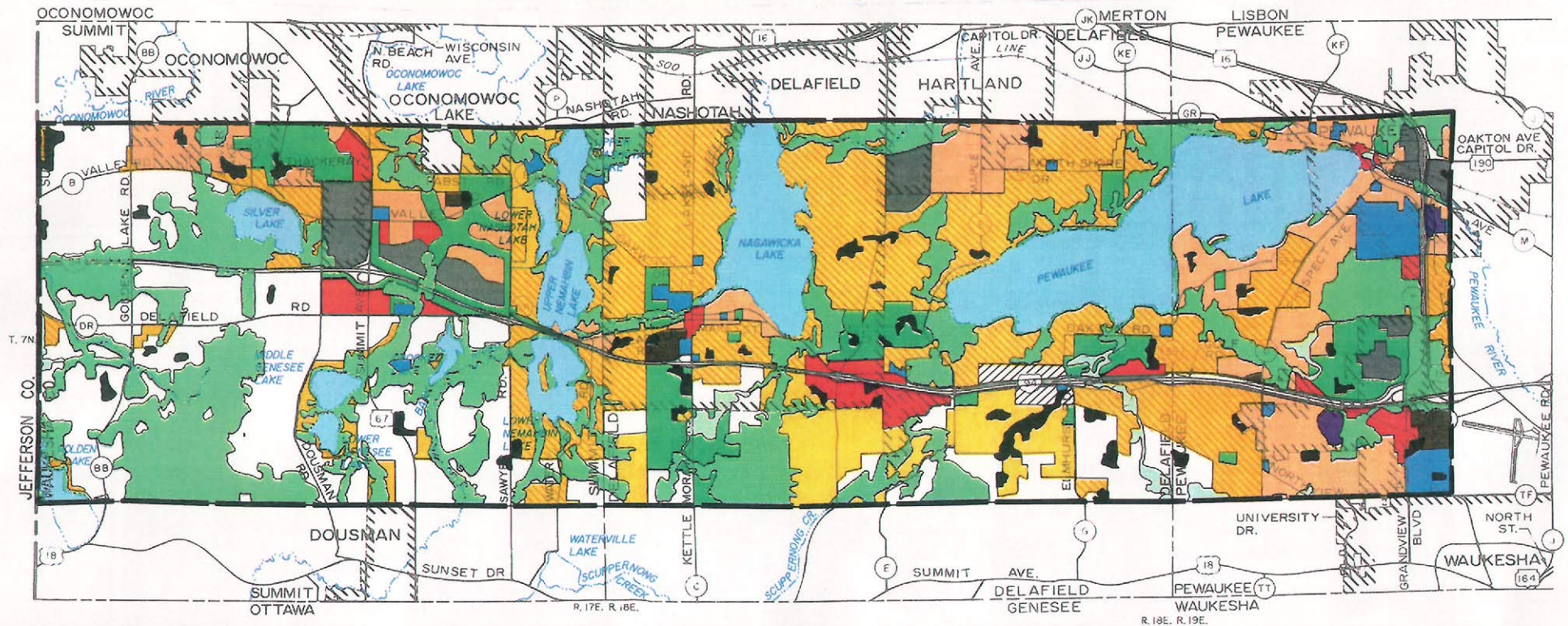
The recommended land use plan is designed to: 1) provide a sound basis for accommodating the strong market demand for commercial and industrial development sites in the Corridor; 2) protect and enhance the natural resource base of the Corridor by protecting environmentally sensitive lands from development; 3) provide a sound basis for evaluating how best to extend essential sewer and water supply systems to those lands in the Corridor recommended to be converted to urban use; 4) assure that urban industrial and commercial development is placed at strategic locations along IH 94 so that the resulting land use pattern is not one of continuous "strip" development; and 5) provide a sound basis for the planning, design, and construction of transportation facilities and services in the Corridor.

Map 3 shows the recommended land use plan for the IH 94 West Corridor in graphic summary form.

Under this plan, the resident population of the Corridor is projected to increase from the 1985 level of about 22,700 persons to a year 2010 level of about 32,400 persons, an increase of about 9,700 persons, or 43 percent. This increase approximates that envisioned under the intermediate-growth centralized Corridor

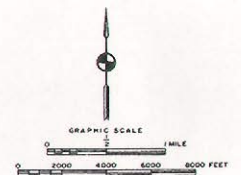
Map 3

FINAL RECOMMENDED LAND USE PLAN FOR THE IH 94 WEST CORRIDOR: 2010



LEGEND

- |   |  |
|---|--|
| PREDOMINANTLY SUBURBAN DENSITY RESIDENTIAL<br>(0.2-0.6 DWELLING UNITS PER NET RESIDENTIAL ACRE) | SPECIAL USE                                    |
| PREDOMINANTLY LOW DENSITY RESIDENTIAL<br>(0.7-2.2 DWELLING UNITS PER NET RESIDENTIAL ACRE)      | PARK, RECREATION, AND RELATED OPEN SPACE       |
| PREDOMINANTLY MEDIUM DENSITY RESIDENTIAL<br>(2.3-6.9 DWELLING UNITS PER NET RESIDENTIAL ACRE)   | PRIMARY ENVIRONMENTAL CORRIDOR                 |
| PREDOMINANTLY HIGH DENSITY RESIDENTIAL<br>(7.0-17.9 DWELLING UNITS PER NET RESIDENTIAL ACRE)    | SECONDARY ENVIRONMENTAL CORRIDOR               |
| COMMERCIAL  | ISOLATED NATURAL RESOURCE AREA                 |
| INDUSTRIAL  | SURFACE WATER                                  |
| TRANSPORTATION, COMMUNICATION AND UTILITY   | AGRICULTURAL, OPEN, AND RURAL RESIDENTIAL LAND |
| GOVERNMENTAL AND INSTITUTIONAL  |  |



alternative, an increase of about 8,000 persons. The increase is significantly less than that envisioned under the high-growth decentralized alternative, an increase of about 25,400 persons.

The number of households in the Corridor is projected to increase from the 1985 level of about 7,200 households to a year 2010 level of about 11,900 households, an increase of about 4,700 households, or 65 percent. As in the case of population, this increase approximates that envisioned under the intermediate-growth centralized alternative, an increase of about 4,100 households. The projected increase is significantly less than that envisioned under the high-growth decentralized alternative, an increase of nearly 9,200 households.

The number of jobs in the Corridor would approximately double between 1985 and 2010, from about 10,500 jobs to about 22,000 jobs. This planned increase of 11,500 jobs is less than the increase envisioned under the high-growth decentralized Corridor alternative, an increment of about 15,600 jobs, but is substantially greater than that envisioned under the intermediate-growth centralized alternative, about 4,400 jobs. The planned increase in jobs is reflective of the Advisory Committee determination to recognize the substantial commitment to industrial and commercial development already made by the local governments concerned.

To accommodate these projected increases in population, households, and employment, the recommended land use plan proposes:

- The conversion of about 5.4 square miles of land within the Corridor from rural to urban uses by the year 2010, thus increasing the amount of land within the area devoted to urban uses by about 36 percent over the 1985 level of about 15 square miles.
- Of the converted land, about 2.5 square miles would be used for residential purposes by the year 2010, thus increasing the amount of land devoted to such purposes by about 31 percent over the 1985 level of about 7.9 square miles.
- The approximate tripling of the commercial land area of the Corridor, from 0.30 square mile in 1985 to about 0.91 square mile in 2010; and the approximate quadrupling of the industrial land area of the Corridor, from about 0.26 square mile in 1985 to about 1.07 square miles in 2010. The plan envisions a total of eight commercial centers and five industrial centers in the Corridor in the year 2010. The plan also envisions the partial development of the Pabst Farms by the year 2010, recognizing that in order to take advantage of the unique nature of that site, a commitment must be made to design and develop the entire Pabst Farms area as a planned unit, with development occurring in phases through and well beyond the year 2010. The plan is intended to accommodate by the year 2010 about 30 percent of the urban land use development proposed to ultimately take place on the Pabst Farms.
- The maintenance of environmentally sensitive lands, including primary and secondary environmental corridors and isolated natural

areas, encompassing about 21 square miles, or 35 percent of the Corridor, in essentially natural, open uses.

- The reclassification of about 4.2 square miles of land in the Town of Summit from prime agricultural land to rural residential and other agricultural and open land. This reclassification was made in response to concerns raised by residents and officials of the Town of Summit regarding how farming was no longer an economically viable land use in the Town; that the owners of land currently being farmed intended to develop the lands concerned for urban use, or to convey those lands to others; and that landowners have in good faith relied on historical expressions of public policy permitting and fostering low-density suburban residential development, and it was therefore unfair and inequitable to impose on those landowners zoning and land division restrictions substantially different from those currently in place. Since no other prime agricultural lands were recommended for preservation within the Corridor, the reclassification of the lands within the Town of Summit means that no prime agricultural lands are recommended for preservation under the Corridor plan. The reclassified lands are identified under the plan as being suitable for rural-density residential development, with densities not greater than one dwelling unit per five acres of site area, thus assuring the preservation of these lands in relatively open uses.

#### THE RECOMMENDED TRANSPORTATION SYSTEM PLAN

The recommended transportation system plan for the IH 94 West Corridor includes recommendations regarding arterial street and highway improvements as well as transit system improvements needed in support of the recommended land use plan for the Corridor. The recommended transportation plan incorporates, as appropriate, the recommendations of previous planning efforts, and recommends additional highway and transit service improvements needed to support the more intensive urban development within the Corridor envisioned under the recommended Corridor land use plan. These recommendations are consistent with those set forth in the new regional transportation system plan.

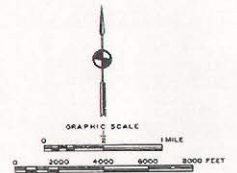
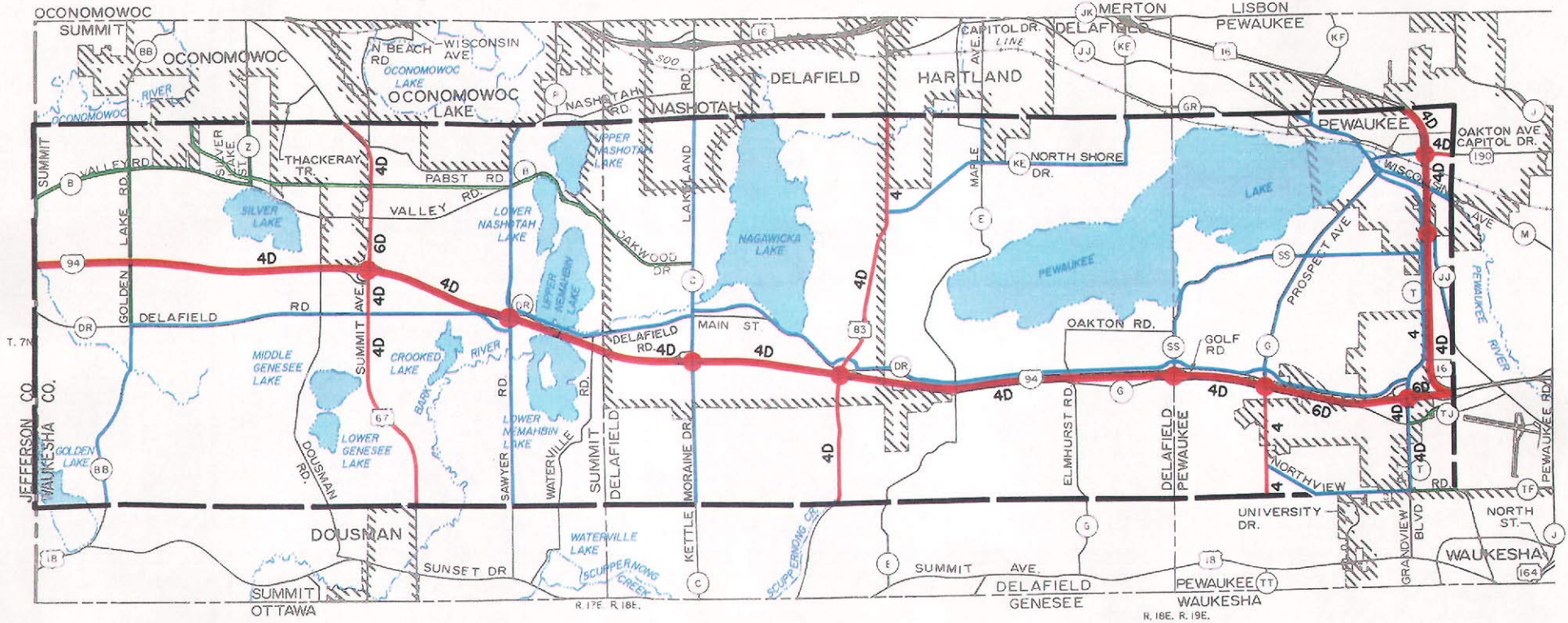
Map 4 shows, in graphic summary form, the recommended arterial street and highway plan for the IH 94 West Corridor. The key arterial street and highway improvements proposed under the recommended Corridor transportation plan, shown in graphic summary form on Map 5, include:

- The widening of IH 94 between the STH 16-CTH T and CTH G interchanges to provide for six travel lanes.
- The widening of STH 83 to provide four travel lanes on a divided roadway from STH 16, outside the Corridor study area, south to USH 18, also outside the Corridor study area.
- The widening of STH 67 to four travel lanes from IH 94 south to USH 18, outside the Corridor study area, and to six travel lanes north from IH 94 to CTH B.



Map 4

**FINAL RECOMMENDED ARTERIAL STREET AND  
HIGHWAY SYSTEM PLAN FOR THE IH 94 WEST CORRIDOR: 2010**

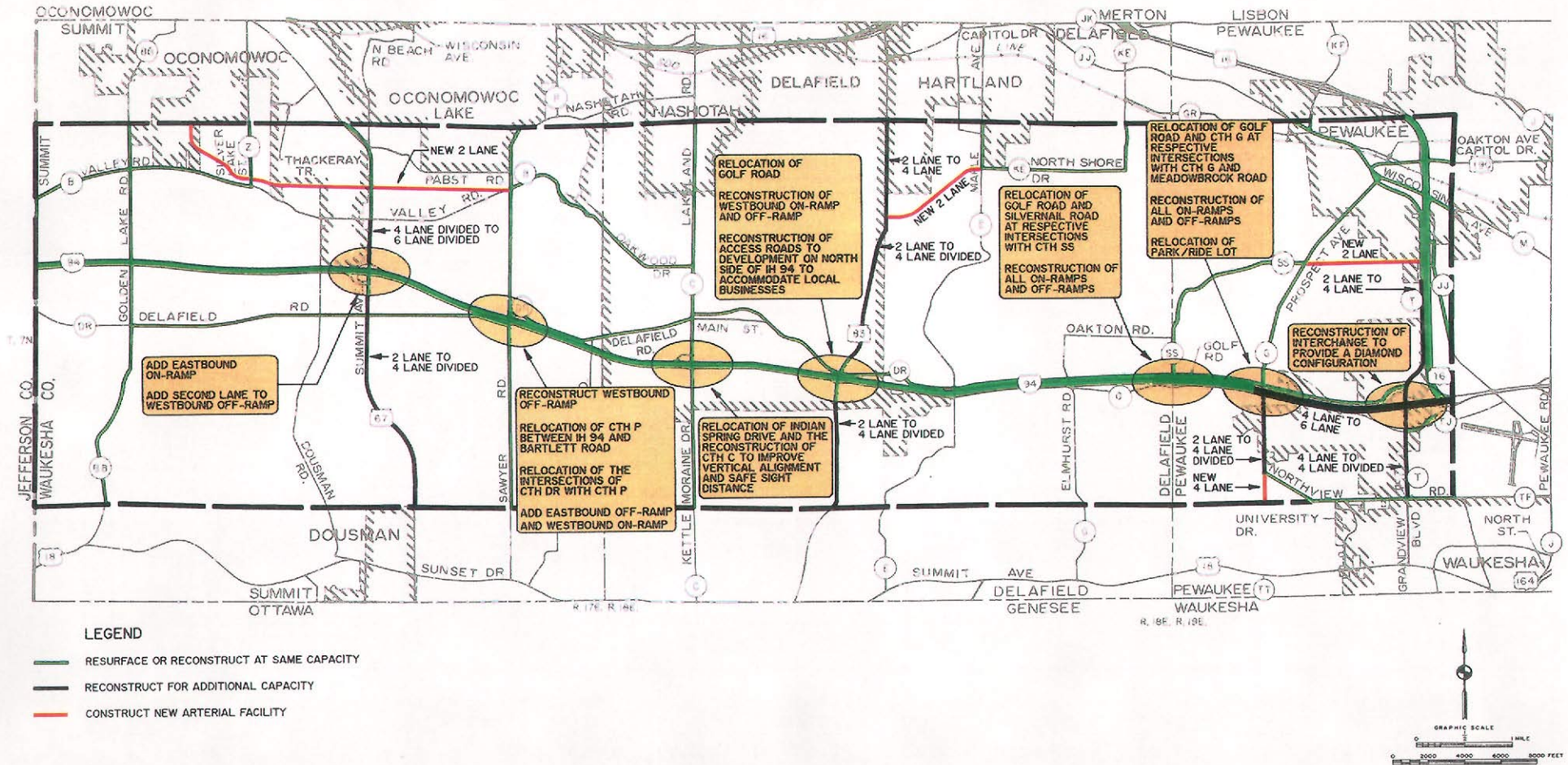


Source: SEWRPC.



Map 5

**ARTERIAL STREET AND HIGHWAY IMPROVEMENTS UNDER THE  
FINAL RECOMMENDED PLAN FOR THE IH 94 WEST CORRIDOR: 2010**



Source: SEWRPC.

- The construction of the Waukesha bypass facility along the Meadowbrook Road alignment, including the extension of CTH TT, to provide for four travel lanes.
- The extensions of CTH KE from CTH E to STH 83 and of CTH SS from CTH G to CTH T, both as two-travel-lane facilities; the latter project was under construction as the Corridor study was being completed.
- The widening of CTH T from IH 94 north to CTH JJ to provide four travel lanes; and the widening of CTH T from IH 94 south to Northview Road to provide four travel lanes on a divided urban cross-section.
- The construction of the Oconomowoc Parkway and its extension through the Pabst Farms to CTH P as a two-travel-lane facility.
- The undertaking of major improvements at all existing interchanges in the Corridor along IH 94 in order to unbraid all freeway on- and off-ramps from frontage roads and provide better capacity for anticipated traffic movements at these interchanges. A full directional diamond interchange would be provided at CTH P.

The recommended arterial system would include about 85 miles of streets and highways, an increase of about 1 percent over the 84 miles of arterial streets and highways that served the Corridor in 1990. The total capital cost of implementing the recommended arterial street and highway system plan for the Corridor is estimated at about \$105 million. About 85.8 percent of this estimated cost is envisioned to be borne by the State; about 14.1 percent by Waukesha County; and the remaining 0.1 percent by local units of government.

In addition to the improvements proposed under the recommended plan, a number of potential additional future improvements were identified based upon an analysis of which such improvements might ultimately be required should urban development in the Corridor exceed the levels of population and economic activity underlying the recommended Corridor land use plan. A number of such additional potential improvements were identified, including the addition of two travel lanes on IH 94 from CTH G to CTH P, about eight miles. This potential future freeway-widening project, not recommended at this time, plus other arterial widenings identified as needed to accommodate the potential additional traffic demand, may be expected to cost an additional \$25.5 million.

#### **Public Transit Service**

The public transit service proposals of the recommended Corridor transportation plan include the following:

- A significant increase in the level of express bus service on IH 94 connecting Oconomowoc, Summit, Delafield, Waukesha, and Pewaukee to the Milwaukee central business district. The plan envisions service in both directions between 6:00 a.m. and 10:00 p.m., with peak-period headways not to exceed 30 minutes and off-peak headways not to exceed 60 minutes. Integral to this service is a proposed system of park-ride lots, five of which would be within the Corridor,

including two existing park-ride lots and three proposed new lots. The new lots are proposed to be located at STH 83 and IH 94, at CTH G and IH 94, and at CTH JJ and STH 16.

- The extension of local fixed-route bus service provided by the City of Waukesha on the east side of the Corridor to serve the proposed park-ride lot at CTH G and IH 94.
- The consideration of provision of shared-ride taxicab transit service within the Hartland, Oconomowoc, and Pewaukee urban areas.
- The consideration of provision of van-based local circulator transit service within the commercial and industrial centers at the STH 83-IH 94 and STH 67-IH 94 interchanges.

The total capital cost of implementing the transit plan for the Corridor is estimated at \$3.9 million. Of this capital cost, about \$3.1 million, or about 80 percent, would be eligible to be funded through transit capital assistance programs administered by the Federal Transit Administration. The remaining \$800,000, or about 20 percent, would need to be funded from county and local sources. The total annual operating cost is estimated at \$1.25 million. The public subsidy required to provide the recommended level of transit service in the Corridor is estimated at \$0.8 million per year. Of this amount, about \$600,000, or 75 percent, would be expected to be funded through Federal and State transit operating assistance programs, and the remaining \$200,000, or 25 percent, would need to be funded from county and local sources.

Map 6 shows, in graphic summary form, the proposed public transit system for the Corridor.

#### PLAN IMPLEMENTATION

Successful implementation of the recommended land use plan for the IH 94 West Corridor will require:

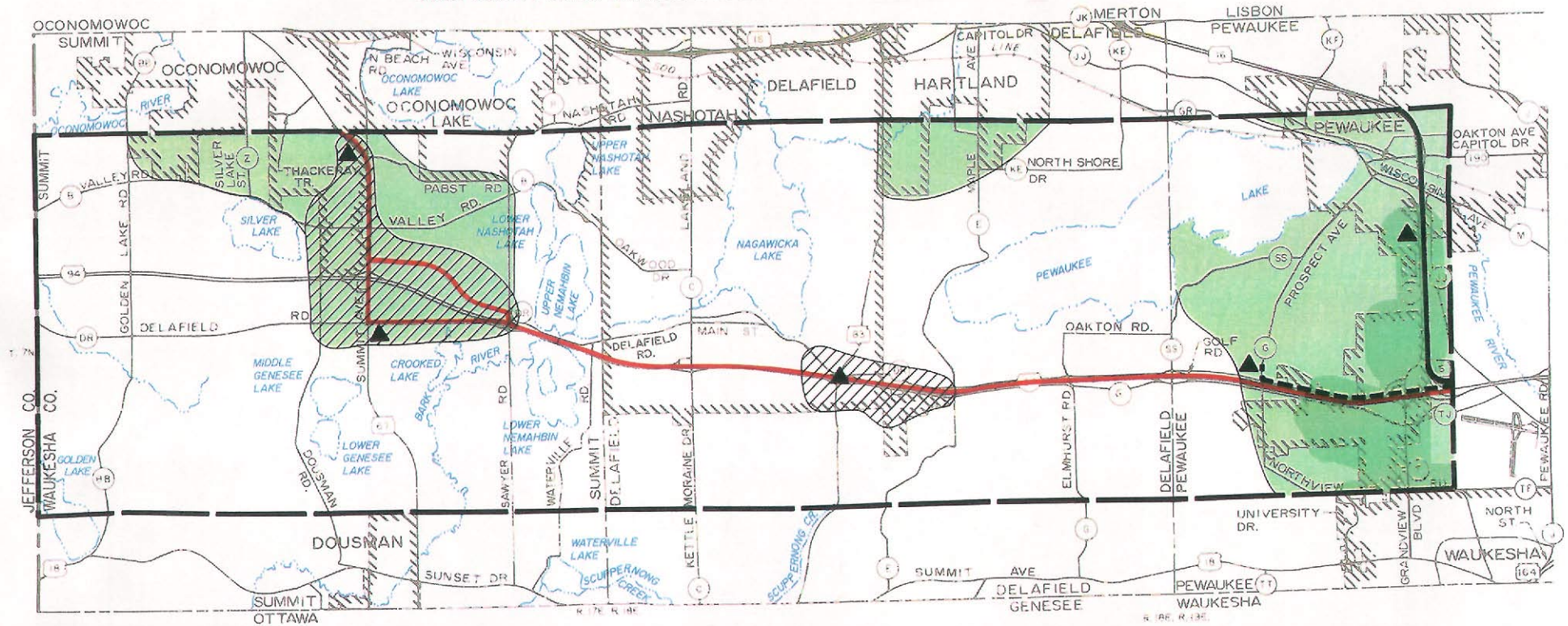
- The adjustment of county and local zoning ordinances, including zoning district regulations and maps, to guide land use development in time and space in accordance with the pattern of land uses recommended under the plan.
- The administration of subdivision control regulations so as to prevent urban subdivisions in areas proposed to remain in nonurban use.
- The amendment of existing land use controls to incorporate recommended urban design criteria and performance standards to ensure a more attractive, safer, and more functional land development pattern.

In light of how planned urban areas generally reflect currently adopted planned sanitary sewer service areas and how those sanitary sewer service areas contain more than enough land to accommodate envisioned population and employment levels



Map 6

PROPOSED PUBLIC TRANSIT SYSTEM FOR THE IH 94 WEST CORRIDOR: 2010



LEGEND

TRANSIT ROUTES

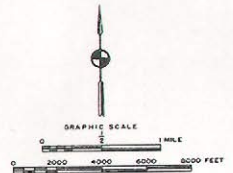
- OCONOMOWOC-MILWAUKEE VIA IH 94
- OCONOMOWOC-MILWAUKEE VIA STH 16
- WAUKESHA-MILWAUKEE

TRANSIT STATION

- ▲ WITH PARKING

LOCAL TRANSIT SERVICE AREA

- EXISTING 1990
- PROPOSED 2010
- ▨ PROPOSED CIRCULATOR SERVICE (DEMONSTRATION)



Source: SEWRPC.

in the Corridor through 2010, the plan recommends that further expansion of the planned sewer service areas within the Corridor be avoided during the planning period, except for the recommended inclusion of the entire Pabst Farms area within a sewer service area.

Much of the responsibility for implementing the arterial street and highway improvements proposed under the plan would rest with the Wisconsin Department of Transportation. The Department would be responsible for all recommended freeway improvements, including the widening of IH 94 on the east side of the Corridor and the unbraiding of freeway on- and off-ramps from the network of frontage roads and other freeway interchange improvements. Responsibility for the proposed surface arterial improvements would rest largely with the Department for improvements on the planned State trunk highway system and with Waukesha County for improvements on the planned county trunk highway system. While the Wisconsin Department of Transportation is envisioned to have the broadest responsibility with respect to the recommended arterial street and highway improvements within the Corridor, the county and local units of government may be asked to pay a portion of the cost of proposed improvements to the State trunk highway system.

Under the plan, Waukesha County would be responsible for the provision of bus-on-freeway transit service between Oconomowoc and Milwaukee and, potentially, for the provision of local circulator transit service within the economic activity centers at STH 67 and STH 83. The City of Waukesha would be responsible for the expansion of local fixed-route bus service in the eastern portion of the Corridor. The Wisconsin Department of Transportation would be responsible for the provision of the three proposed new park-ride lots in the Corridor. The City of Oconomowoc and the Villages of Hartland and Pewaukee would be responsible for exploring the need for and feasibility of shared-ride taxicab service, as well as the provision of such service as warranted, within their respective urban areas.

## CONCLUSION

The IH 94 West Corridor is a principal entry into the Southeastern Wisconsin Region and is a critical area of industrial, commercial, and residential growth within the Region and Waukesha County. Implementation of the recommended land use plan for the Corridor would provide a good basis for accommodating a strong market for commercial and industrial land use development in the Corridor, providing for commercial and industrial centers at strategic points along IH 94; would accommodate new residential development in planned neighborhood units in areas that can be readily served with urban services and facilities, including, importantly, public sanitary sewer service; and would provide for the protection and enhancement of the Corridor's most significant remaining natural resource features. The Corridor transportation system plan recommends the arterial highway facilities and transit facilities needed to support the population and employment levels and the distribution of urban land uses envisioned under the Corridor land use plan.

It must be recognized that not all of the area included in the configuration of urban land uses envisioned under the plan are intended to be developed by the year 2010. Under the plan, certain such areas, including portions of the Pabst Farms, would not be needed for urban uses until well after the year 2010. As

noted above, substantial additional public costs would be incurred for transportation system improvements required for a full buildout of the entire urban area. It is therefore essential that Waukesha County and the local units of government concerned, through judicious use of their land use regulatory powers, accommodate urban growth at a rate in locations and at densities consistent with the Corridor plan. If the recommended plan is implemented, a proper balance between land use and transportation system development will be achieved within the Corridor, and the evolving land use pattern within the Corridor will be provided with an efficient and effective transportation system.