



FROM: Town of West Bend, Washington County

DATE: December 14, 2023

SUBJECT: Scenic Drive Roadway Improvements

Introduction

The project area includes Scenic Drive between Paradise Drive and Cedar Ridge Drive (approximately 1.6 miles). The proposed project includes a pavement overlay, culvert replacements, safety improvements along the roadway, and the Scenic Drive/Wheat Ridge Lane intersection re-alignment/reconfiguration.

Project Description

- 4-way stop controlled intersection at Scenic Drive/Wheat Ridge Lane
 - Coordination of removal of existing concrete island at the Cedar Community entrance for intersection re-alignment
- Signage plan for speed reduction from 35mph to 25mph from approximately Dunst Drive north to Town Limits
- Addition of guardrail and/or road-side signage
- Pavement overlay and marking improvements
- Remove and replace existing cross culverts

Reasons for Improvement

The Town of West Bend is a beautiful rural area containing two senior living facilities, access to a park and another independent living facility in the City of West Bend, several lakes, trails, restaurants, businesses, and Girl Scouts of Wisconsin Southeast Camp Silver Brook. The final estimate of the January 1, 2023 population is 4,386. Scenic Drive runs north and south from Paradise Drive towards State Hwy 33 into the City of West Bend. Paradise Drive is a primary route in the Town running east and west from the City of West Bend at route 18th Ave / Paradise Drive towards CTH Z. Scenic Drive, Paradise Drive, and County Hwy Z provide the connecting route between the following Cedar Community facilities: Cedar Lake Campus, The Cottages, and Cedar Ridge. Scenic Drive allows access for emergency vehicles, school buses, postal services, garbage services, recreational vehicles, town residents, and tourists. The road is used by Town residents to travel to and from work and businesses each day, and many non-residents with cottages on Big Cedar Lake, Little Cedar Lake, and Silver Lake. Residents and non-residents have access to lakes and trails/areas protected by the Cedar Lakes Conservation Foundation.



Safety concerns are the main reason for this project. Scenic Drive runs through a wooded area with curves, hills, wetlands, single-family homes, and allows access to The Cottages, Cedar Ridge Campus, and Ridge Run Park. There are significant car crashes with property damage and/or injuries on Scenic Drive near Wheat Ridge Lane and the entrance to The Cottages according to the Washington County Accident Severity Report 2018 – 2022 and historical crash data provided by Kapur Engineering. This segment’s crash rates are significantly higher than statewide averages.

Crashes Per Year

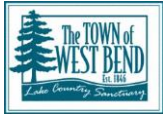
2016	2017	2018	2019	2020	2021	2022
4	2	2	2	1	3	4

Safety Treatments and Potential Reduction in Crashes

Treatment	Potential Reduction in All Crashes	Potential Reduction in KAB Crashes	Types of Crashes Reduced
Install high friction surface treatment (HFST) on curves	72%	49%	Run Off Road
Install Shoulder Rumble Strips	16%	36%	Run Off Road
Install Guardrail	7-11%	Not Listed	Run Off Road
Install Lighting	18-32%	Not Listed	Nighttime crashes

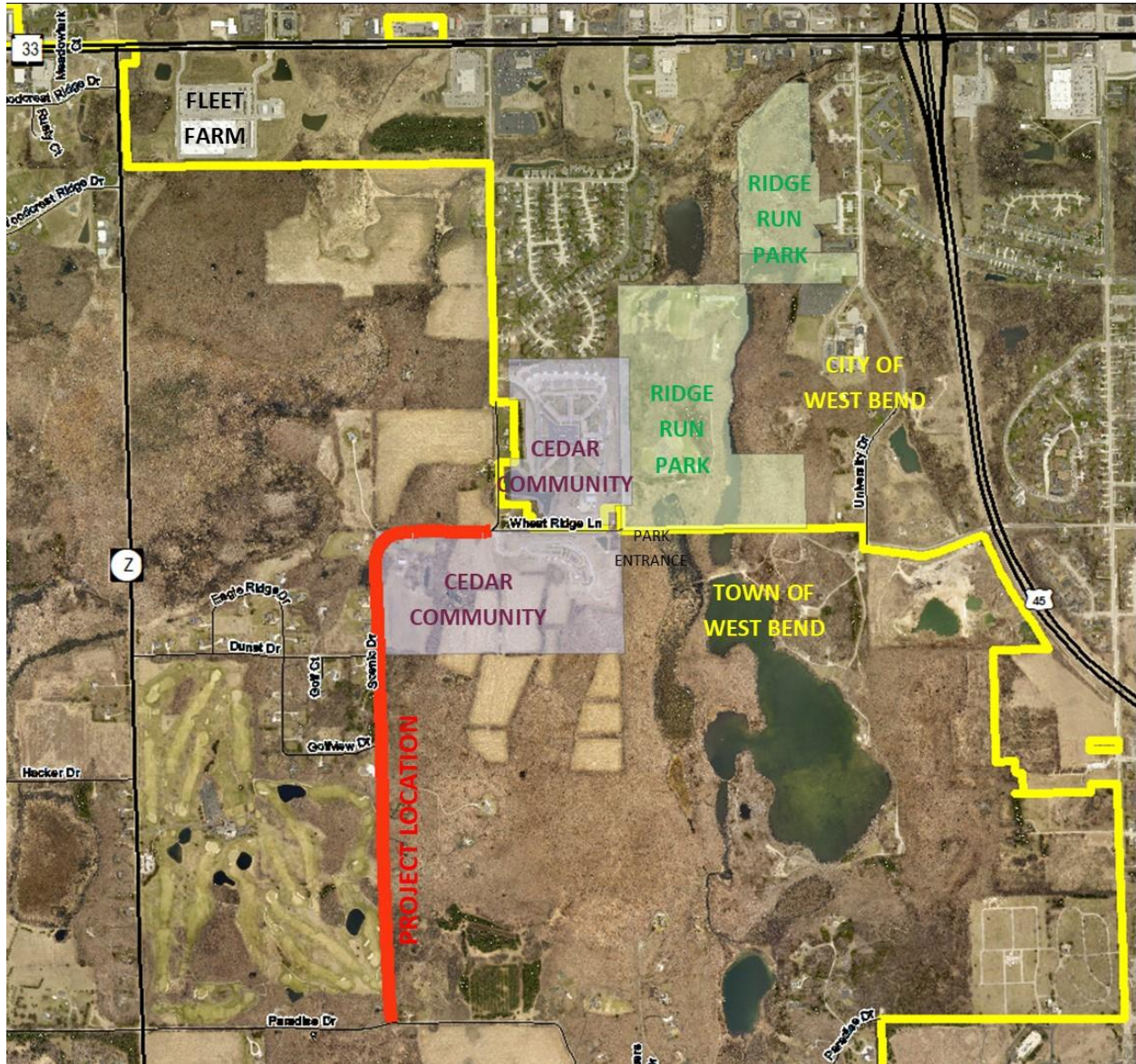
A safe road is a necessity for the frequent emergency calls at The Cottages, an assisted living facility with memory care, located at 6090 Scenic Drive, Town of West Bend and Cedar Ridge Campus, independent living options for adults 55 and better, located at 113 Cedar Ridge Drive, City of West Bend, as well as employees of both facilities and families of the residents. Entrances to both facilities are off of Scenic Drive. The Cottages consists of 60 units with a resident capability of 66 units and 53 employees. The Cedar Ridge Campus consists of 281 independent living apartments and 15 side-by-side ranch homes or 30 units totaling 347 total units and 83 employees. In addition, the City of West Bend began a campaign to fund for the development of a Universally Inclusive Playground (a.k.a. All-Abilities Playground) for Ridge Run Park.

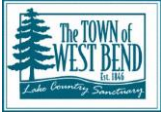
Average daily traffic continues to increase as well. Fleet Farm, located on County Road Z and State Hwy 33 in the City of West Bend was built in 2019. Scenic Drive is utilized as a short cut to avoid stop and go lights through the City of West Bend. The side-by-side ranch homes project at the Cedar Ridge Campus and completion of the Universally Inclusive Playground will continue to increase traffic also.



In conclusion, Scenic Drive improvements will allow for safe access of those living in the area and those traveling throughout the area impacting economic development and tourism.

Scenic Drive Roadway Improvements Map





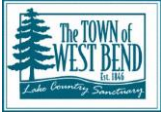
Existing Roadway

Scenic Drive / Wheat Ridge Lane Intersection South View



Scenic Drive / Wheat Ridge Lane Intersection West View from Ridge Run Park





Existing Roadway

Scenic Drive / Wheat Ridge Lane Intersection North View from The Cottages



Scenic Drive South View to Paradise Drive

