



CORRIDOR OVERVIEW GROUPING (BOARDS 1-4)

Corridor Character Districts (Board #3)

The North Division Street Corridor has been broken into three distinct Character Districts, each with its own role, goals, redevelopment recommendations, and street designs while still retaining a singular character and function for the entire Corridor as a primary entry into Stevens Point.

4. Support strongly → 1. Do Not Support	
A. Level of support for segmenting the Corridor into the three Character Districts .	Average score: 3.04
<p>What would you add/subtract/change about the Character Districts?</p> <ul style="list-style-type: none"> • Would prefer the community gateway be shorter and more narrow, quicker transition to community. • Makes some sense – problem is traffic from south to high schools, UWSP, and Sentry. • Campus could absorb the North Division Street district. • Expand middle section a bit both. • Signage to identify each district (unless I missed it) • N. Division and Campus Gateway should be same. Should also pay interest to other parts of Division (south) • Extending campus gateway south to Main Street?? • Leave as is • Especially like Road Diet south of 4th Avenue • The plan makes some sense and should possibly be functional. However, the entire route of Division Street (Business U.S. 51) should be four lanes through the entire Corridor Study Area as this is also an Alternate Route of I-39, U.S. 51, and U.S. 10 • Include a cohesive bicycle facility throughout. 	

Bike Corridors (Board #4)

The Bike Corridors map recommends a series of parallel bike facilities on roads with less traffic to travel the full length of the Corridor, with connections to Division Street, rather than attempting to accommodate separate bike facilities throughout most of the Corridor. While options for bike facilities are shown for the Community Gateway and North Division Street Character Districts, these likely would be implemented over a long period of time. Further, the width of the existing right-of-way in the Campus Gateway District (south of 4th Avenue) does not easily accommodate separate bike lanes without compromising either vehicular and/or pedestrian travel. Obtaining additional right-of-way would significantly impact adjoining homes and properties given the location of existing buildings in the District.

4. Support strongly → 1. Do Not Support	
B. Level of support for utilizing alternative Bike Routes rather than trying to incorporate bike facilities into the existing Division Street right-of-way. (3.0)	Average score: 3.00
C. Level of support for utilizing alternative of not expanding the Division Street right-of-way south of 4th Avenue .	Average score: 3.32
<p>What would you add/subtract/change about the proposed bike routes?</p> <ul style="list-style-type: none"> • Not sure about this. I like the idea of shared use on Division and believe bikers will appreciate and support that more than segregated separate routes. Yet, at least there would be a biking alternate rather than nothing. • Key to “B” is getting business owners on board with making bicycling safe and easy from the side street to their front door (that is, across a shopping plaza). 	



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- Integrating the bike route would encourage more biking from UWSP and integrating UWSP with Stevens Point.
- As cyclists can ride the sidewalks, this should be a nonissue.
- If diverting bikes to Prentice, 4th to Maria – How do bikers access any building east of Division? Same if Prentice south – keep bikes away from UWCU.
- I would recommend an alternative bike route between Fourth and Main as well as Clark. This would prevent compromising private property on Division between Fourth and Main.
- Work with block off Division for bikes.
- Lots of heavy bike and pedestrian usage south of 4th Avenue, particularly at Franklin and Briggs near YMCA. We need infrastructure changes that make it easier for pedestrians and bikers to cross Division at this area.
- I prefer accommodating bicycles in the travel lanes to separate “cycle track”
- Leave as is – no median, no bike. Do not take any frontage property south of 4th Avenue.
- No bike route on Division Street. Not expand Division Street right-of-way. **Do not take any frontage property south of Fourth Avenue.**
- Multi-use path on both east and west of Division Street (north of Maria)
- Use signage or other “tricks” to guide bikes onto 4th Avenue east of Reserve Street. Bike route on Illinois Avenue north of 4th Avenue is puzzling – not much reason to go there. I think nearly all prefer Reserve Street. (B) Road Diet south of 4th Avenue could include bike lanes, no?
- People, especially students will bike on Division Street south of 4th Avenue. By doing a Road Diet, with wider sidewalks and greens space, the sidewalks would accommodate both walkers and bikers.
- B & C – bicycle routes should follow Alternate routes south Fourth Avenue. Prentice Street to the west of Division Street (Business 51) is a newly constructed street with bicycle lanes. Isadore Street and Phillips Street to the east of Division Street (Business 51) can be stripped as bicycle routes.
- (B) Excluding bicycle facilities is fiscally irresponsible, decreases access, and decreases safety for all bicycle users that want to patronize any business along the corridor. This would automatically cause bicyclists to continue riding on sidewalks to access these places (as they do now) and perpetuate generations of confused riders/drivers.
- (C) This is dependent on how much ROW is needed. If we’re able to reduce the median width, travel lanes widths, terrace widths, and only need 2 feet of additional ROW on each side (while not impacting landowners), then expanding ROW south of 4th Avenue in order to include bicycle facilities is an equitable/responsible thing to do.

COMMUNITY GATEWAY DISTRICT GROUPING (BOARDS 5-7)

Community Gateway Character District (Board #5)

The Community Gateway Character District extends from Northpoint Drive to Maria Drive.

4. Support strongly → 1. Do Not Support	
D. Level of support for the role, form, and goals for the district.	Average score: 3.25
<p>What would you add/subtract/change about the role, form, or goals?</p> <ul style="list-style-type: none"> • Addition of larger rain gardens to absorb road runoff and decrease mowing operations. • Keep: leverage round-about, green circle access, multi-use paths, celebrate gateway, trees and plants; Add: “bigger” welcome, Pride of Stevens Point, UWSP, etc.; Add: more foot traffic crossing, slower speeds, retail closer to road • Artwork going in by roundabout. Some signage to complement, landscaping. • Sentry’s new building is beautiful – coming into the city, we do not need anything else. 	



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- It's fine the way it is. Sentry's building is beautifying.
- I wonder how much influence any plans can have in this region. I like the plan, but will it happen?
- This section of Division Street (Business 51) should be left up to the businesses to decide.
- Form - maybe instead consider urban to slow cars first. Goals – need to accommodate bicycles; primary connection to Green Circle and roundabout.

Community Gateway District Opportunities (Board #6)

Five general opportunities are identified for the District.

	4. Support strongly → 1. Do Not Support
E. Level of support for the Green Circle Trail/Roundabout Reconfiguration.	Average score: 2.91
F. Level of support for Creating Urban Cross Section.	Average score: 2.96
G. Level of support for Improving Pedestrian Systems.	Average score: 3.04
H. Level of support for Developing Community Gateway Features.	Average score: 3.23
I. Level of support for Redeveloping Underutilized Sites.	Average score: 3.04

What would you add/subtract/change about **any of the above?**

- Redevelopment – important biggest question is finding projects that enhance the concept and add value to the design. Careful planning is important.
- Need better definition for guidelines of redeveloping underutilized sites. Round-about: need more emphasis on “Stevens Point” welcome and UWSP. Reduce round-about to one lane width.
- F. Frontage roads make the cross section way too wide.
- Creating pedestrian crossing lights at the round-about will be an issue as it will be one more distraction for people that apparently can't handle the intersection as it is.
- Make roundabout a one-lane roundabout.
- F. not excited about widening boulevards – pretty wide now.
- Redeveloping underutilized sites is a great idea, if it happens.
- The recently constructed roundabout is engineered to the latest traffic code and therefore is functional for pedestrian needs.
- (E) Move yield signs behind pedestrian crossings at roundabout. Would a speed table be better? (F) Missing bicycle facilities to connect roundabout. (G) Include bumpouts and islands at each intersection. (I) Absolutely. Could even develop on top of frontage roads to reduce setbacks, increase density, and increase tax base.

Community Gateway District Cross Section (Board #7)

The proposed Division Street cross section maintains the current lane configuration and median but transitions to a more urban design by introducing curbs and adding sidewalks along with more trees in the right-of-way and median in addition to artwork.

	4. Support strongly → 1. Do Not Support
J. Level of support for the Cross Section Option.	Average score: 2.87

What would you add/subtract/change about the **Cross Section Option?**

- Like green, trees, and art – inviting
- Great cross-section – love the native plant filled swales.



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- Good, but not dramatic enough – needs to be more narrow, move quickly
- Sidewalks and multiuse path – super important for connecting to Green Circle
- No median
- Pedestrian on both sides of road
- Love the trees. Make Schmeckle more prominent
- Where does snow go if you do this?
- There are pros and cons to expanding a curb system and any choice should consider all options/issues.
- Install a sidewalk on the east side of Division Street (Business 51) from Scholfield Avenue to Northpoint Drive.
- The attached graph displays AADT data from WisDOT and a projected trendline. This trend supports a 4-3 lane conversion since the upper limit recommended by FHWA is 20,000. This corridor is a good candidate for protected bike lanes, especially with the massive ROW. Further, the roundabout has a critical role in slowing all traffic headed south down to 15 mph. The proposed 4-lane (with 12' lane widths) automatically allows drivers to speed up to 25/30 mph unnecessarily. See attached NACTO Urban Street Design Guide – referenced correlation between lane widths and vehicle speeds.

NORTH DIVISION STREET DISTRICT GROUPING (BOARDS 8-10)

North Division Street Character District (Board #8)

The North Division Street Character District extends from Maria Drive to 4th Avenue.

4. Support strongly → 1. Do Not Support	
K. Level of support for the role, form, and goals for the district.	Average score: 3.35
<p>What would you add/subtract/change about the role, form, or goals?</p> <ul style="list-style-type: none"> • Love the thought of slowing things down and transitioning into the campus area. • This aspect would completely revitalize the Northside. It would create a much needed buzz and sense of place. • Avoid new housing opportunities. • Connections between Division and Prentice are still important... one or two pedestrian walkways thru superblock of Maria to Fourth would be great. • Needs attention and needs money and possibly a catalyst destination to move interest into the area. • Expand 1-2 blocks north to enhance walkability/bikability for students/staff (see option 2, board 10) • We would like to ensure that the Division Street district continues to be the main “hook” to downtown/Main Street • Bury the utilities underground along Division (Business 51) and behind the businesses on this section. 	

North Division Street District Opportunities (Board #9)

Four general opportunities are identified for the District.

4. Support strongly → 1. Do Not Support	
L. Level of support for the Maria Drive Intersection.	Average score: 3.36
M. Level of support for “Bridging the Divide.”	Average score: 3.28
N. Level of support for Transitioning to an Urban Form.	Average score: 3.12
O. Level of support for Improving Walkability.	Average score: 3.31



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What would you add/subtract/change about **any of the above**?

- Not sure about median vs. turn lanes – like medians in some areas, but don’t want to constantly have to travel 2+ blocks past the business I’m going to and do U-turn – short broken-up medians with some turn lanes better.
- M – this make sense, but this will need funding to basically reconstruct parking on west end of UWSP campus - \$1 million for UWSP.
- Something more needs to happen north of it.
- Need bikes somehow on Division – seems like forcing them onto sidewalk
- Ensure that the urban form allows for expansion of businesses into parking lots/sidewalks via permits/requests. “Café” permits to utilize sidewalks for revenue streams.
- Strongly support trees as a cost-efficient way to improve aesthetics. Extending 6th Street – great idea.
- L & O – reconfigure the traffic control signal with dedicated turn arrows and countdown pedestrian signals.
- (M) instead of a full street, could become pedestrian mall. (L) transition should be easier if Community Gateway cross section sees 4-3 conversion with protected bike lanes. (N) Bicycle facilities and transit stops greatly support a redeveloped urban form.

North Division Street District Cross Section (Board #10)

Three cross sections are proposed for this District. The first is an interim option that adds a median and significant landscaping on the median and between the road and sidewalks. As the adjoining properties redevelop into a more urban form with buildings closer to the street, additional options are shown that include either a wide sidewalk or a sidewalk with an adjoining cycle track.

	4. Support strongly → 1. Do Not Support
P. Level of support for the Interim Option Cross Section.	Average score: 2.69
Q. Level of support for Cross Section Option 1: Sidewalk with Cycle Track.	Average score: 2.73
R. Level of support for the Cross Section Option 2: Wide Sidewalk.	Average score: 2.60

What would you add/subtract/change about **any of the above**?

- Like the circle lane in this area.
- Go for Option #2 immediately without interim (avoid).
- Wide sidewalk is a bit better than Cycle Track because you want to preserve width for a parent with kids. I commute by bike and I know I’d still get by.
- I prefer on-street bicycle accommodations
- Do not make it prohibitive for car traffic to access Division Street so they can easily visit local businesses and contribute revenue to businesses
- Leave as is
- What changes would be made for snow removal? Would City take over to keep pedestrian way clear?
- Not crazy about mixing bikes and pedestrians.
- P, Q, & R – some of the driveways are too close to the corners of the cross streets and should be eliminated. The sidewalks should be wide, as this would blend in with the wide sidewalks at UWSP, hence a good transition to campus.
- (P) This says, “bikes don’t belong.” (Q) best option, safest, most beneficial to businesses. (R) This says, “bikes don’t belong.” – bicyclists will ride on sidewalk



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CAMPUS GATEWAY DISTRICT GROUPING (BOARDS 11-14)

Campus Gateway Character District (Board #11)

The Campus Gateway Character District extends from 4th Avenue to College Avenue.

4. Support strongly → 1. Do Not Support	
S. Level of support for the role, form, and goals for the district.	Average score: 3.40
<p>What would you add/subtract/change about the role, form, or goals?</p> <ul style="list-style-type: none"> • Believe the strong campus connection to community should be enhanced and embraced. Lots of pedestrian improvements needed in this area and better protected bike access as well. • Make 4th Avenue safe again. • Celebrate UWSP more strongly • Road diet is super important! • Road diet maybe a hard sell without examples and data from other communities • Enhance pedestrian trafficability E-W through the big UWSP parking lot. • Division Street in this section, should be four lanes as this is an alternative route for I-39, U.S. 51, and U.S. 10. Seven or eight feet of right of way can be acquired for lane expansion and wider sidewalks. The utilities can be buried underground to improve the aesthetics of this area. • Must have road diet 	

Campus Gateway District Opportunities (Board #12)

Two general opportunities are identified for the District.

4. Support strongly → 1. Do Not Support	
T. Level of support for Enhancing the Gateway to the Community.	Average score: 3.30
U. Level of support for Increasing Campus Presence.	Average score: 3.50
<p>What would you add/subtract/change about any of the above?</p> <ul style="list-style-type: none"> • Campus revival and increase back to higher levels of enrollment would also impact community positiveness – project could really help a lot. • Celebrate UWSP, move firehouse visibility. • Avoid student housing increases for this area – focus on business, retail, eatery, outdoor study functions • These plans would help attract students thinking of UW-EC or UW-L. • T – needs to remain 4 lanes, nobody will care what it looks like if traffic is backed up 4+ blocks. • Main concern is that people can walk safely in this area. • A monument sign can be erected in front of the UWSP Surplus Building • (T) AADT supports a road diet. Allow street parking on 4th Avenue. 	



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4th Avenue Gateway (Board #13)

The 4th Avenue Gateway provides an exciting opportunity to create an intense development node with a mix of uses that help knit the University with the activity on Division Street.

4. Support strongly → 1. Do Not Support	
V. Level of support for 4th Avenue Gateway.	Average score: 3.13
<p>What would you add/subtract/change about the 4th Avenue Intersection Node?</p> <ul style="list-style-type: none"> • This could be spectacular rather than an afterthought like it is now. • Much stronger “UWSP” emphasis • Not make it a major entry to campus, less traffic would be better. • Leave as is • Great idea! • Division Street should have turn-only lanes at 4th Avenue, at least northbound and maybe also southbound • Archway possibly constructed at Fourth Avenue and Isadore Street. • 4th Avenue needs to be traffic calmed also. Street parking can help traffic calming. 	

Campus Gateway District Cross Section (Board #14)

Two cross sections are proposed for this District with both contained within the existing right-of-way. One has a median and the other has a center left/right turn lane (referred to as a “Twiddle”). Given the locations of existing homes and other buildings in the District, obtaining additional right-of-way would significantly impact the adjoining properties.

4. Support strongly → 1. Do Not Support	
W. Level of support for Option 1: Two Lanes with Median.	Average score: 2.70
X. Level of support for Option 2: Two Lanes with Center Turn Lane.	Average score: 2.73
<p>What would you add/subtract/change about any of the above?</p> <ul style="list-style-type: none"> • Believe option 3 seems more likely to garner greater support reducing from 4 to “3” rather than “2” lanes. • Option is preferred, but Option #2 is more important because of traffic volume. Option #3: widen road into right-of-way and add median with turning lane. • Two lanes will not be practical due to the amount of traffic. • We need turn lane for Y. • No 2 lanes at all. No median, no bike route – leave as is. • No two lanes at all – leave as is. • I have significant concerns with both options and need to see proposals for traffic management before committing to one or the other. • Two-center turn lane would be functional for this area. However, possibly near Fourth Avenue, the center median with a turn lane. Traffic control signal should have dedicated left turn arrows as well as countdown pedestrian signals. • (W) Could reduce travel lanes, median, and terrace to provide 5’ bike lanes. (X) Doesn’t calm traffic as much – feels wide for driving. Students/faculty/staff/residents would all be disappointed if there were no bicycle facilities. 	

Additional Comments:

- The enhancements and details will still play a big part of course, so lots to figure out. A timeline for what and when things conceptually might happen would be helpful. In future diagrams, including more current building names would really help with orientation. As an eco-friendly community, it's great to see bikes included. The corridor also has so many student/tourists (ped and bike) that it's nice to see the transitioning process and concepts. I believe that if bikes are not incorporated on Division Street that will not likely eliminate bikers trying to use that route unless the alternate routes are equally attractive to where people want to be and to bike. I believe that reducing from 4 to 3 lanes (1 turn) will likely be more supported than reducing to 2 lane/median although I like going back and forth between some 2 lane/median sections and 3-lane/turn sections. Median sections should not be too long so as to avoid business conflicts with people having to drive more than maybe 2 blocks past the business they want to get to before doing a U-turn to get there. The round-about and green circle use/crossing also needs a more creative/better solution. With 2-lane round-about crossing with a bike becomes very disconcerting. Reduce round-about to 1 lane and bike or direct green circle crossing of Division maybe ½ to full block down Division so as to avoid round-about entirely.
- Overall, really like the plan. Nice work. Some changes would love to see: (1) Much bigger "Stevens Point" and "UWSP" emphasis and celebrating, big splash, welcome to center of Wisconsin – big deal! (2) Transition more quickly to narrow streets, retail, pedestrians, community. (3) Fix green circle and round-about. A bridge over would be phenomenal. Really need a safe passage for foot and bike on green circle. (4) Love the idea of trees, plants, art, and "homey" feeling. (5) Celebrate Schmeckle, River, UWSP, and other important prides. Deemphasize Sentry, emphasize the community.
- As someone that travels this corridor daily, I am okay with improvement to the look, provided they don't restrict car travel. The flashing crosswalk lights, while annoying, were a good idea for safety, however, students no longer hustle across, which just creates delays, and restricting that to 2 lanes would be a horrible idea.
- Generally speaking, it's a good conceptual plan. Traffic calming, a more urban feel are very important. Incorporating bike access is high on my list. Going in the right direction.
- We feel Division Street will become the gateway to downtown. Exit off I-39 will no longer flow off Hwy 10 when development occurs. We are opening a micro-brewery and feel this will happen. Additionally, the City and state need to be assisting us in regulatory approval and change to support this. Too many barriers exist to outdoor "cafes" or open concepts that would support this effort. A lack of property owner funding is problematic!
- Regarding Division Street improvements – pedestrian/UWSP students walking and/or biking on wider sidewalks. Discourage use of a busy street with bikes on Division Street as it is mostly cold 6-9 months out of the year. A skywalk would be a thought, saw one comment regarding that. Also, vehicle parking near Division Street perhaps on streets alongside Division. A multi-use sport facility with hockey/skating ice, not necessarily in this location... but proximity to UWSP and SPASH is a definite plus. Traditional shopping is up against online shopping and that is a factor that affects local shops.
- Nomenclature of Business U.S. 51 signs should remain from mile 161 (I-29, U.S. 51, U.S. 10) City of Stevens Point/Town of Hull on the north to mile 151 (I-39, U.S. 51, WIS 54) in the Village of Plover on the south. The local municipalities at a minimal cost can maintain the signs when the Jurisdictional Transfer Transpires. The reason why the nomenclature of Business U.S. 51 signs should remain is because on the south beginning at mile 151 (I-29, U.S. 51, WIS 54), Business U.S. 51 is Post Road through the Village of Plover and the Village of Whiting to the south city limits of the City of Stevens Point where Post Road becomes Church Street and then Church Street becomes Division Street until the northern terminus at mile 161 (I-39, U.S. 51, U.S. 10). Removal of the nomenclature of Business U.S. 51 would have detrimental effects on the numerous businesses in the four municipalities. The recently constructed roundabout at Northpoint Drive and Division Street is functional. However, the signs do not show U.S. 10 or U.S. 51 (see enclosed photos) this is troublesome for motorists wanting to travel east or west on U.S. 10 or north or south on U.S. 51 (U.S. 51 is a north/south transcontinental highway from Hurley, Wisconsin/Ironwood, Michigan to LaPlace, Louisiana and only is concurrent with I-39 for about 310 miles). Note before roundabout installation there was a sign that had "To I-39, U.S. 10, U.S. 51" in the northeast corner of the former signalized intersection.

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- Overall, the project is moving in the right direction. It's critical this plan includes bicycle facilities along all three districts of this master plan. First, the Portage County Countywide Bicycle and Pedestrian Plan has already recommended bike lanes throughout this corridor. Second, the WisDOT data shows us the user trend for automobiles is decreasing and nearing a lower threshold for a 4-3 conversion (road diet). Creating bicycle facilities, transit stops, wider/safer sidewalks, more robust vegetation, and narrowing traffic lanes will only shift ridership away from autos, developing a much more equitable corridor.
- Does not address Baby Boomers. Where will the snow go? Where are those walkers coming from? Campus? What's going to happen to all the high school and Sentry traffic?