



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**TRANSPORTATION & TRAFFIC REVIEW COMMITTEE MEETING
IN PERSON AND VIA ZOOM
THURSDAY, SEPTEMBER 10, 2026 – 2:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/82136535219?pwd=KMNJB8RVxPJd1yQaskU8tougOKjFVR.1>

Meeting ID: 821 3653 5219

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AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. Approval of Minutes**
 - a. Review and possible action relating to the **minutes of the March 26, 2026**, Transportation and Traffic Review Commission meeting (Weiher, Public Relations Executive Assistant)
- 4. Parking Requests**
- 5. Speed Limit Reviews**
- 6. Traffic Signal Reviews**
- 7. Miscellaneous**
 - a. Review and possible action relating to a request for pedestrian crossing signage at the intersections of N. High St. and N. Fourth St. and N. Third St. and Jefferson St.
 - b. Review and possible action relating to a request for a Rapid Flashing Beacon (RFB) at the Glacial River Trail crosswalk on Sherman Avenue W.

8. Transit Items

9. Safe Routes to School

10. Adjournment

All items may be acted on and recommended to the City Council.

Date Posted: September 4, 2026

CC: Committee Members; Rebecca Houseman; Michelle Ebbert; City Council (information only); News Media

Notice is hereby given that a majority of the Fort Atkinson City Council may be present at this meeting at the location and time indicated above to gather information about any subject matters on this agenda over which they have decision-making responsibility. This may constitute a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553, 494 N.W.2d 408 (1993), and must be noticed as such although the City Council will not take any formal action at this meeting.

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**TRANSPORTATION & TRAFFIC REVIEW COMMITTEE MEETING
IN PERSON AND VIA ZOOM
THURSDAY, MARCH 26, 2026 – 2:00 PM
CITY HALL – SECOND FLOOR**

MINUTES

1. Call meeting to order

Chairperson Navin called the meeting to order at 2:00 p.m.

2. Roll call

Members Present: Chairperson Navin, Superintendent Williamson, Council Representative Jaeckel, Police Chief Bump, Citizen Member Gray, City Electrician Nick Armstrong and School District Representative Moehling. Absent: City Engineer Andy Burt. Also present: Manager Houseman and Public Relations Executive Assistant Weihert.

3. Approval of Minutes

*a. Review and possible action relating to the **minutes of the December 11, 2025, Transportation and Traffic Review Committee***

Motion to approve the minutes of the December 11, 2025, meeting made by Bump and seconded by Williamson. Motion carried.

4. Parking Requests

None

5. Speed Limit Reviews

None

6. Traffic Signal Reviews

a. Review and possible action regarding the traffic analysis completed at the intersection of Robert Street and Third Street (Navin, Director of Public Works)

Chariperson Director Navin stated between November 24 and November 25, 2025, staff received three formal Traffic Review Requests from residents expressing urgent safety concerns regarding the pedestrian crossing at the Robert Street and Third Street intersection. These requests were prompted by a pedestrian being struck and injured by a vehicle on October 20, 2025, as well as multiple observed near-misses involving vehicles

failing to yield to pedestrians on the Glacial River Trail. Notable concerns included insufficient pedestrian crossing time, vehicles on southbound Robert Street failing to stop, and dangerous right-turn movements.

On December 11, 2025, the Transportation and Traffic Review Committee directed staff to conduct a formal analysis of the intersection and provide recommendations for improvements. Staff solicited proposals and engaged JT Engineering, Inc. to complete a comprehensive study.

The study identified 11 crashes at this intersection between 2017 and 2025, four of which involved pedestrians or bicyclists. All four of these incidents resulted in injuries. Key contributing factors identified include:

- **Visibility Obstructions:** Southbound drivers' view of the traffic signal and the "Yield to Pedestrian" sign is frequently blocked by untrimmed tree branches and a side-by-side directional sign for EAST USH 12/BUSINESS STH 26
- **Driver Behavior:** Video data revealed that many southbound drivers do not make a complete stop on red before rolling through the crosswalk
- **Geometric Challenges:** The intersection is located on a horizontal curve, and the southbound right turn is geometrically similar to a through movement, which discourages drivers from slowing down.

Proposed Incremental Improvements: The study recommends an incremental approach, beginning with low-cost signage and pavement marking modifications to address these safety gaps immediately.

Signage Updates: Remove the "Right Turn on Red After Stop" signs for southbound Robert Street and replace them with "No Right Turn on Red" signs.

- **Visibility Improvements:** Trim obstructing tree branches and convert the directional signage back to a "stacked" version to clear the view of the traffic signal.
- **Pedestrian Education:** Install educational signage at the push buttons to help residents understand pedestrian signal phasing.
- **Pavement Marking Upgrades:** Refresh worn markings and move the stop bars back from the crosswalks to increase the visibility of pedestrians for approaching vehicles.

Should these initial measures not significantly improve safety, the study provides a path for secondary phases, such as modifying pedestrian signal phasing or relocating the crosswalk to the north approach at an estimated cost of \$46,200.

The cost estimate for the recommended improvements totals \$9,105. Staff intends to wrap the paint removal and reinstallation in with the larger Janesville Avenue project if

approved, or complete in-house at a lower cost with City staff and City equipment. Sign removals will also be completed in-house to ensure additional cost savings. Staff should be able to complete the upgrades for under \$5,000.

Staff recommends that the Transportation and Traffic Review Committee approve the implementation of the low-cost signing and pavement marking improvements as outlined in the JT Engineering study, including the following:

- 1) Trimming branches and converting the directional sign back to the stacked version;
- 2) Removing the southbound "right turn on red after stop" signs and replacing them with flagged "no right turn on red" signs;
- 3) Installing educational signs for pedestrians;
- 4) Upgrading (repainting) the pavement markings; and
- 5) Removing the old stop bar paint and moving the stop bars back from the crosswalk.

Additionally, staff recommends that the Department of Public Works be directed to monitor the intersection following these changes to evaluate the necessity of future infrastructure modifications. The Police Department will also assist in the re-education of drivers, pedestrians, and bicyclists as necessary.

Citizen Member Gray stated the recommended improvements are a great addition, as he uses the intersection regularly. He suggested adding an extra 4 seconds as suggested by the consultant in the report. He also suggested the removal of several small trees that block the view of pedestrians from cars. There is limited visibility coming down Third Street to make a right turn, he stated. Signage on Third Street to alert drivers that ahead of them is a crossing of the bike trail, and to expect pedestrians, was also suggested.

Gray asked City Electrician Armstrong what was involved in changing the time. Armstrong said it was possible to do, and a three-second-per-foot crossing time can be completed.

Gray also asked Williamson if Public Works can make standard street signs, and he stated they can make most and order others.

Navin stated some of the items could be looked at going forward. The City received funding for countdown timers that will be installed at this intersection.

Gray moved to approve the five recommendations be completed by City staff, with the addition of increasing crossing time by 4 seconds going westbound and a review of proper signage on Third Street westbound. Bump seconded the motion.

Motion carried.

7. Miscellaneous

- a. *Review and possible action relating to a request for two way traffic on S. High Street (Navin, Director of Public Works)*

Chariperson Director Navin stated South High Street is currently designated for one-way northbound traffic between Craig Street and East Milwaukee Avenue. Historically, this traffic pattern was established because the Middle School served as the primary transfer point for district buses. During pick-up and drop-off periods, buses would line up along South High Street, completely blocking the right lane and making two-way traffic flow impossible. Consequently, the one-way designation was necessary to allow northbound traffic to continue moving. The district's bus transfer point has since been moved to the High School, and buses no longer block the travel lanes on South High Street.

A formal request has been submitted by Police Captain Dan Hefty, on behalf of the Police Department, to restore two-way traffic on South High Street from Milwaukee Avenue to Whitewater Avenue. The proposal highlights that the current one-way restriction forces all traffic to travel north, causing motorists who wish to travel south to divert to South 3rd Street East or South 4th Street East. This creates significant congestion at those intersections, particularly when drivers attempt left-hand turns during school peak hours. Middle School Principal Matt Wolf has expressed support for the proposal, indicating that a two-way traffic pattern would likely simplify the drop-off and pick-up process for parents and staff.

A formal engineering and traffic impact analysis is required to evaluate how reverting to two-way traffic would affect the broader neighborhood network and intersection capacities. Staff has determined that the cost to complete such an analysis is approximately \$15,000.00 based on estimates from known traffic engineering firms. These funds are not currently allocated in the 2026 budget.

Staff does not recommend moving forward with a traffic study at this time. While the proposed change in the traffic pattern may offer some convenience for school-related traffic, there are no immediate safety concerns or accident patterns that necessitate an urgent modification of the existing traffic flow. Given the \$15,000 cost for the required analysis, staff recommends the Committee take no further action until such time as a clear safety need is identified, funding becomes available, or area land uses change.

Williamson moved to deny the request, seconded by Bump. Motion carried.

8. Transit Items

None

9. Safe Routes to School

None

10. Adjournment

Jaeckel moved to adjourn, seconded by Gray. Motion carried.

Meeting adjourned at 2:17 p.m.

Respectfully submitted by
Sarah Weihert, Public Relations Executive Assistant



MEMORANDUM

DATE: September 10, 2026

TO: Committee/Commission/Board

FROM: Zach Navin, Director of Public Works

RE: Review and possible action relating to a request for pedestrian crossing signage at the intersections of N. High St. and N. Fourth St. and N. Third St. and Jefferson St.

BACKGROUND

The City received a resident request for enhanced pedestrian crossing signage at the intersections of N. High Street and N. 4th Street and N. 3rd Street and Jefferson Street. The resident noted that existing pavement markings alone do not provide sufficient visibility to approaching motorists and requested additional pedestrian crossing signage, preferably including illuminated or flashing features.

Following receipt of the request, staff conducted a field review of both locations. Both crossings are located on busy collector streets carrying a significant amount of through traffic. Based on the roadway characteristics, existing crosswalks, and visibility of the crossings to approaching motorists, staff agrees that additional pedestrian crossing signage is appropriate.

DISCUSSION

The Manual on Uniform Traffic Control Devices (MUTCD) recognizes that pavement markings and signs can be used together to identify and emphasize designated pedestrian crossings. Section 3C.01 specifically notes that, at locations not controlled by traffic signals or STOP/YIELD signs, crosswalk markings used in conjunction with signs and other measures help alert motorists to a designated pedestrian crossing.

Based on staff's field inspection, the existing pavement markings at these locations would benefit from supplemental pedestrian warning signage. The appropriate treatment would be MUTCD-compliant Pedestrian Crossing (W11-2) warning signs, including signing both in advance of the crossing and at the crossing itself.

Advance pedestrian warning signs would provide motorists with additional notice that they are approaching a pedestrian crossing. At the crosswalk, the pedestrian warning sign should be supplemented with the applicable W16-7P downward diagonal arrow plaque identifying the specific crossing location. This combination would provide substantially greater visibility than

pavement markings alone and establish a consistent pedestrian crossing treatment at both locations.

The resident also requested consideration of signs that “light up.” The MUTCD permits Rectangular Rapid Flashing Beacons (RRFBs) as an enhanced treatment at marked crosswalks across uncontrolled roadway approaches. An RRFB supplements the W11-2 pedestrian warning sign and W16-7P plaque and is activated when a pedestrian intends to cross.

While RRFBs would provide a higher level of visibility, staff does not believe it is necessary to commit to that level of treatment solely as part of this request. Given the collector street function of these roadways, staff recommends first establishing proper pedestrian warning signing at and in advance of the crossings. Staff can then monitor the crossings and determine whether pedestrian activity, motorist yielding behavior, speeds, crash history, or other conditions justify an RRFB or other enhanced treatment in the future.

FINANCIAL ANALYSIS

Installation of standard MUTCD-compliant pedestrian warning signs and supplemental plaques would represent a relatively minor expense of less than \$1,500.00. The work could likely be completed using existing City sign maintenance resources, with costs primarily consisting of sign panels, posts, mounting hardware, and staff installation time. Staff recommends completing the standard signing improvements first before incurring the additional cost associated with active warning devices.

RECOMMENDATION

Staff recommends that the Transportation & Traffic Review Committee approve the installation of MUTCD-compliant advance and at-crosswalk pedestrian warning signage at the identified locations in the staff report.

ATTACHMENTS

1. Traffic Request Form Redacted
2. Traffic Map
3. Traffic review request signage

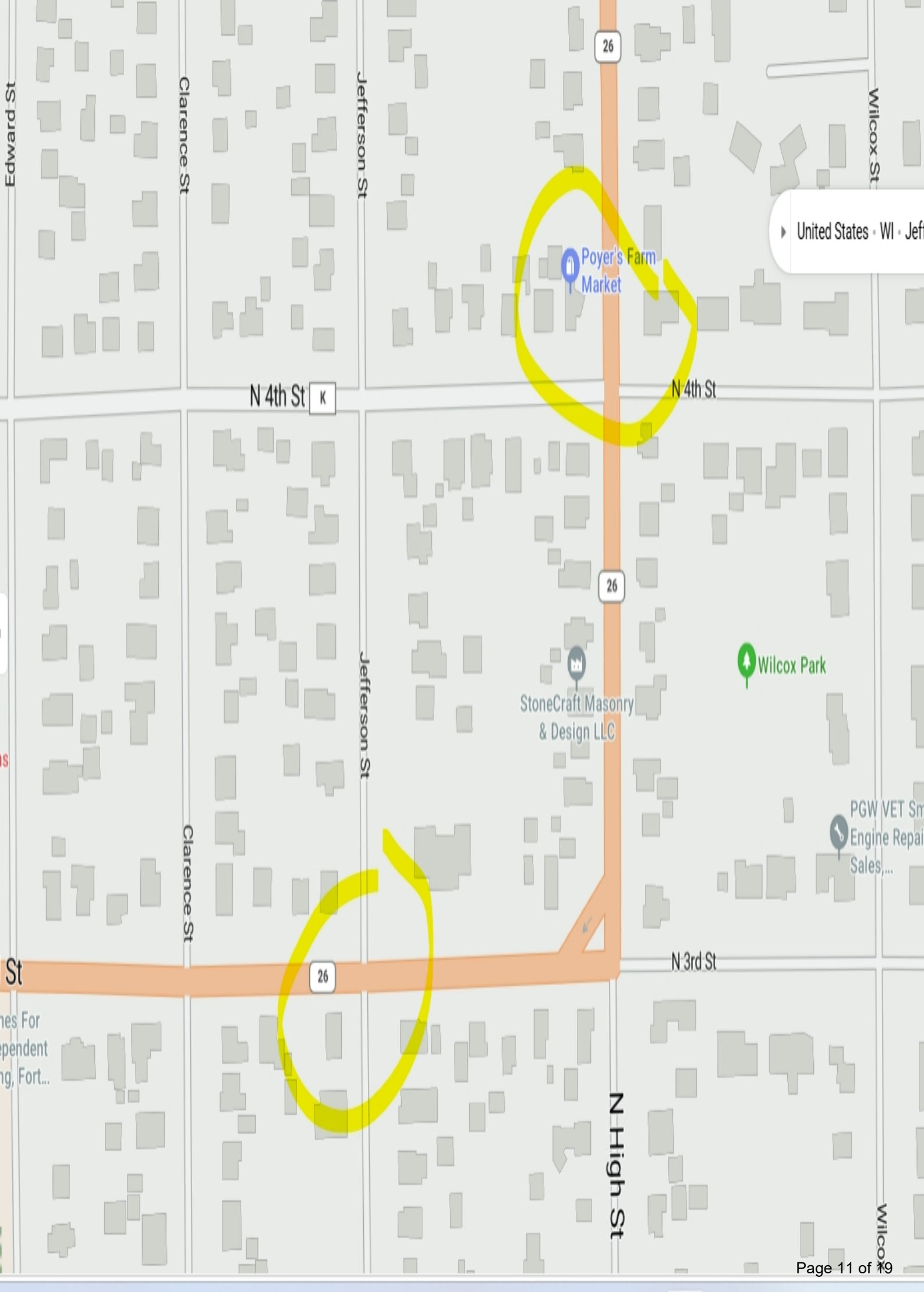


Traffic Review Request – City of Fort Atkinson

Please use this form to submit a request for review of traffic related inquiries within the City of Fort Atkinson. Additional photos or maps may be included as necessary. The Traffic Review Committee meets quarterly on the second Thursday of March, June, September, and December. Submit completed forms to Sarah Weihert at sweihert@fortatkinsonwi.gov

<i>Name</i>	Kelsa Lowe
<i>Phone and Email</i>	509-768-4360 kelsa.lowe.mph@gmail.com
<i>Description</i>	The purpose of this request is to encourage signage to be posted at the following intersections: N High St & N Fourth St and N 3rd St & Jefferson St. As frequent pedestrian, the existing painted crosswalk markings are largely insufficient in supporting pedestrians cross the street since vehicles never stop. This is both dangerous and frustrating. Even this morning I saw a police vehicle not stop for a pedestrian. Better signage would support and protect pedestrians in this residential neighborhood.
<i>Suggested Remedy</i>	Install crosswalk signs alongside the existing crosswalk pavement markings, preferably ones that light up.

Sketch or Map of Area



United States · WI · Jeff

Poyer's Farm Market

N 4th St K

N 4th St

26

StoneCraft Masonry & Design LLC

Wilcox Park

PGW VET Sm
Engine Repair
Sales...

Clarence St

26

N 3rd St

N High St

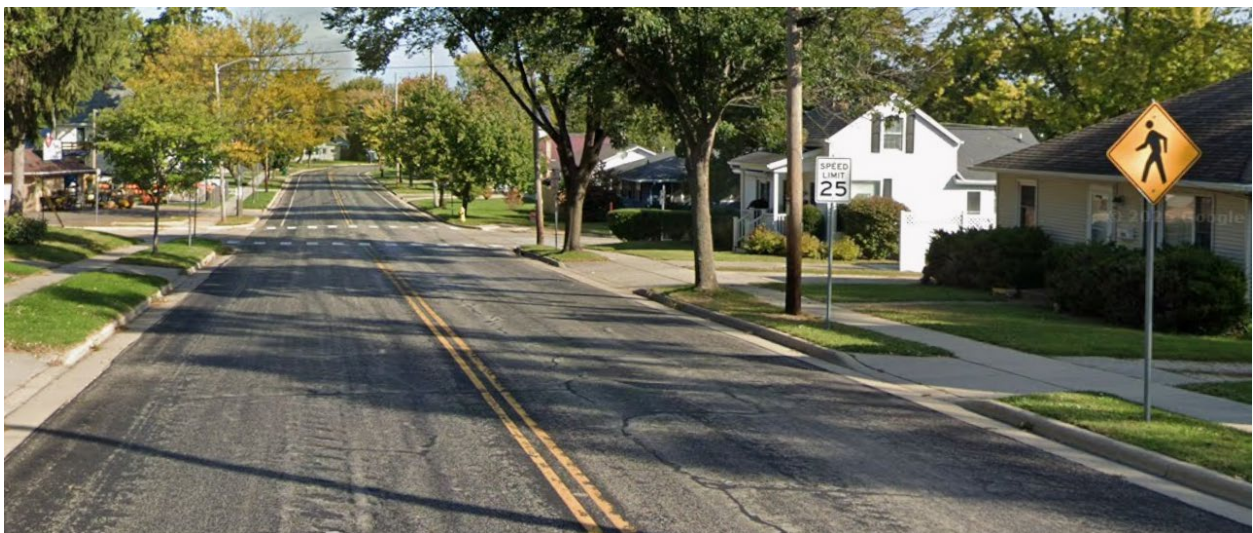
Wilcox



3rd Street @ Jefferson Street Facing East Bound



3rd Street @ Jefferson Street Facing West Bound



North High Street @ Fourth Street Facing North Bound



North High Street @ Fourth Street Facing South Bound



MEMORANDUM

DATE: September 10, 2026

TO: Committee/Commission/Board

FROM: Zach Navin, Director of Public Works

RE: Review and possible action relating to a request for a Rapid Flashing Beacon (RFB) at the Glacial River Trail crosswalk on Sherman Avenue W.

BACKGROUND

The City received a traffic review request from a resident concerning pedestrian and bicyclist safety at the Glacial River Trail crossing of Sherman Avenue. The crossing is located between the Festival Foods parking lot and the trail bridge.

The request describes several instances in which motorists traveling toward downtown reportedly failed to see or yield to people using the crossing. The concern is reportedly more pronounced during the winter months and during early morning and evening periods when visibility is limited. The applicant specifically requested that the City install pedestrian-activated flashing lights similar to the Rectangular Rapid-Flashing Beacons, or RRFBs, used at other crossings in the City.

A marked crosswalk currently exists at this location. The City has also previously identified reduced daylight and motorist yielding at marked crosswalks as community safety concerns. In a November 2023 pedestrian-safety communication, the City specifically featured the Sherman Avenue crossing at the Glacial River Trail while reminding motorists of their responsibility to yield to pedestrians.

DISCUSSION

The Sherman Avenue crossing functions as an uncontrolled, non-intersection shared-use path crossing. The Wisconsin Manual on Uniform Traffic Control Devices, or WMUTCD, establishes the standards and guidance applicable to this type of crossing. Before approving an installation, staff recommends completing a focused evaluation that includes:

- Sherman Avenue traffic volumes and measured vehicle speeds;
- Pedestrian and bicycle activity during representative periods;
- Field observations of motorist yielding behavior;
- Reported pedestrian and bicycle crashes;

- Parking, vegetation, driveways, signs, and other visibility obstructions;
- Existing streetlighting and nighttime pedestrian visibility;
- The condition and visibility of existing crosswalk markings and signs; and
- Accessibility of the path approaches, curb ramps, detectable warnings, and proposed activation equipment.

FINANCIAL ANALYSIS

Costs associated with this evaluation would be contributed to the rental of traffic monitoring devices and supplies needed to refresh pavement marking and signage are not expected to exceed \$2,500. These costs will be covered through the Traffic Control Supplies account 01-54-5441-0600.

RECOMMENDATION

Staff recommends that the Transportation and Traffic Review Committee take the following action:

1. Request staff complete a focused evaluation of the Glacial River Trail crossing at Sherman Avenue, including vehicle speeds and volumes, pedestrian and bicycle activity, nighttime visibility, crash history, pavement markings, warning signs, parking, lighting, and accessibility.
2. Request staff complete routine or lower-cost maintenance improvements identified during the evaluation, including pavement-marking refreshment, sign maintenance, vegetation removal, and/or correction of visibility obstructions, subject to available operating funds.
3. If the evaluation supports installation of a Rectangular Rapid-Flashing Beacon, request staff prepare a compliant design, detailed cost estimate, and proposed funding plan for separate consideration and approval by the City Council before equipment is purchased or installed.

ATTACHMENTS

1. Greg Albert Traffic Review Submission_Redacted
2. Keep pedestrian safety in mind this fall



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Name	Greg Albert
Phone and Email	
Description	Looking to help with folks crossing Sherman Avenue on the bike path between festival foods parking lot and the bike path bridge. I cross that intersection a few times each day and drivers coming down Sherman on their way to downtown often don't stop/see folks crossing. This is particularly true in winter months when it is dark early in the morning and early in the evening. I've almost been clipped a few times in the last several months, while walking with a baby in a stroller, so I think it is somethign we could address through a blinking light crosswalk.
Suggested Remedy	I suggest we put a crosswalk with lights similar to what we have on Madison Avenue and when crossing Whitewater avenue at 4th street. It allows pedestrians to cross safely and provides drivers with a warning folks will cross. This would help in those months when it is darker for longer. Happy to help raise funds to cover the cost. Just looking that it could be approved.

 Map of Area

Keep Pedestrian Safety In Mind This Fall



PRESS RELEASE

DATE: November 6, 2023

TO: Local Media Outlets

FROM: Sarah Weihert, Public Relations Executive Assistant

RE: Keep pedestrian safety in mind this fall

The City of Fort Atkinson reminds motorists to be aware of pedestrians as daylight hours decrease this fall.

“With less daylight hours this time of year we hear about a lot of near misses when it comes to vehicles stopping for pedestrians at the City’s various marked cross walks,” said Andy Selle, Director of Public Works.

Motorists are reminded when pedestrians are crossing to wait until the person is fully across the road to continue traveling.

“Often the car stopped waiting for a pedestrian to cross is what oncoming traffic in the other lane notices, not the pedestrian crossing, it’s important to wait for the person to fully cross the street before continuing to travel,” Selle said.

The number of pedestrians killed in crashes in Wisconsin rose 44% last year, from 50 deaths in 2021 to 72 in 2022. Preliminary data shows improvement in the number of pedestrian-involved crashes this year, but fatalities remain high. So far in 2023, 49 people were killed in 880 pedestrian-involved crashes, according to the Wisconsin Department of Transportation.

Drivers must be extra conscious of pedestrian safety this time of year. When Daylight Saving Time ends, drivers will spend more time traveling in the dark, when pedestrians are difficult to see. Always keep a close eye on the road.

State laws aim to keep all road users safe by creating a protected space to cross streets. Drivers must yield to pedestrians in a sidewalk, alley, or driveway and when pedestrians have started crossing the street.

Drivers are asked to consider the following safety recommendations:

- Put the phone down to avoid distractions
- Obey all posted signs and speed limits; driving a few miles over the speed limit can be the difference between life and death for a pedestrian
- Do not block crosswalks when stopping at intersections
- Always drive sober.

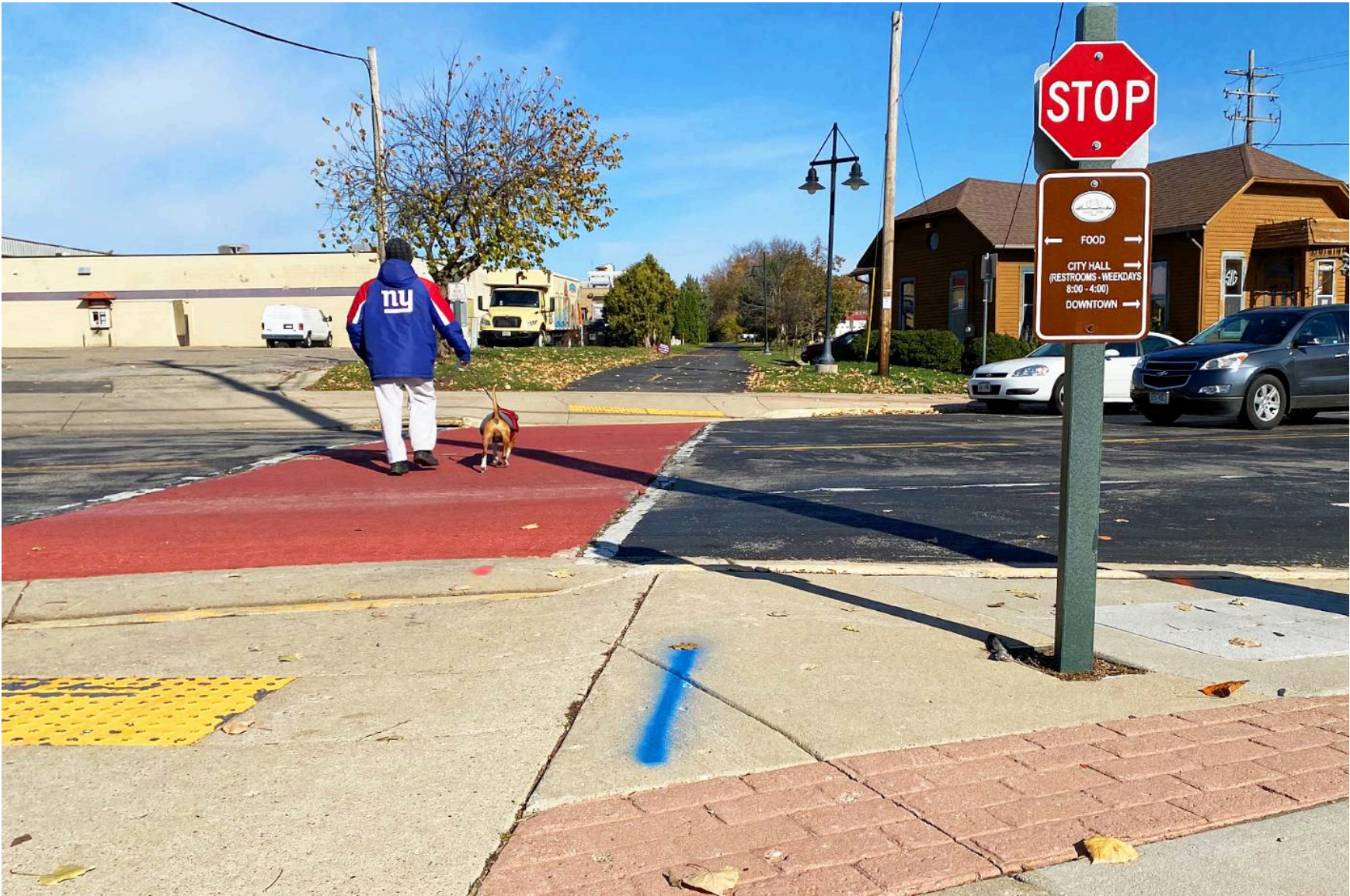
Pedestrians are required to yield to drivers when crossing a road where there is no intersection, crosswalk or walk signal. They should not suddenly move into the path of a closely approaching vehicle that does not have time to yield.

Pedestrians can take additional steps to keep themselves safe, too. Always:

- Follow the rules of the road and obey signs and signals
- Use sidewalks whenever available; if there is no sidewalk, travel facing traffic and as far from traffic as possible
- Cross streets at crosswalks or intersections; if a crosswalk is not available, find a well-lit area with a clear view of traffic and wait for a gap that allows enough time to cross safely
- Watch for cars entering or exiting driveways or backing up in parking lots
- Take extra care at night and at dusk when chances of injury increase; wear reflective clothing or lights to be more visible.



###



Above, a pedestrian is seen using the crosswalk to cross Sherman Avenue at the Glacial River Trail. Motorists are reminded when pedestrians are crossing to wait until the person is fully across the road to continue traveling.





Welcome

Education

Parks and Recreation

Arts and Culture

