

# Pedestrian Crossing Improvement Policy, Appleton, Wisconsin

March 20, 2024

---

## Vision

To improve access to destinations, the City of Appleton will invest in pedestrian crossing improvements using a consistent prioritization process grounded in the latest evidence on roadway safety treatments that are aligned with the Complete Streets Policy and Complete Streets Design Guide.

## Definitions

Pedestrian crossings include marked and unmarked crosswalks at the intersections of two streets. A mid-block crosswalk shall be defined as any marked crosswalk that is not located within an intersection.

All marked crosswalks shall lead from one safe landing zone to another. A safe landing zone is considered as an area where a pedestrian is safe from vehicle conflict while waiting to cross or when finished crossing. This may include curb and gutter modifications and a concrete ramp installation meeting Proposed Right of Way Accessibility Guidelines (PROWAG) requirements.

Crosswalks shall be placed in areas where there is sufficient stopping sight distance for the posted speed limit and lighting for nighttime use on higher functional classification streets.

In all cases, intersection crosswalks shall be signed and marked in compliance with the Manual on Uniform Traffic Control Devices (MUTCD) and the Wisconsin Supplement to the MUTCD.

## Implementation of Pedestrian Crossing Improvements

Pedestrian crossings shall be evaluated for safety improvements and enhanced as needed as part of programmed street maintenance projects in accordance with the Complete Streets Policy.

Pedestrian crossing improvements shall be prioritized based on the attached methodology, considering safety, potential for walking trips, equity and proximity to parks, schools, commercial areas, trails, transit stops and major barriers, such as the river or railroad. Corridors with multiple priority intersections may be considered for a corridor improvement study.

Projects identified through the prioritization methodology will be considered for inclusion in the recommended annual Capital Improvement Program. The Traffic Section will recommend projects that may include: 1) corridor improvement studies, 2) corridor pilot projects, 3) intersection demonstration projects, 4) intersection capital projects.

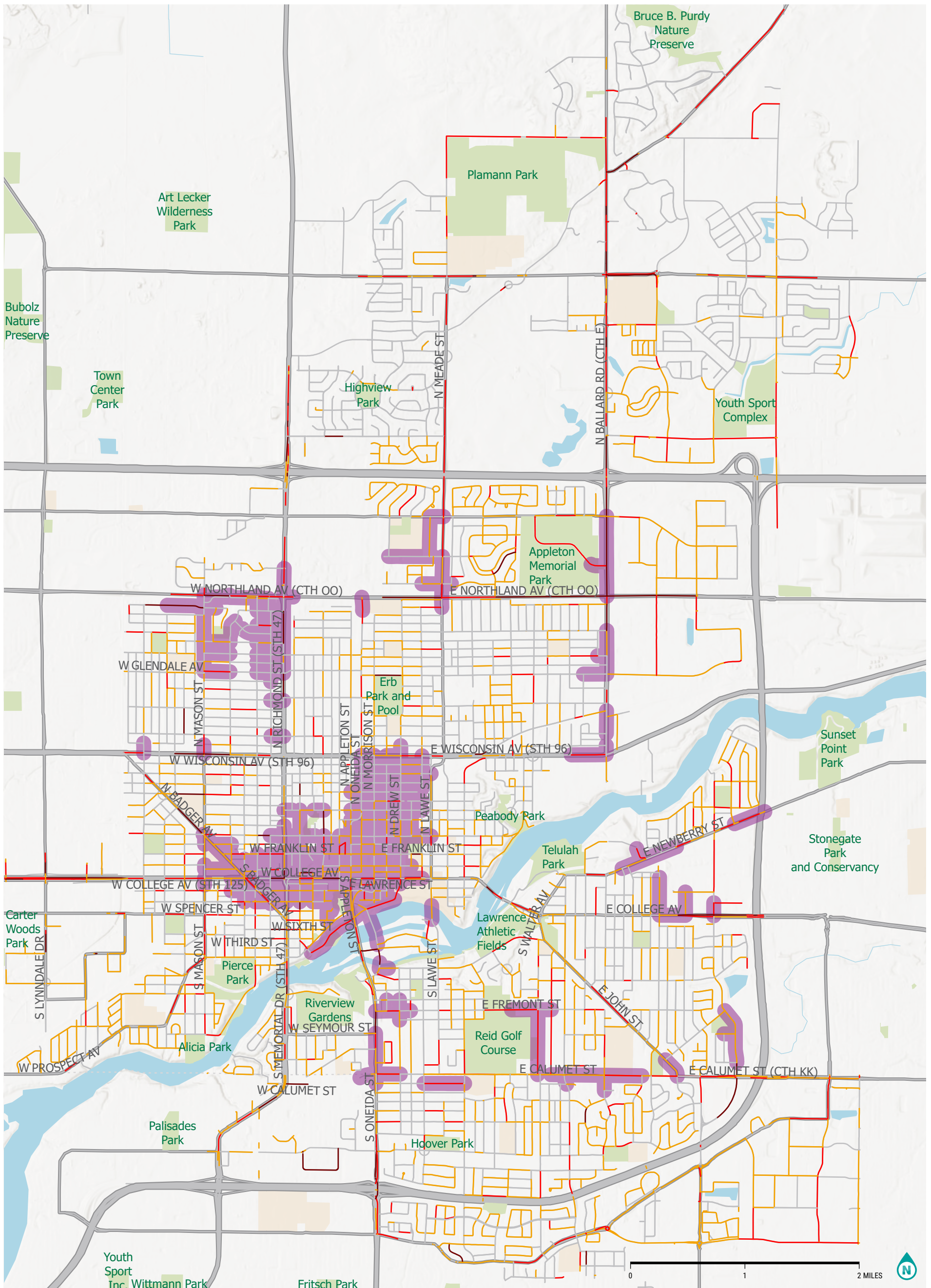
It is recommended that the prioritization methodology dataset be reviewed and updated every 5 years.

All requests to implement a pedestrian crossing improvement outside of the capital improvement program will be reviewed by the Traffic Section. Any requests that are administratively denied may appeal the decision to the Common Council through the Municipal Services Committee.

## Crossing Improvement Prioritization Methodology

Crossings will be prioritized based on the following criteria, as shown on the attached map:

- On the Comprehensive Safety Analysis Plan (CSAP) crash analysis model provided by the East Central Wisconsin Regional Planning Commission
- Within the highest 10% of active trip potential areas
- Within the highest 10% of areas of high equity concern
- Located within 100 feet of a parcel zoned as a park or school, trail, transit stop, or parcel zoned for commercial use
- Crossing of major barriers: major roadways, the Fox River, and railroads



## CROSSING PRIORITIZATION

CITY OF APPLETON  
COMPLETE STREETS STUDY

- Top 10% Community Priorities Score\*
- Street Segment Crash Analysis Rank\*\***
- Top 100
- 100 - 499
- 500 - 2499
- 2500+

\*Equity and density of trips combined account for 75% of the Community Priorities Score (37.5% each) and the remaining factors account for 25% of the score (5% each for crossing a major barrier, proximity to parks/schools, commercial areas, trails and transit)

\*\*Crash Analysis Rank comes from the East Central Wisconsin Regional Planning Commission's Comprehensive Safety Action Plan and includes risk factors like speed and right of way width as well as crash data.