



Council Agenda Item

Meeting Date: August 18, 2026

Agenda Item: Main Street Ped Crossing near Mulberry Campus

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

This item was requested to be placed on a future Public Works Agenda after a pedestrian death occurred on March 4, 2026 at the pedestrian crossing on W. Main Street near the Mulberry Campus and the Fairfield Inn. The request asked for further discussion on traffic calming/safety measures at the crossing. Before bringing the item to the Public Works Committee, staff was waiting for the official police report, so it could be included for context to the accident. Per the report, the accident was caused due to a driver looking at his phone and not seeing the pedestrian. Additionally, the driver was subsequently charged with Homicide by Intoxicated Use of a Vehicle with detectable amount of a restricted controlled substance in their blood after blood test results revealed a positive test for cannabinoids.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee has discussed this pedestrian crossing previously. One discussion revolved around the possibility of moving it west to align more with ALDI. After reviewing possible locations, it was decided to leave it where it currently exists.

Past projects included upgrading the overhead lighting from High Pressure Sodium to LED along W. Main Street in 2019. The standard flashing pedestrian signs were updated to Rectangular Rapid Flashing Beacon signs in 2020.

Additional pavement markings and signage will be installed the week of August 10, 2026. Pavement markings will include a Pedestrian Yield Line 60 feet west and 20 east of the marked pedestrian crossing. Yield Here to Pedestrian signs will be installed in the terrace area at each Yield Line.

The Public Works Committee at their August 11, 2026 meeting decided no further action was warranted at this time.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Based on the accident report, staff is not suggesting any changes to the pedestrian crossing at this time.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A
