

## Memorandum

Date: June 10, 2014  
To: Mayor and City Council Members  
Via: Gary Jackson, City Manager  
From: Ken Putnam, PE, Transportation Department Director  
Re: Harris Teeter/Trader Joe's Before and After Traffic Study

The purpose of this memorandum is to update City Council on the traffic situation in the immediate area of the Harris Teeter and Trader Joe's projects.

Prior to the opening of the Harris Teeter and Trader Joe's projects, Traffic Engineering conducted a preliminary traffic study of several of the roads in the Five Points neighborhood that were identified as being most likely to be affected by the anticipated increased traffic. In April, 2014, slightly over six months after the opening of the Trader Joe's store, Traffic Engineering conducted a follow up study of these streets to determine the change in traffic.

The results of the follow up traffic counts were compared with the anticipated numbers from the Traffic Impact Studies. The numbers predicted by the TIS are for the most part within 10-15% greater than what was predicted. The accompanying table shows the volumes and speeds from the studies.

One conclusion that can be reached from comparing the actual traffic volumes to those predicted by the TIS is that the nationally accepted methods of predicting traffic impacts of developments are pretty accurate.

### **East Chestnut Street:**

As anticipated, the most significant increase in volume occurred on this street. The before study measured an average daily traffic of 2,855 vehicles per day (vpd), while the after study measured 4,189 vpd, an increase of 47%. The measured 85<sup>th</sup> percentile speed increased slightly from 28.7 mph to 30.8 mph, which would seem to indicate that the section of roadway where the count was taken (near #39) is not over capacity. An indicator of a street being at or over capacity is usually a decrease in average travel speeds.

### **Maxwell Street:**

Maxwell Street saw a 27% increase in volume. The initial count was 1,052 vpd, and the follow up was 1,334.

### **Monroe Place:**

A 50% increase in traffic was observed from the initial 188 vpd, but the measured follow up volume of 282 vpd would not make this a high volume street. The TIS did not address Monroe Place.

**Holland Street:**

Holland Street likewise saw a significant percentage increase of 35%, from 193 vpd to 262 vpd.

**Mount Clare Avenue:**

The volume on Mount Clare increased 12%, from 1,072 vpd to 1,198 vpd.

**Hillside Street:**

The least significant increase in traffic seen was on Hillside Street. The traffic increased 2%, from 1,619 vpd to 1,651 vpd.

**Woodrow Avenue:**

Woodrow saw a decrease in traffic from 674 vpd to 571 vpd. This 15% reduction was not anticipated and may be due to external factors that we are not aware of.

The follow up study seems to validate the Traffic Impact Study, and our methodology of trying to anticipate the worst case scenario. While we do not want to down play the concerns of the neighborhood, the study seems to indicate that though the streets have seen increases in traffic, the streets in the locations we measured are not over capacity.

Please let me know if additional information is needed.

KJP/