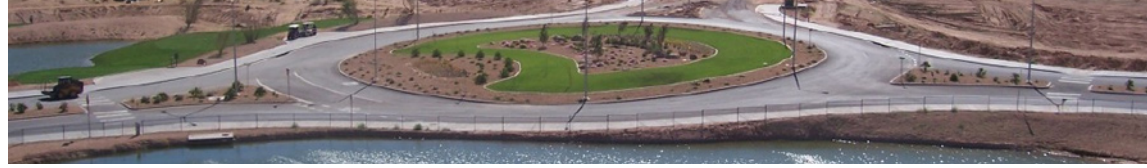


# TRAFFIC CALMING



Bicycle & Pedestrian Planning  
Intelligent Transportation Systems  
Land Use & Transportation Planning  
Parking  
Smart Growth  
**Traffic Calming**  
Traffic Engineering Design  
Traffic Operations & Simulation  
Transit Planning & Simulation  
Transportation Systems Planning  
Travel Demand Forecasting

Many communities have seen a sharp rise in the number and severity of cases where residential streets are being adversely affected by excessive travel speeds and unwanted through traffic. These situations are becoming increasingly prevalent, especially in developed areas where congested regional roadways cause traffic to divert to local streets. Such problems not only create potential safety concerns, but they impact the quality of life of nearby residents.

Fehr & Peers is a nationally-recognized leader in the areas of traffic calming and neighborhood traffic management. We have vast experience in working with local communities across the country to develop both programmatic solutions and neighborhood-specific traffic calming plans. We are also frequently retained to develop pilot projects as a part of a newly developed city-wide traffic calming program.

Our senior staff are experts in the field, having successfully completed traffic calming plans from Beverly Hills, California to Ithaca, New York. We also teach a two-day course on the subject for the University of California, Berkeley. Reid Ewing, author of the nationally-accepted publication entitled *Traffic Calming – State of the Practice*, serves as a special advisor to the firm.

Our approach to traffic calming programs involves working closely with the stakeholders to determine priorities and to balance input from affected residents, agency staff, and the wider public interests represented by elected officials. We understand that each community is different, with unique needs, geography, cost constraints, and history. Our projects are successful because we listen to clients' needs, spend time in the field, work closely with all interested parties, and utilize our vast experience to develop realistic solutions.

### **HISTORIC B STREET TRAFFIC MANAGEMENT PLAN - ASHLAND, OR**

Fehr & Peers directed this project to introduce traffic calming elements to Ashland's historic B Street. The study, funded by a Transportation Growth Management grant, was conducted in response to community complaints about speed along the wide (50 feet curb-to-curb) 12-block length of the street. The Fehr & Peers team developed a community-based program to provide residents and business owners traffic calming tools and, through a charette process, develop a plan for their own neighborhood.



### **BANCROFT AVENUE - SAN LEANDRO, CA**

Fehr & Peers redesigned Bancroft Avenue in San Leandro. The objectives of the project were to improve the safety of the street by reducing travel speeds, providing separate bicycle lanes, and reducing pedestrian crossing distances. Fehr & Peers prepared full plans, specifications and cost estimates for the project, which was constructed in the summer of 1998. The project has received much praise from residents and bicyclists and was awarded the East Bay Bicycle Coalition (EBBC) best project of the year award.

### **NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN - DENVER, CO**

Fehr & Peers prepared a comprehensive Neighborhood Traffic Management Plan (NTMP) for the City and County of Denver in conjunction with the Citywide Land Use and Transportation Plan. The Denver NTMP provides a consistent, citywide approach to addressing neighborhood traffic and transportation issues related to safety, traffic speed and traffic volume on city streets. The City and County of Denver -- with a population of over 500,000 -- will utilize the NTMP for a variety of neighborhoods throughout the city.

### **NEIGHBORHOOD PRESERVATION TRANSPORTATION PLAN - SACRAMENTO, CA**

Fehr & Peers assisted the City of Sacramento in the planning, implementation, and monitoring of this landmark project. The Neighborhood Preservation Transportation Plan (NPTP) covers approximately 120 blocks in the residential portion of downtown Sacramento. The cornerstone of the plan was the conversion of two heavily traveled residential streets from one-way to two-way operation. The final plan also included high-visibility crosswalks, angled parking, intersection portals, traffic circles, and half-street closures.

### **WILSHIRE BOULEVARD TRAFFIC CALMING – BEVERLY HILLS, CA**

Fehr & Peers led a pilot traffic calming project for a 24-square block residential neighborhood immediately adjacent to Wilshire Boulevard in Beverly Hills, California. The project involved a committee of “block captains” and representatives from the school district, fire department, police department, and chamber of commerce. We held a series of committee meetings to: educate the committee on traffic calming options and the results that can be expected, identify the top priority problems, and develop solutions. We developed several potential traffic calming plans using different strategies.

### **NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM - CITRUS HEIGHTS, CA**

Fehr & Peers worked with citizen traffic committees to prioritize problem areas and develop specific traffic calming measures in Citrus Heights. Three of the neighborhoods are currently implementing their traffic calming plans, and three more are being finalized. We will soon begin work with residents of the remaining five city neighborhoods to develop plans.

