



Date: 12/29/2014
To: NTMP Committee
From: Steven Arhart
Subject: NTMP Request – Hillside Avenue Traffic Volume and Signage

A request for the Neighborhood Traffic Management Program (NTMP) Committee was made that concerns the increased vehicle traffic and lack of signage on and near Hillside Avenue. This report summarizes the residential request and possible plan of action that has been discussed by the NTMP Committee.

Regards,
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Background

On December 1st, 2014 a request came to the Neighborhood Traffic Management Program (NTMP) asking to evaluate and come up with a solution to better manage traffic volumes on Hillside Avenue. Matt Cassel and I, Steven Arhart, met with Peter Marth (requestor) to discuss the situation. Peter noted that since the reconstruction of Hillside Avenue, the residents have noticed the traffic volumes (both commercial and residential) increase drastically.

Previous traffic count data was taken from October 28th to October 31st, 2008. At this time, the Average Daily Traffic (ADT) was 879 vehicles per day. Per the request, traffic counts were taken December 5th to December 9th, 2014, which resulted in an annual average daily traffic of 1,347 vehicles per day. The results of these two datasets show an increase in traffic counts of 53% in six years. In addition, more counts were taken during the time frame of December 30th, 2014 to January 8th, 2015 in order to find traffic volumes during peak vacation season in Park City. These counts show the peak volume on New Year's Eve being 2,400 vehicles, as well as an average daily traffic of 1,822 vehicles. For this time frame the minimum ADT was 1337 vehicles, which is close to the average of the previous counts at the beginning of December, 2014. These traffic counts cannot accurately show the ratio of residential to commercial traffic. It should also be noted that staff recognizes the 2008 data is from the shoulder season while the current data is within our current ski season. Hillside Avenue is classified as a major collector street in UDOT's functional classification map.

Technically, the city cannot regulate who is allowed to use Hillside Avenue and cannot ban commercial vehicles from using this collector street. Commercial vehicles from the Deer Valley Resorts are allowed to use this to go from upper Deer Valley to Main Street. Second, Hillside Avenue was purposely constructed with a narrow and substandard width for a collector. Placing the yield signs at the top of the road during the reconstruction may or may not have helped with traffic control and slowing vehicles down. Lastly, the zoning of the neighborhood is "historic residential"; however from the bottom of Hillside Avenue toward main street this zoning is "historic residential commercial" and below that is the "historic commercial business". The question that needs answered is should staff be promoting vehicles to go through the residential zone and exit the main street area via Hillside Avenue, or encourage motorists to go down Swede Alley and avoid the residential zone?

Proposed Plan

In order to better manage and deal with increasing traffic on hillside a few viable solutions were proposed by Peter Marth. The first suggestion deals with the safety and skinny nature of the roadway. Currently there are ambiguous yield signs at the top on the right side of the street, away from where a motorist would be looking. Making the function and distinction of the yield signs

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more apparent could better control the flow of vehicles on Hillside at the same time. Also, striping will be added to prevent downhill traffic from cutting the corner into the oncoming uphill lane. See Figure 1 and Figure 2 for the possible changes to the yield signs at the top of Hillside Avenue.



Figure 1. Current view from top of Hillside Avenue

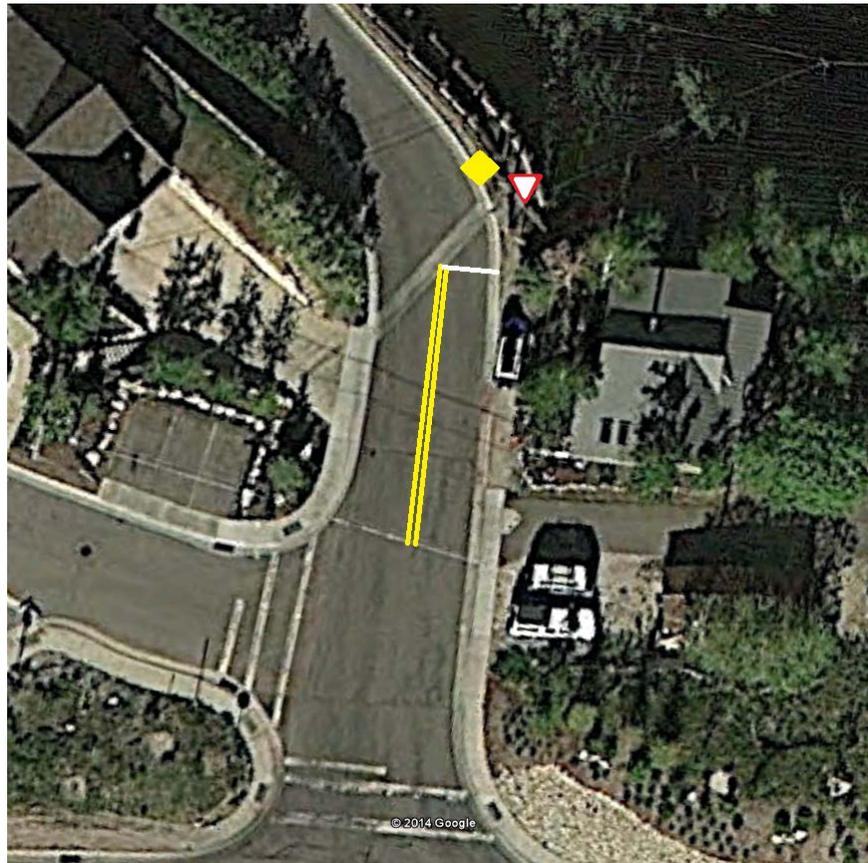


Figure 2. Renovation of signage and intersection controls for top of Hillside Avenue

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Second, there is a lack of signage for the visitors and tourists who don't know their way around. Figure 3 shows the three main intersections surround Hillside Avenue, which includes Hillside Avenue and Marsac Avenue, Hillside Avenue and Daly Avenue, and Swede Alley and Main Street. These three intersections are important for pointing tourists in the direction that they may want to go. For example, coming up Main Street there are no signs until you get to Hillside, which by then is too late to point them back toward Main Street or China Bridge parking structure. It may be beneficial to the city to add additional signage at the top of Main Street (near the Swede Alley intersection) to alert people of the parking and other locations down Swede Alley. Instead, most traffic continues up into the residential zone and is then directed onto Hillside Avenue. From business and economic strategy, we are allowing the main street customers to leave the commercial zone and continue up to Deer Valley or other places. However, there is a lack of room and no great placement for this sign at the top of Main Street and Swede Alley. Further discussion and analysis will take place if the construction of a sign is approved for this vicinity.



Figure 3. Current signage and directions to points of interest for three main intersections around Hillside Avenue

Schedule

December – January	Take traffic counts to validate the traffic volumes and show the change of traffic volumes.
March – April	Implement the intersection and yield sign modifications at the top of Hillside Avenue.
April – August	Add other signage if applicable