

TRAFFIC SAFETY PLAN

Southampton Neighborhood Association
St. Louis, Missouri



January 8, 2003

EXECUTIVE SUMMARY

In the spirit of Mayor Francis Slay's new *Neighborhood Life Initiatives*, the *Southampton Neighborhood Association's Traffic Safety Plan* represents a proactive effort by residents and business leaders to improve the quality of life in our neighborhood and provide a better future for our children and prospective business owners.

Traffic safety and calming programs have proven to: reduce pedestrian and bicycle accidents; reduce automobile accidents; consistently increase property values; and make city neighborhoods more attractive to young adults, families, seniors and retail business owners. Communities have been successfully put into practice these planning and engineering techniques across the United States and Europe.

The main goal of the plan is to foster a safer interaction between residents, businesses, cars, pedestrians, and cyclists. The traffic safety measures and urban planning elements are designed to: reduce traffic speeds and volumes; give residents and local area business owners more control of our neighborhood environment; provide a higher quality of life; and help increase residential and commercial property values. Additional opportunities exist to work with adjacent communities and the new Metropolitan Park and Recreation District to establish designated bicycle and pedestrian connections throughout the neighborhood to nearby parks and greenways.

The implementation of the traffic-safety measures will be done in coordination with the St. Louis City Street Department and 2nd District St. Louis City Police Department. The Southampton Neighborhood Association will also conduct a grassroots community outreach education program to encourage residents and the patrons of local area businesses to observe the speed limit to protect the safety of our children.



TABLE OF CONTENTS

1.0	INTRODUCTION.....	5
2.0	EXISTING CONDITIONS	6
	2.1 Pedestrian Activities	6
	2.2 Functional Classification	7
3.0	GOALS AND OBJECTIVES	8
4.0	TRAFFIC SAFETY MEASURES	9
	4.1 Pedestrian Crosswalks	9
	4.2 <i>Keep Kids Alive Drive 25</i>	9
	4.3 Bike Lane Striping	10
	4.4 Formalized On-Street Parking	10
	4.5 Curb Neck-Downs	10
	4.6 Narrow Lanes	11
	4.7 Reduced Lanes	11
5.0	URBAN DESIGN/PLANNING ELEMENTS	12
	5.1 Signage	12
	5.2 Neighborhood Greenways	13
6.0	COORDINATION EFFORTS	15
	6.1 Police Department	15
	6.2 Street Department	15
7.0	IMPLEMENTATION	16
	7.1 Phase I	17
	7.2 Phase II	18
	7.3 Phase III	19
	7.4 Installation	20
	7.5 Evaluation.....	20
	7.6 Modification	20
8.0	FUNDING SOURCES	21
9.0	SUMMARY.....	22

List of Figures

Figure 2.0.1. Primary Origins and Destinations of Pedestrian Activities	6
Figure 2.2.1. Functional Classification of Southampton Roadways	7
Figure 4.2.1. <i>Keep Kids Alive Drive 25</i> Sign.....	10
Figure 4.5.1. Typical Curb Neck-Down Intersection	11
Figure 5.1.1. Entry Sign	12
Figure 5.1.2. Entry Monument.....	12
Figure 5.1.3. Typical Entrance Intersection with Gateway Monuments.....	13



Figure 5.2.1. Neighborhood Greenways.....14
 Figure 7.1.1. Phase I Implementation.....17
 Figure 7.1.2. Phase II Implementation.....18
 Figure 7.1.3. Phase III Implementation.....19

List of Tables

Table 2.1.1. Functional Classification System7

Appendix A – Amendment A.....23



1.0 INTRODUCTION

The *Southampton Neighborhood Association's Traffic Safety Plan* is designed to modify driver's behavior to follow current traffic rules and regulations and to be more appropriate for residential streets. This behavior includes greater voluntary compliance with posted speed limits and other traffic regulations. The traffic safety measures within the plan also seek to motivate drivers to utilize arterial and collector streets, which are designed to carry higher traffic volumes, whenever possible.

The Southampton Traffic Safety Committee extensively researched traffic safety and calming techniques currently being used by other neighborhood associations in the St. Louis area as well as traffic-safety programs successfully implemented in other communities across the United States. It was found that implementing such measures, such as installing neighborhood entryway signage, improving lane striping, modifying road design and incorporating bicycle lanes, will:

- Reduce the excessive speed of automobiles in residential and commercial areas;
- Reduce volume of cut-through traffic and shift excessive cut-through traffic on residential streets to collector and arterial streets;
- Reduce traffic noise and air pollution;
- Increase pedestrian and bicycle safety;
- Increase property values; and
- Increase neighborhood interaction and crime prevention.

Before recommending traffic safety measures, the areas and groups to be impacted were carefully identified and consulted. The Southampton Neighborhood Association will also distribute information about the plan through the neighborhood newsletter and confirm the support of residents and local area businesses at general membership meetings and special presentations prior to implementation.



2.0 EXISTING CONDITIONS

The Southampton neighborhood is a peaceful and charming borough of tree-lined streets, various housing styles, and a diversity of commercial services. Southampton is rated as one of top residential choices within the City of St. Louis

2.1 Pedestrian Activities

The Southampton neighborhood includes many commercial and domestic services such as restaurants, banks, grocery stores, florists, dry cleaners, schools, and churches within walking distance. The primary origins and destinations of pedestrian activities are illustrated in Figure 2.0.1.

Figure 2.0.1. Primary Origins and Destinations of Pedestrian Activities



2.2 Functional Classification

Functional classification is the process by which all roadways are grouped into classes according to the type of service that they are intended to provide. There are three functional classifications: arterial, collector, and local roads. All highways and streets are grouped into one of these classes, depending on the character of the traffic and the degree of land access that they allow. These classifications are tabulated in Table 2.1.1.

Table 2.1.1. Functional Classification System

Functional System	Services Provided
Arterial	Provides the highest level of service at the greatest speed for the longest uninterrupted distance, with some degree of access control.
Collector	Provides a less highly developed level of service at a lower speed for shorter distances by collecting traffic from local roads and connecting them with arterials.
Local	Consists of all roads not defined as arterials or collectors; primarily provides access to land with little or no through movement.

An urbanized roadway network serves two distinct functions: provide access to abutting property and provide traffic mobility – getting from one point to the other. These two functions compete with one another; mobility declines with a high degree of land access and higher mobility cannot be accomplished with high degree of land access.

Several arterial and collector streets, illustrated in Figure 2.21, serve the Southampton neighborhood.

Figure 2.2.1. Functional Classification of Southampton Roadways



3.0 GOALS AND OBJECTIVES

The overall goal of the *Southampton Neighborhood Association's Traffic Safety Plan* is to: reduce traffic speeds on neighborhood streets; reduce the volume of "cut-thru" traffic; and enforce established penalties on parking violators that impede traffic safety. The plan is designed to make drivers aware that they are sharing our streets, NOT shift these problems onto other neighborhoods.

The planning process for the development of the *Southampton Neighborhood Association's Traffic Safety Plan* included the following goals and objectives:

- The Southampton Neighborhood Association will utilize a comprehensive neighborhood planning process in the development of its traffic-safety proposal;
- The plan will address specific problems identified by neighborhood residents and minimize any negative effects resulting from the installation of traffic safety devices;
- Take into account all safety issues related to design capacity, street classification, and use of all neighborhood streets;
- The unique factors of each street will be considered when designing the traffic safety plan including: width, grade or slope, curves, location of schools, bus routes, parks and churches, curbs, sidewalks and lane configurations;
- All proposed traffic safety measures will be reviewed and approved by the City of St. Louis Police and Fire Departments in relation to the impacts of proposed measures on emergency response times, concerns related to patient/victim and employee's safety, and concerns regarding emergency services equipment;
- Possible negative effects on nearby streets in and outside the neighborhood will be fully researched and considered an essential part of the planning process. Shifting traffic from residential streets to collector and arterial streets through traffic calming measures will be considered desirable; however, shifting traffic from one residential street to another residential street will be considered unacceptable;
- When both traffic speeds and volumes are identified as problems, a combination of non-restrictive (reduces speed) and restrictive (reduces volume) measures will be considered;
- Signage for all traffic safety and traffic calming measures will be consistent with the policies of existing St. Louis City ordinances;
- All traffic calming projects will be designed and installed in conformance with sound engineering and planning practices as well as established sight distance standards; and
- Resident and local area business owner's consensus to implement the traffic safety plan will be based on the approval of the Southampton Neighborhood Association general membership.



4.0 TRAFFIC SAFETY MEASURES

Existing roadway conditions, original design purposes, posted traffic speeds, and current and projected traffic volumes were considered in evaluating possible traffic safety measures for the Southampton Neighborhood. The committee reviewed additional traffic conditions including: street width, grade or slope, curves, location of parks, schools and churches, curbs, sidewalks and street classification.

4.1 Pedestrian Crosswalks

Pedestrian crosswalks provide a visible reminder to drivers that they are approaching an intersection and that there might be a pedestrian crossing the street. They are especially important around centers of pedestrian activity, such as schools, churches, and commercial businesses. Once installed, crosswalks greatly reduce the risk of pedestrian and auto accidents.

4.2 *Keep Kids Alive Drive 25*

Because the speeding problem in Southampton neighborhood is often the result of resident driving behavior, a driver safety educational outreach program called *Keep Kids Alive Drive 25™* will be introduced into the community.

Keep Kids Alive Drive 25™ is a proactive signage program designed to encourage residents and motorists to observe the posted speed limit, illustrated in Figure 4.2.1. This program works to address the problem at a grassroots level by inviting residents to take responsibility for their driving behavior.

The Southampton Neighborhood Association will take the lead in distributing information about the program to neighborhood residents, schools and churches as well as provide a central coordinating point for implementation of *Keep Kids Alive Drive 25™*. This will allow the program to be implemented in a consistent and coordinated manner throughout the neighborhood.

The *Keep Kids Alive Drive 25™* program also offers the 2nd District Police Department the opportunity to enhance community relations by participating in school and church educational programs.

Funding to implement the *Keep Kids Alive Drive 25™* program will be pursued through:

- Grants provided through local foundations and businesses;
- Neighborhood Safety Block Grants provided through local law enforcement;
- Requesting funding for *Keep Kids Alive Drive 25™* in the city budget; and
- Neighborhood school and church fundraisers.



Figure 4.2.1. Keep Kids Alive Drive 25 Sign



The *Keep Kids Alive Drive 25TM* program has a proven track record of success and is currently being implement in over 150 communities in 37 states around the country. The first completed pre/post study citing effectiveness of *Keep Kids Alive Drive 25TM* signs in Oceanside, CA demonstrated a 16% decrease in average speed.

Southampton Neighborhood Association will lead a grassroots effort to distribute information about the program to neighborhood residents, schools and churches and serve as a central coordinating point for implementation of the program

4.3 Bike Lane Stripping

Bike lane stripping provides a visible reminder to drivers that they are sharing the road with bicyclists. They are especially important along arterial and collector roadways. Once installed, bike lane stripping greatly reduces the risk of bicycle and auto accidents.

4.4 Formalized On-Street Parking

Formalized on-street parking provides a structure for maximizing parking. Once installed, the on-street parking will NOT eliminate current parking spaces.

4.5 Curb Neck-Downs

Curb neck-downs are curb extensions at intersection corners or at mid-block to: narrow the street; cause drivers to reduce driving speeds; and increase the visibility of pedestrians. Neck-downs can also be used in combination with entryway signage to give better definition to the entry points of the Southampton Neighborhood.

5.0 URBAN DESIGN/PLANNING ELEMENTS

Displaying attractive signage and incorporating other planning elements are just one of many urban design and planning efforts that will help to improve the quality of life in our neighborhood, provide a better future for our children and prospective business owners, increase property values, and make city neighborhoods more attractive to young adults, families, seniors and retail business owners.

5.1 Signage

Displaying attractive signage that prominently announces entry to the Southampton Neighborhood will help non-resident drivers understand that they are entering a residential area and increase a sense of civic pride and ownership among neighborhood residents and local area business owners. Initially, entry signs, illustrated in Figure 5.1.1, can be installed for a modest cost and upgraded in the future to more permanent entry monuments, illustrated in Figure 5.1.2.

Figure 5.1.1. Entry Sign



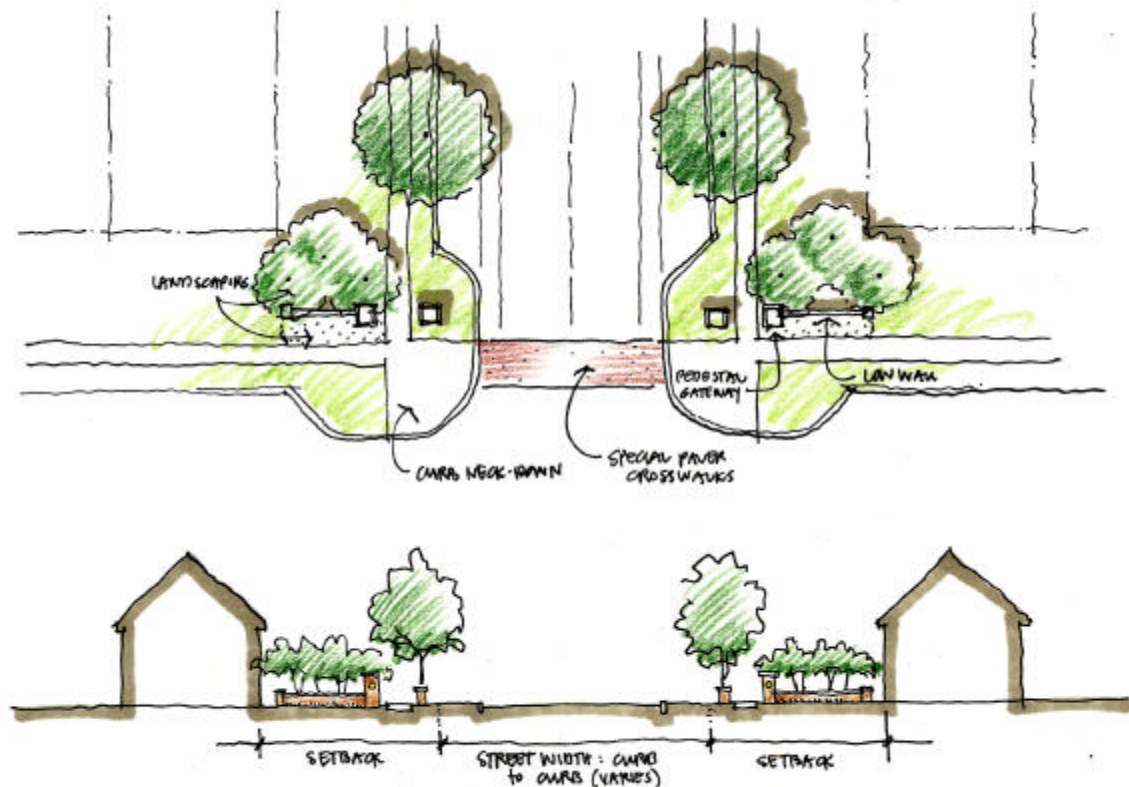
Figure 5.1.2. Entry Monument



**ENTRY ENTRY MONUMENT
WITH SOUTHAMPTON SIGN**

Permanent entry monuments, combined with curb neck-downs or “build-outs”, illustrated in Figure 5.1.3, narrow the road and provide better definition of the neighborhood’s entry points. The very nature of their permanence will help increase driver respect and obedience relative to traffic safety signage and measures throughout the neighborhood.

Figure 5.1.3. Typical Entrance Intersection with Gateway Monuments



TYPICAL ENTRANCE INTERSECTION WITH GATEWAY MONUMENTS

5.2 Neighborhood Greenways

Voters in the City of St. Louis, St. Louis County, and St. Charles County approved Proposition C in November 2000 creating the Metropolitan Park and Recreation District (MPRD). One of the primary functions of this new district is to coordinate the development of trails and greenways to connect parks and natural resources throughout the St. Louis region.

In other parts of the country, projects like these are responsible for increasing property values and making neighborhoods more desirable for families, active adults, seniors and retail business owners. Communities in every part of the St. Louis region are realizing the numerous benefits of greenways and are now competing for funding to plan and implement local projects that essentially connect neighborhoods to an emerging regional network of parks and trails.

Although St. Louis is fortunate to have an abundance of wonderful parks, many are inaccessible to various neighborhoods. In fact, the Southampton Neighborhood does not have one single park within the boundaries of Hampton, Kingshighway and Chippewa.

The elderly, physically disabled, and children of the neighborhood must cross busy streets to reach Christy Park or Francis Park. Similarly, nearby greenway projects are underway along River Des Peres, Grant's Trail (formerly Carondelet Greenway), near Forest Park and adjacent the Mississippi River, but are not easily or safely accessible by many adjacent neighborhoods, including Southampton.

Southampton has the opportunity to capitalize on funding available through the MPRD to create neighborhood connections to nearby parks as well as the regional greenway network. The benefits to Southampton Neighborhood include safer streets for pedestrians and cyclists, more convenient access to local parks, reduced traffic speeds, improved infrastructure (sidewalks, crosswalks, curbs and traffic signals) and higher property values.

Figure 5.2.1 illustrates possible routes that would link the Southampton Neighborhood to parks, Grant's Trail, the River Des Peres Greenway, the Riverfront Trail, and the new MetroLink station. Macklind would serve as a natural North-South route and an East-West route would be determined following further study. The routes would be designed to intersect in the heart of the Southampton Neighborhood.

Figure 5.2.1. Neighborhood Greenways



6.0 COORDINATION EFFORTS

The Southampton Neighborhood Association will coordinate with the St. Louis Police and Street Departments to ensure acceptable implementation of the traffic safety plan.

6.1 Police Department

The St. Louis Police Department provides the best visible deterrent to speeding and parking violations within the neighborhood. This plan strongly recommends and requests the St. Louis Police Department's support of this traffic safety plan and work with the neighborhood association to target speed and parking enforcement by selected police officers and officers assigned to patrol designated areas. This recommendation recognizes the Department's other commitments and priorities.

With the Department's cooperation, it is proposed that resident identify problem streets on which to implement the initial concentrated enforcement efforts. In addition, it is recommended that radar speed monitoring trailers be utilized, as they are available, to encourage more voluntary compliance with speed limits and reduce the burden on the resources of the 2nd District Police. Implementation of a "neighborhood speed watch" may also be considered to identify additional areas for future concentrated enforcement options.

6.2 St. Louis Traffic Department

The proper execution of the proposed traffic safety measures will have a critical effect on the success or failure of this plan. To ensure the successful implementation of this plan, the Southampton Neighborhood Association will coordinate its efforts with the St. Louis City Street Department Commissioner and Senior Traffic Engineers.

An initial focus of the plan will be to work with the Pavement Marking Section of the Traffic Department to: add painted crosswalks in front of schools, churches and other primary destinations of pedestrian activity, especially those that involve the safety of our children; re-stripe the roadways; incorporate bike lanes; and reduce lane widths.



7.0 IMPLEMENTATION

Implementation of the *Southampton Neighborhood Association's Traffic Safety Plan* will eliminate chronic, hazardous speeding and traffic safety problems in our neighborhood. The initial focus of the plan is to execute traffic safety measures around primary sources and destinations of pedestrian activity such as schools, churches and parks. The plan outlines the following improvements:

Primary Entryways

- Neighborhood entryways and signage
- Pedestrian crosswalks
- Pedestrian signal timing
- Curb neckdowns

Secondary Entryways

- Neighborhood entryways and signage
- Curb neck-downs

Major Intersections

- Pedestrian crosswalks
- Special parking
- Curb neck-downs

Macklind Avenue

- Pedestrian crosswalks
- Narrow lanes
- Bike lane striping
- Formalize on-street parking
- Special parking, lighting, pedestrian amenities

Hampton Avenue and Kingshighway Boulevard

- Reduce lanes
- Add center turn lane and median
- Add bike lane striping
- Formalize on-street parking

Devonshire, Nottingham, Wherry, and Eichelberger Avenues

- Narrow lanes
- Bike lane striping

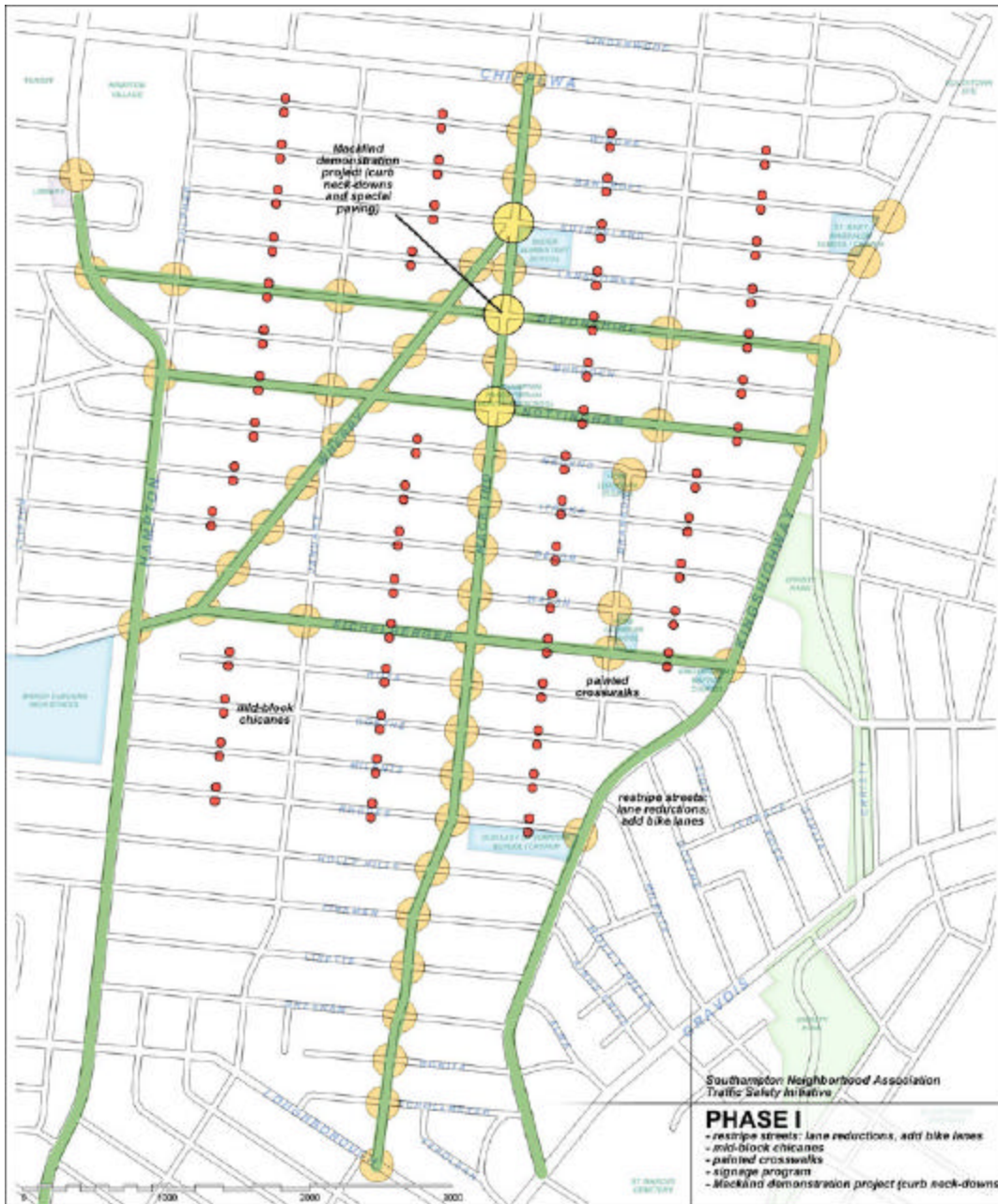
These improvements are will be implemented in three phases over a period of five to seven years.



7.1 Phase I

Phase I includes: new neighborhood entryway signage; re-striping of streets to reduce lane width; adding bike lanes; incorporating mid-block neck-downs; and painting crosswalks. It is recommended that a special demonstration project be completed on various intersections along Macklind Avenue, which will include curb neck-downs and special paving. The targeted completion date is 2003.

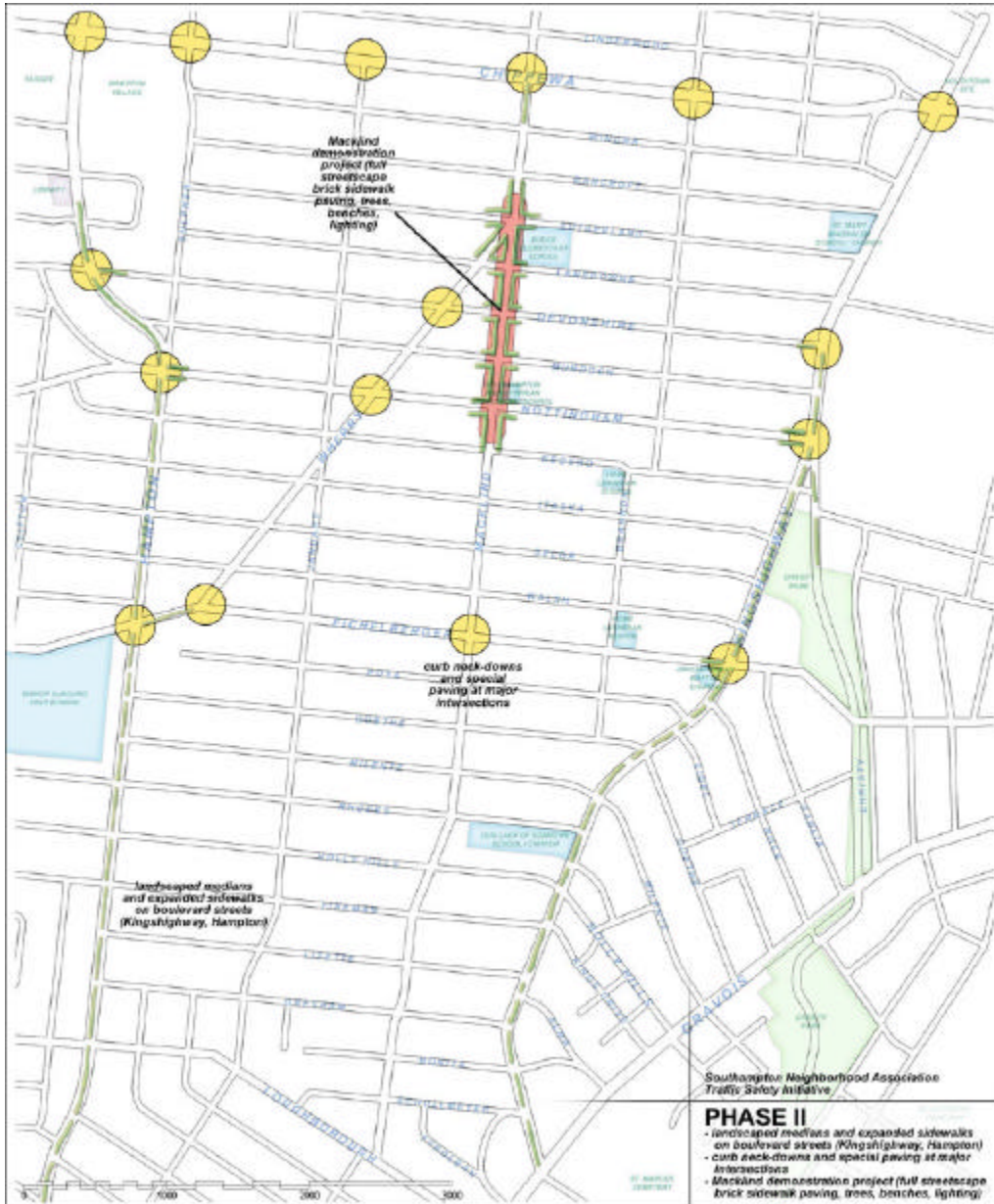
Figure 7.1.1. Phase I Implementation



7.2 Phase II

Phase II includes: incorporating landscaped medians; expanding sidewalks on Kingshighway Boulevard and Hampton Avenue; and adding curb neck-downs and special paving at major intersections. It is recommended that full streetscape brick sidewalk paving, trees, benches and lighting be added to the Macklind Avenue demonstration project. Additionally, possible funding sources should be explored for burying utilities. The target completion date is 2004 to 2006.

Figure 7.2.1. Phase II Implementation



7.3 Phase III

Phase III includes completing the Macklind Avenue streetscape and incorporating perimeter entryways on major and minor streets. It is recommended that Phase I crosswalks be upgraded with curb neck-downs and special paving with new pedestrian-scale street lighting, benches, and street trees. The target completion date is 2007 to 2010.

Figure 7.3.1. Phase III Implementation



7.4 Installation

All traffic calming measures and devices will be installed in accordance with the procedures described in this plan, existing applicable city ordinances, state statutes, sound engineering practices, and within the limits of available resources. The Southampton Neighborhood Traffic Safety Task Force will submit all traffic safety plans to aldermen Gregali, Wessels and the new 16th Ward alderman as well as the St. Louis City Street Department. Expenditures related to traffic safety plans will be handled in accordance with applicable budget/procurement policies of the City of St. Louis. Various funding sources including capital improvement funding, city general revenue, and grants will fund design and installation costs of the plan.

7.5 Evaluation

The initial impact of the Southampton Neighborhood Association's traffic safety initiative will be evaluated 12 months after installation to determine whether the selected measures demonstrate reductions in speed and/or volume and other desired outcomes outlined in this plan.

7.6 Modification

The St. Louis City Police Department and the Fire Department have the authority to modify or remove any traffic-calming devices when they can demonstrate the devices are detrimental to emergency response time, employee or patient safety, and/or emergency response equipment.

Local area business owners may also request the modification or removal of any traffic safety measures that are impeding access for commercial delivery vehicles or obstructing adequate access to a business.



8.0 FUNDING SOURCES

The implementation of this plan includes expenses for both the capital expense of implementing the traffic safety measures and any incremental maintenance costs. A variety of sources will be utilized to fund the *Southampton Neighborhood Association's Traffic Safety Plan*. Possible funding sources include:

- Capital improvement funding from Aldermen Gregali, Aldermen Wessels and the new 16th Ward Alderman;
- State funding;
- Metropolitan Park and Recreation District Grant;
- East-West Gateway Coordinating Council Grant (such as TEA-21 Enhancement Funding or similar programs);
- MCIC Federal Transportation Appropriation Grant for South Kingshighway;
- Special taxing districts and incremental financing; and
- Gateway Greenery for landscaping.



9.0 SUMMARY

The *Southampton Neighborhood Association's Traffic Safety Plan* will balance the use of our streets among residents, businesses, automobiles, pedestrians, cyclists and children at play.

The implementation of the traffic-safety measures will give residents and local area business owners more control of the neighborhood environment, help increase property values, and reduce high traffic speeds and volumes. It will also help attract people who are seeking a safe, secure environment in which to buy a home, raise a family, or start a business to the Southampton Neighborhood.

By coordinating with adjacent communities and the new Metropolitan Park and Recreation District, new bicycle and pedestrian connections to nearby parks and greenways will be established, a common ground for civic partnerships, regional economic development, and community stability will be developed, and everyday living in the City of St. Louis will be improved.

For more information or answers to questions about the *Southampton Neighborhood Association's Traffic Safety Plan*, contact Southampton Neighborhood Association President Phillip Klevorn at (314) 351-1855 or email philip.klevorn@bankofamerica.com.



APPENDIX A: Amendment A

After submitting the *Southampton Neighborhood Association's Traffic Safety Plan*, it was acknowledged that local area businesses were concerned that the best interest of non-resident businesses owners were not being fairly represented in the traffic safety planning process. It was agreed that Southampton Neighborhood business owners would appoint a representative who would be given an opportunity to participate in all future traffic safety planning meetings and serve as liaison between the Traffic Safety Task Force and local businesses.

The Southampton Neighborhood Association Board of Directors and Traffic Safety Task Force also acknowledged concerns expressed by a few residents and non-resident business owners that curb neck-downs are perceived to limit legal on street parking spaces as well as potentially reduce adequate driving lane widths for cars, commercial delivery vehicles, trucks and buses. The Traffic Safety Task Force will work with the St. Louis City Street Department Commissioner and Senior Traffic Engineers to ensure adequate driving lane widths are maintained for cars, commercial delivery vehicles, trucks and buses prior to installing any proposed curb neck-downs. The need to maintain open gutter lines to allow for proper drainage of storm water to sewers will also be factored into the installation of proposed curb neck-downs. The possibility of using embedded cobblestone at the end of blocks or raised pavement markers will be taken into consideration as a potential alternative to installing curb neck-downs in selected locations. In addition, any special paving intended to go from curb to curb will factor in the need for either a paved gutter or continued use of the existing curb and gutter to avoid impeding the flow of storm water.

Plans for proposed lane narrowing and the addition of bicycle lanes on Macklind will be carefully reviewed by the St. Louis City Street Department prior to implementation to ensure adequate widths for driving lanes are maintained for cars, commercial vehicles, trucks and buses.

Proposed lane reductions and the possible addition of center turn lanes to Kingshighway and Hampton will be reviewed by the St. Louis City Street Department and/or Missouri Department of Transportation to ensure they are in the best interest of the region at large.

As conditions in the Southampton Neighborhood evolve, it may be necessary to modify and/or amend the existing traffic safety plan to accommodate changing needs and circumstances. The plan will be flexible enough to accommodate the modification or removal of traffic safety measures that are impeding the flow of traffic or access to residential streets and local businesses.

