Traffic Calming Project Report

Arnold Palmer Drive – West from Brier Club Ln to Brier Creek Pkwy



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1) Project Overview and Existing Conditions

Project Overview:

The Arnold Palmer Drive - West traffic calming project focuses on addressing the identified speeding and speed related crash issues identified through engineering evaluations along the street.

Arnold Palmer Dr - W was prioritized as #2 out of the highest-ranking propriety traffic calming projects that meet warrants for action. This priority list was presented to City Council with the Neighborhood Traffic Management Program's Annual Report and approved to begin design and engagement work at the May 5, 2026 City Council meeting.

Existing Conditions:

- 85th Percentile Speed: 37 mph in the 25 mph zone
    - This is the speed at which 85% of drivers are going at or under.
- Volume: 2622 average daily vehicle trips
- Crashes: 2 speed related crashes in the previous 3 years

2) Desired Outcomes

The goal of this project is to slow drivers down to approximately the speed limit and work to eliminate/minimize future speed related crashes. This will be measured with an after-study to be performed approximately 6 – 9 months after the project's completion.

Staff will define the project as successful if the 85th percentile speed of the street is within 3 mph of the posted speed limit and secondarily a 95th percentile speed of the street within 8 mph of the posted speed limit.

A second after-study will be performed approximately 3 years after the project has been completed to compare crash rates along the street to measure if speed related crashes have decreased.

3) Project Timeline & Engagement

City Council Approval for Design/Engagement: May 5, 2026

Touchpoint 1 – Learn & React: September 7, 2026 – September 25, 2026

- Views: 687
- Participants: 109
- Responses: 268
- Comments: 88

Touchpoint 2 – Review: October 5, 2026 – October 23, 2026

- Views: 842
- Participants: 48
- Responses: 66
- Comments: 68

Touchpoint 3 – View Final Design: November 2, 2026

Construction: Construction bidding spring 2028

4) Touchpoint 1: Preliminary Layout & Feature Options and Resident Feedback

Preliminary Layout:



The preliminary layout recommended 11 vertical devices along the street spaced at approximately 500' intervals.

Resident Feedback:

Residents expressed strong frustration about the number of proposed speed humps, with many feeling the plan is excessive and punitive rather than helpful. A recurring concern is that these measures may lower neighborhood desirability, create discomfort, and slow emergency response times. Several residents believe enforcement or stop signs would be more effective than physical traffic-calming devices. Others raised neutral questions about the project data, crash history, design logic, and how decisions were made. Some comments focused on broader traffic patterns, nearby projects, and requests for clearer engineering explanations. On the positive side, many residents appreciate efforts to improve safety and agree that speeding is a serious issue that needs to be addressed. Supporters also value the city's responsiveness and want consistent, timely implementation of calming measures.

Residents voted 53% for speed cushions.

Updated Design Considerations:

Staff is recommending a removal of one vertical device location and the addition of an allway stop conversion at the adjacent intersection with Club Valley Way. Residents discussed the normal walking loop and how this is a location that requires a crossing due to the existing sidewalk network. Per these conversations, an engineering evaluation was conducted and warrants for conversion were met. The allway stop is scheduled to be installed with this project and ADA ramp upgrades to facilitate marked crosswalks are being evaluated further. Staff is also recommending Speed Cushions be the device that

advances. Speed Cushions meet the core needs of the neighborhood conversation as they work to slow drivers down effectively and minimize emergency response impacts.

5) Touchpoint 2: Advanced Layout & Feature Selection and Resident Feedback

Revised Layout:



The revised layout removed one of the originally recommended vertical devices along the street based on resident feedback requesting fewer overall devices. Additional feedback from the neighborhood focused on pedestrian safety at the Arnold Palmer Dr/Clubvalley Way intersection as there is sidewalk on one side of the street and this location is part of the walking "loop" for this neighborhood and it requires pedestrians to cross. Staff evaluated this intersection and is recommending a conversion to an allway stop. This will increase intersection and pedestrian safety at an identified pedestrian crossing point as well as enhance the overall traffic calming project. Speed cushions are recommended based on neighborhood preference with approximate spacing in the 600' range which is the further recommendation for spacing from best practices to achieve the safe streets goal based on identified safety issues along the street.

Resident Feedback:

Resident feedback shows that opinions in the community are highly polarized. Many residents strongly support implementing safety measures, particularly the proposed 4-way stop and additional speed-control features. An almost equal number of residents strongly oppose installing speed cushions, citing concerns about overreach, inconvenience, and negative effects on the neighborhood. A notable portion of respondents prefer a scaled-down approach, such as adding only a stop sign, reducing the number of cushions, or considering alternatives like roundabouts. Across the discussion, there are repeated

worries about fairness, representation, and how prior voting outcomes were handled. Some residents also raised questions about impacts on emergency vehicle access. Despite the disagreements, there is broad consensus that improving traffic safety is important. The core divide centers not on whether safety is needed, but on the best way to achieve it. Overall, the community agrees on the goal but remains split on the method.

Updated Design Considerations:

Staff is not recommending adjusting the proposed device locations or quantities based on resident feedback and continued review of qualifying conditions. Staff has reviewed further reduction of the total quantity of devices and reviewed streets that interventions were installed at different times. A focus from this neighborhood is that the eastern half of the street received an allway stop at the intersection of Arnold Palmer Dr/Club Hill Dr at the clubhouse and a desire to see a similar phased approach with the only intervention with this phase being the allway stop at the intersection of Arnold Palmer Dr/Clubvalley Way. The data for the eastern half of the street does show an overall improvement with driver speeds slowing on average 3-5 mph, but speeds are still on average >7 mph over the posted speed limit. While there has been a positive shift in overall safety with this one allway stop conversion, it has not resolved the speed compliance issue to the point that the street no longer qualifies for a future project as it still warrants future project review. With this comparison, it is not recommended to phase the installation for the western section of Arnold Palmer Dr.

6) Touchpoint 3: Final Design and Design Recommendations

Final Design Recommendations:



Staff is recommending 10 vertical devices along the street at approximately 600' intervals. It is also recommended to convert the intersection of Arnold Palmer Dr/Clubvalley Way to increase intersection safety and pedestrian crossing safety at a location identified with high crossing utilization.

General Sentiment Breakdown and how engagement informed the design:

First round of engagement found general project sentiment:

- Positive: ~16%
- Neutral: ~40%
- Negative: ~44%

Second round of engagement found general project sentiment:

- Positive: ~22%
- Neutral: ~43%
- Negative: ~35%

Based on the neighborhood conversations, staff has worked to balance the neighborhood's desire for fewer treatments overall with the 600' spacing intervals, which is within the best practice 400' – 700' recommended spacing intervals but near the top end of that range. Based on the need to reduce typical driver speeds by approximately 10 mph, staff recommends against extending that range further as that would begin to impact the project's abilities to meet the stated goals of the project.