Traffic Calming Project Report

Donald Ross Drive from New Bern Ave to Poole Rd



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1) Project Overview and Existing Conditions

Project Overview:

The Donald Ross Drive traffic calming project focuses on addressing the identified speeding and speed related crash issues identified through engineering evaluations along the street.

Donald Ross Dr was prioritized as #18 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: 40 mph in the 35 mph zone
    - This is the speed at which 85% of drivers are going at or under.
- Volume: 3,933 average daily vehicle trips
- Crashes: 2 speed related crash 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 21, 2026 – October 9, 2026

- Views: 83
- Participants: 11
- Responses: 86
- Comments: 5

Touchpoint 2 – Review: October 19, 2026 – November 6, 2026

- Views: 74
- Participants: 3
- Responses: 28
- Comments: 3

Touchpoint 3 – View Final Design: November 16, 2026

Construction: Construction bidding spring 2028

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

Preliminary Layout:



The preliminary layout recommended 6 vertical devices along the street spaced at approximately 500' intervals.

Resident Feedback:

Residents consistently expressed concerns about vehicles traveling at dangerously high speeds, with several mentioning serious crashes. Many people want speed bumps or cushions that are effective at slowing traffic. There is strong and repeated support for adding a traffic signal at the Donald Ross Drive and Poole Road intersection due to poor visibility and safety risks. Some residents emphasized the need to ensure that any traffic-calming measures still allow ambulances and first responders to pass quickly. Preferences for traffic-calming vary, with some favoring signage before physical measures. Others strongly support speed cushions, especially where their design minimizes delays for emergency vehicles. Overall, the feedback reflects a desire for both improved safety and balanced solutions that maintain emergency access.

Residents voted 78% for speed cushions.

Updated Design Considerations:

Staff is not recommending adjusting the proposed device locations or quantity based on resident feedback. Staff is also recommending Speed Cushions be the device that advances. This device meets the core needs of the neighborhood conversation as they work to slow drivers down effectively and minimize emergency response impacts.

Staff is also evaluating opportunities to add vertical separation in the buffer of the existing cycle track. Multiple residents shared examples of people parking in the cycle track or driving in it. By adding vertical separation, this will discourage that type of behavior and the

lane narrowing will further enhance the traffic calming project. Evaluations to extend north to New Bern Ave and south to Poole Rd are also planned to be evaluated.

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

Revised Layout:



The revised layout kept the recommended 6 vertical devices along the street spaced at approximately 500' intervals. Speed cushions are being recommended based on resident support for this device type.

Resident Feedback:

Public feedback on the revised Donald Ross Drive design was limited but generally supportive. The primary concern expressed by respondents was roadway safety. Commenters favored measures that reduce vehicle speeds and improve traffic control. Support for speed cushions represented the strongest endorsement of the proposed design elements, while another respondent recommended a traffic signal at the Poole Road intersection as the safest improvement. No significant opposition to the project was expressed in the responses received.

Updated Design Considerations:

Staff is not recommending adjusting the proposed device locations or quantities based on resident feedback.

6) Touchpoint 3: Final Design and Design Recommendations

Final Design Recommendations:



Staff is recommending 6 vertical devices along the street spaced at approximately 500' intervals. Speed cushions are being recommended based on resident support for this device type.

General Sentiment Breakdown and how engagement informed the design:

First round of engagement found general project sentiment:

- Positive: ~40%
- Neutral: ~20%
- Negative: ~40%

Second round of engagement found general project sentiment:

- Positive: ~67%
- Neutral: ~0%
- Negative: ~33%

Staff's continued conversations with the residents in this area have worked to research resident suggestions and have revised the design where available to meet the general sentiments and desires of those residents engaging in the design process.

Staff is also evaluating opportunities to add vertical separation in the buffer of the existing cycle track. Multiple residents shared examples of people parking in the cycle track or driving in it. By adding vertical separation, this will discourage that type of behavior and the lane narrowing will further enhance the traffic calming project. Evaluations to extend north to New Bern Ave and south to Poole Rd are also planned to be evaluated.