



Proposed Market Common Traffic Calming Plan



May 15, 2019



Problem Overview

- ▶ Traffic speed studies confirm that speeding is occurring on residential streets & neighborhood connectors in the Market Common.
- ▶ Residents want the drivers using these roads to change their behavior for the safety of all.
- ▶ Some misconceptions exist concerning the use of:
 - **Speed limit signs** to control the actual speed that motorists are comfortable driving.
 - **Traffic control** devices (markings, signs & traffic signals) as guided by the Manual for Uniform Traffic Control Devices for Streets & Highways
 - **Traffic calming** devices (speed humps, raised intersections, traffic circles, & center island narrowing) as guided by the US Traffic Calming Manual & SCDOT Traffic Calming Guidelines

Traffic Calming Plan – 3 Action Steps



► Education

- Inform drivers how they can help to ease traffic through changes in behavior and increased attentiveness to pedestrians and bicyclists.
- Inform residents about neighborhood traffic management activities.

► Enforcement

- Enlist the Police to focus traffic enforcement efforts within key areas.
- Enforce based upon results of speed studies & enforcement effort.

► Engineering

- May include speed studies, low-cost traffic calming devices or the design & construction of higher-cost roadway or intersection improvements that alter the physical characteristics of the street.

1st Action Step – Education

- ▶ Provide public safety messages on electronic message boards, through social media and with public safety contacts.
- ▶ Communicate with Neighborhood Watch groups and HGTC students and staff within key enforcement areas.
 - Promote driver awareness of speed limit enforcement.
 - Share statistics regarding enforcement results each week.
- ▶ Acknowledge observed driving behaviors and recognize behavior changes through social media posts.
- ▶ Remind that the City Council-approved traffic calming policy and petition information available on the city's website...

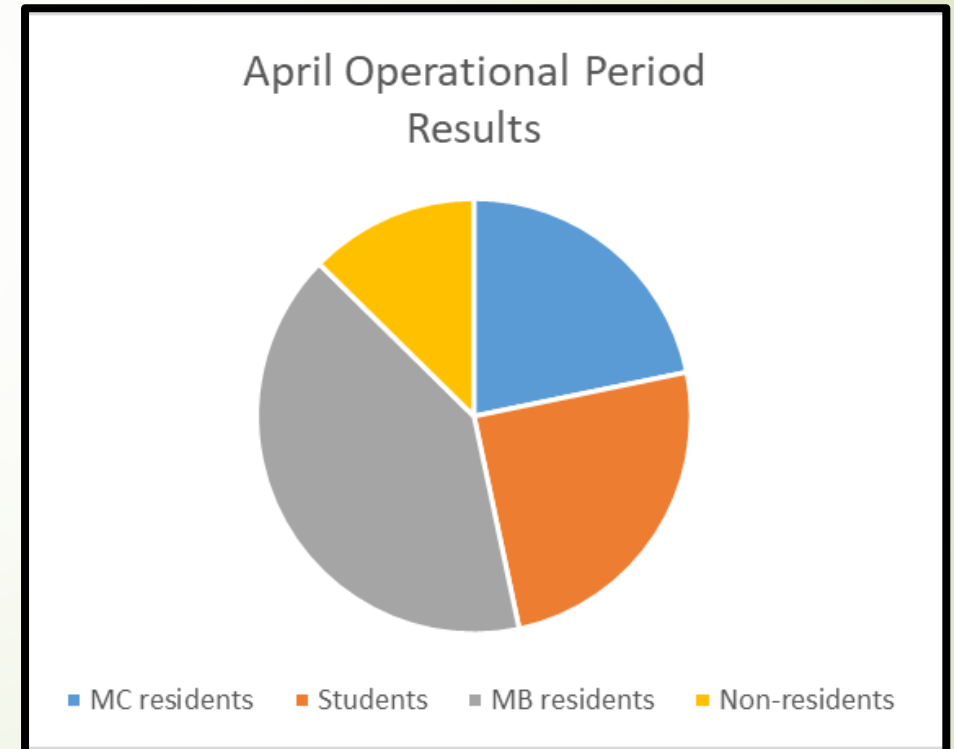
https://www.cityofmyrtlebeach.com/i_want_to/report/infrastructure_project_request.php

2nd Action Step – Continued Enforcement

Operational Period, April 1 – 12, 2019

- 291 citations
- 68 warnings
- 6 arrests

- 62 Market Common residents
- 71 HGTC students
- 116 Myrtle Beach residents
- 36 Non-residents

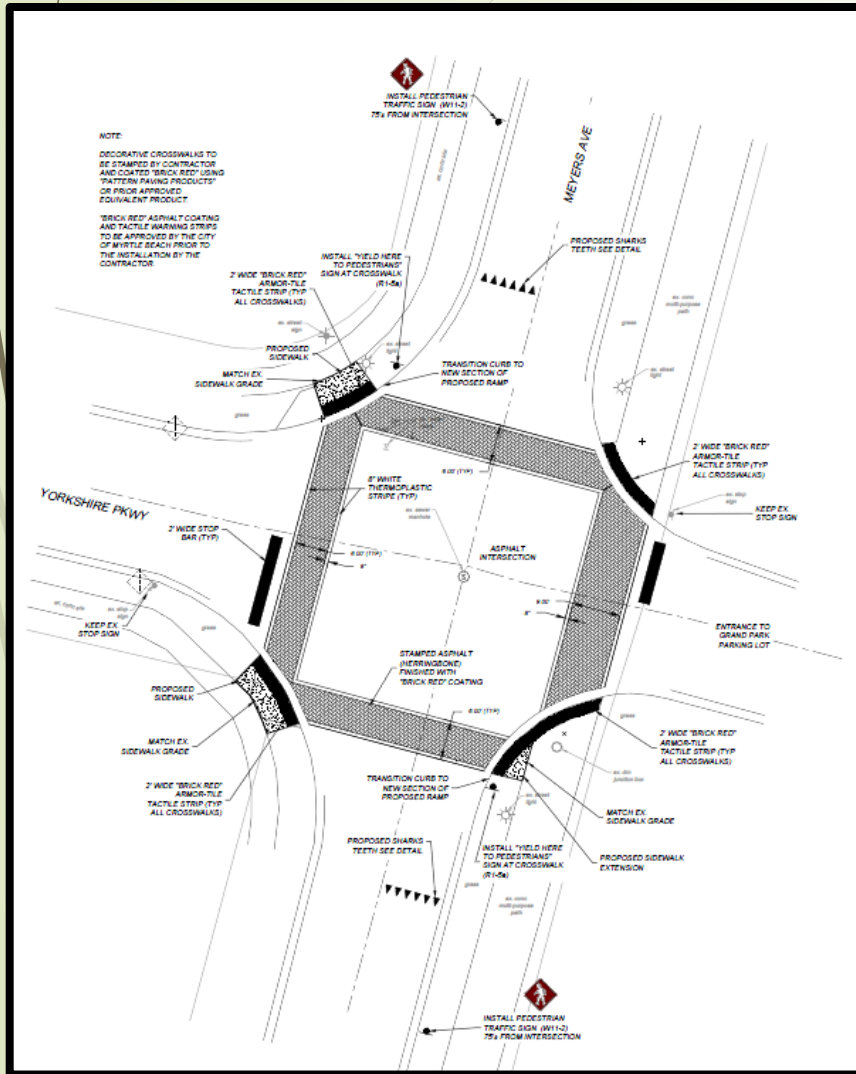


2nd Action Step – Continued Enforcement

- ▶ Complete April Statistics
 - 512 Traffic Stops
 - 325 Citations
 - 187 Verbal Warnings

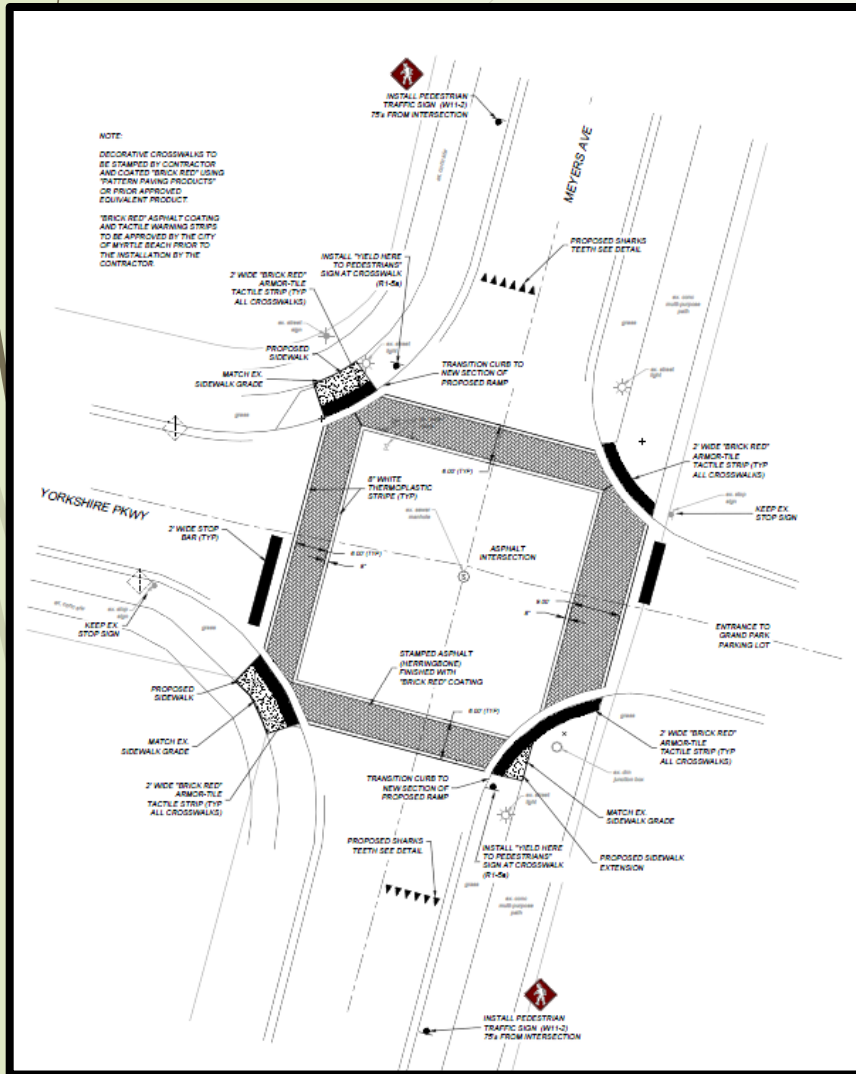


3rd Action Step – Engineering



- Propose larger speed limit signs as more eye-catching in areas with continued speeding.
- Propose driver feedback signs in areas experiencing continued speeding concerns.
- Make pedestrian safety improvements at Meyers Ave & Yorkshire Pkwy intersection.
 - Textured & colored crosswalks, ADA ramps, pedestrian traffic signage & pavement markings.

3rd Action Step – Engineering



- Recognize that the timing of intersection improvements on Pampas Drive (at Meyers and Howard) will be determined by coordination of other construction projects in the vicinity, namely...
 - Overhead utility conversion project on Pampas Dr.
 - HGTC Myrtle Beach Campus Streetscape Project.



Questions and Answers