

Returning Two-Way Traffic on 3rd & 4th Streets





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Featured Project

Connor Group Headquarters
Miamisburg, Ohio

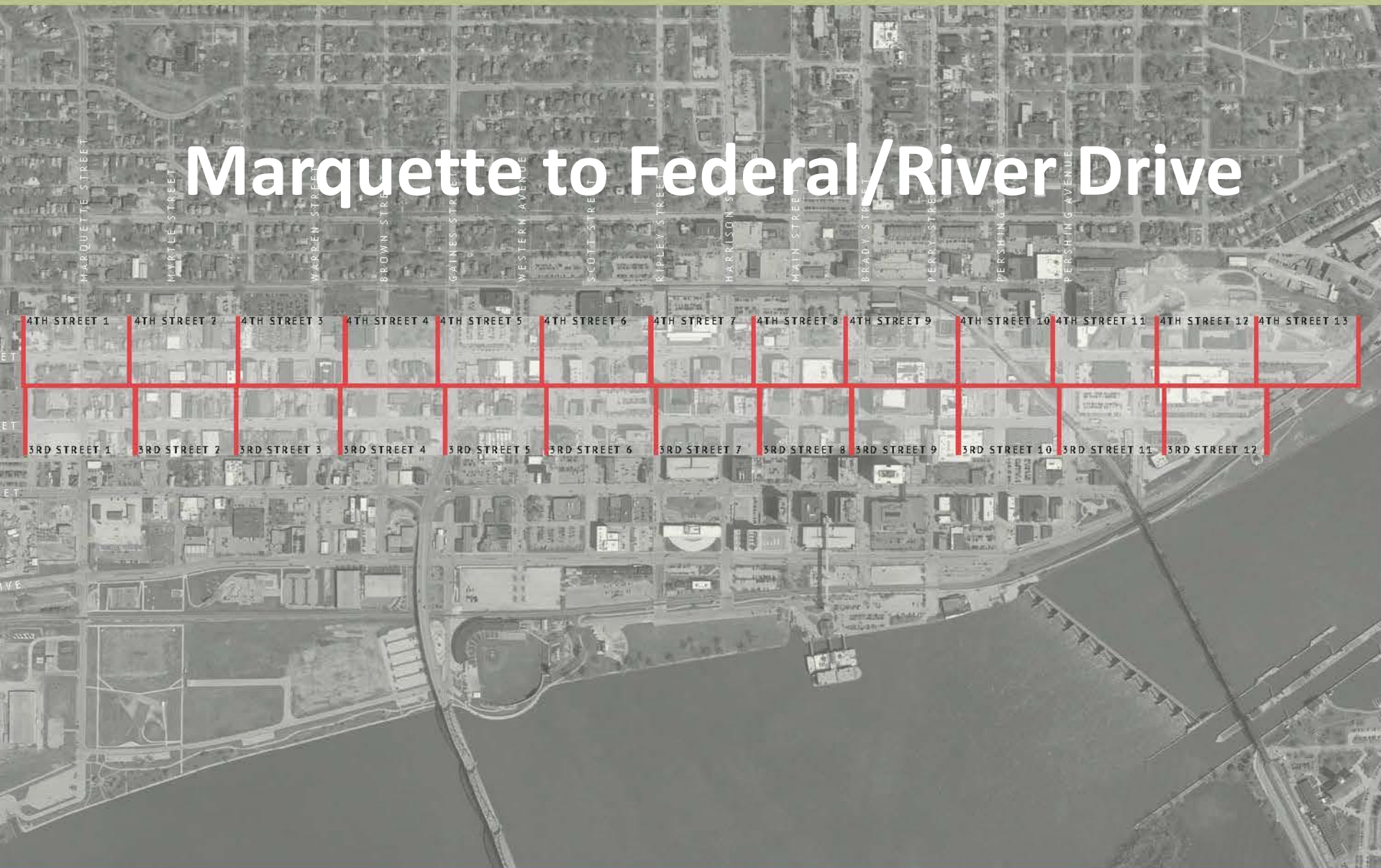
This Headquarters facility occupies a prominent site at Wright Brothers Airport near Dayton, Ohio. The contemporary building emphasizes open air and light and is reinforced throughout the site design. Bold landforms, pavements, and water features compliment the dramatic structure and reinforce major circulation routes. This facility utilizes the newest



3rd Street & 4th Street two-way conversion plan

DAVENPORT, IOWA
APRIL 2017

Marquette to Federal/River Drive



Why Adopt the 3rd & 4th Street Design?

- 1. Davenport in Motion Study and recent reviews show no traffic crisis mandating streets remain one-way**
- 2. Improved Safety for Pedestrians, Drivers & Cyclists plus Improved Quality of Life for Neighborhood Residents**
- 3. Enhances Economic Vitality & Small Business Growth**
- 4. More Visitor-Friendly with Faster and Safer Access to Key Amenities**
- 5. We Are Not Alone**



1938

Historically, 3rd & 4th Streets were multi-modal corridors with two-way traffic. Electric streetcars ran along 3rd Street until 1936.



1954

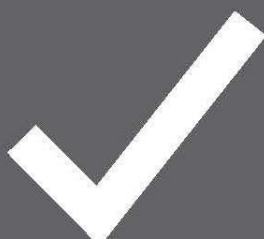
3rd & 4th Streets were connected to a one-way pair of arterial streets to move traffic in and out of downtown more quickly.



2016

Today, the ramifications of the one-way traffic patterns include decreased pedestrian safety due to higher rates of speed and decreased visibility for retailers.



CRITERIA	DAVENPORT CONDITION	CRITERIA MET?
<p>Will it help revitalization efforts?</p> <p>Two-way traffic is typically very helpful for recovering retail districts. A survey of 25 communities was conducted where all experienced reductions in vacant first floor space and some reported substantial private investments following the two-way conversion. Caution should be used when the area is heavy office, warehouse, and/or industrial with heavy peak hour traffic.</p>	<p>Davenport has experienced growth over the past decade in retailing, restaurants, and first floor uses but these corridors are still in transition as part of an overall downtown revitalization effort. Within the downtown, a mix of office, retail, and residential uses mitigates heavy peak hour traffic.</p>	
<p>What type of traffic flow?</p> <p>Two-way traffic is helpful when the traffic flow includes destinations within the corridor. If most traffic is through-way traffic with few people stopping at downtown destinations, then the conversion may have little impact on revitalization.</p>	<p>Particularly in the downtown area, numerous destinations exist along both 3rd and 4th Streets. Offices, residences, government centers, convention facilities, restaurants, and retailers are found along both corridors.</p>	
<p>What is the traffic volume?</p> <p>If both streets exceed 15,000 vehicles per day with no reasonable by pass route, then the conversion may increase congestion.</p>	<p>According to Iowa Department of Transportation Average Daily Traffic (ADT) volumes, the peak ADT along 3rd Street is 11,000 and 9,300 along 4th Street with less volume east and west of the downtown core. In addition, River Drive (U.S. Highway 67) functions as a bypass route for the downtown.</p>	
<p>How wide is the street?</p> <p>Street width should be sufficient to accommodate the two-way traffic and on-street parking.</p>	<p>The typical width of 3rd Street and 4th Street is 55-feet. This dimension accommodates two moving lanes of traffic with a dedicated left turn lane, two dedicated bike lanes, and parallel parking along both sides of the street.</p>	

Studies Show No Traffic Crisis Mandating Streets Remain One-Way

- Streets meet ALL technical criteria for conversion
- **1954 traffic model no longer valid in 2017**
 - River Drive already serves as primary East/West bypass downtown
- **Enables stop signs where feasible, retains parallel parking, and updates Loading Zones**
 - Reduces cost and improves traffic/pedestrian flow
 - No Round-A-Bouts!
- **Davenport traffic engineer has reviewed study and provided input to plans**
 - DDP has also held meetings with downtown businesses and residents
- **Two-way traffic may be as efficient (or better) based on Trip-Serving Capacity**

Trip Serving Capacity is a measurement of how quickly you reach your destination.

In many trip scenarios, the extra driving time required to pass your destination on a one-way arterial and then return negates traffic flow efficiency.





3RD & 4TH STREET PROPOSED CONVERSION

Image source:
Davenport in Motion



Improved Safety for Pedestrians/Drivers/Cyclists & Improved Quality of Life for Neighborhood Residents

- **Reduces general traffic speed , enhancing pedestrian, driver and cyclist safety**
 - Wide lanes currently designed to move traffic at unsafe speeds **out** of downtown
 - Reduces dangerous high-speed turns (3RD & Brady/Harrison)
 - Creation of Bike Lanes
 - More eyes on street
- **Eliminates possibility of drivers going wrong way in to head-on traffic**
- **Improves safety for Creative Arts Academy Students, RiverCenter/Adler, and YMCA**
- **Reduces noise pollution and nightly high-speed engine-revving on one-ways**
 - Routine complaint of downtown residents
- **Enhances Warehouse District Neighborhood and all resident quality of life**



Enhances Economic Vitality & Small Business Growth

- **Key development sites are more marketable with two-way streets**
 - Future YMCA site development less valuable and more difficult with one-way
- **Retail storefronts more visible to and more accessible to customers**
 - Accessibility/visibility from multiple directions and retains parallel parking
 - Easily turn around when you miss a business or preferred parking place
 - Parking Ramp access improvement
 - Encourages opening of new pedestrian-friendly retail businesses
- **Opportunity to update badly-dated Loading Zones across downtown**
- **Plan supported by multiple independent studies**
 - Multiple city-sponsored studies, including Davenport In Motion and Livability Report, have reached identical conclusion that 2 ways should return
- **Accelerate Western Gateway Development**
 - Interdependent with downtown development next step
 - Neighborhood vitality is worth a slight reduction in vehicle thru-put



Visitor-Friendly with Faster and Safer Access to Key Amenities

- **Less confusing to visitors and creates a pleasant first impression for tourists**
- **Downtown is the first and lasting impression of Davenport for a majority of visitors**
- **Major community amenities would benefit**
 - RiverCenter
 - Adler Theatre
 - Hotel Blackhawk
 - Parking Ramps
 - The Current
 - River Music Experience
 - Figge Art Museum
 - German American Heritage Center
 - & More



We Are Not Alone

NORTHERN PACIFIC AVENUE
FARGO, NORTH DAKOTA



Fargo, North Dakota

BROOK STREET
LOUISVILLE, KENTUCKY



Louisville, Kentucky

Columbus, Ohio



IOWA PROJECTS
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Two-ways the right way in Cedar Rapids

Cedar Rapids, Iowa City among cities around nation ditching one-way streets



Editorial: Why one way is the wrong way

The Register's editorial 10:27 p.m. CDT May 13, 2016



Buy Photo

(Photo: Register file photo)

Des Moines is on a roll, attracting people downtown for concerts, Broadway shows, new restaurants and sporting events like NCAA basketball tournament games. Some of the visitors are rolling the wrong way, however.

As sure as Garth Brooks selling out Wells Fargo Arena, an out-of-town driver will take a wrong turn down a one-way street. Confusion — often exacerbated by construction — can give visitors headaches, and that might be reason enough to get rid of one-ways. The streets are also unfriendly to cyclists, pedestrians and commerce.

Next Steps

- 1. Adopt 3rd & 4th Street alignment component of Davenport in Motion**
- 2. Direct staff to include project in Public Works C.I.P. planning process**



Thank You!

