



In 2023-2024, 3rd and 4th Street will go through a total rebuild/resurfacing from Telegraph to Harrison Street – the \$10M project is funded primarily by a federal grant. DDP wants to seize this moment as an opportunity to save time and money; while the roads are torn up and already disruptive, we can finish the project with new two-way streets from Marquette to River Drive AND achieve a major flood mitigation goal – create the 4<sup>th</sup> Street flood detour route – a critical need to tie the west-end all the way to the Village during flooding. The detour route currently is Locust Street.

## **The Benefits of Traffic Calming & Returning Two-Way Traffic to 3<sup>rd</sup> & 4<sup>th</sup> Streets Downtown**

### **1. HR Green Flood Mitigation Plan calls for 4<sup>th</sup> Street as primary two-directional detour route during flooding**

- 4<sup>th</sup> Street will serve as primary route to connect west-end to downtown and East Village during flooding. Two-way streets are a requirement for the detour to function properly and efficiently. Providing businesses and residents' access during flood events is a critical need that must be addressed.

### **2. Improved Safety and Quality of Life for Neighborhood Residents, Businesses, Cyclists, and Visitors**

- Traffic calming reduces vehicle speed and noise while enhancing pedestrian, resident, driver, and cyclist safety
- Interstate-width streets are currently designed to move traffic at unsafe speeds thru downtown and the west-end, creating a variety of dangerous intersections, particularly 3<sup>rd</sup> & Brady Streets
- Downtown and the western gateway are neighborhoods – apartment dwellers and homeowners routinely complain about dangerous high-speed car racing and engine/exhaust noise
- Enables opportunity for dedicated bike lanes and improved bike safety

### **3. Enhances Economic Vitality & Small Business Growth**

- Development sites are more marketable with two-way streets, a walkable downtown, and slower traffic
  - A major grocery chain recently turned down a development opportunity on 4<sup>th</sup> Street, specifically citing the one-ways being problematic for their business and its access
- Restaurant and retail storefronts are more visible to and more accessible to customers
  - Provides opportunity to expand outdoor seating for restaurants and retail, especially on 3<sup>rd</sup>
  - Accessibility/visibility from multiple directions at safer speeds
  - Vehicles can reach key destinations and parking faster with a complete street grid
- Accelerate Western development with improved marketability
- Plan supported by multiple independent studies and master plans from 1986-2021, including current plan
- Neighborhood and business vitality is worth exponentially more than a slight reduction in vehicle thru-put

### **4. Davenport in Motion and Downtown Master Plan show no traffic crisis mandating streets remain one-way**

- 1954 downtown traffic model no longer valid in 2022, change necessary to realize master plan potential
- Enables stop signs where feasible, prioritizes E/W traffic flow, retains parallel parking, and updates loading zones
- River Drive already serves as primary East/West bypass downtown
- Studies confirm traffic counts and patterns meet technical criteria for conversion

### **5. Visitor-Friendly with Faster and Safer Access to Key Amenities & Hotels**

- Less confusing to visitors and creates a pleasant first impression for tourists of our community
- Major community amenities including RiverCenter/Adler Theatre, Parking Ramps, and hotels are difficult to reach

### **6. Traffic calming and removal of one-ways downtown has become common across the United States**

- Dozens of cities have successfully implemented conversion and reaped the benefits in Iowa and across the country. Recent examples include Cedar Rapids, Muscatine, Fargo, ND, Des Moines, and many more.