



Diane Nichols Tradd
Assistant City Manager/DPD Director

Craig Thomas
Deputy Director

MEMORANDUM

TO: Eileen M. Donoghue, City Manager *EMD*

FROM: Diane N. Tradd, Assistant City Manager/DPD Director

DATE: September 8, 2020

SUBJECT: MOTION OF 5/26/20 BY COUNCILOR ELLIOTT
REQUEST CITY MANAGER HAVE TRANSPORTATION ENGINEER
DEVELOP TRAFFIC CALMING MEASURES ON VARNUM AVENUE TO
ADDRESS EXCESSIVE SPEEDING

The Transportation staff within DPD is aware of the concerns of residents regarding driver speed on Varnum Road and throughout the City. Pandemic conditions have resulted in decreased congestion and increased speeding. Traffic calming measures can be effective at reducing the speed of traffic and reducing speeding traffic improves public safety in the City.

Traffic volumes and patterns in Pawtucketville may change or shift, due to the new Market Basket development at 677-705 Pawtucket Boulevard, which is less than 1 mile from the intersection of Varnum Avenue and West Meadow Road. Market Basket/Demoulas has committed to funding a \$30,000 traffic calming study, which will be managed by the City. In addition, they have committed to a traffic monitoring plan which will perform traffic counts from 6 months to 5 years post-project, to confirm their design engineer's projections for Level of Service (LOS) and additional trips on the adjacent streets. The comprehensive traffic calming study is planned for Varnum Avenue, West Meadow Road and side streets adjacent to the Market Basket, after the opening of the Market Basket in fall 2020 and the initial 6 month monitoring report is received. Doing so will give the City ample data to analyze traffic patterns, volumes and make recommendations for appropriate mitigation measures.

In the interim, prior to the completion of the traffic calming study, the Transportation Engineer recommends the following short term measures:

- Installing a dynamic speed warning sign (DSWS) on Varnum Avenue for 3 months (efficacy decreases after 3 months)
- Increased police enforcement

NV/ns

cc: Natasha Vance, Transportation Engineer
Alan Heredia, Assistant Transportation Engineer