



MEMORANDUM

**Diane Nichols Tradd**  
*Assistant City Manager/DPD Director*

TO: Eileen M. Donoghue, City Manager

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

DATE: May 7, 2019

**Craig Thomas**  
*Deputy Director*

SUBJECT: MOTION OF 03/19/19 BY COUNCILOR NUON  
REQUEST CITY MANAGER HAVE PROPER DEPARTMENT PROVIDE A TRAFFIC ANALYSIS  
OF ALL NEIGHBORHOOD BUSINESS DISTRICTS; AIM TO BETTER UNDERSTAND  
PARKING DEMANDS AND ALSO DETERMINE WHETHER THE CITY HAS OR CAN INVEST  
IN TRAFFIC CALMING MEASURES (SPEED BUMPS, BUMP OUTS, PEDESTRIAN CROSSING,  
PLANTINGS) FOR THESE AREAS

The City of Lowell has 10 designated neighborhood business districts (zoned NB) which are as follows:

- 1) School/Mammoth Road
- 2) Bridge Street
- 3) East Merrimack Street from Howe to High
- 4) Intersection of Rogers/Abbott/Lawrence/Wamesit Streets
- 5) Intersection of Moore/Dix and Gorham
- 6) Portions of Chelmsford Street
- 7) Pine/Westford Streets (Cupples Square)
- 8) Branch/Middlesex intersections (both ends)
- 9) 863 Varnum Avenue
- 10) W. Sixth Street and Aiken

In addition, the following areas are designated UMU or TU in the City's zoning that function as neighborhood business districts due to high volumes of pedestrian traffic.

- 11) University Avenue from Riverside to Sixth Avenue
- 12) Broadway from Adams to Mt. Vernon and going up Fletcher
- 13) Pawtucket between the campuses
- 14) Gorham from the Shaughnessy School to Bowden Street (where Good Thymes is)?
- 15) Middlesex Village (Wood and Middlesex to Middlesex and Pawtucket)

All of the areas listed above have similar issues - high volumes of pedestrians, limited parking and vehicle speed, which could be a factor in pedestrian safety. In order to determine the appropriate changes at each location, a traffic calming study is recommended. The cost of traffic calming studies can vary widely, but for shorter stretches along City streets, \$10,000-\$15,000 is a reasonable expectation for cost. The City receives funding from Uber/Lyft fees annually, that must be used for Transportation purposes. The Transportation Engineer recommends using a portion of that funding source for Traffic Calming studies in the Neighborhood Business Districts. Implementation of the traffic calming recommendation will require capital funds to construct. The City should prioritize which areas are most in need of study, as we will be able to complete 1-2 per year.

In addition, City, Engineering, and DPD staff is developing a City policy, to be approved by the City Council, for Traffic Calming. The policy will provide a standardized way for residents to request evaluation of a problem area. It will include objective study requirements (speed study and traffic counts) and a timeline for response. Ultimately, it will include the design and construction phase of the traffic calming measures. City Staff has the expertise and ability to design traffic calming measures, however, given the current workload for the Engineering Department and the Department of Planning and Development, the time to dedicate to that effort is very limited.

NV/ns

cc: Natasha Vance, PE, Transportation Engineer  
Christine Clancy, PE, City Engineer