# Irvington Public Safety and Traffic Calming Committee Recommendations- 1/6/26

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Mary Carol Taylor
Albert Pollard
Wayne Nunnally
Marston Smith- Committee Chair

# Mission

Enhance the quality of life for Irvington residents and visitors by creating a safe, connected and fiscally responsible transportation environment.

## Goals

**Ensure the safety** of all residents and road users through effective traffic calming, education, and enforcement measures that prevent crashes and promote secure mobility.

**Enhance connectivity** throughout the Town for non-automotive modes of transportation, including walking, bicycling, golf carts, and other low-speed options, to foster accessible and inclusive travel for people of all ages and abilities.

**Prioritize cost-effective solutions** that minimize or eliminate ongoing Town expenditures, focusing on durable, low-maintenance interventions with little to no long-term operating costs.

# Committee Recent Activity History

- **2021 Traffic Study Findings**
- **2023 Lancaster Deputy program**
- **2024 Town of Irvington Comprehensive Plan**
- **Work with VDOT- David Beale, Resident Engineer**
- **STARS  (Strategically Targeting Affordable Roadway Solutions) Route 200 Study- Ongoing**
  - STARS Route 200 Study - PublicInput

# Solution Methodology

- Data driven and cost effective, based on objective data rather than perception alone
  - Who is speeding? Residents? Workers? Commercial light trucks, semis?
  - Is the majority of traffic exceeding the limit most of the time?
  - Legally, speeding is any speed over the posted 25 mph limit (per VA code 46.2-870)
  - What is the speed that 85% of drivers travel?  If the 85th percentile is close to or below 30-32 mph on a 25 mph road, speeds may be typical for residential areas—many drivers naturally travel 5-7 mph over without aggressive behavior
  - Collect data on avg speed, 85th percentile, time of day, frequency, and volume
  - Emphasize safety for all modes, not just enforcement
- Layering or bundling low maintenance, low tech solutions. Ex., add awareness programs with incentives during the summer and back to school.

# Community Reported Concerns

# Community-Reported Traffic & Safety Concerns Pedestrian Safety

## King Carter Dr., The Lane, Chesapeake Dr.

- Excessive speed
- Reduced sight lines (blind turns)

## Route 200

- Excessive speed of cars and large delivery trucks
- Unsafe conditions may be increasing due to growing area businesses and high school
- TriWay Trail crossing- future planning

# Community-Reported Traffic & Safety Concerns

## Town Expenditures

- Endeavor to choose the best mix of solutions for effectiveness and cost
- Current expenditures on Lancaster Deputy Program- Average $40k/year
  - We own Deputy Vehicle.
  - We cannot receive ticket revenue (no ORI number).
  - Could costs of program be reallocated to properly cover “The Three E’s” of good traffic calming- Engineering, Education, Enforcement?

# Solution Options

# Solution Options-
# What are all allowed options per VDOT?

- These are all noted in VDOT 2018 Traffic Calming Guide for Neighborhood Streets
- Signage
  - Pole Mounted Displays (PMDs)
  - Increased fines for speeding- Additional $200 Fine signs
  - Advanced warning (blind curve ahead)
  - Town entrance signage/ greenery (aesthetic)
- Raised Crosswalks
- Curb extension speed humps
- Lane narrowing/ chicanes
- Roundabouts
- Aesthetic use of trees
- Regular vegetation trimming  to improve sight lines
- Education/Awareness/Incentives

# Solutions for King Carter Dr Speeding - Pole Mounted Speed Display

- For overall effectiveness and cost-effectiveness, Northern Neck VDOT recommends a **pole-mounted speed display** here (PMSD).
  - Speed reduction (avg per VDOT)- 6-9 mph (from 85th percentile speeders)
  - Estimated install cost- $10,000
  - Town would install under authorization of a VDOT land use permit.
  - Town would be responsible for any ongoing O&M.

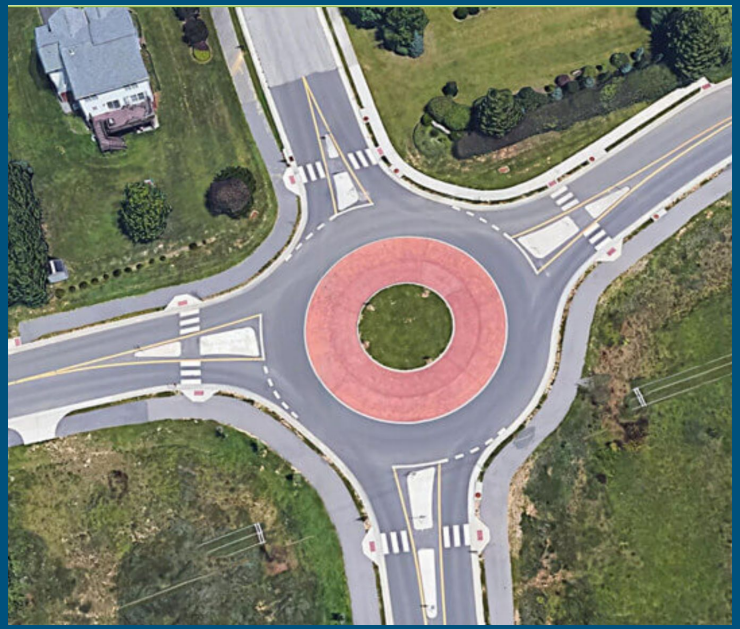


***Above**- Pole-mounted speed display in Warsaw VA*

***Left**- We can arrange to have speed limit sign and speed display combination, similar to this picture.*

# Solutions for Rt 200- Speeding

- **An optimal VDOT solution would be a traffic circle/ roundabout at North end of Town**
  - Provides safer speeds, increased safety and efficiency, long-term cost effectiveness and aesthetic benefit.
  - Could impact thru-truck routes.
  - The town doesn't own land to create roundabout right-of-way.
  - Without private contribution of land, this doesn't work on Rt. 200.



*Roundabout in Blacksburg, VA*

# Solutions for Rt. 200- Public Safety

- **Raised Crosswalk**
- Estimated cost- $10,000- $15,000
- VDOT would maintain as part of the roadway.
- This is different than a “speed hump” or “speed bump”. It is a table with a more gradual gradient.
- To be confirmed with VDOT engineering whether or not we need a sign that flashes when pedestrians are crossing. Will likely need. Sign only flashes when someone has clicked button to cross.
- Potential location- near Accents Flower Shop

*Picture and Facts from VDOT’s “Bicycle and Pedestrian Treatment” webpage*

# Solutions for Rt 200- Town Entrance

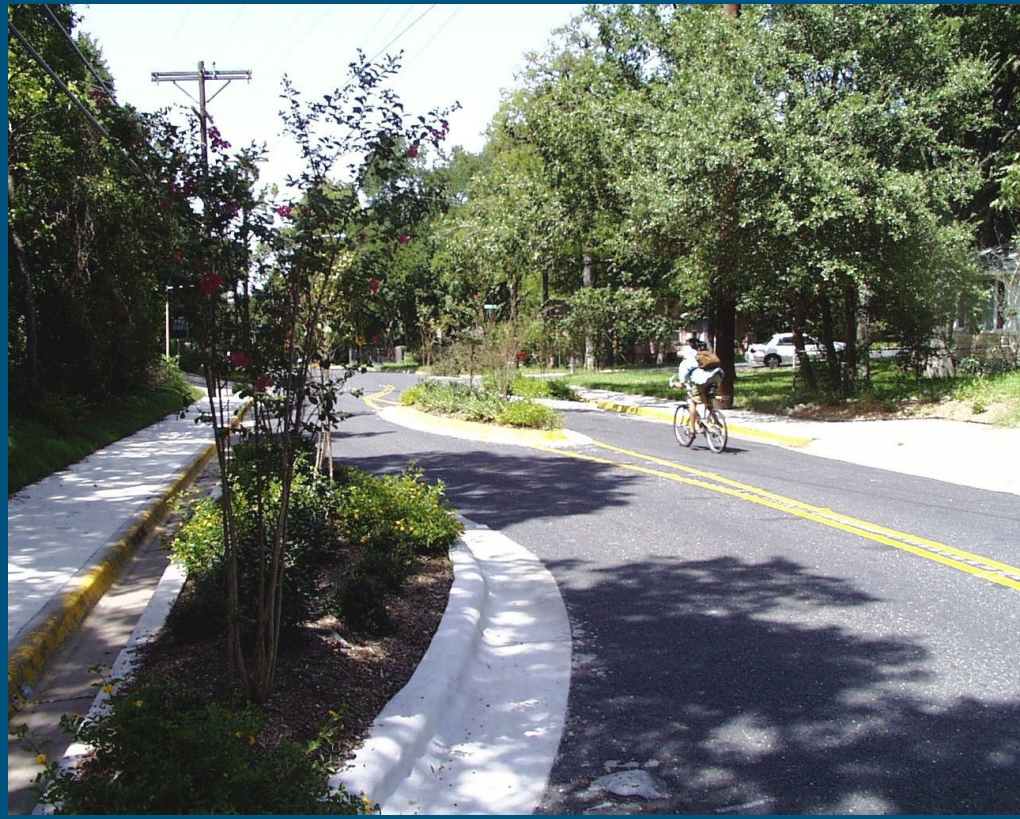
Beautiful town entrances are designed to make drivers naturally slow down. These use elements like gateways, signage, landscaping, narrowed roads, trees, or decorative features to create a sense of transition from highway to town—often achieving traffic calming without speed humps or signs alone.

- **Classic gateway arches with welcome signs**
  These create a clear "entering a special place" feel, encouraging drivers to ease off the gas.
- **Landscaped entrances with flowers, trees, and brick pillars**
  Plantings and structures narrow the visual field and signal a residential zone.
- **Tree-lined or canopy entrances**
  Overhanging trees create a tunnel effect, making drivers instinctively slow for safety and aesthetics.
- **Charming village-style entrances with stone walls or decorative signs**
  These often combine historic charm with subtle road narrowing.

# Solutions for Blind Turns on King Carter Dr, The Lane, and Chesapeake Dr.

**For Blind Turns on King Carter Drive, The Lane, and Chesapeake Drive**:

- Advance warning signs (e.g., "Blind Curve Ahead") with chevrons or curve arrows.
- Vegetation trimming (volunteer or low-cost) to improve sight lines.
- Painted curb extensions or center-line markings to narrow perceived lane width.
- Optional- Convex traffic mirrors
    - VDOT will not prescribe/ install these, but property owners are free to put at end of their driveways
- Longer-term- Potentially sidewalks, with VA grant money



# Traffic Solutions- Three E's Engineering, Education, Enforcement

•Mayor Julie Harris mentioned these three pillars of traffic safety at a recent TC Meeting, as being necessary for a proper solution. Here are ways each pillar might be implemented:

- •**Engineering**- Consider the traffic calming recommendations from VDOT in this report.
- •**Education**- Consider a Community Outreach Program, or provide Scholarship or financial incentive to drivers that maintain no incidents. Perhaps target large employers employees with positive incentives.
- •**Enforcement**- Some level of enforcement of laws is required, and Lancaster County is obligated to provide to our Town. Consider reducing Lancaster Deputy Program hours, and reallocating to Engineering and Education efforts.

# Town Expenditure- Education Solutions

**These zero- to low-cost, community-driven programs focus on education, peer influence, and positive reinforcement to change driver behavior on streets like Route 200 and King Carter Drive.**

- **Pace Car Pledge Program:** Drivers voluntarily pledge to obey speed limits (25 mph in Irvington), stop fully, yield to pedestrians/golf carts, and drive courteously. Participants receive a free vehicle decal/sticker to display, signaling to others "I'm setting the pace—follow my lead." Proven in towns like, Boise, Rochester NY, Northampton MA.

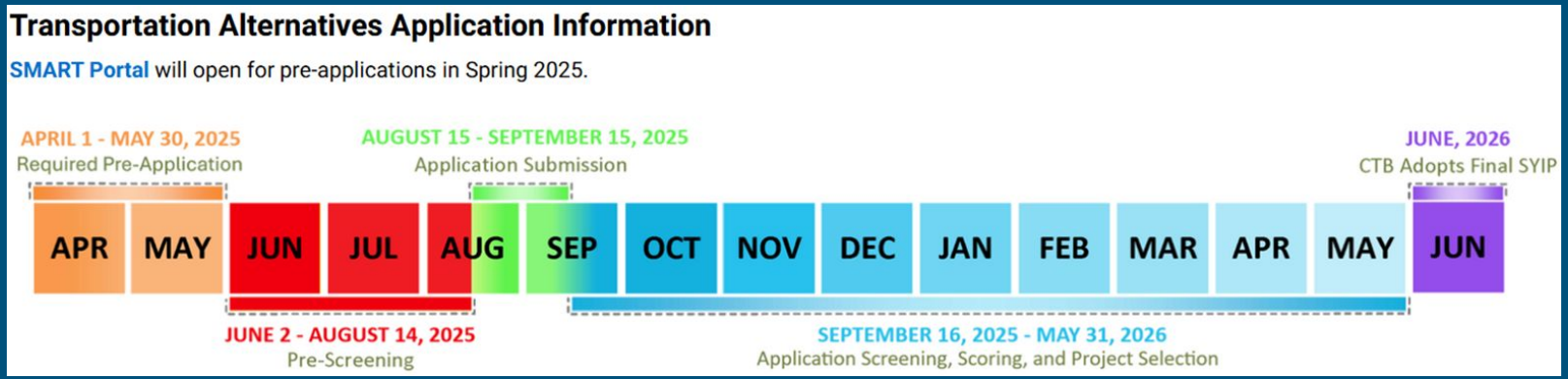
- **“Drive Like Your Kids Live Here” Yard Sign Campaign**

- **Neighborhood Speed Watch program** - Trained volunteers use borrowed police radar guns to monitor speeds, record data (not tickets), and send educational letters to vehicle owners: "Your car was observed at X mph in our 25 mph zone—please slow for safety."
- **Community Challenges/Contests -** Slowest Street Challenge - neighborhoods compete for lowest average speeds and winners get a recognition banner.Overhanging trees create a tunnel effect, making drivers instinctively slow for safety and aesthetics.

- **Positive Reinforcement Events** - Thank a slow driver.  Kids hand out thank you notes/stickers.
- **Temporary Banners/Posters during special events.**

# Long-Term Funding Solutions- Town Expenditure

- We can assess if sidewalks are needed in specific locations, and apply to have them funded through a VA grant
- VDOT will fund 80% of planned non-motor transportation upgrades
  - Project size up to $3.125M (with $2.5M funding from VA)
  - Town pays upfront, to be reimbursed by VDOT end-of-project
- VDOT is currently reviewing 2025 applications, to be adopted June 2026
- Next pre-application submission due date is May 2027
  - Town of Irvington has engaged grant-writing firm “Ready Set Go” to assist our application.



# Recommendations and Next Steps

## 1- Perform new traffic study to develop baseline

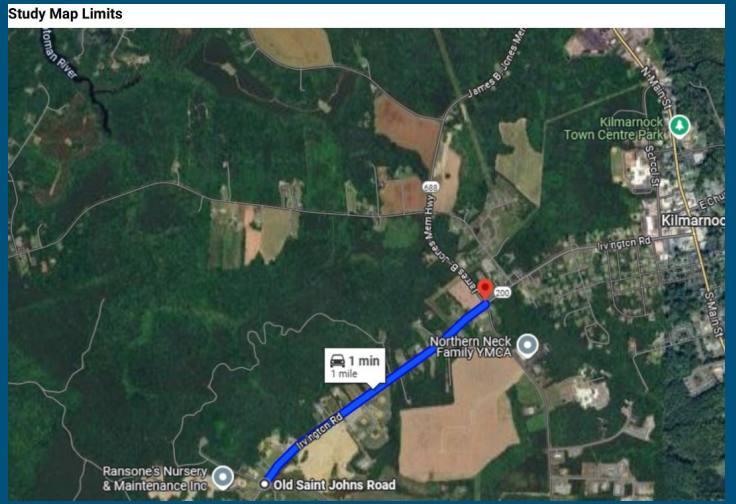
- On Rt 200 and King Carter Drive, optional on Steamboat Dr/ The Lane
- Past studies (including 2021) were performed in June, though this doesn't necessarily need to be the timing of future study
- For best baseline data, we probably don't want to intentionally locate the Lancaster Deputy in these areas during study period.

## 2- Consider VDOT recommended solutions on King Carter and Rt 200.

## 3- Regarding the Deputy Program, reduce hours to allocate to engineering/ education solutions. Consider strategic placement of our unmanned (owned) Deputy vehicle when not in use.

## 4- Public Participation in ongoing STARS Rt 200 Study, to our north

## 5- Begin drafting 2027 Transportation Alternatives Plan grant to address sidewalks, town entrance and other non-auto solutions.




Limits of STARS Rt 200 Study- North of Irvington

# Thank You!!!

**Town of Irvington**
**Traffic Calming and Public Safety**
**Committee Members**

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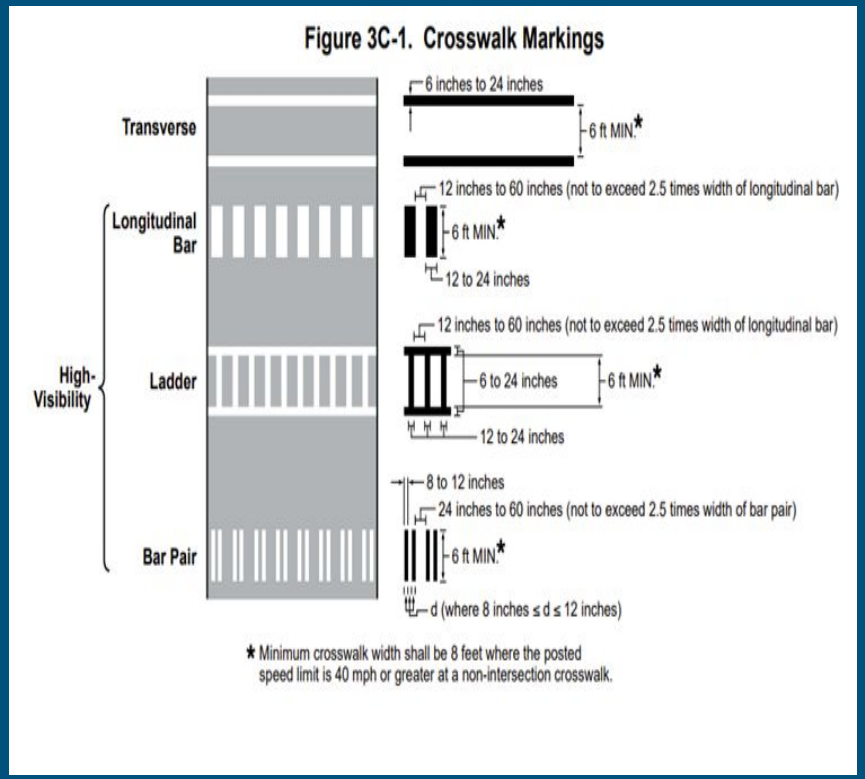
# Appendix

# Appendix- Solution Options - Signage

## VDOT Common solutions

- Signage for increased fines
- City entrance signage

# Appendix- Sample Pavement Markings




# Appendix- Sample Pavement Markings

- High-visibility markings and sharrows are (great for mixed use with golf carts)


# Appendix- Sample Pavement Markings

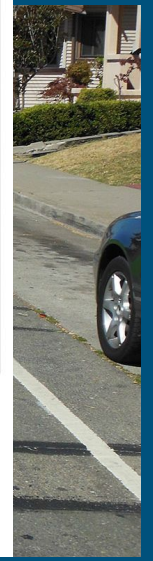


Note:

A = No dynamic envelopes pavement markings;

B = Dynamic envelopes pavement markings;

C = An LSV/GC warning sign assembly blocked by trees.



# Appendix- Implementation Methodology

- VDOT Only Prescribes from the 2018 Traffic Calming Guide
- David Beale is our Contact

# Appendix - VDOT - PMSD

- PMSD Specifications per VDOT
  - “shall not incorporate animation, flashing, or any dynamic elements”
  - “shall be programmed to display two dashes when the system is not operating”
  - Sign mounted on the same pole, directly below
- Location
  - we currently have a speed limit sign on this road, that may also be a suitable location for PMSD

**FIGURE A-2**

**POLE MOUNTED SPEED DISPLAY (PMSD) SIGN**


**NOTES:**

1. For appropriate application, see FIGURE A – Subdivision street characteristics pertaining to the selection of traffic calming devices in this document.
2. Sign mounted on the same pole and directly below, the speed limit (R2-1) sign as shown above.
3. The changeable display shall be programmed to go blank/no display when an approaching vehicle exceeds the posted speed limit by 20 mph or more.
4. The changeable display shall be programmed to display two dashes when the system is not operating.
5. Other than the speed display, the PMSD sign shall not incorporate animation, flashing, or any dynamic elements.
6. For full requirements on the operation, installation, size, specifications and maintenance aspects of these signs refer to TED Memorandum 374.1 “Pole Mounted Speed Display Signs: Requirements” at http://www.virginiadot.org/business/resources/traffic_engineering/memos/TE-374_1_Pole_Mounted_Speed_Display_Signs.pdf or; the Virginia Supplement to the MUTCD.

# Appendix - Blind Turns

- Blind Turn 1- Southbound on King Carter past the Tides Inn (around the Aqua tower)
  - Very little space for pedestrians to “bail out”
  - Limited visibility for traffic

- Blind Turn 2- At The Lane (as pictured on right).
- Blind Turn 3- At Chesapeake Dr near playground

- Convex safety mirrors- Used to be prescribed by VDOT, but now VDOT does not prescribe. They do allow these to be installed at ends of driveways by private property owners.

# Appendix - Speeding

- **Raised Crosswalk, cont..**

- VDOT Raised Crosswalk Facts
  - Raised crosswalks are ramped speed tables that span across the width of the roadway and typically three to six inches above road grade.
  - Raised crosswalks are marked as a pedestrian crossing.
  - Raised crosswalks make the pedestrian more visible in a driver’s field of vision and allows the pedestrian to cross at the same level as the sidewalk.
  - Raised crosswalks reduce vehicle speeds and enhance a pedestrian crossing experience.
  - Typically, raised crosswalks add less than five seconds to emergency vehicle response time. The safety impacts of this minor delay must be weighed against the safety benefits of this treatment due to the reduced risk of serious pedestrian injury or fatality.