

SOUTH BIRCHWOOD PARK DRIVE
TRAFFIC CALMING PLAN



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INTRODUCTION

The Issue

This document stems out of the identification of many residential streets being identified as, "cut-through's," linking larger arterials. Traffic diverting through these neighborhoods reportedly travel at high speeds, may create unsafe conditions for pedestrians and reduce the quality of life for residents on these streets. These cut-throughs were identified as a major problem in the Township during the Master Plan and Route 70 Concept Plan public comment period.

"Speeding in residential areas is the top citizen complaint in many municipalities. However, traffic experts say that tougher law enforcement is not the only answer. Public education and changes in traffic patterns are equally important."¹

Speeding in residential neighborhoods is a nationwide problem, exemplified in the many communities of Cherry Hill, as identified below by the U.S. Department of Justice²:

"Speeding in residential areas causes five basic types of harm:

- it makes citizens fear for children's safety;
- it makes pedestrians and bicyclists fear for their safety;
- it increases the risk of vehicle crashes;
- it increases the seriousness of injuries to other drivers, passengers, pedestrians, and bicyclists struck by a vehicle; and
- it increases noise from engine acceleration and tire friction.

Speeding increases the risks of crashes and injuries for several reasons:

- the driver is more likely to lose control of the vehicle;
- the vehicle safety equipment is less effective at higher speeds;
- the distance it takes to stop the vehicle is greater;
- the vehicle travels farther during the time it takes the driver to react to a hazard; and
- crashes are more severe at higher speeds."

To counter these ever increasing problems as new concepts in planning and engineering have taken shape to combat problems related to vehicle speeding, volume as related to pedestrian safety and the livability of residential communities. These approaches are known as traffic calming.

¹ *Township of Cherry Hill Master Plan, 2003, p. 86*

² *Speeding in Residential Areas, Michael S. Scott, Office of Community Oriented Policing Services, U.S. Department of Justice. ISBN: 1-932582-02-9*