

DRAFT

**SECTION 6 – ANCILLARY FACILITIES & PROGRAMS**





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## SECTION 6 – ANCILLARY FACILITIES & PROGRAMS

Planning for pedestrian facilities also includes maps of pedestrian routes, signage for pedestrian and motorists, programs for spot improvements and maintenance, safety education programs, enforcement programs, and encouragement and pedestrian promotions. The following section will address these additional facilities and programs Winterville should employ to create a walkable community.

### MAPPING AND SIGNING PROJECTS



*Levels of wayfinding signs  
Courtesy of Miami Beach, FL  
(APA Urban Design Standards)*

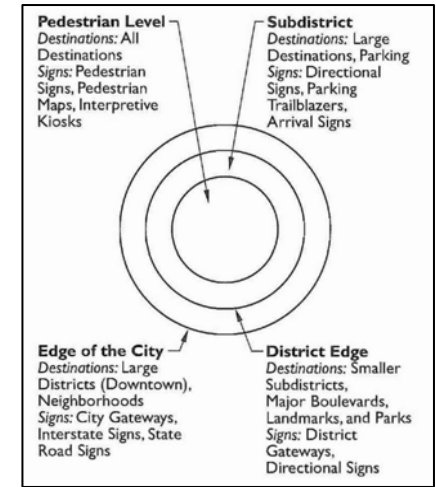
Wayfinding systems consist of maps, directional signs, destination arrival signs, general information signs, and banners that help guide and orient visitors around a community. This system of maps and signs not only welcome visitors but also gives the Town a unique sense of place. These signs should give direction to destinations, such as historical landmarks and other tourist destinations. Guide maps can be incorporated to include major roads, walking trails, destinations and brief local history.

Signs should direct pedestrians to state and regional trail and greenway routes. The existing walking routes within Winterville should have signage along the route. Vehicular route signage should follow highway sign design standards and orient motorists to vehicle-based destinations. Pedestrian route signage should

direct pedestrians to pedestrian related destinations.

### Neighborhood Route Systems

Neighborhood route system signs should be placed at entrances of neighborhoods and special districts to serve as gateways. The sign could also provide a map of the pedestrian facilities within that neighborhood. These signs are usually placed in road medians or centered in street rights-of-way. The signs can be enhanced with landscaping.



*Illustration of the hierarchy of  
wayfinding signs  
Courtesy of Soviet of Environmental  
Graphic Design (APA Urban Design  
Standards)*



*Images of route  
mapping  
systems/signs*



## **Comprehensive Route Systems**

Comprehensive route maps should be used to show all route systems and destinations in a community. These maps should show major roads, districts, landmarks, destinations, and the pedestrian routes. A list of major destinations with a basic description of each destination, including hours of operation, prices, and historic landmark interpretive information should also be incorporated. When new routes become available, maps should be updated and redistributed to the Library, Post Office, and Town Hall.

## **SPOT IMPROVEMENT PROGRAM**

Certain tasks can be accomplished immediately to improve the condition of the pedestrian facility network. These spot improvements can be done with minimum capital and labor. Removing and replacing severely broken sections of the network are tasks that will require more time and money than other surface improvements. Removing fallen leaves and debris from the sidewalks and edging grass and weeds along the network are simple low cost projects that can enhance the system. Pedestrian signals should be provided in high traffic areas and existing signals should be checked periodically to ensure they are functioning properly. Lighting at intersections and along pedestrian facilities should also be installed where needed, checked and replaced when necessary.

Crosswalks that need painting or repainting could be done fairly quickly and will provide residents with visual evidence that pedestrian concerns are being addressed. Simultaneously, curb cuts could be checked for ADA compliance and retrofitted or replaced if necessary. Pedestrian-oriented signage should be installed to allow for greater use of the system. Overhanging branches and overgrown shrubs should be trimmed along the network to increase visibility of and for pedestrians. Where culvert crossings or bridges are too narrow to allow pedestrians to cross without entering the traveled way, culverts should be extended, shoulders should be widened, or separate pedestrian bridges should be constructed. Bridges should be equipped with 42-inch railings where pedestrian accommodations are provided.



*Images of sidewalk maintenance & retrofit  
Courtesy of Dan Burden  
([www.pedbikeimages.org](http://www.pedbikeimages.org))*



## **MAINTENANCE PROGRAM**

A maintenance program is required to keep any system operating, including a pedestrian network. The Town of Winterville needs to develop, adopt, and implement a thorough maintenance program to address the continuous needs of a pedestrian network (See Map 4.6 of existing sidewalk conditions). Without a maintenance program the condition of the existing and future pedestrian facilities will suffer.



## EDUCATIONAL PROGRAMS

### Safe Routes to School Program

Establishing a “Safe Routes to School Program”

<sup>i</sup> would encourage more children to walk to school. The program brings together educators, municipal and regional transportation professionals, law enforcement, public health professionals, and concerned citizens to address pedestrian safety within two miles of K-8<sup>th</sup> grade schools. This program concentrates on the five “E’s”: engineering, education, enforcement, encouragement, and evaluation. Engineering is addressed when existing or new pedestrian facilities are improved or constructed. Education may include teaching parents and children about pedestrian safety or launching safe driving campaigns focused on school zones. This can be done by incorporating pedestrian safety in school driver education programs. Local law enforcement could also be invited into schools to have seminars with students on pedestrian safety. Encouragement may include mileage clubs and contests, walking school buses, and promotional events. Establishing goals for a school and evaluating the participation at the end of the school year would be an evaluation method.



Each K-8<sup>th</sup> grade school should develop an action plan to identify safety concerns. These plans help to identify where sidewalk and roadway improvements are needed and where crossing guards or police enforcement is needed within a two mile area of each school. Parents and students should be involved in developing the plans. It is recommended that parts of the program focus on teaching children how to cross safely. A successful program will benefit the entire community. <sup>ii</sup>

### Adult School Crossing Guards

Adult school crossing guards can insure safe driver and pedestrian behaviors at crosswalks near schools. They help children cross the street safely and remind drivers of the presence of pedestrians. Adult school crossing guards can be parent volunteers, school staff or paid personnel. Annual classroom and field training for adult school crossing guards, as well as special uniforms and equipment are recommended. <sup>iii</sup>

## ENFORCEMENT PROGRAMS

Enforcement of pedestrian laws is critical to guarantee safety. One enforcement method is to use trained and educated volunteers to assist in enforcing pedestrian and motorists’ laws around local schools and other high pedestrian traffic areas. A Police-on-Bikes program could also be developed and used to enforce laws in Downtown and in surrounding neighborhoods. Enforcement of key areas will force people who drive or walk to become more aware of their actions. Local police entities should also be properly educated on an annual or as needed basis to ensure effective enforcement of pedestrian laws. Here are a few basic legal pedestrian related rights mentioned in *A Guide to North Carolina Bicycle and Pedestrian laws*:



- Where traffic control signals are not in place, a vehicle must yield the right-of-way to a pedestrian crossing within a marked or unmarked crosswalk at or near an intersection.
- Drivers of any vehicle within a business or residential district must yield to the right-of-way at marked pedestrian crossings.
- When a flashing yellow light is erected or installed at a place other than an intersection, drivers must yield to the right-of-way to pedestrians.
- Drivers cannot obstruct traffic flow of pedestrians within a crosswalk by driving the vehicle over the crossing unless there is sufficient distance on the other side for the vehicle.
- At pedestrian control signals, “walk” gives the pedestrian the right-of-way to cross the street and vehicles must yield to crossing pedestrians.



Outreach programs can also be very beneficial in promoting law abidance. Events like safety fairs should be done at local elementary schools to educate young pedestrians. At middle and high schools, safety brochures and pamphlets can be issued. The students should be shown how to obey these laws and also the consequences of not obeying the laws. Safe Route to School monies can be used to fund safety education programs at elementary and middle schools.

The community can also play an important role in enhancing traffic safety. Representatives of communities can improve driver and pedestrian behaviors in many ways. For more information regarding pedestrian laws please visit:  
<http://www.ncdot.org/transit/bicycle/laws/resources/lawsguidebook.html>

### **Neighborhood Speed Watch**

This enforcement program allows a radar speed unit to be loaned to residents who are trained by police on how to collect speed data and vehicle descriptions. The local agency follows up and obtains the motorists' addresses from the state motor vehicle department using the recorded license plate numbers. If the vehicle description matches the recorded description of a vehicle observed speeding, the vehicle owner will be sent a letter asking for voluntary compliance. The program can educate neighbors about the issue and help boost support for long-term solutions, such as traffic calming devices.

### **Slow Down Yard Sign Campaigns and Pace Car Campaigns**



Slow down yard sign campaigns allow residents of neighborhoods with speeding problems to participate in reminding drivers to slow down. Neighborhood leaders, safety advocates, and law enforcement work in partnership to identify problem areas, recruit residents to post yard signs, organize distribution of yard signs, garner media attention, and evaluate the effectiveness of the campaign. Slow down yard sign campaigns may be conducted along with other speed enforcement efforts such as pace car campaigns and the use of speed radar trailers.

Neighborhood pace car programs aim to make neighborhoods safer for pedestrians, bicyclists and drivers. Resident pace car drivers agree to drive courteously, at or below the speed limit, and follow other traffic laws. Programs usually require interested residents to register as a pace car driver, sign a pledge to abide by the rules, and display a sticker on their vehicle.

### **Neighborhood Fight Back Programs**

Neighborhood fight back programs are collaborative efforts between local governments and concerned residents to address crime, blight, and other issues negatively impacting their neighborhoods. Though traditionally used to address illegal drug activity, traffic and pedestrian safety may be one area of concern. Through the program, the local government provides multi-agency support over a limited period of time to concentrate enforcement activities in specific neighborhoods.

### **Radar Speed Trailers and Active Speed Monitors**

Fixed motorist feedback signs or movable radar speed trailers can be used as part of a community education program. The more effective units have bright strobe lights that will flash like a photo-enforcement camera or displays red and blue flashing lights when motorists exceed a preset speed. Radar trailers are moved to different locations and are occasionally supplemented with motor officer enforcement. Some radar speed trailers can record speed data and traffic counts by fifteen minute or hourly intervals throughout the day, which will help in targeting future police enforcement.



*Image of dilapidated structure on Hammond Street near a school*

### **Dilapidated Structure & Over-Grown Yard Abatement**

Having a dilapidated structure and over-grown yard abatement program can assist with removing unsafe and unsightly structures and yards that can pose a safety hazard for pedestrian, especially children. If left alone, these structures and yards can diminish the sense of personal safety and reduce the pleasure of walking.

## **ENCOURAGEMENT AND PROMOTION**

### **Walk to School Day**





“Walk to School Day” is a designated day once a week or month that encourages students and teachers to walk to school. This event should be well advertised and interactive. This event also gives the opportunity to educate walkers about positive health and environmental impacts of walking. It should also incorporate and promote other initiatives such as the Safe Routes to School Program<sup>IV</sup>. A Walk to School Day may also coincide with the International Walk to School Day and Month.<sup>V</sup>

### **Walking School Bus**

A walking school bus is a group of children walking to school supervised by one or more adults. Initiation of this campaign is fairly simple. To start, the program should be initiated in a single neighborhood that has an interest in walking to school. After a route has been determined, it can be fine tuned and other neighborhoods may be added. This event not only promotes exercise, it also gives opportunity for pedestrian education. The Walking School Bus can be used collectively with Walk to School Day and the Safe Routes to School Program.<sup>VI</sup>



### **Carfree Day**

“Carfree Day” is an international day set aside to give the public the opportunity to envision how our cities would be without the automobile. This event should encourage walking not only on the official day of September 22, but throughout the year. Downtown streets could be closed for entertainment, educational booths, and health and wellness booths. This day would provide a great opportunity for the Town to inaugurate a new and permanent pedestrian event. A “carfree day”<sup>VII</sup> should be a partnership between local businesses, residents, organizations, and the Town.

### **Walktober**

“Walktober”<sup>VIII</sup> is a national walking campaign aimed at increasing walking in the community in October. October was chosen for this walking event due to beautiful fall scenery and cooler temperatures. This program could be a good catalyst for walking downtown and along trails. Initiation and promotion of this event should be done by community organizations in conjunction with the Town.



### **Pedestrian Safety Roadshow**

The Pedestrian Safety Roadshow<sup>IX</sup> assists communities in developing their own approach to identifying and solving the problems that affect pedestrian safety and walkability. It is a four hour workshop given to local engineering, planning, enforcement, educators, and health officials, youth groups and senior groups, and local business leaders. Roadshow objectives are to increase the awareness of pedestrian safety and walkability concerns, provide participants with information about the elements that make a community safe and walkable, and channel their concern into a plan of action for addressing pedestrian concerns. This program also provides the Town an opportunity to show the community what they are doing to address pedestrian safety. It also allows the community to identify new walkability barriers and pedestrian enhancement priorities.



## **Public Perception Marketing**

The Town of Winterville should work in conjunction with law enforcement and other local agencies to promote pedestrian safety. This could be done by producing and distributing brochures and pamphlets. The NCDOT<sup>x</sup> website has information on numerous topics, such as the Walk a Child to School Initiative and school guard crossing programs.

To promote walking in the community, the Town will have to construct and infill sidewalks; however, some neighborhoods may associate sidewalks with crime resulting in not wanting sidewalks in front of their home. Although this is a perception, the truth is sidewalks actually improve neighborhoods. Therefore, the Town should take steps to create a positive image for these acquisition projects. Public workshops and meetings should be held to give facts concerning these projects.

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<sup>i</sup> <http://safety.fhwa.dot.gov/saferoutes/>

<sup>ii</sup> <http://ncdot.org/transit/bicycle/saferoutes/SafeRoutes.html>

<sup>iii</sup> SRTS Guide, Adult School Crossing Guard Guidelines, October 2007, [http://www.saferoutesinfo.org/guide/crossing\\_guard/index.cfm](http://www.saferoutesinfo.org/guide/crossing_guard/index.cfm)

<sup>iv</sup> <http://www.iwalktoschool.org/>

<sup>v</sup> [www.walktoschool-usa.org](http://www.walktoschool-usa.org)

<sup>vi</sup> <http://www.walkingschoolbus.org/>

<sup>vii</sup> World Carfree Network, October 2007, [http://www.worldcarfree.net/wcfd/documents/cfd\\_howto.pdf](http://www.worldcarfree.net/wcfd/documents/cfd_howto.pdf)

<sup>viii</sup> Welcome to Walktober, October 2007, <http://www.walktober.com/content.aspx?PageID=8>

<sup>ix</sup> [http://safety.fhwa.dot.gov/ped\\_bike/ped/roadshow/walk/index.htm](http://safety.fhwa.dot.gov/ped_bike/ped/roadshow/walk/index.htm)

<sup>x</sup> [http://ncdot.org/transit/bicycle/walking/walking\\_intro.html](http://ncdot.org/transit/bicycle/walking/walking_intro.html)