

Access Management is good for business!

Studies show that businesses for specific purposes such as doctor's offices and specialty retail stores are unaffected by access management.

Although pass-by businesses such as restaurants and gas stations may be affected, studies have shown that as long as reasonable access is provided, there are no negative impacts to business. In fact, a road that flows better leads to more vehicles passing by and seeing your business.

According to the Federal Highway Administration, "access is not the primary reason that businesses survive or fail. In fact, access is one of the lesser factors that customers will consider when weighed against price, service, product, and store amenities."

Business visibility is key during construction.

There's no doubt about it. Road construction can disrupt customers and drivers, but adverse impacts can be minimized by:

- Maintaining open access for customers and deliveries
- Having sufficient sign visibility so customers know the business is open
- Clearly signing the entrance and exit points

When your road is scheduled for reconstruction, DOTD will notify you about what to expect in terms of traffic, duration of construction and any foreseeable disruptions. It is important that you respond to them about your special needs and concerns.



DID YOU KNOW?

Proper access management can improve the safety and efficiency of roadways, and create a more pleasing business environment by serving the needs of all travelers and property owners.

Myth 1:

Less congestion means less traffic and visibility for a business.
Fact: As congestion increases, so does delay, which is bad for the economy and frustrating to customers.

Myth 2:

Location and access are the most important factors in determining the success of a business.
Fact: Access is one of the lesser factors that customers will consider when weighed against price, service, product, and store amenities.

Myth 3:

Access management will affect property value.
Fact: Businesses surveyed following an access management project did not report any adverse effect of the project on property values.

Myth 4:

Eliminating left turns will prevent customers from going to a business.
Fact: Surveys show that a majority of drivers have no problem making U-turns at median openings to get to businesses on the opposite side of the road.

Myth 5:

Frontage roads will provide less visibility to a business from the main highway.
Fact: Frontage roads maintain good visibility for businesses along a major road and typically it is apparent how to enter and exit the road to get to a business.

Reference: *Safe Access is Good For Business*, U.S. Department of Transportation, Federal Highway Administration, Publication Number FHWA-HOP-06-107, August 2006



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Access Management and Businesses

Helping to Improve
Traffic Flow and Safety



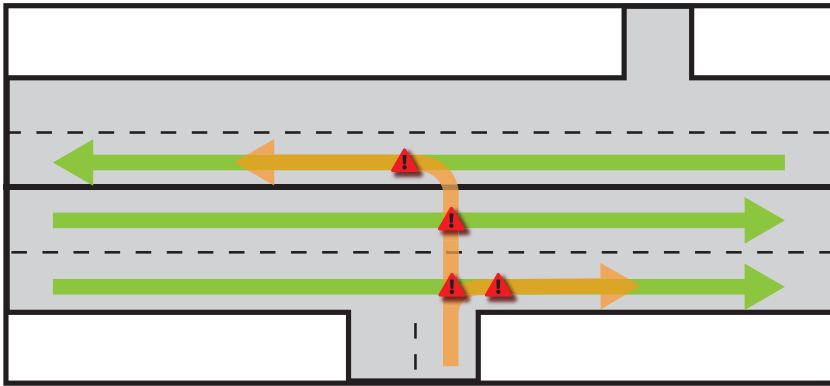
As roadways develop and traffic increases, congestion occurs, adding to delays and the probability of crashes. To alleviate these problems, the use of access management is practiced.

What is Access Management?

Access management is a technique used to improve efficiency and safety on roadways. It aims at focusing on the location, spacing, design of entrances, street intersections, median openings, and traffic signals by minimizing **conflict points**.

What are conflict points?

Conflict points are areas where traffic flow is disrupted or points where motorists crossing, merging or diverging from a road or driveway may collide with another motorist. See diagram below.



What are the benefits of access management?

- Reduces congestion
- Enhances safety by eliminating conflict points
- Spurs economic development by promoting efficient movement of goods and services



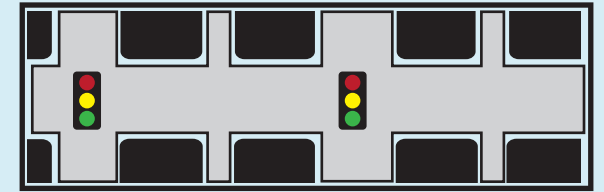
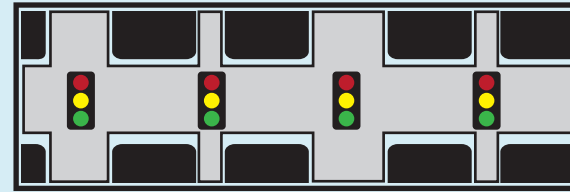
Want more information?

You can find information and videos on our project web page at <http://bit.ly/AccessManagement1>

ACCESS MANAGEMENT EXAMPLES:

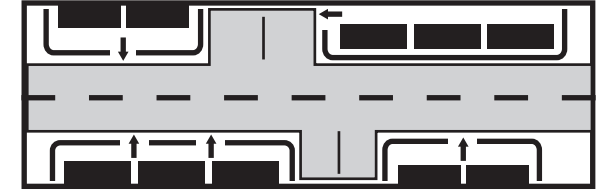
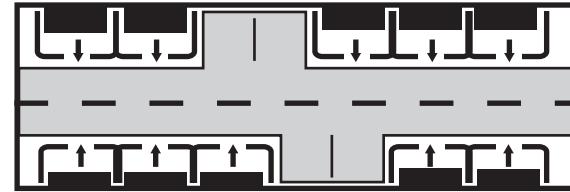
1 Traffic Signals and Intersections

Proper access management requires appropriate traffic signals and intersection spacing. Signals should be at a minimum of one-half mile apart. Intersection spacing along thoroughfares and streets should range from half of a mile to two miles.



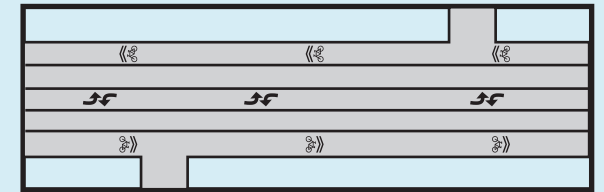
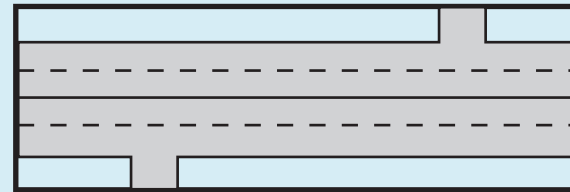
2 Driveways

Maintaining adequate spacing between commercial driveways is a critical aspect of access management. Research shows that roadways with a large number of closely spaced driveways are more problematic than those where driveway access is more limited.



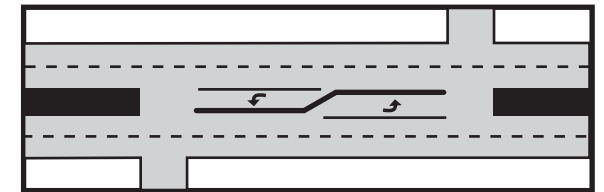
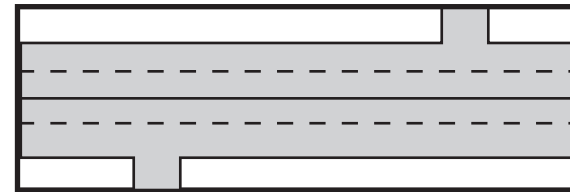
3 Turning Lanes

Exclusive turning lanes eliminate vehicles from obstructing free flowing traffic. This includes dedicated left- and right-turn lanes, as well as U-turns, and roundabouts.



4 Medians

One of the most effective access management tools is to use median treatments like raised medians.



5 Frontage Roads

Frontage roads are roadways that are constructed generally parallel to a freeway or other highway. They have the ability to serve local traffic and keep it from congesting the freeway mainlanes, in addition to moving traffic during crash situations on the mainlanes.

