

Cornwall

Route 7 and Route 4 Intersection June 21, 2016





Acknowledgements:

OFFICE OF INTERMODAL PLANNING BUREAU OF POLICY AND PLANNING CONNECTICUT DEPARTMENT OF TRANSPORTATION

With assistance from AECOM Transportation Planning Group

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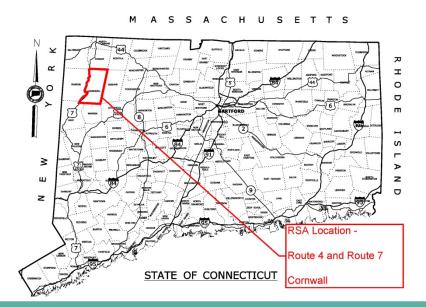
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The Connecticut Department of Transportation (CTDOT) is undertaking a Community Connectivity Program that focuses on improving the state's transportation network for all users, with an emphasis on bicyclists and pedestrians. A major component of this program is conducting Road Safety Audits (RSA's) at selected locations. An RSA is a formal safety assessment of the existing conditions of walking and biking routes and is intended to identify the issues that may discourage or prevent walking and bicycling. It is a qualitative review by an independent team experienced in traffic, pedestrian, and bicycle operations and design that considers the safety of all road users and proactively assesses mitigation measures to improve the safe operation of the facility by reducing the potential crash risk frequency or severity.

The RSA team is made up of CTDOT staff, municipal officials and staff, enforcement agents, AECOM staff, and community leaders. An RSA Team is established for each municipality based on the requirements of the individual location. They assess and review factors that can promote or obstruct safe walking and bicycling routes. These factors include traffic volumes and speeds, topography, presence or absence of bicycle lanes or sidewalks, and social influences.

Each RSA was conducted using RSA protocols published by the FHWA. For details on this program, please refer to www.ctconnectivity.com. Prior to the site visit, area topography and land use characteristics are examined using available mapping and imagery. Potential sight distance issues, sidewalk locations, on-street and off-street parking, and bicycle facilities are also investigated using available resources. The site visit includes a "Pre-Audit" meeting, the "Field Audit" itself, and a "Post-Audit" meeting to discuss the field observations and formulate recommendations. This procedure is discussed in the following sections.



1 Introduction to the Cornwall RSA

The Town of Cornwall submitted an application to complete an RSA at the intersection of Route 4 and Route 7 to improve safety for pedestrians and bicyclists. In particular, Cornwall expressed concerns with the volume and speed of traffic on these routes contributing to what is perceived as a challenging environment for pedestrians and cyclists. The Town of Cornwall would like to improve pedestrian facilities and crosswalks to encourage pedestrian use in this area due to the proximity to the local businesses and recreational trails.

The Town of Cornwall's application contained information on traffic volumes, crash data, and mapping of the intersection. The application and supporting documentation are included in Appendix A.

1.1 Location

The site consists of the Route 4 and Route 7 intersection which forms a triangular section used as the town green in the center of Town of Cornwall (Figure 1). Cornwall submitted an application identifying these two routes as in need of improved pedestrian connections. There are currently no sidewalks on either of these routes. Route 4 is a Minor Arterial and provides and east-west connection in western Connecticut (Figure 2). Route 7 is also a Minor Arterial but provides primarily a north-south connection through Cornwall and western Connecticut. As a result, these routes are often used by commuters and commercial truck traffic. The Average Daily Traffic (ADT) on Route 4 is 1,500 vehicles per day (vpd) and the ADT on Route 7 ranges from 2,600 and 3,400 vpd.



Figure 1. Route 4 and Route 7

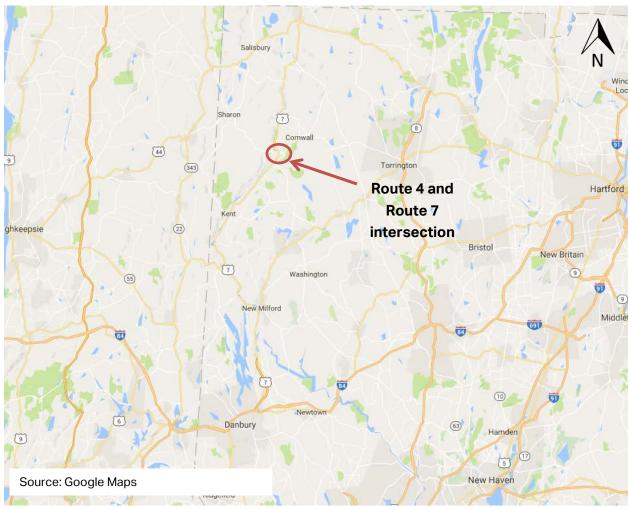


Figure 2. Intersection of Route 4 and Route 7 - Regional Context

2 Pre-Audit Assessment

2.1 Pre-Audit Information

Between 2012 and 2014, there were 7 crashes in the vicinity of the Route 4 and Route 7 intersection. A majority (43%) of these crashes involved rear-end collisions, followed by turning/intersecting paths (29%). The majority of crashes resulted in property damage only (71%), however 2 crashes reported there were injuries to involved parties (Table 1). There were no reported crashes involving pedestrians or cyclists. Figure 3 displays the location of crashes in the area that occurred in 2015.

Severity Type	Number of Acci	idents
Property Damage Only	5	71%
Injury (No fatality)	2	29%
Total	7	

Table 1. Crash Severity

2012-2014

Source: UConn Connecticut Crash Data Repository

Manner of Crash / Collision Impact	Number of A	ccidents
Unknown	0	0%
Sideswipe-Same Direction	0	0%
Rear-end	3	43%
Turning-Intersecting Paths	2	29%
Turning-Opposite Direction	0	0%
Fixed Object	0	0%
Backing	0	0%
Angle	0	0%
Turning-Same Direction	1	14%
Moving Object	0	0%
Parking	0	0%
Pedestrian	0	0%
Overturn	0	0%
Head-on	0	0%
Sideswipe-Opposite Direction	1	14%
Miscellaneous- Non Collision	0	0%
Total	7	

Table 2. Crash Type

2012-2014

Source: UConn Connecticut Crash Data Repository

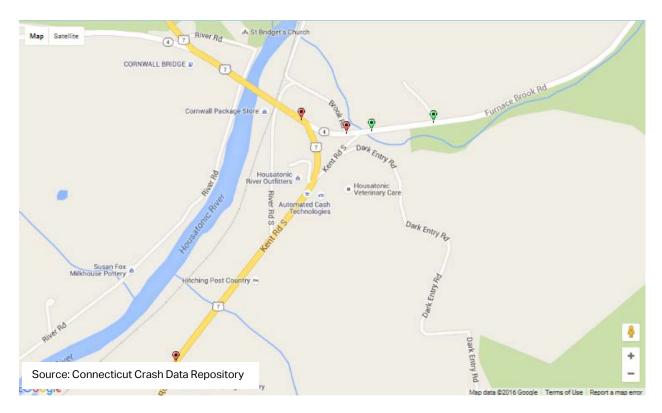


Figure 3. Crashes that Occurred in 2015 (Connecticut Crash Data Repository)

Route 4 is a state owned and maintained facility and runs in a relatively east-west direction through the center of Cornwall. Through the town center, Route 4 has one eastbound and one westbound travel lane. There are no sidewalks on Route 4 in this area.

Route 7 is also a state owned and maintained facility and runs in a relatively north-south direction through the center of Cornwall. Through the town center, Route 7 has one northbound and one southbound travel lane. There are no sidewalks on Route 7 in this area.

The intersection of these two routes is controlled by stop signs. In this area, there is only one pedestrian crosswalk located on Route 7 near the Cornwall Corner Market. This crosswalk is painted and has pedestrian crosswalk signs.

Roadway geometrics for the two routes are shown in Figure 4 and an inventory of existing conditions of the area can be found in Table 3.

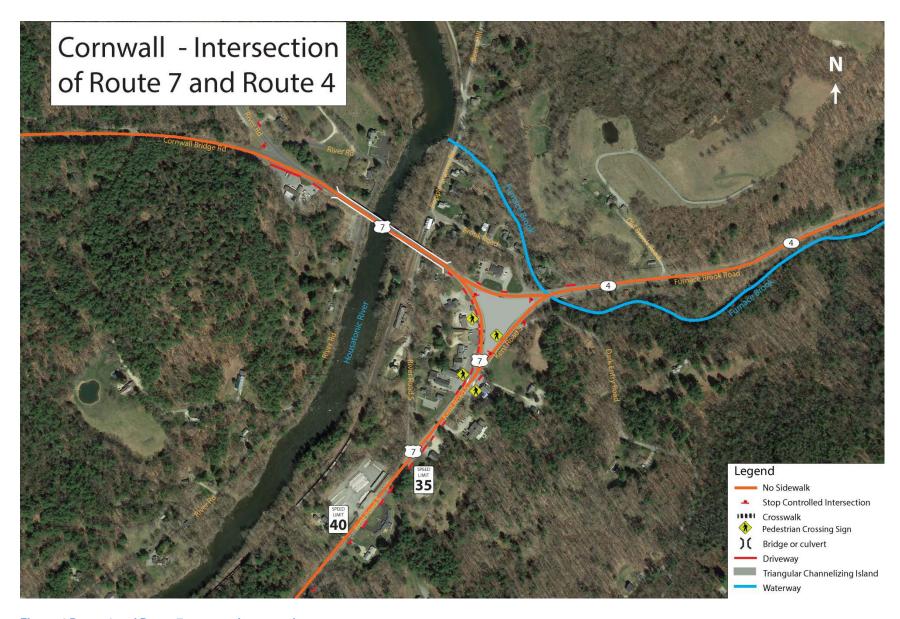


Figure 4.Route 4 and Route 7 area road geometrics

Cornwall - Route 4 and Route 7 Street Inventory

						Sidewalk					Ram	ps
Street	Route	Lanes	Avg. Lane Width	Side	Туре	Width	Condition*	Curb	Parking	Shoulder	Exist	Compliant
Kent Road S	Route 7	1	(+/-) 12'	NB	No	N/A	N/A	Asphalt	No	(+/-) 3' - 8'	No	N/A
		1	(+/-) 12'	SB	No	N/A	N/A	Asphalt	No	(+/-) 3' - 8'	No	N/A
Cornwall Bridge Road	Route 4	1	(+/-) 12'	EB	No	N/A	N/A	Asphalt	No	(+/-) 1' - 5'	No	N/A
	-	1	(+/-) 12'	WB	No	N/A	N/A	Asphalt	No	(+/-) 1' - 5'	No	N/A

*CONDITION – "Good" is Serviceable Condition that meets current design standards. "Fair" is generally serviceable, but may need minor repairs, or may not completely align with current design standards. "Poor" is not serviceable, and generally inadequate for continued long-term use.

Table 3. Street Inventory

2.2 Prior Successful Efforts

A number of best practices have already been applied to this area of Cornwall. At the pedestrian crosswalk on Route 7 near the Cornwall Country, Cornwall installed pedestrian crosswalk warning signs (Figure 5). On Route 7, near the Cornwall Package Store, the town installed a radar speed control sign (Figure 6) to encourage motorists to obey the 35 mph posted speed limit.



Figure 5. Crosswalk on Route 7



Figure 6. Solarized Radar Speed Control Sign

2.3 Pre-Audit Meeting

The RSA was conducted on June 21, 2016. The Pre-Audit meeting was held at 8:30 AM in the Town Hall located at 26 Pine Street in Cornwall.

The RSA Team was comprised of staff from CTDOT and AECOM, as well as representatives from several Cornwall departments and organizations, including the Board of Selectmen, Planning and Zoning, Economic Development Commission, and local business owners. The complete list of attendees can be found in Appendix B. Materials distributed to the RSA Team, including the agenda, audit checklist, ADT counts, crash data and road geometrics, can be found in Appendix C.

RSA Team members from Cornwall presented relevant information for the audit, including:

- Cornwall would like to make visitors feel more welcome in the Village Center area.
- The town received grant funds to install visitor facilities, including a wayfinding kiosk. Cornwall is planning to put this kiosk near the Cornwall Country Market.
- A solarized radar speed control sign was installed on Route7 in front of the Cornwall Package Store to help enforce the speed limit.
- Route 4 was repayed and when restriped, the shoulders gained an additional foot.

- Cornwall expressed concerns about the volume and speed of large commercial trucks
 passing through the town center. One participant indicated that the large trucks tend
 to push cyclists off the roads.
- The existing geometry of Route 4 and Route 7 may be challenging to motorists. Visitors unfamiliar with the town may not know when to stop or yield through the intersection.
- The green triangular space in the middle of the Route 4 and Route 7 intersection is used by the town for events. The town indicated that it can be difficult for people to walk onto the green due to the passing traffic.
- Sometimes a trooper will park near the intersection to help enforce vehicle speeds.
- The lumber yard business on Route 7 is for sale. Depending on what business occupies this spot, there could be additional vehicular, pedestrian and cyclist traffic in the center.
- A hotel located further south on Route 7 attracts many visitors from the Housatonic Meadows State Park and the Appalachian Trail. Cornwall indicated that many hikers and cyclists travel on Route 7 between the hotel and park.

3 RSA Assessment

3.1 Field Audit Observations

- Passing traffic on Route 7 did not stop for pedestrians waiting to cross the road at the crosswalk.
- There are no sidewalks. Pedestrians must travel along roadway or parking lots.
- Most business activity is located on Route 7.
- The only pedestrian crosswalk is located on Route 7 near the Cornwall Country Market. This crosswalk is painted and has pedestrian crossing signs. Advanced warning signs are also located further north on Route 7 to alert southbound motorists that a crosswalk is approaching.
- Very few visual cues that the intersection of Route 4 and Route 7 is located in the Town Center area.
- The senior center housing is located on Route 7 near the Town Center. There are very few pedestrian facilities to help the senior citizens navigate to the local businesses in the area.
- At the intersection of Route 4 and Route 7 nearest the Cornwall Bridge, the stop bar on Route 7 is located far past the stop sign (Figure 8).
- During the audit, the owner of the package store indicated that he sees many vehicles driving straight through the stop sign northbound on Route 7. He also indicated that speeding is the biggest issue.
- A solarized radar speed control sign is located on Route 7 east of the Cornwall Bridge (in front of the package store).
- Motorists traveling westbound on Route 4 are on a downhill slope (Figure 9). This may contribute to faster speeds when entering the village center area.



Figure 7. Pedestrian Crossing Route 7



Figure 8. Stop Bar Located Far Past Stop Sign



Figure 9. Route 4

3.2 Post-Audit Workshop - Key Issues

- 1. There are few facilities on Route 7 and Route 4 for pedestrians and cyclists. This is primarily an issue for Route 7 as most of the town's businesses are located here.
- 2. Existing pedestrian activity comes from the residents at the senior housing complex (Figure 10) and the hotel on Route 7.
- Advanced warning signs for the pedestrian crosswalk are only located southbound on Route 7. There are no warning signs for motorists traveling northbound into the Town Center area.
- 4. Motorists waiting for a parking spot at the Cornwall Corner Market sometimes queue on Route 7, causing congestion.
- There are several driveways/curb cuts on Route 7 for the local businesses. These entrances contribute to additional turning movement conflicts for motorists.
- 6. The Route 4 and Route 7 intersection controls and roadway geometry may be confusing for motorists who are unfamiliar with the area.



Figure 10. Senior Housing Complex



Figure 11. Cars Entering and Exiting Cornwall Corner Market Parking Area

4 Recommendations

From the discussions during the Post-Audit meeting, the RSA team compiled a set of recommendations that are divided into short-term, mid-term, and long-term categories. For the purposes of the RSA, **Short-term** is understood to mean modifications that can be expected to be completed very quickly, perhaps within six months and certainly in less than a year if funding is available. These include relatively low-cost alternatives, such as striping and signing, and items that do not require additional study, design, or investigation (such as right-of way acquisition). **Mid-term** recommendations may be more costly and require establishment of a funding source, or they may need some additional study or design in order to be accomplished. Nonetheless, they are relatively quick turn-around items, and should not require significant lengths of time before they can be implemented. Generally, they should be completed within a window of eighteen months to two years if funding is available. **Long-term** improvements are those that require substantial study and engineering, and may require significant funding mechanisms and/or right-of-way acquisition. These projects generally fall into a horizon of two years or more when funding is available.

4.1 Short Term

- 1) Install advanced pedestrian warning signs (Figure 12) on Cornwall Bridge to alert motorists they are entering a pedestrian area.
- 2) Install town "Welcome" signs so motorists are aware they are entering a town center area.
- 3) Install "Share the Road" signs (Figure 13) to alert motorists of potential cyclists in the area.

Figure 14 depicts these recommendations.



Figure 12. Pedestrian Signs



Figure 13. Share the Road Sign

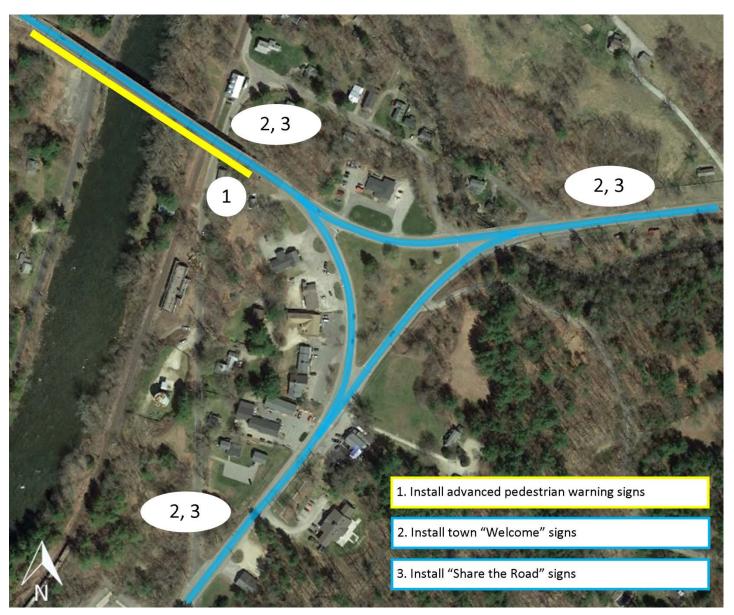


Figure 14. Short Term Recommendations

4.2 Medium Term

- 1) Install a Rectangular Rapid Flashing Beacon (RRFB) (Figure 15) at the existing crosswalk in front of the Cornwall Corner Market. This will increase the visibility of pedestrians for passing motorists on Route 7.
- 2) Consider installing textured pavement (such as stamped concrete) to enhance the crosswalk and visual cues to motorists that pedestrians are in the area (Figure 16).

Figure 17 depicts these recommendations.



Figure 15. Rectangular Rapid Flashing Beacon



Figure 16. Textured Concrete



Figure 17. Medium Term Recommendations

4.3 Long Term

- 1) Develop an Access Management Plan for the Town Center Area to help reduce the number of curb cuts/driveways.
- 2) Develop zoning regulations, such as a "Village District Zone", to help characterize the Town Center area and regulate new developments.
- 3) Improve roadway geometry:
 - a) Square up the intersection of Route 4 and Route 7.
 - b) Expand green space area.
- 4) Install sidewalks on Route 7 to connect to the local businesses.
- 5) Install lighting along sidewalks to improve visibility at night.
- 6) Consider narrowing lane widths on Route 4 and Route 7 down to 11 feet.

Figure 20 depicts these recommendations.

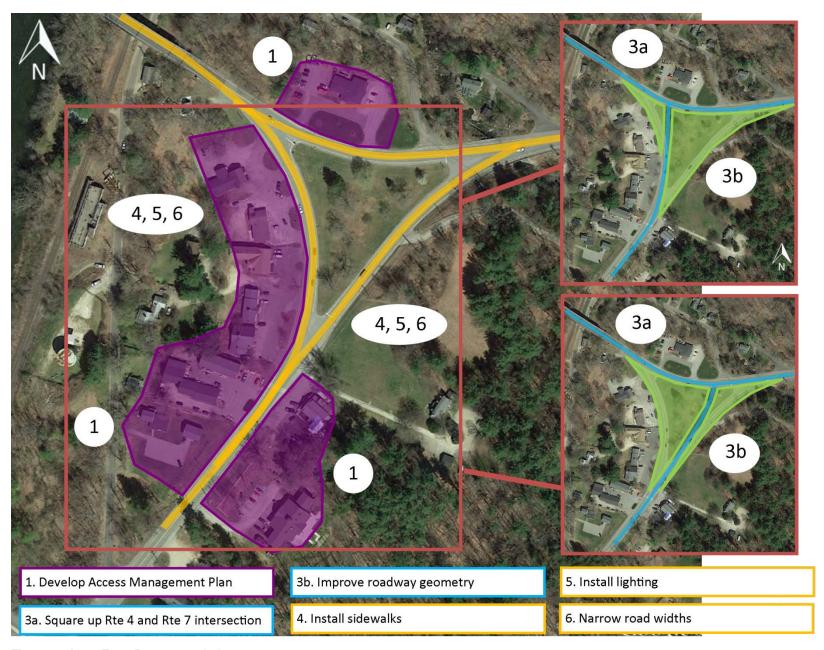


Figure 18. Long Term Recommendations

4.4 Summary

This report outlines the observations, discussions and recommendations developed during the RSA. It documents the successful completion of the Town of Cornwall RSA and provides Cornwall with an outlined strategy to improve the transportation network in the Town Center area for all road users, particularly focusing on pedestrians and cyclists. Moving forward, Cornwall may use this report to prepare strategies for funding and implementing the improvements, and as a tool to plan for including these recommendations into future development in this area.



Appendix A





Welcome to the Community Connectivity Program Application



Please fill in the following information to provide the Audit team leaders with a comprehensive description of the area contained in this application.

1. Applicant contact information

Name	
Title	
Email Address	
Telephone	
Number	
2. Location infor	nation
Address	
Description	
City / Town	

State r	oad		
Local	oad		
Private	Road		
Other (please specify)		
4. Zoning (Please	select all that apply)		
Indust	ial		
Reside	ntial		
Comm	ercial		
Mixed	Jse		
Retail			
N/A (ne	et applicable)		
Other (please specify)		
5. Approx	imate mile radius around the I	ocation	

Community Centers
Business Districts
Restaurant/Bar Districts
Churches
Housing Complexes
Proximity to Schools
Tourist Locations (examples – Casino, Malls, Parks, Aquarium, etc)
N/A (not applicable)
Other (please specify)
Employment Facilities (Retail, Industrial, etc)
No
If Yes please describe (please specify)

Public, Paroc	hial, Private Schools (mor	e than 1 school wi	thin a ½ mile)	
University / 0	Community Colleges			
N/A (not appl	cable)			
Other (please	specify)			
9. Transit facil				
(Please selec	t all that apply)			
Bus				
Rail				
Ferry				
Airport				
Park and Ride	. Lot			
N/A (not appli				
Other (please	specify)			

Traffic (volumes & speed)
Collisions
Sidewalks
Traffic Signals
Traffic Signs
Parking Restrictions / Additions
Drainage
ADA Accommodations
Agricultural & Live Stock crossing
Maintenance issues (cutting grass, leaves, snow removal)
N/A (not applicable)
Other (please specify)

If Yes please de	scribe and list all _l	projects.		
n ree predect de		<u> </u>		

Page 6 of 11

If Yes please desc	ribe and list.		

Page 7 of 11

Page 9 of 11

Thank you for completing the Community Connectivity application.

Please click on the "submit button" below and include the following attachments

- 1 Location map (google, GIS) (Required)
- 2 Collision data (If available)
- 3 Traffic data (ADT or VMT) (If available)
- 4 Pedestrian/bicycle data (If available)



Appendix B









Road Safety Audit

Town: Cornwall

RSA Location: Intersection of Route 7 and Route 4

Meeting Location:Cornwall Town HallAddress:26 Pine StreetDate:6/21/2016Time:8:30am

Participating Audit Team Members

Audit Team Member	Agency/Organization
Audit Team Member	Agency/Affiliation
Terry Burke	Cornwall
Melanie Zimyeski	CTDOT
Patrick Zapatka	CTDOT
Jill Cutler	P&Z Cornwall
Mark Hampson	EDC
Gordon M. Ridgway	First Selectman
Richard Kearns	Cornwall Merchant
Idella Shepard	Cornwall Merchant
Richard Bromley	Cornwall Package Store / Selectman



Appendix C









Road Safety Audit – Cornwall

Meeting Location: Cornwall Town Hall Address: 26 Pine Street 6/21/2016 8:30 AM

<u>Agenda</u>

Type of Meeting: Road Safety Audit – Pedestrian Safety

Attendees: Invited Participants to Comprise a Multidisciplinary Team

Please Bring: Thoughts and Enthusiasm!!

8:30 AM Welcome and Introductions

Purpose and Goals

Agenda

8:45 AM Pre-Audit

Definition of Study Area

Review Site Specific Data:

o Average Daily Traffic

o Crash Data

GeometricsIssues

Safety Procedures

10:00 AM Audit

Visit Site

As a group, identify areas for improvements

12:00 PM Post-Audit Discussion / Completion of RSA

Discussion observations and finalize findings

Discuss potential improvements and final recommendations

Next Steps

2:30 PM Adjourn for the Day – but the RSA has not ended

Instruction for Participants:

- Before attending the RSA, participants are encouraged to observe the intersection and complete/consider elements on the RSA Prompt List with a focus on safety.
- All participants will be actively involved in the process throughout. Participants are encouraged to come with thoughts and ideas, but are reminded that the synergy that develops and respect for others' opinions are key elements to the success of the overall RSA process.
- After the RSA meeting, participants will be asked to comment and respond to the document materials to assure it is reflective of the RSA completed by the multidisciplinary team.





Audit Checklist

Pedestrians and Bicycles	Comment
Pedestrian Crossings Sufficient time to cross (signal) Signage Pavement Markings Detectable warning devices (signal) Adequate sight distance Wheelchair accessible ramps Grades Orientation Tactile Warning Strips Pedestrian refuge at islands Other	
Pedestrian Facilities	
 Sidewalk Width Grade Materials/Condition Drainage Buffer Pedestrian lighting Pedestrian amenities (benches, trash receptacles) Other 	





Bicycles

- Bicycle facilities/design
- Separation from traffic
- · Conflicts with on-street parking
- Pedestrian Conflicts
- Bicycle signal detection
- Visibility
- Roadway speed limit
- Bicycle signage/markings
- Shared Lane Width
- Shoulder condition/width
- Traffic volume
- Heavy vehicles
- Pavement condition
- Other

Intersections

- Geometrics
- o Sight Distance
- Traffic control devices
- Safe storage for turning vehicles

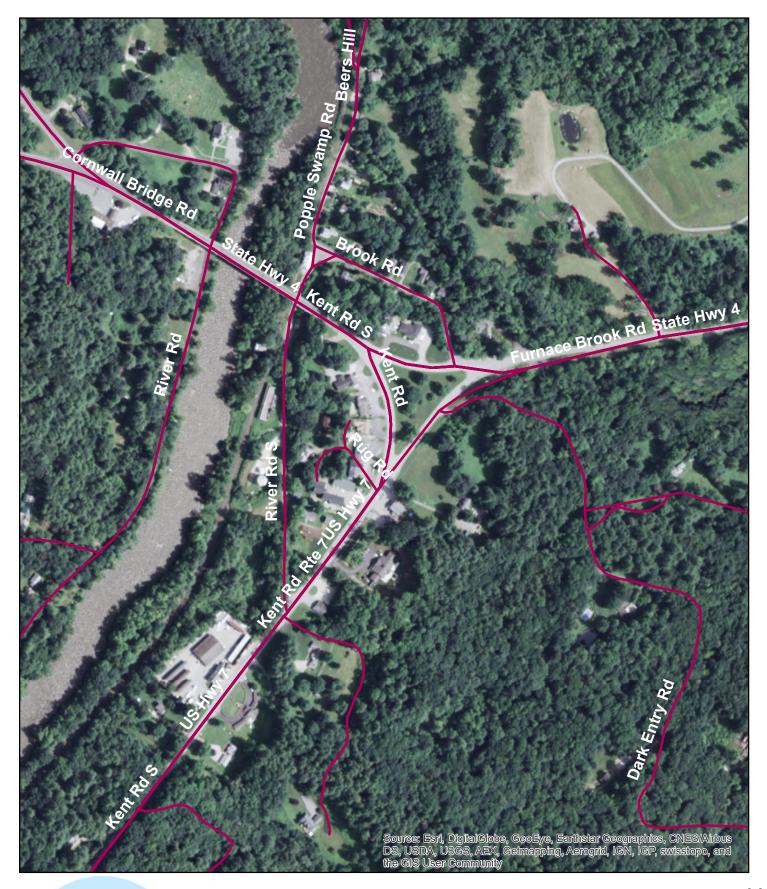
Guide rails / protection systems

Capacity Issues





 Pavement Pavement Condition (excessive roughness or rutting, potholes, loose material) Edge drop-offs Drainage issues Lighting Adequacy 	
 Signing Correct use of signing Clear Message Good placement for visibility Adequate retroreflectivity Proper support 	
 Signals Proper visibility Proper operation Efficient operation Safe placement of equipment Proper sight distance Adequate capacity 	
 Pavement Markings Correct and consistent with MUTCD Adequate visibility Condition Edgelines provided 	
 Miscellaneous Weather conditions impact on design features. Snow storage 	



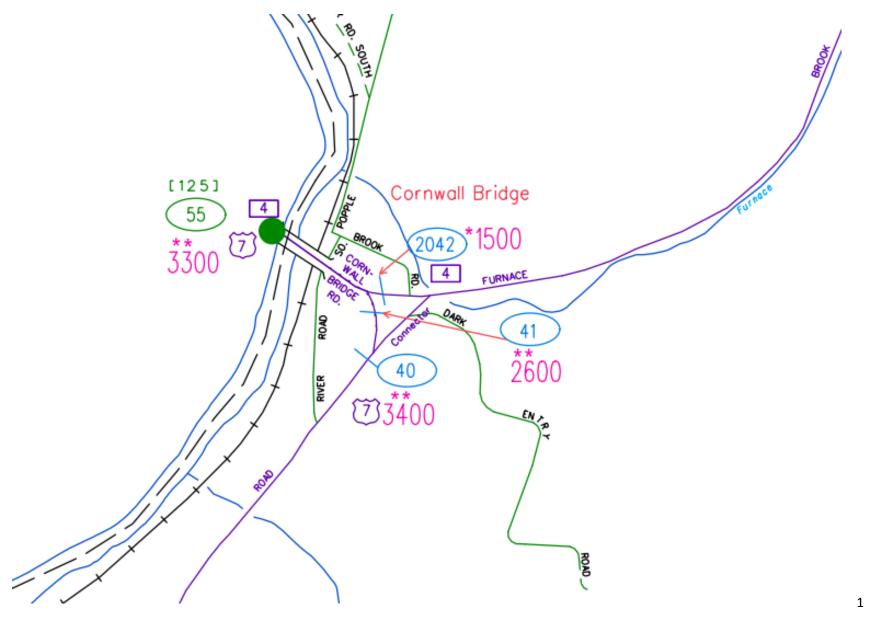


Route 7 and Route 4 Intersection, Cornwall, CT

Prepared by Joanna Wozniak-Brown Northwest Hills Council of Governments Drafted: February 25, 2016 Project: Community Connectivity Program

00.01705035 0.07 0.105 0.14 Miles

Average Daily Traffic (ADT)



2015 Crashes

UCONN Connecticut Crash Data Repository Search Criteria: Dataset: mmucc Towns: Cornwall Injury of any type (Serious, Minor, Possible), Fatal (Kill), Property Damage Only Crash Severity: Case Status: Complete A St Bridget's Church River Rd Satellite Map CORNWALL BRIDGE & Furnace Brook Rd Cornwall Package Store A Housatonic A Housatonic Veterinary Care Automated Cash Dark Entry Ro Susan Fox Milkhouse Pottery Hitching Post Country Dark Entry c Google Rd a Cornwall Bridge Pottery Tnjury of any type (Serious, Minor, Possible) 🖣 Fatal (Kill) Markers Heatmap Select All Property Damage Only Deselect All Query Selection

This web site is exempt from discovery or admission under 23 U.S.C. 409.

Connecticut Crash Data Repository - User Guide Contact Us





Road Safety Audit – Cornwall

Crash Summary

Data: 3 years (2012-2014)

There were no crashes involving pedestrians or cyclists.

Severity Type	Number of Cra	Number of Crashes	
Property Damage Only	5	71%	
Injury (No fatality)	2	29%	
Fatality	0	0%	
Total	7		

Manner of Crash / Collision Impact	Number of C	rashes
Unknown	0	0%
Sideswipe-Same Direction	0	0%
Rear-end	3	43%
Turning-Intersecting Paths	2	29%
Turning-Opposite Direction	0	0%
Fixed Object	0	0%
Backing	0	0%
Angle	0	0%
Turning-Same Direction	1	14%
Moving Object	0	0%
Parking	0	0%
Pedestrian	0	0%
Overturn	0	0%
Head-on	0	0%
Sideswipe-Opposite Direction	1	14%
Miscellaneous- Non Collision	0	0%
Total	7	





Weather Condition	Number of Crashes	
Snow	0	0%
Rain	1	14%
No Adverse Condition	6	86%
Unknown	0	0%
Blowing Sand, Soil, Dirt or		
Snow	0	0%
Other	0	0%
Severe Crosswinds	0	0%
Sleet, Hail	0	0%
Total	7	

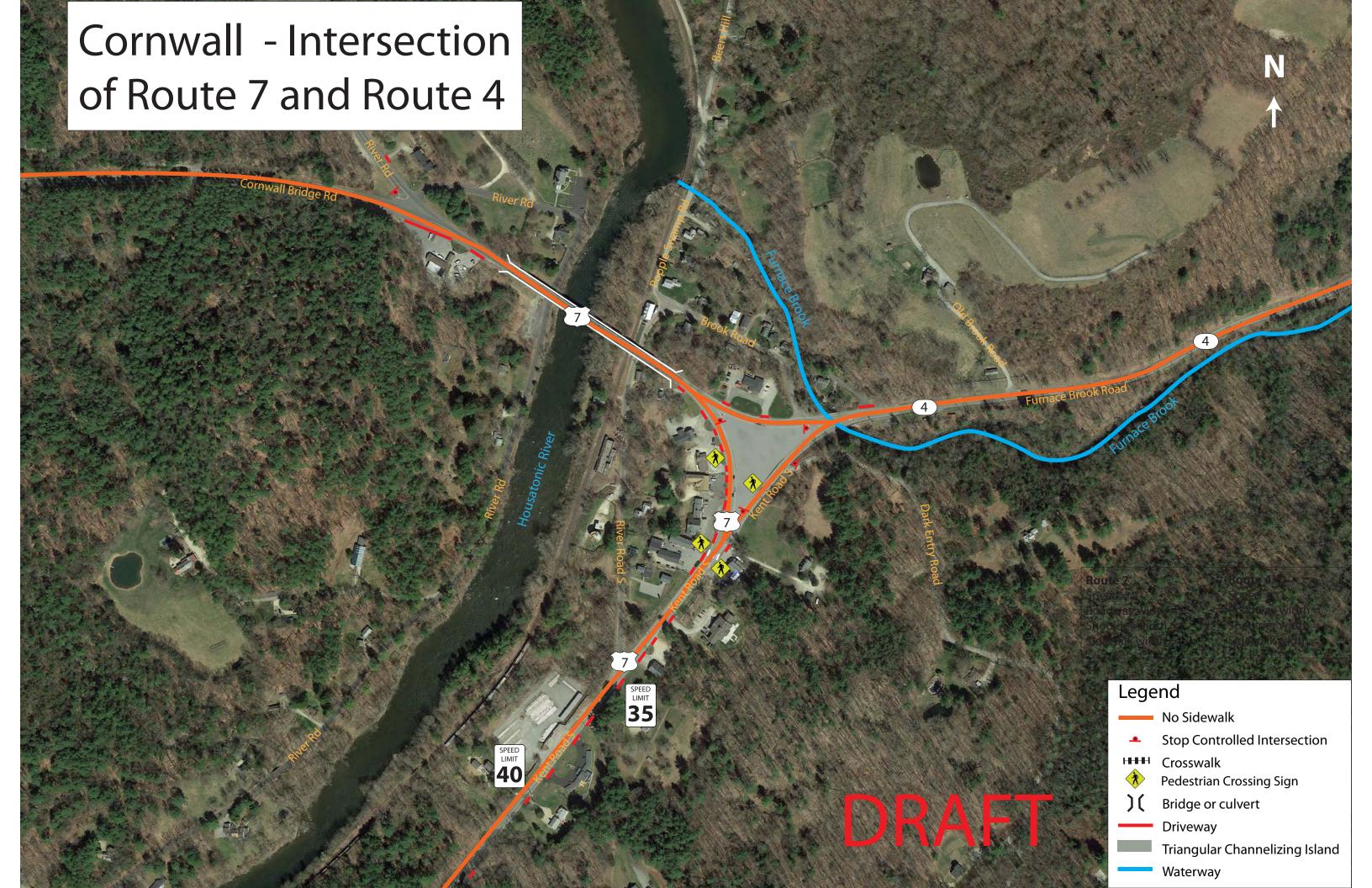
Light Condition	Number of Crashes	
Dark-Not Lighted	0	0%
Dark-Lighted	0	0%
Daylight	7	100%
Dusk	0	0%
Unknown	0	0%
Dawn	0	0%
Total	7	

Road Surface Condition	Number of Crashes	
Snow/Slush	0	0%
Wet	2	29%
Dry	5	71%
Unknown	0	0%
Ice	0	0%
Other	0	0%
Total	7	





Time		Number of Ci	rashes
0:00	0:59	0	0%
1:00	1:59	0	0%
2:00	2:59	0	0%
3:00	3:59	0	0%
4:00	4:59	0	0%
5:00	5:59	0	0%
6:00	6:59	0	0%
7:00	7:59	0	0%
8:00	8:59	0	0%
9:00	9:59	0	0%
10:00	10:59	1	14%
11:00	11:59	0	0%
12:00	12:59	0	0%
13:00	13:59	2	29%
14:00	14:59	2	29%
15:00	15:59	0	0%
16:00	16:59	1	14%
17:00	17:59	0	0%
18:00	18:59	1	14%
19:00	19:59	0	0%
20:00	20:59	0	0%
21:00	21:59	0	0%
22:00	22:59	0	0%
23:00	23:59	0	0%
Total		7	







Post-Audit Discussion Guide

Safety Issues

• Confirmation of safety issues identified during walking audit

Potential Countermeasures

• Short Term recommendations

• Medium Term recommendations

• Long Term recommendations

Next Steps

• Discussion regarding responsibilities for implementing the countermeasures (including funding)





Road Safety Audit - Cornwall

Fact Sheet

Functional Classification:

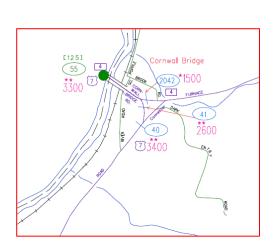
- Route 4 is classified as a Minor Arterial
- Route 7 is classified as a Minor Arterial

ADT

- ADT on Route 4 east of Cornwall Bridge is 1,500
- ADT of Route 4 on Cornwall Bridge is 3,300
- ADT on Route 7 is 3,300 3,400

Population and Employment Data (2014):

Population: 1,505Employment: 433



Urbanized Area

The intersection of Route 4 and Route 7 is not in an Urbanized Area

Demographics

- The statewide average percentage below the poverty line is 10.31%. There are no areas in Cornwall exceeding the state's average.
- The statewide average percentage minority population is 30.53%. There are no areas in Cornwall that exceed the state's average.

Air Quality

- Cornwall's CIPP number 306
- Cornwall is within the Greater CT Marginal Ozone Area
- Cornwall is within a CO Attainment Area



Appendix D





EXISTING CONDITIONS

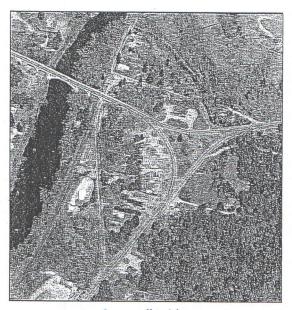
Field visits were made to both Cornwall Bridge and West Cornwall. Cornwall Center was also visited in order to understand the spatial and functional relationship between the three areas. Although Cornwall Center was not included in our original scope, we have concluded that there is a functional relationship between all the areas that will be key to a marketing program. While each area is different in terms of physical character and market niche, a coordinated marketing program for the entire town will be needed to create a critical activity mass to the benefit of each area.

To an analyst, visitor or someone seeking a specific destination, Cornwall presents a somewhat unique and confusing identity challenge. To an outsider, the Covered Bridge is probably the most well-known destination in Cornwall, yet it is located in West Cornwall not Cornwall Bridge. Cornwall Center is the government/institutional center, but Cornwall Bridge functions as the everyday convenience/retail/service center. The physical and functional relationship of West

Cornwall, which is the primary destination of visitors, to other parts of town is somewhat difficult to grasp for the visitor. A major challenge for the marketing program is to create a stronger connection between areas.

Cornwall Bridge

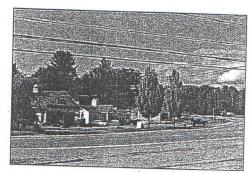
Located at the intersection of Routes 4 and 7, the area is characterized by a large traffic island/green space which due to the speed of traffic is not easily accessible by pedestrians and is not a functionally integral part of the area. For the most part, the



Cornwall Bridge

development form in Cornwall Bridge is consistent with strip development one finds on arterials such as Routes 4 and 7. However, the traffic volumes are very low in the area when

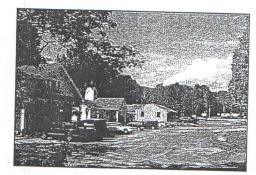
compared with a more suburban strip development arterial. The Average Daily Traffic (ADT) is 3,400 vehicles on Route 7 and 1,500 on Route 4 as compared to 15,000 to 20,000 on a typical suburban arterial. There are numerous and often poorly defined access points into retail and service establishments.



Existing Development

Parking is generally located in the front setback between the road and the building. There are no sidewalks, which combined with the speed of traffic discourages pedestrian circulation. In effect, from a built environment perspective, Cornwall Bridge does not function as a village center. Traces of a village center character remain in the vicinity of the rail station on the river, but there is no physical or functional relationship between the modern day Cornwall Bridge and the historic area.





Typical Parking Areas

On the other hand, Cornwall Bridge functions as a center in terms of products and services for the immediate market area. These products and services generally fall into the convenience category including banking, deli/convenience market, post office, package store and the home improvement category: building supplies, carpets and tiling. There is also a motel which is a logical use considering the intersecting roads. Other uses including the outdoor outfitters and the private educational use could be considered destination uses.