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OFFICIAL PRESS RELEASE

From: David Barrow
To: Local Media
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Re: Traffic Calming and Safety Projects

City of Central announces Traffic Calming and Road Safety Projects

CENTRAL, LA – The city of Central announced today that over \$100,000 worth of roadway safety projects are about to get underway thanks to two projects applied for by the Mayor's office. The projects involve radar speed displays for Durmast Drive in Northwoods subdivision and curve safety improvements on Devall Rd, Denham Rd, Frenchtown Rd, and Lovett Rd. Both projects are being funded through the Local Road Safety Program (LRSP) which only awards a handful of projects each year based upon submitted applications and judging.

The Durmast Drive project involves the installation of two radar speed display signs that will show vehicle speeds and collect data as part of a traffic calming program initiated by the mayor's office. Durmast Drive is the single entrance to three different subdivisions and handles over 4500 vehicles per day. A traffic study performed back in 2007 showed that most vehicles are speeding well over the posted 30 mph speed limit. There have also been several accidents on this neighborhood street. The city has portable speed trailers that are placed on Durmast frequently, and neighbors in the area notice a difference when the trailers are there. The last time the trailers were placed, the average vehicle speed decreased by 9 mph. The new display signs will be permanent. This program received the approval and support of the Northwoods Homeowners Assn.

The second project funded will provide centerline rumble strips, new pavement markings, and improved warning signs for three hazardous curves on Denham Rd, two on Devall Rd, six on Lovett Rd, and three on Frenchtown Rd. The curves have been the sight of dozens of accidents with over 95 injuries over the past five years. Most of the accidents involve speeding and drivers crossing the center line. The projects planned for these curves are all recommended low-cost safety improvements by the LRSP. This project was submitted to LRSP in October 2008 by the mayor's executive assistant, David Barrow, and was selected in 2009 as one of only nine projects awarded statewide by LRSP. The application scored the highest ranking of all projects submitted. LRSP will prepare engineering designs for the project and submit the project to be bid later this summer.

Another safety traffic calming project is scheduled to get underway the week of February 15, 2010 and last approximately six weeks on Lovett Rd at Magnolia Square Ln. This project involves the construction of a traffic circle roundabout at the entrance to the Village at Magnolia Square subdivision. This roundabout is a few hundred feet prior to a curve on Lovett Rd that has been the scene of numerous accidents due to

vehicles traveling too fast in the curve and departing the roadway. The roundabout will not only help slow traffic in this area, but also provide better safety at this intersection and replace the need for a traffic signal. This project is being completely paid for by the developers of the Village at Magnolia Square as part of the approval of their subdivision development.

Roundabouts are used commonly in other cities across the country to provide safer and better traffic flow at intersections, but are relatively new in Baton Rouge. Central has been the leader and model example for roundabout constructions with two roundabouts in Amber Lakes subdivision, one in Bellingrath Lakes, and one on the new Wax Rd extension. The mayor's office would like to thank the City-Parish DPW Traffic Engineering Division for their assistance over the years with the roundabout designs and implementation.

The city plans to seek additional funding for new projects in 2010 as opportunities come available.