

TRAFFIC

How will traffic impacts be studied for the Willow Bend District?

City regulations require traffic studies to help understand how redevelopments may affect our transportation system.

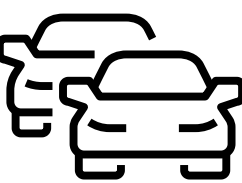
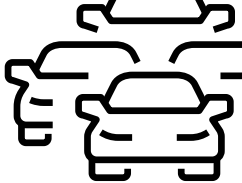
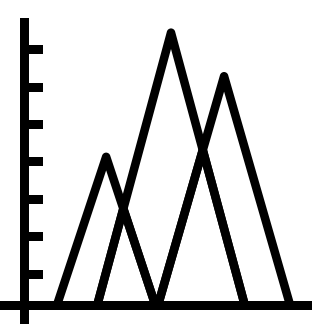
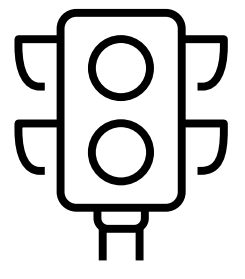
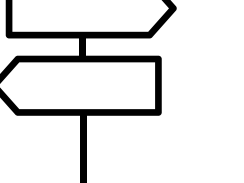
- » The City's *Street Design Standards* and *Zoning Ordinance* establish the requirements and procedures for traffic studies associated with redevelopment projects.
- » Because of its size and proposed mix of uses, the redevelopment will undergo an expanded regional traffic study, going beyond a standard Traffic Impact Analysis.
- » The study will evaluate a larger area than typically required and address a range of issues, such as event traffic, parking, transit, rideshare, and neighborhood access.
- » Based on the study results, the City will identify improvements that keep traffic safe and efficient for residents, visitors, and neighbors.



The study area for the potential development will look at traffic impacts at intersections and street segments throughout the wider road network.

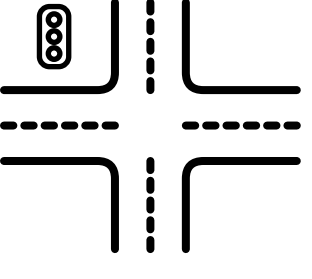
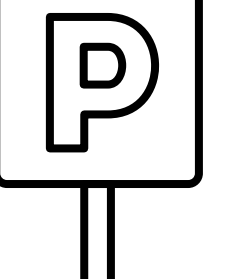
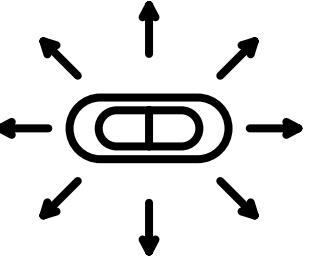
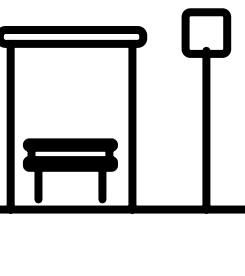
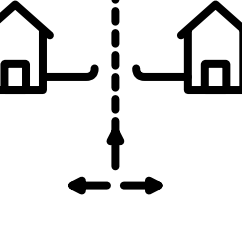
What does a traffic study evaluate?

Traffic engineers study how the transportation system functions today and in the future, including:

 Existing Conditions Current traffic volumes and operations	 Proposed Conditions How traffic may operate after redevelopment is complete
 Trip Generation How many trips the redevelopment could generate	 Intersection Performance Whether intersections will continue to operate efficiently
 Trip Distribution Where people are expected to be travelling to and from	 Site Access How vehicles will safely enter and exit the site

Who performs the traffic study?

Traffic studies are prepared by independent traffic engineers. The City is retaining a traffic and parking consultant with national experience planning for large-scale arenas and stadiums. The consultant will help evaluate:

 Traffic Operations Street and intersection flow	 Parking Demand Expected parking needs
 Event Management Traffic control during events	 Transit Opportunities Options for mass-transit services
 Neighborhood Access Local street access and cut-through traffic	

A Regional Traffic Impact Analysis is required for developments generating:

- More than 500 peak-hour trips, or
- More than 3,000 daily trips

How much development would it take to generate 3,000 daily trips?



Retail Types
52,000 sq feet



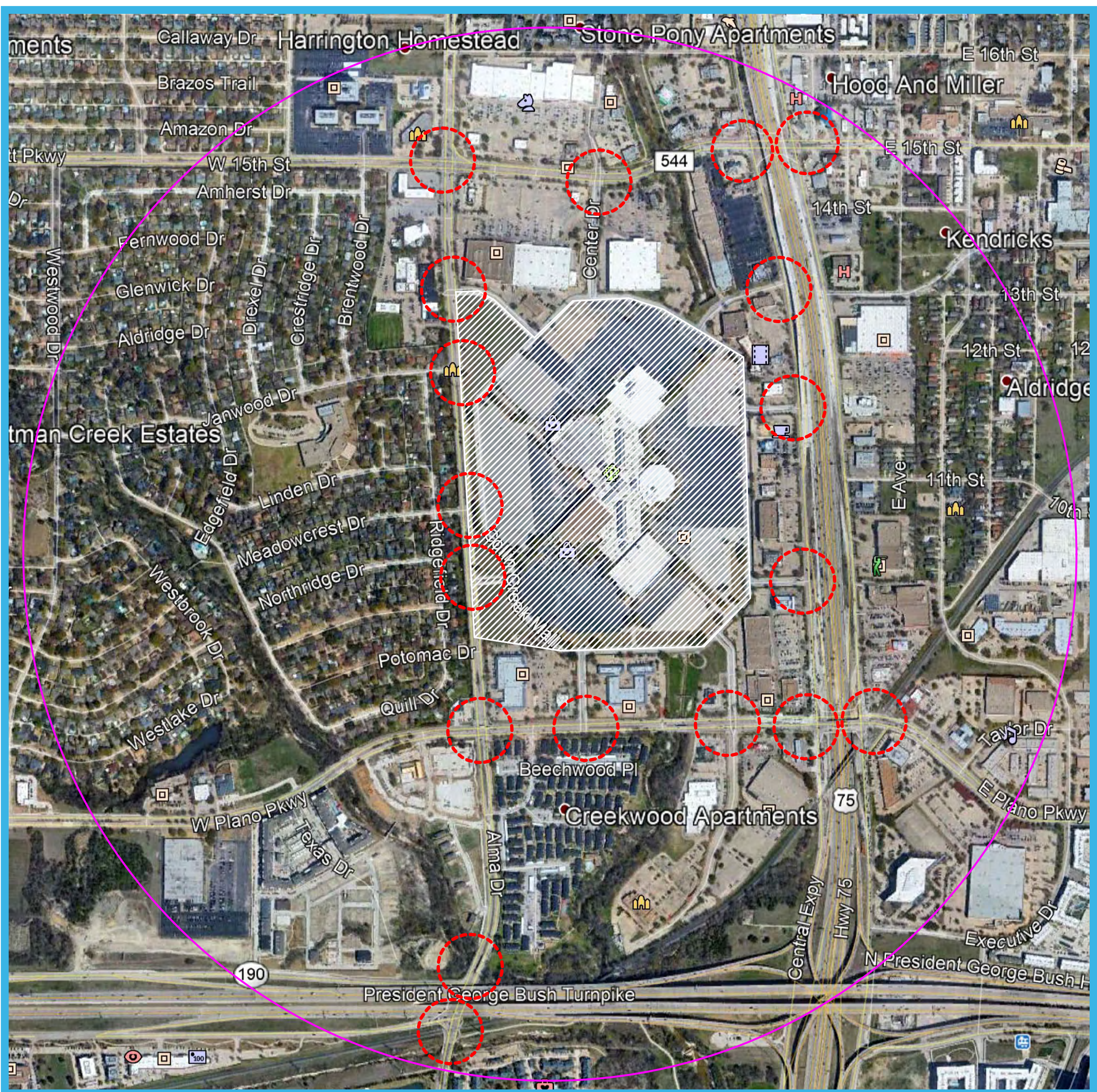
Office Types
277,000 sq feet
(Image Source: BOKA Powell)



Single-Family Housing
320 units
(Image Source: Homes.com)



Multifamily Housing
660 units
(Image Source: Nearmap)



The regional traffic impact analysis prepared for the Collin Creek Mall redevelopment proposed a number of traffic mitigation techniques, many of which have already been implemented.

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What types of solutions can be considered?

Pedestrian Facilities



Sidewalks, crosswalks, and curb ramps that connect people on foot to destinations across the district

New Right-of-Way



Land dedicated by developers for public streets, sidewalks, and utilities (Source: City of Arlington)

Street Improvements



Upgrades to adjacent local and collector streets serving the district.

Traffic Technology



Upgraded vehicle detection, CCTV cameras, AI-based traffic monitoring, and new signal cabinets keep intersections responsive and efficient

Intersections



Upgrades to intersection control, including signals, signing, and turn lanes, to keep traffic moving safely

Turn Lanes



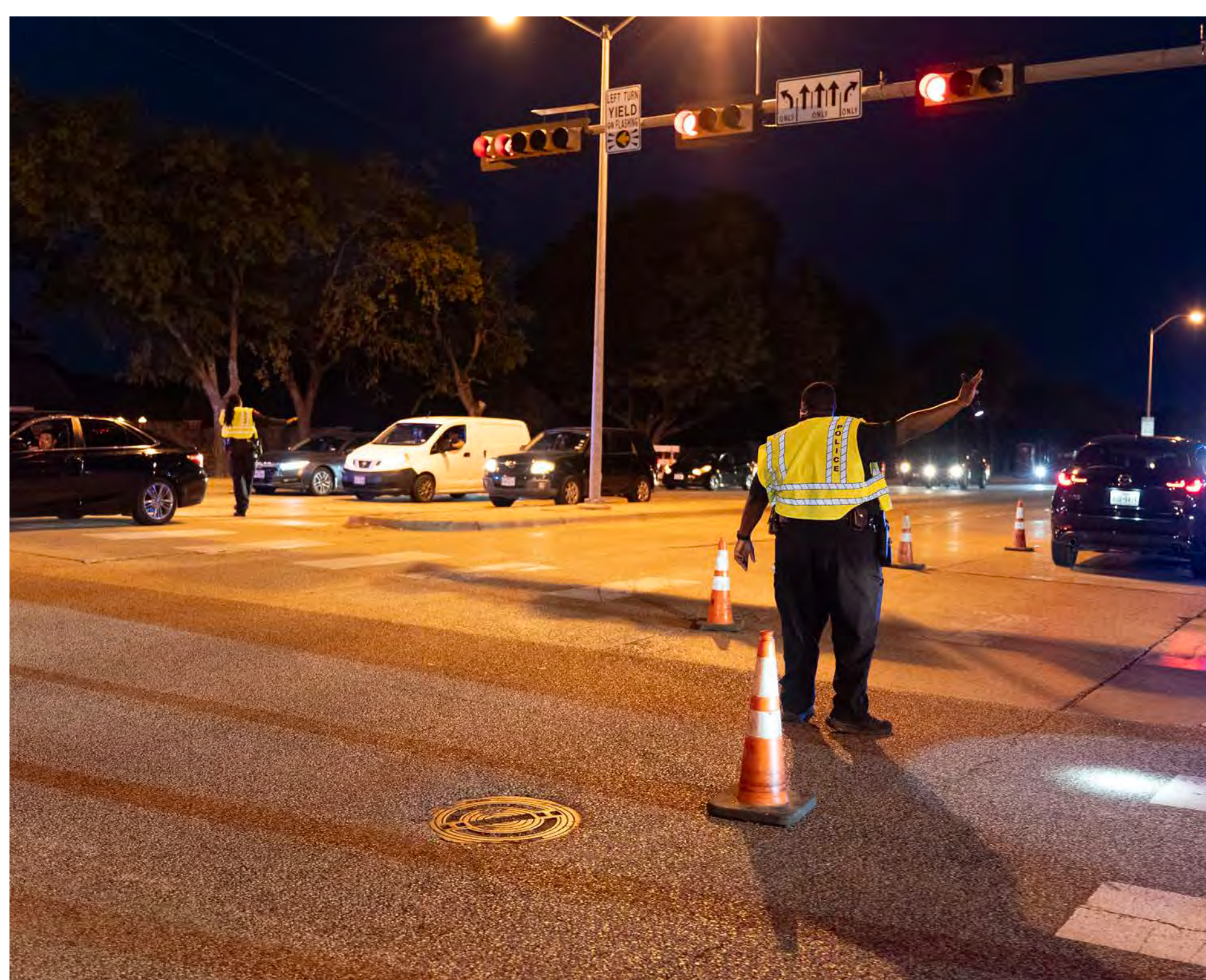
Dedicated turn lanes added at intersections so turning vehicles clear the through lanes

Deceleration Lanes



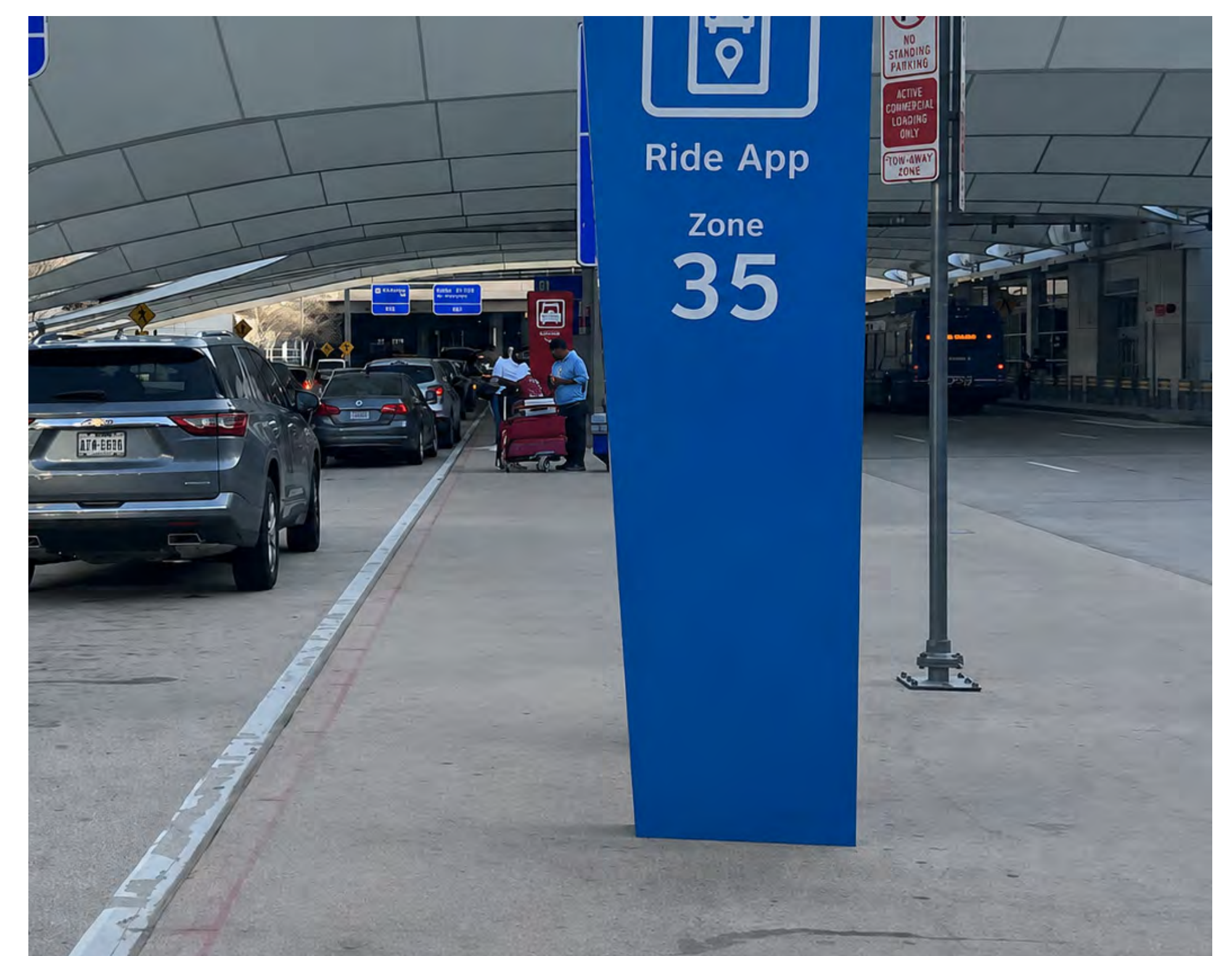
Dedicated lanes that let vehicles slow out of through traffic before turning into the site (Source: Nearmap)

Event Management



On-site traffic control and staffing to manage arrivals and departures during major events

Ride-Sharing



Designated pickup and drop-off areas for rideshare and carpool trips to and from the district (Source: Axios)

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How are traffic concerns in adjacent neighborhoods considered?

- » Cut-through traffic can be studied using traffic pattern analysis.
- » If neighborhood impacts are identified, the City may evaluate solutions through its Neighborhood Traffic Management Program.
- » Potential mitigation measures may include neighborhood traffic management tools intended to reduce speeds and encourage use of arterial roadways instead of cutting through neighborhoods.

Traffic Pattern Analysis



Analyzing how vehicles move through the area to identify circulation patterns, turning movements, and potential congestion points.

Neighborhood Program



Working with neighborhoods through our Traffic Management Program to support safer residential streets.

Speed Mitigation



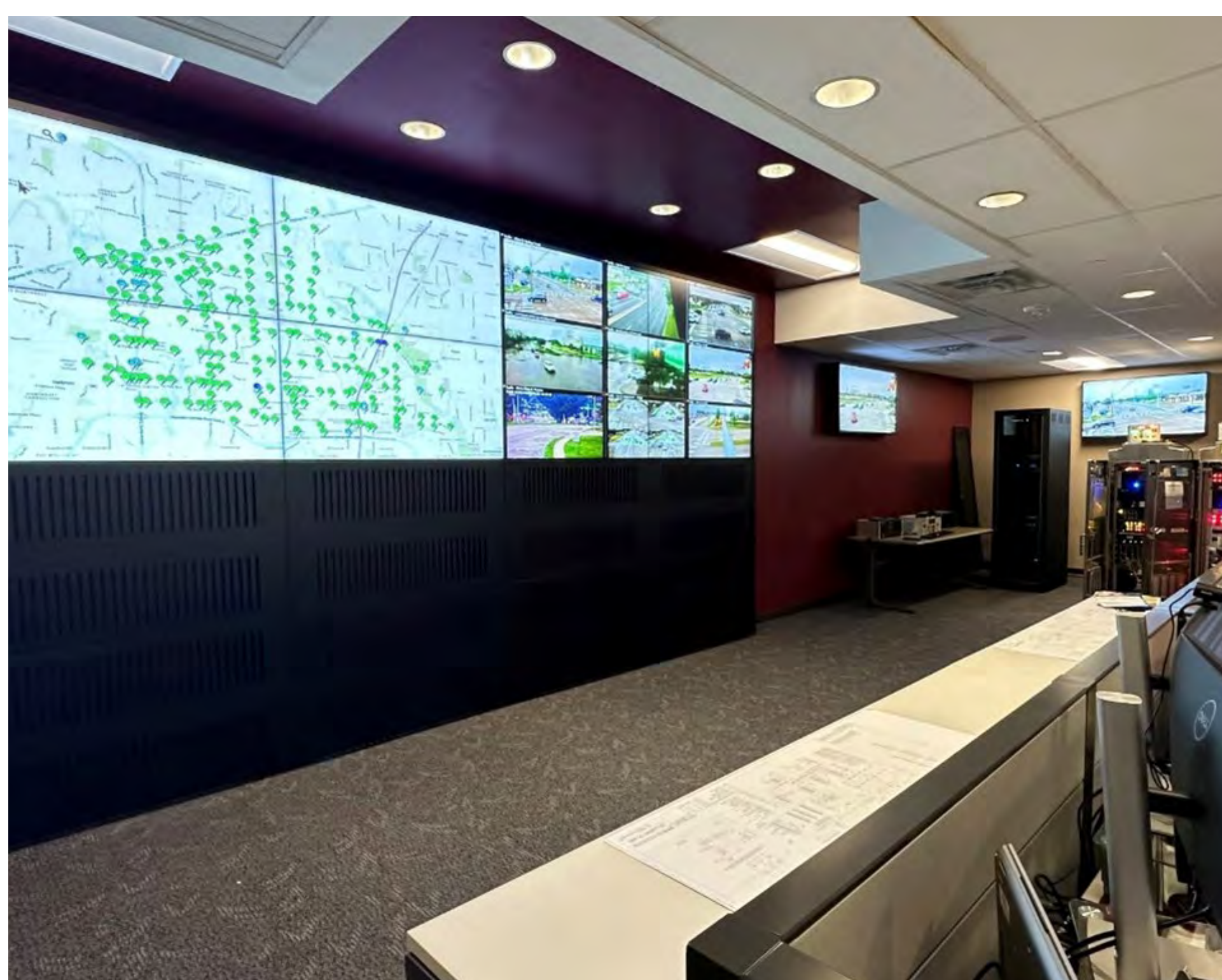
Tools that help slow traffic and create safer, more comfortable streets.

What happens after the development is built?

The City continually monitors and manages traffic conditions through:

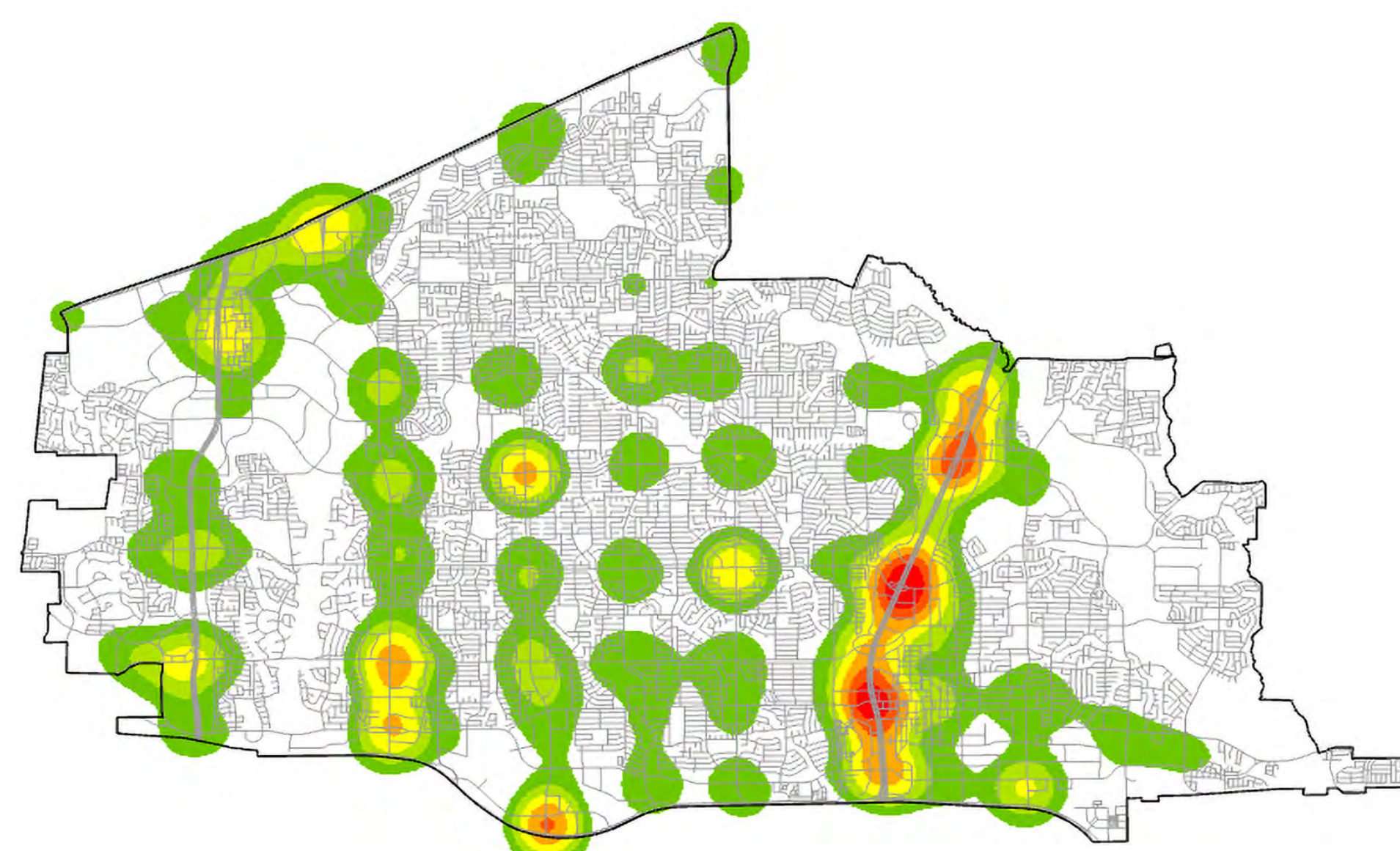
- » Annual crash analysis.
- » Signal timing optimization every 2–3 years.
- » New vehicle detection technology to monitor congestion trends (expected completion in 2028).

Traffic Management



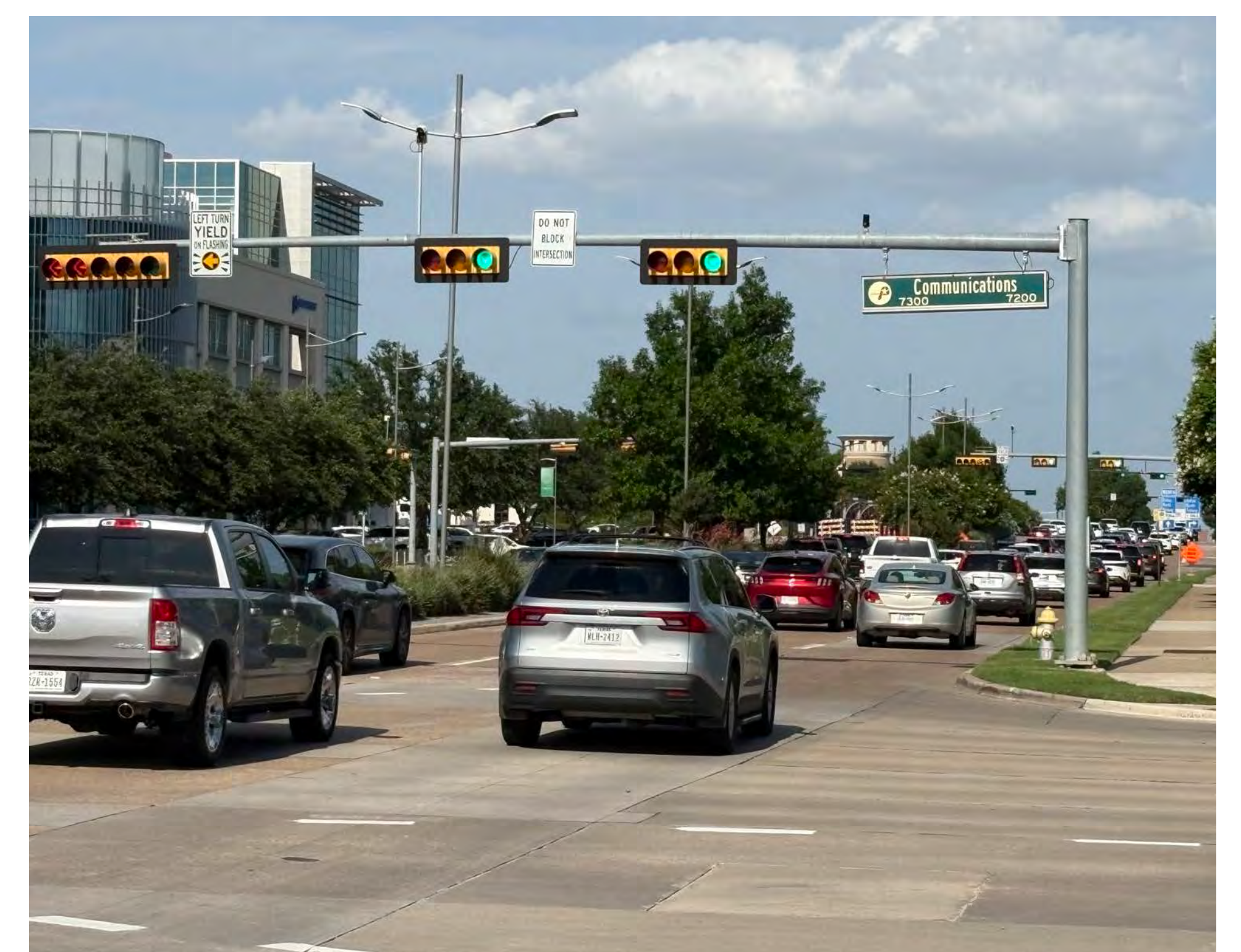
Continuously monitoring traffic conditions and adjusting management strategies as needs change.

Crash Analysis



Reviewing crash data each year to identify safety trends and opportunities for improvement.

Signal Timing



Optimizing signal timing every 2–3 years to improve traffic flow and reduce delays.