



Safe Access Is Good for Business



Q&A

Q: HOW DO REDUCED CONFLICT INTERSECTIONS AND MEDIANS IMPROVE TRAVEL?

A: Raised medians and innovative designs known as reduced conflict intersections (RCI) better manage access to the main road by redirecting drivers from minor movements. The medians and RCI designs lower crash rates, boost safety and improve traffic flow—even when traffic volumes grow. There are variations of RCI designs.

The most common RCI design used by NCDOT is depicted below. With this design, drivers on the side street go right to more easily enter the flow of traffic on the main route. If they want to go the other direction or cross the highway, they first go right, then pull into a lane dedicated for a U-turn. The design reduces points where vehicles can collide by more than half. It also provides for more green time on the main route, allowing drivers to reach their destinations more quickly. Additionally, the design allows the main road to handle more traffic with less delay.



MANAGING ACCESS ON YOUR ROAD CAN RESULT IN BETTER TRAFFIC FLOW, FEWER CRASHES AND A BETTER SHOPPING EXPERIENCE FOR YOUR CUSTOMERS.

46%

Reduction in crashes at unsignalized RCI intersections, compared to conventional intersections

20%

Overall travel time savings through RCI with synchronized traffic lights, compared to traditional corridors.

N.C. Department of Transportation

Connecting people, products and places safely and efficiently with customer focus, accountability and environmental sensitivity to enhance the economy and vitality of North Carolina

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Q&A

Q: HOW WILL A RAISED MEDIAN AFFECT MY BUSINESS?

A: If you own a “destination” business, your customers already are planning to visit you, and they will expect to get in and out easily without much congestion. For convenience-oriented businesses that are more impulsive stops, many factors affect the success of a business. The price, service and product will more likely influence a customer than direct access to your store. And you may experience more traffic going by your business after medians are built, because some drivers who are making U-turns will be going by your businesses when they would not otherwise do so before the median was built.

**CUSTOMERS WILL COME TO YOUR BUSINESS,
IF THEY FEEL SAFE USING THE ROADWAY.**



Q: WHAT DOES THE DATA SHOW ON MEDIANS AND THEIR IMPACT ON BUSINESS ACTIVITY?

A: Several states have conducted “before-and-after” studies of businesses where medians and reduced conflict intersections were built. According to a 2006 report titled “Safe Access is Good for Business” by the Federal Highway Administration, the vast majority of businesses owners in those studies said they did as well or better after the access management projects were built. The Federal Highway Administration also reported medians did not appear to harm property values where they were installed in Florida, Minnesota and Texas.

In a survey of several hundred business owners across North Carolina, there was no significant difference in self-reported revenues between businesses on roads where medians were built versus those without medians, according to a 2010 statewide research report to NCDOT. The same survey also found that businesses had a more favorable perception of medians after they were built, and 58 percent of them said the number of their customers rose or stayed the same after the median installation.

ROADS WITH BETTER MANAGED ACCESS, ALONG WITH OTHER AMENITIES SUCH AS CONCRETE CURBS, GUTTERS AND LANDSCAPED MEDIANS, WILL HELP PROTECT YOUR COMMERCIAL PROPERTY VALUES AND ATTRACT NEW INVESTMENT INTO THE AREA.

Q&A

Q: HOW WILL CONSTRUCTION AFFECT CUSTOMER ACCESS TO MY BUSINESS?

A: NCDOT always seeks to minimize disruptions to traffic and business activity during road construction. The department will maintain customer access and deliveries to businesses for the duration of the construction project. Additionally, NCDOT representatives will keep businesses regularly informed of construction schedules that may affect them. Customers will understand that road construction is temporary.



AS A BUSINESS OWNER OR STAKEHOLDER, IT'S IMPORTANT YOU ATTEND NCDOT PUBLIC MEETINGS, LEARN MORE ABOUT PROPOSED PROJECTS AND VOICE YOUR INPUT ABOUT THEM.