

# SECTION FIVE TRANSPORTATION





## INTRODUCTION

In many communities, the primary needs and concerns about the future transportation network are related to the need to move greater volumes of vehicular traffic, and to move it quickly in, around and through the town. Shepherdstown, however, has a much different set of needs and desires, with the majority of the community's aspirations for its transportation network focused on ensuring that it is community in which pedestrians and bicyclists can move easily in and around town and where automobiles are just one of several forms of transportation that need to be accommodated.

Situated at the crossroads of several regional highways and having one of the few regional crossings of the Potomac right next to its downtown brings significant volumes of vehicular traffic through town. The presence of Shepherd University compounds the traffic congestion issues, with commuter students flowing in and out of town at regular intervals throughout the day. The heavy traffic volumes and limited number of routes in and around town creates chokepoints at the intersection of Duke Street and German Street and other locations in town and puts stress on the local street network to handle peak traffic conditions. Solutions to these issues must be balanced with the need to maintain the historic character of the community, which limits opportunities for widening roads or making significant modifications to traffic patterns in the core of the town.

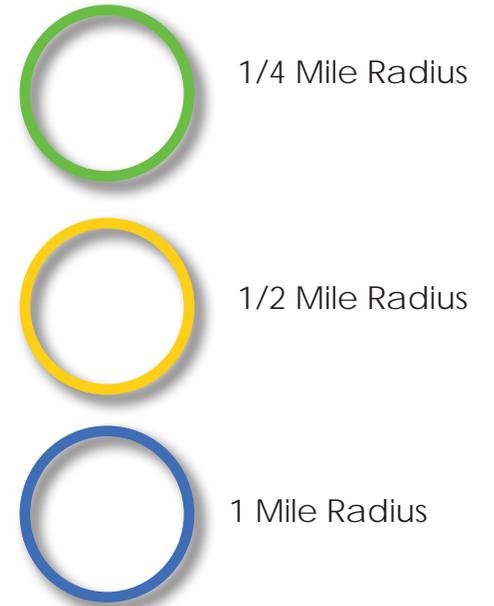
Moving forward, the community has decided on a path that will help it retain the features of the local transportation network that give the community its unique character, while also building a future transportation network that achieves the goal of being a community where there is true choice on how people move about town, whether on foot, by bicycle or by car.



*Shepherdstown's historic grid street network provides a strong and interconnected foundation for the expansion of the local transportation network*



*This map demonstrates the walkability of Shepherdstown. As the map shows, a significant portion of the town is located within one half mile of the intersection of German Street and Princess Street, meaning most of the Town's residents are within a 5 to 10 minute walk of downtown.*



Walking Distance from Downtown Shepherdstown



An interconnected, safe and accessible network of pedestrian and bicycle infrastructure will span the entire community and connect it to the larger region.

### **1.1** Require Pedestrian and Bicycle Infrastructure

**STRATEGY:** Continue to enforce development regulations that require the inclusion of bicycle and pedestrian facilities in the design of new streets.

**JUSTIFICATION:** Shepherdstown is a community in which biking and walking are an integral part of life. As new development occurs, it is imperative that the town continue to require the provision of infrastructure to allow for safe biking and walking to help support this aspect of Shepherdstown's high quality of life. The provision of this type of infrastructure also has the added benefit of reducing overall demand for parking, decreasing the number of car trips necessary (thereby saving energy and reducing air pollution, and contributed to a healthier lifestyle.

### **1.2** Develop a Regional Bicycle and Pedestrian Plan

**STRATEGY:** Work with the MPO, WVDOT and other local governments in the region to develop a regional bicycle and pedestrian plan.

**JUSTIFICATION:** Integrating the town's pedestrian and bicycle network into a larger regional network, with connections to destinations outside of the corporate limits, will contribute to the ability of Shepherdstown's residents to have greater access to external destinations and promote tourism, particularly bicycle tourism. As part of a regionally integrated plan for bicycle and pedestrian infrastructure, the town and its partners should also be more successful in leveraging state and federal funds to construct both internal and regional connections.



*This map identifies the potential locations of the primary bicycle and pedestrian routes in town and through the greater Shepherdstown area. Routes and portions of routes that are in closest proximity to the corporate limits are generally designated for mixed pedestrian and bicycle use, while the more rural routes would likely be utilized as bicycle routes only.*

-  Multi-Use Routes
-  Bicycle Routes

Conceptual Bicycle and Pedestrian Plan Primary Route Map

## 1.3 Develop Greenway Trails

**STRATEGY:** Identify corridors for the establishment of greenway trails in and around Shepherdstown, and work to acquire easements for the construction of trails along those corridors.

**JUSTIFICATION:** As land is developed, the community will often lose opportunities to establish greenway trail connections if adequate plans are not in place to establish them prior to development. Once development occurs, acquiring easements for trails can be a difficult and expensive proposition, leading to lost opportunities to make critical connections between neighborhoods and regional destinations.

## 1.4 Regional Coordination for Greenway Development

**STRATEGY:** Encourage Jefferson County to participate in the identification of greenway corridors and to require the dedication of easements for greenway corridors in the area around Shepherdstown.

**JUSTIFICATION:** Like other bicycle and pedestrian facilities, greenway trails can provide important regional connections.

Collaborating with Jefferson County to identify and develop these corridors will ensure a greater degree of connectivity throughout the area and ensure that new development outside of the corporate limits can be connected to a larger regional greenway network.

## 1.5 Install Shared Lane Markings for Bicycles

**STRATEGY:** Explore options for the retrofitting of bicycle routes with pavement markings indicating road sharing requirements where dedicated bicycle lanes are not feasible.

**JUSTIFICATION:** Adding pavement markings along routes used by bicycle riders that remind drivers of the requirement to share the road will help to improve safety for bike riders and increase awareness of the presence of bicycles on these routes. Since the development of dedicated bike lanes or off-road paths can take years to complete, this is a cost effective interim solution to the need to provide accommodation for bicycles on more heavily traveled routes.



## 1.6 Require Bicycle Parking Facilities

**STRATEGY:** Amend commercial development regulations to require dedicated bicycle parking wherever off-street automobile parking is provided.

**JUSTIFICATION:** Being a bike friendly community means not only having on-road facilities for bike riders to be able to safely travel between destinations, but also a way for them to safely and securely park their bicycles once they arrive. The lack of adequate bicycle parking can discourage biking for purposes other than recreation, or lead to bikes being parked in locations that are not appropriate for that use. Like automobile parking, providing sufficient space for bike riders should become a standard part of the development process.

## 1.7 Expand Public Bicycle Parking Facilities

**STRATEGY:** Develop a public bicycle parking facilities plan and install bicycle parking facilities in accordance with the plan.

**JUSTIFICATION:** Not all of the community's needs for bicycle parking can be met through the provision of privately developed

facilities. Planning for the installation of public bike parking facilities in locations such as downtown, at parks and in other public spaces / destinations will help to fill in gaps in available resources, encourage biking as a form of transportation, and most importantly, demonstrate the community's ongoing commitment to biking as an alternate form of transportation.

## 1.8 Expand Bicycle and Pedestrian Access to Schools

**STRATEGY:** Participate in the State's Safe Routes to School program to assist in the development of policies, programs and funding for the improvement of pedestrian and bicycle access to local schools.

**JUSTIFICATION:** The Safe Routes to Schools program provides an opportunity to leverage grant funds to develop or improve pedestrian and bicycle facilities between neighborhoods and schools. Ensuring that safe access is provided for children to walk or ride a bike to school contributes to the community's quality of life by reducing the reliance on parents to drive children to school while also teaching children good walking and biking habits that can lead to a lifetime of preference of choosing these forms of transportation over driving. The policies and programs that participation in Safe Routes to School provides access to



also help the community support walking and biking in addition to the funding of infrastructure.

## 1.9 Improve Bicycle and Pedestrian Connections

**STRATEGY:** Collaborate with WVDOT and Jefferson County to improve bicycle and pedestrian connections between the core of the town and parks, schools shopping areas that are located outside of town.

**JUSTIFICATION:** Since many of the destinations that residents of Shepherdstown want to access on foot or by bicycle are located outside of the corporate limits of the town, the cooperation and participation by the county and WVDOT will be necessary to help improve these routes. Improving access to these destinations will help to reduce car trips and support a healthy and active lifestyle for residents of the town as well as residents of the unincorporated areas around town.

## 1.10 Improve Pedestrian Safety

**STRATEGY:** Identify opportunities to increase pedestrian safety

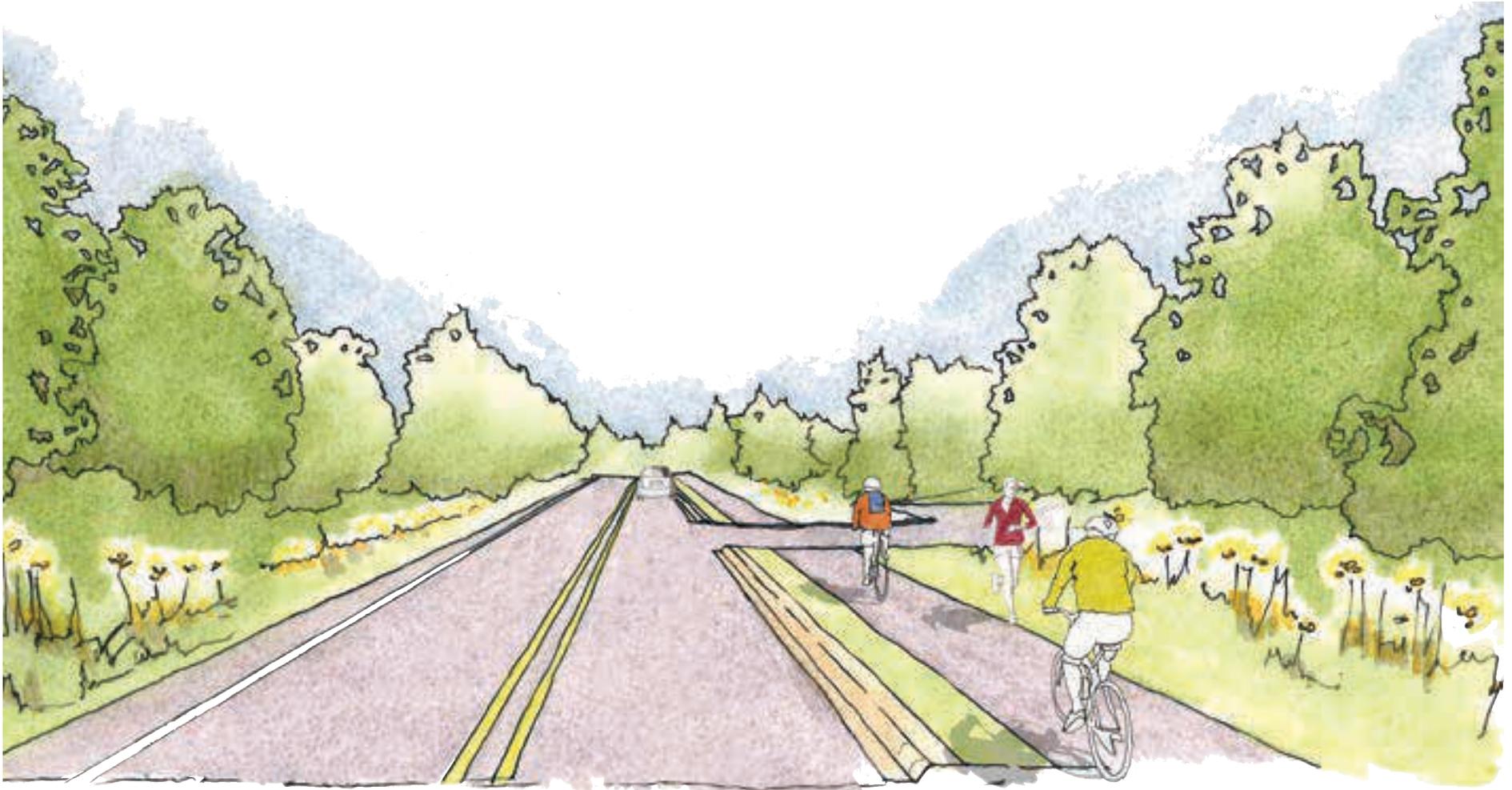
through the use of appropriately placed pedestrian warning signage and high visibility pedestrian crosswalks.

**JUSTIFICATION:** As the town works to support pedestrian travel as a means of transportation, ensuring the safety of walkers will be important to maintaining confidence in residents' ability to walk rather than drive to destinations around town. Adding and improving crosswalks, installing pavement markings and adding warning signage increase the visibility of pedestrian activity areas and helps to build awareness among motorists of the need to be mindful of pedestrians and drive safely .

## 1.11 Develop a Community Bike Sharing Program

**STRATEGY:** Explore opportunities for creating a local bike-sharing program that could be used by residents, tourists and Shepherd University students.

**JUSTIFICATION:** Installing either free or paid bicycle sharing stations at key locations in the town, including on the campus of Shepherd University will help to increase participation in biking as an alternate form of transportation in the community and encourage active and healthy lifestyles. Bike sharing also allows



*The addition of a dedicated mixed bicycle and pedestrian path on the north side of Martinsburg Pike between the town limits and Mad-dex Square would greatly improve the safety and attractiveness of the route for pedestrians and bicyclists.*

casual riders, the opportunity to bike around town, or make a quick trip for an errand, without the investment in purchasing a bike or needing a place to store it. Developing interest among casual riders can help, over time, to build greater support for biking and lead to more participation in biking as a regular form of transportation as these casual riders become more accustomed to biking around town. Bike sharing also allows tourists to experience more of the community than they may have otherwise had an opportunity to on foot, and provides a different perspective as opposed to riding around in a car. If coupled with remote parking areas, this can also allow tourists more freedom to explore the town while freeing up public parking in more centralized locations.



## T GOAL 2

The local street network will grow in a manner that provides the maximum amount of connectivity for **automobile traffic and respects the historic street grid pattern** as it expands outward from the core of town.

### 2.1 Expand the Grid Street Network

**STRATEGY:** Adopt regulations that require the extension of the grid street network as land is annexed into the Town and subdivided where such extensions are practical with respect to topography and existing development constraints.

**JUSTIFICATION:** Shepherdstown's historic grid street network provides a strong and efficient transportation network that allows for multiple alternative routes. It also plays a major role in shaping the character of the community since it is the foundation for how the town and its neighborhoods developed. Extending the network, where possible, as growth occurs around the core of the town will help to strengthen the character of the community and ensure greater compatibility and connectivity with future development.

### 2.2 Promote Neighborhood Connectivity

**STRATEGY:** Prohibit the use of cul-de-sacs or permanent dead-end streets where there are opportunities for connections to adjacent properties or existing streets, and require developers to extend streets to adjacent property lines where connections to existing or planned streets can be made.

**JUSTIFICATION:** Internal roads within new developments that provide limited or no connectivity to surrounding properties negatively impact the overall community transportation network by limiting the number of routes available to a destination and channelizing traffic flows onto a small number of roadways. In addition to distributing traffic, enhanced connectivity provides for quicker access for emergency vehicles as well as lower costs

for the provision of municipal services that are dependent on transportation access, such as solid waste collection, due to more efficient routing options.

## 2.3 Establish Minimum Connectivity Ratios

**STRATEGY:** Require minimum connectivity ratios for internal streets within subdivisions.

**JUSTIFICATION:** Internal connectivity within a new development is just as important as external connectivity. By establishing a minimum ratio between the number of links (roads) and nodes (intersections), the use of dead end and cul-de-sac streets can be discouraged.

## T3 GOAL

The local highway network will provide for the safe and efficient movement of vehicular traffic to and through the community in a manner that reduces congestion, calms traffic and promotes safe access.

### 3.1 Limit Driveway Access to Thoroughfares

**STRATEGY:** Adopt regulations to minimize the number of vehicular access points from individual parcels or newly created subdivisions onto adjacent thoroughfares, and encourage Jefferson County to enforce similar regulations in the area outside of town.

**JUSTIFICATION:** Frequent curb cuts along major thoroughfares to provide access to individual businesses or subdivisions can negatively impact the safety, functionality and efficiency of the transportation network, especially when these access points allow full turning movements without restriction or control. As this is an issue with potential implications along roadways leading to town from unincorporated areas of the county, cooperation with Jefferson County will be necessary to help guarantee the future efficiency of the highways leading to and from town.

### 3.2 Require Cross Access

**STRATEGY:** Adopt regulations to require cross access between adjacent commercial developments that exceed a minimum traffic generation threshold and encourage Jefferson County to enforce similar regulations in areas outside of town.

**JUSTIFICATION:** If access limits are placed on development along major thoroughfares, alternative means of connecting to the adjacent street network will be necessary. Requiring cross access between properties, in lieu of allowing direct access to a thoroughfare, is an effective tool to both guarantee access while also limiting the number of potential conflict points along a major roadway.

### 3.3 Pursue Highway Capacity and Safety Upgrades

**STRATEGY:** Collaborate with the MPO and WVDOT to identify needed capacity and safety improvements on local highways and encourage the state to fund such improvements.

**JUSTIFICATION:** Since traffic on the highways leading to and through Shepherdstown has regional origins and destinations, the town should work in cooperation with state and regional partners to seek funding to improve the capacity of these regional facilities. Involvement by the town will also help to ensure that any improvements that are made are consistent with the town's needs and desires for the design and function of the primary roads leading to and through the community.

### 3.4 Provide Alternate Truck Routes Around Town

**STRATEGY:** Work with the MPO and WVDOT to identify alternate routes for truck traffic around town to lessen congestion on Shepherdstown's core street network.

**JUSTIFICATION:** The current levels of truck traffic traveling through town can lead to significant delays at key intersections in the

community. This type of regional truck traffic also contributes to air pollution in to the residential areas it passes through, impacts the safety of local roads, detracts from the town's character and increases maintenance costs on local roads. Identifying an alternate route for truck traffic on the most heavily used corridors would significantly lessen the impacts that this regional traffic has on the community.



# T GOAL 4

The community will be served by an efficient public transportation system that provides convenient and efficient access to regional destinations.

## 4.1 Expand the Availability of Public Transportation

**STRATEGY:** Explore opportunities for expanding the availability of public transportation to serve the greater Shepherdstown area.

**JUSTIFICATION:** Surveys, interviews and community discussions held as part of the development of the Comprehensive Plan consistently identified expanded access to public transit as a primary concern of the community. An expansion of current limited service between Martinsburg and Shepherdstown could help provide additional employment opportunities for Shepherd University Students who lack access to other means of transportation, and could provide better regional access for other residents in the community with similar transportation needs.

## 4.2 Expand Passenger Rail Service

**STRATEGY:** Work with other local governments in the region to expand the quality and frequency of passenger rail service to the Washington / Baltimore area.

**JUSTIFICATION:** As a community that is one of a number in the larger region served by MARC with passenger rail service to the Washington / Baltimore metro area, the town has a role in advocating for increased frequency and quality of the service provided to its residents. By expanding the frequency of trains that continue to or depart from the Duffields station (versus transfer bus service), residents in the region would have a wider range of options about when to leave and return from their long commutes. Improving the quality of service, perhaps with smaller express trains to West Virginia or by improving accommodations aboard the trains, could make the line a more attractive option



and increase ridership, which could help to financially support this vital service.

### 4.3 Establish Direct Public Transit Connections to MARC

**STRATEGY:** Work with PanTran to establish direct bus connections between Shepherdstown and the Duffields MARC station.

**JUSTIFICATION:** Shuttle service from Shepherdstown to the MARC station at Duffields would enhance the ability of residents to access the MARC commuter rail service, while also increasing the capacity of the existing parking at the station since the share of the commuters driving from Shepherdstown would decrease. Direct shuttle service would also expand access to residents who do not have access to other means of transportation to travel to the station.

### 4.4 Provide Additional Local Access to Shepherd University Shuttles

**STRATEGY:** Encourage PanTran and Shepherd University to reroute the campus shuttle through downtown Shepherdstown,

include scheduled stops in downtown and extend service to the Maddex Square area.

**JUSTIFICATION:** Shepherdstown has a unique opportunity to leverage the existing campus shuttle service at the university to expand public transit options in the community as a whole. By adding a scheduled stop in the downtown area and extending service along Route 45 to reach the Maddex Square area, the shuttle could more effectively transport students to destinations in town, allow residents in the core of the community to access the shopping center and provide residents in neighborhoods around MAddex Square with another transportation option to reach the core of the community. Allowing free community use of the shuttle service and expanding the geographic scope of service would also promote interactions between residents and university students and give the shuttle greater support in the community.



## Transportation infrastructure will reflect the historic character of the community and contribute positively to Shepherdstown's unique sense of place.

### 5.1 Develop Compatible Transportation Infrastructure

**STRATEGY:** Adopt standards for the design and construction of streets and sidewalks that are compatible with the prevailing precedents for the widths for right-of-way, travel lanes, on-street parking, planting strips and sidewalks found in the community.

**JUSTIFICATION:** As the town grows and new streets are built to accommodate development, or as improvements are made to the existing street network, the new infrastructure should match the existing precedents in town, particularly for new residential streets. The full composition of a street, from the width of pavement and travel lanes, on street parking accommodations, planting strips and pedestrian amenities all contribute to the character of neighborhoods. Transferring these attributes to new development will help growing areas be compatible with

the aesthetic character of Shepherdstown, and avoid the monotony of typical subdivision streets that are found in most new developments.

### 5.2 Limit Regulatory Signage

**STRATEGY:** Limit the size and number of regulatory signs to the minimum standards necessary to comply with the standards of the Manual on Uniform Traffic Control Devices and to ensure public safety.

**JUSTIFICATION:** While it is imperative to ensure that streets in town have adequate signage for controlling traffic and providing directions, the overuse of signage, including the number of signs and excessively sized signs, can detract from the character of the community. Limiting the number and size of signs to that

which is absolutely necessary will help Shepherdstown retain its character and reduce / prevent excessive sign clutter along primary roadways in town.

### **5.3** Limit Signalized Intersections in Historic Areas

**STRATEGY:** Continue to utilize static signage and pavement markings instead of stoplights to regulate traffic at major intersection in the historic core of the town.

**JUSTIFICATION:** A key aspect of the character of the community that was consistently identified during the development of the Comprehensive Plan was the absence of traffic signals in the core of the community. As long as the existing traffic control signage that is currently in place continues to ensure functionality of the system, keeping this method of traffic control will help Shepherdstown retain its unique small town character. An added benefit of 4-way stop intersection control is that it prevents excessive idling during periods of low traffic (such as at night) while waiting for lights to change. Requiring all traffic to stop also provides more frequent opportunities for pedestrians to cross busy streets.

### **5.4** Develop Unique Street Signage

**STRATEGY:** Develop a system of unique street identification signage that is in keeping with the historic character of the community than the currently utilized design.

**JUSTIFICATION:** Designing and installing street identification signs with a unique logo / color that reinforces the character of the town and provides more differentiation from streets just outside of town will help to establish a stronger brand identity for the community. While these signs will typically come with a higher cost, due to nonstandard design and graphics, they are generally very popular additions to a community.



Automobile parking will be available in convenient locations and in sufficient quantities to meet the needs of residents, businesses and visitors.

## 6.1 Ensure Adequate Student Parking Availability

**STRATEGY:** Continue working with Shepherd University to ensure that sufficient automobile parking is available to meet the needs of their commuter students.

**JUSTIFICATION:** As the student body of Shepherd University has grown in recent years, so has the University's commuter student population, which, in turn, has increased demands on public parking in town. Due to existing development patterns, there is some mismatch between available parking resources and the destinations served by a large percentage of the available on-campus parking. Recent cooperative efforts have focused on improving public access to university parking lots during non-peak hours and days, but the availability of parking for university students continues to be mismatched with desired destinations, which leads to high rates of usage of parking in the downtown

area by commuter students. Moving forward, it will be important for the town to support and collaborate with the university as both entities develop and manage automobile parking resources so that each can receive the greatest benefit from their investments.

## 6.2 Town – University Parking Partnership

**STRATEGY:** Explore opportunities to partner with Shepherd University to provide public access to the University's planned parking garage for special events and during hours and times of year when the University's parking demand is lower.

**JUSTIFICATION:** As the development of a structured parking facility on the campus of Shepherd University comes closer to being a reality, it will be important for the town to secure access

to the deck for special events and to support tourism during times of the year when it is not being utilized fully by the university. The addition of these spaces in closer proximity to downtown than existing remote lots in the area gives the town a significant opportunity to expand the availability of parking for visitors to town, thereby increasing the economic potential of downtown businesses and expanding the capacity of local festivals.

### 6.3 Expand Off-street Parking Options

**STRATEGY:** Identify underutilized properties on the margins of downtown Shepherdstown that could be put into more productive use for off-street parking and work with property owners to develop new parking resources through acquisition and development of parking by the town, acquiring parking leases and making necessary improvements, or by encouraging property owners to develop privately owned, but publicly accessible, paid parking lots.

**JUSTIFICATION:** Expanding the availability of parking on the margins of downtown, particularly on sites that may not be in use during normal business hours, such as churches, would allow downtown business owners and their employees, as well as visitors

to the area, additional options to park away from the downtown core with fewer restrictions on time. This, in turn, would free up additional downtown spaces for use by customers who need to make a quick stop or have a meal, but who do not need to park for long periods of time.

### 6.4 Public Access to Private Parking Lots

**STRATEGY:** Identify opportunities for the town to partner with the owners of existing off-street parking lots to make those spaces accessible to the public as paid parking during their off-peak business hours and times of year.

**JUSTIFICATION:** Installing meters for use on private property, with the town responsible for enforcement and collections, would allow property owners around the downtown area to monetize their parking resources during periods when it may typically go unused. This promotes a more effective use of land versus idle parking lots, and provides a potential incentive for property owners who may not otherwise consider such an arrangement without a revenue generation component.



## 6.5

### Promote Parking Demand Reduction

**STRATEGY:** Continue to support parking demand reduction policies, such as encouraging the greater use of bicycles and walking for short trips in town.

**JUSTIFICATION:** Expanding the supply of parking will ultimately not be able to keep up with demand as growth pressures from new development, tourism, an improving economic climate and a growing student population continue to affect the availability of parking. Therefore, encouraging less automobile use for short trips by residents by promoting walking and biking, will need to play a primary role in guaranteeing sufficient downtown parking for those patrons and visitors coming from outside of the local area.

## 6.6

### Downtown Employee Parking

**STRATEGY:** Work with downtown business owners to encourage them and their employees to park in locations that are more distant from their businesses so that centrally located on-street parking spaces are left open for customers and visitors.

**JUSTIFICATION:** The owners of downtown businesses and their employees can have an outsized effect on the availability of parking in a downtown. Uses, such as restaurants, that have large numbers of employees, can occupy a block's worth of parking if all of the employees parked in the most convenient locations to their jobs. Regardless of time of day, keeping on-street parking spaces available for customers and visitors to town is critical to ensuring the economic success of downtown Shepherdstown. Therefore, providing remote parking resources and reaching out to downtown business owners to encourage their use of these more distant spaces for themselves and their employees can help to ensure that customers are not discouraged by a perceived lack of parking.

## 6.7

### Implement Tiered Approach to Parking Violations

**STRATEGY:** Implement a tiered parking violation penalty structure that increases the degree of penalty based on the number of violations, ranging from a warning or very low cost for an initial violation to a high penalty for repeat violations, in order to allow some permissiveness for violations by visitors to town, while ensuring that the cost is high enough so that it is prohibitively expensive to regularly violate parking regulations.

**JUSTIFICATION:** Enforcing parking restrictions is a critical component of managing the availability of downtown parking resources. Onerous fine structures, however, can have a negative effect on a community, particularly when applied equally to tourists or others who may not be familiar with local parking regulations. Implementing a tiered structure, utilizing a warning for first time violators, for instance, can help to ensure that parking regulations are enforced in a manner that is sensitive to the context of the violation. On the other hand, repeat violators should be given much harsher financial penalties. An individual that violates parking limits on a weekly basis can have a regular and recurring effect on the availability of parking in the community, especially if they are joined by multiple other parking violators. Therefore, a much higher financial penalty should be levied at repeat violators to help discourage regular violation of the town's parking limits and remove any potential incentive that may be associated with a low cost ticket in relation to the cost of other parking options.



# T7 GOAL

**A new highway facility will be constructed to reroute traffic moving across the Potomac from the current route through the center of town to a new route along the northern margins of the community in order to relieve congestion along local streets in town and more efficiently move traffic through the region.**

## 7.1 Identify Alternate Highway Routes

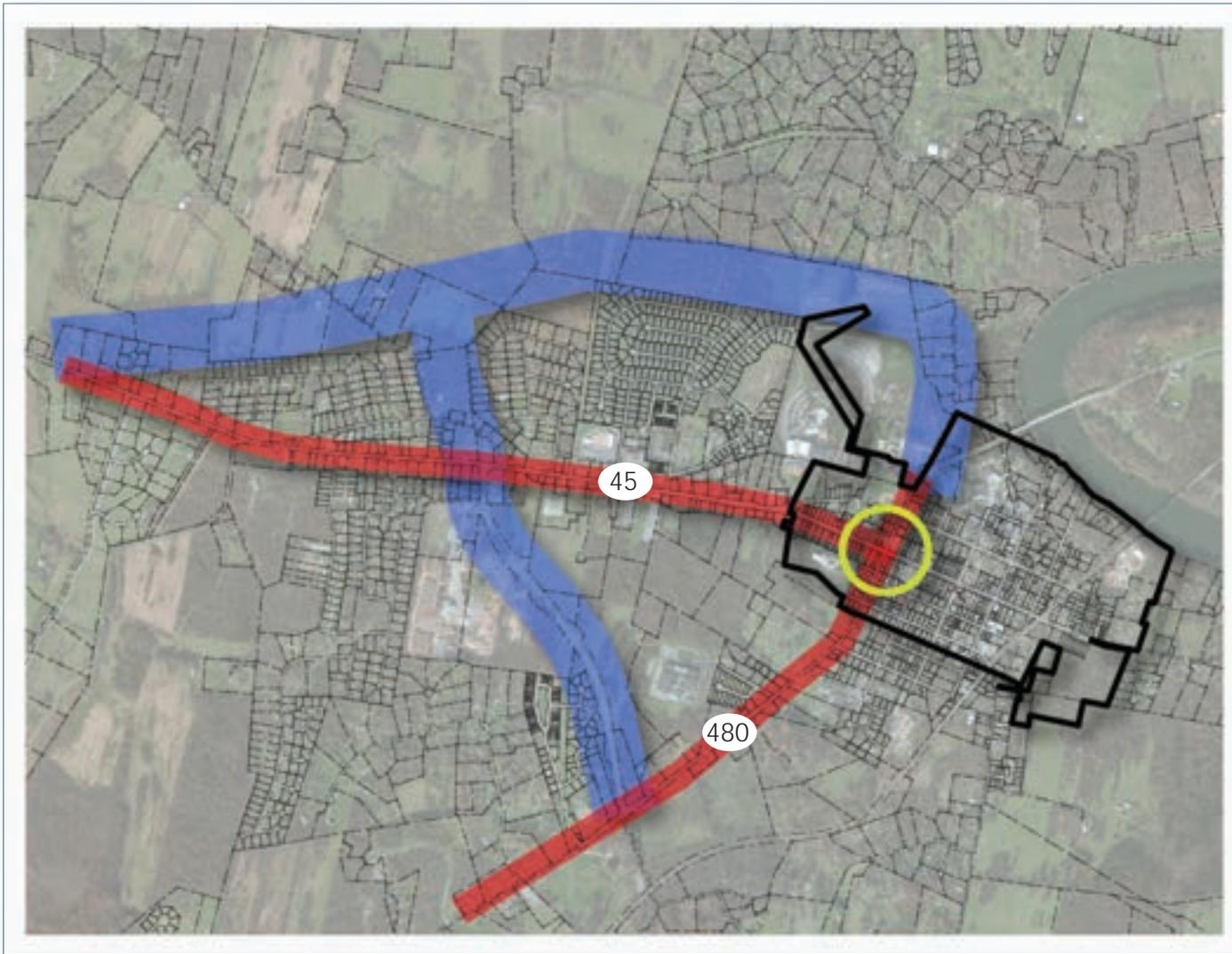
**STRATEGY:** Work with the Hagerstown / Eastern Panhandle Metropolitan Planning Organization (HEPMPO) to prepare a study of alternative routes for a new highway connection to the Potomac River crossing.

**JUSTIFICATION:** The confluence of traffic and its channelization through the core of the community has a disrupting effect on the town and its residents, and is a negative influence on the town's quality of life due to the additional traffic congestion, safety impacts of large volumes of traffic and increased air pollution associated with truck traffic traveling through urban areas. Therefore, it is imperative that the town begin work on

planning and securing funding to provide an alternate route that would take the majority of through traffic around the town instead of through its core. Developing an alternative highway route around town to the Potomac River crossing is a regional scale project that the town would have difficulty undertaking on its own given the complexity of the project.

## 7.2 Promote the Rerouting of Highway Traffic

**STRATEGY:** Actively promote the need to reroute traffic from the historic core of the community to reduce congestion and improve safety.



This map depicts a potential alternative route for heavy truck traffic that would provide relief to the intersection of German Street and Duke Street in the heart of historic Shepherdstown. The intersection, indicated by the yellow circle on the map, currently experiences heavy volumes of truck traffic moving to and from the Potomac River crossing in Shepherdstown. In order to relieve congestion at the intersection, a new designated truck route paralleling Route 45 could be constructed to bypass the intersection via Shepherd Grade Road. This route could also be connected to Route 480 via Potomac Farms Drive to eliminate the majority of truck traffic in the heart of Shepherdstown.

-  Traffic Chokepoint
-  Current Routes
-  Alternative Routes

Alternative Potomac River Bridge Traffic Routes



**JUSTIFICATION:** Given the size and scale of such a project, significant public support, from both residents of the community as well as commuters and other users of the current route, will be necessary to secure political backing at higher levels and ultimately funding of this project. A clear and concise public outreach strategy that identifies the benefits to all parties will be necessary to gain that support, and should be developed in conjunction with planning for a new route.

working with potentially affected businesses to determine the true impacts, and looking at mitigation measures, such as business district signage or maintaining quick access, can help lessen the degree of resistance to change and provide businesses with good forecasts with which to plan for their future.

## 7.3 Identify Impacts to Existing Businesses

**STRATEGY:** Work with business owners along the existing route to explore the impacts of rerouting through traffic on their businesses and identify measures that can be taken to mitigate the effects of rerouting traffic.

**JUSTIFICATION:** Business owners along routes that may see declining traffic volumes due to the development of an alternative transportation route that bypasses them are often the most outspoken critics of such projects given the potential impacts associated with reduced customer traffic. Proactively