

Village Highway VA Route 24 Corridor Improvement Study Public Engagement Summary

March 4th, 2021



Central Virginia Transportation Planning Organization

EPRPC

Public Input Survey Results

Rustburg RTE 24 Survey Progress

Welcome

Rustburg Route 24 (Village Highway) Corridor Plan
This study seeks to identify potential improvements to the Route 24 corridor between Brookneal Highway (Route 501/Route 24 split) on the west and Red House Road on the east.

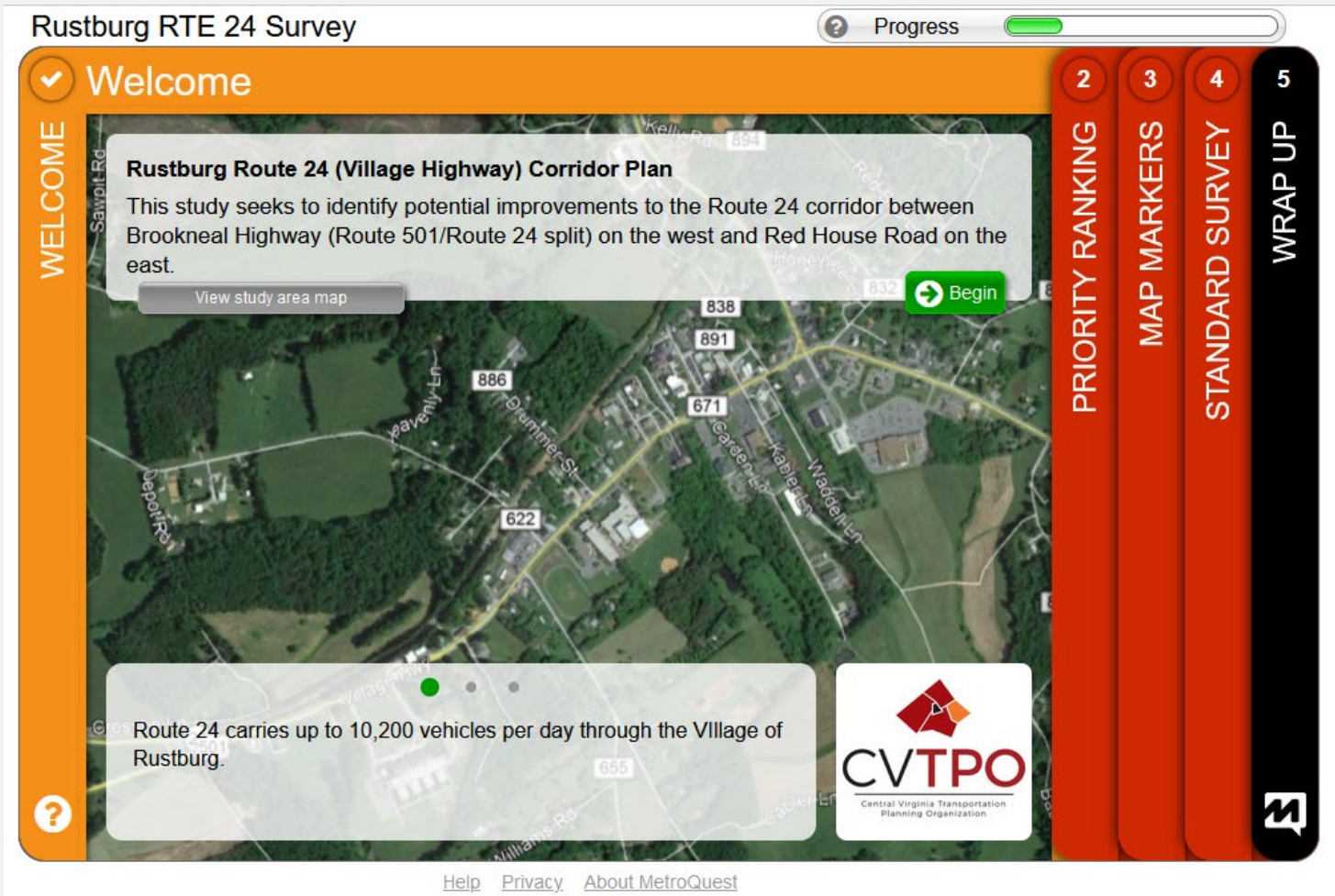
[View study area map](#) [Begin](#)

Route 24 carries up to 10,200 vehicles per day through the Village of Rustburg.

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2 PRIORITY RANKING
3 MAP MARKERS
4 STANDARD SURVEY
5 WRAP UP

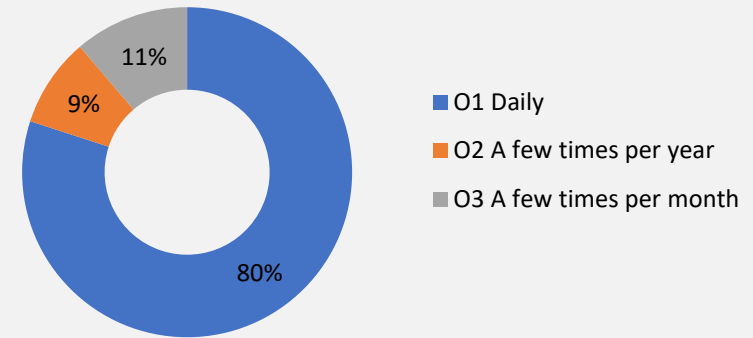


How do respondents use the corridor?

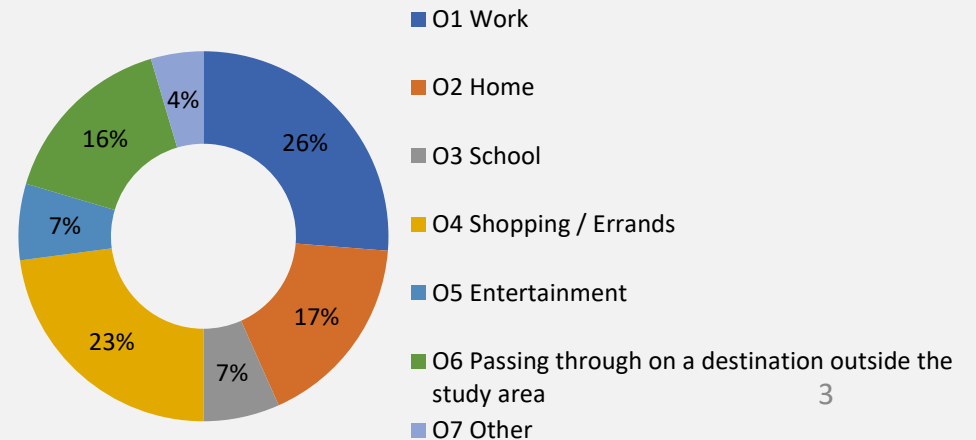
Most respondents use the corridor daily. Respondents cited a number of reasons for using the corridor, with 43% using the corridor to commute to and from work. Almost a quarter of respondents cite shopping as a reason for traversing the corridor. The corridor also serves a route for people passing through the area.

The results suggest that the corridor serves a variety of needs for residents of the town and the wider region. The diversity of land uses along the corridor, especially in the downtown, suggests that the corridor will continue to serve local trips throughout the town. Accessing the adjacent uses is a key concern for future improvement projects. Lynchburg's growth will continue to impact the number of travelers originating from and passing through the town.

How often do you use the corridors in the study area under typical conditions?



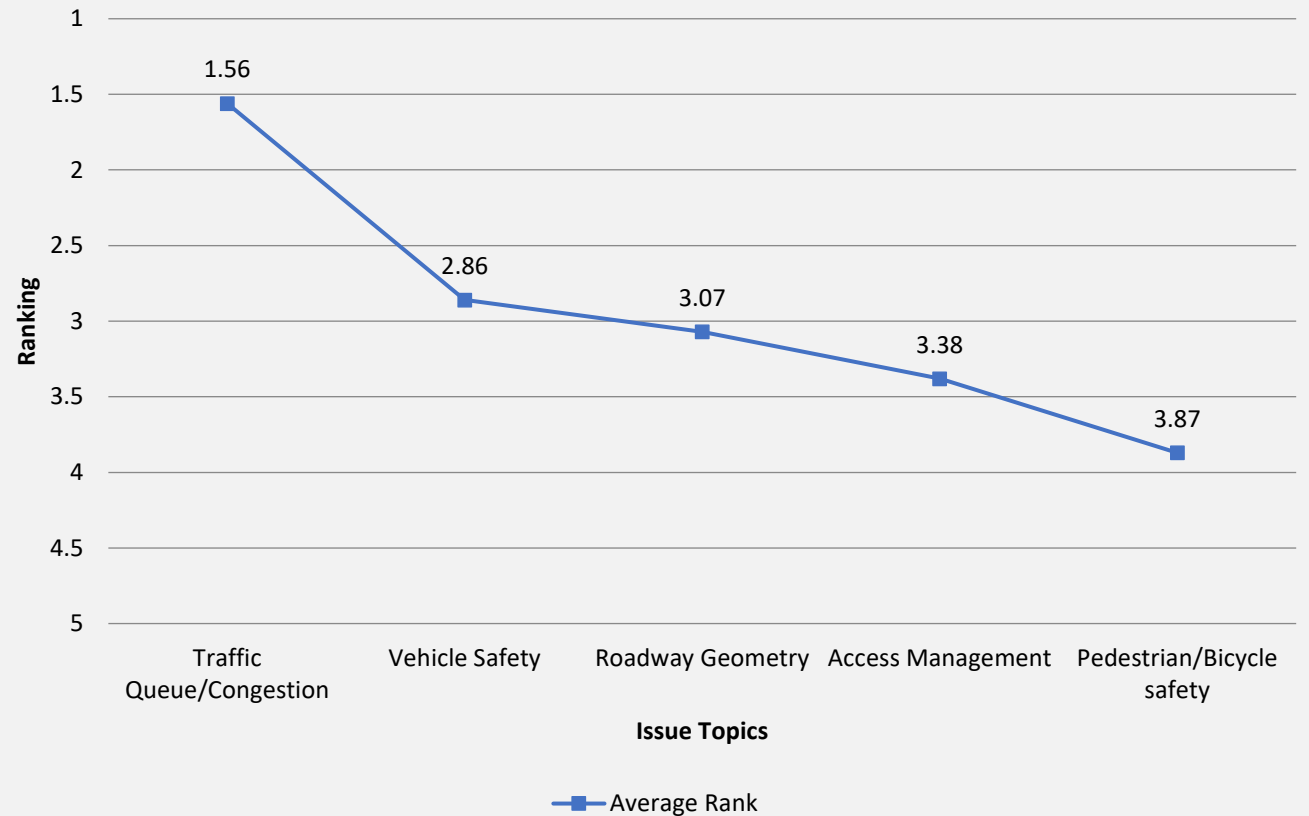
What is/are the reason(s) you travel along these corridors under typical conditions? (check all that apply)



Corridor Issues

Participants were asked to rank the five issues and problems in the study area, 1 being most important and 5 being least important. The chart shows the rankings for each of the five issue topics.

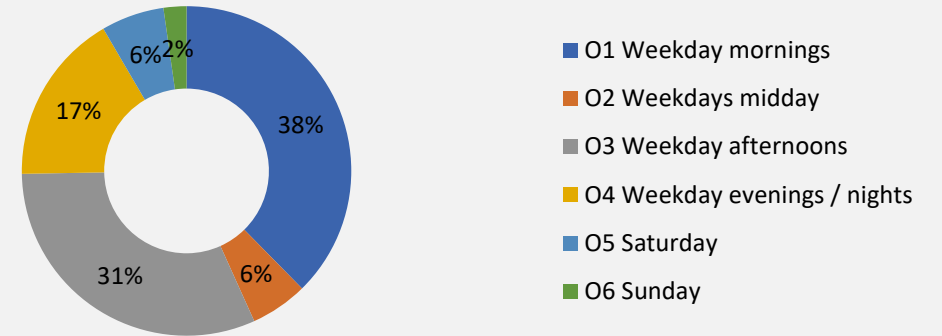
The chart shows that Traffic Queue/Congestion issues are of the greatest concern to respondents. The drop off in ranking between congestion and the other topics suggests that congestion was chosen as biggest issue by a significant number of respondents. The closeness of the ranks of the other topics means that they were ranked less consistently, but largely between second and fifth most important, which suggests that respondents were not as strongly concerned with these issues as with congestion.



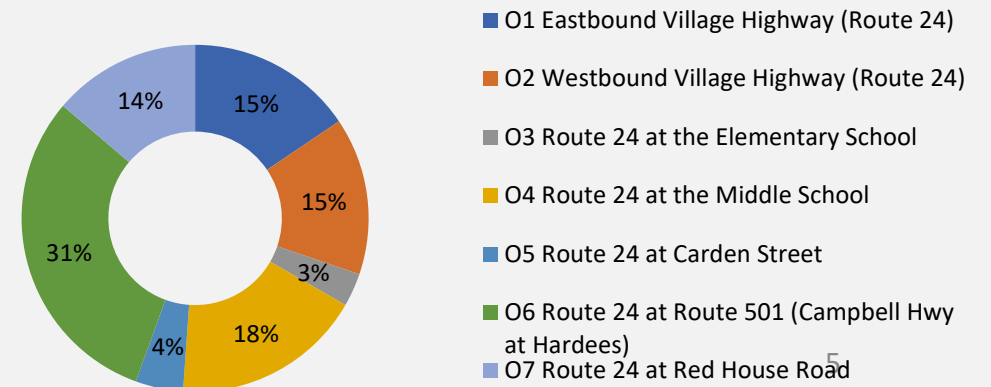
Congestion

Participants reported experiencing congestion on weekdays, primarily in the morning and afternoon, but also some at night. Congestion issues were most often cited at the intersection of Route 24 (the study corridor) and Route 501 (Campbell Hwy), and in both directions along the corridor. Rustburg Middle School was the next highest area of concern for congestion. Congestion relief efforts should be targeted at the intersection of Routes 24 and 501, as well as the middle school, based on the respondents' input.

When do you experience congestion under typical conditions? (check all that apply)



Where do you experience congestion under typical conditions? (check all that apply)



Congestion

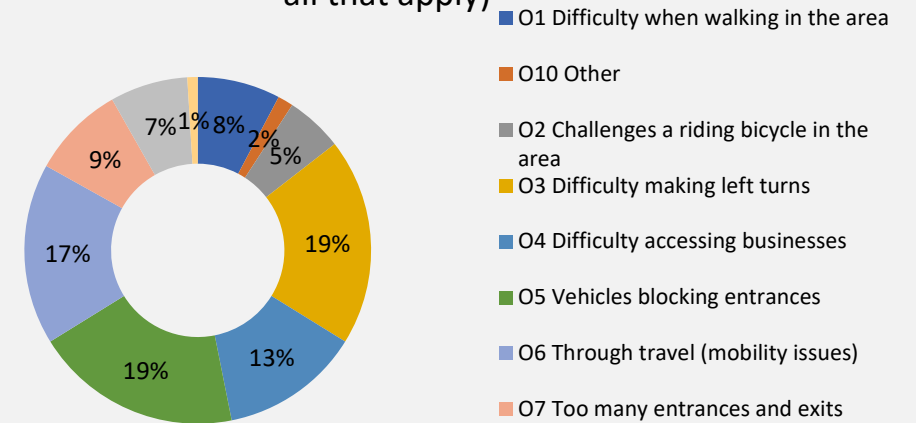
Respondents were also asked to drop comments on a map. The mapped comments for congestion issues line up with the comments given through the standard survey questions. The major concern is at the intersection of the study corridor and Campbell Hwy. There were lesser concerns at the middle school and the intersection with Red House Rd, at the eastern end of the study limits.



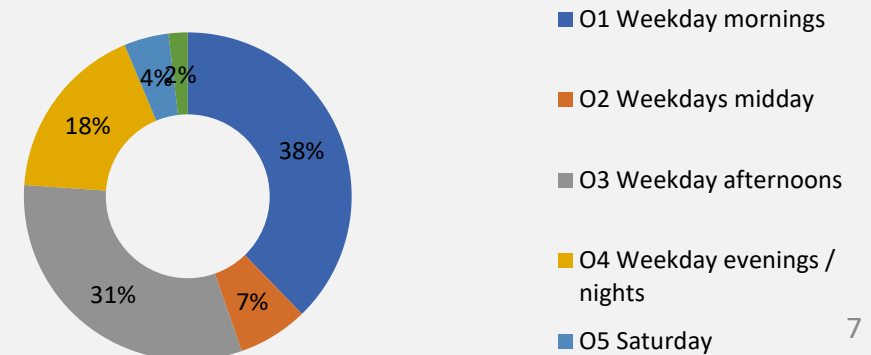
Accessibility

Participants expressed relatively equal levels of concern for a variety of accessibility issues. The most selected concerns included difficulty making left turns, vehicles blocking entrances and through travel mobility issues. Respondents encounter accessibility issues most often during weekday mornings and afternoons, likely as a result of commuting traffic and school pick up and drop off traffic. The responses indicate the need for improvements that increase access to the businesses and other destinations along the study corridor.

What accessibility issues do you experience when using these corridors under typical conditions? (check all that apply)



When do you experience accessibility issues under typical conditions? (check all that apply)



Accessibility

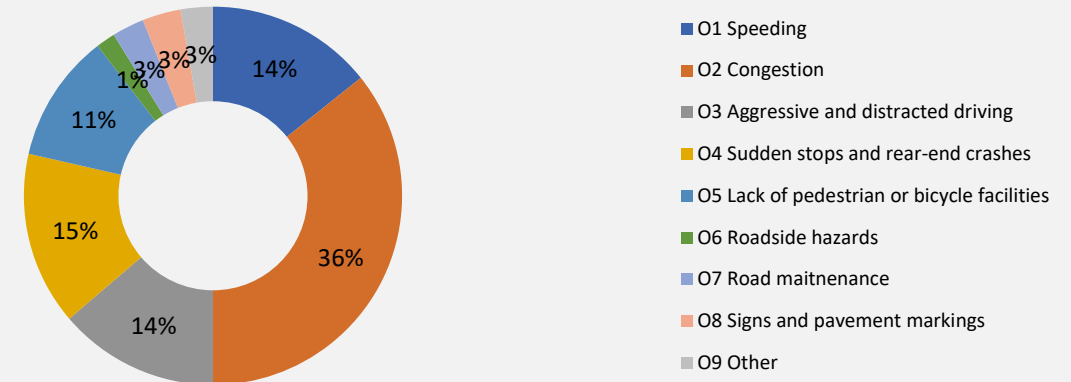
The mapped comments are also concentrated at the intersection of the study corridor and Campbell Highway. Respondents reported accessibility issues primarily between Depot Rd and Gold Dust Trl, where most of the corridor's destinations are concentrated.



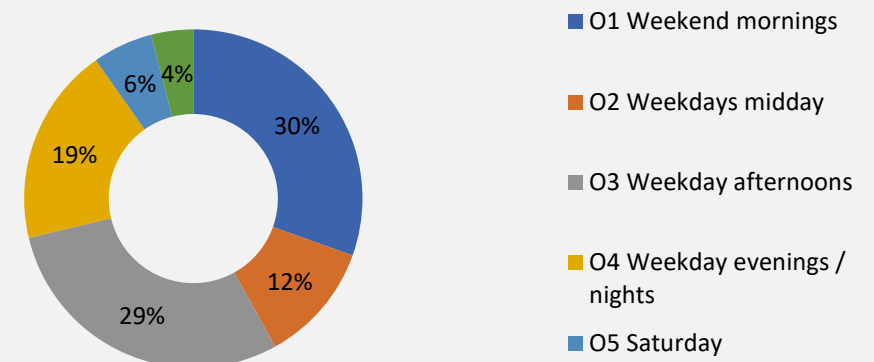
Safety

Respondents expressed the greatest concern for safety issues related to congestion, including sudden stops and rear-end crashes. Speeding, aggressive and distracted driving, and a lack of bike and pedestrian infrastructure were also cited by many respondents as safety concerns. Respondents reported experiencing the safety issues mostly during weekday mornings and afternoons, the same times that they experience the accessibility issues. The responses suggest that improvements that address congestion will also address residents' concerns about safety along the corridor.

What safety issues do you experience when using these corridors under typical conditions? (check all that apply)

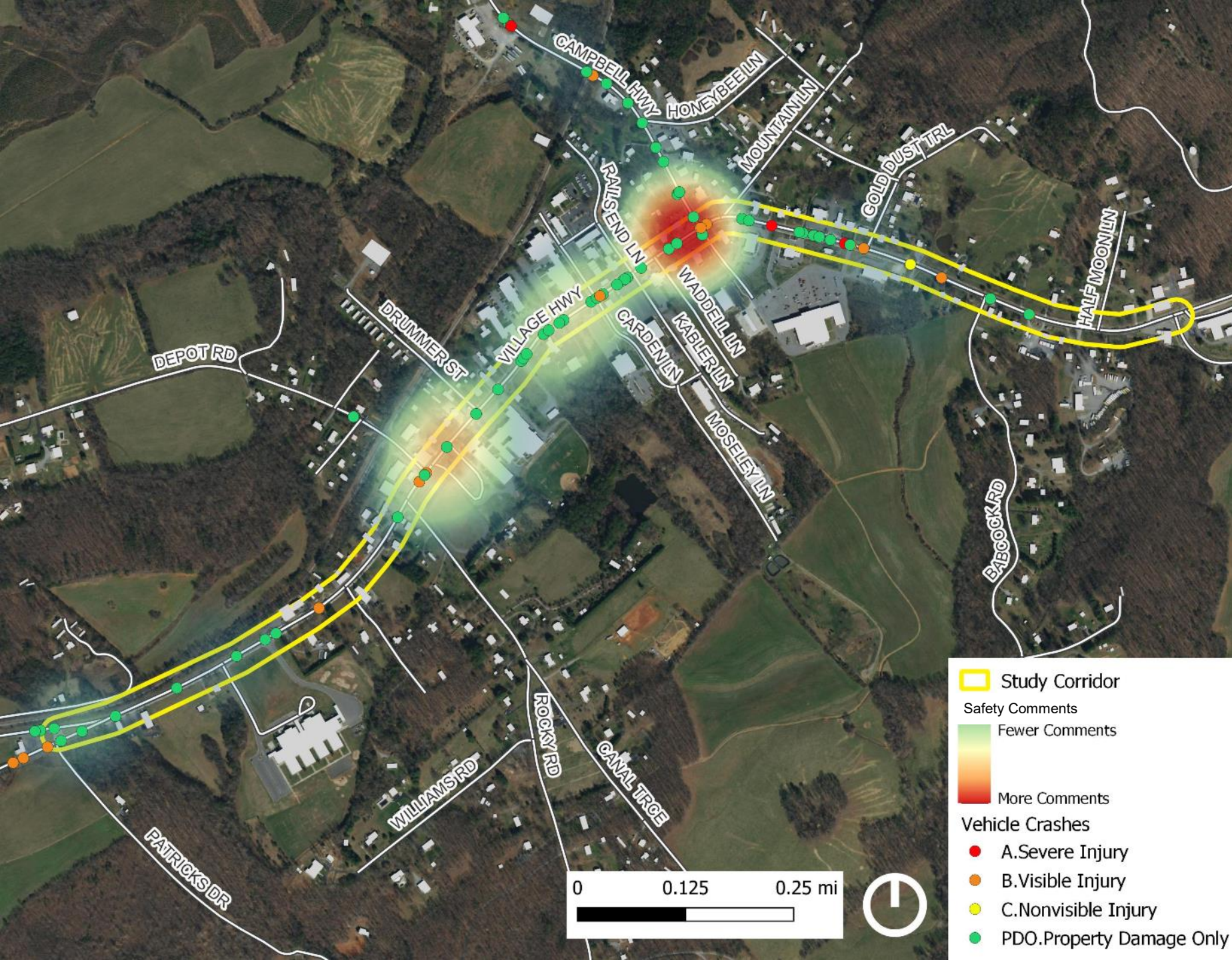


When do you experience safety issues along these corridors under typical conditions? (check all that apply)



Safety

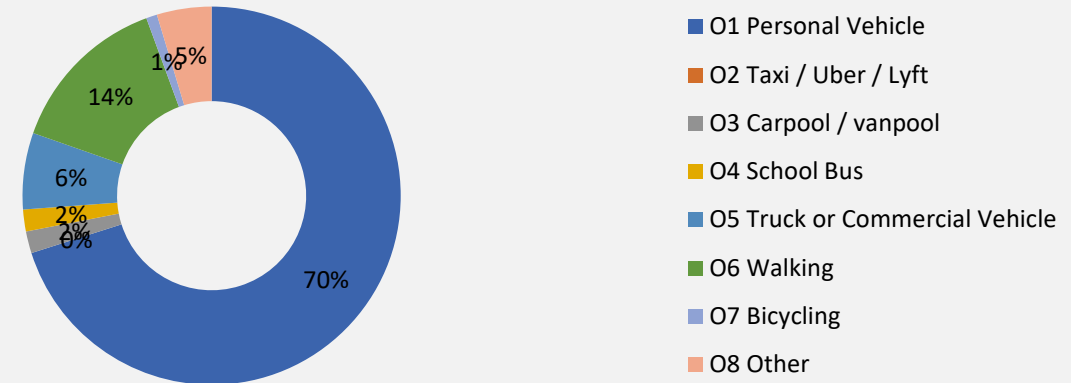
The mapped comments for safety also show the most concern at the intersection of the study corridor and Campbell Hwy. Additional hotspots occur between Depot Rd and Rustburg Middle School, and at the entrance to the library.



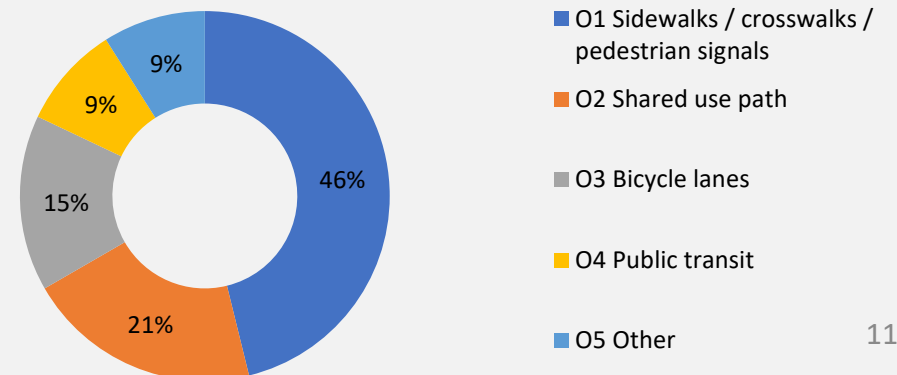
Multimodal

Most respondents travel the corridor by car, although a considerable percentage walked to their destinations. Most respondents expressed an interest in additional bike and pedestrian facilities along the corridor. The survey responses indicate a strong desire for additional bike and pedestrian accommodations on the corridor. Improvements to the sidewalks and pedestrian crossings on the corridor, as well as new sidewalks or shared-use paths would address residents' desires.

What mode(s) of travel do you use when traveling along these corridors under typical conditions? (check all that apply)



What multimodal facilities are needed along these corridors? (check all that apply)



Multimodal

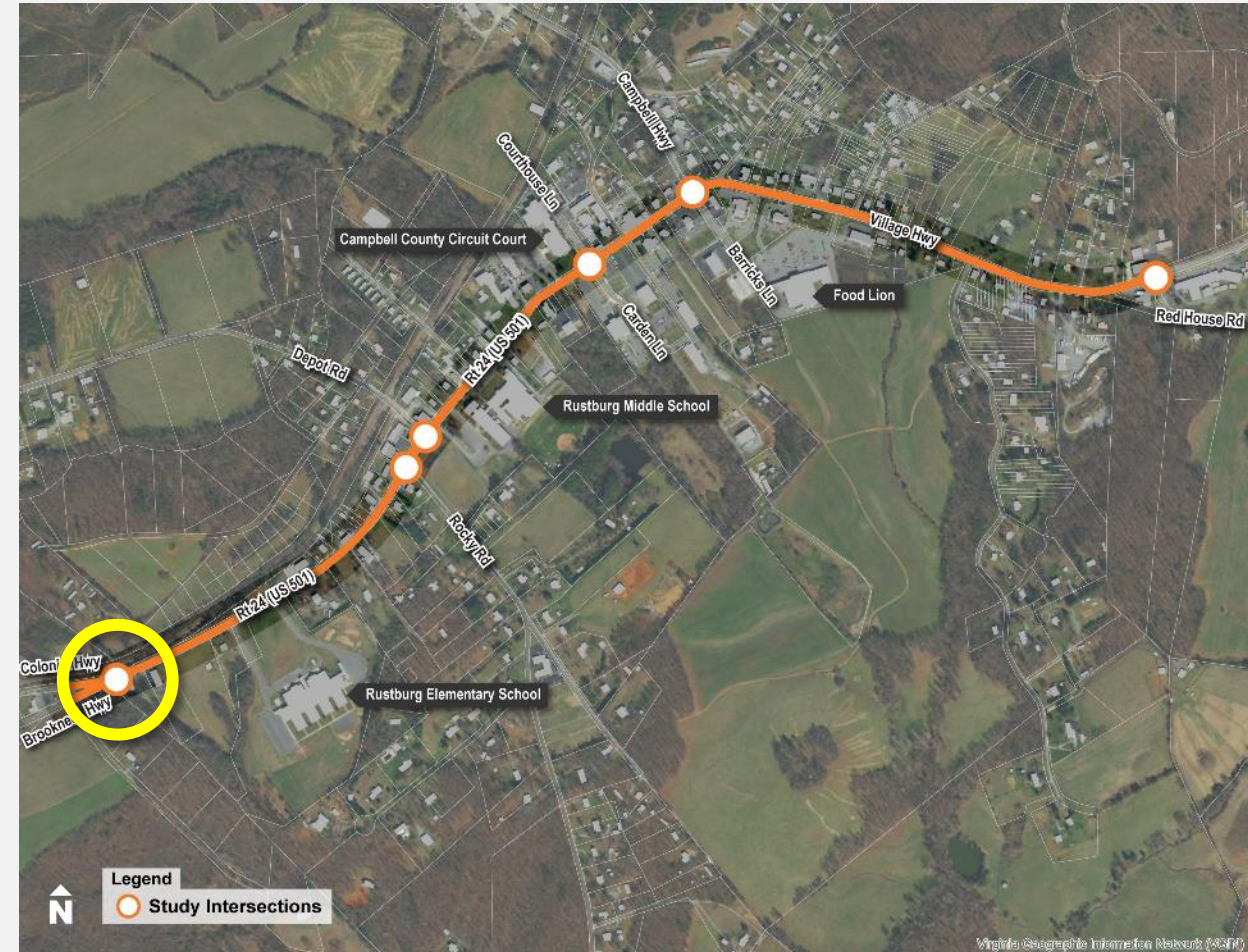
The mapped comments for multimodal and other issues were evenly distributed throughout the corridor. Both the elementary and middle schools were marked as multimodal destinations, along with the county administrative buildings and other destinations in the core of the village.



Study Intersection Comments

Rt. 24/US 501 at Brookneal Hwy/Colonial Hwy

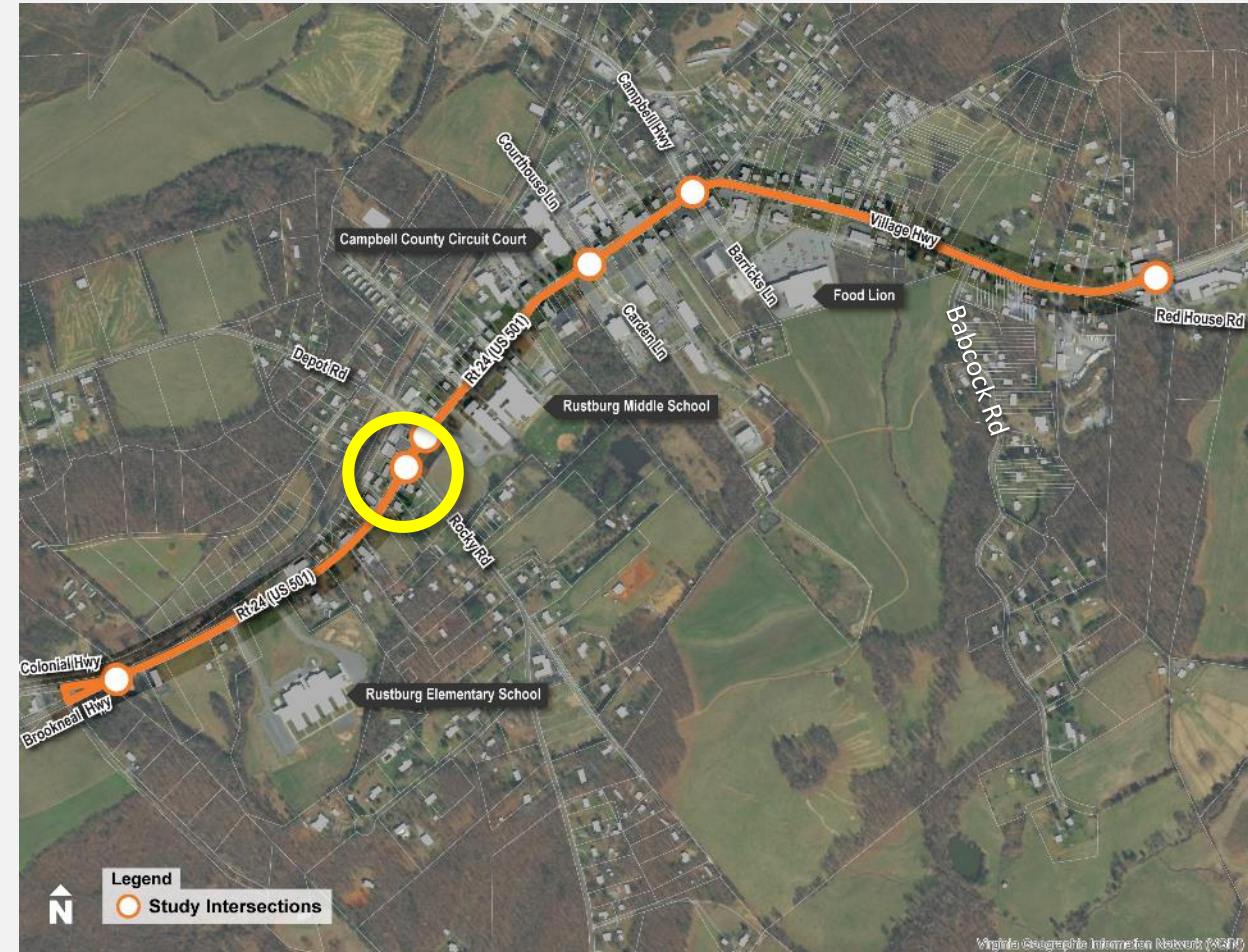
Marker Type	Comment
Congestion	Suggest traffic circle here. Traffic from 24 heading east often has long wait at light with no. Traffic from brookneal
Congestion	This is quite possibly the dumbest intersection I have seen. Regular semi traffic and few options. Ridiculous
Congestion	Traffic backs up during the day at the stoplight at this intersection, and the railroad track creates a hazard for stopped cars. The intersection is poorly designed and awkward for large trucks. A roundabout would allow traffic to flow freely and eliminate the safety issues
Safety	merge sometimes not safe/confusing to some
Other Issues	PUT A ROUNDABOUT HERE!



Study Intersection Comments

Rt. 24/US 501 at Rocky Rd

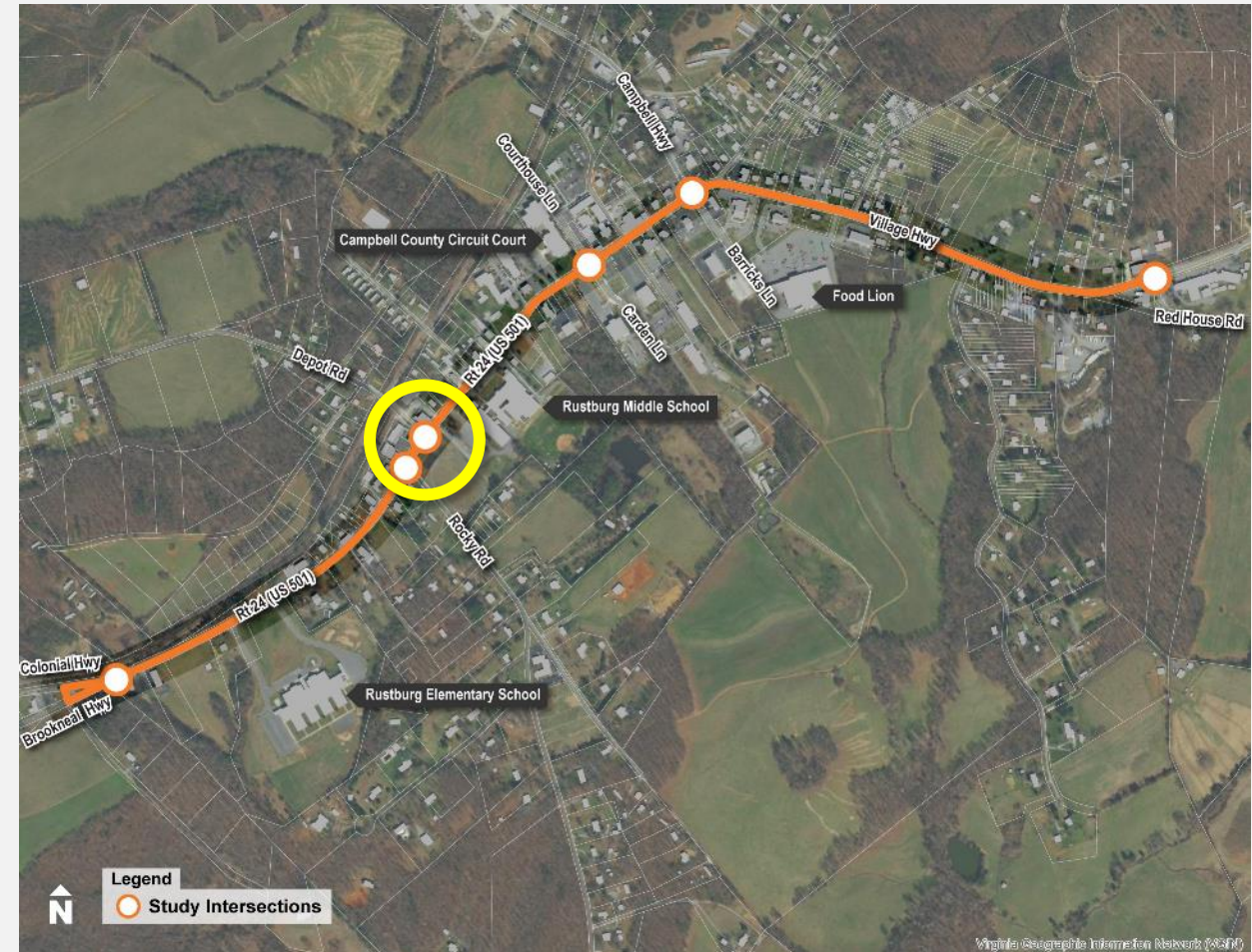
Marker Type	Comment
Congestion	Middle school traffic (parents picking up students) makes it almost impossible to safely enter and exit village hwy anywhere near the middle school when they're lined up in the center turning lane blocking entering and exiting traffic. This also creates a safety hazard for not only drivers who are not waiting in line but also students. Due to some cars and or trucks being tall enough to block the view of oncoming traffic and or students/pedestrians.
Safety	Reckless driving acts from students
Other Issues	suggest another main road that ties in from Rocky road to Babcock Rd and Village HWY intersection to ease flow of thru traffic that do not need access to 501



Study Intersection Comments

Rt. 24/US 501 at Depot Rd

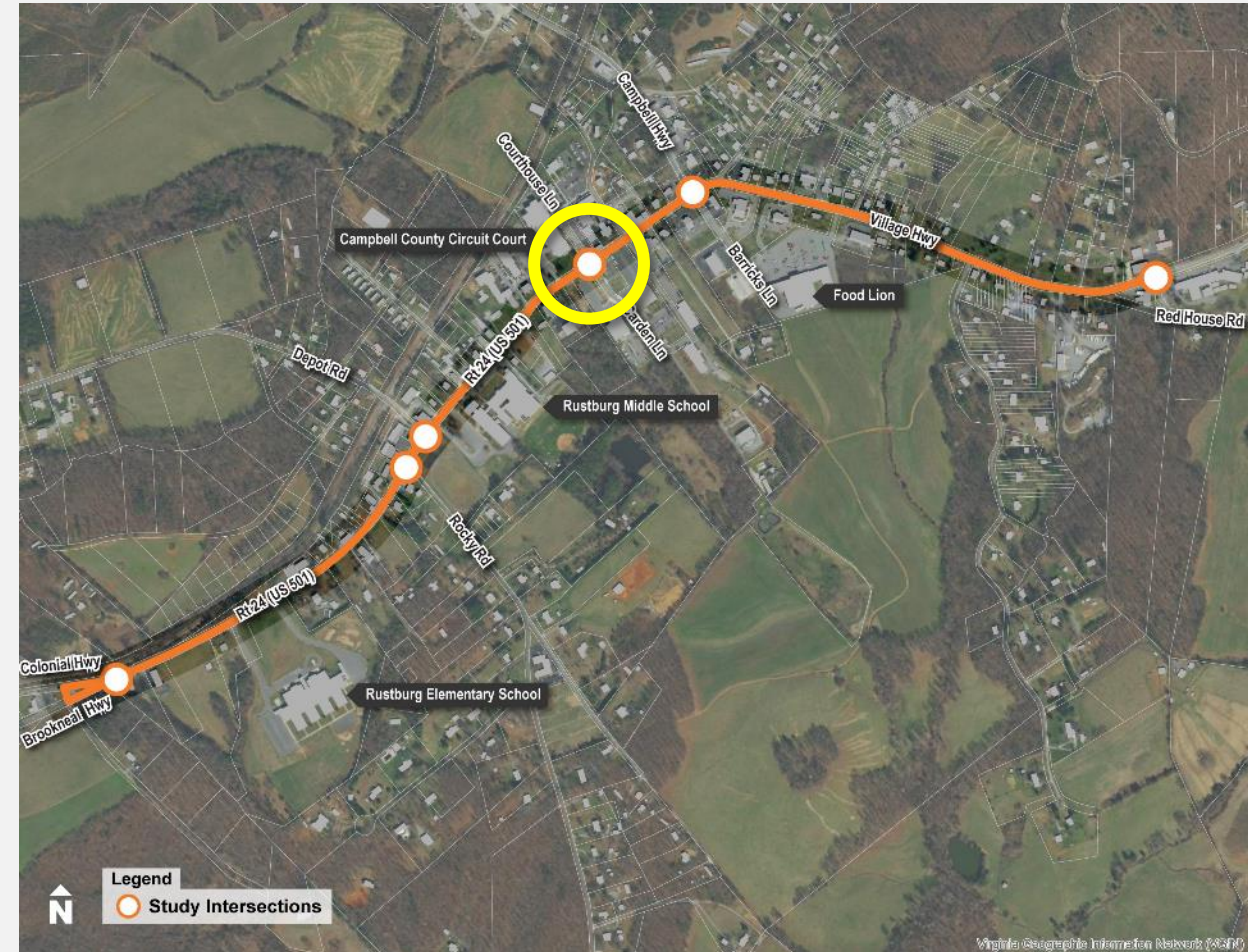
Marker Type	Comment
Safety	I've been thru there in the mornings and have had people pass me on a double line in the school zone
Safety	Cars pulling out into traffic in front of cars on Village Highway
Accessibility	Left onto Hwy-24 anytime is challenge



Study Intersection Comments

Rt. 24/US 501 at Carden Ln/Courthouse Ln

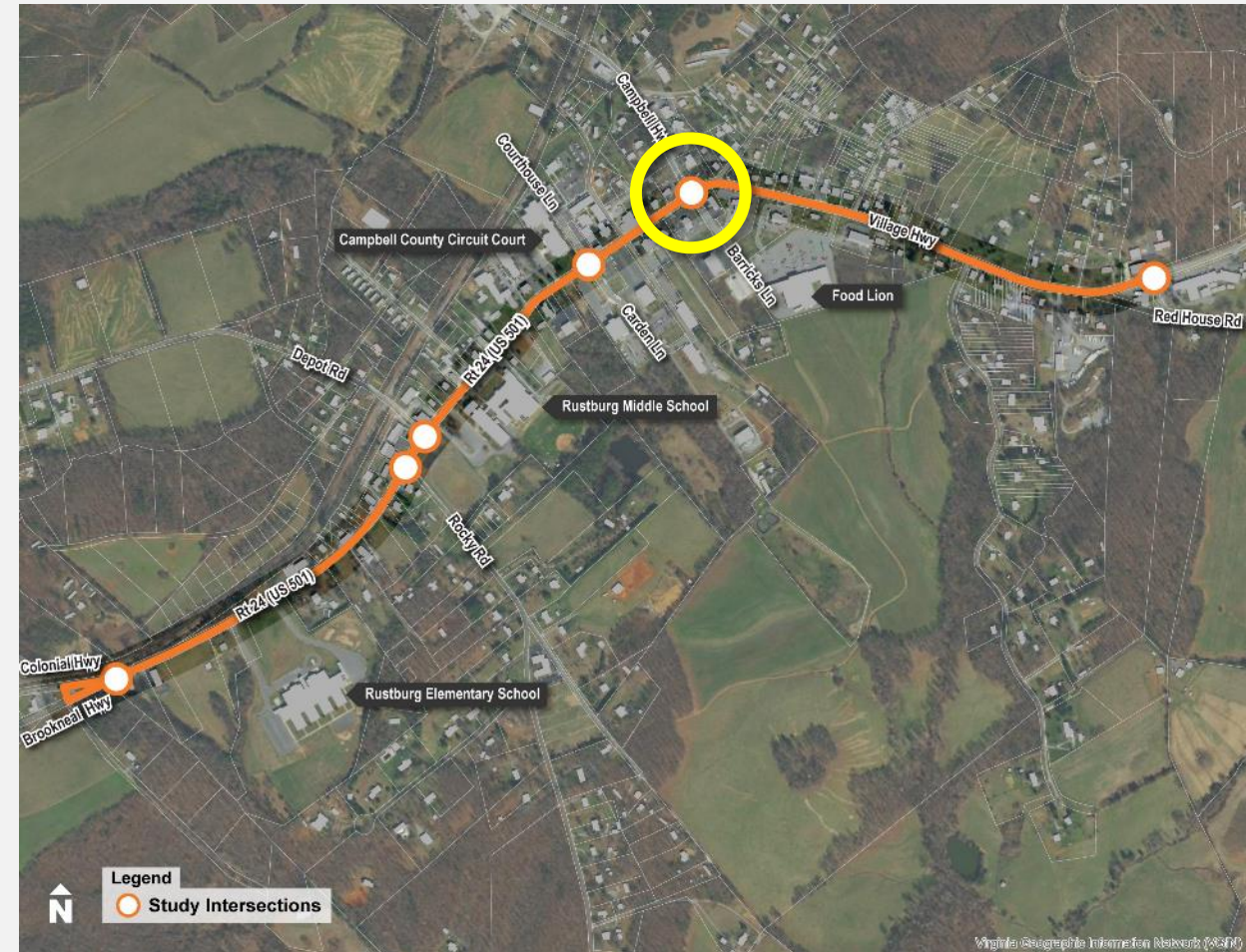
Marker Type	Comment
Congestion	Why so many access points? City property should have one in and one out.
Congestion	The light will back both lanes up very far and then the turn lane cannot be accessed
Safety	Drivers do not stop for pedestrians in the cross walk(s)



Study Intersection Comments

Rt. 24/US 501 at Campbell Hwy/US 501 – Part 1

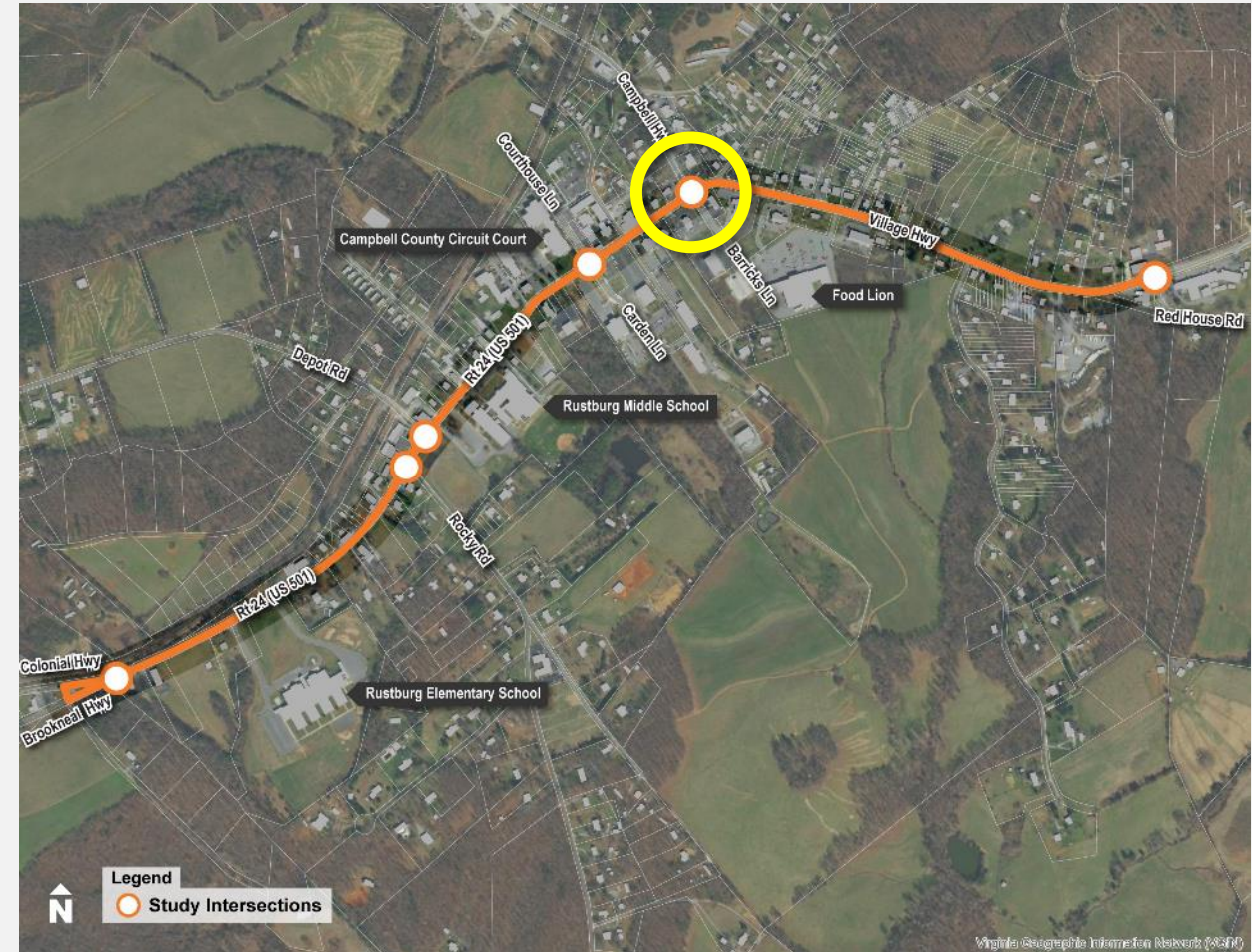
Marker Type	Comment
Congestion	AM / PM congestion at all 4 directions.
Congestion	Morning congestion backed up by school buses and commuter traffic
Congestion	Traffic from light backs up to red house at times. Need discrete right turn lane onto 501.
Congestion	Need right turn lane onto Rt 501 north
Congestion	Traffic is horrific during morning and afternoon commutes whether school is in session or not
Congestion	Antiquated intersection without turn lanes to handle traffic. No option from red house side of 24 to 501
Congestion	5:00 work traffic turning left (toward Red House) off 501 backs up to Dollar General.
Congestion	Weekday mornings and evenings especially when school is in session. That entire intersection is stupid too much to explain here. SPEED is a factor everywhere.
Congestion	Close the entrance to Hardee's from Village Highway and let the entrance from the shopping center be the only way in or out.
Congestion	The Do Not Enter sign at Hardees is not visible, and people stop and insist on turning left to get into Hardees, backing up traffic.
Congestion	Need a longer, wider dedicated right turn lane from 501 onto 24W to alleviate some of the backup that can go past Dollar General.
Congestion	Headed to work at RHS and leaving work



Study Intersection Comments

Rt. 24/US 501 at Campbell Hwy/US 501 – Part 2

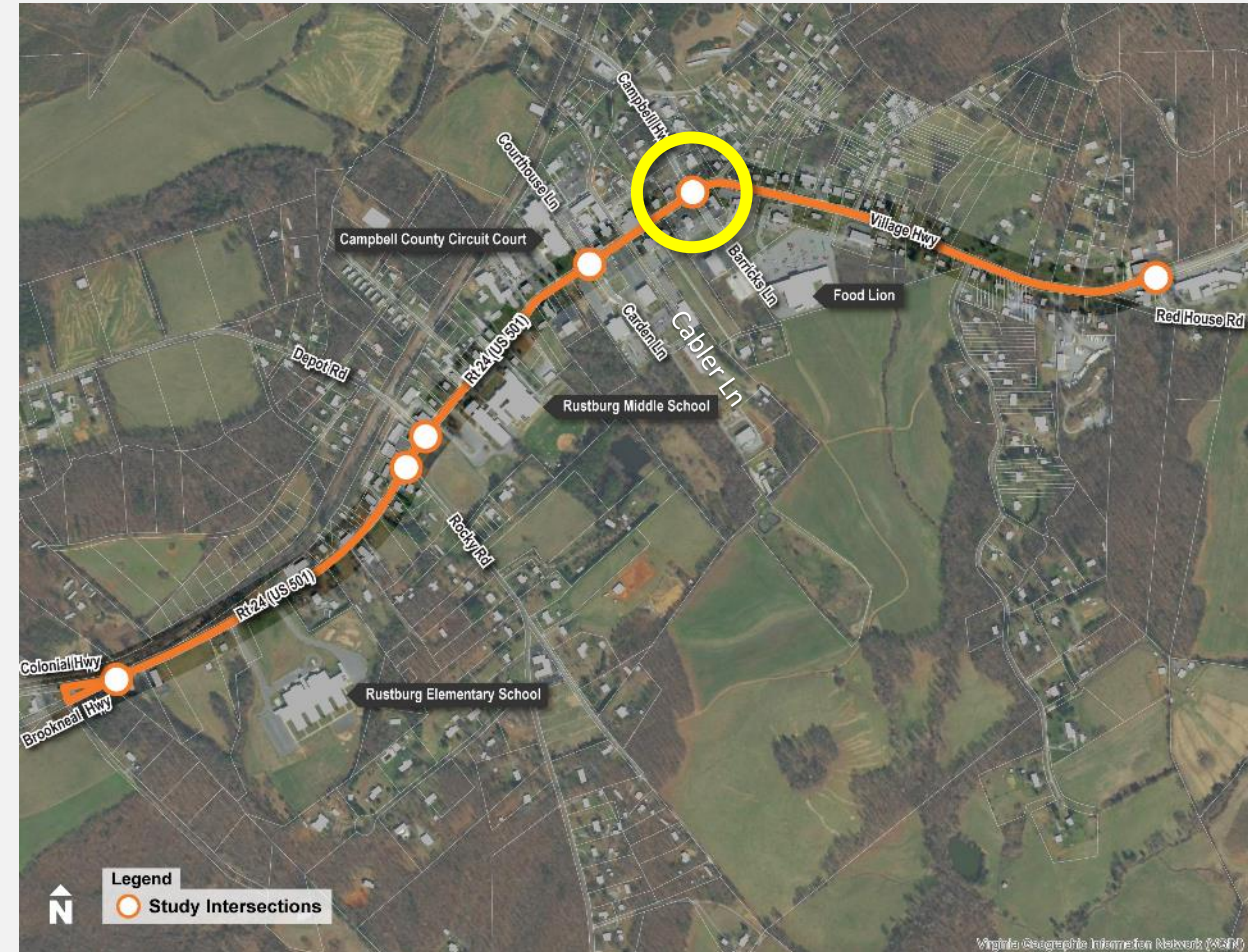
Marker Type	Comment
Congestion	People stop to make an illegal left turn into Hardee's; it backs up traffic on 24 and 501.
Congestion	Traffic backed up to Route 615
Congestion	All directions
Congestion	All, additional turn lanes are needed
Congestion	There is always a lot of traffic at this location and it is hard to get through.
Congestion	Coming from 501 to merge and go right in village highway is very unsafe.
Congestion	Work Traffic at long red light
Safety	Left Turns are not permitted but are ignored. AM and PM congestion issues are created due to this stopping traffic. Easy access from signalized intersection.
Safety	Making blind left turn when traffic is still moving in the right lane.
Safety	Vehicles turning into and out of various businesses with little re-guard to traffic safety.
Safety	Poor condition of Food Lion exit roadway
Safety	Often people stay way below the speed limit and often make sudden stops



Study Intersection Comments

Rt. 24/US 501 at Campbell Hwy/US 501 – Part 3

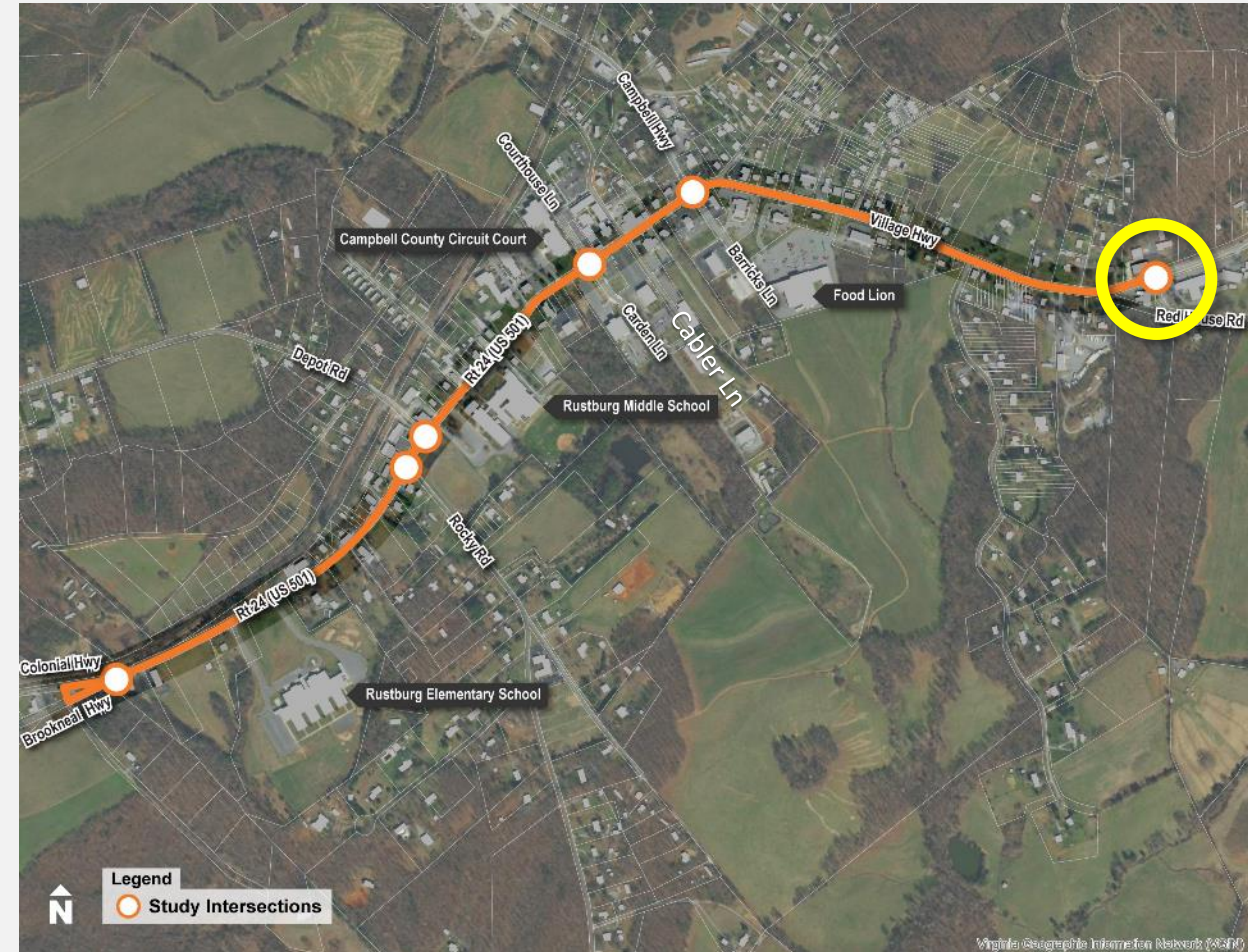
Marker Type	Comment
Accessibility	This access needs to be closed, too many people attempt to go the wrong way into or out of the parking lot creating a very dangerous situation.
Accessibility	This entrance to Hardees should be closed. Cars try to turn in when going east and the entrance is blocked by cars sitting at the light.
Accessibility	People still try to make a left into Hardee's.
Accessibility	people wanting to enter from the opposite side of the road and exiting from there when it is enter only
Accessibility	Widen hwy 24 to allow dbl turn lanes onto 501-N
Accessibility	people going west still want to enter against the do not enter signs and back up traffic and people leaving the hardees want to exit the do not exit and cause traffic problems should close this entrance and make everyone come and go thru the light
Other Issues	Give consideration to flashing pedestrian crossing signals. Remove the sign in public parking lot directing traffic to exit via Cabler Lane. Should be Carden Lane where traffic signal is located.



Study Intersection Comments

Rt. 24/US 501 at Red House Rd

Marker Type	Comment
Congestion	Need right turn lane onto Rt 615
Congestion	Traffic is horrific in the morning and afternoon commutes whether school is in session or not
Congestion	Again turn lane is needed
Congestion	Most always people pulling in and out of Long Mtn Grocery. when school its crazy there.
Congestion	High school traffic
Congestion	Could use a right turn lane onto red house rd
Accessibility	VERY quick light change turning left onto 24

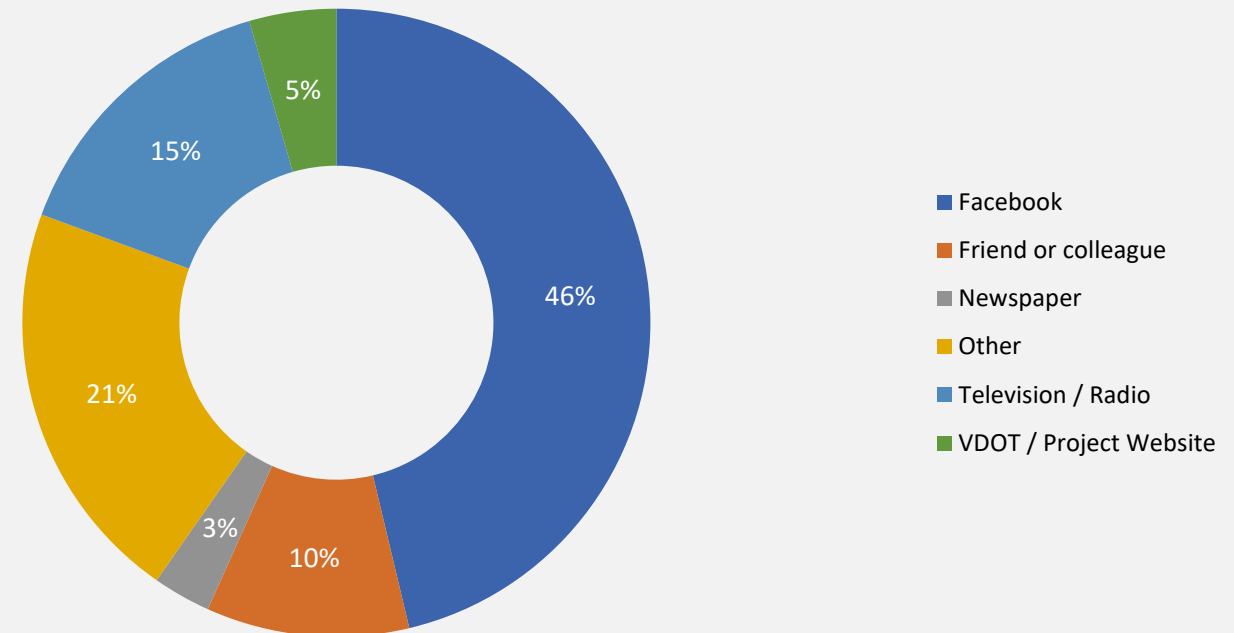


How did respondents hear about the survey?

Almost half of respondents learned of the survey through Facebook ads, which reflects a successful social media outreach campaign. Television and radio ads directed a fair number of residents to the survey. The results suggest that Facebook and tv/radio advertising are effective ways to reach residents for future outreach needs.

The project websites and the newspaper ads did not reach many residents. The results suggest that newspaper ads might not be a cost-effective way to reach residents in the future, and that greater promotion is needed for the project websites to be effective advertising channels.

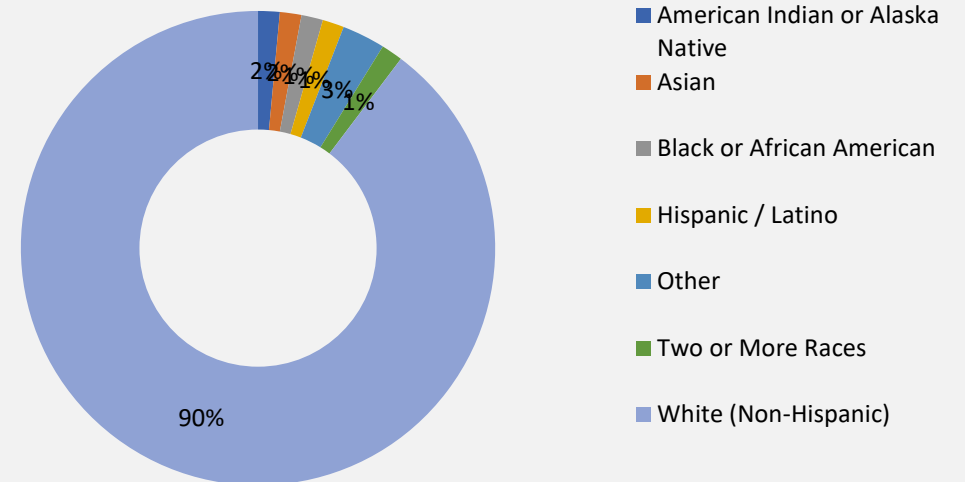
How did you find out about the survey?



Who took the survey?

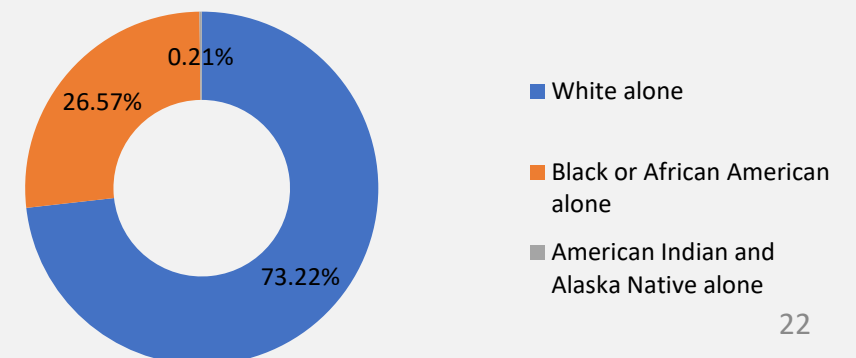
Most of the survey respondents were white. According to the 2019 American Community Survey, roughly 26% of the village residents are African American. Only 1% of survey participants were African American, which suggests that future public engagement may require additional outreach efforts to include more of the village's African American residents. The survey was very successful in reaching the village's American Indian and Alaska Native population.

Race and Ethnicity of Respondents

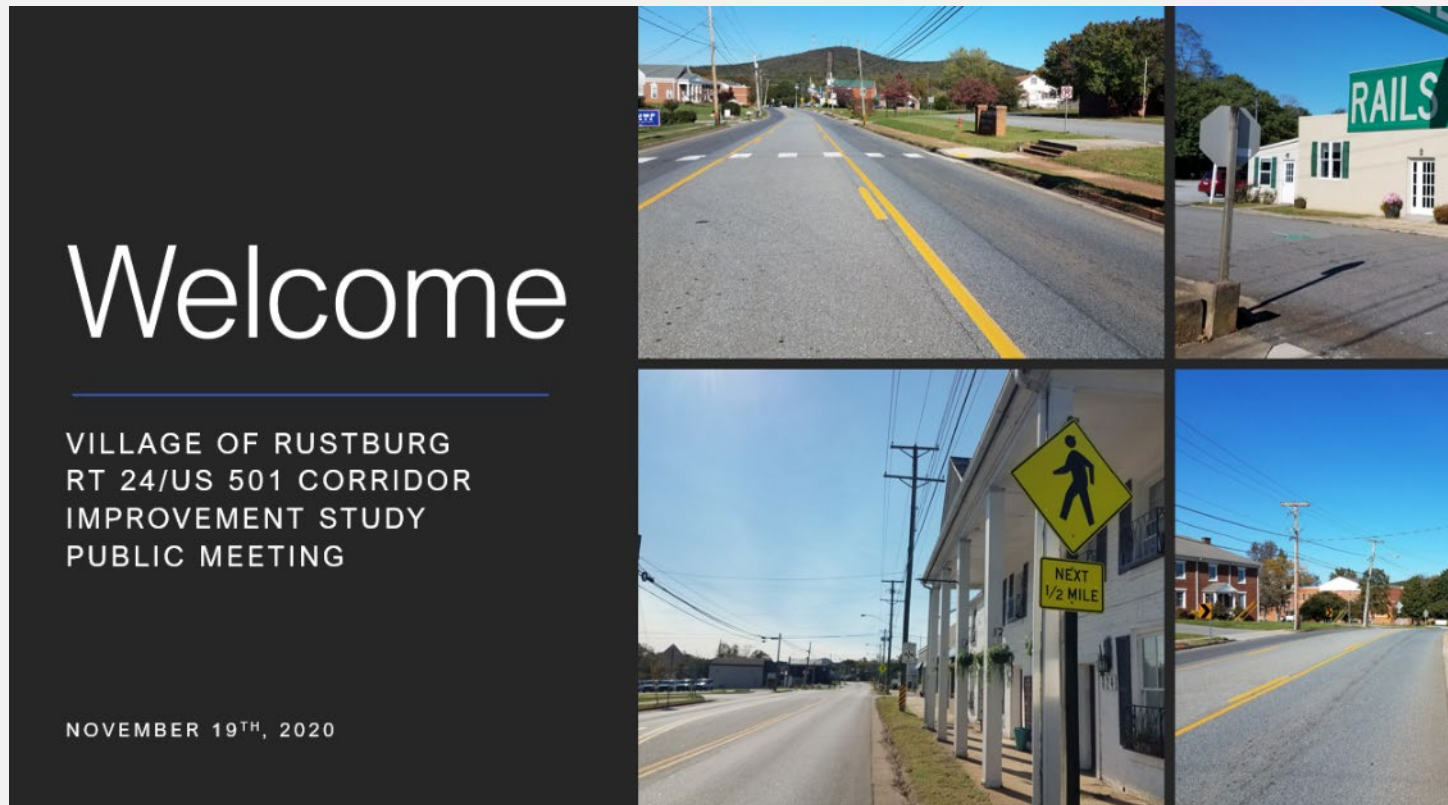


Race and Ethnicity of Village Residents

2019 ACS 5-Year Estimates: Race

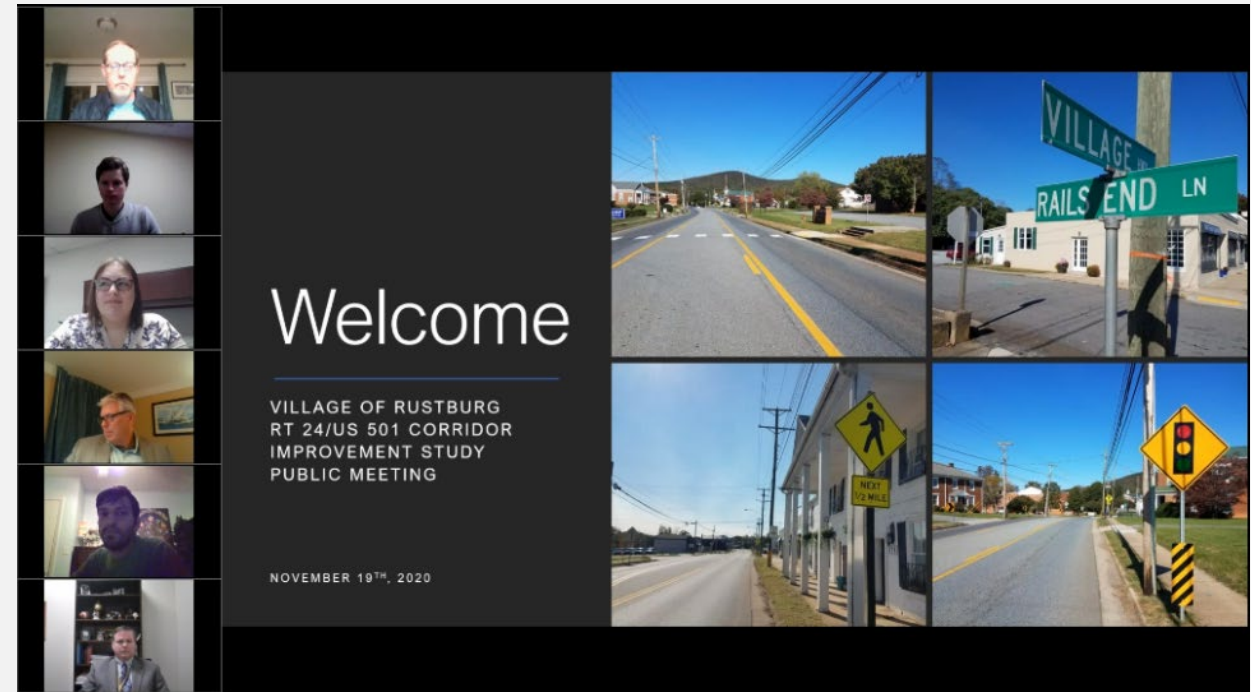


November 19th Public Meeting Summary



Public Meeting Format

- The meeting was held from 6:30pm to 7:45pm on Thursday November 19th , 2020 via GoToWebinar
- 9 residents attended the meeting
- The meeting began with a presentation of an overview of the process, followed by a free form Q&A session
- The meeting was recorded and posted on the project website for residents who could not attend
 - 1 resident has viewed the recording



Public Meeting Input

Safety Comments:

- I do not feel safe walking because of the speed of traffic, it is hard to cross at Hardees
- Please work with the school to prioritize crossing from Rustburg Middle School to Rustburg Library

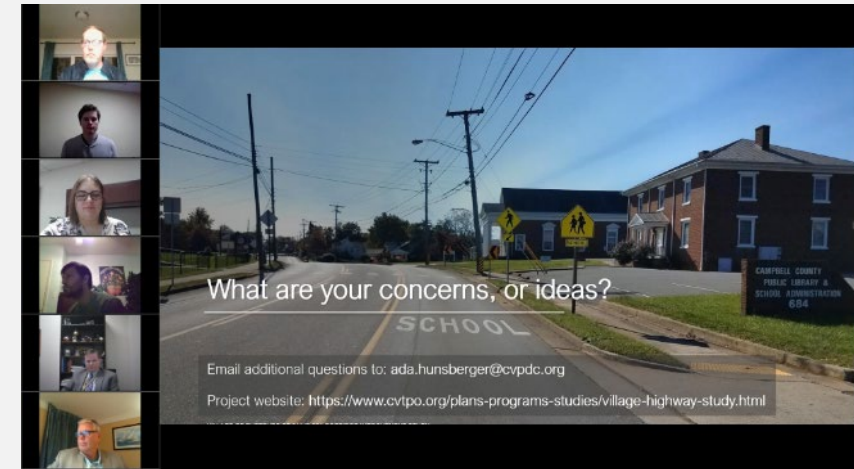
Road Conditions Comments:

- The road coming out of Food Lion is missing pavement markings and lane designation markings
- Can the center lane between the post office and Red House road be better utilized?
- Are improvements planned for Rocky Road when the new middle school is finished?

Placemaking Comments:

- Would love to see streetscaping
- Would like to see lighting plans as part of streetscaping package

The complete list of comments will be included in the appendix.



DRAFT Recommendations

Key issues to address:

Congestion → focusing on Campbell Avenue / Village Highway

Safety → via access management, and pedestrian crossing improvements

Multimodal → sidewalk and shared use paths, signal pedestrian improvements

