

Riverwest Traffic and Parking Study
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1.0 Area Description and General Purpose

This study looks into the traffic and parking issues of the Riverwest area, which is bounded by Capitol Drive on the north, Holton Street on the east, the Park East Freeway to the south, and Interstate 43 on the west. Due to the size of the region and the resources available, the traffic and parking analysis mainly focuses on the Third Street and North Avenue intersection and its adjacent areas.

2.0 Hypothesis

Between 1979 and 1984, the Third Street and North Avenue intersection underwent significant commercial and economic development. This study hypothesized that the new level of economic activities would have some impact on both the traffic capacity of the intersection and the availability of existing parking to serve the new development and then analyzed the available data.

3.0 Observations & Recommendations

The following observations and recommendations were made by the study:

- Research indicated that traffic volume increased slightly with new development, but roadway and intersection capacity appeared to be satisfactory
- Due to the pool of existing off-street parking, on-street parking was not a problem
- The installment of pavement markings and meters would have made better use of the available parking spaces and reduced the number of violations
- If the development trend continued, the pool of off-street parking on undeveloped land would have been significantly reduced and an imbalance between parking demand and availability could have developed
- The intersections analyzed (North Avenue with 2nd, 3rd, and 7th Streets) operated with a volume substantially less than their maximum capacity
- Third Street and North Avenue capacity could have increased by eliminating 75 feet of parking within each approach of the intersection and allowing for left hand turns