

WHERE WOULD YOU WANT TO LOCATE YOUR BUSINESS?



DORSET ST. BEFORE ACCESS MANAGEMENT



DORSET ST. AFTER ACCESS MANAGEMENT

"There is widespread acknowledgment by participants that they tend to avoid businesses that do not have safe and convenient access."

From a study by the Market Research Unit of the Minnesota Dept. of Transportation concerning public reaction to access management projects.

WHAT AM CAN MEAN FOR YOU

Higher Revenues. AM planning is a short-term investment which has valuable long-term gains. By having good access management, you are doing your part to ensure that the road in front of your business will support the maximum number of cars in the safest possible method. And more cars means more customers.

More Efficient Permitting. More and more towns are adopting access management provisions. So it will save you time and money during the planning process to know about the local and state access management requirements that will affect your business. You don't want to have your project rejected because you didn't consider access management during the design phase.

Less Disruptive. The alternatives to access management could be disruptive to your business. Often the only other solutions are to take land away from business for more lanes along the road or build a bypass that goes around congested commercial roads. Either of these alternatives to AM could have an adverse effect on businesses revenues and property values.

Other Benefits. Access management has other benefits to the community at large such as increased safety, fewer accidents, more attractive roads, and higher traffic capacity.

HOW WILL AM EFFECT YOUR BUSINESS

Access management is designed to prevent the situation where, due to congestion and safety issues, customers no longer can, or want to get to your business.

Each situation is unique, but several studies have shown that in the majority of cases access management has no adverse effect on business revenue, and in many cases actually increases the number of customers and revenues. One study determined that 80% of businesses along an AM roadway project had their sales increase or stay the same¹. While there are a few specific cases where this is not true, they are in the minority.

WHAT YOUR CUSTOMERS WILL THINK

If the Dorset Street project in South Burlington is any judge, AM will improve your business:

- Higher property values
- More traffic to your place of business
- Safer driving with fewer accidents
- Supported higher quality development
- Improved access by pedestrians and bicyclists

Creating a business or a building is a rewarding but challenging experience. Between competitive pressures and fluctuating prices, the last thing you want to think about is the design of the road that brings customers to your door. Fortunately, access management planners are working hard to make sure that your customers get to your door quickly and safely.

WHAT IS ACCESS MANAGEMENT

The purpose of Access Management (AM) is to improve vehicular access to businesses, homes, and other land uses without sacrificing safety and efficiency.

The specific tools and techniques of access management are probably familiar to you and include: turn lanes, frontage roads, connected parking lots, raised medians, shared driveways, traffic signals, and reducing or combining curb cuts. The specific collection of tools and techniques for a given project will vary by business, road class, and town.

HOW TO GET STARTED

If you are creating a project or business, talk about access management with your design consultant or engineer. Make sure that access issues and requirements have been considered in the design and that the process includes getting any necessary approval from the town and state.

While it does require more planning, good access management can actually reduce cost.¹ To get help with your planning and learn more about access management contact:

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THE BENEFITS OF ACCESS MANAGEMENT TO DEVELOPERS AND BUSINESS OWNERS

"Dorset Street before the project was a challenge for drivers and business owners alike, with high accident counts, difficult access to some businesses, and a challenge for pedestrians and bicyclists. Since the project's completion, accidents have dropped dramatically, property values have risen, and we've been able to create a commercial zone that's attractive to businesses and residents. It's been a win-win for South Burlington."

Chuck Hafter
City Manager
South Burlington, VT

(1) Williams, Center for Urban Transportation Research, University of South Florida, 1/28/2000

