

County Route 541 Transportation and Circulation Plan

Sponsored by the Burlington County Board of Chosen Freeholders
Administered by Burlington County Bridge Commission (BCBC)
Department of Economic Development and Regional Planning



The Transportation and Circulation Plan



- The Burlington County Bridge Commission's Department of Economic Development and Regional Planning obtained a grant from the Delaware Valley Regional Planning Commission
- No county taxpayer dollars are being expended for the study
- Once completed, this study will be a part of the county's highway master plan, a guide for municipalities, and a resource for beginning the improvements in this corridor
- Recommendations from the Plan may be incorporated into municipal plans and zoning documents

Purpose of the Plan



Prepare a plan to address automobile traffic and circulation, bicycle and pedestrian access and land-use and zoning issues.

The Plan will provide recommendations to:

- Improve roadway conditions
- Address current and anticipated transportation and circulation issues
- Enhance long-term sustainability of the region
- Consider future development and redevelopment
- Change land use and zoning which will complement transportation and circulation improvements

Community Participation



Our goal is to gather feedback from the public and municipal staff regarding local traffic conditions along County Route (CR) 541. Input will be collected through two open houses and the project website via an online survey and interactive map: www.bcbridges.org/541-project/

Public Open Houses:

Monday, September 23rd

4pm-7pm

**Westampton Township Municipal
Building**

710 Rancocas Mount Holly Road

Saturday, September 28th

9am-12pm

**Burlington Township Municipal
Center**

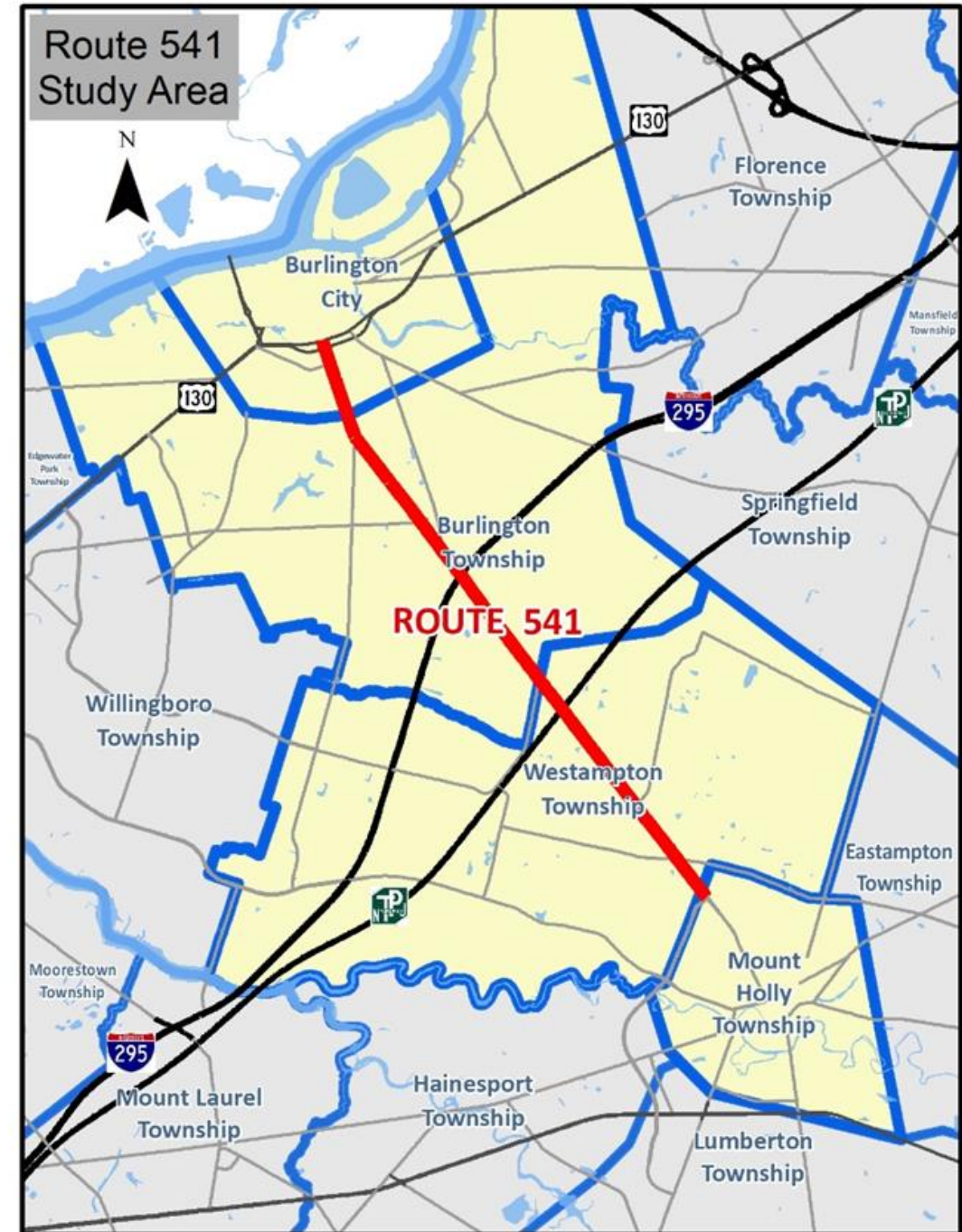
851 Old York Road

Project Location

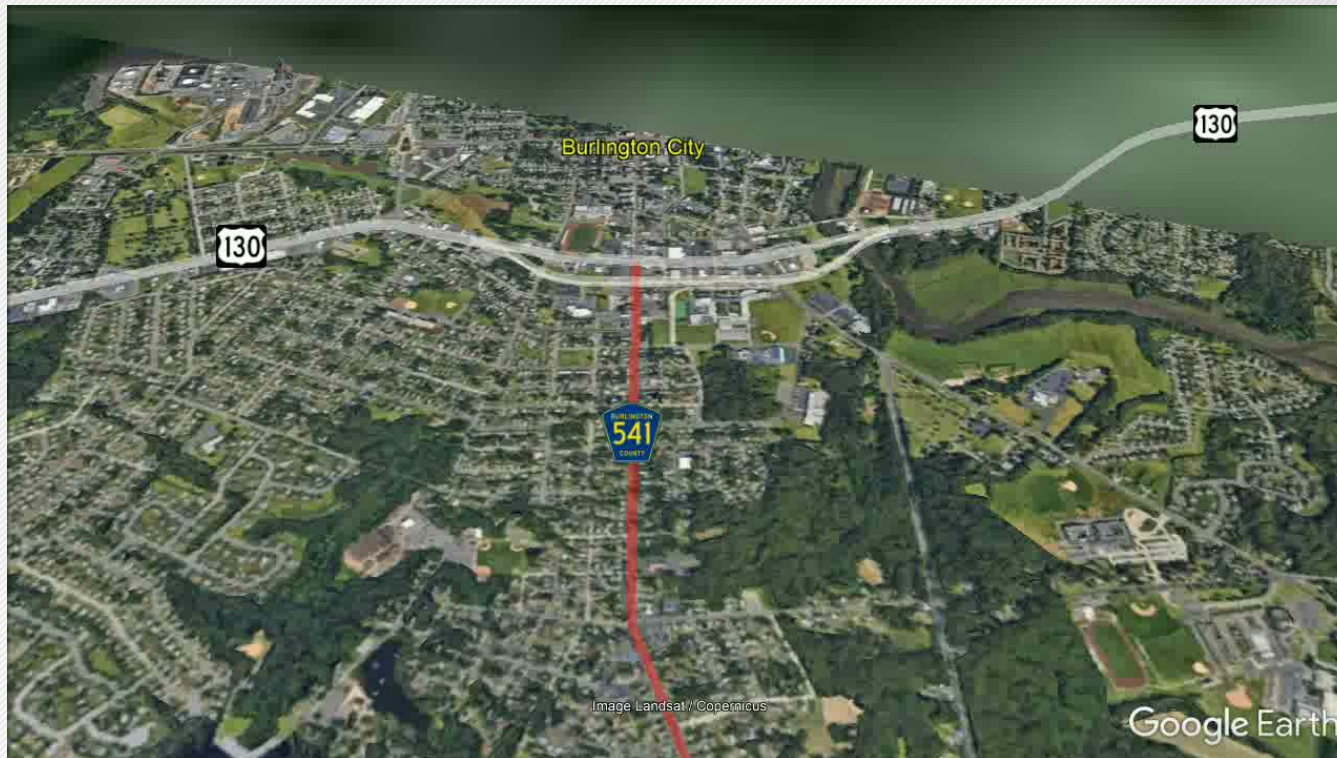
County Route 541 (aka Burlington-Mount Holly Road / High Street) is an important North-South connection located within four municipalities:

- Burlington City
- Burlington Township
- Westampton Township
- Mount Holly Township

The study focuses on the 5.5-mile section between U.S. Route 130 & the Mt Holly Bypass



An Aerial View of the Corridor



Commercial and Residential Growth



Over the past 5 years, the area has experienced rapid redevelopment

- Approximately 250,000 square feet of new commercial space
 - Examples: Wishing Well Plaza, Area around the NJTP Interchange
- Another 100,000 square feet of commercial space planned
 - Examples: Milestone Plaza, Fountain Square Shopping Center

In the last 20 years, the four towns along CR 541 corridor have seen a growth in residential development

- Population increased by 2,785 residents, more than 7%.
- Number of households has increased by 2,263, nearly 15%

Traffic Concerns



Recent growth has brought new commercial and residential opportunity; however more economic growth means more traffic

- An estimated 31,000 vehicles a day use County Route 541
- Approximately 550 trucks use Exit 5 of the NJ Turnpike
- 400 trucks use Exit 47 of I-295 daily

More traffic may cause

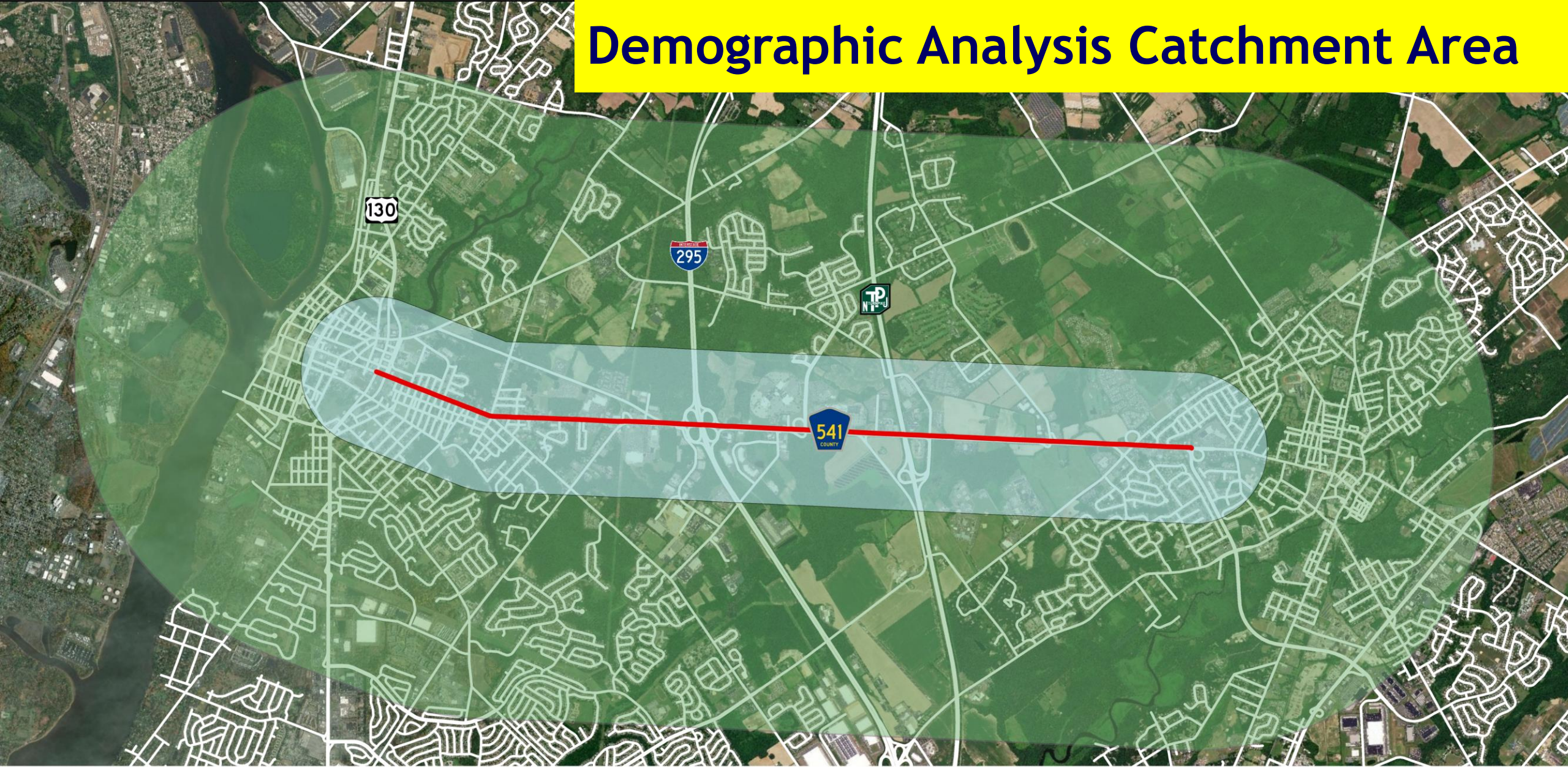
- Congested travel lanes, poor performing intersections, increase in accidents and unsafe conditions for bicyclists and pedestrians

Preliminary Data Collection



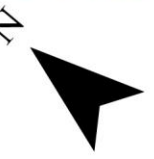
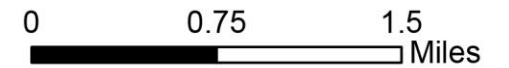
- Study Area Demographics
- Commuting Characteristics
- Crash Data
- Traffic Counts

Demographic Analysis Catchment Area



1/2 Mile Buffer

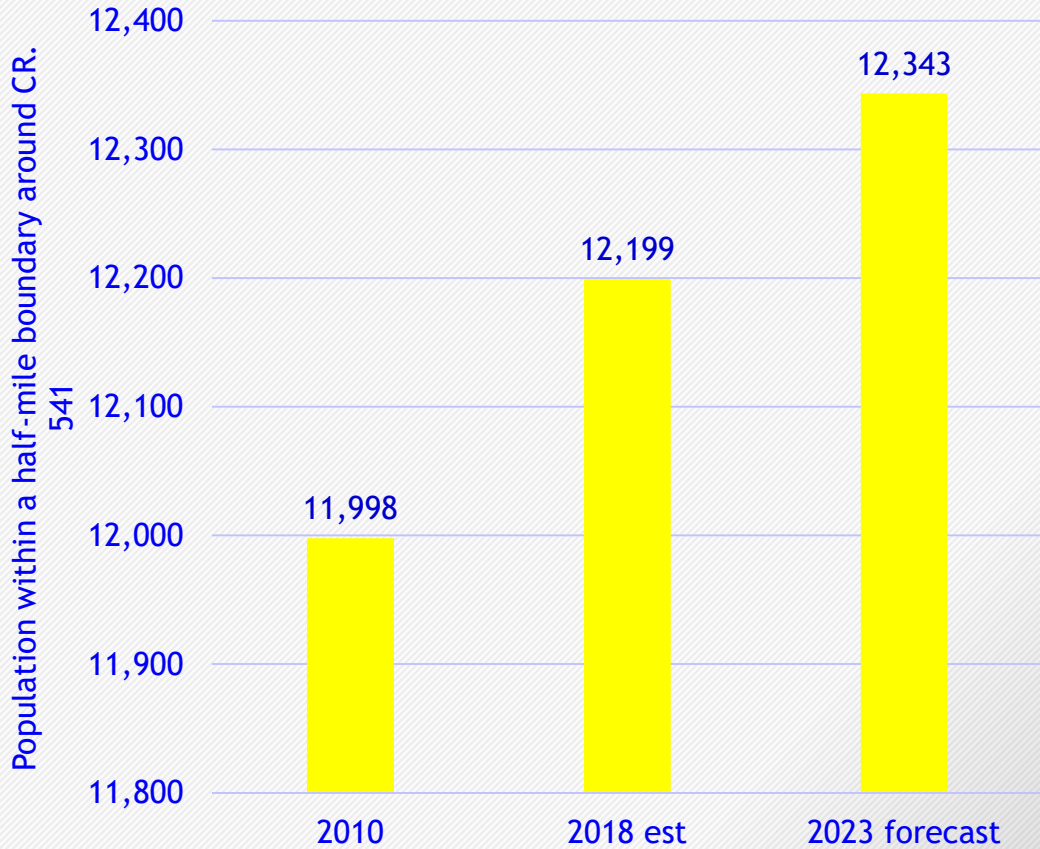
2 Mile Buffer



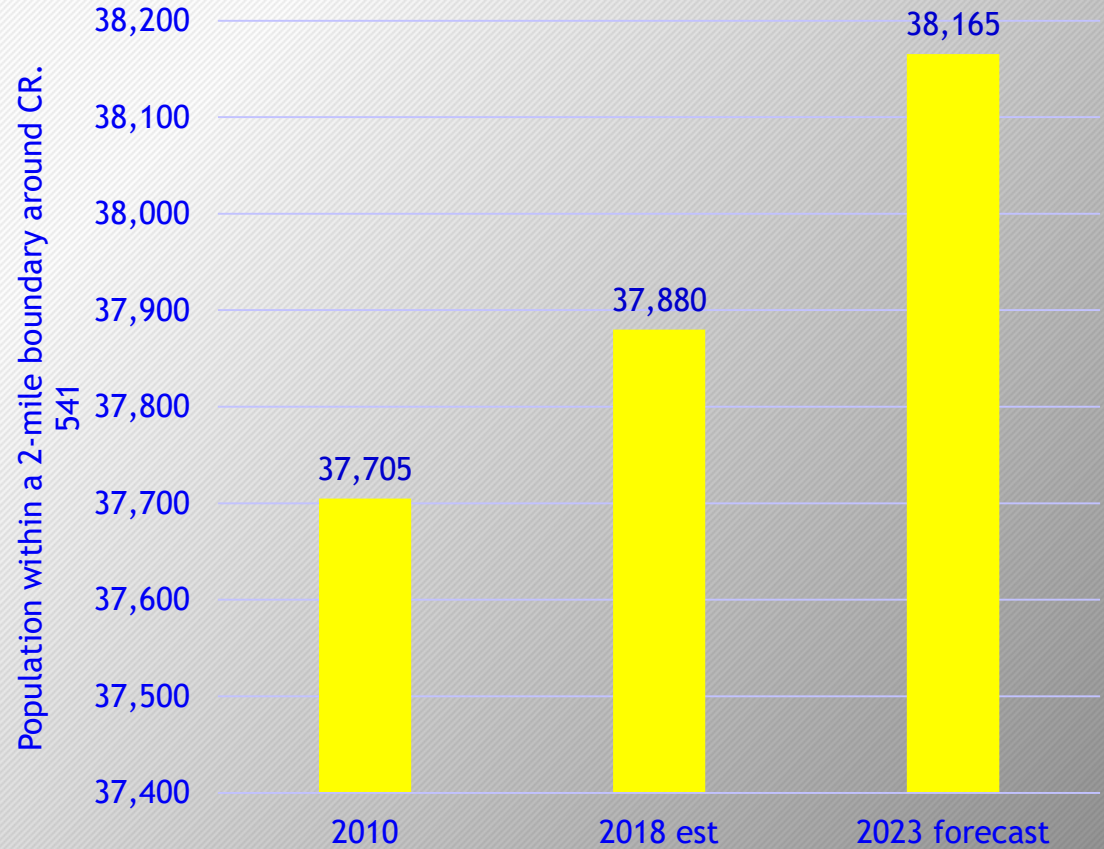
Population Trends and Growth 2010-2023



Population Trend, 2010-2023 (Half-Mile)



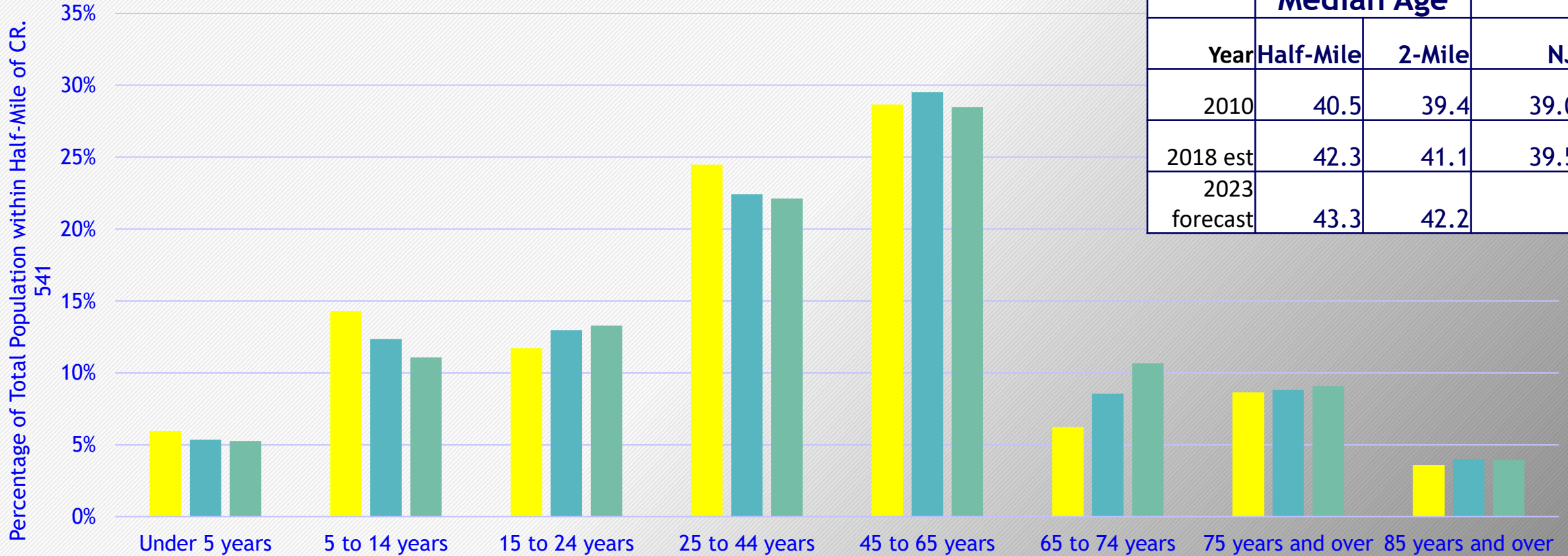
Population Trend, 2010-2023 (2-Mile)



Population by Age 2010-2023



Population by Age (Half-Mile)

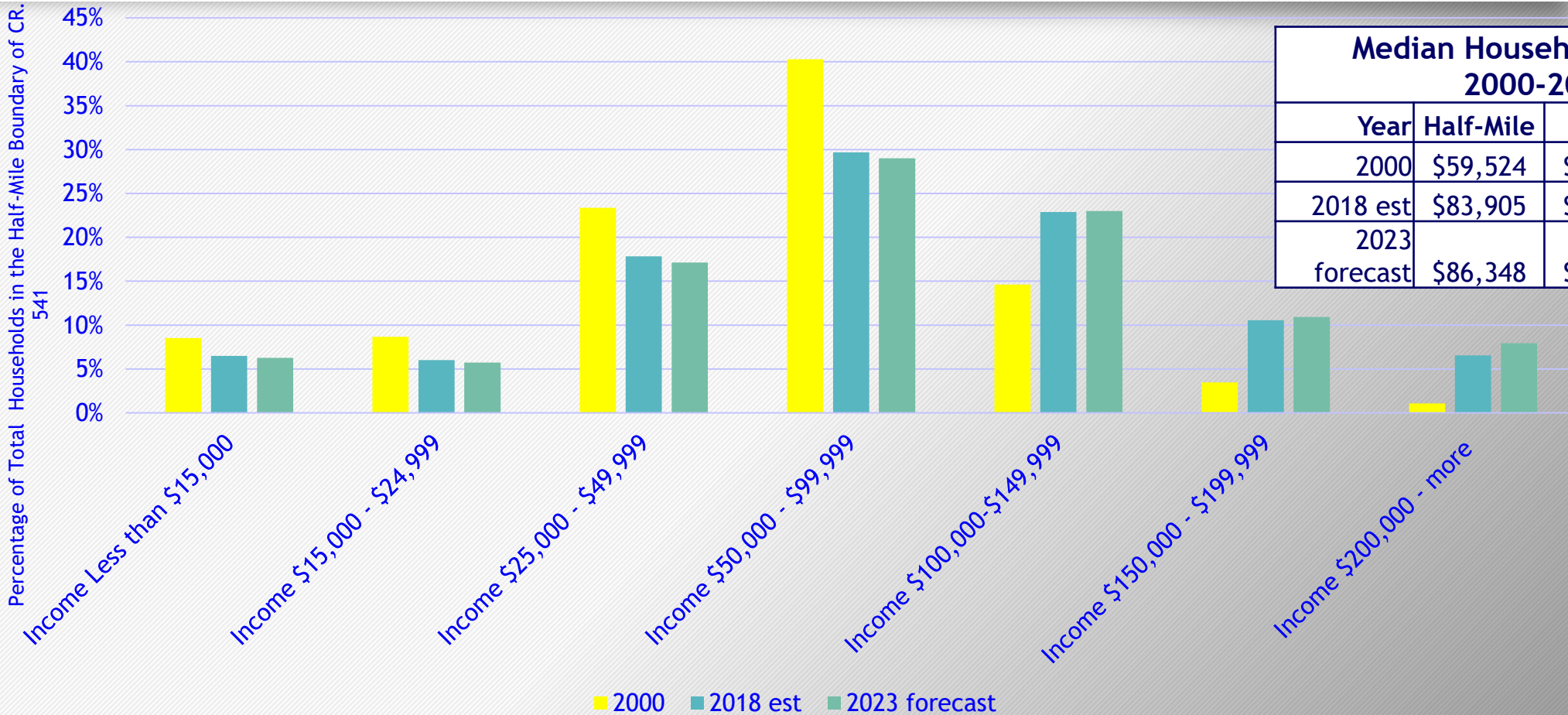


Year	Median Age		
	Half-Mile	2-Mile	NJ
2010	40.5	39.4	39.0
2018 est	42.3	41.1	39.5
2023 forecast	43.3	42.2	

Household Income, 2000-2023



Households by Household Income, 2000-2023



Year	Half-Mile	2-Mile	NJ
2000	\$59,524	\$59,387	\$70,989
2018 est	\$83,905	\$81,098	\$74,176
2023 forecast	\$86,348	\$83,825	

Business Summary



Top 3 Businesses with the Most Establishments (half mile)		
Rank	Business Type	% of Total Businesses
1	Healthcare and Social Assistance	36.0%
2	Retail Trade	11.5%
3	Other Services (except Public Administration)	10.2%
	TOTAL BUSINESSES	1104

Top 3 Businesses with the Most Employees (half mile)		
Rank	Business Type	% of Total Employees
1	Healthcare and Social Assistance	29.1%
2	Retail Trade	14.9%
3	Educational Services	8.8%
	TOTAL EMPLOYEES	14,035

Top 3 Businesses with the Most Sales (half mile)		
Rank	Business Type	% of Total Sales
1	Wholesale Trade	29.4%
2	Healthcare and Social Assistance	21.4%
3	Retail Trade	20.4%
	TOTAL SALES (in millions)	2,606.2

Mode of Commute and Travel Time



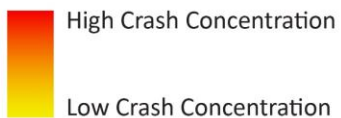
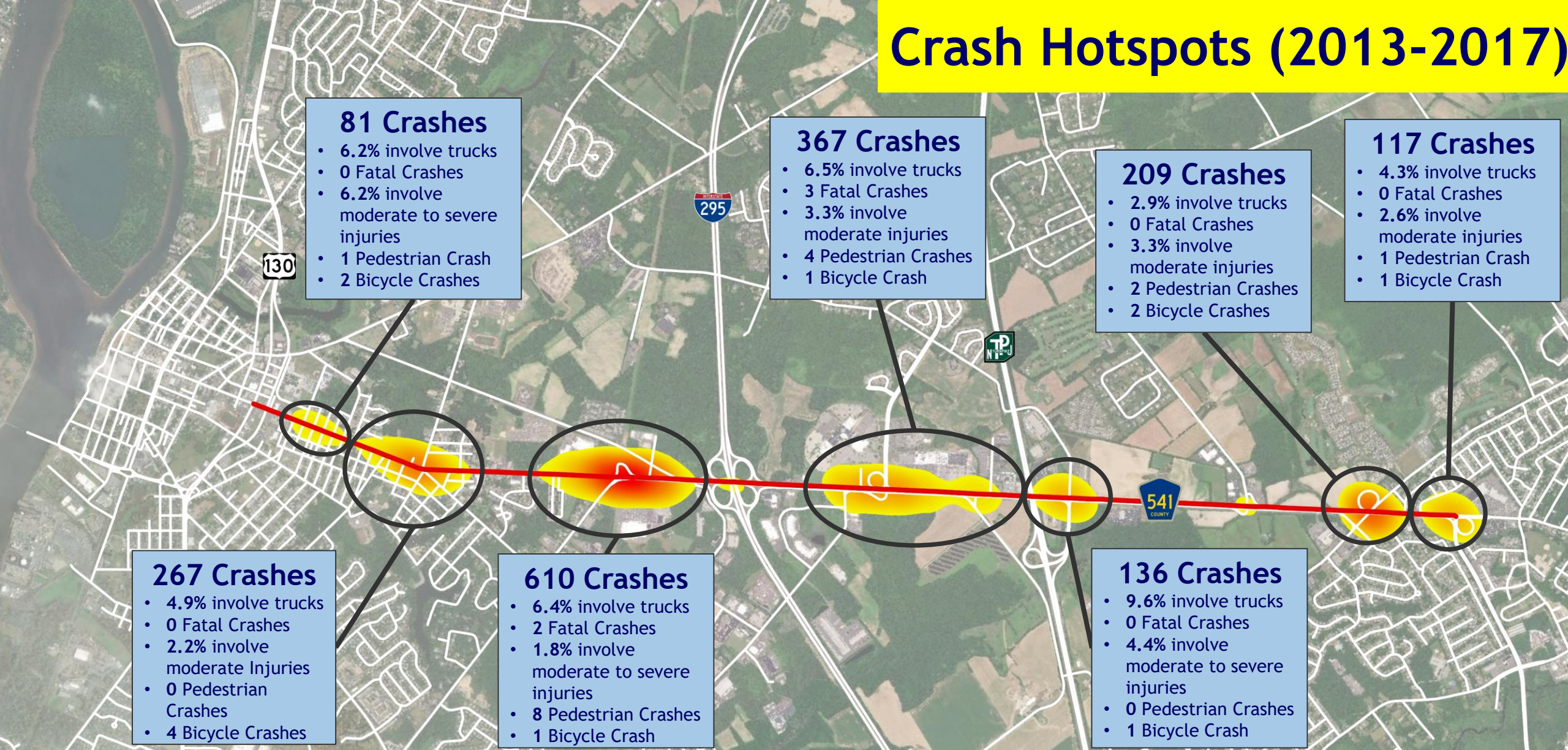
- At least 77% of the commuting population in all study area communities drove alone to work in 2000 and 2010 (higher than the State and comparable to the County).
 - Highest rate of driving alone - Westampton Township (88% in 2010).
- Burlington City had the highest rate of transit use at 5.3% in 2010, followed by Burlington Township at 4%, Westampton at 2% and Mount Holly at 1%.
- Much lower than Statewide transit share of 10.6% Statewide and in line with the County (3%).

Travel Time and Commute Destinations

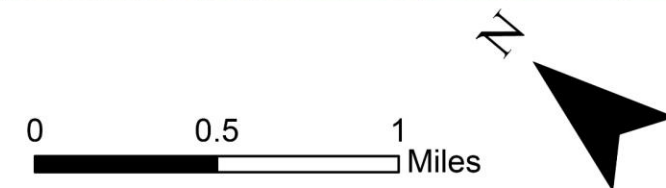


- The four study area communities had comparatively lower shares of people who work from home (ranging from 1.7 to 3.4%) than Burlington County (3.9%) and New Jersey (3.5%) in 2010.
- Slightly more than half of the County's workforce commute to jobs within the County in 2010; 45% work/commute beyond Burlington County.
 - Camden County, NJ (12.3%) and Mercer County, NJ (10.4%) were the top workplace destinations for Burlington County residents.
- Work commutes range from an average of 24.2 minutes for Mount Holly to 28.7 minutes in Burlington Township in 2010, slightly below or on par with Burlington County (28.1 min) and State (29.8 min) averages.

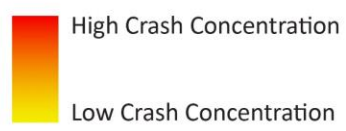
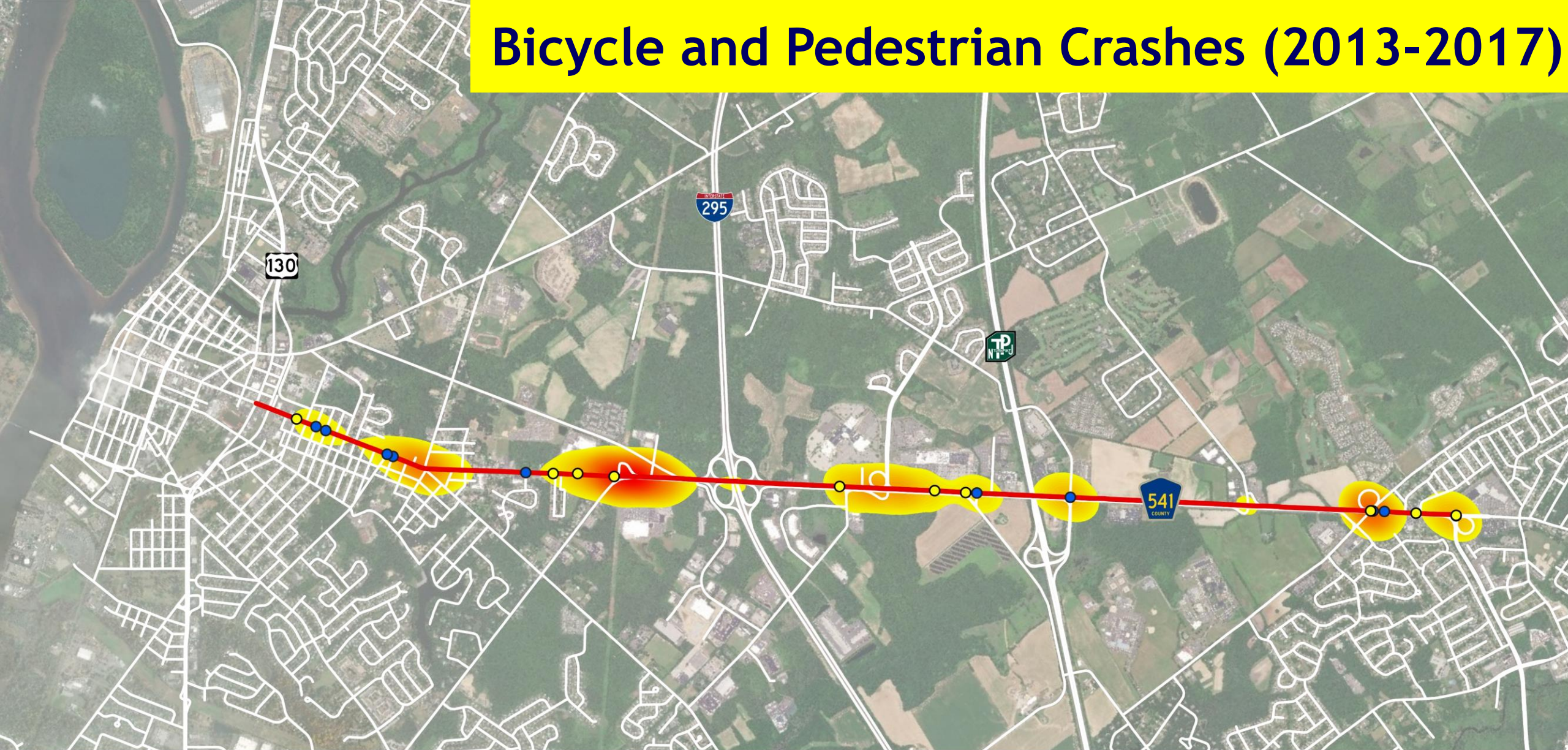
Crash Hotspots (2013-2017)





1965 Crashes within 300ft of CR 541 Corridor

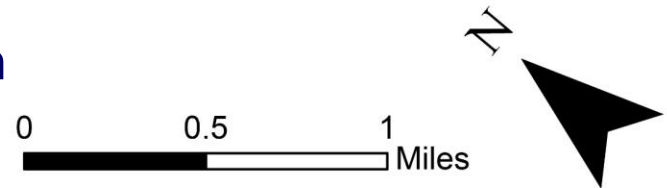


Bicycle and Pedestrian Crashes (2013-2017)



-  Pedestrian Crash
-  Bicycle Crash

30 Bicycle & 17 Pedestrian Crashes within 300ft of CR 541 Corridor



Crash Overrepresentations (2013-2017)



Crash Type	Corridor Crashes		Burlington County Crashes		Statewide Average	Overrepresentation
	#	%	#	%	%	(Y/N)
Animal	41	3.2%	3761	6.4%	5.3%	N
Backing	16	1.2%	2782	4.7%	2.4%	N
Encroachment	4	0.3%	211	0.4%	0.4%	N
Fixed Object	70	5.5%	8851	15.0%	10.0%	N
Left Turn/U Turn	29	2.3%	1346	2.3%	4.3%	N
Non-fixed Object	7	0.5%	878	1.5%	0.5%	N
Opposite Direction (Head On)	9	0.7%	982	1.7%	3.3%	N
Opposite Direction (Sideswipe)	4	0.3%	531	0.9%	N/A	N
Other	3	0.2%	891	1.5%	0.7%	N
Overtaken	2	0.2%	499	0.8%	0.4%	N
Pedalcyclist	12	0.9%	275	0.5%	0.8%	Y
Pedestrian	11	0.9%	488	0.8%	1.9%	N
Railcar-Vehicle	0	0.0%	3	0.0%	0.0%	N
Right Angle	172	13.4%	6553	11.1%	18.7%	N
Same Direction - Rear End	674	52.6%	20110	34.0%	32.1%	Y
Same Direction - Sideswipe	213	16.6%	6651	11.3%	13.0%	Y
Struck Parked Vehicle	14	1.1%	4266	7.2%	5.9%	N
Unknown	0	0.0%	11	0.0%	0.7%	N
Grand Total	1281		59089			

Recent Improvements - County Route 541 Safety Improvement Study, 2005



- Reconfiguring Route 541 between Fountain Avenue and Wishing Well Plaza from 4 lanes with no shoulders to 3 lanes with shoulders to improve multimodal use
- Improving traffic light timing at 8 intersections between Route 130 and Route 38 during peak and non-peak traffic flows
- Extending the deceleration lane from Wedgewood Drive to Wawa to avoid traffic overflowing into travel lanes
- Improvements to Wedgewood Drive and Cadillac Road to ease circulation between Route 541 and the 541 Bypass
- New traffic light on Sunset Road and Walmart to avoid traffic back ups

Data Summary



- Population and traffic is projected to increase
 - Transit ridership is lower than State average
 - Commuters spend more time travelling further to work
 - The Corridor has several crash hotspots
 - Several areas of vehicular and bicycle/pedestrian conflict
-
- Based on the preliminary findings, there are several circulation and transportation issues that need to be addressed in the Corridor.
 - Your input tonight at this public open house will help guide the recommendations in the study.

Next Steps



- Compile and analyze data and results of public input
- Hold workshops with municipal professionals on traffic analysis, public input and solutions development
- Model traffic solutions with various future scenarios
- Prepare recommendations for traffic, pedestrian, bicycle, and transit solutions
- Prepare recommendations for sustainable zoning and land use changes
- Facilitate workshops with municipal professionals on improvements modeling and refine recommendations
- Present recommendations at open house meetings
- Present recommendations to municipalities and County Freeholders



TRAFFIC

Public Open House

Monday, September 23rd 4pm-7pm
Westampton Township Municipal Building
710 Rancocas Mount Holly Rd.

&
Saturday, September 28th 9am-12pm
Burlington Township Municipal Center
851 Old York Rd.

More Information at:

<http://www.bcbridges.org/541-project/>

Take our online survey at:

<https://www.surveymonkey.com/r/route541>

541

