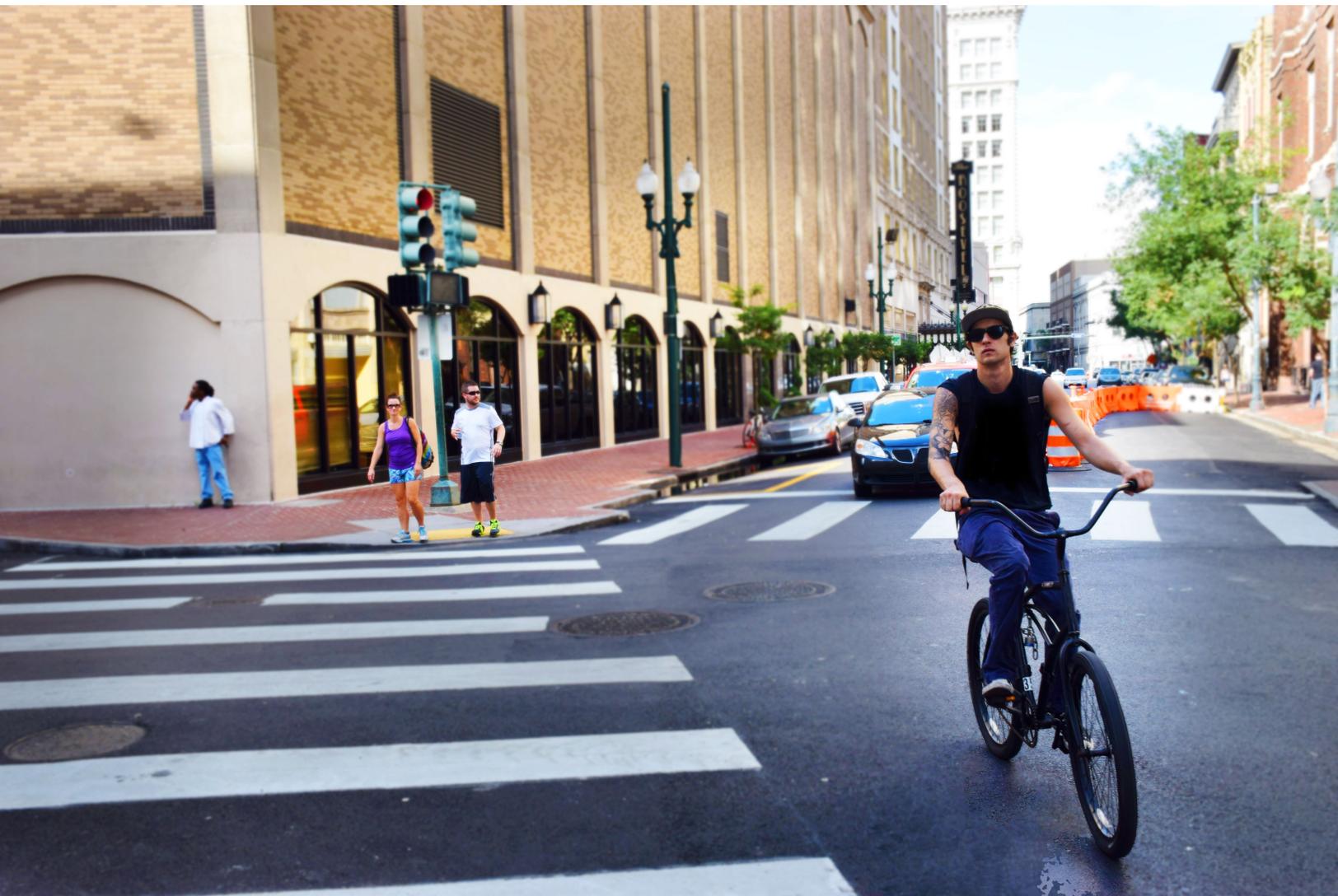




# IMPACT ANALYSIS

## BARONNE STREET BICYCLE LANE CITY OF NEW ORLEANS



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# EXECUTIVE SUMMARY

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The Department of Public Works (DPW) has proposed restriping Baronne Street between Canal Street and Calliope Street to install a six-foot buffered bike lane in the direction of traffic in place of the right side travel lane. This study concludes that based on local and national precedents, this proposal will likely maintain adequate mobility for motorists, enhance the ease of walking and bicycling, improve safety for all users, and have a positive economic impact on local retailers. This study therefore recommends DPW pursue the proposed configuration on a pilot basis and closely evaluate its impact on the street's safety, mobility and economy.

## MOBILITY

- A DPW traffic analysis conducted in 2014 estimates that the time it takes a motorist to travel Baronne Street from Canal Street to Calliope Street during the evening rush hour would take 1- 2 minutes longer under the proposed configuration than under the existing configuration.
- Currently, Baronne Street between Canal and Calliope Streets provides 202 on-street parking spaces. Under the proposal, three on-street parking spaces would be removed to accommodate an automobile queuing lane for access to US-90B (the Pontchartrain Expressway) – a 1.5% reduction of on-street spaces on Baronne Street.
- Replacing a travel lane with a bicycle lane has been shown to reduce traffic crashes by 29%. Traffic crashes on Baronne Street have resulted in over 248 total injuries since 2005 – an average of over 2 per month. 15 of those injured were pedestrians.
- Installation of dedicated bicycling lanes dramatically increases rates of cycling in New Orleans, such as a 57% increase in the average number of cyclists per day on St. Claude Avenue and a 110% increase on S. Carrollton Avenue.

## POPULATION

- 30.1% of workers in the study area walked, biked or use public transit to commute to work – more than double the citywide rate of 14.1%.
- Under a moderate growth scenario, the study area population is projected to increase by about 10,000 residents - over 50% - by 2020. Many of the developments within a half mile of the project are targeted to high-income households with above-average expendable income.
- 47% of customers at the Baronne Street Rouses originate from within the study area, and 56% of these customers either walk or bike to the store – that is, 26% of the store's customers walk or bike from within the study area. As the population of the study area increases, the number of customers who walk or bicycle to the store is likely to increase.

## ECONOMY

- Nationwide case studies provide ample evidence of improved sales at businesses adjacent to streets that have undergone lane removals and bike lane installations.
- In Fort Worth, Texas, a project on Magnolia Street that replaced two car lanes with two bicycle lanes resulted in a 163% increase in business for the street's restaurants.
- A study by the NYC Department of Transportation found that local businesses on 9th Avenue between 23rd and 31st Streets saw a 49% increase in retail sales, compared to 3% across Manhattan during the same time period.

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# TABLE OF CONTENTS

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Executive Summary.....	1
1. Introduction.....	5
Purpose.....	5
The City of New Orleans Complete Streets Policy.....	5
Existing Roadway Configuration.....	6
Proposed Roadway Configuration.....	6
2. Analysis of Impact.....	9
Mobility.....	9
Automobile Traffic.....	9
Walking, Cycling and Transit Ridership.....	10
Parking Impact.....	11
Traffic Safety.....	12
Current and Projected Study Area Population.....	13
Economic Impact of Bike Lanes.....	17
3. Conclusion.....	21

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# 1. INTRODUCTION

## Purpose

In May 2014, the City of New Orleans began repaving Baronne Street from Canal to Calliope Streets as part of the Paths to Progress Program. In accordance with the City's Complete Streets policy (Ordinance #28,766, 12/22/2011), the Department of Public Works (DPW) has proposed restriping the street to install a six-foot buffered bike lane in the direction of traffic in place of the right side travel lane between Canal Street and Calliope Street.

The purpose of this study is to build an understanding of the economic, mobility, and social impact of bicycle lanes on New Orleans' emerging commercial corridors. This proposal looks specifically at Baronne Street from Canal Street to Calliope Street and the surrounding study area. The study area (Figure 1) is bounded by Jackson Avenue, S. and N. Claiborne Avenue, St. Ann Street, and the Mississippi River.

Figure 1: Study Area



## The City of New Orleans Complete Streets Policy

On December 22, 2011, the City of New Orleans adopted ordinance no. 24706, amending Article II of Chapter 146 of the Code of the City of New Orleans to establish a Complete Streets program. The program requires “that all planning, designing, funding, operation and maintenance of the City’s transportation system...accommodate and encourage travel for all users in a balance, responsible and equitable manner consistent with, and supportive of, the surrounding community.” This policy relies on the professional judgment of DPW and City Planning Commission engineers and planners to determine the design of city streets with these considerations in mind.

## Existing Roadway Configuration

Many uses line the Baronne Street corridor, including hotels, small to large office buildings, convenience stores, restaurants, bars, multifamily residential complexes, and a grocery store. The one-way street's pre-construction configuration from Canal Street to Calliope Street is two 12-foot travel lanes with two eight-foot parking lanes (see Figure 2). According to DPW traffic counts, the street carries approximately 8,000 to 9,000 vehicles per day. The peak volume occurs weekdays from 4:45pm to 5:45pm. Baronne Street provides access to both eastbound and westbound onramps to US-90B at Calliope Street. This number is relatively low compared to other mixed-use thoroughfares serving commuters, such as Claiborne Avenue (nearly 40,000 between Louisiana and Napoleon Avenues in 2013), and S. Carrollton Avenue (29,000 between St. Charles and S. Claiborne Avenues in 2012)

## Proposed Roadway Configuration

The proposed roadway configuration would include make the following changes on Baronne Street between Canal Street and Calliope Street:

- Replacement of the right side traffic lane with a six foot bicycle lane, with a two-foot buffer between it and the left lane of traffic, and a three-foot buffer between the bicycle lane and the parking lane,
- Removal of the left parking lane beginning mid-block on Baronne between Julia Street and St. Joseph Street, to accommodate queuing of traffic turning on US-90B (the Pontchartrain Expressway), resulting in the loss of three metered spaces and one freight zone, and,
- Retiming of traffic signals on Baronne Street to maximize traffic flow.

Figure 2: Baronne Street, Existing Configuration

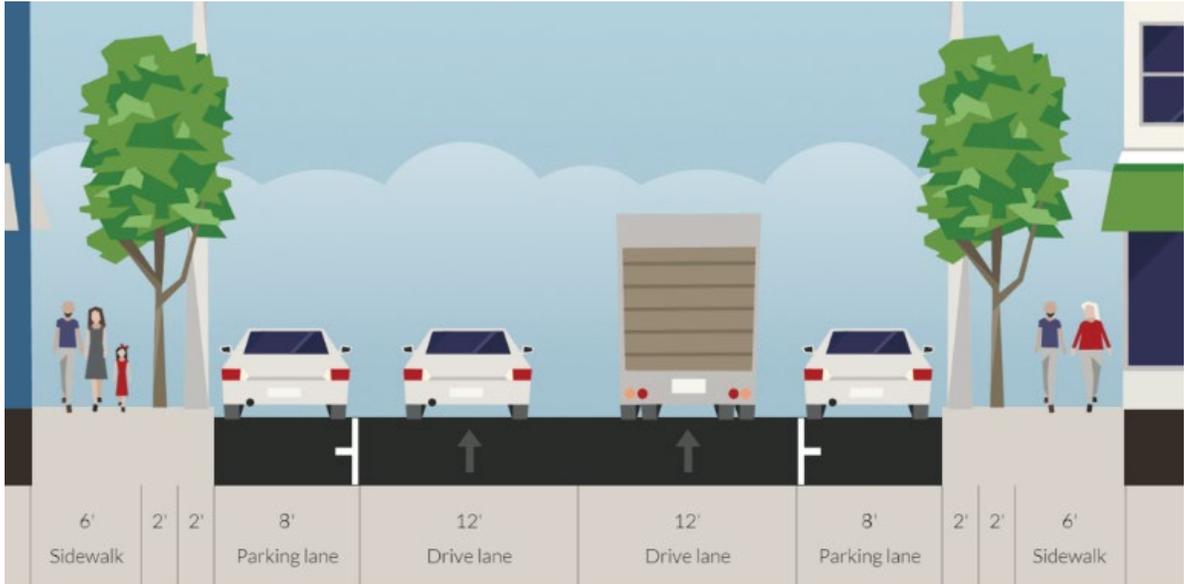
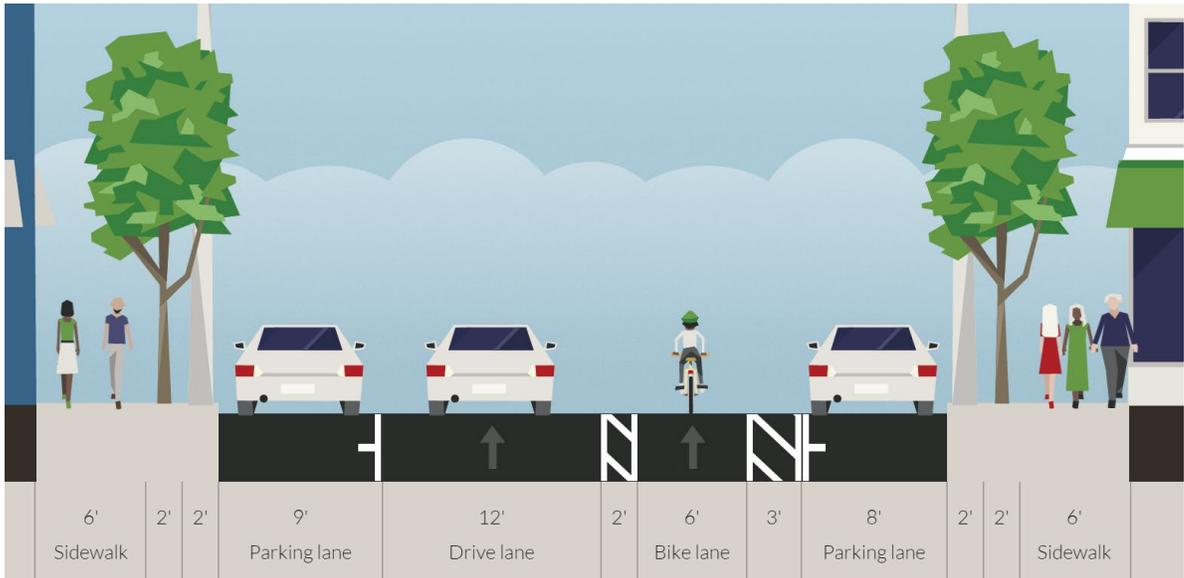


Figure 3: Baronne Street, Proposed Configuration



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## 2. ANALYSIS OF IMPACT

This section presents existing mobility, transportation and economic conditions in the study area, and the anticipated impact of the proposed Baronne Street configuration. The growing number of bike lane interventions in the country have produced an increasing body of evidence demonstrating the impacts of these types of infrastructure projects, which suggests what impact the Baronne Street proposal may have on the study area. This section also references local research on similar road projects, to the extent it is available.

### Mobility

#### AUTOMOBILE TRAFFIC

A DPW traffic analysis conducted in 2014 estimates that **the time it takes a motorist to travel Baronne Street from Canal Street to Calliope Street during the evening rush hour would take 1-2 minutes longer** under the proposed configuration than under the existing configuration.

The model assumes the same volume of traffic before and after the construction, and is based on traffic counts taken in early 2014, prior to construction on Baronne Street. At this time, Magazine Street – an alternative, two-lane, southbound road parallel to Baronne Street that serves US-90B – was under construction and limited to one lane of

“...the time it takes a motorist to travel Baronne Street from Canal Street to Calliope Street during the evening rush hour would take 1-2 minutes longer...”

travel. Thus, at the time of the counts, the traffic volume on Baronne Street was likely higher than usual, due to displacement of vehicles from Magazine Street to Baronne Street. The estimated delay is therefore a conservative one.

Traffic volumes typically do not change significantly following the reduction of motor vehicle lanes from

a road. A study of 18 projects reducing travel lanes from 4 lanes to 2 lanes in cities in Washington, Pennsylvania, Michigan, Toronto, and California found that on average, daily traffic volumes increased 3%. Traffic volumes on these streets ranged from 9,000 to 23,000 vehicles per day.<sup>1</sup>

The traffic analysis also projects the anticipated impact in 2024, assuming an industry-standard annual 1.5% growth in traffic volumes. At this rate of traffic growth, the delay

<sup>1</sup> Burden, Dan and Peter Lagerwey, Road Diets: Fixing the Big Roads, March 1999.

in travel time on Baronne Street from Canal to Calliope Streets would increase to about 2 minutes. However, annual increases in peak hour traffic resulting from increased numbers of suburban-to-downtown commuters by private automobile are speculative, rather than based on known job growth in the study area.

“...the percentage of residents in the study area who commute to work by walking is significantly higher than the citywide percentage.”

### WALKING, CYCLING AND TRANSIT RIDERSHIP

The study area is the New Orleans region’s hub of jobs, hotels, special events and entertainment options. This means competition for space within publicly owned streets and sidewalks is fierce. From an economics perspective, space-efficient modes of travel, such as

walking, bicycling, transit and carpooling - which consume less space per person than single occupancy motor vehicles - reduce overall traffic congestion and make destinations, such as retailers and job opportunities, easier to access. Fortunately, the study area enjoys many alternative transportation assets.

The small block size, gridiron street pattern, density of intersections and prevalence of sidewalks in the study area make it a highly walkable area. The real estate analysis organization Walk Score rates the Central Business District’s walkability a 92 out of 100, meaning that daily errands do not require a car.<sup>2</sup> Our research (described in greater detail in the Population section below) found that **the percentage of residents in the study area who commute to work by walking is significantly higher than the citywide percentage**. Street designs should therefore reinforce the walkable nature of the study area.

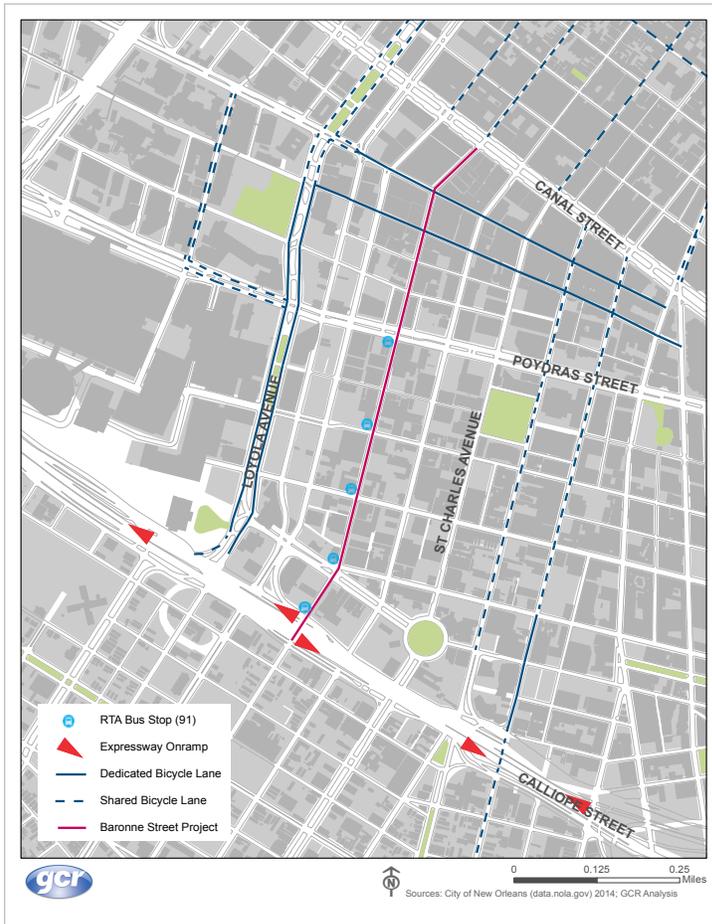
The study area dedicates much less infrastructure to cyclists than to pedestrians and motorists. Only one upriver-downriver street provides a dedicated cycling lane - Loyola Avenue. Downriver from Canal Street, the lanes continue outside of the CBD onto Basin Street. Upriver from Calliope Street, however, no bicycle facility exists, and cyclists must contend with a challenging road split to access Simon Bolivar Avenue. Camp Street and Magazine Street each provide shared lane markings that alert motorists to share the road with cyclists, but do not provide dedicated space, with the exception of a four-foot dedicated bicycling lane between St. Joseph and Calliope Streets on Magazine Street. Lake-bound and river-bound Common Street and Gravier Street each provide dedicated cycling lanes.

<sup>2</sup> Walk Score. (2014, September 12). Living in Central Business District New Orleans. Retrieved from Walk Score: [http://www.walkscore.com/LA/New\\_Orleans/Central\\_Business\\_District](http://www.walkscore.com/LA/New_Orleans/Central_Business_District)

Tulane University researchers have found that **installation of dedicated bicycling lanes dramatically increases rates of cycling in New Orleans**. The Prevention Research Center at Tulane University documented a 57% increase in the average number of cyclists per day on the commercial corridor **St. Claude Avenue** following completion of its dedicated lanes,<sup>3</sup> and 110% increase on the mixed-use corridor **S. Carrollton Avenue**.<sup>4</sup> Car trips replaced by bicycling trips produce numerous benefits, including reduced traffic congestion, greater parking availability, improved air quality and improved health.

**9.6% of study area residents commute by public transportation, compared to 6.9% of citywide residents.**<sup>5</sup> The Regional Transit Authority's transfer hub, which surrounds the intersection of Elk Place and Tulane Avenue at the center of the study area, supports this higher rate of transit use. Nearly all RTA routes converge here, and up to 7,000 riders transfer at the hub each day. It is therefore important to make study area streets safe and easy for these commuters to cross.

Figure 4: Study Area Circulation Diagram



The intersection of Elk Place and Tulane Avenue at the center of the study area, supports this higher rate of transit use. Nearly all RTA routes converge here, and up to 7,000 riders transfer at the hub each day. It is therefore important to make study area streets safe and easy for these commuters to cross.

The 91 Jackson/Esplanade bus route toward Rousseau and St. Andrew Streets stops at five intersections on Baronne Street between Poydras Street and Calliope Street. The proposed configuration will not impact the function of these stops.

### PARKING IMPACT

Currently, Baronne Street between Canal and Calliope Streets provides 202 on-street parking spaces.<sup>6</sup> Under the proposed configuration, three on-street parking spaces would be removed to accommodate

3 Parker, Kathryn M. Gustat J, Rice J, Installation of Bicycle Lanes and Increased Ridership in an Urban, Mixed-Income Setting in New Orleans, Louisiana, *Journal of Physical Activity and Health*. 2011; 8(Suppl 1), S98-S102.  
 4 Parker, Kathryn M. et. al., Effect of Bike Lane Infrastructure Improvements on Ridership in One New Orleans Neighborhood, *Annals of Behavioral Medicine*. 2013; 45 (Suppl 1):S101-S107  
 5 U.S. Census Bureau, 2008-2012 American Community Survey  
 6 Downtown Development District, New Orleans Mobility and Parking Study Final Report, January 2009

an automobile queuing lane for access to US-90B – a loss of 1.5% of Baronne Street spaces.

The Downtown Development District’s 2009 New Orleans Mobility and Parking Study presents projections for future parking demand in downtown New Orleans. Assuming an annual 2% increase in parking demand the Study found that **the existing total parking supply, including on-street and private and public off-street spaces, will adequately meet the total demand in the CBD and Warehouse District through 2029.** The ongoing downtown building boom may cause greater than 2% annual growth, but this construction is accompanied by increased off-street parking, such as the Rouses surface parking lot and two-story garage, and the South Market District’s 435-space garage. While the parking supply is adequate at the neighborhood level, off-street parking supply will be inadequate on certain blocks, areas, notably along Poydras Street, and especially in the 20-year scenario.

Table 1: Projected Parking Demand and Surplus, 2014 and 2019

		Effective Supply (incl. on- and off-street)		2009 Demand	Conservative: 1% growth	Moderate: 2% growth	Aggressive: 3% growth
5-Year Projection (2014)	CBD	16,814	Required	11,507	12,094	12,705	13,370
			Excess	5,307	4,720	4,109	3,444
	Warehouse District	21,523	Required	10,160	10,678	11,217	11,778
			Excess	11,363	10,845	10,306	9,745
10-Year Projection (2019)	CBD	16,814	Required	11,507	12,711	14,027	15,464
			Excess	5,307	4,103	2,787	1,350
	Warehouse District	21,523	Required	10,160	11,223	12,385	13,654
			Excess	11,363	10,300	9,138	7,869

Source: Downtown Development District, New Orleans Mobility and Parking Study Final Report, 2009

## TRAFFIC SAFETY

**Since 2005, traffic crashes on Baronne Street have resulted in over 248 total injuries since 2005 – an average of over 2 per month.** 15 of those injured were pedestrians.<sup>7</sup> An analysis of causes and factors among these crashes was not conducted as part of this study. However, the high number of crashes suggests potential engineering weaknesses within the existing street design. Replacing motor vehicle lanes with bicycling lanes has been shown to reduce traffic crashes by 29%.<sup>8</sup>

7 Source: City of New Orleans, Department of Public Works

8 Harkey, D.L., R. Srinivasan, J. Baek, B. Persaud, C. Lyon, F.M. Council, K. Eccles, N. Lefler, F. Gross, E. Hauer, J. Bonneson, “Crash Reduction Factors for Traffic Engineering and ITS Improvements”, NCHRP Project 17-25 Final Report, Washington, D.C., National Cooperative Highway Research Program, Transportation Research Board, (2008)

“Since 2005, traffic crashes on Baronne Street have resulted in over 248 total injuries since 2005 – an average of over 2 per month.”

Cyclists travelling on bike lanes immediately adjacent to parking lanes, as shown here on Common Street, are vulnerable to “dooring” crashes, in which parked motorists open a door into the bike lane.

## Current and Projected Study Area Population

According to the U.S. Census Bureau, in 2010, the study area had a recorded population 17,612. GCR estimates this grew to 19,399 in 2013 – an increase of 10%.

GCR uses a proprietary geographic information systems (GIS) database to project population growth in the City of New Orleans. The database is populated by GCR’s Activity Index, a compilation of several data elements including U.S. Postal Service delivery records, Louisiana Tax Commission records, and other sources.<sup>9</sup>

GCR supplemented these data sources with an assessment of future development plans to estimate the number of units and the probability of development prior to 2016 (Table 2). Many of these developments aim to attract high-income residents. Apartments available at The Beacon, for example, range from \$2.25 to \$2.69 per square foot, while those at 144 Elk Place range from \$2 to \$2.57 per square foot.<sup>10,11</sup> These are more than twice the 2013 citywide average of \$1.09 per square foot.<sup>12</sup>

This is not an exhaustive list of all study area developments, but demonstrates the intensity of residential development underway.

9 The Activity Index incorporates population changes from new developments over the past several years. GCR also creates low, moderate, and high projections for 2016 and 2020 based on neighborhood type and other factors. This was done by dividing the neighborhoods into four categories based on post-Katrina repopulation trends. Mathematical projections of growth for each neighborhood type and each type of forecast (low, moderate, high) were applied.

10 Domain Companies. (2014, September 14). Availability - The Paramount. Retrieved from Availability - The Paramount: <http://paramountnola.com/availability/>

11 Wampold Companies. (2014, September 14). 144 Elk Place. Retrieved from 144 Elk Place: [http://www.144elk.com/Apartments/module/property\\_info/property%5Bid%5D/90832/](http://www.144elk.com/Apartments/module/property_info/property%5Bid%5D/90832/)

12 Miestchovich, Ivan J., Real Estate Market Analysis: New Orleans and Northshore Regions, Volume 46, April 2014.

Table 2: Residential Units under Development within Half-Mile of Baronne Street<sup>13</sup>

Development	Status	Units	Estimated Residents (Units x 1.75)
<b>1031 Canal</b>	Proposed	255	446
<b>The Garage - 848 Carondelet</b>	Proposed	65	114
<b>Traçage - 711 Tchoupitoulas</b>	Permit approved	125	219
<b>210 Baronne</b>	Permit approved	261	457
<b>Triangle Building - 822 Howard Ave</b>	Permit approved	18	32
<b>607-17 Julia St</b>	Permit approved	6	11
<b>301 Magazine</b>	Permit approved	8	14
<b>530 Natchez</b>	Under Construction	6	11
<b>127-129 Carondelet</b>	Under Construction	8	14
<b>Diamond Street Lofts - 329 N. Diamond St</b>	Under Construction	12	21
<b>Camp &amp; Canal - Giani Building</b>	Under Construction	44	77
<b>225 Baronne</b>	Under Construction	192	336
<b>144 Elk Place</b>	Under Construction	96	168
<b>234 Loyola</b>	Under Construction	80	140
<b>1100 Tulane</b>	Under Construction	130	228
<b>1111 Tulane</b>	Under Construction	155	271
<b>The Paramount - Girod &amp; O'Keefe</b>	Under Construction	209	366
<b>800 Magazine</b>	Under Construction	9	16
<b>701 S Peters</b>	Under Construction	28	49
<b>425 Notre Dame</b>	Under Construction	40	70
<b>The Beacon - Girod &amp; O'Keefe</b>	Under Construction	114	200
<b>Marais Apartments - 1501 Canal</b>	Complete	112	196
<b>Lasalle Apartments - 1113 Canal</b>	Complete	32	56
<b>TOTAL</b>		2,031	3,554

<sup>13</sup> To estimate the number of residents per unit, GCR used ESRI Business Analyst to compile an area of 27 Census Block Groups approximating the study area. In this area, the average household size in 2014 was 1.75 persons. This figure was used to translate units to estimated residents for each proposed residential development.

Table 3 shows population forecasts, adjusting for development in the study area. The “Low” forecast includes only the developments under construction or completed since 2013. The “Moderate” forecast includes these plus approved developments. The “High” forecast includes all units in the table above. **Under a moderate growth scenario, the study area population is projected to increase by nearly 10,000 residents - over 50% - by 2020.**

Table 3: Projected Population Growth - Study Area

2013 Estimated Population	Projection	2016 Population	% Change from 2013	2020	% Change from 2013
19,399	Low	23,535	21%	25,251	30%
	Moderate	26,613	37%	29,215	51%
	High	28,891	49%	32,437	67%

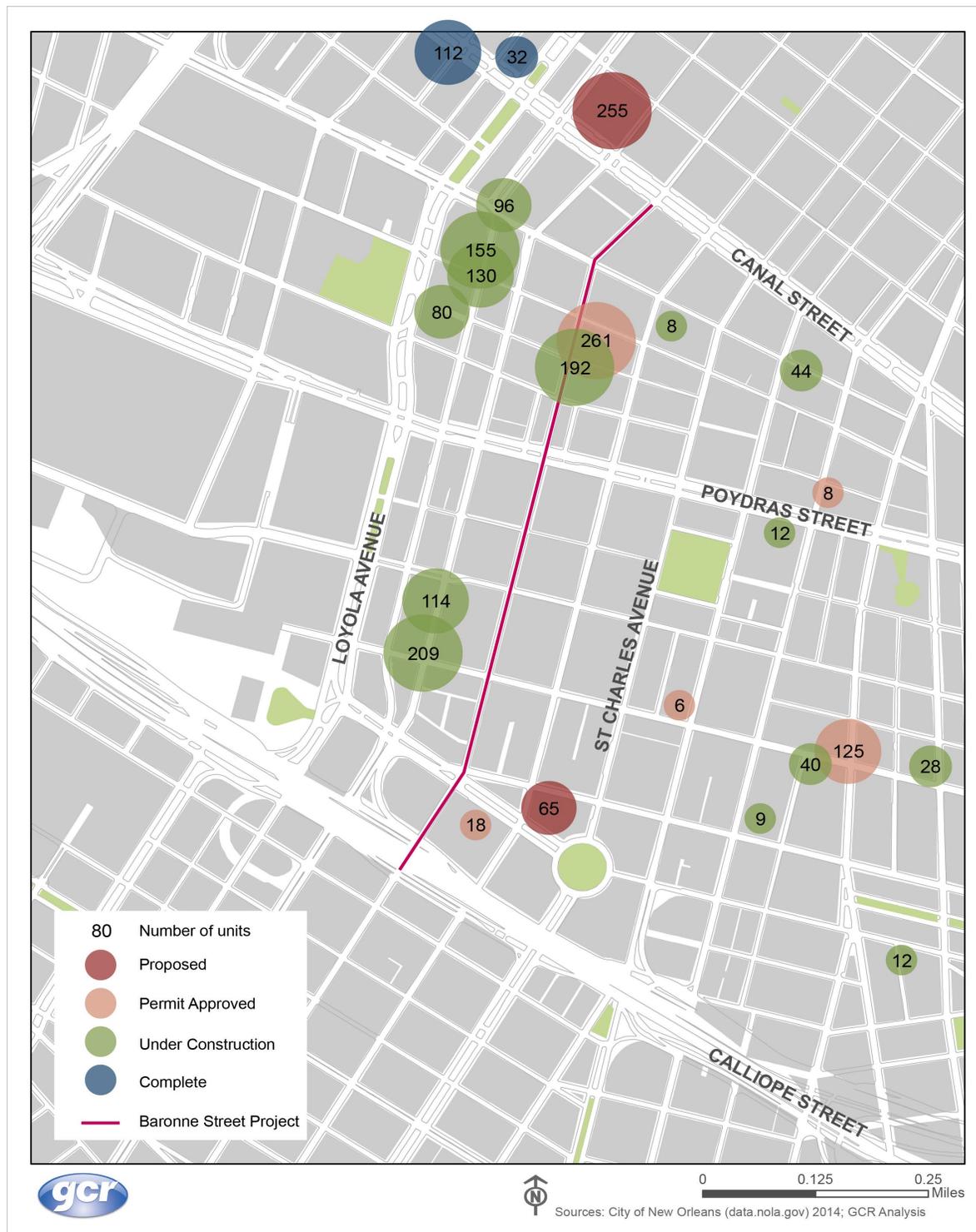
Source: GCR projection of 2010 US Census data

Residents of dense, transit-oriented, mixed-use environments such as downtown New Orleans are much more likely to make trips on foot than residents of low-density, single use neighborhoods. 30.1% of workers in the study area walked, biked or use public transit to commute to work - more than double the citywide rate of 14.1%.<sup>14</sup> Additionally, a 2014 study of Rouse’s customers at 701 Baronne Street found that 55.6% of its customers from within the study area walk or bike to the location.

“Under a moderate growth scenario, the study area population is projected to increase by nearly 10,000 residents - over 50% - by 2020.”

14 U.S. Census Bureau, 2008-2012 American Community Survey

Figure 5: Proposed Residential Developments within 1/2 mile of project, by status



In July 2014, the Associated Wholesale Grocers (AWG) prepared a customer origin study for the 701 Baronne Street Rouses location, the only full service grocery store within the study area. Rouses reported to the AWG that its weekly sales during the Baronne Street construction fell 15%. The study included a survey of 400 customers found that 47% of the store's customers originate from within the study area, and that 56% of these customers either walk or bike to the store – that is, **26% of the store's customers walk or bike from within the study area**. Of all customers surveyed, 21% walked, 15% bicycled and 63% drove a private automobile to the store. These exceptionally high rates of walking and cycling are indicative of the store's central location within the Central Business District, and its pedestrian-oriented design. As the population of the study area increases, the number of customers who walk or bicycle to the store is likely to increase.

## Economic Impact of Bike Lanes

In the last decade, the City of New Orleans has installed dozens of miles of bikeways, including several that replace a motor vehicle travel lane with a bicycle lane. Esplanade Avenue, Gentilly Boulevard, Decatur Street and Filmore Avenue have each been reduced by a single travel lane to accommodate dedicated cycling lanes. In the Central Business District, motor vehicle lanes on Gravier Street, Common Street and Loyola Avenue have each been narrowed to fit dedicated bicycle lanes. Although research examining the economic impact of these projects has not been conducted, several studies across the U.S. have shown positive impacts, in the form of additional sales revenue and customers.

In Fort Worth, Texas, a 2009 project on **Magnolia Street** replaced two car lanes with two bicycle lanes and resulted in a 163% increase in business for the street's restaurants between 2009 and 2011.<sup>15,16</sup> The project, changed the four-lane arterial to a three-lane configuration with bike lanes. Magnolia is a neighborhood retail corridor that has seen significant investment in the last few years.

The City of Memphis installed a redesign of Broad Avenue, through the Memphis Arts District, as a temporary art project – but it was so popular that the city made it permanent. The corridor subsequently attracted \$6 million in development. **The Hampline**, as it is now known, is a combination on-road and off-road two-way protected bike lane, with some unique design features, including double green lanes at the intersection. The project began construction in late 2013, and portions are still under construction.

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15 Fort Worth South, Inc. (2009). Near Southside Dashboard, Second Half 2009. Retrieved from <http://www.fortworthsouth.org/wp-content/uploads/2012/02/Dashboard-FWSI-2H-2009.pdf>

16 Fort Worth South, Inc. (2011). Near Southside Dashboard, Second Half 2011. Retrieved from <http://www.fortworthsouth.org/wp-content/uploads/2012/02/Dashboard-FWSI-2H-2011.pdf>

Researchers at Portland State University found that based on their survey results, “patrons who arrive by automobile do not necessarily convey greater monetary benefit to businesses than bicyclists, transit users, or pedestrians” because, although drivers spend more per visit, bike riders visit more often and thus spend more money at the establishment in total.<sup>17</sup>

In New York City, protected bicycle lanes were built on **9th Avenue** in Manhattan in 2008. A study by the NYC Department of Transportation found that local businesses on 9th Avenue between 23rd and 31st Streets saw a 49% increase in retail sales, compared to 3% across Manhattan during the same time period.<sup>18</sup> Moreover, injuries to all street

users, including drivers, pedestrians, cyclists, fell by 58%. A protected lane on nearby **8th Avenue** led to a 35% decrease in injuries. Traffic volumes did not change following these projects.

“...26% of the store’s customers walk or bike from within the study area.”

Travel speeds have improved or maintained steady – for instance, on **Columbus Avenue** in the Upper West Side of Manhattan, travel times improved during the AM peak, mid-day and PM peak periods average 14%.

A lane removal project on **Vanderbilt Avenue** in Prospect Heights, Brooklyn, was assessed pre- and post-construction. The road configuration, originally four traffic lanes and two parking lanes, was converted in 2008 to two traffic lanes, two parking lanes, a center median with turning bays, and bicycle lanes. The project site was compared to several other sites in the neighborhood and Brooklyn as a whole, and was found to outperform the neighborhood averages considerably. Retail sales increased 102% after three years on Vanderbilt Avenue, compared to 64% in the neighborhood and 18% in the borough.<sup>19</sup>

17 Exploring the Relationship Between Consumer Behavior and Mode Choice, Kelly J. Clifton, Sara Morrissey, and Chloe Ritter, Portland State University. Published in TR News, May-June 2012.

18 Measuring The Street, New York City Department of Transportation.

19 The Economic Benefits of Sustainable Streets, New York City Department of Transportation, December 2013.



*Cyclists travelling on bike lanes immediately adjacent to parking lanes, as shown here on Common Street, are vulnerable to “dooring” crashes, in which parked motorists open a door into the bike lane.*

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# 3. CONCLUSION

Baronne Street’s current configuration dedicates two traffic lanes and two parking lanes to automobile traffic in a neighborhood with a rapidly growing population that walks, bikes and rides transit significantly more than the citywide population. Nationwide case studies suggest that replacement of a motor vehicle lane with a buffered bike lane improves safety for all users, improves mobility for pedestrians and cyclists, and has positive economic impacts on commercial corridors, including improved sales at adjacent businesses.

Due to the limited average daily traffic volume of Baronne Street (about 8,000 – 9,000 vehicles per day), DPW anticipates that travel time on Baronne Street from Canal Street to Calliope Street will be 1 -2 minutes longer during peak evening hour.

It is therefore recommended that the City of New Orleans, on a pilot basis, proceed with the proposed configuration of two parking lanes, one automobile traffic lane, and one buffered bicycle lane on a pilot basis; and within 12 months of installation, evaluate the mobility, economic and safety impact of the project. This study will also serve as a useful resource when evaluating potential impacts of bicycle lanes in other emerging commercial corridors.

