



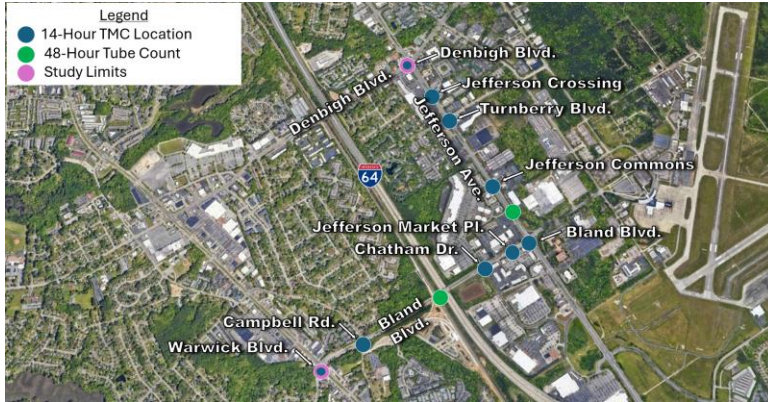
PROJECT PIPELINE NEEDS AND EXISTING CONDITIONS SUMMARY

Jefferson Avenue and Bland Boulevard

VDOT District: Hampton Roads / Locality: Newport News

HR-25-02

Sheet 1 of 2



VTrans Needs

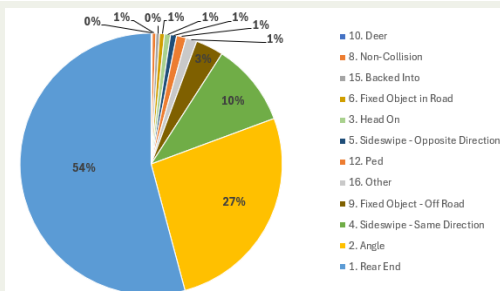
	Pedestrian Access
	Transit Access
	Safety Improvement
	Pedestrian Safety Improvement
	Transportation Demand Management (TDM)
	Bicycle Access

Safety Needs

- 672 crashes have with the crash analysis period (2020-2024) occurred throughout the study area of Jefferson Avenue and Bland Boulevard.
- One fatal crash occurred throughout the study limits between the years of 2020-2024.
- 125 crashes occurred at the intersection of Jefferson Avenue and Denbigh Boulevard (highest of the study intersections).
- 64% of the crashes that occurred in the study area were Property Damage Only (PDO), followed by Visible Injury (17%).
- 54% of crashes that occurred in the study area were rear end crashes, followed by angle crashes (26%).

Crash Type

672 Total Crashes (2020 – 2024)

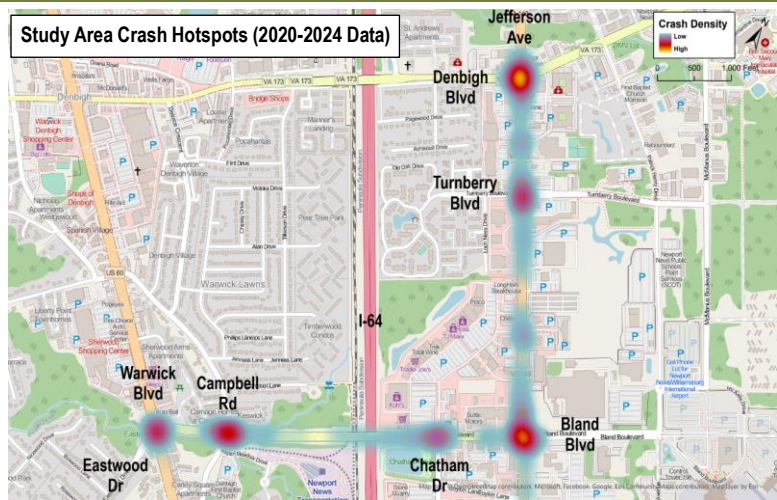


Study Purpose, Goals, and Objectives

With the upcoming Denbigh I-64 interchange, the anticipated shift in traffic is expected to put additional strain on Bland Boulevard and Jefferson Avenue. Both corridors have segments that are VTrans priority 1, 2 or 3. This study will focus on improving the congestion throughout the entire study area and safety improvements at existing signalized intersections.

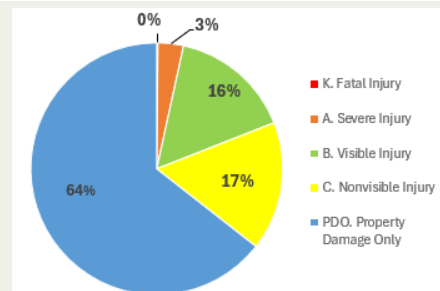
Study Facts

Major Study Intersections	9
Length of Study Area	1.8 mile(s)
Classification	Other Principal Arterial / Minor Arterial
[Year] AADT (Average Annual Daily Traffic)	[2023] 49,147
Speed Limit	45 mph



Crash Severity

672 Total Crashes (2020 – 2024)





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Sheet 2 of 2

Operations Summary

- Operational concerns with the signalized intersection of Jefferson Avenue at Denbigh Boulevard as it is operating as the worst intersection throughout the entire study area with LOS of D for both AM and PM peak hours. This intersection also has the most failing movements in the AM and PM peak hours.
- Operational concerns with the signalized intersection of Bland Boulevard at Jefferson Avenue which is operating at LOS D in the PM peak hour but is tied second for the most failing movements in the AM and PM peak hours.

Summary of Needs Identified Through Public Outreach

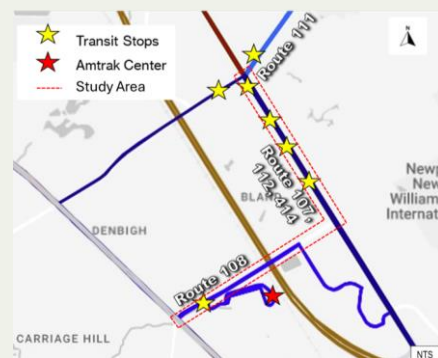
- Survey date: May 14 – May 30, 2024.
- Number of participants: 721.
- Highest ranked needs: Transportation Demand Management (TDM), Safety Improvements, Pedestrian Safety Improvements, and Congestion Mitigation.
- Mode(s) of travel: Personal vehicle (99%), walking (7%), cycling (7%).
- Highest safety issues: Speeding/aggressive driving, sudden stopping/rear-end crashes, and running red lights.

Bike and Pedestrian Access Needs

- Both Jefferson Avenue and Bland Boulevard feature extensive pedestrian facilities along both sides of the corridor.
- There are five transit services that run throughout the area.
- All study intersections feature crosswalks, although several (Bland Boulevard at Chatham Drive, Jefferson Avenue at Jefferson Crossing, and Jefferson Avenue at Denbigh Boulevard), do not feature pedestrian signals or phasing.

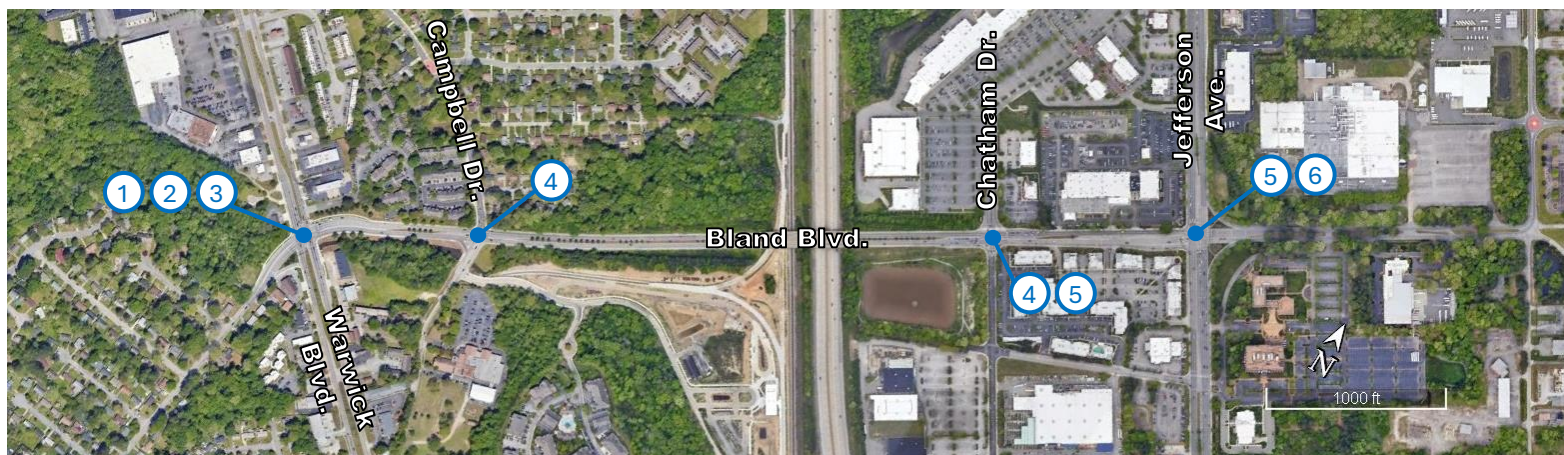
Transit and TDM Needs

- Transit stops were observed to be in good condition with most stops having overhead shelters.
- Amtrak opened a transportation center in 2024 near the intersection of Bland Boulevard at Campbell Road which provides two daily trips to many northeastern cities.



Transit Stops and Routes within the Study Area

Proposed Solutions to Evaluate in Phase 2



Operations/Safety Improvements

- | | | |
|-------------------------------|--------------|----------------------------|
| ① Partial Displaced Left Turn | ③ Thru Cut | ⑤ Modified Conventional |
| ② Restricted Crossing U-Turn | ④ Roundabout | ⑥ Full Displaced Left Turn |