



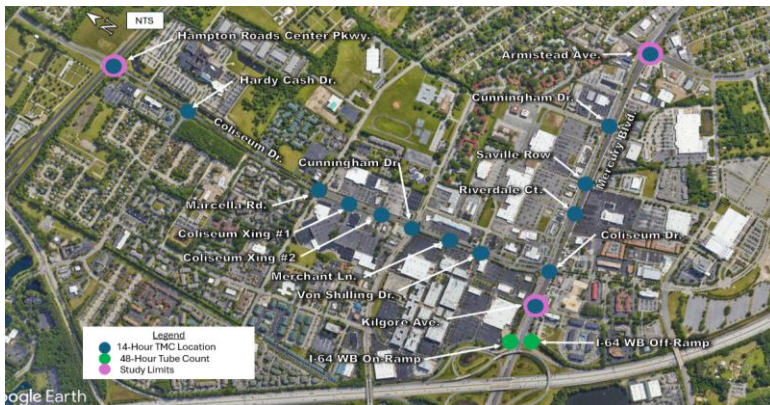
PROJECT PIPELINE NEEDS AND EXISTING CONDITIONS SUMMARY

Coliseum Drive and Mercury Boulevard

VDOT District: Hampton Roads / Locality: Hampton

HR-25-03

Sheet 1 of 2



Study Purpose, Goals, and Objectives

To analyze the operational and safety issues identified within the study limits of Coliseum Drive and Mercury Boulevard as it is the City's prime retail and shopping district. The focus is on providing enhanced bicycle and transit access, transportation demand management, safety improvements, pedestrian safety improvement, and congestion mitigation.

VTrans Needs

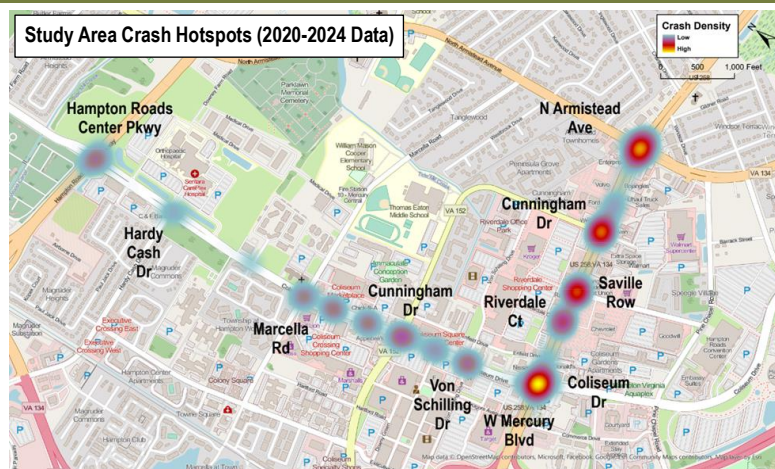
	Congestion Mitigation
	Safety Improvement
	Pedestrian Safety Improvement
	Transportation Demand Management (TDM)
	Pedestrian Access
	Bicycle Access
	Transit Access
	Transit Access for Equity Emphasis Area

Study Facts

Major Study Intersections	14
Length of Study Area	1.96 mile(s)
Classification	Major Collector & Principal Arterial
[Year] AADT (Average Annual Daily Traffic)	[2023] 65,118
Speed Limit	45 mph

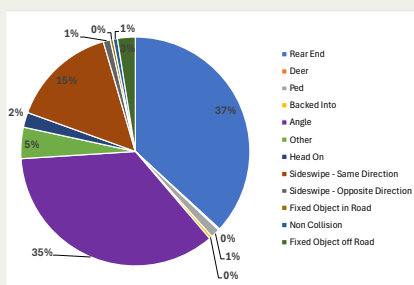
Safety Needs

- 996 crashes throughout the study limits of Coliseum Drive and Mercury Boulevard.
- 940 crashes were intersection crashes, with the most intersections crashes being at Coliseum Drive at Mercury Boulevard.
- The most common crash severity is nonvisible injury, with 572 crashes.
- The most common crash type is rear end with 367 crashes.
- 13 pedestrian crashes occurred between 2020-2024.
- There has been one fatal crash throughout the study limits of Coliseum Drive and Mercury Boulevard between the years of 2020-2024.



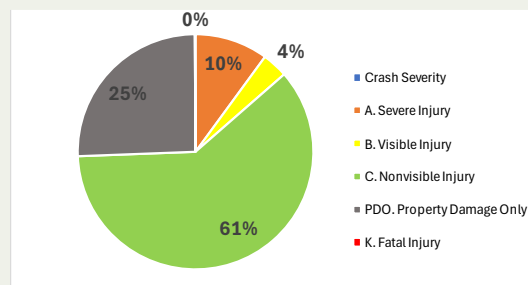
Crash Type

996 Total Crashes (2020 – 2024)



Crash Severity

996 Total Crashes (2020 – 2024)





PROJECT PIPELINE NEEDS AND EXISTING CONDITIONS SUMMARY

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Sheet 2 of 2

Operations Summary

- Heavy congestion throughout the study limits of Coliseum Drive and Mercury Boulevard.
- During field visit conducted in May 2025, the congestion was greatest during the PM peak period.
- The queuing at the intersection of Mercury Boulevard and Armistead Avenue was the worst observed throughout the study corridor.
- Operationally the study area has two intersections that are failing in the PM peak hour which is Mercury Boulevard at Coliseum Drive and Mercury Boulevard at Armistead Avenue.

Summary of Needs Identified Through Public Outreach

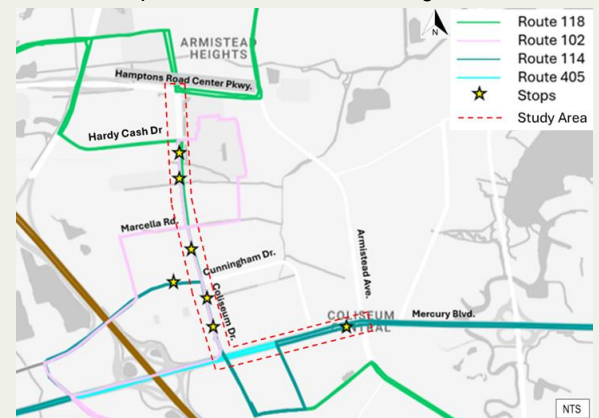
- Survey date: May 14– May 30, 2024.
- Number of participants: 490.
- Highest ranked needs: Congestion mitigation, safety improvements, Transportation Demand Management (TDM), and pedestrian safety improvements.
- Mode(s) of travel: Personal vehicle (99%), walking (12%), cycling (6%).
- Speeding/aggressive driving and sudden stopping/ rear end crashes were identified by participants as the greatest safety issues in the study area.

Bike and Pedestrian Access Needs

- High bike access priority along Coliseum Drive and Mercury Boulevard.
- No bike and pedestrian facilities within study area, except a sidewalk throughout multiple segments of Coliseum Drive and Mercury Boulevard.
- Alternative analysis throughout the study are at will include bicycle and pedestrian.
- Multiple segments throughout Coliseum Drive and Mercury Boulevard are in the top 1% with the other segments being top 5% of VDOT Pedestrian Safety Action Plan (PSAP) priority corridors.

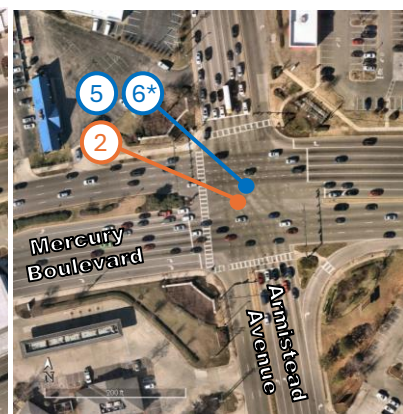
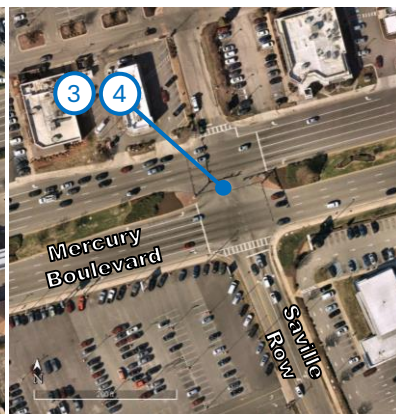
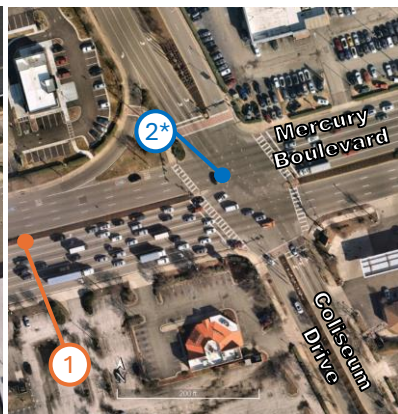
Transit and TDM Needs

- There are four transit services that have bus stops within the study area. Transit stops were observed to be in good condition.



Transit Stops and Routes within the Study Area

Proposed Solutions to Evaluate in Phase 2



Operations/Safety Improvements

- ① 2 X 1 Hybrid Roundabout
- ②* Modified Conventional
* Two alternatives will be analyzed.
- ③ RCUT
- ④ Thru Cut
- ⑤ Center Turn Overpass/Echelon (Grade separated)
- ⑥* Partial Displaced Left Turn
* Two alternatives will be analyzed.

Pedestrian Improvements

- ① Pedestrian Bridge
- ② Shared Use Path