



Proposed Regional Vision Statement

The Isothermal Region provides a safe, efficient, well-connected, accessible, multi-modal transportation system that enhances the mobility of its residents, supports economic development, sustainable land use patterns and a healthy lifestyle while preserving the region's natural beauty and heritage.

Proposed Goals & Objectives

1. Goal – Provide a safe transportation system.

- a. Objective: Promote State's Highway Safety Plan's goal of reducing deaths and severe injuries by half by 2045.
- b. Objective: Reduce crash counts.
- c. Objective: Reduce crash severity for intersections with the highest crash severity.
- d. Objective: Reduce distracted driving.
- e. Objective: Modernize steep, narrow roads that have a history of crashes (where narrow lane width is a primary factor).
- f. Objective: Improve physical attributes of existing roads by installing guardrails at drop-off locations, and replacing long center turn lanes with a median with specific turn locations.
- g. Objective: Add lighting at major intersections.
- h. Objective: Provide safe access to schools.

2. Goal – Provide a transportation network that is accessible to all users.

- a. Objective: Ease navigation for residents and visitors through the strategic location and increased quantity of road and wayfinding signs (particularly for the various versions of the US 74 and US 221 highways).
- b. Objective: Provide access and effective means of transportation to food and services for people with low income, who are disadvantaged, disabled, elderly residents, or do not own a car.
- c. Objective: Provide safe access to transit facilities (i.e. bus shelters).

3. Goal – Provide transportation facilities that accommodate all modes of transportation and provides opportunities to live a healthy lifestyle.

- a. Objective: Provide adequate bicycle and pedestrian accommodations, especially within town or city limits, including sidewalks to connect schools to residential areas within 2 miles.
- b. Objective: Provide and improve bicycle/pedestrian (sidewalk, bike lanes, wide shoulders, multi-use path) facilities between key destinations.
- c. Objective: Have crosswalks at all major intersections within the CBD and, within 2 miles of schools within municipal boundaries.
- d. Objective: Provide shuttle and vanpool service to airports and other major facilities outside of the county.
- e. Objective: Support rail line improvements including freight and a passenger connection from Salisbury to Asheville.
- f. Objective: Fifty percent of the population to have access to multi-modal options based on need and time of day by 2045.
- g. Objective: Identify wildlife movement corridors and minimize or mitigate detrimental impacts from transportation improvement projects, where possible.



Isothermal Regional Comprehensive Transportation Plan

DRAFT Vision Statement, Goals & Objectives – February 2020

4. Goal – Enhance the mobility of the transportation system.

- a. Objective: Alleviate congestion from downtown roads by providing alternative routes for traffic to take around downtown (particularly freight traffic).
- b. Objective: All future roadway or bridge projects should consider complete street principles in the project design (bicycle and pedestrian facilities) and implement where feasible.

5. Goal – Provide a transportation system that supports economic development opportunities.

- a. Objective: Improve east to west mobility and support economic development for the Region by upgrading US 74 to a future Interstate.
- b. Objective: Improve freight access to I-26, I-40, I-85, US 221 and US 74.
- c. Objective: Support tourism by improving aesthetics along the following “gateway” entrance routes:
 - i. US 221
 - ii. US 74
 - iii. US 70
 - iv. US 74A
 - v. US 221A (Broadway St)
 - vi. NC 108
 - vii. I-26
 - viii. I-40

6. Goal – Consider history, heritage, and the natural environment during project evaluation and selection.

- a. Objective: Ensure that the Region maintains and enhances its rural character.
- b. Objective: Always consider appropriate transportation designs that fit the surroundings.
- c. Objective: Provide a transportation network that is resilient in the face of natural hazards or disasters, particularly flooding and landslides.
- d. Objective: Consider the recommendations of the Region’s Comprehensive Plans, and any other county or town plans, when planning future transportation projects.