

MEDIANS



What is a median?

A median is a grassy, landscaped or concrete island that separates two opposing lanes of traffic. The length and width of a median can vary in size.

Why is NCDOT installing a median in front of my business?

Research shows that a median constructed along a congested roadway improves safety, reduces the potential for crashes and improves traffic flow.

How will the new median affect my business?

A median will make your business more appealing to customers who are hesitant to make a left turn across one or more lanes of traffic on a congested roadway.

What is the economic impact on businesses where a median has been installed?

The N.C. State University Institute for Transportation Research and Education and the N.C. Department of Transportation surveyed 290 businesses where a median had been constructed.

The survey results indicated that 88 percent of business owners, whose businesses were in front of a location where a median was constructed, did not experience different

economic impacts. The business owners that reported a recent decline in revenues attributed the revenue impact to the economy not the median.

Of the 290 businesses surveyed, 71 percent of the owners felt that traffic congestion improved or remained the same, 64 percent felt that safety improved or remained the same and 58 percent felt that the number of customers per day increased or remained the same.

How will motorists be able to access my business now that a median has been installed?

Motorists traveling the roadway in front of your business will go to the nearest intersection and make a left turn or U-turn. Also, motorists can use the closest median break. The median will not affect motorists making right turns.

What are the benefits of installing a median on this section of roadway?

The median will enhance safety and make entry to businesses easier when traffic is congested along the roadway. Also, landscaped medians can enhance the community.

What are the benefits for pedestrians?

A median provides a safe area for pedestrians to stand while waiting to cross several lanes of traffic.

For more information about the study, you can access it at the following website:

<https://apps.dot.state.nc.us/Projects/Research/ProjectInfo.aspx?ID=2481>.

