



MEMORANDUM

To: Mayor Bowlin and City Council Members

From: Rick Brown, Director of Public Works / City Engineer

Date: October 21, 2022

Re: Proposed Keep Kids Alive Drive 25[®] Enforcement Zone for Taylor Road

At the July and October meetings of the Board of Public Safety, the Board discussed the issue of speeding traffic on Taylor Road, between Route 109 and Route 100, in response to a resident complaint.

In response to this concern, the Department, with the Wildwood Precinct, investigated and provided the following summary of the traffic speeds on Taylor Road. The location of Taylor Road and the residence is shown below (please see **Exhibit A**). The resident in question is the only resident with direct frontage onto Taylor Road.

Taylor Road serves as a collector road, with a primary purpose to provide access to State Route 100 and Manchester Road on the south and to State Route 109 on the north. The posted speed limit for Taylor Road is 25 mph. Near the resident's home, Taylor Road is narrow in width (about 18') and unimproved; however, a sidewalk is located along east side of the road. The section of Taylor Road to the south was improved and extended to State Route 100 with the more recent construction of the Villages at Bright Leaf subdivision. There is a sidewalk along the east/north side of the road, as well as lighting and curb and gutter. Two roundabouts were included in the design to slow traffic. It is important to note that the Wildwood Greenway path runs adjacent to the road to the south.

Speed Limit

As mentioned, the posted speed limit for this section of Taylor Road is 25 mph. When Taylor Road to the south/east of Sandalwood Creek Drive was improved and extended with the construction of the Villages at Bright Leaf subdivision, 25 mph speed limit signs were installed to match signs that were previously in place. A formal speed limit study has never been completed to evaluate and recommend a speed limit using traffic engineering methodologies.

Traffic Volume

The average weekday traffic on Taylor Road is about 1,070 vehicles per day, which is a light traffic volume for a collector road.

Traffic Enforcement

The Wildwood Precinct traffic officers have completed enforcement activities and speed surveys on Taylor Road. **Table 1** below summarizes two recent speed surveys of existing traffic on Taylor Road. The Wildwood Precinct obtain traffic speeds using a portable radar unit, which is typically pole mounted, and records for a period of seven (7) days.

Location	Date	Date	50 th	85 th
			Percentile Speed (mph)	Percentile Speed (mph)
Taylor at 2322 Taylor Road	8/25/2021	9/1/2021	29	33
Taylor at Rising Sun Road	10/7/2020	10/14/2020	29	34

85th Percentile Speed

The 85th percentile speed is the speed at which 85% of traffic is traveling at or slower. Traffic engineers typically use the 85th percentile speed as a key measure to establish speed limits. They would typically set an appropriate speed limit at just below the 85th percentile speed, absent an adverse crash record. In the City of Wildwood, on collector streets, the 85th percentile speed is typically in the range of 30-35 mph.

Recommendation - As would be authorized by Bill #2742, it is recommended to implement a Keep Kids Alive – Drive 25 special enforcement area on Taylor Road, between State Route 109 to State Route 100.

This recommendation was reviewed and approved at the October meeting of the Board of Public Safety, after discussion of this item, it was recommended by the Board to implement the Keep Kids Alive – Drive 25 (KKAD25) special enforcement area. Implementation of KKAD25 enforcement areas is established by city code and allows a unique speed limit sign to be installed (see below). KKAD25 enforcement areas allow that upon a conviction or a plea of guilty to a moving violation, the violator shall be a fined at least double. The Department’s policy has been to require that KKAD25 enforcement areas be located adjacent to public parks or schools, where children may be present. While no schools are present, we do have the Wildwood Greenway path in located nearby.

Therefore, Bill # 2742, which approves the KKAD25 special enforcement area, has been prepared for the consideration of the City Council.

Captain Mundel and I will be available for questions or comments on this matter at the October 24th, 2022, City Council meeting.

RCB



WILDWOOD

Exhibit A – Taylor Road Proposed Keep Kids Alive Drive 25 Enforcement Zone



AN ORDINANCE OF THE CITY OF WILDWOOD, MISSOURI, AMENDING CHAPTER 390, TRAFFIC SCHEDULE II, SPEED LIMITS, OF THE CODE OF ORDINANCES OF THE CITY OF WILDWOOD, BY ENACTING A KEEP KIDS ALIVE DRIVE 25 ® SPECIAL ENFORCEMENT AREA ON TAYLOR ROAD WITHIN THE CITY OF WILDWOOD.

WHEREAS, pursuant to § 304.120.2(1), RSMo., “Municipalities, by ordinance, may . . . [m]ake additional rules of the road or traffic regulations to meet their needs and traffic conditions;” and

WHEREAS, the Council of the City of Wildwood, Missouri (the “City”), desires to provide improved safety at all times for residents of the City; and

WHEREAS, the Council of the City of Wildwood finds and determines that a Keep Kids Alive Drive 25 ® (KKAD25) Special Enforcement Area should be implemented on Taylor Road, from State Route 109 to State Route 100, in order to promote the general health, safety and welfare of the residents of the City.

NOW THEREFORE, BE IT ORDAINED, BY THE COUNCIL OF THE CITY OF WILDWOOD, MISSOURI, AS FOLLOWS:

Section One. That Chapter 390, Traffic Schedule II, Speed Limits, of the Code of Ordinances of the City of Wildwood, Speed Limits, be and is hereby amended by enacting the following regulations, as set forth in *italics* below:

SCHEDULE II. SPEED LIMITS

	<u>Street</u>	<u>Maximum Speed (m.p.h.)</u>
<i>Add:</i>	<i>Taylor Road From State Route 109 To State Route 100</i>	<i>Keep Kids Alive Drive 25 ® (KKAD25) Special Enforcement Area per Chapter 320 of the City Code</i>

Section Two. The City Traffic Engineer is hereby authorized and directed to erect appropriate signage reflecting the speed regulations enacted pursuant to Section One of this Ordinance.

Section Three. Violations of the restrictions established pursuant to this Ordinance shall be prosecuted pursuant to the Traffic Code of the City of Wildwood and will be controlled and enforced by the St. Louis County Police Department pursuant to its contract with the City, as amended.

Section Four. Savings. Except as expressly set forth herein, nothing contained in this Ordinance shall in any manner be deemed or construed to alter, modify, supersede, supplant or otherwise nullify any other Ordinance of the City or the requirements thereof whether or not relating to or in manner connected with the subject matter hereof.

Section Five. Severability. If any term, condition, or provision of this Ordinance shall, to any extent, be held to be invalid or unenforceable, the remainder hereof shall be valid in all other respects and continue to be effective and each and every remaining provision hereof shall be valid and shall be enforced to the fullest extent permitted by law, it being the intent of the City Council that it would have enacted this Ordinance without the invalid or unenforceable provisions. In the event of a subsequent change in applicable law so that the provision, which had been held invalid is no longer invalid, said provision shall thereupon return to full force and effect without further action by the City and shall thereafter be binding.

Section Six. Effective Date. This Ordinance shall be in full force and take effect from and after the date of its final passage and approval.

This Bill was passed and approved this ____ day of _____, 2022, by the Council of the City of Wildwood, Missouri, after having been read by title or in full two (2) times prior to passage.

Presiding Officer

James R. Bowlin, Mayor

ATTEST:

City Clerk

City Clerk