Lee County Safety Action Plan

Sanford City Council | DATE

TOOLE DESIGN

Lee County Safety Action Plan

Town of Broadway Board of Commissioners | DATE

TOOLE DESIGN

Lee County Safety Action Plan

Lee County Board of Supervisors | DATE

TOOLE DESIGN

Agenda

- Elements of the Plan
  - A Vision for Lee County
  - Roadway Safety
  - Listening to the Community
  - Priority Recommendations
  - The Road Ahead

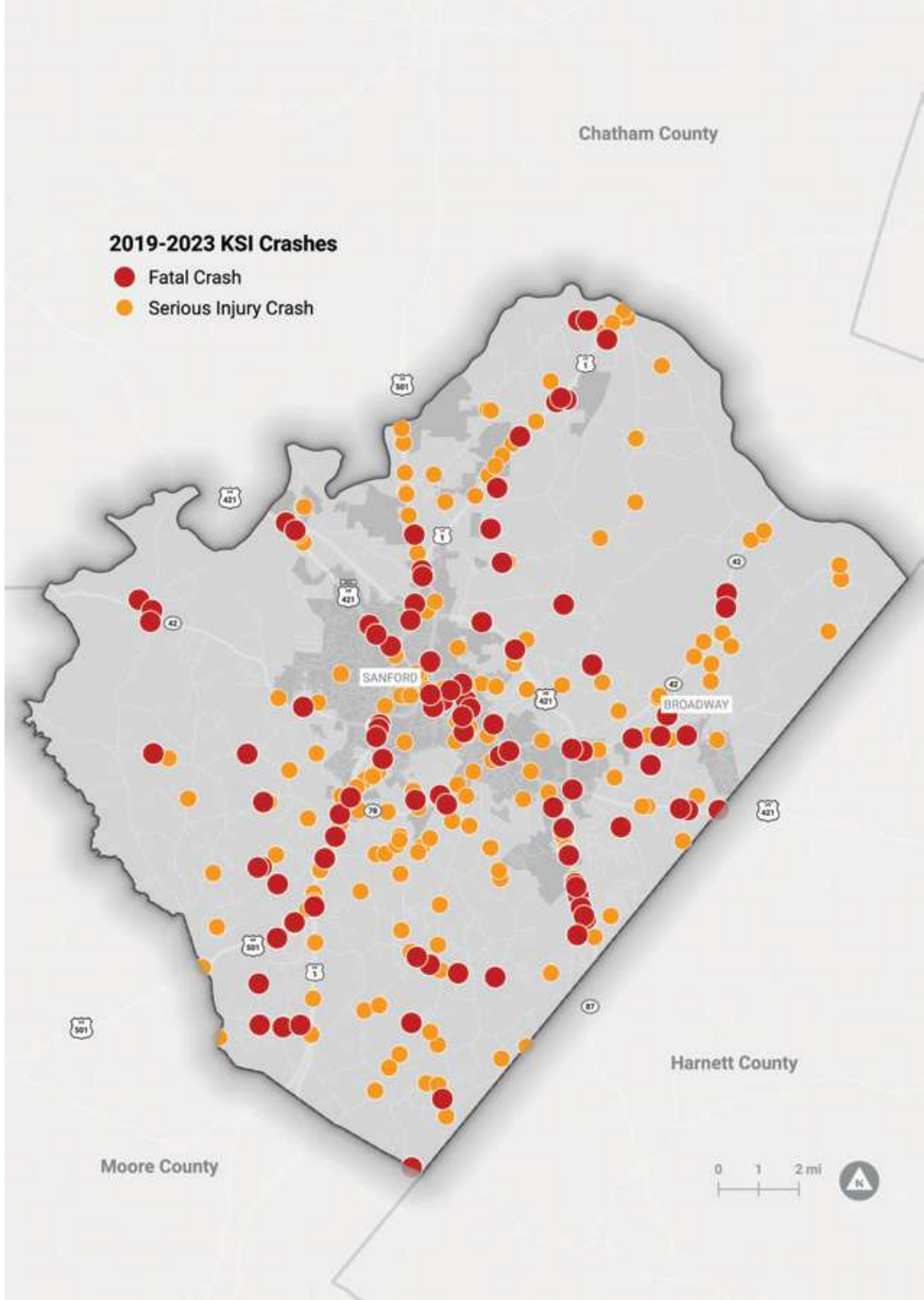




A VISION FOR LEE COUNTY

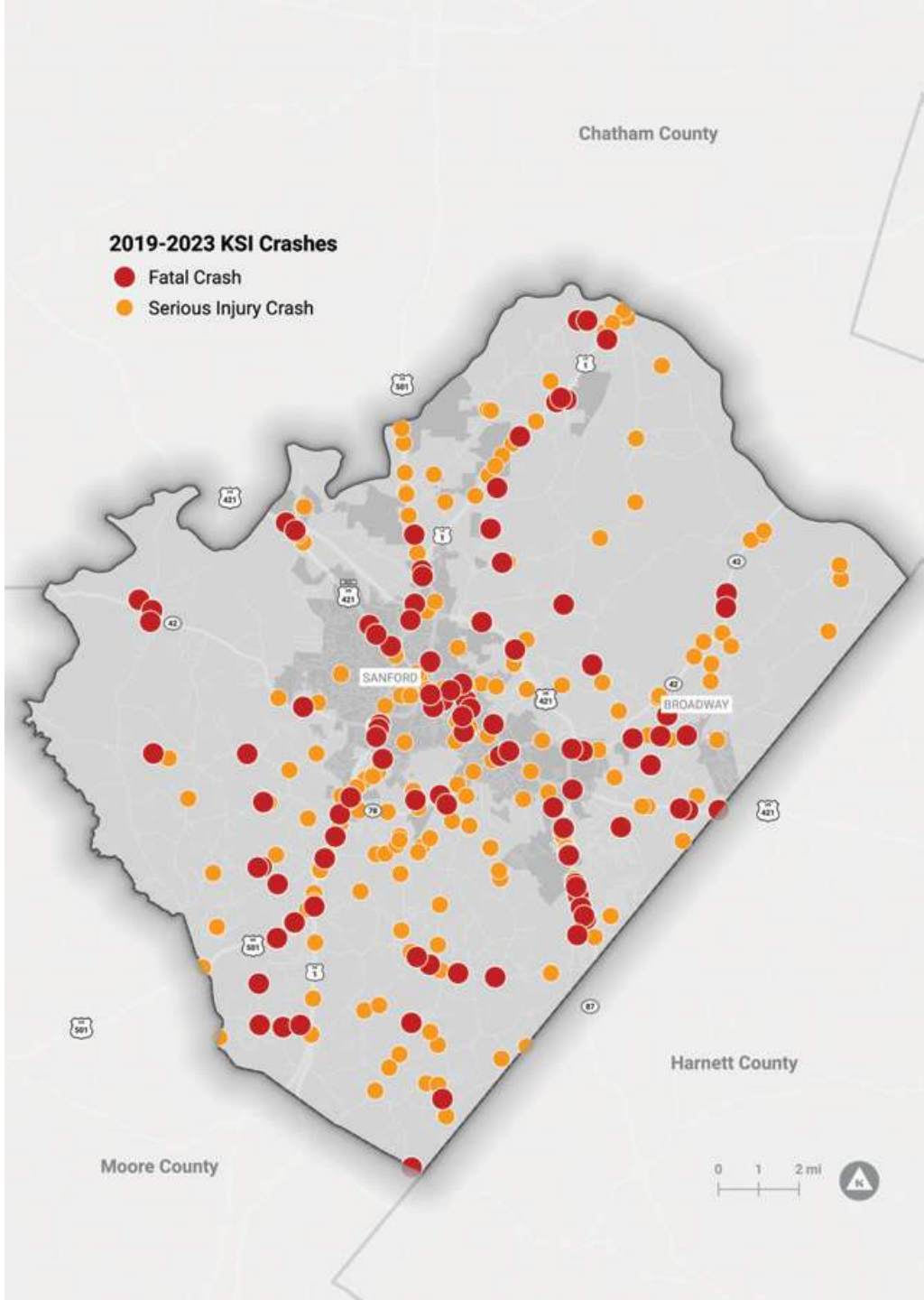
In the last five years…

- Over 8,600 crashes in Lee County
  - 65 fatalities and 135 serious injuries



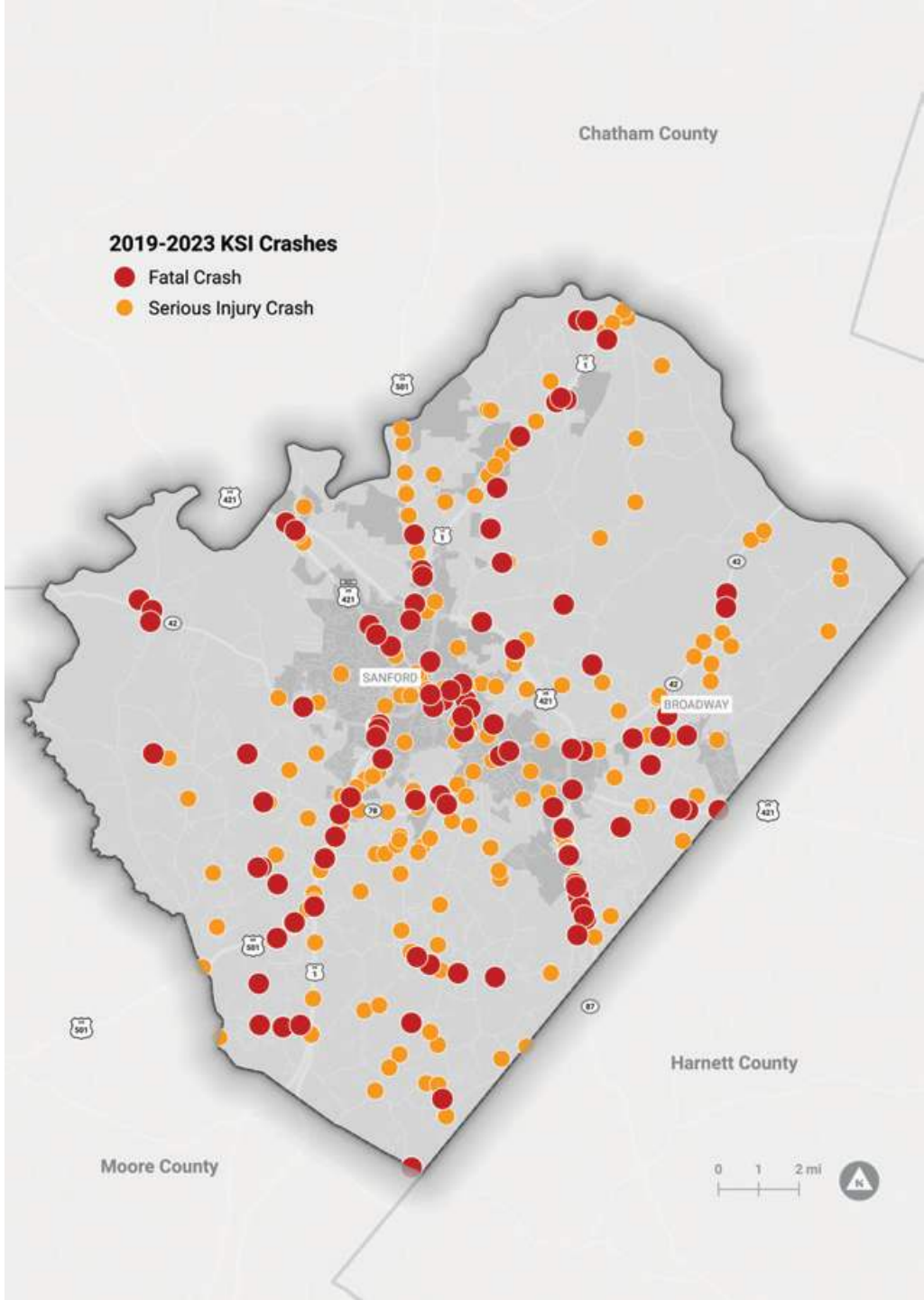
In the last five years…

- Over 8,600 crashes in Lee County
  - 65 fatalities and 135 serious injuries
- **Sanford**
  - 20 killed and 28 serious injuries



In the last five years…

- Over 8,600 crashes in Lee County
  - 65 fatalities and 135 serious injuries
- **Broadway**
  - 1 killed and 0 serious injuries



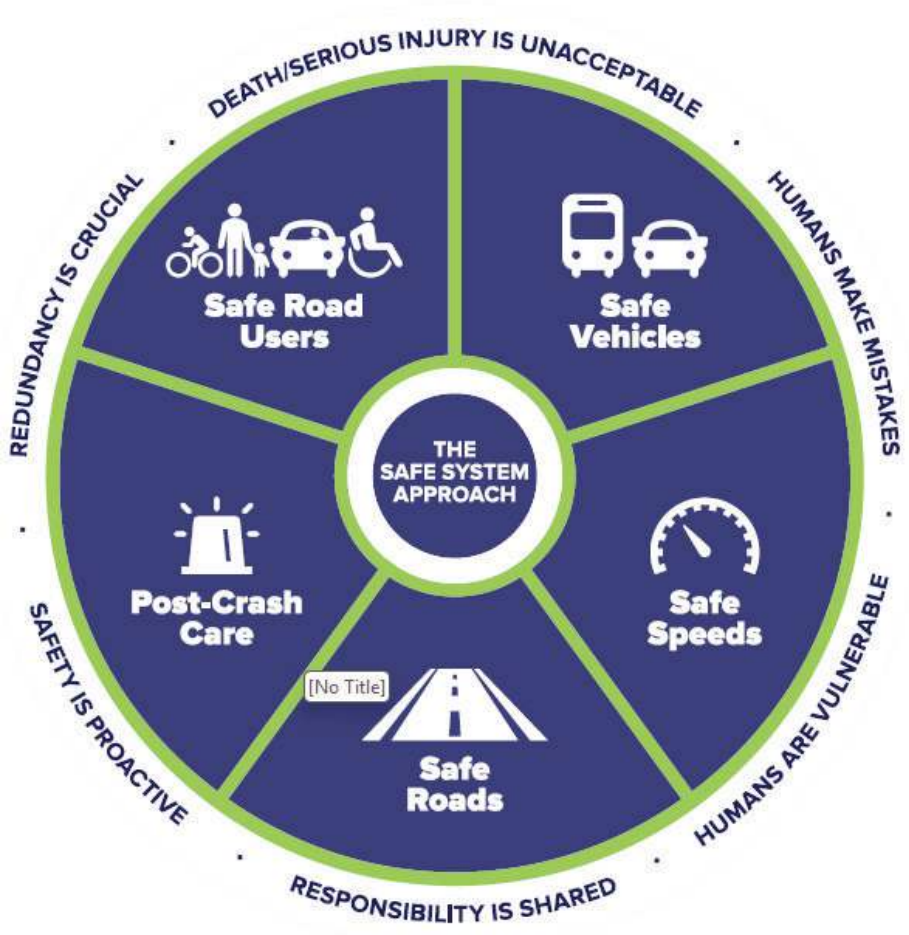
Paradigm Shift

- This Plan is a guide to reduce and ultimately eliminate fatal and serious injury crashes.
  - Traffic deaths are preventable
  - Humans make mistakes
  - Shared responsibility for safety



The Safe System Approach

- Aims to eliminate fatal and serious injuries for all road users by:
  - Accommodating human mistakes
  - Keeping impacts on the human body at tolerable levels



Source: FHWA

LEE COUNTY'S GOAL:

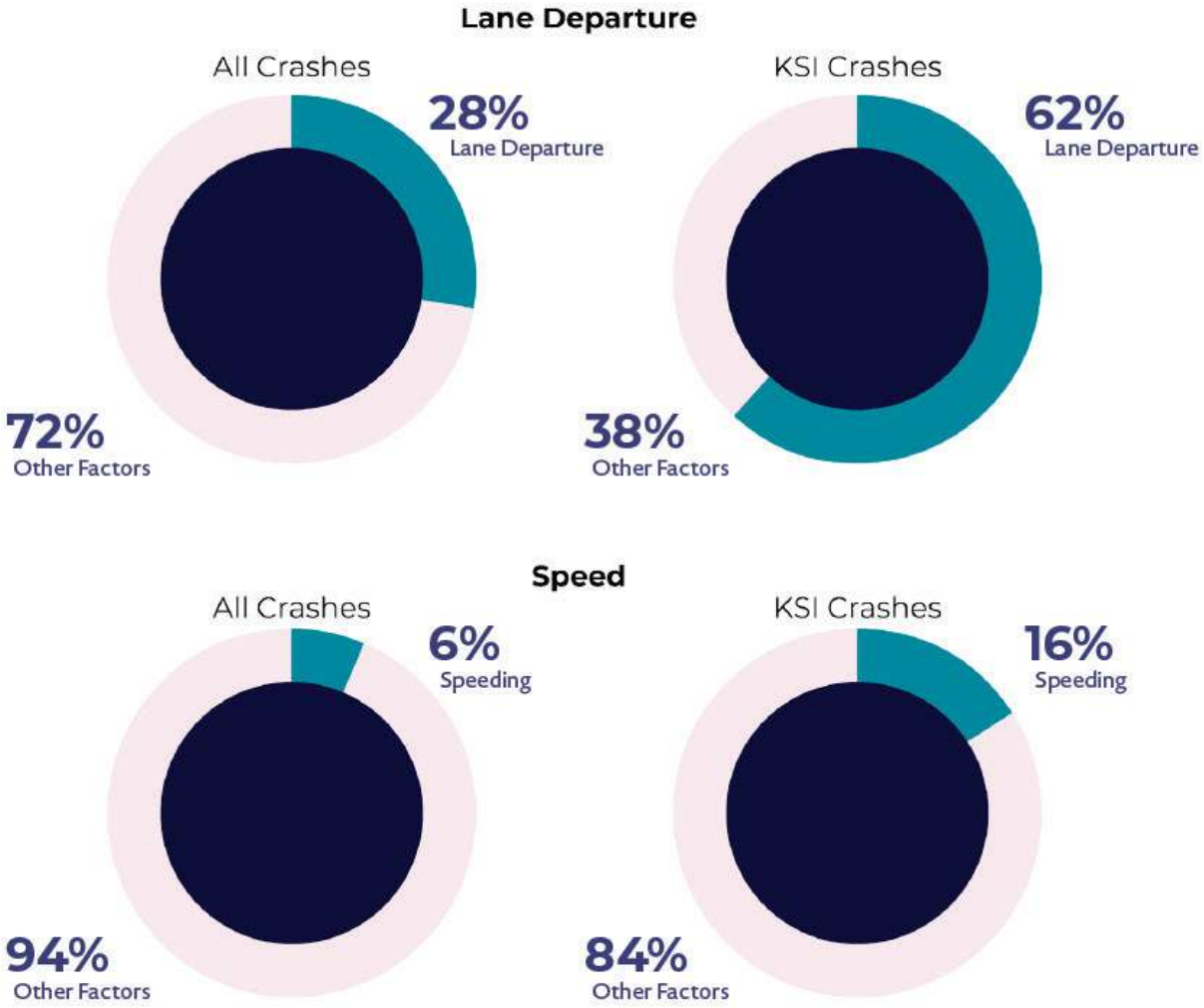
Achieve a 50 percent reduction in the rate of fatal and serious injury crashes by 2040 with the ultimate goal of no one losing their life or being seriously injured on our roadways.



ROADWAY SAFETY ANALYSIS

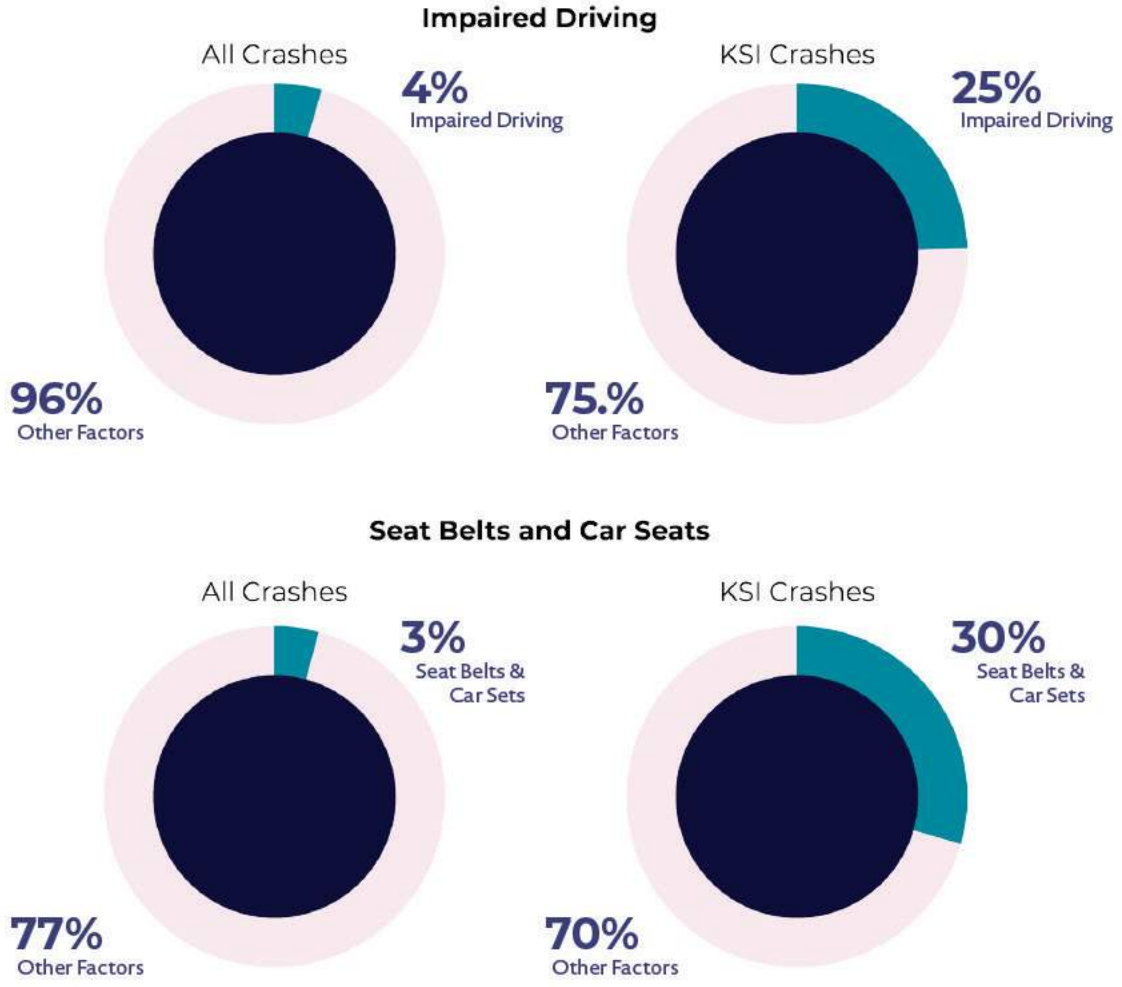
Key Contributing Factors

- Lane Departure
- Speeding



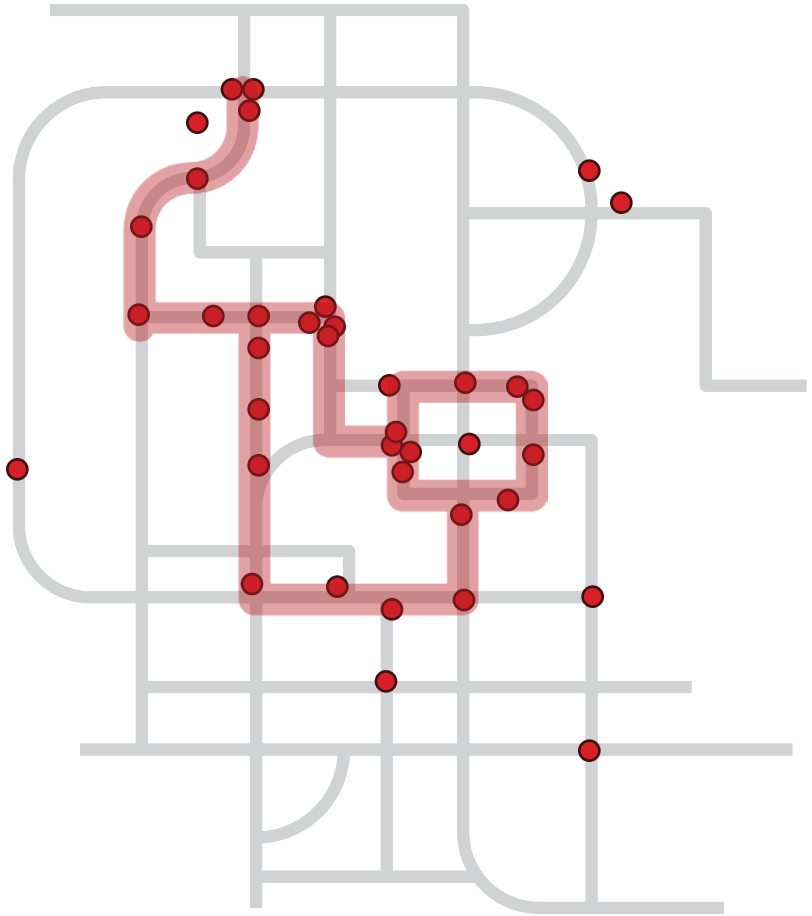
Key Contributing Factors

- Impaired Driving
- Seat Belts & Car Seats



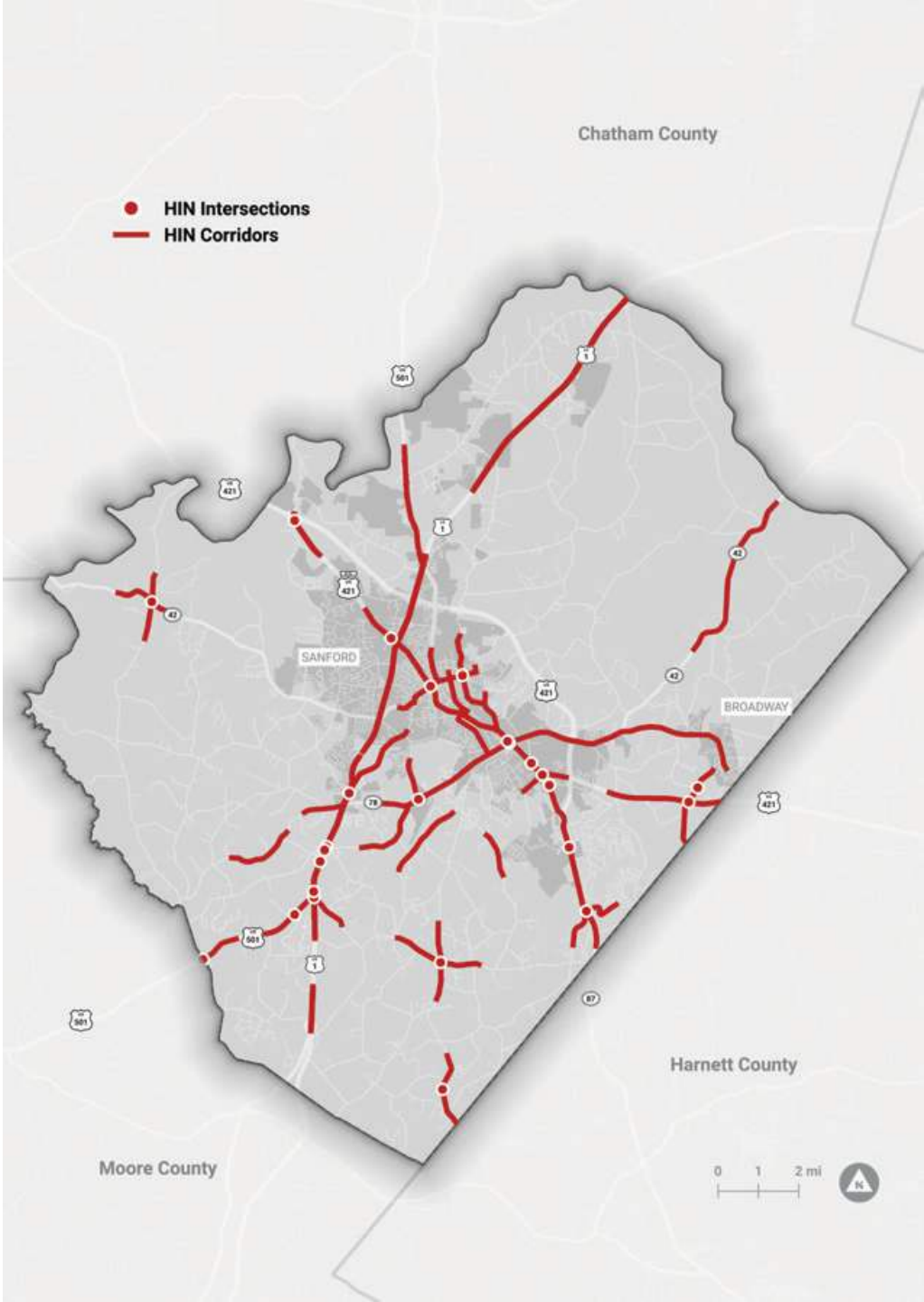
High Injury Network

- Subset of the street network used to identify priorities
- Focus on smaller % of streets that represent the highest % of killed or serious injury (KSI) crashes



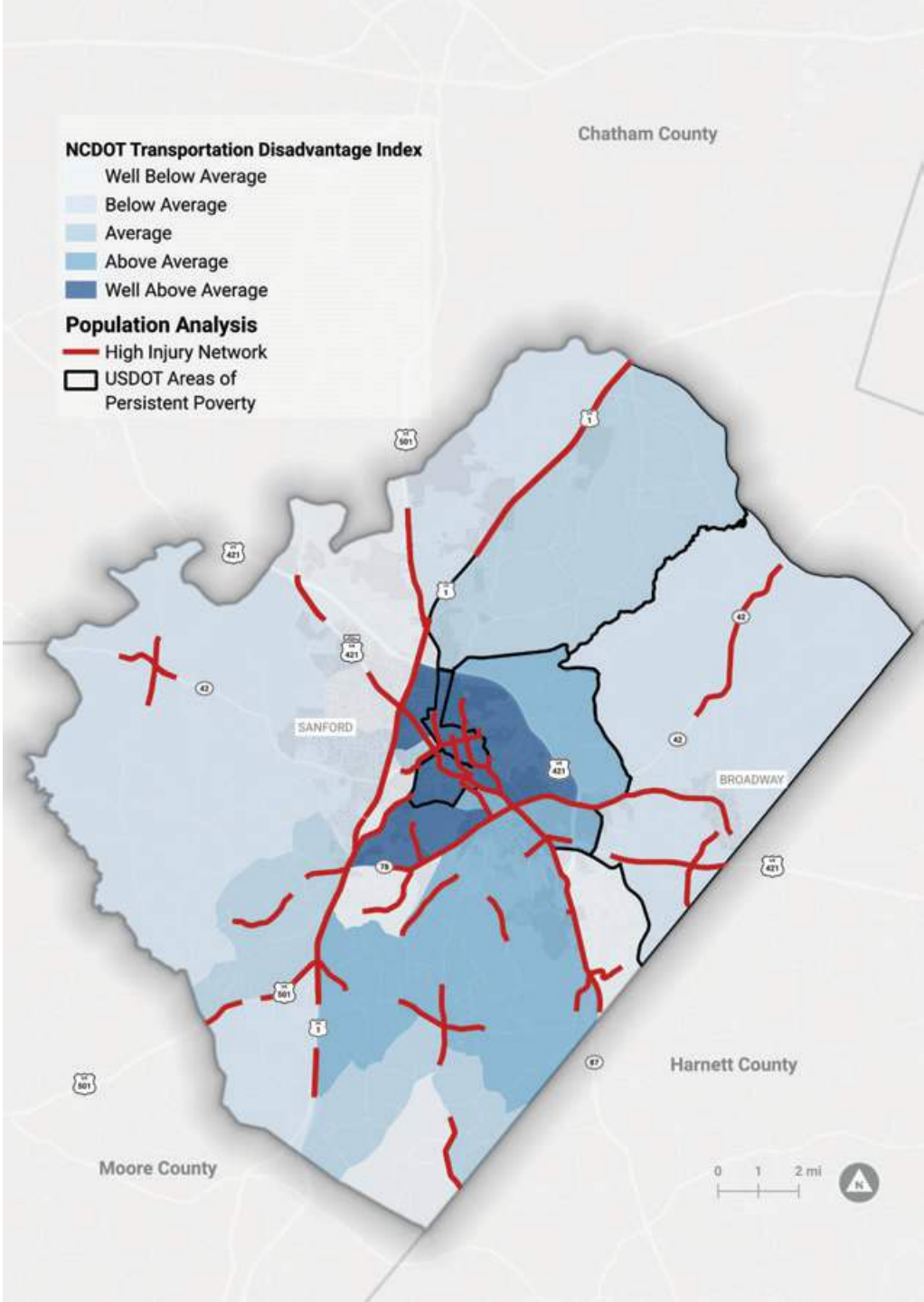
High Injury Network

- **10%** of roadways accounts for **66%** of fatal and serious injury crashes
  - Lee County: 94 miles
  - Sanford: 50 miles
  - Broadway: 1.5 miles



Who is most impacted?

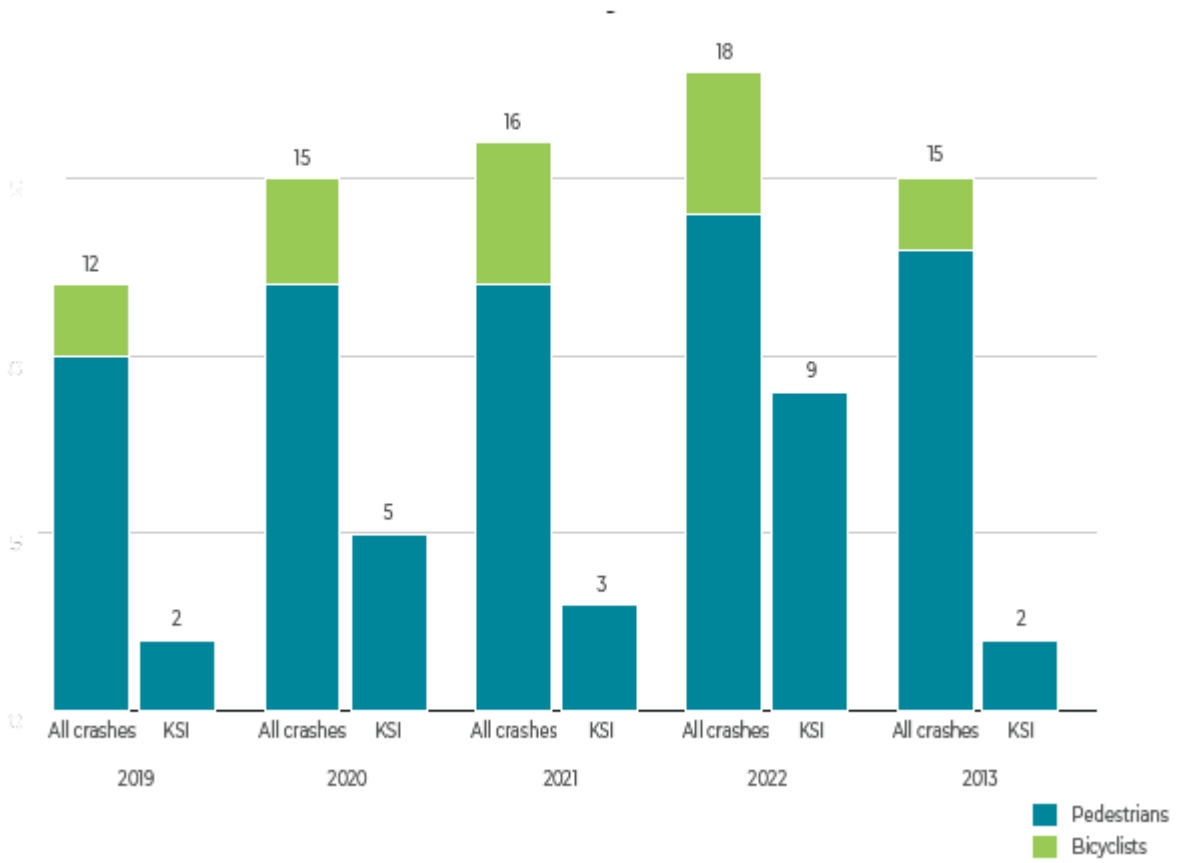
- Census tracts with *Above Average* disadvantage cover **27%** of Lee County's population but account for **42%** of pedestrian and bicycle fatal and serious injury crashes.



Vulnerable Road Users

- **76%** of pedestrian fatal and serious injury crashes occurred during dusk or dark conditions

FIGURE 6 **Pedestrian & Bicycle Crashes from 2019-2023**





LISTENING TO THE COMMUNITY

Community Engagement



Open House

Safe Streets for All Open House
August 28, 2025

Leadership Meetings

Lee County Transportation Committee Meetings

Thank you all for your input!

Pop-Up Events

Sanford Farmers' Market
100+ Interactions

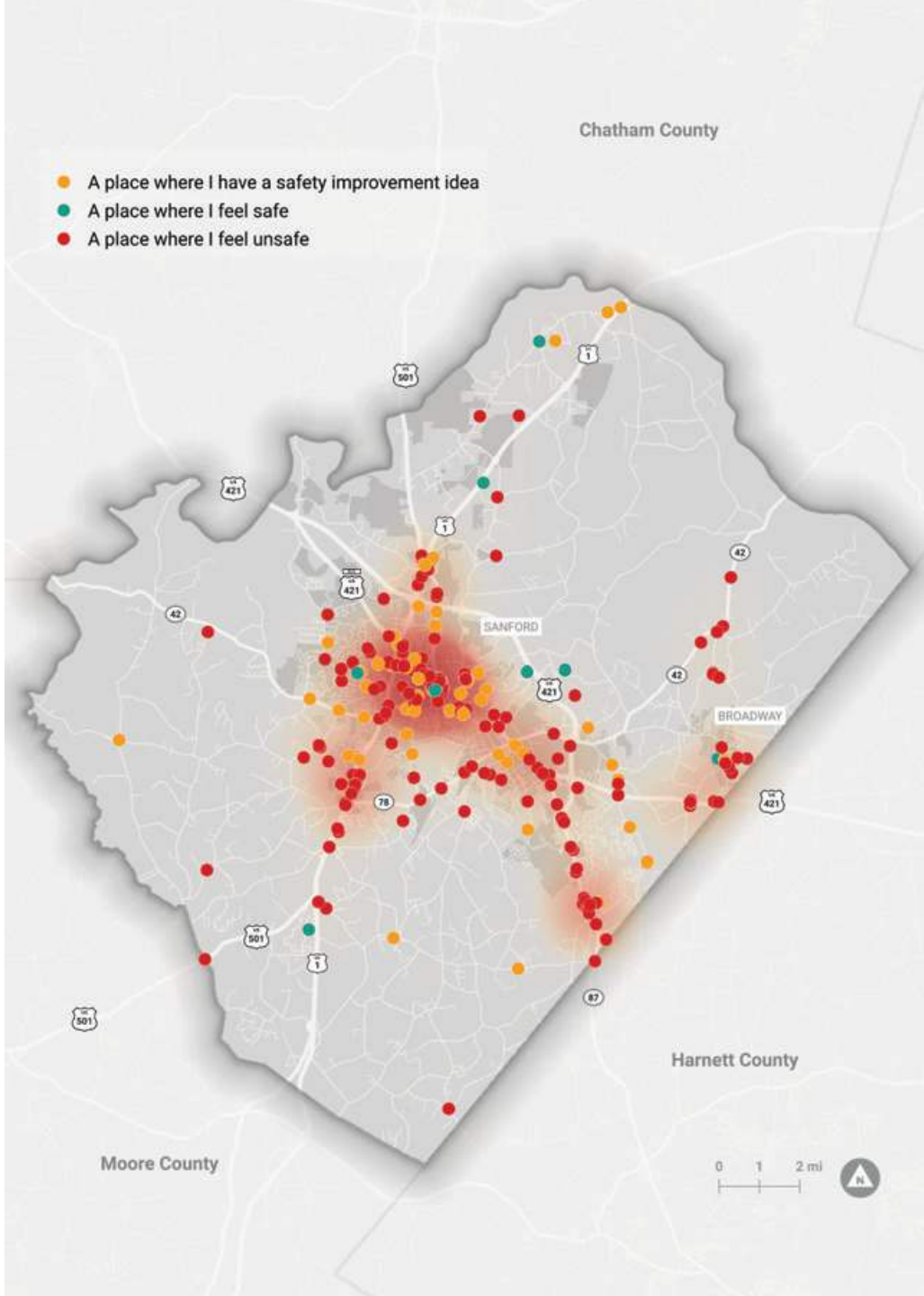
Sanford Multicultural Event
70+ Interactions

Online Engagement

Online Survey
287 Completed Surveys
Interactive Map

Personal Impact

- **40%** of survey respondents have been involved or know someone involved in a traffic crash that involved a fatality or serious injury.



Key Themes

- Dangerous intersections
- Distracted driving
- Speeding
- Poor lighting & visibility
- Lack of sidewalks and bicycle infrastructure





The Sanford Herald

Photo by Jessica Wess

The Sanford/Lee County Planning Department is hosting a pop-up booth at the Sanford Farmers' Market on Saturday.

Share street safety feedback at farmers' market Saturday

BY THE SANFORD HERALD

The Sanford/Lee County Planning Department is hosting a pop-up booth at the Sanford Farmers' Market on Saturday, July 12, for the community to learn more about the Safe Streets for All Safety Action Plan and share feedback to help improve road safety.

Residents can drop by the pop-up booth any time between 8:30 a.m. and noon at the market, located in the Chatham Street Parking Lot in downtown Sanford. Staff will be on-site to answer questions and assist with the survey.

The Safety Action Plan is a joint effort by Lee County, the City of Sanford, the Town of Broadway and the Central Pines Regional Council to reduce traffic-related fatalities and serious injuries across the region.

To learn more and access the survey, visit sanfordnc.net/safe-streets.







PRIORITY RECOMMENDATIONS

Safety Strategies

- Six strategies with supporting actions that increase roadway safety through projects, policies, and programs

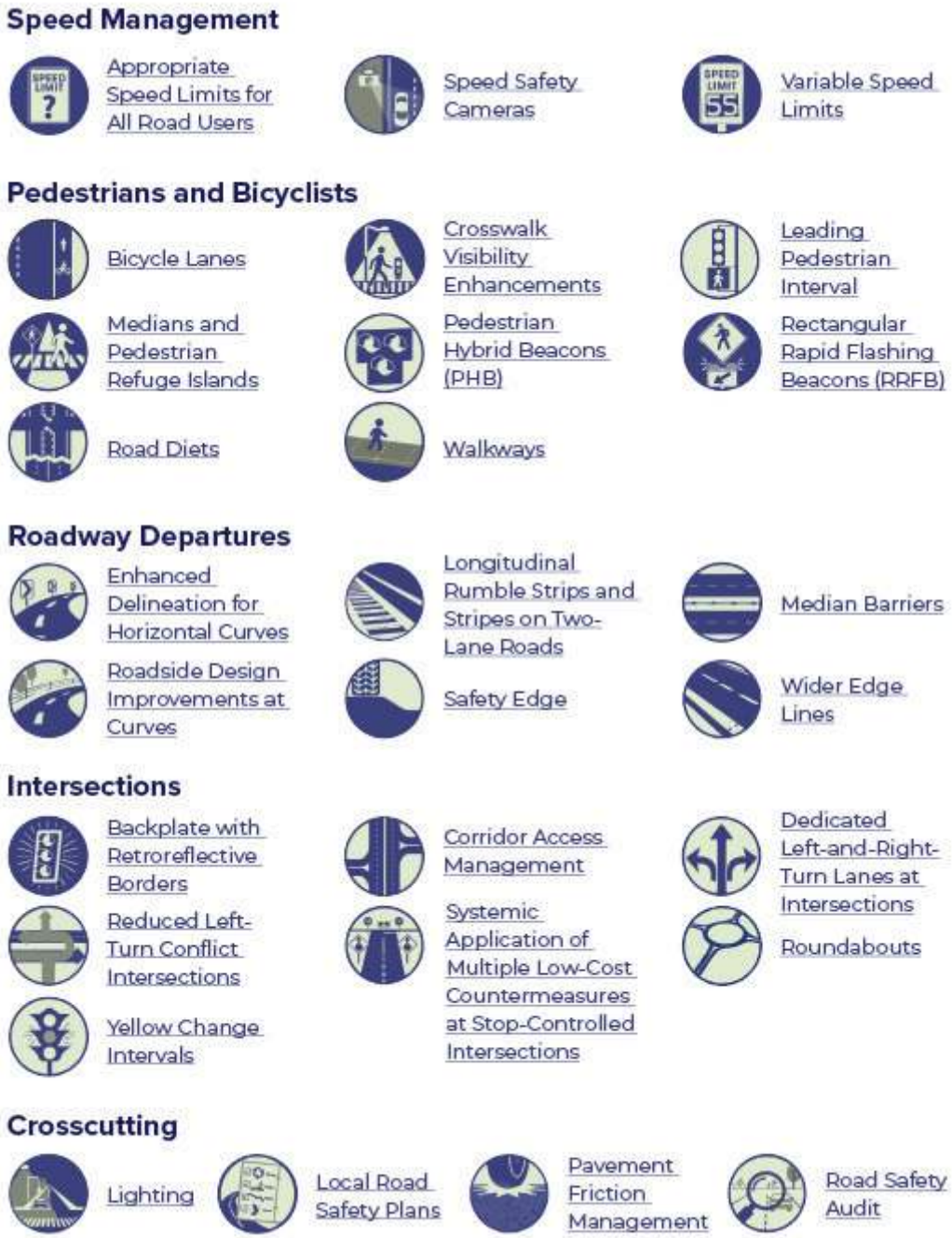
1	Show commitment and accountability.
2	Plan, build, and maintain strategic multimodal projects.
3	Plan and design for safe speeds.
4	Assess and update internal practices and policies.
5	Conduct analyses to proactively identify high-risk locations.
6	Create awareness and build a culture of safety.

Action Tables

ID	Action	C Time-frame	D Cost	E Early Action Priority	Action Leader	F Supporting Partners
A	**Show commitment and accountability.**					
B	Update HIN map every 3 years.	Medium	$	*	Lee County	NCDOT, CPRC, CPRPO

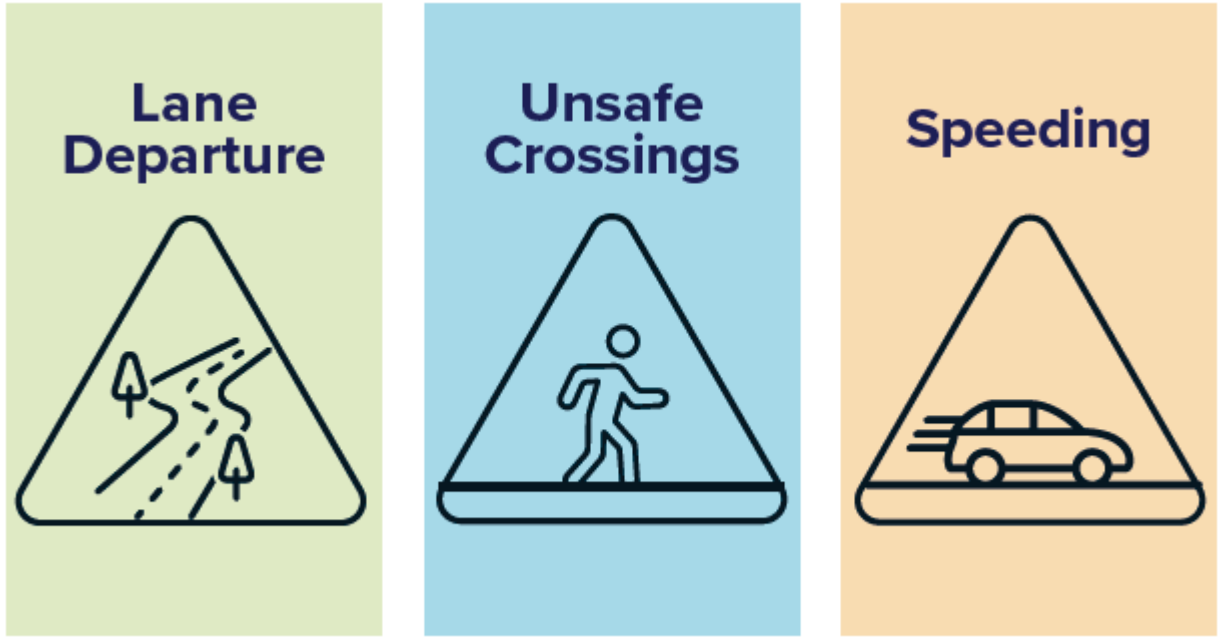
Proven Safety Countermeasures

- Using methods that work
- Creating a toolkit for safety
- Approved by NCDOT and FHWA



Applying Countermeasure to Key Crash Types

- **Lane Departure**
  - Rumble Strips, Guardrails & Reflective Curve Signage
- **Unsafe Crossings**
  - Marked crosswalks
  - Leading pedestrian intervals
  - Pedestrian beacons
- **Speeding**
  - Lane width reduction
  - Speed feedback signs
  - Targeted Speed Zones/ School Speed Zones



Lane Departure

- **Countermeasures**
  - Rumble Strips
  - Guardrails
  - Reflective Curve Signage

TABLE 4 **Lane Departure Priority Areas**

ID	Corridor/Intersection	From	To	Location
1	Carbonton Road (NC-42)	S Plank Road	Brothers Drive	Lee County
2	White Hill Road (US-15)	Cedar Lane Road	US-1	Lee County
3	Carthage Street (SR-1237)	Gloucester Drive	Pioneer Drive	Lee County
4	Hickory House Road (SR-1157)	Bruce Coggins Road	Westchester Drive	Lee County
5	NC-87	Frank Wicker Road	Carolina Trace Fire Dpt	Lee County
6	Broadway Road (SR-1579)	Avent Ferry Road	Woodland Trails Road	Lee County

MAP 6 **Lane Departure Priority Areas**



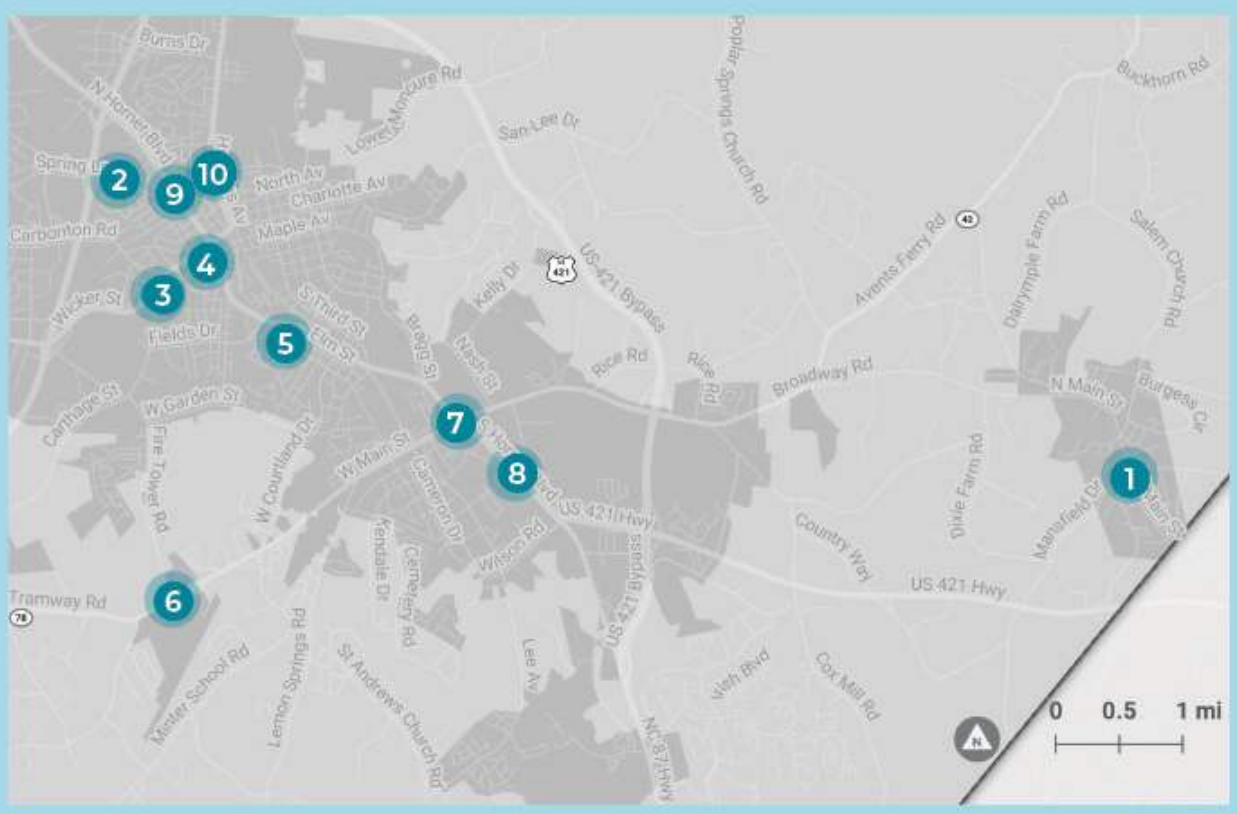
Unsafe Crossings

- **Countermeasures**
  - Marked Crosswalks
  - Leading Pedestrian Intervals
  - Pedestrian Beacons

TABLE 5 **Unsafe Crossings Priority Areas**

ID	Corridor/Intersection	Location
1	Mansfield Drive & S Main Street	Broadway
2	Spring Lane & Brinn Drive	Sanford
3	Carthage Street & Wicker Street	Sanford
4	N Gulf Street & Wicker Street	Sanford
5	Woodland Avenue & W Makepeace Street	Sanford
6	Tramway Road & Fire Tower Road	Sanford
7	S Horner Blvd & Main Street	Sanford
8	S Horner Boulevard & E Seawell Street	Sanford
9	N Horner Boulevard & W Weatherspoon Street	Sanford
10	Hawkins Avenue & E Weatherspoon Street	Sanford

MAP 7 **Unsafe Crossing Priority Areas**



Speeding

- **Countermeasures**
  - Lane Width Reduction
  - Speed Feedback Signs
  - Targeted Speed Zones/ School Speed Zones

TABLE 5 **Speeding Priority Areas**

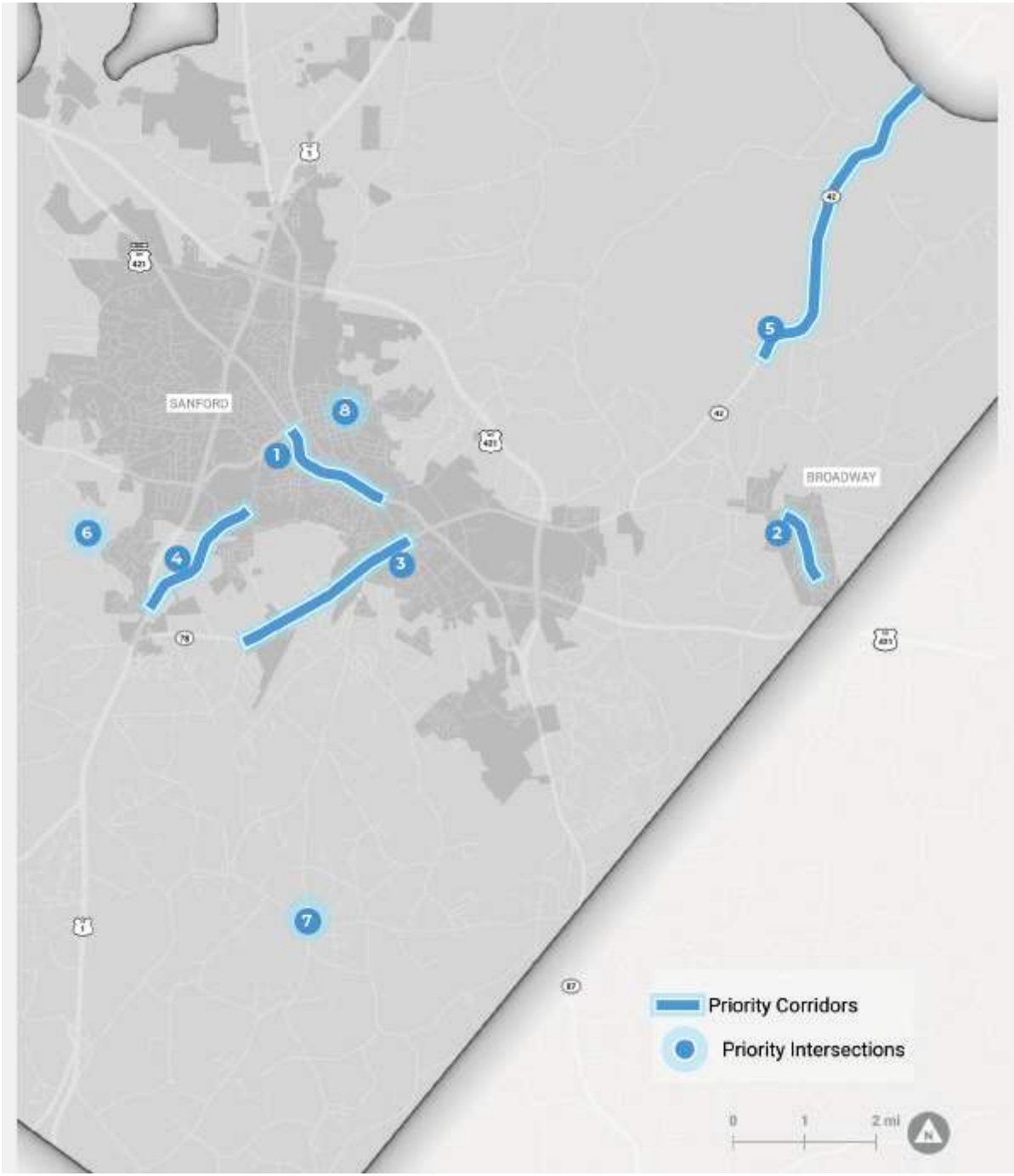
ID	Corridor/Intersection	From	To	Location
1	S Franklin Drive (SR-1332)	Pendergrass Road	Henley Road	Lee County
2	Jefferson Davis Highway (US-1)	White Hill Road	Hickory House Road	Lee County
3	Hickory House Road (SR-1157)	Mercury Lane	Westchester Drive	Lee County
4	S Main Street	Mansfield Drive	County Line	Broadway
5	Spring Lane	US-1	W Weatherspoon Street	Sanford
6	Amos Bridges Road	Hawkins Avenue	Brady Road	Sanford

MAP 9 **Speeding Priority Areas**



Priority Location Deep Dives

1. **S Horner Boulevard (421 BUS)**
   From Wicker Street to Bragg Street
2. **N Main Street**
   From Milton Avenue to Thelma Sloan Road
3. **Tramway Road**
   From Lee Avenue to Hickory House Road
4. **Carthage Street**
   From US1 to Fire Tower Road
5. **Avents Ferry Road**
   From Weldon Lane to County Line
6. **Pendergrass Road and Franklin Drive**
7. **Edwards Road and Greenwood Road/ Swanns Station Road**
8. **Charlotte Avenue and N 7th Street**



1. S Horner Boulevard (421 BUS)

From Wicker Street to Bragg Street (1.6 mi)

CONTEXT

Horner Boulevard is a principal arterial lined with commercial and institutional uses. Horner Boulevard is primarily a two-way suburban road with five wide lanes, but briefly intersects with a walkable downtown section at Wicker Street. Horner Boulevard generally has sidewalks along both sides of the road.

SPEED LIMIT: 35 MPH

URBAN

5 LANES

TRAFFIC VOLUME

All vehicles (AADT): **10,500-24,000**

Trucks (AADTT): **117-366**

CRASHES (2019-2023)

Fatal Crashes:	**0**
Severe Injury Crashes:	**3**
Bicycle and Pedestrian Crashes:	**0**

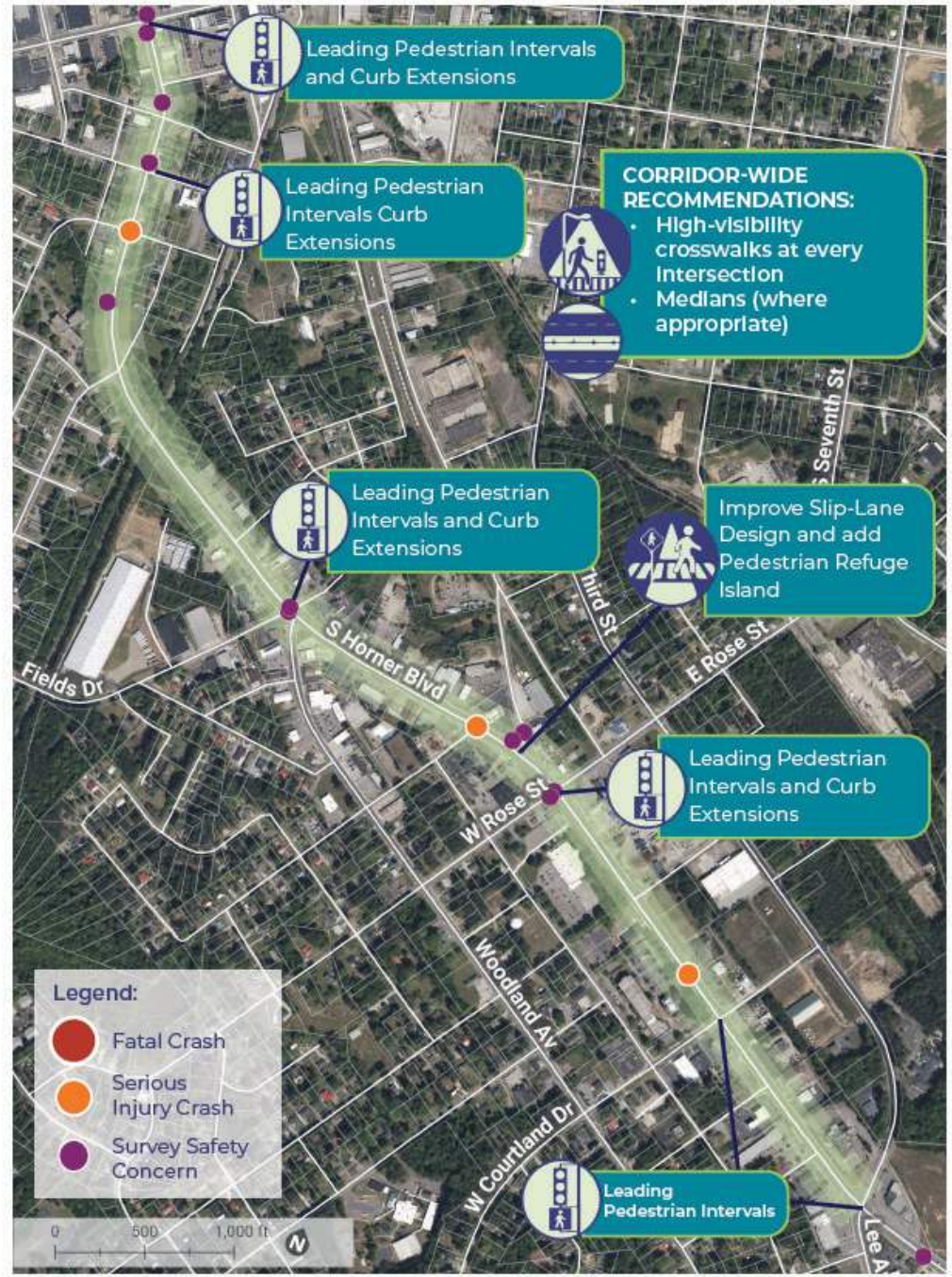
KEY CRASH TYPES



Rear end crashes

Angle crashes





2. N Main Street

From Milton Avenue to Thelma Sloan Road (0.9 mi)

CONTEXT

N Main Street is a major collector that carries two lanes for commercial and public uses. Being the primary downtown section of the Town of Broadway, N Main Street has scattered crosswalk coverage and ample space for a NB and SB bike lane. Heavy truck volumes were observed in the field.

SPEED LIMIT:
25-35 MPH

URBAN

2-3 LANES

TRAFFIC VOLUME
All vehicles (AADT):
4,500-6,400
Trucks (AADTT):
No data

CRASHES (2019-2023)

Fatal Crashes:	**0**
Severe Injury Crashes:	**0**
Bicycle and Pedestrian Crashes:	**0**

SURVEY COMMENTS

"Lack of enforcement (illegal passing, speeding, drunk driving)"

"Drivers speeding and hitting curbs/ shrubs, nearly missing pedestrians"

"Too many large trucks, going too fast (above limit)"





3. Tramway Road

From Lee Avenue to Hickory House Road (2.6 mi)

CONTEXT

Tramway Road is a minor arterial that connects a rural residential US-1 exit to Jonesboro Heights, a suburban commercial center. When close to Jonesboro Heights, Tramway Road provides sidewalks at both sides of the road. Along the entirety of Tramway Road, there is a constant turning lane due to the amount of residential driveways.

SPEED LIMIT:
20-45 MPH

RURAL-URBAN

3 LANES

TRAFFIC VOLUME
All vehicles (AADT):
1,150-15,000
Trucks (AADT):
340-440

CRASHES (2019-2023)

Fatal Crashes:	**1**
Severe Injury Crashes:	**3**
Bicycle and Pedestrian Crashes:	**0**

KEY CRASH TYPES



Angle crashes | Head on crashes | Fixed object crashes





4. Carthage Street

From US-1 to Fire Tower Road (1.9 mi)

CONTEXT

Carthage Street is a minor arterial that connects US-1 to what was once a rural residential area but is transitioning to a suburban development pattern. Terminated by the medical area to the north and DMV building to the south, Carthage Street contains 2 lanes with tight horizontal curves.

SPEED LIMIT:
35-55 MPH

RURAL

2 LANES

TRAFFIC VOLUME
All vehicles (AADT):
4,700-6,300
Trucks (AADTT):
No Data

CRASHES (2019-2023)

Fatal Crashes:	**1**
Severe Injury Crashes:	**4**
Bicycle and Pedestrian Crashes:	**0**

KEY CRASH TYPES



Lane departure into a fixed object from curves





5. Avents Ferry Road

From Weldon Lane to County Line (4.6 mi)

CONTEXT

Avents Ferry Road is a rural major collector that connects the outer rural section of Broadway to the county limits of Lee county. Avents Ferry Road features high speed, sparse driveways, and ample passing sections.

SPEED LIMIT:
55 MPH

RURAL

2 LANES

TRAFFIC VOLUME
All vehicles (AADT):
2500 - 3700
Trucks (AADTT):
181 - 280

CRASHES (2019-2023)

Fatal Crashes:	**1**
Severe Injury Crashes:	**4**
Bicycle and Pedestrian Crashes:	**0**

KEY CRASH TYPES

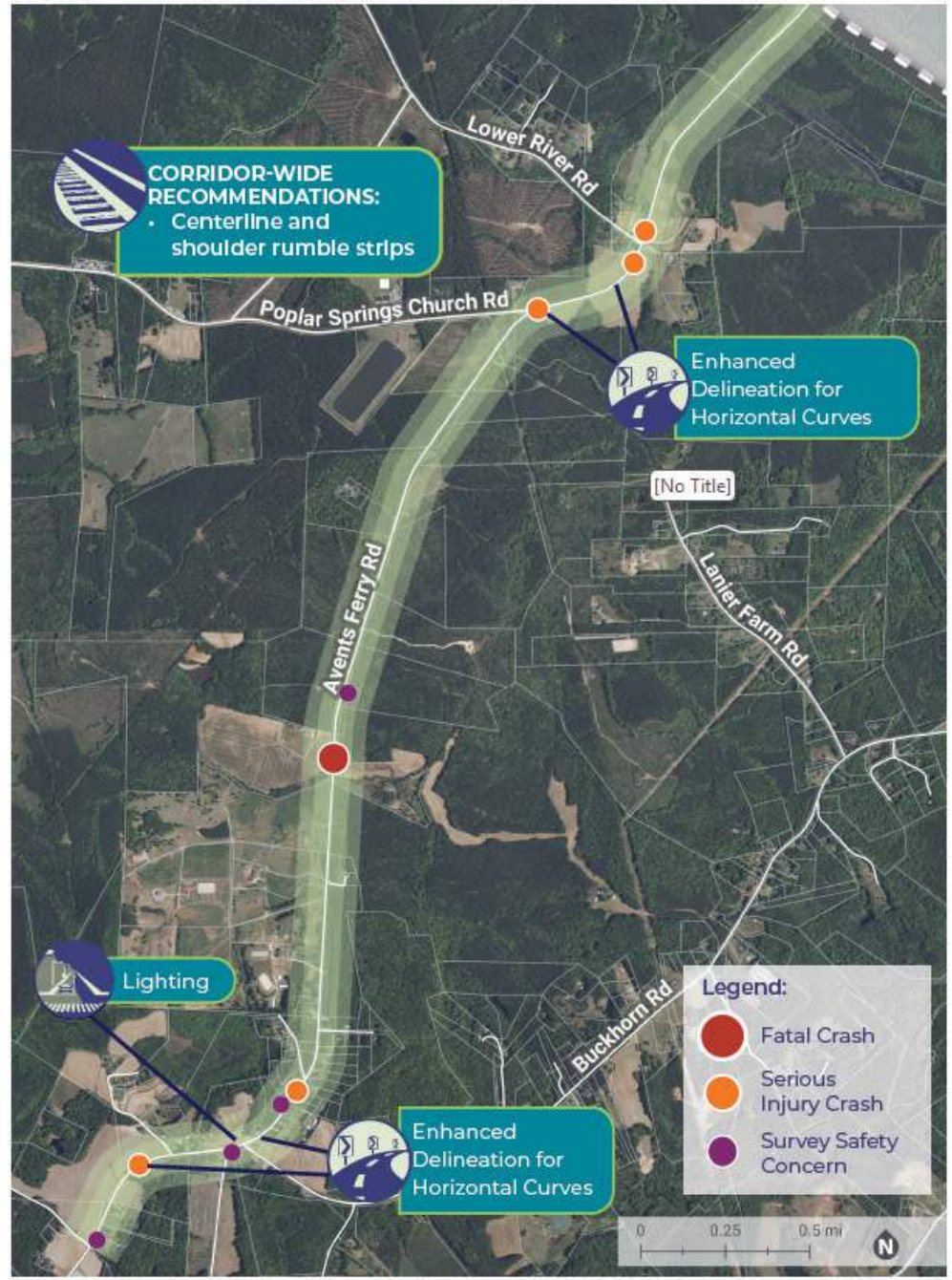


Fixed object



Right and Left Turns, Same Roadway





6. Pendergrass Road and Franklin Drive

CONTEXT

Pendergrass Road (local) and Franklin Dr (local) is a rural intersection. The intersection features a two-way stop with a tight angle, no pedestrian access, and low visibility along the Southwest leg of Franklin Drive.

SPEED LIMIT:
45 MPH

RURAL

2 LANES

TRAFFIC VOLUME
All vehicles (AADT):
4100
Trucks (AADTT):
No data

CRASHES (2019-2023)

Fatal Crashes:	**0**
Severe Injury Crashes:	**1**
Bicycle and Pedestrian Crashes:	**0**

SURVEY COMMENTS

"Unsafe to drive"

"Hill with low visibility"

"Drivers on Franklin speed, drivers on Pendergrass run stop sign"





7. Edwards Road and Greenwood Road/ Swanns Station Road

CONTEXT

Edwards Road (minor collector) and Greenwood Road/Swanns Station Road (major collector) is a rural intersection close to a new housing development. The intersection features a four-way stop, ample warning and signage, a high truck volume, and no pedestrian access.

SPEED LIMIT:
55 MPH

RURAL

2-3 LANES

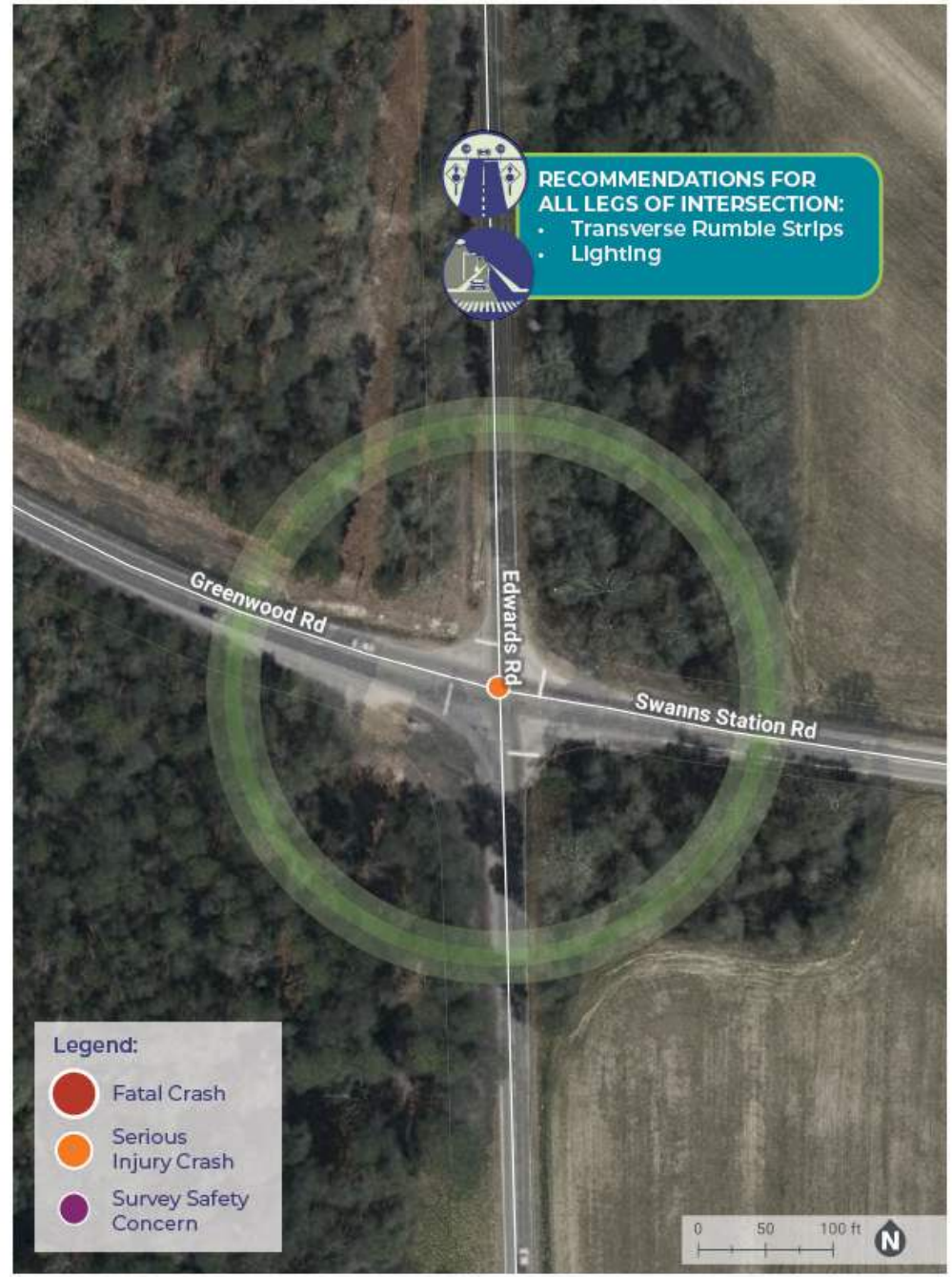
TRAFFIC VOLUME
All vehicles (AADT):
7600
Trucks (AADT):
No data

CRASHES (2019-2023)

Fatal Crashes:	**0**
Severe Injury Crashes:	**3**
Bicycle and Pedestrian Crashes:	**0**







8. Charlotte Avenue and N 7th Street

CONTEXT

Charlotte Avenue (minor arterial) and N 7th Street (minor arterial) is a residential intersection near the core of downtown Sanford. The intersection features a four-way stop with a gored lane, bike lanes on both sides of the road, and no sidewalk. Heavy truck volumes were observed in the field.

SPEED LIMIT:
35 MPH

URBAN

2 LANES

TRAFFIC VOLUME
All vehicles (AADT):
8000
Trucks (AADTT):
No data

CRASHES (2019-2023)

Fatal Crashes:	**1**
Severe Injury Crashes:	**0**
Bicycle and Pedestrian Crashes:	**0**

SURVEY COMMENTS

"Unsafe to drive"









THE ROAD AHEAD

Beyond the Plan

- Performance measures
- Funding opportunities
- Template document for other CPRC counties



Thank you!

TOOLE DESIGN