



## UPPER MORELAND POLICE

Willow Brook Road Traffic Study  
November 2010

### Initial Complaint:

A neighborhood resident reported a concern that speeding was a problem along Willow Brook Road. The resident stated that “people tend to drive extremely fast down this road, and considering that there are no sidewalks, it makes for very dangerous walking or biking for everyone.”

### Description of Area:

Willow Brook Road is in the Huntingdon Valley section of Upper Moreland Township. It is a winding roadway that extends from Edge Hill Road to the Huntingdon Valley Country Club (HVCC). The neighborhood consists of residential properties with on-street parking and is posted at 25 mph. There are no traffic control devices along Willow Brook Road between Edge Hill Road and the HVCC.

### Data Gathering Method:

Speed/volume counters were placed at 2120 Willow Brook Road for a period of seven days.

### Hazardous Factors:

Evaluating the speed of vehicles, the volume of traffic, and the total number of crashes assists in determining the level of response necessary to address the public safety concern.

The speed of vehicles using the Willow Brook Road corridor indicated that 7.5% of the vehicles using that roadway met the threshold for enforcement.

During the study period, 4028 vehicles used the Willow Brook Road corridor.

There has been one crash in the last five years along Willow Brook Road.

Analysis:

Speed and crash data for the Willow Brook Road corridor do not support the concern that an immediate need exists for enforcement in this area.

A specific one-hour block of time was identified on three days of the week during which enforcement could occur to identify and cite speeding offenders.

Response:

A request will be submitted to the Public Works Department to affix speed lines at a suitable location along the Willow Brook Road corridor. Once those lines are in place, a Directed Patrol order will be issued for officers to focus on this location during the time frame identified as having the majority of speed violations.

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