

TO: Selectboard
FROM: Traffic Review Committee
DATE: January 2026
RE: Traffic Review Committee - 2025 Annual Report

Background

The Traffic Review Committee meets monthly to discuss requests and issues related to traffic safety, signage, streetlights, and other related matters. This calendar year (CY) 2025 report provides updates and recommendations on the Committee's activities.

General Updates

- **Crash Data**

The Committee reviewed year-over-year crash data (CY24 vs. CY25) to identify trends and potential areas for intervention. SHPD data indicates total crashes overall in Town decreased in CY25 to 320, down from 359 in CY24. Calls for service related to crashes that involved property damage decreased from 259 in CY24 to 299 in CY25, and calls for services related to crashes resulting in injury remained relatively steady in CY25 (61) compared to CY24 (60). These year over year trends appear to mirror statewide data for the same period. In 2025, Massachusetts recorded 5.8% fewer total crashes, and fewer fatal motor vehicle crashes statewide, with 342 in 2025 compared to 364 in 2024. Local public safety data including traffic is reported on the town website.

- **Policy**

- **Traffic Calming Policy**

In January 2025, the Traffic Calming Policy was adopted by the Selectboard and the Traffic Review Committee has received traffic calming request forms from some residents as a result. The policy has enabled consistent review of traffic calming requests, supported the use of traffic studies and public input, and strengthened coordination among the Committee, Department of Public Works, Police Department, and Town Administration. As a result, the Town now has a clear framework for evaluating safety concerns, prioritizing locations based on risk and community impact, and advancing feasible traffic calming solutions within available funding.

- **Adoption of MGL c90 s17c**

In May 2025 Town Meeting adopted M.G.L. c. 90, §17C, establishing a 25 mph statutory speed limit in thickly settled residential areas and business districts to strengthen roadway and traffic safety. In response to rising crash trends, the policy sets a safer default speed on unposted roads and improves safety for drivers, pedestrians, and cyclists. Implementation included a coordinated public education effort through press releases, social media, local media coverage, [public service announcements](#), and updates to the Town website, along with the installation of gateway signage at town entrances by the Department of Public Works. Police enforcement has been implemented as appropriate, reinforcing consistent speed expectations and aligning South Hadley with neighboring communities and the Town's broader traffic safety and traffic calming initiatives.

- **School Zone**

In 2025, the Selectboard approved the establishment of a school zone along Newton Street/Route 116 and Lincoln Avenue to improve safety for students, pedestrians, and

drivers near South Hadley High School. The action followed documented speeding concerns, community complaints, traffic volume and speed data, and sustained enforcement and outreach efforts by the South Hadley Police Department, which showed that speeds decreased only when officers were present. The adopted school zone provides a consistent, clearly defined traffic calming measure that complements recent roadway improvements, supports safer student access and egress, and reinforces appropriate driving behavior in a high-use school corridor.

Construction/Paving Projects

- **Paving**
 - **Completed in 2025:**
 - 2025 Cracksealing: Skyline Drive, Valleyview Drive, Pheasant Run, Whitebrook Lane, Dover Road, Frederick Place, Normandy Road, Viviani Street, Lincoln Avenue, Church Street, Rt. 47 (patches and seams), Willimansett Street (portion by Chicopee), Lathrop Street (by Mulligan Dr.), Pearl Street, Doanne Terrace, Ashton Lane, Blueberry Bend and Mary Lyon Drive.
 - 2025 Paving: Bach Lane (Town portion only), Meadow Lane, School Street, Woodlawn Street, Cordes Court (Town portion only), Cross Street, Greenacre Lane, Spring Meadows (portion), Sunrise Circle, New Ludlow Road, Silver Street, Easy Street, Edison Drive (portion), Greenwood Lane, Collegeview Heights, Fulton Street, Fairlawn Street, Linda Street, Rt. 33 (Rt 202 to Chicopee line).
 - **On-going/Planned:**
 - Planning for 2026 sidewalk installation/improvement projects: in progress.
 - 20265 road paving projects: in progress.
- **Other Projects**
 - Completed in 2025
 - Center/Warner Graves: C.D.B.G.: Infrastructure (storm drainage, water main), paving, and sidewalk improvements: 75% completed.
 - Pearl Street: culvert and water main replacement project: completed.
 - Rt. 33/Willimansett Street: MassDOT Municipal Paving Program: MassDOT will fund, procure, and provide project administration for paving and structure improvements on Rt. 33 from Old Lyman Road to the state road junction near Hollywood Street: completed.
 - Rapid Flashing Beacons: The Town secured a MassDOT grant to install rapid flashing beacons (RRFBs) at four high-priority crosswalks: Morgan Street at Mosier Street, Mosier Street between the Mosier and Middle Schools, Main Street at Pleasant Street, and Brainard Street at Lyman Street. Following grant execution in July 2024, the Department of Public Works coordinated delivery, ADA ramp improvements, and installation. These RRFBs were installed by December 2025, with final components scheduled for completion in early 2026, significantly improving pedestrian visibility and safety at these locations through state-funded infrastructure investment.
 - On-going/Planned
 - Main Street - TIP Improvements: MassDOT has completed a 25% design review on the reconstruction of Main Street from the Chicopee line to the library. A utility walk-through was held in late December 2025 with Town, SHELD and

MassDOT District 2. These utility conflicts were resolved, and approved by MassDOT. The design will move to a Design Public Hearing for resident input in Spring 2026, allowing for 75% design plan completion in late 2026, and keeping the project on track for 90% design completion later in the year, and expected advertisement for construction bidding January 2028 (currently updated by PVPC).

- Lighting and Crosswalks - Rt 116 (College St): Throughout 2025, the Traffic and Review Committee coordinated with Mount Holyoke College and SHELd to address pedestrian safety and lighting along Route 116 (College Street). A SHELd lighting assessment recommended replacing 86 fixtures with LED lighting, relocating six fixtures, and installing ten new lights, at an estimated cost of approximately \$287,600, with phased implementation anticipated to begin in Q2 2026 as funding allows. In the interim, immediate crosswalk repairs and line striping was completed by DPW within available budget, and discussions regarding potential cost-sharing with Mount Holyoke College and expediting project phases will continue as additional design and cost information becomes available.
- Electronic Speed Boards: The Town applied for a MassDOT grant in December 2025 for two permanent and one trailer-mounted speed boards and hopes to hear back soon. These boards display drivers' speeds in real time, helping to slow traffic in targeted areas such as school zones and residential neighborhoods. They also collect speed and volume data to support enforcement efforts and are a key tool to inform future traffic safety planning.

Traffic Reports and Issues

The Committee reviews concerns from residents regarding speeding, traffic volume, and compliance with driving laws. Each matter is evaluated using available data (speed boards, UrbanSDK software, citations, crash history, and operational knowledge), and responses are prioritized based on location, severity, and available resources. Since adoption of the Traffic Calming Policy which included implementation of a formal Traffic Calming Request process, more significant or potentially costly interventions have been routed through that structured review, which includes submission of form with required neighborhood input and signatures to assess broader impacts. Routine concerns continue to be addressed through regular TRC meetings and interventions applied as appropriate. The summary below highlights selected issues and actions and is not intended to be an exhaustive list of all concerns received or operational responses undertaken.

Lincoln Ave (Q4 2024)

- **Issue:** Speeding, distracted driving, unsafe drop-off patterns. Traffic Calming Form submitted by residents Q1 2025.
- **Update (2026-01-15):**
 - Q4 2024: initial reports led to SRO messaging to students; communication to local business; enforcement.
 - Q1 2025: residents submitted a traffic calming request that led to the creation of a posted school zone along Newton Street/Route 116 and Lincoln Avenue, with installation of crosswalks, double yellow lines, and appropriate signage.

- Q4 2025: temporary cones were placed on Lincoln to evaluate effectiveness of narrowing the road on speed and driver behavior.
- Following completion of the initial improvements, speed data and enforcement activity indicate a reduction in vehicle speeds. Some residents have continued to request additional measures, which the TRC has evaluated: the request for speed humps or speed bumps entails significant costs to install and maintain, would establish a new precedent as they are not currently used elsewhere in Town, and must be weighed against broader infrastructure needs. The TRC plans to monitor conditions and data from UrbanSDK over the winter, exploring potential next steps, and other cost effective, data-driven neighborhood traffic calming measures such as additional stop signage at Lincoln and Broad Street, road dieting approaches such as stop signs, grants for speed boards, installation of sidewalks, and continued education and enforcement.
- **For Board consideration:** The Traffic Review Committee welcomes Selectboard feedback on its current approach to addressing ongoing neighborhood concerns through monitoring, enforcement, and incremental traffic calming tools, rather than advancing permanent measures such as speed humps at this time.

College St/Hadley St/Town Common (initiated Q3 2025)

- **Issue:** Resident reports speeding & pedestrian safety in village center.
- **Update (2025-09-25):** Police pulled records, which indicate in 1-year period, 32 enforcement calls; DPW conducted line painting in August 2025 for enhanced visibility of correct turning lanes and traffic patterns. Monitor for improvements.

Park St @ Everett Rd (MHC) (Q4 2024)

- **Issue:** New crosswalk request from student
- **Update (2025-12-01):** TRC reviewed, significant cost to install desired enhancement, already existing crosswalks nearby (approx 200ft) at Gateway Rd, available for pedestrian safety.

Morgan St/Park St/Mosier St (Q2 2024)

- **Issue:** Longstanding reports of safety concerns at the intersection. Full Traffic Study by consultant conducted in Q4 of 2024 concluded that the intersection does not meet traffic threshold for 4-way stop, recommendations made on enhanced signage to improve safety.
- **Updates:**
 - 02/2025: Signage per Traffic Study installed by DPW
 - 07/2025: DPW pursued and was awarded a grant from MassDOT for solar-powered, actuated, Rectangular Rapid Flashing Beacon (RRFB) with actuated Crosswalk Lighting, to be installed at the intersection. Waiting on delivery and installation, expected Q4 of 2025.
 - Future considerations: sidewalks on Park St from Equestrian Center to Morgan under review for consideration when funding is available.

Mosier St (Q3 2025)

- **Issue:** School drop-off/pick-up creating illegal parking; request for “No Parking.”
- **Update (2025-10-01):** Police evaluated; DPW installed new signage; resident appreciative.

Lyman St/Brainerd (Q4 2025)

- **Issue:** Bus stop safety; blind corner; crosswalk visibility; winter sidewalk conditions.
- **Update:** Under review; Town reaching out to School Department to see if bus stop can be relocated, RRFB being installed at intersection to help with overall pedestrian safety.

Lathrop Street (Q4 2025)

- **Issue:** Speed/volume affecting driveway access and pedestrian safety.
- **Update (2025-10-16):** Police collecting data via temp speed boards and UrbanSDK (avg ~36 mph). Planned sidewalk installation in Spring 2026, painted white gutter lines to enhance pedestrian safety and narrow road to deter speeding; continue enforcement; monitor after completion of sidewalks for improvement.

Old Lyman Road (initiated Q3 2024 - reopened Q4 2025)

- **Issue:** In Q3 of 2024 resident reports speeding, truck traffic, pedestrian safety, concern for business development and increase in truck traffic; request for sidewalks. Following initial complaint, TRC reviewed, determined the area is zoned for industrial/business, truck traffic allowed, noted any future significant development may trigger site plan review and traffic impacts would be reviewed as applicable. DPW conducted outreach to neighborhood businesses in Q4 of 2024 suggesting different routes. Sidewalks would be a significant expense. Traffic Calming Form sent to a resident in Q1 2025, nothing received to-date.
- **Update (Q3 2025):** The resident reached out again with a report of similar issues. TRC reviewed, sidewalks still a significant expense, area is zoned for industrial. Other traffic calming measures considered: DPW will add white-painted gutter lines once paving is completed.

Hollywood St (initiated Q2 2025)

- **Issue:** Reports of speeding near Rt 33 and Hillside.
- **Update (2025-09-01):** UrbanSDK data indicates avg speed of 24mph (25mph limit). Monitor. Traffic Calming Form provided to resident, no receipt to-date.

Rt 202 & 33 (Q4 2024)

- **Issue:** Visibility of “No Turn on Red” signage at intersection.
- **Update (2025-05-01):** DPW contacted MassDOT to have the sign replaced/moved; better visibility; enhancements made by MassDOT; enforcement continues. Completed by MassDOT.

Rt 202 – East Street Signal (Q3 2025)

- **Issue:** Request to study appropriateness of new traffic signal.
- **Update (2025-10-16):** PVPC conducting traffic counts. Waiting on results, evaluating next steps with the Planning Department.

Laurie Ave (initiated Q4 2024)

- **Issue:** Concerns were raised by residents regarding excessive speeding and cut-through traffic on Laurie Street.
- **Update:** Speed board and UrbanSDK data reviewed, indicates 85% of drivers traveling around 30 mph in a 30 mph zone, however significant volume. Townwide thickly settled speed limit

reduced to 25mph in May 2025, affecting Laurie Ave. The TRC met w/resident and explored other traffic calming measures, including line striping, installation of islands, new stop signs, temporary stanchions, portable speed boards, and coordination with DPW to mitigate detour traffic from nearby road work. Most recommended improvements were completed by September 2025, with temporary stanchions removed for winter maintenance. A permanent speed sign was installed in December 2025, and the Police Department has conducted multiple follow-ups with residents asking for feedback following interventions put in place. Ongoing monitoring is planned to evaluate traffic patterns and speeds, with enforcement identified as a key tool moving forward.

Ludlow Rd (Q3 2025)

- **Issue:** Sight distance problems, resident reports concerns pulling in and out of driveway
- **Update (2025-07-01):** DPW Installed “Blind Driveway” signage; adjacent property trimmed brush to improve visibility; Speedboard installed on Ludlow Rd to enhance driver speed awareness.

Bolton St (initiated Q2 2025)

- **Issue:** reports of speeding, “race track” conditions.
- **Update (2025-10-16):** DPW installed signage and line painting at curve earlier in year, will continue reviewing for additional line-painting from Bolton → Spring St; consider sidewalk in last 250’, adding gutter lines, narrowing roadway to reduce speeding .

Pleasant at Main St (Q4 2025)

- **Issue:** Traffic speed, pedestrian safety near Beechgrounds crosswalk.
- **Update (2025-10-16):** Resident was informed that lines/x-walks will be painted soon, RRFB to be installed once received before January ‘26 on Main St. T.I.P. project will have additional traffic calming measures. Completed by DPW: Fall 2025.

Upper North Main St (initiated Q3 2025)

- **Issue:** Sidewalk request due to speeding & pedestrian safety.
- **Update (2025-09-01):** Posted limit 25mph, UrbanSDK indicates avg speed 27mph. Complex and costly installation of sidewalks, easement constraints; DPW responded and Traffic Calming Form provided to resident, no receipt to-date.

Lower North Main St (Q4 2025)

- **Issue:** Speeding coming off rotary
- **Update (2025-10-16):** Data does not show significant speeding (85th percentile is 30mph and under; posted 25mph). Police made note of the area to monitor in traffic enforcement efforts.

Taylor St at Canal St (Q2 2025)

- **Issue:** Parking too close to traffic island; request for “No Parking Here to Corner.”
- **Update (2025-09-01):** Closed; DPW installed sign.