

**City of Southlake**



***1999***  
***Traffic Count Report***

**June 17, 1999**

**Prepared Jointly by:**

**Planning**  
**Public Works**  
**Economic Development**

**City of Southlake**  
***1999 Traffic Count Report***

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## **Introduction**

The City of Southlake is a rapidly growing community. As such, a great emphasis lies in the collection of data that can be accumulated to monitor trends related to growth. Annual traffic counts have proven to be a useful tool for both municipal and private development planning purposes. This report will present the basic traffic volume data recently collected in Southlake. To maintain accurate counts throughout the City, updated traffic count data will be added to the report as it is received by the City via Traffic Impact Analysis submittals for developments.

## **Purpose of the Report**

The main focus of this report is to serve as a “snapshot” of the traffic volume conditions in a fixed point in time. Traffic data from different time periods can be used to analyze trends and assist in correcting problem areas. Traffic data is the foundation of many specialized studies, such as warrant studies, and is used in part when updating the city’s Master Thoroughfare Plan (MTP), which is the basis for acquiring the appropriate amounts of right-of-way necessary to accommodate the ultimate roadways needed in the city.

This report also serves as a valuable economic development tool for real estate brokers, lenders, developers, and others with similar interests. Traffic volume is a critical factor associated with many of the decision points made by these companies when looking to locate businesses in a particular region. This traffic report will also provide current traffic data for any area of interest in the city to residents, property owners, and other interested parties.

## **Methodology**

In May 1999, the City of Southlake contracted with Quality Counts, a traffic counting firm located in Dallas, Texas, to place the traffic counters in Southlake. The data was downloaded to a raw data file, and a printed copy of this data was provided to the City. Between May 12 and May 27, 1999, traffic counters were placed at 63 locations throughout the City, with counts taken from both directions of traffic flow. Total traffic volumes were compiled in 15-minute intervals over a 24-hour period. Figures for the 24-hour total and a.m. / p.m. peak hour totals are compiled in Table 1. A map depicting the locations of these counts is attached as Figure 1.

The raw data sheets, with 15-minute intervals and peak hours defined for each segment, can be obtained for the cost of reproduction. For further information or copies of the raw data sheets, please contact the City of Southlake Comprehensive Planning division at (817) 481-5581, ext. 866.

## Definitions

*Ref. #* - The number associated with a one-directional traffic count location.

*Segment* – A particular area of roadway, with a beginning point (“*From*”) and an end point (“*To*”) location.

*Direction* – The direction of traffic flow for each location. Each location has two directions, each listed in a separate row in Table 1, for both northbound and southbound (*NB, SB*) or westbound and eastbound (*WB, EB*).

*24-Hour Totals* – The total traffic volume (each direction) counted during the 24-hour period from 12 a.m. (midnight) to 12 a.m. (midnight) the following day.

*A.M. Peak Hour* – The one-hour time period between 12 a.m. (midnight) and 12 p.m. (noon) during which the highest one-hour traffic volume occurs, and the associated count.

*P.M. Peak Hour* – The one-hour time period between 12 p.m. (noon) and 12 a.m. (midnight) during which the highest one-hour traffic volume occurs, and the associated count.

## Table 1: Traffic Count Locator Key and Associated Volumes

### City of Southlake - 1999 Traffic Counts

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
1	SH 114	FM 1709 (Southlake Blvd)	Kimball	WB	28562	8 - 9 1882	6 - 7 2285
2	SH 114	FM 1709 (Southlake Blvd)	Kimball	EB	27208	7 - 8 2597	5 - 6 1815
3	SH 114	Kimball	Carroll	WB	23351	8 - 9 1842	5 - 6 1973
4	SH 114	Kimball	Carroll	EB	23639	7 - 8 1907	5 - 6 1815
5	SH 114	Carroll	White Chapel	WB	24242	8 - 9 1844	5 - 6 2037
6	SH 114	Carroll	White Chapel	EB	23972	7 - 8 1887	5 - 6 1808
7	SH 114	White Chapel	Dove	WB	20654	8 - 9 1627	5 - 6 1778
8	SH 114	White Chapel	Dove	EB	21921	7 - 8 1744	5 - 6 1727
9	SH 114	Dove	Kirkwood	WB	20569	7 - 8 1545	5 - 6 1742
10	SH 114	Dove	Kirkwood	EB	20402	7 - 8 1841	4 - 5 & 5 - 6 1514 (each)
11	FM 1709	SH 114	Kimball	WB	17123	7 - 8 967	5 - 6 1890
12	FM 1709	SH 114	Kimball	EB	18021	7 - 8 1678	1 - 2 1184
13	FM 1709	Kimball	Carroll	WB	21999	11 - 12n 1217	5 - 6 2210
14	FM 1709	Kimball	Carroll	EB	23039	7 - 8 2340	12n - 1 1422
15	FM 1709	Carroll	Byron Nelson	WB	20262	11 - 12n 985	5 - 6 2124
16	FM 1709	Carroll	Byron Nelson	EB	19381	10 - 11 874	5 - 6 2019
17	FM 1709	Byron Nelson	White Chapel	WB	19607	11 - 12n 979	5 - 6 2083
18	FM 1709	Byron Nelson	White Chapel	EB	18536	7 - 8 1690	12n - 1 1233
19	FM 1709	White Chapel	Shady Oaks	WB	19686	7 - 8 987	5 - 6 2021
20	FM 1709	White Chapel	Shady Oaks	EB	17591	7 - 8 1727	3 - 4 1097
21	FM 1709	Shady Oaks	Southridge Lakes	WB	18970	7 - 8 1055	5 - 6 1921

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
22	FM 1709	Shady Oaks	Southridge Lakes	EB	17063	7 - 8 1733	5 - 6 1066
23	FM 1709	Southridge Lakes	Peytonville	WB	16534	11 - 12n 921	1 - 2 1129
24	FM 1709	Southridge Lakes	Peytonville	EB	15347	7 - 8 1648	5 - 6 1765
25	FM 1709	Peytonville	FM 1938 (Davis Blvd)	WB	16480	8 - 9 921	5 - 6 1874
26	FM 1709	Peytonville	FM 1938 (Davis Blvd)	EB	14474	7 - 8 1415	12n - 1 906
27	FM 1709	FM 1938	Pearson	WB	12424	11 - 12n 579	6 - 7 1294
28	FM 1709	FM 1938	Pearson	EB	12323	7 - 8 1282	5 - 6 810
29	Crooked Lane	FM 1709	Kimball	SB	1534	8 - 9 160	5 - 6 142
30	Crooked Lane	FM 1709	Kimball	NB	1248	8 - 9 64	5 - 6 166
31	Crooked Lane	Kimball	Continental	SB	2848	7 - 8 288	4 - 5 301
32	Crooked Lane	Kimball	Continental	NB	2363	11 - 12n 128	5 - 6 312
33	Continental	Crooked Lane	Carroll	WB	1766	8 - 9 100	5 - 6 232
34	Continental	Crooked Lane	Carroll	EB	2450	8 - 9 395	5 - 6 216
35	Continental	Carroll	Byron Nelson	WB	4113	8 - 9 227	5 - 6 531
36	Continental	Carroll	Byron Nelson	EB	4021	7 - 8 547	5 - 6 303
37	Continental	Byron Nelson	White Chapel	WB	4371	7 - 8 275	5 - 6 555
38	Continental	Byron Nelson	White Chapel	EB	4386	7 - 8 592	3 - 4 327
39	Continental	White Chapel	Peytonville	WB	3327	7 - 8 346	5 - 6 416
40	Continental	White Chapel	Peytonville	EB	2858	7 - 8 384	3 - 4 251
41	Continental	Peytonville	FM 1938	WB	2429	7 - 8 379	3 - 4 186
42	Continental	Peytonville	FM 1938	EB	2675	7 - 8 355	5 - 6 306
43	Union Church	FM 1938	Pearson	WB	23	11 - 12n 3	1 - 2 4
44	Union Church	FM 1938	Pearson	EB	25	9 - 10 3	6 - 7 4
45	Highland	Kimball	Carroll	WB	1024	7 - 8 231	1 - 2 75

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
46	Highland	Kimball	Carroll	EB	957	8 - 9 135	3 - 4 96
47	Highland	Carroll	SH 114	WB	1421	8 - 9 184	4 - 5 204
48	Highland	Carroll	SH 114	EB	1196	8 - 9 237	4 - 5 97
49	Highland	SH 114	White Chapel	WB	1915	8 - 9 145	6 - 7 211
50	Highland	SH 114	White Chapel	EB	1622	8 - 9 219	4 - 5 158
51	Highland	White Chapel	Shady Oaks	WB	1517	8 - 9 191	6 - 7 138
52	Highland	White Chapel	Shady Oaks	EB	1598	8 - 9 304	3 - 4 157
53	Turnberry	Shady Oaks	Peytonville	WB	1253	8 - 9 159	3 - 4 146
54	Turnberry	Shady Oaks	Peytonville	EB	1198	8 - 9 183	3 - 4 & 6 - 7 93
55	Dove	Kimball	Carroll	WB	1694	7 - 8 157	5 - 6 197
56	Dove	Kimball	Carroll	EB	1806	7 - 8 295	4 - 5 106
57	Dove	Carroll	White Chapel	WB	1852	7 - 8 272	5 - 6 211
58	Dove	Carroll	White Chapel	EB	1668	8 - 9 149	5 - 6 218
59	Dove	White Chapel	SH 114	WB	1400	8 - 9 197	5 - 6 147
60	Dove	White Chapel	SH 114	EB	1228	7 - 8 88	5 - 6 147
61	Dove	Shady Oaks	Peytonville	WB	147	7 - 8 31	5 - 6 15
62	Dove	Shady Oaks	Peytonville	EB	335	7 - 8 26	6 - 7 52
63	Dove	Peytonville	Randol Mill	WB	138	9 - 10 6	4 - 5 29
64	Dove	Peytonville	Randol Mill	EB	114	7 - 8 30	1 - 2 8
65	Kirkwood	SH 114	Precinct Line	WB	875	11 - 12n 48	5 - 6 209
66	Kirkwood	SH 114	Precinct Line	EB	1045	7 - 8 227	1 - 2 77
67	Bob Jones	White Chapel	TW King	WB	16	11 - 12n 3	6 - 7 3
68	Bob Jones	White Chapel	TW King	EB	14	8 - 9 2	3-4, 5-6, & 7-8 2

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
69	TW King	Kirkwood	Bob Jones	NB	2501	7 - 8 306	4 - 5 235
70	TW King	Kirkwood	Bob Jones	SB	2410	9 - 10 129	5 - 6 271
71	Pearson	Union Church	FM 1709	NB	889	7 - 8 58	5 - 6 104
72	Pearson	Union Church	FM 1709	SB	922	11 - 12n 58	3 - 4 & 6 - 7 90
73	Pearson	FM 1709	Florence	NB	2642	8 - 9 155	5 - 6 225
74	Pearson	FM 1709	Florence	SB	3273	8 - 9 252	3 - 4 295
75	FM 1938	Continental	FM 1709	NB	10309	8 - 9 909	5 - 6 751
76	FM 1938	Continental	FM 1709	SB	10549	7 - 8 704	5 - 6 1078
77	Randol Mill	FM 1709	Florence	NB	4338	8 - 9 329	5 - 6 356
78	Randol Mill	FM 1709	Florence	SB	3282	7 - 8 294	5 - 6 278
79	Peytonville	Continental	FM 1709	NB	1534	7 - 8 156	3 - 4 147
80	Peytonville	Continental	FM 1709	SB	1360	7 - 8 377	3 - 4 & 5 - 6 135
81	Peytonville	FM 1709	Southridge Lakes	NB	1629	7 - 8 285	5 - 6 155
82	Peytonville	FM 1709	Southridge Lakes	SB	1498	8 - 9 133	1 - 2 139
83	Peytonville	Southridge Lakes	Dove	NB	1227	7 - 8 150	1 - 2 100
84	Peytonville	Southridge Lakes	Dove	SB	1388	11 - 12n 110	5 - 6 195
85	Shady Oaks	FM 1709	Highland	NB	1965	8 - 9 358	3 - 4 260
86	Shady Oaks	FM 1709	Highland	SB	1713	8 - 9 354	6 - 7 156
87	Shady Oaks	Highland	Dove	NB	714	8 - 9 91	3 - 4 72
88	Shady Oaks	Highland	Dove	SB	655	7 - 8 72	5 - 6 61
89	White Chapel	City Limits	Continental	NB	3187	8 - 9 319	5 - 6 260
90	White Chapel	City Limits	Continental	SB	3289	8 - 9 235	5 - 6 309
91	White Chapel	Continental	FM 1709	NB	3530	8 - 9 304	3 - 4 293

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
92	White Chapel	Continental	FM 1709	SB	3798	8 - 9 292	5 - 6 322
93	White Chapel	FM 1709	Highland	NB	3305	8 - 9 355	1 - 2 264
94	White Chapel	FM 1709	Highland	SB	3515	7 - 8 345	5 - 6 331
95	White Chapel	Highland	SH 114	NB	2868	8 - 9 356	5 - 6 234
96	White Chapel	Highland	SH 114	SB	2749	8 - 9 225	12n - 1 228
97	White Chapel	SH 114	Dove	NB	1244	8 - 9 82	4 - 5 112
98	White Chapel	SH 114	Dove	SB	1088	8 - 9 117	3 - 4 94
99	White Chapel	Dove	Bob Jones	NB	619	11 - 12n 40	5 - 6 61
100	White Chapel	Dove	Bob Jones	SB	571	7 - 8 50	1 - 2 53
101	Byron Nelson	Continental	FM 1709	NB	2436	7 - 8 236	1 - 2 206
102	Byron Nelson	Continental	FM 1709	SB	2619	11 - 12n 181	1 - 2 262
103	Carroll	Continental	FM 1709	NB	1802	8 - 9 123	5 - 6 166
104	Carroll	Continental	FM 1709	SB	1444	7 - 8 105	6 - 7 132
105	Carroll	FM 1709	SH 114	NB	2772	8 - 9 226	12n - 1 237
106	Carroll	FM 1709	SH 114	SB	2140	8 - 9 210	3 - 4 215
107	Carroll	Highland	Dove	NB	1342	8 - 9 146	3 - 4 127
108	Carroll	Highland	Dove	SB	1399	7 - 8 170	3 - 4 103
109	Carroll	Dove	Burney	NB	1475	8 - 9 101	5 - 6 145
110	Carroll	Dove	Burney	SB	1539	7 - 8 183	3 - 4 119
111	Lonesome Dove	Dove	Burney	NB	1378	11 - 12n 72	5 - 6 & 6 - 7 152
112	Lonesome Dove	Dove	Burney	SB	1292	8 - 9 88	6 - 7 118
113	Brumlow	SH 26	Continental	NB	4547	8 - 9 274	5 - 6 538
114	Brumlow	SH 26	Continental	SB	4661	7 - 8 480	5 - 6 378
115	Kimball	Crooked Lane	FM 1709	NB	1375	8 - 9 147	5 - 6 111

Ref #	Segment	Begin	End	Direction	24-Hour Total	AM Peak Hour Total	PM Peak Hour Total
116	Kimball	Crooked Lane	FM 1709	SB	1203	8 - 9 75	5 - 6 139
117	Kimball	FM 1709	SH 114	NB	6020	7 - 8 643	12n - 1 & 5 - 6 393
118	Kimball	FM 1709	SH 114	SB	5077	11 - 12n 338	6 - 7 427
119	Kimball	SH 114	Highland	NB	4887	11 - 12n 234	5 - 6 488
120	Kimball	SH 114	Highland	SB	4506	7 - 8 387	6 - 7 286
121	Kimball	Highland	Dove	NB	4366	11 - 12n 208	5 - 6 528
122	Kimball	Highland	Dove	SB	3609	7 - 8 398	6 - 7 237
123	Kimball	Dove	City Limits	NB	1892	11 - 12n 121	5 - 6 188
124	Kimball	Dove	City Limits	SB	1873	7 - 8 183	6 - 7 132
125	Commerce	Industrial	FM 1709	NB	2702	9 - 10 182	5 - 6 246
126	Commerce	Industrial	FM 1709	SB	1887	8 - 9 179	2 - 3 166

**Figure 1: Traffic Count Locator Map**

