

Traffic Count Data for the Hickory MPO Area



November 13, 2024

What are ADT Counts

- ADT stands for Average Daily Traffic at a location over a 24 hour period
- ADT information is collected for some locations in the region each year, however, data for most traffic count locations are collected only once every two years (odd numbered year)

2023 ADT Counts

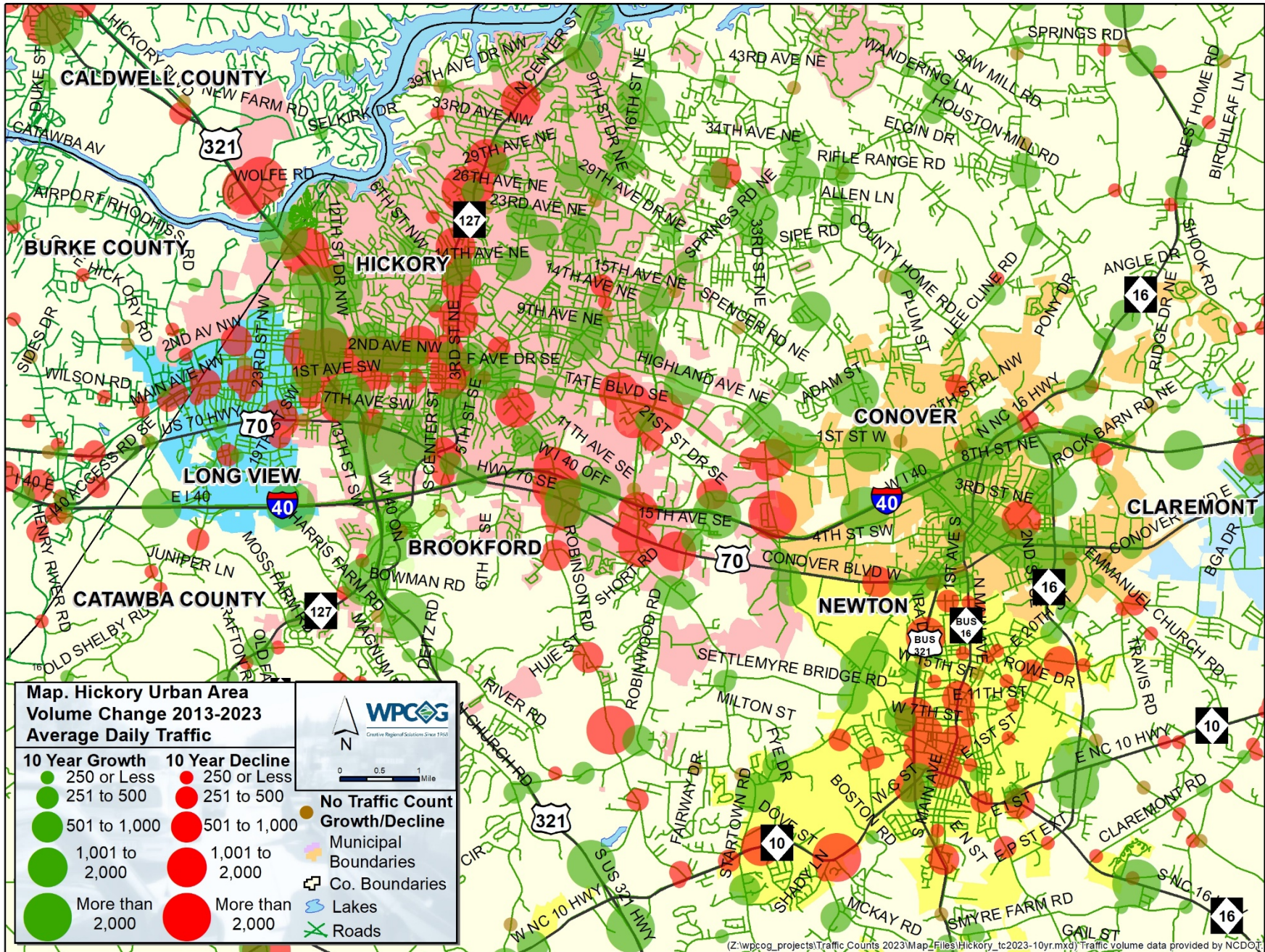
- **Catawba County-** I-40 near L-R Blvd (68,000), US 321 near US 70 (43,000), NC 127 near 16th Ave NE in Viewmont (32,500), Springs Rd just east of 29th Ave Dr NE (31,500), and L-R Blvd just north of I-40 (31,000)
- **Burke County-** I-40 between Old NC 10 (Exit 118) and Hildebran (Exit 119) exits (48,500), US 64 (Burkemont Ave) just north of I-40 (25,000), NC 181 (N Green St) just north of NC 126 (Independence Blvd) (22,500), and NC 18 (S Sterling Dr) just south of US 70 (W Fleming Dr) (22,000)

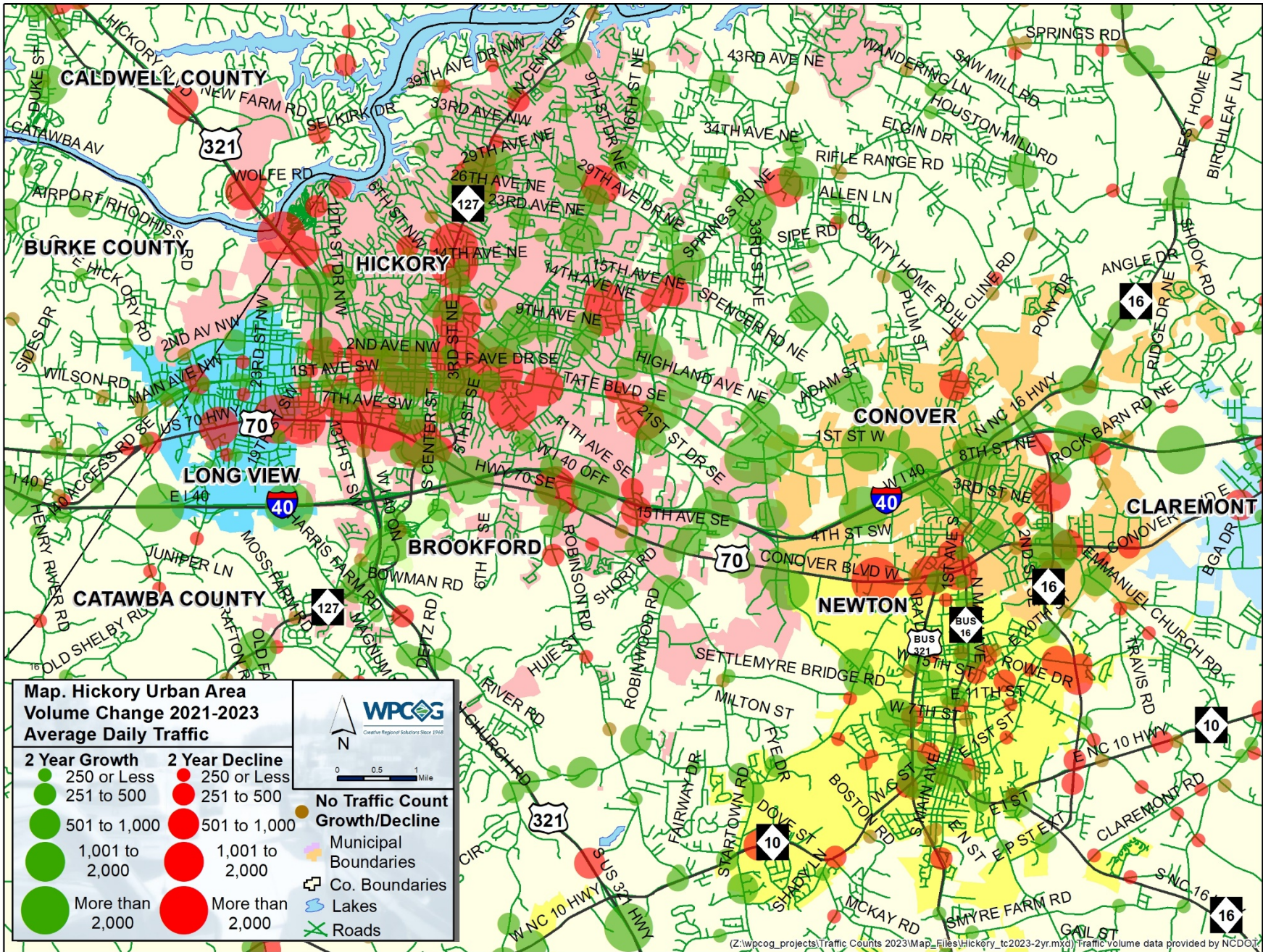
2023 ADT Counts

- **Caldwell County-** US 321 near Catawba River Bridge (41,500), US 321 just north of Grace Chapel Rd (36,000), US 321 just north of Falls Ave (32,500), US 321-NC 90 just north of Smith Crossroads (30,500), and US 64 NC 18/90 (Harper Ave) just west of Smith Crossroads (23,000)
- **Alexander County-** NC 127 just south of Gazebo Rd (13,500), NC 16 just south of US 64-Taylorsville (13,000), and NC 16 just south of Millersville Rd (12,000)

**Change in ADT
Counts
2013-2023
&
2021-2023**

Hickory-Newton-Conover Area Change in ADT Counts





**Map. Hickory Urban Area
Volume Change 2021-2023
Average Daily Traffic**

2 Year Growth		2 Year Decline	
● 250 or Less	● 250 or Less	● 250 or Less	● 250 or Less
● 251 to 500	● 251 to 500	● 251 to 500	● 251 to 500
● 501 to 1,000	● 501 to 1,000	● 501 to 1,000	● 501 to 1,000
● 1,001 to 2,000	● 1,001 to 2,000	● 1,001 to 2,000	● 1,001 to 2,000
● More than 2,000	● More than 2,000	● More than 2,000	● More than 2,000



- No Traffic Count
- Growth/Decline
- Municipal Boundaries
- Co. Boundaries
- Lakes
- Roads

(Z:\wpcog_projects\Traffic Counts 2023\Map_Files\hickory_tc2023-2yr.mxd) Traffic volume data provided by NCDOT

Hickory–Newton-Conover Area Notable 2-Year Declines

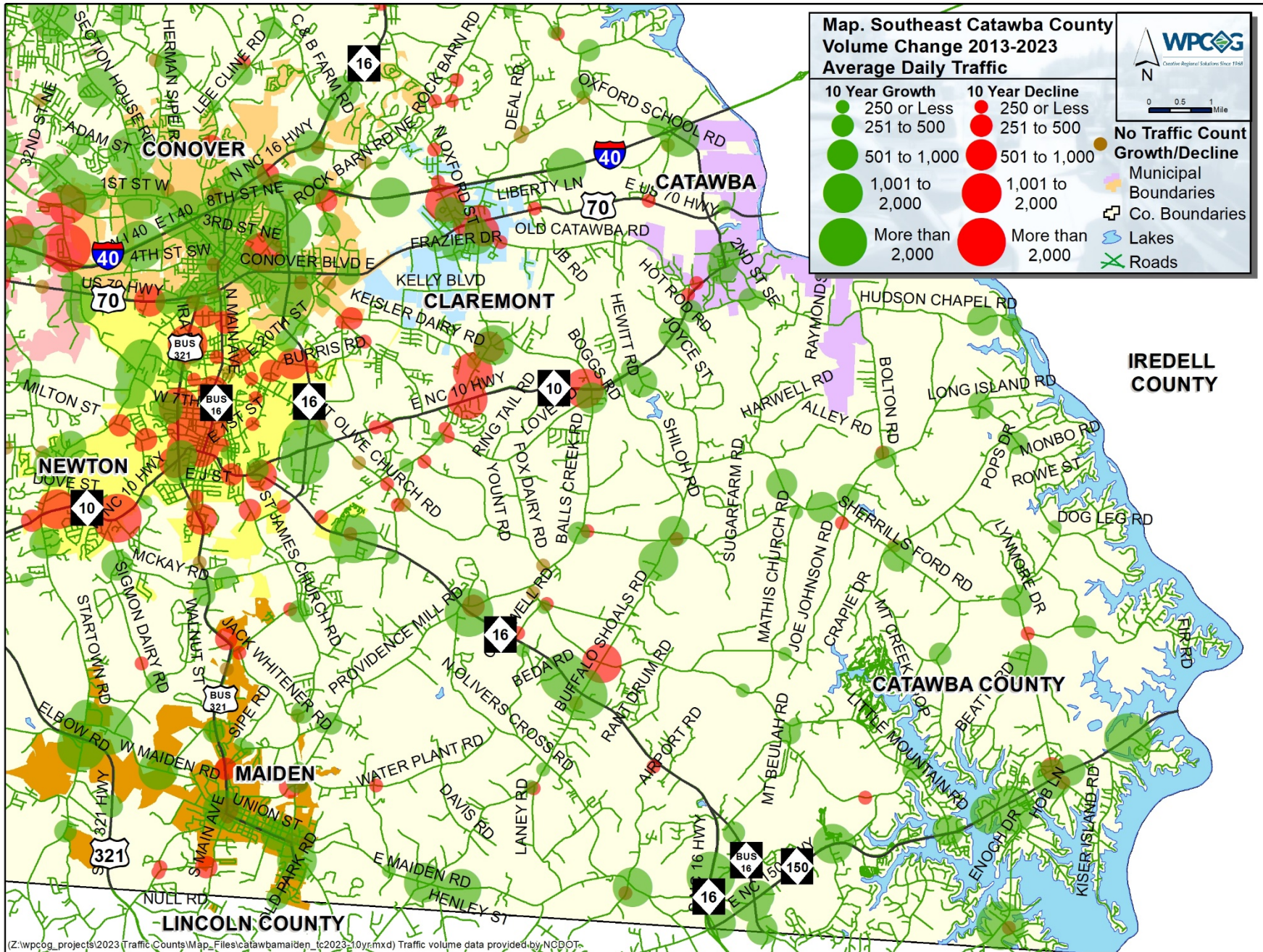
Road	Location	2021 TC	2023 TC	Change
NC 127 (N Center St-Viewmont)	South of 29th Ave NE	37,000	30,000	-7,000
US 70	East of US 321	25,500	20,500	-5,000
NC 127 (2nd St NE)	North of 2nd Ave NE	26,500	22,500	-4,000
Lenoir-Rhyne Blvd	North of 7th Ave SE	26,000	22,500	-3,500
US 70 (Conover Blvd W)	West of Boundary St	14,500	8,600	-5,900
McDonald Pkwy	North of 21st St SE	36,000	30,500	-5,500

Hickory–Newton-Conover Area Notable 2-Year Increases

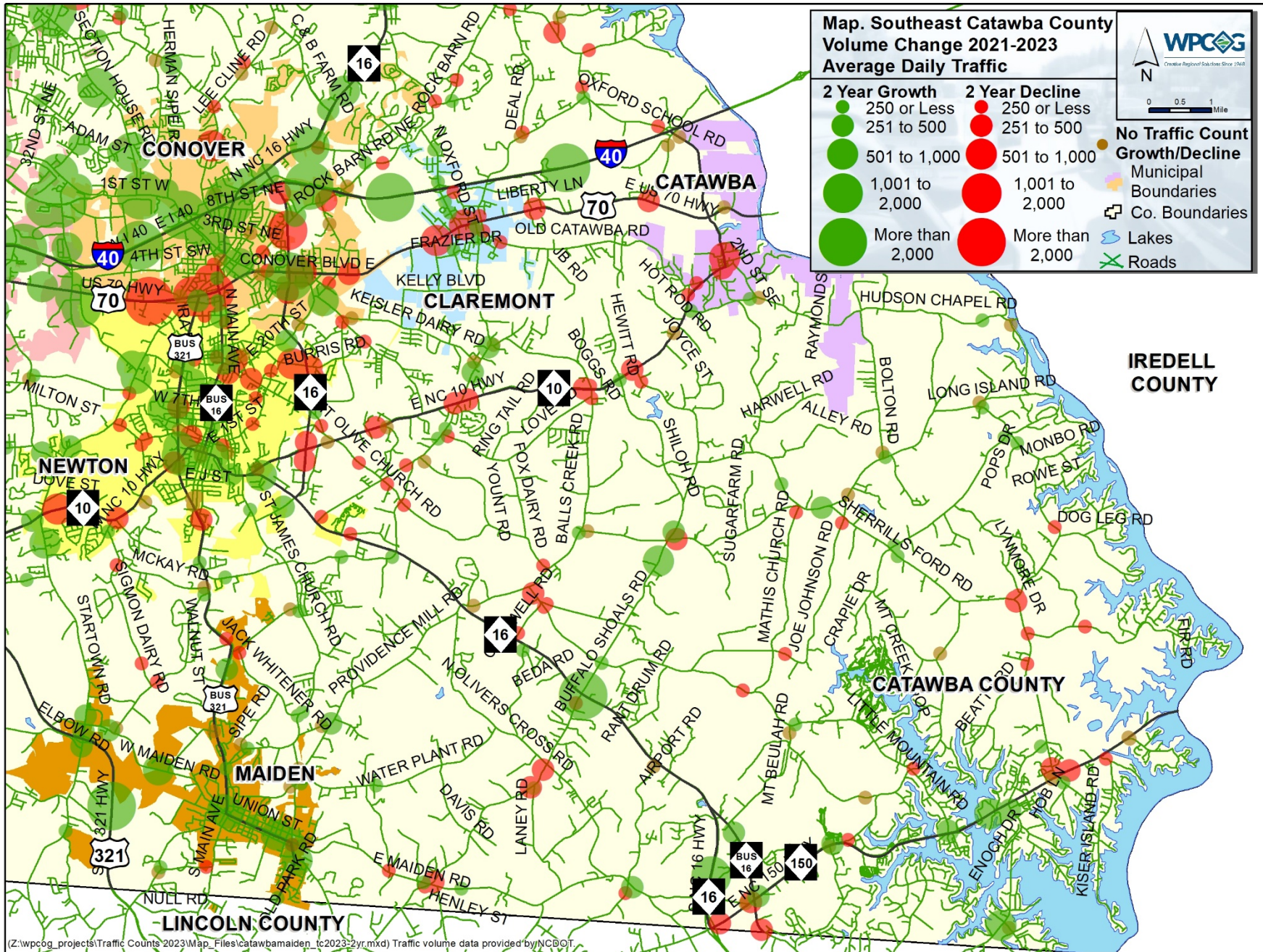
Road	Location	2021 TC	2023 TC	Change
I-40	Between Exit 130 (Old US 70) and Exit 132 (NC 16)	50,000	56,000	6,000
1st St W (Conover)	North of I-40	17,000	22,000	5,000
I-40	Between Exit 123 (US 321) and Exit 125 (L-R Blvd)	64,500	68,000	3,500
I-40	Between Exit 125 (L-R Blvd) and Exit 126 (McDonald Pkwy)	64,500	68,000	3,500
NC 127 (N Center St)	North of 25 th Ave NW	28,000	31,500	3,500
Springs Rd NE	South of Kool Park Rd NE	25,000	28,000	3,000



Southeast Catawba County Change in ADT Counts



(Z:\wpcog_projects\2023\Traffic Counts\Map_Files\catawbamaiden_tc2023-10yr.mxd) Traffic volume data provided by NCDOT.



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Southeast Catawba County Notable 2-Year Declines

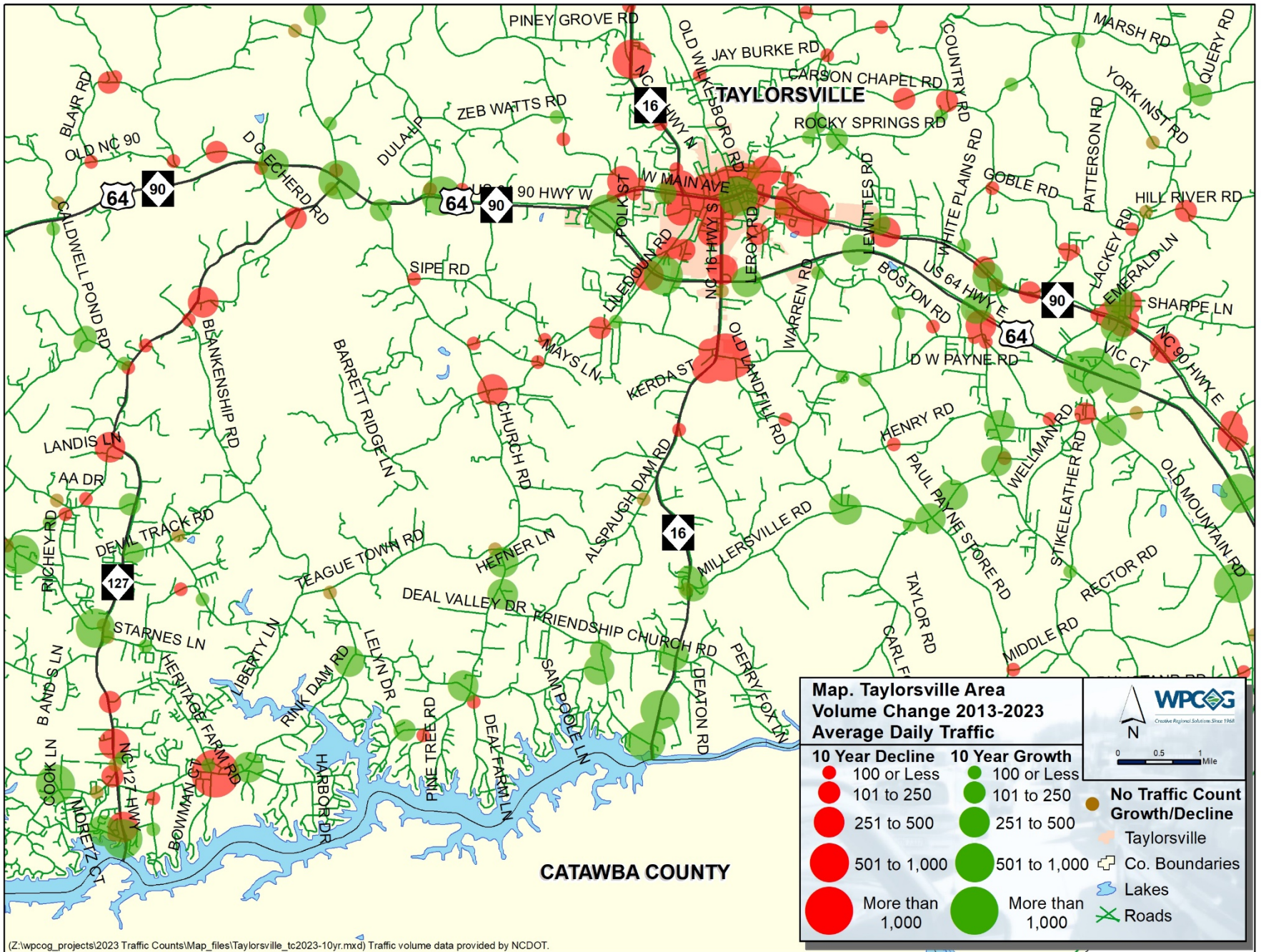
Road	Location	2021 TC	2023 TC	Change
NC 150	East of Sherrills Ford Rd	17,500	17,000	-500
NC 150	East of NC 16 Bus	14,500	14,000	-500
NC 150	South of East Maiden Rd	12,500	12,000	-500
Sherrills Ford Rd	North of NC 150	5,400	4,900	-500
NC 16 BUS	South of NC 150	9,100	8,700	-400

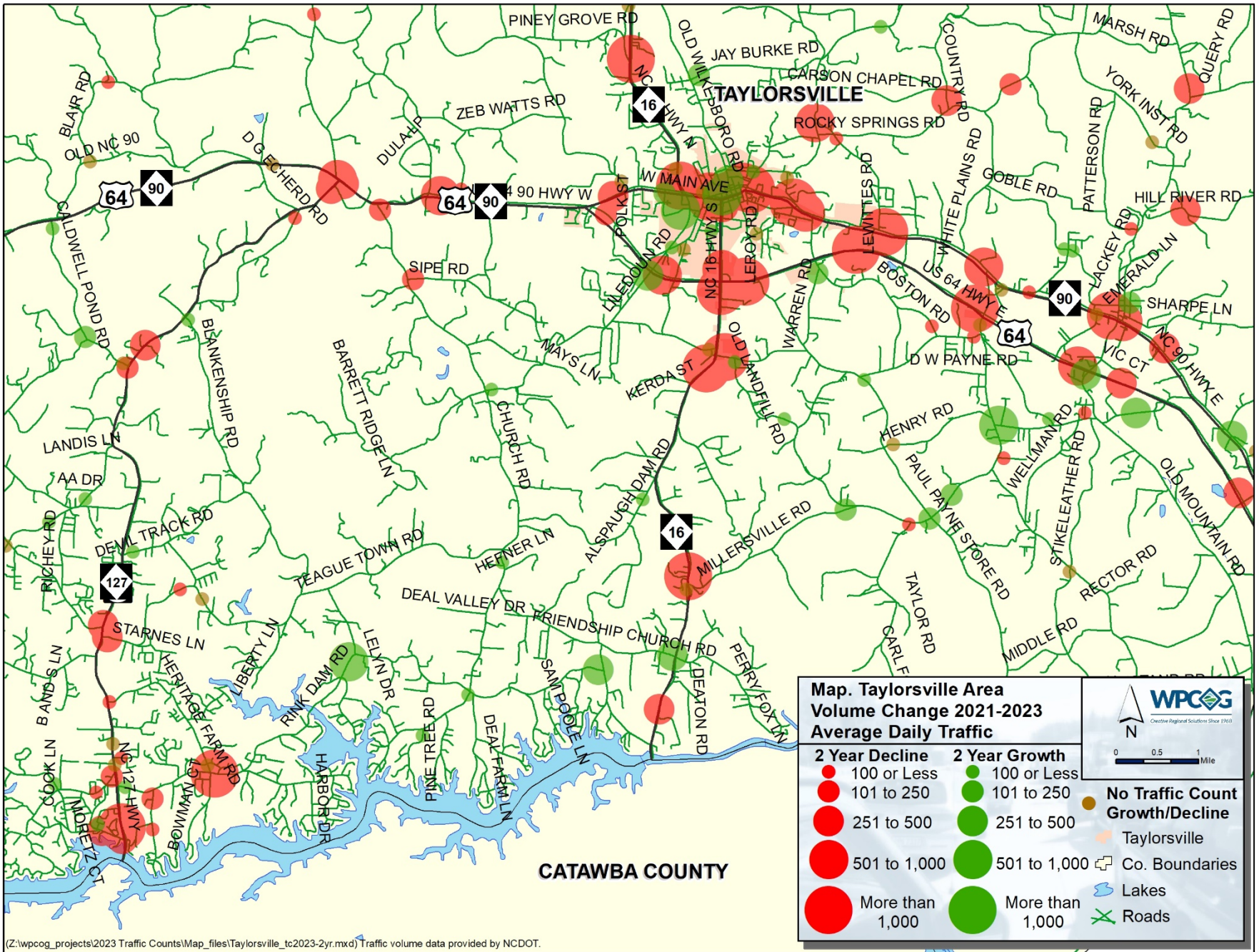
Southeast Catawba County Notable 2-Year Increases

Road	Location	2021 TC	2023 TC	Change
Slanting Bridge RD	South of Keislars Store Rd	8,000	8,700	700
US 321 BUS (E Main St)	East of 9th Ave	7,500	8,200	700
NC 150	West of Rhymland Dr	9,900	10,500	600
Buffalo Shoals Rd	South of East Bandys Cross Rd	3,700	4,300	600
NC 150	South of Slanting Bridge Rd	8,900	9,400	500



Alexander County Change in ADT Counts





Alexander County Notable 2-Year Declines

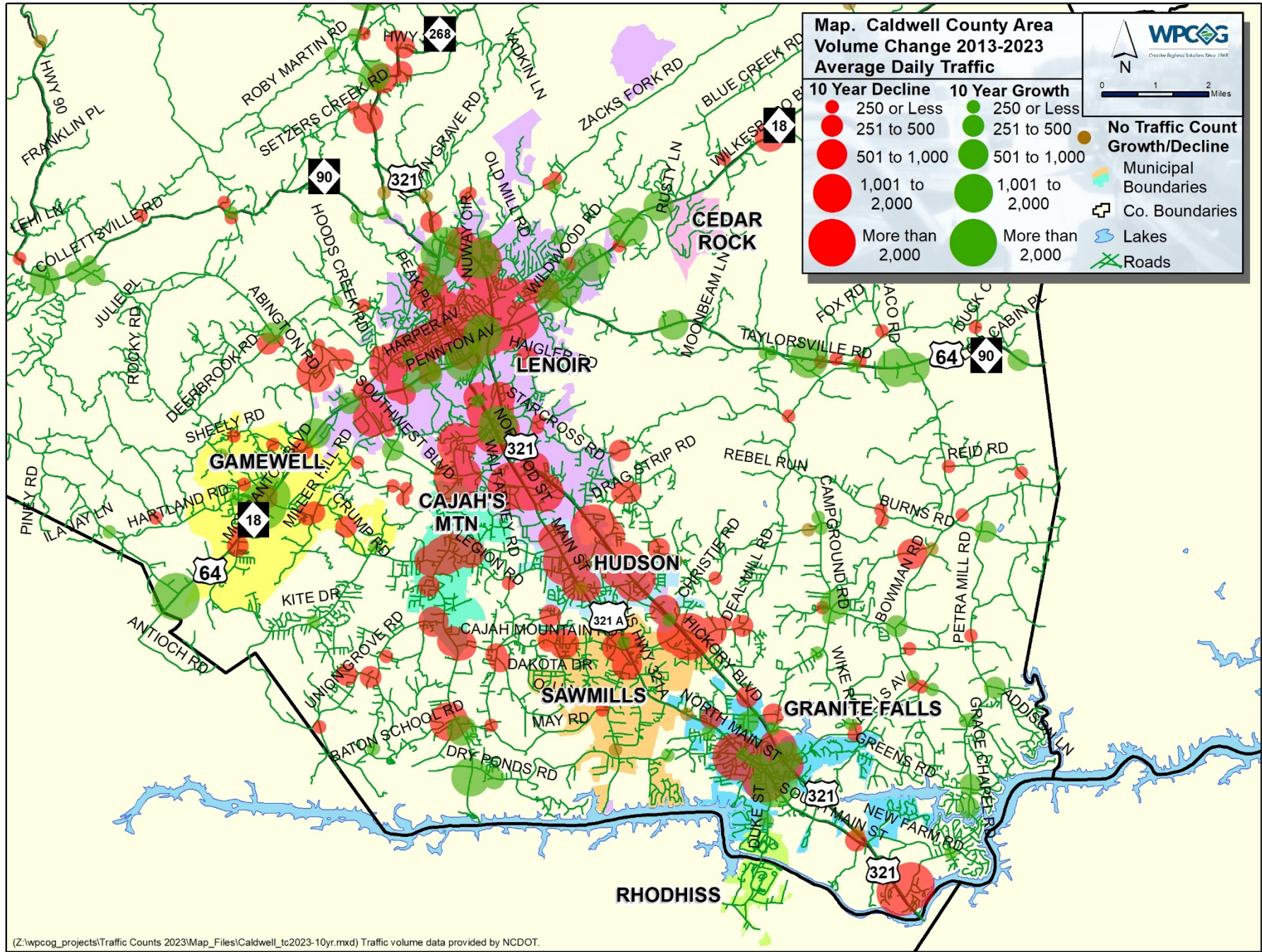
Road	Location	2021 TC	2023 TC	Change
NC 16	North of Fairgrounds Rd	14,500	11,500	-3,000
NC 16	South of US 64	15,500	13,000	-2,500
NC 16 (W Main Ave)	East of 7 th St SW (Taylorsville)	12,000	9,600	-2,400
NC 127	South of Gazebo Rd	15,500	13,500	-2,000
US 64	East of NC 16	11,000	9,100	-1,900

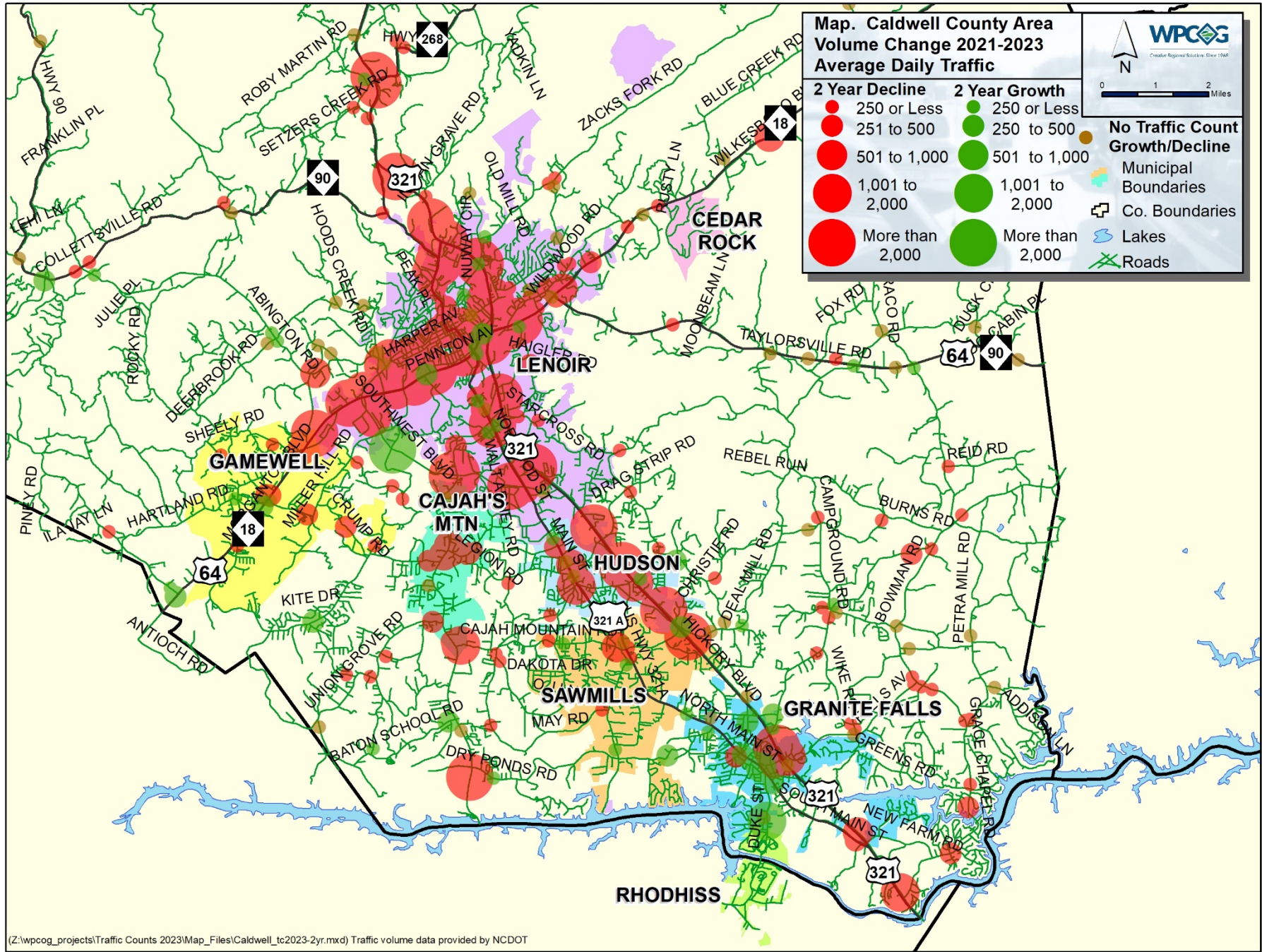
Alexander County Notable 2-Year Increases

Road	Location	2021 TC	2023 TC	Change
Liberty Church Rd	East of Millersville Rd	1,400	2,400	1,000
NC 16	South of NC 90	4,200	4,800	600
Rink Dam Rd	West of Bowman's Cutover Rd	3,400	4,000	600
School Dr	West of Liledoun Rd	1,800	2,400	600
Friendship Church Rd	West of NC 16	2,700	3,200	500



Caldwell County Change in ADT Counts





**Map. Caldwell County Area
Volume Change 2021-2023
Average Daily Traffic**

2 Year Decline

- 250 or Less
- 251 to 500
- 501 to 1,000
- 1,001 to 2,000
- More than 2,000

2 Year Growth

- 250 or Less
- 251 to 500
- 501 to 1,000
- 1,001 to 2,000
- More than 2,000

No Traffic Count

- Growth/Decline
- Municipal Boundaries
- Co. Boundaries
- Lakes
- Roads

0 1 2 Miles

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Caldwell County Notable 2-Year Declines

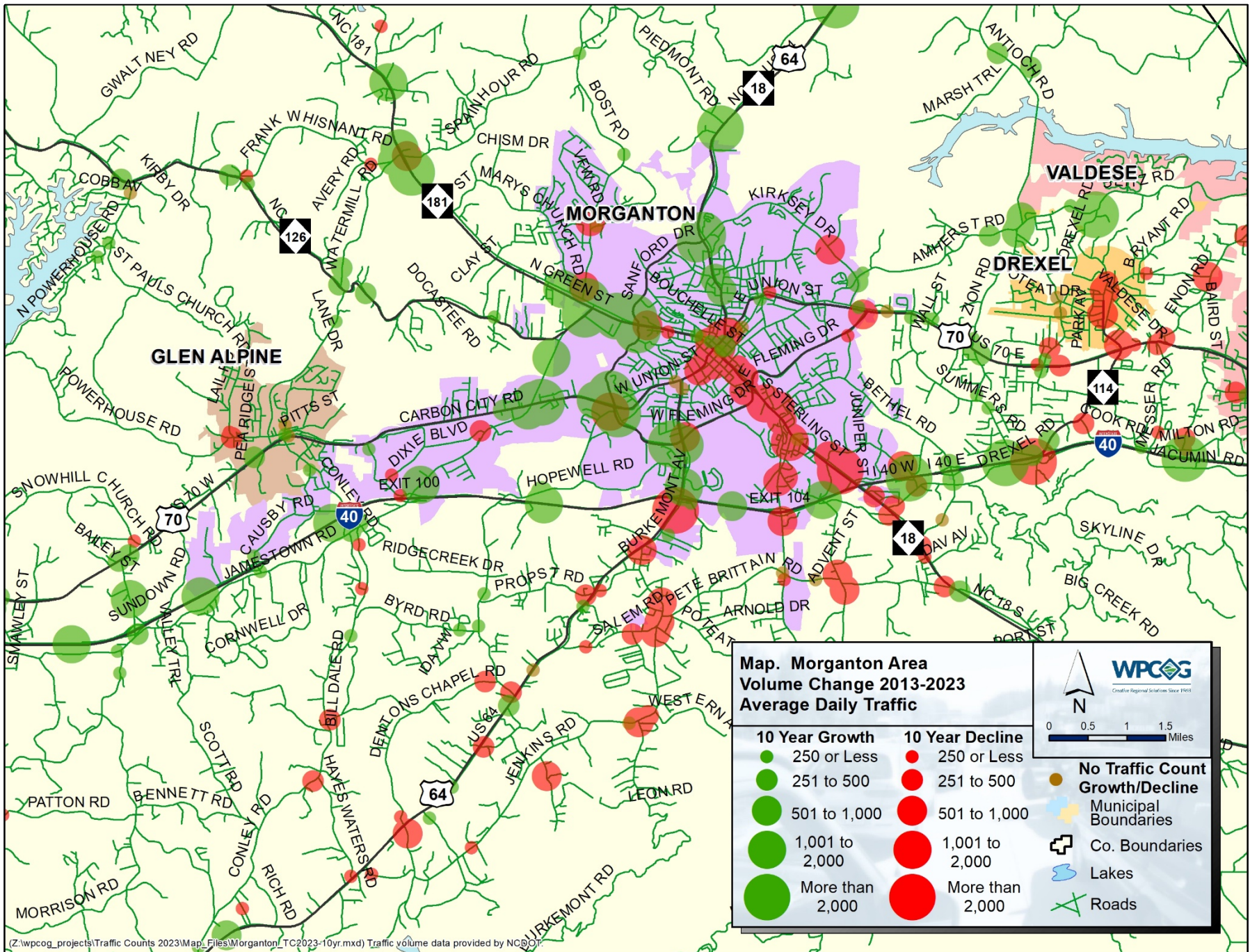
Road	Location	2021 TC	2023 TC	Change
US 321/NC 90 (Blowing Rock Blvd)	North of Nuway Cir	28,000	18,500	-9,500
US 321/NC 90 (Blowing Rock Blvd)	North US 64/NC18-90	39,500	30,500	-9,000
US 321/NC 90 (Blowing Rock Blvd)	South of Nuway Cir	29,500	21,500	-8,000
US 321/NC 90 (Blowing Rock Blvd)	North of Nuway Cir	36,000	28,500	-7,500
US 64/NC 18 (Morganton Blvd)	West of Industrial Ct	25,000	18,500	-6,500
US 321 (Hickory Blvd)	North of Cedar Valley Rd	37,000	31,000	-6,000

Caldwell County Notable 2-Year Increases

Road	Location	2021 TC	2023 TC	Change
Southwest Blvd	East of Bradford Mtn Rd	13,000	17,500	3,500
Duke St	South of Duke Power Rd	4,900	6,200	1,300
US 321-A (South Main St)	South of Falls Ave	6,900	7,500	600
US 64/18 (Morganton Blvd)	South NC 18-Bus 90	15,500	16,000	500
US 64/18 (Morganton Blvd)	South of Hartland Rd	11,000	11,500	500
US 321-A (South Main St)	South of Duke St	7,600	8,000	400



Morganton Area Change in ADT Counts



Map. Morganton Area
Volume Change 2013-2023
Average Daily Traffic

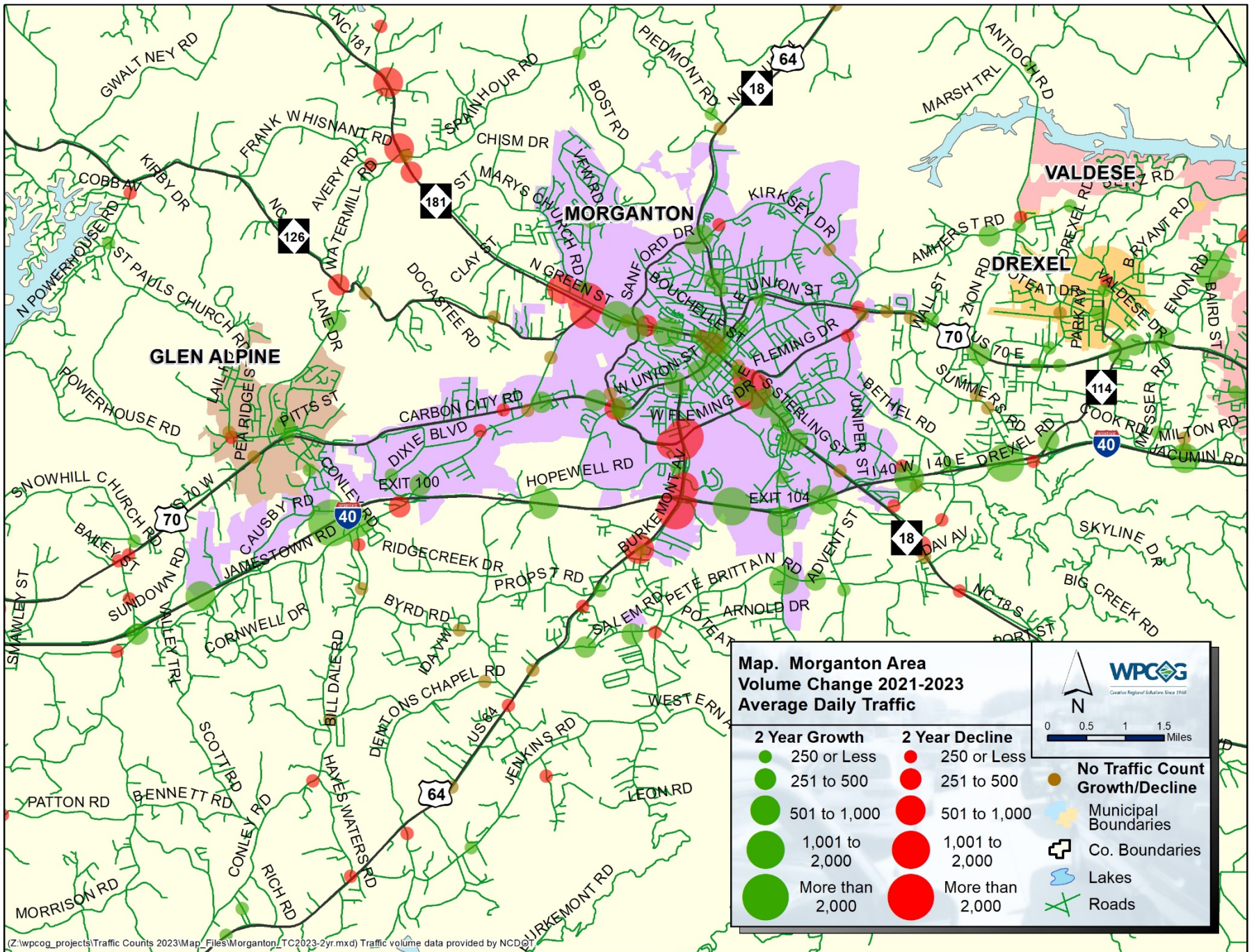
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0 0.5 1 1.5 Miles

10 Year Growth	10 Year Decline
● 250 or Less	● 250 or Less
● 251 to 500	● 251 to 500
● 501 to 1,000	● 501 to 1,000
● 1,001 to 2,000	● 1,001 to 2,000
● More than 2,000	● More than 2,000

- **No Traffic Count**
- Growth/Decline**
- Municipal Boundaries
- Co. Boundaries
- ~ Lakes
- Roads

(Z:\wpcog_projects\Traffic Counts 2023\Map_Files\Morganton_TC2023-10yr.mxd) Traffic volume data provided by NCDOT



Morganton Area Notable 2-Year Declines

Road	Location	2021 TC	2023 TC	Change
US 64 (Burkemont Ave)	South of I-40	24,000	22,000	-2,000
US 70 (W Fleming Dr)	East of US 64 (Burkemont Ave)	16,000	14,000	-2,000
US 70 (W Fleming Dr)	South of NC 18 (S. Sterling St)	11,500	9,900	-1,600
NC 181 (N Green St)	North (and West) of NC 126 (Independence Ave)	24,000	22,500	-1,500
US 64 (Burkemont Ave)	North of I-40	26,000	25,000	-1,000

Morganton Area Notable 2-Year Increases

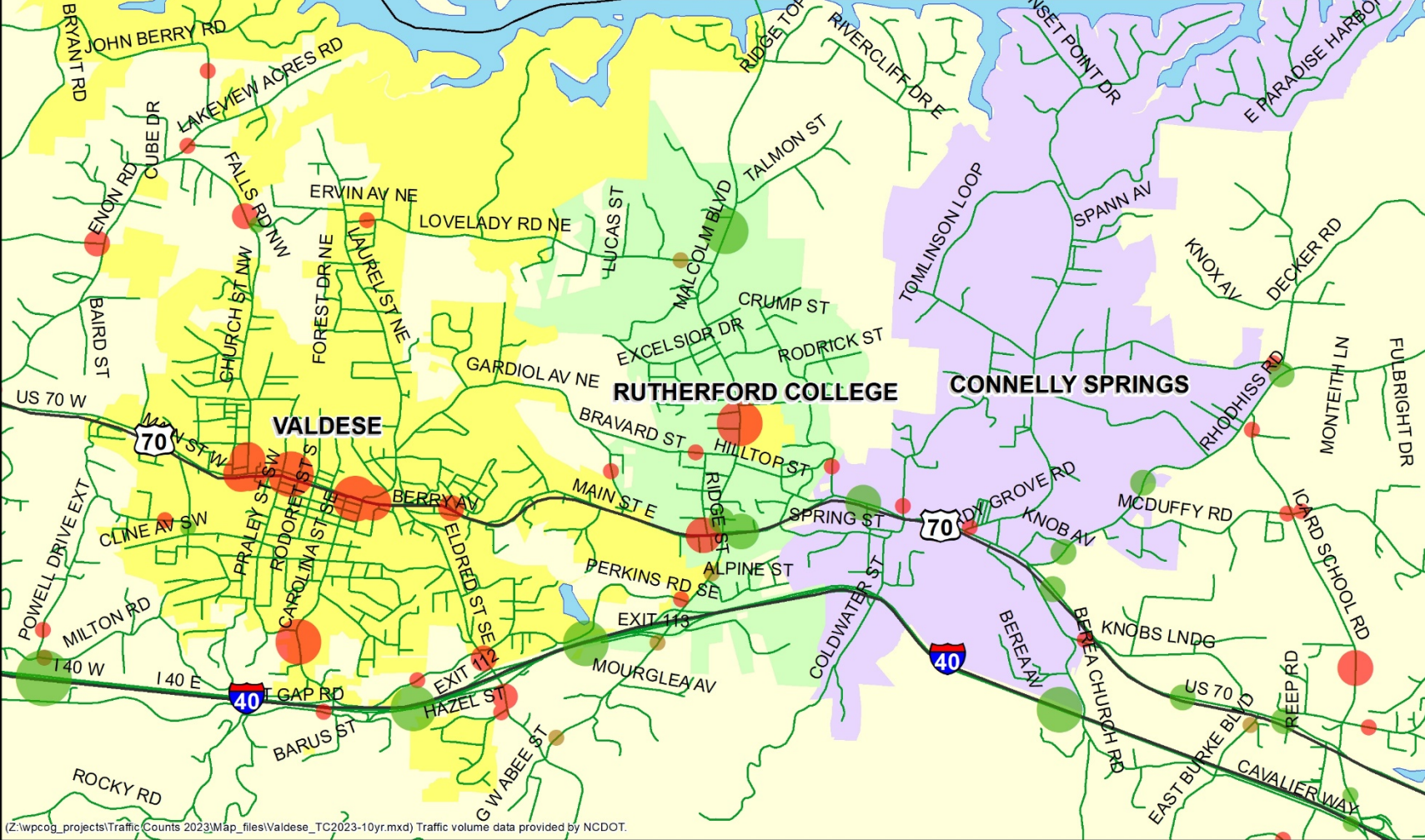
Road	Location	2021 TC	2023 TC	Change
I-40	Between Exit 98 (Causby Rd) and Exit 100 (Jamestown Rd)	34,500	37,500	2,500
I-40	Between Exit 103 (US 64-Burkemont Ave) and Exit 104 (Enola Rd)	45,500	47,000	1,500
NC 18 (S. Sterling St)	South of US 70 (W Fleming Dr)	21,000	22,000	1,000
NC 181 (N Green St)	East of NC 126 (Independence Ave)	21,000	22,000	1,000
Enola Rd	South of I-40	11,000	12,000	1,000

**Connelly Springs, Rutherford College
and Valdese Area
Change in ADT Counts**

Map. Valdese, Rutherford College and Connelly Springs Volume Change 2013-2023 Average Daily Traffic

10 Year Growth		10 Year Decline	
●	250 or Less	●	250 or Less
●	251 to 500	●	251 to 500
●	501 to 1,000	●	501 to 1,000
●	1,001 to 2,000	●	1,001 to 2,000
●	More than 2,000	●	More than 2,000

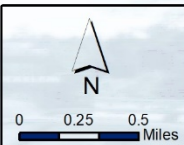
■ Valdese ✕ Roads
■ Rutherford College ■ Lakes
■ Connelly Springs ● No Traffic Count Growth/Decline



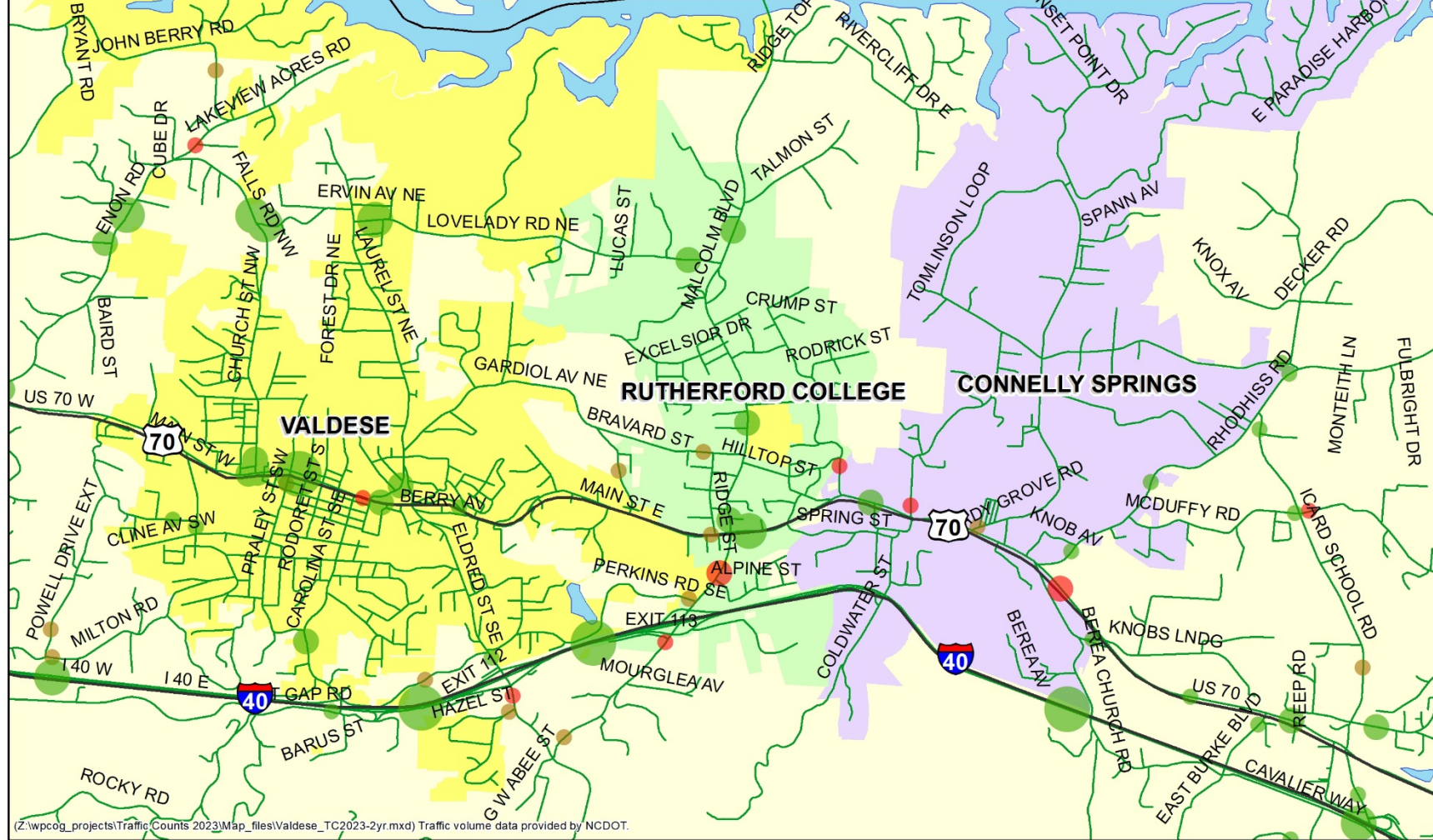
(Z:\wpcog_projects\Traffic Counts 2023\Map_files\Valdese_TC2023-10yr.mxd) Traffic volume data provided by NCDOT.

Map. Valdese, Rutherford College and Connelly Springs Volume Change 2021-2023 Average Daily Traffic

Valdese	Roads	2 Year Growth	2 Year Decline
Rutherford College	Lakes	● 250 or Less	● 250 or Less
Connelly Springs	No Traffic Count Growth/Decline	● 251 to 500	● 251 to 500
		● 501 to 1,000	● 501 to 1,000
		● 1,001 to 2,000	● 1,001 to 2,000
		● More than 2,000	● More than 2,000



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(Z:\wpcog_projects\Traffic\Counts 2023\Map_files\Valdese_TC2023-2yr.mxd) Traffic volume data provided by NCDOT.

Connelly Springs, Rutherford College and Valdese Area Notable 2-Year Declines

Road	Location	2021 TC	2023 TC	Change
Malcolm Blvd	South of US 70	14,500	14,000	-500
US 70	East of Rhodhiss Rd	5,800	5,400	-400
US 70 (US HWY 70 E)	East of 10th St NE	8,600	8,300	-300
Rutherford College Rd	South of I-40	1,700	1,600	-100
Mineral Springs Mtn Rd	South of I-40	1,600	1,500	-100

Connelly Springs, Rutherford College and Valdese Area Notable 2-Year Increases

Road	Location	2021 TC	2023 TC	Change
I-40	Between Mineral Springs Mtn Rd (Exit 112) and Malcolm Blvd (Exit 113)	46,500	48,000	1,500
I-40	Between Valdese (Exit 111) and Mineral Springs Mtn Rd (Exit 112) exits	45,500	47,000	1,500
I-40	Between Malcom Blvd (Exit 113) and Icard (Exit 116) exits	44,500	46,000	1,500
US 70 (W Main St)	West of Carolina St SE	7,500	8,700	1,200
Lovelady Rd	East of Laurel St NE	2,500	3,400	900

