

Traffic Count Data for the Hickory MPO Area



October 28, 2020

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)

2019 ADT Counts

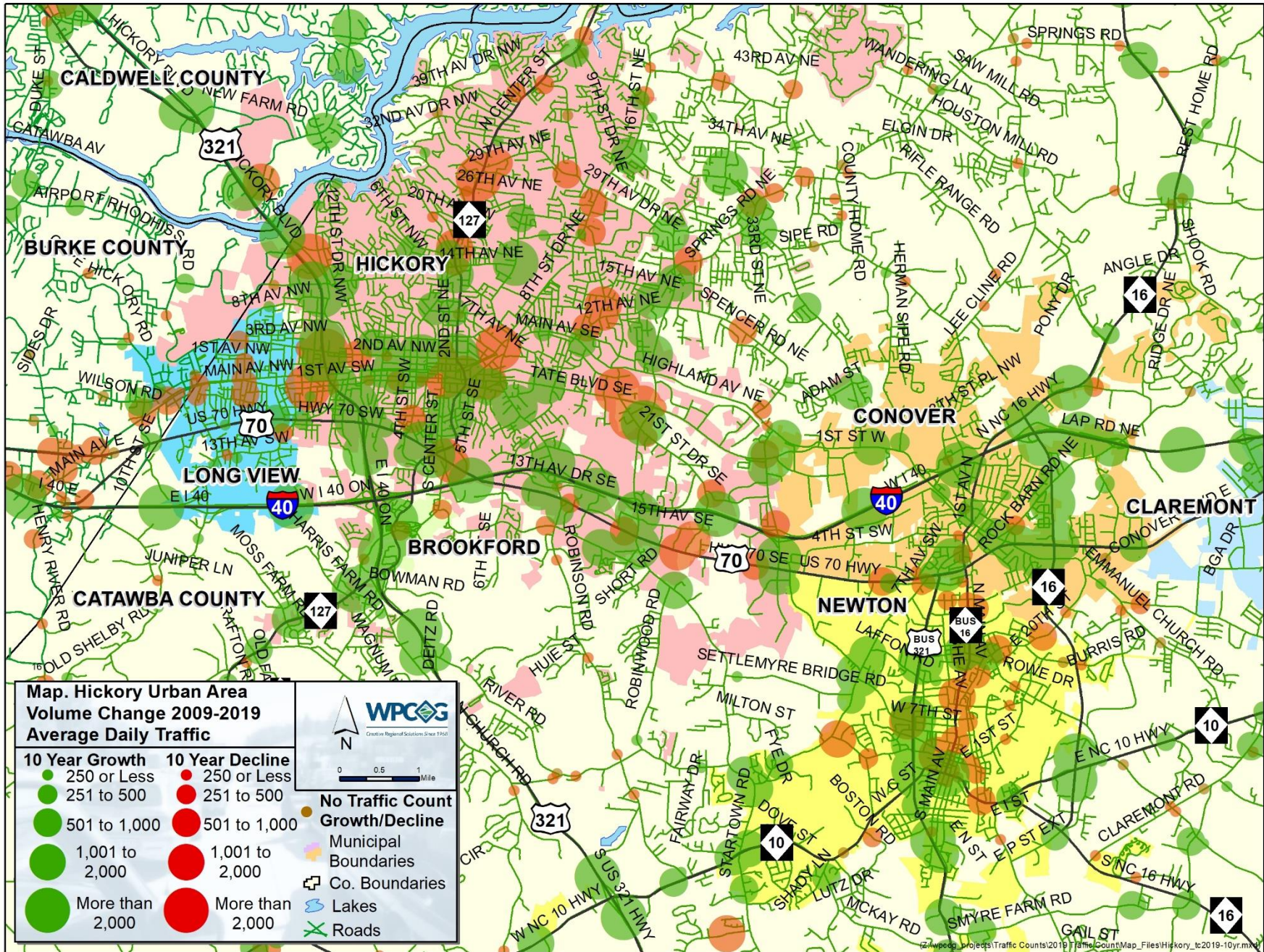
- **Catawba County-** I-40 near LR Blvd (68,500), US 321 near US 70 (44,500), L-R Blvd just north of I-40 (36,000), NC 127 near 16th Ave NE in Viewmont (34,000) and McDonald Pkwy just south of I-40 (33,500)
- **Burke County-** I-40 between Mineral Springs Mtn Rd (Exit 112) and Malcom Blvd (Exit 113) exits (52,500), US 64 just north of I-40 (27,000), NC 181 (N Green St) just northwest of US 64 (Sanford Dr) (20,500) and US 64-70 (W Fleming Dr) just east of US 70B (W Union St) (19,500)

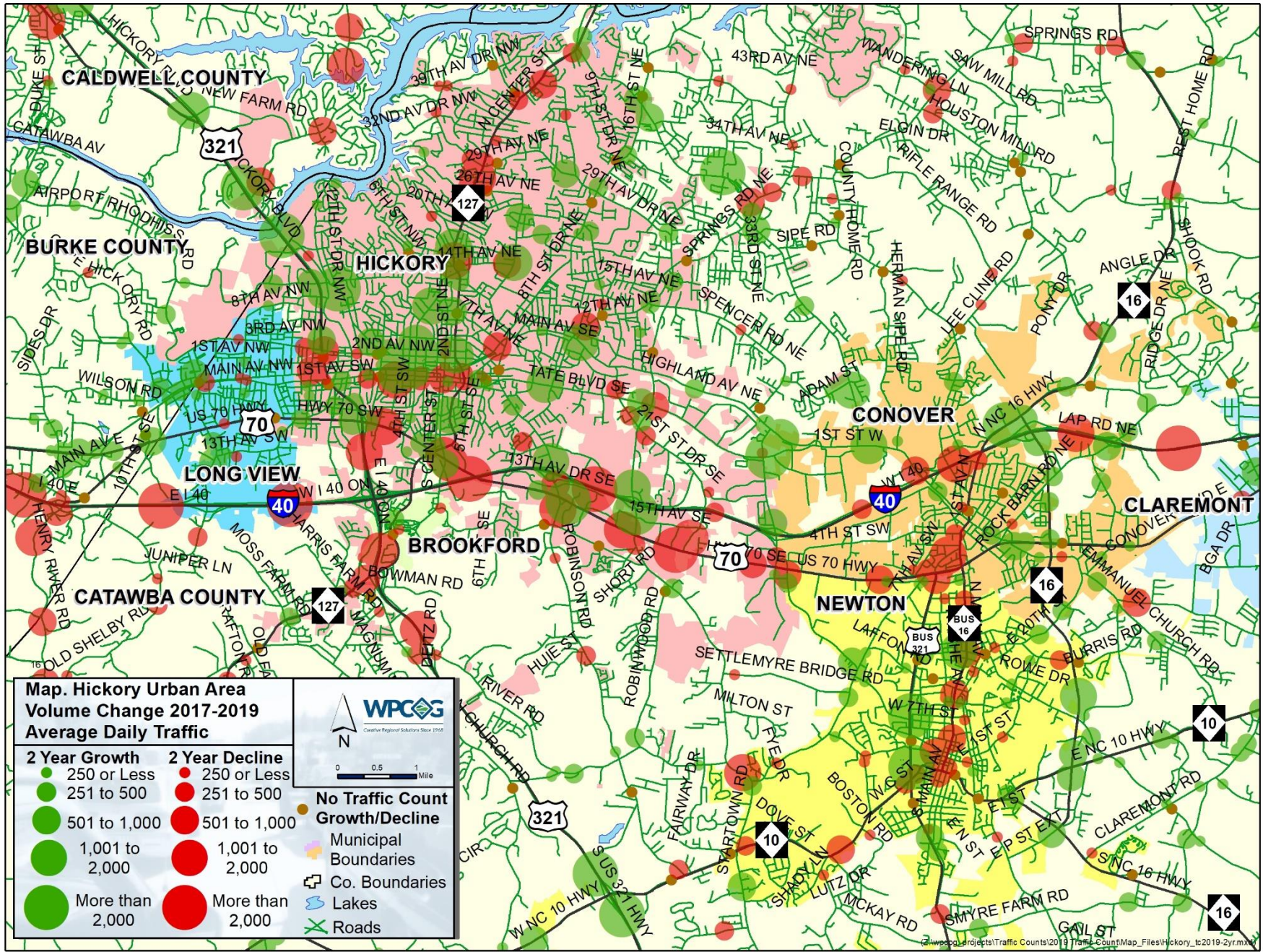
2019 ADT Counts

- **Caldwell County**-US 321 near Catawba River Bridge (45,000), US 321 just north of Grace Chapel Rd (41,500), US 321 at US 321-A in Granite Falls (36,000) US 321-NC 90 just north of Smith Crossroads (29,500), and US 64 NC 18/90 (Harper Ave) just west of Smith Crossroads (22,000)
- **Alexander County**-NC 16 near US 64-Taylorsville (13,500), NC 16 just south of Macedonia Church Rd and Millersville Rd (12,000) and NC 127 just north of Rink Dam Rd (11,500)

**Change in ADT
Counts
2009-2019
&
2017-2019**

Hickory-Newton-Conover Area Change in ADT Counts





**Map. Hickory Urban Area
Volume Change 2017-2019
Average Daily Traffic**

2 Year Growth		2 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		

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Catawba Regional Solutions Since 1966

0 0.5 1 Mile

No Traffic Count Growth/Decline

- Municipal Boundaries
- Co. Boundaries
- Lakes
- Roads

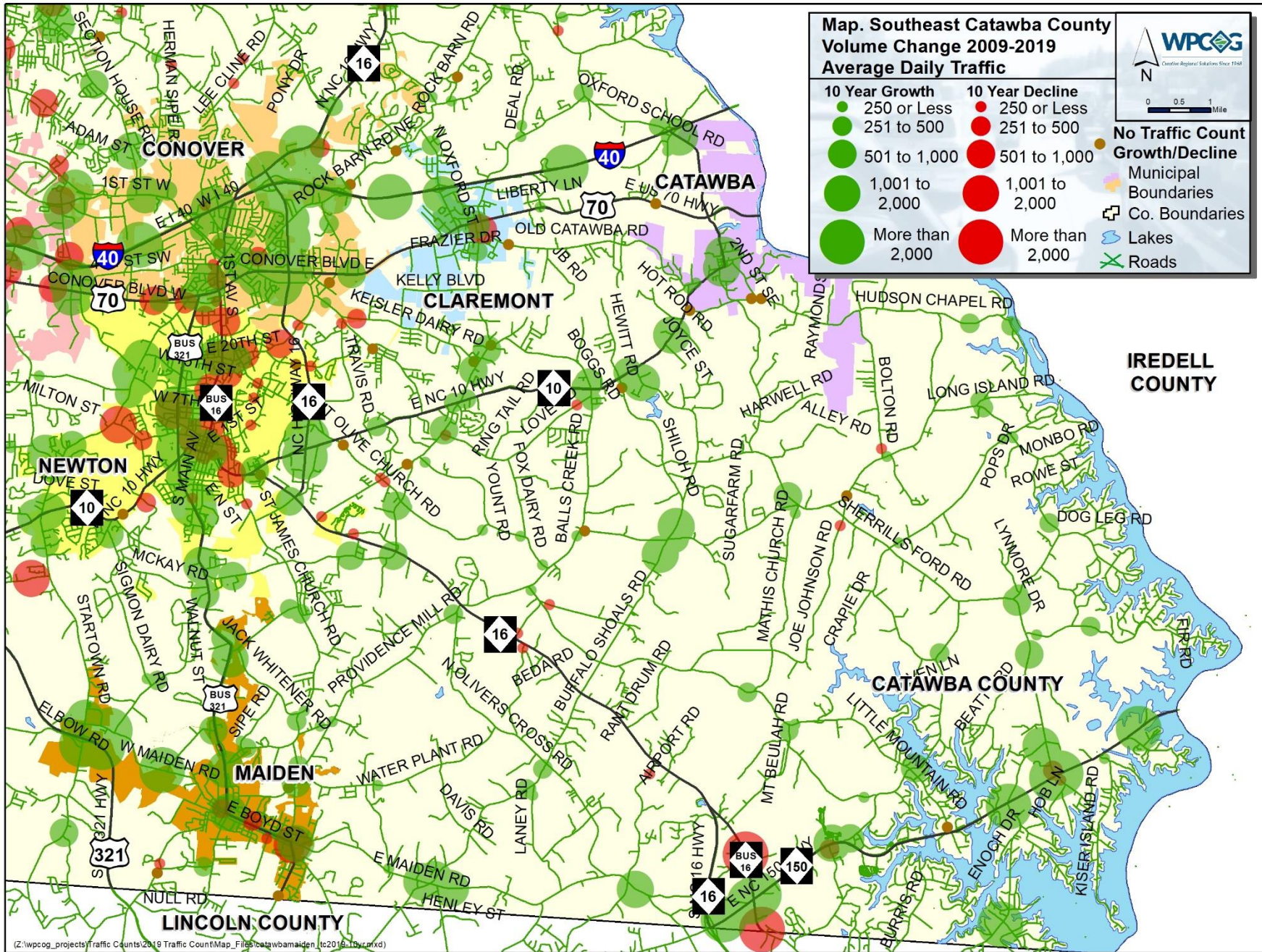
Hickory–Newton-Conover Area Notable 2-Year Declines

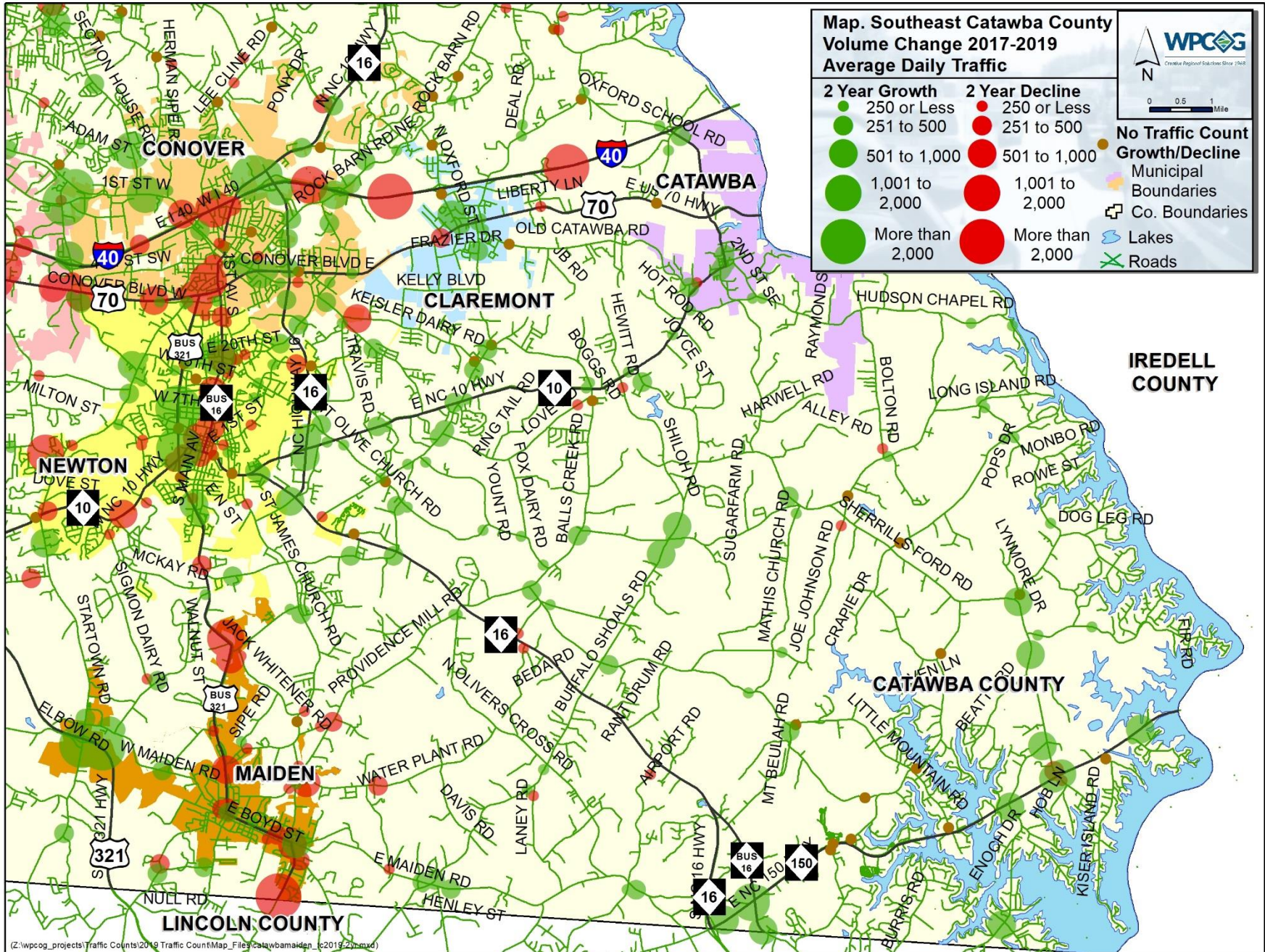
Road	Location	2017 TC	2019 TC	Change
I-40	Between US 321 and L-R Blvd Exits	72,000	68,000	-4,000
I-40	Between L-R Blvd and McDonald Parkway	72,000	68,500	-3,500
I-40	Between Long View and US 321 Exits	51,000	47,500	-3,500
I-40	Near Burke County Line	54,000	51,000	-3,000
US 70	Just east of Startown Rd	18,000	15,000	-3,000
NC 127	North of 14th Ave NE	28,000	26,000	-2,000

Hickory–Newton-Conover Area Notable 2-Year Increases

Road	Location	2017 TC	2019 TC	Change
US 70	East of L-R Blvd	14,000	22,500	8,500
1st St W	East of Fairgrove Church Rd	8,900	14,500	5,600
28th St NE	North of Cool Park Rd	2,200	7,300	5,100
US 321	North of NC 10	32,000	37,000	5,000
US 321 Business	North of W 1st St	21,000	26,000	5,000
US 321	South of NC 10	29,000	34,000	5,000
US 321 Business	North of NC 10	21,000	25,000	4,000

Southeast Catawba County Change in ADT Counts





Southeast Catawba County Notable 2-Year Declines

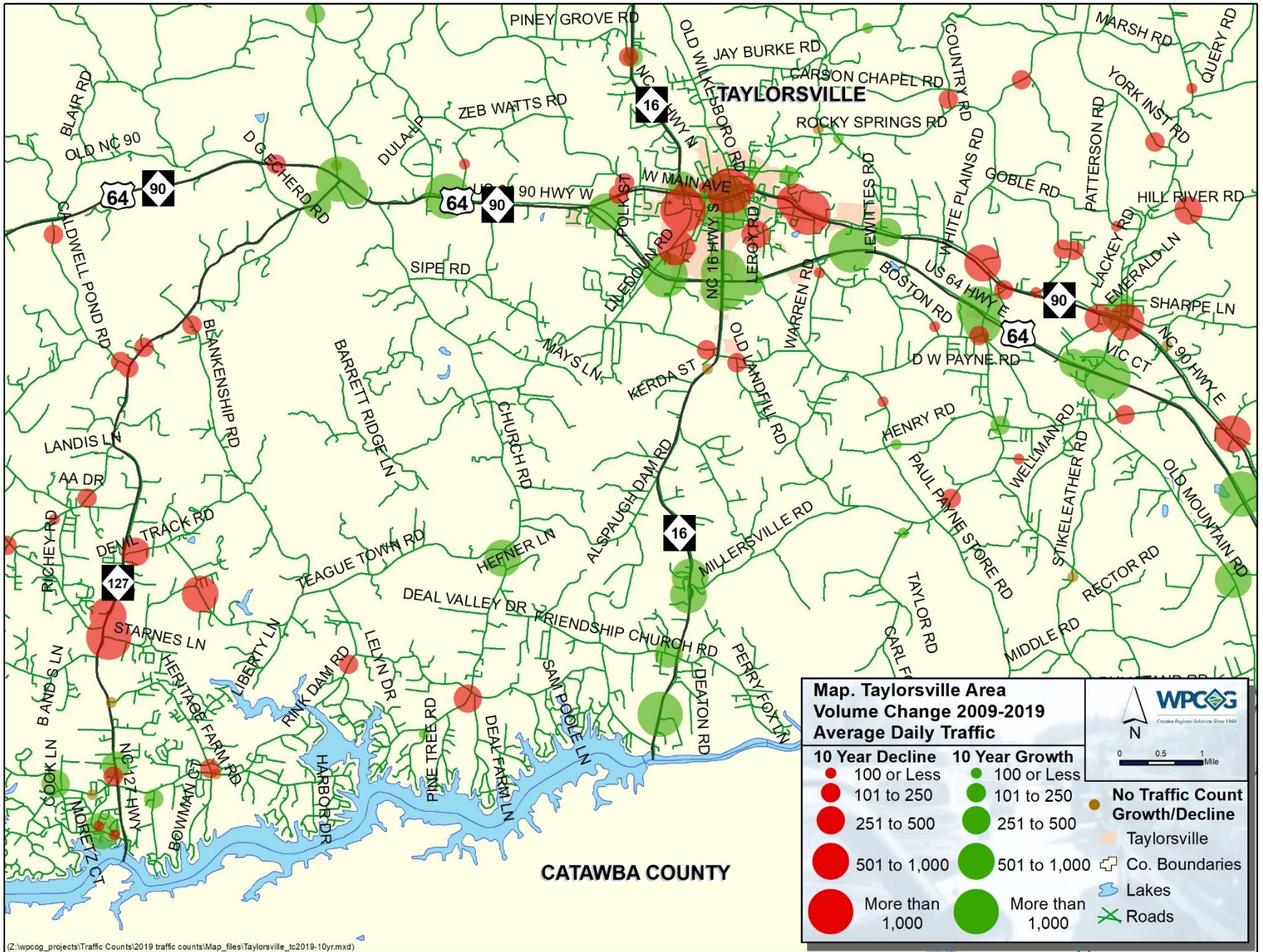
Road	Location	2017 TC	2019 TC	Change
US 321 Business	Near Lincoln County Line	9,000	4,800	-5,200
US 321 Business	Just North of Prison Camp Rd	9,600	8,400	-1,200
US 321 Business	Just South of Prison Camp Rd	9,200	8,300	-900
US 321 Business	Just South of Mays Chapel Church Rd	9,000	8,100	-900
Water Plant Rd	Just East of Providence Mill Rd	3,100	2,400	-700

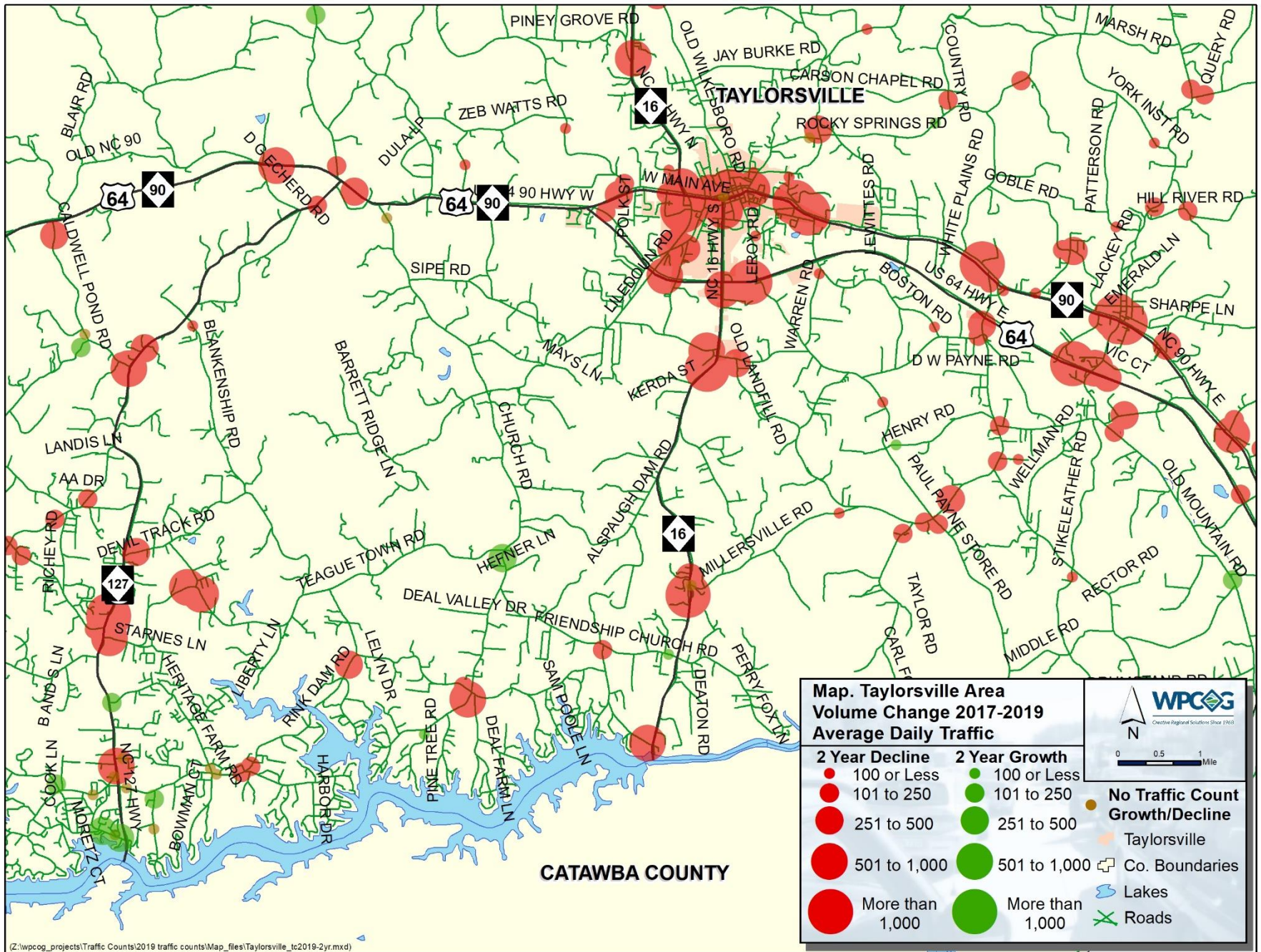
Southeast Catawba County Notable 2-Year Increases

Road	Location	2017 TC	2019 TC	Change
US 321	Just South of Startown Rd Exit	32,000	36,000	4,000
Startown Rd	Just North of US 321	6,400	8,600	2,200
NC 150	Just West of NC 16 Bus and Just East of East Maiden Rd	14,000	15,500	1,500
NC 150	Just East of NC 16	13,000	14,000	1,000
NC 150	Just West of Sherrills Ford Rd	14,000	15,000	1,000



Alexander County Change in ADT Counts





Alexander County Notable 2-Year Declines

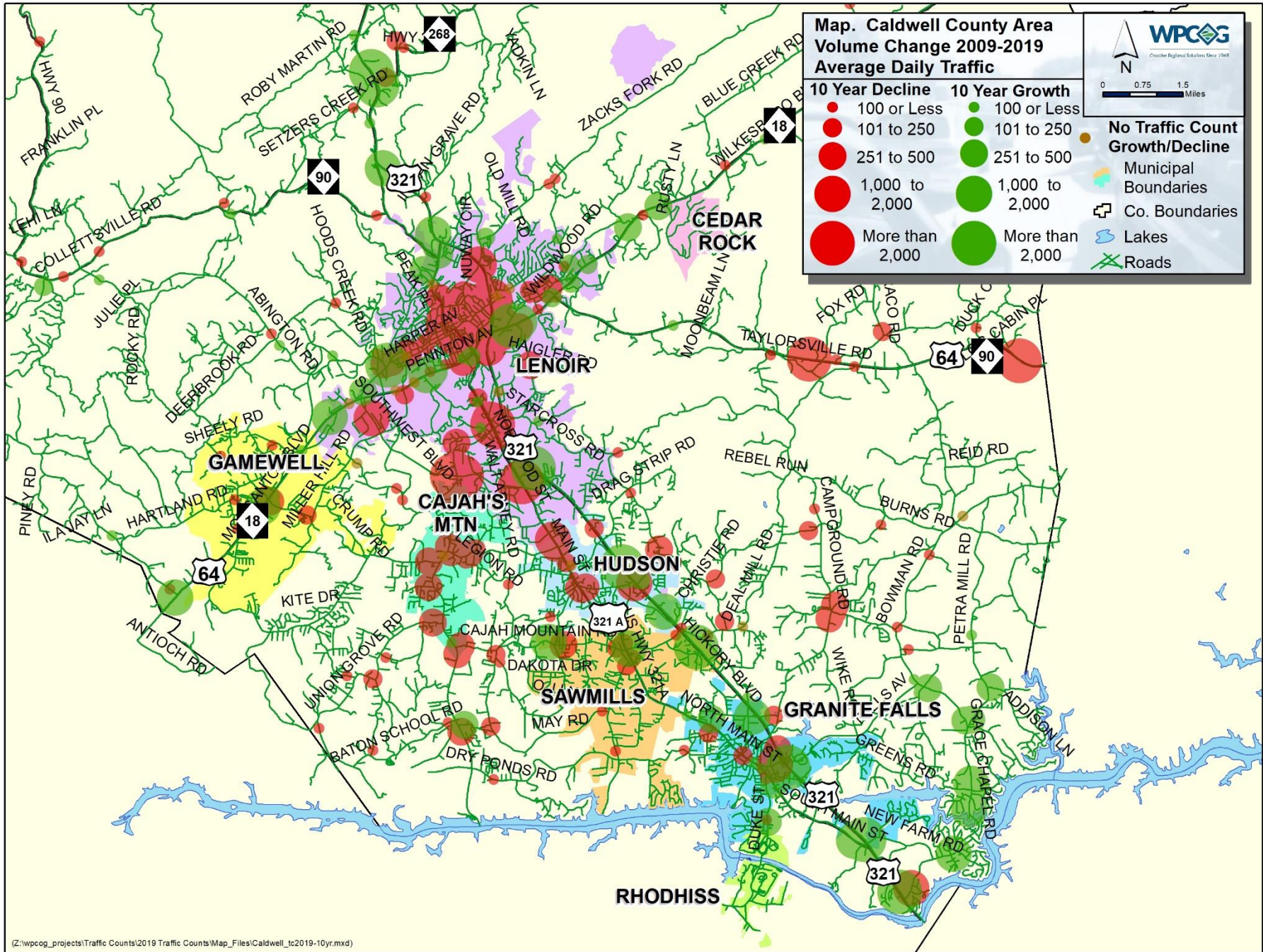
Road	Location	2017 TC	2019 TC	Change
NC 90 (E Main Ave)	East of NC 16	9,300	7,100	-2,200
NC 16	South of Macedonia Church Rd	13,000	11,000	-2,000
School Dr	East of Liledoun Rd	2,900	1,200	-1,700
NC 90	East of Old Mountain Rd	5,500	3,900	-1,600
NC 90	East of Boston Rd	7,400	5,900	-1,500

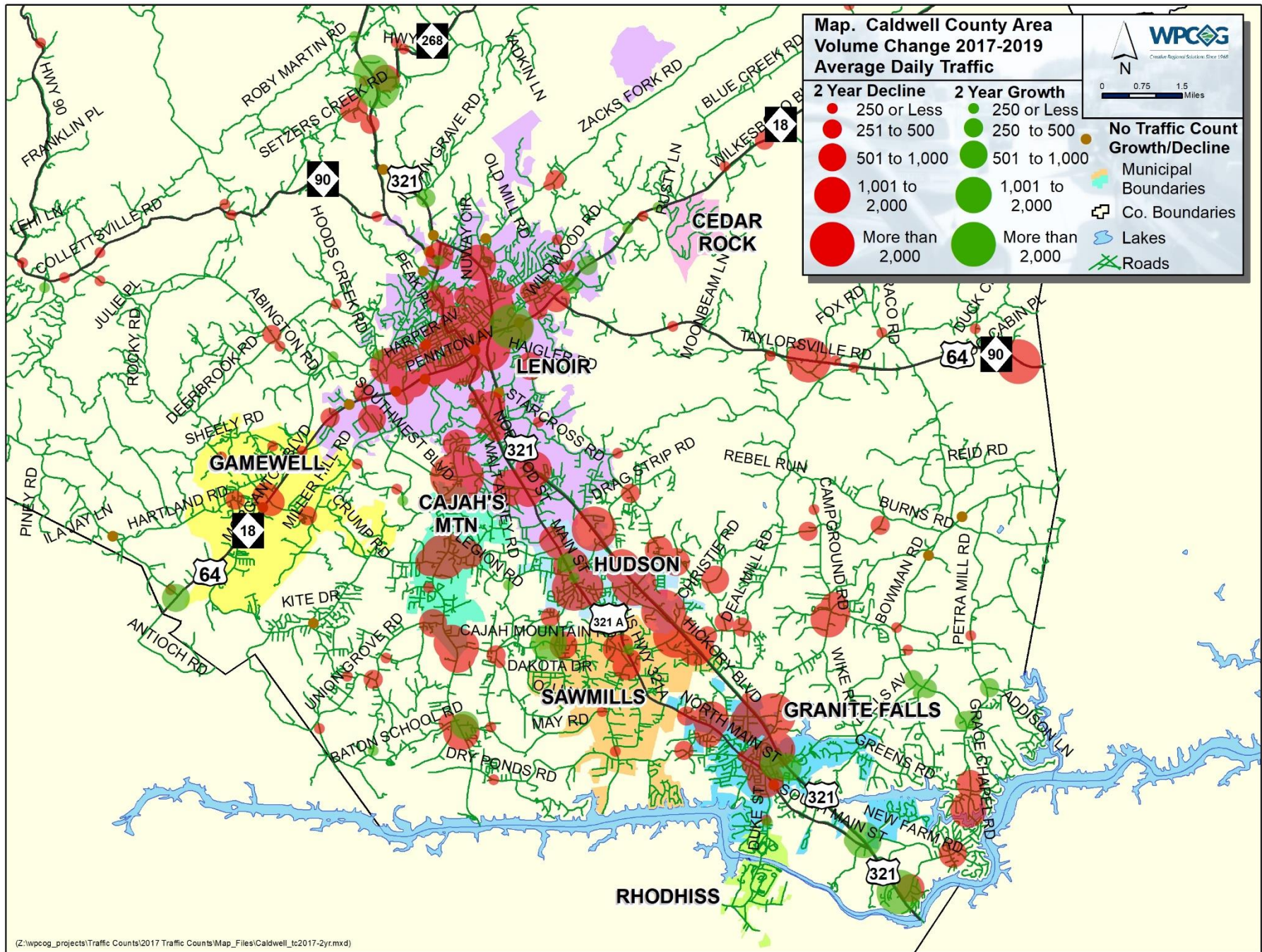
Alexander County Notable 2-Year Increases

Road	Location	2017 TC	2019 TC	Change
Church Rd	South of Teague Town Rd	3,200	3,600	400
Shiloh Church Rd	West of NC 127	4,500	4,800	300
All Healing Springs Rd	North of Chapman Mill Rd	720	950	230
Hubbard Rd	North of Wildlife Access Rd	2,900	3,100	200
Heritage Farm Rd	East of NC 127	1,300	1,500	200



Caldwell County Change in ADT Counts





Caldwell County Notable 2-Year Declines

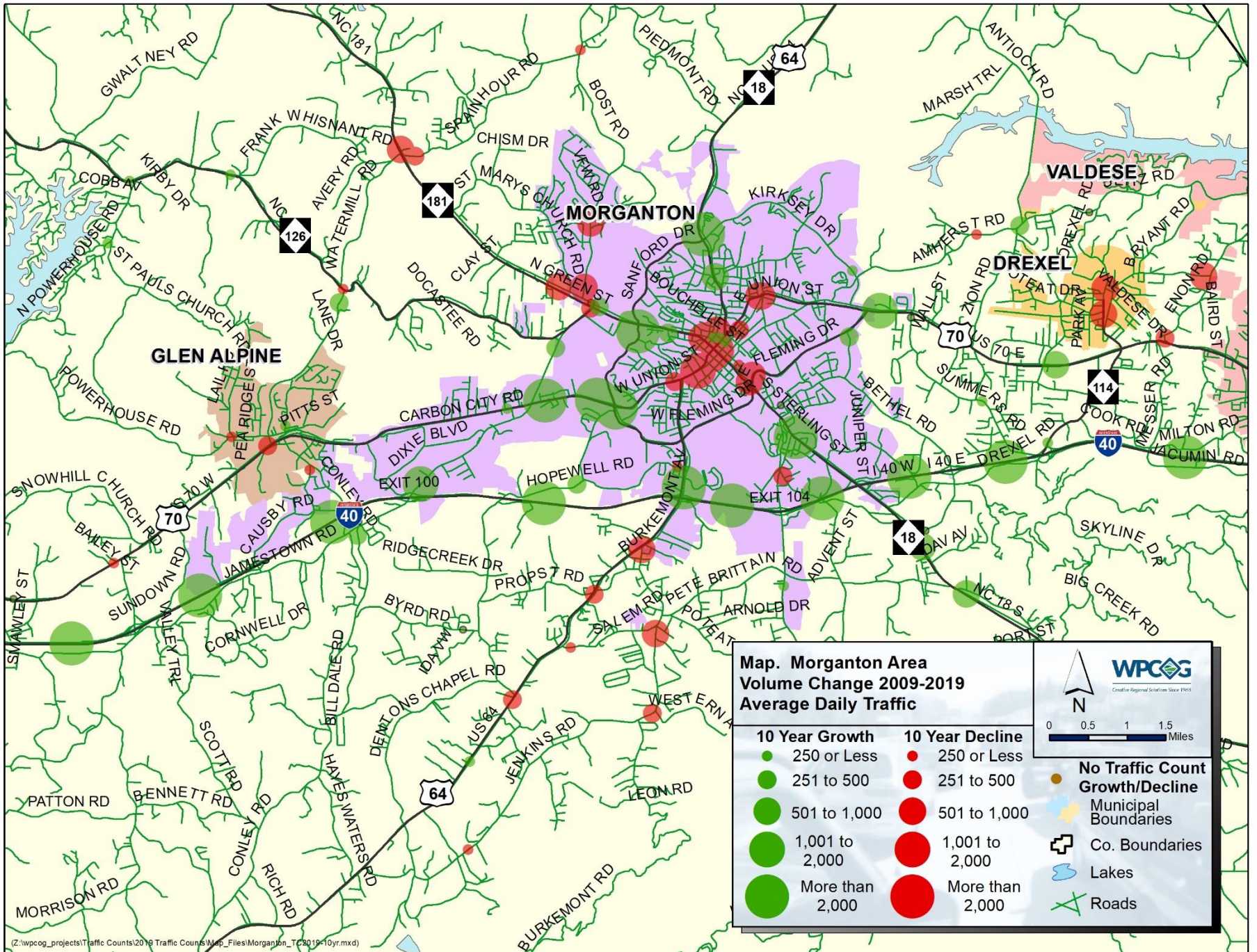
Road	Location	2017 TC	2019 TC	Change
US 321-NC 90 (Blowing Rock Blvd)	North of US 64-NC 18 (Smith Crossroads)	36,000	29,500	-6,500
Southwest Blvd	West of Connelly Springs Rd (Lenoir)	17,000	10,500	-6,500
US 321-NC 90 (Blowing Rock Blvd)	South Hospital Ave (Lenoir)	35,000	29,000	-6,000
US 321-NC 90 (Blowing Rock Blvd)	North of Hospital Ave (Lenoir)	33,000	27,500	-5,500
US 64-NC 18 (Morganton Blvd)	West of US 321-A (Lenoir)	19,000	14,000	-5,000
Southwest Blvd	East of Connelly Springs Rd (Lenoir)	14,000	9,200	-4,800

Caldwell County Notable 2-Year Increases

Road	Location	2017 TC	2019 TC	Change
US 321 (Hickory Blvd)	North of Grace Chapel Rd	37,000	41,500	4,500
US 321 (Blowing Rock Blvd)	South of NC 268	15,000	18,500	3,500
US 64-NC18/90 (Wilkesboro Blvd)	East of US 321 (Smith Crossroads)	18,000	20,500	2,500
US 321 (Blowing Rock Blvd)	North of NC 268	10,000	12,000	2,000
US 321 (Hickory Blvd)	North of US 321-A (Granite Falls)	34,000	36,000	2,000



Morganton Area Change in ADT Counts



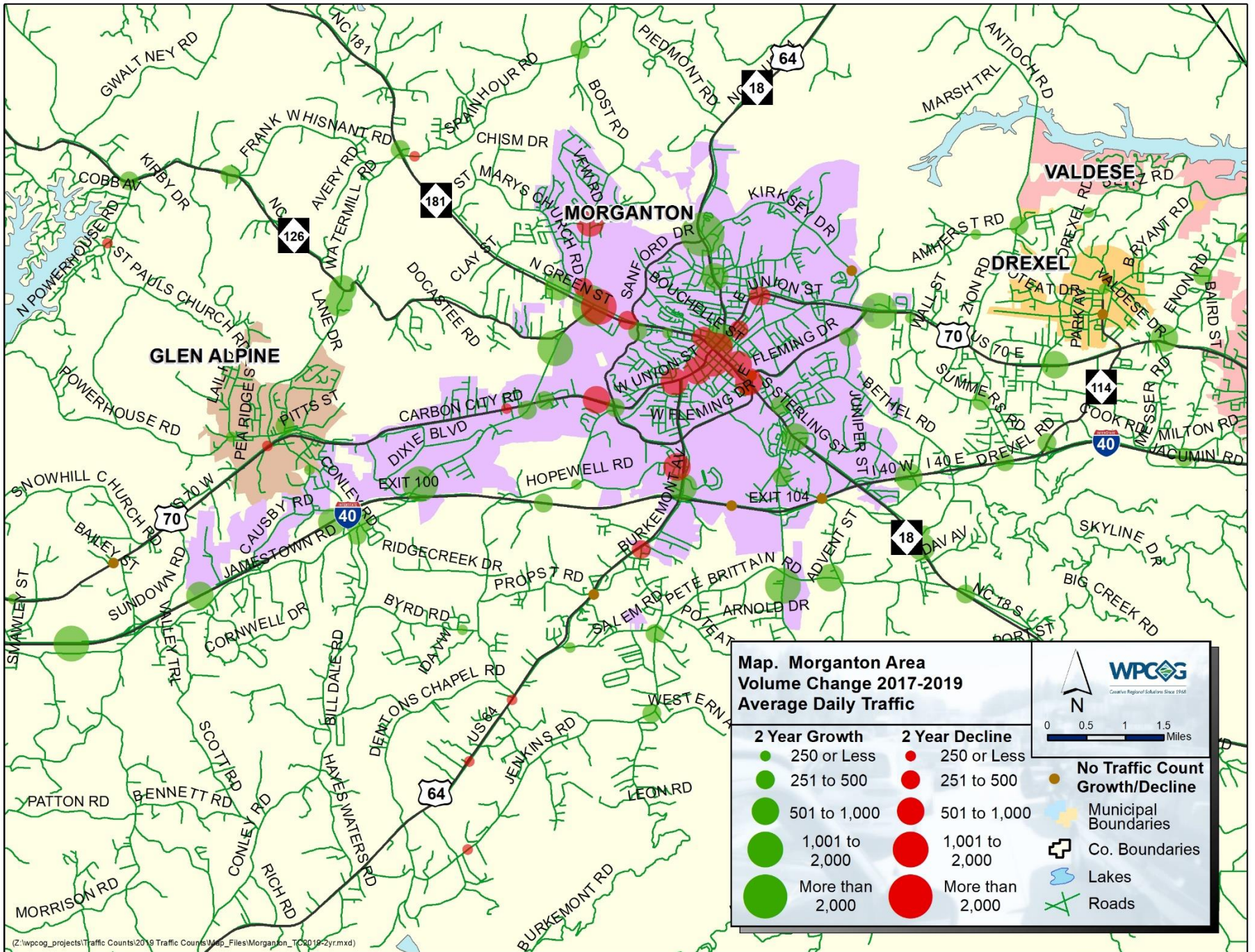
**Map. Morganton Area
Volume Change 2009-2019
Average Daily Traffic**

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

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Creative Regional Solutions Since 1963

0 0.5 1 1.5 Miles

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



**Map. Morganton Area
Volume Change 2017-2019
Average Daily Traffic**

0 0.5 1 1.5 Miles

2 Year Growth		2 Year Decline		No Traffic Count Growth/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	

Morganton Area Notable 2-Year Declines

Road	Location	2017 TC	2019 TC	Change
NC 181 (N Green St)	East of NC 126	22,000	20,500	-1,500
US 70 Bus (W Meeting St)	West of NC 18 (S Sterling St)	5,200	3,700	-1,500
US 70 (Carbon City Rd)	West of US 64 (Sanford Dr)	19,000	18,000	-1,000
NC 18 (S Sterling St)	North of US 70 (Fleming Dr)	16,000	15,000	-1,000
US 70 Bus (E Union St)	West of US 64 Bus (North Green St)	4,800	3,800	-1,000

Morganton Area Notable 2-Year Increases

Road	Location	2017 TC	2019 TC	Change
US 64-NC 18 (Lenoir Rd)	North of Sanford Dr	8,700	11,500	2,800
NC 181 (N Green St)	North of NC 126	18,000	20,000	2,000
Enola Rd	South of Pete Britain Rd	3,800	5,500	1,700
Independence Blvd.	South of NC 126	12,000	13,500	1,500
I-40	Between Dysartsville Rd (Exit 94) and Kathy Rd (Exit 96)	38,000	39,500	1,500

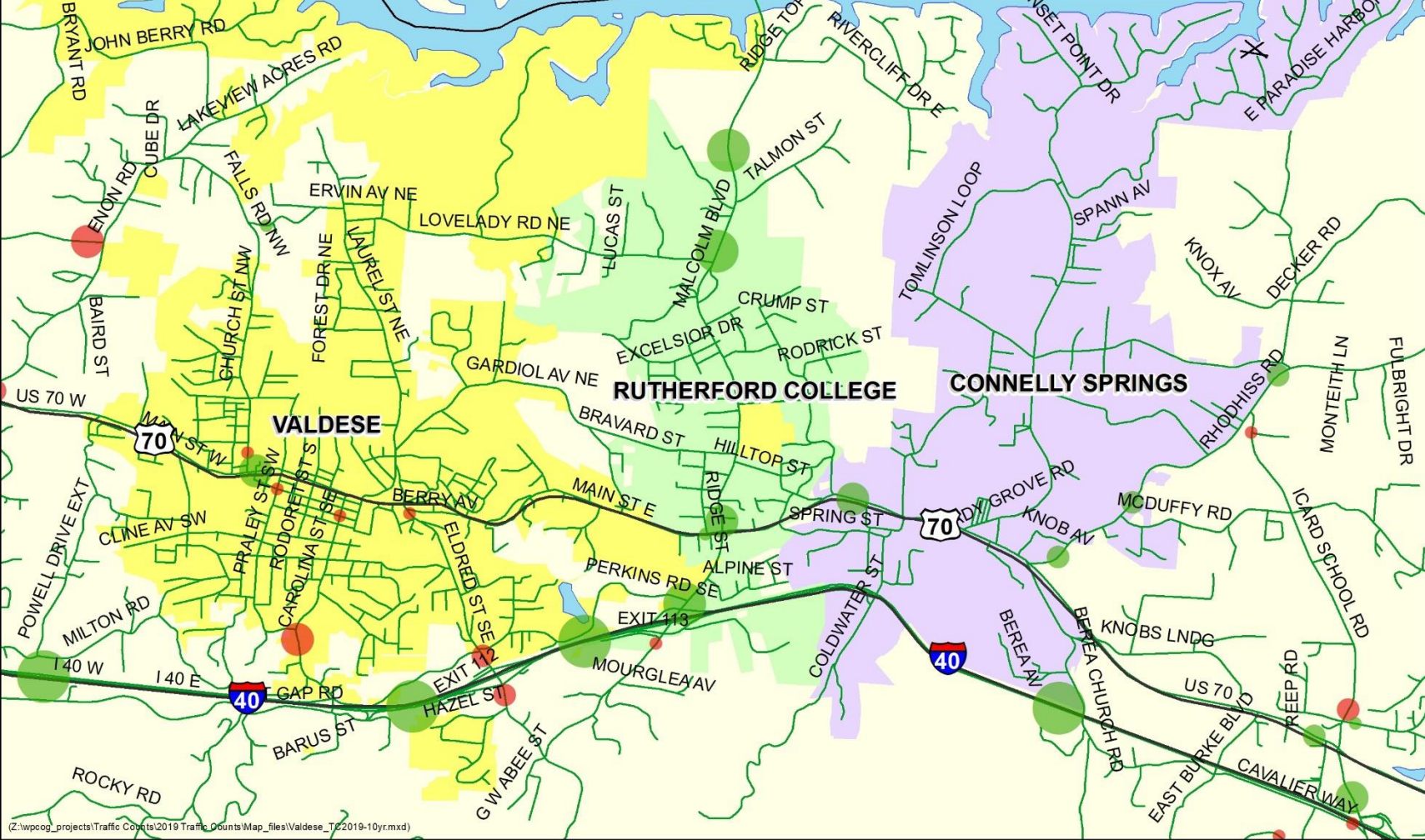
**Connelly Springs, Rutherford College
and Valdese Area
Change in ADT Counts**

Map. Valdese, Rutherford College and Connelly Springs Volume Change 2009-2019 Average Daily Traffic

Valdese	Roads	10 Year Growth	10 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

0 0.25 0.5 Miles

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Creating Regional Solutions Since 1960



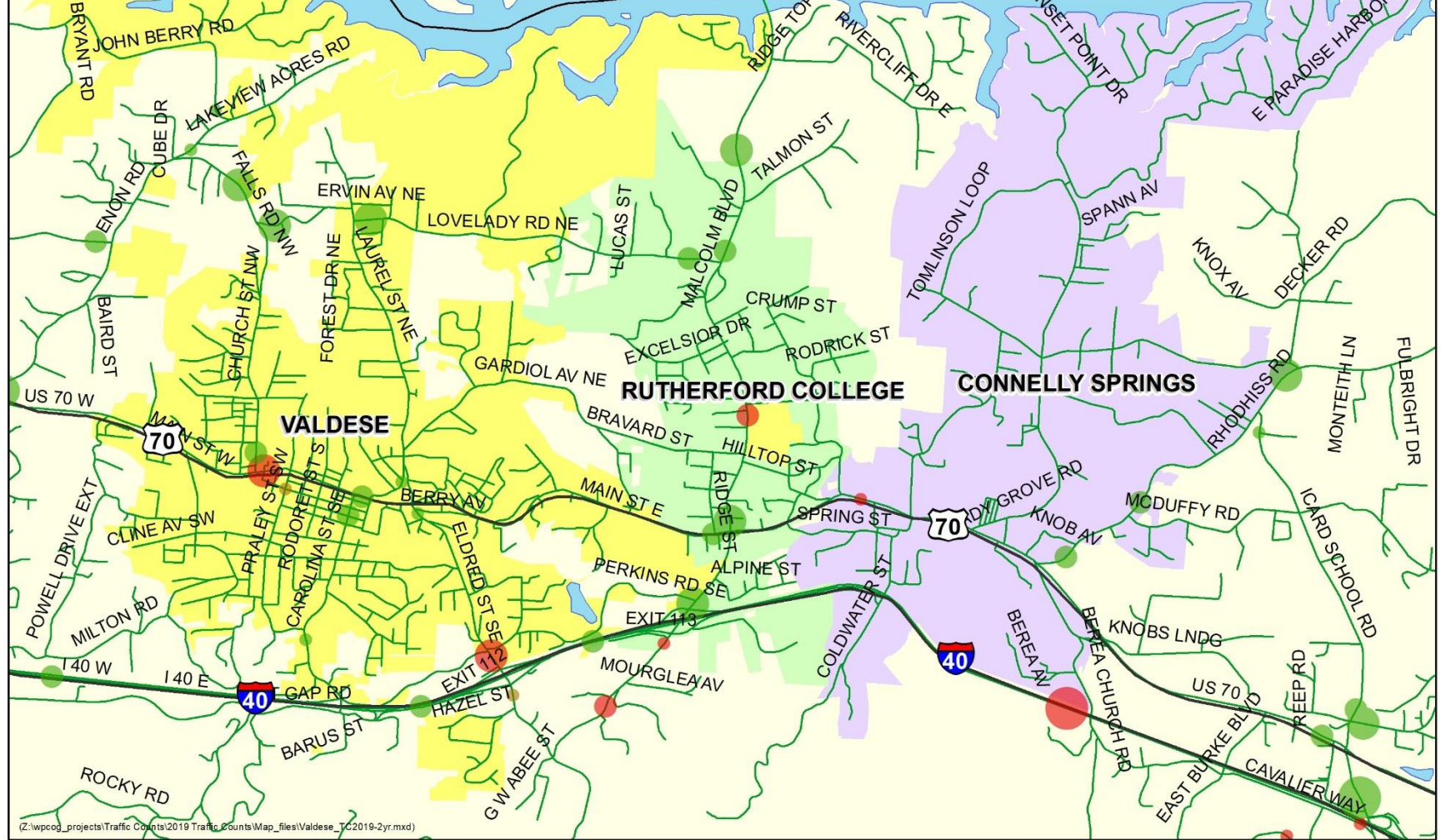
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Map. Valdese, Rutherford College and Connelly Springs Volume Change 2017-2019 Average Daily Traffic

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



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

Road	Location	2017 TC	2019 TC	Change
I-40	Between Malcom Blvd (Exit 113) and Icard (Exit 116) exits	51,000	49,500	-1,500
US 70	West of Praley St NW	11,000	10,000	-1,000
Eldred St SE	Just north of I-40	4,800	4,200	-600
Malcolm Blvd	South of Campus St	13,000	12,500	-500
Rutherford College Rd	East of Mineral Springs Mountain Rd	1,700	1,400	-300

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

Road	Location	2017 TC	2019 TC	Change
Old NC 10	Just North of I-40	5,700	7,100	1,400
Malcom Blvd	Just North of I-40	14,000	15,000	1,000
Malcom Blvd	Just North of US 70	14,000	15,000	1,000
Lovelady Rd NE	West of Laurel St NE	2,400	3,300	900
Falls Rd NW	East of Enon Rd	2,500	3,400	900

