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CITY OF RICHMOND

Media Advisory

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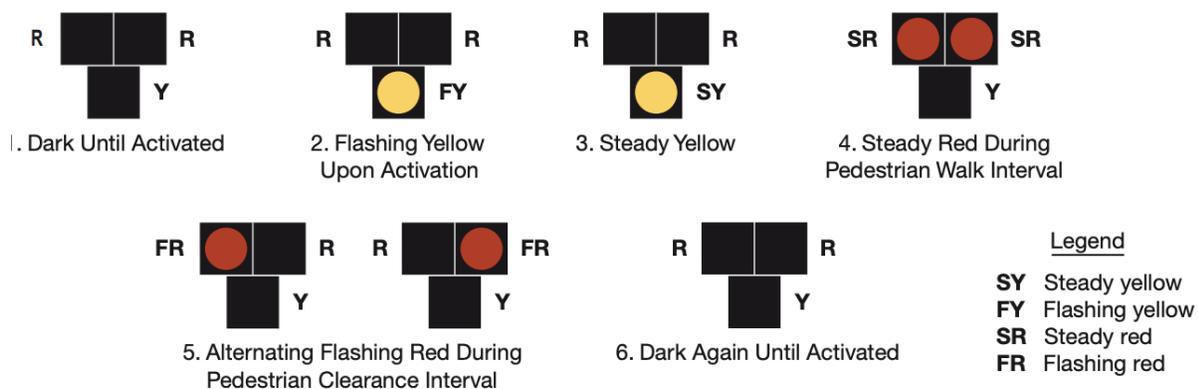
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Pedestrian Hybrid Beacon (PHB) at Mid-Block of East Broad Street between I-95 Bridge and 16th Street

~ Vision Zero Initiative to Enhance Safety for Motorists, Pedestrians and Bicyclists ~

RICHMOND, Va. – Starting Wednesday November 2, 2022, drivers in Richmond’s East End may notice a new type of traffic signal control device.

The pedestrian hybrid beacon (PHB) is a traffic control device designed to help pedestrians safely cross high volume streets at midblock crossings and uncontrolled intersections. The beacon head consists of two red lenses above a single yellow lens. The lenses remain “dark” until a pedestrian desiring to cross the street pushes the call button to activate the beacon, which then initiates a yellow to red lighting sequence consisting of flashing and steady lights that directs motorists to slow and come to a stop and provides the right-of-way to the pedestrian to safely cross the roadway before going dark again.



Nearly 74 percent of pedestrian fatalities occur at non-intersection locations, and vehicle volumes and multiple lanes are often a major contributing factor. As a safety strategy to address this pedestrian crash risk, the PHB is an intermediate option between a flashing beacon and a full

pedestrian signal because it assigns right of way and provides positive stop control. It also allows motorists to proceed once the person crossing has cleared their side of the travel lane(s).

In general, PHBs are used where it is difficult for pedestrians to cross a roadway, such as when gaps in traffic are not sufficient or speed limits exceed 35 miles per hour. They are very effective at locations where three or more lanes will be crossed and traffic volumes are above 9,000 vehicles per day. Installation of a PHB must also include a marked crosswalk and pedestrian countdown signal.

Pedestrian Hybrid Beacons are also planned for the following locations:

- Belvidere Street at Rowe Street (Virginia War Memorial)
- Forest Hill Avenue at Kenmore Road (Huguenot High School)
- Hull Street at Silverwood Drive
- Hull Street at Worsham Way
- Laburnum Avenue at Monticello Street (Holton Elementary School)
- Leigh Street at Fire Station 5 (Abner Clay Park)
- Main Street at 24th Street (GRTC)
- Main Street at Pear Street (Libbie Hill Park)
- Semmes Avenue at Fire Station 17 (Canoe Run Park)
- Semmes Avenue at 28th Street (Carter Jones Park)
- Williamsburg Avenue and Stony Run Drive (Gillies Creek Park)
- Hull Street at E 29th St
- Cary Street at Commonwealth Ave

Installing the beacons is part of the city's [Vision Zero Plan](#), which is a strategy to eliminate all traffic fatalities and severe injuries by 2030, while “increasing safe, healthy, equitable mobility for all.”

Vision Zero was first implemented in Sweden in the 1990s and has proved successful across Europe, where the focus is on the Safe System Approach, which includes changes to the built environment. According to Richmond's Vision Zero website, the local initiative “aims to change the long-held belief and mindset that traffic fatalities and serious injuries are inevitable. Vision Zero espouses the belief that traffic related deaths and serious injuries are preventable.”

A YouTube video on how this traffic control device operates can be watch in the following link:
<https://www.rva.gov/public-works/pedestrian-hybrid-beacon>

This project is funded through the FHWA Transportation Alternatives (TA) Program.

For more information on Public Works, please visit us online at <https://www.rva.gov/public-works> or email us at AskPublicWorks@RichmondGov.com

We're Social! For updates on DPW-related projects, activities and events visit us on Twitter @DPW_RichmondVA

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The City of Richmond Department of Public Works (DPW) is one of only 195 currently accredited public works agencies in the United States. DPW's portfolio comprises a wide array of services to include leaf collection; street, sidewalk and alley maintenance; trash collection; recycling; grass cutting; graffiti removal; parking enforcement; urban forestry; street signs; traffic signals and pavement markings and civil engineering. In addition, DPW maintains upkeep on most city buildings; issues permits for working in the city's right-of-way; manages the RVA Bike Share program and maintains the fleet of city vehicles. DPW's operating budget comes from the general fund of the City of Richmond. For more information about DPW services, [click here](#) or call 3-1-1