

**TRAFFIC COUNTS**

Average daily traffic volume is an important measurement by which retailers evaluate potential sites. Generally speaking, higher traffic counts are more attractive to retailers as they are typically translated into greater retail sales potential. A map of the traffic count table can be found on the next page.

Traffic counts on State Highway 146 at the southern edge of La Porte are between 30,000 vehicles per day (VPD) and 40,000 VPD and increase significantly when travelling northbound. The highest traffic count in La Porte is on State Highway 146, just south of State Highway 225 at 116,000 VPD. On State Highway 146, north of Main Street, the traffic counts were higher travelling northbound (36,897 VPD) than southbound (34,514 VPD). On State Highway 146, north of Fairmont Parkway, the traffic counts were also higher travelling northbound (34,172 VPD) than southbound (33,843 VPD).

Traffic counts on State Highway 225 increase travelling from east to west, as residents of La Porte and employees working in the Battleground Industrial District enter and exit State Highway 225. A count near State Highway 146 is 83,592 VPD and just east of Underwood Road is 101,624 VPD.

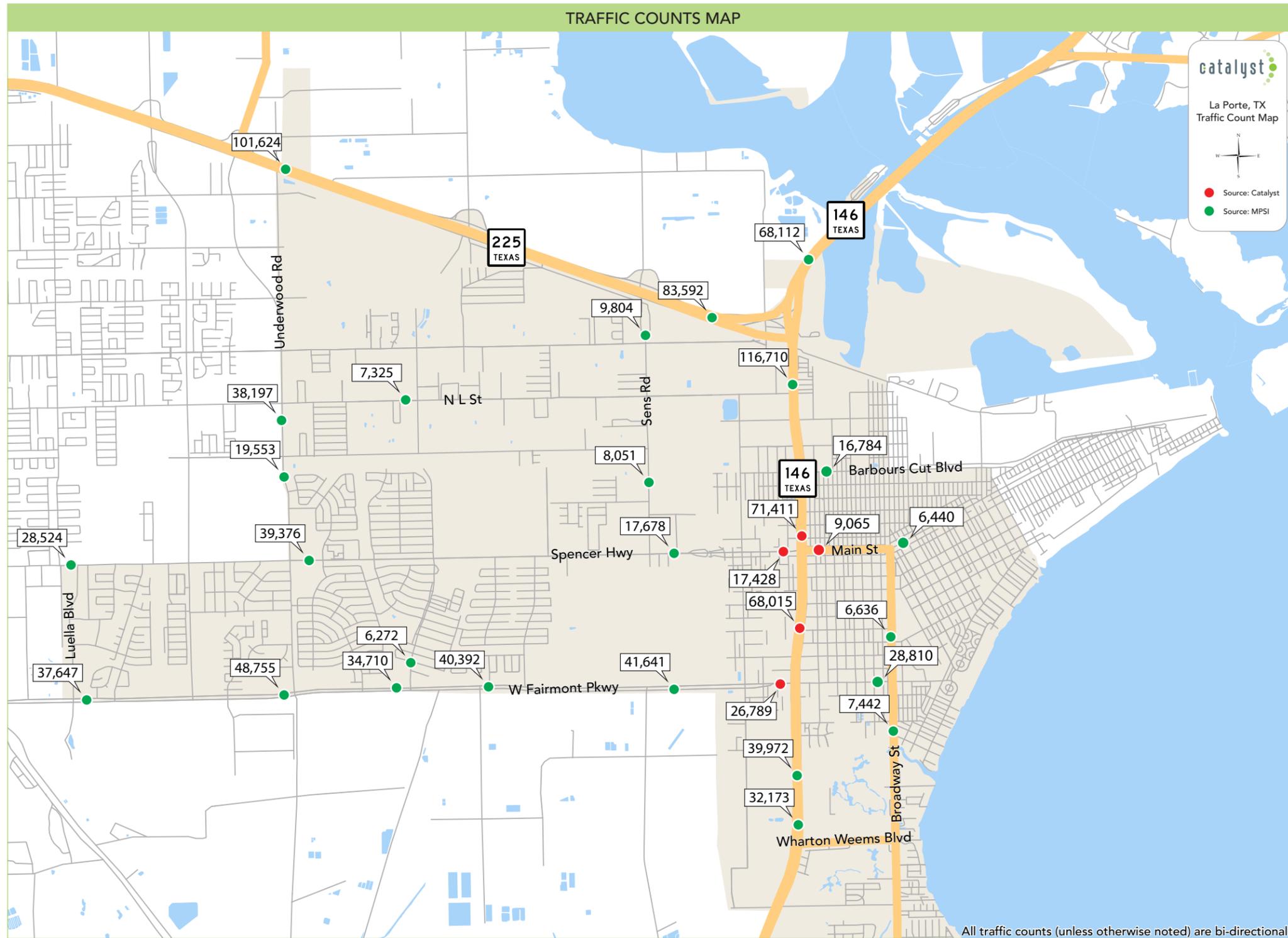
The most prominent retail node in La Porte, Fairmont Parkway and State Highway 146, has a traffic count of 26,789 VPD, west of State Highway 146. At this same location, traffic counts were slightly higher travelling eastbound (13,743 VPD) than westbound (13,046 VPD). Traffic counts along Fairmont Parkway from 16th Street to Luella Boulevard, on the western edge of La Porte, fluctuate between 30,000 VPD and 40,000 VPD. This fluctuation is due to a number of residents that live on the north side of Fairmont Parkway that are entering and exiting Fairmont Parkway.

Traffic counts along Spencer Highway are much lower at State Highway 146 than on the western edge of La Porte. One reason for this is retail is mainly situated along Fairmont Parkway and there are not as many housing developments for residents to be entering and exiting between State Highway 146 and the La Porte Municipal Airport. Spencer Highway, west of 11th Street had a traffic count of 17,428 VPD, with 9,030 VPD travelling eastbound and 8,398 VPD travelling westbound.

On Main Street, east of State Highway 146, traffic counts were more than three times higher travelling eastbound (7,058 VPD) than westbound (2,007 VPD).

TRAFFIC COUNTS TABLE			
LOCATION	INTERSECTION	24 HOUR COUNTS	SOURCE
State Highway 146	s of State Highway 225	116,710	MPSI 2013
State Highway 225	e of Underwood Road	101,624	MPSI 2013
State Highway 225	w of State Highway 146	83,592	MPSI 2013
State Highway 146	n of Main Street	71,411	Catalyst 2013
State Highway 146	n of State Highway 225	68,112	MPSI 2013
State Highway 146	n of Fairmont Parkway	68,015	Catalyst 2013
Fairmont Parkway	w of Underwood Road	48,755	MPSI 2013
Fairmont Parkway	e of Bay Area Boulevard	41,641	MPSI 2013
Fairmont Parkway	e of Farrington Boulevard	40,392	MPSI 2013
State Highway 146	s of Fairmont Parkway	39,972	MPSI 2013
Spencer Highway	e of Underwood Road	39,376	MPSI 2013
Underwood Road	s of N L Street	38,197	MPSI 2013
Fairmont Parkway	e of Luella Boulevard	37,647	MPSI 2013
Fairmont Parkway	w of Farrington Boulevard	34,710	MPSI 2013
State Highway 146	n of Wharton Weems Boulevard	32,173	MPSI 2013
Fairmont Parkway	w of Broadway Street	28,810	MPSI 2013
Spencer Highway	w of Luella Boulevard	28,524	MPSI 2013
Fairmont Parkway	w of State Highway 146	26,789	Catalyst 2013
Underwood Road	s of N H Street	19,553	MPSI 2013
Spencer Highway	e of Sens Road	17,678	MPSI 2013
Spencer Highway	w of 11th Street	17,428	Catalyst 2013
E Barbours Cut Boulevard	e of State Highway 146	16,784	MPSI 2013
Sens Road	s of State Highway 225	9,804	MPSI 2013
Main Street	e of State Highway 146	9,065	Catalyst 2013
Sens Road	s of N H Street	8,051	MPSI 2013
Broadway Street	s of Fairmont Parkway	7,442	MPSI 2013
N L Street	w of Lomax School Road	7,325	MPSI 2013
Broadway Street	n of D Street	6,636	MPSI 2013
Main Street	e of Broadway Street	6,440	MPSI 2013
Farrington Boulevard	n of Fairmont Parkway	6,272	MPSI 2013





(Source: Catalyst)