

Professional Pavement Products' Traficop Keeps Traffic Flowing Safely in Community



"You can't offer customers a uniformed officer to keep traffic flowing safely in their neighborhood, but you can install a traffic calming device that performs the same function." According to one Professional Pavement Products, Inc. (PPP) customer, "Traficop Speed Cushions does just that."

BACKGROUND

Ivy Lakes Estates is a gated community of 551 mid- to upscale single family homes located in Pasco County, Florida. This family-oriented community is accessed by a single entrance where residents can use a remote control to open the gates and visitors gain access through use of a key pad.

The community is about eight years old with residential and commercial growth popping up all around. The speed limit on the roadway paralleling the development is 35 mph, but traffic typically travels at speeds in excess of 50 mph.

This tendency to speed was pouring over onto Ivy Lakes' entrance road resulting in compromised safety and security of the neighborhood; as well as costly, repetitive damage to the gates and related electronic control equipment.

THE CHALLENGE

The homeowners' association and property management company initially tried to alleviate the problem through education, but the communications to homeowners had no impact.

"We needed traffic to slow down at the gate so we could get a clear photo of each tag number with our security cameras," said Leigh Slement, Ivy Lakes' primary representative with property management

company Property Group of Central Florida.

"It was primarily a safety issue," Slement said, "but property damage control was also critical. Vehicles were damaging the gate and related equipment."

The decision was made to tap resident handyman Wayne Gaskill of Gaskill Handyman Services to work with the county and recommend how best to protect the community. Gaskill had lived in the community for several years and served on the neighborhood safety committee. He was the obvious go-to person when problems arose with the access road and gate entrance.

THE SOLUTION

Gaskill consulted with Florida Design Consultants and Pasco County to develop the specifications for the project. It was determined the most effective solution would be to install traffic calming devices along the entrance route.

Asphalt speed bumps were quickly ruled out as being too expensive to install and remove, not to mention more disruptive to traffic during the installation. Since the community was planning to repave the roadway in the near future, Gaskill wanted a product he could easily remove and reinstall.

CUSTOMER PROFILE

Ivy Lakes Estates

Odessa, Pasco County, Florida

- I Established in 2003
- I Gated Community
- I 551 Single Family Homes

Ivy Lakes Estates is a single-family home, residential community in Odessa, Pasco County, Florida adjacent to the Suncoast Parkway at SR 54.

The community features many amenities for its residents including two parks, a pavilion, soccer field, basketball courts, two lakes and dozens of conservation areas that truly showcase the beauty of the "Florida lifestyle."

For more information about the community, please visit

public.ivylakeestates.com

Research of traffic calming devices brought Gaskill to Professional Pavement Products, Inc., a leading provider of maintenance and construction products for the improvement of safety and effectiveness of roadways and parking lots.

After a brief consultation, PPP Sales Specialist Danny Smith recommended the SaferRoads Traficop Speed Cushion to alleviate Ivy Lakes' speeding problem.

"Traficop is larger than a traditional speed bump which slows traffic to about 15 miles per hour," said Smith, "whereas the wider Traficop slows traffic to a safe and reasonable 20-25 miles per hour with less of a jolt."

Traficop is a rubber speed cushion that is made from premium recycled truck tire shard mixed with a two-part polyurethane binder and then heated and pressurized at 160 tons.

cushions to be removed and replaced, greatly extends the useful life of the device, reducing its long-term cost to the community.

you're not going to fly over them."

Gaskill often hears from his neighbors on the new addition to the neighborhood.

"They are just tickled pink. At seven months, the cushions still look brand new. It looks fantastic and does exactly what [PPP] said it would," said Gaskill. "It was the first time we used PPP. They gave us a very high level of support, they offered us constant contact."

With a reputation for excellent service, PPP helped Gaskill every step of the way from product selection to installation.

"Customer support is one of Professional Pavement's core values," said Smith. "We're a smaller company," he said, "but we stand out among the larger national companies in service. We take pride in that fact."

Because of the success Ivy Lakes Estates is experiencing with the Traficop, Property Group of Central Florida has decided to put out a study to see if other properties under their management could benefit from PPP's SaferRoads traffic calming devices.

"Traficop is doing exactly what we wanted by slowing traffic from 35 mph to a crawl through the gate. It's a great solution."

- Leigh Slement
Isle Lakes Estates Property Manager
Property Group of Central Florida

Manufactured in modules for ease of transport and installation flexibility, Traficop can be sized to be wide enough to slow down personal vehicles, yet narrow enough to accommodate emergency vehicles without slowing them down. Other traffic calming devices can increase emergency response times by up to nine times.

The Traficop's exclusive anchor system allows for fast and secure installation with the ability to be removed and relocated. This unique feature, especially when combined with the modular design that enabled individual sections of the speed

All said and done, the Traficop has higher visibility and longer durability than traditional asphalt speed bumps. While not necessarily a factor in Ivy Lakes' situation, a highly sought benefit of reducing vehicle speeds is reducing cut-through traffic. In effect, Traficop safely returns the neighborhood streets back to the neighbors.

THE RESULTS

"Traficop is doing exactly what we wanted by slowing traffic from 35 mph to a crawl through the gate," said Slement. "It's a great solution. There's lots of reflective striping so

ABOUT PROFESSIONAL PAVEMENT PRODUCTS

Professional Pavement Products, Inc. (PPP) is a leading provider of maintenance and construction products for the improvement of safety and effectiveness of our roadways and parking areas. Established in 1996, PPP provides 700 products through six outlets in the southeast and Texas. PPP is the sole distributor of SaferRoads traffic calming systems in the US including Traficop, Sitecop and SitecopPlus. For more information, please visit www.pppcatalog.com.

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