



## Memorandum

**To:** Honorable Mayor Maso and Members of the Frisco City Council

**cc:** George Purefoy, City Manager  
Paul Knippel, P.E. Director of Engineering Services

**From:** Brian A. Moen, P.E., Assistant Director of Engineering Services  
Curtis Jarecki, P.E., Senior Traffic Engineer

**Date:** June 7, 2016

**Subject:** Consider and act upon an Amendment to Ordinance 01-11-85 establishing maximum speed limits on FM 3537 (Main Street from Preston Road to Custer Road) within the City of Frisco.

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**Action Requested:** Staff requests that City Council consider and act upon an Amendment to Ordinance 01-11-85, establishing maximum speed limits on FM 3537 (Main Street from Preston Road to Custer Road) to revise the posted speed limits which is summarized in the table below.

**Background Information:** In November 2001, the City Council amended the speed limit ordinance for FM 3537 (Main Street from Preston Road to Custer Road) within the City of Frisco.

Speed limits are established either by a speed study or a trial run. Speed studies are used to measure the 85<sup>th</sup> percentile speed. The 85<sup>th</sup> percentile speed is a value that is used in many states and cities for establishing speed limits. The theory behind the 85<sup>th</sup> percentile speed assumes most drivers are reasonable and prudent and desire to reach their destination in the shortest possible time. Speed limits are also established by trial run. A trial run is made by driving a roadway segment at various speeds and utilizing engineering judgment to determine a safe driving speed. The "prima facie" speed limit in an urban area is 30 miles per hour (mph) according to the Texas Transportation Code. Unless a speed limit sign is posted on a roadway, a roadway is assumed to have a 30 mph speed limit in an urban area.

Due to new roadway construction and updated speed studies, city staff is recommending modifying the speed limit on a few sections of roadway. The following table summarizes the recommended revisions to the posted speed limits proposed with this Ordinance Amendment:

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**Establishment of Maximum Speed Limit**  
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<b>Street Name</b>	<b>Description</b>	<b>Existing Speed Limit (mph)</b>	<b>Proposed Speed Limit (mph)</b>
<b>FM 3537 (Main Street)</b>	<b>Preston Road to Taft Powell Road</b>	<b>45</b>	<b>55</b>
FM 3537 (Main Street)	Taft Powell Road to Custer Road	55	55

**Alternatives:** The City Council could consider the following alternatives:

- § Approval of Ordinance to modify maximum speed limit on FM 3537 (Main Street from Preston Road to Custer Road);
- § Send back to staff with direction.

**Financial Considerations:** The cost of any sign changes will be absorbed through approved General Operating funds.

**Legal Review:** City legal staff has reviewed and approved the Ordinance as to form.

**Supporting Documents:**

- § Exhibits 1.
- § Amendment to Ordinance 01-11-85

**Staff Recommendation:** Staff recommends the approval of the attached Amendment to Ordinance 01-11-85.