FOR IMMEDIATE RELEASE

**New Traffic Signal Coming to Jackson-Atlantic Intersection**
- Town’s efforts to improve safety get results-

PENFIELD, N.Y., JUNE 25, 2010 – Penfield Supervisor Tony LaFountain is pleased to announce that the New York State Department of Transportation has notified the Town that it will install a new three-color traffic signal at the intersection of Jackson Road and Atlantic Avenue (Route 286).

The current intersection design requires traffic traveling north and south on Jackson Road to stop at the intersection with Atlantic Avenue (Route 286). East-west motorists on Route 286 have the right of way – this traffic does NOT stop.

This signal light comes after years of ongoing efforts to improve the safety of the intersection including a 2006 grade reduction to improve sight-distance, signage in 2009 to communicate that the intersection is a two-way stop, and other related actions. These efforts did reduce certain types of accidents. However, the Town of Penfield was still concerned with the number of accidents at the intersection. In response, the NYSDOT continued to study the issue and determined that many motorists incorrectly believe the intersection is a four-way stop, resulting in a chronic pattern of dangerous right-angle accidents.

“I am thrilled to receive this news from a very responsive NYSDOT. Adding a signal light to this intersection has been a priority for me and our Town Board. I have been personally tracking every incident at Jackson-Atlantic with the Sheriff’s office. We knew in our gut this light was needed, now NYSDOT numbers have backed us up and a light will be installed,” said Supervisor LaFountain.
He adds, “I commend past town officials and our town staff for their focus on improving this intersection. The 2006 project included building the infrastructure for a traffic signal. They saw the future, and their efforts will make the task of adding a signal light go smoothly.”

The NYSDOT studied accident history and traffic volumes from May 2009-May 2010 to make their decision. Signal installation will occur as schedules allow. In the interim, NYSDOT will make additional sign improvements to the intersection including more “Cross Traffic Does Not Stop” signs, flags and markers on Jackson Road.

Rob Quinn, Town Councilman and Public Safety Committee Chair, stated, “The safety of Penfield residents is my top priority. I am all too familiar with the dangers at this intersection. I have committed myself to working with Supervisor LaFountain and my Town Board colleagues to partner with NYSDOT to improve this intersection. I commend NYSDOT engineers for their hard work, and I applaud the decision to install a traffic light at one of Penfield’s busiest intersections.”

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