



**WORLD EQUESTRIAN CENTER  
TRAFFIC DEMAND MANAGEMENT  
STUDY**

**Marion County, Florida**

October 22, 2025



# Conclusions and Recommendations

The purpose of this study is to evaluate the existing and future conditions of high event days at the WEC, recommending countermeasures to mitigate operational and safety issues on private and public roadways in the area. Traffic circulation, operations, and safety can be improved by implementing these countermeasures, allowing large WEC events to continue to operate smoothly. Recommendations are proposed in the following three areas:

## Traffic Operations

- To reduce delay at the intersection of NW 80<sup>th</sup> Avenue/SR 40, reconfigure the signal for the southbound left-turn movement to allow for protected + permissive phasing, construct right-turn lanes for the southbound and northbound movements, and increase the cycle length to 150 seconds.
- Extend the existing northbound and southbound left-turn pockets at the NW 80th Avenue/SR 40 intersection to meet current and future traffic demands.
- Modify access points on SR 40 to have full access/signalized intersection at NW 87<sup>th</sup> Ct Rd and two directional access points at NW 92<sup>nd</sup> Ave Rd and SR 85<sup>th</sup> Ave/NW 1<sup>st</sup> St Rd.

## Maintenance of WEC Traffic – Staffing and Equipment

- Place available portable variable message signs in strategic locations surrounding the development to direct drivers toward one of the four alternate entrances.
- Deploy additional staffing and signage to direct drivers to open parking spaces throughout the development to improve internal circulation and reduce driver frustration.
- Continue dedicating all four lanes of the main entrance to inbound traffic during peak events, also deploying additional staff to each lane to more efficiently perform parking transactions and process the queue.

## External Communications

- Employ an external communications campaign using social media, the WEC web site, and emails to help visitors plan in advance to use one of the four alternate entrances.
- Use partner programs to provide updated information for guests using GPS to access facilities.