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Driven to succeed at Traffic Planning and Design

By JENNIFER HETRICK, February 20, 2017 at 8:00 AM



COURTESY OF TRAFFIC PLANNING AND DESIGN/ Traffic Planning and Design provided parking, traffic impact and traffic signal studies and recommendations for the Allentown Neighborhood Improvement Zone Development Authority in the development of PPL Center in the city's downtown. The arena opened in 2014.

With a name clearly spelling out its specialty in a business where firms don't always stand out, Traffic Planning and Design Inc. makes it easy for new clients to find it.

"Numerous firms are named after the founder or group of owners because they often leave a company and immediately have name recognition," said Robert Hoffman, project and office manager of the Lehigh Valley location in Allentown of Traffic Planning and Design.

The firm's president, Kevin Johnson, founded the firm in 1989.

"His goal was to name the company so that it was identifiable and would have the same branding long after he is no longer working for the company," Hoffman said.

At first, the firm's startup office was based in Upper Providence Township. In 1998, it relocated to its new home in Lower Pottsgrove Township in western Montgomery County.

Today, Traffic Planning and Design Inc. has seven locations in Pennsylvania and one in New Jersey, and the firm serves the mid-Atlantic region.

Hoffman frequently visits his firm's Lower Pottsgrove Township office for meetings about staffing, project management

and resource needs.

“Initially, our growth was anemic, with around \$500,000 in annual revenue,” Hoffman said about the firm’s early days. “The 1990-1991 recession hindered growth, and it wasn’t until 1992 that we were selected as a sub-consultant on our first large PennDOT contract.”

That first contract was a traffic relief study for Route 209 in Monroe County, and it helped the firm build its reputation and land more and larger projects.

“Due to our work on that project, we were selected for our first prime consultant design projects, also with PennDOT,” Hoffman said. “By 1995, we exceeded \$1 million in revenue and experienced double-digit revenue and employee growth.”

The business resulted in continual expansion for the firm.

Traffic Planning and Design has long-term contracts with the state Department of Transportation and Pennsylvania Turnpike Commission, and some of its clients are counties and cities, private developers, financial institutions and other engineering and architectural firms.

In 2015, PennDOT veteran Tom Walters joined the staff, bringing 35 years of management and project experience from his former career. Walters primarily works out of the firm’s Bucks County (Doylestown Township) office and leads its traffic signals team.

“His expertise covers all facets of traffic operations, including engineering studies, traffic signals, traffic signing, pavement markings, railroad crossings, intelligent transportation systems, roundabouts and operations and maintenance,” Hoffman said.

Many people today take for granted the intricacies and in-depth design and labor involved in planning for roads.

“The maintenance and expansion of our nation’s transportation infrastructure are critical components for a healthy economy, both nationally and locally, where the condition of these systems has a tremendous impact on quality of life and the ability to safely and efficiently transport people and goods,” he said.

The Provco Group of Radnor Township, Delaware County, has used Traffic Planning and Design for one of its clients, Wawa Inc.

“Traffic Planning and Design Inc. has handled roadway design, permitting and construction oversight for more than 30 of our Wawa projects throughout the mid-Atlantic states,” said Michael Cooley, vice president of real estate for The Provco Group.

Cooley said it’s been a benefit to work with Traffic Planning and Design based on its engineers’ outside-the-box thinking with complex design issues.

“I never have to ask them twice for any outstanding action item,” Cooley said. “They deliver their services on-time, and most importantly, on budget.”

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