

Welcome

Town of Bradford West Gwillimbury Traffic Calming Program

**Public Information Centre 1
Community Corner
BWG Leisure Centre
471 West Park Avenue
March 20, 2025
4:00 PM to 8:00 PM**

Please pick up a Comment Sheet!

We encourage you to use the sheet provided to record any comments on the material presented today.

Questions? Feel free to ask any member of our project team in attendance. We are happy to assist!

Study Overview

Background

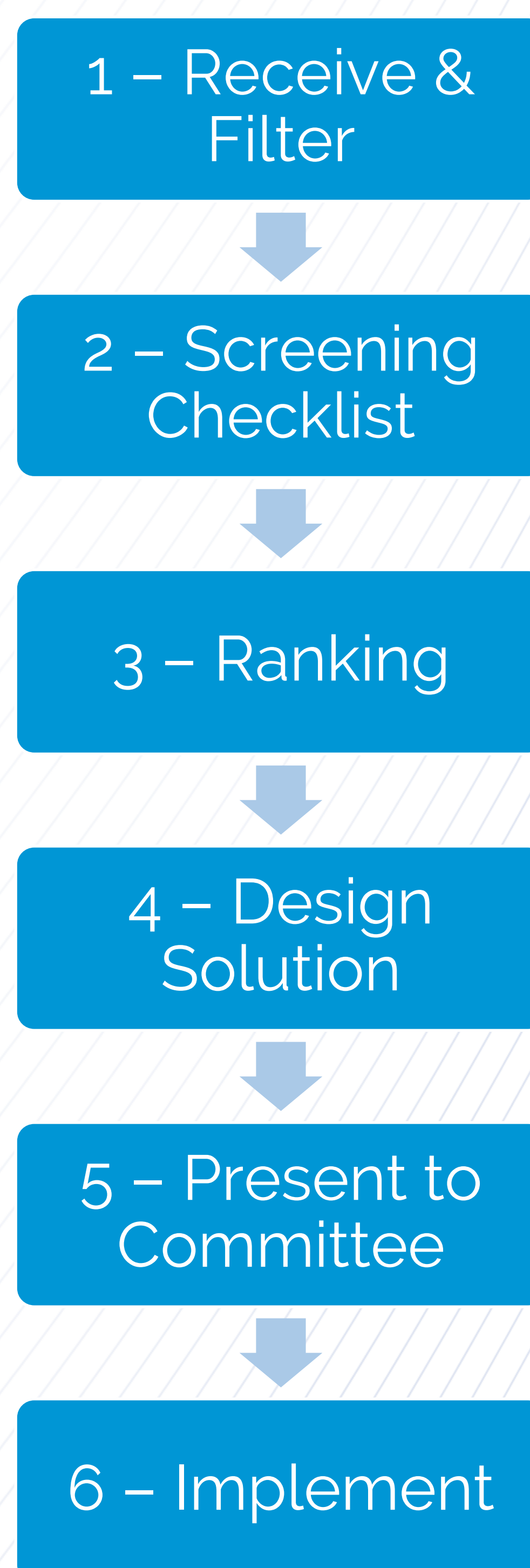
The Town of Bradford West Gwillimbury is undertaking a holistic review of Langford Boulevard, Miller Park Avenue, West Park Avenue, Summerlyn Trail, and John Street, in response to identified speeding concerns.

The goal of the study is to develop traffic calming plans for each street that focus on reducing traffic on local neighbourhood roads, improving intersections, and reducing speeds to improve a sense of place for people to walk, roll, play, shop alongside motor vehicles.

Traffic Mitigation Strategy

The Town's Traffic Mitigation Strategy (TMS) provides a data-oriented technical process to respond to traffic safety concerns addressable via traffic calming solutions. The process involves six stages, detailed in the figure to the right.

The Town conducted an extensive data collection program in 2024 and completed Stage 2 and 3, identifying the study area roads for traffic calming. This study will focus on designing traffic calming plans (Stage 4) and obtaining approval for implementation (Stage 5).



Traffic Calming Overview

What is Traffic Calming?

Traffic calming is a set of measures used to “calm” traffic. These actions can ease traffic concerns through physical changes to the street and/or behaviour change. The goal of traffic calming is to create safer streets for all users. This includes pedestrians, people who use mobility devices, cyclists, and motorists.

The Town’s Traffic Calming Toolbox identifies the following potential measures for installation on Town roads:

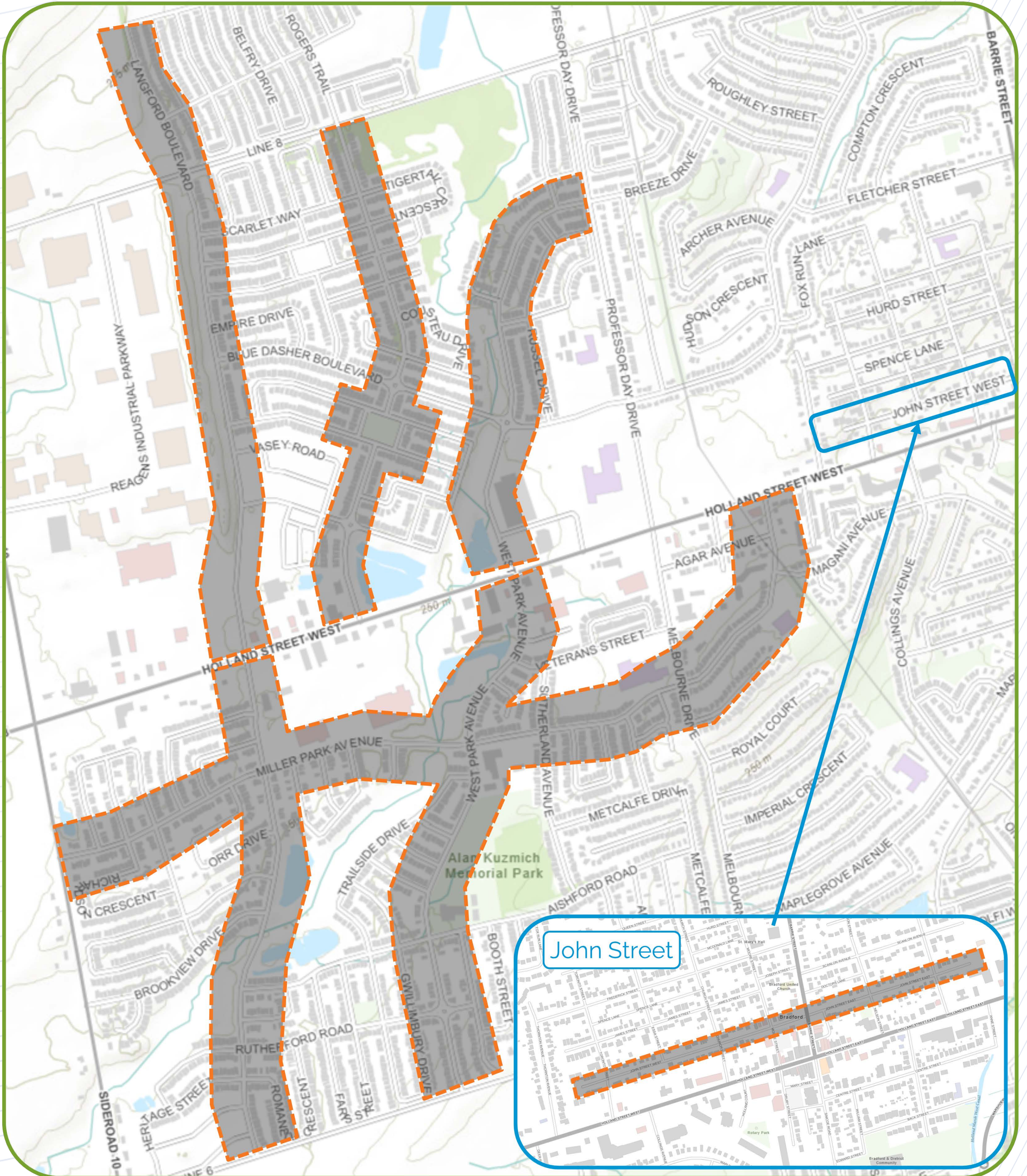
- Education – Flexible bollards, pavement markings, radar message boards, Community Safety Zone, 40 km/h area speed limit
- Enforcement – Automated Speed Enforcement (ASE)
- Engineering
 - Horizontal Deflection – Chicane, curb extension, curb radius reduction, on-street parking, raised median islands, traffic circle
 - Vertical Deflection – Raised intersection, speed cushion, speed hump
 - Obstruction – Directional closure, diverter, full closure

What is not a Traffic Calming Measure?

Traffic control devices (stop signs, pedestrian crossings and traffic signals) are primarily installed to assign right-of-way and are not recommended for traffic calming purposes.

Have your say

Place a dot within the highlighted areas on the map to identify locations where you have a traffic concern.



Langford Boulevard

North of Holland Street

Study Area Highlights

The Langford Boulevard Study Area extends from Crossland Boulevard in the north to Line 6 in the south. Langford Boulevard is classified as a Collector road, with a posted speed limit of 40 km/h.

North of Holland Street

Parking is prohibited along the west side of road from Crossland Boulevard to Line 8, on the east side from Line 8 to Holland Street and on both sides 335 metres north to Holland Street.

The Town recently installed an ASE camera between Blue Dasher Boulevard and Meadowhawk Trail.



Langford Boulevard

South of Holland Street

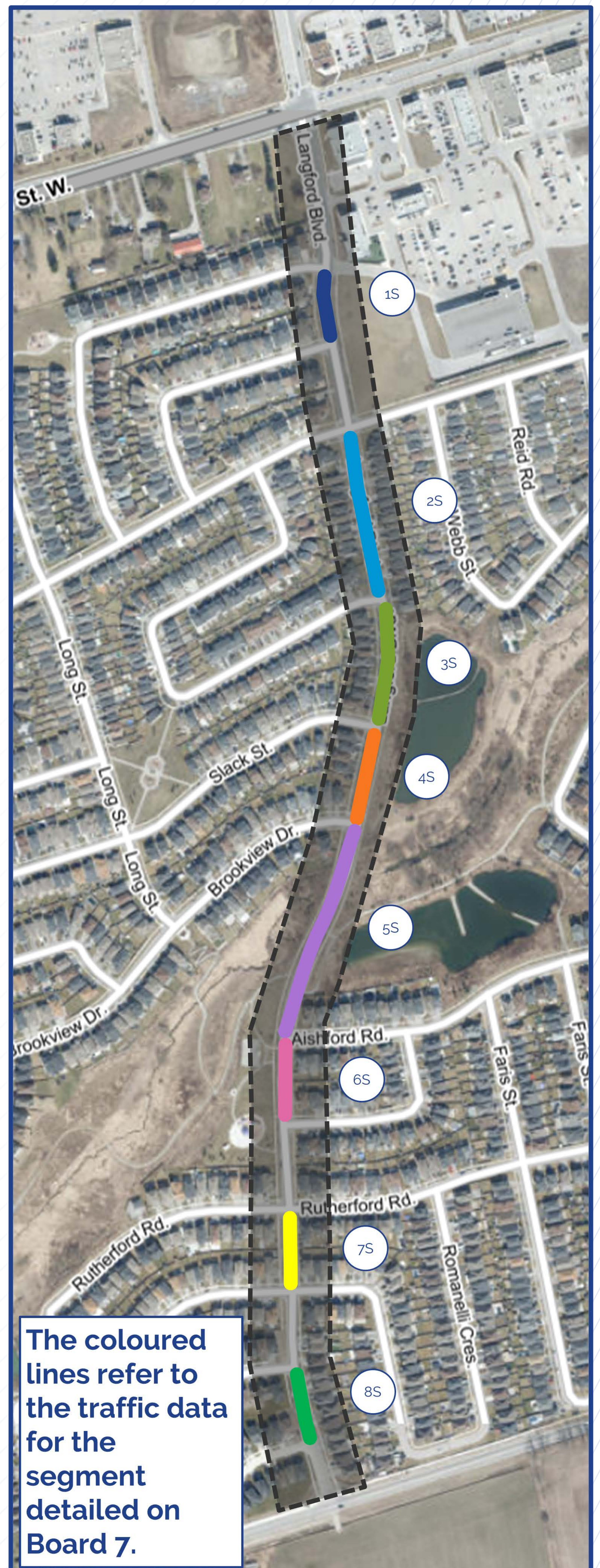
Study Area Highlights

South of Holland Street

Parking is prohibited along both sides of the road from Holland Street to Miller Park Avenue, the west side from Miller Park Avenue to Brookview Drive, and the east side from Brookview Drive to Line 8. BWG Transit Route 2 Around Town operates between Mooney Street and Miller Park Avenue.

A speed hump is installed between Mooney Street and Weir Street, with flexible bollards from May to November. South Simcoe Police installed a speed warning camera between Brookview Drive and Aishford Road.

The Holland Street plazas, and Constable Devon Northrup Memorial Park are key destinations in the study area.



Langford Boulevard

Traffic Data

Langford Boulevard has an average daily volume of 3,400 vehicles and an average 85th percentile speed of 50 km/h, 10 km/h over the posted speed limit. The 85th percentile speed is the speed at which 85% of drivers are traveling at or below. It is perceived as the speed that drivers are comfortable with on a given road.

The table below details the 85th percentile speed and average daily volume for segments along Langford Boulevard.

#	North	South	85th % Speed (km/h)	Average Daily Volume
1N	Vipond Way	Line 8	48	2,200
2N	Line 8	Scarlet Way	49	2,565
3N	Wandering Glider Trail	Empire Drive	53	3,074
4N	Blue Dasher Boulevard	Meadowhawk Trail	54	4,235
5N	Vasey Road	Montrose Boulevard	55	4,487
1S	Mooney Street	Weir Street	43	5,502
2S	Miller Park Avenue	Orr Drive	49	3,733
3S	Orr Drive	Slack Street	53	3,492
4S	Slack Street	Brookview Drive	47	3,472
5S	Brookview Drive	Aishford Road	58	3,499
6S	Aishford Road	Liberty Crescent	48	2,841
7S	Rutherford Road	Heritage Street (north)	42	2,504
8S	Mac Campbell Way	Heritage Street (south)	51	2,534

Have your say

What are your traffic concerns and what types of traffic calming measures would you like to see implemented?

Langford Boulevard



Miller Park Avenue



Miller Park Avenue

West of West Park Avenue

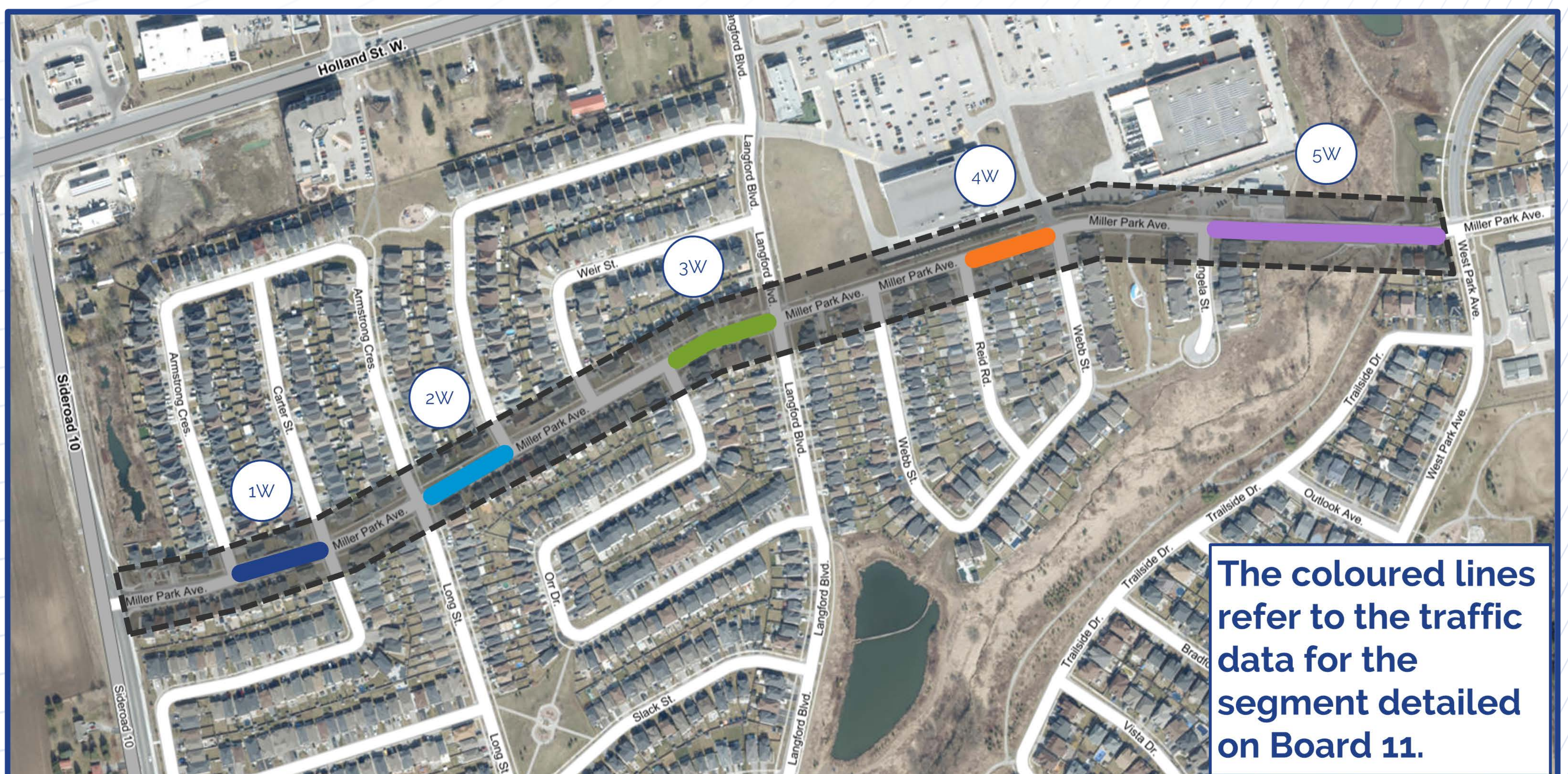
Study Area Highlights

The Miller Park Avenue Study Area extends from Sideroad 10 in the west to Holland Street in the east. Miller Park Avenue is classified as a Collector road, with a posted speed limit of 40 km/h. BWG Transit operates Route 2 between Sideroad 10 and West Park Avenue, and Route 1 between Melbourne Drive and Holland Street.

West of West Park Avenue

Parking is prohibited along both sides of the road from Sideroad 10 to Carter Street, and the north side from Carter Street to West Park Avenue.

Flexible bollards are installed between Armstrong Street (west) and Carter Street. An ASE camera was previously installed between Angela Street and West Park Avenue as part of the Town's ASE Pilot Project.



Miller Park Avenue

East of West Park Avenue

Study Area Highlights

East of West Park Avenue

Parking is prohibited along the north side of the road from West Park Avenue to Magani Avenue and on both sides from Wilson Drive to Melbourne Drive. Between Magani Avenue and Agar Avenue, parking is prohibited on the east side from the 1st to 15th and the west side from the 16th to the end of the month.

Two speed humps are installed between West Park Avenue and Sutherland Avenue. The Town recently installed an ASE camera between Milby Crescent (east) and Wilson Drive.

The Holland Street plaza, Angela Parkette, Chris Hadfield Public School, Holy Trinity Catholic High School and St. Jean De Brebeuf Separate School are key destinations in the study area.



Miller Park Avenue

Traffic Data

Miller Park Avenue has an average daily volume of 3,550 vehicles and an average 85th percentile speed of 50 km/h, 10 km/h over the posted speed limit. The 85th percentile speed is the speed at which 85% of drivers are traveling at or below. It is perceived as the speed that drivers are comfortable with on a given road.

The table below details the 85th percentile speed and average daily volume for segments along Miller Park Avenue.

#	West	East	85th % Speed (km/h)	Average Daily Volume
1W	Armstrong Crescent (west)	Carter Street	53	2,458
2W	Armstrong Crescent (east)	Mooney Street	51	2,980
3W	Orr Drive	Langford Boulevard	47	3,188
4W	Reid Road	Webb Street (east)	53	4,376
5W	Angela Street	West Park Avenue	56	5,789
1E	West Park Avenue	Sutherland Avenue	38	3,701
2E	Milby Crescent (west)	Milby Crescent (east)	49	3,450
3E	Wilson Drive	Boyd Lane	52	3,762
4E	Boyd Lane	Melbourne Drive	52	3,953
5E	Melbourne Drive	Magani Avenue	48	2,034

West Park Avenue

North of Holland Street

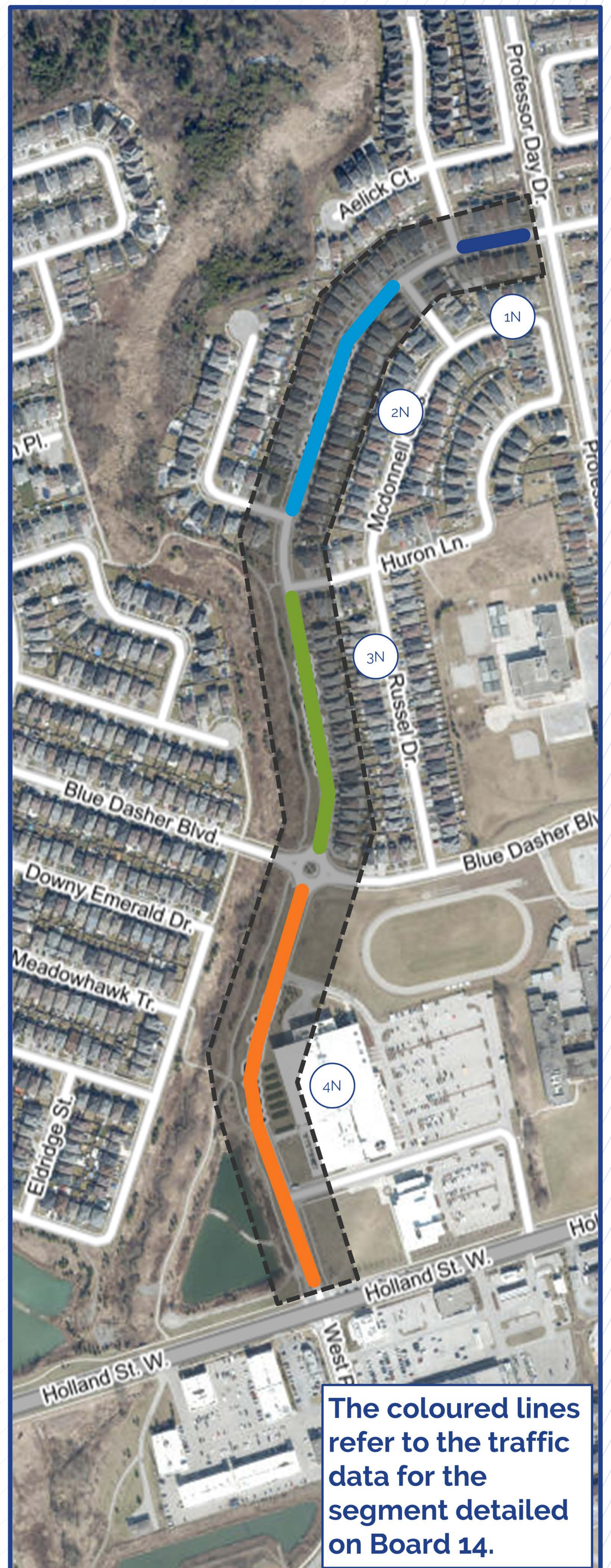
Study Area Highlights

The West Park Avenue Study Area extends from Professor Day Drive in the north to Line 6 in the south. West Park Avenue is classified as a Collector road, with a posted speed limit of 40 km/h.

North of Holland Street

Parking is prohibited along the east side of road from Professor Day Drive to Blue Dasher Boulevard and on both sides from Blue Dasher Boulevard to Holland Street.

Two speed humps and a set of flexible bollards are installed between Wilke Trail and Blue Dasher Boulevard. An ASE camera was previously installed between Blue Dasher Boulevard and Brian Collier Way as part of the Town's ASE Pilot Project.



West Park Avenue

South of Holland Avenue

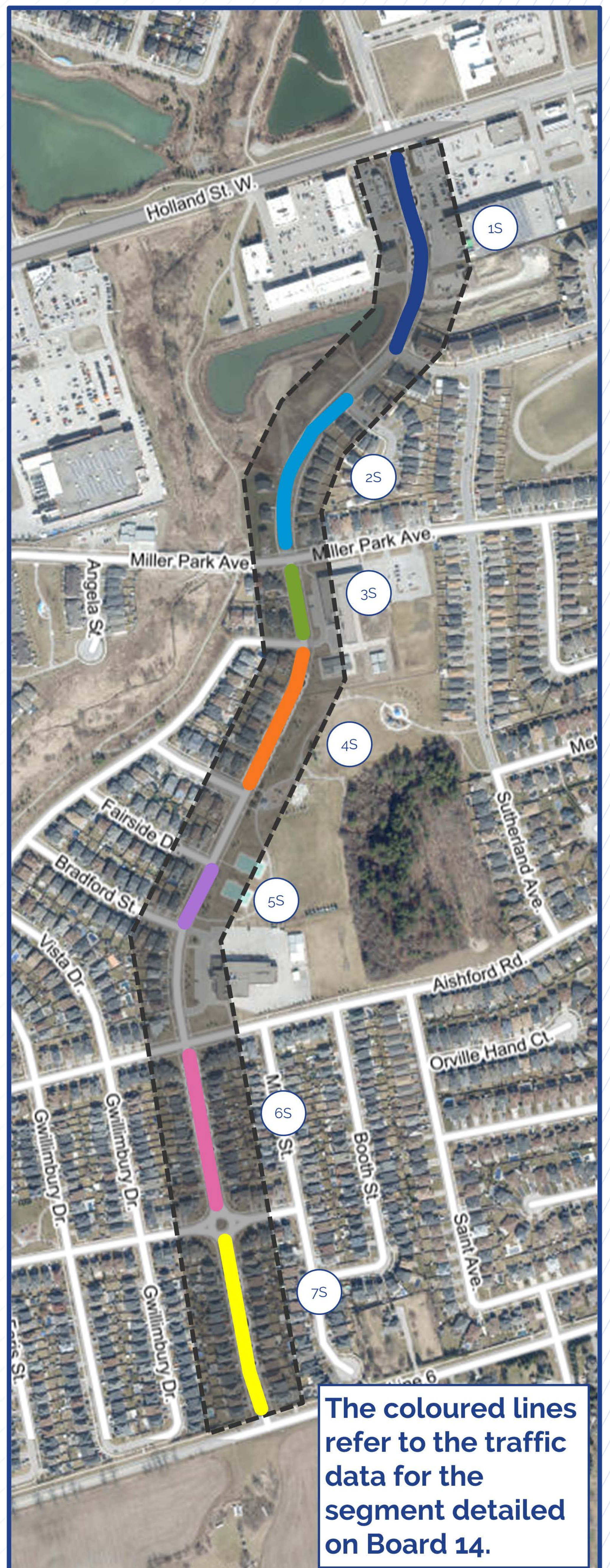
Study Area Highlights

South of Holland Street

Parking is prohibited along both sides of the road from Holland Street to Veterans Street, on the east side from Veterans Street to Miller Park Avenue and Rutherford Road to Line 6, and on the west side from Miller Park Avenue to Rutherford Road.

Two sets of flexible bollards will be installed between Memorial Court and Miller Park Avenue (spring 2025).

Fieldcrest Elementary School, Bradford District High School, BWG Leisure Centre, Holland Street plazas, BWG Library, Holy Trinity Catholic High School, Chris Hadfield Public School, Alan Kuzmich Park, and St. Angela Merici Catholic School are key destinations in the study area.



West Park Avenue

Traffic Data

West Park Avenue has an average daily volume of 3,400 vehicles and an average 85th percentile speed of 49 km/h, 9 km/h over the posted speed limit. The 85th percentile speed is the speed at which 85% of drivers are traveling at or below. It is perceived as the speed that drivers are comfortable with on a given road.

The table below details the 85th percentile speed and average daily volume for segments along West Park Avenue.

#	North	South	85th % Speed (km/h)	Average Daily Volume
1N	Professor Day Drive	Collis Drive	47	1,887
2N	Wilke Trail	Waterton Way	42	1,772
3N	Huron Lane	Blue Dasher Boulevard	47	2,342
4N	Blue Dasher Boulevard	Holland Street	55	4,596
1S	Holland Street	Veterans Street	49	5,682
2S	Memorial Court	Miller Park Avenue	56	4,654
3S	Miller Park Avenue	Trailside Drive	46	4,094
4S	Trailside Drive	Outlook Avenue	49	3,966
5S	Fairside Drive	Bradford Street	49	3,794
6S	Aishford Road	Rutherford Road	49	2,222
7S	Rutherford Road	Line 6	53	2,503

Have your say

What are your traffic concerns and what types of traffic calming measures would you like to see implemented?

West Park Avenue



Summerlyn Trail



Summerlyn Trail

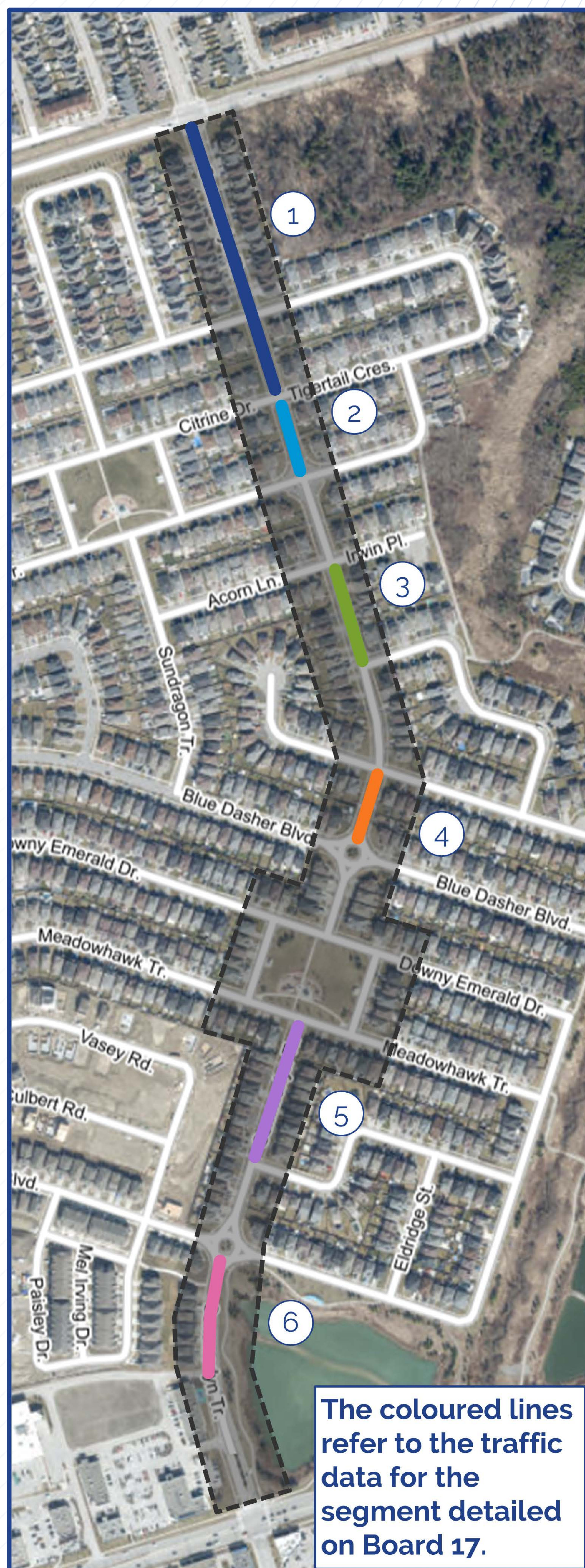
Study Area Highlights

The Summerlyn Trail Study Area extends from Line 8 in the north to Holland Street in the south. Summerlyn Trail is classified as a Local road, with a posted speed limit of 40 km/h.

Parking is prohibited along the west side of road, and permitted on the east side along select blocks. BWG Transit Route 2 Around Town operates on Summerlyn Trail.

The Town installed two speed humps on Summerlyn Trail between Line 8 and Citrine Drive/Tigertail Crescent.

Summerlyn Parkette and the Holland Street plazas are key destinations in the study area.



Summerlyn Trail

Traffic Data

Summerlyn Trail has an average daily volume of 2,450 vehicles and an average 85th percentile speed of 46 km/h, 6 km/h over the posted speed limit. The 85th percentile speed is the speed at which 85% of drivers are traveling at or below. It is perceived as the speed that drivers are comfortable with on a given road.

The table below details the 85th percentile speed and average daily volume for segments along Summerlyn Trail.

#	North	South	85th % Speed (km/h)	Average Daily Volume
1	Line 8	Tigertail Crescent	41	2,100
2	Tigertail Crescent	Green Darner Trail	44	2,000
3	Acorn Lane	Cousteau Drive	49	2,250
4	Amberwing Landing	Blue Dasher Boulevard	45	2,900
5	Meadowhawk Trail	Corwin Drive	48	1,950
6	Downy Emerald Drive	Commercial Driveway	47	2,850

John Street

Study Area Highlights

The John Street Study Area extends from Toronto Street in the west to Colborne Street in the east. John Street is classified as a Local road, with a posted speed limit of 40 km/h.

Parking is prohibited along the south side of the road between Church Street and Barrie Street. From Barrie Street to Nelson Street, parking on the south side is restricted to 60 minutes, 9:00 AM to 6:00 PM Monday to Friday.

John Street is within the Holland Street Reconstruction project area. The section from Church Street to Allan Lane is within the Downtown Bradford Designation Area, with several businesses fronting the road. Additional parking for downtown patrons is accessed via John Street.



John Street

Traffic Data

John Street has an average daily volume of 2,500 vehicles and an average 85th percentile speed of 47 km/h, 7 km/h over the posted speed limit. The 85th percentile speed is the speed at which 85% of drivers are traveling at or below. It is perceived as the speed that drivers are comfortable with on a given road.

The table below details the 85th percentile speed and average daily volume for segments along John Street.

#	West	East	85th % Speed (km/h)	Average Daily Volume
1	Toronto Street	Essa Street	48	1,250
2	Church Street	Moore Street	47	2,550
3	Moore Street	Barrie Street	46	2,600
4	Barrie Street	Nelson Street	48	3,150
5	Nelson Street	Colborne Street	48	2,800

What are your traffic concerns and what types of traffic calming measures would you like to see implemented?



Next Steps

After this meeting, we will:

- Accept further feedback until **April 6, 2025**
- Present existing conditions and preliminary feedback to the Strategic Initiatives Committee on **March 25, 2025**
- Review and analyze resident input
- Draft traffic calming plans for each study area
- Present draft plans at Public Information Centre #2 on **April 24, 2025 at the BWG Leisure Centre**
- Finalize and present traffic calming plans to Strategic Initiatives Committee for approval

Please provide us your feedback!

If you have any questions or comments, visit the project webpage www.townofbwg.com/TrafficCalming or contact:

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Thank you for attending! Please return your comment sheets.

With the exception of personal information, all comments received will become part of the public record, in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*.