

Welcome

Town of Bradford West Gwillimbury Traffic Calming Program

**Public Information Centre 2
Community Corner
BWG Leisure Centre
471 West Park Avenue
April 24, 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

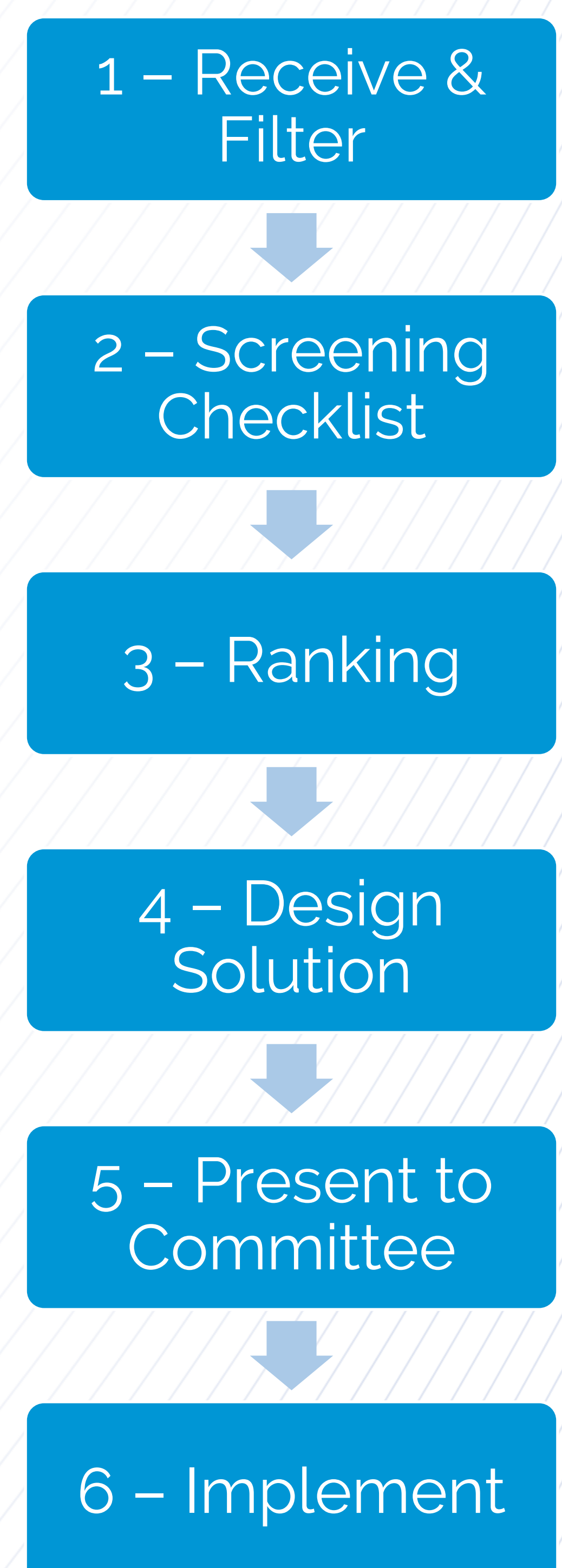
The Town of Bradford West Gwillimbury is undertaking a holistic review of Langford Boulevard, Miller Park Avenue, West Park Avenue, Summerlyn Trail, and John Street, in response to identified speeding concerns.

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).



Study Process

What We Heard

Public Information Centre (PIC) #1 was held on March 20, 2025 to present existing conditions and gather resident feedback. Attendees raised their concerns about speeding vehicles, need for additional pedestrian crossings, and intersection improvements.

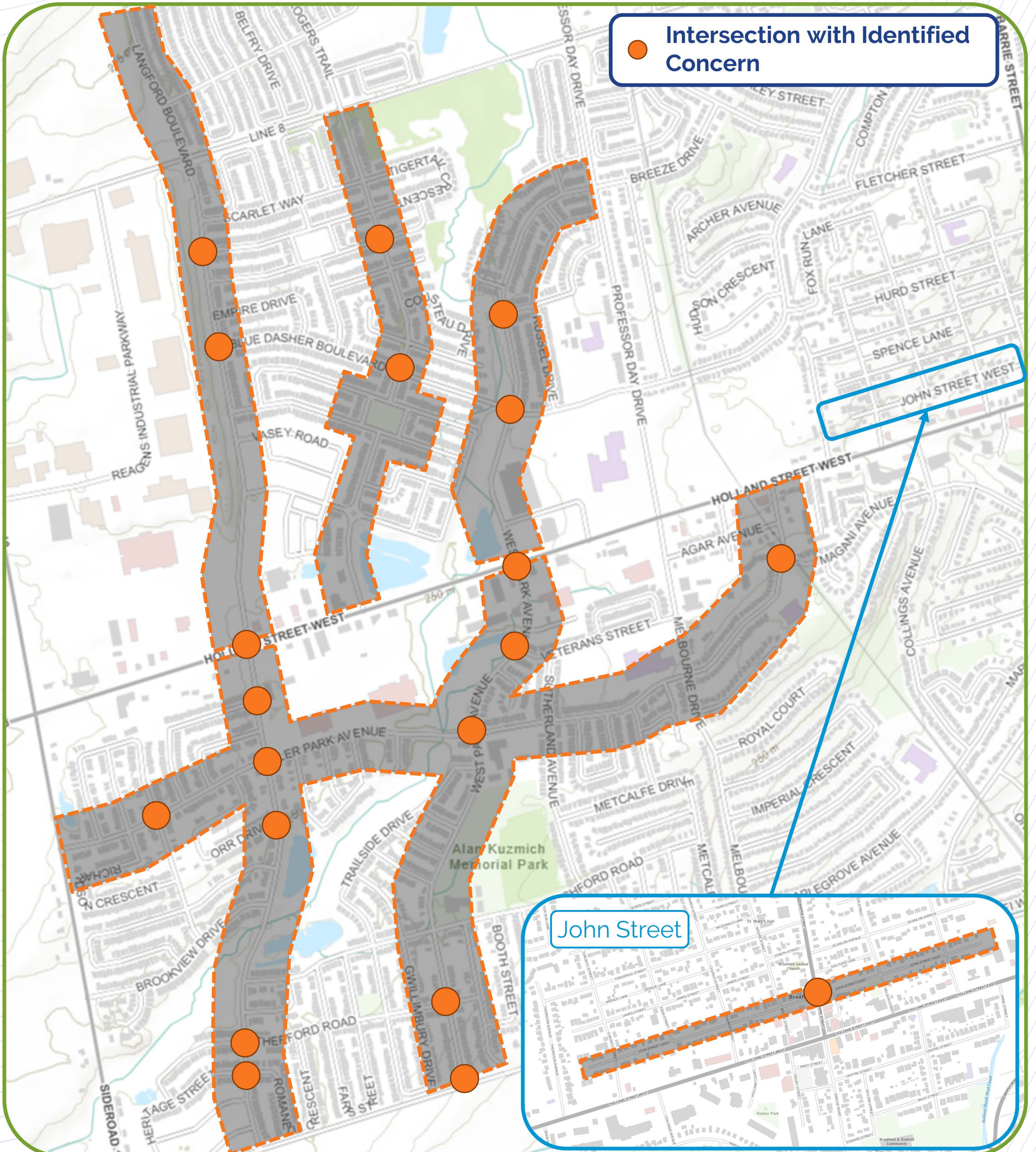
Developing Traffic Calming Plan

Traffic Calming plans for the study areas were developed using the following process:

1. Consider the Proposed Cycling Routes in the Town of Bradford West Gwillimbury Transportation Master Plan and confirm cycling facility type.
2. Address intersection concerns and review mid-block pedestrian crossing opportunities (see Board 4).
3. Assess areas with excessive speeding (see Board 5) and consider applicable traffic calming measures.
4. Reassess existing traffic calming measures (including Automated Speed Enforcement) already installed.
5. Consider additional traffic calming measures at neighbourhood entrances and throughout the study area to maintain lower speeds.

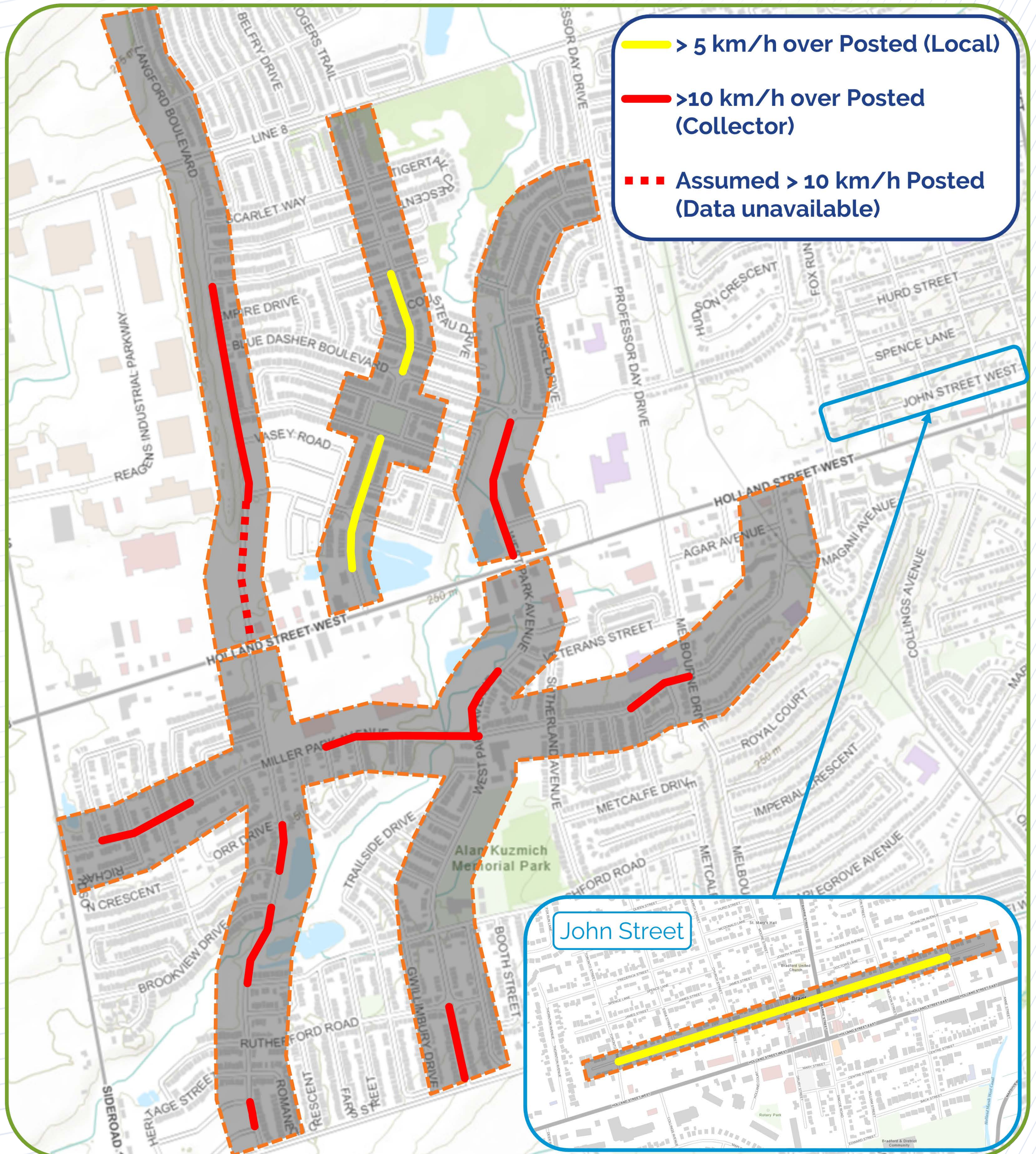
Intersection Concerns

The map below depicts intersections where residents, Councillors and Town staff identified concerns.



Excessive Speeding

The map below depicts road segments where excessive speeding was observed, defined as greater than 5 km/h (Local) or 10 km/h (Collector) over the posted speed limit.



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.

Traffic Calming Measures

Flexible Bollards are a rubber post placed in the centre of a road to make drivers uncomfortable travelling at high speeds due to less space on the road. Installed seasonally (May to October)



Flexible Bollards

Pavement Markings are used to draw attention to a specific area or information. Centrelines and pedestrian crosswalks are all types of pavement markings.



Ladder Crosswalk Markings

Automated Speed Enforcement (ASE) uses a camera and speed measurement device to detect vehicles travelling above the posted speed limit. Tickets are mailed to the address corresponding to the vehicle's license plate.



Centreline and Edgeline Markings

Speed Watch cameras capture vehicles travelling above the posted speed limit. The vehicle owner is sent a warning letter.

Pedestrian Crossover (PXO) is a portion of roadway distinctly indicated for pedestrian crossings by signage and pavement markings.



Pedestrian Crossover (PXO)

Traffic Calming Measures

Curb Extension is a horizontal intrusion into the road resulting in a narrow section. The narrowed road causes a driver to feel confined, resulting in lower speeds.



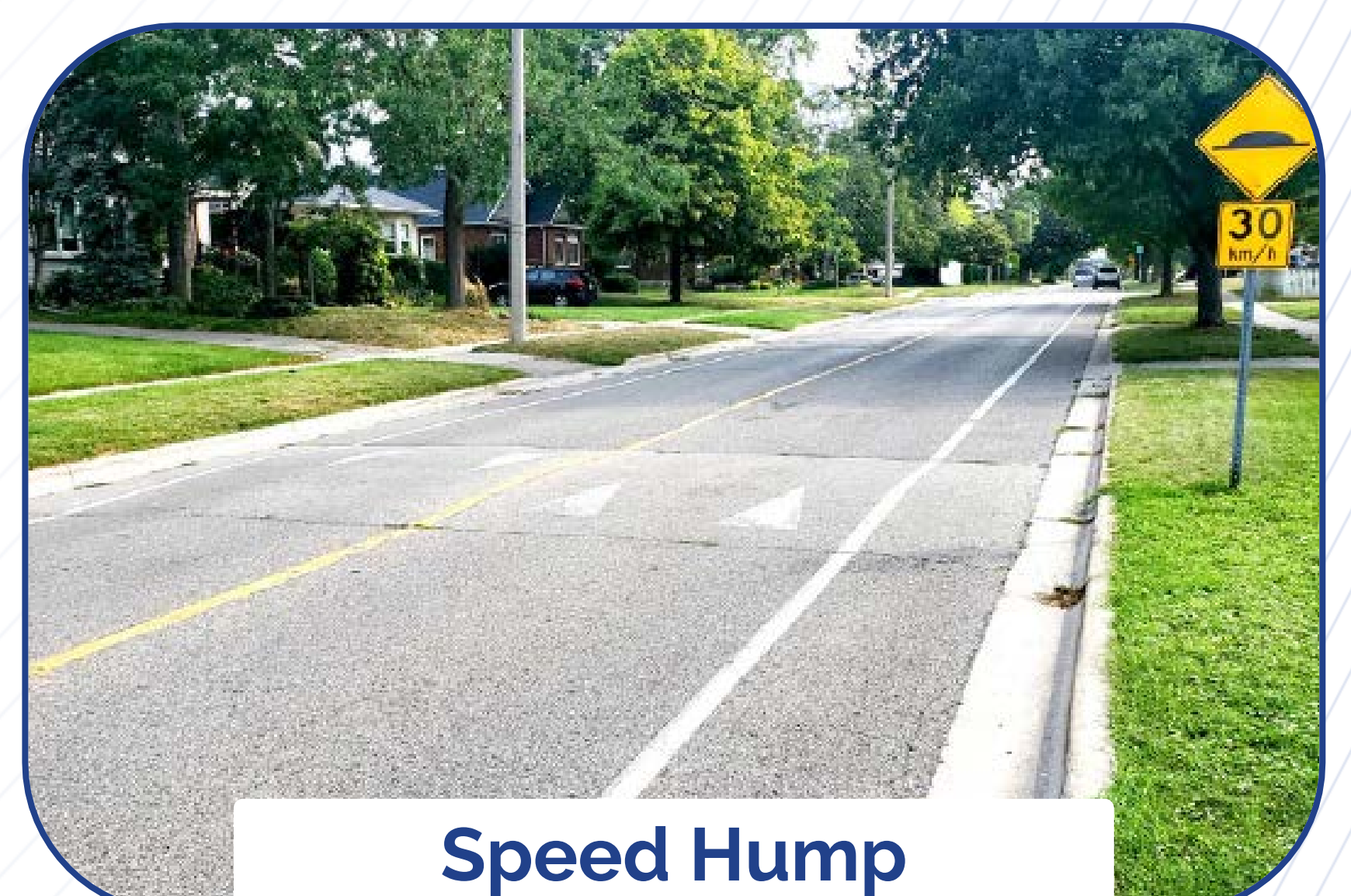
Curb Radius Reduction is an intersection corner with a reduced radius, which slows down right-turning vehicles. This reduces crossing distances for pedestrians and improves visibility of pedestrians.



Raised crossing is a marked pedestrian crosswalk constructed at a higher elevation than the adjacent roadway. This reduces vehicle speeds, improves pedestrian visibility and reduces pedestrian-vehicle conflicts.



Speed humps are road features designed to slow down vehicles by creating a raised section of pavement across the roadway.



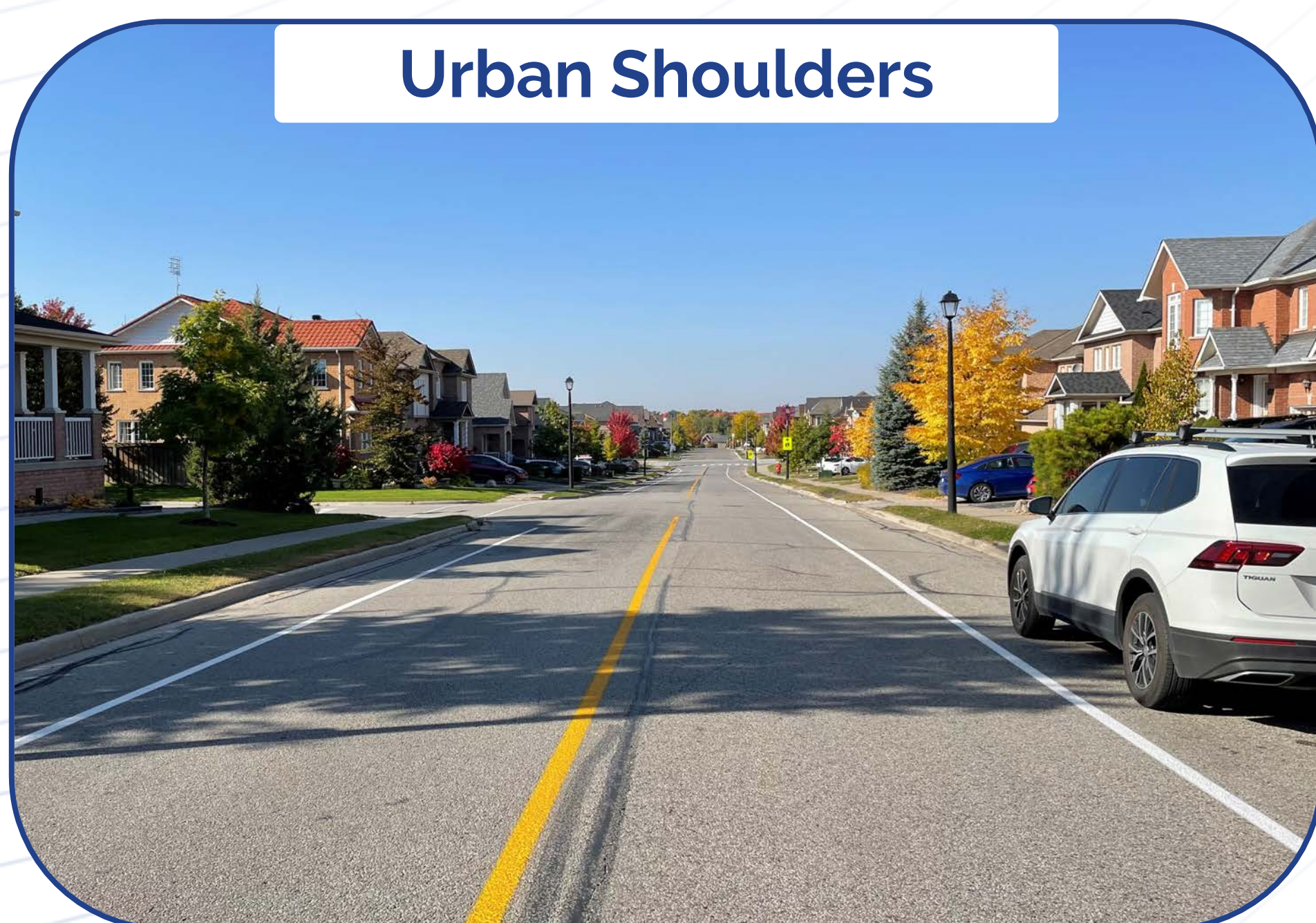
Traffic Calming Measures

Lane Narrowing is the process of reducing lane widths using pavement markings or other features. The intention is for drivers to perceive the roadway to be less comfortable at higher speeds due to the narrowing of the lanes and ultimately reduce operating speeds.

Urban Shoulder is a space that consists of a white line painted anywhere from 1.0 to 2.5 metres away from a curb to create a visual “road diet”. All parking restrictions remain as they were, and any on-street parking continues to be permitted after the lines are painted.

A cyclist may choose to ride in the urban shoulder instead of riding in the vehicular shared lane. An urban shoulder is not an alternative to a dedicated cycling facility, but a traffic calming measure to slow down vehicular traffic.

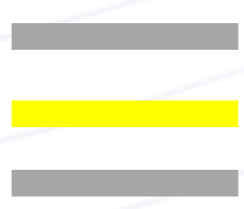
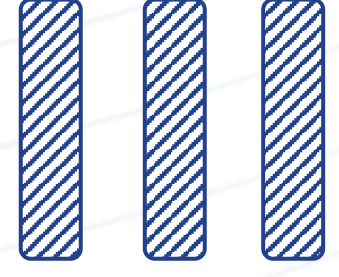



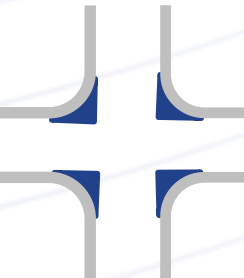

Bike Lanes are a portion of the road designated by pavement markings and signage for the exclusive use by people riding bikes. On-street parking is removed to permit bike lanes.



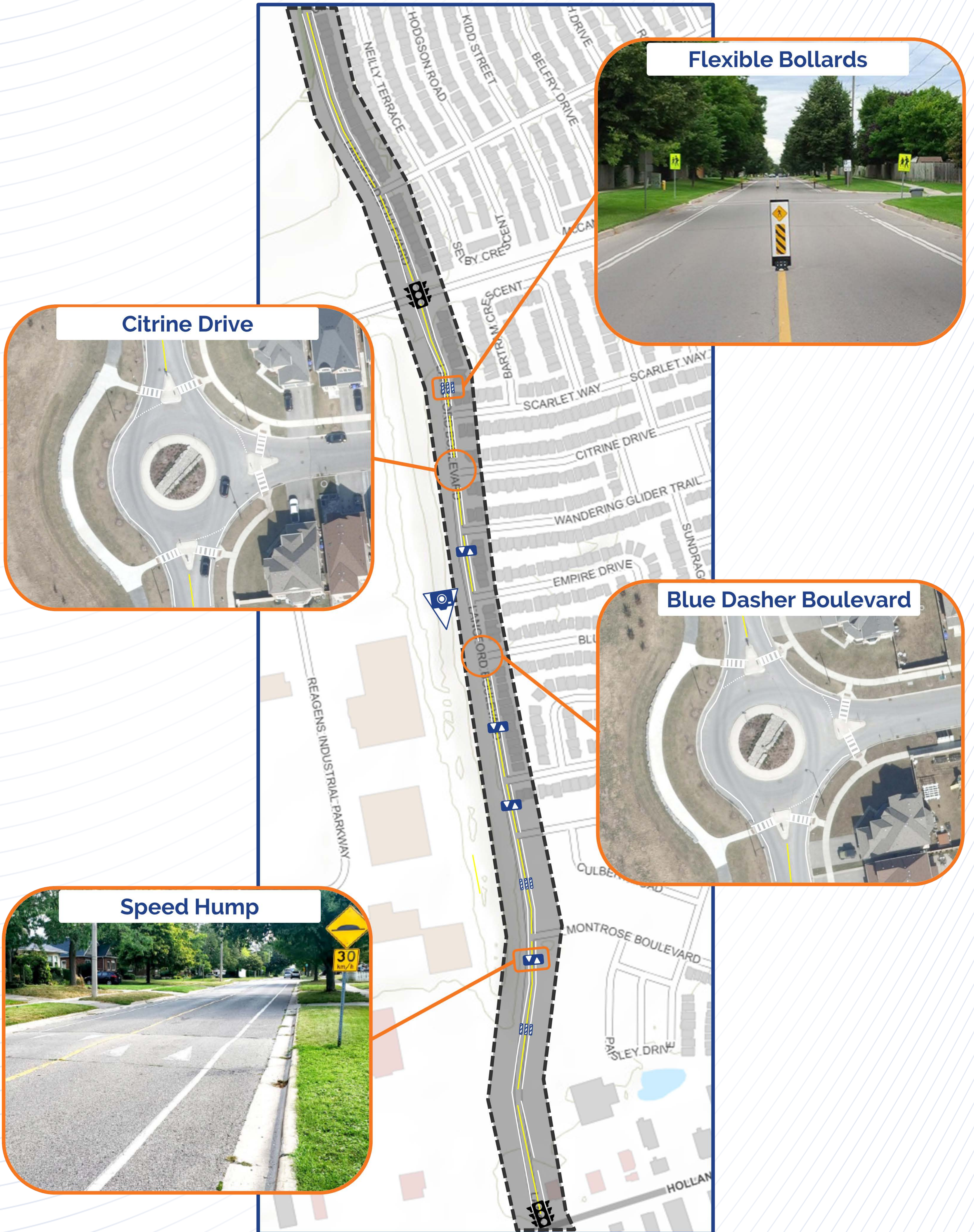
Langford Boulevard

Traffic Calming Measures

The table below details the proposed traffic calming measures and locations for the Langford Boulevard Corridor. The legend symbols correspond with the diagrams shown on Boards 11 and 12.

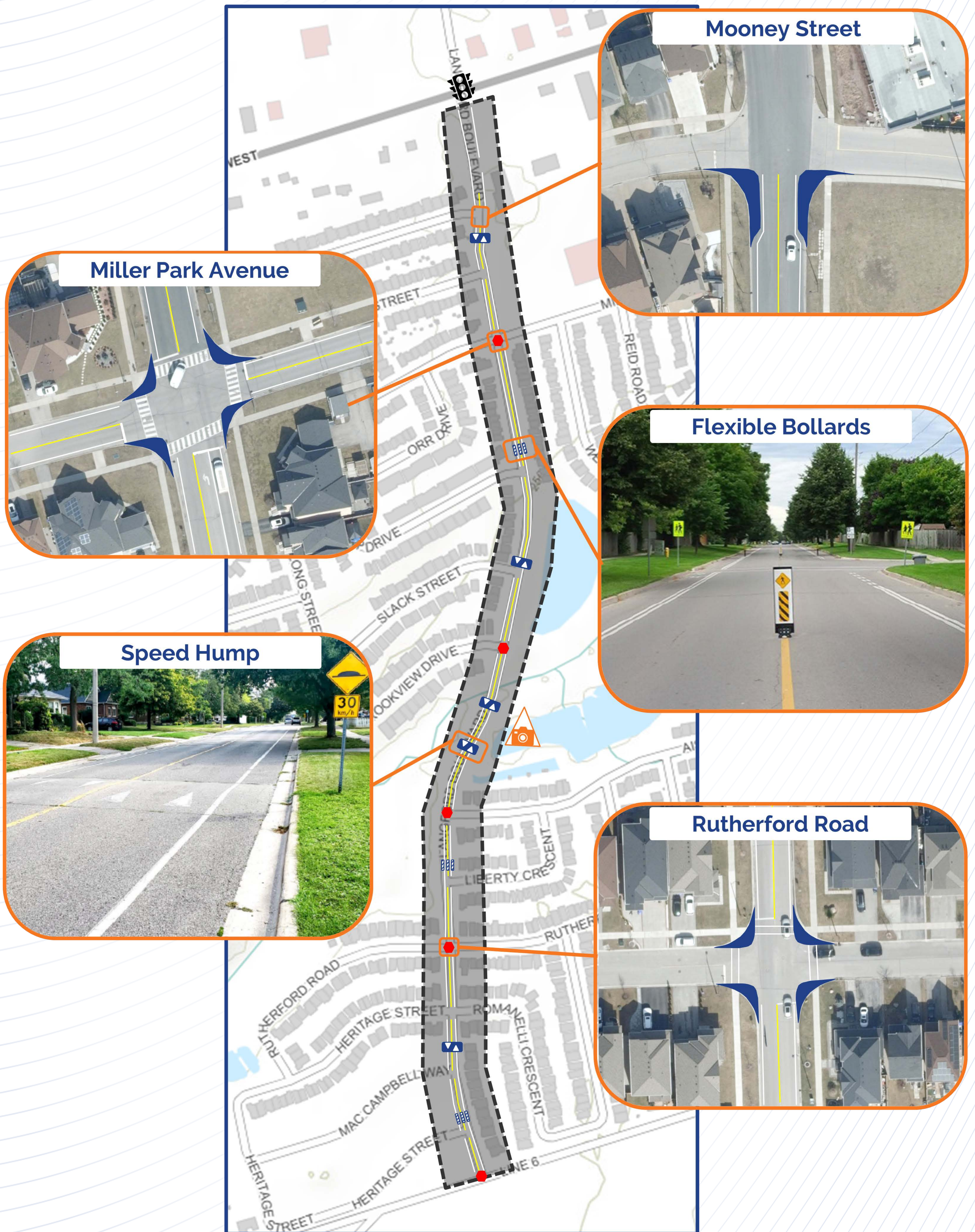
Legend	Measure	Location
	Urban Shoulders or Bike Lanes	<ul style="list-style-type: none"> • Entire corridor
	Flexible Bollards	<ul style="list-style-type: none"> • North of Scarlet Way • North of Montrose Boulevard • Start of Multi-use Path • North of Weir Street at speed hump (existing) • North of Liberty Crescent • North of Heritage Street (south)
	Pavement Markings	<ul style="list-style-type: none"> • Citrine Drive • Blue Dasher Boulevard
	Speed Watch Camera	<ul style="list-style-type: none"> • Northbound between Brookview Drive and Aishford Road
	Automated Speed Enforcement (ASE)	<ul style="list-style-type: none"> • Southbound between Blue Dasher Boulevard and Meadowhawk Trail
	Curb Radius Reduction	<ul style="list-style-type: none"> • Mooney Street (only south leg with curb extensions) • Miller Park Avenue • Rutherford Road
	Speed Hump	<ul style="list-style-type: none"> • North of Empire Drive • North of Meadowhawk Trail • South of Montrose Boulevard • North of Weir Street (existing) • North of Slack Street • 80 metres south of Brookview Drive • 90 metres north of Aishford Road • North of Mac Campbell Way

Langford Boulevard North of Holland Street



Langford Boulevard


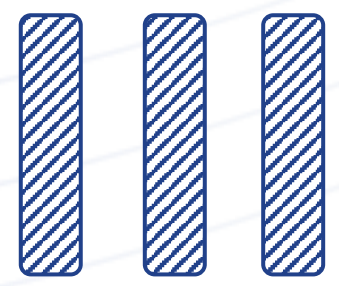



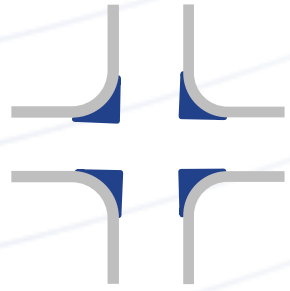
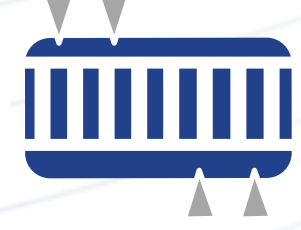

South of Holland Street



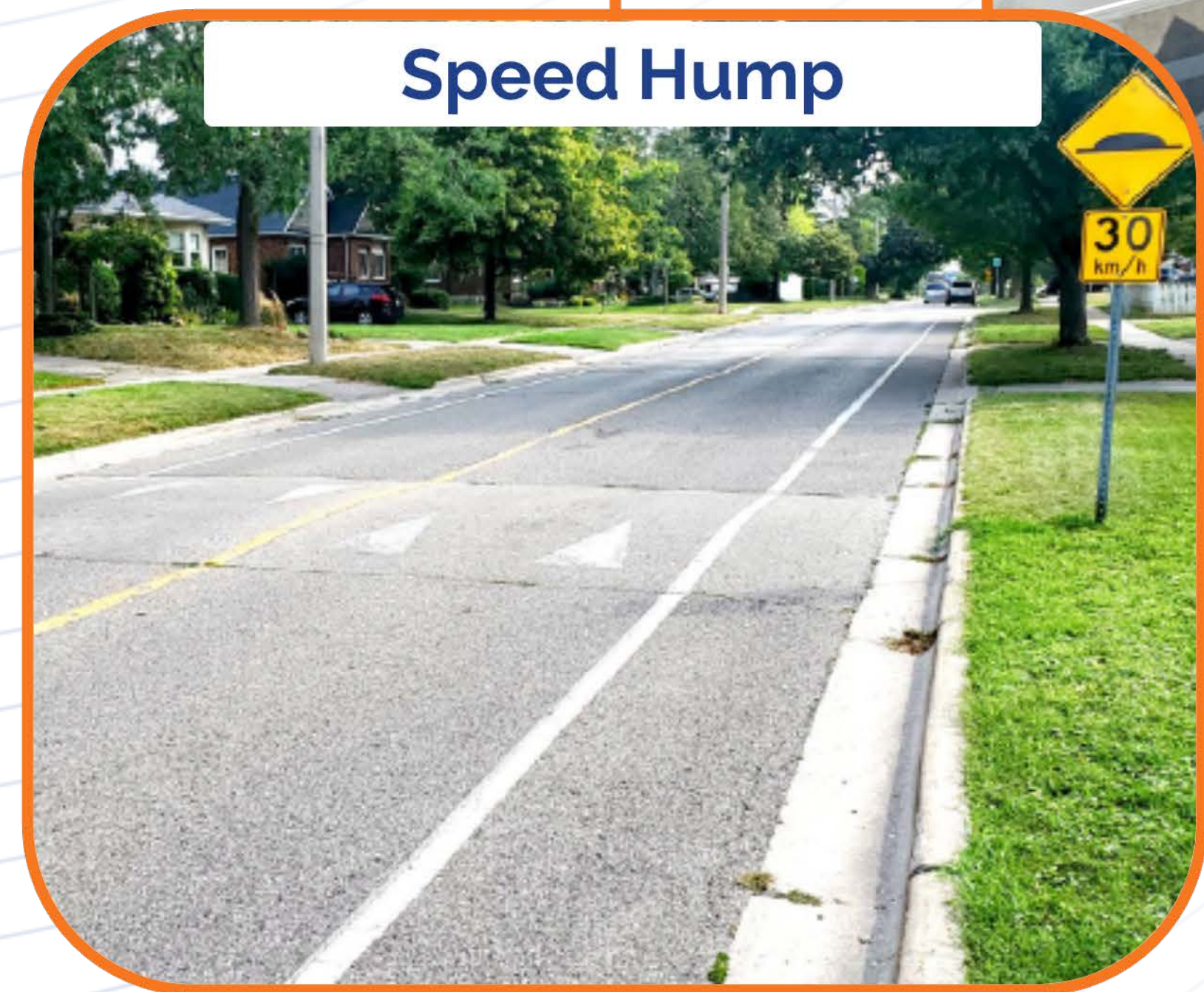
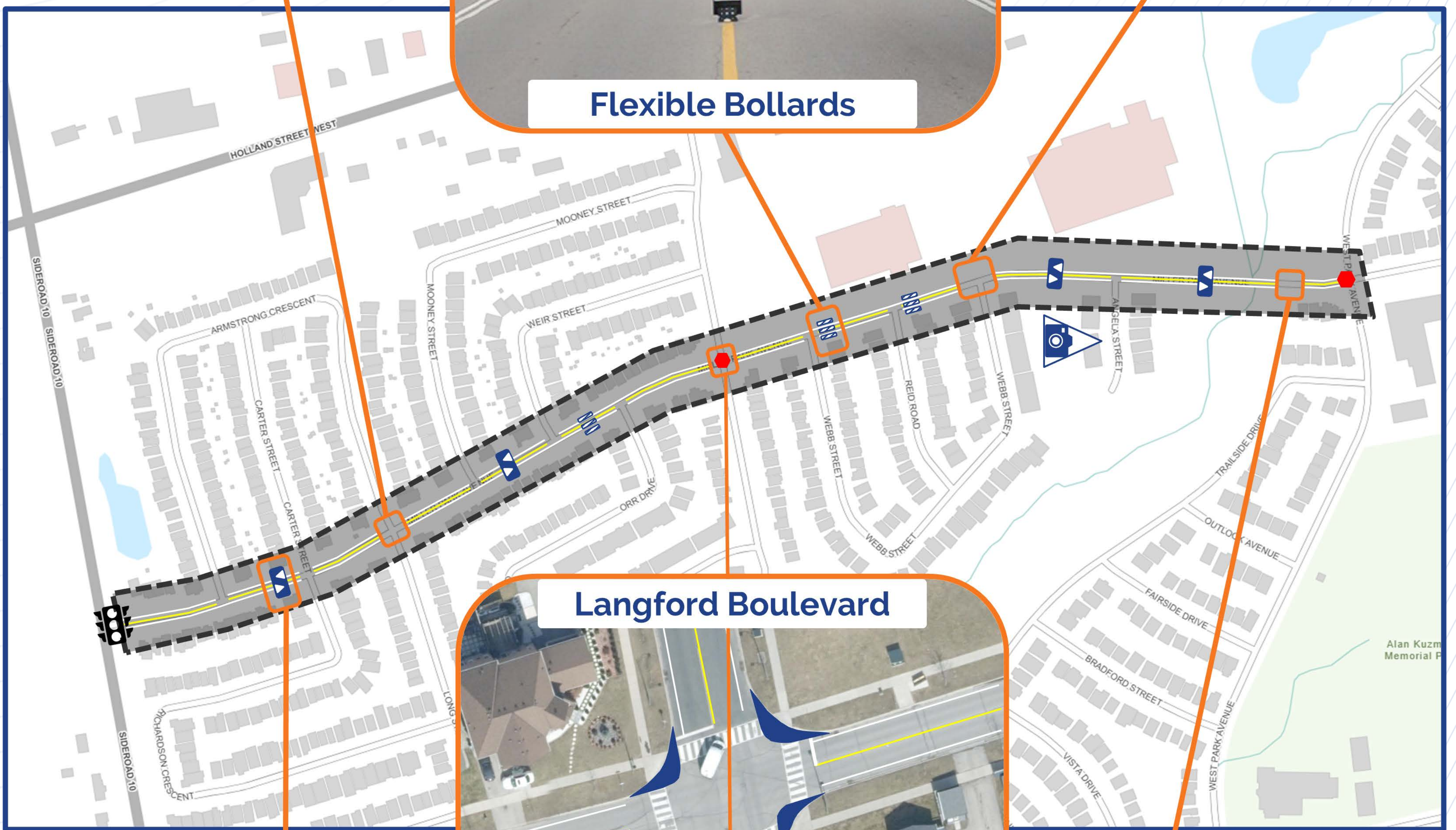
Miller Park Avenue

Traffic Calming Measures

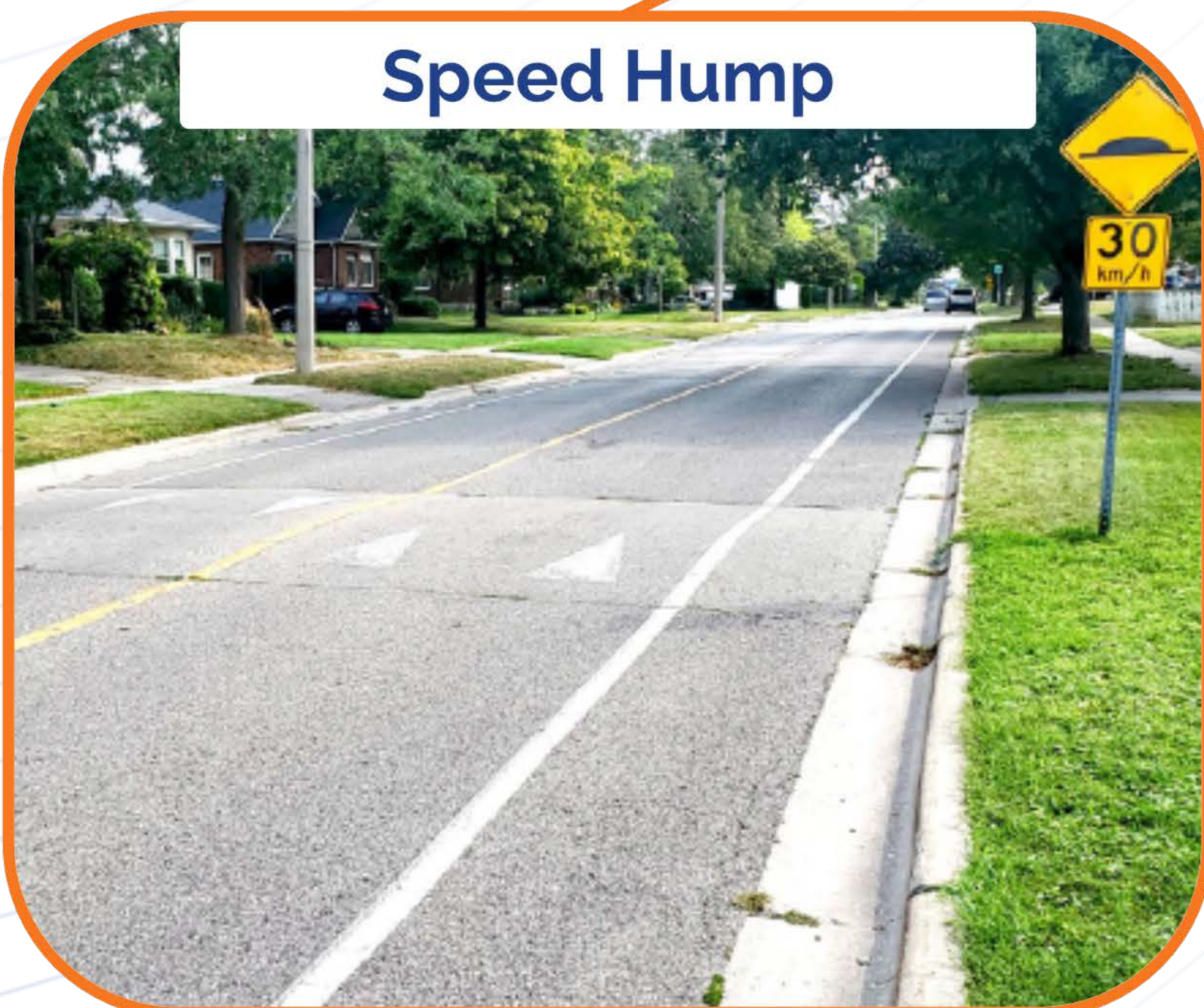
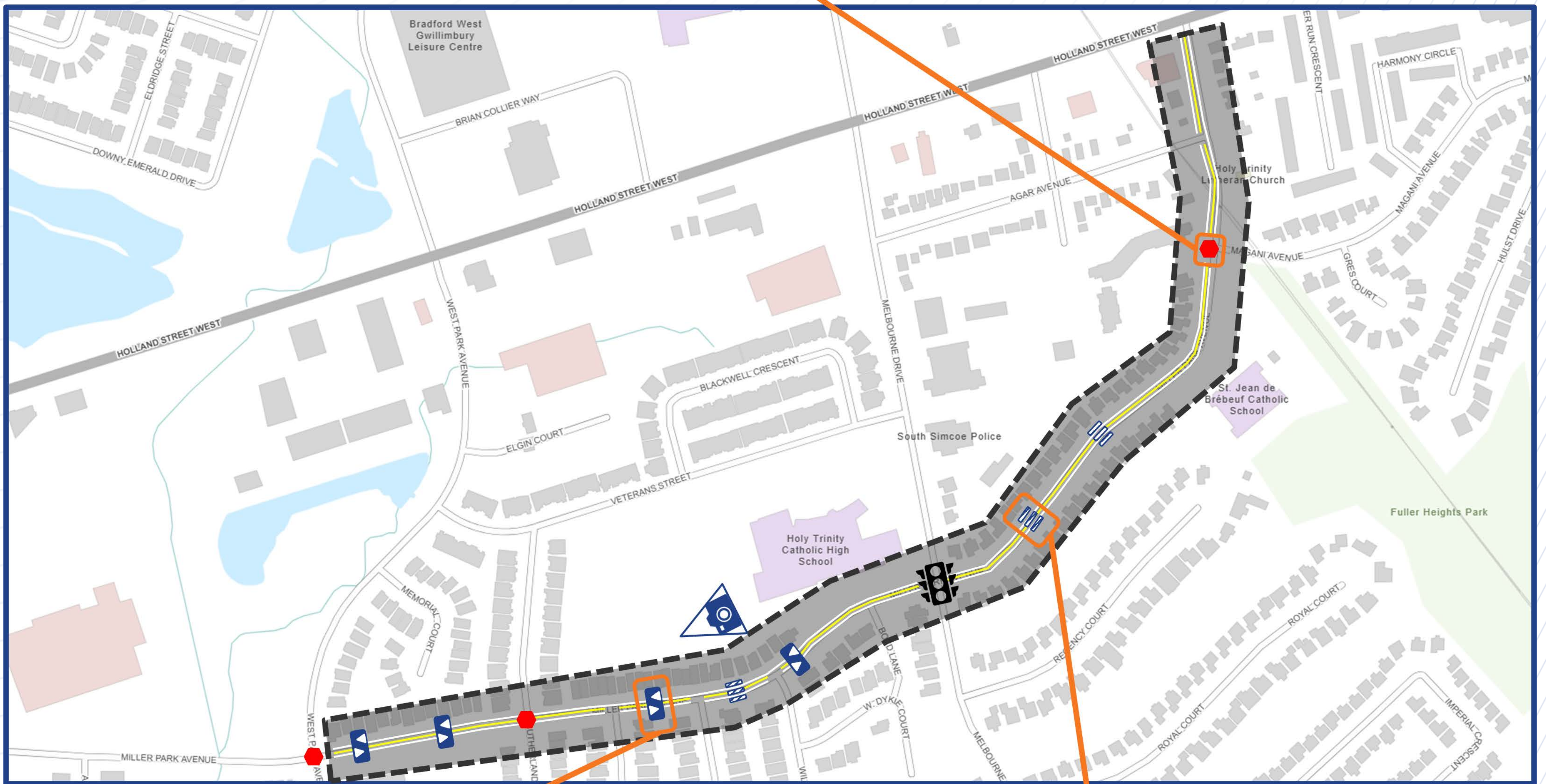
The table below details the proposed traffic calming measures and locations for the Miller Park Avenue Corridor. The legend symbols correspond with the diagrams shown on Boards 14 and 15.

Legend	Measure	Location
	Urban Shoulders or Bike Lanes	<ul style="list-style-type: none"> • Entire corridor
	Flexible Bollards	<ul style="list-style-type: none"> • East Weir Street • West of Webb Street (west) • West of Reid Street • East of Milby Crescent (east) • Between Melbornue Avenue and Magani Avenue (2 sets)
	Pavement Markings	<ul style="list-style-type: none"> • Magani Avenue
	Pedestrian Crossover (PXO)	<ul style="list-style-type: none"> • Grand Central Valley Land Trail (PXO Level 2 Type D)
	Automated Speed Enforcement (ASE)	<ul style="list-style-type: none"> • Eastbound between Webb Street and Angela Street • Westbound between Milby Crescent and Wilson Drive
	Curb Radius Reduction	<ul style="list-style-type: none"> • Langford Boulevard
	Raised Crosswalk	<ul style="list-style-type: none"> • East leg at Armstrong Crescent/Long Street
	Speed Hump	<ul style="list-style-type: none"> • West of Carter Street • East of Mooney Street • At Angela Parkette • East of 480 driveway • Between West Park Avenue and Sutherland Avenue (2 sets, existing) • Between Milby Crescent west and east • East of Wilson Drive

Miller Park Avenue West of West Park Avenue



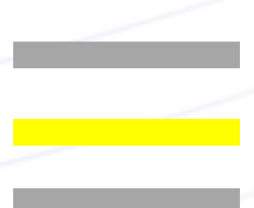

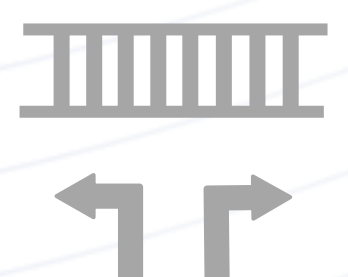


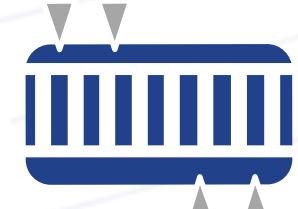

Miller Park Avenue East of West Park Avenue



West Park Avenue

Traffic Calming Measures

The table below details the proposed traffic calming measures and locations for the West Park Avenue Corridor. The legend symbols correspond with the diagrams shown on Boards 17 and 18.

Legend	Measure	Location
	Urban Shoulders	<ul style="list-style-type: none"> • Entire corridor
	Flexible Bollards	<ul style="list-style-type: none"> • South of Collis Drive • South of Huron Lane (existing)
	Pavement Markings	<ul style="list-style-type: none"> • Blue Dasher Boulevard • Outlook Avenue • Rutherford Road • Line 6
	Pedestrian Crossover (PXO)	<ul style="list-style-type: none"> • North leg at Huron Lane
	Automated Speed Enforcement (ASE)	<ul style="list-style-type: none"> • Southbound between Blue Dasher Boulevard and Holland Street West
	Raised Crosswalk	<ul style="list-style-type: none"> • North leg at Huron Lane
	Speed Hump	<ul style="list-style-type: none"> • Between 668 & 662 (existing) • Between 551 & 547 (existing) • 140 metres south of Blue Dasher Boulevard • 80 metres north of Brian Collier Way • Between Memorial Court and Miller Park Avenue (2 sets) • South of Trailside Drive • North of Fairside Drive • North of Bradford Street • North of Rutherford Road • North of Line 6

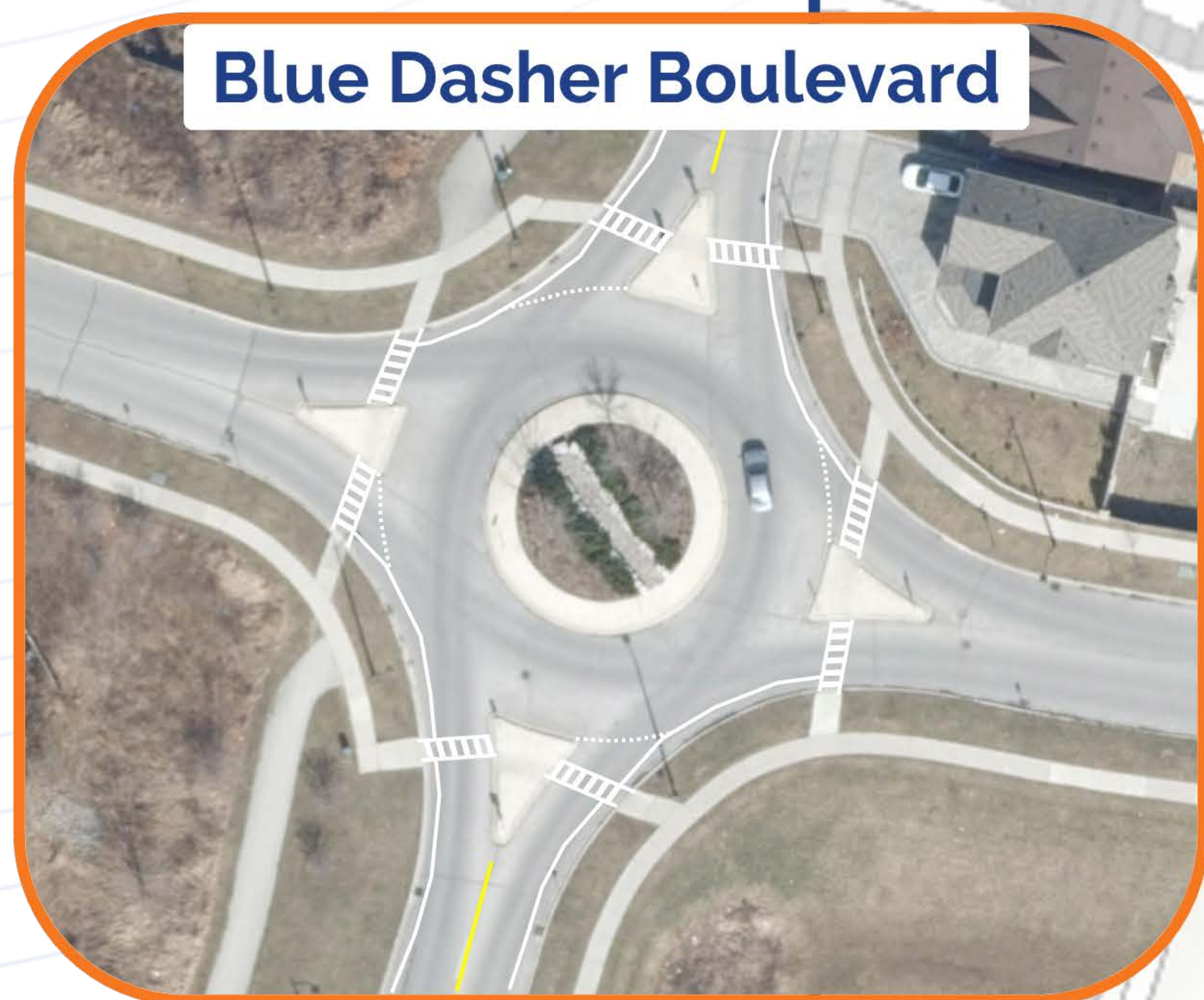
West Park Avenue North of Holland Street



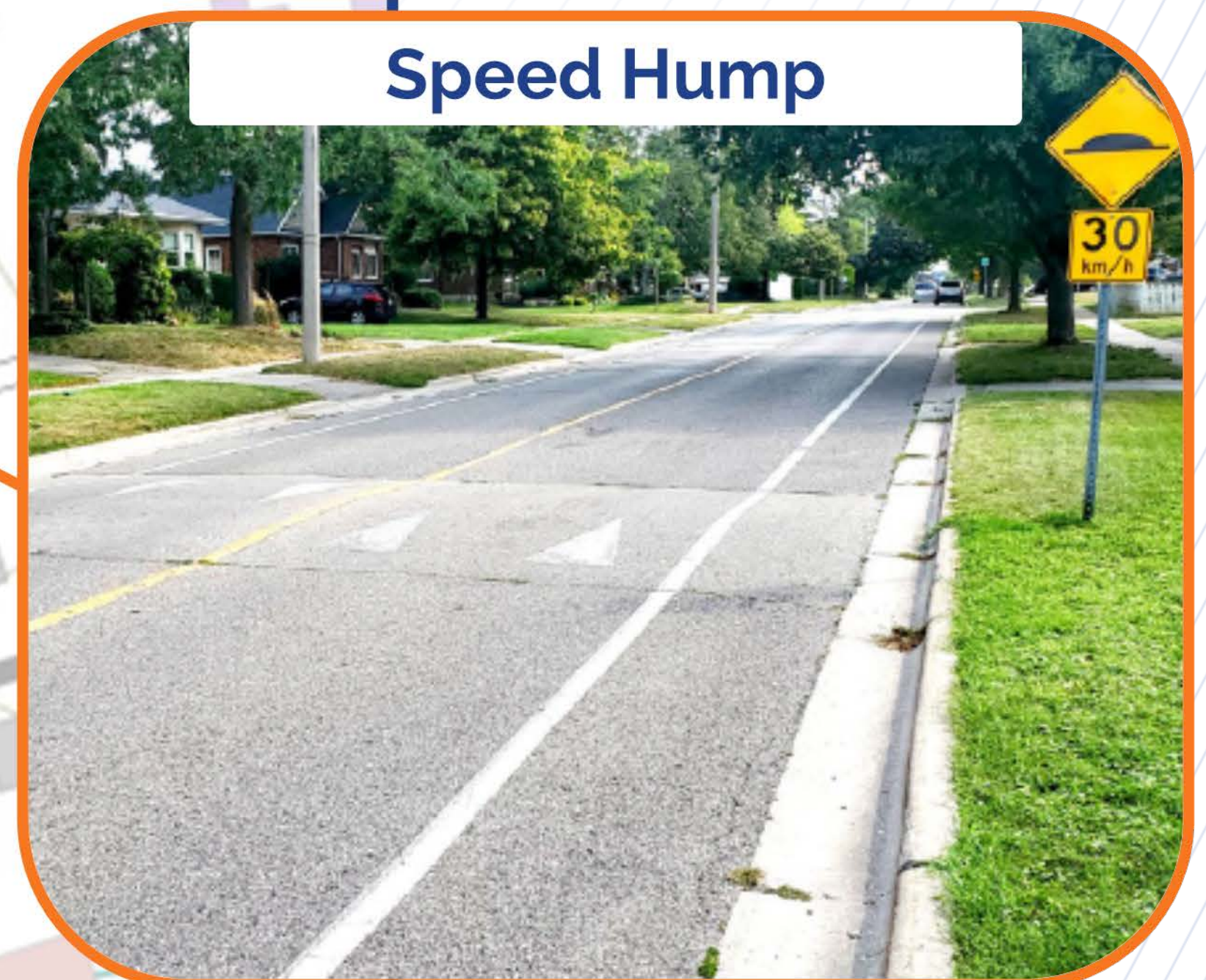
Flexible Bollard



Huron Lane



Blue Dasher Boulevard



Speed Hump

West Park Avenue South of Holland Avenue



Outlook Avenue



Speed Hump



Rutherford Road



Line 6



Summerlyn Trail

Traffic Calming Measures

The table below details the proposed traffic calming measures and locations for the Summerlyn Trail Corridor. The legend symbols correspond with the diagrams shown on Board 20.

Legend	Measure	Location
	Urban Shoulders or Bike Lanes	<ul style="list-style-type: none"> • Entire corridor
	Flexible Bollards	<ul style="list-style-type: none"> • North of Jewelwing Court • South of Downey Emerald Drive
	Pavement Markings	<ul style="list-style-type: none"> • Wandering Glider Trail/Green Darner Trail • Blue Dasher Boulevard • Montrose Boulevard/Downey Emerald Drive
	Speed Hump	<ul style="list-style-type: none"> • Between Line 8 and Scarlet Way (existing) • 40 metres south of Scarlet Way (existing) • South of Acorn Lane/Irwin Place • North of Corwin Drive



Summerlyn Trail

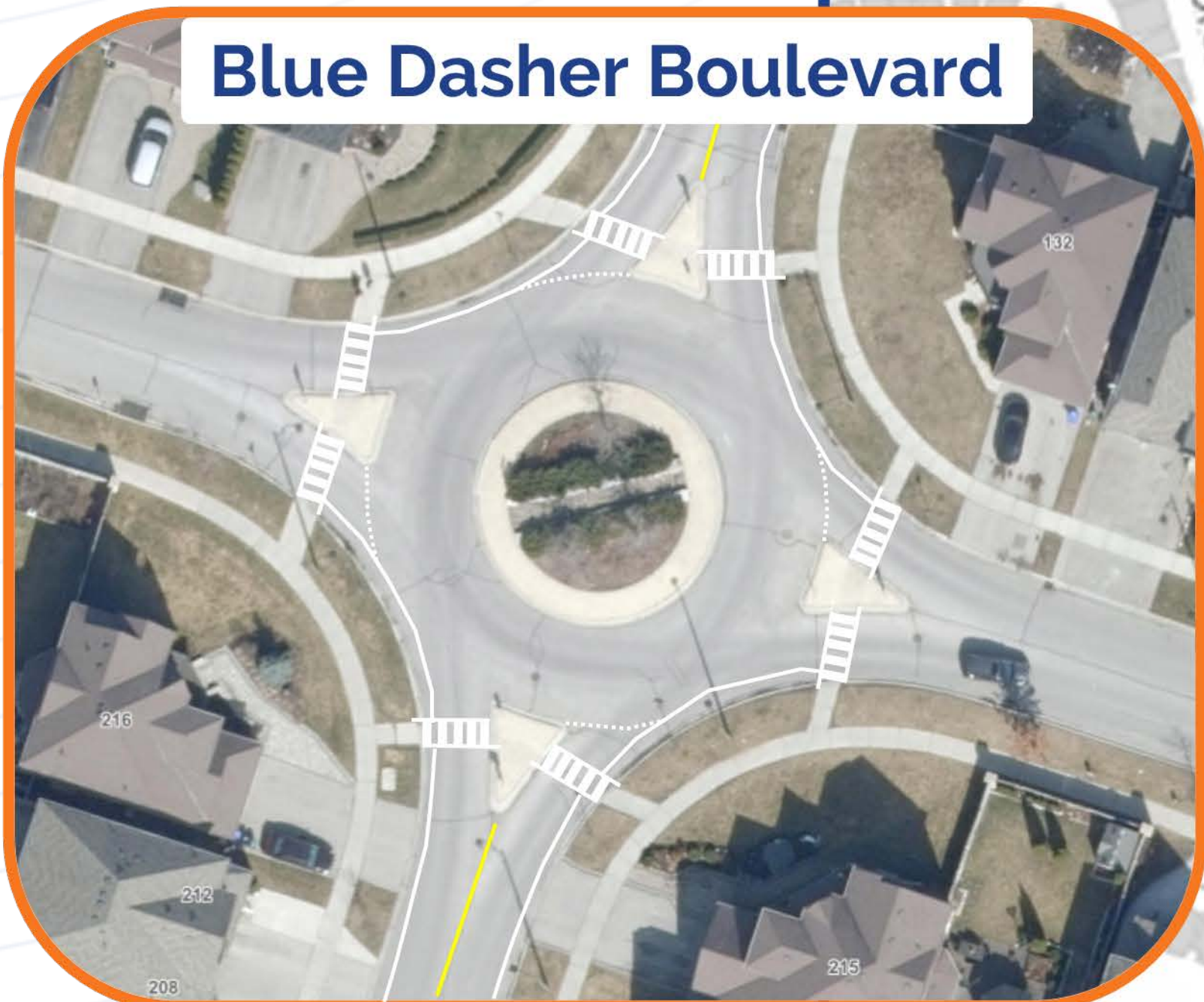
Speed Hump



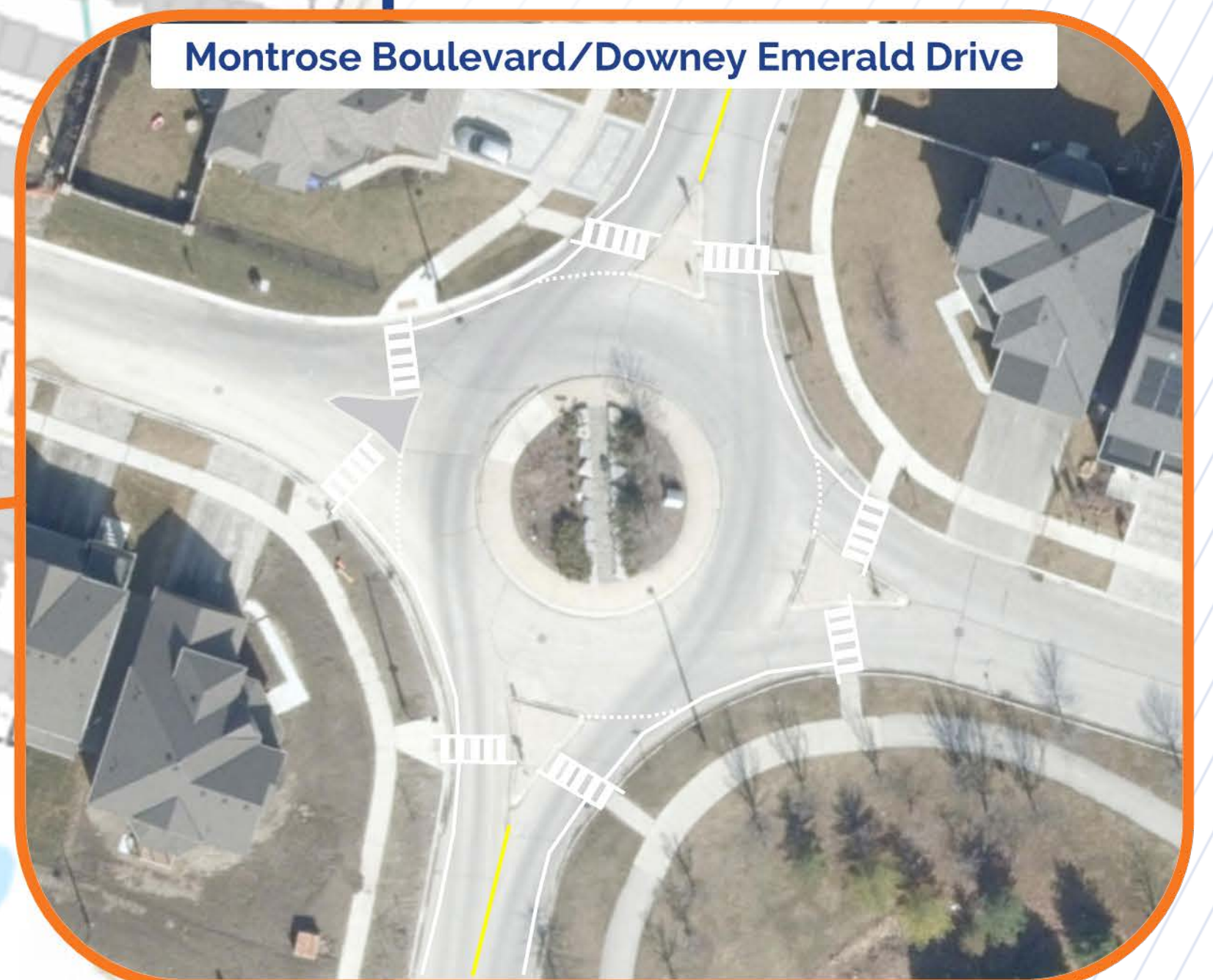
Wandering Glider Trail/Green Darner Trail



Blue Dasher Boulevard



Montrose Boulevard/Downey Emerald Drive




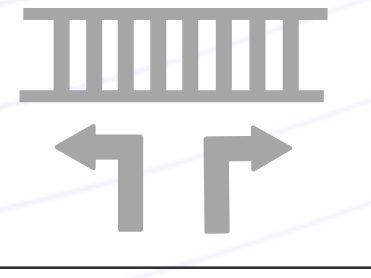

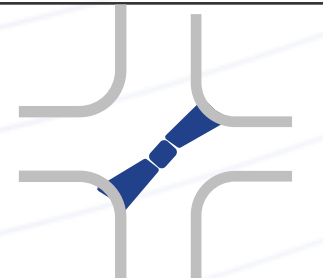
Flexible Bollard



John Street

Traffic Calming Measures

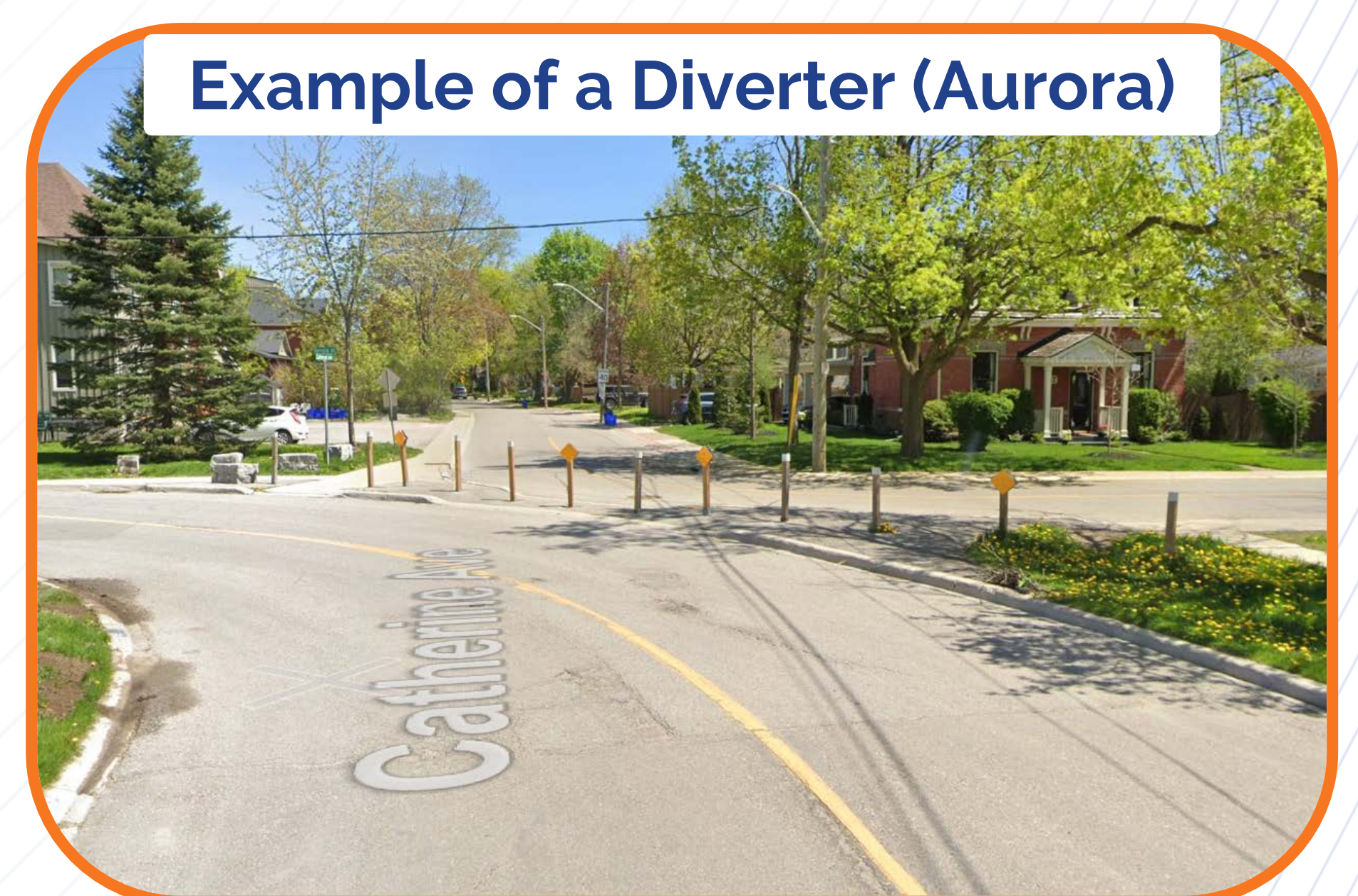
The table below details the proposed traffic calming measures and locations for the John Street Corridor. The legend symbols correspond with the diagrams shown on Board 22.

Legend	Measure	Location
	Urban Shoulders or Bike Lanes	<ul style="list-style-type: none"> • Entire corridor
	Pavement Markings	<ul style="list-style-type: none"> • Barrie Street
	Speed Hump	<ul style="list-style-type: none"> • Between Toronto Street and Essa Street (2 sets) • Between Essa Street and Church Street
	Diverter	<ul style="list-style-type: none"> • John Street & Nelson Street • Scanlon Avenue & Nelson Street

Diverter

A diverter is a barrier which covers the entire width of an intersection and limits the turning movements that can be made by vehicles traveling on the road. The diverter can include openings for cyclist access.

To limit cut-through traffic on John Street, diverters could be placed at the intersection of John Street and Nelson Street. A second diverter would be placed at Scanlon Avenue and Nelson Street to stop traffic from diverting to Scanlon Avenue.

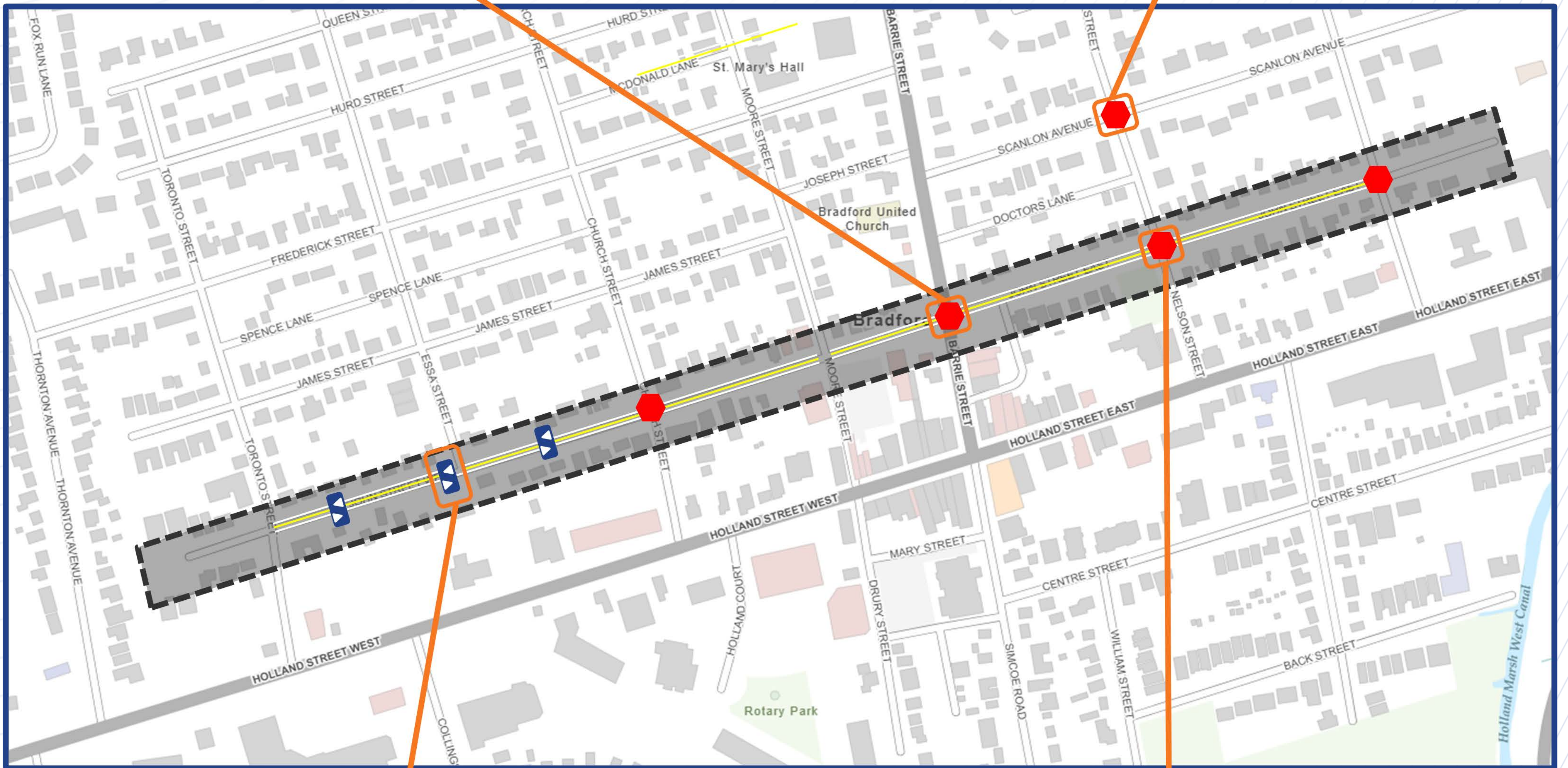


John Street

Barrie Street



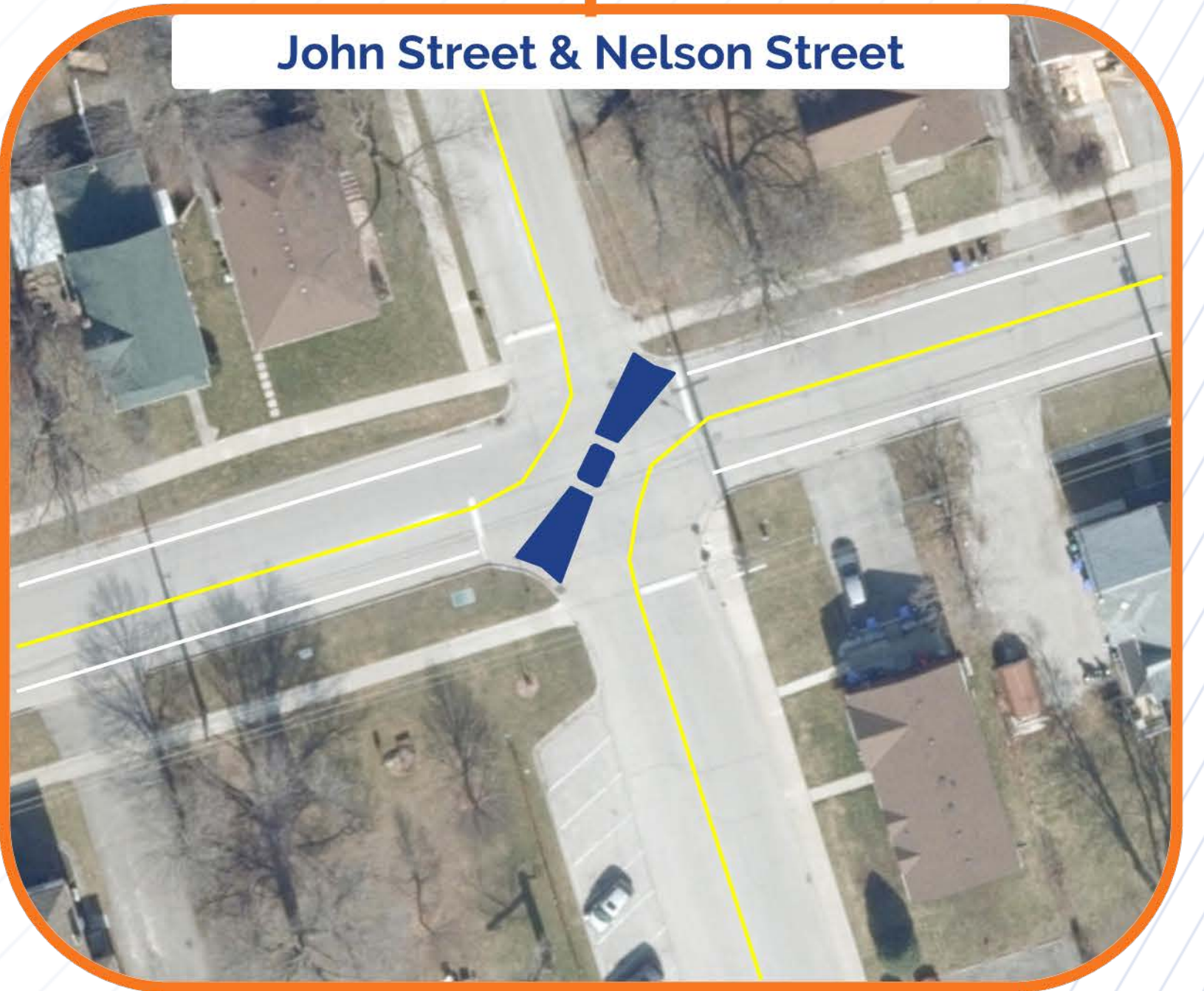
Scanlon Street & Nelson Street



Speed Hump



John Street & Nelson Street



Next Steps

After this meeting, we will:

- Accept further feedback until **May 9, 2025**
- Review and analyze resident input
- Finalize traffic calming plans for each study area
- Present traffic calming plans to Strategic Initiatives Committee for approval on **May 27, 2025**

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*.