

Staff Report

Community Services

Report To: Committee of the Whole Meeting

Meeting Date: August 9, 2022 Report Number: CSOPS.22.064

Title: Clarksburg Village Association Deputation Response from June 20,

2022

Prepared by: Ryan Gibbons, Director Community Services

A. Recommendations

THAT Council receive Staff Report CSOPS.22.064, entitled "Clarksburg Village Association Response from June 20, 2022".

AND THAT Council supports in principle the Clarksburg Village Association's request to Grey County Council for speed reduction along Marsh Street and alternative on-street parking options to increase parking capacity along Marsh Street;

AND THAT Council direct staff to request a deputation to Grey County Council in partnership with the Clarksburg Business Association and make a presentation to Grey County Council in regard to the points contained in this report;

AND THAT Council directs staff to bring forward budget considerations in the 2023 budget process to align services, fees, and subsidies between the Clarksburg Village Association and the Thornbury Business Improvement Area.

B. Overview

This report is a follow-up to a deputation from the Clarksburg Village Association on June 20, 2022 requesting support for specific items such as washroom facilities and flower watering as well as support in principle for requests to Grey County regarding speed reduction and parking along Marsh Street.

C. Background

On June 6th and June 20th, 2022, the Clarksburg Village Association (CVA) made deputations to Council identifying enhancements in the Clarksburg Commercial Area by both private business as well as the municipality and introduced requests that included:

- Reduce Speed Limit
- Enact Traffic Calming Measures

- Two (2) Hour Parking Limit from Friday to Sunday
- Increasing Parking (over the next several years)
- Public Washroom Amenities
- Increasing Directional/Wayfinding Signage
- Some Parity with Thornbury with Funds Awarded from TBM Aside from the Levy
- Support and Assistance from Town Council and Staff when we Approach Grey County with the Issues Pertaining to their Jurisdiction

The deputation on June 20th included specific requests of the municipality that included temporary public washroom facilities and for Council to waive the fees associated with flower watering in Clarksburg. Additional requests included support to find solutions for parking, both on-street as well as any alternative locations within the commercial area. On-street parking falls within the control of Grey County. The CVA also requested support in principle from Council to approach Grey County and request a reduction of speed along Marsh Street through the commercial area of Clarksburg and to consider alternative on-street parking that would increase the parking capacity primarily on weekends.

During the deputation staff identified that the Town had previously purchased property in Clarksburg for parking. The property was never developed as a parking lot due to objections from residents. Further investigation will be required to determine if this property will be suitable for a potential parking lot. The property is identified in Attachment 1 to this report.

The deputation also requested an alignment of services, fees, and subsidies with the Thornbury Business Improvement Area (BIA). Staff are recommending that this be included in the 2023 draft budget.

Many of these items have been discussed through a range of venues over the years. Previous Town of the Blue Mountains Councils have invested in the purchase of land for possible parking, construction of sidewalks on Clark Street, trails along the Beaver River, recent replacement of sidewalks on Marsh Street, and placement of a Gazebo and Interpretive Signage at Lion's Park. The stakeholders of Clarksburg have also invested heavily in Clarksburg which is evident in the very successful revitalization of the Marsh Street Centre, beautiful and intriguing artwork in the core area of Clarksburg, and most recently, Mr. Carty's redevelopment of the property on the Southwest corner of the Marsh Street/Clark Street intersection.

D. Analysis

Council approved support for the requests to waive fees associated with flower watering and created a budget of \$10,000 to provide wayfinding signage and temporary washroom facilities for the remainder of 2022. Council also supported staff reviewing preliminary options for a more permanent washroom facility in the Clarksburg Area. Staff have reached out to the Grey Sauble Conservation Authority (GSCA) for initial comments as most of the municipally owned land in this area falls within the GSCA regulated zone. Wayfinding signage in this area will also be consider through the overall Town review.

Staff have been able to provide some data regarding traffic and speed along Marsh Street to the CVA for their request to Grey County. The request for parody between the Thornbury BIA and the CVA will be brought forward by staff in the draft 2023 budget.

In 2020, at the direction of The Blue Mountains Police Services Board, the Town sent correspondence to the County of Grey requesting consideration of the reduction of speed limit and extending the existing Community Safety Zone (Attachment 4).

There are some existing viable parking opportunities in Clarksburg, however the opportunities are still very limited opportunities on Town owned land outside of the property identified in Attachment 1. If requests to Grey County do not result in additional or adequate parking and the current Town owned property is not considered suitable, additional review of potential opportunities would need to be considered.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

None at this time but consideration will be given when reviewing washroom facilities, parking areas budget related requests.

G. Financial Impacts

Council has approved \$10,000 to support wayfinding signage and temporary washroom facilities for 2022. Additional financial considerations will be included in the 2023 draft budget.

H. In Consultation With

Clarksburg Village Association

Shawn Everitt, CAO

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Ryan Gibbons, Director Community Services directorcs@thebluemountains.ca.

J. Attached

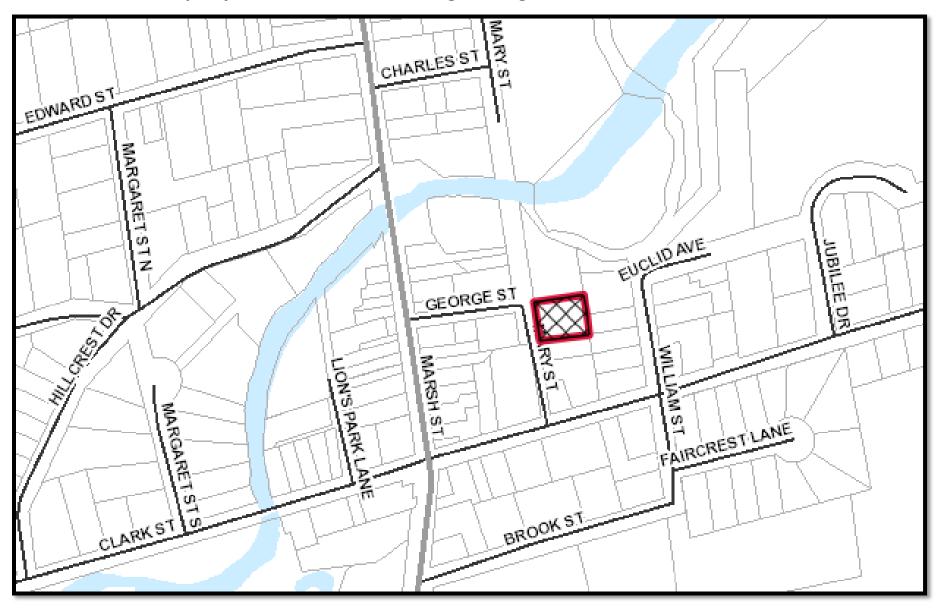
- 1. Town Owned Property Purchased for Clarksburg Parking Lot
- 2. June 6, 2022 Deputation from Clarksburg Village Association
- 3. June 20, 2022 Deputation from Clarksburg Village Association
- 4. Letter to Grey County Re: Extension of Existing Community Safety Zone in Clarksburg and Thornbury

Respectfully submitted,

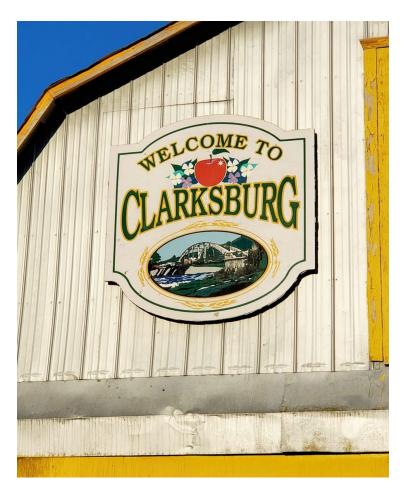
Ryan Gibbons
Director Community Services

For more information, please contact: Ryan Gibbons, Director Community Services <u>directorcs@thebluemountains.ca</u> 519-599-3131 extension 281

Town Owned Property Purchased for Clarksburg Parking Lot



Introduction to Clarksburg





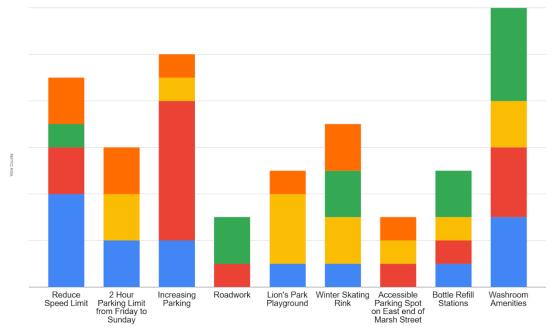
Infrastructure Priorities

Survey results

- Reduce Speed Limit Increases pedestrian safety, wildlife safety, and allows people who drive by to see Clarksburg and the wonderful things we have to offer
- 2 Hour Parking Limit from Friday to Sunday Ensures that all local businesses will have parking available for their customers, regardless of ongoing events
- Increasing Parking Increases the access to downtown Clarksburg so that people can walk and shop downtown. Could be an issue due to lack of parking spaces and/or lack of awareness for available parking spaces
- Roadwork Enhances the appearance of downtown and increases safety for bikers and drivers
- Lion's Park Playground
- Winter Skating Rink
- Accessible Parking Spot on East end of Marsh Street
- Bottle Refill Stations
- Washroom Amenities

To summarize, these are the top 3 priorities:

- Washroom amenities
- Reducing speed limit
- Increasing Parking



Priority Ranking Legend



Examples of private revitalization efforts



Corner of Marsh and Clark – Art gallery, flower shop, ice cream, workout space, e-bike rentals, event centre and more





Before After

More revitalization in progress



Marsh Street Centre patio project



PJ Mart rejuvenation



Some key issues

Which we cannot resolve with your help







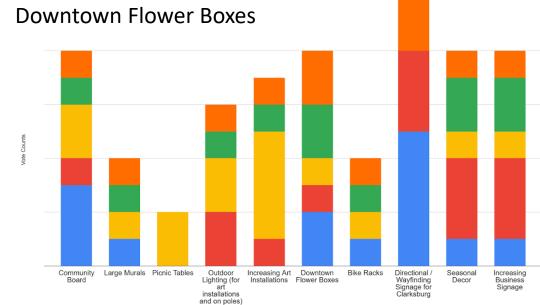
- Parking in places which are not parking spaces
- Parking all day long detriment to retail
- Speeding through regardless of traffic or pedestrians
- U-turns and the bottom of Marsh and Clark
- And then some

Beautification Priorities Survey results

- Community Board
- Large Murals
- Picnic Tables
- Outdoor Lighting
- Increasing Art Installations
- Downtown Flower Boxes
- Bike Racks
- Seasonal Decor
- Increasing Business Signage
- Directional / Wayfinding Signage for Clarksburg Provides people with a better notion of where we are located and prompt Clarksburg as a destination location for individuals driving by.

Summarized, our beautification priorities moving forward are:

- Increasing Directional / Wayfinding signage
- Community Board
- Increasing Business Signage
- Seasonal Decor



Priority Ranking Legend





Before



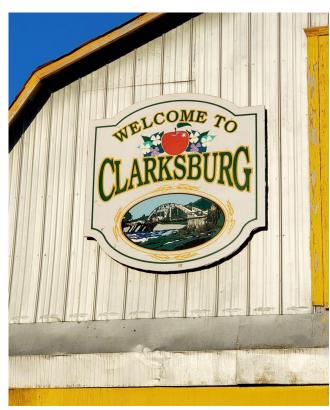
After

We love our new sidewalks, and we want to see more of these commitments in Clarksburg, from the Town of the Blue Mountains.

We will be back in the near future with data and recommendations.

Thank you.

Traffic Calming, Basic Upgrades & How to Find Clarksburg





Traffic Calming

What, how and why

What is Traffic Calming? Traffic calming is a term commonly associated with physical features such as: speed humps, pinch-points, and chicanes. They are installed on a road to reduce the speeds at which vehicles travel, to discourage through traffic, to improve traffic safety, and to improve comfort levels for all road users.

Why use traffic calming efforts?

- Reduce the speed of traffic
- Improve safety for drivers and pedestrians
- Enhance safety of pedestrians and cyclists
- Increase the quality life
- Positive effect for business



Types of Traffic Calming Measures:

- speed humps
- raised intersections
- chicanes
- curb extensions
- traffic islands
- traffic circles
- raised median islands
- crosswalk
- curb extensions at intersections
- speed monitor such as in Kimberley
- angle parking
- speed limit reduction as t Grey County has recently done in Kimberley and Eugenia, all along Grey Road 13. Bruce County is reducing speed limits in 13 of their communities
- police enforcement



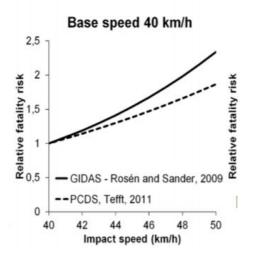


Reducing the Speed Limit

For a safer community

- From Cycle Toronto Nearly all serious injuries and deaths (83%) happen on arterial roads. When a driver hits a pedestrian at 50 km/h, there is an 85% likelihood that the impact will kill the pedestrian. The fatality rate falls to 30% at speeds of 40 km/h. Not only does lowering the speed limit to 40 km/h drastically improve someone's chances of surviving a collision, but driving at a lower speed can help avoid collisions entirely. Even if someone makes a mistake on the road, the increased reaction time can be the difference between a close call and a life-altering injury or death.
- From Engage Waterloo- The likelihood of survival in a collision between a vehicle and a pedestrian is approximately 15% when the vehicle is travelling at 50 km/h. However, the likelihood of survival increases to 70% when the vehicle is travelling at 40 km/h or below.
- Children walk home from school into Clarksburg
- Clarksburg is a valley and thus the elevation encourages greater speeds
- More children's activities happening downtown want to keep them safe
- Collingwood Today about Kimberly, On "Speeding is its own epidemic," said Pat Hoy, director of transportation for Grey County. "We have received more calls about speeding this year than we have ever before. It's a combination of people home during the pandemic, more people walking and cycling. There is a lot of traffic coming up here from the city."
 - Proposed to lower from 50km/hr to 40km/hr in the downtown core "Despite the change not corresponding with the county's official traffic policy, Hoy agreed to the 40 km/h proposal due to the high level of foot traffic in the area. "
 - Other communities, like Eugenia & Paisley, have recently reduced to 40km/hr

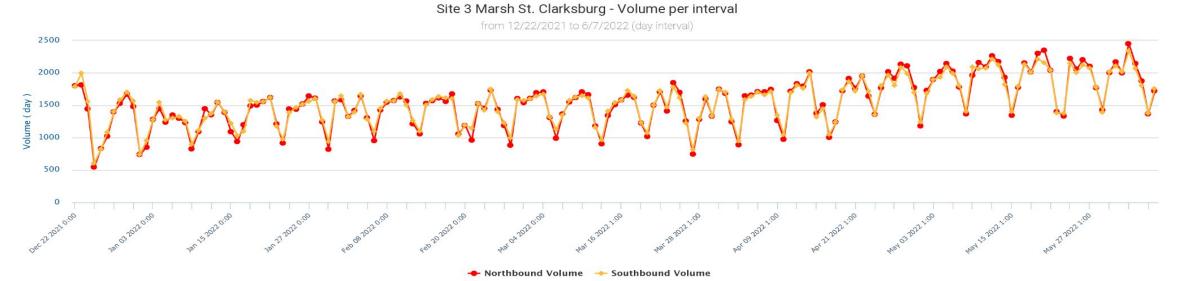


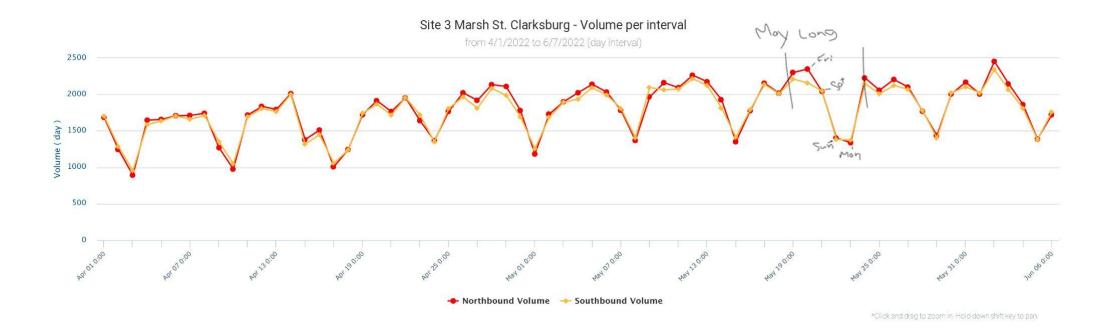


International Transport Forum -Speed and Crash Risk Study



Site 3 Marsh St. Clarksburg - 85th Percentile Speed per interval from 12/22/2021 to 6/7/2022 (week interval) Speed85 (week) [KPH] ◆ Northbound Speed85 ◆ Southbound Speed85 *Click and drag to zoom in. Hold down shift key to pan.





Volumes:

- For winter, highest volume days are generally weekdays, lowest days are Saturday and Sunday, sometimes Monday. Daily volume between 1800 and 3200 vehicles per day (total both directions)
- For the warmer parts of Spring, highest volume days are reliably Thursday and Friday, lowest are Sunday and Monday. Daily volume between 2900 and 4500 vehicles per day (total both directions)
- May Long weekend: a modest increase in Thursday and Friday volumes northbound leading into the weekend relative to typical weeks. However, the holiday Monday has notably lower volume in both directions compared to a typical Monday (similar to typical Sunday volume rather than weekday volume)

Speeds (posted 50km/h):

- Both travel directions are very similar in speeds
- Average speed from week to week ranges 50 to 53km/h
- 85th Percentile ranges between 57 to 60 km/h week to week. 85th Percentile is a common measure for what most drivers 'feel' is an appropriate speed given the road context. It means 85% of drivers travel at or below the indicated speed. Generally, the 85th Percentile should be +/- 10km/h of the posted speed limit, but will vary based on road context

Beautification

For the downtown core

- 2014 Naussauer et al study, Landscape characteristics that visibly demonstrate human presence to care for the landscape and imply a broader attention to societal or neighborhood norms have been called "cues to care". This includes colourful flowers and food garden
- Quoted from Stewart et al, 2019 study, "showing that marginalized urban neighborhoods can develop from "places of inequities" to "places of transformation" through the creation of community gardens, informal parks, and playgrounds that sustain neighborhood social interaction."
- Stewart *et al*, 2019, ""Physical changes to a vacant lot may involve simple acts of mowing, pruning overgrown brush, and picking up trash, and could also include more extensive individual investments linked to growing a garden or building a children's playground. While these acts of cleaning and greening are essential to place-making, they are motivated by the achievement of broader aesthetic and social goals"
- From New Hampshire Municipal Association, "Successful communities pay attention to aesthetics. They control signs, they plant street trees, they protect scenic views and historic buildings and they encourage new construction to fit in with the existing community."
- Thornbury BIA received \$20,000 to offset watering costs in 2021. Can we have some money too please?





Reminder of private revitalization efforts



Corner of Marsh and Clark – Art gallery, flower shop, ice cream, workout space, e-bike rentals, event centre and more





Before After

More revitalization in progress



Marsh Street Centre patio project

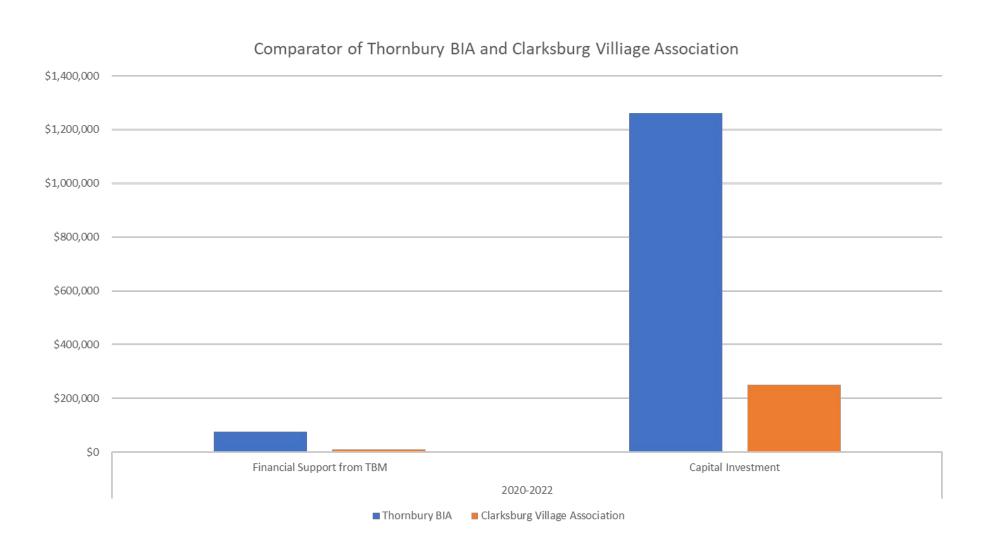


PJ Mart rejuvenation



Funds Awarded 2020-2022

Thornbury and Clarksburg Comparison



Overview of Funds

From previous graph

2020-2022

Financial Support from TBM Capital Investment

 Thornbury BIA
 \$74,777
 \$1 260,000

 Clarksburg Village Association
 \$10,000
 \$250,000

• Thornbury Financial Support:

- Insurance \$1,200
- Event Sponsorship \$500
- Love Local \$5000 x 2 years
- Flower Watering \$20,000 x 3 years
- EDAC \$5,000 x 2 years
- \$50,000, winter lighting x 2 years (not including another \$50,000 already budgeted for 2023)

• Clarksburg Financial Support:

• EDAC \$5,000 x 2 years

• Thornbury Capital Investments:

- Arthur Street Parking \$840,000
- Little River Park upgrade to washrooms, \$420,000

Clarksburg Capital Investment:

Sidewalk Replacement \$250, 000

Public Washrooms

- Currently only have 1 privy located at Lion's Park
- Public toilets should be accessible to all members of a society, without social or physical barriers preventing usage
- From GottaGo! Campaign "[...] a lot of people just can't wait, and it stops people from really engaging in services in their communities because they don't want to be embarrassed or humiliated, or just simply not to have to worry, waiting the next 20-25 minutes until you can get home or to a Tim Horton's somewhere that you can use a washroom. I think that in a fully rounded community you want to see services for everybody so that everybody can participate."
- 100% of the population, everywhere, requires the use of a bathroom.
- There are those within the population who are particularly vulnerable when it comes to the provision of public toilets. People with health concerns (such as overactive bladder, Urinary Tract Infection, Irritable Bowel Syndrome (IBS), Ulcerative Colitis, diverticular disease, Crohn's and Colitis), pregnant women and women in general, children, elderly people, homeless people, and people using wheelchairs, walkers or crutches are highly vulnerable when toilet provision in cities is inadequate (Greed, 2003; Improving Public Access to Toilets, 2008; Kitchen & Law, 2001; Solomon, 2013). These subpopulations each have individual and specific sensitivities, but everyone's needs are all equivalent: sufficient provision of clean, safe, and accessible public toilets.



Addressing Parking Issues

To support our businesses

- Parking is the first touch point a business has with customers. When that
 interaction is positive, it starts the customer experience off on a good
 note. On the other hand, a poor parking experience can make customers
 frustrated from the onset
- With the increase of our local population, there will be a greater demand for parking in our town
- "When you are a relatively new business and haven't established your presence in the local community yet, you'll want to hit all the right notes. A readily-available commercial parking lot with flawless paving ensures you check one of them off ("Is there available parking?") the moment customers drive up to your establishment."
- INRIX Research combined the world's largest parking database with survey results from nearly 6,000 drivers in 10 U.S. cities to reveal the cost of parking for drivers, cities and the economy
 - Americans spend an average of 17 hours per year searching for parking, resulting in a cost of \$345 per driver in wasted time, fuel and emissions
 - The U.S. economy bears the brunt of parking pain as 40% of motorists say they have avoided driving to shops due to parking challenges
- Shows that 1. Time is wasted 2. It's bad environmentally 3. It deters customers





Reminder of parking woes







- Parking in places which are not parking spaces
- Parking all day long detriment to retail
- Speeding through regardless of traffic or pedestrians
- U-turns and the bottom of Marsh and Clark
- And then some

Photos from Monday June 6th and

Thursday June 9th, 2022









Wayfinding Signage

So more people can enjoy Clarksburg!

- 2016 Study Hunter et al, "Community wayfinding: Pathways to understanding", It says,
 "Walkable communities are gaining increasing acceptance as a way to promote walking, and
 studies have identified various built environmental factors associated with walking. However,
 community features related to wayfinding have not been fully considered as components of
 walkable communities. "
 - This study emphasizes need for wayfinding with a growing amount of people opting for active transportation (more people walking along Bruce street and bikers)
- Study from 2018 Keliikoa *et al*, "Wayfinding signs consisted of standard bicycle route confirmation and decision signs showing direction or distance to popular community destinations, including beaches and parks. Intercept surveys (n = 244) were conducted immediately and five months after the wayfinding signs were installed. Overall, 50.5% of pedestrians and 63.3% of bicyclists reported seeing a wayfinding sign along their route. Among those who saw a sign, 41.9% reported that it helped with route decision making. "
- A study from 2021 in the Journal of Urban Design and Mental Health Discusses importance of wayfinding with people living with dementia
 - With the rise of an older demographic in our area, this seems important
 - "Although the stigma exists that I am not able to read because of my dementia, I can say that reading is a function that lasts very long. As a result of this long-lasting ability, simple signage is another important aspect for me in the context of wayfinding. For signage, it matters how something is written, for instance, the type of letters or colors. Street signs could be made more salient by illuminating them, or by using colors that are the same in all cities of a country."





Our Requests:

- Reduce Speed Limit
- Enact Traffic Calming Measures
- 2 Hour Parking Limit from Friday to Sunday
- Increasing Parking (over the next several years)
- Public Washroom Amenities
- Increasing Directional/Wayfinding Signage
- Some parity with Thornbury with funds awarded from TBM aside from the levy
- Support and assistance from Town Council and Staff when we approach Grey County with the issues pertaining to their jurisdiction

Thank you.



Town of The Blue Mountains

32 Mill Street, Box 310 THORNBURY, ON NOH 2PO www.thebluemountains.ca

OFFICE OF: Shawn Everitt
Chief Administrative Officer
Email: cao@thebluemountains.ca
Phone: 519-599-3131 Ext 234

Sent via E-mail (kim.wingrove@grey.ca and pat.hoy@grey.ca)

August 30, 2021

Kim Wingrove Chief Administrative Officer Grey County

Pat Hoy Director of Transportation Grey County

RE: Extension of Existing Community Safety Zone in Clarksburg and Thornbury

Dear Ms. Wingrove and Mr. Hoy,

At its August 18, 2021 meeting, The Blue Mountains Police Services Board received correspondence from Mr. Ken McGuire (Attachment 1) requesting consideration of safety enhancements to the Marsh Street and Clark Street intersection in the Village of Clarksburg.

After the benefit of discussion between the Police Services Board members and Town staff, it was requested that a letter be submitted to Grey County requesting County staff consider extending the existing Community Safety Zone.

Staff took the opportunity to drive the subject section of road shortly after the Police Services Board meeting and found that the section identified is currently posted as a Community Safety Zone and a number of signs are currently installed. However, in addition to the concept the Community Safety Zone, the Police Services Board considered the specific requests made by Mr. McGuire and suggest that the request to Grey County include the installation of permanent digital speed identification signage similar to signage installed on Grey Road 13 at the entry points to the Village of Kimberley.

Staff believe that previous consideration by Grey County which established the Community Safety Zone would have identified Bruce Street, Marsh Street, and Matilda Street as being

sections of Grey Road 13 with a significant range of community uses. These uses include local businesses and key community support institutions that would greatly benefit from the extension of the community safety zone to assist with traffic calming, enhance pedestrian use, and strengthen a sharing of the road philosophy.

This stretch of Grey Road 13 also fronts both the Thornbury and Clarksburg main streets and core business areas, the Errinrung Nursing Home and Retirement facility, a total of five (5) Churches, the Public Library, the Beaver Valley Community School, and the Beaver Valley Legion. This section of road is also a significant cycling route with a significant amount of vehicular traffic and a high agricultural (apple industry) use.

Town staff suggest the following modifications to the existing Community Safety Zone:

- Review of existing Community Safety Zone signage. For example, the northbound sign notes the Community Safety Zone "Begins" just north of Edward Street which creates confusion because the actual Community Safety Zone begins on Grey Road 13 south of Clarksburg;
- Town Staff will be considering the addition of Community Safety Zone signage on Clark Street to effectively advise that Marsh Street is a Community Safety Zone;
- Consider extending the current Community Safety Zone north into the Thornbury Downtown core to Highway 26 (King Street) and south on Bruce Street to include the United Church and the Errinrung Nursing Home and Retirement Facility;
- Consider supporting the Community Safety Zones within The Blue Mountains with the installation of permanent speed identification signage to provide more notification for drivers to follow the posted speed limits and be aware of community areas.

Town staff look forward to working with Grey County staff and welcome the opportunity to investigate the implementation of speed identification signage in other Community Safety Zones for early 2022.

Sincerely

Shawn Everitt

Chief Administrative Officer

Town of The Blue Mountains

SE/Is

Enclosed: (3) Resident Letter, Council Resolution, and Location Maps

cc: The Blue Mountains Police Services Board (via e-mail)

Sent: June 30, 2021 10:22 AM

To: Council & Clerk < councilandclerk@thebluemountains.ca >

Subject: Contact Form from Ken McGuire

Name: Ken McGuire

Message:

Hello CAO, Mayor, Grey County Roads/Transportation Department, Town of Blue Mountains elected officials. I'm writing to request having traffic lights OR hanging 4-way Caution Yellow OR 2-way Yellow Caution/2-way Red STOP and Pedestrian Crosswalk installed at the main intersection of Clarksburg, Ontario. The intersecting streets are Marsh Street/Grey Road 13 and Clark Street, also known as ARTSBURG with its Art Galleries and Businesses which are a popular tourist destination here in the Town of Blue Mountains. The intersection has become a dangerous one to navigate, given the influx/increase in residents, vehicle and pedestrian traffic over the last 5 years. As a local resident witnessing near misses, speeding vehicles on a daily basis, it seems time for someone to take action and proactively remedy/improve the safety of this intersection. It has pretty much reached a point of a statistical certainty. Not a matter of "if", but of "when"... and "how serious" an accident will occur. Can you let me know who I need to address on this matter to move it forward? Are the pictures or other information you would like us to send to accompany our Inquiry?

Thank you,

Ken McGuire



The Town of Blue Mountains, Council Meeting Council Meeting

Date:

Monday, July 12, 2021

Moved by:

Councillor Matrosovs

Seconded by:

Councillor Bordignon

THAT Council of the Town of The Blue Mountains receives the June 30, 2021, correspondence from Ken McGuire regarding request for safety lights in Clarksburg and refers the correspondence to the Operations Department, County of Grey and the Transportation Advisory Committee;

AND THAT Council directs that this matter be referred to the Police Services Board for information and request increased speed enforcement

The motion is Carried

