

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:

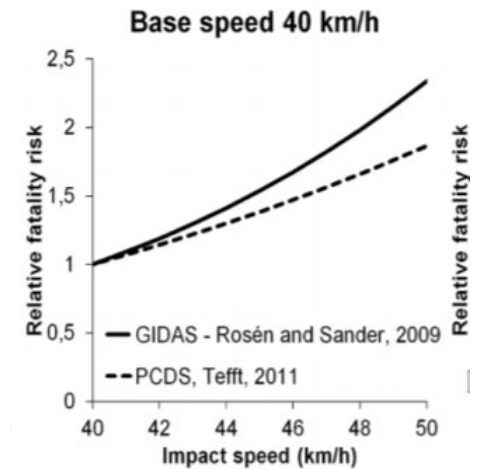
- speed humps
- raised intersections
- chicanes
- curb extensions
- traffic islands
- traffic circles
- raised median islands
- crosswalk
- curb extensions at intersections
- speed monitor such as in Kimberley
- angle parking
- speed limit reduction as they Grey County has recently done in Kimberley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



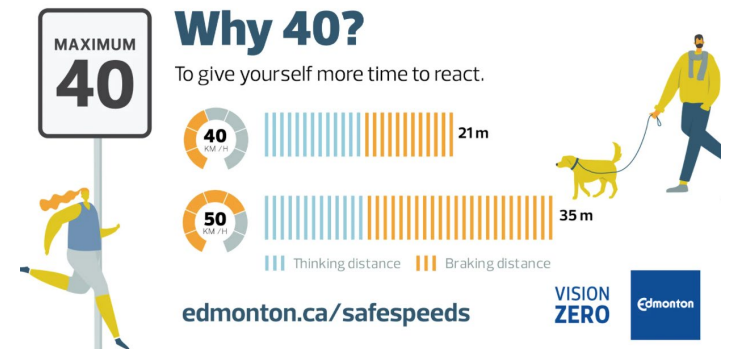
Reducing the Speed Limit

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

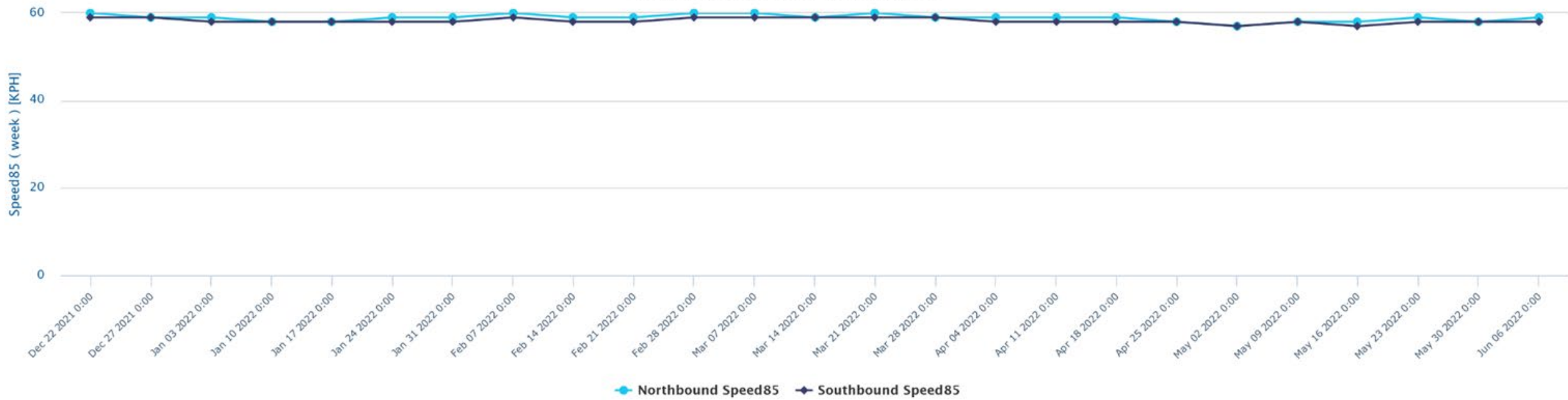


International Transport Forum - Speed and Crash Risk Study



Site 3 Marsh St. Clarksburg - 85th Percentile Speed per interval

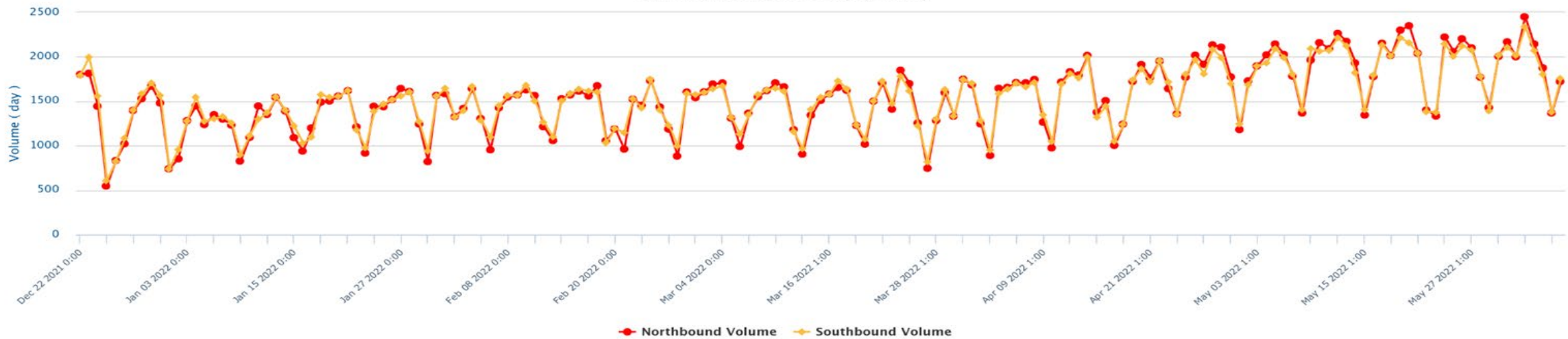
from 12/22/2021 to 6/7/2022 (week interval)



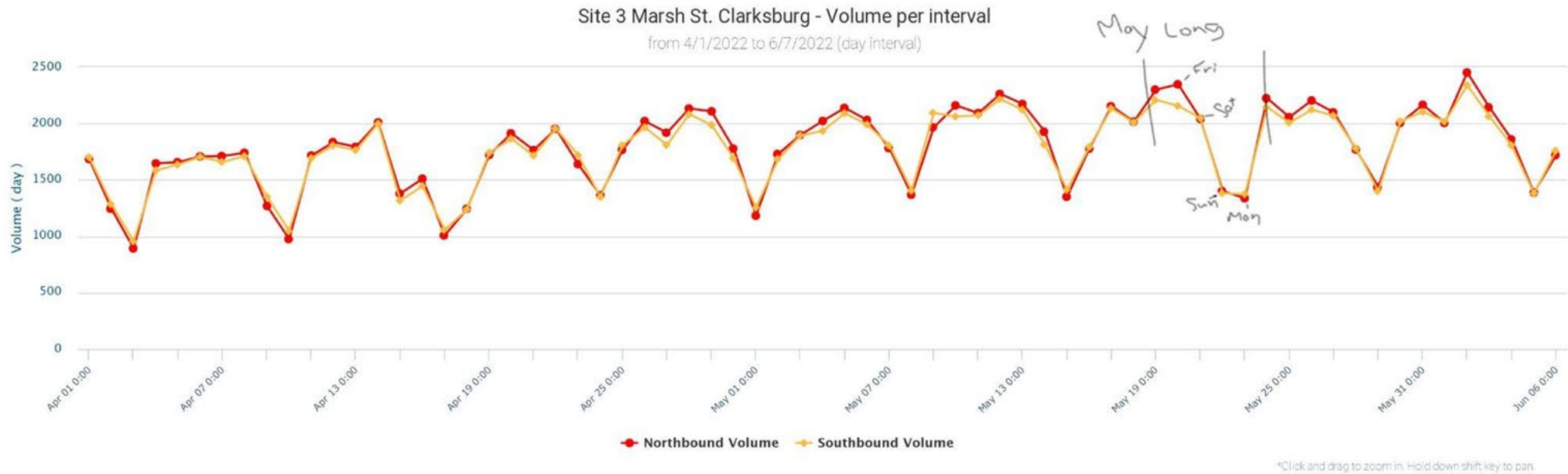
*Click and drag to zoom in. Hold down shift key to pan.

Site 3 Marsh St. Clarksburg - Volume per interval

from 12/22/2021 to 6/7/2022 (day interval)



*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

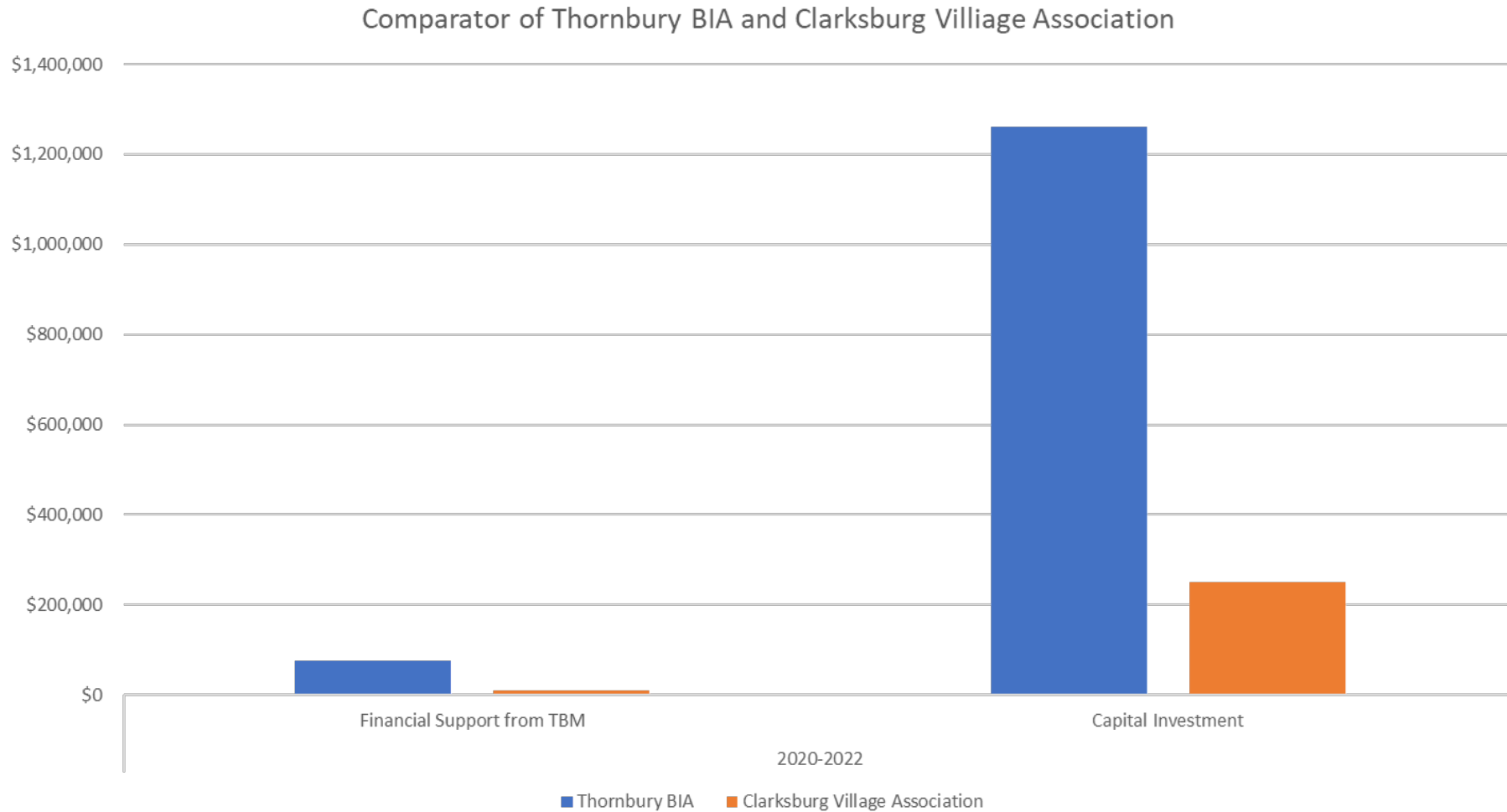


PJ Mart
rejuvenation



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:**

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

- **Thornbury Capital Investments:**

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

- **Clarksburg Financial Support:**

- EDAC \$5,000 x 2 years

- **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 neighbours got the assignment ;)

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.



June 9, 2022

ATTN: The Mayor and Council

On behalf of the Board of Directors of the Marsh Street Centre, I am writing in support of the Clarksburg Village Association and their motion to improve the infrastructure, create traffic calming measures and improve the parking issues in Clarksburg. The Marsh Street Community Centre is a hub of cultural activity in the Town of the Blue Mountains and draws visitors from across Southern Georgian Bay. I support traffic speed reduction, the increase of parking, and more wayfinding signage for Clarksburg.

The appearance of Clarksburg is critical to presenting an attractive and vibrant environment which is conducive to the success of the Marsh Street Centre and Clarksburg businesses. I urge Council to consider favourably the plans set forth by the Clarksburg Village Association which I believe will benefit the village and the Town as a whole.

We are host to many children and seniors programs. Keeping our patrons safe when attending our community centre and our village is of utmost importance to us.

Thank you for your efforts on this matter, and we do hope that the Town of Blue Mountains addresses the infrastructure and beautification in Clarksburg in a timely manner.

Sincerely,
Robert Brown, President





Dear Town of Blue Mountains Council,

As a business owner I am writing to support Clarksburg Village Association's actions to improve infrastructure and beautification in our community. We wish to see reduce speed, improve beautification, public washrooms and more wayfinding in Clarksburg and sincerely encourage the Town to consider their requests to enhance our community.

We thank you,

Meagan & Steve Cordingley
Owners
Dogwood Flowers inc.



The Royal Canadian Legion

BEAVER VALLEY (ON) BRANCH 281

P.O. BOX 268

CLARKSBURG, ONTARIO

NOH 1JO

Dear Town of Blue Mountains Council,

As a local Non Profit in Clarksburg I am writing to support The Clarksburg Village Association's actions to improve infrastructure and beautification in our community.

We wish to see a reduction in speed, improved parking deficiencies in particular to the Limited disabled parking.

The implementation of public washrooms, or a solution thereto.

And more way-finding with signage in Clarksburg and sincerely encourage the Town to consider their requests to enhance our community.

We thank you,

Respectfully,

[Redacted Signature]

Shawn McKinlay

Immediate Past President

The Royal Canadian Legion

Branch 281 Beaver Valley

Danfield Fine Art and Antiques | 207 Marsh Street | Clarksburg, ON. | N0H 1J0

June 8, 2022

To the Town of the Blue Mountains Council

Attention: Mayor Al Soever, Deputy Mayor Peter Bordignon,
Councillors: Bill Abbotts, Paula Hope, Teresa Matrosovs, Rob Sampson, Jim Uram

Regarding: Clarksburg Traffic Calming Necessity

Good day;

My name is Dan Field and I own and operate Danfield Fine Art and Antiques in Clarksburg. We are just beginning our twelfth year of business in the village.

During this period we have seen an increase in traffic as more people have moved here and many others are day-tripping and vacationing in the area.

I can tell you from first hand observance that every day I am at my business I witness near accidents and sometimes near death situations. It isn't everyone driving dangerously, but there are many driving in a speedy and aggressive fashion.

Beyond the safety of children coming home from school, or the senior citizens who attempt to cross the street to the doctors' offices or to get to the Marsh Street Centre for a coffee or to do volunteer work, this speeding of dump trucks, eighteen wheel trucks, pick-up trucks and reckless drivers are an intimidating threat to business.

It is difficult to see a district as a shopping destination if you feel you might be killed crossing the street. It may sound like hyperbole but I have witnessed firsthand a tragic accident where two people were struck and airlifted to hospital. Another woman missed certain death when a speeding transport truck came to a screeching halt mere inches before crashing into her.

There was a day that another merchant on the street was standing outside of his business, watching in horror as a transport truck came speeding down the south

hill and was not slowing down. Furious, and with defiance, the merchant strode into the middle of the road forcing the truck driver to slow down.

Calming the traffic and providing adequate parking are linked together.

We have a broad street which once provided angled parking like Collingwood's main street.

Providing angled parking would add much needed parking spaces, especially when the Marsh Street Centre, the Legion and the CVA are holding events and angled parking also serves to slow traffic at the same time.

Since we first opened our business we have heard from different members of Council that public work projects would not happen in Clarksburg until water and sewer services were provided. This has become a mantra and, unfortunately, a rationale for doing very little to help us in Clarksburg.

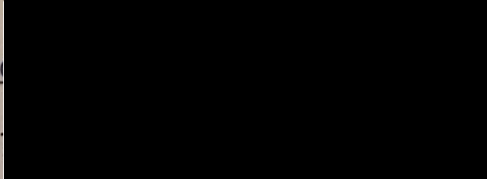
These traffic calming measures would cost little as compared to infrastructure improvements but more importantly would protect and save lives and help our businesses.

The loss of a life due to unchecked speeding in our village would be tragic and made more tragic if those who witness it every day did nothing to bring this to Council's attention.

We need a speed limit like Ravenna or Kimberley, enforced by police and by flashing signs. Lives are at stake.

Thank you for taking the time to read this;

Dan Field,



Name: Ken McGuire

Email: [REDACTED]

Phone: [REDACTED]

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

June 9th, 2022

To The Town of the Blue Mountains Council, Town

My husband Darrell Dennis and I have lived in Clarksburg, at [REDACTED] Clark Street for 30 years. The parking situation as well as the increased traffic is of great concern. Most specifically, between our neighbor's home and the corner at Marsh and Clark there was a "no parking " sign which we appreciated very much because careless drivers will often park their vehicles along that short stretch. However, the sign was taken out by snow plows at some point and has never been replaced. This is such a dangerous corner at the best of times and without signage and adequate SAFE parking, we fear there will be a serious accident. Bikers and school children use this junction daily. Please attend to this before tragedy hits.

Yours,
Erin McIvor
Darrell Dennis

Dr. K Euler, M.D.

Marsh Street Clarksburg, ON NOH 1JO

Phone

Fax

June 9, 2022

We are writing to support the Clarksburg Village Association and their motion to improve the infrastructure, enact traffic calming initiatives and beautification of Clarksburg.

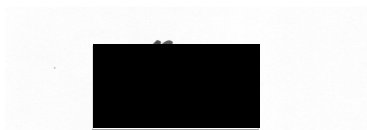
The Clarksburg Medical Group has 3000+ patients, many of whom are elderly and traffic speed is a concern. We urge the council to support CVA's efforts to reduce traffic speed from 50 km/hr to 40 km/hr in our community. Reducing speed would reduce the probability of injury or fatality from a collision.

We also support the increase of parking in Clarksburg so that our patients do not struggle to find parking or have to park far away from our location.

The usability of public washrooms is also important for the elderly population browsing downtown. Installment of washrooms in Clarksburg would accommodate the more vulnerable demographic in our area and is important for other businesses and their patrons.

We thank you for your efforts and we urge the Town of Blue Mountains to address Clarksburg's infrastructure and enact traffic calming initiatives and beautification in a timely manner.

Respectfully,



Karin Euler



Traffic Calming and Basic Infrastructure Improvements in Clarksburg!

<https://www.thepetitionsite.com/393/593/713/traffic-calming-and-basic-infrastructure-improvements-in-clarksburg/>

Author: Clarksburg Artsburg

Recipient:

Petition:

We need your help!

Help us improve our artistic community of Clarksburg, Ontario by supporting the initiative of improving the safety and beauty of our downtown core.

We live in the art mecca of South Georgian Bay and our basic infrastructure should reflect this! Please sign our petition so that we can slow down traffic speeding through, causing safety hazards, while implementing traffic calming initiatives to beautify and improve our basic infrastructure to help our village flourish! Every signature counts!

Please help us by signing our petition and attending the Town of Blue Mountains Council Meeting on June 20th to show your support!

Thank you kindly for your support and helping rural community improvement plans!

Clarksburg Village Association.

100 signatures received

Traffic speed issues in the village of Clarksburg

I have operated a store front business in the village of Clarksburg for over 7 years now, in 3 different locations along Marsh street, the main boulevard. During that time, I have been witness to almost daily dangerous traffic encounters and near misses.

Because the roadway through the downtown of the village once had angled parking (an excellent traffic calming device!) the road is exceptionally wide in its current configuration, with parallel parking along both sides. Many studies have shown that wide roads equal higher speeds and one of the most effective traffic calming measures is to simply narrow the roadway.

That over wide issue, along with the unique situation of the road, its downhill into the village both coming and going, add up to much of the traffic travelling far too fast.

With the road also a main route for heavy truck and farm equipment as well as crop transport, having to climb out of town encourages operators to maintain a higher speed through the village. As a holder of an Az licence and a career in farming, trucking and agricultural transport, I am very aware of the needed stopping distances for these types of vehicles and I have seen many instances of operated travelling at a speed that I know, from experience, they can not stop quickly if someone happened to step out in front of them.

With doctors offices, hardware store, children's daycare, Marsh Street Centre public hall, as well as all the assorted shops lining the main street; the possibility of someone stepping into the street, or doing a u turn to find a parking space, is always there, and at present unnecessarily dangerous.

A final part of the problem with some drivers travelling far to quickly through the village of Clarksburg, is a complete absence of speed enforcement from the local police force, even though their headquarters is just outside of town. It is commonly known locally that certain locations such as Ravenna, or the east end of Thornbury on #26, are popular speed enforcement spots, with heavy radar presence there. We dream of having the police spend a bit of that time in downtown Clarksburg but it seems to not be a priority with them.

I look forward to working with the town and county through our business association to address this pressing problem in my beloved village.

yours,

don kilby

In conclusion, we have been quite fortunate to have avoided a major accident, possibly involving lose of life, till now, but we cannot rely on this good fortune to continue into the future.

June 7th 2022

Correspondence related to recent Clarksburg Village Association on June 6th 2022

To Council

This letter is a supportive response to the recent Clarksburg Village Association's deputation for town support in setting out an actionable capital investment plan to make the necessary infrastructure upgrades. They are necessary to retain and attract new custom to sustain this increasingly vibrant local yet unique economy within The Blue Mountains.

I comment not from a position of a retailer, rather a local consumer and one who brings family and friends when they visit. Being able to park, access a washroom and safely cross the road are all important.

Clarksburg in addition to having speciality shops has day to day pedestrian traffic regularly accessing the post office, Hindles and several health care facilities where people may not be feeling well and therefore vulnerable. While traffic as noted during the June 6th council meeting may be at or close to the speed limit, the Main Street of Clarksburg lies between two hills whereby cars and trucks naturally gain as opposed to reduce speed. Perhaps a comparison of the speed of traffic through the commercial areas of Clarksburg and Thornbury would be useful. Although, I feel it would go without saying that given the presence of a stoplight traffic does generally proceed slower, as well as pedestrians benefit from crosswalks.

There has been substantive private investment as noted by the relatively recent upgrades to existing buildings and with that new retailers/services are moving in. This private sector investment will have a positive impact on assessments for the town. At the time of this letter the request to acquire an unopened road allowance if approved will also generate new annual tax revenue.

Therefore, I would suggest that the town give serious consideration to getting a head of the curve from a multi year planning perspective as opposed to playing catch up as the problem of lack of infrastructure will become increasingly problematic.

Approaching Grey County is also a something the CVA can do, but do have done so in advance of approaching the town would have taken council members who sit at that table by surprise as opposed to have garnered their support in advance.

Sincerely

June Porter

■ Lakeshore Drive West
Thornbury

June 12, 2022

To the Town of Blue Mountains Council

Town of Blue Mountains
32 Mill St.
Thornbury, ON N0H 2P0

Dear Council,

As a member of the business community of Clarksburg, I am writing this letter to show my support for the efforts being brought forward by the Clarksburg Village Association.

We wish to see a plan put in place for the Town to work with the Association and make necessary improvements to Clarksburg Village. We recommend that there be improvements to the current infrastructure, beautification initiatives, additional directional signage, additional parking and additional parking signage, speed reduction methods adapted, and/or additional public washrooms put in place.

Sincerely,



Bill Carty
[Redacted] Marsh Street
Clarksburg, Ontario N0H 1J0

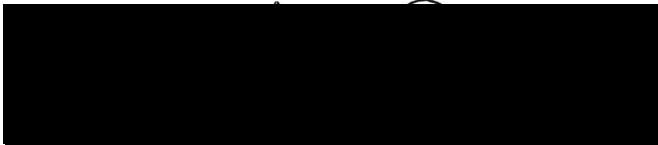


Dear Town of Blue Mountains Council.

For the past 10+ years my business partner and I have operated an antique shop in Clarksburg. We sell old stuff. A couple of years ago, thanks another business owner's tireless efforts we received and welcomed new sidewalks. Besides that not much in the way of infrastructure has changed. Improvements to the appearance to our town have been implemented by business owners. We all do our best to 'pretty up' our individual places. Despite our efforts and the fact that cars rush by at sometimes reckless speeds, no suitable parking or public washrooms are available, Covid closures, many have managed to survive. I often ask customers how they found us and invariably they answer – "by chance". Build it and they will come but then how does anyone find IT? I'm pleased that Thornbury, less than 2 km away is thriving. On the other hand, it's disheartening to return to Clarksburg to see the lack of such activity. To borrow a phrase "we don't want much we just want more" sums it up for me.

As a business owner, I'm writing to support Clarksburg Village Association's actions to improve infrastructure and beautification in our community. We wish to reduce speed, improve beautification, address parking deficiencies, public washrooms and most importantly wayfinding in/to Clarksburg. I sincerely encourage the Town to consider our request to enhance our community.

Sincerely,



Dorothee Potter
Clarksburg Antiques

RECEIVED
JUN 09 2022

TOWN OF THE BLUE MOUNTAINS
PER: _____