



Staff Report

Strategic Initiatives – Special Projects & Strategic Initiatives

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: June 9, 2025
Report Number: SI.25.025
Title: Pride Crosswalk Update and Considerations
Prepared by: Tim Hendry, Director of Strategic Initiatives

A. Recommendations

THAT Council receive Staff Report SI.25.025, entitled “Pride Crosswalk Update and Considerations”;

AND THAT Council directs staff to remove the crosswalks when warranted based on condition at an approximate cost of \$2,500 per location to be funded through working capital;

AND THAT Council directs staff to work with the local business association and the Rainbow Club of South Georgian Bay to explore alternative options to recognize Pride within the community.

B. Overview

This staff report provides Council with recommendations and condition updates of the Pride Crosswalks installed in Thornbury and adjacent to Blue Mountain Resort.

C. Background

In 2022, Council approved the installation of three pride crosswalks through report [FAF.22.089](#). The crosswalks were installed at an approximate cost of \$10,000 per location. The project was financially supported by the Blue Mountains Chamber of Commerce and the Rainbow Club of South Georgian Bay, with further support provided by Beaver Valley Community School.

The approved crosswalk locations include:

1. Beaver Valley Community School Crossing (Bruce Street South)
2. Bruce Street North and Highway 26 (Downtown Thornbury)
3. Jozo Weider Boulevard and Village Crescent

The pride crosswalks were installed shortly after Council approval and were celebrated among community members as a visual mark of a safe, welcoming and inclusive community.

The pride crosswalks were installed using thermoplastic paint, which generally has a five-year life expectancy before a full replacement is required. Given the large traffic volumes throughout the town, the crosswalk at Blue Mountain Village lasted less than one year before it required full replacement, and the crosswalk in downtown Thornbury is currently in very poor condition and requires replacement. In addition, the crosswalk by Beaver Valley Community School has been subject to two separate acts of vandalism, both requiring removal.

Understanding the importance of the visibility of the pride crosswalks in the community, staff are interested in working with Council and community members to identify different ways to highlight the community's safe, welcoming and inclusive nature.

D. Analysis

Details regarding each of the pride crosswalks are referenced below:

1. **Beaver Valley Community School Crossing (Photo Included as Attachment #1)**
Generally, the pride crosswalk at the BVCS is currently in fair condition. The condition is likely due to the lower traffic volumes than other roads within the Town. Unfortunately, the crosswalk has been vandalized twice since it was installed. In both instances, the Town worked with the local OPP detachment to file a police report. To remove the vandalism, the Town hired a company specializing in hot water pressure washing. The total cost of removing the vandalism has been \$2,977.50.
2. **Bruce Street North and Highway 26 (Photo Included as Attachment #2)**
The pride crosswalk in downtown Thornbury is currently in poor condition. This is related to the high volume of vehicles and the damage caused by snowplows, which is based on the uneven road surface. Although it's lasted nearly three years, the crosswalk should be removed and reinstalled.
3. **Jozo Weider Boulevard and Village Crescent (Photo Included as Attachment #3)**
The pride crosswalk near Blue Mountain Village is currently in good condition. However, it's important to note that due to vehicle wear and snowplow damage, the original crosswalk failed in less than one year. The full crosswalk was removed and replaced at a cost of \$10,405. The repair work was extensive and more costly as it included grinding down the road surface to inset the crosswalk design. This allowed the snowplows to skirt on top of the crosswalk without causing any damage.

Given the costs associated with the pride crosswalks, staff are recommending the following options for Council to consider:

1. **Remove and Reinstall Using a Durable Material** – This would include removing the existing crosswalks, grinding the road surface and reinstalling the crosswalk. The cost would be approximately \$12,000 - \$14,000 per location. Based on lessons learned, a crosswalk installed using this method would last for approximately 3 – 4 years.

- 2. Remove and Reinstall Using Standard Road Paint** – This would include removing the existing crosswalks and repainting using standard road line paint. The cost would be approximately \$6,000 per location. Similar to standard line painting, the crosswalks would need to be repainted each year.
- 3. Remove Crosswalks Based on Deterioration and Consider Alternative Options** – This would include removing the existing crosswalks when warranted based on condition and exploring alternate options to provide visibility and public recognition of pride. The cost would be approximately \$2,500 per location.

At this time, given the costs and challenges associated with the crosswalks, staff recommend that Council consider directing staff to proceed with Option 3 to remove the crosswalks based on their respective state of deterioration and to consider alternative options.

Through this approach, the crosswalk in downtown Thornbury would be removed in 2025, followed by the Beaver Valley Community School crossing and the Blue Mountain Village crossing in future years based on their respective state of deterioration and/or vandalism.

E. Strategic Priorities

2. Organizational Excellence

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

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

Both thermoplastic and road paint are petroleum based products. They are widely used in road marking projects throughout Ontario. Thermoplastic generally has a longer lifespan than standard road paint, which is required to be repainted each year.

G. Financial Impacts

The cost to remove the crosswalks is estimated to be approximately \$2,500 per location. As this is an unbudgeted expense, staff recommend that the cost be funded through working capital.

H. In Consultation With

Jim McCannell, Manager of Roads and Drainage

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 Tim Hendry, Director of Strategic Initiatives si@thebluemountains.ca.

J. Attached

1. Beaver Valley Community School Crosswalk Photo
2. Downtown Thornbury Crosswalk Photo
3. Jozo Weider Boulevard and Village Crosswalk Photo

Respectfully submitted,

Tim Hendry
Director of Strategic Initiatives

For more information, please contact:
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Report Approval Details

Document Title:	SI.25.025 Pride Crosswalk Update and Considerations.docx
Attachments:	
Final Approval Date:	May 15, 2025

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - May 15, 2025 - 12:08 PM