



TO: GENERAL COMMITTEE


SUBJECT: BRADFORD STREET SPEED LIMIT

WARD: WARD 2

PREPARED BY AND KEY CONTACT: J. SHARP, C.E.T.
SENIOR TRANSPORTATION TECHNOLOGIST (EXT. 4304) 

SUBMITTED BY: D. FRIARY
DIRECTOR OF ROADS, PARKS AND FLEET 

GENERAL MANAGER APPROVAL: R. J. FORWARD, MBA, M.Sc., P. Eng.
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT 

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD,
CHIEF ADMINISTRATIVE OFFICER 

RECOMMENDED MOTION

1. That the posted speed limit along Bradford Street between Tiffin Street and Simcoe Street remain at 50 km/h.

PURPOSE & BACKGROUND

2. On November 4, 2013, City Council adopted Motion 13-G-273 regarding investigation of potential 60 km/hr speed limit on Bradford Street:

"That staff in the Engineering Department investigate the feasibility of creating a 60 km/hr speed limit zone on Bradford Street from Tiffin Street to a point just south of Simcoe Street and report back to General Committee".

3. Bradford Street is a four (4) lane arterial roadway with a posted speed of 50 km/hr and sidewalks on both sides. The traffic volume on the roadway is approximately 14,000 vehicles per day with a pavement width of 14 metres. The total length of the study area is approximately 1.3 km. Please refer to Appendix "A" for a map detailing Bradford Street.
4. Bradford Street provides a direct connection to the downtown core from Highway 400 via Essa Road.

ANALYSIS

5. Bradford Street between Essa Road/Tiffin Street has six (6) intersections, three (3) of which, Simcoe Street, Victoria Street and Tiffin Street are controlled by traffic control signals. The remaining three (3) intersections, Vespra Street, John Street and Brock Street are all stop controlled for the side street.
6. Bradford Street between Brock Street and Simcoe Street is approximately 900 metres in length and is a straight portion of roadway with little change to both the horizontal or vertical alignment. Vehicle stopping sight distances observed at all intersections are unobstructed and exceed the minimum stopping distance recommended by Transportation Association of Canada geometric design guidelines.

7. The April 2009 City of Barrie Intensification Study identifies Downtown Barrie as the only designated Urban Growth Centre (UGC) north of the GTA with the exception of Newmarket Centre. The boundaries for the Barrie Urban Growth Centre are roughly the City Centre, south along Bradford Street and Allandale Centre. Please refer to Appendix "B" for a map outlining the UGC.
8. There are currently vacant parcels located along Bradford Street which are in various planning stages for future lifestyle condo developments. In addition, Barrie District Central Collegiate and adjacent properties have been identified as a possible future site for a University campus.
9. These possible changes as they relate to development will increase the population density of Bradford Street, thereby increasing pedestrian activity adjacent to and crossing the roadway. Based on the future plans for Bradford Street, it is anticipated that seniors and university students will make up the majority of pedestrians.
10. Bradford Street north of Tiffin Street to Brock Street consists of an "S" curve with significant changes in the horizontal alignment of the roadway. This portion of roadway is approximately 400 metres in length. The design of this portion of the roadway is not sufficient to accommodate a posted speed of 60 km/hr.
11. Staff does not recommend increasing the posted speed limit on Bradford Street between Tiffin Street and Brock Street due to the horizontal alignment of the roadway.
12. With Bradford Street being identified as part of Downtown Barrie UGC, Staff does not recommend increasing the posted speed limit of 50 km/hr on the remaining 900 metre portion between Brook Street and Simcoe Street. This is due to the future increase in population density along this corridor which will result in an increase in pedestrian activity, vehicle turning movements and traffic volume along Bradford Street.
13. Maintaining the posted speed at 50 km/hr provides a consistent approach as all roadways that are adjacent to or intersect with Bradford Street are posted at 50 km/hr.
14. Barrie Police Service supports Staffs' recommendation that the posted speed limit along Bradford Street remain at 50 km/hr.

ENVIRONMENTAL MATTERS

15. There are no environmental matters related to the recommendation.

ALTERNATIVES

16. There is one alternative available for consideration by General Committee:

Alternative #1

General Committee could decide to increase the posted speed limit on Bradford Street between Tiffin Street and Simcoe Street.

This alternative is not recommended due to portions of the horizontal alignment of the roadway, its location within the UGC and the future potential for increased pedestrian activity and population density adjacent to the roadway.

FINANCIAL

17. There are no costs associated with the recommended motion.

LINKAGE TO COUNCIL STRATEGIC PRIORITIES

18. The 2014-2018 Council Strategic Plan has not been finalized as of the time of writing of this report.

APPENDIX "A"



APPENDIX "B"

Downtown Barrie Urban Growth Centre (UGC)

