

Identified Traffic Issues and
Suggested Mitigation
Measures Main Street Corridor
Study Area: Heritage to Kratz

Black Text - original work carried out by Committee

Green Text - responses to original work by Town, also referred to as Staff Comments (SC)

Orange Text - responses to Town by the Committee, also referred to as Committee Response (CR)

Current Traffic Issues on Main Street

- Unmanageable traffic congestion at certain times of day and on certain days throughout the corridor but especially at Tim Hortons and Freshco Plaza area
- Staff Comment(SC): Main St is an arterial road and connecting link for two County Roads. It will experience peak demand and there is agreement that the Jasperson area is high volume and improvement needed

Excessive speed and noise

- SC: Limit if 50kph and noise levels are consistent with an arterial road
- Committee Response (CR): This doesn't necessarily mean that calming measures and speed reduction cannot be considered

- Left hand turns across traffic are difficult in many areas at certain times of day
- SC: Agreed, but this is a peak time issue related to volume
- CR: Also occurs at off peak times

- Competition between street users, e.g. commercial vehicles, service vehicles (garbage trucks; delivery trucks; emergency vehicles); pedestrians; cyclists; personal vehicles; runners, etc.
- SC: Main St has sidewalks for pedestrian traffic so there shouldn't be a conflict. Cyclist use on an arterial is an issue and this should be considered for improvement as part of active transportation
- CR: Bicycles are motor vehicles and are allowed on arterial roads and secondary highways, e.g. Hwys 2 and 3. This reinforces need for Active Transportation (AT) plan

- Unsafe use of turning lanes, e.g. entering lane too early, using lane for passing, etc.
- SC: The Town's role is to provide a usable, safe road however it is not directly up to the Town to educate people on driving habits
- CR: This may be tied to improved signage; signs should be designed and positioned for maximum effect. Additionally, this may be tied to education/enforcement and we request the Town pursue this discussion with the Police Services Board

- Parking on Main Street in town core adds to congestion
 - SC: While this may be the case it is unlikely that removal of on-street parking would be supported
 - CR: This is understood by the Committee
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- Inadequate promotion of municipal parking lots; poorly placed signs
 - SC: Municipal parking signage was upgraded by the BIA in 2019. This included larger signs in new locations. If placement is an issue this could be reviewed in discussion with the BIA and the traffic sub-committee
 - CR: It was agreed at 5 January 2021 meeting that the placement of signs should be reviewed. There should be consistency when placing signs, e.g. same height, same size, etc. We are requesting Town and BIA to discuss and coordinate
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- Potentially unsafe crosswalks due to no lights or positioning (Chuckwagon, High School)
 - SC: The crossing at the Chuckwagon was recently upgraded, the high school crossing is a signal light. Crossings are reviewed and new ones added as warranted
 - CR: Crosswalks need to be reviewed and standardization should be considered, i.e. all Town crosswalks look and work in the same way. A lighted crosswalk at Chuckwagon and at the Post Office should be considered

- Poorly timed lights (esp. Wigle/Jasperson/Freshco)
 - SC: Item was to be reviewed in 2020 however was delayed by COVID. Work should proceed in 2021
 - CR: This is understood by the Committee
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- Inadequate traffic enforcement by police of jurisdiction
 - SC: Comment should be forwarded to the Police Services Board for consideration
 - CR: The Committee requests that the Town forward this concern to the Police Services Board
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- Retraining/information required for drivers (do not overtake in passing lane)
 - SC: As noted earlier public education on driving is not a standard Town undertaking
 - CR: Improved signs may help with this issue. The Committee requests that the Town discuss a communications campaign with the Police Services Board to address this issue
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- Too many access/egress points along roadway
 - SC: There is agreement that poorly placed or designed access points impact traffic. Consolidation and redesign is reviewed as new development or changes on private lands come forward
 - CR: The Committee points out that this is not related to the positioning of the access/egress points but rather the number of points on Main Street. The Town is requested to ensure all new development be reviewed for Traffic impact and access/egress points onto Main Street are not allowed. This reinforces the

Main Street - Study Zones

The study area is broken into four zones, from West to East:

- **Heritage to Queen**

- Residential zone with some commercial exceptions, e.g. Home Hardware, Yoga Studio, Auto repair garage, Anglican Church, Pizzeria, Apartment Building

- **Queen to Spruce**

- Commercial zone with some residential exceptions, e.g. apartments, retail stores some with apartments above, restaurants, a town square, a commercial plaza, several residential homes, Catholic Church, Bell Building

- **Spruce to Wigle**

- Residential zone with some commercial exceptions and high school, e.g. two medical plazas, seniors' residence, apartment building, home businesses (tax preparation, chiropractic) and medical/beauty parlour

- **Wigle to Kratz**

- Commercial Plazas/Fast Food, bank/credit union, with some residential, e.g. Remark apartment, homes at south end of Jasperson, homes on south side of Main across from Kratz

Zone: Heritage to Queen

Current Issues

- Mill Creek Bridge Area - speeding and blind spots on approach from both directions
 - Recommended measure: introduce reduced speed limits
 - SC: Enforcement of existing speed limits should be the first goal as reduction doesn't improve traffic flow
 - CR: Some studies confirm reducing speed improves traffic flow; once bypass is available, Town should aim to make use of Main St less desirable
- Greenhill at Main - turning from Main onto Greenhill is hazardous due to blind spots
 - Recommended measure: close Greenhill Street off at Main
 - SC: This was considered as part of Main St W reconstruction but not recommended for closure
 - CR: Reference Town feedback, i.e. site is on lower end of spectrum; Committee has confirmed that some trimming of trees has taken place but there is still an abrupt turn; Committee would like to revisit this with the Town due to potential liability for the Town
- Parking in front of Anglican Church - road too narrow to accommodate parking
 - Recommended measure: Remove roadway parking
 - SC: This was considered as part of the recent reconstruction, centre line was shifted to provide more space on travelled portion of road

- CR: No further comments from the Committee

Anticipated Issues

- Increased congestion at Heritage and Main with upcoming developments ○ Recommended measure: introduce traffic circle rather than intersection with lights
- SC: This could be considered in the future however traffic circles require a significant amount of space that would negatively impact on abutting businesses in this area
- CR: Committee recommends that this option be reviewed in future development in other locations of Town where feasible

Zone: Queen to Spruce

Current Issues

- Parking appears to be at capacity; there are approximately 105 on-street spots and 258 spots within Municipal Parking Lots; some signs for Municipal Parking Lots are poorly placed; access to some lots directly from Main Street may cause additional congestion and present safety issues
- Recommended measure: strategically-placed, larger and more prominent signs to municipal parking lots, e.g. on Pearl Street, sign to Municipal parking appears from one direction only
- SC: Placement can be reviewed.
- CR: Committee seeks feedback regarding who is responsible for this review and when can feedback be

anticipated. Reference Transportation Master Plan, 2012 reference to visibility of municipal parking

- Recommended measure: Encourage access to lots from side streets rather than Main Street, e.g. lot behind Verns can be accessed by east side of The Grove; some drivers are parking adjacent to building and could present a hazard to pedestrians
- SC: Access from private lane to municipal lot could be restricted.
- CR: Committee requests the Town to review this mitigation measure for feasibility

Current Issues

- Congestion at four corners (Main and Division) due to heavy trucks and general traffic load
 - Recommended measure: encourage trucks to bypass using Road 2 when feasible
 - SC: This is part of the goal with the Road 2 E reconstruction.
 - CR: No further comments from the Committee
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- Lane Markings on Main Street East in westerly direction and on Main Street West in an easterly direction at four corners; Some drivers try to squeeze through right to turn when there are only two lanes
 - Recommended measure: better street markings to clarify for drivers
 - SC: Line marking budget for 2021 has been increased but additional lane markings may not resolve the issue which is impatient drivers.
 - CR: Committee would ask the Town to review the possibility of widening the left hand turn lanes, thus making the straight lanes narrower to discourage two cars side by side in straight lane and to give more space to turning trucks

Anticipated Issues

- Increased congestion with increased development
- Further demand for municipal parking
- Possible need for additional crosswalks: one at Chuckwagon and one at Post Office
- More parking may be needed when old IGA building is developed and put into use
- SC: Town parking lots in the downtown are currently underutilized. This will need to be monitored going forward and attention paid to future development. The Town does review opportunities to expand parking if needed.
- CR: The Committee recommends that the Town promote the use of municipal parking lots using BIA brochures; property tax flyers; annual waste and recycling calendar

Zone: Spruce to Wigle

Current Issues:

- Traffic congestion making it difficult for people living within this zone to enter flow of traffic with their vehicles
 - Recommended measure: Introduction of reduced speeds
 - SC: Enforcement of existing limit needed first as reduced speed impacts movement.
 - CR: The Committee requests the Town to consider speed limit reduction because of the

concentration of access points between Kratz and Heritage; Community Safety Zones with reduced speeds have similar features such as seniors homes; schools, medical buildings

A community safety zone where seniors homes, schools and medical building exist allow for a reduction in speed 40Km.

- Entrance to new medical building and to Chartwell is difficult to access from a westerly direction at certain times a day, i.e. crossing traffic
 - Recommended measures: development of secondary access on back/side streets
 - SC: Both developments have or will have secondary access points.
 - CR: No further comments from the Committee
- Left hand turns across traffic difficult at certain times/peak traffic
 - Recommended measures: education of public about use of turn lanes, i.e. not passing lanes, also do not enter turning lanes too early

Zone: Spruce to Wigle (continued)

Current Issues:

- Crosswalk light is poorly positioned and duration is too long at certain times
 - Recommended measure: adjust light for shorter duration; look at moving light to intersection/corner of Santos and Main
 - SC: Timing can be reviewed, positioning will be reconsidered once new school opens.
 - CR: The Committee would like the Town to proceed with assessing/resetting the timing; this light will serve

- no purpose once school is relocated and may cause traffic issues once new condo development is occupied
- High School flow of traffic seems reversed to what it should be ○ Recommended measure: change traffic flow, i.e. enter at easterly entrance and exit at westerly entrance
- SC: current flow is likely based on the safety of entrance/exit and loading of students however this can be reviewed but is up to the school board and bus company.
- CR: The Committee has confirmed that school buses load in semi circle driveway at front of school; we are suggesting that in/out flow of traffic should be same as semi circle driveway, i.e. enter from east and exit from west; The Committee requests that the Town forward this request to the school board

Zone: Spruce to Wigle (continued)

Current Issues:

- High School laneways are hazardous to pedestrians during school hours
- Recommended measure: Introduce reduced speeds for pedestrian safety
- SC: Unclear how reduced speed would improve laneway hazard for pedestrians.
- CR: The Committee confirms that reduced speeds may result in less severe injuries should an accident occur. There is congestion at these driveways when school is in session. WHO study states 'The relationship between speed and injury severity is particularly critical for vulnerable road users such as pedestrians and cyclists. For example, pedestrians have been shown to have a 90% chance of survival when struck by a car travelling at 30 km/h or below, but less than 50% chance of surviving an impact at 45

km/h.'

Anticipated Issues:

- Future development of current high school property, further congestion issues
- SC: This will depend on what is proposed, also keep in mind that the type and volume of traffic will be different. There may be added traffic but it will likely be less peak time and less concentrated versus that of the school.
- CR: The Committee confirms that assessments may be premature until plans for property are finalized

Zone: Spruce to Wigle (continued)

Anticipated Issues:

- Anticipated further congestion with 30 unit condo on lot west of school (Petretta) and lack of adequate access to/from this development; challenge of controlling use of Cherry Lane - to be used by current residents only and emergency vehicles
- Recommended measure: Confirm access to and from this development as well as an articulated plan demonstrating controls for access to/use of Cherry Lane by emergency vehicles and current residents only
- SC: This has been confirmed, emergency access only.
- CR: The Committee requests that this remain as part of the presentation to the public to ensure wider dissemination of this information

- Future of farmland on southside of Main Street
- Recommended measure: do not allow rezoning; if rezoning is allowed, do not allow access from or on Main Street; access would be from Murray to East and Gladstone and Walker to West
- SC: Noted
- CR: No further comments from the Committee

Zone: Wigle to Kratz

Current Issues:

- Traffic congestion
- Recommended measures: consider accelerated redevelopment of Road 2 East
- SC: A portion of this is in the 2021 budget, subject to approval. Project will likely still be 2 to 3 years for full completion based on budgetary consideration.
- CR: The Committee understands that the Graham to Ruthven portion of work will be covered by 2021 budget and seeks clarity regarding timelines for the Heritage Road extension, i.e. Fox Lane
- CR: The Committee feels that two to three years may be too long and suggests that Road 2 East should be completed in line with the new school being operational
- Traffic light timing seems to be an issue (Wigle, Jasperson, Freshco) ○ Recommended measure: investigate light timings with a view to adjusting them for better traffic flow

- SC: Already addressed.
- CR: The Committee will continue to monitor.

Zone: Wigle to Kratz

Current Issues:

- Traffic at Jasperson and Main is growing
- Recommended measure: continue to monitor this intersection and recognize that future developments will have a negative impact; Consider safety for pedestrians at this intersection due to anticipated vehicle volume and new turning lane
- SC: Improvements to the intersection have been highlighted as part of traffic studies completed in the past and are on the capital project list. Agreed that future development will impact however the goal is that it will not be negative as improvements will be required as part of that future development.
- CR: Pedestrians are likely to be students from the new school as well as Chartwell residents. Are crossing guards warranted here? We suggest that light timings at this intersection be reviewed once new school is open

Zone: Wigle to Kratz (continued)

Current Issues:

- Freshco Plaza has no alternate exit which creates a traffic problem as well as a security problem

- Recommended measure: create a second exit, possibly an extension from Peachwood to rear of Plaza; this will allow for Woodycrest and other area residents to access plaza without entering Main Street; this will also provide secondary access/egress in the event of an emergency at main intersection
- SC: Although there is potential for this it is over private lands some of which are not currently within the settlement area for Kingsville. As lands to the rear of this plaza develop this option can certainly be kept in mind.
- CR: Future developments should include planning for secondary access/egress points to avoid this type of problem. The Town should continue to look for a secondary exit from this location to reduce congestion and to provide options in the event of an emergency

Zone: Wigle to Kratz (continued)

Current Issues:

- Congestion at Taco Bell, Tim Hortons, Esso Gas
- Recommended measures: right hand entrance and exits only directly into retail outlets; introduce service road to move other traffic to stoplight at Movati Plaza - no further left hand exits from either Taco Bell, Tim Hortons or Esso Gas
- SC: This is a significant project to service private lands with an equally significant cost. It requires co-operation from the land owners as well as the purchase of property to install the road. It also has the potential to allow for future development of the remaining lands at the rear which would further add to traffic volumes. Alternatively investment in the Road 2 E, Jasperson realignment and the west side collector may have a more significant impact.

- CR: It is recommended that the Town encourage any developer to consider low cost housing for this area and work with the developer to ensure the installation of a service road; we recognize that right hand entrances and exits will only work if a service road is introduced

Zone: Wigle to Kratz (continued)

Anticipated Issues:

- Anticipated future congestion with development of new school on Jasperson and plans for new residential development south of school
- Recommended measure: Speak with School Board about purchase of Kratz Road property to allow access to school from Kratz in addition to Jasperson; consider designating vehicles and buses to separate entrances if possible
- SC: The school board does not have budget dollars to purchase additional lands for this project. In addition directing traffic to Kratz leads to significantly more investment in improvement of that road along with intersection improvements at Road 2 E and Seacliff
- CR: The Committee understands the Towns position on this point

Zone: Wigle to Kratz (continued)

Anticipated Issues:

- Commercial Plaza at Emily will add more congestion

- Recommended measure: Ensure direct access/egress is not onto Main ○ SC: Agreed, no access to Main will be permitted.
- CR: Thank you for confirming this point
- Vacant land across from Emily will add to congestion if developed ○ Recommended measure: Do not allow access/egress to Main Street for any future development here
- SC: These lands are not within the Kingsville settlement area. Future development will likely require a larger scale review of the entire area which may also recommend no access to Main.
- CR: The Committee stands by this recommendation and suggests that the Town consider this for development outside of the study area on Main Street, as well, i.e. west of Heritage and east of Kratz

Negative Dividends of Traffic Congestion

Overall detrimental impact on quality of life or livability of our community which could result in:

- Lack of feeling safe and secure within a neighbourhood
- Deterrent from walking and cycling due to safety concerns; particularly for vulnerable road users
- Decreased interaction between residents within a neighbourhood ● Loss of community identity
- Increased air and noise pollution from increased traffic volumes and speeds
- SC: Current policy is trying to encourage more compact development and offer the choice not to get into a car and drive. The current make up of Main St with commercial in the downtown and at the east end makes vacant lands along Main St an ideal location for more compact development.

CR: The Committee believes that compact development may not be suitable in the absence of a public

transportation system. It is expected that residents will have motor vehicles and compact development will increase the number of vehicles accessing the study area further aggravating the issue of road congestion; focus on compact development may be untimely due to the pressing need for affordable housing

Mitigation Measures for Consideration

- Introduce Community Safety Zone between Wigle and Spruce with reduced speed limit of 40km/hr and increased fines - this area meets the criteria, e.g. presence of seniors home, medical building and school; consider same designation for new school on Jasperson once occupied
- SC: This can be reviewed as an option.
- CR: The Committee is asking the Town to implement a community safety zone between Wigle and Spruce in 2021 while a second community safety zone should be implemented at the new school on Jasperson once operational
- Accelerate development of Road 2 East and encourage traffic to use this road; introduction of Community Safety Zone may have this effect
- SC: Work will proceed if approved.
- CR: We appreciate this consideration
- Designate specific times for truck traffic through Main Street and clearly marked alternate routes; introduce fines for infractions
- SC: This is complicated to determine and adds enforcement for which they may not be resources or may add costs not currently contracted.
- CR: The Town's position regarding restrictions and enforcement is understood and agreed by the Committee. The introduction of alternate routes should be considered once road improvements are in place.

Mitigation Measures for Consideration

- Increase police presence along Main Street corridor and consider automated speed cameras as a deterrent
- SC: Discussion with Police Service Board is the option here.
- CR: The Committee would like the Town to forward this request.
- Better education of pedestrians about advanced signals for vehicles
- SC: It is up to the public to understand signals at a crosswalk and not proceed against the lights.
- CR: We would request that the Town forward this to the Police Services Board. Also, the new Communications Director might assist with a public communications strategy reminding pedestrians of this information

Mitigation Measures for Consideration (continued)

- Stringent review of any future rezoning requests of residential properties in order to keep Main Street mixed use commercial residential and to reduce risk of additional traffic congestion
- SC: All requests for zoning are reviewed in detail and impact on traffic reviewed.
- CR: The Committee believes that this reinforces the needs for a full independent traffic study to be funded by the Town
- No access to Main Street for future developments where other options exist

- SC: Agreed, when feasible.
- CR: The Committee states that this should be the goal of all future development and should be applied in all cases where feasible

- Multi-storey buildings and commercial plazas should have two points of access/egress
- SC: Agreed, when feasible
- CR: This should be a stated requirement for all future development

- Moratorium on future development pending finalization of Main Street Committee work
- SC: This remains an option but is currently on hold.
- CR: This is understood by the Committee but we ask that discussion regarding this point be added to the agenda of the next full committee meeting

Mitigation Measures for Consideration (continued)

- Service road development behind Tim Hortons, Taco Bell and Esso Gas ● SC: Addressed above.
- CR: Understood; thank you

- Development of secondary exits off of Main Street for Freshco Plaza and any future plaza

- SC: Already addressed.
- CR: Understood; thank you

Mitigation Measures for Consideration (continued)

- Review roadway parking in certain spots, e.g. Anglican Church
- Review use of municipal parking lots or future larger parking facilities
- Improved roadway markings in turning lanes
- Educate public for use of turning lanes and rules of Community Safety Zone
- Review light timings and crosswalk light duration
- Traffic Circle at Heritage and Main
- SC: Above points have been addressed earlier.
- CR: Understood; thank you

- Ensure new developments take the active transportation corridor (once approved) into consideration when planning
- SC: This is a consideration for all development in Kingsville.
- CR: This comment is accepted by the Committee

Mitigation Measures for Consideration (continued)

- Carry out specific study for Main and Jasperson traffic before any future development is approved

- SC: Several studies have been completed in this area and identified improvements which are in the capital schedule.
- CR: The Committee is asking for a specific study to be conducted and funded by the Town. This will provide current up to date data, against which data provided by future developers can be compared. The last traffic study in 2012 highlighted this intersection as problematic. OPP reports for the period 2016 - 2020 indicate that 26% of all traffic accidents along Main Street occurred at this intersection
- Carry out full traffic study for baseline information and posterity along entire length of Main Street (to be carried out by the Town)
- SC: This would duplicate the work being anticipated as part of the update to the Transportation Master Plan being recommended in the 2021 budget. Updated traffic counts in certain areas would provide an updated baseline. In reviewing the existing volumes and newer counts in the higher volume areas it is clear that there has been an increase in volume however it is consistent with the Town's level of annual growth of approx. 1%.
- CR: The Committee reaffirms its request for a full baseline traffic study to be conducted from Heritage to Kratz. This will ensure that the Town has current data against which developer's data can be verified.

Active Transportation

- The committee has noted that use of bicycles from Spruce to Heritage is hampered by on-road parking in town and at both churches. In order for a complete AT path to be developed, Main Street parking would

need to be removed. There are two options for improved Active Transportation on this corridor.

1. Review use of Greenway as primary route for cyclists; or

SC: This is would be ideal as it already exists, is there an option of improvements in partnership with ERCA?

- CR: This response is not understood by the Committee. We require clarification from the Town regarding this response.

Active Transportation

2. Develop Multi-use pathway from Kratz to Spruce by incorporating boulevard into sidewalk

- This will involve removal of mature trees currently on boulevards and path will have to move around utility poles/light standards currently on boulevard

SC: This is also an option but longer-term as it would need to be incorporated as part of the scheduled repair and replacement of Main St. i.e. paving, curbs, sidewalks, services etc. to avoid added costs.

- CR: We confirm that we understand this point

- Provide bike racks in all municipal parking lots

- SC: This recommendation can be reviewed.

- CR: We request that this suggestion be advanced by the Town since it aligns with the stated goals of improved active transportation. We also request that consideration be given to modifying parking signs to include bike parking symbols

Next Steps For Committee

- Review all traffic calming measures for feasibility
- SC: Traffic calming on an arterial road will be a challenge.
- CR: The Committee would like traffic calming measures reviewed as an action item
- Look for examples from other communities to defend proposals, e.g. City of Windsor decision to reduce Wyandotte from 4 lanes to 2 lanes; Community Safety Zones in Essex and Tilbury, as well as in other communities across Ontario
- SC: If this is reviewed the committee should ensure that it is comparing roads with similar traffic volumes and classifications.
- CR: The comparisons for this study's purposes are similar to Tilbury and Essex, both of which have this designation in place
- Consider Public Education Media Campaign to increase understanding of use of traffic turning lanes; location of municipal parking lots; better understanding of/map of Greenway showing routes into town with approximate travel times; fines associated with various traffic infractions; rules of Community Safety Zone, if implemented, as well as fine structure
- SC: Public education in certain areas is something the Town can review where appropriate. Making additional information available is important and there could be partnership opportunities with ERCA, the

BIA and OPP.

- CR: The Committee appreciates the Town's concurrence on this point. We ask that the Town move forward with these action items