

DECISION/DIRECTION NOTE

Title: Quidi Vidi Village Traffic Complaints

Date Prepared: June 3, 2020

Report To: Committee of the Whole

Councillor and Role: Councillor Sandy Hickman, Transportation & Regulatory Services

Ward: Ward 2

Decision/Direction Required:

Direction is required on whether to take action with respect to traffic complaints in Quidi Vidi Village.

Discussion – Background and Current Status:

The city continues to receive traffic complaints from residents in Quidi Vidi Village. Most requests focus on the volume of traffic in the core of the Village, the parking situation, and the constrained right of way on Quidi Vidi Village Road.

Typical traffic speeds measured on Quidi Vidi Village Road in the core of the Village are 30km/hr which aligns with the speed limit in the area and lower risk if collisions occur.

There is a pattern of collisions within Quidi Vidi Village related to the narrowness and poor sight lines on the road. Thankfully the low number of collisions and low speeds have mitigated this pattern and the severity of these collisions is relatively lower than might otherwise be expected.

Root causes

Quidi Vidi Village is a popular destination for tourists and locals for its scenic views, trailheads and popular businesses. Quidi Vidi Village Road is popular recreational route for pedestrians, runners and people cycling. The streets in the village are narrow, winding and without sidewalks – meaning that pedestrians and people riding bikes or running share the road with motor vehicles.

Action taken to date

- Quidi Vidi Village Road was evaluated for a traffic calming project in 2011 and although traffic calming was warranted, a survey of residents didn't get the required support to proceed.

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- A new parking area at the end of Cadet Road was developed in 2018-2019, adding formal parking spaces for visitors and defined spaces for tour buses.
- A speed feedback sign is currently posted near the intersection of Regiment Road and Quidi Vidi Village Road on the approach to Quidi Vidi Village.
- In 2017 council approved banning left turns from East White Hills Road onto The Boulevard with the goal of reducing through-traffic in Quidi Vidi Village. How this restriction would be incorporated with a broader set of changes was raised in early 2018 and the question was not resolved. As such, this restriction has never been implemented.¹
- **Additional parking on Cuckhold's Cove Road:** In 2019 a section of Cuckhold's Cove Road east of Stone's Road was opened to daytime parking to try and increase the supply of parking in the area. Parking directional signs were also added to help direct visitors to this area.
- **Parking regulatory sign update:** In 2019 all parking regulatory signs were reviewed and updated to ensure the restrictions were clear to all drivers.
- **Parking wayfinding signs for Quidi Vidi Village:** The City is currently undertaking a wayfinding sign project. Tourism related signage for the Village will incorporate parking and pedestrian exploration information. Once this process has finalized a visual theme the plan is to create additional parking directional signs that use this theme to help drivers find parking when visiting the Village.

Previously considered actions

- **Traffic calming at the core of the village:** Although Quidi Vidi Village Road is not on the traffic calming project list, some segments may qualify again if evaluated. The main factors in the previous rank were total traffic volumes and an estimate of non-local traffic. Neither of these issues is likely to be affected by anything short of significant restrictions. Speed cushions, which have been requested, are not effective at lowering speeds beyond the current typical speed of 30km/hr. However, if a traffic calming project is popular among residents and business owners it may be successful in reducing complaints. The process based on the Traffic Calming Policy would be to re-evaluate and rank this area before any action is taken.
- **One-way traffic through the village:** This could open up space for parking or active transportation but it would likely increase vehicle speeds through the village causing new safety issues. Increasing area for pedestrians within the core of the Village is a common concern raised. This would also displace traffic to the other end of Quidi Vidi Lake to an area that is already congested and is expected to affect residents worse than any other user group.
- **One-way traffic on The Boulevard Between East White Hills Road and Cadet Road:** The predominant flow of traffic through the Village is toward The Boulevard (roughly 2/3 of traffic) rather than from The Boulevard (roughly 1/3 of traffic). A one-way

¹ Reluctance to implement this restriction was also influenced by the significant outpouring of public feedback on the Winter Avenue restriction. Banning left turns off East White Hills Road is not expected to be an effective solution to the complaints in the Village nor is it supported by the data collected.

inbound only restriction would prevent this predominant flow and reduce through traffic in the Village. This displaced traffic would relocate to Forest Road and/or King's Bridge Road. This option was considered by a committee of Council in 2017 and not advanced.

- **One-way traffic on Stone's Road:** This option was explored informally but due to negative feedback from residents affected was not advanced beyond investigation of feasibility.

Other options

- **Status Quo:** The root causes of the traffic related complaints are unlikely to be addressed without significant restrictions to traffic flow through Quidi Vidi Village. While this approach would likely please some, it would also be likely be a very negative change for others.
- **Traffic calming at the approach to the village:** Speeds on the approaches to Quidi Vidi Village from The Boulevard and from Forest Road are higher than those in the core of the Village. Neither of these areas is commonly mentioned in complaints since they are slightly outside the area occupied by village residents. If issues exist, traditional traffic calming tools like speed cushions are likely to be effective. However, whether they would resolve the concerns raised by residents depends a lot on the perceptions of the affected population.

Key Considerations/Implications:

1. Budget/Financial Implications:
Unknown
2. Partners or Other Stakeholders:
Businesses and residents of Quidi Vidi Village
Economic Development, Culture & Partnerships
3. Alignment with Strategic Directions/Adopted Plans:
No direct alignment with existing strategic directions. However, this is related to "A City that Moves: A city that builds a balanced transportation network that gets people and goods where they want to go safely."
4. Legal or Policy Implications:
n/a
5. Privacy Implications:
n/a
6. Engagement and Communications Considerations:
If a project is initiated, an engagement survey of affected residents and business owners would be required.

If traffic changes are approved for the area a communications strategy would be developed including a traffic advisory, PSA and social media to inform the public of the changes before they are implemented.

7. Human Resource Implications:

n/a

8. Procurement Implications:

n/a

9. Information Technology Implications:

n/a

10. Other Implications:

n/a

Recommendation:

That Council

Direct staff to maintain status quo while continuing to monitor traffic and parking issues in Quidi Vidi Village and, if there is a significant change in the facts of the situation, bring that information to Council with any recommended actions.

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Report Approval Details

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

Scott Winsor - Jun 4, 2020 - 3:30 PM

Jason Sinyard - Jun 4, 2020 - 3:59 PM