

Staff Report



To	General Committee
Subject	Madelaine Drive Road Diet – Mapleview Drive to Yonge Street
Date	May 7, 2025
Ward	9
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer
Staff Report #	DEV014-25

Recommendation(s):

1. That Council approve the reconfiguration of Madelaine Street from 2 lanes per direction to 1 lane per direction with a centre two-way left turn lane / left turn lane.
 2. That Council direct staff to seek approval from the Ontario Minister of Transportation to implement the reduction of 1 lane per direction as required by Bill 212 – Reducing Gridlock, Saving You Time Act, 2024.
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Executive Summary:

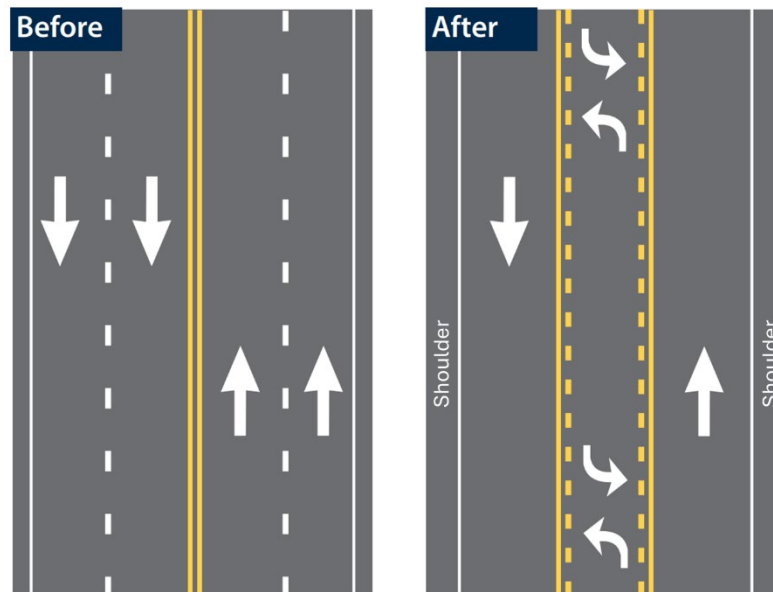
The purpose of this staff report is to seek Council approval to reduce travel lanes on Madelaine Drive from 2 per direction to 1 per direction with a centre two-way left turn lane / left turn lane. Resident concerns regarding vehicle speeds on Madelaine Drive have prompted a review of the current road configuration. The existing layout, with two lanes per direction, allows drivers to travel at higher speeds and overtake slower vehicles.

Staff are proposing a road diet to reduce vehicle speeds. Road diets are a demonstrated practice to help reduce vehicle speed and improve road safety. The City has implemented numerous road diets with similar examples including Hurst Drive and segments of Livingstone Street and Hanmer Street.

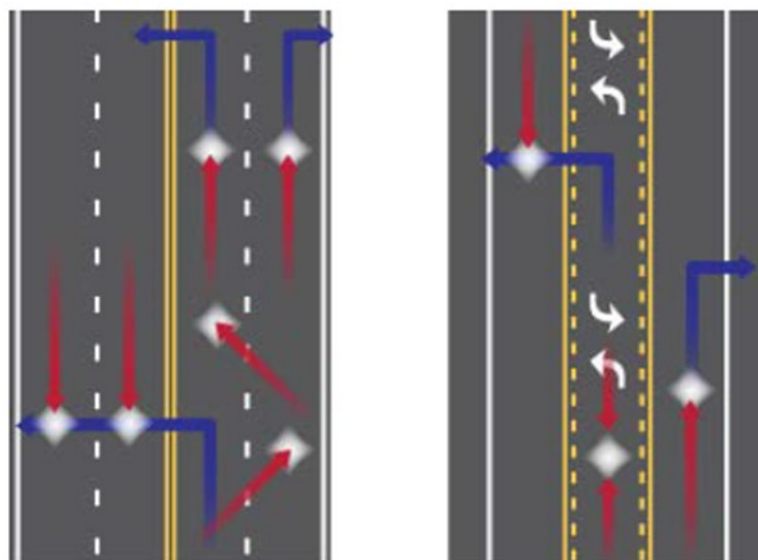
On-street parking is proposed to be maintained where presently permitted. The road diet will provide space for an urban shoulder; this space can be utilized for parking or by cyclists. The use of an urban shoulder is recommended as an interim condition (as an alternative to a designated cycling lane) until Madelaine Drive is constructed south of Mapleview Drive, which includes cycling lanes.

Key Findings:

A road diet is the primary traffic calming practice employed on contextually appropriate collector and arterial streets to reduce vehicle speeds. Staff have measured a reduction in travel speeds of 10 kilometres/hour and a traffic reduction of 500 vehicles per day. A road diet is being proposed for Madelaine Drive. To implement the road diet, the pavement markings on Madelaine Drive would be modified to reflect the figure below:



A road diet improves road safety by reducing conflict points. Road Diets reduce vehicle-to-vehicle conflicts that can contribute to rear-end, left-turn, and sideswipe crashes by removing inside lanes that serve both through and turning traffic. Transportation agencies have noted a 19 to 47 percent reduction in overall crashes when a road diet is installed. The following figure illustrates the reduction in mid-block conflict points:



The City will need to seek approval from the Province to complete the road diet. The

Province passed Bill 212 – Reducing Gridlock, Saving You Time Act, 2024, in part, to address the application of road diets that unduly impacted vehicle travel. It is the opinion of staff that the application of a road diet on Madelaine Drive is an appropriate application for the following reasons:

- Madelaine Drive is classified as a major collector; however, it is not a major thoroughfare and not a critical transportation link.
- The land use is predominantly low density residential with direct access to the street.
- The intent of the lane reduction is to address road safety concerns related to vehicle travel speed.
- The existing traffic volumes are 6,000 vehicles per day (2023 count) which is well below the capacity of the proposed road reconfiguration.

Pending Council approval, staff will write to the Minister of Transportation seeking approval to implement the road diet.

If approved by Council and the Minister of Transportation, the road diet would be implemented in 2026. The implementation is planned to coincide with the construction of the raised intersection at Madelaine Drive and Country Lane that Council requested as part of the 2025 Business Plan (detailed design – 2025, construction – 2026).

Financial Implications:

The cost for pavement markings and installation of no parking signs is \$70,000.00. A capital intake form will be submitted as part of the 2026 Business Plan. Bi-annual line painting will require an operational budget increase of \$8,000.00.

Alternatives:

The following alternatives are available for consideration by General Committee:

Alternative #1 – General Committee could maintain the existing street configuration. This alternative is not recommended as the lane reduction will aide in reducing vehicle travel speeds.

Alternative #2 – General Committee could alter the proposed recommendation by requesting staff to implement cycling lanes (in lieu of a designated cycling lane). While this alternative is available, this change would require the prohibition of on-street parking.

Strategic Plan Alignment:

Affordable Place to Live		
Community Safety	X	Reducing travel lanes aides in reducing vehicle travel speeds.
Thriving Community		
Infrastructure Investments	X	The addition of a two-way left turn lane improves access to residential homes.
Responsible Governance	X	Reconfiguring paving markings is a cost-effective approach to reducing vehicle travel speeds.

Additional Background Information and Analysis:

Not Applicable

Consultation and Engagement:

Staff completed a mailout to property owners and tenants on Madelaine Drive. Appendix A includes resident comments, concerns raised with responses and a copy of the letter mailed. Appendix B includes a summary of concerns with responses.

Environmental and Climate Change Impact Matters:

There are no environmental and/or climate change impact matters related to the recommendation.

Appendix:

Appendix A – Resident Feedback
Appendix B – Concerns and Responses

Report Author:

B. Gratrix, P. Eng., Senior Project Manager – Transportation Planning,
Development Services

File #:

Not Applicable

Pending #:

Not Applicable

Appendix A – Resident Feedback

Feedback from mailout to owners and occupants on Madelaine Drive.

Received via phone call, discussion paraphrased:

- Road diet should prohibit on-street parking.
- Concerns regarding collisions at the Madelaine Drive and Country Lane intersection.
- Speed reduction is required on Madelaine Drive.
- Noted increased in speeding with new residential development south of Mapleview Drive.

I read with interest and disappointment the letter below from you that my neighbour [REDACTED] forward to me.

My question to you and we have written the City, The Mayor and our Ward 9 Councillor many times. What is going to be done about the intersection of Madelaine and Country Lane?

My husband and I live at [REDACTED] Country Lane, [REDACTED] house from the corner of Madelaine and Country Lane in our 14 years of living on Country Lane we have witnessed at least 5 very serious accidents. The reasons for these accidents is speeding and very importantly the visibility on Country Lane to see the cars on Madelaine before proceeding into the intersection. Especially in the winter with the snow banks.

With the development of the housing south of Mapleview has increased the flow of vehicles on Madelaine.

We were also told the original plan for Madelaine was to have no parking and bike lanes. The proposal below indicates there will still be parking on Madelaine and no bike lanes.

Whatever happened to the proposal in 2012 and again in 2019 to put traffic lights at the corner of Country Lane and Madelaine and no parking on Madelaine? We still have documentation from the City that this was being looked into.

How many times does it take the City of Barrie to propose to make Madelaine a two lane road with a centre turning lane before we see action?

Justin it would be appreciated if you and Sergio would have an interest in meeting with my husband and myself regarding our concerns that are not being addressed by the city because they don't live in this area.

I live on Madelaine Dr. at the [REDACTED] and received your recent letter regarding the reduction of lanes. I understand how it is intended to calm traffic and I do agree there are some people on the street that speed in the area. My only concern is the lane turning right onto Yonge. If this lane is removed it will only add to the already congested area during times when parents take their children to the schools across the street. The line up of traffic to enter Ashford drive from Madelaine is already bad at school start time and often blocks the driveway to the [REDACTED]. Often, parents will stop in the right turn lane to drop their children off and if the current two lanes are reduced to one, this will be very problematic. We already have parents parking in the [REDACTED] driveway that do not live in our [REDACTED]. Also, if the intersection at Yonge is reduced to one lane, the left turn to head north will also be negatively affected.

I do not believe there is a need for a center turn lane along Madelaine Dr. and I regularly use the road to enter our [REDACTED] and have never had any issues that would require a turn lane – vehicles simply pass me on the right as I am waiting to turn left in to the [REDACTED]. I believe another solution is required to calm the traffic.

I recently received the letter regarding the proposed modification to Madelaine Drive, and I must express my concerns. Based on the proposal, it seems like there may not have been much consideration given to the actual realities of the area. With all due respect, I believe this is a poor idea.

Madelaine Drive is currently the only way in and out of the entire housing estate, making it a crucial access point for all residents. It's already a very busy road, and the traffic volume has only increased in recent months. In addition to the traffic generated by the residents here, there's also significant new home construction happening on the other side of Mapleview, which is adding even more vehicles to the area.

Reducing the road to a single lane in either direction seems like it will only exacerbate the situation. It will undoubtedly lead to further congestion and delays. As it stands, there are already times when it is incredibly difficult for me to get out of my own driveway due to the heavy traffic. Adding further restrictions to the road will likely make this even worse, resulting in longer wait times and even greater frustration for everyone in the neighbourhood.

I strongly urge you to reconsider the proposed changes. Regarding the reduction of collisions, I was under the impression, based on my conversation with Councillor Sergio, that a solution had already been approved by the city. This solution involved adding a raised intersection at Madelaine and Country Lane. In my view and having lived on that corner for 14 years now, this proposal would be far more effective in addressing the needs and concerns of our neighbourhood.

Letter to property owners and occupants:

THE CORPORATION OF THE CITY OF BARRIE



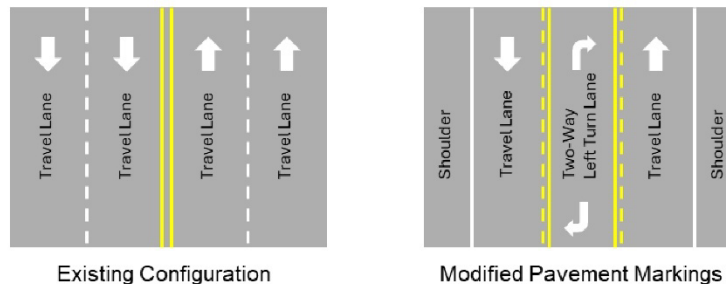
«Owner_Name_1»
«Mailing_Address_1»
«Mailing_Address_2»
«Municipality», «Province» «Postal_Code»

January 31, 2025

To Property Owners and Tenants:

**RE: PAVEMENT MARKING MODIFICATIONS
MADELAINE DRIVE – MAPLEVIEW DRIVE EAST TO YONGE STREET**

To make Barrie's roads safer for everyone and to reduce speeding, the City of Barrie is planning line painting changes on Madelaine Drive. The City is proposing to reduce the number of travel lanes from 2 lanes per direction to 1 lane per direction with a two-way left turn lane. This change is referred to as a road diet, which reduces the speed travelled by drivers and helps to reduce collisions. This change does not impact on-street parking and will not have an adverse impact on desired traffic operations. The following figure illustrates how the street will be reconfigured.



The City is planning to complete the pavement marking modifications this year pending approval by the Minister of Transportation. The City is seeking feedback from residents on this proposed change. Feedback will be included as part of a staff report seeking Council approval to implement the proposed change. Please provide feedback by February 14, 2025.

If you have any questions or concerns, please contact me directly.

Yours truly,

A handwritten signature in blue ink that reads "J. MacDonald".

Justin MacDonald, C.E.T.
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justin.macdonald@barrie.ca

cc: Councillor Sergio Morales, Ward 9
Michelle Banfield, Executive Director of Development Services

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Appendix B – Concerns and Responses

Concern	Staff Response
On-street parking should be restricted.	On-street parking is recommended to be maintained as an interim condition until Madelaine Drive south of Mapleview Drive is built out as part of new development in the Hewitt's secondary plan (this new street includes cycling infrastructure).
Concerns regarding collisions as the intersection of Madelaine Drive and Country Lane.	The proposed road diet is a proven safety measure that reduces travel speed and collisions. Council has also directed staff to implement a raised intersection at Madelaine Drive and Country Lane; a raised intersection is a traffic calming measure which aims to reduce travel speeds.
Concerns regarding travel speeds on Madelaine Drive.	
Has Council already approved a raised intersection at Madelaine Drive and Country Lane?	Yes, Council has directed staff to install a raised intersection at this location. Funding was approved as part of the 2025 Business Plan with funds allocated for detailed design in 2025 and construction in 2026.
Increased traffic due to growth.	As the City's population doubles to a planned population of 298,000, traffic will increase. Madelaine Drive is a major collector street and is expected to carry a higher volume of traffic as compared to a local street. While an increase in traffic is expected, the City is implementing measures to mitigate the extent of increased traffic by investing in transportation improvements on the City's arterial network to attract trips away from the collector network and also implementing traffic calming measures on Madelaine Drive to divert trips to the arterial network.
Previous proposals to install traffic signals.	There have been no previous proposals to install traffic signals. There have been past investigations for the installation of traffic signals. Those investigations determined that warrants for traffic signals were not met.

Concern	Staff Response
Traffic at Yonge Intersection.	The proposed road diet maintains the same lane configuration at the intersection.
Loss of traffic capacity / increased travel times.	The proposed road diet on Madelaine Drive is intended to reduce travel speeds (increase travel times) and nominally reduce traffic capacity.