

Future of Bradford Street



About Me

- Civil Engineering and Planning Education from University of Waterloo
- Worked as a Transportation Planner

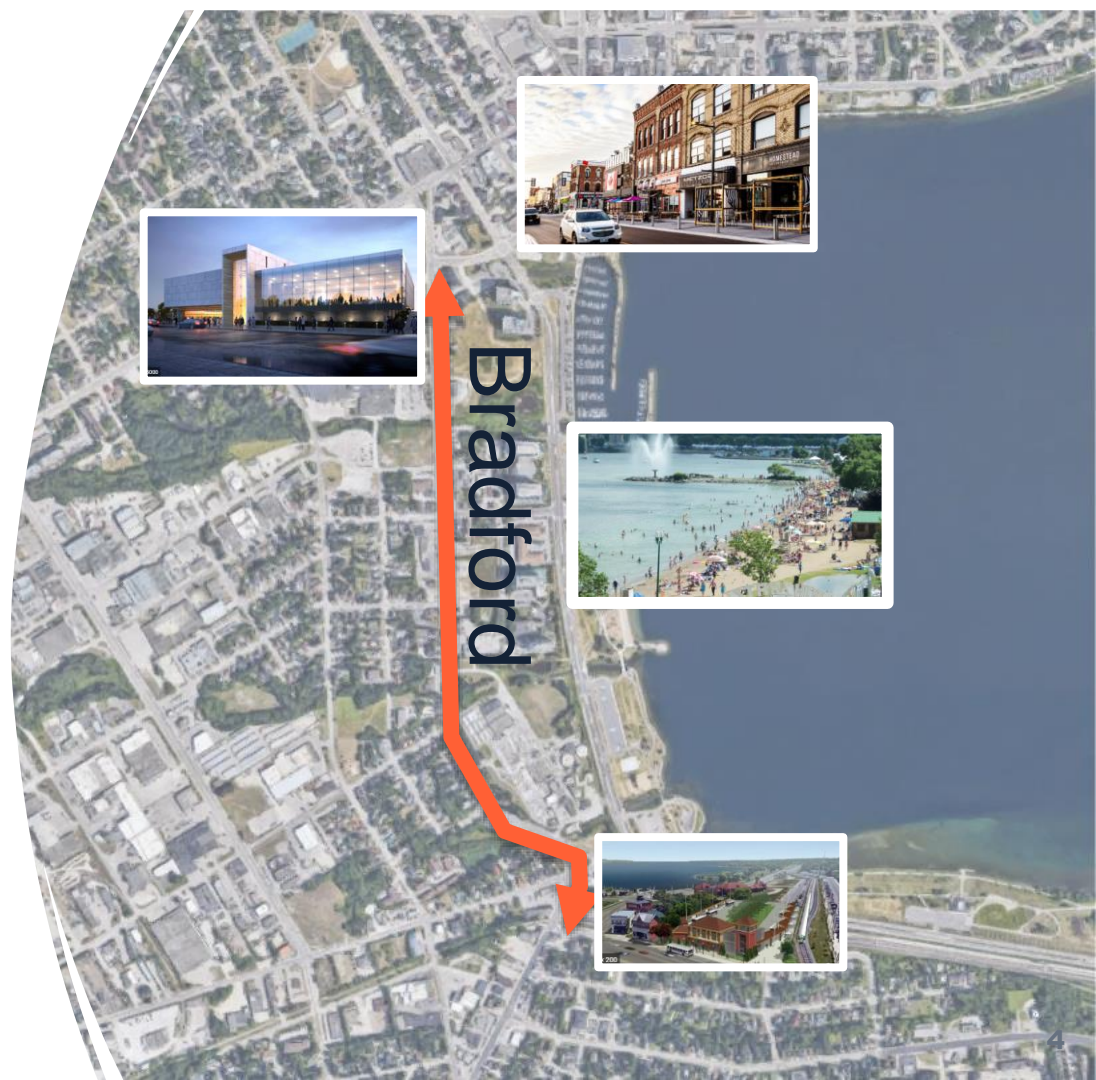
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Why Bradford?

The **potential** of Bradford is unparalleled in Barrie

The Potential

- Urban Growth Centre & Underdeveloped
- Mobility (GO, Barrie Transit)
- Beach
- Proposed Fischer Auditorium

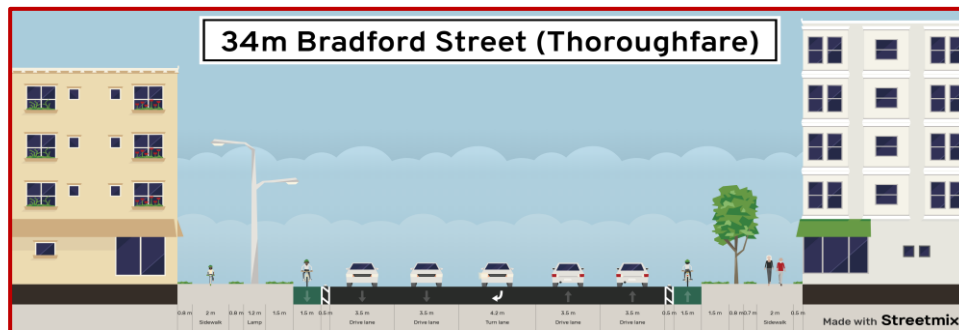
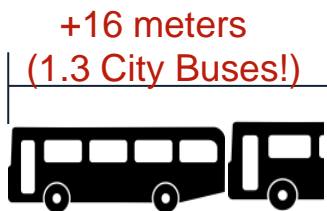
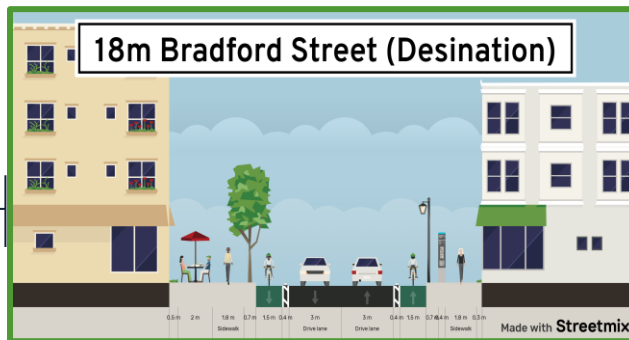
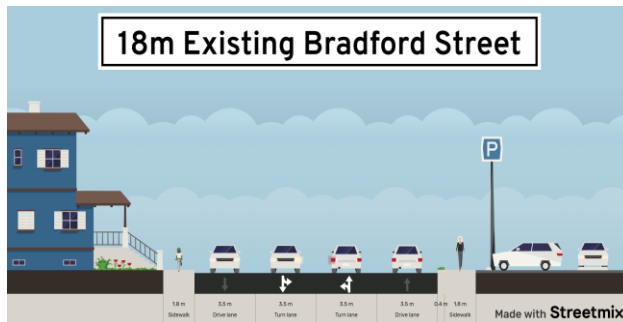


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The Options for Bradford

Now is the time to choose the future

The Options for Bradford



1) Status Quo

2) Destination Bradford

3) 'Move-Through' Bradford

(Barrie Road Standard)

'Move-Through' Bradford



Pros

- Vehicles can go faster.
- Higher vehicle traffic volumes.

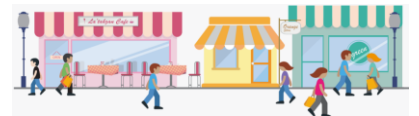


'Destination' Bradford



Pros

- No land acquisition, cheaper upfront, and **better tax base**.
- Higher pedestrian and cyclist counts.
- More business foot traffic.
- Better modal splits (TMP Targets).



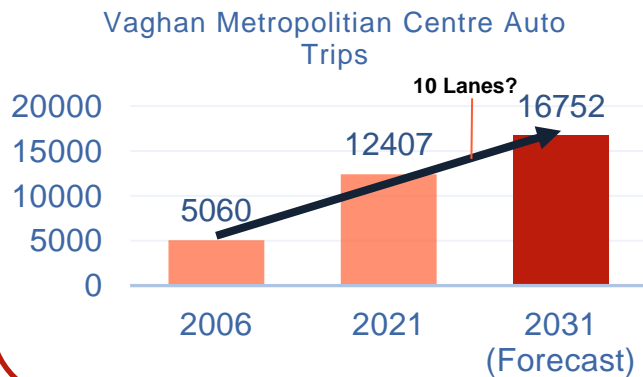
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Induced Demand

What do we do about the projected increase in car traffic?

Induced
Demand

Auto
Focus



Multi-
Modal
Focus



King Street Pilot Findings:

- **More** people per hour traveling.
- Car travel times were the **same**.
- Business license turnover is **lower**
- **More** spaces for people to linger

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Is Widening Worth it?

At the expense of pedestrian and cycling comfort?
Vibrant Downtown corridor?

The True cost of Widening Compromises Barrie's Goals to Create Walkable, Sustainable Neighbourhoods

- **Significant capital and operating financial costs** of purchasing land that could be used for housing and generating tax revenue.
- **Missed opportunity to create a walkable, attractive district** connecting downtown and Allandale around the bay which can attract more tourists, new residents, and high paying jobs.
- **Hurting potential businesses on the corridor** due to less development & less foot traffic.
- **Car traffic will get worse**. Expanding roadway leads to never ending cycle of needing to expand more. The 'one more lane will fix it' fallacy.

All for what?

- Accommodating pass through traffic which could be redirected to Anne Street or Hwy. 400 (especially with the new Dunlop interchange).

Let's Make Bradford Street a Destination and Not a Thoroughfare

Next Steps

- **Bradford EA Option:** I would like to suggest we **add the 'Destination' Bradford option within this assessment for further study.**
- **Plan for The Trips We Want:** Target modal splits for trip generation by the proxy area that 'Destination' Bradford will be. Not what it is now.
- **Traffic Projections Loop:** Potential walkable areas need to be allowed to thrive and not destroyed through widenings because of traffic projections. Let's be King Street and not Highway 7 for Bradford.

Thank you

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