

DATE OF MEETING NOVEMBER 24, 2025
AUTHORED BY FRASER MAH, TRANSPORTATION ENGINEER,
TRANSPORTATION
SUBJECT BRADLEY STREET TRAFFIC CALMING

OVERVIEW

Purpose of Report

To provide the Governance and Priorities Committee with an overview of the Bradley Street Traffic Calming proposal and an opportunity to provide direction.

Recommendation

That the Governance and Priorities Committee recommend that Council direct Staff to complete design and implementation of Bradley Street Traffic Calming Option 1 as presented in the Staff Report titled "Bradley Street Calming" dated 2025-NOV-24.

BACKGROUND

Staff have received ongoing concerns from the Bradley Street Neighbourhood Association and residents regarding the traffic speed and volumes along Bradley Street between Millstone Ave and Holly Ave.

Previous Traffic Calming and Road Reconfiguration

In 2004, a previous project was proposed to create a bypass connection between Holly Ave and Wall St, the Wall-Holly Connector, down the existing south leg of the Bradley St and Holly Ave intersection. The project did not proceed due to neighbourhood opposition, car-centric design, and environmental impacts of the works. As well, previous traffic calming projects have been piloted in this area but not made permanent.

The speed limit on Bradley St and some surrounding streets was changed to 30 km/h in response to the relatively tight geometry, particularly the sight lines at the intersection of Wall St and Bradley St.

Current Traffic Calming Requests

Requests to add traffic calming measures along Bradley St have been received by the neighbourhood association and from residents. At the 2025 Neighbourhood Association consultation event, the Bradley Street Neighbourhood Association identified the following as one of their priority actions:

That the City continue to engage on and implement the Bradley Street traffic calming project, with further input from the Bradley Street Neighbourhood Association on the preferred option.

Additionally, since the beginning of 2023, Transportation Engineering Staff have received eight complaints from residents related to concerns about the road design and driver behaviour on Bradley St.

DISCUSSION

Traffic Assessment

Traffic speed and volume on the segment of Bradley St was assessed in 2020 and 2024 to determine whether this section met the City's traffic calming project thresholds. The existing speed limit is 30 km/h and the road is categorized as a collector road. The City's traffic calming guidelines establish thresholds of 85th percentile speeds greater than 7 km/h over the posted speed limit and over 3,000 vehicles per day for collector roads. Results of the data collection are compiled in Table 1.

Table 1: Traffic Speed and Volume Monitoring

Parameter	Nov 27 – Dec 5, 2024	Nov 14 – 23, 2020
85 th Percentile Speed	54.4 km/h	54.7 km/h
Average Daily Traffic	4942 vehicles/day	3598 vehicles/day

Traffic Calming Concept Options

Based on this analysis, Bradley St meets calming criteria. Staff developed three concept drawings to determine traffic calming alternatives as shown in Attachment A. The concepts can broadly be described as:

- Option 1: One-Way Westbound w/ curb extensions
- Option 2: South-Side Walking Shoulder w/ speed humps
- Option 3: Parking Chicanes

The three options were reviewed by the Bradley Street Neighbourhood Association who identified Option 1 as the preferred option.

Community Survey

Based on the preferred option identified by the neighbourhood association, Staff conducted a community survey from July 4 to August 25, 2025, with notices distributed to residences within a roughly one block radius of the impacted section of road.

Survey responses were reviewed by Staff to remove duplicate submissions and compile results. The survey received 86 responses, of which:

- 60 were in support of implementing traffic calming Option 1 (69.8%)
- 1 was neither in support nor opposition (1.1%)
- 25 were opposed to implementing traffic calming Option 1 (29.1%)

Some of the main themes heard in the feedback section both in support of and in opposition to the proposed traffic calming included:

Feedback in Support:

- Appreciate the robust active transportation movement space

- Urgent and ongoing need to address the perceived safety concerns
- Support for addition of the stop sign on Wall St
- Appreciate the proposed measures and would like to see additional bike lanes, crosswalks, speed bumps

Feedback in Opposition:

- Concern that traffic will be pushed onto Rosehill St and Holly Ave (Staff note Option 1 includes the introduction of traffic calming measures on Holly Ave, and it is expected that there may be some initial increase in traffic on Rosehill St but once drivers are familiar with the change the preferred route will be along Townsite Ave)
- Concern about additional expenditures generally
- Speed management should be being done by RCMP enforcement
- Proposed option does not go far enough to effectively calm traffic and more speed bumps should be added
- Inconvenience to residents needing to loop around |

Cost Estimate

Implementation of Option 1 has been estimated at \$125,000. This project funding can be allocated from the Traffic Calming budget.

Emergency Services Comments

Referrals for this project were completed prior to Council's recent motion on soliciting driver's input. Nanaimo Fire Rescue expressed no concerns with the proposed Option 1. Typically, with local neighbourhood traffic calming, the design ensures that fire trucks can navigate as they are the least maneuverable emergency response vehicles.

OPTIONS

1. That the Governance and Priorities Committee recommend that Council direct Staff to complete design and implementation of Bradley Street Traffic Calming Option 1 as presented in the Staff Report titled "Bradley Street Calming" dated 2025-NOV-24.
 - The advantages of this option:
 - i. Alignment with neighbourhood association preferred option
 - ii. Provides a robust walking and active transportation connection without losing on-street parking spaces
 - The disadvantage of this option:
 - i. Potential rerouting of traffic onto Rosehill St – expected to diminish as drivers become familiar with the change
 - Financial Implication
 - i. The cost for implementation of this option is anticipated to be \$125,000
 - ii. This funding will be allocated from the Traffic Calming budget
2. That the Governance and Priorities Committee recommend that Council direct Staff to complete design and implementation of one of the other Bradley Street Traffic Calming concepts.

- The advantage of this option:
 - i. Maintains two-way vehicle movements on Bradley St and on Millstone Ave
 - The disadvantage of this option:
 - i. Traffic calming measures may be less effective
 - Financial Implication:
 - i. Detailed cost estimates have not been prepared for the alternate options but are expected to be similar to Option 1
3. That the Governance and Priorities Committee recommend that Council direct Staff to maintain the existing road alignment and cross-section that is currently on the roads being assessed.
- The advantage of this option:
 - i. Maintains two-way vehicle movements on Bradley St and on Millstone Ave
 - The disadvantages of this option:
 - i. Does not address the safety concerns being expressed by residents and the neighbourhood association
 - ii. Does not provide an improved movement space for pedestrians or active transportation
 - Financial Implication:
 - i. This option would not have any cost associated with it

SUMMARY POINTS

- Traffic volumes and speeds on Bradley Street have been a long-standing concern for the neighbourhood, and meet the threshold for calming measures.
- An option to convert Bradley Street to one-way traffic was developed in discussion with the neighbourhood, and is expected to ameliorate concerns.
- A community survey was conducted in the Bradley St area in response to community requests for traffic calming. The survey found that a majority of residents are in support of adding traffic calming.

ATTACHMENTS:

ATTACHMENT A: Bradley St Traffic Calming Conceptual Design |

Submitted by:

Jamie Rose
Manager, Transportation

Concurrence by:

Poul Rosen
Director, Engineering

Bill Sims
General Manager, Engineering & Public
Works