

July 8, 2010

City of Campbell River Works to Improve Pedestrian Safety and Traffic Flow Along South Alder; PLUS: Recent Roadway Updates from the Transportation Management Team

The City of Campbell River has recently upgraded two existing pedestrian crosswalks on South Alder Street with the installation of new pedestrian-activated flashing signal technology, to enhance the safety of pedestrians.

Two new pedestrian activated flashing crosswalk signals have been installed at the intersection of South Alder and Merecroft and the intersection of South Alder and Cottonwood.

“All year long, but specifically with the summer holidays there is increased pedestrian traffic crossing South Alder to access our parks or the pool,” said Mayor Charlie Cornfield. *“We wanted to help ensure safe crossings for anyone— young or old—and encourage walking whenever possible.”*

The enhanced crosswalks involved the installation of solar powered, pedestrian activated signals. The double-sided crosswalk lights on both sides of the road are activated to flash yellow when a button on either side of the intersection is pushed by pedestrians. Yellow flashing lights indicate a pedestrian has activated the crosswalk, and drivers should slow their vehicle, note the location of pedestrians and stop if pedestrians are in the crosswalk or waiting to cross the road. Drivers should be aware of any other nearby pedestrians who may wish to cross the road.

These activated pedestrian signals are similar to those installed in May along the South Island Highway.

“We looked at pedestrian flows near and crossing Alder and wanted to make some enhancements to the safety of certain crossings,” said Ron Neufeld, general manager of operations for the City of Campbell River. *“Residents along the route helped us identify the two priority locations for these advanced crosswalks.”*

Related Transportation Updates from the City of Campbell River

- City staff has had recent reports of excessive speeding along South Alder. Residents and visitors are reminded that the speed limit along South Alder is a continuous 50km per hour.
- To help smooth the flow of vehicle traffic at the South Alder and Hilchey intersection, new parking restrictions are in the process of being installed in the southbound lane from the intersection back to Parkway Road, a distance of approximately 100 metres. The goal of this new arrangement is to reduce the occurrences of vehicles parking along the curb, thereby blocking right-hand turn and through traffic southbound across Hilchey.
- Recent tests done by City transportation staff have shown that the most efficient southbound route between Rockland Road and Hilchey Road is along South Alder. *“This seems contradictory for most drivers who are still wanting to turn left onto Galerno,”* said Neufeld. *“Our tests however, have shown that while driving the speed limit and obeying all lights and signals, the fastest route for southbound Highway 19A detour traffic is along South Alder. We encourage non-local traffic to drive the extra half-block up to South Alder before turning left. They will find this is faster than taking an immediate left at Galerno.”*
- Dogwood Street traffic volume has nearly returned to the same level as it was before the signal changes. Recent traffic counts along Dogwood show a daily average of 11,300 vehicles using this route during peak hours. This compares to peaks of 10,500 vehicles per day before the traffic lights were coordinated to help smooth the flow of traffic. Drivers have recently remarked that the coordinated lights have improved the use of the middle lane and made it possible for people to more easily access businesses along Dogwood Street. Transportation staff recently surveyed Dogwood businesses and local residents about traffic flow in the area, and will be sharing results with Council in a coming report.

For more information on these updates and other City initiatives, please visit the City’s website at www.campbellriver.ca.

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Contact: Marci Hotsenpiller, Communications, Highway19A Project
Tel: 250-203-7867 19AUpgrade@campbellriver.ca