

November 23, 2023

BIRCH STREET IS BEING UPGRADED TO A NEIGHBOURHOOD BIKEWAY

Have your say on further traffic-calming measures — survey deadline is December 21, 2023.

The City of Campbell River (the City) is upgrading Birch Street into a neighbourhood bikeway to improve road safety in the neighbourhood while also establishing a north-south connector route from downtown to near the north end of the Dogwood multi-use pathway.

New traffic safety measures, including signage and pavement markings, have been implemented as part of Phase 1 of this project. The speed limit has been lowered to 30 kilometres per hour (km/hr) for its entire length (from 9th Avenue to Robron Road, including Albatross Crescent between Birch Street and Christopher Road, and Christopher Road between Albatross Crescent and Robron Road) and pavement markings called “sharrows” have been added to indicate that use of the road is shared with bicycles. Nearby playgrounds and school zones, which previously had posted speed limits of 30 km/hr at certain times, now have speed limits of 30 km/hr all day, every day. This applies to the playground zones on Merecroft Road, Pinecrest Road and next to Centennial Park; it also applies to the school zone on Birch Street, by Pinecrest Elementary School.

“Since the new signage and pavement markings were introduced in October, the feedback from the neighbourhood has been overwhelmingly positive, with residents reporting that they feel safer travelling on, and appreciate the convenience of, the Birch Street neighbourhood bikeway,” says Melissa Heidema, Transportation Specialist.

Phase 2, which will begin later this month and carry through into 2024, will focus on introducing traffic-calming measures to further encourage drivers to slow down. The first step in Phase 2 will include consultation with residents to explore the types and locations of various traffic calming measures that would benefit the neighbourhood. **An online survey is available at Get Involved Campbell River, visit www.getinvolved.campbellriver.ca to complete the survey and share your feedback before December 21.**

Following the public consultation, Council will be provided an update, and the decided upon traffic calming measures will be implemented. This project was approved by Council in 2022, as part of the 2023 budget. Further upgrades to Campbell River’s transportation network will be discussed as part of the Master Transportation Plan process.

“The community feedback from the survey will help inform what traffic calming measures are added, contributing to the safety and enjoyment of all who use Birch Street,” continues Heidema. *“The City would like to hear from a variety of residents, including people who regularly walk, roll, bike, take transit or drive along Birch Street.”*

The Birch Street neighbourhood bikeway will connect key destinations between downtown and the north end of the Dogwood multi-use pathway, including Robron Centre, Robron Park, Pinecrest Elementary School, the hospital, Centennial Park, École Phoenix Middle School. Classified as a local street, Birch Street is ideal for a neighbourhood bikeway, which will reduce the volume of cyclists on major arterial roads like Alder Street and Dogwood Street.

For more information about the project visit getinvolved.campbellriver.ca.

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New 30 km/hr signage and sharrow pavement marking on Birch Street, northbound, north of Evergreen Road (by the hospital). Photo by City of Campbell River