



## Report

**Subject: Traffic Bylaw Update – Speed Reduction on Riddell Road between Townline and County Road 109 (Broadway)**

**Department: Infrastructure Services**

**Division: Transportation and Development**

**Report #: INS-2025-018**

**Meeting Date: 2025-05-12**

---

### Recommendations

That report INS-2025-018, Traffic Bylaw Update – Speed reduction on Riddell Road between Townline and County Road 109 (Broadway), be received; and

That Traffic Bylaw 2005-078, Schedule H be amended to reflect the rate of speed on Riddell Road (County Road 109) between Townline and County Road 109 (Broadway); and

That Traffic Bylaw 2005-078, Schedule N, Community Safety Zones, be amended to include Riddell Road (County Road 109), between Townline and County Road 109 (Broadway).

### Overview

This report recommends that the current speed limit of 70 km/h on Riddell Road between Townline and Broadway be reduced to 60 km/h. The speed reduction is recommended in order to comply with the Ontario Highway Traffic Act that requires that the speed limit be 60 km/h or less when crossing guards are present and is being recommended due to the increase in pedestrian activity at the crossings along the Riddell corridor. There is a crossing guard posted at Montgomery Blvd. and Riddell Road to assist elementary age school with the crossing. This report also recommends that a new community safety zone be established on Riddell Road between Townline and Broadway.

### Background

Riddell Road is designated as an Arterial Road in accordance with the Town's Official Plan. Riddell Road is currently under the jurisdiction of the Town of Orangeville.

Ridell Road was initially designed to accommodate “Orangeville bypass” traffic, large volumes of trucks and greater speeds. The roadway was initially posted at 80 km/h and was later reduced to 70 km/h. Parts of Riddell (County Road 109 through Caledon) are posted at 80 km/h, whereas the section of the roadway through Orangeville is currently posted at 70 km/h.

Figure 1-Riddell Road through Orangeville

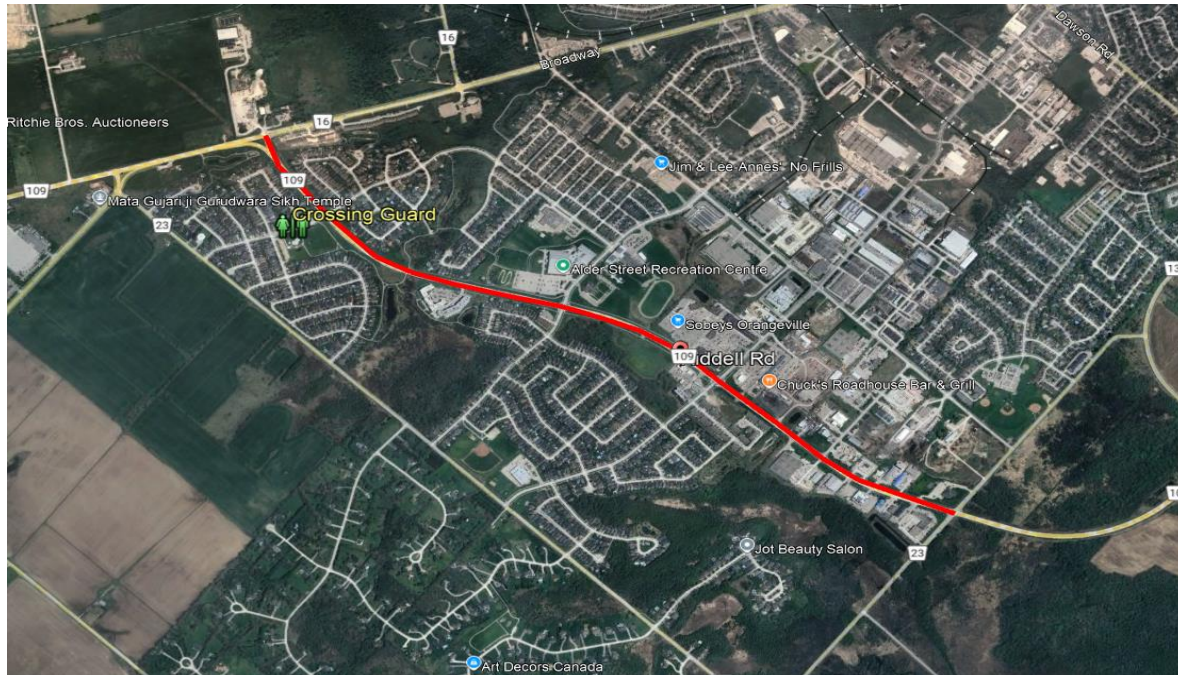
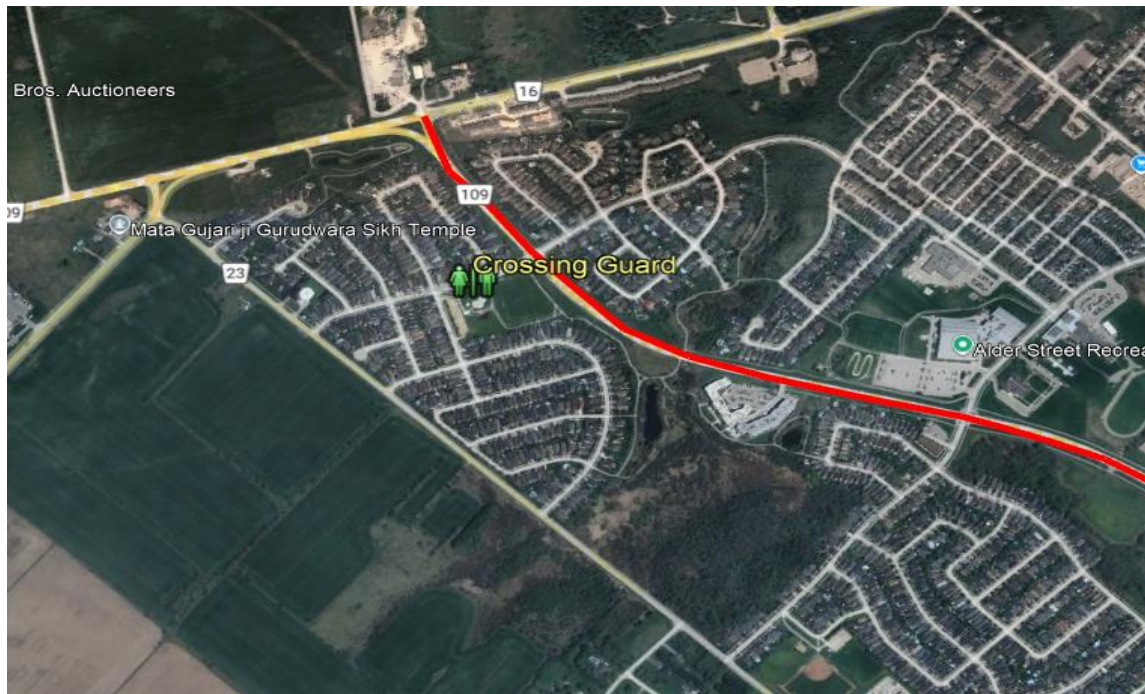


Figure 2-Riddell and Montgomery Blvd. Crossing Guard Location



Since Riddell Road, through Orangeville, and the construction of that section of County Road 109 through Caledon between Highway 10 and Townline was opened in the mid 2000s, there has been a significant increase in vehicle traffic including trucks. Current traffic volumes indicate that the Average Annual Daily Traffic (AADT) is between 13,000 and 17,000 vehicles including 13-15% truck traffic as defined by the vehicle classifications guidelines.

Throughout the same period of time, the areas abutting the corridor have experienced significant commercial and residential growth. The Riddell corridor has seen increased users who frequent sports fields and arenas, community buildings, churches, schools, dining establishments, employment areas and retirement facilities. This growth has also increased the presence of pedestrians crossing the road (signalized intersections) and using the corridor to walk and bike.

There is a crossing guard stationed at the intersection of Montgomery Road and Riddell to assist school aged children who attend Montgomery Village Elementary School with crossing the road during school hours. The crossings or intersections at Alder Street and Spencer Avenue do not have crossing guards.

### **Analysis/Current Situation**

The purpose of this report is to recommend that Council approve a speed reduction on Riddell Road between Townline (County Road 23) and Broadway (County Road 109) from its current rate of 70km/h to 60 km/h. This section of roadway is within Orangeville and under the Town's jurisdiction. This report also recommends that new

community safety zone be established on Riddell Road between Townline and Broadway and further considerations be brought forward as part of the 2026 budget process for Council's consideration.

The recommendation to reduce the speed through this area is supported by the significant amount of data collected by various agencies and studies who have determined that lower speeds through built up areas where there is a large number of pedestrians and community gatherings destinations, reduces the risk to pedestrians, cyclists and other road users.

Traffic safety is a well-developed field of engineering, which relies heavily on many years of data and statistical measurements of the actual changes when safety improvements are installed. Speed reduction through various measures consistently demonstrates a significant reduction in traffic crashes and serious injuries, including death, when speed limits are reduced.

Studies have shown that the severity of injuries from collisions involving pedestrians and cyclists is directly related to the speed of the vehicle at impact. Higher speeds decrease driver reaction time and increase vehicle stopping distance. School areas during arrival and dismissal times are often busy with school related activities such as school bus traffic, parents dropping off or picking up children, crossing guards stopping traffic, and children walking and cycling to school. Implementing lower speed limits, especially in urban or "built up" areas and school zones, has been shown to significantly reduce road casualties and fatalities and dramatically increases pedestrian safety, with studies showing significant reductions in pedestrian casualties at lower rates of speed. Simply put at lower speeds, vehicles and pedestrians/cyclists are safer as drivers have sufficient time to stop for pedestrians, and pedestrians can make better crossing decisions.

The Town has and continues to look for ways to improve neighborhood safety and has reduced speed limits in school areas and introduced Community Safety Zones in an effort to increase safety for all road users and decrease conflict between pedestrians, bicycles and vehicles.

In Ontario, speed reduction initiatives, like lowering speed limits and using automated speed enforcement (ASE) devices, have shown positive impacts on road safety, reducing both the incidence of pedestrian motor vehicle collisions (PMVC) and the severity of injuries.

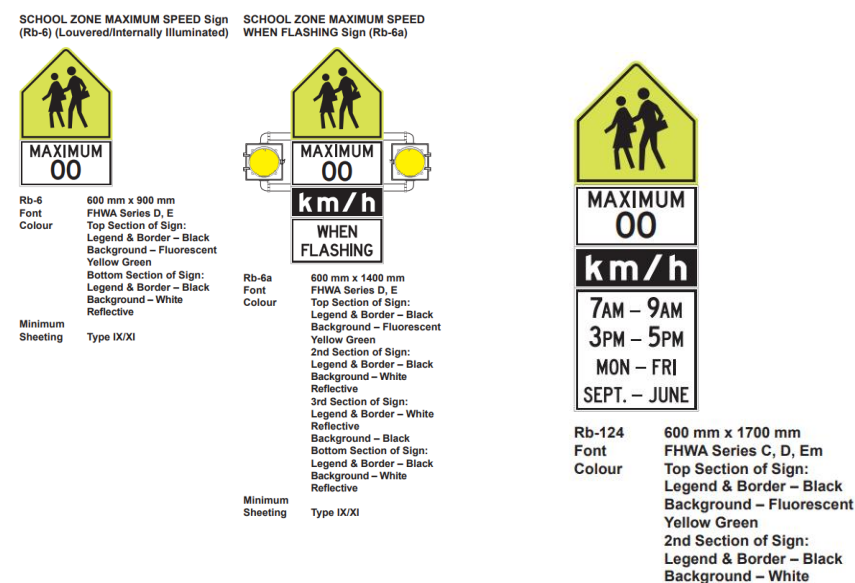
It should be noted that the Highway Traffic Act (HTA) sets out the rules of the road in Ontario, including the operation of school crossings and the role of school crossing guards. Specific legislation related to school crossings and the operation of school crossing guards is found in section 176 of the HTA and among other things, specifically references that a school crossing guard about to direct persons across a highway with a speed (on the roadway) limit shall not be in excess of 60 kilometers per hour.



As the Town navigates through its first Transportation Master Plan, the expectation is that there will be recommendations, among other plans, to implement other safety improvements on Town roads including Riddell. Those programs include:

- Identifying vulnerable road users.
- The use of Automated Enforcement like red light cameras and Automated Speed Enforcement (ASE).
- Targeted speed reductions during sensitive times of day with the use of flashing beacons identifying the speed reductions like those shown in Figure 3.
- Identifying additional community safety zones in strategic areas.
- Speed, traffic and vehicle classification studies.

Figure 2 – School Warning Signs with Flashing Beacons



Ontario Traffic Manual • November 2021

75

## Corporate Implications

The cost to install advanced warning signs identifying the Community Safety Zone and denoting the speed reduction as outlined by the Ontario Traffic Manual, including replacing/placing existing signs and providing notice to various media platforms is expected to be less than \$5,000 and can be accommodated within the 2025 operating budget.

As part of the 2026 Budget Process, Staff will bring forward a project, for Council's consideration, introducing Warning Signs with Flashing Beacons and further speed

reductions in targeted areas, during specific times, where school children typically cross high volume and higher speed roads like Riddell Road.

## **Conclusion**

Riddell Road is currently under the jurisdiction of the Town of Orangeville and serves as an arterial road as part of the municipality's official plan. The speed limit between Townline and Broadway is currently posted at 70 km/h. There is a crossing guard posted at the Montgomery Road crossing to assist elementary school aged children with crossing Riddell. The Highway Traffic Act dictates that the speed limit, where crossing guards are present, is not to exceed 60 km/h.

This report recommends that the speed limit of Riddell Road (through Orangeville) be reduced to 60 km/h and that a community safety zone approaching the intersection, where elementary school aged children cross, be established. This will make the crossing and the corridor safer. The speed reduction and implementation of a community safety zone aligns with future road safety initiatives that the Town is looking to implement in strategic areas.

---

## **Strategic Alignment**

### **Strategic Plan**

Strategic Goal: Community Vitality

Objective: Sustainability – Vibrancy & Well-being

### **Sustainable Neighbourhood Action Plan**

Theme: Transportation System

Strategy: Promote more sustainable and efficient transportation options

---

## **Notice Provisions**

Notifications signage of the traffic pattern change is required and outline in the Ontario Traffic Manuals. The Town will work with Communications to get the messaging out through media platforms.

---

Respectfully submitted,

Prepared by:

Tim Kocialek, P. Eng. PMP  
General Manager, Infrastructure Services

Tony Dulisse, CET  
Manager, Transportation & Development

**Attachment(s): None**