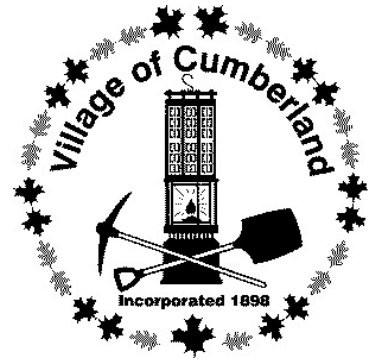


# COUNCIL REPORT



REPORT DATE: April 22<sup>nd</sup>, 2026  
MEETING DATE: June 8<sup>th</sup>, 2026

File No. 5400-20 Streets

TO: Mayor and Councillors  
FROM: Director of Engineering and Public Works  
SUBJECT: Transportation Master Plan and Village Speed Regulation Change Project

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## RECOMMENDATION

THAT Council direct staff to implement a Village-wide Speed Limit Reduction Project on a three-year trial period, including transition zones from 50 km/h to 40 km/h to 30 km/h;

OR

THAT Council direct staff to implement a Village-wide Speed Limit Reduction Project on a three-year trial period without a transition, reducing speed limits directly from 50 km/h to 30 km/h.

And That Council directs staff to bring forward Bylaw Amendments to *Bylaw No. 951, 2017 Street and traffic* Bylaw to support the implementation of a Village-wide Speed Limit Reduction.

## PURPOSE

The purpose of this report is to provide information to Council on implementation of a 30 km/h speed zone in the Village of Cumberland core residential and commercial area. The project has been identified as an outcome of the recommendations within the Transportation Master Plan (TMP) and involves installing new speed limit signs at strategic locations in the Village to reduce the default speed to 30 km/h and staff have provided an alternate option for Council to consider that allows for transition zones on connector roads as illustrated in this report.

The report also includes a summary of engagement from the March 16 “walk shop” and Committee of the Whole, providing an opportunity for Council to confirm direction on other topics that were discussed.

## PREVIOUS COUNCIL DIRECTION

Date	Resolution
Mar 16, 2026	THAT the Committee direct staff to bring back a report on the establishment and implementation of a 30 km/h speed zone in the Village of Cumberland core residential and commercial area from Cumberland Road at Hope Road, Royston Road near Maple Creek, Bevan Road at Wellington, Lake Road just west of Chinatown at Coal Creek Historic Park.
November 10, 2025	THAT Council fund the “Council Workshop for laneways, 30KM/h, standard of shared street and separated bike lanes” showing as \$10,000 unfunded in 2026 of the Priority Request Projects Currently Not in Financial Plan listed on pages 40 and 41 of the October 14 and 20, 2025 Committee of the Whole meeting agenda from the Linear Asset Renewal reserve.
May 5, 2025	Revisit Transportation Master Plan for speed zones, arterial road design for multi-use” was added with Staff to bring report to Council on process to review speed limit and arterial road design as part of project design on case by case basis, and alley use designations.
February 8, 2021	THAT the committee recommend that Council direct staff to bring forward a report on implementing a 30km/h speed zone in the Village.

## BACKGROUND

As an outcome of the Transportation Master Plan “walk-shop” and the Committee of the Whole held March 16<sup>th</sup> 2026, Council revisited discussions of some selected areas of the TMP that warranted a recap of key recommendations presented in 2024. These topics consisted primarily of laneways, shared streets and priority corridors and also speed limit reduction for traffic calming measures.

In summary of the attached memo of the engagement, the consultant noted the following discussions during the walk-shop:

**Laneways:** Committee members generally supported retaining existing unpaved (gravel) laneways within the village core due to their stormwater management benefits and lower upfront construction costs compared to asphalt or permeable paving options. However, there was some support for paving the commercial laneways north and south of Dunsmuir Avenue, which accommodate larger trucks and higher traffic volumes, through development support and funding. While the TMP recommends 6-metre-wide laneways for new developments, it provides flexibility for the Village to determine whether paving is required. Committee members also noted that the Village has an opportunity to provide more specific requirements for laneways by amending its Subdivision and Development Bylaw No. 948 and recommended that staff evaluate the lifecycle costs of paving versus ongoing gravel maintenance to help inform future decisions.

**Shared Streets:** Committee members are generally supportive of the shared street concept, particularly if they are piloted in a quick-build format. This would allow the community to test them and allow for low-cost implementation. Committee members stressed the importance of giving staff flexibility in designing and implementing shared

street treatments and traffic calming devices as some streets are different than others in terms of sightlines, geometry, and traffic volumes.

**Priorities:** Committee members generally supported the TMP priority corridors and their role in improving the transportation network. Feedback focused on balancing active transportation improvements with practical considerations such as parking, right-of-way constraints, and implementation priorities. Members supported retaining some on-street parking and incorporating traffic calming on Fourth Street, preferred a single multi-use pathway on Royston Road due to limited space, and viewed Dunsmuir Avenue as a longer-term priority while emphasizing the future importance of placemaking features, protected bike lanes, and downtown connectivity improvements.

**Traffic Calming:** Committee members supported lowering posted speed limits in response to concerns about vehicle speeding throughout the community. There was general agreement that 30 km/h zones should be considered in commercial, school, and residential areas, and that reduced speed limits should be accompanied by traffic calming measures identified in the TMP. The Committee of the Whole also directed staff to prepare a report outlining the implications of implementing 30 km/h zones and identifying recommended locations for new signage.

Overall, the “walk-shop” provided opportunity to further the conversations to form a planning document to better traffic management in the Village. The TMP is intended to function as a flexible strategic document rather than a prescriptive bylaw, allowing the design and implementation of shared streets and priority corridors to be refined over time.

In an effort to create safer streets and support the transportation master plans for traffic calming, it was considered by Council to find ways to reduce the speed and behavior of vehicles in the Village. As the Village does not have jurisdiction over the Trans-Canada Highway interchange near and including Union Road, the speed limit will remain 50 km/h near at or near the Village boundaries such as Royston Road, Upper Bevan Road, Comox Lake Road west of Old Orchard Park. Staff recommend that this speed reduction be implemented on a trial period for up to 3 years. The trial period would allow staff to monitor and address the cultural and enforcement challenges this change may impose and summarize any impediments or statistics after the trial period for Council consideration.

As directed, staff have provided information outlining implications of an introduction of a blanket 30 km/h signage. The Motor Vehicle Act (MVA) explicitly authorizes municipalities to set different speed limits on roads within its jurisdiction under its own bylaw and posted signs. The default speed is 50km/h unless otherwise posted. Therefore, the Village may change its speed limits to suit its jurisdictional needs. The Village may post the speed limit at 30km/h, but regulatory requirements dictate that it must be posted at key areas to ensure the Act requirements are met, otherwise it is 50km/h. Discussed during the Committee of the Whole meeting on March 16, 2026, a blanket sign was conceptualized. As this will be a more sudden reduction and higher risk of non-compliance, staff have alternately presented a speed transition zone along the major routes to better promote compliance by having a 50 km/h to 40 km/h to 30 km/h step approach. This is recommended as best practice in these conditions. Once within the Village core, a blanket sign would be posted to cover the remaining areas for this approach where possible.

It is recommended by staff to consider the alternative option of transitioning from 50 km/h to 40 km/h to 30 km/h on the major collector roads to address the human factors and behaviors from a safety and engineering perspective to ensure improved comprehension and standard design practices supported by the Ministry of Transportation and Transit (MoTT) guidelines and defensible for enforcement. Staff believe that this transitioned approach will achieve Council's wishes while also ensuring compliance and best practices.

## **FINANCIAL IMPLICATIONS**

There are a few financial considerations to the implementation of this change and some clarity on the effort noted below in the operational implications. Labour and materials for the signage modifications are generally estimated at \$400-700 per new sign and in some cases higher where traffic control may be required. According to Table 1, there are a number of signs that the existing bases may be utilized and therefore at the lower end of the cost range. The suggested transition zones would see a need for some new posts. The communications plan and roll out with regular touch points to the media may be handled inhouse where capacity allows. Roadside digital message board (VMS / PCMS trailer rentals) are needed to promote the change for public awareness will also be a cost consideration.

In summary an estimated budget for signage, education and communications is approximately \$37,000 in 2027 and \$13,000 in 2028 based on material and labour costs for signage, labour for communication materials and estimated 2 VMS trailers for 4 months (2 months a year during summer months). Those budgets requests will be included for Council's consideration during the 2027 budget discussions.

## **OPERATIONAL IMPLICATIONS**

The impacts imposed by converting the Village core speed limit to 30 km/h are primarily related to the adjustment of the regulatory signage and information changes with some minor modifications to infrastructure to support the Village wide initiative. Implementation of the speed reduction initiative would be to install the new signage to regulate the area on select major road corridors and cover them until a "go live" date is formalized. The existing signage would then be covered upon go-live till operational staff may remove the signage to ensure no conflicting regulations of speed are experienced should an incident occur during the transition which could result in liability.

Signage in school and playground zones would remain in place with exception of time zone signs. All other regulatory speed signage would be removed post go-live and stored in the public works yard until the end of the trial period.

The following general inventory of signage is provided in Table 1 to demonstrate the volume of signage affect, and new dependant on the option considered.

Description	Install New Signage	Remain in Place
<b>40 km Transition Zones</b>		
• Custom Entering 30 Km/Hr Statutory Speed Limit Zone	8	
• 40 Km/h	16	
• 50 Km/h	4	4
• Custom AT ALL TIMES tab	6	
• Remove Signage	8	
<b>30 Km/h blanket w/o Transition Zones</b>		
• Custom Entering 30 Km/h Statutory Speed Limit Zone	4	
• Custom AT ALL TIMES tab	6	
• Remove Signage	8	

*Table 1: Signage inventory changes*

Additionally, to the above work, staff will need to commence a communications strategy to inform the public, neighboring local governments, schools, and RCMP. This communications plan will need to be generated by staff for roll out well in advance of the implementation (30-60 days) and intend to reach out to local media via a press release, social media, radio and other forms of community communications. This strategy will also include outreach to update online mapping servers such as google, and apple. Furthermore, reminders will be cycled into the media on a regular basis for 6 weeks, then quarterly for the first year.

Staff have consulted with the RCMP inspector on this change, and recommend they continue to provide patrols/enforcement as usual and support other educational initiatives. This could be added to the communications strategy to remind users of the “rules of the road”. Overall the RCMP will have no adjustments in service levels to the change holistically, and the Village may communicate any changes with enforcement should it be warranted. Some strategic enforcement areas may be identified through further consultation with staff and the RCMP during the trial period.

Some communities allow Community Policing such as Citizens on Patron (COP) may be an added solution to have members with speed readers as volunteers to advocate drivers to reduce speed if exceeding limits on major route(s). These COP members typically do not intervene or have any authority, but only inform and advocate as volunteers. An effective method of informing the public is the rental of digital construction message boards as a reminder to drivers entering the Village to slow down. This rental would need to consider associated costs to rental and delivery fees. Amendments to the Street and Traffic bylaw No. 951, 2017 will need to accommodate a Village wide speed limit reduction to match modifications. These amendments will be brought forward at a later date.

Staff have also confirmed that there is no immediate or long-term requirement to apply for authorization under the Motor Vehicle Act (MVA) to make this change to the Village. The Act explicitly authorizes municipalities to set different speed limits on roads within its jurisdiction under its own bylaw and posted signs. However, the current legislation does not provide a built-in

mechanism for a “sign-less” blanket default (e.g., “the whole municipality is 30 km/h unless otherwise posted”), therefore changes to signage and posting limits are still required.

Staff will be able to implement this project once funding is approved in the 2027 financial plan, and a communications strategy is finalized and bylaw amendments are passed. Signage installations and a go-live date can be included with early Q2 of 2027 work plans.

### **CLIMATE CHANGE IMPLICATIONS**

The signage inventory affected by this change would be recycled under scrap metal or repurposed in other districts after the trail period. There are no other tangible changes to the reduction of the speed limits within the Village boundary as it related to climate action.

### **ALTERNATIVES**

1. Direct staff to investigate other options.
2. Not proceed with any action at this time.

### **STRATEGIC OBJECTIVE**

- Diverse & Healthy Community
- Sustainable Service Delivery & Asset Management
- Community Planning

### **ATTACHMENTS**

1. Cumberland Transportation Master Plan Council Workshop- Engagement summary report - Memorandum, March 31, 2026 (Watt Consulting Group)
2. 40 km Transition Zones Concept Map
3. 30 Km/Hr blanket w/o Transition Zones Concept Map

### **CONCURRENCE**

None

Respectfully submitted,

***D. Dougherty***

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David Dougherty,  
Director of Engineering and Public Works

***M. Mason***

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Michelle Mason  
Chief Administrative Officer