Welcome

Town of Tillsonburg

Transportation Master Plan

Date April 29, 2026
5:00 pm – 7:00 pm
Lions Den, Tillsonburg Community Centre

The *Transportation Master Plan* is being undertaken in accordance with the requirements of the Municipal Class Environmental Assessment (EA) (an approved process under Ontario's *Environmental Assessment Act*).

With the exception of personal information, all comments received will become part of the public record, in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*.

Background

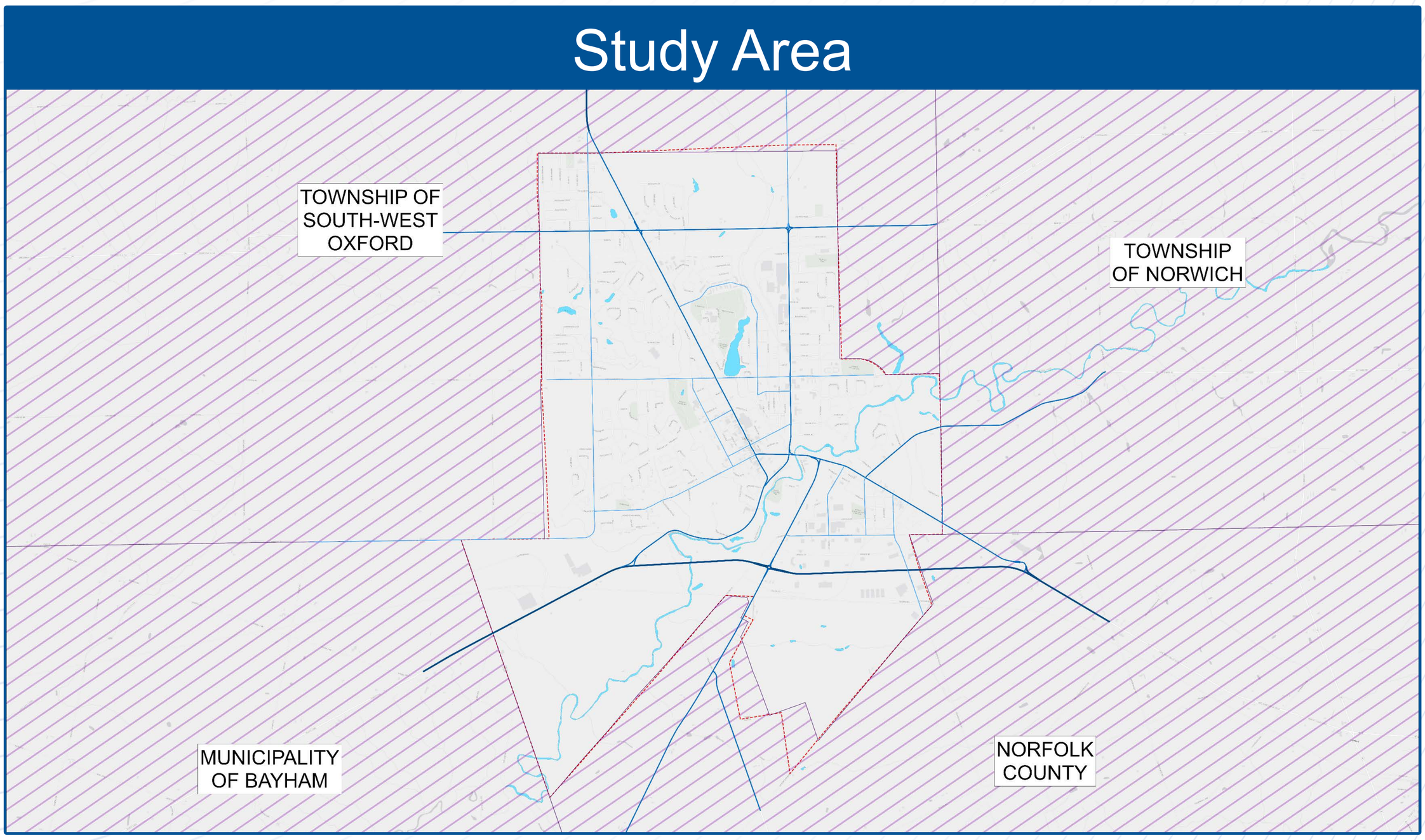
What is a Transportation Master Plan?

- **A systematic and strategic review of all forms of transportation**
- How is the system working today?
- How will growth affect the way the system works?
- What changes are needed to the transportation system?
- Can we make investments to encourage more use of active forms of travel?
- What role should transit play in the future?
- How will technology and changes in public attitudes influence the way we travel?
- What are our priorities for the next 5 / 10 / 20 years?

The Transportation Master Plan will:

- Identify existing and future needs for roads, transit and active transportation infrastructure in the study area

Study Area



Masterplan Process

- **Ontario requires municipalities to assess the environmental effects of major projects, (including for transportation) using a standard five-phase process**
- **The 'Master Plan' process identifies problem(s), then evaluates recommends solutions**
  - Covers first two phases of assessment process
- **Major projects recommended by this study will get more detailed review before implementation**

Master Plan Process

Phase 1

Problem or Opportunity

Identify problem or opportunity

Discretionary public consultation to review problem or opportunity

Determine applicability of master plan approach

Some projects may be eligible for exemption based on the results of a screen process. Proponents must fully and accurately complete the relevant screening process(es) to proceed pursuant to this exemption.

Phase 2

Alternative Solutions

Identify alternative solutions to problem or opportunity

Select schedule

Inventory natural / social / economic environment

Identify impact of alternative solutions on the environment and mitigating measures

Evaluate alternative solution; identify recommended solutions

Consult review agencies and public re: problem and opportunity and alternative solutions

Select preferred solution

Review and confirm choice of schedule

Notice of completion to review agencies and public

Project Schedules

- **Exempt**: routine projects, limited in scale, with minimal adverse effects on the environmental
- **Schedule B**: routine projects typically involving improvements to existing facilities with some potential for adverse environmental effects
- **Schedule C**: more complex projects typically involving new facilities or major expansions of existing facilities with potential for more significant environmental effects

Master Plan Report

Steps after Master Plan

Exempt projects may proceed to Phase 5

Schedule B projects

Project file available for 30 days. May proceed to Phase 5 after any concerns addressed.

Schedule C projects move to Phase 3

Phase 3

Alterative Design Concepts for Preferred Solution

Identify alternative design concepts for preferred solution

Detail inventory natural / social / economic environment

Identify impact of alternative designs on the environment and mitigating measures

Evaluate alternative designs; identify recommended design

Consult review agencies/previously interested and directly-affected public

Select preferred design

Review and confirm choice of schedule

Preliminary finalization of preferred design

Phase 4

Environmental Study Report

Complete Environmental Study Report (ESR)

Notice of completion to review agencies and public

Environmental Study Report available for 30 days

May proceed after any concerns are addressed

Discretionary public consultation to review preferred design.

Phase 5

Implementation

Complete contract drawings and tender

Proceed to construction and operation

Monitor environmental impacts and mitigating measures

Mandatory events

Possible events

Decision points

Public contact

MUNICIPAL ENGINEERS ASSOCIATION 2022

Study Process

Four phases of study

Technical Work Program

1. Foundation Building

- ☑ Collect Data
- ☑ Existing Conditions
- ☑ Identify gaps / opportunities

2. Vision and Needs

- ☑ Growth forecasting
- ☑ Transportation vision
- ☑ Needs Assessment

3. Plan Formulation

- ☑ Assessing alternatives
- ☑ Network Plans
- ☑ Policies and Programs

4. Documentation

- ❑ Priorities
- ❑ Implementation Plan
- ❑ Reporting

Public Engagement Program

1. Online Public Survey

- ☑ Gather input on issues and priorities

2. Public Open House # 1

- ☑ Vision and Needs

3. Public Open House # 2

- ☑ Present Preliminary Recommendations
- ☑ Review / incorporate feedback

4. Council Presentation

- ❑ Present TMP for approval

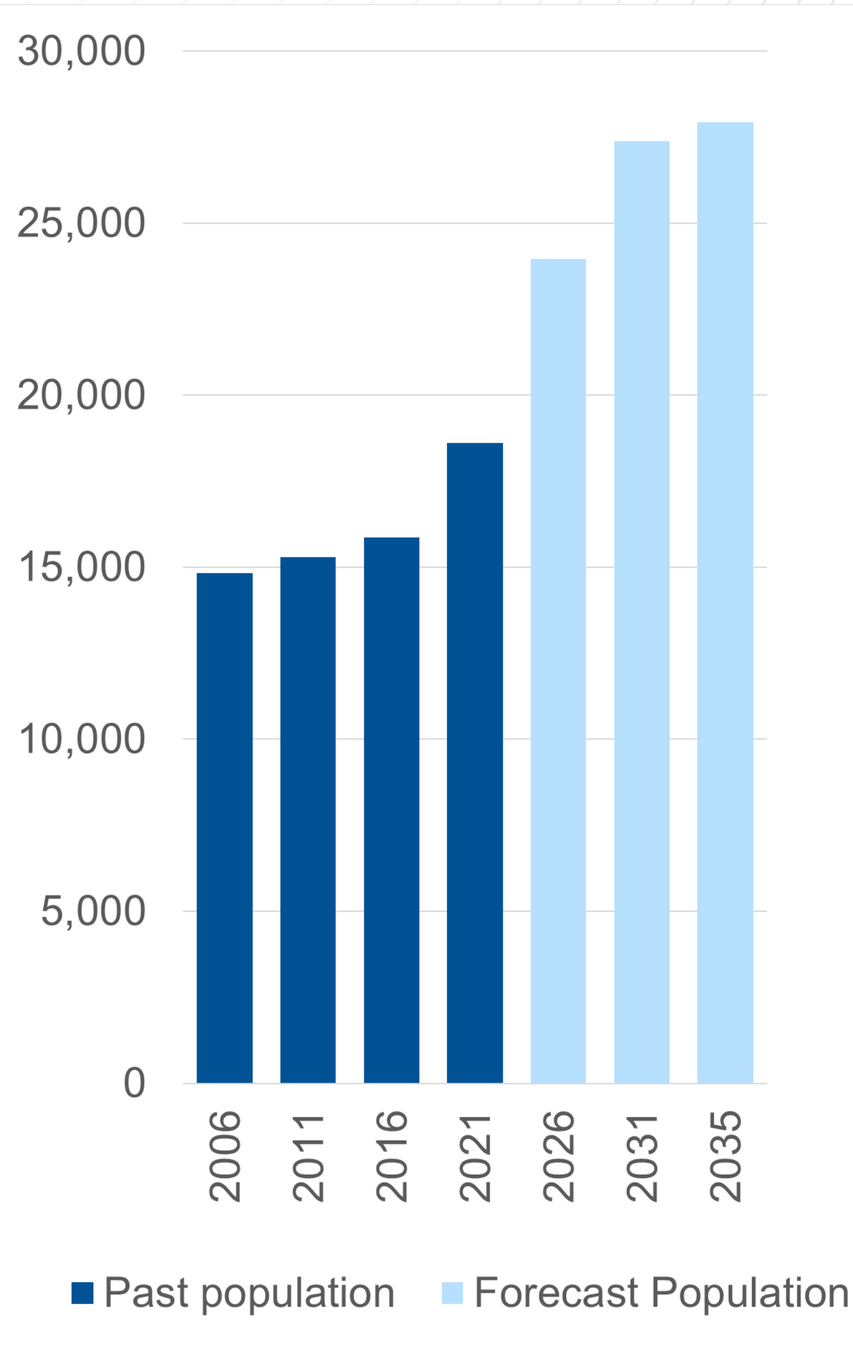
Opportunities to Connect:

Website | Project Email | Social Media Posts | Online survey | Public Open House Meetings

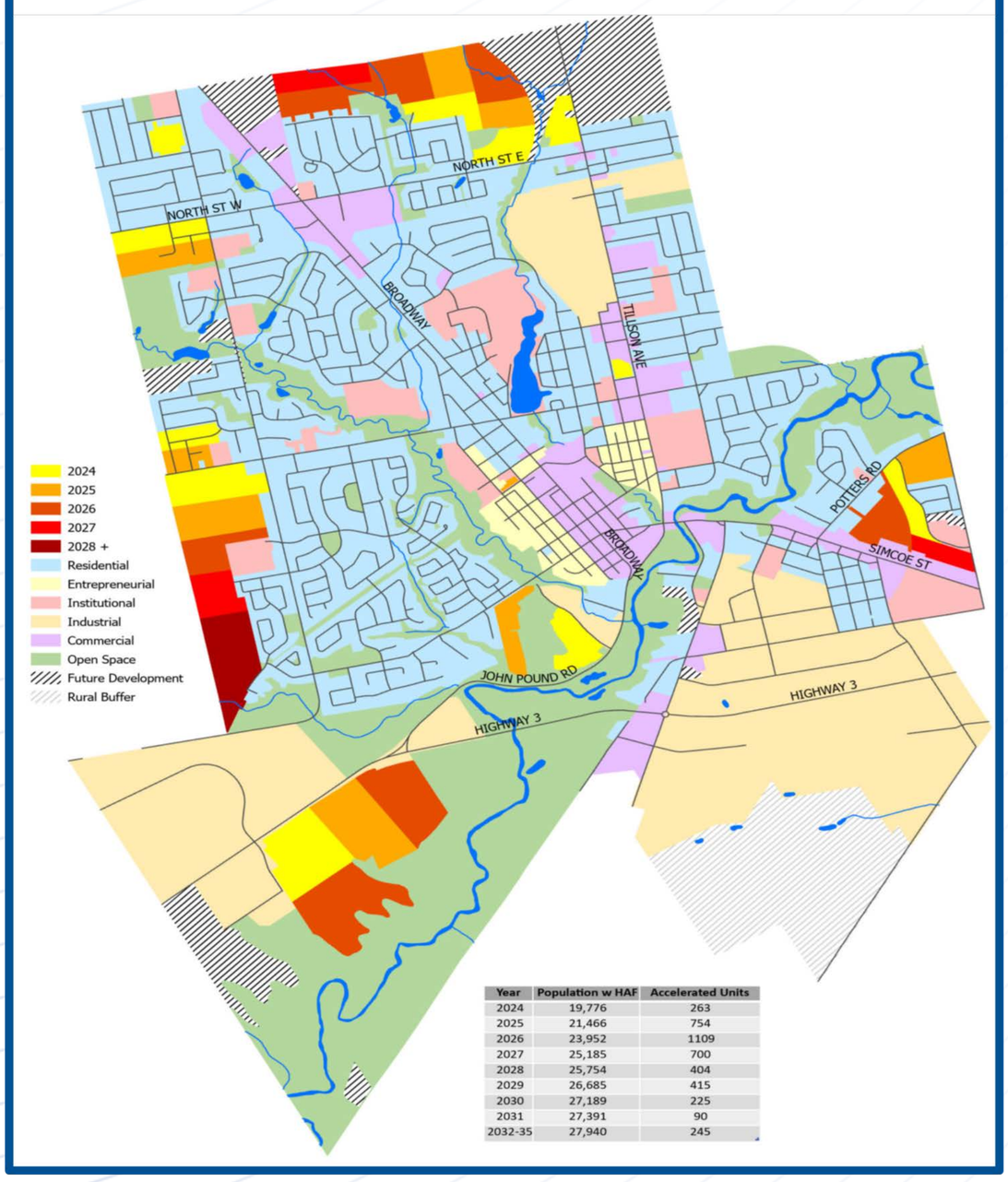
Future Conditions: Population Growth

- **Planned growth**
  - Approximately 9,300 new residents at build out (2035+)
- **Growth will generate extra travel demand**
  - Most travel will be car-based
  - Tillson Ave and Oxford/Simcoe Street corridor will be approaching capacity during peak periods
  - Downtown roads will face extra traffic with limited opportunities to add capacity

Past and Forecast Population

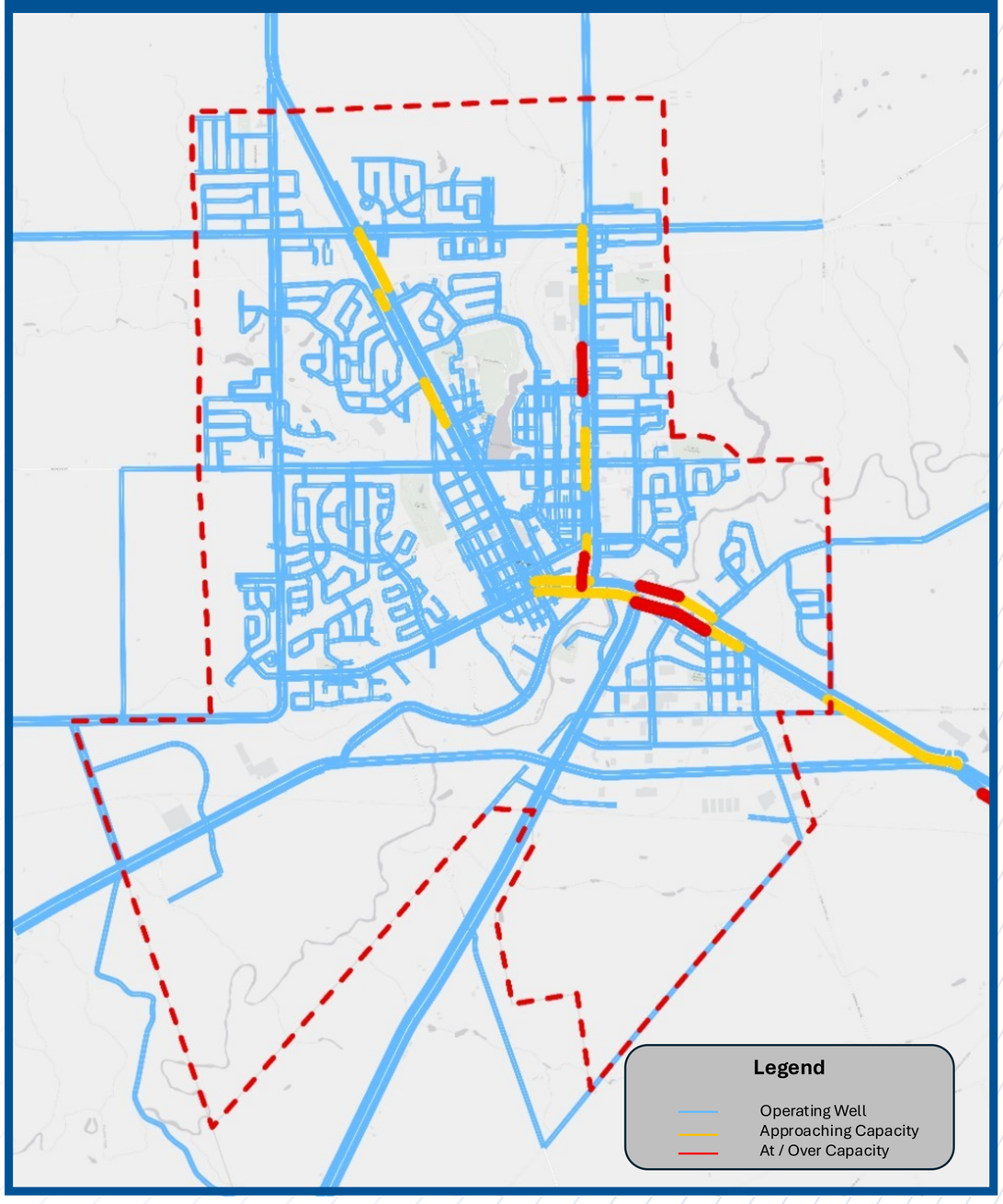


Growth Areas



Year	Population w HAF	Accelerated Units
2024	19,776	263
2025	21,466	754
2026	23,952	1109
2027	25,185	700
2028	25,754	404
2029	26,685	415
2030	27,189	225
2031	27,391	90
2032-35	27,940	245

2035 Peak Traffic



What We Heard: Public Feedback to Date

Open House at Tillsonburg Mall (June 26, 2024)

- 96 people stopped to talk to project team members

What we heard:

- Concerns about changes to Downtown Parking
- Preference for increased use of non-auto modes and associated improvements
- Concern about trucks through downtown

Online Opinion Survey - May to July 2024

- 653 responses (88% from residents)

Downtown parking
- Some feel angle parking unsafe
- Worry about loss of convenient spaces
- More accessible parking
- Enforcement of time limits
- Like free parking / concern about introducing paid parking in future

Road improvements
- Need for Truck By-Pass of Downtown
- Make what we have work better / safer
- Synchronize lights / intersection improvements

Trails and sidewalks
- Love existing trails
- Additional bike lanes
- More protected pedestrian crossings

Public transit
- Many will not use transit
- More frequent service needed
- Evening and weekend service for employees
- Connect to other municipalities (Ingersoll / Woodstock)

Concerns about growth
- Need for road improvements
- Maintain small town feel
- Managing growth of traffic in neighbourhoods

What We Heard: Transportation Vision

Proposed Vision Statement

"As we grow, Tillsonburg will encourage sustainable travel behaviour by providing safe mobility choices for all residents and visitors regardless of age or ability through a connected network of roads, public transit routes, trails, on-road cycling routes, and sidewalks that are accessible to all users, and are managed to maintain a high quality of life."

Four Scenarios presented at PIC 1

Scenario 1: Business as Usual (0 votes)

- No significant change in travel behaviours
- Continue to develop trail network
- Accommodate growth in travel demand through road expansion only

Scenario 2: Nudge (5 votes)

- Modest increase in walking and cycling use
- Develop trail network and add some on-road cycling routes
- Expand transit to encourage more use
- Optimize existing road network before widening
- Direct through trucks to boundary roads
- Widen key roads to accommodate growth

Scenario 3: Transform (7 votes)

- Significant changes to people's travel choices
- Pedestrian and cycling priority in downtown
- Expand transit to encourage more use
- Develop trail network and create extensive network of cycling routes
- Direct through trucks to new by-pass
- Limited road widening

Scenario 4: Hybrid (3 votes)

- A mixture of the above measures?

Scenario 4 – Hybrid – Recommended

The recommend scenario includes:

- Encourage a modest increase in walking and cycling use
  - Develop trail network and add some on-road cycling routes with protected crossings at key locations
  - Prioritize pedestrian and cycling safety in the downtown
- Expand transit to encourage more use (more hours / more service)
- Manage existing road network by:
  - Improving intersections to optimize flow and improve safety on arterial and major collector roads
  - Limiting the need for road widening
  - Refining road classification system to guide traffic management policy implementation
  - Managing traffic on minor collector roads and local streets through traffic calming and speed management measures
- Direct through trucks to boundary roads or a new by-pass

Proposed Road Network Plan

1 Establish a program of intersection improvements to enhance safety and improve traffic flow

Broadway / North St
- Implement fully protected left turn signal phase to reducing turning collisions
- Remove channelized turn lanes to improve pedestrian crossing safety
- Consider red light camera

Tillson Ave / North St
- Remove channelized turn lanes to improve pedestrian crossing safety
- Install future traffic signals

Quarter Town Line / North St
- Install future traffic signals

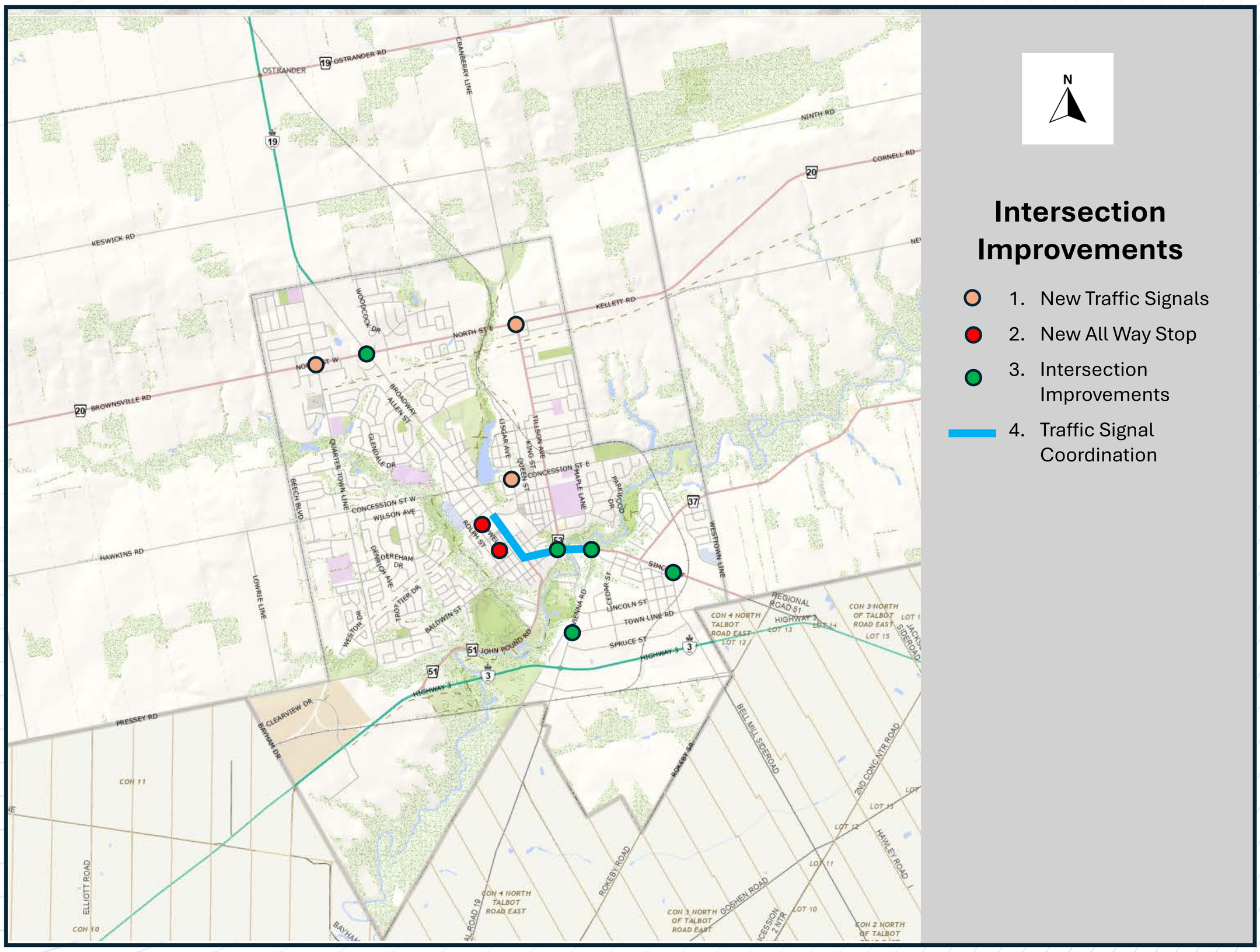
New all-way stops:
- Bidwell Street / Bridge Street
- Bidwell Street / Brock Street

Tillson Ave / Oxford Street
- Implement separate signal phases northbound and southbound
- Remove channelized right turns to improve pedestrian safety
- Allow double left turns southbound
- Consider red light camera

Simcoe Street / Goshen Street
- Remove northbound left turn lane
- Realign to 90 degrees to improve visibility
- Monitor for future signals

Vienna Road / Townline Road
- Add southbound left turn lane
- Realign intersection to reduce offset

Concession St / Lisgar Avenue
- Install future traffic signals to reduce angle collisions



PROTECTING FOR A FUTURE BY-PASS

2 **The Town should request that the County protect a corridor to the west of Tillsonburg for a future by-pass of downtown**

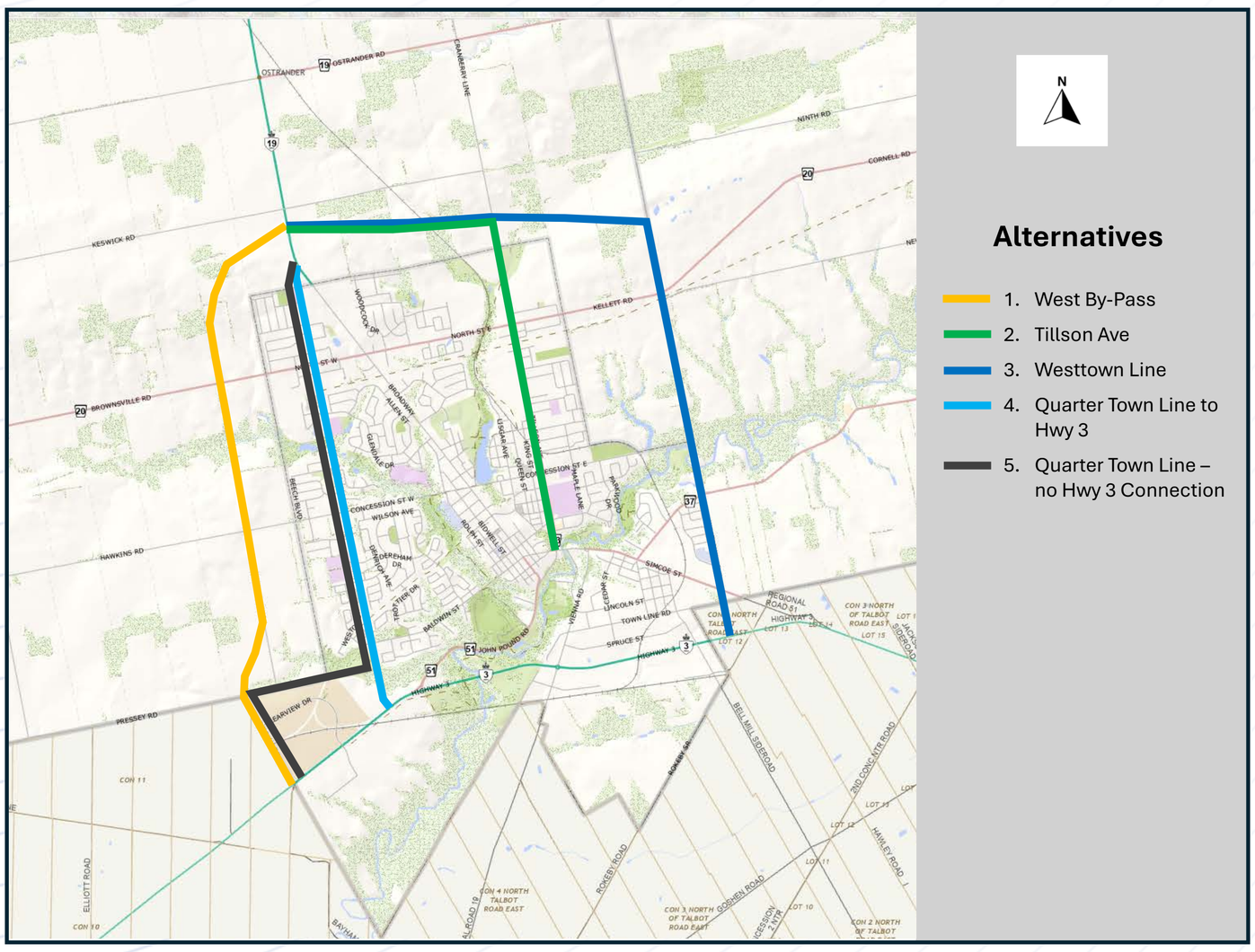
Key considerations:

- The Town Official Plan recommends investigating a truck by-pass to minimize trucks through downtown
- A By-Pass could help to relieve future capacity issues downtown resulting from continued growth
- Identifying a by-pass route beyond the Town limits would require cooperation and approval of the County and adjacent municipalities
- Providing a direct connection to Highway 3 is important to attract through traffic and trucks
- A By-Pass to the West can attract 250-260 heavy trucks per day from downtown

5 Alternative Routes Evaluated

Criteria / Alternative	Do Nothing	1 – West By-Pass	2 – Tillson Ave	3 – Westtown Line	4 – Quarter Town Line	5 – Quarter Town Line no Hwy 3 connection
Transportation / Technical	◔	●	◑	◑	◕	◑
Natural Environment	●	◕	◕	◔	◑	◕
Socio-Economic	●	◕	◕	◔	◑	◑
Cultural	◑	●	◕	◔	◑	◑
Overall Rank	**4**	**1**	**2**	**5**	**3**	**3**

- ● Most Preferred
- ◕ Moderately Preferred
- ◑ Not Preferred
- ◔ Least Preferred



A West By-Pass Alternative ranks best because:

- It can attract approximately 250-260 heavy trucks per day away from downtown
- A new corridor can be designed to minimize impacts to environmental features
- Avoids directing heavy trucks through residential or commercial areas
- Can support future growth of Town
- Moderate construction cost compared to other alternatives $21 – $22 M + Property (3rd lowest)
- No impact to Cultural Heritage resources

DOWNTOWN REIMAGINED: BRIDGE ST

3 **Reconfigure Bridge Street to provide enhanced pedestrian access into downtown**

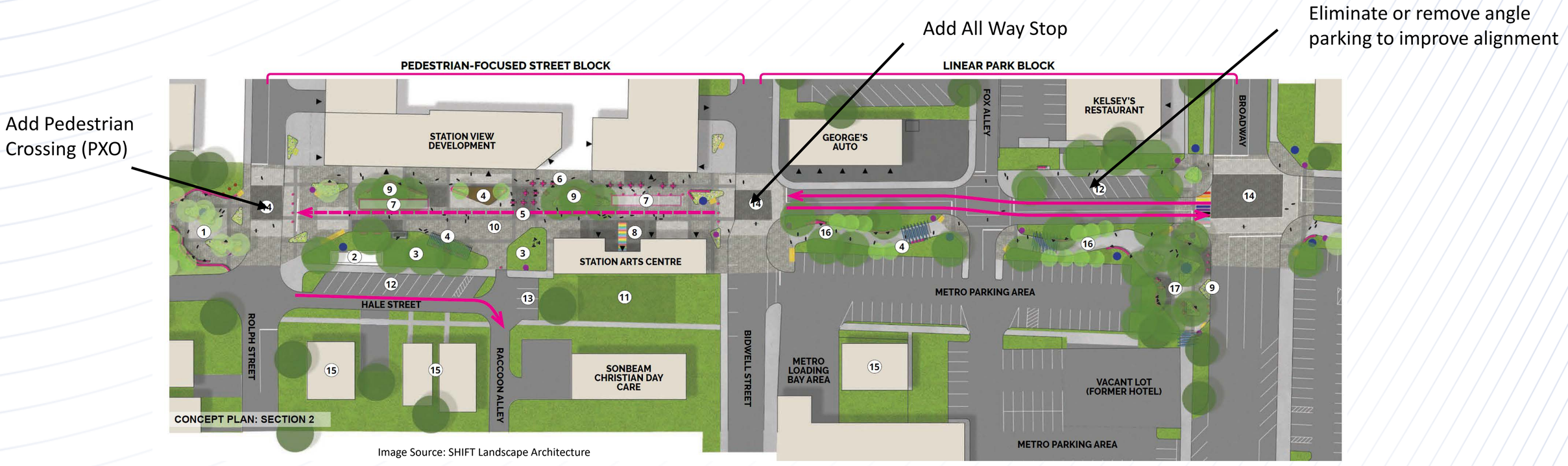


Image Source: SHIFT Landscape Architecture

Traffic Analysis has confirmed:

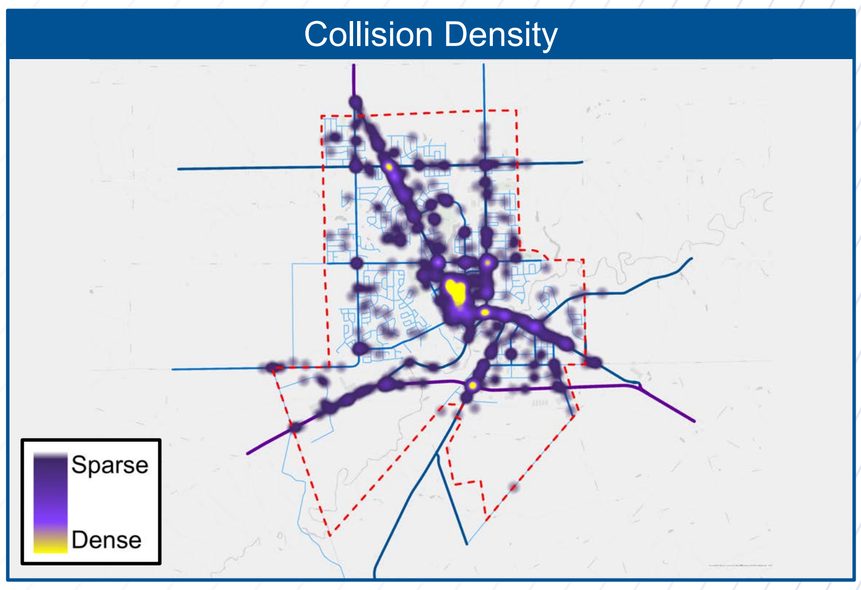
- All key intersections will continue to operate well (below capacity) after closure of Bridge Street (Bidwell – Rolph) and after planned changes to intersection configurations
- Realignment of Bridge Street – potential reconfiguration of angle parking adjacent to Kelseys
- Measures to improve pedestrian safety:
  - Add Pedestrian Cross Over on Rolph Street at Bridge Street
  - Add All Way Stop at Bidwell Street / Bridge Street

Downtown Reimagined: Broadway

4 **Consider reconfiguring Broadway to improve safety and create a pedestrian oriented street**

Key Opportunities:

- Angle parking has been attributed to 23% of downtown collisions
- Reconfiguring roadway can provide additional space for:
  - On road cycling facility
  - Expanded sidewalks and / or patio space
  - Potential parallel parking
- Five Options Identified
  - Feedback from residents and businesses will be used to assist in determining final recommendations
  - Implications on parking capacity for each alternative note on next display board.



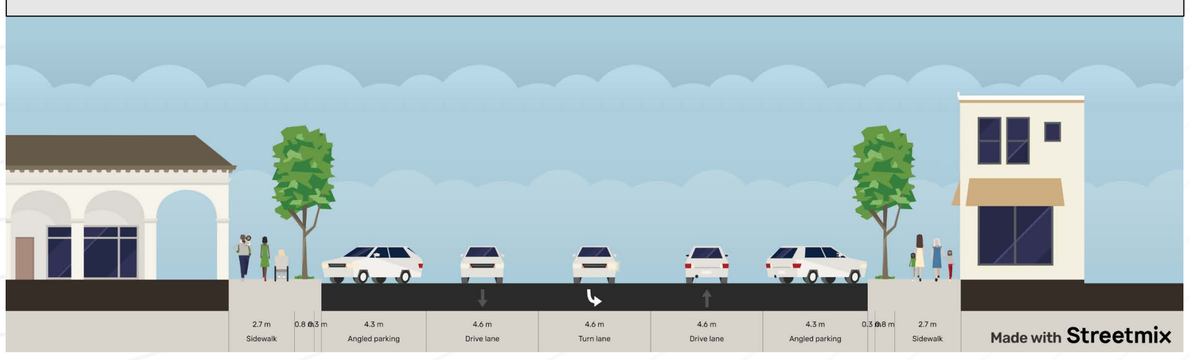
Did you know?

Four downtown intersections ranked in the top 25 locations for collisions over the past 5 years

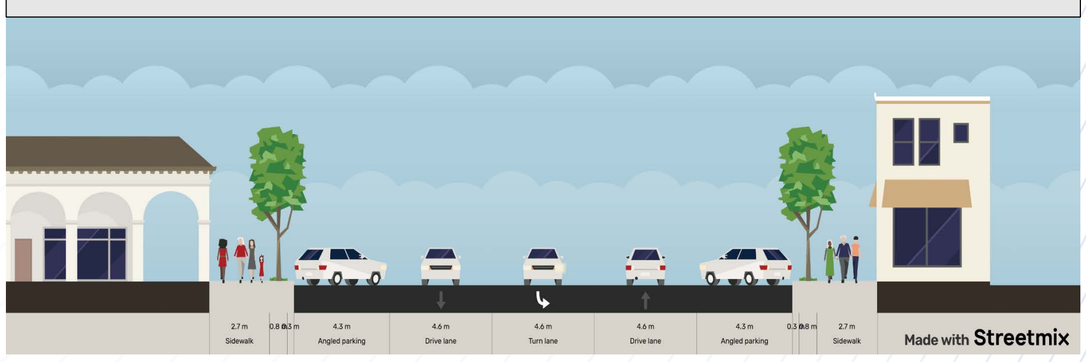
23% of downtown collisions can be attributed to Angle parking

If we maintain angle parking

Option 1: Maintain Existing (no change)

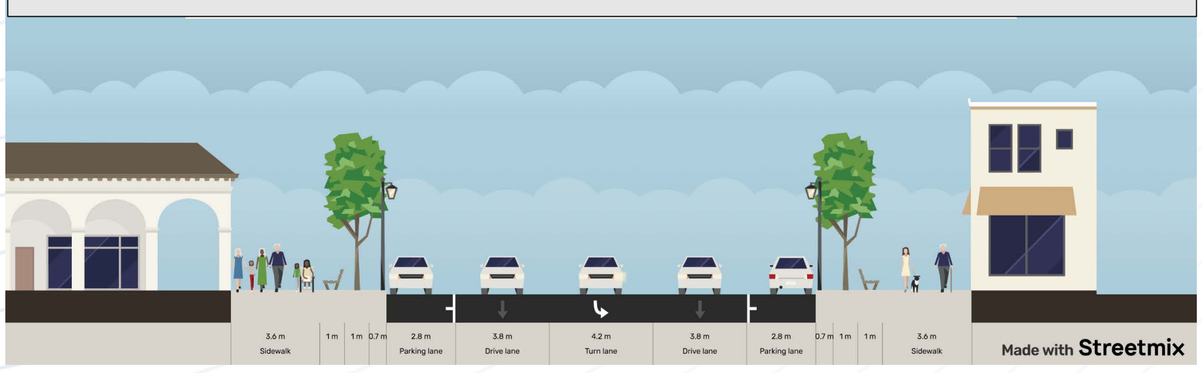


Option 2: Reverse Angle Parking (back in rather than drive in)

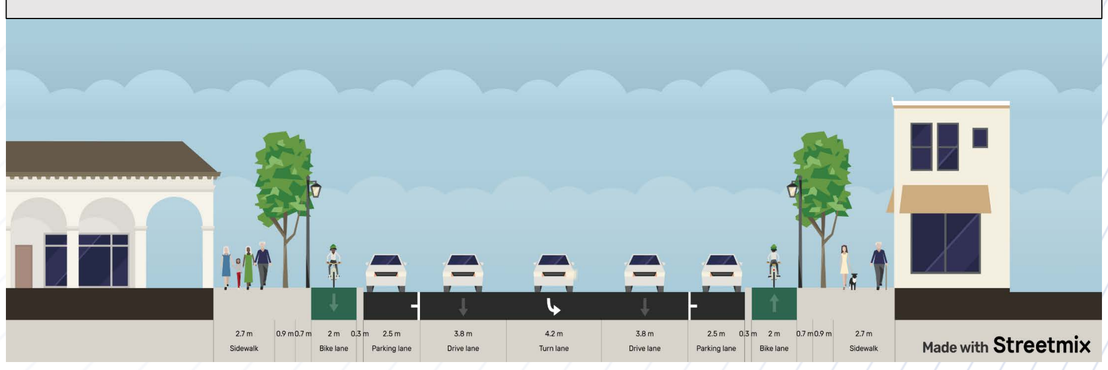


If we convert angle parking to parallel parking

Option 3: Parallel Parking with Wider Sidewalks

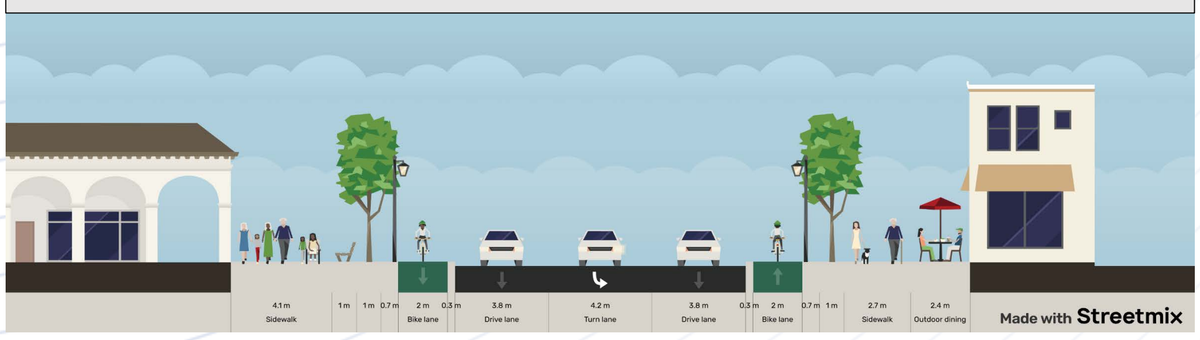


Option 4: Parallel Parking with Bike Lanes



If we remove parking

Option 5: Remove Parking Add Bike Lanes and Wider Sidewalks



Which option do you prefer?

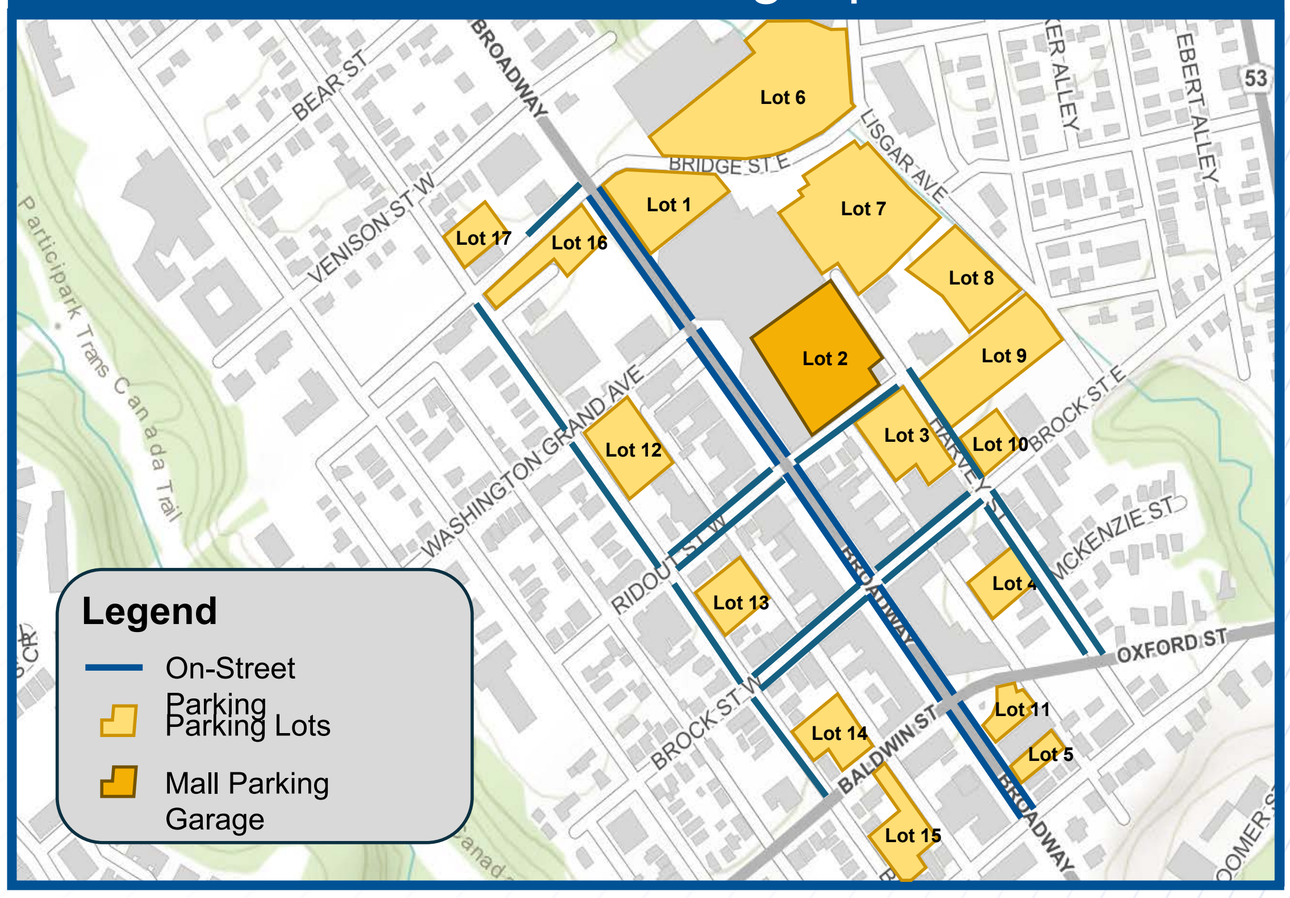
Downtown Parking

5 Manage Downtown Parking

Key Considerations:

- About 50% of downtown parking is used on a typical weekday
- The Bridge Street project will result in some loss of parking:
  - Potential loss of 84 spaces in lots
  - Loss of up to 21 on street spaces
- Lots will still have sufficient capacity (55% Occupancy)

Downtown Parking Options



Did you know?

Downtown parking is not really free.

An annual parking levy of $148,371 is charged on the 2026 annual tax bill of BIA businesses to cover the cost to provide downtown parking.

What happens if some parking is removed from Broadway?

Broadway Option	On Street Spaces in Downtown	Weekday Demand	% of Spaces Used
1 & 2 Keep Angle Parking	313	163	52%
3 & 4 Convert to Parallel Parking	260	163	63%
5 Remove Broadway Parking	180	163	91%

Key Opportunities / Recommendations:

- There is sufficient downtown parking to accommodate potential changes to Bridge Street and Broadway
- Consider increase in enforcement to encourage turnover of on street spaces
- Consider removing parking levy and charging users directly
  - Offer price incentives to encourage more use of lots

A Plan for Transit

6 Enhance public transit over time to enhance ridership, serve more residents, and improve journey times

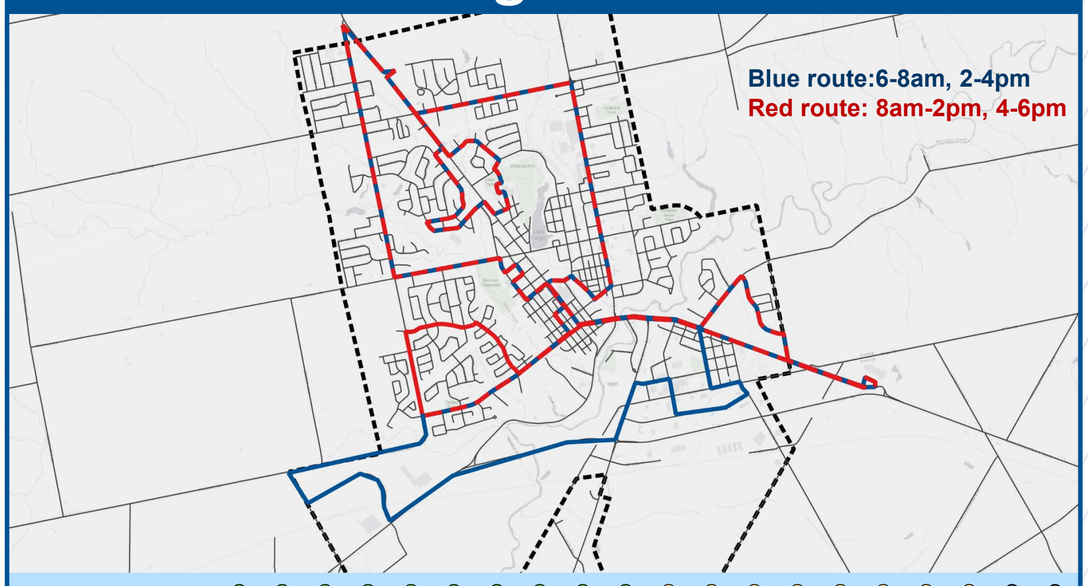
Short Term Actions (0-5 years):

- Extend service hours past 6pm to enable use by more workers and for after-work / evening trips (+/- $80,000 / yr)
- Add weekend service (+/- $47,000 / day / yr)

Longer Term Actions (5+ years):

- Maintain extended hours and weekend service
- Add an additional bus to provide two routes
- Increase frequency from hourly to half-hourly (+/- $580,000 / yr)

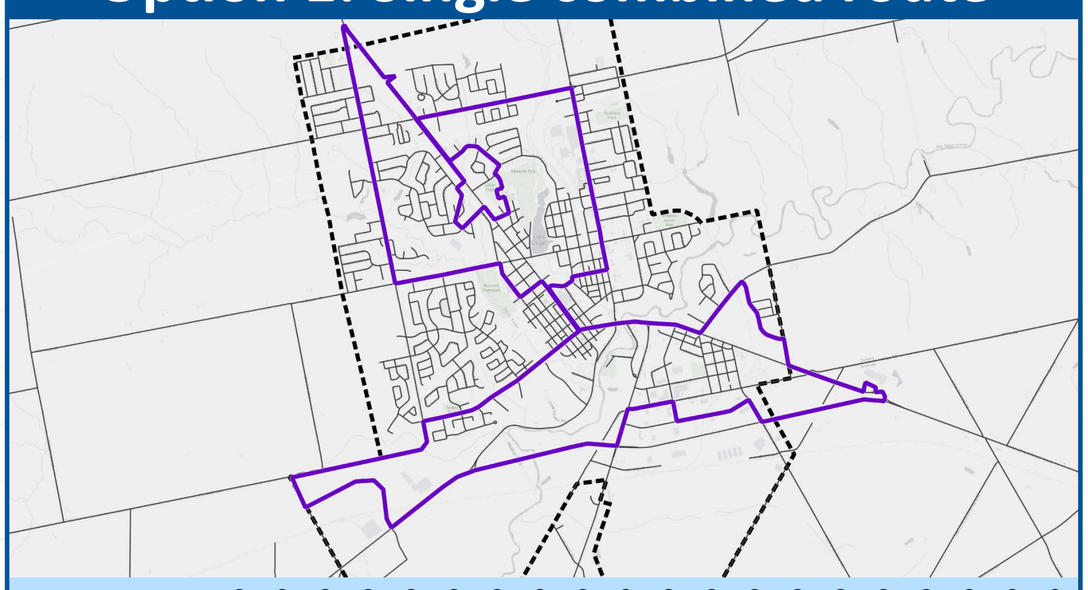
Existing network



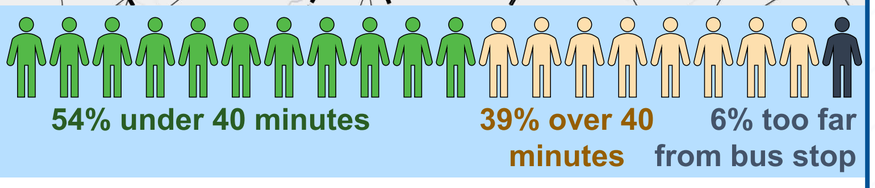
Travel time: (by number of trips)

- One vehicle, hourly service

Option 1: Single combined route

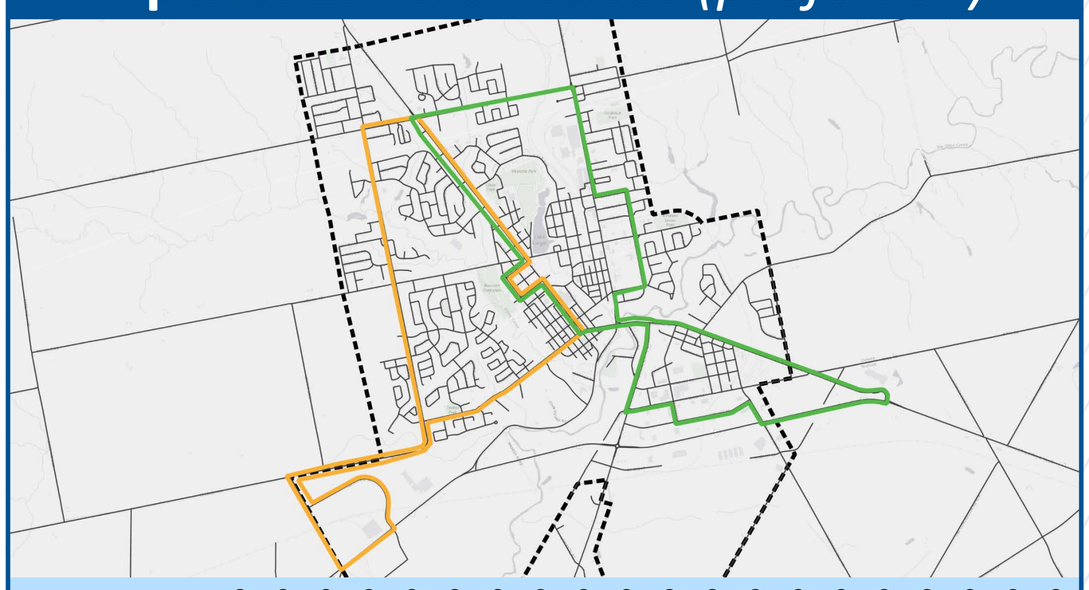


Travel time: (by number of trips)

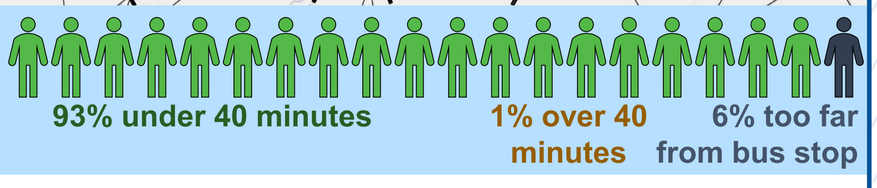


- One vehicle, hourly service

Option 2: Two routes *(preferred)*



Travel time: (by number of trips)



- Two vehicles, half-hourly service

Pros and Cons of Long Term Route Options:

- Option 1 provides modest benefits at same cost as existing (one vehicle)
  - Travel time on the bus can be longer for some trips
  - Adding a second vehicle would improve frequency but not journey times, costs same as Option 2
- Option 2 provides a step change in journey times and frequency
- Demand-responsive transit was found to provide insufficient capacity unless extra buses added (increased costs)

Inter-community service:

- Has been discontinued due to lack of funding
- The Town should continue to work with the County and adjacent municipalities to explore options to restore service

Proposed Trail and Cycling Network

7 Develop a connected network of new trails and on road cycling facilities

Key Recommendations:

- New on road facilities to connect to new Multi-Use Path on Bridge Street to better serve downtown
- New Multi-Use Paths and Buffered Bike Lanes on major roads
- On Road Bike Lanes / Signed Routes on lower volume roads
- New Primary and Secondary off road trails through recreational areas
- New facilities will increase maintenance costs – need to budget for these
- Implementation will occur over time considering financial resources

Did you know?

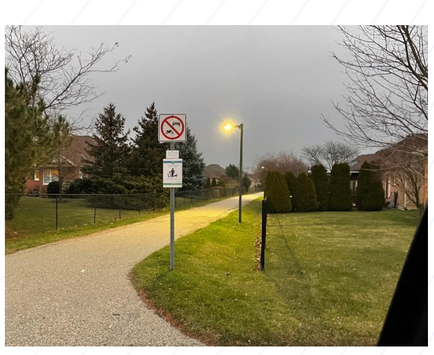
Recent Provincial Legislation (Bill 60) changed the Highway Traffic Act to prohibit removal of traffic lanes to add new bike lanes.

Projects that add new bicycle lanes or paths without requiring the removal of existing traffic lanes can still proceed.

Buffered Bike Lane - Newmarket

Multi-Use Path - Peterborough

On Road Bike Lane – North St



Primary Trail

Secondary Trail

Proposed Active Transportation Network

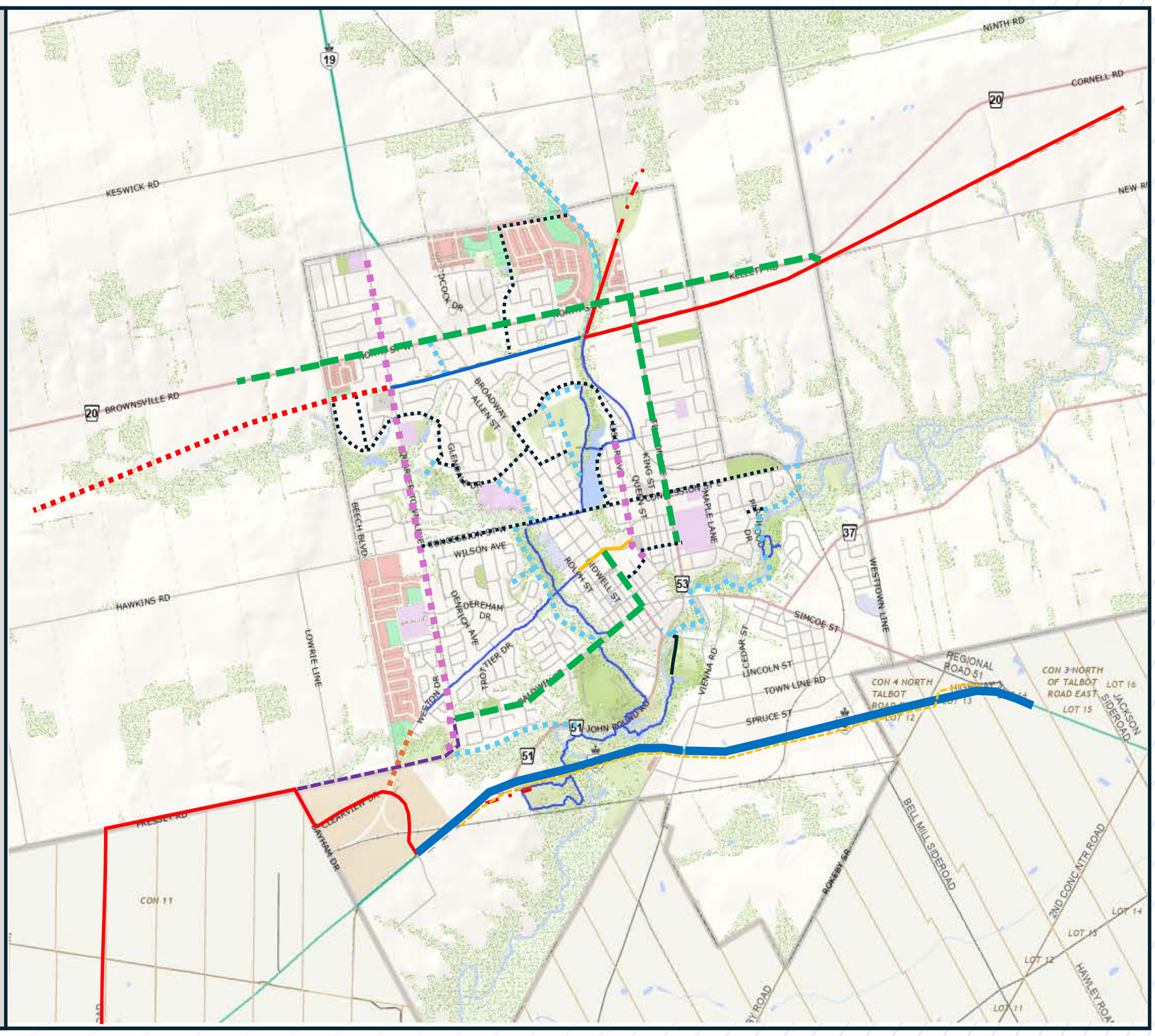
- Proposed Multi-Use Trail
- Proposed Buffered Bike Lane
- Proposed Bike Lane
- Proposed Secondary Trail
- Proposed Primary Trail

Other Planned Facilities

- Bridge Street Re-imagining Multi-Use Path

Existing Cycling and Trail Facilities

- TransCanada Trail
- Existing Secondary Trail
- Existing Paved Shoulder
- Informal off road trail (ATV) in MTO ROW
- Existing Trail
- Existing unsigned On Road Route



Pedestrian Crossings

8 Implement new or upgraded pedestrian crossing treatments at key trail crossings and pedestrian activity areas

Key Recommendations:

- Tillsonburg has 13 controlled pedestrian crossings
  - 5 Type C
  - 7 Type B (2 new PXO's installed by County)
  - 1 Pedestrian Signal
  - Consider additional upgrade to crossing on Broadway at TransCanada Trail to signal to improve compliance
  - Crossing on Broadway at Glendale Drive meets current standards
    - could upgrade to add overhead flashers
  - Improve information about rules for pedestrian crossings on Town website
- 9 New Pedestrian Crossings Recommended
  - Add 8 new additional crossings – 2 Type B, 6 Type C

Did you know?

The Highway Traffic Act requires drivers to stop for pedestrians using a PXO.

The penalty for failing to yield is a fine of up to $1000 and 4 demerit points.

Type C - Crossing

Type B - Crossing

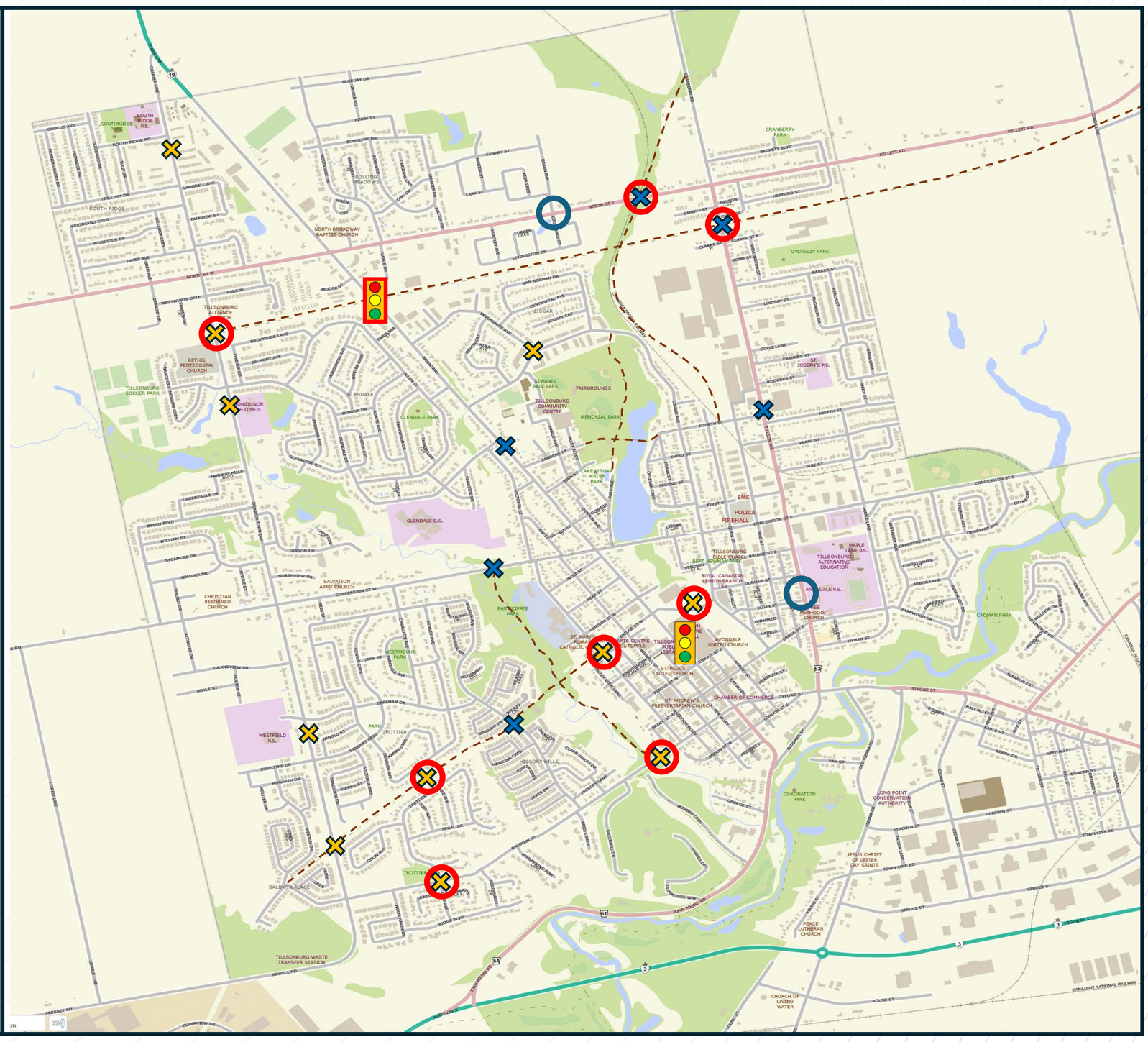
Pedestrian Signal

Proposed Pedestrian Crossings

- New Crossing Type B
- New Crossing Type C
- New Pedestrian Signal

Existing Pedestrian Crossings

- Type C
- Type B
- Pedestrian Signal
- Recently Installed by County

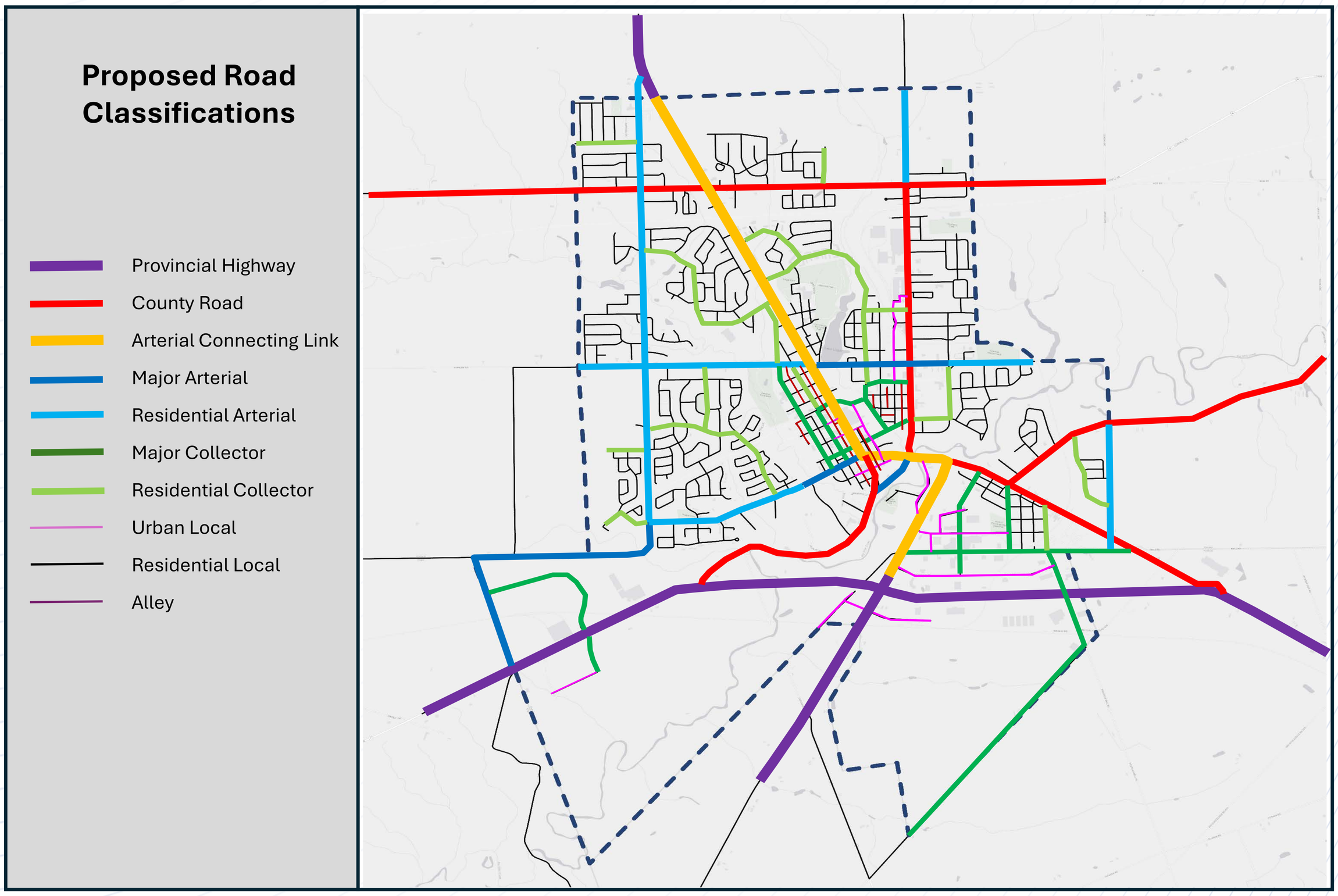


POLICY MEASURES

9 Implement a new road classification system to guide policy decisions and design standards

Key Recommendations:

- Incorporate adjacent land use into roadway classification system
- Develop a separate road classification for existing alleys
- Expand from 3 road classes to 10 road classes
- Align other policies to new road classification system

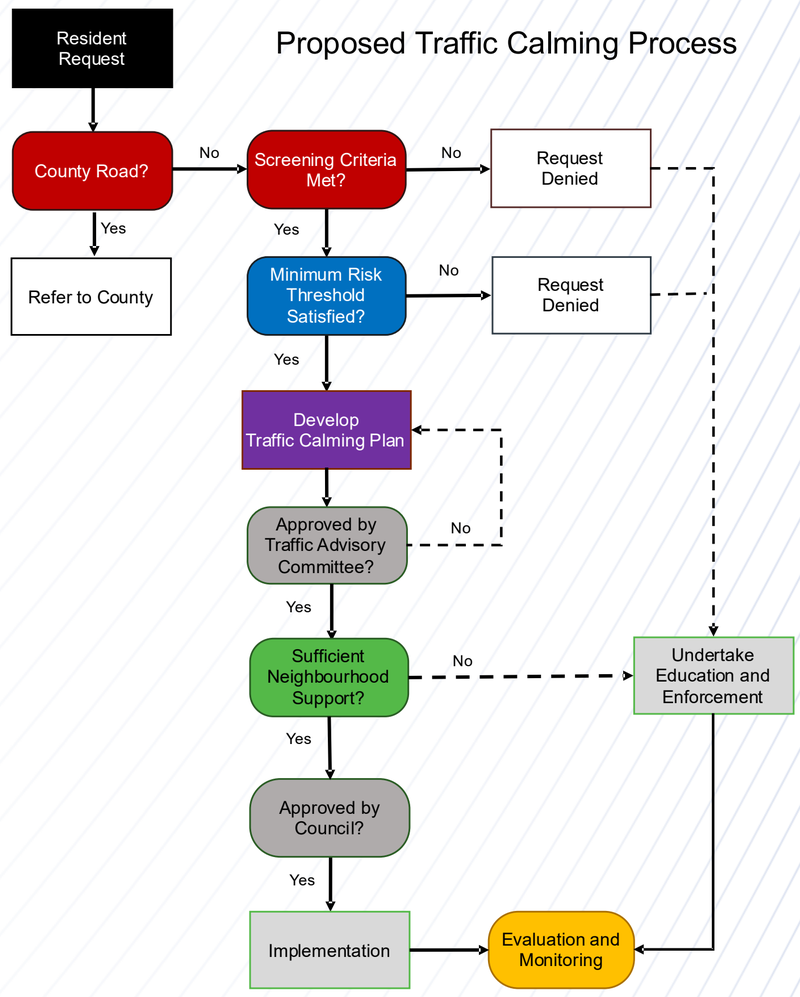


POLICY MEASURES

10 Implement a new Traffic Calming Policy to manage neighbourhood traffic

Key Recommendations:

- Eligibility and type of measures are tied to road class
- Only residential road classifications eligible for traffic calming
- Screening criteria used to determine eligibility
- Eight criteria used to determine risk and priority for traffic calming:
  - Collisions
  - Pedestrians
  - Speed / Volume
  - Cut Through Traffic
  - Sidewalks / Cycling Facilities
  - Land Use



Potential Traffic Calming Measures

Measure	Street	Collector	Arterial
Vertical Deflection			
Raised Crosswalk	●	●	
Raised Intersection	●	●	
Speed Cushion	●	◆	
Speed Hump / Table	●		
Horzontal Deflection			
Chicane	●		
Curb Radius Reduction	●	●	
Lateral Shift	●	●	
Speed Kidney	●		
Mini Traffic Circle	●	◆	
Roadway Narrowing			
Curb Extension	●	●	◆
Lane Narrowing	●	●	◆
On-Street Parking	●	●	◆
Rasied Median Island	●	●	◆
Vertical Centreline Treatment	●	◆	◆
Surface Treatments and Pavement Markings			
Textured Corsswalk	●	●	◆
Textured Pavement	●	◆	
Urban Shoulder	●	●	◆
Pavement Marking 'signs'	●	●	◆
Access Restrictions			
Directional Closure	●	◆	
Diverter	●	◆	
Full Closure	●		
Raised Medians	●	◆	◆
Right-in/Right-out	●	◆	
Intersection Channelization	●	◆	
Gateways			
Gateways	●	●	●
Shared Space	●	●	
Education and Enforcement			
Speed Display Signs	●	●	●
Educational Signage	●	●	●
Targeted Speed Enforcement	●	●	●
Targeted Education Campaigns	●	●	●
● = Generally appropriate ◆ = May be appropriate in some locations			

Raised Crosswalk


Speed Cushion


Speed Hump


Mini Traffic Circle


Curb Radius Reduction


Chicane


Lane Narrowing / On Street Parking


Curb Extension


Vertical Centreline Treatment


Textured Crosswalk

Pavement Marking Signs


Urban Shoulder


Right-in / Right-out


Raised Median


Diverter


Speed Display Signs

Targeted Enforcement


Gateway

POLICY MEASURES

11 Implement a Speed Management / Safety Policy

Key Recommendations:

- Develop a Policy for Evaluating new Community Safety Zones
- Consider a pilot project to implement area based reduced speed limits in residential neighbourhoods (40 km/h)
- Consider Red Light Cameras as part of Safety Program
  - Need to work with County to determine responsibility for funding / fine revenues

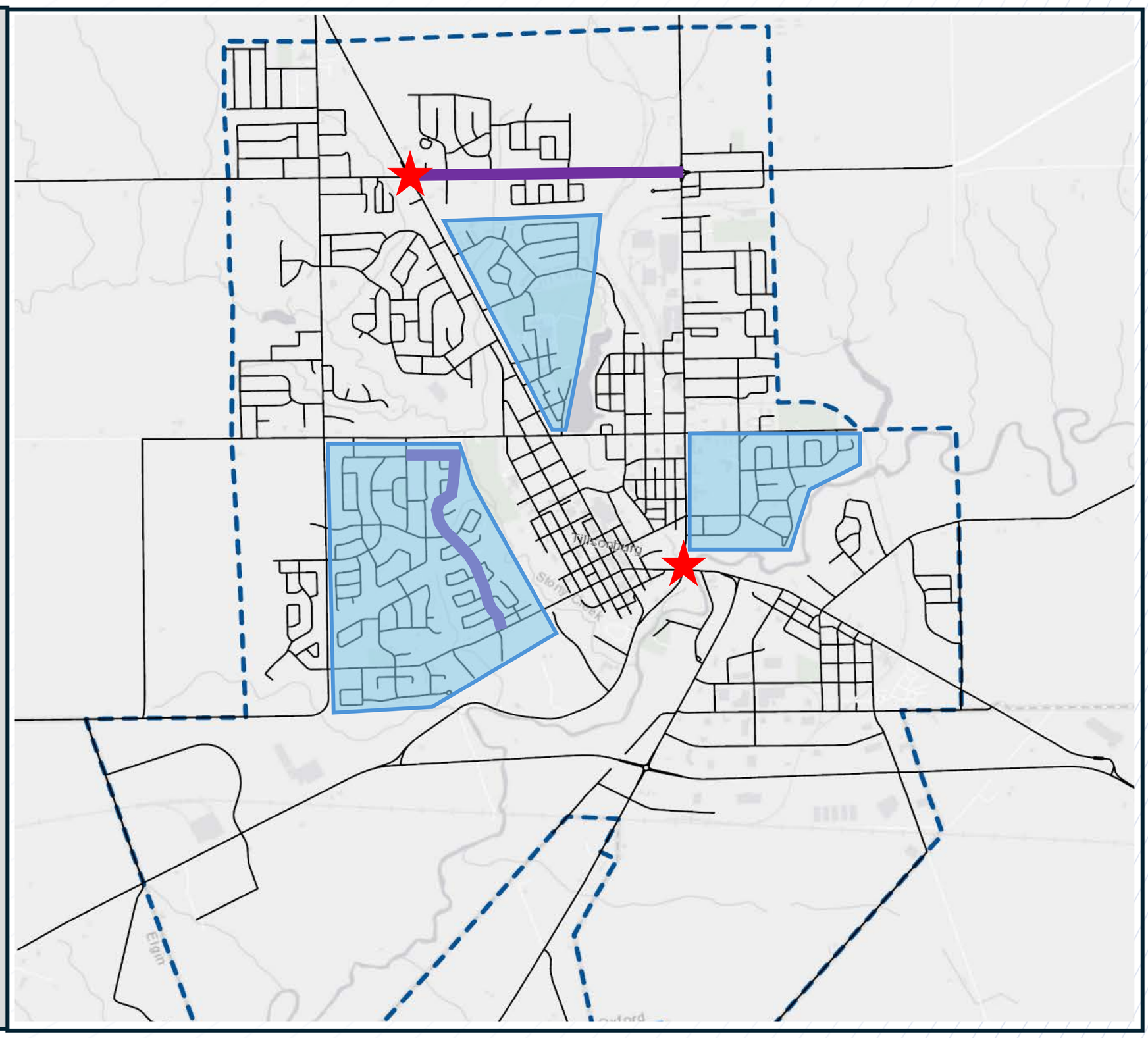
Speed Management / Safety Policy Areas

Existing Community Safety Zones

Potential Pilot Area

40 Km/h Area Speed Limit Zone

Potential Red Light Camera

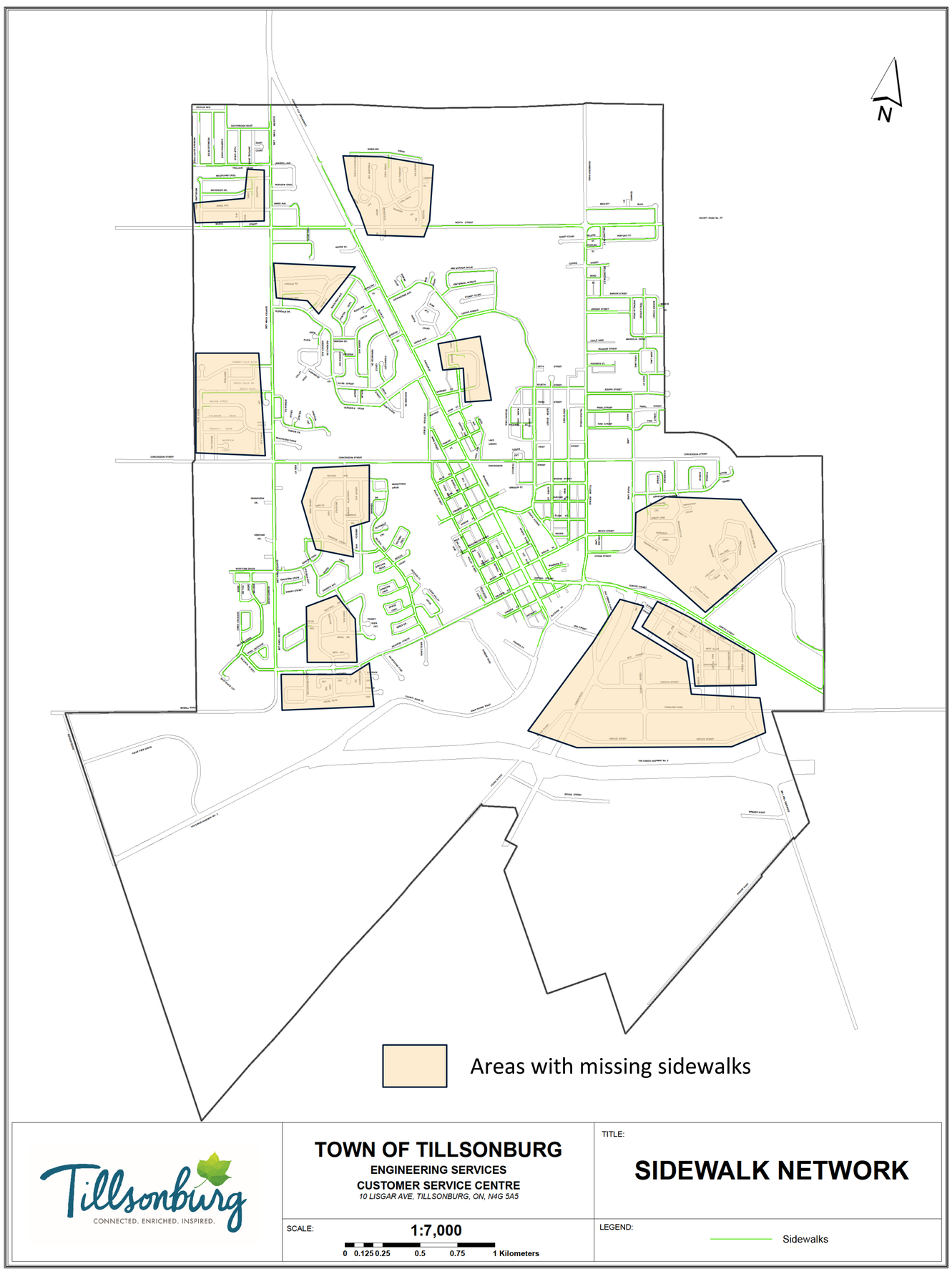


POLICY MEASURES

12 Develop program to prioritize and construct missing sidewalks

Key Recommendations:

- Establish system to rank and prioritize missing sidewalks
- Evaluation Criteria under 4 categories
- Highest Scoring Segments = priorities for construction
- Establish annual budget for missing sidewalk construction



Sidewalk Prioritization Categories

Category	Points
Risk	90
Latent Demand	90
Connectivity	90
Equity	90
Total Max	**360**

Sample – Criteria to Evaluate Safety Risk

		Max Scoring	Measures	Score
Risk	**Road Class**	10	4 lane Arterial	10
	select one		2 lane Arterial	6
			4 lane Collector	8
			2 lane Collector	4
			Local	2
	Traffic Volume	10	>10,000	10
	AADT		5,000 - 9,999	7
	select one		2,000 - 4,999	5
			1,000 - 1,999	3
			> 1000	1
	Road Hazards	10	Road Grade > 8%	4
	cumulative to max score		Road Grade 6-8%	3
			Road Grade 3-6%	2
			Sightline Issues (each)	2
			Horizonal / Vertical Curve (each)	3
	Illumination	10	Yes = 0 , No	10
	Speed Limit	10	<40	1
	select one		40	3
			50	5
			60+	10
	Walking Space	20	SW on one side - Local Rd	2
	select one		SW on one side - Collector Rd	5
			SW on one side - Arterial Rd	10
			No SW - Wide Boulevard	12
			No SW - Narrow Boulevard	15
			No SW - No Space in Boulevard	20
	Pedestrian Collisions (5yr)	20	2 Points / Collision (each)	2
	cumulative to max score			
	Total Risk Score	**90**		

Sample – Criteria to Evaluate Equity

		Max Scoring	Measures	Score
Equity	**Vulnerable Popualtion Generators**	40	Clinic / Medical Centre	15
	cumulative to max score		Seniors Housing	12
	within 800 m		Hospital	10
			Daycare	8
			Pharmacy	7
			Nursing Home	5
	Proximity to Community Facilities	30	Community Mail Box	15
	cumulative to max score		Community Centre	10
	within 800 m		Social Services Office / Shelter	8
			Library	7
			Arena / Sports Facility	4
			Other Public Building	3
			Religious Facility (Church, Mosque, Synagogue, etc)	2
	Proximity to Parks	20	Park Fronting	20
	select one		Park within 400 m	10
			Park within 800 m	5
			Park within 1000 m	2
	Total Equity Score	**90**		

Next Steps

- **Consider feedback from public and stakeholders**
- **Refine / Finalize Recommendations**
- **Present Transportation Master Plan to Council for their consideration and approval**
- **Interested in updates?** If you (or your agency or group) are interested in participating in the study or would like to be added to the contact list to receive future updates, please contact TillsonburgTMP@ptsl.com or one of the Project Managers:

Thomas Louws
Operations technologist
Town of Tillsonburg
519-688-3009 x4415

Carlos Reyes
Director, Operations and Development
Town of Tillsonburg
519-688-3009 x 4400

Kevin Jones
Consultant Team Project Manager
Paradigm Transportation Solutions Limited
(416) 479-9684 x513

- **Visit the project web site** for additional information on the study and its progress

www.tillsonburg.ca/tmp2024