



UNA Resident Briefing Memo: Wesbrook Mall Stop Signs

Residents and others in Wesbrook Place have raised concerns regarding traffic and safety on Wesbrook Mall. Reported concerns include pedestrian safety, speeding vehicles, stop sign compliance, and difficulty for motorists turning onto Wesbrook Mall.

In consultation with UNA staff and Transportation Planning staff, UBC's traffic consultant prepared a report to analyse those concerns and recommend strategies for addressing them. The results of that report are summarized below.

Background

To date, the following actions have been undertaken to address two immediate concerns:

- 1) **Safety:** Berton Avenue was converted to one-way operation in September to address safety and congestion problems on Berton, and to enable the removal of the 4-way stop sign at Wesbrook Mall, which was necessary to avoid problems in future from traffic backing up to the roundabout.
- 2) **Traffic flow:** to assess traffic conditions on Wesbrook Mall, a traffic study was undertaken in early October. In order to accurately measure traffic speeds, the 4-way stop signs at Birney and Gray were removed so as not to affect the results. Now that the traffic study is complete, the 4-way stop at Birney has been reinstated.

Traffic report conclusions & action to be taken

Subsequent to the actions above being taken, the report analyzed the traffic patterns in Wesbrook Place and came to the following conclusions:

1) Pedestrian Safety must be improved

There are a number of deficiencies in pedestrian crossing facilities, including no pedestrian crossings signs at intersections without stop signs, bollard-style pedestrian crossing signs at green streets that are obstructed by parked vehicles, and no crossing markings at green streets and intersections without stop signs.

Actions to be taken:

Three zebra striped pedestrian crossings will be installed at:

- Berton (on the north and south sides of the intersection)
- Greenway connecting Tapestry and Blenz (between the route 41 bus stops)
- Greenway between Birney and Gray

In addition, the 4 way stop sign at Birney was reinstated Tuesday October 23rd.



2) Speed control measure are acceptable

Traffic speeds on Wesbrook Mall are approximately 38 km/h, which is an acceptable speed.

Actions to be taken:

- 30 km/h signs will be posted on Wesbrook Mall and the north and south entrances to the neighbourhood, an added level of protection for pedestrians and cyclists.

3) Save-On Foods exit requires a correction

Actions to be taken:

- Additional signs will be added in the Village to indicate exit routes via Shrum Lane and the new Webber Lane

4) There is an opportunity for improved communications

The report acknowledges the need for improved communications with residents and a more coherent approach to communications about traffic issues.

Actions to be taken:

On October 29, 2012, Krista Falkner will join UBC Campus and Community Planning's Transportation Planning group as its first Transportation Engineer. In November, one of Krista's main priorities will be getting out to visit the campus community, including the UNA Board and the UNA Transportation Subcommittee. This is a new position that recognizes the need for an in-house transportation engineering professional to deal with a wide range of transportation related issues, including campus-wide traffic control planning and management.