



City of Richmond

Report to Committee

To: Public Works and Transportation Committee

Date: April 22, 2025

From: Lloyd Bie, P.Eng.
Director, Transportation

File: 10-6500-01/2025-Vol 01

Re: No. 3 Road – Traffic Assessment

Staff Recommendation

That the staff report titled “No. 3 Road – Traffic Assessment”, dated April 22, 2025 from the Director, Transportation be received for information.

Lloyd Bie, P.Eng.
Director, Transportation
(604-276-4131)

Att.1

REPORT CONCURRENCE		
ROUTED TO: RCMP	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER for Roeland Zwaag
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

At the November 20, 2024, Public Works & Transportation Committee meeting, staff received the following direction:

That staff undergo a traffic study to consider a reduction in the motor vehicle speed limit from 50 km/h to 30 km/h on No. 3 Road between Westminster Highway and Granville Avenue.

This report supports Council's Strategic Plan 2022-2026 Focus Area #3 A Safe and Prepared Community:

Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

This report supports Council's Strategic Plan 2022-2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

Analysis

Background

The 800 metre section of No. 3 Road between Westminster Highway and Granville Avenue is classified as a Major Thoroughfare in the City Centre Area Plan (Attachment 1). The purpose of a Major Thoroughfare is to provide a walkable, urban arterial road that balances efficient traffic flow with high pedestrian activity. The Canada Line, Brighthouse Station Bus Mall and multiple bus lines also make this section of No. 3 Road a transit hub, which reduces reliance on private automobiles and demand for increased road capacity. As adjacent redevelopment occurs, streetscape, sidewalk and cycling networks are enhanced to improve the environment for pedestrians and cyclists.

Safety upgrades implemented along this section of No. 3 Road to improve operations include:

- Protected cycling facilities between Cook Road and the Brighthouse Bus Mall.
- Enhanced pedestrian - only signal phase at the No. 3 Road and Brighthouse Bus Mall intersection.
- Improved pedestrian features to increase comfort and safety at the intersection of No. 3 Road and Cook Road.
- Red light camera at No. 3 Road and Westminster Highway.
- Short-term intersection improvements at No. 3 Road and Granville Road completed as part of the City's Top 20 Collision Prone Intersection program. This includes traffic cameras, audible pedestrian signals, uninterrupted power supply and delineators along the Granville Avenue bike lanes.

- Sections of No. 3 Road include landscaped centre medians and fencing to deter jaywalking.
- Accessibility features to support pedestrians with vision loss include all traffic signals in the study area equipped with audible pedestrian signals and tactile warning strips installed as part of new curb ramps.
- All intersections have illuminated street name signs for higher visibility.

Traffic Assessment

Staff conducted an analysis of vehicle speeds and collision data along No. 3 Road from Westminster Highway to Granville Avenue. The results of the speed study and most recent five-year ICBC crash data along No. 3 Road are presented in Table 1 below.

Table 1: No. 3 Road Speed Study and Collision Results

No. 3 Road Intersection	Total Collisions (2019-2023)	Collisions Involving Pedestrians	Collisions Involving Cyclists	85 th Percentile Speed (km/h)
Westminster Highway	248	2	3	48
Saba Road	79	2	0	46
Cook Road	63	5	0	56
Park Road	38	4	0	55
Anderson Road	8	1	1	46
Granville Avenue	174	7	3	44
Total	610	21	7	Average = 49 km/h

Speed Study

The existing posted speed limit on No. 3 Road is 50 km/h. The study indicates the 85 percentile speeds on this section of No. 3 Road range from 44 km/h to 56 km/h. The close spacing of signalized intersections within this 800 metre section of No. 3 Road helps to meter traffic flow. The speed study did not identify a speeding issue on No. 3 Road as the majority of traffic is travelling below 56 km/h. RCMP data for March 2025 recorded a total of 17 infractions with one infraction for speeding.

Collision Data

A total of 610 collisions were recorded on No. 3 Road between Westminster Highway and Granville Avenue during the five-year period of 2019 to 2023 (the most recent available crash data from ICBC). No fatalities were recorded. The ICBC crash data did not identify speeding as a contributing factor of the collisions on No. 3 Road, including those with pedestrians and cyclists. Of the 28 collisions involving cyclists and pedestrians, 20 were caused by drivers failing to yield to pedestrians/cyclists in the crosswalks (14 right-turn collisions and 6 left-turn collisions).

The intersection of No. 3 Road and Granville Avenue is identified as #20 of the City's Top 20 Collision Prone Intersections. Although the intersection of No. 3 Road and Westminster Highway had the highest number of collisions in the study area, it is not identified as a Top 20 Collision Prone Intersection due to the low severity of collisions.

Review of Speed Limit

The City's speed management process is community and data driven. There is no supporting data from the traffic assessment to warrant changing the speed limit. As No. 3 Road is classified as a Major Thoroughfare, maintaining the existing 50 km/h speed limit is appropriate to move traffic efficiently across this corridor.

Planned Safety Enhancements

No. 3 Road and Granville Avenue: In 2019, Council approved improvements to address the Top 20 most collision prone intersections in the City. As this intersection is identified as #20, intersection design alterations with a focus on pedestrian and cycling safety enhancements are currently under review.

Pedestrian and Cycling Infrastructure Upgrades: Pedestrian and cycling related infrastructure along with streetscape improvements are being secured through redevelopment projects (e.g. Richmond Centre, 8051 Anderson Road). Ultimately, a protected cycling facility on No. 3 Road will provide increased safety for cyclists.

Traffic Camera AI Software Trials: Various new software applications that help collect traffic data regarding near misses at intersections are being evaluated. The objective of this technology is to help proactively intervene safety improvements to address conflicts before they occur at an intersection. The intersections of No. 3 Road and Granville Avenue and at the Bus Mall entrance are currently being studied using this technology.

Pedestrian and Traffic Safety Education: The City supports a variety of road safety campaigns and education to develop knowledge skills that enable pedestrians, cyclists and drivers to use the road safely. The City's Traffic Safety Advisory Committee (TSAC) collaborates to support annual pedestrian and traffic safety campaigns held by ICBC and Richmond RCMP.

Financial Impact

None.

Conclusion

A traffic speed assessment and collision data study was conducted on No. 3 Road between Westminster Highway and Granville Avenue. The speed and collision data do not warrant any changes to the existing speed limit on this section of No. 3 Road. The statistics from the technical assessment indicated that the majority of collisions with pedestrians and cyclists are due to drivers failing to yield while turning. Speeding was not a contributing factor to the turning related collisions on No. 3 Road.

April 22, 2025

- 5 -

The No. 3 Road and Granville Avenue intersection is identified as a collision prone location. Intersection safety upgrades are currently being developed as part of the City's Top 20 Collision Prone Intersection program.



Sonali Hingorani, P. Eng.
Manager, Transportation Planning and New Mobility
(604-276-4049)

SH:ck

Att.1 No. 3 Road Traffic Assessment Study Area

No. 3 Road Traffic Assessment Study Area

