Town of Saugeen Shores Transportation Master Plan Update

Public Information Centre 2

Wednesday, April 15, 2026

Southampton Town Hall, Southampton
4:30 PM to 5:30 PM

The Plex, Port Elgin
6:30 PM to 7:30 PM

Welcome!

Thank you attending the second Public Information Centre (PIC) for the **Town of Saugeen Shores Transportation Master Plan Update**. At today's meeting, we will:

- Review the study purpose and objectives (see presentation)
- Present the proposed recommendations for the Transportation Master Plan Update
- Receive your input on the proposed recommendations
- Explain the next steps in the study process

Questions? Comments?

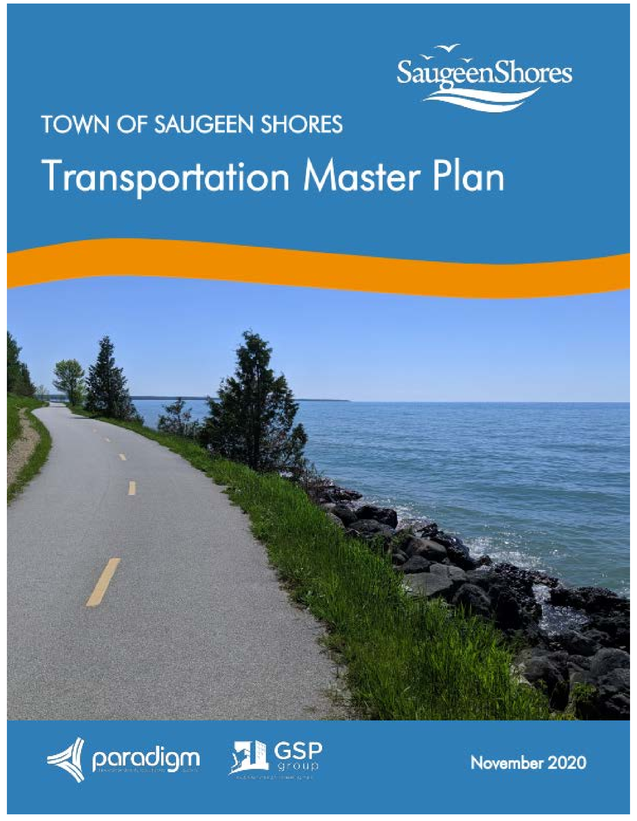
Feel free to ask any member of our Study Team in attendance.
Please submit your comments online or fill out a form tonight!

What is the Transportation Master Plan and Update?

The **Transportation Master Plan** is a strategic planning document that defines the policies, programs, and infrastructure improvements required to address existing and future transportation needs in Saugeen Shores. The plan works with the Town's Official Plan and other long-term strategies (e.g., municipal servicing, asset management, parks and recreation) to direct how the municipality will grow and develop.

This update builds on the achievements of the current plan completed in 2020. The study is assessing progress made over the past five years and updating the plan's policies and projects to address current needs, reflect changing conditions and priorities, and meet future requirements.

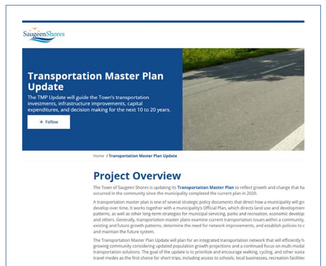
The study is following the requirements of the **Municipal Class Environmental Assessment** and will address the first two phases of this approved planning process.



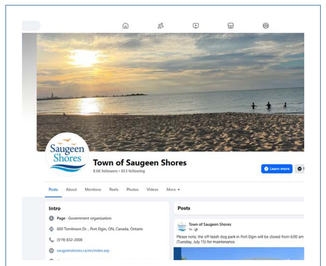
Community and Stakeholder Feedback (to date)

How We've Engaged

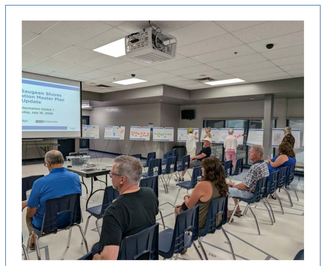
We've received input through a variety of methods. Thank you!



Engage Saugeen Shores



Social Media



Public Information Centres



Public Opinion Surveys



Stakeholder Meetings

What We've Heard (so far)

- Reduce speeding across the community
- Prioritize building safer, more connected walking and cycling routes
- Improve safety and connectivity along Highway 21
- Expand public transit and shared mobility options
- Preserve the character of cottage and waterfront areas
- Improve safety through traffic calming and intersection improvements
- Enhance cycling safety and comfort
- Upgrade rural roads and install paved shoulders

Problems and Opportunities (Emerging Trends)

A review of existing and future conditions highlights several trends that will shape the transportation system in the years ahead:

Fastest growing municipality in Bruce County, with considerable increases in people (21%) and jobs (27%) forecast to 2035[1].

Transportation system improvements needed to serve anticipated growth



Speeding and other traffic safety concerns on local streets. Strong desire to preserve the character of cottage and waterfront areas.

Policies and strategies needed to align operation with expectations



[1] Town of Saugeen Shores Development Charges Background Study, Report for Public Consultation, April 9, 2026

Majority of trips by single occupant vehicle (84%). Developed walking and cycling networks, but mostly off-road. Limited public transportation options.

Mobility options needed to meet growing, changing demands



Highway 21 both connects and serves as “main street” for Port Elgin and Southampton. Lack of continuous parallel routes. No defined truck by-passes of downtown areas.

Route alternatives needed to reduce reliance and impact



Proposed Transportation Vision and Goals

VISION

Saugeen Shores will develop an integrated, multimodal transportation system that is safe, accessible, affordable, and environmentally sustainable for the movement of people and goods.

GOALS

Vibrant Local Economy

Support a resilient and competitive local economy by enhancing transportation access to employment areas, commercial districts, and tourism destinations.

Sense of Place

Strengthen community identity and livability by providing transportation facilities and public spaces that are context-sensitive, support placemaking, and enhance the character of Saugeen Shores.

Personal Health

Promote health and wellbeing by facilitating safe, convenient, and connected active transportation options that encourage physical activity and reduce reliance on single-occupant vehicle travel.

Environmental Sustainability

Minimize environmental impacts by reducing greenhouse gas emissions, supporting low-carbon travel modes, and integrating sustainable design, green infrastructure, and climate adaptation.

Proposed Plan Update Structure



Mobility Directions	• Complete Streets • Transportation Demand Management (TDM) • Transit • Shared Mobility and Emerging Technologies	• Neighbourhood Traffic Management • Parking • Goods Movement
Network Plans	• Walking and Cycling Networks (Active Transportation) • Road Network • Integrated Network	
Implementation Strategies	• Phasing and Costing • Enabling Processes and Frameworks	
Appendices	• Consultation Record • Transportation Impact Assessment Guidelines	• Policy Context • Intersection and Speed Limit Assessments

Complete Streets Explained

Complete Streets is an approach that focuses on making roadways safe and convenient for users of all ages and abilities, travelling by all modes of transportation, in the interest of personal health and wellbeing.

Effective Complete Streets consider the appropriate priority of two elements:



Example of a Mobility-oriented shared roadway.

Mobility

A mobility-oriented street prioritizes the safe and efficient movement of people and goods along the street or roadway.



Example of an Access-oriented street (Goderich Street in Port Elgin)

Access

An access-oriented street features significant interaction with the surrounding areas, such as vehicles entering and exiting from adjacent properties onto the roadway.

Complete Streets also considers opportunities to enhance experience through:



Parkette highlighting opportunities for placemaking, in Victoria, BC.

Placemaking

Placemaking considers the role of the street as public space, supporting social connection and public amenities such as benches, trees, gathering areas, and public art.

Proposed Complete Streets Approach

Complete Streets Considerations in Saugeen Shores

1 	Typology application reflects current function and future conditions but does not guarantee a specific improvement or enhancement.	2 	Typologies should align with unique characteristics of Saugeen Shores and provide flexibility for their application.	3 	Consideration is needed for where the Town has limited or shared authority over roadways (e.g., Highway 21).	4 	Mobility and access priority are clearly defined, and placemaking included as a potential 'add-on' to all urban classifications when warranted.

Overview of Proposed Complete Street Typologies

	Cross-town Street	Cross-town Connector	Neighbourhood Connector	Neighbourhood Street	Cottage Street	Rural Connector	Rural Street
Road Classification	**Major Arterial**	**Minor Arterial**	**Collector**	**Local**	**N/A**	**Rural Collector**	**Rural Local**
Description	To move people and goods, providing major connections within and between urban areas	To move people through and between neighbourhoods	For localized access to neighbourhoods	For direct access to individual properties and community destinations	For direct access to individual properties and destinations in Beachfront areas	To move people and goods, providing access to urban areas	To move people with access to rural destinations and areas
Mobility Priority							
Access Priority							
Speed	60 km/h	50 km/h	40 to 50 km/h	30 km/h	30 km/h	50 – 80 km/h	40 to 80 km/h
# Lanes	2-4 lanes	2 lanes	2 lanes	2 lanes	2 lanes	2 lanes	2 lanes
Bikeway Zone	Separated Bicycle Facility	Designated or Separated Bicycle Facility	Designated or Separated Bicycle Facility (if needed)	Shared Bicycle Facility	Shared Bicycle Facility (if space allows)	Paved Shoulder	Paved Shoulder (if space allows)
Pedestrian Zone	Sidewalk both sides or Multi-use Pathway	Sidewalk both sides or Multi-use Pathway	Sidewalk on one or both sides	Sidewalk on one side	Pedestrians share space with bicycles and motorists	None	None
Boulevard Zone	High degree of elements and lighting	Low to moderate degree of elements and lighting	Low degree of elements and no lighting	Low to no degree of elements	Site specific amenities	Lighting	None

Transportation Demand Management Explained

What is Transportation Demand Management (TDM)?

Strategies that help to reduce traffic and encourage more efficient, healthier travel choices for all community members. TDM can:

- Optimize the existing transportation system and save money on infrastructure spending
- Improve personal health and wellbeing through active travel (e.g., walking and cycling)
- Allow for a transition toward sustainable modes of travel (walking, cycling, transit) and reduce emissions

What does TDM look like in smaller communities?



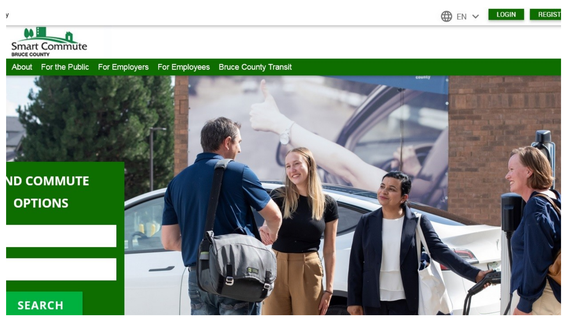
Community Education



Promotion of Alternate Modes



Inter-regional Partnerships



Employer Programs

Proposed Recommendations

Complete Streets

1. Adopt the proposed Complete Streets approach for all new and renewal roadworks; periodically reviewing and updating approach.
2. Apply the Council-approved **Cottage Street Design Guidelines** when reconstructing designated streets.
3. Reference applicable provincial and national guidelines and standards in decision making.
4. Incorporate relevant changes into land use policy, including road classifications in the Official Plan.
5. Educate staff, Town Council, and the community on the Complete Streets approach and application.

Transportation Demand Management

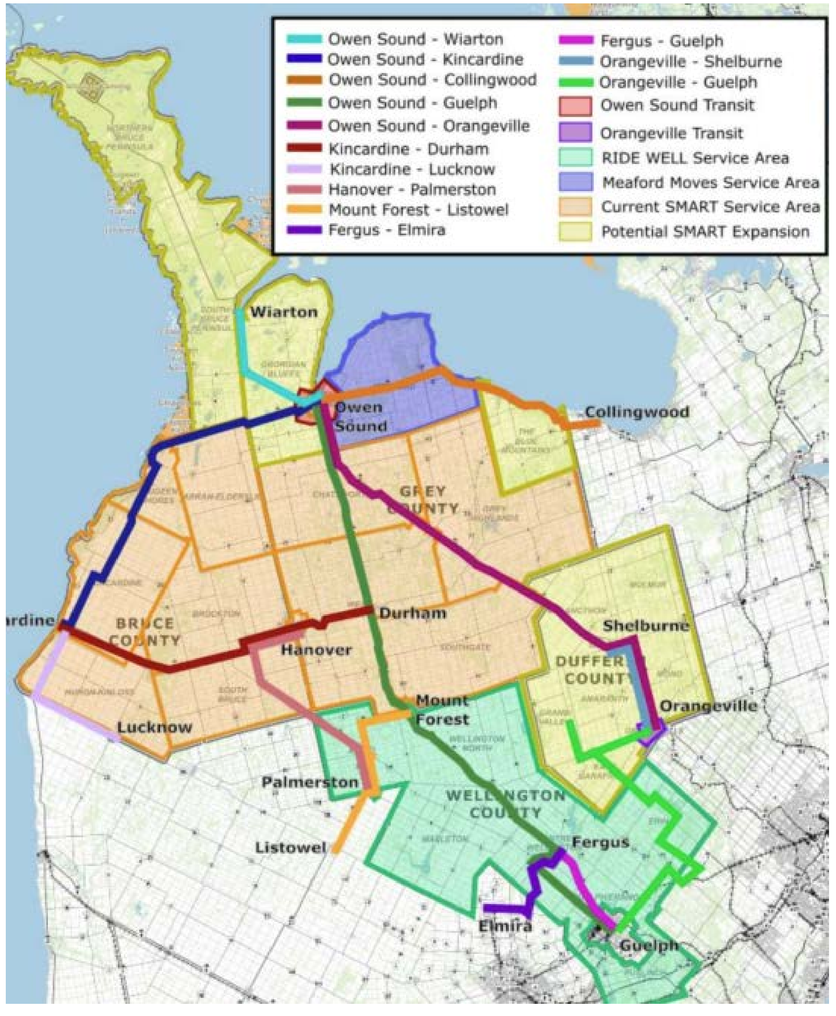
1. Provide TDM guidelines and application guidance for developers.
2. Encourage mixed-use development through the Official Plan and development policies.
3. Use a Community-Based Social Marketing model to promote desired transportation behaviour changes.
4. Explore Active and Safe Routes to School programs.
5. Promote employer programs through Smart Commute Bruce County (e.g., carpooling).

Transit Considerations

Efficient and effective transit service is key to offering individuals mobility choices and serving a broader segment of the community, especially people who are unable to drive or do not have access to an automobile.

Bruce, Dufferin, Grey and Wellington Counties, together with Saugeen Mobility and Regional Transit (SMART), are currently undertaking a **Regional Transit Review** to design and assess the feasibility of a unified transit network. The study is exploring the following opportunities to expand transit:

- **Inter-Community Transit** – Corridors could connect cities, towns, and hamlets to key destinations
- **Contract On-Demand Service to SMART** – Expanding SMART to also provide On-Demand Transit for residents who do not qualify for specialized transit services
- **Integration with Private Sector** (taxis and ridesharing)
- **Integration with Other Transit Agencies** (Metrolinx)



Shared Mobility and Emerging Technologies

What is Shared Mobility?

A broad set of transportation services and business models, such as bike-sharing, car-sharing, micro-transit, ride-sourcing, and ridesharing, that users share with the aid of digital applications.

Shared mobility services can help address the transportation challenges of smaller communities like Saugeen Shores. These services can form the basis of or complement a “transit” (public transportation) system, offering an alternative to single occupant vehicle travel and an option for individuals without access to an automobile.

What are Emerging Technologies?

Technological advancements that support low carbon options and help reduce greenhouse gas emissions, consistent with the transportation vision and goals of the TMP Update.

Automated, connected, and electric (ACE) vehicles offer significant opportunities to enhance transportation safety and efficiency in both rural and urban settings. They can reduce collisions, congestion, and emissions, improve mobility and equity for youth, seniors, and people with disabilities, and lessen the need for roadway expansion and on-site parking. At the same time, if not carefully deployed and managed, these technologies could increase traffic, create inequitable access to mobility, and generate adverse environmental impacts.

Proposed Recommendations

Transit

1. Support efforts by Bruce, Dufferin, Grey and Wellington Counties to implement transit services that serve Saugeen Shores.
2. Await completion of the Regional Transit Review to determine the Town's role in the provision of transit services.

Shared Mobility & Emerging Technologies

1. Continue to investigate opportunities to install EV chargers.
2. Promote shared mobility and emerging technologies through outreach and marketing, ensuring residents are educated about the benefits and potential impacts of new mobility modes and services.
3. Review and update by-laws, policies, and guidelines to include and provide consideration for shared mobility and emerging technologies.

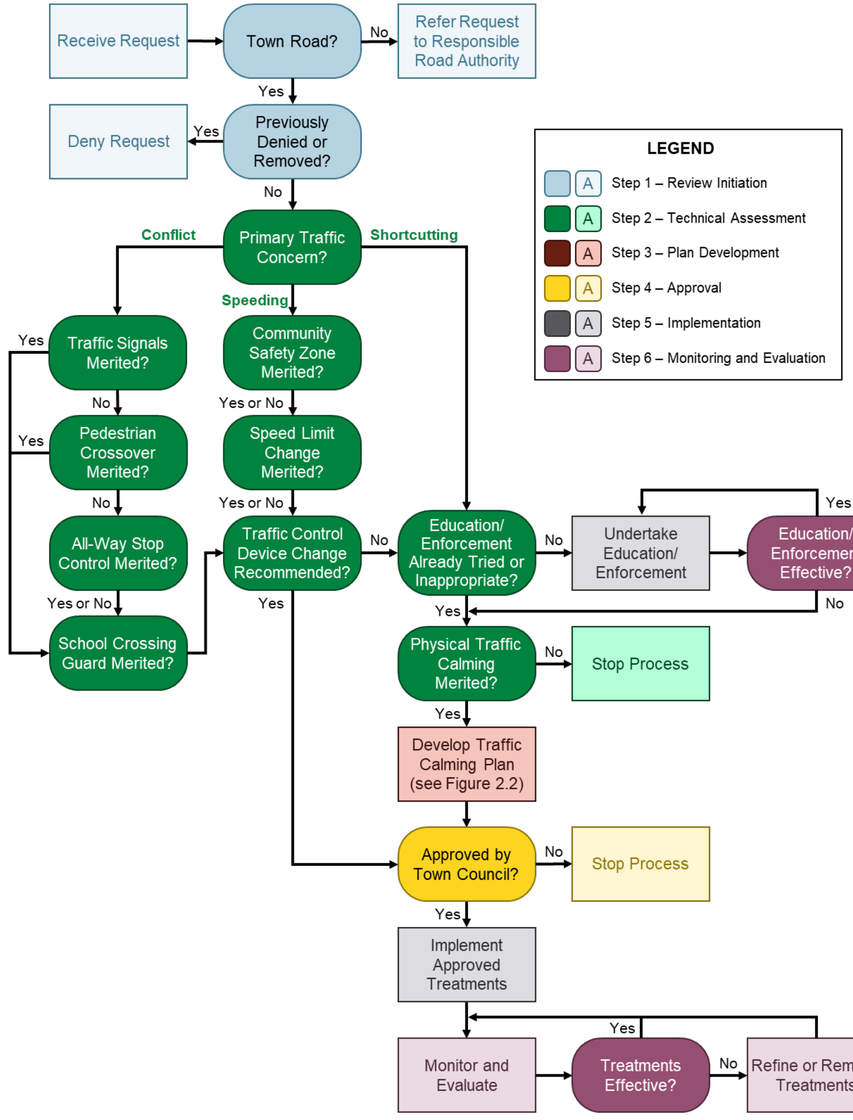
Neighbourhood Traffic Management Guidelines

The **Neighbourhood Traffic Management Guidelines** being prepared as part of the Transportation Master Plan will aid the municipality in responding to citizen concerns about traffic on Town roads. The guidelines feature a:

- consistent, objective, and transparent process for addressing traffic-related inquiries
- methodology and criteria for determining the most appropriate traffic management treatment(s)
- procedure for developing traffic calming plans where appropriate

Specific traffic management treatments include:

- Traffic control devices (i.e., traffic signals, all-way stops, speed limits, pedestrian crossings, Community Safety Zones)
- Non-physical (referred to as education and enforcement) and physical (e.g., speed humps) traffic calming measures



Parking Provisions

Downtown Parking

The **Downtown Port Elgin and Southampton Parking Study** completed by the Town in 2024 assessed the adequacy of the current municipal parking supply in both downtown areas. The study found that sufficient parking exists to satisfy existing and future peak demand, although some lots and on-street zones will exceed capacity at times.

The study recommended numerous parking management strategies to optimize supply/ increase efficiency and reduce demand.

On-Street Parking & Stopping Regulations

In considering requests for changes to on-street parking and stopping regulations:

- **In the Vicinity of Elementary Schools**, prohibit stopping on the opposite side of the street and parking along the frontage.
- **On Streets with High Parking Activity**, adjust regulations to increase turnover if there is a demand issue, prohibit parking or stopping if there is a sight visibility concern, or implement permit parking if there is undesired long duration parking, such as during the daytime near employment uses.
- **Along Shoulder Areas/Edges of Pavement Reserved for Pedestrians and Cyclists**, prohibit parking in conjunction with the design of active transportation facilities.

Proposed Recommendations

Neighbourhood Traffic Management

1. Apply the **Neighbourhood Traffic Management Guidelines** in assessing and implementing traffic management measures on Town roads.
2. Implement uniform speed limits in Port Elgin and Southampton of 40 km/h on residential Local and Collector Roads and 30 km/h on roads in school zones and on designated Cottage Streets.
3. Post information and frequently asked questions about traffic management measures on the Town's website.

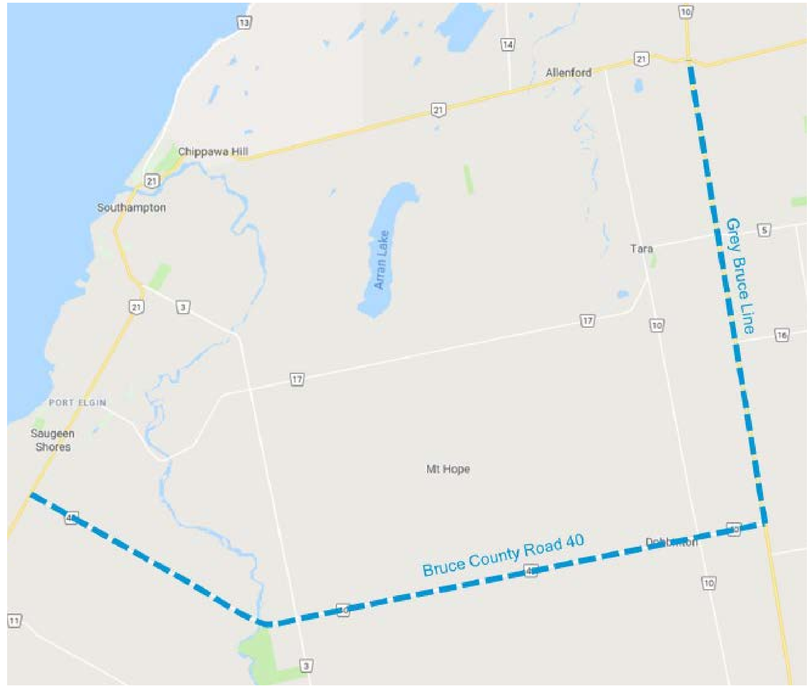
Parking

1. Implement the parking management strategies recommended in the Council-approved **Downtown Port Elgin and Southampton Parking Study**.
2. Apply the recommended guidance in responding to requests for on-street parking and stopping regulation changes.

Goods Movement Considerations

Safe and efficient movement of goods and services within and through the Town is essential for sustainable economic growth, and attracting and retaining a wide range of industries and businesses. However, heavy trucks also contribute to traffic congestion, wear and tear on infrastructure, and safety concerns.

The use of Highway 21 as a truck route through the built-up areas of Port Elgin and Southampton is particularly concerning, as the absence of an evident, convenient alternative results in higher volumes of trucks traversing the Town. But constructing a bypass primarily to reroute trucks would be costly and pose adverse environmental impacts.



Proposed Recommendations

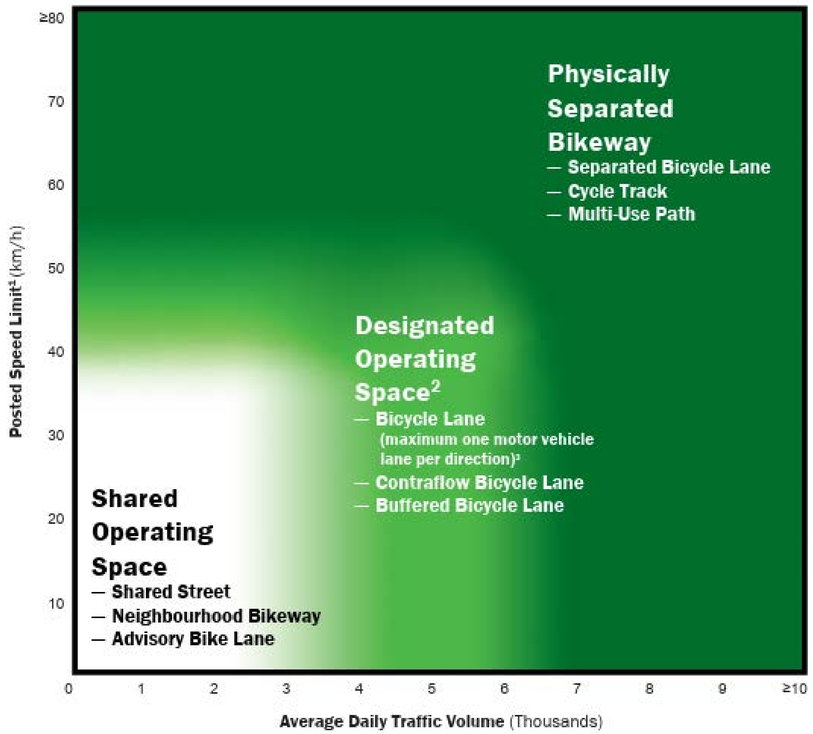
1. Explore a signed truck route around Port Elgin and Southampton via Bruce County Road 40 and Grey-Bruce Line (shown in figure above).
2. Implement complementary actions to support the truck route including infrastructure improvements, truck route by-law, roadway signage, and education and enforcement.

Walking and Cycling Network Development

The walking and cycling network development process builds on known plans and industry-standard guidelines for active transportation implementation. Ground-truthing and input provided by Town staff, local stakeholders, and the public helped in identifying and refining the networks.

For the cycling network, facility selection generally followed the process set out in Ontario Traffic Manual Book 18. This process guides practitioners to pre-select the desirable facility type based on motor vehicle speed and average daily traffic volume. Pre-selection is aided by a nomograph (see right), which helps identify an appropriate level of separation and a set of reasonable facility types for the given context.

Very few Town roads satisfy the provisions for **Designated Operating Space** or a **Physically Separated Bikeway** considering both speed and volume. For this reason, much of the proposed cycling network consists of **Shared Operating Space** facility types.

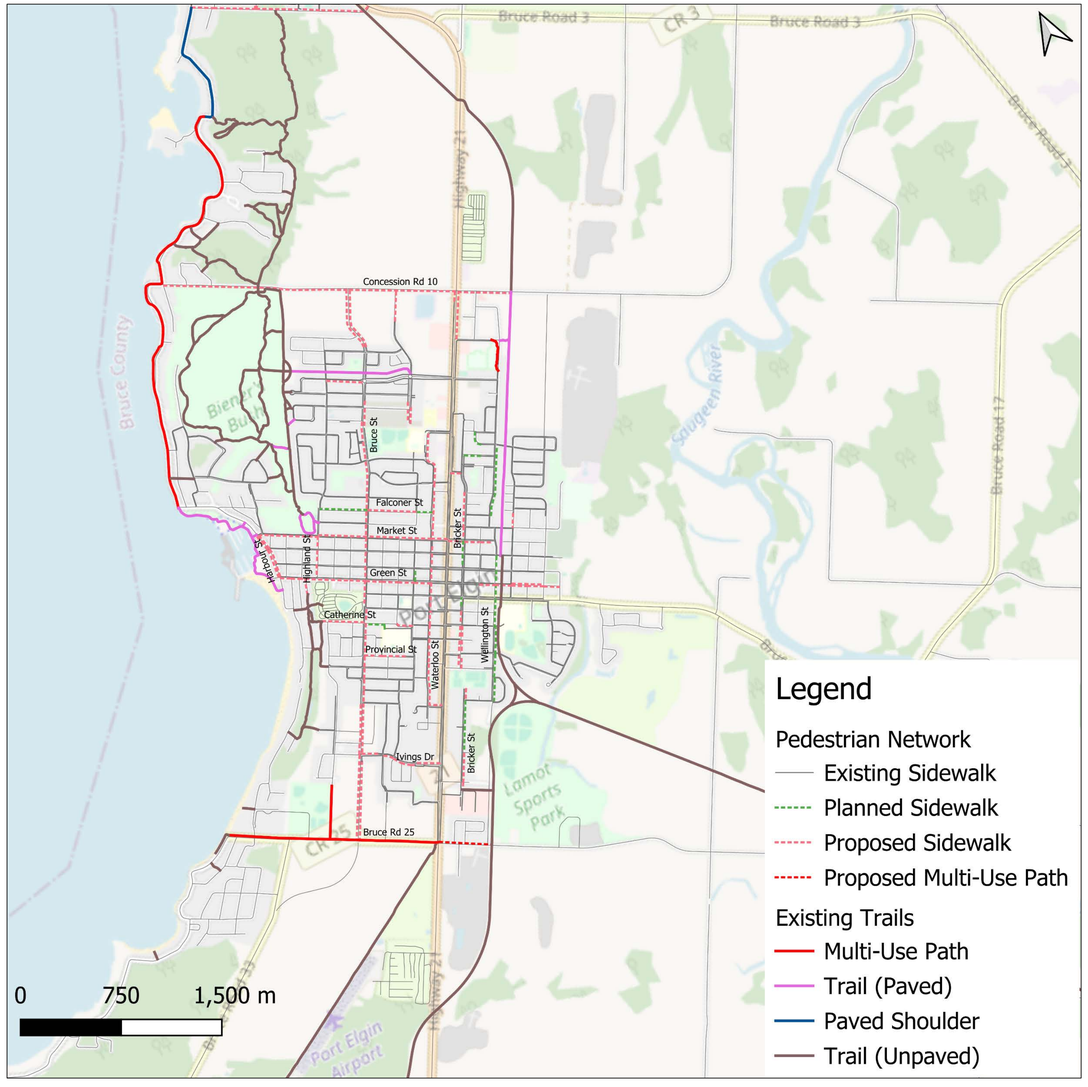


Desirable Cycling Facility Pre-selection Nomograph Urban/Suburban Context

Source: Ontario Traffic Manual Book 18, Figure 5.5 (p. 121)

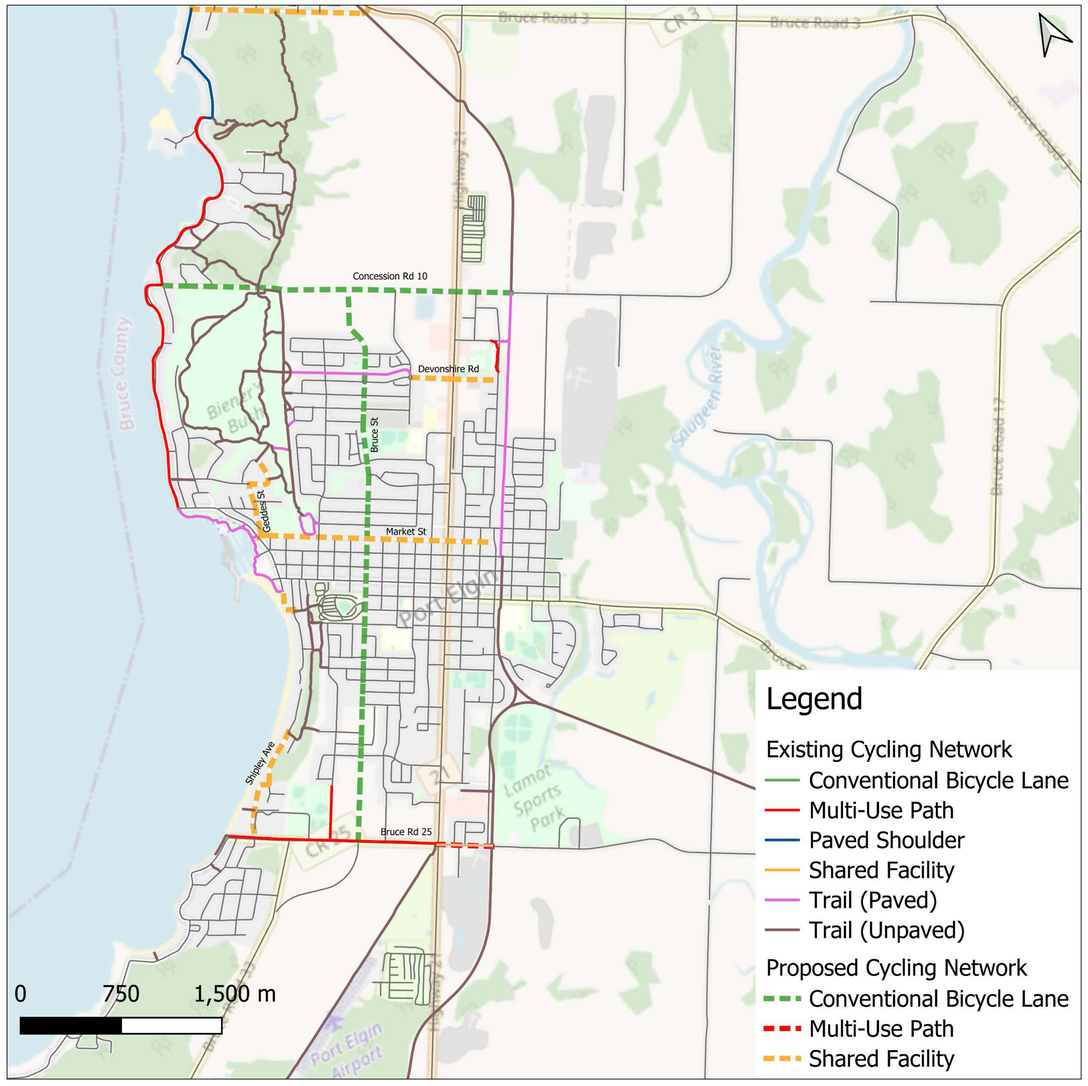
Proposed Walking Network





Proposed Cycling Network





End-of-Trip Amenities

Bicycle Parking

Safe, secure, and accessible bicycle parking is the most essential end-of-trip amenity. Potential riders can be deterred from cycling simply because there is nowhere to leave their bicycle upon arrival at their destination.

The Town's Zoning By-law No. 75-2006 sets out bicycle parking requirements. Safe and convenient access is imperative to maximizing its utility and use.

Different guidance applies for the placement and design of short and long duration bicycle parking.

Other Amenities

Other potential end-of-trip amenities include:

- Change rooms and lockers
- Showers and washrooms
- Courtesy items (e.g., hairdryers, irons and ironing boards, washing machines and dryers, towel service, clothing hooks, fans, and electrical outlets)
- Repair equipment and supplies (e.g., pumps, plyers, wrenches, oil, and puncture repair kits)
- Delivery service

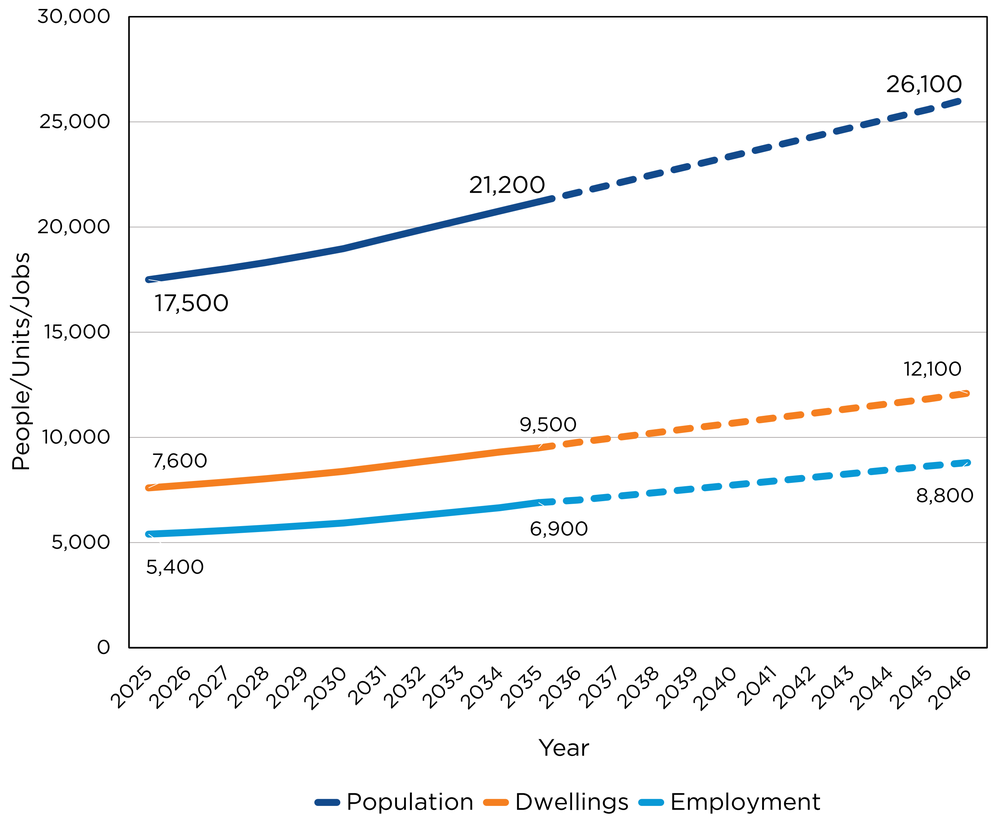
Road Network Assessment

The Town is anticipated to experience growth in both population and employment in the coming years. An assessment of existing (2026) and future (2035 and 2046) traffic conditions at 45 intersections under the Town's jurisdiction in Port Elgin and Southampton forms the basis for identifying necessary road network improvements to accommodate projected growth.

Level of service (LOS) quantifies the delay experienced by drivers at intersections. It is commonly used to assess how the road network functions now and in the future.

How to interpret the Intersection LOS and Delay maps that follow:

Level of Service	Delay (seconds/vehicle)		Description of Traffic Conditions
	Signalized ■	Unsignalized ●	
A	0 – 10	0 – 10	free flow, minimal stops
B	11 – 20	11 – 15	stable flow, slight delays
C	21 – 35	16 – 25	stable flow, acceptable delays
D	36 – 55	26 – 35	approaching unstable flow, tolerable delays
E	56 – 80	36 – 50	unstable flow, capacity reached, intolerable delays
F	> 80	> 50	forced flow, breakdown, traffic jam

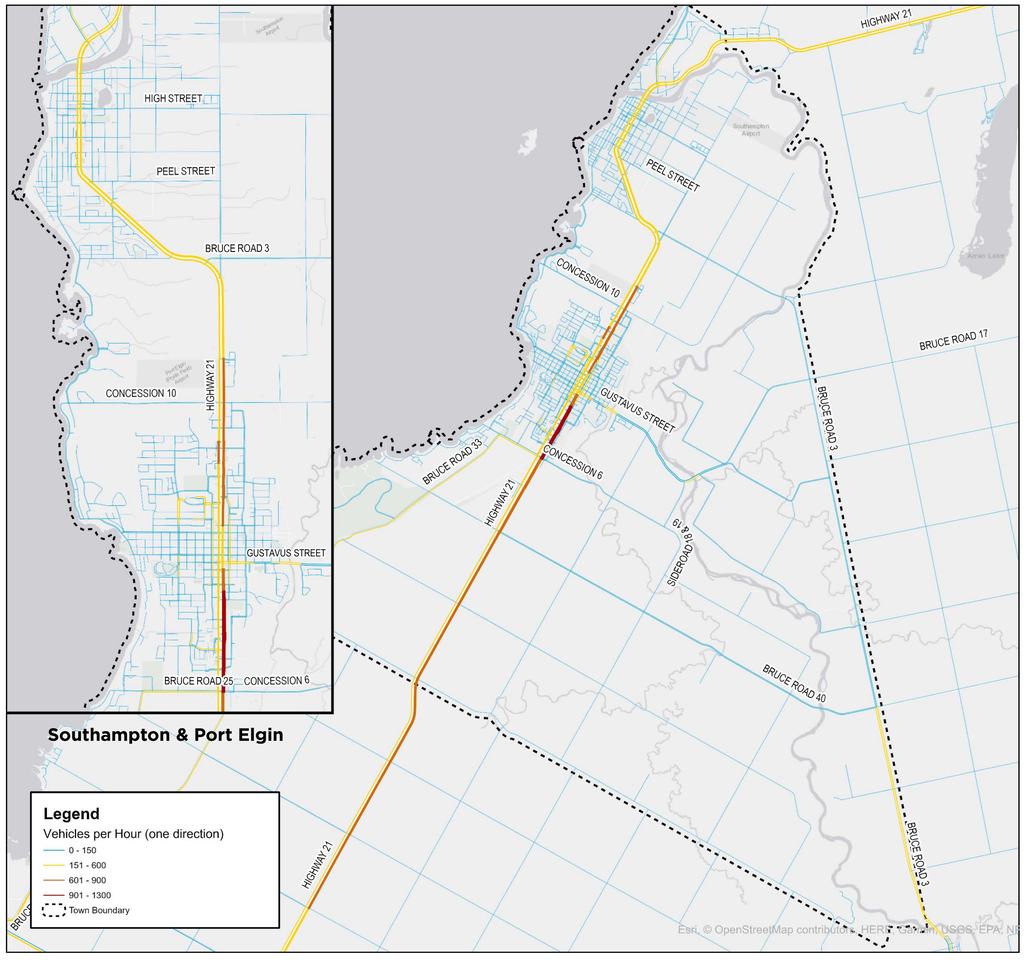


2026-2035 forecasts from *Town of Saugeen Shores Development Charges Background Study, Report for Public Consultation*, prepared by Hemson Associates, April 9, 2026

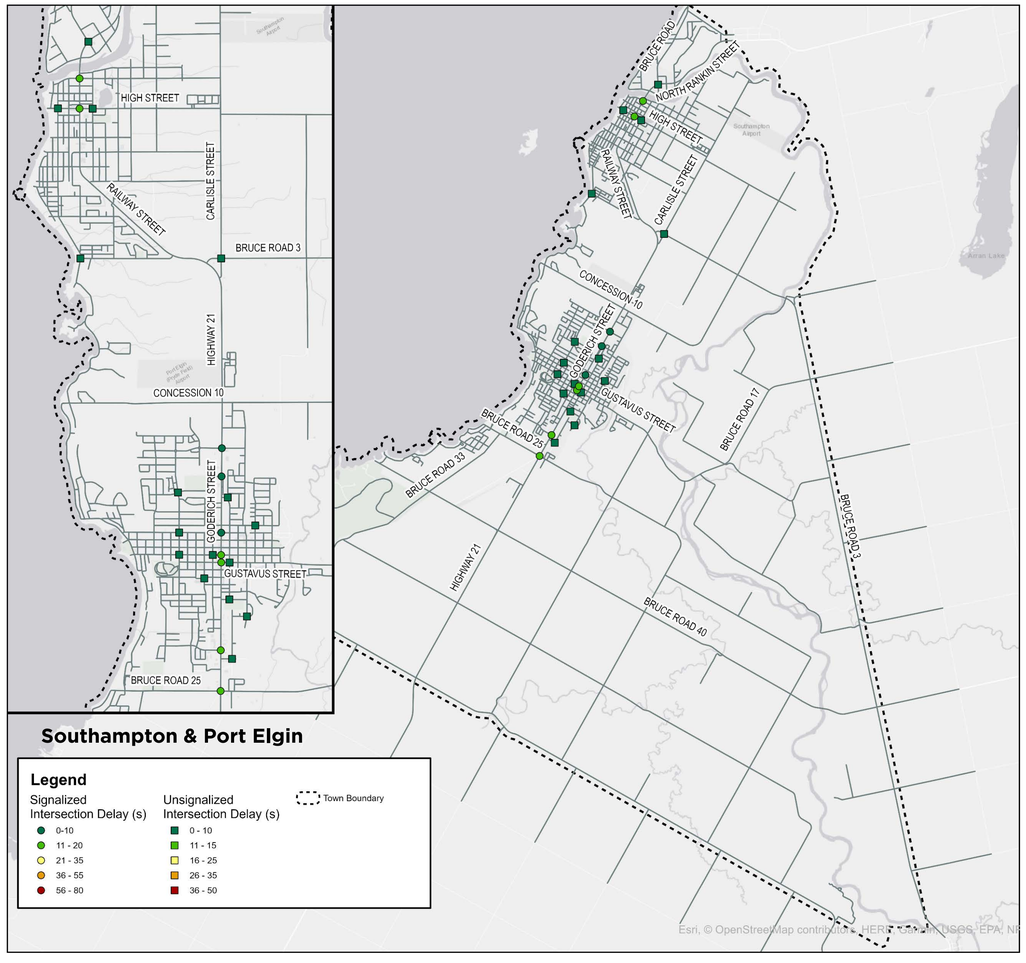
2036-2046 projections derived from linear extrapolation of 2031-2035 forecasts

Existing (2025) PM Peak Hour (Spring)

Forecast Traffic Flows

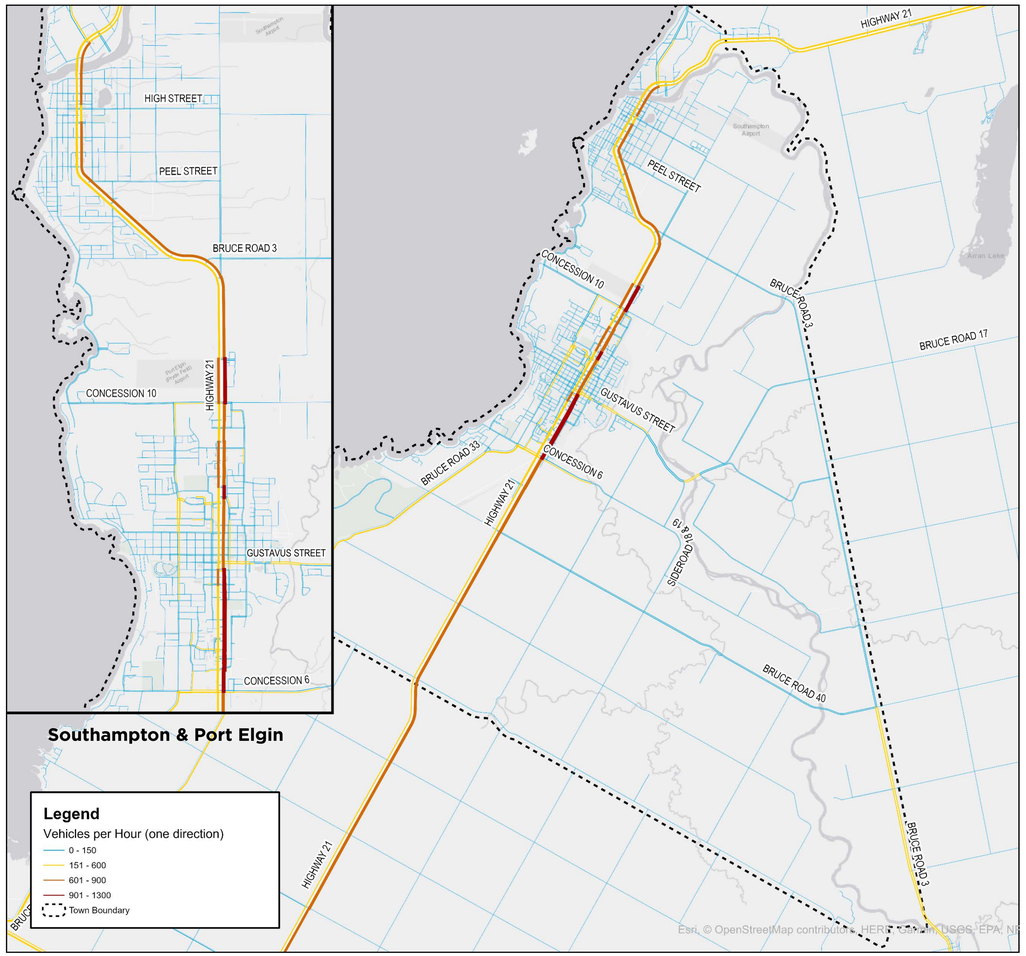


Intersection Level of Service and Delay

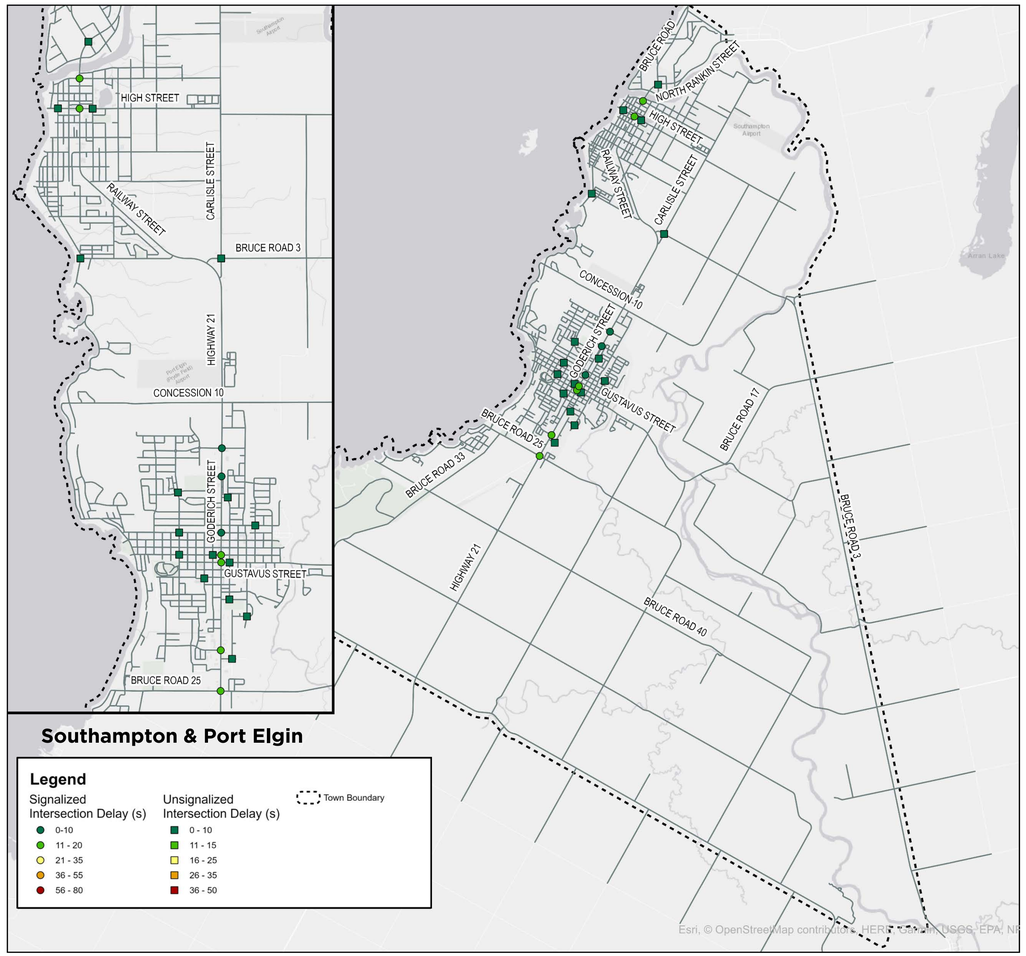


Future (2035) PM Peak Hour (Spring)

Forecast Traffic Flows

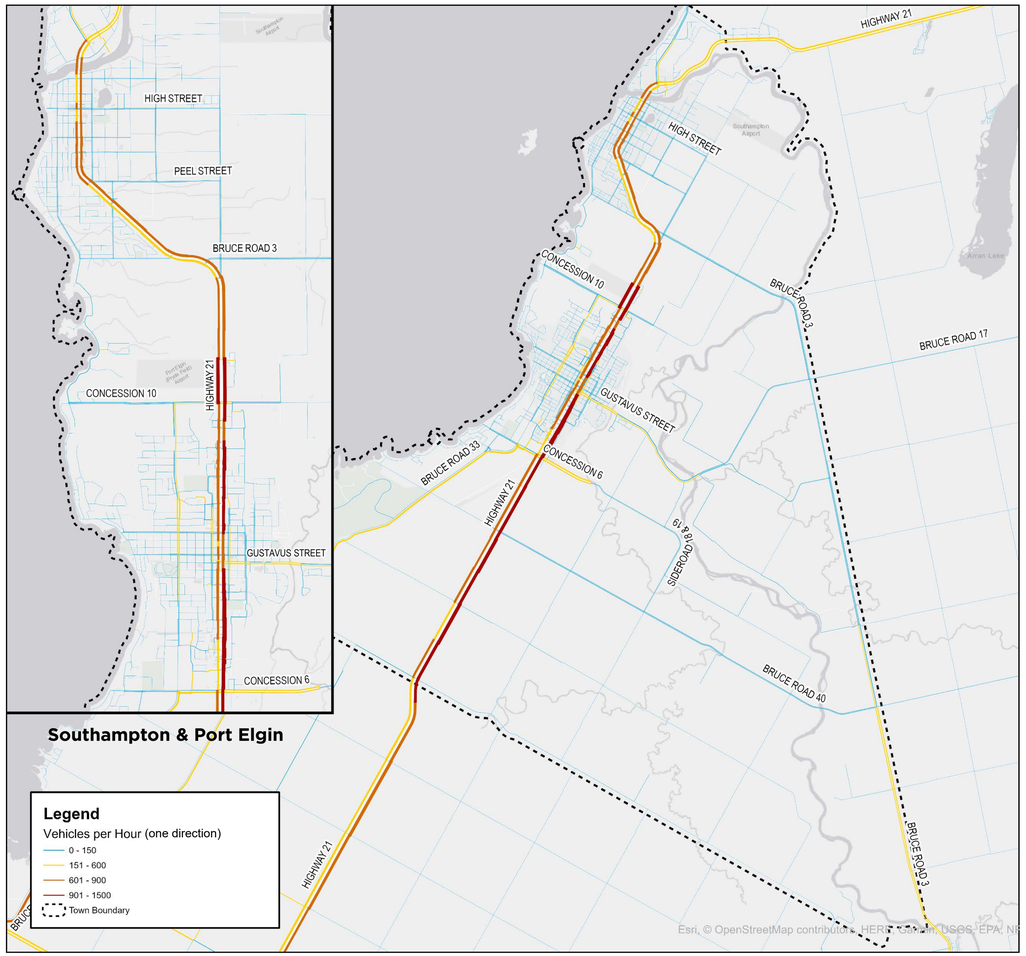


Intersection Level of Service and Delay

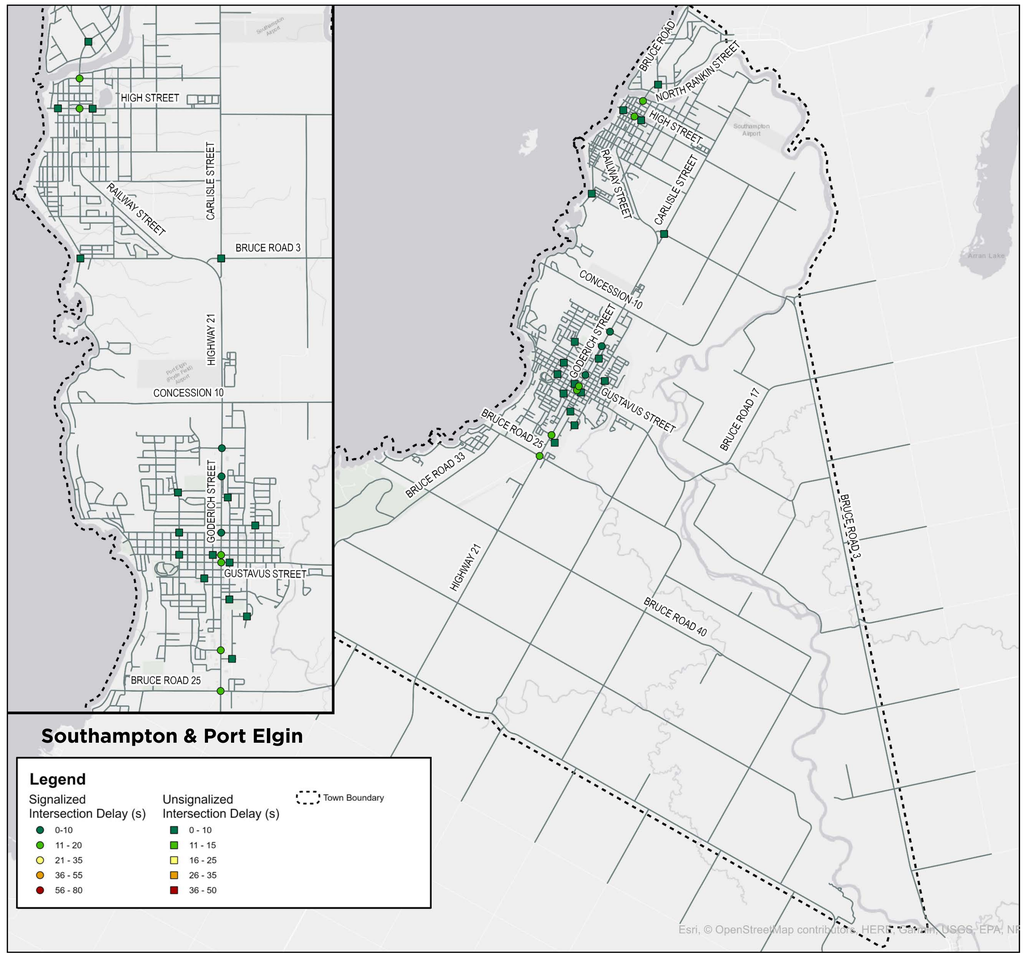


Future (2046) PM Peak Hour (Spring)

Forecast Traffic Flows



Intersection Level of Service and Delay



Intersection Assessment Findings

Traffic conditions are expected to worsen as the Town grows, though no significant operational issues are anticipated. The unsignalized intersections listed below may warrant traffic signals or roundabout construction in the future. Signal timing adjustments will likely address concerns at the intersections already signalized.

Season	Peak Hour	Existing (2025)	Future (2035)	Future (2046)
Spring	AM	• No critical movements	• No critical movements	• No critical movements
	PM	• No critical movements	• Railway Street & McNabb Street	• Railway Street & McNabb Street • Goderich Street & Concession 10 • Goderich Street & Gustavus Street (signal timing adjustments)
Summer	AM	• No critical movements	• No critical movements	• Railway Street & McNabb Street • Highway 21 & Carlisle Street • Goderich Street & Concession 10
	PM	• Turner Street & North Rankin Street* • Railway Street & McNabb Street (* roundabout being constructed in 2026)	• Railway Street & McNabb Street • Highway 21 & Bruce Road 3 • Goderich Street & Concession 10 • Goderich Street & Gustavus Street (signal timing adjustments)	• Albert Street & Clarendon Street (signal timing adjustments) • Railway Street & McNabb Street • Highway 21 & Bruce Road 3 • Highway 21 & Carlisle Street • Goderich Street & Concession 10 • Goderich Street & Gustavus Street (signal timing adjustments)

Proposed Road Network Improvements

The assessment found no need for roadway expansion to accommodate current or future traffic demands, other than potential intersection traffic control changes at:

- Railway Street and McNabb Street
- Highway 21 and Bruce Road 3
- Highway 21 and Carlisle Street
- Goderich Street and Concession 10

The Official Plan also designates the following Arterials Roads, which may require upgrades to serve their intended function in the future:

- Carlisle Street – Highway 21 to High Street
- Concession 10 – Miramichi Bay Road to Maplewood Drive
- High Street – Victoria Street to Carlisle Street

While expansion may not be explicitly required to serve anticipated growth, the Official Plan identifies the following new Collector Roads to better connect the community and facilitate traffic distribution between the Arterial Road and Local Road networks:

- Anglesia Street – Railway Street to Peel Street
- Anglesia Street – Peel Street to Spence Street
- Bruce Street – Bruce Road 25 to Ivings Drive
- Bruce Street – Burnside Drive to Sunset Boulevard
- Bruce Street – North of Hawthorne Street to Concession 10
- Maplewood Drive – Brentwood Drive to Concession 10
- Wellington Street – Concession 6 to Maple Drive

Proposed Recommendations

Walking and Cycling Networks

1. Implement the recommended walking and cycling networks shown in the plan.
2. Apply the guidelines set out in the Ontario Traffic Manual in the selection, design, and implementation of pedestrian crossings (Book 15) and cycling facilities (Book 18).
3. Apply the recommended guidance for the provision and design of bicycle parking and other end-of-trip amenities.
4. Develop an Active Transportation Outreach Strategy.
5. Prioritize maintenance on the main corridors of the recommended cycling network.
6. Explore additional ongoing funding to support growing maintenance activities resulting from expansion of the walking and cycling networks.

Road Network

1. Prepare for the future implementation of the planned Collector Road and Arterial Road network improvements noted in the plan.
2. Proceed with the Railway Street and McNabb Road and Concession 10 and Goderich Street intersection improvement projects once traffic signal warrants are met. Pursue funding support from the Ministry of Transportation.
3. Monitor the need for traffic control changes at the other intersections noted in the plan.

Thank you for attending!

After addressing input received through this round of consultation, we will complete the Transportation Master Plan Update report and post the document online for public review. Following this review period, we will compile the final report – addressing comments received – and present the recommended plan to Town Council for approval in late spring/early summer 2026.

We invite you to ask questions, provide comments, and share ideas with the Study Team tonight. Please submit your comments online or fill out a form tonight. You can also contact us by email at engineering@saugeenshores.ca or by phone at:

Ruhul Amin
Manager, Engineering Services
Town of Saugeen Shores
Tel: (519) 832-2008 ext. 147

Learn more about the project by visiting the study website at engage.saugeenshores.ca/TMP

Please send your comments by April 30, 2026.