



A BIA is integral to advancing a distinct, livable, vibrant and resilient business district within its local community.

“A truly successful BIA creates a spirit of cooperation that improves the local community not only for all businesses but for property owners and local residents as well.”

Monday, December 13, 2021

Lakeshore Administration and Council

RE: Traffic Calming Measures Required for Safety in Downtown Core

As Chairman of the Belle River-On the Lake BIA, I am writing to express my concerns for the need of traffic calming measures on Notre Dame Street. Located on the south shore of Lake St. Clair, in the heart of the Municipality of Lakeshore, Belle River is a vibrant and growing community with a great quality of life and outstanding amenities. With a growing population approaching 5,000, both residents and commercial businesses require a safe environment to do business.

There has been much discussion at BIA Board Meetings, Stroll the Street Committee meetings as well as from the business owners on Notre Dame Street who experience the speeding and high traffic volume daily. The current speed of 50km should be reduced to 40km, enforced and new signage posted to raise awareness of the new slower speed for safety.

Traffic has increased greatly as Lakeshore grows. The volume of traffic flow makes it difficult for pedestrians to cross the street to visit commercial enterprises, as well as to even enter Notre Dame Street in a vehicle from the side streets. Add speeding to the traffic flow and it becomes dangerous to cross the street for people of all ages –young families, people with pets and those who can't run to cross the street.

Traffic calming measures are necessary for the safety of all those who come to Belle River to work, shop, visit and explore.

Sincerely,

Moe Mailloux,
Chairman of the Belle River-On the Lake BIA

Please feel free to contact us:

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