

Shelburne's automatic speed enforcement cameras to begin issuing fines tomorrow



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Drivers travelling through the Town of Shelburne will want to keep a close eye on their speed or be prepared to pay a hefty fine.

The Town of Shelburne is set to officially implement a speed enforcement program in the community as of Friday, Sept. 5.

Shelburne Town Council received an updated report on the automated speed enforcement (ASE) program during their meeting on Aug. 25.

“As communicated through the entirety of this project, the primary objective is to enhance road safety by effectively reducing vehicle speeds,” said Jennifer Willoughby, director of legislative services. “ASE aims to encourage lasting behavioural changes of drivers, fostering safe driving habits and protecting vulnerable road users.”

Automated Speed Enforcement (ASE) is a traffic calming program that captures an image of a vehicle when it exceeds the posted speed limit in a designated area. The image is reviewed by a provincial offences officer, who then issues a ticket to the registered owner of the vehicle.

The threshold for a ticket to be issued through ASE is not being disclosed by the Town of Shelburne. Drivers can ensure they won't

receive a speeding ticket if they travel at or below the posted speed limit.

The automated speed enforcement program is part of the Town of Shelburne's efforts to address speeding concerns on community streets, which have been raised by residents for many years.

"We ultimately want to eliminate the excessive speed that we know we're experiencing and that the community has told us [is] dangerous," said Denyse Morrissey, the Town of Shelburne's chief administrative officer (CAO).

In December 2024, Shelburne Town Council approved an agreement to start a three-year pilot project for ASE. The Town of Shelburne was required to have a 90-day notice period informing the community of the upcoming ASE program, and on June 5, signs were installed at the five locations notifying drivers that the speed enforcement program would be "coming soon".

Through the ASE program, the Town of Shelburne has installed a total of 10 cameras, which have been placed in both directions of five streets within the town.

The locations of the automated speed enforcement cameras include: Greenwood Street, from Rintoul Crescent to Robert Street; Main Street, spanning Simon Street to Jelly Street; Owen Sound Street, stretching from Second Avenue West to O'Flynn Street; Victoria Street, from Franklyn Street to Andrew Street; and William Street, running from First Avenue East to O'Flynn Street.

"We've gone very aggressive with respect to five cameras, two each way, we should see some drastic changes in behaviour probably within 30 days," said Morrissey.

The Town of Shelburne said the locations of the camera were based on speeding concerns and pedestrian safety, and noted that the location of the cameras can change based on changing needs.

Drivers who find themselves travelling over the speed limit in these zones can expect to see a range of fines that are based on the number of kilometres over the maximum speed limit.

The fines associated with speeding in community safety zones include:

"1 to 19 kilometres over the speed limit is \$5 per kilometre

"20 to 29 kilometres over the speed limit is \$7.50 per kilometre

"30 to 49 kilometres over the speed limit is \$12 per kilometre

"50 kilometres or more over the speed limit is \$19.50 per kilometre

"These fines are set and regulated by the province," explained town staff.

In recent years, the Town of Shelburne has implemented a range of traffic calming measures, including digital radar speed signs, enhanced crosswalk signage, expansion of designated/marked on-street parking, flexible bollards for seasonal lane delineation, pavement markings, and seasonal speed cushions.

In 2021, the majority of streets in Shelburne were designated as community safety zones, and Shelburne Town Council approved and passed a motion to reduce the speed limit in town, with the exception of connecting link roadways, to 40 km/h. In 2024, Shelburne Town Council reduced the speed limit on its connecting link roadways from 50 km/h to 40 km/h.

The Town of Shelburne plans to continue using these other methods of traffic calming throughout the community while also implementing the ASE program.

?Though people might not like all these visual impediments everywhere, it actually slows people down,? said Morrissey.

More information about the automated speed enforcement program can be found at www.shelburne.ca.