

# AMICA

SENIOR LIFESTYLES

September 28, 2020

His Worship John Tory,  
Mayor of the City of Toronto  
and Members of Council  
CITY OF TORONTO  
City Hall, 100 Queen St. W.  
Toronto, ON M5H 2N2

Dear Mr. Mayor and Esteemed Members of Council:

**Re: Support for the ARSC's Safety Awareness Campaign and Speed Reduction along Avenue Road**

I understand that the Avenue Road Safety Coalition (ARSC) is embarking on a new safety awareness campaign later this month to educate the community about the ongoing traffic concerns with Avenue Road; and in particular, is seeking to have the sidewalks widened and the speed limit reduced from 50 km. to 40 km. along the section running from St. Clair to Bloor St. As the Chief Executive Officer of Amica Senior Lifestyles and on behalf of our local residence, Amica Balmoral Club, I am writing to share my support of this important public safety awareness campaign and to appeal to you and your fellow Councilors in securing wider sidewalks and the speed limit reduction on this section of Avenue Road, as part of the 2020-2021 Vision Zero Road Safety Plan.

Two years ago, you voted in support of and achieved designating the stretch of Avenue Road from St. Clair W. to Bloor as a Community Safety Zone. That was a vital step in protecting the lives of those who use this corridor. However, this same section's speed limit remains at 50 km., although the adjoining sections – above St. Clair and below Bloor St. – are posted at the safer limit of 40 km. Research demonstrates that the speed reduction from 50 km. to 40 km. is a life-changing threshold. If a pedestrian or cyclist is struck at the lower speed, they have a much greater chance to survive impact. Given the danger posed by the narrow sidewalks along this same section of Avenue Road and the frequent use of them by children and seniors alike, I'm sure you agree that reducing the speed to 40 km. from St. Clair to Bloor St. would further enhance the wellbeing and safety of this community.

Please know I applaud the City's Vision Zero Road Safety Plan and am very pleased to see the 2020-2021 strategy for reducing speed limits along several major and minor arterial roads, collectors and streets. However, the St. Clair to Bloor St. section of Avenue Road is not currently listed for speed reduction in this plan. Given the adjoining stretches of Avenue Road are already posted at 40 km., it would be a natural transition to reduce the speed here to 40 km., which would make the speed limit both consistent and safer. I, therefore, respectfully appeal to you to secure the section of Avenue Road from St. Clair to Bloor St. onto the City's 2020-2021 Vision Zero Road Safety Plan and have the sidewalks widened and the speed reduced to 40 km.

Thank you, Mr. Mayor and Members of City Council, for your time in considering this pressing public safety issue.

Yours very truly,



Doug Maclatchy

Cc: Office of Councillor Josh Matlow; Arlene Desjardins, Co-Chair, Avenue Road Safety Coalition (ARSC)