



Fareed Amin, Deputy City Manager

Gary Welsh, P.Eng.
General Manager
Transportation Services Division

Reply to: Les Kelman, Director
Traffic Management Centre
Transportation Services

MEMORANDUM

To: Corwin Cambray
Planner, Downtown Section , Community Planning
Toronto & East York District

From: Les Kelman, Director
Traffic Management Centre

Subject: Proposed Animated Copy Video Sign
Southeast corner of Bay Street at Dundas Street East intersection
Sign Variance Application No. 05 207092 ZSV 00 ZR

Based on our review of the proposed location for the animated copy video sign, there is no conclusive evidence that the installation of this sign will have a negative impact on traffic safety.

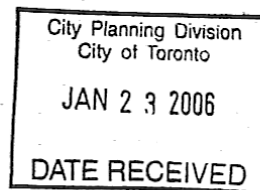
Therefore our recommendations are:

1. That the application not be denied or approved based on traffic safety concerns.
2. That an after study be conducted after the sign has been installed to determine if there is an impact on traffic safety.
3. That the proponent deposit with the City a letter of credit in the amount of \$2,500.00 to pay for the after study.

Should you require further information, please do not hesitate to contact me at 392-5372.

AK:dm

Les Kelman



Traffic Safety Review of Video Advertising

Proposed Sign Location:	South-east corner of Bay St. and Dundas St.
Description of Surrounding Area:	<ul style="list-style-type: none"> • Very urbanized • Bell Atrium building on the North-east corner • City Hall west of Dundas St. on Bay St. • Eaton Centre east of Bay St. on Dundas St. • Toronto Bus Terminal located on the North-west corner (just off of Edward St.) • Dundas Square located just east of Bay St. on Dundas St.

Turn Restrictions

Northbound	No Restrictions
Southbound	7 am – 7 pm (Monday – Friday)
Eastbound	All times (except weekends, statutory holidays)
Westbound	All times (except weekends, statutory holidays)

Traffic Volumes

Vehicles:	Total 8 hr Intersection volume: 17,850
Pedestrians:	Total 8 Hr volume: 14,704
Cyclists:	No Counts Available

Collision History

	Fatal	Personal Injury	Property Damage	Total	Pedestrian Involvement	Cyclist Involvement
2004	0	2	8	10	0	0
2003	0	3	7	10	1	2
2002	0	3	14	17	0	0
2001	0	6	6	12	2	0
2000	0	12	7	19	5	5
Total	0	26	42	68	8	7

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	Northbound	Southbound	Eastbound	Westbound	Total Collisions
2004	2	4	3	1	10
2003	1	3	3	3	10
2002	8	4	1	4	17
2001	6	3	4	6	19
2000	2	3	4	3	12
Total	19	17	15	17	68

Affected Direction of Travel:	Southbound Eastbound
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Collision Information for Affected Directions:

	Fatal	Personal Injury	Property Damage Only	Pedestrians	Cyclists
Southbound	0	7	12	0	0
Eastbound	0	10	12	2	3

	Sideswipe	Angle	Rear-ends	Turning Movement	Pedestrian	Cyclist
Southbound	3	2	9	3	2	0
Eastbound	2	6	6	0	1	1

Volume Information for Affected Direction:

	Southbound	Eastbound
AM Peak	703	403
PM Peak	713	555
8 HR Summary	5,259	3,637

Other Comments

- The proponent has stated that the sign placement will take into account the glare caused by the sun and be angled downward to avoid the glare.

Conclusions:

There is no conclusive evidence that the installation of this sign will have a negative impact on traffic safety at this location.

Recommendations:

- That the application not be denied or approved based on traffic safety concerns.
- That an after study be conducted after the sign has been installed to determine if there is an impact on traffic safety.
- That the proponent deposit with the City a letter of credit in the amount of \$2,500.00 to pay for the after study.

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