

Date: September 24, 2013
To: Members of the Etobicoke York Community Council
From: Councillor Mark Grimes
Subject:

I would like to request that the following item be added to the Etobicoke York Community Council Agenda.

SUMMARY:

Campbell's Soup is located at 60 Birmingham Street in Ward 6 directly across the street from 2nd Street Elementary School. When a first time truck driver is dispatched to Campbell's, they often mistakenly drive along Birmingham Street versus New Toronto Street where the shipping and receiving function of Campbell's is located. This situation poses a challenge for a number of reasons:

- a) Trucks are stopping at the front of the building and drivers coming in for directions or some even turn their trucks around out front or continue backup Dwight Avenue onto New Toronto Street;
- b) There are significant safety concerns with this existing condition and the proximity to Second Street Elementary School, that a directional sign would help to alleviate.

Campbell's would like to propose that a sign be erected on Islington Ave that helps direct truck traffic to New Toronto Street.

Regarding a request for directional road signage on Islington Avenue indicating "Campbell's Shipping and Receiving on New Toronto Street", Traffic Operations had the following comments.

The current Identification and Directional Road Signage Policy, adopted by City Council in 2003, states, in part, that destination directional signs on road rights-of-way for individual venues be limited to landmarks that meet all of the following criteria: a) they are unique to the City of Toronto, b) they are government owned or sponsored; c) they form a major attraction and destination for visitors to the City of Toronto; and, d) they have a minimum annual attendance of 40,000 persons.

T: 416.397.9273
F: 416.397.9279
E: councillor_grimes@toronto.ca
www.markgrimes.ca



Given that Campbell's Soup does not meet all the above criteria, Transportation Services does not recommend the installation of these signs.

As this is not allowed under the Directional and Road Signage Policy this must be approved by City Council including an encroachment agreement regarding location and sign maintenance that Campbell's would enter into with the City.

Campbell's needs signs to be erected on Islington Avenue, to direct the truck traffic to their shipping/receiving entrance on New Toronto Street. The proposed size would be W 24" x H 30" with reflective material enabling visibility at night.

RECOMMENDATIONS:

1. Council approve the installation of a road sign on Islington subject to Campbell Soup entering into an encroachment agreement regarding location and sign maintenance.

Thank you, for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Grimes".

Mark Grimes
Councillor Ward 6, Etobicoke Lakeshore