



Insurance
Travel
Roadside
Rewards

PW14.7.2

June 17, 2016

Submitted by e-mail

City Clerk's Office
Toronto City Hall
100 Queen Street West
9FL West Tower
Toronto, Ontario M5H 2N2

Dear Chair Jaye Robinson and Members of the Public Works and Infrastructure Committee,

Re: PW14.7 – Vehicular Destination Sign Policies for the City of Toronto

Thank you for the opportunity to provide feedback on updating the policy for vehicular destination signage within the City of Toronto. CAA South Central Ontario (CAA SCO) appreciates the opportunity to have been included in the dialogue.

As a not-for-profit automobile club representing over two million members, CAA is an organization that represents all roads users including motorists, cyclists, transit riders and pedestrians.

We agree with the recommendations outlined in the report and hope they will help to alleviate confusion and clutter by combining and modernizing new and existing signage. No matter your mode of travel, clearer signage helps to guide residents and visitors to popular attractions and destinations within our city limits.

I would like to thank staff for including CAA as a part of this initiative and I look forward to participating in future discussions should the need arise.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ray Chan', is written over a light blue horizontal line.

Raymond Chan
Government Relations Specialist
CAA South Central Ontario (CAA SCO)