

Helliwell Place Residents' Association
c/o Unit 309, 980 Broadview Avenue, Toronto ON M4K 3Y1
HelliwellResidentsAssociation@gmail.com

June 28, 2022

Attn: Ellen Devlin, Administrator
Toronto and East York Community Council
100 Queen Street West, 2nd Floor West
Toronto ON M5H 2N2

Comments for distribution to the Chair and Members of the Toronto and East York Community Council

TEYCC Meeting: June 29, 2022

RE: TE 34.188 Agenda item Speed Limit Reduction - Broadview Avenue

Dear Chair and Members of the Toronto and East York Community Council,

I am writing on behalf of the Helliwell Place Residents' Association (Helliwell RA). We represent about 1,500 residents. Our association area extends along Broadview Avenue from Pretoria Avenue to Mortimer Avenue, with a pocket on Nealon Avenue. We remain an active voice on planning and other relevant issues of benefit to our community, including those in keeping with Toronto Council's Vision Zero Road Safety Plan.

We support Councillor Fletcher's recommendations that:

1. Toronto and East York Community Council reduce the speed limit along the following roadway from 50km/h to 40km/h:
 - a. Broadview Avenue between Danforth Avenue and O'Connor Drive
2. Toronto and East York Community Council direct the General Manager, Transportation Services to, to install relevant speed limit signage along the roadway outlined in recommendation 1 above.

Typically (by daily observation outside of rush hour) too many drivers go well past the 50 KPH speed limit, especially on the straightaway stretch between Pottery Road/Mortimer and Pretoria. A speed reduction as per Councillor Fletcher's recommendations would make our community safer and be in keeping with Toronto Council's Vision Zero Road Safety Plan. Additionally such a speed limit, would put the speed of this stretch of Broadview Avenue in line with other similar local arterial roadways.

Thank you for your consideration.

Please keep Helliwell RA informed of all decisions by Toronto and East York Community Council and/or City Council regarding this matter/Agenda Item TE 34.188.

Kind regards,

Magda Haidelmayer
President
Helliwell Place Residents' Association

:: Helliwell RA is committed to improving neighbourhood quality of life, mainly through active participation in municipal planning issues affecting our residents.

:: The Helliwell Area encompasses Broadview Avenue (both sides) from Pretoria Avenue (north side) up to Pottery Road/Mortimer Avenue (south side) including the Nealon pocket bounded by Jackman Avenue (both sides) on the east and Fulton Avenue (neither side) on the south.

:: Our name is drawn from the 19th century Helliwell farm and estate. The Helliwells were one of the three founding families of the Todmorden mills, brewery, distillery and village, and community leaders of their day. Grant Helliwell, born in 1855 in Todmorden village, East York, was one of the principals of the prominent and prolific Toronto architecture firm Grant & Helliwell, which designed the now heritage Chester Public School.

Cc: Councillor Paula Fletcher