



OFFICE OF  
**BRAD  
BRADFORD**

Toronto City Councillor  
Beaches—East York | Ward 19

**TORONTO CITY HALL**  
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Toronto, Ontario M5H 2N2

**CONSTITUENCY OFFICE**  
2118 Danforth Ave East  
Toronto, Ontario M4C 1J9

December 2nd, 2024

Dear Chair and Members,

**Re: Installation of Backlit Chevrons Signs in Order to Increase Safety at Woodbine Avenue and Lake Shore Boulevard East Curve**

**BACKGROUND:**

In September 2024, my office met with concerned residents and City Staff to discuss new approaches to road safety at Woodbine Avenue and Lake Shore Boulevard East. This curve has been the site of numerous accidents over the years, almost exclusively in the evening, and therefore I recommend the installation of backlit chevron signs to increase visibility for drivers.

The estimated cost of installing six backlit chevron signs is approximately \$35,000. Funding is included in the proposed 2025 operating budget submission for Transportation Services.

**RECOMMENDATION:**

It is recommended that:

1. Toronto and East York Community Council direct the General Manager, Transportation Services to install backlit chevron signs on the south side of Lakeshore Boulevard East/Woodbine Avenue within the curve in the road, on a pilot basis for up to 24 months and monitor vehicle speeds and collisions before and after installation, and report back to Toronto and East York Community Council by fourth quarter of 2026 with the outcome of the pilot.

Respectfully,

**Brad Bradford**

Toronto City Councillor  
Beaches-East York | Ward 19

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