



# Alejandra Bravo

CITY COUNCILLOR | CHAIR, ECONOMIC & COMMUNITY  
WARD 9 • DAVENPORT | DEVELOPMENT COMMITTEE

November 24, 2025

## **RE: Installation of Traffic Calming Measures on Sellers Avenue**

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

Residents on Sellers Avenue have contacted my office to share concerns regarding speeding vehicles travelling through the neighbourhood. Sellers Avenue is located south of Rogers Road and near Dufferin Street and often attracts drivers seeking to bypass traffic on arterial roads. The community has reported serious incidents, including accidents that injured pets, persistent speeding at all hours, and near misses involving children playing outside. Many fear that without action, a serious accident is inevitable.

In a survey hand-delivered to homes by my office, residents on Sellers Avenue voted in strong support for the installation of speed humps as a traffic calming measure. This proposed measure will help reduce speeding, combat cut-through traffic, and improve safety for all residents.

## **RECOMMENDATIONS**

It is recommended that:

1. Toronto and East York Community Council authorize the installation of traffic calming (nine speed humps) on Sellers Avenue, between Bloem Avenue and Goodwood Avenue, generally as shown on the attached Drawing No's. TC-620 and TC-620-1, dated November 2025 from the Director, Enforcement and Street Management, Transportation Services.
2. Toronto and East York Community Council rescind the existing permit parking regulation in effect from 12:01 a.m. to 7:00 a.m., daily, on the even (west) side of Sellers Avenue from Hope Street to a point 29.1 metres north of Morrison Avenue.
3. Toronto and East York Community Council rescind the existing permit parking regulation in effect from 12:00 midnight to 6:00 a.m., daily, on the even (west) side of Sellers Avenue from 135/138 to Bloem Avenue.
4. Toronto and East York Community Council rescind the existing heavy vehicle prohibition in effect at all times on Sellers Avenue, between a point 28.8 metres north of Morrison Avenue and Bloem Avenue.
5. Toronto and East York Community Council authorize permit parking to be in effect from 12:01 a.m. to 7:00 a.m., daily, on the even (west) side of Sellers Avenue from Hope Street to Bloem Avenue.

6. Toronto and East York Community Council designate an on-street accessible parking space to be in effect at all times on the east side of Sellers Avenue, between a point 108.5 metres south of Morrison Avenue and a point 5.5 metres further south.

Sincerely,

**Alejandra Bravo**  
City Councillor  
Ward 9, Davenport

Attachment 1: Memorandum from Director, Enforcement and Street Management, Transportation Services

Attachment 2: Drawing No. TC-620, dated November 2025, from the Director, Enforcement and Street Management, Transportation Services

Attachment 3: Drawing No. TC-620-1, dated November 2025, from the Director, Enforcement and Street Management, Transportation Services