



Alejandra Bravo

**CITY COUNCILLOR
WARD 9 • DAVENPORT**

**CHAIR, ECONOMIC & COMMUNITY
DEVELOPMENT COMMITTEE**

July 2, 2026

RE: Through Restriction at Bloor Street West and Pauline Avenue/Collegiate Road

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

As part of the development at 1141 Bloor Street West, 980 Dufferin Street, and 90 Croatia Street, a new public roadway, Collegiate Road, will be constructed to connect Croatia Street with Bloor Street West at Pauline Avenue. To accommodate this new connection, the existing pedestrian crossover at Bloor Street West will be replaced with a traffic control signal. These changes will create a new route between Bloor Street West and Croatia Street that is expected to be used by hundreds of vehicles travelling to and from Dufferin Mall.

I have heard from residents on Pauline Avenue who are concerned that the opening of Collegiate Road and the installation of traffic control signals will increase traffic infiltration into the surrounding residential neighbourhood. Residents expect drivers travelling northbound on Collegiate Road to use the new signalized intersection to continue through to Pauline Avenue as a shortcut to avoid delays at nearby intersections.

Pauline Avenue is a local residential street and is not intended to function as a through route for neighbourhood traffic. Increased vehicle volumes on the street would negatively affect the safety of local residents, including young students heading over to nearby schools.

To proactively address these concerns before the roadway becomes operational, I am recommending a northbound through restriction at the intersection of Bloor Street West and Pauline Avenue/Collegiate Road. This restriction would be implemented when the new traffic lights are installed and activated. This measure will help prevent cut-through traffic and direct drivers to the road network designed to accommodate higher traffic volumes.

RECOMMENDATIONS

It is recommended that:

1. City Council prohibit northbound straight through movement at all times, bicycles excepted, at the intersection of Bloor Street West and Pauline Avenue/Collegiate Road.

Sincerely,

Alejandra Bravo

City Councillor – Ward 9, Davenport

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