

# Media Release



## ***The New Psychology of Traffic Calming – Why We Need to Rethink Our Approach to Designing Streets***

**Toronto, May 10, 2004** – The concept of traffic calming began with the desire to make streets safer and more civilized by slowing traffic and modifying the behaviour of drivers. But as traffic volumes continue to increase, numerous demands by residents to “control” traffic make the implementation of thoughtful solutions more difficult. In both Toronto and Milton, however, designers are using the opportunity of scheduled comprehensive street “re-builds” to apply a new psychology to traffic calming that achieves a better balance between aesthetics, traffic and the pedestrian environment.

**WHAT:** The Canadian Urban Institute’s Roundtable Breakfast Series offers informal debates on the leading urban issues of the day.

**Full Breakfast details at [Click here](#)**

**WHO:** Presentations, questions and answers - 8:00 am – 9:45 am.

**Speakers:** **John van Nostrand**, Partner, Architects Alliance  
**John Niedra**, Director, Transportation Infrastructure Management, City of Toronto  
**Ken McAlpine**, Manager, Parks and Open Space, Town of Milton

**WHEN:** **Thursday, May 13, 2004**  
7:45 - 9:45 am

**WHERE:** Metro Hall, 3rd Floor, Room 308-309.  
55 John St., Toronto

***MEDIA WELCOME!***

**Canadian Urban Institute**  
100 Lombard St., Suite 400  
Toronto, ON Canada M5C 1M3  
] 416-365-0816  
☎ 416-365-0650/0647  
cui@canurb.com  
www.canurb.com

for more info please contact

**Glenn R. Miller**  
Vice President, Education and Research  
] 416-365-0816 x284  
gmiller@canurb.com