

Town of Whitby Staff Report

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Report Title: Sign By-law Amendment to Permanent Sign By-law for 1629 Victoria Street East (RioCan Management Inc.) – SBA-01-25

Report to: Committee of the Whole

Date of meeting: April 13, 2026

Report Number: PDP 17-26

Department(s) Responsible:

Planning and Development Department
(Planning Services)

Submitted by:

R. Saunders, Commissioner of Planning
and Development

**Acknowledged by M. Gaskell,
Chief Administrative Officer**

For additional information, contact:

J. Taylor, Director of Planning Services,
905-444-2908

J. Takeuchi, Planner I, 905-444-2807

1. Recommendation:

1. That Council approve the Sign By-law Amendment request from RioCan Management Inc. to permit one (1) digital billboard sign with two panels at 1629 Victoria Street East; and,
2. That should Council approve the request from RioCan Management Inc., staff be authorized to prepare an amendment to the Town's Permanent Sign By-law #7379-18.

2. Highlights:

- The Planning and Development Department is in receipt of a Sign By-law Amendment application to amend the Town's Permanent Sign By-law #7379-18 for the property located at 1629 Victoria Street East.
- The amendment is required to permit one (1) digital billboard sign with two panels having a total sign face area of 33.7 square metres and a height of 7.62 metres

3. Background:

The subject land is located on the southeast corner of Thickson Road South and Victoria Street East, municipally known as 1629 Victoria Street (refer to Attachments #1 and #2).

The subject land is zoned Special Commercial – Retail Warehouse Exception 5 (C2-S-RW-5) within Zoning By-law 1784.

4. Discussion:

The proponent (RioCan Management Inc.) is proposing to install one (1) digital billboard sign with two panels along Victoria Street East (refer to Attachment #3 and #4).

The Permanent Sign By-law permits one (1) ground sign or one (1) pylon sign per street frontage for properties within the Special Commercial – Retail Warehouse Zone. Therefore, an amendment to the Sign By-law is required to permit the digital billboard sign.

The proposed digital billboard sign includes two panels with a total sign face area of 33.7 square metres and a height of 7.62 metres (refer to Attachment #5).

The proponent has advised that the proposed digital billboard sign will be used to promote commercial messaging from the landlord, tenants and any non-tenant provided that all proposed messaging is compliant with the Canadian Advertising Standards. The content messaging will not contain flashing images, motion or any intent to cause distraction beyond being roadside passive messaging. The minimum dwell time for advertisements will be 8 seconds.

If approved, the Town of Whitby will be entitled to a minimum of 10% of the total aggregate annual advertising time of the digital billboard sign. The display time for the Town would be evenly distributed throughout the day, however, would not include emergency messaging. There is provision to allow the Town additional time based on availability. Further, the proponent would allow local community groups to access the digital billboard sign at no cost, or, if requested by the Town, as part of the Town's allocated advertisement space.

The original submission from the applicant proposed the sign location 10 metres from the Thickson Road South/Victoria Street intersection. Staff at the Town and Region were not in support of the original location proposed. In response, the applicant has proposed an enhanced setback from the Victoria Street/Thickson Road South intersection consistent with permissions in other larger urban municipalities (e.g. City of Mississauga). The revised location would situate the digital billboard sign 122 metres from the stop bar at the intersection of Victoria Street East and Thickson Road South to ensure that the sign cannot be viewed by

drivers during critical decision-making phases at the intersection (refer to Attachment #6).

It is recommended that council approve the requested Sign By-law Amendment to the Town Permanent Sign By-law #7379-18 for 1629 Victoria Street East in accordance with the proponent's detailed response to comments from the Region of Durham (refer to Attachment #8).

5. Financial Considerations:

Not Applicable.

6. Communication and Public Engagement:

Not applicable.

7. Input from Departments/Sources:

The following agencies have reviewed the application and provided comments:

- Durham Region Works Department;
- Ministry of Transportation (MTO);
- Whitby Engineering Services; and
- Whitby Building Department (refer to Attachment #7).

Refer to Attachment #8 for the proponent's detailed response to Durham Region.

8. Strategic Priorities:

Consideration of this application addresses Pillar 3 of the Community Strategic Plan – Whitby's Economy. Responding to the request for two (2) digital billboard signs, will address Objective 3.2 that the Town will attract and retain business.

9. Attachments:

Attachment #1: Location Sketch

Attachment #2: Aerial Context Map

Attachment #3: Proponents Proposed Sign Location

Attachment #4: Illustration of Digital Billboard Sign

Attachment #5: Proposed Sign Mock Up

Attachment #6: Proposed location from Stop Bar

Attachment #7: Agency and Stakeholder Detailed Comments

Attachment #8: Proponent's Detailed Response to Durham Region