

Attachment #7

Internal and External Agency Comments

SBA-01-25

Durham Region Works Department

The Region of Durham Works Department has reviewed the above submission for the proposal to install 2 digital billboard signs located at the southeast corner of 1629 Victoria Street East. We are providing the following comments:

After careful review of the Transportation Association of Canada (TAC)– Digital and Projected Advertising Display Guidelines:

- 1) The Region does not support the proposed sign at this location. The intersection of Victoria Street East and Thickson Road South is ranked #2 in the Region's intersection network screening for collision risk, indicating one of the highest safety priorities across the regional network. TAC advises against locating changeable digital displays within or near intersection influence areas because any visual distraction can exacerbate existing conflict patterns. The proposed digital billboard is positioned only about 124 m from the stop bar on a 60 km/h curved approach, placing it directly within the driver's forward cone of vision during critical approach and decision phases. Introducing a high-luminance, changeable display in this environment would undermine ongoing Vision Zero and network safety efforts and is inconsistent with TAC's siting principles for digital advertising displays.
- 2) If the Town proceeds despite the risk, the Region **strongly advises** the following:
 - a) The sign to be relocated outside the intersection influence area (target \geq 200–250m from the stop bar) to remove it from the decision zone, and ensure the sign and footing are within private property.
 - b) Orient and shield the centre-mount V so neither face directly addresses the stop bar or turning drivers on any approach, and add directional louvres.
 - c) Require static images only with instantaneous transitions (≤ 0.1 s), prohibit all motion/flashing/scrolling, and keep a minimum 8-second dwell.
 - d) Cap nighttime luminance at ≤ 150 nits with automatic ambient dimming and commissioning field measurements; this supersedes the proponent's 300-nit proposal.
 - e) Apply an overnight curfew (e.g., 23:00–05:00) with faces blacked out, noting the applicant's willingness to shut off overnight.
 - f) Enforce content restrictions: no colours/shapes that resemble traffic control devices and no directional or time-urgent prompts that compete with official signing.

- g) Require default-to-black on any sensor/controller/communication fault and maintain an operating log (brightness, transitions, faults) with quarterly reporting in year one.
- h) Lock the permitted face size and structure configuration as submitted (10'x20' per face on a centre-mount V) and prohibit any enlargement without new approval.
- i) Ensure spacing/visual separation from any other dynamic/commercial or public DMS signs to avoid cumulative visual load along the approach.
- j) Tie all conditions to the approval for all copy types, noting the applicant's request for mixed-use (1st/3rd-party) digital messaging with suspension/revocation on non-compliance.

Ministry of Transportation (MTO)

MTO's policy on billboards is found in Sec 5.7 of the Highway Corridor Management Manual. Further, MTO's policy on permit requirements for signs can be found in Sec 5.2.2, specifically, the requirements for a sign permit are that it is within 400m of Highway designated lands and visible.

That said, should the sign not be visible from the ramp terminal intersection, it would not meet the requirements for a sign permit.

Whitby Transportation Services

Whitby Transportation Services has advised that this is a Regional intersection, and as this has historically been identified as a high collision intersection, I would suggest that Regional input on adding a significant visual distraction is needed.

As well, given the proximity to Highway 401 and on/off ramps I would suggest that a permit from MTO may be needed as this would fall within their controlled areas.

Whitby Building Department

Whitby Building Department advised that they require a sign permit and will need to submit drawings stamped by a Professional Engineer and provide a Commitment to General Review signed by the Professional Engineer with the application. The process will stay the same for a sign permit, but we will treat it as a building permit as it is considered a designated structure under the OBC.