



# City of Vaughan Digital Billboard Program Phase 2

Final Engagement Report  
November 2023

Prepared by Maximum City

# Table of Contents

|  |           |
|--|-----------|
| <b>Executive Summary</b> .....                                   | <b>2</b>  |
| Table 1: Concerns and Mitigation Methods.....                    | 2         |
| Engagement Methods.....  | 3         |
| Table 2: List of Stakeholders Consulted.....                     | 3         |
| <b>Site 1: Maple Reservoir Park (Ward 1)</b> .....               | <b>5</b>  |
| 1.1 Stakeholder Consultations.....                               | 6         |
| 1.2 Site Visit with Local and Regional Councillors.....          | 7         |
| 1.3 Public Open House.....                                       | 8         |
| 1.4 Site Specific Mitigation.....                                | 9         |
| 1.5 Quotes.....  | 10        |
| <b>Site 2: Al Palladini Community Centre Site (Ward 2)</b> ..... | <b>11</b> |
| 2.1 Stakeholder Consultations.....                               | 12        |
| 2.2 Site Visit with Ward 2 Councillor.....                       | 14        |
| 2.3 Public Open House.....                                       | 14        |
| 2.4 Site Specific Mitigation.....                                | 15        |
| 2.5 Quotes.....  | 16        |
| <b>Site 3: Rainbow Creek Park (Ward 2)</b> .....                 | <b>17</b> |
| 3.1 Stakeholder Consultations.....                               | 18        |
| 3.2 Site Visit with Ward 2 Councillor.....                       | 20        |
| 3.3 Public Open House.....                                       | 20        |
| 3.4 Site Specific Mitigation.....                                | 21        |
| 3.5 Quotes.....  | 22        |
| <b>Site 4: Jean Augustine District Park (Ward 5)</b> .....       | <b>24</b> |
| 4.1 Stakeholder Consultation Summaries.....                      | 25        |
| 4.2 Site Visit with Local and Regional Councillors.....          | 27        |
| 4.3 Public Open House.....                                       | 28        |
| 4.4 Mitigation Strategies.....                                   | 28        |
| 4.5 Quotes.....  | 29        |

## Executive Summary

This report captures the results of the stakeholder and community engagement process conducted for the City of Vaughan's Phase 2 Digital Billboard Program. Eight (8) different stakeholder groups and the general public were consulted both in person and online, reaching approximately 85 participants in the summer and fall of 2023. The consultation approach focused on best practices of meeting people where they are through various methods and using an evidence-based approach to inform and listen.

In summary, stakeholders and the public expressed the following:

- Appreciation for being consulted early in the process through the various modes offered.
- Support for alternative revenue-generating tools that do not raise taxes, including the expansion of the Digital Billboard Program.
- Faith in the City's existing by-laws and processes to mitigate public safety or nuisance concerns regarding the billboards' size, location, and content.
- Some concern around site-specific issues, which are addressed in the individual site summaries and Mitigation Methods below.

Table 1: Concerns and Mitigation Methods

| Concern |  | Mitigation  |
|---------|--|---|
| 1.      | Content of advertising (primarily a school board concern due to proximity to minors) | The City of Vaughan has an advertisement content policy in place along with procedures for staff to follow when a complaint of content of third-party ads on City property is brought forward. All City messaging is approved by staff before going live. |
| 2.      | Size, sightline obstruction (primarily a resident concern)                           | The City of Vaughan has a Sign By-law that limits size, height, and placement to ensure public safety and integration of the asset into its natural surroundings.   |
| 3.      | Brightness and variation (primarily a Councillor and resident concern)               | The City of Vaughan has a Sign By-law that dictates the levels of brightness and speed of each rotation to minimize driver distraction based on industry best practices.  |

|    |   |  |
|----|---|--|
| 4. | Cyber hacking (primarily a Risk, Insurance and YRP concern) | The City of Vaughan will include Cyber Liability Insurance as a requirement of the vendor agreement to mitigate hacking.   |
| 5. | Tree obstruction and removal (primarily a TRCA concern)     | The City of Vaughan has a Tree Removal Policy and will work with the stakeholders on obtaining an arborist report for all four sites in order to obtain all necessary permits and follow proper protocol for tree removal where necessary. |
| 6. | Staying informed (primarily a resident concern)             | City staff will email those who subscribed to receive updates when the installation begins.  |

## Engagement Methods

In May and June, City Staff and the Maximum City team conducted eight (8) stakeholder consultations. It was especially important to hear from the impacted regional and ward Councillors (Ward 1, 2 and 5). To record that, in June Maximum City facilitated walking site tours at the four (4) sites and noted feedback from six (6) City Council members. In October, Maximum City supported the delivery of four (4) public open houses with City staff, conducting them at local community centres adjacent to the sites. The following table lists the stakeholders consulted alphabetically, and the summaries to follow share what we heard during the sessions, survey and open houses.

Table 2: List of Stakeholders Consulted

| Stakeholder Group  | Role/Designation                                       | Format  |
|--|--|---|
| <b>Alectra Utilities (AU)</b>                                      | Government & Stakeholder Relations                     | Via Zoom & followed up via email                                    |
|  | Design Supervisor, Distribution Design - ICI & Layouts |   |
| <b>Beverly Glen Ratepayers' Association (BGRA)</b>                 | President of BGRA - Ward 5                             | Attempted contact via phone, email and direct mail with no response |
| <b>Carrying Place &amp; Sonoma Ratepayers' Association (CPSRA)</b> | President of CPSRA - Ward 2                            | Attempted contact via phone, email and direct mail with no response |

|   |  |   |
|---|--|---|
| <b>Flamingo Ratepayers' Association (FRA)</b>                                 | President of FRA - Ward 5  | Via Zoom  |
| <b>Greater Woodbridge Registered Ratepayers' Association (GWRA)</b>           | President of GWRA - Ward 2   | Via Zoom  |
| <b>Toronto and Region Conservation Authority (TRCA)</b>                       | Planner, Infrastructure Planning & Permits   | Via Zoom & followed up via email                                    |
|   | Planning Ecologist   |   |
|   | Technologist, Water Resources Engineering  |   |
| <b>West Woodbridge Homeowners Registered Ratepayers' Association (W/WHRA)</b> | President of W/WHRA - Ward 2   | Attempted contact via phone, email and direct mail with no response |
| <b>York Catholic District School Board (YCDSB)</b>                            | Services Manager   | Via email   |
| <b>York Region (YR)</b>   | Program Manager, Traffic Safety  | Via Zoom  |
|   | Project Manager<br>Note: determined not relevant for consultation for this project |   |
|   | YR Staff   | Google form survey  |
| <b>York Region District School Board (YRDSB)</b>                              | Senior Planner   | Via email   |
| <b>York Regional Police (YRP)</b>   | Superintendent - 4 District Headquarters   | Via Zoom  |



Image 1: Reservoir Park site visit with Councillors.

Site 1:  
**Maple Reservoir Park**  
**(Ward 1)**

## Site 1: Maple Reservoir Park (Ward 1)

### 1.1 Stakeholder Consultations

#### 1.1a Alectra Utilities (AU)

AU staff shared the following details pertaining to the Maple Reservoir Park site:

- The existing pole line is located on the east side of Keele Street while billboard location is shown to be on the west side of Keele Street. Therefore, supply would be underground from the opposite side of the street.
- Proposed metered pedestal to be installed closer to the Alectra pole and electrical demarcation would be on the line side of the meter.
- All infrastructure downstream of the demarcation point would be publicly owned.
- A high-level cost estimate for the Maple Reservoir Park site is \$2,000. It must be noted that AU provides \$2,000 service credit for small commercial metered services which would apply to this site.
- A tri-party agreement may be required between the billboard vendor, registered property owner and AU. The purpose of this agreement is to allow AU access to the property to repair, maintain and operate its equipment on private property.

The Design Supervisor suggested applying for a service request with AU for a layout for the Maple Reservoir Park site when the precise location is determined, and the project is looking to move forward. The application process could take two to four weeks to reconcile. A layout will be issued with the utility design and also to identify Alectra's scope of work, customer's scope of work, AU standards, conditions such as payment, ESA (Environmental Site Assessment) required, and other details. Once all conditions have been met, AU New Connections department will coordinate with Lines, Civil Contractor (if required) and Metering to schedule work. The construction timelines may vary based on the scope of work, locations and resources available at that time. AU staff pointed out that a design layout would be valid for six months, after which it would require revision. Overall, AU staff were very willing to respond to design queries and advise on utility concerns of the billboards.

#### 1.1b Toronto and Region Conservation Authority (TRCA)

The TRCA staff confirmed the Maple Reservoir Park site may not require a permit process with the TRCA, since it is not located within their regulation lands. TRCA staff clarified that their purview covered changes to soil, ground and water course integrity, though not specifically trees or power supply issues. However, TRCA would require more specific information about the exact locations of the proposed billboards to comment any further. TRCA staff appreciated being consulted early in the process and looked forward to working collaboratively with the City of Vaughan as needed in future phases of the project.

### 1.1c York District School Boards (YCDSB & YRDSB)

As Maple Reservoir Park is not within close proximity to a school, YCDSB and YRDSB had no concerns of this particular location.

### 1.1d York Region (YR)

YR staff raised the potential concerns of driver distraction, sightline obstructions, traffic safety and tree removal regarding the digital billboards. For the Maple Reservoir Park site, they suggested considering the future Keele Street expansion and the overpass plans that will split the grading of the site, as those changes will affect the height of the billboard and visibility in the long term. The Program Manager of Traffic Safety noted that the existing Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He expressed that while it is difficult to accurately assess the link between billboards and traffic collisions, having the information on intersection and road segments performance will help to identify trends in any existing traffic or collision patterns. Hence, he suggested referring to collision reports to see if they provided any insight into the Maple Reservoir Park site. Furthermore, YR staff suggested considering the existing York Region tree locations so that no YR tree is removed under the Digital Billboard Program.

### 1.1e York Regional Police (YRP)

The Superintendent was already aware of Vaughan's Digital Billboard program and digital billboards in general. When asked about concerns, he did not anticipate any major concerns from a policing or public safety perspective and was generally supportive of the expansion to the Maple Reservoir Park site. He pointed out that although the traffic at this location was currently lower than the other three sites, he suspected the development in this area in the short term would bring a lot more visitors (North Maple Regional Park, Go Train, residential communities, sports and recreation teams, businesses, tourists and others). When prompted, he did raise some cautions such as the potential for vandalism or people climbing the structures, he noted that the existing City Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He signalled the importance of having a clear policy and accessible process in place at the City for how to deal with complaints when they arise, which the City already has in place and can work to improve. Overall, the expansion of digital billboards to the Maple Reservoir Park site does not present any concerns from a policing or public safety perspective.

## 1.2 Site Visit with Local and Regional Councillors

At the Maple Reservoir Park site, the local and regional councillors expressed some concern for the few nearby residents who raised objections to the lighting installed at the adjacent

soccer field. To mitigate this concern, the councillors suggested maintaining the same timings as the soccer fields' operational timings or dimming the billboards after 11 pm. The southwest corner of Teston Road and Keele Street was mentioned as a preferable alternative location however after further investigation, staff concluded that it is not an appropriate site due to the existing trees, as it is a heavily forested area, therefore the entrance to the parking lot is the chosen location. The councillors suggested exploring alternate nearby locations further away from residents as follows:

1. Vaughan Water Station North as it was further away from residents.
2. Keele Street road segment along Maple Reservoir Park as it would require some tree clearance but was located further away from residents.
3. Keele Street road segment by the park entrance and sports storage room as it was already clear of trees.

The councillors also suggested presenting clear information at the open houses to be conducted in the fall. Overall, the councillors were supportive of the Digital Billboard Program as a low-impact revenue generating tool for the City of Vaughan.

### 1.3 Public Open House

The Ward 1 public open house was conducted on Friday, October 26th at Maple Community Centre, south of the Maple Reservoir Park site. Eight (8) residents of the neighbourhood and one (1) business owner/vendor engaged with the content shared. The feedback was generally driven by curiosity and was positive regarding the billboards as an alternative tax revenue generation tool. Some residents inquired about revenue generated and spent from the various tax collection sources, and tax dollars breakup. Some residents were familiar with Phase 1 billboards in the city, and asked about the new locations, billboard ownership, content that they would display, and technical details of the billboards including direction and lighting.



Image 2: Public Open House at Maple Community Centre.

## 1.4 Site Specific Mitigation

- Due to future road expansion, it will be recommended to the vendor that the setback as indicated in the Sign By-law of 5m from the roadway be increased.
- During procurement, if other elements of the Sign By-law require minor variances such as increasing the 35-foot height specification, staff will take that into consideration.
- Reasons why the site location is recommended include: NE corner of Keele Street and Teston Road not possible to be installed at the Vaughan Water Pump Station due to underground infrastructure (cannot dig), SW corner of Keele Street and Teston Road is heavily sloped and forested, therefore Maple Reservoir Park is recommended.



Image 3: Board at the Public Open House for “Where do your tax dollars go?”

### 1.5 Quotes

*“From a road safety perspective, the City has pretty much addressed everything through the enforcement of the Sign By-law. From a traffic safety perspective, the collision report should be key information for the City.” - YR Staff*

*“We at TRCA truly encourage it when municipalities come to us early on, so we can catch the required site considerations early in the process and take it forward as a team.” - TRCA Staff*

*“I learnt about community programs for my kid due to the existing billboard, Why is this program not expanding? There should be more of these across Vaughan, they’re really helpful.” - Resident*



Image 4: Al Palladini Community Centre site visit with Ward 2 Councillor Adriano Volpentesta.

Site 2:

## **Al Palladini Community Centre Site (Ward 2)**

## Site 2: Al Palladini Community Centre Site (Ward 2)

### 2.1 Stakeholder Consultations

#### 2.1a Alectra Utilities (AU)

AU staff shared the following details pertaining to the Al Palladini Community Centre site:

- The existing pole line is on the same side of Rutherford Road where the billboard is marked on the drawings. Therefore, this site can be an overhead connection and an electrical demarcation would be at the top of the service mast.
- A high-level cost estimate for the Al Palladini Community Centre site is likely negligible or \$0 after applying the service credit. It must be noted that AU provides a \$2,000 service credit for small commercial metered services which would apply to this site.
- A tri-party agreement may be required between the billboard vendor, registered property owner and AU. The purpose of this agreement is to allow AU access to the property to repair, maintain and operate its equipment on private property.

The Design Supervisor suggested applying for a service request with AU for a layout for the Al Palladini Community Centre site when the precise location is determined, and the project is looking to move forward. The application process could take two to four weeks to reconcile. A layout will be issued with the utility design and to identify Alectra's scope of work, customer's scope of work, Alectra's standards, conditions such as payment, ESA required, and other details. Once all conditions have been met, AU New Connections department will coordinate with Lines, Civil Contractor (if required) and Metering to schedule work. The construction timelines may vary based on the scope of work, locations, and resources available at that time. AU staff pointed out that a design layout would be valid for six months, after which it would require revision. Overall, AU staff were very willing to respond to design queries and advise on utility concerns of the billboards.

#### 2.1b Carrying Place & Sonoma Ratepayers' Association

The ratepayer's association was contacted via email and telephone and invited to the open house via direct mail, however, neither Maximum City nor the City of Vaughan received any response.

#### 2.1c Greater Woodbridge Ratepayers' Association (GWRA)

President of GWRA was not that aware of Vaughan's Digital Billboard program, or digital billboards in general, beyond seeing a few around the city. On learning of the details of the proposed expansion, he expressed his support given that the process was prompted by elected officials and included a review of the locations and sought input from stakeholders. He had not heard any concerns from his organization's members regarding the City's digital

billboard program, or billboards in general. When asked about his potential concerns regarding the Al Palladini Community Centre site, he spoke primarily of the size and design of the billboards, and mitigating driver distraction and any potential threat to public safety. He suggested studying traffic patterns near the site to help choose the best possible location for the structure. Overall, the President of GWRA was supportive of the project and appreciated being consulted early.

#### 2.1d Toronto and Region Conservation Authority (TRCA)

The TRCA staff confirmed Al Palladini Community Centre may not require a permit process with the TRCA, since it is not located within their regulation lands. They clarified that their purview covered changes to soil, ground and water course integrity, though not specifically trees or power supply issues. However, TRCA would require more specific information about the exact locations of the proposed billboards to comment any further. TRCA representatives appreciated being consulted early in the process and looked forward to working collaboratively with the City of Vaughan as needed in future phases of the project.

#### 2.1e York District School Boards (YCDSB & YRDSB)

Due to the close proximity to Emily Carr Secondary School, as part of an email exchange, the YCDSB Manager shared general concerns regarding the size and locations of the billboards, sightline integrity, safety measures incorporated in its design to prevent climbing or signs coming down in storms, ensuring digital billboards could not be hacked, and age-appropriate advertising content on the billboards. They wanted consideration given to advertising content that was suitable and age appropriate for their students, including avoiding advertisements related to vaping, cannabis, cigarettes, gambling, sexual content, or paraphernalia. Furthermore, the school boards requested a better understanding of the controls the City of Vaughan would have in place over the content displayed, and a process to file complaints or concerns, should there be any. The YRDSB Senior Planner echoed the same concerns on behalf of the school board. City staff shared the Review of Advertising Content on City Property Policy with them.

#### 2.1f York Region (YR)

YR staff had no specific concerns with the Al Palladini Community Centre location however did echo the general concerns of driver distraction, sightline obstructions, traffic safety and tree removal regarding the digital billboards. The Program Manager of Traffic Safety noted that the existing Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He expressed that while it is difficult to accurately assess the link between billboards and traffic collisions, having the information on intersection and road segments performance will help to identify trends in any existing traffic or collision patterns. Hence, he suggested referring to collision reports to see if they provided any insight into the Al Palladini Community Centre site. Furthermore, YR staff suggested considering the existing York Region tree locations so that

no YR tree is removed under the Digital Billboard Program.

### 2.1g York Regional Police (YRP)

The Superintendent was already aware of Vaughan's Digital Billboard program and digital billboards in general. When asked about concerns, he did not anticipate any major concerns from a policing or public safety perspective and was generally supportive of the expansion to the Al Palladini Community Centre site. While he did raise some cautions such as the potential for vandalism or people climbing the structures, he noted that the existing City Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He signalled the importance of having a clear policy and accessible process in place at the City for how to deal with complaints when they arise, which the City already has in place and can work to improve. Overall, the expansion of digital billboards to the Al Palladini Community Centre site does not present any concerns from a policing or public safety perspective.

## 2.2 Site Visit with Ward 2 Councillor

The local councillor noted the open space and low number of residences located around this site, and suggested consulting with Pierre Berton Resource Library and Al Palladini Community Centre in the immediate peripheries. The local councillor requested that clear maps and renderings be presented to the public at the open houses planned for the fall. Additionally, he suggested incorporating the City of Vaughan's corporate colours on the sign where possible, along with the community centre's name for easy wayfinding. Overall, the local councillor was supportive of the Digital Billboard Program.

## 2.3 Public Open House

The first Ward 2 public open house was conducted on Thursday, October 25th at Al Palladini Community Centre, immediately adjacent to the proposed site. Approximately 14 residents and business owners of the neighbourhood engaged with the content shared. The feedback was generally driven by curiosity and was positive regarding the billboards as an alternative tax revenue generation tool. The residents' questions were generally regarding the City of Vaughan's total tax generation, the tax averages, property taxes compared to other municipalities, the City's population totals, donations, and public health and walk-in clinic expenditures. Some residents were familiar with other billboards in the city and asked about the new locations, future expansion of the program, billboard ownership, the content that they would display, and the process for a local business owner to use the billboard for their advertisements. The residents suggested considering more malls or community centres rather than parks as billboard locations as parks remain underused, particularly in the winter months. Other suggestions included conducting open houses in schools to

engage youth in municipal government, sharing billboard screen time to promote local businesses, and sharing performance reports with the public regarding all new revenue generator streams.



Image 5: Public Open House at Al Palladini Community Centre.

## 2.4 Site Specific Mitigation

- Due to the proximity to minors, the City will ensure that the awarded vendor will be made aware of the restrictions at this location with regard to third-party advertising.
- Staff will investigate putting the community centre name on the sign and consider the relationship between the billboard on Rutherford Road and digital sign on Islington Avenue at the same property.

## 2.5 Quotes

*"The Digital Billboard Program is not an unreasonable thing to put forward, if it's done with sincerity and our elected officials support it, I can be behind it too."* - President GWRA

*"Size, layout, and design will matter. Some residents may consider that."* - President GWRA

*"I love this idea, especially circulating that money back into the community."* - Resident

*"Try to figure out more visible versus more hidden locations; Maybe place the billboards on main roads, community centres, malls - not parks. Winter will be hard for people to see them."* - Resident



Image 6-8: Boards at the Public Open House for "Donations," "Sponsorships," "Grants in Action" & "Putting revenue to work."



Image 9: Rainbow Creek Park site visit with Ward 2 Councillor Adriano Volpentesta.

Site 3:  
**Rainbow Creek Park  
(Ward 2)**

## Site 3: Rainbow Creek Park (Ward 2)

### 3.1 Stakeholder Consultations

#### 3.1a Alectra Utilities (AU)

AU staff shared the following details pertaining to the Rainbow Creek Park site:

- The existing pole line is located on the south side of Highway 7. AU records indicate there is already a 347/600V secondary service to this property. They inquired if the City could sub feed the billboard from the existing service.
- A high-level cost estimate for the Rainbow Creek Park site is \$3,000, as it may require extending an overhead secondary connection by one or two spans to a pole directly opposite the billboard connection. This would be an underground connection similar to the one for the Maple Reservoir Park site, with a metered pedestal to be located closer to AU pole on the opposite side of Highway 7.
- It must be noted that AU provides \$2,000 service credit for small commercial metered services which would apply to this site.
- A tri-party agreement may be required between the billboard vendor, registered property owner and AU. The purpose of this agreement is to allow AU access to the property to repair, maintain and operate its equipment on private property.

The Design Supervisor suggested applying for a service request with AU for a layout for the Rainbow Creek Park site when the precise location is determined, and the project is looking to move forward. The application process could take two to four weeks to reconcile. A layout will be issued with the utility design and to identify Alectra's scope of work, customer's scope of work, Alectra's standards, conditions such as payment, ESA required, and other details. Once all conditions have been met, AU New Connections department will coordinate with Lines, Civil Contractor (if required) and Metering to schedule work. The construction timelines may vary based on the scope of work, locations, and resources available at that time. AU staff pointed out that a design layout would be valid for six months, after which it would require revision. Overall, AU staff were very willing to respond to design queries and advise on utility concerns of the billboards.

#### 3.1b West Woodbridge Homeowners Registered Ratepayers' Association

This ratepayer's association was contacted via email and telephone and invited to the open house via direct mail, however, neither Maximum City nor the City of Vaughan received any response.

#### 3.1c West Woodbridge Homeowners Registered Ratepayers' Association (W/WHRRA)

The ratepayer's association was contacted via email, telephone and invited to the open

house via direct mail, however, neither Maximum City nor the City of Vaughan received any response.

### 3.1d Toronto and Region Conservation Authority (TRCA)

The TRCA staff confirmed that the Rainbow Creek Park site is within their purview and would likely require a permit with the TRCA. When asked about their concerns, they spoke specifically about erosion, stability of the structure, and proximity to the water course for the Rainbow Creek Park site. They recommended an engineer's report and erosion and control measures for mitigation.

With regard to floodplain and erosion concerns for Rainbow Creek Park site, TRCA shared the required details, and suggested that a professional engineer can be engaged to verify the stability of the billboard structure, particularly during a regional storm event. They recommended the vendor submit a structural engineer's letter to verify the strength of the post or structure. In addition, it was recommended the billboard should be set back at least 10 metres from the water bank. They added TRCA will likely also require erosion and control measure reports before the billboards are constructed.

### 3.1e York District School Boards (YCDSB & YRDSB)

As Rainbow Creek Park is not within close proximity to a school, YCDSB and YRDSB had no concerns about this particular location. There is a Catholic elementary school, St. Peters, behind the park however it is several hundred metres away from the proposed location facing Highway 7.

### 3.1f York Region (YR)

Although YR staff had no specific concerns regarding the Rainbow Creek Park site, they raised the potential concerns of driver distraction, sightline obstructions, traffic safety and tree removal regarding the digital billboards in general. The Program Manager of Traffic Safety noted that the existing Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He expressed that while it is difficult to accurately assess the link between billboards and traffic collisions, having the information on intersection and road segments performance will help to identify trends in any existing traffic or collision patterns. Hence, he suggested referring to collision reports to see if they provided any insight into Rainbow Creek Park site, located off Highway 7. Furthermore, YR staff suggested considering the existing York Region tree locations so that no YR tree is removed under the Digital Billboard Program.

### 3.1g York Regional Police (YRP)

The expansion of digital billboards to the Rainbow Creek Park site does not present any concerns from a policing or public safety perspective. The Superintendent was already aware of Vaughan's Digital Billboard program and digital billboards in general. When asked about concerns, he did not anticipate any major concerns from a policing or public safety perspective and was generally supportive of the expansion to the Rainbow Creek Park site. He noted that the existing City Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He signalled the importance of having a clear policy and accessible process in place at the City for how to deal with complaints when they arise, which the City already has in place and can work to improve.

### 3.2 Site Visit with Ward 2 Councillor

The local councillor noted that the Rainbow Creek Park location was far from residents but highlighted the importance of keeping residents, including the ratepayer association, informed of opportunities to learn more about the billboards, such as the public open house planned for the fall. He was satisfied in learning that the City's existing by-laws mitigated potential concerns regarding the design and display of the billboard. He also supported the possibility of including the name of the park on the billboard for easy wayfinding. Overall, the local councillor was supportive of the expansion of a digital billboard to the Rainbow Creek Park site.

### 3.3 Public Open House

The second Ward 2 public open house was conducted on Monday, October 30th at Father Ermanno Bulfon Community Centre. Approximately 18 residents of the neighbourhood engaged with the content shared. The feedback was generally driven by curiosity and was positive regarding the billboards as an alternative tax revenue generation tool. Some residents expressed concern about the cost of living, good governance, and effective management of resources in Vaughan. Some residents were familiar with the billboards in the city, and interested to learn about the billboard program expansion, the new locations selection process, technological details of the design of the billboard, costs and profits associated with the billboards. Some residents suggested that the City privilege local business advertisement over others, and that the profit sharing ratio between the billboard company and City be more advantageous for the City.



Image 10: Public Open House at Father Ermanno Bulfon Community Centre.

### 3.4 Site Specific Mitigation

- Request collision reports from YRP for Highway 7 between Islington Avenue and Kipling Avenue for review by City staff and the awarded vendor to ensure size and placement of digital billboard doesn't interfere with traffic and impact the safety of pedestrians and drivers alike.
- Ensure that the vendor obtains a structural engineer letter with erosion control measures for the TRCA's review during the permitting process.
- Due to the potential road expansion along Highway 7 in the future, the placement of the billboard will be recommended to be set back further than the by-law indicates, more than 10m away from the watercourse of the Humber River as well as 100m+ away from residential homes to the east and west of the location.
- As Highway 7 is a regional road, the Region may need to be consulted for any underground work required to bring electrical access to the site.



Image 11: Boards at the Public Open House for "Proposed Digital Billboard Locations".

### 3.5 Quotes

*"At the end of the day, people may bring up a negative association with billboards but given the by-laws and the mitigating measures, the impact is minimal."* - YRP Superintendent

*"We saw a few billboards recently - they are hideous but a necessary evil."* - Resident/Business Owner

*"I'm okay with billboards, as long as they're not everywhere."* - Resident/Business Owner

*"This makes sense. As long as there are no obscene advertisements to distract drivers and cause traffic issues, it's a good idea. My only thing would be using the billboards for private and public information."* - Resident/Business Owner

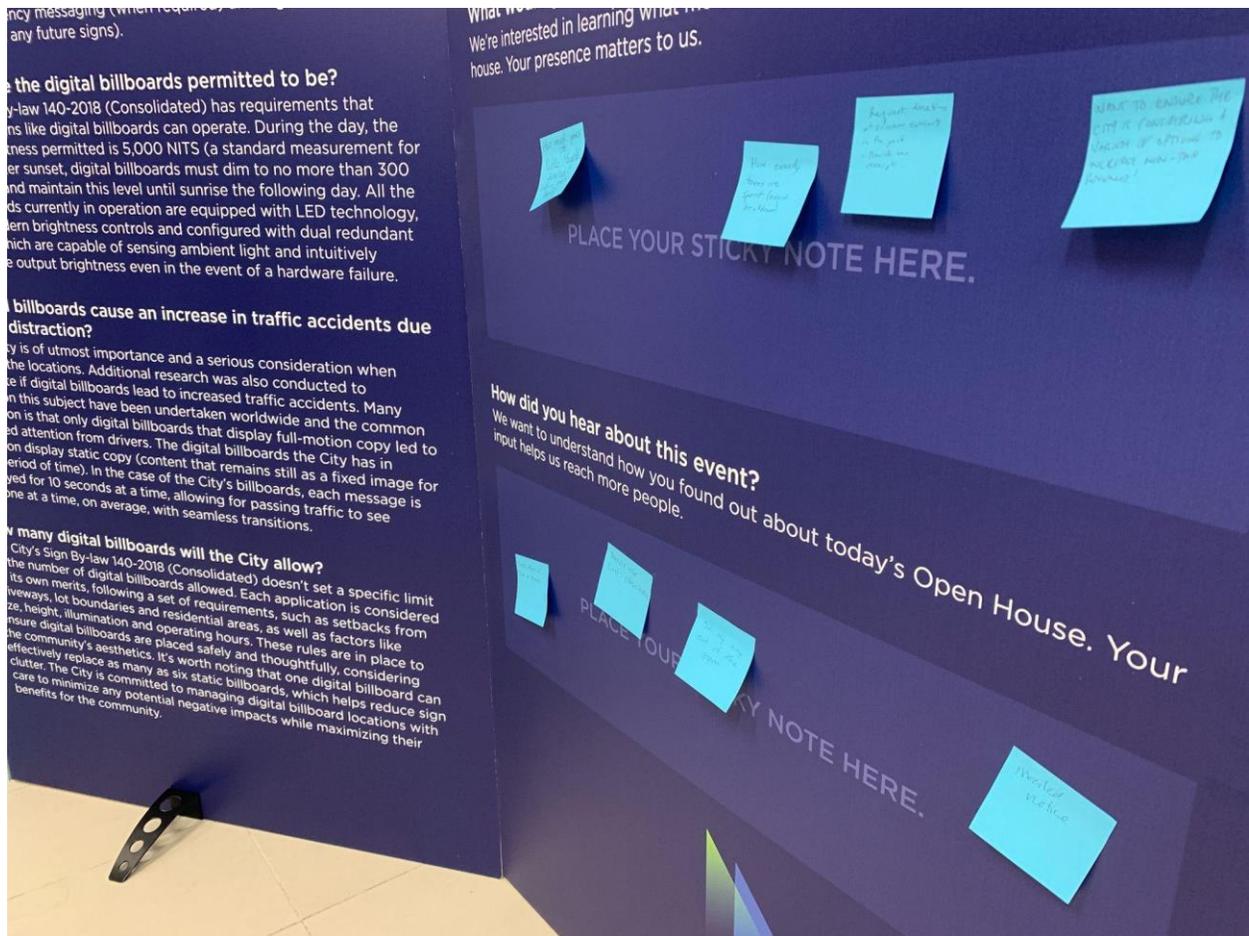


Image 12: Board at the Public Open House for “Stay Informed”.



Image 13: Jean Augustine District Park site visit with local and regional Councillors.

Site 4:  
**Jean Augustine District Park  
(Ward 5)**

## Site 4: Jean Augustine District Park (Ward 5)

### 4.1 Stakeholder Consultation Summaries

#### 4.1a Alectra Utilities (AU)

AU staff shared the following details pertaining to the Jean Augustine District Park site:

- The existing pole line is located on the west side of Bathurst Street where the billboard is shown. Therefore, this can be an overhead connection and electrical demarcation would be at the top of the customer's service mast.
- A high-level cost estimate for the Jean Augustine District Park site is likely negligible or \$0 after applying the service credit. It must be noted that AU provides \$2,000 service credit for small commercial metered services which would apply to this site.
- A tri-party agreement may be required between the billboard vendor, registered property owner and AU. The purpose of this agreement is to allow AU access to the property to repair, maintain and operate its equipment on private property.

The Design Supervisor suggested applying for a service request with AU for a layout for the Jean Augustine District Park site when the precise location is determined, and the project is looking to move forward. The application process could take two to four weeks to reconcile. A layout will be issued with the utility design and to identify Alectra's scope of work, customer's scope of work, Alectra's standards, conditions such as payment, ESA required, and other details. Once all conditions have been met, AU New Connections department will coordinate with Lines, Civil Contractor (if required) and Metering to schedule work. The construction timelines may vary based on the scope of work, locations, and resources available at that time. AU staff pointed out that a design layout would be valid for six months, after which it would require revision. Overall, AU staff were very willing to respond to design queries and advise on utility concerns of the billboards.

#### 4.1b Beverley Glen Ratepayers' Association

The ratepayer's association was contacted via email, telephone and invited to the open house via direct mail, however, neither Maximum City nor the City of Vaughan received any response.

#### 4.1c Flamingo Ratepayers' Association (FRA)

The President of FRA was already aware of Vaughan's Digital Billboard program and digital billboards in general from his experience around the city. As a nearby resident, he was very well acquainted with the neighbourhood around the Jean Augustine District Park site. He had not heard any concerns from his neighbours or the organization's members regarding digital billboards. When asked about his potential concerns regarding the Jean Augustine District Park site, he spoke about the height, design and illumination levels of the billboard,

particularly in the winter months with the reduction of the tree cover. This would particularly be of importance to a few houses located around Miranda Court, as these residents currently live with the park as their backyard. He further expressed some concern for a few properties fronting Trafalgar Square, as some of them are elevated and may be able to see the billboard from rooms within their residences. The President of FRA pointed out that the evergreen trees and the fence separating Bathurst Street and Trafalgar Square might help to mitigate the concern.

In addition, he expressed concern for the disturbances that may be caused during the period of construction for the residents. In general, he did not object to the expansion of the Digital Billboard Program and anticipated little to no concerns from the residents in the Flamingo Ratepayer Associations catchment area which borders the site. He was also supportive in assisting in sharing the information with their members throughout the process to keep them informed and answer any questions they may have. Overall, he was very supportive of the initiative.

#### 4.1d Toronto and Region Conservation Authority (TRCA)

The TRCA staff confirmed the Jean Augustine District Park site may not require a permit process with the TRCA, since it is not located within their regulation lands. They clarified that their purview covered changes to soil, ground and water course integrity, though not specifically trees or power supply issues. However, TRCA would require more specific information about the exact locations of the proposed billboards to comment any further. TRCA staff appreciated being consulted early in the process and looked forward to working collaboratively with the City of Vaughan as needed in future phases of the project.

#### 4.1e York District School Boards (YCDSB & YRDSB)

As part of an email exchange, the YCDSB Manager shared general concerns regarding the size and locations of the billboards, sightline integrity, safety measures incorporated in its design to prevent climbing or signs coming down in storms, ensuring digital billboards could not be hacked, and age-appropriate advertising content on the billboards. They wanted consideration given to advertising content that was suitable and age appropriate for their students, including avoiding advertisements related to vaping, cannabis, cigarettes, gambling, sexual content, or paraphernalia. Furthermore, the school boards requested a better understanding of the controls the City would have in place over the content displayed, and a process to file complaints or concerns, should there be any. The YRDSB Senior Planner echoed the same concerns on behalf of the school board as the location is within close proximity to Westmount Collegiate.

#### 4.1f York Region (YR)

YR staff raised general concerns of driver distraction, sightline obstructions, traffic safety and tree removal regarding the digital billboards. The Program Manager of Traffic Safety

noted that the existing Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He expressed that while it is difficult to accurately assess the link between billboards and traffic collisions, having the information on intersection and road segments performance will help to identify trends in any existing traffic or collision patterns. Hence, he suggested referring to collision reports to see if they provided any insight into the Jean Augustine District Park site. It must be noted that Bathurst Street is a regional road and the widening and streetscaping work is complete. As the Region is done with their road work, the billboard can be positioned with appropriate setbacks with minimal impact. Furthermore, YR staff suggested considering the existing York Region tree locations so that no York Region tree is removed under the Digital Billboard Program.

#### 4.1g York Regional Police (YRP)

The Superintendent was already aware of Vaughan's Digital Billboard program and digital billboards in general. When asked about concerns at Jean Augustine District Park, he noted the proximity to Westmount Collegiate, Rosemount Community Centre and the City Playhouse Theatre, however, he did not anticipate any major concerns from a policing or public safety perspective and was generally supportive of the expansion to the Jean Augustine District Park site. While he did raise some cautions such as the potential for vandalism or people climbing the structures, he noted that the existing City Sign By-law does a good job of mitigating concerns around driver distraction through size, sightline obstruction and image variation restrictions. He signalled the importance of having a clear policy and accessible process in place at the City for how to deal with complaints when they arise, which the City already has in place and can work to improve. Overall, the expansion of digital billboards to the Jean Augustine District Park site does not present any concerns from a policing or public safety perspective.

## 4.2 Site Visit with Local and Regional Councillors

The local and regional councillors in attendance expressed faith in City staff to be mindful, responsible, and responsive with the billboards and their content. They suggested keeping residents informed and presenting accurate, to-scale renderings of the billboard at the planned public open house in the fall. At the Jean Augustine District Park site, councillors raised concerns about the brightness of the billboard for the nearby residents and the potential for distraction for passing drivers, particularly seniors. To mitigate, they suggested an arborist report and maintaining tree coverage along Bathurst Street and dimming the billboard lights after 11pm. Additionally, the councillors suggested offering community groups some advertising time on the billboards to promote community events. Overall, the councillors were supportive of the expansion of the Digital Billboard Program to the Jean Augustine District Park site as a revenue generating tool to help keep property taxes low.

## 4.3 Public Open House

The Ward 5 public open house was conducted on Wednesday, October 24th at Rosemount Community Centre, adjacent to the Jean Augustine District Park site. Five (5) residents and business owners of the neighbourhood engaged with the content shared. One resident inquired and raised a concern about the brightness and operational timings of the billboard and the exact location on the site. They were satisfied to learn about the City by-laws that mitigate the residents' concerns, and the engagement process being followed for the Digital Billboard Program.



Image 14: Public Open House at Rosemount Community Centre.

## 4.4 Mitigation Strategies

- Due to the proximity of the sign to neighbouring residents across Bathurst Street the angle of the billboard should be tested and compliant with the Sign By-law with respect to brightness and dimming/shut-off times.
- Staff will consider the relationship between the other billboards along Bathurst Street at the same property.

## 4.5 Quotes

*"I don't see much objection from the neighbours, it will simply be a question of the height and the design. Bathurst is so wide, with bus lanes even. Northbound vehicles will not see the proposed billboard very well, and southbound vehicles will see it clearly. The open space there will add as well."* - President of FRA

*"This digital technology makes sense, it's easier to change than paper. Modern, future. I see that."* - YRP Superintendent

*"I want to ensure the City is considering a variety of options to increase non-tax revenue!"* - Resident/Business Owner

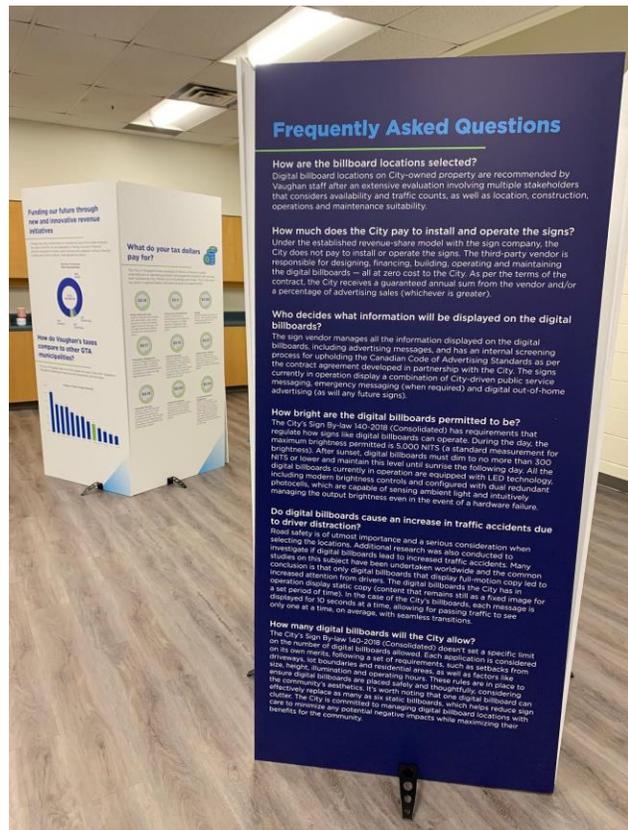
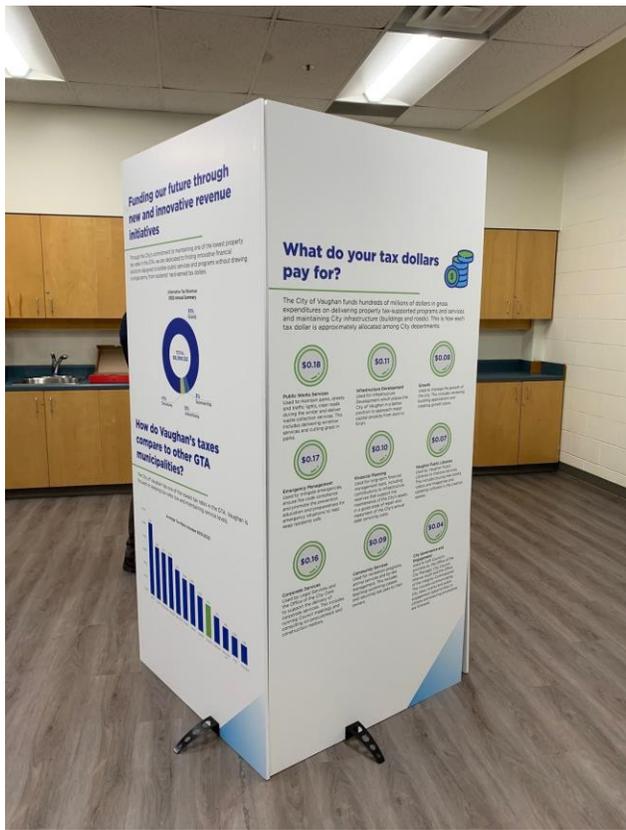


Image 15-16: Boards at the Public Open House for "What do your tax dollars pay for?" & "Frequently Asked Questions."

