

Dear Members of Council,

We respectfully request Council's approval to install a 18.8-foot by 9.5-foot, double-sided digital LED sign at 437 Garafraxa Street South in the Town of Durham, situated between the West Grey Library and the Durham Car Wash. We are requesting exemption from the Town of Durham By-law no. 89/16 to permit this sign to be installed.

As Council is aware, Highway 6 serves as a major arterial corridor extending from Port Dover in the south to Tobermory in the north. Located near the midpoint of this vital transportation route, Garafraxa Street experiences a significant volume of daily traffic, including commercial transport, construction vehicles, commuters, tourists, and local residents.

The Municipality of West Grey is uniquely positioned to benefit from this visibility. We believe the proposed digital sign represents a valuable opportunity to promote, develop, and showcase our community. In today's rapidly evolving technological environment, it is essential that we adopt modern solutions to enhance local business growth and community engagement. The current sign bylaw—enacted over three decades ago—no longer aligns with contemporary practices or opportunities. Accordingly, we seek Council's approval to proceed with this initiative.

A digital LED billboard is far more than a static advertisement; it is a dynamic communication platform. It will provide local businesses, organizations, and community groups with an accessible and cost-effective means to reach a broad audience—both residents of West Grey and those travelling through our municipality. The installation would serve as a welcoming gateway to Durham, leaving a lasting and positive impression on visitors and passersby alike.

The proposed design has been developed with careful consideration for safety, environmental responsibility, and aesthetic integrity. The LED technology features energy-efficient components and automatic brightness control to minimize light pollution and prevent any disruption to nearby residents or traffic. We are confident that this addition will contribute positively to the modernization, visual appeal, and economic vitality of the area.

We sincerely appreciate Council's time and consideration of this proposal and would welcome the opportunity to discuss it further at Council's convenience.

Thank you for your attention,

CTT Properties