

426 new residential units planned to come up in Whitby

Two building projects have been brought forward to Whitby Council for re-zoning approval. The projects contain a total of 426 residential units combined.

Brock Street South: Another application was submitted for a 6-storey mixed-use building with 303 residential units, 663 square metres of at-grade commercial and 370 underground parking spaces.

The land is located on the east side of Brock Street South, north of Gilbert Street East, west of Green Street. The subject land is approximately 0.52 hectares (1.28 acres) in size.

The area currently contains a commercial plaza which is proposed to be removed. The surrounding land uses include:

- A single storey commercial building (Dollarama) immediately to the north with additional commercial and residential uses further north;
- Commercial uses to the west;
- Commercial and office uses to the south;
- Residential dwellings to the east, including apartment buildings and single detached residential dwellings

Brock Street North

A proposal for 123 back-to-back stacked townhouse dwellings has been submitted for 3775 Brock Street North. The land is located on the east side of Brock Street North, approximately 390 metres south of Taunton Road East. The property is approximately 1.14 hectares (2.81 acres) in size and currently vacant.

The buildings include three storeys of living area, with a fourth storey mechanical room and access to roof top terraces. As a result of consultation with the local community, the overall height has been adjusted and the roof top terraces have been removed.

Two vehicular accesses are proposed, one from Brock Street North, and one from Tincomb Crescent, which will be connected via a private internal road and will include resident parking and a component of visitor parking.

Previously, a single storey motel, known as the Woodycrest, occupied the site. The site was also temporarily used as a new car storage lot in recent years.

The area is surrounded on all sides by existing residential neighbourhoods comprised of a mix of townhouse units, semi-detached, and single detached dwellings. The land has frontage on Brock Street North and Tincomb Crescent.

TAKE THE THREE SECOND TEST!!!

Turn to any page in this newspaper. Look at any ad for the count of three. Then turn page. Tell me what you remember of that ad or page?

- Can you recall product?
- Can you recall phone number?
- Can you recall what was advertised?
- Can you recall address?
- Can you recall company name?
- Can you recall any pictures?
- Can you recall any logos?

If little or nothing. You just proven why **BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.**

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule.

Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

Then what is the answer?

Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.

The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information. Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away.

Thinking of Making a Move? Experience Counts!

- ✓ **HONEST**
- ✓ **PROFESSIONAL**
- ✓ **EXPERIENCED (20+ yrs)**
- ✓ **HARDWORKING**



Carla Skinner, Broker
Real Broker Ontario Ltd.
905-409-6560
carla@carlacaresteam.com
www.carlacaresteam.com



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