



The Corporation of the Town of Essex
Special Council Meeting Minutes

July 13, 2020, 6:00 pm

Location: <https://www.youtube.com/user/EssexOntario>

Present: Mayor Larry Snively
Deputy Mayor Richard Meloche
Councillor Joe Garon
Councillor Morley Bowman
Councillor Kim Verbeek
Councillor Steve Bjorkman
Councillor Sherry Bondy
Councillor Chris Vander Doelen

Also Present: Chris Nepszy, Director, Infrastructure Services
Doug Sweet, Director, Community Services
Jeffrey Morrison, Director, Corporate Services/Treasurer
Lori Chadwick, Director, Development Services
Kevin Girard, Director, Infrastructure Services
Robert Auger, Clerk, Legal and Legislative Services
Shelley Brown, Deputy Clerk, Legal and Legislative Services
Rita Jabbour, Manager, Planning Services
Jeff Watson, Policy Planner, Development Services

1. Call to Order

The Chair called the meeting to order at 6 pm.

2. Declarations of Conflict of Interest

There were no declarations of conflict of interest.

3. Adoption of Published Agenda

3.1 Special Council Meeting Agenda for July 13, 2020

SP20-07-011

Moved By Councillor Bjorkman

Seconded By Councillor Bowman

That the published agenda for the July 13, 2020 Special Council Meeting be adopted with the following amendments:

- Agenda Item 5 amended to include delegations from:

- Adam Grant

- Agenda Item 5 to remove delegations from:

- Kathy Langlois

- Richard Herniman

- Nettie Ridley and Mike Piche
- Agenda Item 6 amended to include correspondence from:
 - Edward Baldwin
 - Bike Windsor Essex
 - Anne Marie Grant
 - Bernard Gorski

Carried

4. Presentations from Administration

4.1 Presentation entitled "County Road 50 Sign By-Law Review"

Re: County Road 50 Sign By-Law Review

Lori Chadwick, Director presented an overview of the County 50 Sign By-Law Review outlining the character of County Road 50 and the signage that is currently permitted and not permitted in agricultural districts.

Ms. Chadwick detailed the amendments for consideration including requests to amend the current sign regulation to permit pole signs and electronic media identification and advertising signs.

Ms. Chadwick provided additional details pertaining to the Town's public consultation efforts including information packages and an online survey through the Town website, social media, local newspapers, email to stakeholders and direct mailing to over 300 property owners that front onto County Road 50.

Ms. Chadwick reviewed the survey results noting that respondents stated that "better permanent signage to eliminate temporary signs and banners" and "better maintenance and refreshing of existing signage" were needed improvements on County Road 50. Ms. Chadwick further stated that 77% of the respondents stated that they would not be in favour of electronic media signage along County Road 50.

Ms. Chadwick outlined the next steps normally required as part of the review which includes a Report to Council from administration and final draft by-law amendments, if any required, to be presented at the August 4th Regular council meeting. She also advised council that there is no appeal period for amendments to this bylaw as it falls under the authority of The Municipal Act.

SP20-07-012

Moved By Councillor Bowman

Seconded By Councillor Bjorkman

That the presentation entitled "County Road 50 Sign By-Law Review" dated July 13, 2020, as prepared by Lori Chadwick, Director, Development Services, be received.

Carried

5. Public Presentations

5.1 The following residents addressed Council regarding signage on County Road 50

5.1.1 Bernard Gorski, Colchester Ridge Estate Winery

Bernard Gorski stated that he supports a by-law change in the area. Mr. Gorski explained that he had his own petition signed on his own to support the change. Mr. Gorski's petition was to permit a pole sign up to 5 meters in height with a digital component restricted to daylight hours with no nighttime pollution to disturb neighbours. Mr. Gorski advised that some of the the signatures are from non-residents because the Town's Strategic Plan states that the Town would consider opinions of stakeholders, visitors, tourists and customers.

Mr. Gorski stated that the wineries are major attraction in area and extra customers that come in to support small businesses in area depend on traffic that wineries help provide into the area and are important for tourism. Mr. Gorski further stated that the Niagara Region and Prince Edward County allow signage up to 7 meters in height and have a digital media or electronic component. Mr. Gorski stated that they have a competitive edge with other wineries across Ontario and that this region should have same opportunity. Local wineries have poured millions of dollars into our area to support the tourism and bring customers, tourists and permanent residents into our area and that they need endorsed new technology to retain them and attract more. Mr. Gorski stated that he is looking for more professional signage. Mr. Gorski stated that he is asking council to follow Strategic Plan to promote business growth, bring new people and businesses to our area by allowing the technology available to help them achieve their goals.

5.1.2 Kathy Langlois

Delegate withdrew submission prior to meeting.

5.1.3 Adam Grant

Adam Grant stated that changes will profoundly impact the region and not for the betterment of the community. Mr. Grant added that he lives directly across the street from the sign that was erected and it is very bright and causes hazards to pedestrians and vehicles by being a source of distraction to drivers. Mr. Grant explained that when the sign was initially operated it illuminated their house and part of County Road 50 and that when covered, it could still be visibly read. Mr. Grant stated that this issue will resurface wherever this type of sign is installed. Mr. Grant further added that this area is zoned agricultural and residential not commercial and that the majority of residents that moved there did so to get away from these type of things.

5.1.4 Anne Marie Grant

Anne Marie Grant presentation outlined various winery locations including pictures of the types of signage at each location and that no pole signs were erected including areas such as Niagara-on-the-Lake, Okanagan and Tuscany.

Ms. Grant explained how electronic pole signs would have a negative negative for residents including their quality of life and property values as well as the degradation of the historic character of County Road 50. Ms. Grant added that the premiere wine regions have embraced this natural, organic look.

5.1.5 Richard Herniman

Delegate withdrew submission prior to meeting.

5.1.6 Kevin B. Coon

Delegate was not present at the electronic meeting.

5.1.7 James and Patricia Heaton

Delegate was not present at electronic meeting.

5.1.8 Joe Lucas

Joe Lucas stated that he feels that County Road 50 is not broken and does not need to be fixed. Mr. Lucas stated that By-Law 1350 is good but needs strict application. Mr. Lucas stated that overall most signs fit within the provisions of By-Law 1350. Mr. Lucas provided council with some examples of businesses with signage that he felt fit within the historical feel of the road. Mr. Lucas feels that it all comes down to the suitability of signage in the community as it draws visitors and commerce

5.1.9 Nettie Ridley and Mike Piche

Delegate withdrew submission prior to meeting.

SP20-07-013

Moved By Councillor Bowman

Seconded By Councillor Vander Doelen

That the presentations and correspondence (where applicable) listed in Agenda Item 5.1 be received.

Carried

SP20-07-014

Moved By Councillor Bjorkman

Seconded By Councillor Verbeek

That Council directs administration not to make any changes to current By-Law 1350 but that applicants can apply for a site specific amendment should they choose.

Carried

6. Correspondence

6.1 Public Petition

SP20-07-015

Moved By Councillor Garon

Seconded By Councillor Bjorkman

That the correspondence listed in Agenda Item 5 be received.

Carried

7. **Adjournment**

SP20-07-016

Moved By Deputy Mayor Meloche

Seconded By Councillor Verbeek

That the meeting be adjourned at 7:32.

Carried

Mayor

Clerk