

**From:** [Jabbour, Rita](#)  
**To:** [Annemarie Grant](#)  
**Cc:** [CouncilMembers](#); [Chadwick, Lori](#); [Watson, Jeff](#); [Nepszy, Chris](#)  
**Subject:** RE: Questions regarding the sign bylaw  
**Date:** Monday, July 6, 2020 12:15:03 PM  
**Attachments:** [image001.jpg](#)  
[2015 Sign Presentation.pdf](#)  
[2014 Sign Presentation.pdf](#)

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Hello Anne Marie.

In response to your questions:

1. The Sign by-law was adopted under the provisions of the Municipal Act. The process involved public notification by the various media and a public meeting. At the meeting, Council was presented with a PowerPoint presentation showing exactly what is a sign, the sign types, what are the various purposes of a sign and the negative impacts of bad signage regulations. The deficiencies of the previous sign by-law were outlined, some of which were a point of interest with various parties like the Essex Centre BIA and the Harrow Chamber of Commerce. The public response was primarily from the Essex Centre BIA. While a few members of the public were in attendance they did not speak to the recommendations.

Attached is the PowerPoint presentation and accompanying report for your reference.

2. As to hours spent, it was done entirely in house, primarily by the Policy Planner with input from staff. The total number of hours cannot be quantified in dollars. It was the equivalent of several weeks.
3. The sign regulations applicable to CR50 were based on:
  - i) A reflection of the existing signage in place, including not only the winery signage, but also the other types of signage existing for other commercial establishments there, as well as retreats, camps and farms. (All existing signage were deemed to be ground signs, which is typical of rural commercial signage, like roadside stands; no pole signs existed nor were they encouraged);
  - ii) A reflection of the character of the road, its heritage, its prominence in the Lake Erie Waterfront and Carolinian Corridor trail systems, the reduced speed limits;
  - iii) The interest in keeping things low key to recognize the primary land uses, they being agricultural and residential.

The zoning is primarily General Agricultural (A1.1) for non-residential properties. The Sign By-law regulations vary with the zoning. While a winery itself might be considered a commercial activity, it is subject to the Sign By-law regulations applicable to the Agricultural zoning. It does not enjoy the more open regulations available to commercial uses in Highway Commercial zoning for example, where commercial uses are clustered amongst like uses.

I trust this satisfies your query.

Best,

**Rita Jabbour, RPP. BA. MSc | Manager, Planning Services**

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**From:** Annemarie Grant [REDACTED]

**Sent:** Sunday, July 5, 2020 2:59 PM

**To:** Jabbour, Rita <rjabbour@essex.ca>

**Cc:** Bjorkman, Steve <sbjorkman@essex.ca>; Bondy, Sherry <sbondy@essex.ca>; Garon, Joe <jgaron@essex.ca>

**Subject:** Questions regarding the sign bylaw

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Hello, I am a resident on County Road 50. I live directly across from CREW. I have asked to be a delegate at the July 13th public meeting so that I may speak. To help me better understand the original intent of the 2015 sign bylaw I have a few questions.

1. What was the original justification of keeping signs at no more than 2 metres high and non-electronic with the 2015 bylaw? In other words, were citizens consulted, was its development based on best practices, etc?
2. How much money (including man-hours) did the 2015 sign bylaw cost our town to create?
3. The zoning for CR 50 (as per your survey) suggests CREW is agricultural. I just want to be clear there are no commercial establishments (outside the Village) on CR50. Is this correct?

Many thanks for your time and attention to my questions.

Anne Marie Grant

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