



County Road 50 Sign By-law Review

Public Meeting
Monday, July 13, 2020



The Sign By-law

- Adopted by Town Council in 2015
- Regulates the installation and maintenance of **all permanent and temporary signage** in the community whether:
 - Related to a business or a home occupation, or
 - General product, activity, or event advertising
- On January 20, 2020, Council directed Administration to review the By-law specific to signage along County Road 50

Study Area



Character of County Road 50

- Traditionally characterized by a mix of residential, recreational, and farm operations.
- Business activity on County Road 50 has changed in recent years with the introduction of **agri-tourism activities** such as:
 - Wineries
 - Bed and Breakfast Facilities
 - Camps, Retreats, Cottages
 - Food Processing Plant



Character of County Road 50

- Regulations in the Sign By-law are currently categorized by Zoning District





Signage Currently Permitted in Agricultural Districts

Type of Sign	Maximum Height	Maximum Sign Face Area	Other Regulations
Ground Sign	2 m / 6.5 ft	4 sq. m / 43 sq. ft	Non-electronic changeable letters are permitted as part of a ground sign
Temporary Portable Sign		4 sq. m / 43 sq. ft	For special occasions and events only

2015 Rationale:

- A reflection of the existing signage in place for non-residential establishments;
- Acknowledging the predominately rural, low key character of the road, its importance as an active transportation corridor, the reduced speed limits, and the wide physical spacing between non-residential uses;
- Balancing increasingly diverse land uses.

Permitted Signage in Agricultural Districts



A business identification sign is permitted and may be located on a building wall or may be a free-standing **ground sign**, as depicted in the image above.



A **non-electronic changeable-letter sign**, as depicted above, is permitted.



A temporary special occasion **portable sign**, as in the example above, is permitted subject to the issuance of a temporary sign permit.

Signage Not Permitted in Agricultural Districts



A **pole sign**, as in the examples above, is a free standing sign and differs from a ground sign, is currently not permitted.



An **electronic media sign**, as in the examples above whether part of a free-standing pole sign or part of a ground sign, is currently not permitted.





Amendments for Consideration

- Changes in the business environment of County Road 50, particularly in relation to agri-tourism related activities, have resulted in recent requests to amend the current sign regulations to:
 - permit pole signs which are higher than ground signs, and to
 - allow electronic media identification and advertising signs.



Public Consultation Efforts

Information Package and Online Survey:

- Town of Essex Website
- Social Media Releases
- Notice in Essex Free Press and Harrow News
- Email to Stakeholders within the Harrow & Colchester South Chamber of Commerce and Explore the Shore
- Direct Mail to 300+ Property Owners fronting County Road 50

Public Consultation Efforts



SURVEY:
Town of Essex
County Road 50 Sign By-law Amendments

PRIOR TO JULY 3, 2020:

- Complete the Online Survey posted to the Town's website at www.essex.ca/CR50SignSurvey; or
- Scan and email this Survey to CR50signbylaw@essex.ca; or
- Mail a hard copy of this Survey to the Planning Division at Town of Essex, 33 Talbot Street S, Essex, Ontario N8M 1A8; or
- Provide your input via telephone at (519) 776-7336 ext. 1128.

1. Do you think that the signage used by various non-residential uses along County Road 50 (CR50) could be improved? Yes No

If yes, how can signage be improved (as it relates to business identification or advertising):

2. If signage forms a part of the community's appearance, how would you describe CR 50's visual appearance generally and how would you judge the aesthetic impact of existing business signage?

Aesthetic appearance along CR50:
Negative Neutral Positive

Contribution of existing signage to the appearance of the community:
Negative Neutral Positive



Would you be in favour of an electronic media sign component as part of a business identification/business advertising sign along CR 50?

Yes

Yes with restrictions on: size? hours of operation? brightness of light?

No

Would you be in favour of permitting pole signs for a business identification/business advertising sign along CR50? Pole signs are higher than the currently-permitted sign height of 2m (6.5 feet).

Yes

Yes with restrictions on: size? sign height?

No

Do you support the use of temporary business signage such as:

A-frame signs (small signs placed in the boulevard by day and removed by night) to identify a business, a product or an event on the same property?

Large two-sided portable signs placed to advertise a business, a product or an event on the same property?

Should there be a time limit placed on the use of a portable sign –

Yes: by day? by week? by month?

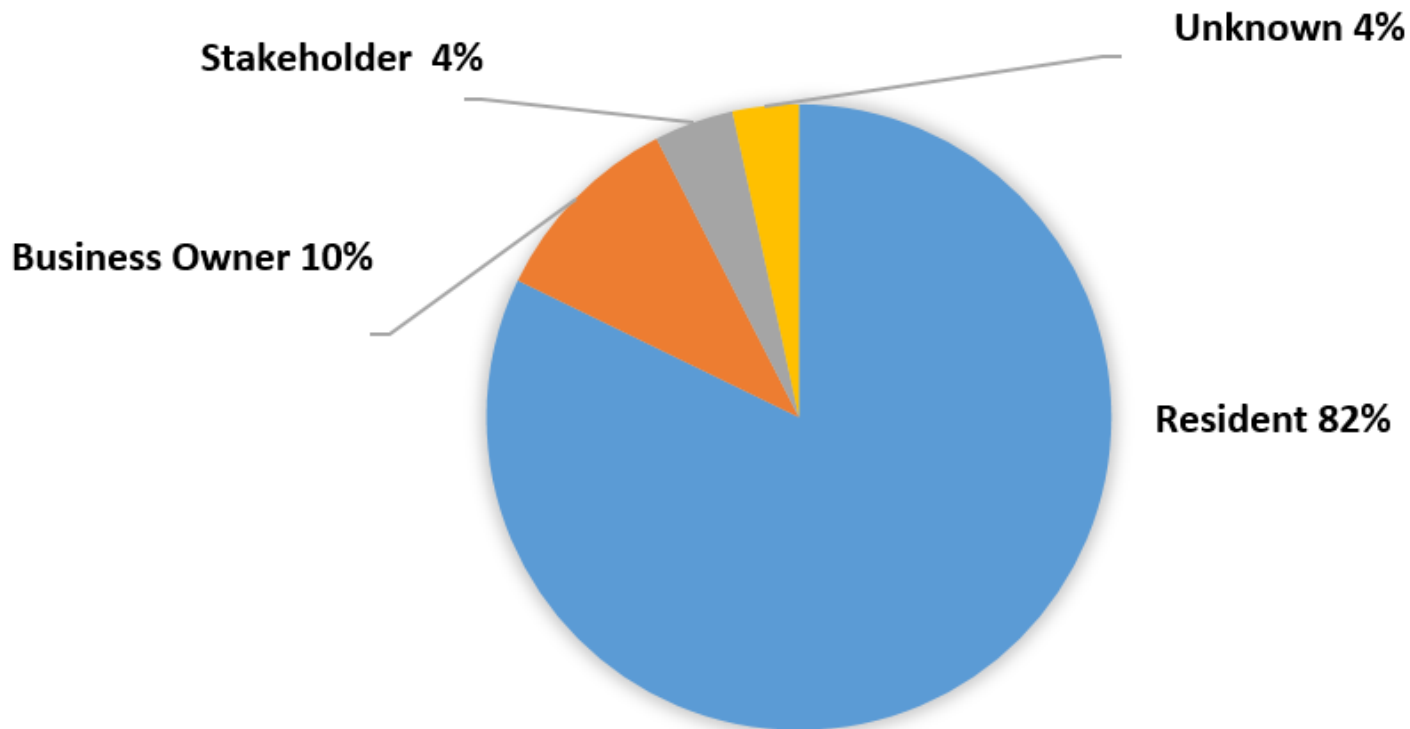
No

Any other comments, requests or recommendations?

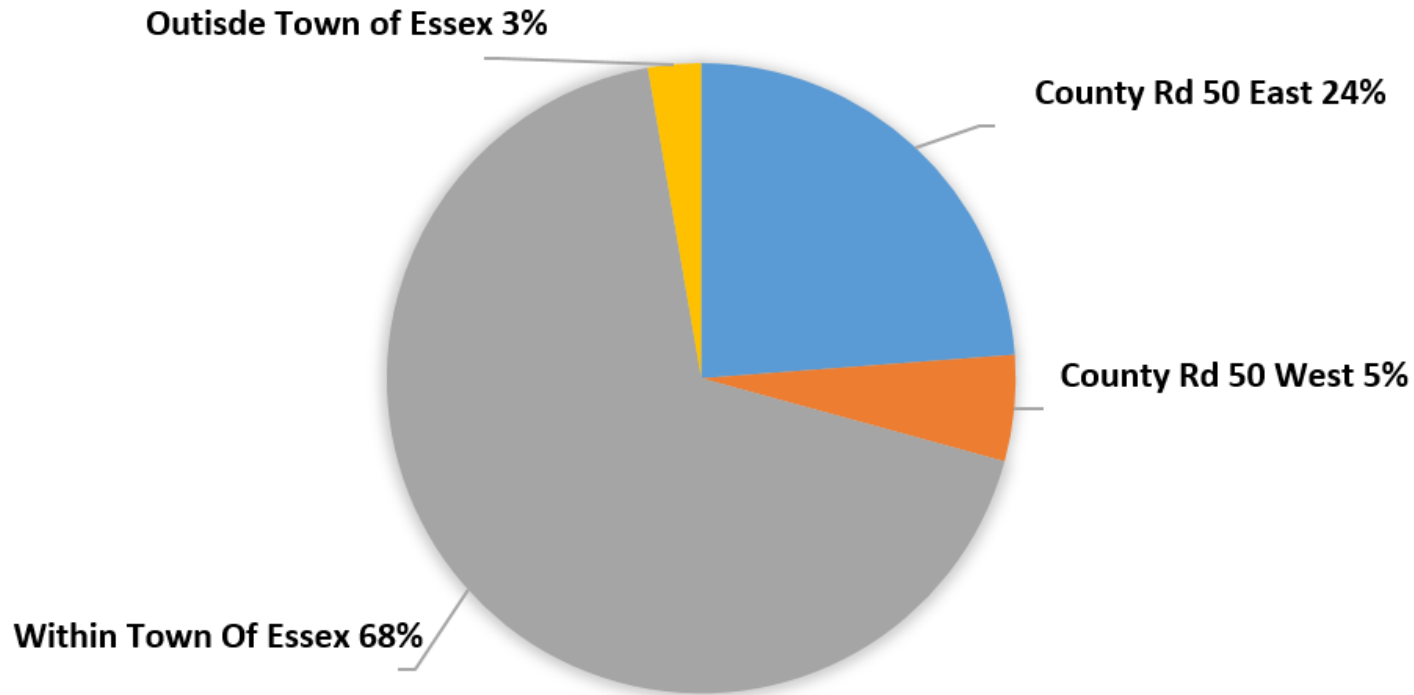
Thank-you for your participation.



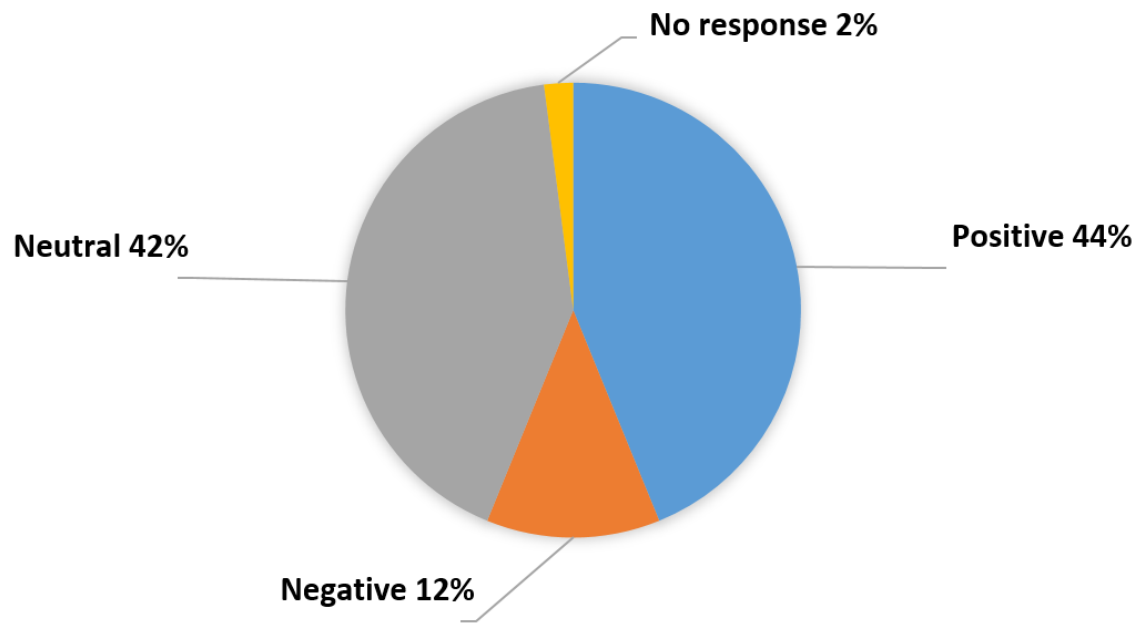
Survey Results: Demographics



Survey Results: Demographics



Survey Results: Contribution of Existing Signage on CR 50



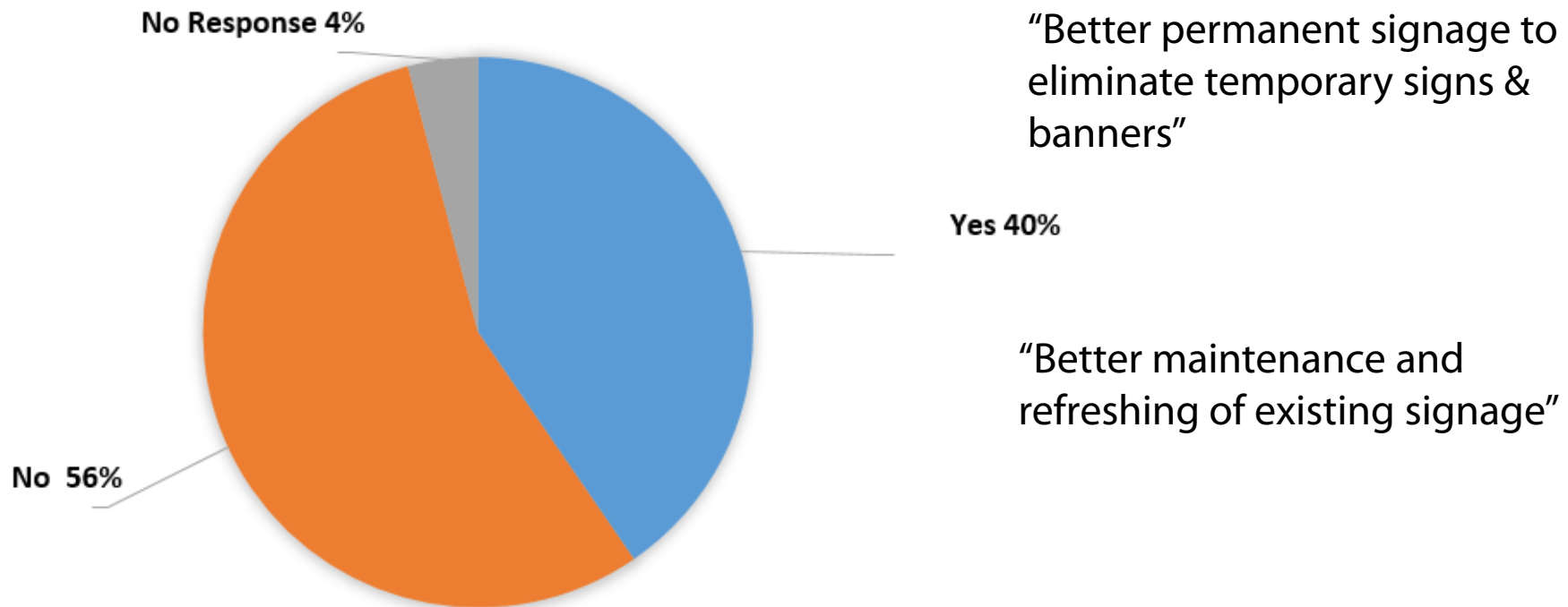
"Appealing, charming"

"Maintains rural character"

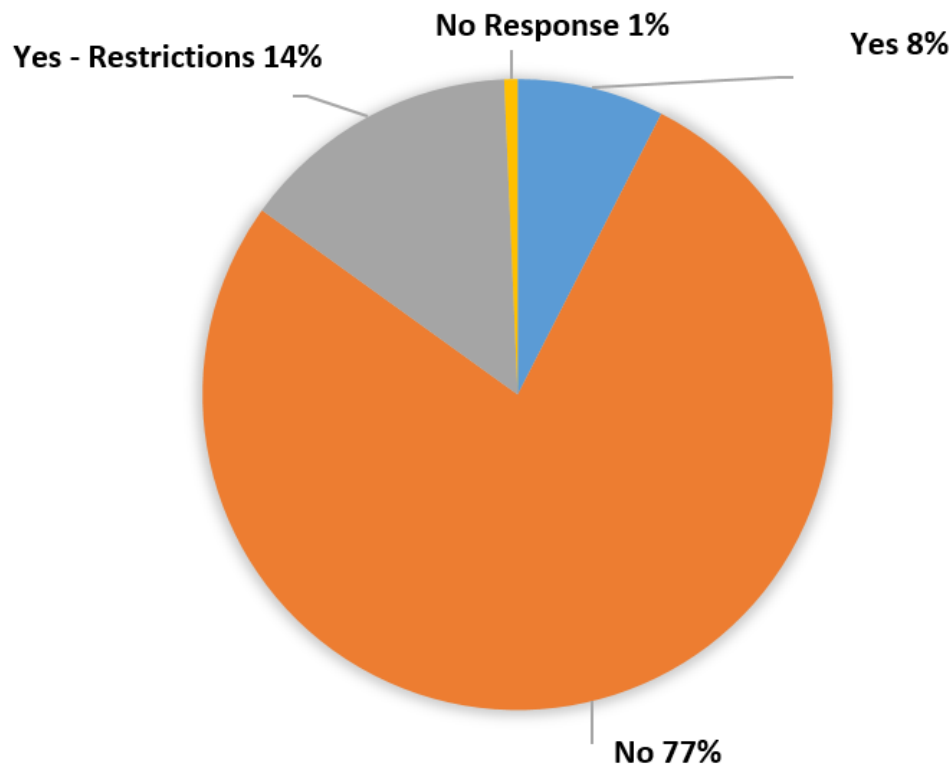
"Tasteful, unobtrusive"

Survey Results:

Does Signage on CR 50 Need Improvement?



Survey Results: Electronic Media Signs



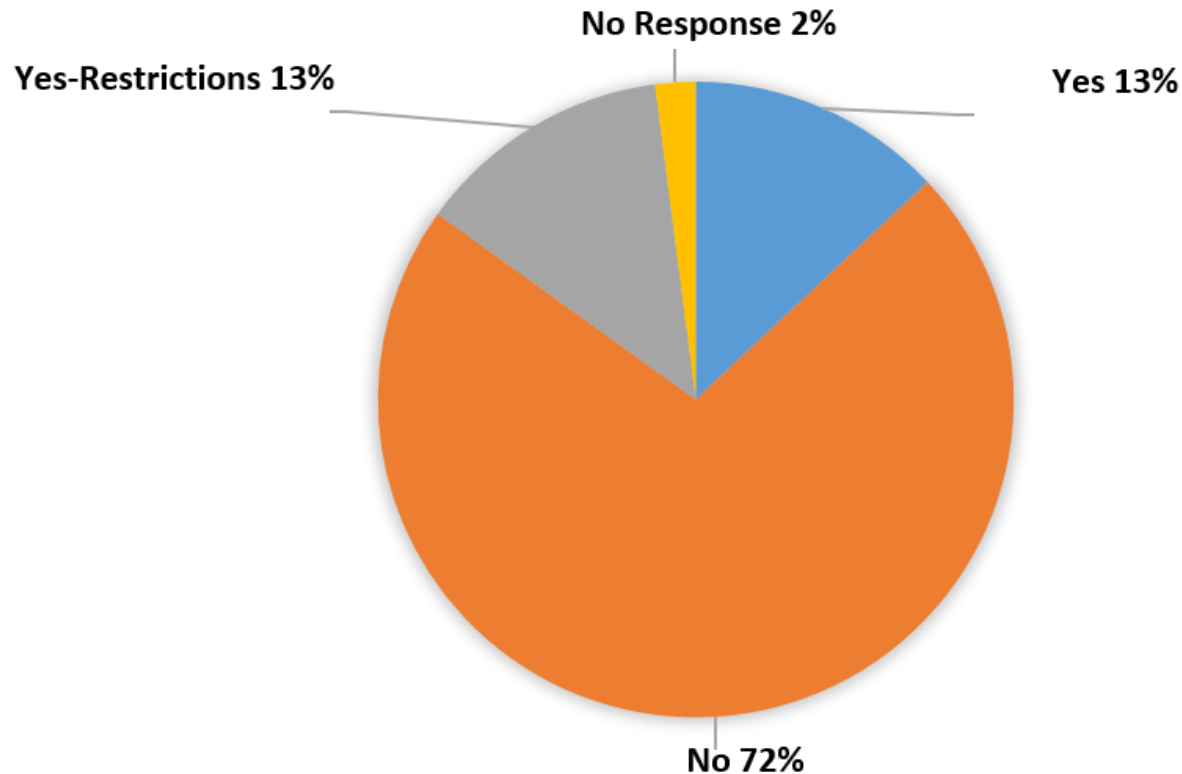
"Contrary to rural character"

"Night sky compliance"

"Concerns with animation, distraction"

"Concerns with brightness, size, and hours of operation"

Survey Results: Pole Signs



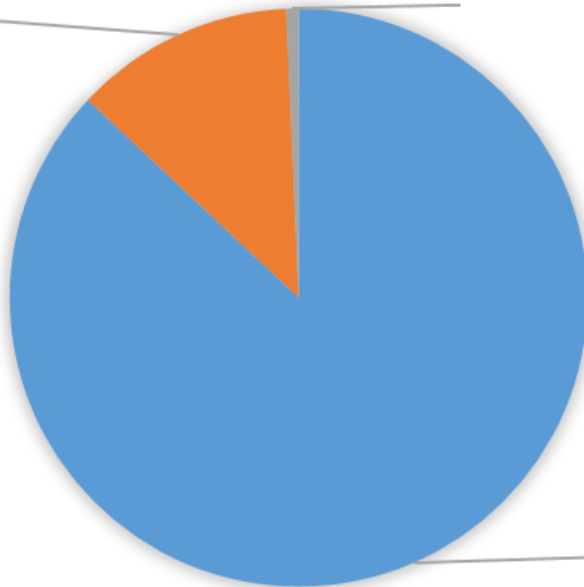
"Contrary to rural character"

"Concerns with height"

Survey Results: Portable Signs

No 12%

No Response 1%



"Only for special events along CR 50"

"Not an alternative to permanent signage"

"Time limit by event or duration"

Yes 87%



Survey Results: Most Common Themes, Suggestions

- Maintain rural character
- Professionally-designed signs pleasing both customers and residents
- Accommodate business needs / permit more flexibility without pole signs or electronic media component
- Standardized signage specific to CR 50



Other Correspondence Received

- Colchester Ridge Estate Winery
- Anne Marie Grant
- Kathy Langlois
- Richard Herniman



Next Steps

- Administration to Prepare Report to Council
- Final Report and Draft Sign By-law Amendments, if any are recommended, to be presented at August 4th Regular Council Meeting for decision-making
- No appeal period
- Applications for Site-specific Sign By-law Amendments



Questions, Comments, Discussion