



Report to Council

Department: Development Services
Division: Planning
Date: September 21, 2020
Prepared by: Jeff Watson, Planner
Report Number: PLANNING2020-24
Subject: DB Media Billboard Sign Request
Number of Pages: 22 (including attachments)

Recommendation(s)

That Planning report PLANNING2020-24 entitled DB Media Billboard Sign Request prepared by Jeff Watson, Planner, dated September 21, 2020 be received, and

That Council approve Bylaw 1946 to permit the erection of two (2) permanent off-site advertising signs (billboards) on the agricultural lands East of 15647 County Road 8; and, at 2776 County Road 20 East with the following provisions:

- a) The billboard will have maximum dimensions of 2.5 meters in height, 5 meters in width, a maximum height of 5 meters above the ground and it shall have a minimum setback of 41 meters from the centerline of the road abutting the lot on which the sign is located;
- b) The sign shall be of a fixed media format, not of an electronic or changeable copy format;
- c) The sign will advertise a single business, organization, event or activity located in the Town of Essex or serving the local community;

- d) It shall not be used to advertise a product, unless that is in combination with, directly associated with and subordinate to the advertised business, organization, activity or event;
- e) The sign shall be erected on site in a manner and location satisfactory to the Chief Building Official;
- f) The erection and maintenance of the sign and media content placed on the sign shall also satisfy all conditions required by the County of Essex.
- g) The sign shall be constructed and maintained in good practice.
- h) The Town reserves the right to remove or order the removal or alteration of a sign or its contents when, as determined by the Chief Building Official, the sign does not comply with the provisions of this by-law or such other applicable law.

Purpose

To obtain Council's approval of a site specific sign bylaw amendment to permit two (2) billboards at specific locations within the Town of Essex.

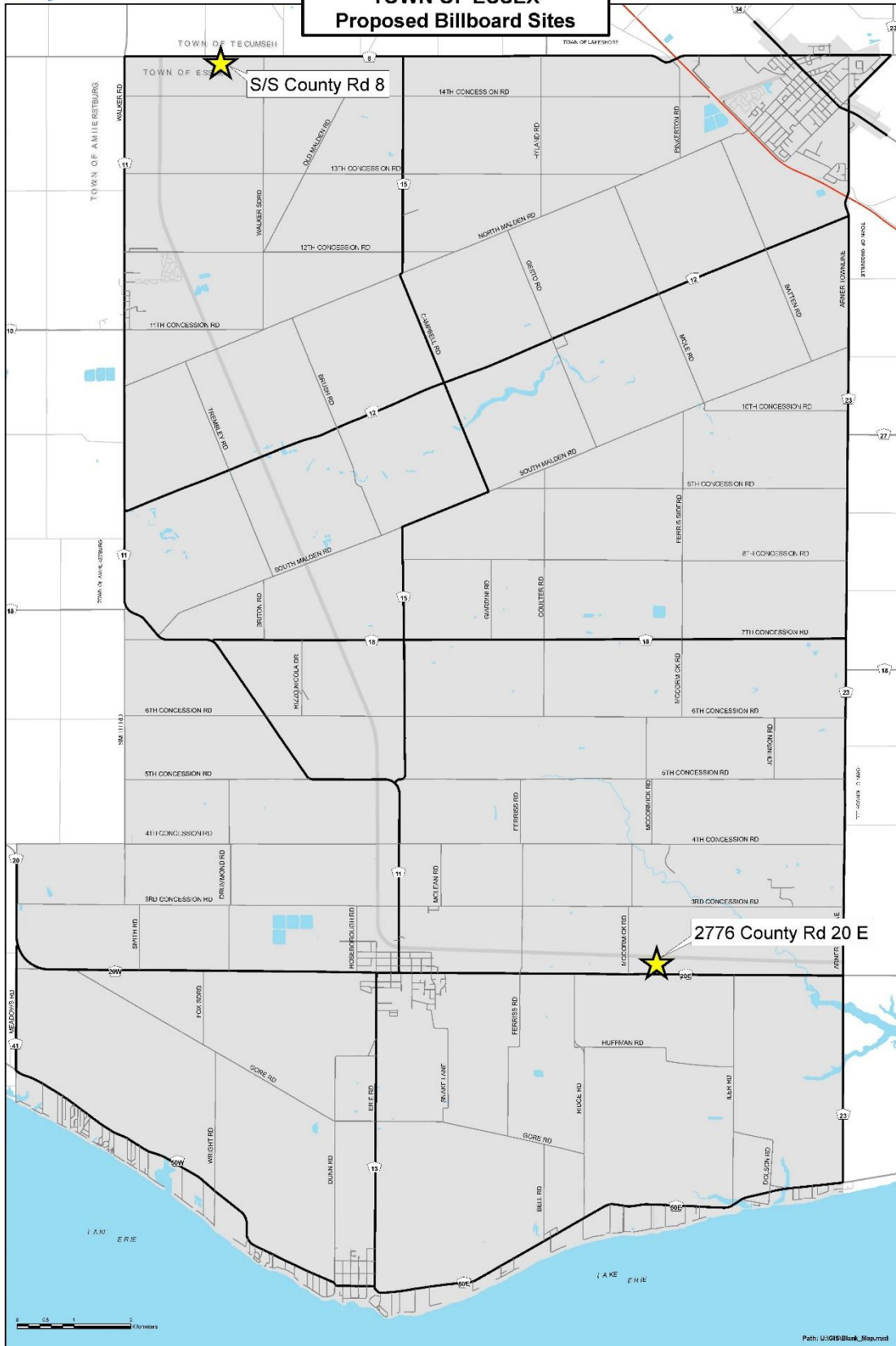
Background and Discussion

An application for a site specific amendment to Bylaw 1350, being a Bylaw regulating the erection of signs in the Town of Essex, has been submitted by Mr. Brian Curtis of DB Media for the erection of two (2) Billboard signs in total at the following locations:

- Agricultural lands East of 15467 County Road 8; and,
- 2776 County Road 20 East.

A copy of the applicant's request is attached to this report. The location of the subject lands are identified below:

TOWN OF ESSEX Proposed Billboard Sites



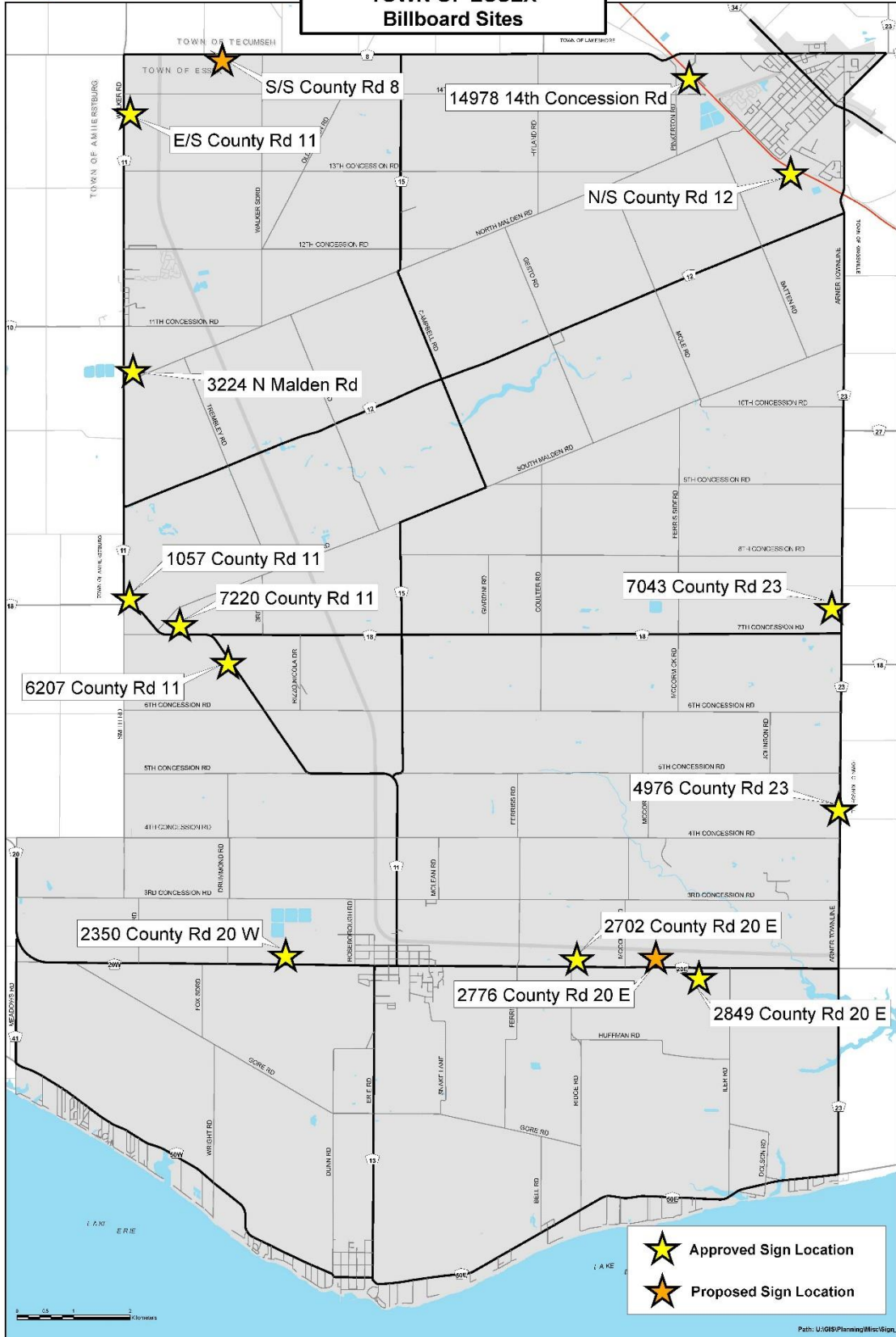
Note: Billboard approval for the site located at 7045 County Road 23, as requested in the applicant's letter, was granted on November 16, 2015 through Bylaw 1463. Therefore, no further approval is required for this site.

By-law 1350, the Town of Essex Sign By-law, does not provide for permanently erected off-site signs such as billboards. A *Billboard* is defined as a freestanding off-site sign permanently affixed to the ground used to identify or advertise an off-site use, activity, product or services. Such signs can be intrusive, aesthetically displeasing and may not be well-received by the public. Instead, the option to consider and approve locations for them rests solely with Council.

Council can directly oversee the placement of Billboards on a site-specific basis by adoption of a by-law to permit the issuance of a sign permit. To date, twelve (12) locations have been approved for billboard placement, and ten (10) such signs have been erected along County roads and Highways within the Town.

The location of sites approved for billboards and the location of the proposed billboards are identified below:

TOWN OF ESSEX Billboard Sites



The design of the proposed billboards is identified in **Figure 2**. The design is standardized and repeated in other municipalities in the County of Essex.



Figure 2. Proposed 8' X 16' Billboards

To address the potential negative impacts of billboards and other off-site advertising signs, Council can limit them:

- to specific zoning districts or, conversely, not permit them in specific zoning districts;
- by size and form of media;
- by separation from another off-site sign;
- restrict them to specific roads , or, alternatively, prohibit them on specific roads;
- all of the above.

In 2015, Council adopted criteria for the placement of permanent off-site signage. Planning report PLANNING2015-15 setting out the criteria is attached to this report. The criteria takes into consideration the roads where such signage might be requested and where exposure for businesses would be greatest. There is a general minimum distance separation of one (1)

kilometer between signs so as to reduce the potential for sign pollution and negative visual impacts on other land uses. The County requires a 40 metre (135 foot) setback from the centerline of the road as well.

DB Media wishes to erect the billboards to be made available for general advertising purposes. Mr. Curtis is aware of the Council mandated conditions applicable to them, as set out in the terms of approval in the by-law and is in agreement with them. DB Media has erected nine (9) of the ten (10) signs currently in place. They have been generally accepted by the public and they have proven to be popular with local businesses and regional businesses serving Town residents.

It is recommended that Bylaw 1946 approving the erection of the two (2) signs, one each at the respective locations, be approved. Like the other approved signs, they will be well separated from adjacent dwellings and not directly across from any so as not to be intrusive to local residents.

Financial Impact

None.

Consultations

Rita Jabbour, RPP, Manager, Planning Services

Link to Strategic Priorities

- Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- Manage responsible and viable growth while preserving and enhancing the unique rural and small town character of the community.
- Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.
- Improve the Town's capacity to meet the ongoing and future service needs of its citizens while ensuring the corporation is resilient in the face of unanticipated changes or disruptions.

Report Approval Details

Document Title:	DB Media BillBoard Sign Request.docx
Attachments:	- Bylaw 1946.docx - Planning 2015-15 - By-law 1350 and Off-Site signs.pdf - Town of Essex Application.pdf
Final Approval Date:	Sep 14, 2020

This report and all of its attachments were approved and signed as outlined below:



Lori Chadwick, Director, Development Services - Sep 14, 2020 - 4:18 PM



Chris Nepszy, Chief Administrative Officer - Sep 14, 2020 - 5:49 PM