

The Corporation of the Town of Essex

By-Law Number 1946

Being a by-law Regulating the Erection of Signs in the Town of Essex

Whereas Section 11(1) of the Municipal Act, R.S.O. 2001 authorizes a municipality to provide a service that the municipality considers necessary or desirable for the public;

And whereas Section 11 (3) of the Municipal Act, R.S.O. 2001 authorizes a municipality to pass by-laws respecting matters within its jurisdiction;

And whereas Council of the Town of Essex did pass By-Law Number 1350 being a by-law regulating the erection of signs in the Town of Essex on July 13, 2015;

And whereas DbMedia Essex wishes to erect a billboard sign in the municipality at three locations;

And whereas Council of the Town of Essex desires to permit DbMedia Essex to erect two (2) billboard signs in the municipality;

Now therefore be it resolved that the Council of The Corporation of the Town of Essex enacts as follows:

1. DbMedia Essex may erect one (1) billboard sign at each of the following two locations:
On the farm east of 15467 County Road 8 and on the farm at 2776 County Road 20 East;
2. The following provisions shall apply to the erection and maintenance of any sign permitted by this by-law:
 - 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 4.1 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) The sign 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.
3. For the purpose of this by-law, **"Billboard"** means a freestanding off-site sign permanently affixed to the ground used to identify or advertise an off-site business, organization, event or activity.

This By-law shall take effect on the day of the passing thereof.

Read a first, a second and a third time and finally passed this 21st day of September, 2020.

Mayor

Clerk