

## **The Corporation of the Town of Essex**

### **By-Law Number 2297**

Being a by-law to Amend By-law Number 2167 A  
Bylaw Regulating the Erection of Signs in the  
Town of Essex For the Property Municipally  
known as 14978 14th Concession Road

**WHEREAS** Subsection 11(4) of the Municipal Act, R.S.O. 2001 authorizes Council to prohibit or regulate signs, other advertising devices and the posting of notices and whereas Council deems it expedient to exercise such powers;

**AND WHEREAS** amendments to By-law 2167, the Town of Essex general sign by-law, are considered from time to time to better reflect the needs of organizations and business enterprises;

**Now Therefore** the Council of the Corporation of the Town of Essex enacts as follows:

1. That a billboard sign be erected, with one (1) static billboard sign face facing West bound traffic, and one (1) digital Media billboard sign face facing east bound traffic located at 14978 14<sup>th</sup> Concession Road, subject to the following.
  - a. All works constructed under the passing of this by-law be considered a "billboard" in accordance with by-law 2167;
  - b. The billboard will have a maximum dimension of 3.04 metres in height, and 6.09 metres in width, and overall height of 8.7 metres, and will be located 30.12 metres from the highway 3 property line.
  - c. All billboards erected and maintained by this By-law shall adhere to Schedule "B" of By-law 2167 unless otherwise specified within this by-law;
  - d. The billboard facing west bound traffic will have relief from Schedule "B" Section 1.6 to include an Electronic Media Sign;
    - i. Any portion in whole or in part of the electronic media sign shall adhere to section 11.4 of By-law 2167, except for section 11.4 c);
    - ii. Any portion in whole or in part of the electronic media sign shall have a minimum image duration of 20 seconds and the transition time between images shall be less than one second;
  - 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 erection and maintenance of the sign and media content placed on the sign shall also satisfy all conditions required by the Ministry of Transportation;
2. That the works constructed under this by-law are valid for 5 years following the adoption of this by-law at which this By-law will expire, unless a valid permit from the Ministry of Transportation is provided.

3. That this by-law shall take effect on the day of its final passing by Council.

**Read a first, a second and a third time and finally passed on February 5, 2024.**

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Mayor

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Clerk