



Report to Council

Department: Development Services
Division: Planning
Date: June 21, 2021
Prepared by: Jeff Watson, Planner
Report Number: Development Services-2021-02
Subject: Colchester Ridge Estate Winery (CREW) Request for Site-Specific Sign By-law Amendment
Number of Pages: 6 plus attachments

Recommendation(s)

That Development Services Report 2021-02, **entitled** "Colchester Ridge Estate Winery (CREW) Request for a Site-specific Sign By-law Amendment" be received; and

That Council approve By-law 2039, Being a Bylaw to Amend Bylaw 1350 Regulating the Erection of Signs in the Town of Essex for the Property Municipally known as 108 County Road 50 East, to permit the erection of a ground sign for 108 County Road 50 East, in accordance with the sign dimensions plan attached as Schedule "1" to the By-law.

Purpose

An application by Mr. Bernie Gorski of the Colchester Ridge Estate Winery (CREW) (108 County Road 50 West) has been submitted for the erection of a ground sign that exceeds the maximum permitted sign height and sign face area. Any site specific amendments to the Town's Sign By-law, Bylaw1350, **require Council's approval by by-law.**

Background and Discussion

An request for a site specific amendment to Bylaw 1350, being a bylaw regulating the erection of signs in the Town of Essex, has been submitted to the Town of Essex by Mr. Bernard Gorski of the Colchester Ridge Estate Winery (CREW), for the property located at 108 County Road 50 East. Attached is a copy of the request for amendment. A map of the subject site is located below in Figure 1.

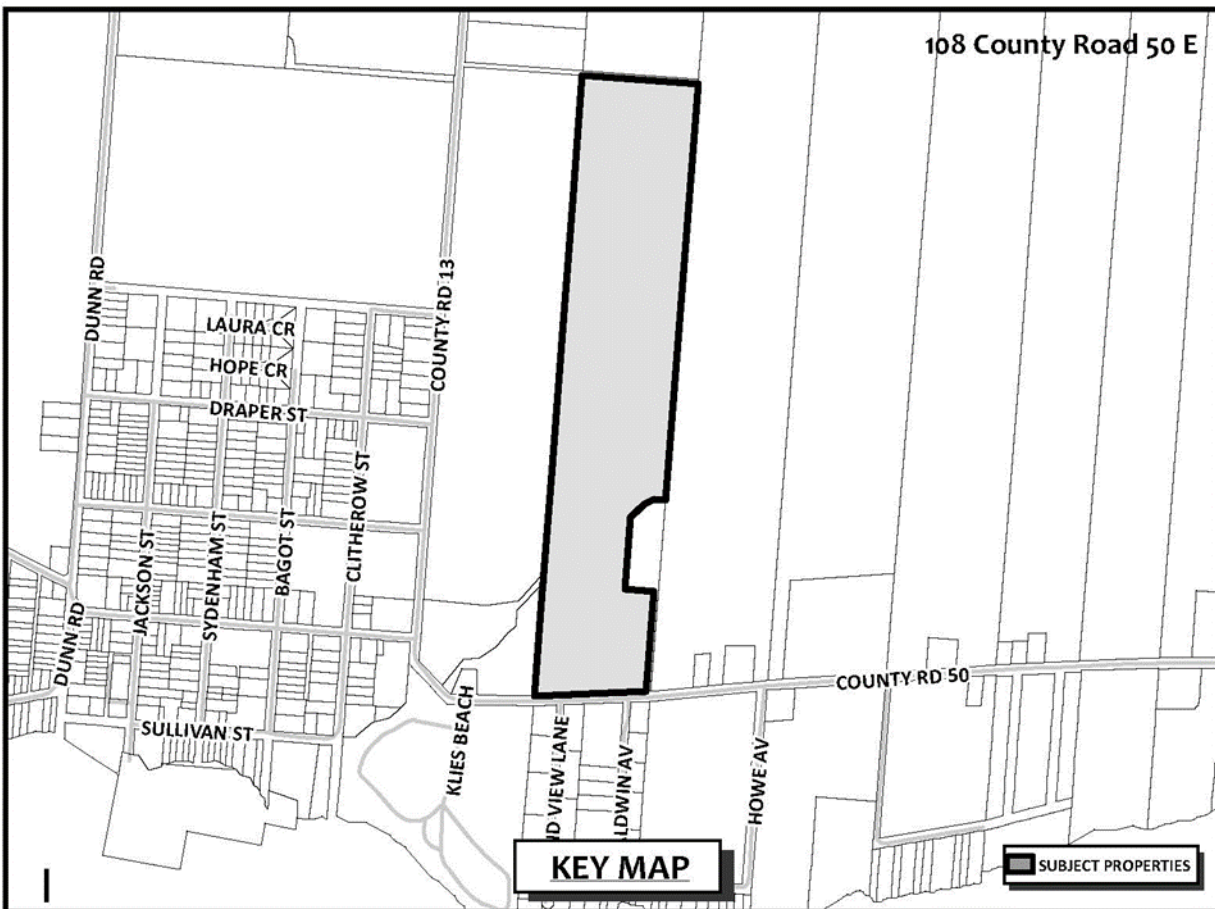


Figure 1 – Location Map

The proposed sign is shown conceptually below in **Figure 2**. This is a conceptual plan, showing the proposed components and information, however, it is not to scale.



Figure 2 – Concept Plan

Actual dimensions and the proper configuration is shown in **Figure 3** below and is incorporated into the site specific by-law.

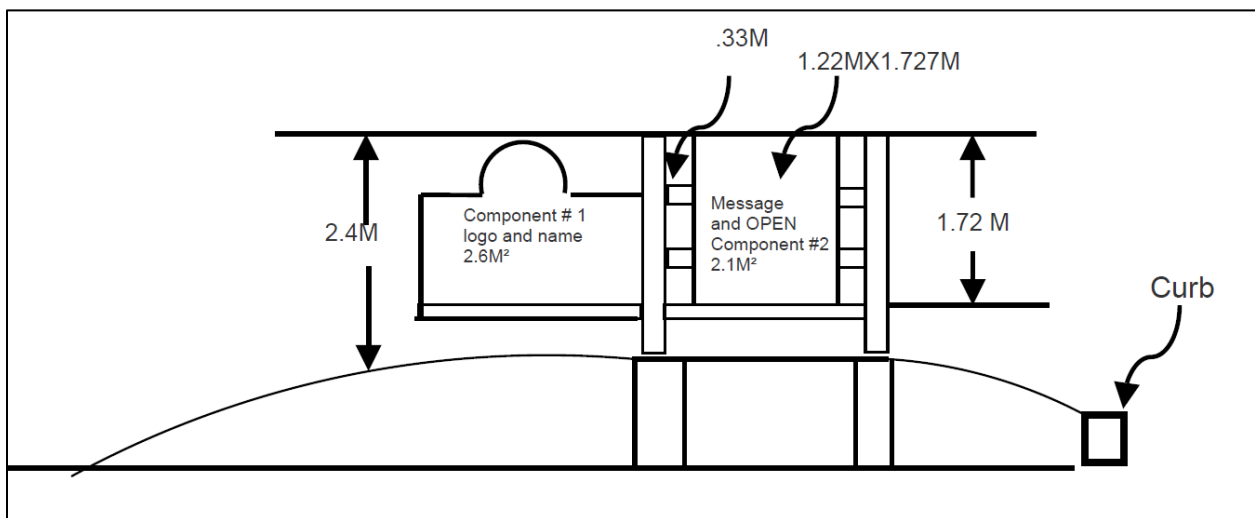


Figure 3 – Dimensioned Plan

COMMENTS

For lands zoned Agricultural A1.1, Sign By-law 1350 permits the erection of a free-standing ground sign, subject to the following regulations. The proposed CREW sign exceeds two of the maximum permitted limits. Additionally, the sign includes a small portion that will be internally **lit to indicate that the business is “Open”**. A lighted sign, which is defined as a sign that is either lit internally or externally to enhance its visibility, is not explicitly permitted nor prohibited under Bylaw 1350 and is therefore a proposed amendment that requires approval.

Regulation	Requirement	Proposed Amendments
Maximum height	2m (6.5 ft)	2.4m (7.7 ft)
Maximum sign face area (one side)	4m ² (43 sq ft)	5m ² (54 sq ft)
No regulation exists in Bylaw 1350 permitting a lighted sign in any zoning district.	No requirement.	Lighted sign requested.

It will be noted that the proposed sign does not include an electronic media sign (EMS) component, unlike the current sign. That will be removed and replaced by a static sign, as shown, showing advertising and business information. The dimensions of this static sign are similar to that of the EMS sign it replaces. The entire sign will be lit by floodlights, while the **“Open” portion will be internally lit. Both sign components, the new advertising and information component and the existing business identification component, will be mounted on the same existing structure, as shown on the sign dimensions plan.**

The increase in height and sign face area (the actual area of the sign on which words and images can be displayed, exclusive of the frame, decorative and structural components) is relatively minor. The height increase is necessitated by the CREW logo placed in the curved extension at the top of the sign, which is considered to be a complementary element, and the desire to match its height with the new sign component (like the previous EMS). The increase in sign face area is the result of size matching the EMS replacement sign section with the existing business identification sign.

Overall the sign conforms with the intent of By-law 1350 with regard to its design and is appropriate for a winery located in an agricultural area that is evolving into an agri-tourism destination. Development Services is currently looking at amendments to the sign by-law to complement other initiatives associated with the enhancement of agri-tourism business and service opportunities in the Town, particularly along County Road 50.

The County of Essex does not have a sign bylaw but rather utilizes a Best Management Practice Manual as a guide. These instructions are to be used in conjunction with all municipal bylaws. Since a County of Essex sign permit was issued to CREW in 2020, and since the sign is not being relocated closer to County Road 50, the County of Essex has determined that the existing permit is still valid.

Financial Impact

There are minimal financial impacts associated with costs to undertake normal administrative operations for reviewing the request to amend the Sign Bylaw, Bylaw 1350, and preparing this report. Costs are recouped through the application fee for Sign Bylaw Amendments, which is currently \$500.

Consultations

Rita Jabbour, Manager of Planning Services

Kevin Carter, Chief Building Official & Manager of By-law Enforcement

Kristoffer Balallo, Engineering Technologist, County of Essex

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:	CREW Sign By-law Amendment June 2021 - Development Services-2021-02.docx
Attachments:	- Bylaw 2039.docx - (Applicant Request) By-Law ammendment request Town of Essex.pdf
Final Approval Date:	Jun 15, 2021

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

A handwritten signature in black ink, appearing to read "Chris Nepszy".

Chris Nepszy, Chief Administrative Officer - Jun 15, 2021 - 1:42 PM