



Report to Council

Department: December 2, 2019

Prepared by: Jeff Watson, Policy Planner

Submitted by: Lori Chadwick
Director, Development Services

Report Number: Planning 2019-59

Subject: Approval of an off-site temporary advertising sign
for Just Drive Right Driving School
Jason Ferguson

Number of Pages: 2

RECOMMENDATION(S)

It is recommended that:

1. Planning report Planning 2019-59, entitled "Approval of an off-site temporary advertising sign for Just Drive Right Driving School" be received and
2. the placing of an off-site sign at 167 Talbot Street South for Just Drive Right Driving School be approved subject to the issuance of a sign permit and with the understanding that Just Drive Right Driving School may use this property for the placement of one off-site commercial advertising sign in the future, subject to the issuance of a sign permit on accordance with the provisions of By-law 1350.

REASON FOR REPORT

The Town of Essex Sign By-law, By-law 1350, does not permit off-site commercial advertising signs by right. For permanent off-site advertising signs, such as billboards, site specific by-law

approval by Council is necessary. For temporary off-site advertising signs, a resolution of Council is necessary. This applies to for profit commercial businesses not to special event signage of a charity or non-profit organization, e.g. Blood Clinic blood donor signage, which are not subject to the issuance of a sign permit.

COMMENTS

Jason Ferguson of Just Drive Right Driving School has requested Council's approval of a portable special event advertising portable sign to be placed at 167 Talbot Street South (Guardian Drugs). Written permission of the property owner has been given. Mr. Ferguson has rented space in the Essex Community Centre for his driving school classroom during the upcoming school holidays. He has a permitted portable sign on the Gosfield frontage in front of the community centre and seeks to have more exposure on Talbot Street.

By granting approval of a temporary advertising sign for this specific purpose at this location, Mr. Ferguson, with the continued permission of the property owner, may use this same location in the future, subject to the issuance of a sign permit for each occasion, in accordance with the provisions of the sign by-law. In the past years, similar approvals have been given to two parties for Christmas tree sales. A business can obtain up to 4 sign permits for portable advertising signage per calendar year. Each sign permit allows the sign to be in place for a maximum of 30 days.

Link to Strategic Priorities

N/A

Financial Impact

N/A

Reviewed by:

Lori Chadwick, Director, Development Services - concurs

Rita Jabbour, Manager, Planning Services - concurs