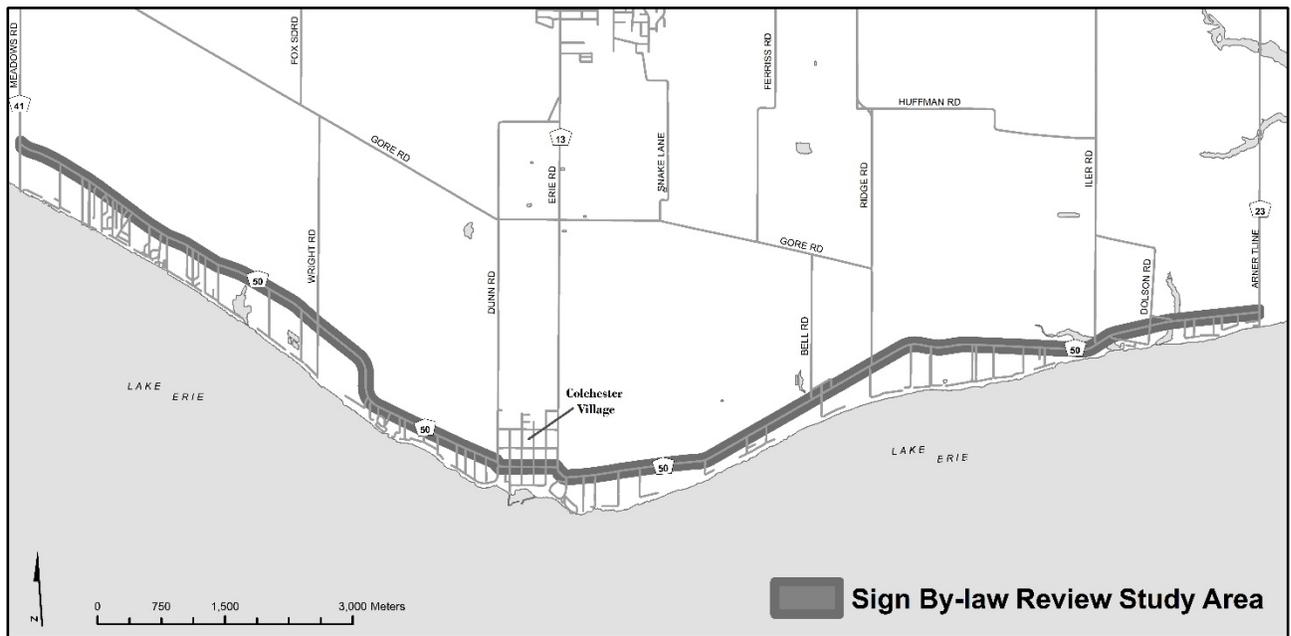


Information Package:

Town of Essex, County Road 50 Sign By-law Amendments

The Town of Essex Sign By-law #1350, which was adopted by Council in 2015, regulates the installation and maintenance of all signage in the community, whether related to a business or home occupation, or for general product, activity, or event advertising.

On January 20, 2020, Council directed Administration to review the Town's Sign By-law specific to signage along County Road 50 between County Road 41 (Meadows Road) and County Road 23 (Arner Townline).



As a property owner, business owner, or stakeholder along County Road 50 within the Town's limits, you are invited to provide input in advance of a Virtual Public Meeting to be held on July 13, 2020 where potential amendments to the Sign By-law will be considered by Council.

The Character of County Road 50:

Traditionally characterized by a mix of residential, recreational, and farm operations, the business activity on County Road 50 within the Town's limits has changed in recent years with the introduction of agri-tourism activities, such as wineries, bed and breakfast facilities, cottage sites, and a food processing plant. Although County Road 50 differs from a typical rural road, current signage is generally in conformance to the provisions of the Sign By-law for agricultural districts.



Current County Road 50 Sign Regulations:

Currently, the regulations in the Sign By-law are categorized by Zoning District, such as Residential or Industrial, as set out in the Town's Zoning By-law. Most non-residential properties located on County Road 50 are zoned Agricultural as depicted below.



Type of signage currently **permitted** in Agricultural Zoning Districts:

Type of Sign	Max. Height	Max. Sign Face Area	Other Regulations
Ground Sign	2 m / 6.5 ft	4 sq. m / 43 sq. ft	Non-electronic changeable letters are permitted as part of a ground sign
Temporary Portable Sign		4 sq. m / 43 sq. ft	For special occasions and events only

A business identification sign is permitted and may be located on a building wall or may be a free-standing **ground sign**, as depicted in the image below.



A **non-electronic changeable-letter sign**, as depicted below, is permitted in Agricultural Districts.



A temporary special occasion **portable sign**, as in the example below, is permitted subject to the issuance of a temporary sign permit.



Type of signage currently **not permitted** in Agricultural Zoning Districts:

A **pole sign**, as in the examples below, is a free standing sign and differs from a ground sign, is currently not permitted in Agricultural Districts on County Road 50.



An **electronic media sign**, as in the examples below whether part of a free-standing pole sign or part of a ground sign, is currently not permitted in Agricultural Districts on County Road 50.





Amendments for Consideration:

Changes in the business environment of County Road 50, particularly in relation to agri-tourism related activities, have resulted in recent requests to amend the current sign regulations to:

- permit pole signs which are higher than ground signs, and to
- allow electronic media identification and advertising signs.

Your Input is Important:

As a property owner, business owner, or stakeholder along County Road 50 within the Town's limits, you are invited to assist Administration in providing your input as a part of our review of the current sign regulations along County Road 50.

You may participate in on of the following ways ways:

- Complete the Online Survey posted to the Town's website at www.essex.ca/CR50SignSurvey prior to July 3, 2020; or
- Provide your input via telephone at (519) 776-7336 ext. 1128 prior to July 3, 2020.

Virtual Public Meeting:

The results of our consultation efforts and Administration's report on the proposed amendments to the Sign By-law will be presented at a Virtual Public Meeting to be held on Monday, July 13, 2020 from 6:00 to 7:30 pm. Should you wish to join the Virtual Public Meeting, please provide your name, address, email address, and phone number to the Clerk via clerks@essex.ca or (519) 776-7336 ext. 1132. Participants will be contacted directly with instructions prior to the meeting.