



The Corporation of the Town of Tecumseh

Development Services

To: Mayor and Members of Council

From: Brian Hillman, Director Development Services

Date to Council: May 28, 2024

Report Number: DS-2024-15

Subject: Sign By-law Amendment
To Permit Digital Billboard Signs in the Walker Road Corridor of
Oldcastle
OUR FILE: C01 SIGN

Recommendations

It is recommended:

That Report DS-2024-15, entitled “Sign By-law Amendment to Permit Digital Billboard Signs in the Walker Road Corridor of Oldcastle”, **be received**;

And that a by-law having the effect of amending the Tecumseh Sign By-law 2018-33 to permit digital billboard signs along the Walker Road/County Road 11 corridor within the Oldcastle Settlement Area from Highway 401 to McCord Lane, in keeping with Report DS-2024-15, **be adopted**.

Background

Tecumseh Sign By-law

In 2018, Town Council adopted the Sign By-law 2018-33, which regulates the placement and erection of permanent and temporary signs. The Sign By-law currently does not specifically define and address digital billboard signs but defines two types of signs that are prohibited in the Town that would be similar in nature to that which is proposed:

1. A Billboard Sign, defined as: "...a sign that is rented or leased but does not include a portable sign."; and
2. An Off-Site Sign, defined as: "...a sign identifying a property or displaying advertising related to a property other than the property on which the sign is located."

Prior Delegation Request – Amend Sign By-law

At the March 26, 2024 Regular County Meeting, the owner of a local sign company ("the proponent") appeared before Council as a delegation requesting that the Tecumseh Sign By-law 2018-33 ("Sign By-law") be amended to permit digital billboard signs along the Walker Road/County Road 11 corridor within the Oldcastle Settlement Area from Highway 401 to McCord Lane (see Attachment 1). To assist Council in its consideration of the delegation's request, Report [DS-2024-07](#) was prepared by Administration. That report, which was received by Council, provided a summary of the proponent's request, including details/specifications of the proposed type of sign, along with a review of sign by-laws from regional and other Ontario municipalities, to illustrate how the proposed type of sign is being regulated elsewhere.

Administration concluded that there was a basis to support the proponent's request to permit digital billboard signs in the limited area suggested and subject to specific regulations. By restricting the area in which these types of signs can be erected, the Town will have the ability to monitor their impact on the community before considering allowing them elsewhere in the municipality. Accordingly, Report DS-2024-07 recommended that a further Administrative Report be prepared that would include draft regulations and proposed changes to the Sign By-law for consideration at a future meeting of Council. Report DS-2024-15 provides this information and recommends the adoption of an associated amendment to the Sign By-law.

Comments

Sign By-law Amendment

Town Administration has prepared a draft by-law that would amend the Sign By-law (see Attachment 2) and introduces specific requirements for the proposed types of signs along the Walker Road/County Road 11 corridor within the Oldcastle Settlement Area from Highway 401 to McCord Lane. The draft amending by-law introduces requirements and specifications that regulate the:

- i) locational restrictions regarding placement of a sign in relation to nearby street intersections, residential areas and other similar signs within the Walker Road corridor;

- ii) maximum length, height and area of a sign;
- iii) minimum setback from street centreline of Walker Road for a sign depending on its overall area/size;
- iv) lighting specifications of the sign such as intensity of illumination and luminance; and
- v) display/message specifications.

Given that any future Town application for a sign permit would also require a County of Essex permit (since Walker Road is a County Road), the Town regulations being proposed through the amendment conform to the County's regulations. Town Administration has advised the proponent of the proposed requirements and specifications that will regulate the signs and the proponent had no concerns.

Conclusion

Based on the foregoing, and in accordance with Report DS-2024-07, Town Administration recommends that Council pass a by-law amending the Tecumseh Sign By-law 2018-33 to permit digital billboard signs along the Walker Road/County Road 11 corridor within the Oldcastle Settlement Area from Highway 401 to McCord Lane, in keeping with Report DS-2024-15.

Consultations

None.

Financial Implications

None.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input checked="" type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

Communications

Not applicable

Website

Social Media

News Release

Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

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Reviewed by:

Chad Jeffery, MA, MCIP, RPP
Manager Planning Services & Local Economic Development

Reviewed by:

Brian Hillman, MA, MCIP, RPP
Director Development Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1.	Potential Location of Billboards Map
2.	Sign By-law Amendment