



DEVELOPMENT SERVICES *Staff Report*

REPORT NO: DS-2024-17

TO: Council

SUBMITTED BY: Harold O’Krafka, MCIP RPP PLE
Director of Development Services

PREPARED BY: Andrew Martin, MCIP RPP
Manager of Planning and Economic Development

Cameron Miller, MA MCIP RPP
Senior Development Planner

REVIEWED BY: Greg Clark, Acting Chief Administrative Officer

DATE: December 16, 2024

SUBJECT: Billboard Sign Renewals

RECOMMENDATION:

THAT Report DS-2024-17 be endorsed.

SUMMARY:

This report is prepared annually to advise of the status of each of the billboard signs licensed in the Township of Wilmot. The report details the condition, status of payment and provides recommendations for renewal, or renewal subject to conditions, for each of the billboards.

BACKGROUND:

The Township’s Sign By-law 2002-68, sets out limitations on size, messaging, and location of billboards throughout the Township. The By-law further requires annual review of billboards, and Council’s approval to renew billboard licenses. There are presently 3 billboards licensed in the Township of Wilmot.

REPORT:

Werner Kuehlenborg

Location: Corner of Bleams Road and Trussler Road, Mannheim

Date of first issuance: November 15, 2006

Summary:

The billboard has been renewed annually since November of 2006. In 2007, Council approved a variance to the sign by-law to permit 25% of the billboard to advertise non-Wilmot based businesses. This percentage was further increased to 38%, subject to conditions. All sign faces are currently filled on the billboard in compliance with the sign's conditions of approval.

Recommendation:

That the billboard permit be extended for an additional year.



Sign face as of November 15, 2024

ADS High Impact Advertising Inc.

Location: 374 Hamilton Road, New Hamburg

Date of first issuance: April 14, 2011

Summary:

Council approved licensing of this billboard on January 31, 2011. A billboard sign permit was subsequently issued on April 14, 2011. Non-Wilmot based content is permitted to occupy up to 20% of the sign. As of November 15, 2024, non-Wilmot content represented approximately 32% of the available sign spaces. Given the number of vacant sign spaces, this minor overage meets the intent of the license. The billboard company was contacted and advised that the no additional non-Wilmot content is permitted to be installed. Prior to any request for renewal in 2025, the billboard company will have the option of removing non-Wilmot content or applying for a variance to the Sign By-law as has occurred with other licensed billboards in the Township.



Sign face as of November 15, 2024

Recommendation:

That the billboard permit be extended for an additional year.

Took-A-Look Media

Location: Northwest corner of Nafziger Road and Waterloo Street

Date of first issuance: December 10, 2010

Summary:

This billboard sign was first considered for licensing in April of 2009. The approval was given such that the license is deemed to automatically renew from year to year for a period of 10 years subject to an annual review and payment of the annual license fee. That initial 10 year period has now expired and this billboard will now be licensed annually on the same basis as all other billboards.

In February of 2013 a variance was approved to allow one side of the sign face to advertise non-Wilmot based business subject to approval by Council. At this time, the billboard content is compliant with the sign’s conditions of approval.



Sign faces as of November 15, 2024

Recommendation:

That the billboard permit be extended for an additional year.

ALIGNMENT WITH THE TOWNSHIP OF WILMOT STRATEGIC PLAN:

Billboard licensing serves to monitor advertising content to ensure it continues to promote the Township’s downtowns and commercial areas in turn contributing to a prosperous economy.

FINANCIAL CONSIDERATIONS:

The billboard license fees, established by the Township of Wilmot Fees and Charges By-law, have been paid.

ATTACHMENTS:

None