

## DEVELOPMENT SERVICES

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### MEMORANDUM

TO: Council

CC: Corporate Leadership Team

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

DATE: February 24, 2025

RE: Supplementary information to Report DS 2025-01  
Sign By-law Variance – 374 Hamilton Road, New Hamburg

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This memo has been prepared in response to direction from Council report back on the possibility for new non-Wilmot based business advertisements to be renewed by the billboard company on an annual basis to coincide with the billboard sign renewal by the Township or to provide alternative solutions to achieve the goal of Wilmot based content being prioritized.

Staff discussed the contract and renewal provisions of this billboard with the billboard company, ADS Advertising. Advertisers pay for either a 6 month or 12 month contract that typically renews on either the 1<sup>st</sup> or 15<sup>th</sup> day of the month. It would be difficult to align contract renewals with the Township's annual licensing review as advertisement contracts renew on different months throughout the year.

The billboard sign contains 56 advertising spaces that are 2 feet by 4 feet. Some advertisers utilize more than one space. Of the 56 spaces, 28 spaces are used to advertise 19 Wilmot based businesses, 21 spaces are used to advertise 14 non-Wilmot based businesses, and seven spaces are currently vacant. The calculation for percentage of billboard is based on the space occupied, not the number of businesses. As a result, currently Wilmot based content utilizes 50% of the sign and non-Wilmot content utilizes 37.5% of the sign.

ADS Advertising has explained that they are committed to providing space for Wilmot content. There is not presently a wait list for advertising space and seven spaces are available. Additionally, one 4 foot by 4 foot sign advertises one of ADS Advertising's businesses. The company has indicated that they would remove their own sign if there was a Wilmot business wanting to advertise, but no other spaces were available on the billboard. Staff discussed opportunities to ensure Wilmot content was prioritized and the company is agreeable to conditions that will implement this direction.

As such, staff suggest that the desire to ensure that Wilmot based content be the priority for advertising on this billboard can be addressed through an addition to the recommendation of report DS 2025-01. The current recommendation is duplicated below followed by the suggested additional language in *italics*:

THAT Council approve a variance to Township Sign By-law 2002-68 as it applies to the billboard sign located at 374 Hamilton Road, New Hamburg, to increase the maximum allowable percentage of non-Wilmot based content from 20% to 50% of the total sign face *subject to the following conditions to be noted on the billboard approval:*

- 1. If all billboard spaces are occupied and a Wilmot based business or businesses request to be located on the billboard, the first available vacancies be made available to the Wilmot business or businesses prior to the installation of any additional non-Wilmot content; and*
- 2. If a Wilmot based business has requested to advertise on the billboard, no contracts for advertisements on the billboard for non-Wilmot based content be renewed until such time as the Wilmot based business has been accommodated on the billboard.*