January 20, 2016

Sign By-law Review
Interim Update
Background

- August 5, 2015 County Council meeting
  - Commencement of review of By-law 2007-55
  - Concerns
    - By-law to be clear & concise
    - Signs to be aesthetically pleasing
    - Supportive of business community
    - Coordinate with local municipalities
  - Purpose
    - To consider motorist safety
    - Preserve the natural beauty of the County
    - Support local commercial and tourism industries
Bush County Signs
Analysis

- Municipal Council feedback
  - Negative impact on the visual aesthetics on roadsides
  - Interim By-law amendment suggested
  - Divisive and controversial in local communities
  - Protect and enhance roadside environment
  - Jurisdictional concerns
  - Clarify different types of tourist destination signs
  - Recognize tourism as an important industry
  - Way-finding signage program should be developed
Interim By-law Amendment

- Municipal Act authority
  - Prohibit issuance of Bush Country sign permits
  - 12 month duration
  - Consultation period
  - Further research
  - Review alternative signing options
On-line Survey

- Purpose – to gather feedback
  - From the public, businesses and others
  - To consider priorities for signage along County roadways
  - To receive comments on the Bush Country sign program
  - To gather new ideas and opinions
On-line Survey – Bush Country Signs

- Primary areas of concern
  - Negative impact to motorist safety
  - Preserves the natural beauty of the County
  - Supportive of commercial and tourism industry
Way-finding Signage

Purpose

- To provide a consistent use of signs, maps and other graphic methods to convey location and direction to visitors throughout the County.
Consultation

- Council initiation of Sign By-law review
- On-line survey - fact finding
- Public Information Centres – fact finding
- Stakeholder meetings – sign companies, businesses, other interested parties
- Consultation with Townships
- Council presentation with By-law update
Recommendation

Be it resolved that the Clerk be directed to prepare a By-law to amend County of Peterborough Sign By-law No. 2007-55 to prohibit the issuance of permits for Bush Country Signs for a period of twelve (12) months from the date of passage of the By-law amendment to allow for the completion of consultation and research, and further;

That the Clerk be directed to notify area municipalities within the County of Peterborough of the amendment to Sign By-law No. 2007-55.