

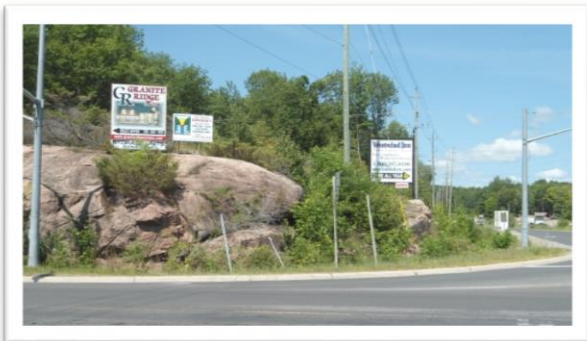
January 20, 2016



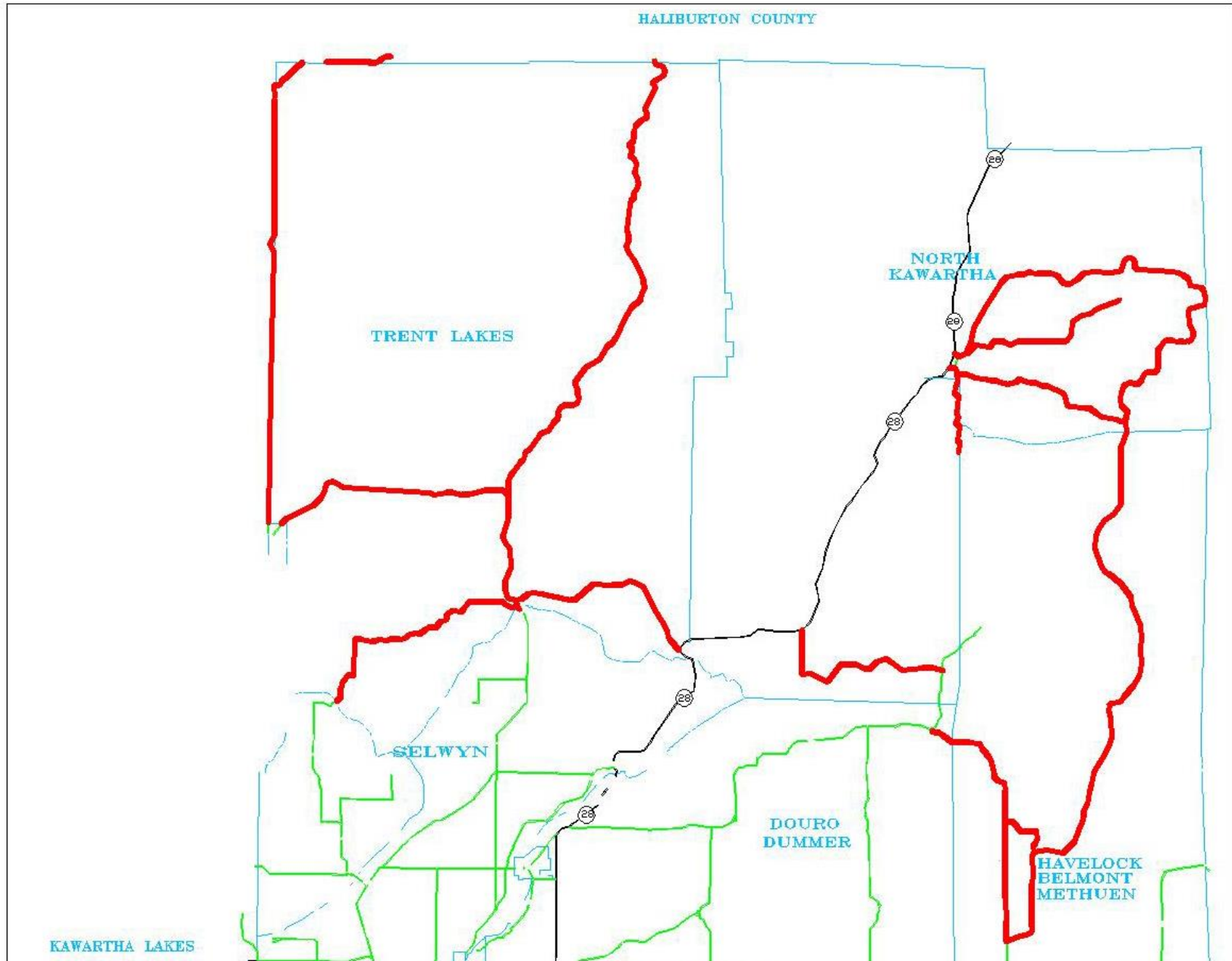
# Sign By-law Review Interim Update

# 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**

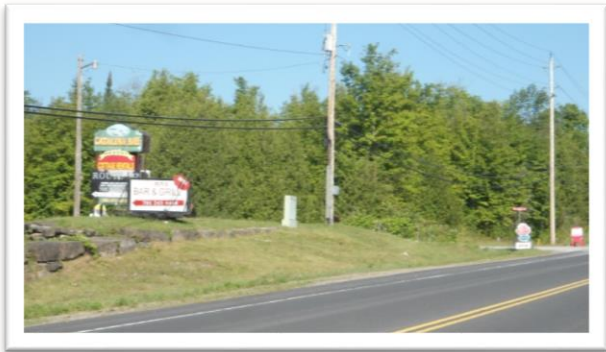


# Bush County Signs



# 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



**Gateway**



**Directional**



**Destination**





# 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**

The background of the slide features several light grey silhouettes of birds in flight, scattered across the top and left sides. The birds are depicted in various stages of flight, with wings spread, creating a sense of movement and naturalness.

# **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.**