



Dear County Resident:

August 22, 2016

**Re: County of Peterborough Sign By-law No. 2007-55**

The County of Peterborough is currently reviewing Sign By-law No. 2007-55 which regulates the placement of signs or other advertising devices on and within 400 meters of County roadways.

The installation of third-party advertising signs (Bush Country Signs) is permitted under the current By-law and the continued installation of these signs is of particular interest to County Council.

We hope to gather feedback from County residents and businesses to assist with the By-law review process.

Alternatives to third-party advertising signage, such as Tourism-Oriented Directional Signing (TODS), will be considered as a component the By-law review.

There is currently a moratorium on the installation of new Bush Country Signs during this review period.

Comments may be submitted via the on-line survey or by email, letter or phone to the following County staff contacts until October 30th, 2016:

<https://www.surveymonkey.com/r/2ZFNCND>

County of Peterborough staff contacts:

Martin O'Grady, Engineering & Construction Coordinator  
(administers By-law & Bush Country Sign permits)  
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Thank you.

Peter Nielsen, Manager, Engineering & Design  
County of Peterborough – Public Works Department