

The County of Peterborough

County Council

To: Warden and Members of Council

From: Peter Nielsen, Manager, Engineering and Design
Tracie Bertrand, Director of Tourism, Peterborough Economic
Development

Date: November 15, 2017

**Subject: Review of Sign By-law No. 2007-55 – 3rd Interim Update
Approval in Principle - Tourism Wayfinding Signage Program**

Recommendation:

Whereas, at the February 1, 2017, meeting, Council directed the Clerk 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 an additional period of twelve (12) months to allow for the completion of consultation and research through 2017 into alternatives for the consideration of Township and County Councils, and;

Whereas, Township and County Councils have considered the resolution provided in the November 15, 2017, presentation by Peterborough & The Kawarthas Tourism, as follows:

Be it resolved that Council endorses in principal the Tourism Wayfinding Signage Toolkit and directs the Technical Advisory Committee to finalize the requirements of the Toolkit and report back with next steps for the proposed development of a regional Tourism Wayfinding signage program for further consideration by Council.

Now therefore 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 strike all references to Bush Country Signs and permissions related to the installation and maintenance of Bush Country Signs, and further;

That owners of Bush Country Signs be advised of the amendment of County of Peterborough Sign By-law No. 2007-55 and be instructed to removed Bush Country Signs from County road allowances by September 14, 2018, and further;

That staff be directed to consult with municipal staff for the purpose of developing a new Sign By-law for the consideration of County Council by December 2018, 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.

Financial Impact: Potential lost revenue of \$15,600 for annual maintenance fee for 156 existing Bush Country Signs.

Background:

This staff report has been prepared in support of the November 15, 2017, Peterborough & the Kawarthas Economic Development (PKED)/ Form:Media delegation to Council Council.

At the February 1, 2017 meeting of County Council, Council authorized an amendment to Sign By-law No. 2007-55 (Sign By-law) that established an additional twelve (12) month prohibition of the issuance of permits for Bush Country Signs.

The purpose of the additional time period was to allow for the review and development of alternatives to Bush Country Signs with a particular focus on a system of Tourism Wayfinding Signage that would be established on a regional level.

Also, at the February 1, 2017, meeting, Council approve the allocation of \$10,000 from operating accounts as the County's contribution towards the development of a Tourism Wayfinding strategy and toolkit (Toolkit).

Council reconized the positive opportunity of jointly developing a regional Tourism Wayfinding strategy that is expected to deliver the following key benefits:

1. Increase visitors to key attractions and tourism businesses throughout the region
2. Boost the local economy through increased spending
3. Enhance the overall image of Peterborough & the Kawarthas as a destination
4. Enhance overall awareness of the destination
5. Improved opportunities for navigation throughout the region
6. Creating a sense of community and connectivity throughout the destination

Working in collaboration with PKED, a joint County/PKED design RFP was issued for the development of a Toolkit.

A project steering committee was created which included the following staff representatives:

County of Peterborough	PKED
Sheridan Graham, Director, Corporate Projects & Services	Tracie Bertrand, Director of Tourism and Communications
Tammy Sikma, Manager of GIS	Kelly Jessup, Marketing Communications Lead
Doug Saccoccia, Assistant Manager, Engineering & Design	
Peter Nielsen, Manager, Engineering & Design	

Through the RFP process, Form:Media was selected to prepare the Toolkit and PKED was successful in obtaining matched partnership funding through Regional Tourism Organization 8 (RTO8) to begin phase 1 of this project.

Form:Media demonstrated considerable knowledge and experience with the design and implementation of Tourism Wayfinding signage systems with the successful implementation of many projects across Canada.

After selecting Form:Media, a technical advisory committee made up of representatives from PKED, County Staff, reps from each municipality, the City of Peterborough and Curve Lake First Nation was formed to oversee the development of the Toolkit, as follows:

Name	Municipality
Laura Stone, Junior Planner	Township of North Kawartha
Shari Paykarimah, Deputy Clerk/Finance Clerk	Township of Asphodel-Norwood
Tania Goncalves, Deputy Clerk	Township of Selwyn
Brigid Ayotte, Economic Development Coordinator	Township of Cavan Monaghan
Brian Grattan, Economic Development Officer/Deputy Clerk	Township of Havelock-Belmont-Methuen
David Clifford, CAO	Township of Douro-Dummer
Eleanor J. Rath, CAO/Director of Planning & Economic Development	Township of Otonabee-South Monaghan
Lois O'Neill-Jackson, CAO/Economic Development Officer	Municipality of Trent Lakes
Peter Malin, Transportation Services Coordinator	City of Peterborough
Krista Coppaway, Communications/Community Engagement Officer	Curve Lake First Nation

Through the development of the Toolkit with municipal staff, there was clear support by all parties for improved signage throughout County and all were in agreement that a Tourism Wayfinding program would address many of the concerns as outlined in the November 15, 2017, PKED/ Form:Media presentation.

The TAC group has been working collaboratively on the development a Toolkit for Peterborough & the Kawarthas through 2017.

The TAC group is recommending the endorsement by respective Council's for the continued development of a Tourism Wayfinding program and as an alternative to Bush Country Signs.

Analysis:

From the discussions during the February 1, 2017, meeting of County Council, there was interest stated by Council members in providing alternatives to Bush Country signs for the consideration of Council.

A stated objective of Form: Media's assignment was to develop design alternatives for consideration by County Council that would be a supplement to or alternative to Bush Country signs.

Through the development of the Toolkit by the TAC committee, it was recognized that all of the Bush Country Sign wants and needs would not be able to be addressed through the use of Tourism Wayfinding signage as the focus of this signage program will be on tourism related businesses.

However, it is the opinion of the committee that the Toolkit will provide a viable alternative for a sector of the Bush Country Signs.

In addition, the County continues to offer fingerboard directional sign to business operators that may be installed within the County road allowance at the closest intersecting roadway in order to direct traffic towards a business location. Fingerboard signs are consistent with OTM Book 8 design standards, having a white reflective background and brown lettering.

During discussions with the TAC committee, there was no stated interest by any of the lower tier representatives for a municipality to assume the Bush Country Sign program for continuation.

Should Council endorse the amendment to Sign By-law No. 2007-55, it is proposed that Bush Country Signs be permitted to remain in County road allowances until after the Labour Day weekend 2018. This extended period of time will allow sign owners to plan for the removal of signs and for the possible development of other private advertising solutions.

Legal Opinion – Removal of Bush Country Signs

A synopsis of the legal opinion provided by LLF Lawyers LLP was detailed in the February 1, 2017, report to Council.

On the basis of the legal opinion, it is understood that the County has the authority under Sign By-law 2007-55 to order the removal of existing Bush Country Signs from County road allowances.

Section 4 of Sign By-law 2007-55, paragraph 4.1c) states that:

Any person wishing to erect a sign on the County Road allowance shall enter into an agreement with the County, said agreement to include but not be limited to the following:

- i) Provisions for the removal of said sign at their cost within 15 days of receiving written notice from the Road Authority.

For Bush Country Signs that are located on private property, LLF Lawyers LLP advised that:

“...section 99(1) (of the Municipal Act) grandfathers those signs. That is, once a sign has been erected on private property under a valid permit, its removal cannot be ordered when it complies with all regulations respecting its erection and maintenance.”

As such, the County would not have the authority to require the removal of Bush Country Signs from private property. However, there may be the opportunity for regulation of installations through lower tier municipal property standards by-laws or other mechanisms.

New Sign By-law

At this time, the amendment to Sign By-law No. 2007-55 will allow for the phase-out of Bush Country Signs through 2018.

Interest has been expressed to County staff by lower tier municipal staff to participate in the development of a new County Sign By-law.

There are currently situations of conflict between municipal and County Sign By-law's which will be reviewed through the development of a new County By-law that may be focussed primarily on the County road allowances and not extend into private properties which may be best considered through lower tier By-laws.

Summary:

At this time, staff is requesting endorsement of the resolution presented in this report.

At the time of preparing this report, the Toolkit had been endorsed in principal by six (6) lower tier municipalities with presentations to the two (2) remaining municipalities scheduled for November 14, 2017.

The TAC group is recommending the endorsement by respective Council's for the continued development of a Tourism Wayfinding program and as an alternative for Bush Country Signs.

Assuming full endorsement is provided by Municipal and County Council, the TAC group will finalize the Toolkit and commence preparation for Phase 2 (programming) in 2018 and Phase 3 (implementation) of the development of a Tourism Wayfinding program.

Staff are further recommending that Council approve an amendment to Sign By-law No. 2007-55 to effectively phase out the installation of Bush Country Signs on County road allowances.

The intent of the Sign By-law amendment is to provide an extended period of time for Bush Country Sign owners to plan for the removal of signs, by September 14, 2018.

In addition, staff will commence the development of a new Sign By-law in consultation with municipal staff, for the consideration of County Council.

Respectfully submitted,

Original signed by

Peter Nielsen
Manager, Engineering & Design