

The County of Peterborough

County Council

To: Warden and Members of Council

From: Peter Nielsen, Manager, Engineering and Design

Date: August 5, 2015

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**Subject: Sign By-Law No. 2007-55 – Review of By-Law**

**Recommendation:**

Be it resolved that Council directs staff to commence a public review of Sign By-Law No. 2007-55.

**Financial Impact:** n/a

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**Background:**

The 2001 Municipal Act provides the authority to the County to prohibit or regulate the placing or erecting of any sign, notice or advertising device within 400 metres (1,312 feet) of any limit of an upper-tier highway.

In 2007, County of Peterborough Council endorsed Sign By-Law No. 2007-55 which established a set of guidelines and regulations for the placement of outdoor signs within County road allowances and within 400 metres of a County roadway.

By-Law No. 2007-55 was an update to the Sign By-Law No. 1999-71 which lapsed in 2006.

Sign By-Law No. 1999-71 was an update to the 1991 By-Law which was required due to the downloading of Provincial highways to the County.

The 1991 Sign By-Law varied from the MTO sign policies which permitted advertising signs to be placed within the road allowances of the former Provincial highways.

Problems that were identified with Sign By-Law No. 1999-71 included:

- Enforcement – the County does not have enforcement capabilities for dealing with infractions on a County wide basis.
- Inconsistencies – a number of Townships have existing By-Laws that differ in intent with the County Sign By-Law.
- Jurisdiction – the existing County By-Law does not allow the Townships much freedom with respect to their own By-Laws.

**Analysis:**

County Council had the opportunity to view a variety of signs that are in place along the designated Bush Country roadways while on the 2015 Road Tour.

As detailed in Section 1 of Sign By-Law No. 2007-55, the primary purpose of the By-Law is:

- To consider motorist safety
- Preserve the natural beauty of the County
- Support local commercial and tourism industries

Staff have heard some concerns with the current By-Law that include the need for the document to be clear and concise, the need for signs to be aesthetically pleasing while, at the same time, be supportive of the business community and the need to coordinate with local municipalities.

A full review of the By-Law will allow Council to consider any number of options that could include:

- Further enhancements to the current By-Law
- Strict enforcement of the By-Law
- Development of a By-Law for the purpose of regulation of County property only
- Coordination between the local municipal and County By-Law
- Phase out of the current By-Law and prohibition of third party advertising on County roadways
- Other options that may be identified through public consultation.

**Summary:**

The recommendation is that Council endorse the initiation of the review of Sign By-Law No. 2007-55.

Respectfully submitted,

Original signed by

Peter Nielsen  
Manager, Engineering & Design