

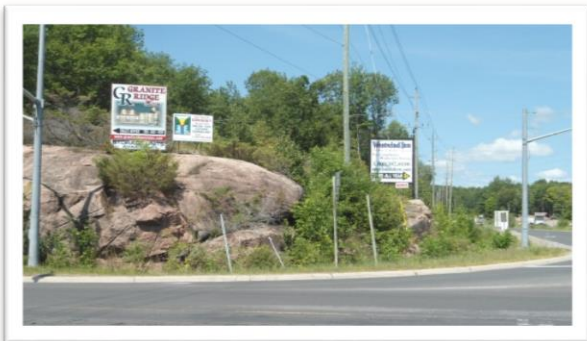
January 20, 2016



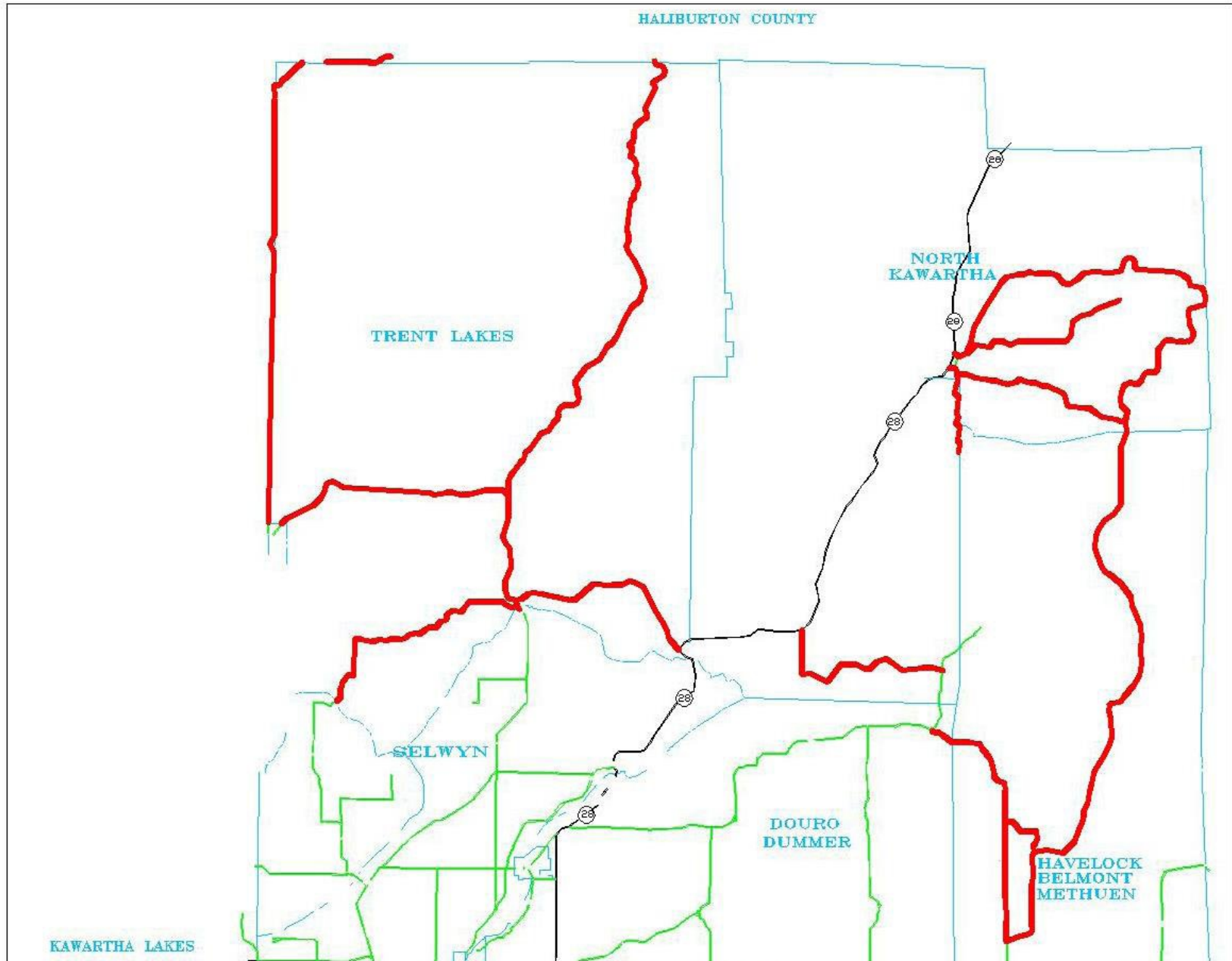
Sign By-law Review Interim Update

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**

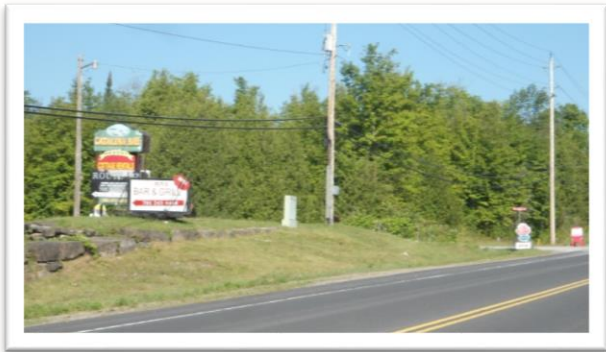


Bush County Signs



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**



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.