



## **County of Peterborough Sign By-law No. 2007-55 Review**

### **Survey for Public Feedback**

County of Peterborough Sign By-law No. 2007-55 was last reviewed in 2007.

Sign By-law No. 2007-55 is intended to balance three (3) areas of concern so that various interests in the County can be best served, including:

- Motorist safety;
- Preservation of the natural beauty of our County;
- Supporting the commercial and tourism industry within the County.

The objective of this current review is to consider the original areas of concern to determine if Sign By-law No. 2007-55 is still a “good fit” for the greater Peterborough County region.

The Sign By-law regulates the placement of 3<sup>rd</sup> party advertising and private signs within a County road allowance and provides a set of guidelines for the placement of outdoor signs along County roadways.

The By-law also regulates the installation of signs on private property to a distance of 400 metres from a County roadway.

The By-law does not include regulatory signs, such as speed limits signs, which are controlled by various Provincial regulations.

Signs that may be exempt under the Sign By-law include mailbox signs, property name and number signs, “No Trespassing” signs, memorial or commemorative signs, small real estate signs, commercial signs on buildings, election signs, “special event” signs, farm produce signs and other smaller private signs.

### **Bush Country Signs**

Advertising billboard signs, known as “Bush Country Signs”, are permitted to be placed along designated County roadways that are listed in Sign By-law 2007-55.

A permit is issued for Bush Country Signs and a fee is collected for the sign permit, along with the payment of an annual maintenance fee.

The County has received comments and concerns about the placement of Bush Country Signs along County roadways and this survey is intended to gather additional feedback about these signs.



Further details can be obtained by referring to the Sign By-law No. 2007-55, located on the County website at:

[http://cms.county.peterborough.on.ca/assets/uploads/documents/2007\\_55\\_Sign\\_Bylaw.pdf](http://cms.county.peterborough.on.ca/assets/uploads/documents/2007_55_Sign_Bylaw.pdf)

Please respond to the following questions to assist the County in determining what a wider range of people think about the Sign By-law No. 2007-55.

**Survey response deadline is XXXX XX, 2016.**

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**Questions:**

**1. Who are you:**

- Member of the public
- Business owner
- Non-profit organization / government organization
- Other (please specify)

**2. What do you believe is the top priority that should be considered for signs installed along County roadway:**

- Motorist safety
- Preservation of the natural beauty of our County
- Supporting the commercial and tourism industry within the County
- Other

**3. Do you believe that advertising billboard signs should be allowed to be installed along County roadways:**

- Yes
- No



**4. Do you believe that Bush Country Signs installed along County roadways negatively impact motorist safety:**

- Yes
- No
- Comments

**5. Do you believe that Bush Country Signs contribute to the preservation of the natural beauty of the County of Peterborough:**

- Yes
- No
- Comments

**6. Do you believe that Bush Country Signs support the commercial and tourism industry in your community:**

- Yes
- No
- Comments

**7. Do you believe there are:**

- Enough Bush Country Signs installed along County roadways
- Too many Bush Country Signs installed along County roadways
- Too few Bush Country Signs installed along County roadways
- Comments



**8. If you represent a Business, do you currently utilize a Bush Country sign:**

- Yes
- No

**9. Do you think the Bush Country Sign process is:**

- Good as it is
- Could use improvements (please specify)

**10. Do you believe that the Bush Country Sign permit fee of \$150.00 is:**

- Just right
- Too much
- Too little; should be a \$250 permit fee
- Too little; should be a \$500 permit fee
- Too little; should be a \$1,000 permit fee
- Comments

**11. What other types of advertising do you use to communicate to customers:**

- Website
- Social media
- Radio
- Television
- Newspaper
- Online advertising
- Direct mail
- Email marketing
- Billboards
- Not applicable



- Other (please specify)

**12. If the County was to phase out the Bush Country Sign program, what do you believe would be an appropriate phase out period:**

- No, the County should continue the Bush Country Sign program
- Immediate phase out
- 2 years
- 3 years
- 5 years
- Existing Bush Country Signs should be “grandfathered” but not renewed
- Other (provide timeline)

**13. If the County was to phase out the Bush Country Sign program, businesses requesting sign installations along a County roadway should be:**

- No, business signs should not be installed in County road allowances
- Businesses should be referred to the Provincial TODS (Tourism-Oriented Directional Sign) program (ie. blue/white directional signs)
- County should develop their own tourism-oriented directional way-finding signs
- Other (provide alternatives or suggestions)

**14. Do you believe the County should be entering onto private property to conduct Sign By-law enforcement:**

- Yes, enforcement of Sign By-law is required
- No, the County should only be concerned with the road allowance property
- Other (comments)



**15. Do you believe the County should hire a By-law Enforcement Officer to conduct Sign By-law 2007-55 enforcement on private property:**

- Yes
- No
- Comments

**16. Please provide any additional comments or concerns with Sign By-law 2007-55:**

- Comments