



Sign By-law Review 4th Update

January 17, 2018



Background

- **August 5, 2015 - commencement of By-law review**
 - Consultation with 4 local municipalities
 - Results to be presented to County Council

- **January 20, 2016 - interim By-law amendment**
 - Prohibit issuance of Bush Country sign permits
 - 12 month duration to continue research

- **February 1, 2017 – on-line survey & legal opinion**
 - By-law needs improvement
 - Balance between supporting business and quality of life

- **November 15, 2017 – Wayfinding/Bush Country alternative**
 - Wayfinding endorsed in principle
 - Consultation period extended

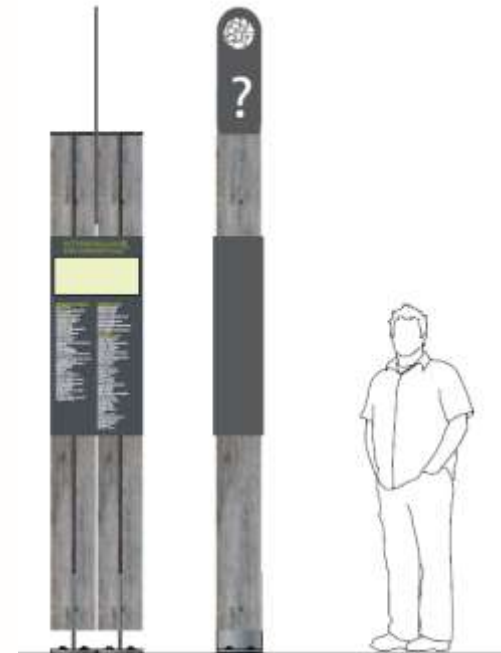


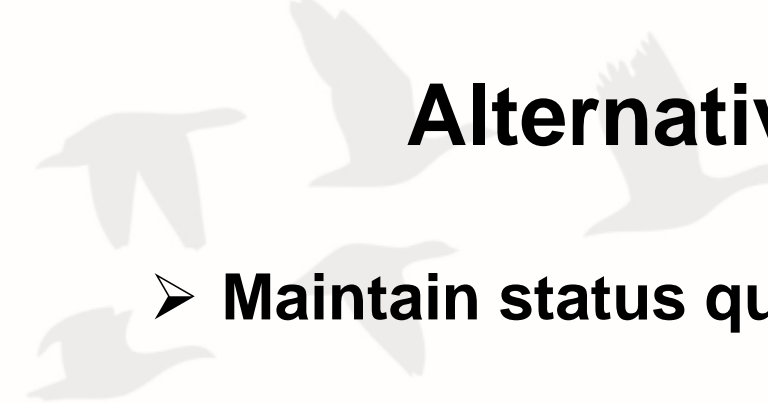
Consultation

- **Council initiation of Sign By-law review**
- **On-line survey - fact finding**
- **Public meetings**
- **Stakeholder discussions – sign companies, businesses, other interested parties**
- **Consultation with Townships**
- **Council presentation with By-law update**
- **Consultation period extended**

Recommendation – Alternative 1

- Amend By-law to strike references to Bush County Sign program
- Removal of Bush County Signs by Sept. 14/18
- Regulate County roads only through new sign by-law
- Business signage alternatives:
 - 1 - Signs on private property
 - 2 - Brown & White Fingerboards
 - 3 - Tourism Wayfinding signage





Alternative 2 – Do Nothing

- **Maintain status quo**
- **Continued administration of Bush Country Sign program**
- **Local municipalities:**
 - **Trent Lakes**
 - **North Kawartha**
 - **Havelock-Belmont-Methuen**

Alternative 3 – Enhanced Maintenance

- **Additional resources to step up maintenance**
- **One new seasonal staff**
- **Targeting of illegal and nuisance signs**
- **Increased permit fees and/or taxation**



Alternative 4 – Expansion/Reduction

- **Amend Schedule ‘A’ of Sign By-law 2007-55**
- **Expansion/reduction of roads for Bush Country Sign installations**
- **Subject to resolution of local municipality**
- **Option: “grandfathering” of existing signs and no further issuance of permits**



End of presentation