

i. Roles and Responsibilities.

As such, a Draft Terms of Reference for the establishment of a Sign By-law Working Committee (Committee) has been prepared for the consideration of Council.

Background

At the meeting of January 17, 2018, Council received the staff report concerning the review of Sign By-law No. 2007-55 that presented four (4) alternatives to the placement of Bush Country signs along designated County roadways.

The report also presented the results and feedback received during the extended consultation period for the review of the Sign By-law.

Council also received delegations from a number of business owners who have received permits from the County that allow for the installation of Bush Country signs along County roadways.

On the basis of the discussion that occurred at the January 17, 2018, meeting, staff were directed to form a Sign By-law Working Committee to allow for the continued review of the Sign By-law.

Analysis

On the basis of direction received from Council, Terms of Reference have been drafted for the consideration of Council.

Based on the draft Terms of Reference, the scope of work to be performed by the Committee would include the follow areas:

- i. Confirm the scope of review to be performed by the Committee;
- ii. Review of the By-law and related reports and memos;
- iii. Consider the location of billboard sign installations within public allowances and on private property;
- iv. Review and determination of benefits to businesses utilizing billboard signage installed within a County road allowance;
- v. Review and determination of impacts to the natural environment by billboard signage installed within a County road allowance;
- vi. Review and determination of impacts to motorist safety by billboard signage installed within a County road allowance;
- vii. Review and determination of fees levied for billboard signage to occupy space within a County road allowance;
- viii. Review and develop alternative options to third party billboard signs;
- ix. Consider setback, spacing, proximity of billboard sign installations to intersections and other road features;
- x. Consider impacts of billboard sign installations on adjacent land uses;
- xi. Review of the need for design standards for billboard sign installations;
- xii. Review the possible coordination of the By-law with lower tier municipal by-laws, property standards regulations and related policies;

- xiii. Analyze By-law enforcement options;
- xiv. Other items as deemed appropriate by the Committee and/or Council.

As presented in the Terms of Reference, Council will receive applications from parties who may be interested in participating on the Committee.

Financial Impact

Nominal cost of remuneration of members of the Sign By-law Working Committee to be expensed to Public Works operating accounts.

Anticipated Impacts on Local and/or First Nations Communities

No impacts to area anticipated to be incurred by local and/or First Nations communities as the result of preparation of the Terms of Reference for establishing a Committee.

Applications to participate on the Committee will be open to the local and/or First Nations communities.

Link to County of Peterborough Strategic Plan Priorities

Community Values and Cultural Identity

In consultation with:

1. CAO Troy Speck
2. Director of Corporate Services Sheridan Graham
3. Director of Public Works Chris Bradley

Communication Completed/required:

Upon endorsement by Council of the Terms of Reference, staff will develop a communication procedure to call for applications for interested residents and business owners to participate on the Committee.

Attachments

1. Terms of Reference - Sign By-law Working Committee

Respectfully Submitted,
Original Signed by
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Manager, Engineering & Design

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