

**County of Peterborough  
Sign By-law Working Group  
Minutes**

**Thursday, March 14, 2019 at 2:30 p.m.  
Committee Room, County Court House**

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**Present:** Tedd Bell, Tracie Bertrand, Sherry Boyce-Found, John Eisinga, Ron Gerow,  
Brian Grattan, Bev Matthews, Garnet Northey, Alana Solman

**Regrets:** Randy Hinton, Brian Raymond, Alyssa Cook, Adele Arbour

**Staff:** Sheridan Graham, Peter Nielsen, Martin O'Grady, Heather Wrightly

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**1. Welcome & Call to Order** **Sheridan Graham**

Mrs. Graham called the meeting to order at 2:36 pm, welcoming everyone and thanking them for attending the meeting.

**2. Round Table Introductions** **All**

**3. Election of Chair** **Sheridan Graham**

Mrs. Graham opened the floor to nominations for the position of Chair.

Mr. Gerow nominated Ms. Boyce-Found was nominated for the position of Chair. Ms. Boyce-Found declined the nomination.

Mr. Northey was nominated for the position of Chair.

Mrs. Graham called for further nominations a second and third time and, after receiving no further nominations, congratulated Mr. Northey on his acclamation as Chair.

**4. Election of Vice Chair** **Sheridan Graham**

Mr. Northey opened the floor to nominations for the position of Vice Chair.

Ms. Boyce-Found was nominated for the position of Vice Chair.

Moved by: Mr. Gerow

Seconded by: Ms. Matthews

Be it resolved that Ms. Boyce-Found be nominated for the position of Vice Chair of the Sign By-law Working Group.

Carried.

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Mr. Northey called for further nominations a second and third time and, after receiving no further nominations, congratulation Ms. Boyce-Found on her acclamation as Vice-Chair.

**5. Adoption of Agenda** **Chair**

Be it resolved that the Sign By-law Working Committee adopt the agenda as circulated.

Moved by: Ms. Matthews  
Seconded by: Ms. Bertrand

Carried.

**6. Mileage Reporting** **Sheridan Graham**

Mrs. Graham advised that any volunteer committee members were eligible to claim mileage for attending meetings and would provide the required form to those who requested it. It is recommended that claims are submitted periodically, rather than for every meeting.

**7. Confirm Mandate of Committee** **Chair**

Mr. Northey reviewed the Mandate of the Committee, which is located at the beginning of the Terms of Reference document.

**8. Overview of History and Project Scope** **Peter Nielsen**

Mr. Nielsen provided a brief history, including a recap of the reports to council that have been made in response to concerns raised by local Townships. These reports will be available on the committee's webpage. In February 2017, a public survey was conducted, garnering over 100 responses. As a result of this survey and the reports to Council, Council directed a committee to be formed to provide recommendations.

**9. By-law Review & Current Challenges** **Peter Nielsen/Martin O'Grady**

Mr. Nielsen and Mr. O'Grady reviewed the portions of By-law 2007-55 that pertain to Bush Country Signs and responded to questions from the committee. There are roughly 143 permitted signs at this time. There has been a moratorium on new signs since 2015; no permits have been issued since then, however staff believe that there are a number of non-permitted signs in place. Approximately 1500 temporary signs were removed by County staff during

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Summer 2018. Mr. Nielsen and Mr. O'Grady also responded to questions regarding the process of handling damaged signs, signs on private property and by-law enforcement. A copy of the legal opinion obtained by the County related to the removal of existing Bush Country Signs will be circulated, for reference by Committee members only.

**The 4 paragraphs in Section 1.1 of the Current Sign By-Law - Purpose and Title, 1.1 are outside of the mandate of the committee to change. The committee agreed that these statements were to remain as articulated.**

1.1 The primary purpose of the County Road system is to carry traffic between destinations points within the County. County Roads are therefore typically designed to accommodate large volumes of traffic travelling at normal highway speeds of 80 km per hour. Motorist safety is therefore a prime concern.

Peterborough County also prides itself on its pristine natural beauty and recognizes that the preservation of this natural beauty is important to the economic health and vitality of the County. Preservation of the natural beauty of our County is also a prime concern.

Finally, the County acknowledges that a healthy commercial and tourism industry within the County is something that we wish to support. Commerce and tourism provide jobs to our residents and prosper our County. These two sectors of our economy rely heavily on outdoor advertising to attract and direct customers to their place of business. The County agrees that outdoor signage is necessary to ensure the health of our businesses.

The purpose of this by-law is to provide a set of guidelines and regulations to control outdoor signs. The by-law attempts to balance the three areas of concern expressed in the preceding paragraphs in order that all interests within the County can be best served.



## **10. Requests from Committee for Clarification**

**Chair**

The Committee asked for clarification regarding Council's view of the Committee Mandate. Mr. Nielsen advised that Council has been specific in their mandate approval, however should the committee decide to recommend changes, they would be included in the report back to Council.

## **11. Future Meeting Schedule**

The Committee decided that the next meeting should be held within two to three weeks' time, with regular meetings occurring approximately every three weeks. Ms. Wrightly will make arrangements and send the appropriate notifications.

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A discussion was held regarding Agenda Items for the next meeting.


**12. Adjournment**

Be it resolved that the Sign By-law Working Group Committee meeting adjourn at 3:34 pm.

Moved by: Ms. Bertrand  
Seconded by: Ms. Matthews

Carried.

  
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Garnet Northey, Chair

  
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Heather Wrightly, Recording Secretary