

County of Peterborough
Sign By-Law Working Group
Points 6 &7 of Wednesday, April 10th Agenda
Captured Points with **DRAFT Recommendations**

iv

Benefits to Businesses

- Low cost/accessible
- Non-digital advertising (internet world around)
- Target seasonal market
- Promotes local business
- They work
- Proud business owners marketing product
- Networking/partnering
- Supports local employment through sign operators
- Credibility of established businesses
- Brand images specific to operator
- Economic development to communities
- “County” Brand opportunity

Recommendation

That fees for Bush County signs be established on the low-to-medium end of the spectrum on the basis that signage supports local business and supports economic development in the County of Peterborough and lower tier municipalities.

Recommendation

That branding opportunities for the County of Peterborough, Peterborough Kawartha Economic Development and lower tier municipalities be incorporated into Bush County sign design standards that are consistent with Wayfinding design standards and, further, that a branding design template be developed and provided to applicants for incorporation into new Bush County sign designs.

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v

Impacts to Natural Environment (County road allowance)

Negative:

- Potential clutter
- Removal/impacts on trees/nature
- Light pollution
- Reflectivity levels distraction
- Structure requirements
- Impacts on land/watershed – ecology

Positive

- Cleared road allowance may be safer (visibility)
- Wildlife
- Public acceptance
(? – is this meaning people currently accept them?)
- Known landmarks

Considerations

- Removal
- Maintenance
- Impacts on 1st impressions of visitors, seasonal residents, local pride
- Strategic placement/safety – traffic counts
- Consistent “look”

Recommendation

That the support structure for Bush County signs be designed and constructed in accordance with an approved design standard so that signs do not become unsafe, dangerous or unsightly.

Recommendation

That Bush Country sign design standards specify the use of non-reflective materials on sign designs and that the illumination of Bush Country signs shall not be permitted.

Recommendation

That the location of Bush County signs along County roadways be selected on the basis of mitigating impacts to the natural environment in order to minimize vegetation removal and impacts to other natural features.

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vi

Impacts to Motorist Safety

- Reading signs on opposite side of highway i.e. two sided signs
- Distraction to motorists
- Provides landmarks/directional information
- 300 m (1000ft) spacing effective
- One sign per location, no doubling up
- Non-standard font size, legible at high speeds, private & public
- Lack of maintenance, derelict signs falling down
structural – liability for County of Peterborough – removal
- Clusters of signs not meeting spacing
- LED Technology impacts – reflectivity levels
- Potential physical danger to motorists (county liability)
- Assists for motorists with landmarks

Recommendation

These points are addressed in the above recommendations.

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viii

Alternative options to Signs

- Centralized kiosks – Business only
- 16x20 “Pattison” Billboards
- Website directory (local business App) – booklet, communication guide
- Strategic Digital Signs – twps.
- Brown & Whites
- Different Sign Program
 - Criteria
 - Conformity
 - Consistency
 - Recognizable – Regional
 - Branding
- Uniform Style

Recommendation

This is already happening

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x

Consider impacts on adjacent land uses

- Residential vs agriculture
- Be considerate to existing homes & seek permission
- Restrictive vs. considerate
- **Consideration for signage on private property (not just agriculture)**
- **Consider sensitive location/conflicting property use/business**
- Ensure inventory & location of all signs

Recommendation

Would defer to the committee to make recommendations on the text highlighted in **blue**

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xi

Review & recommend standards re: aesthetics & quality of BC signage

- Size based fee
- **Outside of Ptbo County**
- Size/style of font (accessibility) (limit wording based on sign size)
- Allow for corp/business branding plus imagery
- County/TWP/PKED branding (TBD)
- Strategic locations (permitted)
- **Eliminate – Corp. entities**
- Give drivers time to make decision
- Mounting standards
- Limit placement of businesses
- Standard size 8'x8'
- Design standards
- Non lite , non-reflective
- Limit the # of signs/inventory
- 2 permits/business/twp

Recommendation

That sign design standards be developed for Bush County signs for the implementation with new permit applications that are consistent with Wayfinding design standards and will consider:

- Legibility and font sizes
- Uniformity
- Permit corporate branding and imagery
- Strategic and safe placement along roadways
- Maintenance
- Adjacent land uses.

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xii

Coordination with Lower tier municipalities

- Possible by-law enforcement – eyes & ears or actual enforcement
- Communication/educate new business of current policy (by-law)
- Public property vs private property
- Sign by-law vs property standards by-law
- Rural districts vs built-up areas
- Expand signage opportunities to all 8 lower tiers on road allowance
- Cost vs. enforcement, self-sustaining
- Reactive vs. proactive enforcement

Recommendation

That the final draft recommendations as prepared by the Sign By-law Working Committee Bush Country Signs be presented to the lower tier municipalities for their review and request for endorsement for presentation to County of Peterborough Council.

xiv

Solutions to Illegal Signs

- Enforced fines – to property tax – Education
- Removal of non-compliance
- Education – twps., operators, County
- Public shaming
- Charge more money – fines, to participate in program
- By-law/By-law Enforcement – not by complaint only
- Process developed for enforcement
- Award well-kept signs

Recommendation

For the most part these will be addressed by the above recommendations

Recommendation

That businesses will be acknowledged for maintaining a high standard of their signs via a social media shout-out and a discount on the following year's maintenance fee.