

County of Peterborough
Sign By-Law Working Group
Points 6 &7 of Wednesday, April 10th Agenda

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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

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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”

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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

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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

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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

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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

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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

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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