

**County of Peterborough
Sign By-law Working Group
Minutes
Friday, May 3, 2019; 11am
Lang Pioneer Village Museum**

Present: Garnet Northey – Chair, Sherry Boyce-Found – Vice Chair, Tedd Bell, Tracie Bertrand, Alyssa Cook, Ron Gerow, Bev Matthews

Regrets: Brian Raymond, Alana Solman

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

1. Welcome & Call to Order **Garnet Northey**

Mr. Northey called the meeting to order at 11:07 am, welcoming everyone and thanking them for attending the meeting.

2. Adoption of Minutes

Mr. Northey called for approval of the minutes of April 10, 2019 as circulated.

Motion:

THAT the minutes of April 10, 2019 meeting be approved as circulated.

Moved By: Ms. Boyce-Found

Seconded By: Ms. Matthews

Carried

3. Adoption of Agenda

Chair Mr. Northey called for approval of the agenda

Motion:

THAT the Agenda of Friday, May 3, 2019 be approved as circulated.

Moved By: Ms. Bertrand

Seconded By: Mr. Gerow

Carried

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4. Incoming Correspondence
a. **Randy Hinton – resignation**

Motion:

THAT the resignation letter from Mr. Hinton be received as presented.

Moved By: Ms. Matthews

Seconded By: Mr. Grattan

Carried.

The committee discussed the vacancy created by Mr. Hinton's resignation and what the next steps should be. It was Council's direction that a set amount of representatives from the public and local businesses be included on the committee and that the vacancy should be filled as soon as possible.

Motion:

THAT recruitment for an alternative committee member commence immediately, facilitated by Peterborough County, and be reported to the committee with a candidate recommendation via email.

Moved By: Ms. Boyce-Found

Seconded By: Ms. Bertrand

Carried.

5. Business Arising from previous meeting

a. **New presentation**

Alyssa Cook brought forward a suggestion from a local resident regarding a website that he has created which allows an opportunity for businesses and contractors to "tag" homes where they have completed work. The electronic advertising would ideally replace physical bush country signs. Ms. Bertrand provided a marketing perspective about how new businesses are trending to bypassing traditional forms of advertising and moving towards digital advertising (for example, Instagram), however cautioned about challenges currently being faced (ie broadband). The

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committee viewed the presentation as that of one option of many for advertising, but are hesitant to endorse a single business or avenue. Ultimately, the committee decided that it would be received for information, however is beyond the scope and mandate of the committee.

Motion:

THAT the Committee receive the information as presented from The Home Data Network and that Mr. Kirton be made aware that it is beyond the mandate and scope of the committee.

Moved By: Mr. Gerow

Seconded By: Ms. Boyce-Found

Carried.

b. Wayfinding Signage – presentation/discussion

Mr. Nielsen presented a history of the development of wayfinding signage throughout Peterborough County and the proposal of sign design for gateway, navigational and information signs. Ms. Bertrand spoke to the consistency of design standards across the area and the possible incorporation of similar colours, size, post style, etc. to Bush Country Signs, once the theme has been endorsed by the Peterborough & the Kawarthas board, individual Townships, and County Council. This process is not expected to be completed until near the end of 2019.

c. Review of other municipal by-law enforcement models

Mr. Nielsen recounted his research into options for County by-law enforcement. For the purpose of the sign by-law, the County does not have any by-law officers on staff. The County would need to train existing staff, hire new qualified staff, or enter agreements with lower-tier municipalities for the use of their by-law officers to enforce the Sign By-law. Engaging a private contract enforcement is also an option; the County currently engages an officer for enforcement in the area of James A. Gifford Causeway. Revising the scope of the by-law is also an option, in relation to the public road allowances and private property. Mr. Nielsen responded to questions from the committee. Ms. Matthews highlighted the importance of enforcement of the by-law to the effectiveness and success of the by-law. Mrs. Graham suggested that whatever model the committee brings forward, should ensure that the program be self-funding to ensure that not all residents are supplementing the costs of

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enforcement for the sign by-law. Ms. Bertrand spoke to the inclusion of all 8 townships in a County proposal, while only 3 currently allow BC signs.

d. Review of other municipal sign by-laws

Mr. Nielsen presented an overview of other municipal by-laws, specifically Township of Selwyn, Municipality of Trent Lakes, City of Kawartha Lakes, County of Haliburton and City of Mississauga.

e. Discriminatory business practices act (verbal)

In accordance with the Discriminatory Business Practices Act, the county would be at risk of being challenged, should the committee move forward with restricting who is eligible to purchase a bush country sign permit. Preference cannot be given solely to local companies. Questions were raised regarding alternative methods of promoting local businesses, 3rd party sign maintenance. Mrs. Graham will bring back a report to the committee in this regard.

f. Review of draft recommendations in support of April 10 meeting Scope notes

Mr. Nielsen recounted the draft recommendations from the April 10th meeting, as circulated to the committee.

Motion:

THAT the phrasing of the first recommendation be revised to support a self-funding fee structure.

Moved By: Ms. Matthews

Seconded By: Ms. Bertrand

Carried.

Before thorough review of the remaining recommendations, it was agreed that committee members would study the recommendations individually and be prepared to discuss them at the next meeting.

6. Review of Scope

a. Item vii

Mr. Nielsen advised that the current fee of a sign application is \$150. There is a subsequent annual maintenance fee of \$100 per sign. Recommendations for an amended fee structure at this time is dependent

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upon future decisions regarding the design requirements and manner of enforcement, however it was agreed upon that the fee structure should reflect a total cost recovery for the program.

In light of time constraints, the items listed below were deferred to the next meeting.

- b. **Item ix**
- c. **Item xiii**
- d. **Item xv - Other items/program management options**
- e. **Review all scope notes and formulate specific recommendations**

7. Future Meeting Schedule

The next meeting has been scheduled for Thursday, May 23, 2019 at 12:00 pm at the County Court House, 470 Water Street, Committee Room.

8. Adjournment

Be it resolved that the Sign By-law Working Group Committee meeting adjourn at 1:10pm.

Moved by: Ms. Bertrand

Seconded by: Ms. Matthews

Carried.



Garnet Northey, Chair



Heather Wrightly, Recording Secretary