

**County of Peterborough
Sign By-law Working Group
Minutes
Thursday, May 23, 2019; 12pm
Committee Room; County Court House**

Present: Garnet Northey – Chair, Sherry Boyce-Found – Vice Chair, Tedd Bell, Tracie Bertrand, Alyssa Cook, Brian Grattan, John Eesigna, Bev Matthews, Alana Solman

Regrets: Ron Gerow, Brian Raymond

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 12:13 pm, welcoming everyone and thanking them for attending the meeting.

2. Adoption of Minutes

Mr. Northey called for approval of the minutes of May 3, 2019 as circulated.

Motion:

THAT the minutes of May 3, 2019 meeting be approved as circulated.

Moved By: Ms. Matthews

Seconded By: Ms. Cook

Carried

3. Appointment of New Member

No applications have been received and the committee is comfortable moving forward with the existing make-up.

4. Adoption of Agenda

Chair Mr. Northey called for approval of the agenda

Motion:

THAT the Agenda of Thursday, May 23, 2019 be approved as circulated.

**County of Peterborough
Sign By-law Working Group
Minutes
Thursday, May 23, 2019**

Moved By: Ms. Bertrand

Seconded By: Mr. Grattan

Carried

5. Incoming Correspondence

Nothing to report.

6. Business Arising from previous meeting

a. What should the fees for signs cover?

Mr. Nielsen provided a memo outlining the current fee structure and estimated figures for full-cost recovery and by-law enforcement options. A copy of this memo will be available on the website. All labour costs, including salaries, benefits and equipment costs, are incorporated into the fee structure, however no allowance is currently provided for real estate costs. To achieve a full-cost recovery program, the annual fee would need to be increased from the existing amount of \$100/permit to approximately \$180/permit.

Discussion took place regarding the level of commitment required for enforcing any by-law, the increasing costs for sign holders, the subsidizing of the enforcement through those "playing by the rules", penalties for by-law infractions.

Motion:

THAT any recommendations for fee structure moving forward be towards a cost-recovery and user-pay system.

Moved By: Ms. Matthews

Seconded By: Ms. Cook

Carried

**County of Peterborough
Sign By-law Working Group
Minutes
Thursday, May 23, 2019**

Motion:

THAT anyone who violates the County by-law in the County road allowance be subject to fines.

Moved By: Ms. Boyce-Found

Seconded By: Ms. Matthews

Carried

b. Cost options

Cost options were included in the discussion about what permit fees should encompass.

c. Fundamental Questions

i. Out-of-area businesses

The Local Businesses Practices Act prohibits discrimination for geographical location of businesses advertising. The committee agreed that they would not put forward any recommendations that would violate the act.

ii. Third-party advertisers

The committee discussed the complexities that arise through third-party advertisers. Clarification on the "Third-party advertiser" verbiage is required to distinguish between permit holders, sign operators, re-sellers and the like. Discuss on this topic will continue at next meeting.

iii. List of pending applicants

During the moratorium on new sign permits, there has been a number of businesses who have expressed interest in signs. Once by-law changes have been approved, it is a first-come, first-served process as there has not been a waiting list established.

iv. Time-period to update to sign standards

Once the sign standards have been updated, the committee will discuss and recommend an appropriate time-frame for existing signs to conform with the new standards. Prior to discussion at the next meeting, the Committee has been asked to review the existing MTO standards.

v. Expansion to all Peterborough County townships

**County of Peterborough
Sign By-law Working Group
Minutes
Thursday, May 23, 2019**

As part of their recommendations, the Committee will consider introducing a process through which all Townships could join the bush country sign program. Resolutions from the Council of each interested Township would be required.

- vi. Introduction of other advertising opportunities
Other types of signs are available, such as oversize billboards. The Committee agreed to maintain the current focus on bush country signs.

d. The Ability to Address Existing Situations/Grandfathering in Certain Circumstances/Dealing with illegal signs (public and private)

This topic was deferred to further along in the process, once standards and other issues have been resolved.

e. By-law Options

This topic was deferred to further along in the process, once standards and other issues have been resolved.

7. Review of Scope

a. Item vii

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

b. Item ix

c. Item xiii

d. Item xv - Other items/program management options

e. Review all scope notes and formulate specific recommendations

8. Future Meeting Schedule

The next meeting has been scheduled for Wednesday, June 19, 2019, at 12:00 pm at the County Court House, 470 Water Street, in the Committee Room.

9. Adjournment

**County of Peterborough
Sign By-law Working Group
Minutes
Thursday, May 23, 2019**

Be it resolved that the Sign By-law Working Group Committee meeting adjourn at 2:06 pm.

Moved by: Ms. Cook

Seconded by: Mr. Bell

Carried.



Garnet Northey, Chair



Heather Wrightly, Recording Secretary

