

**County of Peterborough
Sign By-law Working Group
Minutes
Wednesday, June 19, 2019; 12pm
Committee Room; County Court House**

Present: Garnet Northey – Chair, Sherry Boyce-Found – Vice Chair, Tedd Bell, Alyssa Cook, Brian Grattan, Bev Matthews, Alana Solman, Ron Gerow

Regrets: Sheridan Graham, Brian Raymond, John Eesigna, Tracie Bertrand

Staff: Peter Nielsen, Martin O’Grady (left at 1:26pm), Heather Wrightly

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

Mr. Northey called the meeting to order at 12:06 pm, welcoming everyone and thanking them for attending the meeting.

2. Adoption of Minutes

Mr. Northey called for approval of the minutes of May 23, 2019 as circulated.

Motion:

THAT the minutes of May 23, 2019 meeting be approved as circulated.

Moved By: Ms. Matthews

Seconded By: Mr. Grattan

Carried

3. Adoption of Agenda

Chair Mr. Northey called for approval of the agenda.

Motion:

THAT the Agenda of Wednesday, June 19, 2019 be approved as circulated.

Moved By: Ms. Cook

Seconded By: Mr. Gerow

Carried

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4. Incoming Correspondence

A) Email from Brian Raymond

Mr. Raymond expressed his regrets for not being in attendance at today's meeting, however wanted to share his opinion that the discussion should be extended surrounding the issue of enforcement of any by-law.

5. Review of Scope

a) Item vii

Mr. Nielsen reviewed the potential costs associated with a full cost-recovery program. A sign fee of \$181.44 was calculated based on the 5-year average of expenditures. The sign fee of \$493.00 was calculated based on including 50% of the cost of a full-time by-law officer being employed by the County.

Motion:

THAT the committee recommends that the enforcement of the Peterborough County sign by-law on County Roads remain with the County of Peterborough and that there be further investigation into signage on private properties adjacent to County Roads in consultation with the lower-tier municipalities.

Moved: Mr. Gerow
Seconded: Ms. Matthews

Carried

Motion:

That the fees presented in the memo dated May 23, 2019, as prepared by Mr. Nielsen for full cost recovery be recommended in the final report, following a final review, and be adjusted as needed to maintain a full cost recovery program.

Moved: Ms. Matthews
Seconded: Mr. Gerow

Carried

b) Item ix

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Mr. O'Grady reviewed the existing conditions of set-backs, spacing and proximity to other road features for the committee.

Motion:

THAT only single-sided signs be allowed.

Moved: Mr. Bell
Seconded: Ms. Cook

Carried

Motion:

THAT the existing set-backs and conditions of the County of Peterborough by-law, be maintained for the draft by-law, and that signs do not contravene any other provincial or federal regulations.

Moved: Mr. Gerow
Seconded: Ms. Boyce-Found

Carried

Motion:

THAT the County develop a uniform structure standard for all permitted Bush Country signs and that County staff prepare a report to return to the committee regarding the establishment of a uniform structure standard for permitted Bush Country signs.

Moved: Mr. Gerow
Seconded: Ms. Boyce-Found

Carried

c) Item xiii

The Committee agreed that the items identified in this section have already been adequately address in previous discussions and motions.

d) Item xv – Other items/program management options

The Committee discussed electronic signage, multiple advertisers on one sign, sign aesthetics, accessibility, reflectivity and double-sided signs. It

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was agreed that while the Committee is recommending that two-sided signs be prohibited by the by-law, the definition and standards that currently exist needs to be maintained for clarification purposes.

Motion:

THAT electronic signs be prohibited within the road allowance.

Moved: Mr. Grattan
Seconded: Ms. Solman

Carried

Motion:

THAT the committee recommend a limit to the number of advertisers to one business per sign structure for both bush country signs and private properties, at the discretion of Peterborough County staff.

Moved: Ms. Cook
Seconded: Ms. Matthews

Carried

e) Review all scope notes and formulate specific recommendations

6. Business Arising from previous meeting

a. Third Party Advertisers

Clarification: someone who buys the permit and then sells the space to another business.

Motion:

THAT the committee recommend that permits be directly issued to business advertisers, not sign operators, pending the receipt of a formal legal opinion.

Moved: Ms. Cook
Seconded: Ms. Solman

Carried

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b. Sign Standards

The Committee agreed that it would be prudent to await further information in a future report.

c. Permit Term

Currently no term is in place for the permit duration. MTO currently have a term of 5 years before the permit must be reapplied for. Feedback from local businesses is that it's hard for new businesses to access sign locations. Discussion will continue at the next meeting.

7. Next Meeting Topics:

- Permit Term
- Summary of motions and recommendations to review

8. Future Meeting Schedule

The next meeting has been scheduled for Thursday, July 18th at 12:00pm at the County Court House, 470 Water Street, in the Committee Room.


9. Adjournment

Be it resolved that the Sign By-law Working Group Committee meeting adjourn at 2:12 pm.


Moved by: Ms. Boyce-Found

Seconded by: Ms. Matthews

Carried



Garnet Northey, Chair



Heather Wrightly, Recording Secretary

