

**County of Peterborough
Sign By-law Working Group
Minutes
Wednesday, August 21, 2019; 12pm
Committee Room; County Court House**

Present: Garnet Northey – Chair, Tedd Bell, Tracie Bertrand, Sherry Boyce-Found, Alyssa Cook, Ron Gerow, Brian Grattan, Bev Matthews, Alana Solman (12:25), Brian Raymond (12:14)

Regrets: John Eisigna, Sheridan Graham

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

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

Mr. Northey called the meeting to order at 12:07 pm, welcoming everyone and thanking them for attending the meeting.

2. Adoption of Minutes

Mr. Northey called for approval of the minutes of July 18, 2019 as circulated.

Motion:

THAT the minutes of July 18, 2019 meeting be approved as circulated.

Moved By: Ms. Bertrand

Seconded By: Ms. Matthews

Carried

3. Adoption of Agenda

Chair Mr. Northey called for approval of the agenda.

Motion:

THAT the Agenda of Wednesday, August 21, 2019 be approved as circulated.

Moved By: Ms. Boyce-Found

Seconded By: Ms. Bertrand

Carried

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4. Business Arising from previous meeting

a. Update: Signs on Private Property – By-law and Building Code Enforcement

Mr. Nielsen circulated a Memo that recommended the referral of the signs on private property matter to the lower-level municipalities. Mr. Raymond provided comments via email. Based upon these comments, Mr. Nielsen will prepare an amended memo to incorporate changes pertaining to the incorporation of references to the Professional Engineers' Act. Mr. Nielsen responded to questions seeking clarification.

Motion:

THAT the memo be amended to include the changes discussed during the meeting and be re-issued.

Moved: Ms. Bertrand

Second: Ms. Matthews

Carried

b. Summary of Motions and Recommendations and Review of Draft Report

Mr. Nielsen reviewed the draft report with the committee.

Section x: Consider the impacts of billboard sign installations on adjacent land uses. Discussion was held about the process of dealing with potential conflicts.

Motion:

THAT where there is a potential conflict with adjacent land uses or competing businesses, County staff will have the discretion to identify and select alternate locations for signs where a potential conflict may develop and the County maintains the right to relocate signs to alternate locations.

Moved: Ms. Matthews

Second: Mr. Raymond

Carried

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Motion:

THAT a sunset clause be added to the by-law that any legally permitted existing signs predating the by-law shall be brought into compliance by January 1, 2023.

Moved: Ms. Raymond

Second: Mr. Gerow

Carried

Scope xi: Review and recommend standards to be established regarding the aesthetics and quality of Bush Country signage.

Mr. Nielsen reviewed the design standards discussed at previous meetings, with a recommendation that sign design standards be developed for Bush Country signs for the implementation with new permit applications that are consistent with Wayfinding design standards and will consider legibility, font sizes, uniformity, strategic and safe placement, maintenance and adjacent land uses. It is important to distinguish between by-law requirements and guidelines. Reference may be made to scoped items xii and xiii.

Motion:

THAT the committee recommends that the County and Peterborough and the Kawarthas Economic Development (PKED) develop sign design guidelines for Bush Country signs to aid in maximizing business marketing opportunities in the Bush Country areas.

Moved: Mr. Gerow

Second: Ms. Matthews

Carried

Scope xii: review the possible coordination of the By-law with lower tier municipal by-laws, property standards, regulations and related policies.

Motion:

THAT the County of Peterborough refers the matter of the installation of third-party advertising signs on private properties to lower tier municipalities for consultation, with consideration of the following topics:

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- Setback distance of signs to be installed on private property from the property limit of the County road allowance in high-speed zones;
- Regulation of signs installed on private property along County roadways within built-up (hamlet) areas with 50km/hr zones;
- Overall regulation of all signs installed on private property along County and lower tier municipal roadways.

Moved: Mr. Raymond

Seconded: Mr. Gerow

Carried

Scope xiii: Analyze by-law enforcement options

Review the possible coordination of the by-law with lower tier municipal by-laws, property standards regulations and related policies.

Motion:

THAT the Sign By-law Working Committee recommends that a by-law enforcement program be established at the County in conjunction with the establishment of the sign by-law.

Moved: Ms. Bertrand

Seconded: Mr. Gerow

Carried

Scope xiv: Review and develop recommended solutions to address the continued proliferation of illegal signs installed within County road allowances.

The Committee discussed ways to recognize the best practices enacted by signs maintained within the prescribed guidelines.

Scope xv: other items as deemed appropriate by the Committee and/or Council

Mr. Northey left the meeting at 1:45 pm and transferred leadership of the meeting to Ms. Boyce-Found.

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Motion:

THAT electronic and mechanical (changeable) signs are prohibited unless specifically allowed by Peterborough County, within the scope of the by-law.

Moved: Mr. Grattan

Seconded: Ms. Matthews

Carried

The Committee recommended that the matter of the installation of third-party advertising signs on private properties in relation to signage on private property in high-speed zones, signs on private property in County road allowances within the hamlet zones with 50km/hr zones, and all signs within the County of Peterborough, be circulated to lower tier municipalities for consultation, to be included on their September meetings with a firm deadline for feedback, prior to the next Committee meeting being held in October.

5. Future Meeting Schedule

The future meeting schedule will be determined shortly.

6. Adjournment

Be it resolved that the Sign By-law Working Group Committee meeting adjourn at 2:00 pm.

Moved by: Ms. Bertrand

Seconded by: Ms. Matthews

Carried

Garnet Northey, Chair

Heather Wrightly, Recording Secretary