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Temporary Reprieve in Proposed Ban of Bush Road Signs

Thanks to the continued efforts by County Council to get input on proposed changes to the by-law governing "bush road signs", in January, the Apsley Voice publicized an opportunity for the public to provide feedback to Peterborough County Council.

In addition, Council directed staff to bring a report back to the first meeting of Council in March that addresses the establishment of a Sign By-law Working Committee.

Proposed changes to the by-law included banning new bush road signs on County lands and removal of pre-existing, *proposed non-compliant* signs on the county's bush roads including 620, 504, Balmer Road, Northeys Bay Road and Jack Lake Road. Some people consider bush road signs to be an eye-sore, others see them as an employment/income opportunity and necessary to support their business ventures – be it erecting signs or promoting their business to attract new clients.

Council directed that the staff report recommend terms of reference for this Committee that includes recommendations for the composition and mandate (including by-law enforcement options) of the Committee (which shall include business owners, general public, municipal, and county staff and appropriate others), as well term and scope of work for such Committee.

As directed by Council, further information will be provided in the staff report to be presented to Council March 7th.



Above: 26 clustered signs beside a nearby county road.

As a result of input from Apsley Voice readers and many others, on January 17th, County Council released the following statement:

Today, County Council received many local business and association presentations with respect to the Peterborough County Sign By-law. County Council approved a resolution that includes:

Continuance of the moratorium that allows the continuance of legal authorized Bush Country signs.

In other words, once again, County Council has determined that the proposed bush road-sign changes to the sign bylaw are **on hold pending further input/study**.

Proposed changes to the sign by-law appear to be driven from three perspectives:

- to convert and align existing signage to conform with "business directional signage to be designed to the Ontario Traffic Manual design standard"
- to implement a new Peterborough & Kawartha Economic Development (PKED) Wayfinding Signage program to support Tourism and Businesses
- to address the proliferation of bush-road signage which some have described as "not visually appealing in natural areas".

The County, PKED and the township councils are working to create a Tourism Wayfinding Toolkit to address future business signage in the region in the form of kiosk-style marketing ads.

For more info, please see page two.



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