

# News Release



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## For Immediate Release

Date: November 20, 2017

To: Representatives of the Media

From: Sheridan Graham, Director, Corporate Projects & Services

Subject: Peterborough County Sign By-Law – Extension of Public Comment Period

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At the November 15<sup>th</sup>, 2017 meeting, County Council extended the public consultation period for review of the Sign By-Law 2007-55 and we are seeking **your input** into the new sign by-law for the County.

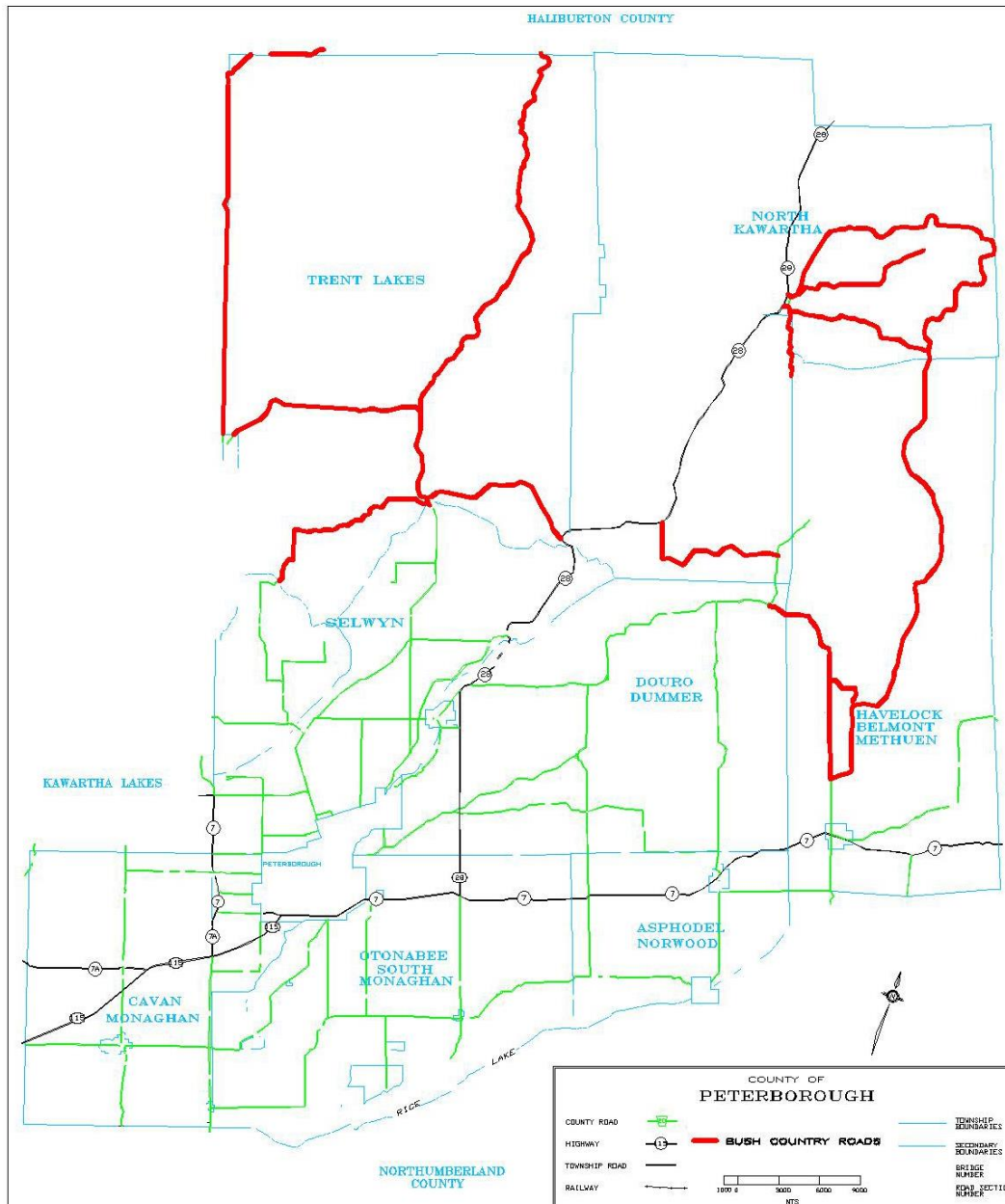
The intent is to address the proliferation of signs along County roadsides (particularly in Bush Country areas in the Municipality of Trent Lakes, Township of North Kawartha and the Township of Havelock-Belmont-Methuen) that are not visually appealing in these natural areas.



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## BUSH COUNTRY SIGNS



The proposed new by-law will make third-party commercial/business advertising related signage along County roadways non-compliant and any present signs will be removed. Signage on privately owned properties are not regulated under the proposed by-law amendment.

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With a proposed new by-law, the following signage options would be available to area businesses:

- Signage installed on private property adjacent to County road allowance (subject to municipal regulation);
- Business directional signage for wayfinding purposes designed to Ontario Traffic Manual (Brown & White) design standard;
- Business kiosk signage as part of PKED Tourism Wayfinding Signage program

The County, Peterborough & The Kawarthas Economic Development, the eight (8) townships, the City of Peterborough and Curve Lake First Nation have been collaborating to create a Tourism Wayfinding Toolkit that, in the next phase of this project, will address business signage in the region in the form of kiosk style marketing ads.

Business signage kiosks may contain:

- a local or regional map
- regional tourism highlights
- site-specific interpretive
- listings of local businesses
- advertising

May be township or regionally branded, or both.

Install at natural stopping places:

- parking lots, cycling routes,
- at gas stations, and in public spaces



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Information related to Sign By-Law 2007-55, Bush Country Signs and the consultation – process completed to date is available on the County website at:

<https://www.ptbocounty.ca/en/governing/by-laws.aspx>

County Council has extended the public consultation period so that they can receive additional written submissions (email, letter) from any party interested. Please direct written submissions to:

[pwinfo@ptbocounty.ca](mailto:pwinfo@ptbocounty.ca)

or via regular mail to:

**Bush Country Sign Consultation  
County of Peterborough  
County Court House  
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**Submissions are due by Friday, January 5, 2018 – 2:00 p.m.**