

Report TR-TAPS-47-15

To: Chair Barfoot and Members of the Transportation and Public Safety Committee
From: M.J. Kelly, Director of Transportation Services
Meeting Date: May 21, 2015
Subject: Advertising Sign Permit Procedure Delegation Comments
Status: Recommendation adopted by Committee as presented per Resolution TAPS85-15; Endorsed by County Council June 2, 2015 per Resolution CC79-15;

Recommendation(s)

WHEREAS at the April 23, 2015 a public presentation was made to the Transportation and Public Safety Committee requesting amendments to the Grey County Advertising Sign Permit Procedure regarding the set back and tastefulness assessment of the signs;

AND WHEREAS a three metre set back from the property line is recommended to allow the advertisement signs to be constructed and maintained on private property;

AND WHEREAS the all signage should be reviewed to ensure the sign is not offensive or illegal before it is installed;

AND WHEREAS the permit applicant may appeal any decision made by staff to the Transportation and Public Safety Committee;

NOW THEREFORE BE IT RESOLVED THAT TR-TAPS-47-15 regarding the request to make modifications to the Grey County Advertising Sign Permit Procedure installation be received;

AND THAT the existing procedure is reasonable and no changes be made at this time;

AND THAT the delegation that made the presentation and request be advised of this resolution and the associated rationale.

Background

Mr. Peter Ferguson made a presentation at the April 23, 2015 Transportation and Public Safety Committee meeting regarding the Grey County Advertising Sign Permit

Procedure. Mr. Ferguson requested the Transportation and Public Safety Committee consider amending the Procedure for the following two concerns:

- 1) In accordance with Section 4.3, the procedure indicates that all advertising and decorative devices must be set back at least 3 metres from the property line. Mr. Ferguson is recommending that signs be allowed to overhang the property line by 1.2 metres.
- 2) In accordance with Section 4.5, the procedure indicates that all displays and devices must be in good taste and that the County reserves the right to determine what constitutes good taste. Mr. Ferguson wishes the requirement for signs to be in good taste be deleted.

Section 4.3 Set Back

Signage adjacent to a County Road can distract an operator and create a safety hazard. It is recognized that the economy is important to the County and appropriate signage is essential for the industry. It is also noted that from time to time the signs do require maintenance.

It is not desirable for liability reasons for the public to be working on Grey County right-of-ways to install and maintain private signs. To ensure that signs can be constructed and maintained from the owner's side of the property line, a setback of three (3) metres was deemed to be reasonable. In addition, the three (3) metres provides some buffer from the drivers being inundated with signage while providing recognition of the businesses.

Section 4.5 Good Taste

The intent of this section is to allow the County to review the message to be placed on the sign in advance to ensure that the information is not disrespectful or inappropriate to the public. As per the procedure, if the Director declines a sign for any reason, including taste, the permit holder may appeal the decision to the Transportation and Public Safety Committee.

General

On July 2, 2013 County Council endorsed the resolution from the Transportation and Public Safety Committee to implement a new Advertising Sign Permit Procedure. The purpose of this procedure is to outline the criteria to permit third party sign placement within the County's control area as established by the Municipal Act to ensure:

- Safety of the road users
- Motorists are not saturated with information
- Signage is permitted in a fair and consistent manner

Financial / Staffing / Legal / Information Technology Considerations

For liability reasons, and occupational and safety issues, it is not recommended that the public conduct work on Grey County right-of-ways without an encroachment permit when installing and maintaining signs.

It is not desirable for the County to provide approval for the install of a sign that is offensive or illegal.

Link to Strategic Goals / Priorities

Not applicable.

Attachments

Respectfully submitted by,

M.J. Kelly
Director of Transportation Services