

New Sign By-law and Amendment to By-law Number (2013)-19529 - 2021-196

General Correspondence – July 19, 2021 City Council Revised Agenda

Good afternoon,

The purpose of this email is to inform you of my opposition to the proposed changes to the by-laws surrounding the use of mobile signs.

As a small business owner I rely on mobile signs from time to time. It is a proven advertisement method that needs to stay in place as is current. Any changes could prove detrimental to my business and others.

I am available for discussion if needed.

Regards,

Peter Curtis

Disability Tax Results Inc.

Hi there,

I am writing to you with concerns over proposed changes to the Guelph Mobile Sign Bylaw.

Canadian Blood Services relies 100% on the generosity of Canadians to support the blood system. Here in Guelph we count on our local community members for over 13,000 units of blood each year, and while we do have a strong donor base of regular donors within our city, each year we still find ourselves recruiting for new donors to fill the gaps.

We rely heavily on mobile signs to help get the word out within the community about the need for blood. Many of the proposed changes to the sign bylaw will make it more difficult for us to advertise and recruit donors, namely, the proposed changes listed below:

- reducing the permit period from 30 days to 14 days,
- Increasing the distance between signs from 20 metres to 50 metres,
- Increasing the distance from any corner from 10 metres to 15 metres,
- Offering a 5th permit for non-profits, but only in industrial areas.

I urge you to consider the impact that these changes will have not only on not-for-profits and organizations such as ours, but all other businesses (big and small) who are just coming out of one of the most challenging economic periods in recent history.

Sincerely,

Emma Willms

Afternoon,

I am writing to you today as the Franchisee of two Swiss Chalet's in Guelph in extreme disagreement with proposed bylaw signage change.

The allowance to have these signs advertise and represent our business, in the form of marketing, is something social media, radio and television cannot come close to. This means of advertising is targets local guests by creating impulse purchases along with awareness towards information pertaining to the business, in this case, restaurants.

It is incredible to me that in a time like this, when restaurants and retail businesses alike have suffered so greatly, that the City of Guelph would even think to change our signage rights so drastically. For what positive purpose does this bring to the residents of this city?

My business aside, the City of Guelph would be taking an entire business away from an incredible person, Ian Cottingham and Magnet Signs. He has worked so hard in the over 10 years I have known him to get these very influential signs up in order to assist all business owners to succeed.

Is the City of Guelph trying to suppress its economy? It surely would if this new bylaw is passed.

I thank you for taking the time to read and hear a very important statement from a concerned business owner and resident of Guelph.

Stay well
Sheena Lalani
Franchisee

Hello Everyone

I was just reviewing the new proposed sign bi law for the city and it's a bit concerning being a business located in Guelph.

We use our sign 4 times each year and already think this is to little

Normally we do not advertise on this sign when used as we don't have enough permits to start with for a year (4 only)

Once a year we use our sign to let the Veteran's know for Remembrance Day that they wash for free and to thank them for their services

The other 2 signs we use to try to find staffing "now hiring" as this has been our biggest struggle

And the last sign we use it for Christmas.

I understand you don't want the streets cluttered with signs.

But how does one try to get employees or let alone, try and gain more business, if these signs are getting reduced to only 14 days now

We need more mobile sign advertising, not less.

Please do not allow this to pass into law.

In such uncertain times for many companies this is their only way to advertise.

Thank you

Michelle Dasilva

Valet Car Wash

Mobil Fuels

Valvoline Express Care

I am just sending in my thoughts on the new mobile sign permit that is possibly changing to less signage time. As a small business I feel I need more sign time not less and usually when we are using a sign it is to advertise for a monthly promo not 14 days.

I do not feel this is a good thing to be changing.

Thanks Kindly

Audrey Kloepfer

Kloepfer Framing and Gallery

Hello,

I am concerned to hear that Guelph City Council has proposed changes to the bylaws for mobile signs that will impact my small business. My name is Joseph Balfour and I am the owner of Ctrl V Virtual Reality Arcade at 212 Victoria Road South, Guelph.

For the past 3 years we have used mobile signs to support our business. Since we are located at the very back of our plaza, having a sign that is visible from the street is invaluable to us. We noticed an increase in business almost immediately when we began advertising with a mobile sign and had a positive ROI of 91% during the 4 months we advertised in 2019.

As it stands right now we can only have a sign for 4 months out of the year and I can live with that. However, the proposed changes to limit mobile signs to 4 permits of 14 days each (56 out of 365 days per year) will significantly impact our business's ability to reach our customers, both during recovery from closures related to Covid-19 and to maintain customer traffic once recovery is complete.

From what I understand, the main reason for the proposed changes is to reduce visual clutter. I fail to see how this is a valid argument considering the economic toll it will have on my business' success. Is this really where your priorities lie?

Thank you for your time.

Joseph Balfour

Dear Mayor Guthrie and Council

I am compelled to write you today following this past Monday night's Council Meeting. I listened to the debate/discussion following the presentations regarding "the new regulations to reduce visual clutter of mobile signs, banner flags and portable signs on private property" and I am aware that Council will be bringing forward amendments when the issue returns to council on July 19, 2021.

I will not disagree that we have a sign issue in Guelph. With the invention of banner flags and feather flags, a piece of property can easily be inundated with advertising when there are no restrictions. In fact, two years ago, Ian Cottingham, owner of Magnetsigns told me he was pleased that his industry was being consulted in the process to update the sign by-law. As a "once a year" customer for the past two years, and with the intention to keep a business relationship with Magnetsigns, I have had the fortune to get know Ian as a caring, professional owner. Permit, sign installation and takedown have consistently been seamless. While I could centre on myself as to what changes will be made and how I will be permitted to advertise our Church's annual Christmas tree sale, my real concern is the impact the changes will have on mobile sign companies like Magnetsigns.

Having survived the impact of Covid, in addition to other changes, these companies are now being asked to change their stock of letter colours, and reduce the time a sign can be displayed. The need to advertise was an issue the Mayor appeared to recognize because it affects both those who need to advertise and those whose livelihood is earned from the service. Hard to recover if you have to make up for over a year of lost revenue and grapple with new costs. Does the city retain its 30 days permit fee while the permit time is reduced to 14 days thereby reducing the sign company's contract fee? Would the company not have to pro-rate the fee to match the new duration? Is the customer allowed to reapply for another 14 days because they need a month of exposure?

So, let's talk colour. Green, light green, bright green, florescence green, neon green.... Personally, I have never been offended by the colours on mobile signs and see this as a nightmare to judge. And when the sun sets these colours go to sleep while the electric signs illuminate day and night. I do see increasing the distance between the signs from 30 metres to 50 metres and that in itself would put space between colour.

And let's talk balance in the recommended changes for those in the business of or in the use of signage. With the <https://pub-guelph.escribemeetings.com/filestream.ashx?.openingDocumentId=16309> link no longer opening, I cannot specifically refer to the "now and proposed changes chart" originally sent to me by Councillor O'Rourke, but as one example, I do think that if realtors were going to have their signs subjected to colour and length of display time, the industry would be

hollering. Property does not sell in 14 days ...take the sign down! And somehow, they get to retain top and bottom signs added to the main sign too. No hit to realtors and their clients.

If this sign by-law lasts as long as the last one, it will be important to get it right so I appreciate Council taking this extra breath. As you get down to the nitty gritty, be it the permanent building sign, the free-standing sign, the portable sign, or the mobile sign, please be sure that you are fair to the human beings behind those signs.

Respectfully,

Ms. Laurie Douglas

Dear Mike & Christine,

As a small business owner in Ward 4 and a home owner in Ward 5, I am writing this letter asking you to vote against the proposed new sign by-laws on July 19, 2021.

My office has been renting a mobile sign during our busiest two months of the year for the past 20 years and it has been a godsend. I find our mobile sign is one of the most effective and cost efficient advertising method to use. It is a wonderful marketing tool that tells our clients we are here for them.

Why is the proposed new sign by-law even up for discussion? Visual clutter of signs can be annoying at times, but the benefits it brings to the businesses and clients/customers more than outweighs any downside. When we talk about benefits of a business it is not all about revenue. Businesses keep people employed in Guelph, we offer services/products to Guelphites so they can shop in our area thus we can all pay our taxes. Now the City gets their money and the circle continues.

From my understanding, the City wishes to reduce the permit length from 30 to 14 days but keep the permit fees the same. Such a dramatic increase! Guelph stores are re-opening their businesses and need to budget every dollar efficiently. Are we not trying to keep Guelph flourishing? Advertising is an important element that is needed to succeed and a mobile sign is an efficient tool to use if the overall price is right.

My other concern with the proposal is whether the four permits a year at a reduced permit length can be used consecutively.

Other factors to consider with this proposed new sign by-law is why would you change the distance between signs, signs and the street and use of neon/fluorescent colour? The extra distance between signs will mean fewer advertising opportunities for businesses in plazas, the original distance between sign and street has not affected the visibility/safety at an intersection and colour increases attention.

Please, support all the people and businesses that would be adversely affected with the proposed changes and vote against the new sign by-laws on July 19, 2021.

Thank you,

Maureen Hollinger

Owner

Hollinger Business Services

Dear Councillor Caron-Piper

My name is Anita Valeriotte and I reside in your ward. I am writing regarding the changes to the sign bylaws. I am a partner in a local tax preparation business and one of our main sources of revenue is walk-ins and new clients from our mobile sign.

Over half of new clients for our local small business in Guelph are a direct result of our mobile sign. This is a material uptake in our revenue and new custom is essential to keep our business growing and remaining profitable. For example, in summer 2020, a client drove by our mobile sign and saw that we offer business services. She needed a new bookkeeper for a business she shares with her spouse and thought she'd pop in to inquire about what we could offer her. She is now one of our valued bookkeeping clients, bringing in thousands of dollars in revenue each year.

It comes down to a simple fact: we *need* our mobile signs. They are not visual distractions, they are a vital piece of our business puzzle, attracting local clients and generating material revenue. The new regulations would be exclusionary to our business, other businesses in our plaza, and local businesses across the city. I truly think that proposing something of this nature, *especially* just as Covid is allowing us to open our doors more freely, is kicking us when we're already down. I frankly find this proposal short-sighted and deplorable.

I am a dedicated Guelphite. I buy my books at The Bookshelf, I shop at the Farmers Market, and I thrift at Wild Rose. I love this city and its local focus. The proposed changes to the sign bylaw will negatively impact the businesses I frequent and me. Please cease this crusade and allow us to advertise in a cost-effective way.

I sincerely hope you will choose to support my local business and my livelihood. I am asking you to consider these signs as essential marketing tools, not "visual clutter." Your decision has a direct impact on my life, and I need your support.

Sincerely,

Anita Valeriotte

To staff,

I am a business owner in Guelph and have been totally happy with the work Ian has provided for me at 715 Wellington St. West, Guelph, over the past years with his mobile sign business.

Ian's signs are always professionally done and catch customers attention as he uses bright colours to enhance the message. This is what works!

I sincerely hope to keep this option and the 30 day, or monthly option as our specials usually run for a month and this has and will work for our business. To reduce this time or

change the options should be decided with input from the businesses who use this service. There are many restrictions as to placement and the amount of signs per area that the city has in place. Ian has always complied with these and businesses do as well.

I feel there is no need to change these as the city already makes a great profit from the placement of these signs. Businesses more than ever need support. Covid has crippled so many businesses like my Hairstyling business and Ian's sign business. Why would the city take this time to add more crippling rules?

We support Ian and do not want the changes the city is proposing. I hope you hear the business voices and act as our representatives to not make the changes.

Marilyn Ingram owner of Marilyn's Hair Design

Good morning

I have been made aware that there is a proposed change to the location, timing and usage of mobile advertising signs.

I am very concerned about how this change will impact my business and my ability to grow and advertise for staff for anticipated growth.

Peace of Mind Care is a Home Care Agency and during COVID-19 we found it very difficult to create awareness around our business. We provide services to those that need help such as senior care, companionship, respite and palliative care. We also are having difficulty hiring staff to provide these services.

We use Guelph Mobile Signs three times a year to hire, create awareness and thank our caregivers for the service they provide.

By changing the location, distance between the signs and only allowing signs to go up for 14 days it will greatly impact my ability to grow the business.

Our landlord strictly follows the guidelines put out by the city. If this bi-law is changed I am uncertain if we will be allowed to advertise using mobile signage.

It is concerning to me that at a time when most employers are having difficult due to the COVID shut downs and restrictions we have all endured that the city would be entertaining a bi-law change at this time.

I do understand that we need to keep intersections clear of obstacles. To be really honest, I find personal property with cars parked where they should not be parked and overgrown hedges to be a bigger concern creating obstacles resulting in creeping into the intersection to know if the path is clear.

It is my hope that the city will re-think this very effective way of advertising for small business. Our success results in growth and employment for our great city.

Carol Bard

Managing Director

Peace of Mind Care

Hi I am against this new Bylaw measure please don't do it

In covid especially we need sign exposure 14 days a month just doesn't do.it.

City Pizza Guelph

Hello,

Probuy Safety Solutions is a small local, family-owned business operating in Guelph since 1995, and we are writing to protest the pending by-laws regarding roadside/mobile signs.

Roadside signs are an effective, low-cost form of advertising that allow small businesses like ours to target every age, gender and business type.

We feel that the use of these signs is instrumental in promoting small businesses and their services.

All of the employees here at Probuy Safety are homeowners in Guelph. We don't see these signs to be eye-sores or visual clutter. They are a method of drawing attention to the many struggling small businesses within this city.

Please reconsider these changes.

Thank you,

Kim Ryan

Bookkeeper/Office Administrator

Probuy Safety Solutions

We understand that there is an issue of mobile signs being presented to council this week. We are so frustrated and appalled that this issue is even being discussed right now when businesses are trying to pull themselves out of a pandemic, where many of us have been closed for so long. How is it even right that you are considering handcuffing us right now in an effort to make Guelph more pretty? Mobile signs are our most cost effective way of advertising. This advertising money is spent right here in Guelph. Our other cost effective choice for advertising is social media. Is that really where you want us spending our money?

Small business owners are stressed and tired and doing what they can do to survive right now. We are in SURVIVAL Mode! Even bringing this issue to the table in this particular year has greatly disappointed us in our city council.

This is an email I sent to the Mayor when I first learned of this issue.... Please do not make it harder than it already is to run a small business in Guelph. We are wholeheartedly against the reduction of mobile sign permits.

Karen Short

Michael Marion

Fighting Griffin Family Karate

Proud Guelph small business since 2003

We read an article in Guelph Today mentioning that councillors want to target the sign pollution bylaw. This is very upsetting to us and we are pleading for your support of small businesses. Mobile signs are a cost effective way for local small businesses to advertise. We are working hard during these extremely difficult times to stay open and not require government subsidy to keep their doors open. Councillors who are concerned about being "pretty" aren't thinking of us whatsoever. We are not Cambridge already - it won't look like Hespler with the current bylaws. The current bylaws are sufficient - are they enforced? Is there not something more important to worry about than this right now. This is an issue for times of abundance.

If Guelph City Council cares about small local businesses at all they should consider what they are doing.

Thank you for listening.

Sensei Karen, Online Office Ninja

Hello:

I would like to voice opposition to the proposed changes to the current road sign bylaw.

The pandemic has already taken a great toll on small businesses. We have been severely limited in our ability to conduct business due to lockdowns for well over a year. Limiting the type of signs and the duration will only work against businesses at this time. The city should be working to promote business advertising, not coming up with ways to hinder it.

Please do not move forward with changes at this time.

Sincerely,

Brian Inthof

Microplay 749

We believe that these new changes are not beneficial to small businesses, especially during these post-pandemic times.

Fresh Salon & Spa By Holly's

We strongly oppose the changes you are trying to make to the mobile sign bylaw. We have notices when we rent a sign it greatly increase business. In time like this I would like to see an increase in allowable time not a decrease. Businesses need to be able to attempt to increase profits as they are much lower today than previously.

I strongly suggest you do not make the proposed changes. It will also be devastating to the Sign Rental business.

Lisa Welch

It would be a bad decision to change the bylaw for mobile signs to be decreased for the amount of times we can advertise on them. If you want to do anything, we think you should increase the amount of time we can get a mobile sign.

Karen Karn,

Office Manager

PowerLine Electronics

PowerPlay Billiards and Games Centre

Hello

I am writing you both today in regards to the proposed New Sign By-Law for Guelph. As a resident and business manager in Guelph, I find the proposal to be detrimental for the growth of local small businesses.

We are coming out of a very trying time for business. Farm To Paw opened its doors in Guelph during the first Lock Down. We started off only being able to do Curb-Side pick up. How did we generate business in those first weeks - Signage.

The Provincial government has not been kind to small business. Being in the pet industry we were deemed essential, but sadly were still not able to service customers in-store. They could buy their pet food at Wal-Mart - amongst 300 other people, but we could not offer service to a single person within our store. How did we continue to grow and generate

business during this time - Signage.

Our customer base has grown, despite our lack of opportunity to be able to welcome them into our store for much of the last year. Guelph is a fantastic community, with a great Shop Local ideology. We need to be able to communicate effectively - cost and visually - to the community. Road Signs are a cost effective and visually effective way to promote what we have to offer.

At a time when small businesses are struggling, why would it make sense to limit an outlet for them to promote their business?

Reducing the amount of time for a permit from 30 days to 14 days. Essentially you are now doubling our costs, but reducing our time.

Increasing the distance of signs from an intersection from 10m to 15m. Now signage will be limited - there may not be space for signs in some areas now. Our exposure will be severely limited.

Increasing the distance between signs from 30m to 50m. It seems that this will almost cut in half the available space for signage. This will make it very difficult for business to get signage out in many areas.

So now as a struggling business - I will have to pay double to get a sign, but will only have half the amount of space to put it, so my likelihood of getting a sign will also be cut in half. So in actuality I have Half the Opportunity at Double the Price. Does that seem like a way to help Local Small Business grow and thrive?

I love Guelph, I want to see Guelph thrive as a community and I want to see businesses thrive in Guelph. I believe that passing By-Laws like this are a way to see the opposite happen. Business will have to look at other, much less cost effective ways to advertise. If businesses have to look at going to mail outs we are now looking at a huge cost increase to the business as well as a large environmental impact with the waste created. Having done print advertising - I know that our business cannot sustain this as our form of marketing and advertising. We need bang for our buck during this time.

I thank you for your time, and I hope that you consider my opinion.

Stacey French
Marketing & Merchandising Manager

I strongly oppose the changes proposed in regards to road signs. As a small business owner we rely on road signs to get peoples attention and to promote sales. These rules that are proposed were clearly not thought of by a small business owner. I see it as someone or a group of people who are trying to get things their way regardless of the impact. Throughout this pandemic, no one of legislative importance has had small businesses in mind. The Canadian Government can say or do all they want, they also do not have small business in mind.

If this lobbying goes through, it cements the notion that "use a crisis to change what you want, when you want". Please don't dissapoint.

Dan Lavoie

Global Pet Foods

Hello

It is very disappointing to hear the changes that might be implemented. Do not go through with these changes. They are detrimental to small businesses.

Some people need to get a hobby. Keep yourself busy with something productive. Not attacking the "visual clutter". This is ridiculous. I can't believe I have to write emails in regards to this. I am angry and frustrated with the possibility of facing these changes.

There are 5 businesses in this plaza that use road signs, and the new radical changes will severely affect us.

Aside from the draconian measures used during the pandemic, this is another brick in its wall.

Please do not pass this motion. Not in support.

Dan Lavoie

Global Pet Foods

I do not support these new looming changes to road signs. It will affect mine and the other 4 businesses in the plaza. We need these signs to promote and create awareness.

And as for "visual clutter", we are not in Rosedale or Beverly Hills. You have a brain, use it constructively.

Dan Lavoie

Global Pet Foods

I am very angry and frustrated upon hearing the proposed changes to road signs. We depend on these to attract customers. Do you really want to affect small business any more? Is this a joke? It sure sounds like one.

NO TO THE PROPOSED CHANGES!

Dan Lavoie

Global Pet Foods

What kind of elitist came up with this proposition? Clearly someone who is out of touch with reality.

What about the sign businesses? Do we really want to put more people out of work? Or force them to shut their doors?

Think about it. No rocket science needed here.

NO TO ROAD SIGN CHANGES!!!

Dan Lavoie

Global Pet Foods

Let's reduce any capacity for any business to advertise. Doesn't sound too intelligent to me.

Our economy is struggling, with further threats waiting in the wings. Let's use common sense and reject this proposal.

NOT IN SUPPORT OF THESE CHANGES!!

Dan Lavoie

Global Pet Foods

There is no bearing on reality with this proposal. I cannot believe we are defending ourselves against "visual clutter"! What kind of elitist notion is this?

NOT IN SUPPORT OF THESE CHANGES

Dan Lavoie

Global Pet Foods

Dear councillors,

I am a member of Royal City Musical Productions Inc., a 40+ year non-profit institution in Guelph. For many years I have approached local businesses to donate to us one of their mobile sign allotments. Seeing the value of our productions to the education and well-being of our citizens, several businesses have cheerfully supported us.

Mobile signs are a cost effective and impactful way to advertise our performances. The new bylaws would severely limit our ability to find sponsoring businesses that meet the new sign guidelines and that have leftover allotments to give to us. Please reconsider the new mobile sign bylaw which limits our ability to inform the public, new patrons and old, of our acclaimed musical presentations.

Best regards,
Judy Steibelt

RCMPI Publicity Committee

Hello,

I am a business owner (ward 3) and resident (ward 1) in Guelph and am writing to share my concern about the proposed change to signage regulations. My business at 27 Woodlawn Road West (Sylvan Learning) has been in business at that location for 35 years and we have regularly used mobile signs to communicate with our current customers and to let new customers know what we have to offer. This is especially important to me as our business has many different seasonal touch points such as the switch from school year tutoring to summer tutoring and back again, report card releases, March break camp, summer camps and PA Day camps.

I already find the current allowance of 4 months of the year to be quite restrictive and was happy to take advantage of the extra permits that were available in 2020. If the city felt that additional sign permits would be helpful to struggling local businesses in 2020, I can't imagine why they would move to further restrict use of signage in the future. I have attended quarterly marketing meetings with other Sylvan Learning Franchisees from across Ontario for over a decade and mobile signage is often discussed. When our marketing co-op agrees to participate in mobile signage campaigns, I am consistently the only one who is unable to participate fully as Guelph is the only location with so many signage restrictions. Not only are other locations able to have posted signage for more than four months, but they also have other options to them for posting signage in locations other than their place of business. I would really like to see an option available (even if just once per year) for a business to purchase an additional permit to post a mobile sign at a different location (for example; city property, road side or on privately owned property with owner permission). I have excellent road frontage and visibility where I am located on Woodlawn Road but not all businesses (especially small, locally owned ones) are so lucky.

Mobile signage is the MOST effective marketing method that I use (and I spend a lot of money on a lot of different marketing options) and it is also one of the most local formats of marketing that also supports local signage companies.

I am asking that you conserve the current signage regulations or even better, that you consider offering more opportunity for local businesses to use mobile signage. I have talked to quite a few other business owners who feel strongly about this as well and I hope that some of them will have the time to write to you.

If you have any questions or if there is anything else I can do to gain your support for our local small business, please do not hesitate to contact me.

Thanks very much for your consideration,

Jessie Smitham

Executive Director

Sylvan Learning

My name is Sonia Tucker and I am a co- owner of a small business in ward 2. I have used mobile signs for 30 years and will continue to do so as it does result in an increase in business. The change that I object to is the reduction of permits to 14 days. Mobile signs not only increase business but have helped businesses to communicate options during the pandemic such as curbside pickup, takeout, delivery etc. Please increase the length of time for permits.

Thank you for your time!

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident. My concerns about our current sign by-law is that it has created a terrible landscape for our beautiful city.

We have been inundated with large, ugly, screaming mobile signs at virtually every retail location in the City.

These signs aren't just about advertising and informing, they are designed to obnoxiously scream at car drivers.

These mobile signs are too big, too ugly and too many.

Other communities have banned these signs altogether, banned neon/fluorescent lettering, restricted the number of signs per property and the amount of time that they can be used, Guelph needs to deal with this issue and not continue with the current landscape.

I encourage you to at least: ban the neon/fluorescent lettering, reduce the amount of time a business can have one and begin to make our streets walkable and enjoyable.

Sincerely,

Lorie Miller

Hello there,

As a small business owner in the city of Guelph, I am very concerned about the new recommendations brought forward by the city for " Mobile sign" by law.

I hope rather than brining these drastic changes just after COVID punishment, we can look for some alternate options to whatever issue the mobile signs are causing!

Thank you so much!

Jolly Bedi

Franchisee PITA PIT

Dear Clerk Office of Guelph

It has come to my attention that there may be some changes to signage permits. I am writing this letter to discuss my stance as a small business owner regarding the advertisement with a City of Guelph approved signage.

I started from scratch in 2017 and the first few years are crucial in the survival of any small business to have enough cashflow to pay for debts and providing salaries for Guelph residents. I have a family dental office and signage to me represents more than just advertising.

1. Public safety – The public needs to be aware of the location to this clinic in case there is a medical emergency. I have first aid training and a portable Automated External Defibrillator (AED) on site to be able to be a first responder to your local business or a traffic accident near our location.
2. I pay the city for a permit. This money goes towards the city and is reallocated into things like education, transportation and other small businesses. My fee for signage also supports a gentleman by the name of Ian in his small business called Magnetsigns Guelph. Ian just had his first baby.
3. Company directory pilon sign – Most clients believe that medical and dental offices are full and not accepting new patients. I get the question, "Are you still accepting new patients?" all the time. A company directory does not attract new clients and is not a marketing piece. The current company directory has my clinic name, but I have been informed by many patients that they do not notice this sign and/or miss driving by the clinic entrance as a result. Simply, drivers are not looking 20 feet up while driving.
4. In addition to the attracting patients to the clinic, it also provides free source of marketing to all the other small businesses this plaza. My patient traffic, overall, allows for their services to be discovered and utilized. I also refer my clients to known services within the condo building when appropriate. I would also like to add that this sign is not offensive by any means – it is aesthetically appealing, simple and contains neither misleading and/or deceptive content.
5. My dental practice software tracks new patient referral sources. It also tracks the revenue from these patients. Four months (as per Guelph city bylaw) of road sign advertising brings in over 95% of new clients. It is the top reason why patient's come to Moose Lake Dental. With COVID, businesses are suffering immensely in Guelph – I am sure you can sympathize with this. Every bit of advertising goes towards not only my income, but paying for my staff wages, taxes, condo fees and all other business expenses. I have attached a link to an article about the devastating economic realities of the pandemic

<https://globalnews.ca/news/7590374/small-businesses-closure-canada-covid-19/>

This is absolutely not the time to NOT be advertising.

While this list of concerns is not exhaustive, I hope it is clear how decreasing permits/ duration of permits will have a negative impact on my business and the small businesses that are the backbone to the Canadian economy. Small businesses are shutting down left right and center, and the big corporations are thriving. We need all the help we can get, so please consider the opposite approach of more permits and duration even if its for a limited time to help Guelph get out of this pandemic economic hardship. Thank you for your time.

Dr Radovan Rudik

City of Guelph Clerks,

Re: Sign Bylaw changes

If there is an issue with the existing sign by-law this is not an appropriate solution.

1 Guelph already restricts the use to four months per year as other municipalities are 6 months to a full year of use.

2 The small plazas will not be allowed any signs at all going from 30 meters to 50 meters.

3 The permit fee will be the same for 15 days as opposed to 30 days doubling in cost.

4 The sign rental fee will increase 66% because more labour and vehicle charges.

5 The small businesses in the back of the plazas that need to advertise on the road to get the exposure as the big businesses on the corners.

6 The signs work as the City of Guelph use them 365 days of the year to get the messages to the residents of Guelph example water level, covid-19, construction etc.

The proposed changes to the sign by-law penalize the small, medium size businesses and charity groups. The very organizations that have suffered the most during the Pandemic and the very groups that you will need to support to have the Guelph economy recover from the past 18 months.

If, 3 & 4 come into play then, people would be advertising with Facebook (social media apps).

Figure out where that monies goes definitely not Guelph or Canadian residents.

Staff and council need to come up with a better solution than this. This does not solve any issues that anyone has.

thank you
Sukh Saini

As to respect to the new rules pertaining to Mobile Signs , length of time etc., we are business owners in the north end of Guelph and it was brought to our attention that we are no longer allowed to have a sign on my front lawn longer then 14 day with no bold lettering - Permit cost will remain the same as a 30 day permit cost prior to this change . We are not on a main street and do require mobile signs to attract the attention of the consumer and if these changes go thru its unfortunate but we wont be hiring the mobile sign company - not worth the cost for 14 days - Jodi O'Regan

I would like to give you my opinion of the proposed changes to the current sign bylaw.

Mobile signs work!

I have used mobile signs since starting my practice in 1992. I have been able to use signs every year, except when my business was located across from the downtown core. When I was not able to access sign usage, my business dropped dramatically.

Currently we are located on Willow Road and once we were able to use a sign again, my business has grown. Especially with the neon lettering. It shares the message more than effectively.

The current 4 months permits work well. Reducing it to four (4), two (2) week permits per year, without reducing the licensing fee, is just a cash grab.

I hope city council sees reason and rejects these proposed amendments.

Thank you.

Sincerely

Keith R. McLaren CPA,CMA

Keith Russell McLaren Professional Corporation

Good Morning ,

I recently became aware of the proposed changes to the sign bylaw in Guelph and would like to provide feedback from both a property manager and Guelph homeowner.

As a property manager, I deal with all signage requests at various properties across Southwestern Ontario and have come to realize how important signage is for tenants. Bylaws vary from municipality but at present Guelph's are the most strict that I have dealt with. This on it's own is fine but I feel that if the proposed changes occur this will not be a positive impact for tenants or their customers.

Covid has had a detrimental effect on so many small business's already and to further impact how these Guelph residents and tax payers are able to advertise would be a further insult to injury in my opinion.

I am also a Guelph homeowner and taxpayer and do not feel that these signs are a nuisance or eye sore. They help me and my family to become aware of new stores, promotions, and are one tool to help me to support a small local business. The colour of the letters is a great attraction as well, I don't feel that only allowing a few mundane colours would really change the presence of the sign either.

These signs are designed to catch your attention so you can support a local business and the length of time business owners are allowed to have them up should not be shortened, if anything it should be adjusted to allow for more advertising while our city gets back on it's feet!!

On a side note these signs and other pylon signs used to be a great tool for my kids as they were learning to read and we had to go out and do errands. They were able to read me the messages as I drove and used to be a fun car game.

I hope you consider the potential negative impact council could cause by changing this bylaw and how it could hurt our small business owners. I am not affected directly by this change but I can definitely see how it has the potential to hurt our tenants.

If you have any questions please let me know.

Warm regards,

Angela Zabder

Stonegate Group of Companies

Another nickel & dime tax grab from the "let's do collaborative business" in The City of Guelph for smb's, including the sign businesses themselves.

Let's make it harder for them to work in winter too.

Not impressed.

Guess someone has to pony up for the 450K for the "improvements" on Downey road, so far too. Perhaps charge the "abundant" bicyclists a toll tax.

We even had a complaint when we supported The Not For Profit Rotary Club on our last sign.

Ridiculous, sad and embarrassing for our Royale city.

The Towne Winer

Barrie Browne

Good day,

We are contacting you to let you know we are very much against this newly proposed sign by-law.

Limiting our advertising allotted amount of time AND fighting for lawn space due to the proposed increase in distances between businesses does not come at a time when economically we have already been hard hit due to covid and previous mandatory closures.

This is NOT business friendly, and in fact it seems to be a perfect cocktail to limit business exposure when you fully well know many businesses are struggling or closing.

We have a dental office and I can tell you , we utilize the current sign allotment outside as it has been *extremely hard times* to encourage people to come into the dental office. The sign helps to remind people and indeed... our plaza configuration is one where driving by the businesses are hidden in a sort of inverted L pattern on the corner, and *we need as much help by allowing MORE time actually for signage outside please. Especially because these last couple of years have been very difficult.*

Please consider an increase or at least leave the current legislation for local business who pay tax to you.

Thank you Kindly

Dr. Kapil Surana

Colleen Briestensky

I understand that Guelph city council will soon be considering a proposal to make changes to the mobile sign bylaw.

My name is John Ireton, and I am the owner of Impact Mobile Signs – a mobile sign supplier to Guelph. I am not a resident of Guelph. I do have family living in Guelph. I carry on my business from a rented space in Kitchener.

For the past few years, Impact Mobile Signs has provided mobile signs to the Trees for Tots Christmas tree collection program. We understand that the proceeds from this go to programs providing help to disadvantaged children in Guelph. We have been able to provide these signs no charge. Should the proposed changes to the bylaw come in to effect, we would no longer be able to do this for Trees for Tots.

Sincerely,

John Ireton

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident. My concerns about our current sign by-law is that it has created a terrible landscape for our beautiful city.

We have been inundated with large, ugly, screaming mobile signs at virtually every retail location in the City.

These signs aren't just about advertising and informing, they are designed to obnoxiously scream at car drivers.

These mobile signs are too big, too ugly and too many.

Other communities have banned these signs altogether, banned neon/fluorescent lettering, restricted the number of signs per property and the amount of time that they can be used, Guelph needs to deal with this issue and not continue with the current landscape.

I encourage you to at least: ban the neon/fluorescent lettering, reduce the amount of time a business can have one and begin to make our streets walkable and enjoyable.

Thank you

Diane Drouin

I'm writing with some comments and concerns about the proposed new sign bylaw.

With respect to real estate signs, there is concern that the required setback from the road allowance may not be feasible to meet because the building or other improvements to the property (ie. parking areas or amenities) may commence at 3m setbacks from the property line. That would mean that a real estate sign could not be the maximum height of 3m or even 2m. Furthermore, there may be occasions where the setback of the building or other has been reduced through variances. We would encourage the City to be flexible in allowing real estate signs to be put on these types of property where minimum setbacks may be difficult or perhaps impossible to obtain while still having a visible and effective real estate advertising sign. To that end, we would suggest a setback equal to 1 m (where possible) rather than the greater of 1m or up to the max height of the sign of 3m.

We would also encourage Council to support staff recommendations for mobile sign 30 day periods and 30m separation distances, open house signs, and portable signs. We don't believe the COW comments are necessary and suggest staff comments be retained as is.

Thank you for the opportunity to comment.

Bob Mason

Robert Mason CPA, CMA

Broker of Record

Mason Real Estate Limited, Brokerage

Dear Councilors,

We are writing regarding the proposed changes to the sign by-laws. Our local small business, PV Tax Service, will be negatively impacted by these proposed changes. Over half

of our new clients are a direct result of our mobile sign. This is a material uptake in our revenue and new clientele is essential to keep our business growing and remaining profitable. For example, in summer 2020, a client drove by our mobile sign and saw that we offer business services. She needed a new bookkeeper for a business she shares with her spouse and thought she'd pop in to inquire about what we could offer her. She is now one of our valued bookkeeping clients, bringing in thousands of dollars in revenue each year.

It comes down to a simple fact: we *need* our mobile signs, they *need* to stay affordable, and they *need* to be effective for marketing. Thirty days is an ideal timeframe to attract clientele and promote our services. The proposed fourteen-day timeline essentially negates the value of this advertising for our business, given the costs associated. Mobile signs are not visual distractions, they are a vital piece of our business puzzle, attracting local clients and generating material revenue. The new regulations would be exclusionary to our business and other businesses in our plaza, given the available frontage. We truly think that proposing something of this nature, *especially* just as Covid is allowing us to open our doors more freely, is kicking us when we're already down.

We are dedicated to our local business community and to serving Guelph. We strongly oppose these changes to sign by-laws. These changes would significantly impact our business as mobile signs are a cost-effective way to attract clientele. We respectfully request that you take into consideration small business requirements in the decision you will make.

We sincerely hope that you will support our local business and our livelihoods. Your decision has a direct impact on our small business, and we need your support.

Thank you

PV Tax Service Team

Hello

We find that mobile signs are an important way to promote our business and that the current time frame of 30 days is required to get our message across.

Sincerely

Mark Cullen

City of Guelph Clerks,

The proposed changes to the sign by-law penalize the small, medium size businesses and charity groups. The very organizations that have suffered the most during the Pandemic and the very groups that you will need to support to have the Guelph economy recover from the past 18 months.

1 Guelph already restricts the use to four months per year as other municipalities are 6 months to a full year of use.

2 The small plazas will not be allowed any signs at all going from 30 meters to 50 meters.

3 The permit fee will be the same for 15 days as opposed to 30 days doubling in cost.

4 The sign rental fee will increase 66% because more labour and vehicle charges.

5 The small businesses in the back of the plazas that need to advertise on the road to get the exposure as the big businesses on the corners.

6 The signs work as the City of Guelph use them 365 days of the year to get the messages to the residents of Guelph example water level, covid-19, construction etc.

Staff and council need to come up with a better solution than this. This does not solve any issues that anyone has. The City of Guelph is going to have more business and the number of signs will be back up to the same number in the City and the size and look of the signs are not changing. If there is an issue with the existing sign by-law this is not an appropriate solution.

Thank You

John Werkema

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident. My concerns about our current sign by-law is that it has created a terrible landscape for our beautiful city.

We have been inundated with large, ugly, screaming mobile signs at virtually every retail location in the City.

These signs aren't just about advertising and informing, they are designed to obnoxiously scream at car drivers.

These mobile signs are too big, too ugly and too many.

Other communities have banned these signs altogether, banned neon/fluorescent lettering, restricted the number of signs per property and the amount of time that they can be used, Guelph needs to deal with this issue and not continue with the current landscape.

I encourage you to at least: ban the neon/fluorescent lettering, reduce the amount of time a business can have one and begin to make our streets walkable and enjoyable.

Thank you,

Lesli Barker

Dear Mayor and City Councillors,

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Kind regards

Deborah Kampf

Dear Mayor and City Councillors,

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We have been inundated with large, ugly, screaming mobile signs at virtually every retail location in the City. There are way too many of them. Other particularly annoying ones are those little signs that are put at the curb level advertising for 2 for 1 pizza, etc.

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I encourage you to at least: ban the neon/fluorescent lettering, the little curb side one, and reduce the amount of time a business can have one and begin to make our streets walkable and enjoyable.

Thanks

Larry Conrad

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident. My concerns about our current sign by-law are that it has created a terrible landscape for our beautiful city.

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Thanks

Debbie Conrad

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Jackie Cyr

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Tina Kolpean

Dear Clerks,

My name is Joanne Dang, owner and operator of Four Seasons Flowers located at Woolwich St. and Speedvale Ave. I am writing to you to voice my concerns regarding the revised New Sign Bylaw that was recently submitted for approval. Like many small businesses, we have experienced an incredibly difficult past 15 months because of the pandemic and all the restrictions and closures that came with it. We consider ourselves to be one the lucky ones because we made it through, albeit just barely and our path to financial recovery will be long. Before the pandemic, mobile signs were an important way for us to advertise our business especially during peak periods like Christmas season, Valentines Day and Mother's Day, which are critical to our success. We know the signs worked because our customers would tell us so. Unlike larger companies that have the means to purchase expensive radio or media ads, we are a small operation and don't have the luxury. Using mobile signage is a cost-effective alternative and the revised New Sign Bylaw will reduce its effectiveness and possibly even take that alternative away at a time when we need it most. Small businesses like ours are part of the fabric that makes the City of Guelph great. These are challenging times and small businesses need every available channel to promote our services. I fear changes like the revised New Sign Bylaw will only exacerbate an already stressful situation for ours and other small businesses in the city. I am asking for your support to impress upon Council the need for businesses like Four Seasons Flowers to effectively promote our business using mobile signs and not to impose restrictions that will inhibit that.

I thank you for your time and consideration.

Sincerely,

Joanne Dang

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident and business owner. My concerns about our current sign by-law is that it has created a terrible landscape for our beautiful city.

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I encourage you to at least: ban the neon/fluorescent lettering, reduce the amount of time a business can have one and begin to make our streets walkable and enjoyable.

Regards,

John Miller

Hi there,

I wanted to send over a quick email in regards to the Mobile Sign Bylaw Changes that may come into affect.

Mobile signs have been a large support for our Trees for Tots event year after year. With the support of Impact Mobile Signs, we have been able to put out mobile signs across the city of Guelph to raise awareness about our tree collection program, which happens with the support of the City of Guelph. It is our understanding that the bylaw may be changed for mobile signs in Guelph, which will drastically impact our event and the funds raised from it, along with the amount of residents we are able to support through this program due to less visibility.

We ask that all scenarios are considered before deciding to open a case to change the mobile signs bylaw. We know that as a charity, the support of Impact Mobile Signs and the City of Guelph for events such as Trees for Tots has been immeasurable! We would hate to have this impact other charities and organizations, especially in a time where many businesses and organizations are struggling to get back on their feet.

Should you need any more information, please let me know. I will be out of office next Monday and Tuesday, but I have cc'd in Mandy Schnurr, our Director of Community Engagement, who can also assist.

Thanks,
Amanda

Amanda Kavchak

Communications and Marketing Manager
Children's Foundation of Guelph and Wellington

Dear Mayor and City Councillors,

I am writing to you today as a long time Guelph resident. My concerns about our current sign by-law is that it has created a terrible landscape for our beautiful city. Please get rid of them once and for all.

We have been inundated with large, ugly, screaming mobile signs at virtually every retail location in the City.

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Thank you

Anna Farquharson

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Chas Birkett