



# ***COMPLETE TAX AND BUSINESS SERVICES***

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## **PERSONAL & CONFIDENTIAL**

July 12, 2021

Mayor Guthrie and Guelph City Council

RE: Revised Sign Bylaw

Mayor Guthrie

I was surprised to read on the Guelph Today news website about the proposed changes to the sign bylaw.

To my consternation I read that there had been extensive consultation with “stakeholders” including mobile sign permit holders. While for the at least the last ten years had a sign permit I was not aware that there was any thoughts of changes to the existing bylaw nor did I receive any communication from the city to be included in the consultation.

From the information I have been able to glean the proposed changes are going to do several things that directly affect my business.

First, the period of time that I am able to have a sign at my business location is being cut in half. Since my business is primarily seasonal with the majority of my revenue generated in to 3 months between mid February and mid May, I would not be able to advertise for all of that period as the new bylaw would restrict me to 8 weeks of sign exposure down from the existing 4 months.

Second, while the length of time that a permit would be reduced by 50% the fees for the permit would remain the same therefore this means that my cost would effectively double.

Third, the requirement that the distance to the road being increased to 50 meters from 30 meters would not allow the placement of a sign at my business location. If I placed a sign either the business located in the buildings on either side of my business location would not be able to place a sign due to the restrictions on sign placement. Conversely if they had a sign in place I would not be able to use a mobile sign to advertise my business.

Finally, as the current president of the Guelph Royal City Lions Club, another thing that concerns me is the proposal that mobile signs advertising charity and service club events can only be located in industrial areas. This makes absolutely no sense. The idea of advertising is to reach as many people as possible but this provision would preclude that and therefore would reduce the potential success of the events. The long term effect of this would be to reduce the effectiveness of the affect organizations and their contributions to the community of Guelph.

It is my understanding that currently Guelph has one of the most restrictive sign bylaws of the majority of local communities. These changes would make it harder for both established & new business to operate and therefore continue to pay taxes and permit fees to the city of Guelph.

I urge you and all members of the council to reject the spurious arguments against mobile signs and remember that signs are an effective way for business to attract and retain customers and therefore contribute to the city in the form of taxes and permit fees as well as provide employment opportunities to city residents.

Carl Swanson, President  
Complete Tax & Business Services