



July 15, 2021

City Clerk's Office  
City of Guelph  
1 Carden Street  
Guelph, ON N1H 3A1  
519-822-1260 extension 5603  
TTY 519-826-9771  
[clerks@guelph.ca](mailto:clerks@guelph.ca)

Dear Council Members of the City of Guelph,

As a Guelph business that has utilized street signs for over 23 years, we were disappointed to hear about the proposed changes to the sign bylaw. We use mobile street signs the maximum four times a year, because they work. We see the high return for an affordable advertising price, and we are able to support a local Guelph sign business at the same time.

We also find this an environmentally friendly advertising option as we have been able to get images and text printed for our mobile signs and reuse the printed materials from year to year. This is a low-waste choice that has better return compared with the expensive printed flyers mailed to each household.

Decreasing the time allowed from 30 days to 14 days will lower the amount of time we are able to reach our local customers. As well, increasing the spacing between signs will reduce the number of businesses that can take advantage of this type of advertising, especially in bigger plazas, and at busy times of year. We hope you will reconsider curtailing our local advertising opportunities, and keep the current spacing, and permit duration of 30 days, four times a year.

Sincerely,

***Original signed by***

Val Wyatt, Owner  
Wild Birds Unlimited  
987 Gordon St Unit 2  
Guelph, ON N1G 4W3  
Email: [wellbirds@bellnet.ca](mailto:wellbirds@bellnet.ca)