

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

Ted Calabretta (Wireless World Canada)