

Attachment 1

Overview of Sign By-law Regulations based on Council feedback from the October 5, 2020 Committee of the Whole Meeting

Table 1 - Overview of feedback and proposed regulations

Subject	Initial Recommendation	Summary of feedback from October 5, 2020 COW Meeting	Overview of Sign By-law Regulation
Mobile Signs	Set back of 15m from traffic signal device.	Would also like setback to include 15m from a stop or yield sign at an intersection.	Setback requirement of 15m from a "Traffic Control Device" which in the By-law means a signal or sign located at an intersection that is intended to control the flow of traffic at that intersection.
Mobile Signs	30m separation distance between each mobile sign and banner flags.	Would like to see at least a 50m separation distance between mobile signs.	A minimum of 50m of separation distance between mobile signs. This separation distance also applies to banner flags.
Mobile Signs	Permit duration of 30 days.	Would like the permit duration to be limited to 14 days.	Restrict permit duration to 14 days.
Mobile Signs	No restrictions related to colour on mobile signs. Proposed that market would dictate colours used.	Restrict neon/fluorescent colour of lettering on mobile signs, but do not restrict it on illustrations or images.	Prohibit neon lettering on mobile signs.
Mobile Signs (City property – Park frontage)	Reduce available locations.	Reduce available locations and ensure cost recovery is in place.	Reduced available locations. Confirmed cost recovery of program is in place.

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Portable Signs (Private property for individual businesses)	<p>Remove requirement for permit.</p> <p>Remove restriction of 5 per mall.</p> <p>Continue to regulate placement.</p>	<p>Concerns with respect to walkability.</p> <p>Concerns with the amount of signage when compounded with mobile signs and flags.</p>	<p>Further restrictions with respect to locations.</p> <p>Location restrictions aimed at ensuring a clear accessible path is maintained.</p> <p>Overall amount of permissible signage will be reduced with further restrictions to mobile signs and continued restrictions to window signs.</p>
Portable Signs (Real Estate Open House)	Real Estate Open House signs only permitted to be installed 4 hours prior to an open house.	Allow Real Estate Open House signs to be installed 6 hours prior to an open house.	Allow Real Estate Open House signs to be installed 6 hours prior to an open house.
Inflatable signs	Prohibit Inflatable Signs.	<p>Curious as to why staff proposed prohibiting inflatable signs. Did not recommend permitting them, but asked to maybe re-consider.</p> <p>Also heard less (signs) is more repeatedly during the meeting.</p>	<p>Continue to prohibit inflatable signs. Inflatable signs were prohibited in the current Sign By-law and there was little demand for not continuing to prohibit them during the review.</p> <p>They can be a distraction, and typically do not align with the intentions of the By-law which also prohibit roof and moving signs.</p> <p>Downtown Built Form Standards also discourage their use.</p>
Lifestyle images	Address and restrict lifestyle images to be in	Feedback from Council varied.	Address and restrict lifestyle images to be in line with other window signage.

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	line with other window signage.	<p>Lifestyle images should be restricted. There is too much signage overall.</p> <p>Would like lifestyle images be permitted so that businesses that have a back office facing a street can maintain their privacy.</p>	<p>Rationale: There were conflicting positions relating to lifestyle images.</p> <p>Alternative methods of privacy are available without the need for signage.</p> <p>Guelph Commercial Built Form Standards discourage the use of vinyl coverings and other signage treatments on windows and doors that are adjacent to a public right of way.</p> <p>Restricting lifestyle images like other window signs seeks to balance the needs of businesses with approved design standards.</p>
Electronic Message Centres (Billboards and Freestanding Signs)	Message can only change every 180 seconds.	<p>180 seconds is too restrictive for a message to change.</p> <p>There was discussion about what the timing should be.</p> <p>Suggestions included 30 seconds, 20 seconds.</p>	<p>Allow message to change every 20 seconds.</p> <p>(Ministry of Transportation regulations now allows a message change of once every 20 seconds)</p>

Table 2 - General comments from meeting and responses

Subject	Summary of General Comments	Response
Removal of sign structures and supports	Would like to see timely removal of sign support structures once a sign face has been removed.	Sign By-law Regulations include the ability to remove sign support structures once a sign face has been removed.
Environmental concerns re: flags, inflatable and other temporary signage	Concerns about types of material that could be used and the corresponding impact to the environment.	Although the proposed By-law does not specifically regulate the types of materials used, it heavily restricts single use type signs. Inflatable signs also continue to be prohibited.
Statutory Review	Would like to see a statutory review requirement within the By-law.	<p>A statutory review requirement within the By-law is not consistent with other By-laws. Such a requirement may interfere with the Agenda of a future Council and commits staff resources and time in the future. Such a requirement, in, and of itself, could also create a legal challenge should there be a delay of any sort.</p> <p>With a focus on continuous improvement, staff are committed to monitor and recommend changes should they be required.</p> <p>Staff will have to amend the new proposed Sign By-law with the approval of the new Zoning By-law. It is the intention of Staff to also propose any recommendations for other improvements to the Sign By-law should they be required at time.</p>
Urban Design Considerations	Would like to see a reference to urban design standards.	References to the Official Plan, Guelph Downtown Built Form Standards, and Guelph Commercial Built Form Standards are referenced in the report.