

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

General Correspondence – Revised Agenda

As a former business owner and manager of local Guelph businesses, I am very concerned about proposed changes to the mobile sign bylaw.

I found that these signs were a very effective method of advertising my business. I always maxed out the number of times I could use the sign during the year. Not only was it effective in drawing new customers to my business, I considered it very cost effective compared to other methods of advertising. I am retired now, but if I was to reopen a business, I would always consider a location where I could put a sign.

Restricting their use even further is counter productive. The largest users of these signs are smaller locally owned businesses competing against larger, better funded competitors. Any further restrictions (14 days vs 30 day permits) hinders their ability to compete. You would be restricting one of your neighbours! This is a business world based on competition. Let them compete the best way they know how. Getting customers in to their business after the damage caused by Covid is critical to their survival. Do not make it more difficult than it needs to be.

In regards to the clutter of signs, that is a weak argument. The city controls where businesses can locate through zoning bylaws. The signs are not in residential areas. Let the businesses compete to the best of their abilities in the areas designated for them. Do not let someones warped view of what clutter is restrict someones livelihood. Effective marketing is critical to the success of any business. It is not lost on me that many governmental organizations have found that mobile signs are an effective method of communication.

Leave the bylaw alone and let the local business compete properly.

Regards.

Chris Love