

Via email: clerks@guelph.ca

Mayor Guthrie and Council
City of Guelph
1 Carden Street
Guelph, ON N1H 3A1

April 14, 2023

**RE: Agenda item 2.2
Proposed Sign By-law Variances for 245 Hanlon Creek Blvd (SV Law)**

Dear Mayor Guthrie and Members of Council,

The Guelph Chamber of Commerce is a leading voice of business with a vision for a community that celebrates business as an essential component to a healthy and prosperous Guelph. Our mission is to enable Guelph businesses and citizens to thrive by facilitating conversations, connections and solutions that drive community prosperity.

SmithValeriotte Law Firm LLP (SV Law), and its predecessor firms have been members of the Guelph Chamber of Commerce and a business operator in Guelph for over 33 years. We have reviewed their sign by-law variance applications and strongly support their requests for external fascia signage on the east and west facades of the newly constructed building at 245 Hanlon Creek Boulevard. We encourage Council to approve these applications, as signage of the scale and type proposed is necessary brand recognition for a business of this size.

The Chamber has always been a strong advocate for the Hanlon Creek Business Park as a driver of encouraging business investment in our community. We recommend that Council direct staff to review whether the objectives of the Sign By-law are appropriately balancing the goal of visual aesthetics with incentivizing investment in the context of the Business Park. It is our firm belief that the Sign By-law variance applications submitted by SV Law would have no negative impact on any other business or residence and would serve to provide needed brand recognition and wayfinding for a long-standing Guelph business. Approving these variances will signal to other would-be owners/tenants in the Hanlon Creek Business Park that Guelph is investment-ready.

Accordingly, please accept this letter of support for the variance applications for 245 Hanlon Creek Boulevard.

Sincerely,



Shakiba Shayani
President & CEO
Guelph Chamber of Commerce