

Public Meeting for proposed amendments to Sign By-law (2021) - 20621

May 13, 2025

Purpose of Proposed Amendments

- Sign By-law (2021) – 20621 was passed by Council July 19, 2021, and was a three-year project to update the 1996 Sign By-law.
- Extensive public consultation was completed including a stakeholder group consisting of sign companies, the Sign Association of Canada, the Downtown Guelph Business Association, Chamber of Commerce, University of Guelph, Guelph Home Builders, Guelph-Wellington Development Association, Guelph & District Association of Realtors.
- Regulations are based on zone categories from the Zoning By-law. With the passing of the Comprehensive Zoning By-law in 2023, all uses that are now in full force and effect and the Sign By-law needs to be updated to the new zone names.
- This amendment gives staff the opportunity to correct, format and update the by-law and propose new minor regulations.

Formatting Changes

- The proposed Sign By-law has bolded all defined terms and changed text to lower case.
- Each section includes zone categories that are listed twice. This has been changed to delete the duplication.
- Updates where text found in the By-law did not match the defined term such as “Electronic message board” replaced by “Electronic message centre”, “Heritage characteristics” to “Heritage attributes”, “message” to “message transition” and a new defined term for “Entrance canopy sign” which was done by combining the existing “Canopy, entrance” and “Canopy sign” definitions.

Formatting Change Example

Proposed showing bolded terms:

Wall banner sign means a **temporary sign** that is made from cloth or a similar lightweight non-rigid material which is secured or mounted to a building. This definition does not include a **flag sign, awning sign, entrance canopy sign, window sign** or **inflatable sign**.

Window sign means any **sign** located in, on, or within 2 m behind a window which is visible from the exterior of the building.

Zoning By-law means the City of Guelph Zoning By-law (1995)-14864, as amended, and Comprehensive Zoning By-law (2023)-20790, as amended, or any successor thereto.

6. Interpretation

6.1 No **person** shall **install, display**, place or **alter** a **sign** within the geographic limits of the **City** except in accordance with this By-law.

6.2 **Signs** that are not specifically permitted by this By-law are prohibited. Without limiting the generality of the foregoing, a **variance** pertains only to the **installation** and **display** of a **sign** for which the application for a

Existing by-law with quoted and capitalized terms:

"Wall Banner Sign" means a Temporary Sign that is made from cloth or a similar lightweight non-rigid material which is secured or mounted to a building. This definition does not include a flag, Awning Sign, Canopy Sign, Window Sign or Inflatable Sign;

"Window Sign" means any Sign located in, on, or within 2m behind a window which is visible from the exterior of the building; and

"Zoning By-law" means the City of Guelph Zoning By-law (1995)-14864, as amended or any successor thereto.

6. Interpretation

6.1 No person shall Install, Display, place or Alter a Sign within the geographic limits of the City except in accordance with this Bylaw.

6.2 Signs that are not specifically permitted by this By-law are prohibited. Without limiting the generality of the foregoing, a Variance pertains only to the Installation and Display of a Sign for which the Application for a

Zone Category Updates

- Replace all 1995 ZBL zone categories with 2023 CZBL zone categories.
- Maintain the commercial section without residential uses for the commercial and new mixed-use zones.
- Maintain but rename the section for residential apartments with commercial uses to Permanent Signs for CMUC, MUC, and NCC zones with residential uses.

Proposed example :

18. Regulations for Signs by Zoning Designation

18.1 In addition to other regulations of this By-law, the following regulations apply to mixed-use zoned private property without residential uses (including specialized zones) designated in the **Zoning By-law** as:

Commercial mixed-use centre - CMUC zone

Mixed-use corridor – MUC zone

Neighbourhood commercial centre – NCC zone

Service commercial – SC zone

Existing example:

18. Regulations for Signs by Zoning Designation

18.1 C.1, NC, CC, RC, SC.1, SC.2 Zones

In addition to other regulations of this By-law, the following regulations apply to commercially zoned private property (including specialized zones) designated in the Zoning By-law as:

Convenience Commercial - C.1 Zone

Neighbourhood Shopping Centre - NC Zone

Community Shopping Centre - CC Zone

Regional Shopping Centre - RC Zone

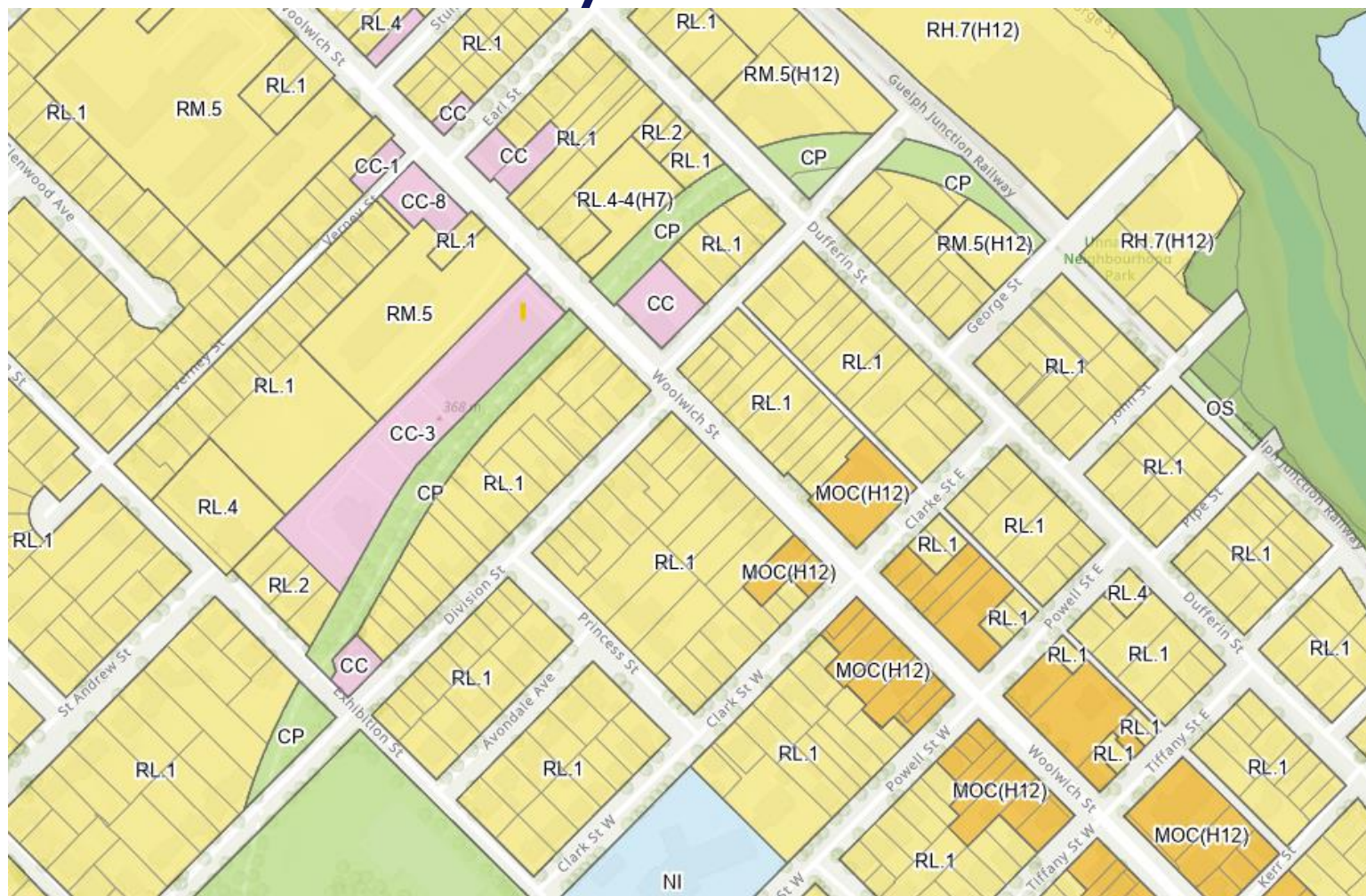
Service Commercial – SC.1 Zone

Highway Service Commercial – SC.2 Zone

CC Regulations Moved to the MOC Chart

- Convenience Commercial (CC) zoned properties, previously Convenience Commercial (C.1) under the 1995 Zoning By-law, currently are regulated under Section 18.1 and have the same sign regulations as commercial plaza properties.
- It is proposed to move the CC zone to existing Section 18.3 with Office Residential (OR) and Commercial Residential (CR) Zones, now known as Mixed/office and commercial (MOC) zones, since CC zoned properties are small in scale and surrounded by residential zones as shown on the following zoning map.

Map showing CC and MOC Zones Surrounded by Residential Zones



Proposed Additions to the By-law

- New sign variance criteria under Section 7.7 for determining whether to grant a variance “d) whether the Sign By-law can be met with similar alternative signage”.
- Create a new definition of “building façade” to clarify only one sign is permitted per side of a building on the top storey in Service Commercial, Institutional and Industrial Zones.
- In Section 9 Prohibited Signs, add “r) Any sign not specifically listed in this By-law”. This will ensure any sign type that is not listed in the By-law, such as a Bag Sign, will require a sign variance.
- Introduce a new additional regulation under Section 18.1.3 p), 18.3.2 i) and 18.8.3 f) “illuminated fascia signs facing an internal lot line abutting a residential zone shall be setback a minimum of 15m from the lot line.
- Introduce a maximum height of 12 metres for any fascia signage in industrial zones where it is permitted on the first or second storey of a premises.

Other Changes

- Deletion of defined terms that are not found in the By-law.
- Add “Any sign not specifically listed in this By-law” under Section 9 Prohibited Signs.
- Amend the section that requires MTO approval to be within the MTO Control Area, instead of only within 400m of the Hanlon Expressway
- The dimension of 7m was missing under 20.2.2 F) for the maximum height of a ground sign for vehicle sales establishments.
- Missing street names and directions were added in Section 18.2.4 within the table for Location of Identified Accessible Sidewalk Routes.

Next Steps

- Compile council and public feedback
- Decision meeting Q3 2025

How to stay informed

If you wish to be notified of any future revisions or decisions to the Sign By-law, please email building@guelph.ca