

Staff Report



To	Committee of the Whole
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, October 5, 2020
Subject	Draft Recommendations for the New Sign By-law

Recommendation

1. That Council direct staff to draft a new Sign By-law based on the draft recommendations outlined in Attachment 2 – Overview of Recommended Changes for the New Sign By-law.
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Executive Summary

Purpose of Report

To provide Council with the opportunity to review and provide feedback to the draft recommendations for the new Sign By-law, which will be presented to Council for consideration in the first quarter of 2021.

Key Findings

In January of 2018, Council approved the [Sign By-law Project Charter](#) to initiate a comprehensive review of Sign By-law No. (1996)-154245, as amended. As part of the comprehensive review process, the city consulted with the key stakeholders, the public, and staff to develop recommendations (See Attachment 2) for a Sign By-law that will:

- Protect, preserve and promote the safety of residents;
- Require signs be well maintained to meet community standards;
- Be compatible with sensitive land uses;
- Be user-friendly and easy to understand;
- Make the best use of technology;
- Align with other bylaws and the Official Plan; and
- Ensure that the number and types of signs allowed serve the needs of businesses and the community while not adversely affecting the livability and attractiveness of the City of Guelph.

Based on the feedback received, staff will draft a new Sign By-law for Council's consideration in the first quarter of 2021.

Financial Implications

The draft recommendations include regulations restricting the amount of illumination permitted by electronic message boards. To measure this illumination, the purchase and on-going calibration of a measuring device will be required. The

financial implication is a one-time cost of approximately four thousand dollars and an ongoing annual cost of five hundred dollars. This cost would be funded through the tax supported Building Services budget and will be included in the base 2021 operating budget subject to council approval of this policy.

Report

Background

The City of Guelph Sign By-law No. (1996)-15245, as amended, has been in effect for over 20 years. Many of the regulations are outdated and do not align with current urban design principles or new technology in the sign industry. This has caused challenges for businesses and for the administration and enforcement of the By-law.

In January of 2018, Council approved the [Sign By-law Project Charter](#) to initiate a comprehensive review of Sign By-law No. (1996)-154245, as amended.

Overview

A comprehensive review of Sign By-law No. (1996)-154245, as amended, was initiated in January 2018.

As part of the comprehensive review process, the city consulted with the key stakeholders and the public (See Attachment-1 Sign By-law Review – Engagement Summary).

In addition to engaging external stakeholders and the public, staff conducted research, a best practice review, and held internal meetings with affected departments.

As a result, recommendations for a new Sign By-law have been developed (See Attachment-2 Overview of Recommended Changes for the New Sign By-law) that will:

- Protect, preserve and promote the safety of residents;
- Require signs to be well maintained to meet community standards;
- Be compatible with sensitive land uses;
- Be user-friendly and easy to understand;
- Make the best use of technology;
- Align with other bylaws and the Official Plan; and
- Ensure that the number and types of signs allowed serve the needs of businesses and the community, while not adversely affecting the livability and attractiveness of the City of Guelph.

Next Steps

Based on the feedback received, staff will draft a new Sign By-law for Council's consideration in the first quarter of 2021.

Financial Implications

The draft recommendations include regulations restricting the amount of illumination permitted by electronic message boards. To measure this illumination, the purchase and ongoing calibration of a measuring device will be required. The financial implication is a one-time cost of approximately four thousand dollars and

an ongoing annual cost of five hundred dollars. This cost would be funded through the tax supported Building Services budget and will be included in the base 2021 operating budget subject to council approval of this policy.

Consultations

Internal consultations through email and/or meetings with:

By-law Compliance Security & Licensing
Facilities and Energy Management
Legal Services
Planning Services
Parks and Recreation
Tourism and Community Investment
Transportation Services

External consultation through email and/or meetings with:

Residents of the City of Guelph
Permanent and temporary sign companies
Sign Association of Canada
Guelph & District Home Builders Association
Members of the Guelph & District Realtors Association
Individual businesses that operate in Guelph
Guelph Chamber of Commerce
University of Guelph
Downtown Guelph Business Association

Attachment-1 Sign By-law Review - Engagement Summary contains further details.

All parties consulted will continue to receive email updates relating to this comprehensive review.

Strategic Plan Alignment

Powering our future – Helping businesses to succeed and add value to the community.

Working together for our future – Improving how the City communicates and delivers services.

Attachments

Attachment-1 Sign By-law Review – Engagement Summary

Attachment-2 Overview of Recommended Changes for the New Sign By-law

Departmental Approval

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