

HAMILTON CHAMBER OF COMMERCE

**555 Bay St. N.
Hamilton, On. L8L 1H1**

**His Worship Mayor Larry Dilanni, and
All Members of Council
City of Hamilton**

Chamber RESPONSE TO CITY OF HAMILTON SIGN BY-LAW Proposals

The Hamilton Chamber of Commerce is pleased that the City is undertaking an exercise to provide standardized rules and regulations for signage within the City of Hamilton on a comprehensive basis. It is the Chamber's position that the sign by-law should be fair and equitable to all parties. We also believe that the provisions of the by-law should be consistent with other surrounding jurisdictions so that local businesses in Hamilton are able to compete on a level playing field. We would not want to see City of Hamilton businesses subject to more stringent rules and regulations than those faced in other surrounding municipalities.

We understand there are some businesses that still have some concerns with respect to the specific regulations that are being proposed. We would encourage the City and their consulting team to continue to work with all of the business interests in the City in an attempt to arrive at a reasonable, fair and equitable solution to the regulations of signage.

The consideration of safety and security to the general public must be reflected in the sign by-law regulations. This includes consideration of such matters as the placement of signage too close to driveways, blocking the view of pedestrians and drivers to oncoming traffic, and blocking pedestrian access on sidewalks and walkways.

Given the magnitude of the change being implemented with these new regulations, it is suggested that a phasing-in period be implemented to allow the community to adjust to the new by-law regulations. During this time, an educational campaign should be undertaken to familiarize the business community with the changes that are being proposed, and the implications it will have for their businesses.

Once implemented, the Chamber believes that the enforcement of the by-law should be undertaken on a consistent basis to ensure proper adherence to the regulation requirements.

The consultants preparing the sign by-law have consulted with a number of groups and organizations regarding the sign by-law, including the Chamber. We wish to thank the City and its consulting team for involving the Chamber in this discussion and keeping us informed throughout the process.

If you require any further clarification on this matter, please feel free to contact Mr. John Dolbec at 905-522-1151, Ext. 229, or Ed Fothergill who is the Chair of our Business Development Committee at 905-577-1077.

Signed electronically & forwarded
by _____
Len Falco, President
Hamilton Chamber of Commerce

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