



**Presentation to St. Catharines City Council  
On  
The Sign By – Law Update**

**November 29, 2010**

**Prepared by the St. Catharines – Thorold Chamber of Commerce**

**Good evening, Mayor McMullan, city council, staff and members of the public. My name is Kithio Mwanzia, and I am here in my capacity as the Policy Coordinator of the St. Catharines – Thorold Chamber of Commerce, and joining me tonight is the Chair of Chamber’s Government Affairs Committee and Director on our Board, Ian Kowalchuk**

**We are here this evening representing the St. Catharines – Thorold Chamber of Commerce. As you well know, the Chamber is a member-driven business organization. With a current membership of more than 1,200 members representing more than 27,000 employees, we are the voice of business for St. Catharines – Thorold - Niagara. We are one of the biggest business organizations in the Greater Golden Horseshoe**

**First, I would like to thank council for allowing the Chamber to speak to council on this issue of importance to the business community. As many of you know – we have been keenly following the City’s efforts to make St. Catharines more open for business.**

**St. Catharines is composed of a diverse collection of businesses and services all of which have established various ways of creating profile for their business through the use of signage. Recognizing that signage in the city differs in many respects, from number of signs to location and construction of signs, businesses, while supportive of the modernizing of the City’s sign by-law, have identified key areas within the by-law that are of concern.**

**Whatever signage a business chooses is not only the first line of communication for the business, but also – and more importantly - it is the first line of communication to a consumer. Therefore, it is important, in order to develop a business climate that is market ready, a properly defined set of signage regulations are developed that takes into account the concerns that have been raised by the business community following a year of implementation of the new sign by-law.**

**The St. Catharines – Thorold Chamber of Commerce participated as part of the City of St. Catharines update of the sign by law in 2007. This process was an important process in that it provided a much needed modernization of the St. Catharines Sign By Law at the time. One of the key elements of the Chamber’s recommendations in this consultation process was that a review be conducted to monitor issues related to implementation.**

**We believe that both staff and council took a crucial first step in developing the modernized sign by-law that was passed last year, however fully recognizing the issues that have been raised by the business community there is need to come back to the table and re-engage stakeholders to come up with a comprehensive go-forward strategy.**

**Therefore tonight, we are requesting that Council establish a Committee that will include all stakeholders in order to develop a comprehensive sign by-law update. The current sign by-law update**

**before you this evening does not fully recognize the concerns that have been raised as you have heard this evening. Through a committee the issues raised by various stakeholders can be effectively resolved and an update that provides the right balance can be brought forward.**

**Thank you**

**We look forward to your questions.**