



July 23rd, 2015

089-15

**Via Delivered and Email**

Ida Bedioui  
Legislative Co-ordinator  
City Clerks

City of Hamilton  
71 Main Street West, 1st Floor  
Hamilton, ON L8P 4Y5

Dear Ms. Bedioui,

**RE: 1775-1803 Stone Church Road East  
Appeal of the Decision of Sign Variance Application SV-15-008**

UrbanSolutions Planning & Land Development Consultants Inc. (UrbanSolutions) is the authorized planning consultant, acting on behalf the owner of the subject property, Heritage Green Developments Inc.

The subject property is improved with an established retail commercial centre that includes an existing, approved, telecommunication tower. The telecommunication tower includes existing three sided white panel cladding and it is the intent of the owner intent to replace the existing white panels with new cladding having "Heritage Greene" lettering on white panels. To do so, a sign variance is required.

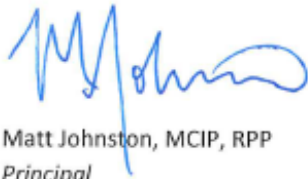
The subject sign variance application was submitted on April 28<sup>th</sup>, 2015 and this application was denied by the Director of Planning in his July 22<sup>nd</sup>, 2015 correspondence

It is our opinion the proposed ground sign meets the tests for sign variance pursuant to Section 6.5 of By-law No. 10-197; the size and location of the sign is predetermined, the proposed signage is in keeping with the Heritage Greene branding of the existing signs on site, the signage is not third party advertising and the name appeals to the name of the broader community while softening the look of the tower.

In keeping with Section 6.6 of Sign By-law No. 10-197, we respectfully submit this letter as an appeal of the decision. We kindly request the opportunity to present this application to Planning Committee and Council at the earliest opportunity.

If you have any further questions please feel free to contact the undersigned and we look forward to hearing from you.

Regards,  
**UrbanSolutions**



Matt Johnston, MCIP, RPP  
*Principal*



Sergio Manchia, MCIP, RPP  
*Principal*

Cc: Councillor Doug Conley, Ward 9  
Steve Robichaud, MCIP, RPP, Director, Planning Division  
Danielle Beck, CPT, Planning Technician, Planning Division  
Tom Weisz, Effort Trust  
David Horwood, Effort Trust