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October 29th 2015

File No.: 38451

Ms. Ida Bedioui
Co-ordinator, City Clerks
Planning Committee
City of Hamilton
71 Main Street West
5th Floor
Hamilton ON
L8P 4Y5

Dear Ms. Bedioui:

**766 BURLINGTON STREET EAST, HAMILTON
SIGN VARIANCE APPEAL**

We are the planning consultants for the owners of 766 Burlington Street East. In September a sign variance was submitted to allow for the continuation of a third party roof-top mounted sign with 100% digital sign face coverage. Through the city circulation a total of 8 variances were identified. The staff report and Mr. Robichaud's decision is to deny the variances. However, it is our opinion that one of the variances does not apply, six of these variances are already existing with the previous billboard sign. With regards to the variance of allowing for 100% of the sign face to be digital, it has been observed that multiple signs across the City are moving towards this preferred option to display signs. Therefore we do feel that the variance does maintain the general intent and purpose of the By-law and so please accept this letter as our formal appeal of the decision to deny the sign variance to 766 Burlington Street East.

We trust you will find the enclosed to be in order. Should you have any questions, please do not hesitate to contact the undersigned and advise when the matter will be considered at the Planning Committee.

Yours very truly,

IBI Group

A handwritten signature in black ink, appearing to read 'J. Ariens', written over the printed name.

JOP John S. Ariens, MCIP, RPP
Associate Director

cc: Mr. Andre LeBlanc, owner
Mr. Steve Robichaud, City of Hamilton
Councillor Matthew Green, Ward 3