



June 12, 2017

City Clerks Office
City of Hamilton
City Hall
71 Main Street West, 5TH Floor
Hamilton, ON., L8P 4Y5

RECEIVED
JUN 12 2017

Attn: Ida Bedoui, Co-ordinator, City Clerks

Dear Ms. Bedoui,

APPEAL TO SIGN VARIANCE

RE: FILE SV-17-001 – 430 MCNEILLY RD.

This letter is to indicate Losani Homes' intent to appeal the variance application decision of the Director of Planning, to the Planning committee, regarding file SV-17-001.

On May 25, 2017 Losani Homes received a denial letter from Planning staff at the City of Hamilton for three out of their four variance requests. The denied variances include increases in maximum allowable height, electronic message coverage, and face area. Permit and variance applications were applied to by our contractor Jones Neon Displayed Limited and Losani Homes was not invited to review said applications until problems were identified by the contractor. Losani Homes has now retained control of these applications and will be the source of contact to address the identified issues.

We recognize the concerns expressed by Planning and MTO staff regarding the nighttime glare of this electronic sign. Losani Homes is willing to commit to displaying a dark Losani Homes logo, or a dimmed analog clock between the hours of 10:00 PM and 6:00 AM to address these concerns.

This decision is to be appealed on the basis that other applications with significantly greater variance requests and public impact, had their variances granted. Enclosed is a comparison table outlining the variances requested in our application, versus other similar electronic sign variances in Hamilton which have been recently approved. We believe that the nature of this application is minor especially in comparison to similar recently approved applications, and therefore it should be treated with the same consideration.

We trust that the enclosed is in order and correct, if however, there are any questions or concerns, please do not hesitate to contact our office.

Sincerely
LOSANI HOMES

Marib Pirzada, BES
Co-ordinator, Land Development