

Hamilton

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Planning and Economic Development Department
Planning Division,
71 Main Street West, 6th Floor, Hamilton, ON L8P 4Y5
Phone: 905-546-2424 Fax: 905-546-4202

October 29, 2014

FILE: SV-14-005

Joel Swagerman
Fontur International
30 East Beaver Creek Road, Suite 104
Richmond Hill, ON
L4B 1J2

Dear Sir:

RE: Sign Variance Application, 523 Carlisle Road, Flamborough

Please be advised that pursuant to By-law No. 10-197, which regulates signs and other advertising devices pursuant to the provisions of the Municipal Act and which delegates the approval or denial of variances for the provisions of the By-law to the Director of Planning, Sign Variance Application (SV-14-005) is **Denied**. The purpose of the application was to permit the following:

- (1) A Ground Sign to have a sign height of 55m, whereas a maximum height of 7.5m is permitted;
- (2) A Ground Sign to have a sign face area of 105 sq. m., whereas a maximum sign face area of 18 sq. m. for a single face sign and 36 sq. m. for a double face sign is permitted; and,
- (3) A Ground Sign to have no municipal address number, whereas a municipal address number is required at either the top or bottom of the sign with numbers at least 15 cm in height.

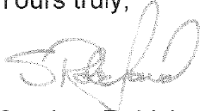
The reason for the refusal is that the proposed Sign Variance Application does not maintain the general intent and purpose of the By-law nor does it meet the 4 tests for sign variances as provided for in Section 6.5 of By-law 10-197.

Should you have any questions please contact Daniel Barnett at 905-546-2424 ext. 4445 or by email at Daniel.Barnett@hamilton.ca.

Re: 523 Carlisle Road, Flamborough

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Yours truly,



Stephen Robichaud, *MCIP OPPI RPP*
Director, Planning Division

- cc. E. John, Senior Project Manager, Development Planning Heritage and Design – West
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