City of Hamilton
Planning Department
71 Main Street West
Hamilton, Ontario
L8P 4Y5

Via Fax – 905-546-2764

Attention: Dan Mousseau, Coordinator – Sign Bylaw

Re: New City of Hamilton Sign Bylaw

Further to our representation at the public meeting and your discussions with Mike Foley, we would like to outline our position on the various aspects of the proposed Sign Bylaw.

1) ‘A’ Frame Signs

It is our understanding that the timing for the placement and removal of the ‘A’ frame signs will now be 12:00 Noon on Friday to 12:00 Noon on Monday. This is a reasonable alternative to the original proposal.

To clarify the intent of the ‘A’ Frame provisions, we understand the following:

- 3 signs are permitted per corner for a total of 12 at a standard 4 corner intersection.
- Each builder will be allowed 1 sign per intersection
- A permit will be issued once a year for each sign at a specified location
- Each development will be permitted a maximum of 10 ‘A’ frame signs throughout the city.

2) Off Site Signage

The bylaw currently allows 2 subdivision signs off site, basically 1 in each direction of traffic. For some areas, this will be ineffective in getting people to the site. We
would suggest 2 off-site signs in each direction, no closer than 2 km apart. In this regard, hard to find sites can be accessed without a blight on the landscape.

Should you have any questions regarding the above, please do not hesitate to contact the undersigned.

Yours truly,

[Signature]

Peter Sesami, President
Hamilton-Halton Homebuilders' Association
July 25, 2006

Hamilton Halton Home Builders' Association
1112 Rymal Road East
Hamilton, ON L8W 3N7

Attn: Mr. Peter Seranni, President

Dear Mr. Seranni,

Re: Hamilton’s New Draft Sign By-law

Thank you for your letter of July 11, 2006, received July 20, 2006, regarding your Association’s position on the New Home Development Sign provisions.

Item 1) of your letter addresses New Home Development Portable Signs. You are correct in your understanding of those components of the draft By-law. However, there is one clarification required where you noted: “A permit will be issued once a year for each sign at a specific location”.

In speaking with Mike Foley of your Association, he noted that the expectation is for the City to designate the locations when issuing the permits. This was not the intent of the By-law. As I noted to Mr. Foley, the City expects the industry to be self-regulating with respect to locating these signs.

Item 2) of your letter addresses New Home Development Ground Signs. You are asking for two additional off-site Ground Signs. The draft By-law currently provides for four (4) of these signs, each having a maximum sign area of 18.0 square metres. As I advised Mr. Foley, we do not support this request. Four large Ground Signs [2 on-site and 2 off-site] and 10 Portable Signs off-site, directing traffic for each subdivision, including other means of advertising, appears adequate.

You may wish to attend the August 8th meeting of the Planning and Economic Development Committee and speak to these items. I will ask the Clerk to include your letter in the meeting correspondence. If you choose to appear, you should pre-register with the Clerk’s Department.

Yours truly,

Daniel B. Mousseau P.Eng.
Coordinator, Sign By-law