



October 7, 2024

Municipality of Port Hope
Attention: Amer Salahuddin
Planning Division
5 Mill St S, Port Hope, ON, L1A 2S6

Subject: Amendment to the sign by-Law for YIG 810, 20 Joceyln Road, Port Hope, ON L1A 3V7

West and South Elevation: Schedule C of the bylaw regulates commercial signs. Maximum permitted # of signs is one (1) per business per building façade. On the West façade there are five (5) signs, only one (1) is allowed and on the South façade there are three (3) signs, only one (1) is allowed.

The present is our application for an Amendment to the sign by-Law with the Municipality of Port Hope. The purpose of this amendment is to request relief for the four (4) additional signs on the West façade and two (2) additional signs on the South façade.

According to the current By-law, there is a maximum of one (1) sign allowed per building façade. All the proposed signs are critical and illustrating the different services offered by Loblaws. Furthermore, this is standard signage throughout Canada, visibility and consistency are crucial for the brand.

Please note that the number of signs is not exaggerated based on the size of the building. Additionally, we believe that the proposed signage is in line with neighboring properties. The signage would not appear out of place and would not impact residents.

Unfortunately, our records don't go that far back, and we do not have any information pertaining to the original permit for this site.

Kindly review and feel free to contact us should you require any additional information.

Kind regards,

Antonietta Tenore

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Project Manager / Chargée de projet

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