

Concept: How Might We allow Assante Wealth Management to upgrade their current business sign to a new electronic sign.

Background:

Assante Wealth Management operates an office at 77 Highway 20 west Fonthill, they currently have a sign located on their property fronting on Highway 20, which has passed its useful life. The owners would like to remove the old sign and install a new electronic sign.

The Challenge:

The current sign by-law requires all electronic signs to be approved by Council, and the sign be set back 3 meters from the property line, the requested location has a 1.5 meter set back which requires a variance from the bylaw and Council approval. See attached documents which detail the request and the bylaw in question.

Our Recommended Solution:

THAT Committee receive the report entitled Assante sign variance update 2019; and
THAT Committee recommend approving the variance at the next regular meeting of Council.