



Dear Pelham Council;

We are excited to present an opportunity for new sign with a digital display for Assante Wealth Management. The reason for this letter is to bring rational towards this business receiving an electronic message centre (EMC) as a part of their main ground sign out front of the business. The EMC presents many opportunities for this business to grow and inform the surrounding community of the important information they wish to put out.

We are applying for relief of the Town of Pelham by-law 3310 (2012) which includes the following: Under the zoning by-law the frontage would be considered the property line along Hwy 20 & Haist st., there can only by one ground sign on that property so the sign that is on Haist St will be removed. The location of the new ground sign will be set back within the 3 m allowance from the property line limit where the current sign resides. We are unable to move the sign back further as it will interfere with their stone patio. The sign by-law states that the sign shall be under 50 sq/ft. Our sign is 87" x 46.75" (7.25 ft x 3.895 ft) =28.23 sq/ft with a stone base that is 89" x 18"h (7.416 ft x 1.5 ft) = 11.124 sq/ft with a total square footage of **39.354 sq/ft.**

We feel the new sign will bring an updated presence to their business so they can fit in and market to the mix of new development that has taken place in the surrounding area. We are fully aware that some brands of EMC's look intrusive, have brightness issues at night, will flicker and glitch when dysfunctional and can be an overall eye sore to many. Our brand of EMC is top of the line. We have photo eye sensor and GPS location built in so the screen will automatically dim as ambient conditions change. There is an on off feature that will allow the screen to turn off after hours, a discussion could be had by council as to what are appropriate times to have the screen operational, so we do not disturb the surrounding community at night. When we use this on off feature, it allows the sign to continuously have power to keep cooling fans operational while only having the display remain blank. This is especially important for longevity and maintaining a working product for many years.

This sign will allow the business to market themselves efficiently and effectively. They will be able to display seasonal messages relating to their business, local events, local charity events, amber alerts, and missing persons alerts if they decide to participate. Very useful tool. We hope you consider our proposal an honest attempt to help this business grow and follow the current market trend.

Sincerely,

Mark Wallis

A handwritten signature in black ink, appearing to read "Mark Wallis", is written over a horizontal line.

Vice President of Signature Sign & Image