

## **Concept: How Might We permit Assante Wealth Management to replace their existing sign with an electronic sign.**

Background: In previous reports a request from Assante Wealth Management for relief from the Town of Pelham's sign bylaw, the initial request was for a reduced set back from the property line and to allow an electronic sign as a replacement. Asante has agreed to move the sign to another area of their property to meet the setback requirements. Their request meets all requirements of both the Region and the Towns bylaws with the exception of the Town requiring approval of the electronic sign.

The new sign location will be moved towards the north east side of their property, the new location poses no issues within the sight triangle or traffic sight lines.

The Challenge: for Assante to receive approval of their electronic sign.

### **Our Recommended Solution:**

BE IT RESOLVED THAT Council receive the Report entitled Assante Sign Variance"; and  
THAT Council approves the requested variance to the Sign By-law, as outlined in the Report to permit an electronic sign.