

E-Mail Received in regards to Permanent Sign Public Hearing

We understand that the permanent sign by-laws are currently under review. We would like to bring to your attention some concerns that we have experienced that may be taken under consideration with respect to any changes proposed under new regulations.

Fascia & Ground Signage

Lease negotiations in recent years, have become very competitive as you are well aware. The second most important condition, after market rent is the ability for a tenant to maximize their full access to both fascia and ground signage. Especially in the case of large anchor tenancies, this is pivotal to their lease requirements. They simply will not consider a location if signage is not to their specifications. Under most circumstances where under the by-law, total allowable square footage is based on frontage, this formula works. However, there are exceptions.

We have a commercial project comprised of 4.5 acres, with a rentable area of 44, 000 square feet, but has limited frontage. In this case the by-law should provide some relief for additional sign allocation.

Structural design should also be considered when granting approval for signage. We have a commercial property where the building design has an extended canopy over the sidewalk in front of the building. Although this feature is beneficial in both summer and winter conditions, it is not enough to allow roofline fascia signage that is only visible from the street or parking areas. Each tenant should have the ability to have wall mounted signage directly above their entrances, under the canopy, that is directional for pedestrians as well, without them having to step out into the parking lot.

Portable Sign Permits

We understand the concerns where "temporary signs" become "permanent". As a landlord, we are repeatedly told by our tenants that they see a marked increase in their sales with the use of portable road signs. Without this ability, some have expressed that this has a direct impact on their business. At the commercial project mentioned earlier, where there is limited frontage, we are limited to two (2) permits a year. At this project, we currently have twelve (12) tenants. If each took their turn on a rotational basis, they would have to wait six (6) years for their turn. We have difficulty explaining this logic to our tenants.

Related Costs To Minor Variance Applications

At one of our sites, we had a ground sign that was damaged in a wind storm. The sign had to be replaced. The design build for the new sign required an application for a minor variance. The cost for this process, included the fees for the application, a corporate representative to present the application and permits exceeded \$1000.00. Then there was a two (2) to three (3) month time period as this still had to go through Committee of Adjustments for approval. At this point, we had not even begun to fabricate the sign. There may be an opportunity to expedite this process.

Thank you for taking this under consideration. We hope that feedback from local property owners will give some insight as to our dealings with our tenants and their signage concerns. Any comments or suggestions that you can provide, will be much appreciated. I can be reached at 560 7600.

Best regards,
Meri-Lynn Butler
Nickel Range Investments Limited