



SENT BY EMAIL

Mayor and Member of Council  
Town of the Blue Mountains  
32, Mill Street, PO Box 310  
Thornbury, ON N0H 2P0

November 8<sup>th</sup>, 2019

**Re: Calibrex Development Group Inc. and the Town of the Blue Mountains Sign Bylaw**

Dear Mayor and Members of Council,

I am writing to you regarding our urgent and ongoing need to advertise with temporary signage for the purpose of directing potential customers to our New Homes sales trailers and model homes.

Calibrex Development Group Inc. is a Land Developer and Builder in the town of the Blue Mountains. We currently have two projects underway within the Town; our Georgian Shores site at Timber Lane and Peel Street, and our Bayside site (formerly known as the Clarksbury Development) at Grey County Road 40 and Hwy 26.

We have been working hard at building and marketing our products in this town. We take a lot of pride in the homes that we build, and we expect to do a lot of business for years to come in the wonderful Town of the Blue Mountains.

Recently, we have heard concerns regarding the A-Frame signs that we have been placing along roads within the town, advertising the sale of homes at our sites. For months our sales office traffic was very light, and sales were slow coming. In a few weeks of placing A frame signs out on the weekends we saw a massive increase in customer traffic and home sales. Much of the feedback we received from people visiting our offices was that - prior to seeing the signs - they were unaware of our sites at all. We have a strong web presence, print advertising, and other real estate marketing going on, but nothing has near the effect of simply placing temporary signs to help customers find our sales centres.

On November 2, 2019, our Sales Agents were sent a Notice to Comply from the Enforcement Services office requiring that the A Frames must be permanently removed by Friday, November 7, 2019.

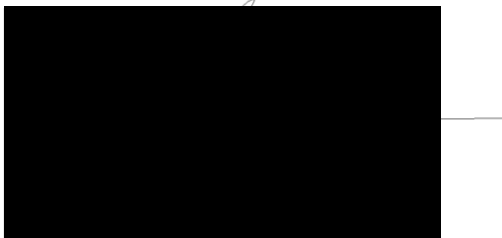
We have every intention of operating on strong, healthy relationships with Council, Town Staff, and our neighbours; as well as abiding by all rules and regulations that pertain to us. However, the current Sign Bylaw interpretation is not allowing us to advertise our sites. Without A Frame signs our team will effectively be unable to sell our product. For our projects to take longer than necessary sell is certainly not in our interest, but is also not in the interest of the municipality or its residents. For the Town to approve the construction of new homes, but not allow them to be marketed in a typical and effective way is counterproductive and contradictory.

We understand that Council has asked Staff to report back with a recommendation to Council regarding the need to amend the current bylaw. We have also spoken to the Economic Development Committee about making a recommendation to amend the Sign Bylaw.

While Council and Staff take the necessary time to review the current Sign Bylaw, we respectfully request that Council grant us a relief from the current bylaw interpretation to allow our sign advertising, even at a reduced amount. A relief that allows for merely five (5) A Frame signs per site to be placed out on weekends, and an offsite billboard sign to replace the additional A Frames we've required, would be a sufficient amount of signage to allow our sales program to continue properly. We sincerely hope this would be a palatable situation for our neighbours and a reasonable compromise to Council.

We request the opportunity to present this issue in person during a deputation at the November 13<sup>th</sup>, 2019 Council meeting, and appreciate your consideration of our situation.

Sincerely,

A large black rectangular redaction box covers the signature area. A thin horizontal line extends from the right side of the box, and there are some faint, illegible handwritten marks below the box.

Stephen Meyer

Development Manager  
Calibrex Development Group Inc.