



November 8, 2021

(delivered)

Brent Larmer
Municipal Clerk
Corporation of the Town of Cobourg
55 King Street West
Cobourg ON K9A 2M2

Subject : Approval to Reinstall Freestanding Sign for Breakers on the Lake

Dear Brent,

Thank you for meeting with me last Friday, November 5, 2021 and walking me through the process to request Council for approval or a variance/exemption to the sign by-law.

Enclosed is a letter from John Lloyd, Owner of the Breakers on the Lake, addressed to the Mayor, Deputy Mayor and Members of Council along with copies (6) of the sign as it stood and showing exactly where we wish to reinstall it.

I understand that you will send me information in order that the owner can appoint/approve me as his delegate to attend the Regular Council Meeting on Monday, November 22, 2021.

Please let me know if there is anything additional that I can provide at this stage.

Regards,

Tina Norzhcott
Administrator
Breakers on the Lake
94 Green Street
Cobourg ON K9A 3W1
(905) 372-9231
stay@breakersonthelake.ca



November 8, 2021

Mayor John Henderson
Deputy Mayor Suzanne Seguin
Members of Council

Subject : Approval to Reinstall Freestanding Sign for Breakers on the Lake

The Breakers on the Lake, operating as The Breakers Motel, has been owned by members of the Lloyd family since 1959 and has operated continuously since then up to and including now as an essential service during the current COVID-19 pandemic.

Throughout the years, we have remained an integral part of the community of Cobourg and have participated in and contributed financially to countless fundraising initiatives on behalf of Rotary, the Lions Club, Northumberland Hills Hospital, The Humane Society and many others. We support local at every opportunity in our staffing, purchasing, contracting of professional services and trades and in directing our guests to avail themselves of the local stores, restaurants and events.

Our small freestanding sign at the SE corner of King and Green Streets was installed in the 1960's, long before the current sign by-law of 2009 was enacted. The sign face is approximately 4' X 4' and was most recently refreshed in 2015 with the same graphics but the sign structure was not altered in any way and has been kept in good repair all along.

The sign face is illuminated by small floods (one on each side) and is connected to the nearest hydro pole. We have never had an issue or complaint from the Town of Cobourg or from any resident. In fact, a number of neighbours along King Street offered to help ensure that the sign gets replaced and a number of guests have commented that they miss this important directional.

Earlier this year, the 6" X 6" post that was buried in the ground and supported the arm and sign face snapped at ground level in a violent wind burst that travelled east along King Street and damaged trees and brought down significant limbs at the north end of Victoria Park and on the property of St. Peter's church. The entire sign structure was quickly removed and Lakeshore Utilities tied up the hydro wires awaiting reinstallation.

Plan:

- (1) The existing sign face is 100 % intact and we would like to reinstall it in the same location using a new post and arm that complies with all safety requirements.
- (2) We understand that we would work with your Building Department initially providing specifications and allowing for inspections prior to and once the post is installed.
- (3) As the structure may be considered new, it may be subject to permit fees.
- (4) As the sign would be placed in the same location on a municipal boulevard, we will assume all risk and liability regarding personal injury/property damage and, as such, provide insurance documentation and an indemnity agreement accordingly.

Request:

Section 16 of the current Sign By-law 8-2009 states that "This By-law shall not apply to a sign or other advertising device that was lawfully erected or displayed on the day that this By-law comes into force so long as the sign or other advertising device is not substantially altered and the maintenance and repair of a sign or other advertising device or change in the message displayed thereon shall be deemed not in itself to constitute an alteration."

In essence, we are replacing the sign "like for like" and not altering the structure or the sign face other than to utilize upgraded materials. Had we independently assessed that the pole required replacement in the interest of increased safety, we would essentially be in the same position.

As such, we are requesting that we be able to reinstall the freestanding sign in the exact location either as a matter of course or, as required, we are requesting a variance to the current sign by-law to permit this.

Respectfully,

A handwritten signature in blue ink, appearing to read "John Lloyd", is written over the typed name and title.

John Lloyd
Owner



BREAKERS
MOTEL
3 BLOCKS
SANDY BEACH

GREEN ST.