



Tuesday, February 27, 2024

Attention:
Dallas Hewitt
Building Inspector
The Municipality of Kincardine

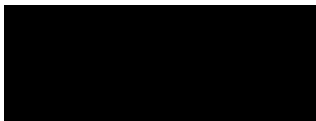
RE: New Sign at the Bruce

I am writing on behalf of the Lakeside Downtown Kincardine BIA Board of management in regards to the new sign that the Bruce restaurant has proposed.

The board is aware that there is a by-law restricting the use of illuminated signs in the downtown area. The by-law was created to restrict a certain style of sign that they felt would take away from the aesthetic of the downtown core. We have reviewed the design of the sign that the Bruce wishes to install and we feel that it is not a design that the by-law was created to address. Furthermore, there is already an installed sign at 330 Durham Market St S (CRG Energy) that is very similar in look. We feel that their new sign would enhance the Bruce and fit in nicely with the new downtown streetscape.

The board is in favour of the Bruce's new sign and support their application for an exemption to the by-law.

Thank you for your consideration in this matter.



Amanda Goetz
Downtown Development Manager
Lakeside Downtown Kincardine BIA