



OFFICE
OF MAYOR
MATT BROWN



Chair and Members of the
Civic Works Committee

Re: 580 Talbot Street – Sign By-law S.-5868-183

The owner of the Los Lobos restaurant, located at 580 Talbot Street has brought to my attention concerns related to a “Tacos” sign that has been affixed to the roof of the subject property and its apparent violation of the City of London’s Sign By-law S.-5868-183.

The business owner wishes to maintain this sign as it assists with drawing patrons to the restaurant. The sign has been in place for over a year.

Section 3.3(i) of the Sign By-law states:

“No person shall erect or display a sign that

(i) is on a roof, except as otherwise permitted under this By-law;”

Despite recent changes to the Sign By-law, it is my understanding that the subject sign does not comply with the Sign By-law.

The Sign By-law exists to keep the London skyline free from large scale brand advertising, yet it is also limiting from a creative point of view for a small business.

I respectfully request that the Civic Administration be asked to review the Sign By-law and report back with appropriate amendments to the By-law that would permit the subject sign and others like it in the City of London.

Sincerely,

Mayor Matt Brown

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