



September 1st, 2021

Dear Members of the Finance and Corporate Services Committee,

RE: Sign Variance Application – Georgian Mall 509 Bayfield Street

On behalf of Pattison Outdoor Advertising and RioCan Management Inc., we are seeking your support as we appeal a decision by the City of Barrie not to grant permission for an existing electronic ground sign at Georgian Mall to display third party sign copy.

If you have visited Georgian Mall, you have likely seen the existing electronic ground sign, which is located near the north-east corner of Bayfield Street and Livingstone Street East. This sign was approved by the City of Barrie on July 21, 2017.

Pattison Outdoor recently submitted a minor variance application to allow businesses which are not located at Georgian Mall to advertise their products and services on this existing sign. Currently, the sign is permitted to display advertising related to any of the 138 tenants at Georgian Mall.

We have not proposed any changes to the height, size, location, brightness levels or how the messages are displayed. The sign's attributes would comply with the issued permit, and with most of the Sign By-law requirements. However, despite the minor nature of this request, our application was refused.

We understand the Sign By-law is intended to protect the public interest, but approving this request will not result in any new or additional impacts on the public, or the surrounding area. The sign is already there, and currently displaying advertisements for as many as 138 businesses located within the mall. By comparison, Pattison's digital billboard at Maplevue Drive and Huronia Road displayed an average of 98 advertisements per year, over the last three years.

We are respectfully asking to expand this opportunity to other local and national businesses, which have an urgent need to re-connect with their patrons due to the impacts of the COVID pandemic. This opportunity would allow local businesses to reach new customers and revive their businesses.

Granting this approval will not alter the character of the area, impact any adjacent properties or uses, or negatively affect public safety. The opportunity to use this sign for public safety and emergency messaging will also remain intact.

We urge you to please consider supporting this project when our appeal is considered on September 14th, 2021, in order to help Georgian Mall and other local businesses recover after one of the most difficult times we've ever encountered. Thank you for your time and consideration.

Should you have any questions, please do not hesitate to let me know.

Sincerely,

Nina Ghassemi
Leasing Representative

PATTISON OUTDOOR ADVERTISING

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