

City of Barrie
70 Collier Street, P.O. Box 400
Barrie, ON
L9M 4T5

April 9th, 2021

509 Bayfield Street - Variance Rationale

Attn: Enforcement Services, City of Barrie

Please accept this rationale letter as part of our application to obtain approval for the existing electronic ground sign located at 509 Bayfield Street in Barrie (Georgian Mall) to include the display of third party messaging, displayed as a series of static images on the existing screen.

The existing electronic ground sign, located near the north-east corner of Bayfield Street and Livingstone Street East, is currently used to display advertising content for various tenants located inside Georgian Mall. Because the approval for this sign restricts the content to first party messaging, it is limited to advertising for any product or service inside or available at the mall.

Figure 1 – Existing Sign proposed to be approved to contain third party copy



We believe that granting approval for the sign to display advertising content related to any local or national business, will not lead to any noticeable change for the general public or the intended audience, nor will it alter the character of the area, impact any adjacent properties or uses, or negatively affect public safety.

The requested approval will not result in any changes to the sign's attributes, such as the height, size, brightness, or display of content, and the sign will remain compliant with most of the Sign By-law requirements for poster panels with electronic copy, including:

- The sign will be located on a property zoned **Shopping Centre Commercial (C3)** by way of the City of Barrie Zoning Map (however lot is not vacant / undeveloped);
- Only one poster panel sign per property (This will be the only poster panel sign on the property);
- Maximum height of 7.5 metres (The sign has a height of 7.49 metres);
- Maximum sign area of 20.0 square metres on each side (The sign has a sign area of 18.6 metres on each side);
- Setback to Intersection of Bayfield / Livingstone (approx. 18.5 metres to curb line);
- Setback to nearest Residentially Zoned Property (approx. 154 metres to the south-east);
- Setback to nearest Poster Panel Sign on same side of street (approx. 665 metres to the south);
- An Ambient Light Sensor which automatically adjusts brightness levels has been installed;
- Maximum brightness will be programmed not to exceed 5,000 NITS during the day, and 500 NITS between sunset and sunrise;
- The Electronic Display will be monitored 24/7 via live video feed by our Operations Team. Any malfunctions can be addressed remotely, and the sign will shut off if a malfunction occurs;
- The sign is located north of the boundaries of the *Downtown BIA Improvement Special Sign District*, and;
- The sign will only display a series of static images, which an instantaneous change between messages every 8.0 seconds. No visual effects will be displayed at any time, including no scrolling, flashing, blinking, or full-motion video.

Figure 3 – Zoning Designation for Georgian Mall (Shopping Centre Commercial – C3)



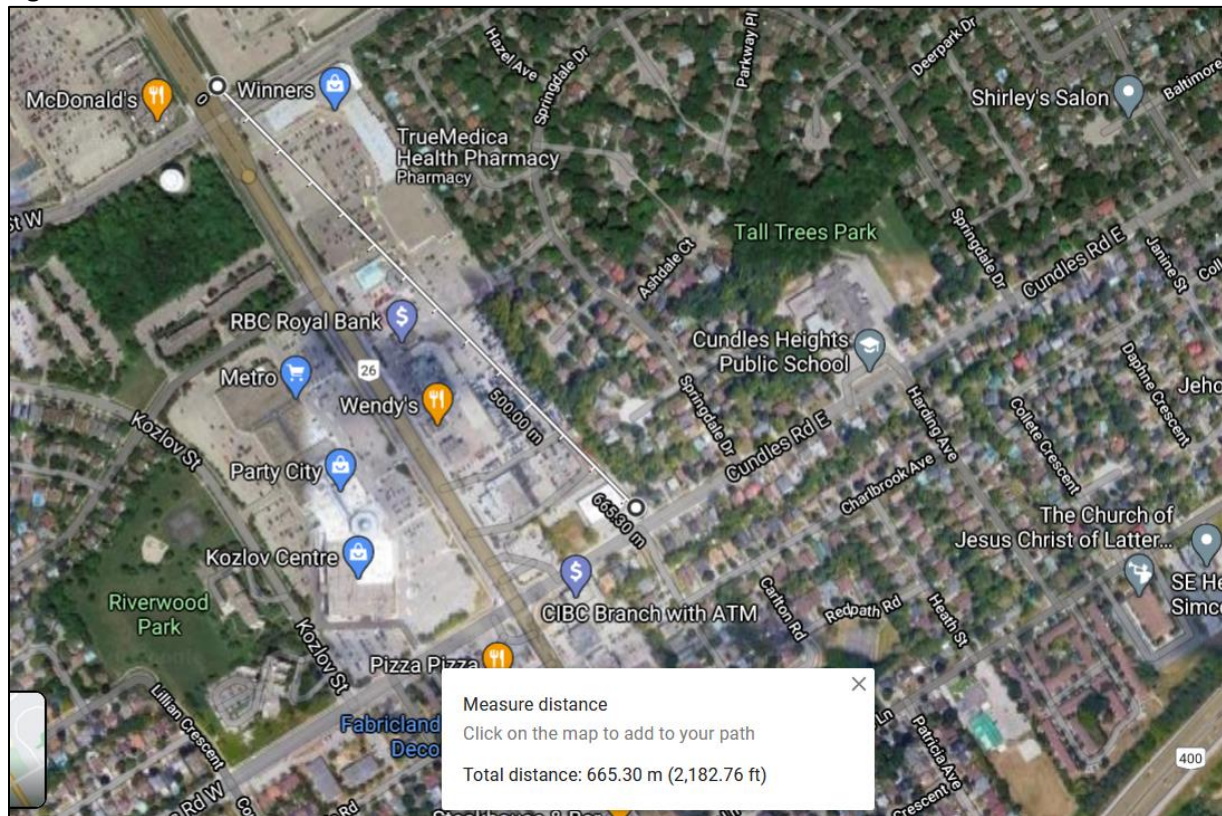
Granting the requested approval to display content related to other local and national businesses provides a significant opportunity for these businesses to reach their customers establish an important connection, which helps support current and future economic growth. Approving third party content can also provide businesses a chance to re-connect with patrons, which is vital during the current

COVID-19 pandemic, as research data shows that customers want to be informed of the measures that businesses are taking to keep them safe at this time.

The existing ground sign was granted approval for a minor variance on July 21, 2017, to contain an Electronic Message Board with dimensions of 3.04 metres by 6.96 metres. Pattison is only requesting approval related to the content displayed on the existing sign. The sign will look exactly the same since it was built.

If this variance is granted, Pattison will take all necessary steps to ensure the sign will not display any flashing illumination or variation in color contrary to Section 11.1.1.0.0 of the Barrie Sign By-law, nor any illumination which obstructs vision of drivers or pedestrians, or detracts from the effectiveness of any traffic signal or control device.

Figure 5 – Setback to nearest Poster Panel on Same Side of Street



We are confident that granting approval for Pattison to display third party messaging on the existing ground sign will not alter the essential character of the area, will not adversely affect adjacent properties, or adversely affect public safety.

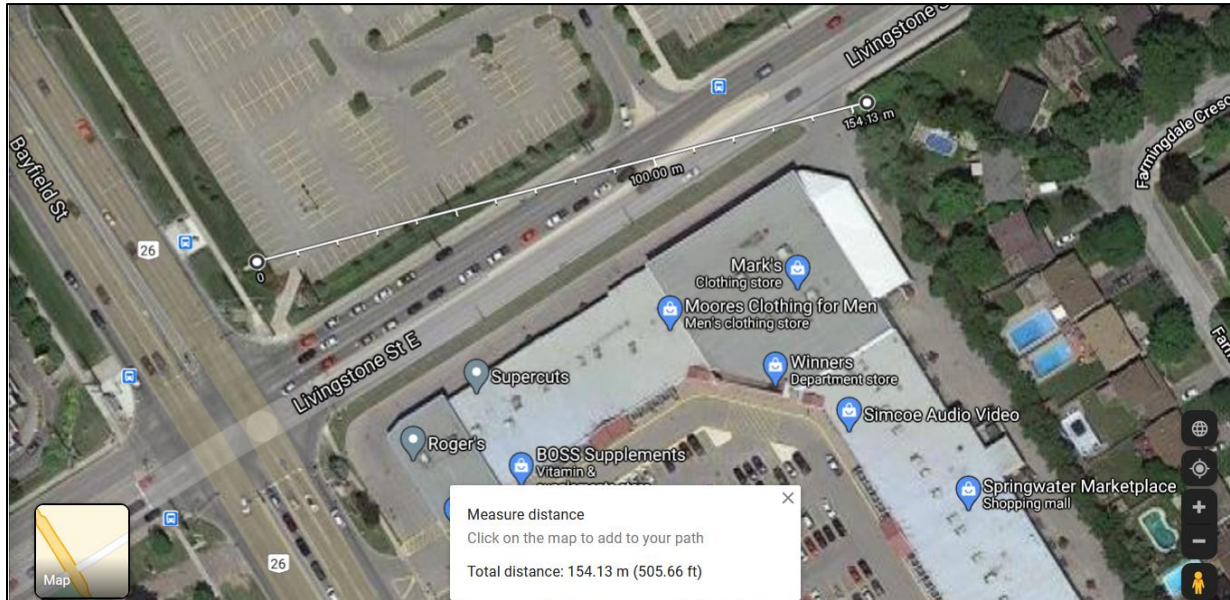
This stretch of Bayfield Street contains mainly commercial, retail and employment uses, including the subject property, known as Georgian Mall. There are no residential uses or public parks located at any of the adjacent premises or in the immediate area which could be impacted by electronic static copy. The nearest residential use is located on Farmingdale Crescent, which is more than 150 metres away and also blocked by mature trees between the two properties.

We also intend to install technology which shuts down the sign in the event of a malfunction, as well as an ambient light sensor which automatically adjusts the sign's brightness levels based on the

surrounding environment and daylight. This confirms that the operation of the sign will not change in any way, and that it will not alter the essential character of the area.

The billboard will comply with the Sign By-law provisions by displaying a static image for no less than 8.0 seconds, with an instantaneous change between messages, in order to minimize any potential distraction to passing traffic passing. At no time will the sign display any distracting visual effects such as scrolling, flashing, blinking or any full-motion video, or similar effects. We will program the maximum brightness to not exceed 5,000 NITS during the day, and not to exceed 500 NITS after sunset.

Figure 4 – Setback to nearest Residential Property



For the reasons outlined above, we believe the CBO can grant approval given that the billboard will remain as built with only a change required in content. We thank you for your time and consideration of our application. The additional pages following include the design and technical drawings that were originally part of the minor variance approval from 2017 for the proposed structure. Should you have any questions, please do not hesitate to contact us.

Sincerely,

Nina Ghassemi
Leasing Representative

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