

Georgian Mall

509 Bayfield Street

Sign Variance Application

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The Application

- Our application is seeking approval to allow the existing sign at 509 Bayfield Street (Georgian Mall) to display third party messaging. The existing sign can currently display ads for any of the 130+ tenants located inside the mall. We are seeking approval to expand this opportunity to other local and national businesses.
- We are not proposing any changes to the existing sign's attributes. The height, size, illumination and location will remain unchanged.

Image of Existing Sign



Location of Existing Sign



Property and Surrounding Area



Required Variances

The Variances required to display Third Party Messaging are:

- Being located on a developed commercial lot, and
- Being located less than 15m from a City property line

The sign will comply with all other Sign By-law requirements for Poster Panel signs, as required by Section 11 and Section 12.

The opportunity to display emergency and City-related messaging will remain intact if this approval is granted.

Proposed Sign in line with Poster Panel Requirements

Poster Panel Requirements	Proposed Sign Complies
Maximum Height: 7.5m	✓ (height is 7.49 metres)
Maximum Size: 20 square metres	✓ (size is 18.6 square metres)
Setback to Property Line: 15 m minimum	NO Setback to Intersection: 18.5m to Curb
Setback to Residential: 100 m minimum	✓ (Setback to Residential is 151 m)
Setback to Nearest Poster Panel: 500 m	✓ (665 m to nearest Poster Panel)
Maximum Brightness: 500 nits at Night	✓ (Brightness will comply)
Automatic Dimming Technology Required	✓ (Automatic Dimming Equipped)
Message Duration of 8 seconds minimum	✓ (Message Duration is 8 seconds)
No Visual Effects allowed (blinking, flashing)	✓ No Visual Effects will be displayed

Side-by-Side Comparison – Sign Attributes

Existing Sign (First Party Copy)	Proposed Sign (3 rd Party Copy)
Height: 7.49m	Height: 7.49m
Size: 18.6sqm	Size: 18.6sqm
Setback to Intersection: 18.5m to Curb	Setback to Intersection: 18.5m to Curb
Setback to Residential: 151m	Setback to Residential: 151m
Setback to Nearest Poster Panel: 665m	Setback to Nearest Poster Panel: 665m
Maximum Brightness: 500 nits at Night	Maximum Brightness: 500 nits at Night
Automatic Dimming Technology: Yes	Automatic Dimming Technology: Yes
Message Duration: 8 seconds	Message Duration: 8 seconds
Visual Effects (blinking, flashing): None	Visual Effects (blinking, flashing): None

Side-by-Side Comparison



The approval we are seeking would allow local businesses to advertise their products and services on this existing sign, to increase their exposure and attract new clients.

Staff Concerns re: Setting a Precedent

In their report, Staff commented that setting a precedent for other signs was one of their main concerns.

To confirm, approving this request will not change any of the Sign By-law provisions for Poster Panel Signs. Each application for a new Poster Panel that requires a variance will be reviewed by Staff on its own merits, and a decision would be made based on the specific details within such applications.

This Committee can rest assured that granting the approval for the existing sign to display third party copy will not lead to any expanded permissions for other Poster Panel signs.

Questions?

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