

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: G. ALLISON, DIRECTOR OF BUILDING AND BY-LAW SERVICES

**NOTED: P. ELLIOTT-SPENCER, MBA, CPA, CMA
GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**

C. LADD, CHIEF ADMINISTRATIVE OFFICER

RE: BBS004-15 Penady (Barrie) Ltd - Sign Exemption - Supplemental Information

DATE: November 9, 2015

This memorandum is prepared in response to a request from General Committee on November 2nd, 2015 with respect to a Sign Exemption request from Penady (Barrie) Ltd.

As requested we have enclosed a rendering of the proposed sign (Appendix A), a cross section drawing showing grade (Appendix B) as well as a site map showing the signs location to the Hwy 400 corridor and vicinity to residential properties (Appendix C), all which should allow for a better understanding of the visual layout by passing motorists and residents.

We have also included drawings that will provide Council with historical references for signs which had been previously approved which are similar to the request from Penady (Barrie) Ltd. You will find attached examples of the North American Corporation (Park Place), 100 Mapleview Drive East, signage request from November 2010 (Appendix D, E and F). A reference is also made below regarding Smart Centres, (Wal-Mart Plaza), 35 Mapleview Drive West, however due to the age of the files no supporting drawings are available.

All noted signs are located adjacent to the Hwy 400 to ensure visibility for passing motorists. The Park Place signage locations had similar visibility limitations to that of the proposed Penady (Barrie) Ltd. request. Both locations had to deal with properties that had lower elevations to that of the Hwy 400 causing motorists to potentially pass by the viable commercial districts.

You will note that approval was given to Park Place for the construction of a sign at an overall height of 12.2 meters, due to the finished grading of the property from that of the Hwy 400 in order to make the advertising panels of the signage visible to passing motorist. Further, approval was provided to Smart Centres for the relocation of an existing sign at an overall height of 12.19 meters for the same purposes (Appendix G).

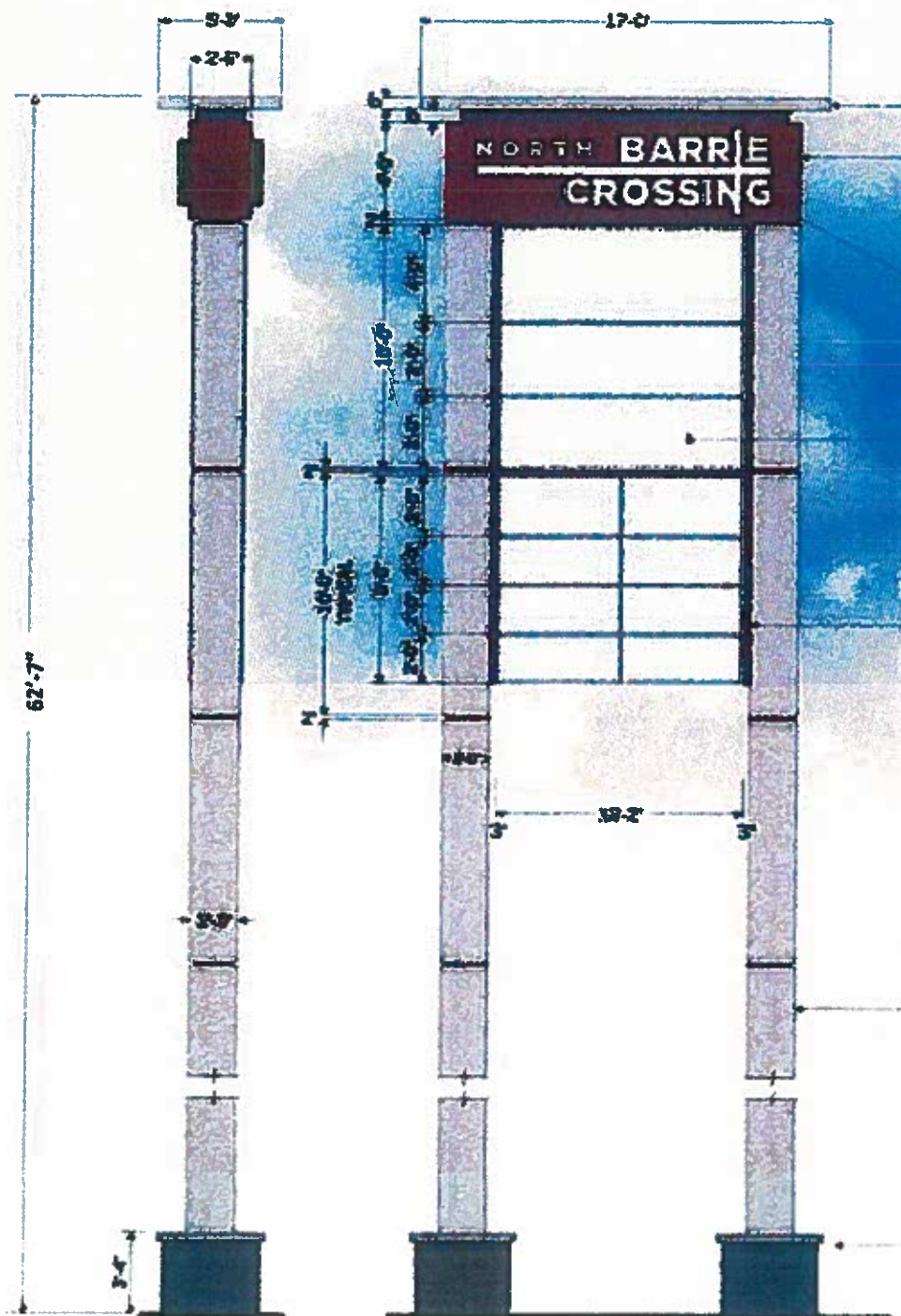
The finished grade of the subject property and the proposed location for the Penady (Barrie) Ltd. sign is substantially below the finished grade of Hwy 400 at Duckworth Street (approx. 10 meters) as approved at the time of site plan development, requiring the overall height of the sign to be greater in order to make the advertising panels of the signage visible to passing motorist. The proposed location of the sign is approximately 145 meters from the nearest residential units (located at 126 Bell Farm Road) and approximately 324 meters from residential units at Cundles Road East. The orientation of the proposed sign is perpendicular to Hwy 400 meaning the lighted advertising panels will be facing northeast and southwest, visible to motorists on Hwy 400.

In considering the above information it is believed that this exemption will not affect the overall integrity of the by-law.

Appendix A – Proposed Ground Sign

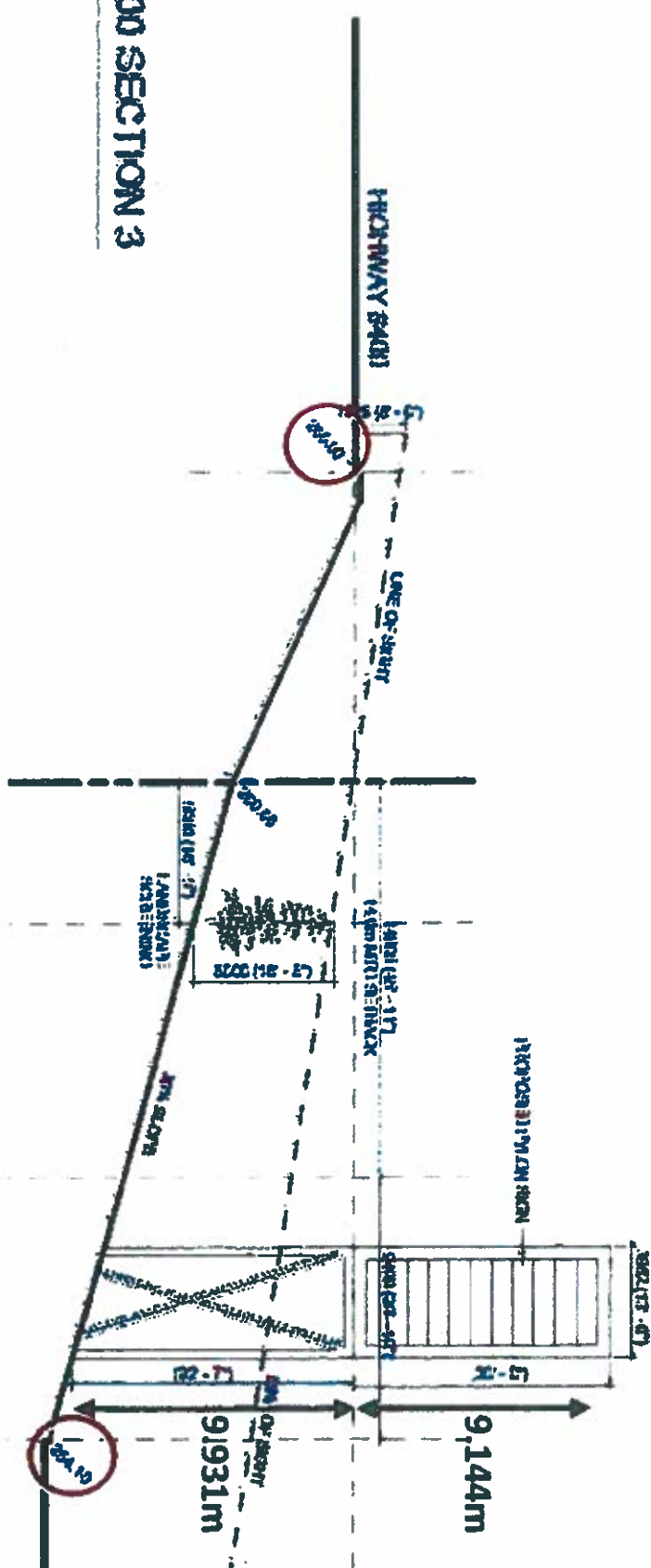
RE: Pylon Signage Variance for the Penady (Barrie) Ltd. Development Lands
FOR YOUR REVIEW AND APPROVAL (City Files: D11-1604 & D11-1675)
Cundles Road East and Duckworth Street, Barrie, Ontario

APPENDIX 'B2'



[GENERAL DESIGN FOR PROPOSED PENADY (BARRIE) LTD. PYLON SIGN #4]

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PYLON SIGN#4 PROPOSED CROSS SECTION

C HIGHWAY #400 SECTION 3

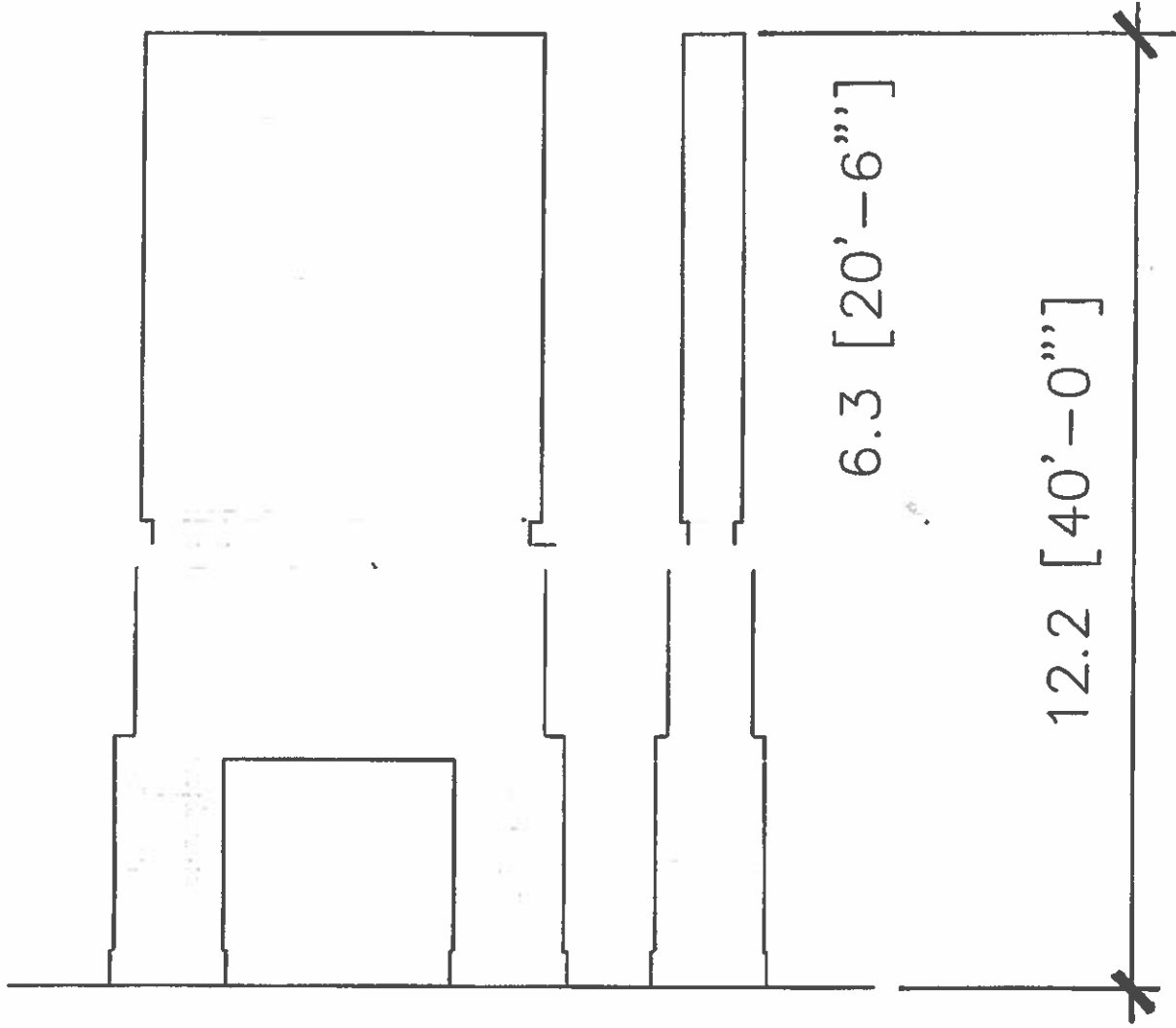
Appendix C – Arial view of location with distance to residential units



● PROPOSED SIGN LOCATION

▭ SUBJECT PROPERTY

5.2 [17'-0"]



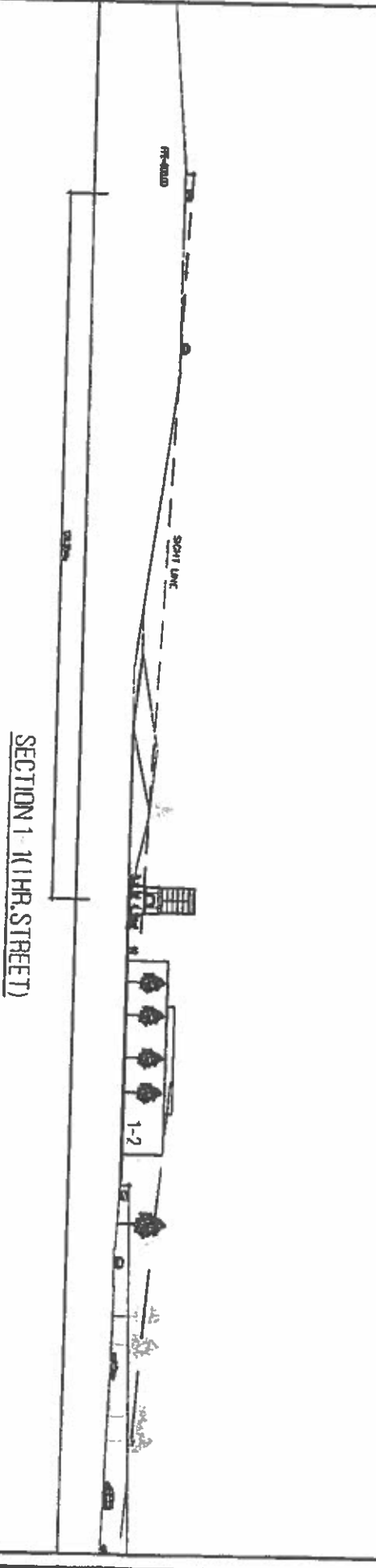
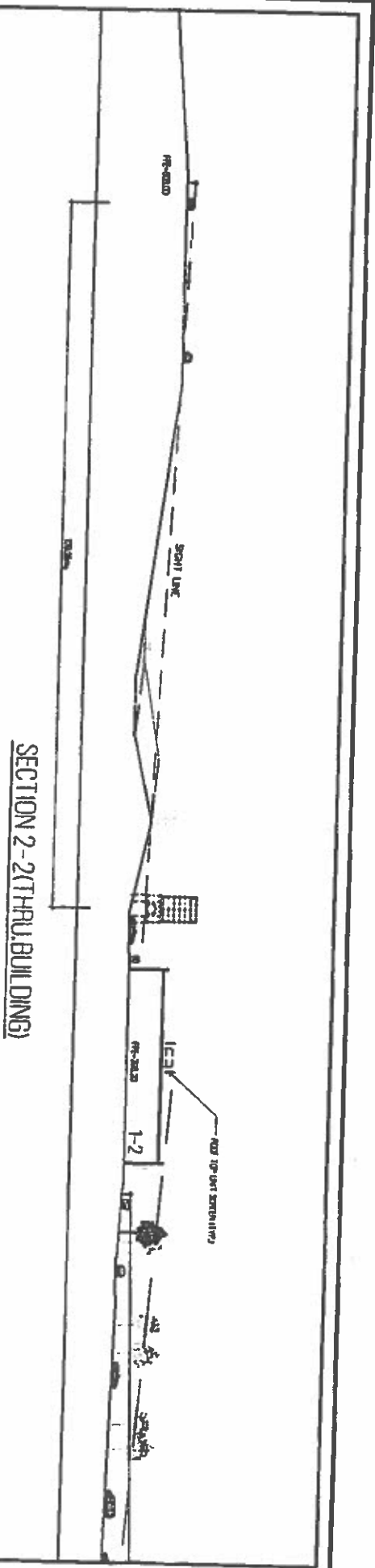
Drawing Title:

PYLON SIGN 1

Scale:
N.T.S.
Date:
2008

Drawn:
Checked:





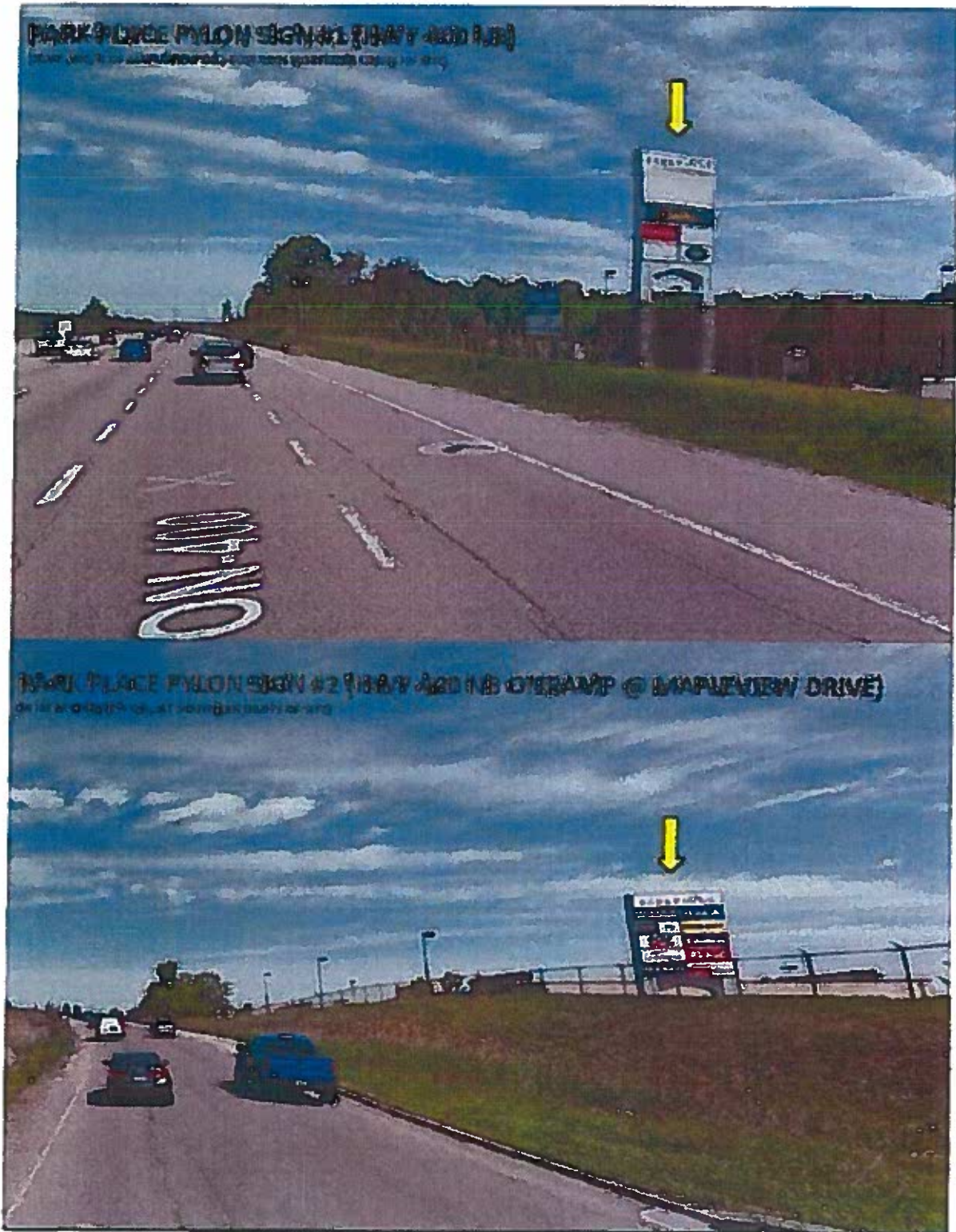
NORTH AMERICAN

**PARK PLACE
PYLON SIGN / GRADING**

Nov. 29, 2010
0 1 20
PROJECT No. 02138

PETROFF PARTNERSHIP ARCHITECTS
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Appendix G – Photographs of Smart Centres signage

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