



Legislation Details

File #: OD 210914 **Version:** 2 **Name:**

Type: Open Delegations **Status:** Received

File created: 9/7/2021 **In control:** Finance and Corporate Services Committee

On agenda: 9/14/2021 **Final action:** 9/14/2021

Title: OPEN DELEGATION REQUEST BY REPRESENTATIVE(S) OF PATTISON OUTDOOR ADVERTISING CONCERNING A SIGN VARIANCE APPLICATION FOR THE GEORGIAN MALL LOCATED AT 509 BAYFIELD STREET

Nina Ghassemi and Nicholas Campney of Pattison Outdoor Advertising and John McKinnon of Rio Can provided an Open Delegation concerning a sign variance application for the Georgian Mall located at 509 Bayfield requesting approval to allow for third party messaging to be displayed on sign.

Ms. Ghassemi discussed slides concerning the following topics:

- An overview of the sign variance application;
- An illustration depicting the existing sign located at 509 Bayfield Street;
- A map illustrating the location of the current signage;
- An aerial photograph of the Georgian Mall property and surrounding area;
- The types of variances required in order to display third party messaging;
- A chart illustrating a comparison of the sign attributes between the existing and proposed signage;
- A chart illustrating the proposed sign as it relates to the poster panel requirements;
- A chart illustrating a comparison between the poster panel requirements and proposed sign;
- An example of the current sign and the proposed sign with third party messaging; and
- The rationale for the sign variance application.

Members of Committee asked a several questions to Ms. Ghassemi, Mr. Campney, Mr. McKinnon and City staff and received responses.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Pattison Signs Letter, 2. Georgian Mall - Variance Rationale, 3. 210914 Memorandum Sign Variance 465 509 Bayfield St, 4. ADDITIONS - Presentation Georgian Mall Sign Variance 210914

Date	Ver.	Action By	Action	Result
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