

APPENDIX "A"

Minor Variance Submission from NADG



November 12, 2025

Tammy Banting
Manager of Enforcement Services
P.O. Box 400, Barrie, ON, L4M 4T5

Attention: Tammy Banting

Dear Ms. Banting,

RE: Park Place – Pylon Sign Variance

North American (Park Place) Corporation and 9613714 Canada Inc. are the owners and operators of Park Place Shopping Centre ("Park Place") located at 100 Mapleview Drive East, in the City of Barrie. Park Place has a total area of 372,715.5 sm./ 92.10 acres, and is made up of several parcels and operated as a cohesive mixed-use development.

The site is subject to an approved Master Site Plan and has a Master Site Plan Agreement registered on June 15, 2010, that has gone through a series of amendments over the last several years as the site has developed out. The approved Master Site Plan, included with this submission, contemplated a site-wide signage program, including three 40' pylon signs located along the site's frontage on Highway 400. In 2010, North American (Park Place) Corporation requested and successfully received an exemption from By-law 2005-093 (Motion # 10-G-410) to permit the installation of two of the three contemplated ground signs on the property, with a maximum height of 12.2 metres from the finished level at the base of the supporting structure. The two signs were subsequently constructed along Park Places' frontage of Highway 400 (southwest corner of Mapleview Drive East and Highway 400, and north of the site along the frontage of Highway 400). The locations of the existing ground signs are outlined on the Master Site Plan, attached with the submission materials herein.

Since the development of these signs, Park Place has continued to grow its commercial footprint, with the addition of several new buildings and new tenancies. Today, Park Place hosts 78 tenants and 725,960 square feet of gross leasable commercial area. At full build out within the context of existing approvals for the site, this will grow to nearly one million square feet of development.

To support operation of the site, including existing and new proposed development/tenants, we are proposing the development of the third ground sign (with electronic message centre – "EMC") located along the Highway 400

frontage in accordance with the approved Master Site Plan. The additional sign will improve visibility for motorists and pedestrians, supporting the commercial viability of the plaza and will enhance tenant identification. This is particularly desirable given the site's frontage and scale, which can reasonably accommodate a third sign without negative impact. The sign is proposed at the rear of the commercial plaza, fronting Highway 400. There are no residential neighbourhoods in the periphery, and thus, the sign would only be visible to drivers and passengers operating motor vehicles along the highway.

Multiple tenants have expressed strong interest in participating in the new signage initiative, particularly the proposed digital Electronic Message Centre (EMC) format. The EMC concept allows for flexible programming, double-sided visibility, and panel combinations, which enhances exposure for tenants and supports leasing efforts. The sign is intended to guide people from the highway to the shopping plaza – inviting travellers along the highway (including cottage country traffic) to visit, stay and shop in the City of Barrie – contributing to economic development within the City.

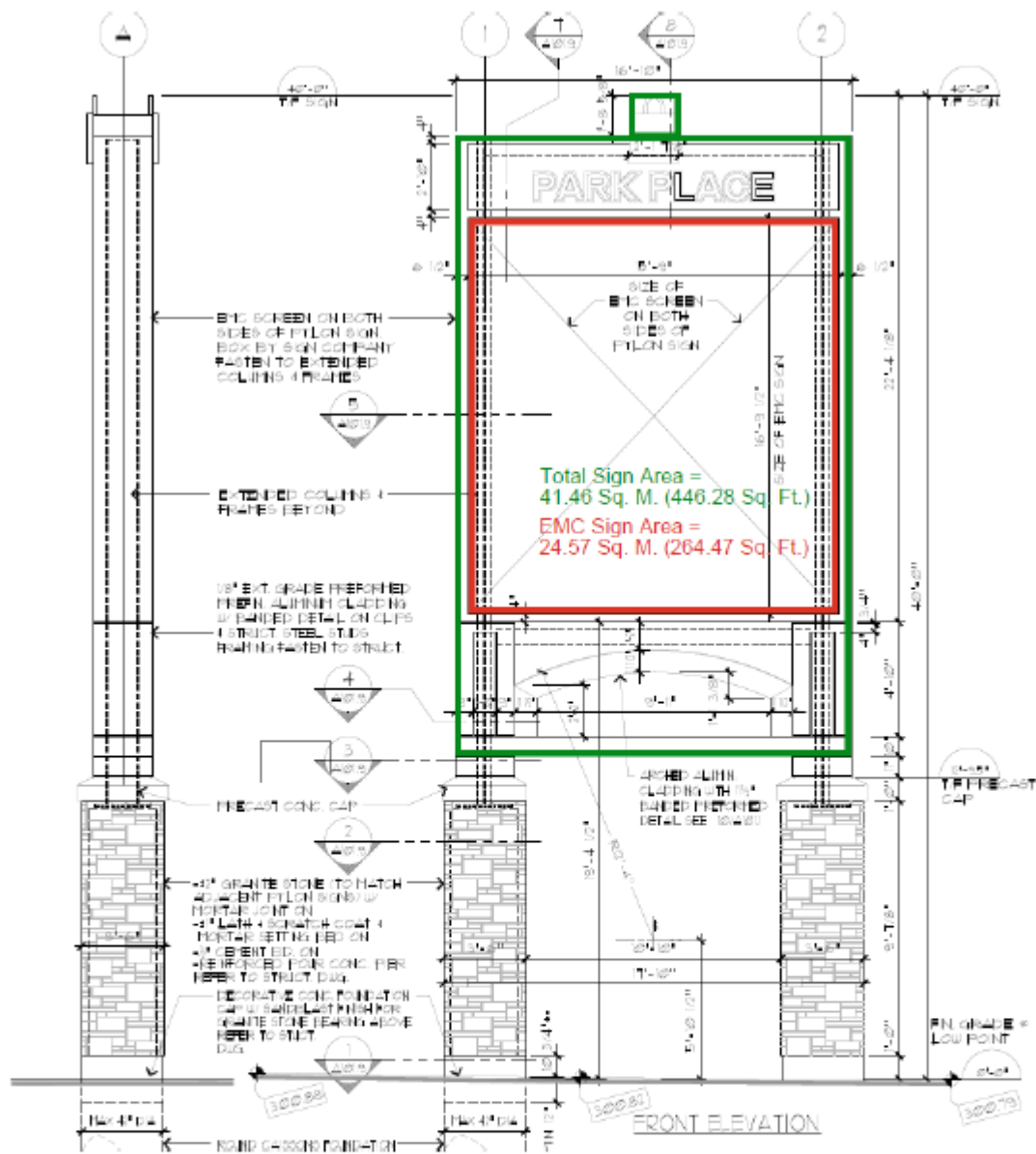
We are requesting the following exemptions from By-law 2018-029, to permit the development of the third ground sign, as outlined above:

	Requirement per By-law 2018-029	Proposed	Variance
Maximum Height	12.3.1.1.0 No ground sign shall: 12.3.1.1.1 exceed 7.5 m in height measured from the finished level at the base of the supporting structure at grade;	40 ft (12.2m)	North American (Park Place) Corporation be granted an exemption from By-law 2018-029 to permit the installation of a ground sign on the property of 100 Mapleview Drive East, Barrie, with a maximum height of 12.2 metres from the finished level at the base of the supporting structure. <u><i>Rationale</i></u> The variance in height will permit the third structure to be consistent with the existing pylon signage on the property. It should be noted that due to the proposed grading of the property, specifically around the Highway 400 frontage, and the proposed placement of the sign, the advertising EMC panel will be the primary component of the sign that will be visible to motorists. The full structure of the sign will not generally be visible to passing motorists.

			<p>The proposed height is in accordance with permissions from the Ministry of Transportation Highway Corridor Management Manual ("MTO Sign Policy"). Under section 5.6.4 of MTO Sign Policy, the site falls into Group 1 of Category C, which outlines that the maximum height from centre line or ground elevation for permitted pylon sign in a Commercial Plaza is 12 m (40 ft). Since the sign is only visible from Highway 400 with no surrounding residential areas and only impacts motorists travelling on the highway, it is an appropriate height.</p>
<p>Maximum percentage of a digital display/EMC</p>	<p>12.3.5.0.0 Digital Display / Electronic Message Board</p> <p>12.3.5.1.2 a maximum of 50% of the overall sign area may be used for the purpose of a digital display /electronic message board</p>	<p>60%</p>	<p>North American (Park Place) Corporation be granted an exemption from By-law 2018-029 to permit the installation of a ground sign on the property of 100 Mapleview Drive East, Barrie, with a maximum of 60% of the overall sign area used for the purpose of a digital display/EMC.</p> <p><u>Rationale</u></p> <p>The portion of the overall sign proposed to be used for the purpose of a digital/electronic message board is in accordance with permissions from the Ministry of Transportation Highway Corridor Management Manual ("MTO Sign Policy").</p> <p>NADG intends to meet the requirements for operation of the EMC, per the regulations for digital displays in the Sign By-law, specifically:</p> <ul style="list-style-type: none"> • The intensity of illumination of the digital display will be maintained at a constant level. • The sign will be equipped with automatic dimming technology which will automatically adjust the intensity of the illumination in direct correlation with the ambient light conditions. The details of maximum and minimum illumination are outlined in the EMC specifications provided with this submission.

			<ul style="list-style-type: none">• Advertisements/tenant signage on the EMC will exceed the minimum 8 second dwell time outlined in the Sign By-law, and minimum 20 second dwell time required under 5.6.9.2 of the Ministry of Transportation's Highway Corridor Management Manual (April 2025) and will have an average transition time of 1 second. <p>The EMC is intended to operate with tenant graphics (logos) but permits the flexibility to rotate graphics for increased capacity of tenant advertising. We anticipate the sign face to be configured in a way that is consistent with existing pylons on site.</p> <p>The proposed sign is also consistent with signage previously approved by the City, including an EMC at the northwest intersection of Huronia Road and Mapleview Drive East, with 100% of sign area operating as electronic message board.</p> <p>We are requesting a variance to permit a maximum of 60% of the overall sign area to be used for the purpose of a digital display/EMC. This has been calculated based on our interpretation of the definition of "Sign Area" per The City of Barrie's Sign By-law. <i>By-law 2018-029</i> defines Sign Area as: "the number of square metres on the surface of a sign including the border and/or frame, and where there is no border, shall include all the areas of the surface lying within the extremities of the smallest geometric form which can wholly enclose the surface area of the sign". The total sign area for the proposed sign has been calculated in accordance with this description, as outlined by the elevation in <i>Figure 1</i>.</p>
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Figure 1: Sign Area Calculation Per By-law 2018-029



In support of our variance application, please find the following submission materials included for City review:

1. This Cover Letter (dated October 28, 2025)
2. MP-100 – Master Site Plan (dated December 16, 2024)
3. A101.9 – Plans and Elevation for the proposed Pylon Sign (dated December 16, 2024)
4. PY-S-01 – Structural Drawings (dated December 16, 2024)
5. EMC Specifications from Sign Manufacturer

NADG has also reviewed the current requirements as set out by the Ministry of Transportation and advises that the proposed signage will fall within the required restrictions set out by the Ministry. An MTO Sign Permit will be required and obtained prior to construction of the sign.

We look forward to hearing from you regarding the review of the application. If you have any questions, please feel free to contact the undersigned.

Best,

Pegah Abhari
Manager, Development Services



O: 289-800-1629 | M: 416-400-4146 | pabhari@nadg.com

2851 John Street, Suite One, Markham, Ontario L3R 5R7

SIGN SIZE (189"W x 201.5" H), 2-side, Wired/Cloud

LED SIGN PRODUCT SPECIFICATIONS#48



Model:	GSH10
Pixel Pitch	10mm
Pixel Matrix(dot pixel):	480 x 512 (P10)
Cabinet Dimension(in):	189"W x 201.5" H x 6"D
Cabinet Dimension(mm):	4,800 x 5,120 mm x 153mm
Communications:	Ethernet CAT6; Cloud
Cabinet Type(Non-bezel SLIM):	Aluminum cabinets; rear vent 5"- 20" back-to-back separation
Brightness (Auto-dim):	7,500 Nits Daytime Max. 300 Nits Nighttime Max.
Working Temp.	-30 °C ~ 50 °C
Viewing Angles:	150 Horizontal; 95 Vertical
Approx. Weight:	3,840 lbs. /1,750kg.
Power Input:	220/240VAC; 50/60 Hz
Power Consumptions:	11.20 kw typ.; 33.60 kw max. 110~220VAC
Mfg. Lead Time:	4-week Made in Canada; After receipt of down payment (50%)
Lifetime Value Typ. (hrs.)	100,000 hours;
IP Rating (Front/Rare):	IP65/IP54, Rear and side ventilation; Active Cooling Fans
Warranty(Parts):	Standard 5-Year Greentak Parts Warranty;
Certifications	ETL; ICES-003, Issue 6, Class A & FCC Part 15, Subpart B, Class A.



GSH Aluminum Cabinet, Full Front Access

SOFTWARE FEATURES

Display Text & Image	Supports .jpg, .png, .gif images
Display Video:	Supports .mp4; Up to 30 FPS
Storage Capacity:	4G Built-in Memory. 32G expandable slot Micro SD
Automatic Features:	Auto ON/OFF; Auto Dim, Pre-programming and Pre-scheduling and more.
Control Methods:	Yearly Subbed Cloud Control (1-year free)
Software:	Local control software included, 1-user license;
Software Training:	Training w/ Zoom, MS Team or Teamviewer; PDF instruction included
Technical support:	Life-time technical support. E-mail, Phone line and Remote desktop help

OPTIONS(*)

Enterprise-level Ite Modem	Included; 5-year Manufacture part warranty
Greentak LTE Data Plan	Included; 5-year Service is provided by Rogers Canada
Cloud Control:	\$350.00/Year(1*year Free); Secured HTTPS login, with 4 user accounts

APPENDIX "B"

Current Signs at Parks Place Erected under Council Motion 10-G-410

EXISTING NORTH PYLON SIGN
FACING HWY 400



EXISTING SOUTH PYLON SIGN
FACING HWY 400



APPENDIX "C"

Similar Ground Signs Erected along Hwy 400 with Council Exemptions



North Barrie Crossing - 447 Cundles Road East



Smart Centre – 35 Mapleview Drive West