

APPENDIX "A"

Minor Variance Submission from Smart Centres



SMARTCENTRES
REAL ESTATE INVESTMENT TRUST

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City of Barrie, Legislative & Court Services Department
70 Collier Street P.O. Box 400
Barrie, ON, L9M 4T5
Att: Enforcement Services

RE: Application for Sign Variance
Address: 555 Essa Road, Barrie
Calloway REIT (Barrie II) Inc.

On behalf of Calloway REIT (Barrie II) Inc. ("SmartCentres") please accept this application for a sign variance to permit a new ground sign with digital display at 555 Essa Rd, Barrie (the "Subject Property").

PROPERTY DESCRIPTION AND SURROUNDING CONTEXT

The Subject Property is currently operating as a commercial shopping centre, and is located at the southwest corner of Essa Road and Mapleton Avenue. It is zoned General Commercial (C4) under the current Zoning By-law 2009-141. Additional context of the surrounding area is provided below:

North: residential

South: residential

West: along the western property boundary are single storey commercial buildings followed by residential

East: Essa Road followed by residential

PROPOSED SIGN

The proposed sign will be located along the eastern property boundary with frontage on Essa Road. The sign generally conforms to the City of Barrie Sign By-law 2018-029, as summarized in the chart below, with only a height variance being required.

Section	Sign By-Law 2018-029	Proposed Sign
12.3.1.0.0	Maximum Height for Ground Signs:	9.75m
12.3.1.1.0	No ground sign shall:	(30% var.)
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	
12.3.2.0.0	Setbacks for Ground Signs:	
12.3.2.1.0	Every ground sign shall be set back a minimum of:	✓
12.3.2.1.1	1.0m from any City property line;	
12.3.2.1.2	1.5m from any private property line;	✓
12.3.2.1.3	1.5m from any driveway, aisle or walkway or parking space;	✓
12.3.2.1.4	1.5 m from any other ground sign located on the same side of the street;	✓



12.3.2.1.5	6.0m from the private property line where an adjacent lot contains a residential use;	✓
12.3.2.1.6	notwithstanding the above, every ground sign shall comply with section 8.1.0.0.0 of this by-law.	✓
12.3.3.0.0	No ground sign shall be located within the sight triangle of a corner lot.	✓
12.3.4.0.0 12.3.4.1.0	Landscape Treatment for Ground Signs: Ground signs shall include soft landscape treatment at the base of the sign or supporting structure. The boundaries of such sign shall be defined by a line measuring a minimum of 1.0m from all sides of the sign or supporting structure.	✓
12.3.5.0.0 12.3.5.1.0 12.3.5.1.1 12.3.5.1.2	Digital Display / Electronic For the purposes of this section only: Digital Display / Electronic Message Boards are permitted to be on or incorporated within a ground sign which is lawfully erected, located or displayed subject to the following: a maximum of 50% of the overall sign area may be used for the purpose of a digital display / electronic message board;	✓
12.3.5.1.3	the intensity of illumination of the digital display / electronic message board shall be maintained at a constant level and there shall be no flashing or variation in colour;	✓
12.3.5.1.4	notwithstanding section 12.3.5.1.3 the digital display / electronic message board must be equipped with functioning automatic dimming technology which will automatically adjust the intensity of the illumination in direct correlation with the ambient light conditions;	✓
12.3.5.1.5	advertisements will have a minimum dwell time (time on the ad) of 8 seconds and an average transition time (time to change ad) of 1 second;	✓
12.3.5.1.6	a maximum of one (1) ground sign containing a digital display / electronic message board may be permitted per lot or property;	✓
12.3.5.1.7	notwithstanding section 12.3.5.1.4, where a lot abuts two or more streets, one (1) ground sign containing an digital display / electronic message board may be erected on each street frontage provided that the said street frontage is greater than 15.0m.	✓

Sign Height

The proposed sign height of 9.75m, in comparison to a permitted height of 7.5m measured from the base of the sign, results in a variance of 2.25m which in our opinion is minor in nature. The increased height is requested to ensure that adequate visibility of the sign face will be provided from street level. When considering if the sign will be appropriate within the surrounding area, it should be noted that it will be located within a large commercial property that in our opinion can support increased sign heights. In addition, the sign will be sufficiently set back from the property line and street to ensure that it is well integrated into the surrounding area. The sign will serve as an important communication tool by guiding customers to the shopping centre, and showcasing products and services. Therefore it is critical that the sign be built to an adequate height as proposed, which we believe will be a desirable addition overall by helping modernize the shopping centre.





Fig. 1 View looking north along Essa Road



Fig. 2 View looking east along Mapleton Ave



Fig. 3 View looking west along Mapleton Ave



CONCLUSION

The proposed sign will serve to modernize the shopping centre, help guide customers to the shopping centre to support the businesses of our tenants and contribute to the overall economic vitality of the area. To permit the sign, a minor variance to the height will be required, which for the above mentioned reasons is minor and appropriate within the context of the surrounding area. In our opinion, the height variance should be approved because it maintains the general intent of the Sign By-law.

SUBMISSION MATERIALS

In support of this application the following documents are enclosed:

- Site Plan
- Sign Rendering

If you have any questions, please do not hesitate to contact the undersigned at (647) 695-4043 or dbranzea@smartcentres.com. Thank you in advance for your consideration and assistance, we look forward to working with Staff on this application.

Sincerely,

Calloway REIT (Barrie II) Inc.



Daniel Branzea
Development Manager

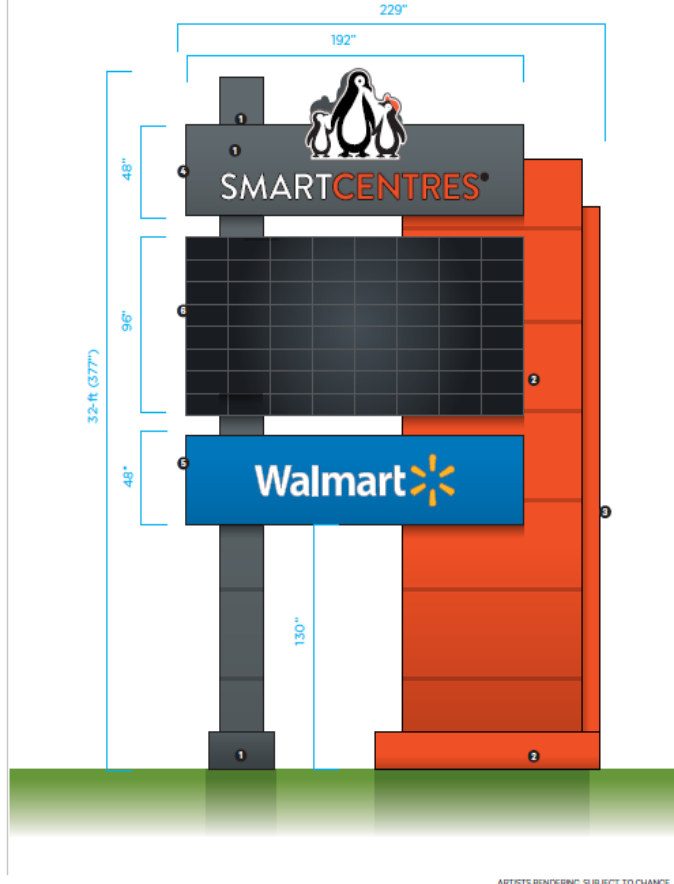




- 1 Grey powdercoated aluminum cladding
- 2 Orange powdercoated aluminum cladding
- 3 LED backlit sidelight with orange vinyl overlay
- 4 Lettering routed out of 3/16" powdercoated grey aluminum cladding, backed with recessed 3/16" White Acrylic with translucent vinyl applied to first surface, internally illuminated with white LEDs
- 5 Lettering routed out of 3/16" powdercoated blue aluminum cladding, backed with recessed 3/16" White Acrylic with translucent vinyl applied to first surface, internally illuminated with white LEDs
- 6 16 ft wide by 8 ft high digital LED display screen

*NOTE: one side shown; applies to both sides of pylon

Vinyl - Avery LC 800-35071 Smart Orange	Powdercoat Orange - 9112
Vinyl - Avery Blackout Black	Powdercoat B&L FOR "Iron Gray"
Acrylic White	Powdercoat Walmart Logo Blue - 3D polyurethane 261C Blue



ARTIST'S RENDERING SUBJECT TO CHANGE.

Digital Pylon

32 ft
WALMART OPTION

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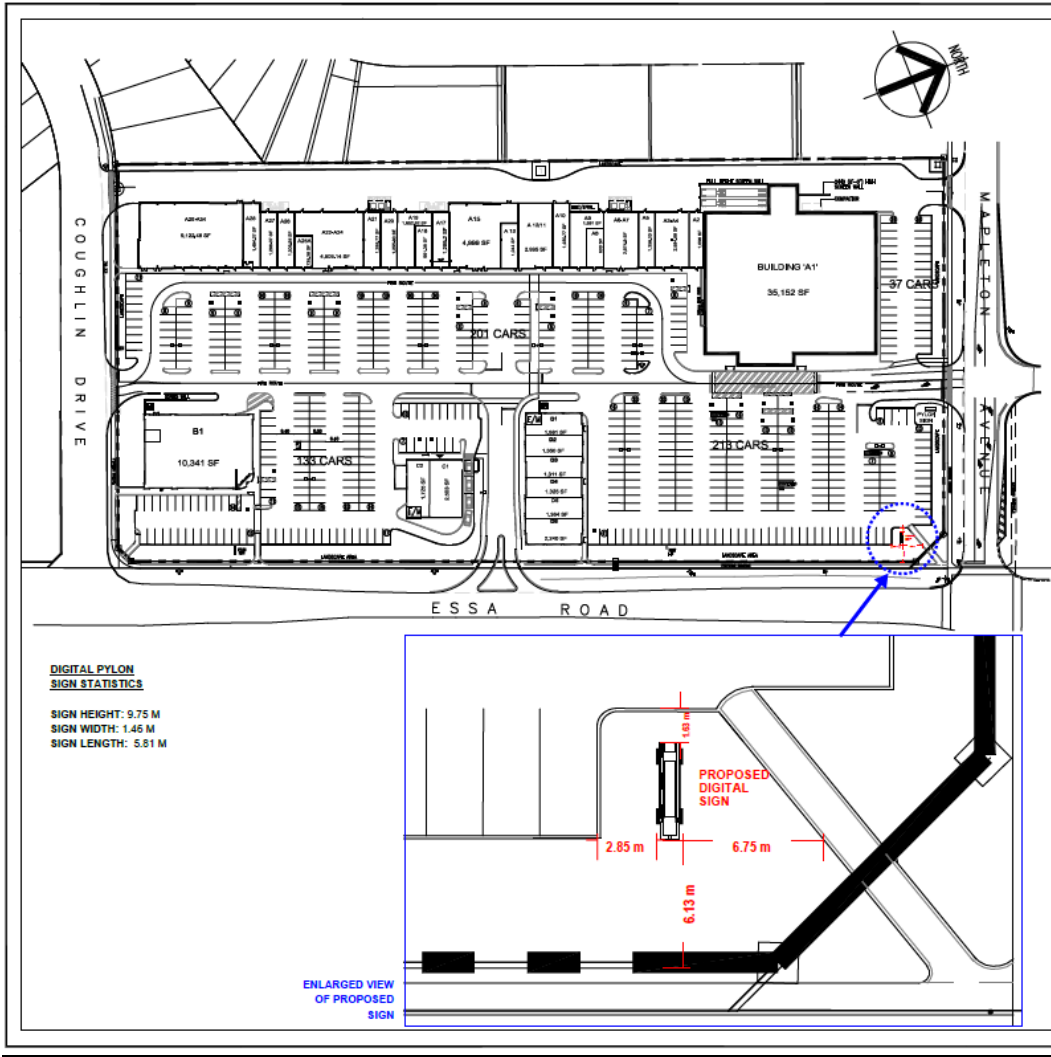


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KEY PLAN

LEGEND:

- COVERED CART CORRAL
- CART CORRAL
- PARKING FOR EXPECTANT MOTHERS
- PARKING FOR HANDICAPPED
- FIRE HYDRANT
- LIGHT STANDARD
- PAINTED MARKING
- CONCRETE ISLAND

SITE PLAN
 DIGITAL SIGN - OPTION 1

SCALE: 1:500

LOCATION:
 MAPLETON AVE & ESSA ROAD
 BARRIE, ONTARIO

SmartCentres Shopping Centres

DATE:	DATE:
BY:	BY:
APP:	APP:
CHK:	CHK:

APPENDIX "B"

Additional Information from Staff

