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May 8, 2020

City of Mississauga  
Planning and Building Department  
Development and Design Division  
300 City Centre Drive  
Mississauga, ON L5B 3C1

Attention: Jeff Grech

**Re: Sign by-law 54-05 Variance Rationale for 5965 Dixie Road, Mississauga, ON**

Dear Sir,

By way of this letter, we are formally making an application for a sign variance in conjunction with the above noted location.

The property is located at 5965 Dixie Road, is owned by Len Regina and is zoned Vacant Commercial E2. Permit World, on behalf of Len Regina, is requesting approval to install one billboard sign with electronic static changeable copy in a "V" formation on the above property.

The subject property is located on the west side of Dixie Road. The digital board is proposed to be oriented with the attached corner of the "V" facing towards the Dixie Road with the intention to provide maximum safe visibility to traffic from both directions on Dixie Road. There is no intention to attract attention for traffic along Britannia Road E. to the north.

The sign variance application is to permit one billboard sign with two electronic changing copy sign faces. The variances being sought under Sign By-law 54-05 are as follows:

- (a) Table 4 billboard signs permitted on Vacant Industrial property – the subject property is zoned Vacant Commercial property E2
- (b) Sec. 20 (1) where the sign shall be double-faced. The proposed sign will be in a V-shape

The proposed sign complies with the by-law in all other respects.

While the by-law as it relates to billboard signs requires a property to be vacant industrial, the subject property is fully surrounded by a variety of industrial and commercial operations zoned E2 which is an Employment zone. There are no residential or other sensitive uses visible from or within the surrounding context of the subject property. There is little apparent differentiation between the subject property and the two properties on the opposite side of Dixie Road which currently have approved billboard signs and

are zoned industrial. The addition of a billboard sign with static electronic changing copy in this immediate area is appropriate and will not adversely affect any of the surrounding properties.

For the above reasons, we are asking for your approval of the requested variances which we feel is in keeping with previously approved billboard signs with electronic changing copy within the City and that this sign will make an important contribution to business owners and the City alike.

Yours sincerely,

A handwritten signature in purple ink, appearing to read "G. Collins", with a long horizontal flourish extending to the right.

Gilda Collins  
Senior project Manager – Special Projects