SANFORD MEDIA Group Inc

July 7, 2021

To: OBC Plan Examiner
City of Mississauga
Planning and Building
300 City Centre Drive
Mississauga, ON L5B 3C1

Subject: Letter of Rationale for Variance to Application SGNBLD 21-5970.VAR

Dear Plan Examiner,

Thank you for the opportunity to provide the following “Letter of Rational” for the following application for a sign variance to application SGNBLD 21-5970.VAR.

Please note the application complies with all aspects of the current Mississauga SIGN BY-LAW 54-02, zoning, set backs, structural size, height and sign area… and is not subject to any express limitations set out in Section 4(6) of said by-law.

Due to the Electronic (LED/Digital) nature of the proposed sign would, therefore, be subject to the “GUIDELINES FOR THE REVIEW OF SIGN VARIANCE FOR BILLBOARD SIGNS WITH ELECTRONIC CHANGING COPY” document set out in October 2017. Once again, the proposed sign meets all the relevant requirements with regards to zoning, set backs, size and height limitations and complies with the increased separation from other billboard signage as well as MTO Control area.

The proposed sign will also be in compliance with following guidelines, as set out for signage with electronic changing copy:

3.7 The minimum display duration is 10 seconds

3.8 The maximum transition interval is .1 seconds. The messages are static and do not animate or phase in and out.

3.9 There is no scrolling, sequencing or phasing of messages

3.10 The number of words shall not be greater than the number of seconds required for the duration of the message and will not include or require any interaction with drivers and/or vehicular occupants.

3.11 The messages will be static and will not include any animation.

700 Third Line, Suite 136 Oakville, Ontario L6L 4B1
(416) 453-9692 mike@sanfordmediagroup.com

3.12 The maximum luminance during the day (sunrise to sunset) shall be 5000cd/m2 and 300cd/m2 from sunset to sunrise. The maximum illumination at any given time shall be maximum .3 lux above ambient light level.

Please note our LED product comes equipped with 2 photo cells (sensors) that adjust to these specifications with sun and darkness. They are also backed up with a computer program that will override the system and dim the board to 100 nits should there be a sensor error. This system has been accepted as the best fail-safe system on the market.

Trusting this meets with your approval. Please Contact me at your convenience should you require further information.

Kind Regards,

Mike McKague

Mike McKague
President
Sanford Media Group Inc.