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September 3, 2019

City Hall
Planning & Building Department, Sign Unit
300 City Centre Drive
Mississauga, ON
L5B 3C1

Attn: Darren Bryan

Re: Sign variance application for one two-sided digital billboard at 6020 Winston Churchill Blvd.

Dear Sir:

Please accept this letter as a formal request for a variance to install one new electronic billboard at the above location. The proposal is for an L-shaped sign to be installed with the attached corner of the billboard facing south-east, towards the intersection of Winston Churchill Blvd. and Britannia Road West. The property is currently zoned R3 – Vacant Residential.

The proposed sign dimensions are 3.048m x 10.668m for a total sign face per board of 32.52 sq m. The overall height of the sign will be 7.62 m, which complies with the by-law.

The variance is required for the following:

1. The sign, as proposed, exceeds the maximum sign face area of 20 sq m by 12.52 sq m per board.
2. The sign is located within 92 m of one or more residential zones.
3. The sign will display 100% electronic changing copy only.

The residential property which is closest to the proposed sign is located on the south side of Britannia Road West with approximately 64.5 m separation. The residential property to the immediate east is on the east side of Winston Churchill Blvd. with a separation of approximately 90 m. There is a small park at the north east corner which provides some tree coverage between the proposed billboard and the residences. The small park on this corner mimics the proposed park surrounding the billboard. There are residential properties to the immediate north and west of the proposed sign; however, these properties will only have some limited visibility to the rear of the sign, with minimal light spill. A gas station is located on the southeast corner of the intersection.

The property owner plans to fully landscape the entire property, transforming it from its current condition to an attractive, fenced area making it a cornerstone in the community. The drawings which form part of the application documents provide an artist's concept of how the property will appear when complete. This property has been vacant for a lengthy period of time and the addition of a billboard featuring electronic changing copy and the provision of a small attractively fenced area will enhance the community.

The intent of the sign is to provide visibility to traffic, primarily stationary at the signalized intersection, from all four directions. Electronic changing copy billboards are used successfully in many municipalities; one example is the Delta sign in Cambridge (see attached photo). While the proposed billboard location is mainly surrounded by residential properties, Britannia Road West leads to the on/off ramp for Hwy 407, about 2 km to the south west. The busy intersection, together with the highway proximity, make this an ideal location for an electronic billboard sign. There do not appear to be any other billboards in the immediate vicinity.

The owner of the property would like to offer an agreement to provide advertising space to both the City and for community events in the local ward which would provide an opportunity to display premium messages not only for local residents but for the City overall.

Both Winston Churchill Blvd. and Britannia Road West have posted speed limits of 60 km/hr and the guidelines ask for a minimum separation of 120 m between an electronic changing copy sign and a signalized intersection. The separation distance in this instance is in the neighbourhood of 15 m, which can be considered a safe distance, particularly for stationery traffic. Traffic will be moving at maximum speeds of 60 km/hr, and often slower, providing ample opportunity to read the billboard safely.

The billboard is proposed to be placed as close to the property line as possible while still maintaining the minimum 7.5 m setback. Guidelines determined by the city and outlined in the "Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy" will govern all aspects of the display including illumination levels, transition between successive message displays to be 0.1 seconds, no message sequencing, message duration to be a minimum of 10 sec., and no video or motion, flashing fading or other effects.

We are respectfully requesting your support and approval of this variance request. If you require additional information or have any questions, please feel free to contact the undersigned.

Yours sincerely,



Gilda Collins
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