

March 1, 2022

City of Mississauga
Planning and Building Department, Sign Unit
300 City Centre Drive
MISSISSAUGA ON
L5B 3C1

To Whom it May Concern;

RE: Application for Variance
1900 Derry Rd. East (E2 Zoning Designation)

Dear Sir/Madam;

On behalf of the owner and Due to Construction Media, please find attached our variance application for the above referenced address. Included with the application are the following items:

1. Sign Application Form
2. Letter of Authorization
3. Site Plan
4. Sign Diagrams and Specifications Package
5. Context Map Package with Distance Measurements
6. Sign Renderings and Photos
7. 3D Images Package

The parcel is currently occupied by TORLYS Floors. The proposed sign display will be targeting traffic travelling in both directions (NE and SW) along Derry Road.

As per attached context maps you will note the following:

- Adjacent neighboring industrial business to the SW is National Energy Equipment Inc, occupying a large warehouse building;
- Adjacent neighboring industrial business to the NE is UPS Canada and their large warehouse building and truck delivery center;
- Directly across Derry Road to the NW are the industrial businesses of Quinn Digital Asset Protection, Raptor Racing car parts and Rainbow Auto Parts Ltd; and
- Directly behind TORLYS Floors is vacant industrial land.

As you review the application, we ask that you take into consideration the following planning rationale:

- As per attached signage diagrams and specifications, the proposed display will be V-shaped so that both displays will be angled/oriented towards the roadway and away from adjacent uses, thus eliminating any potential negative impacts to surrounding uses. In addition, the display will not exceed 7.8 m in height;
- The distance to the nearest residential zone is 2.3 km +, significantly greater than the required minimum distance of 250 m;
- The proposed location for billboard ground sign with electronic changing copy is over 103 m from the driveway access and egress into the industrial complex;
- There are currently no other ground signs on this parcel, therefore the proposed electronic display will be the first and only ground sign for the site;

- The proposed display will be no closer than 13.7 m from the street line, which is almost double the required minimum distance of 7.5 m;
- The posted speed limit along this portion of Derry Road is 70 km/hour and the distance to the nearest controlled intersection of Derry Road and Dixie Road is approx. 1.14 km, which distance is significantly greater than the minimum requirement distance of 120 m. Therefore, there are no important decision-making points for drivers near the proposed billboard location;
- There are no existing billboard signs on the same side of the street, as required by the Guidelines;
- The character of the streetscape along Derry Road in both directions of said parcel is industrial in nature;
- There are no significant features such as heritage buildings, important views and vistas, natural features, public art and/or unique architectural style in this area; and
- The proposed billboard ground sign with electronic changing copy will add color and vibrancy to this industrial area.

Based on the above planning rationale, it is our opinion that the proposed billboard ground sign with electronic changing copy will have no negative impacts to the surrounding businesses and community.

Thank you for your consideration of this variance application and we look forward to your feedback upon review.

Sincerely,

Jamie Lefort
Due to Construction Media

March 1, 2022

City of Mississauga
Planning and Building Department, Sign Unit
300 City Centre Drive
MISSISSAUGA ON
L5B 3C1

Attention: To Whom It May Concern

RE: Urban Design Impact Assessment
Application for Variance – 1900 Derry Rd. East (E2 Zoning Designation)

Dear Ms. Chibututu;

On behalf of the owner and Due to Construction Media, please find the following information as part of an urban design impact assessment for the sign application for the above referenced address:

Required Information:

2.1 Please find attached context maps/plans that shows the context around the proposed sign.

2.2 Please note that the context maps/plans show the following features:

- All existing and approved developments
- Sensitive land uses including but not limited to residential buildings, residential uses within mixed use developments, schools, hospitals
- Street names, roads and highways
- Street trees, landscape areas, sidewalks and all existing features on the boulevards
- Street furniture, light standards, traffic lights, bus stops and shelters

Please that the context maps/plans do not show the following features as these features are not to be found within the surrounding area of the proposed sign:

- Existing ground signs
- Public art installations
- Cultural Heritage Resources including Heritage designated and listed buildings, parks, monuments and features of historical significance
- Public and private open space and amenity areas
- Significant views and vistas where applicable

2.3 Please see attached 3D/mock up images of the proposed billboard sign with electronic copy within the context as described above. The images have been taken from 2 different directions.

- 2.41 As per attached context maps/plans, the character of the streetscape along Derry Road heading in either direction from said parcel, as well as the surrounding area, is industrial in nature. Adjacent neighboring industrial business to the SW is National Energy Equipment Inc, occupying a large warehouse building. Adjacent neighboring industrial business to the NE is UPS Canada and their large warehouse building and truck delivery center. Directly across Derry Road to the NW are the industrial businesses of Quinn Digital Asset Protection, Raptor Racing car parts and Rainbow Auto Parts Ltd. Directly behind TORLYs Floors is vacant industrial land. It is our opinion the proposed horizontal sign area and dimensions will blend in well with the scale and range of heights (one to two storeys) of the industrial buildings in immediate and surrounding area. There are new developments in the immediate area. There are no significant

features such as heritage buildings, important views and vistas, natural features, public art and/or unique architectural style in this area.

2.42 The proposed billboard ground sign with electronic changing copy will add color and vibrancy to this industrial area. There are no existing or approved grounds signs in place. As a result, the proposed billboard ground sign will be the first and only ground sign for this established freestanding industrial development. In addition, the proposed display will be no closer than 7.5 m from the street line. As per application, the proposed display will be V-shaped so that both displays will be angled/oriented towards the roadway and away from adjacent uses, thus eliminating any potential negative impacts to surrounding uses. Furthermore, the distance to the nearest residential zone is well over 2 km away.

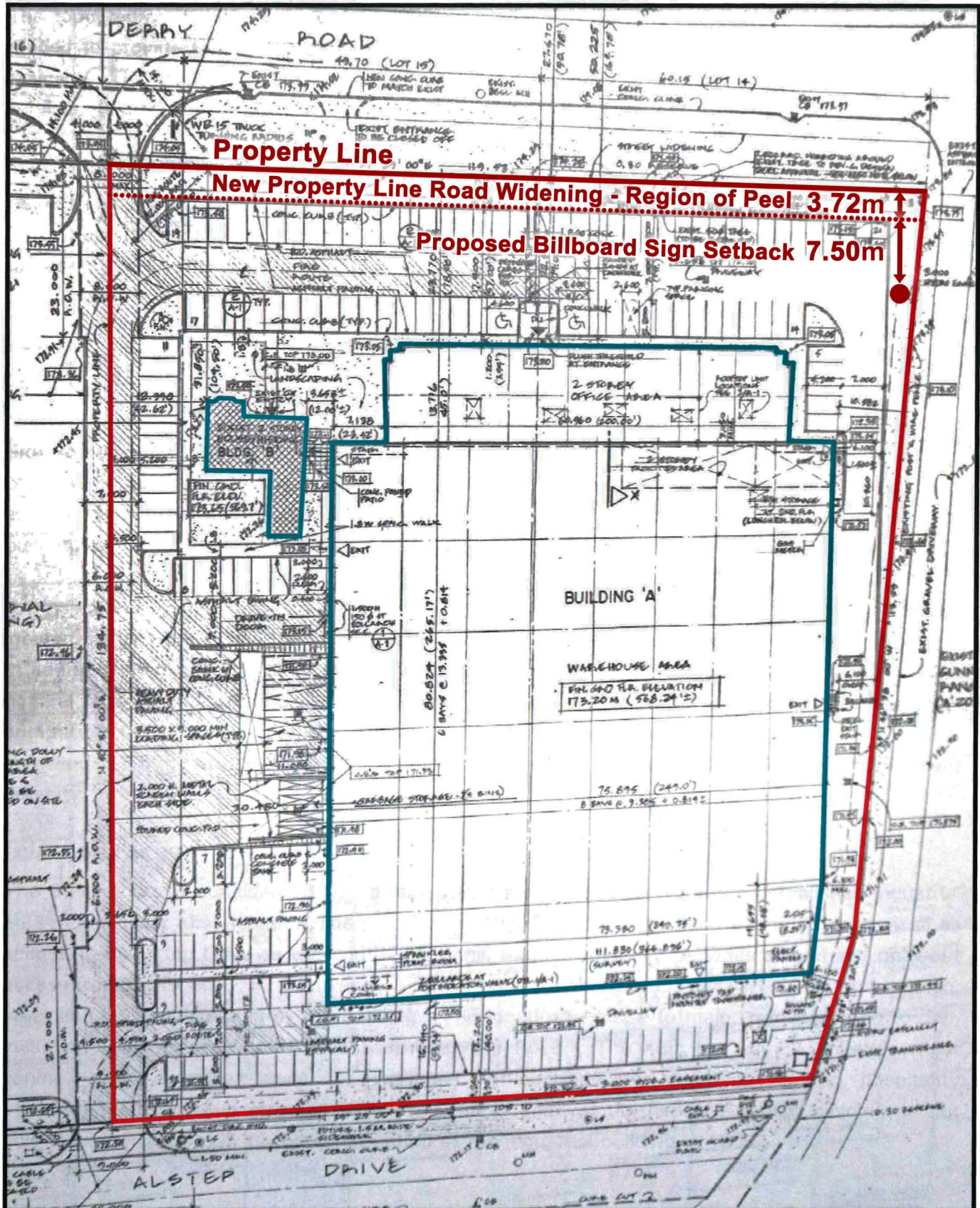
Based on the above information, it is our opinion that the proposed billboard ground sign with electronic changing copy will have no negative impacts to the surrounding businesses.

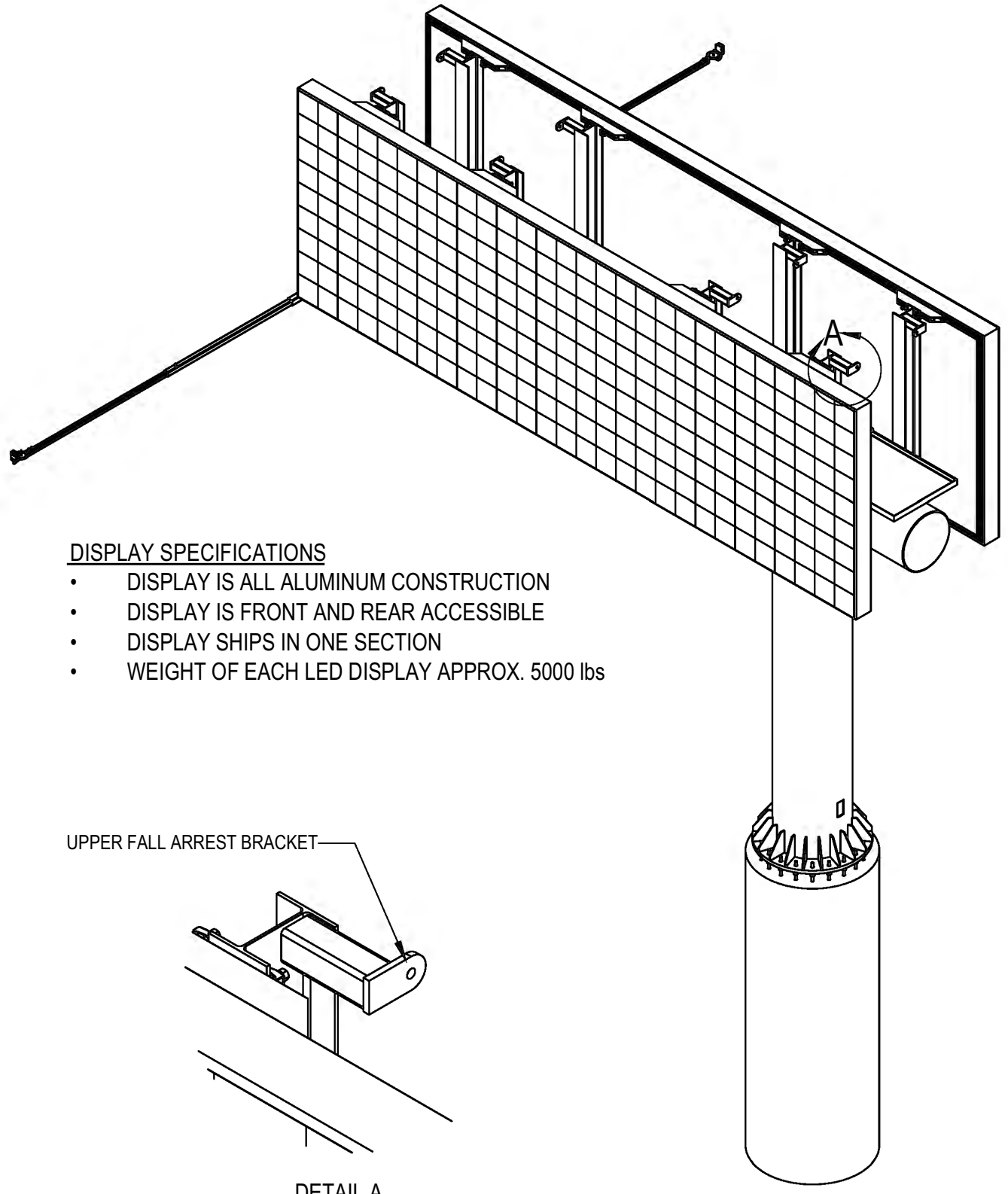
Thank you for your consideration of this variance application and we look forward to your feedback upon review.

Sincerely,

Jamie Lefort
Due to Construction Media

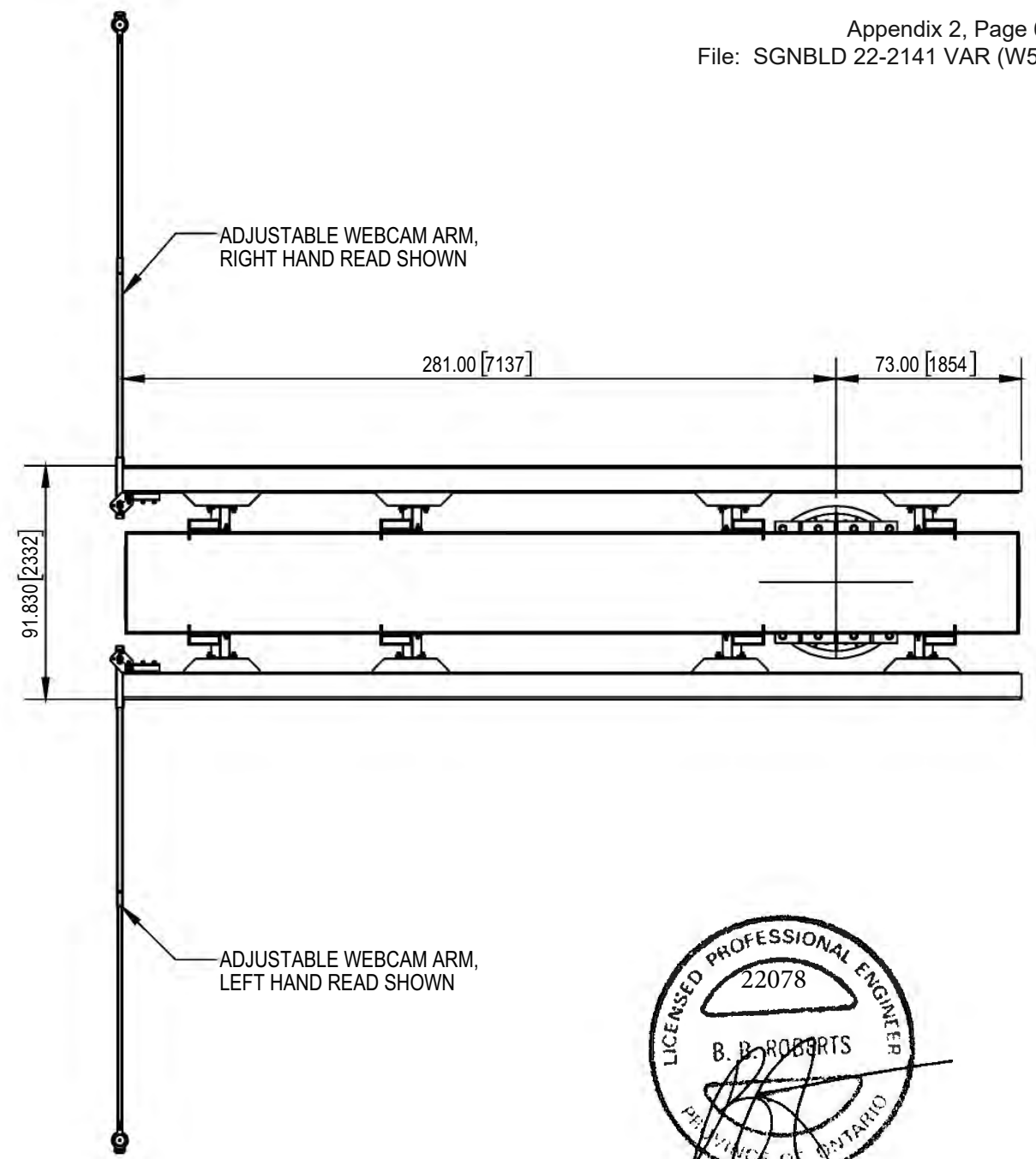
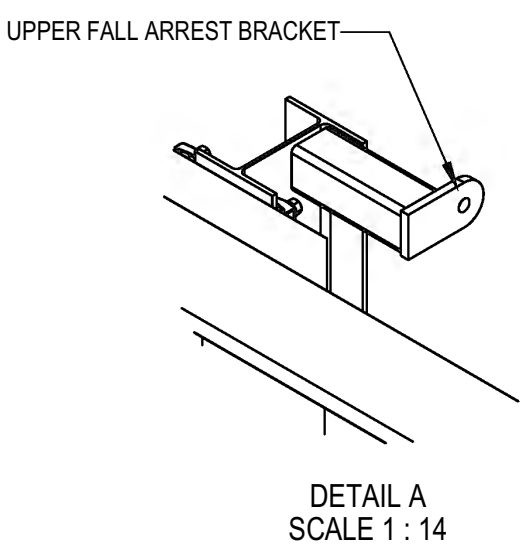
SITE PLAN





DISPLAY SPECIFICATIONS


- DISPLAY IS ALL ALUMINUM CONSTRUCTION
- DISPLAY IS FRONT AND REAR ACCESSIBLE
- DISPLAY SHIPS IN ONE SECTION
- WEIGHT OF EACH LED DISPLAY APPROX. 5000 lbs



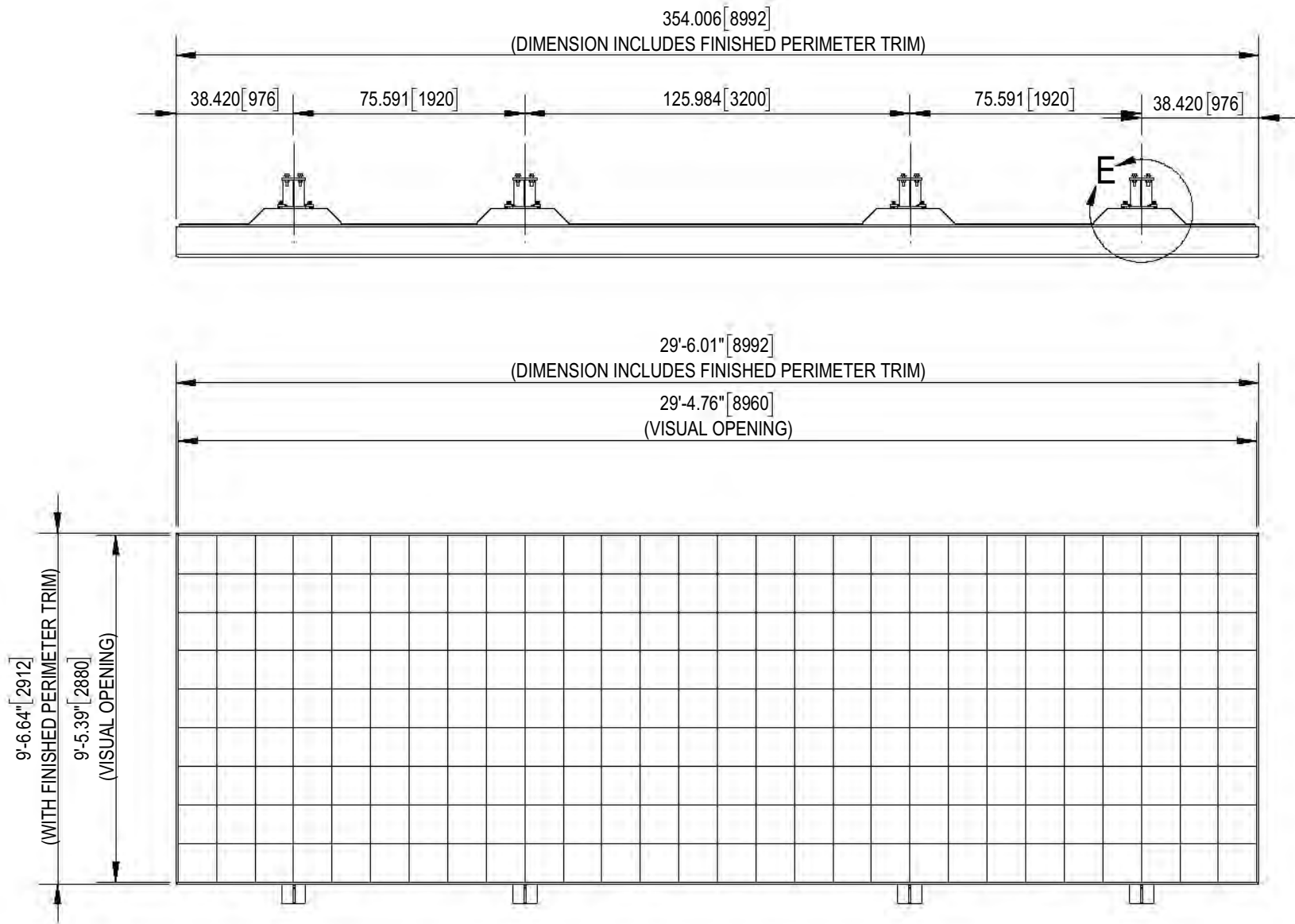
NOTES:

1. SIGN MOUNTING TO STRUCTURE USING 5/8" Ø BOLTS, A563 NUTS & F436 WASHERS
2. FASTENERS TORQUED TO 75 LB-FT, MAXIMUM 100 LB-FT

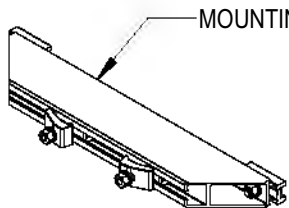
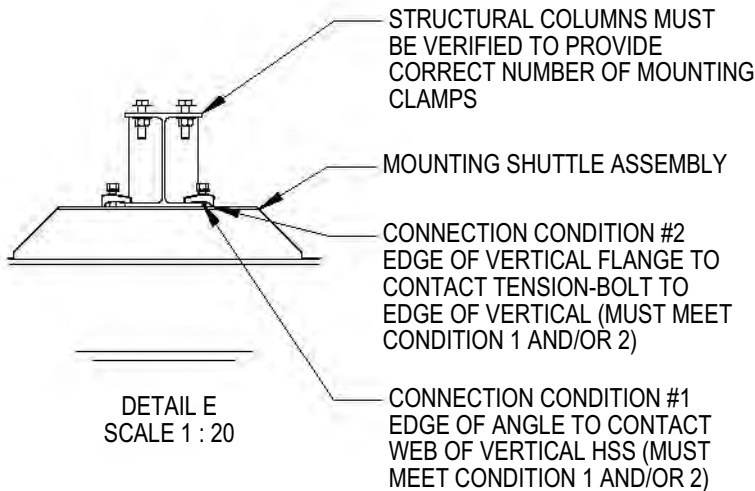


UNLESS OTHERWISE SPECIFIED DO NOT SCALE DRAWING INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994 DIMENSIONS ARE IN INCHES TOLERANCES APPLY AS SHOWN BELOW 0 PL DEC ± 0.2 1 PL DEC ± 0.1 2 PL DEC ± 0.01 3 PL DEC ± 0.005 ANGLES ± .1° SURFACE ROUGHNESS 32 µin		 ...solutions for the sign industry.		MEDIA RESOURCES INTERNATIONAL 1387 CORNWALL ROAD OAKVILLE ONTARIO TEL: 1.800.667.4554 FAX: 1.905.337.9531			
NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER MRI PROJECT 9H x 28W RGB DF LED DISPLAY		TITLE 10' x 30' DIGITAL BILLBOARD DOUBLE FACE, FLAG MOUNT 25'-0" O.A.H.			
DRAWN BY R. YORK CHECKED BY BASHIR HAMIS APPROVED BASHIR HAMIS		DATE 5/09/22 DATE 5/09/22 DATE 5/09/22		SIZE B DRAWING NO. MRI 10x30 FM DF BB			
				WORK ORDER NO. SCALE 1:65 WEIGHT lbs SHEET 1 OF 8			

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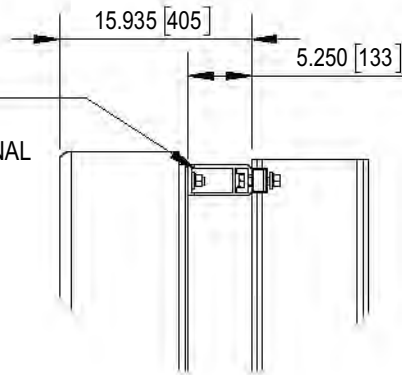


WEIGHT OF LED DISPLAY APPROX. 5000lbs

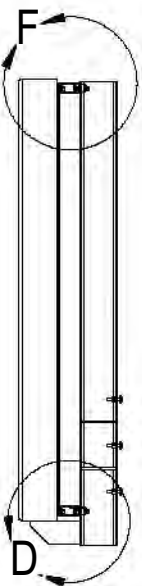


MOUNTING SHUTTLE ASSEMBLY

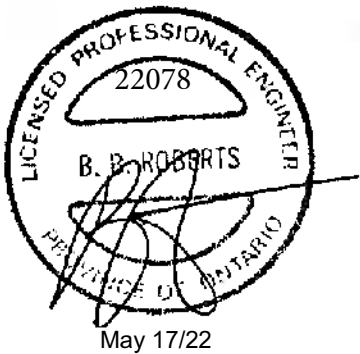
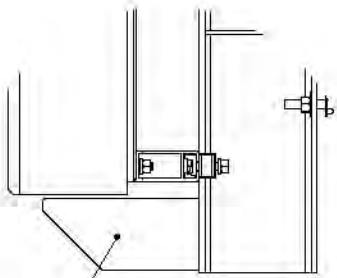
UNIVERSAL MOUNTING SHUTTLE
& ASTM A325 HARDWARE PROVIDED
BY MEDIA RESOURCES INTERNATIONAL



DETAIL F
SCALE 1 : 16

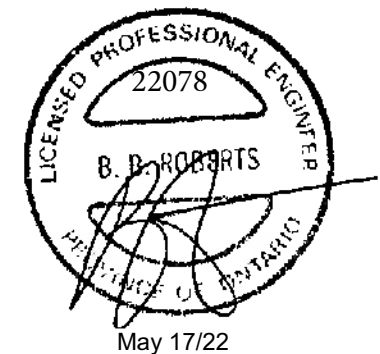
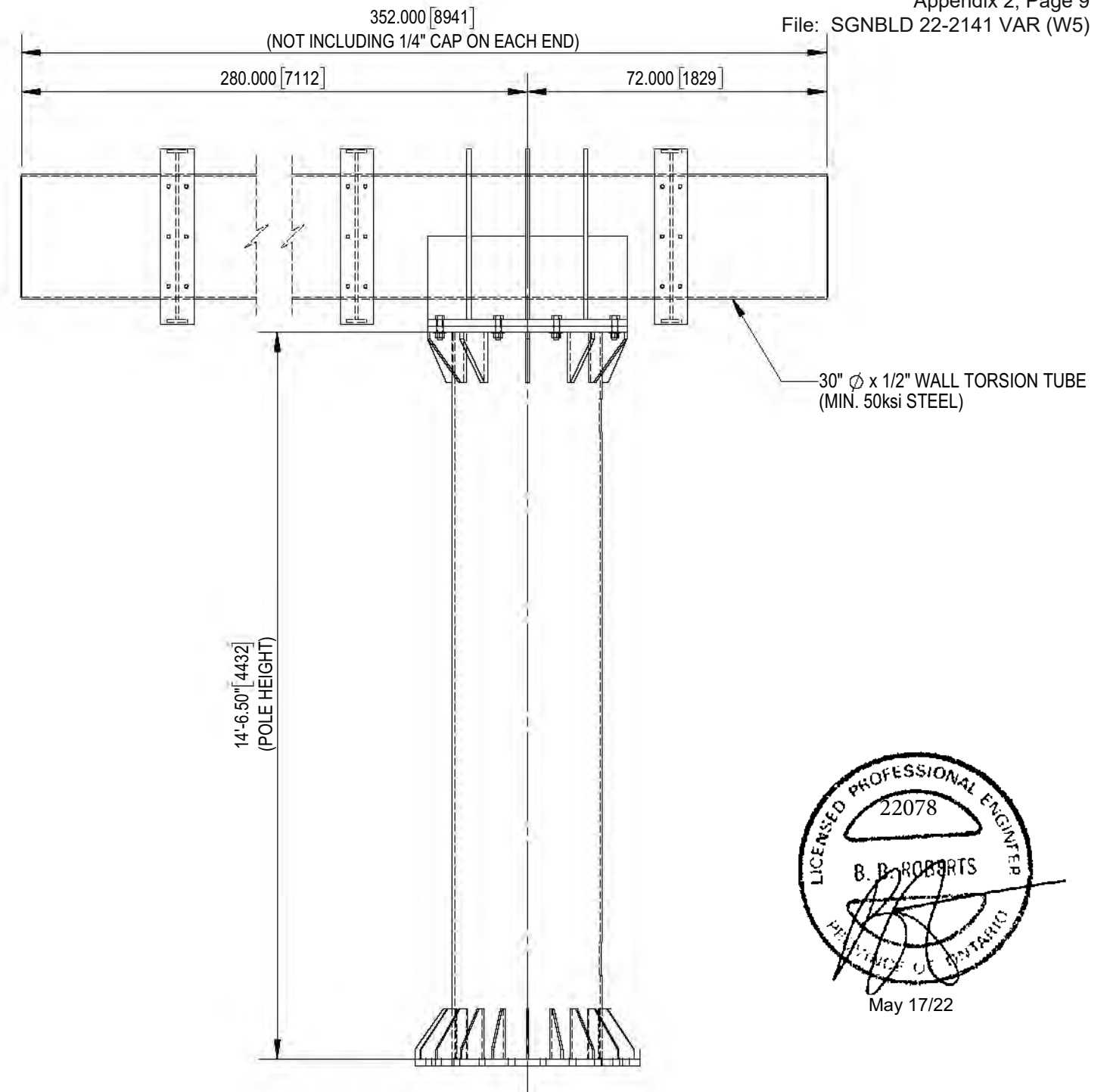
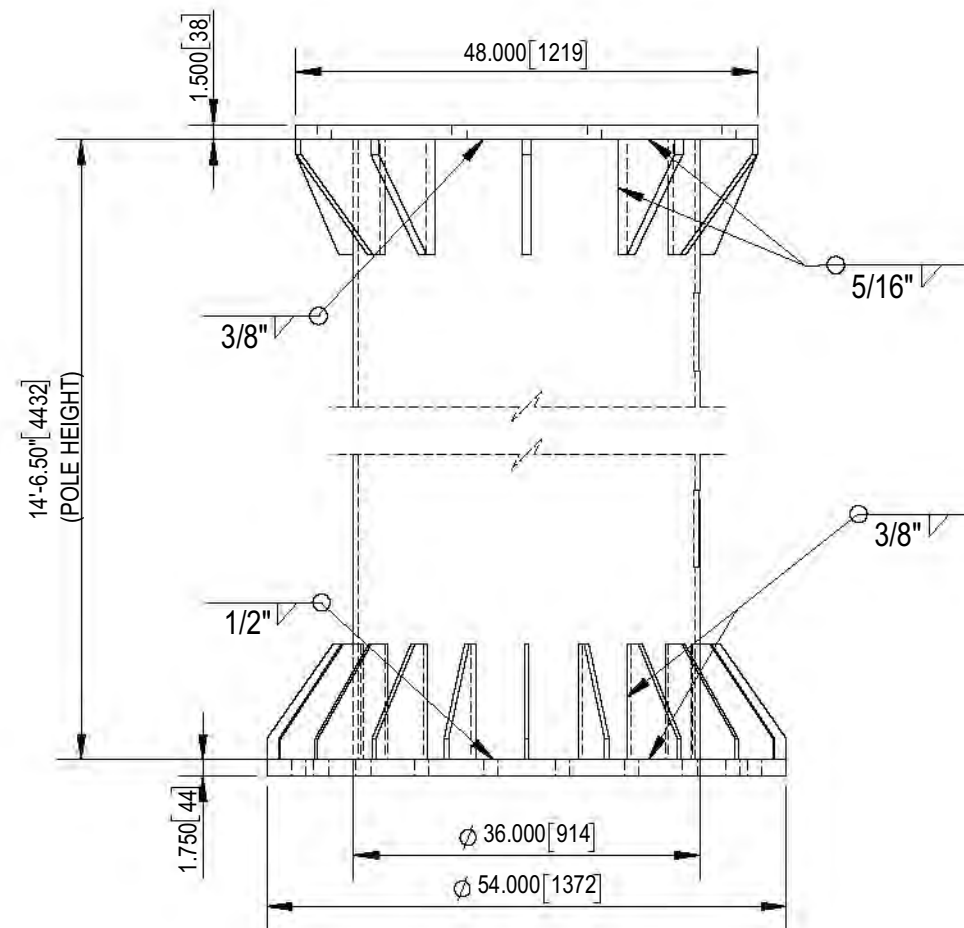
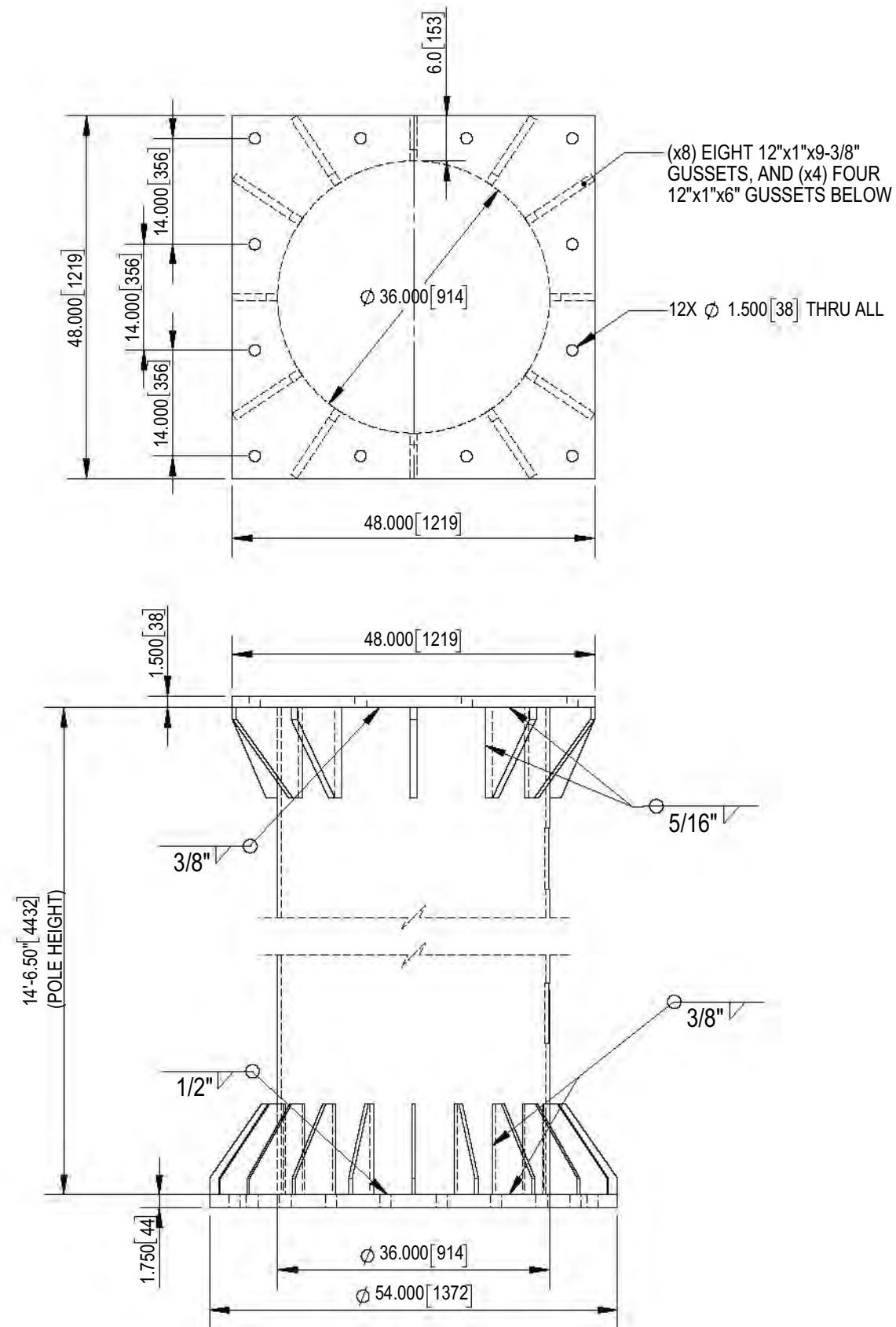


LED SHELF BRACKET WITH 5/8" A325 BOLTS, A563 NUTS & F436 WASHERS



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DO NOT SCALE DRAWING		...solutions for the sign industry.		1387 CORNWALL ROAD OAKVILLE ONTARIO	
INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994		CUSTOMER		TEL: 1.800.667.4554 FAX: 1.905.337.9531	
DIMENSIONS ARE IN INCHES		MRI		TITLE	
TOLERANCES APPLY AS SHOWN BELOW		PROJECT		10' x 30' DIGITAL BILLBOARD	
0 PL DEC	± 0.2	9H x 28W RGB DF LED DISPLAY		DOUBLE FACE, FLAG MOUNT	
1 PL DEC	± 0.1	DRAWN BY		25'-0" O.A.H.	
2 PL DEC	± 0.01	R. YORK		SIZE	
3 PL DEC	± 0.005	CHECKED BY		B	
ANGLES	± .1°	BASHIR HAMIS		DRAWING NO	
SURFACE ROUGHNESS	32 µ in	APPROVED		WORK ORDER NO	
NOTES:		DATE		1:50	
1. MATERIAL: " THICK		5/09/22		WEIGHT	
2. FINISH:		DATE		lbs	
3. COATING:		5/09/22		SHEET 8 OF 8	
		BASHIR HAMIS			



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DO NOT SCALE DRAWING

INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994

DIMENSIONS ARE IN INCHES

TOLERANCES APPLY AS SHOWN BELOW

0 PL DEC	± 0.2
1 PL DEC	± 0.1
2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µ in

NOTES:

1. MATERIAL: " THICK
2. FINISH:
3. COATING:



CUSTOMER
MRI

PROJECT
9H x 28W RGB DF LED DISPLAY

DRAWN BY
R. YORK

CHECKED BY
BASHIR HAMIS

APPROVED
BASHIR HAMIS

DATE
5/09/22

DATE
5/09/22

DATE
5/09/22

MEDIA RESOURCES INTERNATIONAL

1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

**10' x 30' DIGITAL BILLBOARD
DOUBLE FACE, FLAG MOUNT
25'-0" O.A.H.**

SIZE

B

WORK ORDER NO.

MRI 10x30 FM DF BB

SCALE
1:35

WEIGHT

lbs SHEET 3 OF 8



Christ Roubekas <chrisroubekas@gmail.com>

Permit Application for 1900 Derry Rd E

Simms, Joy <joy.simms@peelregion.ca>

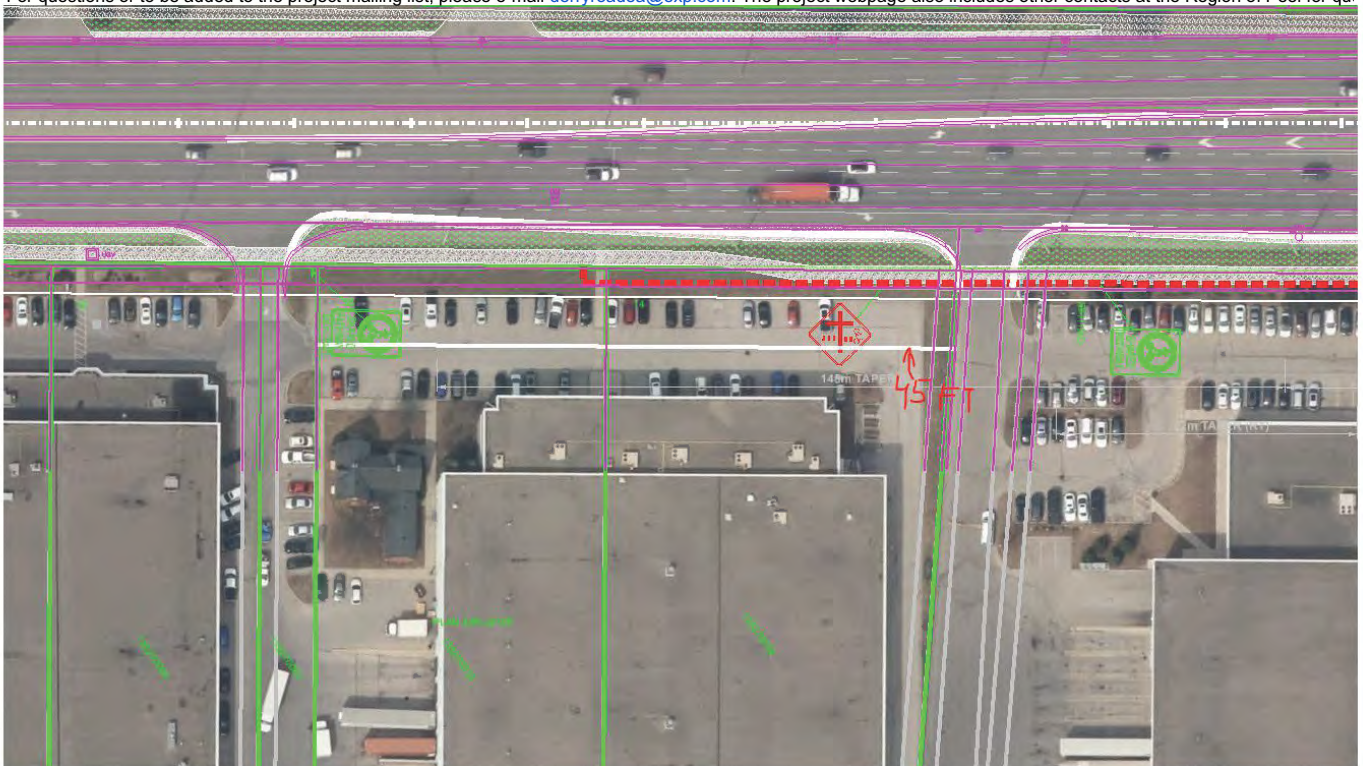
To: "chrisroubekas@gmail.com" <chrisroubekas@gmail.com>

Cc: "Farouque, Althaf" <althaf.farouque@peelregion.ca>

Hello Chris,

I have reviewed the proposal for signage at [1900 Derry Rd E](#) and can provide the following comments:

- Please ensure that the sign footings are offset from any underground infrastructure on the property.
- For future applications, the drawings must include metric measurements, or metric AND imperial.
- There is an ongoing Environmental Assessment (EA) for improvements along Derry Road, including additional expanded pedestrian infrastructure. More information and drawings <https://www.peelregion.ca/public-works/environmental-assessments/mississauga/derryrd-alstepdrive.asp>
 - The proposed signage must not encroach upon the future proposed works along Derry Road East right-of-way to avoid any conflicts with regional property and infrastructure (45') from the existing ROW, then it will be approximately 10m away from the proposed right of way when Derry Rd is widened (see the screenshot below showing the 13.7
 - I can confirm that this proposed sign location will not be impacted by the improvements currently proposed on Derry Road.
 - For questions or to be added to the project mailing list, please e-mail derryroadea@exp.com. The project webpage also includes other contacts at the Region of Peel for qui



As the signs are proposed on the private side of the property line and not impacting the Region of Peel right-of-way for Derry Road, I have no concerns with the proposal. Please tell me i

Regards,

Joy Simms (she/her)

Principal Planner

Planning & Development Services, Public Works, Region of Peel

Peel Cell: 416-728-4769

Peel Ext: 905-791-7800 ext. 8673

joy.simms@peelregion.ca

For information on Planning and Engineering matters of Regional interest, please visit this link: <https://www.peelregion.ca/planning/development-services/>.



Kotowicz, Agnes <Agnes.Kotowicz@gtaa.com>

2022-06-15 3:38 PM

To: Christ Roubekas Cc: ZZG-Landuse Planning; Zurek, Wojtek; Straatsma, Greg

Hi Chris,

We have reviewed your proposed electronic billboard and have no objection to the project. The maximum top elevation of the sign is approximately at 180.62metres A.S.L. (Above Sea level).

Development elevations on this property are affected by Airport Zoning Regulations, specifically The Outer Surface. The maximum allowable development elevation under this restriction is 219.46m A.S.L.

Due to the close proximity to the Airport, NavCanada's review will be required. NavCanada conducts review on a case-by-case basis. Nav Canada's independent review may take up to 12 weeks. We will submit this project to NavCanada on your behalf. ([NAV CANADA Land Use Program](#))
Regards,



Agnes Kotowicz

Geomatics Planning Analyst, Land Use Planning

Airport Development and Technical Services

Greater Toronto Airports Authority

P.O. Box 6031, 3111 Convair Drive, Toronto AMF, Ontario, LSP 182

Phone .4[9].7.7..f?}.4??.

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