



May 6, 2022

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

Attention: Nathan de Sousa

Re: Sign by-law 54-05 Variance Rationale for 455 Gibraltar Dr., Mississauga, ON SGNBLD 22-743

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 455 Gibraltar Drive Road, is owned by 2209449 Ontario Inc. and is zoned E2. Permit World, on behalf of the owner, is requesting approval to install one single-sided billboard sign with electronic static changeable copy on the above property.

The subject property is located on the south side of Derry Road E. The digital board is proposed to be oriented facing westbound traffic on Derry Road E. with the intention to provide maximum safe visibility to westbound traffic only.

The sign variance application is to permit one billboard sign with one electronic changing copy sign face. 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 Single Tenant Industrial E2

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. 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,



Gilda Collins
Senior Project Manager – Special Projects

Permit World Consulting Services Inc.
57 William St. West | Waterloo, ON | N2L 1J6
519-585-1201 x 102 | gcollins@permitworld.ca
www.permitworld.ca

May 6, 2022

City of Mississauga
Planning and Building Department
Development and Design Division
300 City Centre Drive
Mississauga, ON L5 3C1

Attention: Nathan de Sousa

Re: Urban Design Impact Study – SGNBLD 22-743 - Sign Variance 455 Gibraltar Drive

Dear Sir:

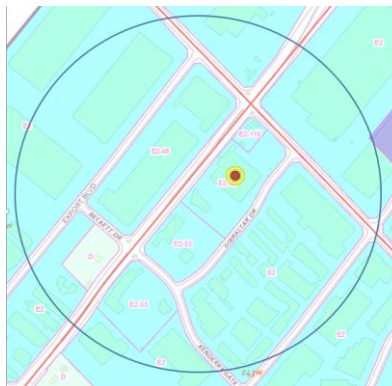
The following submission is our Design Impact Assessment Study as it relates to our sign variance submission for the property known as 455 Gibraltar Drive.

The variance being requested are to permit one single-sided electronic billboard sign with a static electronic changing copy face and the sign will be installed facing westbound traffic on the Derry Road East frontage of the property.

Physically, the property is located between Gibraltar Drive to the south and Derry Road East to the north, with Kennedy Road S. to the immediate east and Kenderry Gate to the west. Highway 410 is also to the east and the subject premise is within the MTO regulated area. The MTO have approved the sign and do not require a permit for it. Confirmation has been uploaded to the City of Mississauga website.

Derry Road E. is a Peel Region road and we have obtained approval from the region to install the sign. Email confirmation has been uploaded to the City of Mississauga website.

The property is zoned single tenant industrial, E2-Employment. The property frontage along Derry Road E. is 144.63m with an overall depth of 156.70m. The property is operating as Galaxy Furniture and there are no permanent ground signs. Properties on all sides are zoned E2-Employment with no residential units within 500m of the proposed sign location. The image below shows the property location and properties within 500 m of the proposed sign.



The following assessment of our application will be completed in conjunction with the document titled “Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy”. Our analysis will be compared to the “Guideline” excerpt:

“The purpose of this document is to establish a set of criteria by which sign variance applications for billboard signs with electronic changing copy will be evaluated. Municipalities generally establish controls to mitigate the impacts of electronic billboard signs on traffic safety, sensitive land uses and on the visual image of the communities in which they are located.”

The guidelines contained in that document and their criteria will be applied in this review and submission for our request to install billboard featuring electronic changing copy. The single face of the board will be oriented towards west bound traffic on Derry Road East.

3.1 Waiver

A waiver releasing the City and Road Authority from liability and committing to indemnifying the City and Road Authority against any claim, action or process for damage and/or injury as a result of the installation or existing of the billboard sign has been submitted to the city.

3.2 Location

Billboard signs with electronic changing copy shall only be considered wherever billboard signs are permitted in accordance with Sign by-Law 54-02 (see Table 4, page 19) and in the following areas of the City:

- Public Squares in the Downtown Core
- Public Squares within the Cooksville 4 Corners
- Public Squares within Major Nodes
- Specific areas of the City, deemed by the City to be locations in which electronic billboard signs are seen as key elements that contribute to the character and vibrancy of the area.

The property at 455 Gibraltar Drive is ideally located for this type of sign.

The property and proposed sign location is approximately 950m west of Hwy 410 and 650m from the on-ramp to the highway. The sign sided sign will face westbound traffic along Derry Road E. Derry Road E. at this point is three lanes in either direction. The area is zoned Employment with no residential within 500m radius. There are no other sensitive uses which could be impacted by the proposed sign. There is a signalized intersection approximately 230 m to the east of the property at the intersection of Derry Road E. and Kennedy Road S. Westbound traffic stationary at this intersection is approximately 270m from the proposed billboard sign location. There is also a signalized intersection to the west at Derry Road E. and Kenderry Gate. The proposed billboard sign will have no impact on either of that intersection.

3.3 Urban Design Impact Assessment

Each sign variance application package for a billboard sign with electronic changing copy shall include an urban design impact assessment of the proposed sign on the views, visual quality and character of the existing and planned surrounding context (see Appendix C for Terms of Reference).

A contextual plan/site plan is attached to this submission as per the criteria contained in Appendix C of the Guidelines.

3.4 Sign By-law 54-02

As per Table 4 and Sec. 20 of the Sign By-law 54-02 the proposed billboard featuring electronic changing copy will abide by all the criteria as set out on Page 20 of the Sign By-law 54-02.

3.5 Separation Distances, Heights, Setbacks, Maximum Sign Area

Billboard signs with electronic changing copy shall be positioned relative to one another such that not more than one electronic billboard display shall be visible to an approaching driver at the same time. Except for 2(a) and 2(b), the provisions of the Sign By-law 54-02 Sec. 20 shall also apply to billboard signs with electronic changing copy. No part of a billboard sign with electronic changing copy shall:

- Exceed 7.62 m in height (240-07)
- Be located closer than 7.5 m to the street line (240-07)
- Be multi-faced
- The maximum sign area of a billboard shall be 20 m² per sign face (240-07)

The proposed sign will not exceed 7.62 m in height.

The proposed sign will be set back not less than 7.5 m from the property line

The proposed sign will have a sign face area per face of 20.70 square metres which is 0.70 sq m over the maximum allowable. This is due to the design of the sign and the panels to be used for display.

Notwithstanding the provisions of Sign By-law 54-02, Section 20, 2(a) and 2(b), no part of a billboard sign with electronic changing copy shall be:

- Located closer than 250 m from another billboard on the same side of the street but this does not apply to billboard signs on opposite sides of grade separated by railway crossings.
- Located closer than 250 m measured in a straight line from a residential Zone.

There are no existing billboard signs within 250m of the proposed billboard location.

3.6 Location of billboard signs with electronic changing copy, relative to traffic control devices and important driver decision points

Where the posted speed limit on a road is less than 80 km/hr, a billboard sign with electronic changing copy shall not be erected within 120 m of a major traffic sign or driver decision point.

The proposed billboard sign will be located approximately 50.0 m from the controlled intersection at Kennedy Road South for eastbound traffic, which will have no visibility to the sign. The sign will face east and have visibility to westbound traffic. The traffic lights at Derry Road E. and Kennedy Road S. are approximately 270m from the proposed sign location, well outside the minimum 120m. This separation satisfies the Sign by-laws for setback for a static image billboard.

Driver decision points include intersections, on ramps, interchanges, merge areas, right/left turn lanes and close to traffic signals, toll plaza, pedestrian crossings, rail crossings, work zones, where the cognitive demands on drivers are greatest.

There are no other important driver decision points for westbound traffic which could be impacted by the proposed billboard sign.

3.7 Minimum Message Display Duration

Generally, bright lights and visual changes, both of which are associated with electronic billboards, can draw the eye to a stimulus that is brighter than its surroundings. Bright lights and visual change can also draw the eye to a stimulus that exhibits movement or apparent movement. In addition, the Zeigarnik Effect (the increased memory recall of an incomplete task/message) suggests that drivers will focus longer on a display in which the message changes, in an effort to complete the viewing experience. Ideally, the dwell time for an individual message should be set so that drivers will see no more than one complete message, thus reducing any possible distracting effects of trying to complete the viewing experience.

The minimum dwell time of the proposed billboard with electronic changing copy shall be 10 seconds.

3.8 Transition between successive displays

The transition time between successive displays on a billboard sign with electronic changing copy shall appear seamless and imperceptible to approaching drivers.

- The maximum interval between successive displays on a billboard sign with electronic changing copy shall be 0.1 seconds.
- There shall be no visual effects or animation of any kind, including but not limited to, fading, dissolving, blinking or the illusion of such effects, during the message transition or interval between successive displays.

The proposed billboard will only display static images which will change on 10 second intervals. There will be no visual effects or animation of any kind as described above. The maximum transition interval between successive displays on the proposed sign will adhere to 0.1 seconds.

3.9 Message Sequencing

When a single message or advertisement is divided into segments and presented over two or more successive display phases on a single electronic billboard or across two or more billboards, it is described as Message Sequencing. The objective of this type of advertising is to capture and hold the viewers' attention throughout the time or distance required to complete the message.

The proposed billboard with electronic changing copy will not use message sequencing or text scrolling of any kind, over successive display phases on a single billboard or across multiple billboards.

3.10 Amount of information displayed

It takes approximately one second for a road user to read one word. The number of words displayed on a billboard sign with electronic changing copy shall not be greater than the number of seconds required for

the duration of the message display. The height of each character on the message display shall be sufficient to ensure that the message is clearly legible over the entire viewing distance.

The proposed billboard will adhere to the maximums above.

Interactive billboard messages that permit, support or encourage interactive communication with drivers in real time shall not be permitted. These include billboard signs with electronic changing copy that respond to text messages, phone calls or emails from passing drivers or that request immediate response by text, phone, email, etc. The proposed billboard will only display static images which meet the criteria above and will include no interactive communication whatsoever.

3.11 Sign Animation

Animation refers to any motion in the advertisement, including video, special effects within a single frame and transition, movement and rotation between successive frames.

There shall be no animation, flashing movement or appearance of movement on a billboard with electronic changing copy, except where the billboard sign with electronic changing copy is not visible from any vehicular roadway.

The proposed electronic changing copy billboard will provide only static images and those images will change in 10 second intervals. In addition, there will be no video, or animation or flashing as well as those criteria mentioned above and to as *“Transition between successive displays”*.

3.12 Sign Brightness and Luminance

Brightness is the perceived intensity of a source of light. It is the appearance of light to the viewer. Luminance is the amount of light leaving a surface in a particular direction or the amount of light that is deflected off a surface. Sign brightness is a function of sign luminance, the background against which the sign is viewed, the driver’s age, level of adaptation to the eyes, and atmospheric conditions, such as fog.

Brightness can be measured as luminance, in candelas per square m (cd/m²) or illuminance in foot candles (fc). Luminance is the amount of light that is emitted from a surface, while illumination is the amount of light falling upon a surface. The human eye is drawn to the brightest objects in a field of view and this is generally referred to as the “moth effect”. A brightly illuminated electronic billboard sign could draw a driver’s attention away from the road, other vehicles and traffic devices. This is of particular concern at nighttime, dusk or dawn and during periods of inclement weather. The maximum luminance level for a billboard sign with electronic changing copy shall be:

- 5000cd/m² from sunrise to sunset (One nit = One Candela per m² [cd/m²])
- 300cd/m² from sunset to sunrise (One nit = One candela per m² [cd/m²])
- The maximum illumination level for a billboard sign with electronic changing copy shall be 0.3 lux above ambient light levels (One lux = 0.093 foot-candles [fc])
- All billboard signs with electronic changing copy shall be equipped with ambient light sensors and automatic dimmers that control the light output relative to ambient conditions
- Electronic billboard signs shall be illuminated between the hours of 5:00 am and 12 midnight only each day.

To measure illumination, the International Sign Association (2011) has provided the following equation to determine the distance away from the billboard sign at which the measurement shall be taken:

Measurement distance = Square Root of (Sign Area [m²] x 100)

The proposed billboard will adhere to the proposed criteria of 5,000 nits during the day and powering down to 300 nits during the night. This is typical for many other municipalities in Ontario. Preferred illumination of the boards is continuous with no shut-down time.

Conclusion

It is important to remember that these are guidelines only and are not contained in any municipal law. The intent is to allow for applications of this type to be reviewed on a case by case basis by staff and decided through Council.

As stated in the introduction, the property location and proposed billboard with electronic changing copy are ideally suited to this particular location. From every perspective, this is an extremely safe location. The sign meets all of the criteria identified in the by-law.

We respectfully request your support for this applications.

Yours sincerely,



Gilda Collins
Senior Project Manager – Special Projects

Permit World Consulting Services Inc.
57 William St. West | Waterloo, ON | N2L 1J6
519-585-1201 x 102 | gcollins@permitworld.ca
www.permitworld.ca

Gilda Collins

From: Farouque, Althaf <althaf.farouque@peelregion.ca>
Sent: March 29, 2022 11:34 AM
To: Gilda Collins
Subject: RE: 455 Gibraltar, Mississauga
Attachments: A001-2 Site Plan.pdf

Hi Gilda

Thanks for this information. Since the sign is located inside your property line we have no issues.



Althaf Farouque MES, MCIP, RPP
Manager
Planning and Development Services
10 Peel Centre Drive, Suite A, 6th Floor
Brampton, Ontario L6T 4B9
905-791-7800 ext. 4416
437-225-3608
althaf.farouque@peelregion.ca

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

From: Gilda Collins <gcollins@permitworld.ca>
Sent: March 11, 2022 8:45 AM
To: Koethe, Wayne <wayne.koethe@peelregion.ca>
Subject: 455 Gibraltar, Mississauga

CAUTION: EXTERNAL MAIL. DO NOT CLICK ON LINKS OR OPEN ATTACHMENTS YOU DO NOT TRUST.

Good morning,

We are in the processing of applying for a variance for one single-sided digital billboard sign at the above location and Mississauga have confirmed that approval is required from Peel Region.

I have attached the site survey and proposed sign drawings for your review. I also included the MTO clearance.

Please review and let me know if you have any questions.

Thank you.

Gilda Collins
Senior Project Manager – Special Projects

Gilda Collins

From: Panza, Mario (MTO) <Mario.Panza@ontario.ca>
Sent: October 18, 2021 11:30 AM
To: Gilda Collins
Subject: 455 Gibraltar Drive sign permit inquiry - 2021-20T-001985

Hi Gilda,

No MTO permit is required.

Mario Panza
Corridor Management Officer
Highway Corridor Management Section – Central Region



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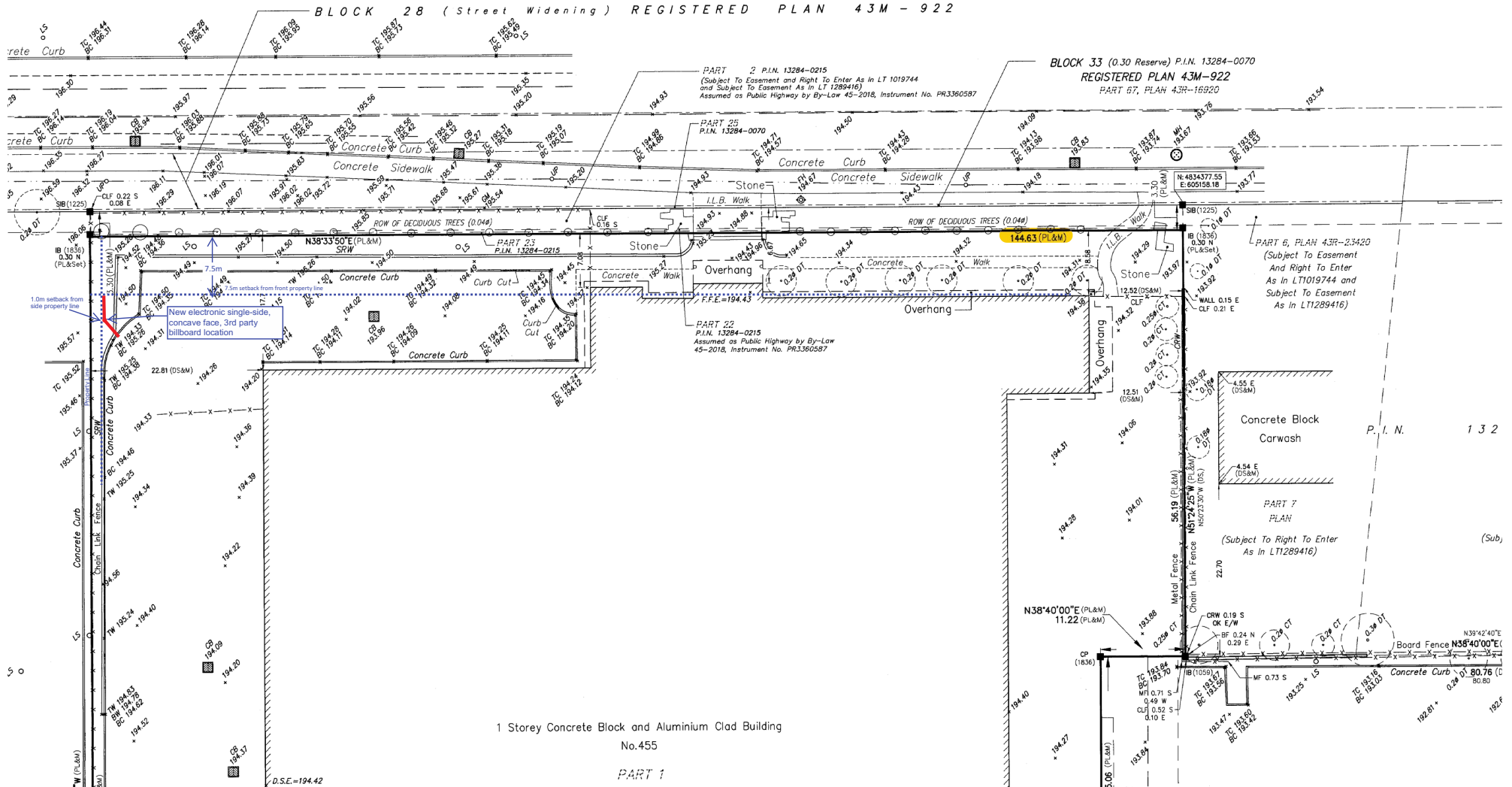
DERRY ROAD EAST

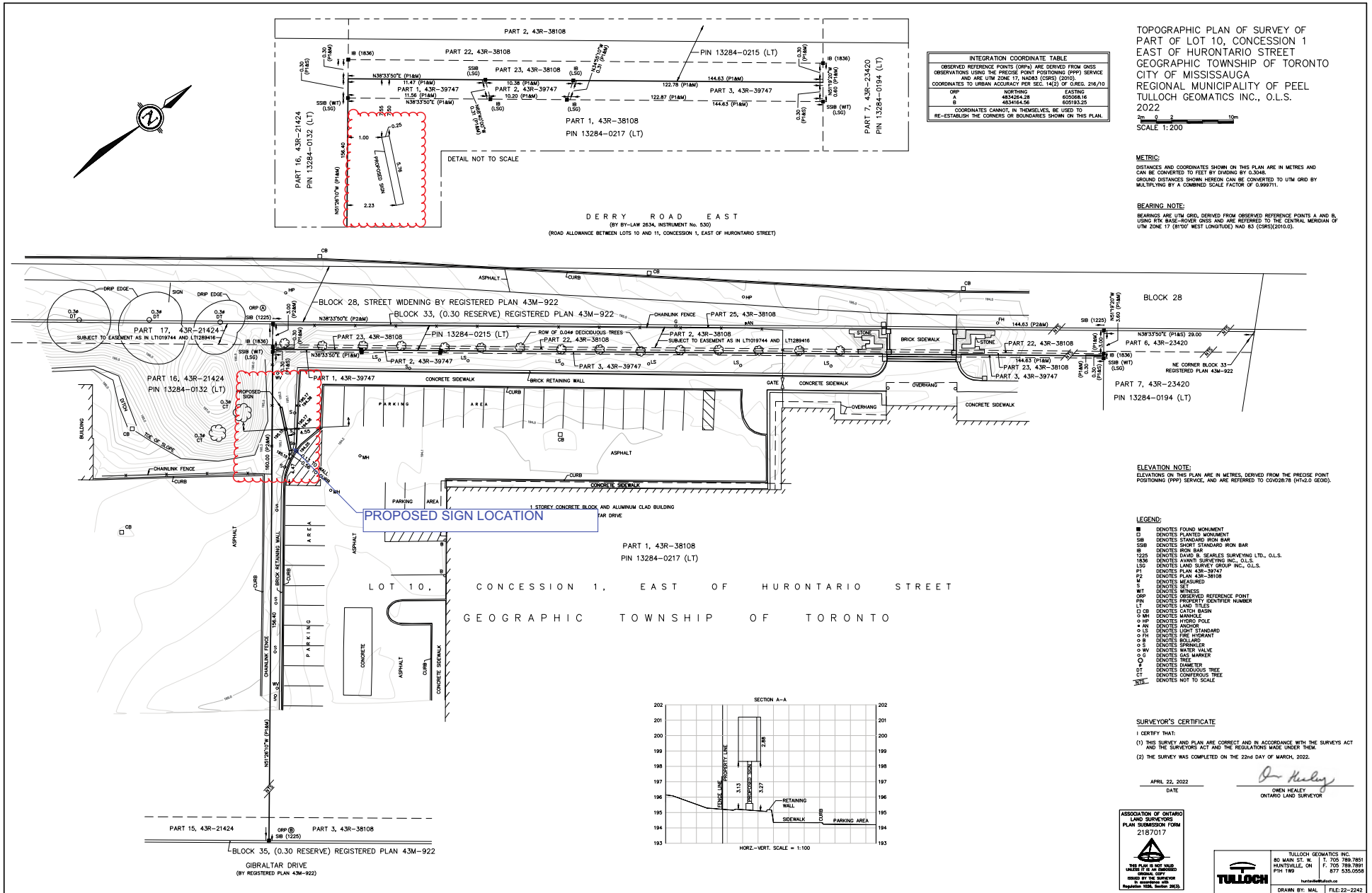
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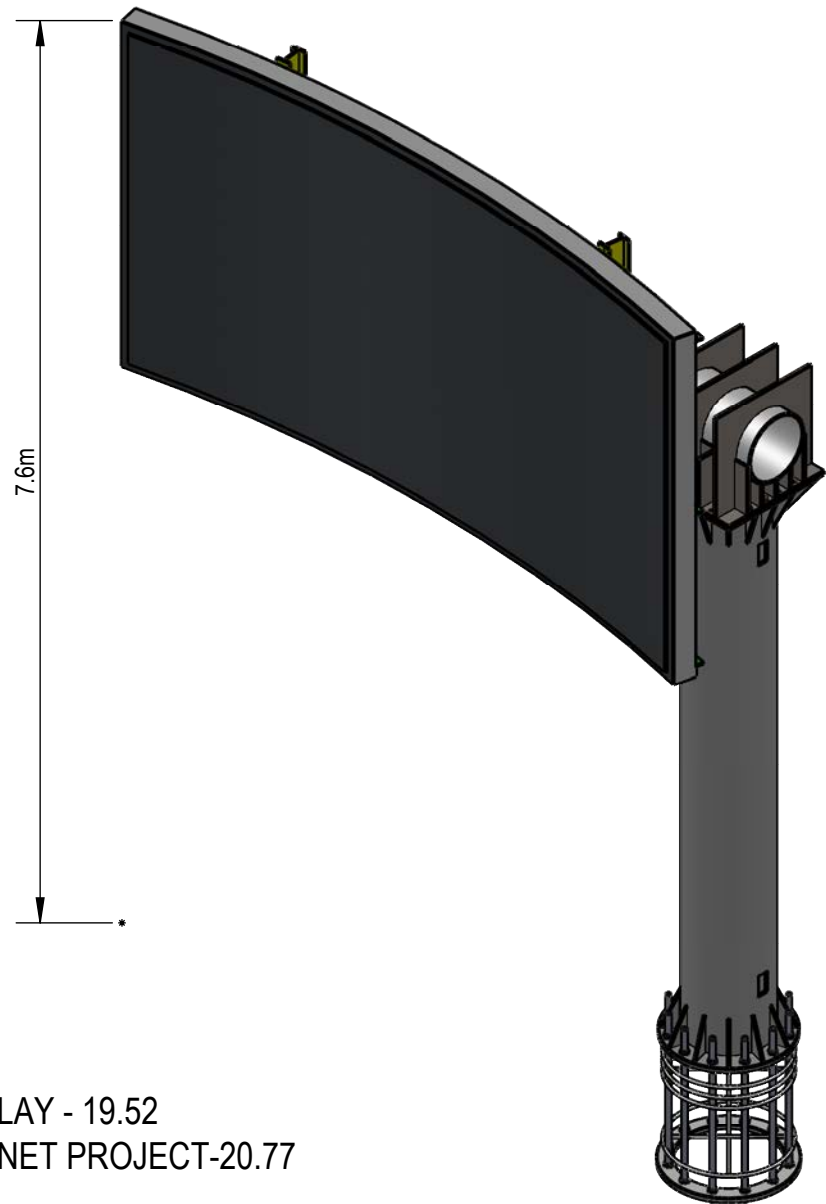
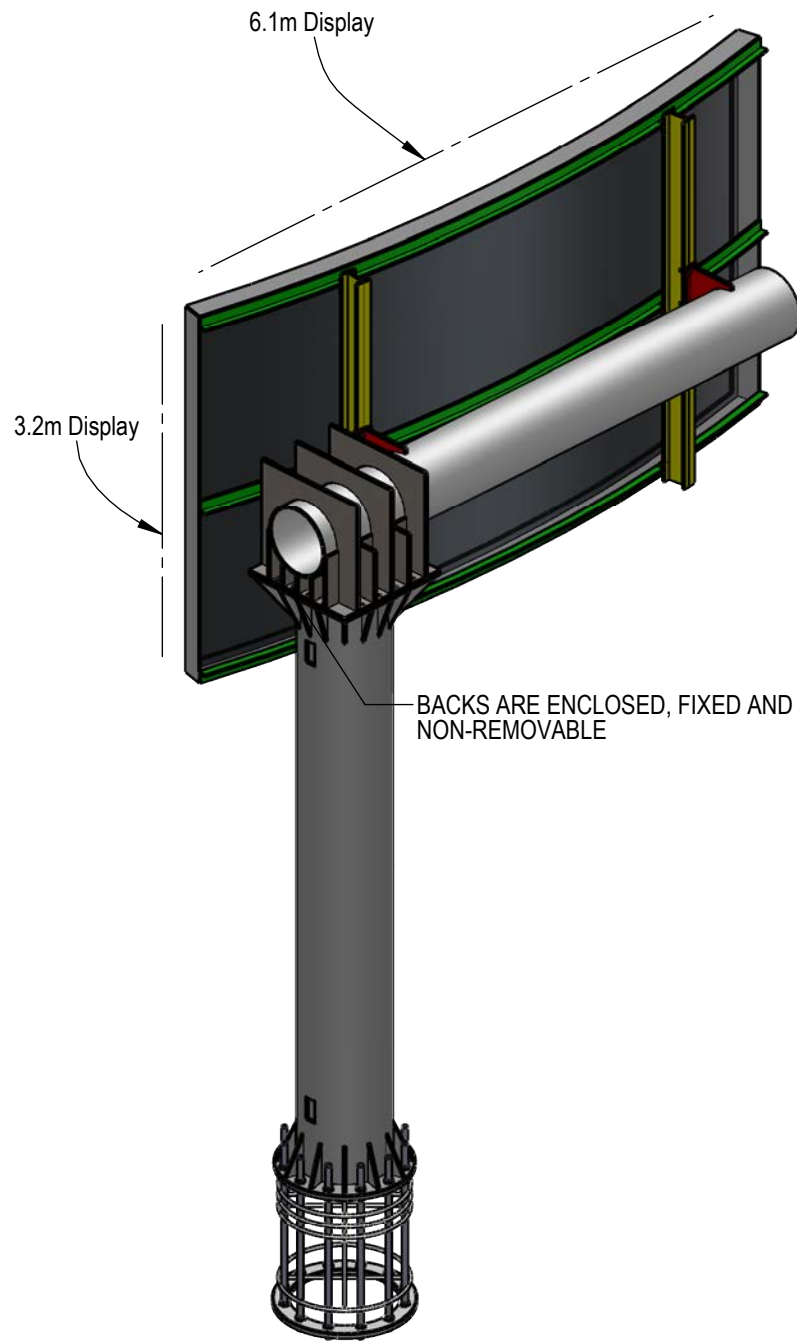
(Road Allowance Between Lots 10 and 11, Concession 1, East of Hurontario Street)

Regional Road No. 5 by By-Law 95-2007 (Unregistered)

BLOCK 28 (Street Widening) REGISTERED PLAN 43M - 922




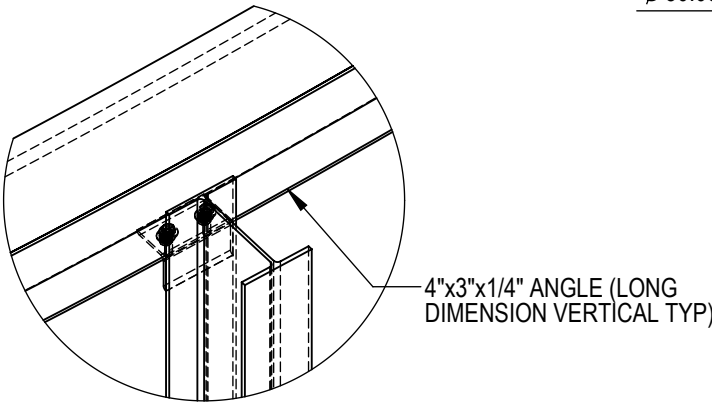
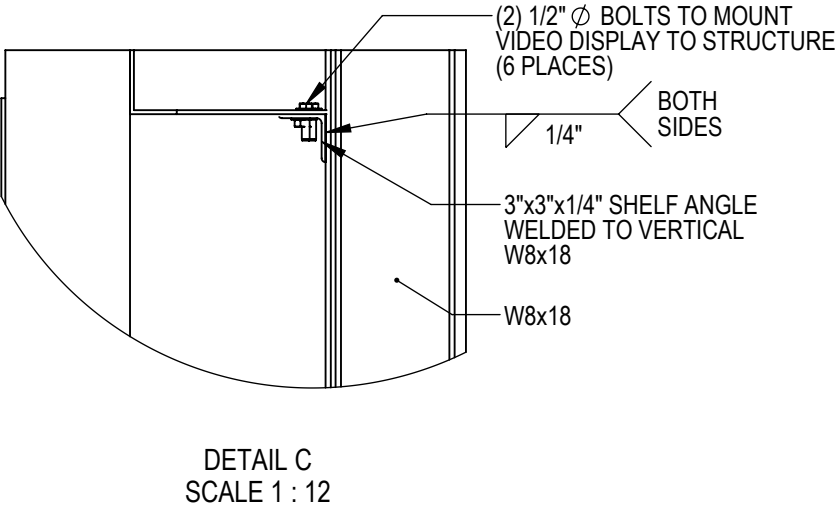
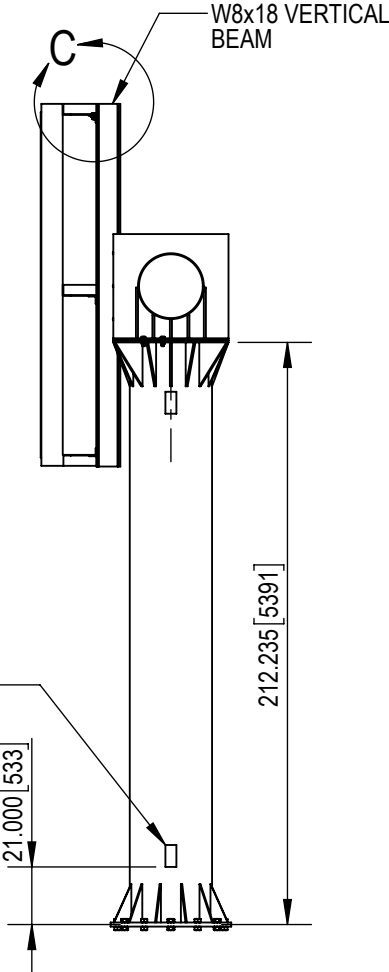
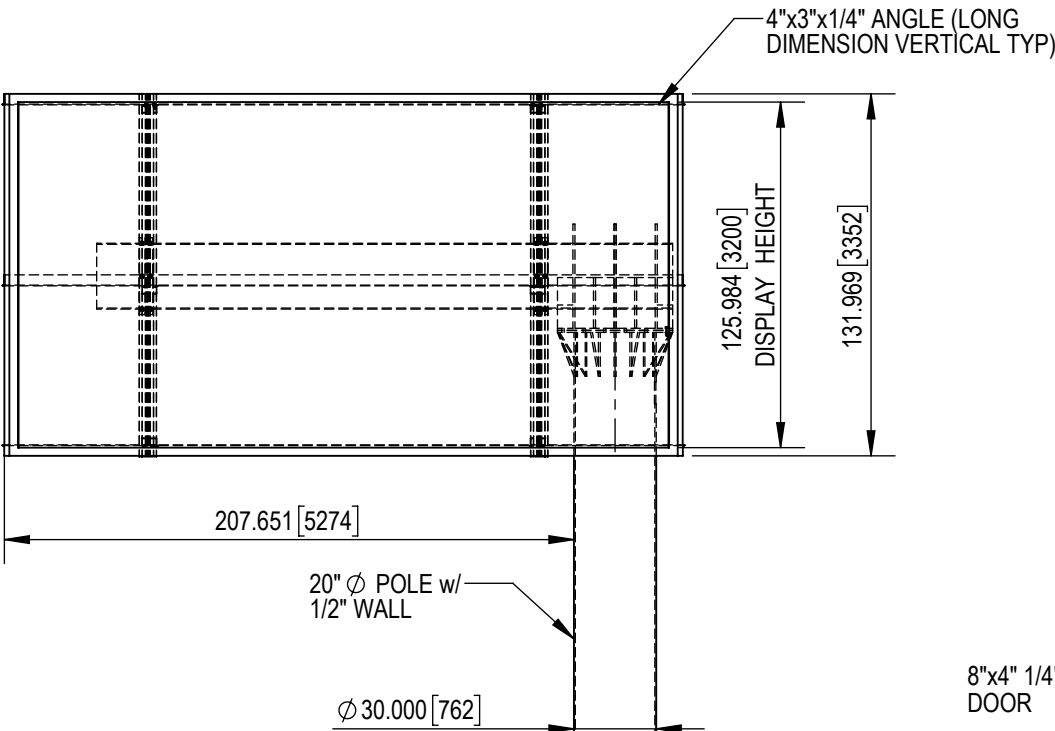
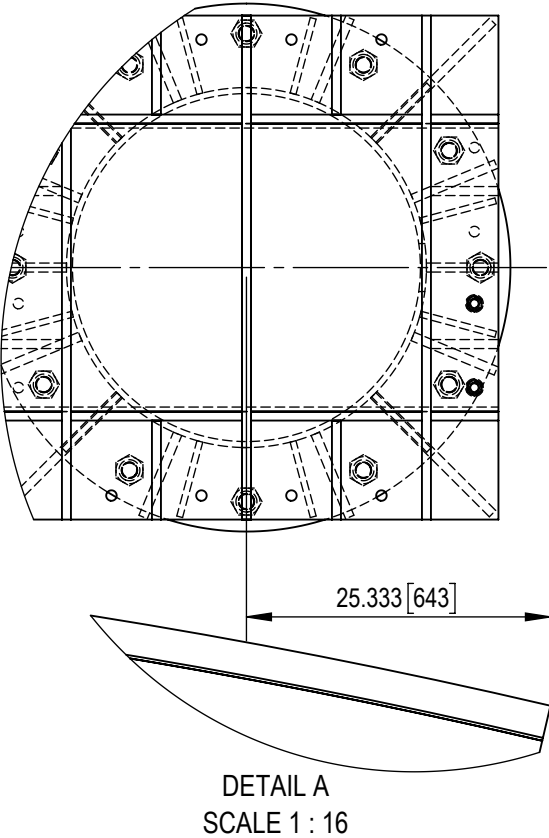
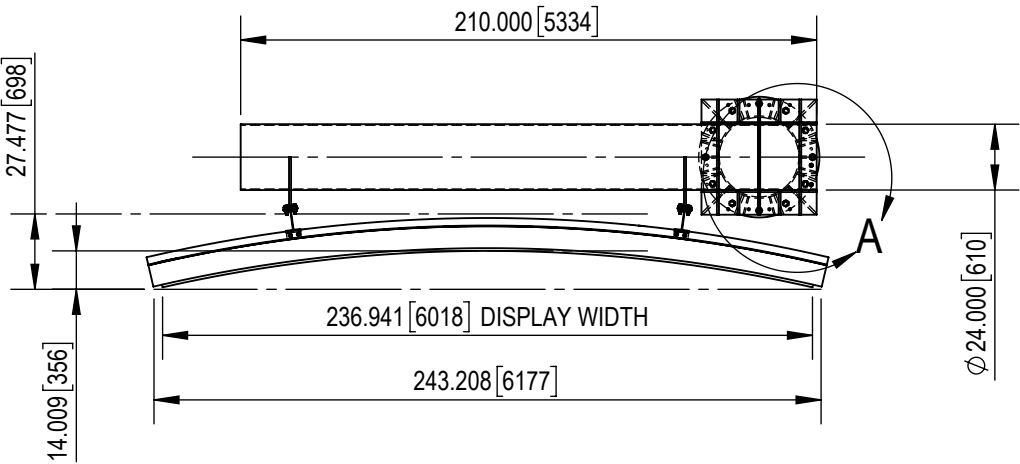




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1387 CORNWALL ROAD OAKVILLE ONTARIO

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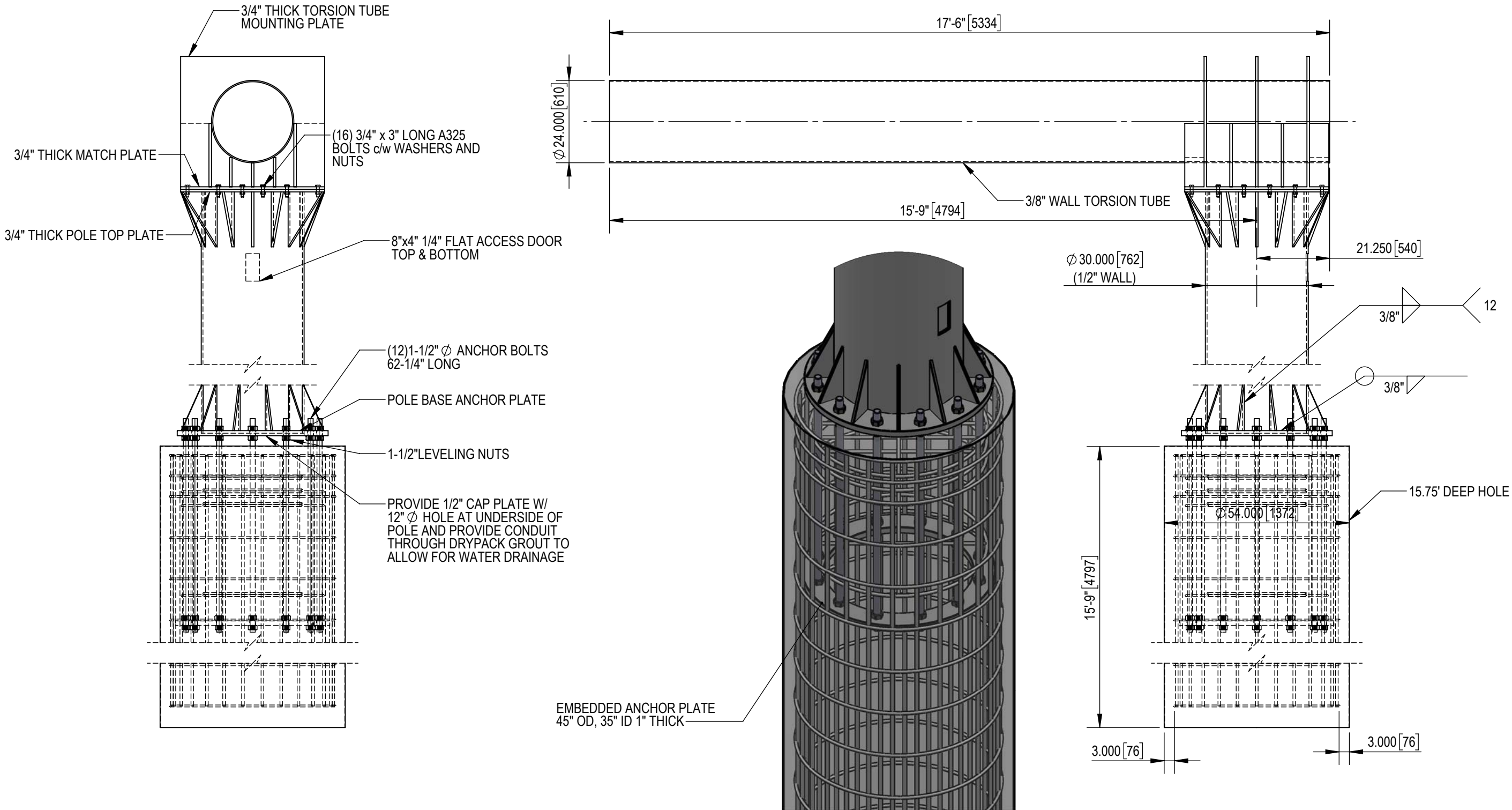
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LEFT FLAG / RIGHT POLE

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