



August 12th, 2022

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

RE: Urban Design Impact Study – 3205 Derry Road East

To whom it may concern,

Please accept this letter as the Urban Design Impact Study (UDIA) component of our Sign Variance application for 3205 Derry Road East in Mississauga. We are seeking approval to build a new Billboard Sign with electronic changing copy with a single sign face directed south-west (the Proposed Sign).

The subject property is located on the north side of Derry Road East, to the east of Airport Road. The current use is a self-serve car wash, and there is an existing third party ground sign located along the eastern property boundary. To the west is a gas station, and to the east is a restaurant. On the south side of Derry Road East is a large property that contains a flooring manufacturing and distribution centre, and other employment / industrial uses.

Figure 1: Aerial Image of the Subject Property and Surrounding Area





There is an existing billboard sign currently located on the Subject Property, permitted by the City of Mississauga. The existing billboard sign is supported by a single pole housing one (1) sign face measuring approximately 3.05 metres by 6.1 metres (or about 10 feet by 20 feet). This permit was issued in 2009, under Permit Number **SGNBLD 9 4087 3205**. The Legal Description of the Subject Property is known as "PT LT 11, CON 7, EHSTT, AS IN VS75289 EXCEPT PT 3, 43R4243; T/W VS77377."

Our UDIA will be completed in conjunction with the document entitled, "Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy," which City Council adopted at its meeting on November 22, 2017.

We will provide analysis and comments on the suitability of our Proposed Sign at the Subject Property, with respect to its potential impact on the character of the area and on traffic safety.

3.1 Waiver

The owner of the property upon which a billboard sign with electronic changing copy is installed shall execute a waiver form, releasing the City and Road Authority from liability, and shall further indemnify the City and Road Authority against any claim, action or process for damage and/or injury that arises as a result of the installation or existence of the billboard sign. The City of Mississauga will provide the required wording for the waiver.

Pattison's Comments:

As part of our lease agreement for the Proposed Sign, we maintain a policy or policies of the insurance covering its legal liability for bodily injury or death in the sum of \$2,000,000.00. Both Pattison and the property owner are co-named on this policy. We could include the City of Mississauga and/or the Road Authority on this policy as well, at the City's discretion.

We feel this should address this matter, and confirm the release of the City and Road Authority from any liability. A copy of our Lease Agreement and Certificate of Insurance can be provided upon request. We will provide the required Waiver as part of our application.

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 of Sign By-Law 54-02) 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.



Pattison's Comments:

The Subject Property is designated as a **C5-17 Commercial** zone, which is one of several Zoning Designations which permits billboards. It also contains an existing billboard ground sign along the eastern frontage of the property, which would be removed if approval is granted for the Proposed Sign. We would build the new Billboard Sign with electronic changing copy in the approximate location of the existing billboard sign, following its removal, facing south-west towards east-bound traffic on Derry Rd.

Figure 2: Zoning Designations for the Subject Property and Surrounding Area



In our opinion, the Subject Property is a suitable location for a billboard sign, as set out in the Sign By-law, and the conversion of the existing sign to a new billboard sign with electronic changing copy will not have any adverse impacts on any of the adjacent properties or the surrounding area. The employment and industrial uses that surround the Proposed Sign and Subject Property are typically compatible with billboards, whether they have static (paper) copy or electronic changing copy.

There are also no intersections in close proximity to the Proposed Sign, nor are there any public open spaces or residential uses that would have any visibility of the electronic changing copy.

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.

Pattison's Comments:

As part of our Variance Application, we've included a contextual plan / site plan will form part of this submission as per the criteria contained in Appendix C of said Guidelines.



3.4 Compliance with the Sign By-Law

The requirements for billboards are set out in Section 20 of the Sign By-Law, including Table 4 which outlines the limitations for number of signs per property, maximum sign face area and height, and the minimum setback requirements. These provisions shall also apply to Billboard Signs with Electronic Changing Copy, except where otherwise stated.

Pattison's Comments:

Billboards are permitted in a Commercial zone, such as the Subject Property. In these instances, there is a maximum of one sign per property where there is no round sign, at a maximum sign face area of 20 square metres, and the maximum height of 7.62 metres. The Billboard must be set back at least 7.5 metres to the street line.

Billboard signs are permitted to be illuminated, and can contain either one or two sign faces. They require a minimum separation of 92 metres from another billboard on the same side of the street, and at least 92 metres from a residential zone measured in a straight line.

The Proposed Sign will be located in a Commercial zone, at a Service Station. It will be the only billboard and ground sign on the premises, with a sign face area of 18.6 square metres at a height of 7.62 metres. The setback from Derry Road East will be 7.5 metres, which can be confirmed on our Site Plan. It will only have one single sign face, directed south-west, and be internally illuminated.

There are no other billboards on the same side of the street within 92 metres (the nearest billboard on the north side of Derry Road East is 495 metres to the west), and the Proposed Sign is set back approximately 159 metres from the nearest residential zone to the north on Victory Crescent (See Figure 3 below), far greater than the required separation distance for billboards.

Figure 3: Aerial Image showing separation between the Proposed Sign and nearest Residential Uses





3.5 Separation Distances, Required Setbacks, Maximum Sign Area and Height

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), 2(b) the provisions of Sign By-Law 54-02, Section 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)

Pattison's Comments:

Both the existing billboard sign and the Proposed Sign will comply with the requirements for size, height, number of signs per property / sign faces per structure, and the required setback from the street line. Both signs will also meet the separation requirements to another billboard sign on the same side of the street.

The Guidelines for Digital Billboards suggest a greater setback from the nearest residential zone of 250 metres. While the nearest residential zone is approximately 160 metres north-west of the Proposed Sign on Victory Crescent, none of the residents on this street will have any visibility of the electronic sign copy displayed, or of the sign structure itself, due to a large, mature tree line that separates the properties on the north side of Derry Road East from this neighborhood (See Figure 4 below).

Figure 4: Looking north from the Subject Property towards homes on Victory Crescent





There is a large canopy of mature trees between the homes on Victory Crescent and the rear of the Subject Property that spans over 80 metres, which completely block any view of the Proposed Sign from these residential uses. In addition, the Proposed Sign would be even more angled towards east-bound traffic on Derry Road East, effectively directing the sign copy in the opposite direction of this neighborhood.

We believe a setback of approximately 158 metres from the nearest residential use is sufficient for the Proposed Sign, due to the site-specific circumstances, and that none of the residents on Victory Crescent will have any visibility of the sign or supporting structure. Therefore, no nearby residents will be negatively impacted by the Proposed Sign, and the intent of the Guidelines will be achieved.

3.6 Location relative to Traffic Control Devices and Important Driver Decision Points

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

Where the posted speed on a road is 80km/hour or greater, an electronic billboard sign with changing copy shall not be erected within 250 m (820.21 ft.) of a major traffic sign and 500 m (1,640.42 ft.) of a driver decision point.

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

Pattison's Comments:

Along this stretch of Derry Road East, the posted speed limit is 60 km/hour. This requires a 120-metre separation requirement from the Proposed Sign and any major traffic sign or driver decision point.

The Proposed Sign is located approximately 210 metres from the intersection of Derry Road East and Professional Court / Legion Road, located to the east. It is also located approximately 171 metres from the signalized entry point to the Malton GO Station, located west along Derry Road East. There are no other major traffic signs or driver decision points located within 120 metres of the Proposed Sign.

We will also operate the Proposed Sign in accordance with the Sign By-law regulations for electronic changing copy, including the 10-second message duration / dwell time, and displaying only a series of static images in a pre-set loop. At no time will the sign display any full-motion video or any distracting visual effects such as scrolling, flashing or blinking. For these reasons, we anticipate the Proposed Sign will have no negative impacts on traffic safety.

3.7 Minimum Message Display Duration

Generally, bright lights and visual change, 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 suggests that drivers will focus longer on a display in which the message changes, in an effort to "complete" the viewing experience.

To minimize these potentially distracting effects, the minimum display duration on an electronic billboard sign, should be set to reduce the possibility that the approaching driver will be able to see more than one display. The Sign By-law requires a minimum display duration of 10 seconds for billboards with electronic changing copy.

Pattison's Comments:

Pattison will operate the Proposed Sign in accordance with these requirements, at a minimum display duration of 10 seconds, to comply with this requirement.

3.8 Transition between successive displays

The transition 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 second.

There shall be no visual effects or animation of any kind, including, but not limited to, fading, dissolving, blinking or any such effects, during the message transition or interval between successive displays.

Pattison's Comments:

The Proposed Sign will only display static images, each with a message duration of 10 seconds. As with all of our billboards with electronic changing copy, we will comply with the requirement that there 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 maximum interval between successive displays on the billboard sign with electronic changing copy will adhere to the 0.1-second maximum requirement.

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. This objective of this type of advertising is to capture and hold the viewer's attention throughout the time or distance required to complete the message.

Billboard Signs with Electronic Changing Copy shall not use message sequencing or text scrolling of any kind, over successive display phases on a single billboard or across multiple billboards.

Pattison's Comments:

The Proposed Sign will comply with the requirement that no message sequencing be displayed. None of our electronic signs use this technique, and we will maintain that approach with the Proposed Sign.



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.

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 e-mails from passing drivers or that request any type of immediate response by text, phone, or e-mail, etc.

Pattison's Comments:

Interactive billboard messaging is not displayed on any of our existing billboards with electronic changing copy, and we intend to comply with this aspect for the Proposed Sign.

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 change copy is not visible from any vehicular road way.

Pattison's Comments:

The Proposed Sign will only display static images at a 10-second message duration, and we hereby confirm that it will not display any full-motion video, animation or other visual effects 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 of 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 illuminance 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 night time, dusk or dawn, and during periods of inclement weather.

The maximum luminance level for a billboard sign with electronic changing copy shall be:

- 5,000cd/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 change 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 billboards signs shall be illuminated between the hours of 5:00 a.m. 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)

Pattison's Comments:

The Proposed Sign will meet all of the requirements for brightness / luminance set out in the Sign By-law, including hours of operation, dimming the brightness levels from dusk until dawn, and an ambient light sensor installed on the sign.

During the day, the maximum brightness will not exceed 5,000 nits, and will dim down to a maximum of 300 nits after sunset. We have been working with many other municipalities in Ontario with similar illumination requirements, and have taken great pride in how we operate billboards with electronic changing copy. We have an impeccable track record when it comes to keeping the messages on our signs readable and avoid causing any complaints related to brightness levels.

Like all of our electronic billboards, the Proposed Sign would include an ambient light sensor that monitors and controls the brightness levels based on time of day and surrounding conditions. In the event of a malfunction, the sign can be turned off remotely until the issue is addressed.

The Proposed Sign is also monitored 24/7 via live video feed, so our Operations Centre can keep a close eye on each display via our head office in Mississauga. For these reasons, we believe that the Proposed Sign will never generate any complaints related to illumination or brightness.

CONCLUSION:

We have provided an analysis of the Proposed Sign in relation to the guidelines approved by Council. We are confident that removing the existing billboard to allow for the Proposed Sign, with electronic changing copy, will not create any new or additional impacts on the Subject Property or the surrounding area, and the required approval can be granted.



The guidelines for electronic billboards contain 12 "criteria" used to determine whether a proposed billboard meets the general intent of the Sign By-law, and having reviewed those guidelines against our application, we believe we meet all 12 criteria.

The Subject Property has contained a billboard sign since 2009 without incident. As we comply with the recommended setback to a traffic signal or driver decision point, and are located outside of any visibility zone, we do not foresee any impacts on traffic safety.

In addition, the Proposed Sign meets all of the Sign By-law requirements for billboards in terms of size of the sign face area, maximum height, number of signs per property, number of sign faces per structure, setback to other billboards, and setback to nearby residential uses. The surrounding area is full of employment and industrial uses, which are compatible with billboards.

We have provided a Letter of Certification (make request) from Media Resources to confirm that the Proposed Sign is capable and will comply with all of the brightness, illumination and operating requirements outlined in the Sign By-law.

Should you require any additional details, we are happy to provide them at your request. Thank you for your time and consideration of our Sign Variance application.

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor

Brandon Lincz
Leasing Representative
Pattison Outdoor

Urban Design Impact Assessment

3205 Derry Road East, Mississauga



Details of the Application

Pattison is seeking approval to build one new billboard with electronic changing copy at 3205 Derry Road East in Mississauga. The Proposed Sign would have one single sign face directed south-west, at a height of 7.62 metres and overall sign face area of 18.6 square metres.

The Proposed Sign would replace an existing billboard with static copy, which would be removed upon permit issuance.

We are confident that the sign complies with nearly all the requirements for billboards and the digital billboard guidelines, and that the general intent of the Sign By-law is upheld due to the site-specific conditions at the Subject Property.

The Existing Sign



The Proposed Sign



The Proposed Sign would remain in approximately the same location as the existing sign, with the same attributes. However, it would be a more modern look, with new materials, and improve the aesthetics at the property.

Compliance with the Sign By-law

The Proposed Sign is located in an **Commercial Zone (C5-17)**, which is a permitted area for billboards, and will comply with the following Sign By-law provisions:

- Maximum Size of 20 square metres (18.6 m² proposed)
- Maximum Height of 7.62 metres (7.62 m proposed)
- Setback to other Billboards on same side of street (none within 92 metres)
- Setback to nearest residential use (none within 92 metres)
- Minimum 120 m to intersection or driver decision point (nearest is 171 m away)
- Minimum 7.5 m setback to street line (7.5 m proposed)
- Dwell time of 10 seconds per message, changed at 0.1 second intervals
- Maximum Brightness automatically reduced after sunset to 300 nits
- Equipped with Ambient Light Sensor
- No Message Sequencing will be displayed
- Sign will turn off between 12 p.m. and 5 a.m.
- It will be the only ground sign on the premises
- It will not display any distracting visual effects (ie. blinking, flashing or motion)

Not Visible From Nearby Residential Uses



The Proposed Sign would face south-west, away from the nearest residential zones approximately 158 metres to the north on Victory Crescent. Also, there is a mature tree line spanning more than 80 metres between the Proposed Sign and these homes. Because they are taller than the homes, none of the residents would have any visibility of the Proposed Sign or the messages displayed.

Looking North from the Proposed Sign



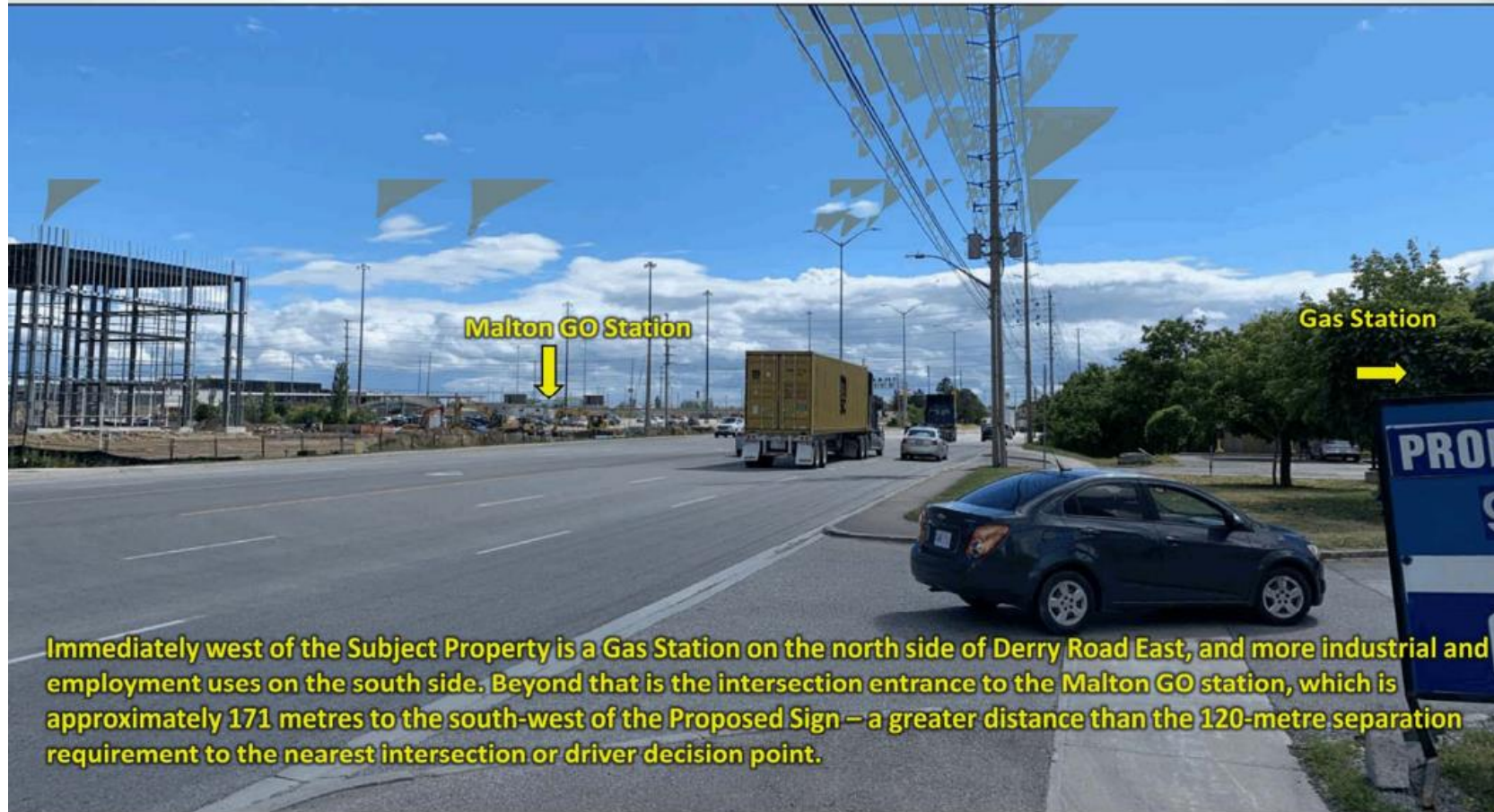
Looking East from the Proposed Sign



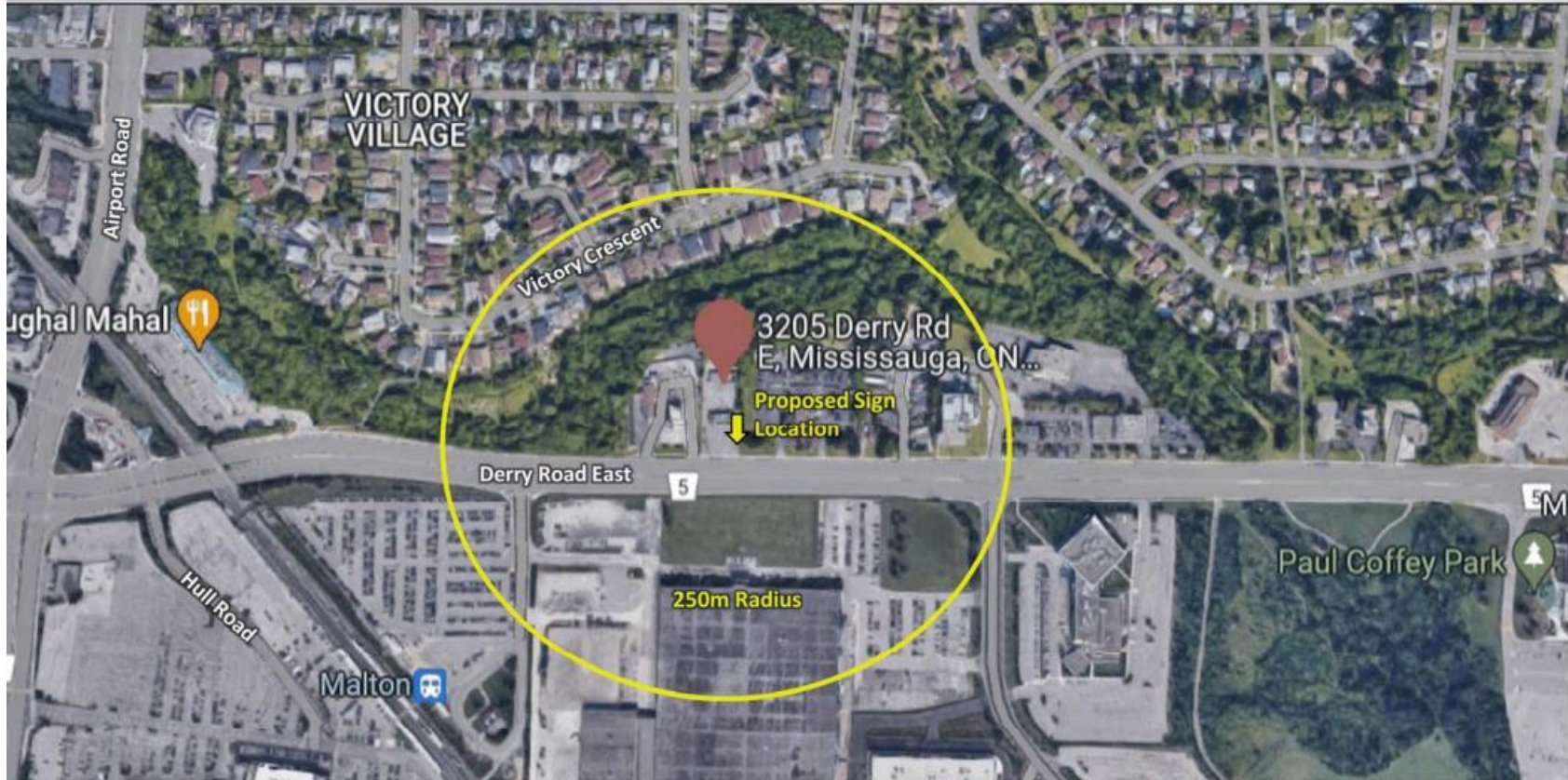
Looking South from the Proposed Sign



Looking West from the Proposed Sign



Context Plan - 250m around the Proposed Sign



There are no

Urban Design Impact Summary – Character of the Streetscape

The area surrounding 3205 Derry Road East is predominantly Industrial and Employment lands. Within a 250-metre radius from the Proposed Sign, the north side of Derry Road East includes a car wash immediately west of the Subject Property, with natural vegetation beyond that. To the east, is a restaurant (“Godavari”) immediately east of the Subject Property, with two other Commercial zones beyond that. Because the Proposed Sign will have only one sign face directed south-west, these Commercial properties which appear to contain residential uses will have no visibility of the Proposed Sign.

All the buildings on the north side of Derry Road East are one storey in height, and there is only one other ground sign located at the Gas Station adjacent to the west. There are no significant features located within this 250-metre area, and no heritage buildings or important views or vistas that the Proposed Sign would impact.

There are also no natural features or public art or architecture that could be negatively impacted by the Proposed Sign within this area, as can be seen in the Site Photos included in this package.

On the south side of Derry Road East, the Malton GO station is located approximately 330 metres south-west of the Subject Property, with the parking area located within the outer limit of the 250-metre radius from the Proposed Sign. Directly south of 3205 Derry Road East is a large parcel containing multiple Industrial / Employment uses. These include a new warehouse-style building near the road, which appears to be two or three storeys in height, as well as several companies such as PQI Canada Inspection Ltd., Kember Kreative Floors and Magellan Aerospace Ltd.

The Commercial and Employment / Industrial zoning designations for all of the properties in this 250-metre radius are all compatible with the Proposed Sign, and have co-existed with the Existing Billboard for many years without incident.

Urban Design Impact Summary – Character of the Context

The Subject Property already contains a legally permitted billboard ground sign, and the Proposed Sign would replace this existing sign in approximately the same location, at the same size and height. The only change would be to the supporting structure, which would include brand-new materials and improve the overall aesthetics at the site, and the method by which the sign copy is displayed. We believe a brand-new sign would slightly improve the appearance of the streetscape along this stretch of Derry Road East.

The electronic changing copy would comply with all requirements set out in the Sign By-law, including proximity to a traffic signal / driver decision point, size, height, setback from the street, and being the only ground sign on the property.

There are no public open spaces within 250 metres of the Subject Property that would be affected by the Proposed Sign. The nearest would be Paul Coffey Park, located about 425 metres south-east of the Proposed Sign, but the sign copy would be directed south-west – the opposite direction of the park.

While there is a residential neighborhood located about 160 metres north of the Proposed Sign, there is a mature tree line to the north that spans over 80 metres with trees that are taller than the two-storey homes to the north on Victory Crescent, which will ensure that these residential uses will have no visibility of the Proposed Sign, and therefore it will have no impacts on these uses.

The Electronic Changing Copy is also an improvement from an environmental footprint perspective, as it eliminates the need to replace the paper copy on the existing billboard at regular intervals, and the disposal of these materials. It also eliminates the travel to and from the site to change the copy, resulting in less carbon emissions from the fleet vehicles that do the posting.

**Thank you for your consideration
of our application**

PATTISON

CLASSIC

DIGITAL

TRANSIT

AIRPORT