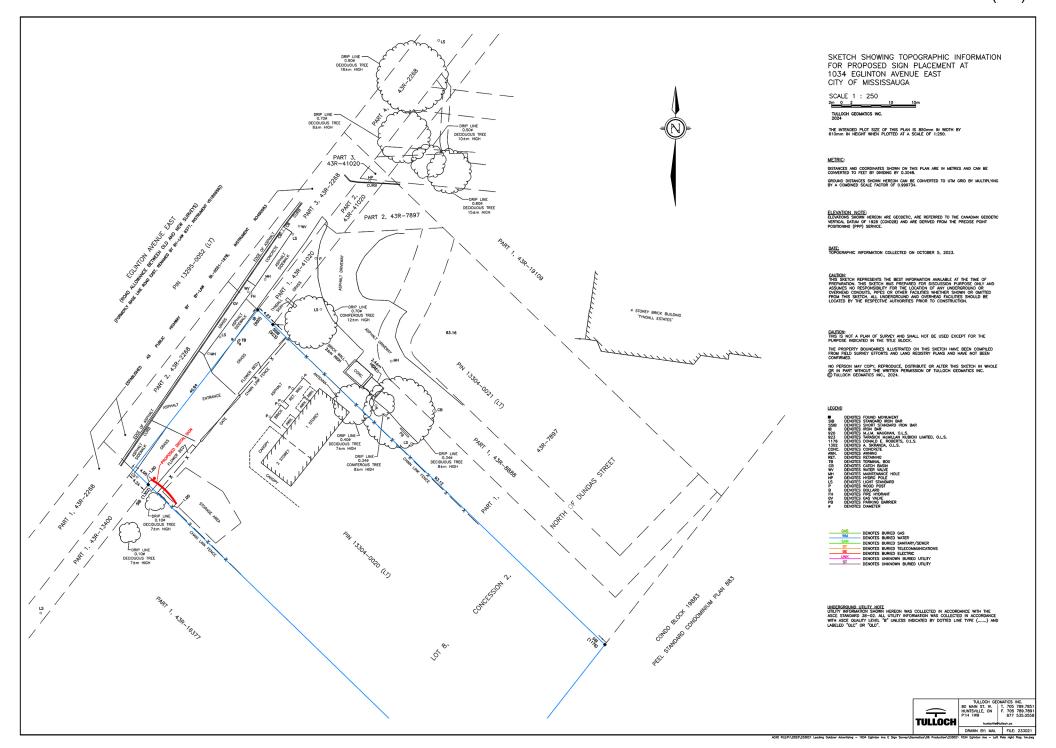
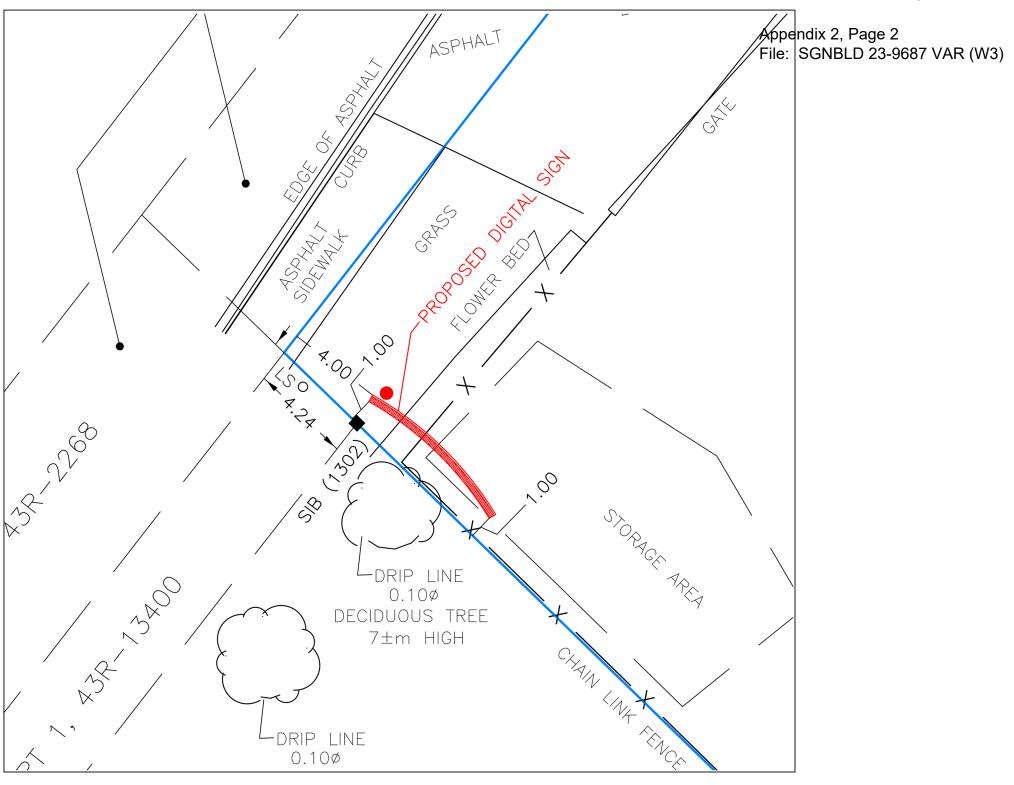
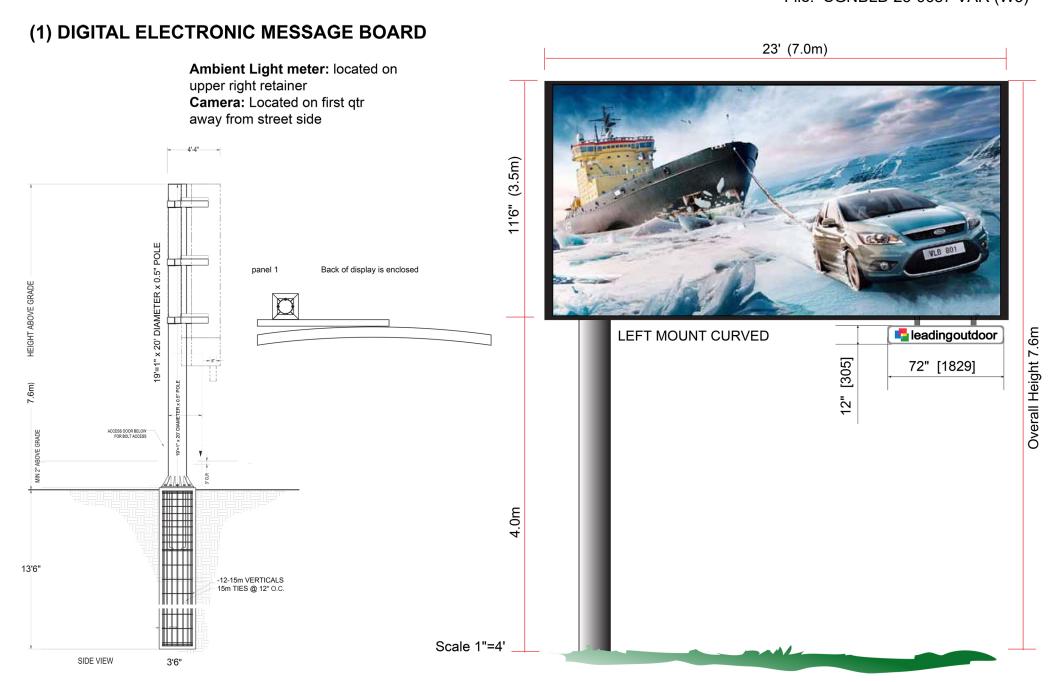
Appendix 2, Page 1 File: SGNBLD 23-9687 VAR (W3)





Appendix 2, Page 3
File: SGNBLD 23-9687 VAR (W3)



Appendix 2, Page 4

File: SGNBLD 23-9687 VAR (W3)



November 2, 2023

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

Re: Sign by-law 54-05 Variance Rationale for 1034 Eglinton Avenue East, Mississauga, SGNBLD 23-9687

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 1034 Eglinton Ave. East, is owned by Burnhamthorpe Valley Gardens 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 original location proposed for the billboard sign has changed following discussions with staff and Councillor Fonseca to reflect the following: the billboard will be moved to the western edge of the property from the original eastern edge, the sign will be placed 4.0m back from the front property line and the sign face area will be reduced from 30.07 sq m to 24.5 sq m.

The subject property is located on the south side of Eglinton Avenue East. The digital board is proposed to be oriented to face east bound traffic.

There is currently no existing ground sign on the property and the proposed billboard will be the only ground sign installed.

To the immediate north, south, east and west are properties zoned E2 with G1 approximately 42m to the east.

To the immediate east of the subject premise is a retirement and long term care home. This building will be minimally impacted by the proposed billboard sign as it is approximately 16.0 behind the sign. To the immediate west is a Burger King restaurant and a commercial business directly across the street.

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 Retail Use Converted from House E2

Appendix 2, Page 5 File: SGNBLD 23-9687 VAR (W3)

- (b) Table 4 billboard signs are permitted 20.0 sq m maximum sign face area. The proposed billboard has a sign face area of 24.5 sq m
- (c) The billboard will be placed 4.0m from the front property line where Sec. 20(d) of the sign by-law requires 7.5m.

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 commercial operations and a retirement home zoned E2 which is an Employment zone. 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

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