

July 7, 2020

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  
3663 Platinum Drive (E2 Zoning Designation)

Dear Sir/Madam;

On behalf of the owner and Due to Construction Media, please find attached our sign 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 AutoSpa Car Wash Detailing business with a ground sign that includes an electronic changing sign component. The application is to replace the existing ground sign with a billboard ground sign with electronic changing copy. The proposed sign display will be targeting traffic travelling in both directions (NW and SE) along the Ninth Line roadway.

As per attached context maps you will note the following:

- Approx. 200 m to the southeast along Ninth Line are 4 large industrial buildings occupying tenants such as TOA Canada Corporation, Hot Freight Internationals Inc., SunTek Window Films and Safety Express Head Office;
- Approx. 105 m to the east is Sherwood Heights Private School (note the school building is significantly setback from the Ninth Line roadway at a distance greater than 95 m);
- To the north is an adjacent, undeveloped parcel with approximately 70 m of frontage along the Ninth Line (it is our understanding the future plans for this corner site at Ninth Line Eglinton Ave will be a gas station);
- Further north and across Eglinton Avenue W (approx. 194 m) is a condominium complex;
- Directly across the street to the west is a heavily treed parcel that is unoccupied and further west, at approx. 221 m is the edge of the Express Toll Route; and
- Behind AutoSpa to the east are undeveloped parcels and it is our understanding there will be additional industrial establishments erected once the property gets developed.

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

- The existing ground sign with electronic changing component has been there for a number of years. During that time, we are not aware of any concerns or issues;

- 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. In addition, the display will not exceed 7.62 m in height and will not exceed 20 square meters in area;
- The distance to the condominium complex is significant at 190+ m;
- The proposed billboard ground sign with electronic changing copy is to be placed at approximately the same location and footprint as the existing ground sign. As a result, there will be no net increase to the number of ground signs for this established freestanding industrial establishment and display will be no closer than 7.5 m from the street line;
- The posted speed limit along this portion of the Ninth Line is 70 km/hour and the distance to the controlled intersection of Ninth Line and Eglinton Ave is approx. 130 m, which is greater than the minimum requirement distance of 120 m. There are no other important decision-making points for drivers near the proposed electronic billboard location;
- The character of the streetscape along Ninth Line to the south of Eglinton Avenue W is predominantly industrial in nature, other than the private school which is located in the middle of the industrial area and is an anomaly in the 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;
- The proposed electronic billboard is not visible to the traffic travelling along the Express Toll route due to the distance of 220 m +, the mature forest of trees located in between the proposed sign and Toll route and the Express Toll route is situated at a lower elevation than the Ninth Line roadway; and
- The proposed billboard ground sign with electronic changing copy will continue to add color and vibrancy to this industrial area as does the current ground sign with electronic changing sign component.

Based on the above planning rationale, it is our opinion that the proposed billboard ground sign with electronic changing copy will seamlessly take the place of the existing ground sign with current electronic changing sign component, with 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,

Chris Roubekas  
c/o Due to Construction Media