

September 11, 2020

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

Attention: Ms. Erinma Chibututu

RE: Urban Design Impact Assessment  
 Application for Variance - 3663 Platinum Drive (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 and approved billboard and ground signs (please note the one existing ground sign seen on the maps/plans is the one that will be removed should this application be successful)
- 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 images of the proposed billboard sign with electronic copy within the context as described above. The images have been taken from 4 different directions.

- 2.41 As per attached context maps/plans, the character of the streetscape along Ninth Line to the south of Eglinton Avenue W as well as surrounding area 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. 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). Approximately 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. Directly

across the street to the west is a heavily treed parcel that is unoccupied. The scale and range of heights of the industrial buildings are one to two stories. There are also upcoming developments in the immediate area with retail commercial units being built to the immediate north west of the Auto Spa and industrial buildings that are 3+ stories high (Erin Mills Development Corporation) that will be situated kitty korner to the school. 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. In addition, 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.

2.42 The proposed billboard ground sign with electronic changing copy will continue to add color and vibrancy to this industrial area just as the current ground sign with electronic changing sign component has been doing. The existing ground sign with electronic changing component has been there for a number of years and we are not aware of any concerns or issues. 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 development and 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 condominium complex is significant at 190+ m.

Based on the above information, 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