



Saturday, December 29, 2007

Rami Tabello
359 Palmerston Blvd
Toronto ON M6G 2N5
416-822-3696

Darren Bryan
Supervisor - Sign Unit
City of Mississauga
300 City Centre Drive,
Mississauga, Ontario,
Canada L5B 3C1

Re: Complaint Against Three Illegal Pattison Third Party Signs at Beer Stores, 420 Lake Shore East, 3154 Hurontario.

Dear Sir:

I am writing to you on behalf of IllegalSigns.ca, a grassroots, community-based organization that fights illegal billboards.

In my letter dated August 26, 2007 I filed complaints against two Pattison tri-vision signs erected on apparently non-conforming structures.

In this letter I would like to bring to your attention three signs that Pattison has built over the past month without proper permits for the work. The signs contain third party copy and do not come close to complying with the by-law's regulations with respect to billboards.

In each case the new signs replace an existing non-conforming sign that was removed. In some cases, the new signs were erected on the same general area footprint of the old signs. The new signs are structurally larger than the old signs. While the area of signage is the same, the new signs contain a "light beacon" on their corners which causes the footprint of the new signs to be about 25% larger than the old signs. In any case, the erection of these signs, even if they were a replica of the old signs, requires permits which Pattison did not obtain. While there may be permits for the old signs that were

replaced, there are certainly no permits for third party use of the new signs that Pattison built.

It is Pattison's general practice in these matters to first claim to the municipality that the old permits apply to the new signs, and then, if the municipality checks the specifications of the permits against the built signs, to claim that the new signs were built for the purpose of "repairing and maintaining" the sign. Pattison will then seek to delay enforcement through various means.

The three signs I am complaining about in this letter were built within the past month.

420 Lake Shore East

On this lot, Pattison built two new signs and removed two existing non-conforming signs:



Both new signs are on the Lake Shore East frontage. Previously, one of the signs was on the Enola Ave frontage according to this photograph, which I obtained from VirtualCity.ca:



That sign was replaced and the new sign is on the Lake Shore frontage:



The other sign was previously on the Lake Shore frontage and was a different format according to VirtualCity.ca:



That sign was removed and replaced with a new structure which looks like this:



3154 Hurontario Street

At this Beer Store the sign previously looked like this according to VirtualCity.ca:



The old, non-conforming sign was removed and replaced with this sign:



Please inform me as to the results of your enforcement action and provide me with an update to my previous complaints.

Sincerely,

Rami Tabello, coordinator, IllegalSigns.ca