

City of Mississauga

Corporate Report



<p>Date: May 7, 2021</p> <p>To: Chair and Members of Planning and Development Committee</p> <p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Originator's file: SGNBLD 20-1229 VAR (W5)</p>
	<p>Meeting date: May 31, 2021</p>

Subject

RECOMMENDATION REPORT (WARD 5)

Sign Variance Application to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces

5965 Dixie Road

Applicant: Permit World

File: SGNBLD 20-1229 VAR (W5)

Recommendation

1. That the report dated May 7, 2021, from the Commissioner of Planning and Building regarding variances to the Sign By-law under File SGNBLD 20-1229 VAR (W5), Permit World, 5965 Dixie Road, be received for information.
2. That the request to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces be approved.

Background

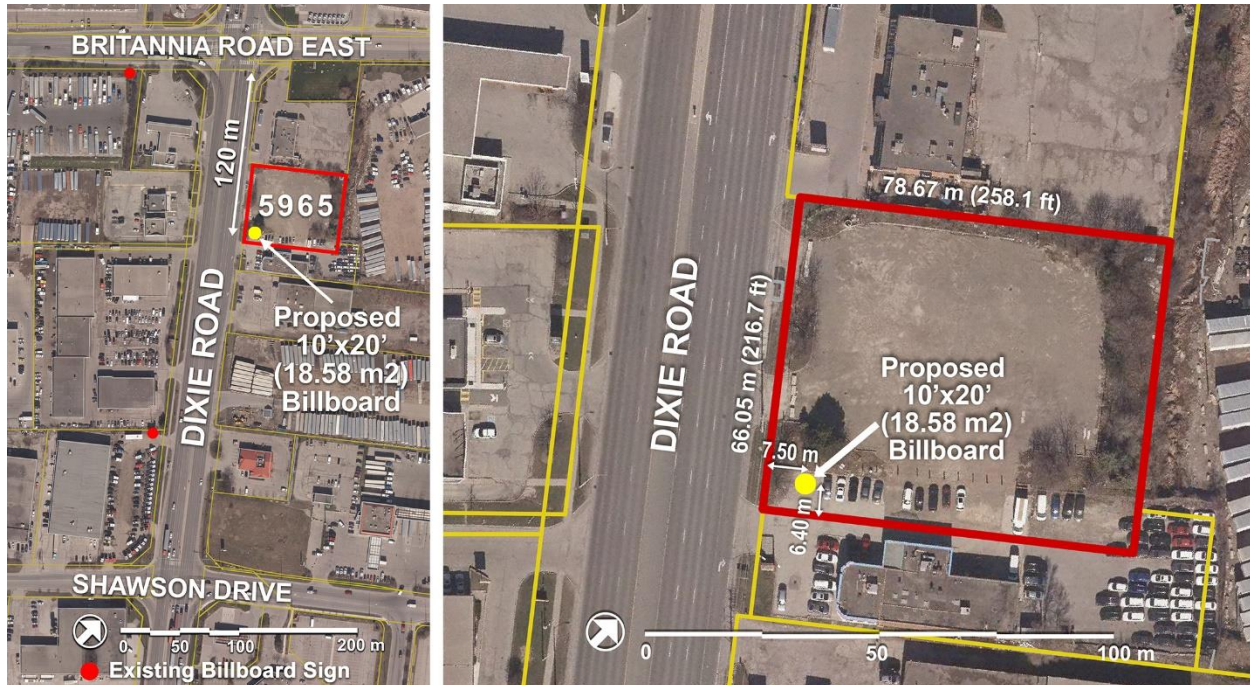
The applicant has requested a variance to the Sign By-law to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces (Appendix 1). Planning and Building Department staff support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs with electronic changing copy are to be reviewed in accordance with the *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* (the Guidelines) and brought to Planning and Development Committee for consideration.

The purpose of this report is to provide information regarding the application and the rationale for the recommendations.

Comments

Site Location

The site is a vacant property located on the east side of Dixie Road, between Britannia Road East and Shawson Drive to the south.



Aerial Images of Subject Property

Context and Surrounding Land Uses

The subject property is zoned **E2** (Employment), which allows for a variety of business operations in the current Zoning By-Law 0225-2007. The site is surrounded by properties also zoned **E2** (Employment). There are no residential or other sensitive uses visible from or within the subject property's surrounding context.

Other similar sign variance applications previously approved

There are no similar sign variance applications that were previously approved in the vicinity of the subject property.

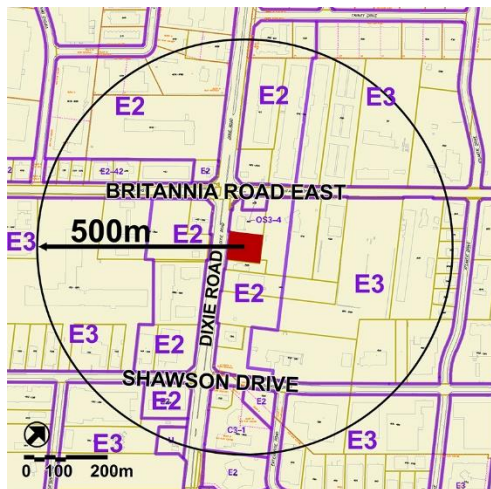
History

There is an active Tree Permit application number TP 20-109 on the subject property to remove some trees from the area close to the proposed billboard. Dixie Road is a Regional road, and the applicant has obtained clearance from the Region of Peel. (Appendix 1)

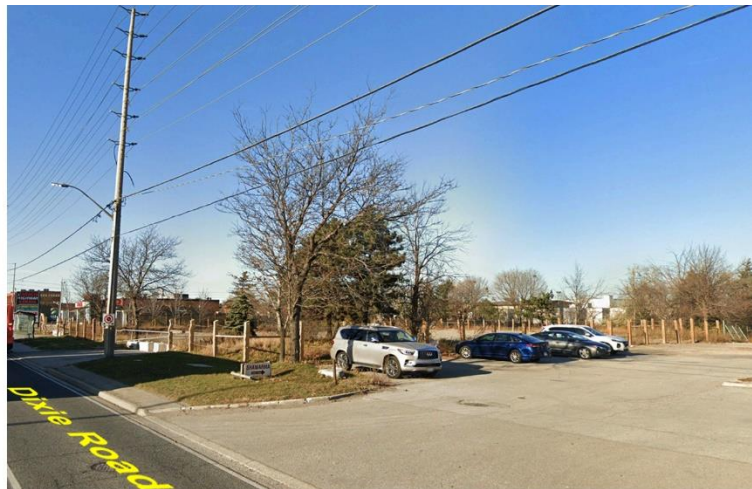
Proposal

The applicant has requested a variance to the Sign By-law to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces. The proposed billboard sign is located at the southwest corner of the site with a 7.5 m (24.6 ft.) setback from the Dixie Road lot line.

The billboard sign is V-shaped with two faces angled to provide maximum visibility for the north and south traffic along Dixie Road. The dimensions of each face of the proposed billboard sign are 6.1 m x 3.05 m (20 ft. x 10 ft.) with an area of 18.6 m² (200 ft²) and 7.6 m (25.0 ft.) height. (Appendix 2)



Existing Zoning within 500 m



Existing Condition

Application Assessment

The proposed billboard sign satisfactorily addresses the Sign By-law 54-02, and the Council approved *Guidelines for the Review of Billboard Signs with Electronic Changing Copy* (the Guidelines) as follows:

The Sign By-law or Guidelines	Applicant's proposal	Meet (✓)
		Not Meet (X)
Location: Table (4) in Sign By-law states that billboard sign is permitted in vacant industrial property	The subject property is vacant and zoned E2 and located in an employment area along Dixie Road with an approximate 750 m (2460.6 ft.) distance from Highway 401	✓
Maximum height: 7.6 m (25.0 ft.)	7.6 m (25.0 ft.)	✓
Setback from the street line: 7.5 m (24.6 ft.)	7.5 m (24.6 ft.)	✓
Number of faces: No part of a billboard shall be a multi-faced	One billboard with two (2) faces in V-shape	✓
Maximum sign area per face: 20 m ² (215.3 ft ²)	18.6 m ² (200 ft ²)	✓

The Sign By-law or Guidelines	Applicant's proposal	Meet (✓)
		Not Meet (X)
Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	There are no billboards located within 250 m (820.2 ft.) of the subject property on the same side of the street	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	There are no residential properties within 1.0 km (3,280.8 ft.) of the proposed sign	✓
Minimum distance to the closest traffic control device: 120 m (393.7 ft.) from a major traffic sign or driver decision point, where the posted speed limit on a road is less than 80 km/hr	120 m (393.7 ft.) from the controlled intersection at Dixie Road and Britannia Road East intersection. The speed limit along this section of the road is 70 km/hr	✓
Specifications: sections 3.7, 3.8, 3.9, 3.10, 3.11, and 3.12 of the Guidelines states the required specifications for a proposed billboard sign, including the minimum message display duration, the transition between successive displays, message sequencing and amount of information displayed, sign animation, and the sign brightness and luminance	The proposed billboard sign satisfactory addressed all the required specifications in the Guidelines (Appendix 2)	✓

Financial Impact

The recommendation contained herein does not have any financial impact to the City of Mississauga.

Conclusion

The requested variances to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces should be approved. The proposed electronic billboard sign meets the *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy*.

Attachments

- Appendix 1: Applicant's Urban Design Impact Study
- Appendix 2: Applicant's Drawings
- Appendix 3: Variance Letter



Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building

Prepared by: Amr Merdan, Urban Designer