

City of Mississauga

Corporate Report



<p>Date: August 13, 2021</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 21-5852 VAR (W2)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: September 7, 2021</p>

Subject

RECOMMENDATION REPORT (WARD 2)

Sign Variance Application to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces
2175 Royal Windsor Drive
Applicant: Nick Mercouris
File: SGNBLD 21-5852 VAR (W2)

Recommendation

1. That the report dated August 13, 2021, from the Commissioner of Planning and Building regarding variances to the Sign By-law under File SGNBLD 21-5852 VAR (W2), Nick Mercouris, 2175 Royal Windsor Drive, 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

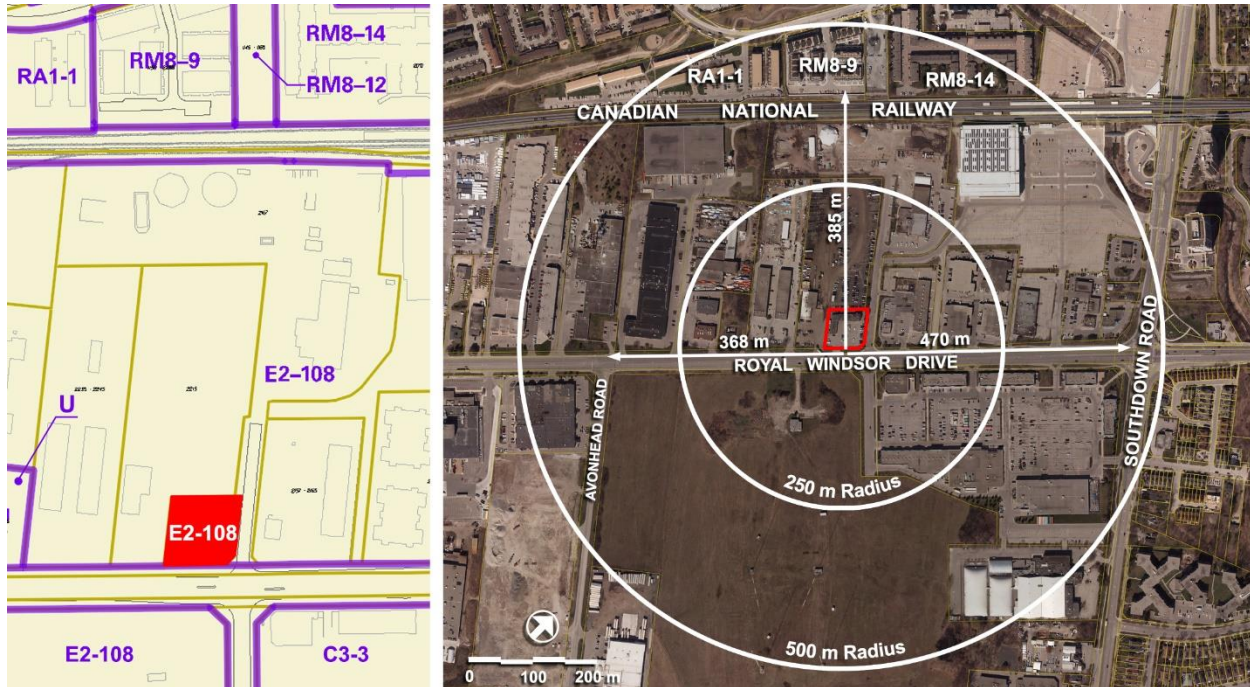
The applicant has requested a variance to the Sign By-law to permit one (1) Billboard Sign with two (2) electronic changing copy sign faces (Appendix 1). Planning and Building Department staff support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs 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 located on the north side of Royal Windsor Drive, 470 m (1542 ft.) west of Southdown Road.



Aerial Images of Subject Property

Context and Surrounding Land Uses

The subject property is zoned **E2-108** (Employment), which allows for a variety of business operations in **Zoning By-law 0225-2007**. The site is surrounded by properties also zoned **E2** (Employment). There are no residential or other sensitive uses within 250 m (820.2 ft.) of the subject property.

Other similar sign variance applications previously approved

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

History

In November of 2017 Council endorsed a report recommending electronic billboards be reviewed on an individual basis through the variance process. Additionally, guidelines to evaluate these billboards were approved. These include, but are not limited to: locations within specific areas of the City (nodes, public squares); distance from intersections; distance from residential zones; and the speed limit on the adjacent roadway.

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 Royal Windsor Drive lot line.

The billboard sign is V-shaped with two faces angled to provide maximum visibility for east and westbound traffic along Royal Windsor Drive. The dimensions of each face of the proposed billboard sign are 5.8 m x 2.9 m (19.1 ft. x 9.5 ft.) with an area of 16.8 m² (181 ft²) and 7.6 m (25.0 ft.) height. (Appendix 2)



Proposed billboard location



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 industrial property	The subject property is zoned E2-108 and located in an employment area on the north side of Royal Windsor Drive, 470 m (1542 ft) west of Southdown Road	✓
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	✓

The Sign By-law or Guidelines	Applicant's proposal	Meet (✓)
		Not Meet (X)
Maximum sign area per face: 20 m ² (215.3 ft ²)	16.8 m ² (181 ft ²)	✓
Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	There are no electronic 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 250 m (820.2 ft.) of the proposed sign. The closest distance of a residential zone is 385 m (1,263 ft.) to the north (see figure 1)	✓
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	470 m (1,542 ft.) from the controlled intersection at Royal Windsor Drive and Southdown Road intersection. The speed limit along this section of the road is 50 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 1)	✓

Financial Impact

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

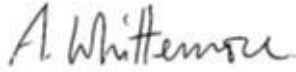
Conclusion

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 Letter of Rational

Appendix 2: Applicant's Drawings



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

Prepared by: Amr Merdan, Urban Designer