

City of Mississauga

Corporate Report



| | |
|--|---|
| Date: November 12, 2021 To: Chair and Members of Planning and Development Committee | Originator's file: SGNBLD 21-5970 VAR (W2) |
| From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building | Meeting date: December 6, 2021 |

Subject

RECOMMENDATION REPORT (WARD 2)

Sign Variance Application to permit one billboard sign with two electronic changing copy sign faces

2424 Lakeshore Road West

Applicant: Michael McKague

File: SGNBLD 21-5970 VAR (W2)

Recommendation

1. That the report dated November 12, 2021, from the Commissioner of Planning and Building regarding variances to the Sign By-law under File SGNBLD 21-5970 VAR (W2), Michael McKague, 2424 Lakeshore Road West, be received for information.
2. That the request to permit one billboard sign with two electronic changing copy sign faces be approved.

Background

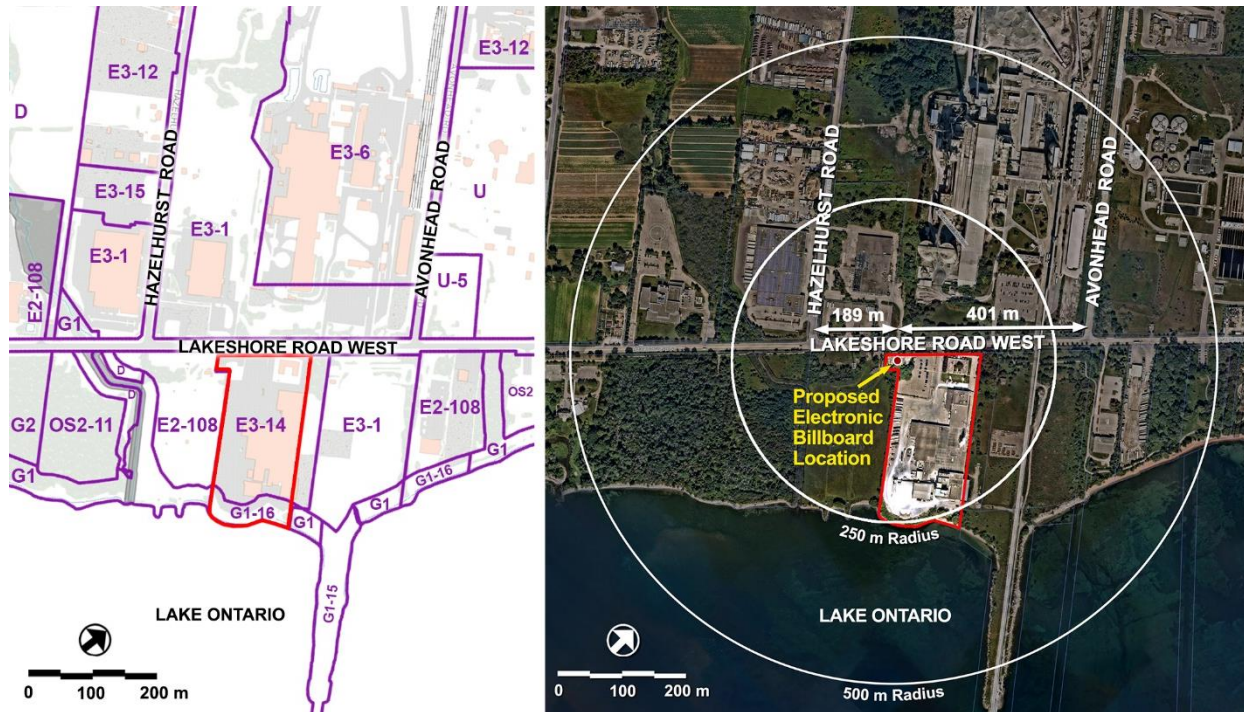
The applicant has requested a variance to the Sign By-law to permit one billboard sign with two electronic changing copy sign faces (Appendix 1). Planning and Building Department staff support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs with 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 the information regarding the application and the rationale for the recommendations.

Comments

Site Location

The site is located on the south side of Lakeshore Road West, 401 m (1315.6 ft.) west of Avonhead Road and 189 m (620.1 ft.) east of Hazelhurst Road.



Aerial Image of Subject Property

Context and Surrounding Land Uses

The subject property is zoned **E3-14** (Employment), which allows for a variety of business operations in Zoning By-law 0225-2007. The site is surrounded by properties zoned **E2** and **E3** (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 that were previously approved in the vicinity of the subject property.

History

In November 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 billboard sign with two electronic changing copy sign faces. The proposed billboard sign is located at the northwest corner of the site with a 7.5 m (24.6 ft.) setback from the Lakeshore Road West property line.

The billboard sign is V-shaped with two faces angled to provide maximum visibility for east and westbound traffic along Lakeshore Road West. The dimensions of each face of the proposed billboard sign are 6.1m x 3.05 m (20 ft. x 10 ft.) with an area of 18.58 m² (200 ft²) and height of 7.6 m (25.0 ft.). (Appendix 2)

Image of Existing Conditions



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* 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 on an industrial property | The subject property is zoned E3-14 and located in an employment area on the south side of Lakeshore Road West. | ✓ |
| 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 faces in V-shape | ✓ |
| Maximum sign area per face: 20 m ² (215.3 ft ²) | 18.58 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 electronic billboards located within 250 m (820.2 ft.) of the subject property on the same side of the street. (see figure 1) | ✓ |
| 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. (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 | The existing posted speed limit is 60 km/h. The distance from the proposed billboard to Avonhead Road is 401 m (1315.6 ft.) and to Hazelhurst Road is 189 m (620.1 ft.). (see figure 1) | ✓ |
| 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 addresses 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 billboard sign with two 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 Submissions



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

Prepared by: Amr Merdan, Urban Designer