

City of Mississauga
Corporate Report



<p>Date: March 4, 2022</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 21-9557 VAR (W8)</p>
	<p>Meeting date: March 28, 2022</p>

Subject

RECOMMENDATION REPORT (WARD 8)

Sign Variance Application to permit one double sided billboard with one electronic changing copy sign face and one static billboard sign face

3663 Platinum Drive

Applicant: Christ Roubekas

File: SGNBLD 21-9557 VAR (W8)

Recommendation

1. That the sign variance application under File SGNBLD 21-9557 VAR (W8), Christ Roubekas, 3663 Platinum Drive, to permit one double sided billboard sign with one electronic changing copy sign face and one static billboard sign face be refused in accordance with the reasons outlined in the report dated March 4, 2022 from the Commissioner of Planning and Building.
2. That should Planning and Development Committee (PDC) decide to approve the application, the existing ground sign located on the west side of 3663 Platinum Drive is to be removed and the proposed billboard sign reduced to a maximum sign face area of 20 m² (215.2 ft²).

Background

The applicant has requested a variance to the Sign By-law to permit one double sided billboard sign with one electronic changing copy sign face and one static billboard sign face (Appendix 1). Planning and Building Department staff do not support the variance as proposed.

In accordance with Recommendation PDC-0065-2017 all proposed electronic billboard signs are to be reviewed in accordance with the *Guidelines for the Review of Sign Variance Applications for Billboard Signs With Electronic Changing Copy* (Guidelines) and brought to Planning and Development Committee for consideration.

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

Comments

Site Location

The subject site, 3663 Platinum Drive is the southern section of a larger property located on the east side of Ninth Line, between Platinum Drive to the south and Eglinton Avenue West to the north.



Context and Surrounding Land Uses

3663 Platinum Drive, with frontage on Ninth Line and Platinum Drive, is zoned **E2** (Employment) and currently accommodates a car wash and automotive detailing facility. The northern half of the property is zoned **C5** (Commercial) and consists of an automotive service station and a convenience restaurant with drive-through. The surrounding properties are zoned **C3** (Commercial) and **E2** (Employment). At the northeast corner of Eglinton Avenue West and Ninth Line and continuing east beyond Ridgeway Drive are existing townhomes and other forms of low-rise residential development. The vacant lands, north of Eglinton Avenue West are the subject of an active rezoning application under file, OZ 21-15 W10, to permit residential apartment buildings.

History

In 2021, a sign variance application under file, SGNBLD 20-2491 VAR W8 to permit one (1) two sided billboard sign with electronic changing copy with a smaller setback of 3.18 m (10.4 ft.) was refused under Resolution #0003-2021 as it did not comply with the City's Guidelines.

Although electronic billboard signs are not permitted in the Sign By-Law, one (1) static billboard sign is permitted for a service station or an industrial establishment where there is no ground

sign on the property. In order to install a billboard sign, the Sign By-Law requires the removal of all existing ground signs on the property. There are three (3) existing ground signs on this property and an active sign variance application for a fourth ground sign under file SGNBLD 22-141 VAR W8.

Existing/ Proposed Ground Sign	Location	Year Permit Issued	Height	Applicant proposed action
1	Ninth Line frontage about 92 m (302 ft.) away from proposed billboard sign	Active 2022 sign variance application SGNBLD 21- 141 W8	6 m (19.7 ft.)	Proposed Ground Sign to remain (located at 3986-3990 Eglinton Avenue West)
1	Eglinton Avenue West frontage	2021	6 m (19.7 ft.)	Ground Sign to remain (located at 3986-3990 Eglinton Avenue West)
1	Ninth Line frontage	2018		Ground Sign to be removed if billboard is approved (located at 3663 Platinum Drive)
1	Platinum Drive frontage	2018		Ground Sign to remain (located at 3663 Platinum Drive)

Only third party advertising is permitted on billboard signs. Therefore, the proposed billboard sign cannot be used for tenant advertising.

Current Proposal SGNBLD 21-9557 VAR W8

The applicant is now requesting one double sided billboard sign of 29.7 m² (319.7 ft²) per sign face with one static sign face and one electronic changing copy sign face. The static side will face various existing and proposed residential developments on Eglinton Avenue West and Ninth Line. Removing the north facing electronic billboard sign face will address the concerns with the previous variance application, SGNBLD 20-2491, of an electronic billboard sign facing existing and proposed residential developments. The applicant has indicated that the existing "AUTO SPA" ground sign along the Ninth Line frontage will be removed (see Appendices 1 and 2).

The south facing electronic side of the proposed billboard sign still does not comply with the Guidelines as outlined in Table 1.

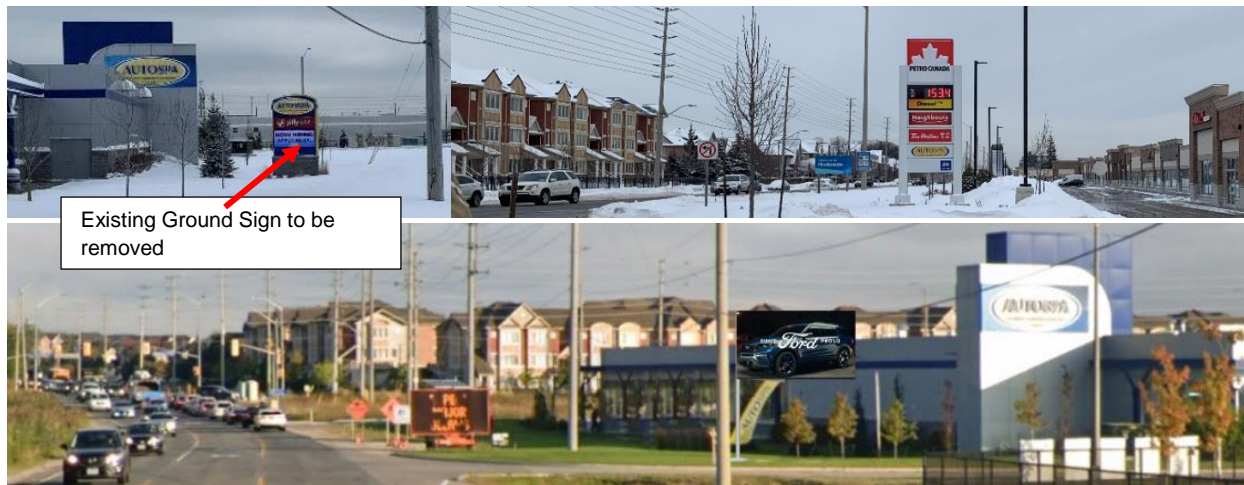


Image of Existing and Proposed Conditions

TABLE 1

The Sign By-law or Guidelines	Applicant's proposal	Met (✓)
		Not Met (X)
Location: For service stations, car dealerships and industrial establishments, 1 static billboard sign permitted for each property where there is no ground sign	3 existing ground signs to remain 1 proposed ground sign to remain 1 ground sign located at 3663 Platinum Drive as noted in the image above to be removed.	X
Maximum Height: 7.6 m (25 ft.)	7.62 m (25.4 ft.)	X
Setback from the Streetline: 7.5 m (25 ft.)	7.5 m (25 ft.)	✓
Maximum number of sign faces: 2	One electronic face with changing copy and one static face	✓
Maximum sign area per face: 20 m ² (215 ft. ²) per sign face	29.7 m ² (319.7 ft ²) per sign face	X
Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	There are no other billboard signs on the street	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	North sign face facing existing townhouses and residential zone changed to static billboard about 190 m (623.4 m) from residential zone	X
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	Electronic billboard sign proposed within 30 m (98 ft.) of Ninth Line/Platinum Drive intersection	X
Specifications: sections 3.7, 3.8, 3.9, 3.10, 3.11, and 3.12 of the Guidelines state the required specifications for a proposed electronic billboard sign, including the minimum message display duration, the transition between successive displays, message sequencing, amount of information displayed, sign animation, and the sign brightness and luminance	The applicant has confirmed that these criteria will be addressed	✓

Financial Impact

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

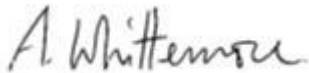
Conclusion

Staff have reviewed the sign variance application as submitted. The request to permit one double sided billboard sign with one electronic changing copy sign face and one static sign face should be refused because it does not comply with some of the Guidelines for the Review of Billboard Signs with Electronic Changing Copy.

Attachments

Appendix 1: Applicant's Urban Design Impact Assessment

Appendix 2: Drawings



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

Prepared by: Erinma Chibututu, Urban Designer