

City of Mississauga
Corporate Report



<p>Date: December 17, 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 21-7401 VAR (W1)</p>
	<p>Meeting date: April 19, 2022</p>

Subject

RECOMMENDATION REPORT (WARD 1)

Sign Variance Application to permit one (1) fascia sign erected on the third storey of the building

31 Lakeshore Road East

Applicant: AMP Energy

File: SGNBLD 21-7401 VAR (W1)

Recommendation

That the request to permit one (1) fascia sign erected on the third storey of the building as outlined in the report dated December 17, 2021 from the Commissioner of Planning and Building regarding variances to the Sign By-law under File SGNBLD 21-7401 VAR (W1), AMP Energy, 31 Lakeshore Road East, be refused.

Background

The applicant has requested a variance to the Sign By-law to permit one fascia sign erected on the third storey of the building (Appendix 1). Planning and Building Department staff do not support the variance as proposed. In accordance with Resolution 0020-2015, applications for sign variances that are refused by staff may be appealed by applicants to the Planning and Development Committee for further consideration.

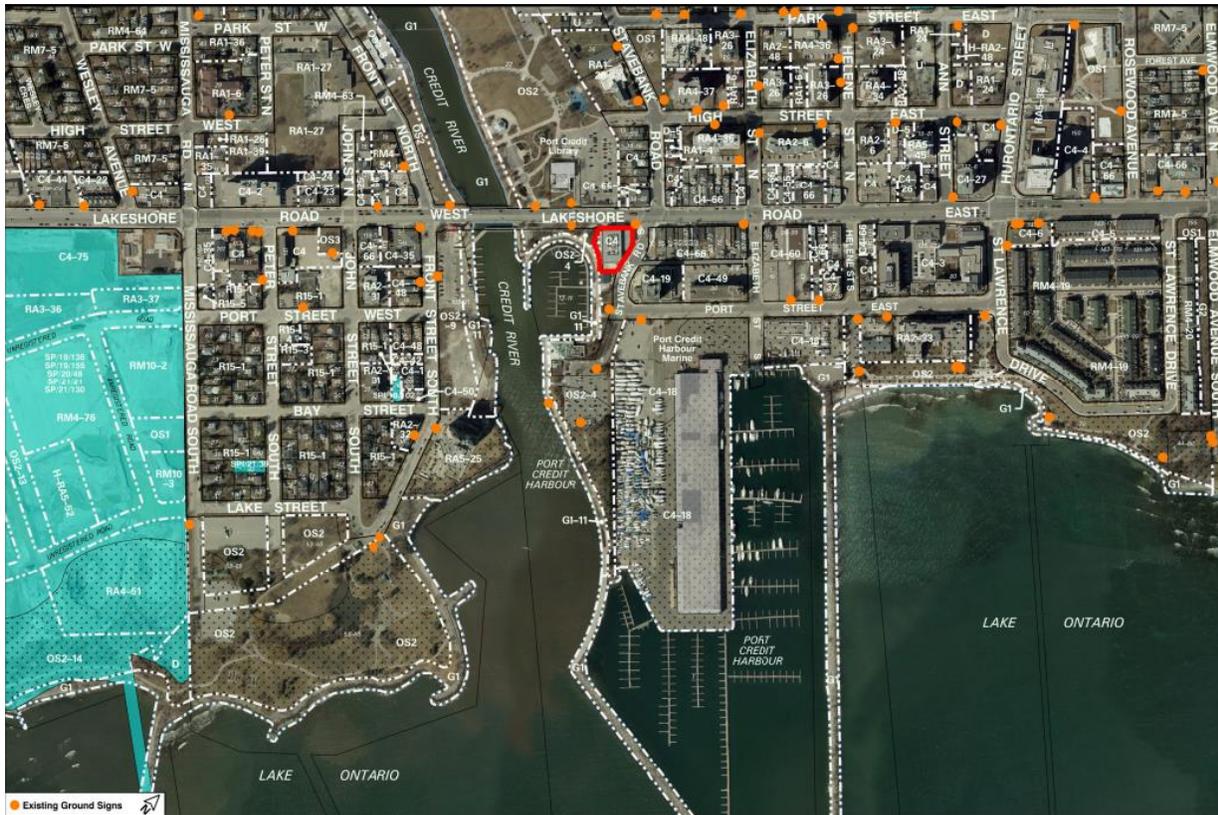
The purpose of this report is to provide the information regarding the application and the rationale for the recommendations.

Comments

Site Location

The subject property is a three storey glass commercial building attached to the two storey heritage designated red brick building facade that was formerly known as the Port Credit Post

Office, Customs House and Armoury. The building is located at the southwest corner of Lakeshore Road East and Stavebank Street South on lands zoned C4 (Commercial) in the Port Credit Community Node.



Aerial Image of Subject Property

Context and Surrounding Land Uses

The surrounding context is made up of predominantly of low rise buildings which are one to three storeys in height including the Port Credit Library on the north side of Lakeshore Road East. There are also various two storey commercial buildings on lands zoned C4 and C4 exception with ground floor restaurants, retail, office and personal services on the north and south sides of Lakeshore Road East. To the west and south are the Port Credit Harbour Marina and its associated open space system connecting to the Credit River and the Lake Ontario Waterfront. The urban design vision for this segment of Lakeshore Road East includes protecting and enhancing the urban village main street character and ensuring a compatibility in the scale and design of the features that contribute to the character of the area.

The property is located within the Port Credit Special Sign District as defined in the Sign By-law.

History

SGNBLD 17-9180 VAR W1

In 2017/2018, a sign variance application (SGNBLD 17-9180) was submitted to permit the existing FD fascia sign on the third storey of the glass building. The Planning and Building Department opposed the sign variance application and wrote a recommendation for refusal. Through the appeal process, it was subsequently approved at Council on July 4, 2018, by Resolution Number 0164-2018. At the time, the applicants had stated that the FD fascia sign was unobtrusive, particularly since it would be the only fascia sign at that level of the building. The Planning and Building Department had significant concerns that the FD fascia sign on the third storey would set an inappropriate precedent and invite multiple third storey signs. This would ultimately result in a clutter of signs that would alter the scale of the street and be inconsistent with the urban design vision to protect and enhance the urban village main street character for this segment of Lakeshore Road East and the Port Credit Special Sign District.

SGNBLD 19-6373 VAR W1, SGNBLD 19-6388 VAR W1

In December 2018, the Planning and Building Department and the Heritage Planning Division agreed to an overall sign package presented by the property owner, for the entire building at 31 Lakeshore Road East, which included the older heritage component. This overall sign package included a number of appropriately scaled projecting signs and was approved under sign variance application numbers SGNBLD 19-6373 VAR W1 and SGNBLD 19-6388 VAR W1. The comprehensive sign package did not contemplate any additional fascia sign on the third storey of the glass building.

Proposal

The applicant has requested a variance to the Sign By-law to permit one fascia sign erected on the third storey of the glass building. This is in addition to the existing FD fascia sign on the third storey of the glass building. See Appendix 1.



Image of Existing and Proposed Conditions

Application Assessment

One of the objectives in establishing the Port Credit Special Sign District is to ensure that signs do not become a dominant feature of the character of the street. Signs are to be designed and located in a manner that reflects the pedestrian scale and character of an urban village main

street. This is achieved by restricting the placement of fascia signs to an area within the limits of the first storey of each building and where appropriate, installing projecting signs of limited area, which enhance an urban village main street character for the segment of Lakeshore Road East within the Port Credit Community Node.

The Planning and Building Department is of the opinion that multiple signs installed on the third storey of this building will not maintain the intent of the Sign By-Law for this area.

Staff advised the applicants to consider a proposal for a fascia sign that would fit proportionally within the limits of the first storey of the building, in a manner that worked well with the existing first storey fascia signs. The applicants were also advised that they could consider an appropriately scaled projecting sign. An appropriately scaled projecting sign would fit well with the overall sign package that was previously approved in 2019.

The applicants have confirmed that they are not interested in any of the options suggested by staff and have requested that the matter be considered by Planning and Development Committee.

Financial Impact

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

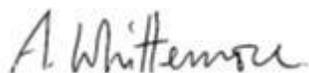
Conclusion

The requested variance to permit one fascia sign on the third storey of the building should be refused. Multiple fascia signs on the third storey of the building do not respect the scale, character and urban design vision of Lakeshore Road East as an urban village main street in the Port Credit Community Node and do not achieve the intent of the Sign By-Law with regard to the Port Credit Special Sign District.

Attachments

Appendix 1: Applicant's request

Appendix 2: Approved Sign Package (SGNBLD 19-6373)



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

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