

City of Mississauga

Corporate Report



Date: 2020/01/10

To: Chair and Members of Planning and Development Committee

From: Andrew Whittemore, M.U.R.P., Commissioner of Planning and Building

Originator's file:
SGNBLD 19-7383 VAR
(W9)

Meeting date:
2020/02/03

Subject

RECOMMENDATION REPORT (WARD 9)

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

6020 Winston Churchill Boulevard

Applicant: Permit World Consulting Services Inc.

File SGNBLD 19-7383 VAR (W9)

Recommendation

1. That the report dated January 10, 2020 from the Commissioner of Planning and Building regarding variances to the Sign By-law 54-2002 under File SGNBLD 19-7383 VAR (W9), Permit World Consulting Services Inc. 6020 Winston Churchill Boulevard, be received for information.
2. That the request to permit one (1) billboard sign with two (2) electronic changing copy faces be refused.

Background

The applicant has requested a variance to the Sign By-law to permit one billboard sign with two electronic changing copy faces with a sign area of 32.52 m² (350 ft²) per each face (Appendix 1). Planning and Building Department staff do not support the variance. 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.

In addition, in accordance with Recommendation PDC-0065-2017 all proposed 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* and brought to Planning and Development Committee for consideration.

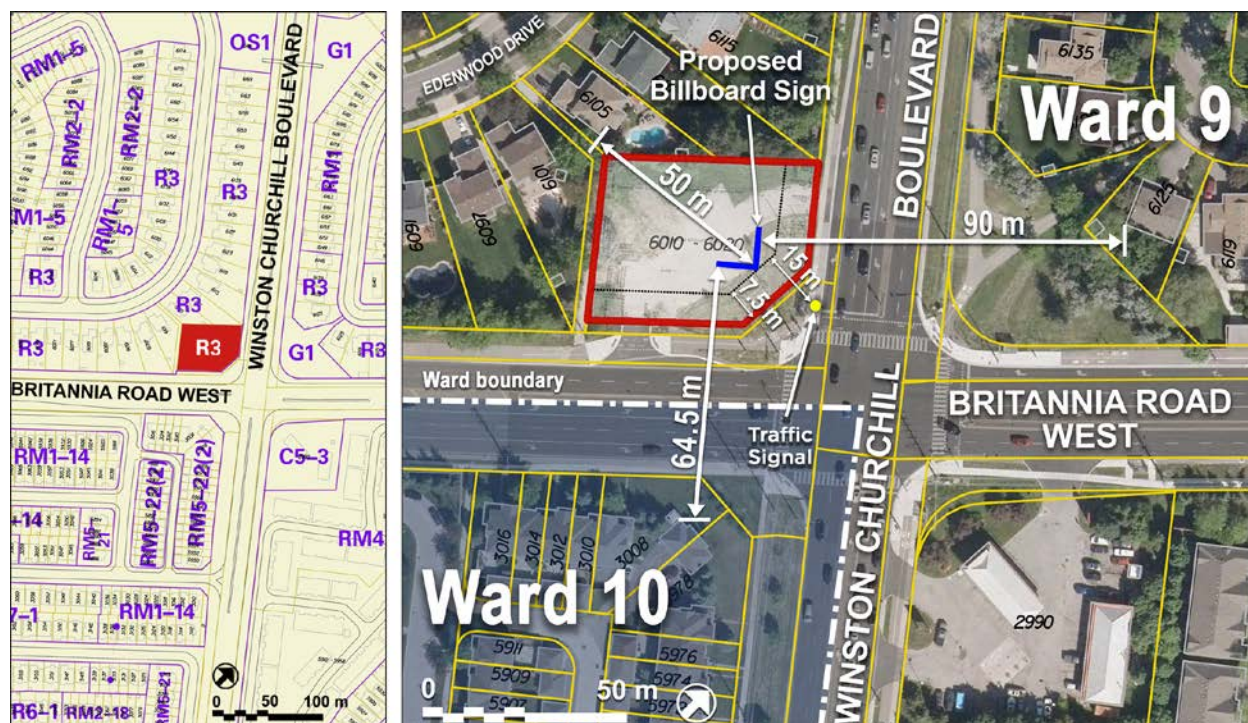
The purpose of this report is to provide the information regarding the application and the rationale for not supporting the variance.

Comments

Site Location

The site is located in Meadowvale Neighbourhood on the northwest corner of Winston Churchill Boulevard and Britannia Road West intersection. The subject property is currently vacant and zoned R3. The lands to the north, east, and south of the site are all zoned residential.

There is a small park zoned G1 on the northeast side of Winston Churchill Boulevard and a gas station located on the southeast corner of Winston Churchill Boulevard and Britannia Road West intersection.



Zoning Context and Aerial Image of Subject Property

History

The subject property has an existing site plan approval under file SP 14-164 (W9), for a daycare, which was approved on May 10, 2017. The daycare was never constructed. The Site Plan file will be closed should the sign variance be approved by council.

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 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 proposed billboard sign is in L-shaped form facing southeast towards the intersection of Winston Churchill Boulevard and Britannia Road West with a 7.5 m (24.61 ft.) setback from the property line.

The dimension of one face of the proposed billboard is 3.05 m by 10.67 m (10 ft. by 35 ft.) with a sign area of 32.52 m² (350 ft²) per each face and 7.62 m (25 ft.) height (Appendix 2).

The location of the proposed billboard sign inside the subject property is in the southeast corner so as to be visible from both Winston Churchill Boulevard and Britannia Road West. The sign is proposed to be located in a residential zone. In addition, it is within 50 m (164.04 ft.) at its closest point to other residential uses.

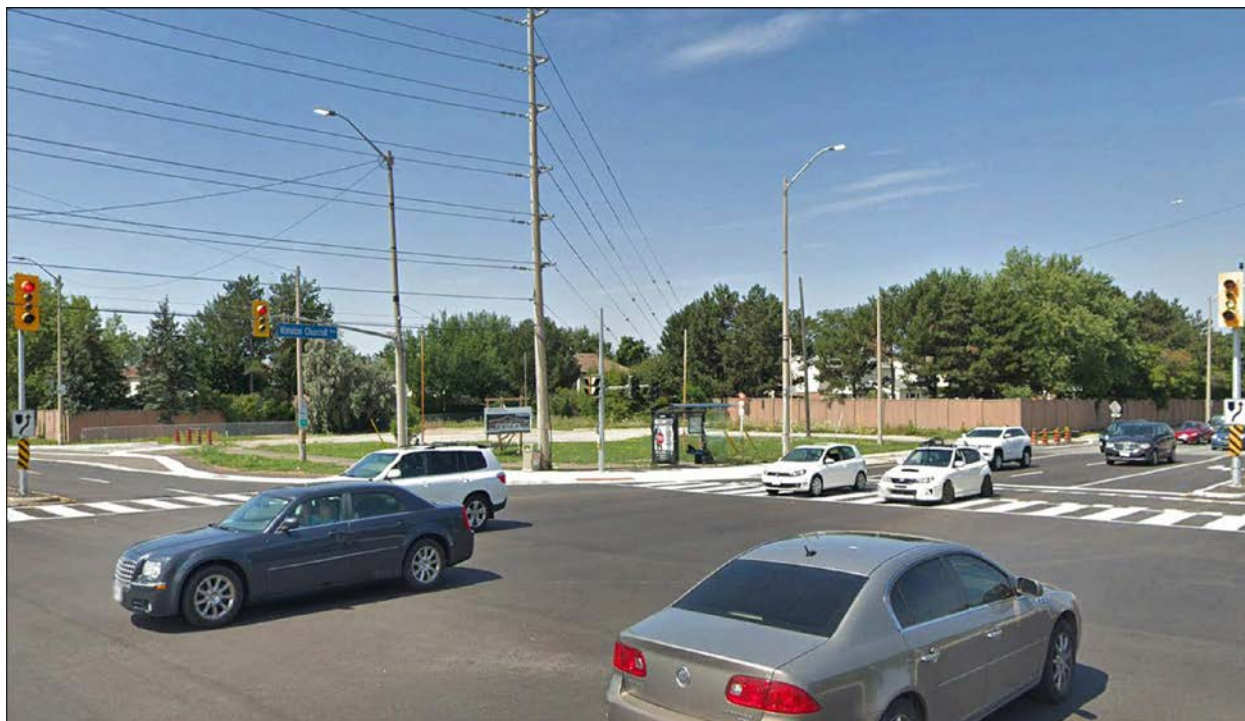


Image of Existing Conditions

Analysis

All billboard applications are to be reviewed in accordance with *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* (the Guidelines).

Planning and Building Department staff have reviewed the above sign variance application. It does not meet the criteria listed in the Council approved document entitled *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* in the following areas:

- The Guidelines prohibits electronic billboard signs within 250 m (820.21 ft.) of a residential zone whereas:
 - the proposed electronic billboard sign is located on R3 zoned property;
 - the adjacent residential zone R3 located on the northwest side behind the subject property is approximately 50 m (164.04 ft.);
 - the adjacent residential properties (zoned RM5-22(2)) located on the south side of Britannia Road West and west side of Winston Churchill Boulevard (in Ward 10) is approximately 64.5 m (211.61 ft.);
 - the residential zone R3 located on the east side of Winston Churchill Boulevard is approximately 90 m (295.28 ft.).
- The proposed billboard consists of two faces each with 32.52 m² (350 ft²) area whereas, and reference to section 3.5 of the Guidelines, the maximum sign area of a billboard shall be 20 m² (215.28 ft²) per sign face.
- The distance to the nearest major traffic signal where the speed limit is less than 80 km/hour, according to the Guidelines, shall be within 120 m (393.70 ft.) whereas 15 m (49.21 ft.) is proposed to the nearest traffic signal in Winston Churchill Boulevard.

The applicant has requested the matter be given consideration 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 variances to permit a one billboard sign with two electronic changing copy faces should be refused. The sign does not meet all the *Guidelines for the review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy*.

Attachments

Appendix 1: Applicant's Letter of Rational dated September 12, 2019

Appendix 2: Applicant's Submissions dated September 16, 2019



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

Prepared by: Amr Merdan, Urban Designer