

City of Mississauga
Corporate Report



<p>Date: October 28, 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 22-2141 VAR (W5)</p>
	<p>Meeting date: November 21, 2022</p>

Subject

RECOMMENDATION REPORT (WARD 5)

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

1900 Derry Road East

Applicant: Chris Roubekas

File: SGNBLD 22-2141 VAR (W5)

Recommendation

That the sign variance application under file SGNBLD 22-2141 VAR (W5), Chris Roubekas, 1900 Derry Road East, to permit one billboard sign with two electronic changing copy faces (electronic billboard sign) be refused.

Background

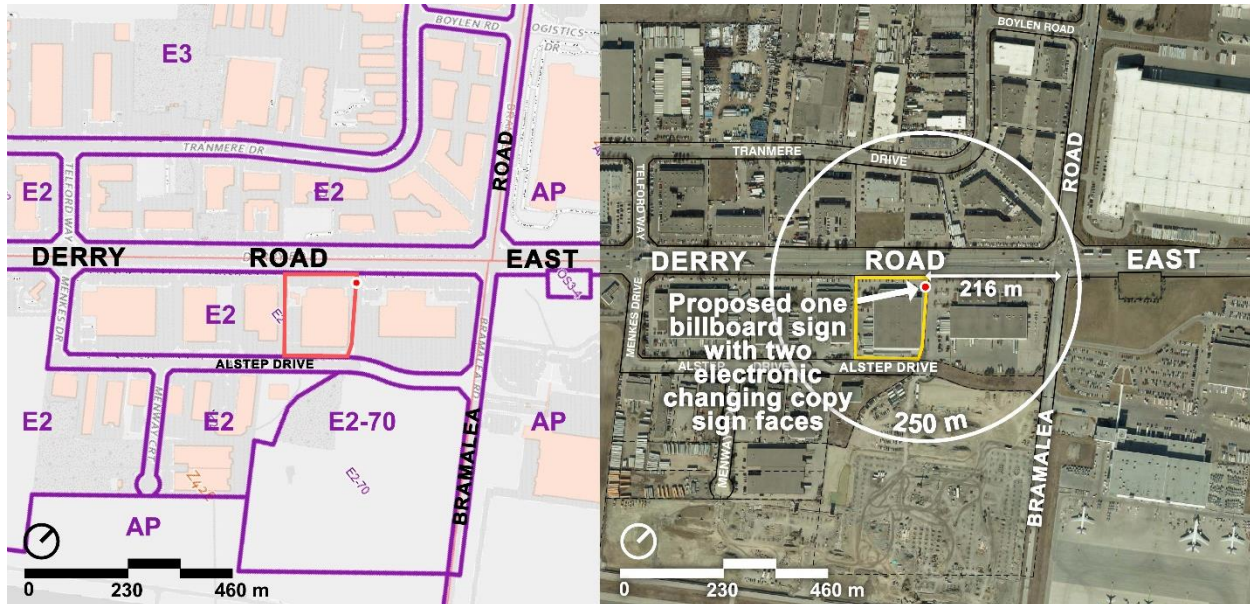
The applicant has requested a variance to the Sign By-law to permit one billboard sign with two electronic changing copy sign faces (Appendix 2). Planning and Building Department staff do not support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs 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* (Guidelines) and brought to Planning and Development Committee (PDC) 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 site is located on the south side of Derry Road East, with a 216 m (708.7 ft.) distance from the nearest intersection at Bramalea Road and Derry Road East.



Zoning map and an aerial image of the subject property and the surrounding context

Context and Surrounding Land Uses

The subject property is zoned E2 (Employment), which allows for various business employment operations in accordance with Zoning By-law 0225-2007. The site is surrounded by properties zoned E2. No residential or other sensitive land uses are located within 250 m (820.2 ft.) of the subject property.

Other Similar Sign Variance Applications Previously Approved

No similar sign variance applications were previously approved in the vicinity of the subject property.

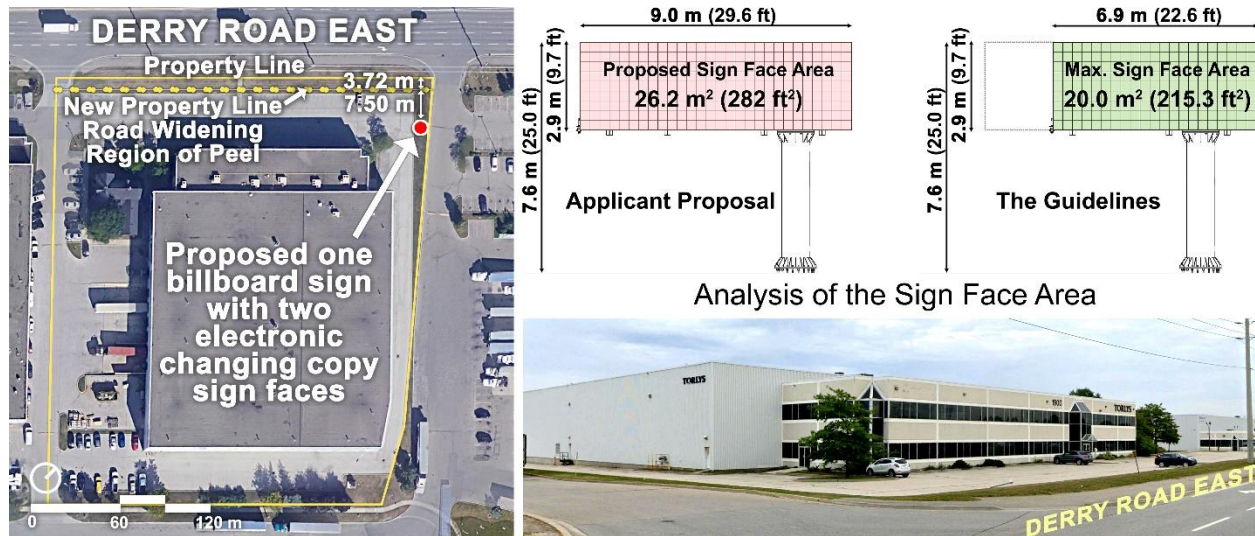
History

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 proposed billboard sign is located at the northeast corner of the subject property. The billboard is located 7.5 m (24.6 ft.) back from the street line. The Region of Peel has requested an additional 3.72 m (12.2 ft.) setback for street widening (Appendix 2). The billboard sign has two faces to provide maximum visibility for east and westbound traffic along Derry Road East.

The dimension of each proposed sign face is 9.0 m x 2.9 m (29.6 ft. x 9.7 ft.), the sign face area is 26.2 m² (282 ft²), and the height is 7.6 m (25.0 ft.) (Appendix 2).



The location of the proposed billboard

Image of the existing condition

Application Assessment

The application does not comply with some of the Guidelines (Appendix 1). The applicant has refused the staff's suggestion to reduce the proposed sign face area from 26.2 m² (282 ft²) to meet the 20 m² (215.3 ft²) maximum sign face area in the Guidelines. The applicant has requested that the matter be considered by Planning and Development Committee.

Financial Impact

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

Conclusion

The requested sign variance to permit one billboard sign with two electronic changing copy sign faces 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: Sign Variance Application Assessment Table

Appendix 2: Applicant's Proposal

A. Whittemore

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

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