

City of Mississauga  
**Corporate Report**



<p>Date: November 11, 2022</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file:                  SGNBLD 22-743 VAR (W5)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning &amp; Building</p>	<p>Meeting date:                  December 5, 2022</p>

**Subject**

**RECOMMENDATION REPORT (WARD 5)**

**Sign Variance Application to permit one billboard sign with one electronic changing copy sign face**

**455 Gibraltar Drive**

**Applicant: Gilda Collins**

**File: SGNBLD 22-743 VAR (W5)**

**Recommendation**

That the sign variance application under file SGNBLD 22-743 VAR (W5), Gilda Collins, 455 Gibraltar Drive, to permit one billboard sign with one electronic changing copy sign face (electronic billboard sign) be approved, as outlined in the corporate report dated November 11, 2022 from the Commissioner of Planning and Building.

**Background**

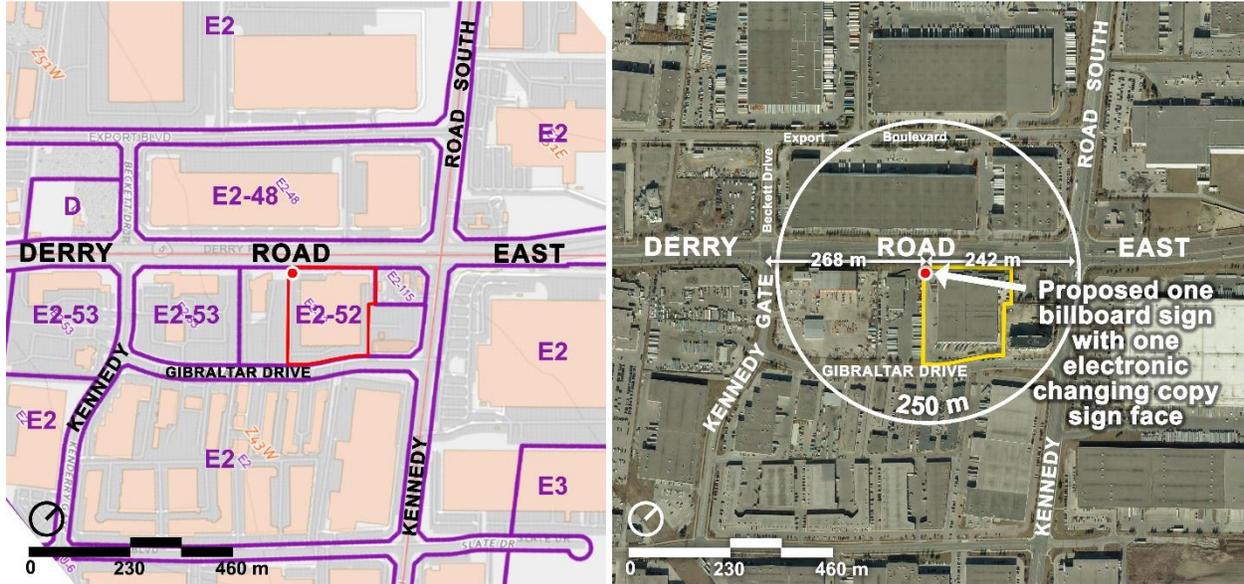
The applicant has requested a variance to the Sign By-law to permit one billboard sign with one electronic changing copy sign face (Appendix 2). Planning and Building Department staff support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs with 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* (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, 242 m (794.0 ft.) distant from the nearest intersection at Kennedy Road South and Derry Road East.



Zoning map and 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.

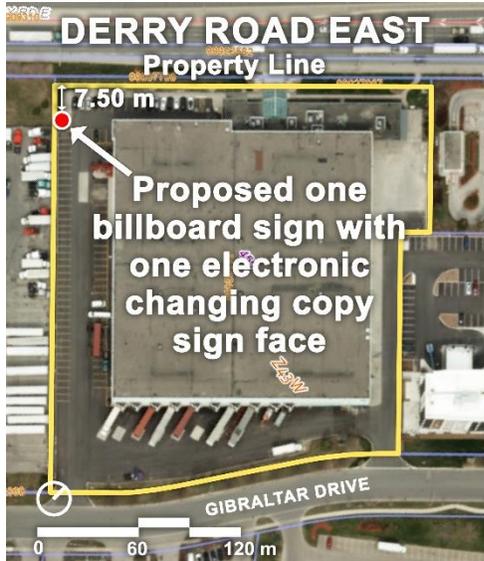
### History

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 is located at the northwest corner of the subject property. The billboard is located 7.5 m (24.6 ft.) back from the street line. The billboard has one electronic changing copy sign face, facing the westbound traffic on Derry Road East.

The dimension of the sign face is 6.0 m x 3.2 m (23.7 ft. x 12.6 ft.), the sign face area is 20.7 m<sup>2</sup> (222.8 ft<sup>2</sup>), and the height of the billboard is 7.6 m (25.0 ft.) (Appendix 2).



The location of the proposed billboard



Images of the existing condition

**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*. (Appendix 1)

**Financial Impact**

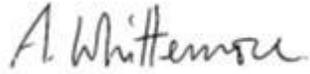
The recommendation contained herein does not have any financial impact on the City of Mississauga.

**Conclusion**

The requested sign variance to permit one billboard sign with one electronic changing copy sign face should be approved because it comply with 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



---

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

Prepared by: Amr Merdan, Urban Designer