

City of Mississauga  
**Corporate Report**



<p>Date: October 28, 2022</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file:          SGNBLD 22-1197 VAR          (W1)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning &amp; Building</p>	<p>Meeting date:          November 21, 2022</p>

## Subject

### **RECOMMENDATION REPORT (WARD 1)**

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

**2531 Cawthra Road**

**Applicant: Permit World**

**File: SGNBLD 22-1197 VAR (W1)**

## Recommendation

1. That the sign variance application under File SGNBLD 22-1197 VAR (W1), Permit World, 2531 Cawthra Road, to permit one single sided north facing billboard sign with electronic changing copy (electronic billboard sign) be refused in accordance with the reasons outlined in the report dated October 28, 2022 from the Commissioner of Planning and Building.
2. That should Planning and Development Committee (PDC) decide to approve the application, that the existing ground sign located on the subject site shall be removed.

## Background

The applicant has requested a variance to the Sign By-law to permit one single sided electronic billboard sign (Appendix 2). 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 (PDC) for consideration.

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

## Comments

### Site Location

The site is located at 2531 Cawthra Road, on the east side of Cawthra Road, south of Dundas Street East.



### Context and Surrounding Land Uses

The site, currently used as an aggregate centre, is located on lands zoned E2-134 (Employment) in the Dixie Employment Area. The E2-134 (Employment) zone permits a variety of business operations, including various industrial operations, warehouse and manufacturing facilities. It is surrounded by other business employment lands on the east and west sides of Cawthra Road with one to two storey buildings for commercial and industrial uses. There is an existing ground sign on the property. A railway overpass with an electronic billboard sign on either side is located at about 226 m (741.5 ft.) north of the proposed electronic billboard sign.

### Other similar previously approved sign variance applications

Apart from the Council approved electronic billboard signs on either side of the railway overpass, there are no similar approved sign variance applications for electronic billboard signs in the vicinity of the subject property.

### History

The applicant originally requested a sign variance to permit one two-sided electronic billboard sign located at a distance of about 226 m (741.5 ft.) from the south facing electronic billboard sign on the railway overpass. The Guidelines specify a minimum distance separation of 250 m (820.2 ft.).

## Proposal

In response to staff comments, the applicant revised the application to request a sign variance to permit a north facing single sided electronic billboard sign. See Appendix 2.

The applicant advised that the proposed north facing single sided electronic billboard sign would only be visible to southbound traffic on Cawthra Road that has moved beyond the railway overpass. According to the applicant, this would mean that, southbound drivers will only be able to see one electronic billboard sign at a time, thereby reducing the possibility of driver distraction which can be exacerbated by viewing multiple electronic billboard signs at the same time.



## Application Assessment

The distance separation between the proposed north facing single sided electronic billboard sign and the existing south facing electronic billboard sign on the railway overpass is approximately 226 m (741.5 ft.). The distance separation between the proposed electronic billboard sign and the existing north facing electronic billboard sign on the overpass is approximately 245 m (803.8 ft.). Both of these distances are less than the 250 m (820.2 ft.) minimum specified in the Guidelines. In addition, because of the grade difference between Cawthra Road north of the railway overpass and south of the railway overpass, it may be possible for southbound drivers on Cawthra Road to see both the existing north facing electronic billboard sign on the railway overpass and the proposed north facing electronic billboard sign at the same time which may contribute to driver distraction. 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 to the City of Mississauga.

## Conclusion

The requested sign variance to permit one single sided north facing billboard sign with electronic changing copy should be refused because it does not meet 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



---

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

Prepared by: Erinma Chibututu, Urban Designer