

City of Mississauga Corporate Report



<p>Date: January 6, 2023</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 22-2893 VAR (W9)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: January 30, 2023</p>

Subject

RECOMMENDATION REPORT (WARD 9)

Sign Variance Application to permit one (1) fascia sign attached to an exterior wall

2905 Argentia Road

Applicant: Atlas Copco

File: SGNBLD 22-2893 VAR (W9)

Recommendation

That the sign variance application under File SGNBLD 22-2893 VAR (W9), Atlas Copco, 2905 Argentia Road, to permit one (1) fascia sign attached to the north exterior wall which does not form part of the unit in a multi-unit industrial establishment be refused, as outlined in the report dated January 6, 2023 from the Commissioner of Planning and Building.

Background

The applicant has requested a variance to the Sign By-law to permit one (1) fascia sign attached to the north exterior wall which does not form part of the unit in a multi-unit industrial establishment (Appendix 1). Planning and Building Department staff do not support the variance as proposed. In accordance with Resolution 0020-2015, sign variance applications 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 background information regarding the application and the rationale for the staff recommendations.

Comments

Site Location

The site is located at 2905 Argentia Road, with the south building elevation facing Argentia Road and the north building elevation facing Highway 401.



Aerial Image of Subject Property

Context and Surrounding Land Uses

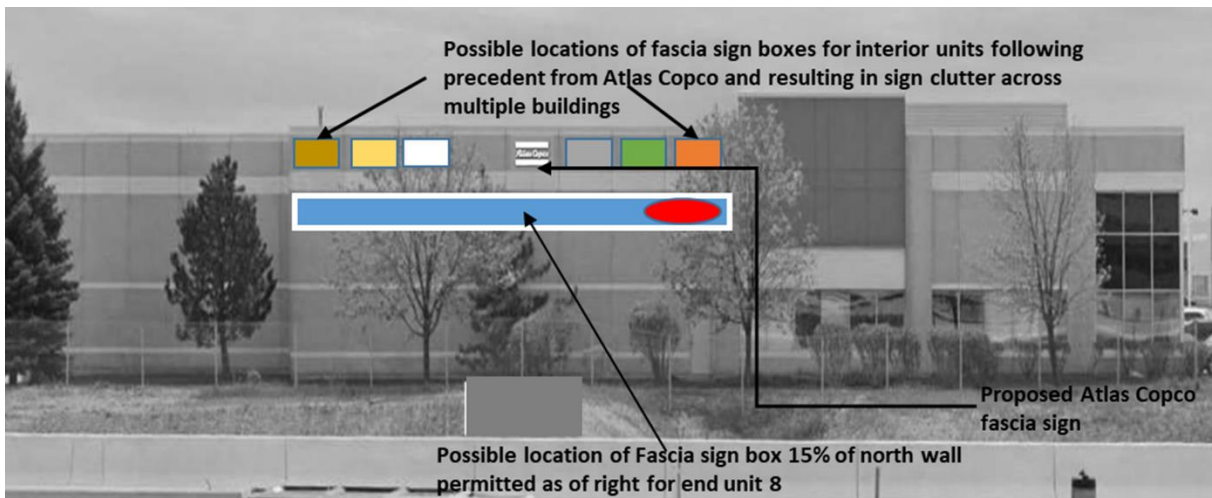
The single storey multi-unit industrial building is located on lands zoned **E2-24** (Employment). The **E2-24** (Employment) zone permits a variety of business operations, including various industrial operations, warehouse and manufacturing facilities. The subject property is surrounded by other business employment lands on the north and south sides of Argentia Road with predominantly one storey buildings for commercial and industrial uses. The units in the building and other similar buildings on the north side of Argentia Road, each face a central parking court accessed from Argentia Road, with the north elevation of each building facing Highway 401. Atlas Copco occupies one of the interior units of this multi-unit industrial establishment and is therefore not enclosed by the north end wall that faces Highway 401.

Other similar sign variance applications previously approved

There are no similar sign variance applications that were previously approved in the vicinity of the subject property for a fascia sign of an interior unit attached to the exterior wall facing Highway 401 and which does not form part of the unit.

Proposal

The applicant has requested a variance to the Sign By-law to permit one (1) fascia sign attached to the north exterior wall which does not form part of the unit in a multi-unit industrial establishment.



Application Assessment

Unit 8, the end unit to this multi-unit Industrial establishment, has its north end wall facing Highway 401. This end unit under the provisions of the Sign By-Law is entitled to one fascia sign, which can be installed on the end wall facing Highway 401, provided that the sign face area is within 15% of the total area of the first storey wall enclosing the end unit. The design of the exterior west and north building elevations incorporates a fascia sign band, which is consistent with the other buildings of a similar design facing Highway 401.

The proposed Atlas Copco sign on the north end wall facing the Highway would set an undesirable precedent that would invite the installation of multiple signs on the north end wall from other interior units within this building and other similar buildings. The cumulative impact of this could result in sign clutter.

The applicant has requested that the matter be considered by Planning and Development Committee.

Financial Impact

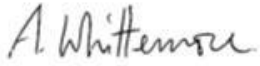
The recommendation contained herein does not have any financial impact to the City of Mississauga.

Conclusion

Staff have reviewed the variance application. The requested variance to permit one (1) fascia sign attached to the north exterior wall which does not form part of the unit in a multi-unit industrial establishment, should be refused because it could set an undesirable precedent that would invite the installation of multiple signs on the north end wall from other interior units within this building and other similar buildings. The cumulative impact of this could result in sign clutter on the building elevations facing Highway 401.

Attachments

Appendix 1: Applicant's Proposal



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

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