

City of Mississauga
Corporate Report



<p>Date: May 5, 2023</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 22-6232 VAR (W5)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: May 29, 2023</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 22-6232 VAR (W5)

Recommendation

1. That the sign variance application under file SGNBLD 22-6232 VAR (W5), Gilda Collins, 455 Gibraltar Drive, to permit one billboard sign with one electronic changing copy sign face (electronic billboard sign) be refused, as outlined in the corporate report dated May 5, 2023 from the Commissioner of Planning and Building.

Background

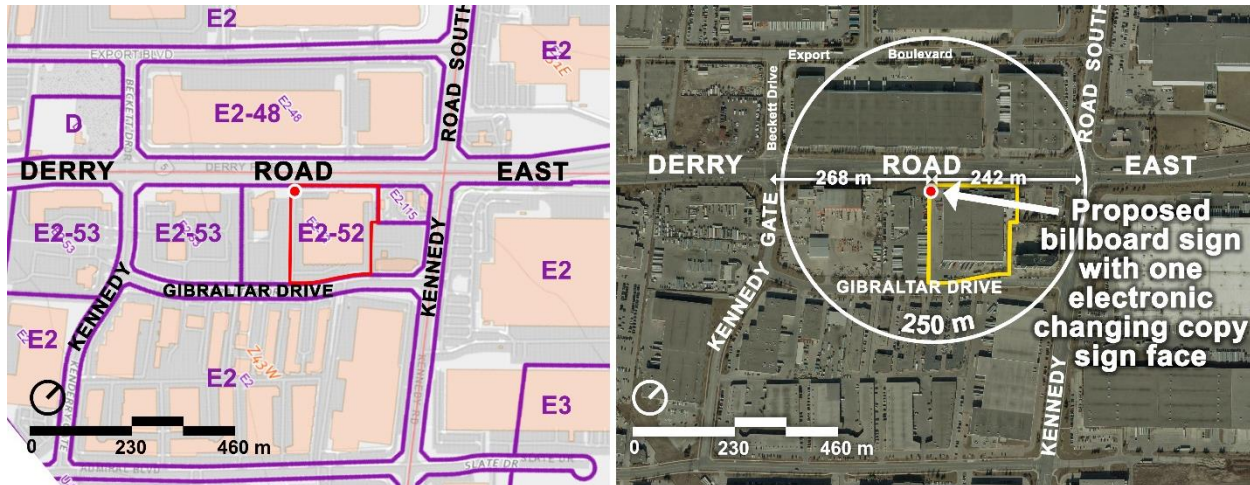
The applicant has requested a variance to the Sign By-law to permit one billboard sign with one electronic changing copy sign face (Appendix 2). Planning and Building Department staff do not support the variance as proposed. In accordance with Recommendation PDC-0065-2017, all proposed billboard signs with electronic changing copy are to be evaluated 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.

This report provides background information regarding the application and the rationale for the staff recommendation.

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 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

On November 21, 2022, another similar sign variance application submitted by a different applicant under file SGNBLD 22-2141 VAR (W5) at 1900 Derry Road East for an electronic billboard with a larger sign face area of 26.2 m² (282.0 ft²) (31% larger than the maximum permitted area) was approved by the Planning and Development Committee (PDC-0084-2022).

History

A previous sign variance application, SGNBLD 22-743 VAR (W5), on this property for an electronic billboard sign with a face area of 20.7 m² (222.8 ft²) was approved by the Planning and Development Committee (PDC-0091-2022) on December 5, 2022. Subsequent to the approval of SGNBLD 22-2141 VAR (W5) at 1900 Derry Road East, the applicant submitted this application for an electronic billboard with a sign face area 47.5% larger than the maximum permitted.

Proposal

The proposed billboard is located at the northwest corner of the subject property with a 7.5 m (24.6 ft.) setback 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 7.68 m x 3.84 m (25.2 ft. x 12.6 ft.), has a sign face area of 29.5 m² (317.5 ft²), and the height of the billboard is 7.5 m (24.6 ft.) (Appendix 2).



The location of the proposed billboard



Images of the existing condition

Application Assessment

The application does not comply with some of the Guidelines (Appendix 1). The sign face area of the proposed billboard is 29.5 m² (317.5 ft²), which is 47.5% over the maximum permitted area (20 m² (215.3 ft²)) identified in the Guidelines. We anticipate negative visual impacts due to this large sign face area.

Financial Impact

The recommendation contained herein has no 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 refused as 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

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

Prepared by: Amr Merdan, Urban Designer