

City of Mississauga
Corporate Report



<p>Date: June 2, 2023</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 23-6511 VAR (W1)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: June 26, 2023</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

Recommendation

1. That the sign variance application under File SGNBLD 23-6511 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, as outlined in the report dated June 2, 2023 from the Commissioner of Planning and Building.
2. That if Planning and Development Committee (PDC) decides to approve the application, 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 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. The property is surrounded by other employment and commercial uses. The Cawthra Road Shelter is located directly opposite the site on the west side of Cawthra Road. There is an existing ground sign on the site. A railway overpass with an electronic billboard sign on both sides is located at approximately 226 m (741.5 ft.) north of the proposed electronic billboard sign.

Other similar sign variance applications previously approved

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

On November 21, 2022, another similar sign variance application under file SGNBLD 22-2141 VAR (W5) for an electronic billboard sign with a sign face area of 26.2 m² (282 ft.²), 31% larger than the 20 m² (215.2 ft.²) maximum specified in the Guidelines, was approved by the Planning and Development Committee (PDC-0084-2022).

History

SGNBLD 22-1197 VAR W1 to permit one single sided, north facing electronic billboard sign with a sign face area of **19.52 m²** (210.1 ft.²), was approved for this same location by Planning and Development Committee (PDC) on November 21, 2022 (PDC-0085-2022). The applicant is now requesting a larger electronic billboard sign with a sign face area of 29.49 m² (317.5 ft.²), similar in size to what was approved at 1900 Derry Road East. This represents a 47.5% increase from the maximum sign face area of 20 m² (215.2 ft.²), specified in the Guidelines.

Proposal

The applicant has requested a variance to the Sign By-law to permit a north facing, single sided electronic billboard sign with a sign face area of 29.49 m² (317.5 ft.²). See Appendix 2.



Application Assessment

The proposed sign face area of 29.49 m² (317.5 ft.²) is 47.5% larger than the maximum sign face area of 20 m² (215.2 ft.²), specified in the Guidelines. This large sign face area will dominate the scale of the surrounding context and is likely to contribute to driver distraction.

As with SGNBLD 22-1197 VAR W1, 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.

Financial Impact

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

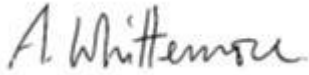
Conclusion

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

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