

City of Mississauga
Corporate Report



<p>Date: August 25, 2023</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 22-3864 VAR (W5)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: September 18, 2023</p>

Subject

RECOMMENDATION REPORT (WARD 5)

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

3205 Derry Road East

Applicant: Pattison Outdoor Advertising

Recommendation

1. That the sign variance application under File SGNBLD 22-3864 VAR (W5), Pattison Outdoor Advertising, 3205 Derry Road East, to permit one single sided (west facing) billboard sign with electronic changing copy (electronic billboard sign) be refused in accordance with the reasons outlined in the report dated August 25, 2023 from the Commissioner of Planning and Building.

Background

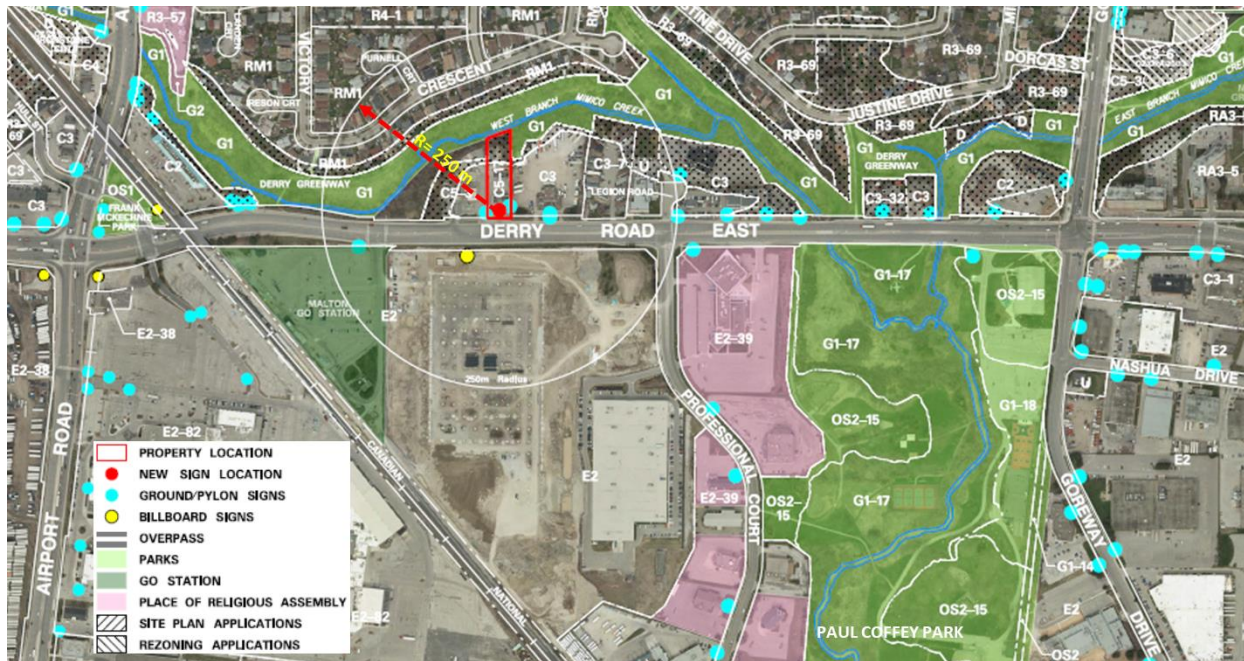
The applicant has requested a variance to the Sign By-law to permit one single sided electronic billboard sign to replace an existing static billboard sign (Appendix 2). Planning and Building Department staff do not support the variance as proposed. In accordance with Recommendation PDC-0065-2017 all 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 an existing car wash facility located at 3205 Derry Road East, on the north side of Derry Road East, between Airport Road to the west and Goreway Drive to the east.



Context and Surrounding Land Uses

The site is located on lands zoned **C5-17** (Commercial). The **C5-17** (Commercial) zone permits small scale Motor Vehicle Commercial uses such as gas bars, and motor vehicle service stations. The property is surrounded by other commercial uses and places of religious assembly. There are employment uses, a GO Station, a railway overpass that traverses Derry Road East as well as Paul Coffey Park on the south side of Derry Road East. A residential neighbourhood (**RM1** zone) is located within a 160 m (524.9 ft.) radius of the subject property along Victory Crescent to the north and northwest. It is separated from the subject property by a heavily wooded **G1** (Greenbelt) zone. There is an existing static billboard sign on the site which the applicant proposes to replace with the electronic billboard sign.

Other similar sign variance applications previously approved

There is an existing electronic billboard sign located about 115 m (377.3 ft.) southeast of the proposed electronic billboard sign, on the south side of Derry Road East, at 3150 Derry Road East.

Proposal

The applicant has requested a variance to the Sign By-law to permit one, west facing, single sided electronic billboard sign located within a 160 m (524.9 ft.) radius of a residential zone (see Appendix 2).



Application Assessment

The proposed electronic billboard sign is within 160 m (524.9 ft.) of a residential zone, whereas the Guidelines specify a minimum distance of 250 m (820.2 ft.) from a residential zone.

The residential zone facing Victory Crescent, is separated from the subject property by a heavily wooded **G1** (Greenbelt) zone. The trees in this area would limit the visibility of the proposed electronic billboard sign from the homes, but only at the times of the year when the trees are in full foliage (see Appendix 1: Sign Variance Application Assessment Table).

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 west facing billboard sign with electronic changing copy should be refused because it does not meet the minimum separation distance of 250 m (820.2 ft.) from a residential zone as specified in the Guidelines for the Review of Sign Variance Applications for Billboard Signs With Electronic Changing Copy.

Attachments

Appendix 1: Sign Variance Application Assessment Table

Appendix 2: Applicant's Proposal

A. Whitemore

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

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