

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 23-6953 VAR          (W2)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning &amp; Building</p>	<p>Meeting date:          September 18, 2023</p>

## Subject

### **RECOMMENDATION REPORT (WARD 2)**

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

**1061 Winston Churchill Boulevard**

**Applicant: Permit World**

## Recommendation

1. That the sign variance application under File SGNBLD 23-6953 VAR (W2), Permit World, 1061 Winston Churchill Boulevard, to permit one single sided (south 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

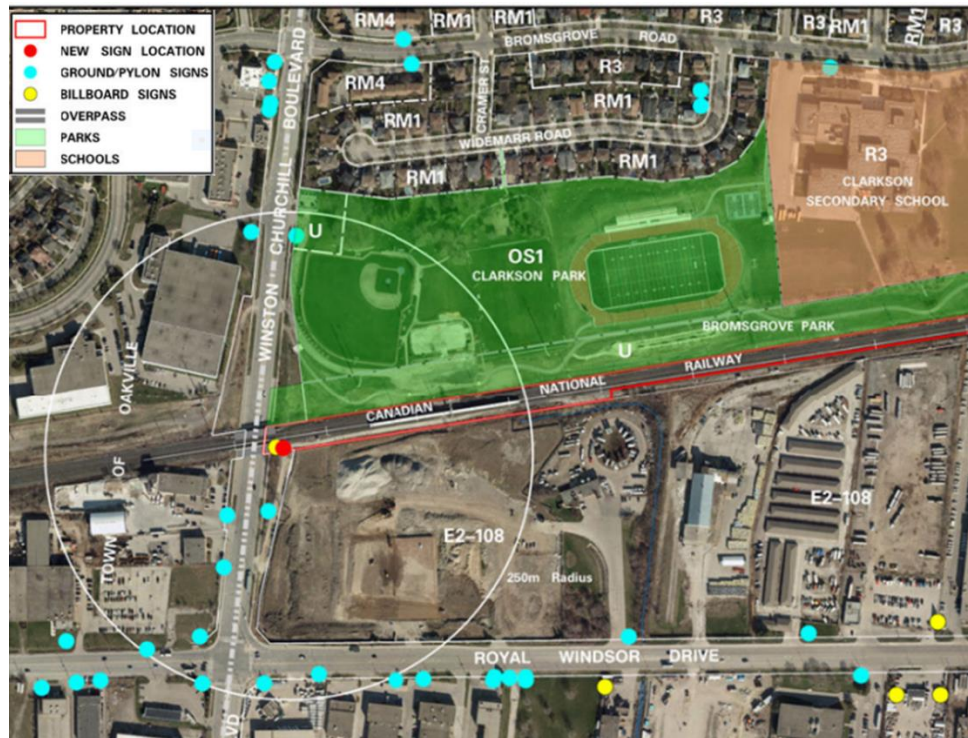
The applicant has requested a variance to the Sign By-law to permit one single sided (south facing) electronic billboard sign (Appendix 2). Planning and Building Department staff do not support the variance as proposed. In accordance with Recommendation PDC-0065-2017 all proposed electronic billboard 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 recommendations.

## Comments

### Site Location

The site is located at 1061 Winston Churchill Boulevard within the Railway Right Of Way, on the east side of Winston Churchill Boulevard, north of Royal Windsor Drive.



Aerial Image of Subject Property

### Context and Surrounding Land Uses

The site is located within the Railway Right Of Way. The adjoining property at the northeast corner of Royal Windsor Drive and Winston Churchill Boulevard is zoned **E2-108** (Employment). The **E2-108** (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 south of the railway overpass. There is a Utility Corridor, a Public Park on lands zoned **OS1** and residential uses north of the railway overpass. There is an existing static billboard sign on the site which is to be replaced by the proposed electronic billboard sign.

### Other similar sign variance applications previously approved

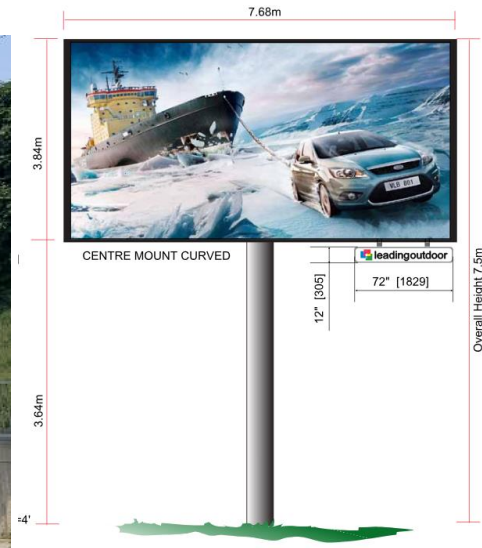
There are no similar sign variance applications that were previously approved in the vicinity of the subject property.

## Proposal

The applicant has requested a variance to the Sign By-law to permit to permit a south facing, single sided electronic billboard sign with a sign face area of 29.49 m<sup>2</sup> (317.5 ft.<sup>2</sup>) (see Appendix 2).



Existing static billboard sign



Proposed electronic billboard sign

## Application Assessment

The proposed sign face area of 29.49 m<sup>2</sup> (317.5 ft.<sup>2</sup>) is 47.5% larger than the maximum sign face area of 20 m<sup>2</sup> (215.2 ft.<sup>2</sup>), 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 (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.

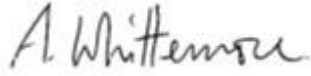
## Conclusion

The requested sign variance to permit one single sided south facing billboard sign with electronic changing copy should be refused because it is 47.5% larger than the maximum sign face area 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 request



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

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