

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 23-6512 VAR (W6)</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 6)

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

1615 Dundas Street West

Applicant: Gilda Collins

Recommendation

1. That the sign variance application under file SGNBLD 23-6512 VAR (W6), Gilda Collins, 1615 Dundas Street West, to permit one billboard sign with one electronic changing copy sign face (electronic billboard sign) be refused, as outlined in the corporate 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 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 north side of Dundas Street West, east of Mississauga Road. It is to be located 500 m (1640.4 ft.) from the intersection at Mississauga Road and Dundas Street West. The proposed billboard is located 94.1 m (308.7 ft.) from a residential zone.



The subject property and the surrounding context

Context and Surrounding Land Uses

The subject property is zoned **C4-7** (Commercial) and surrounded by properties zoned **C4** (Commercial), **G1** (Greenland), and **R2-22** (Detached Dwellings).

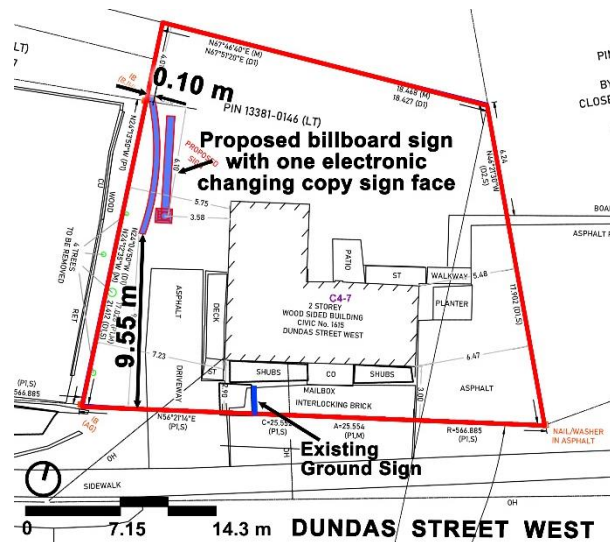
Other Similar Sign Variance Applications Previously Approved

There is one existing ground sign located on the subject property. No other electronic billboards are located within 250 m (820.2 ft.) of the subject property on the same street side.

Proposal

The proposed billboard is located on the west side of the subject property with a 9.55 m (31.3 ft.) setback from the street line. The billboard has one single-sided electronic changing copy sign face, oriented to face the eastbound traffic on Dundas Street West.

The dimension of the sign face is 7.68 m x 3.84 m (25.2 ft. x 12.6 ft.), with an area of 29.5 m² (317.5 ft²). 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 electronic billboard sign Guidelines (Appendix 1). The distance of the proposed billboard to the nearest residential property is 94.1 m (308.7 ft.), which is less than the minimum permitted distance of 250 m (820.2 ft.). The sign face area of the proposed billboard is 29.5 m² (317.5 ft²), which is 47.5% over the maximum permitted area of 20 m² (215.3 ft²) identified in the Guidelines. There is an existing ground sign that should be removed should this application be approved.

We anticipate negative visual impacts due to the proposed large sign face area and the proximity to the adjacent residential neighbourhood.

Financial Impact

The recommendation contained herein has no financial impact on the City of Mississauga.

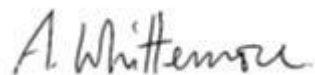
Conclusion

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 Assessment Table

Appendix 2: Applicant's Proposal



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

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