

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 23-6777 VAR (W8)</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 8)

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

3915 Dundas Street West

Applicant: Chris Roubekas

Recommendation

1. That the sign variance application under file SGNBLD 23-6777 VAR (W8), Chris Roubekas, 3915 Dundas Street West, to permit one billboard sign with two electronic changing copy sign faces (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 two electronic changing copy sign faces (Appendix 2). Planning and Building Department staff do not support the variance as proposed.

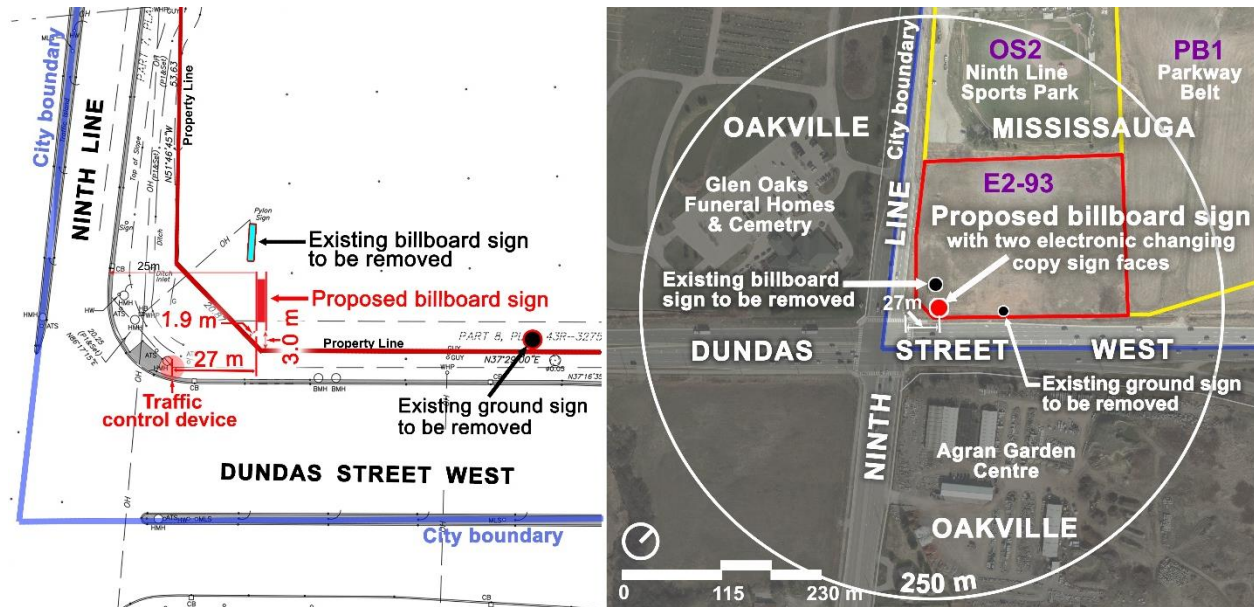
In accordance with Recommendation PDC-0065-2017, all proposed billboard signs with electronic changing copy are to be evaluated in accordance with the Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy (Guidelines) and brought to Planning and Development 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 northeast corner of the Dundas Street West and Ninth Line intersection. The distance of the proposed billboard to the major traffic signs at the Dundas Street West and Ninth Line signalized intersection is 27.0 m (88.6 ft.).



The subject property and the surrounding context

Context and Surrounding Land Uses

The property is zoned **E2-93** (Employment) and surrounded by properties zoned **OS2** (Open Space), **PB1** (Parkway Belt), and **E2** (Employment).

Other Similar Sign Variance Applications Previously Approved

There is an existing billboard with one electronic changing copy sign face on the subject property issued in accordance with the sign permit (SGNBLD 03-9816), which was issued in 2003 before establishing the new electronic billboard review process. The applicant confirmed that the existing billboard sign would be removed and replaced with the new proposed billboard. (Attachment 2)

History

The property is vacant with an active rezoning development application (file number OZ 18-18) to develop three storage buildings.

Proposal

The billboard sign is proposed to be located on the southwest corner of the subject property with a 3.0 m (9.8 ft.) setback from the street line. The billboard has one electronic changing copy sign face that will target traffic travelling toward the west direction along Dundas Street West.

The dimension of the sign face is 5.79 m x 3.03 m (18.99 ft. x 9.94 ft.), with an area of 17.94 m² (193.1 ft²). The height of the billboard is 7.62 m (25.0 ft.) (Appendix 2).



Image of the existing condition

Application Assessment

The application does not comply with some of the Guidelines (Appendix 1). The distance from the billboard to the closest traffic control device at Dundas Street West and Ninth Line intersection is 27.0 m (88.6 ft.), less than the minimum permitted distance of 120 m (393.7 ft.) identified in the Guidelines. The proposed billboard setback from the street line facing Dundas Street West is 3.0 m (9.8 ft.), less than the minimum permitted distance of 7.5 m (24.6 ft.) also identified in the Guidelines. There is an existing ground sign on the subject property that should be removed should this sign variance application be approved.

We anticipate negative visual impacts due to the proposed billboard height and the proximity to the street line and the traffic control device at Dundas Street West and Ninth Line intersection.

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 two electronic changing copy sign faces 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

A. Whittemore

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

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