

# City of Mississauga

# Corporate Report



Date: October 4, 2023

To: Chair and Members of Planning and Development Committee

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

Originator's file:  
SGNBLD 23-7495 VAR  
(W2)

Meeting date:  
October 23, 2023

## Subject

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

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

**2070 Bromsgrove Road**

**Applicant: Nicholas Campney**

## Recommendation

That the sign variance application under file SGNBLD 23-7495 VAR (W2), Nicholas Campney, 2070 Bromsgrove Road, to permit one billboard sign with two electronic changing copy sign faces (electronic billboard sign) be refused, as outlined in the corporate report dated October 4, 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 subject property is located on the west side of Southdown Road, north of the Canadian National Railway (CN). The location of the proposed billboard is 85.0 m (278.9 ft.) from the nearest residential property and 52.0 m (170.6 ft.) from the signalized intersection at Bromsgrove Road and Southdown Road.



The subject property and the surrounding context

### Context and Surrounding Land Uses

The subject property is zoned **D** (Development) and is currently used as the Go Station surface parking lot. The surrounding properties are zoned **C5** (Commercial) Tim Hortons restaurant and surface parking lot, **G1** (Greenland) channelized section of Sheridan Creek, **E2-108** (Employment) transit station, surface parking and a structured parking facility and **R3-1** and **R3-2** (Residential) zones containing detached homes.

### Other Similar Sign Variance Applications Previously Approved

There is an existing billboard with two static sign faces on the subject property with a sign permit (SGNBLD 88-7127) issued in 1988 before establishing the Sign By-law 54-02 in 2002. The applicant confirmed that the existing static billboard sign would be removed and replaced with the new proposed electronic billboard sign. (Attachment 2)

## Proposal

The proposed Billboard is located on the east side of the subject property with a 4.0 m (13.1 ft.) setback from the street line. The Billboard has two electronic changing copy sign faces that will target traffic travelling in both directions along Southdown Road.

The dimension of the sign face is 6.1 m x 3.05 m (20.0 ft. x 10.0 ft.), with an area of 18.6 m<sup>2</sup> (200.2 ft<sup>2</sup>) and 7.62 m (25.0 ft.) height. (Appendix 2)



Image of the existing condition

## Application Assessment

The application does not comply with some of the electronic billboard sign Guidelines (Appendix 1). The proposed billboard sign is located 85.0 m (278.9 ft.) from the nearest residential property, which is less than the minimum distance of 250 m (820.2 ft.) identified in the Guidelines. The distance from the proposed billboard to a major traffic sign or driver decision point at Bromsgrove Road and Southdown Road intersection is 52.0 m (170.6 ft.), which is less than the minimum permitted distance of 120 m (393.7 ft.) identified in the Guidelines. The sign's setback from the street line is 4.0 m (13.1 ft.), which is less than the minimum permitted distance of 7.5 m (24.6 ft.), also identified in the Guidelines.

We anticipate negative visual impacts due to the proximity of the proposed billboard to the adjacent residential neighbourhood, the street line, and the nearest signalized intersection.

## Financial Impact

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

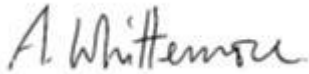
## Conclusion

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



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

Prepared by: Amr Merdan, Urban Designer