

A by-law to amend By-law 0054-2022 being the Sign By-law to incorporate provisions for billboard signs with electronic changing copy and to extend the period that permits business improvement area boards to erect sidewalk signs inside existing planters located on City boulevards within business improvement areas and to extend the exemption period for persons that erect portable signs to January 1, 2025

**WHEREAS** section 11 of the *Municipal Act*, 2001, S.O. 2001, c. 25, as amended (the “Act”), provides that a local municipality may pass by-laws respecting signs;

**AND WHEREAS** Council of the Corporation of the City of Mississauga (“Council”) considers it desirable and necessary to amend the Sign By-law 0054-2002, as amended (“Sign By-law”), in order to incorporate provisions concerning billboard signs with electronic changing copy;

**AND WHEREAS** on January 17, 2024, Council adopted Recommendation PDC-002-2024 to amend the Sign By-law in order to incorporate provisions concerning billboard signs with electronic changing copy;

**AND WHEREAS** on January 17, 2024, Council adopted Resolution 0006-2024 to amend the Sign By-law to extend the period that permits business improvement area boards to erect sidewalk signs inside existing planters located on City boulevards within business improvement areas and to extend the exemption period for persons that erect portable signs to January 1, 2025;

**NOW THEREFORE** the Council of the Corporation of the City of Mississauga **ENACTS** as follows:

THAT the Sign By-law 0054-2022, as amended, is hereby amended as follows:

1. That the following definitions be added to Section 1:

*“animation”* means any motion in the advertisement, including video, special effects within a single frame and transition, movement and rotation between successive frames;

*“billboard sign with electronic changing copy”* or *“electronic billboard sign”* means billboard sign constructed so that the message or copy can be changed by electronic means;

*“character”* means the aggregate of the features including the attributes of the physical, natural and social dimensions of a particular area or neighbourhood;

*“compatible”* means that which enhances an established community and coexists with existing developments and other infrastructure without unacceptable adverse impact on the surrounding area;

*“context”* means, when used within Schedule H to this By-law, an area that is within a 1 km (3280.84 ft.) radius of the centre point of the location of a proposed billboard sign with electronic changing copy;

*“driver decision point”* means crucial areas where a driver's attention must not be distracted from the task of safely navigating the roadway, including but not limited to intersections, pedestrian crossings, rail crossings, on/off ramps, toll plazas, work zones, traffic lights, traffic signs, traffic signals and other traffic control devices etc;

*“dwelling unit”* means one or more habitable rooms designed, occupied or intended to be occupied as living quarters as a self-contained unit and shall, as a minimum contain sanitary facilities, accommodation for sleeping and one kitchen, but not more than one kitchen;

*“frame”* means, when used in the context of electronic billboard signs, a complete static display screen on a billboard sign with electronic changing copy;

*“illuminance”* means the amount of light falling upon a surface;

*“landmark”* means a building, object or feature of a landscape, neighbourhood or the City that is easily seen and recognized from a distance, especially one that enables people to establish their location;

*“luminance”* means the amount of light that is emitted by or reflected from the surface of a sign;

*“lux”* means the metric unit of measure for illuminance;

*“major traffic signs”* means all regulatory traffic signs that give directives which must be obeyed;

*“message duration”* means the length of time that a static image or message is displayed on a digital sign face;

*“message sequencing”* means the use of a sequence of displays and messages as part of a single advertisement;

*“streetscape”* means the character of the street, including the street right-of-way, adjacent properties between the street right-of-way and building faces. Thus, the creation of a streetscape is achieved by the development of both public and private lands and may include planting, furniture, paving, etc;

2. That the definition for “billboard sign” be deleted in its entirety from Section 1 and replaced with the following:

*“billboard sign”* means an outdoor free standing sign that is installed at grade, and advertises goods, products, or services that are not sold or offered on the property where the sign is located, and is either single faced or double faced;

3. That subsection 4(2)(v) be deleted in its entirety and replaced with the following:

(v) a sidewalk sign erected by a business improvement area inside an existing planter on a City boulevard within a business improvement area, until 12:01 a.m. on January 1, 2025.

4. That subsection 4(6)(c) be deleted in its entirety and replaced with the following:

(c) flashing or animated sign, with the exception of a permitted billboard sign with electronic changing copy;

5. That Section 5 be amended by adding the following:

(6.1) Billboard Sign with Electronic Changing Copy Sign Permits

In addition to the information required under subsections 5(4) and 5(6), excluding 5(6)(g), an application for an electronic billboard sign permit shall contain the following:

(a) all plans and drawings accompanying the application must contain the setback of the proposed electronic billboard sign from other electronic billboard signs and billboard signs within a 500 meter radius of the proposed electronic billboard sign; and

(b) a signed release and indemnification satisfactory to the Director.

6. That Section 13 be amended by adding the following table below Table 4:

Table 4.1

Billboard Signs with Electronic Changing Copy				
Column 1	Column 2			
Use	Number of billboards per property	Maximum	Maximum	Minimum
		Sign Area	Height	Setbacks
- Shopping Centre - Office Building - Hotel - Service Station - Motor Vehicle Dealership - Public Squares in the Downtown Core - Public Squares within the Cooksville 4 Corners - Public Squares within Major Nodes <sup>2</sup>	1 for each property where there is no ground sign	20.0 m <sup>2</sup> per sign face	See Sections 20 and 20.1	See Sections 20 and 20.1
Individual Free-standing Industrial Establishment <sup>1</sup>	1 for each property where there is no ground sign	20.0 m <sup>2</sup> per sign face	See Sections 20 and 20.1	See Sections 20 and 20.1
Vacant Industrial Property <sup>1</sup>	1	20.0 m <sup>2</sup> per sign face	See Sections 20 and 20.1	See Sections 20 and 20.1
Notes:				
1 Notwithstanding subsection 17 (5), no person shall erect a sign in an Employment zone that is visible from any land zoned for residential uses and located between Eastgate Parkway and Rathburn Road East.				
2 The three Major Nodes in Mississauga are Central Erin Mills, Lakeview Waterfront and Uptown. For more information, consult the Mississauga Official Plan.				

7. That Section 20 be amended by adding the following:

**20.1 BILLBOARD SIGNS WITH ELECTRONIC CHANGING COPY**

- (1) With the exception of subsections 20(2)(a) and 20(2)(b), the provisions of section 20 apply to electronic billboard signs.
- (2) For the purposes of this section, minimum distance from an intersection means the shortest distance from any part of the electronic billboard sign or its structure to the closest edge of paved road within the four quadrants of the intersection.
- (3) Notwithstanding subsections 20(2)(a) and 20(2)(b), no part of an electronic billboard sign shall be:
  - (a) located closer than 250 metres from another billboard sign on the same side of the street, but this does not apply to billboard signs on opposite sides of grade separated railway crossings; and
  - (b) located closer than 250 metres measured in a straight line from a residential zone and/or residential use or any zone that permits a residential facility with dwelling units.
- (4) Where the posted speed limit on a road is less than 80 km/hour, an electronic billboard sign shall not be erected within 120 metres of a major traffic sign or driver decision point.
- (5) Where the posted speed on a road is 80km/hour or greater, an electronic billboard sign shall not be erected within 250 metres (820.21 ft.) of a major traffic sign and 500 metres (1,640.42 ft.) of a driver decision point.

- (6) All electronic billboard signs shall adhere to the following display requirements:
  - (a) The minimum message duration shall be 10 seconds;
  - (b) The maximum interval between successive displays shall be 0.1 second;
  - (c) There shall be no visual effects or animation of any kind, including, but not limited to, fading, dissolving, blinking or the illusion of such effects, during the message transition or interval between successive displays;
  - (d) There shall be no message sequencing or text scrolling of any kind, over successive display phases on a single electronic billboard sign or across multiple electronic billboard signs;
  - (e) There shall be no interactive billboard messages that permit, support or encourage interactive communication with drivers in real time, including but not limited to, electronic billboard signs that respond to text messages, phone calls or e-mails from passing drivers;
  - (f) There shall be no animation, flashing movement or appearance of movement, except where the electronic billboard sign is not visible from any vehicular road way;
  - (g) The maximum luminance level for an electronic billboard sign shall be:
    - (i) 5000cd/m<sup>2</sup> from sunrise to sunset (One Nit = One Candela per m<sup>2</sup> (cd/m<sup>2</sup>);
    - (ii) 300cd/m<sup>2</sup> from sunset to sunrise (One Nit = One Candela per m<sup>2</sup> (cd/m<sup>2</sup>); and
    - (iii) 0.3 lux above ambient light levels (One Lux = 0.093 foot-candles (fc)
  - (h) All electronic billboard signs shall be equipped with ambient light sensors and automatic dimmers that control the light output relative to ambient conditions; and
  - (i) An electronic billboard sign shall only be illuminated between the hours of 5:00 am and midnight (12:00 am) each day.
- 8. That subsections 23(12)(a) and 23(12.1) be deleted in their entirety and replaced with the following:
  - (12) As a result of the emergency:
    - (a) notwithstanding subsection 23(3), a portable sign may be erected until 12:01 a.m. on January 1, 2025;
  - (12.1) Subsection 23(12) shall be in force and effect until 12:01 a.m. on January 1, 2025.
- 9. That subsection 24(7) be deleted in its entirety and replaced with the following:
  - (7) Subsection 24(6) shall be in force and effect until 12:01 a.m. on January 1, 2025.
- 10. That Section 32 be amended by adding the following:
  - (1.1) Billboard Signs with Electronic Changing Copy
    - (a) In addition to the information required under section 32(1), an application for variance concerning a billboard sign with electronic changing copy shall be accompanied by an Urban Design Impact Assessment, the terms of reference for which are attached as Schedule H to this By-law.



## APPENDIX 1

### SCHEDULE H

#### TERMS OF REFERENCE FOR URBAN DESIGN IMPACT ASSESSMENT OF BILLBOARD SIGNS WITH ELECTRONIC CHANGING COPY

##### 1. Purpose

The purpose of the urban design impact assessment is to evaluate the visual impact of a proposed billboard sign with electronic changing copy on the **character** of the **context** within which it is to be located. This also includes an assessment of the impact on the use of the spaces from which it will be visible and on the physical elements that make up those spaces including trees, streetscape elements, public art, sidewalks, parks and open spaces, amenity areas etc. Where applicable, the urban design impact assessment will specify mitigation measures to eliminate any negative impacts in order to achieve a billboard sign that is **compatible** with the context in which it is to be located.

##### 2. Required Information

In addition to the information required under subsection 5 (4) and 5 (6) of Sign By-Law 54-02, the following information shall be provided as part of an urban design impact assessment:

- 2.1. A **context** map/plan drawn to a minimum metric scale of 1:500 that shows the **context** around the proposed sign. The **context** shall be defined as an area that is within a 1 km (3280.84 ft.) radius of the centre point of the location of the proposed billboard sign with electronic changing copy.
- 2.2. The **context** plan shall show all existing features including the following:
  - All existing and approved developments
  - Sensitive land uses including but not limited to residential buildings, residential uses within mixed use developments, schools, hospitals
  - Landmark buildings and features
  - Street names, roads and highways
  - Street trees, landscape areas, sidewalks and all existing features on the boulevards
  - Street furniture, light standards, traffic lights, bus stops and shelters
  - Existing and approved billboard signs and ground signs
  - Public art installations
  - Cultural Heritage Resources including Heritage designated and listed buildings, parks, monuments and features of historical significance
  - Public art installations
  - Public and private open space and amenity areas
  - Significant views and vistas where applicable
- 2.3. Provide accurate 3D images of the proposed billboard sign with electronic changing copy within the **context** as defined above. The images shall be taken from a minimum of four different directions identified on the context plan.
- 2.4. Provide an Urban Design Impact Summary which shall include the following:
  - 2.4.1. A description of the **character** of the context including the scale and range of building heights, **character** of the **streetscape**, land uses, significant features such as heritage buildings, important views and vistas, natural features, public art, architectural style etc. This description shall be supported by images and any other illustrations.
  - 2.4.2. A written analysis of the merits of the proposed billboard sign as it relates to the scale and **character** of the **context**, its impact on existing conditions and how it will enhance the urban design and visual image of the existing and planned **character** of the **context**. The written analysis shall also demonstrate that the proposed billboard signs with electronic changing copy adhere to the display requirements in Section 20.1 (6) of the Sign By-Law. Further, the analysis shall identify all negative impacts and propose measures to eliminate those negative impacts on sensitive land uses including residential zones and any zones that permit residential uses and/or residential facilities that contain a dwelling unit.