

City of Mississauga
Corporate Report



<p>Date: March 20, 2024</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 23-9687 VAR (W3)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: April 8, 2024</p>

Subject

RECOMMENDATION REPORT (WARD 3)

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

1034 Eglinton Avenue East

Applicant: Gilda Collins

Recommendation

That the sign variance application under File 23-9687 VAR (W3), Gilda Collins, 1034 Eglinton Avenue East, to permit one billboard sign with one electronic changing copy sign face (electronic billboard sign) be refused in accordance with the reasons outlined in the report dated March 20, 2024, from the Commissioner of Planning and Building.

Background

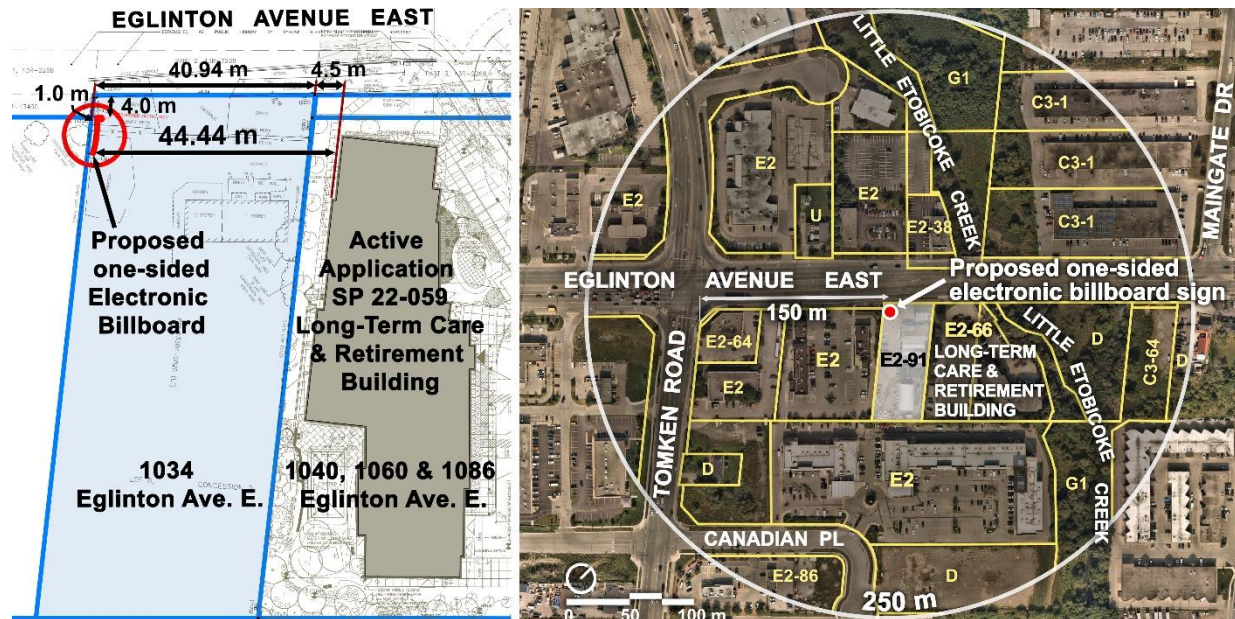
The applicant has requested a variance to the Sign By-law to permit one billboard sign with one electronic changing copy sign face (Appendix 2). Please note that this sign variance application was submitted prior to the recent changes to the sign variance process for billboard signs with electronic changing copy signs, which took effect on January 31, 2024. Therefore, it must be reviewed under the old Sign By-law provisions that recommended 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 the 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 on the south side of Eglinton Avenue East, 150 m (492.1 ft.) distant from the nearest intersection at Tomken Road and Eglinton Avenue East.



The subject property and the surrounding context

Context and Surrounding Land Uses

The subject site is zoned **E2-91** (Employment) and surrounded by properties zoned **E2**, which allows for various business employment operations in accordance with Zoning By-law 0225-2007. However, the adjacent **E2-66** zone also permits long-term care and retirement home uses.

Other Similar Sign Variance Applications Previously Approved

There are no ground signs on the subject property, and there are no other electronic billboards located within 250 m (820.2 ft.) of the subject property on the same street side.

History

The property immediately east of the subject site, at 1060 Eglinton Avenue East, is zoned **E2-66** (Employment) that allows long-term care and retirement home uses. There is an active site plan application, SP 22-059 W3, on this adjacent property to replace two existing long-term care and retirement home buildings (one demolished and the other underway) with a new, 8-storey, long-term care and retirement building.

Proposal

The proposed billboard is to be located on the west side of the subject property with a 4.0 m (13.1 ft.) setback from the street line and a 1.0 m (3.3 ft.) setback to the west property line. The billboard has one electronic changing copy sign face, facing the eastbound traffic on Eglinton Avenue East. The back of the billboard will face the new long-term care and retirement building with a 44.4 m (145.8 ft.) separation distance. The dimensions of the sign face are 7.0 m x 3.5 m

(23.0 ft. x 11.5 ft.), has a sign face area of 24.5 m² (363.7 ft²), and a height of 7.6 m (24.9 ft.) (Appendix 2).



The proposed electronic billboard and the new 8-storey long-term care and retirement building

Application Assessment

The application does not comply with some of the Sign By-law regulations and Guidelines (Appendix 1). The proposed sign face area is 22.5% over the maximum permitted area of 20 m² (215.3 ft²). The proposed billboard's setback from the street line facing Eglinton Avenue East is less than the permitted setback, which is 7.5 m (24.6 ft.). Although the distance between the proposed electronic billboard and the long-term care and retirement building is 44.4 m (145.8 ft.), which is less than the 250 m (820.2 ft.) minimum permitted distance to residential use, staff do not anticipate negative visual impacts because the billboard's electronic face will face away from the long-term care and retirement building.

Staff do anticipate some negative visual impacts due to the large sign face area and the reduced setback from the street line.

Financial Impact

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

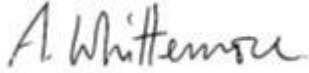
Conclusion

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 Sign By-law regulations and the Guidelines for the Review of Billboard Signs with Electronic Changing Copy.

Attachments

Appendix 1: Sign Variance Application Assessment Table

Appendix 2: Applicant's Proposal



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

Prepared by: Amr Merdan, Urban Designer