

City of Mississauga
Corporate Report



<p>Date: August 14, 2024</p> <p>To: Chair and Members of Planning and Development Committee</p>	<p>Originator's file: SGNBLD 22-2791 VAR (W5)</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: September 3, 2024</p>

Subject

RECOMMENDATION REPORT (WARD 5)

**Sign Variance Application to permit one ground sign with 100% electronic changing copy
 6501 Goreway Drive**

Applicant: Esso Commercial Cardlock

Recommendation

1. That the sign variance application under File SGNBLD 22-2791 VAR (W5), Esso Commercial Cardlock, 6501 Goreway Drive, to permit one ground sign with 100% electronic changing copy be refused in accordance with the reasons outlined in the report dated August 14, 2024, from the Commissioner of Planning and Building.
2. That should Planning and Development Committee decide to approve the application, all existing static ground signs shall be removed from the property and the 100% electronic ground sign shall be subject to all applicable regulations for electronic billboard signs.

Background

The applicant has requested a variance to the Sign By-law to permit one ground sign with 100% electronic changing copy (Appendix 1). Planning and Building Department staff do not support the variance as proposed. In accordance with Resolution 0020-2015, sign variance applications that are refused by staff may be appealed by applicants to the Planning and Development Committee for further consideration.

The purpose of this report is to provide background information regarding the application and the rationale for the staff recommendation.

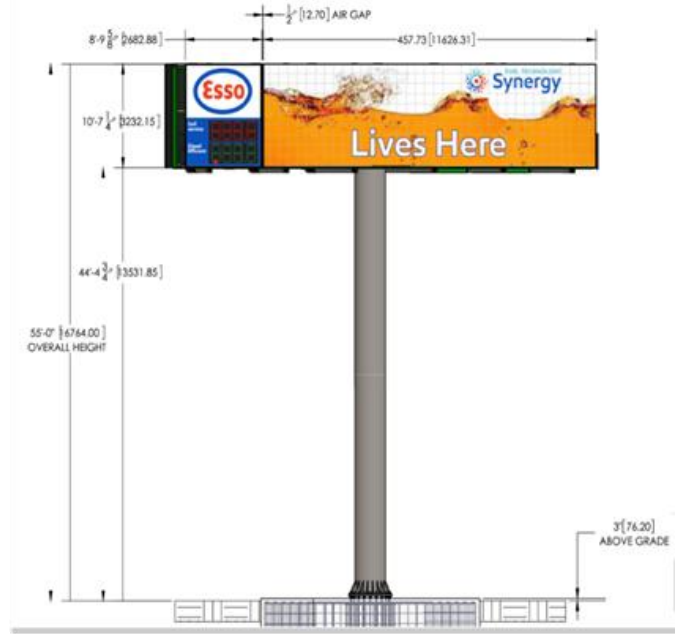
Comments

Site Location

The site, Esso Commercial Cardlock, is located at 6501 Goreway Drive, on the east side of Goreway Drive, south of Nashua Drive, and bounded by Highway 427 to the east. Highway 427 is elevated relative to the subject site. The proposed ground sign with 100% electronic changing copy is located at the rear yard of the property, adjacent to the highway. The height of the proposed sign is designed to enhance its visibility from the elevated highway.



- PROPERTY LOCATION
- NEW SIGN LOCATION
- GROUND/PYLON SIGNS
- BILLBOARD SIGNS
- PARKS



Aerial Image of Subject Property

Proposed 100% Electronic Ground Sign

Context and Surrounding Land Uses

The site is located on lands zoned **E2** (Employment). The **E2** (Employment) zone permits a variety of business operations, including various industrial operations, warehouse and manufacturing facilities. The property is surrounded by other employment uses as well as lands zoned **G1** (Greenlands) to the west and northwest. There is an existing static ground sign on the site along Goreway Drive.

Other similar sign variance applications previously approved

There is an existing electronic billboard sign located more than 300 m (984.3 ft.) to the south of the proposed electronic ground sign. There are no ground signs with 100% electronic changing copy in the vicinity of the subject property.

Proposal

The applicant has requested a variance to the Sign By-law to permit a ground sign with 100% electronic changing copy, located in the rear yard of the property. The proposed electronic ground sign has a sign face area of 46.50 m² (500.5 ft²) and a height of 16.8 m (55 ft.).

Application Assessment

A ground sign is generally located along the street frontage that provides access to the premises, so that the businesses on the premises can be readily identified and accessed from that street.

Ground signs are not permitted in the rear or side yard of a lot adjacent to a provincial highway. Although the subject site is located adjacent to Highway 427, the proposed ground sign is not likely to facilitate wayfinding from the highway to the subject site since there is no direct access from Highway 427 to Goreway Drive.

The proposed sign face area of 46.5 m² (500.5 ft²) is excessive and is more than three times the maximum permitted sign face area of 15 m² (161.5 ft.²). The proposed height of 16.8 m (55 ft.) is also excessive and is more than double the maximum permitted height of 7.5 m (24.6 ft.).

In addition, there is no provision in the Sign By-Law for a ground sign with 100% electronic changing copy. There are no guidelines or regulations with which to evaluate such signs and their cumulative impact on traffic safety and the surrounding context. A 100% electronic changing copy ground sign of the proposed sign face area and height will set a precedent, which if repeated by multiple adjoining properties, could have a cumulative negative impact on traffic safety, including driver distraction on the highway.

The only signs which are permitted to have 100% electronic changing copy are electronic billboard signs. However, electronic billboard signs are only permitted to display 3rd party advertising and are governed by regulations in the Sign By-Law that address the issues associated with traffic safety and impact on the surrounding context.

Even if the regulations for electronic billboard signs were applied in the review of the proposed electronic ground sign, it would still be deficient in the following areas:

1. Location: Industrial establishment etc. where there are no ground signs on the property, whereas the subject site has an existing static ground sign
2. Maximum sign face area: 20 m² (215.3 ft²) whereas 46.5 m² (500.5 ft²) is proposed
3. Maximum height: 7.6 m (24.9 ft.) whereas 16.8 m (55 ft.) is proposed
4. An electronic billboard sign is subject to display regulations as well as an Urban Design Impact Assessment which SGNBLD 22-2791 VAR W5 does not address.

Financial Impact

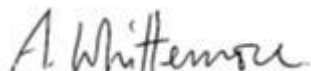
The recommendation contained herein does not have any financial impact to the City of Mississauga.

Conclusion

Staff have reviewed the variance application as submitted. The requested variance should be refused because the sign face area and height are excessive. A 100% electronic changing copy ground sign of the proposed sign face area and height could have a negative impact on traffic safety and could create a distraction to drivers on the highway especially if such signs are repeated on multiple adjoining properties. In addition, a ground sign located adjacent to the highway serves no wayfinding function since there is no direct access to Goreway Drive from Highway 427.

Attachments

Appendix 1: Applicant's Proposal



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

Prepared by: Erinma Chibututu, Urban Designer