

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 24-778 VAR (W8)</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 8)

**Sign Variance Application to permit one ground sign with 100% electronic changing copy
 2225 Erin Mills Parkway**

Applicant: Dunpar Developments Inc.

Recommendation

1. That the sign variance application under File SGNBLD 24-778 VAR (W8), Dunpar Developments Inc., 2225 Erin Mills Parkway, to permit one ground sign with 100% electronic changing copy (electronic ground sign) 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 sign variance, the 100% electronic ground sign shall be subject to the display regulations for a billboard sign with electronic changing copy.

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.

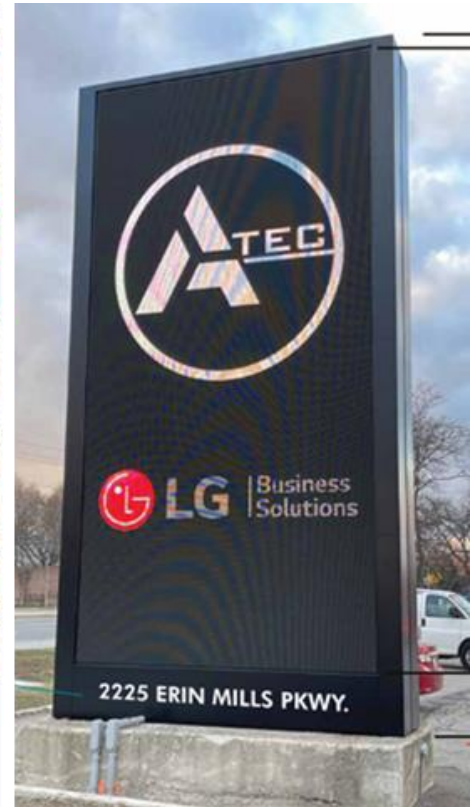
Comments

Site Location

The site, also known as Sheridan Mall, is located at 2225 Erin Mills Parkway, on the east side of Erin Mills Parkway between Fowler Drive to the south and Lincoln Green Way to the north. The site, currently zoned **C3** (Commercial), is the subject of an active development application (File OZ/OPA 23-4 W8), which consists of the first phase of a Master Plan to permit high density residential development to co-exist with the existing shopping mall.



Existing Conditions



100% Electronic Ground Sign

Context and Surrounding Land Uses

The surrounding context includes low rise residential development to the north, east and west, as well as commercial and high density residential development to the south.

Other similar sign variance applications previously approved

There are no similar sign variance applications that were previously approved in the vicinity of the subject property or in the City.

History

The 100% electronic ground sign has already been installed without a permit. A complaint by a Mississauga resident resulted in the Sign Unit issuing a Notice of violation to the property owner

in December 2023. In response to the Notice of violation, the property owner submitted an application for a sign permit.

Proposal

The applicant has requested a variance to the Sign By-law to permit a ground sign with 100% electronic changing copy whereas, the Sign By-law permits a maximum of 50%.

Application Assessment

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. The surrounding and planned context includes existing low and high density residential developments. The Sign By-Law permits ground signs to have a maximum electronic changing copy equivalent to 50% of the sign area and 3rd party advertising is not permitted on ground signs. At this time, the electronic ground sign appears to be advertising content associated with the shopping mall only.

A 100% electronic changing copy ground sign will set a precedent the cumulative impact of which could negatively affect traffic safety and the visual image of the street.

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 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 this 100% electronic ground sign, it would be deficient in the following areas:

1. Minimum distance from a residential zone/residential use: 250 m (820.2 ft.) whereas 48 m (157.5 ft.) is provided to the existing residential developments on the west side of Erin Mills Parkway
2. Minimum distance from a major traffic sign: 120 m (393.7 ft.), whereas 12 m (39.4 ft.) is provided from the signalised intersection at the mall entrance on Erin Mills Parkway.

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 to permit a ground sign with 100% electronic changing copy should be refused because it will set a precedent, the cumulative impact of which could negatively impact traffic safety. It will also set a negative precedent with regard to the proximity of the sign to residential development. The applicant should be directed to maintain a maximum of 50% electronic changing copy per sign face.

Attachments

Appendix 1: Applicant's Proposal



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

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