

City of Mississauga

Corporate Report



Date: October 16, 2020 To: Chair and Members of Planning and Development Committee	Originator's file: SGNBLD 17-05951 VAR W7
From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building	Meeting date: November 9, 2020

Subject

RECOMMENDATION REPORT (WARD 7)

Sign Variance application to permit two (2) oversize and illuminated fascia signs erected on the second storey of the building

Location: Red Door Dental Office, 3121 Hurontario Street

Applicant: Steve Crawford

File: SGNBLD 17-05951 VAR W7

Recommendation

1. That the report dated October 16, 2020 from the Commissioner of Planning and Building regarding variances to the Sign By-Law under File SGNBLD 17-05951 VAR (W7), Red Door Dental Office, 3121 Hurontario Street, be received for information.
2. That the request to permit two (2) oversize and illuminated fascia signs erected on the second storey of the building, with a sign face area of 3.2 m² (34.44 ft.²) and 2.38 m² (25.62 ft.²) respectively, be refused.

Background

In 2017, the applicant requested a variance to the Sign By-Law to permit two (2) illuminated fascia signs to be erected on the second storey of the building, with sign face areas of 3.2 m² (34.44 ft.²) and 2.38 m² (25.62 ft.²) on the north and west building elevations, respectively. The two storey building accommodates the Red Door Dental Office. The Planning and Building Department refused the sign variance application in April of 2017. At that time, the applicant was advised of the decision to refuse the application and the option to appeal that decision to Planning and Development Committee (PDC). No appeal period was specified in the notification of refusal. In August 2020, more than three years after the sign variance application was refused, the applicants confirmed their intent to appeal the decision to Planning and Development Committee.

In February 2020, Council amended the Sign By-Law to include a twenty (20) day appeal period from the date of notice to refuse a sign variance application. Applicants are to confirm their intent to appeal the decision to Planning and Development Committee (PDC) within the appeal

period. Where no appeal is received within the twenty (20) day appeal period, and the appeal period expires, the decision of the Commissioner of Planning and Building or designate, to refuse the sign variance application is considered final.

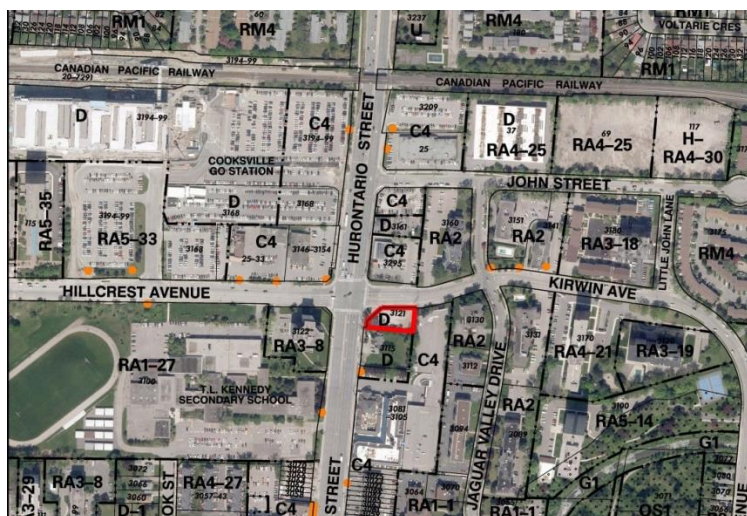
Since the application predates this process amendment, the Planning and Building Department allowed the applicants to proceed with their appeal, while acknowledging that one of the purposes of the by-law amendment is to limit appeal periods to a reasonable time frame

The purpose of this report is to provide information regarding the application and the rationale for refusing the variance.

Comments

Site Location

The subject property is a two storey dental office located at the southeast corner of Hurontario Street and Kirwin Avenue on lands zoned **D** (Development). This **zone** permits the use that legally existed on the date of passing of the Zoning By-law, until such time as the lands are rezoned in conformity with Mississauga Official Plan.



Aerial Image of Subject Property

The surrounding context on the east and west sides of Hurontario Street includes high density residential developments on lands zoned **RA2**, **RA1-27**, **RA3-8**, low rise commercial developments on lands zoned **C4**, the TL Kennedy Secondary School and the Cooksville GO Station. Hurontario Street is planned as a Mixed Use pedestrian oriented intensification corridor to support the future Hurontario Light Rail Transit System. The subject property is located within the Downtown Cooksville Character Area as described in Mississauga Official Plan (MOP) and is designated Mixed Use. According to MOP, development in this area should reinforce the pedestrian character of a main street, with signage that respects the pedestrian scale and architectural character of the developments.

The subject property is located within the Cooksville Special Sign District as defined in the Sign By-Law.

Proposal

The applicants have requested a variance to the Sign By-law to permit two (2) illuminated fascia signs erected on the second storey of the building, with a sign face area of 3.2 m² (34.44 m²) and 2.38 m² (25.62 ft.²), respectively. See Appendices 1, 2 and 3.



Image of Existing Conditions

Analysis

Fascia Signs, where permitted within the Cooksville Special Sign District can only be installed within the limits of the first storey of a building. Depending on the zone in which a property is located, the Sign By-Law classifies signs into the following two categories:

- 1) Residential and Open Space Signs
- 2) Non-Residential Signs (Commercial, Office and Employment Signs)

Signs located in a **D** (Development) Zone regardless of the uses permitted on the property by the Zoning By-law, are classified by the Sign By-Law as Residential and Open Space Signs. Fascia signs for businesses located on a property with a Residential and Open Space sign classification are to be non-illuminated, with a maximum sign face area of 0.4 m² (4.3 ft.²) each and can only be installed within the limits of the first storey of the building. This property is located on an Intensification Corridor with anticipated Light Rail Transit surrounded by a mix of transit supportive uses with a strong ground floor pedestrian oriented retail/commercial presence. Therefore, planning staff determined that it would be appropriate to allow fascia signs that would be permitted on properties with the Non-Residential Sign Classification in the Cooksville Special Sign District in this instance. This means that non-illuminated fascia signs could be installed within the limits of the first storey of the building, with a maximum sign area of 15% of the first storey of each building face. This will result in fascia signs that respect the pedestrian scale, the scale of the building and the planned architectural character of the corridor.

The applicant rejected the option of installing non-illuminated fascia signs within the limits of the first storey of the building and has requested that the matter be considered by Planning and Development Committee.

Financial Impact

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

Conclusion


The requested variance to permit two (2) illuminated fascia signs on the second storey of the building, with a sign face area of 3.2 m² (34.44 ft.²) and 2.38 m² (25.62 ft.²), respectively should be refused. The fascia signs as proposed on the second storey of the building, do not respect the planned pedestrian scale, character and urban design vision for the Downtown Cooksville Character Area and the Hurontario LRT Corridor.

Attachments

Appendix 1: Site Plan

Appendix 2: West Elevation

Appendix 3: North Elevation



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

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