

City of Mississauga Corporate Report



Date: March 5, 2025 To: Chair and Members of Planning and Development Committee	Originator's file: SGNBLD 24-3402 VAR (W11)
From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building	Meeting date: March 24, 2025

Subject

RECOMMENDATION REPORT (WARD 11)

Sign Variance Application to permit one (1) fascia sign with 100% electronic changing copy and one (1) oversized ground sign

2295 Battleford Road

Applicant: Rama Gaming House

File: SGNBLD 24-3402 VAR (W11)

Recommendation

1. That the sign variance application under File SGNBLD 24-3402 VAR (W11), Rama Gaming House, 2295 Battleford Road, to permit one fascia sign with 100% electronic changing copy and one double sided, oversized ground sign, be refused in accordance with the reasons outlined in the report dated March 5, 2025, from the Commissioner of Planning and Building.
2. That in order to identify the business, the applicant may install the following:
 - (a) One static illuminated fascia sign that complies with the Sign By-law and
 - (b) One double sided ground sign with a maximum of 50% electronic changing copy on each sign face, a maximum height of 8.75 m (28.7 ft.) and a maximum sign face area of 18 m² (193.75 ft.²) on each side.

Background

The applicant has requested a variance to the Sign By-law to permit one fascia sign with 100% electronic changing copy and one double sided ground sign with a height of 13.7 m (44.9 ft.) whereas a maximum height of 7.5 m (24.6 ft.) is permitted. The Sign By-law permits a maximum sign face area of 15 m² (161.5 ft.²), whereas the applicant is requesting a sign face area of 37.16 m² (399.9 ft.²) on each side (Appendix 1). Planning and Building Department staff do not support the variance as proposed. In accordance with Resolution 0020-2015, sign variance

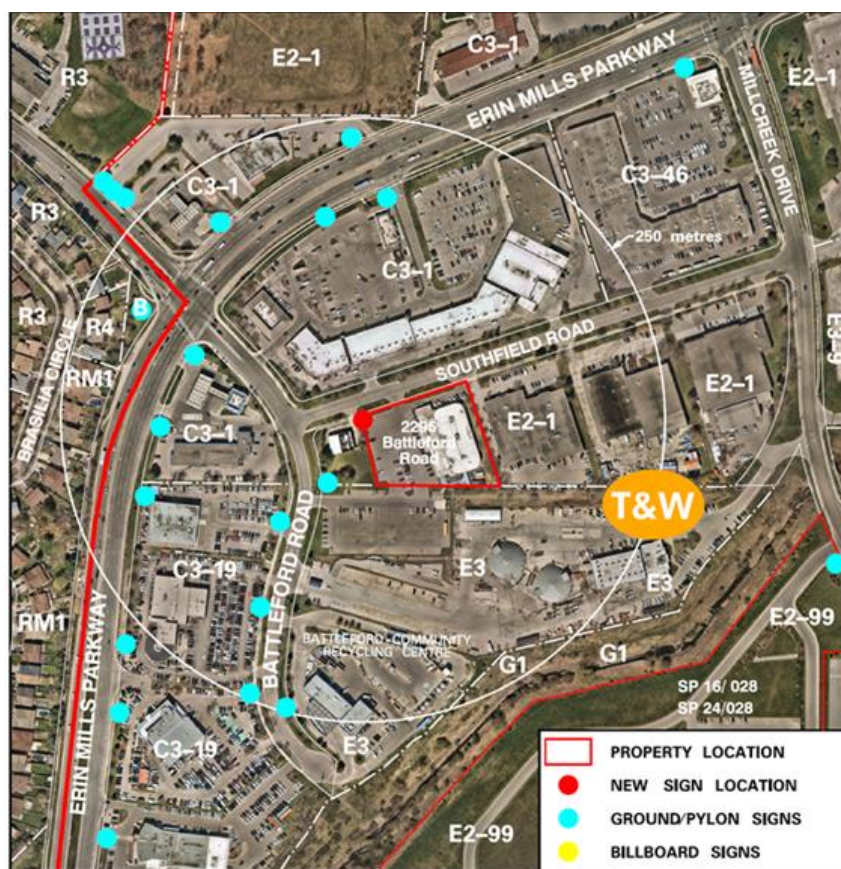
applications that are refused by staff may be appealed by applicants to the Planning and Development Committee for further consideration.

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

Comments

Site Location

The site is located at 2295 Battleford Road, at the northeast corner of Battleford and Southfield Roads, east of Erin Mills Parkway and south of Millcreek Drive. The site consists of one to two storey non-residential buildings on lands zoned **E2-1** (Employment). It is surrounded by other properties zoned for Employment and Commercial uses.



Other similar sign variance applications previously approved

The City has no record of any fascia sign approvals with 100% electronic changing copy.

Staff support for variances to the sign face area and height of ground signs is generally limited to those that are within a 10% to 15% increase over and above what the Sign By-law permits and only where such increases are warranted, usually due to limited visibility from the adjacent street

Proposal

The applicant has requested a variance to the Sign By-law to permit a fascia sign with 100% electronic changing copy and a double-sided ground sign with a height of 13.7 m (44.9 ft.) and a sign face area of 37.16 m² (399.9 ft.²) per sign face.

Application Assessment

Fascia Sign

A fascia sign with 100% electronic changing copy will set a precedent that will change the character of our streets. The **cumulative impact** of electronic changing copy fascia signs on multiple properties can be visually distracting to both pedestrians and vehicles. For the purpose of identifying a business, staff recommend an illuminated static fascia sign. Illuminated static fascia signs have been used successfully to identify businesses in various parts of the City and in other jurisdictions. The Sign By-Law permits ground signs with an electronic changing copy component of up to 50% of the sign face area. The option to integrate an electronic changing copy component into a ground sign instead of a fascia sign, is available to the applicant and is consistent with the examples that the applicant provided of similar businesses in other jurisdictions.

Ground Sign

The proposed ground sign with sign faces of 37.16 m² (399.9 ft.²) each, represents a 146% increase above the maximum permitted sign face area of 15 m² (161.5 ft.²). Staff's opinion is that the requested increase is excessive, but staff will support an increase of up to 15%, which would allow a maximum sign face area of 18 m² (193.75 ft.²) per sign face.

The height of the proposed ground sign at 13.7 m (44.9 ft.) represents an increase of about 82% compared to the maximum permitted height of 7.5 m (24.6 ft.). Staff's opinion is that the requested height is excessive, especially since there are no issues with visibility and no other compelling reason to justify such an increase. Staff will support an increase in height of 10% to 15% which would allow a maximum height of 8.75 m (28.7 ft.).

The applicant refused staff suggestions 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

Staff have reviewed the variance application as submitted. The requested variance should be refused in accordance with the reasons provided in the "Staff Assessment" section of this Report.

Attachments

Appendix 1: Applicant's Proposal



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

Prepared by: Erinma Chibututu, Urban Designer