

2295 BATTLEFORD ROAD

SIGN VARIANCE APPLICATION

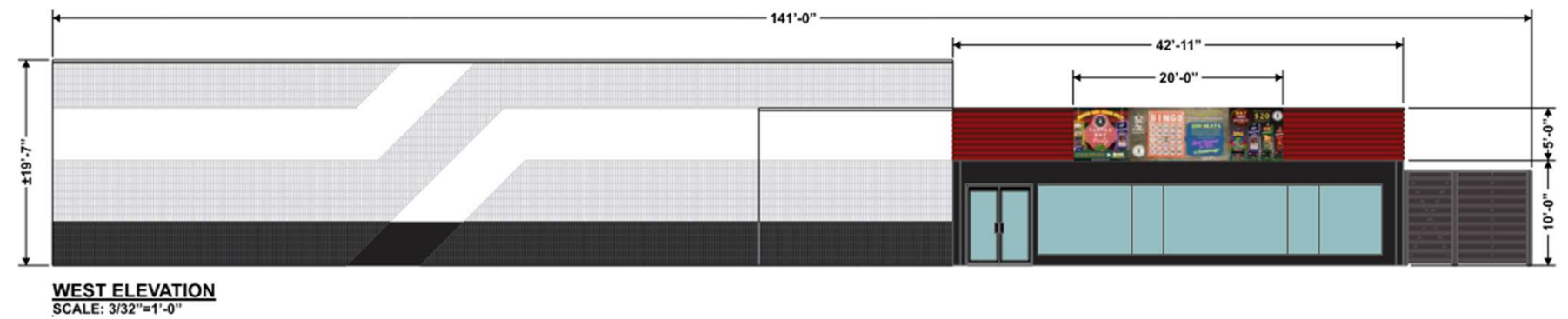
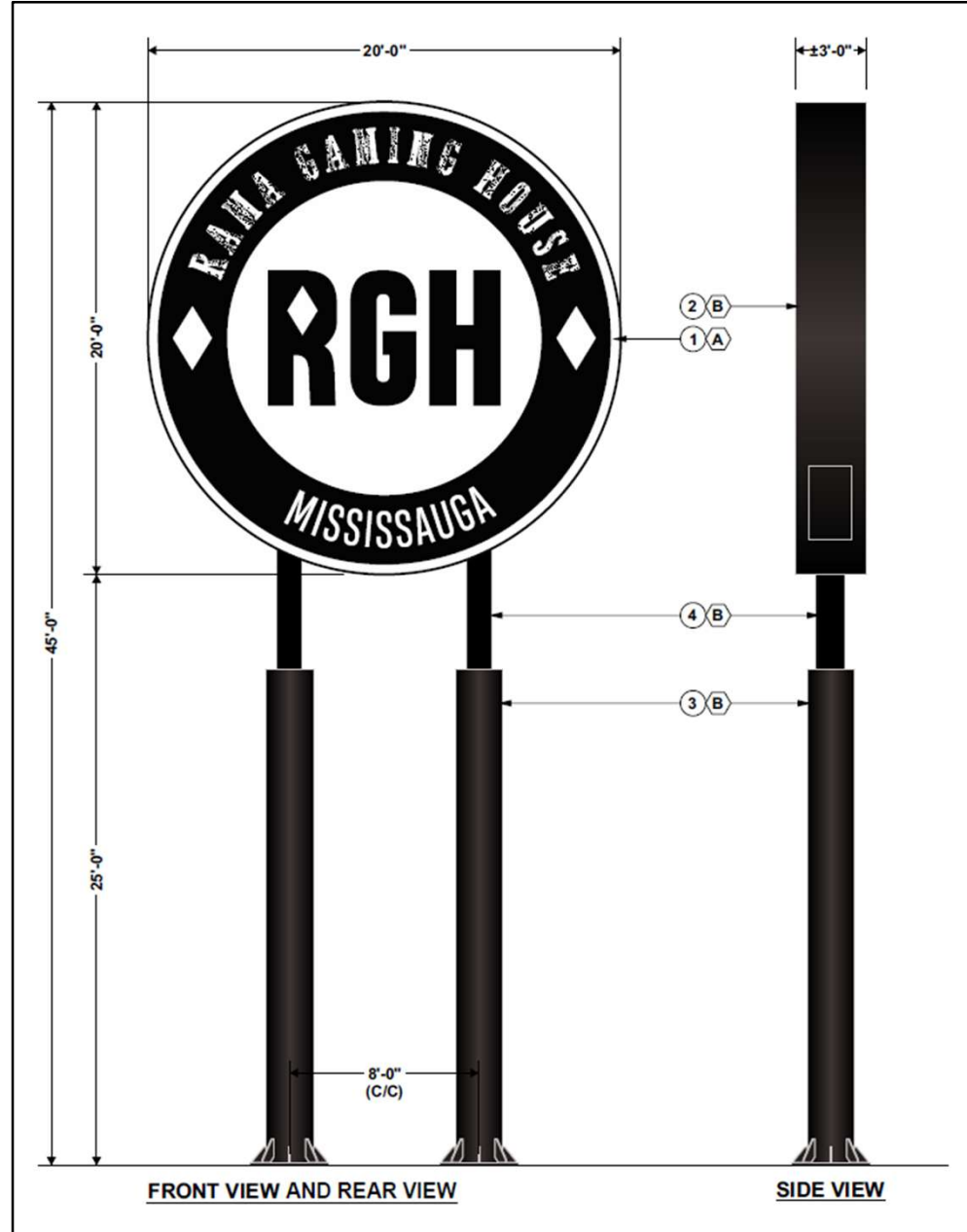
PLANNING AND DEVELOPMENT COMMITTEE

MARCH 24, 2025

RAMA GAMING HOUSE - MISSISSAUGA



PROPOSED SIGNS



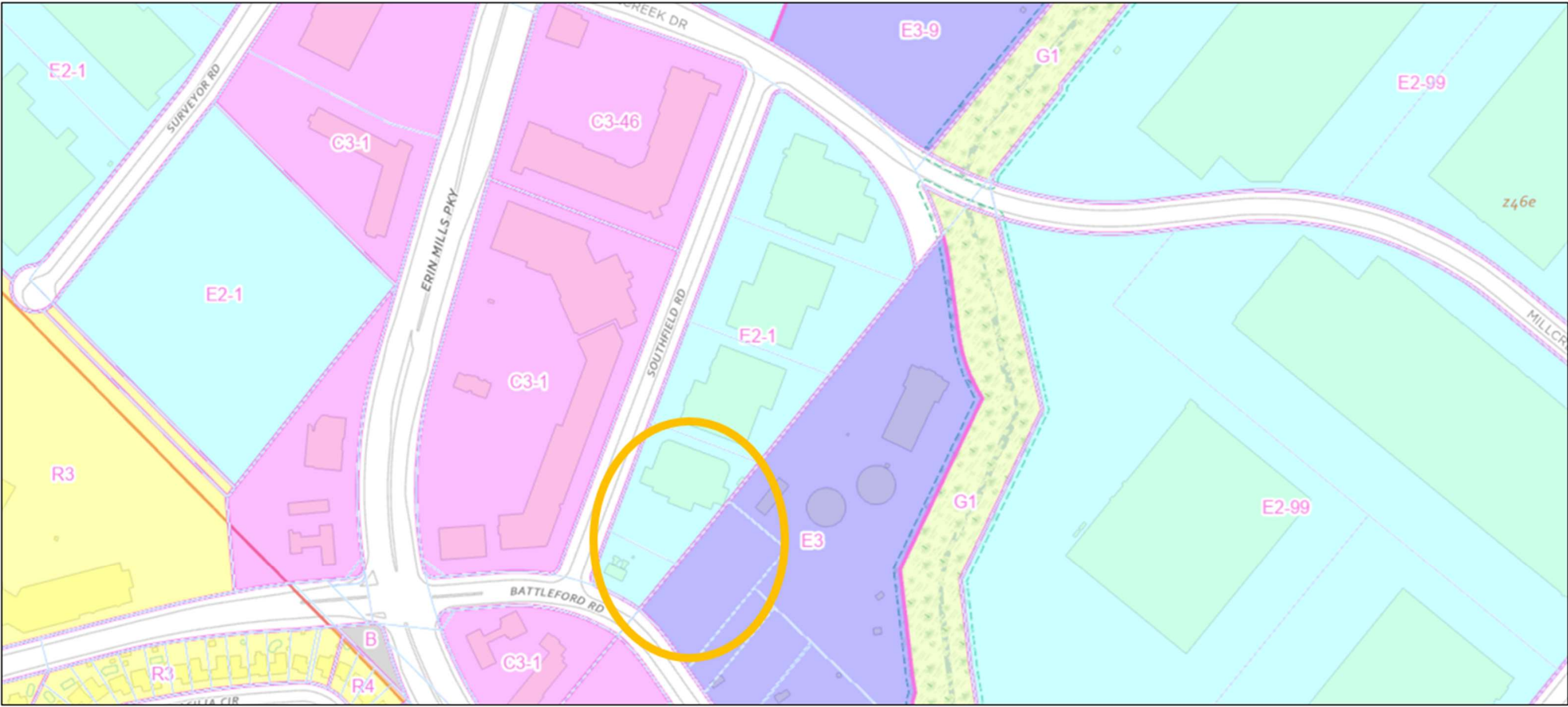
SIGNAGE REQUEST

- Obtain approval to install an illuminated on-premise double-sided ground sign located at the edge of the property and adjacent to Southfield Road (min. 1.0 metre offset from property line), without the property address (as required by Section 16 of the Mississauga Sign By-law), at an overall height of 13.72 metres (45'-0") and displaying a modern disc-shaped sign face, containing static sign copy (non-animated or non-changing copy), with a circumference of 6.1 metres (20'-0"); and,
- Obtain approval to install one illuminated on-premise wall sign on the westerly building wall, facing Southfield Road, containing electronically changeable copy, with dimensions of 6.1 metres (20'-0") horizontally by 1.5 metres (5'-0") vertically, occupying only 15% of the building wall on which it is to be installed at, and intended to identify the use on the subject property as well as promote and direct attention to goods and services offered at the premises.

AERIAL IMAGE



ZONING MAP EXCERPT



STAFF CONCERNS

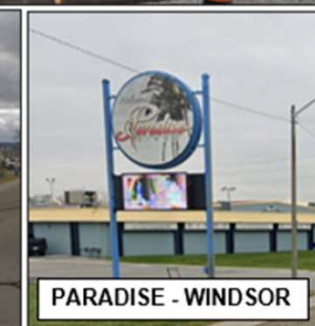
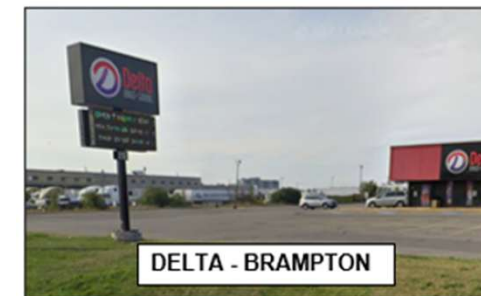
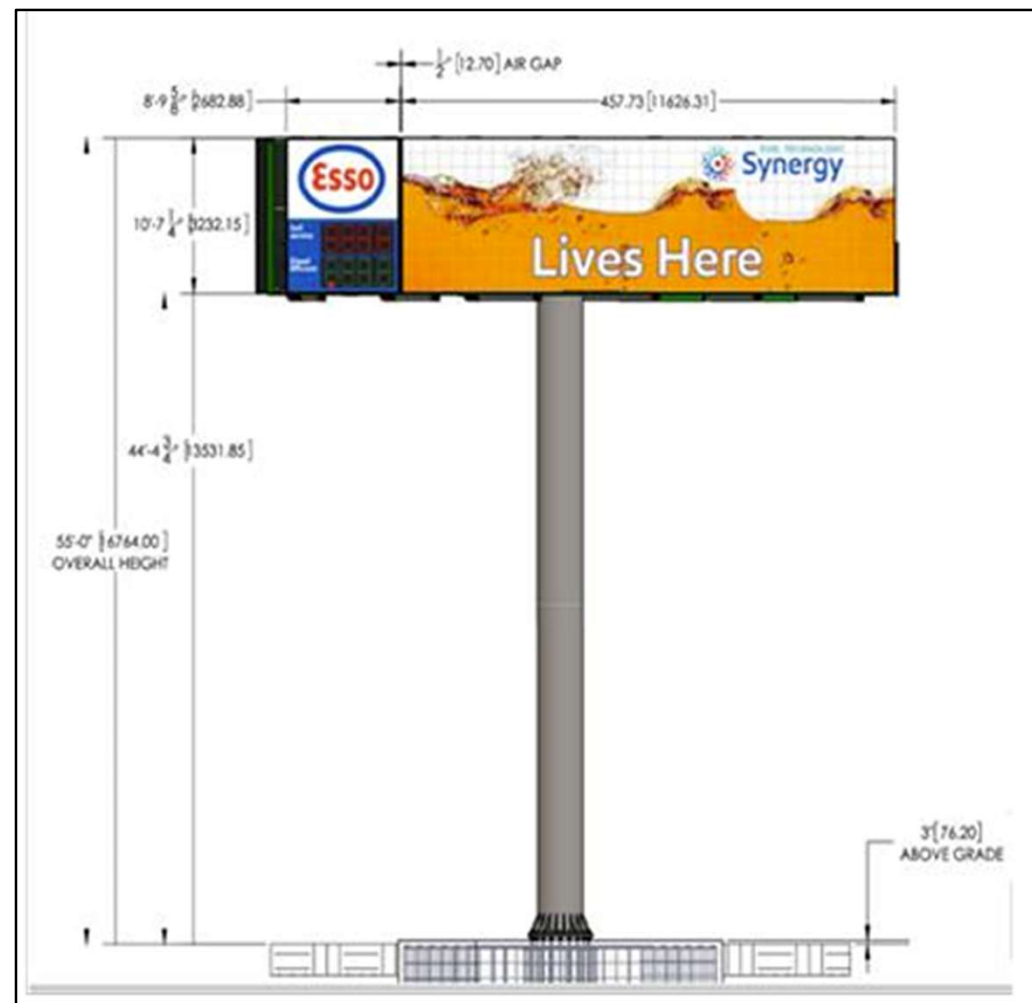
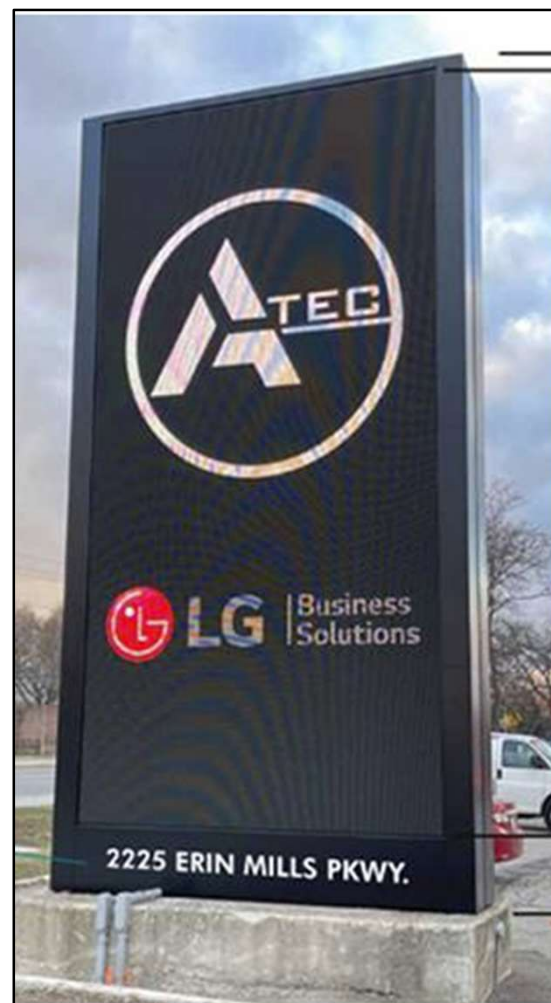
PROPOSED ELECTRONIC FASCIA SIGN

- Precedent Setting
- Cumulative Impact

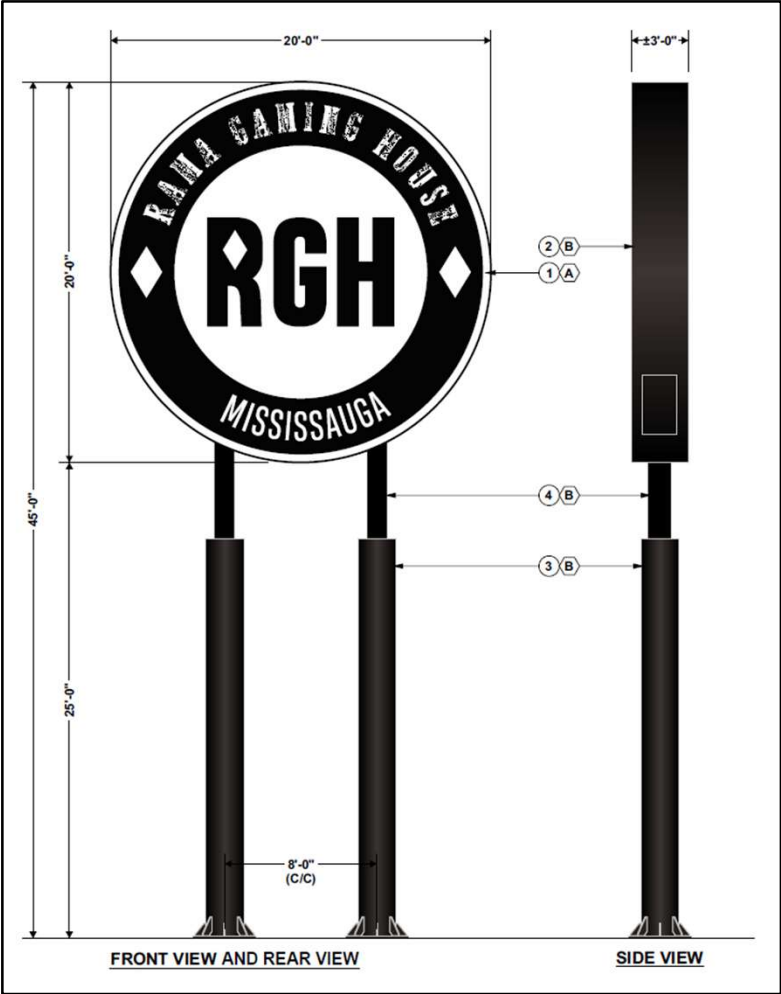
PROPOSED GROUND SIGN

- Sign Face Area
- Sign Height

RESPONSE TO STAFF CONCERNS



RESPONSE TO STAFF CONCERNS



CONCLUSIONS