

City of Mississauga

# Corporate Report



<p>Date: May 21, 2025</p> <p>To: Chair and Members of Planning and Development Committee</p> <p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning &amp; Building</p>	<p>Originator's file: SGNBLD 25-7064 VAR (W5)</p>
	<p>Meeting date: June 9, 2025</p>

## Subject

### **RECOMMENDATION REPORT (WARD 5)**

**Sign Variance Application to permit one oversized ground sign with 100% electronic changing copy and to retain the existing ground sign**

**6501 Goreway Drive**

**Applicant: Esso Commercial Cardlock**

**File: SGNBLD 25-7064 VAR (W5)**

## Recommendation

1. That the sign variance application under File SGNBLD 25-7064 VAR (W5), Esso Commercial Cardlock, 6501 Goreway Drive, to permit one oversized ground sign with 100% electronic changing copy and to retain the existing ground sign be refused in accordance with the rationale outlined in the report dated May 21, 2025, from the Commissioner of Planning and Building.
2. That should Planning and Development Committee decide to approve the application for the oversized ground sign with 100% electronic changing copy, 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

In 2024, the applicant requested a variance to the Sign By-law to permit one oversized ground sign with 100% electronic changing copy under application number SGNBLD 22-2791 VAR W5 (Appendix 1). Planning and Building Department staff did not support the variance. Upon appeal by the applicant, Planning and Development Committee (PDC) approved it on September 3, 2024. The following Recommendation PDC-0034-2024 was subsequently adopted by Council Resolution No.0161-2024 on September 11, 2024.

**PDC-0034-2024**

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 approved.

2. That all existing static ground signs shall be removed from the property and that the 100% electronic ground sign shall be subject to all applicable regulations for electronic billboard signs in the Sign By-Law.

In accordance with Section 32(8) of the Sign By-Law, Council may uphold or vary the recommendations of the Planning and Development Committee (PDC) or do any act or make any decision that it (Council) might have done, had it conducted the appeal and the applicant shall not be entitled to a further appeal on the matter before Council and the decision of Council shall be final. (0032-2015).

Despite Section 32(8) of the Sign By-Law, the applicant is now requesting a new variance to revise item No. 2 of PDC Recommendation PDC-0034-2024, in order to permit the existing ground sign to remain and to co-exist with a proposed (oversized) ground sign with 100% electronic changing copy (Appendix 1). Staff do not support this new variance request.

The purpose of this report is to provide background information regarding the application and the rationale for the staff recommendation which remains the same as with SGNBLD 22-2791 VAR W5.

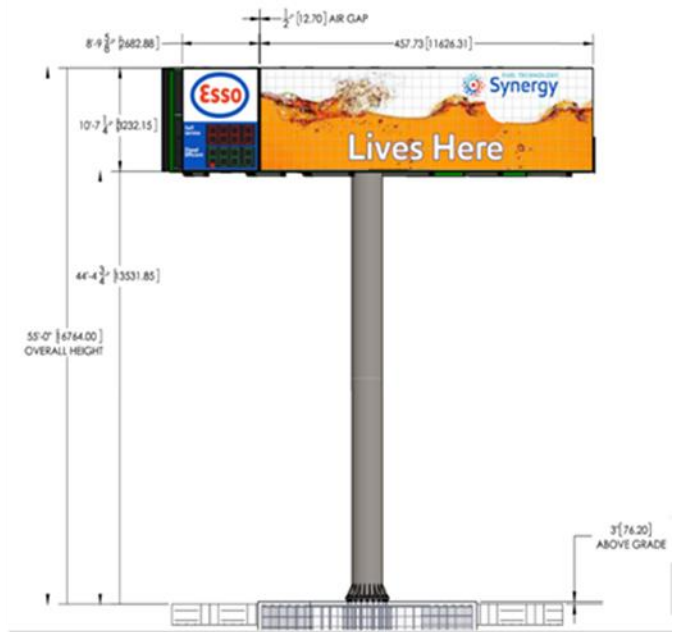
## **Comments**

### **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 is 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.



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 on a different property. 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 and to retain the existing ground sign. The proposed electronic ground sign has a sign face area of 46.50 m<sup>2</sup> (500.5 ft<sup>2</sup>) 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 m<sup>2</sup> (500.5 ft<sup>2</sup>) is excessive and is more than three times the maximum permitted sign face area of 15 m<sup>2</sup> (161.5 ft.<sup>2</sup>). 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.).

There is no provision in the Sign By-Law for a ground sign with 100% electronic changing copy. A ground sign with 100% electronic changing copy and the increased sign face area and height proposed will set a precedent, which if repeated on 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 3<sup>rd</sup> 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, the proposed sign would still be deficient in the following areas:

1. Location: Industrial establishment 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 m<sup>2</sup> (215.3 ft<sup>2</sup>) whereas 46.5 m<sup>2</sup> (500.5 ft<sup>2</sup>) is proposed.
3. Maximum height: 7.6 m (24.9 ft.) whereas 16.8 m (55 ft.) is proposed.

### Financial Impact

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

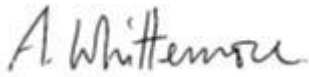
### Conclusion

Staff have reviewed the variance application as submitted. The requested variance should be refused because the sign face area and height are excessive. The 100% electronic changing copy ground sign of the proposed sign face area and height could have a negative impact on traffic safety as it could create a distraction to drivers on the highway, especially if similar 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

Appendix 2: Existing Ground Sign



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

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