

City of Mississauga

Corporate Report



<p>Date: December 18, 2020</p> <p>To: Chair and Members of Planning and Development Committee</p> <p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Originator's file: SGNBLD 20-2491 VAR W8</p>
	<p>Meeting date: January 11, 2021</p>

Subject

RECOMMENDATION REPORT (WARD 8)

Sign Variance Application to permit one (1) billboard sign with electronic changing copy sign faces

3663 Platinum Drive

Applicant: Christ Roubekas

File: SGNBLD 20-2491 VAR W8

Recommendation

1. That the report dated December 18, 2020 from the Commissioner of Planning and Building regarding variances to the Sign By-law to permit one (1) billboard sign with electronic changing copy sign faces under File SGNBLD 20-2491 W8, Christ Roubekas, 3663 Platinum Drive, be received for information.
2. That the request to permit one (1) billboard sign with electronic changing copy sign faces be refused.

Background

The applicant has requested a variance to the Sign By-Law 0054-2002 as amended, to permit one (1) billboard sign with electronic changing copy sign faces (Appendix 1). Planning and Building Department staff do not support the variance as proposed. In accordance with Resolution 0020-2015, applications for sign variances that are refused by staff may be appealed by applicants to the Planning and Development Committee (PDC) for further consideration.

In addition, in accordance with Recommendation PDC-0065-2017 all proposed billboard signs with electronic changing copy (electronic billboard signs) are to be reviewed in accordance with the *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* and brought to PDC for consideration. The Guidelines include, but are not

limited to, minimum distances of electronic billboard signs from residential zones and driver decision points such as intersections.

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

Comments

Site Location

The subject property is located on the east side of Ninth Line, between Platinum Drive to the south and Eglinton Avenue West to the north, on lands zoned **E2** (Employment). The site currently accommodates a car wash and automotive detailing facility. The adjoining vacant lot to the north, zoned **C5** (Commercial), is the subject of an active site plan application, SP 19/25 W8 for a gas station with a drive-through restaurant. The adjacent vacant lot to the east, zoned **E2** (Employment) is the subject of an active site plan application SP 19/106 W8 for a six (6) storey hotel. There is an existing private school on lands zoned **E2** (Employment) at the southeast corner of Platinum Drive and Ninth Line. There are other surrounding vacant properties to the east and south which are zoned **C3** (Commercial) and **E2** (Employment).

At the northeast corner of Eglinton Avenue West and Ninth Line and continuing east beyond Ridgeway Drive are existing townhomes and other forms of low-rise residential development.

On the west side of Ninth Line, from Platinum Drive to the north of Eglinton Avenue West, there are vacant lands zoned **D** (Development) and **PB1** (Parkway Belt) as well as existing detached dwellings on large lots zoned **D** (Development). Further west, beyond these is Highway 407.



Aerial Image of Subject Property

History

Although electronic billboard signs are not permitted in the Sign By-Law, one (1) traditional billboard sign is permitted for an individual industrial free standing establishment where there is no ground sign on the property. There are currently two (2) existing ground signs on the property, one along the Ninth Line frontage and the other along the Platinum Drive frontage, that were issued permits in 2018.

Proposal

The applicant has requested a variance to the Sign By-law to permit one (1) billboard sign with electronic changing copy along the Ninth Line frontage. The applicant has indicated that the ground sign along the Ninth Line frontage will be removed and replaced with the proposed electronic billboard sign, leaving one existing ground sign along the Platinum Drive frontage.



Image of Existing Conditions

Analysis

The proposed electronic billboard sign does not meet some of the criteria listed in the Council approved document entitled, Guidelines for the Review of Billboard Signs with Electronic Changing Copy, in the following areas:

- Minimum distance of 120 m (394 ft.) to a driver decision point including intersections where the speed limit is less than 80km/h whereas, the distance from the proposed electronic billboard sign to the intersection of Ninth Line and Platinum Drive is less than 80 m (263 ft.)
- Minimum distance of 250 m (820 ft.) to lands zoned for residential use whereas, the distance from the proposed electronic billboard sign to the townhouse development at the northeast corner of Eglinton Avenue West and Ninth Line is less than 170 m (558 ft.)
- Minimum setback of 7.5 m (25 ft.) from the property line along a street frontage whereas 3.18 m (12 ft.) is proposed to the property line along Ninth Line

The applicant has indicated his intention to eliminate the existing ground sign along the Ninth Line frontage. However, in accordance with the Sign By-Law, both existing ground signs including the one along Platinum Drive will have to be removed if a billboard sign of any kind is to be installed on the property. It is important to note that only third party advertising is permitted

on billboard signs and therefore, the proposed electronic billboard sign cannot be used for the tenant advertising currently displayed on the existing ground signs. Planning and Building staff are concerned that this may impact the willingness of the applicant to remove the ground signs which were only recently approved in 2018.

The applicant has demonstrated a willingness to relocate the proposed electronic billboard sign in order to achieve the minimum setback of 7.5 m (25 ft.) from the property line along Ninth Line. Although the relocation results in an increased distance separation of 190 m (623.4 ft.) from the existing townhomes, it is still less than the 250 m (820 ft.) minimum specified in the Guidelines. This would result in a reduced distance separation of 60 m (197 ft.) from the intersection of Ninth Line and Platinum Drive, which is half of the 120 m (394 ft.) specified in the Guidelines.

Maintaining a minimum distance of 250 m (820 ft.) from an electronic billboard sign to residential uses allows for an appropriate visual buffer to such sensitive land uses, and reduces the visual impact on the existing or planned character of a residential area.

Maintaining a minimum distance of 120 m (394 ft.) to driver decision points such as intersections, contributes to traffic safety.

The applicant has requested that the matter be given consideration by Planning and Development Committee (PDC).

Financial Impact

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

Conclusion

The requested variance to permit a billboard sign with electronic changing copy sign faces should be refused. The proposed sign does not meet some of the *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy*.

Attachments

Appendix 1: Applicant's request and letter of rationale

Appendix 2: Applicant's Urban Design Impact Assessment



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