



# Corporate Report

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**DATE:** March 10, 2009

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: March 30, 2009

**FROM:** Edward R. Sajecki  
Commissioner of Planning and Building

**SUBJECT:** **Proposed Amendments to Mississauga Sign-By-law 0054-2002,  
as amended, regarding Portable Signs.**

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**RECOMMENDATION:** That the Report dated March 10, 2009, from the Commissioner of Planning and Building entitled "Proposed Amendments to Mississauga Sign By-law 0054-2002", as amended, regarding Portable Signs, be adopted in accordance with the following:

1. Amend the Sign By-law to include the following Subsection 23(10);

Notwithstanding Subsection (8)(e) of this section, portable signs may have:

- i. a maximum of two horizontal lines of coloured copy, each with a maximum height of 30 cm (11.8 inches) or;
  - ii. one horizontal line of coloured copy with a maximum height of 60 cm. (23.6 inches).
2. Amend Section 23 of the Sign By-law to change the maximum number of days a portable sign can be displayed and the time between issuance of permits from twenty-one (21) days to fourteen (14) days.

**BACKGROUND:** On October 22, 2003, Council enacted By-law 438-2003 which amended Mississauga Sign By-law 0054-2002 regarding amongst other things, limiting the amount of coloured copy allowed on portable signs. The Amending By-law 438-2003 contained a

further provision, that the allowance for coloured copy was for a temporary period only, to expire on October 22, 2008.

At the Council Meeting of November 12, 2008, a deputation was made by Mr. Ian Duffy, President of Magnet Signs, in which he requested that the provisions in the Sign By-law allowing coloured copy on portable signs be reinstated. Mr. Duffy also requested other by-law amendments which would result in additional portable signs being allowed on private property.

On November 26, 2008, Council enacted a by-law which amended Mississauga Sign By-law 0054-2002, as amended, to reinstate the provision allowing coloured copy on portable signs until May 26, 2009, thereby giving staff time to conduct a full review of the relevant by-law provisions, as well as the other concerns raised by Mr. Duffy regarding additional portable signs on private properties. Staff were to report back to Council within six months.

**COMMENTS:**

**COLOURED COPY on PORTABLE SIGNS**

Sign By-law 0054-2002, as amended, subsection 23(10), permits portable signs to have up to two lines of sign copy in which coloured copy may be displayed. Each line may be continuous with a maximum height of 30 cm (11.8 inches) and a company or corporate logo with a maximum of 0.37 m<sup>2</sup> (3.98 ft<sup>2</sup>).

Sign By-law 0054-2002, as amended, subsection 23(10.1), stated that subsection 23(10) shall expire on and be deemed repealed on May 26, 2009.

Since October 23, 2003 when the City passed the by-law to permit coloured copy on portable signs, the Planning and Building Department has not receive any complaints regarding the use of coloured copy on the portable signs from the public or the Members of Council.

However, the Planning and Building Department has received complaints regarding coloured copy exceeding the maximum allowable height.

To address this concern, the recommended Sign By-law amendment provides for the option to combine the height of the two 30 cm (11.8 inches) horizontal lines of coloured copy into one 60 cm (23.6 inches) high line. This option provides businesses with more flexibility when using coloured copy. The Planning and Building Department currently allows the two lines of coloured copy to be combined and has not received any complaints.

At the Council Meeting of November 12, 2008, some Members of Council expressed their support for coloured copy on portable signs to help businesses attract customers to their premises.

### **ADDITIONAL PORTABLE SIGNS**

Some provisions contained in Section 23 of Sign By-law 0054-2002, as amended, are as follows:

- A maximum of six (6) portable sign permits per calendar year shall be issued to each business at a municipal address.
- Subject to Subsection 23(2) a portable sign shall not be erected or displayed for more than twenty-one (21) consecutive days from the date the permit is issued.
- A maximum of one portable sign may be erected along each street line of a property.
- No business shall be issued a permit or erect or display a portable sign unless a minimum of twenty-one (21) consecutive days have passed since the expiry date endorsed on a portable sign permit issued for each property line abutting a street.
- In addition to portable signs permitted in Subsection 23(4), an additional portable sign may be erected along each street line of a property, provided that each portable sign is located a minimum of 200 m (656.2 ft.) from any other portable sign located on the same street line and on the same property.
- The additional portable sign under Subsection 23(6) may be erected if a minimum of twenty-one (21) consecutive days have passed since the expiry date endorsed on the previous additional portable sign permit on the property line.

One of the objectives for the creation of Sign By-law 0054-2002, was to address the proliferation of portable signs abutting streets which detracted from the appearance of the City and produced visual clutter in our neighborhoods. In this regard, the portable

sign provisions of the Sign By-law were effective in reducing the number of portable signs along streets. The number of portable signs no longer dominate the appearance of a street.

Since the passing of Sign By-law 0054-2002, the Planning and Building Department received very few complaints or concerns regarding the number of portable signs along the street, from the public or Members of Council. However, at the Council Meeting of November 12, 2008, Council requested staff to consider some adjustments to the by-law to help businesses but at the same time, they did not want the proliferation of portable signs to re-occur.

The Planning and Building Department have reviewed the portable sign provisions of the Sign By-law and found a way of increasing the number of portable sign permits for each property without creating a proliferation of portable signs on the street. If the number of days between the issuance of permits (Subsections 23(5) and (7)), is reduced from twenty-one (21) days to fourteen (14) days, this will increase the number of opportunities for businesses to have a portable sign. With the twenty-one (21) days between issuance of permits, the number of portable sign permits for each street frontage is approximately **8.7** per year. If this provision is amended to fourteen (14) days between the issuance of permits, the number of permits for each street frontage will increase 50% to **13** per year. In order for this amendment to be feasible, the duration of a permit (Subsection 23(3)) will have to be reduced from twenty-one (21) days to fourteen (14) days. With this recommended amendment, there will be no visual impact on the street, as the number of portable signs at one time will not change.

**FINANCIAL IMPACT:**

With the increased number of portable sign permits, there would be an increase in revenues from permit fees.

**CONCLUSION:**

- 1) Since the City has not received any complaints or concerns in regards to the use of coloured copy on portable signs, and in order to help businesses attract customers to their premises, the Sign By-law should be amended to permit coloured copy on portable signs.

- 2) In order to increase the number of portable sign permits for each property, Sign By-law 0054-2002, as amended, will have to be amended to reduce the number of days between the issuance of permits and the duration of a permit for a portable sign.

**ATTACHMENTS:**

Appendix 1: Amended version of Sign By-law 0054-2002 as amended.

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Edward R. Sajecki  
Commissioner of Planning and Building

*Prepared By: Wayne Nishihama, Manager of Urban Design  
Darren Bryan, Supervisor of the Sign Unit*

