

How to Apply for a Sign Variance & Sign Variance Process

Mississauga Sign Bylaw 54-2002, as amended, was passed by Council pursuant to the Municipal Act to control signs throughout the City while recognizing the need to identify business, products and services.

It is strongly recommended that you design your sign to comply with the Sign By-law whenever possible. The variance process was created to address such things as; special circumstances that cannot be overcome, conditions applying to the land or building, pre-existing conditions not created by the owner or applicant. “To provide better exposure” or “...so customers can find me” are not valid reasons for requesting a variance, such requests will not be supported. If it is possible to comply with the provisions of the By-law, staff will recommend the applicant does so. Granting numerous variances deviates from the intent of the Sign By-law and undermines its purpose.

If it is **not possible** to comply with the provision(s) of the Sign By-law, the applicant may apply for a variance to the Sign By-law.

Application

1. Complete Parts 1 and 3 of the ["Application for Sign Permit/ Sign Variance Form"](#) (including signature)
2. Prepare a letter outlining the rationale for the variance and details as to why it is **not possible to comply with the Sign By-law.**
3. Upload the following documents into the Documents folder in ePlans:
 - o Application form
 - o Letter of rationale
 - o EFT Payment Information Form
4. Complete the Applicant Resubmit task in ePlans to ensure your submission has been sent.

*Fees are subject to change and non-refundable

NOTE REGARDING PAYMENT: Due to COVID-19, payment can only be made by electronic funds transfer at this time. Please review the [Electronic Payment Guide](#) and complete the [Electronic Payment Information Form](#) when you are ready to submit payment. Email the completed form to pb.eftpayment@mississauga.ca and upload a copy into the Documents folder in ePlans.

Process

Upon receipt of application form, letter of rationale, fee and the completion of the “Applicant Resubmit Task” (in ePlans), Urban Design staff will review the application and contact the applicant if additional information is required.

If the variance is supported, Urban Design staff will advise the applicant and Sign Unit staff and forward the variance to the Director of Building for approval. If all other outstanding items have been addressed (i.e. structural comments) a permit will be issued.

If the requested variance cannot be supported, Urban Design staff will contact the applicant who will be given an opportunity to resubmit an acceptable proposal.

If an agreement cannot be reached between the applicant and Urban Design staff, staff will advise the applicant and Sign Unit staff of the refusal, including review comments.

The applicant will then have the option to:

- Amend the proposed sign to comply with the Sign By-law.
- Cancel the application – Variance fees are non-refundable, other fees are subject to the refund amounts outlined in the Building By-law and/or Fees and Charges By-law.
- Request an appeal of the decision to Planning and Development Committee (PDC) for a final decision.

If an appeal is requested, a Corporate Report will be prepared for PDC. The applicant will be advised of the date of this meeting and will have the opportunity to speak before the Committee if they wish.

If you have any additional questions, contact 311 or 905-615-4311 if calling from outside the City of Mississauga.

SIGN VARIANCE PROCESS

