



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2006)

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**DATE:** April 11, 2006

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: May 1, 2006

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

**SUBJECT:** **Sign By-law 0054-2002, as amended**  
**Sign Variance Applications**

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**RECOMMENDATIONS:** That the Report dated April 11, 2006 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested Sign Variance Applications described in Appendices 1 to 4 to the Report, be adopted in accordance with the following:

1. That the following Sign Variances **be granted:**

- (a) Sign Variance Application 06-00505  
Ward 7  
Trillium Health Centre  
100 Queensway West

To permit the one LED video screen and three fascia signs on the front (north) elevation of the building.

- (b) Sign Variance Application 06-00338  
Ward 8  
Giant Tiger  
3200 Erin Mills Parkway

To permit the sign supported entirely by the roof of the building.

- (c) Sign Variance Application 06-00349  
Ward 4  
Square One Shopping Centre  
100 City Centre Dr.

To permit 2 facia signs not located on the building façade of each occupancy.

- (d) Sign Variance Application 05-08940  
Ward 5  
Super 8 Hotel / Husky Restaurant  
6625 Kennedy Rd.

To permit three facia signs located within the limits of the top floor of the hotel.

**BACKGROUND:**

The *Municipal Act* states that Council may, upon the application of any person, authorize minor variances from the Sign By-law if in the opinion of Council the general intent and purpose of the By-law is maintained.

**COMMENTS:**

The Planning and Building Department has received Sign Variance Applications (see Appendix 1 to 4) for approval by Council. Each application is accompanied by a summary page prepared by the Planning and Building Department which includes information pertaining to the site location; the applicant's proposal; the variance required; an assessment of the merits (or otherwise) of the application; and a recommendation on whether the variance should or should not be granted.

**FINANCIAL IMPACT:**

Not applicable.

**CONCLUSION:**

Council may authorize minor variances from Sign By-law 0054-2002, as amended, if in the opinion of Council, the general intent

and purpose of the By-law is maintained. Sign By-law 0054-2002, as amended, was passed pursuant to the *Municipal Act*. In this respect, there is no process to appeal the decision of Council to the Ontario Municipal Board, as in a development application under the *Planning Act*.

**ATTACHMENTS:**

Trillium Health Centre  
Appendix (1-1 to 1-5)

Giant Tiger  
Appendix (2-1 to 2-5)

Square One Shopping Centre  
Appendix (3-1 to 3-6)

Super 8 / Husky Restaurant  
Appendix (4-1 to 4-8)

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Edward R. Sajecki  
Commissioner of Planning and Building



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

April 11, 2006

**FILE:** 06-00505

**RE:** **Trillium Health Centre**  
**100 Queensway West - Ward 7**

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**The applicant requests the following variance to section 6 of the Sign By-law 0054-2002, as amended.**

<b>Section 6</b>	<b>Proposed</b>
Prohibits signs not expressly permitted in the by-law.	One (1) LED video screen and three (3) sets of facia signs located on the front (north) elevation of the building.

**COMMENTS:**

The intent of prohibiting LED video screens or billboards on buildings, is to restrict third party advertising. The application is for a LED video screen which will provide public information for the hospital. The proposed signs are in scale with the building and are well designed.

The Planning and Building Department finds the variance to have merit as an asset to the public and acceptable from a design perspective.

It is suggested that the LED video screen be restricted as not to flash or not be used as commercial advertising device. In addition, the Planning and Building Department will consider a future admendment to the Sign By-law to permit this type of signage for public buildings.

**100 QUEENSWAY WEST  
FILE #06-00505  
TRILLIUM HEALTH CENTRE**

Trillium Health Centre  
Mississauga Site  
100 Queensway West  
Mississauga, Ontario  
L5B 1B8  
905-848-7100



City of Mississauga  
Planning Department

03/15/06

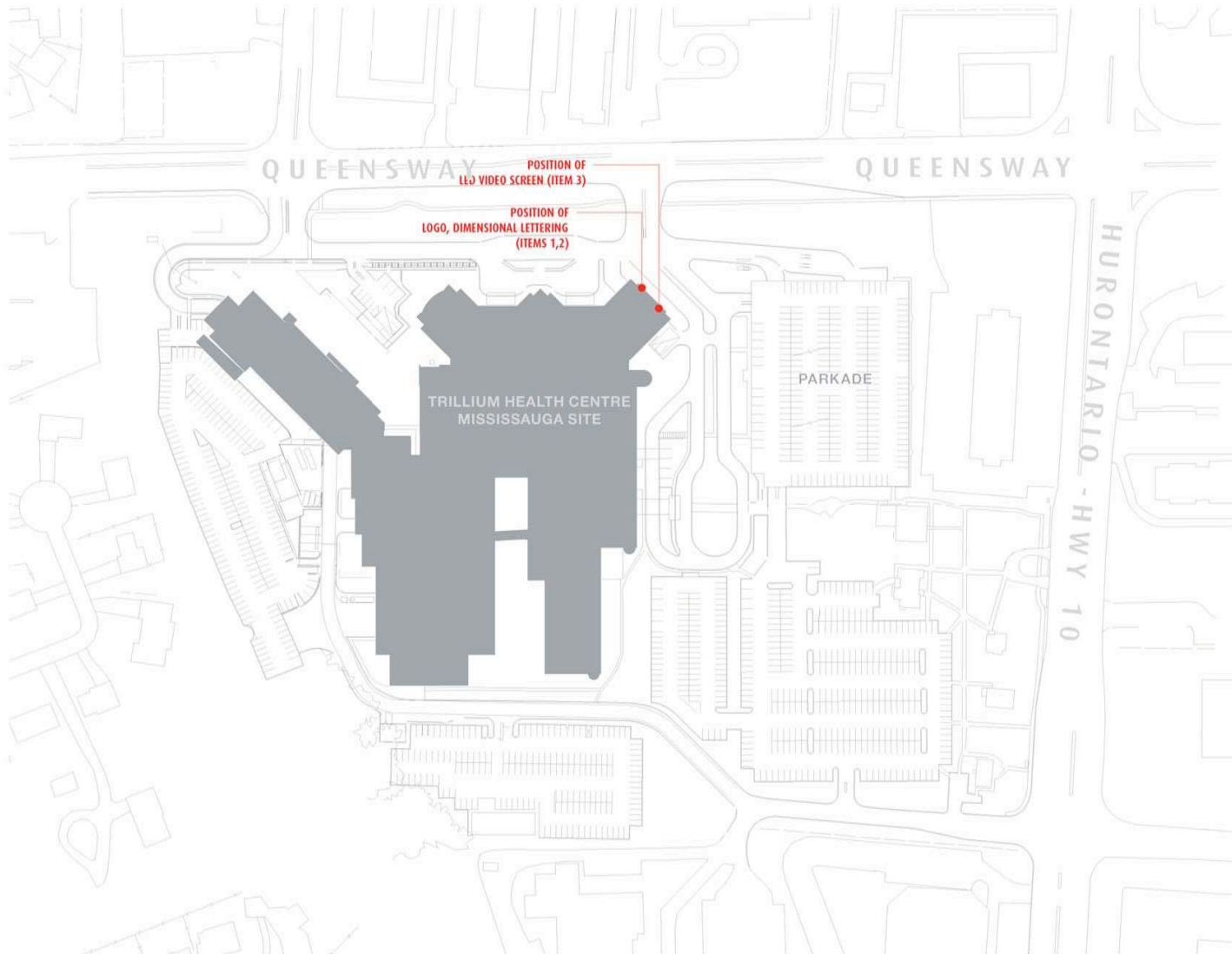
As per recent discussions with City staff, Trillium Health Centre is submitting an application for new signage to be located on the North East wall of our Mississauga site.

Trillium sees the signage as a great opportunity for community outreach, fundraising, health promotion and prevention (i.e. health alerts). The proposed signage will be used as a health care resource to support the community at large. The sign is not intended for commercial advertising.

Should you have any questions, please Lindsay Turner of Cygnus who will be acting as our agent on this application.

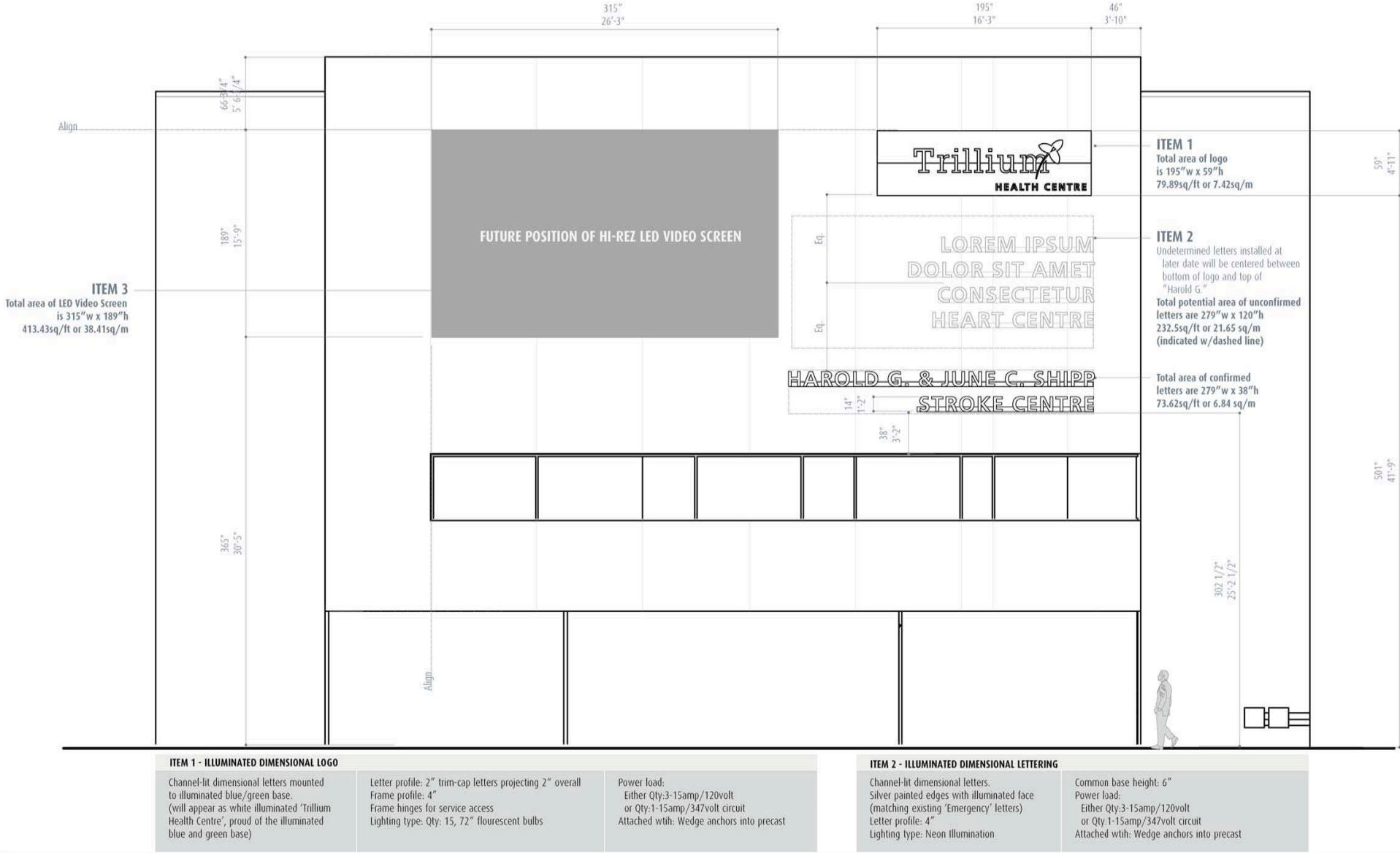
A handwritten signature in black ink, appearing to read "H. Dekker", written in a cursive style.

Henri Dekker  
Director Redevelopment



ABOVE - APPROXIMATED CONCEPTUAL DRAWING

LEFT - MAP SHOWING ILLUSTRATION OF N.E. WALL AT TRILLIUM HOSPITAL  
100 QUEENSWAY WEST







**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

April 11, 2006

**FILE:** 06-00338

**RE: Giant Tiger**  
**3200 Erin Mill Parkway - Ward 8**

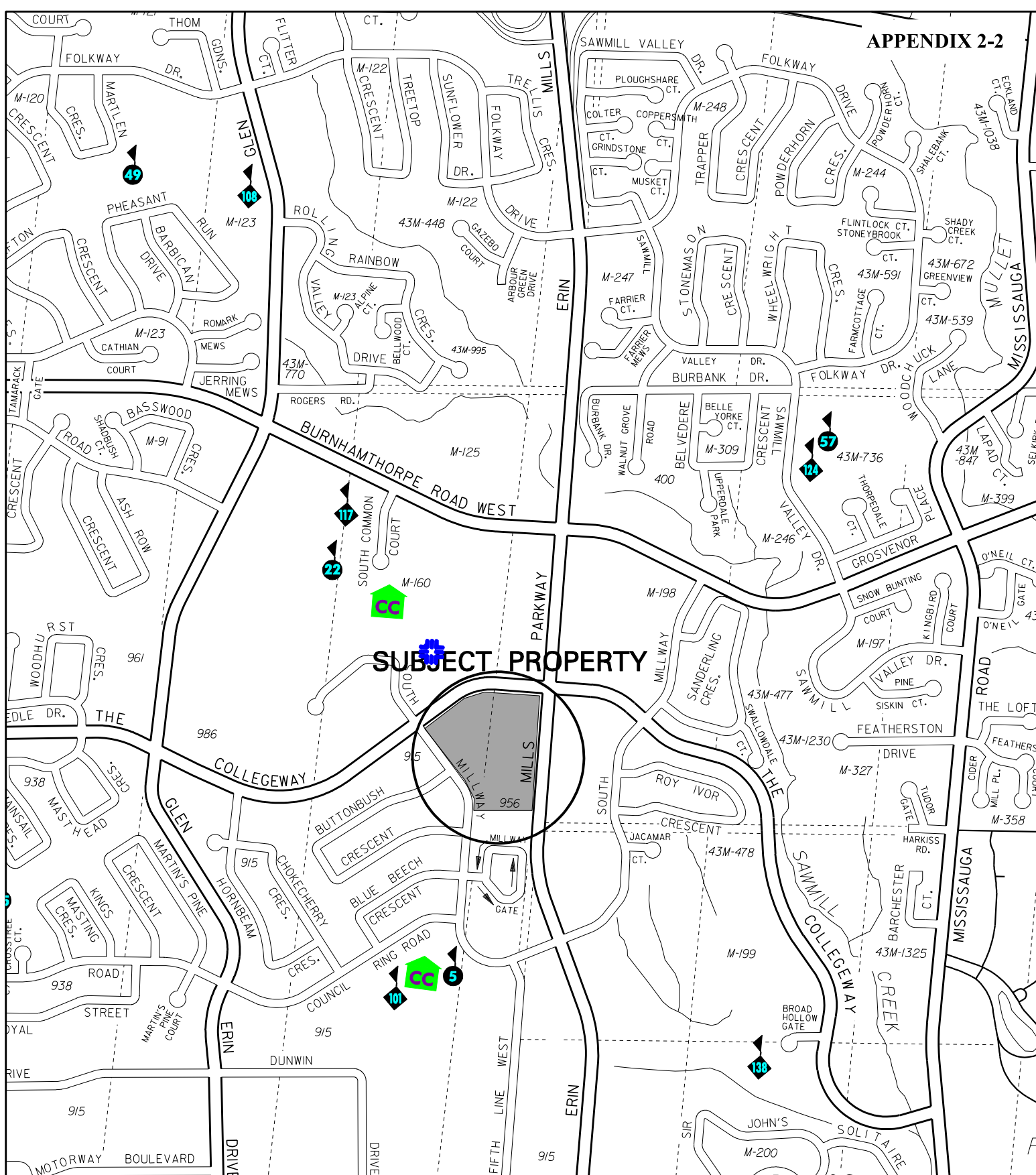
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**The applicant requests the following variance to section 4(6)(f) of the Sign By-law 0054-2002, as amended.**

<b>Section 4(6)(f)</b>	<b>Proposed</b>
Prohibits roof signs.	One (1) facia sign supported entirely by the roof of the building.

**COMMENTS:**

The proposed facia sign is located on the front (north) elevation of the building. However, the angled façade in which the sign is located is considered part of the roof structure. The angled façade appears to be part of the front elevation of the building and not a roof structure. The proposed sign is well placed in scale with the building and therefore is acceptable from a design perspective.



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**Planning & Building, SIGN UNIT**

**3200 ERIN MILLS PARKWAY  
FILE #06-00338  
GIANT TIGER**

SCALE FOR REDUCED DRAWINGS





**To:** City of Mississauga, Signing Division  
**From:** Paul Morin, Project Manager  
**Subject:** Minor Variance Application for Exterior Signing  
**Date:** March.8<sup>th</sup>, 2006

Dear Sir/Madam,

Giant Tiger is requesting a minor variance change for 3200 Erin Mills Parkway in the City of Mississauga. This is a request to add larger signing on the building façade as shown with the attached package and drawings. Signs.Ca from Ottawa has been authorized by Giant Tiger to proceed with this variance in order to get this larger box sign applied to the building. The purpose of this request is to maximize the exposure of our company from Erin Mills Parkway. Currently the store is inset from the street and hard to see. With a large sign it would achieve our goals of bringing customers to our store. This sign will be all new construction and setup on a yearly maintenance schedule, which we believe will be better for the residents around the area visually. Giant Tiger prides itself on keeping things safe, clean and maintained for the safety and general opinions of our customers. Please review and approve as soon as possible for this sign if you have no concerns.

Regards,

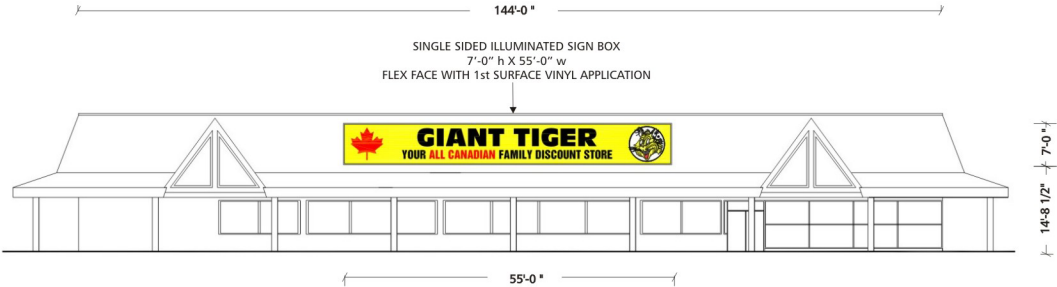
Paul Morin,  
Project Manager



- ALL GRAPHICS NEED FINAL APPROVAL  
- FOR MORE INFORMATION PLEASE CALL 759-4700

These drawings, include technical specifications and engineering that are the property of SIGNS.CA Inc. And shall not be reproduced, copied or used for manufacturing without previous written authorization from SIGNS.CA Inc.

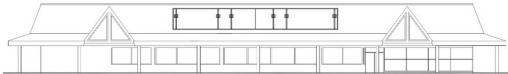
DRAFT ○ FINAL ●



- 5'-6" Maple Leaf
- 18" Slogan ( Your all canadian discount store )
- 3'-0" GIANT TIGER
- 6'-0" Tiger Head Logo

 **FRONT ELEVATION**  
Scale: 1/16" = 1'-0"

- SPECIFICATIONS:
- SUPPLY AND INSTALL A SINGLE SIDED ILLUMINATED SIGN BOX WITH GRAPHICS
  - BOX SIZE: 7'-0" h X 55'-0" w
  - ALL ALUMINUM CONSTRUCTION
  - FLEX FACE FRAME SYSTEM
  - FLEX FACE WITH 1st SURFACE VINYL APPLICATION
  - ALL ELECTRICAL TO MEET OR SURPASS PROVINCIAL STANDARDS - 42.9 AMPS REQUIRED
  - ESTIMATED WEIGHT = 1300 LBS
- ALL GRAPHICS NEED FINAL APPROVAL  
- FOR MORE INFORMATION PLEASE CALL 759-4700



SIGN BOX SIZE = 35.76 Square metres

GIANT TIGER 2480 Walkley Road. Ottawa, Ont. MISSISSAUGA STORE 3200 Erin Mills Parkway Unit 13, Mississauga Ont.	SOLD BY	Karen Mahoney	SCALE: 1/16" = 1'-0"		TITLE: Front elevation store front signing.		
	DRAWN BY	R. Cholette	DATE: Dec. 20 / 05		REF: 00	REV. DATE: 00	WORK ORDER
	APPROVED		FILE: Y-12503		Description		Y-12503
These drawings, include technical specifications and engineering that are the property of SIGNS.CA Inc. And shall not be reproduced, copied or used for manufacturing without previous written authorization from SIGNS.CA Inc.			DRAFT <input type="radio"/> FINAL <input checked="" type="radio"/>		Illuminated sign box with graphics.		
					1 OF 5		



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

April 11, 2006

**FILE:** 06-00349

**RE: Square One Shopping Centre - Tim Hortons & Future Tenant**  
**100 City Centre Drive - Ward 4**

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**The applicant requests the following variance to section 13 of the Sign By-law 0054-2002, as amended.**

<b>Section 13</b>	<b>Proposed</b>
Permits fascia signs to be located only on the building façade of each occupancy.	Two (2) fascia signs not located on the building façade of each occupant.

**COMMENTS:**

Tim Horton's does not have direct access nor is located on the exterior façade of the building. However, the proposed sign is located on the building structure which contains the mall entrance to access Tim Horton's. The proposed signs fit within the design of the mall entrance structure and provides needed direction for the public. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

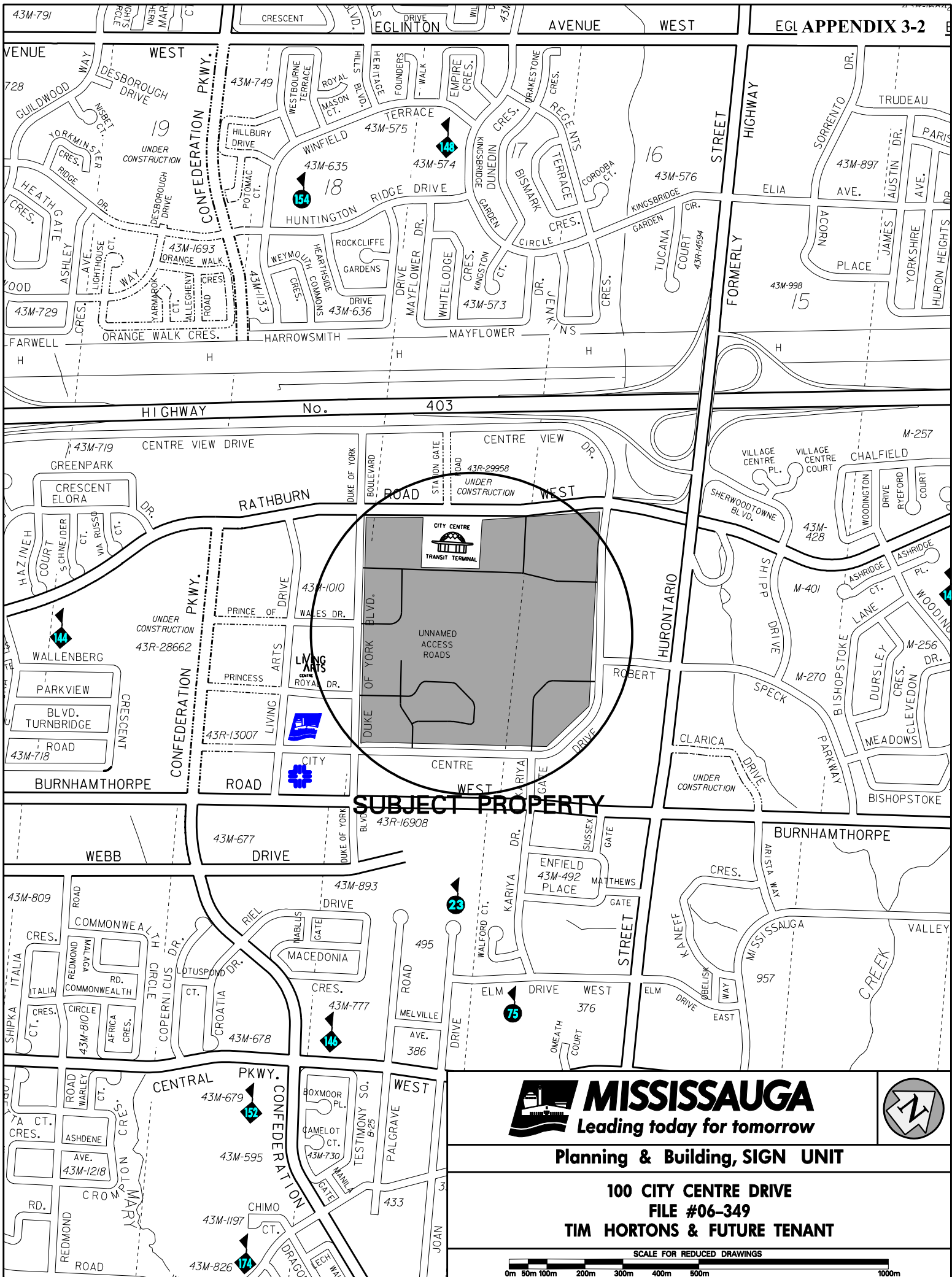


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**Planning & Building, SIGN UNIT**

**100 CITY CENTRE DRIVE**  
**FILE #06-349**  
**TIM HORTONS & FUTURE TENANT**

SCALE FOR REDUCED DRAWINGS  
0m 50m 100m 200m 300m 400m 500m 1000m



**SUBJECT PROPERTY**

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**100 CITY CENTRE DRIVE  
FILE #06-349  
TIM HORTONS & FUTURE TENANT**

SCALE FOR REDUCED DRAWINGS  
0m 50m 100m 200m 300m 400m 500m 1000m

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**Planning & Building, SIGN UNIT**

**100 CITY CENTRE DRIVE**  
**FILE #06-349**  
**TIM HORTONS & FUTURE TENANT**

SCALE FOR REDUCED DRAWINGS  
0m 50m 100m 200m 300m 400m 500m 1000m

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**100 CITY CENTRE DRIVE**  
**FILE #06-349**  
**TIM HORTONS & FUTURE TENANT**

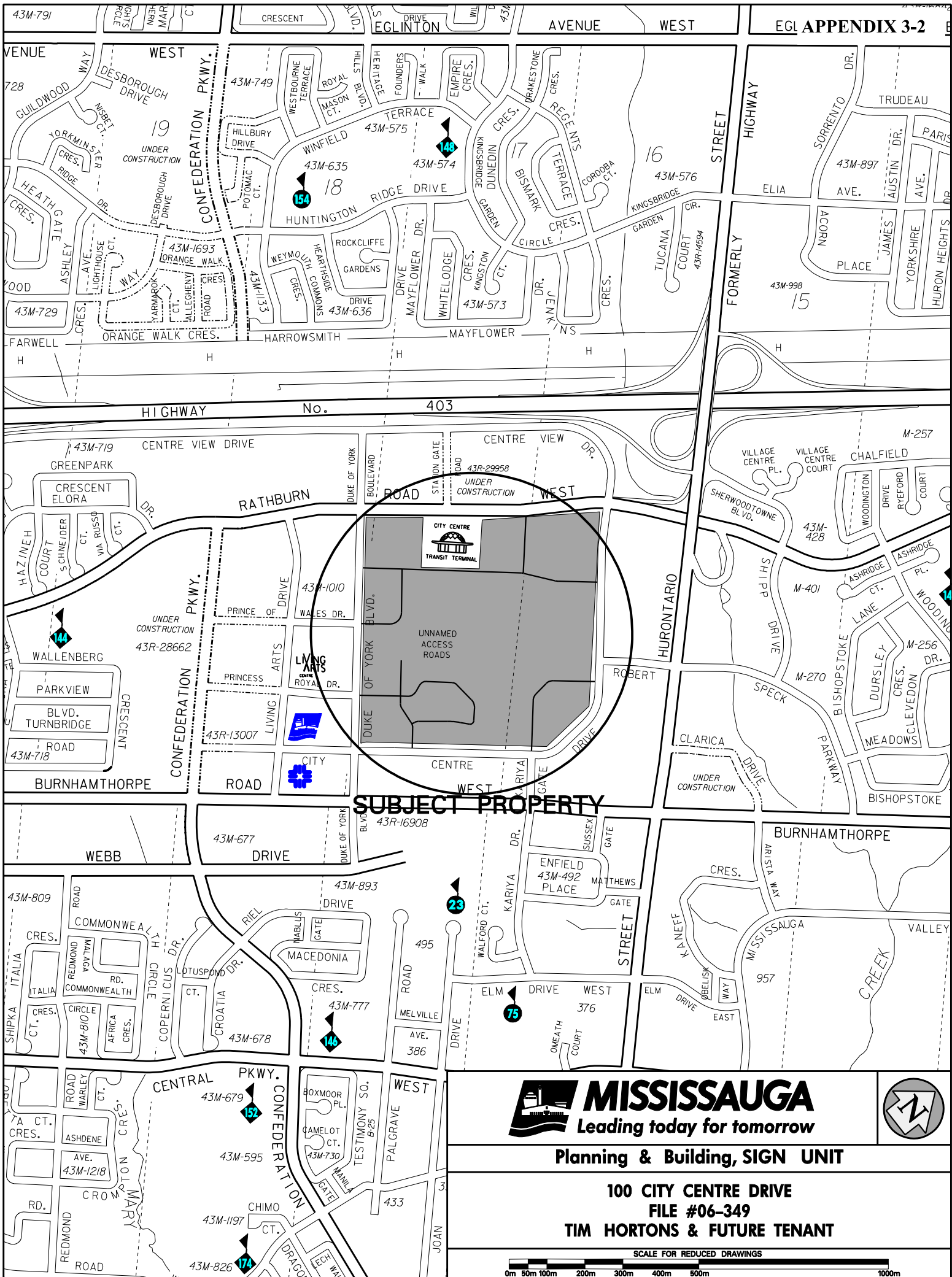
SCALE FOR REDUCED DRAWINGS  
0m 50m 100m 200m 300m 400m 500m 1000m

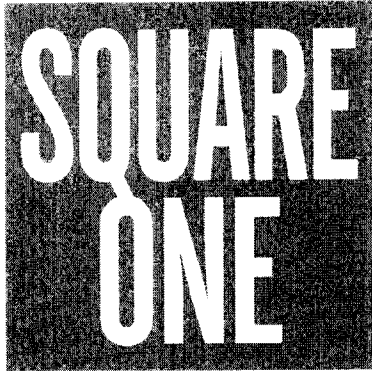
**MISSISSAUGA**  
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**Planning & Building, SIGN UNIT**

**100 CITY CENTRE DRIVE**  
**FILE #06-349**  
**TIM HORTONS & FUTURE TENANT**

SCALE FOR REDUCED DRAWINGS  
0m 50m 100m 200m 300m 400m 500m 1000m





December 19, 2005

City of Mississauga  
Mr. W. Nishihama  
Manager Design Team  
300 City Centre Dr.  
Mississauga, Ontario  
L5B 3C1

RE: Letter of Rationale -TIM HORTON'S EXTERIOR SIGNAGE  
SQUARE ONE

Dear Wayne,

Thank you for seeing me last week with regards to the installation of exterior signage. I appreciate your time to discuss the proposed signage for Tim Horton's on the outside façade of the entrance to the mall's lower level from the parking area, between Zellers and Sears.

This section of the mall on the lower level, has not evolved in pedestrian traffic the way we thought it would. Traffic continues to be below expectations and many of the Tenants in that area of the mall, have not realized reasonable sales for quite sometime.

In order to attract more traffic to that part of the centre, we have been negotiating with Tim Horton's, a business success story, to open a new food outlet, which we believe, will significantly attract customers to that section of the centre. Discussions with Tim Horton's have been very positive. However, they are firm on having an exterior sign on the brick wall of the mall entrance area near their location, as shown to you and as per the attached photograph. Without the exterior signage, the Tenant will not execute the deal.

.../2



We further discussed the need to create some sort of identification balance at this mall entrance. We both agreed that to achieve such balance, another sign could be installed on the left side of the entrance, for another Tenant, i.e. Shoppers D. Mart or other.

Drawings for such signs will be submitted for permit application soon. .

Many thanks for prompt attention to this matter.

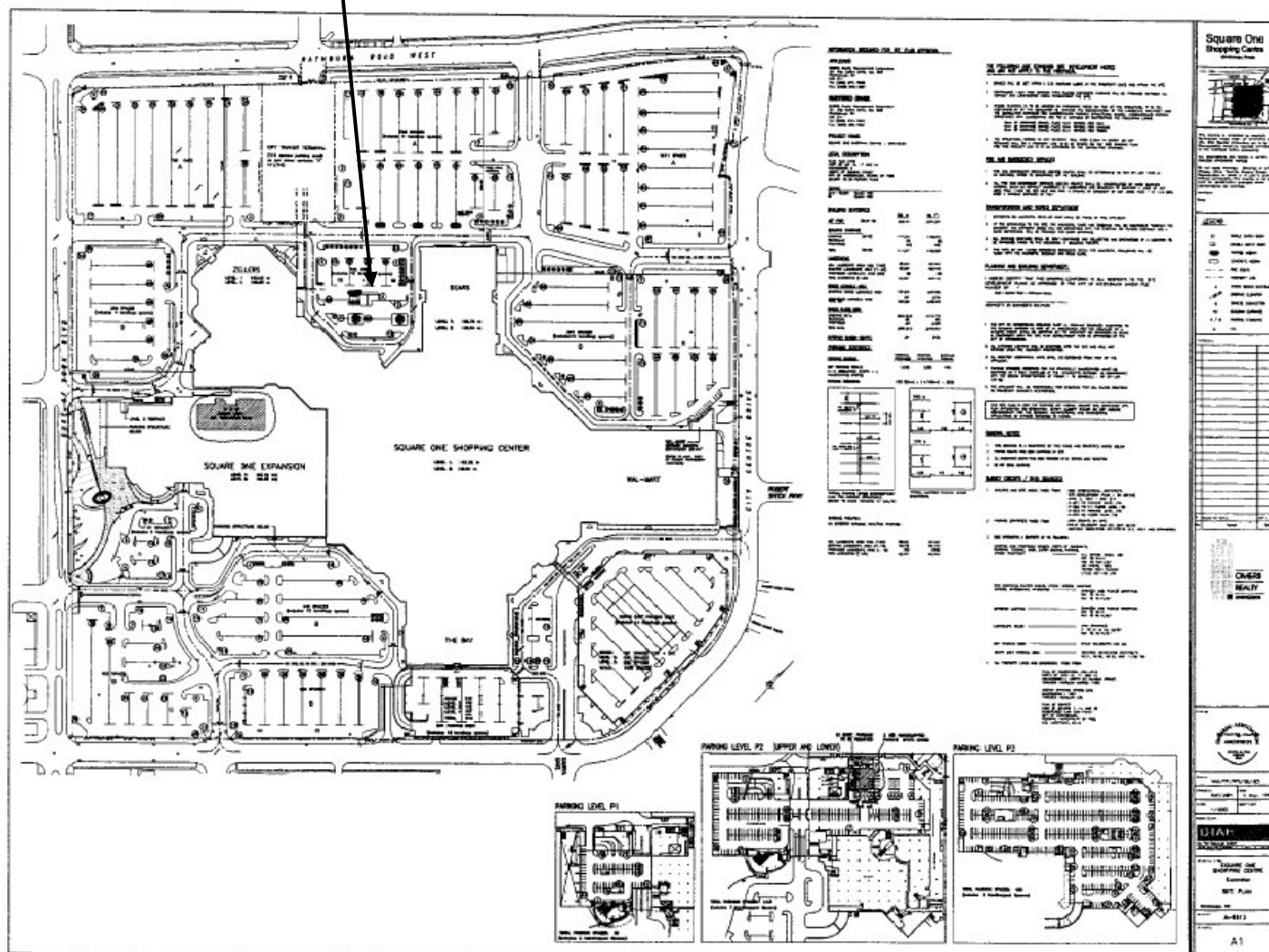
Sincerely,

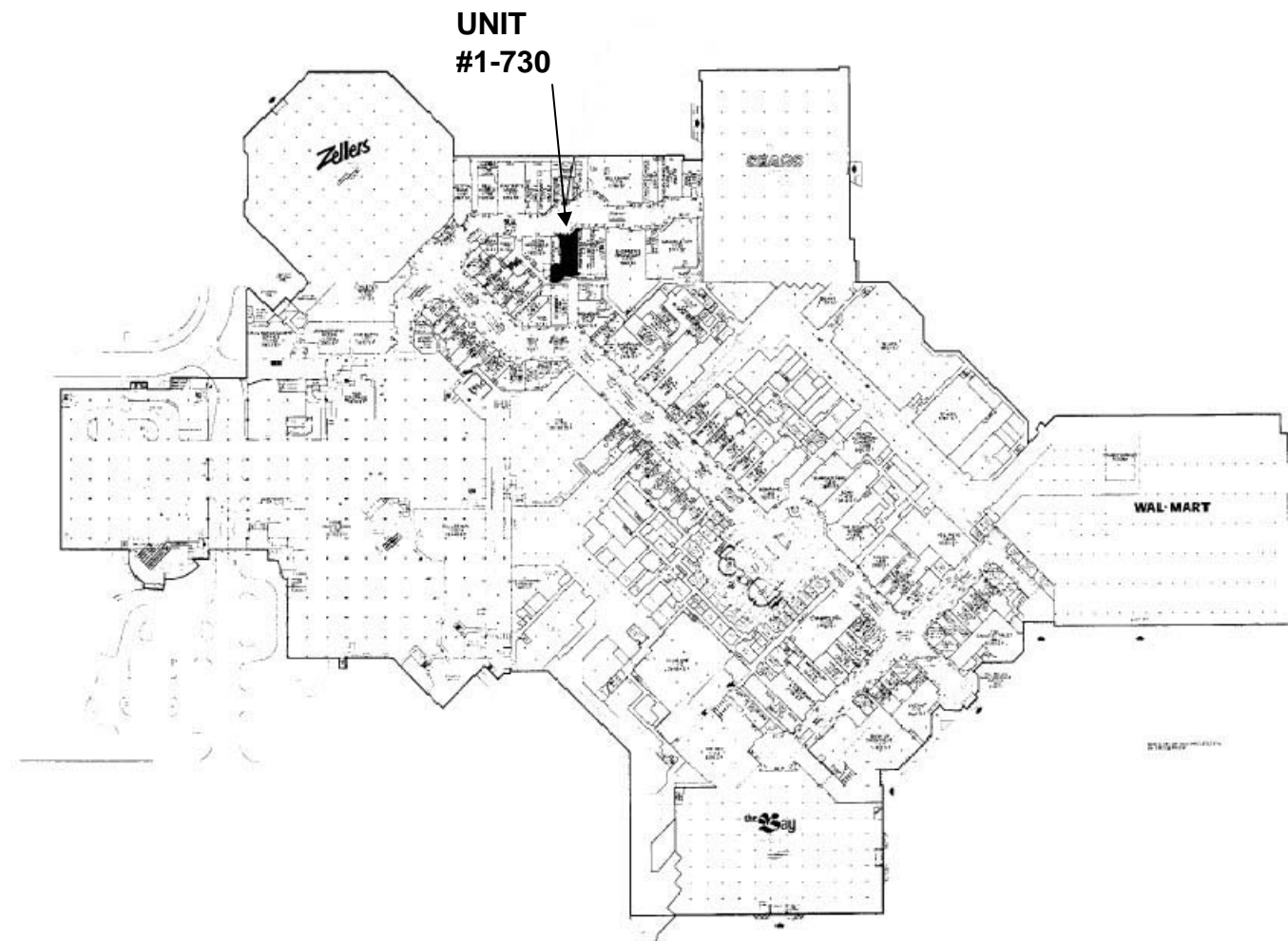
A handwritten signature in black ink, appearing to read 'A. Cabral', with a long horizontal flourish extending to the right.

A. Cabral  
Manager-Operations

c.c. N. MacDonald  
G. Burton

## SIGN





**Square One Shopping Centre**  
Mississauga, Ontario

# **Merchandising Plan**

2 25 00 001707

JANUARY 11, 2009

MP 102



**steel art**  
signs

37 Leslie  
Park Drive  
Markham  
Ontario  
L3R 1C9  
☎ 905.474.1678  
/ 905.474.0515  
e [www.steelart.com](http://www.steelart.com)

Client

## The TDL Group

Location

**Square One  
Mississauga  
ON**

Project Title

SignType(s)

## Ind Illuminated Letters

Scale	Date
3/8" = 1'-0"	02.27.2006

Drawn	Approved
K.B.	*

Drawing No.	Revision
<b>PD 05616-C</b>	<b>0</b>

RevisionNotes

No.	Description	Date
0 -		00.00.2006

**Approvals:**

Approved By:

Date: \_\_\_\_\_

**LEFT HAND SIDE OF ELEVATION**

### RIGHT HAND SIDE OF ELEVATION

**SIGNAGE DETAILS TO BE FOUND ON DRAWINGS  
PD 05616-A AND PD 05616-B**

## COLOUR SCHEDULE

 RED PIGMENTED PLEX  
- RHOM & HAAS #2793



NORTHERN GOLD

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**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

April 11, 2006

**FILE:** 05-08940

**RE: Super 8 Hotel / Husky Restaurant**  
**6625 Kennedy Road**

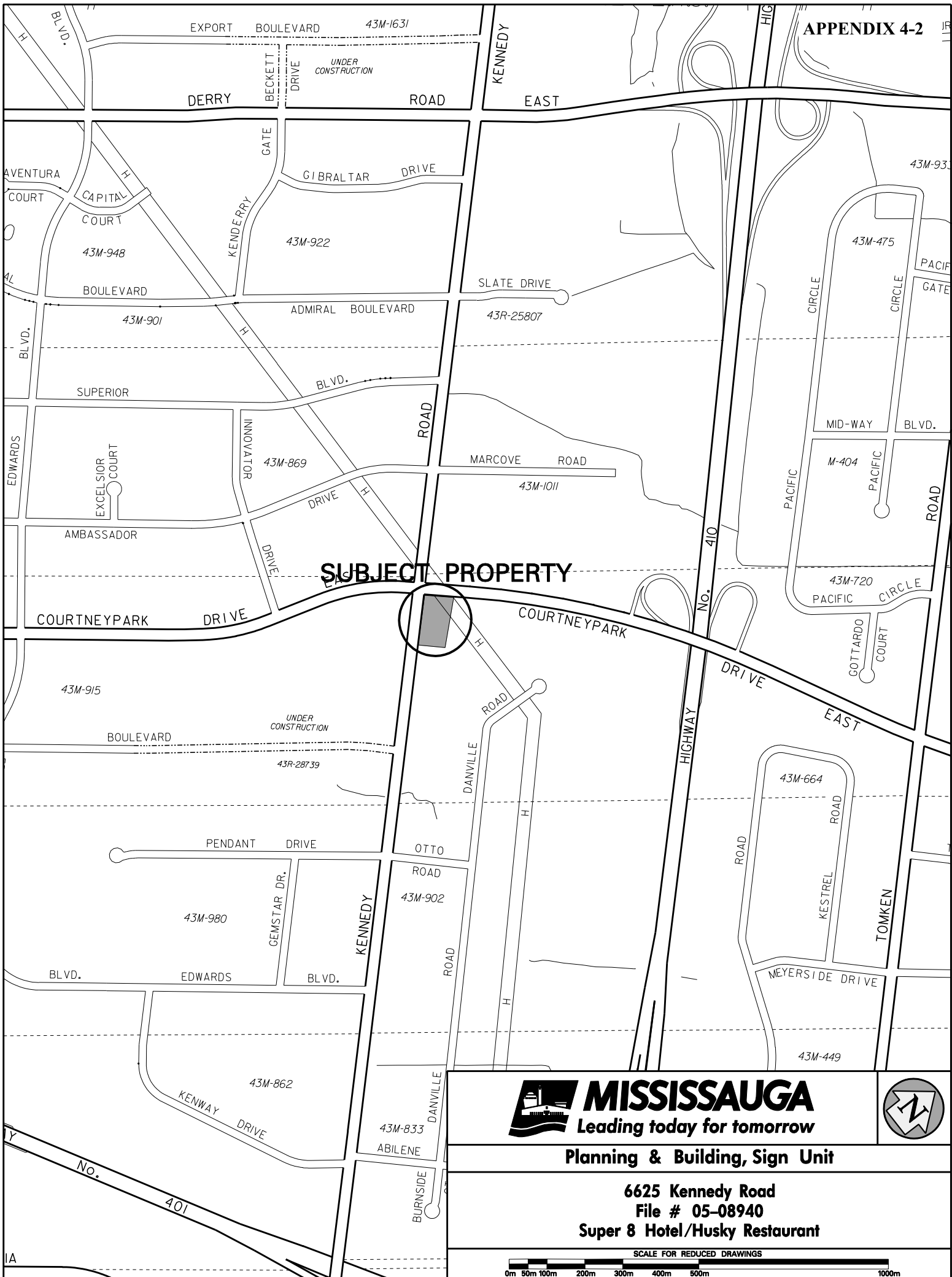
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**The applicant requests the following variance to section 14 of the Sign By-law 0054-2002, as amended.**

<b>Section 14</b>	<b>Proposed</b>
Permits two (2) facia signs to be located within the limits of the top floor of a hotel with a total sign area of 6.24 m2 (67.2 sq. ft.).	Three (3) facia signs located within the limits of the top floor of the hotel with a total sign area of 12.96 m2 (139.54 sq. ft.)

**COMMENTS:**

The applicant has coordinated the placement of the signs with the design of the building. Although the sign area for the proposed facia signs is significantly higher than the sign area permitted, the signs are proportional to the size of the building. The Planning and Building Department therefore has no objections to the proposed variance from a design perspective.



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**Planning & Building, Sign Unit**

**6625 Kennedy Road  
File # 05-08940  
Super 8 Hotel/Husky Restaurant**





5040 North Service Road  
Burlington, ON L7L 5R5

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February 7, 2006

Planning & Building Department  
City of Mississauga

Re: Sign Variance Application #05-8940  
6625 Kennedy Road, Mississauga, On

Dear Sir,

The sign by-law permits a maximum sign area of 2% of the elevation for roof top signs. With the exception of the Super 8 sign, the other roof top signs were previously installed on the building and removed during the current expansion.

Our proposal would be permitted if the signs were located on several elevations. However, only signage on the west elevation provides the maximum visual impact for identification.

It is in this regard that we are requesting a variance.

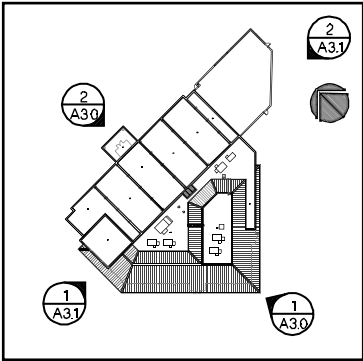
Please process our application at your earliest convenience.

Thank you,

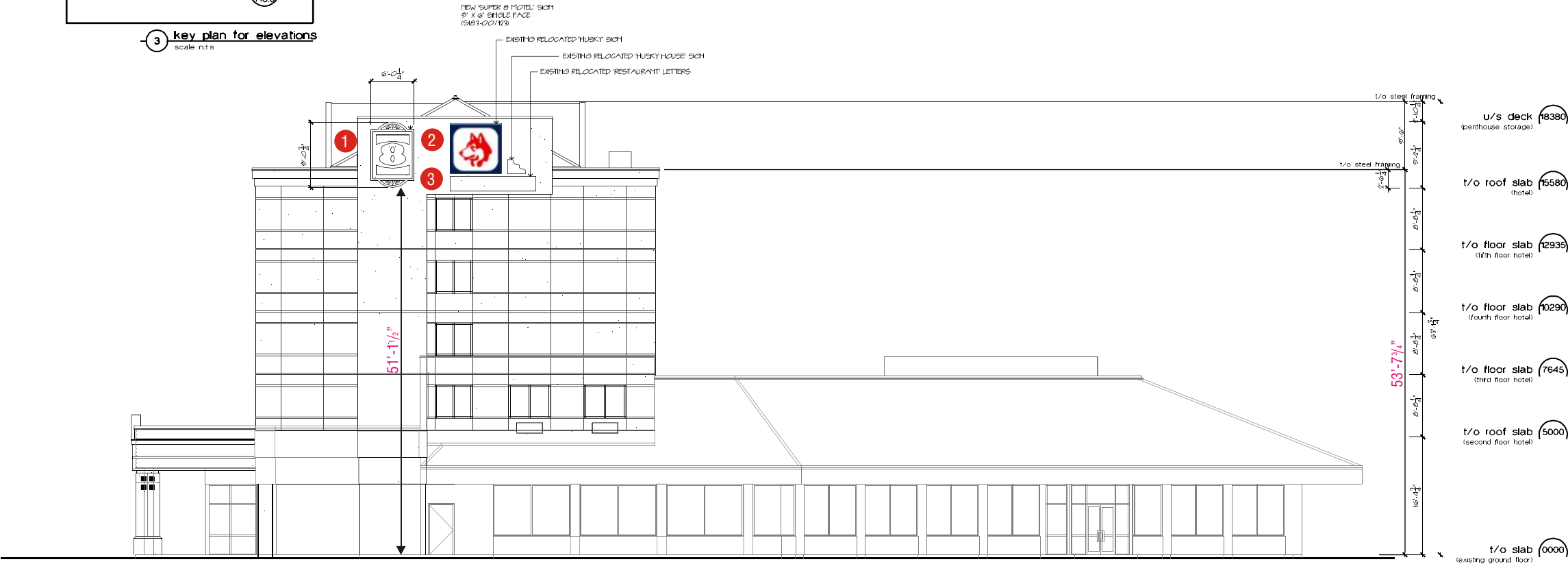
Gary Minden  
Project Manager







3 key plan for elevations  
scale n.t.s.



1 west elevation  
scale 1/100

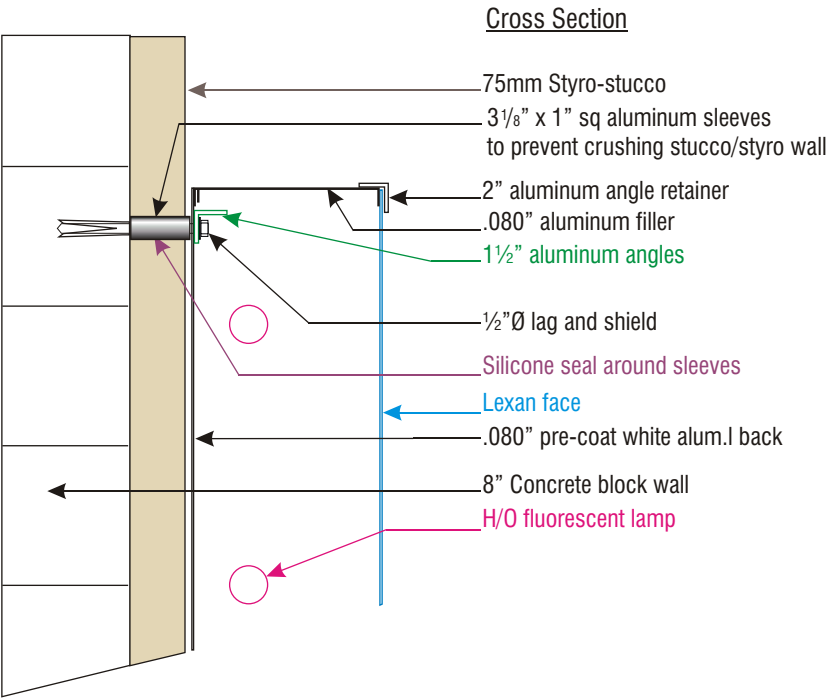
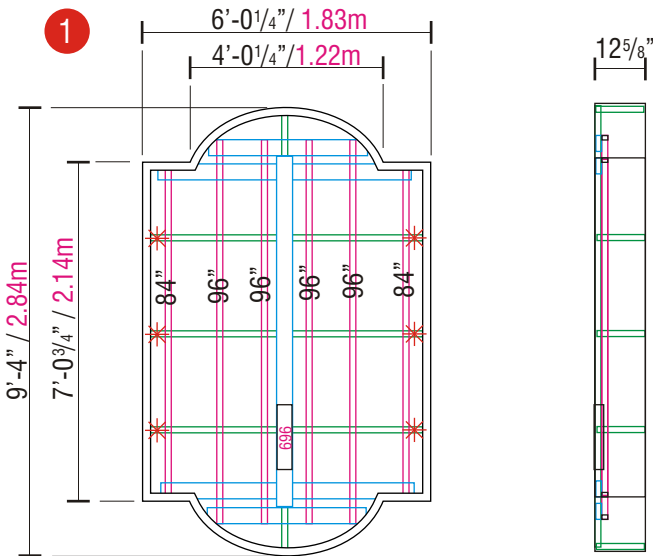
(1) NEW BACKLIT SIGN BOX

**Graphics/Substrate**  
Graphics to be supplied and colour (TBD) vinyl graphics applied to 1st surface of 3/16" acrylic face

**Illumination**  
4 - 96",2-84" H/O fluorescent lamps  
1 - 696 ballast, 5.0 amps @ 120v

**Construction**  
2" - aluminum angle retainer  
.080" aluminum brake formed filler  
1½" - aluminum retainer  
.080 pre-coat white alum. backer

**Installation**  
½"Ø x 5½" lag and shield c/w alum spacers min. 6 per sign box



☐ (TBD)  
☒ Black vinyl )

	Client	Super 8	Dwg No	18150	Date	December 19, 2005	<input type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input checked="" type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE	www.zipsigns.com
	Address	6625 Kennedy Rd	Sales	Gary Minden	Rev.				
		Mississauga, ON	Designer	Craig Newman	Rev.				
					Scale:	1/4" = 1'	Page:	1 of 6	5040 North Service Rd. Burlington, ON Ph. 905-332-8332 Fax 905-332-9994

(1) NEW BACKLIT SIGN BOX

**Graphics/Substrate**  
Graphics to be supplied and colour (TBD) vinyl graphics applied to 1st surface of 3/16" acrylic face

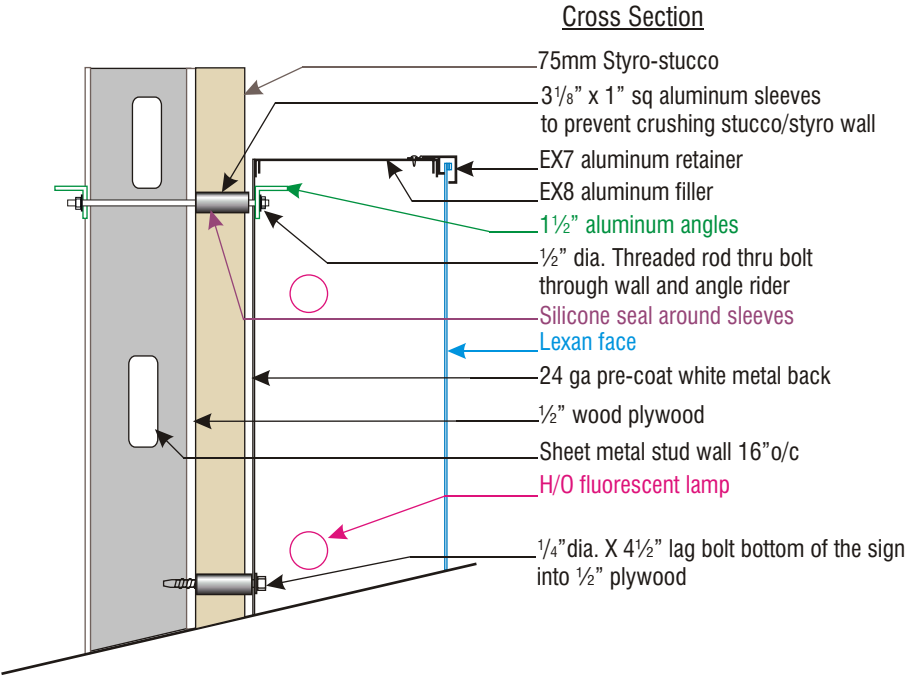
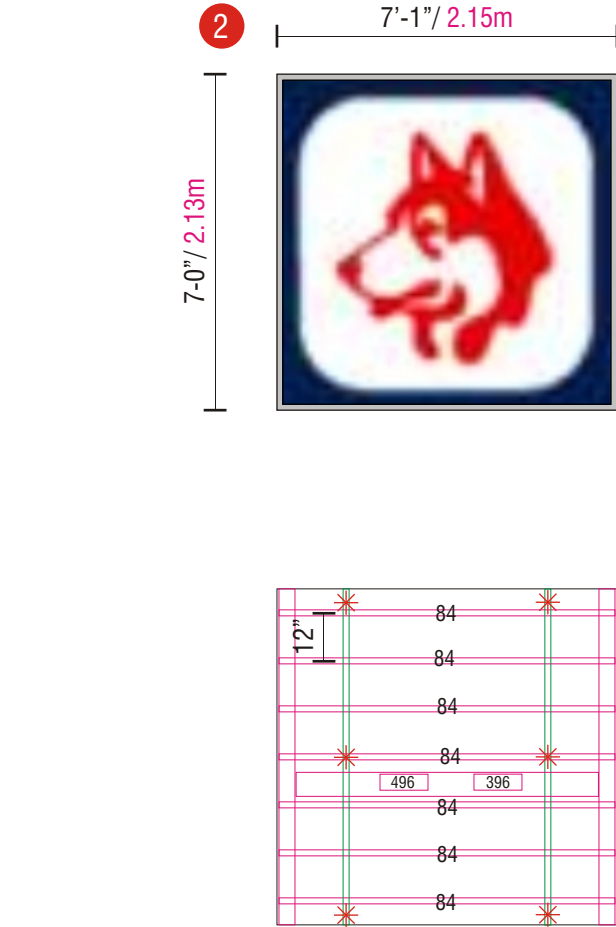
**Illumination**  
,7-84" H/O fluorescent lamps  
1 - 496,1- 396 ballast, 6.2 amps @ 120v

**Construction**  
2" - aluminum angle retainer  
.080" aluminum brake formed filler  
1½" - aluminum retainer  
.080 pre-coat white alum. backer

**Installation**  
½"dia. x 12" Threaded rod c/w alum spacers min. 2 per sign box  
¼"dia. X 4½" lag bolt into ½" plyspacers min. 4 per sign box wood

☐ (TBD)

☐ (TBD)



Client	Super 8
Address	6625 Kennedy Rd
	Mississauga, ON

Dwg No	18150
Sales	Gary Minden
Designer	Craig Newman

Date	December 19, 2005
Rev.	
Rev.	

<input type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input checked="" type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE
Scale: 1/4" = 1'	Page: 2 of 6

www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

