



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2006)

DATE: December 13, 2005

TO: Chair and Members of Planning and Development Committee
Meeting Date: January 9, 2006

FROM: Edward R. Sajecki
Commissioner of Planning and Building

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

RECOMMENDATIONS: That the Report dated December 13, 2005, 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 6 to the Report, be adopted in accordance with the following:

1. That the following Sign Variances **be granted**:
 - (a) Sign Variance Application 05-08186 (Appendix 1-1)
Ward 3
Bank of Montreal
985 Dundas Street East

To permit one (1) facia sign extending above the upper limits of the first storey;
 - (b) Sign Variance Application 05-08045 (Appendix 2-1)
Ward 4
Johnny Rockets/ Square One Shopping Centre
100 City Centre Drive

To permit one (1) fascia sign located on the second storey of the mall;

- (c) Sign Variance Application 05-08235 (Appendix 3-1)
Ward 5
Kuehne + Nagel
6170 Edwards Boulevard

To permit one (1) fascia sign located on the rear (south) elevation of the building;

- (d) Sign Variance Application 05-08085 (Appendix 4-1)
Ward 6
Shell Canada
1209 Dundas Street West

To permit the following:

- (i) one (1) fascia sign located on the side (east) elevation of the building and not facing a street line or gas pumps;
- (ii) one (1) fascia sign located on the side (west) elevation of the building and not facing a street line or gas pumps;

- (e) Sign Variance Application 05-08046 (Appendix 5-1)
Ward 6
Team Chrysler
777 Bancroft Drive

To permit the three (3) directional signs, each having a sign area of 1.11 m² (12 sq. ft.) and a sign height of 1.83 m (6 ft.) high;

- (f) Sign Variance Application 05-08210 (Appendix 6-1)
Ward 8
Toyota
2411 Motorway Boulevard

To permit two (2) fascia signs located above the upper limits of the first storey;

The granted variances are subject to compliance with other provisions of the Sign By-law.

2. That the following Sign Variances **not be granted**:

- (a) Sign Variance Application 05-08046 (Appendix 5-1)
Ward 6
Team Chrysler
777 Bancroft Drive

To permit the two (2) additional ground signs along Mavis Road.

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 Appendices 1 to 6) 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:

Bank of Montreal
Appendices 1-1 to 1-5

Johnny Rockets/Square One Shopping Centre
Appendices 2-1 to 2-6

Kuehne + Nagel
Appendices 3-1 to 3-5

Shell Canada
Appendices 4-1 to 4-7

Team Chrysler
Appendices 5-1 to 5-9

Toyota
Appendices 6-1 to 6-5

Edward R. Sajecki
Commissioner of Planning and Building



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08186

RE: Bank of Montreal
985 Dundas Street East - Ward 3

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

Section 6	Proposed
Permits fascia signs to be located no higher than the upper limits of the first storey.	One (1) fascia sign extending above the upper limits of the first storey.

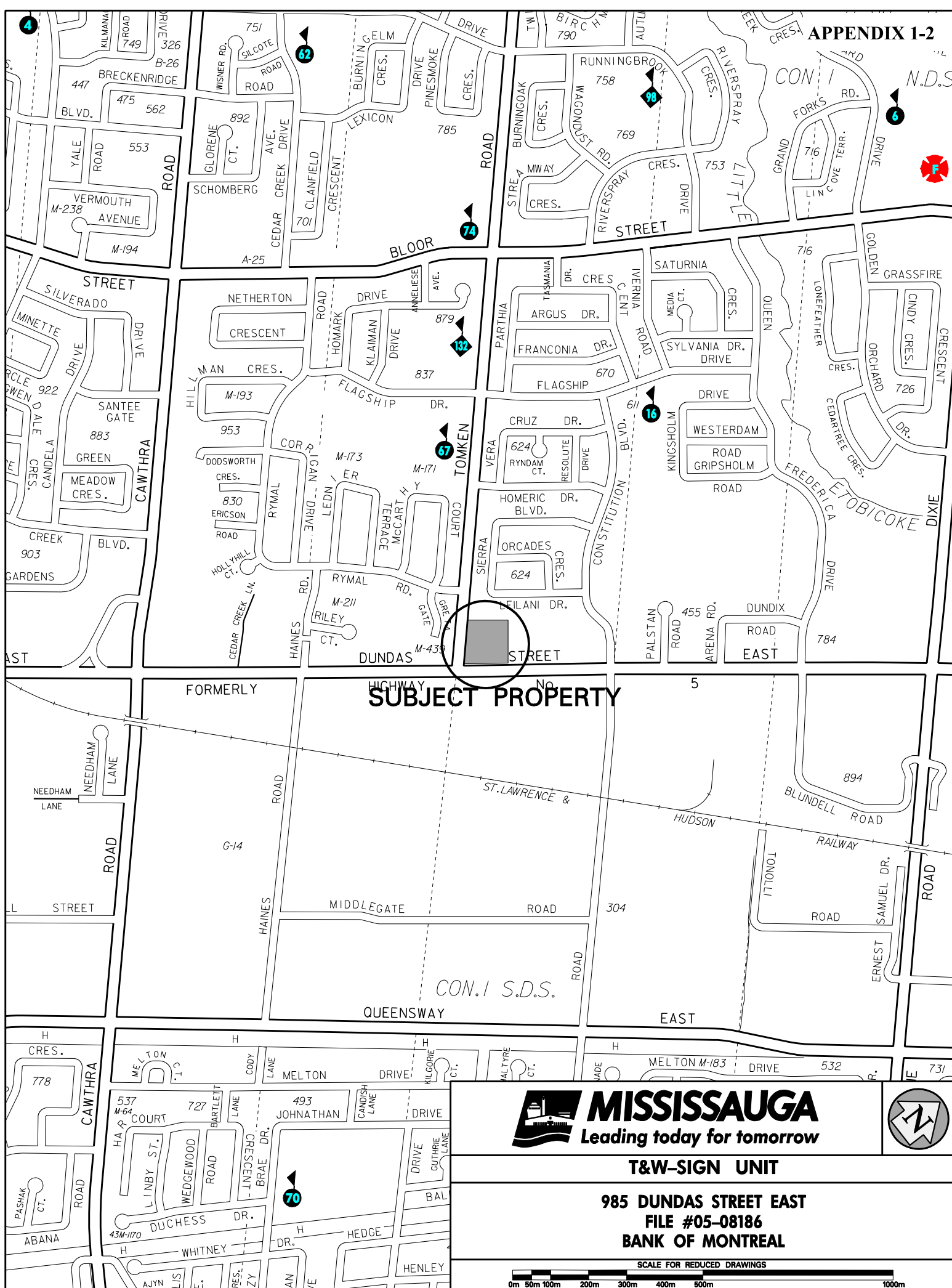
COMMENTS:

The proposed sign is affixed to the top of an existing drive-through feature wall, extending the overall height of the wall to project above the building roof line. The proposed variance is in keeping with the design of the building and therefore acceptable from a design perspective.

The proposed sign will replace the existing sign (Appendix 1-4 – Sign 3) which will be removed.

RECOMMENDATION:

That the proposed variance to permit one (1) fascia sign above the upper limits of the first storey, **be granted.**



SUBJECT PROPERTY



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T&W-SIGN UNIT

**985 DUNDAS STREET EAST
FILE #05-08186
BANK OF MONTREAL**

SCALE FOR REDUCED DRAWINGS

0m 50m 100m 200m 300m 400m 500m 1000m

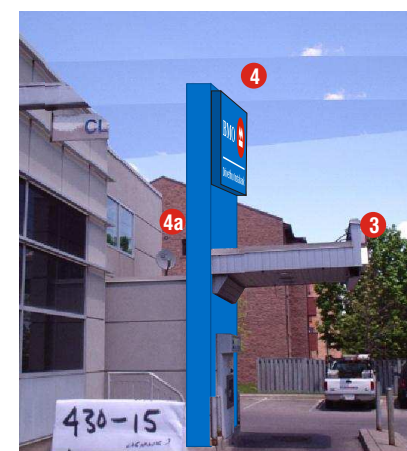
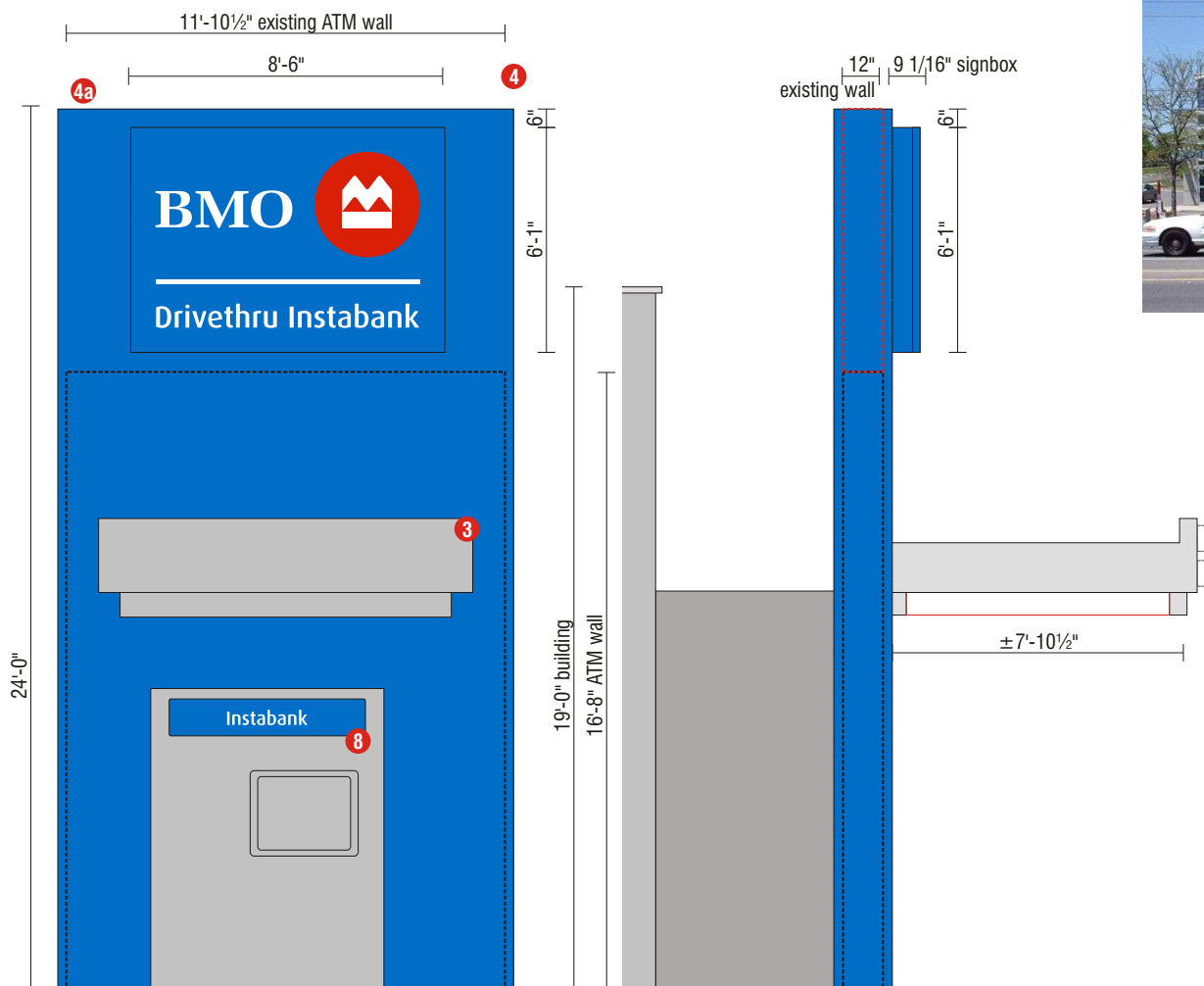
KEY PLAN

Tomken Rd.

5**6****10****1****2****9****7****4****3****8**

Dundas St.

Proposed Sign is Number 4



Sign 4
NEW SINGLE SIDED BACKLIT SIGN
 Install sign over the Alucobond cladding
 Remove existing 'V' shaped sign

Sign 4a
NEW BLUE CLADDING
 Site check.

Sign 3 REMOVE 'Drive Thru' LETTERS.
REPAIR BY COVERING WITH NEW
PANEL SAME FINISH AS BUILDING.
 -Remove decals below
 -provide new trim kit under the canopy,
 at enter/exit sides to match front face

Blue: 3M VQ11995/ BMO Blue
 Red: 3M VQ11057/ Pantone 485

This drawing is the property of Zip Signs Ltd.

	Client	BMO 0430	Dwg No	0430	Date	June 20, 2005	<input checked="" type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE	www.zipsigns.com
	Address	985 Dundas St. E	Sales	Don Kilgallen	Rev.	September 12, 2005			
		Mississauga, ON	Designer	Dragos Rotundu	Rev.				
Scale: 1/4" = 1'		Page: 3 of 5							



5040 North Service Road
Burlington,
Ontario L7L 5R5
Phone 800-291-0166 x 223
Fax 905 332-9825



Rational For Upgrading The Drive-thru Signage

BMO would like to highlight the services offered to the public on this highly travelled road by increasing the exposure of the drive-thru.

Presently the Drive-thru is not highly visible to the traffic on the street as trees on the boulevard obstruct the view of the drive-thru.

The increase in height and size of the sign facing Dundas Street will highlight the presence of the Drive-thru and increase its exposure to traffic without affecting the residential area behind the bank. The sign is set in the cladding and will not be illuminated.



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08045

RE: Johnny Rockets/ Square One Shopping Centre
100 City Centre Drive - Ward 4

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

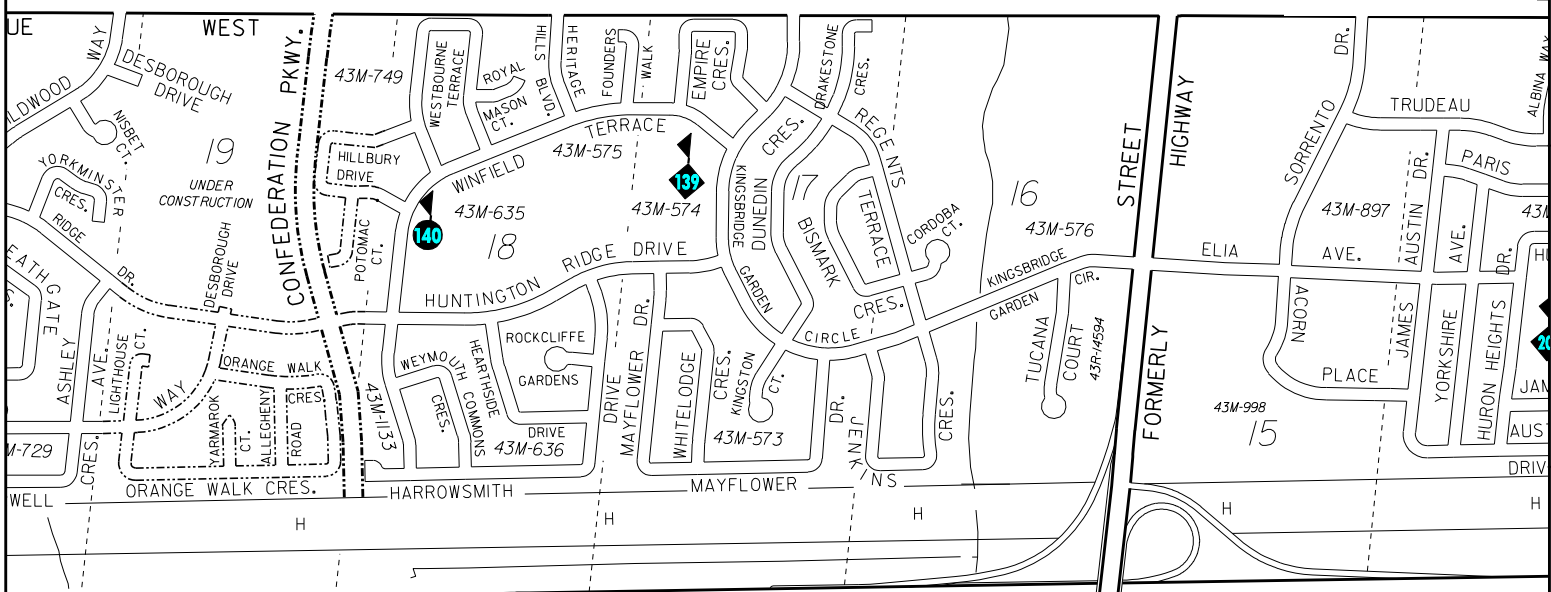
Section 13	Proposed
Facia signs are permitted to be located within the upper limits of the first storey.	One (1) facia sign located on the second storey of the mall.

COMMENTS:

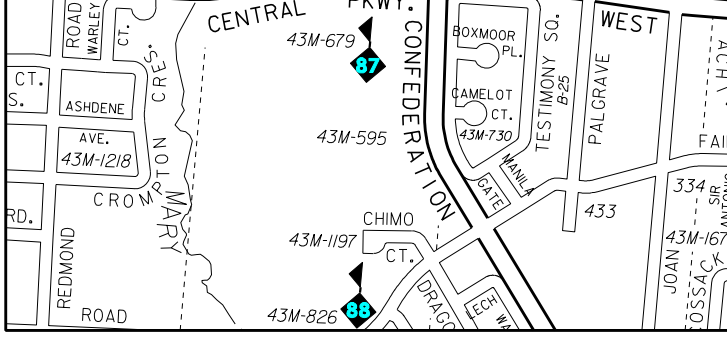
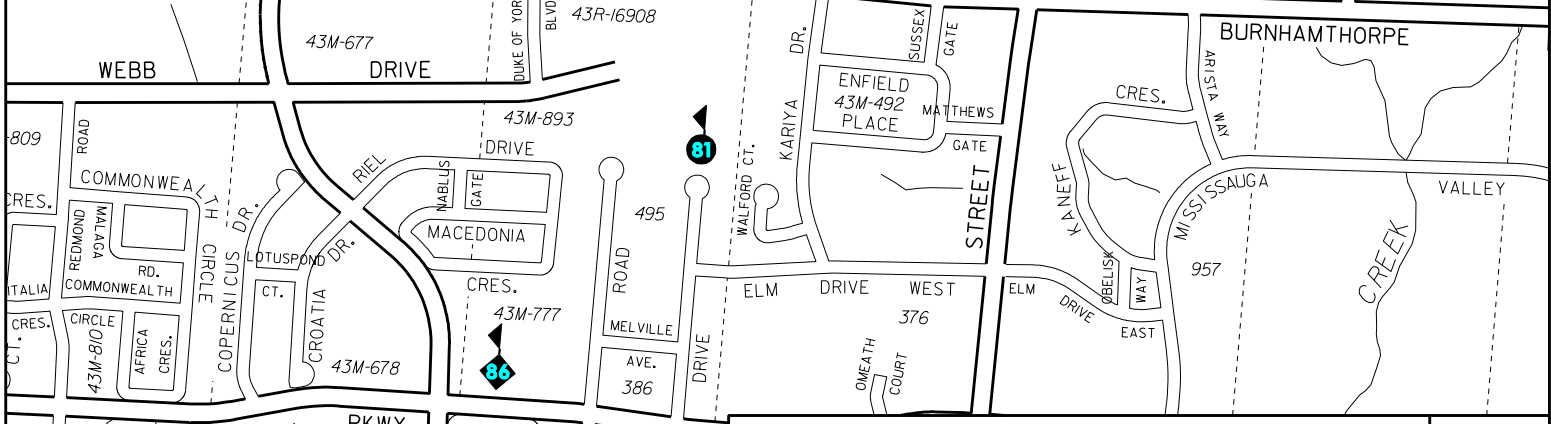
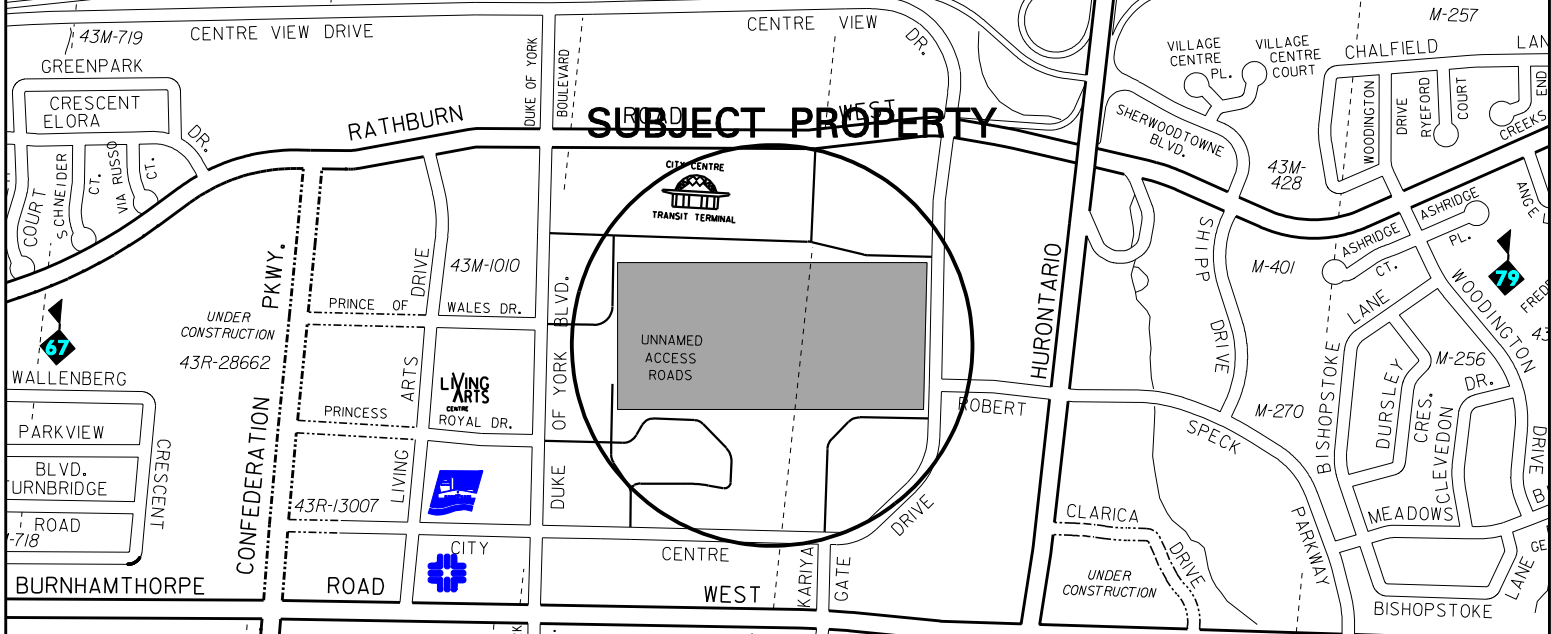
Although the proposed variance is located on the second storey of the mall, it is located on their unit. The applicant has reduced the number and size of signs from their original proposal at the request of the Planning and Building Department. The proposed sign is in scale with the façade of the building and therefore acceptable from a design perspective.

RECOMMENDATION:

That the proposed variance for one facia sign located on the second storey of the mall, **be granted.**



HIGHWAY No. 403





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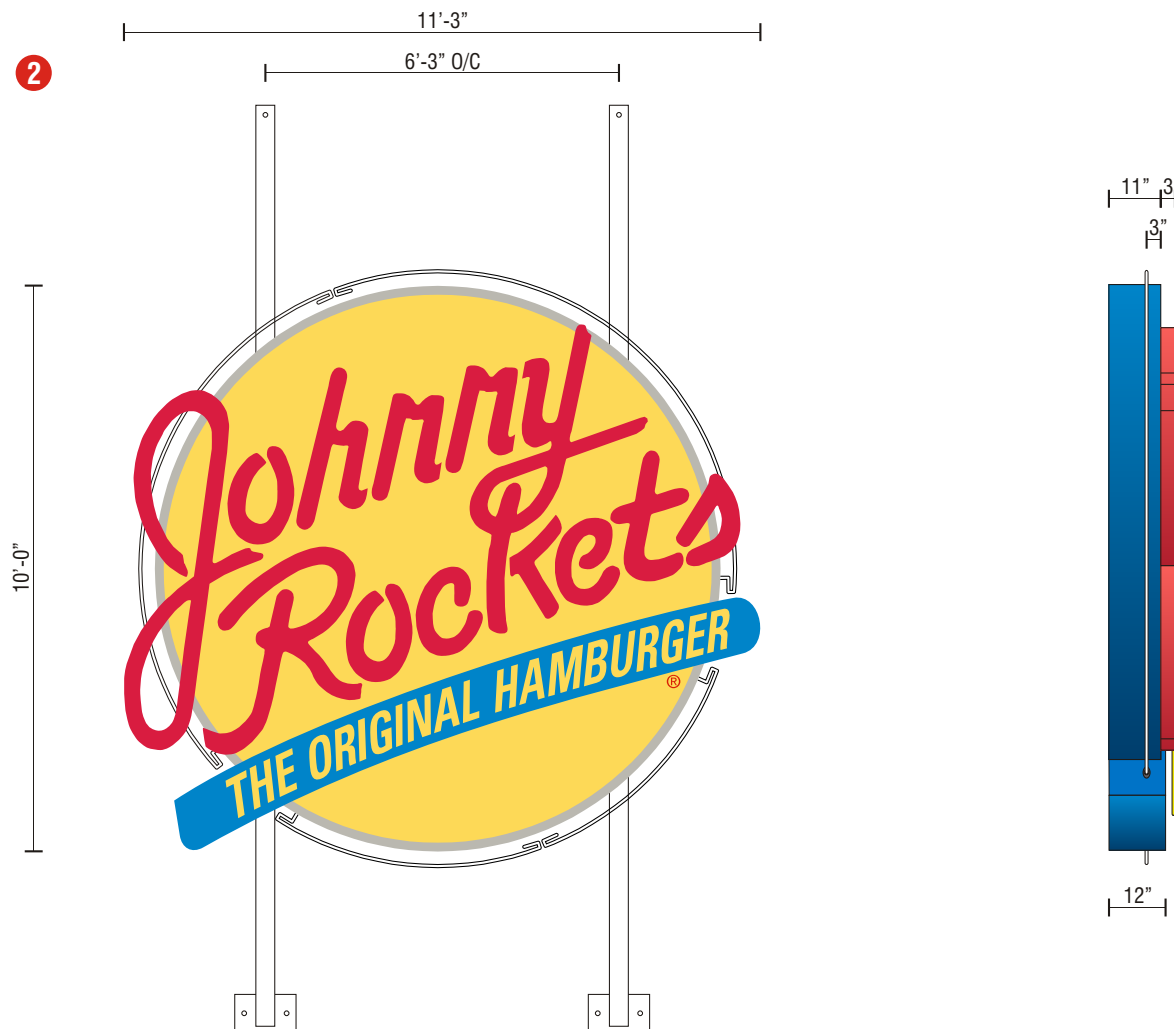
Planning & Building, SIGN UNIT

100 CITY CENTRE DRIVE
FILE # 05 - 08045
JOHNNY ROCKETS

SCALE FOR REDUCED DRAWINGS



0m 50m 100m 200m 300m 400m 500m 1000m

**Sign 2**

Supply 1 new interior s/f illuminated display
on galvanized steel HSS support structure

Graphics / Substrate

"Johnny Rockets" - open channel illum. letters

Double tube 15mm clear red neon

.080 aluminum back

3" - .050 aluminum returns

"The Original Hamburger"

Sunflower 7725-25 vinyl copy with

Single tube 12mm clear bright yellow neon

.125 aluminum face with

12" / 1" - .050 aluminum returns

Illumination

30ma / 60ma transformers

#200 glass housings

Construction - Circle background

.125 aluminum face

11" - .050 aluminum filler

15mm 6500 snow white neon border

Access panels in filler

.080 aluminum back with

1½" horizontal aluminum angle braces

Red 7725-13 vinyl '®'

Paint

Red PMS 199, Blue PMS 3005,

Yellow PMS 122 & PMS Cool Grey 5

- Red PMS 199
- Yellow PMS 122
- PMS Cool Grey 5
- Blue PMS 3005

Client	Johnny Rockets
Address	Square One
	Mississauga, ON
Dwg No.	17888
Designer	FB
Sales	Craig Hall

Date	October 3, 2005
Rev.	November 29, 2005
Rev.	



CONCEPTUAL
NOT FOR CONSTRUCTION



SHOP READY
CONSTRUCTION CAPABLE

Scale: 3/8" = 1'-0"

Page: 4 of

www.zipsigns.com

5040 North Service Rd. Burlington, ON

Ph. 905-332-8332 Fax 905-332-9994



This drawing is the property of Zip Signs Ltd.



Client	Johnny Rockets
Address	Square One
	Mississauga, ON

Dwg No.	17888
Designer	FB
Sales	Craig Hall

Date	October 3, 2005
Rev.	November 29, 2005
Rev.	

<input checked="" type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE
Scale: 1/16" = 1'-0" Page: 1 of	

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

ZIP SIGNS
This drawing is the property of Zip Signs Ltd.



5040 North Service Road
Burlington, ON L7L 5R5

To Whom It May Concern:

Johnny Rockets Square One feels exterior signs are necessary for identification purposes. Exterior signage is of extreme importance due to the fact that the restaurant is in a concealed corner of the mall. The proposed location of the signage allows for viewing from a distance but also keeps the height of the signage at a manageable level.

Should there be any questions about the signage, installation or the package in general; feel free to contact me anytime.

Sincerely,

Craig Hall
Zip Signs
1-800-291-0166 EXT 192



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08235

RE: **Kuehne + Nagel**
6170 Edwards Boulevard - Ward 5

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

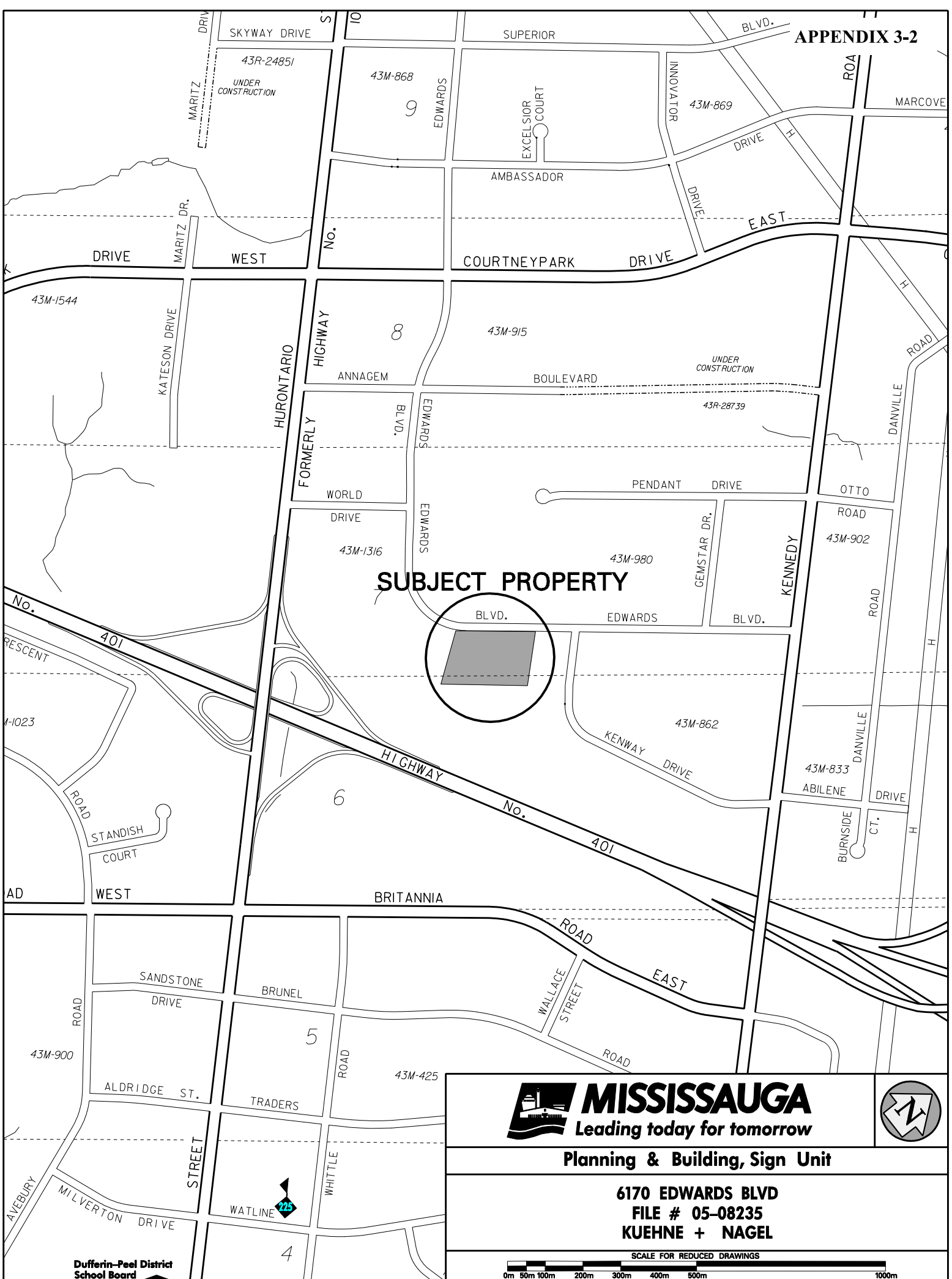
Section 14	Proposed
Does not permit facia signs on the rear (south) elevation of the building.	One (1) facia sign located on the rear (south) elevation of the building.

COMMENTS:

Sign By-law 0054-2002, as amended permits facia signs on the rear elevation of building directly facing highways. Since there is a site occupied by the Ministry of Transportation for a working depot between the subject site and Highway 401, the proposed sign is considered a variance. As the subject site appears to be located adjacent to Highway 401, the Planning and Building Department considers the proposed variance to be within the intent of the Sign By-law and therefore acceptable.

RECOMMENDATION:

That the proposed variance to permit one (1) facia sign located on the rear (south) elevation of the building, **be granted.**



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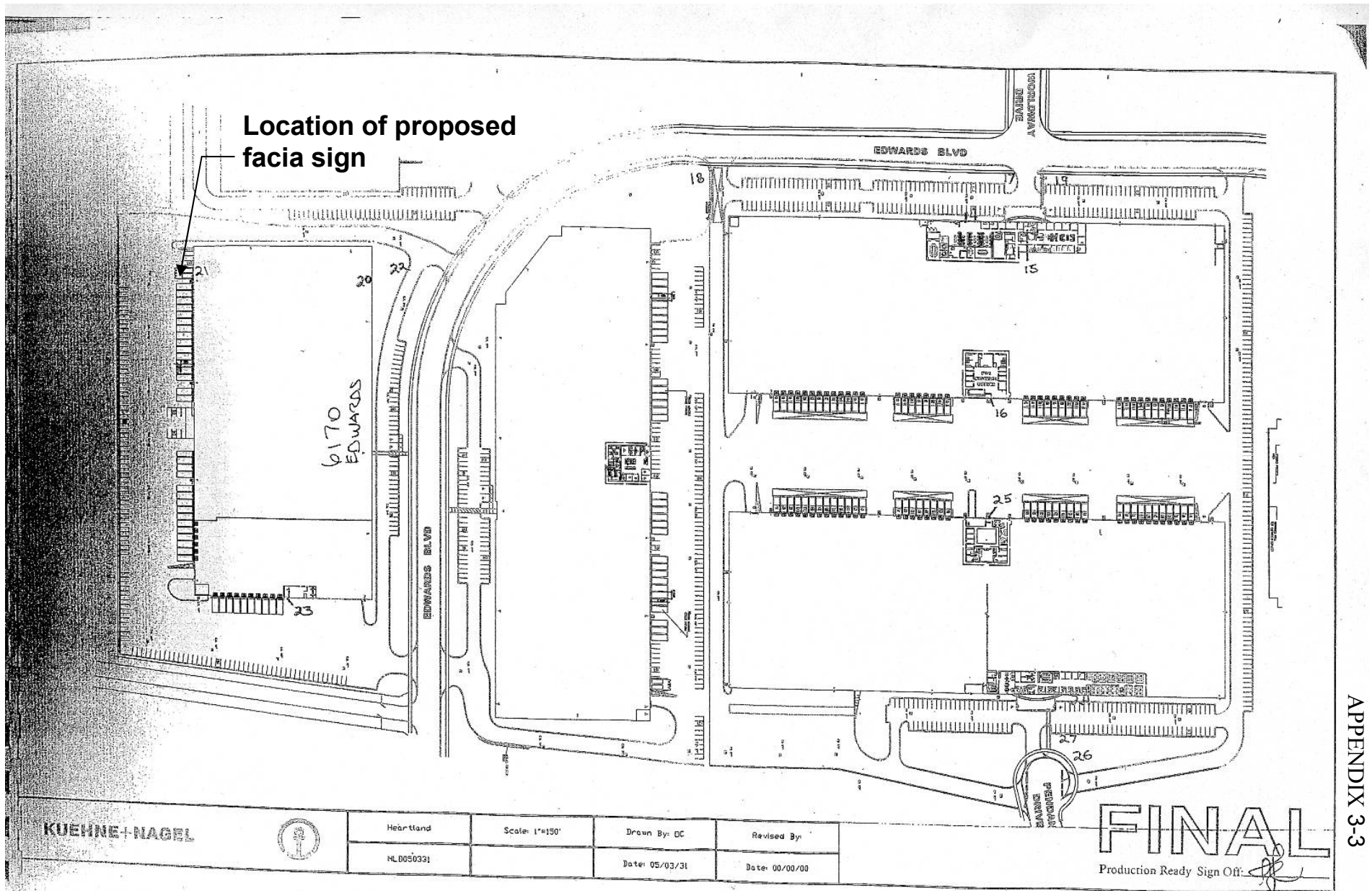


Planning & Building, Sign Unit

**6170 EDWARDS BLVD
FILE # 05-08235
KUEHNE + NAGEL**

SCALE FOR REDUCED DRAWINGS





KUENNE+NAGEL



Heintland

Scale: 1"=150'

Drawn By: GC

Revised By:

HL 0050331

Date: 05/03/31

Date: 00/00/00



EXISTING



PROPOSED

SIGN #21



EXISTING



PROPOSED

SIGN #20



SIGN #20 AND SIGN #21
MANUFACTURE AND INSTALL 2 NEW
ILLUMINATED SETS OF CHANNEL
LETTERS.

FACES ARE WHITE ACRYLIC 3/16" WITH
TRANSLUCENT VINYL APPLIED 1ST
SURFACE.

CUSTOM ROUTED FROM .080 ALUMINUM
BACKS.

TO BE PAINTED TO MATCH PMS COLOURS:
PMS - 654 DARK BLUE
PMS - 306 LIGHT BLUE

INTERNALLY ILLUMINATED WITH 60MM
SELF CONTAINED TRANSFORMERS.

NEON
LETTERS - 15MM NEON PRODUCTS - #12
ELECTRIC BLUE PUMPED WITH ARGON/H
GAS

"S" & LOGO - 15MM NEON PRODUCTS - #10
ICE BLUE PUMPED WITH ARGON/H GAS

COLOURS
3M 3630-36 DARK BLUE
AVERY 9900 QM LIGHT BLUE



QUESTIONS	ANSWERS
WALL DETAILS	TIN
SIGN FACE MATERIAL	NOT APPLICABLE
FASTENERS	NOT APPLICABLE
POST TYPE	NOT APPLICABLE
POST DIA/WIDTH	NOT APPLICABLE
INTERIOR WALL SURFACE	NOT APPLICABLE
DAMAGE TO REPAIR?	NOT APPLICABLE
GROUND CONDITION	NOT APPLICABLE
ACCESS ELECTRICAL	YES
POWER SUPPLY	347 V
PRIMARY IN LOGO AREA	CAN BE MOVED

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APPROVED BY:

DATE:

DRAWING NUMBER:
K+N-44WF10-SS-CDESIGNED BY:
J LEROUXSCALE:
1/4"=1'CUSTOMER:
KUEHNE+NAGELLOCATION:
MISSISSAUGA ONT-6170 EDWARDS BLVDDATE:
AUG 19, 2005MEASUREMENTS ARE
VERIFIED BY
SITE SURVEY:

YES



October 28, 2005

Jeff Sondic
City of Mississauga
Planning & Building Department
Sign Unit



4145 7TH Concession

Windsor, Ontario N9A 6J3

Phone 519-972-9222

Toll Free: 1-800-265-9508

Fax 519-972-9220

e-mail mail@acmesigns.com

Re: Variance Application for 6170 Edwards Blvd, Mississauga, ON

Dear Jeff,

Although this elevation does not face a municipal street, it does have full exposure to the 401. Currently there is a KN sign on this elevation, but not the correct logo. The proposal is to replace the old logo with the new format corporate logo sized in the correct scale for the size of this elevation.

Attached is all the necessary paperwork and drawings to apply for this variance. Should you have any questions or concerns please do not hesitate to contact myself by either phone or email. Thank you in advance.

Best Regards,


Larry Catton
President
Acme Signs

CITY OF MISSISSAUGA BUILDING DIVISION		
FILE REF:		
DATE REC: NOV - 1 2005		
ROUTE TO	REC'D BY	DATE



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08085

RE: **Shell Canada**
1209 Dundas Street West - Ward 6

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

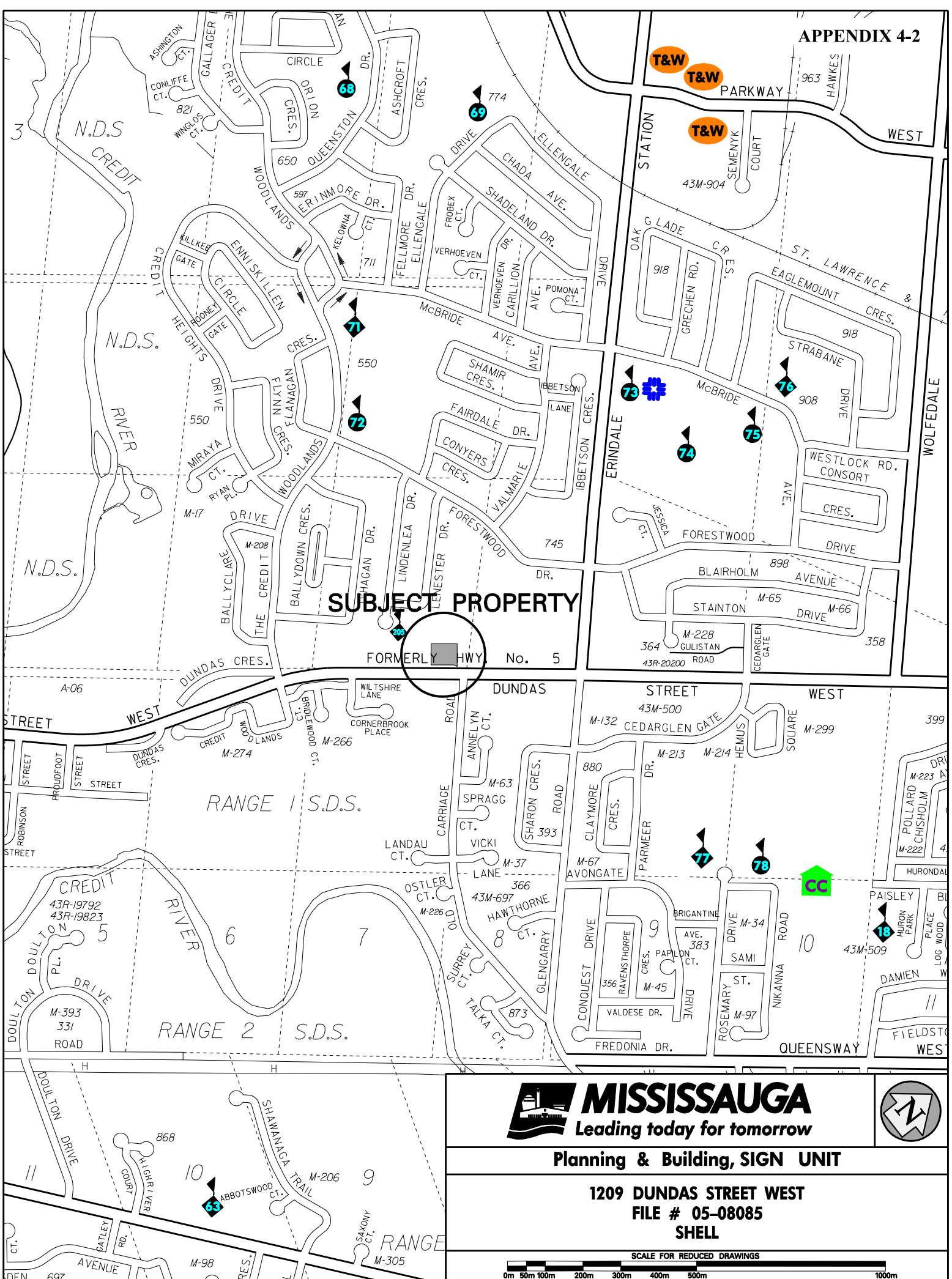
Section 13	Proposed
Permits facia signs to be located only on the building facade facing a street line or gas pumps.	One (1) facia sign located on the side (east) elevation of the building and not facing a street line or gas pumps.
Permits facia signs to be located only on the building facade facing a street line or gas pumps.	One (1) facia sign located on the side (west) elevation of the building and not facing a street line or gas pumps.

COMMENTS:

Both proposed signs are small advertising panels which do not affect the adjacent neighbouring properties and therefore are acceptable from a design perspective.

RECOMMENDATION:

That the proposed variance to permit one (1) facia sign located on the side (east) elevation of the building and one (1) facia sign located on the side (west) elevation of the building, **be granted.**

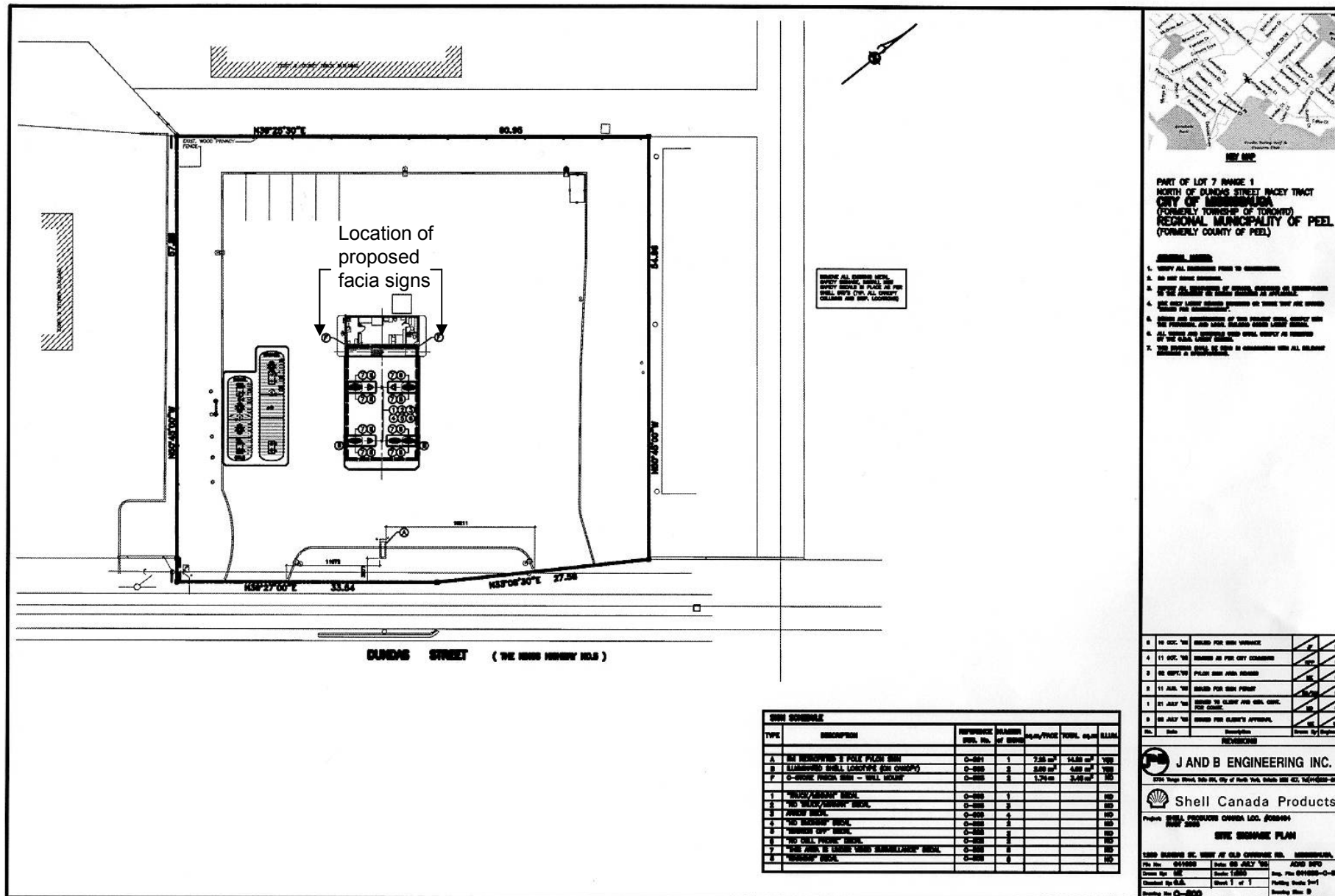


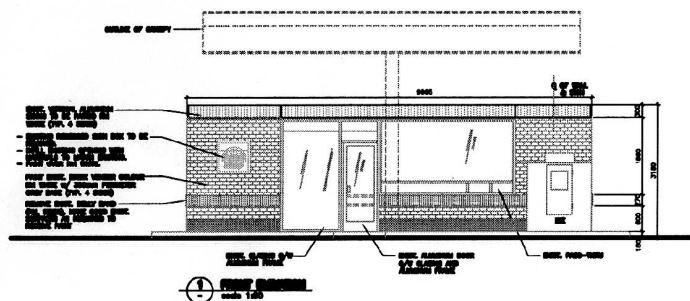
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Planning & Building, SIGN UNIT

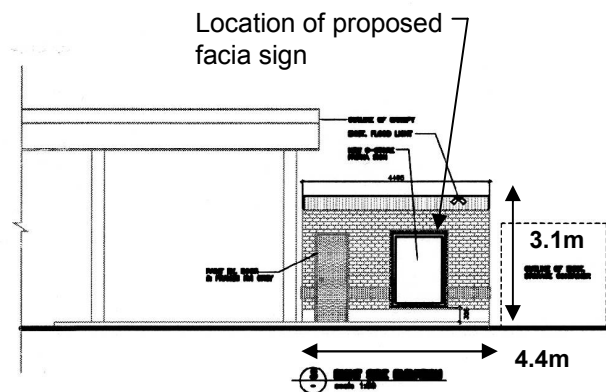
1209 DUNDAS STREET WEST
FILE # 05-08085
SHELL



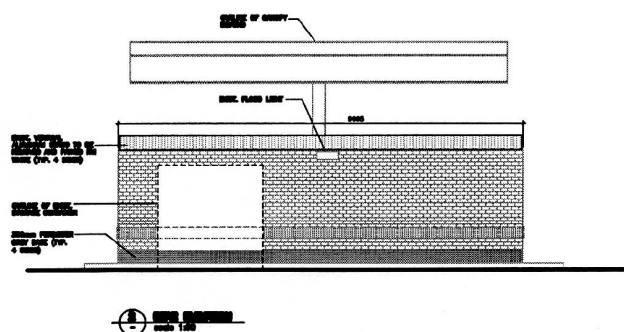




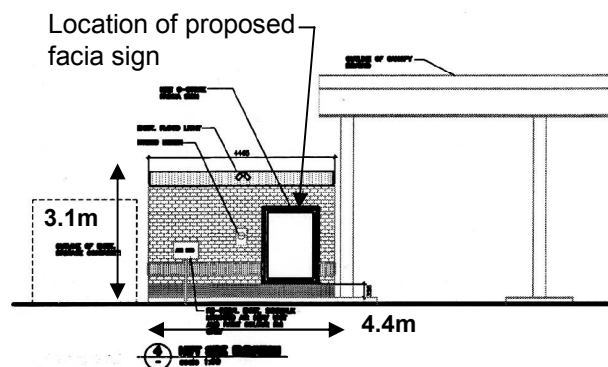
FRONT ELEVATION



EAST SIDE ELEVATION



REAR ELEVATION

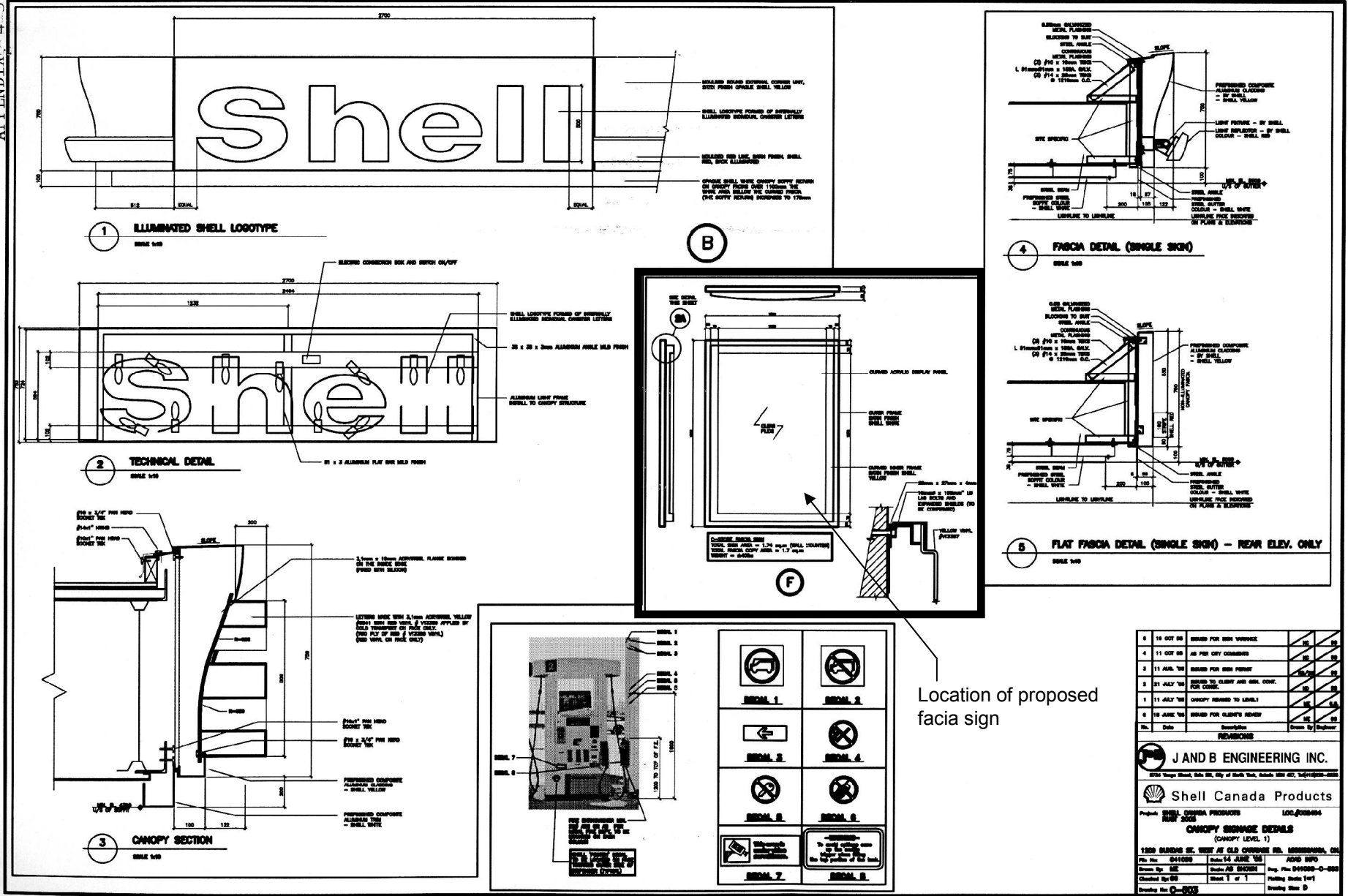


WEST SIDE ELEVATION

- GENERAL NOTES**
1. VERIFY ALL DIMENSIONS PRIOR TO CONSTRUCTION.
 2. DO NOT SCALE DRAWING.
 3. VERIFY ALL DIMENSIONS OF SIGN, SIGNAGE OR EQUIPMENT TO BE INSTALLED ON BUILDING FACADE AS APPLICABLE.
 4. THE SIGN SHALL BE INSTALLED IN ACCORDANCE WITH THE CITY OF TORONTO SIGNAGE BY-LAW.
 5. THE SIGN SHALL BE INSTALLED IN ACCORDANCE WITH THE CITY OF TORONTO SIGNAGE BY-LAW.
 6. THE SIGN SHALL BE INSTALLED IN ACCORDANCE WITH THE CITY OF TORONTO SIGNAGE BY-LAW.
 7. THE SIGN SHALL BE INSTALLED IN ACCORDANCE WITH THE CITY OF TORONTO SIGNAGE BY-LAW.
 8. ALL DIMENSIONS SHOWN ARE IN MILLIMETERS.

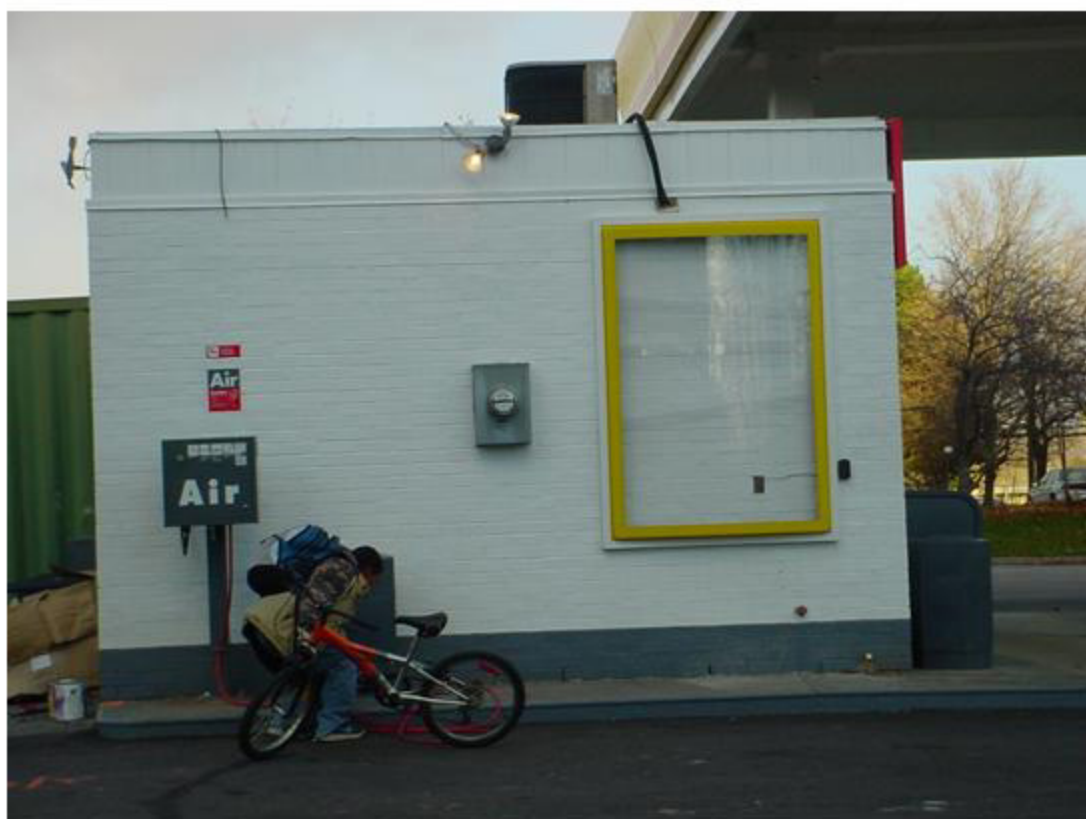
SHELL PROJECT ENGINEER TO SPECIFY C-STONE INTERIOR MODIFICATIONS REQUIRED.
REMOVE AND REPLACE ALL EXIST. EXTERIOR LIGHT FIXTURES AS SHOWN, WITH NEW AS PER SHELL STD. (TYP. 3 LOCATIONS)

1	18 OCT 08	ISSUED FOR SIGN WORK	10	10
2	11 OCT 08	AS PER CITY COMMENTS	10	10
3	11 JUL 08	ISSUED FOR SIGN PERMIT	10	10
4	21 JUL 08	ISSUED TO CLIENT AND NEW CONC. FOR CONC.	10	10
5	18 JUL 08	ISS. PERMIT	10	10
6	18 JUL 08	ISSUED FOR CLIENT'S REVIEW	10	10
7	21 JUL 08	ISSUED AS PER NEW JUL 08	10	10
8	21 JUL 08	ISSUED FOR CLIENT REVIEW	10	10
REVISIONS				
J AND B ENGINEERING INC.				
1070 Yonge Street, Suite 101, City of North York, Ontario M2N 4G2, Tel: (416) 491-1000				
Shell Canada Products				
Project: SHELL PRODUCTS CANADA LOC. #008404				
STONE ELEVATIONS				
1000 DUNDAS ST. WEST AT OLD CHURCH RD. MISSISSAUGA, ON				
File No.	000000	Date: 11 JUL 08	ASD: BFO	
Sheet No.	1	Sheet 1 of 1	Proj. No: 000000-1-000	
Checked By: J.B.				
Drawing Size: D				

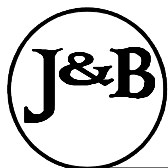




East (side) Elevation



West (side) Elevation



J AND B ENGINEERING INC.

5734 Yonge Street, Suite 501
Toronto, Ontario, Canada M2M 4E7

Telephone: (416) 229-2636
Fax: (416) 229-6965
E-mail: staff@jandb-engineering.com

October 27, 2005

Project No.: 041090

City of Mississauga
Planning and Building Department, Sign Unit
300 Sit Centre Drive
Mississauga, ON
L5B 3C1

Dear: Planning and Building Department, Sign Unit
Attn: Jeff Grech

Re: Application for Sign Variance for Shell Canada Products Retail Gasoline Facility-
Located at 1209 Dundas Street West at Old Carriage Road, Mississauga
Application Number: 05-8085VDR

Dear Planning and Building Department, Sign Unit

J and B Engineering are acting on behalf of Shell Canada Products regarding a sign variance application for the upgrading of the signage for the Retail Gasoline Facility located at 1209 Dundas Street West, Mississauga, Ontario.

The sign variance application is in regards to the two (2) building fascia signs located on either side of the building. (Sign Type F on J&B drawing C-500). These are permanently wall mounted, non-illuminated signs that are unobtrusive to the neighbouring businesses or residents.

These signs are a part of the overall Shell marketing standard. These permanent wall mounted signs are utilized to inform the customer of the current company products and promotions available.

If you have any questions or comments, please call Mr. Nicholas Chan at 416-229-2636 Ext 261.

Yours truly,

Nicholas Chan

Nicholas Chan, B.Eng
J and B Engineering Inc.



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08046

RE: Team Chrysler
777 Bancroft Drive - Ward 6

The applicant requests the following variances to sections 14 and 18 of the Sign By-law 0054-2002, as amended.

Section 14	Proposed
Permits one (1) ground sign along Mavis Road.	Two (2) additional ground signs along Mavis Road.

Section 18	Proposed
Permits directional signs with a maximum sign area of 0.75 m ² (8 sq. ft.) and a maximum sign height of 1.2 m (4 ft.).	Three (3) directional signs, each with a sign area of 1.11 m ² (12 sq. ft.) and a sign height of 1.83 m (6 ft.).

COMMENTS:

1. The existing ground sign along Mavis Road is 7.5 m (24.6 ft.) high (Appendix 5-7). The proposed variance for two additional ground signs along Mavis Road, each having a sign area of 2.40 m² (25.84 sq. ft.) and a sign height of 3.65 m (12 ft.) (Appendices 5-4 and 5-5).

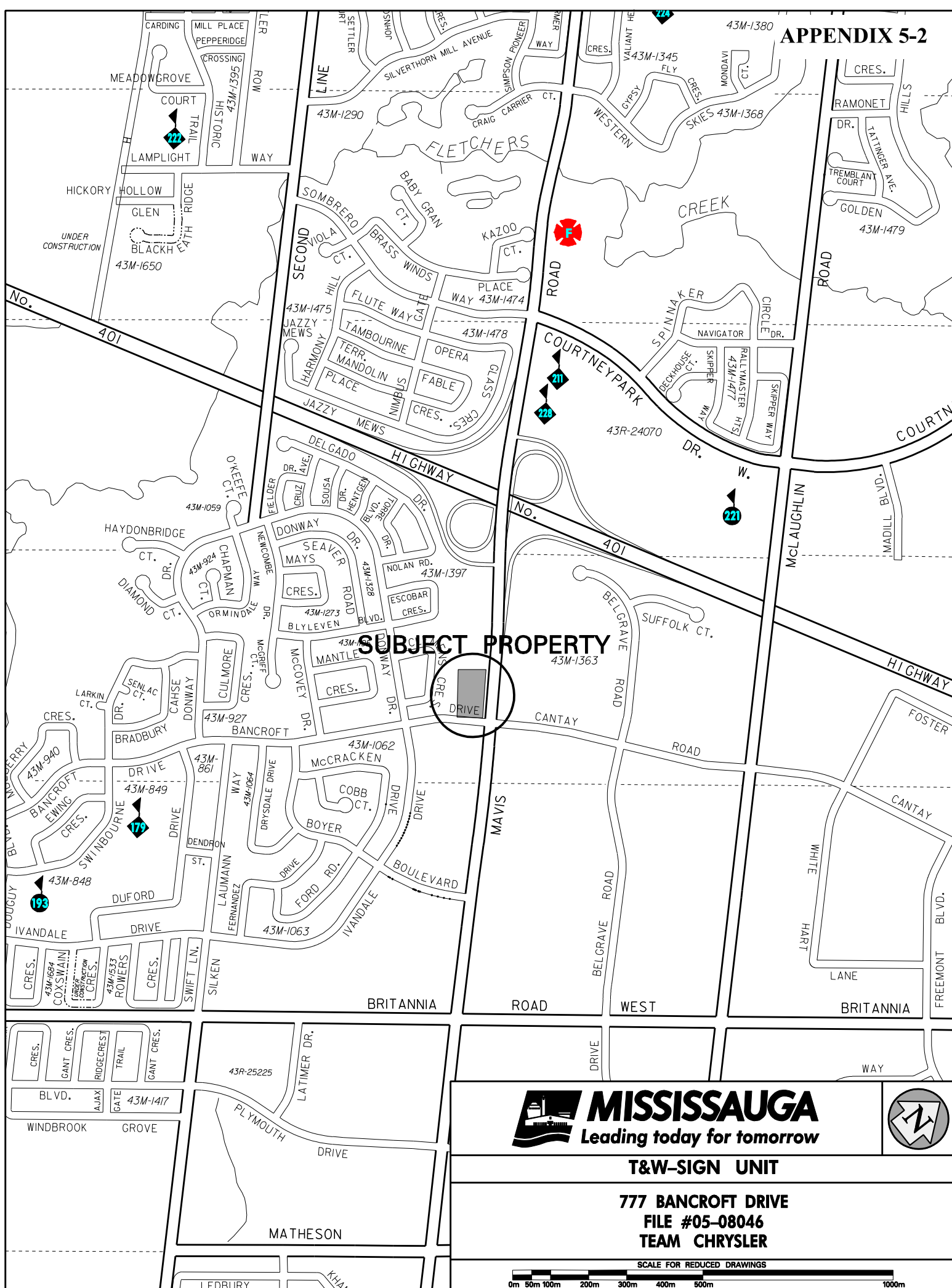
Some car dealerships along Mavis Road have two ground signs (Appendix 5-8). The main dealership signs were permitted by the Sign By-law 0054-2002, as amended, and the others were approved as a variance. These variances were given in recognition of the multiple functions of a car dealership. These signs were considered a secondary sign and therefore were smaller than the main dealership sign.

The intent of Sign By-law 0054-2002, as amended, was to control the number of signs along City streets. The problem is not only the number of signs but also the separation distance between the signs. The three ground sign are located in close proximity to each other. Clearly, this variance will have a visual impact along the street and would set precedence for the other dealerships to request further signage along Mavis Road. The Planning and Building Department considers the proposed variance not to be within the intent of Sign By-law 0054-2002, as amended.

2. In order to be visible above the parked cars, the additional height for the directional signs is needed. Considering the internal locations of the proposed directional signs, the Planning and Building Department have no concerns with the proposed variance.

RECOMMENDATIONS:

1. That the proposed variance to permit two (2) additional ground signs along Mavis Road, **not be granted.**
2. That the proposed variance to permit three (3) directional signs, each with a sign area of 1.11 m² (12 sq. ft.) and a sign height of 1.83 m (6 ft.), **be granted.**



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Leading today for tomorrow

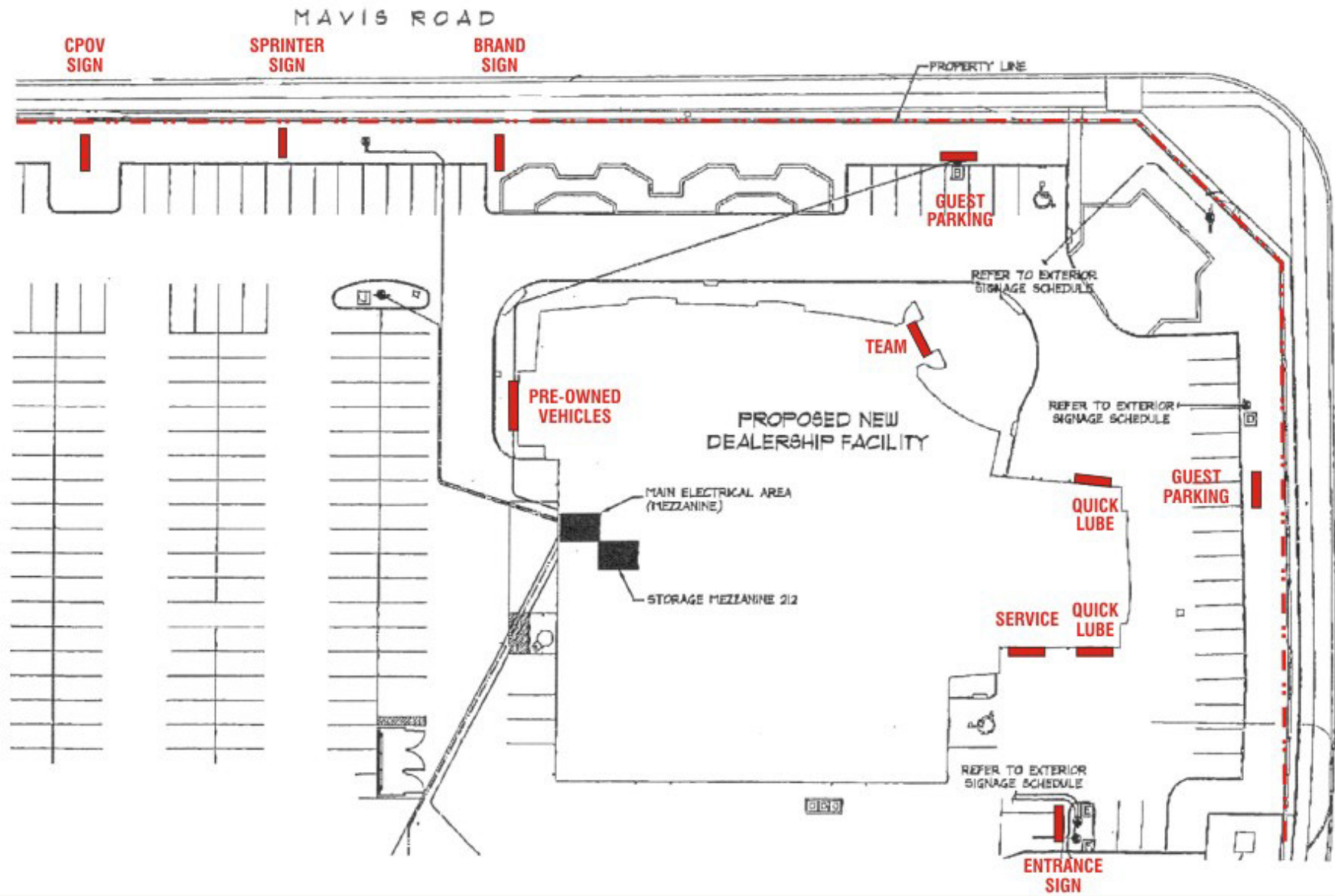


T&W-SIGN UNIT

**777 BANCROFT DRIVE
FILE #05-08046
TEAM CHRYSLER**

SCALE FOR REDUCED DRAWINGS







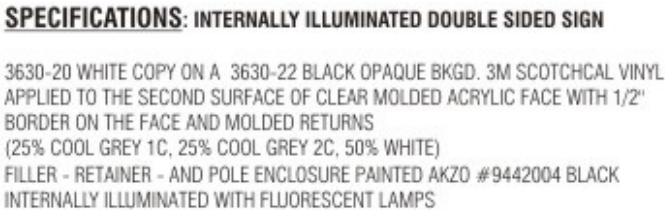
DESIGN • ENGINEERING • MANUFACTURING • AN ISO 9001:2000 REGISTERED COMPANY
6415 VISCOUNT ROAD, MISSISSAUGA, ONTARIO, CANADA L4V 1H5

Customer:	DAIMLERCHRYSLER	Drawing. No:	35387
Address:	777 BANCROFT DR., MISSISSAUGA ON	Sheet:	12
Designer:	SDH	Scale:	AS SHOWN
Acct. Rep:	KEN HEBER	Date:	AUG. 18/05
This drawing is the property of TEKSIGN, INC. and contains proprietary and confidential information which must not be duplicated, used or disclosed other than as expressly authorized by TEKSIGN, INC.			

REVISION / ECN:
R1-SEPT. 01/05-RELOCATE SPRINTER PYLON
ADD SECONDARY LETTERS



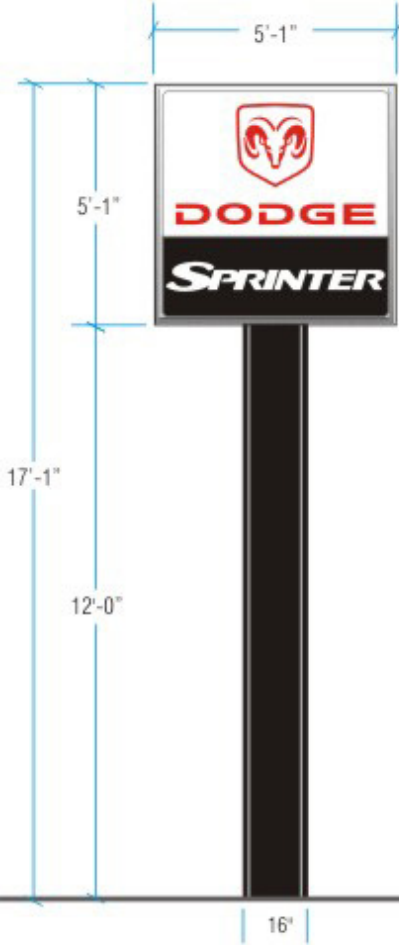
Approval:
Date:



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DESIGN • ENGINEERING • MANUFACTURING • AN ISO 9001:2000 REGISTERED COMPANY
6415 VISCOUNT ROAD, MISSISSAUGA, ONTARIO, CANADA L4V 1H5

Customer:	DAIMLERCHRYSLER	Drawing. No:	35387
Address:	777 BANCROFT DR., MISSISSAUGA ON	Sheet:	6
Designer:	SDH	Scale:	AS SHOWN
Accnt. Rep:	KEN HEBER	Date:	MAY 24/05
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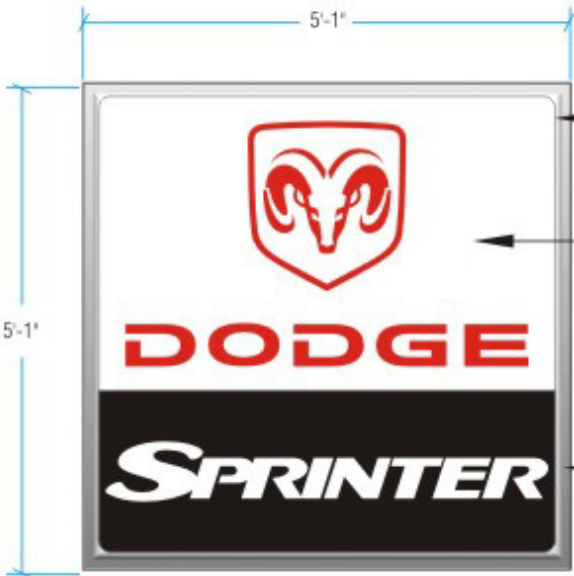


SPECIFICATIONS: INTERNALLY ILLUMINATED DOUBLE SIDED SIGN
FILLER - RETAINER - AND POLE ENCLOSURE PAINTED AKZO #9442004 BLACK
INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS

GRADE

SCALE: 1/4"=1'-0"

CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING



MOLDED ACRYLIC FACES

3M SCOTCHCAL 3630-33 RED LOGO APPLIED
TO THE SECOND SURFACE OF PAN FACE
WHITE BKGD. PAINT PROCESSED AS REQUIRED
[TYP]

REVERSE CUT WHITE COPY ON A 3M SCOTCHCAL
3630-22 BLACK BKGD. PANEL APPLIED TO THE SECOND
SURFACE OF PAN FACE / EMBOSSED WHITE BORDER
TO EXTEND AROUND OUTSIDE PERIMETER OF PANEL
PAINT PROCESSED AS REQUIRED [TYP]

SCALE: 1/2"=1'-0"



DESIGN • ENGINEERING • MANUFACTURING • AN ISO 9001:2000 REGISTERED COMPANY
6415 VISCOUNT ROAD, MISSISSAUGA, ONTARIO, CANADA L4V 1H5

Customer: DAIMLERCHRYSLER
Address: 777 BANCROFT DR., MISSISSAUGA ON
Designer: SDH
Acct. Rep: KEN HEBER

Drawing No: 35387
Sheet: 8
Scale: AS SHOWN
Date: MAY 24/05

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REVISION / ECN:

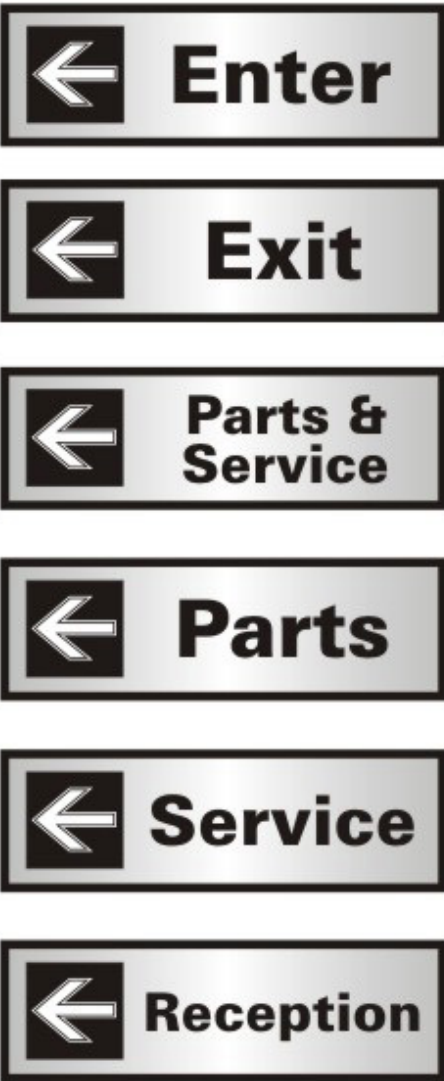
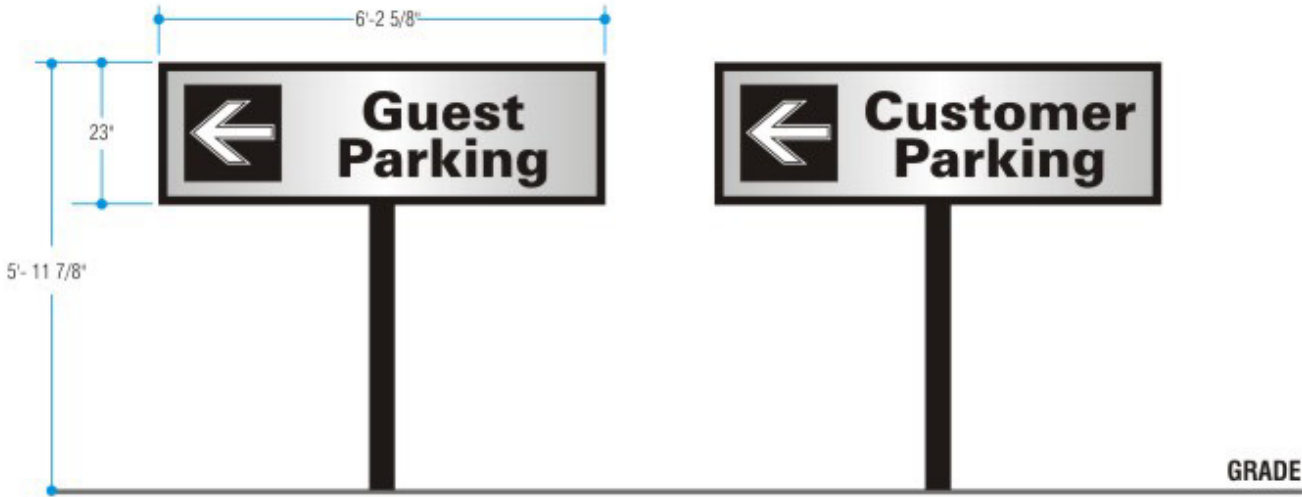


Approval:

Date:

SPECIFICATIONS: INTERNALLY ILLUMINATED DOUBLE SIDED DIRECTIONAL SIGNS

3M SCOTCHCAL GRAPHICS APPLIED TO THE SECOND SURFACE OF CLEAR MOLDED ACRYLIC
3630-22 BLACK COPY WITH WHITE KEYLINE / 3630-22 BLACK LINE AND SQUARE
WITH 3630-20 WHITE ARROW ON OPAQUE PEARL GREY BACKGROUND
(25% COOL GREY 1C, 25% COOL GREY 2C, 50% WHITE).



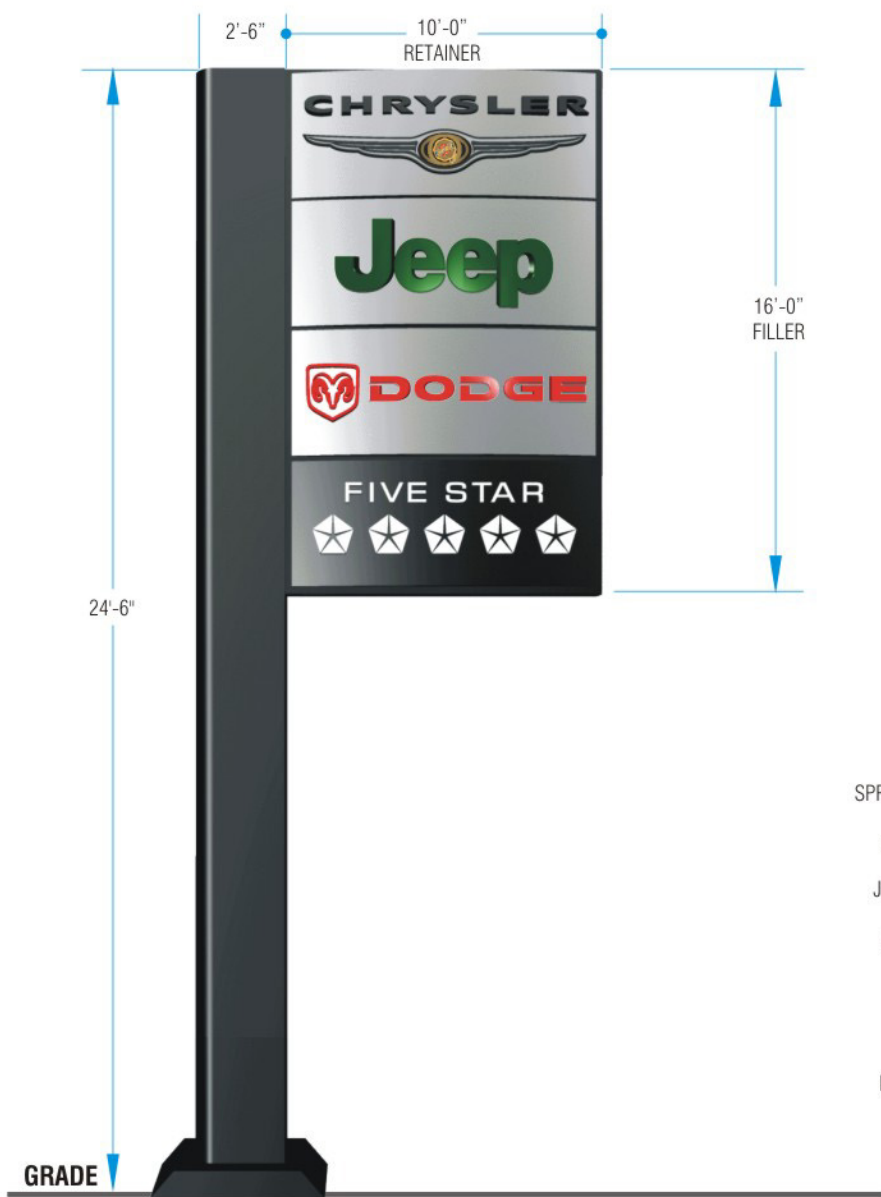
CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING

SCALE: 1/2" = 1'-0"

Customer:	DAIMLERCHRYSLER	Drawing No:	35387
Address:	777 BANCROFT DR., MISSISSAUGA ON	Sheet:	7
Designer:	SDH	Scale:	AS SHOWN
Acct. Rep:	KEN HEBER	Date:	MAY 24/05
This drawing is the property of TEKSIGN, INC. and contains proprietary and confidential information which must not be duplicated, used or disclosed other than as expressly authorized by TEKSIGN, INC.			



Approval:	
Date:	

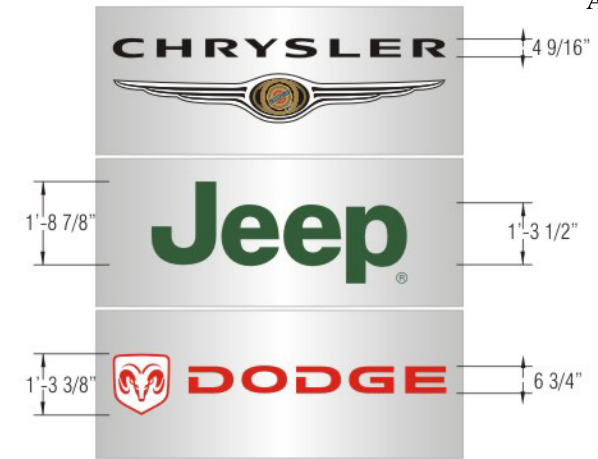


NEW D/S ILLUMINATED 10 FT. PYLON

SPRAY PROCESS BLACK "CHRYSLER" & RETURNS
SPRAY PROCESS OPAQUE MIRRORIZED WING, SCOTCHPRINT DECAL
VT 11476 PEARL GREY BACKGROUND
RETURNS OF FACE TO BE SPRAY PROCESS OPAQUE PEARL GREY
JEEP GREEN VT 10412 COPY & SPRAY PROCESS GREEN RETURNS
VT 11476 PEARL GREY BACKGROUND
RETURNS OF FACE TO BE SPRAY PROCESS OPAQUE PEARL GREY
3630-33 RED COPY & RETURNS
3630-33 RED RAM ON WHITE BACKGROUND,
3630-33 RED BORDER & RETURNS OF LOGO
VT 11476 PEARL GREY BACKGROUND
RETURNS ON FACE TO BE SPRAY PROCESS OPAQUE PEARL GREY
WHITE COPY ON SPRAY PROCESS BLACK BACKGROUND

CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING

10 FT. PYLON



APPENDIX 5-7

NOT TO SCALE

NO PHOTO AVAILABLE



2005 12 7

DAIMLERCHRYSLER

Mr. Jeff Sondic
City of Mississauga Planning and Department
300 City Centre Drive
Mississauga, Ontario L5B 3C1

DaimlerChrysler Canada Inc.

November 3rd, 2005

**Subject: Team Chrysler - 777 Bancroft Drive, Mississauga, Ontario
Sign Variance Application**

Dear Mr. Sondic:

We are the owners of the above noted address. Please accept this letter in support of an application for sign variance made on our behalf by Teksign Inc. and Dominic Rotundo.

We seek your approval in granting us minor variances to the sign by-law to allow two 5' X 5' centre pole mount pylon displays along a common elevation and three oversized directional/way finding displays.

5' X 5' Brand Displays:

Please consider the following reasons for requesting relief from the by-law:

- These two displays identify to customers A) that this particular dealer is a registered member of DaimlerChrysler's Certified Pre-Owned Vehicle program and B) that this dealer is a registered dealer of the Sprinter brand of vehicles (one of only 50 in Canada).
- The standardized displays are located for optimum visibility, are consistent in aesthetic design with the primary brand sign and overall serve to further complement the general facility signage package.
- The location of the displays is strategically planned to minimize (ideally eliminate) the blocked visibility of the signs by parked vehicles on the lot.
- The size of the property, the small size of the signs and their common program design in our opinion eliminates any real contravention of the spirit of the by-law.
- No pylon displays are proposed for installation along Bancroft Drive.

Three Directional Signs:

Please consider the following reasons for requesting relief from the by-law:

- Given the trend to increasing size, dimension and services offered at our dealerships we recognize the importance of properly directing both pedestrian and vehicular traffic both at the point of entry/exit and once on the property.
- Our customers have played a significant role in our refinement and provision of these signs by way of feedback as they navigate our properties during all seasons and hours.
- Our way finding directional signs are standardized and again consistent with our overall sign program (common colours and materials). The size is sufficient enough to allow them to be effective communication tools and visible above parked vehicles, yet moderate enough to minimize an overall advertising impact.

The site is currently under active construction. We respectfully request your earliest possible approval of our application to allow for the timely provision of the required site work and utilities.

We thank you for your consideration Mr. Sondic and offer any assistance we can provide to you in gaining your support. Please feel free to contact the undersigned on (519) 973 2852 to discuss these matters or to arrange a site visit to more thoroughly review our request.

Yours Truly,

A handwritten signature in black ink, appearing to read 'Greg McCall', is written over a horizontal line.

GREG McCALL

Facility Engineering -DaimlerChrysler Canada Inc.

cc: M. Abdel-Nabi -DCCI
D. Jackson -Teksign



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

December 13, 2005

FILE: 05-08210

RE: Toyota
2411 Motorway Boulevard - Ward 8

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

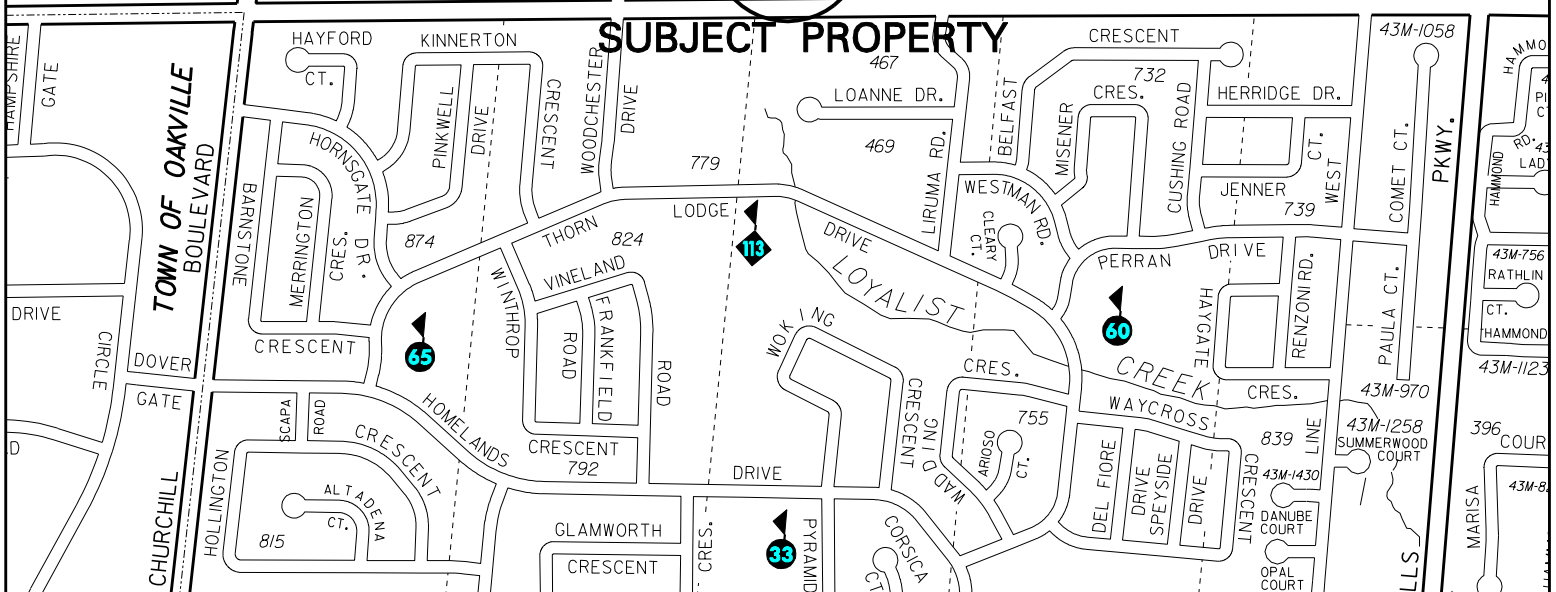
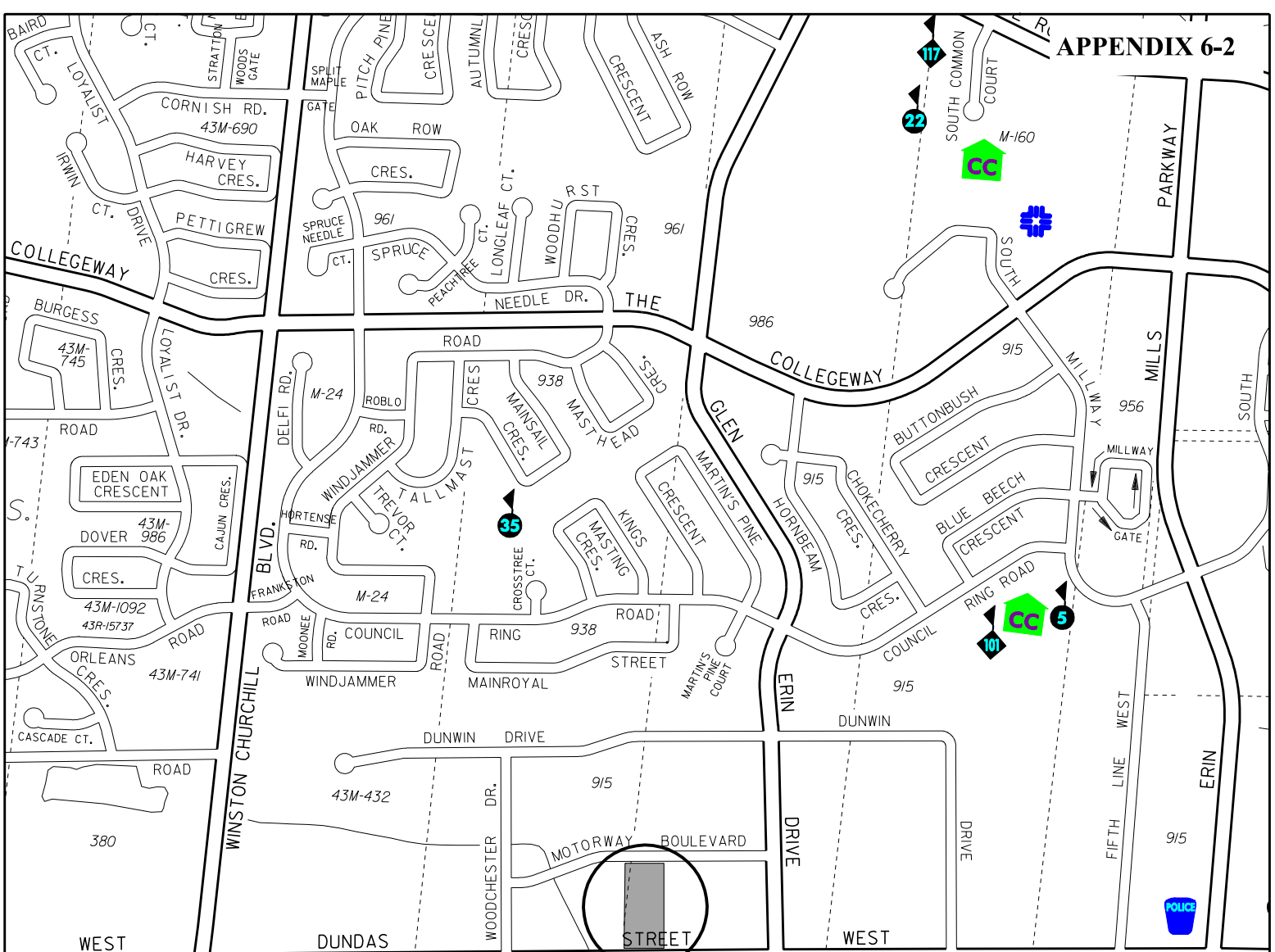
Section 13	Proposed
Permits facia signs to be located no higher than the upper limits of the first storey.	Two (2) facia signs located above the upper limits of the first storey.


COMMENTS:

The proposed signs are both located on the two storey component of the building. One (1) facia sign is located on the front (north) elevation facing Motorway Boulevard and the other is located on the rear (south) elevation facing Dundas Street West. The proposed variance is in keeping with the design of the building and therefore acceptable from a design perspective.

RECOMMENDATION:


That the variance to permit two (2) facia signs above the upper limits of the first storey, **be granted.**





MISSISSAUGA

Leading today for tomorrow




T&W-SIGN UNIT

2411 MOTORWAY BOULEVARD

FILE #05-08210

TOYOTA

SCALE FOR REDUCED DRAWINGS



3

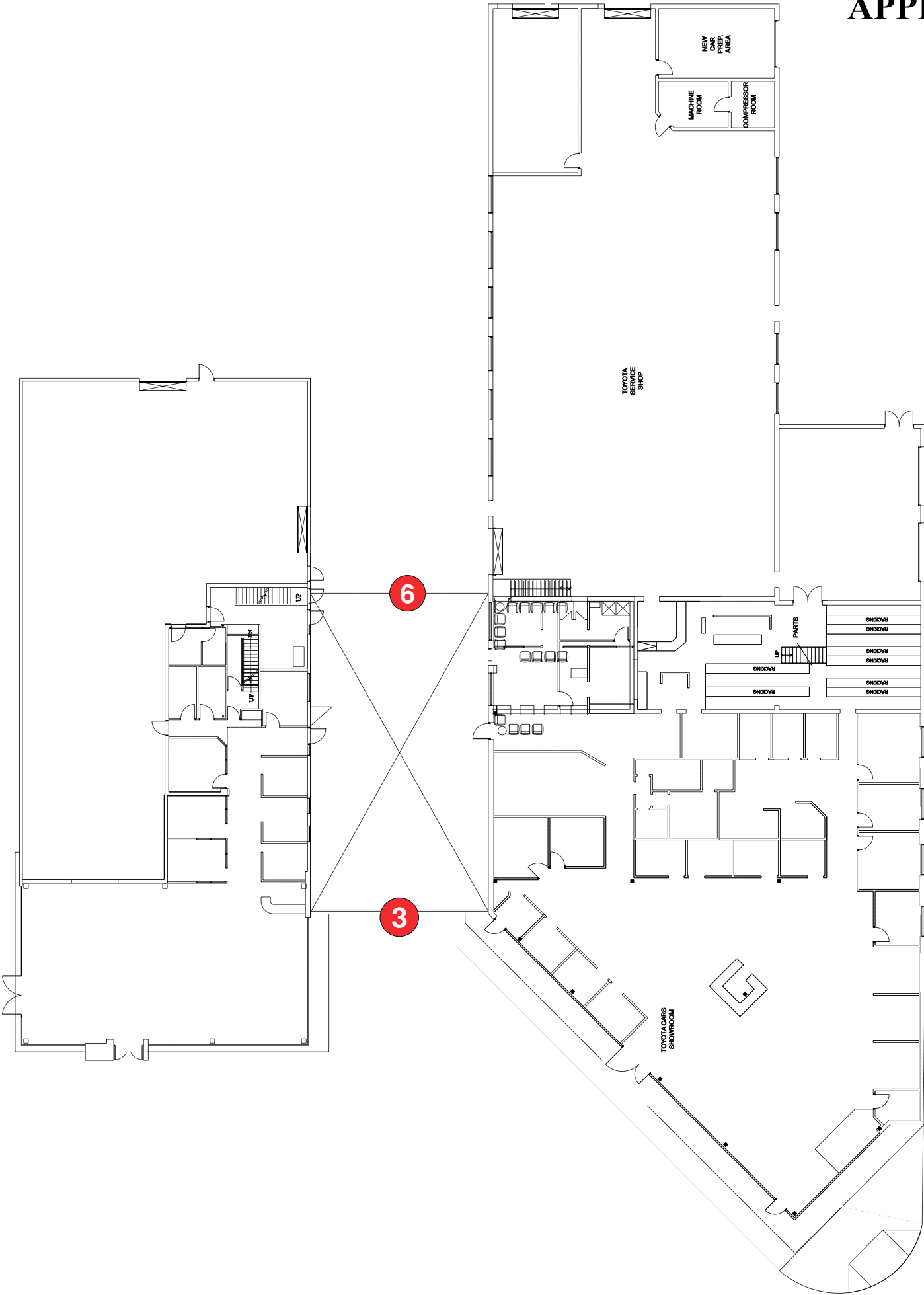
ILLUMINATED CHANNEL LETTERS (TB41)

1x

6

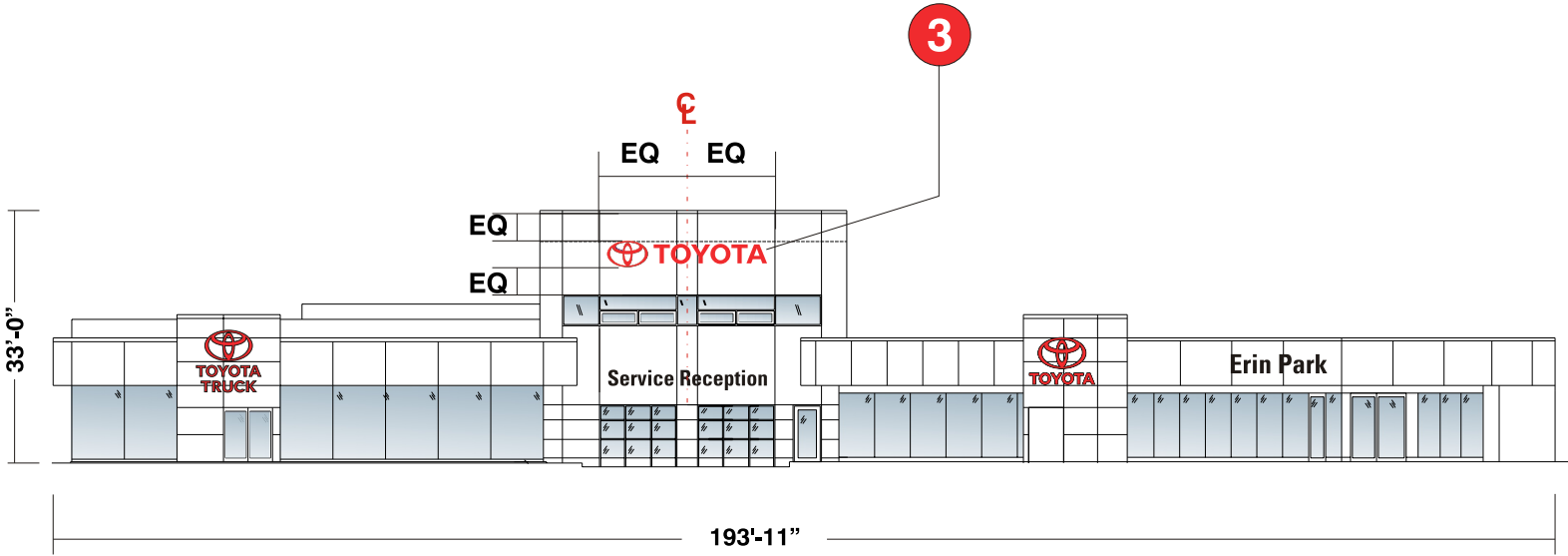
ILLUMINATED CHANNEL LETTERS &
LOGO (TB51)

1x



3 ILLUMINATED CHANNEL LETTERS (TB41)

1x



6 ILLUMINATED CHANNEL LETTERS & LOGO (TB51)

