

Originator's

Files BL.03-SIG (2007)

**DATE:** January 16, 2007

**TO:** Chair and Members of Planning and Development Committee

Meeting Date: February 5, 2007

**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 January 16, 2007, from the Commissioner of

Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested six (6) Sign Variance Applications described in Appendix 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 06-3243

Ward 2

**Erinwood Shopping Centre** 

2400 Dundas St. W.

To permit the following:

(i) One inflatable sign located within 35m of a residential property.

(ii) One inflatable sign to be erected for a period of one month every December.

(b) Sign Variance Application 06-02766
 Ward 5
 Kingsway Financial Services Inc.
 7120 Hurontario Street

To permit the following:

- (i) Two additional fascia signs located within the limits of the top floor and parapet.
- (c) Sign Variance Application 06-03151
   Ward 5
   NHD Development Ltd. / Region of Peel
   6965 Davand Drive

To permit the following:

- (i) The relocation of two existing ground signs fronting Derry Road West.
- (ii) One ground sign having a setback of 1.39m from a driveway.
- (d) Sign Variance Application 06-03224
   Ward 5
   Chatters Salon Beauty Superstore
   Orlando Corporation Heartland Centre
   5950 Rodeo Drive

To permit the following:

- (i) One fascia sign having an area equal to 20.63% of the rear building façade.
- (ii) One fascia sign having an area equal to 27.93% of the front building façade.

- (e) Sign Variance Application 06-02955Ward 7Peel Regional Paramedic ServicesTo permit the following:
  - (i) One fascia sign with an area of 1.48m² located on the side (south) elevation.
- 2. That the following Sign Variances **not be granted**:
  - (a) Sign Variance Application 05-06781Ward 1Aggie Janiak Insurance Agency Ltd.1348 Hurontario St.

To permit the following:

(i) Two fascia signs illuminated by spotlights.

## **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 six (6) Sign Variance Applications (see Appendix 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**:

Aggie Janiak Insurance Agency Ltd.

Appendix (1-1 to 1-6)

Erinwood Shopping Centre

Appendix (2-1 to 2-8)

Kingsway Financial Services Inc.

Appendix (3-1 to 3-8)

NHD Development Ltd. / Region of Peel

Appendix (4-1 to 4-8)

Chatters Salon Beauty Superstore

Appendix (5-1 to 5-5)

Peel Regional Paramedic Services

Appendix (6-1 to 6-6)

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



January 16, 2007

**FILE:** 05-06781

**RE:** Aggie Janiak Insurance Agency Ltd.

1348 Hurontario Street - Ward 1

The applicant requests the following variance to section 12 of the Sign By-law 0054-2002, as amended.

Section 12	Proposed
Prohibits fascia signs in Mineola District.	Two (2) fascia signs, illuminated by spotlights.

## **COMMENTS:**

This variance application was previously refused by Planning and Development Committee on September 6, 2005. However, the applicant was not properly notified of the meeting date and therefore did not have an opportunity to discuss the matter with the committee. In this regard, the variance application has been brought forward to this Planning and Development Committee meeting and the applicant has been properly informed.

Sign By-law 0054-2002, as amended, contains specific provisions for signs in this portion of the Mineola District Plan. The sign provisions are to ensure the residential character of the area is maintained. In this regard, the Sign By-law prohibits facia signs in this area.

The proposed variance although small in nature, is still a facia sign, advertising their business. In addition, the sign is illuminated by spotlights, which is out of character for a residential area.



# AGGIE JANIAK INSURANCE AND FINANCIAL SERVICES AGENCY

1348 HURONTARIO ST, MISSISSAUGA, ON L5G 3H4 OFFICE: (905) 271-5959 FAX: (905) 271-4211 EMAIL: aggie.janiak.c4bi@statefarm.com

Thursday June 23, 2005

To: The City of Mississauga Planning and Building Department Sign Unit

Re: Property on: 1348 Hurontario Street Mississauga, On L5G 3H4

Owner: 1262041 Ontario Inc

To Whom It May Concern:

In regards to the awning signs at the above noted address, I respectably apply for a variance permit.

The awnings were installed in the summer of 1999, replacing awnings that were already existing from the previous owners of the property. I had contacted Roberts Awnings & Signs to replace the old awnings and made sure the new awnings were tasteful, taking into consideration the surrounding neighbourhood, which I personally live in as well.

I was under the impression that the sign company was to notify me if any permits were required, it wasn't until now that I was told I needed a permit.

The awnings act as a source of advertising for my business and I have not had a single complain regarding the signs in 6 years.

They are maintained and pressure washed to keep up with the building appearance. I believe they add a little charm to the look of the building and at the same time they help to advertise my business which ultimately helps with the revenue that is necessary to keep staff on board and pay all increasing business expenses.

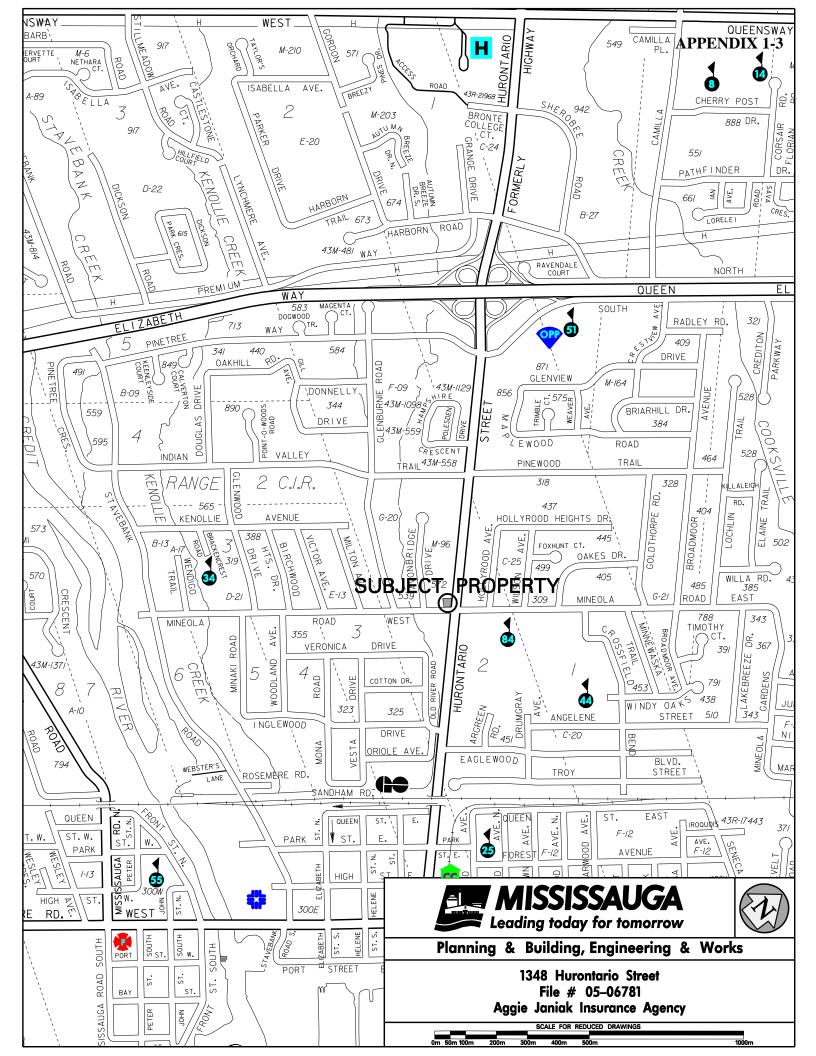
I kindly ask you to grant the variance, so my awnings can remain as they are.

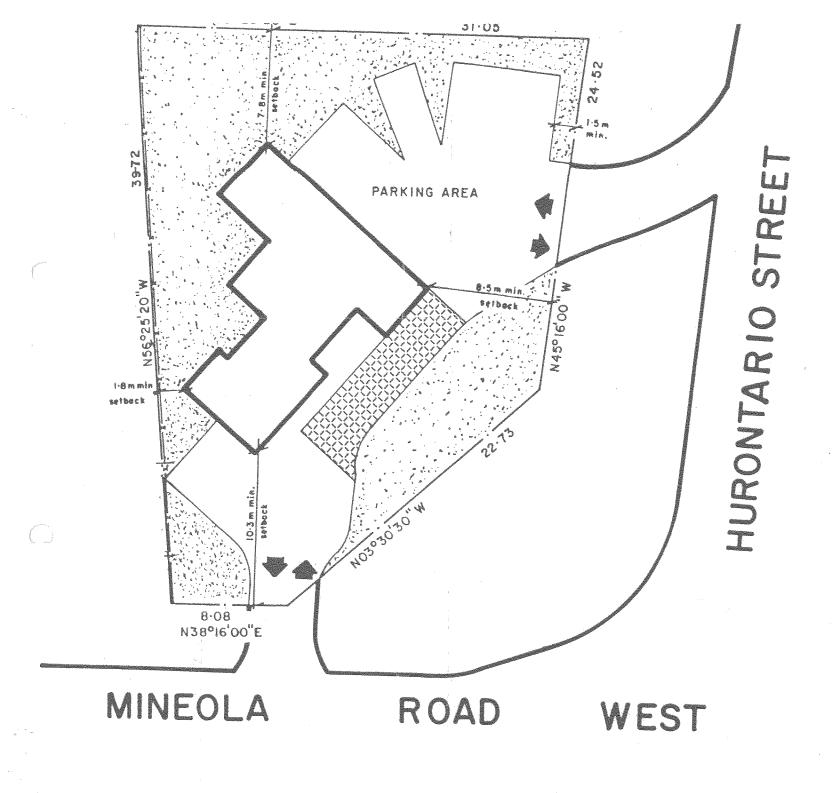
Sincerely,

Sincerely,

Aggie Janiak

President of 1262041 Ontario Inc and Aggie Janiak Insurance Agency Ltd.









July 17, 2005

1348 Hurontario Street Southwest Elevation

J. Grech



January 16, 2007

**FILE:** 06-03243

**RE:** Erinwood Shopping Centre

2400 Dundas Street West - Ward 2

The applicant requests the following variance to sections 29A(3)(d) and 29A(6) of the Sign By-law 0054-2002, as amended.

Section 29A(3)(d)	Proposed
An inflatable sign shall be located a minimum	One (1) inflatable sign located within 35 m
of 92 m (301 ft.) from a residential property.	(115 ft.) of a residential property.
Section 29A(6)	Proposed
Section 29A(6)  Inflatable signs shall be issued for periods of a	Proposed  To permit one (1) inflatable sign to be erected,
` '	•

## **COMMENTS:**

The proposed variance is for a temporary inflatable Santa Claus on the roof of a plaza. The plaza backs onto residential properties on Loanne Drive but is heavily screened by vegetation. The proposed inflatable sign had been previously approved as a variance in 2005. As of this date, the City received no complaints regarding the inflatable sign from the residents on Loanne Drive.

As the proposed inflatable sign does not impact on the residential properties, the Planning and Building Department have no concerns with the proposed variances.



ERINWOOD SHOPPING CENTRE Open

TELEPHONE: 1-905-279-1750 FAX: 1-905-822-9155

2458 DUNDAS STREET WEST - MISSISSAUGA, ONTARIO L5K 1R8

December 5, 2006

Mr. Darren Bryan, Supervisor Planning and Building Department Sign Division 300 City Centre Drive Mississauga, Ontario L5B 3C1

Dear Sir:

Re: Minor Variance Application For Inflatable Santa Claus at Erinwood Shopping Centre 2400 Dundas Street West Application Number 3243

nd Building Department	The second control of
entre Drive a, Ontario	BULLONG DEPT. PLE:
	рателеор DEC - 7 2006
	RECOBY:  The second of the sec
Re: Minor Variance Application	

We are the owners of the above-noted plaza and for the past 12 years or so, we have installed a large inflatable Santa Claus on the roof of our plaza for the 2-3 week period leading up to Christmas. We have never had any complaints from tenants, customers or residents about this Christmas decoration and we have never had any problems or incidents relating to Santa Claus.

Last year, after providing all the necessary drawings and structural information, we received a Minor Variance approval for the installation for a 2 week period in December, 2005, and again this year, on November 3, 2006, we applied for the same minor variance and sign permit, so we could install this decoration this year.

We would like to request that when this matter is heard at the Committee meeting in the new year, that the minor variance be approved as a multi-year approval, and we would ask that you include this request in our application.

Page 2....

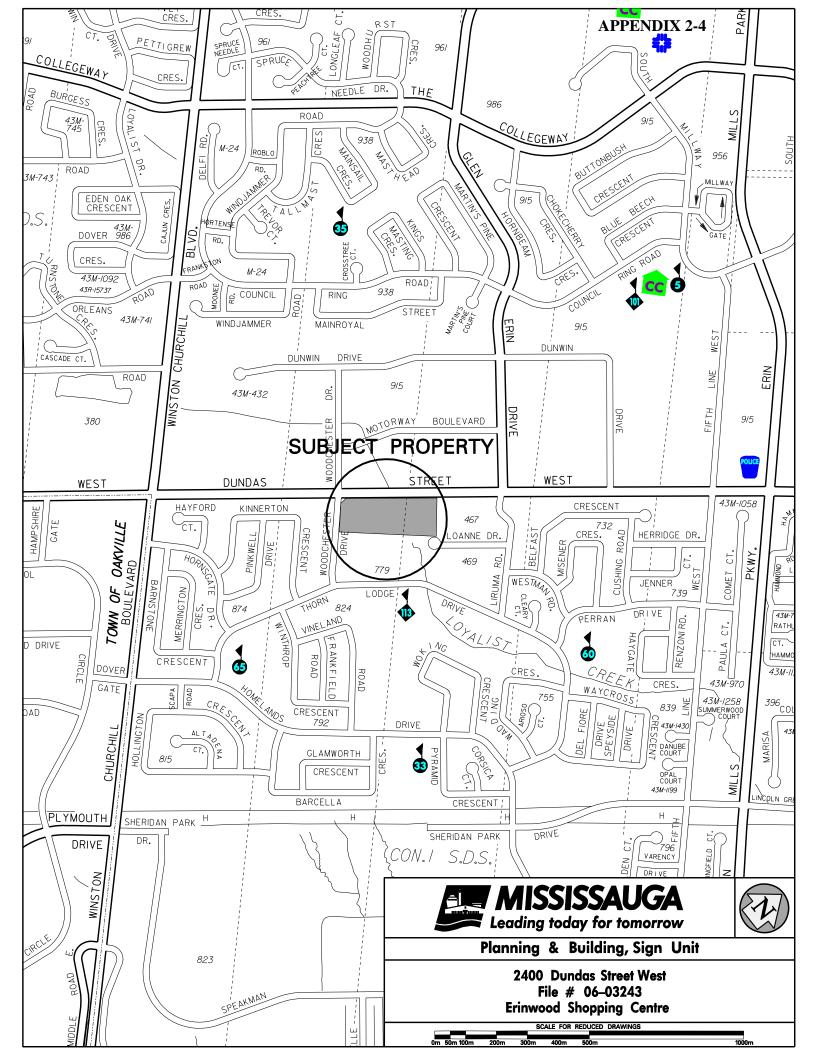
If you require more information or details, please contact us. Thank you for your assistance in this matter.

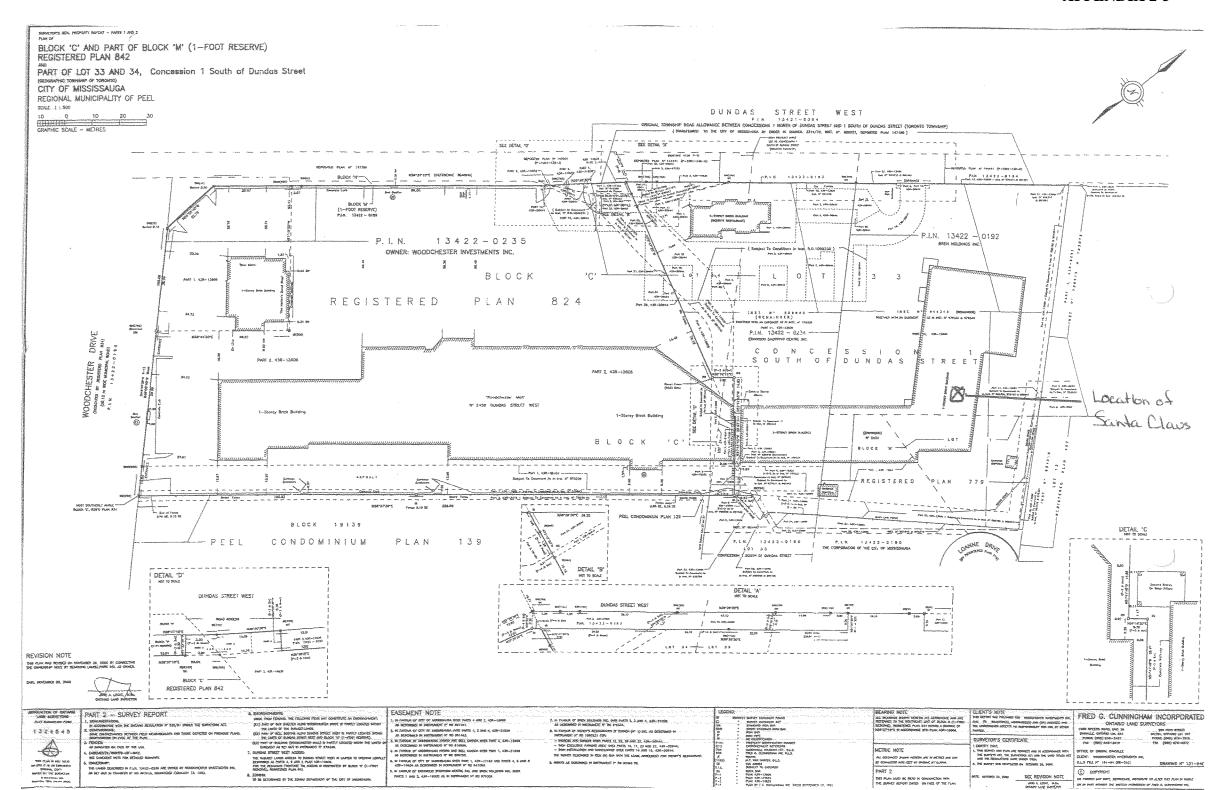
Yours very truly,

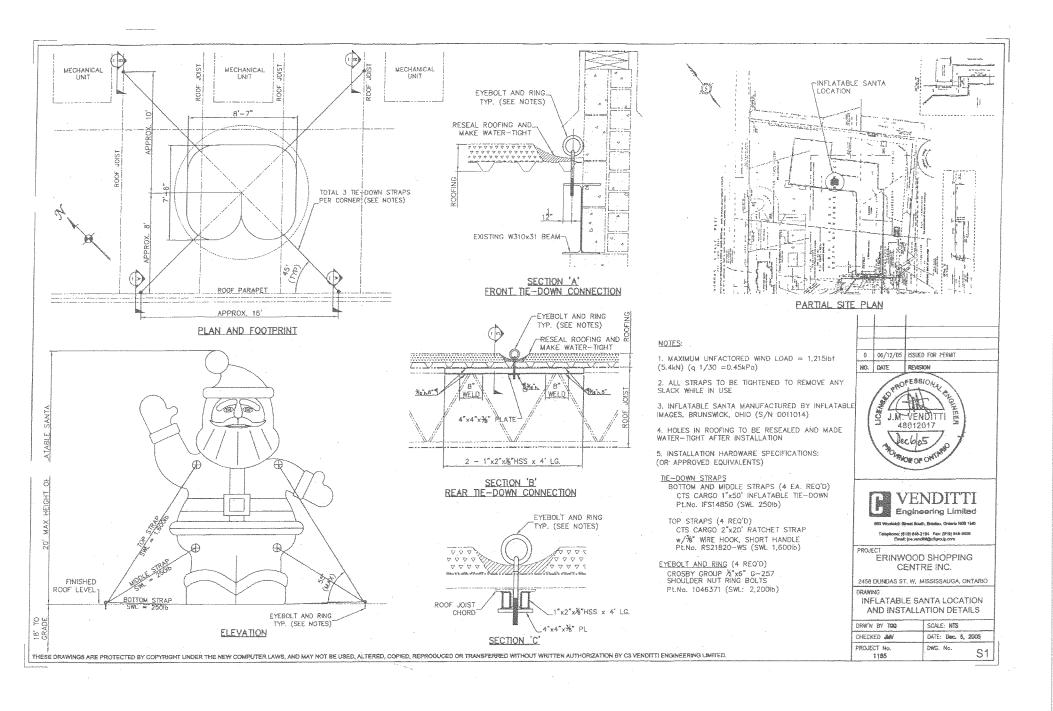
ERINWOOD SHOPPING CENTRE INC.

Per: Kathy Puma
Property Manager

/kp







# Location of proposed inflatable sign



2400 Dundas Street West – Front (West) Elevation



2400 Dundas Street West – East (Side) Property Line



January 16, 2007

**FILE:** 06-02766

**RE:** Kingsway Financial Services Inc.

7120 Hurontario Street - Ward 5

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

Section 13	Proposed
Permits two fascia signs per building located	Two additional fascia signs (totalling four
between the limits of the top floor and the	fascia signs) to be located within the limits of
parapet.	the top floor and parapet.

## **COMMENTS:**

The additional fascia signs are proposed to be located between the limits of the top floor and the parapet on the west and east elevations of the building. There are two other fascia signs located between the limits of the top floor and the parapet on the north and south elevations of the building, which have been already approved.

The applicant proposes very modest graphic signage which are inkeeping with the design of the building. The Planning and Building Department therefore finds the proposed variance acceptable from a design perspective.

October 23, 2006

City of Mississauga Planning & Building Department 300 City Centre Drive Mississauga, Ontario Canada L5B 3C1

Re: Signage Permit for 7120 Hurontario Street

To Whom It May Concern:

This letter is in reference to the above noted signage permit application. The current City of Mississauga By-law allows signage on only 2 elevations of any building. Kingsway Financial Services is requesting relief from this requirement.

The building is situated such that it has exposure and access from all 4 sides. It is located on the west side of Hurontario Street. The traffic on this main thoroughfare travels in a north and south direction. Consequently "Kingsway Financial Services" signs are located on the north and south elevations addressing this traffic. These signs also address traffic along Derry Road further to the south and Highway 407 further to the north.

The main entrances to the building are located on the east and west sides. The Kingsway Financial Services Logo "K" is located above these entrances. The main parking lot is located on the west side of the building as well as the new Derrycrest Drive. Any traffic entering this subdivision on Derrycrest Drive will not have exposure to the north and south building signage, hence the requirement for building identification on the west elevation. The east entrance is the main pedestrian access to the building necessitating building identification on this elevation. The "K" logos proposed are moderate in size and do not create what might be termed "signage pollution".

We request that you consider the above noted rationale in order to grant us relief from the current signage by-law. Should you have any further questions or require any additional explanations, please do not hesitate to contact the undersigned.

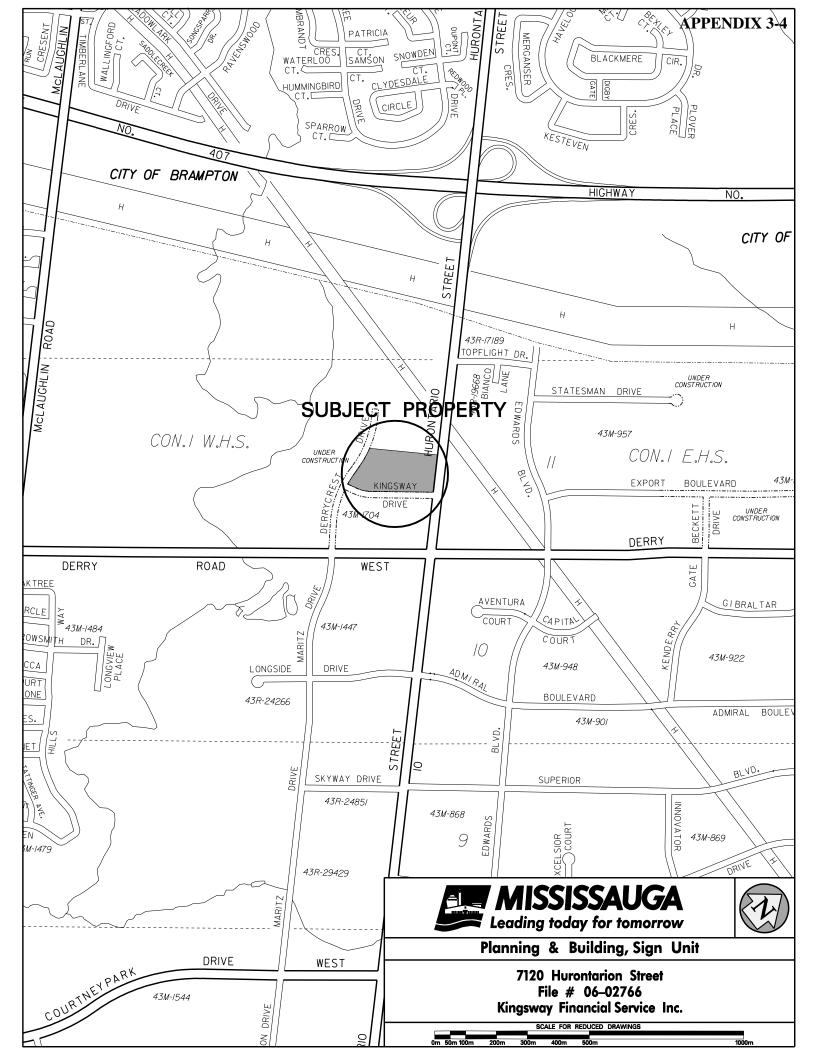
Sincerely,

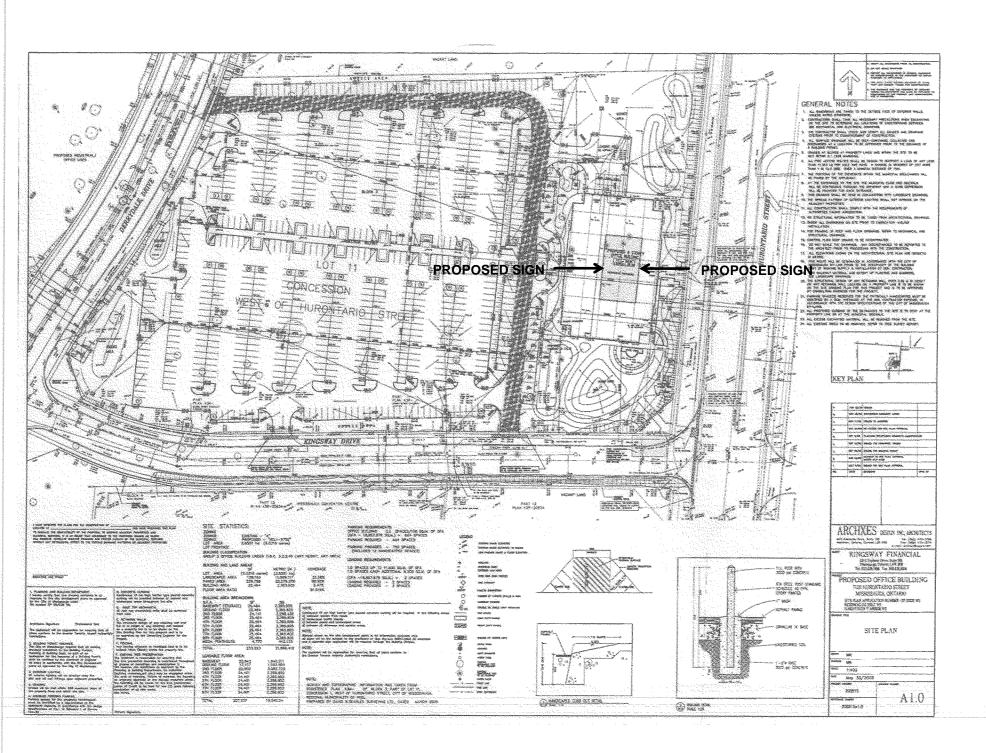
**Kingsway Financial Services** 

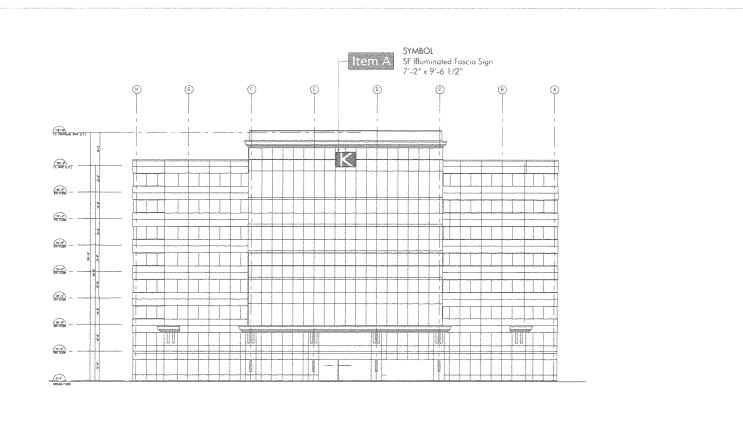
Dennis Fielding

Vice President, Administration & HR Kingsway Financial Services Direct (905)206-6471

cc. GWL (Martin Toomes)







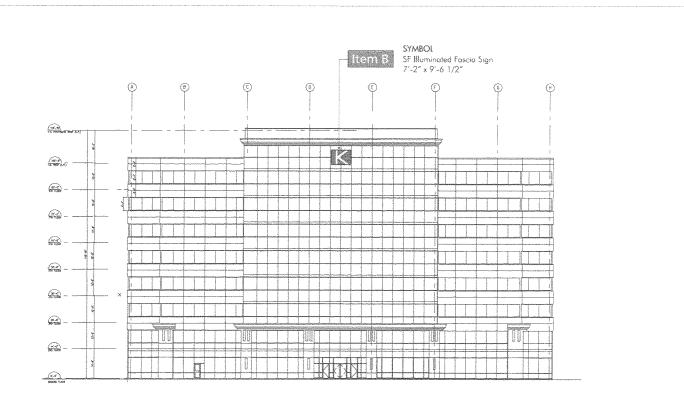
# **WEST ELEVATION**

861 Denison St. Unit 102 Markham, Ontario L3R 3L6

> Tel: 905 248 2626 Fax: 905 248 2625



Job Name: KINGSWAY FINANCIAL		Dwg. Title WEST ELEVATION - IT	EM A	
client;	AECON CONSTRUCTION	checked by:	HM	page no. 1 of 8
project:	7120 HURONTARIO ST., MISSISSAUGA, ON	scale:	NTS	Dwg. no.
date:	AUGUST 8, 2006	file name:	KINGSWAY FINANCIAL MISSISSAUGA 2006	KWY06-1



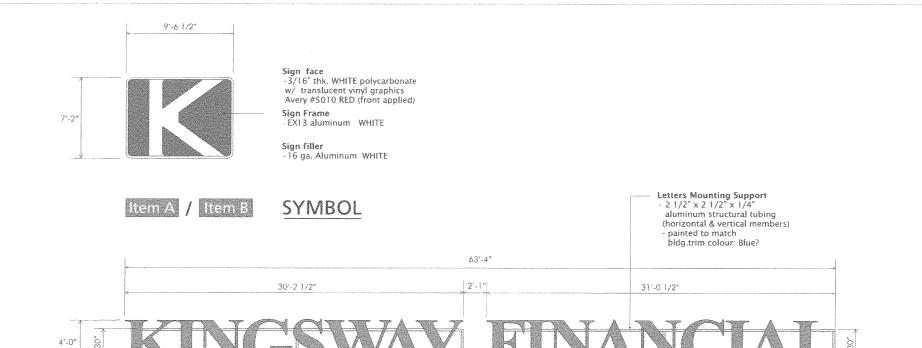
**EAST ELEVATION** 

861 Denison St. Unit 102 Markham, Ontario L3R 3L6

> Tel: 905 248 2626 Fax: 905 248 2625



Job Na	me: KINGSWAY FINANCIAL	**************************************	Dwg. Title EAST ELEVATION - ITE	M B
client:	AECON CONSTRUCTION	checked by:	HM	page no. 2 of 8
project:	7120 HURONTARIO ST., MISSISSAUGA, ON	scale:	NTS	Dwg. no.
date:	AUGUST 8, 2006	file name:	KINGSWAY FINANCIAL MISSISSAUGA 2006	KWY06-2



litem € / Item D

WORDMARK

Letter faces
-3/16" thk. #2051 Plexiglas-BLUE

### Letter Returns

- · 16 ga. Aluminum
- · Returns to be painted WHITE

Dwg. Title

Trim Cap - 2" Plastic - WHITE

861 Denison St. Unit 102 Markham, Ontario L3R 3L6

> Tel: 905 248 2626 Fax: 905 248 2625



Job Na	me: KINGSWAY FINANCIA	\L	GRAPHICS LAYOUT & SPECS - I	TEM A, B, C & D
client:	AECON CONSTRUCTION	checked by:	НМ	page no. 4 of 8
project:	7120 HURONTARIO ST., MISSISSAUGA, ON	scale:	3/16"=1'-0"	Dwg. no.
date:	AUGUST 8, 2006	file name:	KINGSWAY FINANCIAL MISSISSAUGA 2006	KWY06-4



January 16, 2007

**FILE:** 06-03151

**RE:** NHD Development Ltd. / Region of Peel

6965 Davand Drive - Ward 5

The applicant requests the following variances to sections 14 & 16 of the Sign By-law 0054-2002, as amended.

Section 14	Proposed
Permits one ground sign per street line in an	Relocation of two ground signs fronting Derry
industrial zone.	Road West.
Section 16	Proposed
A ground sign shall not be located within 3 m	One ground sign having a setback of 1.39 m
(9.8 ft.) of a driveway entrance or exit.	(4.56 ft.) from a driveway.

# **COMMENTS:**

The Region of Peel is undertaking a road widening of Derry Road adjacent to the subject lands. As a result of the road widening, two existing ground signs for the adjacent buildings have to be relocated.

- 1. There are two separate multi-tenant buildings with separate addresses on the subject lands and one ground sign for each building. The size and height of the ground signs conforms to provisions of the Sign By-law. The Planning and Building Department therefore finds the variance to be within the intent of the Sign By-law.
- 2. The setback from the driveway has been reviewed by the Region of Peel –Traffic Operations. They do not feel that the location of the signs will have any sort of detrimental impact on the traffic operation of Derry Road and further, they do not feel that the signs will pose any concerns on the private side. The Planning and Building Department therefore have no further concerns with the variance.

# Jeffery Grech - Peel sign relocations at 6965-6985 Davand for Derry Road Widening Project

From:

"Smith, Jeffrey" <Jeffrey.Smith@peelregion.ca>

To:

<wayne.nishihama@mississauga.ca>, <jeff.grech@mississauga.ca>

Date:

2006/12/13 11:31 AM

CC:

Subject: Peel sign relocations at 6965-6985 Davand for Derry Road Widening Project <info@countrysigns.ca>, "Ballaro, Sean" <Sean.Ballaro@peelregion.ca>

Hi Wayne and Jeff,

Please find comments from our Traffic Supervisor below indicating no concerns with the sign location attached. Please let me know if you require any further information for the permit to be approved.

Thanks for your ongoing help on this one.

Thanks. Jeff

Jeff Smith, Appraiser/Negotiator, Real Estate Section, Region of Peel

Phone (905) 791-7800, x7667 Fax (905) 791-3645 Toll Free 1-888-919-7800

From: Ballaro, Sean

Sent: December 13, 2006 9:40 AM

To: Smith, Jeffrey Cc: Gillon, Eleanor

Subject: FW: Dixie Derry

Hi Jeff, further to our discussions, I have reviewed the attached and have no concerns with the placement of the ground signs as indicated on the plan. As we discussed, I do not feel that the location of these signs will have any sort of detrimental impact on the operation of Derry Road and, further, they do not appear to pose any concerns on the private side.

If you require any additional information or would like to discuss this matter further, please contact me.

Sean Ballaro

Supervisor

**Traffic Operations** 

Traffic and Transportation Engineering

**Engineering and Construction** 

Telephone (905) 791-7800 ext 7849

Facsimile (905) 791-1442

E-Mail sean.ballaro@peelregion.ca

From: Smith, Jeffrey

Sent: December 12, 2006 1:08 PM

To: Ballaro, Sean Subject: Dixie Derry Importance: High

Can you call me to discuss this please.

<<NHD Option-3 Oct 30 2006 SNC.pdf>>

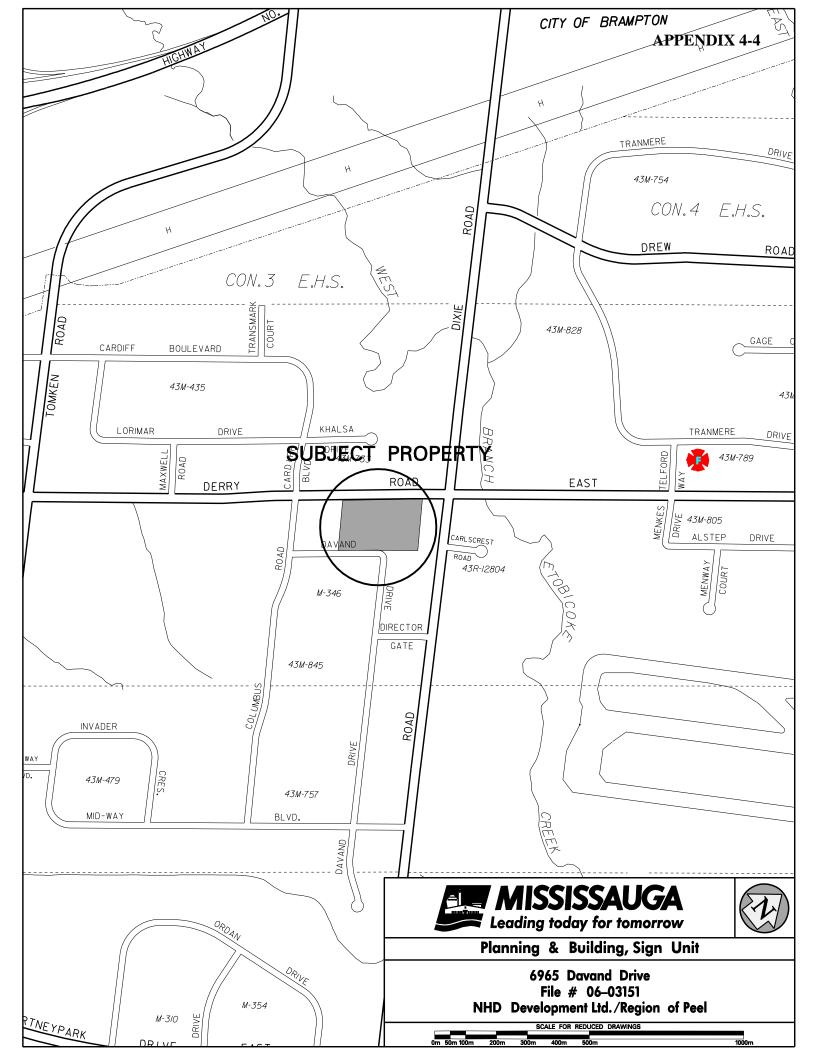
Thanks, Jeff

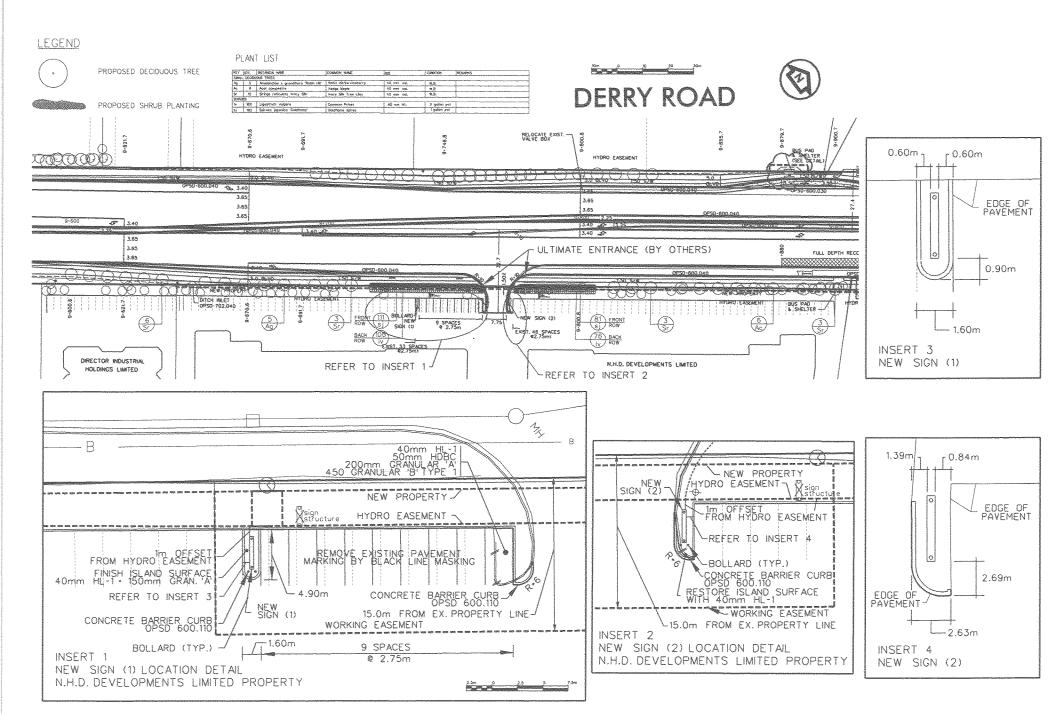
Jeffrey J. Smith, AACI, SR/WA, B.A., Appraiser/Negotiator - Real Estate Section

Facilities Construction and Real Estate Division, Housing and Property Department, The Regional Municipality of Peel

2nd Floor, North Tower, 150 Central Park Drive, Brampton, ON L6T 2T9

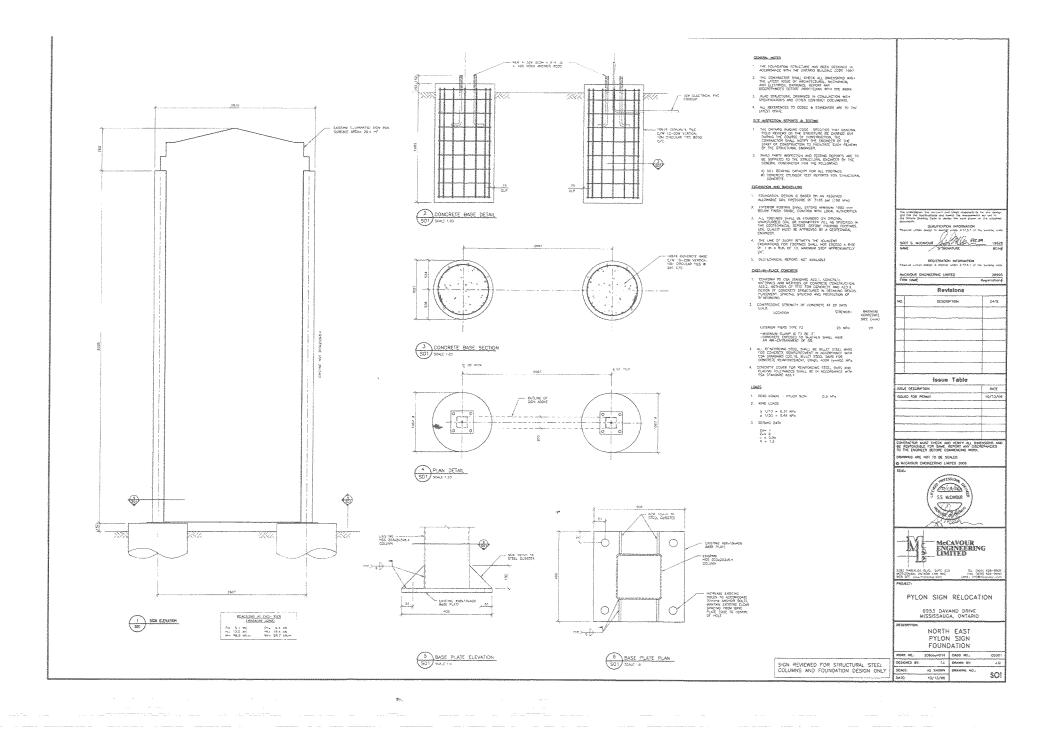
Phone (905) 791-7800, x7667 Fax (905) 791-3645 Toll Free 1-888-919-7800 web <u>www.peelregion.ca</u>













January 16, 2007

**FILE:** 06-03224

**RE:** Chatters Salon Beauty Superstore

**Orlando Corporation – Heartland Centre** 

5950 Rodeo Drive - Ward 5

The applicant requests the following variance to section 13(1) of the Sign By-law 0054-2002, as amended.

Section 13(1)	Proposed
The maximum sign area for a fascia sign is	The sign area for proposed fascia sign is
15% of the side or rear building façade which	20.63% of the rear building façade which does
faces a parking lot or driveway and does not	not face a parking lot or driveway and does
have a main entrance.	not have a main entrance.
The maximum sign area for a fascia sign is	The sign area for proposed fascia sign is
20% of the front building façade.	27.93% of the front building façade.

## **COMMENTS:**

- 1. The proposed fascia sign on the rear elevation of the building is similar in size to those on rear/side elevations of the adjacent units. The Planning and Building Department therefore finds the variance acceptable from a design perspective.
- 2. The proposed fascia sign on the front elevation is similar in size to those on the front elevation of the adjacent units. The Planning and Building Department therefore finds the variance acceptable from a design perspective.





## ORLANDO CORPORATION

8	ULDING DIVISION	
BUILDING DEPT, FILE:	APPI	ENDIX
DATE REC'D	OCT 2 3 2006	e de la companya de april de la companya de la comp
ROUTE TO:	em retariorme de l'acrissia en comune à consissimon de l'acrissimon de l'acrissimon de l'acrissimon de l'acris	ATE:
	Professional Association (Control of Control	
Anima armanolich etterateris autobaldungs		

6205 Airport Road, Mississauga, Ontario L4V 1E3 Telephone: (905) 677-5480 Fax: (905) 677-282

# Letter of Authorization/Rationale

October 20, 2006

City of Mississauga Planning and Building Department 300 City Centre Drive Mississauga, Ontario L5B 3C1

Re: 5950 Rodeo Drive, Mississauga, Ontario

Variance for Proposed Exterior Signage - Chatters Salon

Dear Jeff Grech:

Orlando Corporation has reviewed the aforementioned Tenant's request for exterior signage at the rear of the building at 5950 Rodeo Drive. As Mikasa has downsized their leased premises and Chatters Salon is occupying the remainder of their previous space, both retailers want to reap the rewards of exterior signage. Please note that Mikasa and Danier already have signs on the side of the building which the City of Mississauga has approved.

Due to the competitive nature of Retailers it is reasonable that they request signage, specifically as it is at the rear of their premises and is not impeding any other Tenant's signage opportunities.

The Landlord asks that you review this matter and attempt to accommodate this Tenant's request.

We trust the above is satisfactory, otherwise please contact the writer to discuss further.

Yours truly,

ORLANDO CORPORATION

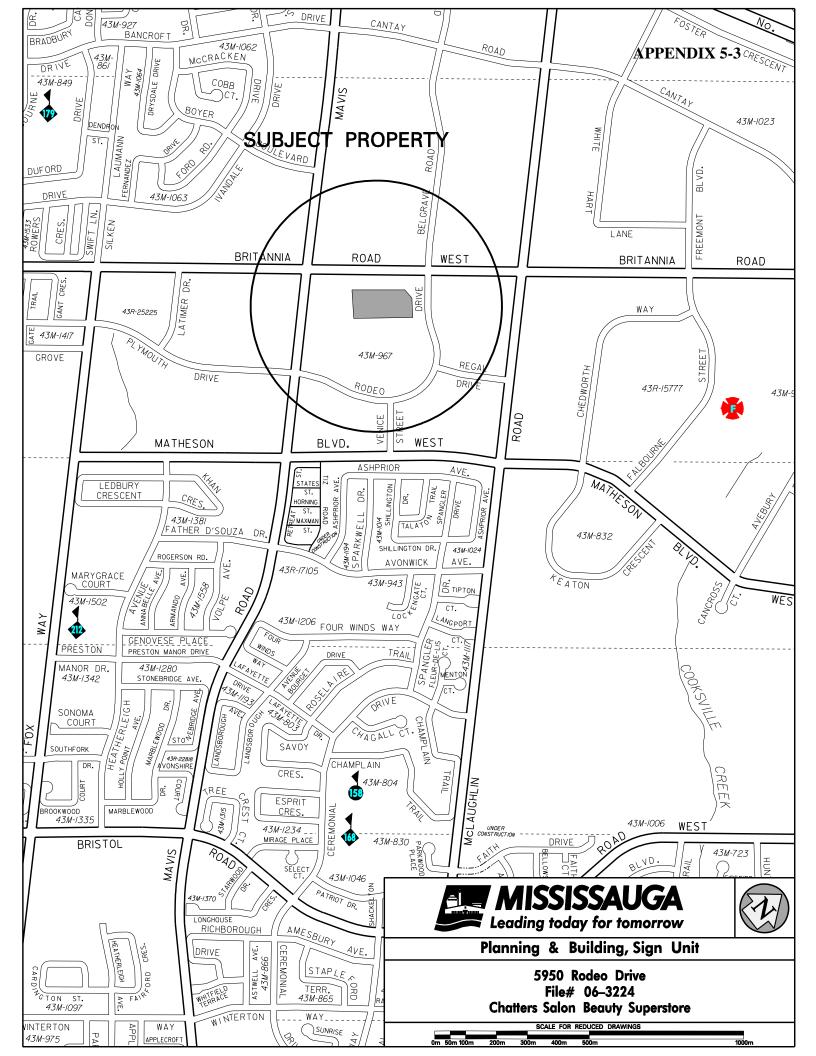
Dan Hyde

Senior Manager, Shopping Centres

DH\*lds

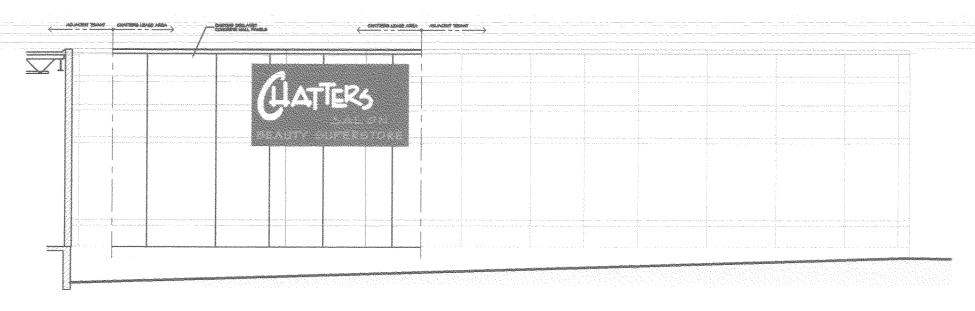
cc: Lino Malito, Project Co-ordinator

Jim Turner, Senior Vice President Engineering/Purchasing



**APPENDIX 5-4** Duminum,, BRITANNIA ROAD WEST 8 9 6 McDONALD'S MIIIII HHO 110 LA SENZA Control (Control (Con MEXX "3<sup>1</sup> B A TUCKERS MARKETPLACE V<del>111111111111111111111</del> WINNERS MARK'S WORK J. T. a ОШШШПО 0 PETSMART CHATTERS PROPOSED SIGN DANIER LEATHER LILL STEEL S HHHHHHSONY SUPER CUTS Gillian III LAURA ADIDAS MICHAELS INTERNATIONAL URBAN PLANET CLOTHERS 2 +++++++++++ BOUCLAIR HHO FAIRWEATHER RANDY RIVER KRISPY COSTCO KREME HE SHOE ШШШПП URBAN BEHAVIOR | The content of the шшшг 畫 1 RODEO EASTSIDE MARIO'S 4,000 57 DRIVE ## BATON ROUGE PROPORED MES SUBJECT N SUBJECT N 9

SITE PLAN

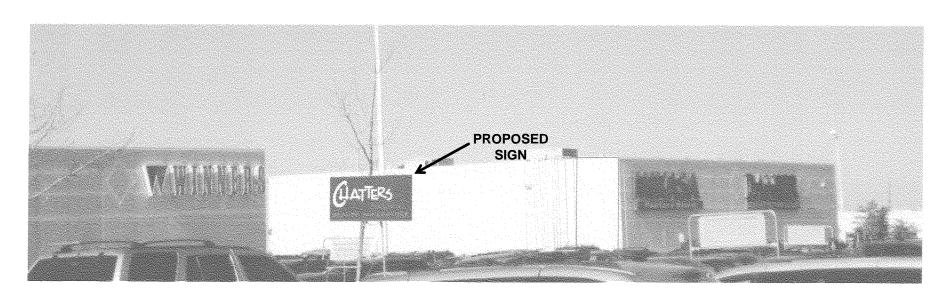


Store Back Elevation

5.8 m x 3.05 m

Carrier background box approx. 228" wide x 120" high, to be no more than 2.5" thick

All aluminum construction





January 16, 2007

**FILE:** 06-02955

**RE:** Peel Regional Paramedic Services

2355 Tedlo Street - Ward 7

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

Section 14	Proposed
Permits fascia signs only on the front	One (1) fascia sign 1.48 m <sup>2</sup> (16 sq. ft.) located
elevation a building.	on the side (south) elevation.

# **COMMENTS:**

The proposed fascia sign provides identification of the premise for the north bound traffic along Tedlo Drive. The rational provided "Given that this one of the busiest paramedic stations in Peel Region and given the number of ambulances leaving the station, this identification will allow for early warning to north bound traffic." is more than reasonable to justify the need for the sign. The Planning and Building Department therefore finds the variance acceptable from a public safety perspective.



Flousing and Property

150 Central Park Drive 2<sup>nd</sup> Floor, North Tower Brampton, Ontario L6T 2T9

November 9, 2006

City of Mississauga Mississauga, Ontario

Dear Sir/Madam,

Re:

Paramedic Station, Tedlo Dr.

Exterior Signage - City of Mississauga Committee of Adjustment

We have proposed to exterior signs for the new Paramedic location on Tedlo Dr. A primary sign of about 1.2m x 2.4m above the ambulance access doors on the west façade and a secondary sign to be mounted high on the south face at the upper front corner of the wall.

There are two primary purposes for the signs:

- 1. Identification for visitors and deliveries
- Public identification for reasons of Safety

The primary west facing sign on the building front identifies the presence of the paramedic services at this location for the public on Tedlo Dr.

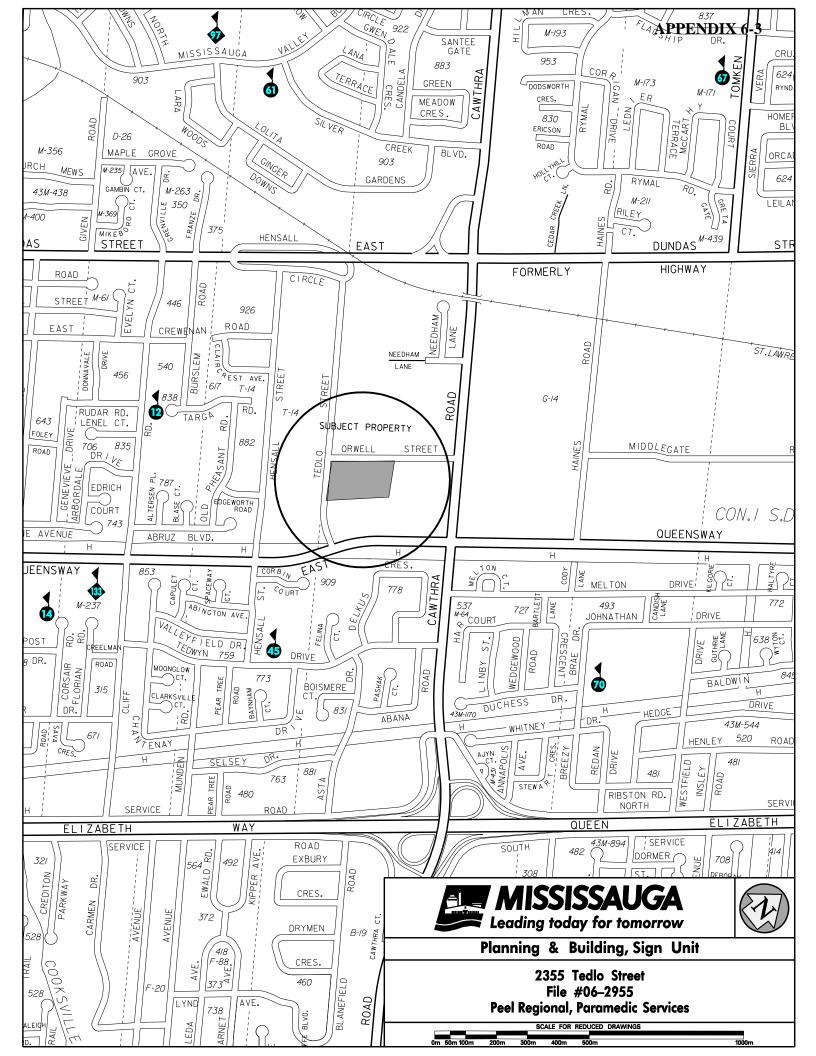
The secondary south facing sign mounted high on the corner of the building allows for early identification of the station for north bound traffic. Given that this is one of the busiest paramedic stations in Peel Region and given the number of ambulances leaving the station, this identification will allow for early warning to north bound traffic.

The shared driveway that serves this building and the properties to the south carries considerable truck traffic throughout the day. These trucks often block the visibility of the front wall and the primary sign. This secondary sign mounted above truck height contributes to public Safety by giving motorists advance notice that ambulances may be present at this location and will be entering traffic.

I trust that this brief memo explains the rationale that determined the proposed sign locations.

Sinceraly.

Mei vee yeung, P.1009/ Capital/roject Manager



# Feel Regional Paramedic Services

Paramedic Station No. 1 2355 Tedlo St., Units 1 and 2

Region of Peel
Working for you

4

