



Clerk's Files

Originator's Files

BL.03-SIG (2007)

DATE:	April 10, 2007
TO:	Chair and Members of Planning and Development Committee Meeting Date: April 30, 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 April 10, 2007 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested nine (9) Sign Variance Applications described in Appendices 1 to 9 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances **not be granted**:
  - (a) Sign Variance Application 07-04016
    Ward 4
    HT Physiotherapy
    640 Eglinton Ave. W.

To permit the following:

 One fascia sign located on the second storey of the building and not located on the unit occupied by the business. (b) Sign Variance Application 07-03891
 Ward 6
 Alliance Travel and Tours
 808 Britannia Rd. W.

To permit the following:

- (i) One fascia sign located above the upper limits of the first storey.
- 2. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 06-02970
    Ward 7
    Sussex Centre West 50
    50 Burnhamthorpe Rd. W.

To permit the following:

- (i) One fascia sign located above the upper limits of the first storey.
- (b) Sign Variance Application 06-01193
  Ward 7
  Amacon Eve
  3504 Hurontario St.

To permit the following for a period of one year:

- (i) Two construction site signs setback 1.5 m and 2.0 m from the property lines.
- (ii) Two construction site signs located 25 m apart along the same street line.
- (iii) Two construction site signs on a property that is occupied.

- 2 -

(c) Sign Variance Application 06-03663
 Ward 7
 Amacon - Elle
 3504 Hurontario St.

- 3 -

To permit the following for a period of one year:

- (i) One construction sign setback 1.5 m from a property line.
- (ii) Three construction signs located on the same street line less than 100 m apart.
- (iii) Three construction site signs with a combined area of 66.89 sq. m.
- (iv) Three construction signs on a property that is occupied.
- (d) Sign Variance Application 07-04265
  Ward 8
  Erin Mills Auto Centre
  2365 Motorway Blvd.

To permit the following:

- (i) One ground sign on the municipal median.
- (ii) Two groups of sixteen flags located fronting Dundas St. W.
- (e) Sign Variance Application 03-07079
  Ward 9
  Premier Fitness
  6460 Millcreek Dr.

To permit the following:

		(i)	One ground sign with an overall height of 7.63 m and an area of 18.33 sq. m.
		(ii)	One fascia sign projecting 1.52 m from the building.
		Ware Dani 5124	Variance Application 07-03958 d 10 iels Corporation – Classical Reflections Winston Churchill Blvd. ermit the following:
		(i)	One construction sign not located on the site being constructed.
		Ware Petro	Variance Application 07-03990 d 5 o Canada ) Dixie Rd.
		То р	ermit the following:
		(i)	Three directional signs with an area of 1.53 sq. m. and an overall height of 1.52 m.
BACKGROUND:	any person,	auth of C	Act states that Council may, upon the application of norize minor variances from the Sign By-law if in Council the general intent and purpose of the rained.
COMMENTS:	Variance A Council. E	pplic ach a	nd Building Department has received nine (9) Sign cations (see Appendices 1 to 9) for approval by application is accompanied by a summary page Planning and Building Department which includes

information pertaining to the site location; the applicant's proposal;

- 4 -

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*.

- 5 -

<b>ATTACHMENTS</b> :	HT Physiotherapy
	Appendix (1-1 to 1-7)

Alliance Travel and Tours Appendix (2-1 to 2-6)

Sussex Centre – West 50 Appendix (3-1 to 3-6)

Amacon - Eve Appendix (4-1 to 4-9)

Amacon - Elle Appendix (5-1 to 5-9)

Erin Mills Auto Centre Appendix (6-1 to 6-8) Premier Fitness Appendix (7-1 to 7-9)

Daniels Corporation – Classical Reflections Appendix (8-1 to 8-7)

Petro Canada Appendix (9-1 to 9-5)

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\April 30 Sign Variance Report.doc



## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 07-04016

## RE: HT Physiotherapy 640 Eglinton Avenue West - Ward 4

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

Section 13	Proposed
Fascia sign shall be located on the building	One (1) fascia sign located on the second
façade of the first storey for each occupancy.	storey of the building and not located on the
	unit which the business occupies.

#### **COMMENTS:**

The proposed sign is not located on the unit which it occupies and is on the second storey of the building. If approved, this application will set precedents for other tenants of the building to request the same which will add visual clutter to the building. In this regard, the Planning and Building Department does not support the variance from a design perspective.

Please note the signage for Taxwide is illegal and is being pursued by the Sign Unit of the Planning and Building Department.

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\07-04016\01-REPORT.doc





REAL ESTATE MANAGEMENT CO. 640 EGLINTON AVENUE WEST, SUITE 203 MISSISSAUGA, ONTARIO, CANADA L5R 3V2 TEL 905/890 9900 FAX 905/890 8202

01 February 2007

#### CITY OF MISSISSAUGA Building Department - Sign Unit City of Mississauga 300 City Centre Drive Mississauga, Ontario L5B 3C1

Dear Sirs:

## RE: TENANT: HIGH TECH PHYSIOTHERAPY & REHABILITATION CENTRE AT 640 EGLINTON AVE. W., MISSISSAUGA PROPOSED SIGNAGE ON THE EXTERIOR OF THE BUILDING

The High Tech Physiotherapy & Rehabilitation Centre is one of our Tenants located in the Mavis Mall, Commercial Centre at 640 Eglinton Ave. W., Mississauga.

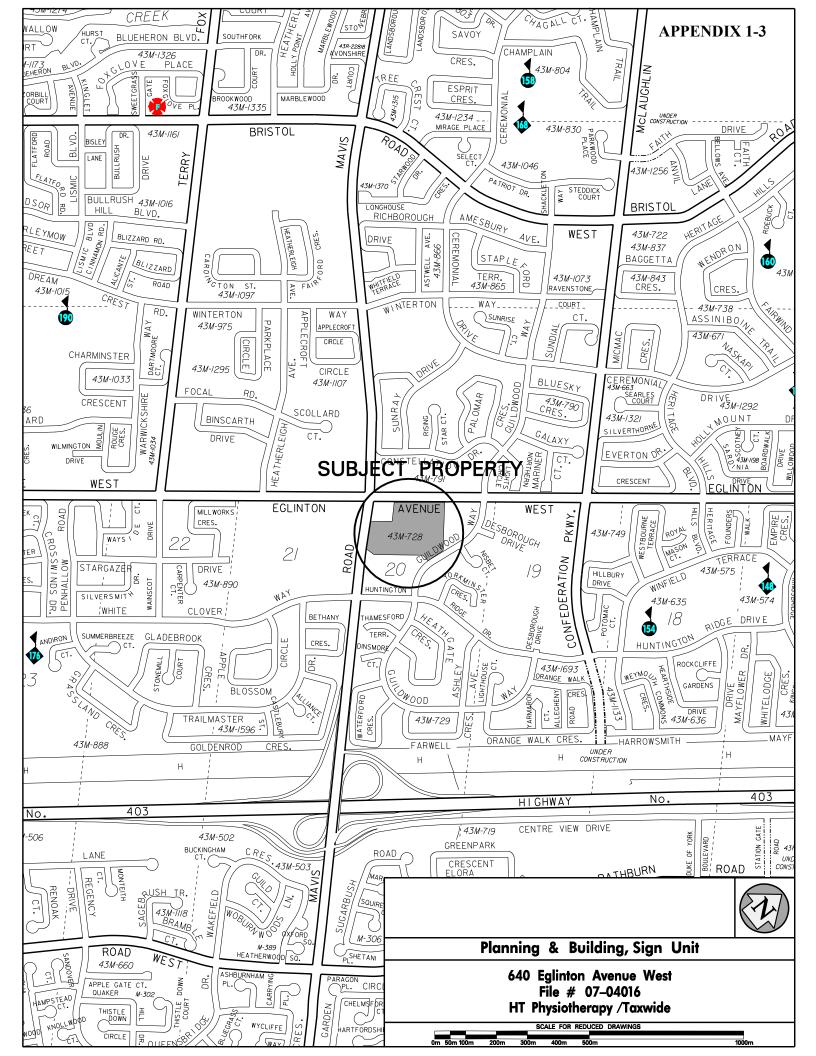
This Tenant is located at the rear of a 2nd floor building with no visible sight lines from the parking lot area; Mavis Road or Eglinton Ave. The main entrance to the Shopping Centre is at Eglinton Ave. W. and due to the location of this Tenant's premises vehicular traffic entering the centre have no direct vision to the Tenant's premises. Due to the number of Tenants located within the Mavis Mall Centre, the pylon sign cannot accommodate signage for all tenants, including the Physiotherapist.

There is presently space on the north elevation of the building housing this Tenant for signage, as per the sign elevation drawings provided to you. We recommend the City's indulgence in providing signage to this Tenant on this face of the building. We are advised that the lack of signage is affecting the Tenant's business and your co-operation in this regard will no doubt be affected.

Yours truly

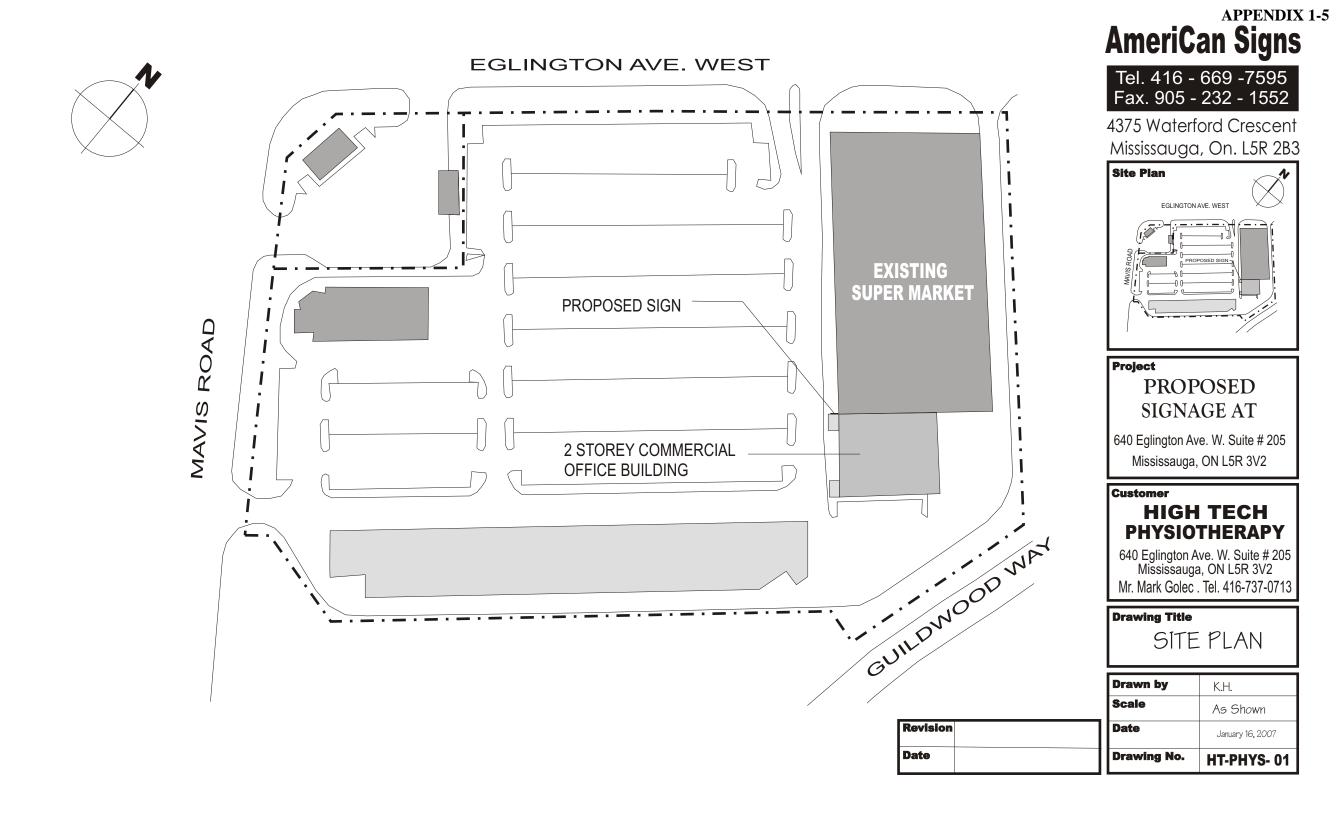
Frank Beeris Property Manager Mavis Mall Limited

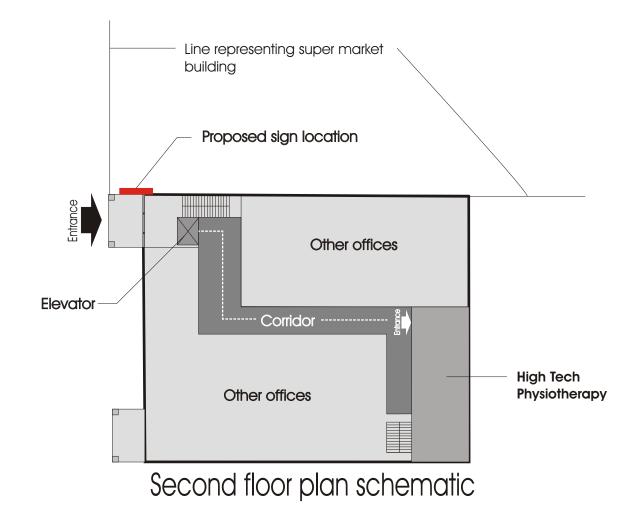
cc: High Tech Physiotherapy



#### **AmeriCan Signs** Tel. 416 - 669 -7595 2438mm Fax. 905 - 232 - 1552 96" 8'-0" 4375 Waterford Crescent 2438mm Proposed light box Mississauga, On. L5R 2B3 sign Site Plan EGLINGTON AVE, WEST 1219mm 4'-0" PHYSIO THERAPY 905 - 502 - 8479 1219mm PHYSIO THERAPY 48" 905 - 502 - 8479 EXISTING SIGN Project PROPOSED **EXISTING SIGN** SIGNAGE AT 30'-1" 640 Eglington Ave. W. Suite # 205 8219mm 26'-11" 9438mm Mississauga, ON L5R 3V2 Customer **HIGH TECH ELEVATION VIEW** PHYSIOTHERAPY 640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2 Mr. Mark Golec . Tel. 416-737-0713 **Drawing Title ELEVATION** Drawn by K.H. Scale As Shown **ELEVATION** Date January 16, 2007 Date Drawing No. **HT-PHYS-02**

**APPENDIX 1-4** 







Drawing No.	HT-PHYS- 03
Date	January 16, 2007
Scale	As Shown
Drawn by	К.Н.

Revision

Date



## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 07-03891

## RE: Alliance Travel and Tours 808 Britannia Road West, Unit 201 - Ward 6

# The applicant requests the following variance to section 17 of the Sign By-law 0054-2002, as amended.

Section 17	Proposed
A fascia sign shall be located no higher than	One (1) fascia sign located on the second
the upper limit of the first storey of a	storey of the building.
building.	

### **COMMENTS:**

Alliance Travel and Tours is located on the second floor of a multi-tenant building. The Sign By-law does not permit signage on the second floor of buildings. If approved, it will set precedents for other businesses on the second floor of this building to request the same. The Planning and Building Department therefore can not support this single request, as it is not within the intent of the Sign By-law.

If the applicant wishes to pursue the matter, we suggest that they contact the landlord to enter into discussions with the City to develop a comprehensive signage plan for all of the tenants on the second floor of the building. In this regard, the City may be able to approve a variance for signage on the second floor on design merit.



September 25<sup>th</sup>,.2006

City of Mississauga City Hall Mississauga, Ontario

### RE: Upper Main Signage at 808 Britannia Road West Unit # 201

Attn: Committee Members,

Please accept this letters as and explanation on why we should be able to have a sign on the main outer top portion facing Britannia Road.

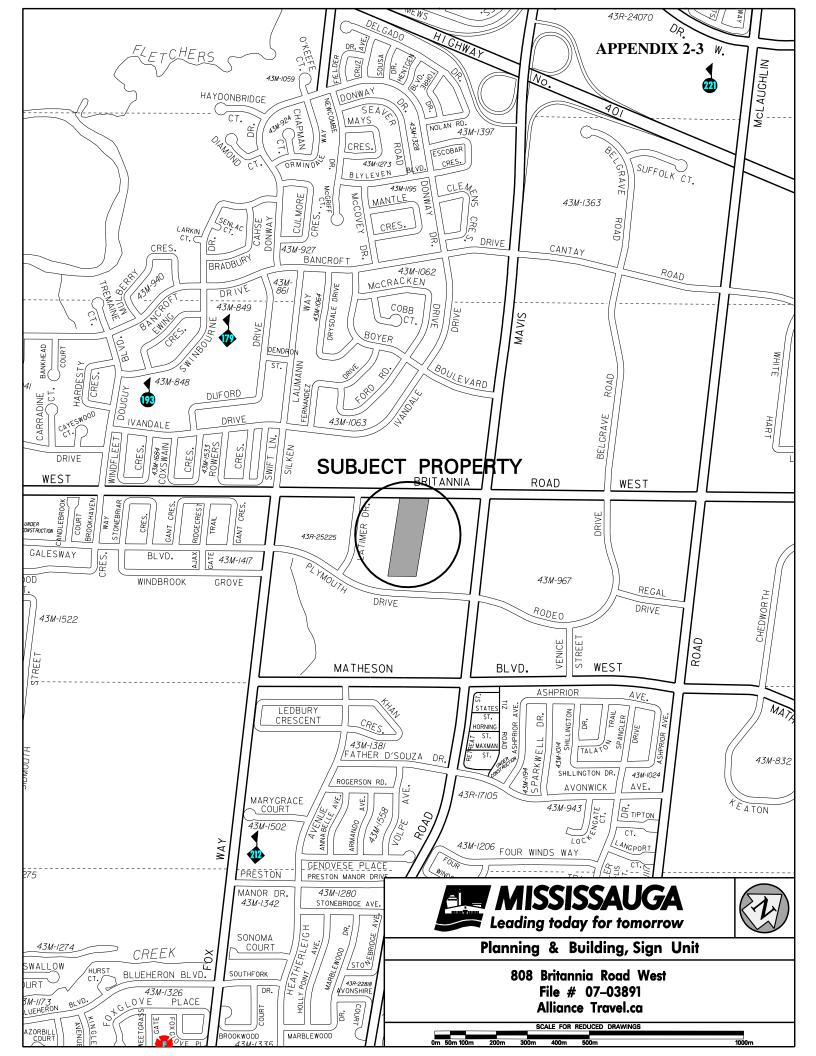
We are an IATA approved "Travel Agency" and are required to have a signage as per the rules of IATA (International Air Travel Association) and since we do not have that, we won't be able to operate from that location.

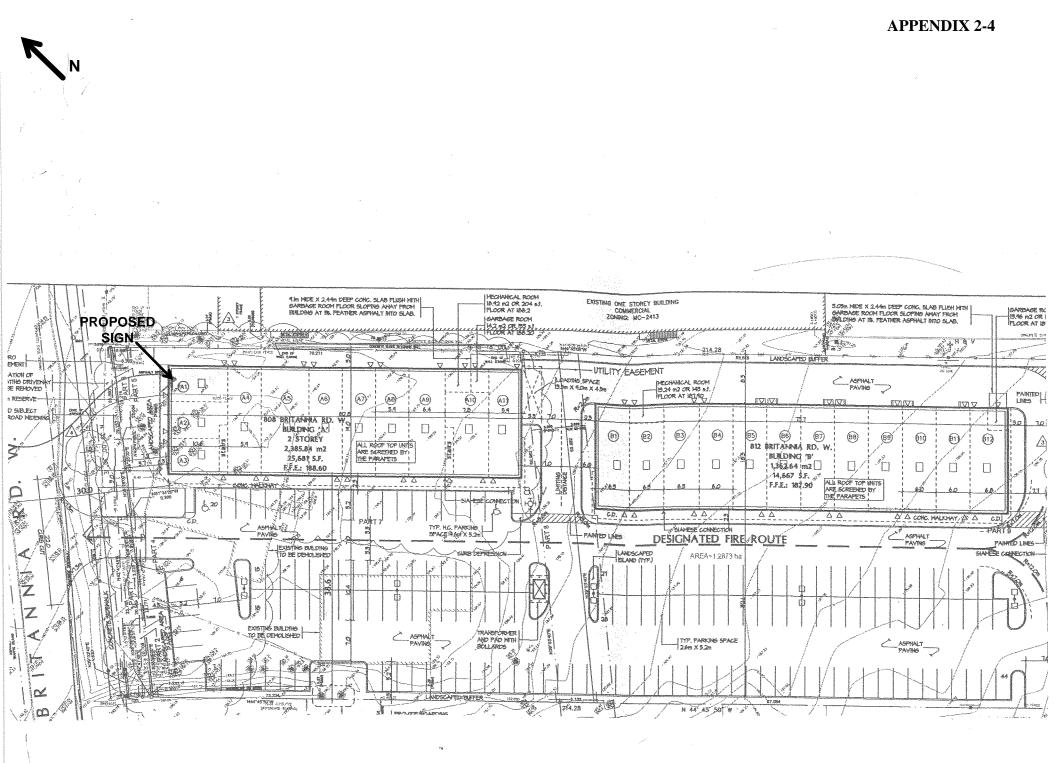
We have bought this unit and are planning on moving our office from the rented place at 735 Twain Avenue, Unit 11, Mississauga, Ontario, L5W 1H1 to this new location.

We would like to thank you for your cooperation in this mater and look forward to hearing great news in your approval.

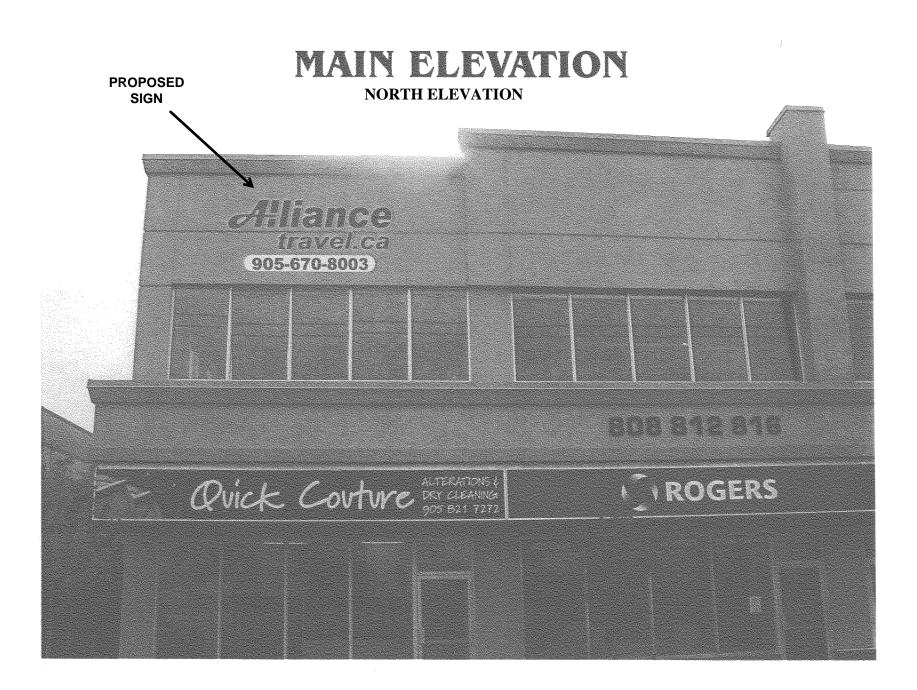
Sincerely,

Hareesh Bhargav President

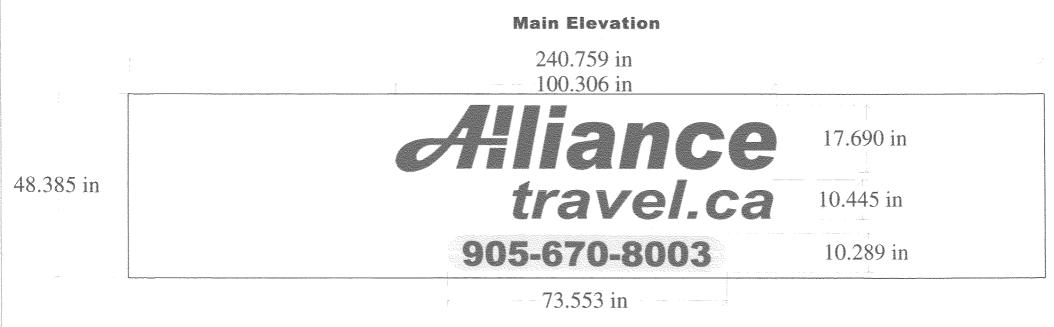




**APPENDIX 2-5** 



**APPENDIX 2-6** 





## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 06-02970

RE: Sussex Centre - West 50 50 Burnhamthorpe Rd West - Ward 7

## The applicant requests the following variance to section 17 of the Sign By-law 0054-2002, as amended.

Section 17 (3)	Proposed
A fascia sign shall be erected no higher than	One (1) fascia sign located above the upper
the upper limit of the first storey of a building	limits of the first storey of the building.

#### **COMMENTS:**

The proposed signs are replacing signs from the previous tenant. The signs are located on the second floor of the building but due to the grade changes along the street, it only appears to be a half storey above grade in this area. The signs are well placed on the building and provide the needed identification of the business to the public along Burnhamthorpe Road.

 $K:\bdivision\WPDATA\PDC-Signs\2007\PDC\Signs\06-02970\01-Report.doc$ 

#### **APPENDIX 3-2**



Zip Signs Ltd. 5040 North Service Road Burlington, Ontario L7L 5R5

Jan. 22<sup>nd</sup> 2007

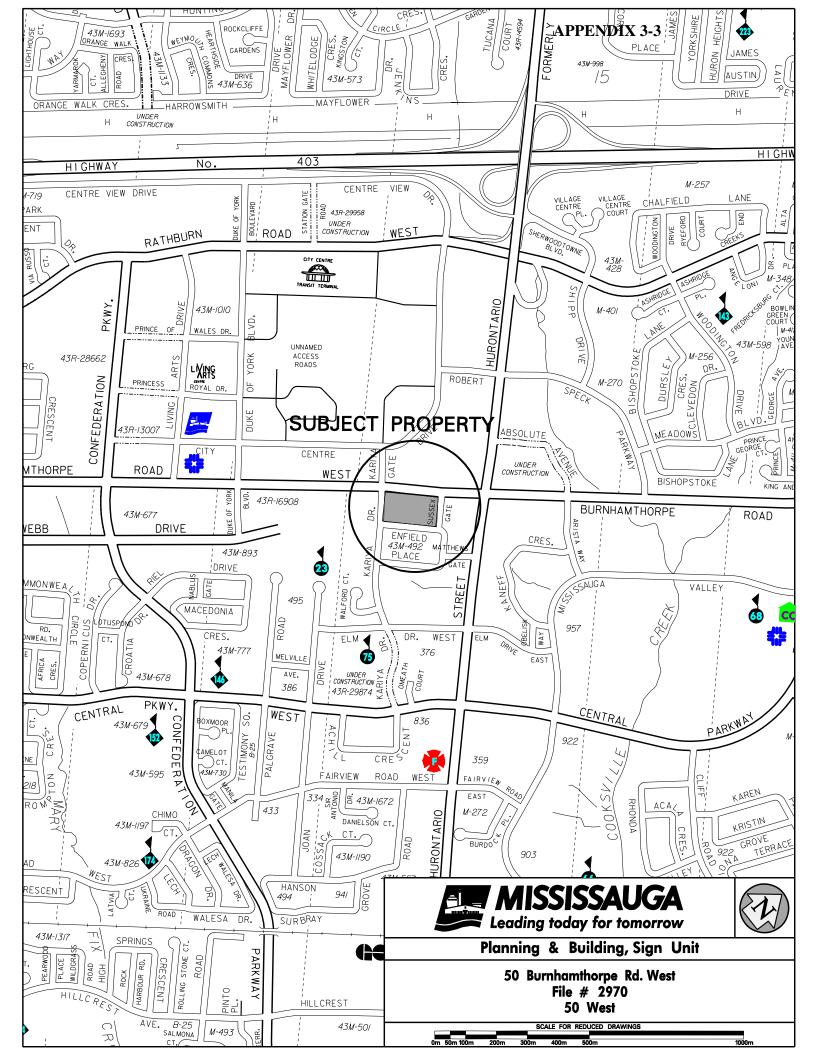
Dear Sir or Madam:

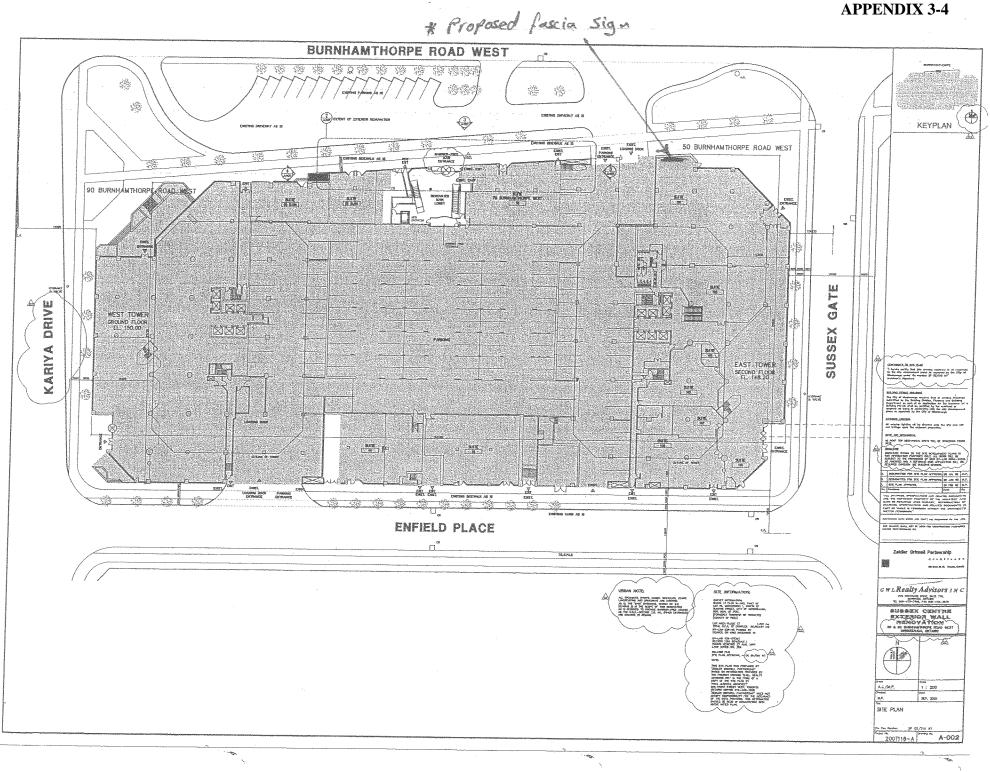
Re: Sign Variance West 50, Unit 202 - 50 Burnhamthorpe Rd. West

We are applying for a variance to have a sign located on the second floor of 50 Burnhamthorpe Rd West unit 202. The sign faces north and will be over the entrance of West 50 that has stairs that lead from the street level up to the entrance doors. The new sign is replacing a sign that identified a business that has moved and has less square footage then the one we will be replacing.

Yours truly aviel Olam J. David Adam

phone: 905-332-8332 fax: 905-332-9994 toll free: 800-291-0166 e-mail: info@zipsigns.com web site: www.zipsigns.com Creating Signs of Excellence Since 1971





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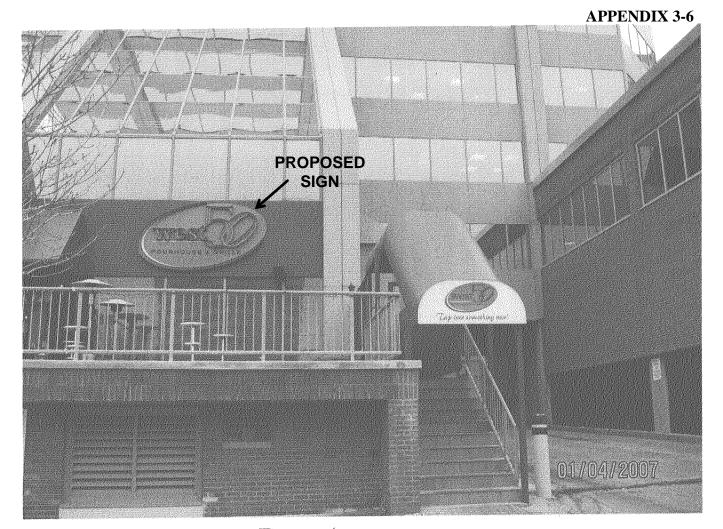
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### SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 06-01193

RE: Amacon - Eve 3504 Hurontario Street - Ward 7

The applicant requests the following variances to section 27 of the Sign By-law 0054-2002, as amended.

Section 27(1)(iii)	Proposed
A construction site sign shall have a minimum	Two (2) construction site signs having a 1.5 m
setback of 3.0 m (10 ft.) from any property	(5 ft.) setback from the east property line, with
line.	the most northerly sign having a 2.0 m (6.5 ft.)
	setback from the north property line.
Section 27(1)(c)	Proposed
Construction site signs located along the same	Two (2) construction site sign located 25 m (82
street line must have a minimum of 100 m	ft.) apart along the same street line.
(328 ft.) between each other.	
Section 27(1)(b)	Proposed
Construction site signs must be removed from	Two (2) construction site signs on a site that is
the construction site within 60 days of the	occupied.
first occupancy of the project.	

#### **COMMENTS:**

The variance involves two construction site signs which were installed without permits, on an occupied site.

One construction site sign (Sign A) advertises the residential condominium "Eve" which is located on this site. In order for this sign to be installed in the landscape area along the property line, it requires a reduce setback of 2 m (6.5 ft.) due to the location of the driveway. In this

regard, the Planning and Building Department finds the variance acceptable from a design perspective.

One construction site sign (Sign B) advertises the residential condominium "Elle" being constructed behind the existing residential condominium "Eve". The property in which both buildings are located, is one site development block owned by the same developer. Due to site constraints, the only visible location for this sign is along Hurontario Street. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

Since this a temporary sign, the variance approval should be effective for a period of one year, as of the date of the issuance of the sign permit.

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## AMACON

May 18, 2006

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

Attention: Mr. Darren Bryan, CBCO,

Dear Mr. Bryan;

### Re: Sign Application - 3504 Hurontario St. Mississauga, Ontario

Please find attached a sign application respecting the above-noted property. Included with this application are three (3) site plans depicting the sign locations and three (3) copies of the sign graphics.

The signs that are the subject of the above-noted application are located at 3504 Hurontario St. (Eden Park). Sign A is double sided sign (16' x 20') and is located at the north east corner of the property. It will be located 2 m from the east property line (Hurontario St.) and 1.5 m from the north property line. Sign B is a single sided sign (10' x 20') located on the east side of the property and is 1.5 m from the east property line and approximately 28 m from the north property line.

The locations of the signs are a function of the structure of the condominium currently under construction on the site. Sign A can not be situated in any other location due to location of the underground garage and the landscape retaining walls. Sign B is also restricted in where it can be located due to the extent of the underground garage and the need to secure the sign to the rear of the landscape retaining wall. In order to maximize the marketing opportunity for the site and provide the necessary visibility it is necessary to exceed the allowable sign area by approximately 8 square meters. The total number of signs on the site will be three. There are the two signs noted above proposed for the Hurontario St. frontage and one previously approved sign at the terminus of Omeath Court. As the signs on the property are supporting the marketing of the second phase of the development (EVE) on the same property, it will be necessary to maintain the signs on the site after occupancy of the first building (Eden Park). The signs have been located and sized to ensure that there is no impact on the view from any of the residential suites. The signs are temporary and will be removed upon the completion of the marketing campaign for the development.

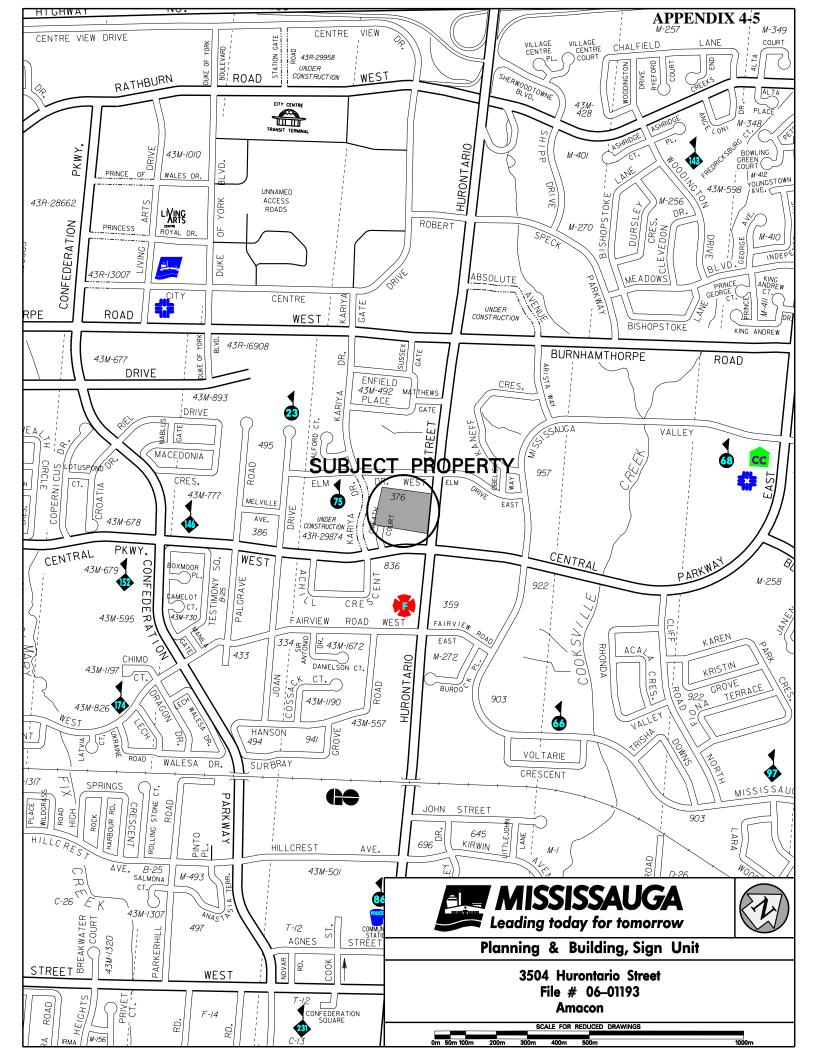
I trust the above noted material is satisfactory and addresses your requirements. Should you require any additional information, please feel free to contact the undersigned at 416 369 9069

Yours truly,

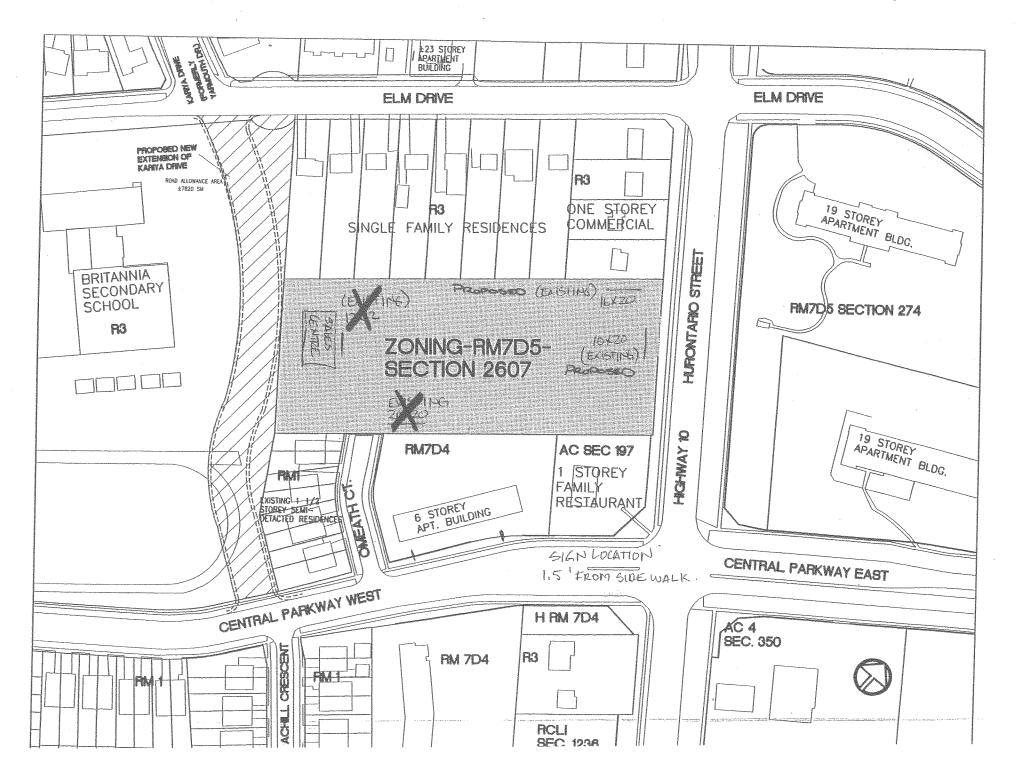
Amacon Development (Hurontario) Corp.

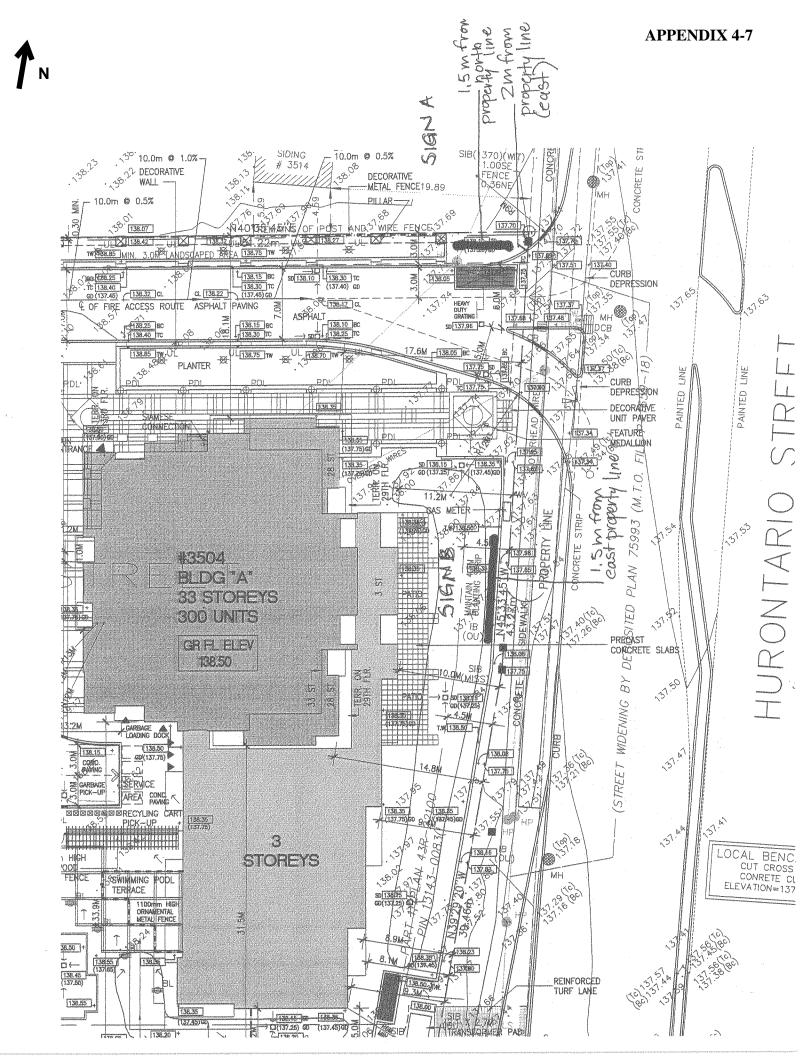
David Hunwicks, M.E.S. Manager, Development

Eden Pk D Bryan sign justification ltr (3504 Hurontario) 12May06

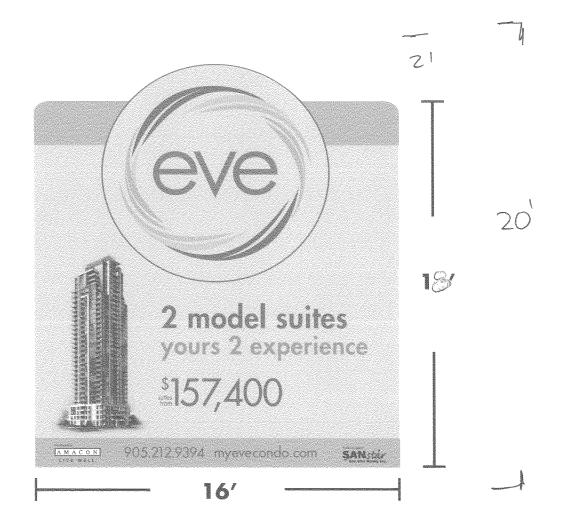


SIGN OF 1193





**APPENDIX 4-8** 





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exclusive amenities unmatched value lush landscaping	CONDOMINIUMS
stunning views functional living spaces vibrant downtown location serene neighbourhood fully loaded interiors	arriving soon
all of the above.	myellecondo.com 905.212.7175
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## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 06-03663

RE: Amacon – Elle 3504 Hurontario Street - Ward 7

The applicant requests the following variances to section 27 of the Sign By-law 0054-2002, as amended.

Section 27(1)(iii)	Proposed
A construction site sign shall have a minimum	One (1) construction site sign having a 1.5 m
setback of 3.0 m (10 ft.) from any property	(5 ft.) setback from the east property line.
line.	
Section 27(1)(c)(i)	Proposed
Construction site signs located along the same	Three (3) construction site signs located on the
street line must have a minimum of 100 m	same street line, less than 100 m (328 ft.) apart
(328 ft.) between each other.	from each other.
Section 27(1)(c)(ii)	Proposed
The combined total sign area of two (2)	Three (3) construction site signs located on the
construction site signs located along the same	same street line, with a total combined area of
street line shall not exceed 60 sq. m. (645.86	66.89 sq. m. (720 sq. ft.)
sq. ft.).	
Section 27(1)(b)	Proposed
Construction site signs must be removed from	One (1) construction site sign on a site that is
the construction site within 60 days of the	occupied.
first occupancy of the project.	

#### **COMMENTS:**

One construction site sign (Sign B) advertises the residential condominium "Elle" being constructed behind the existing residential condominium "Eve". The property on which both buildings are located is one site development block owned by the same developer.

### **APPENDIX 5-2**

However, the applicant has already submitted a variance application (06-01193) for two existing construction site signs along the same street line. This application is for a third construction site sign along Hurontario Street. The total sign area for the three signs is 66.89 sq. m. (720 sq. ft.), which is slightly more than the sign area permitted for one or two construction site signs in the Sign By-law. Although there are three signs, the visual impact for the existing residents of the "Eve" condominiums is less than if one or two larger signs were placed in front of their building. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective and recommend an approval for a period of one year.

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# AMACON

December 7, 2006

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

Attention: Mr. Darren Bryan, CBCO,

Dear Mr. Bryan;

## Re: Sign Application - 3504 Hurontario St. Mississauga, Ontario

Please find attached a sign application respecting the above-noted property. Included with this application are three (3) site plans depicting the sign locations and three (3) copies of the sign graphics.

The sign that is the subject of the above-noted application is located at 3504 Hurontario St. (Eden Park). The sign is a single sided sign  $(10' \times 20')$  located on the east side of the property and is 1.5 m from the east property line and approximately 8 m from the south property line.

The location of the sign is a function of the structure of the recently completed condominium on the site. The sign can not be situated in any other location due to the location of the underground garage and the landscape retaining walls. In order to maximize the marketing opportunity for the site and provide the necessary visibility it is necessary to exceed the allowable sign area by approximately 38 square meters. The total number of signs on the site will be five. There will the three signs on the Hurontario St. frontage with one previously approved sign at the terminus of Omeath Court and a round sign attached to the sales centre. As the signs on the property are supporting the marketing of the second phase of the development (EVE) on the same property, it will be necessary to maintain the signs on the site after occupancy of the first building (Eden Park). The signs have been located and sized to ensure that there is no impact on the view from any of the residential suites. The signs are temporary and will be removed upon the completion of the marketing campaign for the development. Provisions for the maintenance of the marketing signs after building occupancy have been included in the Condominium Disclosure Statement.

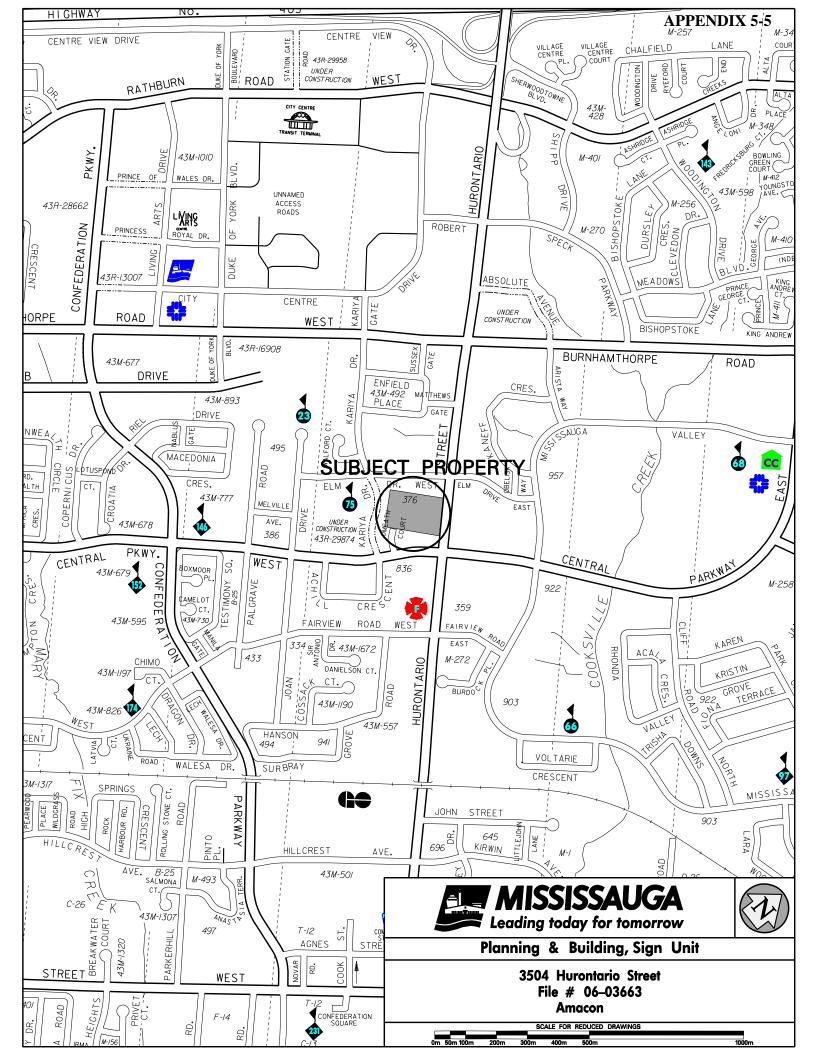
I trust the above noted material is satisfactory and addresses your requirements. Should you require any additional information, please feel free to contact the undersigned at 416 369 9069

Yours truly,

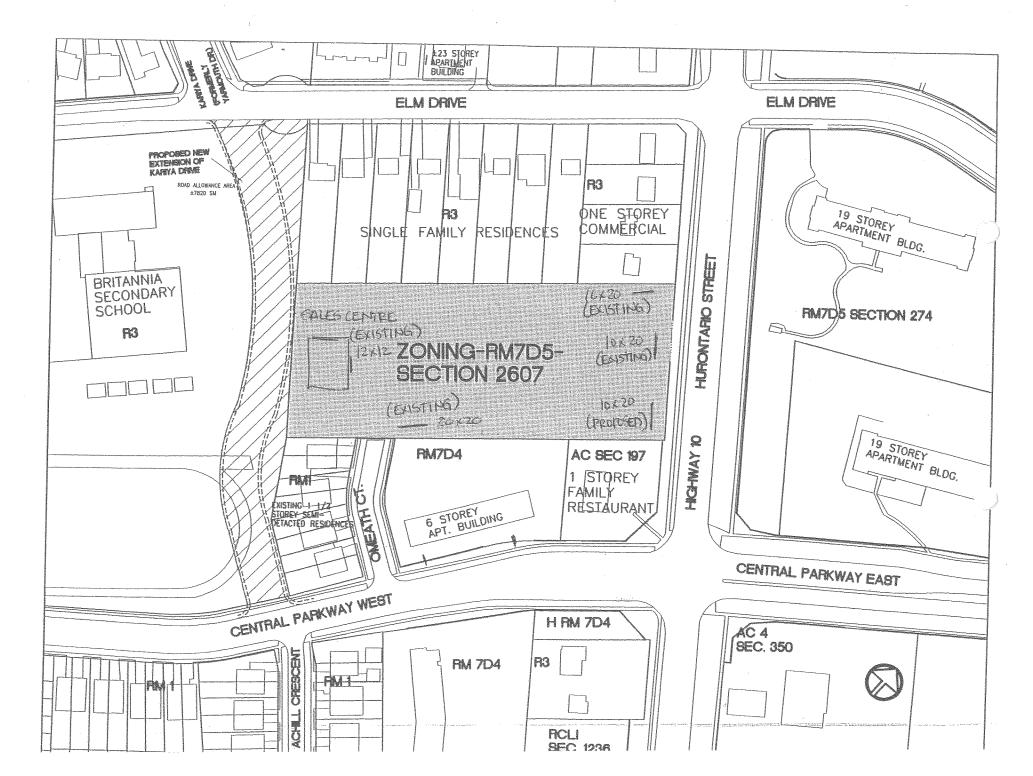
Amacon Development (Hurontario) Corp.

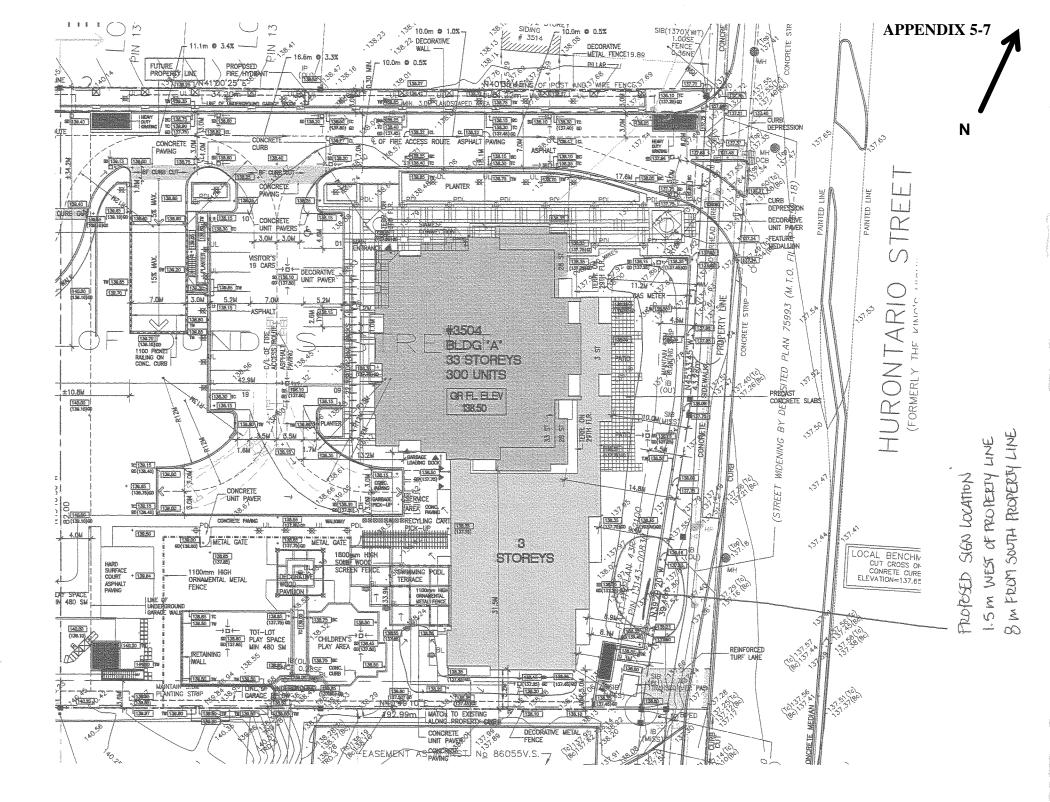
David Hunwicks, M.E.S. Manager, Development

Eden Pk D Bryan sign justification ltr (3504 Hurontario) 12May06



### **APPENDIX 5-6**





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	be the first to register.	
	exclusive amenities in unmatched value I lush landscaping	CONDOMINIUMS
	stunning views functional living spaces	
96″	vibrant downtown location 🔲 serene neighbourhood 📋 fully loaded interiors	arriving soon
	all of the above.	myellecondo.com 905.212.7175
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240"

**APPENDIX 5-9** 

# MAY-23-2006 TUE 06:47 PM TSH

May 23 2006 18:54 FAX NO. 5198861697 P. 04/04

engineers architects planners	Mource: New Sign Structures a Amacon Development 3504 Hurontario Street Mississauga, Ontario	ŧ	DWG # 3 of 3
202-72 Victoria St. S., Kltchener, Ontario N2G 4 tel. (519) 886-2160 fax (519) 886-16		ови: 22361-01-10	**************************************
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I, Ken Stranks, review and take responsib firm registered under subsection 2.17.4 of the firm is registered, in the following cate	the Building Code. I am qualified, and	K. A. STRANKS	NOUNEER
Category STRUCTURAL			
Individual BCIN: 23788	Sta la	30 UNCE OF ONTR	and the second se
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## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 07-04265

# RE: Erin Mills Auto Centre 2365 Motorway Blvd. – Ward 8

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

Section 13	Proposed
Does not permit ground signs to be located on	One (1) ground sign located on the municipal
the municipal boulevard.	median.
Permits one (1) ground sign for each street	2 groups of 16 flag signs (32 flag signs)
line of a commercial undertaking.	located along Dundas Street West frontage.

### **COMMENTS:**

- 1. The proposed ground sign replaces an existing sign in the centre median on Motorway Boulevard. The proposed sign will be installed in an existing concrete base and is approximately the same size as the previous sign. The Planning and Building Department therefore finds the variance acceptable from a design perspective, subject to the applicant entering into an encroachment agreement with the City prior to issuance of the permits.
- 2. Previously, the applicant received an approval for a set of flags in the same locations. However the applicant has added an additional flag to each pole (one for each dealership in the auto mall) which requires a revision to the variance approval. The Planning and Building Department finds the revision to be within intent of the previous approval and acceptable from a design perspective. We therefore recommend approval of the variance.

# ERIN MILLS AUTO CENTRE DEALERS ASSOCIATION INC.

2560 Motorway Blvd., Mississanga, Ontario L5L IX3 • Telephone No. (905) 607-4628 • Fax No. (905) 607-4629

Letter of Rationale

February 1st, 2007

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

Re: Erin Mills Auto Centre, 2365 Motorway Blvd.

Dear Sir/Madam:

The ground signs at the following locations:

- 1) Single faced illuminated ground sign located at Woodchester Drive & Dundas Street (NE corner);
- 2) Single faced illuminated ground sign located at Glen Erin Drive & Dundas Street (NW corner);

3) Double faced illuminated ground sign on Motorway Boulevard at Glen Erin Drive; All three existing signs will be removed and replaced with new proposed signs.

Erin Mills Auto Centre has re-branded its business ID as "Erin Mills Auto Super Centre – Canada's Largest". The new signs also identify all the dealerships located in the auto centre in order to compete in a very complex market. Erin Mills has to re-identify itself in order to operate their business successfully.

Please feel free to contact me if you have any questions or concerns.

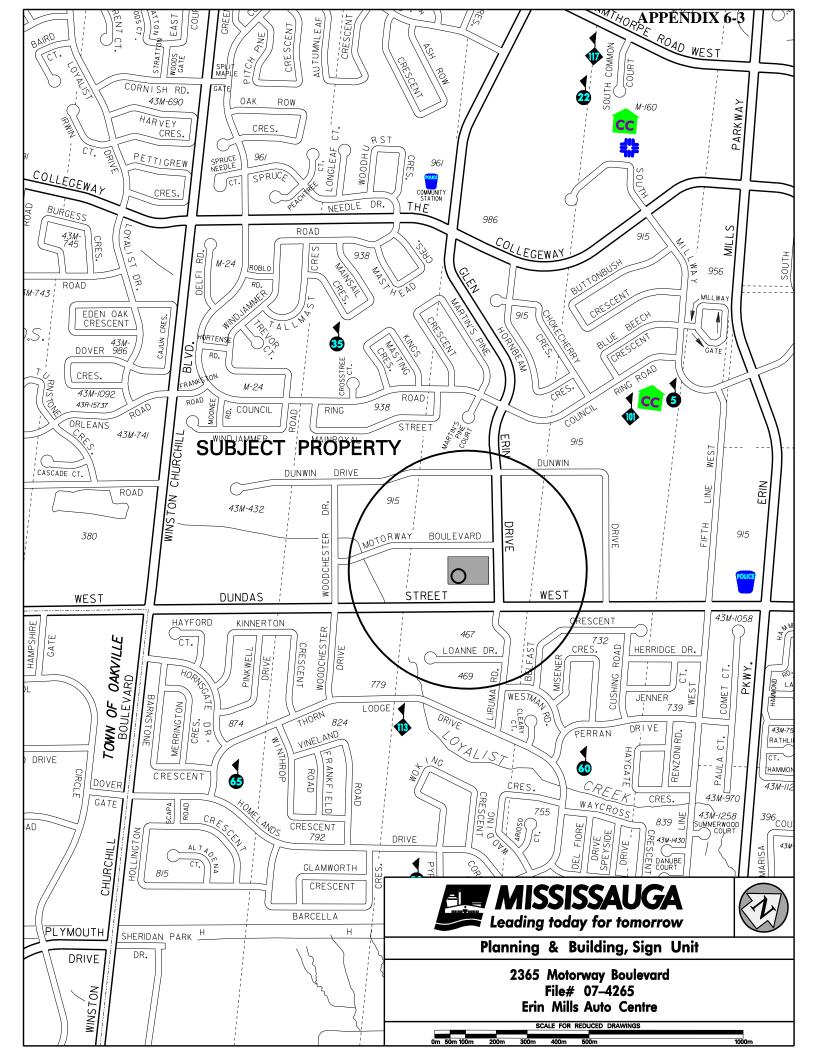
Thanking you in advance for your co-operation.

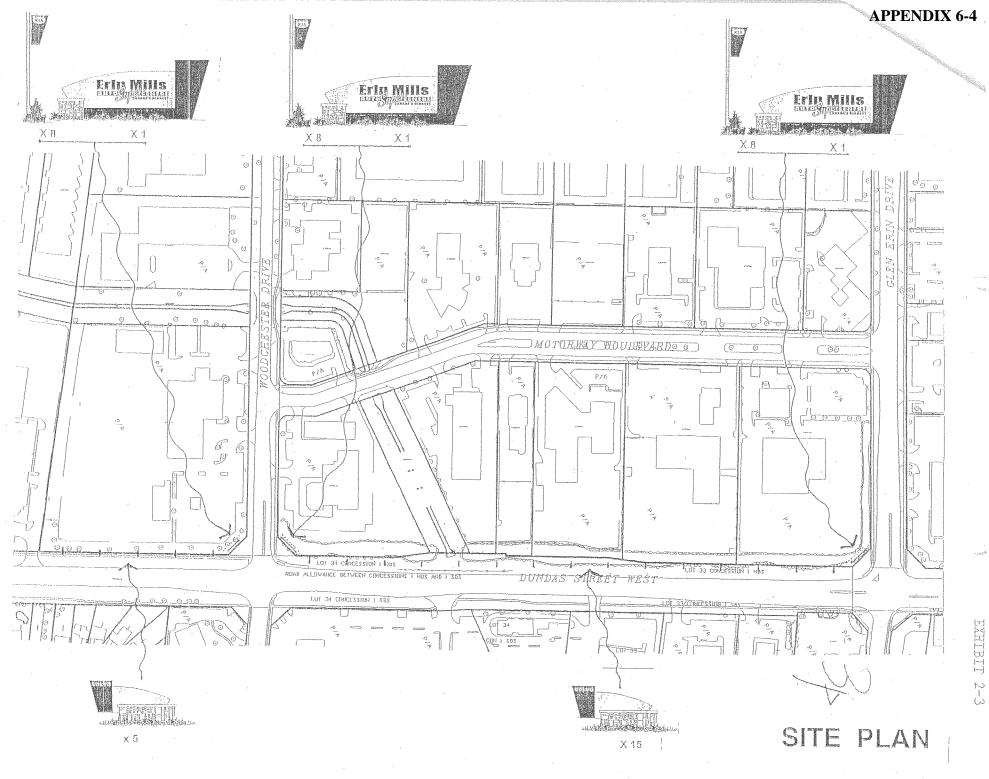
Yours truly,

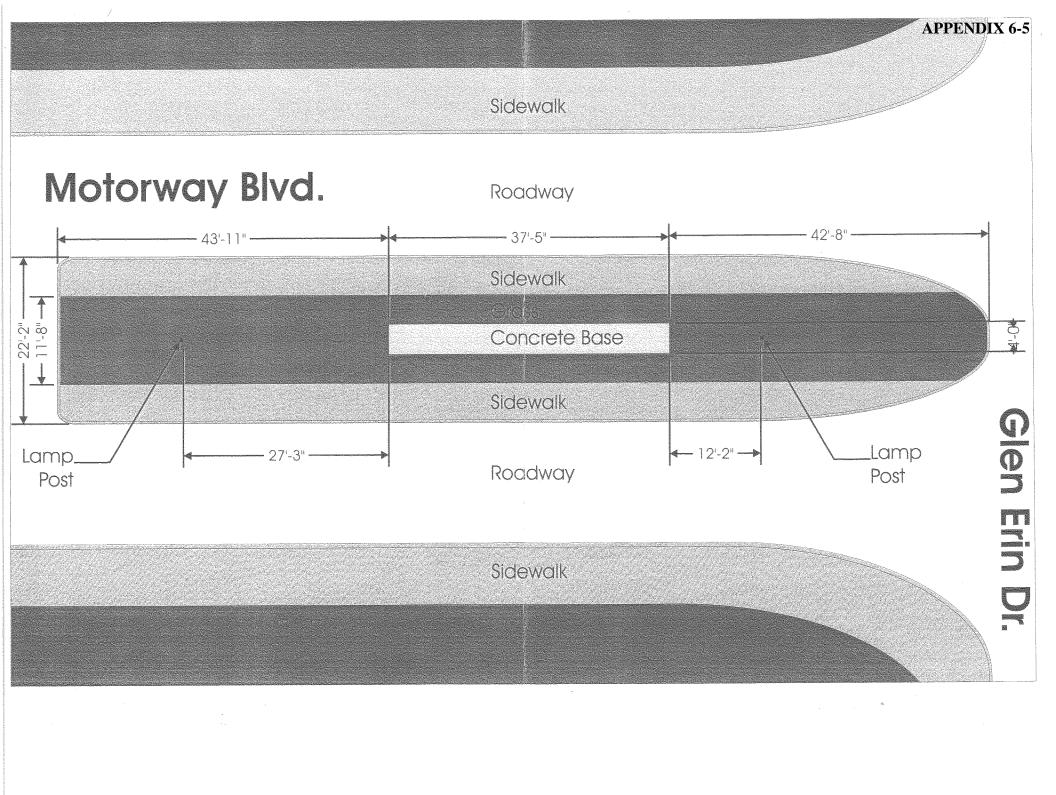
ERIN MILLS AUTO CENTRE DEALERS ASSOCIATION INC.

MARTAN A. Marilyn Henry-Roy

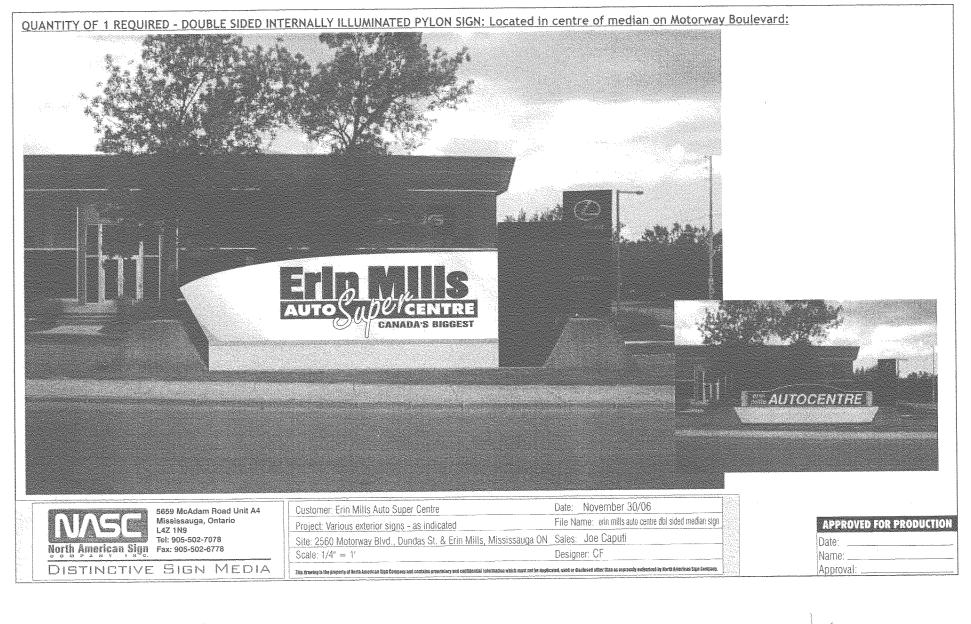
Marilyn Henry-Roy Association Manager



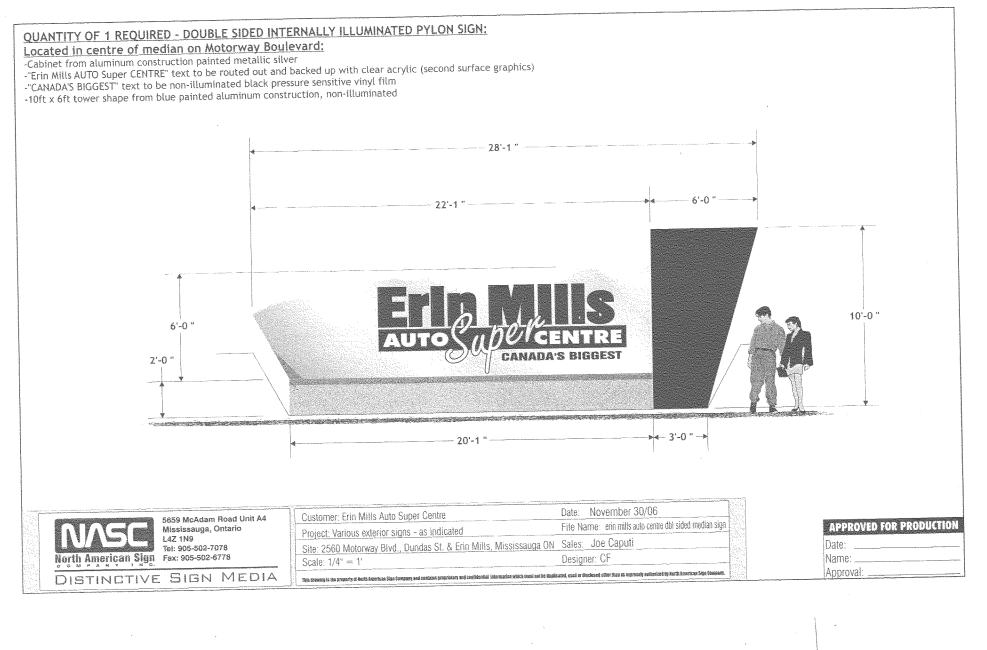


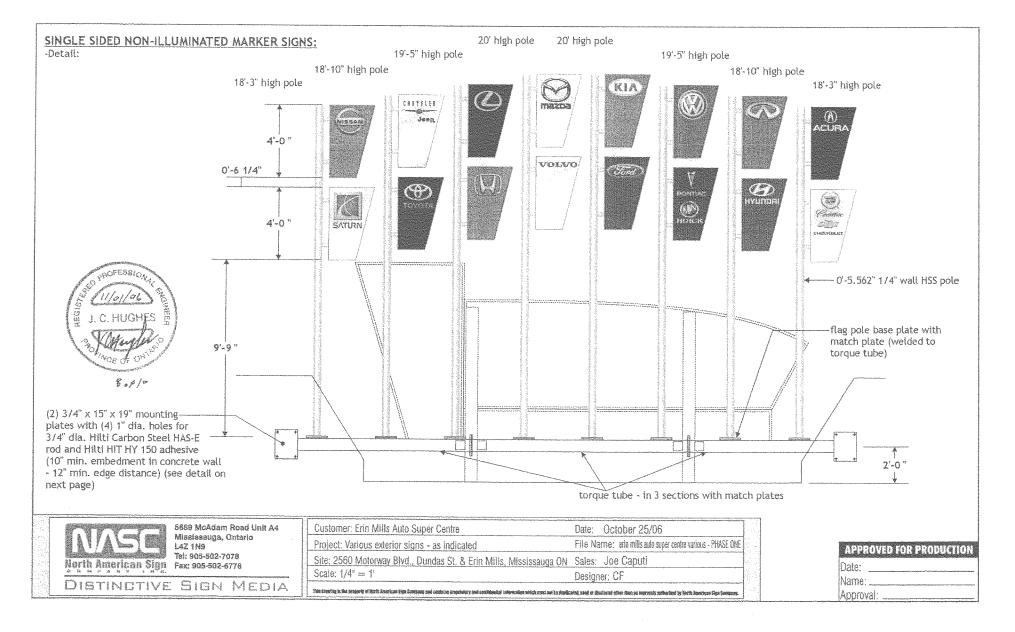


## **APPENDIX 6-6**



#### **APPENDIX 6-7**





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# SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 03-07079

RE: Premier Fitness 6460 Millcreek Drive - Ward 9

# The applicant requests the following variances to sections 13 & 17 of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A ground sign shall have a maximum height	One 1 ground sign with a height of 7.63m (25
of 7.5 m (24.6 ft) and a maximum sign area of	ft.) and an area of 18.33 sq. m. (197.28 sq. ft.).
15 sq. m. (161 sq. ft.).	
Section 17	Proposed
A fascia sign may project out from a building	One (1) fascia sign projecting 1.52 m ( 5 ft.)
wall not more than 0.61 m (2 ft.).	from the building wall.

## **COMMENTS:**

- 1. The additional sign area and height of the proposed ground sign is minimal. The sign is well designed and therefore is acceptable from a design perspective.
- 2. The proposed projecting sign is located on the canopy above the entrance to the building. The signage is well designed and in keeping with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

#### APPENDIX 7-2



Always One Step Forward.

December 20, 2006

City of Mississauga Planning & Building Department Sign Unit 300 City Centre Drive Mississauga, ONT L5B 3C1

Dear Sirs / Madam

Re: Application for Sign Permit / Sign Variance Application Number : WEBID : D04WL9C7 Location of Application : 6460 Millcreek Drive

Regarding the two sign variances for the above said application, we would like to let you know:-

#### 1. Store Front Sign

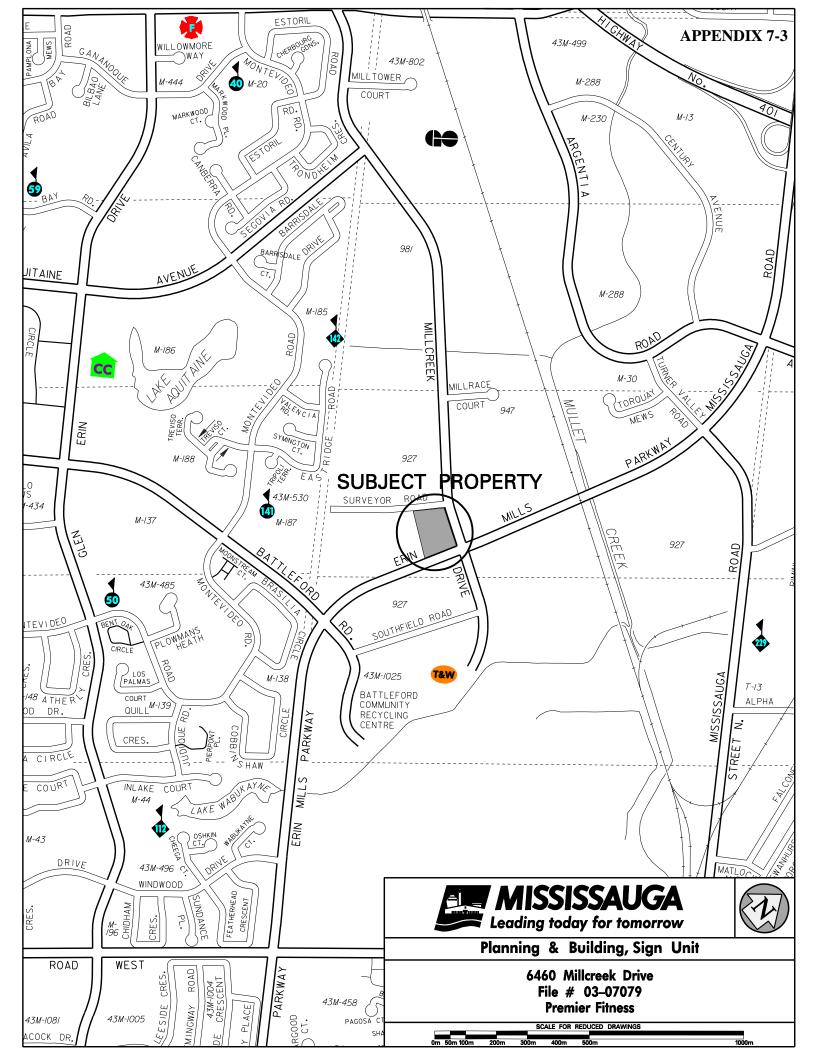
This new design will not only lit into the existing canopy structure, it will also beautify and unite the entire property with fresh new looking

2. Pylon Sign

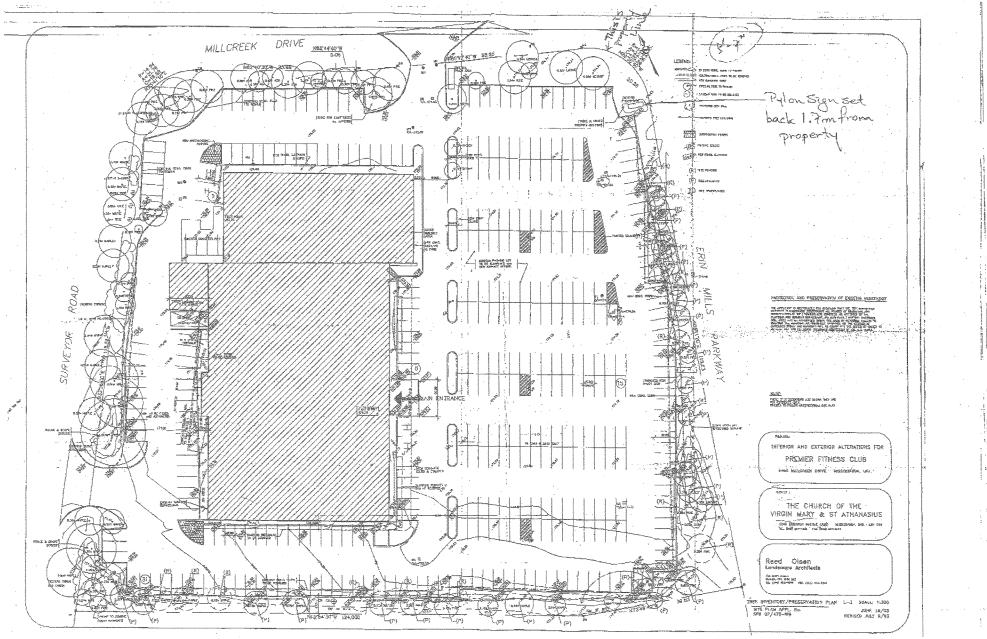
This new design of pylon sign is the corporate standard, which we have this design for few locations already

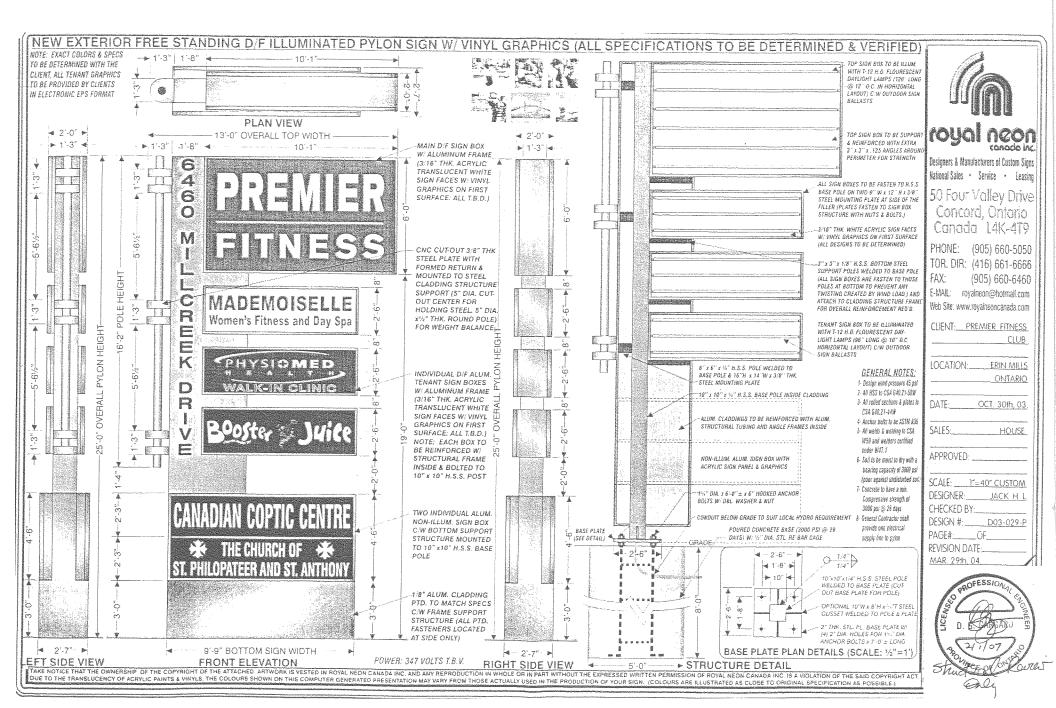
If you have any queries, please do not hesitate to contact us.

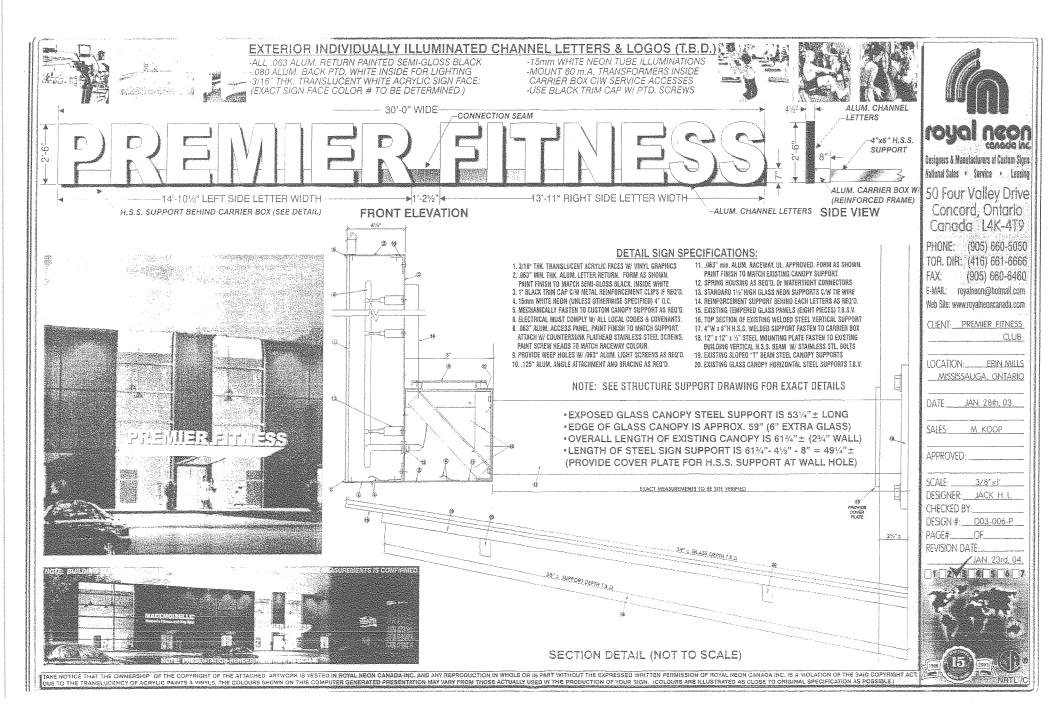
Regards Forward Signs Inc Philip Ho /tc

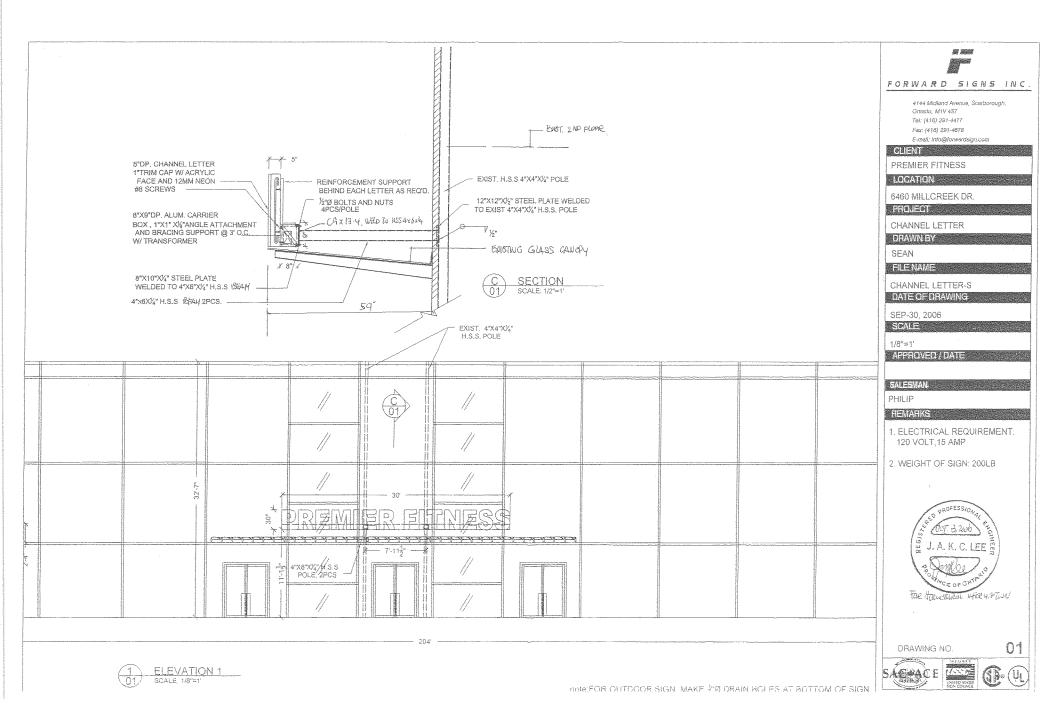


## **APPENDIX 7-4**













April 5, 2004 Southwest corner of Millcreek Dr. & Erin Mills Pkwy.

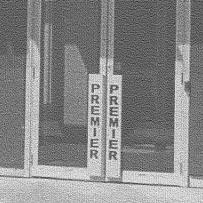
Jeff Grech

APPENDIX 7-9

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FASCIA SIGN SOUTH ELEVATION



## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 07-03958

# RE: Daniels Corporation - Classical Reflections 5124 Winston Churchill Boulevard - Ward 10

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

Section 1	Proposed
Permits construction site signs to be located	One (1) construction site sign not erected on
only on the site being constructed.	the site being constructed.

### **COMMENTS:**

The proposed request was previously approved as a variance for a period of one year. The time period has lapsed and the applicant has requested that the above noted variance be approved for another one year period with a slight change to its location. As the variance was previously approved, the Planning and Building Department recommends that the variance be granted for another period of one year and shall be removed before any further permits for construction signs are issued for the property.

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\07-03958\01- report.doc

### **APPENDIX 8-2**

Daniels LR Corporation Suite 3400 – 20 Queen Street West Toronto, ON M5H 3R3 Tele: (416) 598-2129 Fax: .(416) 979-0415

# Memorandum

To:	Jeffery Grech, Inspector, Sign Unit
From:	Ed Warankie
Date:	February 13, 2007
Subject:	Renewal of Sign Variance Approval for Temporary Ground Sign and Relocation of Temporary Ground Sign onto Private Property 5124 Winston Churchill Boulevard Southwest corner of Erin Centre Boulevard and Winston Churchill Blvd. File: 07 3958 VAR

Further to the ASR dated February 5, 2007, please accept the following as rationale for renewing the sign variance for the subject ground sign.

The requested variance to allow this ground sign to advertise our "Churchill Reflections" program off-site is required in order to create exposure to the tremendous number of people who travel on Winston Churchill Boulevard. Without this temporary ground sign it will be very difficult to inform the general public of the availability of these new homes given that they are located internal to the neighbourhood.

For the record, we are not proposing to change the size or shape of the ground sign. We are only requesting an extension for another year and to subsequently relocate it from its current location, which is partially encroaching into the daylight triangle, to being a minimum of 3.0 m from any property line and entirely on private land (see attached site plan).

As requested, we have engaged a Structural Engineer to monitor the relocation and reinstallation of the ground sign and attach for your files their signed and stamped ground sign drawings. We are currently requesting utility locates for the corner and will be in a position to relocate the ground sign once they have been completed.

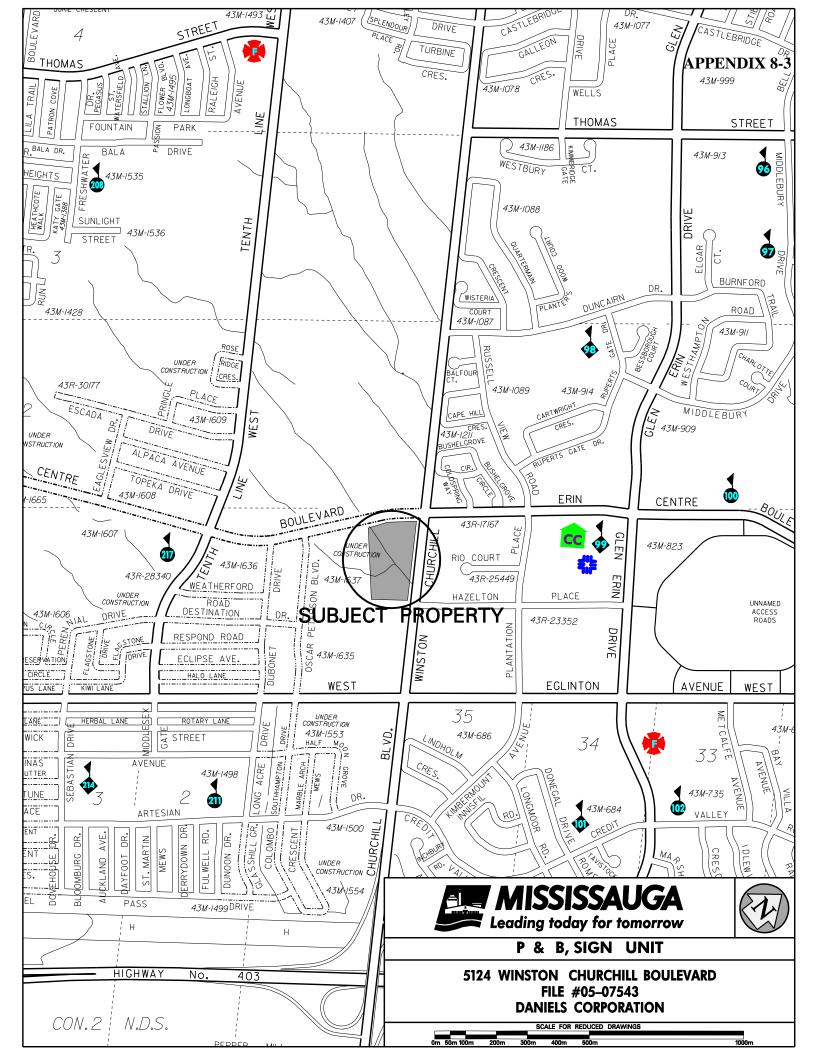
Should you require any further information, please contact me at extension 2303.

Yours truly,

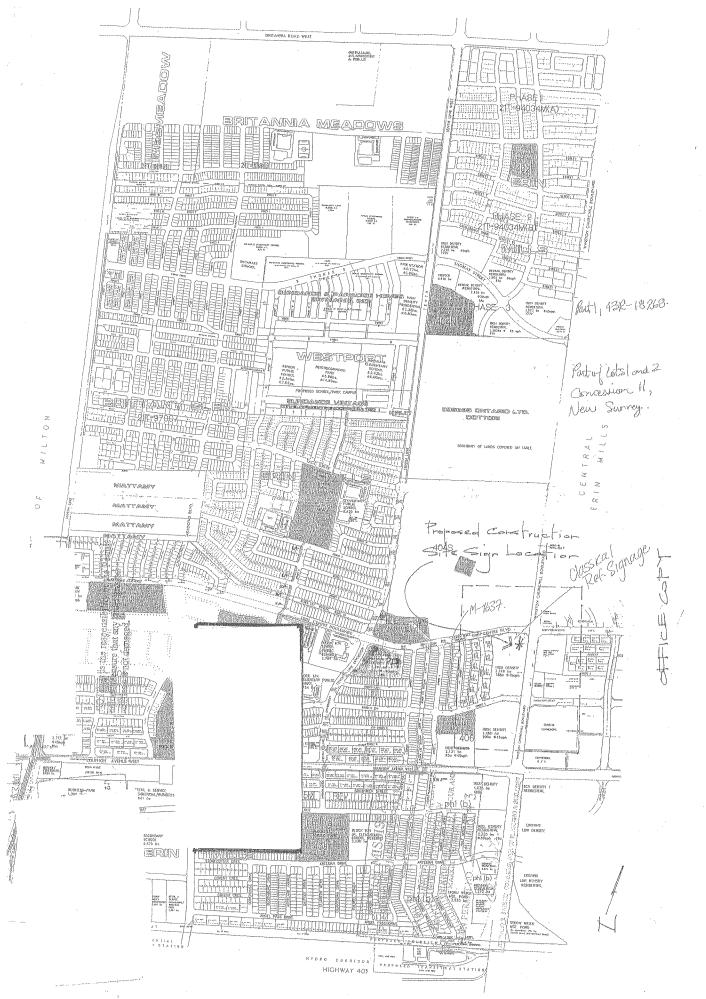
Ell & Cuchie

Edward J. Warankie Director of Development

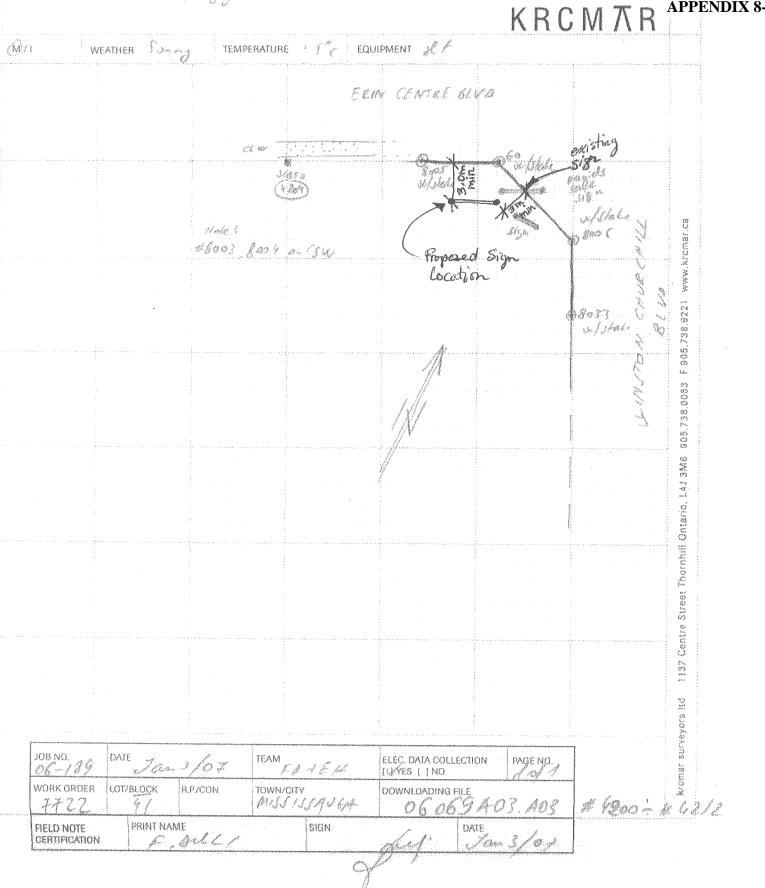
cc. Heather Lloyd, Daniels Corporation



**APPENDIX 8-4** 



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**APPENDIX 8-5** 

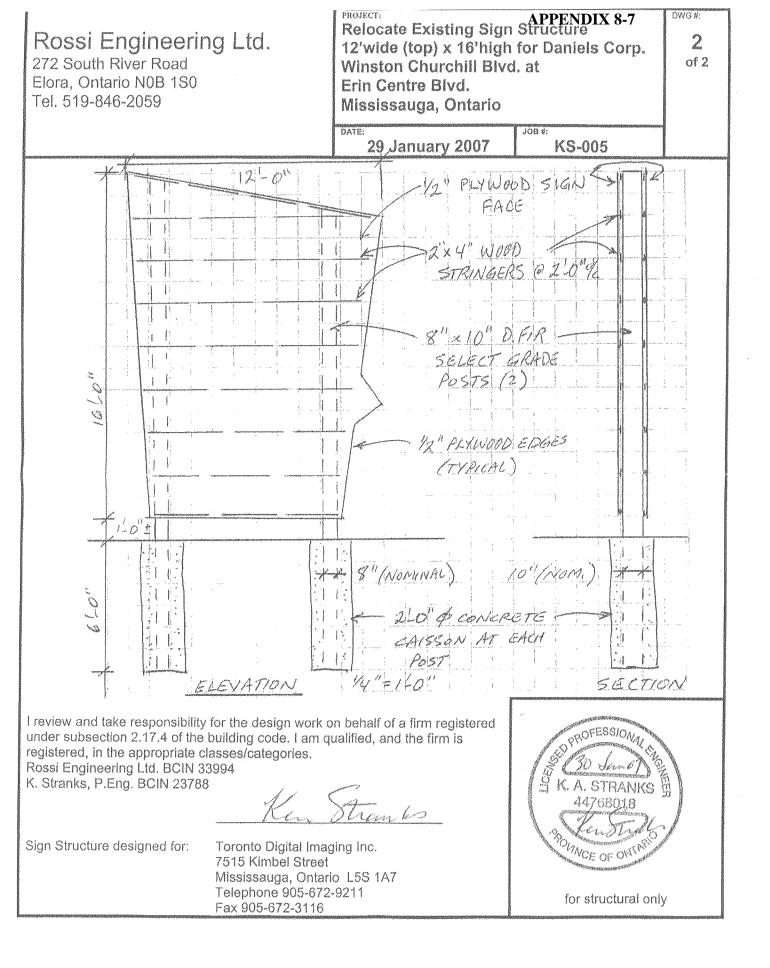
# Daniels love where you live

NEW RELEASE CLASSIC SEMI & SINGLE HOMES

905-821-6848

**SALES OFFICE** 







# SIGN VARIANCE APPLICATION REPORT Planning and Building Department

April 10, 2007

**FILE:** 07-03990

# RE: Petro Canada 7300 Dixie Road – Ward 5

# The applicant requests the following variance to section 18 of the Sign By-law 0054-2002, as amended.

Section 18	Proposed
Permits directional signs to have a sign area	Three directional signs, each having a sign area
0.75 sq. m. (8 sq. ft.) and a height of 1.2 m (4	of 1.53 sq. m.(16.50 sq. ft.) and a height of
ft.).	1.52 m (4.98 ft.).

### **COMMENTS:**

The Petro Canada station is for trucks. Due the cab height of the trucks, the signage must be larger on this site to be visible to the drivers. The increased sign area and height are modest and in scale with the operation of the facility. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\07-03990\01-Report.doc

#### Petro-Canada

Central Region Business Centre 3275 Rebecca Street Oakville, Ontario L6L 6N5 Telephone (905) 847-4100 Facsimile (905) 469-3600

Centre d'affaires, région du Centre 3275, Rebecca Street Oakville (Ontario) L6L 6N5 Téléphone (905) 847-4100 Télécopieur (905) 469-3600

Petro-Canada

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PETRO	CANADA

January 22, 2007

#### City of Mississauga

300 City Centre Drive Mississauga, Ontario L5B 3C1 <u>Attn.: Mr. N. Assad</u>

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BUILDING DEPT. FILE:		
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## PETRO CANADA

#### 7300 DIXIE ROAD

#### CITY OF MISSISSAUGA File SP03 305 W5

#### SIGN PERMIT APPLICATION 07/3990

We are seeking approval for a variance in order to install directional signs for parking instructions, scale operation and directions for entering and exiting the site.

In support of this request, we wish to advise of the following:

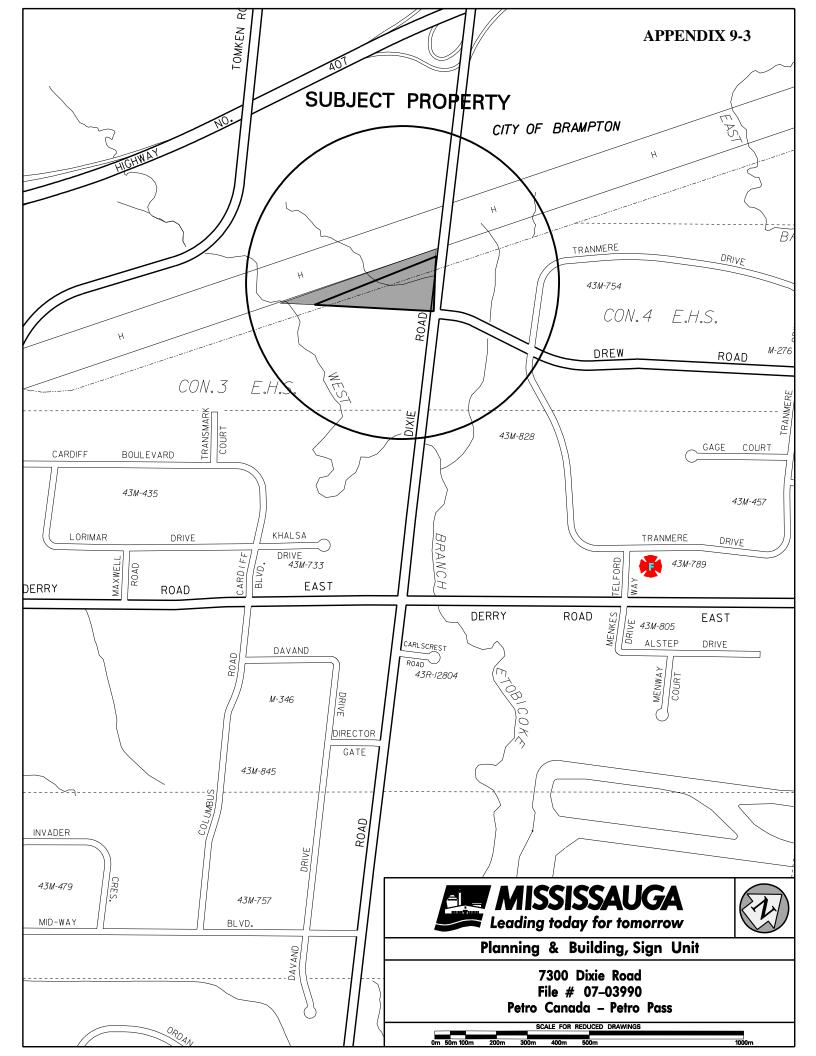
- 1. Proposed signs are in accordance with Petro-Canada national standards and have been installed at Petro-Pass facilities across Canada.
- 2. Signs are instructional in nature and are proposed in order to assist and instruct the customers as to the operation of the scale and parking instructions.
- 3. The entrance and exit signs are required to ensure that traffic flows in the proper direction through the site properly in order to properly stack trucks waiting in line to fuel.
- 4. The signs are internal on the lot and not visible from the Dixie Road frontage.

Trusting that this is the information you require in order to support the request for the sign variance. Should you have any questions or require any additional details please do not hesitate to contact me at (905)469-3967.

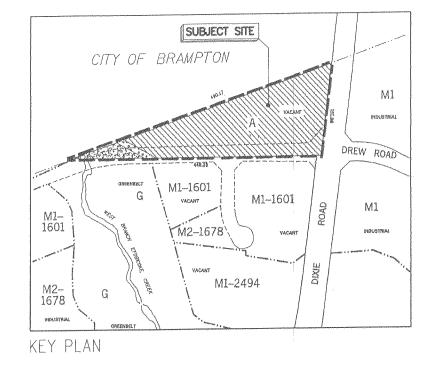
Sincerely,

A. Gravel, P.Eng. Project Manager

Enclosures:

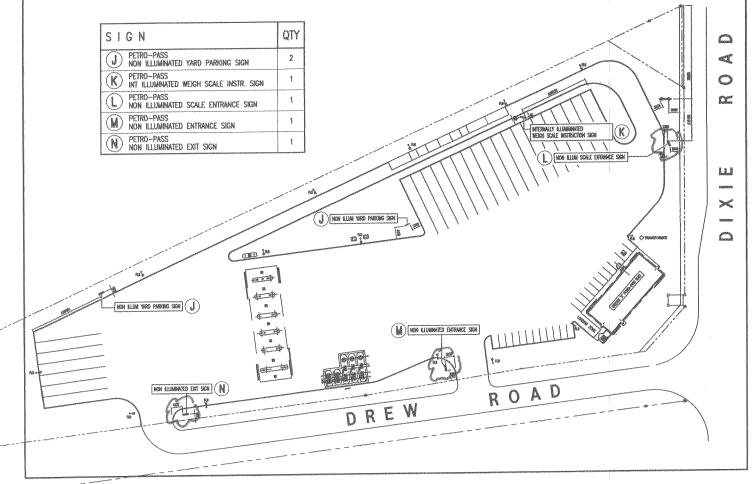


## **APPENDIX 9-4**





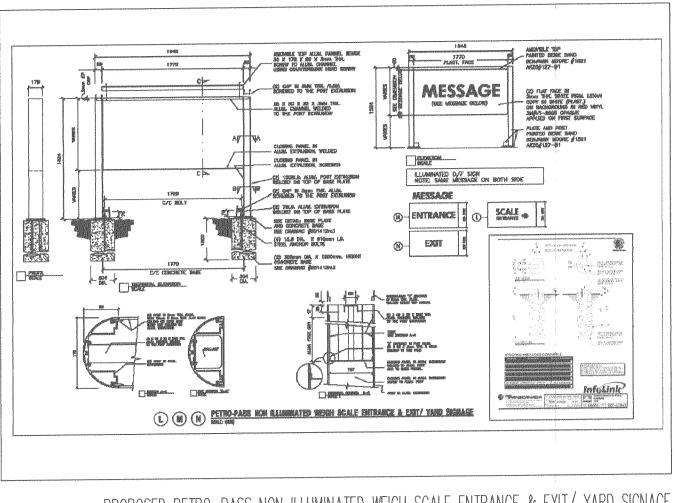
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-- STIE PLAN

FILE :

PROJECT NAME: MISSISSAUGA PETRO-PASS 7300 DIXIE RD & DREW RD MISSISSAUGA, ONTARIO



SCALE: (NTS)

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M

PROPOSED PETRO-PASS NON ILLUMINATED WEIGH SCALE ENTRANCE & EXIT/ YARD SIGNAGE