

Originator's

Files BL.03-SIG (2007)

DATE: May 22, 2007

TO: Chair and Members of Planning and Development Committee

Meeting Date: June 11, 2007

FROM: Edward R. Sajecki

Commissioner of Planning and Building

SUBJECT: Sign By-law 0054-2002, as amended

Sign Variance Applications

RECOMMENDATIONS: That

That the Report dated May 22, 2007, from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested eight (8) Sign Variance Applications described in Appendices 1 to 8 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances be granted:
 - (a) Sign Variance Application 07-04331
 Ward 9
 Christian Labour Association of Canada
 2335 Argentia Road

To permit the following:

(i) A setback of 1.25 m (4.10 ft) to a driveway entrance or exit.

(b) Sign Variance Application 07-04633

Ward 9

Sunset Grill

3021 Argentia Road

To permit the following:

- (i) One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.
- (c) Sign Variance Application 07-04425

Ward 9

Rogers

3021 Argentia Road

To permit the following:

- (i) One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.
- (d) Sign Variance Application 07-04581

Ward 9

Extreme Pita

3021 Argentia Road

To permit the following:

- (i) One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.
- (e) Sign Variance Application 07-04383

Ward 9

South St. Burger Co.

3021 Argentia Road

To permit the following:

- (i) One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.
- 2. That the following Sign Variances not be granted:
- (a) Sign Variance Application 07-04547 Ward 1

Pizza-Pizza

707 Lakeshore Road East

To permit the following:

- (i) One (1) fascia sign with an overall height of 7.46 m (24.5 ft) and a sign area of 9.30 sq. m. (100.80 sq. ft.).
- (b) Sign Variance Application 07-07534

Ward 4

BDO

1 City Centre Drive

To permit the following:

- (i) A fifth fascia sign located between the limits of the top floor and the parapet/roof level.
- (c) Sign Variance Application 07-04119

Ward 7

CAP REIT

2465 Hurontario Street

To permit the following:

- (i) A ground sign with a sign area of 2.7 sq. m. (29.07 sq. ft.).
- (ii) A ground sign displaying the address of the property and rental information.

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 eight (8) Sign Variance Applications (see Appendices 1-8) 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:

Christian Labour Association of Canada

Appendix 1-1 to 1-7

Sunset Grill

Appendix 2-1 to 2-6

Rogers

Appendix 3-1 to 3-7

Extreme Pita

Appendix 4-1 to 4-6

South St. Burger Co. Appendix 5-1 to 5-6

Pizza-Pizza Appendix 6-1 to 6-9

BDO

Appendix 7-1 to 7-8

CAP REIT

Appendix 8-1 to 8-9

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



May 22, 2007

FILE: 07-04331

RE: Christian Labour Association of Canada

2335 Argentia Road-Ward 9

The applicant requests the following variance to section 16(5) of the Sign By-law 0054-2002, as amended.

Section 16(5)	Proposed
Requires a minimum 3.0m (9.84 ft.) setback	A setback of 1.25m (4.10 ft) to a driveway
to a driveway entrance or exit	entrance or exit.

COMMENTS:

The intent of this provision of Sign By-law 0054-2002, as amended, is to avoid any visibility problems for pedestrian or vehicular entering the site. The proposed sign is located in an island on the right side of the entrance driveway and is setback from the municipal sidewalk and therefore does not create visibility problems for pedestrians or cars. In this regard, the Planning and Building Department finds the variance acceptable from design perspective.



February 21, 2007

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

Attention: Nabil Assad

Dear Mr. Assad:

Attached is an application for a Sign Permit Variance for Christian Labour Association of Canada located at 2335 Argentia Road in Mississauga.

The variance is required due to the following:

- 1) This is the best location to meet our client's advertising needs.
- 2) There is no visual impact on traffic entering or leaving the site.
- 3) There is no other suitable location on the premises.

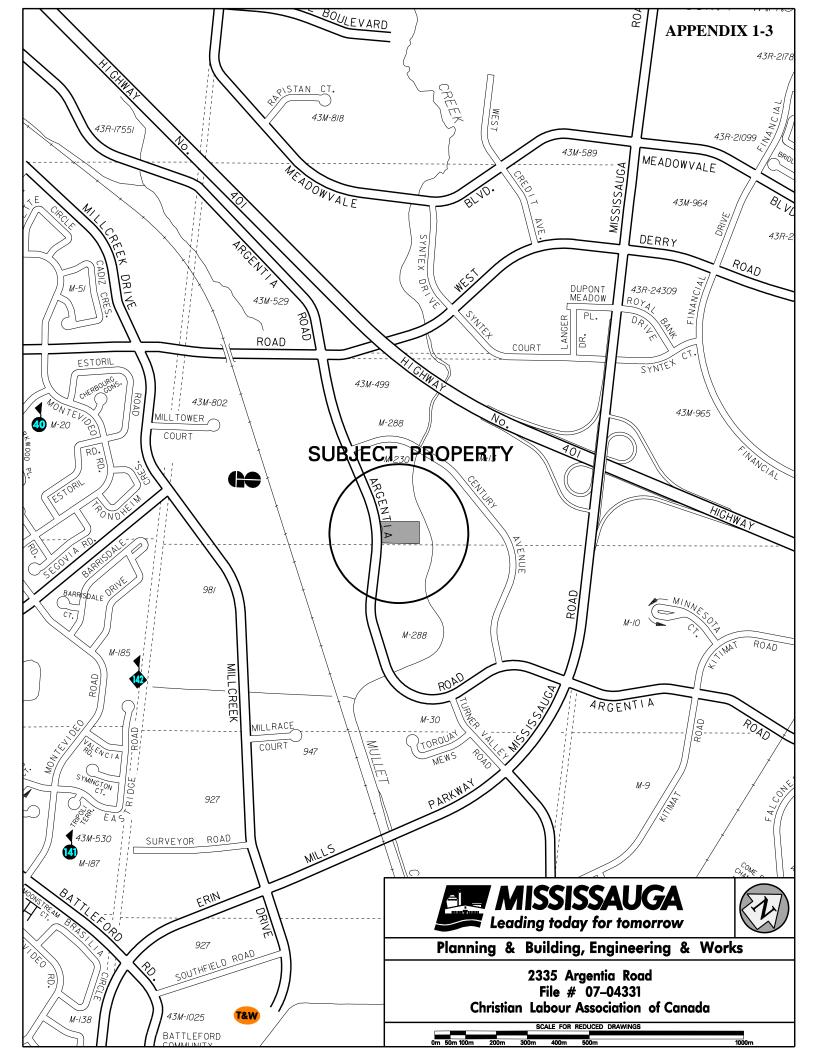
I trust this will meet with your approval. Should you have any questions, please feel free to contact me.

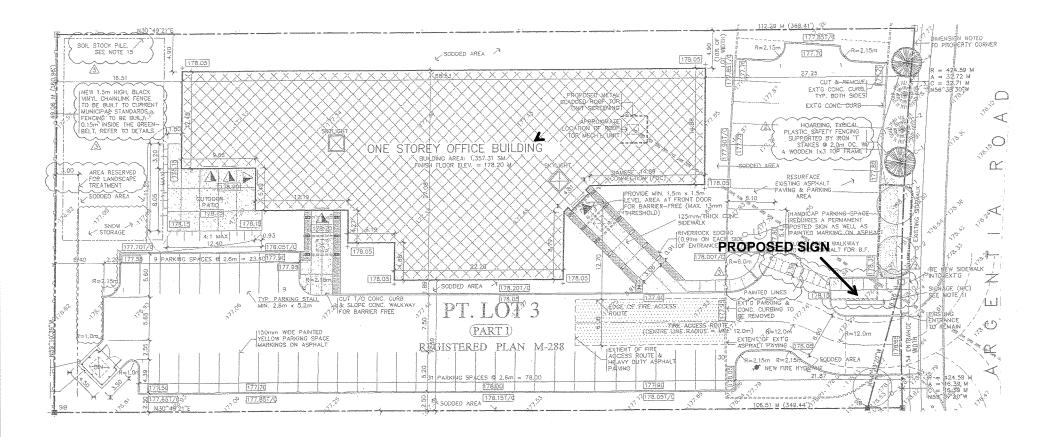
Regards,

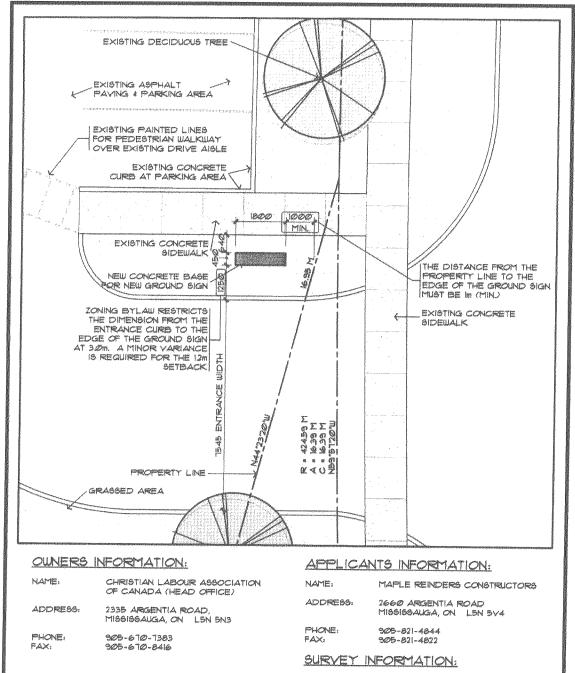
Peter Eikelboom Project Manager

Enclosures

/sv







REGISTERED PLAN M-284, BLOCK G AND REGISTERED PLAN M-288, PART OF LOT 3 CITY OF MISSISSAUGA, REGIONAL MUNICIPALITY OF PEEL

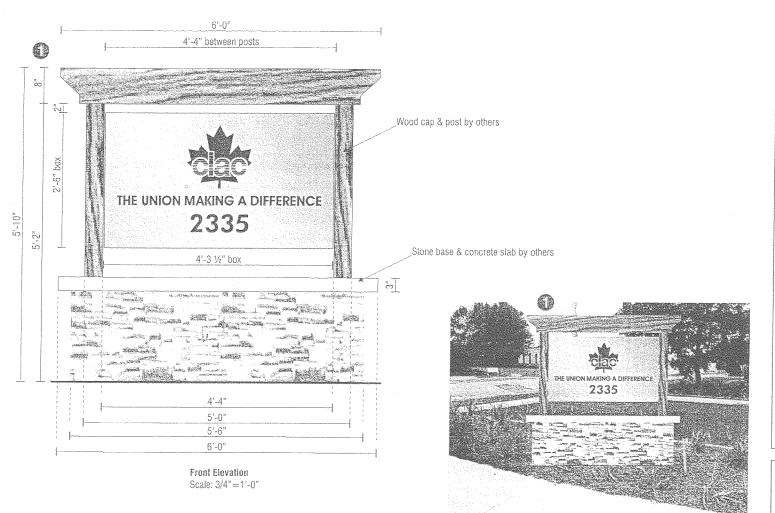
SITE PLAN FILE

APPLICATION NUMBER: SP 05/082 WS



176 Speedvale Avenue West Guelph, Ontario N1H 1C3 Tel: \$19.763.2000 Fax: 519.824.2000

		THE RESIDENCE AND ADDRESS OF THE PROPERTY OF T
Client MAPLE REINDERS 2660 ARGENTIA ROAD, MISSISSAUGA, ON	Scale 1:100	
Project CLAC GROUND SIGN 2335 ARGENTIA ROAD, MISSISSAUGA	NOV. 2006 Drawn By J. HILLER	SP1
PARTIAL SITE PLAN	Project No. TE 13635-06	OF 2



APPENDIX 1-6

Sign 1

Supply 1 new d/f illuminated light-box for a pylon sign

Graphics / Substrate

1/8" thick aluminum panel with cut-out graphics c/w 1/8" clear acrylic backer + 1st surface vinyl

Illumination

- 4 48" H/O fluorescent lamps @ 8" o/c
- 1 448 ballast, 1.9amps @ 347V

Construction

Ex7 aluminum retainer & EX8 aluminum filler.

2" thick wood cap & 4"x4" wood post by others. Stone base & concrete slab by others.

Paint

All exposed metal painted to match clear anodized with clear coat.

- Regal Red 3630-83 Vinyl / PMS 187 C
- Sultan Blue 3630-157 Vinyl / PMS 288 C
- Paint to match clear anodized
- Black
- ☐ White

Client	Christian Labour Association of Canada
Address	2335 Argentia Rd
	Mississauga, ON

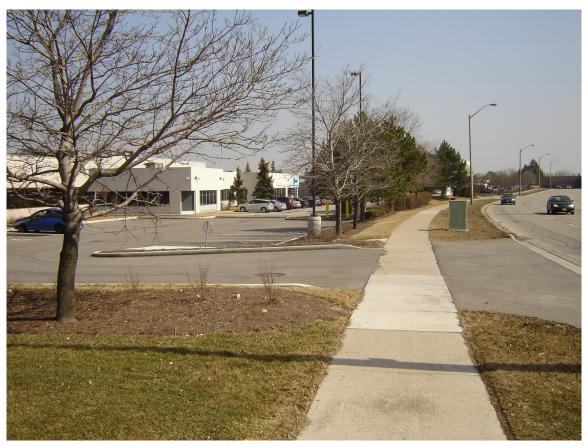
	Dwg No.	19944
-	Designer	FH
the same and	Sales	Jeff Gregoire

Date	Aug 16, 2006
Rev.	Oct 23, 2006
Rev.	



Statement of the last	www.zipsigns.com		
The same of	5040 North Service Rd. Burlington, ON		
Section 1	Ph. 905-332-8332 Fax 905-332-9994		





Mar 27/07 2335 Argentia Road M. Pebesma



Mar 27/07 2335 Argentia Road M. Pebesma



May 22, 2007

FILE: 07-04633

RE: Sunset Grill

3021 Argentia Road - Ward 9

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

Section 13	Proposed
A fascia sign is permitted on the rear	One (1) fascia sign on the rear elevation of the
elevation of the building which faces a	building which does not face a parking lot or a
parking lot or driveway.	driveway.

COMMENTS:

Sunset Grill is located in a commercial plaza which backs onto a gas station site. The owner wishes a sign on the rear elevation of their unit to have exposure to Winston Churchill Blvd. The visibility of the rear elevation of the building is quite open from Winston Churchill Blvd. through the gas station site (Appendix 2-6). The sign is in keeping with the design of the building and provides the business with identification of their unit for the public. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

 $K:\pbdivision\WPDATA\PDC-Signs\2007\ PDC\ Signs\07-04633\01-REPORT.doc$

MAR-28-2007 05:43 From:

To: 9058750727

P.1/1

March 27, 2007

Sunset Grill 3021 Argentia Road

SmartCentres

Re: Sunset Grill Signage on back wall 3021 Argentia Road Unit 3

This letter is a request, in conjunction with Lescar Signs, for permission to install a sign on the back of our unit.

This will allow great exposure as it will face oncoming traffic from Argentia and highly visible from both directions on Winston Churchill blvd.

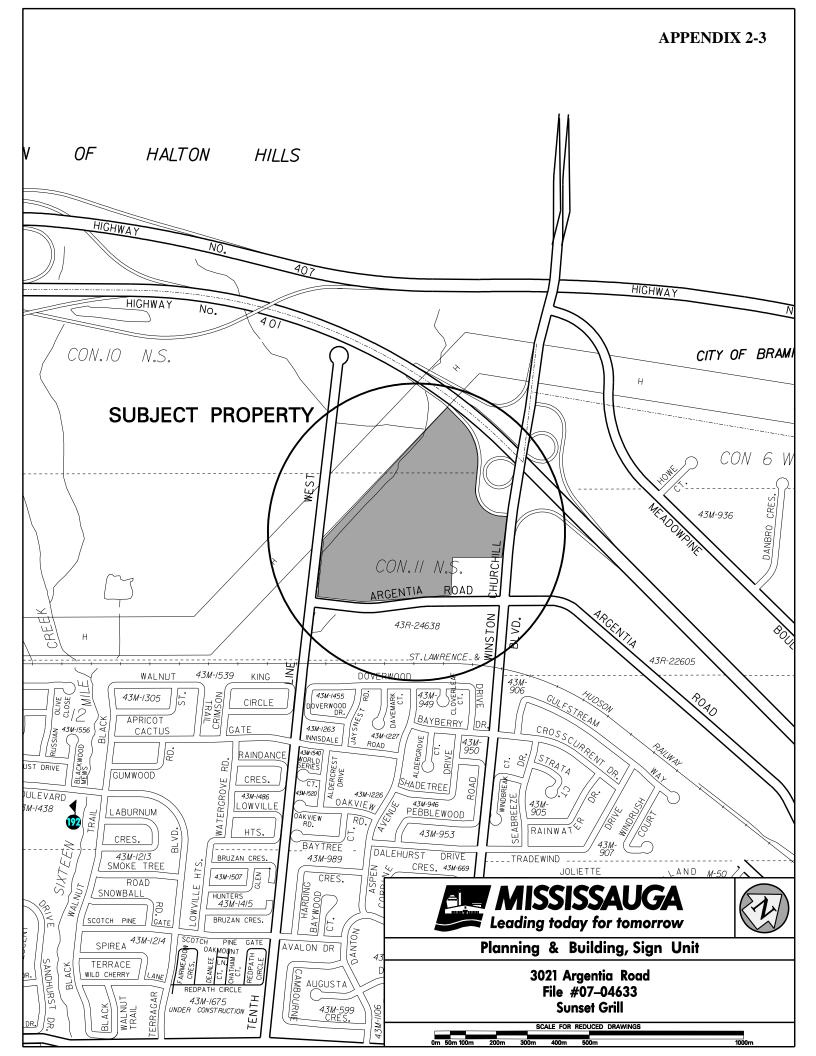
Additionally, the customers entering the Shell gas station will have a direct view of what the units offer.

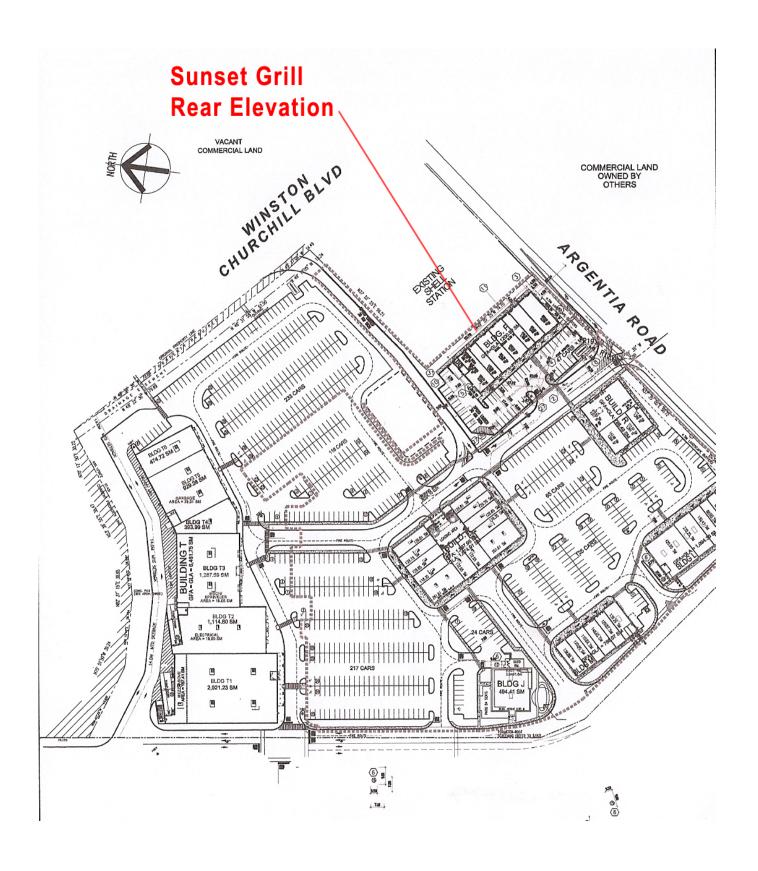
Just by having a sign on the back of our unit will just only attract more traffic into the centre.

Thanks,

Bill Gianakopoulos

Sunst Grill 905-569-6009





Lescar Signs Ltd. (Shop Drawing)

Drawn by: Tyler Newton



illuminated red channel letters c/w non-illuminated pin-mount subtext letters.

Revisions: *	OAKVELIR CHARGE OF COMMERCE COMMERCE	
905-875-1801 Fax 905-875-0727 Email: sales@lescarsigns.com		



3021 Argentia Road - Rear Elevation



3021 Argentia Road - Rear Elevation



May 22, 2007

FILE: 07-04425

RE: Rogers

3021 Argentia Road - Ward 9

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

Section 13	Proposed
A fascia sign is permitted on the rear	One (1) fascia sign on the rear elevation of the
elevation of the building which faces a	building which does not face a parking lot or a
parking lot or driveway.	driveway.

COMMENTS:

Rogers is located in a commercial plaza which backs onto a gas station site. The owner wishes a sign on the rear elevation of their unit to have exposure to Winston Churchill Blvd. The visibility of the rear elevation of the building is quite open from Winston Churchill Blvd. through the gas station site (Appendix 3-7). The sign is in keeping with the design of the building and provides the business with identification of their unit for the public. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\07-04425\01- REPORT.doc

280 HOLIDAY INN DRIVE, CAMBRIDGE, ONTARIO, CANADA N3C 1Z4



TEL: 519.920.0505 FAX: 519.920.0606 WWW.PRIDESIGNS.COM

March 27, 2007

Mr. Jeff Grek

City of Mississauga

Planning and Building Department
300 City Centre Drive

Mississauga, ON L5B 3C1

Dear Jeff:

RE: SGNBLD 07 4425 VAR – Rogers, 3021 Argentia Road, Mississauga, ON

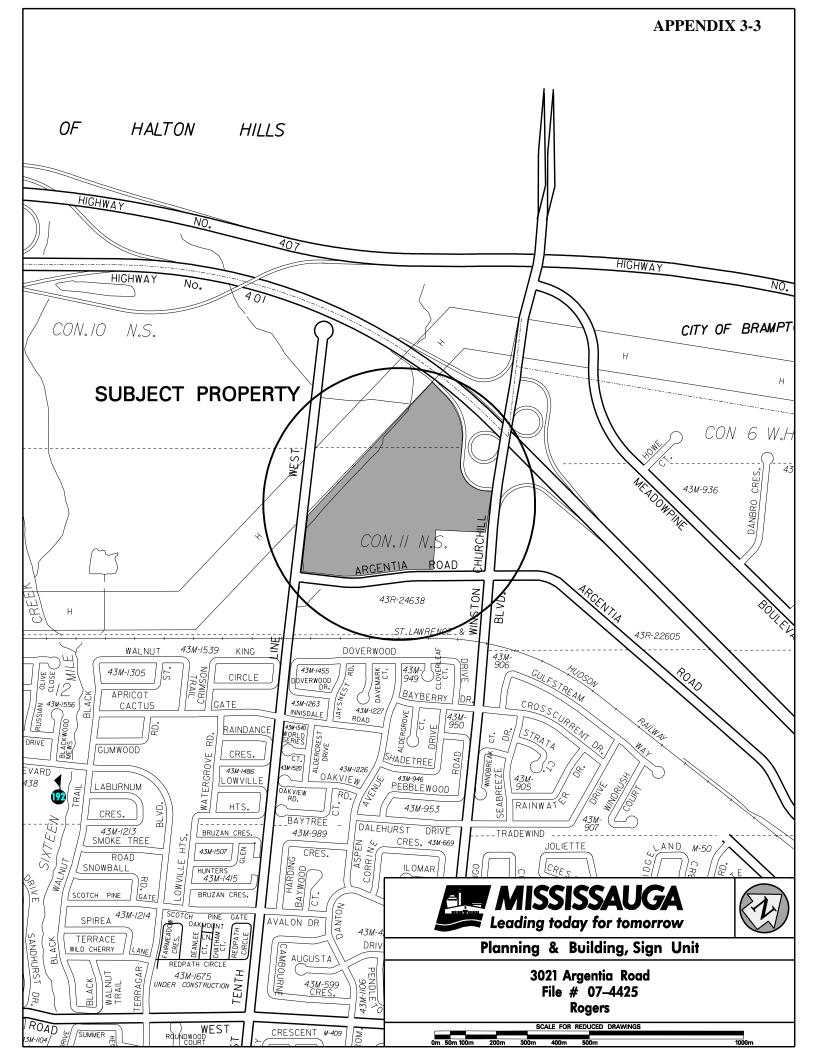
Please accept this letter on behalf of our client Cellcom Wireless (Rogers) regarding the variance request for the fascia sign proposed for the North Elevation at our location noted above.

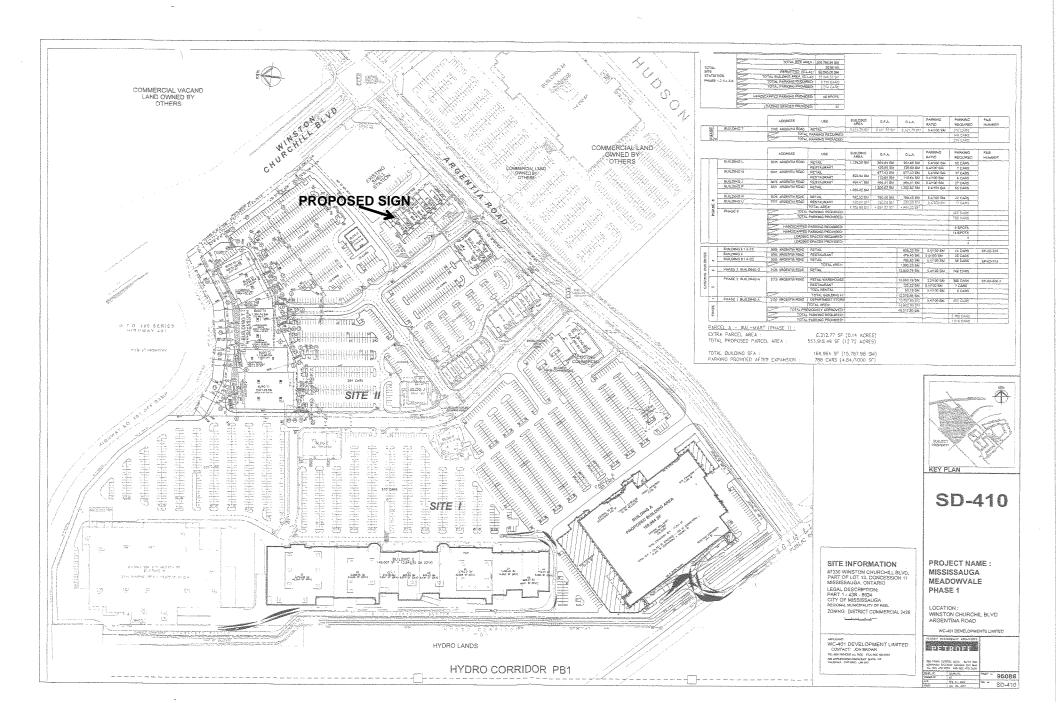
We feel due to the situation of the building on the lot, a sign on this elevation would provide great exposure for traffic along the driveway of the existing Shell station as well as south-west traffic approaching from Argentia Road . This is a highly visible elevation and we feel that our client will be well served with the increased customer flow as the storefront does not face a road.

Thank you for your consideration of our request, and should you have any further questions or comments, please do not hesitate to contact me.

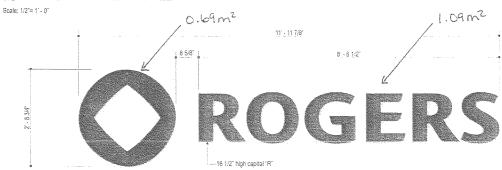
Regards,

Isabella Cerelli Permit Specialist





Illuminated Channel Logo and Letters



► Material Specifications

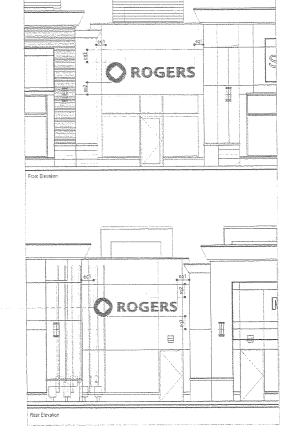
- Pre painted white aluminum returns
 Logo to have a 3/16" red #2793 acrylic face (red LED litumination) with translucent vinyl graphics applied to 1st surface
 Letters to have 3/16" red #2793 acrylic faces (red LED litumination)
- * White trim cap for both logo and letters

▶ Digital Specifications 150 d.p.i. translucent image Printed onto clear vinyl No bleed required.

2 Required

2 required





X-Section of Logo n.t.s.

· Logo mounted off wall enough space to clear gas pipes (site check required)

320 Argentia Rd., Unit P-02 Cellcom**Wireless** Mississauga, Ontario

Sales : Jim Farwell Drawn By : T. Dodge Date : January 30. 2007

#CELL-L5N8P7

☑Cut File #ROG-CL33x144 ☐ Vinyl Colours Open

150 dip od grad y potreje on praje vend

Acrylic 3:15" action

> 3:18" aud #2795 Paint

Pre parted white

Vector Artwork Required.

Digital Image For Printing Required.

Final Colour Specifications Required

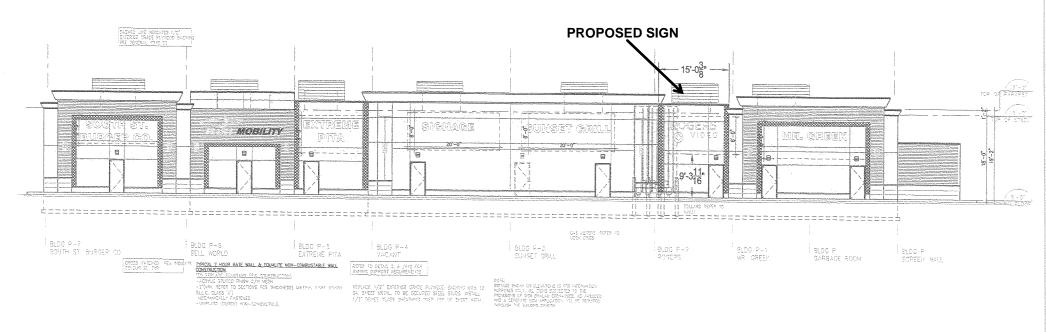
Site Check Required.

Preliminary Artwork Approved For Production

Client Approval

Revision Dates: February 9, 2007

T. Dodge



NORTH ELEVATION - Rear



3021 Argentia Road - Rear Elevation



3021 Argentia Road - Rear Elevation



May 22, 2007

FILE: 07-04581

RE: Extreme Pita

3021 Argentia Road - Ward 9

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

Section 13	Proposed
A fascia sign is permitted on the rear	One (1) fascia sign on the rear elevation of the
elevation of the building which faces a	building which does not face a parking lot or a
parking lot or driveway.	driveway.

COMMENTS:

Extreme Pita is located in a commercial plaza which backs onto a gas station site. The owner wishes a sign on the rear elevation of their unit to have exposure to Winston Churchill Blvd. The visibility of the rear elevation of the building is quite open from Winston Churchill Blvd. through the gas station site (Appendix 4-6). The sign is in keeping with the design of the building and provides the business with identification of their unit for the public. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



TRANSMITTAL

Extreme Brands 2187 Dunwin Drive, Mississauga, ON L5L 1X2 905-820-7887 fax: 905-820-8448 darylp@extremepita.com

March 27, 2007

To: City of Mississauga 300 City Centre Drive,

Mississauga, Ontario, L5B 3C1

Phone: 905-896-5000

Att: Mr. Jeff Grech, Inspector, Sign Unit **From:** Daryl T. Pullen

Project: Extreme Pita 3021 Argentia Road, Unit P5, Mississauga

 TRANSMITTED:
 For Approval
 For Tender
 For Review

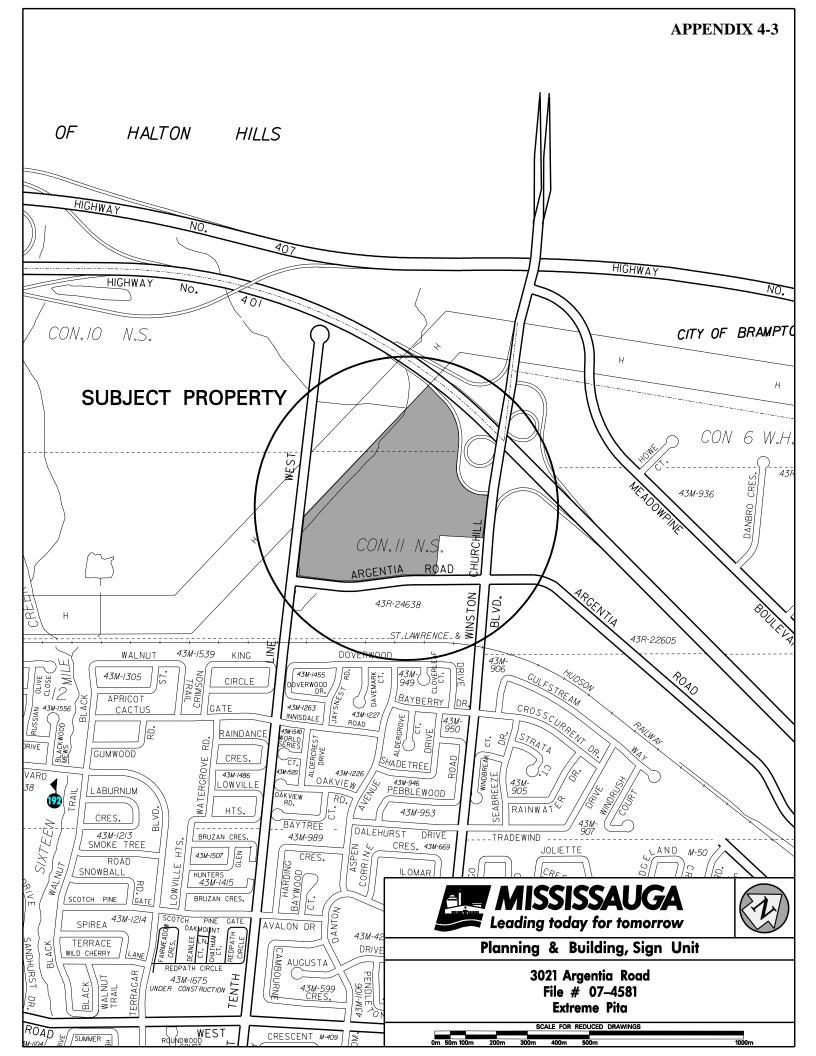
 As Requested
 For Your Information
 Returning

Extreme Pita was told by our landlord, Smart Centres (Calloway Reit WC 401), that all tenants would be allowed the option of installing signs on both the front and rear elevation of the building. The drawings provided by the landlord showed space for signs on both the front and rear elevations. We did submit and receive approval from the landlord to install signs on both the front and rear elevation.

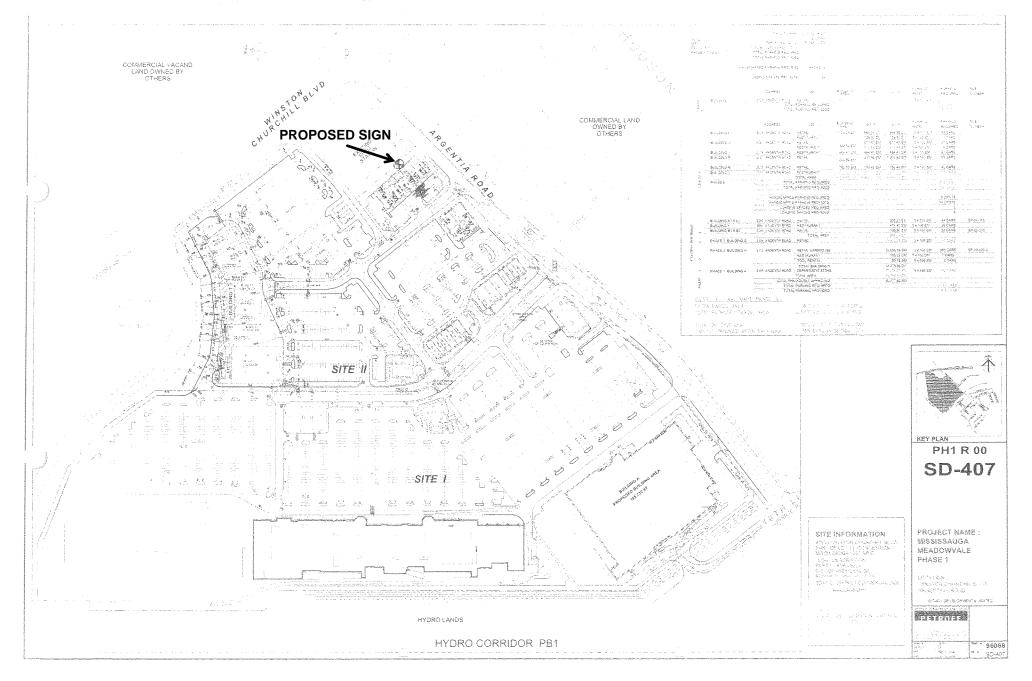
The need for a rear elevation sign was an important part of our decision to rent in the plaza. The front of our unit is not visible at the main intersection of Argentia Road & Hurontario. The front sign can only be seen by the public when they have already made the decision to enter the plaza. The only way the general public will know we are located in the plaza will be from the visibility of the rear elevation sign as it is the only sign visible to the street at Argentia Road & Hurontario.

We hope the committee will approve our request for a variance and approve our rear elevations sign. Thank you.

Daryl T. Pullen Construction Coordinator Extreme Brandz



EXTREME PITA - BLDG. P. WIT S



155 1/2" 25" 72" 44 1/2" 99 4/2" Elevation A

This drawing is the property of PROSIGNS.CA and contains proprietery and confidential information which must not be duplicated, used or disclosed other than as supressity authorized by PROSIGNS.CA.

Due to the translucency of scrylic pairts & vinyle, the colours shown may vary from those actually used in the production of your sign. (Colours are illustrated as close to original apscriptions as possible).

Raising the Industry Standard Since 1988

oprosigns.ca

241 EDGEHILL DRIVE, BARRIE, ONTARIO L4N 7X1 Ph. 705.722.7611 Fax. 705.722.6571 Toll Free 1.800.765.2009

Customer:	EXTREME PITA	Date:	Mar.1, 2007
E .	MISSISSAUGA - ARGENTIA RD.	Scole:	- CANDING WATER COMPANY - PAR
Designer:	Jason Brooks	Swg. No:	1 of 2
Acct, Rep:	Ron Brooks	Revision:	***************************************



Approval:

Date:



3021 Argentia Road - Rear Elevation



3021 Argentia Road - Rear Elevation



May 22, 2007

FILE: 07-04383

RE: South St. Burger Co.

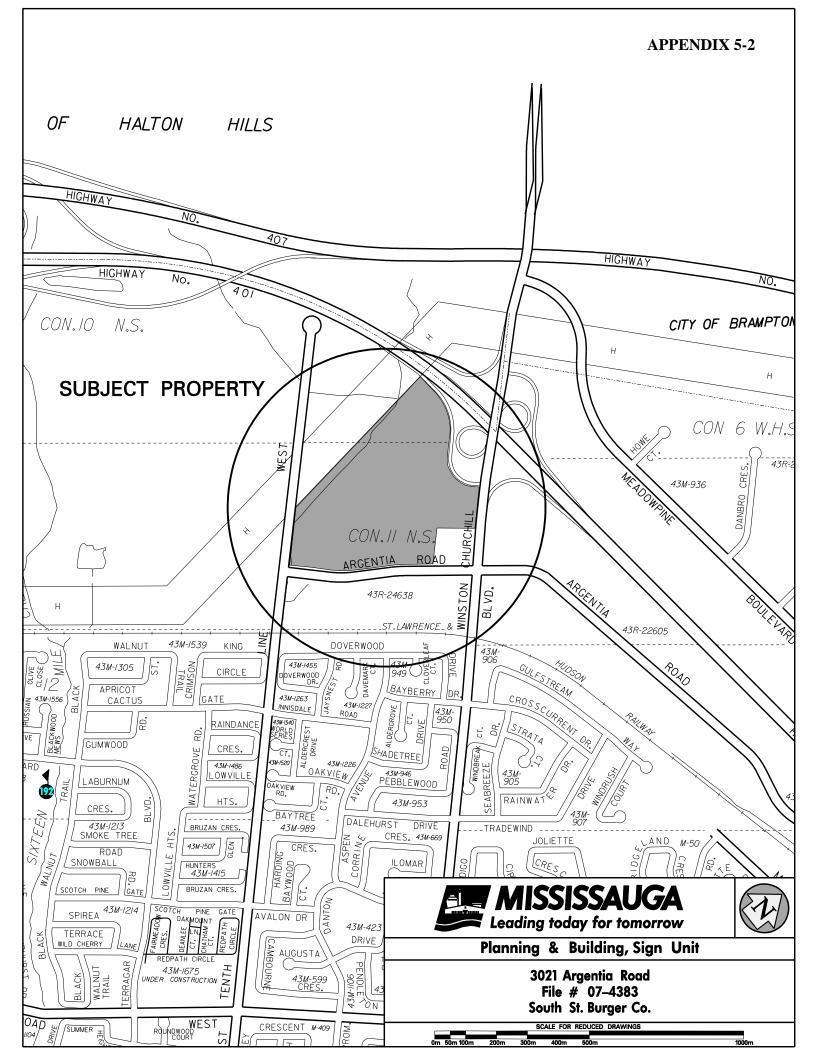
3021 Argentia Road - Ward 9

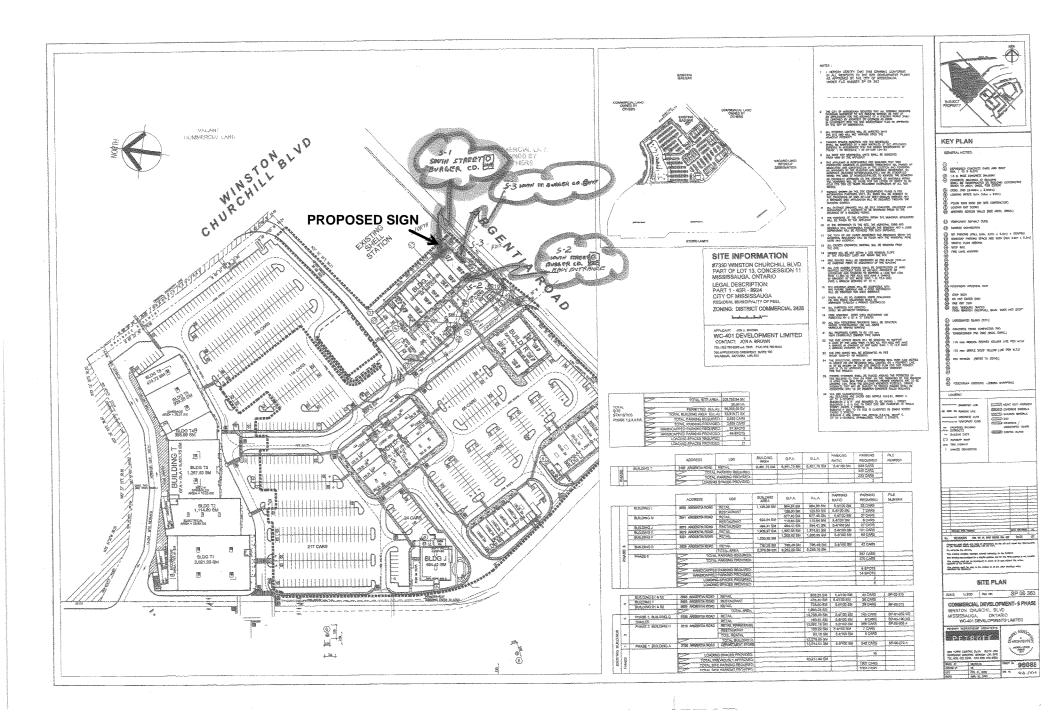
The applicant requests the following variance to section 13 of the Sign By-law 0054-2002, as amended.

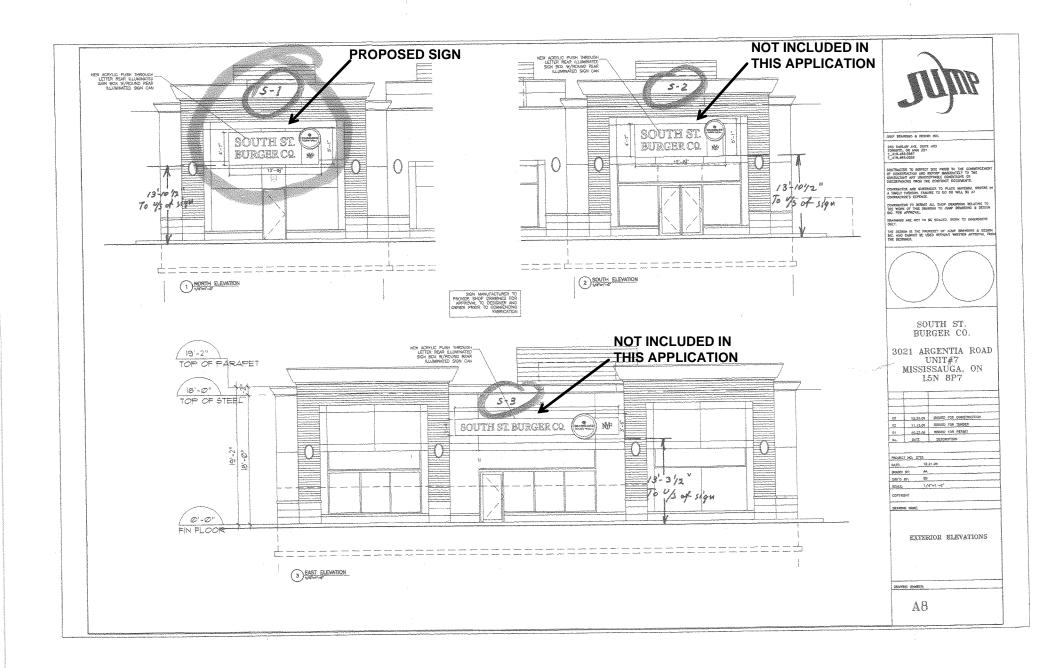
Section 13	Proposed
A fascia sign is permitted on the rear	One (1) fascia sign on the rear elevation of the
elevation of the building which faces a	building which does not face a parking lot or a
parking lot or driveway.	driveway.

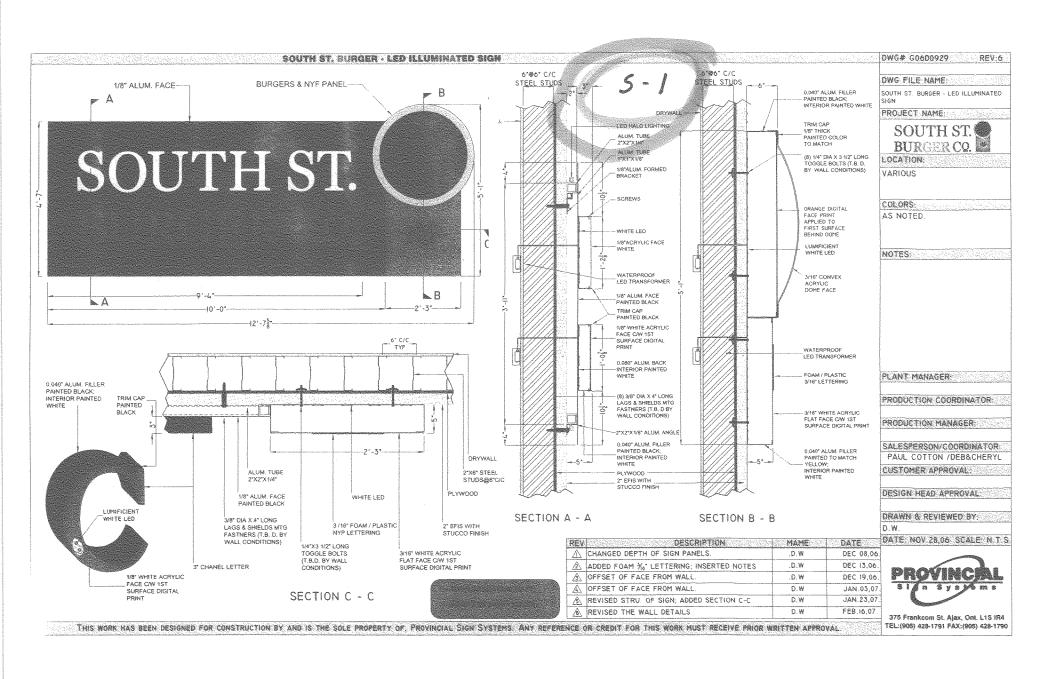
COMMENTS:

South St. Burger Company is located in a commercial plaza which backs onto a gas station site. The owner wishes a sign on the rear elevation of their unit to have exposure to Winston Churchill Blvd. The visibility of the rear elevation of the building is quite open from Winston Churchill Blvd. through the gas station site (Appendix 5-6). The sign is in keeping with the design of the building and provides the business with identification of their unit for the public. The Planning and Building Department therefore finds the variance acceptable from a design perspective.











3021 Argentia Road - Rear Elevation



3021 Argentia Road - Rear Elevation



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

May 22, 2007

FILE: 07-04547

RE: Pizza-Pizza

707 Lakeshore Road East - Ward 1

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

Section 13	Proposed
Permits one ground sign per front lot line with	One (1) ground sign with an overall height of
an overall height of 3.00m (9.48 ft) and a sign	7.46m (24.5 ft) and a sign area of 9.30 sq. m.
area of 3.5 sq. m. (37.67 sq. ft.)	(100.80 sq. ft.).

COMMENTS:

Sign By-law 0054-2002, as amended has specific provisions for ground signs in the Lakeview District. Pizza Pizza is located on a corner site with building setbacks respecting the main street character desired for this area. A large commercial ground sign is not necessary for this site, as the building and its fascia signage is sufficient to identify the premise to the public (Appendix 6-5). The Planning and Building Department therefore can not support the variance from a design perspective.

Please note that the pictures (Appendices 6-7 to 6-9) provided by the applicant are of signage approved prior to the enactment of Sign By-law 0054-2002, as amended.



580 Jarvis Street Toronto, Ontario Canada M4Y 2H9

tel: (416) 967-1010 fax: (416) 967-6449 web: www.pizzapizza.ca

March 20, 2007

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

Attn:

Nabil Assad

Sign Plan Examiner

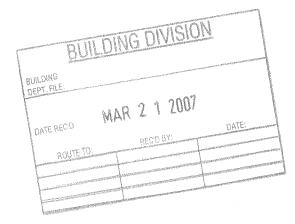
Dear Sir:

Re:

Sign Permit Application / Sign Variance

707 Lakeshore Road East

City of Mississauga



Further to our Application for Sign Variance to permit the erection of a pylon (ground) sign for the above-noted property, please accept this letter in support of our request.

The subject property was purchased in 2003 after over a decade of neglect. The new owners have rezoned the property to permit, among other commercial uses, a restaurant use. It is proposed to establish a Pizza Pizza restaurant within the subject premises and the building is currently renovated and site is revitalized. The transformation of the subject property has been extensive and we look forward to the opening of this new facility in the near future.

The renewal of the site includes the erection of a ground sign. The property is situated at a high profile intersection in the Lakeview Community. The erection of a ground sign is an integral part of the marketing and advertising of a Pizza peration. The proposed sign is a double-sided illuminated pylon sign with a proposed height is 7.47 m (24.5 feet). The current sign by-law restricts the height of ground sign to 3.0 m (9.48 feet) within the Lakeview community. Further, the sign face area proposed is 7.9 m² (85 square feet), whereas the current sign by-law provisions permit a maximum sign face area of 3.5 m² (37.67 square feet).

The property is located at the intersection of two major arterial roads and the current provisions of the sign by-law will restrict the visibility of any ground signs erected on the property. We have enclosed a copy of a photograph of the same sign located at a new Pizza Pizza location at 1093 Dundas Street West in Mississauga. Further, we have surveyed the area and identified numerous other examples of comparable signs. There are a number of photographs attached of properties along the Lakeshore Road Corridor between Hurontario Street and Dixie Road including the property two doors to the east and the property directly opposite the subject property on Lakeshore Road. The proposed sign is in keeping with the scale and character of the area and the subject property and we request your favourable consideration of our request.

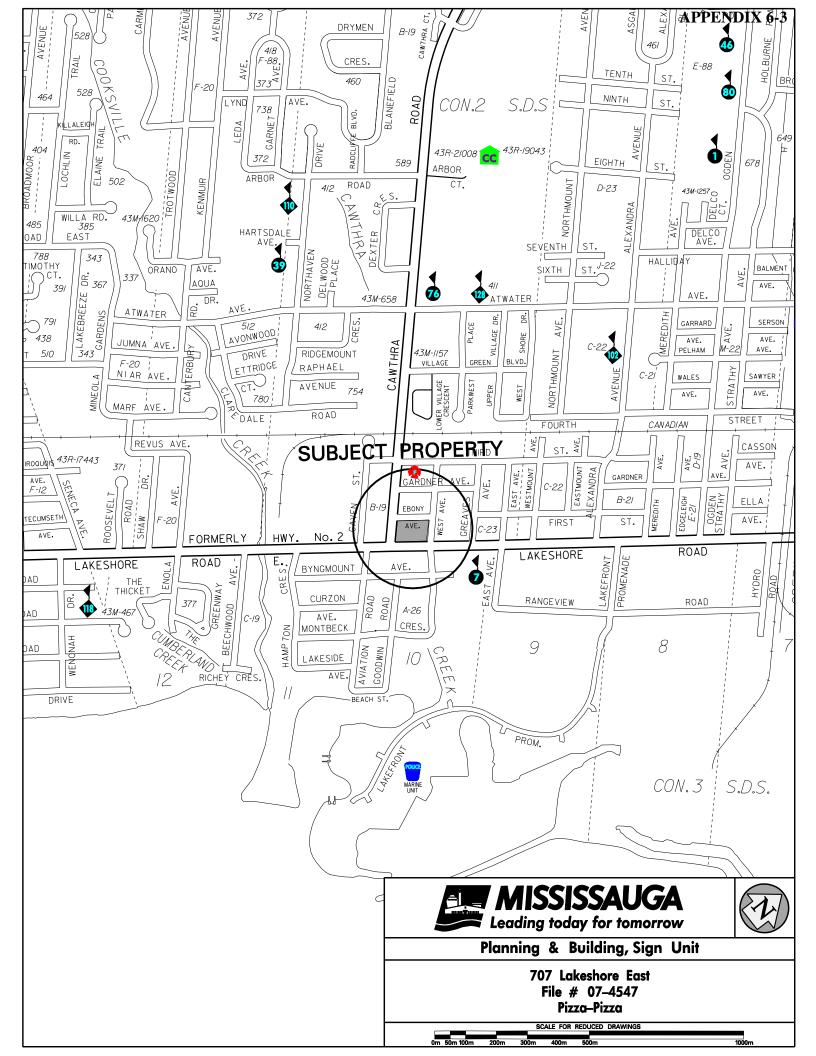
I trust that you will find everything in order and should you have any questions please do not hesitate to contact me at 905 330 2336.

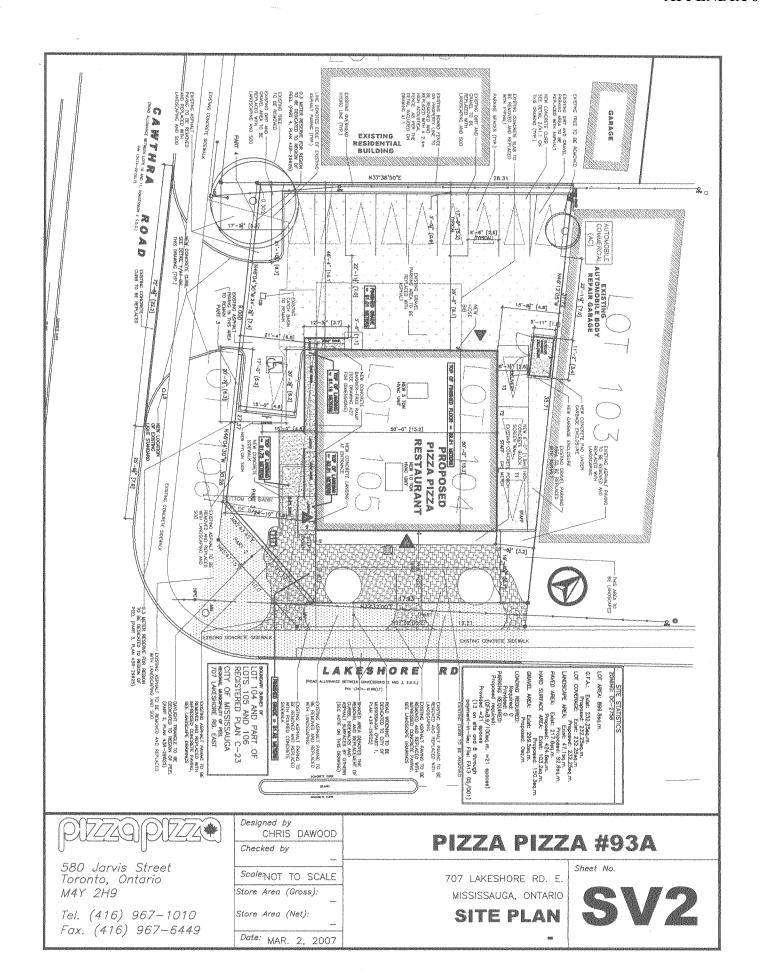
Yours truly,

Pizza Pizza Limited

David A. Brown Consulting Planner

attachments

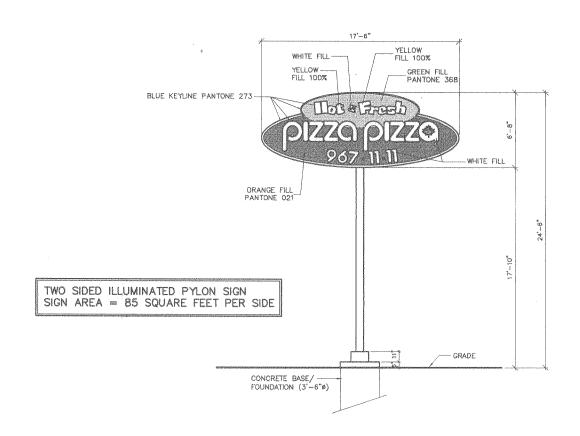




APPENDIX 6-5









580 Jarvis Street Toronto, Ontario M4Y 2H9

Tel. (416) 967-1010 Fax. (416) 967-6449 CHRIS DAWOOD

Checked by

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

Store Area (Net):

Date: MAR. 2, 2007

Store Area (Gross):

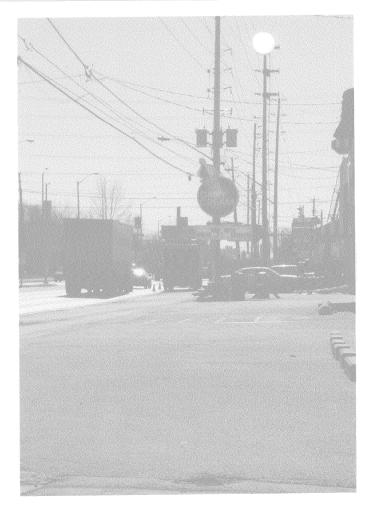
PIZZA PIZZA #93A

707 LAKESHORE RD. E. MISSISSAUGA, ONTARIO

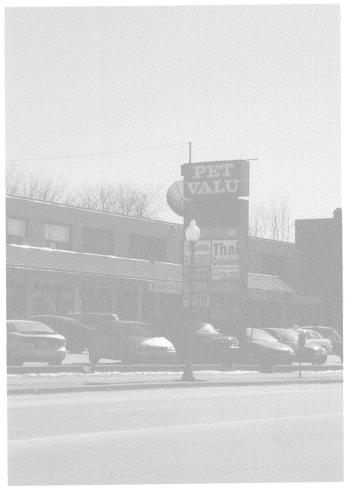
PYLON SIGN

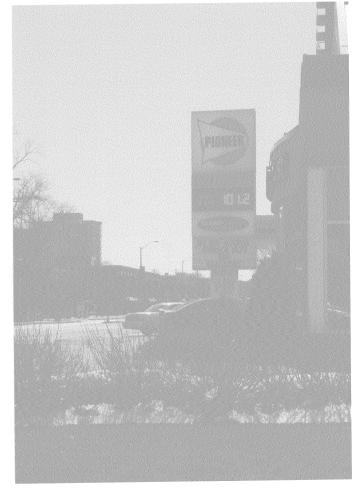
SVI

Sheet No.









APPENDIX 6-8













SIGN VARIANCE APPLICATION REPORT Planning and Building Department

May 22, 2007

FILE: 05-07534

RE: BDO

1 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						
Permits two (2) additional fascia signs per	A fifth fascia sign located between the limits of						
building located between the limits of the top	the top floor and the parapet/roof level.						
floor and the parapet/roof level.							

COMMENTS:

There are four existing fascia signs at the top of the building for CIBC. BDO is one of many tenants of the building (see Appendix 7-6). The proposed sign adds no aesthetic value to the building and would set precedents for other tenants of the building to request the same. The Planning and Building Department therefore can not support the variance from a design perspective.



April 26, 2006

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

Reference: Exterior Building Signage

BDO Dunwoody - Suites 1040 and 1700 1 City Centre Drive, Mississauga, Ontario

To whom it may concern:

I, the undersigned, having signing authority on behalf of City Centre Plaza Limited by its Manager, O & Y Enterprise Limited Partnership by its general partner O & Y Enterprise GP Inc., hereby acknowledge a variance permit is required for BDO Signage at 1 City Centre Drive. We do wish for this application to be applied for and given consideration as BDO is a valued tenant, and we believe, as do they, the exterior building signage is a great asset to all.

Please let this letter state our position on this pending matter.

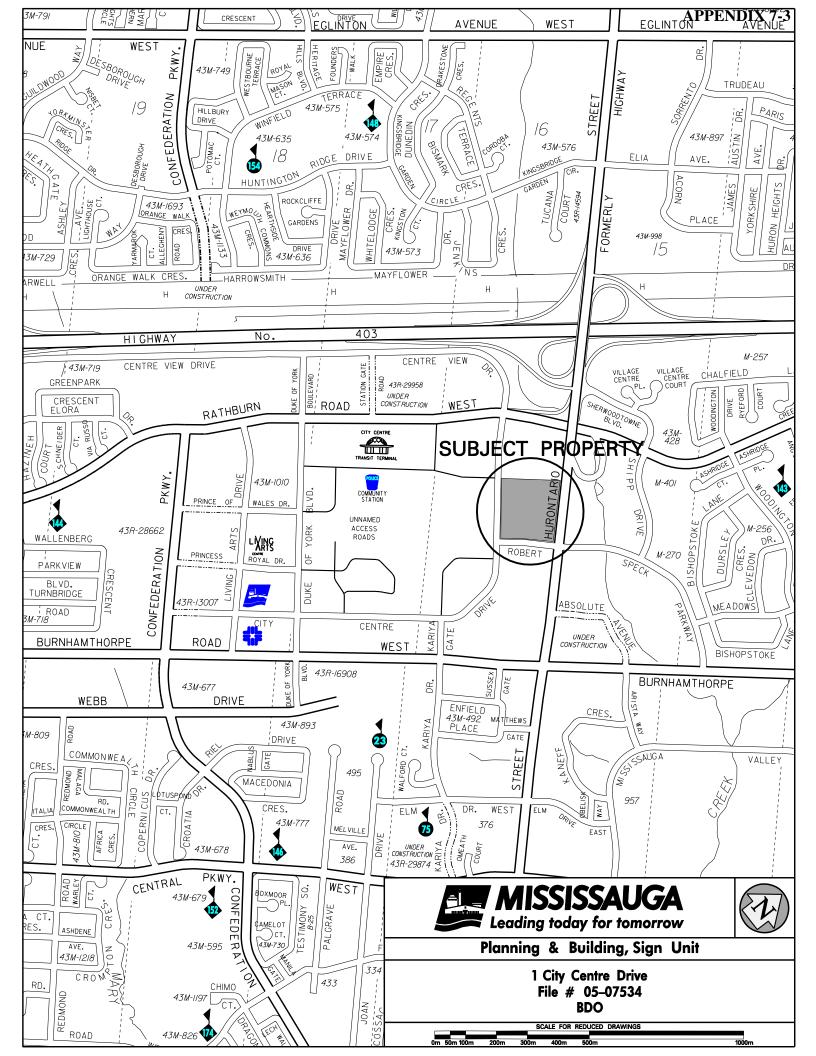
Very truly yours,

O & Y Engapprise LP

Carol Van Mierlo

Director

Property Management

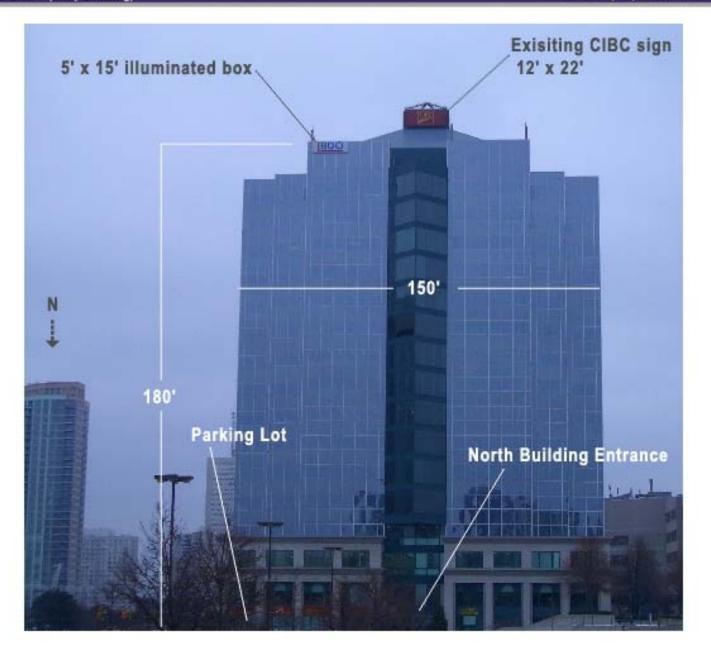


N.T.S.

ASK-1

Lescar Signs Ltd. (Shop Drawing)

Drawn by: Tyler Newton



Wayne Nishihama - 1 City Centre Drive - tenants (see end of listing)

From:

Dan Magee

To:

Nishihama, Wayne

Date:

2007/04/17 12:58 PM

Subject: 1 City Centre Drive - tenants (see end of listing)

Tenants in building:

CIBC, Ground fir, 2nd, & 3rd firs; 841949 Ontario Ltd, Suite #101; Hyung Duk Kim, Ste #106; Amirali Ladha, Ste #108; CAA, Ste #100; Platinum Software, Ste #308; Adia Canda Ltd, Ste #310; The BGW Group, Ste #301; PCA Group, #304; Polar Bear Software, #302; Bonnie Raczs, #302; Odessa Sound & Lighting, #306; AKZO Salt Ltd, #320; Economical Mutual Insurance, #400; Norrell Services Ltd, #410; Air Canada Touram, #500; Robert Half of Toronto, #520; Bank of Valetta, #510; JAck Wade, #600; Ecology Pure Air Canada, #610; Private Labels Brands, #700; D. Hancock, R. Kaiser, D. Ovenden, D. Mimms, #708; TES Contract Services, #705; TRS Recruiting, #710; 928198 Ontario Ltd, #711; P. Daigle, #712; Comprehensive Benefit, #716; Herzing Services, #718; Creditron, #720; RX Plus Inc, Brak Systems, #801; The Pace GRoup, #810; Joseph Seagrams, #901; Mastech Corp, #906; PPM Real Estate, #904; London Life, #902; Rochester & Pittsburgh, #905; Investors Group, #1020; Manpower, #1030; BDO, #1040, #1700 Jim Ayres, 11flr; Praxair Canada, 12, 14, 15th floors; Expedo Ship Managment, #1510; KCL Contracting, #1515; 1086424 Ontario Inc. #1520:

Brewers Retail, 16 & 17th firs;

From MAX information and site inspection it appears there are up to four major tenants: CIBC, Praxair, BDO and Brewers Retail. Has the landlord/property owner submitted in writing who has the largest area?

(2007/04/13) Wayne Nishihama - BDO - 1 City Centre Dr.

From:

Darren Bryan

To:

Nishihama, Wayne

Date:

2007/04/13 10:18 am

Subject:

BDO - 1 City Centre Dr.

FYI.

Interior alteration permit 05-5167 indicates BOD occupies 4,153 sq. ft. (approx 40%) on the 10 floor. Employees approx 20 people.

There is also a server room on the 17th floor occupying 133 sq. ft . Employees 1-2 people part time.

Darren



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

May 22, 2007

FILE: 07-04119

RE: CAP REIT

2465 Hurontario Street - Ward 7

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

Section 12	Proposed
Permits a ground sign to have a sign area of	A ground sign with the sign area of 2.7 sq. m.
1.5 sq. m. (4.92 sq.ft.).	(29.07 sq.ft.)
Permits only the address of the property to be	A ground sign displaying the address of the
displayed.	property and rental information.

COMMENTS:

The proposed variance is for a large ground sign on an existing apartment building site. The proposed sign has a sign area which is six times more than the permitted sign area in the Sign By-law. The Planning and Building Department finds the variance not to be within the intent of Sign By-law 0054-2002, as amended.

If approved, the proposed sign variance will set precedents for apartment building owners to request similar signs throughout the City. In addition, the Planning and Building Department does not find any design merit in the proposed variance as it would add to the visual clutter along Hurontario Street.



CAP REIT

CANADIAN APARTMENT PROPERTIES REAL ESTATE INVESTMENT TRUST

11 Church Street, Suite 401 • Toronto, Ontario M5E 1W1 • Tel. 416-861-9404 • Fax 416-861-9209

March 29, 2007

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

Dear Committee:

Please accept this letter as a formal request for variance to the City of Mississauga Sign By-law #54-02.

CAP REIT (Canadian Apartment Real Estate Investment Trust: TSX – CAR.UN) is one of Canada's largest residential landlords with over 27,000 rental suites and town homes across the country, of which 1,995 units are in Mississauga. These units comprise 14 properties in various areas of the city from luxury condo quality buildings to affordable family housing.

CAP REIT is continually striving to update our buildings, both on the interior and exterior of the properties. One of our current projects involves extensive re-branding of the organization including new signage at all our properties. We are undertaking this large signage project with the following goals:

- Incorporation of all properties under one brand look including those purchased that demonstrate conflicting external images to the renting public
- Maintaining a superior image for our properties through professionally designed and installed ground and interior signage
- Attracting renters to our properties as opposed to the competition

Studies have shown that exterior signage is a key marketing tool for residential property owners. It not only to provides contact information for potential renters, but demonstrates a company's commitment to quality and establishes a building as a place of interest to our customers. In order to become a primary marketing tool, exterior ground signs must have the following characteristics:

- Large legible lettering identifying the building address, amenities and contact information
 - o Also very important feature for emergency services
- Attractive colours that are eye-catching for the customer
- Size that is proportional to the building and property to maintain a sense of scale
- High quality, long-life, construction to aid in the return on investment for the owner

Unfortunately, the sign by-laws in the City of Mississauga do not allow us to meet our objectives and install signage as a successful marketing tool. Your current allowance for a "real estate sign", with a maximum area of $1 \, \mathrm{m}^2$, looks disproportionate in front of a large high-rise building or on a property with significant amounts of land. This size will also not allow us to attract the attention of potential renters that may be driving by our properties at considerable speeds.

We are generally not able to re-furbish our current structures as you may suggest. One reason for this is that a re-furbished sign will not meet our brand needs and additionally, most of the existing structures are wooden and in such bad state of repair that replacement is needed. Our new proposed materials are

long lasting as well as high quality and aesthetically pleasing. New signage will improve the look of the neighbourhood, not detract. We have also designed our signs with flexibility in mind for future changes of content to areas such as the phone number or the addition of new amenities for our residents.

We would like to obtain permission for 2465 Hurontario St. to install a business sign with a total height of 10' and width of 5'. The surface area of the information portion of our proposed sign is 32.5 ft². For other properties that will come under consideration of the by-law, sizes will not exceed a total height of 12' and width of 6' with an area of 48.3 ft² (please see appended all property addresses and proposed signage.)

We have successfully installed our signs in various areas of the country, allowing for some regional variations, and they have been met by rave reviews regarding the aesthetic appearance and quality. Other businesses have contacted us to find out how they can duplicate our efforts. I am sure when you approve this variance application for 2465 Hurontario Street, as well as other CAP REIT properties in Mississauga, you will find our signage adds to your landscape and enhances the value of our business to local residents.

Please consider the action favourably and allow us to proceed with ground signage for all our properties in the city of Mississauga.

Sincerely,

Trish MacPherson

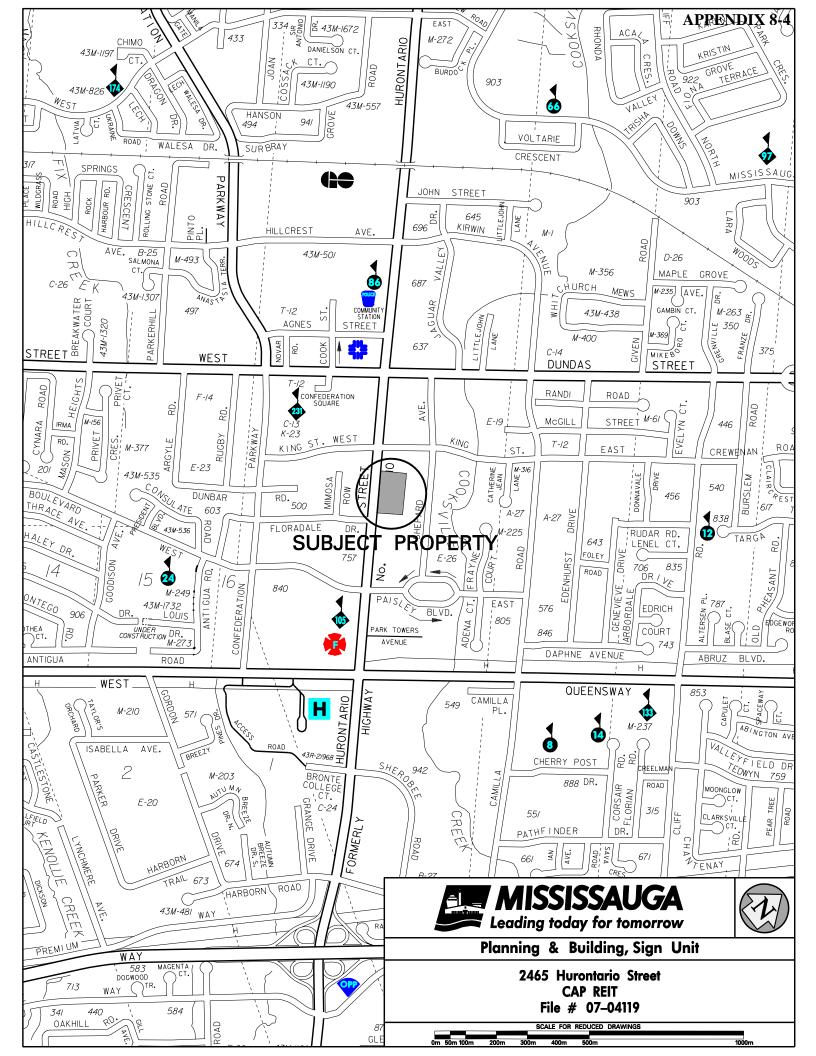
G-Warth

Vice-President, Sales and Marketing

CAP REIT

t.macpherson@capreit.net

416-304-6438



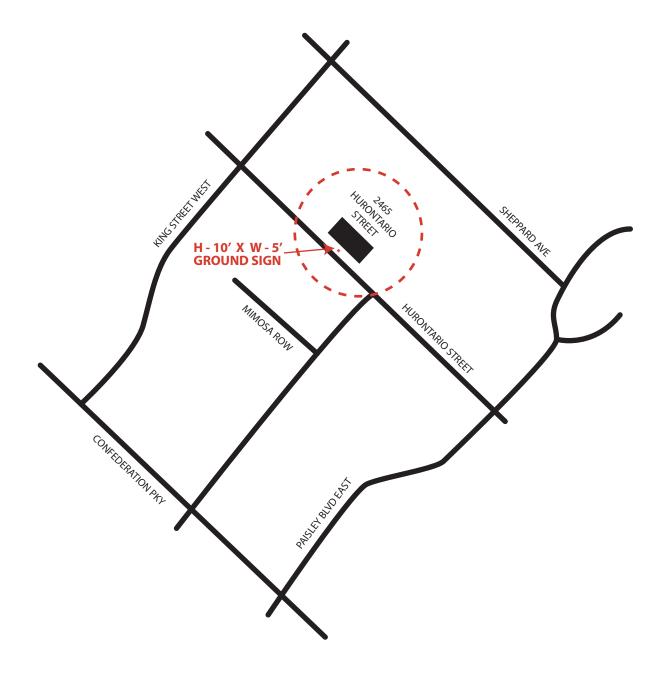
APPENDIX 8-5

BUILDING LOCATION

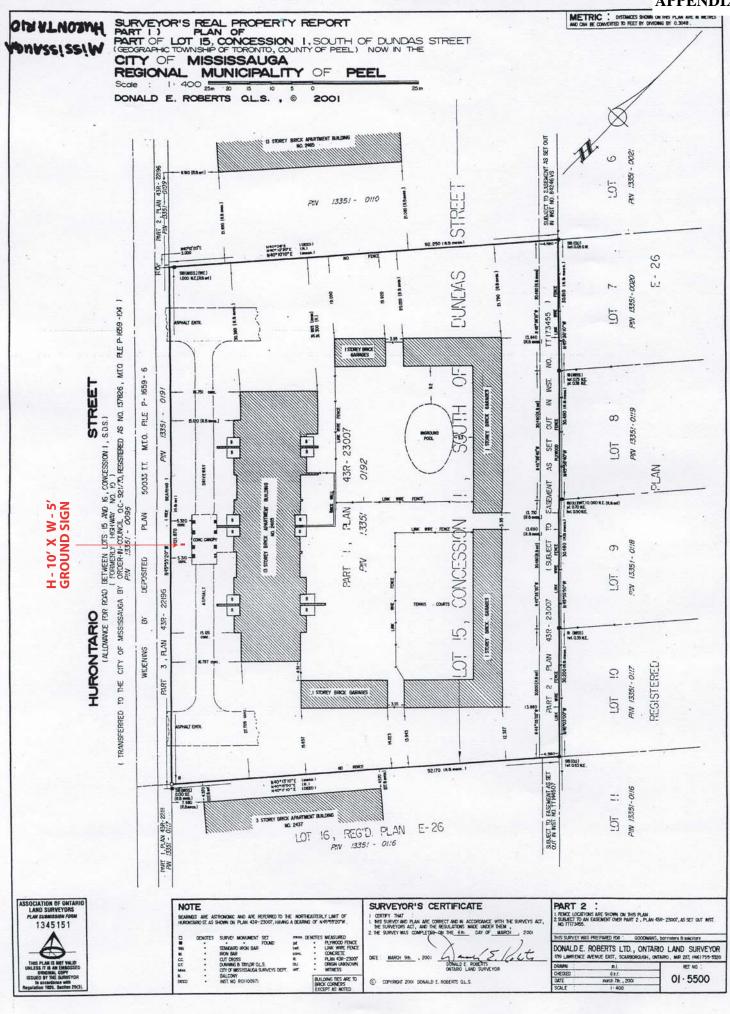
DOUBLE SIDED GROUND SIGN

FOR 2465 HURONTARIO STREET
MISSISSAUGA, ONTARIO

DIMENSIONS| H-10' X W-5'



EV/EDECT	3980 14TH AVENUE UNIT 20	CLIENT	LOCATION	SIGN DESCRIPTION	SIGN QTY	FILE NAME	ORIGINAL DATE	WORK ORDER #	INSTALL ON		Pg 4
F A F K F 2 I	MARKHAM ONTARIO L3R 0B1	Cap Reit	2465	Way Finding Signs	1	April 02 2007 - CapReit	Jan 23 2007	Sales SG		DATE	
SIGNE	TEL 905 477 1432		Hurontario Street			- Mississauga-Hurontario				SIGNATURE	
319113	FAX 905 477 9296		Mississauga, Ontario			Street - Permit Drawing.ai	April 02 2007	Scale Not to Scale		Approved As Per Layout Above Everest : Not Proceed With Production With Out Yo	

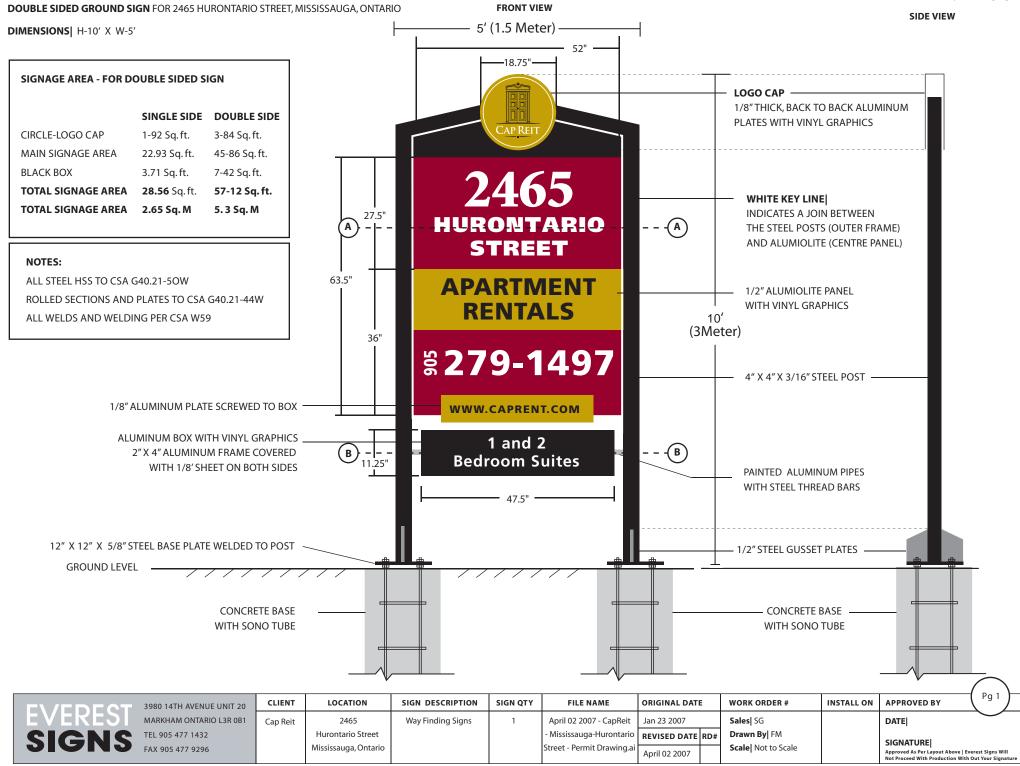


APPENDIX 8-7 DETAIL SITE PLAN DOUBLE SIDED GROUND SIGN FOR 2465 HURONTARIO STREET MISSISSAUGA, ONTARIO DIMENSIONS| H-10' X W-5' 2465 **HURONTARIO STREET DRIVEWAY DRIVEWAY** CANOPY 49.5' **GRASS AREA** 20' **GRASS AREA** ← H - 10′ X W - 5′ GROUND SIGN

HURONTARIO STREET

EV/EDECT	3980 14TH AVENUE UNIT 20	CLIENT	LOCATION	SIGN DESCRIPTION	SIGN QTY	FILE NAME	ORIGINAL DATE	WORK ORDER #	INSTALL ON	APPROVED BY	Pg 5
EVERESI	MARKHAM ONTARIO L3R 0B1	Cap Reit	2465	Way Finding Signs	1	April 02 2007 - CapReit	Jan 23 2007	Sales SG		DATE	
SIGNS	TEL 905 477 1432		Hurontario Street			- Mississauga-Hurontario				SIGNATURE	
319113	FAX 905 477 9296		Mississauga, Ontario			Street - Permit Drawing.ai	April 02 2007	Scale Not to Scale		Approved As Per Layout Above Everes Not Proceed With Production With Out	

PROPERTY LINE



APPENDIX 8-9

SIGN LOCATION

DOUBLE SIDED GROUND SIGN

FOR 2465 HURONTARIO STREET

MISSISSAUGA, ONTARIO

DIMENSIONS| H-10' X W-5'

EXISTING SIGN



PROPOSED NEW SIGN



E) /EDECT	3980 14TH AVENUE UNIT 20	CLIENT	LOCATION	SIGN DESCRIPTION	SIGN QTY	FILE NAME	ORIGINAL DATE	WORK ORDER #	INSTALL ON
EAFKE21	MARKHAM ONTARIO L3R 0B1	Cap Reit	2465	Way Finding Signs	1	April 02 2007 - CapReit	Jan 23 2007	Sales SG	
SIGNS	TEL 905 477 1432		Hurontario Street			- Mississauga-Hurontario			
310113	FAX 905 477 9296		Mississauga, Ontario			Street - Permit Drawing.ai	April 02 2007	Scale Not to Scale	

APPROVED BY