



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2007)

DATE: August 14, 2007

TO: Chair and Members of Planning and Development Committee
Meeting Date: September 4, 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 August 14, 2007, from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested two (2) Sign Variance Applications described in Appendices 1 to 2 to the Report, be adopted in accordance with the following:

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

Sign Variance Application 07-05323
Ward 11
Kruger Products
1900 Minnesota Court

To permit the following:

One fascia sign with an area equal to 3.4% of the building face attached to the structure enclosing the mechanical equipment on the roof of the building.

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

Sign Variance Application 07-05156

Ward 1

AyA Kitchens and Baths Ltd.

1551 Caterpillar Road

To permit the following:

- (i) Two banner signs each with an area of 83.61 sq. m. (900 sq. ft.).
- (ii) Two fascia signs located above the first storey of the building.
- (iii) The sign proposed on east elevation is not located on a building façade.

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 two (2) Sign Variance Applications (see Appendices 1-2) 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:

Kruger Products

Appendix 1-1 to 1-8

AyA Kitchens and Baths Ltd.

Appendix 2-1 to 2-12

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

August 14, 2007

FILE: 07-05323

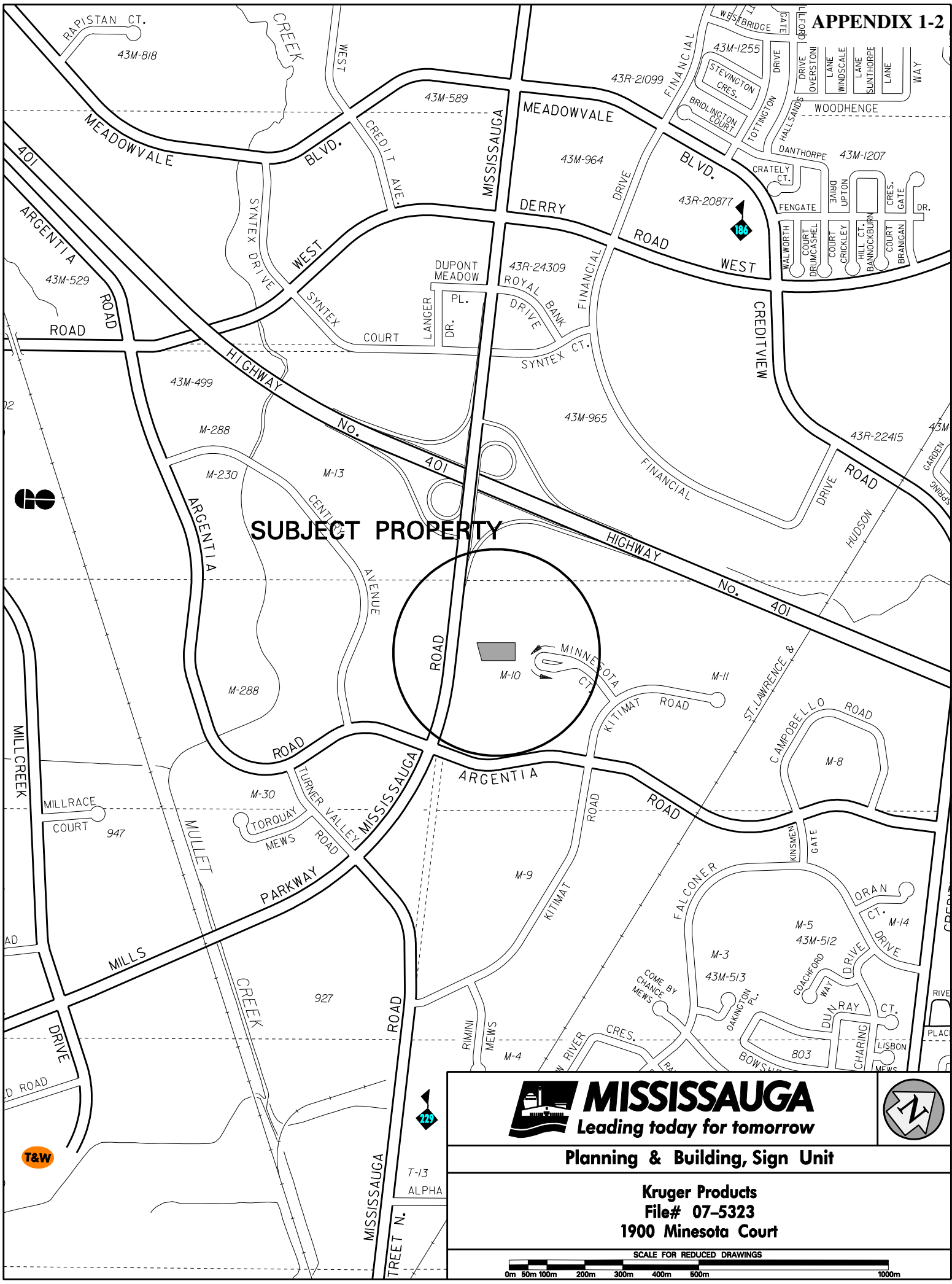
RE: Kruger Products
1900 Minnesota Court - Ward 11

The applicant requests the following variance to section 14(1) of the Sign By-law 0054-2002, as amended.

Section 14(1)	Proposed
The maximum sign area for a fascia sign located in an industrial area is permitted to be 2% of the building face when the sign is located on the structure enclosing the mechanical equipment on the roof.	The proposed sign area for the fascia sign located on the structure enclosing the mechanical equipment on the roof is 3.4 % of the building face

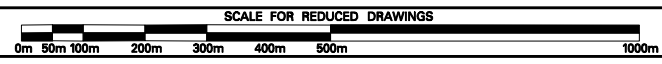
COMMENTS:

The requested increase in sign area is minimal. The proposed sign is well designed and proportional to the building structure in which it is placed. The Planning and Building Department therefore find the variance acceptable from a design perspective.



Planning & Building, Sign Unit

Kruger Products
File# 07-5323
1900 Minesota Court



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



TEL: 519.220.0505 FAX: 519.220.0606 WWW.PRIDESIGNS.COM

May 23, 2007

Mr. Jeff Grech
City of Mississauga
Planning and Building Department
300 City Centre Drive
Mississauga, ON L5B 3C1

Dear Jeff:

RE: Sign Variance – Kruger Products, 1900 Minnesota Court, Mississauga, ON

Please accept this letter on behalf of our client Kruger Products regarding the variance request for the fascia sign proposed for the West Elevation at the location noted above.

Our client has recently acquired the company "Scott" paper products and they will be changing their name to "Kruger Products". This is an existing site and we will be changing the name on the building to Kruger Products to reflect this recent acquisition. The existing signage is actually larger than what we are proposing. However, we are currently over on the maximum sign area permitted. The sign bylaw permits 2% of the building wall area and we are currently at 3.4% for an increase of 1.4%.

We feel that the new signage will give our client proper exposure along Mississauga Road and anything smaller will only make it difficult for them to achieve the same benefits as the existing signage.

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,

A handwritten signature in dark ink, appearing to read "I. Cerelli".

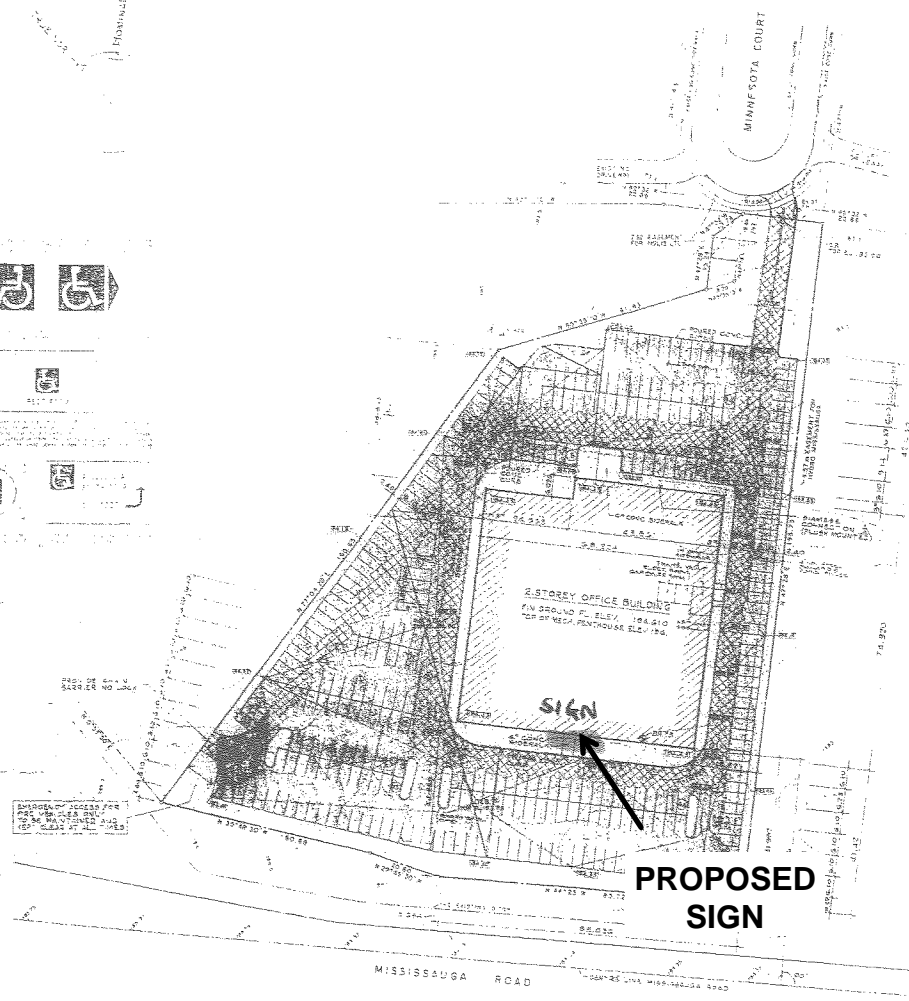
Isabella Cerelli
Permit Specialist

Kruger Products Limited - 1900 Minnesota Court, Unit 200, Mississauga, ON

Proposed Signage

	Dimensions	Square Footage	Square Meters
West Elevation			
Kruger & Logo (KRU-L5N5R5-A)	7.083' x 26.927'	190.724	17.72
Products (KRU-L5N5R5-A)	2' x 10.5'	21.000	1.95
Total		211.724	19.67

Wall Dimensions			
Left Side	28' x 81'	2268.000	
Middle	26' x 62'	1612.000	
Right Side	28' x 82'	2296.000	
Total Wall Area		6176.000	
Percentage of Signs		3.4%	

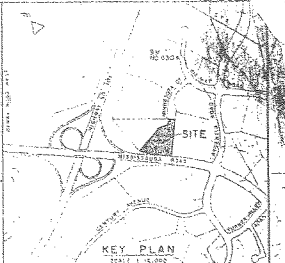
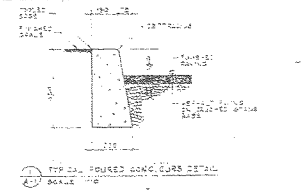


I have prepared this plan for the construction of Meadowvale Atrium located at the intersection of Minnesota Court and Mississauga Road, and have prepared this plan to indicate compliance of the proposed development with the provisions of the Ontario Building Code and the provisions of the Ontario Planning Act and the provisions of the Ontario Planning Act and the provisions of the Ontario Planning Act.



GENERAL NOTES

1. THE PROPOSED DEVELOPMENT IS LOCATED ON A 1.00 HECTARE SITE.
2. THE PROPOSED DEVELOPMENT IS A 3-STOREY OFFICE BUILDING WITH A TOTAL FLOOR AREA OF 10,000 SQ. M.
3. THE PROPOSED DEVELOPMENT IS A 3-STOREY OFFICE BUILDING WITH A TOTAL FLOOR AREA OF 10,000 SQ. M.
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9. THE PROPOSED DEVELOPMENT IS A 3-STOREY OFFICE BUILDING WITH A TOTAL FLOOR AREA OF 10,000 SQ. M.
10. THE PROPOSED DEVELOPMENT IS A 3-STOREY OFFICE BUILDING WITH A TOTAL FLOOR AREA OF 10,000 SQ. M.



AREA	AREA
BUILDING	10,000 SQ. M.
GROUND FLOOR	3,333 SQ. M.
FIRST FLOOR	3,333 SQ. M.
SECOND FLOOR	3,333 SQ. M.
THIRD FLOOR	3,333 SQ. M.
TOTAL	10,000 SQ. M.
PARKING	100 SPACES
LANDSCAPED AREA	1,000 SQ. M.
TOTAL LANDSCAPED AREA	1,000 SQ. M.
BUILDING COVERAGE	100%

- LEGEND**
- 1. PROPOSED DEVELOPMENT
 - 2. EXISTING DEVELOPMENT
 - 3. EXISTING PARKING
 - 4. EXISTING LANDSCAPED AREA
 - 5. EXISTING BUILDING
 - 6. EXISTING ROAD
 - 7. EXISTING RAILROAD
 - 8. EXISTING BRIDGE
 - 9. EXISTING TUNNEL
 - 10. EXISTING CANAL
 - 11. EXISTING DRAINAGE
 - 12. EXISTING UTILITIES
 - 13. EXISTING FENCE
 - 14. EXISTING GATE
 - 15. EXISTING SIGN
 - 16. EXISTING LIGHT
 - 17. EXISTING SOUND
 - 18. EXISTING VIBRATION
 - 19. EXISTING POLLUTION
 - 20. EXISTING CLIMATE

SET OF METRIC DRAWINGS

NO.	DESCRIPTION
1	GENERAL NOTES
2	KEY PLAN
3	PROPOSED DEVELOPMENT
4	EXISTING DEVELOPMENT
5	EXISTING PARKING
6	EXISTING LANDSCAPED AREA
7	EXISTING BUILDING
8	EXISTING ROAD
9	EXISTING RAILROAD
10	EXISTING BRIDGE
11	EXISTING TUNNEL
12	EXISTING CANAL
13	EXISTING DRAINAGE
14	EXISTING UTILITIES
15	EXISTING FENCE
16	EXISTING GATE
17	EXISTING SIGN
18	EXISTING LIGHT
19	EXISTING SOUND
20	EXISTING VIBRATION
21	EXISTING POLLUTION
22	EXISTING CLIMATE

MOUCON CONSULTANTS, MANAGERS, ENGINEERS

MEADOWVALE ATRIUM

SITE PLAN



Material Specifications

Logo (Illuminated)

- Aluminum constructed returns painted Green PMS #341C
- 150 d.p.i. digitally printed graphics onto white flex face
- PTS aluminum cover (frameless) painted Green PMS #341C
- Fluorescent illumination

Kruger (Illuminated)

- Pre painted black aluminum returns
- 3/16" white acrylic faces with 3m #3635-222 perforated black vinyl applied to 1st surface
- 1" black trim cap
- 15mm designer white neon illumination

Products (Non Illuminated)

- 2" aluminum returns and face primed and painted black



Proposed Signage

Digital Specifications - DIG-CL121X323

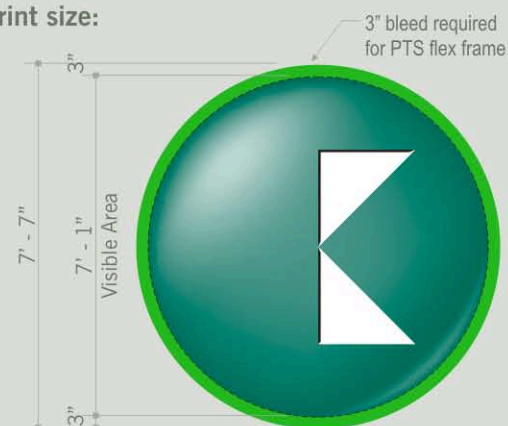
Printing information:

- **Translucent** digital image applied to 1st surface of white flex face material
- 150 DPI full size
- No bleed required

Colours:

- ☐ White
- ☒ Green (pms #TBA)
- ☐ Black

Print size:



DRAWING No.
KRU-L5N5R5-A

Structural and Cut File.

#KRU-CL121x323-A(CL48)

Scale: NTS.

- ☐ Vectors artwork required.
- ☐ Digital image for printing required.
- ☐ Final colour specifications required.
- ☒ Site check required.
- ☒ Preliminary Artwork
- ☐ Approved for Production

CLIENT APPROVAL

REVISION DATES:



**SIGN TO BE
REMOVED AND
REPLACED**

1900 Minnesota Court, Building Elevation facing Mississauga Road -Laura Todirica - Sign Unit





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

August 14, 2007

FILE: 07-05156

RE: Aya Kitchens and Baths Ltd.
1551 Caterpillar Road - Ward 1

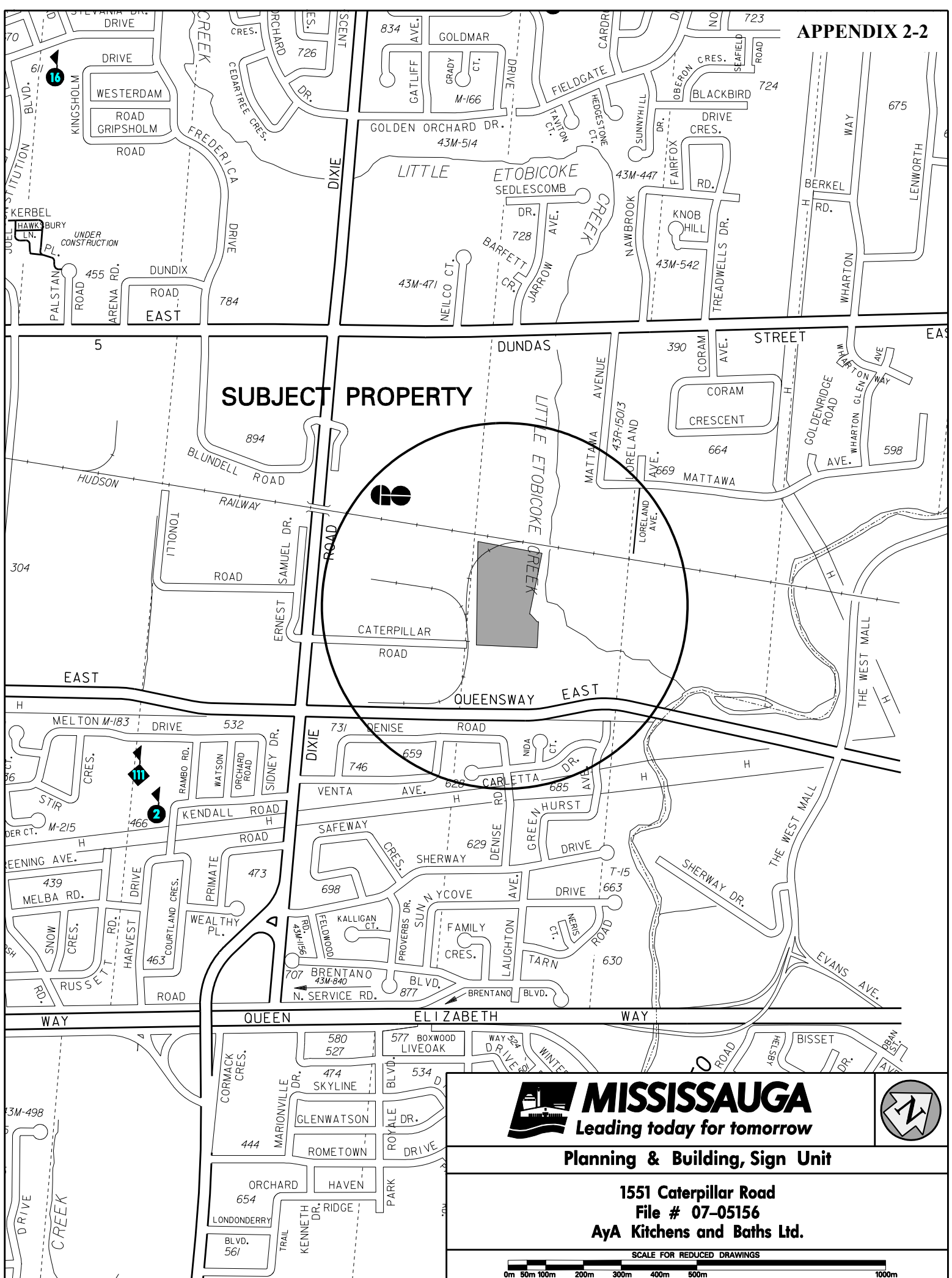
The applicant requests the following variances to sections 4(6) and 14 of the Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
Banner signs are specifically prohibited.	Two banner signs each with an area of 83.61 sq. m. (900 sq. ft.).
Section 14	Proposed
Fascia signs are permitted to be located on the first storey of each occupancy.	Two fascia signs located on the tower portion of the building.
Section 14	Proposed
Fascia signs are permitted to be located on a building facade of each occupancy.	The sign proposed on east elevation is not located on a building facade.

COMMENTS:

The proposed variance is to permit two existing banner signs to remain. Banner signs are not permitted in Sign By-law 0054-2002, as amended. Even if the banners were considered fascia signs, they are excessive in size. There is an existing fascia sign located at the top of the tower structure to identify the business from a distance. To exploit the tower structure as an advertising mechanism is the same as the towering billboard signs used in the United States along some of their highways. The Planning and Building Department therefore can not support the proposed variance from a design perspective.

SUBJECT PROPERTY



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**1551 Caterpillar Road
File # 07-05156
AyA Kitchens and Baths Ltd.**





Letter of Rationale

Re: AyA Kitchens and Baths Ltd.
Tower Signage
1551 Caterpillar Rd.
Mississauga, ON

May 1, 2007

To Whom It May Concern,

As president of AyA Kitchens and Baths, Ltd., I would like to express the critical nature of the signage erected on our facility here in Mississauga. Although our company is a recent addition to the Mississauga landscape, our facility is not. Purchased in 2000 from ThyssenKrupp Elevator Company, this facility was originally a Caterpillar plant and then an elevator manufacturing facility run by Dover Elevator. In approximately 1990 Dover expanded the facility to include 45,000 sq.ft. of office space and a landmark 18 story elevator test tower.

When we purchased the facility in late 2000, the property had been basically vacant since the purchase of Dover by ThyssenKrupp and subsequent restructuring two years earlier. The property was vacant for so long in part due to the perception that the tower was a liability for any company not in the elevator business.

As a start up, we believed that the tower's landmark status would eventually be an asset and after considering manufacturing locations across the GTA, settled in Mississauga. Converting an aged plant to a state of the art manufacturing facility was a significant investment undertaken by AyA and as a result the facility and property has been significantly improved.

Over the course of the last 6 years, AyA has grown from a start up employing a handful of people to a leader in our industry. AyA was recognized by FDM magazine, the woodworking industry's most respected trade publication, as one of the fastest growing companies in the North American industry in 2006. Today we employ over 300 people, with more than 250 of these working out of the Caterpillar Rd. location.

Despite this rapid growth, and an investment in the tens of millions of dollars, profitability has been elusive. The cabinet business in general, and in Toronto specifically, is a highly competitive business. In 2005, in order to ensure our long term viability, AyA made a strategic decision to develop its higher end and especially retail (direct to consumer) business.

AyA Kitchens and Baths, Ltd.
1551 Caterpillar Road
Mississauga, ON L4X 2Z6
Tel: 905.848.1999
Fax: 905.848.5127
www.AyAKitchens.com

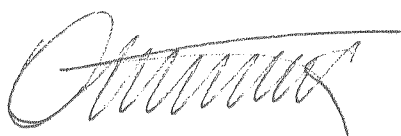
Although we invested heavily in print advertising in the GTA to bring customers into our showroom on Caterpillar Road, the retail side of the business did not grow to our expectations. One key factor, we determined, was that our location, although well suited to manufacturing, was limiting our retail growth. Our location is a 'destination' for customers meaning that they do not happen by it. Although we have a prominent "AyA" sign on the top of the tower, the average individual, even after 5 years, was not equating this sign and facility with kitchen cabinetry.

In 2006 we made the decision to open a second GTA company owned showroom on Highway #7 just east of Highway #400 in Vaughn. This showroom opened in September and almost overnight we experience traffic higher than we ever had here in Mississauga. At about the same time and as part of the same retail push, we erected the 'Kitchen Showroom' signage in question on the tower in Mississauga. Again, the response was immediate and overwhelming. In fact, in October 2006 we booked our highest retail sales ever out of this location and this was again surpassed in March 2007. Many customers commented they didn't know what "AyA" was until the signage was placed. The sign has also helped us with recruitment. We also noticed a greater number of prospective employees walking in to complete Applications of Employment.

In order for our company to thrive, in fact even for it to survive, requires a mix of business which now, more than ever, is dependent on direct to consumer, retail sales. The signs in question, though technically erected prematurely, have been invaluable for our company. In fact, the retail growth which we have experienced since they were erected has been instrumental in moving our company over this same period into a sustainably profitable position for the first time since inception.

I recognize, albeit belatedly, that the signage in question can be construed as contrary to local bylaws, but I would ask that an exception be made in light of the positive impact this signage has had on the financial well viability of our firm. As mentioned above, we have received many "Walk Ins" applying for work as a result of the signage. Many of these people (who live in the area) have been hired. The success of our business not only impacts our bottom line but also the local economy in general as we are contributing to the number of employed persons in the region which in turn I believe has a ripple effect within the rest of the local economy.

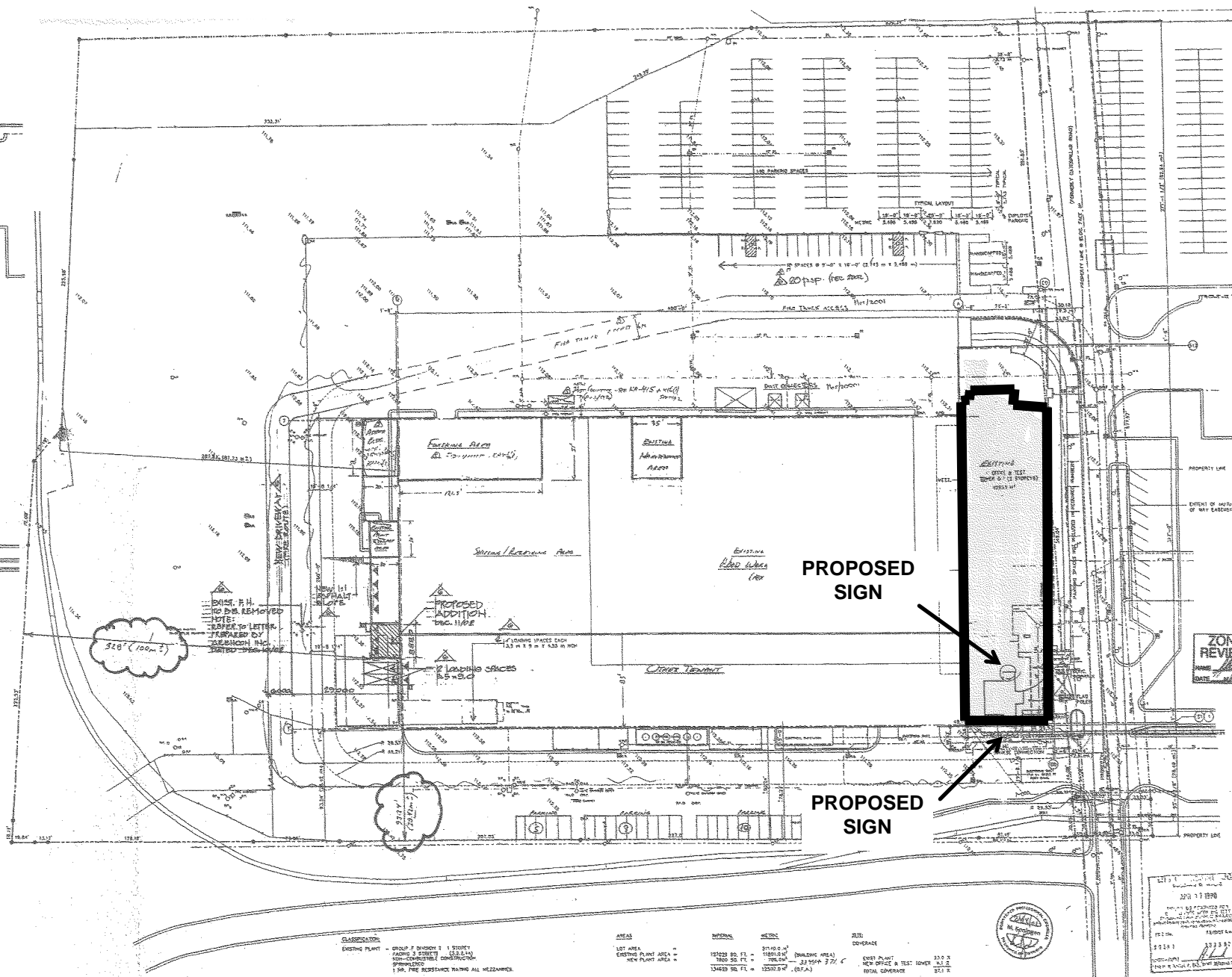
Sincerely,



David Marcus
President
AyA Kitchens and Baths, Ltd.

AyA Kitchens and Baths, Ltd.
1551 Caterpillar Road
Mississauga, ON L4X 2Z6
Tel: 905.848.1999
Fax: 905.848.5127
www.AyAKitchens.com

SITE PLAN



LEGEND:
 ▲ ON PLAN DENOTES NEW MAIN ROAD
 ▲ ON PLAN DENOTES NEW ON-ROAD PARKING

DEC 11, 2002
 PROPOSED ADDITION 64,420' (695,492 sq. ft.)
 PARKING LOT 0.669/100 sq. ft. = 1 SPACE
 TOTAL P. 6 PROVIDED = 186 SQ. AS

1.2 SPACES / 100' OF GRA UP TO 2200' = 27.5 SPACES
 1.2 SPACES / 100' OF GRA BETWEEN 2200' & 3000' = 27.5 SPACES
 2.4 SPACES / 100' OF GRA OVER 3000' (TYPICAL) = 108.26 SPACES
 TOTAL PARKING PROVIDED = 163 SPACES



OFFICE

PROPOSED AL
FOR
Aya KITCHENS AN
1551 CATERPS

CITY OF MISSISSAUGA

Multi-Design As
 Engineers &
 151 Dicks Road, 1st Fl., Rm
 Mississauga, ON L4X 1L3

CITY OF MISSISSAUGA
BUILDING DIVISION
MAR 21 2003

PROJECT NO.
6360

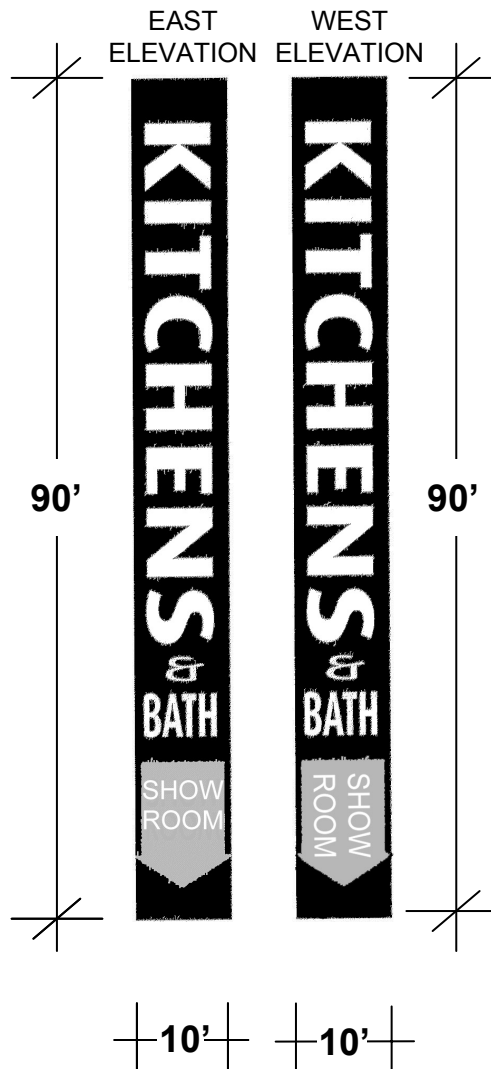
DATE
2003-03-20

PROJECT NORTH

DOVER CO
(CANADA)
New Hei

APPENDIX 2-5

AYA KITCHENS AND BATHS
BANNER SIZES ON BUILDING



1551 CATERPILLAR ROAD, MISS, ON L4X 2Z6
CON I SDS PT L4, 43R 16585 PTS 4-20, 25-28
FASCIA SIGN BANNER SIGNS (2)-AYA KITCHEN

TOWER DIMENSIONS

SCALE: $1/4" = 12.11538461'$

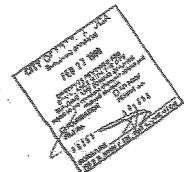
157'-6"

3' EAST ELEVATION

42'

157'-6"

4 NORTH ELEVATION



DOCUMENTS RELEASED PURSUANT TO A REQUEST
UNDER THE MUNICIPAL FREEDOM OF INFORMATION ACT AND ASSOCIATED
AND PROTECTION OF PERSONAL PRIVACY ACT
R.S.O. 1980
18001 100/000
00-0000/00000
00-0004 0/0
1801 CATERPILLAR 00



Parkin
Architects Limited

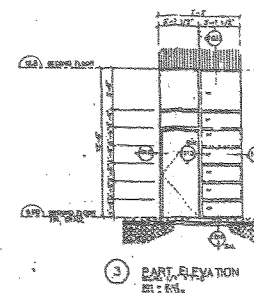


DOVER
(CAN)
New
Mission
EAST
ELE

APPENDIX 2-7

TOWER DIMENSIONS WITHOUT BANNER

SCALE: $\frac{1}{4} = 12.11538461'$



Particulars	Debit	Credit
Archibald's 10/10/05		1000
By Mr. 10/10/05	1000	
Now Office 10/10/05		1000
By Mr. 10/10/05	1000	

PART 2A. PRODUCTS

2.1 **Исторический процесс формирования**[illegible]

2.2 RETAIL LUMP-SUM BIDS

[illegible]

3. $\frac{1}{2} \leq \frac{1}{2} \leq \frac{1}{2}$

2.3 **ENCLOSURES**

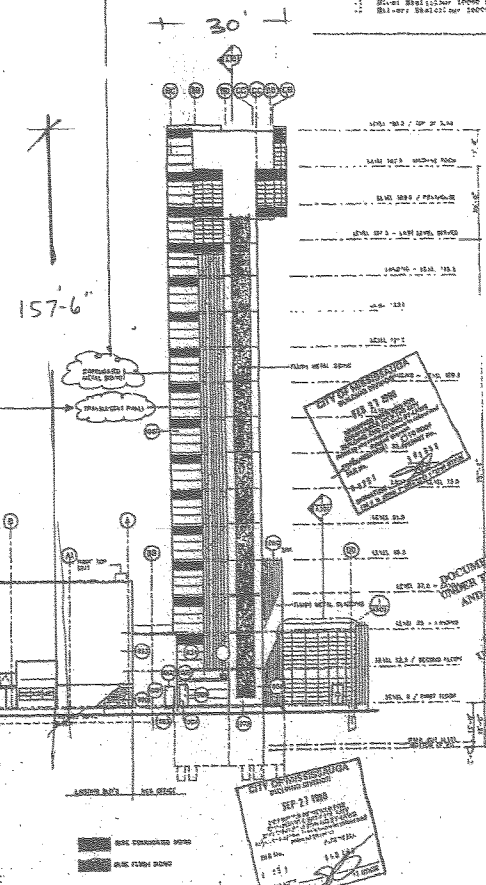
2-4 2400-07

1. Semi-rigid Fiberglass Fibers 4510 of Fiberglass 4500
Type.

2-5 CORPORATED FRYAL BIRTH

01 070618 ZP MARCH
02 PERLINA PISA
03 LERJON FROD
04 MIA PHORSON TOI. "LEWELAD BPOBOS OPE 28-155".

1.2. Findings from the tests



20251 120/88
82-832481/8324A C/R
88-8324 C/R
101-832481/8324 82

A	POWER FOR PUMPING	10-11-19
S	POWER FOR STARTING PUMPING	10-11-19
2	POWER FOR STOPPING	10-11-19
1	POWER FOR STOPPING	10-11-19
C	POWER FOR STOPPING	10-11-19
NA	Description	10-11-19

At Mississippi State the student on the left is
the dormitory. The wall next to the dormitory
is made of stone columns and the property of the
dormitory and should be the subject of the dormitory
at the age.

The dormitory will be the same for dormitory
dormitory until dormitory is
2014

Parkin
Architects Limited

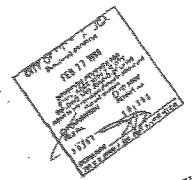
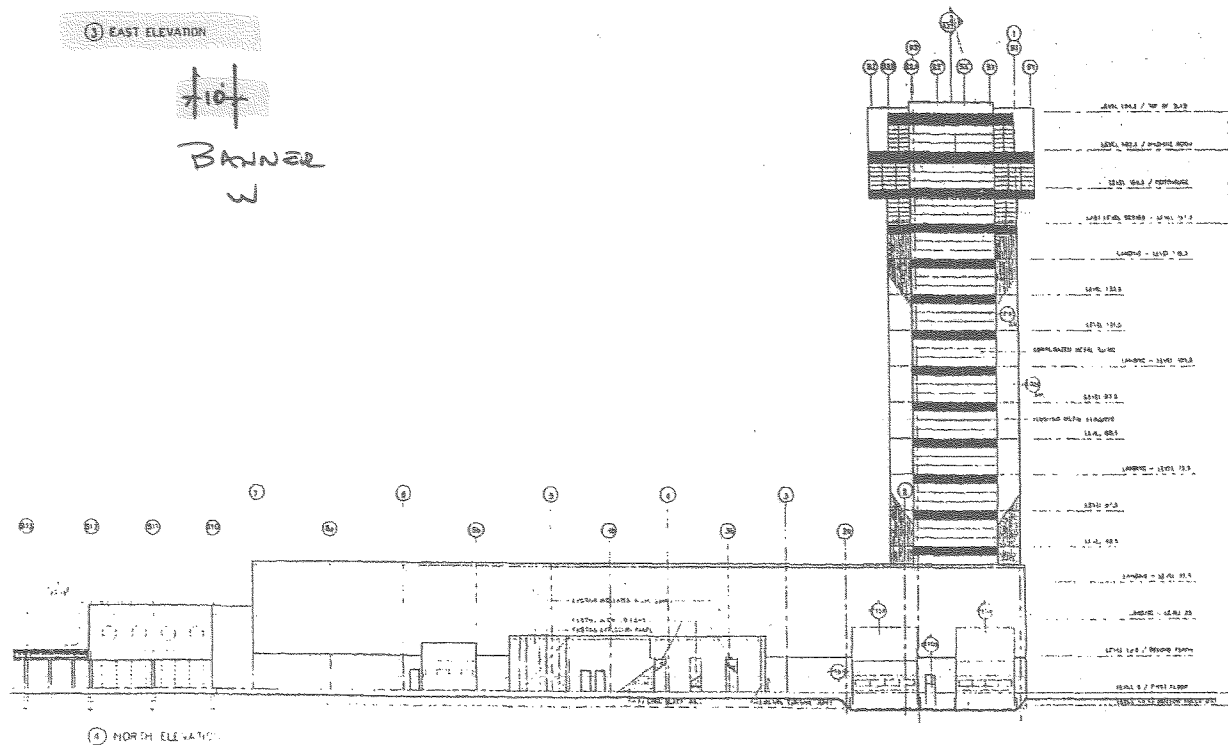
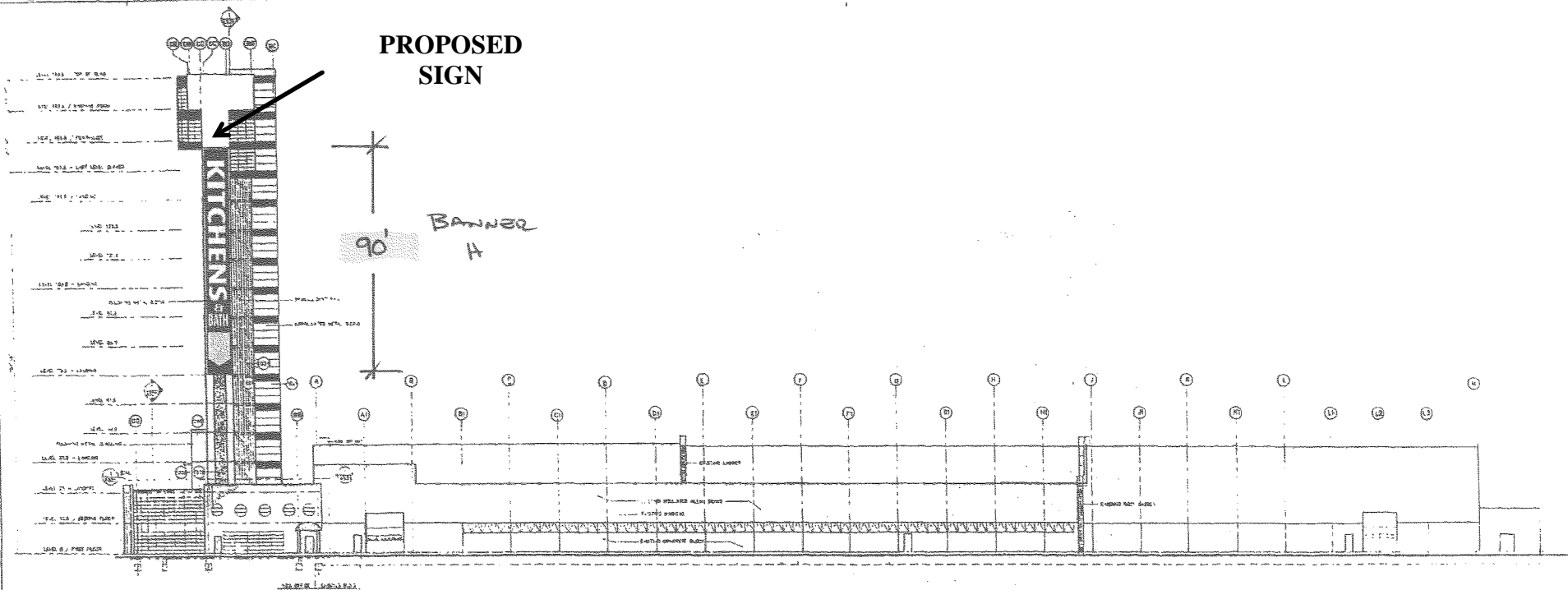
ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
DATE 12-21-01 BY 60322 UCBAW

DOVER CORP
(CANADA)
New Hondo
and Pl
Mississauga,

SOUTH A
ELEVA

APPENDIX 2-8

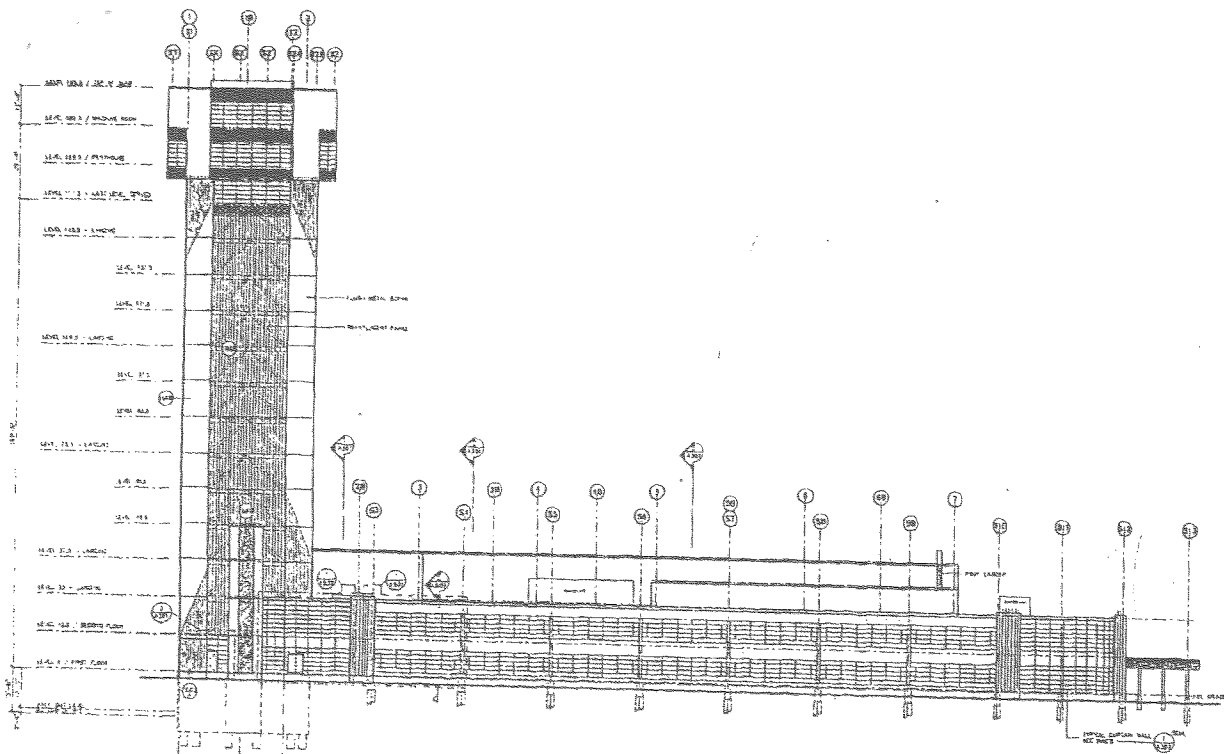
TOWER WITH BANNER



DOCUMENTS RELEASED PURSUANT TO A 1980
UNDER THE MUNICIPAL FREEDOM OF RECORD
AND PROTECTION OF PERSONAL PRIVACY
ACT, R.S.D. 1980, 1981
AND REPRODUCTION OF THESE
DOCUMENTS IS PROHIBITED
BY THE CITY OF BISMARCK

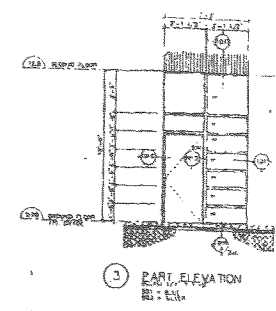


Part
Architect



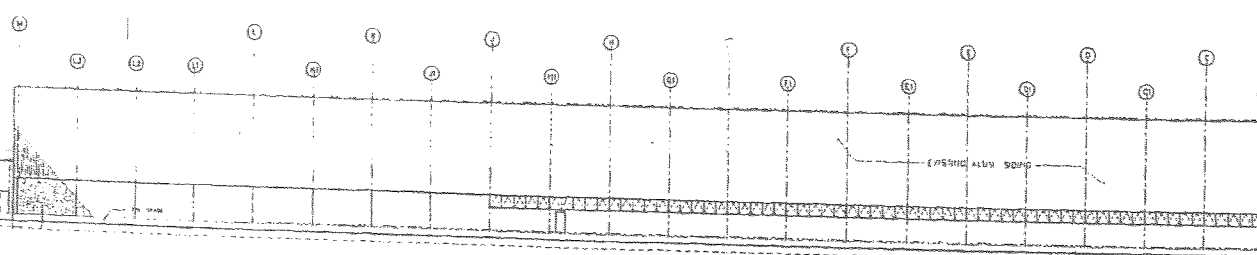
① SOUTH ELEVATION

PROPOSED
SIGN



③ EAST ELEVATION

- PART 3: PRODUCTS**
- STRUCTURAL STEEL SUB-FRAMING**
 - See Part 2 for details of steel sub-framing and connections to existing structure.
 - METAL LATH/PAPEL SEAL**
 - Apply to exterior walls of new concrete structure.
 - CONCRETE**
 - Use of concrete shall be in accordance with the specifications of the local building code.
 - INSULATION**
 - Insulate exterior walls of new concrete structure with rigid foam insulation.
 - CONCRETE METAL SIDING**
 - Apply to exterior walls of new concrete structure.



⑦ WEST ELEVATION

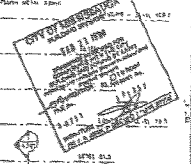
Provisional signs that are erected over the complete width of the building shall be removed within 30 days of the completion of the building.

BANNER
H

90'

BANNER
W
101

KITCHENS



Parkin
Architects Limited

DOVER CORPORATION
(CANADA) LIMITED
New Headquarter
and Plant
Mississauga, Ont.

SOUTH AND V
ELEVATION

89011 - A



1551 CATERPILLAR RD - WEST ELEVATION



1551 CATERPILLAR RD - EAST ELEVATION