



Corporate Report

Clerk's Files

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BL.03-SIG (2007)

DATE: October 23, 2007

TO: Chair and Members of Planning and Development Committee
Meeting Date: November 12, 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 October 23, 2007 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested three (3) Sign Variance Applications described in Appendices 1 to 3 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 07-04222
Ward 4
Amacon – Parkside Village Sales Pavilion
465 Burnhamthorpe Road

To permit the following:

- (i) Five (5) fascia construction site signs on the sales pavilion and two (2) additional construction site ground signs having a combined total sign area of 230.86 sq. m. (2485 sq. ft.).

- (b) Sign Variance Application 07-06359
Ward 5
Bank of Montreal
6605 Hurontario Street

To permit the following:

- (i) Three (3) fascia signs to be located above the upper limits of the first storey of a six storey building.
- (ii) Two (2) fascia signs that project above the roof level of the building.

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

- (a) Sign Variance Application 07-06386
Ward 3
Value Village
3130 Dixie Road

To permit the following:

- (i) One (1) fascia sign located on the east elevation having a changeable message area.

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 three (3) Sign Variance Applications (see Appendix 1 to 3) 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: Value Village
Appendix 1-1 to 1-6

Amacon – Parkside Village Sales Pavilion
Appendix 2-1 to 2-11

Bank of Montreal
Appendix 3-1 to 3-1

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 16, 2007

FILE: 07- 06386

RE: Value Village
3130 Dixie Road - Ward 3

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

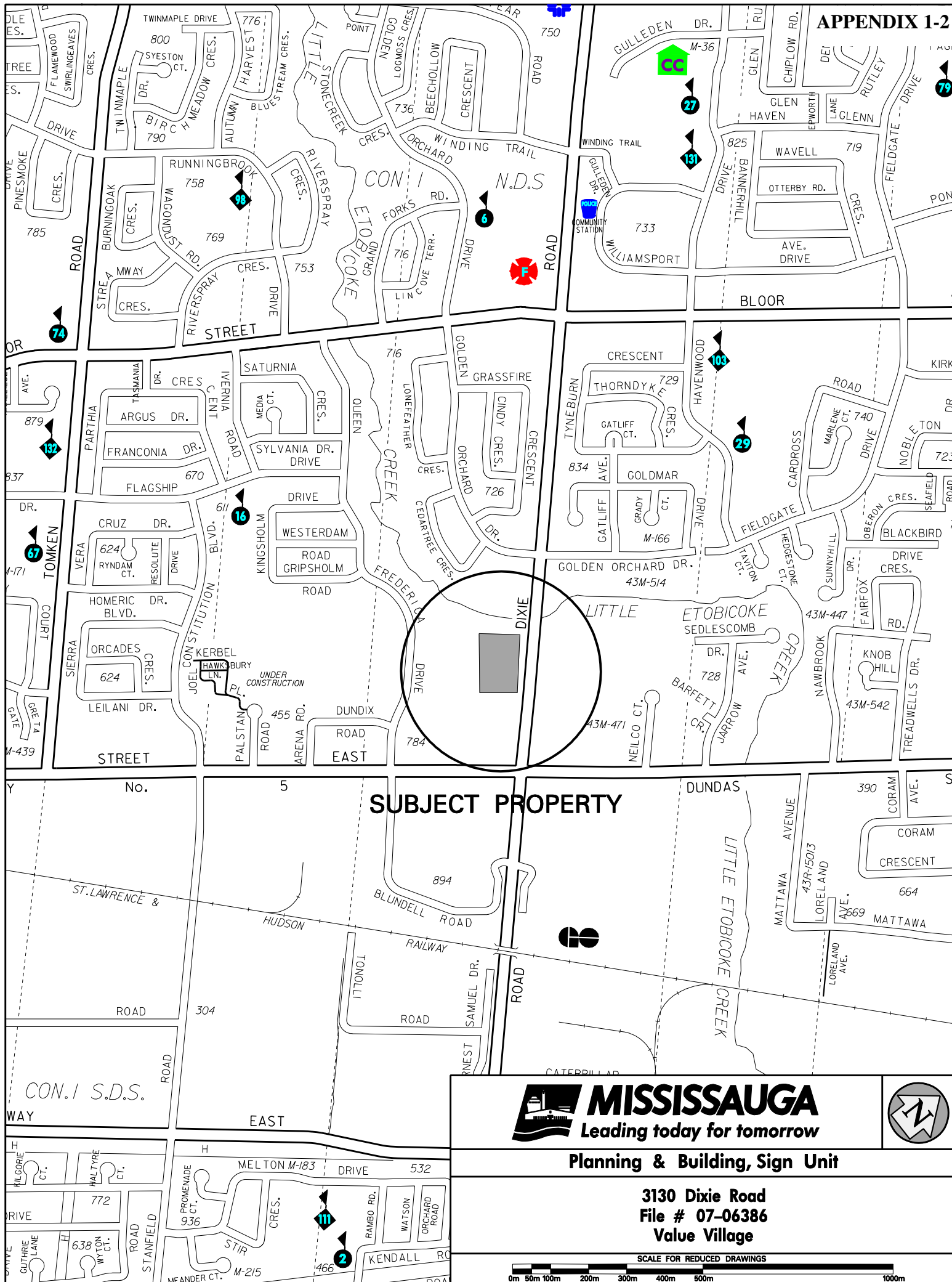
Section 17	Proposed
Does not permit fascia signs to have a changeable message area.	One (1) fascia sign located on the east elevation having a changeable message area.

COMMENTS:

The intent of the Sign By-law 0054-2002, as amend, is to have the fascia signs provide the identification of the business for the public. Read-o-graphs and electronic message boards are permitted on the ground sign to help businesses with advertising and to replace the need for mobile signs.

The proposed variance is to permit a fascia sign which is entirely a manual read-o-graph sign. The sign is a large box sign with a sign area of 7.2 sq. m. (77.5 sq. ft.). If permitted, it would set precedents to allow read-o-graphs on the facades of all free standing and multi-tenant commercial buildings in the City. The Planning and Building Department therefore does not find the proposed variance to be within the intent of Sign By-law 0054-2002, as amended.

Although the east elevation of the building needs some aesthetic improvement, the proposed variance adds no aesthetic value to the facade.



SUBJECT PROPERTY



Planning & Building, Sign Unit

**3130 Dixie Road
File # 07-06386
Value Village**



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



TEL: 519.220.0505 FAX: 519.220.0606 WWW.PRIDESIGNS.COM

July 24, 2007

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

Dear Jeff:

RE: Value Village – 3130 Dixie Road, Mississauga, ON – Variance Request

Please accept this letter on behalf of our client Value Village regarding the variance request for the fascia sign proposed for the East Elevation at our location noted above.

The proposed fascia sign on the East Elevation (side of the building facing Dixie Road) is a Read-O-Graph Fascia and as per the Sign-by-Law, Read-O-Graphs are not stipulated under the Fascia Sign Section.

There is an existing Value Village fascia sign located on the same elevation and including the sign area for that sign, the total wall area accumulates to 8.14% where we would be permitted 20%.

In addition, the proposed read-o-graph sign would provide a space to advertise specials within the store and also presents excellent exposure to traffic along Dixie Road. This is a highly visible elevation, which is not blocked by adjacent properties, and we feel that this exposure would be beneficial to the success of our business.

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 "Isabella Cerelli". The signature is fluid and cursive.

Isabella Cerelli
Permit Specialist

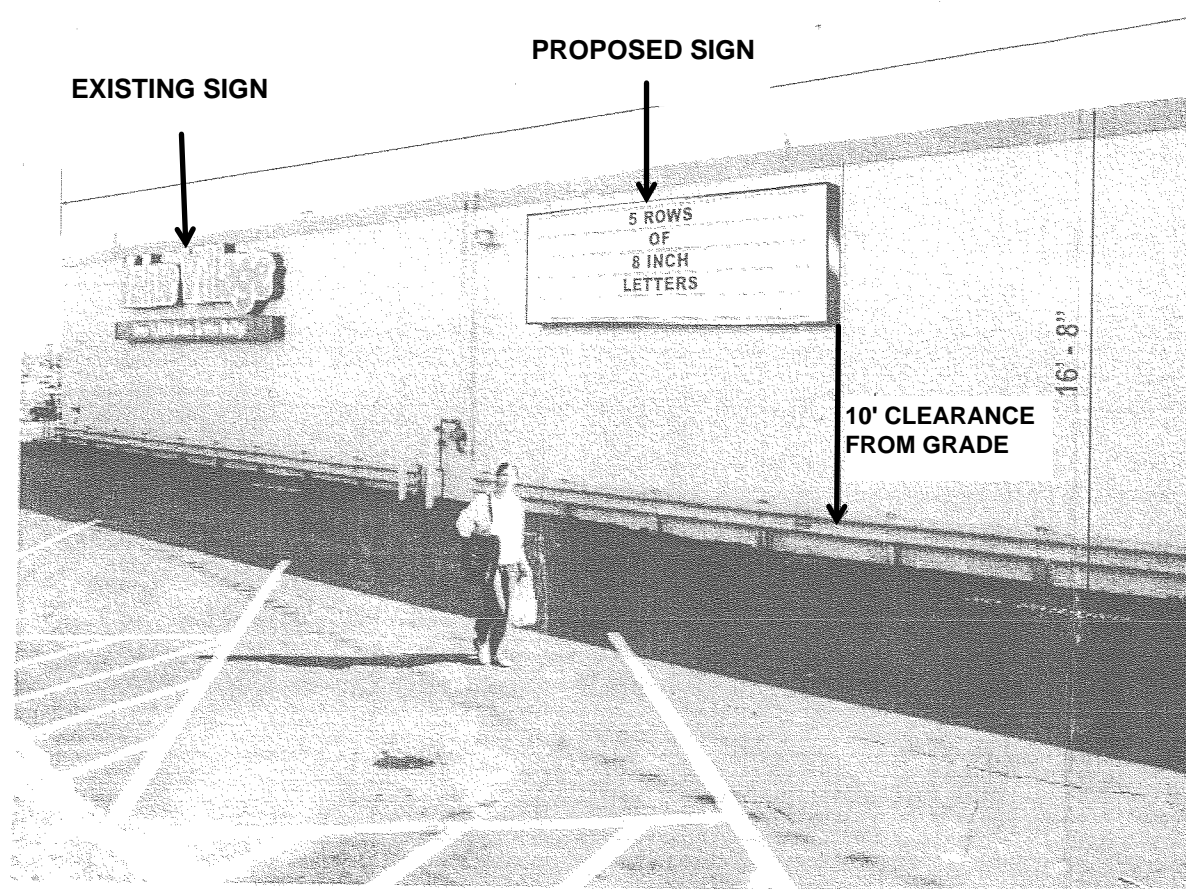
S/S Illuminated Fascia w/ readograph

Scale: n.t.s.

Drawing No.
#VV-002027-B.2

► Material Specifications

- Pride aluminum filler and retainer painted red GG #407-E5
- 3/16" white acrylic face with readograph track
- Fluorescent illumination



- ☐ Vector Artwork Required.
- ☐ Digital Image For Printing Required.
- ☐ Final Colour Specifications Required.
- ☐ Site Check Required.

- ☒ Preliminary Artwork
- ☐ Approved For Production



3130 Dixie Road
Mississauga, Ontario

Value Village

Sales : Jim Farwell
Drawn By : B. Guse
Date : July 13, 2007

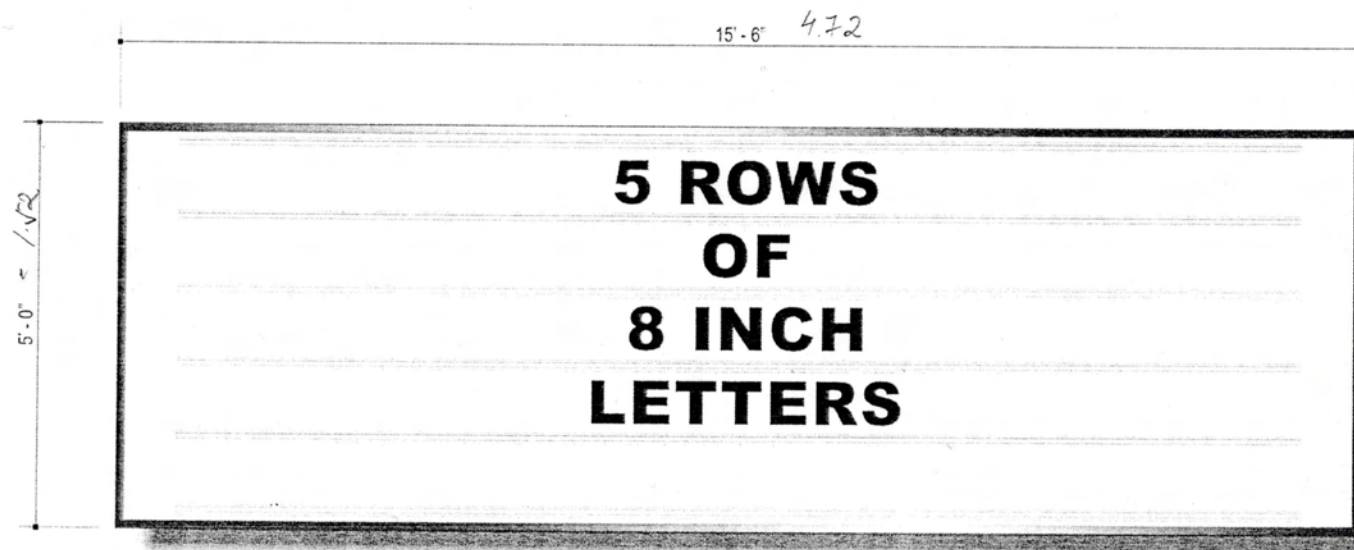
Client Approval

Revision Dates:

TOTAL SIGN AREA- 7.20m

S/S Illuminated Fascia w/ readograph

Scale: n.t.s.

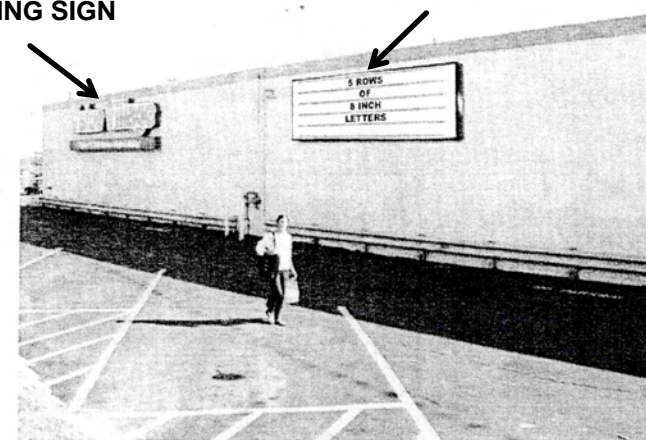


► Material Specifications

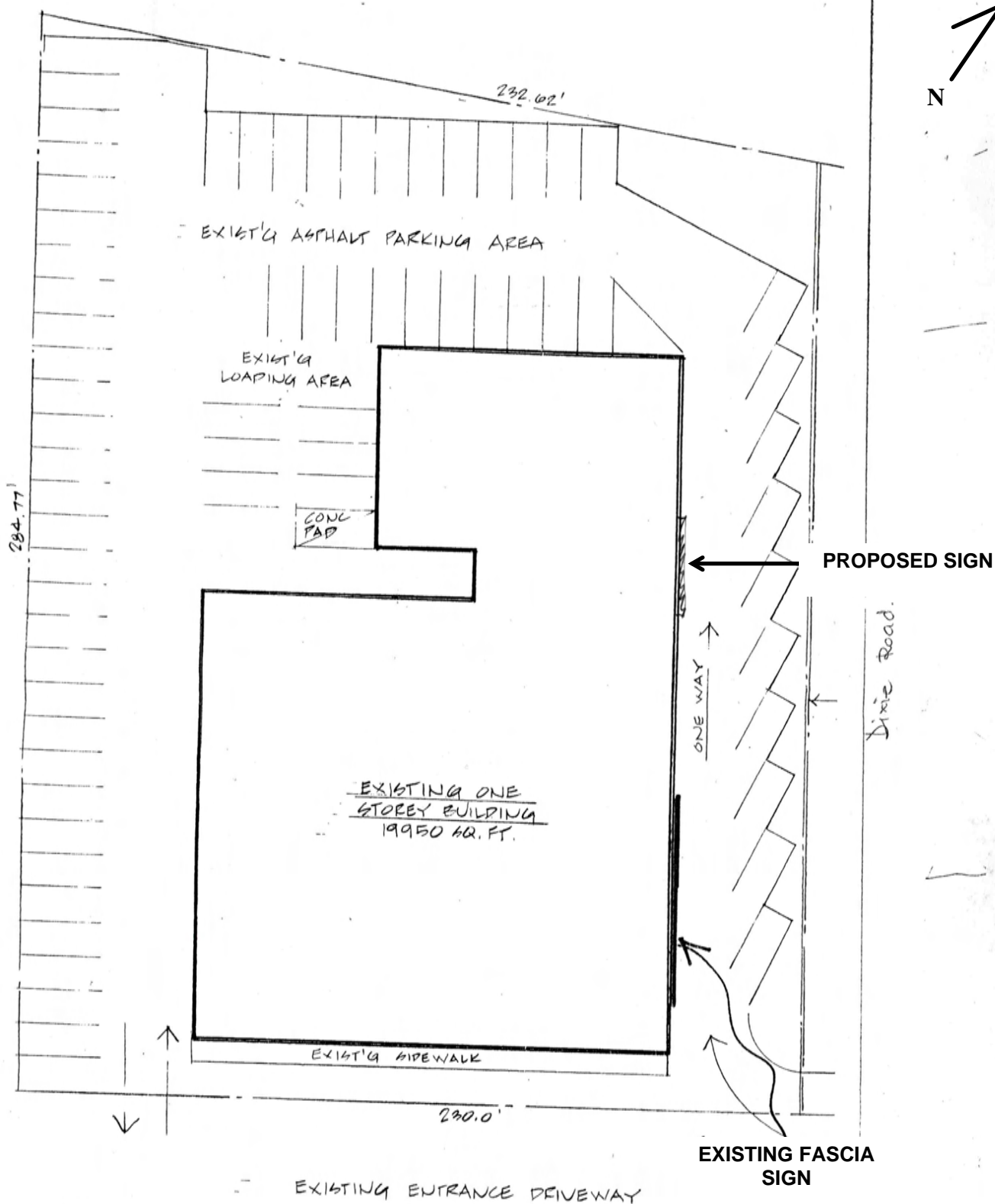
- Pride aluminum filler and retainer painted red GG #407-E5
- 3/16" white acrylic face with readograph track
- Fluorescent illumination

EXISTING SIGN

PROPOSED SIGN

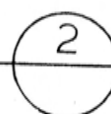


Sign Location



SITE PLAN

1" = 30'





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 16, 2007

FILE: 07-04222

RE: Amacon - Parkside Village Sales Pavilion
465 Burnhamthorpe Road - Ward 4

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

Section 27	Proposed
Permits construction site signs to have a maximum combined total sign area of 60 sq. m.(645.86 sq. ft.) per project.	Five (5) fascia construction site signs on the sales pavilion and two (2) additional construction site ground signs having a combined total sign area of 230.86 sq. m. (2485 sq. ft.).

COMMENTS:

The proposed variance is to permit five (5) fascia construction site signs on the sales pavilion and two (2) additional construction site ground signs.

The sales pavilion has incorporated the fascia signs into the design of their building. Due to the nature of the building, the Planning and Building Department finds the fascia signs to be acceptable from a design perspective.

There are three (3) existing construction site signs on the property, each having a sign area of 8.91 sq. m. (96 sq. ft.) and one billboard sign having an area of approximately 18.58 sq. m. (200 sq. ft.). The two (2) additional proposed construction site signs are 37.16 sq. m. (400 sq. ft.) each. Although there are a number of signs on the property, the property is large. The size of the proposed signs is in keeping with other construction site signs in the City Centre. The Planning and Building Department therefore finds the additional construction site ground signs to be acceptable from a design perspective.



A M A C O N

L I V E W E L L™

February 12, 2007

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 (Variance) – 465 Burnhamthorpe Rd West, Mississauga, Ontario

Please find attached a sign application respecting the above-noted property. Included with this application are three (3) site plans depicting the facia sign locations three (3) sets of building elevations, and three (3) site plans depicting the locations of the construction/ground signs and three (3) copies of the sign graphics.

We are seeking relief from the maximum allowable signage for the facia signs located on each side of the sales centre and the two ground/construction signs. The first variance being sought is in regard to maximum allowable coverage for the facai signs. The total allowable area for a facia sign is 0.4 square metres. We are seeking permission for a total of five (5) facia signs. Two signs located on the Burnhamthorpe Rd. frontage, and a single sign on the north, east and west sides of the sales centre. The total area of the proposed facia signs is 156.5 square metres. In order to properly market the first phase of the development the size and number of signs is necessary. The location of the sales centre fronting on Burnhamthorpe Rd provides the opportunity for exposure on all sides of the sales centre. The size and configuration of the sales centre can easily accommodate the size and number of the proposed facia signs. The distance of the sales centre from the adjacent roads requires the signs be large enough to be viewed from the surrounding roads. The size and location of the signage has no adverse impact on the adjacent properties.

The second variance being sought is for the maximum allowable area for a ground/construction sign. The maximum allowable area for signage is 60 square meters. We are seeking relief to permit five (5) ground/construction signs totaling 100 square meters. Approval was previsouly granted for three ground signs (12x8) which are advertising a development owned by Amacon located at 3515 Kariya Dr. Through this application we are seeking permission to install two (2) additional 20x20 ground signs at the east and western boundaries of the Burnhamthorpe Rd frontage. These signs will be marketing the first phase of development proposed for this site.

The signs can easily be accommodated on the site which comprises a total of 29 acres. The size and location of the signs are appropriate for the marketing of a development of this size. The proposed signs will have no adverse impact on the adjacent properties.

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,

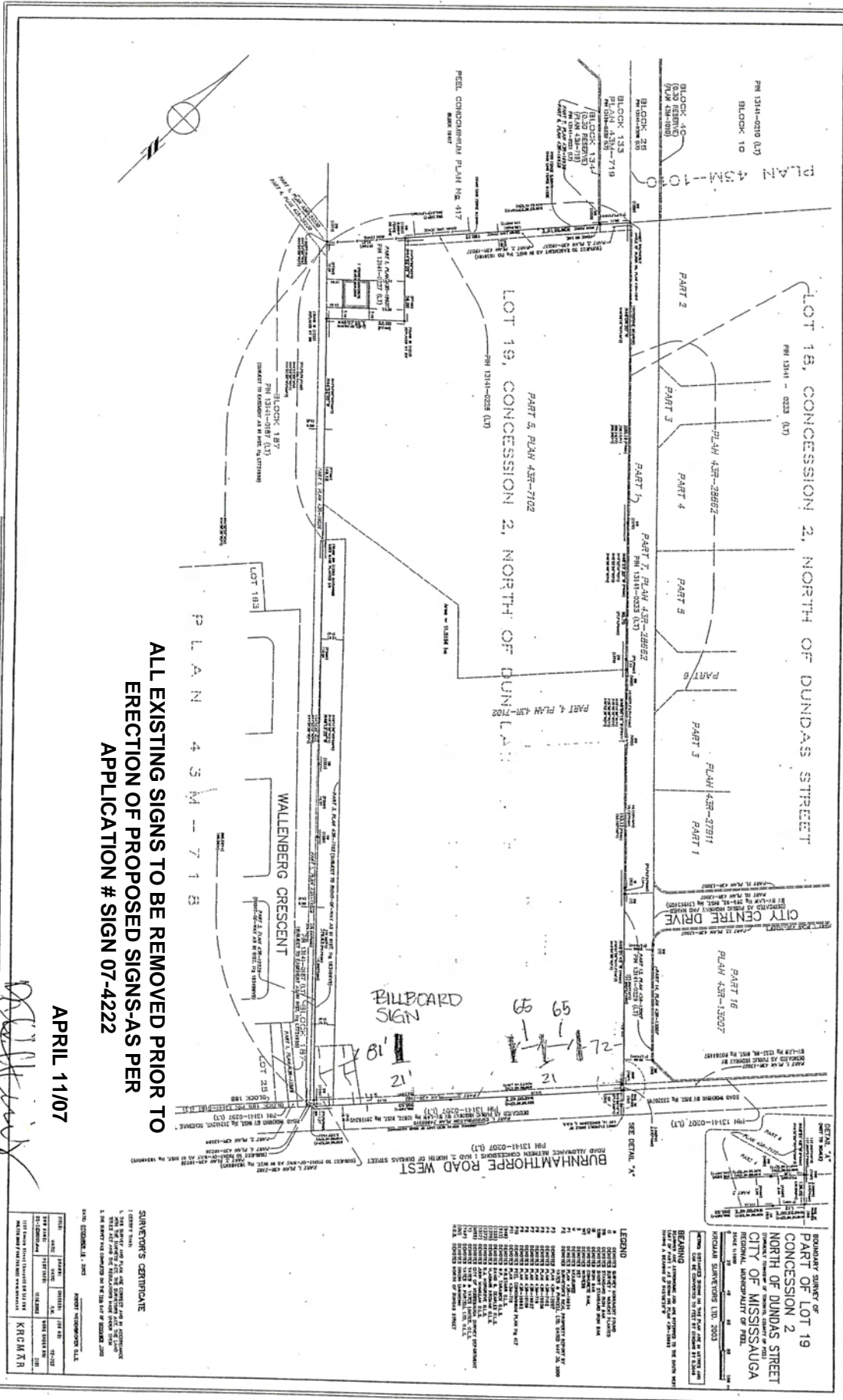
Amacon Development (Huronario) Corp.

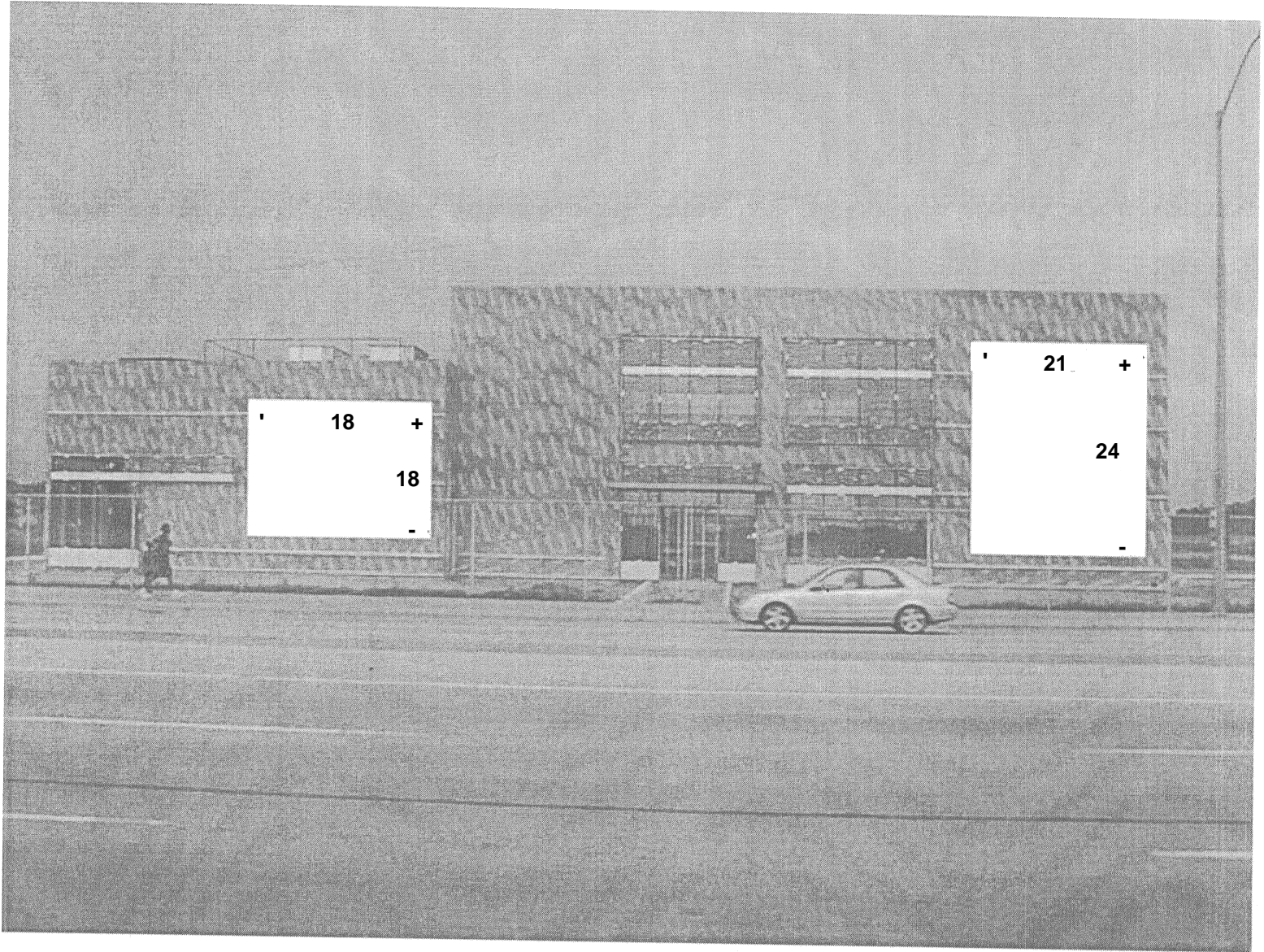
A handwritten signature in black ink, appearing to read 'David Hunwicks', written over a horizontal line.

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

Parkside sign justification ltr D Bryan 12Feb07

SIGN LOCATIONS: A 18' x 18' E 23' x 15'
ON BUILDING B 21' x 24'
C 10' x 24'
D 16' x 17'





A

B

SOUTH ELEVATION



C

EAST ELEVATION



D

NORTH ELEVATION



E

WEST ELEVATION



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 16, 2007

FILE: 07-06359

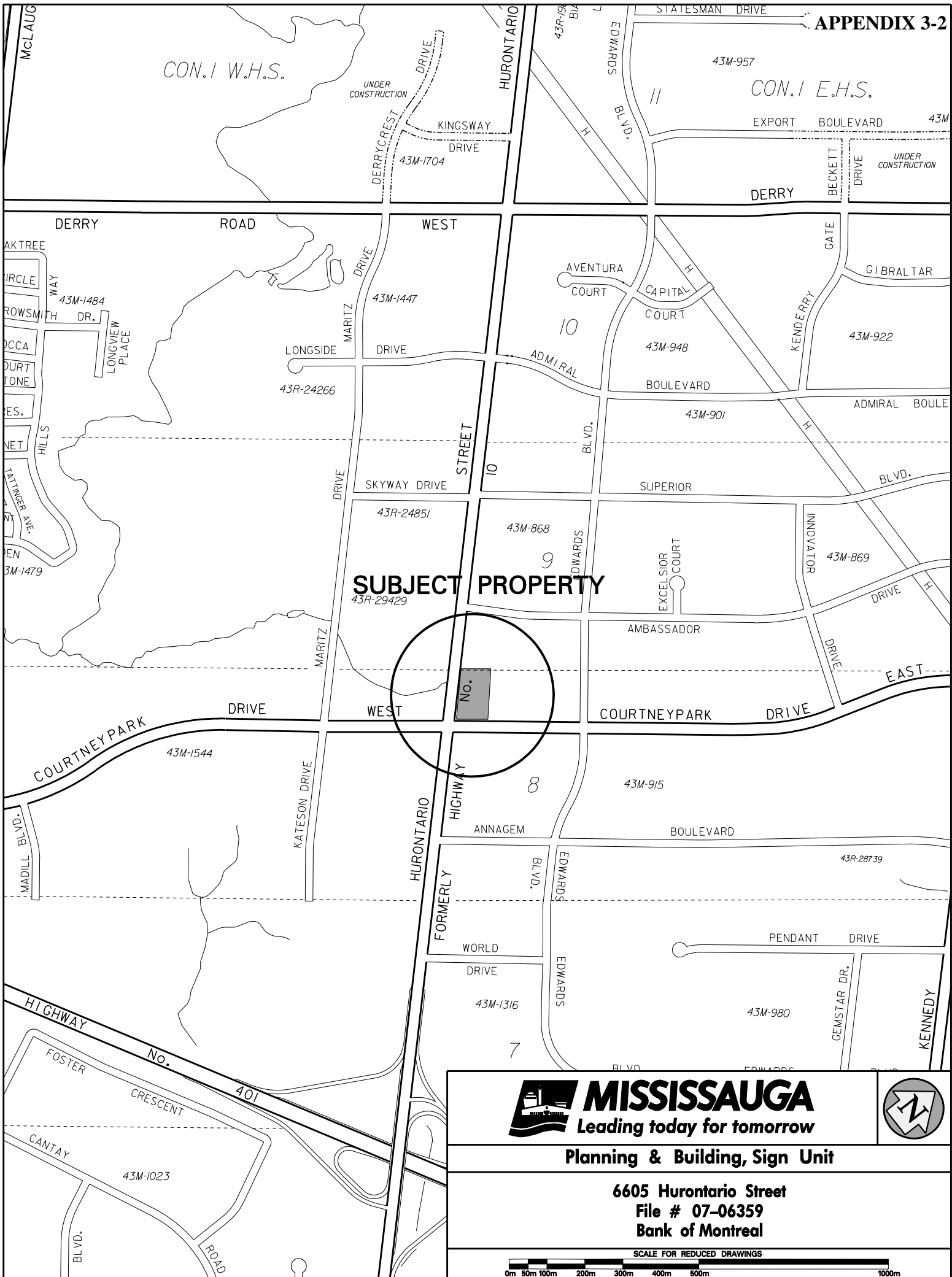
RE: Bank of Montreal
6605 Hurontario Street - Ward 5

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

Section 13	Proposed
Permits fascia signs to be located on the first storey of an office building.	Three (3) fascia signs to be located above the upper limits of the first storey of a six storey building.
Permits two additional fascia signs located between the limits of the top floor and parapet or roof level or located on the structure enclosing the mechanical equipment on the roof.	Two (2) fascia signs that projects above the roof level of the building.

COMMENTS:

1. The proposed fascia signs are placed slightly above the first floor of the building, at the level of the spandrel glass panels between the first and second floor. The Bank of Montreal occupies the first three stories of the building. The proposed fascia signs are well coordinated with the design of the building and therefore acceptable from a design perspective
2. The proposed fascia signs are placed on an architectural feature of the building. The proposed signs are placed on the architectural feature to be visible to traffic from both directions on Hurontario Street. The signs are placed on opposite sides of the feature and can not be seen at the same time. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



SUBJECT PROPERTY

43R-29429

No.



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

6605 Hurontario Street
File # 07-06359
Bank of Montreal





Corporate Real Estate
17th Fl., 55 Bloor Street West
Toronto, M4W 3N5
T: (416) 927-5961
F: (416) 927-3000

14 Aug. 2007

City of Mississauga

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

Re: Building Permit # 4941
Bank of Montreal – Courtney Park and Hurontario
Exterior building signs

With respect to the new premises located at the recently constructed building at the northeast corner of the intersection of Courtney Park Drive and Hurontario Street, BMO Financial Group respectfully requests permission for the following variances to the signage bylaw:

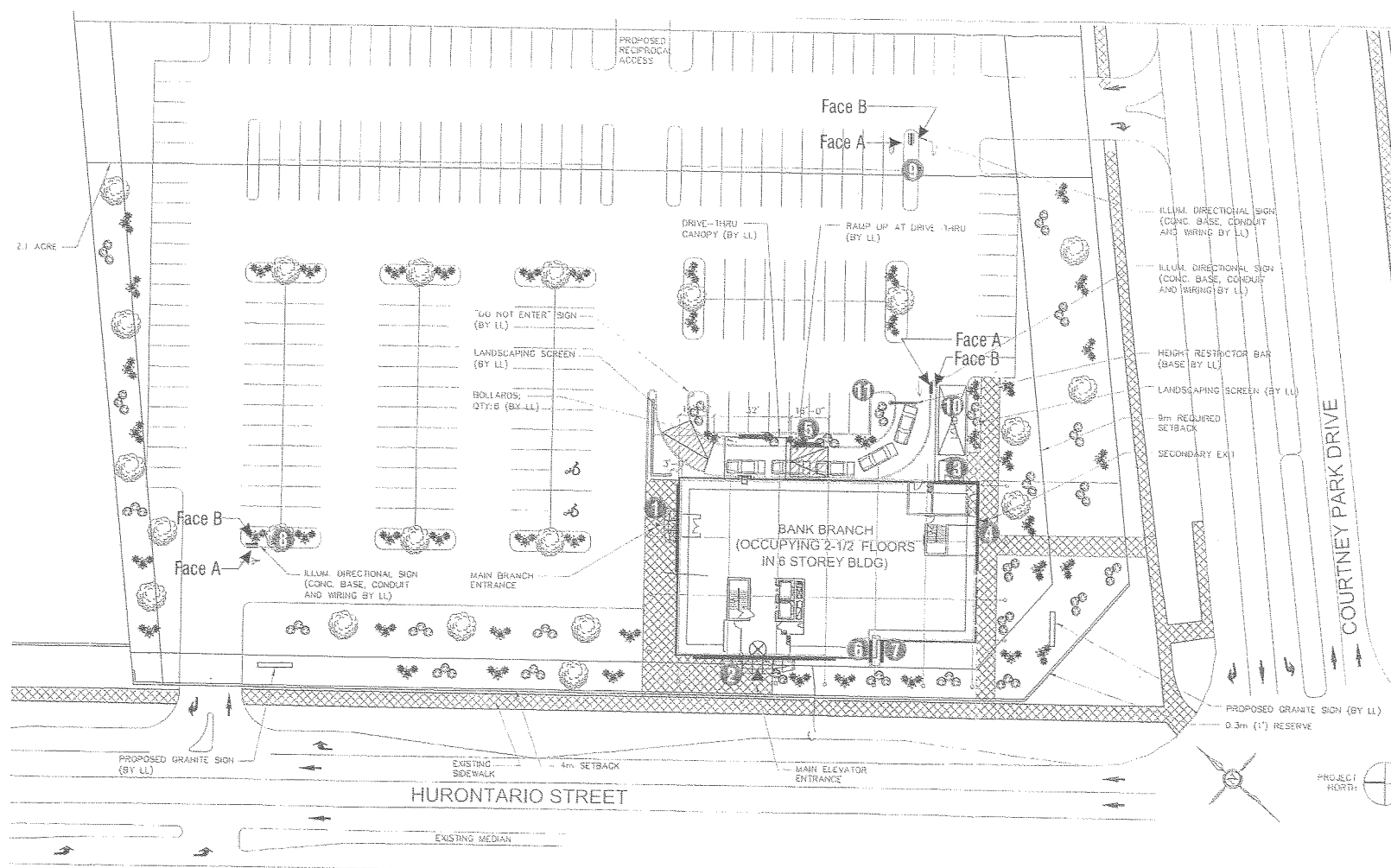
1. Permission is requested to install signs above the first floor. As these signs are at the level of the spandrel glass panels between the first and second floors (just slightly above the first floor) and BMO Financial Group occupies the first three floors, they are appropriately positioned with respect to our overall premises. The signs have been designed to be positioned, to best suit the features of the architectural façade.
2. Permission is requested to install a sign above the roof level. The building was designed with a vertical element specifically intended to display identification of the primary tenant of the building. As this is the Bank's new corporate headquarters for the City of Mississauga, it will provide BMO Financial Group with the distance exposure it desires to broadcast its new presence within the community.

This branch is a vital part of the BMO retail network and as per our financial competitors' locations in the City of Mississauga, it is important that proper visible identification be available to our customers.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Gregoire", with a long horizontal flourish extending to the right.

Robert J. Gregoire
Chief Architect Design
Corporate Real Estate
BMO Financial Group



Client BMO Courtney Park
Address 6605 Hurontario
Mississauga, ON

Dwg No BMO Courtney Park
Sales Don Kilgallen
Designer Dragos Rotundu

Date Apr 11, 17, 2007
Rev. July 18, 2007
Rev.

☒ CONCEPTUAL
NOT FOR CONSTRUCTION

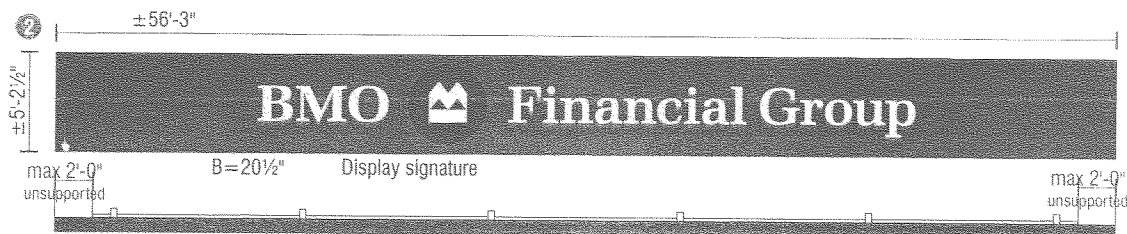
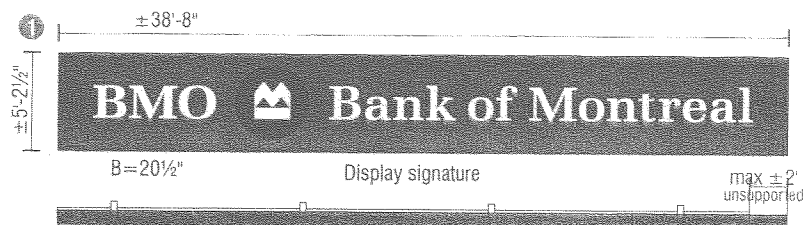
☐ SHOP READY
CONSTRUCTION CAPABLE

Page: 1 of

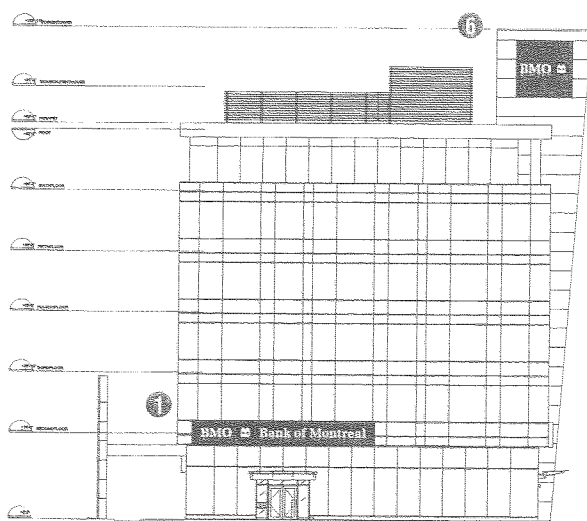
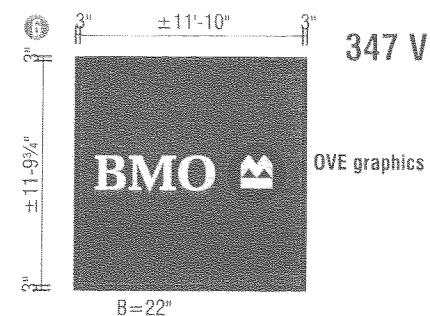
www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph: 905-332-8332 | Fax: 905-332-9994



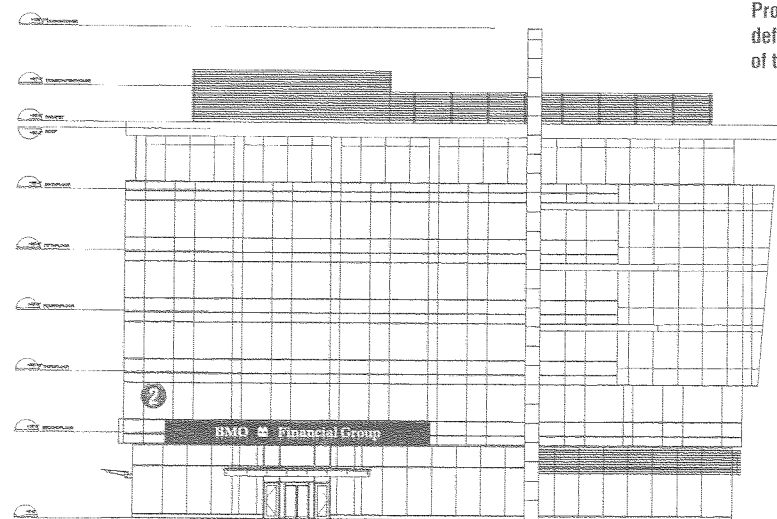
LEVEL



Scale: 1/8" = 1'



NORTH ELEVATION



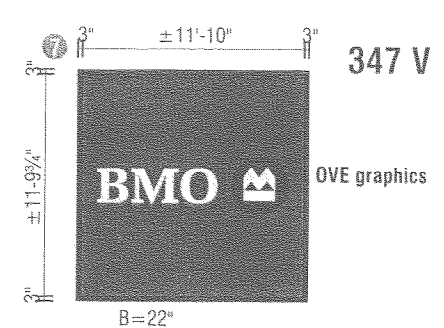
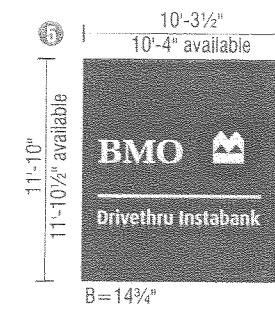
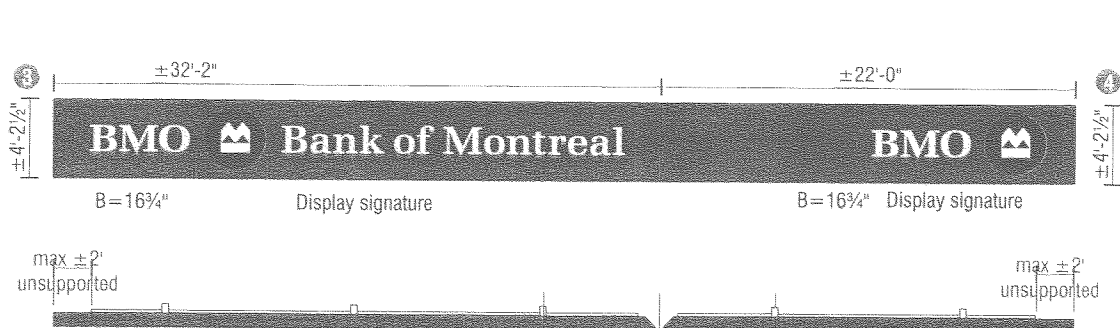
WEST ELEVATION

Provide detailed description defining lengths/heights/position of the signs.

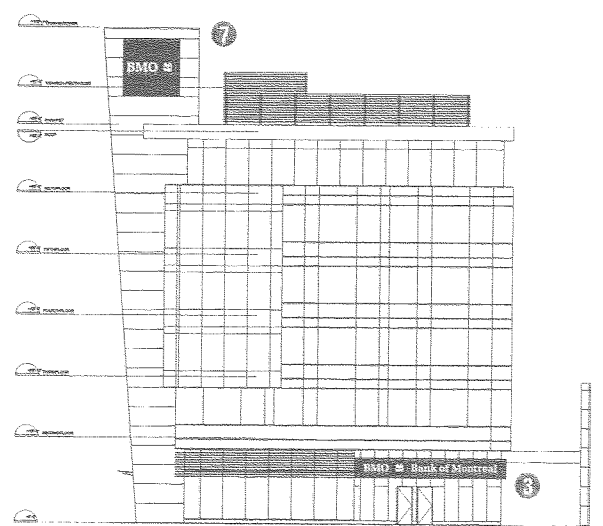
Scale: 1/32" = 1'

File: J:\data\BMO\PCL Quotes\PCL Courtney Park\Design

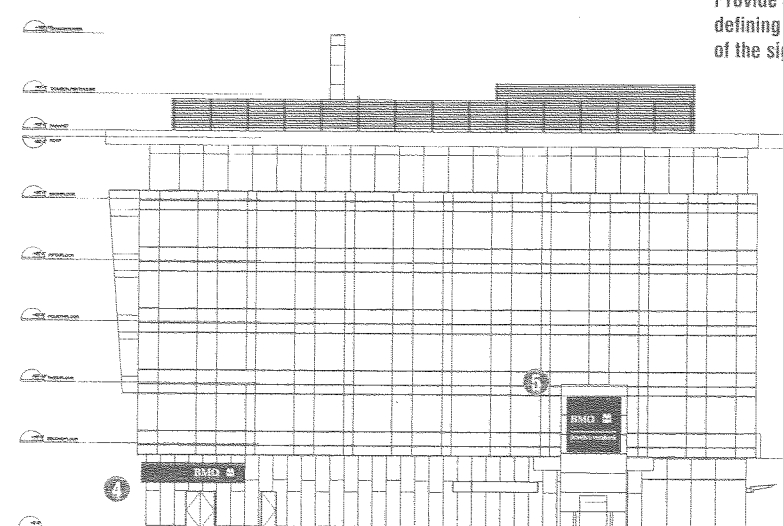
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	Address	6605 Hurontario	Sales	Don Kilgallen	Rev.	July 18, 2007					
		Mississauga, ON	Designer	Dragos Rotundu	Rev.						
							Page: 2 of				



Scale: 1/8" = 1'



SOUTH ELEVATION



EAST ELEVATION

Provide detailed description defining lengths/heights/position of the signs.

Scale: 1/32" = 1'

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	Client	BMO Courtney Park	Dwg No	BMO Courtney Park	Date	Apr 11, 17, 2007	<input checked="" type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE	www.zipsigns.com 5040 North Service Rd. Burlington, ON Ph: 905-332-8332 Fax: 905-332-9994		LEVEL
	Address	6605 Hurontario	Sales	Don Kilgallen	Rev.	July 18, 2007					
		Mississauga, ON	Designer	Dragos Rotundu	Rev.						
					Scale:		Page:	3 of			