



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2007)

DATE: November 13, 2007

TO: Chair and Members of Planning and Development Committee
Meeting Date: December 3, 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 November 13, 2007 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested four (4) Sign Variance Applications described in Appendices 1 to 4 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 07-05290
Ward 1
Runnymede Development Corporation
2040 Dundas Street East

To permit the following:

- (i) An addition to an existing ground sign creating a total sign area of 17.12 sq. m. per sign face.

- (b) Sign Variance Application 07-06741
Ward 1
Window Land
899 Lakeshore Road East

To permit the following:

- (i) One (1) fascia sign located above the upper limits of the first storey.

- (c) Sign Variance Application 07-07599
Ward 9
WC-410 Developments Limited – Bell Distribution Centre
3021 Argentia Road, Unit P-06

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 Variance **not be granted**:

- (a) Sign Variance Application 05-07534
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.

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 four (4) Sign Variance Applications (see Appendix 1 to 4) 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: Runnymede Development Corporation
Appendix 1-1 to 1-6

Window Land
Appendix 2-1 to 2-6

WC-410 Developments Limited – Bell Distribution Centre
Appendix 3-1 to 3-6

BDO
Appendix 4-1 to 4-8

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Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

November 6, 2007

FILE: 07-05290

RE: Runnymede Development Corporation
2040 Dundas Street East - Ward 1

The applicant requests the following variance to section 13, Table 3 of the Sign By-law 0054-2002, as amended.

Section 13 Table 3	Proposed
Maximum permitted sign area of 15 sq. m. per sign face.	An addition to an existing ground sign creating a total sign area of 17.12 sq. m. per sign face.

COMMENTS:

The additional sign area is to accommodate an electronic message board. The increase in sign area is minimal and the overall height of the sign meets the provision of the Sign By-law. The intent of the Sign By-law is to use of electronic message boards on ground signs to replace the need for mobile signs on commercial properties. The Planning and Building Department therefore finds the variance to be acceptable from a design perspective.

RUNNYMEDE

RUNNYMEDE DEVELOPMENT CORPORATION LIMITED

August 1, 2007

Majer Signs Inc.
91 Station Street # 9
Ajax, Ontario L1S 3H2

Attention: George Purchmajer

RE: Letter of Rationale for Permit Variance

The reason for our application for a variance to the sign by-laws for the existing pylon sign add on at 2040 Dundas Street East is due to the fact that when this project initially began and we obtained the parameters to sign sizes allowable according to the by-laws, we designed the additional sign c/w electronics to what we believed to be within these parameters, however, in our calculations of square footage we calculated by sectioning each signbox and adding the square footage together and apparently the building department calculates the square footage by encompassing all the signs on the pylon in one group. I realize that we are not over the by-law approved square footage by very much and we asked for this little extra as production has commenced on the signs and it would be appreciated to not reconstruct. I would appreciate your understanding with this matter

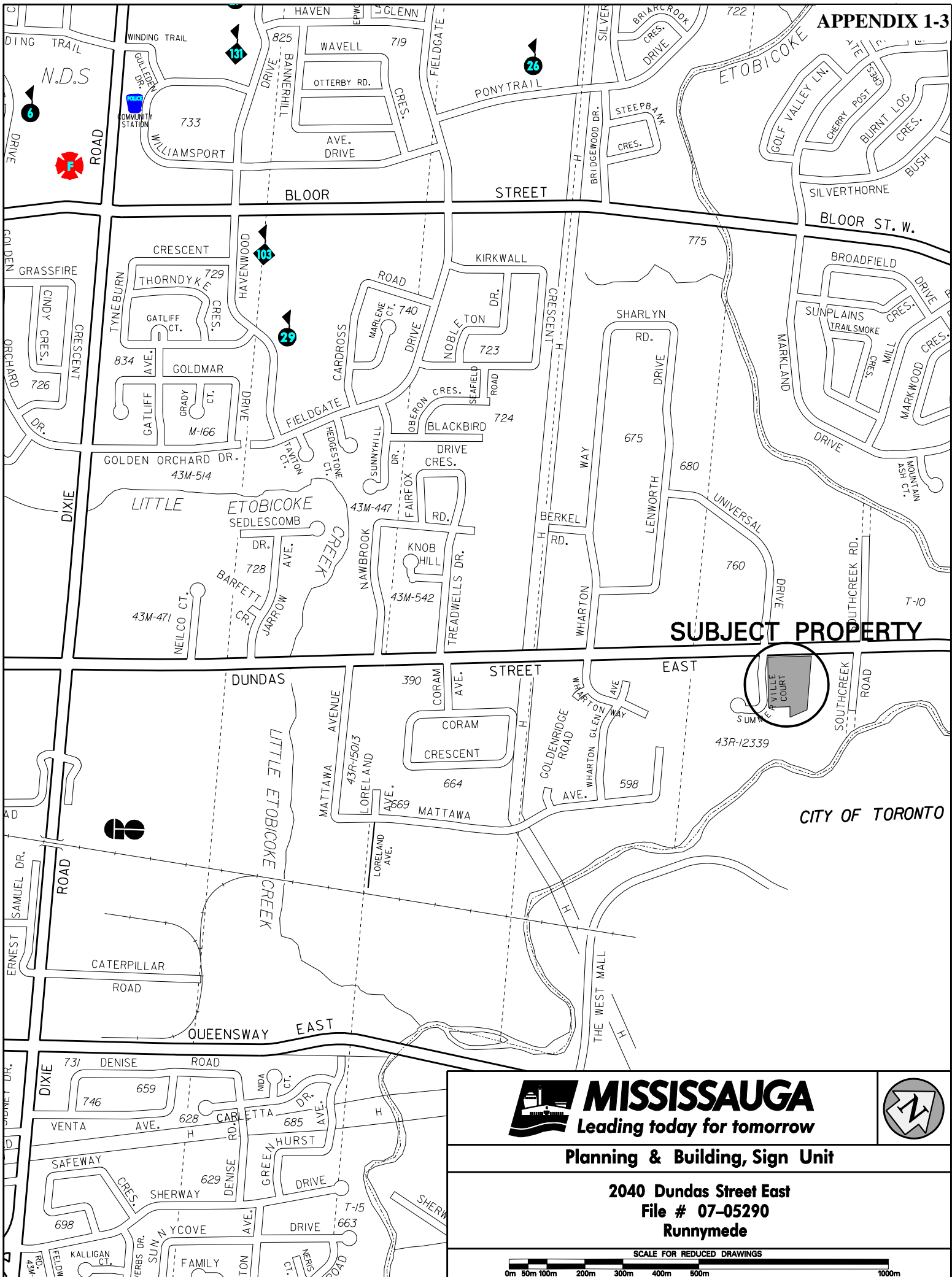
Regards

RUNNYMEDE DEVELOPMENT CORPORATION LIMITED



Karen Solursh-Smith
Manager, Commercial Leasing

Direct Line 416-298-0066 ex. 316
Fax 416-299-8008
Email karen@runnymede-dev.com



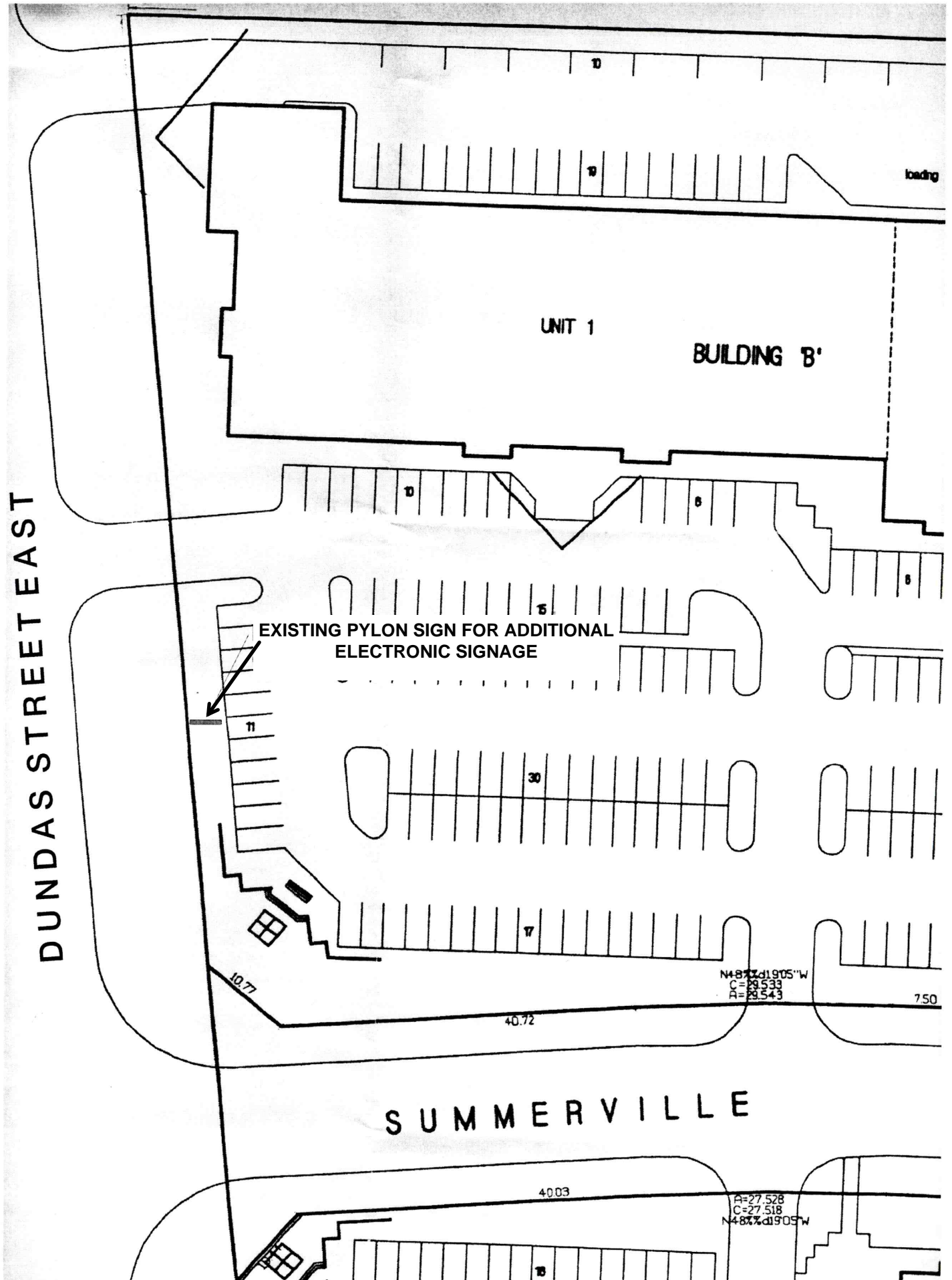
MISSISSAUGA
Leading today for tomorrow

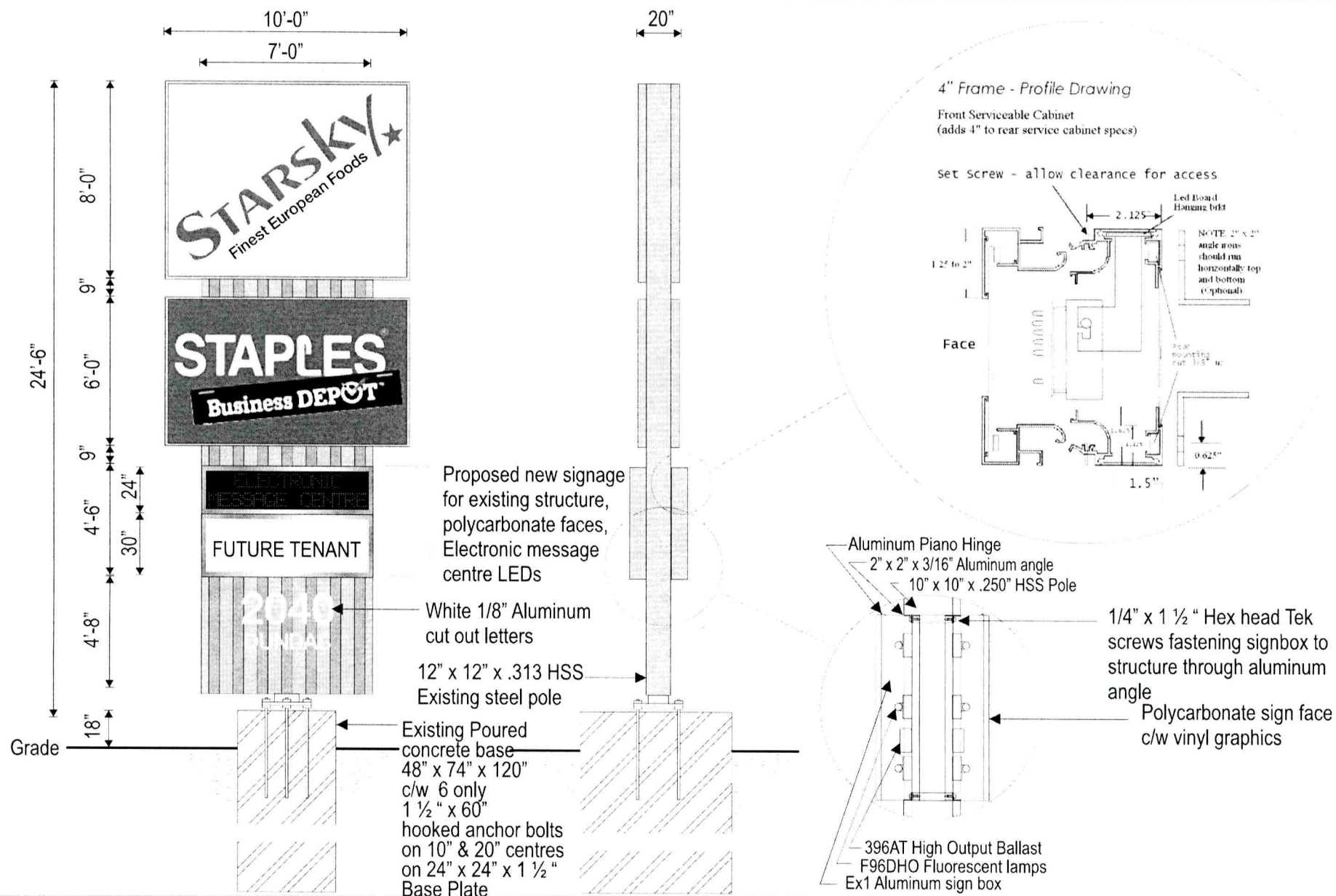


Planning & Building, Sign Unit

2040 Dundas Street East
File # 07-05290
Runnymede







Customer: Veritas Group
 Address: 2040 Dundas, Mississauga, Ont
 Date: April 26, 2007 Scale: 3/16"=1'-0"
 Account Executive: George
 Drawing #: 06-225 Page of

Approved: _____

This drawing is the property of Majer Signs Inc.
 and any reproduction in whole or in part without
 written consent by the authority of Majer Signs Inc.
 is a violation of the Copyright Act and is
 punishable by law.



91 Station Street - 9
 Ajax, Ontario, Canada
 L1S 3H2
 905-427-9935
 905-427-5025 fax
 www.majersigns.com



08/22/2007



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

November 6, 2007

FILE: 07-06741

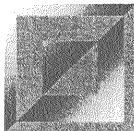
RE: Window Land
899 Lakeshore Road East - Ward 1

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

Section 13	Proposed
Permits fascia signs to be located no higher than the upper limits of the first storey.	One fascia sign located above the upper limits of the first storey.

COMMENTS:

Although the proposed fascia sign is slightly above the limits of the first storey, the size and location of the sign is in keeping with the design of the building. The Planning and Building Department therefore find the proposed variance acceptable from a design perspective.

**Orion Pacific Engineering Inc.**

7875 Tranmere Drive, Unit 17
Mississauga, Ontario, L5S 1T8
Tel: 905-362-1533
Fax: 905-362-1544
www.orionpacificeng.com

August 14, 2007

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

Re: Application for Sign Variance
899 Lake Shore Rd. East

Following is the description of the rationale for the variance to a facial sign required for the subject premises:

Sign Description:

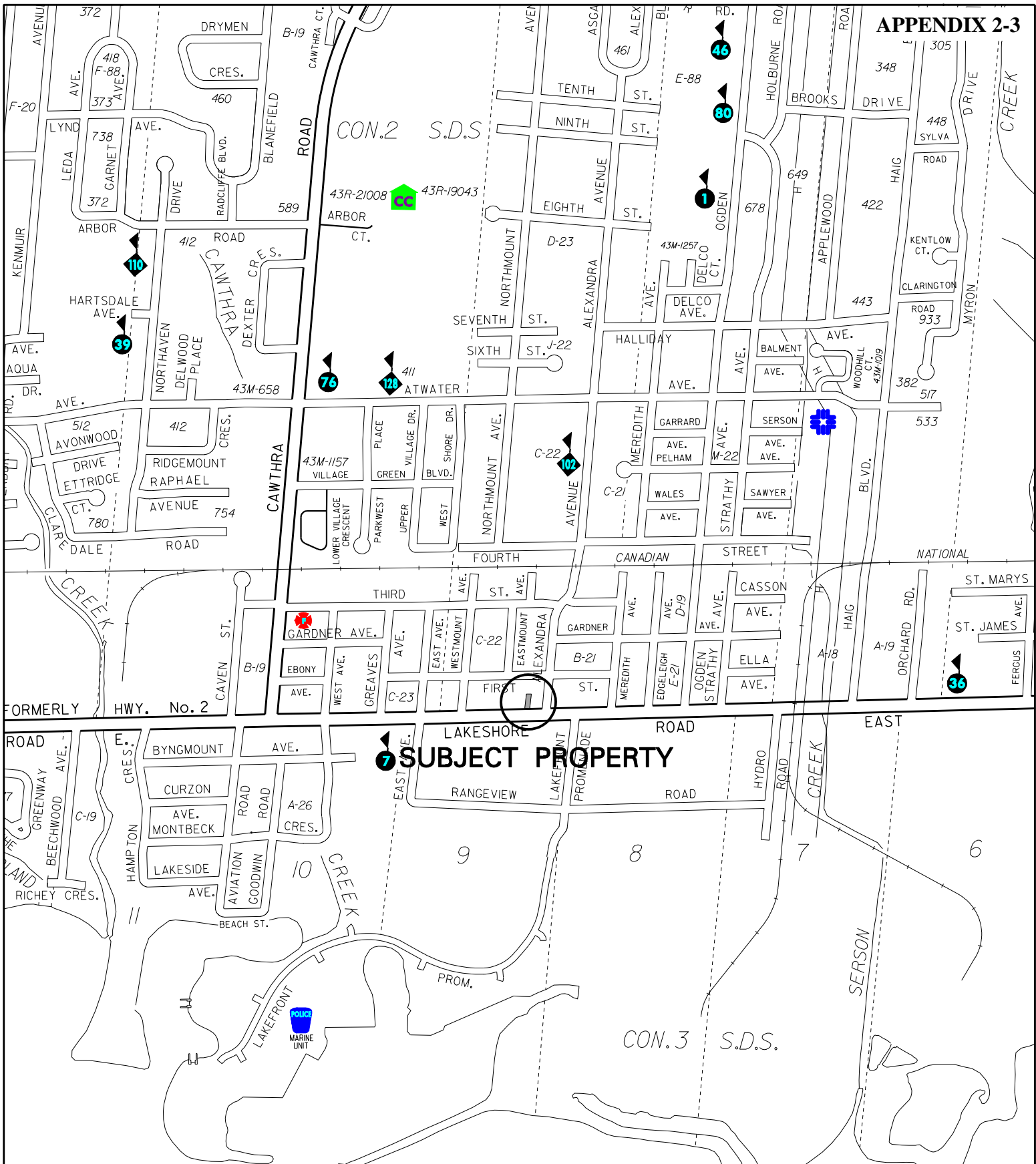
1. The property consists of two dwellings. The required sign is for the business at the main floor.
2. The dimensions of proposed sign are 18 feet long by 30 inches high. The existing vertical space between the top of the windows of the main floor and the finish floor level of the upper floor is 14 inches. Therefore, the top of the sign will project about 16 inches above the finish floor level of the upper dwelling.

We trust this will satisfy the "Application for Sign Permit / Sign Variance" that we submitted along with the "Application for a Permit to Construct or Demolish" to issue the required sign permit. In the meantime, please do not hesitate to contact the undersigned if you have any question or require more information.

Sincerely,

Ned Naami, P. Eng.
Orion Pacific Engineering Inc.

Cc: - Mr. Mazin Shaban-Window Land Co.



Planning & Building, Site Plan

899 Lakeshore Road East
File # 07-6741
Window Land

SCALE FOR REDUCED DRAWINGS

PLAN B21

Lot Area $9.30 \times 36.10 \text{ M}$
 $= 335.70 \text{ M}^2$

Building Area $6.28 \times 8.08 \text{ M}$
 $= 50.7 \text{ M}^2$

GFA NON-RESIDENTIAL:

FLOOR AREA = 50.7 M^2

DEDUCTIONS:

WASHROOM = 3.9 M^2

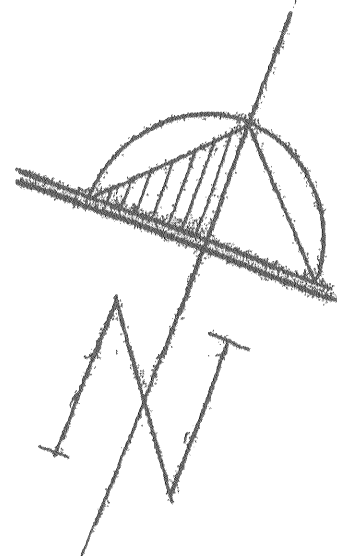
STAIRWELL = 1.3 M^2

TOTAL = 5.2 M^2

GFA = $50.7 - 5.2 = 45.5 \text{ M}^2$

EXISTING PORCH
AND STAIRS

PROPOSED
SIGN



PARKING REQUIRED

1ST FLOOR BUS: OFFICE
 $3.20 / 100 \text{ M}^2$

$45.5 \text{ M}^2 \times 3.2 / 100 = 1.45$

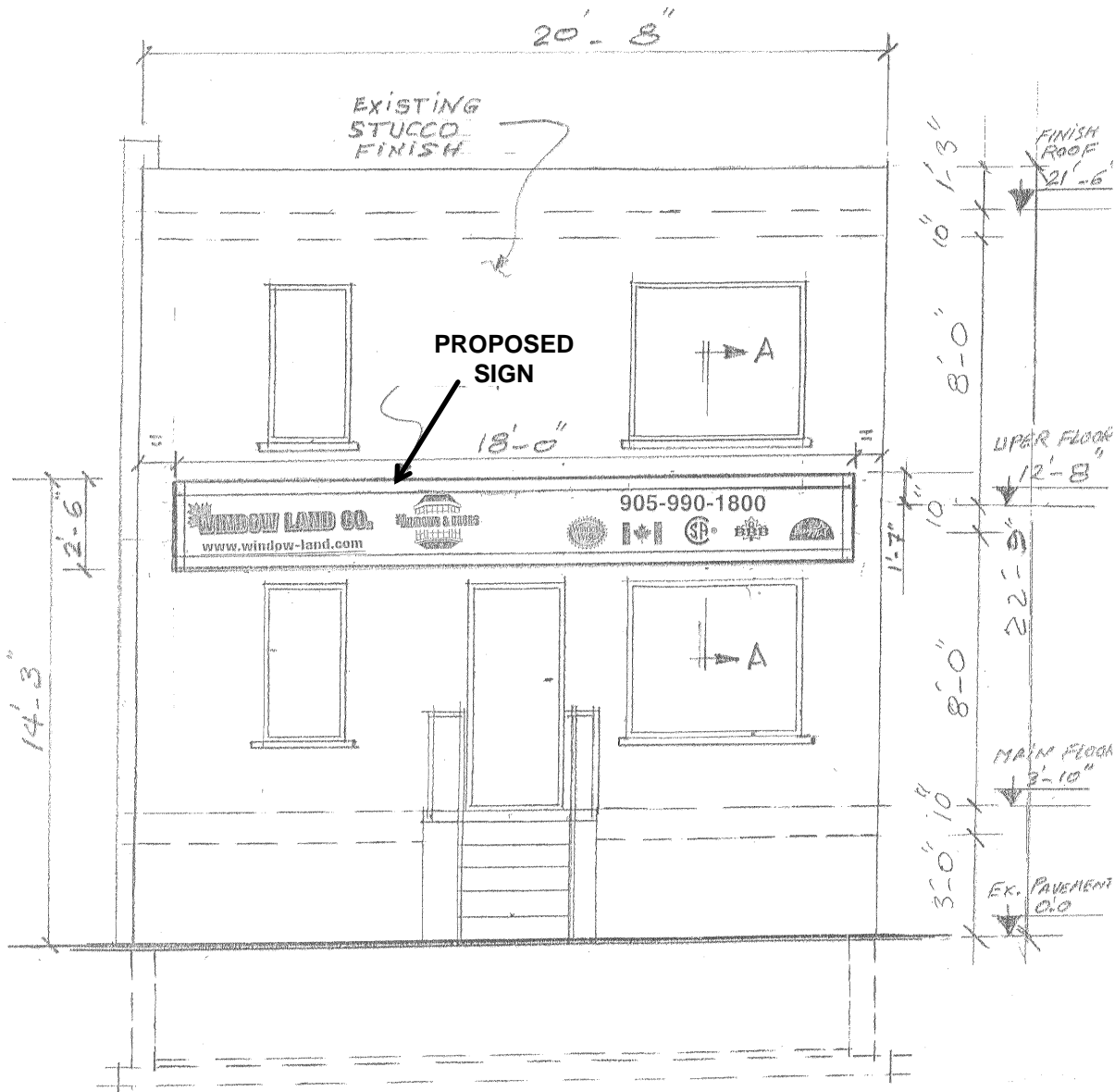
2ND FLOOR APPT.

Total Parking
 Required = 2
 AVAILABLE = 2

SITE PLAN

SC. 1 / 150

LAKE SHORE ROAD EAST



Existing Front Elevation

$$SC, \frac{1}{4}'' = 1'-0''$$

CITY OF MISSISSAUGA BY-LAW 54-20

PARAGRAPH (13)

1ST FLOOR = $12'-8'' \times 20'-8'' = 261.8ft^2$
(FACE AREA)ALLOWABLE 20% OF AREA = $52.4ft^2$ FACIA SIGN AREA = $2'-6'' \times 18'-0'' = 45ft^2$

Revision 2 July 11, 2007

The undersigned has reviewed & taken responsibility for this design, and has the Qualifications and meets the requirements set out in the Ontario Building Code to be a designer.

QUALIFICATION INFORMATION

Required unless design is exempt under 2.17.5.1 of the building code

KAMAL SALAME 21558

Name BCIN#

Signature

REGISTRATION INFORMATION

Required unless design is exempt under 2.17.4.1 of the building code

KAMCO TECHNIQUE LTÉE 28970

FIRM Name BCIN#

FLOURESCENT LIGHT

CONNECT TO EXISTING STUDS

 $\frac{3}{8}'' \phi$ WOOD SCREWS BY

6" LONG W/ WASHER

@ 32" ϕ .

EXISTING WOOD STUDS

EXISTING WOOD JOISTS

12'-8"

ABOVE EX.

PAVEMENT

CONNECT TO EXISTING JOIST

 $\frac{1}{2}'' \phi$ THREADED RODS W/ 2 NUTS &2 WASHERS @ 48" ϕ .

SECTION A-A

$$\frac{1}{2}'' = 1'-0''$$



899 LAKESHORE ROAD EAST
SOUTH ELEVATION

17/09/2007



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

November 6, 2007

FILE: 07-07599

RE: WC-410 Developments Limited – Bell Distribution Centre
3021 Argentia Road, Unit P-06 - 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 elevation of the building which faces a parking lot or driveway.	One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.

COMMENTS:

The proposed variance is for a fascia sign on the rear elevation of the unit facing an existing gas station site. The building is sited along Argentia Road with a minimal setback from the property line which has allowed the rear elevation of the building to be exposed to Argentia Road through the gas station site. The proposed variance permits the public travelling westbound along Argentia Road to identify the business and the closest entrance to the site. The Planning and Building Department therefore finds the variance to be acceptable from a design perspective.

Please note that a similar variance was recently approved for this particular development.

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



TEL: 519.220.0505 FAX: 519.220.0606 WWW.PRIDESIGNS.COM

September 13, 2007

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

Dear Jeff:

RE: VARIANCE – Bell, 3155 Argentia Road Unit P-06, Mississauga, ON

Please accept this letter on behalf of our client Bell Distribution Centre regarding the variance request for the fascia sign proposed for the North Elevation at our location noted above.

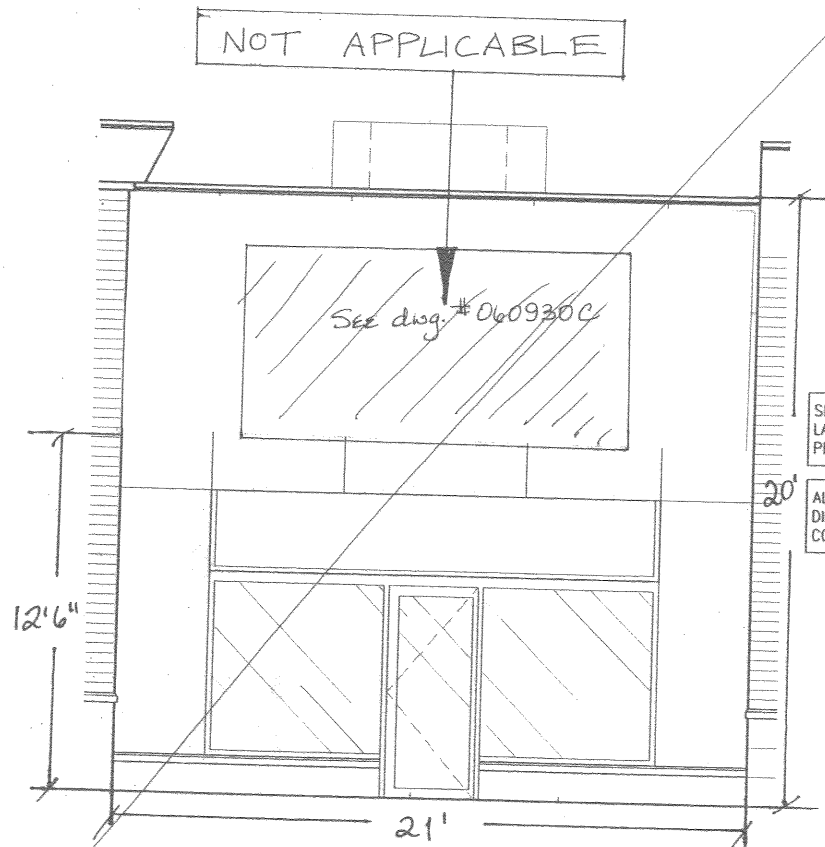
We feel due to the situation of the building on the lot, a sign on this elevation would provide great exposure for traffic along the driveway of the existing Shell station as well as south-west traffic approaching from Argentia Road. This is a highly visible elevation and we feel that our client will 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,

David Nong
Technical Permits Coordinator

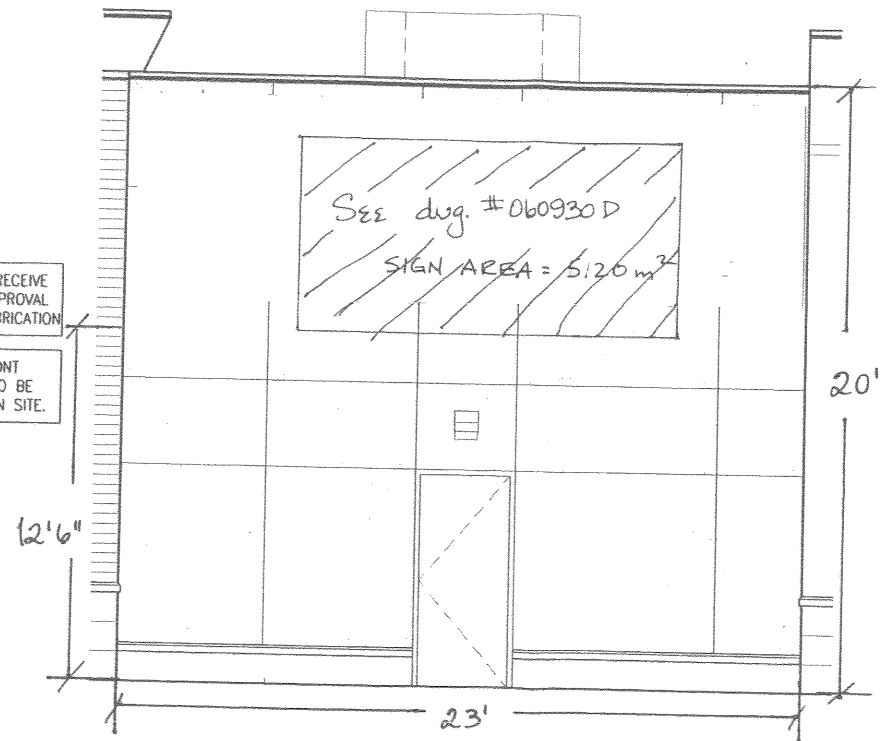




5 ELEVATION

SIGNAGE TO RECEIVE
LANDLORD APPROVAL
PRIOR TO FABRICATION

ALL STOREFRONT
DIMENSIONS TO BE
CONFIRMED ON SITE.

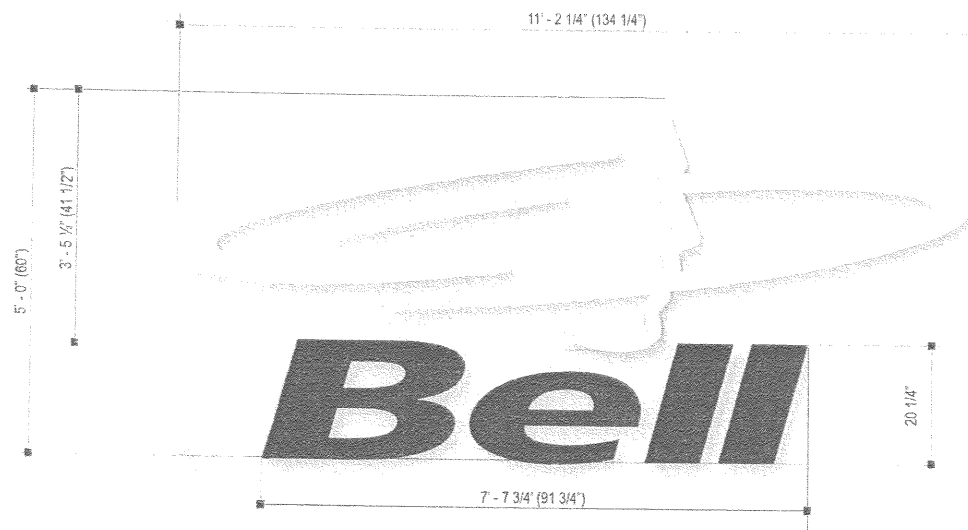


6 ELEVATION

SIGN AREA = 5.20 m²

Illuminated Channel Letters and Logo

Scale: 1/2" = 1'



Material Specifications

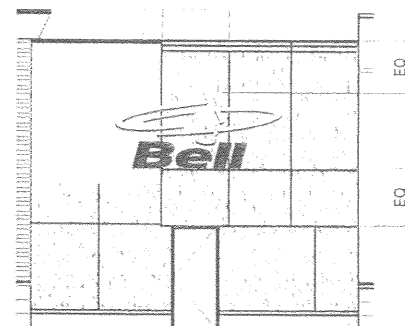
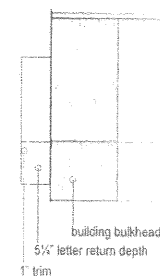
Logo

- Pre-painted white aluminum returns
- 3/16" yellow #2016 acrylic face
- 1" white trim cap
- White LED illumination

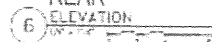
Letters

- Pre-painted white aluminum returns
- 3/16" white acrylic faces with blue 3m VT #4080 translucent vinyl applied to 1st surface
- 1" white trim cap
- White LED illumination

Illuminated Channel Letters - Profile View



REAR ELEVATION



Drawing No.
#060930 D

☒ P.O. # 069727

☐ Vinyl Colours Open

Vinyl

☒ 3M 3M-VF #4080

Acrylic

☐ 3/16" white

☐ 3/16" yellow acrylic #2016

Paint

☐ Pre-painted white

☐ Vector Artwork Required.

☐ Digital Image For Printing Required

☐ Final Colour Specifications Required

☒ Site Check Required

☒ Preliminary Artwork

☐ Approved For Production

Client Approval



3021 ARGENTIA ROAD
REAR (EAST) ELEVATION



3021 ARGENTIA ROAD
REAR (EAST) ELEVATION



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

November 6, 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 building located between the limits of the top floor and the parapet/roof level.	A fifth fascia sign located between the limits of the top floor and the parapet/roof level.

PREVIOUS COMMENTS (*June 11, 2007 PDC meeting*):

There are four existing fascia signs at the top of the building for CIBC. BDO is one of many tenants of the building. 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 cannot support the variance from a design perspective.

COMMENTS:

On June 11, 2007, the Planning and Development Committee deferred the decision on this sign variance application until the Ward Councillor met with staff to discuss the matter. The Planning and Building Department met with the Ward Councillor and reviewed the proposed variance application. However, there were no conclusions from these discussions that would change the staff's recommendation. It was therefore agreed to bring the recommendation back to Planning and Development Committee for a final decision.

O&Y ENTERPRISE

REAL ESTATE SERVICES

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:

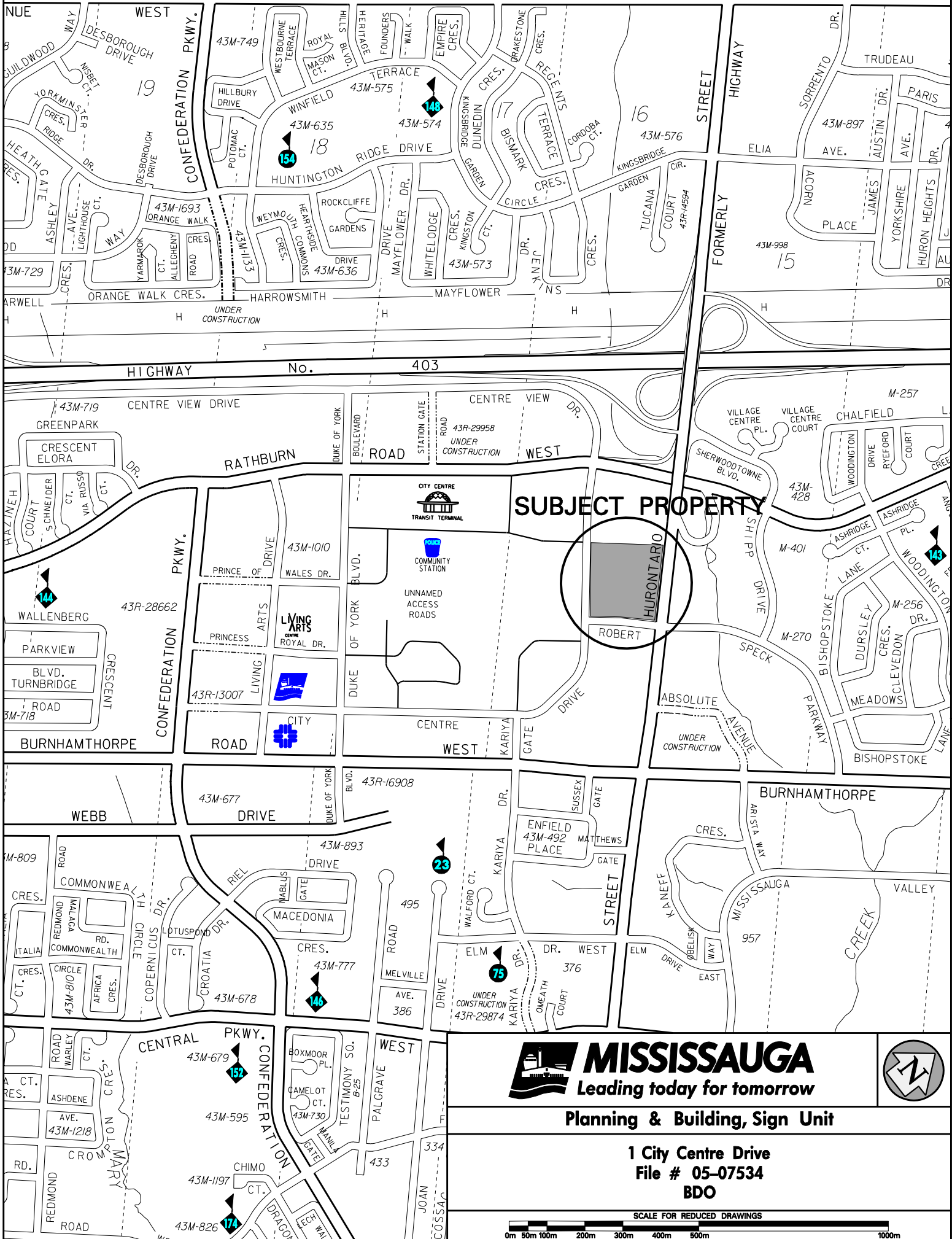
I, the undersigned, having signing authority on behalf of City Centre Plaza Limited by its Manager, O & Y Enterprise Limited Partnership by its general partner O & Y Enterprise GP Inc., hereby acknowledge a variance permit is required for BDO Signage at 1 City Centre Drive. We do wish for this application 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.

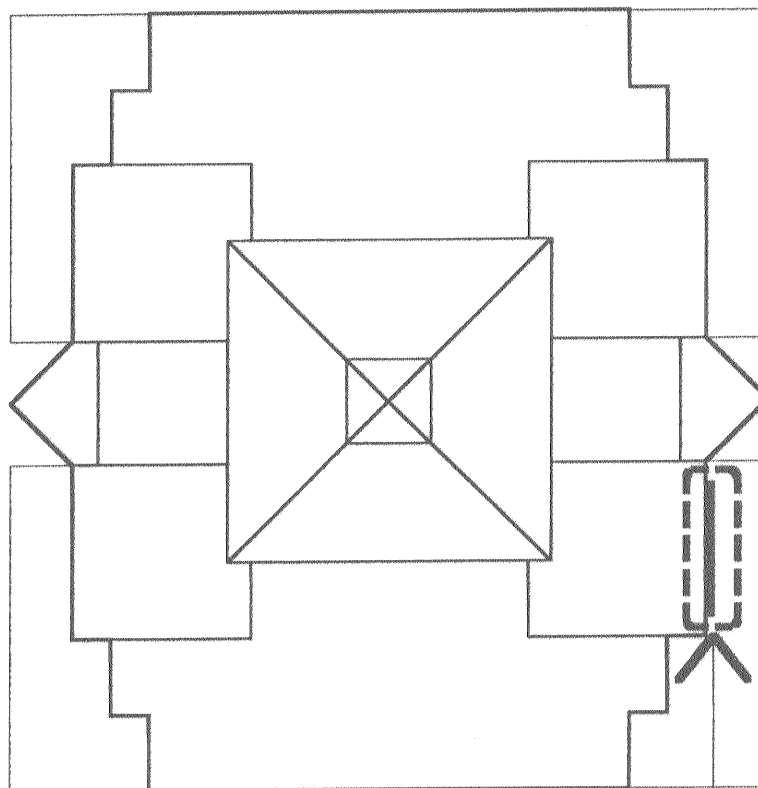
Very truly yours,
O & Y Enterprise LP



Carol Van Mierlo
Director
Property Management



CITY CENTRE DRIVE



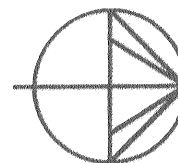
ASK-2

HYW.403


LOCATION OF NEW SIGN BOX**BUILDING ADDRESS:**

1 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO

NORTH



HYW.10

 Scott Morris Architects INC. 2 St. Clair Avenue East, Suite 909 Toronto, Ontario, M4T 2R1 Tel: (416) 924-2177 Fax: (416) 924-7398			Project BDO Exterior Signage		Reference	
			Drawing Title SITE/LOCATION PLAN		Designed By S.B.	Date 10 JUNE 2005
1	ISSUED FOR EXT. SIGNAGE TENDER	10, JUNE/05	Issued For TENDER		Drawn By S.B.	Project No. 55.02
					Scale N.T.S.	Drawing No. 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 flr, 2nd ,& 3rd flrs;
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;
Expedito Ship Management, #1510;
KCL Contracting, #1515;
1086424 Ontario Inc, #1520;
Brewers Retail, 16 & 17th flrs;

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?

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