

Originator's

Files BL.03-SIG (2008)

DATE: January 15, 2008

TO: Chair and Members of Planning and Development Committee

Meeting Date: February 4, 2008

FROM: Edward R. Sajecki

Commissioner of Planning and Building

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

Sign Variance Applications

RECOMMENDATIONS: T

That the Report dated January 15, 2008 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested eighteen (18) Sign Variance Applications described in Appendices 1 to 18 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances be granted:
 - (a) Sign Variance Application 07-05156
 Ward 1
 AyA Kitchens and Baths Ltd.
 1551 Caterpillar Road

To permit the following:

- (i) Two (2) banner signs each with an area of 83.61 sq. m. (900 sq. ft.).
- (ii) Two (2) fascia signs located above the upper limits of the first storey of the building.

For a period of 1 year.

- (iii) The sign proposed on the east elevation is not located on a building façade.
- (b) Sign Variance Application 07-04847 Ward 1

Aqua Systems

1730 Dundas Street East

To permit the following:

- (i) One (1) fascia sign on the east elevation erected higher than the upper limited of the first storey of the building.
- (c) Sign Variance Application 07-08047

Ward 2

RBC Dominion Securities

1672 Lakeshore Road West

To permit the following:

- (i) One (1) awning sign on the north elevation projecting partly over a street, subject to the applicant entering into an encroachment agreement with the City.
- (ii) One (1) awning sign on the east elevation not located on a building façade.
- (iii) Four (4) awning signs (one on each elevation) projecting 0.91 m (3 ft.).
- (d) Sign Variance Application 06-00944

Ward 4

Deloitte

1 City Centre Drive

To permit the following:

(i) A sixth fascia sign located between the limits of the top floor and the parapet/roof level.

(e) Sign Variance Application 07-08051

Ward 4

Earl's Restaurant

100 City Centre Drive

- (i) One (1) fascia sign not located on the unit occupied by the business.
- (f) Sign Variance Application 07-08097

Ward 4

Square One

100 City Centre Drive

- (i) Two (2) multi-faced cube signs on columns at the east elevation.
- (ii) Two (2) roof signs located on the north elevation and two roof signs located on the east elevation.
- (g) Sign Variance Application 07-06742

Ward 4

Daniels Gateway Rental Communities 674 Huntington Ridge Drive

- (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- (h) Sign Variance Application 07-08037

Ward 5

Casebank Technologies Inc.

6205 Airport Road

- (i) A third fascia sign located between the limits of the top floor and parapet or roof level.
- (ii) One (1) fascia sign that is 2.44% (9.5 sq. m.) of the building face on which the sign is located.
- (i) Sign Variance Application 07-06744

Ward 5

Daniels Gateway Rental Communities

720 Avonwick Avenue

- (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- (j) Sign Variance Application 07-06743
 Ward 5
 Daniels Gateway Rental communities
 689 Fourwinds Drive
 - (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- (k) Sign Variance Application 07-08124Ward 5Malton Village7075 Rexwood Road
 - (i) Proposed ground sign with an area of 2.5 sq. m. (26.3 sq. ft.).
- (l) Sign Variance Application 07-06451
 Ward 7
 Ready Honda-Certified Used Cars
 424 Hensall Circle
 - (i) One (1) ground sign having a sign area of 16.24 sq. m. (174.81 sq. ft.) per sign face.
 - (ii) One (1) ground sign having an overall height of 7.22 m (23.68 ft.).
- (m) Sign Variance Application 07-06747
 Ward 8
 Daniels Gateway Rental Communities
 3035 Artesian Drive
 - (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.

- (n) Sign Variance Application 07-06746
 Ward 8
 Daniels Gateway Rental Communities
 4600 Kimbermount Avenue
 - (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- (o) Sign Variance Application 07-06745
 Ward 9
 Daniels Gateway Rental Communities
 5625 Glen Erin Drive
 - (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- (p) Sign Variance Application 07-06748
 Ward 9
 Daniels Gateway Rental Communities
 2900 Rio Court
 - (i) A ground sign having a sign area of 2.97 sq. m.(31.96 sq. ft.), subject to the municipal address and street name being added to the sign.
- 2. That the following Sign Variance **not be granted**:
 - (a) Sign Variance Application 07-04547Ward 1Pizza-Pizza707 Lakeshore Road East

To permit the following:

(i) One (1) ground 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 07-04016Ward 4HT Physiotherapy640 Eglinton Avenue West

To permit the following:

(i) One (1) fascia sign located on the second storey of the building and not located on the unit which the business occupies.

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 eighteen (18) Sign Variance Applications (see Appendices 1 to 18) 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: AyA Kitchens and Baths Ltd.

Appendix 1-1 to 1-13

Aqua Systems

Appendix 2-1 to 2-10

RBC Dominion Securities

Appendix 3-1 to 3-7

Deloitte

Appendix 4-1 to 4-6

Earl's Restaurant

Appendix 5-1 to 5-6

Square One

Appendix 6-1 to 6-8

Daniels Gateway Rental Communities

Appendix 7-1 to 7-6

Casebank Technologies Inc.

Appendix 8-1 to 8-5

Daniels Gateway Rental Communities

Appendix 9-1 to 9-7

Daniels Gateway Rental Communities

Appendix 10-1 to 10-6

Malton Village

Appendix 11-1 to 11-7

Ready Honda-Certified Used Cars

Appendix 12-1 to 12-5

Daniels Gateway Rental Communities

Appendix 13-1 to 13-7

Daniels Gateway Rental Communities

Appendix 14-1 to 14-6

Daniels Gateway Rental Communities Appendix 15-1 to 15-7

Daniels Gateway Rental Communities Appendix 16-1 to 16-6

Pizza-Pizza Appendix 17-1 to 17-9

HT Physiotherapy Appendix 18-1 to 18-7

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

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	Two fascia signs located above the upper limits
first storey of each occupancy.	of the first storey of the building.
Section 14	Proposed
Fascia signs are permitted to be located on a	The sign proposed on east elevation is not
building facade of each occupancy.	located on a building facade.

PREVIOUS COMMENTS: (Planning and Development Committee – September 4, 2007)

The proposed variance is to permit two existing banner signs to remain. Banner signs are not permitted by 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.

COMMENTS:

On September 4, 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. As it was a banner, it was agreed to permit the proposed variance for a period of one year.



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 L4X2Z6 Tel: 905.848.1999 Fax: 905.848.5127 www.AyA Kitchens.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 prematurly, 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,

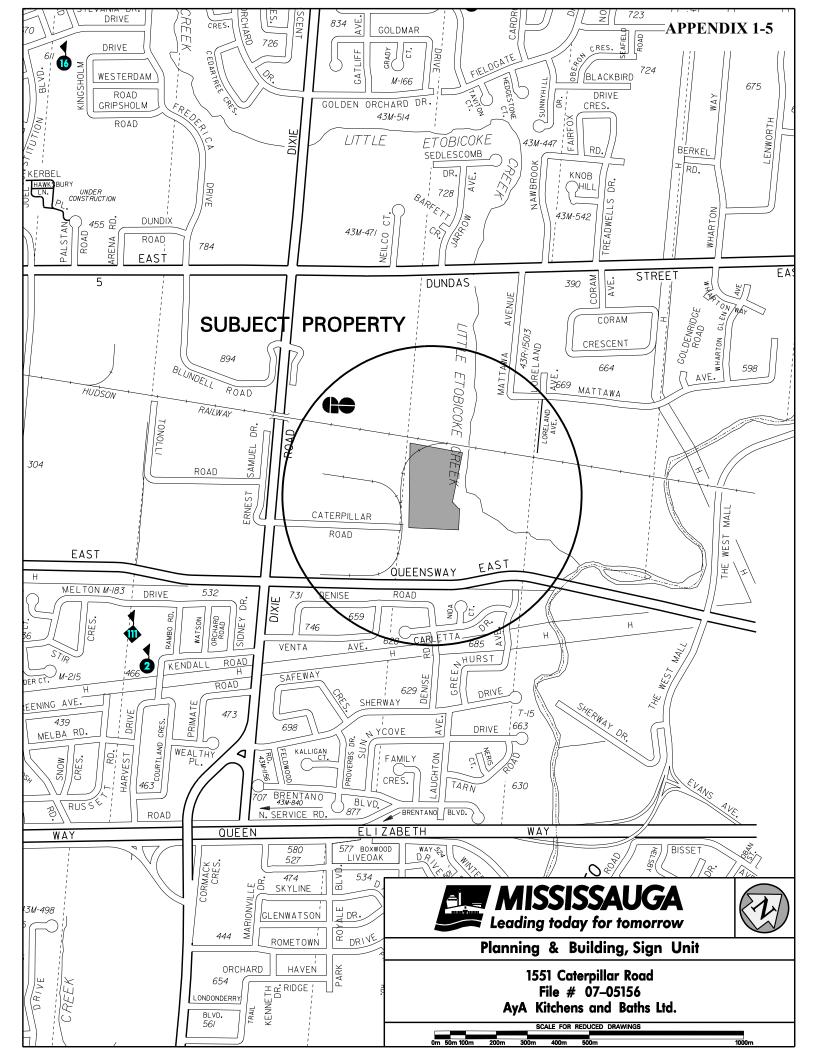
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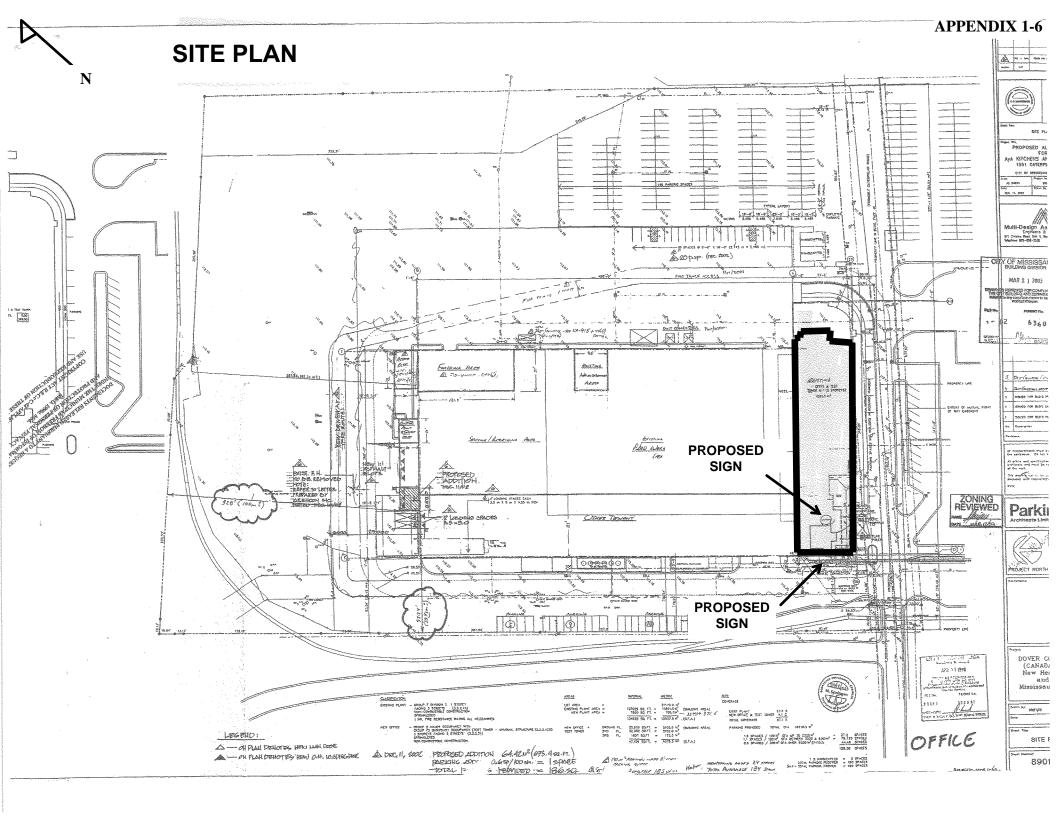
David Marcus

President

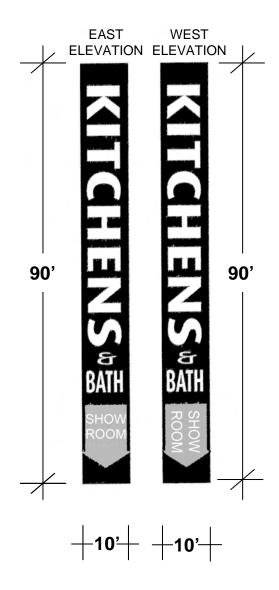
AyA Kitchens and Baths, Ltd.

MMMILLE

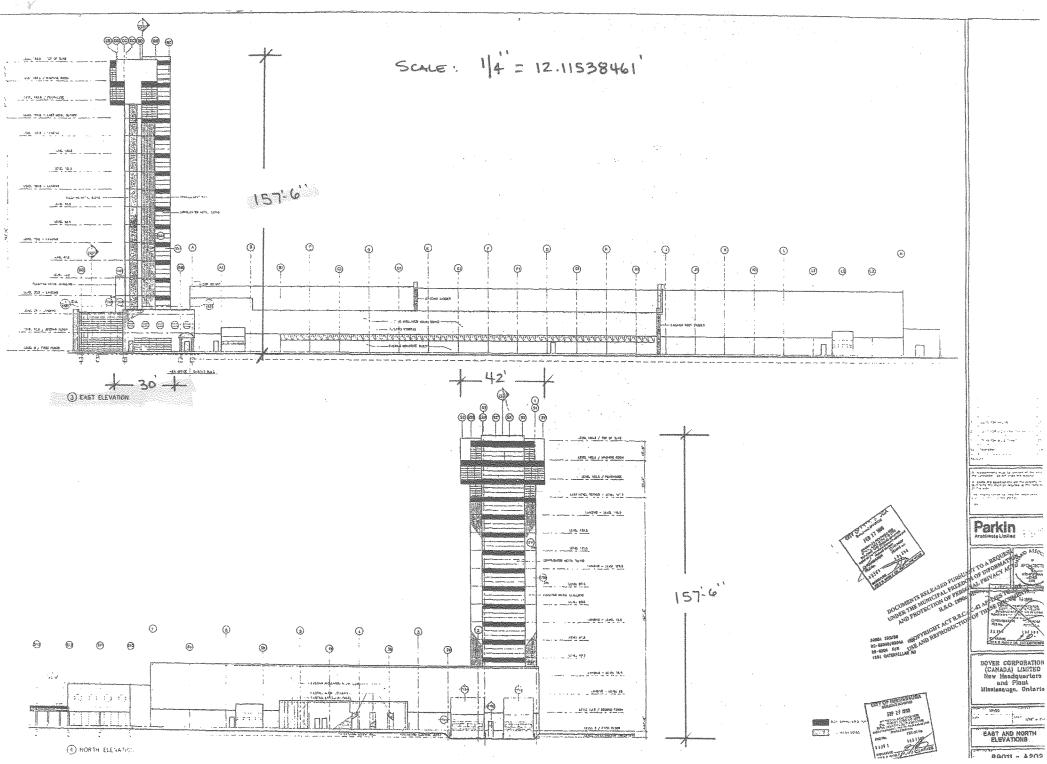


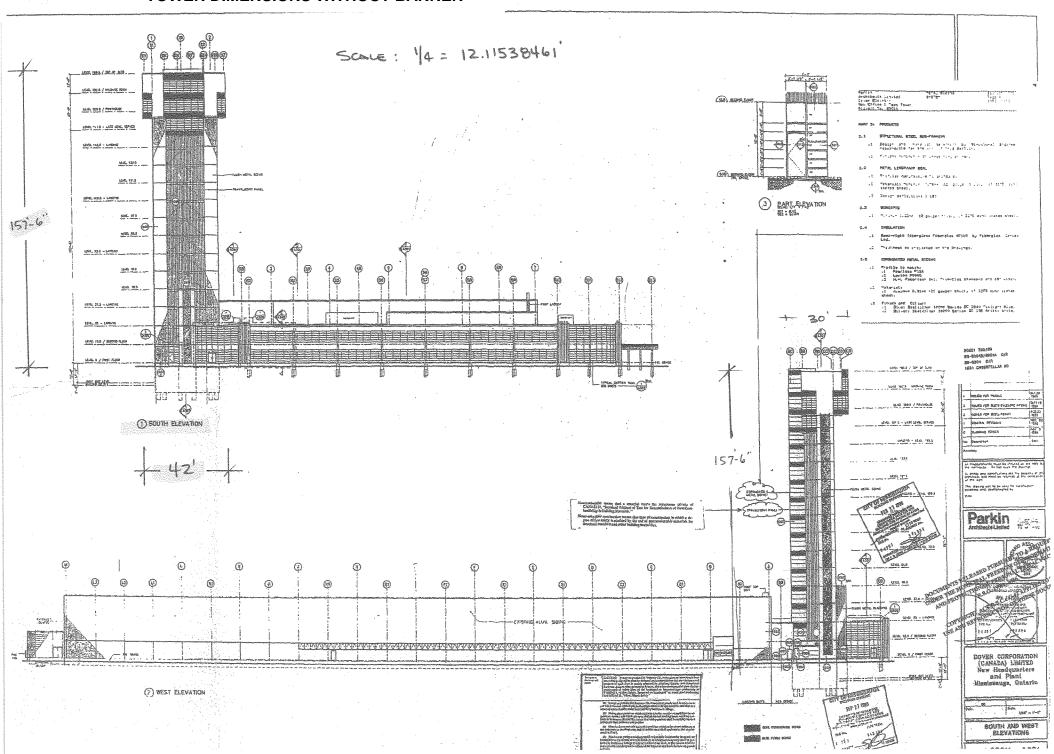


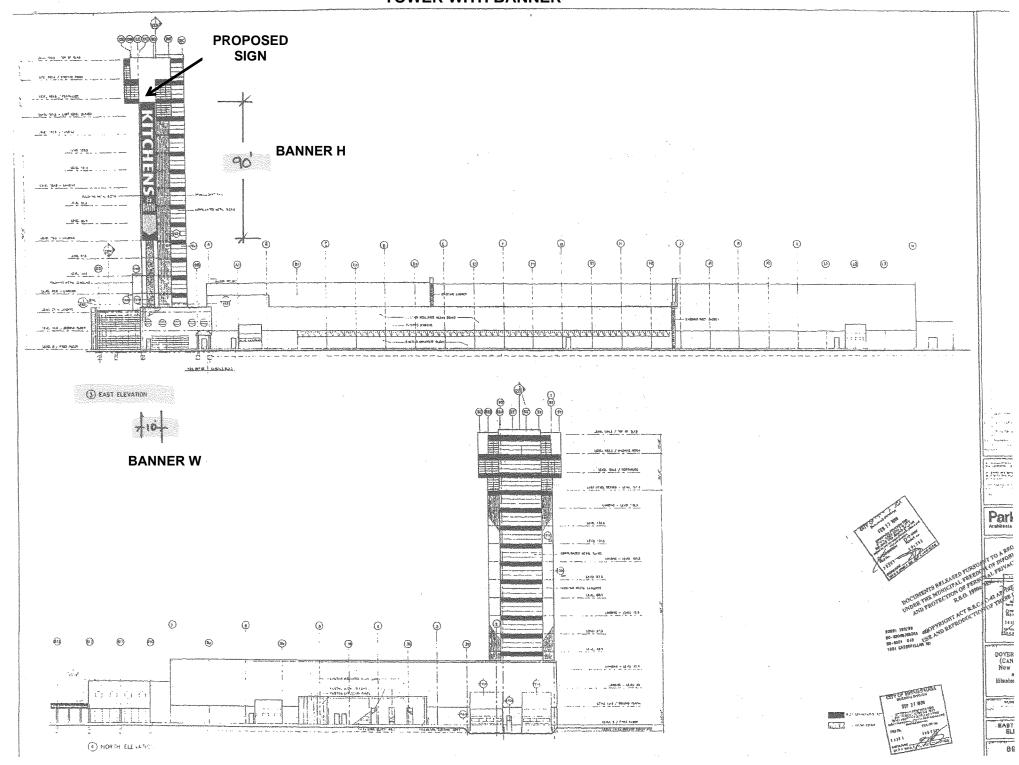
AYA KITCHENS AND BATHS BANNER SIZES ON BUILDING

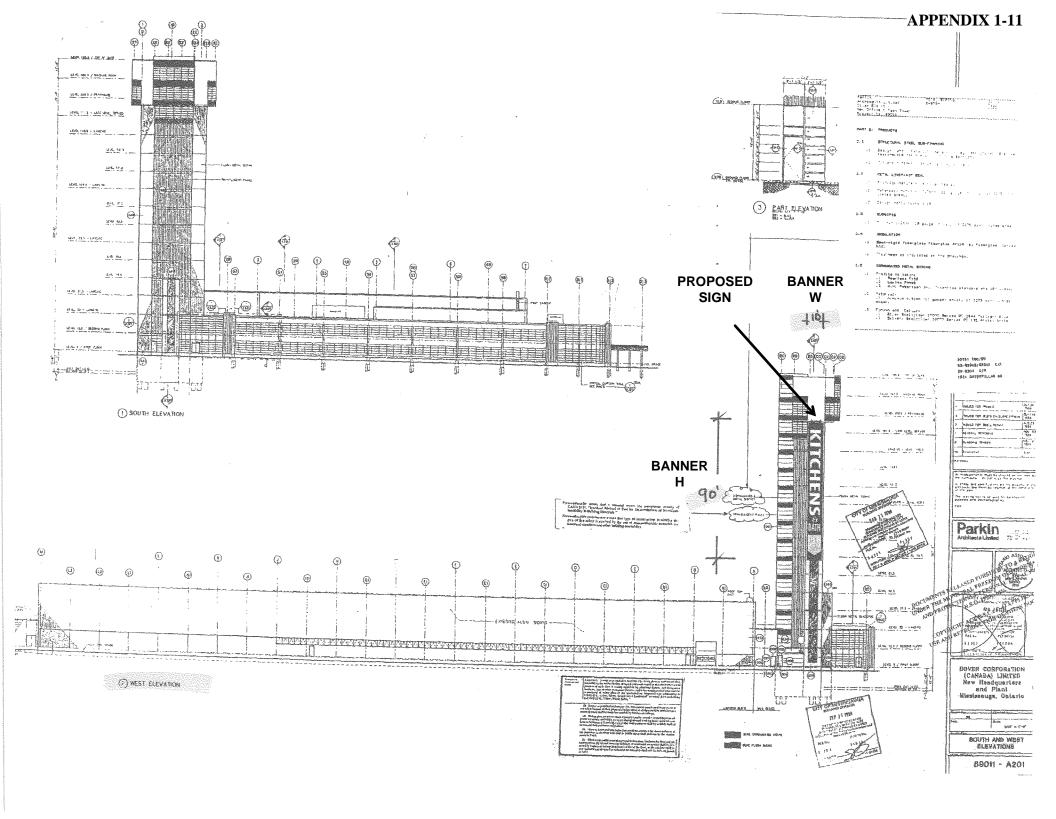


1551 CATERPILLAR ROAD, MISS, ON L4X 2Z6
CON I SDS PT L4, 43R 16585 PTS 4-20, 25-28
FASCIA SIGN BANNER SIGNS (2)-AYA KITCHEN



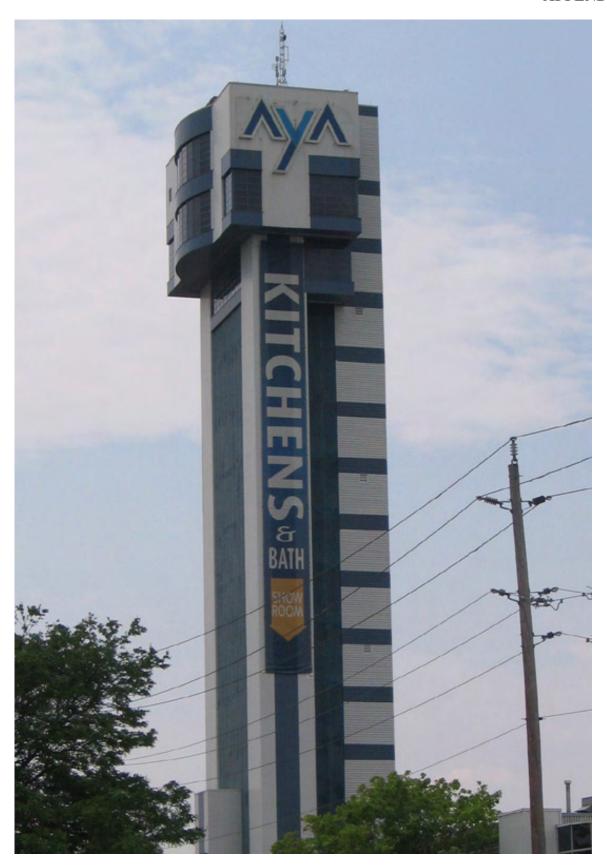








1551 CATERPILLAR RD - WEST ELEVATION



1551 CATERPILLAR RD - EAST ELEVATION



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

FILE: 07- 04847

RE: Aqua Systems

1730 Dundas Street East - Ward 1

The applicant requests the following variance to section 17(1) of the Sign By-law 0054-2002, as amended.

Section 17(1)	Proposed
Fascia signs shall be erected no higher than	Three (3) fascia signs erected higher than the
the upper limit of the first storey of the	upper limit of the first storey of the building.
building.	

PREVIOUS COMMENTS: (Planning and Development Committee Meeting of October 1, 2007)

Aqua Systems is located on the southeast corner of Dundas Street East and Coram Avenue. The proposed variance is to permit three existing fascia signs to remain on the building. There is no record of permits for these signs but note that these signs have existed for a number of years.

The fascia sign on the front building is in keeping with the design of the storefront and therefore acceptable from a design perspective.

The fascia sign on the west elevation faces directly onto Coram Avenue and provides visibility of the business for the eastbound traffic. Although the sign is a large vertical design, it fits well with design of the building and therefore acceptable from a design perspective.

The fascia sign on the east elevation is located on a portion of the building elevation which is above the roof and sign of the adjacent business. This sign and its size when added to the other two fascia signs creates visual clutter to the premise and therefore not acceptable from a design perspective.

COMMENTS:

The variance to permit the fascia sign on the front of the store and the fascia sign on the west elevation of the building were approved by the Planning and Development Committee on October 1, 2007.

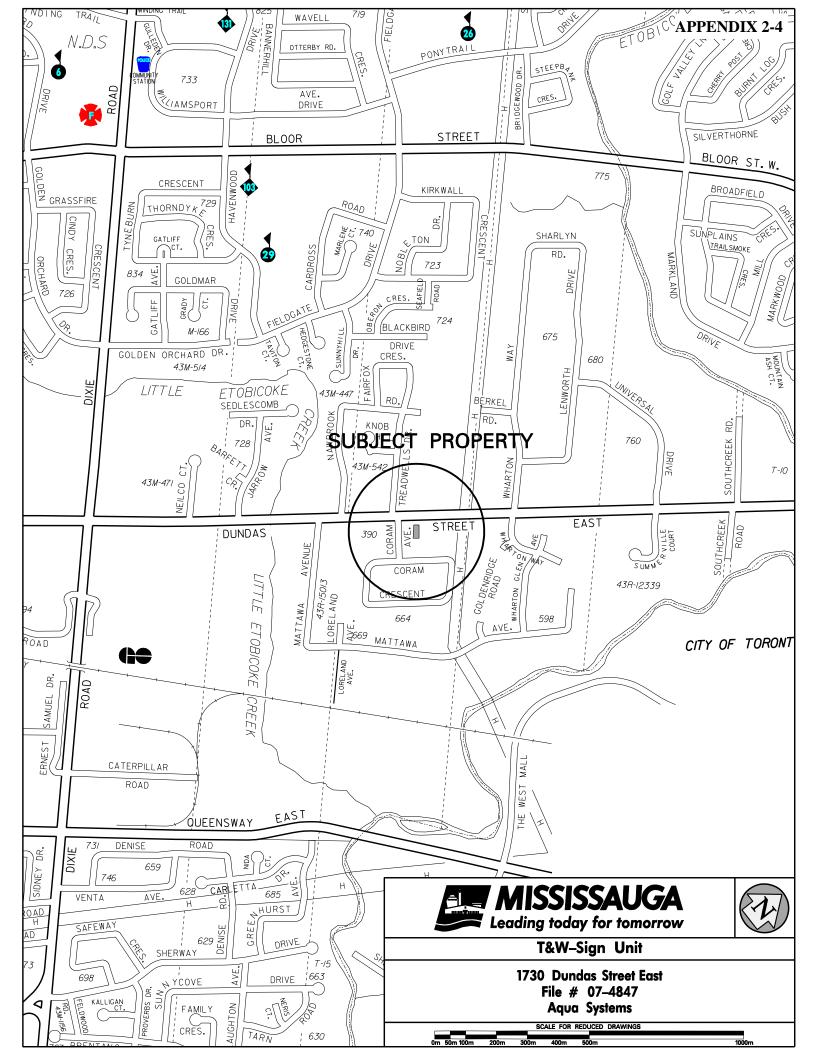
The decision on the recommendation regarding the fascia sign on the east elevation of the building was deferred by the Planning and Development Committee on October 1, 2007.

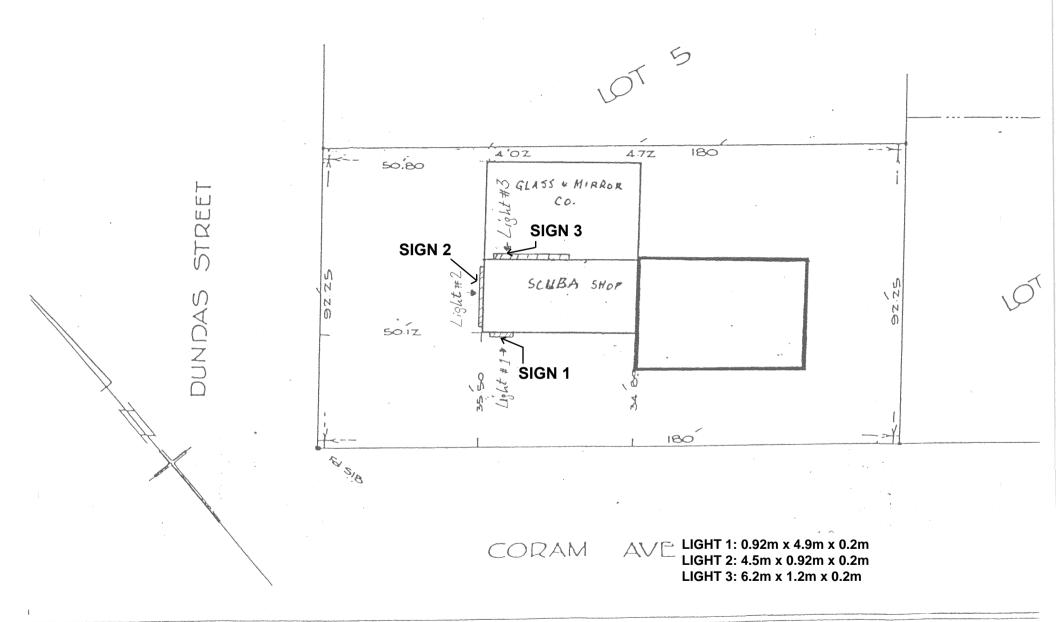
The Planning and Building Department met with the Ward Councillor to discuss the application. Although the sign has existed for a number of years, the City has not received any complaints regarding the number of signs on the building. As it is a vital identifier of the premise to their customers, the Planning and Building Department will recommend approval of the variance.

I am the owner of agrica Systems Ltd a Scuba lesson's school our signs have been in place since the 1960's with various repairs over the years. He signs al important to our business to attract new custumers. Wil teach at many local Schools, scouts and different community groups including the city of Mississange's own seula club through park & recreation a not for profit organization Thanh you

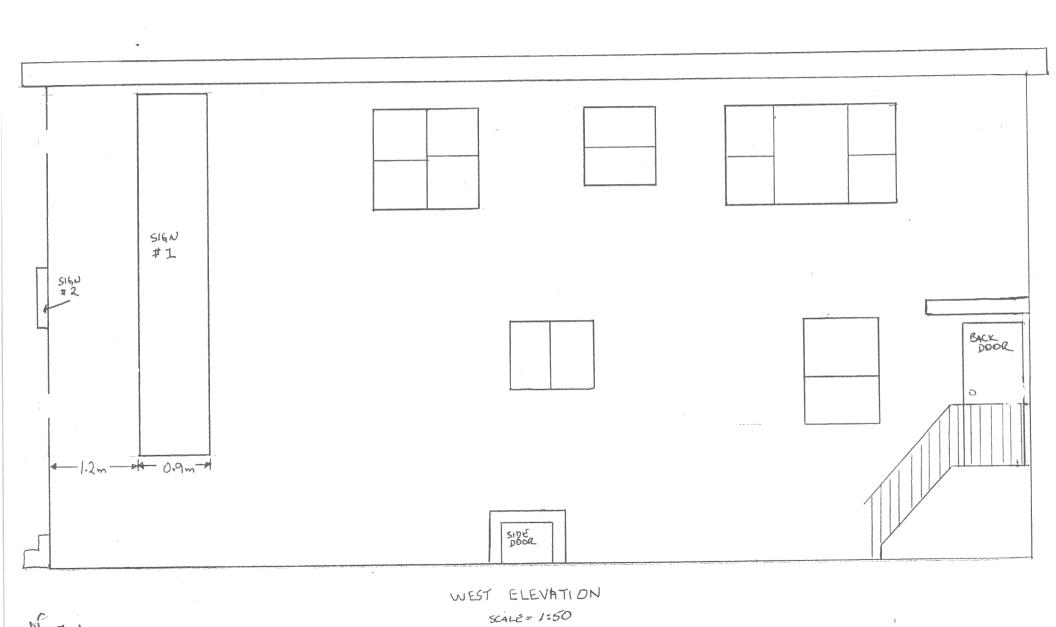
Thank you Todal Shannon June 7/07

Cell 416-402-7117



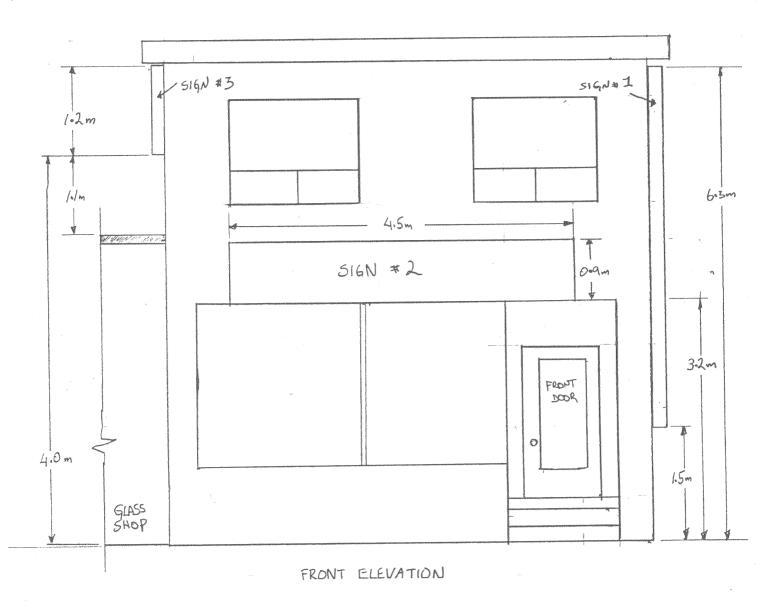


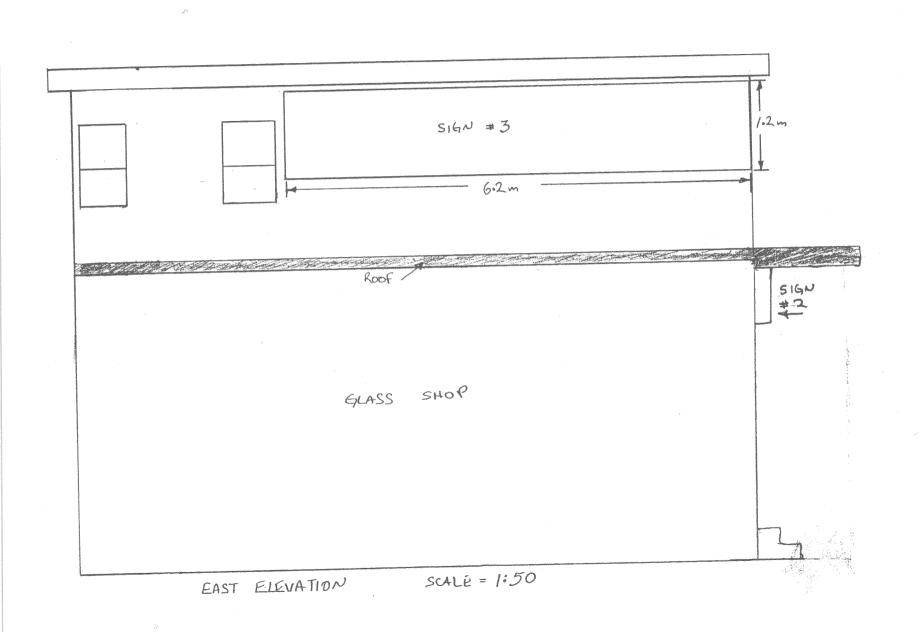
PLAN SHOWING
LOT G REG PLAN 390
TOWNSHIP OF TORONTO - COUNTY OF PEEL
SCALE 15.30



NOTES:

FALL SIGNS TO RE MOUNTED WITH \$16 EXPANDING METAL ANCHORS
AND 3" X 3/16" STEEL SCREWS IN PRE-BRILLED HOLES ON BRICK FACIA
EVERY 16 ALONG TOT AND BOTTOM EDGES OF SIGN.





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SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

FILE: 07-08047

RE: RBC Dominion Securities

1672 Lakeshore Road West - Ward 2

The applicant requests the following variances to sections 4(4), 13 and 17 of the Sign Bylaw 0054-2002, as amended.

Section 4(4)	Proposed
No sign is permitted on, over, partly on or	One awning sign on the north elevation
over a street.	projecting partly over a street.
Section 13	Proposed
Permits fascia signs to be on a building	One awning sign on the east elevation not
facade.	located on a building facade.
Section 17	Proposed
A fascia sign may project out from a building	Four awning signs (one on each elevation)
wall not more than 0.6 m (2.0 ft.).	projecting 0.91 m (3 ft.).

COMMENTS:

The proposed variance is to replace the material on the four existing awnings above the entrances to the building. RBC Dominion Securities will be the sole occupant of the single storey building and the awning signs will be used to mark the entrances of the building for their customers. In this regard, the Planning and Building Department finds the variances acceptable from a design perspective, subject to the applicant entering into an Encroachment Agreement with the City.

November 27, 2007

City of Mississauga 300 City Centre Drive Mississauga ON. L5B 3C1

ATTENTION: Jeffery Grech

Sign Unit

Planning and Building Department

RE: Application Number: SGNBLD 07 8047 VAR

1672 Lakeshore Road West Building "D"

LETTER OF RATIONALE FOR SIGN VARIANCE APPLICATION

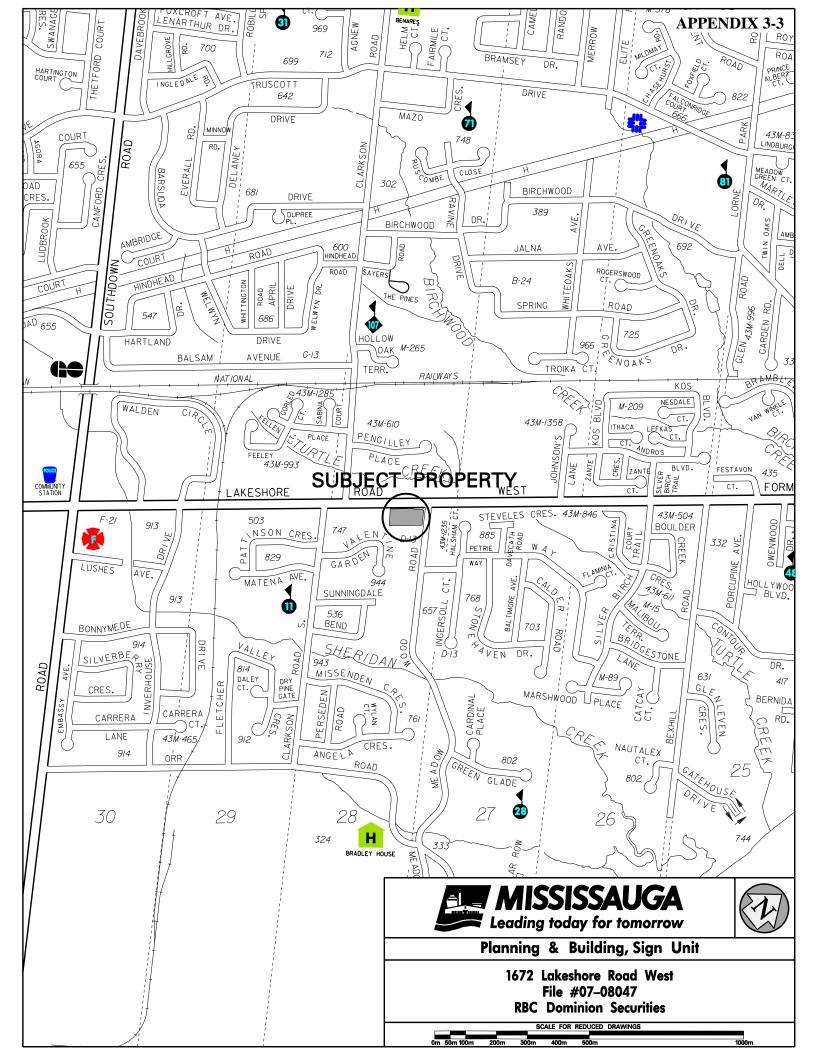
A sign permit application has been submitted to allow the replacement of existing awning material with a "3M Panaflex Flexible Sign Face" with the business identification sign for "RBC Dominion Securities" above all four entrances to the building. RBC Dominion Securities will be the sole occupant of the single storey building and the awning signs will be used to mark the entrances and to distinguish from the other awnings presently in place.

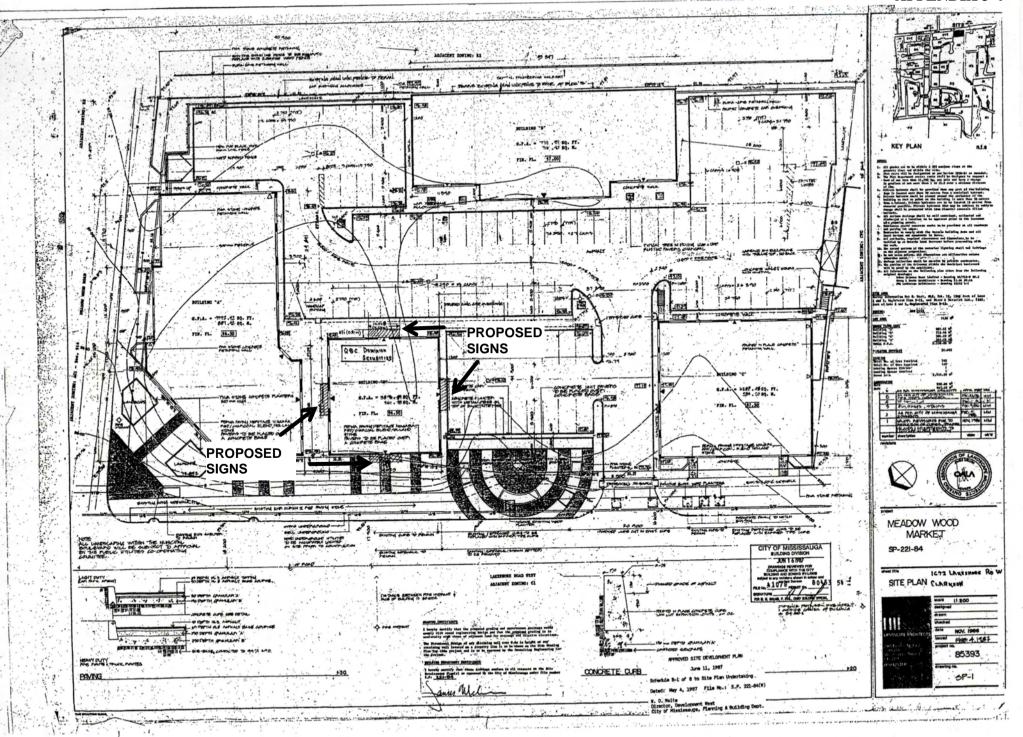
The proposed awning signage will be attached to the awning framework presently in place which project 36 inches from the exterior wall face. The Mississauga sign by-law provides for a maximum projection of 24 inches from the exterior wall face.

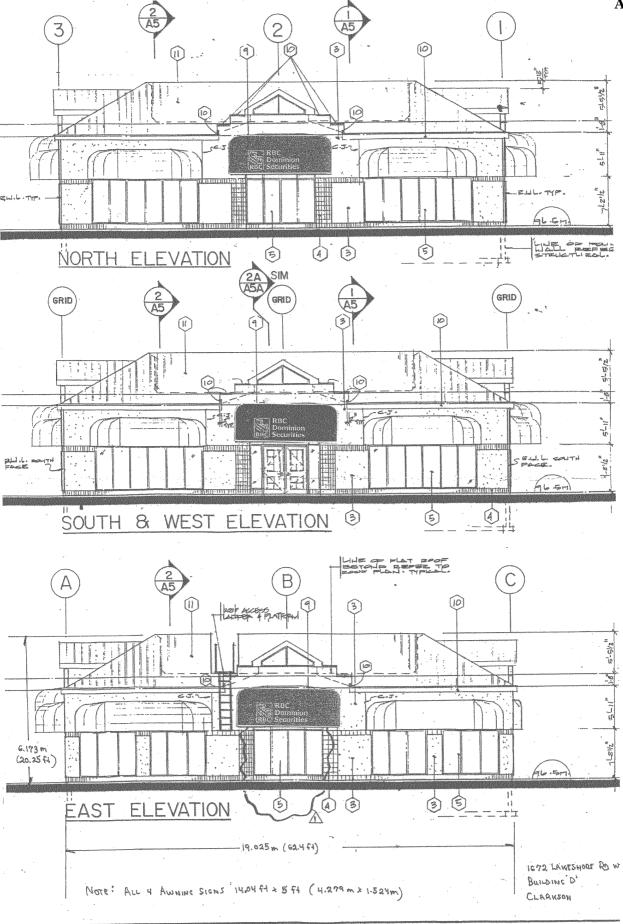
Use of the existing framework will maintain consistency with the other buildings in this commercial development which all have identical awning structure.

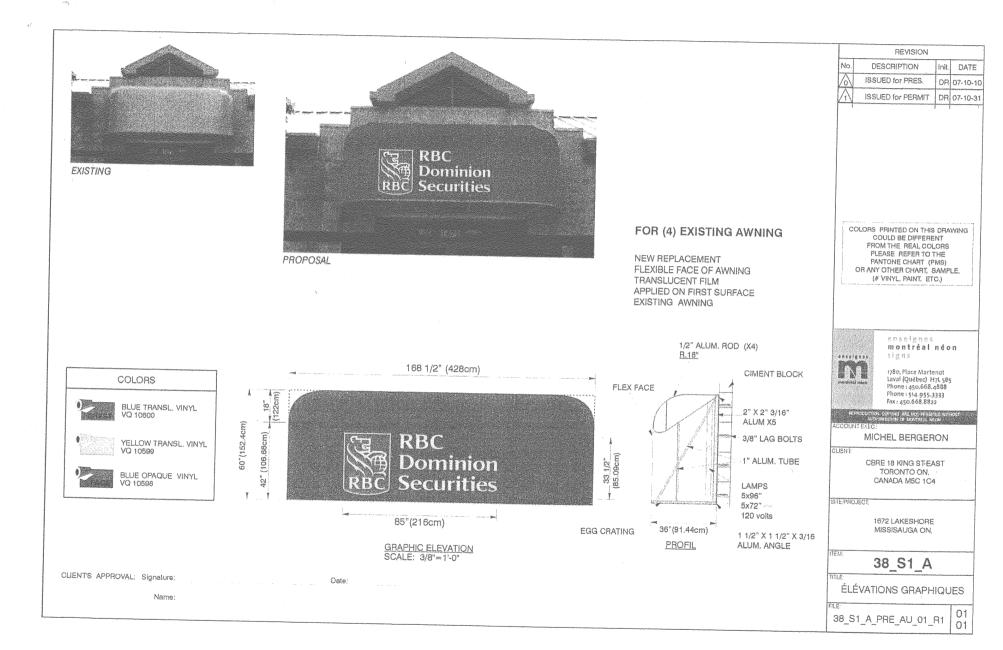
Yours truly, LISGAR DEVELOPMENTS LTD

Michael Zenker General Manager











07-8047 RBC DOMINION SECURITIES 1672 LAKESHORE ROAD WEST WARD 2 ALL ELEVATIONS JEFF GRECH DEC. 3, 2007







January 15, 2008

FILE: 06-00944

RE: Deloitte

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 sixth fascia sign located between the limits
building located between the limits of the top	of 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. A fifth fascia sign located at the top of the north elevation of the building for another tenant – BDO, was granted a variance by the Planning and Development Committee on November 13, 2007.

The proposed sign is located at the top of the north elevation of the building. The visual impact of the number of signs on the building is reduced by the size of the building and the fact that proposed sign is on the opposite side of the BDO sign. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

Deloitte.

Deloitte & Touche LLP 1 City Centre Drive Suite 500 Mississauga ON L5B 1M2 Canada

Tel: 416-601-6150 Fax: 416-601-6151 www.deloitte.ca

October 30, 2007

City of Mississauga - Planning Department

Dear Sir or Madam,

With respect to our location at 1 City Center Drive, Mississauga, we respectfully submit the following in support of our sign permit variance application.

Deloitte & Touche LLP is one of Canada's largest professional services firms with over 50 offices and 5,000 personnel across Canada. Deloitte & Touche LLP provides accounting and auditing, tax, financial advisory, enterprise risk, consulting, and a number of other professional services to large, medium and small businesses across Canada. Deloitte & Touche LLP is a member firm of Deloitte Touche Tohmatsu which is an organization of member firms that provide professional services to clients around the world.

Deloitte & Touche LLP has had an office in Mississauga at I City Centre Drive for over 20 years. From this location we have proudly served the business community in Mississauga. Currently located at 1 City Center Drive we occupy 35,000 square feet of office space and employ 220 people at this location. We interact with thousands of local businesses and individuals via this location and provide a vast array of services to the public.

In addition, Deloitte & Touche LLP is a contributing member of the community and supports and participates in many varied charitable organizations within the local community. For the last several years, including this year, we have been one of the biggest contributors to the United Way in GTA.

It is important to be able to advertise our presence at this location and apply our internationally recognized brand to the building to raise the awareness of the public at large in order to continue to provide our services to the community.

Currently, the building in which we are situated has minimal signage. There is no potential to promote our presence at street level and the fast paced and heavily trafficked nature of the surrounding streets and highways naturally lends itself to high rise signage on the top of the building. The addition of the proposed Deloitte sign will in no way affect the existing signs on the building and will only serve to enhance the building aesthetics on the whole at the same time as raising awareness within the community of our presence.

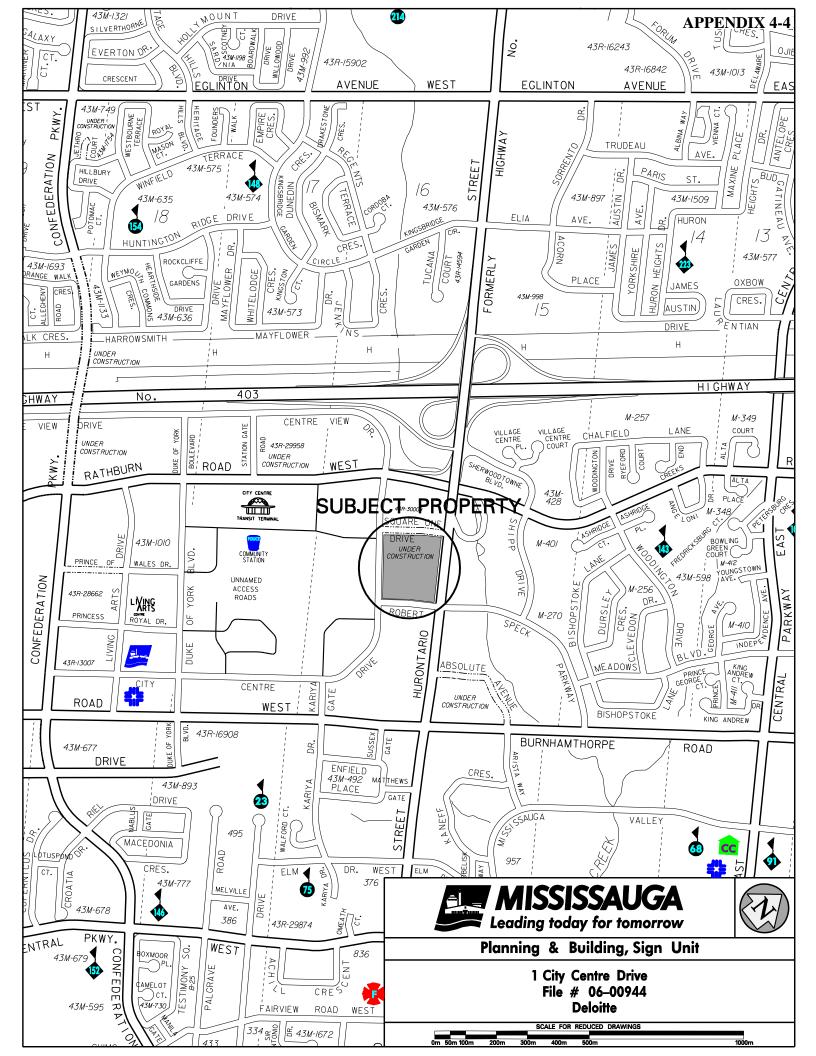
City of Mississauga - Planning Department October 30, 2007 Page 2

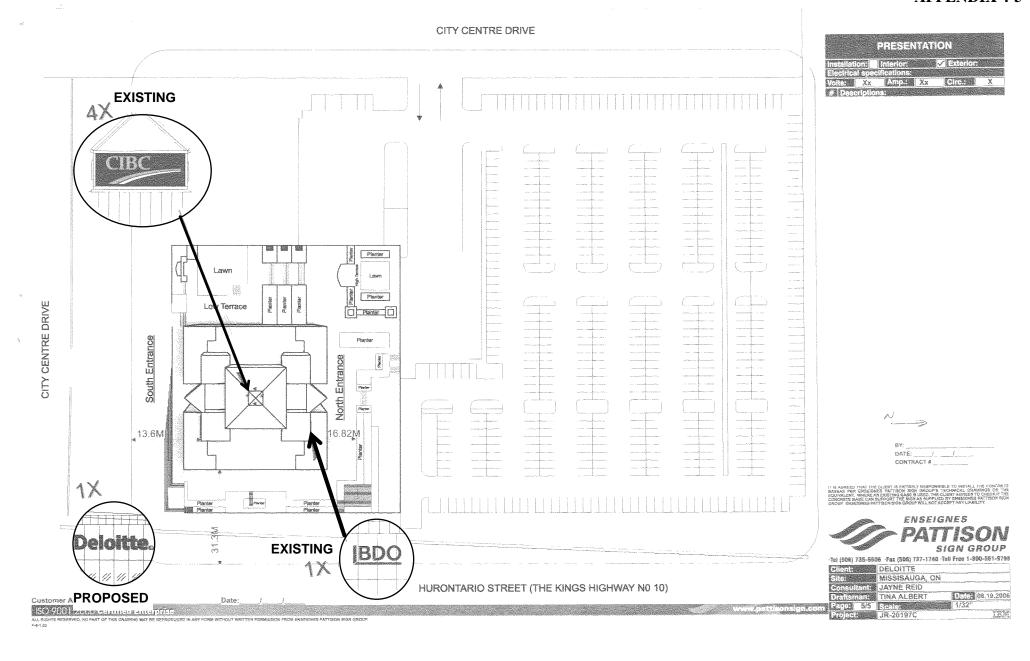
We respectfully ask that you give due consideration to our request and look forward to receiving your approval of the proposed sign variance.

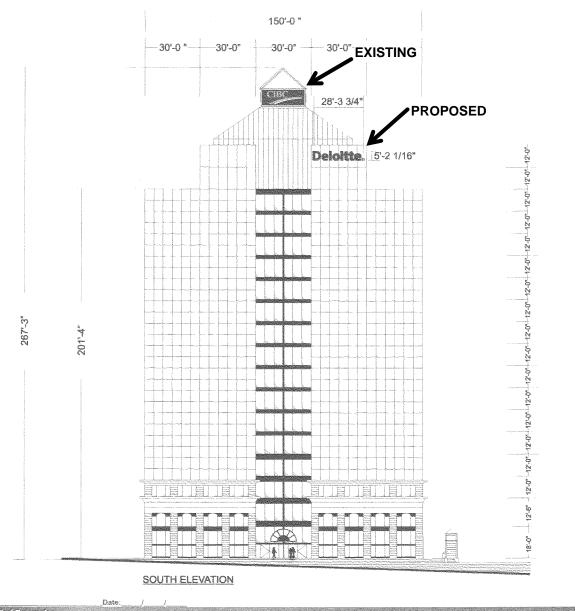
Sincerely,

Yezdi Pavri

Managing Partner, Toronto







PRESENTATION Installation: Interior: VEX. Exterior: Electrical specifications:

Volts: Xx Amp.: Xx Circ.:

Descriptions:
Logo Specs: **Deloitte** 146.43 Sq. Ft. 187.69 Sq. Ft.

TA 06.19,2006 ⚠ GENERAL ADDED SQUARE FOOTAGES BP 06.22.06



-Tel (506) 735-5506 -Fax (506) 737-1740 -Tell Free 1-800-561-9798 Client: DELOITIE Site: MISSISAUGA, ON Consultant JAYNE REID TINA ALBERT 1/32"

DATE:

CONTRACT#___

ISO 900 L'2000 Certified Enterprise

ALL ROITS RESENTED, NO PART OF THE DEAWNING MAY BE REPRICEDCED BY ANY FORBINSTHOU WRITTEN PERMISSION FROM ENGEGINES PATTEON SIGN GROUP
FIGH. 40.

Customer Approval:



January 15, 2008

FILE: 07-08051

RE: Earl's Restaurant

100 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
A fascia sign must be located on the unit	One (1) fascia sign not located on the unit
occupied by the business.	occupied by the business.

COMMENTS:

The proposed variance is for a fascia sign is located directly above Earl's Restaurant. Although the sign is not on their unit, it is located on a building façade which has been designed for Earl's Restaurant. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.



Fax

To:

City of Mississauga

Planning & Building Department

300 City Centre Drive

Mississauga, ON L5B 3C1

Attn:

Rohit Walia

From:

Maria A. Kim

Date:

November 13, 2007

Pages

1

Subject:

Earl's @ Square One Shopping Centre - Unit #1-101

Exterior Signage Application # 07-8051

I am writing in regards to our Sign Permit Application for our proposed exterior signage [A] at Square One Shopping Centre.

We have based our signage location as per our "Schedule C" Lease agreement with the Landford of Square One where their architects, MMC International Architects Ltd., had proposed Earl's with the signage location as per their submission for a Site Development Plan approval, which they received on May 9, 2007.

I trust that this meets City requirements to approve our signage location.

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

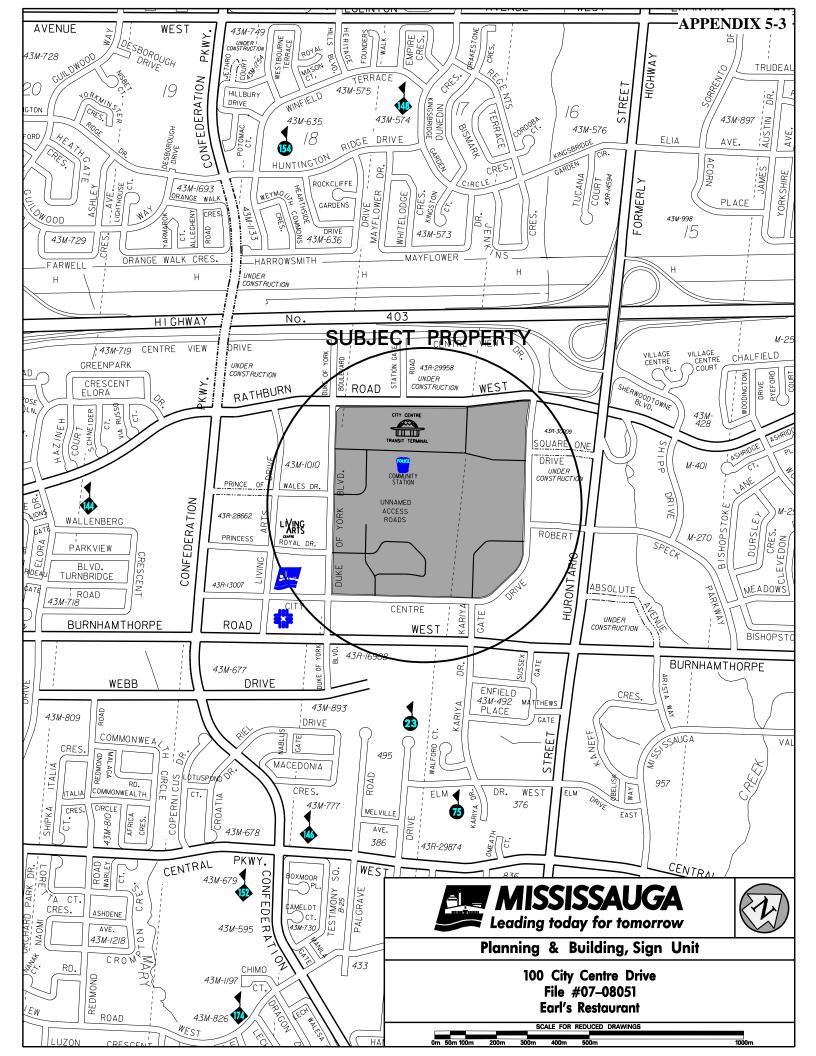
Thank You.

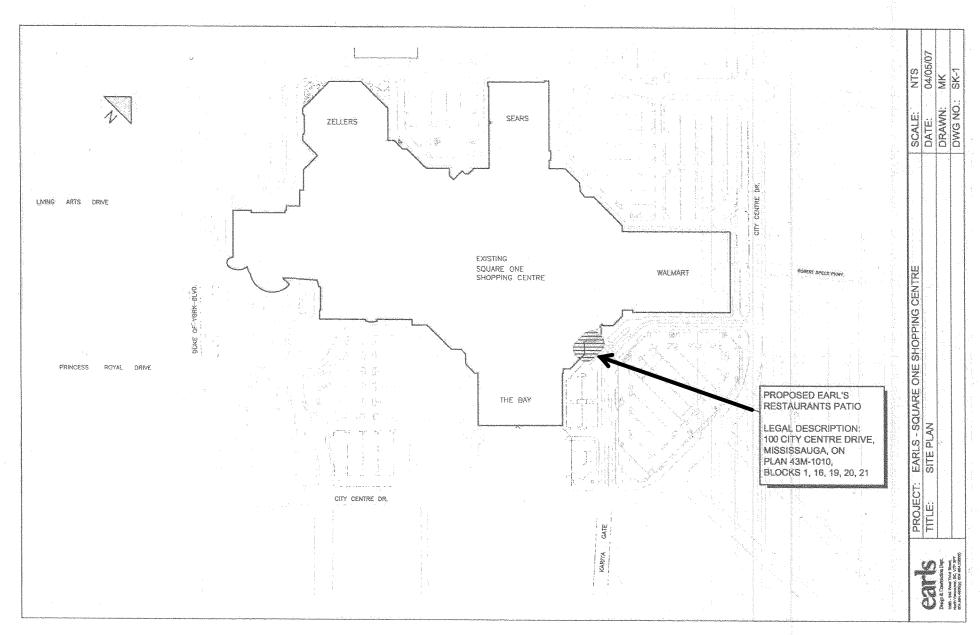
Maria Kim, BADID RID Sr. Interior Designer

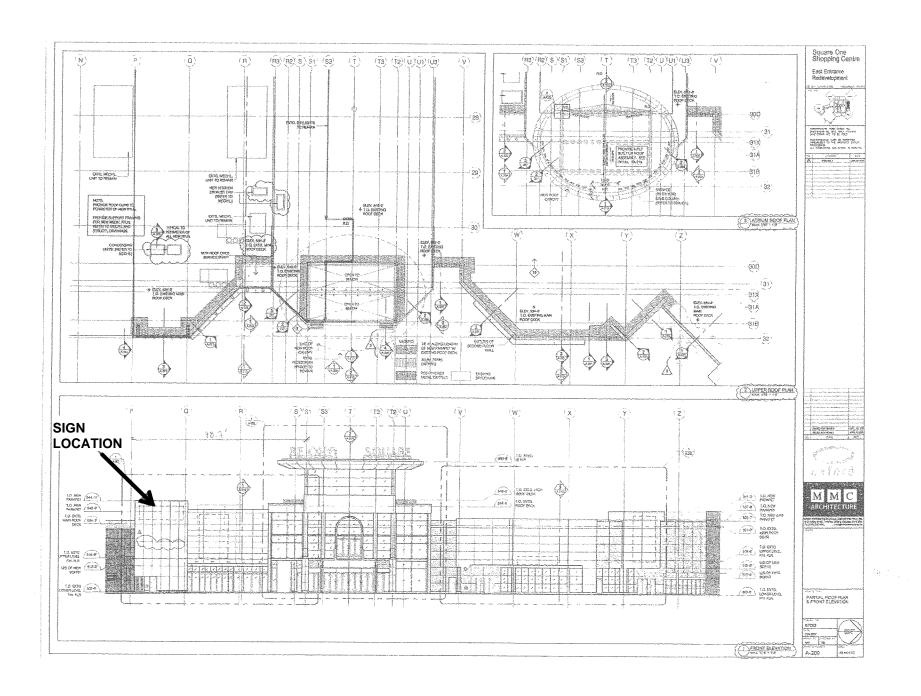
Design & Construction

Earls Restaurants Direct: 604.990-6253 Fax: 604.990-3585 Email: mkim@earls.ca

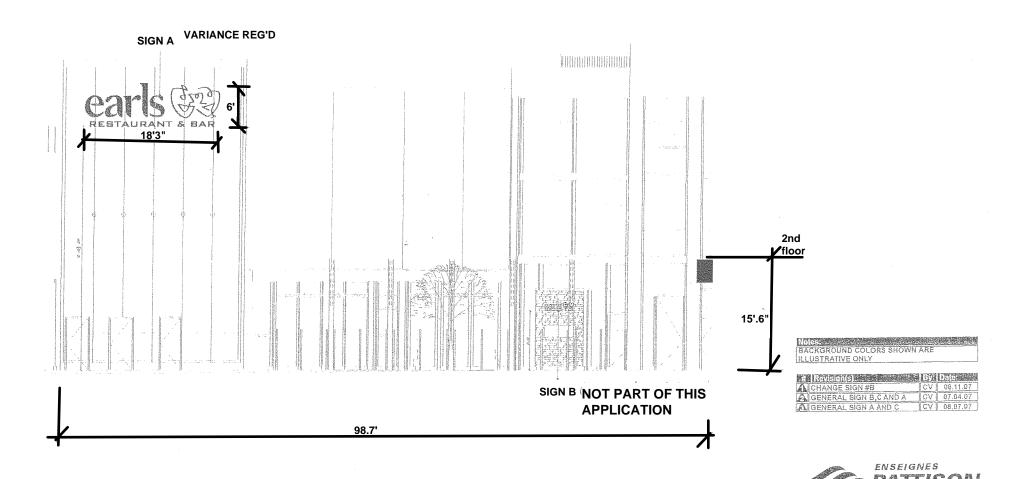
EARLS - SUITE 1066 - 949 WEST THIRD STREET, NORTH VANDOUVER, SC. CANADA, V7F 3P7 T: 604.984.4606 F: 604.984.2263 www.earls.ca







EXTERIOR ELEVATION





This sign intended to be installed in accordance with the requirements of Article 690 of the National Electrical Code and I or other applicable local codes. This includes proper grounding and bonding of the sign



R Enseignes pattison sign group's technical drawings or the valent, where are entiting gase is used, the client agrees to check if the Prete base can support the sign as supplied by reasonate pattison sign Up. Enseignes pattison sign group will hot accept any liability.

	·Tel (506) 735-55	36 - Fax (598) 737-1740 - Toll Free 1-800-561-9788
	Client	EARLS RESTAURANT & BAR
	Site	SQUARE 1 SHOPPING HALL MISSISSAUGA, ON
	Draftsman:	CLAUDIA VOGT 10 04.30.07
	Checked By	XX
5000	1/6	Scale 1/8" = 1'-0"

SIGN GROUP



January 15, 2008

FILE: 07-08097

RE: Square One

100 City Centre Drive - Ward 4

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

Section 4(6)	Proposed
Any sign not expressly permitted by this By-	Two multi-faced cube signs on columns at the
law is prohibited.	east elevation.

Section 4.(6)(f)	Proposed
Roof sign are specifically prohibited.	Two roofs signs located on the north elevation
	and two roof signs located on the east
	elevation.

COMMENTS:

The proposed variances are for signs which are part of the newly design features for two of the main mall entrances. The proposed signs were designed as an integral part of the entrance feature and therefore acceptable from a design perspective.

Tel: 905 615 3200 xt 5599



Dec 14, 2007

Fax: 905 896 5638 City of Mississauga

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

Attention: Rohit Walia

SIGN BY-LAW PLAN EXAMINER

City of Mississauga

RE: Square One Shopping Centre - Exterior Mall Signage for North Entrance and East Entrance

Sign / Variance Permit Application No: SIGNBLD07 8097 VAR WEBID: VEG883T0

Dear Rohit

As requested, please accept this as our "Letter of Rationale" for the recent application for the exterior Square One Signage package.

The exterior signage package as noted above can be broken up into two packages: the North Entrance and East Entrance. These correspond to two building permit applications (4181 and 4818, respectively), which were issued and which detail the provision of a new vestibule and the enhancement of the existing mall entrances. Both sign packages differ from each other aesthetically and with respect to the Wayfinding system. However, with respect to materials, they are part of the same architectural language. It should also be mentioned that Site Plan approval was also granted in both cases. With respect to the aforementioned "wayfinding system", the mall has been divided into three districts: NORTHSIDE, CITYSIDE AND CENTREWALK, in order to help people orient themselves around the Mall. We feel that this is necessary, given the size of the shopping centre. The signage is meant to refer to these districts within the Mall. The sign at the North Entrance corresponds to the "NORTHSIDE" section of the Mall (north compass logo) and the East / Centrewalk Entrance signage corresponds to the "CENTREWALK" district (tulip symbol).

The desire to architecturally emphasize the entrances helps to break up the façade and make it appear more urban. We believe this is in line with the city of Mississauga's recent desire to emphasize and densify Mississauga City Centre. At the East Entrance, the City even asked us to place bicycle racks adjacent to the entrance. As well, providing "higher than roof signage" at the entrances (IE: cube (hanging) sign, canopy mounted letters and fascia sign) is consistent with the other mall entrances which have recently been renovated/built. One such entrance is the newly constructed CITYSIDE Entrance and vestibule in 2005 and another one was constructed in 2000 (CITY SQUARE/HAZEL'S WALK area).

It should be mentioned that the North Entrance will have a new entrance vestibule with new sliding doors that will provide a sheltered entrance as well as enhancing barrier free access at that entrance. The signage helps to announce the entrances, making it accessible to everyone. Again, we believe that overall this creation of "districts" and the articulation of the entrances on the exterior facade is in keeping with the City's desire to urbanize the City Centre.

It should also be mentioned that the proposed signage is on mall-owned base building wall-surface (not tenant) and are not for the purposes of advertising. They are part of the wayfinding system.

We trust this letter to be satisfactory as a rationale for the above noted signage application. Please do not hesitate to call should you have any questions.

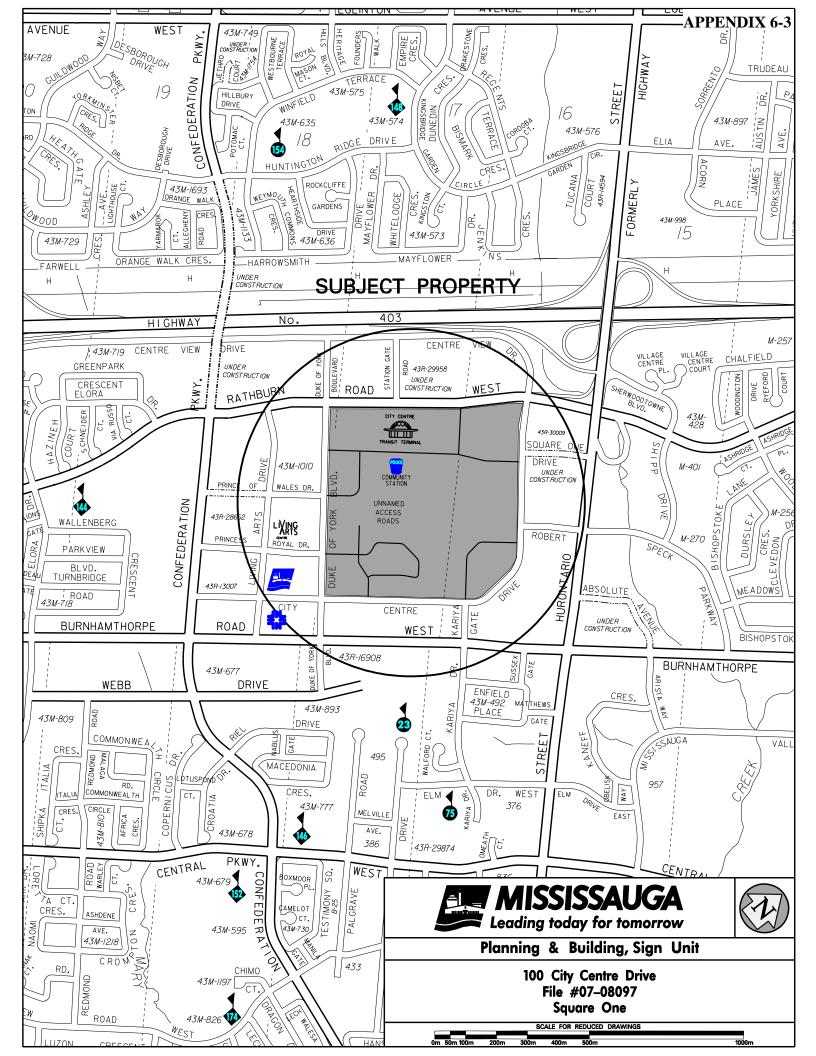
Kindest Regards

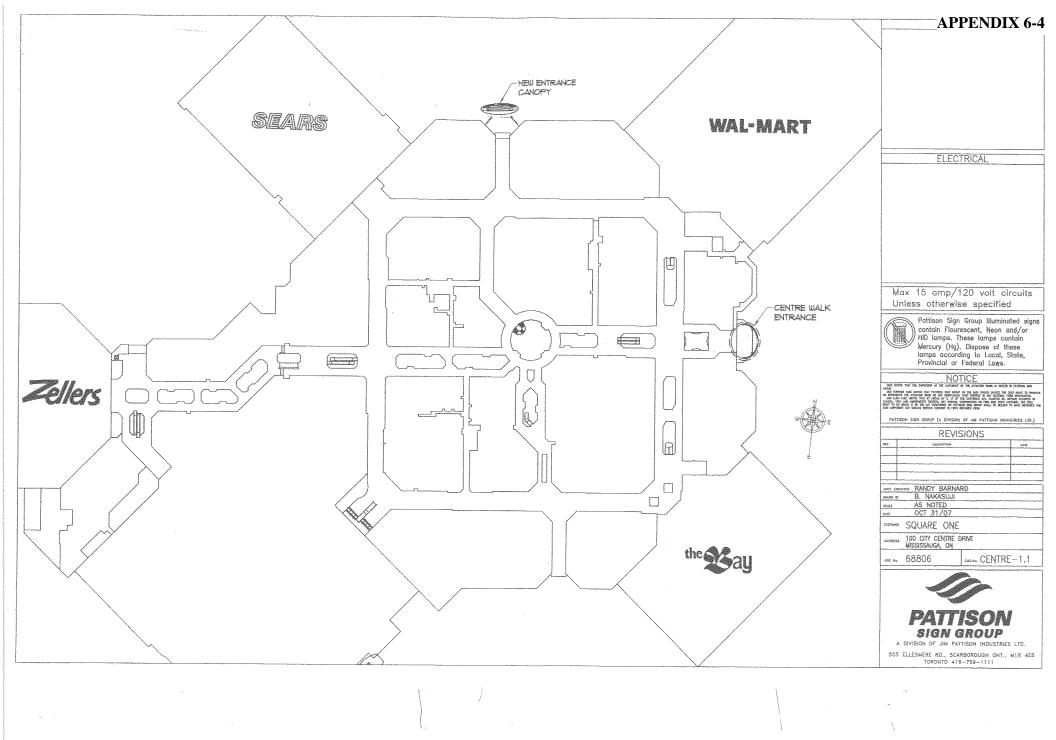
Rick DaPonte, Archiect OAA, LEED® AP t. 416 972 1901 xt 224 cell: 416 882 9399

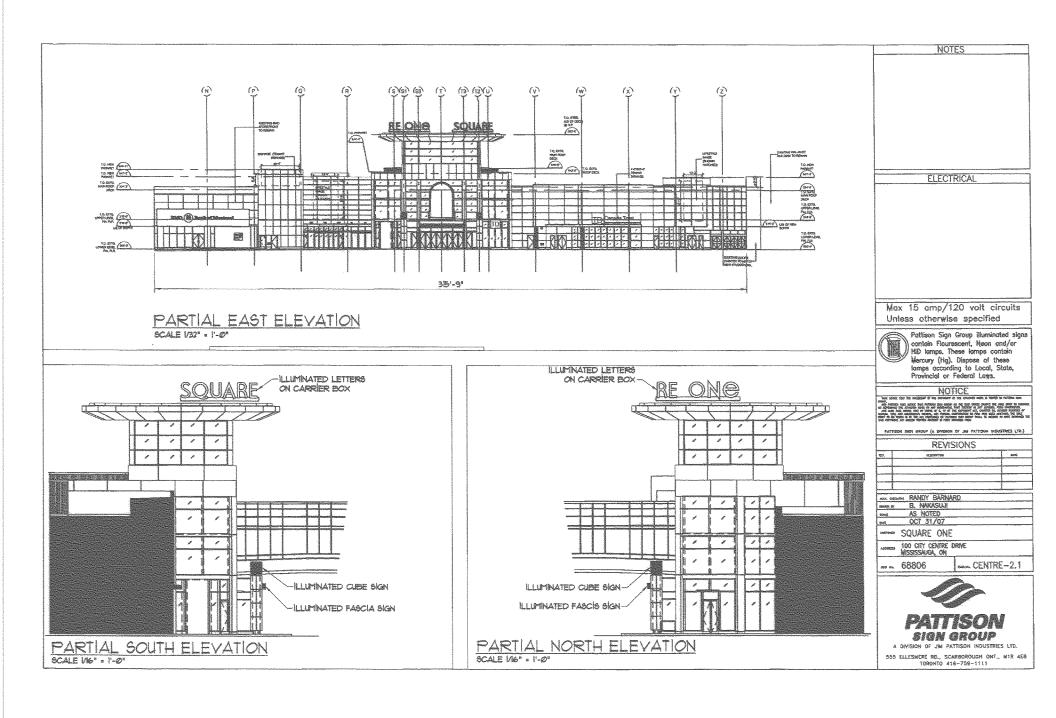
Distribution: Al Cabral, Square One Shopping Centre

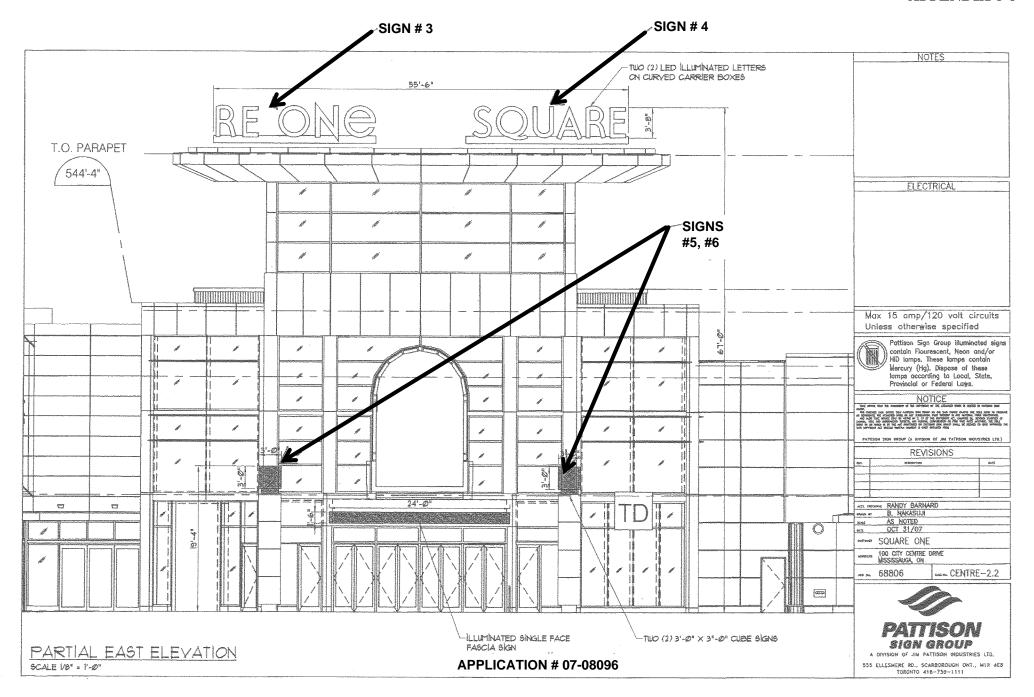
Randy Barnard, Pattison Signs

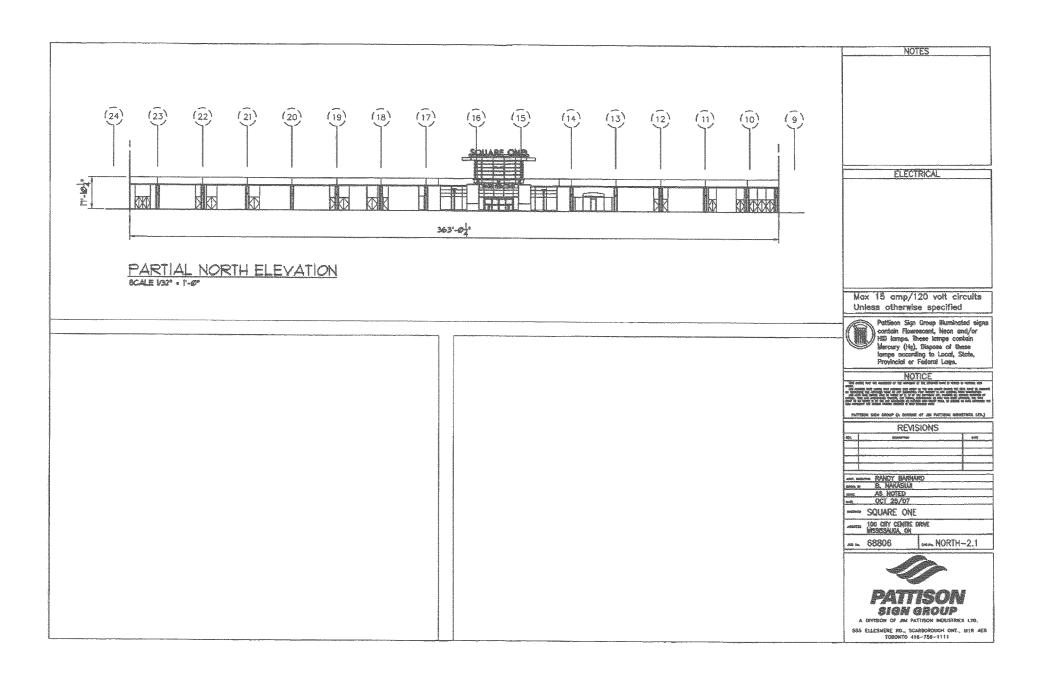
Method of Transmission: email

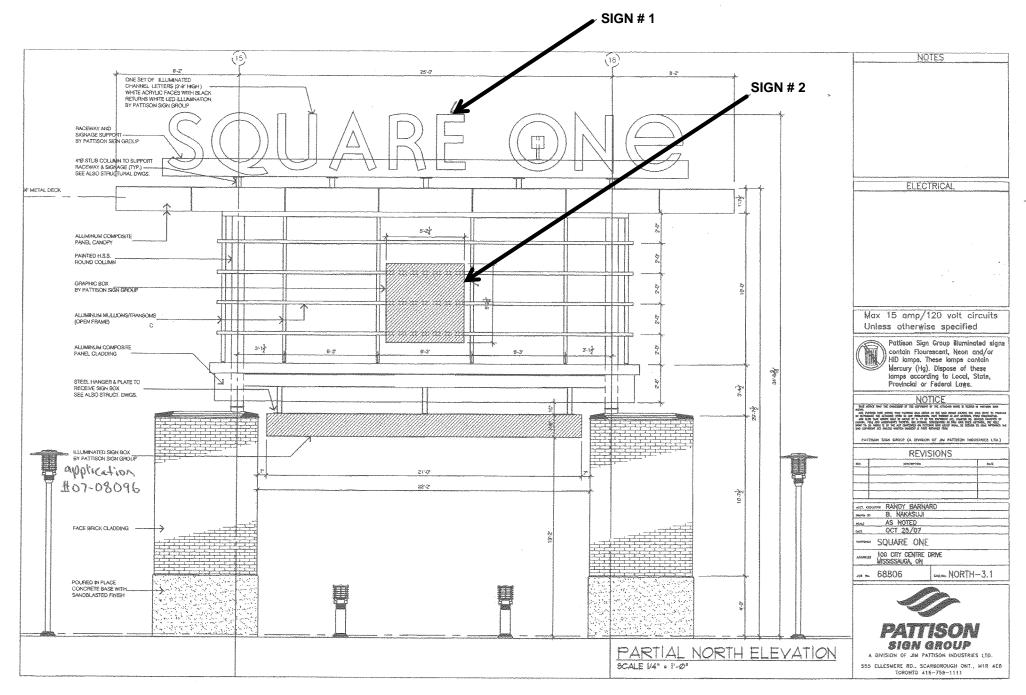














January 15, 2008

FILE: 07-06742

RE: Daniels Gateway Rental Communities

674 Huntington Ridge Drive - Ward 4

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

Section 12	Proposed
Permits only an address sign.	A ground sign not displaying the municipal
	address and displays commerial advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

The proposed variance is to permit one (1) ground sign which advertises the contact information for this rental complex. Although the sign is larger than permitted, the illuminated portion of the sign is equivalent to the illuminated sign area permitted under Sign By-law 0054-2002, as amended. The sign is well designed and placed in a location which would have little impact on the neighbourhood. The Planning and Building Department therefore find the variance acceptable from a design perspective, subject to the municipal address being added to the sign.

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

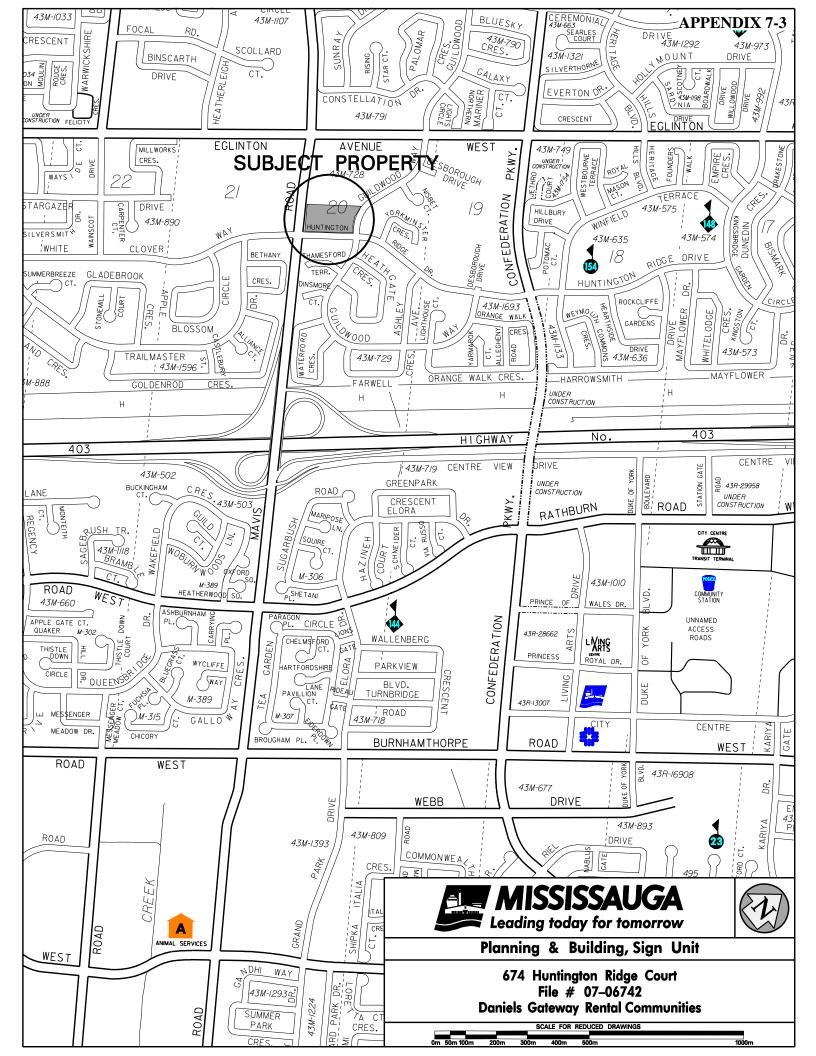
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

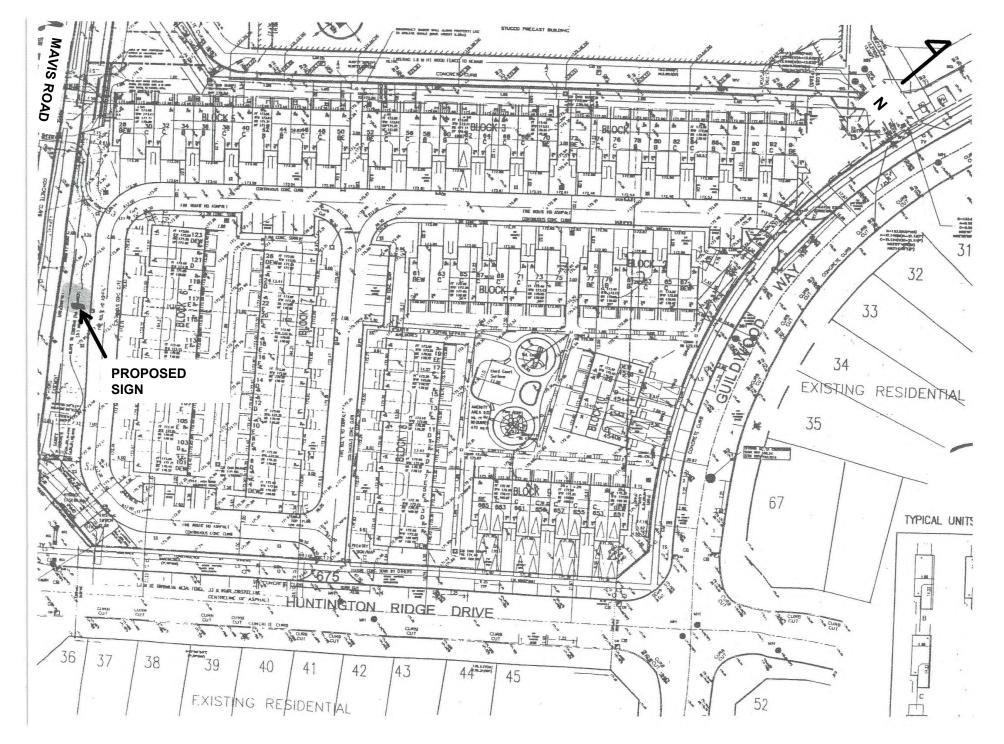
To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

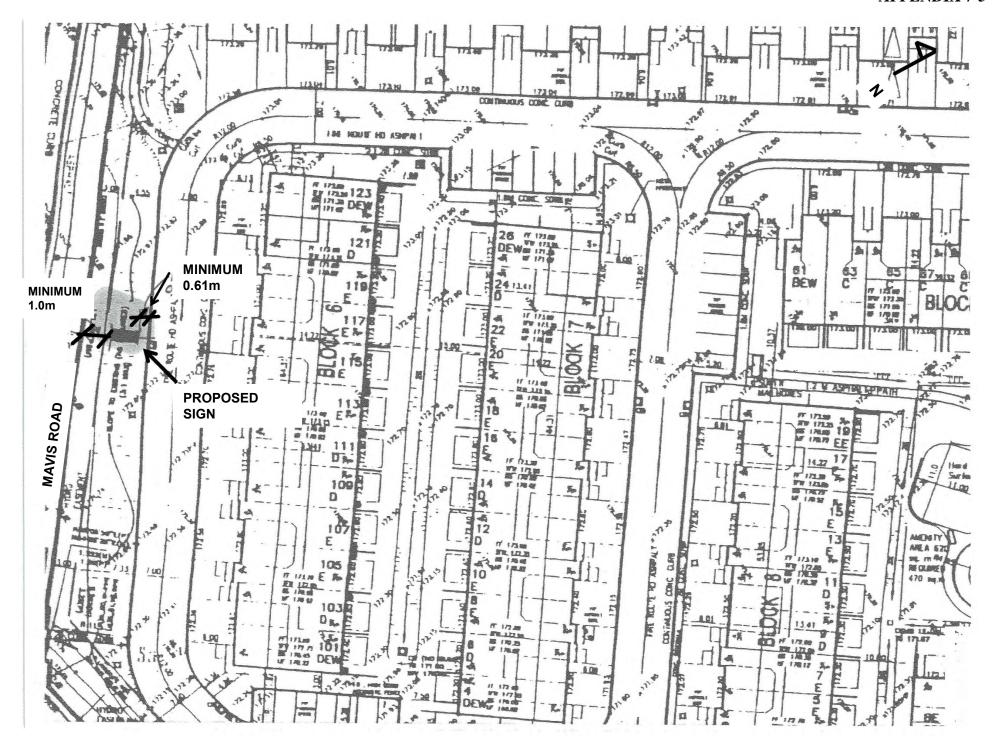
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.







4' wide sign stucture with added trim work

BACKLIT PANEL PORTION 3.75'x 4.25' PANTONE 660

Daniels Gateway
RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels

love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

PANTONE 660
PANTONE 295
GREY
WHITE

8′



January 15, 2008

FILE: 07-08037

RE: Casebank Technologies Inc.

6205 Airport Road - Ward 5

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

Section 13	Proposed
Permits two additional fascia signs located	A third fascia sign located between the limits
between the limits of the top floor and parapet	of the top floor and parapet or roof level.
or roof level.	
Fascia sign located above the limits of the top	One (1) fascia sign that is 2.44% (102.3 sq. ft.
floor and parapet or roof level, shall not be	(9.5 sq. m.)) of the building face on which the
greater than 2% (84.0 sq. ft. (7.8 sq. m.)) of	sign is located.
the building face on which the sign is located.	

COMMENTS:

The variance is to permit a fascia sign on the north elevation of the rooftop mechanical screen facing American Drive and southbound traffic on Airport Road. The building is located on a corner site which has many views from the streets. Although, the rooftop mechanical screen is large, it is well integrated with the design of the building. There are existing signs on the south and east elevations of the rooftop mechanical screen. As the signs are located on different sides of the building, the public cannot see all three signs at the same time. The Planning and Building Department therefore finds the variance acceptable from a design standpoint.



November 2, 2007

Mississauga City Council City of Mississauga 300 City Centre Drive Mississauga, Ontario, L5B 3C1

Dear Councillors,

Re: Minor Variance Request

We respectfully request your support for a minor variance to allow us to display a logo sign on the upper roof penthouse at 6205 Airport Road on the façade facing American Drive.

CaseBank Technologies Inc. is a 9 year old technology company which has chosen to move its head office into a prominent business area of Mississauga, which is noted for its progressive and supportive municipal government. We have leased a complete floor of this building and are expanding to employ up to 100 people at this site.

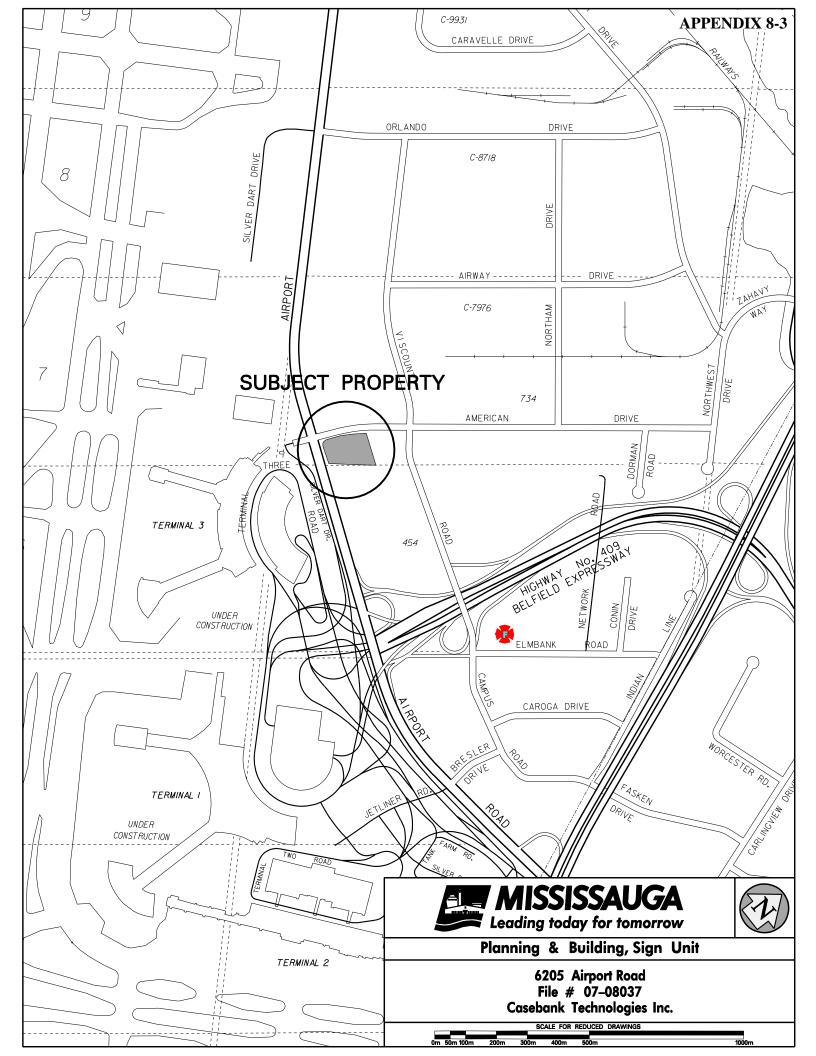
The American Drive façade of the building is unsigned and as the major tenant at the site, we believe it is important for the advancement of our company that CaseBank be allowed a logo sign on this façade.

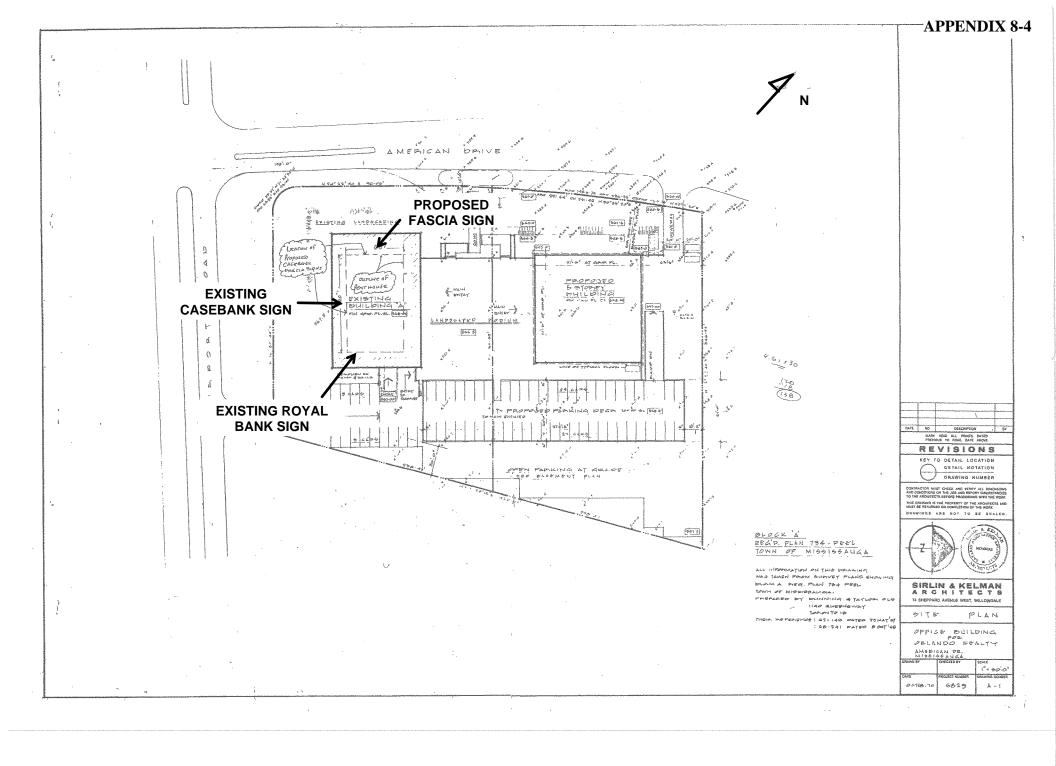
Thank you for your consideration.

Yours truly,

Phillip D'Eon

President and Chief Technology Officer







This is the property of KNNGHT SIGNS (A Division of Pacific Sign Group) and is not to be copied in whole or in part without Permission by the owners.

Colours shown on this presentation are strictly representational.

* Project: CASE BANK Address: 6205 AIRPORT ROAD MISSISSAUGA ONT. Contact: · Phone: Sales:Doug Jackett Date: June 15,2007 * Production: Sharon

* Date released for construction Approved with changes (INITIAL)

· File Name: 3517-06-07-CASDG *Revision Number 5 Aug 28,2007

What was the change

* Date: Customer Approval:

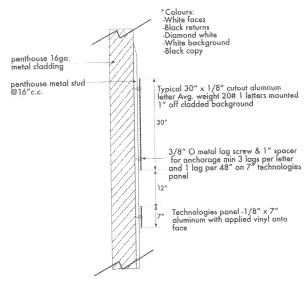
· NOTE we can not proceed without your sign approval

25'-6" C. 5 5 C E STATE OF THE STA

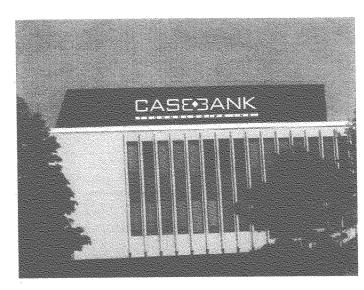
SIGN AREA 25.5' x 2.5' 23' x .42'

74.4 🗀

*Scale: 1/4''=1'.0''*Details: -2'.6'' -18'' set of non illuminated cutout aluminum letters mounted to blue corrugated background as shown -One non illuminated sintra panel with vinyl copy



Mounting Detail Typical x section aluminum letter sign



WEST ELEVATION FACADE AREA PENTHOUSE 60' x 12' FLOOR 2 & 3 93' x 28' FLOOR 1 85' x 00'



January 15, 2008

FILE: 07-06744

RE: Daniels Gateway Rental Communities

720 Avonwick Avenue - Ward 5

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

Section 12	Proposed
Permits only an address sign.	A ground sign not displaying the municipal
	address and displays commercial advertising.
Permits a maximum of 1.5 sq. m. (16.14 sq.	A ground sign having a sign area of 2.97 sq. m.
ft.) sign area for an address sign.	(31.96 sq. ft.).

COMMENTS:

The proposed variance is to permit one (1) ground sign which advertises the contact information for this rental complex. Although the sign is larger than permitted, the illuminated portion of the sign is equivalent to the illuminated sign area permitted under Sign By-law 0054-2002, as amended. The sign is well designed and placed in a location which would have little impact on the neighbourhood. The Planning and Building Department therefore find the variance acceptable from a design perspective, subject to the municipal address being added to the sign.

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

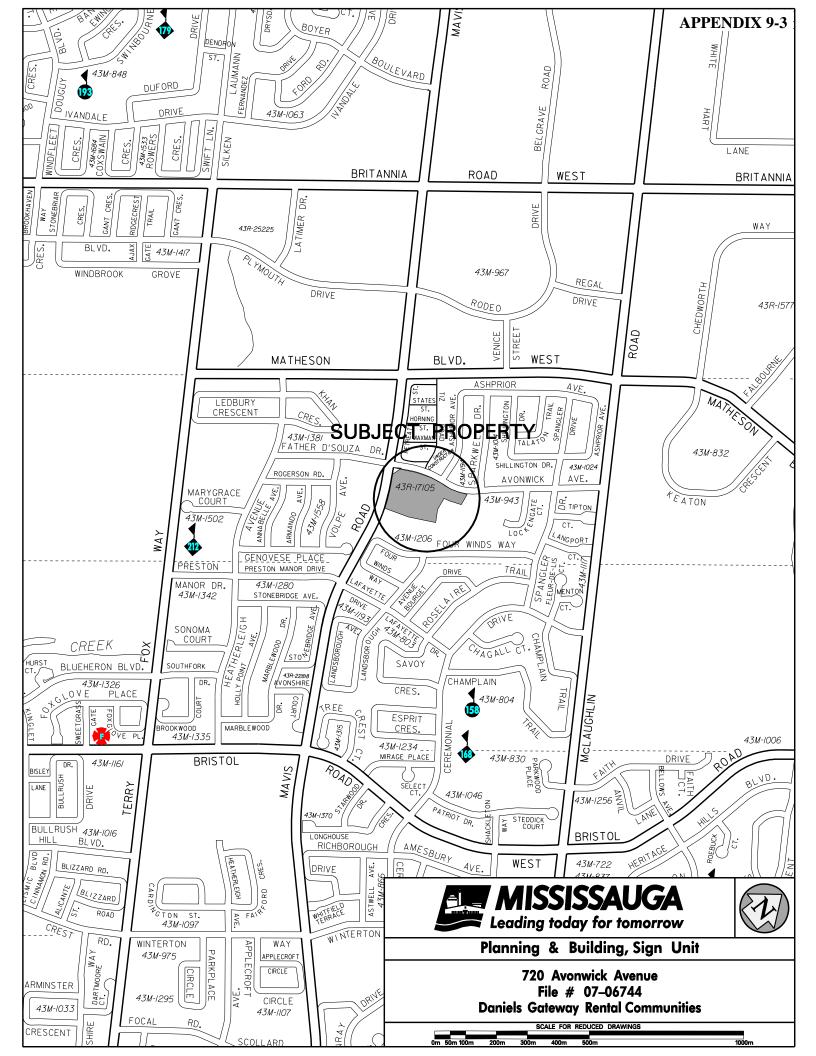
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

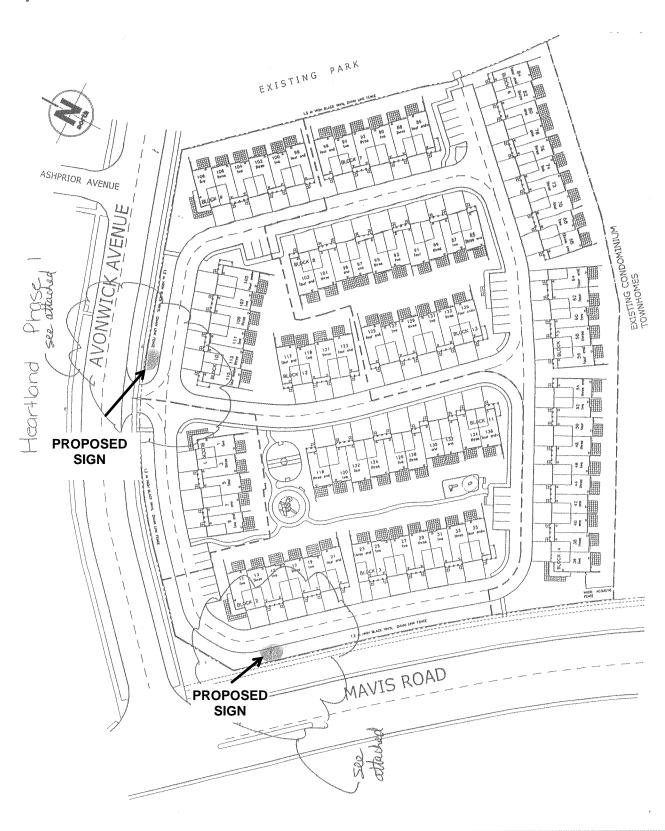
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

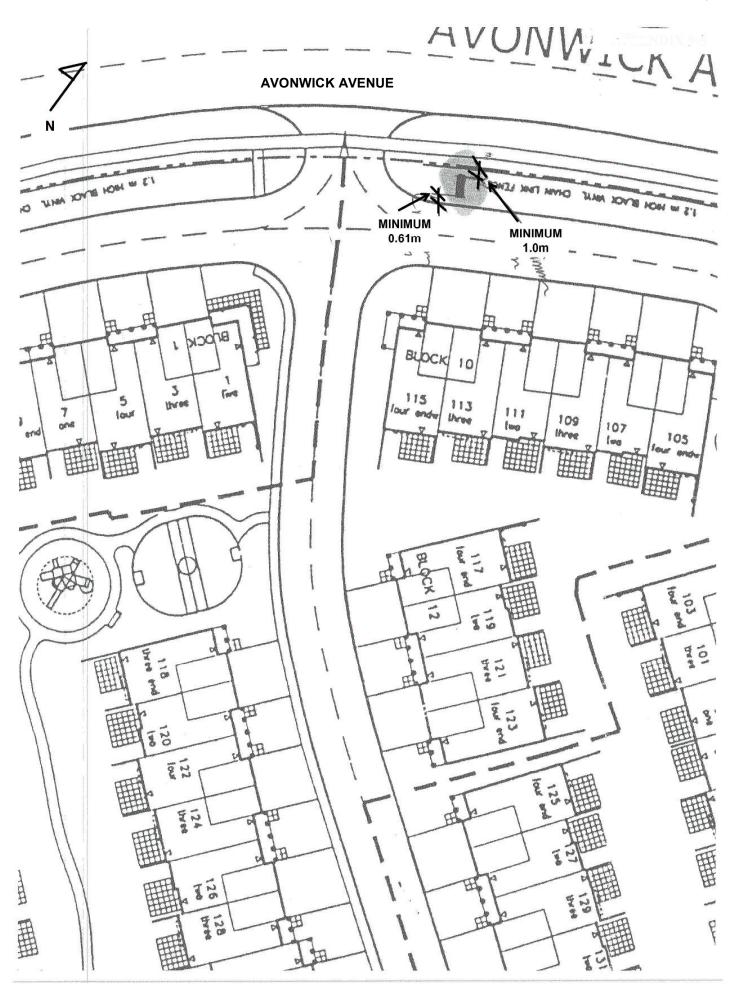
Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

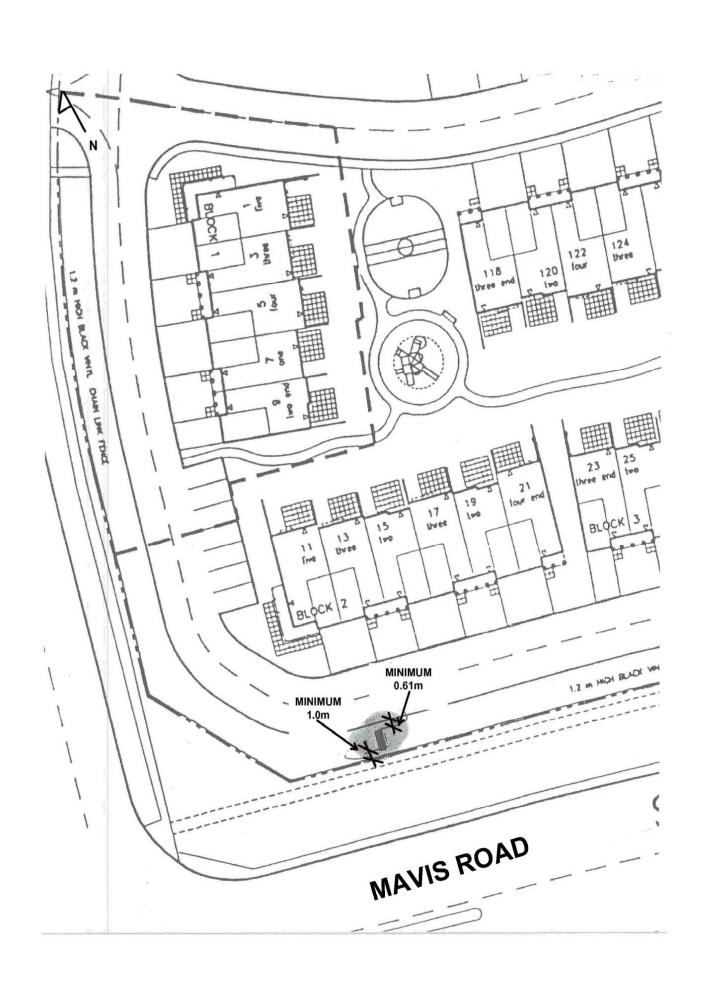
I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.



HEARTLAND VILLAGE NORTH







BACKLIT PANEL PORTION 3.75'x 4.25' PANTONE 660

Daniels Gateway
RENTAL COMMUNITIES

HEARTLAND
VILLAGE
NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED

PANTONE 660 PANTONE 295 GREY WHITE



January 15, 2008

FILE: 07-06743

RE: Daniels Gateway Rental Communities

689 Fourwinds Drive - Ward 5

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

Section 12	Proposed
Permits only an address sign.	A ground sign not displaying the municipal
	address and displays commercial advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

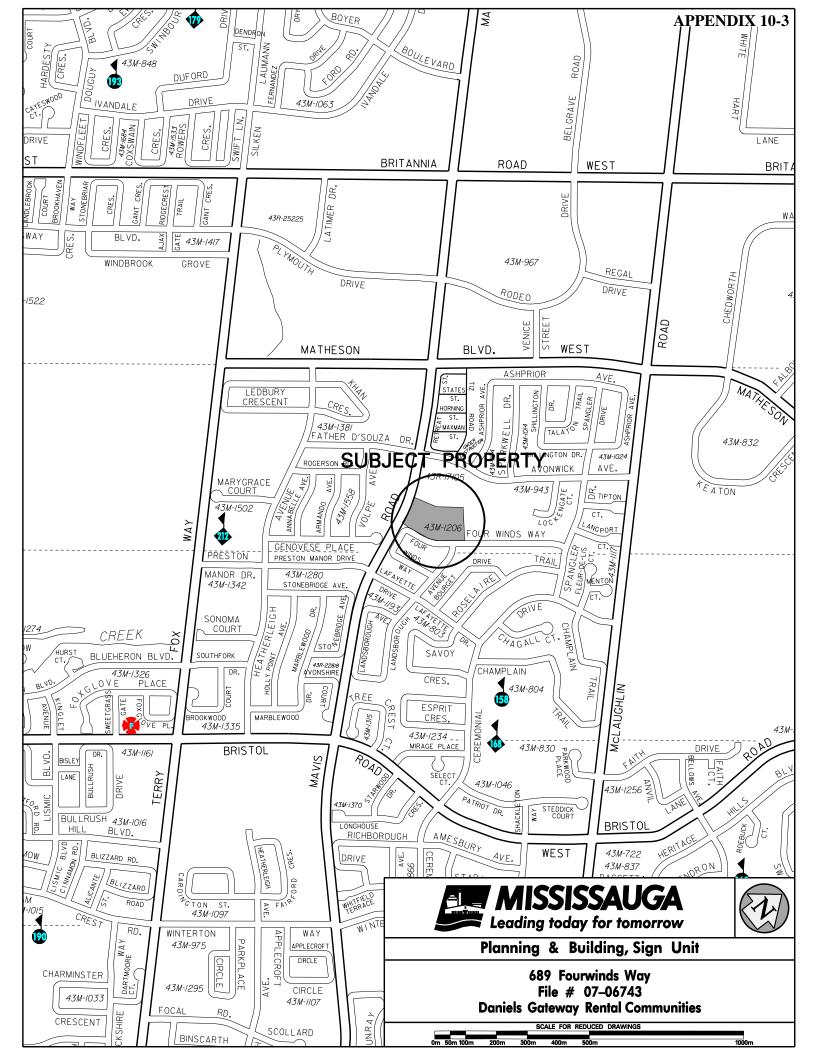
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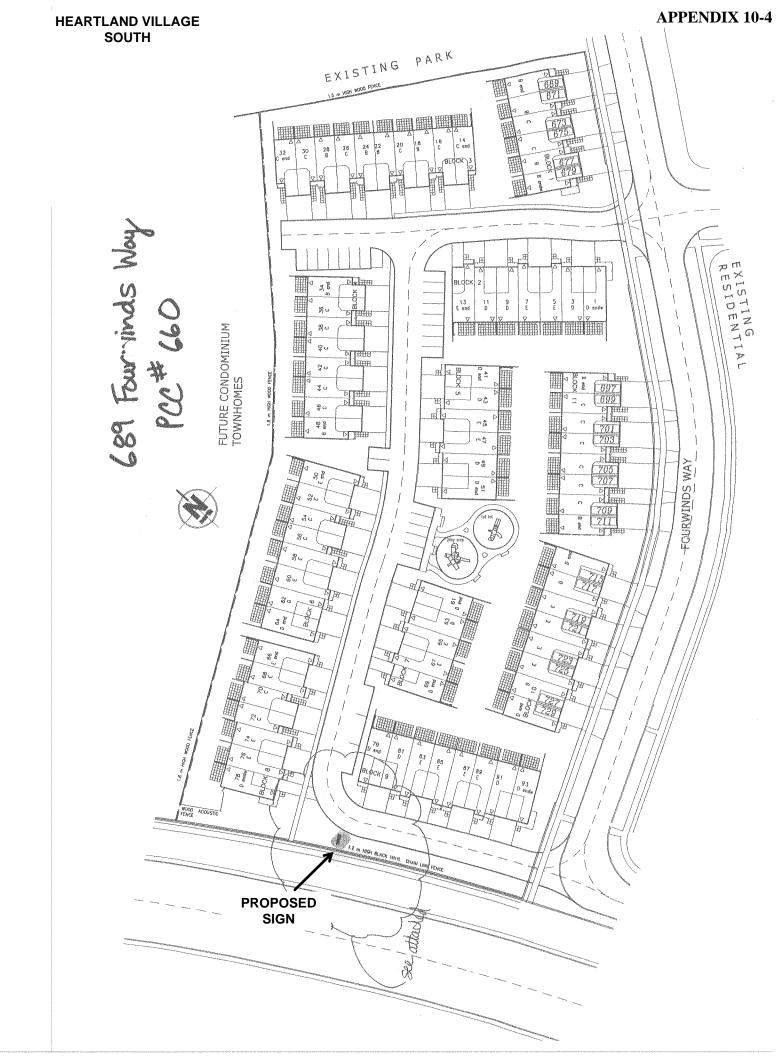
To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

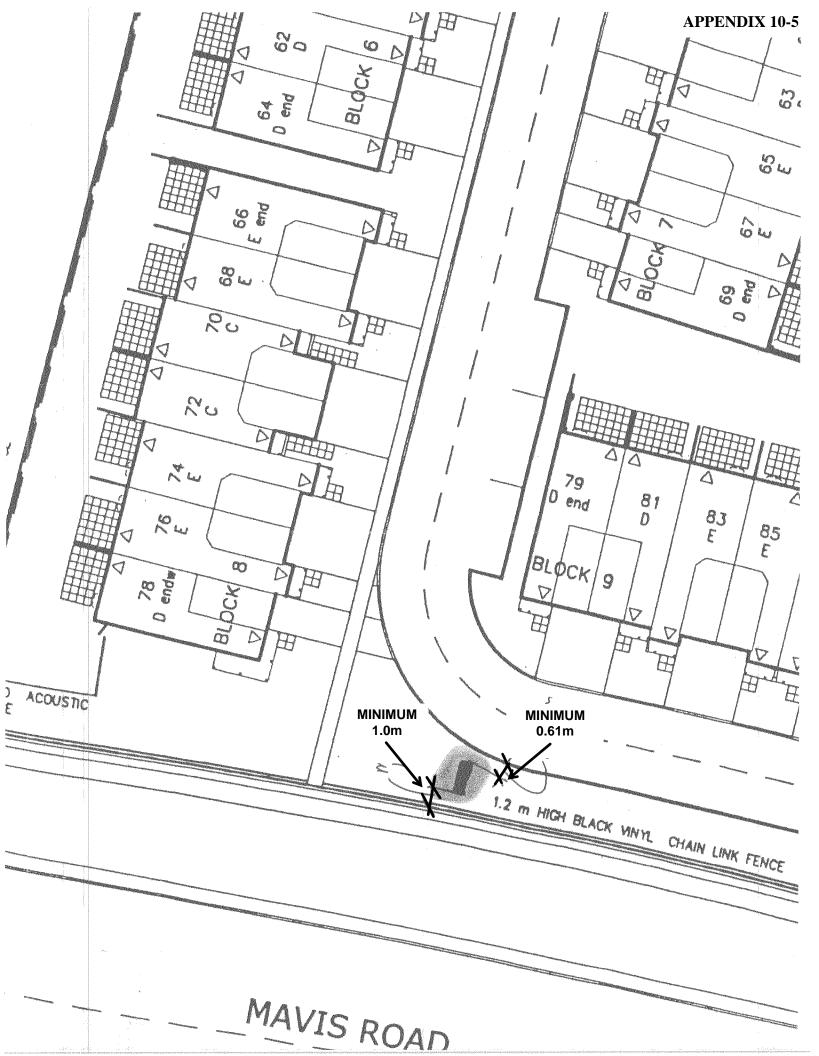
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I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.







BACKLIT PANEL PORTION 3.75'x 4.25' PANTONE 660

Daniels Gateway
RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED
PANTONE 660
PANTONE 295
GREY
WHITE



January 15, 2008

FILE: 07-08124

RE: Malton Village

7075 Rexwood Road - Ward 5

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

Section 12	Proposed
Permits only an address sign with a maximum	Proposed ground sign with an area of 2.5 sq.
area of 1.5 sq. m. (16.1 sq. ft.).	m. (26.3 sq. ft.).

COMMENTS:

The increase in the sign area for their proposed ground sign is to accommodate the necessary information to identify the long term care facility. The increase is very slight and will not have a visual impact on Rexwood Drive. The Planning and Building therefore finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2007 PDC Signs\07-08124\report-01.doc





Oct. 24, 2007

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

9057916144

Re: Sign Variance Application To Whom It May Concern:

I am writing to request a variance on the maximum allowable sign area and sign height as indicated by by-law 54-02 Section 12: residential and open space signs. The proposed sign would be installed for the Region of Peel Malton Long Term Care Facility at 7075 Rexwood Road. The zoning is currently residential but due to the nature of the 160 bed LTC facility on the property, visibility concerns as well as the amount of information required on the sign become issues within the given allowance. Due to the nature of the facility, our m main concern is that the sign and address must be easily legible to paramedic vehicles traveling at speed while responding to emergency calls. We request the slight variance in sign size to accommodate a larger font size as well as additional space to advertise special events at the facility.

Yours truly,

Benjamin Sutton Supervisor, Facility Services

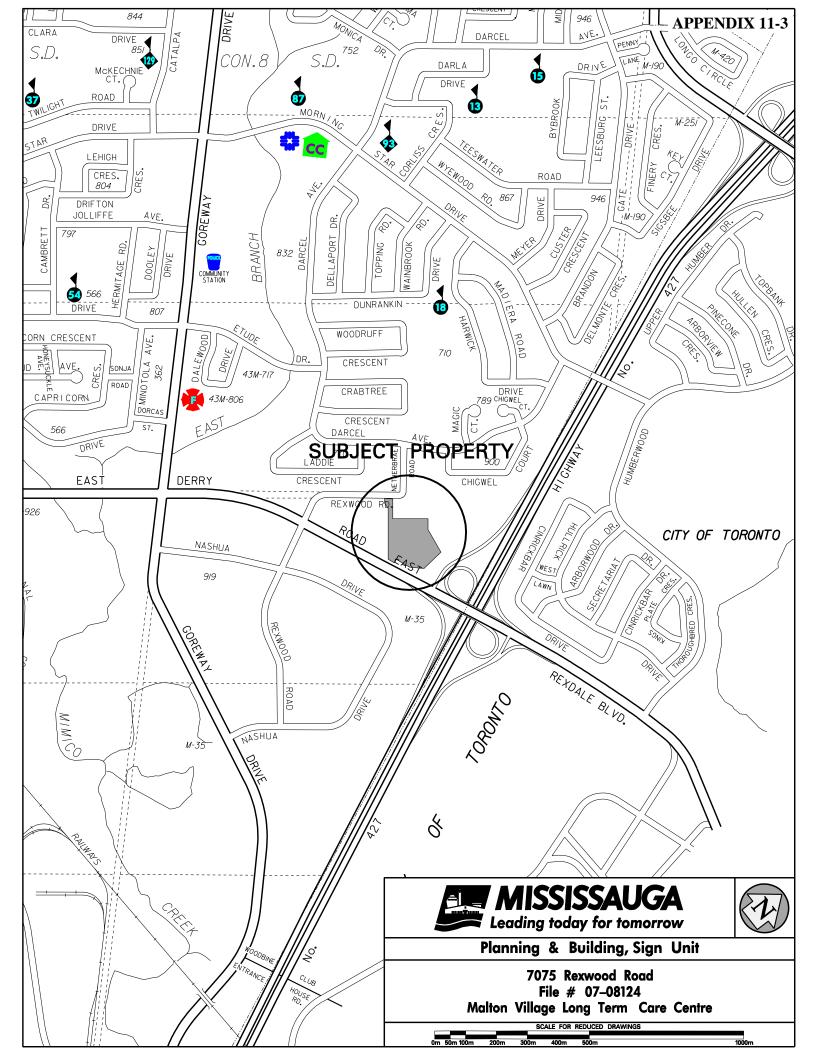
Malton Village Long Term Care Centre

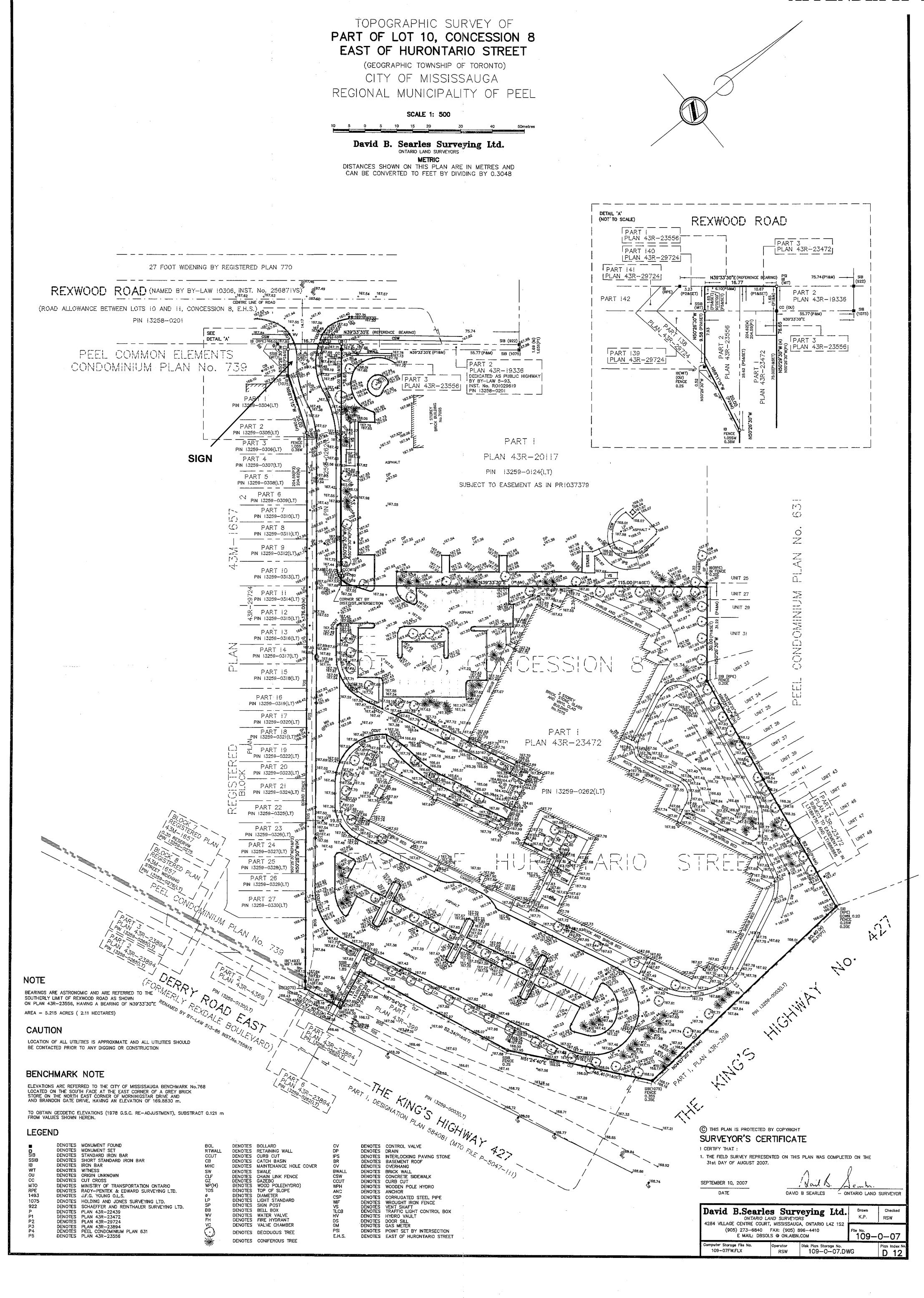
7075 Rexwood Road, Mississauga, Ontario L4T 4M1

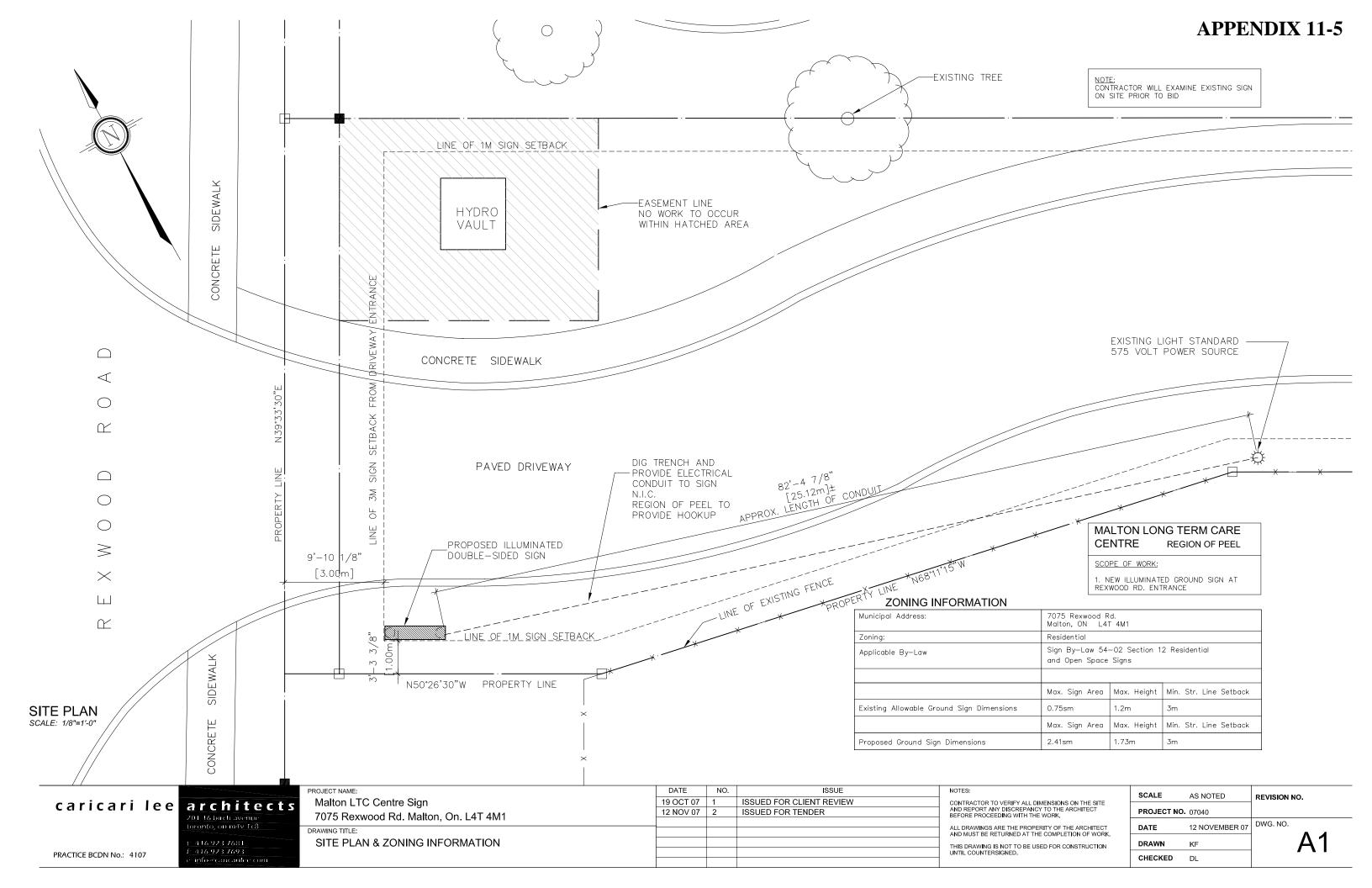
T:905-791-1179 Ext. 7296

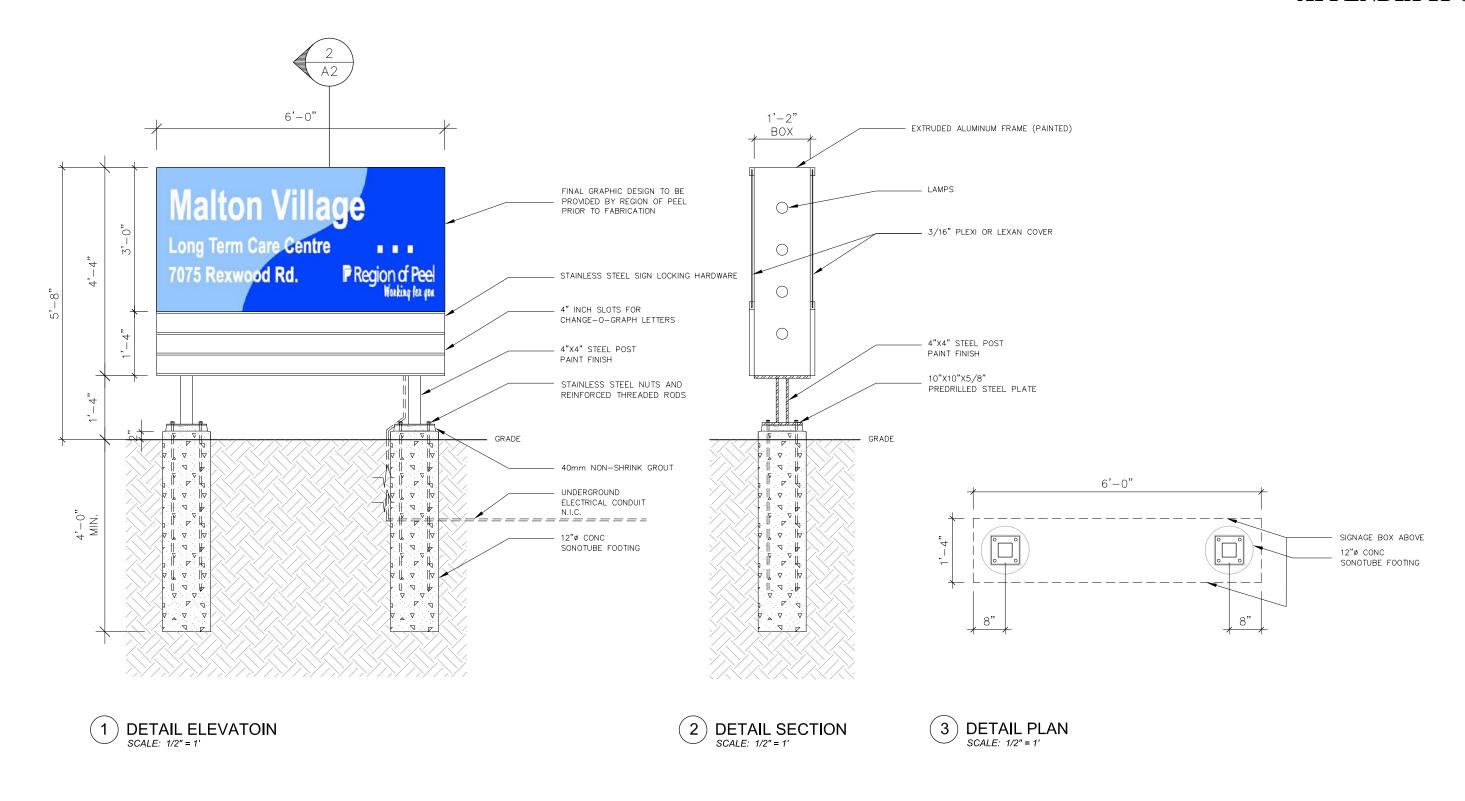
F: 905-293-9780

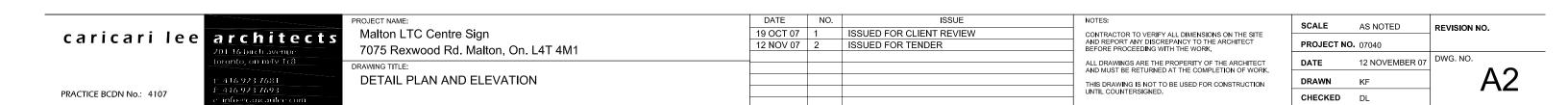
Email: Benjamin.sutton@peelregion.ca

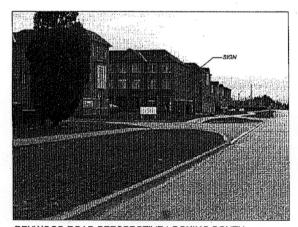












REXWOOD ROAD PERSPECTIVE LOOKING SOUTH



REXWOOD ROAD PERSPECTIVE LOOKING NORTH



REXWOOD ROAD PERSPECTIVE LOOKING EAST

PRACTICE SCON No.: 4107

caricari lee architects
701 16 binth menuntoronto, on usiv 1c7

PROJECT NAME: Malton LTC Centre Sign 7075 Rexwood Rd. Malton, On. L4T 4M1 DRAWING TITLE:

SITE PHOTOS

ISSUE

THIS DRAWING IS NOT YO BE USED FOR CONSTRUCTION UNTIL COUNTERSICARD.

NTS REVISION NO. PROJECT NO. 07040 12 NOVEMBER 07 DWG. NO. DATE **A3** DRAWN KF CHECKED DL



January 15, 2008

FILE: 07-06451

RE: Ready Honda-Certified Used Cars

424 Hensall Circle -Ward 7

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

Section 13	Proposed
One ground sign permitted to have a	One ground sign having a sign area of 16.24
maximum sign area of 3.5 sq. m. (37.67 sq.	sq. m. (174.81 sq. ft.) per sign face.
ft.) per sign face.	
One ground sign permitted to have a	One ground sign having an overall height of
maximum height of 3.0 m (9.84 ft.).	7.22 m (23.68 ft.).

COMMENTS:

The property is located in the Cooksville Special District which has specific sign provisions for the area. The sign provisions were designed to address the present and future mainstreet character of Cooksville.

The Ready Honda site is located on Hensall Circle between the border of an industrial subdivision and the Cooksville Special District. It is not envisioned that Hensall Circle will have the characteristics of a mainstreet as projected for Dundas Street. In this regard, the proposed sign is within the intent of the provisions of the Sign By-law for a commercial site. The Planning and Building Department therefore finds the variance acceptable from a design perspective, subject to the removal of the banner signs which were not part of this application.

November 1, 2007

To: Members of the City of Mississauga Planning and Development Committee

Re: Variance request from the City of Mississauga Sign By-law 54-02 to permit a 23.7 ft (7.22 metre) tall ground sign with a sign face area of 5.24 square metres (56.4 square feet) on the property of 424 Hensall Circle.

We are asking for relief from the provisions of the City of Mississauga Sign By-law 54-02, Section 13 "Special Sign District." This section restricts a ground sign to a maximum height of 3 metres and a maximum sign area of 3.5 square metres per face. The property in question is on the south side of Hensall Circle which runs south from Dundas Street East and east of Burslem Road.

The site is the new home of Ready Honda and the proposed sign will identify the car dealership.

The sign is a standard size in the highly competitive automotive sales industry and will help traffic on Dundas St. E. locate the property.

The use of the property and the proposed sign are not out of character for the area and will not have a negative impact on the district or streetscape.

The proposed sign will assist Honda in developing a needed identity in the neighbourhood and contribute to the re-growth of this district.

We are respectfully asking for your consideration in this matter.

Yours truly,

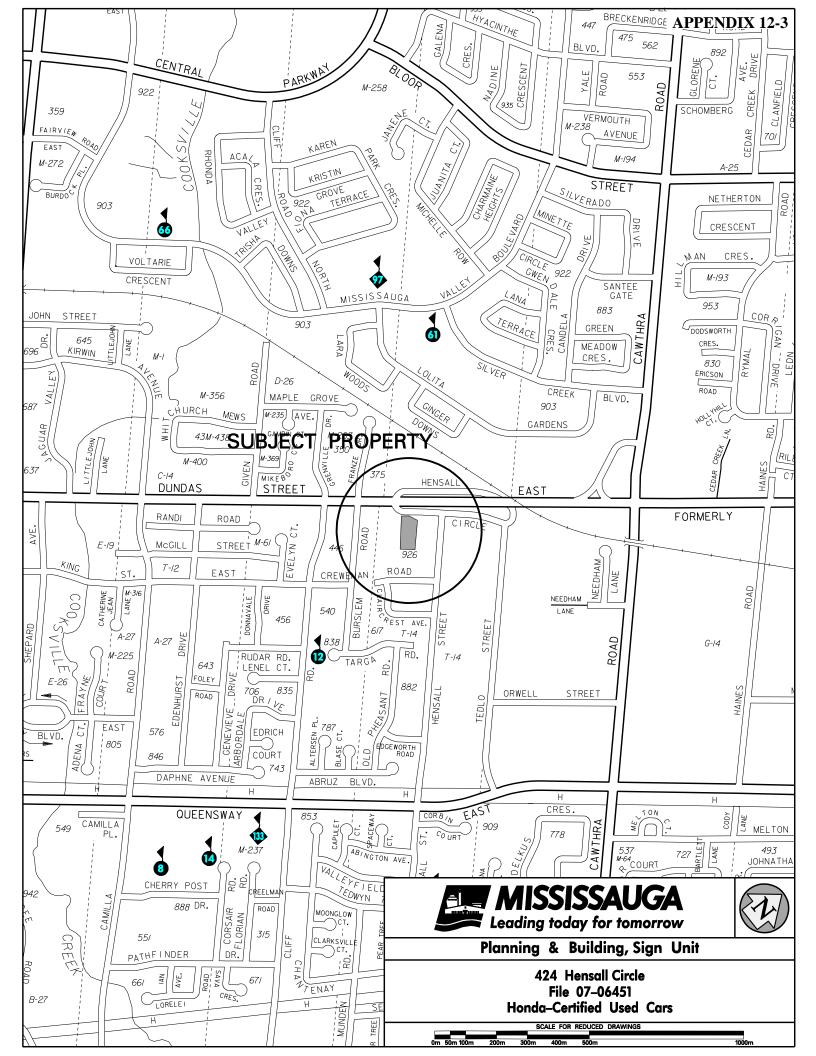
Robert Manning

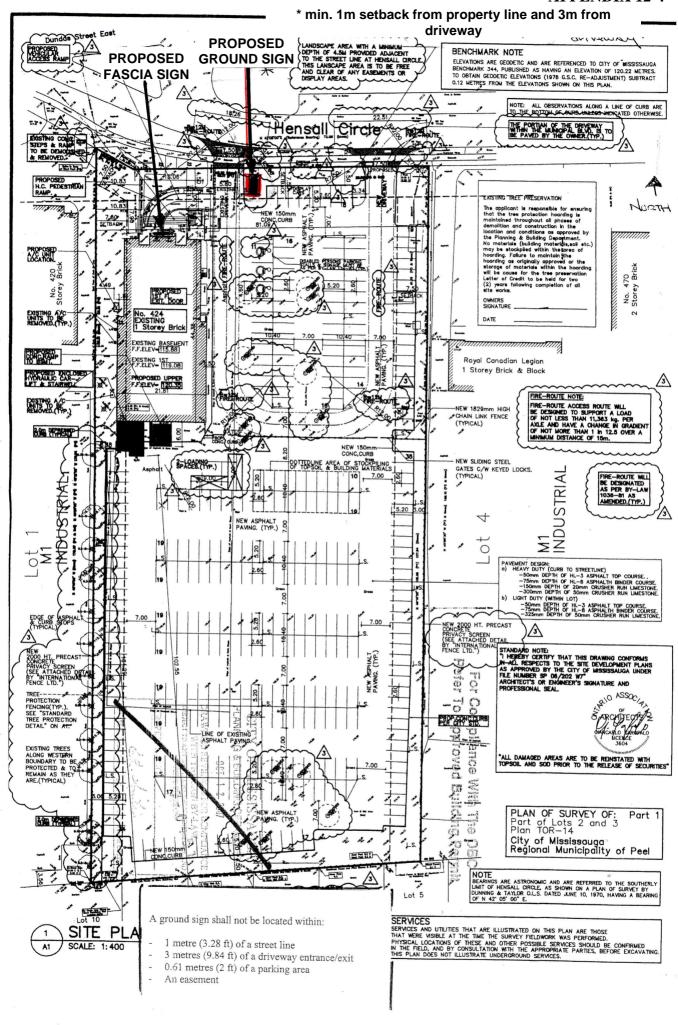
Permit Officer

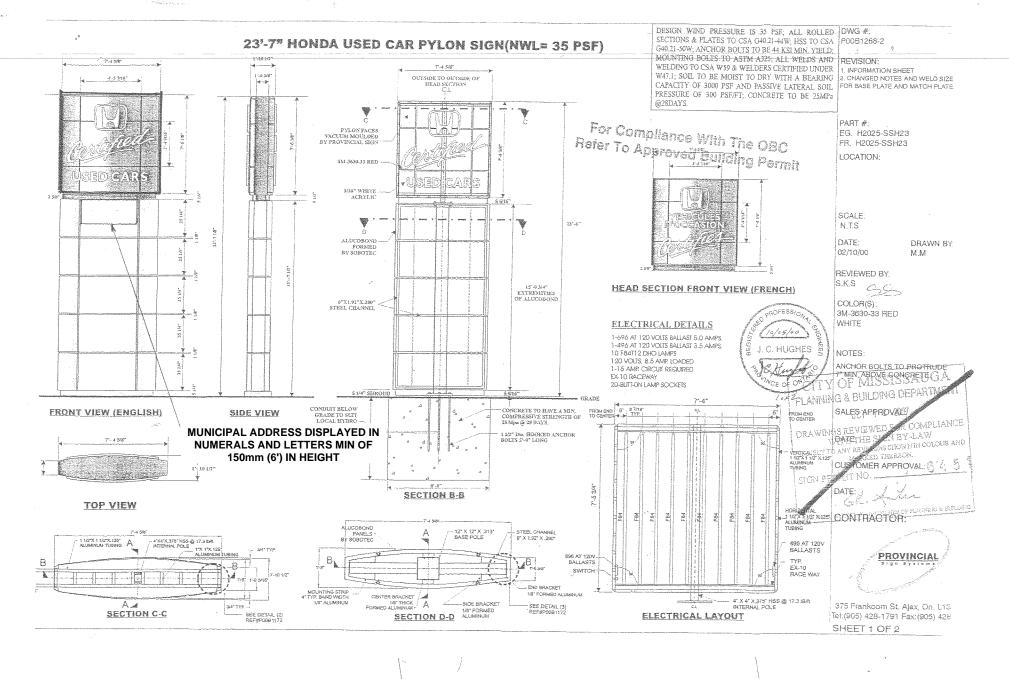
Provincial Sign Systems

on behalf of

Ready Honda









January 15, 2008

FILE: 07-06747

RE: Daniels Gateway Rental Communities

3035 Artesian Drive - Ward 8

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

Section 12	Proposed
Permits only an address sign.	A ground sign that does not display the
	municipal address and displays commercial
	advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

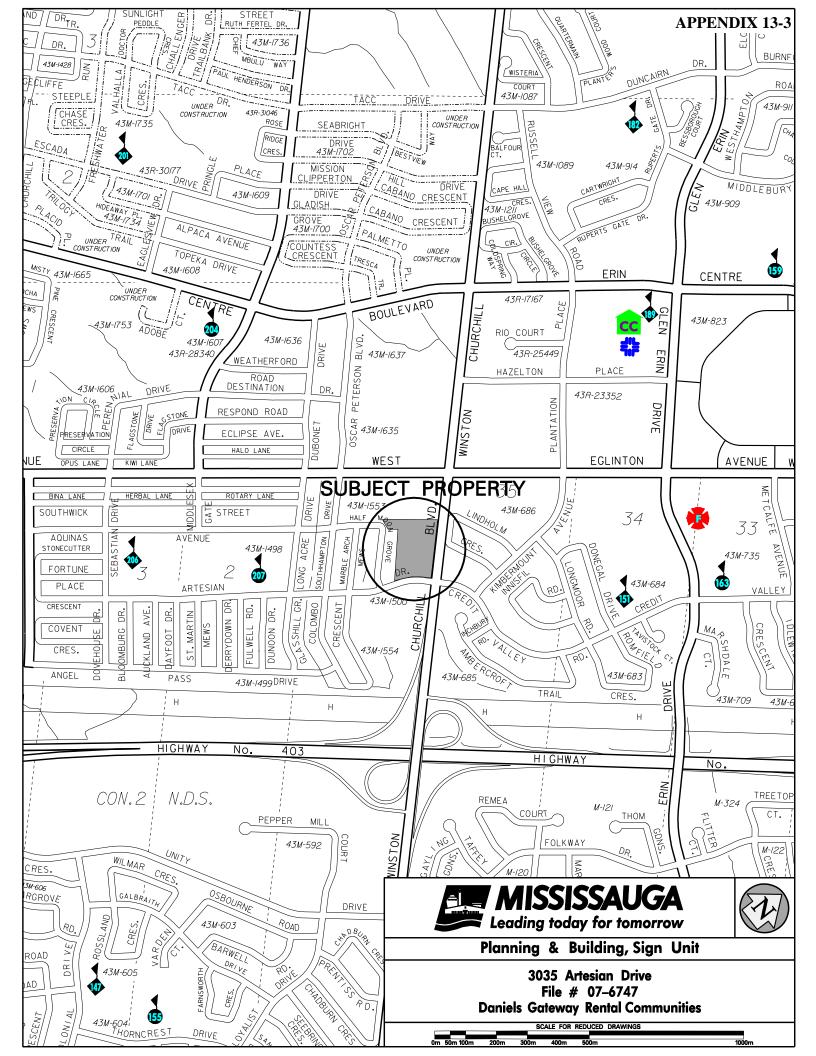
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

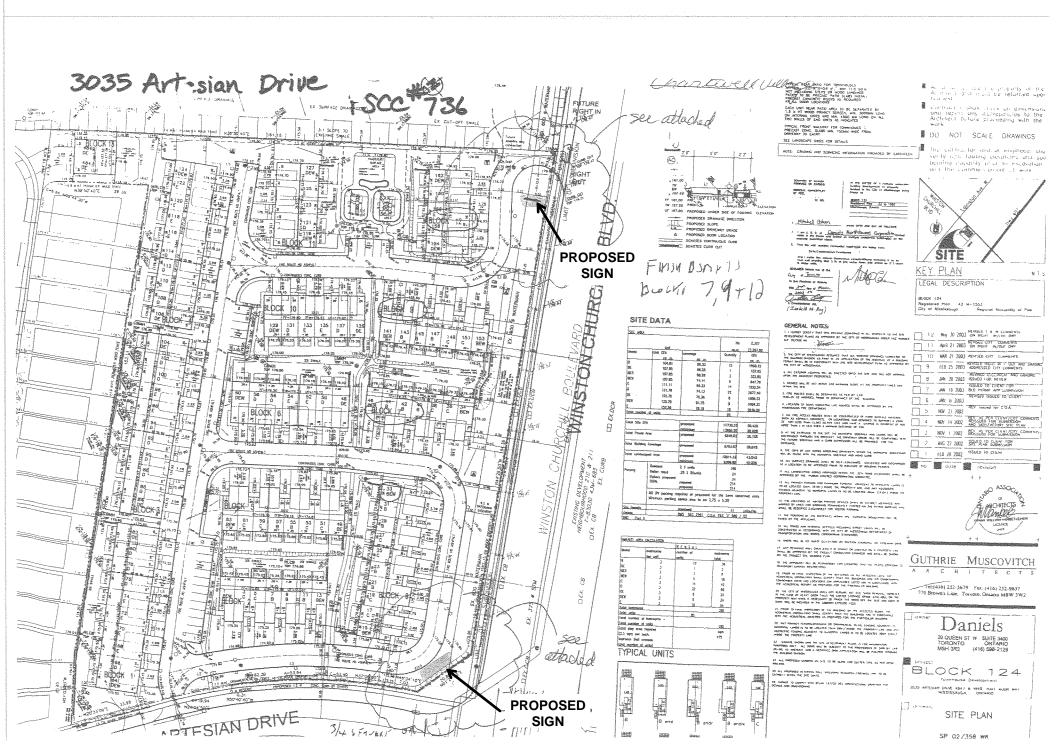
To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

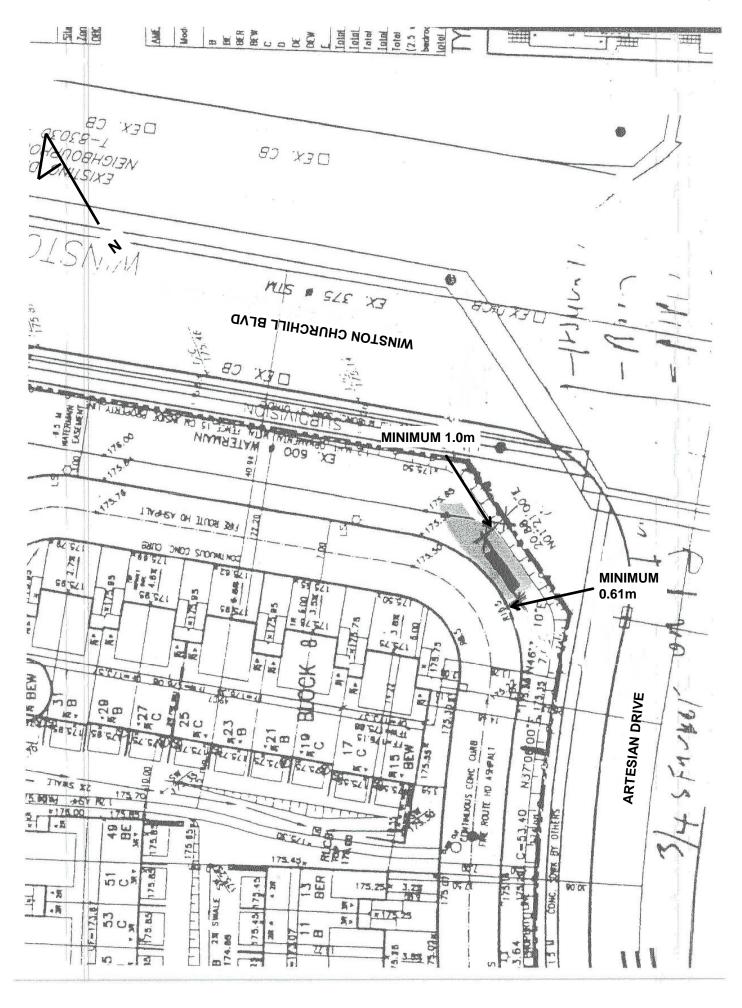
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

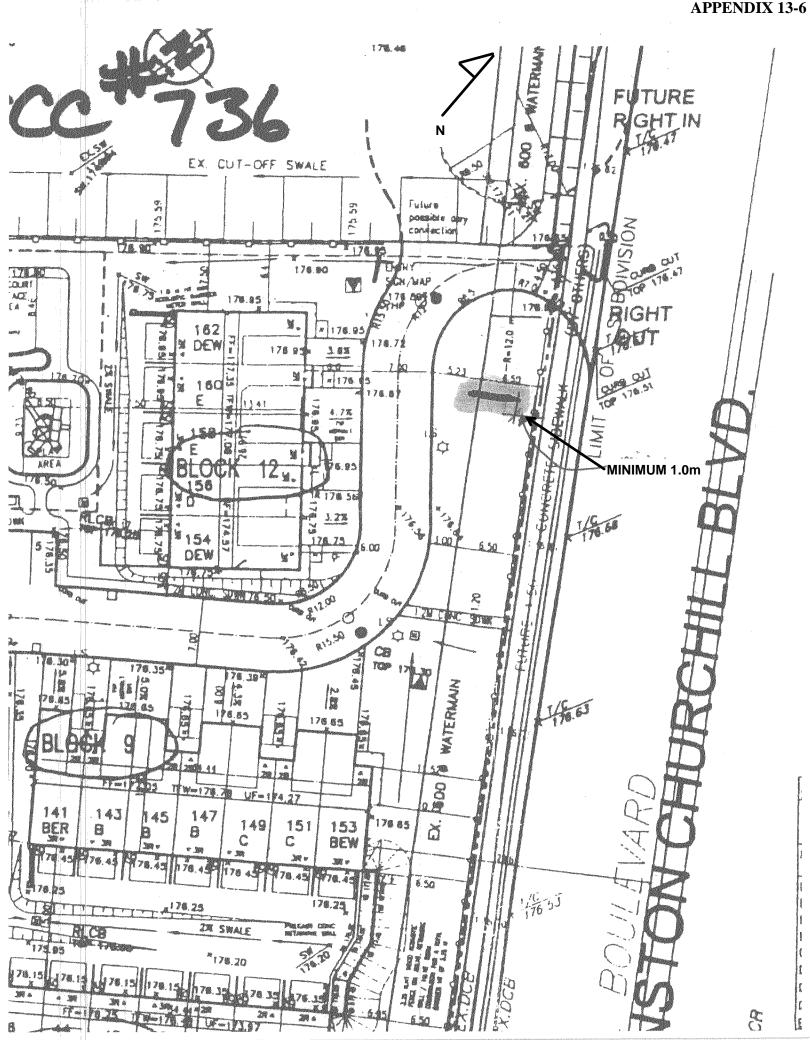
Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.









BACKLIT PANEL PORTION 3.75' × 4.25' PANTONE 660

Daniels Gateway RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED

PANTONE 660 PANTONE 295 GREY WHITE



January 15, 2008

FILE: 07-06746

RE: Daniels Gateway Rental Communities

4600 Kimbermount Avenue - Ward 8

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

Section 12	Proposed
Permits only an address sign.	A ground sign that does not display the
	municipal address and displays commercial
	advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

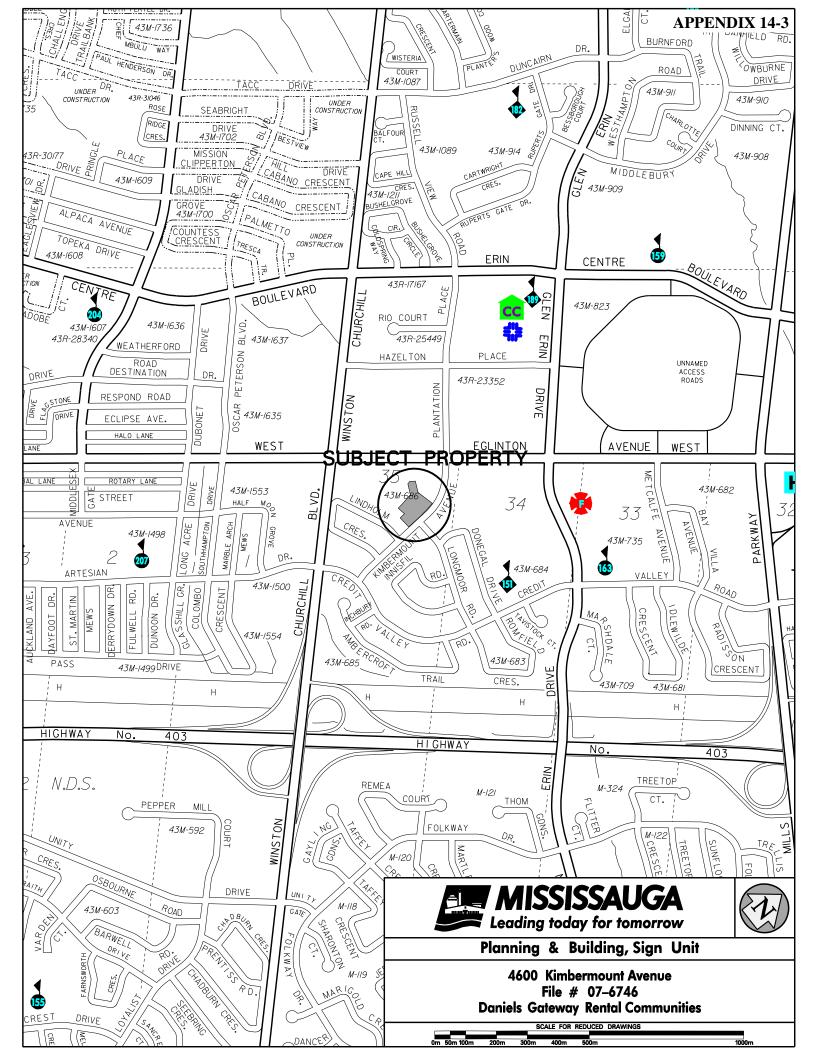
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

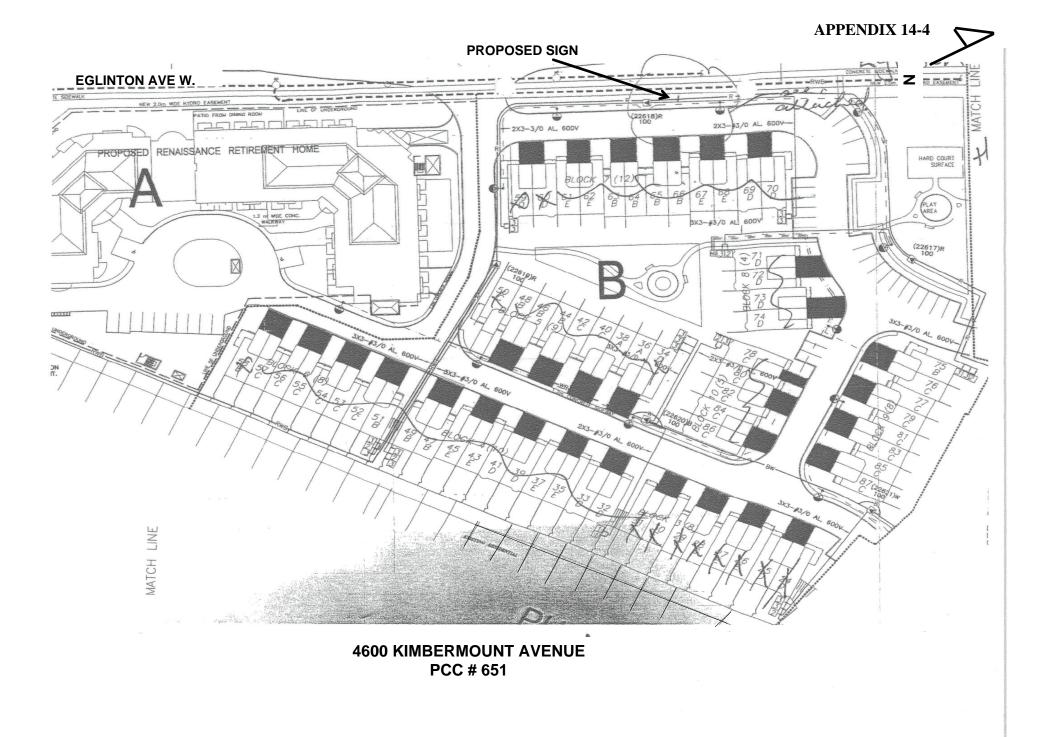
To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

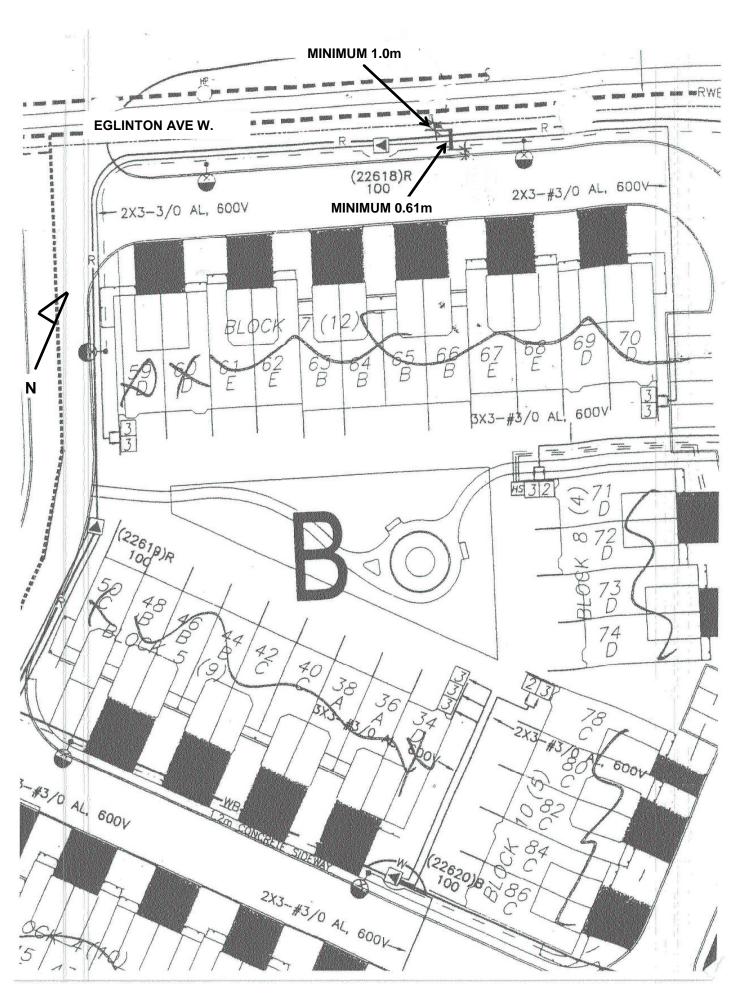
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.







BACKLIT PANEL PORTION 3.75' x 4.25' PANTONE 660

Daniels Gateway
RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED

PANTONE 660 PANTONE 295 GREY WHITE



January 15, 2008

FILE: 07-06745

RE: Daniels Gateway Rental Communities

5625 Glen Erin Drive - Ward 9

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

Section 12	Proposed
Permits only an address sign.	A ground sign that does not display the
	municipal address and displays commercial
	advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

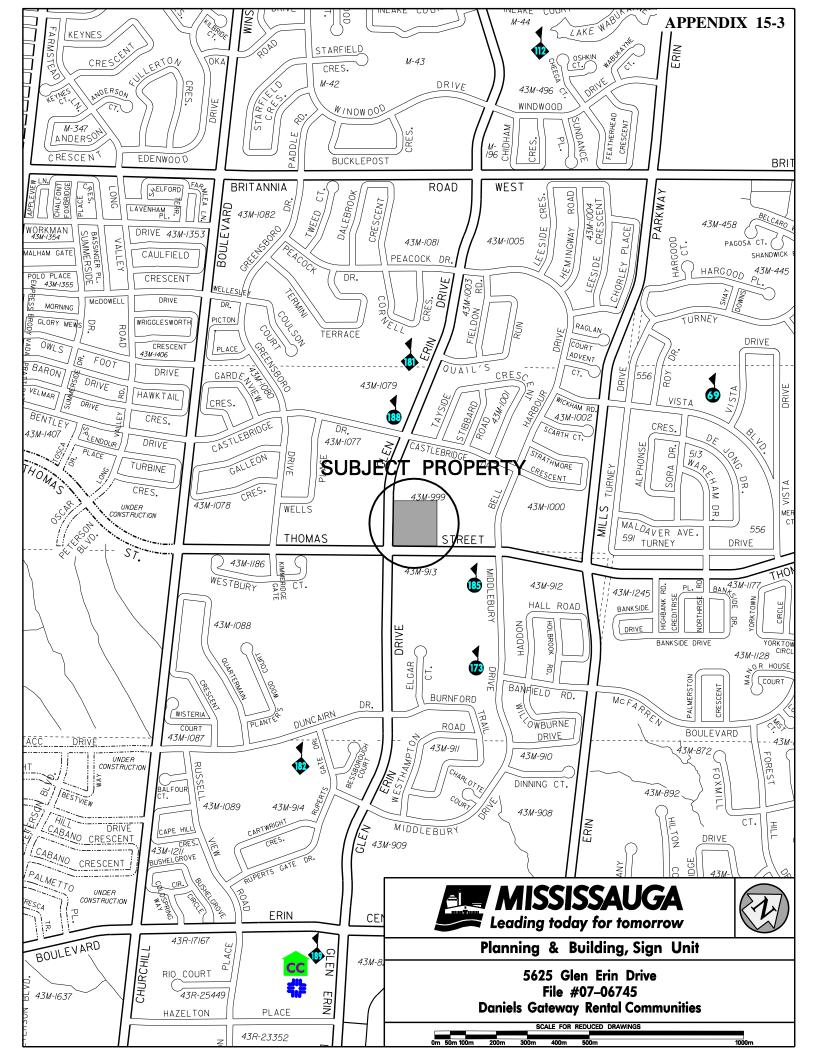
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

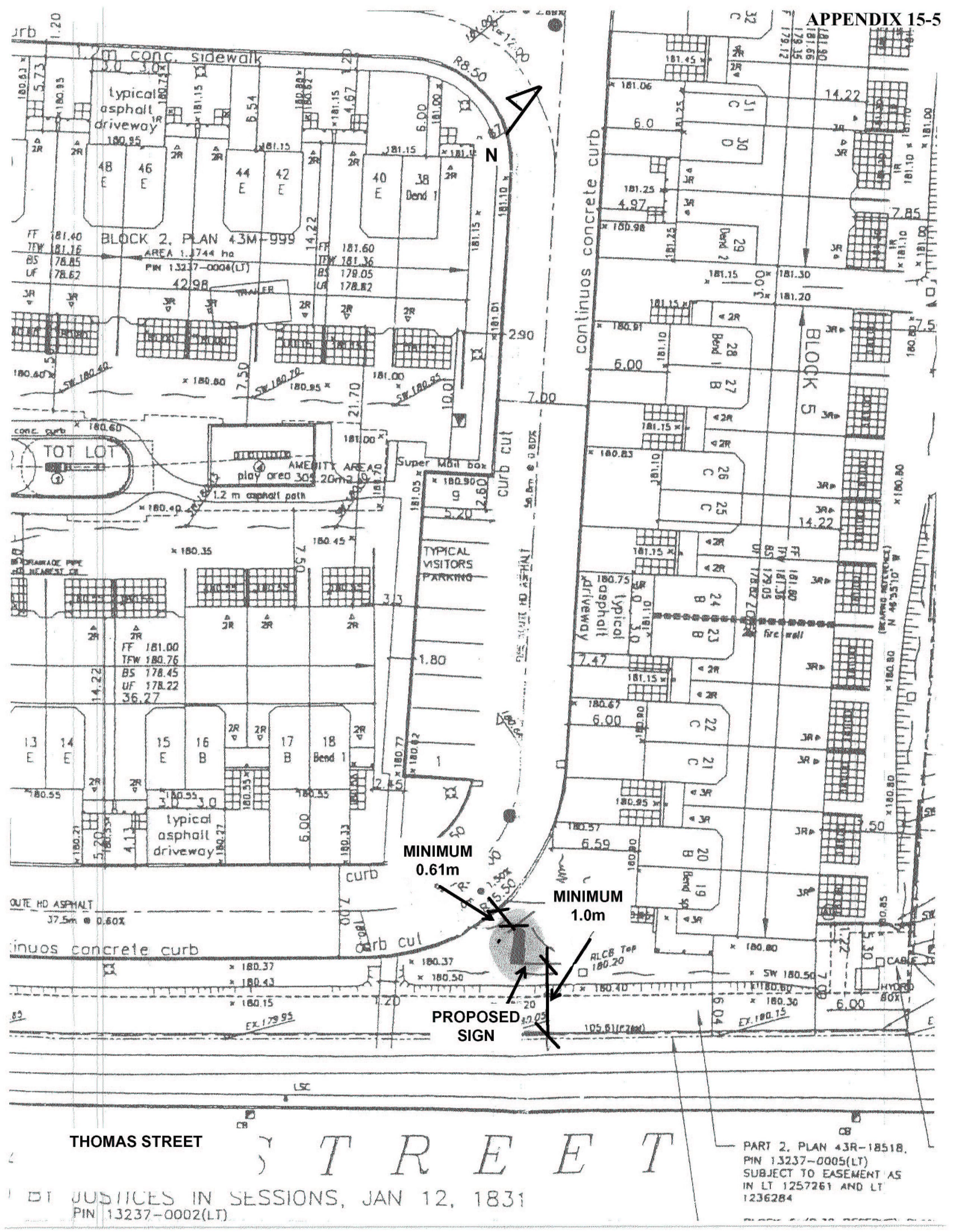
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

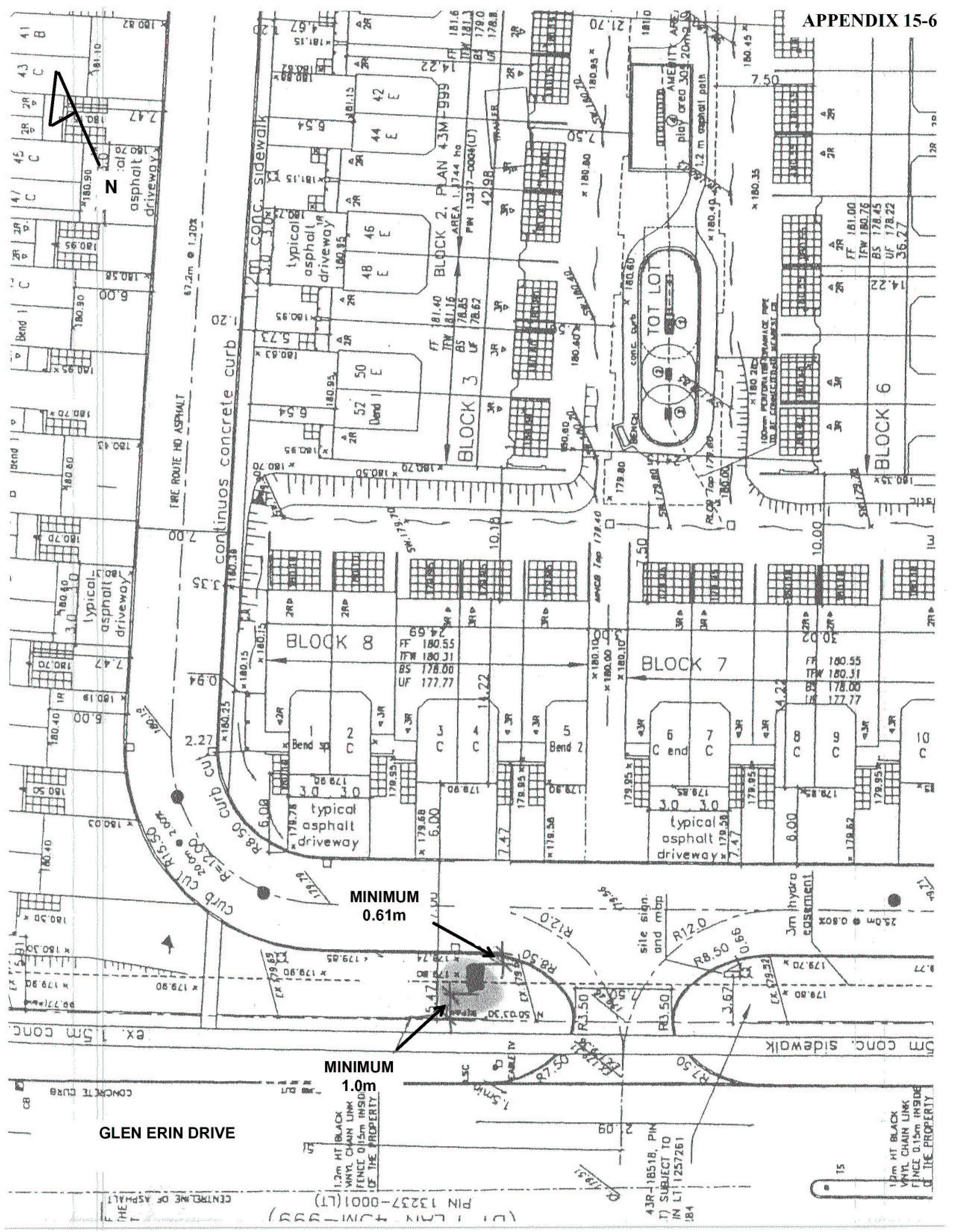
Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.









4' wide sign stucture with added trim work

BACKLIT PANEL PORTION 3.75'x 4.25' PANTONE 660

Daniels Gateway
RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED

PANTONE 660 PANTONE 295 GREY WHITE

8′



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

FILE: 07-06748

RE: Daniels Gateway Rental Communities

2900 Rio Court - Ward 9

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

Section 12	Proposed
Permits only an address sign.	A ground sign that does not display the
	municipal address and displays commercial
	advertising.
Permits a maximum sign area of 1.5 sq. m.	A ground sign having a sign area of 2.97 sq. m.
(16.14 sq. ft.) for an address sign.	(31.96 sq. ft.).

COMMENTS:

The proposed variance is to permit one (1) ground sign which advertises the contact information for this rental complex. Although the sign is larger than permitted, the illuminated portion of the sign is equivalent to the illuminated sign area permitted under Sign By-law 0054-2002, as amended. The sign is well designed and placed in a location which would have little impact on the neighbourhood. The Planning and Building Department therefore find the variance acceptable from a design perspective, subject to the municipal address being added to the sign.

Sign Variance Rationale File: 07-6742 to 07-6748

November 7, 2007

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

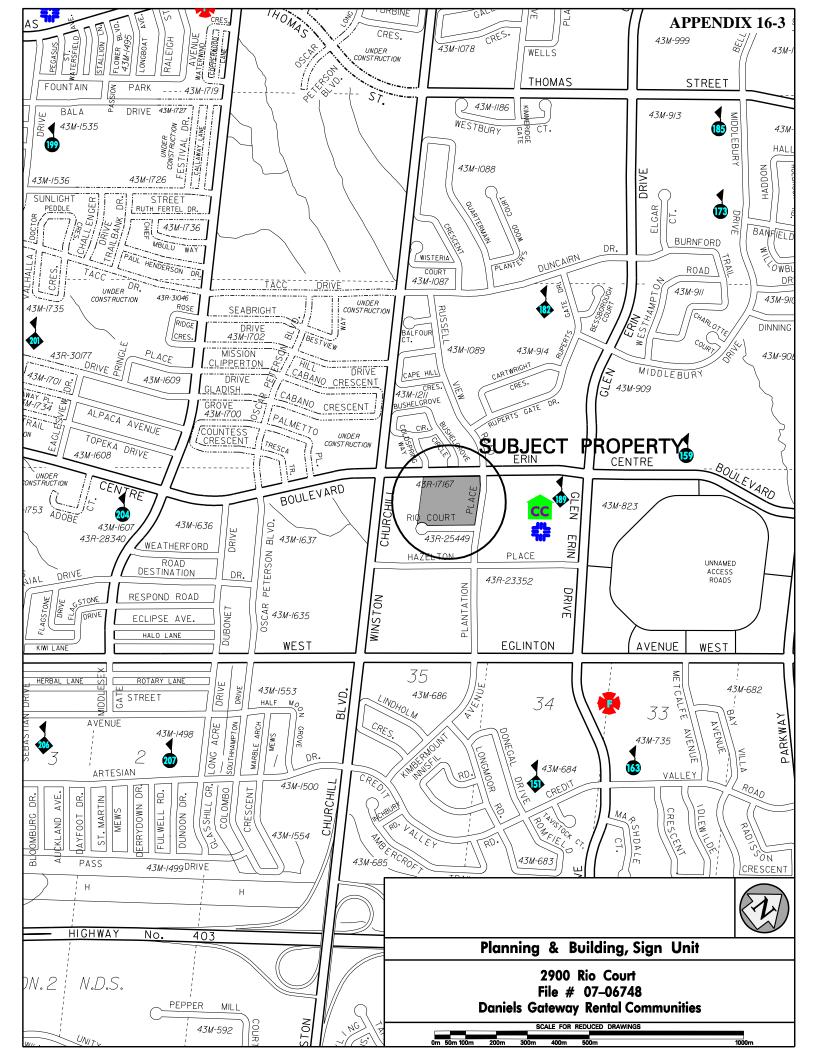
Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

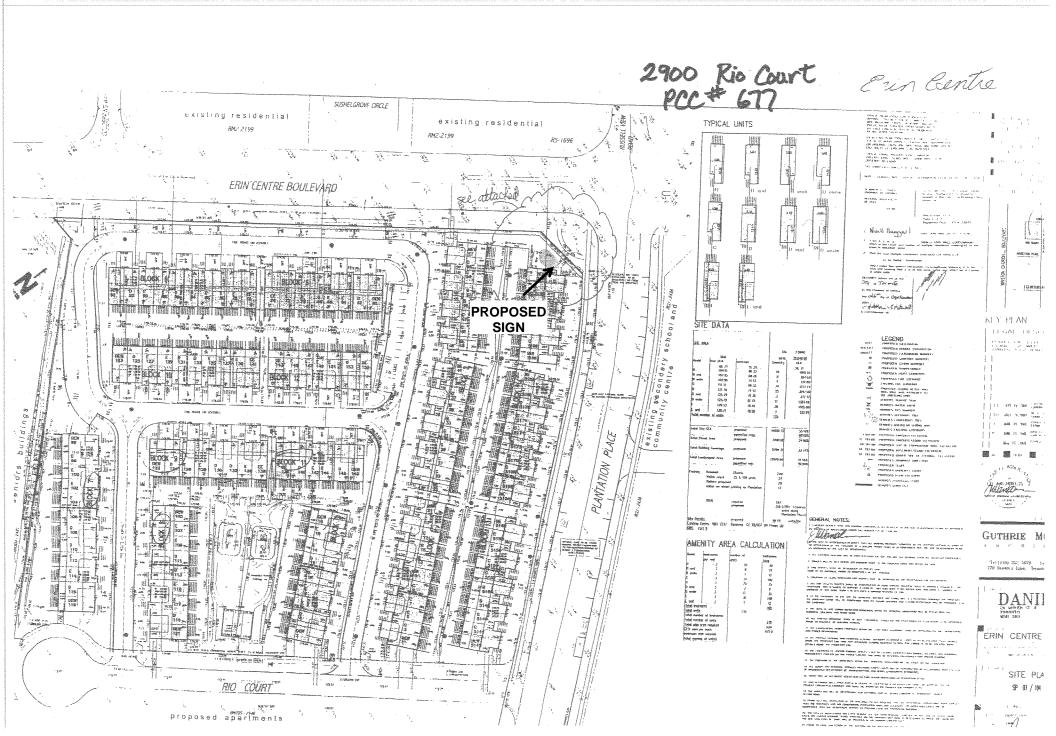
To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

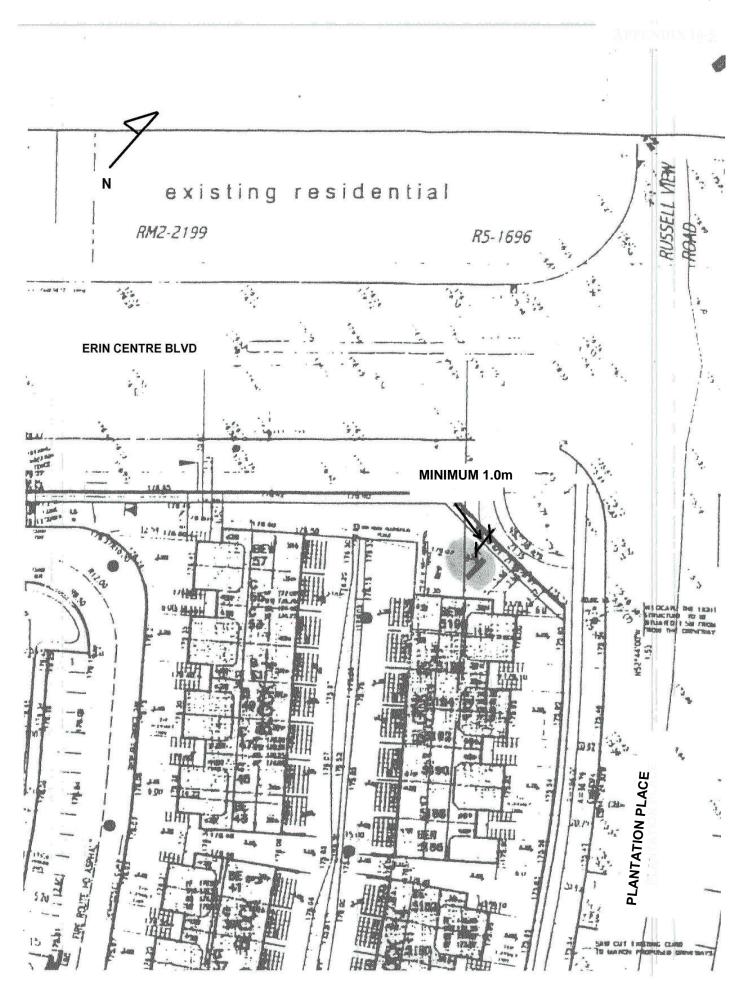
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.







4' wide sign stucture with added trim work

BACKLIT PANEL PORTION 3.75' x 4.25' PANTONE 660

Daniels Gateway RENTAL COMMUNITIES

HEARTLAND VILLAGE NORTH

905-501-7900

www.danielsgateway.com

Daniels love where you live

3.75' wide apron, height subject to grade - must be high enough to accommodate grass/snow

COLOURS USED

PANTONE 660 PANTONE 295 GREY WHITE

8'



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

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	7.46m (24.5 ft.) and a sign area of 9.30 sq. m.
sign area of 3.5 sq. m. (37.67 sq. ft.)	(100.80 sq. ft.).

PREVIOUS COMMENTS: (Planning and Development Committee – June 11, 2007)

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 16-5). The Planning and Building Department therefore cannot support the variance from a design perspective.

Please note that the pictures (Appendices 16-7 to 16-9) provided by the applicant are of signage approved prior to the enactment of Sign By-law 0054-2002, as amended.

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 to review the proposed application. In this regard, the Ward Councillor was in agreement with the staff's recommendation.



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.

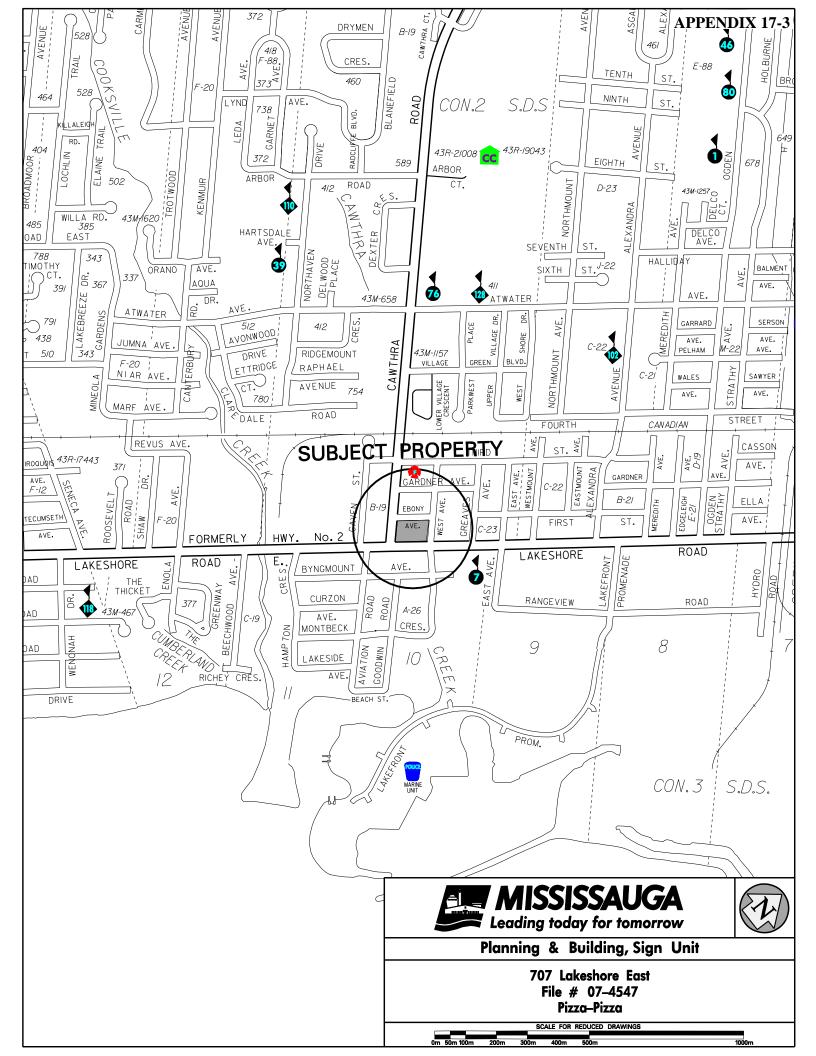
I trust that you will find everything in order and should you have any questions please do not hesitate to contact me at 905 330 2336.

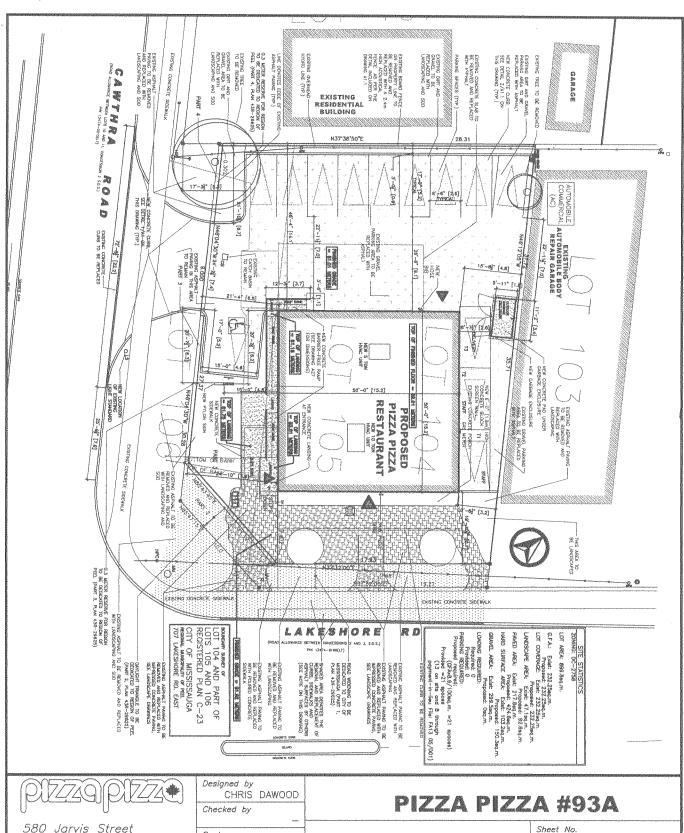
Yours truly,

Pizza Pizza Limited

David A. Brown Consulting Planner

attachments





580 Jarvis Street Toronto, Ontario M4Y 2H9

Tel. (416) 967-1010 Fax. (416) 967-6449 Store Area (Gross):

Store Area (Net):

Date: MAR. 2, 2007

707 LAKESHORE RD. E. MISSISSAUGA, ONTARIO

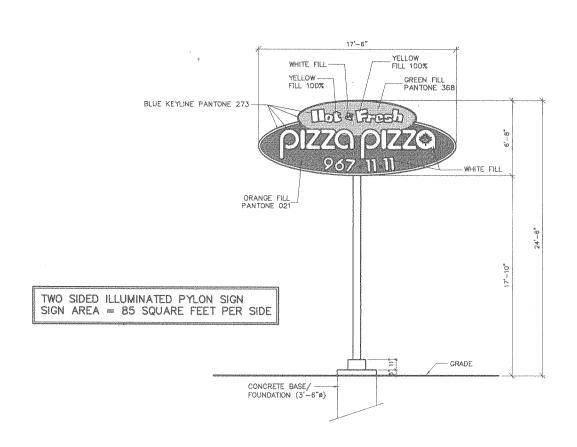
SITE PLAN

sheet No.

SV2









580 Jarvis Street Toronto, Ontario M4Y 2H9

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

Checked by

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

Store Area (Gross): Store Area (Net):

Date: MAR. 2, 2007

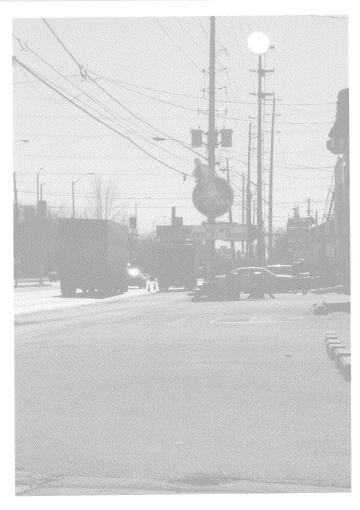
PIZZA PIZZA #93A

707 LAKESHORE RD. E. MISSISSAUGA, ONTARIO

PYLON SIGN

SV1

Sheet No.









APPENDIX 17-8











SIGN VARIANCE APPLICATION REPORT Planning and Building Department

January 15, 2008

FILE: 07-04016

RE: HT Physiotherapy

640 Eglinton Avenue West - Ward 4

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

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

PREVIOUS COMMENTS: (Planning and Development Committee – April 30, 2007)

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

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

COMMENTS:

On April 30, 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. It was agreed that staff would bring the same recommendation back to Planning and Development Committee for a final decision.



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

01 February 2007

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

Dear Sirs:

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

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

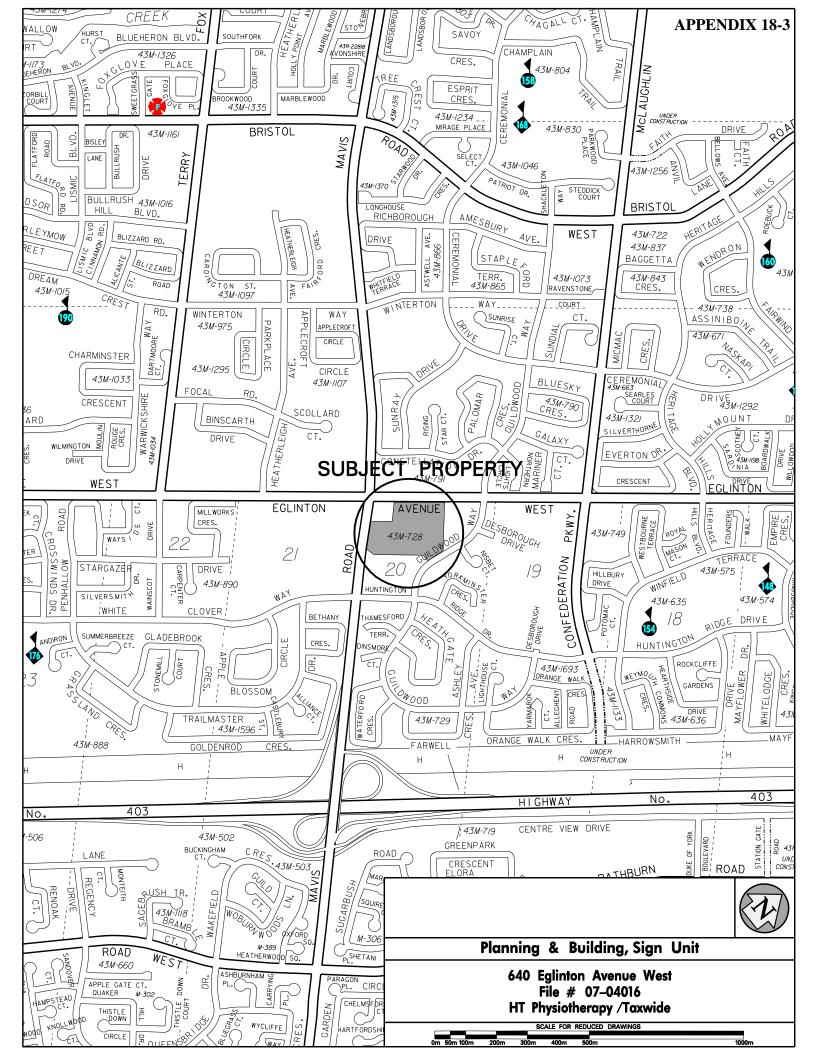
This Tenant is located at the rear of a 2nd floor building with no visible sight lines from the parking lot area; Mavis Road or Eglinton Ave. The main entrance to the Shopping Centre is at Eglinton Ave. W. and due to the location of this Tenant's premises vehicular traffic entering the centre have no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

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

Yours truly

Frank Peeris Property Manager Mavis Mall Limited

cc: High Tech Physiotherapy



APPENDIX 18-4

AmeriCan Signs

Tel. 416 - 669 -7595 Fax. 905 - 232 - 1552

4375 Waterford Crescent Mississauga, On. L5R 2B3



Project PROPOSED SIGNAGE AT

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2

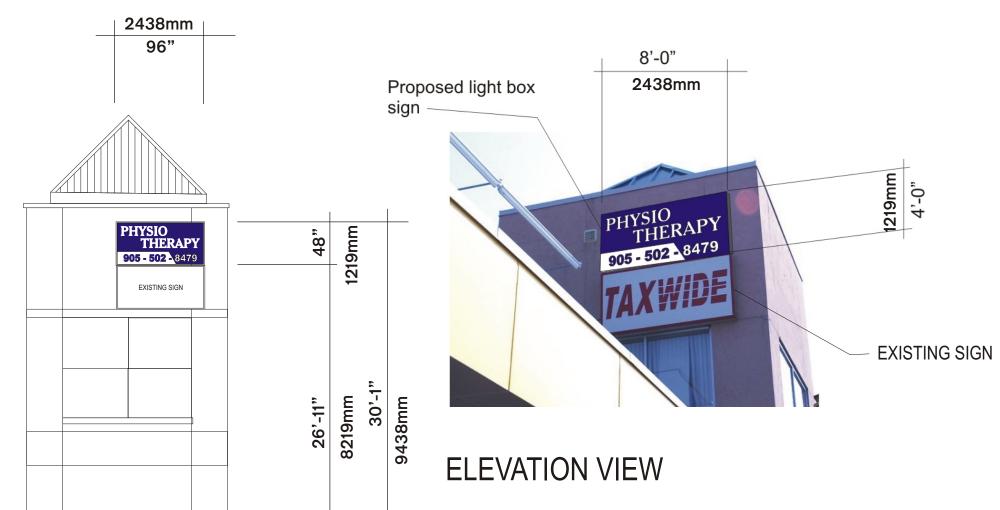
Customer

HIGH TECH PHYSIOTHERAPY

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2 Mr. Mark Golec . Tel. 416-737-0713

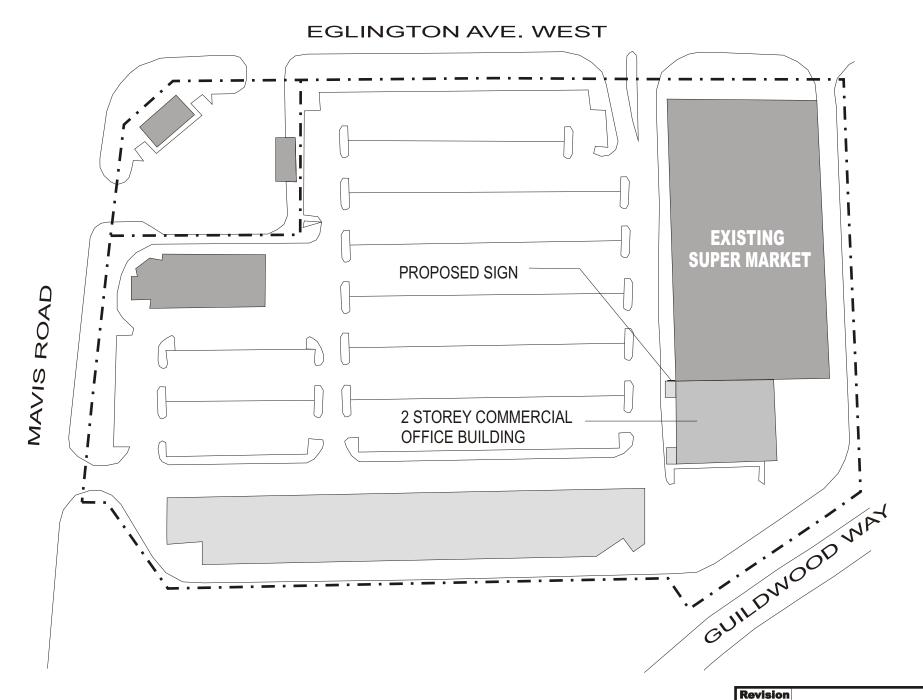
Drawing Title ELEVATION

Drawing No.	HT-PHYS- 02
Date	January 16, 2007
Scale	As Shown
Drawn by	K.H.



ELEVATION

Date	



APPENDIX 18-5 AmeriCan Signs

Tel. 416 - 669 -7595 Fax. 905 - 232 - 1552

4375 Waterford Crescent Mississauga, On. L5R 2B3



Project PROPOSED SIGNAGE AT

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2

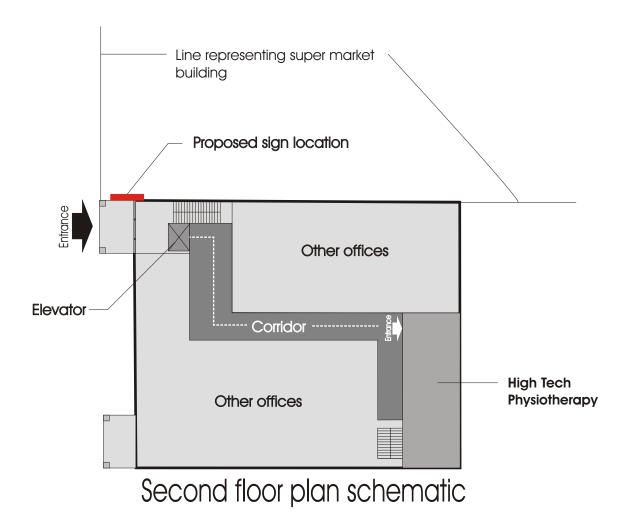
Customer HIGH TECH PHYSIOTHERAPY

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2 Mr. Mark Golec . Tel. 416-737-0713

Drawing Title SITE PLAN

Drawn by	K.H.
Scale	As Shown
Date	January 16, 2007
Drawing No.	HT-PHYS- 01

Date



2438mm 96" PHYSIO 219mm THERAPY 905 - 502 - 8479

ELEVATION GRAPHIC

Vinyl graphic

APPENDIX 18-7

AmeriCan Signs

Tel. 416 - 669 -7595 Fax. 905 - 232 - 1552

4375 Waterford Crescent Mississauga, On. L5R 2B3



PROPOSED SIGNAGE AT

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2

Customer

HIGH TECH PHYSIOTHERAPY

640 Eglington Ave. W. Suite # 205 Mississauga, ON L5R 3V2 Mr. Mark Golec . Tel. 416-737-0713

Drawing Title

GRAPHIC DESIGN

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

Revision	
Date	