



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2008)

DATE: January 29, 2008

TO: Chair and Members of Planning and Development Committee
Meeting Date: February 19, 2008

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 January 29, 2008 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested three (3) Sign Variance Applications described in Appendices 1 to 3 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 07-07680
Ward 1
Monte Carlo Inn
1886 Dundas Street East

To permit the following:

- (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 4% - 6.97m² (75 sq. ft.) of the building face.

- (b) Sign Variance Application 07-07954
Ward 5
Westwood Mall - CIBC
7205 Goreway Drive

To permit the following:

- (i) One (1) fascia sign not located on the unit occupied by the business.

- (c) Sign Variance Application 07-07492
Ward 7
Algonquin Career Academy
3025 Hurontario Street

To permit the following:

- (i) Two (2) fascia signs located at the upper limits of the building.

BACKGROUND:

The *Municipal Act* states that Council may, upon the application of any person, authorize minor variances from the Sign By-law if in the opinion of Council the general intent and purpose of the By-law is maintained.

COMMENTS:

The Planning and Building Department has received three (3) Sign Variance Applications (see Appendices 1 to 3) for approval by Council. Each application is accompanied by a summary page prepared by the Planning and Building Department which includes information pertaining to the site location; the applicant's proposal; the variance required; an assessment of the merits (or otherwise) of the application; and a recommendation on whether the variance should or should not be granted.

FINANCIAL IMPACT:

Not applicable.

CONCLUSION:

Council may authorize minor variances from Sign By-law 0054-2002, as amended, if in the opinion of Council, the general intent and purpose of the By-law is maintained. Sign By-law 0054-2002, as amended, was passed pursuant to the *Municipal Act*. In this respect, there is no process to appeal the decision of Council to the Ontario Municipal Board, as in a development application under the *Planning Act*.

ATTACHMENTS:

Monte Carlo Inn
Appendix 1-1 to 1-5

Westwood Mall - CIBC
Appendix 2-1 to 2-6

Algonquin Career Academy
Appendix 3-1 to 3-7

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 29, 2008

FILE: 07-07680

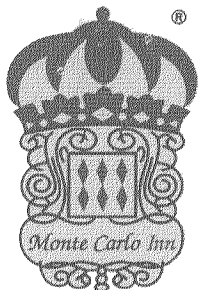
RE: Monte Carlo Inn
1886 Dundas Street East - Ward 1

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

Section 13	Proposed
Permits two fascia signs located between the limits of the top floor and parapet or roof level.	A third fascia sign located between the limits of the top floor and parapet or roof level.
Fascia sign located above the limits of the top floor and parapet or roof level, shall not be greater than 2% - 3.44m ² (37 sq. ft.) of the building face.	One fascia sign that is 4% - 6.97m ² (75 sq. ft.) of the building face.

COMMENTS:

The proposed variance is for a fascia sign on the north elevation of the building facing Dundas Street East. There are two other fascia signs on the east and west sides of the tower feature already approved. The proposed sign is also located on a tower feature of the building and is in keeping with the design of the building. The Planning and Building Department therefore finds the proposed variance acceptable from a design perspective.



Monte Carlo Inn

Toronto West

1886 Dundas Street. East, Mississauga, Ontario L4X 1L9
Tel: (905) 273-9500 Fax: (905) 273-9775

Date: November 15, 2007

File Number: 07-7680

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

Re: Sign Variance request from the City of Mississauga Sign By-law 54-02

We are asking for relief from the provisions of the City of Mississauga Sign By-law 54-02 to install appropriate and distinctive signage for the Monte Carlo Inn as follows:

1. To permit a fascia sign on the North elevation of the existing Monte Carlo Inn – hotel located at 1886 Dundas Street East. This sign is proposed at 75 square feet and is 4% of the wall space (whereas 2% is the maximum allowed under the current sign by-law).
2. To permit an additional sign on the West elevation which will be under the maximum 2% allowed for a sign.

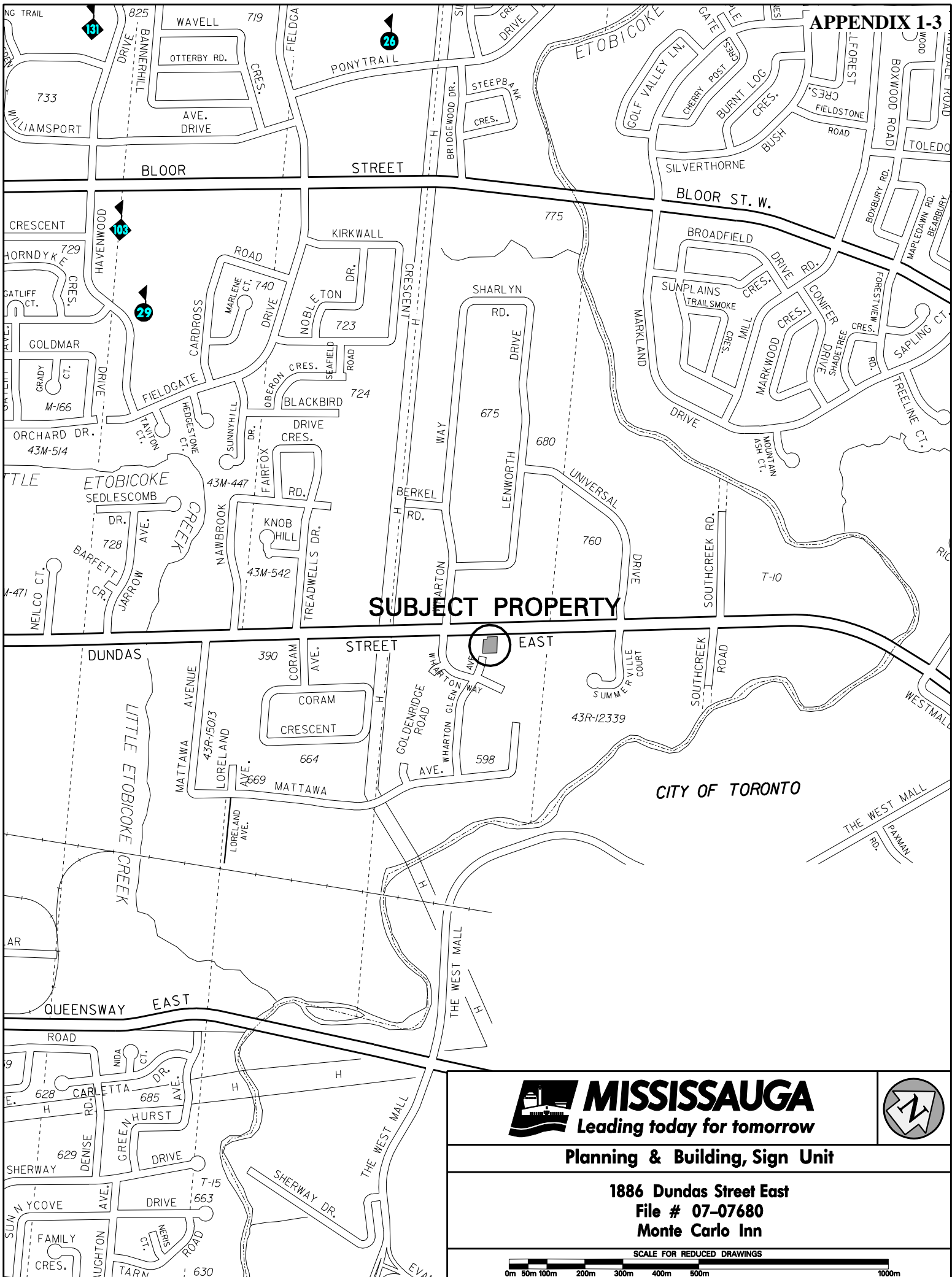
The signs will conform to the standard Monte Carlo Inn signage at the other locations and will be the only signs on the North and West walls.

We feel the requested signage falls within the intent of the By-law and will not have a negative impact on the streetscape, therefore, we respectfully ask for your consideration in the matter.

Sincerely,



Danny Pedone
Monte Carlo Inn – Project Coordinator



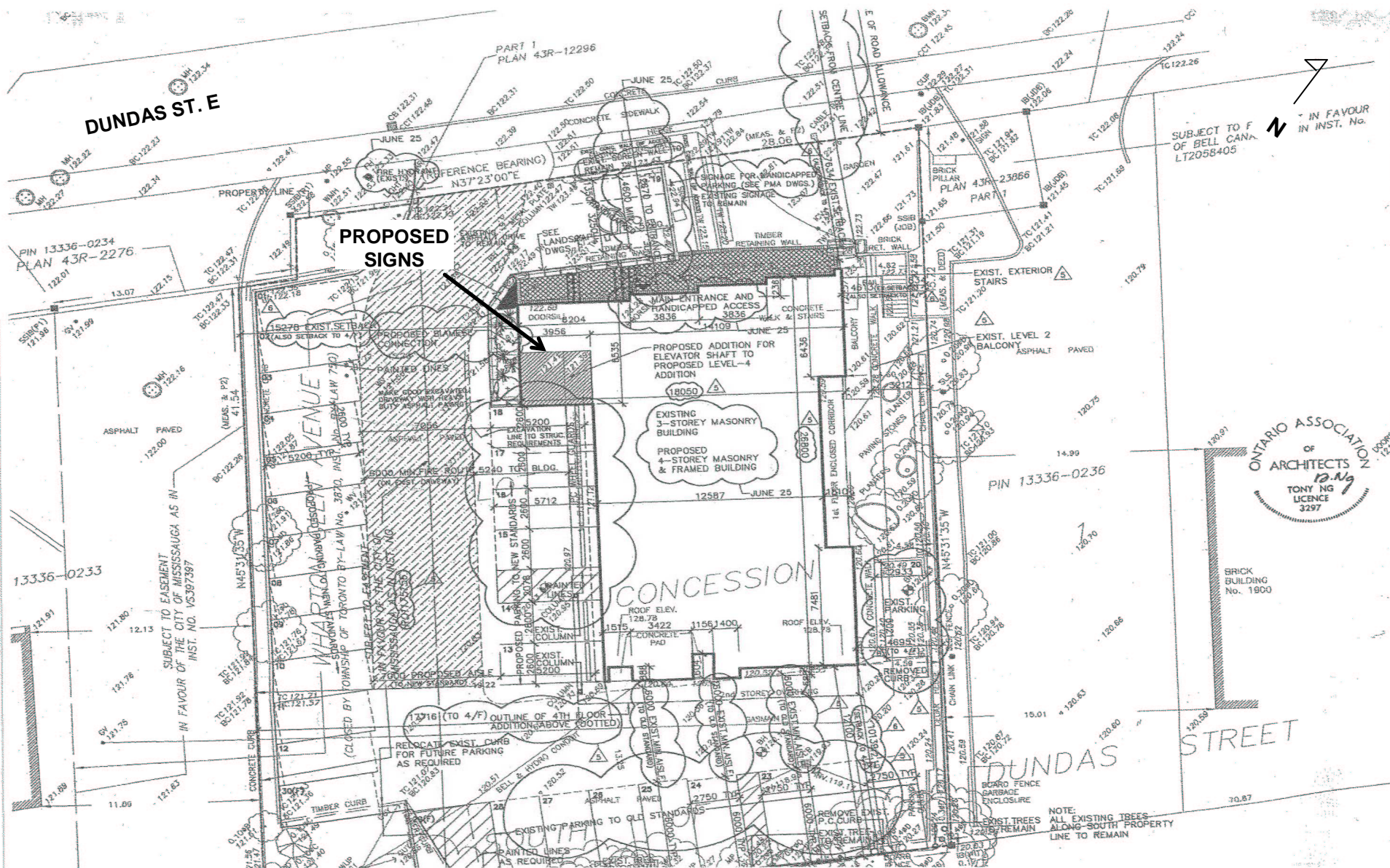
MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**1886 Dundas Street East
File # 07-07680
Monte Carlo Inn**





☒ **APPROVED BY:**

CUSTOMER:

DATE:

APPROVED AS PER LAYOUT /
SPECIFICATIONS INDICATED
ON THIS DOCUMENT



1270 AEROWOOD DR. TEL: 905-629-1467
MISSISSAUGA, ONT. FAX: 905-629-9628
EMAIL: tony@valexsigns.com

NOTICE:
ALL ARTWORK SHOWN IS THE SOLE PROPERTY OF VALEX SIGNS
AND MAY NOT BE USED IN ANY FORM WITHOUT PERMISSION.

67'-0" PROPOSED TOWER HSS

42'-0" PROPOSED ROOF

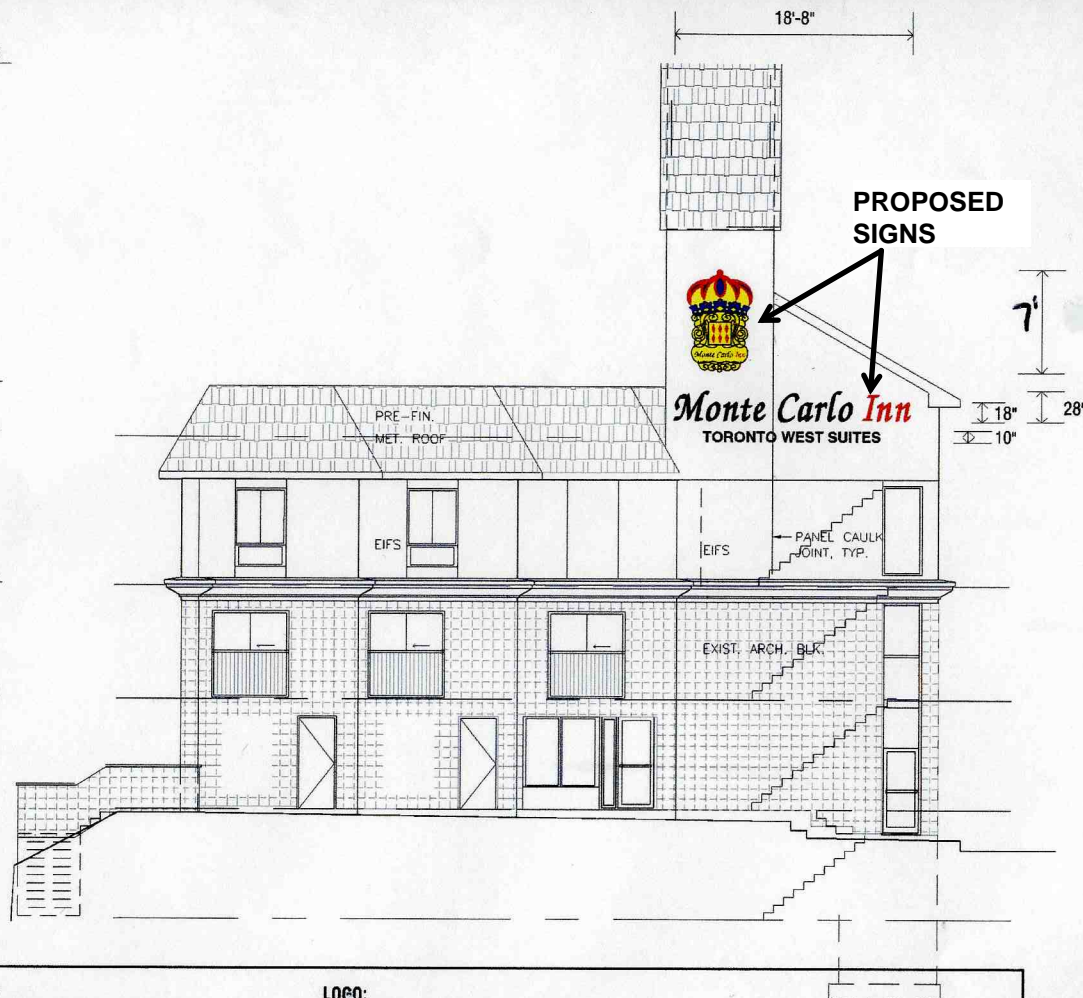
38'-0" PROPOSED ROOF DECK

26'-3 1/2" PROPOSED FLOOR LEVEL 4

17'-4" EXIST. FLOOR LEVEL 3

8'-8" EXIST. FLOOR LEVEL 2

0'-0" EXIST. FLOOR LEVEL 1



MONTE CARLO:

- 28" High (Capital Letters) Halo-Lit - Reverse Channel Letters
- 1/8" Aluminum Face With .064 Aluminum - Formed Returns- Paint Black
- 15mm White Neon Illumination
- Spaced 1 1/2" From Wall

INN:

- 28" High (Capital Letter) Illuminated - Front- Lit Channel Letters
- .064 Aluminum Formed Returns- Paint Black
- Red Acrylic Face With
- 1" Black Trim Cap Retainer
- 15mm White Neon Illumination

LOGO:

- 7" High Illuminated Channel Logo
- .064 Aluminum Formed Returns- Paint Black
- White Lexan Face With Vinyl Graphics Applied To First Surface
- 2" Black Trim Cap Retainer
- Florescent Lamp Illumination

TORONTO WEST SUITES:

- 10" High Cut-Out 1/2" Acrylic Letters Paint Black.
- Pin Mount To Wall

NORTH



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 29, 2008

FILE: 07-07954

RE: Westwood Mall - CIBC
7205 Goreway Drive – Ward 5

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 occupied by the business.	One (1) fascia sign not located on the unit occupied by the business.

COMMENTS:

The proposed variance is for a fascia sign located on a unit not occupied by CIBC. The unit on which the sign is located is a maintenance room for the mall. Westwood Mall has been recently renovated the exterior of the mall, incorporating the exterior signage. The proposed sign is in keeping with the new tenant signage band and therefore acceptable from a design perspective.

12/10/2007 MON 16:04 FAX

002/002



(Mississauga) Limited
7205 Goreway Drive,
Mississauga, Ontario
L4T 2T9
Tel: (905) 677-5441
Fax: (905) 677-0390

December 7, 2007

TO WHOM IT MAY CONCERN

Re: Westwood Mall new CIBC Bank Sign

Westwood Mall would like to apply for the variance to allow the CIBC Bank to replace a sign that was taken down for the mall renovation. This will allow the clients of CIBC to see there is location in our Mall.

We appreciate your co-operation in assisting with this project.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Rita Ho Wan".

Rita Ho Wan
LEASING MANAGER

/mv



MISSISSAUGA
Leading today for tomorrow

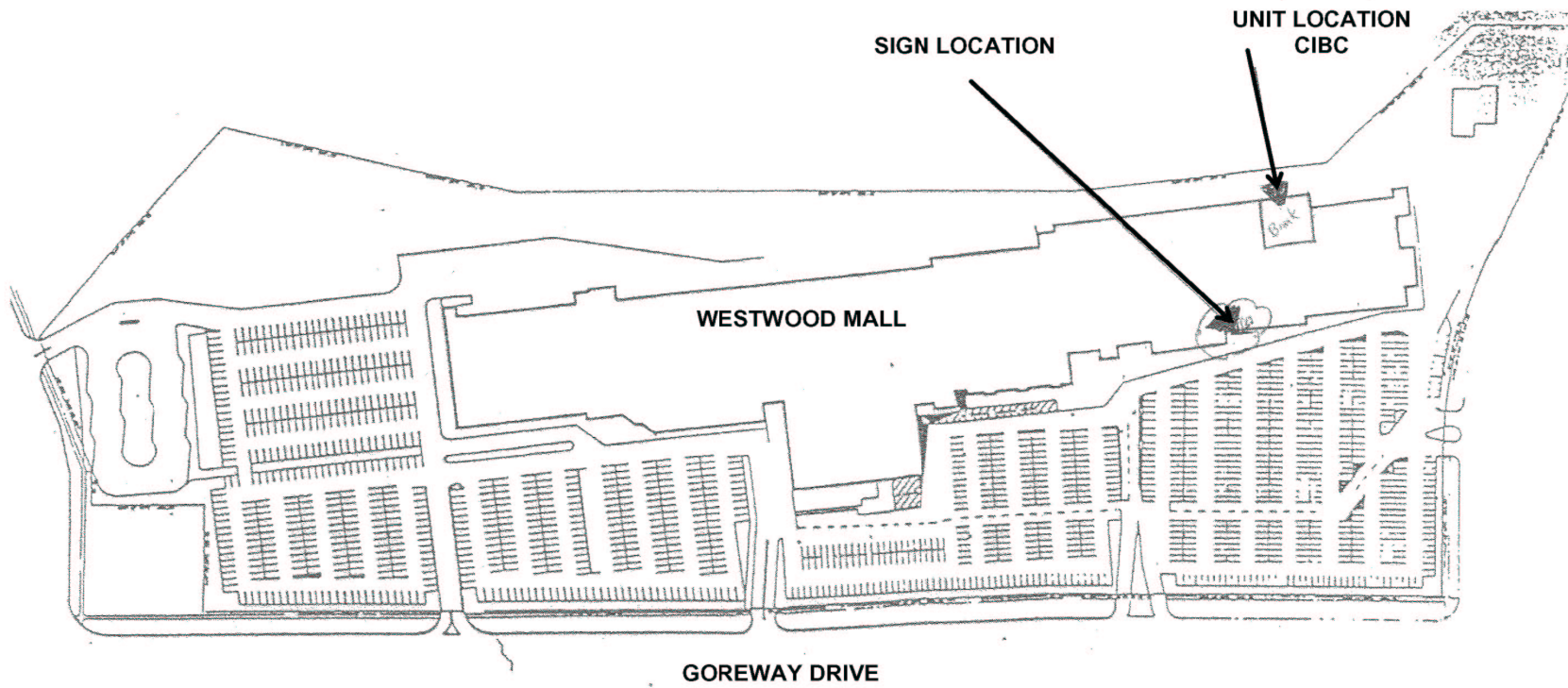


Planning & Building, Sign Unit

7205 Goreway Drive
File # 07-07954
CIBC

SCALE FOR REDUCED DRAWINGS





Sign 1:
NEW BACKLIT LOGO

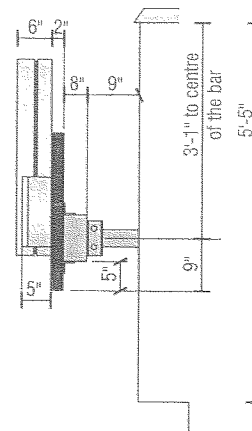
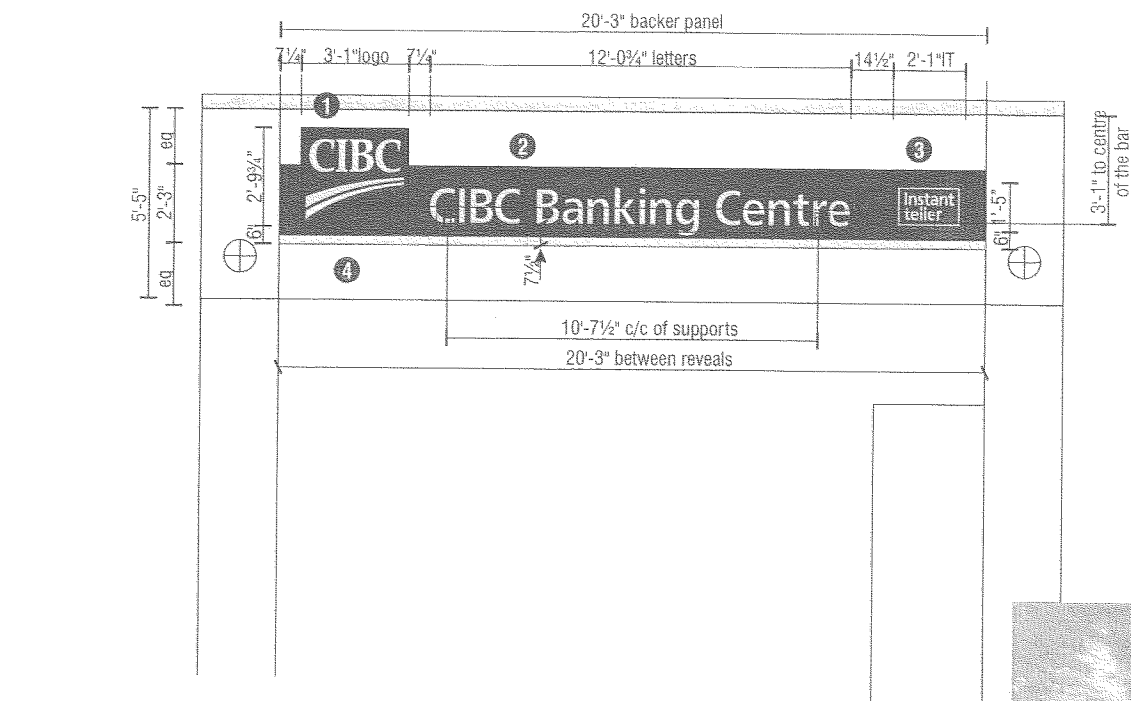
Sign 2:
NEW NEON-LIT CHANNEL LETTERS

Sign 3:
NEW BACKLIT IT LOGO

Sign 4:
BACKER PANEL

Provide timer / photocell for the whole sign

No existing power supply on the exterior wall



- ☒ Claret VQ-11654 over Yellow VQ-11655
 PMS 201CVC / Claret Grip-Gard Sign2654 Np767
☐ Silver Grip-Gard Sign0203 NP7678
 to match clear anodized
☒ Yellow VQ-11655 / PMS 123CVC
☐ Interior of letters painted White



7205 GOREWAY DRIVE - WEST ELEVATION



7205 GOREWAY DRIVE - WEST ELEVATION



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 29, 2008

FILE: 07-07492

RE: Algonquin Career Academy
3025 Hurontario Street – Ward 7

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

Section 13	Proposed
Only permits signage on the first storey for each occupancy.	Two (2) fascia signs located at the upper limits of the building.

COMMENTS:

The proposed variance is for two (2) fascia signs at the upper limits of the top storey of a seven storey office building in the Cooksville District Plan. Sign By-law 54-2002 defines this district as a Special Character Area and provides specific signage requirements.

If the office building was located in another part of Mississauga other than a Special Character Area, the proposed variance would be permitted. In the development of the signage provisions for the Special Character Areas, multi-storey office buildings were not addressed. In this regard, this variance would have to be evaluated on its own design merit.

The proposed signs are non-illuminated individual lettering, located between the windows of the top storey of the building and the roof. The signs are proportional to the façade space in which they are proposed to be located. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

ALGONQUIN CAREERS ACADEMY

3025 Hurontario St., Suite 600
Mississauga, Ontario, L5A 2H1
Tel: 905-361-2380
Fax: 905-361-0603
www.algonquinacademy.com

December 3, 2007

City Of Mississauga,
Sign Bylaw Plan Examiner

Attention: Mr. Jeffery Grech

Dear Mr. Grech: Re: SGN BLD 07 7492 VAR, 3025 Hurontario Street, Algonquin
Careers Academy

We have submitted an application for signage on the top fascia of the above building. We are a tenant of the building and occupy the entire top floor. We wish to install our business name on top of the building to promote our business. We also believe that the signage proposed will improve the overall look of the building.

There is retail signage on the ground floor above three retail operations on that floor. There was a temporary banner previously on the building promoting the availability for lease of the top floor. We have leased that space and taken occupancy and the landlord has removed the for lease banner.

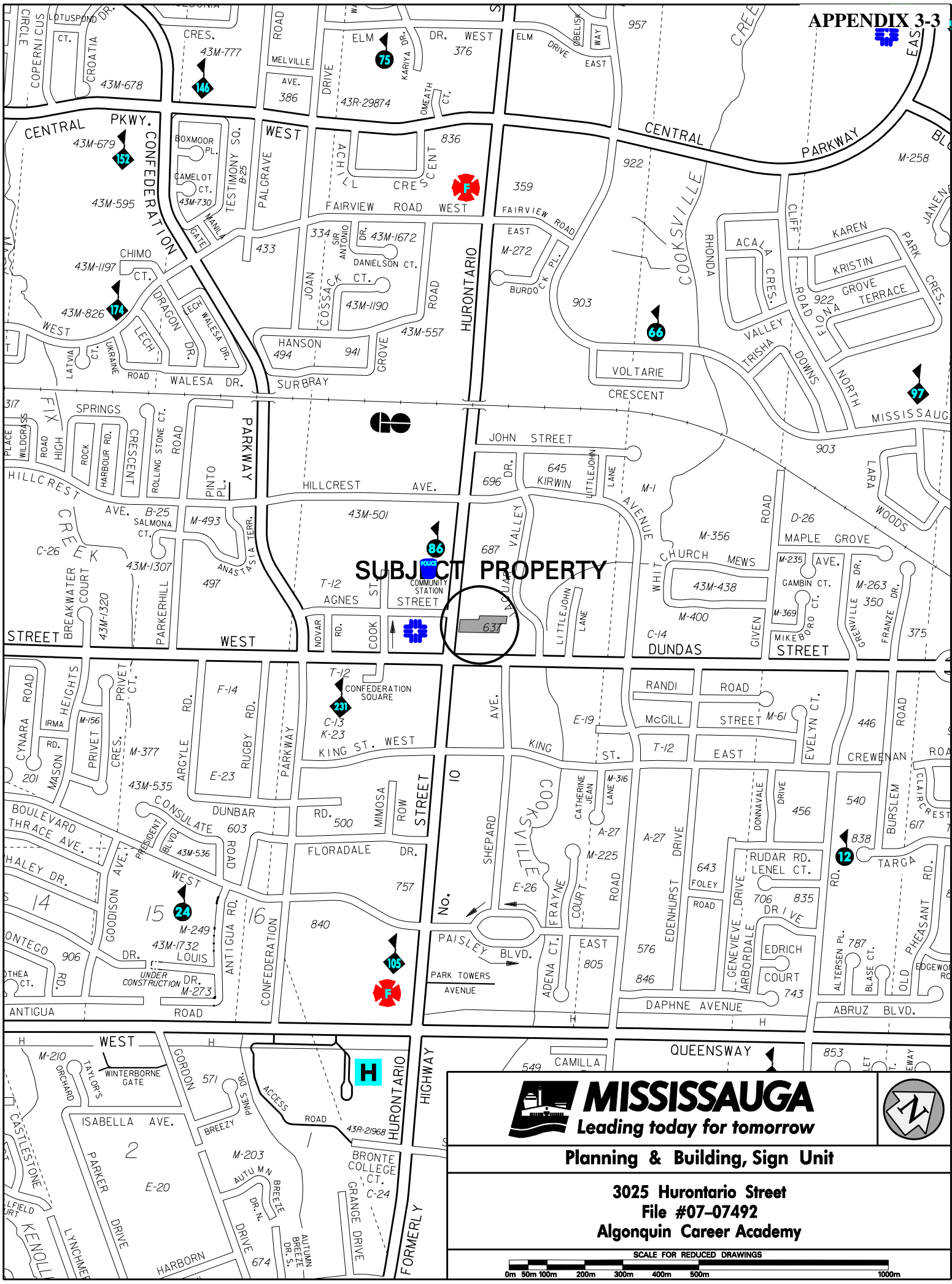
Please do not hesitate to contact me if you have any questions or require any addition information.

Yours truly,



Mr. Des Soye
President,
Algonquin Careers Academy,



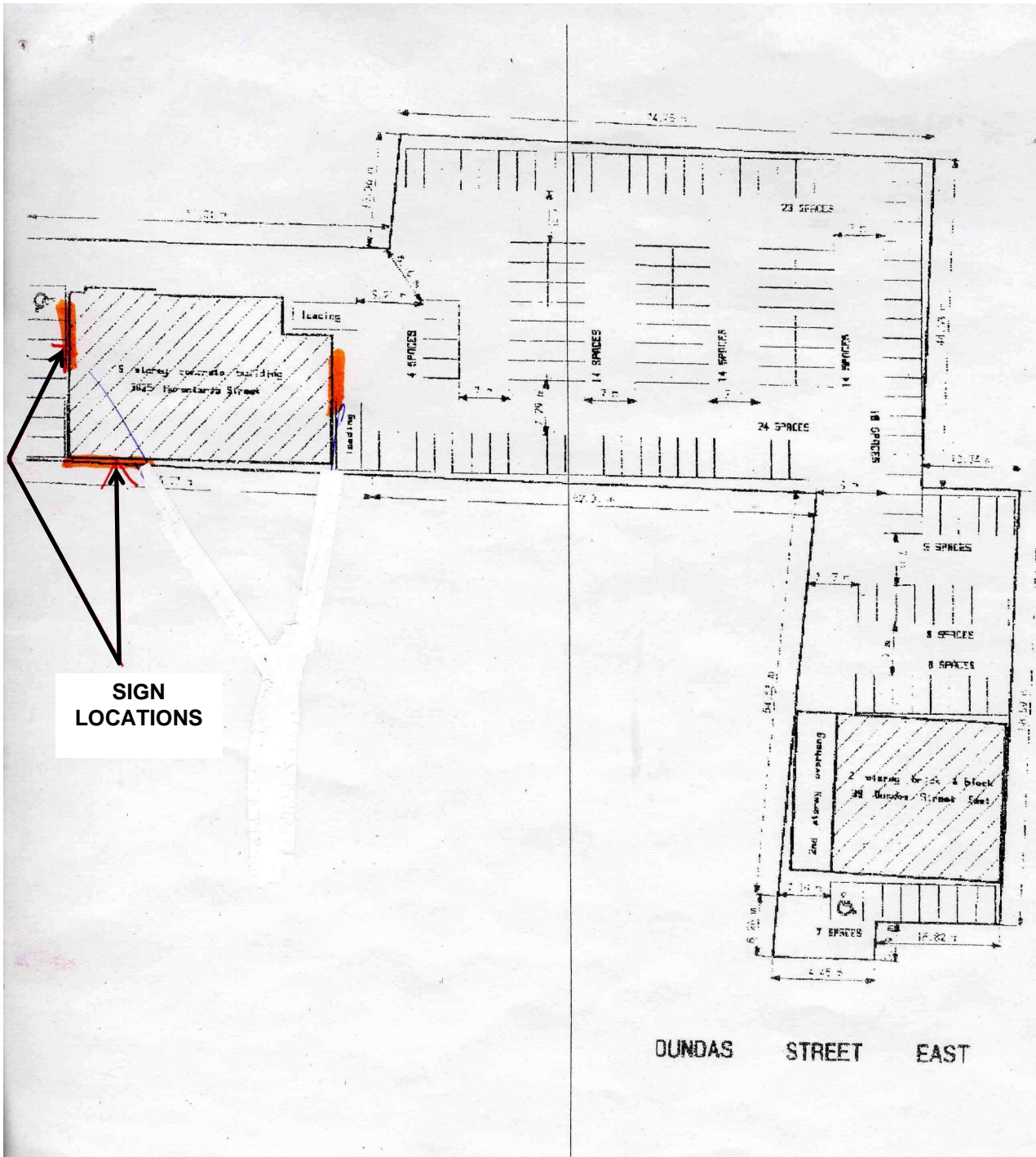


MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

3025 Hurontario Street
File #07-07492
Algonquin Career Academy





**SIGN
LOCATIONS**

PARKING STATISTICS

TOTAL AREA
3025 HURONTARIO AND 35 DUNDAS EAST 5,321.06 m²

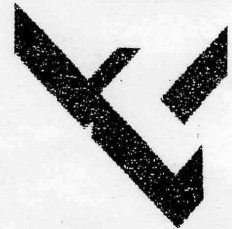
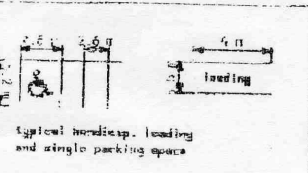
PARKING CALCULATIONS

TOTAL PARKING 147 SPACES- 2 HANDICAP- 2 LOADING

PARKING REQUIRED 119 SPACES- 2 HANDICAP- 2 LOADING

DIFFERENCE 28 ADDITIONAL SPACES 2 LOADING

1. HURONTARIO TRAIL FROM DUNDAS ST
2. DUNDAS ST FROM HURONTARIO TRAIL
3. DUNDAS ST FROM HURONTARIO TRAIL
4. DUNDAS ST FROM HURONTARIO TRAIL



**ANTHONY LALDAD
AND ASSOCIATES**
Construction Societal

Number: One Port Street E
Port Credit Harbour Mall
Mississauga, Ontario, L5G 4
Tel: 905-271-1212 Fax: 905-271-1213

MISSISSAUGA LAN
3025 HURONTARIO
MISSISSAUGA ON

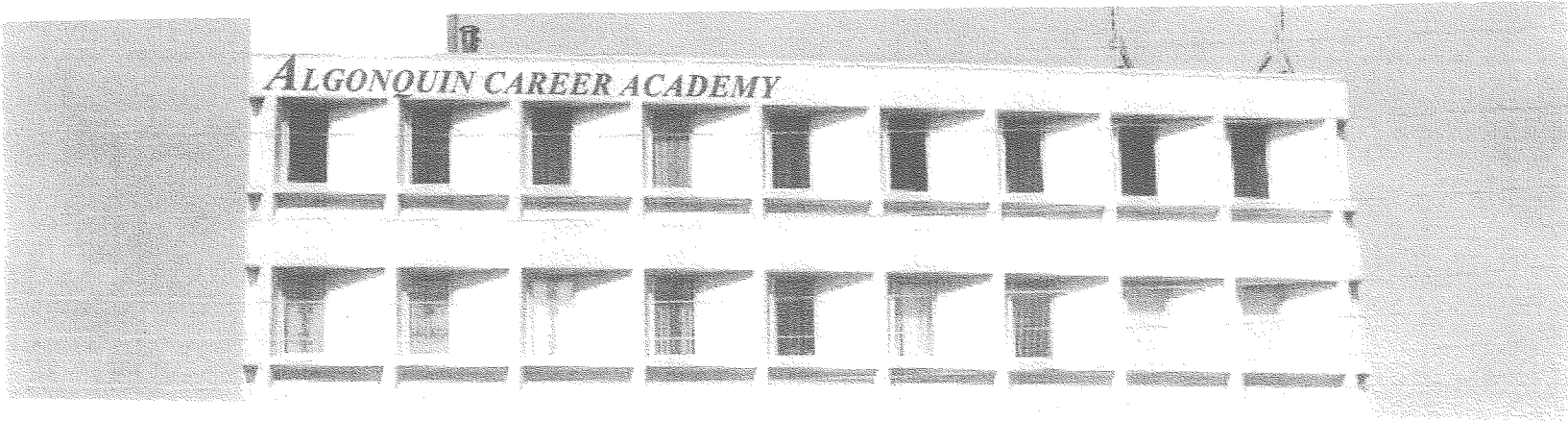
DATE: _____ SCALE: 1" = 200' DRAWN BY: _____

NO. 101

3025 HURONTARIO
PARTIAL WEST ELEVATION

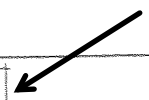
36.34 in 441.96 in
ALGONQUIN CAREERS ACADEMY

*Times Roman Bold Italic - Plastic Moulded Letters with 1/4 Flange, pin mounted
A- 30" and remaining letters are 18"*



APPROX. 72 FT.

LOCATION OF
PROPOSED SIGN



APPROX. 57'9 1/2"

10'0"



WEST ELEVATION - PROPOSED

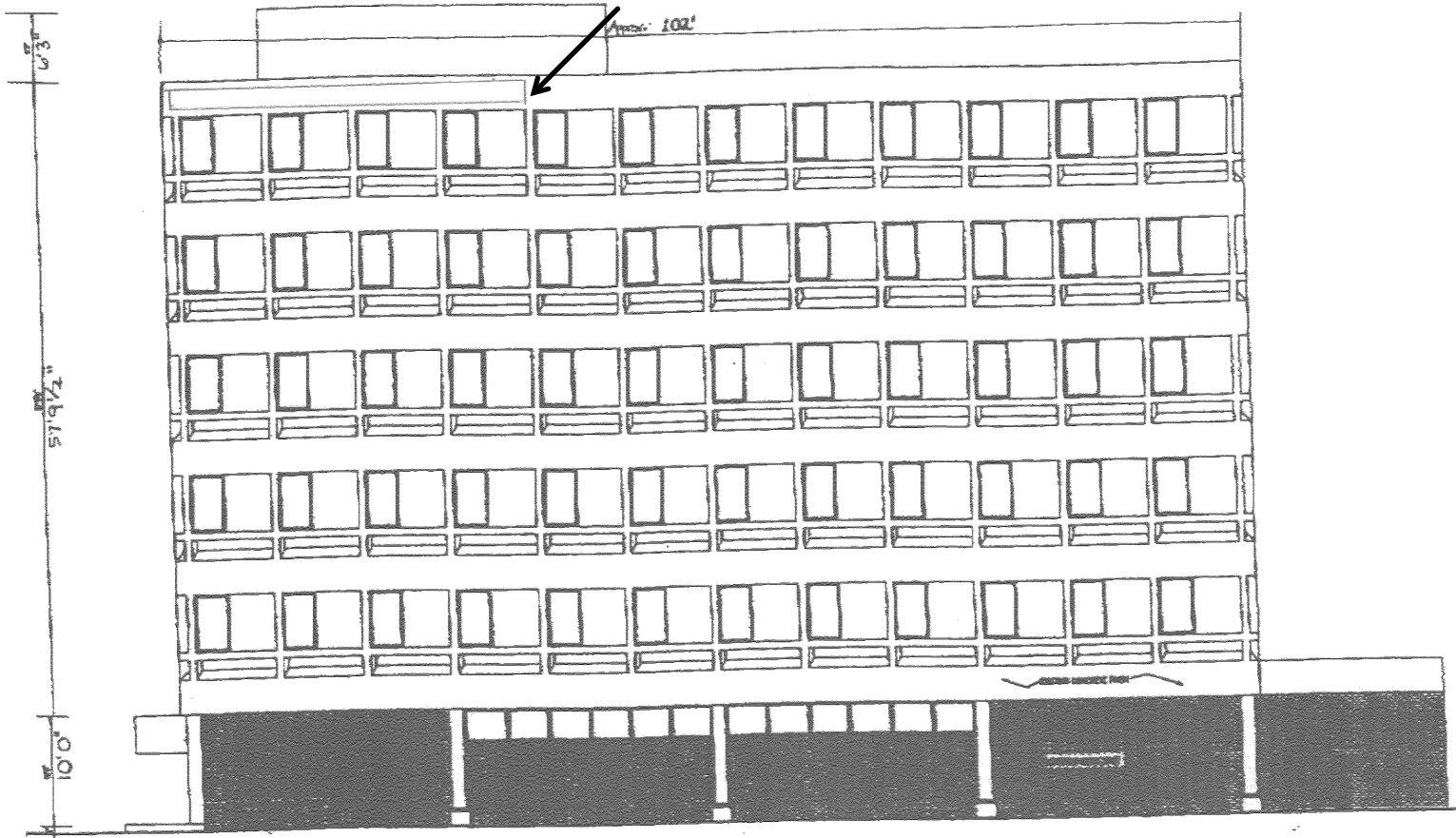
TO: JEFFERY GRECH

RE: 07-7492 VAR
DEC 12,07
ALGONQUIN CAREER ACADEMY

From: 05/17
THE SIGN FACTORY
Inc.

720 Burnhamthorpe Rd. W. #18
Mississauga, Ontario L5C 3G1 (905) 291-0870

LOCATION OF
PROPOSED SIGN



SOUTH ELEVATION - EXISTING

RAMBO INTERNATIONAL <small>6524 Queen Road West Unit 211 (Canada) Mississauga, Ont. L5N 1K1 Tel: 905.891.2888</small>	DRAWING SOUTH ELEVATION EXISTING & PROPOSED DATE: 1/28/08 DRAWN BY: J. GRECH REV: 08/28/07	PROJECT: 3025 HURONTARIO STR. MISSISSAUGA ONTARIO
--	--	---