



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2008)

DATE: February 26, 2008

TO: Chair and Members of Planning and Development Committee
Meeting Date: March 17, 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 February 26, 2008 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested six (6) Sign Variance Applications described in Appendices 1 to 6 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 07-07620
Ward 4
GoodLife Fitness Club
100 City Centre Drive

To permit the following:

- (i) One (1) fascia sign not located on the unit occupied by the business.
- (b) Sign Variance Application 07-07874
Ward 5
The Co-operators
5600 Cancross Court

To permit the following:

- (i) One (1) fascia sign with an area of 2.2% (25.2 sq. m. (271.3 sq. ft.)) of the building face on which the sign is located.
- (c) Sign Variance Application 07-07892
Ward 5
ProLogis
200 Courtney Park West

To permit the following:

- (i) One (1) fascia sign located on an exterior building wall which does not face a street or contain the main entrance for the public.
- (d) Sign Variance Application 08-00014
Ward 5
Winners
650 Matheson Blvd. West

To permit the following:

- (i) One (1) fascia sign not located on the unit occupied by the business.
- (e) Sign Variance Application 07-07550
Ward 5
McDonald's
3510 Derry Road East

To permit the following:

- (i) Two (2) pre-menu boards, and two (2) menu boards, with rotating panels.
- (ii) Two (2) menu boards with a sign area of 5.05 sq. m. (54.36 sq. ft.).
- (iii) Three (3) directional signs with a height of 1.58 m. (5.17 ft.).

- (f) Sign Variance Application 07-08374
Ward 9
Mizuki Grill - Teriyaki
3021 Argentia Road

To permit the following:

- (i) One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.

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 six (6) Sign Variance Applications (see Appendices 1 to 6) 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:

GoodLife Fitness Club
Appendix 1-1 to 1-7

The Co-Operators
Appendix 2-1 to 2-5

ProLogis
Appendix 3-1 to 3-6

Winners
Appendix 4-1 to 4-6

McDonald's
Appendix 5-1 to 5-10

Mizuki Grill - Teriyaki
Appendix 6-1 to 6-6

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 07-07620

RE: GoodLife Fitness Club
100 City Centre Drive, Ward 4

The applicant requests the following variance to section 4(10) of the Sign By-law 0054-2002, as amended.

Section 4(10)	Proposed
A fascia sign shall 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 fascia sign is located above the mall entrance which leads to the GoodLife Fitness Club.

The proposed sign has been reduced in size from their first submission at the request of the Planning and Building Department (see applicant's letter - Appendix 1-3). Although the sign is large, it is proportional to the size of the building and in keeping with other signs on the mall façade. The revised design is aligned with the entrance doors and with the adjacent façade coping. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



Management Office
100 City Centre Drive
Mississauga, Ontario L5B 2C9
Telephone (905) 270-7771
Fax (905) 270-1180

September 28, 2007

City of Mississauga
Planning & Building Department
300 City Centre Drive
Mississauga, ON
L5B 3C1

Attention: Mr. Jeff Grech
Sign Inspector

Dear Sir:

Re: Letter of Rationale for:
GOODLIFE FITNESS CENTRE – Unit #1-112
Square One Shopping Centre, Mississauga, ON

This letter is to confirm that we, the Landlord, have approved the proposed exterior signage for the above-mentioned Tenant and are aware that they are applying to the City of Mississauga for a Variance, related to said signage.

Goodlife Fitness Centre has replaced former Club One Fitness Club. The Centre has an area of approximately 30,000 SF of space in the Lower Level of the Shopping Centre. As per the previous Tenant, Goodlife Fitness Centre has requested an exterior sign. We are in agreement with the installation of a large exterior lifestyle banner sign format, to be in conformance with Landlord's redevelopment/new elevation concept in this section of the building.

The proposed location of the sign offers the most direct point of entry for the Tenant's members to get to the Fitness Centre.

Trusting this is all the information that you require at this time. Should you have any questions, please do not hesitate in contacting the undersigned.

Yours truly,

SQUARE ONE SHOPPING CENTRE

A handwritten signature in black ink, appearing to read "Al Cabral".

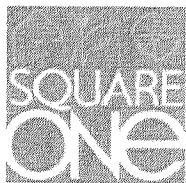
Al Cabral, RPA
Manager – Operations

Cc: N. MacDonald, D. Molyneux

G:\SLIPPORT\KIMV\Fenant\CoOrd\Letters\COMSignae_LetterOfRationale.doc

ATTN: LAURA TODIRICA

SGN BLD 07 7620 VAR
WEB ID KUM3L5J9
07-09-19



Management Office
100 City Centre Drive
Mississauga, Ontario L5B 2C9
Telephone (905) 270-7771
Fax (905) 270-1180

January 11, 2008

SQUARE FEET
COMMERCIAL INTERIOR DESIGN
420 Talbot Street, Suite #201
London, ON
N6A 2S2

Attention: Ms. Lori Ireland
ARIDO, NCIDQ, BCIN

Dear Madam:

Re: GOODLIFE FITNESS CENTRE – Unit #1-112
Exterior Storefront Sign
Square One Shopping Centre, Mississauga, ON

We have received the City of Mississauga's comments on your exterior sign submission for the above noted location. Please note that they have rejected the sign due to the extensive size. Please reduce the size of your proposed sign from 24'-2" to 20'-0" in width and from 25'-6" to 21'-0" in height.

Awaiting your re-submission at your earliest convenience. Should you have any questions, please do not hesitate in contacting the undersigned.

Sincerely,

SQUARE ONE SHOPPING CENTRE

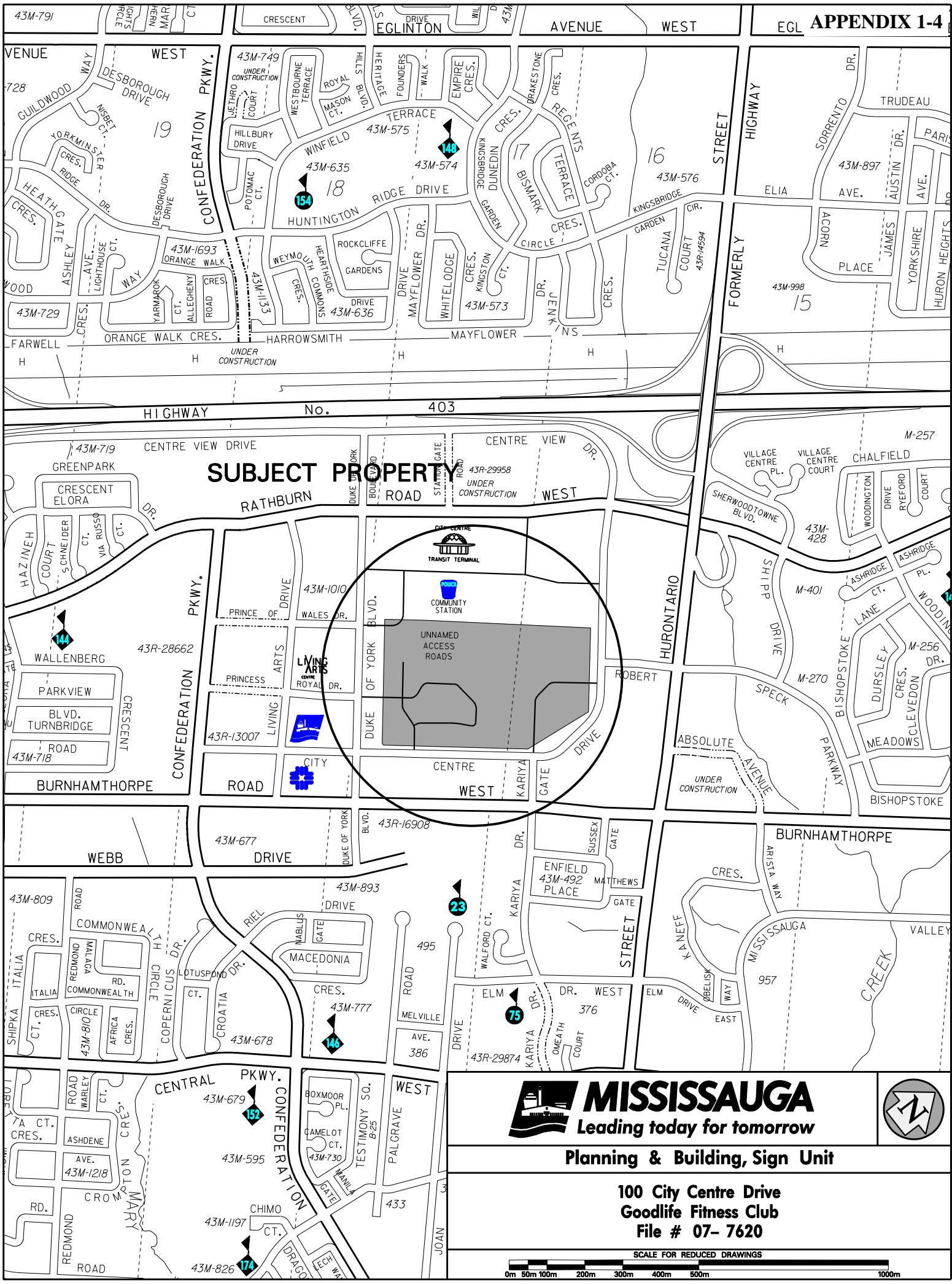
A handwritten signature in cursive script, appearing to read "Dana Molyneaux".

Ms. Dana Molyneaux, NCIDQ, ARIDO, BCIN
Manager, Tenant Co-Ordination

cc Al Cabral, Trevor McCarley, Nance MacDonald, Janet Eden

x3742.

SUBJECT PROPERTY

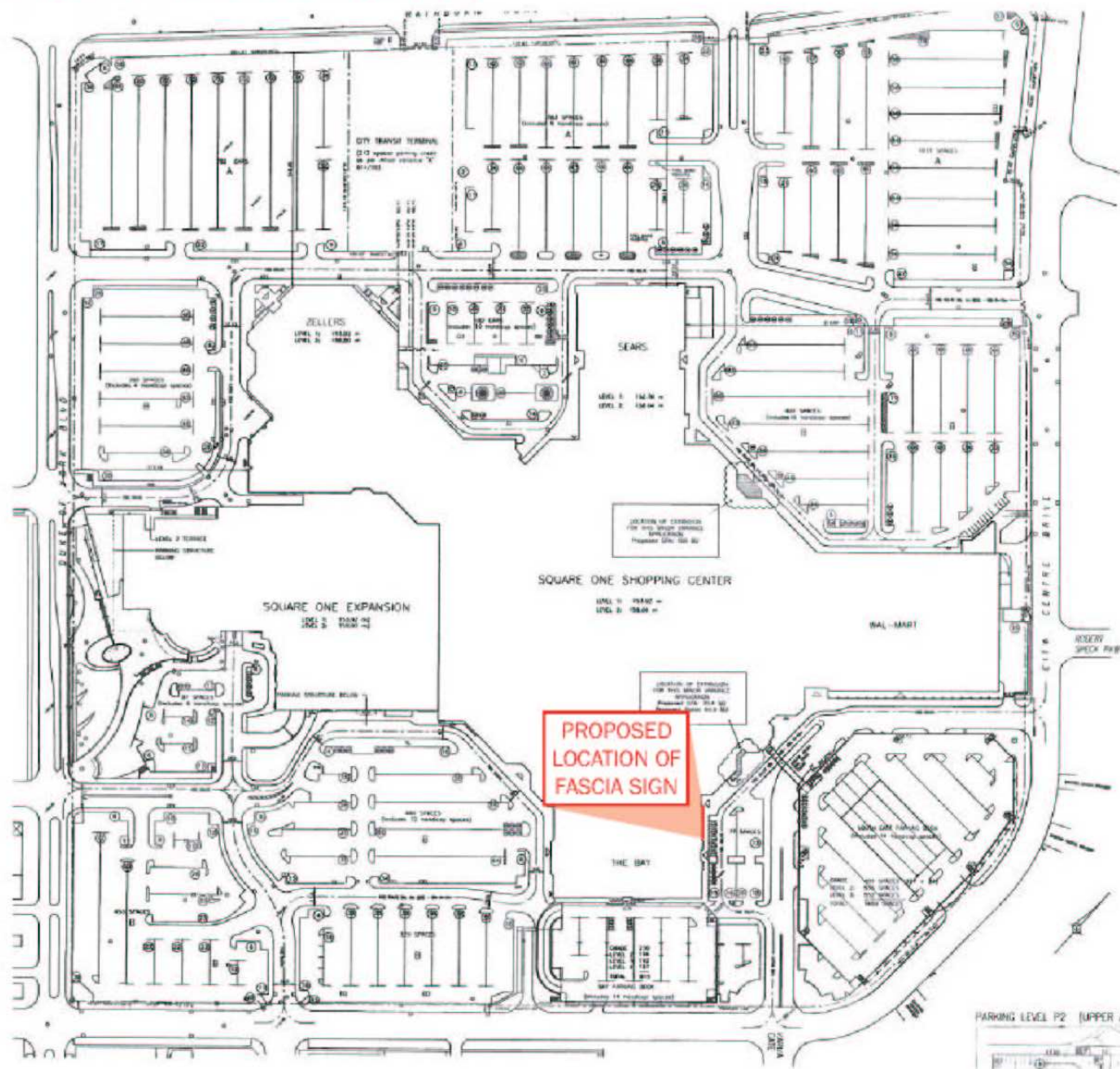


MISSISSAUGA
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Planning & Building, Sign Unit

**100 City Centre Drive
Goodlife Fitness Club
File # 07- 7620**



SITE PLAN - LOCATION OF PROPOSED FASCIA SIGN:

☐ Approved ☐ Approved with changes

Signature: _____

Date: _____

KEY PLAN - LOCATION OF GOODLIFE CLUB IN SQUARE ONE:

LOWER LEVEL



☐ Approved ☐ Approved with changes

Signature: _____

Date: _____

NON-ILLUMINATED FASCIA SIGN WITH EXTRUDED ALUMINUM FRAME:

Remove existing awning

Replace with printed digital image on flex face Cooley fabric reinforced with aluminum four sided frame with supports

Area of Fascia Sign: 420'² / 39.02 m²

Area of Building Fascia: 75' x 60' = 4500'² / 418.1 m²

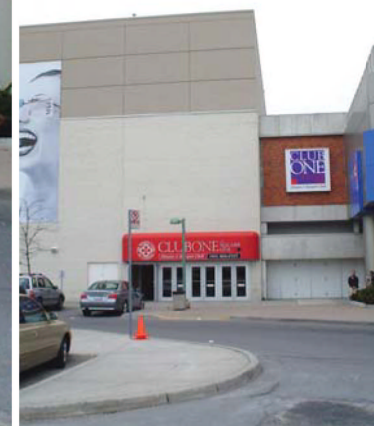
Weight of Fascia Sign: 225 lb

☐ Approved

☐ Approved with changes

Signature: _____

Date: _____





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 07-07874

RE: The Co-Operators
5600 Cancross Court – Ward 5

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

Section 13	Proposed
Fascia signs located between the limits of the top floor or roof level, shall not be greater than 2% (22.6 sq. m. (243.3 sq. ft.)) of the building face on which the sign is located.	One (1) fascia sign with an area of 2.2% (25.2 sq. m. (271.3 sq. ft.)) of the building face on which the sign is located.

COMMENTS:

The proposed variance is for a slight increase in the sign area for the company's fascia sign on their unit. The sign is in keeping with the design of the building façade. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



GROUP INSURANCE
MANAGEMENT LTD.

5600 Cancross Court, Mississauga, Ontario L5R 3E9
(905) 507-8660 1-800-387-1963 Facsimile: (905) 507-6101

November 12, 2007

Mississauga City Hall
300 City Centre Drive
Mississauga, Ontario
L5B 3C1

Attention: Rohit Walia

Dear Mr. Walia,

Re: Letter of Rationale – 5600 Cancross Court

We have engaged the services of Signage and Lighting Systems Inc. to provide HB Group Insurance Management Ltd with a new sign for the second floor of our 5600 Cancross Court site due to the re branding initiative of our corporate image to The Co-operators. This new sign would replace our existing illuminated fascia sign and would be smaller in size, non illuminated and less obtrusive.

HB Group Insurance has been diligently working on the project for 18 months and our new signage is the last milestone, with an intention to roll out by December 31st of this year.

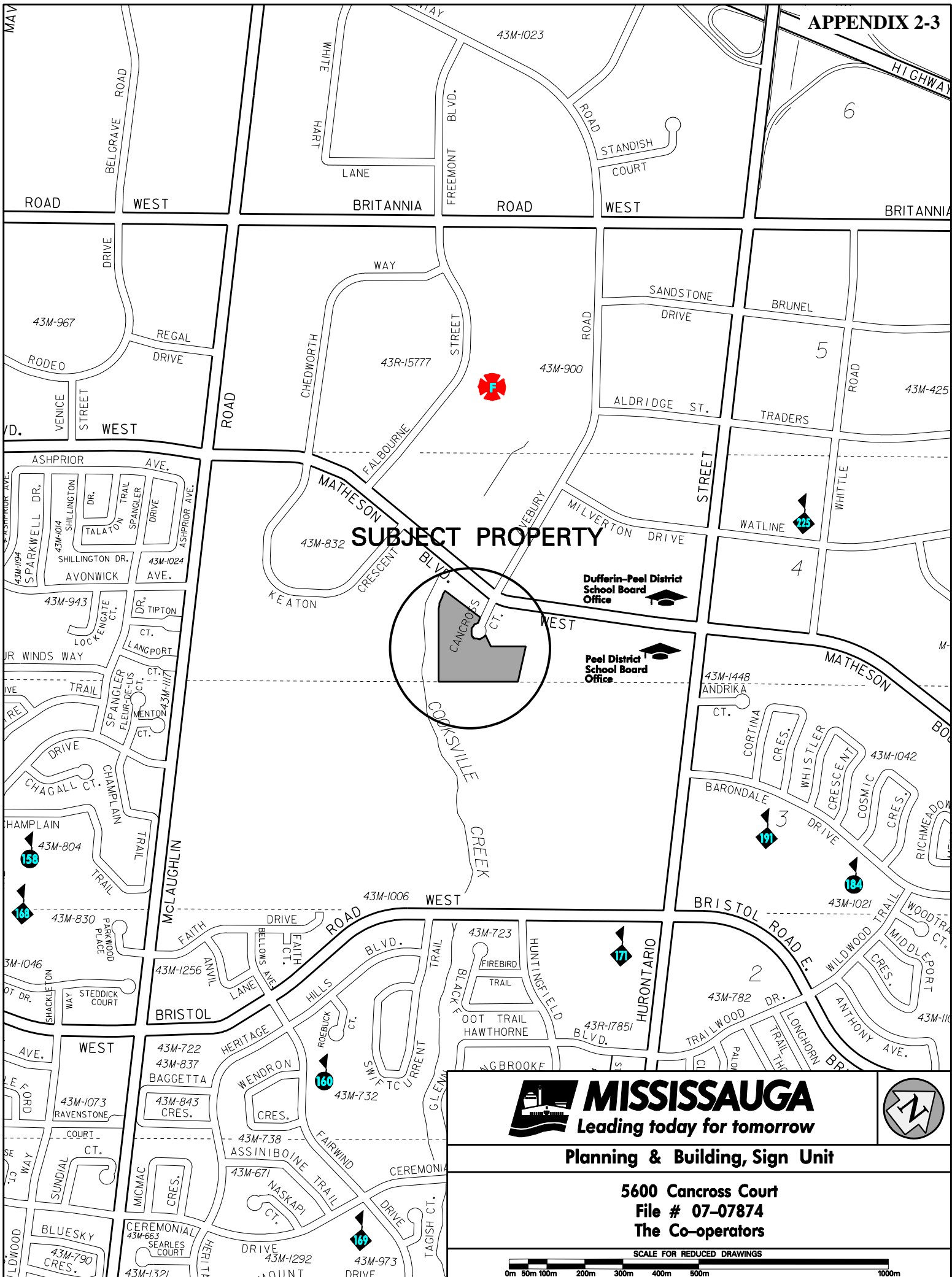
Any efforts on your part to expedite this process would be appreciated.

Yours truly,

A handwritten signature in cursive script that reads 'Donna Dowler'.

Donna Dowler
Manager, Facilities Management





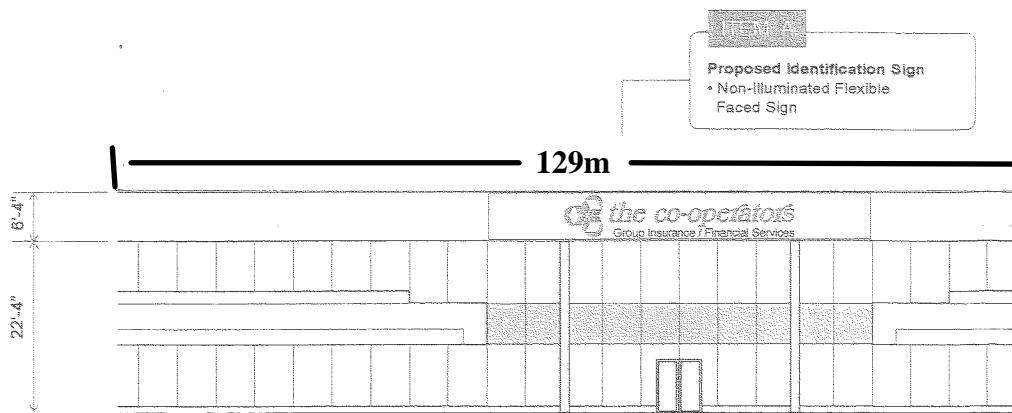
MISSISSAUGA
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Planning & Building, Sign Unit

5600 Cancross Court
File # 07-07874
The Co-operators



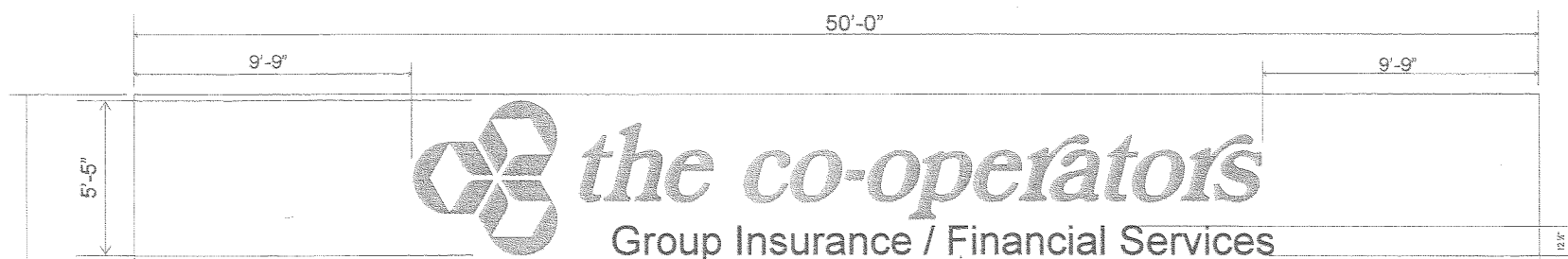


NORTH ELEVATION

SCALE: 1/16"=1'-0"



EXISTING SIGN (NEON ILLUMINATED CHANNEL LETTERS)



GRAPHICS' LAYOUT & SPECS

SCALE: 3/16"=1'-0"

Flexible fabric sign face (white)
w/ vinyl graphics - colours as noted
on aluminum sign frames (black)
• mounted to existing pre-cast concrete
Wall

COLOUR PROPOSAL #1



3 -19 Rutherford Rd. S.
Brampton, ON L6W 3J3

Tel: (905) 405-9555
Fax: (905) 452-9061

PROJECT TITLE



5600 CANCROSS COURT,
MISSISSAUGA, ON

DRAWING TITLE

IDENTIFICATION SIGN
COLOUR PROPOSAL #1

NON-ILLUMINATED
FLEXIBLE FACED SIGN

NORTH ELEVATION

ACCOUNT MGR.: SC

DRAWN BY: AL

CHECKED BY: SC

DATE: OCT 10, 2007

SCALE: AS NOTED

DRAWING NO. PAGE NO.

1 OF 3

FILENAME:



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 07-07892

RE: ProLogis
200 Courtney Park West – Ward 5

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

Section 13	Proposed
Permits a fascia sign on an exterior building wall facing a street and any other wall that does not face a street but which the main entrance for the public is located.	One (1) fascia sign located on an exterior building wall which does not face a street or contain the main entrance for the public.

COMMENTS:

The variance is for a fascia sign above a secondary entrance door on the rear elevation of the building. The site is adjacent to undeveloped industrial lands and has little visual impact on the area. The Planning and Building Department therefore have no concerns with the proposed variance.



December 5, 2007

City of Mississauga
Building Department
300 City Centre Drive
Mississauga, ON L5B 3C1

Re: ProLogis Park Gateway Centre – Highway Signage Variance

To Whom It May Concern:

As owner of the Mississauga Gateway Centre, ProLogis authorizes Zip Signs Ltd to act as the agent for our signage issues.

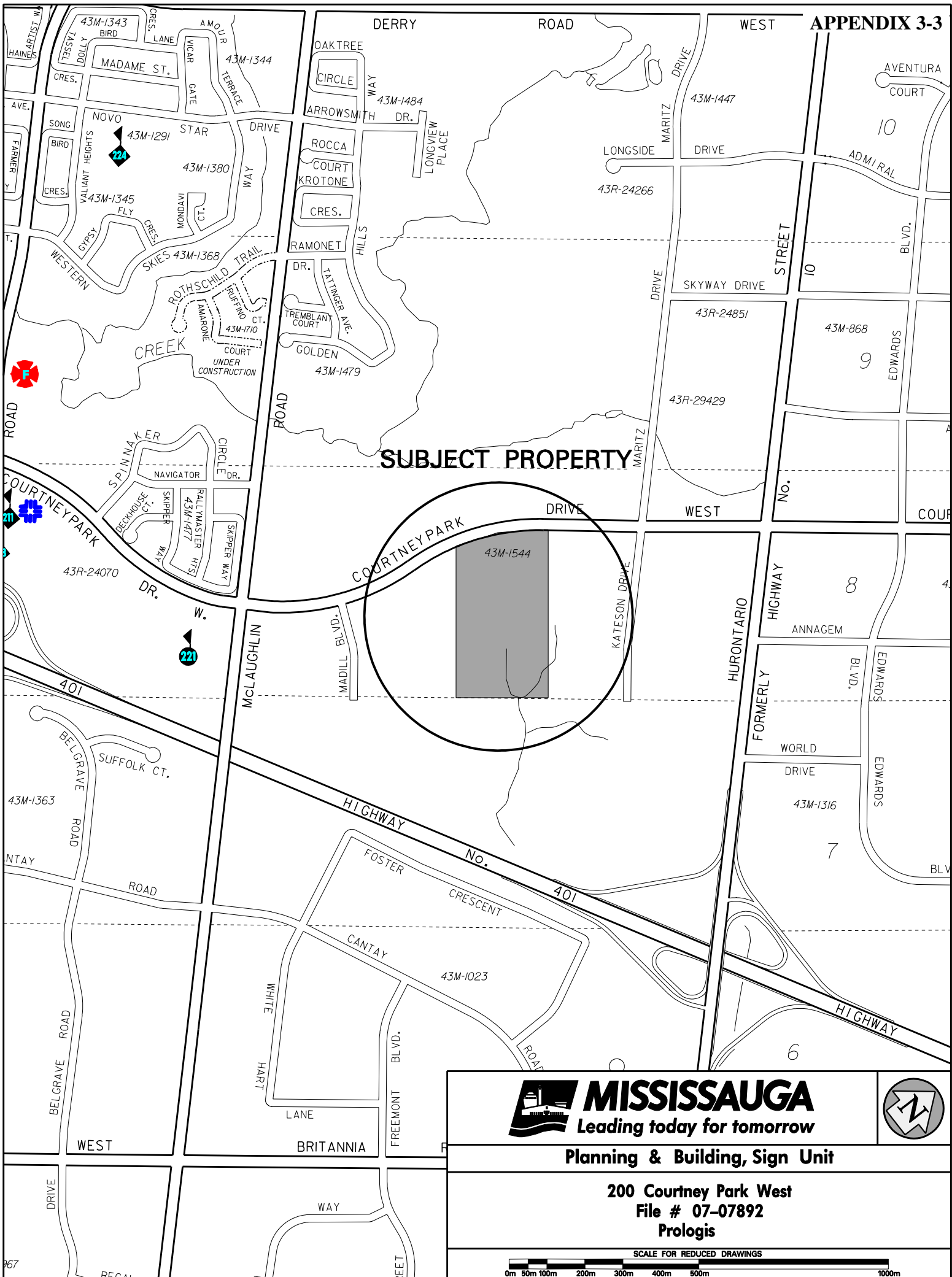
ProLogis would like to apply for a variance in the City's sign requirement regarding building signage fronting onto public streets. Upon completion of our development along Courtneypark Drive West we are hoping to have the signage installed not facing a street for two primary reasons.

With the installation of the sign along the south facing wall of 200 Courtneypark Drive West, we will assist truck traffic that is destined for our facilities as they travel along the 401. The installation will also allow ProLogis to mark our significant entrance into Canada with our first park in Mississauga.

We appreciate your cooperation in assisting with this high profile project for ProLogis and the City of Mississauga.

Regards,

Michael Barnicke
Property Manager
905-696-1705



APPENDIX 3-3

SUBJECT PROPERTY

MISSISSAUGA
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Planning & Building, Sign Unit

200 Courtney Park West
File # 07-07892
Prologis

SCALE FOR REDUCED DRAWINGS
0m 50m 100m 200m 300m 400m 500m 1000m

APPENDIX 3-3

SUBJECT PROPERTY

MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

200 Courtney Park West
File # 07-07892
Prologis

SCALE FOR REDUCED DRAWINGS
0m 50m 100m 200m 300m 400m 500m 1000m

APPENDIX 3-3

SUBJECT PROPERTY

MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

**200 Courtney Park West
File # 07-07892
Prologis**

SCALE FOR REDUCED DRAWINGS
0m 50m 100m 200m 300m 400m 500m 1000m

APPENDIX 3-3

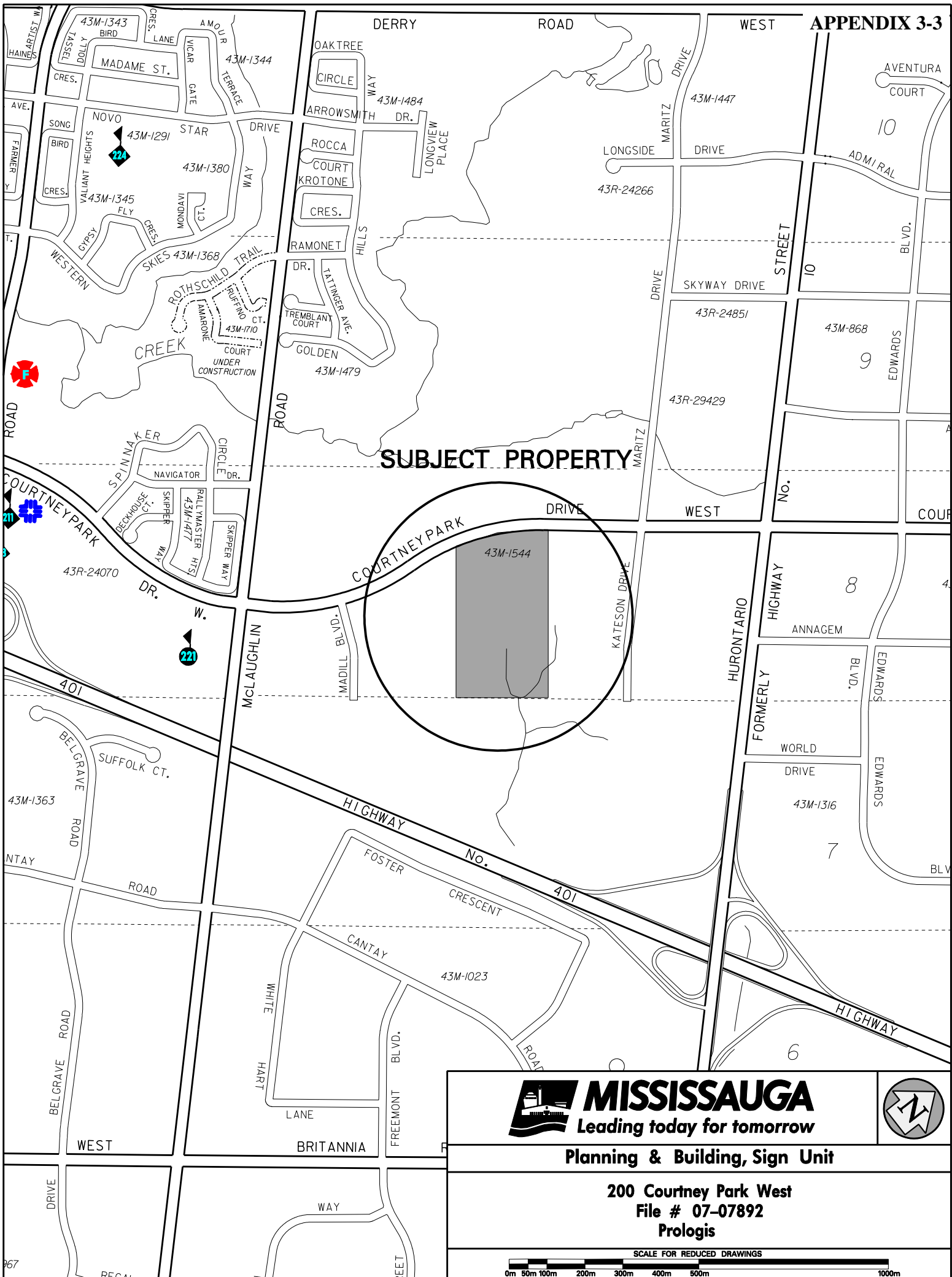
SUBJECT PROPERTY

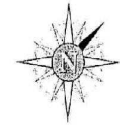
MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

**200 Courtney Park West
File # 07-07892
Prologis**

SCALE FOR REDUCED DRAWINGS
0m 50m 100m 200m 300m 400m 500m 1000m





LEGEND

BT C	SIGN # ACTION	ACTION CODES
○	OVERVIEW PHOTO	R = REPLACE
—	SIGN	X = REMOVE
▬	BUILDING	C = CUSTOM
- - -	PROPERTY LINE	L = LEAVE
	RAIL ROAD	N = NEW
- - -	FENCE	

IMPORTANT APPROVAL NOTIFICATION

Please review the recommendations shown to determine their compatibility with the conditions of the location in which the product is to be installed and note any changes. Your signature will be constituted as your approval of the recommendations shown as accurate and acceptable for those conditions. The colors, styles and graphics shown on this page have been developed from artwork and information supplied by ProLogis. Please review them carefully to determine their accuracy and note any changes required before your approval, as the project will be produced as approved.

Once approval has been received, you will be held financially responsible for any additional changes or adjustments to the recommended signage.

Authorized Signature: _____

Print Name: _____

Date: ____/____/____

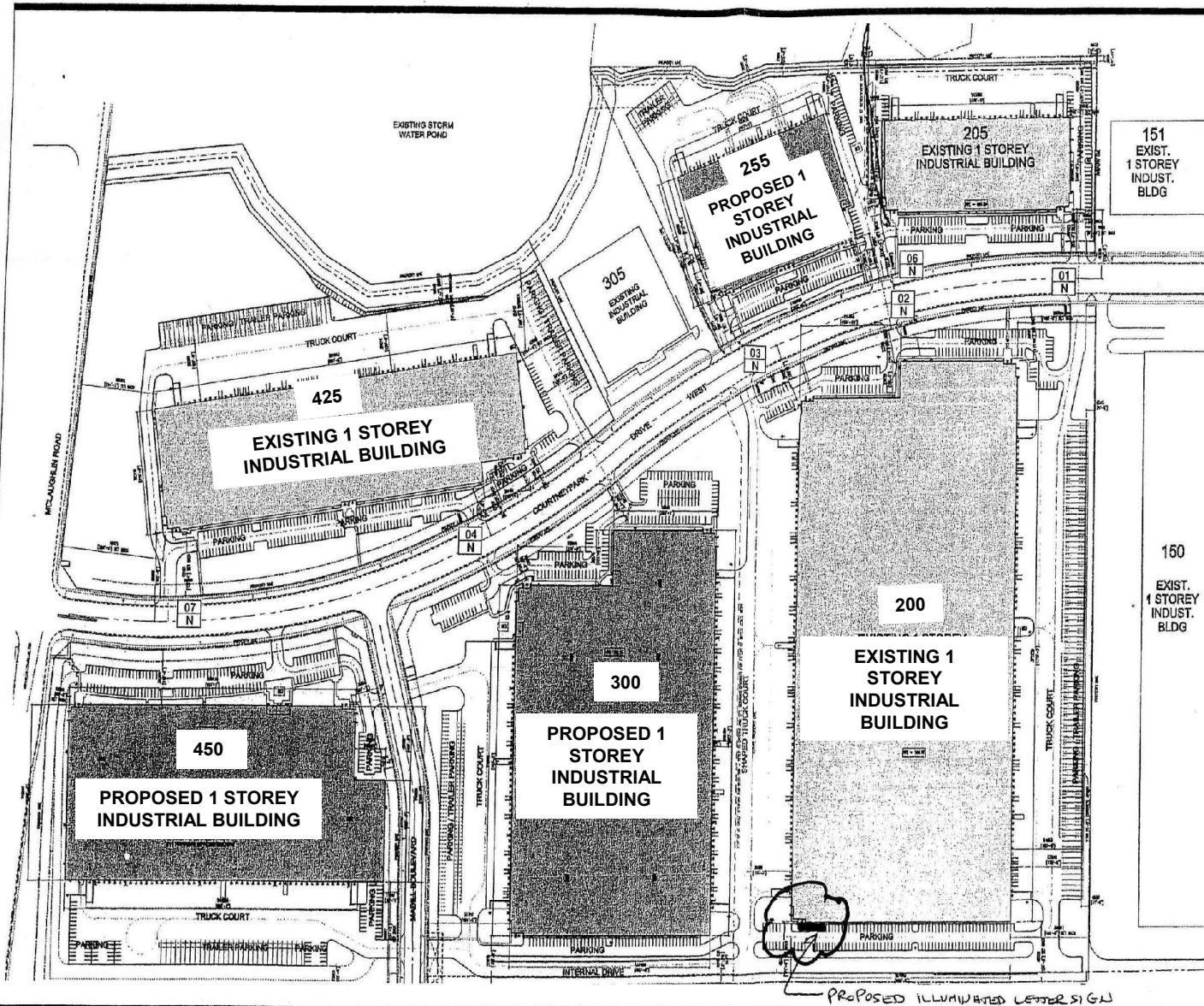
☐ Approved as shown ☐ Approved w/ changes noted

CUSTOMER NOTE:

SIGNAGE WILL BE MANUFACTURED & SHIPPED ONLY AFTER PERMITS ARE OBTAINED FROM SUBCONTRACTOR.

THE LOCAL CONTACT IS RESPONSIBLE FOR PRIMARY ELECTRICAL SERVICE TO THIS LOCATION, IF ANY EXISTS.

ALL OLD SIGNS WILL BE REMOVED AND DISCARDED.



LOCATION: 011 Mississauga Gateway

200 COURTNEY PARK DR. W.

Ontario Canada

FILE: 011_Mississauga ON2

DATE: 08/11/06

DRAWN: KWK

PAGE: 1 of 5

SCALE: As Noted

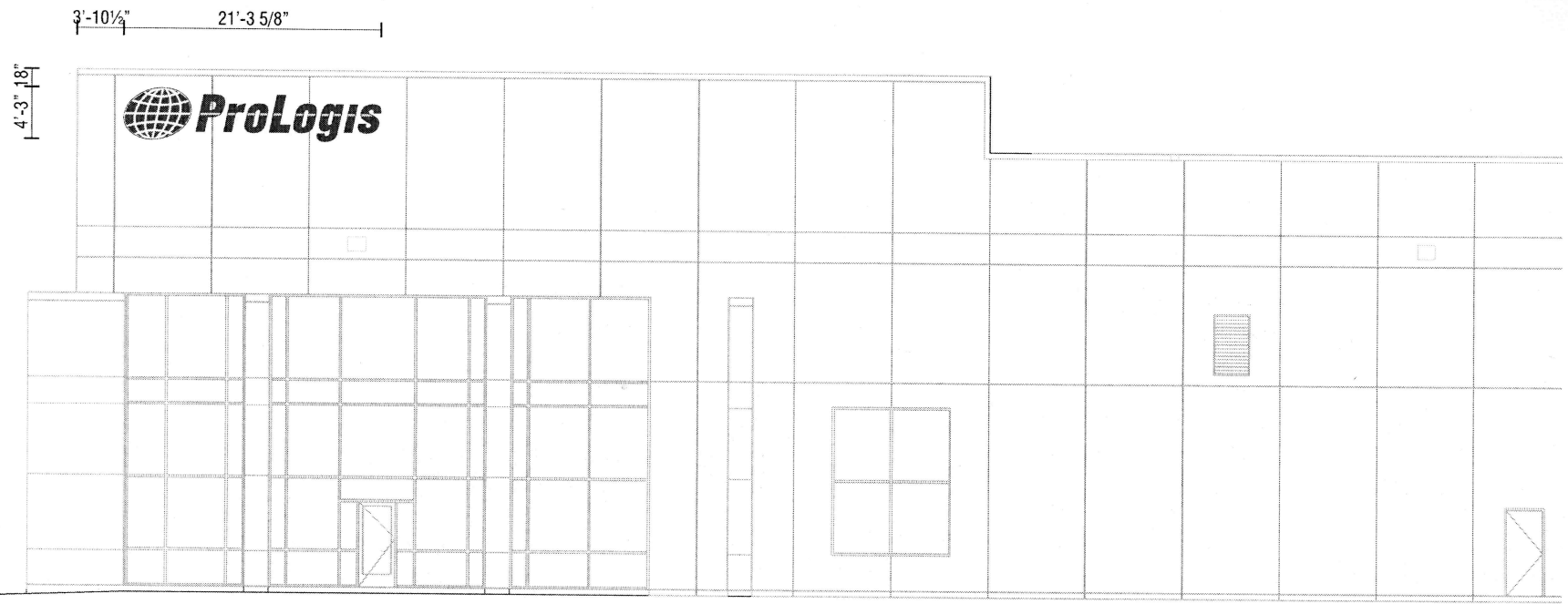
DIRECTOR:

REVISED: 12/13/06

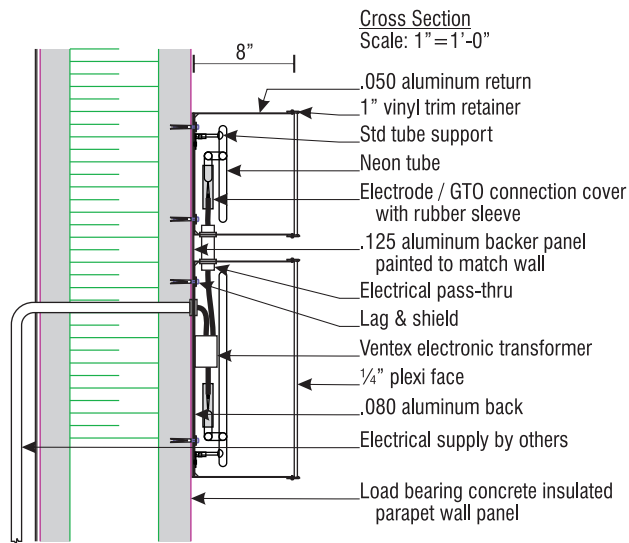
01/08/07



1418 Elmwood Rd.
Ft. Grady Village
Illinois 60077



Partial South Elevation



Signs 1 & 2

Supply 2 new exterior self-contained illuminated displays

Globe

Graphics / Substrate

Green PMS 342 vinyl globe on Matte White 3635-20B block-out vinyl background, 1/16" slits @ 3/16" o/c cut out of Green globe areas only, cut thru Green and White block-out layers, allowing Green globe areas to illuminate White at night while leaving grid lines opaque, apply Green & White block-out to 1st surface White 3630-70 vinyl applied to 2nd surface 1/4" clear plexi face

Illumination

15mm Designer White neon
Ventex electronic transformers

Construction

1" Dark Green vinyl trim retainer
8" - .050 aluminum return
.080 aluminum back

Paint

Exterior painted Dark Green PMS 3308, interior painted reflective white

Signs 1 & 2

Supply 2 new exterior self-contained illuminated displays

Letters

Graphics / Substrate

Green PMS 342 vinyl globe on Matte White 3635-20B block-out vinyl background, 1/16" slits @ 3/16" o/c cut thru Green and White block-out layers, allowing Green letters to illuminate White at night, apply Green & White block-out to 1st surface White 3630-70 vinyl applied to 2nd surface 1/4" clear plexi faces

Illumination

15mm Designer White neon
Ventex electronic transformers


Construction

1" Dark Green vinyl trim retainers
8" - .050 aluminum returns
.080 aluminum backs
.125 aluminum backer panels

Paint

Exterior painted Dark Green PMS 3308, interior painted reflective white, backer panels painted Light Grey to match wall

- ☒ Green PMS 342 Vinyl
- ☐ White Block-out 3635-20B Vinyl
- ☐ White 3630-70 Vinyl
- ☒ Dark Green PMS 3308
- ☐ Light Grey

www.zipsigns.com 5040 North Service Rd. Burlington, ON Ph. 905-332-8332 Fax 905-332-9994	Client ProLogis Address 200 Courtneypark Dr. W. Mississauga, ON	Dwg No. 21852 Designer FB Sales Steve O'Brien	Date September 21, 2007 Rev. Rev.	<input checked="" type="checkbox"/> CONCEPTUAL <small>NOT FOR CONSTRUCTION</small> <input type="checkbox"/> SHOP READY <small>CONSTRUCTION CAPABLE</small> Scale: 1/2" = 1'-0" Page: 1 of	 <small>This drawing is the property of Zip Signs Ltd.</small>
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SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 08-00014

RE: Winners
650 Matheson Blvd. West – **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 wall which encloses the service area of Winners. This wall appears to be an extension of the unit and is designed similar to the rest of the building. The proposed sign is well designed and would have been permitted if the interpretation of the Sign By-law would have considered the wall as part of the unit occupied by Winners. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.



1140 BLAIR ROAD
BURLINGTON ONTARIO, L7M 1K9
ph: 905-335-6664 fx: 905-335-2712
e-mail: info@jonesneonsigns.com
web site: www.jonesneonsigns.com

Established 1941

January 2, 2008

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

Re: Sign variance - 650 Matheson Blvd. West, Unit #3 – Winners sign

On behalf of Winners we request your consideration and approval to allow a sign facing east (Venice Drive). This sign would be installed on the curtain wall which screens the loading dock/receiving area, and is attached to the Winners' unit.

Most of the merchandise delivery vehicles and many customers will be using Rodeo Drive to access the store, and this sign will provide good visibility of where the Winners store is located.

Please do not hesitate to contact me should you have any questions or concerns.

Yours truly,
JONES NEON DISPLAYS LIMITED

A handwritten signature in dark ink, appearing to read "Dan Bovair", is written over a horizontal line.

Dan Bovair



ORLANDO CORPORATION

6205 Airport Road, Mississauga, Ontario L4V 1E3 Telephone: (905) 677-5480 Fax: (905) 677-2824

January 3, 2008

City of Mississauga
Planning and Building Department Building Division
300 City Centre Drive
Mississauga, Ontario
L5B 3C1

Via Email: rohit.walia@mississauga.ca

Att: Rohit Walia, Sign OBC Plan Examiner

Dear Sir:

Re: Winners, 650 Matheson Blvd W, Unit #3, Mississauga, Ontario
Application # SGNBLD 08 0014

This letter will confirm that the property owner, Orlando Corporation, has no objection to the tenant's request for signage on the sign facing east (Venice Drive).

This sign will provide tenant identification to traffic using Rodeo Drive; does not duplicate any other signage; and is consistent with signage on other buildings in the Heartland Town Centre Development.

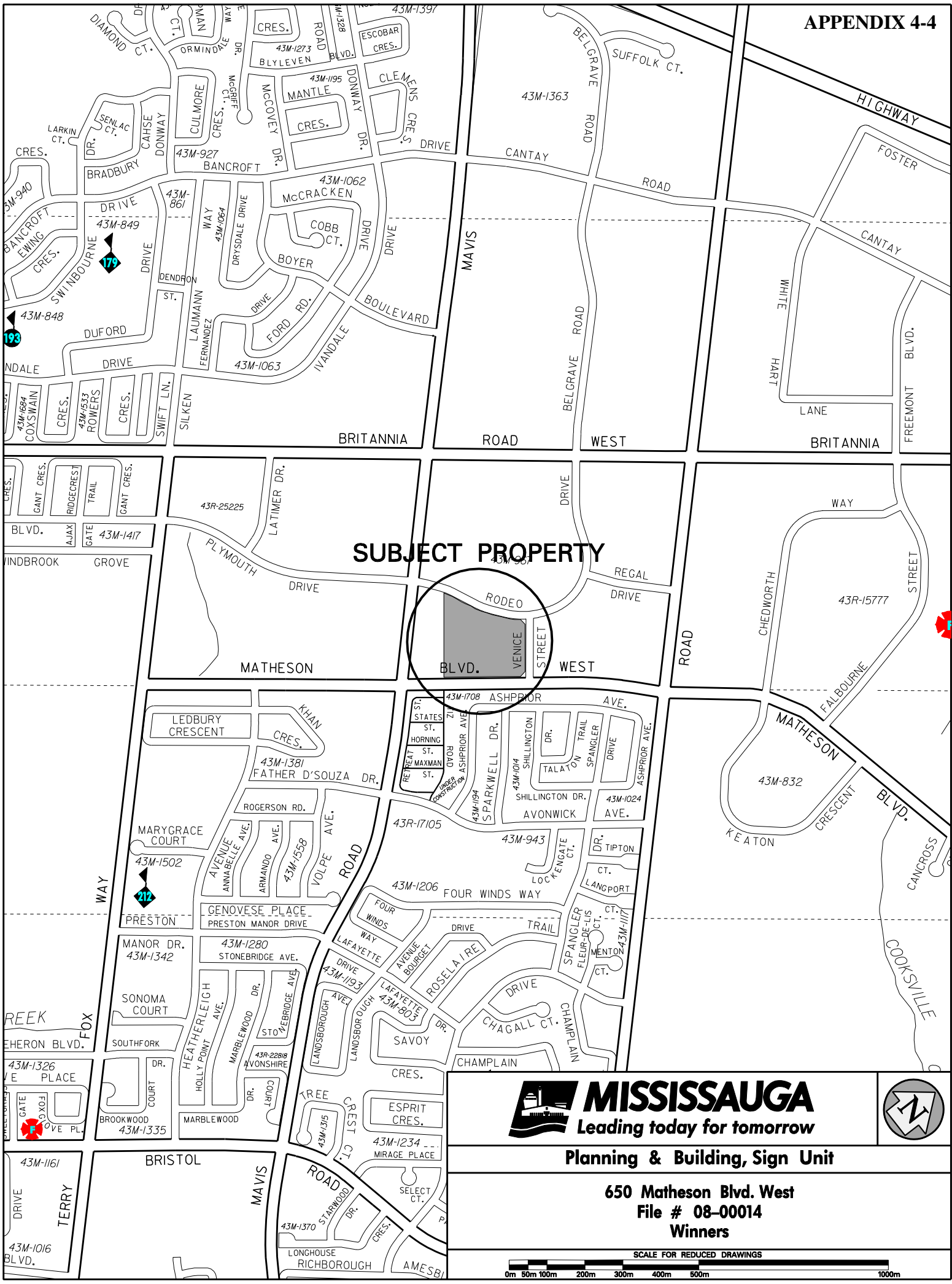
The application by the tenant has our full support. Should you require any additional information please contact the writer at your convenience.

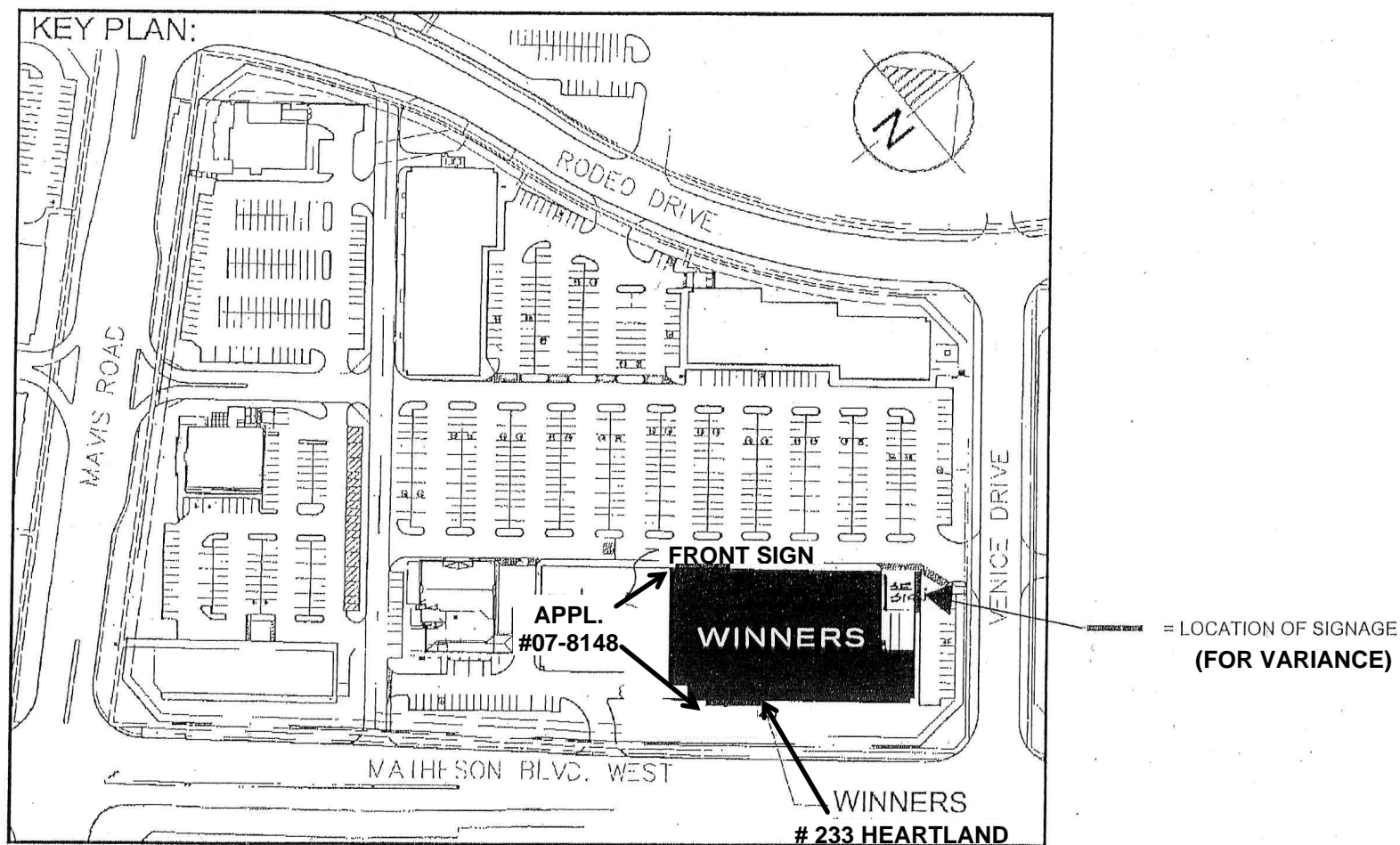
Yours truly,
ORLANDO CORPORATION

Dan Hyde
Senior Manager, Shopping Centres

DH*lds

cc: Dan Bovair, Jones Neon Displays Ltd. (via email: dbovair@jonesneonsigns.com)
Les Fernandes, Winners (via email: leslie_fernandes@winners.ca)
Lino Malito, Project Co-ordinator – Orlando Corporation





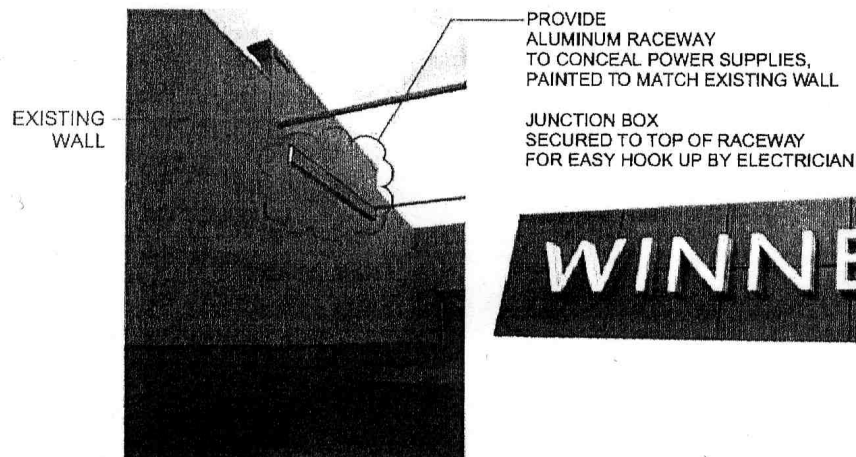
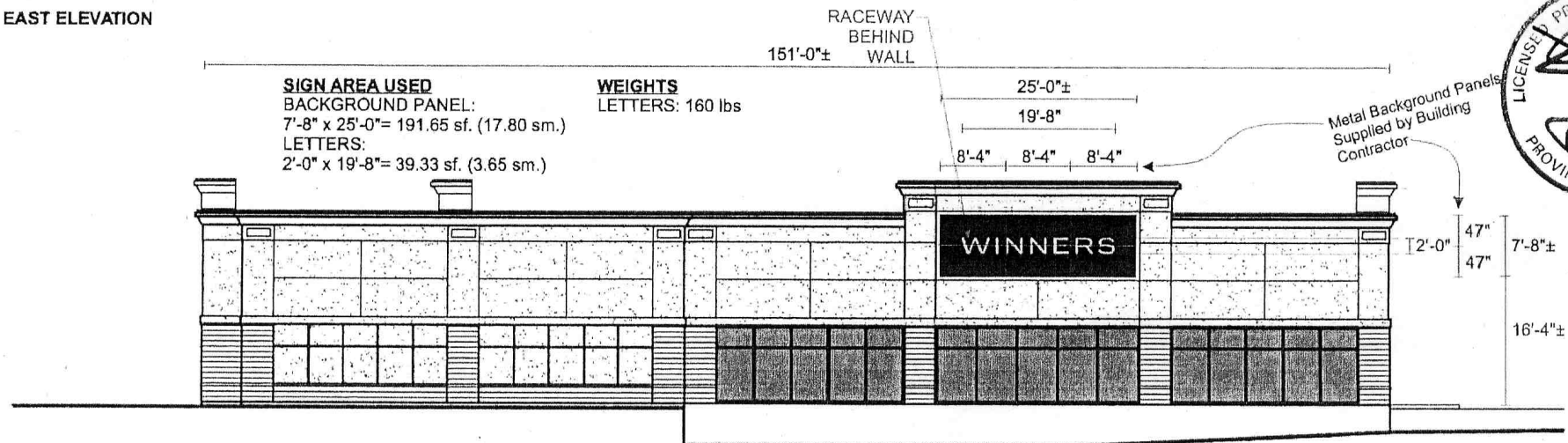
Customer: Winners (Heartland)
Address: 650 Matheson Blvd., West
 Mississauga, ON
Designer: SV
Page: 8

Sales: Dan Bovair
Date: Nov. 7...15/07
Revision:
Scale: nts
File Name: Mississauga, Heartland Ext. eng.cdr

JONES
 neon displays

1140 Blair Road
 Burlington, ON
 L7M 1K9
 Phone: (905) 335-6664
 Fax: (905) 335-2712
 E-mail: info@jonesneonsigns.com
 Website: www.jonesneonsigns.com

EAST ELEVATION



PROVIDE ONE (1) NEW SET OF ILLUMINATED LETTERS MOUNTED TO ALUMINUM BACKGROUND PANEL

WHITE 7328 SG PLEXIGLAS FACES
1" BLACK TRIM CAP RETAINER
5" DEEP ALUMINUM RETURNS, PAINTED BLACK
ILLUMINATED BY RELUME WHITE 1 WATT LED'S
Including 120 volt POWER SUPPLY & LOW VOLTAGE WIRING
A COMMON POWER SUPPLY MOUNTED INSIDE WALL
& LOW VOLTAGE WIRING ONLY WILL FEED THROUGH WALL
& THROUGH ALUMINUM BACKGROUND PANELS TO LETTERS
A SINGLE ELECTRIC FEED AT 120 Volt SERVICE REQUIRED
Note: Provide RACEWAY BEHIND WALL TO CONCEAL WIRING

MOUNT LETTERS TO BACKGROUND PANELS PROVIDED BY AMNA
see details

Customer: Winners (Heartland)
Address: 650 Matheson Blvd., West
Mississauga, ON
Designer: SV
Page: 3

Sales: Dan Bovair
Date: Oct. 3/07
Revision: Nov. 7...15/07 ... Nov. 27/07
Scale: 1/16"=1'-0"
File Name: Mississauga, Heartland Ext. eng.cdr

JONES
neon displays
Limited

1140 Blair Road
Burlington, ON
L7M 1K9
Phone: (905) 335-6664
Fax: (905) 335-2712
E-mail: info@jonesneonsigns.com
Website: www.jonesneonsigns.com



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 07-07550

RE: McDonald's
3510 Derry Road East - Ward 5

The applicant requests the following variances to section 4, section 13 - table 5 and section 18 of the Sign By-law 0054-2002, as amended.

Section 4	Proposed
A animated sign is specifically prohibited.	Two (2) pre-menu boards, and two (2) menu boards, with rotating panels.
Section 13 Table 5	Proposed
A menu board shall have a maximum sign area of 4.1 sq. m. (44.13 sq. ft.).	Two (2) menu board with a sign area of 5.05 sq. m. (54.36 sq. ft.).
Section 18	Proposed
A directional sign shall have a maximum height of 1.2 m (3.94 ft.).	Three (3) directional signs with a height of 1.58 m (5.17 ft.).

COMMENTS:

- 1) The proposed variances are for two pre-menu boards and two menu boards, with rotating panels to display their breakfast and lunch menus. The site has two drive thru ordering lanes which necessitates the need for the two sets of menu boards.

As the proposed signs are located internal to the site and have little impact along the adjacent streets, the Planning and Building finds the variances acceptable from a design perspective.

- 2) The directional signs are to replace existing entrance signs for the site. The proposed variance is for an increase in height to accommodate the company's logo and are similar to those signs which are been replaced. The Planning and Building Department have no design concerns with the variance and therefore find it to be acceptable.



January 8, 2008

**City of Mississauga
Building Division**

Reference: SGNBLD 07 7550 VAR

Subject: Letter of rationale, McDonald's Restaurant 3510 Derry Rd., Mississauga

Dear Sir or dear madam:

Please accept our application for variance for the proposed Menu Board and Directional Signs considering the following arguments:

Menu Board:

The proposed static menu board exceeds in sign area. The by-law allows a maximum of 4.1 sq. meter and the proposed area is 4.4 sq. meter. Also the panels (a total of 4) rotate 180 degrees by pushing on to switch menu i.e. from Breakfast to Lunch.

Please note that for the last 15 years, McDonald's used the same size of menu board across the country and the hardware is designed to hold a standard type and size of material (pop's) to be visible from a 20 ft distance. In this case since there is a total of two (2) lanes at the drive-thru, the menu items are even less visible from the second lane which is at least 6 feet further away. We would appreciate your kind understanding to allow us to welcome the potential customers to read the menu properly.

Also, the fact that the panels turn 180 degrees MANUALLY does not make this sign a 'rotating sign'. We hope that the clarification of the rotation is helpful.

Directional Signs:

Please note that exact same size (5 ft high) and model of directional signs as herein proposed are already existing and the only reason to replace them is that the old ones (close to 30 years old) are rusted and not safe anymore. The by-law allows a maximum of 4 ft in height while our proposed signs are 5'-2" high. The purpose of these directionals is mainly to direct potential customers into the site and not advertising. With a height of 5 ft, drivers bump into them on a regular basis because of snow accumulation, or not seen by van drivers and many other scenarios, considering that these



signs are mainly located at the entrances. Your kind understanding to allow us the existing 5 ft height would be more than appreciated.

Please if you have any question or if you need any further information, do not hesitate to call me.

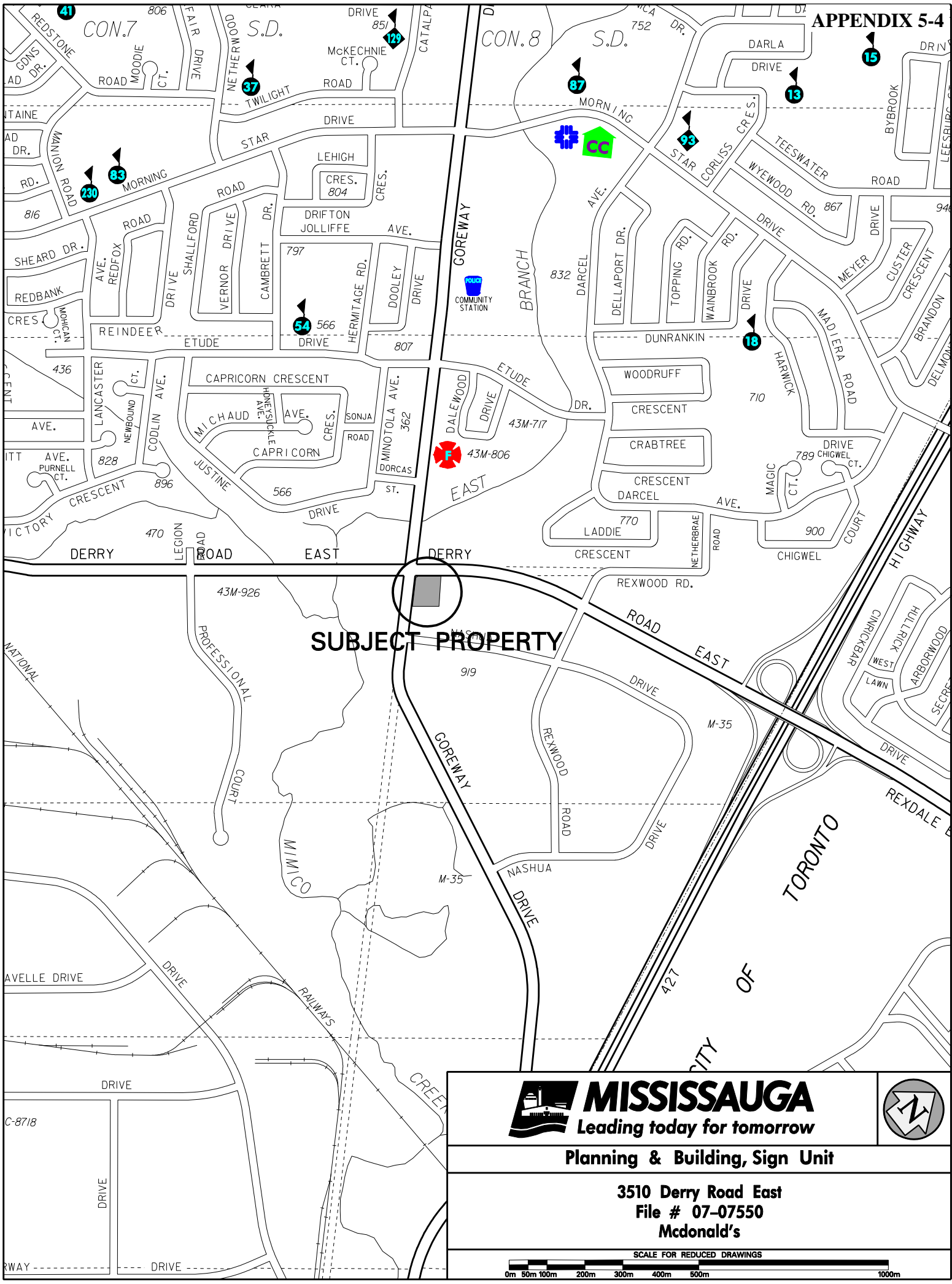
Many thanks for all your help.

Kindest Regards,

Shahin Faraji, Account Manager
Pattison Sign Group
2421 Holly Lane
K1V KP2

Tel.: 613-247-5372

Fax: 613-247-8046



MISSISSAUGA
Leading today for tomorrow

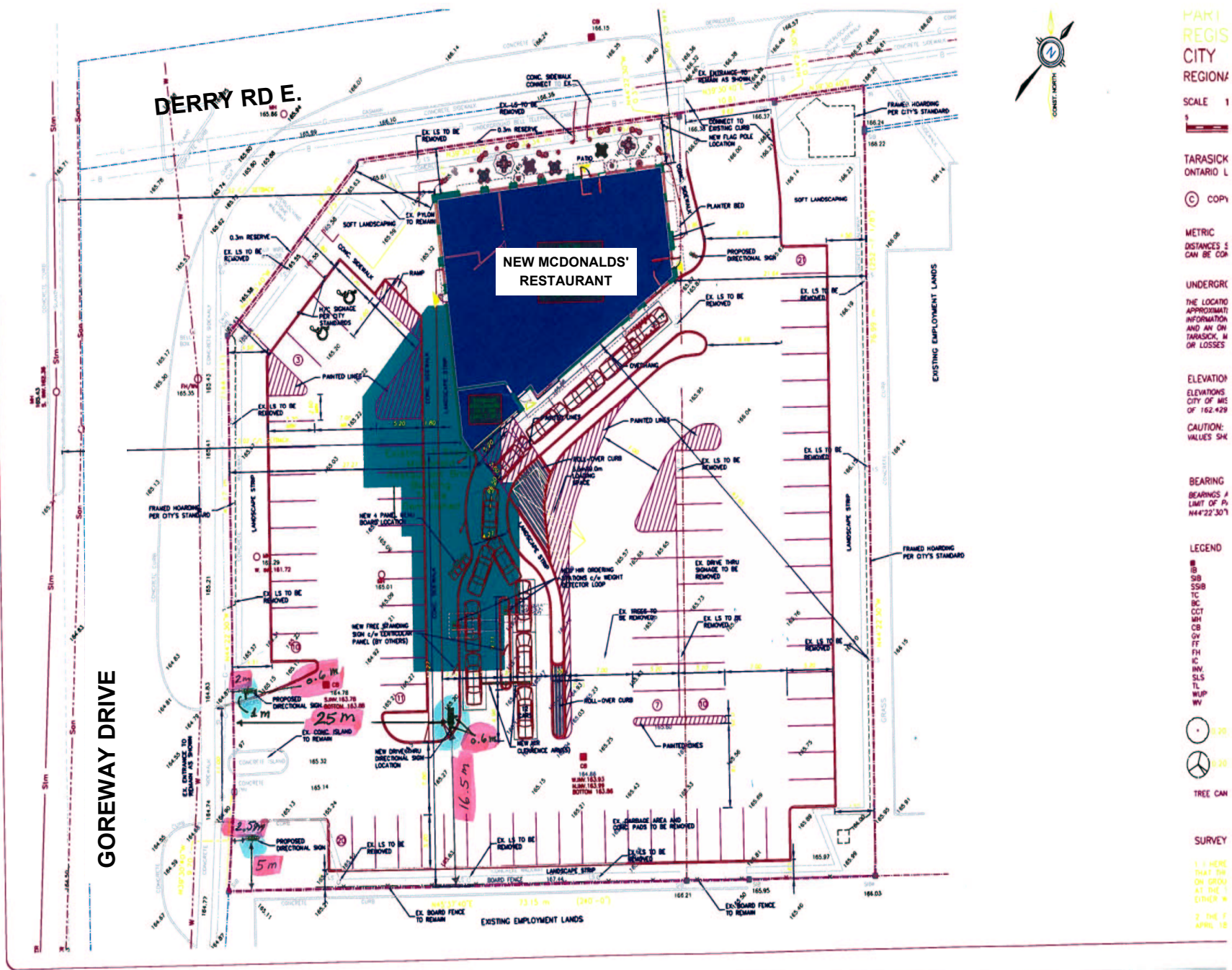


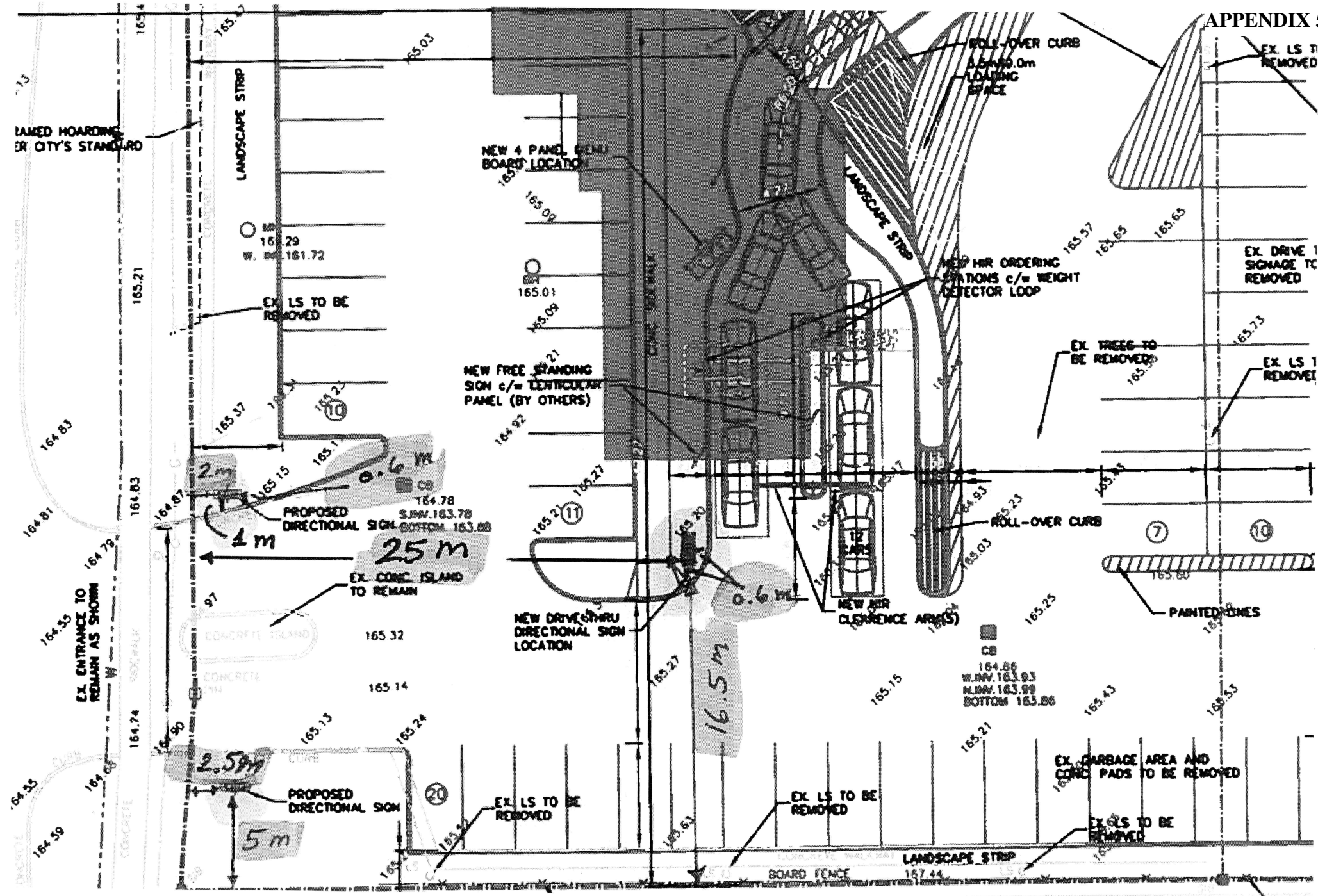
Planning & Building, Sign Unit

3510 Derry Road East
File # 07-07550
Mcdonald's

SCALE FOR REDUCED DRAWINGS










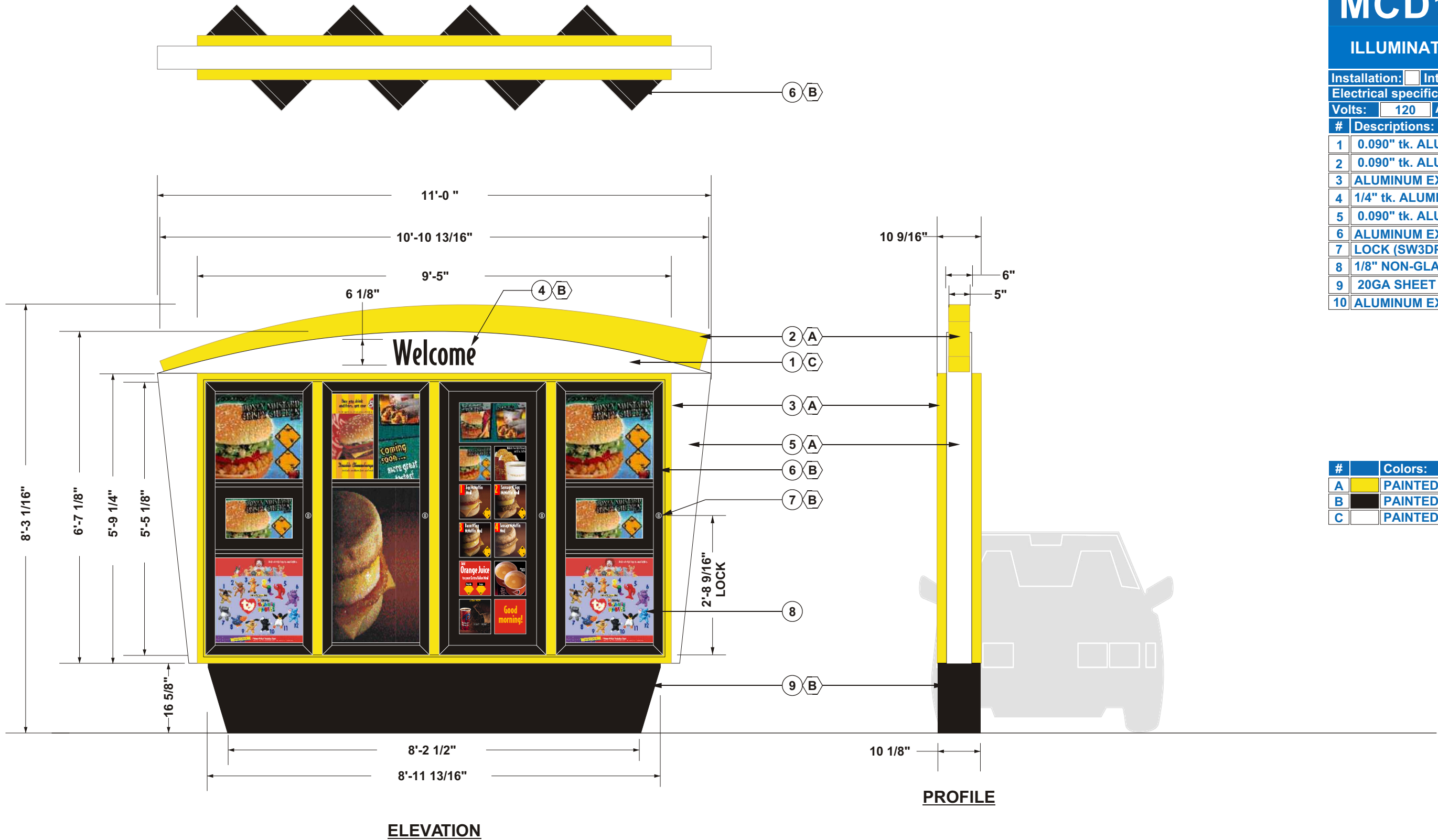
MCD

APPENDIX 5-7

ILLUMINATED HIR MENU BOARD


Installation:	<input type="checkbox"/> Interior:	<input checked="" type="checkbox"/> Exterior:
Electrical specifications:		
Volts:	120	Amp.: xx Circ.: 1
#	Descriptions:	
1	0.090" tk. ALUMINUM SHEET TOP DECOR	
2	0.090" tk. ALUMINUM SHEET TOP DECOR	
3	ALUMINUM EXTRUSION SIGN BOX IMN-12	
4	1/4" tk. ALUMINUM SHEET "WELCOME"	
5	0.090" tk. ALUMINUM SHEET SIDE DECOR	
6	ALUMINUM EXTRUSION RETAINER IMN-50	
7	LOCK (SW3DPS-E3-55-85)	
8	1/8" NON-GLARE CLEAR ACRYLIC FACE	
9	20GA SHEET METAL BOTTOM DECOR.	
10	ALUMINUM EXTRUSION SIGN BOX IMN-51	

#	Colors:
A	 PAINTED YELLOW GRIP GUARD #325
B	 PAINTED BLACK
C	 PAINTED WHITE




Customer Approval: _____ Date: ____/____/____ By: _____ Date: ____/____/____

PRODUCTION INFORMATION : LISE R 6 JUIN 07	Descriptions:	Plate #:	ALUMINIUM (Lettres) MCD1H6D1022-3
FS / STANDARD / MCD1(MCDONALD) / MENU / HIR MENU	ALUMINIUM	MCD1H6D1022-1	XX XX
BOARD / MCD1H6D1022 8'-3 1/16" X 10'-0"	ALUMINIUM	MCD1H6D1022-2	XX XX



This sign intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign



Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID Lamps. These lamps contain Mercury (Hg) Dispose of these lamps according to Local, Provincial, State, or Federal Laws

IT IS AGREED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE CONCRETE BASE AS PER ENSEIGNES PATTISON SIGN GROUP'S TECHNICAL DRAWINGS OR THE EQUIVALENT. WHERE AN EXISTING BASE IS USED, THE CLIENT AGREES TO CHECK IF THE CONCRETE BASE CAN SUPPORT THE SIGN AS SUPPLIED BY ENSEIGNES PATTISON SIGN GROUP. ENSEIGNES PATTISON SIGN GROUP WILL NOT ACCEPT ANY LIABILITY.

ISO 9001:2000 Certified Enterprise

© 2007 ENSEIGNES PATTISON SIGN GROUP. ALL RIGHTS RESERVED, NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP. F-6-1.03



·Tel (506) 735-5506 ·Fax (506) 737-1740 ·Toll Free 1-800-561-9798

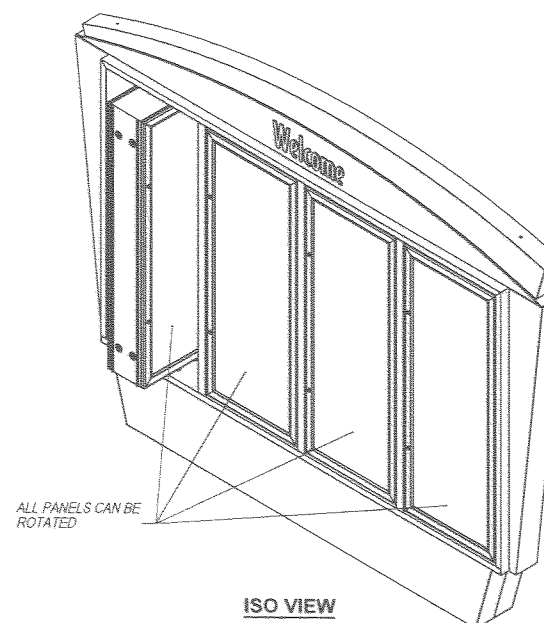
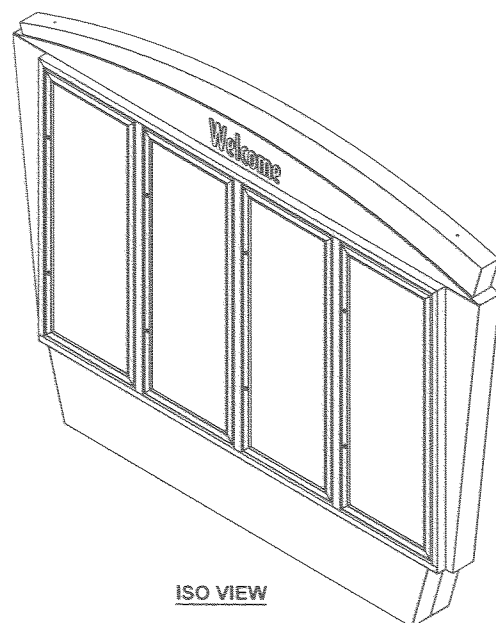
Client:	MCDONALDS		
Site:	VARIOUS		
Draftsman:	S. FARAJI & J. RAPOSO	Date:	04.05.2007
Checked By:	XX		
Page:	1/1	Scale:	3/4" = 1'-0"

www.pattisonsign.com

MCD1H6D1022

NEW MENU 4 PANELS

VOLTS: 120 AMPS: 4.8 CIRC.: 1

SIGN WEIGHT: 1050 Lbs

ENSEIGNES
PATTISON
 SIGN GROUP

UL US
 This sign is intended to be installed in accordance with the requirements of Article 605 of the National Electrical Code and/or other applicable local codes. This indicates proper grounding and bonding of the sign.

Ensignes Pattison Sign Group illuminated signs contain fluorescent, neon and/or LED lamps. (Please refer to the sign's specifications for details.)
 Dispose of these lamps according to local, provincial, state, or Federal Laws.

It is agreed that the client is entirely responsible to install the concrete base as per Ensignes Pattison Sign Group's technical drawings or the equivalent. Where an existing base is used, the client agrees to check if the concrete base can support the sign as supplied by Ensignes Pattison Sign Group. Ensignes Pattison Sign group will not accept any liability.

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SW2007

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DESIGN

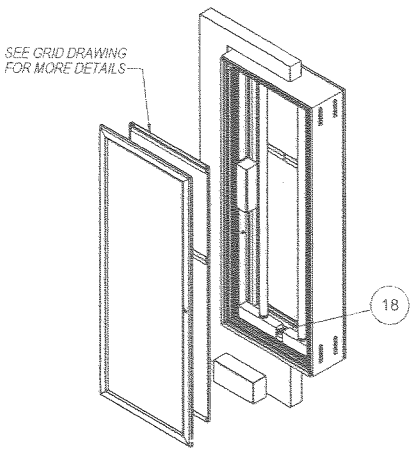
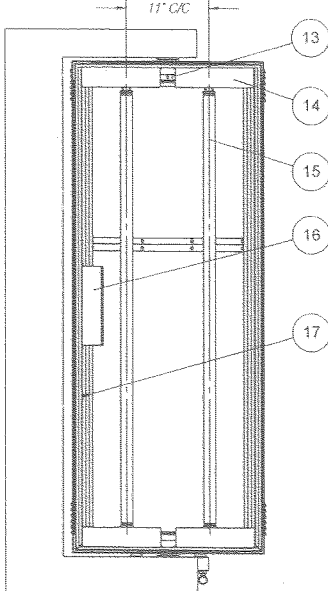
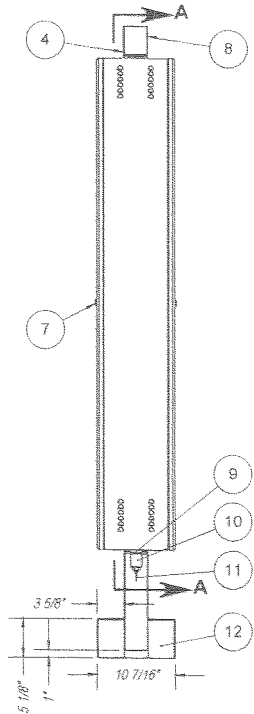
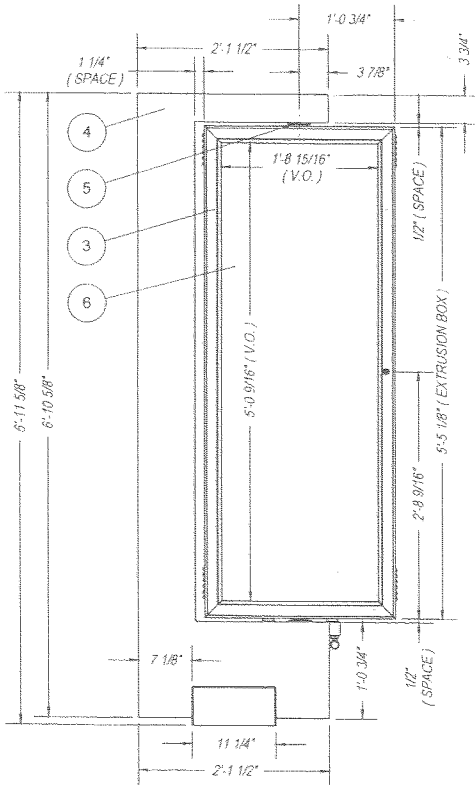
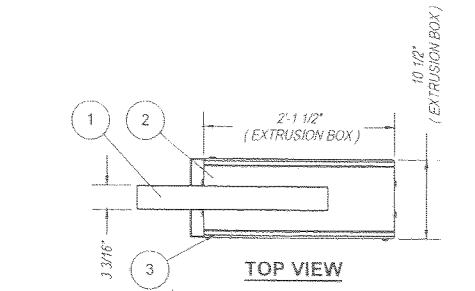
CLIENT:	MC DONALD'S	DATE:	
DRAFTMAN:	SC & L Richardson	CHECK BY:	GF
PAGE:	1/9	SCALE:	1:24

ALL RIGHTS RESERVED, NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.
 F-6-6.03 CNPDMWorks

MCD1H6D1023

D/F ILL. ROTATING PRE-SELL BOARD

VOLTS:	120	AMPS:	1.20	CIRC.:	1
#ITEMS	DESCRIPTION				QTY
1	FRAME MADE WITH 3" X 1 1/2" X 3/16" ALUM. CHANNEL				1
2	NEW CABINET EXTRUSION				1
3	NEW EXTRUSION RETAINER				2
4	1/8" ALUM. SHEET WELDED ON FRAME				1
5	BRASS BUSHING W/ 1/4" ALUM. FLATE				2
6	1/8" ALUM. SLAP ACRYLIC				2
8	0.000" ALUM. SHEET GLUED ON FRAME				1
9	SS STEEL STOPPER (Purchase # 20000196)				2
10	1 1/2" ALUM. SHAP X 1 3/4" LONG WITH TAP & DRILL HOLE FOR 3/8" BOLT				1
11	RING 1/2"				1
12	1/8" ALUM. BASE COVER				2
13	MC DONALD'S COLLAR PURCHASE # 18050037				2
14	0.000" ALUM. SHEET (USE AS RACEWAY COVER)				4
15	LAMPS F50T12LHQ				2
16	FRANCE BALLAST 2000R (1.20 amp)				1
17	TOGGLE SWITCH				1
18	1 1/2" X 5" LONG STEEL PIPE				2



This sign intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This indicates proper grounding and bonding of the sign.

Ensignes Pattison Sign Group (Ensignes Pattison Sign Group) is a registered trademark of Ensignes Pattison Sign Group. Ensignes Pattison Sign Group is a registered trademark of Ensignes Pattison Sign Group. Ensignes Pattison Sign Group is a registered trademark of Ensignes Pattison Sign Group.

It is agreed that the client is entirely responsible to install the concrete base as per Ensignes Pattison Sign Group's technical drawings or the equivalent. Where an existing base is used, the client agrees to check if the concrete base can support the sign as supplied by Ensignes Pattison Sign Group. Ensignes Pattison Sign Group will not accept any liability.

www.pattisonsign.com SW2007

ISO 9001:2000 Certified Enterprise DESIGN

CLIENT: MC DONALD'S

DRAFTMAN: SCOUTIER

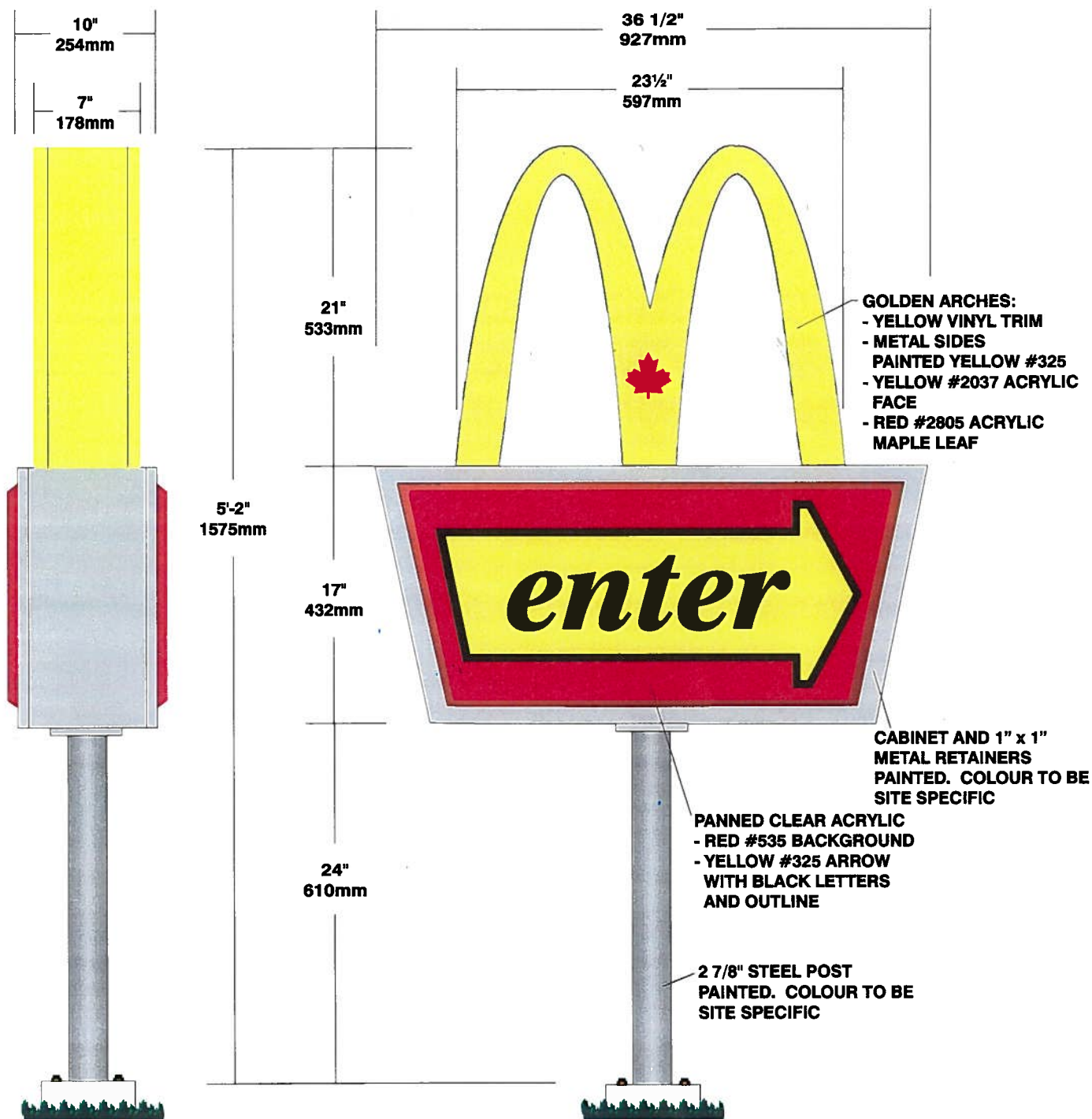
CHECK BY: GF

PAGE: 1/3 SCALE: 1/16

DATE: 02-08-2007



D/F DIRECTIONAL SIGN



DESCRIPTION

- CABINETS TO BE FABRICATED OF 24 GAUGE SHEET METAL
- INTERNALLY ILLUMINATED BY ONE 70W METAL HALIDE FIXTURE.
- 3/16" ACRYLIC FACES PANNED 1 1/2"

VOLTAGE
☒ 120volt
☐ 347volt

CIRCUIT:	1
VOLTAGE:	120
AMPERAGE:	2.19
SURFACE:	5.45 Ft ² / 0.51 m ²
DATE:	00.11.12
DRAWING:	ZE00352A
PAGE:	33a

FOR PRODUCTION PURPOSES

DATE: ____/____/____

www.enseignes.com

DIVISION OF/DE JIM PATTISON INDUSTRIES LTD.

DRAFTSMAN: L. BOUCHARD & Y. DUBÉ





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

February 26, 2008

FILE: 07-8374

RE: Mizuki Grill - Teriyaki
3021 Argentia Road - Ward 9

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

Section 13	Proposed
A fascia sign is permitted on the rear elevation of the building which faces a parking lot or driveway.	One (1) fascia sign on the rear elevation of the building which does not face a parking lot or a driveway.

COMMENTS:

The proposed variance is for a fascia sign on the rear elevation of the unit which faces a corner gas station site. Due to the public exposure of the building through the gas station site, the City has previously granted variances for the fascia signs on the rear elevation of this building for the tenants. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

Reasons for Sign Variance for Mizuki Grill at 3021 Argentia Road, Mississauga

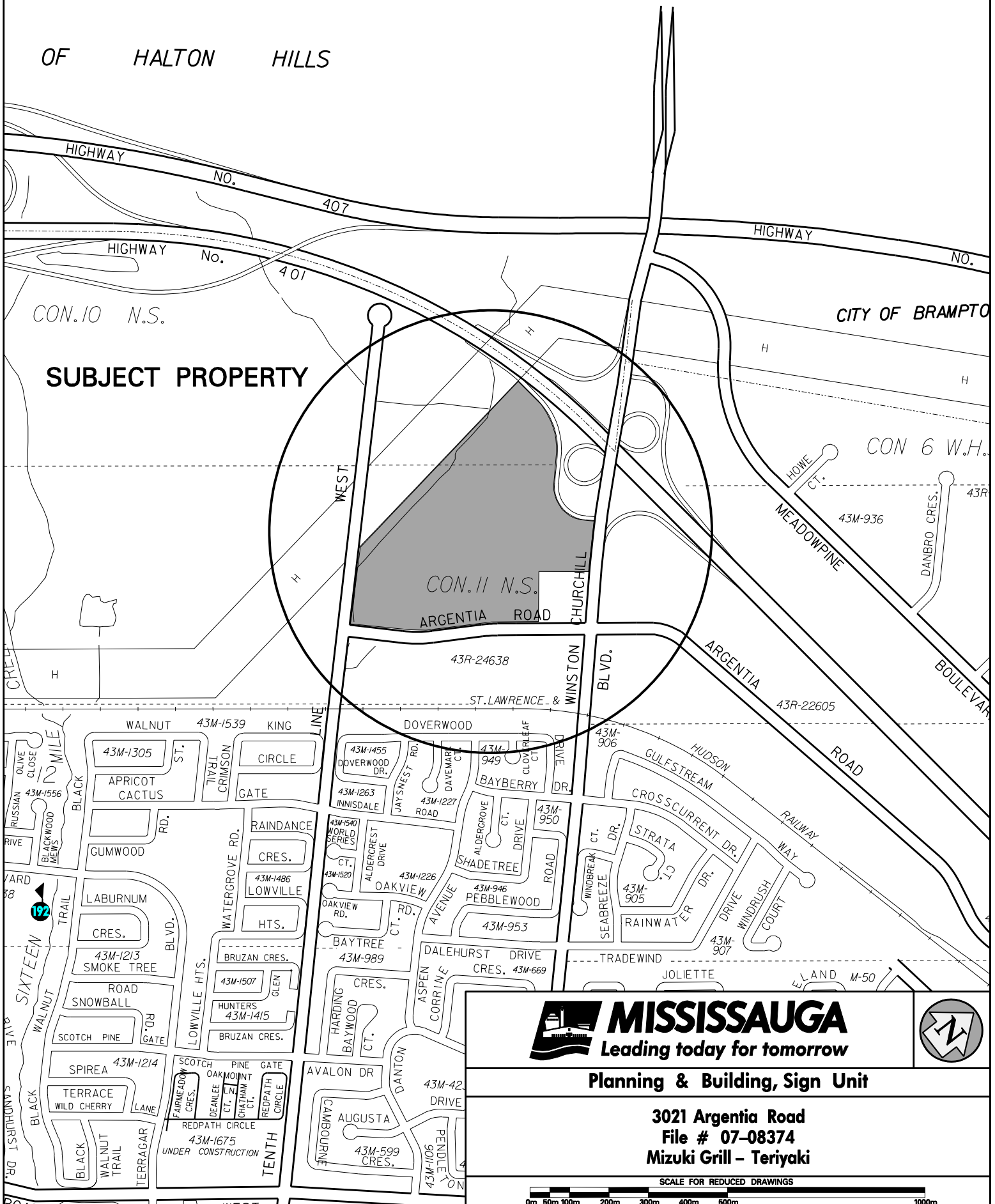
Nature of Sign

The sign proposed at the rear side is important and critical for identification and exposure to attract more public.

Purpose of Sign

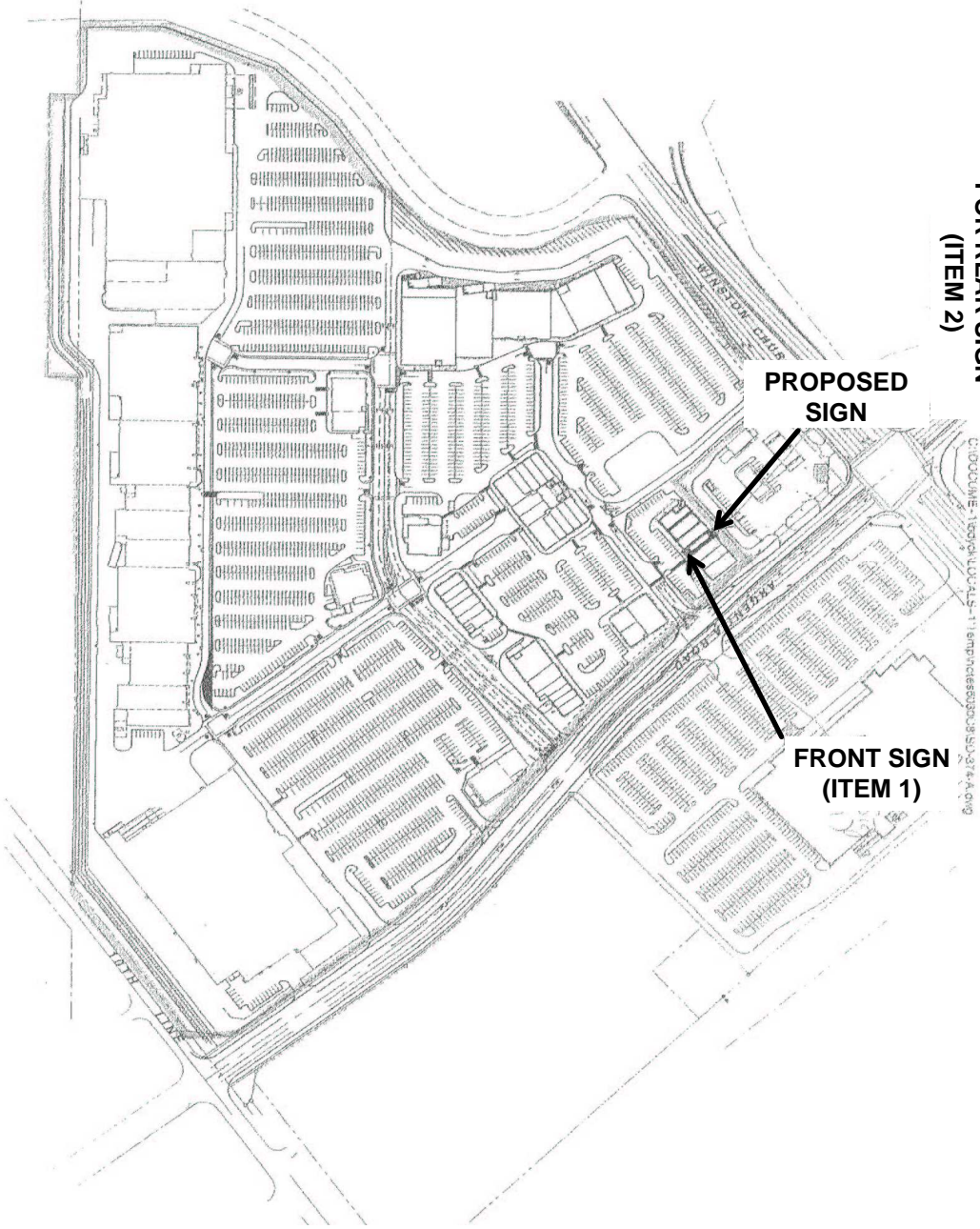
Customer driving / walking along Winston Churchill Blvd, that means at the rear side of the shop Mizuki Grill, they do not know there is a restaurant which is a teriyaki and grill restaurant. Customers can have more choices on food in the plaza.

Have an illuminated channel letter sign installed at rear side of the building will relief from losing his competitive power with other restaurants.





SCHEDULE 'A'



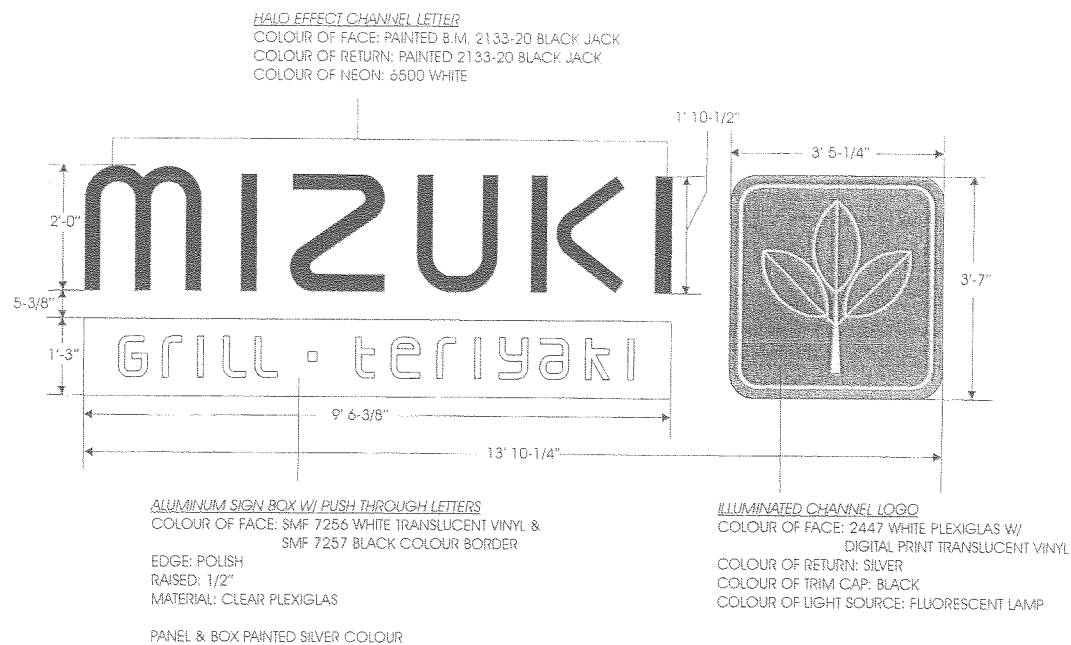
VARIANCE APPLIED
FOR REAR SIGN
(ITEM 2)

PROPOSED
SIGN

FRONT SIGN
(ITEM 1)

C:\DOCUMENTS\10704\LOCALS-1\temp\res030308\SUS17A.dwg

ITEM 2 - ILLUMINATED CHANNEL LETTER - REAR ELEVATION



BEFORE



VISUAL EFFECT ONLY - NOT IN SCALE

AFTER

REFER TO STRUCTURAL DRAWING BEFORE FABRICATION & INSTALLATION



FORWARD SIGNS INC.

4144 Midland Avenue, Scarborough,
 Ontario M1V 4S7
 Tel: (416) 291-4477
 Fax: (416) 291-4678
 E-mail: info@forwardsign.com

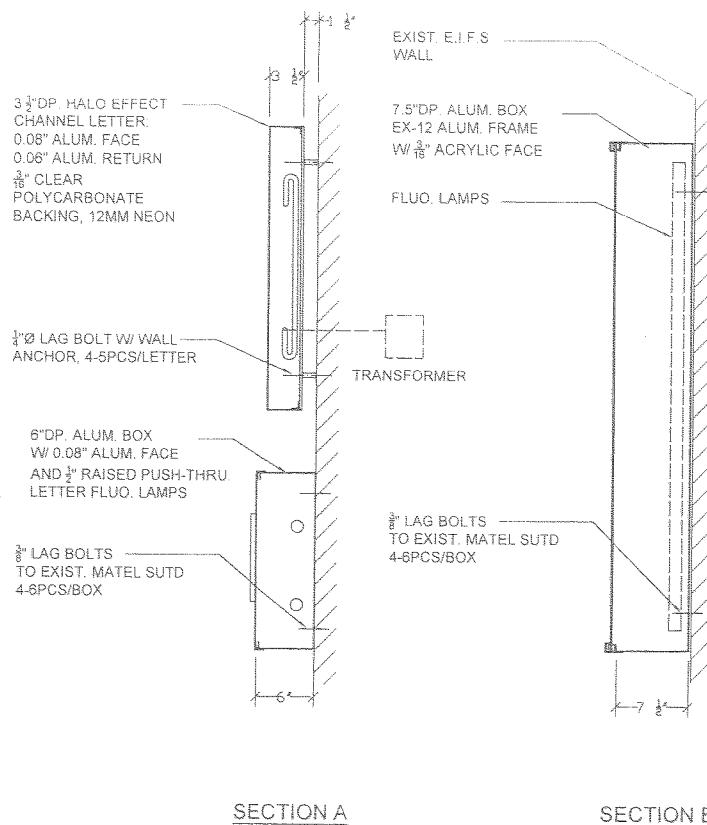
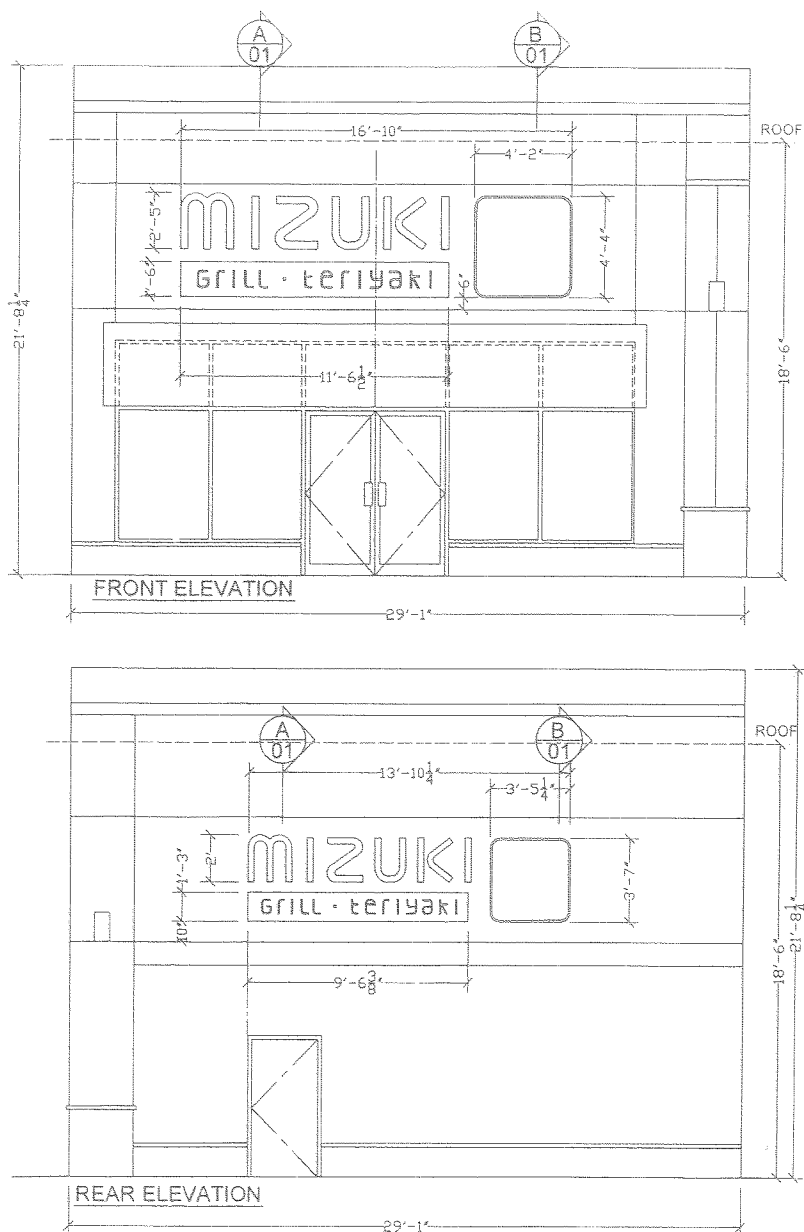
CLIENT
MIZUKI GRILL TERIYAKI
LOCATION
PROJECT
CHANNEL LETTER
DRAWN BY
JOE
FILE NAME
CHANNEL LETTER 2 - G1
DATE OF DRAWING
DEC 03, 2007
SCALE
1/2" = 1FT
SALESMAN
PRUDENCE
REMARKS

CLIENT APPROVED / DATE

ART DEPT. APPROVED / DATE

ISO 9001-2000





note: FOR OUTDOOR SIGN, MAKE 1/4" Ø DRAIN HOLES AT BOTTOM OF SIGN

FORWARD SIGNS INC.

4144 Midland Avenue, Scarborough,
Ontario, M1V 4S7
Tel: (416) 291-4477
Fax: (416) 291-4578
E-mail: info@forwardsign.com

CLIENT	
MIZUKI	
LOCATION	
3021 ARGENTIA ROAD, MISS.	
PROJECT	
CHANNEL LETTER	
DRAWN BY	
JACK	
FILE NAME	
CHANNEL LETTER-S	
DATE OF DRAWING	
NOV 30, 2007	
SCALE	
3/16"=1'	
SALESMAN	
PRUDENCE	
ELECTRICAL REQUIREMENT	
<input checked="" type="checkbox"/> 120	VOLT.
<input type="checkbox"/> 347	15 AMP. / SET
REMARKS	

WEIGHT:
FRONT SIGN: 190LB
REAR SIGN: 150 LB

CLIENT APPROVED / DATE

ART DEPT. APPROVED / DATE

ISO 9001-2000

SAC-ACE

UL

DRAWING NO. 01