



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2008)

DATE: March 25, 2008

TO: Chair and Members of Planning and Development Committee
Meeting Date: April 14, 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 March 25, 2008 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested four (4) Sign Variance Applications described in Appendices 1 to 4 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 07-08365
Ward 4
TD Canada Trust
100 City Centre Drive

To permit the following:

- (i) A fascia sign erected higher than the upper limit of the first storey.
 - (ii) One (1) fascia sign not located on the unit occupied by the business.
- (b) Sign Variance Application 08-00476

Ward 5
Energy Savings Group
80 Courtney Park Drive West

To permit the following:

- (i) One (1) fascia sign supported by the roof or structure of the building.

- (c) Sign Variance Application 08-00255

Ward 5
Four Points by Sheraton
6090 Dixie Road

To permit the following:

- (i) Two (2) fascia signs located between the limits of the top floor and roof level, each having a sign area equal to 4.11% (17.2 sq. m. (185 sq. ft.)) of the building face.

- (ii) One (1) fascia sign not located between the limits of the top floor and parapet or roof level.

- (d) Sign Variance Application 08-00425

Ward 9
Jacox Harley Davidson
2815 Argentia Road

To permit the following:

- (i) One (1) fascia sign attached to the curtain wall adjacent to the loading area.

BACKGROUND:

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

COMMENTS:

The Planning and Building Department has received four (4) Sign Variance Applications (see Appendices 1 to 4) for approval by

Council. Each application is accompanied by a summary page prepared by the Planning and Building Department which includes information pertaining to the site location; the applicant's proposal; the variance required; an assessment of the merits (or otherwise) of the application; and a recommendation on whether the variance should or should not be granted.

FINANCIAL IMPACT: Not applicable.

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

ATTACHMENTS:

- TD Canada trust
Appendix 1-1 to 1-9
- Energy Savings Group
Appendix 2-1 to 2-8
- Four Points by Sheraton
Appendix 3-1 to 3-10
- Jacox Harley Davidson
Appendix 4-1 to 4-8

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 25, 2008

FILE: 07-08365

RE: TD Canada Trust
100 City Centre Drive – Ward 4

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

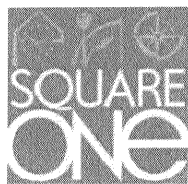
Section 17	Proposed
A fascia sign shall be erected no higher than the upper limit of the first storey	A fascia sign erected higher than the upper limit of the first storey

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:

1. The proposed variance is for a fascia sign placed on top of a canopy which makes the proposal higher than the upper limits of the first storey. The second storey above the TD Bank is a blank wall. The sign is well designed and fits well with the design of the building and therefore acceptable from a design perspective.
2. The proposed variance is for a second fascia sign located at one of the main exterior mall entrances which leads the public to their ATM machines. The ATM machines are located at the interior entrance to the unit which is located very close to the main exterior mall entrance. The sign fits well with the design of the main mall entrance and therefore acceptable from a design perspective.



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

January 18, 2008

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

Attention: Rohit Walia
SIGN BY-LAW PLAN EXAMINER
City Of Mississauga

RE: TD CANADA TRUST BANK, SQUARE ONE
Exterior Signage

Dear Rohit,

As request through TD Canada Trust, please accept this as our "Letter of Rationale" for the recent application of TD's exterior signage package.

The underlying principle for the placement/installation of Sign 1 and Sign 2 is the following:

Sign 1. TD's Gross Leaseable Area encompasses an existing section of the common area, where most of their ATM will be placed. This interior area is provided with an outside entrance adjacent to the mall doors, into a vestibule. We would not permit to have the TD sign at this vestibule entrance, since it is important to strongly emphasize the redesigned high profile and prominent mall entrance; in addition we would not want other signage to clash with the way finding symbol signage we have at this elevation. Therefore, the location of this sign as per the drawing, in fact designates that the area in shopping centre behind this sign is occupied by TD.

Sign 2. As per Bank of Montreal example and the fact that TD has a very long exterior façade with different elevations and exposure, TD needs to have their typical key signage at the suggested location, along the exterior glazing. It should also be mentioned that the proposed signage is on mall-owned base building wall surface (not Tenant). The area above encroaches on a common area service corridor, which runs along the periphery of the second level directly above TD. There are no Tenants abutting to this exterior elevation.

.../2

-2-

The need for the implementation of the signage locations helps to break up the facade and make it appear more urban. This and in addition to the other signage improvements applied throughout the current major renovation of the centre, is in keeping with the City's desire to urbanize the City Centre.

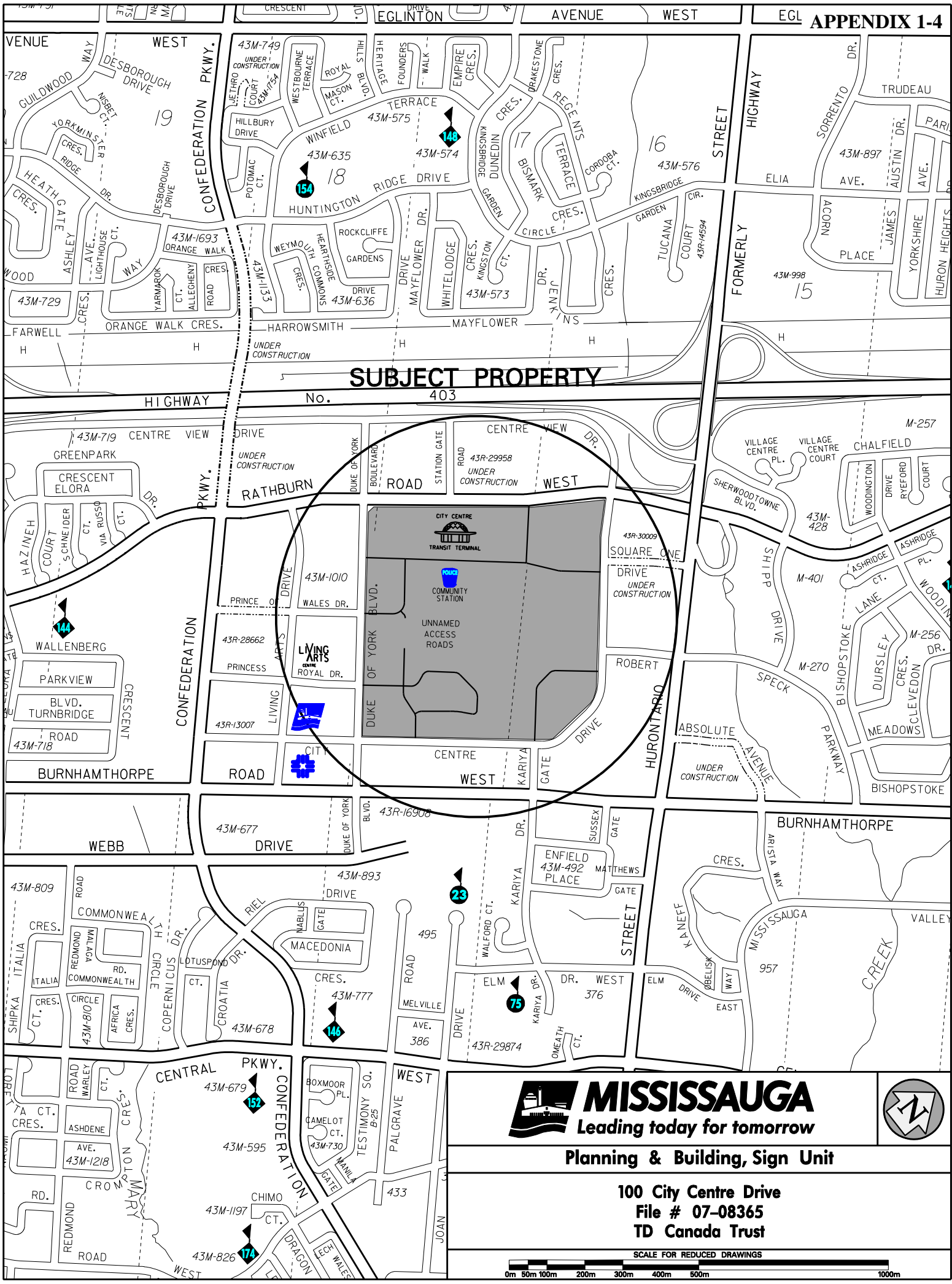
We trust this letter to be satisfactory as a rationale for the above signage application. If you have any concerns, please contact our offices at 905-270-7771.

Best Regards,

A handwritten signature in black ink, appearing to read 'A. L. Cabral', with a long horizontal flourish extending to the right.

A. L. Cabral
Manager-Operations
Square One

N. MacDonald, General Manager, Square One
N. Lamb, Project Manager, TD Canada Trust
R. DaPonte, MMC Architects
D. Molyneaux, Tenant Co-ordination Manager, Square One
D. Adam, ZipSigns

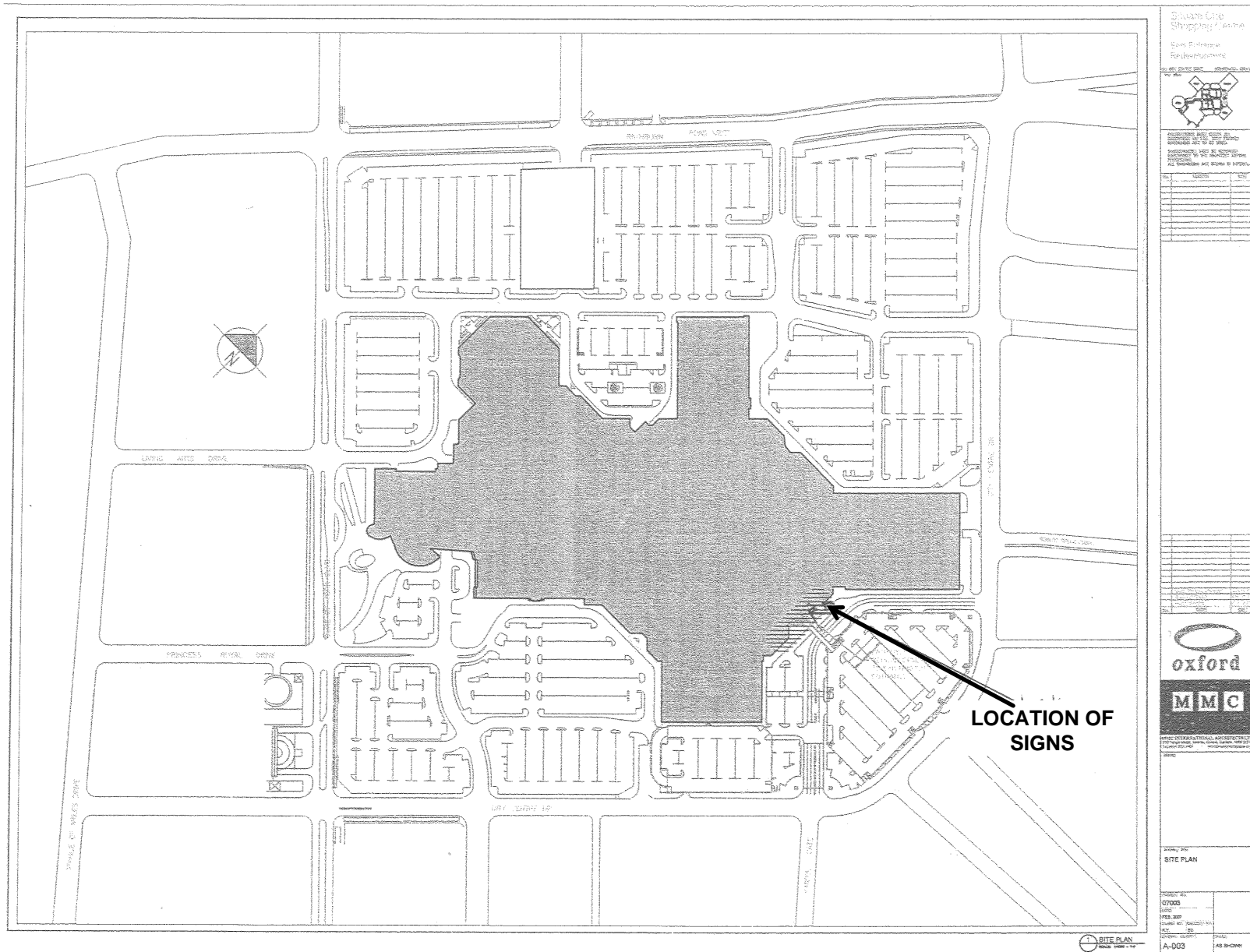


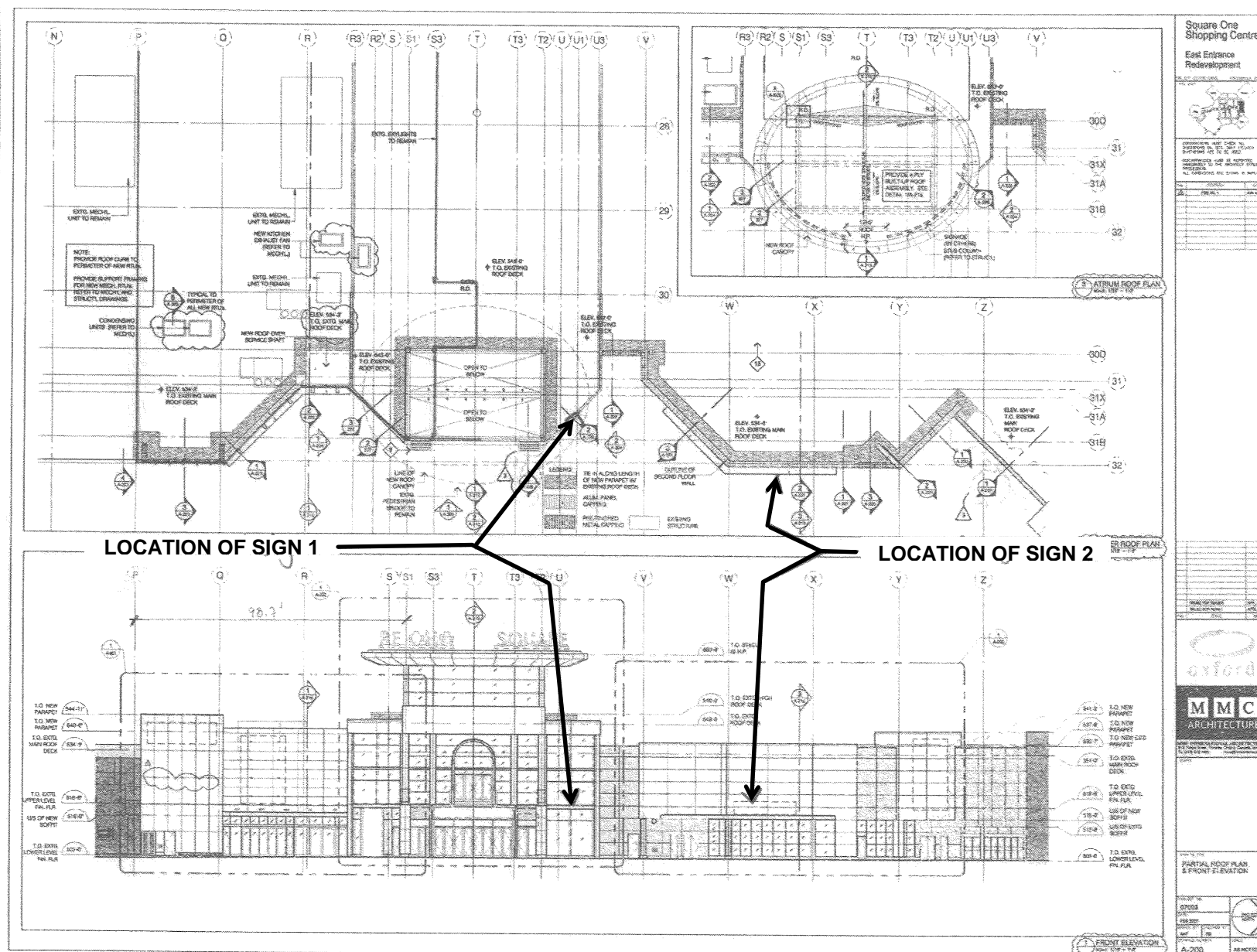
MISSISSAUGA
Leading today for tomorrow

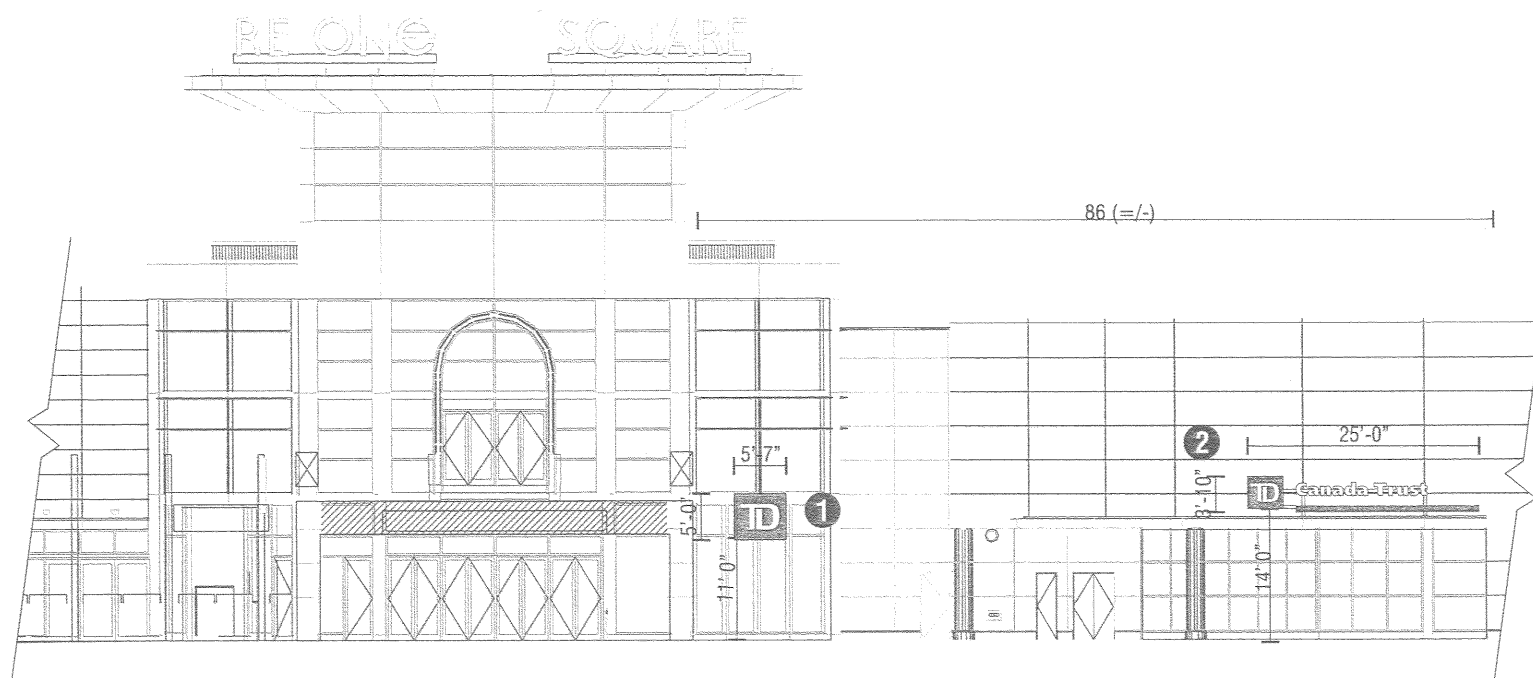
Planning & Building, Sign Unit

100 City Centre Drive
File # 07-08365
TD Canada Trust







**Sign 1**

Supply 1 new exterior s/f illuminated display

Sign 2

Supply 1 new exterior s/f self-cont. illum. display mounted on HSS frame

- ☒ Light Green VQ10018 Vinyl
- ☐ White 7328 Plexi
- ☒ Dark Green PMS 5535 (40% matte)
- ☒ Light Green PMS 361 (40% matte)

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

Client TD Canada Trust
 Address 100 City Centre Drive
 Mississauga, ON

Dwg No. 23850
 Designer FB
 Sales Steve O'Brien

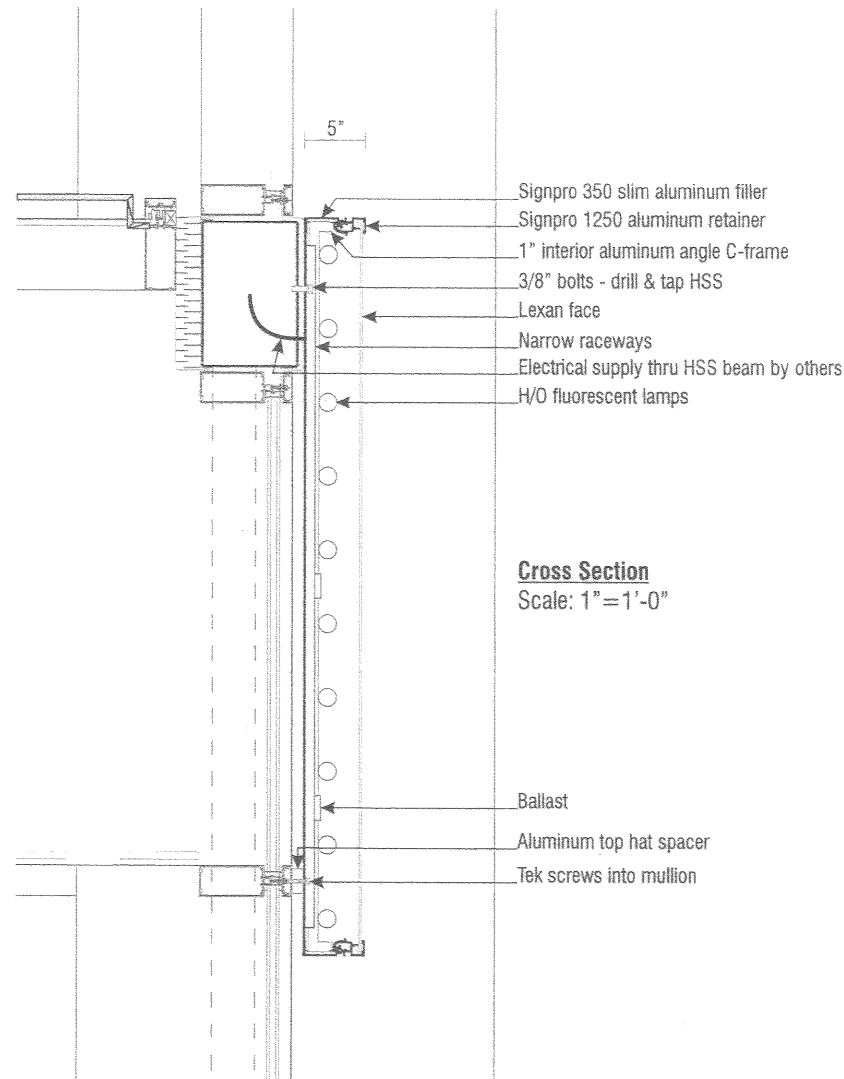
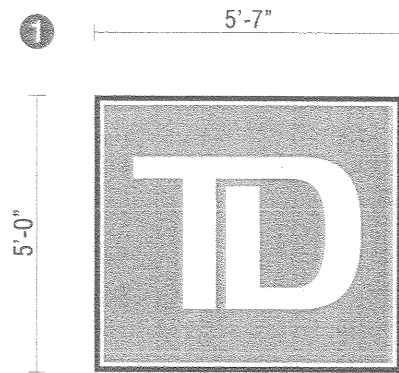
Date August 31, 2007
 Rev. October 26, 2007
 Rev.



Scale: 1/16" = 1'-0" Page: 1 of



This drawing is the property of Zip Signs Ltd.



Cross Section
Scale: 1" = 1'-0"

Sign 1

Supply 1 new exterior s/f illuminated display

Graphics / Substrate

White logo & border, Light Green 3632-5830 vinyl background applied to 1st surface of White lexan face

Illumination

10 - 64" H/O fluorescent lamps @ 6" o/c
1 - 672 & 1 - 472 ballast, 6.7amps @ 120v
Note: Use narrow trays

Construction

Signpro 1250 aluminum retainer
Signpro 350 aluminum filler
1" interior aluminum angle C-frames
24ga pre-coat white metal back
Aluminum top hat spacer at bottom

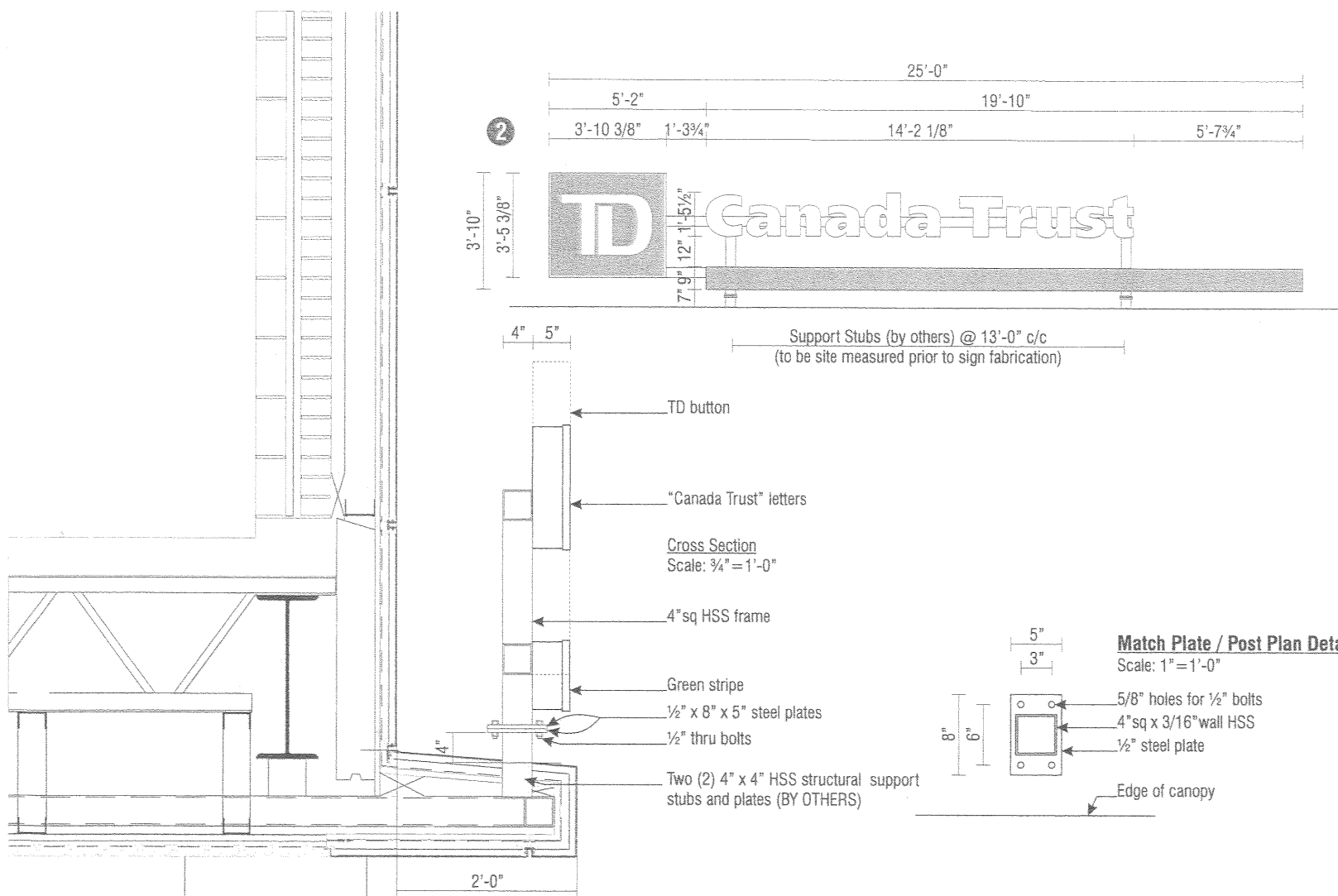
Paint

All exposed metal painted Dark Green
PMS 5535

Note

Electrical supply & all connections to be by others.

- Light Green 3632-5830 Vinyl
- White Lexan
- Dark Green PMS 5535 (40% matte)



Sign 2

Supply 1 new exterior s/f self-cont. illum. display mounted on steel frame

Graphics / Substrate

White & Light Green 3632-5830 vinyl graphics

Apply vinyl to 1st surface

White 7328 plexi faces

Illumination

Designer White neon

60ma NPF 120v Ventex electronic transformers

Construction

1" Dark Green vinyl trim retainer for logo & letters

1" x 1" aluminum angle retainer for band, face side painted Light Green PMS 361, return side painted Dark Green PMS 5535

5" - .050 aluminum returns

.080 aluminum backs

4" sq x 3/16" wall HSS frame

1/2" x 5" x 8" steel plates - 2 req'd

1/2" plate bolts @ 6" & 3" o/c - 8 req'd

Paint

All exterior exposed metal painted Dark Green PMS 5535 except for face side of 1"

aluminum angle retainer on band

Interior painted White

HSS frame painted to match clear anodizing

Notes

- 1) All fasteners to be stainless steel
- 2) 120v electrical service & connections to each individual sign element to be by others.

- Light Green VQ10018 Vinyl
- White 7328 Plexi
- Dark Green PMS 5535 (40% matte)
- Light Green PMS 361 (40% matte)
- Anodized Aluminum

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

Client TD Canada Trust
Address 100 City Centre Drive
Mississauga, ON

Dwg No. 23850
Designer FB
Sales Steve O'Brien

Date August 31, 2007
Rev.
Rev.

☒ CONCEPTUAL NOT FOR CONSTRUCTION ☐ SHOP READY CONSTRUCTION CAPABLE
Scale: 1/4" = 1'-0" Page: 3 of





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 25, 2008

FILE: 08-00476

RE: Energy Savings Group
80 CourtneyPark Drive West-Ward 5

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

Section 4(6)	Proposed
Roof signs are prohibited.	One (1) sign supported by the roof or structure of the building.

COMMENTS:

The proposed fascia sign is located on a canopy above an entrance to the building; however the sign does not extend above the upper limits of the building. The sign is well designed and is compatible with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



6345 Dixie Road, Suite 200
Mississauga, Ontario
Canada L5T 2E6
t 905.670.4440 f 905.564.6069

February 19, 2008

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

**Re: Application for sign variance for the Energy Savings Group located
at 80 Courtneypark Drive West, Mississauga, ON**

The Energy Savings Group has recently opened a new Customer Service Centre at 80 Courtneypark Drive West and we are submitting an application for a sign variance to have a sign located above the front entrance of the building.

The exterior sign is necessary for identification purposes for the public and will maximize the exposure of our company on a highly traveled road (Hurontario). Currently, the building is inset from the other units on the block and is hard for our customers to locate without proper signage.

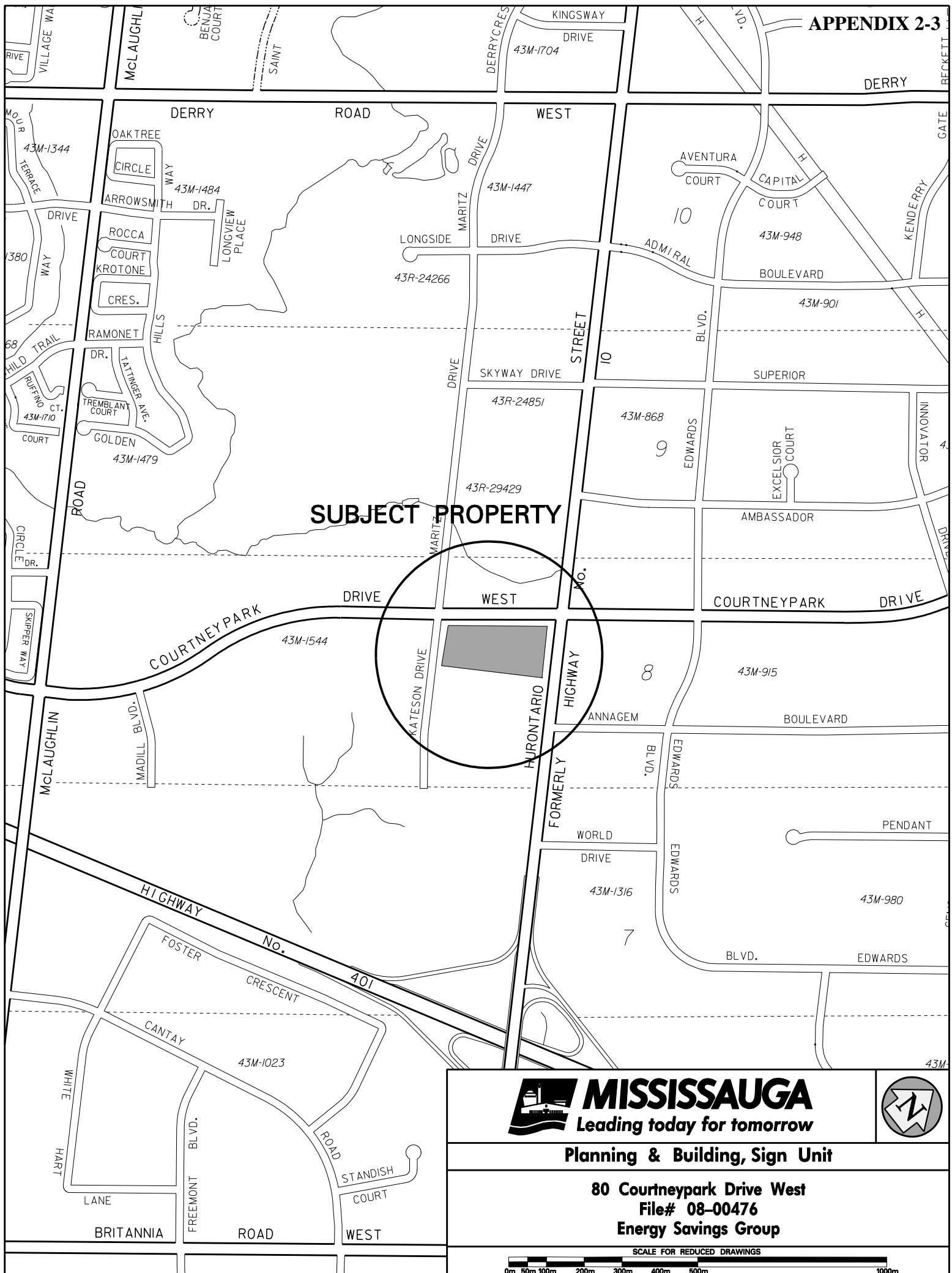
The property management for this building, Pauls Properties Corporation has very strict restrictions on signage. We are not permitted to attach signs to the pre-cast walls or glass of the building. This is the only location they will permit a sign to be located.

Please review this application and should there be any questions please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Fatima Lindo".

Fatima Lindo
Facilities Coordinator
Energy Savings Group
905-795-3551

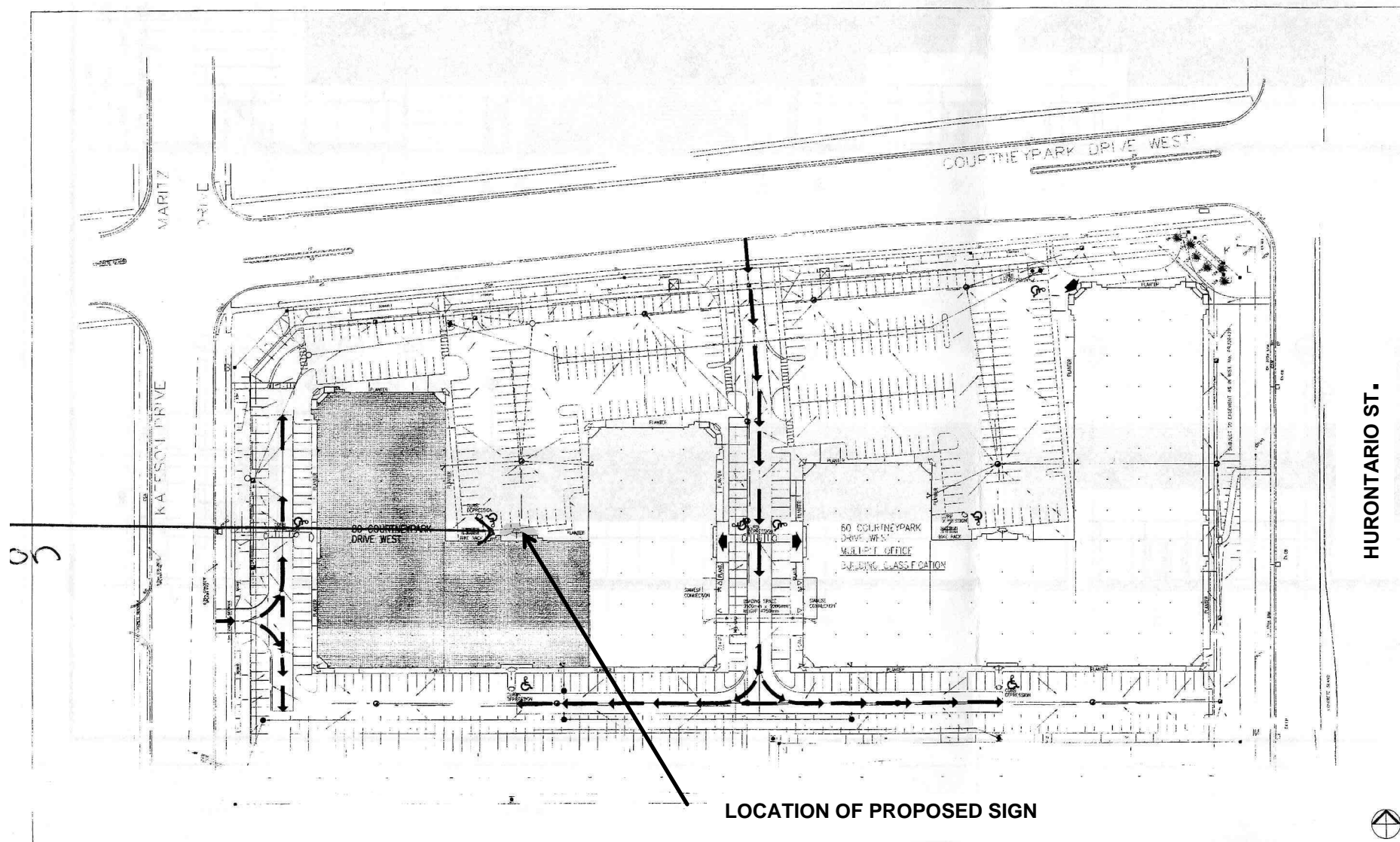


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Planning & Building, Sign Unit

80 Courtney Park Drive West
File# 08-00476
Energy Savings Group

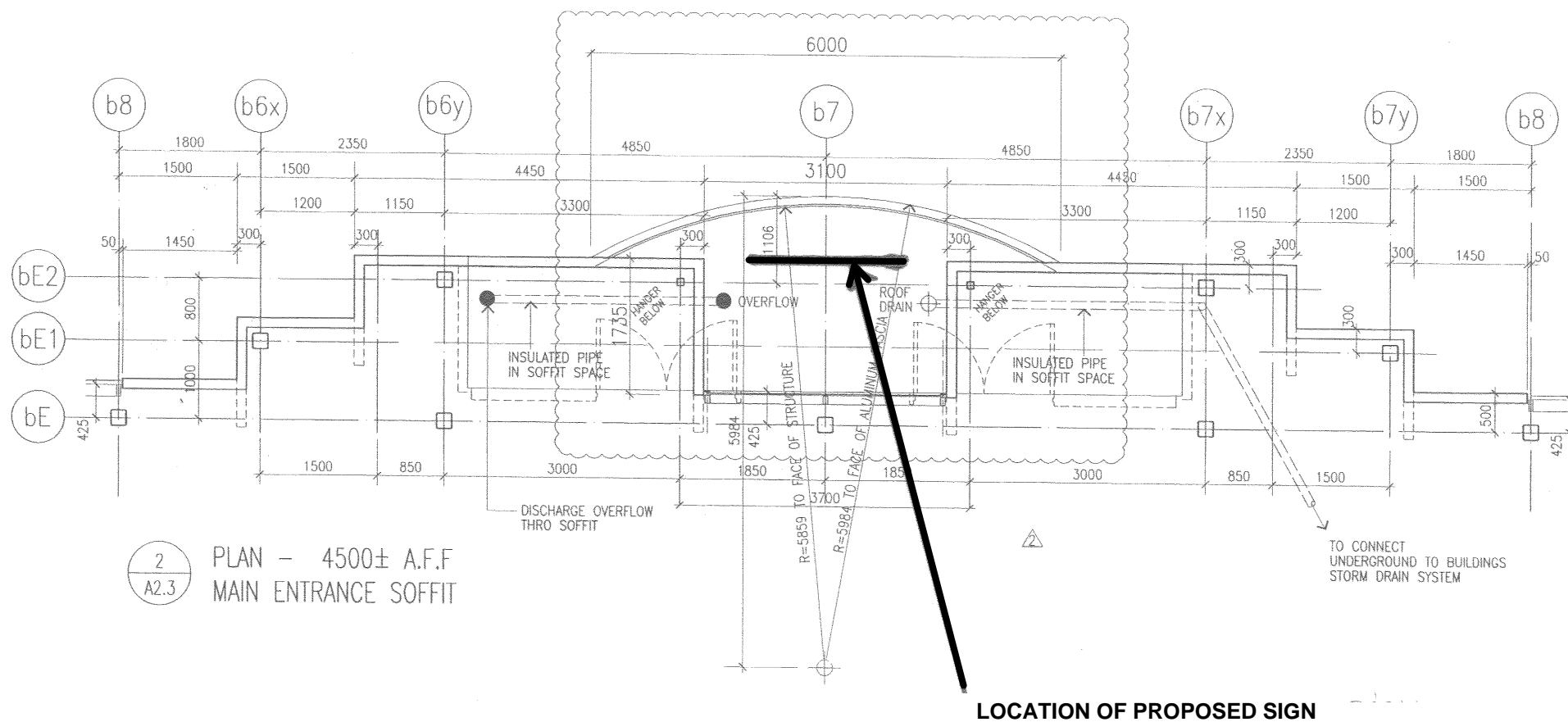


LOCATION OF PROPOSED SIGN

Key Plan: Shaded Area
Indicates scope of work

HURONTARIO ST.







Graphic Design



Signs



Printing



LOCATION OF PROPOSED
SIGN

**ENERGY
SAVINGS
GROUP**

Project: **Energy Saving Group**
Mississauga, Ont.

Where Ideas Take Shape!

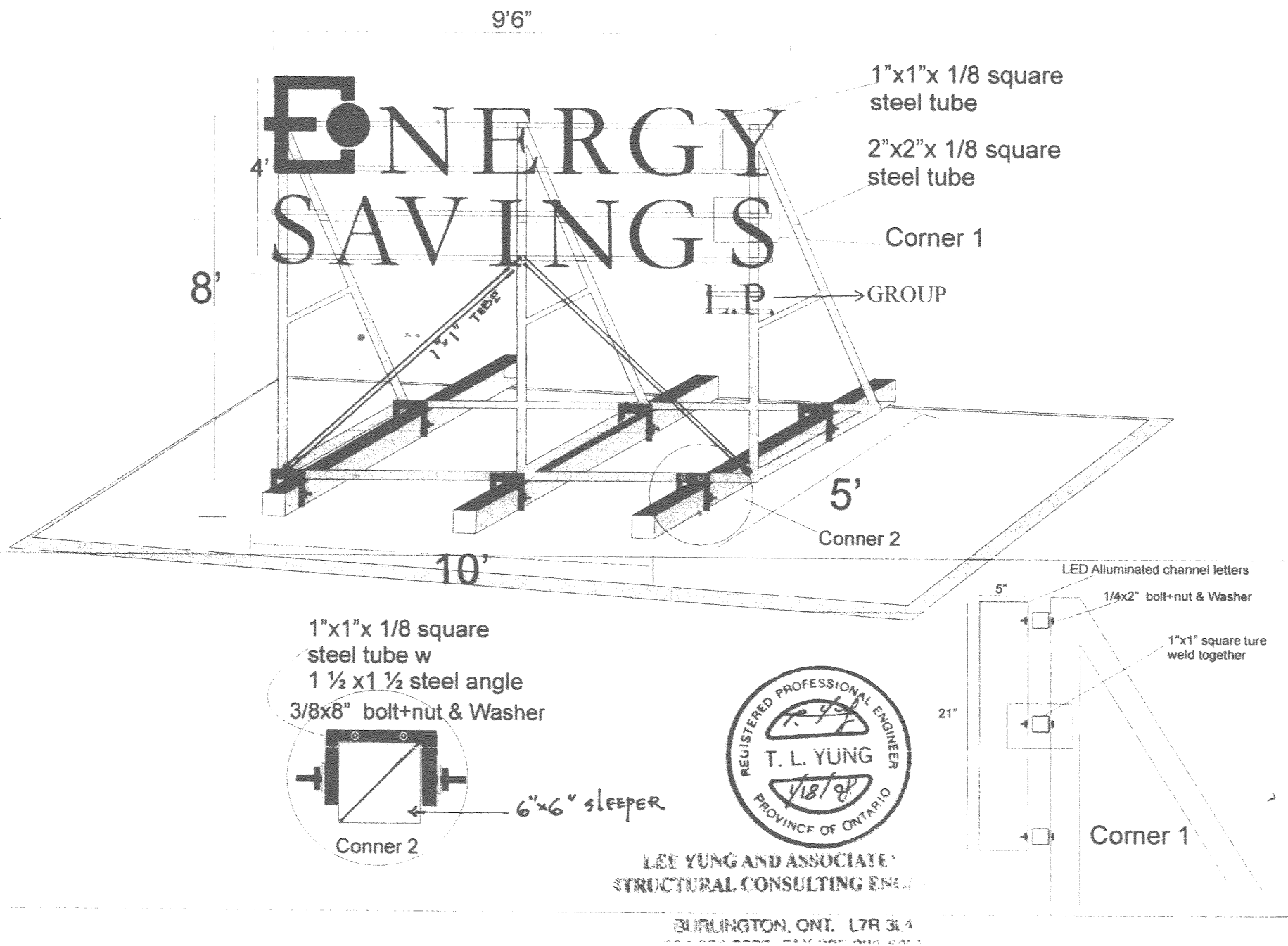


ORMAN GRAPHICS

Tel: (905) 615-9334
Fax: (905) 615-9329

4315 Village Centre Court, Suite 200, Mississauga, Ontario, L4Z 1S2







LOCATION OF
PROPOSED SIGN

04/03/2008



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 25, 2008

FILE: 08-00255

RE: Four Points by Sheraton
6090 Dixie 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 (2) fascia signs to be located between the limits of the top floor and roof level, each with a maximum area of 2% ((8.4 sq. m. (90 sq. ft.)) of the building face on which the signs are located.	Two (2) fascia signs located between the limits of the top floor and roof level, each having a sign area equal to 4.11% (17.2 sq. m. (185 sq. ft.)) of the building face.
Permits two (2) fascia signs located between the limits of the top floor and parapet or roof level.	One (1) fascia sign not located between the limits of the top floor and parapet or roof level.

COMMENTS:

The variances are for fascia signs which will replace existing signs previously approved under sign permit 03-08614 in 2003. The proposed signs reflect the company's new signage campaign and fits well within the design of the building. The Planning and Building Department finds the variance within the intent of the previous approval and therefore acceptable from a design perspective.



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

Re: Sign Variance
Four Points by Sheraton
6090 Dixie Road
Mississauga, ON

Four Points Sheraton Hotel Chain has updated their exterior sign specifications, and all Hotels are required to replace the older signs as soon as possible.

The Hotel at 6090 Dixie Road obtained variance approval 4 years ago to install 3 fascia signs. (Individual letters), and these signs have to be updated to the new specifications as per the attached drawings.

The new signs are located in the same positions and both north- south elevations are smaller than existing. The west side is slightly larger but is within by-law limits calculating 2% of building fascia area.

We hope this change meets with the approval of the City of Mississauga.

Yours very truly

A handwritten signature in dark ink, appearing to read "John L. Jeppesen", written over a horizontal line.

John L. Jeppesen
Account Manager



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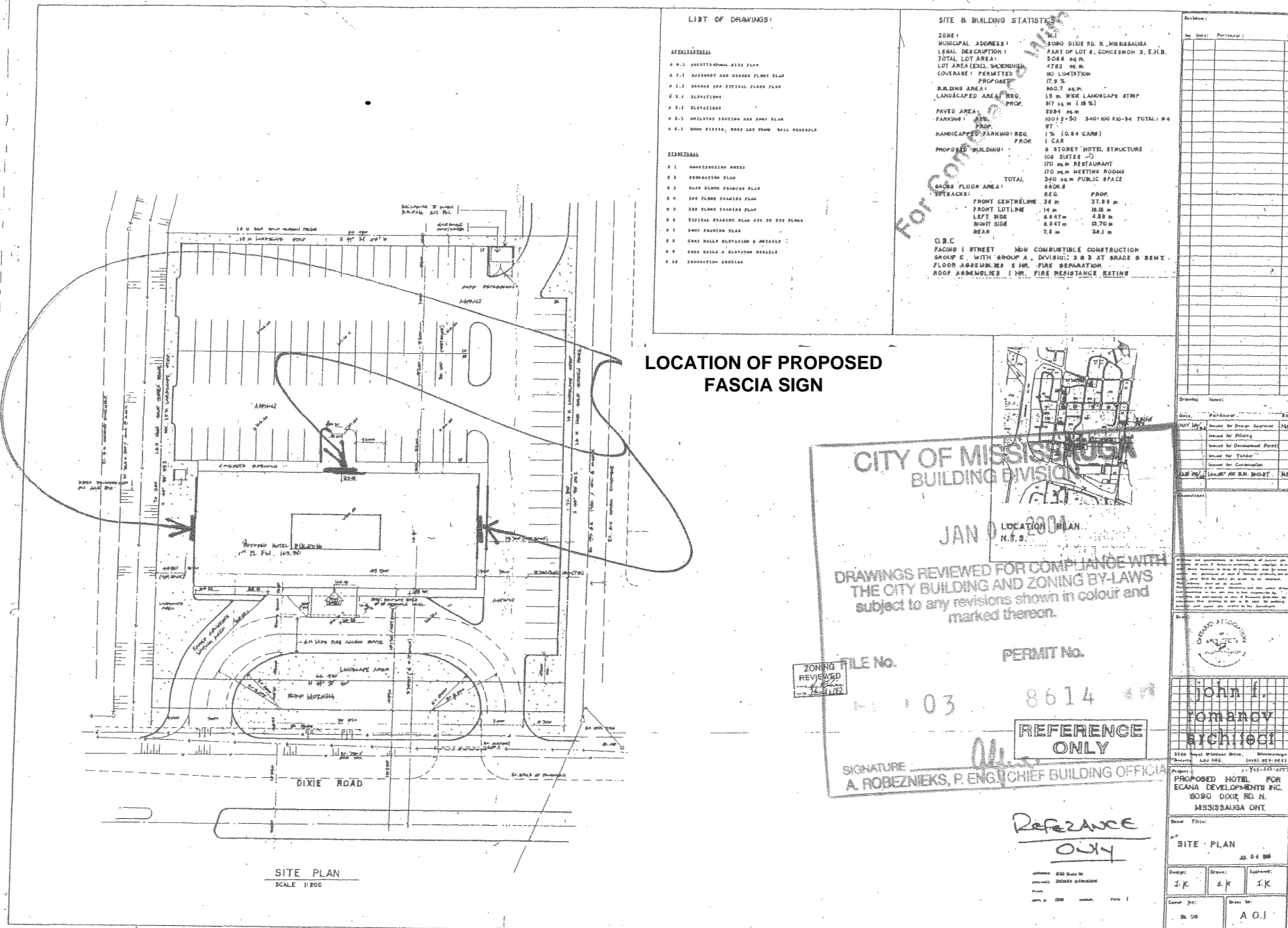


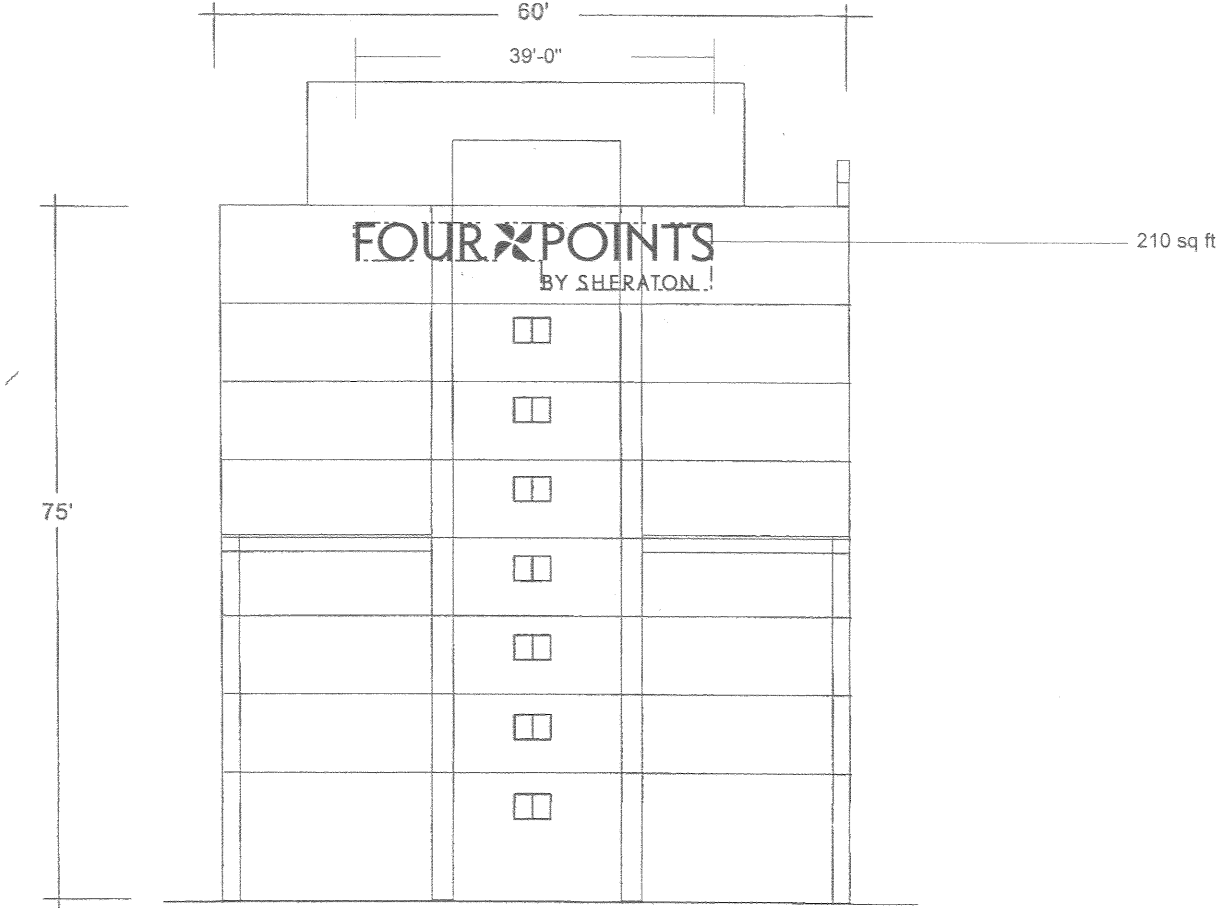
Planning & Building, Sign Unit

**6090 Dixie Road
File # 08-00255
Four Points By Sheraton**

SCALE FOR REDUCED DRAWINGS



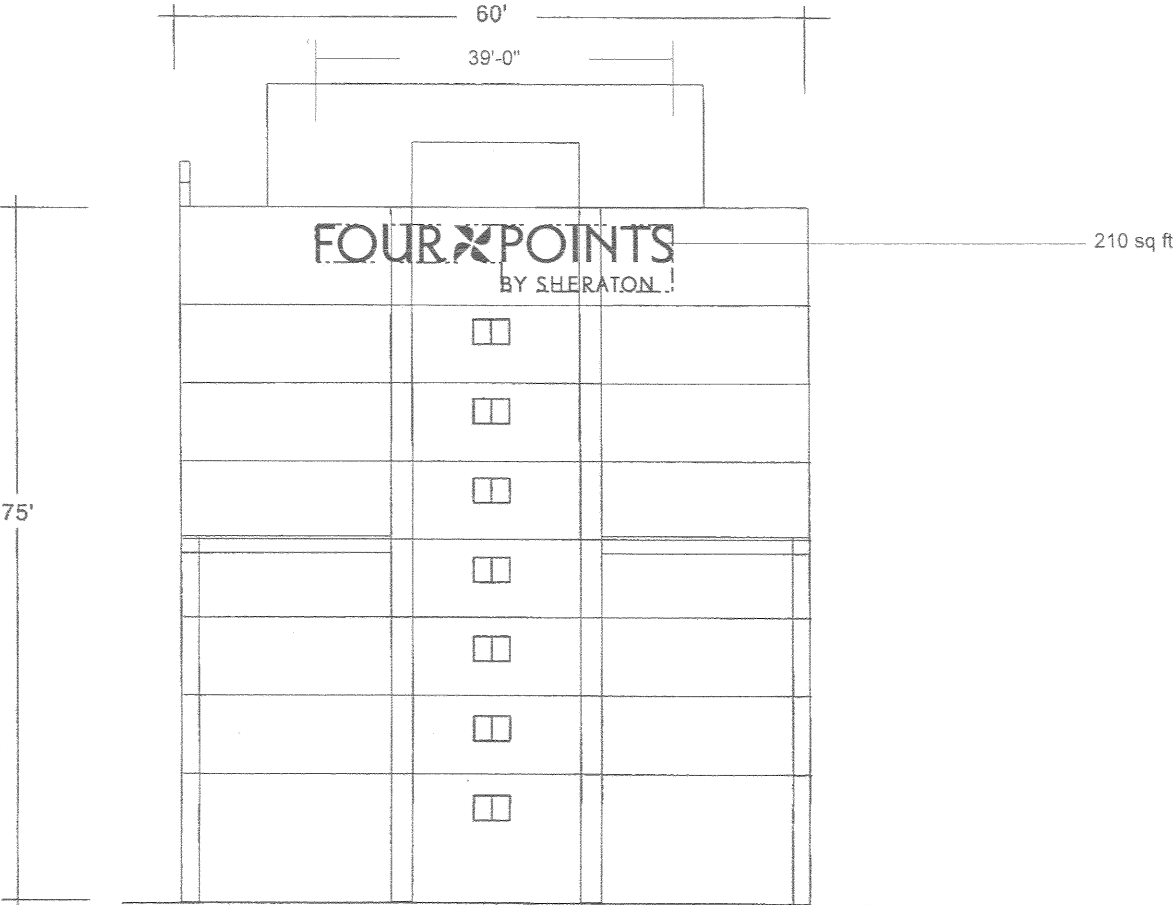




**NORTH ELEVATION (SIMILAR TO SOUTH ELEVATION)
AT 1/ 16" SCALE**

NEW

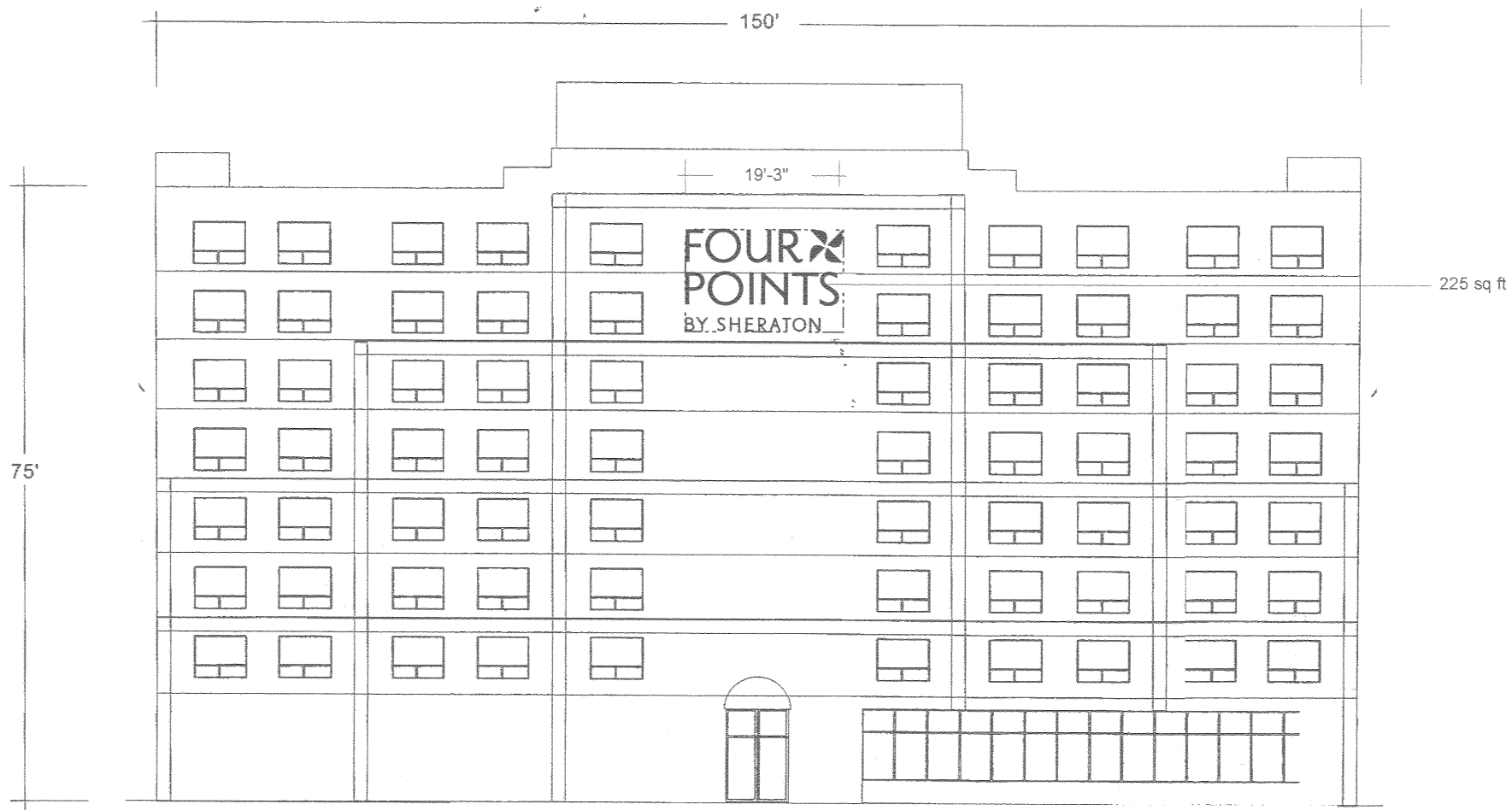
**FOUR POINTS HOTEL
6090 DIXIE ROAD
MISSISSAUGA ON. L5T 1A6**



**SOUTH ELEVATION (SIMILAR TO NORTH ELEVATION)
AT 1/ 16" SCALE**

NEW

**FOUR POINTS HOTEL
6090 DIXIE ROAD
MISSISSAUGA ON. L5T 1A6**



WEST (BACK) ELEVATION AT 1/ 16" SCALE

NEW

FOUR POINTS HOTEL
6090 DIXIE ROAD
MISSISSAUGA ON. L5T 1A6



EXISTING SITE CONDITIONS



NEW PROPOSED SIGNAGE

Sign B NORTH ELEVATION



EXISTING SITE CONDITIONS



NEW PROPOSED SIGNAGE

Sign C SOUTH ELEVATION



Sign D

WEST ELEVATION



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 25, 2008

FILE: 08-00425

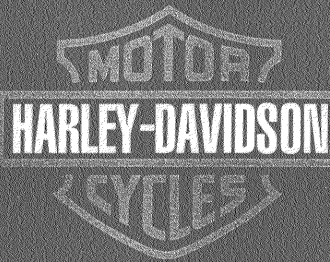
RE: Jacox Harley Davidson
2815 Argentia Road, Mississauga-Ward 9

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

Section 1	Proposed
A fascia sign shall be attached to a wall forming part of a building	One (1) fascia sign attached to the curtain wall adjacent to the loading area.

COMMENTS:

The proposed variance is for a fascia sign on the wall which screens the loading bays. The wall was designed to be an extension of the building and is of similar design. If the screen wall was considered to form part of the building, the applicant would be permitted to have a fascia sign on the rear elevation of the building facing Highway 401. In this regard, the Planning and Building Department finds the variance to be within the intent of the Sign By-law and therefore acceptable.



JACOX

2815 Argentia Road



MISSISSAUGA, ONTARIO L5N 8G6

TELEPHONE: (905) 858-0966 FAX: (905) 858-8760

WWW.JACOXHARLEY.COM

February 7, 2008

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

Application for Variance – Sign By-Law 54-02
Facia Sign – Curtain Extension Wall – Rear (North) Elevation

This letter of rationale is in support of Jacox Harley-Davidson Inc. 'Application for Sign Variance' for 2815 Argentia Road, Mississauga.

The Facia Sign to be installed has a total length of 6.4008 metres (21 feet).

The sign consists of two components, our Dealership name – 'Jacox' and our product brand – 'Harley-Davidson'.

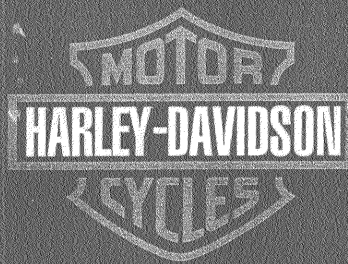
For consistency, as an advertising device, both Dealership name and product brand are required as part of the overall sign.

In addition, the size and content of the sign is necessary to provide us and our potential customers a safe recognition while traveling on Hi-way 401.

The problem with the building façade itself facing our northern street exposure, Hi-way 401, McDonald-Cartier Freeway, is only 4.8768 metres (16 feet) as opposed to the attached curtain which is 12.4968 metres (41 feet).

The curtain was built as an intricate part of our building to provide secure outside storage for our delivery trailer and to maintain the aesthetic looks of our neighbourhood and community through the containment of our refuse containers (recyclable and other) as well as a holding area for such repair discards as tires.

The structure of the curtain is consistent with the quality of product in the rest of the building and would therefore provide a safe base for installation.



JACOX

2815 Argentia Road



MISSISSAUGA, ONTARIO L5N 8G6

TELEPHONE: (905) 858-0966 FAX: (905) 858-8760

WWW.JACOXHARLEY.COM

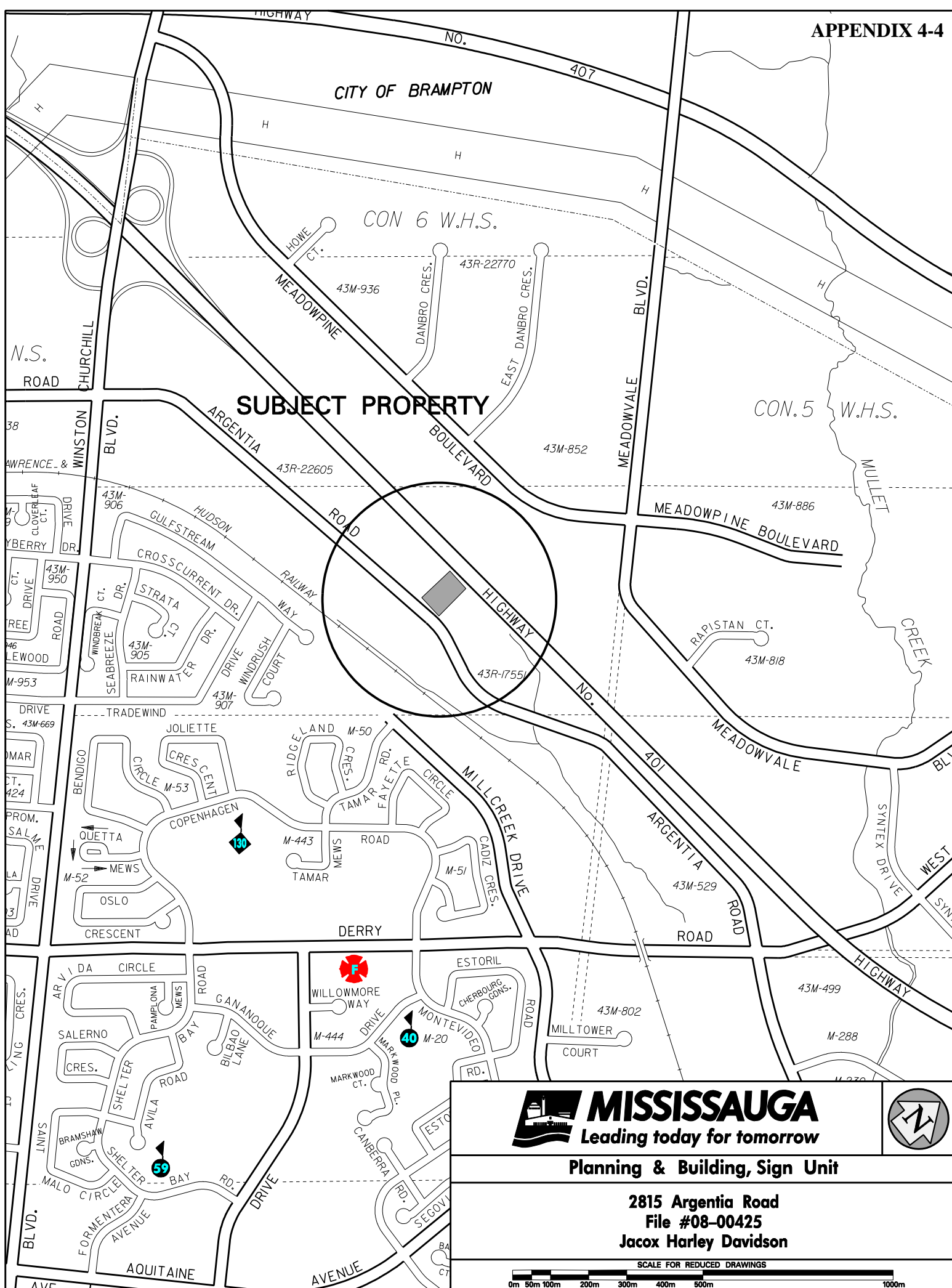
We are the sole tenants in this property and, the structure was specifically designed and built to meet our needs.

We do not believe the sign will alter the essential character of the area as the presentation is professionally designed and installed.

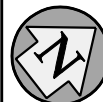
Should you have any additional questions or concerns, please contact me.

A handwritten signature in cursive script, appearing to read 'M. Horner'.

Marshall Horner
General Manager
Partner



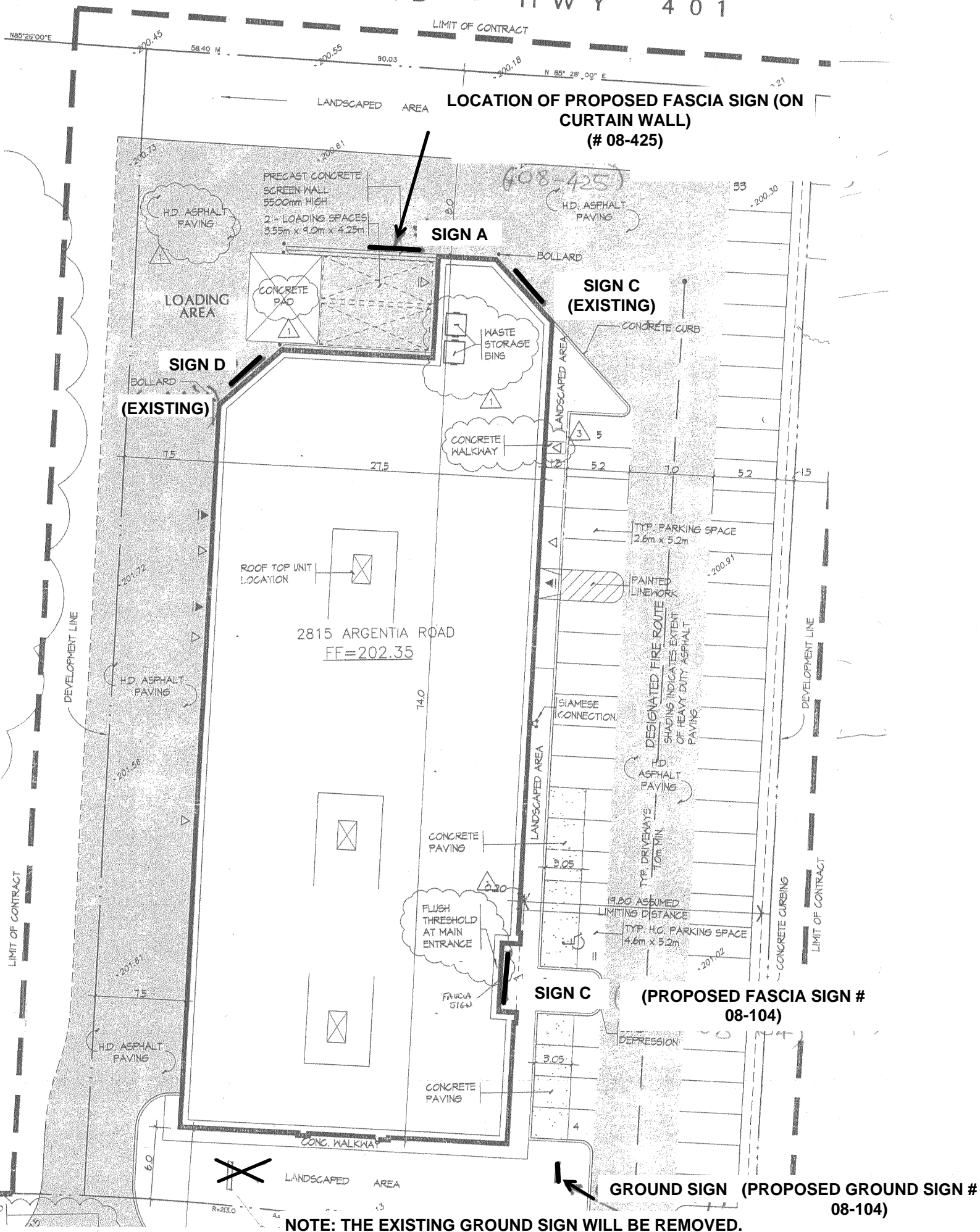
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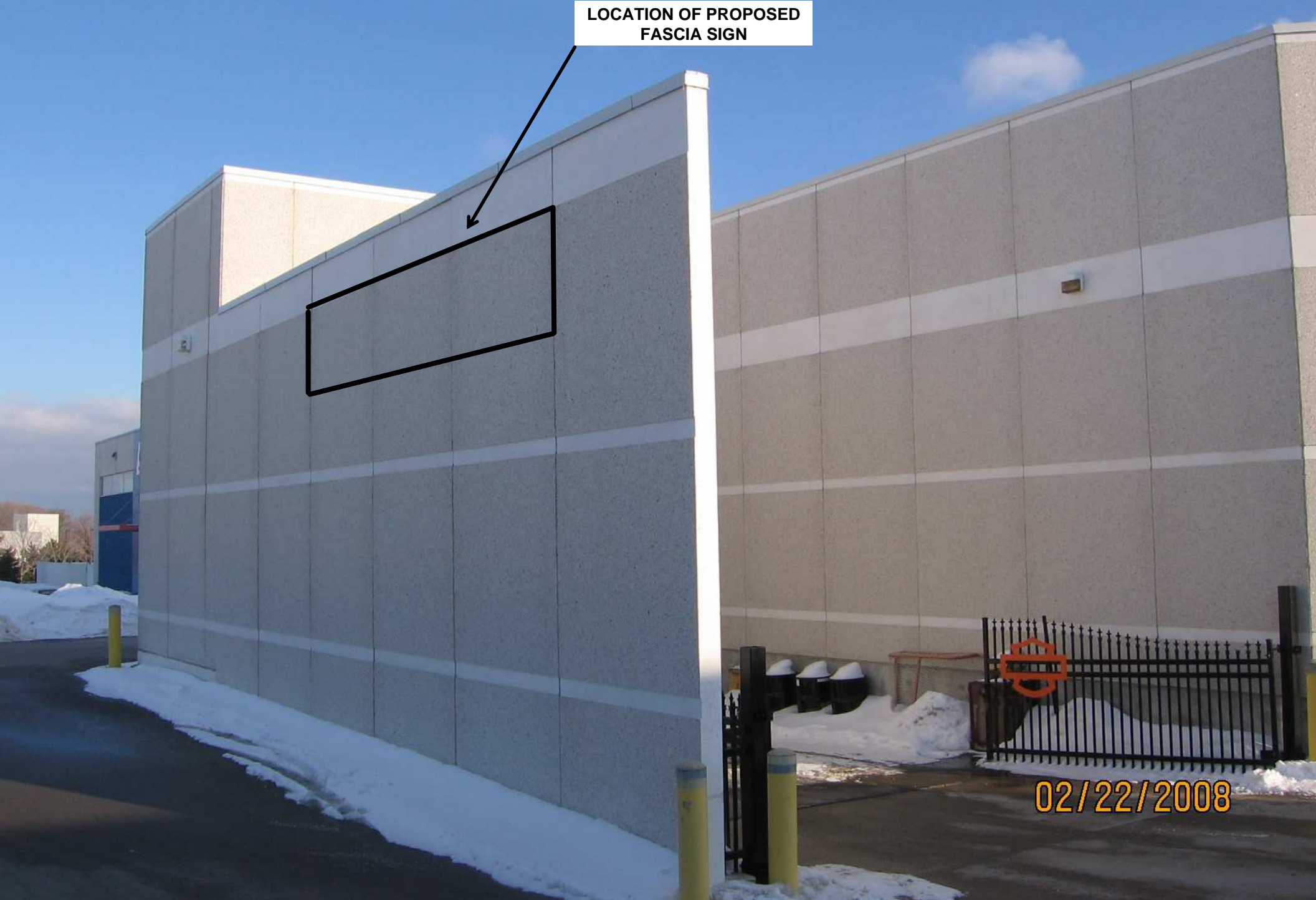
Planning & Building, Sign Unit

**2815 Argentia Road
File #08-00425
Jacox Harley Davidson**

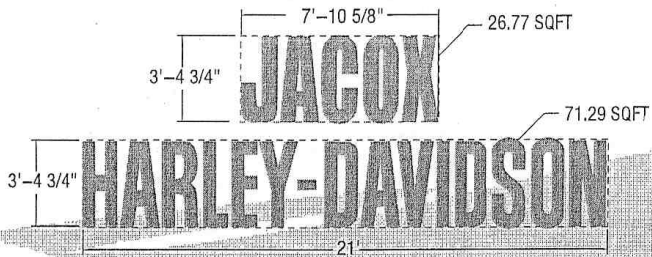




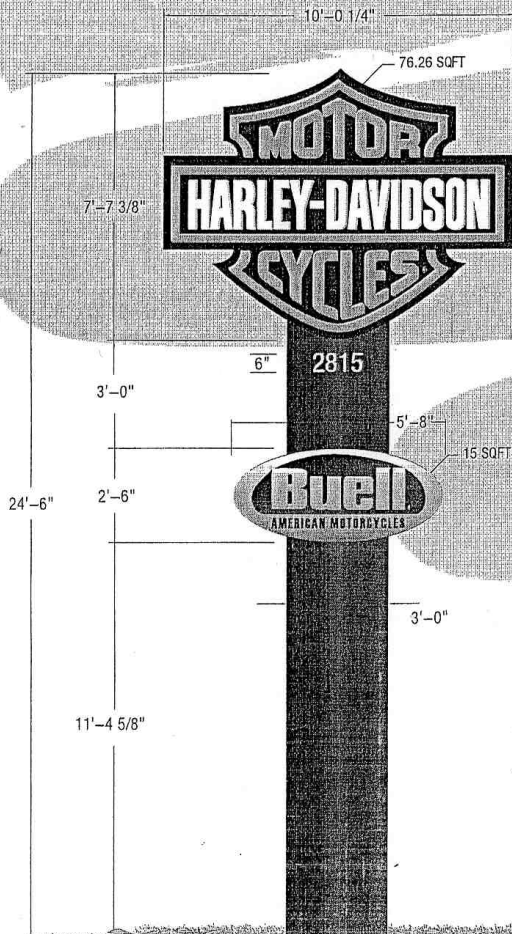
LOCATION OF PROPOSED
FASCIA SIGN



02/22/2008



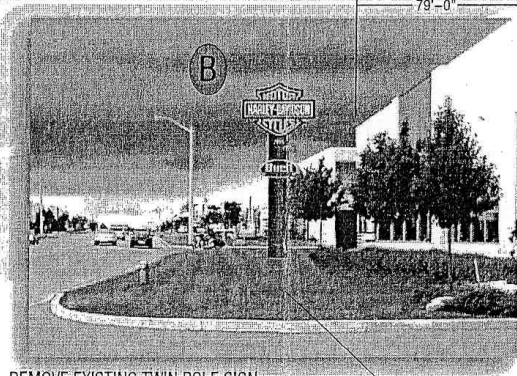
QTY: 2 ILLUMINATED WALL SIGN



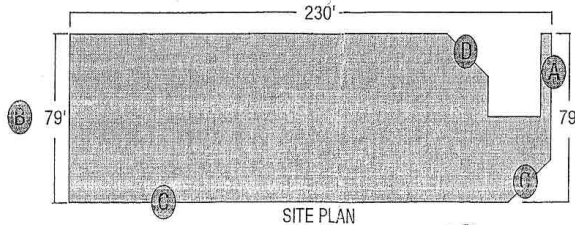
NORTH ELEVATION - TOTAL PROPOSED = 98 SQFT



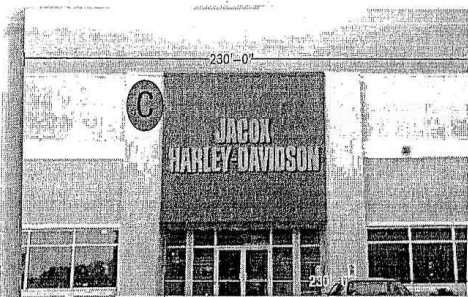
SOUTH ELEVATION - TOTAL PROPOSED = 91.26 SQFT



REMOVE EXISTING TWIN POLE SIGN



EAST ELEVATION TOTAL PROPOSED = 98 SQFT



TOTAL EXISTING = 135 SQFT



EXISTING 9'-1" X 12'-0" BAR & SHIELD WALL SIGN
109 SQFT

EXISTING 3'-4" X 7'-7" BUELL WALL SIGN
26 SQFT

WEST ELEVATION - TOTAL EXISTING = 135 SQFT



EXISTING 9'-1" X 12'-0" BAR & SHIELD WALL SIGN
109 SQFT

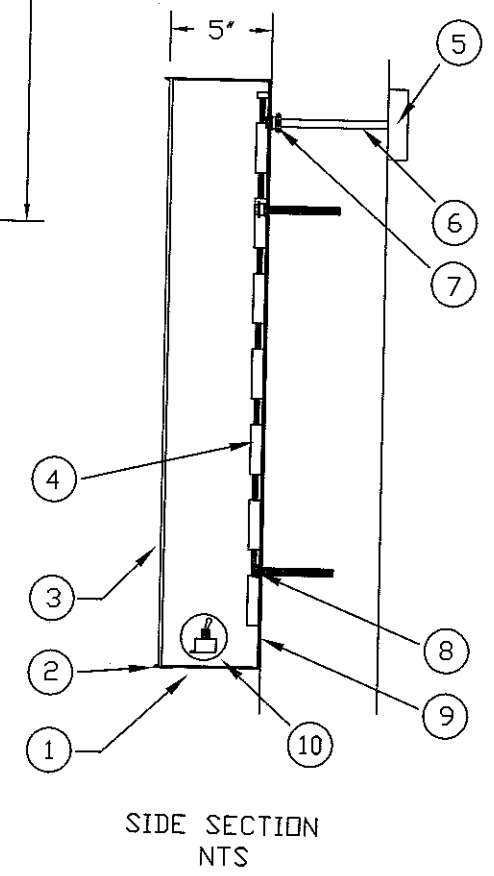
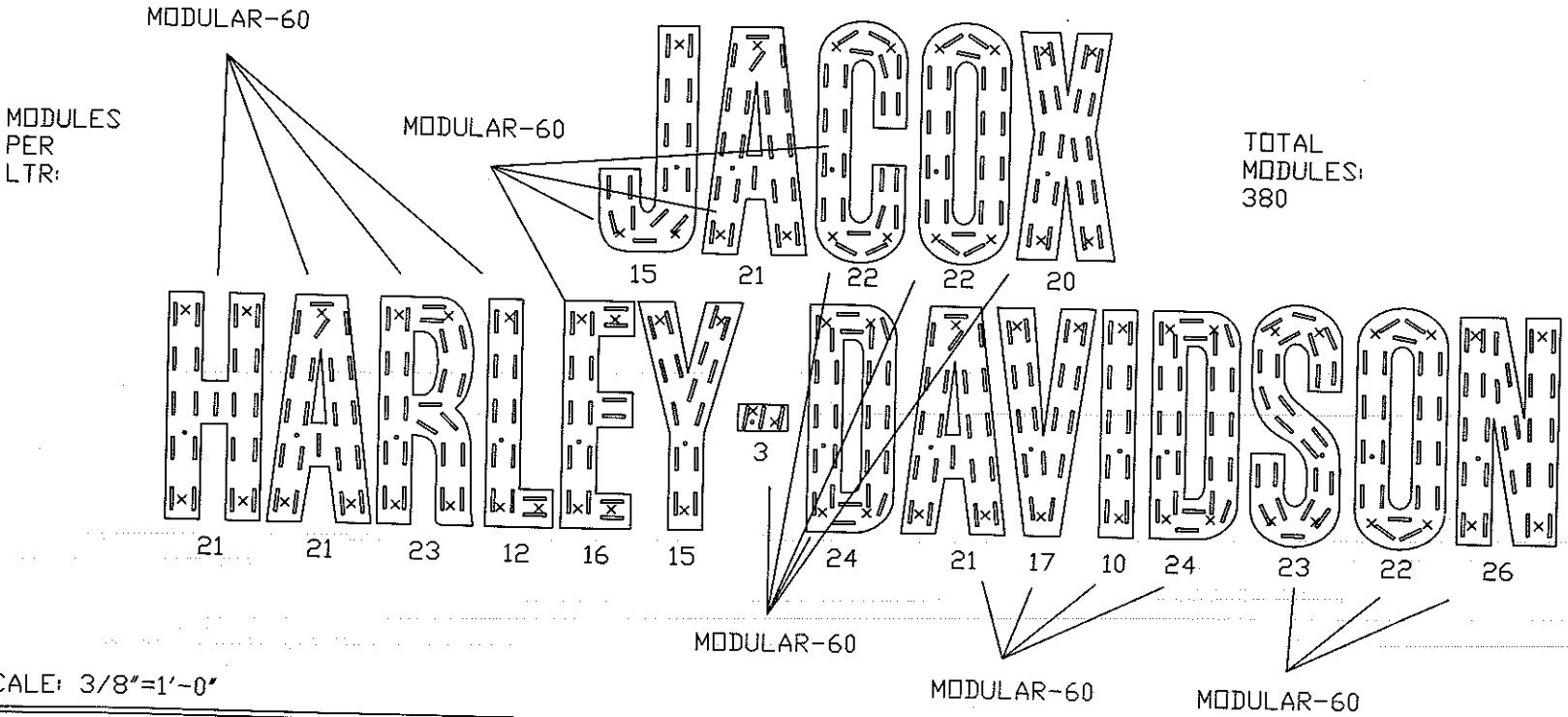
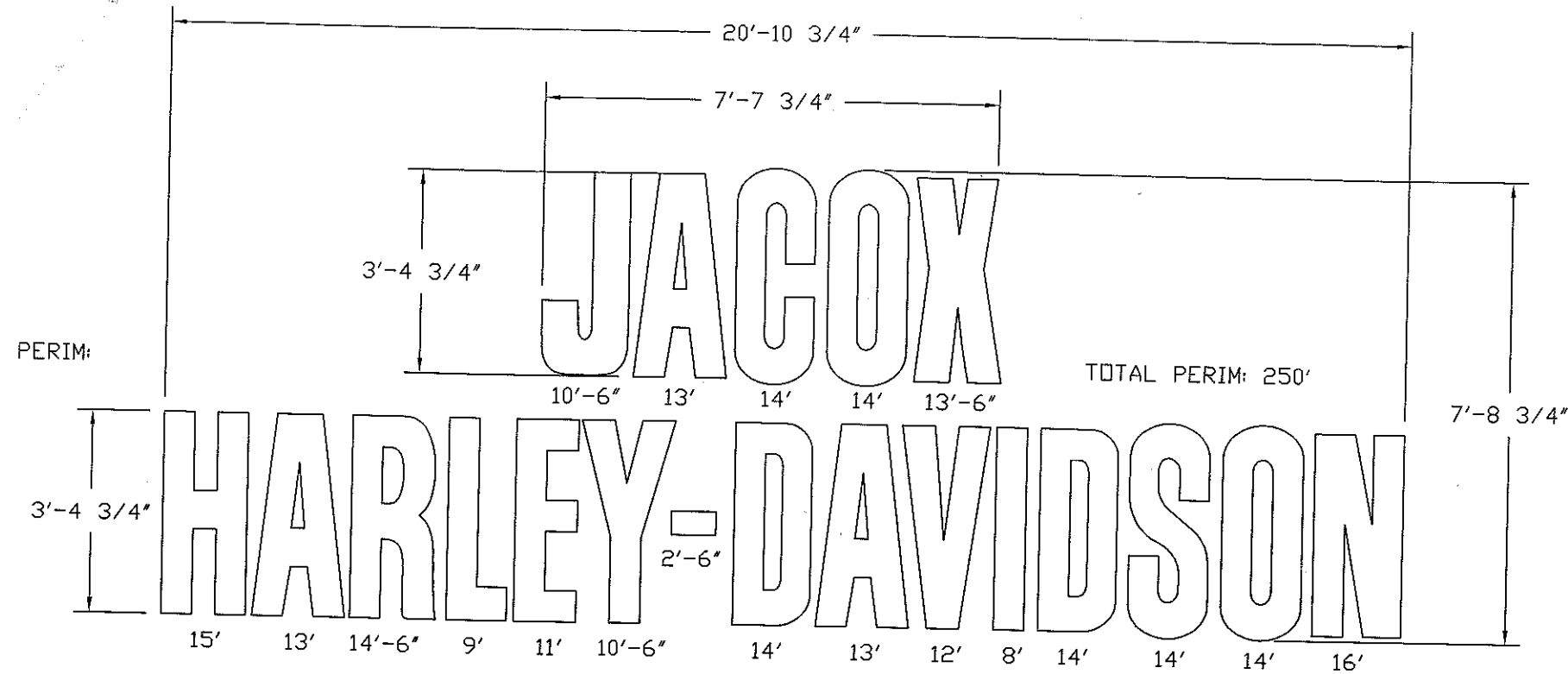
EXISTING 3'-4" X 7'-7" BUELL WALL SIGN
26 SQFT

HARLEY-DAVIDSON	060748	SHEET 1 OF 1
(CUSTOMER)	(PROPOSAL NUMBER)	
(ADDRESS)	ADORE/HARLEY-DAVIDSON/ELVH/MISSISSAUGA ONT/MASTER	
(CITY)	(PL)	
(STATE)	10/10/07 - Rev 001 - NMM - Changed J in script	
	(DATE REVIEW / REVISION # / DRAWN BY / REASON FOR REVISION)	
	01/10/08 - Rev 002 - DRR - DIMENSION ELEVATIONS / ADD SQ FT	
	09/26/07 DRR	
	(DATE/DRAWN BY)	

FAIRMONT
SIGN COMPANY

3750 East Outer Drive Detroit, Michigan 48234
tel.313.348.4000 or 877.491.7996 fax.313.348.9335
www.fairmontsign.com

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MATERIAL LIST				
ITEM	QTY	DESCRIPTION		
1	250'	.040" ALUM. RETURN PAINTED TO MATCH FACE (ORANGE)		
2	250'	1" SILVATIM PAINTED TO MATCH FACE (ORANGE)		
3	20	.15" CLEAR SUNGUARD W/2ND SURFACE 3630-44 ORANGE VINYL		
4	380	ORANGE LONG SLOAN LED		
5	5	L.E.D. SLOAN POWER SUPPLY		
6	100'	AWG, 2 CONDUCTOR, PVC JACKETED CABLE		
7	20	650-DC2 3/8" 2-SCREW NM-B CONNECTOR		
8	69	3/8" ALUM. RV-NUT		
9	20	.090" ALUM. BACK PAINTED ORANGE		
10	20	TOGGLE SWITCH		
SHIPPING LIST				
ITEM	QTY	DESCRIPTION		
1	1	SET OF LED 40 3/4" LTRS		
2	5	MODULAR-60 SLOAN POWER SUPPLY		
3	1	CAN OF ORANGE TOUCH UP PAINT		
4	1	SNAP-LINE INSTALL DWG.		
ELECTRICAL SPECS				
ITEM	QTY	DESCRIPTION		
1	250	ORANGE, LONG SLOAN LED MODULE, SEE: MATERIAL LIST FOR DETAILS		
2	5	SLOAN MODULAR-60 POWER SUPPLY		
VOLTS		AMPS	WATTS	CIRCUITS
120		5	210	1
CNC FILES				
FILENAME		BLOCKNAME	DESCRIPTION	
JHDL40F1			TOP PLASTIC FACES	
JHDL40B1			ALUM. BACKS	
JHDL40R1			ALUM. SIDE RETURNS	

SCALE: 3/8"=1'-0"

FAIRMONT Sign Company 3750 E. OUTER DR., DETROIT, MI 48234 PHONE: 313-368-4000 FAX: 313-368-1649		CUSTOMER APPROVAL DATE This is an original unpublished drawing, created by F.S.C. It is submitted for your use in connection with a project being planned for you by F.S.C. It is not to be shown, copied, reproduced, or exhibited in any fashion without the express written approval by F.S.C. © FAIRMONT SIGN COMPANY, 2002		DATE REVISION INIT		CUSTOMER/LOGO HARLEY-DAVIDSON ADDRESS 2815 ARGENTIA RD. CITY, STATE MISSISSAUGA ON		DWG TITLE: 3'-4" LED LTRS DESCRIPTION: 40 3/4" LED LTRS FILE NAME: HD\LTRS\JHDL40XX BLOCK NAME: DWG-CONST		WO# : 60748 DATE: 11/15/07 DRAWN BY: AK SHEET #: 1 OF #: 1	
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