



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2008)

DATE: April 22, 2008

TO: Chair and Members of Planning and Development Committee
Meeting Date: May 12, 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 April 22, 2008 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested five (5) Sign Variance Applications described in Appendices 1 to 5 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 08-00491
Ward 4
Amacon
465 Burnhamthorpe Road West

To permit the following:

- (i) Twelve (12) banner signs.
- (b) Sign Variance Application 07-06930
Ward 5

RSC Equipment Rental
5888 Shawson Drive

To permit the following:

- (i) One (1) proposed sign projecting 90 cm (3 feet) from the building wall.
- (ii) One (1) proposed fascia sign located on the second storey of the building.

- (c) Sign Variance Application 08-00579
Ward 8
Dare Marketing Inc.
4050B Sladeview Crescent

To permit the following:

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

2. That the following Sign Variance **not be granted**:

- (a) Sign Variance Application 07-06930
Ward 5
RSC Equipment Rental
5888 Shawson Drive

To permit the following:

- (i) One (1) ground sign located in the rear of the lot in an employment zone located adjacent to Highway 401.

- (b) Sign Variance Application 08-00057
Ward 7
Sussex Centre
50 Burnhamthorpe Road West

To permit the following:

- (i) One (1) ground sign located on the road allowance.
- (c) Sign Variance Application 08-00056
Ward 7
Sussex Centre
90 Burnhamthorpe Road West

- (i) One (1) ground sign located on the road allowance.

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 five (5) Sign Variance Applications (see Appendices 1 to 5) 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:

Amacon
Appendix 1-1 to 1-5

RSC Equipment Rental
Appendix 2-1 to 2-8

Dare Marketing Inc.
Appendix 3-1 to 3-6

Sussex Centre
Appendix 4-1 to 4-6

Sussex Centre
Appendix 5-1 to 5-6

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 22, 2008

FILE: 08-00491

RE: Amacon
465 Burnhamthorpe Road West - Ward 4

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

Section 4(6)(b)	Proposed
A banner sign is specifically prohibited.	Twelve (12) banner signs.

COMMENTS:

The proposed banners are temporary and will be removed upon completion of the project. The banners will be placed on the existing chain link fence surrounding the site along Confederation Parkway and are designed to minimize the amount of dirt, dust, debris that leaves the property during the development of the site. As the proposed variance is temporary and is similar to hoarding of a site during construction, the Planning and Building Department finds the variance acceptable from a design perspective.

A M A C O N

February 19, 2008

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

Attention: Mr. Darren Bryan, CBCO,

Dear Mr. Bryan;

Re: Sign Application (Variance) – 465 Burnhamthorpe Rd West, Mississauga, Ontario

Please find attached a sign application respecting the above-noted property. Included with this application are three (3) site plans depicting the locations of the banner signs (silt retention screening) and three (3) copies of the graphics.

It has been brought to our attention that silt retention screening which has a graphic application is classified as a banner sign. As a result, a variance is being sought to permit the installation of twelve (12) banner signs (6'x 100') with silt retention screening being their primary function. The proposed location for all twelve (12) banner signs (silt retention screening) will be along the Confederation Parkway frontage of the above-noted site. The proposed signs will be attached to the existing chain-link fence, thus having no adverse impact on the adjacent properties.

To reiterate, the principle purpose of the banner signs (silt retention screening) is to minimize the amount of dirt, dust, debris etc. that leaves the property during the development process. We feel that having graphics on the exterior of the mesh will be more esthetically pleasing than if it were left plain, as this will render the silt build-up less visible from the outside of the property.

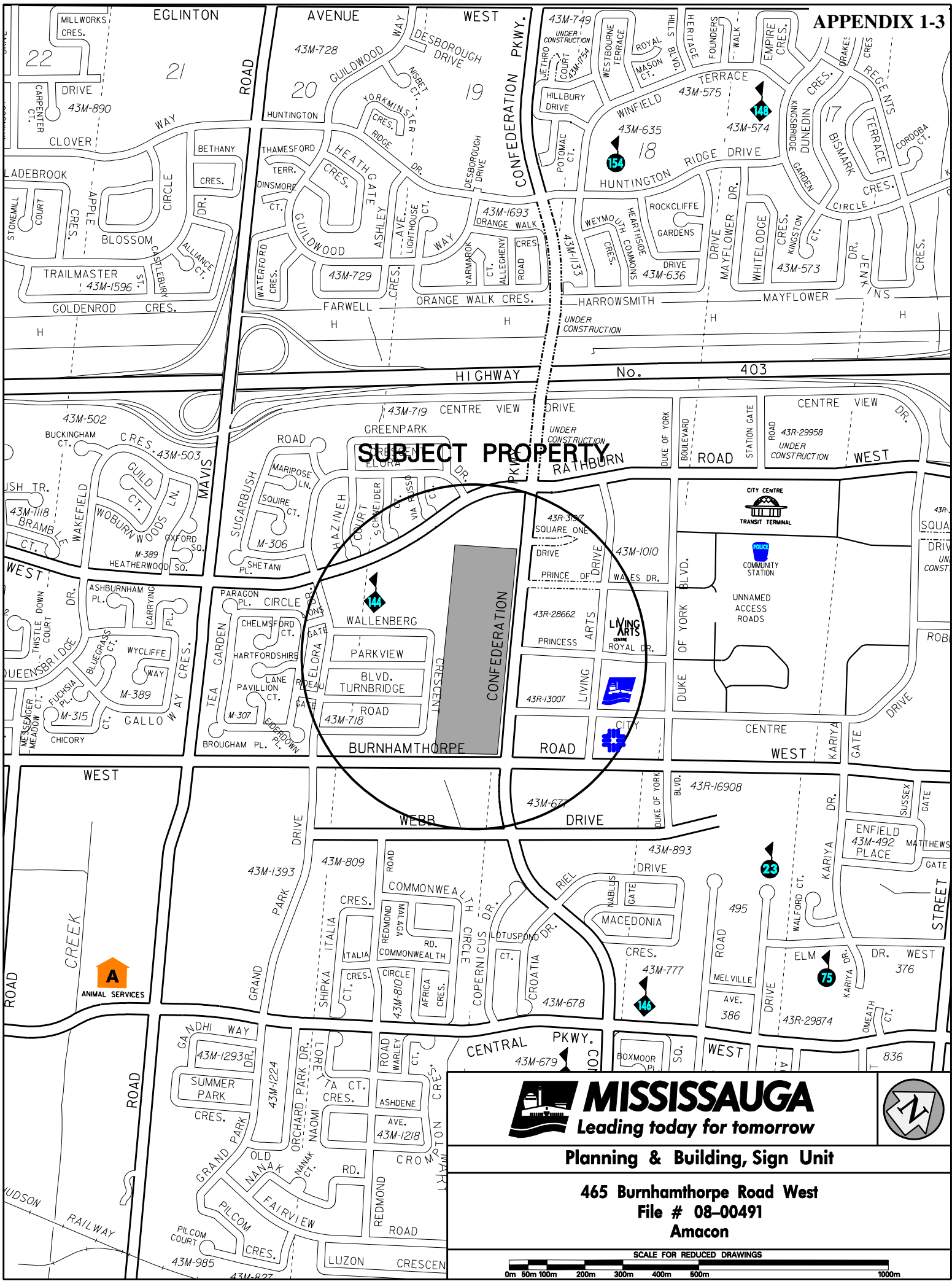
I trust the above noted material is satisfactory and addresses your requirements. Should you require any additional information, please feel free to contact the undersigned at 416 369 9069

Yours truly,

Amacon Development (City Centre) Corp.



Alex Vassos
Development & Acquisitions



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Leading today for tomorrow



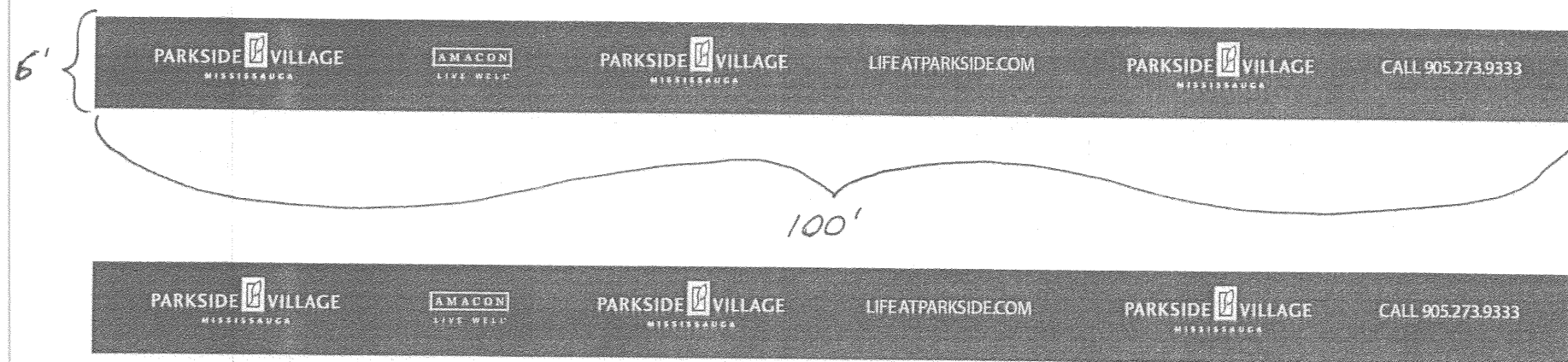
Planning & Building, Sign Unit

465 Burnhamthorpe Road West
File # 08-00491
Amacon

SCALE FOR REDUCED DRAWINGS









SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 22, 2008

FILE: 07-06930

RE: RSC Equipment Rental
5888 Shawson Drive - Ward 5

The applicant requests the following variances to section 16 and 17 of the Sign By-law 0054-2002, as amended.

Section 16(6)	Proposed
No ground sign shall be located in the rear or side yard of a lot in an employment zone located adjacent to a Provincial Highway.	One (1) ground sign located in the rear of the lot in an employment zone located adjacent to Highway 401.
Section 17(1)	Proposed
A fascia sign may project out from a building wall not more than 60 cm (2 feet).	One (1) proposed sign projecting 90 cm (3 feet) from the building wall.
Section 17(3)	Proposed
A fascia sign shall be erected no higher than the upper limit of the first storey of a building.	One (1) proposed fascia sign located on the second storey of the building.

COMMENTS:

1. Sign By-law 0054-2002, as amended, does not permit ground signs along Provincial Highways. The purpose of this provision is to reduce the visual clutter of signage along the highway corridors. However, the City will permit fascia signs on the rear face of the building to give exposure of the business to the highways. As the proposed ground sign is not within the intent of the Sign By-law, the Planning and Building Department cannot support the variance.
2. The proposed variances are for an awning sign which projects 90 cm (3ft.) from the building wall and is located on the second storey of the building. The proposed awning is

located above the entrance to the building and provides shelter for their clients entering and exiting the building. The location of the awning fits well with the design of the building façade. In this regard, the Planning and Building Department finds the variances acceptable from a design perspective.

February 12, 2008

City Hall
Planning & Building Department, Sign Unit
300 City Centre Drive
Mississauga, ON
L5B 3C1

Attn: Laura Todirica

Re: Sign variance application for RSC Equipment Rental, 5888 Shawson Dr.

Dear Laura:

Please kindly accept our request for a sign variance to allow the following signs for our business:

- Sign C – pylon sign proposed at the rear of the property – not permitted in the rear yard. – Section 16(6) of the sign by-law.
- Sign D – small freestanding identification sign at the front entrance into the property. – proposed set back from the driveway entrance/exit = 0.6m - 0.7m - required 3m – Section 16(5) of the sign by-law.
- Sign A – an awning – located above 1st storey of the building with a 3 foot projection from the building face. – not permitted to be located above 1st floor level and max. projection = 2 ft – Sections 17(3) and 17(1) of the sign by-law.

The pylon sign is very important to the business as it is facing the highway and is intended to advertise to passing motorists. MTO permit has been obtained for this sign.

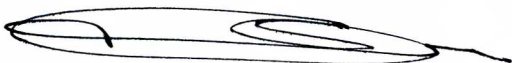
Awning serves as the business identification above their main entrance. It is not possible to locate the awning fully on the first floor level due to the design of the building façade and limited clearance from grade. 3' projection on the awning is a standard design that allows keeping the cost down, as well as providing a safe sign placement. Please note that there are no special provisions in the by-law for awnings and they are combined with fascia signs. Awnings in general require greater depth than fascia signs.

Ground sign at the front serves as the business ID sign and due to the design of the lot we are unable to maintain the required 3m set back from the driveway entrance/exit. Only small island exists to accommodate the sign.

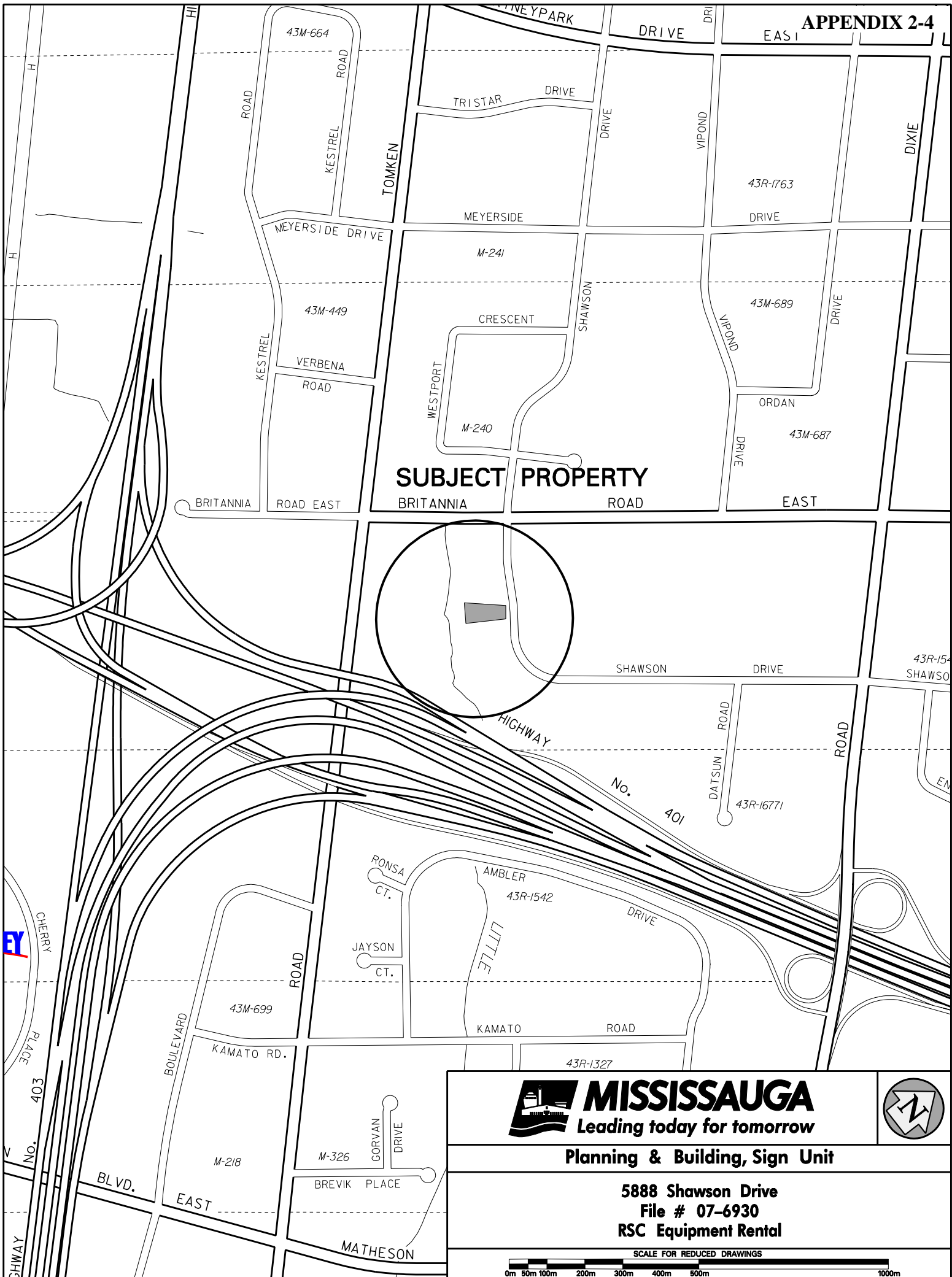
The proposed sign package is complimentary to the building design and use/location of the property. It will not negatively impact surrounding properties and is intended for business identification only.

We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Best regards,



Paul Koidhis
Branch Manager
Paul.koidhis@rscrental.com



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Planning & Building, Sign Unit

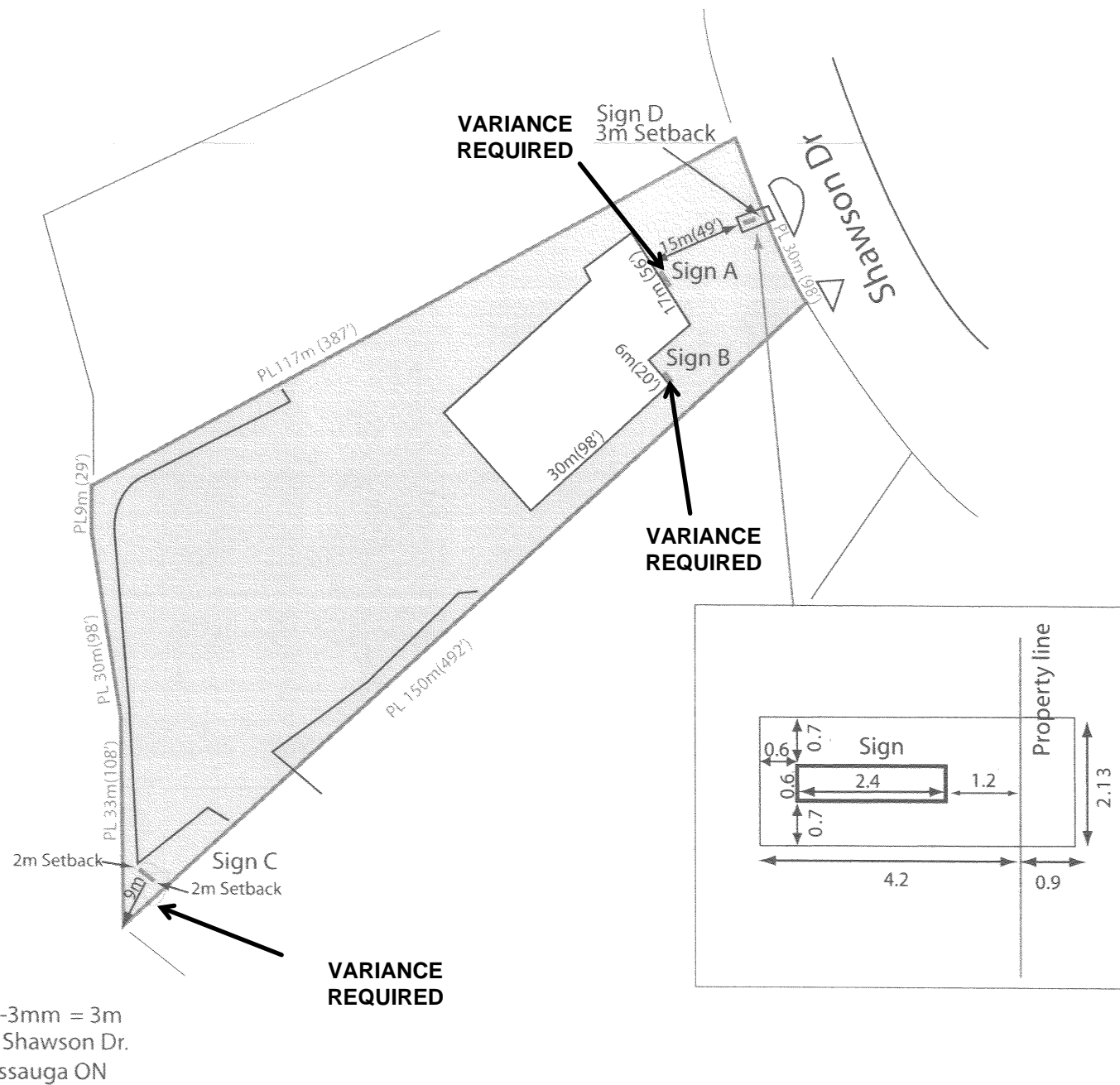
5888 Shawson Drive

File # 07-6930

RSC Equipment Rental

SCALE FOR REDUCED DRAWINGS



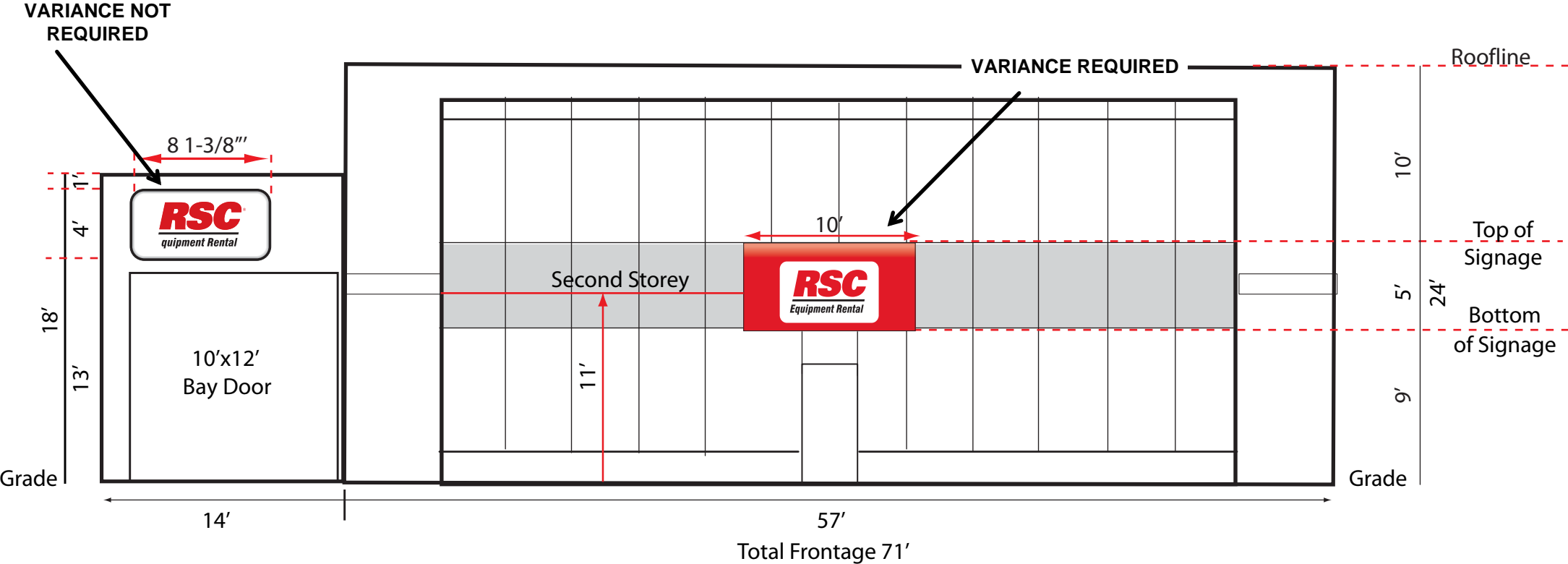


Quality Service • Quick Results
RR1 S32 C60
Okanagan Falls BC V0H 1R0
Ph 250 487 1210
Fax 250 276 4215

Scale-3mm = 3m
5888 Shawson Dr.
Mississauga ON

VARIANCE REQUIRED





5888 Shawson Dr
Scale - 1/8" = 1'

NE

IF YOU CAN READ THIS YOUR PDF PRINTOUT IS NOT IN SCALE. CHANGE PAGE SCALING TO (NONE)



MANUFACTURE AND INSTALL EXTERIOR

**FREESTANDING DF ILLUMINATED
LOW-LEVEL PYLON C/W 347 VOLT
POWER SUPPLY**

OVERALL SIZE: 8'-4 3/8" X 8'-1 3/8"

CONSTRUCTION: D/F PYLON**SUBSTRATE:** VACUUM FORMED WHITE LEXAN FACE**CABINET RADIUS:** 9 3/4"**FACE SIZE:** 3'-11 5/8" x 7'-11 7/8"**FACE RADIUS:** 8 7/8"**CABINET & RETAINER:** PAINTED BLACK**ILLUMINATION:** T12 HO/CW FLUORESCENT**POLE DECOR & REVEAL:** PNT'D BLACK**GRAPHICS****RSC:** RED - EMBOSSED 1/2"**@:** RED**[UNDERSCORE] EQUIPMENT RENTAL:** BLACK**[BACKGROUND]:** WHITE**5888 SWANSON DRIVE:** WHITE (OPAQUE)**COLOUR DATA**

WHITE = WHITE SUBSTRATE / WHITE VINYL

BLACK = BLACK VINYL / BLACK PAINT

RED = 3630-53 CARDINAL RED



6304 6A ST. SE
Calgary, Alberta, Canada T2H 2B7
Tel (403) 258-0556
Fax (403) 253-0110
www.pattisonsign.com

A Division of 2nd Pattison Industries Ltd.

DATE: NOVEMBER 2, 2007

SKETCH: E06-451-DR-M1

SALES: B. WINFIELD

ARTIST: C. OZUBKO/ JF

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

PAGE: 4 OF 4

MASTER

DATE OF MASTER: NOV. 2, 07

MASTER REVISION HISTORY

1 CHANGE TO 347 VOLT POWER SUPPLY. JF 11/02.

MASTER SIGN OFF

JF

ARTIST

SALES REP



Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

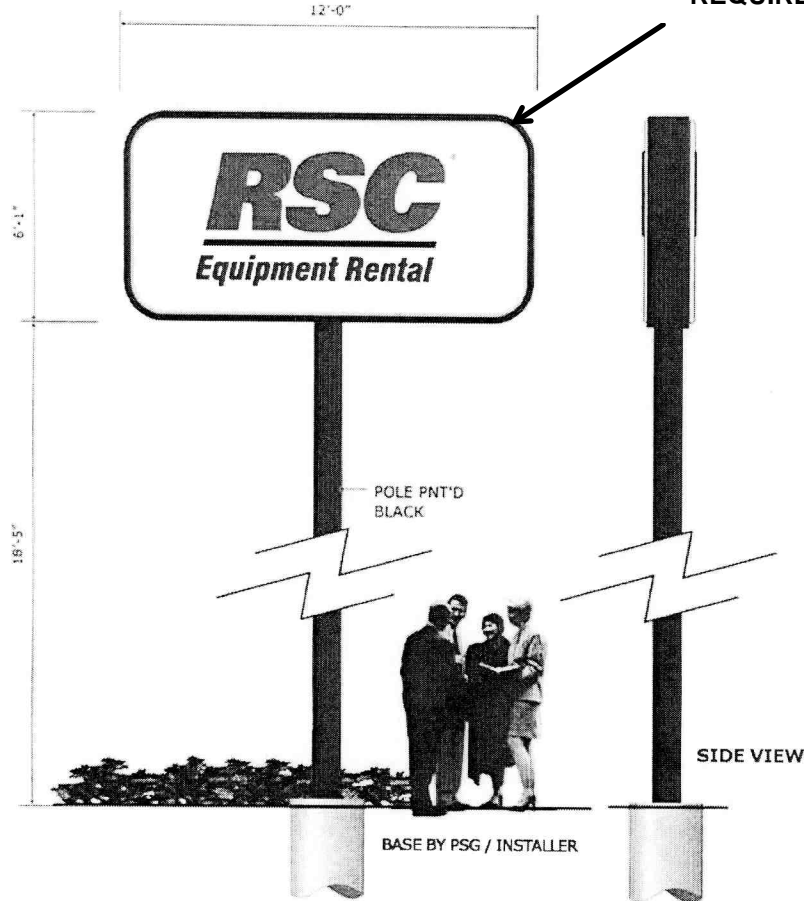
**RSC**

5888 Shawson Drive,
Mississauga, Ont.

IF YOU CAN READ THIS YOUR PDF PRINTOUT IS NOT IN SCALE, CHANGE PAGE SCALING TO (NONE)

VARIANCE
REQUIRED

$$\text{Area} = 73.0 \text{ ft}^2 (6.8 \text{ m}^2)$$



SIDE DETAIL

**ONE NEW DF PYLON
C/W ILLUMINATED VACUUM-
FORMED DISPLAY C/W 347 VOLT
POWER SUPPLY**

CONSTRUCTION

SUBSTRATE: VACUUM FORMED WHITE LEXAN FACE
C/W FIRST SURFACE APPLIED VINYL

CABINET RADIUS: 11 3/4"

FACE SIZE: 5'-11 1/4" X 11'-10 1/4"

FACE RADIUS: 10 7/8"

CABINET & RETAINER: PAINTED BLACK

POLE: PAINTED BLACK

BASE: BY PSG/INSTALLER

ILLUMINATION: T12 HO/CW FLUORESCENT

GRAPHICS

RSC: RED - EMBOSSED 1/2"

@: RED

[UNDERScore] EQUIPMENT RENTAL: BLACK

[BACKGROUND]: WHITE

COLOUR DATA

VINYL:

BLACK = BLACK VINYL

RED = 3M 3630-53 CARDINAL RED

PAINT: BLACK TO MATCH

SUBSTRATE: WHITE



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Calgary, Alberta, Canada T2H 2B7
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www.pattisonsign.com
A Division of Jim Pattison Industries Ltd.

DATE: NOVEMBER 2, 2007

SKETCH: E06-451-CR-M1

SALES: B. WINFIELD

ARTIST: C. OZUBKO / JF

SCALE: 1/4" = 1'-0"

PAGE: 3 OF 4

MASTER
DATE OF MASTER: NOV. 2, 07

MASTER REVISION HISTORY

- 1 CHANGE TO 347 VOLT POWER SUPPLY. JF 11/02.
- 2
- 3

MASTER SIGN OFF

JF

ARTIST

SALES DEP



Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

DATE: 1 2 3 4 5 6 7 8 9 10 11 12

REVISION HISTORY (PRIOR TO MASTER PRINT)

- 1
- 2
- 3

RSC

5888 Shawson Drive,
Mississauga, Ont.



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 22, 2008

FILE: 08-00579

RE: Dare Marketing Inc.
4050B Sladeview Crescent - Ward 8

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 not be erected higher than the upper limits of the first storey.	One (1) fascia sign erected above the upper limits of the first storey.

COMMENTS:

The proposed variance is for a fascia sign which replaces an existing sign in the same location. The building is an industrial building with a two storey office component facing Highway 403. The sign is located on a façade feature which runs from the base of the building to the roofline and does not distinguish the storeys of the building. The Planning and Building Department find that it fits well with the design of the building and therefore acceptable from a design perspective.



Monday, March 17, 2008

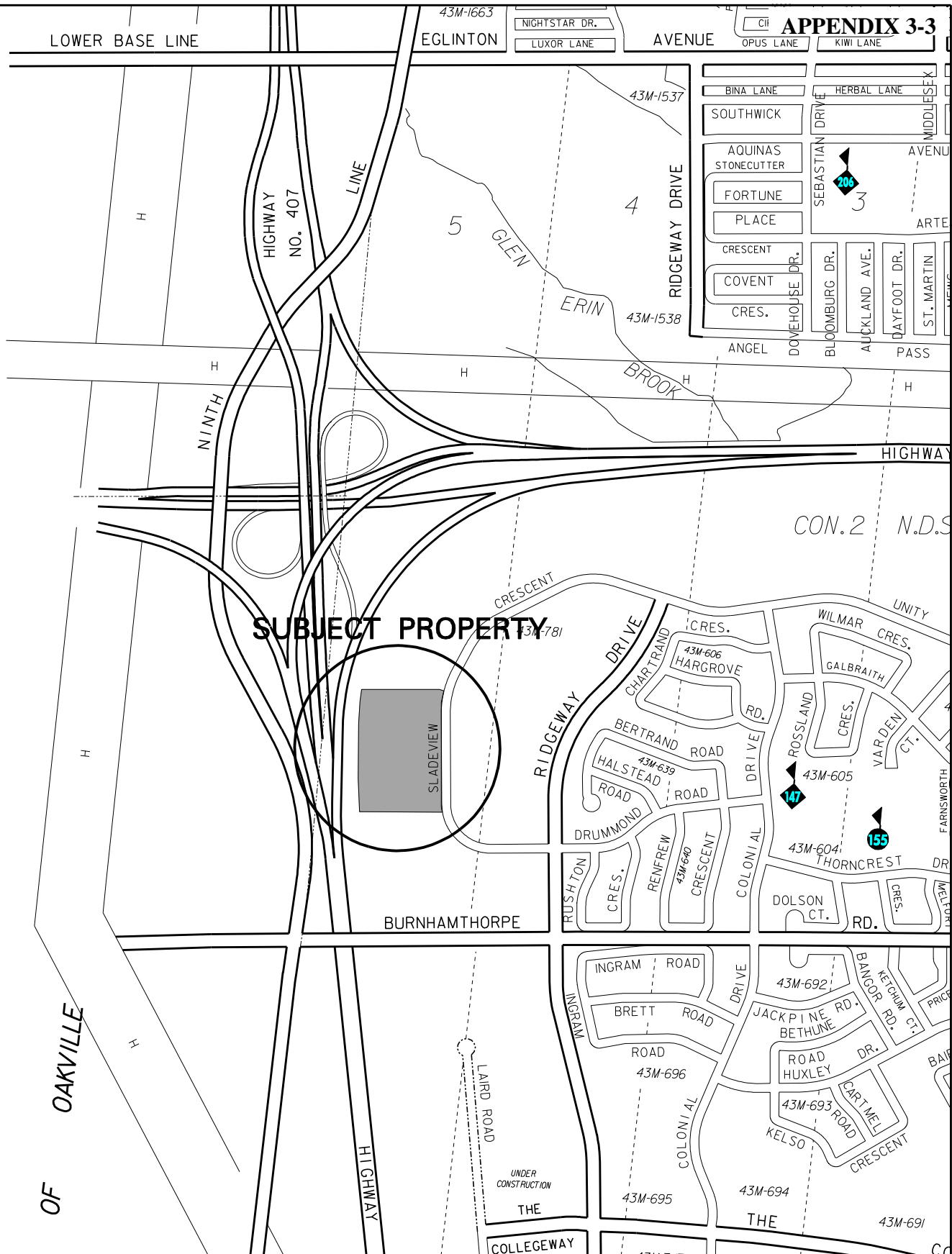
The City of Mississauga
To Whom it May Concern

Dare Marketing occupies 85% of the building at 4050B Sladeview Cres. and we wish to put a sign above the 1st level of the building.

Best Regards

A handwritten signature in black ink, appearing to be 'DK' followed by a flourish.

Donna Kutter
President
Dare Marketing Inc.



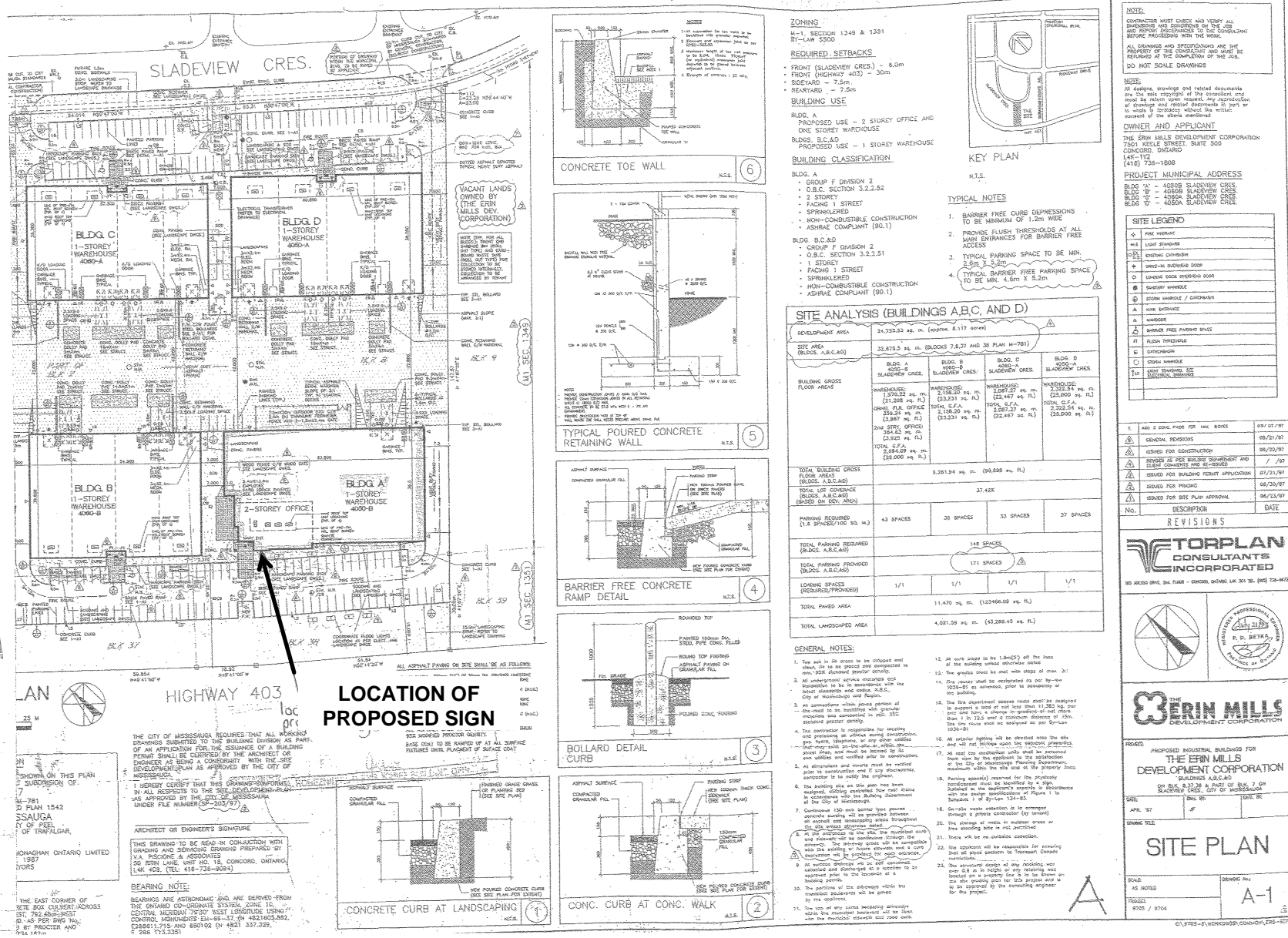
SUBJECT PROPERTY

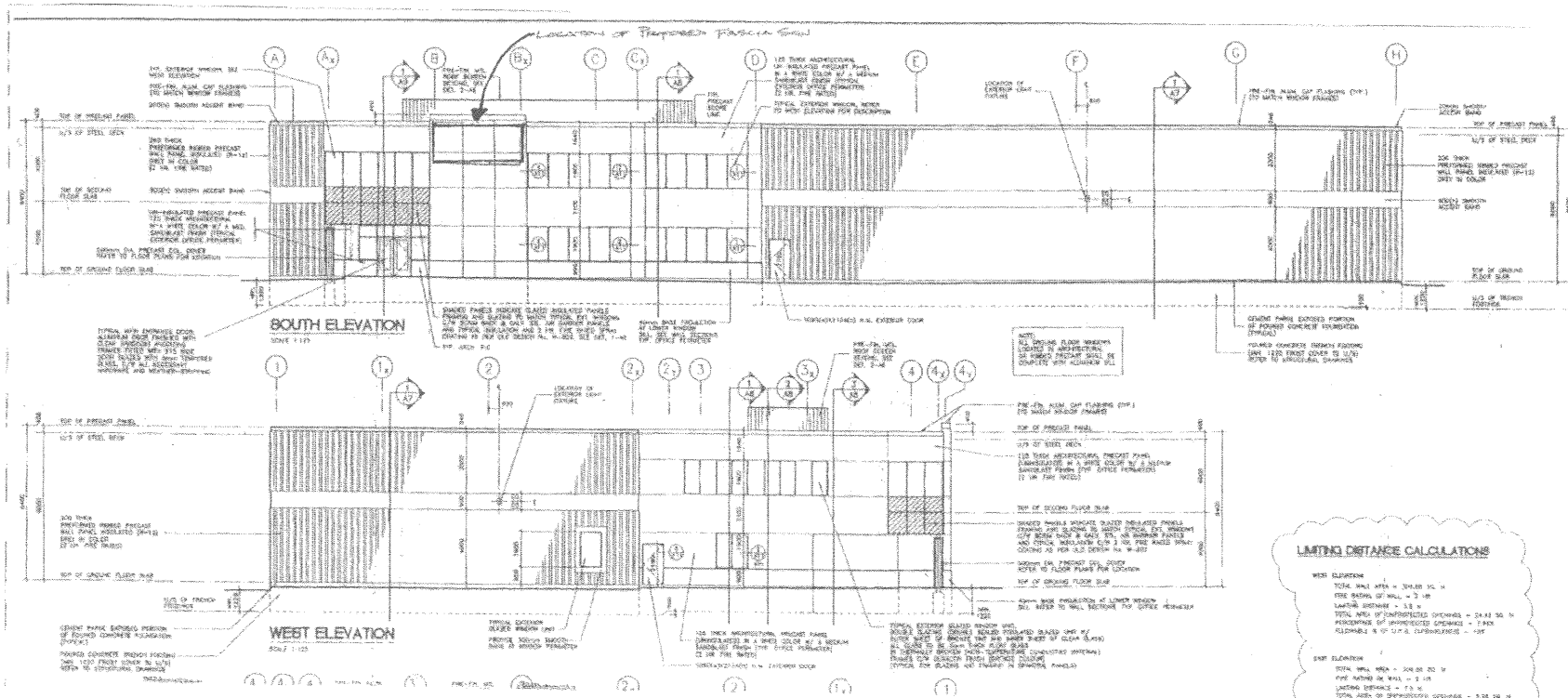


Planning & Building, Sign Unit

4050B Sladeview Crescent
File #08-00579
Dare Marketing Inc.







Sign 1

Supply 1 new exterior s/f non-illum. display

Graphics / Substrate

Logo & “Dare” letters

.125 aluminum faces painted Turquoise
PMS 320 & Yellow PMS 124 as shown
Note: Left side of logo painted with
graduated colour as shown

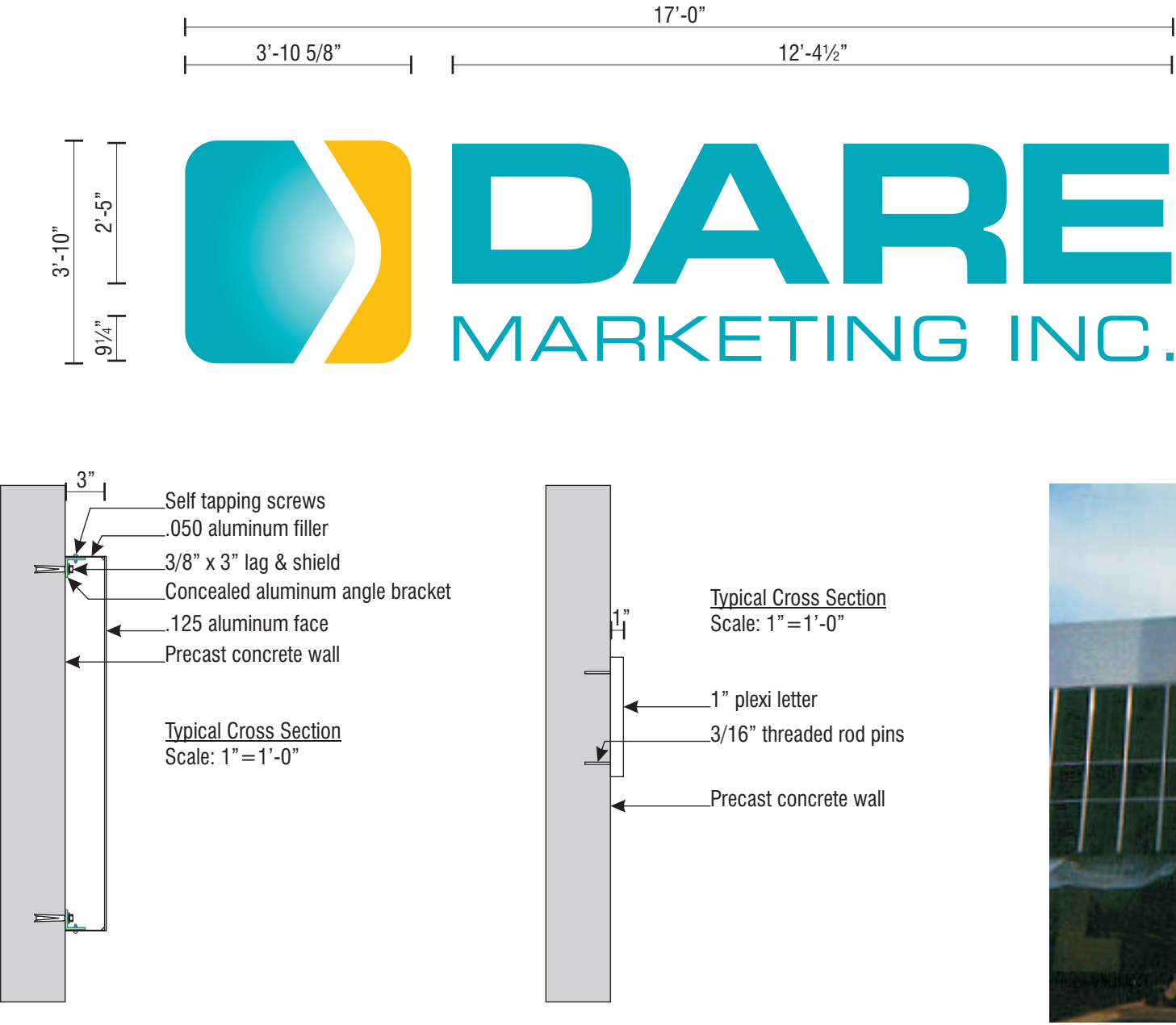
Construction

3” - .050 aluminum returns painted Turquoise
& Yellow
Logo & letters secured to wall with concealed
aluminum angle brackets & 3/8” x 3” lag
& shields

Graphics / Substrate

“Marketing Inc.” letters

1” plexi letters painted Turquoise PMS 320
Pin mount to wall



- Turquoise PMS 320
- Yellow PMS 124



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 22, 2008

FILE: 08-00057

RE: Sussex Centre
50 Burnhamthorpe Road West - Ward 7

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

Section 4(4)	Proposed
No sign is permitted on or over a street.	One (1) ground sign located on the road allowance.

COMMENTS:

The proposed sign is located on the municipal road allowance. The City wishes to utilize these lands to continue the linear park along the south side of Burnhamthorpe Road West from Confederation Parkway to Hurontario Street. In this regard, the City has had numerous discussions with the property owners and have agreed in principle on a master landscape plan for this area which incorporates the linear park concept. Prior to the acceptance of the proposed variance, the applicant must finalize the master landscape plan which incorporates the linear park concept and modify their existing encroachment agreement to ensure these works will be properly carried out.



January 28, 2008

Attn: City of Mississauga – Variance Committee

Location: 50 Burnhamthorpe Road West

Re: Request for Minor Variance

Reasons:

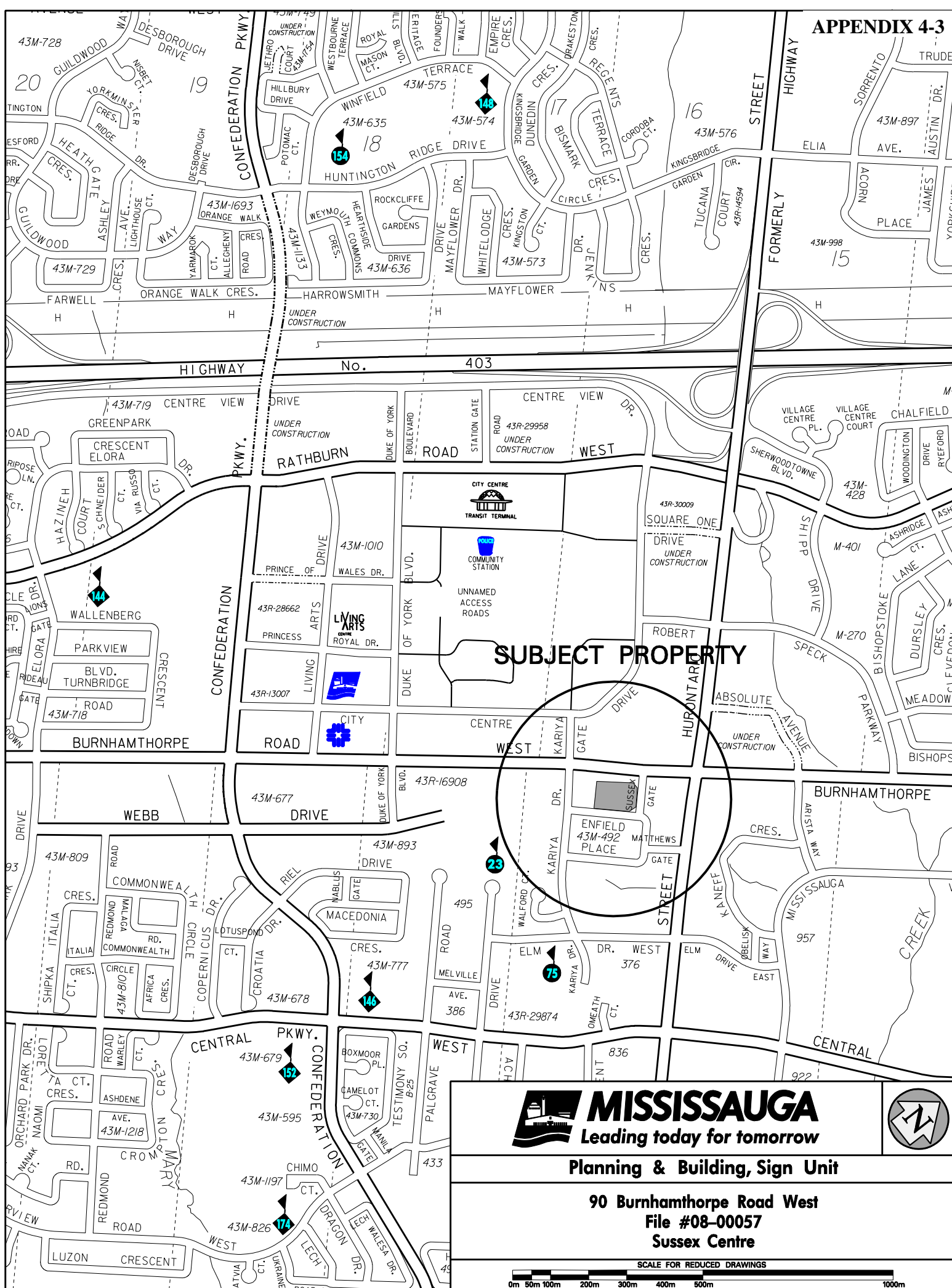
- 1) Sign face area exceeds the permitted 15m^2 by 11.68m^2 . Total sign face area equals 26.68m^2
- 2) Sign is located within the set back road allowance.

We would like to provide the following details for consideration by the City in order to grant the variance request.

- a) To compliment the entrance and to provide maximum wayfinding information (including tenant listings), the sign is positioned at a 45 degree to the intersection of Sussex Gate and Burnhamthorpe. The logical position for the pylon is in the landscaped area within the setback road allowance.
- b) The proposed sign is the only source of tenant/owner I.D. The design using the same materials as the building (Granite & aluminum) have been selected to compliment the building in an architectural manner while providing curbside identification of the property.
- c) The size of the sign in our opinion is appropriate in relation to the building and location.

Sincerely,

Matt Gilas
KING Architectural Products
a division of WSI Sign Systems Ltd.



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Planning & Building, Sign Unit

90 Burnhamthorpe Road West
File #08-00057
Sussex Centre

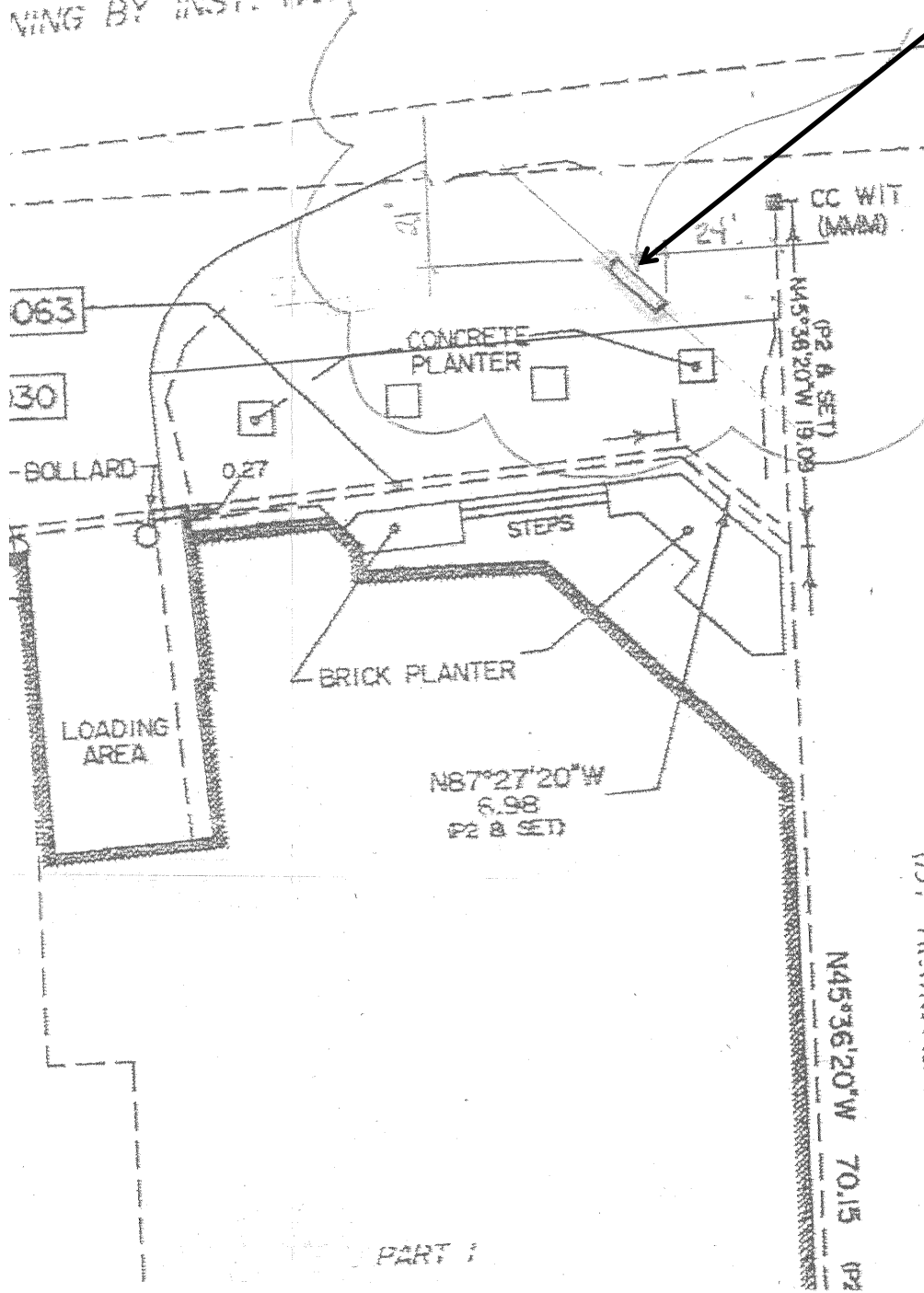
SCALE FOR REDUCED DRAWINGS

0m 50m 100m 200m 300m 400m 500m 1000m

50 BURNHAMTHORPE RD
SIGN LOCATION
45° TO ROAD

ING BY INST. NO. 212409 VS

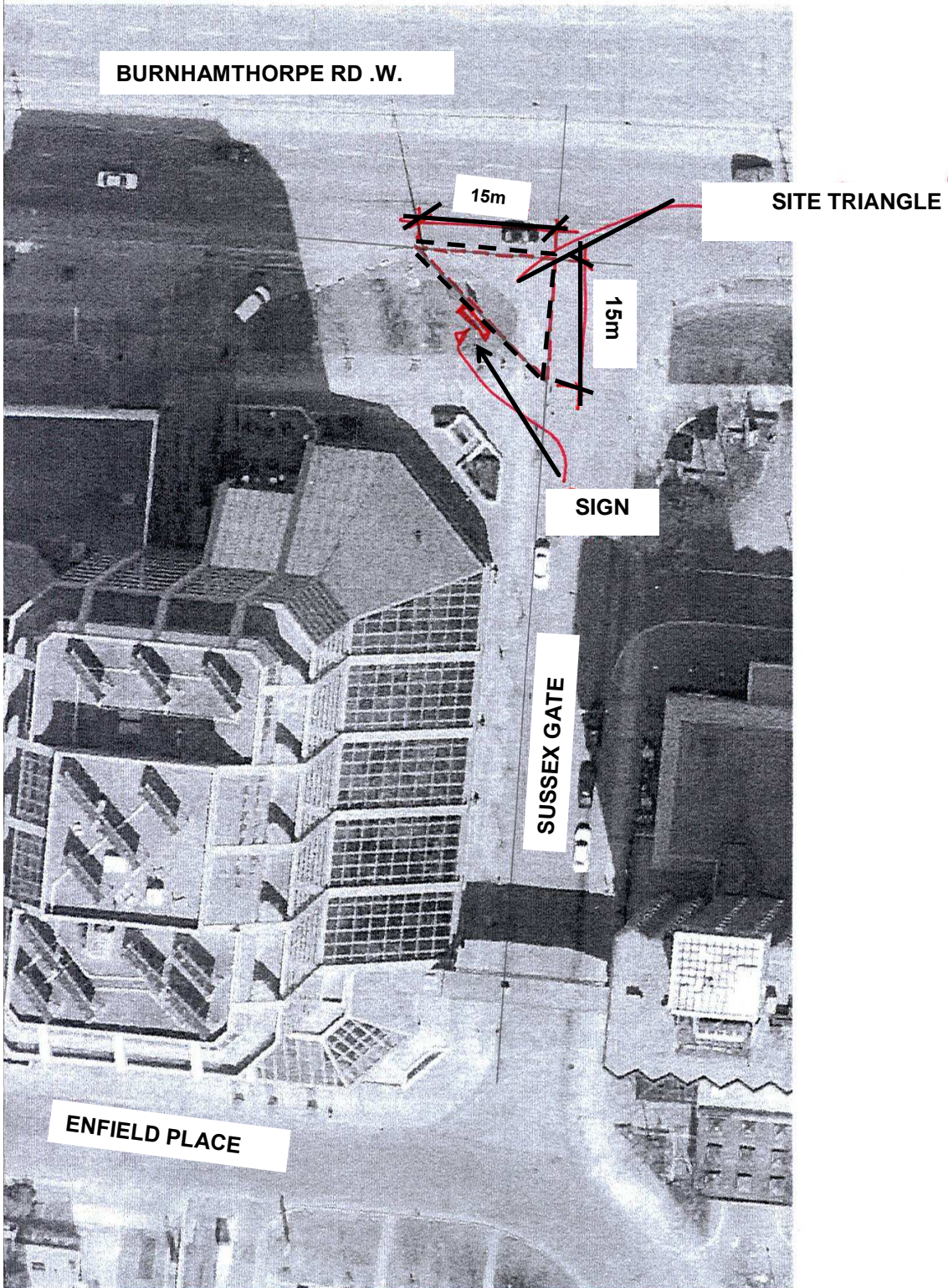
FACE SIDE



SUSSEX GAT
(BY REGISTERED) PLAN 4.

P.I. No. 13143-00

PART 1

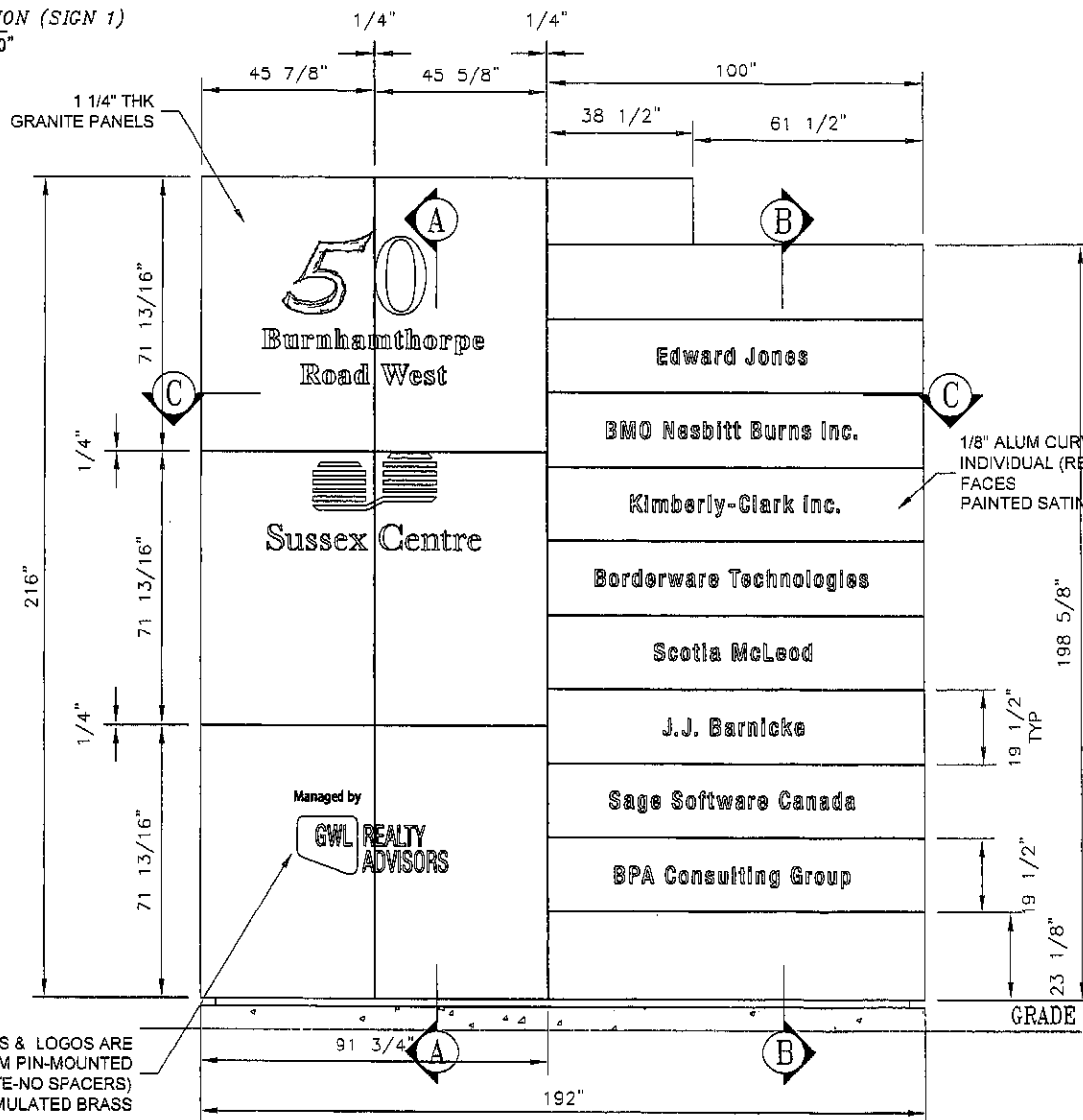


KING
Architectural

CLIENT	CAMERON DOUGLAS	PROJECT	SUSSEX GROUND SIGN	SCALE	AS INDICATED WHEN PAGE IS 17" X 11"	DWG FILE NAME	A5354-SUSSEX	DRAWN BY	R. M. RICHARD	D1	A5354
DATE(S) REVISED	N/A					DATE DRAWN	DEC 7, 2007	JOB NO.	67368	PAGE	OF 1 6

FRONT ELEVATION (SIGN 1)

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



SINGLE-SIDED ILLUM GROUND SIGN

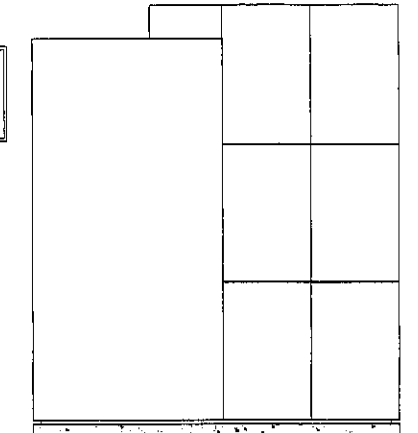
QUANTITY 1

NOTE: ARTWORK / GRAPHICS SHOWN ARE NOT FINAL (CLIENT TO SUPPLY)

BOX 2 - FACES, RETURNS, & BACK PAINTED SATIN SILVER / BOX 1 & 3 CLAD W/ GRANITE

TYPICAL BACK ELEVATION

SCALE: 3/4" = 1'-0"



1016



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 22, 2008

FILE: 08-00056

RE: Sussex Centre
90 Burnhamthorpe Road West - Ward 7

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

Section 4(4)	Proposed
No sign is permitted on or over a street.	One (1) ground sign located on the road allowance.

COMMENTS:

The proposed sign is located on the municipal road allowance. The City wishes to utilize these lands to continue the linear park along the south side of Burnhamthorpe Road West from Confederation Parkway to Hurontario Street. In this regard, the City has had numerous discussions with the property owners and have agreed in principle on a master landscape plan for this area which incorporates the linear park concept. Prior to the acceptance of the proposed variance, the applicant must finalize the master landscape plan which incorporates the linear park concept and modify their existing encroachment agreement to ensure these works will be properly carried out.



January 28, 2008

Attn: City of Mississauga – Variance Committee

Location: 90 Burnhamthorpe Road West

Re: Request for Minor Variance

Reasons:

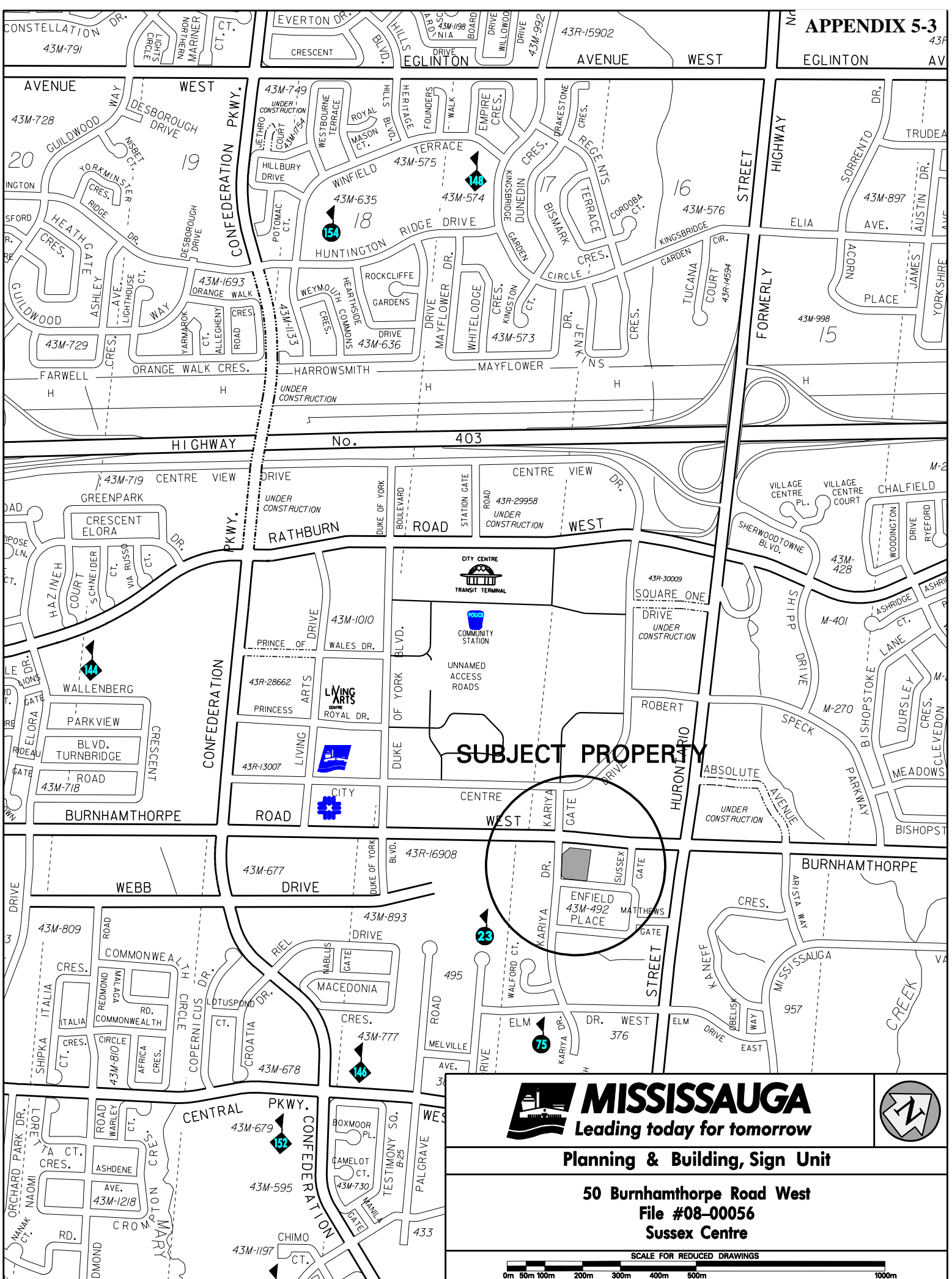
- 1) Sign face area exceeds the permitted 15m^2 by 11.68m^2 . Total sign face area equals 26.68m^2
- 2) Sign is located within the set back road allowance.

We would like to provide the following details for consideration by the City in order to grant the variance request.

- a) To compliment the entrance and to provide maximum wayfinding information (including tenant listings), the sign is positioned at a 45 degree to the intersection of Kariya Drive and Burnhamthorpe. The logical position for the pylon is in the landscaped area within the setback road allowance.
- b) The proposed sign is the only source of tenant/owner I.D. The design using the same materials as the building (Granite & aluminum) have been selected to compliment the building in an architectural manner while providing curbside identification of the property.
- c) The size of the sign in our opinion is appropriate in relation to the building and location.

Sincerely,

Matt Gilas
KING Architectural Products
a division of WSI Sign Systems Ltd.



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Planning & Building, Sign Unit

50 Burnhamthorpe Road West
File #08-00056
Sussex Centre

SCALE FOR REDUCED DRAWINGS

0m 50m 100m 200m 300m 400m 500m 1000m

