



# Corporate Report

Clerk's Files

Originator's  
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BL.03-SIG (2009)

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**DATE:** January 13, 2009

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: February 2, 2009

**FROM:** Edward R. Sajecki  
Commissioner of Planning and Building

**SUBJECT:** **Sign By-law 0054-2002, as amended**  
**Sign Variance Applications**

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**RECOMMENDATIONS:** That the Report dated January 13, 2009 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 08-03028  
Ward 3  
WAB Investments & Developments  
702 Burnhamthorpe Rd. E.

To permit the following:

- (i) Ten (10) additional fascia signs located on the second storey of the building.
- (b) Sign Variance Application 08-02275  
Ward 3

Royal Bank of Canada  
4141 Dixie Rd. Bldg A

To permit the following:

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

- (c) Sign Variance Application 08-02904  
Ward 5  
CML Health Care  
60 Courtneypark Dr. W.

To permit the following:

- (i) One (1) sign supported by the roof of a building or structure and projects above the roof.

- (d) Sign Variance Application 08-02757  
Ward 5  
itravel2000  
2350 Matheson Blvd. E.

To permit the following:

- (i) Two (2) fascia signs located on the second storey of the south and west elevations of an office building.

- (e) Sign Variance Application 08-02823  
Ward 5  
Country Style Food Services  
6950 Menkes Dr.

To permit the following:

- (i) Three (3) roof signs supported by and project above the roof of the building.

- (f) Sign Variance Application 08-02489  
Ward 8  
Evergreen College  
1140 Burnhamthorpe Rd. W.

To permit the following:

- (i) One (1) fascia sign located on the second storey of a commercial 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 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:**

WAB Investments & Developments  
Appendix 1-1 to 1-9

Royal Bank of Canada  
Appendix 2-1 to 2-4

CML Health Care  
Appendix 3-1 to 3-8

itravel2000  
Appendix 4-1 to 4-7

Country Style Food Services  
Appendix 5-1 to 5-14

Evergreen College  
Appendix 6-1 to 6-7

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Edward R. Sajecki  
Commissioner of Planning and Building

*Prepared By: Darren Bryan, Supervisor Sign Unit*



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

January 13, 2009

**FILE:** 08-03028

**RE: WAB Investments & Developments**  
**702 Burnhamthorpe Rd. E. – Ward 3**

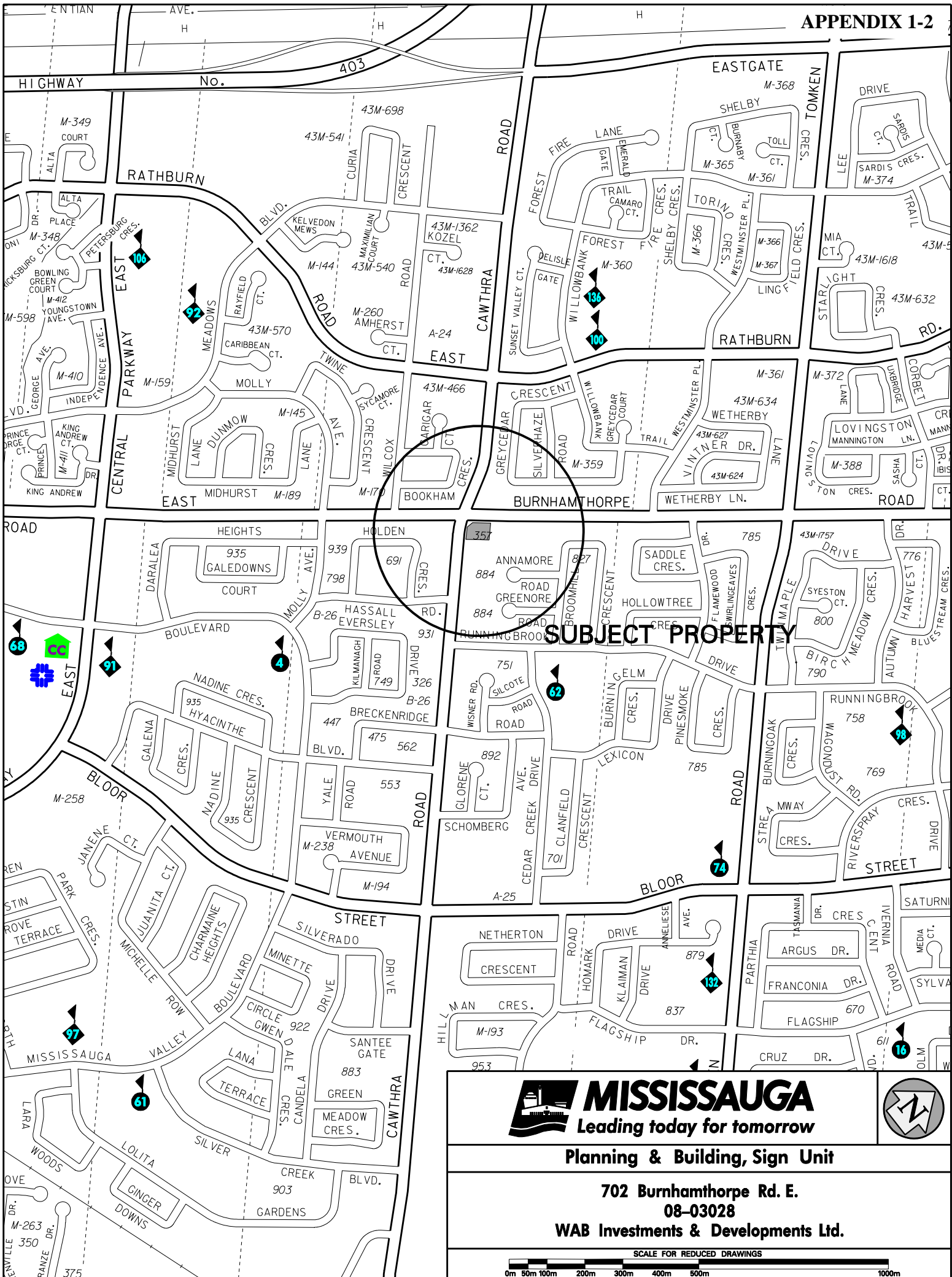
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**The applicant requests the following variance to section 17 of the Sign By-law 0054-2002, as amended.**

<b>Section 17</b>	<b>Proposed</b>
A fascia sign shall be located no higher than the upper limit of the first storey of a building.	Ten (10) additional fascia signs located on the second storey of the building.

**COMMENTS:**

The building is a two storey commercial building with multiple tenants on each floor. Previously, the applicant applied for variances for fascia signs located on the second floor of the building but was deferred until a comprehensive signage design plan to coordinate all of the fascia signs on the second floor, was submitted. Recently, the commercial complex was renovated and provided the opportunity for applicant to address the signage issues. The proposed variance coordinates all of the second floor signage and is keeping with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



**SUBJECT PROPERTY**



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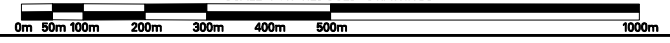


**Planning & Building, Sign Unit**

**702 Burnhamthorpe Rd. E.  
08-03028**

**WAB Investments & Developments Ltd.**

SCALE FOR REDUCED DRAWINGS



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Friday, November 07, 2008

**To: Whom It May Concern at the City of Mississauga**

**Regarding:** A Rationale for a Sign Variance at 702-714 Burnhamthorpe Rd. E.

This letter is in support of an application for sign variance for the above address.

The site is currently under redevelopment and renovation. A substantial increase to the size of the existing Shoppers Drug Mart ("SDM") has been completed, and the construction of a two-story addition at the east end of the site is underway. The configuration of the entire parking area is being changed pursuant to a site plan agreement reached with the city, establishing a substantial new landscaped area at the corner, and bringing the parking areas up to current municipal standards by a number of measures, including depressing them with respect to pedestrian walking surfaces. All this has been done at considerable expense to the owners.

Before the recent construction there were eight office tenancies on the second floor. Some the tenants had attached a hodge-podge of signage on the building above the first floor level, which have been removed. The previously existing retail tenancies at grade have illuminated fascia signs below a cantilevered canopy that protects pedestrians from weather. (See preconstruction photo-montage below.)



The new addition at the east end of the project has added one retail tenancy at grade and two improved office tenancies above it. An elevator has been also been added to provide access to the second floor for persons with disabilities, and a barrier free path of travel has been established on the second floor. Interior finishes and washroom facilities are being updated, and the entire building has had sprinklers installed to bring it up to code. The overall intent has been to radically improve the property as a neighborhood amenity.

