



# Corporate Report

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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**

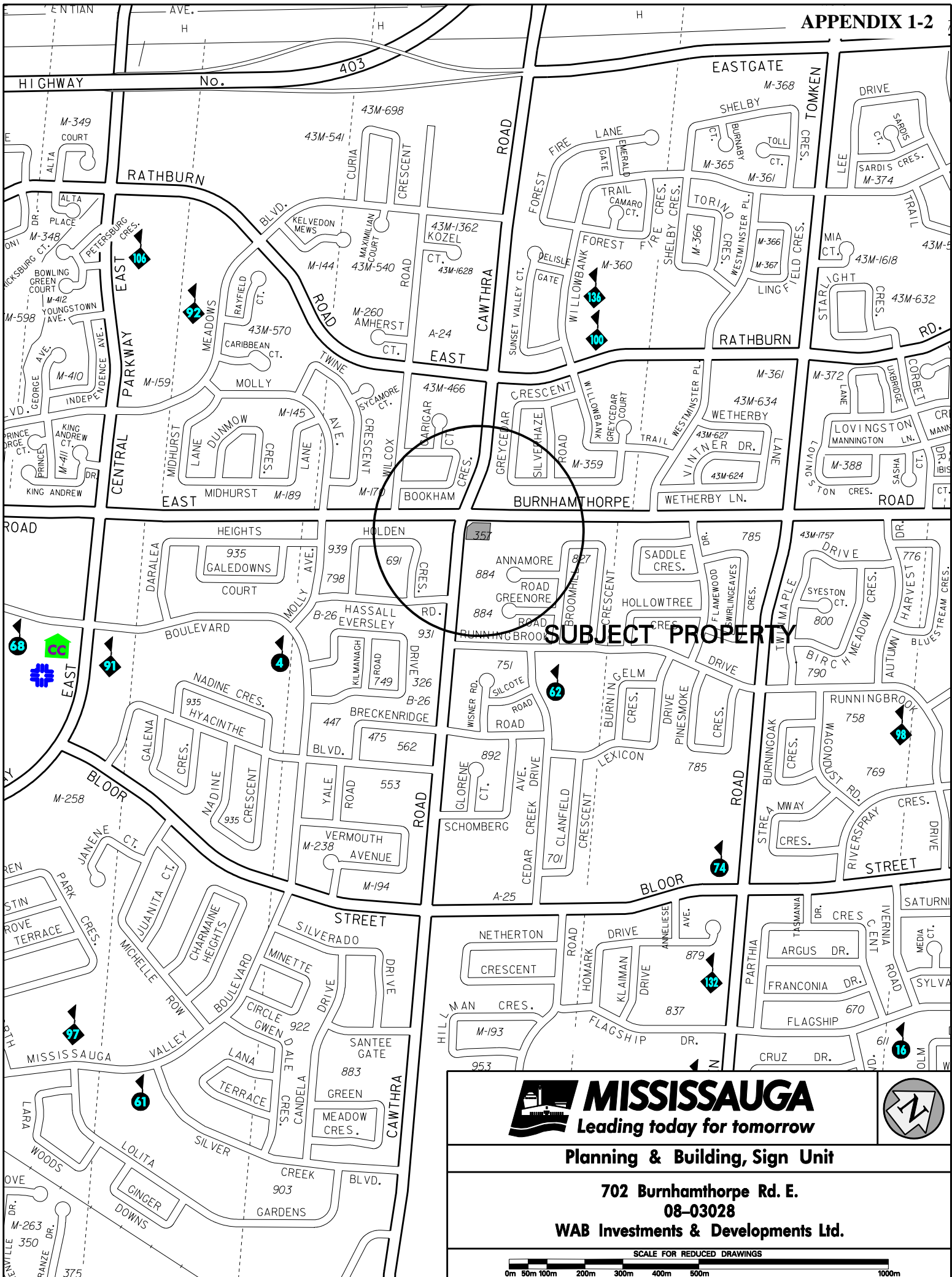
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**The applicant requests the following variance to section 17 of the Sign By-law 0054-2002, as amended.**

<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.



**Planning & Building, Sign Unit**

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

**WAB Investments & Developments Ltd.**



# Michael Bulatovich

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Friday, November 07, 2008

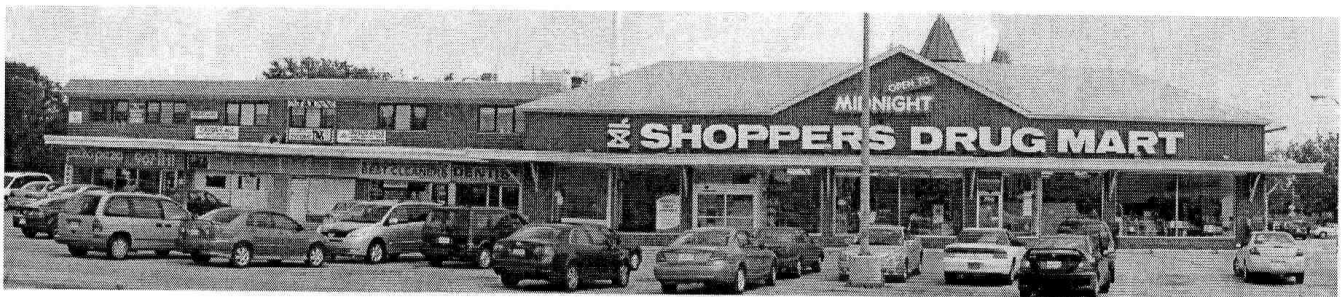
**To: Whom It May Concern at the City of Mississauga**

**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.

Given the expense of the above work, we have sought to improve the exposure of the second floor tenants. I have devised a fascia sign strategy which is integrated with the architecture of the renovated building. (See detail section submitted.) It calls for a continuous band of fascia signs below the roof line of the existing two-story building; where there used to be a larger, unattractive, shingled assembly. (See pre-construction photo below.)



Our proposed sign band is of a custom-designed profile that is meant to be reminiscent of a cornice as it projects outward and faces downward at the top of the wall. It visually 'finishes' the top of the wall as well as providing constrained sign exposure to the grade below. Since these signs are above the level of the second floor, a variance will be required for them.

The other signs that are part of this application are attached to the new addition at the east end of the project. The lower sign is a conventional illuminated fascia sign, and since it is below the level of the second floor, it satisfies the By-Law as far as location is concerned. It should be noted however that considerable effort has been made in the design of the addition to make sure that any fascia signs attached to the north side will be recessed behind the outermost face of the addition, so that the sides of the boxes cannot be seen, giving them a neatly fitted appearance.

The upper signs proposed for the addition at the east end of the project are above the level of the second floor and therefore, like the 'cornice' signs, do not comply with the By-Law. Like the proposed sign below servicing the new retail unit, these signs are designed to be recessed from

the front wall of the building giving them a neat, integrated appearance. They are not merely 'tacked on' to the building as an afterthought.

The rationale for permitting these signs takes into account numerous aspects of the project.

Firstly there is the height of the now existing SDM sign. The portion of the building occupied by SDM is a taller, single storey occupancy. Because of this fact, SDM's signs were placed higher on the building than can signs for the other retail tenants at grade. In fact the proposed 'cornice' fascia signs for the second story office tenants are at the same level as the SDM sign. They are individually smaller in scale, but when taken together they are integrated into the architecture of the building.

Secondly, the 'cornice' signs, which are the majority of the application, are visually 'contained' because the building projects substantially towards the street on either side of these them, shielding them from oblique view at a distance in either direction on Burnhamthorpe Road. Because of this and the fact that they are tilted downward, they address pedestrian and automobile traffic directly in front of the plaza, so the scope of their visual impact is very limited.

Thirdly and finally, the proposed buildings have been designed to neatly accommodate and integrate the fascia signage proposed. Considerable efforts have been expended to ensure that the proposed signage will be visually neat and tidy, limited in range, and commensurate with the improvements to the plaza as a local amenity.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Michael Bulatovich". The signature is stylized and fluid, with a long horizontal stroke extending to the right.

Michael Bulatovich, OAA

