



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2009)

DATE: January 27, 2009

TO: Chair and Members of Planning and Development Committee
Meeting Date: February 17, 2009

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 January 27, 2009 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested three (3) Sign Variance Applications described in Appendices 1 to 3 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 08-03059
Ward 1
The Pump House Grille Co.
42 Lakeshore Road East

To permit the following:

- (i) A total sign area equal to 23% of the south building face.
- (ii) Four (4) signs located on the second storey of the building provided the third party advertising be removed.

- (iii) One (1) sign located on the first storey of the building that projects 106.68 centimetres (3.5 ft) from the building wall.

Five (5) signs located on the second storey of the building that project 68.58 centimetres (2.25 ft) from the building wall.

One (1) sign located on the second storey of the building that projects 294.64 centimetres (9.6 ft) from the building wall.

- (b) Sign Variance Application 08-03283
Ward 8
Rogers Plus
2116 Burnhamthorpe Road West

To permit the following:

- (i) One (1) fascia sign located on the side of a building approximately 85m from a residential use.

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

- (a) Sign Variance Application 08-03059
Ward 1
Pump House Grille Co.
42 Lakeshore Road East

To permit the following:

- (i) Two (2) signs located on the second storey of the east building elevation.

- (b) Sign Variance Application 08-01136
Ward 5
Starbucks Coffee
5067 Dixie Road

To permit the following:

One (1) pre-menu board for a commercial undertaking at a service station.

BACKGROUND:	The <i>Municipal Act</i> 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 three (3) Sign Variance Applications (see Appendices 1 to 3) 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 <i>Municipal Act</i> . 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 <i>Planning Act</i> .
ATTACHMENTS:	<p>The Pump House Grille Co. Appendix 1-1 to 1-8</p> <p>Rogers Plus Appendix 2-1 to 2-6</p> <p>Starbucks Coffee Appendix 3-1 to 3-5</p>

Edward R. Sajecki
Commissioner of Planning and Building
Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 27, 2009

FILE: 08-03059

RE: The Pump House Grille Co.
42 Lakeshore Road East – Ward 1

The applicant requests the following variance to section 13 and section 17 of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A fascia sign in the Port Credit Special Sign District is permitted a sign area of 15% of the building face of the first storey for each occupancy.	A sign area of 23% on the south building face (including angled portion and 2 nd storey awnings).
Section 17	Proposed
A fascia sign shall be located no higher than the upper limit of the first storey of a building.	Six (6) additional fascia signs (awnings) located on the second storey of the building.
Section 17	Proposed
A fascia sign may project out from a building wall not more than 60 centimetres (1.96 ft).	One (1) awning sign on the first storey that projects 106.68 centimetres (3.5 ft). Five (5) awning signs on the second storey that project 68.58 centimetres (2.25 ft). One (1) awning sign on the second storey that projects 294.64 centimetres (9.6 ft).

COMMENTS:

The proposed variance is for six awnings with signage on the second storey of the building. Four of the awnings are located on the front façade of the building facing Lakeshore Road East. These awnings are well designed and in keeping with the overall signage design package for the

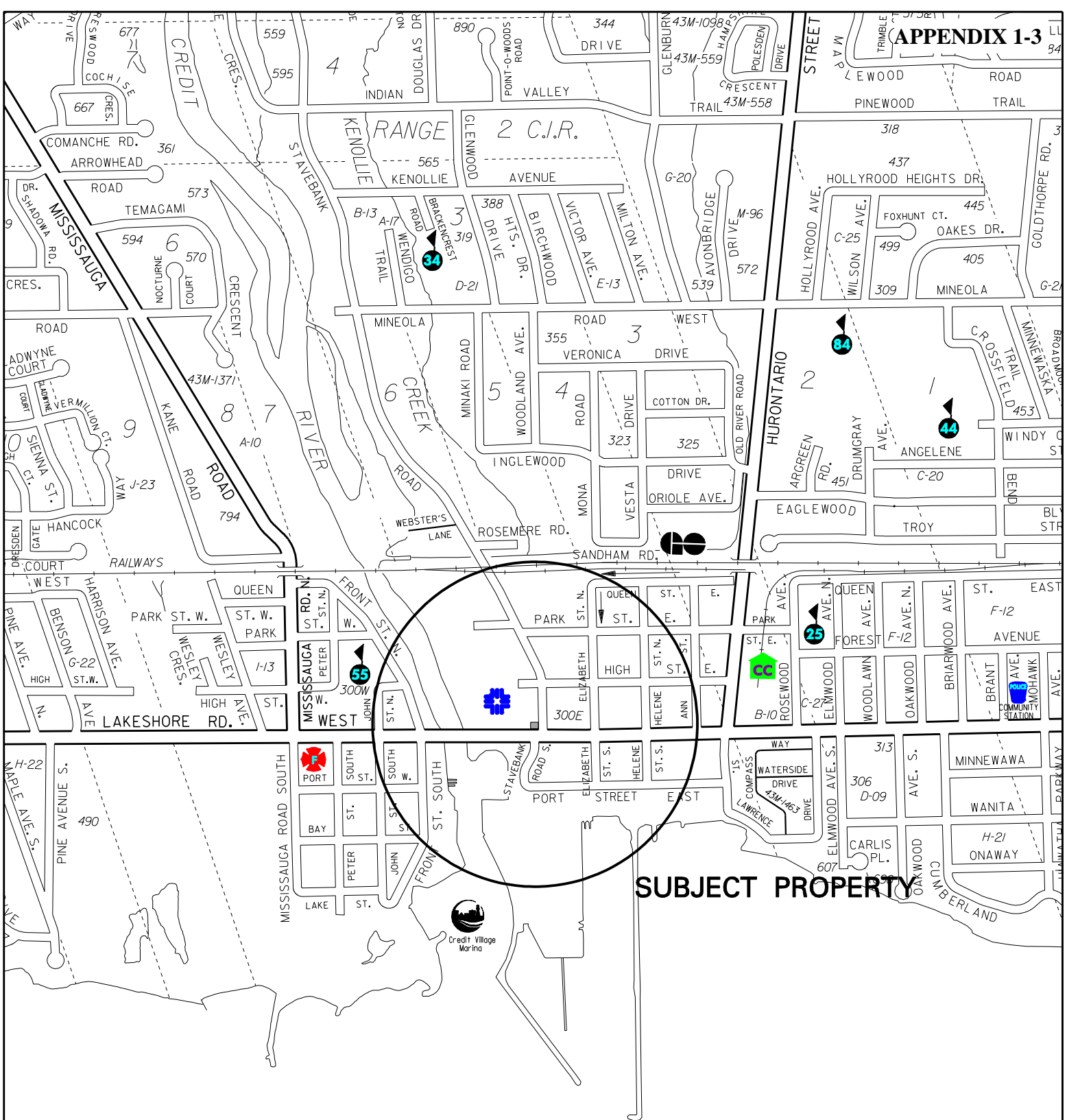
COMMENTS:

The proposed variance is for six awnings with signage on the second storey of the building. Four of the awnings are located on the front façade of the building facing Lakeshore Road East. These awnings are well designed and in keeping with the overall signage design package for the building. However, the third party advertising is not permitted under the Sign By-law and therefore should be removed from these awnings.

The two other awnings located on the east elevation of the building facing Elizabeth Street should be removed as they are deemed strictly as third party advertising devices and do not identify the businesses within the building.

The 68.58 cm (2.25 ft) projection from the wall for the three awnings on the second floor facing Lakeshore Road is only slightly above the provision of the Sign By-law for projections - 60 cm (1.96 ft). The Planning and Building Department therefore finds the variance to be within the intent of the Sign By-law and therefore acceptable.

The one (1) awning sign on the second storey that projects 294.64 cm (9.6 ft) from the building and the one (1) awning sign on the first storey that projects 106.68 cm (3.5 ft) from the building, are part of the entrance design of the building and therefore acceptable from a design perspective.



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Planning & Building, Sign Unit

**42 Lakeshore Rd. E.
08-3059
The Pump House Grille Co.**

SCALE FOR REDUCED DRAWINGS



November 21, 2008

Mr. Mark Toliao
Sign Plans Examiner
Building Division
City of Mississauga
300 City Centre Drive
Mississauga, Ontario
L5B 2C1
Mark.toliao@mississauga.ca

**Re: The Proposed Signage and required Variance to the By-Law for 40-48
Lakeshore Road East, Mississauga.**

Dear Mark / Committee,

As long standing good tenants of this building and as an operator of two long standing community family restaurants we have enjoyed the support of these communities and as such have become a well known destination place for folks to meet and enjoy some libations. Through this support we have been fortunate to be in a position to expand our operation and premise at 43 lakeshore road east to the pleasure and support of our landlord.

This building in which we operate is an older brick building that speaks to the history of Port Credit and is typical of the streetscape architecture of the period. As such unlike the more modern and power centres that are constructed today this building did not have provision made at the time of construction for the affixing of signs. There is no real sign band or place upon which to install identification signs for the operators of the establishment housed therein.

What we are proposing is to maintain the rather attractive brickwork and architecture of the building thereby making use of awning style canopy signs for the identification of the tenants of the building. Since we are occupying the largest space (the entire ground floor) and there is no space on the building upon which to apply signs we wish to create a new sign band to offer some uniformity around the building upon which we can install non-illuminated cut out letters reminiscent of the signage used in at the building was constructed and maintaining the history of the building. Whilst we understand that the city considers the entire band as signage, in reality the band is a required architectural feature to accommodate signage of any sort for the lower level. The cut out letters and graphics occupy a relatively much smaller area and in our opinion are not gaudy or overstated, but are necessary for identification and offer a uniformity that has previously not existed at this property. We believe what we are proposing is a vast improvement to the signage on this building.

We are requesting the indulgence of the committee and council to allow this signage as proposed as we believe it has been tastefully designed it offers uniformity of colour and

graphic, it is non-illuminated and non-invasive, it addresses the identification of the other upstairs tenants and most importantly it maintains the historical integrity and aesthetics of the building.

We look forward to your approval of our application and to being a long standing partner in the business community of Port Credit.

Yours truly,

Scott Smith.
Proprietor.

08-514.CDR

PHGC-AWN+SIGNAGE-PLAN

Pump House Grille Co.
Port Credit, Mississauga

Custom Signage and Awnings
Detail (Plan)

Don Goss
E.S.Alcoriza

02-November-2008

As Noted

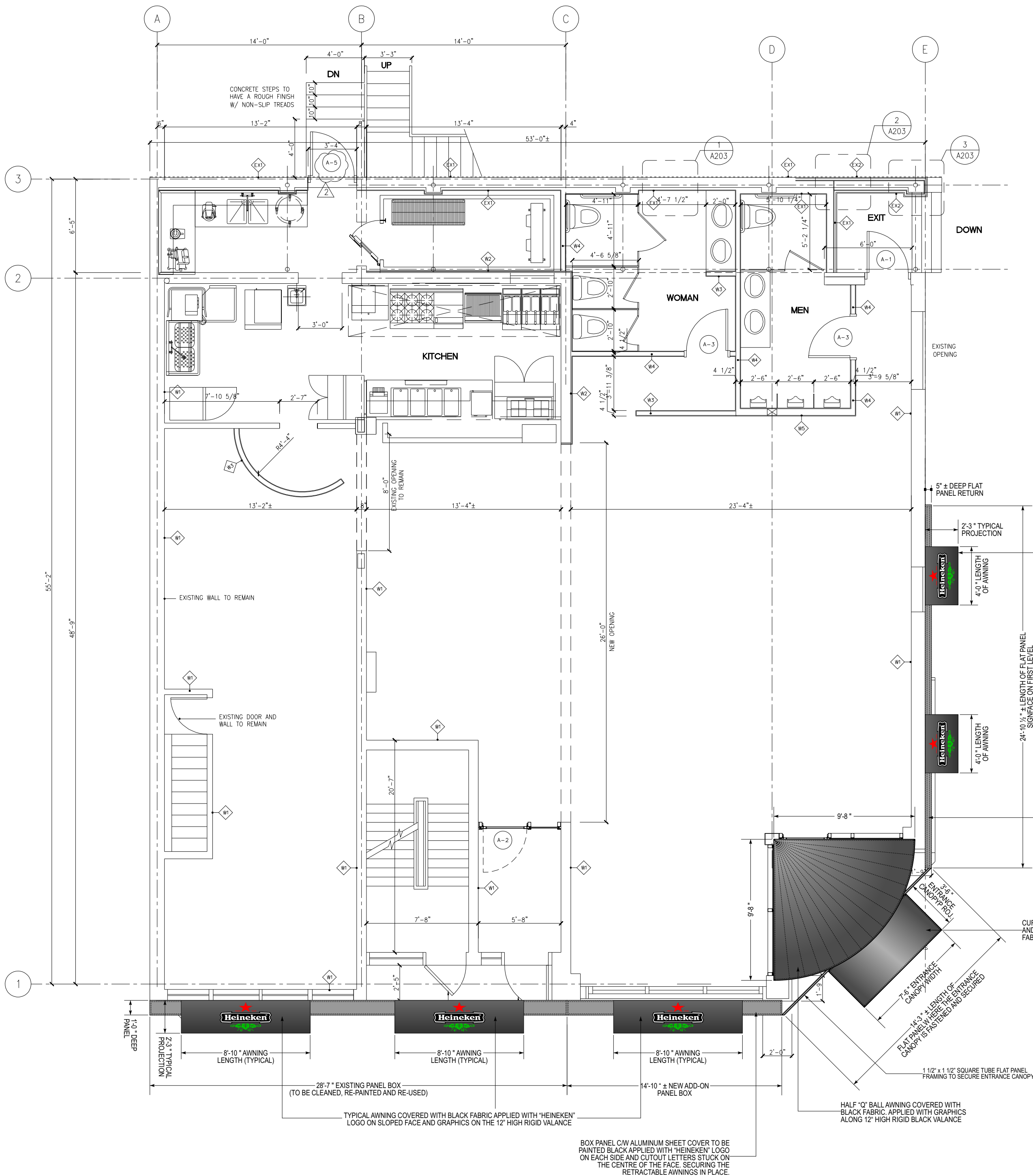
Revision No. & Date:

Proposed/ Drawn/ Created by:

Roberts
Awnings
& Signs

40 Belvia Road, Toronto
Ontario M8W 3R3
Phone: (416) 252-7394
Fax: (416) 252-0268
Website: www.roberts-inc.com

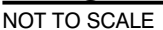
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These drawings have been drawn subject
to the condition that they shall not be lent
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without the consent of Roberts Awnings.



SOUTH ELEVATION

PLAN ~ Ground Floor
SCALE = 3/16" : 1'-0"

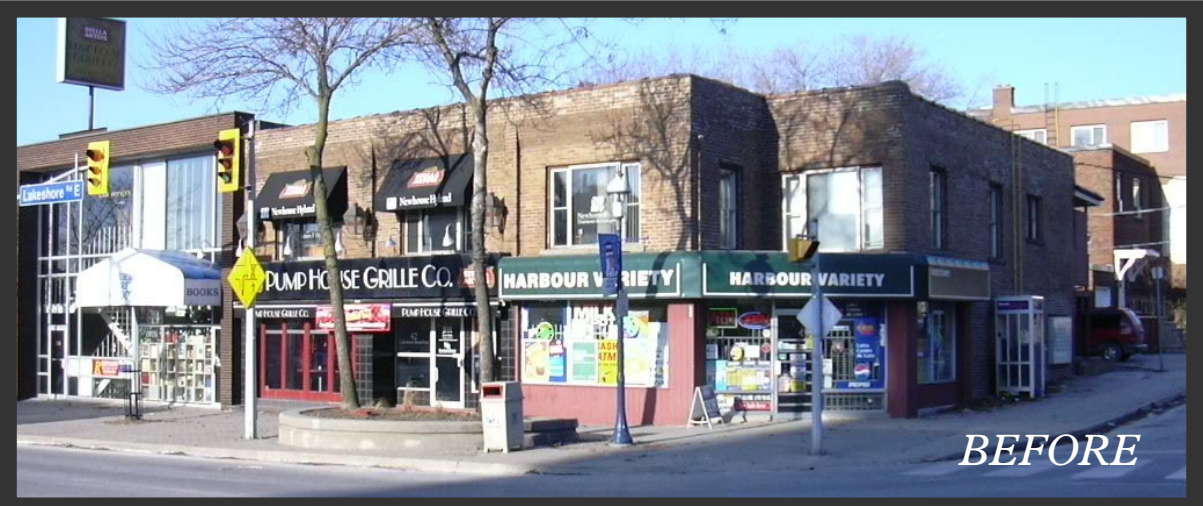
Note: Final dimensions to be site measured
and verified upon layout approval.



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

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

<div>Proposed/Drawn/Created by:</div> <div><div>Roberts Awnings & Signs</div></div> <div>40 Belvia Road, Toronto Ontario M8W 3R3 Phone: (416) 252-7394 Fax: (416) 252-0268 Website: www.roberts-inc.com</div> <div>COPYRIGHT CANADA All rights reserved. Including the right to reproduce in whole or in part in any form. These drawings have been drawn subject to the condition that they shall not be lent sold or hired or otherwise disposed of without the consent of Roberts Awnings.</div>	Client's Name & Address: PUMP HOUSE GRILLE CO. Port Credit, Mississauga, Ontario		Date Drawn/Created: 18/May/2008
	Revision No. & Date:		
	Filename: PHGC-NEW-LOOK REVISED	Description: Exterior of Building New Look (Rendering)	Salesman: Don Goss
	Drawing No: 08-250.REND		Drawn By: E.S.Alcoriza
	Client's Remarks:		





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 27, 2009

FILE: 08-03283

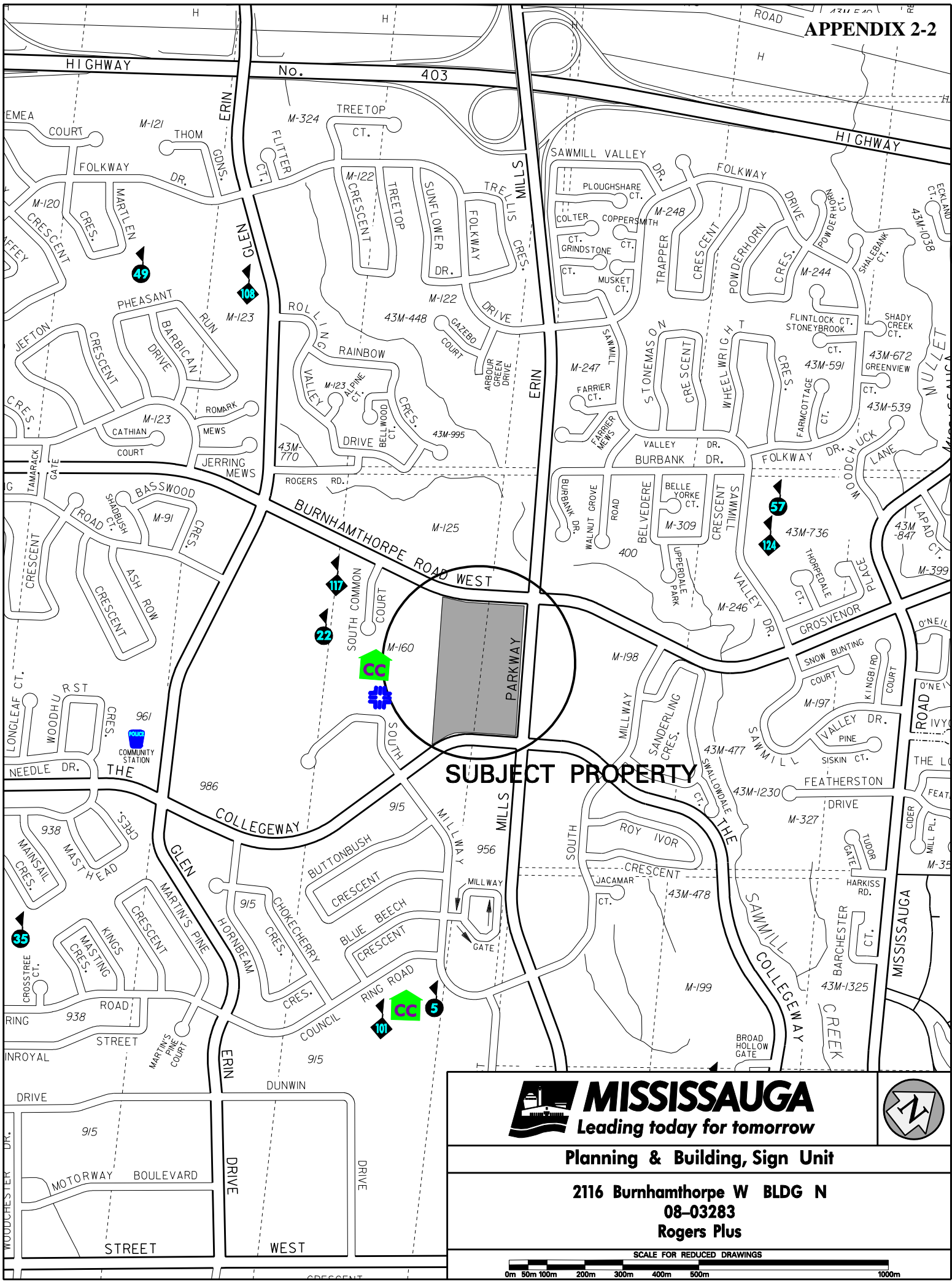
RE: Rogers Plus
2116 Burnhamthorpe Road West- Ward 8

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

Section 13	Proposed
A fascia sign located on the side or rear elevation of a building shall not face a residential use within 100 m.	One (1) fascia sign located on the side of a building approximately 85m from a residential use.

COMMENTS:

The proposed fascia sign is located on the side elevation of the unit, facing a parking lot and is approximately 85m from the residential lands. The proposed fascia sign has minimal visual impact on the residential lands which are located across the road. The Planning and Building Department therefore finds the variance within the intent of the Sign By-law and therefore acceptable.



SUBJECT PROPERTY



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Planning & Building, Sign Unit

2116 Burnhamthorpe W BLDG N
08-03283
Rogers Plus

SCALE FOR REDUCED DRAWINGS





PATTISON
SIGN GROUP



ROGERS

Dec 1/08

CODE 08-3283

Critique

Re: Letter of Rationale – 2116 Burnhamthorpe Road West, Mississauga ON

To Whom it May Concern;

Regarding the variance for signs on the north elevation, we request consideration on behalf our client, Rogers Plus.

The location has had existing signage on the north elevation for several years. The sign currently proposed is smaller in square footage and illuminated area than the current neon letters. While we appreciate the location faces residential, the actual illumination in regards to current parking lot, street and secondary lighting is lower than the older sign. As well, the existing signs are neon illuminated and we are proposing low energy efficient LED lights.

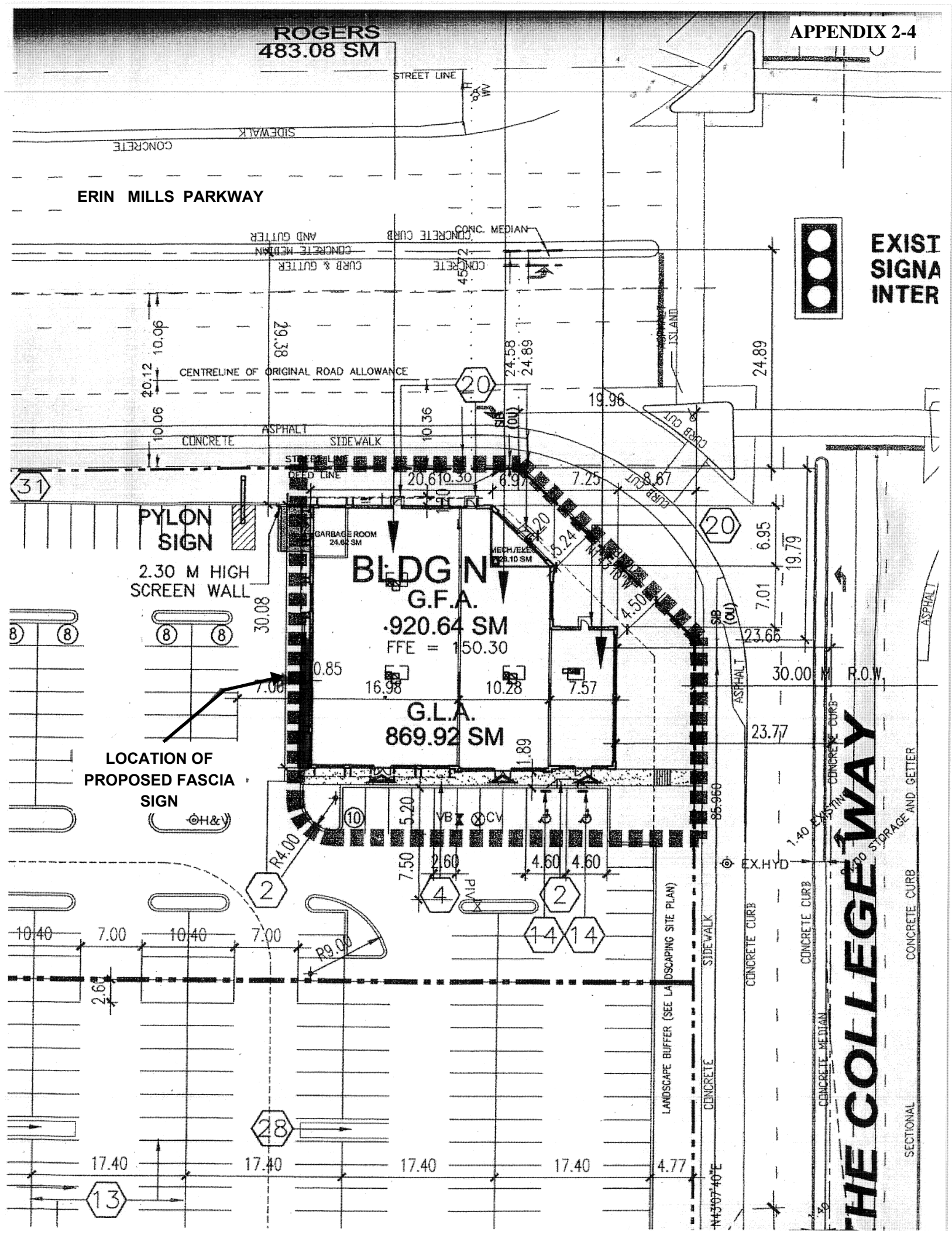
We trust that this application will be satisfactory.

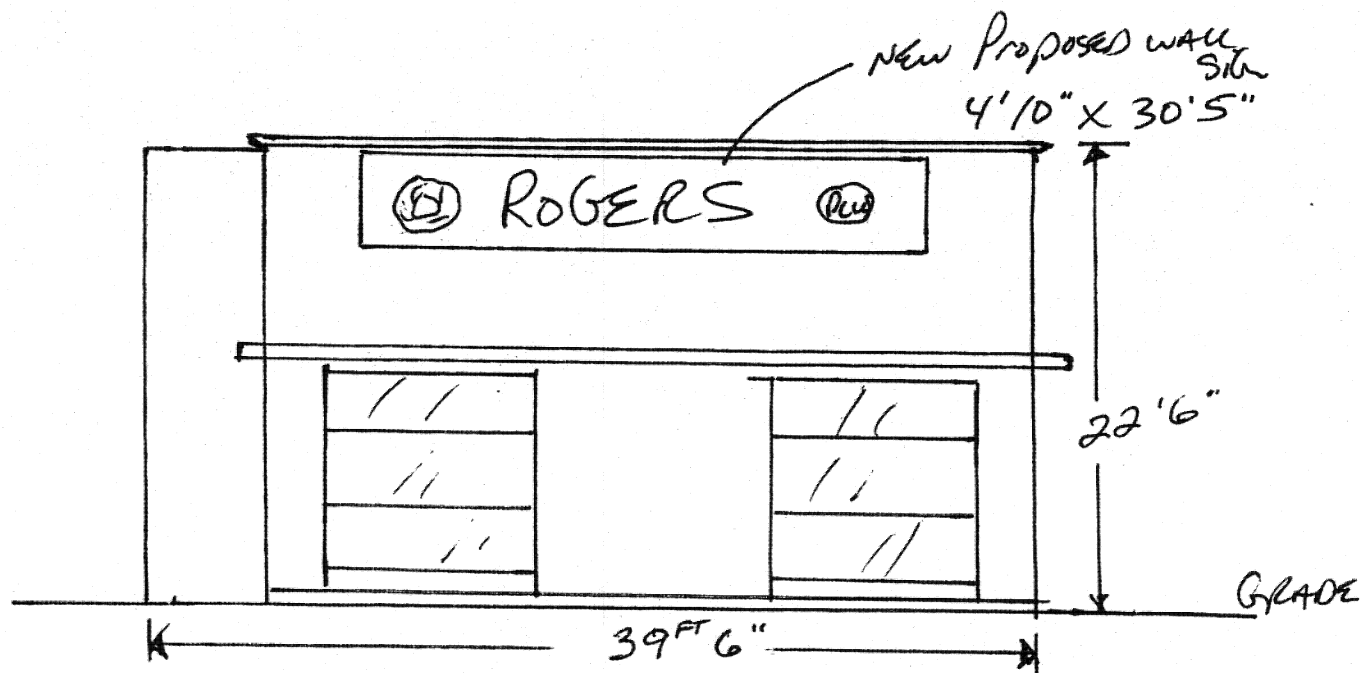
Yours truly,


James Burrell
Project Manager – Pattison Sign Group

JDB:jb

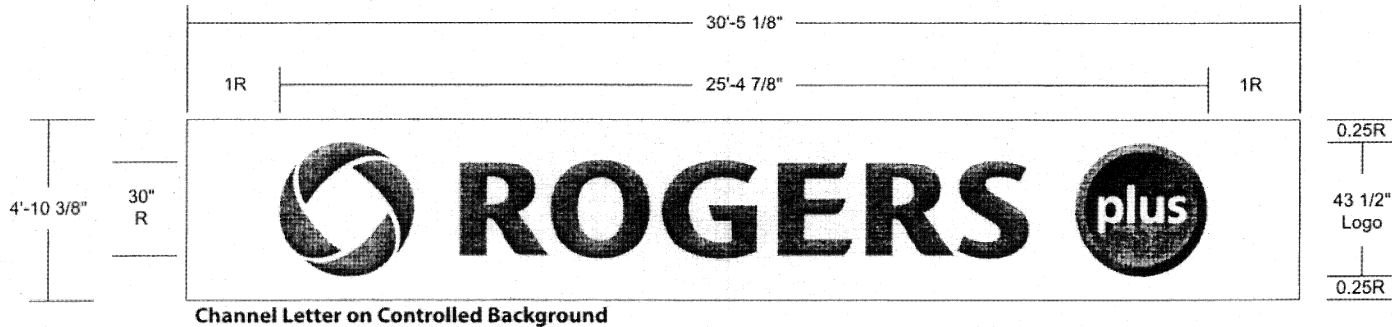
Pattison sign Group – 555 Ellesmere Road Scarborough ON Canada M1R 4E8
Tel (416) 759-1111 Fax (416) 759-1087





NORTH ELEVATION

ROGERS PLUS
2116 BURKHAMTHORPE RD NW
MISSISSAUGA ONT
SOUTH COMMON MKT
NORTH ELEVATION



Manufacturing:
Face height of graphics is controlled dimension.

Specifications:

Supply & install new illuminated Rogers Plus signage
Controlled background cabinet fabricated aluminum painted to match brushed aluminum
White 2447LD diffuser acrylic faces
Rogers Brand - 3M 3630-73 dark red vinyl face applied
Rogers Brand - Tetra Max Red LED illumination
Plus Logo - digital image with "plus" kiss cut out and applied
Plus Logo - Tetra Max White LED illumination
5" deep aluminum returns brushed aluminum
Gemini 1" red trim cap retainer
Thru-wall installation with remote power supply
Final dimensions subject to technical site survey

Colours:



- ☐ White 2447LD diffuser acrylic faces
- ☒ 3M 3630-73 dark red vinyl
- ☒ Plus logo digitally printed with "plus" kiss cut out
- ☐ Returns brushed aluminum
- ☒ Gemini 1" red trim cap retainer
- ☐ Controlled background painted to match brushed aluminum
- ☒ GERDMX56 Red Tetra Max / GEPS12-60 Power Supply
- ☐ GEWHMX56 White Tetra Max / GEPS12-60 Power Supply



Before



After



555 Ellesmere Road
Toronto, Ontario, Canada M1R 4E8
www.pattisonsign.com

Tel (416) 759-1111
Fax (416) 759-4965
Toll Free 1-800-268-6536

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

NORTH CCEA 2008

Job No.

Vantage #:
Date: 6-June-08
Design #: 08-0891
Scale: 1/4"=1'-0"
Sales: P.B. / L.M.
Designer: A.L.

Rev. #:
Date:

☐ **Conceptual artwork only**
☐ **Master Dwg**

Electrical Requirements

☒ 120V ☐ 347V
☐ Other _____

Customer Approval

Date _____

ROGERS
SOUTH COMMON
2116 Burhamthorpe Rd. W.
Mississauga, ON

Sheet

313

Reference

E02



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 27, 2009

FILE: 08-01136

RE: Starbucks Coffee
5067 Dixie Road-Ward 5

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

Section 13	Proposed
Pre-menu board is not permitted for a commercial undertaking at a service station.	One (1) pre-menu board for a commercial undertaking at a service station.

COMMENTS:

The proposed variance does not comply with the Ontario Building Code which requires that “no sign face shall be erected within 600 mm of the vehicular travelled portion of a private lane/roadway unless the minimum vertical distance between grade and the bottom of the overhanging sign face is at least 4.25 m” (3.15.5.2(2)). The Planning and Building Department therefore can not approve the variance.

September 24, 2008

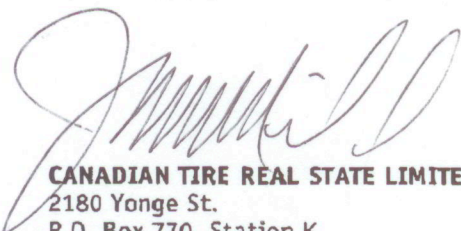
The City of Mississauga
Planning & Building Department
300 City Centre Drive
Mississauga, ON L5B 3C1
Phone: (905) 896-5619
Fax: (905) 896-5638

Planning Staff,

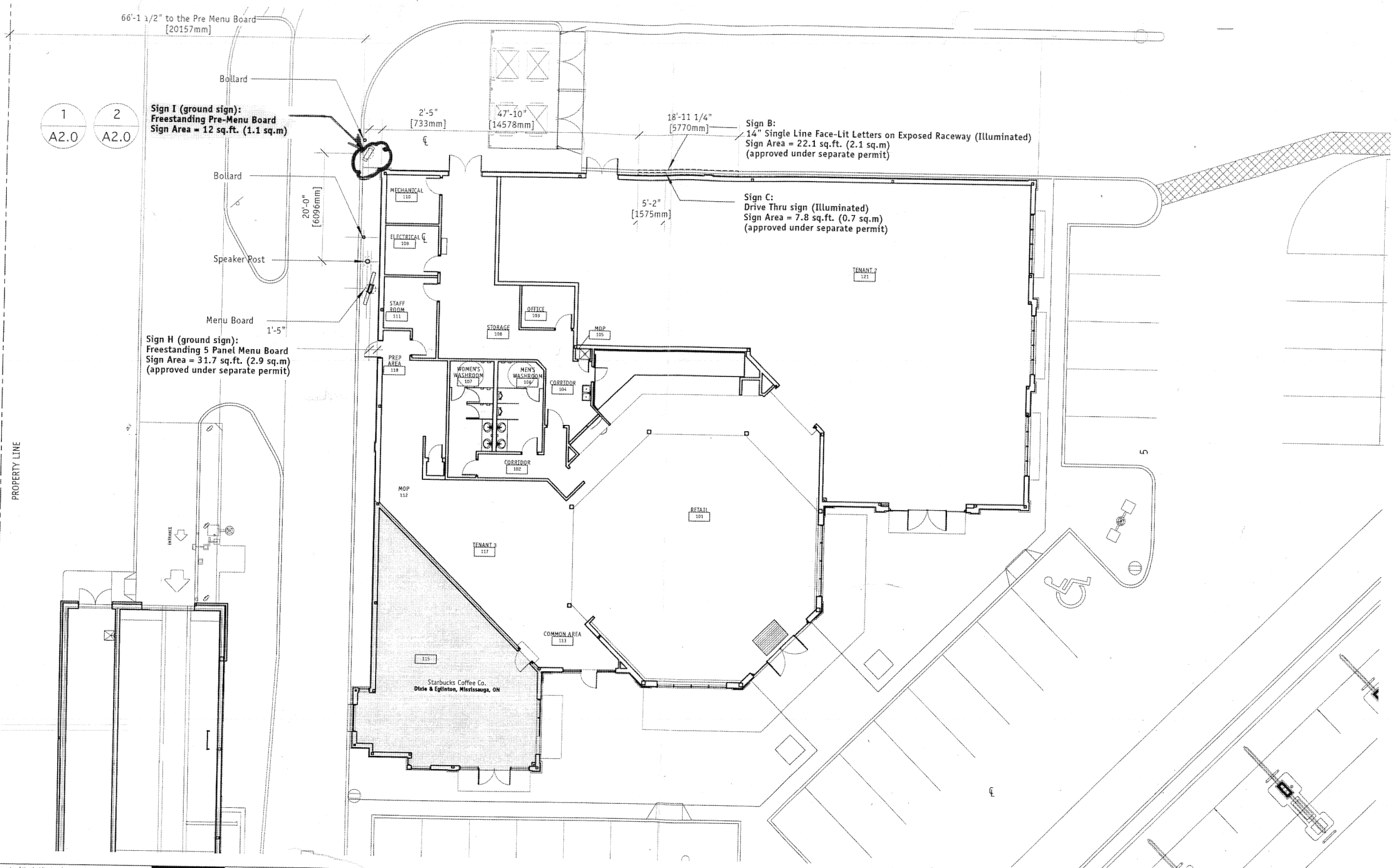
I the undersigned, as a representative of the owner of the property known municipally as 5067 Dixie Road, hereby authorize the firm of Daniel Johnson Architect Inc. to act as Agent with respect to the application for Sign Variance/ Permit on 5067 Dixie Road in Mississauga, ON. Daniel Johnson Architect Inc. has been retained by Starbucks Coffee, which is the tenant of an end cap unit.

A sign variance was requested for the Pre-Menu Board, which is located on the North rear side of this property. Starbucks provide Drive-Thru services; therefore a Pre-Menu board is required in order to reduce waiting times for customers and to increase visibility to vehicular traffic. By having a pre-menu board, traffic circulation can be improved and better services can be provided. Based on these reasons, we hope that the provided documentation can be sufficient to support a recommendation in favour of approving the requested Sign Variance.

Sincerely,
JOHN MIROSLAVIC



CANADIAN TIRE REAL STATE LIMITED
2180 Yonge St.
P.O. Box 770, Station K,
Toronto, ON M4P 2V8
P: 416-480-3880
F: 416-480-3990



This drawing is the property of the Architect and may not be used or reproduced without expressed approval.
The Contractor shall verify all levels and dimensions on site and report all discrepancies to the Architect before beginning work.
Do not scale the drawings. Use figured dimensions only.
The Contractor shall be responsible for any changes made to the drawings without the Architect's approval.

Architect

Daniel Johnson
Architect Inc.

90 Richmond Street East
Suite 100, Toronto, ON
M5C 1P1

Ph 416-920-0040
Fx 416-920-4499
djohnson@j-n-arch.com

01 30.04.08 For Sign Permit

Project

Starbucks Coffee
Dixie & Eglinton
Proposed Signage
5067 Dixie Road, Mississauga, ON L4W 5S6

Drawing

Context Plan

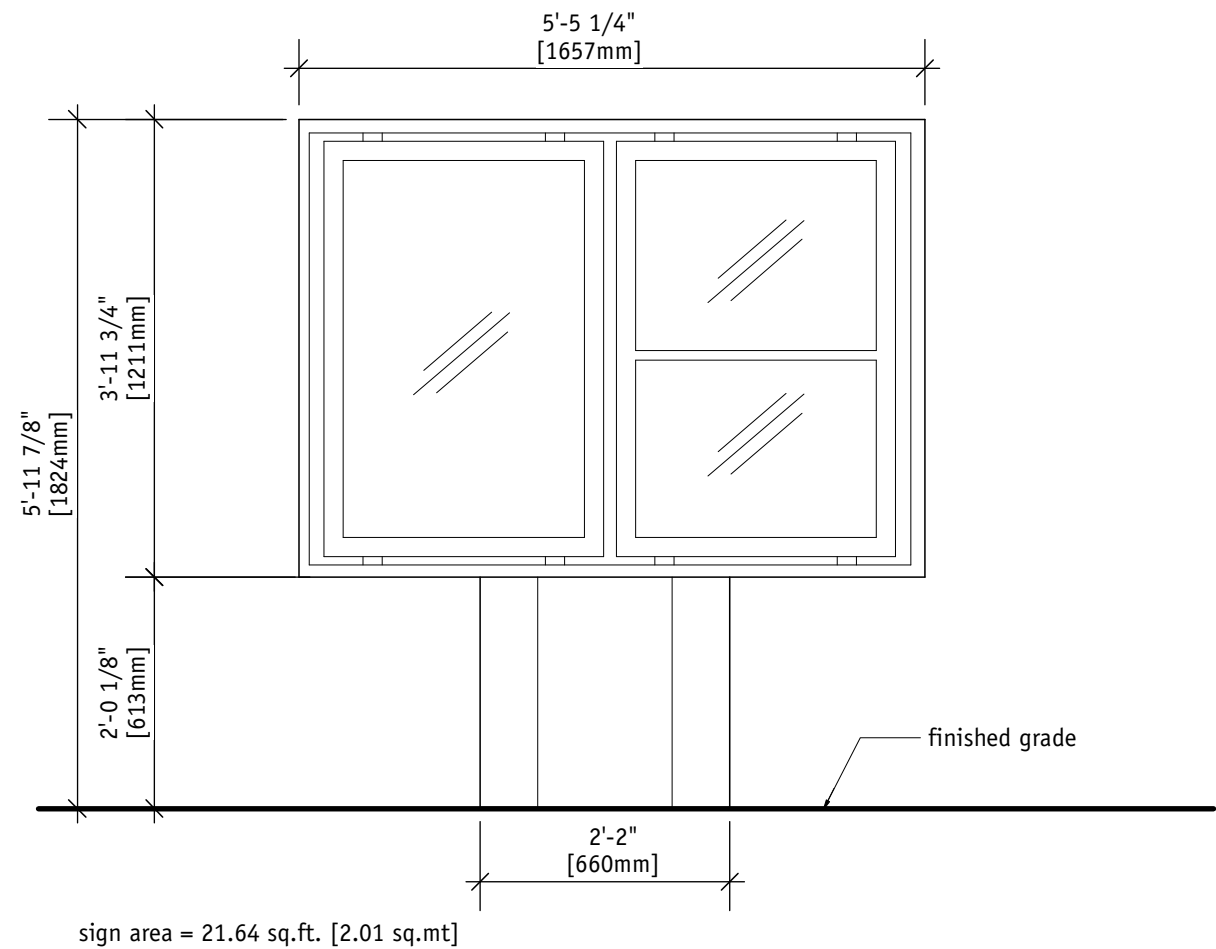
Scale: Apr 2008

Drawn by: TS

Reviewed by: DJ

Project No.: 2005-056

A1.0



1
A2.0

Pre-Menu Board
Scale: 1:20