Clerk's Files





Originator's Files

BL.03-SIG (2009)

DATE:	March 10, 2009		
TO:	Chair and Members of Planning and Development Committee Meeting Date: March 30, 2009		
FROM:	Edward R. Sajecki Commissioner of Planning and Building		
SUBJECT:	Sign By-law 0054-2002, as amended Sign Variance Applications		
<b>RECOMMENDATIONS:</b>	<ul> <li>That the Report dated March 10, 2009 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:</li> <li>1. That the following Sign Variances <b>be granted</b>:</li> </ul>		
	<ul> <li>(a) Sign Variance Application 08-03165</li> <li>Ward 1</li> <li>6385273 Canada Inc.</li> <li>1440 Hurontario Street</li> <li>To permit the following:</li> </ul>		
		(i)	An illuminated sign with an area of 0.97 sq. m. (10.44 sq. ft.).
		(ii)	One (1) ground sign setback 0.4m (1.3 ft.) from the property line and 2.37m (7.78 ft.) from a driveway entrance/exit.

(b) Sign Variance Application 09-03681
 Ward 8
 Amica Mature Lifestyles Inc.
 4620 Kimbermount Ave.

To permit the following:

- (i) Three (3) ground signs.
- (c) Sign Variance Application 08-03527
   Ward 11
   Direct Mazda
   2290 Battleford Road

To permit the following:

- (i) Two (2) fascia signs located on a performance wall.
- 2. That the following Sign Variances **not be granted**:
  - (a) Sign Variance Application 08-01253
     Ward 7
     Cracovia Square Medical Dental
     160 Dundas Street East

To permit the following:

- (i) Six (6) fascia signs located on the second storey of the building.
- (b) Sign Variance Application 08-03315
  Ward 7
  Centre City Medical
  3085 Hurontario St., Unit 204

To permit the following:

- (i) Two (2) signs located on the side of the building (south elevation) that is not a building façade.
- (ii) Three (3) fascia signs installed on the second storey of the office building.

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.
<b>COMMENTS</b> :	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 <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:	6385273 Canada Inc. Appendix 1-1 to 1-5 Amica Mature Lifestyles Inc. Appendix 2-1 to 2-8 Direct Mazda Appendix 3-1 to 3-7 Cracovia Square Medical Dental Appendix 4-1 to 4-9
	Centre City Medical Appendix 5-1 to 5-7

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

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March 10, 2009

**FILE:** 08-03165

RE: 6385273 Canada Inc. 1440 Hurontario Street - Ward 1

The applicant requests the following variance to section 12 of the Sign By-law 0054-2002, as amended.

Section 12	Proposed
An address sign in the Mineola Special Sign	An illuminated sign with an area of 0.97 sq. m.
District must be non-illuminated with an area	(10.44 sq. ft.).
not exceeding 0.09 sq. m. (0.97 sq. ft.).	
Section 12	Proposed
A ground sign in the Mineola Special Sign	A ground sign with 0.4m (1.3 ft.) setback from
District shall have a minimum setback of	the property line and 2.37m (7.78 ft.) from a
1.5m (4.92 ft.) from the street line and 3m	driveway entrance/exit.
(9.84 ft.) from a driveway entrance/exit.	

#### **COMMENTS:**

Sign By-law 0054-2002, as amended does not permit illuminated address signs. However, a number of sign variances have been approved for signs in the Mineola Special Sign District having backlit cut out lettering.

The proposed sign is well designed and only slightly over the sign area permitted. The other variance for the placement of the sign is needed to deal with the obstruction of the sightlines by a large maple tree.

The Planning and Building Department therefore finds the variances acceptable from a design perspective.



**APPENDIX 1-3** 



DEVELOPMENT AND LAND USE CONSULTANTS

A division of 1321936 Onterio Inc.

November 20, 2008

City of Mississauga 300 City Centre Drive Mississauga, ON L5B 3C1

Attn: Chris Nagy Building Department

Dear Mr. Nagy,

Re: Sign Permit Application 1440 Hurontario Street City of Mississauga

Further to the submission of our application for a building permit and sign variance application, please find attached a letter of authorization for David Brown Associates. Further, please accept this letter as our rationale for the variance request.

The site plan submitted with the application shows the location of the proposed sign. There is a large maple tree located at the north easterly corner of the property at the front property line. This tree provides a significant visual screen of the driveway and existing temporary sign for southbound traffic. A significant volume of the traffic that attends at the business located at the property approaches the site from the north. Therefore, when approaching the site it is very difficult to identify the property until you are past the large maple tree and then there is insufficient time to respond and access the site. The proposal to move the sign forward on the site will improve the sight line and enable persons attending the property to identify the location sconer and react in a safe manner with sufficient time to brake and access the site.

It is the desire of the property owner to maintain the large maple tree and allowing the sign to be moved forward on the site will ensure that can happen. In respect to the surrounding area and the character of other signs erected in the area it appears that the proposed sign will be in keeping with the established character and therefore relief being sought is minor in nature in our opinion and appropriate in this instance.

I trust that you will find everything in order and should you have any questions please do not hesitate to contact me at 905 403 0100.

Yours Truly, David Brown Associates

David A. Brown

attachment

1900 Dundas Street West, Suite 245, Mississauga, ON L5K 1P9 Phone: 905 403 0100, Fax: 905 822 9349 e-mail: davidbrown@on.aibn.com







March 10, 2009

**FILE:** 09-03681

RE: Amica Mature Lifestyles Inc. 4620 Kimbermount Ave. – Ward 8

The applicant requests the following variance to section 12 of the Sign By-law 0054-2002, as amended.

Section 12	Proposed
An apartment house is permitted to have one	Three (3) ground signs.
(1) ground sign.	

#### **COMMENTS:**

The Sign By-law only permits one ground sign for a senior's retirement residence property. However, this complex is located on a corner property (Eglinton Avenue West and Winston Churchill Boulevard) and requires identification of the business from both streets. As the ground signs are smaller than the height permitted in the Sign By-law, a third sign placed at the corner of the property, has been requested due to large frontage along Eglinton Avenue West. The signs are well designed and they blend well into the landscape of the property. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2009 PDC Signs\09-03651\01-Report.doc Mark Toliao - x5599





January 26, 2009

A M I C A Mature Lifestyles

Mr. Mark Toliao City of Mississauga Sign Unit – Planning and Building Division 9<sup>th</sup> Floor 300 City Centre Drive Mississauga, ON L5B 3C1

Dear Mr. Toliao:

I understand from John Hooper, General Manager of Amica at Erin Mills, that you need to know why Amica needs the signage that is in place for the property. We require the signage because it both advertises who we are, a senior's retirement residence, and also where we are located.

This letter will also serve as our written consent that we allow the signs to be located on our property.

As one of the directors of Amica (Erin Mills) Corporation, I can be considered one of the property owners for your purposes.

If you require any additional information, please do not hesitate to contact me at (604) 630-3473.

Sincerely,

Douglas G. Allen Chief Financial Officer

DA/ef

Copy: J. Hooper, G.M., Amica at Erin Mills

Amrea Mature Lifestyles (ne.

10th Floor, 1111 Melville Street, Vancouver, British Columbia Canada V6E 3V6 TEL 604.608.6777 FAX 604.608.6717 WEB www.amica.ca  $(0, -1) = \frac{1}{2} \sum_{i=1}^{n} (x_i + 1) \sum_$ 













	<b>APPENDIX 2-8</b>
AIL "A" NE DISPLAY IS A D/F GRAPHICS ON BOTH SIDES (SIGN #3) WO DISPLAYS ARE S/F GRAPHICS ON ONE SIDE WITH CLEAN BACKS (SIGNS #1 & #2)	(ELECTRICAL / PERMIT SPECS) WEIGHT: 215 Ibs COPY AREA:20 % VALUE: \$100 VA:365         CIRCUITS: ONE 15 AMP / 120v         ONE 572 BALLAST @ 34 AMPS         5 - F48 T12 LAMPS         DATE:         REVISIONS:
AIL	2821 HUNTINGTON PLACE PORT COQUITLAM, BC. V3C 4T3 PH: (604) 525–1211 FAX: (604) 941–8496 EMAIL: info@imperialsign.com
€137 EUROPEAN " CLEAR LEXAN ATCH MOSS MIST (131–A1) 2.	THIS DRAWING, ITS PRINTS AND ALL PARTS THEREOF ARE AND SHALL REMAIN THE SOLE PROPERTY OF IMPERIAL SIGN CORPORATION. AND MAY NOT BE REPRODUCED OR USED FOR ANY PURPOSE WITHOUT WRITTEN CONSENT PROJECT: ERIN MILLS (AMICA) 4620 KIMBERMOUNT AVENUE MISSISSAUGA, ON. TWO NEW 4'-11 3/4" × 7'-6" S/F FREESTANDING DISPLAYS ONE NEW 4'-11 3/4" × 7'-6" D/F FREESTANDING DISPLAY PROV. CERTIFICATE #11104625 CSA. #LL48748 Date: 0CT. 12/01 Design #: 01-8935
	Scale:         1/2"=1'-0"         Drawn by:         MB           Dwg:         D.1         Sheet:         1           JOB No:         ON01-2848C(C)



March 10, 2009

**FILE:** 08-03527

RE: Direct Mazda 2290 Battleford Road - Ward 11

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 a building	Two (2) fascia sign located on a performance
façade.	wall.

#### **COMMENTS:**

The proposed variance is for two fascia signs on a performance wall which is design feature of the building. Under the Sign By-law, a performance wall is not considered a building façade.

The purpose of the performance wall is to accommodate the building signage. The proposed fascia signs in combination with the performance wall, are part of the overall design of the building and therefore is acceptable from a design perspective.



December 16, 2008

To: Members of the City of Mississauga Planning and Development Committee

Re: Variance request from the City of Mississauga Sign By-law 54-02 to permit two 2.38 square metre (25.61 sq. ft.) fascia signs (Mazda and logo) on the north and south elevations of a "performance wall" at 2290 Battleford Road.

We are asking for relief from the provisions of the Mississauga Sign By-law 54-02 which restricts fascia signs to the building facade. The property in question is on the west side of Battleford Road, east of Erin Mills Parkway and north of Britannia Road.

The proposed signs are moderate in size  $(2.38 \text{ m}^2)$  each and are to be located at the top of a "performance wall" which is a designed structural wall element that is a main feature of the aesthetic design of the building facade.

The signs will be visible to traffic on Battleford Road.

The signs complement the signage package for the Mazda dealership and are not out of character for the area.

We are respectfully asking for your consideration in this matter.

Yours truly,

Robert Maining Permit Co-ordinator – Provincial Sign Systems on behalf of Direct Mazda

#### **APPENDIX 3-4**





#### **APPENDIX 3-6**



#### **APPENDIX 3-7**



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March 10, 2009

**FILE:** 08-01253

RE: Cracovia Square Medical Dental 160 Dundas Street East - Ward 7

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

Section 13	Proposed
Fascia signs shall be located no higher than	Six fascia signs located on the second storey of
the upper limits of the first storey of a	the building.
building.	

#### **COMMENTS:**

In 2007, the Cracovia Square building received a Mississauga Urban Design Award of Merit for Innovation. The proposed signs are quite large and combined together, dominate the building façade. The applicant should remove the proposed tenant signs and place them on their own unit, if permitted by the Sign By-law. Alternative design solution for these signs may be necessary to be inkeeping with the design of the building. The building identification sign can remain as proposed, if the tenant signs are relocated. The Planning and Building Department can not support the sign variance application from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2009 PDC Signs\08-01253\SIGN VARIANCE APPLICATION REPORT.doc



#### **Rationale for Sign Variance Application**

Date:	December 18, 2008	
Reference:	Mississauga Sign/Variance Code No: 08-1253 (May 12, 2008)	
Property:	160 Dundas Street, East Mississauga, Ontario, L5A 1W4	
Owner:	Jerzy (George) Piszczek, Cracovia Square Inc.	

Sunset Neon is acting on behalf of property owner Cracovia Square Inc. (Cracovia), for this variance application. Cracovia's authorization letter, naming Sunset Neon as the applicant, is included with the support documents submitted with the variance application.

The property is a three-storey building that is designed as a "medical centre". The original sign & building permit application (08-1253) was for a sign identifying the building as "Cracovia Square Medical Dental". The proposed location of the sign was at the third floor level on both the north (front) and south (rear) elevations. That application was denied and Cracovia has elected to proceed with a variance application.

Since Cracovia's original permit application was submitted, the Tenants requested signage be installed to identify and support their respective businesses. Signage for Whole Life Chiropractor and Cracovia Dental are included as part of the variance application. The proposed location of their signs will be below the building identity sign on both the front and rear elevations.

The other tenant, ParmaCity, received sign permit 08-2454 from Mississauga and that sign is installed. It is not part of this sign variance application. However, the support documents show the location of the ParmaCity sign.

The delay from notification from Mississauga that the sign/building permit was not approved, to submitting this variance application, was due to negotiations between the Tenants and Cracovia related to what signage would be allowed on the building. A notification to place the sign/building application on "hold" was submitted to Mississauga on Sept 12, 2008.

The purpose of the signs is to identify the building and the function of the occupants. Limiting the size and location of the signs would not meet Cracovia's intent nor provide needed support to Cracovia's tenants.

Businesses depend on advertising to flourish and become successful. Therefore we respectively request that his variance be approved.

Thank you,

ao

George Gregorian, as Applicant On behalf of Cracovia Square Inc. and Sunset Neon Ltd.





#### **APPENDIX 4-7**



Front Elevation

NORTH ELEVATION

Scale: 1/8"=1'

Qty. 1 each

1.5

Revisions: 11.20.08	Approved By:



SOUTH ELEVATION



Cracovia Dental **Proposed Views** 



Scale: 3/8"=1' Qty. 2 Sets

Revisions: 04.18.08	Approved By:	Cracovia Sq Channel Let 160 Dundas mississauga	ters Street East
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#### **APPENDIX 4-9**







March 10, 2009

**FILE:** 08-03315

RE: Centre City Medical 3085 Hurontario St., Unit 204 – Ward 7

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

Section 13	Proposed
A fascia sign in the Cooksville Special Sign	Two (2) signs located on the side of the
District is permitted a maximum sign area	building (south elevation) that is not a building
equal to 15% of the building facade of the	façade.
first storey for each occupancy.	
Section 17	Proposed
A fascia sign shall be located no higher than	Three (3) fascia signs installed on the second
the upper limit of the first storey of a	storey of the office building.
building.	

#### **COMMENTS:**

The proposed signs are located on a complex which has numerous illegal signs placed on the building. In order to properly assess this variance application, the Planning and Building Department would require a comprehensive signage plan for the entire complex to deal with all of the illegal signs and to develop some type of signage order to the building. The Planning and Building Department therefore can not support the sign variance application at this time.



#### **APPENDIX 5-3**

# EQB Ltd.

June 6, 2008

City of Mississauga, Building Division 300 City Centre Drive Mississauga, Ontario L5B 3C1 Tel: 905-615-4046 Fax: 905-896-5638

RE: Letter of Rationale: Second Floor Signage, Dr. Santhakumar 3085 Hurontario Street, Unit 204

Dear Sirs/Madame:

Equity Builders Inc. has a strong interest to have signage at Dr. Santhakumar's offices. The three signs will improve the overall business for Dr. Santhakumar and therefore generating more traffic to our location. This type of signage also encourages long term Landlord and Tenant relationship where everyone is able develop lasting business contacts without the worry of frequent unit turnovers and business uncertainty.

It is important for a family physician to have visibility to the public and people have to recognize and find the offices easily. The signs requested would provide the public with an ease of identifying and locating his practice and have proven to bring in new clients to his place of business.

With the application of a sign variance and building/sign permit, all the requirements of the city of Mississauga will be met.

Should you require additional information, please contact the undersigned.

Sincerely Ksh Singh 3085 Hurontario Street Joint Venture EQB Ltd., Authorized Agent



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Permit/ Sign Variance

3085 Hurontario St.

Mississauga, ON,

**Decorative Signs** 

276 Elgin Mills Rd. W.

Richmond Hill, ON.

Cell: 416- 473-5565

Saeed Akhavan

Location:

L5A 4E4

**Designer:** 

L4C 4M2

JAN.06/2009

**Page:** 1 of 4

**ELEVATIONS** 

Date:



### SIDE ELEVATION

276 Elgin Mills Rd. West Richmond Hills, ON, L4C 4M2 Tel: (416) 473-5565

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# CENTRE CITY MEDICAL CLINIC DR. V. SANTHAKUMAR & ASSOCIATES (905) 273-6895

## VINYL GRAPHICS ON 3/16" ACRYLIC FACE



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# APPENDIX 5-7-PROPOSED FACIAL SIGNS

Permit/ Sign Variance

#### Location:

3085 Hurontario St. Mississauga, ON, L5A 4E4

#### **Designer:**

Decorative Signs Saeed Akhavan 276 Elgin Mills Rd. W. Richmond Hill, ON. L4C 4M2 Cell: 416- 473-5565

#### Date:

Dec.02/08

Page: 3 of 4 FRONT DETAILS



276 Elgin Mills Rd. West Richmond Hills, ON, L4C 4M2 Tel: (416) 473-5565