



Corporate Report

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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

RECOMMENDATIONS: 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:

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

- (a) Sign Variance Application 08-03165
Ward 1
6385273 Canada Inc.
1440 Hurontario Street

To permit the following:

- (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 *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:**
- 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



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 10, 2009

FILE: 08-03527

RE: Direct Mazda
2290 Battleford Road - Ward 11

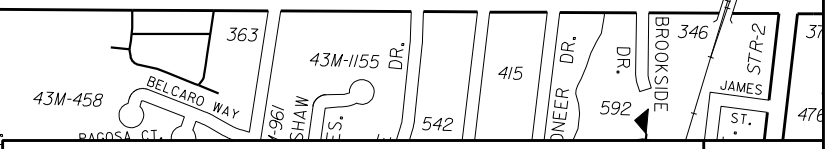
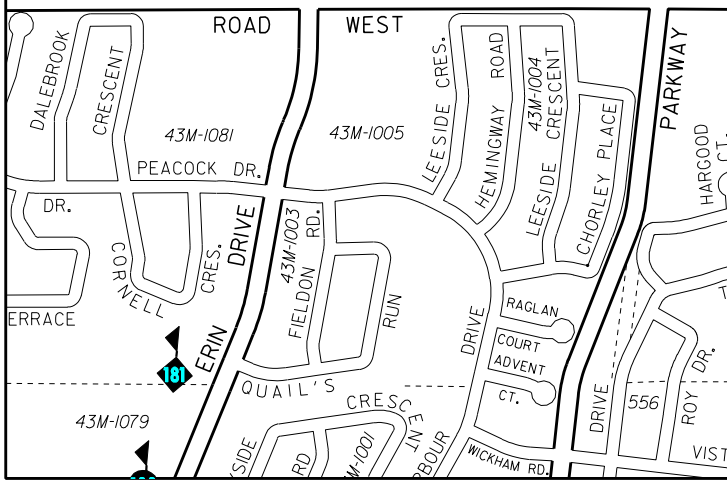
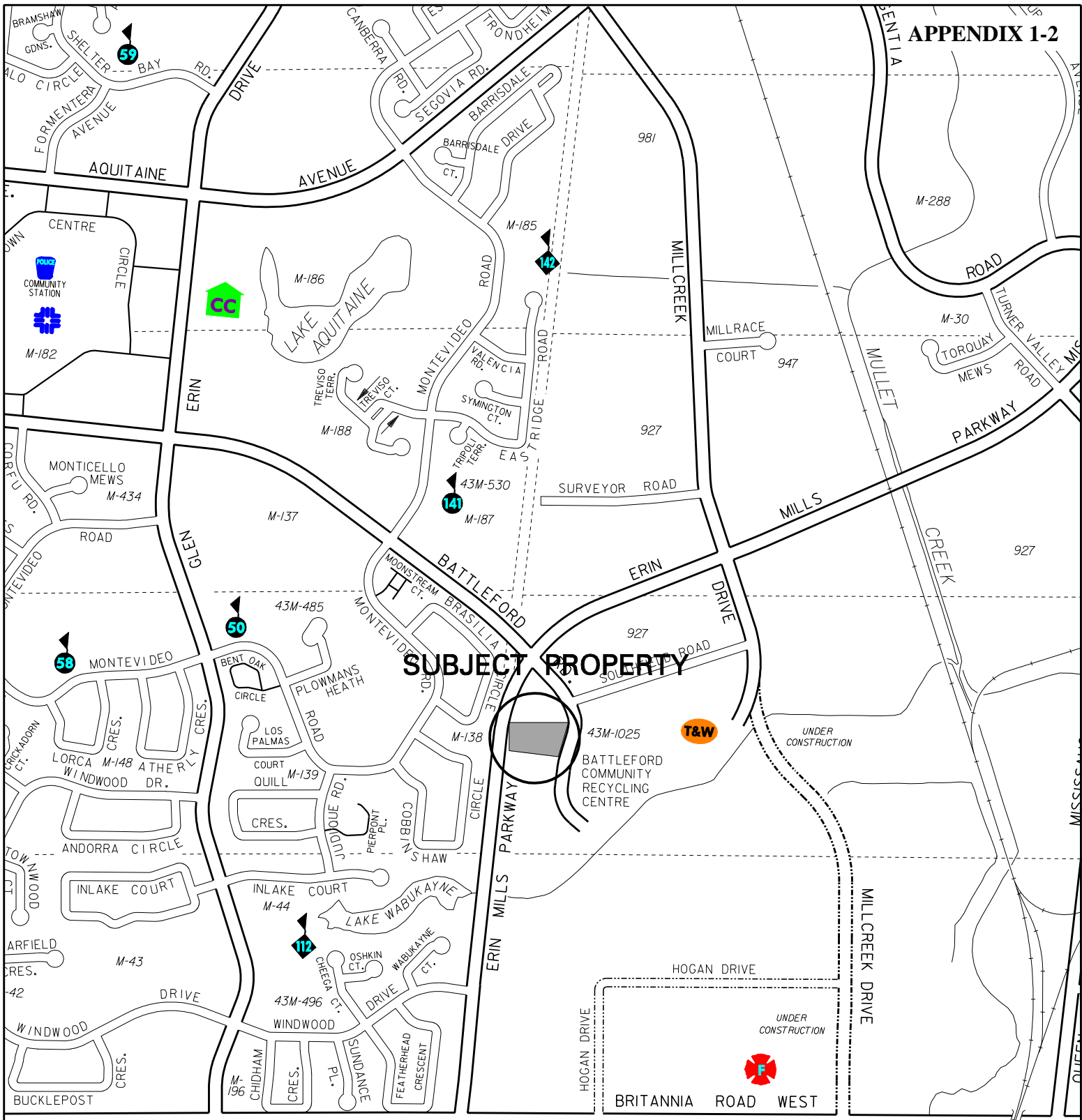
The applicant requests the following variance to section 13 of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A fascia sign must be located a building façade.	Two (2) fascia sign located on a performance wall.

COMMENTS:

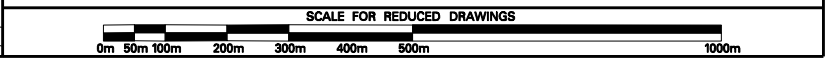
The proposed variance is for two fascia signs on a performance wall which is design feature of the building. Under the Sign By-law, a performance wall is not considered a building façade.

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.



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 Planning & Building, Sign Unit

2290 Battleford Road
 File # 08-03527
 Direct Mazda



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.

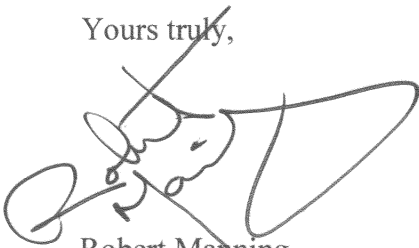
The proposed signs are moderate in size (2.38 m²) each and are to be located at the top of a "performance wall" which is a designed structural wall element that is a main feature of the aesthetic design of the building facade.

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,

A handwritten signature in black ink, appearing to read 'Robert Manning', written over a horizontal line.

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

