



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2009)

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**DATE:** April 14, 2009

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: May 4, 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 April 14, 2009 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested one (1) Sign Variance Application described in Appendix 1 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 09-03841  
Ward 9  
Orlando Corporation  
7330 Mississauga Road

To permit the following:

- (i) Two (2) ground signs fronting Mississauga Road.
- (ii) Two (2) ground signs fronting Mississauga Road not displaying the municipal address.

**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 one (1) Sign Variance Application (see Appendix 1) for approval by Council. The 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:**

Orlando Corporation  
Appendix 1-1 to 1-10

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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**

April 14, 2009

**FILE:** 09-03841

**RE: Orlando Corporation**  
**7330 Mississauga Road - Ward 9**

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**The applicant requests the following variances to sections 13 and 16 of the Sign By-law 0054-2002, as amended.**

<b>Section 13</b>	<b>Proposed</b>
One (1) ground sign permitted for each street line.	Two (2) ground signs fronting Mississauga Road.
<b>Section 16</b>	<b>Proposed</b>
Ground signs located on the same street as the municipal address shall display the municipal address.	Two (2) ground signs fronting Mississauga Road not displaying the municipal address.

**COMMENTS:**

The Sign By-law only permits one ground sign for each street line and must display the municipal address on the sign. The proposed two ground signs are intended to provide a gateway feature into a business park complex.

The signs are well designed and they blend well into the landscape of the property. The Planning and Building Department therefore finds the variances acceptable from a design perspective. The proposed feature is consistent with the plans reviewed under Site Plan Application SP 07/193W9.



## ORLANDO CORPORATION

6205 Airport Road, Mississauga, Ontario L4V 1E3 Telephone: (905) 677-5480 Fax: (905) 677-2824

February 10, 2009

Jeff Grech  
Inspector, Sign Unit  
Planning and Building Department  
City of Mississauga  
300 City Centre Drive  
Mississauga, Ontario  
L5B 3C1

Dear Mr. Grech

**RE: Sign Variance Application  
Letter of Rational  
Proposed Orlando Corporation Entry Feature Sign  
Highway 407/Mississauga Road Business Park  
7330 Mississauga Road**

Orlando Corporation is proposing to construct two (2) permanent entry feature signs at the entrance to our Highway 407/Mississauga Road Business Park, located on the west side of Mississauga Road, south of Highway 407. It is my understanding that these entry feature signs are identified as ground signs by the City of Mississauga Sign Unit and as per the Sign By-Law 54-02, we are limited to one (1) ground sign per for each street line.

The two (2) proposed entry feature signs are intended to: identify our Business Park which contains three properties municipally known as 7330 Mississauga Road; and 7295 and 7300 West Credit Avenue; and to create a sense of entry addressing both direct and peripheral viewpoints, capturing both northbound and southbound visibility along a high speed, high volume and high profile road and intersection.

Although we are able proceed with the construction of one (1) on these features without the need for a variance, we feel that two (2) entry feature signs, as presented in our drawings, will create an attractive entrance to the Business Park and contribute to the overall prestige industrial character of the developments along Mississauga Road.

The entry feature signs will be constructed of precast concrete with a sandblasted finish and engraved lettering. The visual quality of the entry feature signs will be enhanced by the use berms and a high level of landscaping. The design and placement of the entry features have been reviewed and approved by City Planning Staff (subject to Sign Permit approvals) through the review of Site Plan Approval Application SP 07 193.

173305-1



Orlando Corporation has constructed similar entry features at the entrances to our Churchill Business Community in Brampton, located on the west side of Mississauga Road, between Highway 407 and Steeles Avenue. The entry features have greatly enhanced the overall appearance of the Business Park, creating a focal point and a sense of prestige and identification for both the Municipality and Orlando Corporation. Attached for your reference are photographs of our existing entry feature signs in the Churchill Business Community; an overall plan of the Churchill Business Community showing the locations of the entry features; and a reduced set of drawings of the entry feature sign proposal for the Mississauga Road/407 Business Park.

Trusting this information will assist the Planning and Development Committee in their review of the requested variance to permit an additional entry feature ground sign (for a total of two ground signs) along the Mississauga Road entrance to our Business Park. As outlined above, we feel that the requested variance is appropriate as two (2) entry feature signs, accompanied by the proposed landscaping, will create an attractive entrance to the Business Park and contribute to the overall prestige industrial character of the developments along Mississauga Road. Furthermore, it will assist in capturing both northbound and southbound visibility along a high speed, high volume and high profile road and intersection.

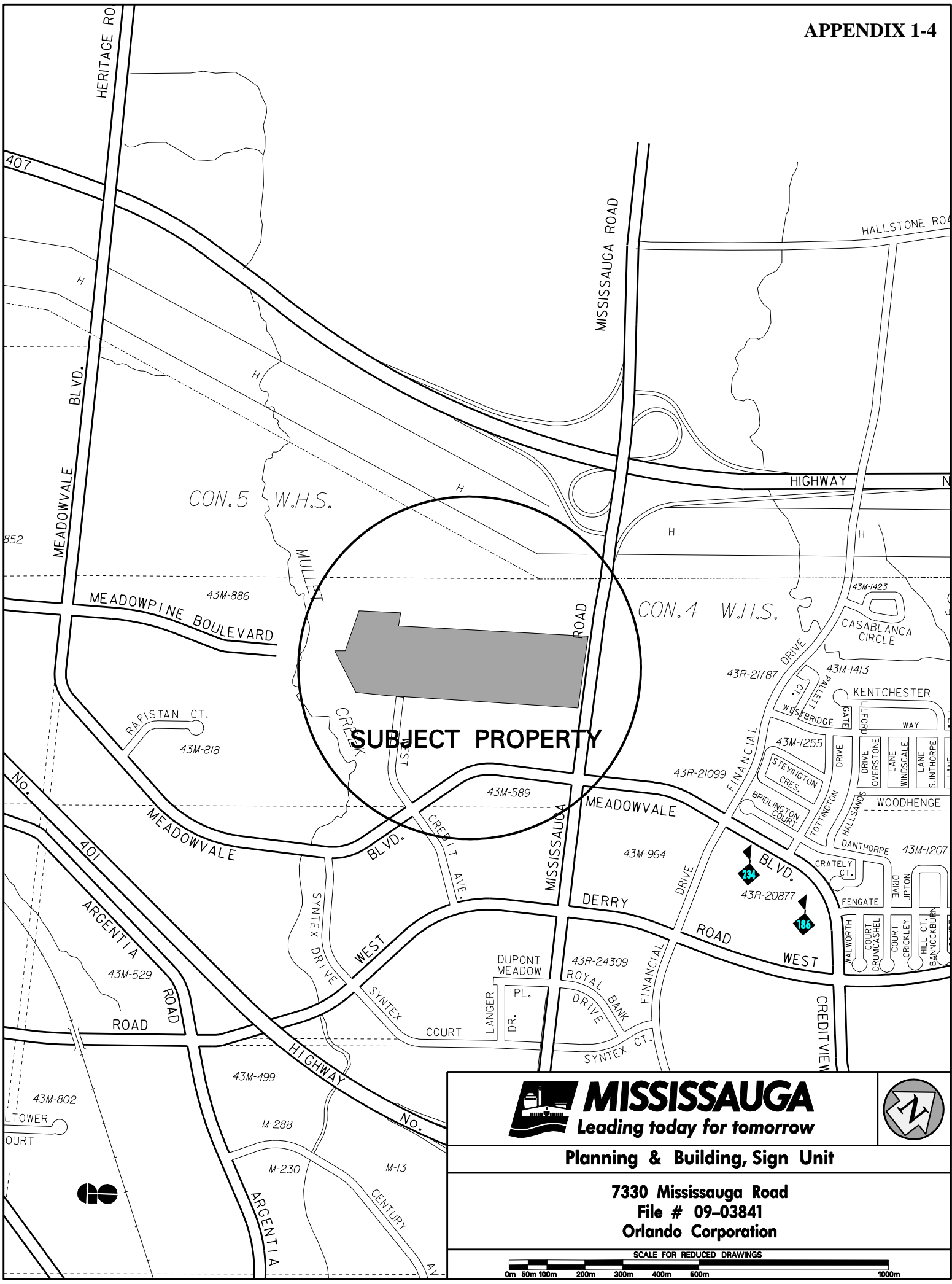
If you require any further information please contact me at (905) 677-5480.

Yours truly,

A handwritten signature in dark ink, appearing to read 'Lino Malito', is written over a horizontal line.

Lino Malito  
Development Manager  
ORLANDO CORPORATION

Attachments/



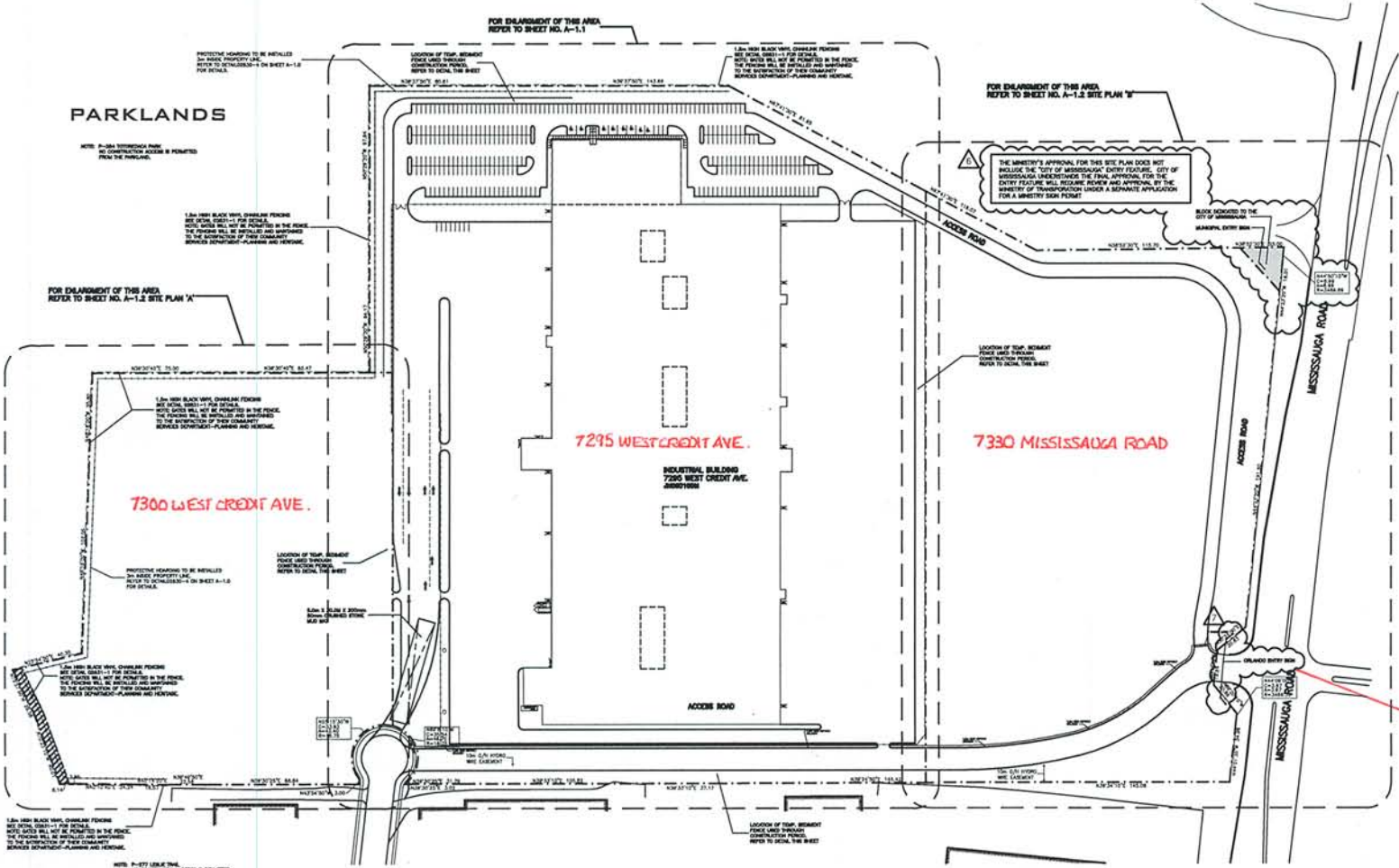
 **MISSISSAUGA**  
Leading today for tomorrow



**Planning & Building, Sign Unit**

**7330 Mississauga Road**  
**File # 09-03841**  
**Orlando Corporation**

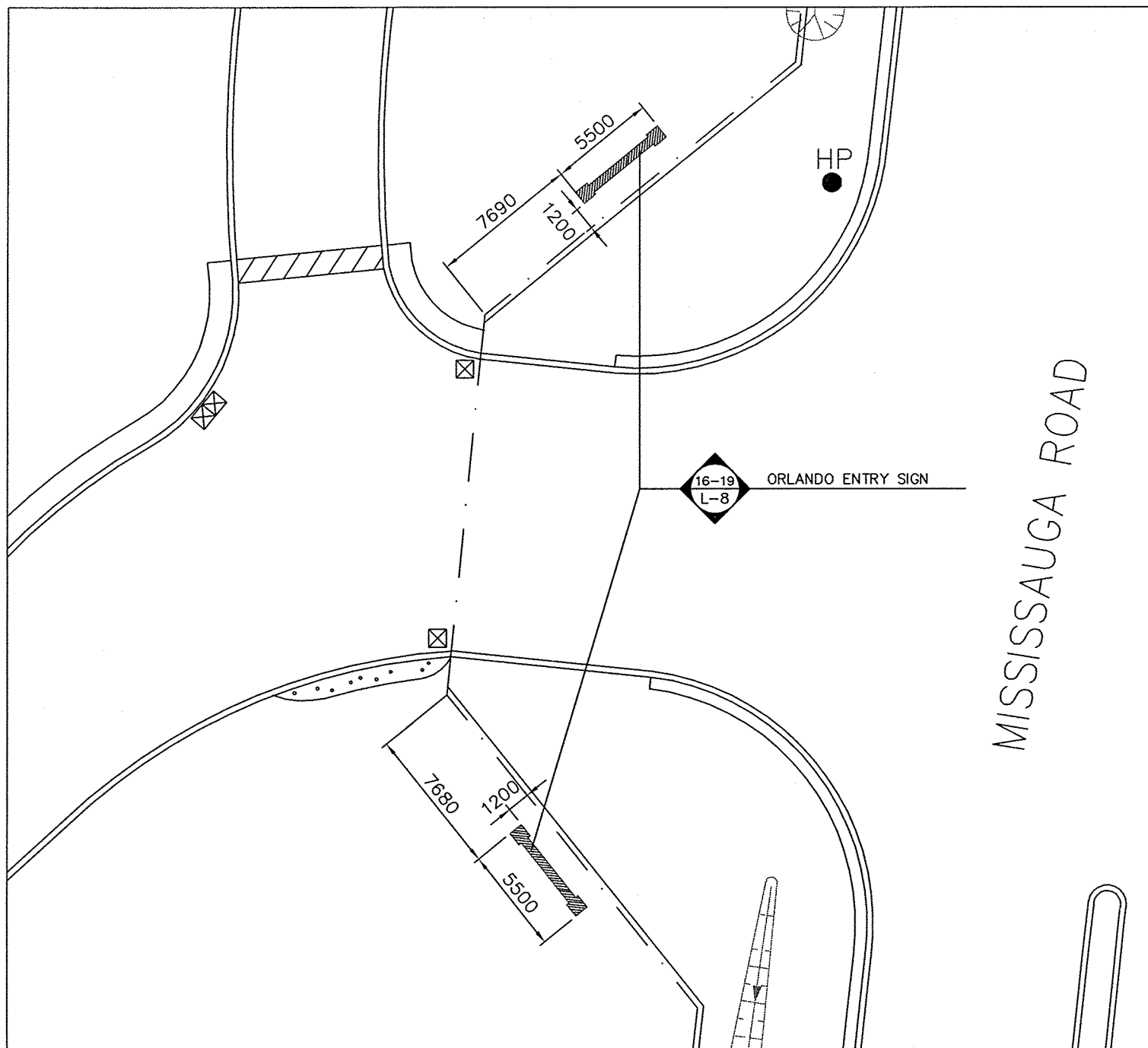




LEGEND		METRIC		IMPERIAL	
SITE AREA	NEW DEVELOPED AREA	11,801 m2	28,158 ACRES	118,010.12 m2	1,270,392 S.F.
	UN-DEVELOPED AREA	8,885 m2	21,428 ACRES	88,854.83 m2	1,094,065.84 S.F.
	DEDICATED LAND FOR CITY OF MISSISSAUGA AREA	0.021 m2	0.0078 ACRES	310.38 m2	3,340.86 S.F.
	TOTAL SITE AREA	21,717 m2	53,662 ACRES	217,172.19 m2	2,337,868.62 S.F.
GROSS FLOOR AREA					
(NON RESIDENTIAL)		METRIC		IMPERIAL	
BUILDING AREA		41,808.30 m2	481,112 S.F.		
DEDICATED AREAS					
SPRINKLER ROOMS		132.38 m2	1,425 S.F.		
MECHANICAL ROOM		278.70 m2	3,000 S.F.		
ELECTRICAL ROOMS		88.81 m2	1,040 S.F.		
TOTAL DEDICATED AREAS		500.89 m2	5,465 S.F.	2,888.86 m2	28,707 S.F.
OFFICE AREA - ADMINISTRATIVE				378.33 m2	4,061 S.F.
OFFICE AREA - SHIPPING & RECEIVING				36,387.29 m2	412,888 S.F.
WAREHOUSE AREA					
TOTAL BUILDING G.F.A.				41,808.30 m2	481,112 S.F.
1- GROUND FLOOR BUILDING AREA		41,808.30 m2	481,112 S.F.		
2- ASPHALT PAVED AREA		54,308.53 m2	600,021.80 S.F.		
3- TRUCKING AREA (3000 X 8000 X 87)		3,000.00 m2	32,890.20 S.F.		
4- LANDSCAPED AREA		118,858.79 m2	1,270,392 S.F.		
TOTAL FLOORS 1-4 ABOVE		118,010.12 m2	1,270,392 S.F.		
ZONING M1					
PARKING REQUIREMENTS SINGLE OCCUPANCY BUILDING					
1.8 CARS PER 100 m2 UP TO 2,325 m2 OF G.F.A.				37.20 CARS	
1.1 CARS PER 100 m2 FROM 2,325 m2 UP TO 8,300 m2 OF G.F.A.				78.73 CARS	
0.8 CARS PER 100 m2 FROM 8,300 m2 UP TO 41,808.30 m2 OF G.F.A.				182.80 CARS	
TOTAL PARKING REQUIRED				398.73 CARS	
HANDICAPPED PARKING REQUIRED (INCLUDED IN ABOVE)				8 CARS	
HANDICAPPED PARKING PROVIDED (INCLUDED IN TOTAL PARKING PROVIDED)				8 CARS	
TOTAL PARKING PROVIDED				307 CARS	
TRUCK LOADING SPACES REQUIRED				8 SPACES	
TRUCK LOADING SPACES PROVIDED				87 SPACES	

PROPOSED LOCATION OF ENTRY FEATURE SIGNS (SEE LANDSCAPE DRAWINGS FOR DETAILS)

BLOCK PLAN  
ORLANDO CORPORATION  
MISSISSAUGA ROAD / 407 BUSINESS PARK



3 ORLANDO CONCRETE ENTRY SIGN  
L-6 LAYOUT PLAN  
1:250





PRECAST CONCRETE COPING  
TO BE FASTENED WITH DOWELS

5mm DRIPLINE (TYP.)

THROUGH-WALL FLASHING  
COPPER FIBRENE (TYP.)

POURED CONCRETE  
30MPa IN 28 DAYS, 5-7%  
AIR ENTRAINMENT

REVEAL (50x50)

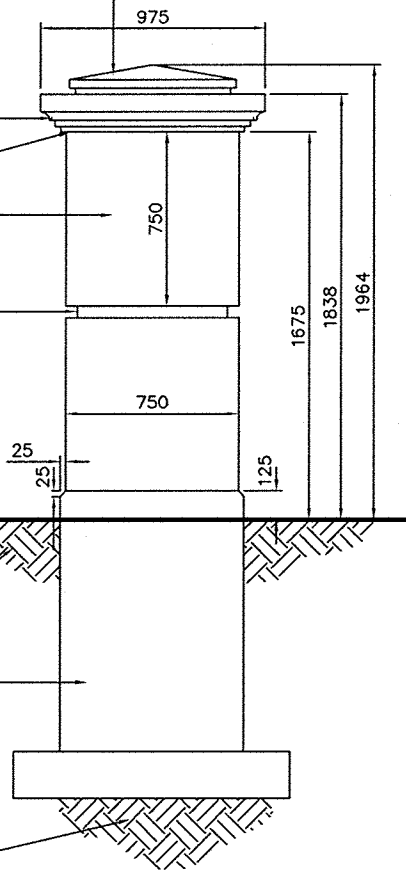
FINISHED GRADE

COMPACTED SUBGRADE  
TO 95% S.P.D.

POURED CONCRETE FOOTING  
30MPa IN 28 DAYS, 5-7%  
AIR ENTRAINMENT

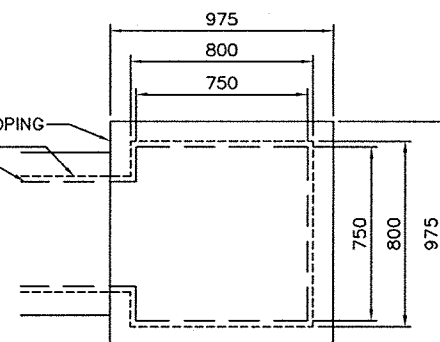
COMPACTED SUBGRADE  
TO 95% S.P.D.

SECTION

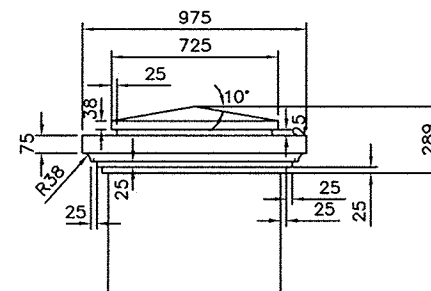


EDGE OF PRECAST CONCRETE COPING  
CONCRETE BASE  
CONCRETE WALL

PLAN



COPING DIMENSIONS



NOTE:  
CONTRACTOR TO PROVIDE SHOP DRAWINGS TO LANDSCAPE ARCHITECT FOR REVIEW & APPROVAL PRIOR TO CONSTRUCTION.  
DETAIL TO BE REVIEWED & APPROVED BY STRUCTURAL ENGINEER PRIOR TO CONSTRUCTION.

Drawing Title:

ORLANDO CONCRETE ENTRY SIGN-PILLAR

Scale:	Drawn:
N.T.S.	B.W.
Date:	Checked:
1993	D.J./P.M.

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Entry Feature Sign located on the southwest corner of Steeles Avenue and Hereford Street – Brampton.



Entry Feature Sign located on the southeast corner of Steeles Avenue and Hereford Street – Brampton.

