



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2009)

DATE:

June 9, 2009

TO:

Chair and Members of Planning and Development Committee
Meeting Date: June 29, 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 June 9, 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 09-04122
Ward 5
2054288 Ontario Inc.
2980 Drew Road

To permit the following:

- (i) Twenty five (25) fascia signs located on the west elevation above the first floor windows.
- (ii) Two (2) fascia signs located on the north elevation above the upper limits of the first storey.

- (b) Sign Variance Application 09-04121
Ward 5
2054288 Ontario Inc.
2970 Drew Road

To permit the following:

- (i) Twenty (20) fascia signs located above the upper limits of the first storey of the building.

- (c) Sign Variance Application 09-04308
Ward 6
Natural Touch
914 Burnhamthorpe Road W.

To permit the following:

- (i) One (1) identification fascia sign with an area of approximately 8.24 m² (88.75 ft²) located above the upper limits of the first storey of the building.

- (d) Sign Variance Application 08-03525
Ward 9
Holiday Inn
2565 Argentia Rd.

To permit the following:

- (i) Two (2) fascia signs located on the east and west elevations of the top two floors of the building with a combined area of 4.78% of the building elevation.

- (e) Sign Variance Application 09-04193
Ward 5
Staples
550 Pendant Dr.

To permit the following:

- (i) Two (2) fascia signs located above the upper limits of the first storey on the east and south elevations.

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

- (a) Sign Variance Application 09-04122
Ward 5
2054288 Ontario Inc.
2980 Drew Road

To permit the following:

- (i) Four (4) fascia signs above the second floor windows.
- (b) Sign Variance Application 09-04308
Ward 6
Natural Touch
914 Burnhamthorpe Road W.

To permit the following:

- (i) Four (4) fascia signs each with an area of approximately 2.79 m² (30 ft²) located above the second floor windows.

- (c) Sign Variance Application 09-04250
Ward 4
Natura Wellness Clinic
3885 Duke of York Blvd

To permit the following:

- (i) Two (2) fascia signs located above the upper limits of the first storey of the 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. 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:

2054288 Ontario Inc.
Appendix 1-1 to 1-6

2054288 Ontario Inc.
Appendix 2-1 to 2-5

Natural Touch
Appendix 3-1 to 3-5

Holiday Inn
Appendix 4-1 to 4-7

Natura Wellness Clinic
Appendix 5-1 to 5-5

Staples
Appendix 6-1 to 6-6

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 09-04122

RE: 2054288 Ontario Inc.
 2980 Drew Road - Ward 5

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

Section 17	Proposed
Fascia signs shall be erected no higher than the upper limits of the first storey of a building.	Twenty (20) fascia signs located above the upper limits of the first storey of the building.

COMMENTS:

This building is part of a business centre which has two other similar buildings. The proposed signs which are located slightly above the upper limits of the first storey respects the design of the façade and is consistent with the other two buildings. The Planning and Building Department therefore finds the se signs acceptable from a design perspective.

The proposed signs on the west elevation of the building above the second floor windows are problematic, as it may set precedents for other second floor tenants throughout the entire complex. The second floor elevations vary in height and design and therefore a sign band that is consistent and respectful of the building design may not be possible. It could lead to visual clutter on the building.

The proposed two signs (*Homelife/United Realty Inc. and Raja Fashion*) on the north elevation of the building facing the intersection of Drew Road and Airport Road fits well with the design of the building and therefore acceptable from a design perspective.

The Planning and Building Department wishes to defer the decision regarding the signs proposed on the north elevation of the towers (Appendix 1-6). Additional information on the type and design of these signs is required for our assessment.

2054288 Ontario Inc.
18 Marlatt Court
Brampton, ON. L64 3N1

To: City of Mississauga
Planning & Building Dept.

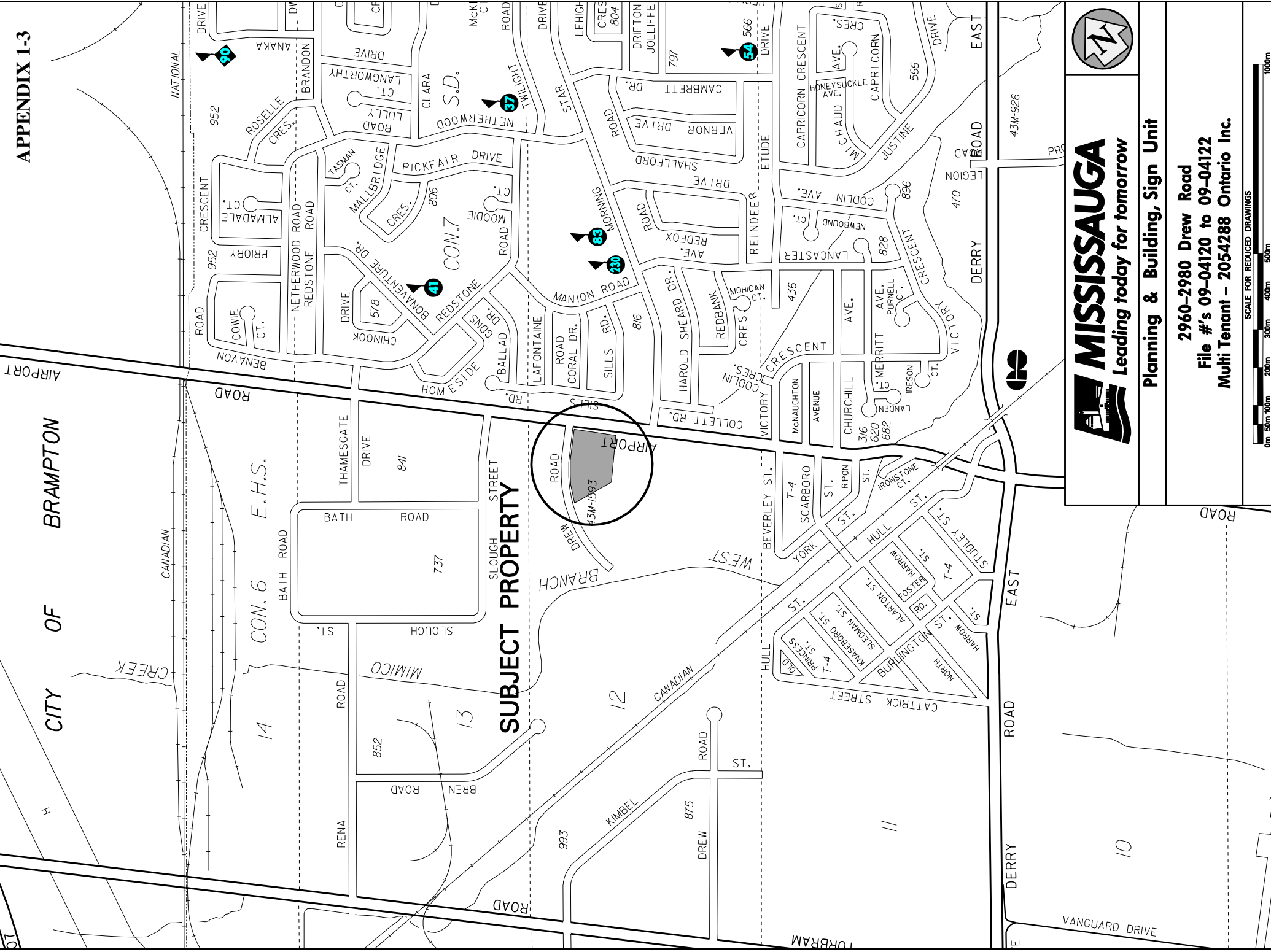
Sub.: Letter of Rationale for
- 2960 Drew Road, Mississauga, On.
- 2970 Drew Road, Mississauga, On.
- 2980 Drew Road, Mississauga, On.

We are requesting variance on city by-law for the signs location due to building architect and design.
(Please see attached drawing)

This is to inform, that signs will be used for first party advertisement.



Harkiran Boparai
Director
416-910-2166



SUBJECT PROPERTY

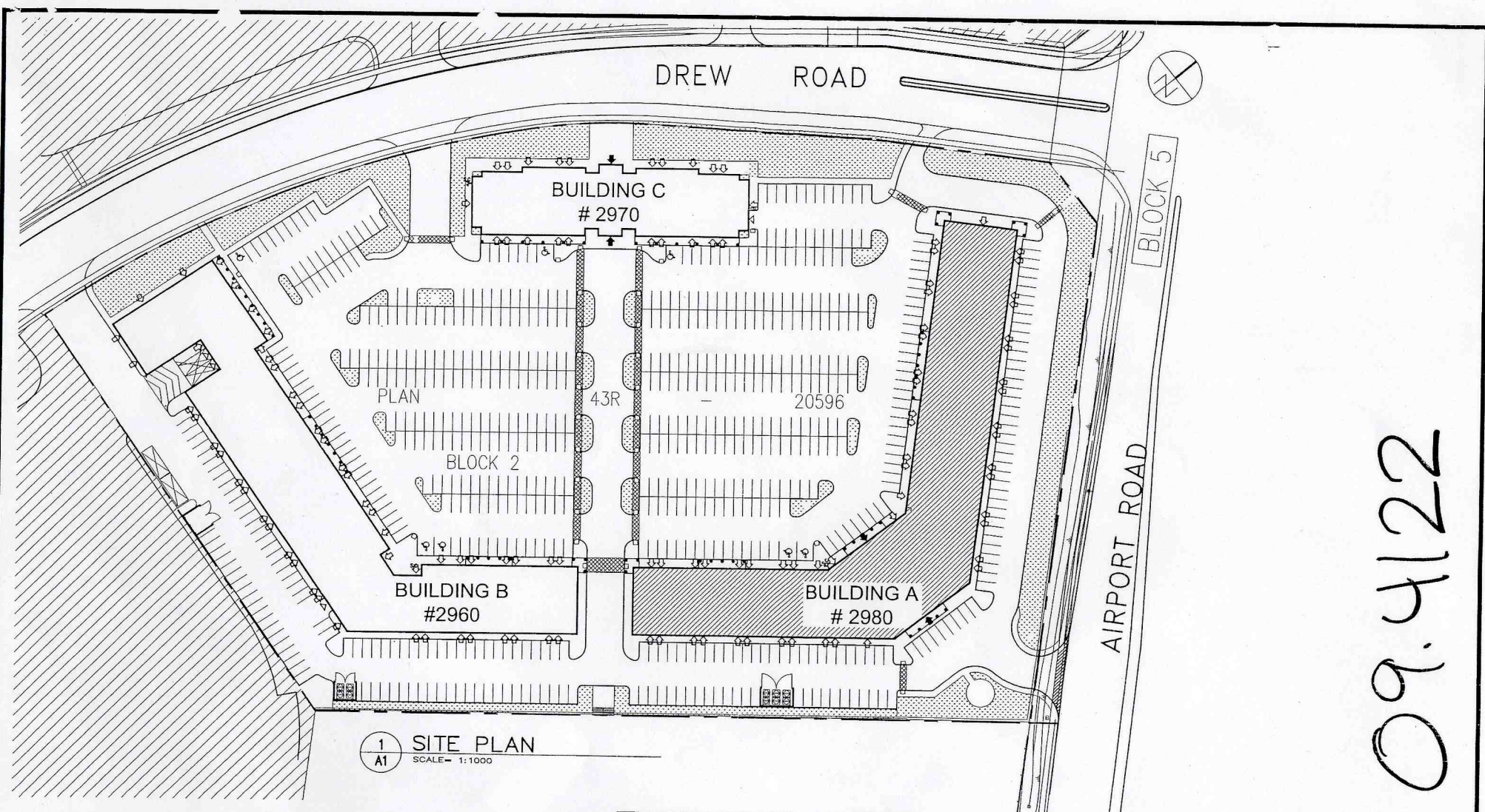


MISSISSAUGA
 Leading today for tomorrow

Planning & Building, Sign Unit

2960-2980 Drew Road
 File #'s 09-04120 to 09-04122
 Multi Tenant - 2054288 Ontario Inc.





1 SITE PLAN
A1 SCALE= 1:1000

09.4122

GENERAL NOTES:
 This drawing, as an instrument of service, is provided by and is the property of the DESIGNER. The contractor must verify and accept responsibility for all dimensions and conditions on site and must notify the DESIGNER of any variations from the supplied information. The Designer is not responsible for the accuracy of survey, structural, mechanical, electrical, etc. engineering information shown on this drawing. Refer to the appropriate engineering drawings before proceeding with the work. Construction must conform to all applicable codes and requirements of authorities having jurisdiction. This drawing is not to be traced.

REVISIONS			
NO.	DESCRIPTION	DATE	BY
1			
2			
3			
4			

ARCA
 Planning & Design
 202-A Oakdale Road, Suite 2
 North York, Ontario. M3N 2S5
 (416) 745-2940

PROJECT	PROPOSED
DRAWING TITLE	SITE PLAN/ KEY PLAN
	2980 DREW ROAD, BLDG. 'A' MISSISSAUGA, ON

DRAWN BY	B.T.
CHECKED BY	F.B.
SCALE	AS NOTED
DATE	OCT., 2008
PROJECT NUMBER	

A-1