



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.

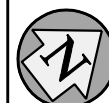
A handwritten signature in black ink, appearing to read 'H Boparai', written in a cursive style.

Harkiran Boparai
Director
416-910-2166

SUBJECT PROPERTY



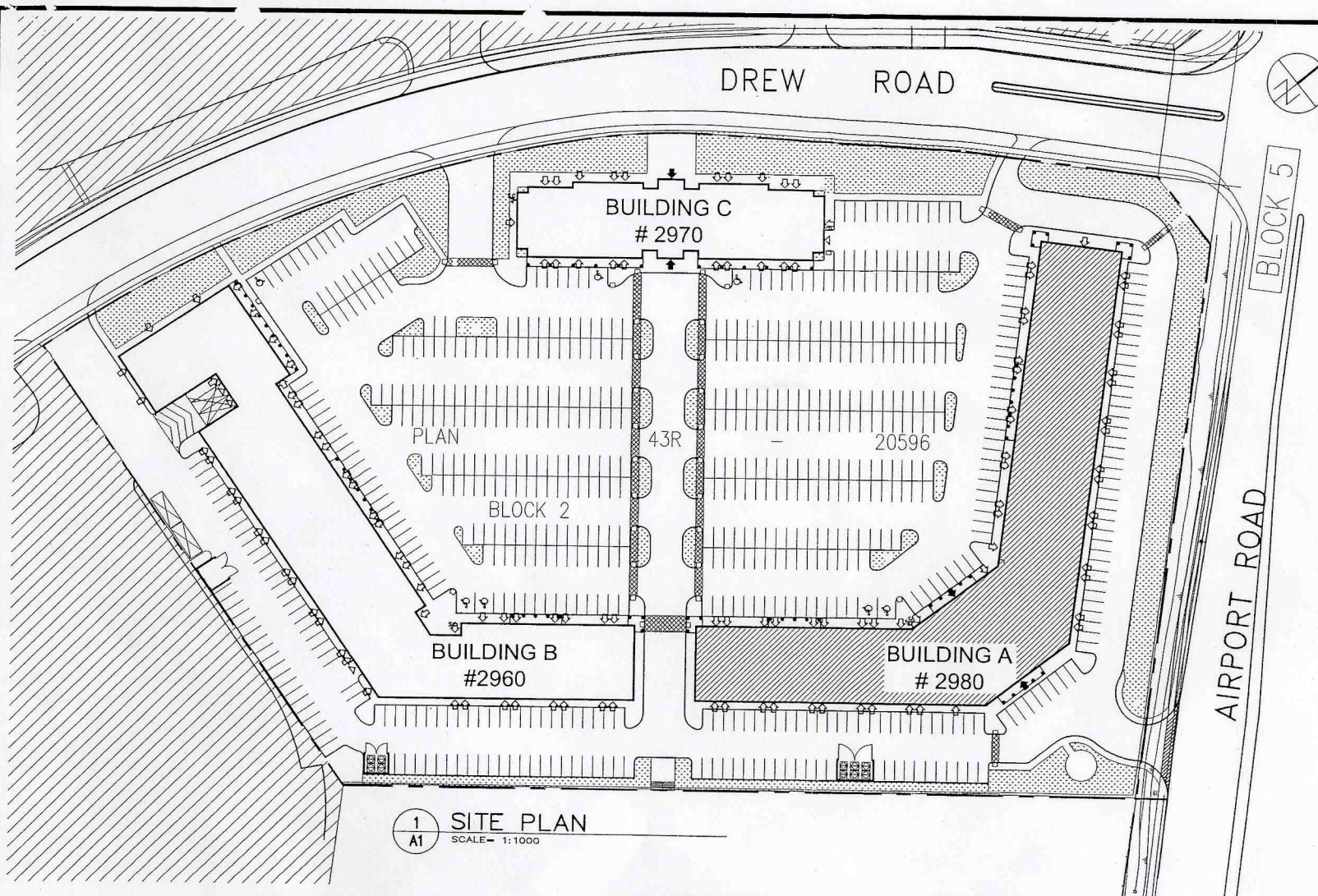
MISSISSAUGA
Leading today for tomorrow



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

SCALE FOR REDUCED DRAWINGS





1 SITE PLAN
A1 SCALE= 1:1000

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 copied.

REVISIONS			
NO.	DESCRIPTION	DATE	BY
1			
2			
3			
4			



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

Planning & Design

PROJECT PROPOSED

2980 DREW ROAD, BLDG. 'A'
MISSISSAUGA, ON

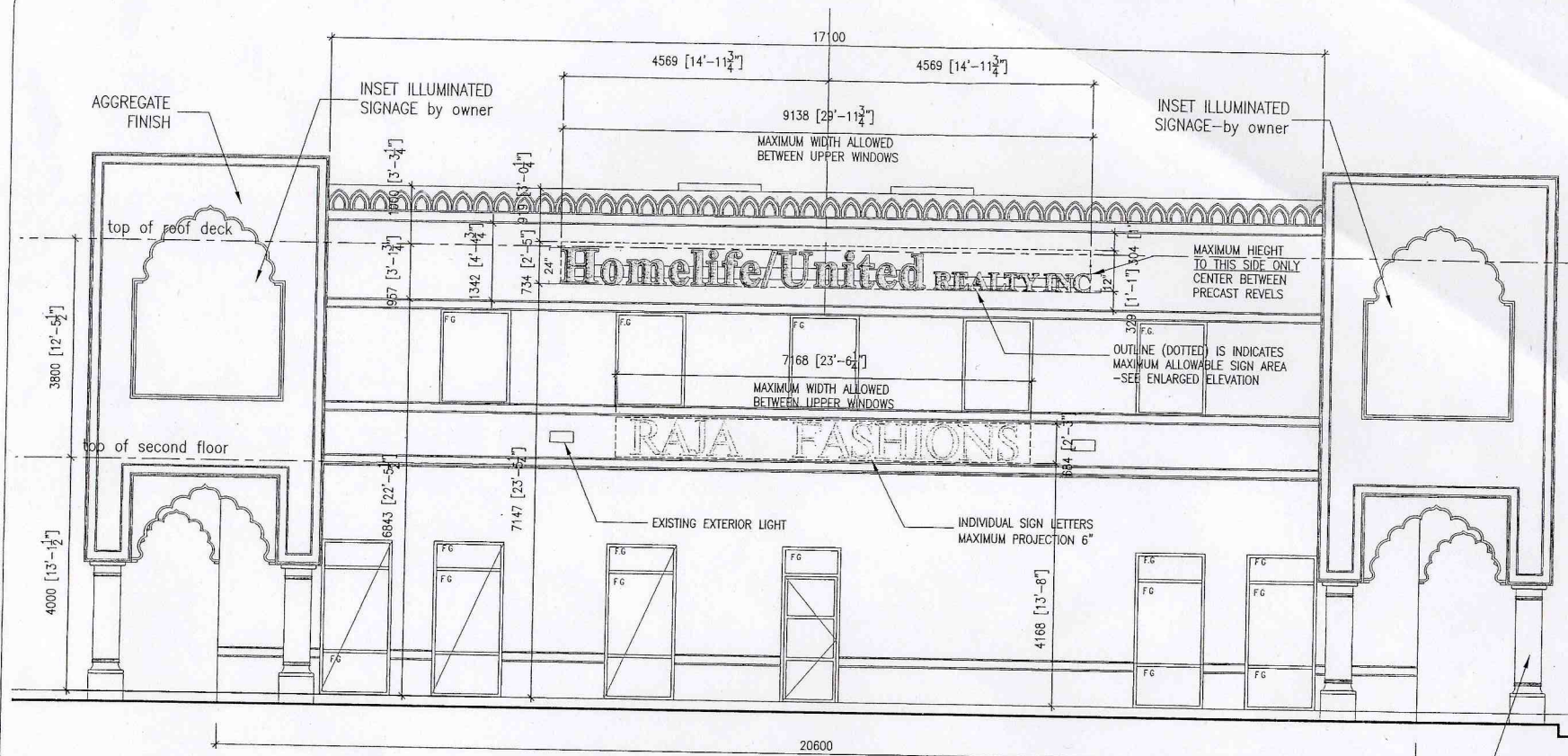
DRAWING TITLE

SITE PLAN/
KEY PLAN

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

A-1

09.4122



Individual Channel Letters

4 1/2" - 0.40 Aluminum returns/backer
Channel Letter attached to the
2" x 6" aluminum Backer with
#8x1" metal screw (min. 4-6) each
letter painted yellow to match existing
precast
3/16" Acrylic
1" Silvatrim Retainer attached to the
letters with #8x1/2" screws

Backer Panel

2" x 6" continuous aluminum Backer
sheet power banded with 1" lip on top
& 1/2" lip at bottom attached to the
Existing Precast with 3/16"x4" Tapcon
@ 4' O.C.

Illumination

LED modules applied to letters

1
D-1
NORTH ELEVATION OF BUILDING - 'home life realty'
BUILDING 'A' - ALLOWED HEIGHT ONLY THIS SIDE
THE GREAT PUNJAB

AREA OF WALL = 8.800m(H) X 18.850m(W) = 165.88m²
AREA OF SIGN LOWER = .684m(H) X 7.168m(W) = 4.903m²
AREA OF SIGN UPPER = .709m(H) X 9.138m(W) = 6.479m²
PERCENTAGE OF SIGN TO WALL AREA = 6.86%(15% MAX.)

TOTAL AMP: 15.0 max
VOLTAGE : 110V
WEIGHT : APP. 210 LBS.
FINAL HOOK-UP BY CLIENT
ALL MATERIAL ARE
CSA APPROVED

**KING PRINTING
& SIGNS INC.**

7150 Torbram Rd, Unit # 6
Mississauga, Ont. L4T 3Z8

Tel.: (905) 673-9229

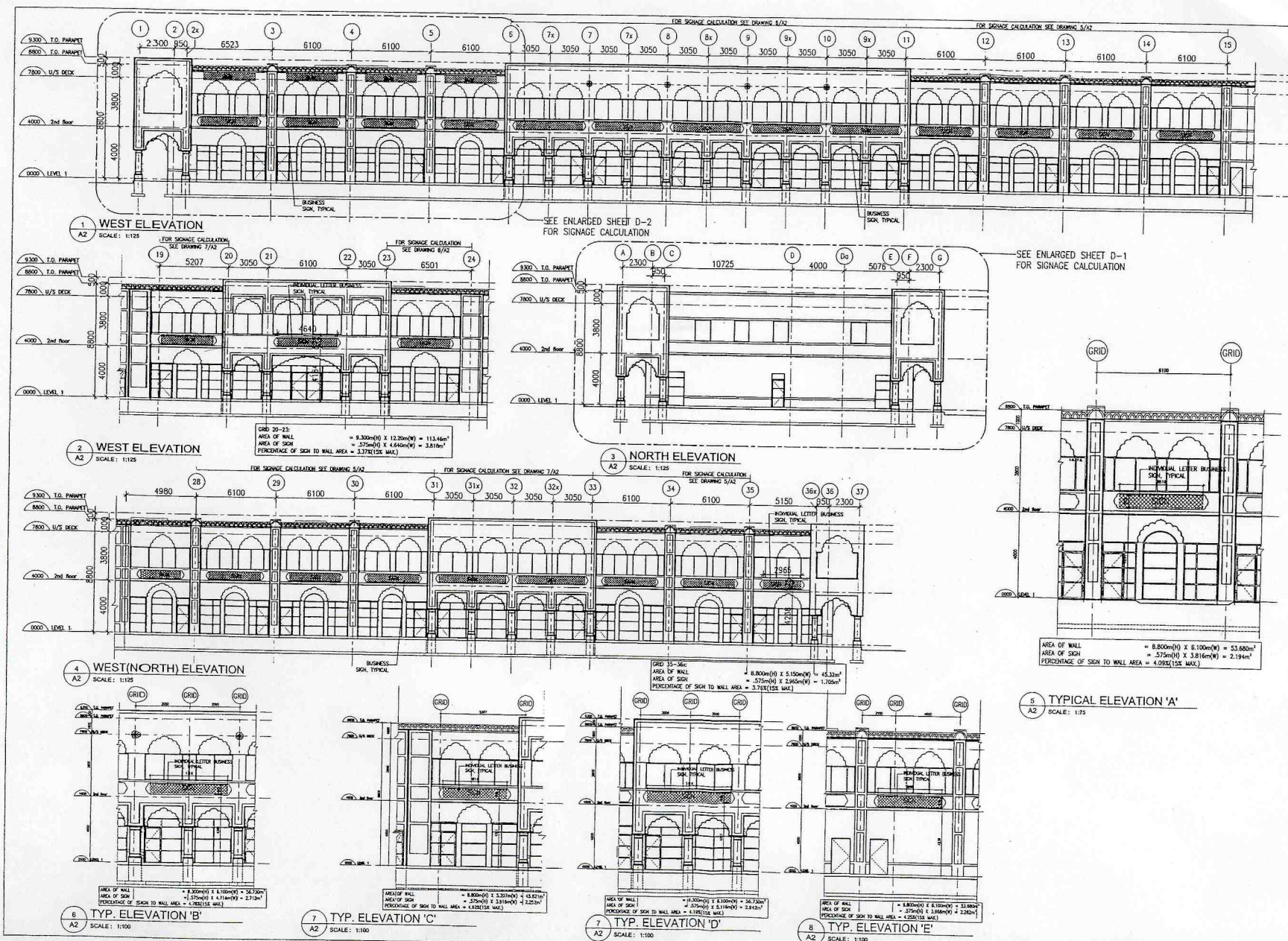
Fax.: (905) 672-8338

E-mail: info@kingprintsign.com

Client:	HOMELIFE UNITED REALTY INC.	Date	Feb. 22/09	Approved By	
Address	The Great Punjab Plaza	Designer	Karamjit Jhass	Name	
	2980 Drew Rd. - # 215-218	Rev.	Rev. D1	Sign.	

☐ CONCEPTUAL
Not For Construction

☐ SHOP READY
Construction Capable



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98	10/10/10	10/10/10	10/10/10
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OWNER:
2054288 ONTARIO INC.
18 Market Court
Stratford, ON N5A 1A5
LEV 101
Tel: 519 532 1246
Fax: 519 532 1246
Email: info@ontarioinc.com

ARCHITECT:
Martin Baron Architect Inc.
161 Bannockburn Avenue
Toronto, Ontario M6P 2P6
Tel: 416 593 1818
Fax: 416 593 1818
Email: martin@martinbaron.com

PROJECT:
The Great Punjab Business Centre
PROPOSED INDUSTRIAL DEVELOPMENT
2960, 2970, 2980 Drew Road
Mississauga, Ontario
B.P. File No. SP 04/58 WS

SHEET TITLE:
BUILDING A ELEVATIONS
DRAWN BY: B.T.
CHECKED BY: F.B.
SCALE: AS NOTED



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 09-04121

RE: 2054288 Ontario Inc.
2970 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. Although the proposed sign are located slightly above the upper limits of the first storey, it respects the design of the façade and is consistent with the other two buildings. The Planning and Building Department therefore finds the variances acceptable from a design perspective.

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)

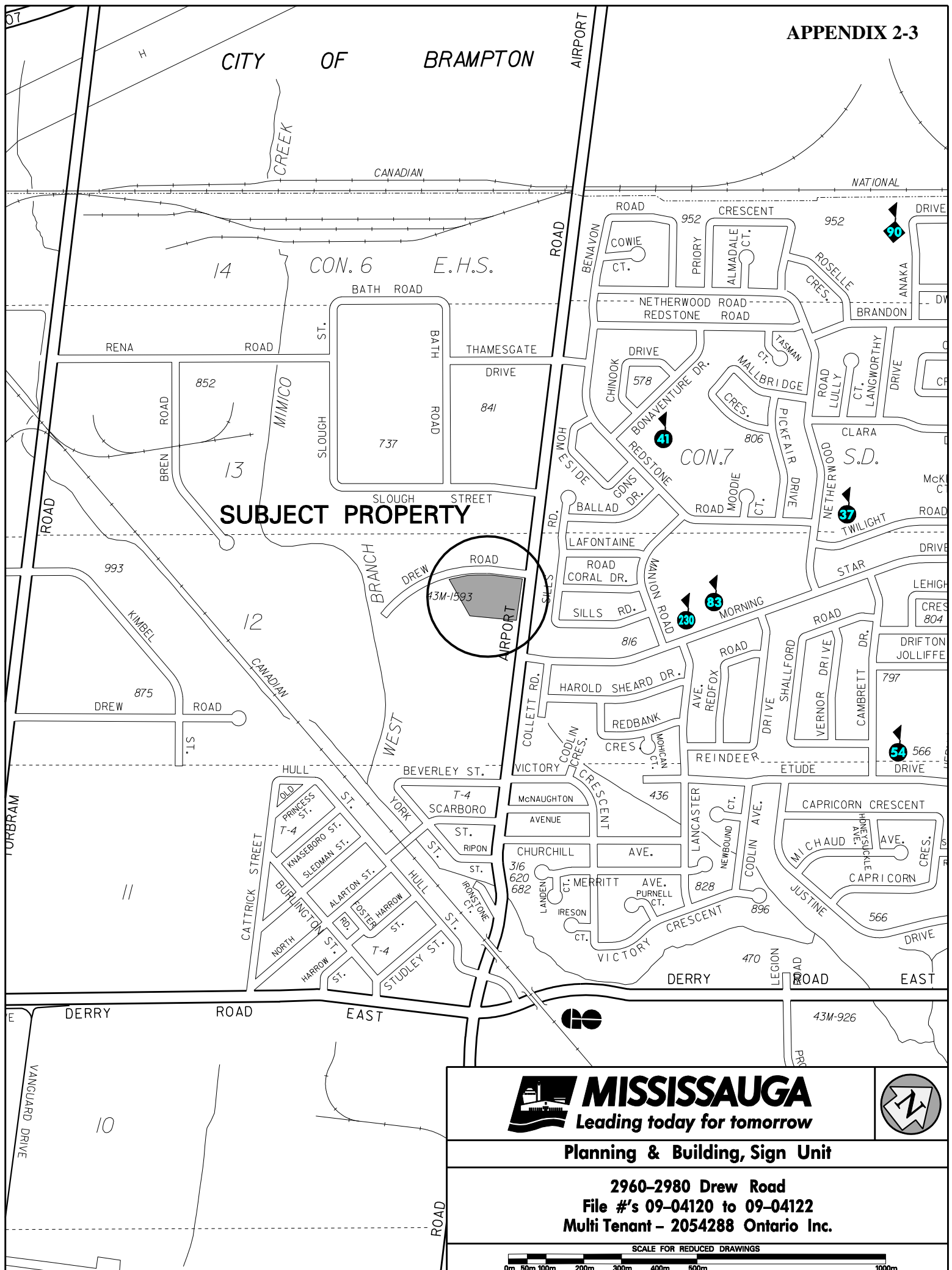
This is to inform, that signs will be used for first party advertisement.

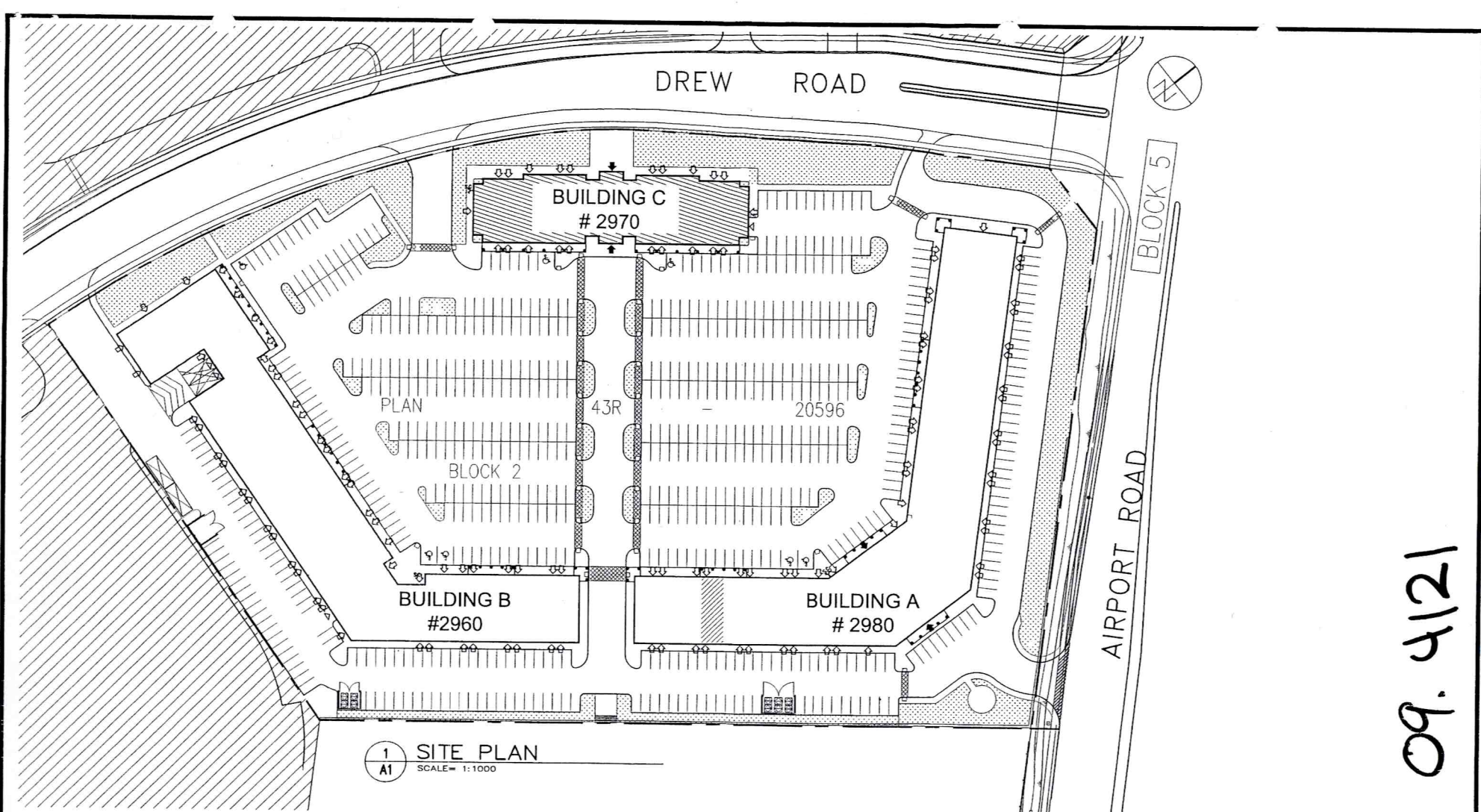


Harkiran Boparai

Director

416-910-2166





09.4121

A-1

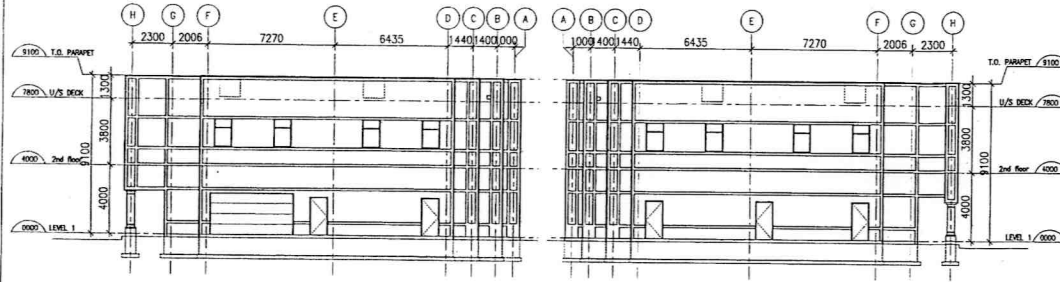
GENERAL NOTES:
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REVISIONS		
NO.	DESCRIPTION	DATE
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ARCA
 Planning & Design
 202-A Oakdale Road, Suite 2
 North York, Ontario, M3N 2S5
 (416) 745-2940

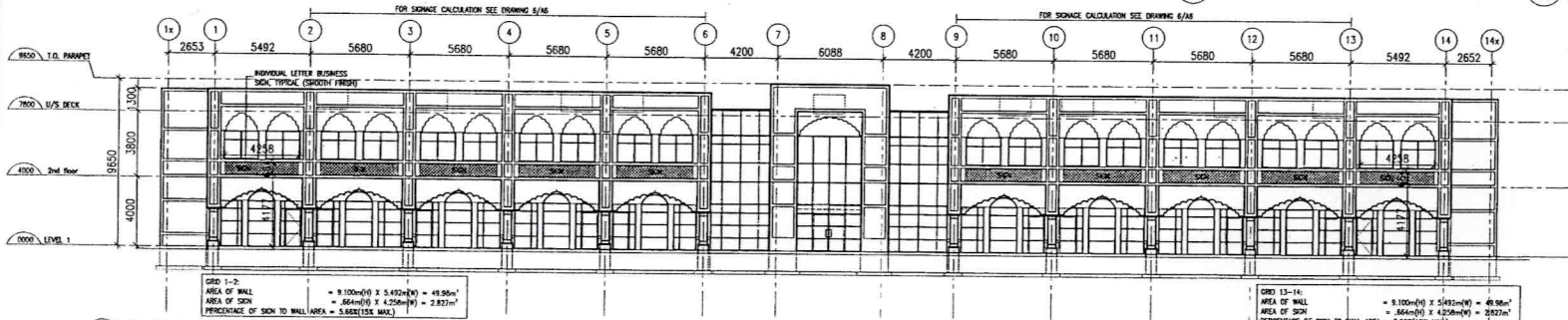
PROJECT	PROPOSED
DRAWING TITLE	SITE PLAN/ KEY PLAN
	Building C #2970

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

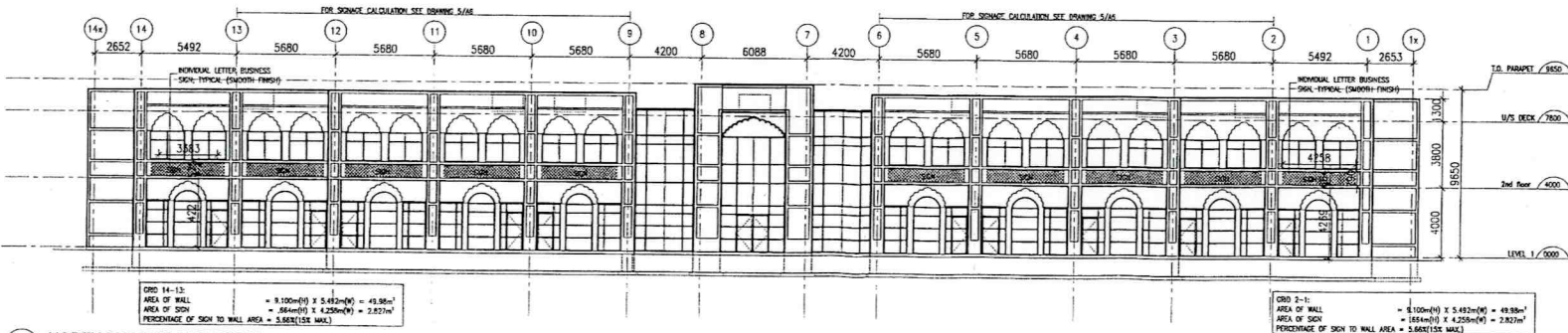


1 EAST BUILDING ELEVATION
A6 SCALE: 1:125

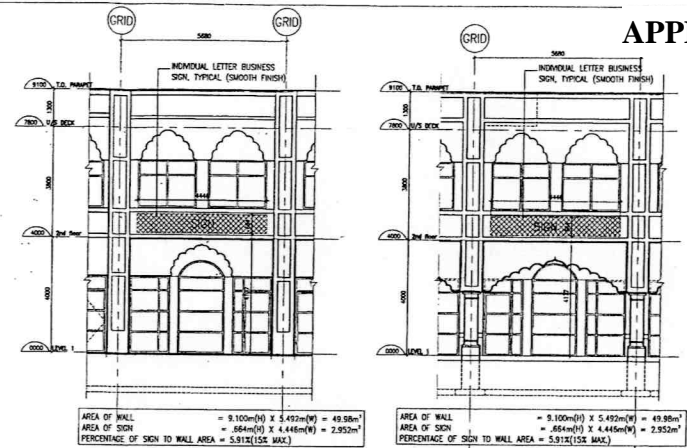
2 WEST BUILDING ELEVATION
A6 SCALE: 1:125



3 SOUTH BUILDING ELEVATION
A6 SCALE: 1:125



4 NORTH BUILDING ELEVATION
A6 SCALE: 1:125



5 TYPICAL ELEVATION 'A'
A6 SCALE: 1:75

6 TYPICAL ELEVATION 'B'
A6 SCALE: 1:75

REVISIONS	DESCRIPTION
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SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 09-04308

RE: Natural Touch
914 Burnhamthorpe Road W. – Ward 6

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

Section 17(3)	Proposed
Fascia signs shall be erected no higher than the upper limits of the first storey of a building.	Five (5) fascia signs located above the upper limits of the first storey of the building.

COMMENTS:

The proposal is for one large identification fascia sign over the front entrance of the building and four (4) fascia signs over the windows of the second floor. In addition, a permit has been issued to erect six (6) fascia signs within the upper limits of the first storey as per the Sign By-law.

The large identification fascia sign over the front entrance of the building fits well with the design of the building façade and is acceptable from a design perspective. With the four proposed fascia signs on the second floor combined with the number of fascia signs on the first floor, the building becomes visually clutter with signage. The Planning and Building Department therefore can not support the proposed variance for the four (4) fascia signs on the second floor.



5352 Glen Erin Dr.
Mississauga, Ont.
L5M 5C2
Canada

(905) 821-1500
Fax: (905) 821-0991
bobarrigo@rogers.com
www.arrigosigns.com

March, 23, 2009

Dear Council Members,

This letter is a request for relief from the Mississauga By-Law for the property located at 914 Burnhamthorpe Rd. West, in Mississauga.

Our customer, ROP Clinical Evaluations request approval to have the proposed signs manufactured and erected at 914 Burnhamthorpe Rd., West on the north elevation as a part of identifying this place of business for visibility to the general public.

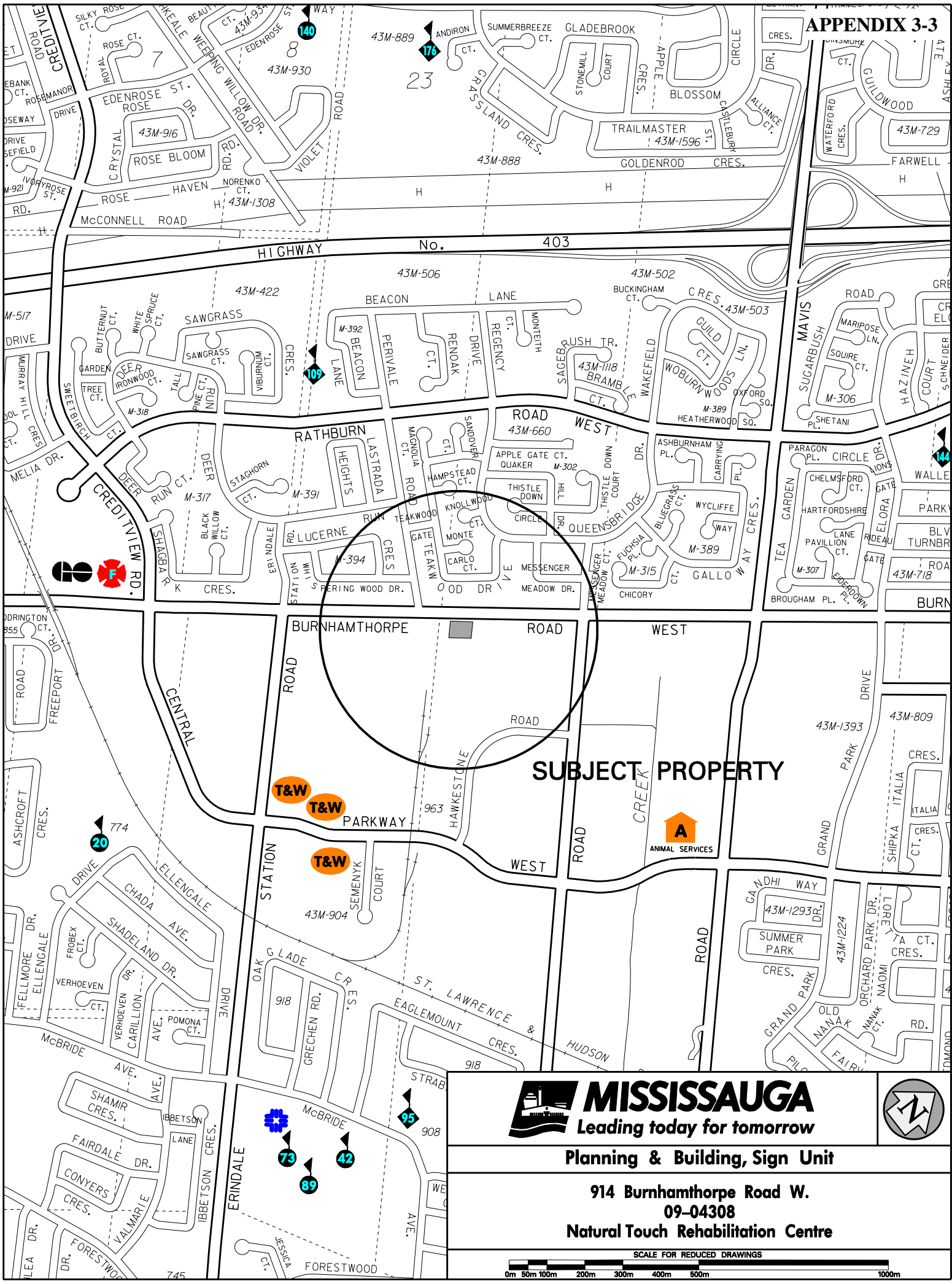
The proposed signage is to be installed on the second floor level. With this in mind, the signage is well within compliance of the 20% maximum allowable square metre coverage of this building's north elevation frontage. Moreover, as this property is for use of business means the proposed signs would be solely for the purpose of identification of name and services and installed for business from the general public.

Furthermore this building is set back from the roadside with parking allocation at the front of the building and has no pylon signage to be viewed by east and west bound traffic.

In conclusion, on behalf of our customer we inquire for your support to our client's proposal to have this signage erected as per size and location herein noted. A request to be on your next Council Committee meeting at your earliest to resolve the matter is most appreciated.

Sincerest Regards,
Bob Arrigo

CEO Arrigo Signs & Graphics Inc.



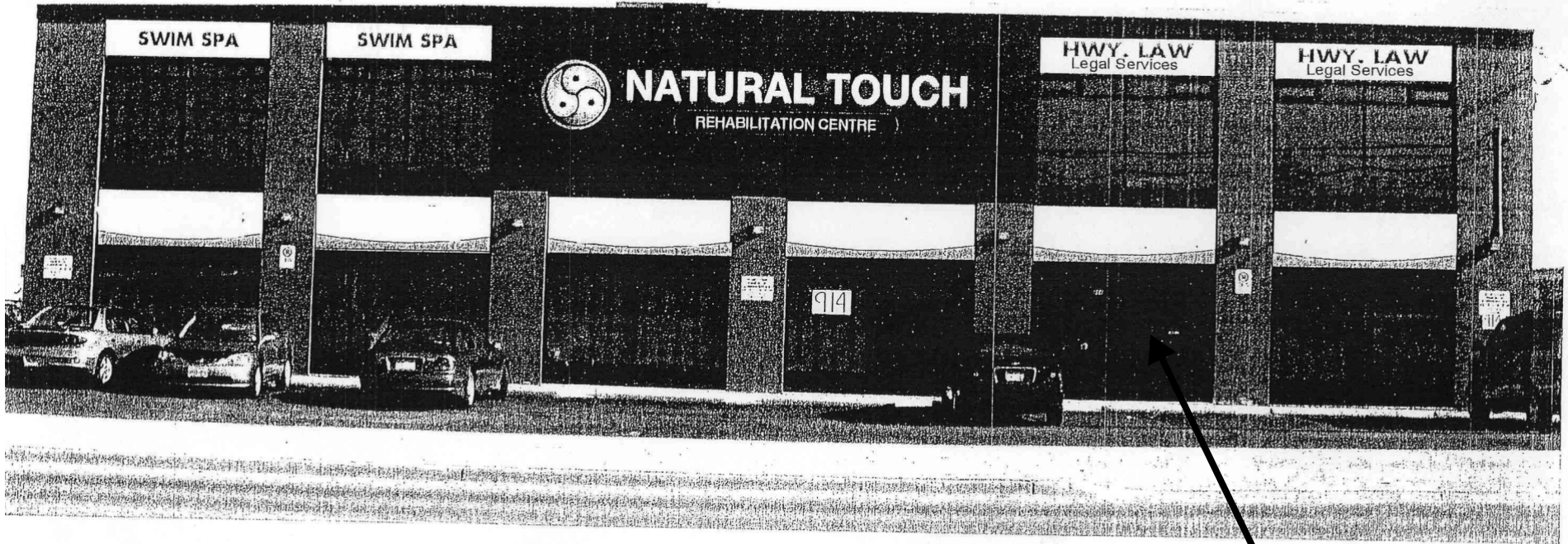
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Planning & Building, Sign Unit

914 Burnhamthorpe Road W.
09-04308

Natural Touch Rehabilitation Centre





914 Burnhamthorpe Rd. W., Mississauga

NORTH ELEVATION - 25' X 100' = 2,500 SQ. FT.
Allowable signage coverage - 20% (500 sq. Ft.)

PERMIT ISSUED FOR
SIX FASCIA SIGNS ON
FIRST STOREY.
(GRAPHICS NOT SHOWN)

First Floor Boxes - 6 Boxes @ 36 sq. Ft. (3x12)	216	sq. Ft.	
Second Floor Boxes - 4 Boxes @ 30 sq. Ft. (2.5x12)	120	" "	120
Circular Box - 4.5' x 4.5'	20.25	" "	
Channel Letters - 23' x 2'	46	" "	
Narrow Box - 1.5' x 15'	22.5	" "	
			4.5' x 28.5' = 128.25 SQ. FT.
			248.25 SQ. FT. TOTAL (75.67 M ²)
	424.75	sq. Ft.	



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 08-03525

RE: Holiday Inn
2565 Argentia Rd. – Ward 9

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

Section 13	Proposed
Permits two fascia signs to be installed on the top storey of the side elevations with a maximum area combined area of 2% of the building elevation.	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.

COMMENTS:

The proposed fascia signs are located on the side elevations of the building facing oncoming traffic along Highway 401. Although the size of the fascia signs exceeds the provisions of the Sign By-law, they are in scale with the building. The Planning and Building Department therefore find the variance acceptable from a design perspective.

The applicant has obtained the required permission for the installation of the signs from the Ministry of Transportation.



Valerie Steinmeyer
Colite International Ltd
5 Technology Cir.
Columbia, SC 29203

30 March 2009

City of Mississauga
300 City Centre Dr.
Mississauga, Ontario, Canada L5B 3C1

To Whom It May Concern:

This letter is to serve as the Letter of Rationale for permit approval of the proposed new signs for the Holiday Inn & Suites located at 2565 Argentia Rd. There are several items we would like you to consider during your review of the proposed signs.

The new signs for the building would be smaller than the existing signs on the building. The existing signs have an area of 336 sq. ft. per sign. The new signs would have an area of 243.84 sq. ft. per sign. One of the big positives of the new signs is that through the new layout and color scheme they provide greater visibility for the hotel while decreasing the square footage. This works well for both the city of Mississauga and the hotel because the size of the sign is decreased but the hotel doesn't lose visibility.

We do ask that the hotel not be required to reduce the square footage of the signs due to the height of the building. The existing signs were likely approved because of this height, as they are installed at 8-9 floors high. This height does require a larger sign than a 2-3 story building, for example, to ensure visibility as you approach the hotel on the road. Drivers need to be able to see these attractive new signs without having to scan the building for the sign while driving.

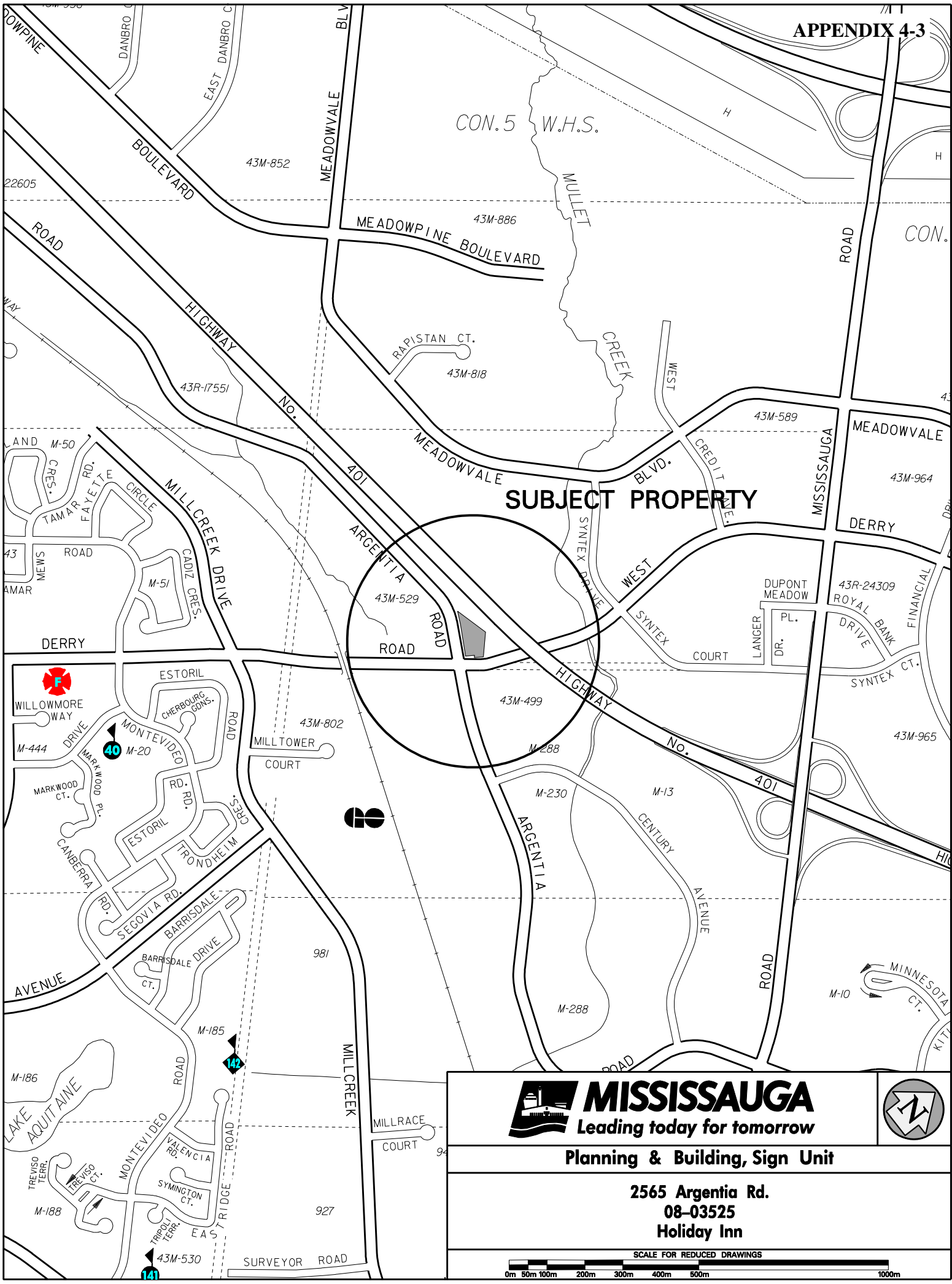
The new upgraded signs go hand-in-hand with the "21 Downtown Master Plan." Like the city of Mississauga, the Holiday Inn brand is undergoing a "rebranding" process, which aims to provide patrons with a more pleasant, positive, and vibrant experience. While every Holiday Inn brand hotel is required to rebrand, this one in particular will be changed fairly early on in the process. Like your city, Holiday Inn looks to create a brand people know is great, trust in, and enjoy fondly. The new signs are the final phase of the rebranding process and indicate to the public that the hotel is upgraded.

Finally, I do wish to point out that the Ministry of Transportation has approved the proposed signs. The signs met their approval for traffic safety. We've also had the signs engineered by a professional engineer licensed in Ontario. We've taken the proper steps to ensure our signs meet all safety requirements.

Thank you for taking the time to review our request. I do hope you agree with our points. We are proposing signs smaller than what is currently installed, signs that are safe and attractive, and signs that coincide with the goals of Mississauga as a whole.

Kindest Regards,

Valerie Steinmeyer



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Planning & Building, Sign Unit

**2565 Argentia Rd.
08-03525
Holiday Inn**





Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

September 19, 2008, Rev06

Mississauga
2565 Argentia Road
Mississauga, ON, Canada
L5N5V4
Site Number: **ON08193**
Inn Code: **MSGON**

Table of Contents & Sign Code Data



sign management consultants, inc.

2501 perimeter place dr., suite 201
nashville, tn 37214
phone 615.885.1661
fax 615.885.1703
web www.signmgmt.com

Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.

This is an original unpublished design, created by Sign Management Consultants, Inc. These drawings shall not be used except for the project in which they were developed without owner approval. These documents are for design intent purposes and shall not be interpreted as a final design. The product manufacturer shall be responsible for all structural, electrical, and mechanical engineering.

Table of Contents

- Location Map
- Sign Code Data
- Site Plan and Photo Key
- Site Photos
- Recommendation Drawings

Mississauga
2565 Argentia Road
Mississauga, ON, Canada L5N5V4
Site Number: **ON08193**
Inn Code: **MSGON**

Location Map



Sign Code Data

Codes Contact Information

Zoning classification: M-1 Industrial
Jurisdictional authority: Mississauga - Planning & Building Dept
Address: 300 city Centre Dr., Mississauga, ON L5B3C1
Contact: Hoda Elas
Phone #: 905-896-5581

Ground Signs

Number of signs allowed: 1 per street line
Maximum allowable area: 15.0 sq meters per face (161.4 sq. ft.)
Maximum height: 7.5 meters (24.6 ft.)
Minimum height: Not regulated (per Hoda Elas)
Setback requirements: Front: 1 meter = 3.28 ft from street line, Side: 1 meter = 3.28 ft from street line

Wall Signs

Number of signs allowed: As needed
Maximum allowable area: 20% of building façade of first story, Max Allowable: 20% of building façade of first story, Transferable: No
Maximum height: Not above roof line

Directional Signs

Number of signs allowed: As needed, Permit Req'd: Yes
Maximum allowable area: Not regulated (per Hoda Elas)
Maximum height: Not regulated (per Hoda Elas)
Is logo allowed?: No

General Permitting Requirements

Permit required for face replacements?: Yes
Permit required for door/window vinyl?: Yes
Permit required for plaques: Yes
Temporary signs/banners allowed?: Yes
Contractors license required?: Yes
Sealed sign engineering drawings required?: Yes
Site plan required?: Yes
Building elevation drawings required?: Yes



InterContinental Hotels Group

Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

September 19, 2008, Rev06

Mississauga

2565 Argentia Road
Mississauga, ON, Canada
L5N5V4
Site Number: **ON08193**
Inn Code: **MSGON**

Site Plan and Photo Key

Scale: N.T.S.



sign management consultants, inc.

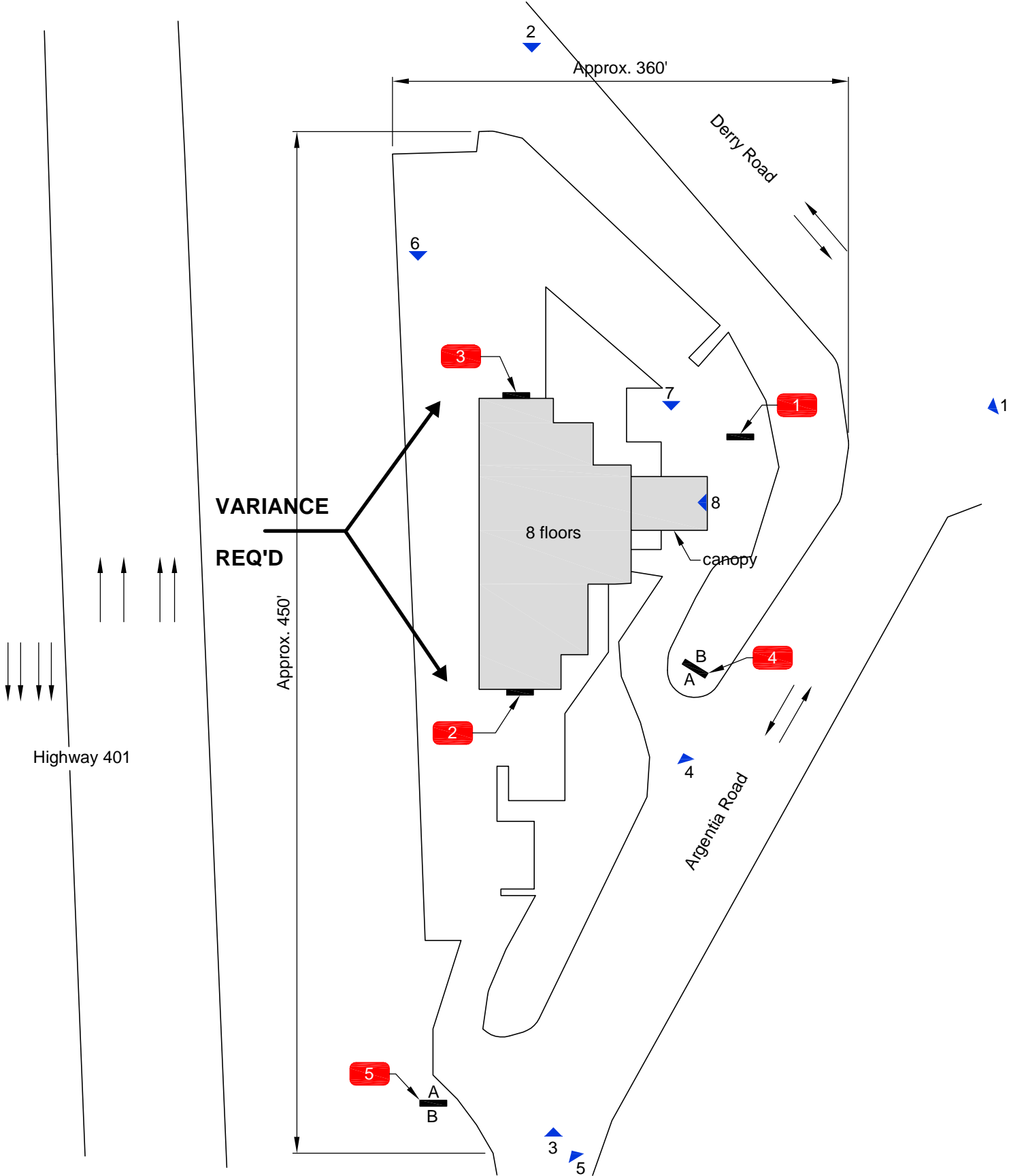
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- Legend:
- ▲ Camera Position
1 Photograph Number
 - 1 Sign Number



Existing Signs

- 1 Custom Monument, D/F, Int. Illum., 6' x 8', 10' Overall Height
- 2 33 ft. Script, Stacked w/ "SELECT"
- 3 33 ft. Script, Stacked w/ "SELECT"
- 4 Custom Directional Sign, D/F, Int. Illum., 4'-11" x 2'-5", 4'-11" Overall Height
- 5 Custom Directional Sign, D/F, Int. Illum., 4'-11" x 2'-5", 4'-11" Overall Height

Recommendations

- 1 Remove and Replace with New PS49-18 Pylon, 6'-4" x 8'-11", 18'-3" Overall Ht
- 2 Remove and Replace with New LS-SM-10D Building Letters, Stacked, w/10'-1" Monogram, Dark Faces
- 3 Remove and Replace with New LS-SM-10D Building Letters, Stacked, w/10'-1" Monogram, Dark Faces
- 4 Remove and Replace with New DGIS-2 Directional, Ground, 4'-0" x 2'-2", Illuminated
- 5 Remove and Replace with New DGIS-2 Directional, Ground, 4'-0" x 2'-2", Illuminated



Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

September 19, 2008, Rev06

Mississauga
2565 Argentia Road
Mississauga, ON, Canada
L5N5V4
Site Number: **ON08193**
Inn Code: **MSGON**

Site Photos



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Photo 1
View from the intersection of Derry Road and Argentia Road.



Photo 2
East elevation.



Photo 3
View as you approach from the west on Argentia Road.



Photo 4
Main entrance on Argentia Road.



Photo 5
Rear entrance Argentia Road.



Photo 6
North elevation.



InterContinental Hotels Group

Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

September 19, 2008, Rev06

Mississauga
2565 Argentia Road
Mississauga, ON, Canada
L5N5V4
Site Number: **ON08193**
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Recommendation Drawing

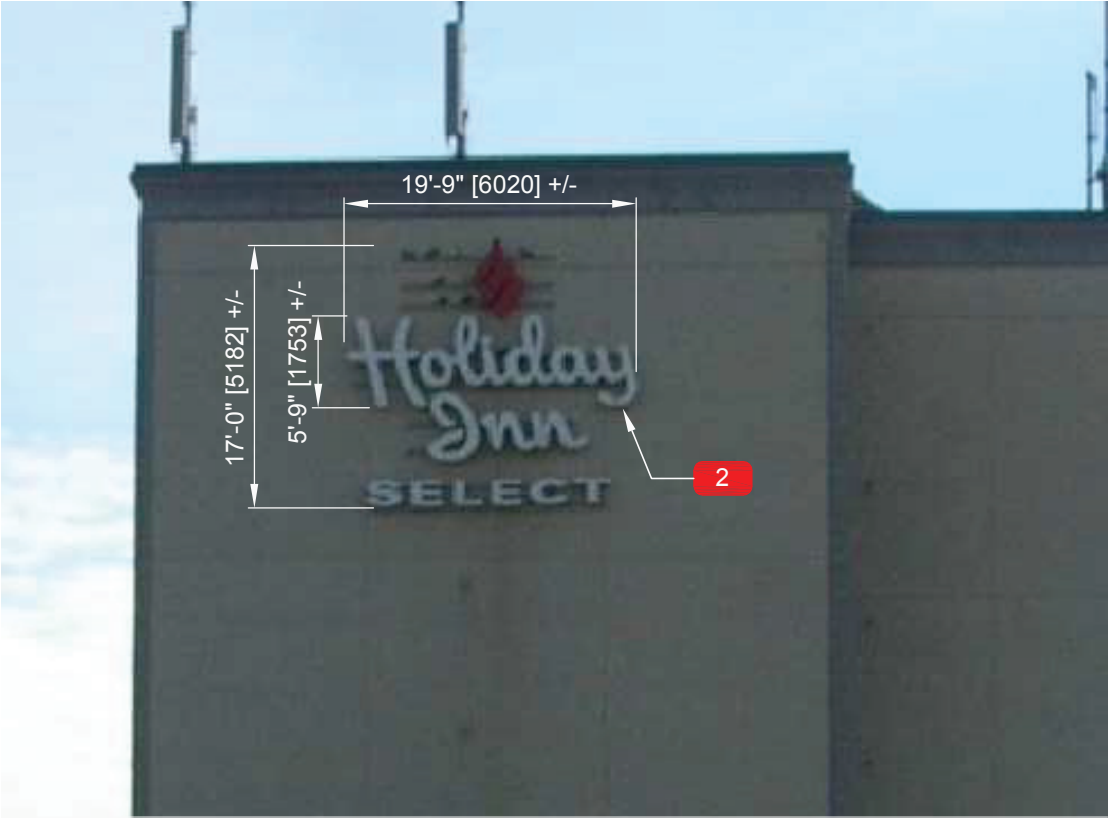


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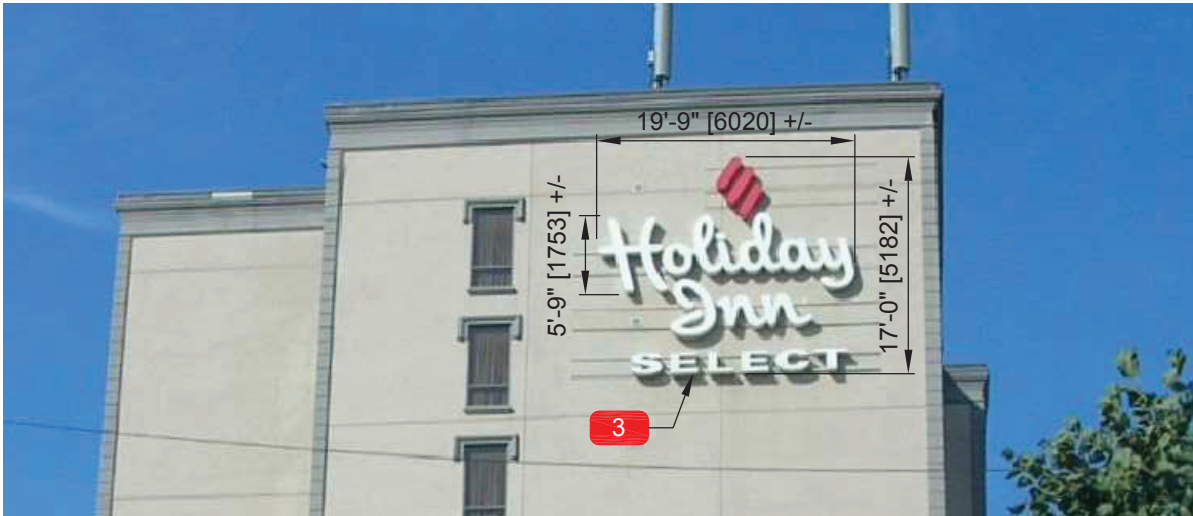


Existing Internally Illuminated 33 ft. Script Sign
(Approx. 336 sq. ft.)

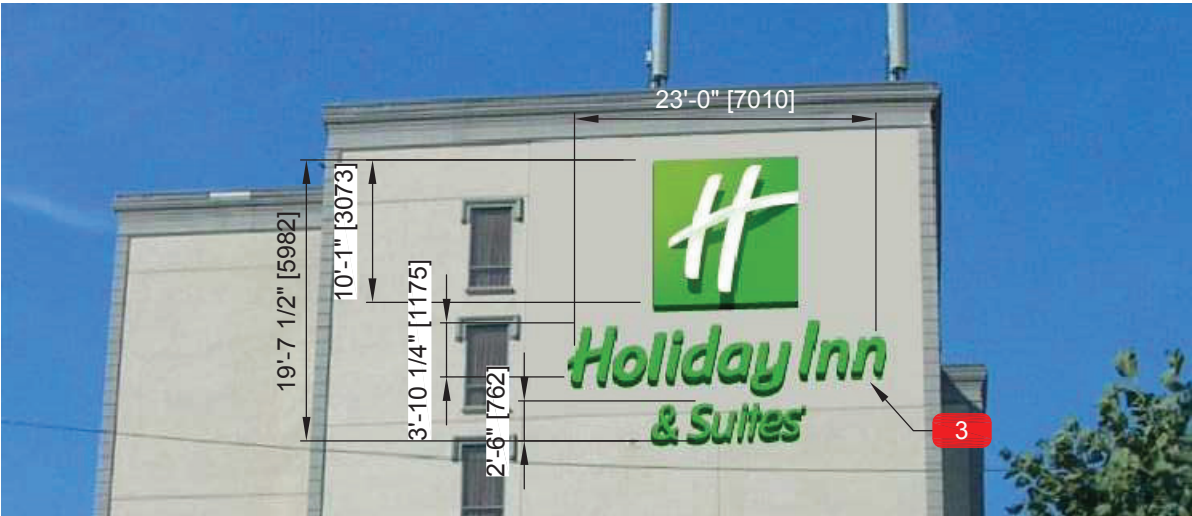


Proposed Internally Illuminated Stacked Building Letters w/ 10'-1" Monogram
(243.84 sq. ft.)

Removed negative space (letters individually flush-mounted to wall) to re-calculate square footage



Existing Internally Illuminated 33 ft. Script Sign
(Approx. 336 sq. ft.)



Proposed Internally Illuminated Stacked Building Letters w/ 10'-1" Monogram
(243.84 sq. ft.)



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 09-04250

RE: Natura Wellness Clinic
3885 Duke of York Blvd – Ward 4

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

Section 17(3)	Proposed
A fascia sign shall be erected no higher than the upper limit of the first storey of a building.	Two (2) fascia signs located above the upper limits of the first storey of the building.

COMMENTS:

The proposed variance is to permit two fascia box signs on a second floor unit. The proposed box signs are not consistent with the design of the existing first floor signage band for the ground level units (Appendix 5-5). The applicant should speak to the owner of the building to develop a coordinated sign package for the whole building. The Planning and Building Department therefore can not support the proposed variance request.



3885 Duke of York Blvd. Unit # C206, Mississauga ON L5B 0E4 T: (905)276-6800 F: (905) 276-6802

April 15th, 2009

To whom it may concern,

We are writing to you in regards to external business sign rights for Natura Wellness Clinic, located at 3885 Duke of York Blvd., Suite #11, Mississauga, ON, L5B 0E4.

We have recently been notified that we are not permitted to place an external sign on the second level in the commercial space within Solstice Condominiums. We, as owners and practitioners at Natura Wellness Clinic, feel it is essential to have a sign outside our unit to identify who we are, services we provide and where we are located. Moreover, a sign almost always guarantees patient attraction to the business.

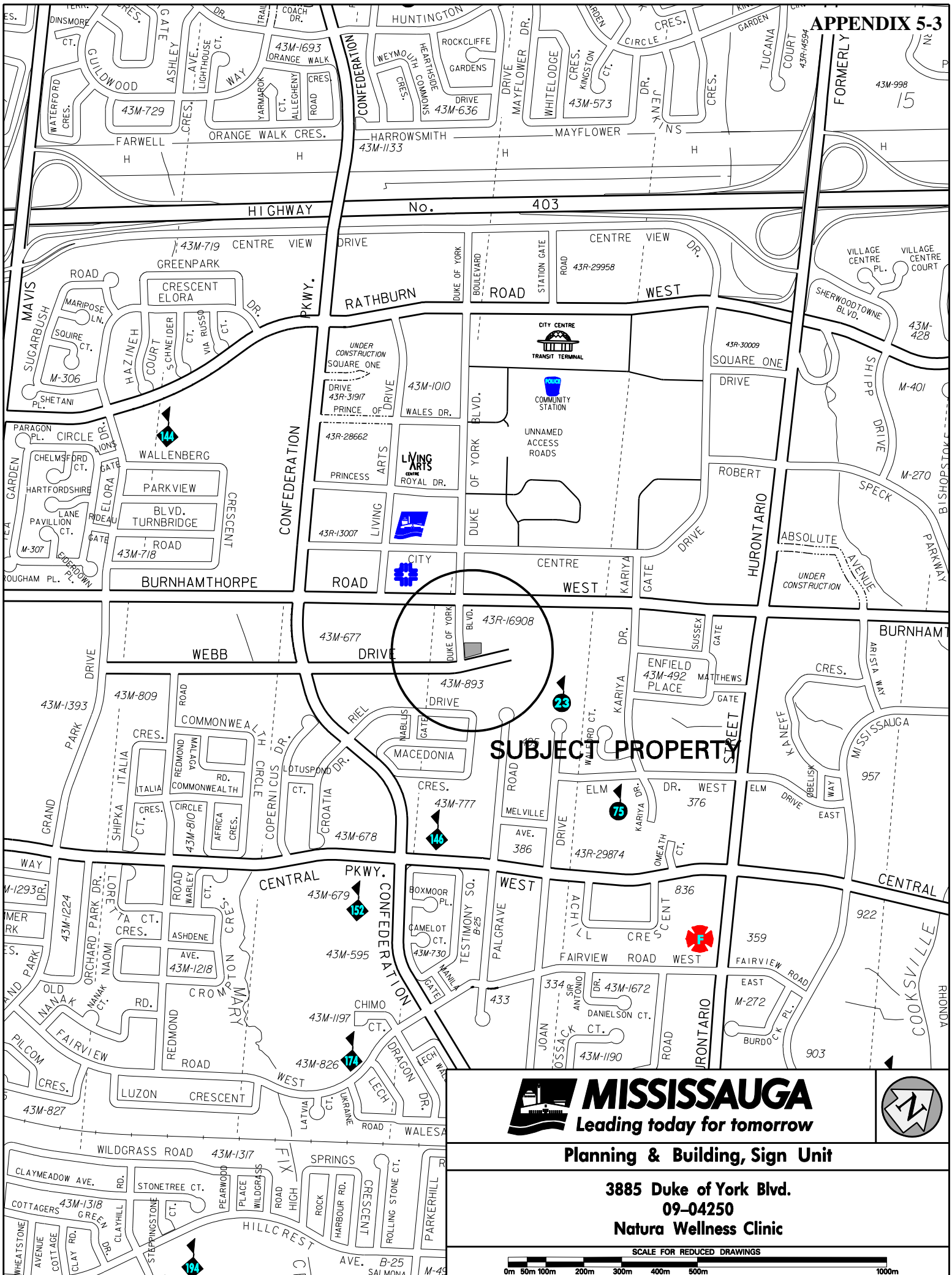
As a new business venture, we need to make the most of our business signage to identify ourselves within the city of Mississauga. As you can imagine, we have invested a substantial amount of money, time and effort to complete this business and serve our community. An attractive sign on the building exterior is essential in identifying our establishment.

Considering our situation, we ask that you please review our case and please recommend any further action, if necessary. Thank you kindly for your assistance.

Sincerely,

Dr. Newsha H. Kashani, Hon. BSc, DC
Clinic Director, Chiropractor
Acupuncture and Graston Technique Provider

Dr. Betsy Haghsheeno, Hon. BA, ND
Clinic Director, Naturopathic Doctor
Acupuncture provider



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Planning & Building, Sign Unit

3885 Duke of York Blvd.
09-04250
Natura Wellness Clinic

SCALE FOR REDUCED DRAWINGS

0m 50m 100m 200m 300m 400m 500m 1000m





3885 DUKE OF YORK
WEST ELEVATION



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

June 9, 2009

FILE: 09-04193

RE: Staples
550 Pendant Drive – Ward 5

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

Section 17(3)	Proposed
Fascia signs shall be erected no higher than the upper limits of the first storey of a building.	Two (2) fascia signs located above the upper limits of the first storey on the east and south elevations.

COMMENTS:

The proposed variance is for two (2) fascia signs which will replace the two existing signs for the previous tenant. The signs are well placed on the building façade and therefore acceptable from a design perspective.



Corporate Express Canada, Inc.	
Mississauga, Ontario L5T 2W6	
Telephone	(905) 696-4444
Fax	(905) 696-4391
Toll Free	877 272-2121
Toll Free Fax	877 272-2127

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

April 1, 2009

Re: Sign permit

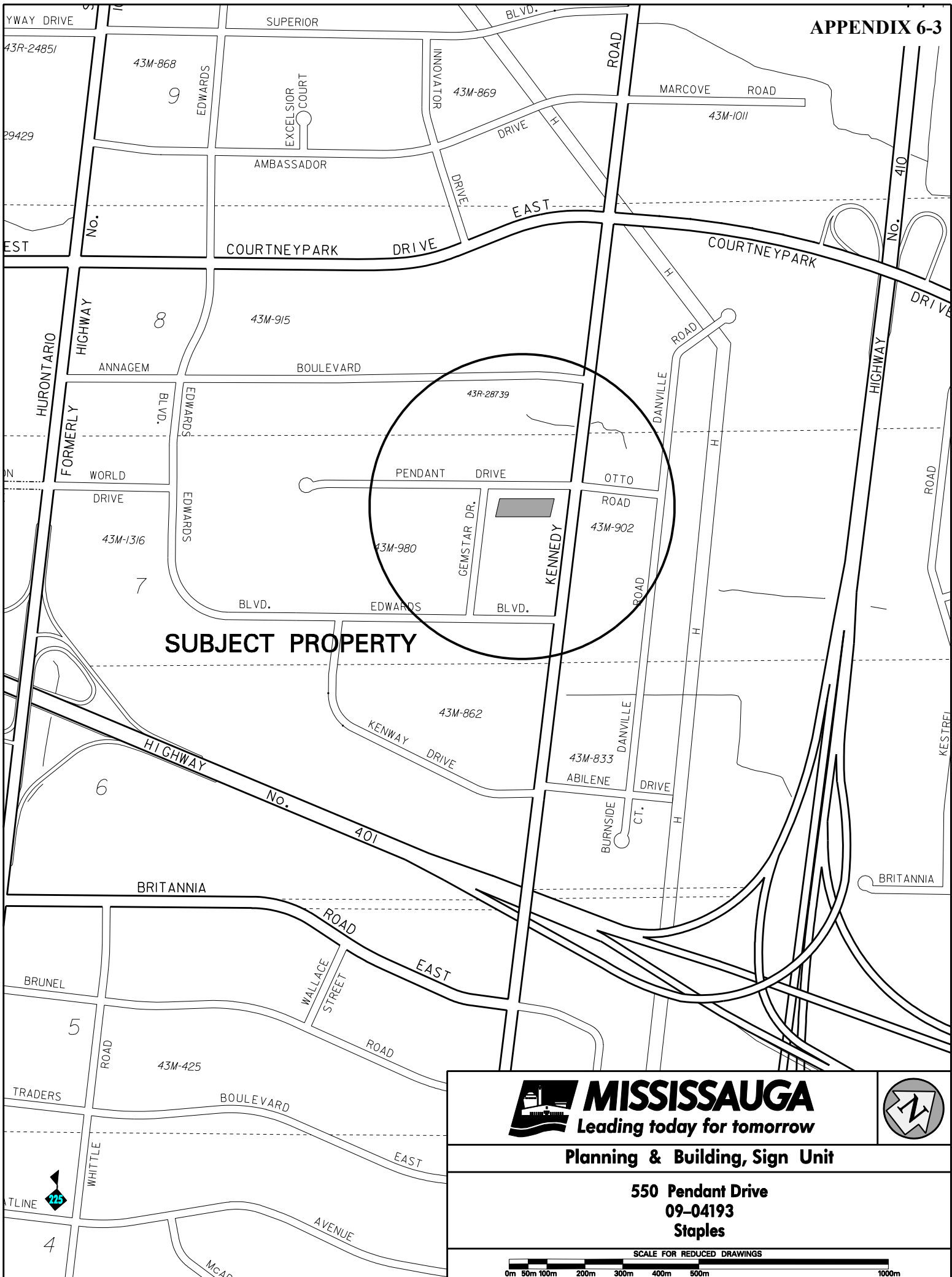
To Whom It May Concern:

Staples Advantage/Corporate Express Canada is a full service business to business office supply company that has been operating its Ontario distribution center and National head office at its current Mississauga location since 1999. An Application for variance would have been done at that time to allow for the signage that is currently in place. Staples recently acquired Corporate Express Canada and the sign change is part of the re-branding process. The signs with the new name are to be placed in the same location as the current ones.

Sincerely

A handwritten signature in black ink, appearing to read "Kevin MacCall".

Kevin MacCall
Facility Manager
Staples Advantage
905-696-4494



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Planning & Building, Sign Unit

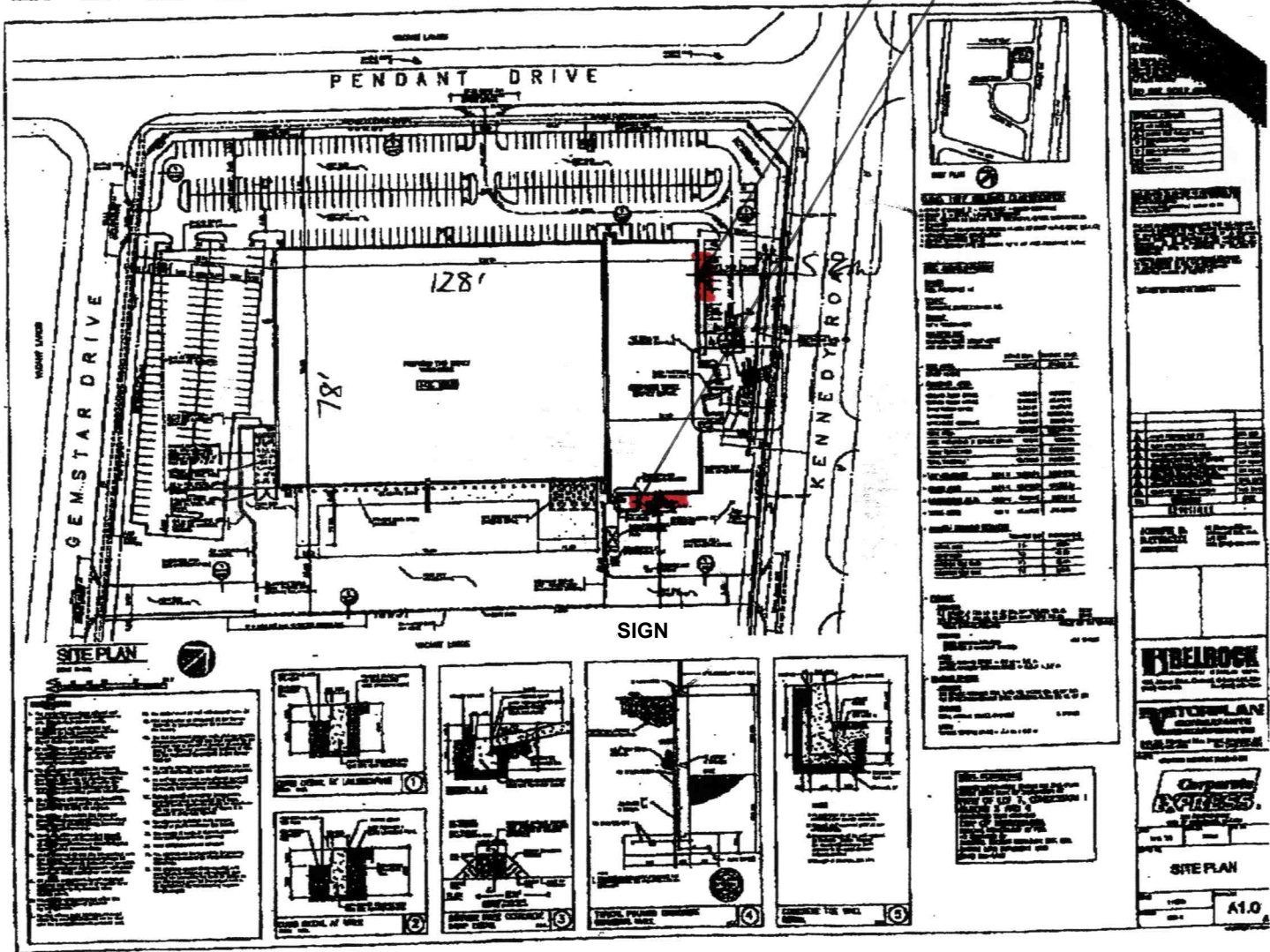
550 Pendat Drive
09-04193
Staples

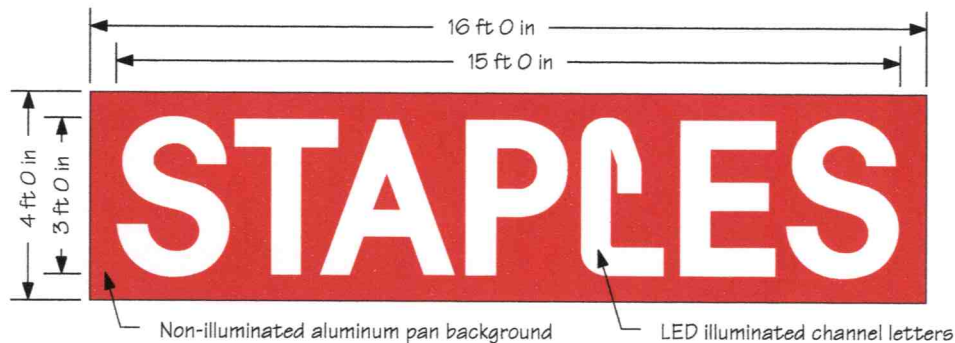
SCALE FOR REDUCED DRAWINGS



EAST ELEVATION
PROPOSED FASCIA SIGN LOCATION

SOUTH ELEVATION
PROPOSED FASCIA SIGN LOCATION





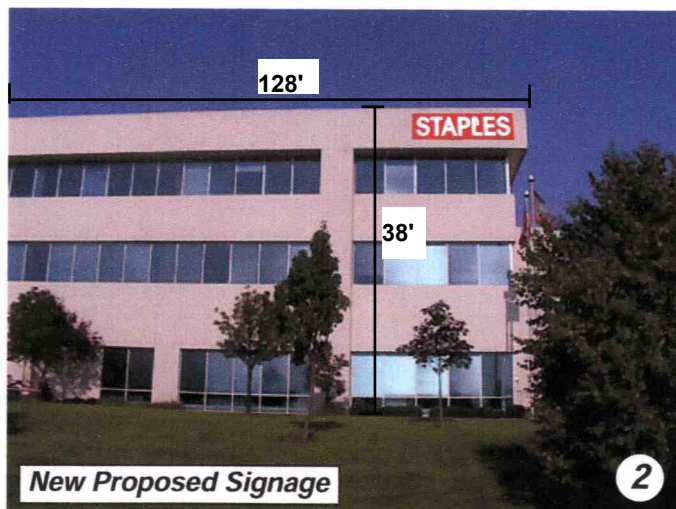
A2 ILLUMINATED WALL SIGN

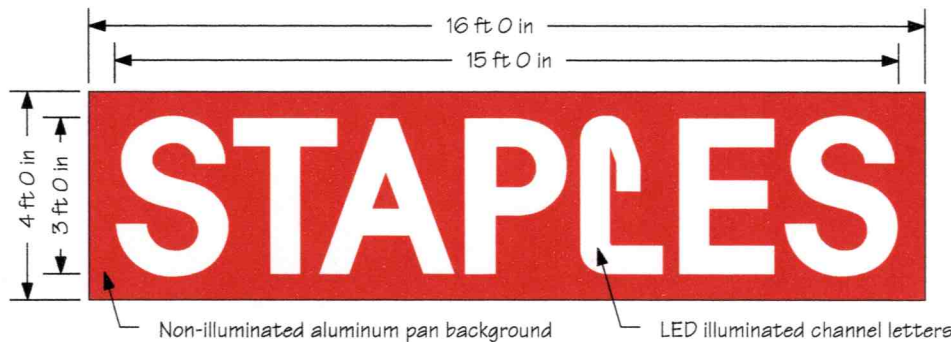
SCALE: 3/8" = 1'

Quantity = 1

EAST ELEVATION

**38' FROM GROUND TO TOP
128' WIDTH**





A1 ILLUMINATED WALL SIGN

SCALE: 3/8" = 1'

Quantity = 1

SOUTH ELEVATION

**38' FROM GROUND TO TOP
128' WIDTH**



Existing Signage



New Proposed Signage