

Originator's

Files BL.03-SIG (2009)

### **PDC** OCT 05 2009

**DATE:** September 15, 2009

**TO:** Chair and Members of Planning and Development Committee

Meeting Date: October 5, 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 September 15, 2009 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested four (4) Sign Variance Applications described in Appendices 1 to 4 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 09-03783
     Ward 5
     Metro Distribution Centre
     6175 Edwards Boulevards

To permit the following:

- (i) One (1) proposed fascia sign (sign #C) located on a building elevation that does not contain the main entrance to the building or face a street.
- (b) Sign Variance Application 09-05230Ward 5Bell Canada6895 Invader Crescent

To permit the following:

- (i) One (1) illuminated fascia sign located on the top floor level of a building with a sign area of 1.48 sq m (15.96 sq ft).
- (c) Sign Variance Application 09-04577
   Ward 6
   Origin Evergreen Mississauga
   820 Scollard Crt.

To permit the following:

- (i) One (1) banner sign located on the south elevation of the building until November 30, 2009.
- 2. That the following Sign Variance **not be granted**:
  - (a) Sign Variance Application 09-04464
     Ward 6
     TD Canada Trust
     1151 Dundas Street West

To permit the following:

(i) One (1) fascia sign not located on the unit occupied by the business.

### **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 four (4) Sign Variance Applications (see Appendices 1 to 4) 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**: Metro Distribution Centre

Appendix 1-1 to 1-5

Bell Canada

Appendix 2-1 to 2-7

Origin Evergreen Mississauga

Appendix 3-1 to 3-6

TD Canada Trust Appendix 4-1 to 4-6

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



September 15, 2009

**FILE:** 09-03783

**RE:** Metro Distribution Centre

6175 Edwards Boulevards – Ward 5

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

Section 17(2)	Proposed
A fascia sign shall be attached to the building	One (1) proposed fascia sign (sign #C) located
elevation that contains the main entrance to	on a building elevation that does not contain
the building or faces a street.	the main entrance to the building or faces a
	street.

### **COMMENTS:**

The proposed variance is for a fascia sign located on the rear elevation of the building. The proposed sign is to identify the entrance for the shipping/receiving department and for visitors. Although this is not considered a main entrance under the definition of the Sign By-law, it is an important entrance to the building which must be identified for their clients and the public. The Planning and Building Department therefore have no objections to the proposed variance.

 $K:\pbdivision\WPDATA\PDC-Signs\2009\ PDC\ Signs\09-03783\01-report.doc$ 

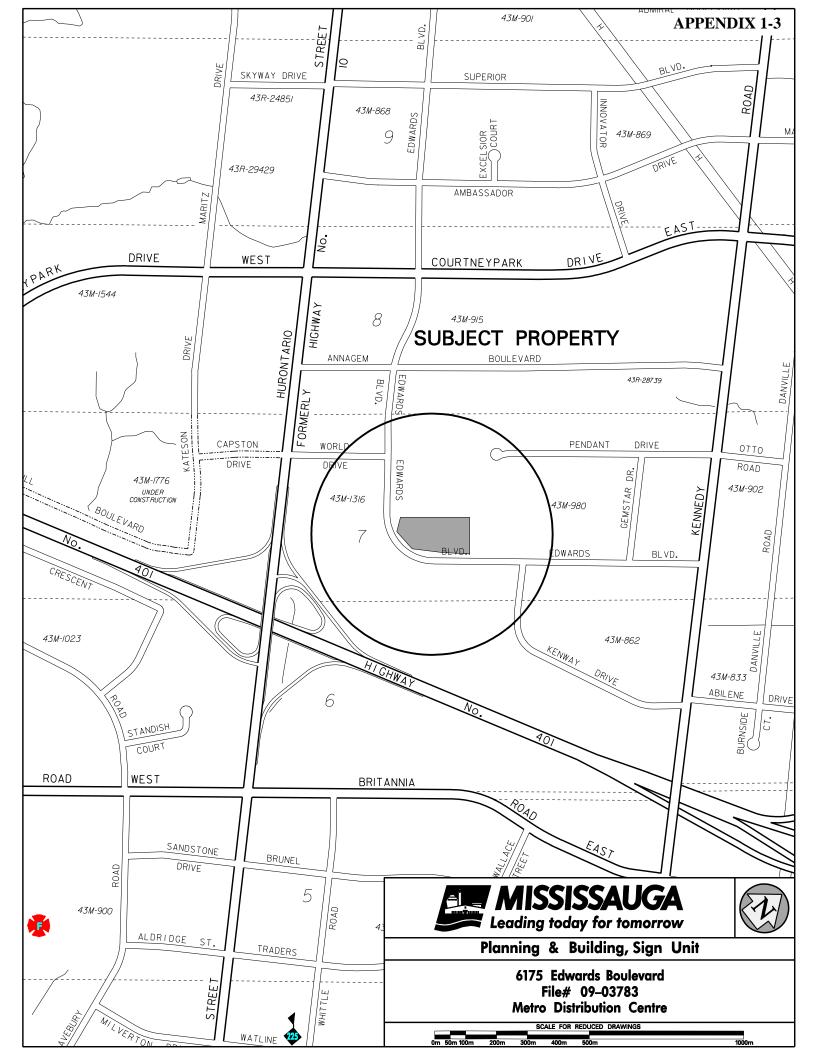


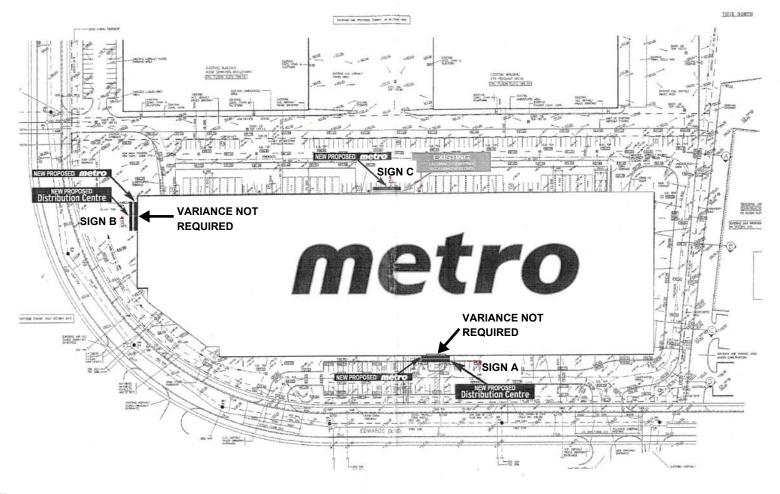
# Letter of Rational

The present is our application for a sign variance of the City of Mississauga Sign By-Law 0054-2002 as amended. We are looking to amend the sign by-law to allow for the installation of one (1) "Metro" sign which does not face a street or have a main entrance. This elevation, however, is considered a major artery for this location as the majority of employees and visitors enter through this entrance.

It is our belief that our signage is aesthetically pleasing, and provides a continuous image from one side of the building to the other. Furthermore, we have maintained a conservative size sign on this elevation given the size of the building face.

Thank you for the attention you will give to this request, and please do not hesitate to contact us immediately should you require additional information and/or documentation to complete our application.





Site Plan

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

# metro • Edwards Blvd -Mississauga 3



CLIENT ME	TRO INC. DIV. ING. CONST.		SITE metro •	TE metro • Edwards Blvd • Mississauga DESSIN			
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1-800

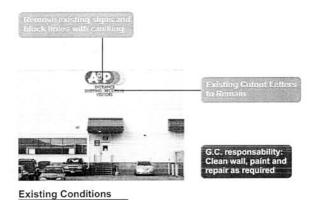
906 NEON

### SIGN C



Left Side Elevation

No Scale



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY



Scale: 3/16" = 1'-0"

Area: 137.24 ft2 or 12.75 m2



metro • Edwards Blvd -Mississauga 🏂

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CLIENT ME	TRO INC. DIV. ING. CONST.	SITE metro • Edwards Blvd - Mississauga	DESSIN	1-800
ADRESSE:	12225 BOUL INDUSTRIEL	ADRESSE: 6175 EDWARDS BLVD	DATE: REV.DATE:	906
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September 15, 2009

**FILE:** 09-05230

**RE:** Bell Canada

6895 Invader Crescent - Ward 5

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

Section 12	Proposed
A non-illuminated fascia sign shall be erected	One (1) illuminated fascia sign located on the
no higher than the upper limit of the first	top floor level of a building with a sign area of
storey of a building with a maximum sign	1.48 sq. m. (15.96 sq. ft.).
area of 0.4 sq. m. (4.3 sq. ft.).	

### **COMMENTS:**

The proposed variance is for fascia sign located on the top floor level of a three storey building, located on lands zoned U (Utilities). In lands zoned U, only a non-illuminated fascia sign can be erected and be no higher than the upper limit of the first storey of a building with a maximum sign area of 0.4 sq. m. (4.3 sq. ft.). In this regard, these signage provisions of the Sign By-law were designed for a low utility type of facility or building and not a three storey building.

The proposed fascia sign is well placed on the building and is in keeping with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

# **Permit World**

57 William St. W., Waterloo, ON N2L 1J6 519-635-2114 519-208-7008 (fax)

July 17, 2009

City Hall
Planning & Building Department, Sign Unit
300 City Centre Drive
Mississauga, ON
L5B 3C1

Attn: Laura Todirica

## Re: Sign variance application for Bell Canada, 6895 Invader Cres., Mississauga.

### Dear Laura:

Please kindly accept our request for a sign variance to allow one fascia sign for the above-mentioned project.

This property is zoned U and one non-illuminated sign is permitted on the  $1^{st}$  floor level with max. sign area = 0.4 sq.m.

The proposed sign is illuminated and to be located on the top floor level with the sign area = 1.48 sq.m.

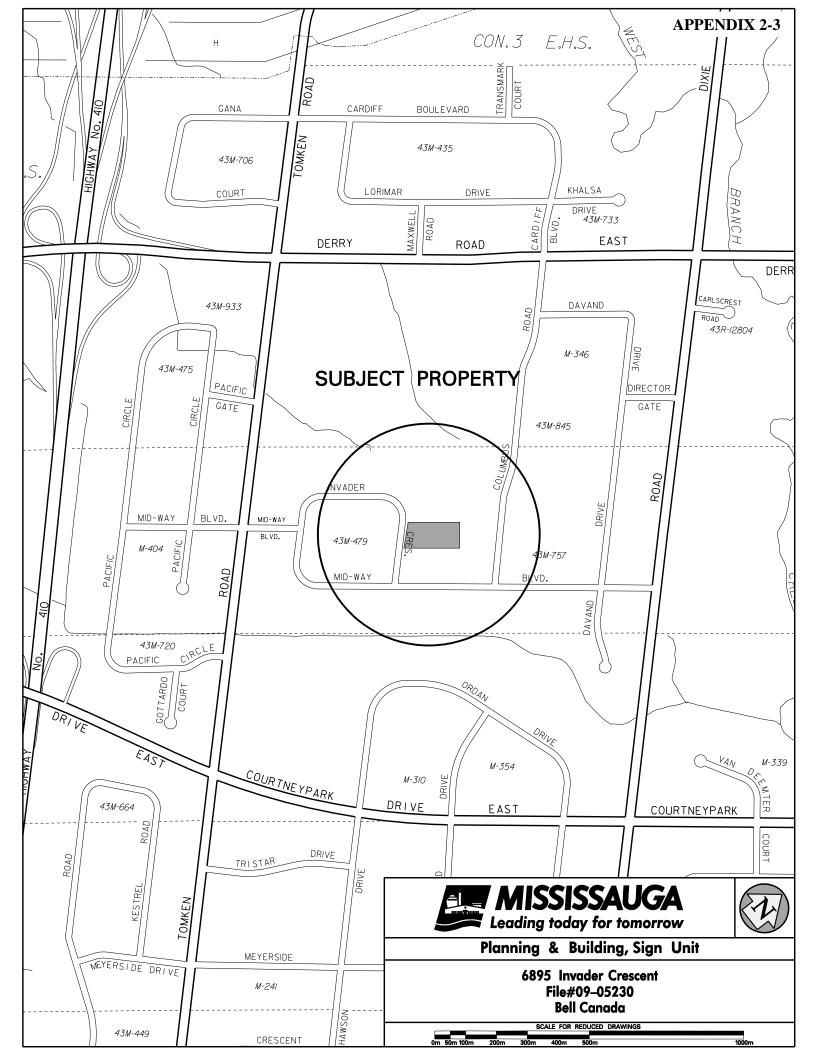
This property is located in the industrial area and the use of the building is commercial office.

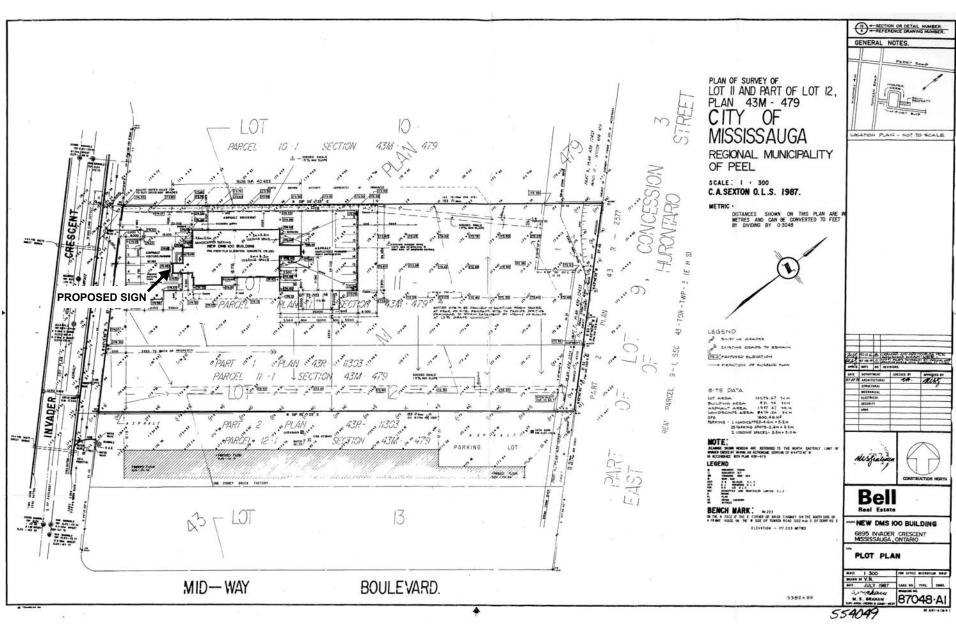
The proposed sign is complimentary to the building design and use/location of the property. It will not negatively impact surrounding properties and is intended for business identification only.

We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,

Svetlana Levant, A.Sc.T permits@permitworld.ca







(BUILDING DIMENSION)

SEE DRAWNIC #BELTC4D7004
WEIGHT - #70.BS.
SQ. FT. - 16.22

PROPOSED SIGNAGE INVADER CR.





This sign intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and I or other applicable local codes. This includes proper grounding and bonding of the sign Pattison Sign Group illuminated signs contain Fluorescent.
Neon anodor HID Lamps
These lamps contain Mercury (Hg)
Dispose of these lamps according to Local. Provincial. State
or Federal Laws

IT IS AGREED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE CONCRETE 
ARRES AS PER ENSIGNES RATISON SIGN GROUP'S TECHNICAL DRAWINGS OR THE 
EQUIVALENT. WHEREAN EXISTING BASES USED. THE CLIENT AGREES TO CHECK IF THE 
CONCRETE BASE CAN SUPPORT THE SIGNA'S SUPPLIED BY EXPERIENTS PATTISON SIGN 
GROUP. ENSEIGNES PATTISON SIGN GROUP WILL NOT ACCEPT ANY LIABILITY.

1:2000 Certified Enterprise





·Tel (506) 735-5506 ·Fax (506) 737-1740 ·Toll Free 1-800-561-

EC-20811

# Descriptions:

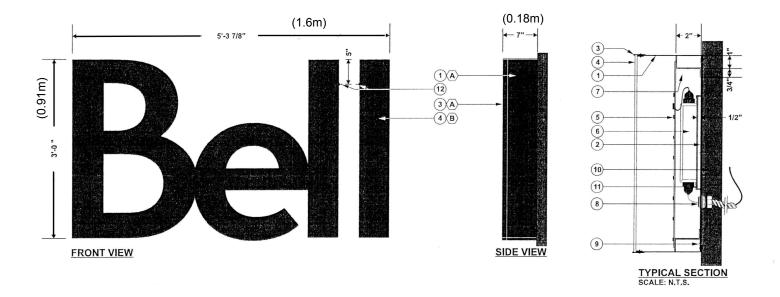
1 B-36 (36"X5'-3 7/8") LED ILLUMINATED CHANNEL LETTERS FABRICATED WITH ACRYLIC FACES, ALUMINUM RETURNS &

✓ Exterior:

Installation: Interior:

ALUMINUM BACKING.

Page: 1/1	Scale:	N.T.S.	
Draftsman:	MATHIEU DÉZIEL	Date:	04.13.2
Consultant:	E. COLLIN		
Site:	INVADER CR., MISSISSAUGA #5540		
Client:	BELL CANADA		





B-36 ILLUMINATED CHANNEL LETTERS

			Interior:			
			fications:		gradient and the	
Vo		120	Amp.:	2	Circ.:	1
#	Descri	ption	s:	L. Web		
1	0.040 A	ALUM	INUM RET	URNS		
2	0.050 A	LUM	INUM BAC	KING		
3	TRIM F					
4	3/16" T	K. W	HITE #244	7 ACRY	LIC FACE	WITH
	VINYL	APPL	IED TO FI	RST SU	JRFACE	
5	WHITE	REL	UME LED'S	S		
6	LED P	OWE	RSUPPLY			
7	0.064	LUM	INUM FAB	RICAT	ED "Z" BRA	CKET

ON WALL TYPE

8 TECH CONDUIT/CONNECTOR
9 TAPCON SCREWS TYPICAL - T.B.D. BY

11 0.064 FABRICATED ALUMINUM SPACER FOR POWER SUPPLY ATTACHMENT

INSTALLER AT TIME OF INSTALLTION BASED

12 TOGGLE SWITCH

NOTES:
- INSTALLATION TEMPLATE TO BE PROVIDED FOR EACH SIGN BY PSG

- "Z" BRACKET TO BE NOTCHED FOR TOGGLE SWITCHES AT MARKED LOCATION ON THE ALUMINUM BACKING

- POWER SUPPLIES TO BE LOCATED IN BOTH LETTER L'S

#		Colors:
Α	881 · \$	PAINTED TO MATCH EPSG #0301
В	*****	PERFORATED VINYL #3635-210 PRINTED
		TO MATCH PMS #301C WITH GPS
		PROTECTOR #3642-114

#  Revision(s)	By:	Date:
ADDED DETAILS IN NOTES	BP	03.09.2009
A CHANGED COLOR "A"	BP	03.25.2009
A CHANGED COLOR "A"	TB	04.03.2009



 $\underbrace{\bigcap_{us} c_{us}}_{us} \underbrace{\bigcap_{us} C_{us}}_{us}$  This sign intended to be installed in accordance with the requirements of This sign intended in the National Electrical Code and I or other applicable local codes. This includes proper grounding and bonding of the sign

Patitison Sign Group illuminated signs contain Fluorescent, Neon and/or HID Lamps
Nebes lamps catain Mercury (Hg)
Dispose of these lamps according to Local, Provincial, Statu

IT IS AGREED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE CONCRETE BASE AS PER ENSEIGNES PATTISON SIGN GROUP'S TECHNICAL DRAWNOS OR THE COUNTAIN. WHEREAM EXISTING BASE GUS OF THE CLIENT AGREES TO CHECK IF THE CONCRETE BASE CAN SUPPORT THE SIGN AS SUPPLIED BY ENSEIGNES PATTISON SIGN GROUP FULL HOT ACCEPTANT LABELITY.

www.nattisonslan.co



·Tel (506) 735-5506 ·Fax (506) 737-1740 ·Tell Free 1-800-561-

Client:	BELL CANADA	
Site:	VARIOUS	
Draftsman:	BROCK PRICE	Date: 02.17.2
Checked By:	TB	
Page 1/3	Scale:	1" = 1'-0"

ISO 9 UU F 20 DU CETTITIE O ETTO FITTIES OF THE STANDING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEMNES PATTISON SIGN GROUN



September 15, 2009

**FILE:** 09-04577

**RE:** Origin Evergreen Mississauga

820 Scollard Crt - Ward 6

The applicant requests the following variance to section 4(6) of the Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
A banner sign is specifically prohibited.	One (1) banner sign located on the south
	elevation of the building.

### **COMMENTS:**

The proposed variance is for an existing banner sign to remain on the building until November 30, 2009. The banner sign is to help market their retirement complex. Although the size of the banner sign is of concern, the Planning and Building Department will allow the banner to remain. As the owner has already received a Notice of Contravention for the illegal installation of the banner sign on February 9, 2009, the Planning and Building Department recommends that no further extensions be granted beyond November 30, 2009.

 $K:\pbdivision\WPDATA\PDC-Signs\2009\ PDC\ Signs\09-04577\01-REPORT.doc$ 



City of Mississauga Planning and Building Department – Sign Unit 300 City Centre Drive Mississauga, Ontario L5B 3C1 April 24, 2009

Re: Letter of Rationale - Application For Sign Variance ID # 09 – 4577

Dear Jeff Grech & Kelwin Hui,

Evergreen Mississauga CCRC Ltd. has recently opened a retirement community on the north-west corner of Mavis and Eglinton. Origin Evergreen Inc. is the operator of this community. <a href="http://www.origin.ca/evergreen/index.html">http://www.origin.ca/evergreen/index.html</a>

We recently received a Notice of Contravention and Removal from your department pursuant to the City of Mississauga Sign By-Law 0054-2002, as amended.

As you may know, Origin Evergreen is a new 300-unit senior's aging-in-place complex just now finished construction near the intersection of Mavis and Eglinton. Origin Evergreen has a banner sign on the south wall of the building facing Eglinton. This banner is an extremely important marketing tool which is helping us attract residents to this new retirement complex. The prevailing tough economic times have made it tremendously difficult to lease up. Origin had considered this sign a "Construction Sign" in accordance with Section 27 of the City of Mississauga Sign By-Law 0054-2002, as amended and therefore did not apply for a permit. As we have recently progressed beyond the 60 day occupancy period, we understand that it is time to comply with the by-law. We want to demonstrate our desire to act as responsible members of the Mississauga business community and thus we appealing to you for assistance in helping us keep the banner sign up a little longer to help us with lease-up in these challenging economic times. An Application for Sign Variance has been submitted requesting that this banner be allowed to stay up until November 30, 2009.

Your time and consideration are sincerely appreciated.

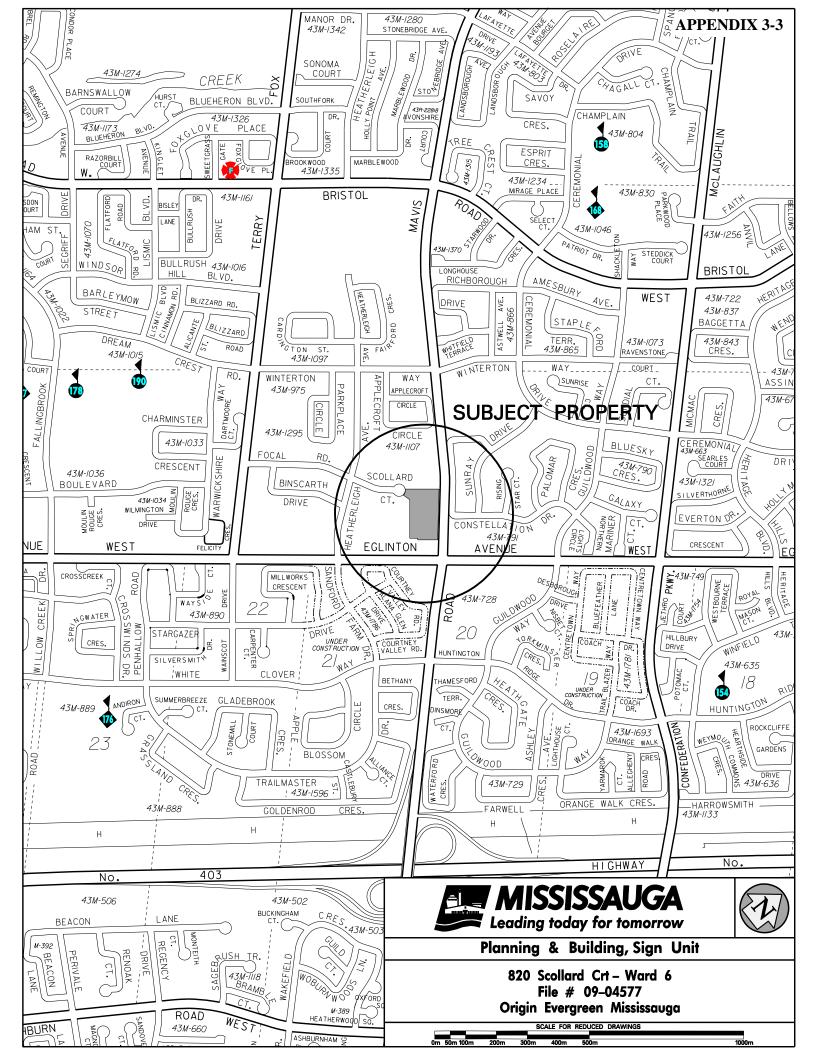
Best Regards,

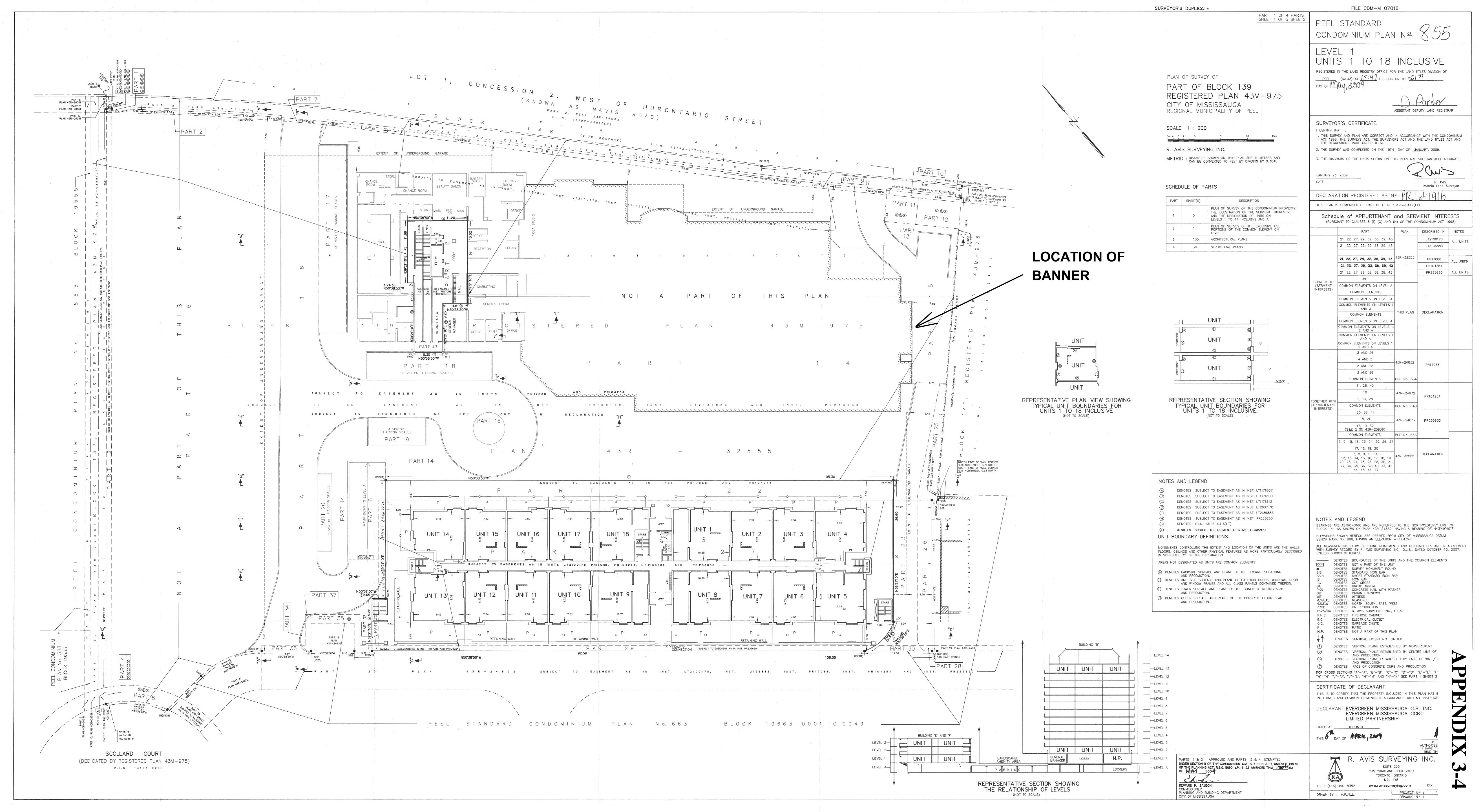
Michael Brcko

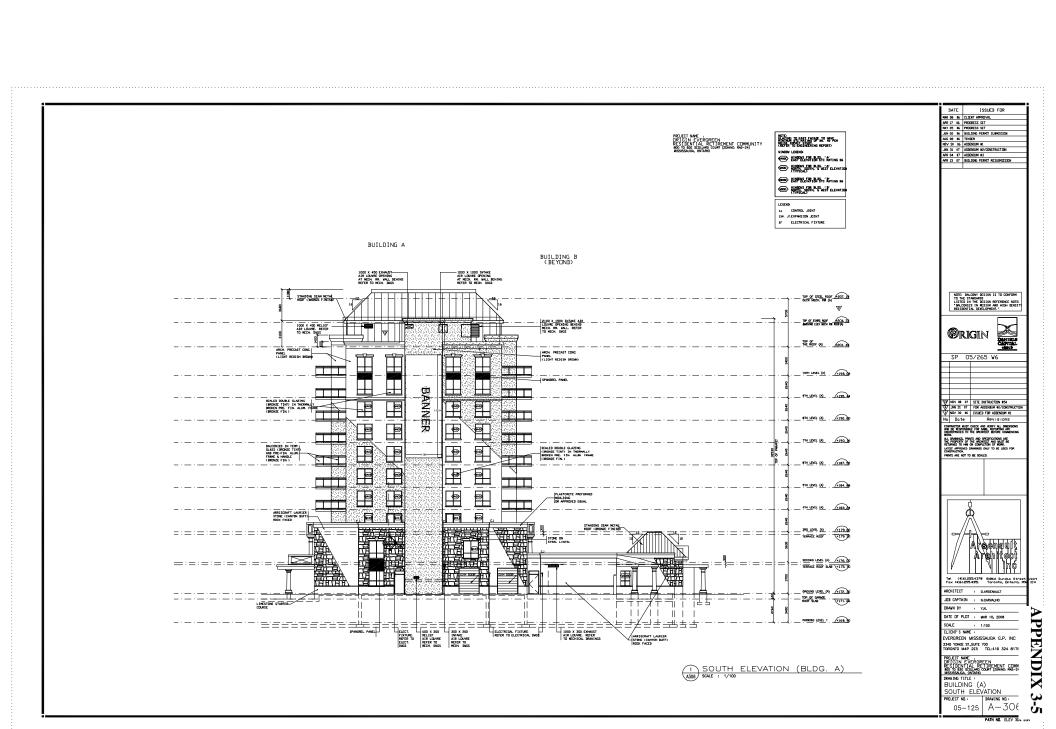
Development Manager

Origin Evergreen

Cel – 416.416-500-3321 mbrcko@origin.ca







Banner Size: 14 ft. x 40 ft.

# Nobody offers you more retirement value!

Condos & Full-Service Rentals 905-502-8882



www.originevergreen.ca



September 15, 2009

**FILE:** 09-04464

**RE:** TD Canada Trust

1151 Dundas Street West - Ward 6

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 on the unit	One (1) fascia sign not located on the unit
occupied by the business.	occupied by the business.

### **COMMENTS:**

The proposed variance is for a fascia sign on a wall which is not part of the unit occupied by TD Canada Trust. Currently there is an existing sign band on this elevation of the Westdale Mall. The proposed sign is located above an existing sign band. In this regard, we cannot support the variance as it would set precedent for others to create a second sign band on this elevation and create visual clutter on the building.



Zip Signs Ltd. 5040 North Service Road Burlington, Ontario L7L 5R5

May 28, 2009

City of Mississauga Planning and Building Department Building Division 300 City Centre Drive Mississauga, ON L5B 3C1

Attention: A. Robeznieks, P. Eng.

Chief Building Official Director, Building Division

1 Clan

Dear Sir/Mesdame:

Re: Variance Application for Fascia Sign – Application SGNBLD 09 4464 VAR TD Canada Trust, 1151 Dundas St. W., Mississauga

Zip Signs is the authorized agent for Paula Dale Limited, landlord to TD Canada Trust for the location shown above.

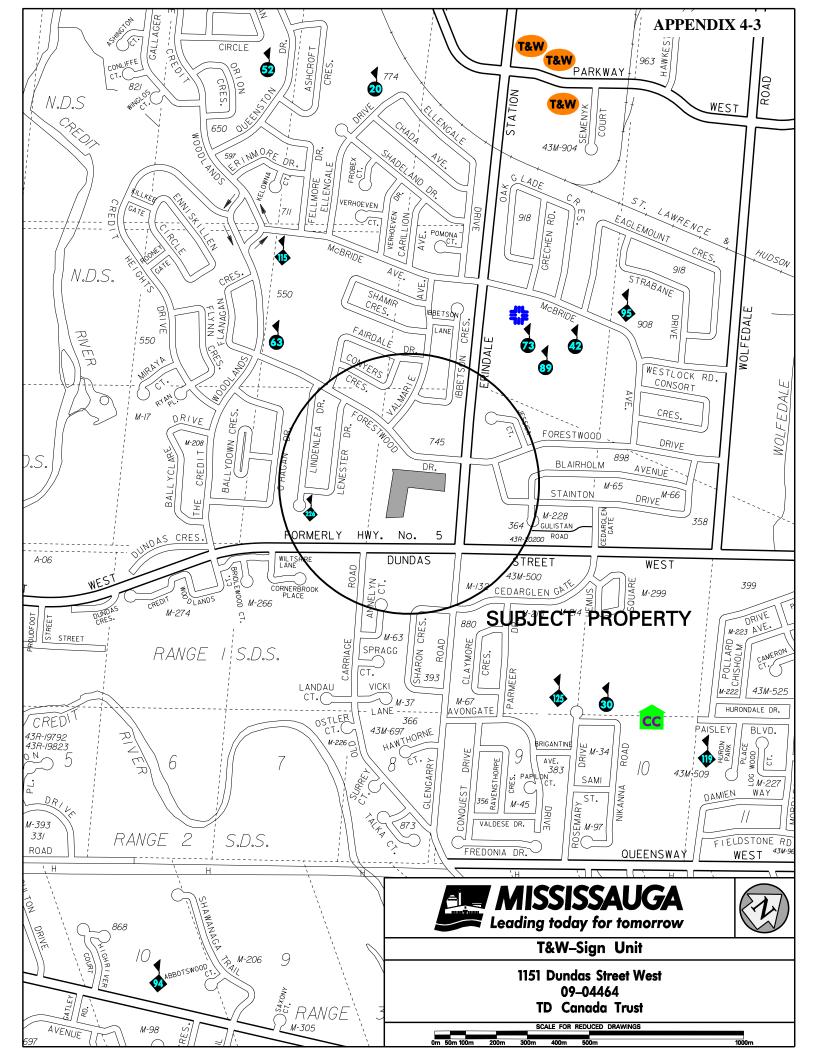
Attached you will find the landlord's letter of consent for the installation of a fascia sign for this tenant in a more suitable place other than immediately above the unit they occupy. The unit that TD Canada Trust occupies is a unit not visible from the street and so the public would be unaware of their presence; that is why the landlord has agreed to allow their sign to be mounted in a more suitable place on the building.

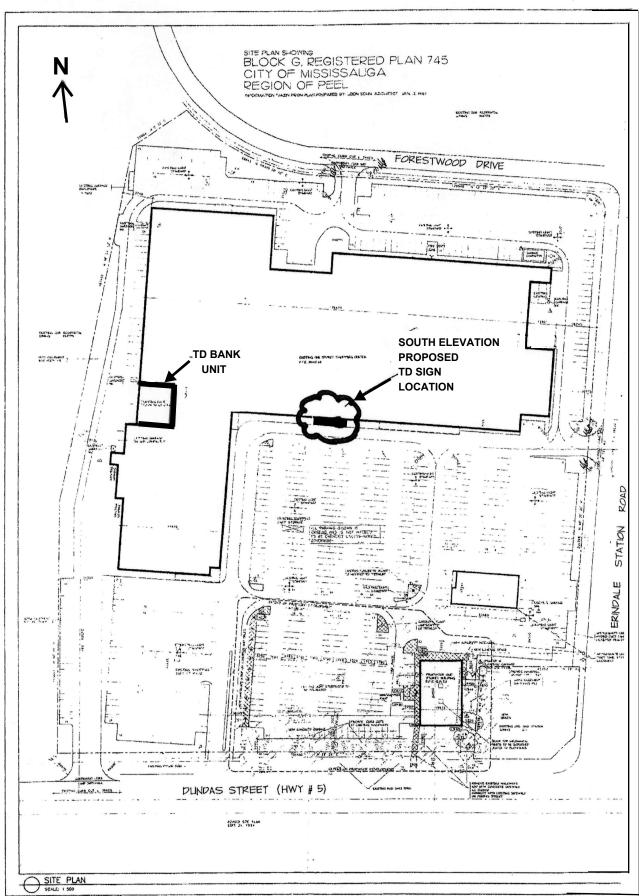
We respectfully request that you grant a variance in light of this particular circumstance and thank you for your time and consideration.

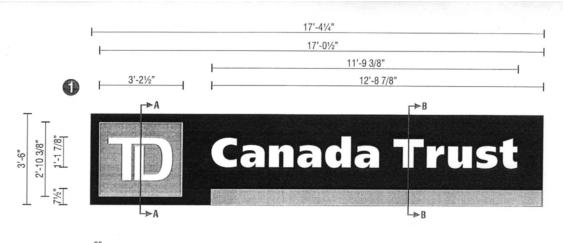
Yours truly,

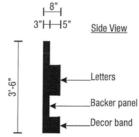
ZIP SIGNS LTD.

Dave Adam









### **LOCATION OF PROPOSED** FASCIA SIGN -





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ENTAL COLOR	Canada Tru		10	<b>V</b> ŏP
See See	TO BE WANTED	FINE S		NOW
			-	
	Chill Res		1	
	1		1	
100		-	111	

Supply 1 new s/f exterior thru-wall illuminated display on background panel

### Graphics / Substrate

Light Green 3632-5830 vinyl on 1st surface of White 2447 plexi faces

### Illumination

White LED's

Power supplies placed behind TD shield Construction

- 1" Dark Green vinyl trim retainer for logo &
- 1" x 1" aluminum angle retainer for band, face side painted Light Green 447-D-6. return side painted Dark Green PMS 5535
- 5" .050 aluminum returns .080 aluminum backs

### Paint

All exterior exposed metal painted Dark Green PMS 5535 except for face side of 1" aluminum angle retainer on band Interior painted White

### **Background Panel**

.125 aluminum face

- 3" aluminum angle filler mounted on 11/2" concealed aluminum angle frame Face & filler painted Dark Green PMS 5535
- 1) All fasteners to be stainless steel
- 2) 120v service provided by client's electrician
  - White 2447 Plexi
  - Ight Green 3632-5830 Vinyl
  - Light Green 447-D-6 (40% matte)

  - Dark Green PMS 5535 (40% matte)

www.zips	igns.com	
5040 North Service	Rd. Burlington, ON	
Ph. 905-332-8332	Fax 905-332-9994	

]	Client	TD Canada Trust
	Address	1151 Dundas Street West
		Mississauga, ON

Dwg No.	26166
Designer	FB
Sales	Steve O'Brien

Date	September 26, 2008
Rev.	December 12, 2008
Rev.	October 6, 2008

CONCEPTUAL NOT FOR CONSTRUCTION	SHOP READY CONSTRUCTION CAPABLE
Scale: 3/8"=1'-0"	Page: 1 of



