



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2009)

PDC NOV 16 2009

DATE: October 27, 2009

TO: Chair and Members of Planning and Development Committee
Meeting Date: November 16, 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 October 27, 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 09-05746
Ward 2
Bell Canada
1466 Southdown Rd.

To permit the following:

- (i) One (1) illuminated fascia sign with an area of 1.25 sq. m. (13.41 sq. ft.) erected higher than the upper limits of the first storey.
- (b) Sign Variance Application 09-05651
Ward 4
HSBC
4550 Hurontario Street

To permit the following:

- (i) Five (5) illuminated fascia signs each with a sign area of 0.4 sq. m. (4.3 sq. ft.).
 - (ii) Four (4) fascia sign located above the upper limits of the first storey of the building.
- (c) Sign Variance Application 09-05967
Ward 5
Daniels Gateway Rental Communities
720 Avonwick Ave.

To permit the following:

- (i) One (1) ground sign not displaying the municipal address and displays commercial advertising.
 - (ii) One (1) ground sign with a sign area of 2.97 sq. m. (31.95 sq. ft.).
- (d) Sign Variance Application 09-05990
Ward 5
Bath & Body Works
5950 Rodeo Dr.

To permit the following:

- (i) One (1) roof sign supported by and projecting above a canopy.
- (e) Sign Variance Application 09-05548
Ward 6
Origin Evergreen
820 Scollard Crt.

To permit the following:

- (i) One (1) ground sign containing a changing copy sign.

- (ii) One (1) ground sign with a sign area of 3.07 sq. m. (33 sq. ft.) displaying the municipal address and commercial advertising.
- (f) Sign Variance Application 09-04903
Ward 11
Maple Leaf
6897 Financial Dr.

To permit the following:

- (i) One (1) additional ground sign fronting Financial Dr.
- (ii) One (1) ground sign that does not display the municipal address.

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

- (a) Sign Variance Application 09-05548
Ward 6
Origin Evergreen
820 Scollard Crt.

To permit the following:

- (i) One (1) fascia sign located on the south elevation 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:

- Bell Canada
Appendix 1-1 to 1-7
- HSBC
Appendix 2-1 to 2-16
- Daniels Gateway Rental Communities
Appendix 3-1 to 3-7
- Bath & Body Works
Appendix 4-1 to 4-6
- Origin Evergreen
Appendix 5-1 to 5-15
- Maple Leaf
Appendix 6-1 to 6-8

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-05746

RE: Bell
1466 Southdown Road – Ward 2

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 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).	One (1) illuminated fascia sign erected higher than the upper limit of the first storey with a sign area of 1.25 sq. m (13.41 sq. ft.).

COMMENTS:

The proposed variance is for one (1) illuminated fascia sign on a commercial building located in a utility zone. In a utility zone, the sign area is restricted and the sign must be non-illuminated. The Planning and Building Department have no concerns with the proposed sign area and the illumination of the sign, as they would meet the sign provisions for a commercial building.

Permit World

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

August 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, 1466 Southdown Rd., Mississauga.

Dear Laura:

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

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

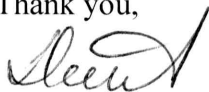
The proposed sign is illuminated and to be located on the 2nd floor level with the sign area = 1.5 sq.m. This sign will occupy 0.4% of the wall space.

The use of the building is commercial office and it is fully occupied by Bell. Bell Canada is currently in the process in refurbishing all existing signage with the new corporate image sign program. The new sign is proportional to the building size and design. A sign size or location permitted by the by-law will not be visible or legible on the building.

The existing ground sign will be removed as it is in great disrepair.

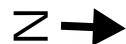
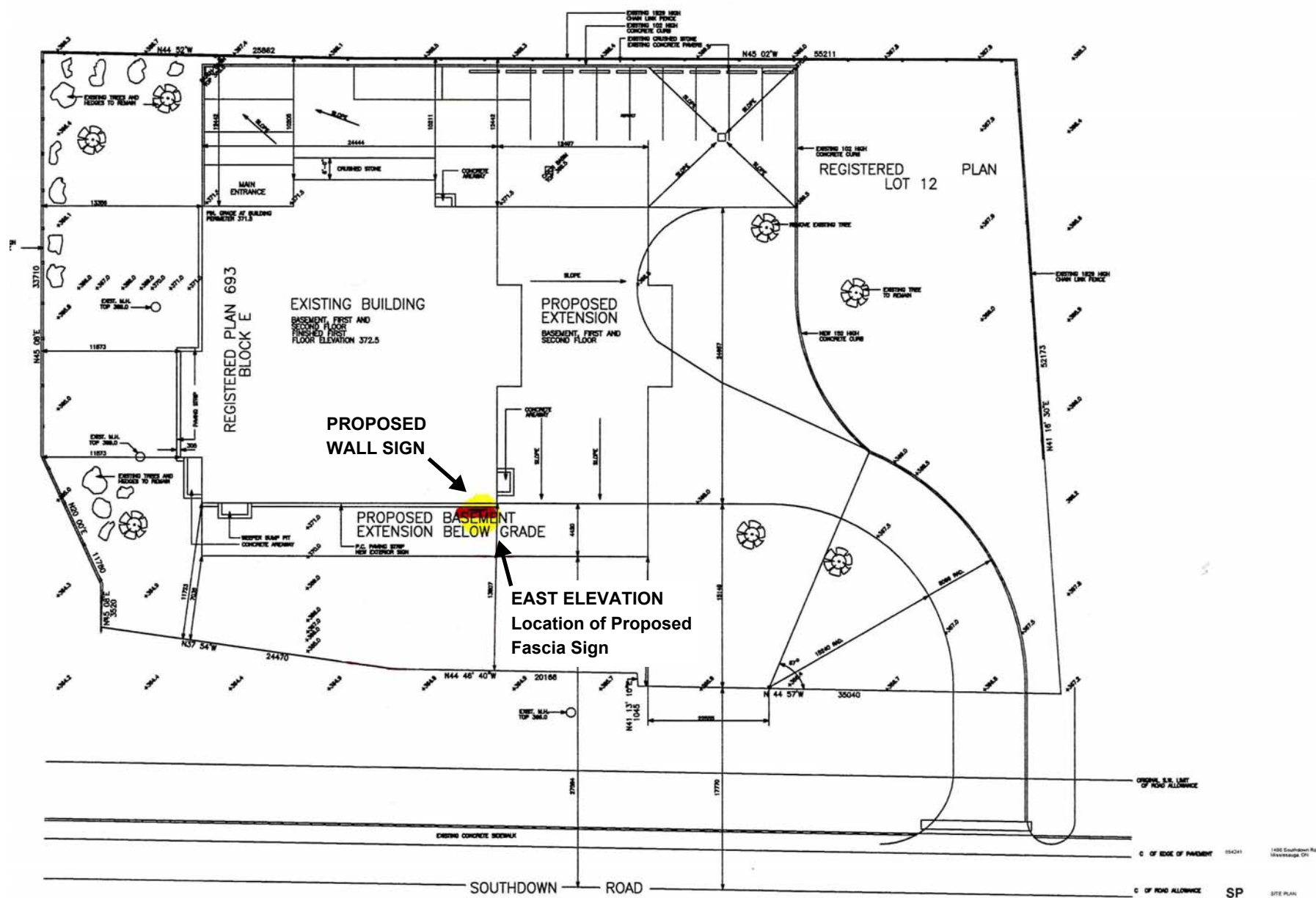
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,



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

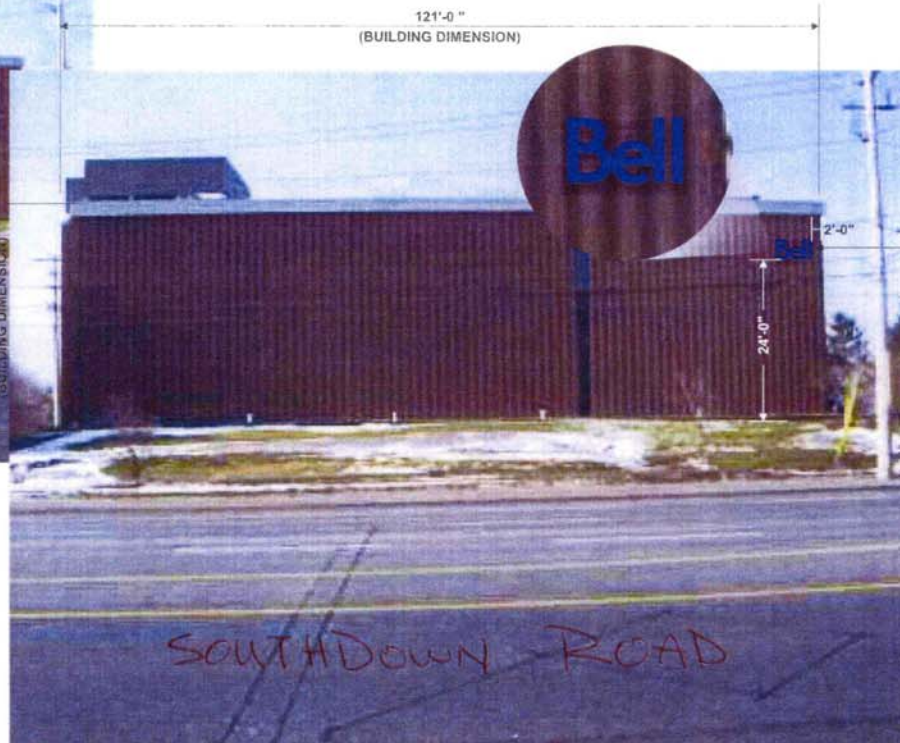




1466 SOUTHDOWN ROAD
SIGN INSPECTOR: KELWIN HUI



CURRENT SIGNAGE
1466 SOUTHDOWN RD.



PROPOSED SIGNAGE
1466 SOUTHDOWN RD.

EAST ELEVATION

EC-20581C	
PHOTO ELEVATION	
Installation: <input type="checkbox"/> Interior: <input checked="" type="checkbox"/> Exterior:	
# Descriptions:	
1 B-36 (36"X5'-3 7/8") LED ILLUMINATED CHANNEL LETTERS FABRICATED WITH ACRYLIC FACES, ALUMINUM RETURNS & ALUMINUM BACKING. SEE DRAWING #BEL1C4D7004	
WEIGHT - ±70LBS.	
SQ. FT. - 16.22	

#	Revision(s)	By:	Date:
1	MODIFIED OVERALL PROPOSAL	TB	05.22.2009
2	D-18 TO D-30 / RELOCATION	TB	06.09.2009
3	D-30 TO D-18 / RELOCATION	TB	07.29.2009
4	D-18 TO B-36 / RELOCATION	TB	08.26.2009

Customer Approval: _____

Date: _____



This sign intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.



Pattison Sign Group Illuminated signs contain Fluorescent Neon and/or HID lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, Provincial, State, or Federal Laws.

IT IS ADVISED THAT THE CLIENT IS ENTIRELY RESPONSIBLE TO INSTALL THE CONCRETE BASE AS PER ENSEIGNES PATTISON SIGN GROUP'S TECHNICAL DRAWINGS OR THE EQUIVALENT. WHERE AN EXISTING BASE IS USED, THE CLIENT AGREES TO CHECK IF THE CONCRETE BASE CAN SUPPORT THE SIGN AS SUPPLIED BY ENSEIGNES PATTISON SIGN GROUP. ENSEIGNES PATTISON SIGN GROUP WILL NOT ACCEPT ANY LIABILITY.

ISO 9001:2000 Certified Enterprise

© 2009 ENSEIGNES PATTISON SIGN GROUP. ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.

www.pattisonsign.com

ENSEIGNES PATTISON SIGN GROUP

Tel (506) 735-5506 - Fax (506) 737-1740 - Toll Free 1-800-561-9796

Client:	BELL CANADA
Site:	MISSISSAUGA, ON
Consultant:	E. COLLIN
Draftsman:	TINA BOLDUC
Date:	03.05.2009
Page:	1/2
Scale:	N.T.S.



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-05651

RE: HSBC
4550 Hurontario St. – Ward 4

The applicant requests the following variances to sections 13 and 17 of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A non-illuminated fascia sign shall be erected 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.).	Five (5) illuminated fascia signs each with a sign area greater than 0.4 sq. m. (4.3 sq. ft.). Four (4) of which are located above the upper limits of the first storey of the building.
Section 17	Proposed
A fascia sign shall be erected no higher than the upper limit of the first storey of a building.	Four (4) fascia signs located above the upper limits of the first storey of the building.

COMMENTS:

The proposed variances are for five fascia signs on a commercial building located in a residential zone. In a residential zone, the sign area is restricted and the sign must be non-illuminated. The Planning and Building Department do not have any concerns with the proposed sign area and the illumination of these signs as they would meet the sign provisions for a commercial building.

The Planning and Building Department does have concerns regarding the four fascia signs that are located above the upper limits of the first storey of the building. These signs are quite large with minimal text, which is the HSBC new corporate identification. We find the new corporate identification acceptable from a design perspective and in keeping with the design of the building. However, we do have concerns should the graphics of the signs be altered by HSBC or a new tenant. These alterations may result in advertising or text that is not consistent with the design of the building and impact the streetscape of Hurontario Street.

We therefore recommend approval these signs subject to the following conditions:

1. The text be limited to 50% of the sign area;
2. That HSBC agrees to remove the sign boxes if they vacate the premises.

In this regard, HSBC has submitted a letter agreeing to these conditions. (Appendices 1-4 to 1-5). The Planning and Building Department therefore finds these variances acceptable.



City of Mississauga
Tuesday July 21, 2009

Re: Exterior Signage at 4550 Hurontario Street, Mississauga Ontario

To whom it may concern,

HSBC Bank Canada will commence a branch refresh at our 4550 Hurontario Street, Mississauga location upon receipt of our building permit. In addition to refreshing the interior of our branch we will be upgrading our exterior signage.

The new signage will be consistent with the HSBC global standards and branding trademark image.

In addition to this, the existing signage while highly visible at night, due to the colour of the building is not sufficient for daytime effectiveness and may be costing us revenue.

Should you require any further information please do not hesitate to contact me

Thank you

A handwritten signature in black ink, appearing to read "Heather Townsend", with a long, sweeping horizontal line extending to the right.

Heather Townsend
Manager, Project Management
Corporate Real Estate, North America
7th floor, 70 York Street, Toronto Ontario M5J 1S9
Tel: 416-868-8274 Fax: 416-868-8372



October 6, 2009

City Hall
Planning & Building Department
300 City Centre Drive
Mississauga, ON
L5B 3C1
Attn: Wayne Nishihama

Re: HSBC, 4550 Hurontario St., Mississauga

Dear Mr. Nishihama:

This letter is to confirm that HSBC signs at any time will not have the graphic area exceed more than 50% of the sign box area.

In addition, if HSBC's lease is terminated, all signs to be removed.

Best regards,

A handwritten signature in black ink, appearing to read "Heather Townsend".

Heather Townsend
Manager, Project Management
Corporate Real Estate, North America



Delcom Management Inc.

4810 Dufferin Street, Suite E
Toronto, Ontario M3H 5S8

Telephone (416) 661-2121
Fax (416) 736-2634

October 6, 2009

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

Attn: Wayne Nishihama

Re: **HSBC, Exterior Signage**
4550 Hurontario St., Mississauga

Dear Mr. Nishihama:

This letter will confirm that we represent the Landlord for the above-mentioned property and it is understood and agreed that the signs installed for HSBC will be removed upon the termination of their lease and will not be used by future tenants.

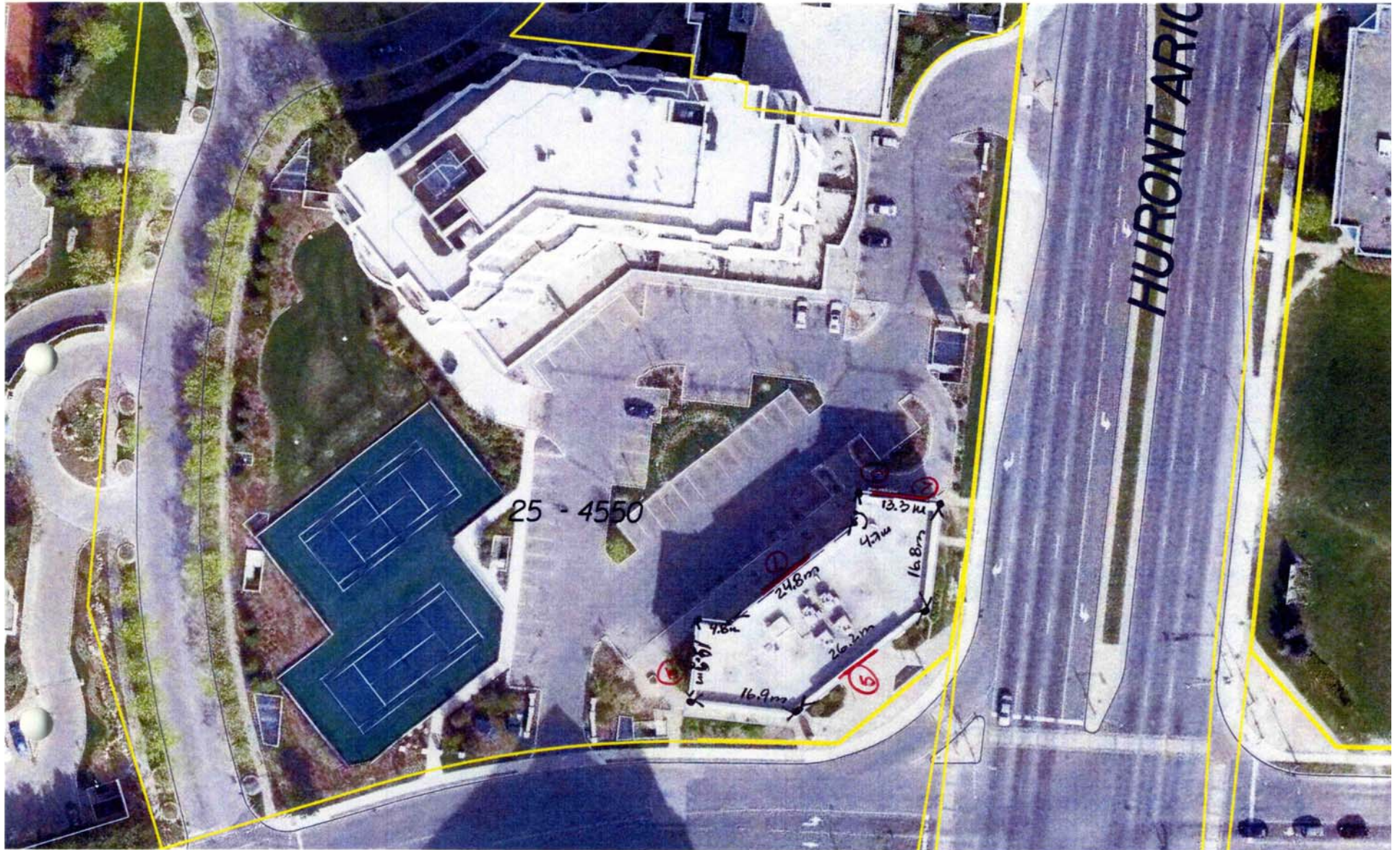
Yours truly,
DELCOM MANAGEMENT SERVICES INC.
As agent for and on behalf of Marc Five Investments Ltd.

A handwritten signature in black ink, appearing to read "Barbara Husain", with a long horizontal flourish extending to the right.

Barbara Husain
Property Manager

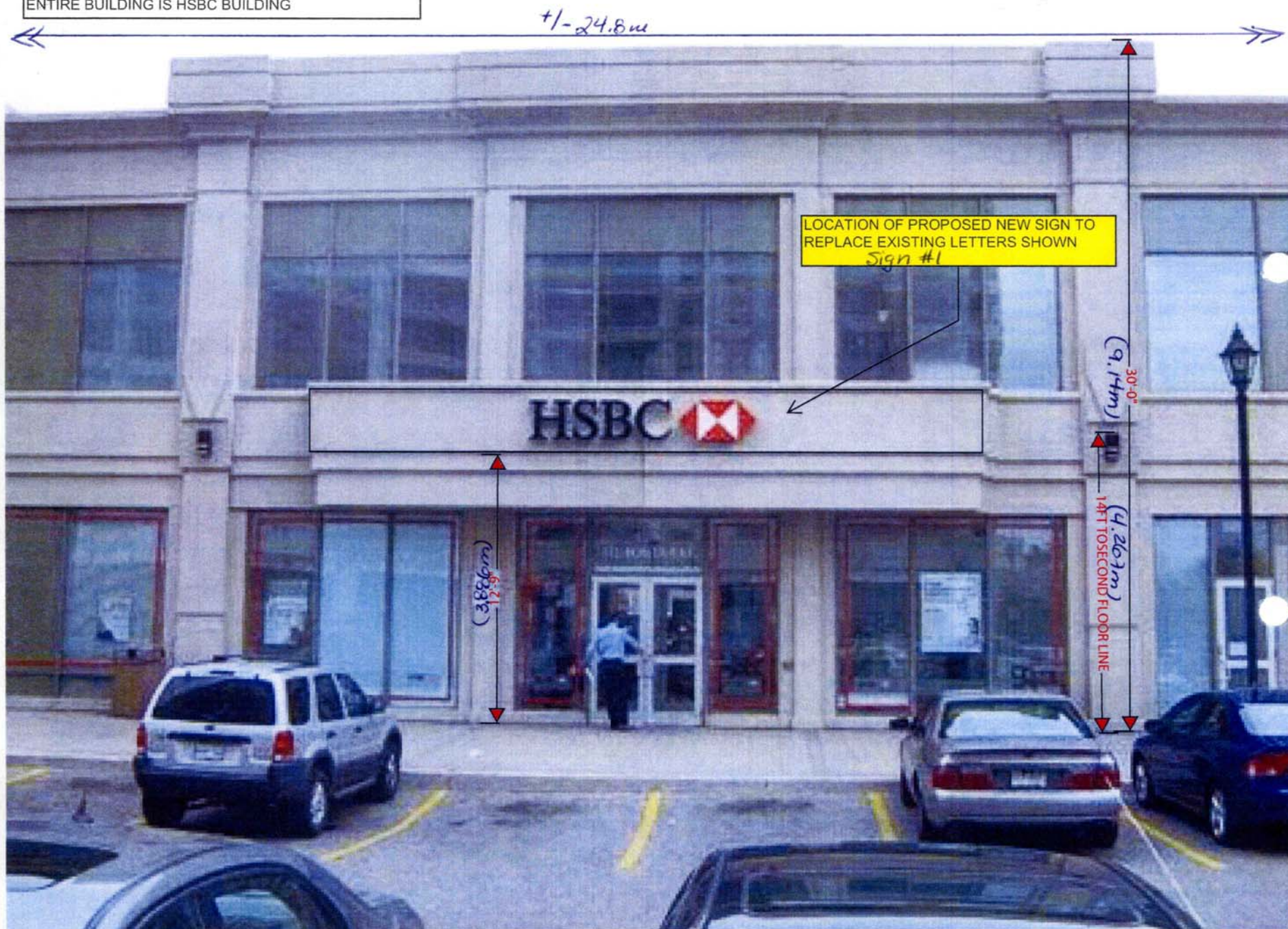
09.5651





NOTE:

ENTIRE BUILDING IS HSBC BUILDING



1 SIGN 1 - SIGN SPECIFICATIONS
Scale: 1/4" = 1'-0"



ITEM 1

Qty: One
Size: 2'-6" x 35'-9"
Model: Single face cabinet
Type: Aluminum
Lighting: T 12 illumination
Faces: White Panaflex with applied black and red vinyl
Frame: Frameless flexface
Cabinet: Painted Matthes White

COLOUR SPECIFICATIONS

- ☐ - White Panaflex
- ☒ -3M VT-2613
- ☒ - 3M 3630-022 (Matte) Black
- ☐ - Matthews White

Please note: Knight Signs to remove & dispose of existing channel letters

Existing



Proposed



Basic Night View



This is the property of KNIGHT SIGNS (A Division of Pacific Sign Group) and is not to be copied in whole or in part without permission by the owners.

Colours shown on this presentation are strictly representational.

•Project: HSBC # 10052	•Address: 4550 Horontario Rd, Mississauga, ON	•Account Manager Production Approval:	
•Account Manager: Kerrie Stafford	•Date: May 12, 2009	•Production: Heather	•File Name: 6180-05-09-HSBCLWrev5
•Customer Approval (signature)		•Landlord Approval (signature)	
<input type="checkbox"/> •Approved with changes (INITIAL)	•NOTE we can not proceed without your sign approval	•Date:	•Page 1 of 4

NOTE:

ENTIRE BUILDING IS HSBC BUILDING

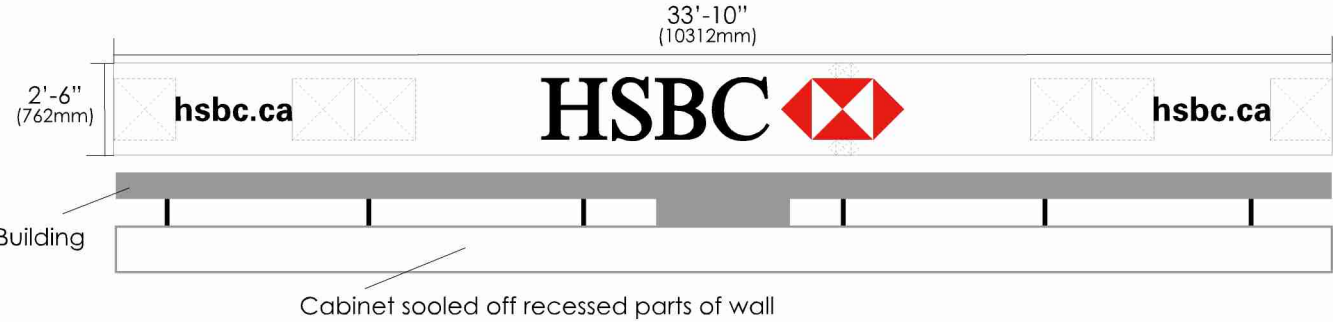
NEW SIGN TO REPLACE
EXISTING SET OF LETTERS

Sign # 2

NEW SIGN LOCATION TO
REPLACE EXISTING CABINET
SHOWN - Sign #3



2 SIGN 2 - SIGN SPECIFICATIONS
Scale: 3/16" = 1'-0"



ITEM 1

Qty: One
Size: 2'-6" x 33'-10"
Model: Single face cabinet
Type: Aluminum
Lighting: T 12 illumination
Faces: White Panaflex with applied black and red vinyl
Frame: Frameless flexface
Cabinet: Painted Matthes White

COLOUR SPECIFICATIONS

- ☐ - White Panaflex
- ☒ -3M VT-2613
- ☒ - 3M 3630-022 (Matte) Black
- ☐ - Matthews White

Please note: Knight Signs to remove & dispose of existing channel letters

Basic Night View



3 SIGN 3 - SIGN SPECIFICATIONS
Scale: 1/4" = 1'-0"



ITEM 1

Qty: One
Size: 1'-6" x 15'-5"
Model: Single face cabinet
Type: Aluminum
Lighting: T 12 illumination
Faces: White Panaflex with applied black and red vinyl
Frame: Frameless flexface
Cabinet: Painted Matthes White

COLOUR SPECIFICATIONS

- ☐ - White Panaflex
- ☒ - 3M 3630-022 (Matte) Black
- ☐ - Matthews White

Please note: Knight Signs to remove & dispose of existing ABM display

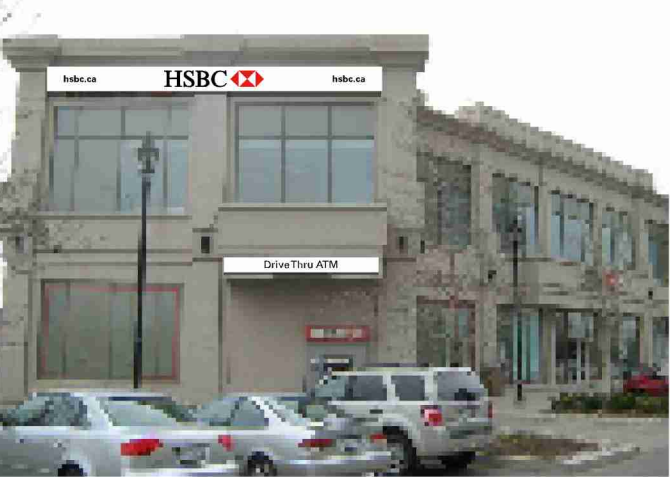
Basic Night View



Existing



Proposed



This is the property of KNIGHT SIGNS (A Division of Pacific Sign Group) and is not to be copied in whole or in part without permission by the owners.

Colours shown on this presentation are strictly representational.

•Project: HSBC # 10052	•Address: 4550 Horontario Rd, Mississauga, ON	•Account Manager Production Approval:	
•Account Manager: Kerrie Stafford	•Date: May 12, 2009	•Production: Heather	•File Name: 6180-05-09-HSBCLWrev5
•Customer Approval (signature)		•Landlord Approval (signature)	
<input type="checkbox"/> •Approved with changes (INITIAL)	•NOTE we can not proceed without your sign approval	•Date:	•Page 2 of 4

NOTE:

ENTIRE BUILDING IS HSBC BUILDING

PROPOSED NEW
SIGN TO REPLACE
EXISTING LETTERS
SHOWN - Sign 4



4 SIGN 4 - SIGN SPECIFICATIONS
Scale: 1/4" = 1'-0"



ITEM 1

Qty: One
Size: 2'-6" x 33'-10"
Model: Single face cabinet
Type: Aluminum
Lighting: T 12 illumination
Faces: White Panaflex with applied black and red vinyl
Frame: Frameless flexface
Cabinet: Painted Matthes White

COLOUR SPECIFICATIONS

- ☐ - White Panaflex
- ☒ -3M VT-2613
- ☒ - 3M 3630-022 (Matte) Black
- ☐ - Matthews White

Please note: Knight Signs to remove & dispose of existing channel letters

Existing



Proposed



Basic Night View



This is the property of KNIGHT SIGNS (A Division of Pacific Sign Group) and is not to be copied in whole or in part without permission by the owners.

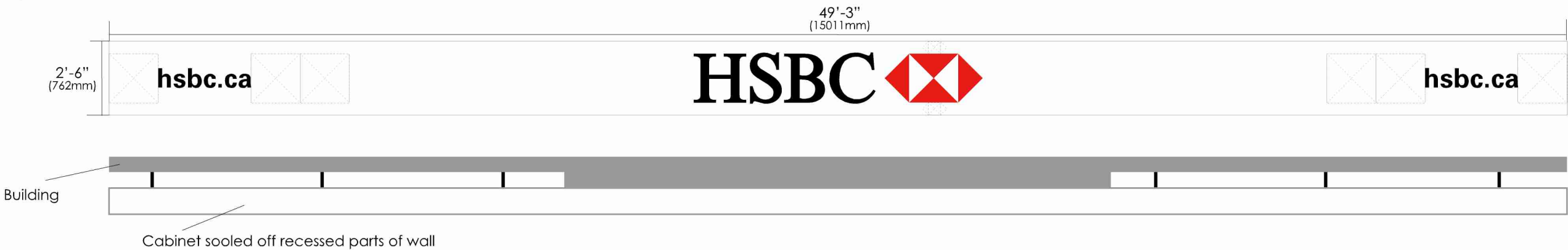
Colours shown on this presentation are strictly representational.

•Project: HSBC # 10052		•Address: 4550 Horontario Rd, Mississauga, ON		•Account Manager Production Approval:	
•Account Manager: Kerrie Stafford		•Date: May 12, 2009		•Production: Heather	
•File Name: 6180-05-09-HSBCLWrev5		•Revision Date: Aug 21, 2009			
•Customer Approval (signature)			•Landlord Approval (signature)		
<input type="checkbox"/> •Approved with changes (INITIAL)		•NOTE we can not proceed without your sign approval		•Date:	
•Page 3 of 4					



5 SIGN 5 - SIGN SPECIFICATIONS
Scale: 1/4" = 1'-0"

Area = 123.1ft² (11.4m²)



ITEM 1

- Qty: One
- Size: 2'-6" x 49'-3"
- Model: Single face cabinet
- Type: Aluminum
- Lighting: T 12 illumination
- Faces: White Panaflex with applied black and red vinyl
- Frame: Frameless flexface
- Cabinet: Painted Matthes White

COLOUR SPECIFICATIONS

- ☐ - White Panaflex
- ☒ -3M VT-2613
- ☒ - 3M 3630-022 (Matte) Black
- ☐ - Matthews White

Please note: Knight Signs to remove & dispose of existing channel letters

Existing



Proposed



Basic Night View



This is the property of KNIGHT SIGNS (A Division of Pacific Sign Group) and is not to be copied in whole or in part without permission by the owners.

Colours shown on this presentation are strictly representational.

•Project: HSBC # 10052	•Address: 4550 Horontario Rd, Mississauga, ON	•Account Manager Production Approval:	
•Account Manager: Kerrie Stafford	•Date: May 12, 2009	•Production: Heather	•File Name: 6180-05-09-HSBCLWrev5
•Customer Approval (signature)		•Landlord Approval (signature)	
<input type="checkbox"/> •Approved with changes (INITIAL)	•NOTE we can not proceed without your sign approval	•Date:	•Page 4 of 4



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-05967

RE: Daniels Gateway Rental Communities
720 Avonwick Avenue - Ward 5

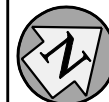
The applicant requests the following variance to section 12 of the Sign By-law 0054-2002, as amended.

Section 12	Proposed
Permits only an address sign.	A ground sign not displaying the municipal address and displays commercial advertising.
Permits a maximum sign area of 1.5 sq. m. (16.14 sq. ft.) for an address sign.	A ground sign having a sign area of 2.97 sq. m. (31.96 sq. ft.).

COMMENTS:

The proposed variance is for a ground sign which provides the public with information regarding the rental of the units within the complex. Daniels Gateway has established several rental communities throughout Mississauga with similar signs which were approved as variances by the City. The signs are well designed and fit within the context of the site and surrounding area. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

Please note that the municipal address is located on the entry sign located on Avonwick Avenue.



720 Avonwick Avenue
File # 09-05967
Daniels Gateway Rental Communities

SCALE FOR REDUCED DRAWINGS



Sign Variance Rationale
File: 09-5967

September 30, 2009

As you are aware Daniels Gateway has established several rental communities throughout Mississauga over the past years in response to the Province's and the City's diversity in housing policies and initiatives. The response to this housing type has been met with great success and acceptance by the marketplace.

Traditional rental properties have taken the form of a high-rise apartment building with their simple "vacancy" sign on the front lawn advertising to the public. This system seemed to work okay for the landlords and those looking for a place to live, however, in today's world and with our Gateway Townhouse Communities being intentionally integrated into the surrounding neighbourhoods, the regular person looking for rental accommodation isn't always aware that these communities exist.

To that end, Daniels has developed a standard signage package, with input for staff, which will in simple terms "brand" this form of accommodation in Mississauga and Brampton so that these rental communities will not be so obscure to those looking for accommodation. As you have seen as part of our Sign Permit application, we have incorporated design elements from several types of signs already existing in Mississauga and have come up with one that respects the residential nature and scale of the neighbourhoods that these signs would be located in. These back-lit signs have clean lines with subtle details and are mounted on a concrete based which we feel will compliment any residential situation. The sign is not overloaded with information, but simply identifies that the adjacent community is one of our Gateway Rental properties and provides the public with a telephone number should they be looking for accommodation.

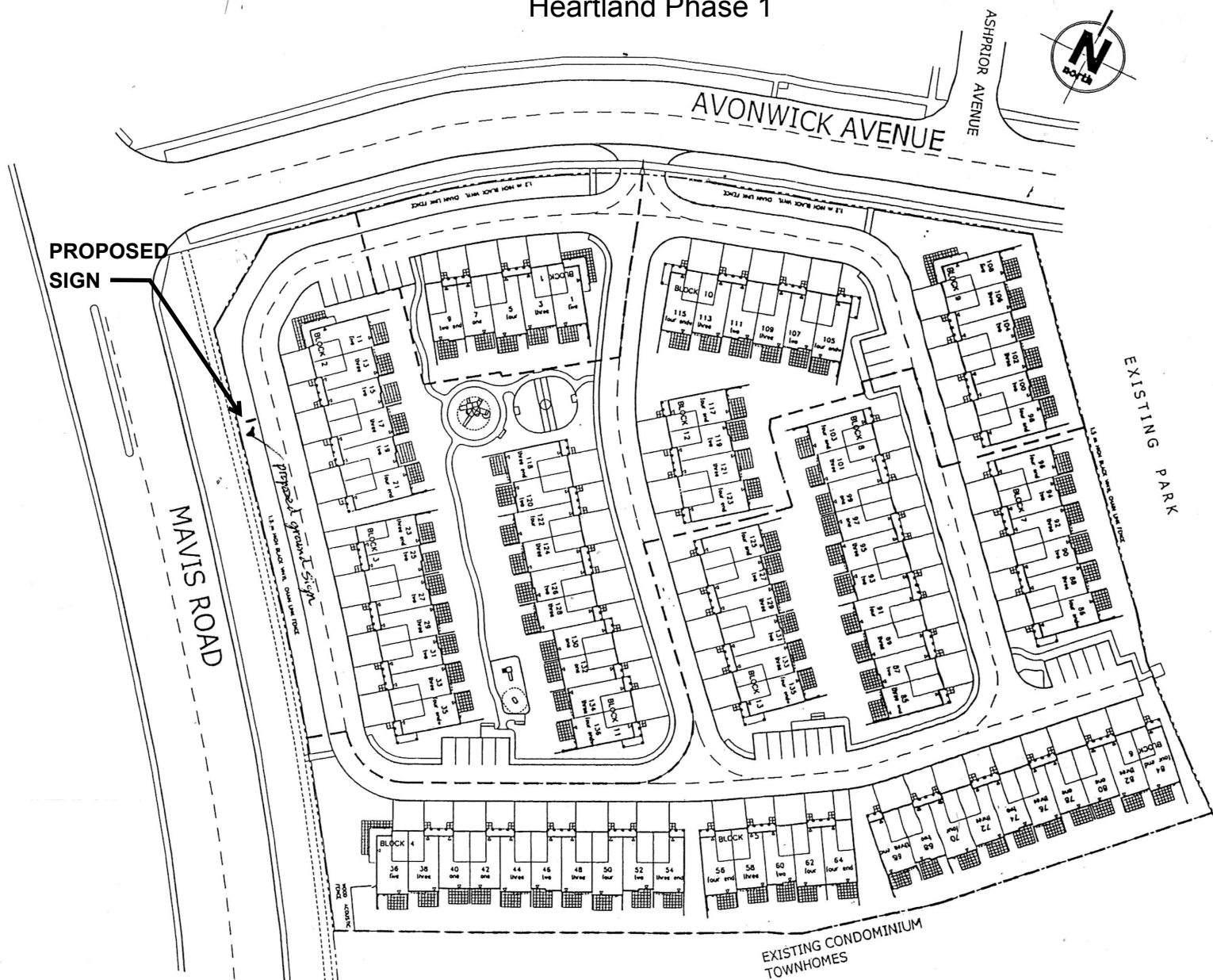
Based on the fact that our type of proposed ground sign has not been contemplated by the City's Sign By law, it is not specifically defined and therefore is deemed not to be permitted.

Through the development of this standard ground sign program we attempted to use existing signs found in or adjacent to residential areas throughout the City as a template to create an appropriate back-lit sign that would not be any less impactful. In conducting this research, we saw examples of schools, churches, convenience plazas, gas stations and community centres which have back-lit signs which are adjacent to or across the street from a residential use.

As you are also aware, Daniels received approval of this exact back-lit sign on June 27, 2008 for all of our communities except for the two applications (07-06743 and 07-06744) pertaining to the two communities at the corner of Mavis Road and Avonwick Avenue. Through a subsequent meeting with the Ward Councillor we learned that the reason for the two sign variance applications being refused was due to the fact that two separate ground signs were being proposed on the Mavis Road frontage, one for each of the two individual rental communities. In addition, the proposed ground sign on Avonwick Avenue was deemed to have limited exposure to the arterial road and therefore was not considered. As a result, Daniels has amended our sign variance application to propose only one (1) back-lit ground on Mavis Road (see site plan submitted with the application).

I trust that this rationale will aid staff in understanding what our Gateway sign program is all about and result in a positive recommendation to Council for this amended application. Should you have any questions or wish to discuss this issue further, please do not hesitate to contact me.

Heartland Village North



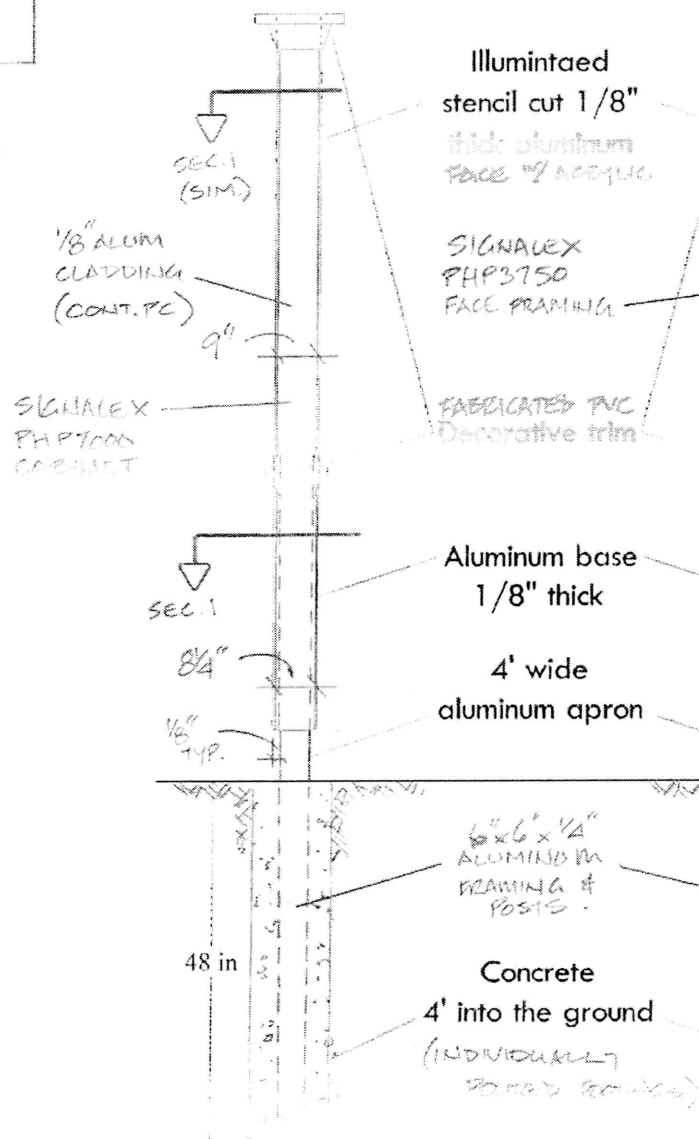


12780 Simcoe Street Port Perry, ON L9L 1B3
tel 905 982-0881 fax 905 982-0885
1-866-SEN-SIGN (1-866-735-7446)

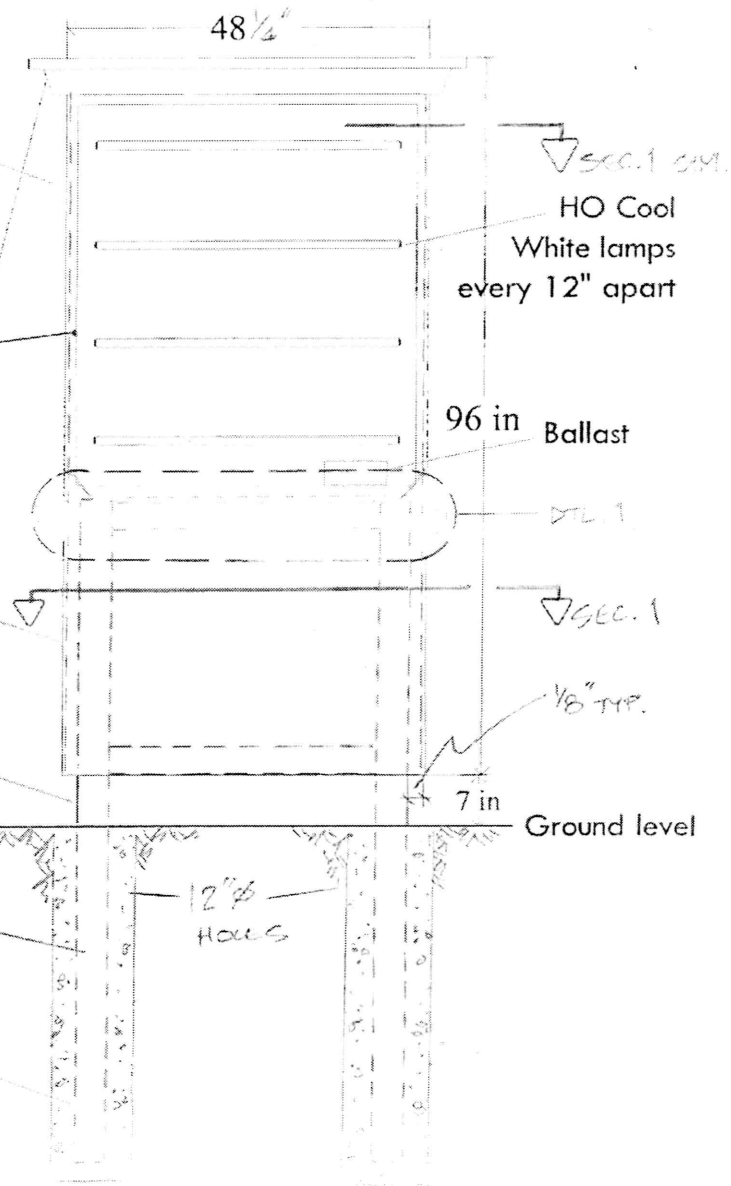
4'x8' double sided
illuminated sign - N.T.S.



Section (N.T.S)



Elevation (N.T.S)



June 24/08

**PROPOSED SIGN**

Picture shows sign erected
at 3035 Artesian Drive



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-05990

RE: Bath & Body Works
5950 Rodeo Dr. - Ward 5

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

Section 4(6)	Proposed
A sign supported by a structure and projects above the roof is specifically prohibited.	One (1) roof sign supported by and projecting above a canopy.

COMMENTS:

The proposed variance is for a sign located on the main entrance canopy. The sign is well designed and in keeping with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



ORLANDO CORPORATION

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

September 25, 2009

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

BUILDING DIVISION		
BUILDING	DEPT. FILE:	
DATE REC'D: SEP 28 2009		
ROUTE TO:	DATE:	DATE:

Att: Laura Todirica, Sign OBC Plan Examiner

Dear Madam:

Re: Bath and Body Works – 5950 Rodeo Drive, Unit #1F, Mississauga, Ontario
Application # SGNBLD 09 5990

This letter will confirm that the property owner, Orlando Corporation, has no objection to the tenant's request for signage appearing on top of the existing canopy (facing Britannia Road).

This sign is consistent with the Tenant's signage and has no negative impact on the signage appearing on the buildings at the Heartland Town Centre.

The application by the tenant has our full support. Should you require any additional information please contact the writer at your convenience.

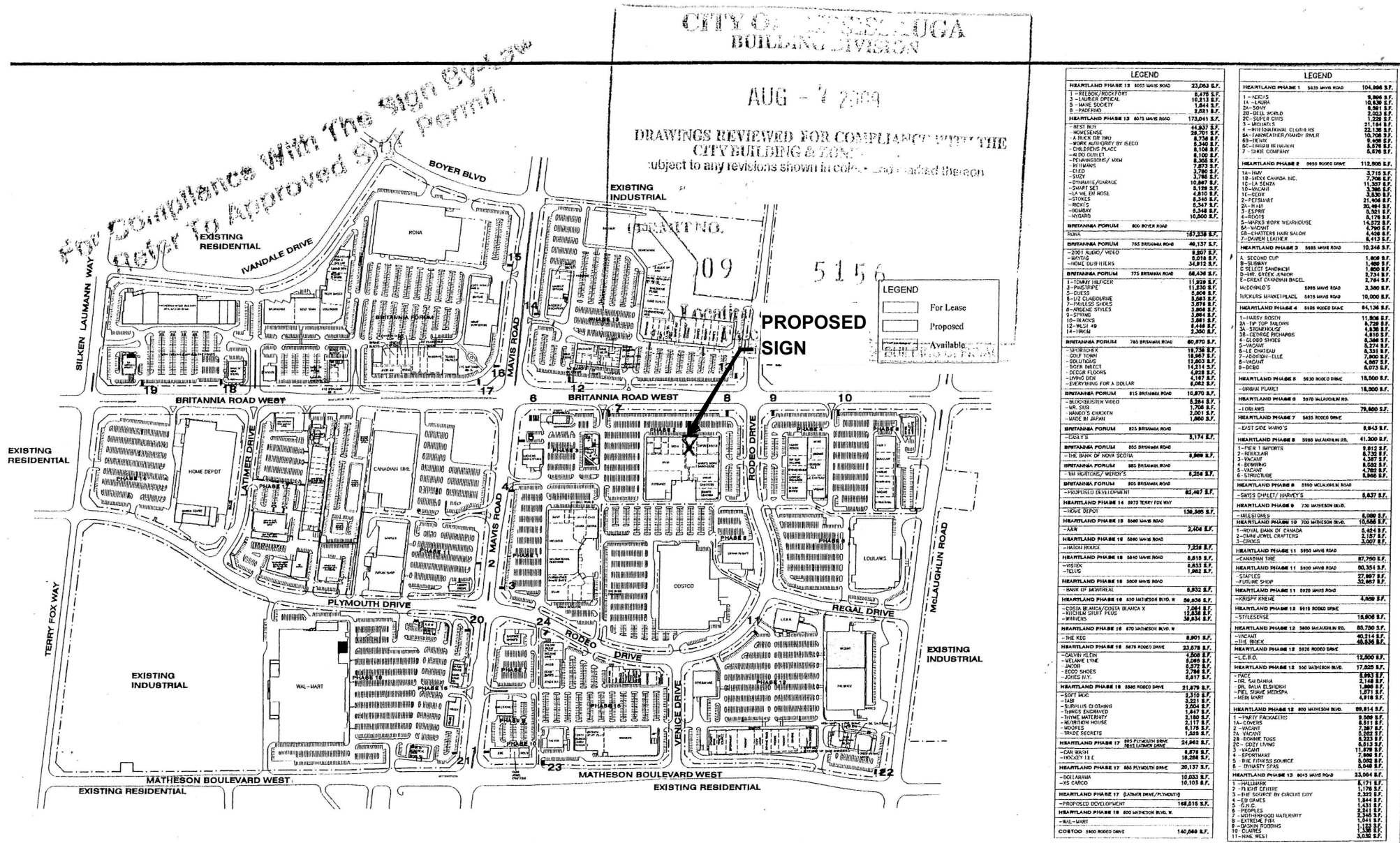
Yours truly,

ORLANDO CORPORATION

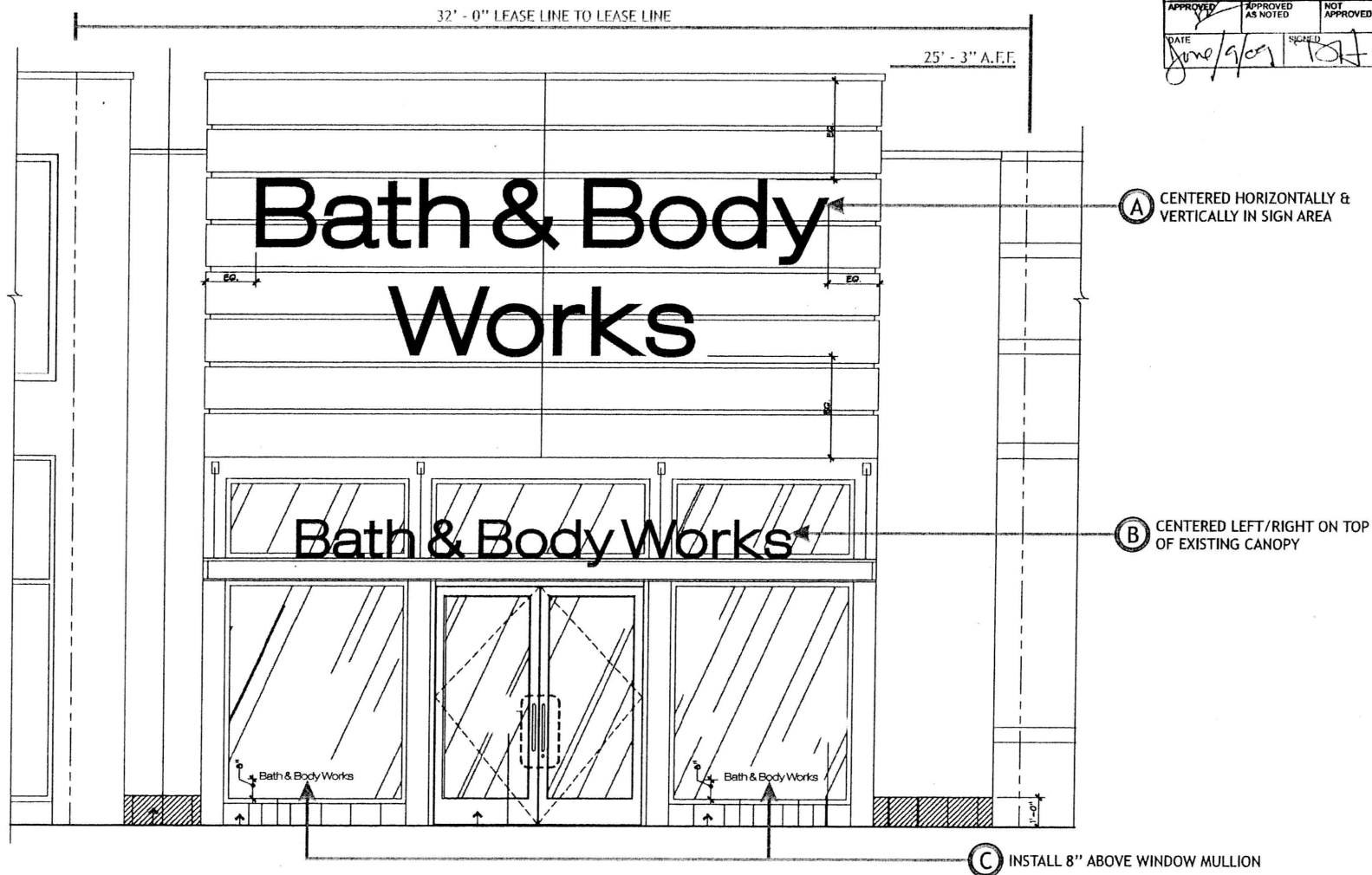
Dan Hyde
Senior Manager, Shopping Centres

DH*lds

cc: Blair McClure, Nite Light Sign Services Inc. (via email: nitelight@on.aibn.com)
Ryan Couch, Ruggles Sign Company (via email: Ryan@rugglessign.com)
Lino Malito, Project Co-ordinator – Orlando Corporation



REFRONT - ELEVATION
le: N.T.S.



ORLANDO CORPORATION		
APPROVED	APPROVED AS NOTED	NOT APPROVED
DATE	SIGNED	
June 9/09	TOT	

Ruggles
SIGN COMPANY

308 Crossfield Drive
Versailles, KY 40383

Phone: (859) 879-1199
Fax: (859) 879-8683

www.rugglessign.com



Bath & Body Works

Store# 6026
Space# C-1

HEARTLAND TOWN CENTRE
5950 RODEO DRIVE
MISSISSAUGA, ON L5R 3V6

CUSTOMER APPROVAL

Customer Signature _____ Date _____
Copy, Colors and Sizes

RUGGLES SIGN COMPANY DOES NOT PROVIDE
PRIMARY ELECTRICAL TO SIGN LOCATION
RESPONSIBILITY OF OTHERS!

This design is the exclusive property of Ruggles Sign Company and cannot be reproduced in whole or in part without their prior written approval.

Submittal Date: 05/20/09
Plan Issue/Rev Date: 03/20/09
Acct Rep: Ryan Couch
Designer: Derek Couch

REVISIONS

r1: _____ r5: _____
r2: _____ r6: _____
r3: 07/22/09 r7: _____
r4: _____ r8: _____

Page: 2 of 9

FABRICATED LETTERS - ELEVATION
Scale: 1/2" - 1' - 0"

SUPER MODIFIED LOGO

17' - 1"

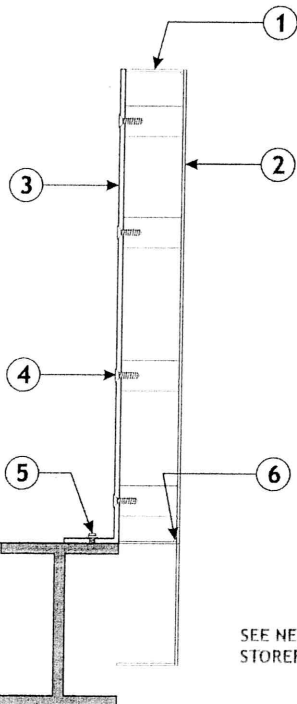
22.77 SQ. FT.

16" Bath & Body Works

- ⑤ Total of 17 fasteners required for entire sign.
Spacing between each tek screw is 12",
starting a 1/2" from the end of bracket.

ORLANDO CORPORATION		
APPROVED ✓	APPROVED AS NOTED	NOT APPROVED
DATE June 9/09	SIGNED [Signature]	

FABRICATED LETTERS - SECTION
Scale: N.T.S.



SEE NEXT PAGE FOR PROPOSED
STOREFRONT CANOPY SECTION

FABRICATED LETTERS - DETAILS

- ① 1 1/2" DEEP x .063 ALUMINUM LETTER RETURNS PAINTED TO MATCH BM #2067-10 "MIDNIGHT NAVY"
- ② .090 ROUTED ALUMINUM LETTER FACES PAINTED TO MATCH BM #2067-10 "MIDNIGHT NAVY"
- ③ 1/8" ROUTED ALUMINUM BACK WITH A BROKE "SHOE" ON THE BOTTOM FOR LETTER MOUNTING TO CANOPY
- ④ 8/32 x 3/8" COUNTERSUNK SCREWS SECURE THE LETTERS TO THE MOUNTING BRACKETS
- ⑤ 3/4" TEK SCREWS WILL SECURE THE SIGN INTO PLACE ON TOP OF THE EXISTING LEDGE, TEK SCREWS WILL GO THRU THE BROKE MOUNTING "SHOE" INTO THE CANOPY
- ⑥ LETTER RETURNS & BACKS ARE WELDED TOGETHER AROUND THE ENTIRE PERIMETER OF LETTER

Ruggles
SIGN COMPANY

308 Crossfield Drive
Versailles, KY 40383

Phone: (859) 879-1199

Fax: (859) 879-8683

www.rugglessign.com



Bath & Body Works

Store# 6026
Space# C-1

HEARTLAND TOWN CENTRE
5950 RODEO DRIVE
MISSISSAUGA, ON L5R 3V6

CUSTOMER APPROVAL

Customer Signature _____ Date _____
Copy, Colors and Sizes

RUGGLES SIGN COMPANY DOES NOT PROVIDE
PRIMARY ELECTRICAL TO SIGN LOCATION
RESPONSIBILITY OF OTHERS!

This design is the exclusive property of Ruggles Sign
Company and cannot be reproduced in whole or in
part without their prior written approval.

Submittal Date: 05/20/09
Plan Issue/Rev Date: 03/20/09
Acct Rep: Ryan Couch
Designer: Derek Couch

REVISIONS

r1: _____ r5: _____
r2: _____ r6: _____
r3: 07/22/09 r7: _____
r4: _____ r8: _____

Page: 6 of 9



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-05548

RE: Origin Evergreen
820 Scollard Court - Ward 6

The applicant requests the following variance(s) to section 4 and 12 of the Sign By-law 0054-2002, as amended.

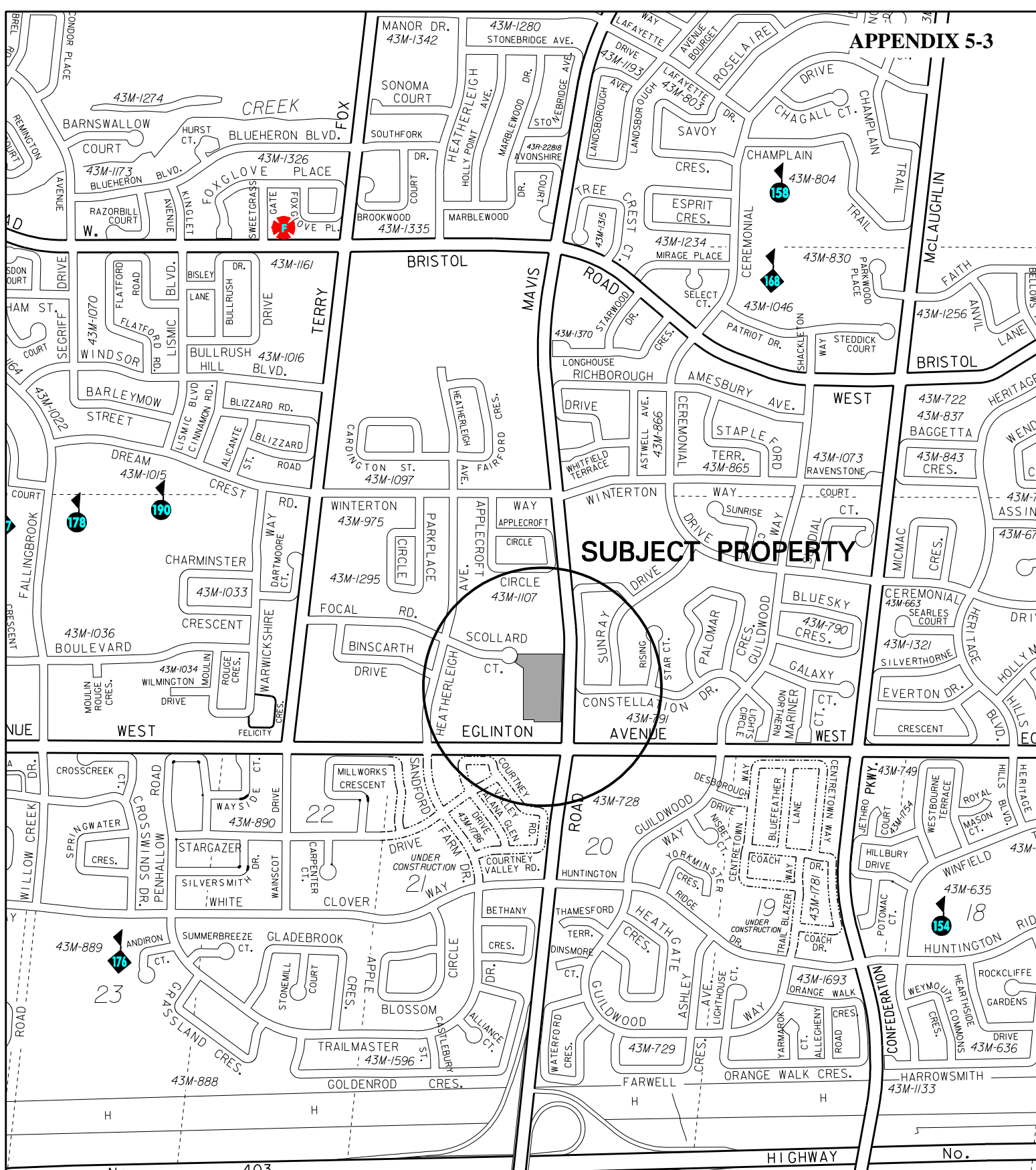
Section 4	Proposed
Any sign not expressly permitted is prohibited.	One (1) ground sign containing a changing copy sign.
Section 12	
Permits one ground sign with a maximum area of 1.5 sq. m. (16.1 sq. ft.) only displaying the municipal address as per the Building Numbering By-law 265-91	One (1) ground sign having a sign area of 3.07 sq. m. (33 sq. ft.) displaying the municipal address and commercial advertising.
Does not permit a fascia sign.	One fascia sign with a sign area of 2.79 sq. m. (30 sq. ft.) on the south elevation.

COMMENTS:

The proposed variance is for a ground sign with a changing copy sign, with a height of 3m (10 ft.) and a sign area of 3.07m (33 sq. ft.). The property is zoned residential and therefore the signage is restricted in size and can not contain a changing copy sign or commercial advertising. The property contains a full service rental retirement complex with a number of additional amenities on site. The proposed ground sign is well designed and modest in size. It serves the public to identify the business and amenities that are available on site. The Planning and Building Department therefore finds the proposed ground sign acceptable from a design perspective.

The other variance is for a fascia sign located on the south elevation of the building. The sign is constructed of laminated wood with down lighting and acts a directional sign. The appearance of

the sign seems to be temporary in nature and not in keeping with the design of the building. As a permanent sign, the Planning and Building Department therefore can not support the variance from a design perspective.



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

820 Scollard Crt – Ward 6

File # 09-05548

Origin Evergreen Mississauga

SCALE FOR REDUCED DRAWINGS



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

July 6, 2009

Attention: Mr. Jeff Grech – Inspector, Sign Unit
Re: Letter of Rationale – Application for Sign Variance ID #

Dear Mr. Grech,

Evergreen Mississauga CCRC Ltd. has recently opened a rental retirement community on the north-west corner of Mavis and Eglinton (Part of Block 139, Registered Plan M-975, located and known as 820 Scollard Court, zoned RA4-44, Residential). Origin Evergreen Inc. is the operator of this community. <http://www.origin.ca/evergreen/index.html>

Although this property is designated Residential Zoning, as a full-service rental retirement complex, there are a number of components that include additional uses. Kindly note that a Committee of Adjustment ruling on September 11, 2008 granted the property certain Minor Variances that permitted additional uses including;

“dining rooms, tea rooms, and pubs associated with the outdoor patios, games room, health centre, conservatory, crafts room, crafts kitchen, greenhouse, art and music room, lounge, library, coffee shop, tuck shop, beauty and spa rooms, recreational/exercise studios and bowling facility”.

We wish to promote these amenities to attract future residents.

A review of signage currently granted to competitors which is contained in Appendix 1. You will no doubt agree that our proposal is modest compared to what others have been permitted.

Further, as you know, Mavis and Eglinton is a very busy intersection. There are multiple commercial and retail uses in the area so our proposal would not be setting any kind of precedent in the area or among our neighbours. We have prepared images of neighboring signage along Mavis in Appendix 2. Our signage design also serves as way finding, particularly to help seniors and their guests navigate to our location safely.

In conclusion, we are presently all enduring a particularly difficult economic climate and we at Origin Evergreen are not immune to these challenges. Our sales and leasing have been severely impacted and appropriate signage is a tremendous assistance to helping us stay competitive. We are therefore seeking your support to help us navigate this difficult period in our business' life span. We want to always be a strong part of the Mississauga business community and granting us this variance will certainly go a long way to helping us get a good start.

Thank you very much for your support. Please do not hesitate to contact me directly if you wish to discuss any issue raised herein.

Kind Regards,

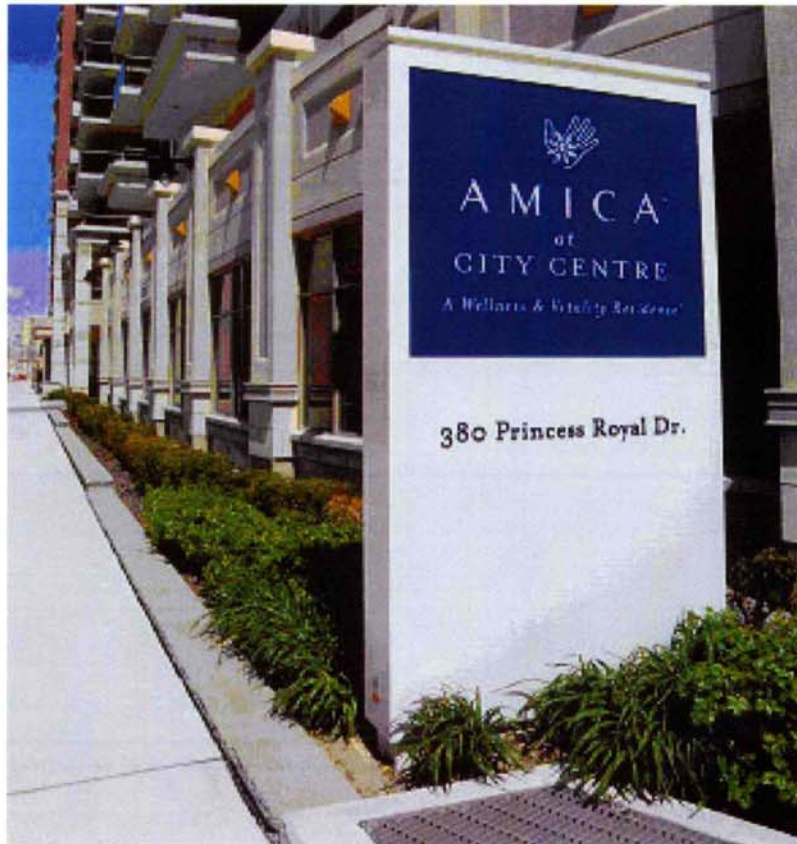


Mike Brcko
Development Manager
Origin Evergreen Inc.
mbrcko@origin.ca

09.5548

APPENDIX 1

Amica at City Centre is a comparable competitor. They have three back lit signs on their Mississauga property:



Another similar type of residence as ours is Sunrise.
 Located at 4046 Erin Mills Parkway, they have a very large sign at the street,
 Which is more imposing than what we are proposing.



Leisureworld on Hurontario St. offers a higher level of care than Origin Evergreen's active aging business model,
 However their site identification needs are similar to Origin Evergreen's.



APPENDIX 2

Located in an established Residential community, there is a comparable sign just down the street from our site. This double-sided sign is similar in size design and content to what we are looking to have installed.



This interchangeable sign is just around the corner from our site.



- Located in the same neighborhood, this LED read-o-graph sign is larger than what we are proposing.



The gas station next door to our site has a very large, bright sign that sets the tone for our block.



ORIGIN EVERGREEN

Mississauga

PERMANENT SITE SIGNAGE PROPOSAL

PROPOSED LOCATION PLAN

- #1 – The double-sided ground sign
- #2 – The wall-mounted way finding sign



Sign #1 – Rendering of view from Mavis looking south



Sign #1 – Rendering of view from Mavis looking north

Note: The yellow and green building in the background is the old sales centre which is in the process of being demolished



Sign # 2 - Rendering of view from Mavis looking north.

Note: There is a solid median along Mavis preventing vehicles from turning left into our site



REQUESTED SIGNAGE**1 – THE MAIN SITE SIGN – DOUBLE SIDED GROUND SIGN LOCATED ALONG MAVIS.**

75 West Beaver Creek
Richmond Hill, Ontario, Canada L4B 1K6
Tel: 905.764.7323
Fax: 905.764.9896
www.signnetworkap.com

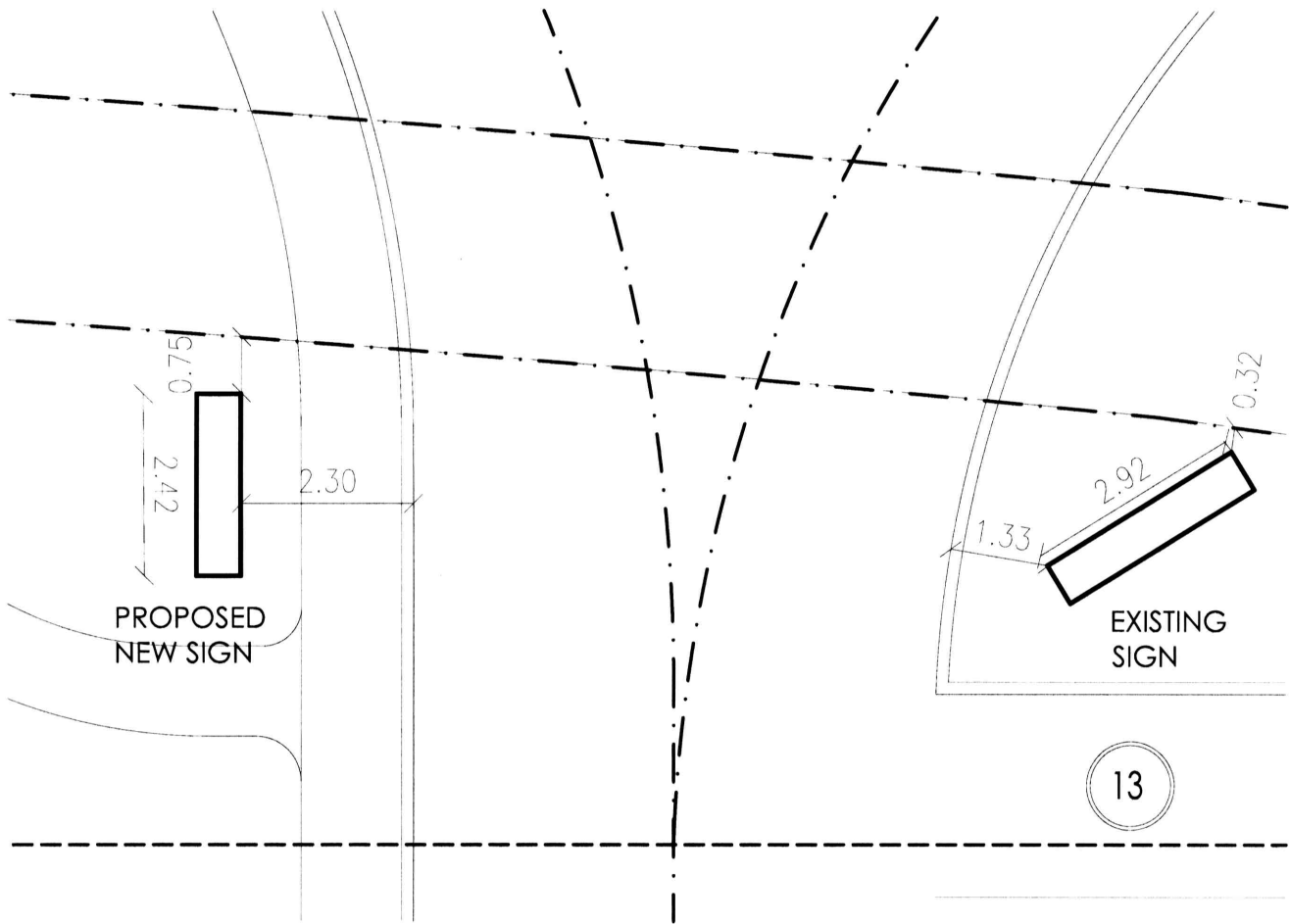
A division of Signalize Graphics Inc.

July 21, 2009	Date
Tom Janowski	Sales Rep
Greg Ellord	Designer
	Revision Date
	Job No.
	Customer Approval
	Date
//	File Location

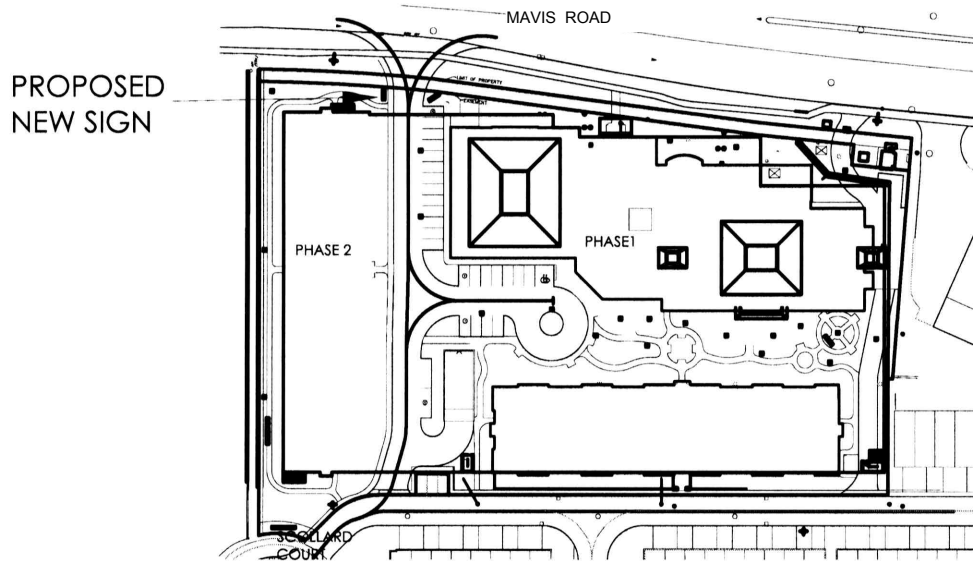
The artistic works depicted herein are copyright and are the exclusive property of Sign Network A.P. and as such cannot be reproduced in whole or in part without prior written consent.

2 – WAYFINDING FACIA SIGN MOUNTED TO SOUTH FACING WALL TO ASSIST TRAFFIC SINCE THERE ARE NO LEFT TURNS PERMITTED INTO OUR SITE.

(Proposed size 10' wide x 3' tall laminated wood with down lighting)



SITE PLAN ENLARGMENT SIGN LOCATION



SITE PLAN OVERALL SITE PLAN

EVERGREEN MISSISSAUGA SIGNAGE LOCATION PLAN

MISSISSAUGA, ONTARIO

SCALE: N.T.S.
DATE: AUG 21 2009
DRAWN BY: TMW/JS
PROJECT NO. 050156



NOTE:
GLAZING TO EAST FACADE TO HAVE
MINIMUM STC RATING OF 36. AS PER
NOTICE TO ADOPT. JULY.
(REFER TO ENGINEERING REPORT)

WINDOW LEGEND

◀W000 WINDOWS FOR BLDG. 'A'
EAST ELEVATION STC RATING 36

◀W000 WINDOWS FOR BLDG. 'A'
NORTH, SOUTH, & WEST ELEVATION
TYPICAL

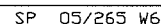
◀W000 WINDOWS FOR BLDG. 'B'
EAST ELEVATION STC RATING 36

◀W000 WINDOWS FOR BLDG. 'B'
NORTH, SOUTH, & WEST ELEVATION
TYPICAL

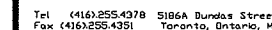
BUILDING B
(BEYOND)



NOTE: BALCONY DESIGN IS TO CONFORM TO THE STANDARDS LISTED IN THE DESIGN REFERENCE NOTE: "BALCONIES IN MEDIUM AND HIGH DENSITY RESIDENTIAL DEVELOPMENT."



CONTRACTOR MUST CHECK AND VERIFY ALL DIMENSIONS
AND BE RESPONSIBLE FOR SAME, REPORTING ANY
DISCREPANCIES TO THE ARCHITECT BEFORE COMMENCING
WORK.
ALL DRAWINGS, PRINTS AND SPECIFICATIONS ARE
THE PROPERTY OF THE ARCHITECT AND MUST BE
RETURNED TO HIM ON COMPLETION OF WORK.
LATEST APPROVED DRAWINGS ONLY TO BE USED FOR
CONSTRUCTION.
PRINTS ARE NOT TO BE SCALED.



PROJECT NO.:	DRAWING NO.:
05-125	A-306



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 27, 2009

FILE: 09-04903

RE: Maple Leaf
6897 Financial Drive - Ward 11

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

Section 13	Proposed
Permits one (1) ground sign for each street line.	One (1) additional ground sign fronting Financial Drive.
Section 16	Proposed
A ground sign shall display the municipal address number.	One ground sign that does not display the municipal address.

COMMENTS:

The proposed ground sign is design as part of an entry feature in a landscape island at the main entrance to the site. It is not necessary for this sign to include the municipal address, as there are two other ground signs which have the municipal addresses for the two buildings. The Planning and Building Department therefore finds the proposed sign to be acceptable from a design perspective.



SCALE FOR REDUCED DRAWINGS



John D. Rogers & Associates Inc.

PLANNERS
PROJECT MANAGEMENT
LAND DEVELOPMENT CONSULTANTS

September 23, 2009

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

Dear Mr. Grech:

RE: Sign Variance Application
Letter of Rationale
Proposed Ground Sign
Maple Leaf/Think Food
6987 Financial Drive

2725312 Canada Inc., owners of the above noted lands are proposing to construct a new ground sign at the above noted location. The future ground sign is proposed to be located within the landscaped round-about of the principle entrance for the buildings located at 6985 Financial Drive (Maple Leaf) and 6987 Financial Drive (Think Food). As illustrated on the enclosed site plan, the Maple Leaf complex consists of 2 buildings, each building has a secondary entrance; 6985 has a shared right-in, right-out access to Derry Road and 6987 has a full access from Financial Drive, however the principle access to the complex is from the intersection of Financial Drive and Syntex Court into the property. The principle driveway enters a round about where the proposed ground sign is to be located. The proposed ground sign is more of a landscape feature than a signage feature creating a sense of entry to the Maple Leaf complex. Since both 6985 Financial Drive 6987 Financial Drive already have ground signs at their secondary entrances indicating the municipal addresses, variances are being sought from section 13 of Sign By-law 0054-2002 which permits only one ground sign to be permitted for each street line; and section 16 of Sign By-law which requires that the municipal be displayed on the ground signs.

The proposed ground sign is well designed to blend in with the landscape of the property and adds an architectural landscape feature to the round about that enhances the soft landscaping that exists within this area. The proposed ground sign has been situated so that it is not visible from the public right of way, being set back some 60 metres from the property line; nor does the proposed sign provide any advertisements, it truly is an entry feature to the Maple Leaf complex.



I trust that this information will assist the Planning and Development Committee in their review of the proposed variance to the sign by-law.

Should you have any questions or require any further information, please do not hesitate to contact the undersigned at your earliest convenience.

Regards,

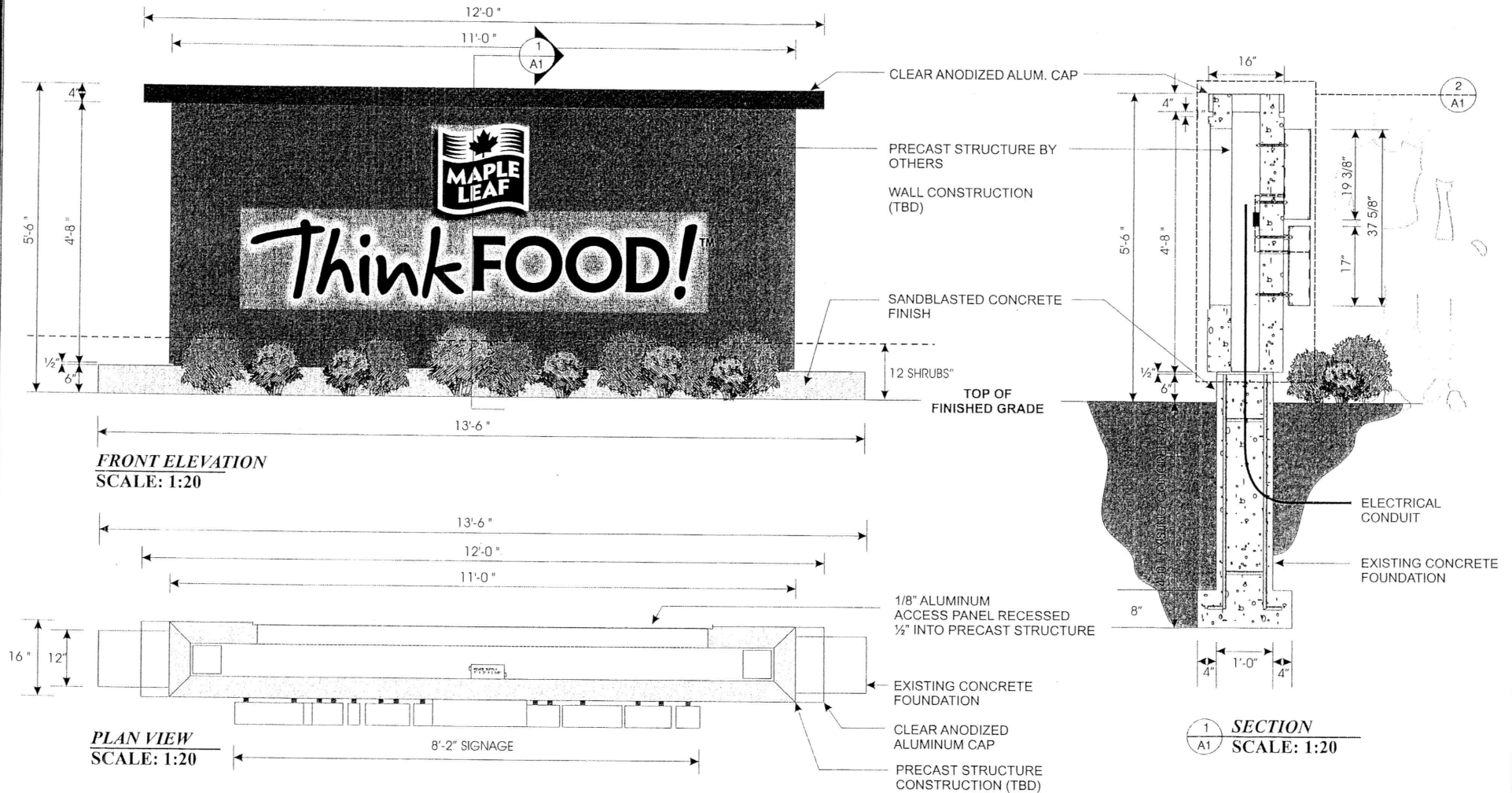
Mark Rogers, John D. Rogers & Associates Inc.

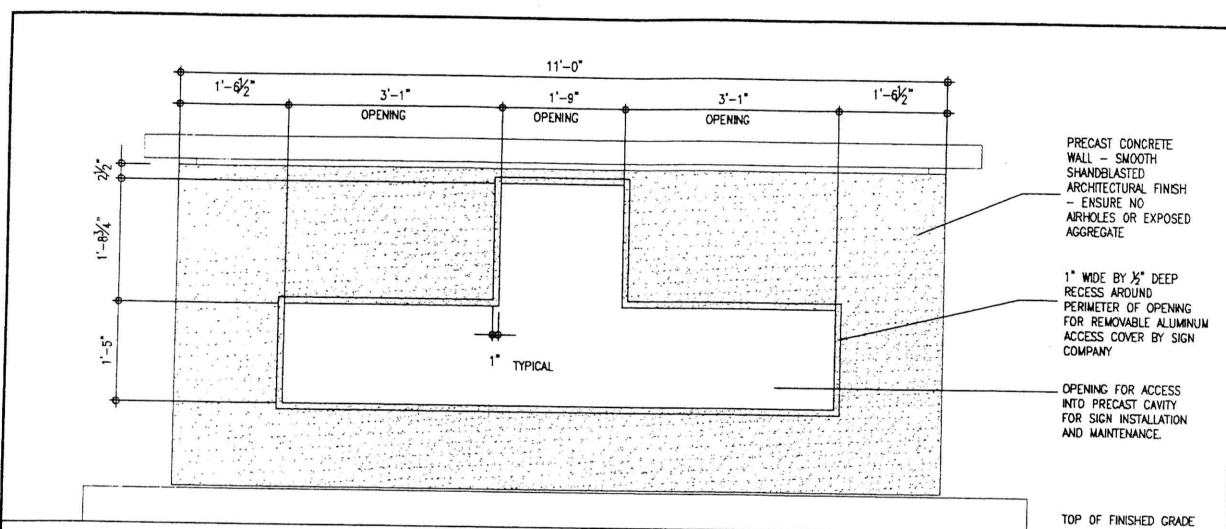


KING

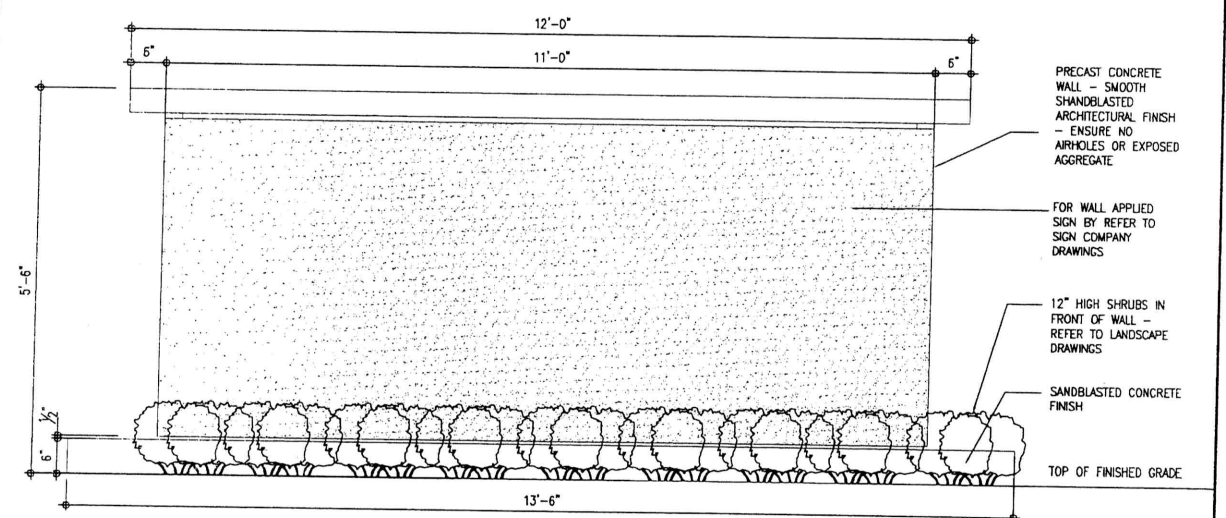
CLIENT Maple Leaf Foods Inc	PROJECT 6985 Financial Drive, Mississauga	SCALE AS INDICATED WHEN PAGE IS 17" x 11"	DWG FILE NAME LED Channel Letters Rev May5	CDR J.W.	DRAWN BY	DWG NO. MLF-01
DATE(S) REVISED May 5, 2009		DWG PATH ...Clients/2009/Maple Leaf Foods	DATE DRAWN April 29, 2009	JOB NO. 68912	PAGE 1	OF 5

LED HALO ILLUMINATED CHANNEL LETTERS - FASTENED TO PRECAST CONCRETE WALL - EXISTING CONCRETE PAD

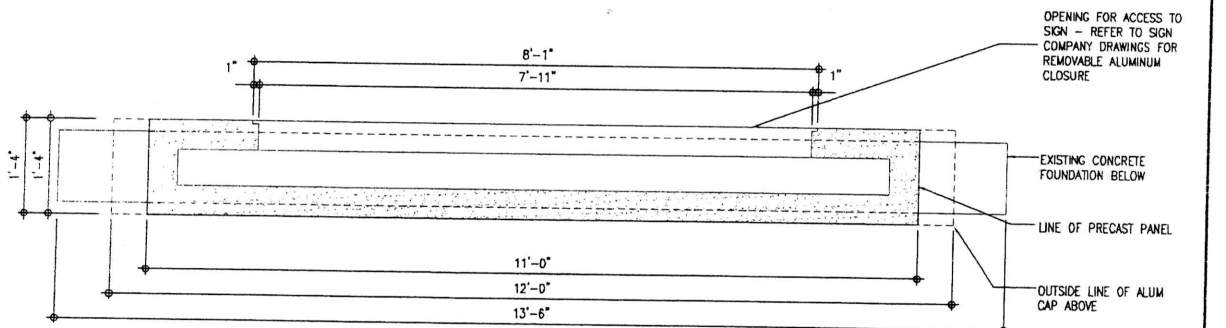




BACK ELEVATION



FRONT ELEVATION



PLAN VIEW



Architect
 Design/Build
 Contractors
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@designbuild.ca

Electrical
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@electrical.ca

Project Management
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@pm.ca

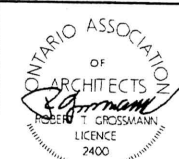
Civil
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@civil.ca

Landscaping
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@landscaping.ca

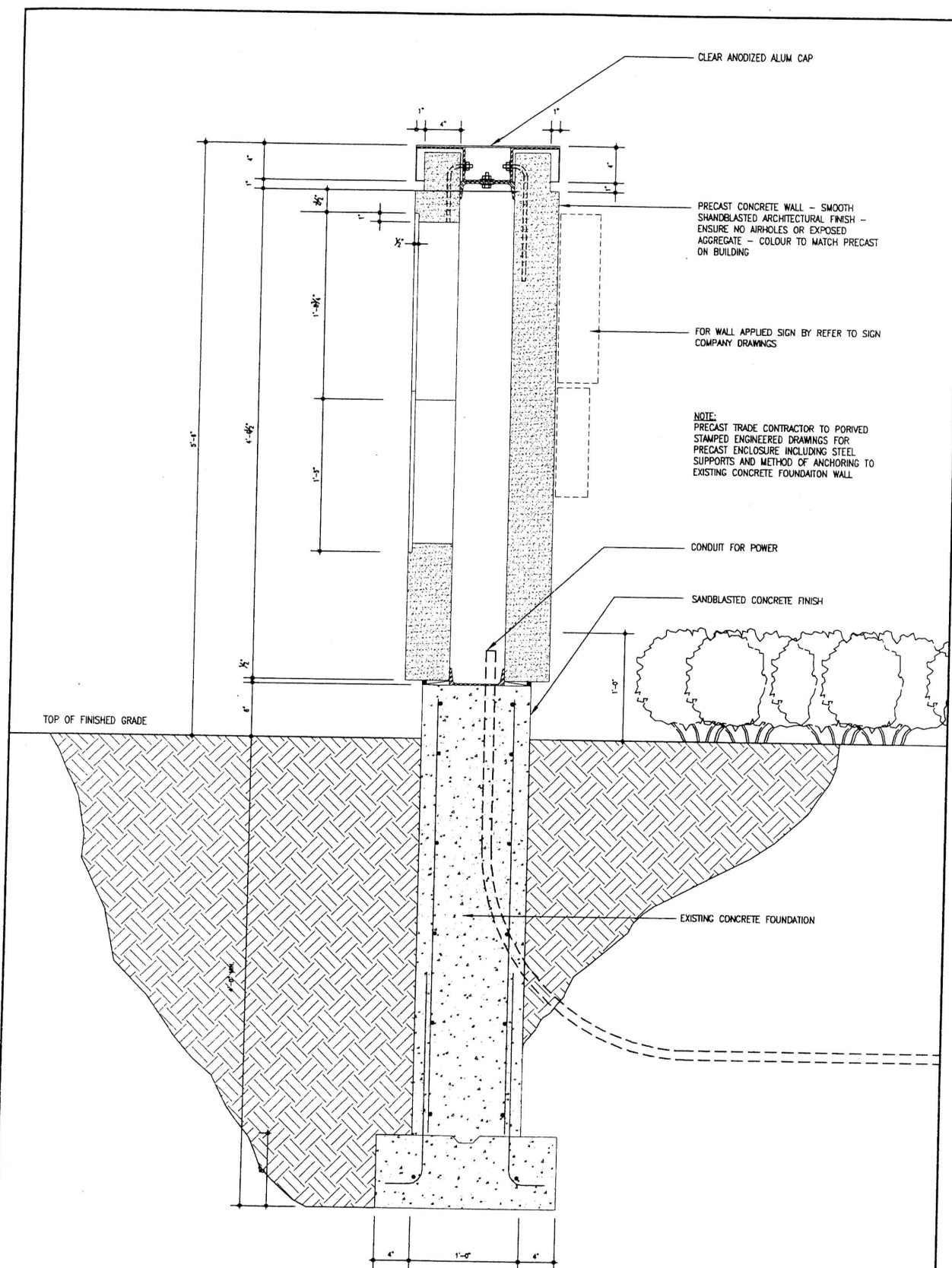
Structural
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@structural.ca

Mechanical
 1234 Main Street
 Toronto, Ontario M5H 1A1
 Tel: (416) 123-4567
 Fax: (416) 123-4568
 Email: info@mechanical.ca

**ELEVATIONS AND PLAN VIEW
 OF PRECAST SIGN ENCLOSURE
 AT TRAFFIC CIRCLE**



DRAWN	AA	CHECKED	MH
SCALE	NTS	DATE	JUNE.05.09
PROJECT NO.	0629-00	REVISION NO.	04
DRAWING NO.	SKA-024 A	REVISION NO.	04

[illegible]