



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2010)

PDC FEB 1 2010

DATE: January 12, 2010

TO: Chair and Members of Planning and Development Committee
Meeting Date: February 1, 2010

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 January 12, 2010 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 09-06122
Ward 2
Vale Inco.
2060 Flavelle Boulevard

To permit the following:

- (i) One (1) directional sign with an area of 2.0 sq. m. (21.5 sq. ft.) and a height of 2.1m (6.89 ft.).
- (b) Sign Variance Application 09-06606
Ward 6
Heritage House Dental
820 Britannia Road West

To permit the following:

- (i) Two (2) ground signs not fronting a street line.

- (c) Sign Variance Application 09-05590
Ward 5
TimeTech
7420 Airport Road

To permit the following:

- (i) One (1) fascia sign not located on the exterior wall of the unit occupied by the business.
- (ii) One (1) fascia sign located on the second storey of the east elevation.

Provided the property owner submit a letter to the City stating no other fascia signs will be displayed on the east elevation of the building.

- (e) Sign Variance Application 09-06569
Ward 11
Petro Canada
6035 Creditview Rd.

To permit the following:

- (i) One (1) directional sign with a sign area of 2.02 sq. m. (21.74 sq. ft.) and a height of 1.99m (6.52 ft.).

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

- (a) Sign Variance Application 09-4175
Ward 5
Billboard Sign
2829 Derry Road East

To permit the following:

- (i) One (1) billboard displaying a changing copy sign.
 - (ii) One (1) billboard sign erected on a property where there is an existing ground sign.
 - (iii) One (1) billboard sign erected approximately 26.5m (86.94 ft.) from a residential zone.
- (b) Sign Variance Application 09-06350
Ward 6
Natural Touch
914 Burnhamthorpe Rd. W.

To permit the following:

- (i) Four (4) fascia signs located above the upper limits of the first story 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. Each 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:

Valco Inco
Appendix 1-1 to 1-5

Heritage House Dental
Appendix 2-1 to 2-8

TimeTech
Appendix 3-1 to 3-7

Petro Canada
Appendix 4-1 to 4-5

Billboard Sign
Appendix 5-1 to 5-8

Natural Touch
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

January 12, 2010

FILE: 09-06122

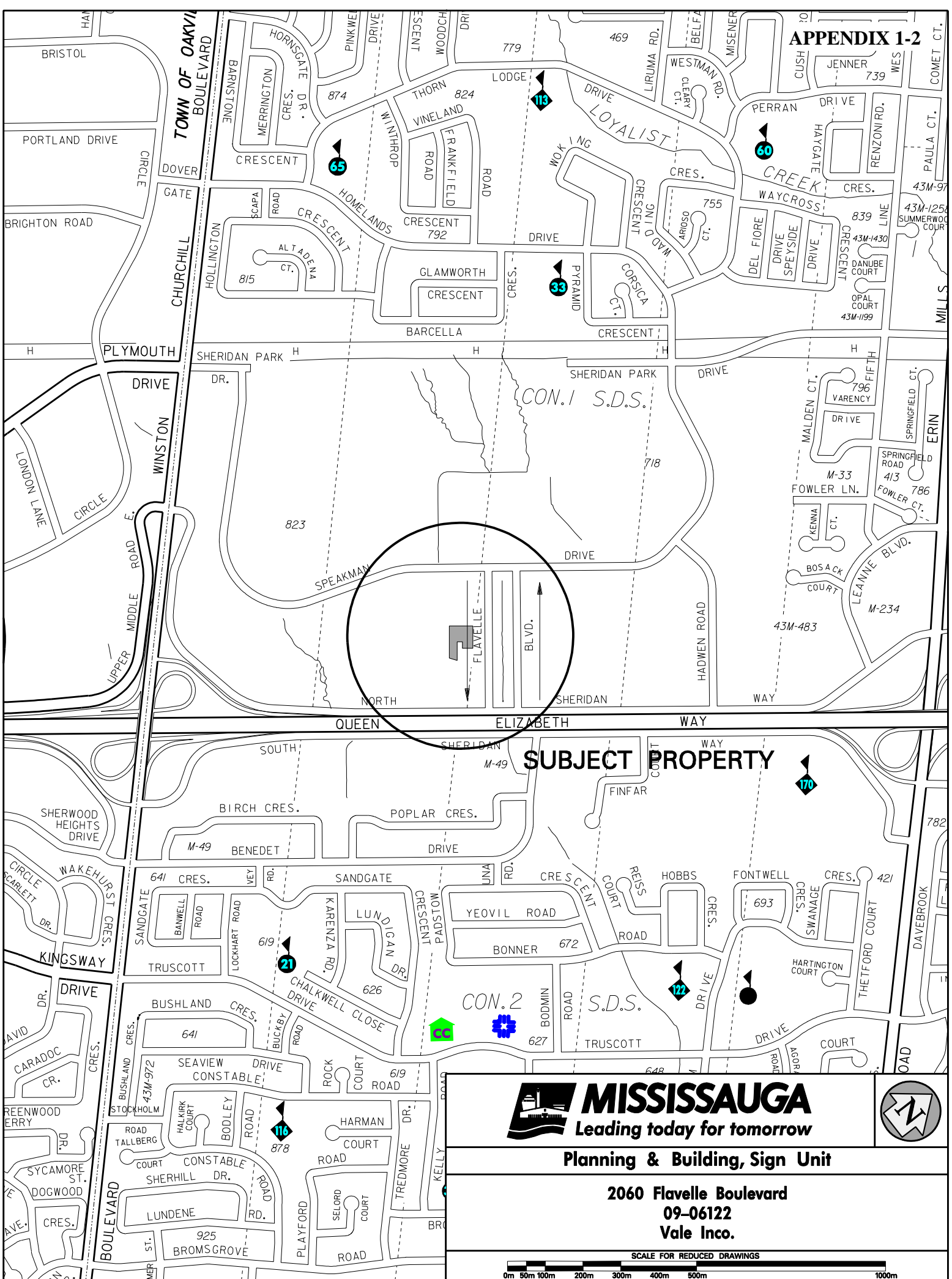
RE: Vale Inco.
2060 Flavelle Boulevard. – Ward 2

The applicant requests the following variance to section 18 of the Sign By-law 0054-2002, as amended.

Section 18	Proposed
Directional signs shall not exceed 0.75 sq. m. (8.01 sq. ft.) in sign area and a maximum height of 1.2m (3.94 ft.).	One (1) directional sign with an area of 2.0 sq. m. (21.5 sq. ft) and a height of 2.1m (6.89 ft.).

COMMENTS:

The proposed variance is for increases in size and height for their directional sign. The oversized directional sign is needed to clearly identify the main entrance to the site for vehicular traffic. The sign is well designed and does not impact the streetscape of the area. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

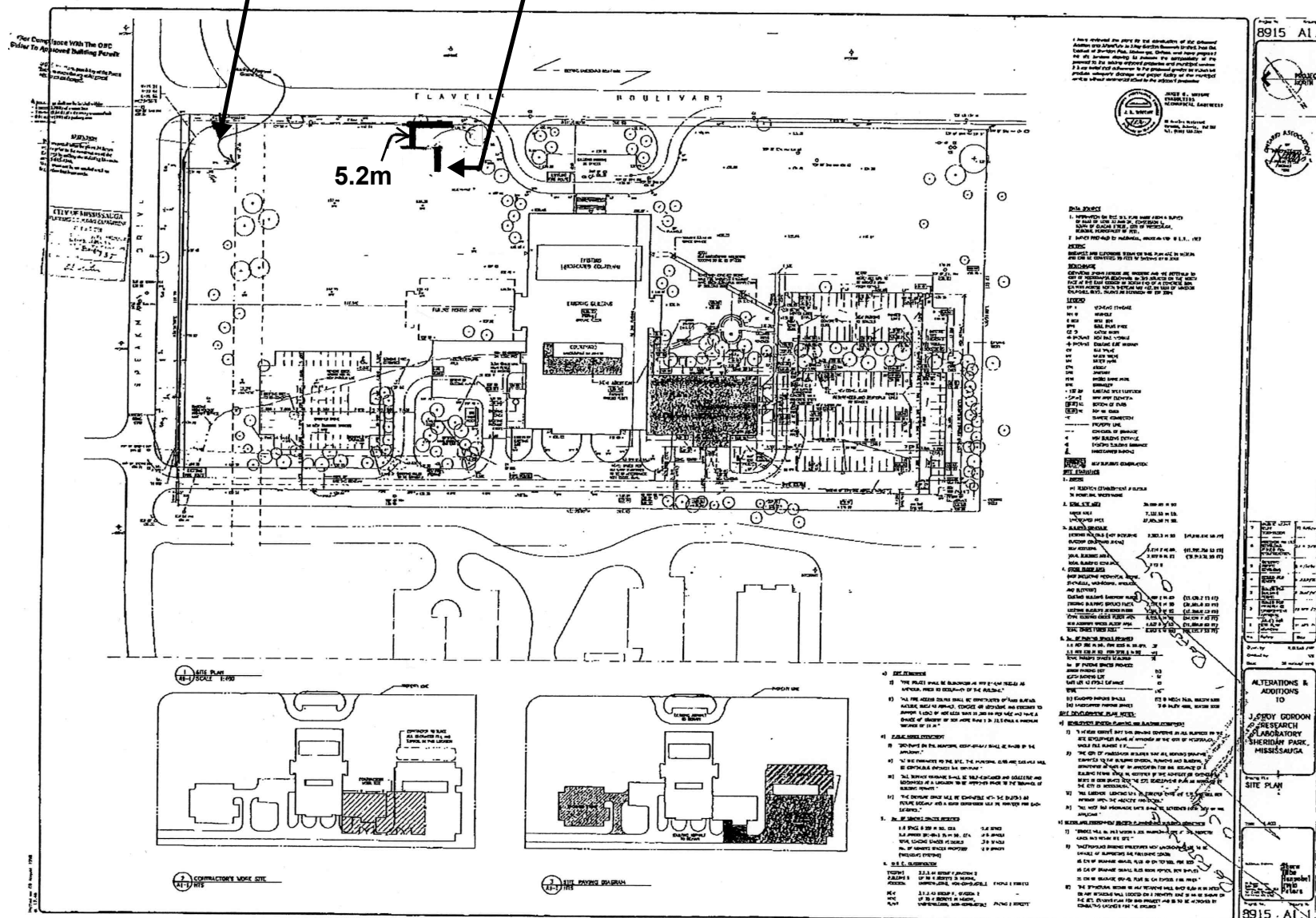


MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

2060 Flavelle Boulevard
09-06122
Vale Inco.





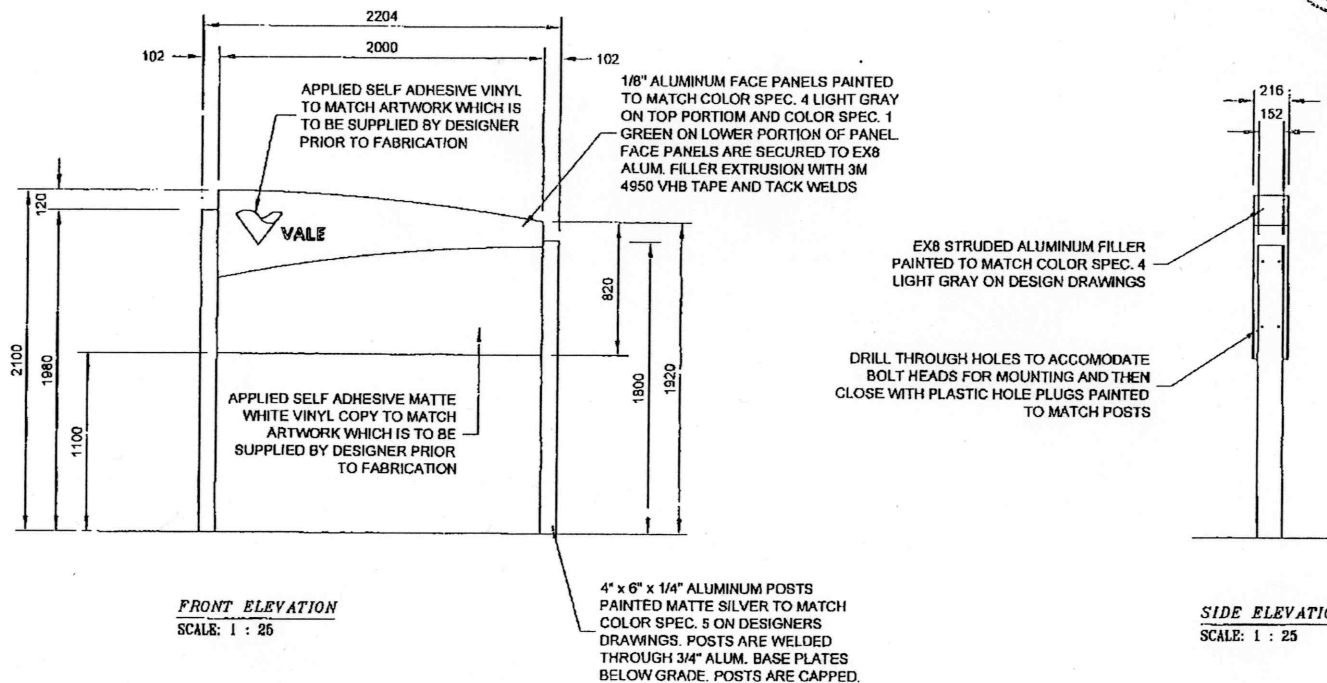
KING

Architectural

CLIENT	BRAND ACTIVE	PROJECT	VALE INCO BRANDING SIGNAGE	SCALE	AS INDICATED WHEN PAGE IS 17" X 11"	DWG FILE NAME	A5435	DRAWN BY	C.T. DOIRON	DWG NO.	A5435-PC100-1
DATE(S) REVISED	N/A					DATE DRAWN	SEPT 27, 2008	JOB NO.	68438	PAGE OF	1 3

SIGN TYPE PC 100 - POST AND PANEL SIGNS

QTY. (X) COPY VARIES





PROPOSED SIGN
TO BE REINSTALLED



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 12, 2010

FILE: 09-06606

RE: Heritage House Dental
820 Britannia Road West - Ward 6

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

Section 13	Proposed
Permits one ground sign for each street line.	Two ground signs not fronting a street line.

COMMENTS:

Heritage House Dental is a heritage site, located within a large commercial complex. Orlando Corporation, who owns the commercial complex, has existing ground signs along their street frontages. The Heritage Advisory Committee does not permit fascia signs on the building and therefore ground signs are their only alternative for signage. The two ground signs are well designed and in keeping within the heritage nature of the site and are needed for the public to identify their business. The Planning and Building Department therefore finds the variance from a design perspective.

November 12, 2009

Dr. Kate Bazydlo
Winston Churchill Dental
Mailing address:
2955 Argentia Rd. Unit D1
Mississauga ON
L5N 0A2

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

To Whom It May Concern;

Rationale for Exterior Sign Variance

Our dental practice called Heritage House Dental will be the property tenant at 820 Britannia Road West, also known as the Forster House. This heritage property encompasses old Mississauga charm and integrity. Accordingly, we are putting a lot of effort to make sure that our exterior signage complements the historic attributes of the house.

Since The Heritage Board does not permit fascia signs on the building, a ground sign becomes the only alternative for the signage of our dental practice. The city of Mississauga Sign Bylaw allows only one ground sign per property line. The landlord, Orlando Corporation, has already applied for their pylon sign along Britannia Road (permit number BP 09 6525). Therefore, our proposed ground signs require a variance.

The ground signs we are proposing are specifically designed to enhance and captivate the traditional appearance of the Forster House property. The design and placement of our proposed signs have been presented to the Heritage Board. After review by the Heritage Consultant, a recommendation has been made for the acceptance of our proposal. Please refer to the letter dated November 3, 2009, for details.

Thank you for your consideration of this request and we look forward to hearing from you at your earliest convenience.

Sincerely,



Dr. Kate Bazydlo DDS



ARMSTRONG
MOLESWORTH
SHEPHERD

A R C H I T E C T S LTD

188 DAVENPORT RD.
TORONTO, ONTARIO
M5R 1J2
TEL: 416-920-8280
FAX: 416-969-8499

November 3, 2009

Mr. Thomas Bazydlo
Winston Churchill Dental
2955 Argentia Rd., Unit D1
Mississauga, Ontario
L5N 0A2

**re: Signage, Dental Practice
Forster House, Mississauga**

C. R. SHEPHERD
B. ARCH., F.R.A.I.C.

M. D. CAMERON
ASSOCIATE

F. HUPPERT
ASSOCIATE

D.G. ARMSTRONG
PRINCIPAL EMERITUS

D.H.G. MOLESWORTH
PRINCIPAL EMERITUS

Dear Thomas,

You have sent to me for my review your proposed sign for your dental practice at Forster House. The use of a freestanding sign instead of attaching signage to the heritage building is very appropriate.

The size and character of your sign is also appropriate to this heritage building. I understand that the lighting will be located at ground level and focused onto the sign.

As the Heritage Consultant on this project, I find this all to be very acceptable and am pleased to recommend acceptance of your proposal.

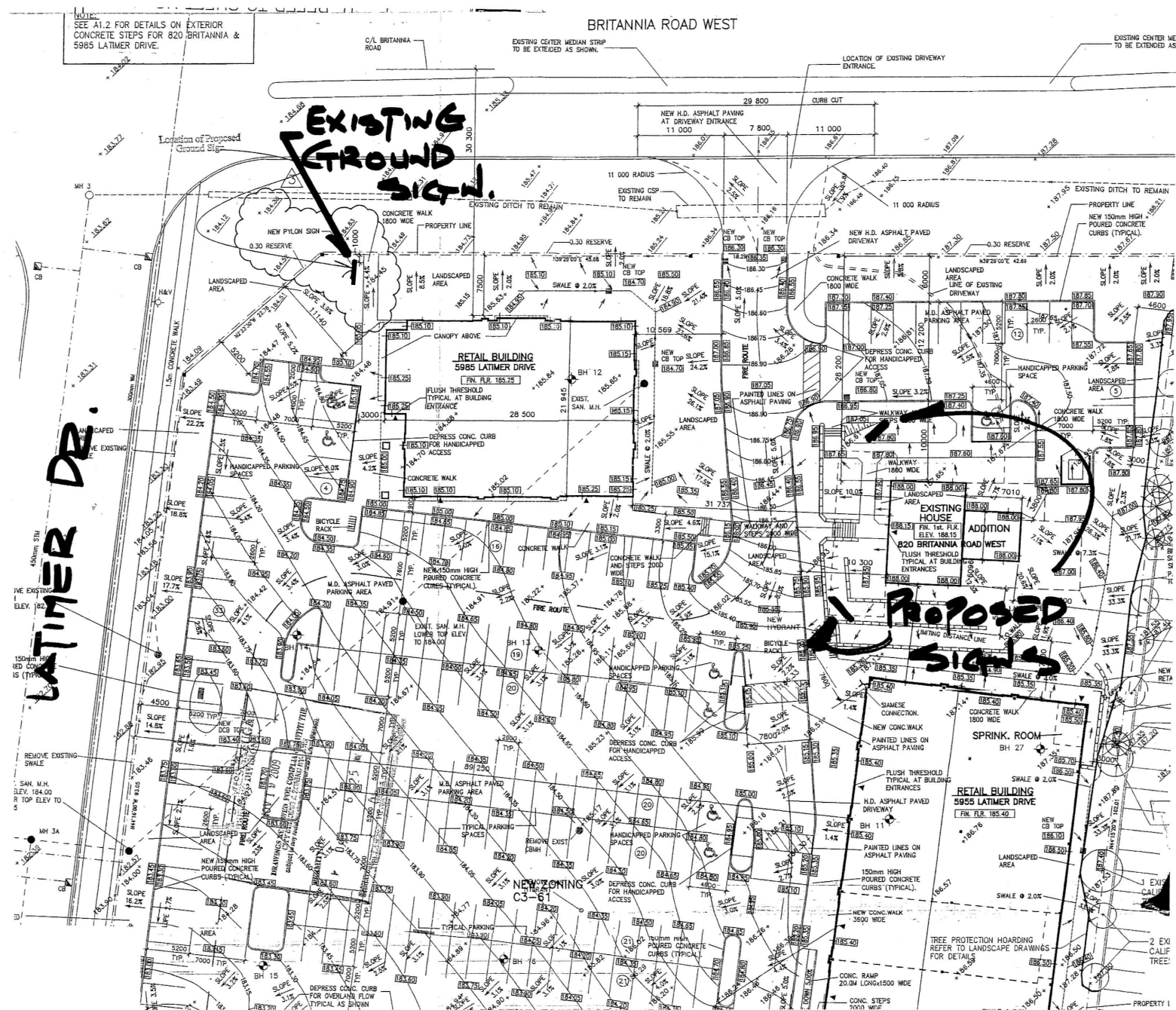
Yours truly,

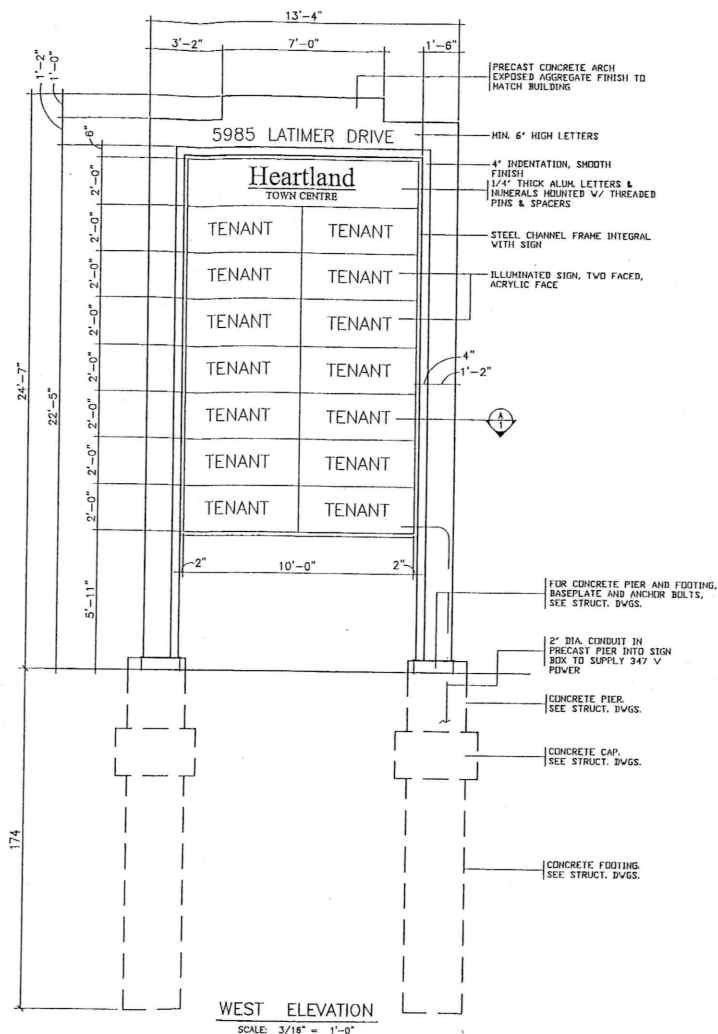
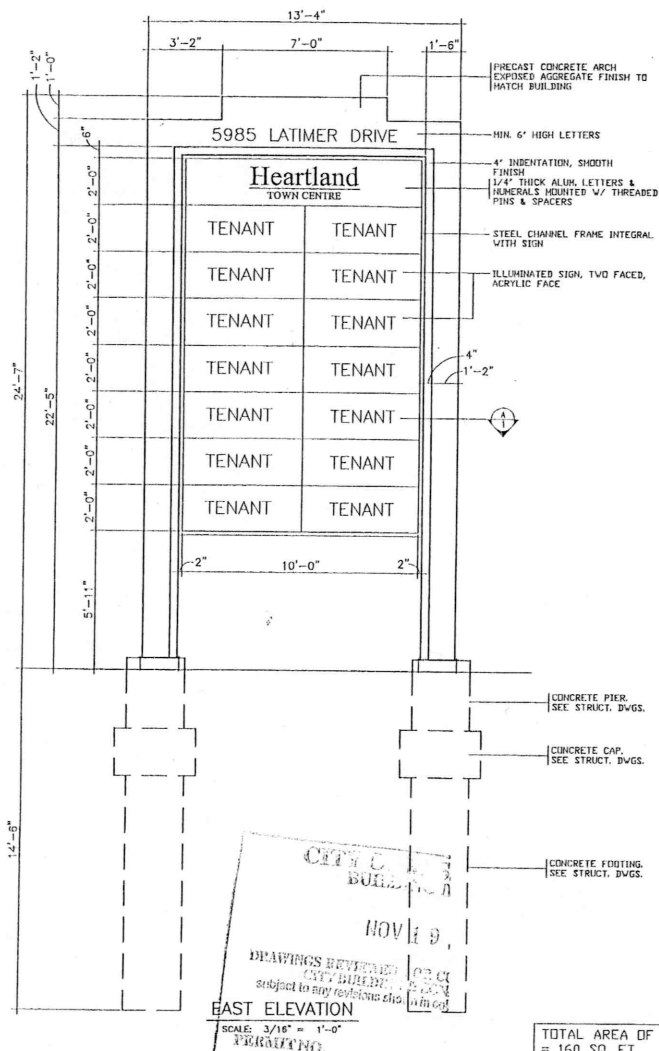
Christopher R. Shepherd

/jc

cc: G. Kramer
D. Wawrychuk

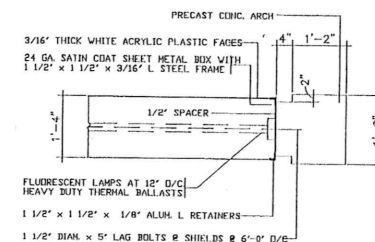






SPECIFICATION:

DOUBLE FACED SIGNS. 24 GA. SATIN COAT STEEL BOX.
1 1/2" x 1 1/2" x 3/16" L STEEL FRAMING.
ALUMINUM ANGLE RETAINERS.
3/16" WHITE ACRYLIC SIGN FACES.
HID FLUORESCENT LAMPS @ 12" O.C.
HEAVY DUTY THERMAL BALLASTS.



SECTION A-1



5905 AIRPORT ROAD
MISSISSAUGA, ONTARIO
L4V 1E3
T: (905) 677-5180
F: (905) 677-2824
www.orlandocorp.com

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DRAWING TITLE

HEARTLAND PYLON SIGN

PROJECT TITLE

5985 LATIMER DRIVE, MISSISSAUGA, ONTARIO

DATE
23-OCT-09

DRAWN
S.C.

SCALE
3/16"=1'-0"

PROJECT NO.

SHEET

ASK-1

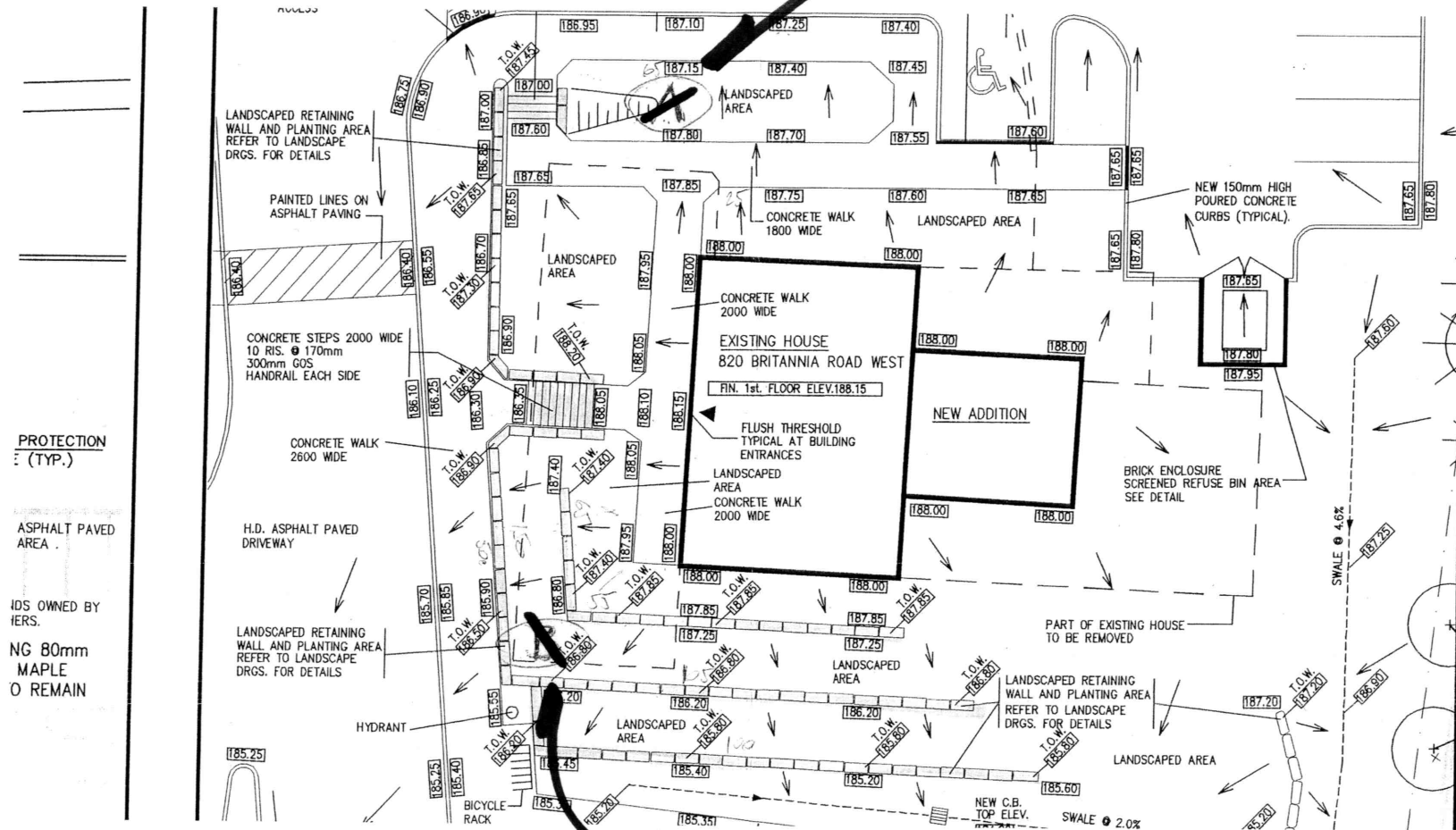
EXISTING
GROUND SIGN

DRAWINGS REVIEWED FOR COMPLIANCE WITH THE
SECTION 1

A

SIGN LOCATIONS:

1. (A) NORTHWEST SIDE
2. (B) SOUTHWEST SIDE

PROPOSED
SIGN

ORLANDO CORPORATION

APPROVED	APPROVED AS NOTED	NOT APPROVED
----------	-------------------	--------------

DATE	SIGNED
------	--------

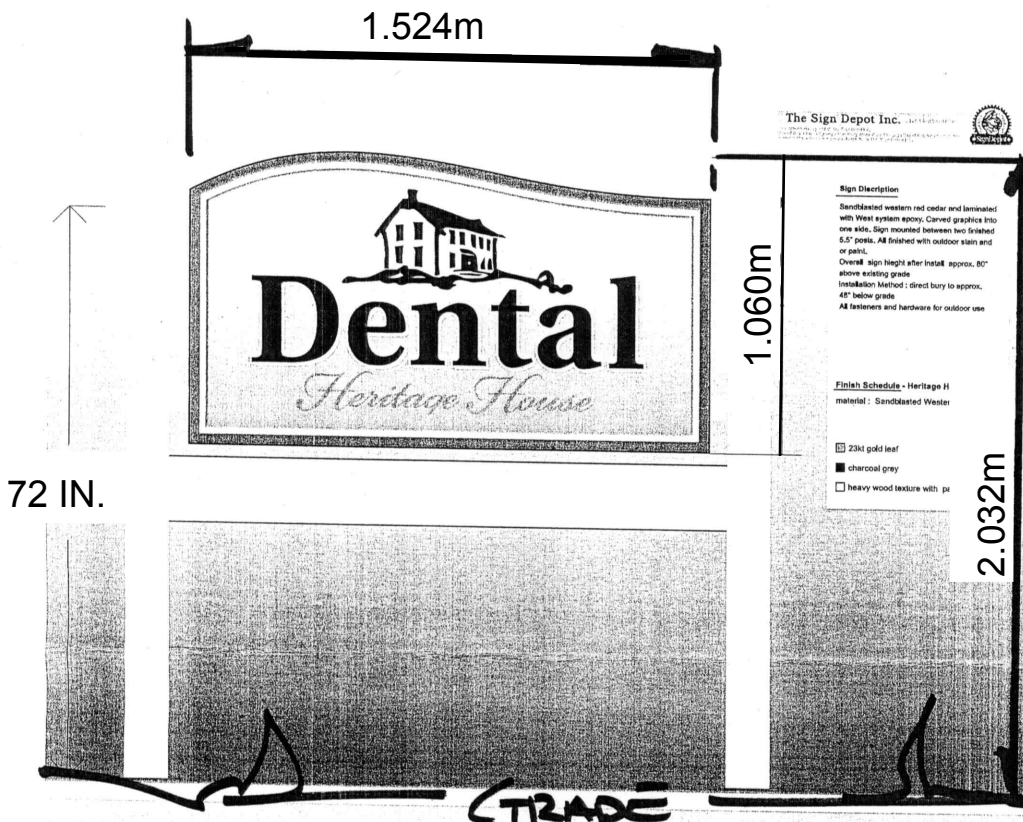
NOV 9.09

[Signature]

PROPOSED
SIGN

DRAWING 2

Heritage House Dental : Proposed Business Sign



Sign Depot Inc.
50 Borden Ave. S.
Kitchener, On
N2G 3R5

519-894-0890 p
519-894-9605 f

Created:
September /09
Signage Designers:
Peter Moir

Drawing 1

Finish Schedule - Heritage House Dental
Material : Sandblasted Western Red Cedar
- overall sign dimension = 60"x40"x1.75"
- carved graphics one side
- mounted between two 5.5" pl. posts
- posts and supports finished to match sign
- top of sign to finish 80" off grade
- colour schedule to be determined
- all prepared for out door use
- installation method - direct bury
- on site install location to be determined
☐ 23kt gold leaf

heavy wood texture with painted fade

METRIC MEASUREMENTS

- OVERALL SIGN DIMENSIONS

W: 1524 mm

H: 1060

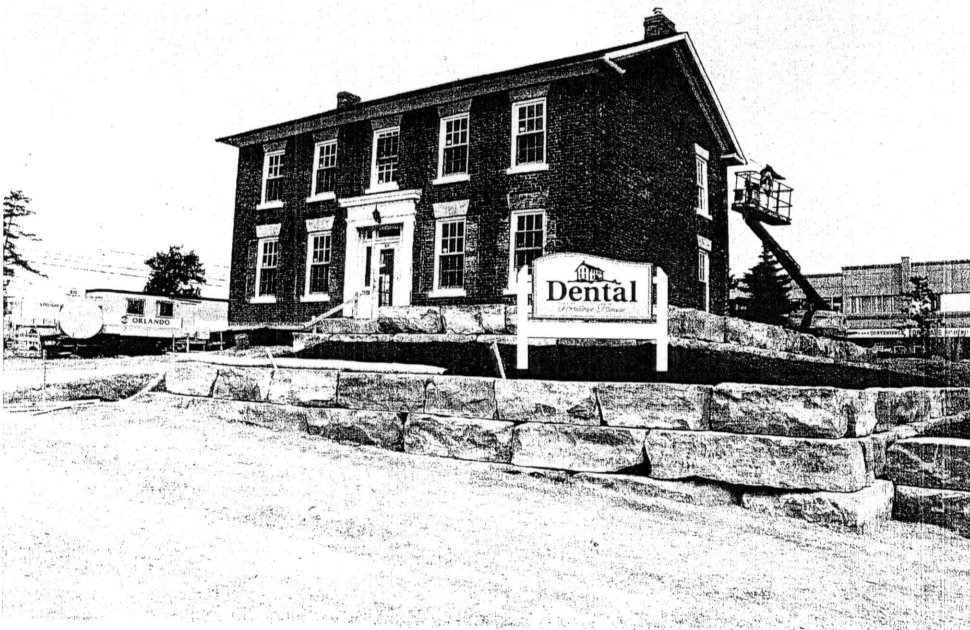
D: 44

- MOUNTED BETWEEN

TWO 1676 mm POSTS

- TOP OF THE SIGN TO FINISH

2032 mm OFF GRADE



ORLANDO CORPORATION		
APPROVED <i>[Signature]</i>	APPROVED AS NOTED	NOT APPROVED
DATE Nov. 9. 09	SIGNED <i>[Signature]</i>	



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 12, 2010

FILE: 09-05590

RE: TimeTech
7420 Airport Road -Ward 5

The applicant requests the following variances to sections 4 and section 17 of the Sign By-law 0054-2002, as amended.

Section 4	Proposed
A fascia sign shall be located on the unit occupied by the business.	The proposed fascia sign not located on the unit occupied by the business.
Section 17	Proposed
A fascia sign shall be located no higher than the upper limit of the first storey of a building.	The proposed fascia sign is located on the second storey of the building.

COMMENTS:

The proposed variance is for a fascia sign located above the second floor of the building. Although Time Tech is the major tenant in the building, the proposed sign is not on their unit. The sign is acceptable in the proposed location, if it is the only sign permitted on this building elevation. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective, **subject** to the applicant providing a letter from the property owner stating that this will be the only sign permitted on this building elevation.



65 Rutherford Rd. S., Unit #5
Brampton, Ontario
L6W 3J3

P: 905-453-1234
F: 905-453-9831

The City of Mississauga
Committee of Adjustment
300 City Centre Drive
Mississauga, ON L5B 3C1

October 30, 2009

Re: Minor Variance Application # SGNBLD 09 5590
Address: 7420 Airport Rd.

We represent our client, TimeTech Canada Inc. in the application for a permit to install a fascia sign at 7420 Airport Road.

TimeTech Canada Inc. is a rapidly growing enterprise serving clients across Canada. TimeTech recently moved to larger, renovated premises within the same building at 7420 Airport Rd. to support its growing sales and administrative staff. In 2008, TimeTech was awarded Mississauga Board of Trade's Small Business of the Year Award in recognition of their achievements and successes as a Mississauga based company. In the same year, James Edwards, President and CEO of TimeTech Canada Inc. was nominated as CEO of the Year for his excellence as leader of the TimeTech Canada team.

TimeTech anticipates taking more space within the same premises in the near future to support its growth. To support the growth and prestige of this company, TimeTech wishes to display its name prominently on the building it occupies.

TimeTech is the majority tenant at 7420 Airport Rd. and as such has been invited by Davpart Inc. the Owners and Property Managers of the property to display its name on the building.

The City of Mississauga Sign By-law section 17(3) does not permit a sign to be installed on the second floor of two story buildings. However, there are many examples of signs installed on second floors in close proximity to the subject location. We have attached a photo collage of several buildings in the direct neighbourhood which have signs installed on the second floor. TimeTech wishes to have the sign installed on the top floor of the building to signify its standing as the majority tenant and to achieve the maximum exposure of its name.

We request that the Committee permit this application so that the TimeTech name may be displayed on the building, thus it becomes known as the TimeTech Building.

Sincerely,

Drew Brims
Instant Custom Signs.

ILLEGAL SIGN

2985 Drew Road



LEGAL SIGNS

2980 Drew Road



ILLEGAL SIGNS

2975 Drew Road



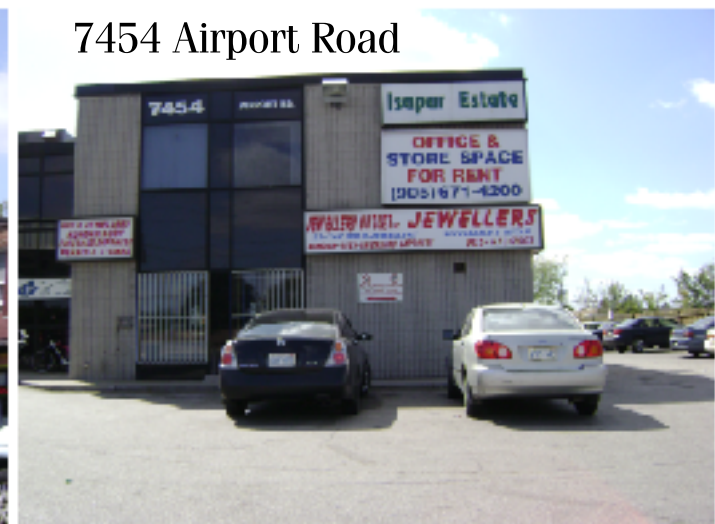
2985 Drew Road



2875 Derry Road



7454 Airport Road



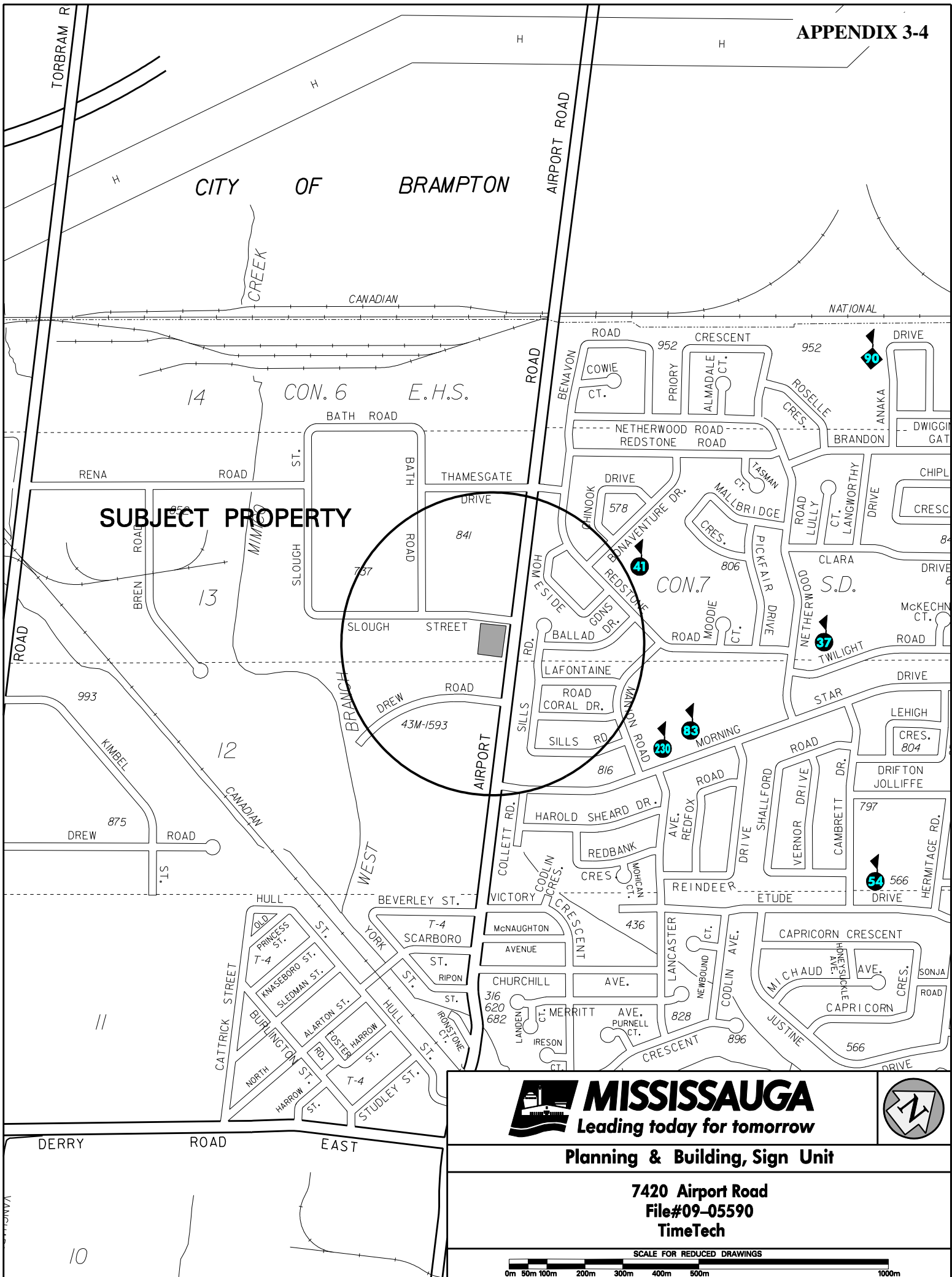
ILLEGAL SIGNS

ILLEGAL SIGNS

ILLEGAL SIGNS

CITY OF BRAMPTON

SUBJECT PROPERTY

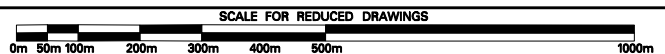


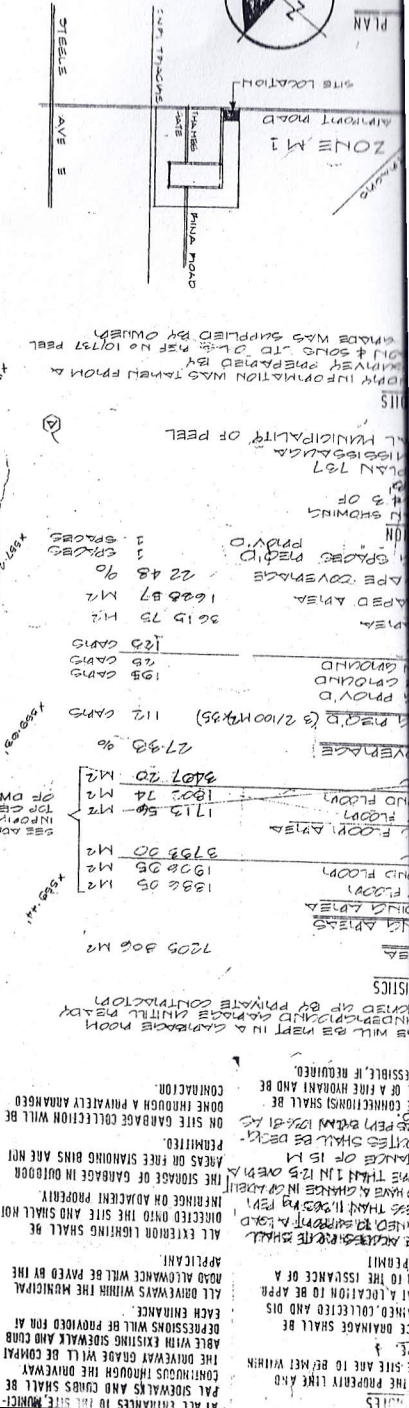
MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**7420 Airport Road
File#09-05590
TimeTech**



[illegible]

LOCATION OF PROPOSED FASCIA
SIGN

36"



63"

84"

63"

84"

36"

36" high flat-cut aluminum letters
stud-mounted on concrete wall



6" Thick concrete wall

36" x 3/8" thick aluminum
letters by Gemini stud mounted
on 1/4" x 3" aluminum studs
penetrating wall minimum 2"



Instant Custom Signs
65 Rutherford Road South
Unit #5
Brampton, ON
L6"W 3J3

Tel: 905-453-1234
Fax: 905-453-9831
Email: info@icsigns.com

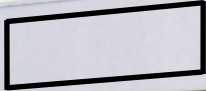
Project:

TimeTech Canada
Exterior Sign
7420 Airport Rd.
Mississauga, ON

Date:

August 27-2009

LOCATION OF PROPOSED
FASCIA SIGN



11/05/2009



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 12, 2010

FILE: 09-06569

RE: Petro Canada
6035 Creditview Road - Ward 11

The applicant requests the following variance to section 18 of the Sign By-law 0054-2002, as amended.

Section 18	Proposed
Permits a directional sign to have a maximum sign area of 0.75 sq. m. (8.07 sq. ft.) and a maximum height of 1.2m (3.94 ft.).	One directional sign with a sign area of 2.02 sq. m. (21.74 sq. ft.) and a height of 1.99m (6.52 ft.).

COMMENTS:

The proposed variance is for an increase in size and height of the directional sign for their car wash. The directional sign is located internal to the site and is positioned perpendicular to the street and therefore has very little impact on the streetscape. The Planning and Building Department therefore find the variance acceptable from a design perspective.



Suncor Energy Inc.
3275 Rebecca Street
Oakville, Ontario L6L 6N5
Tel 905 847 4100
Fax 905 469 3600
www.suncor.com

November 6th, 2009

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

**Re: Application for Sign Variance
6035 Creditview Road, Mississauga
(Code No. 09-6309)**

With reference to the current application for the rebranding of the Sunoco facility located at 6035 Creditview Road, Mississauga to the Petro-Canada brand, please find attached an Application for Sign Variance for one directional sign.

This variance is required for the Car Wash "Open/Closed" sign that is situated to the back of the property at the entrance to the stacking lane for the car wash.

The Sign By-law has a height maximum of 1.2m and a sign area limit of 0.75 sq meters.

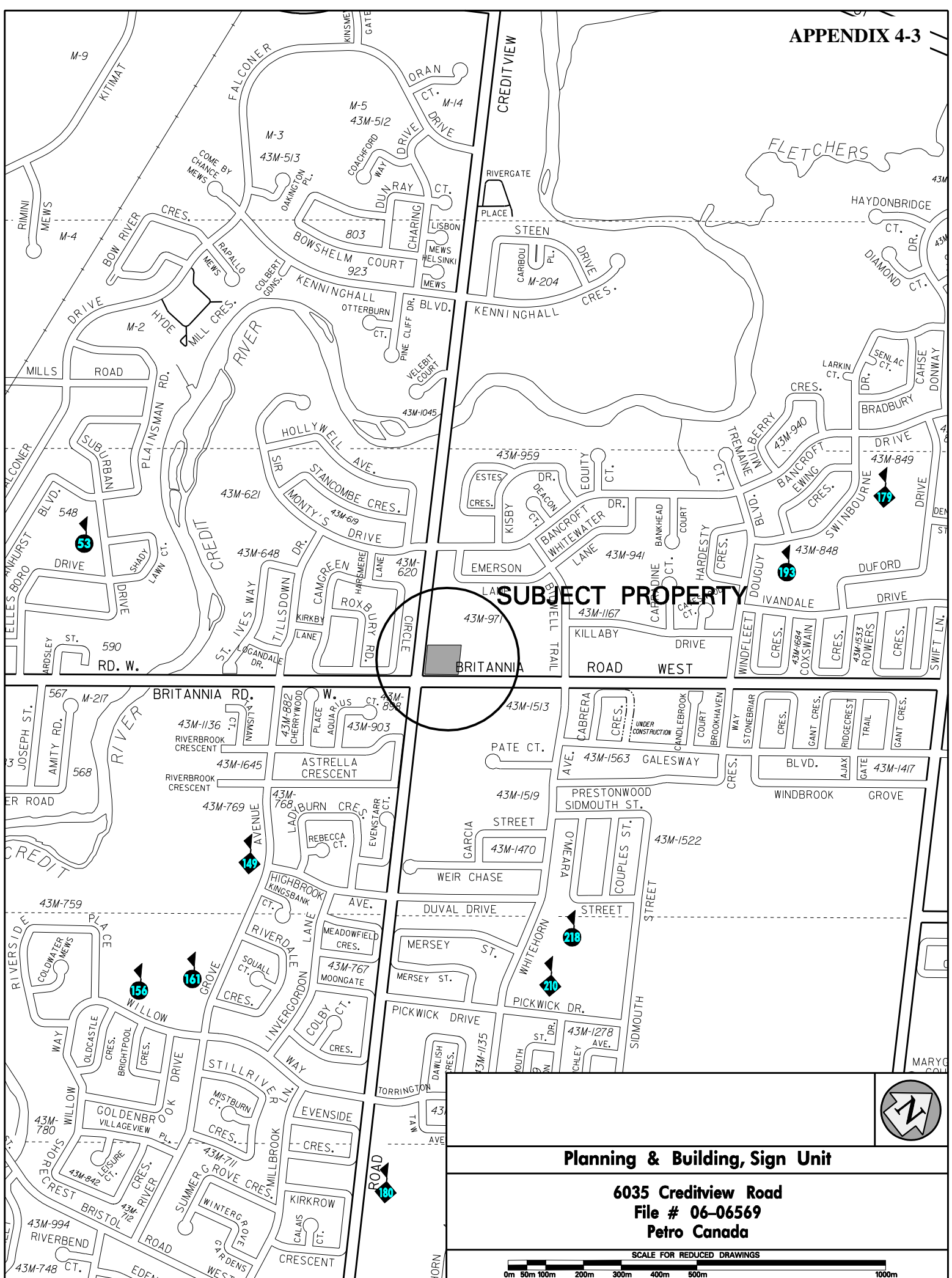
However in this situation, to ensure that our guests wishing to use the car wash do not miss the "Closed" message and find that they are positioned at the wash entrance when not open, Petro-Canada has a standard size that will ensure clear visibility. This directional sign has a height of 1.99m and a sign area of 1.79 sq metres.

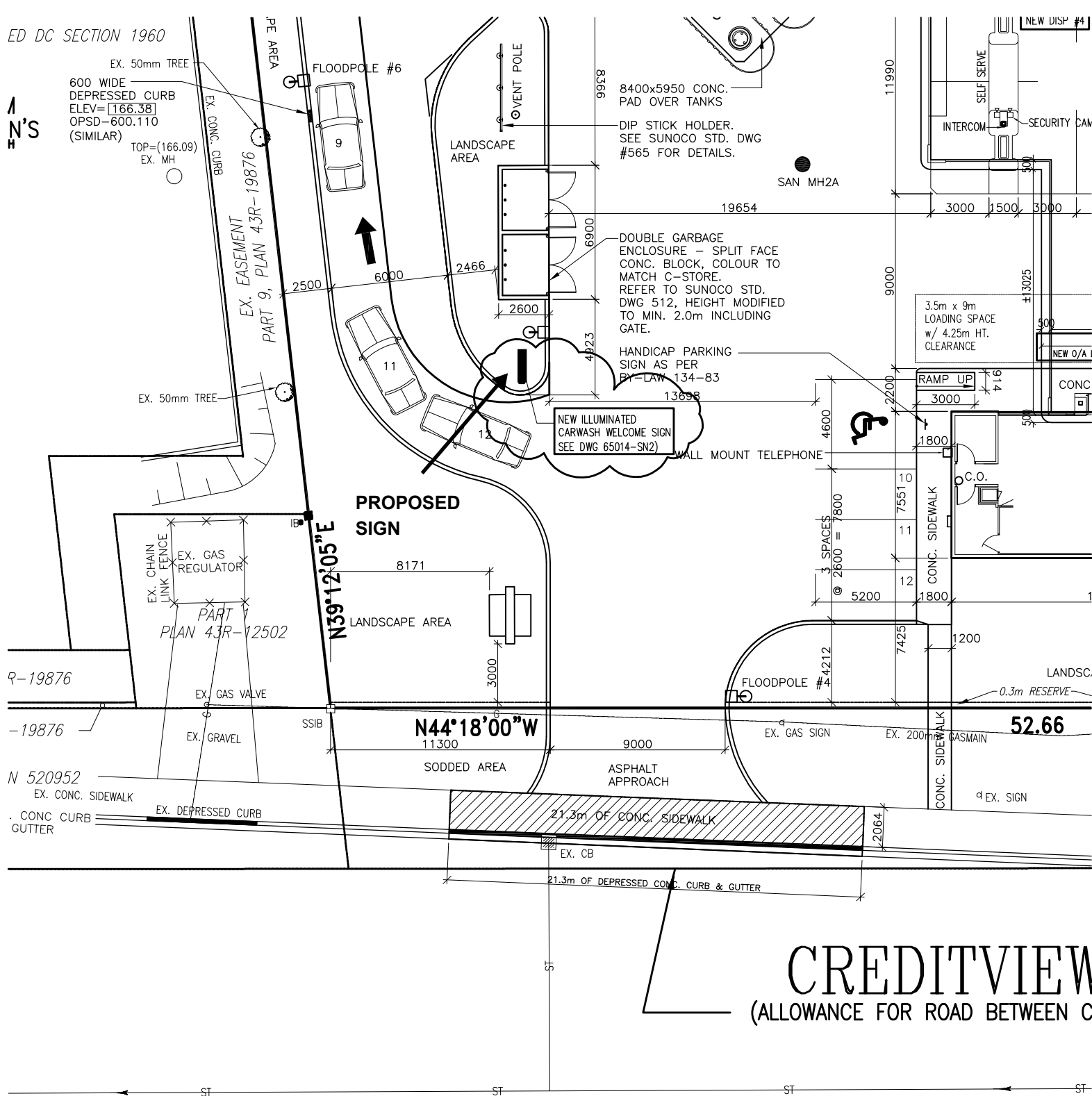
We trust that this covering letter explaining why Petro-Canada is making application for one sign variance will meet with your approval.

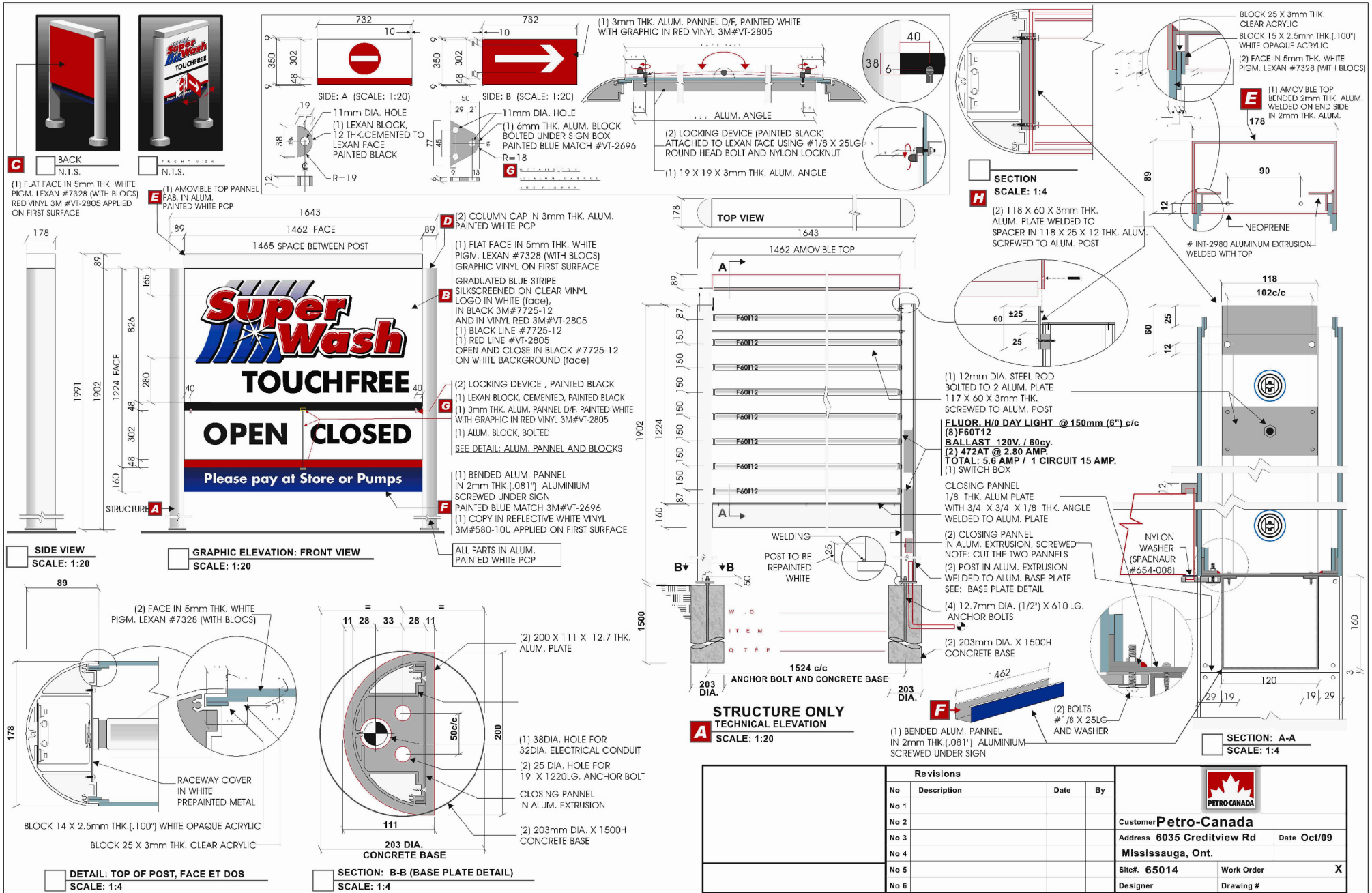
Yours truly,

A handwritten signature in black ink, appearing to read "Mark Twist".

Mark Twist
Suncor Energy Inc.









SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 12, 2010

FILE: 09-04175

RE: Billboard Sign
2829 Derry Road East – Ward 5

The applicant requests the following variances to Sections 4, 13 and 20 of the Sign By-law 0054-2002, as amended.

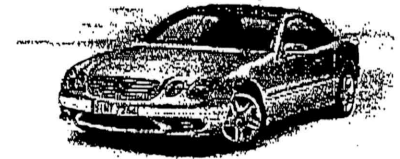
Section 4	Proposed
Displaying a changing copy sign on a billboard is specifically prohibited.	One (1) billboard displaying a changing copy sign.
Section 13	Proposed
One (1) billboard sign for each property where there is no ground sign.	One (1) billboard sign erected on a property where there is an existing ground sign.
Section 20	Proposed
A billboard sign shall be erected no closer than 92m (302 ft.) from a residential zone.	One (1) billboard sign erected approximately 26.5m (86.94 ft.) from a residential zone.

COMMENTS:

The application is for a changing copy billboard sign on a site which already has a ground sign and is adjacent to residential lands. The applicant will need approval of three critical variances to allow the erection of the proposed billboard. The proposed variances are not within the general intent of the Sign By-law nor do they have any design merit. With the number of variances requested to permit the proposed billboard sign, the Planning and Building Department therefore can not support the application.

MISSISSAUGA MOTORS MART INC.

2783 Derry Road East, Mississauga, ON L4T 1A3
Tel : 905-672-7779 Fax: 905-672-7774
www.MississaugaMotorsMart.com



Feb 27, 2009

Att. Planning & Building Dept.

300 City Centre Drive
Mississauga, Ontario
L5B 3C1

Re: Approval for Sign Board

Dear City Officials,

We have been running a successful business for almost past two decades.
Our business has been well known for its reputation in the community.
We have established wonderful relations with our neighborhood community.

As we are all aware of that almost every business is tumbling due to the global economy.
Unfortunately we have been affected also. For our survival plan we are thinking to have
trivision bill boards installed in our properties which are located at the following
locations:

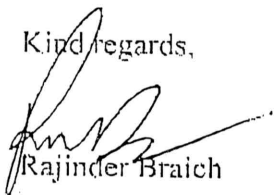
2829 Derry Road E and 2783 Derry Road East

Dear City Officials, above plan can take a practical form if you can co-operate with us.
There may be several formalities and by laws to go through including permits.
We are going to build the trivision signs as to deflect any illumination from adjoining
lands zoned residential. The residents surrounding our business are in support of our
intentions.

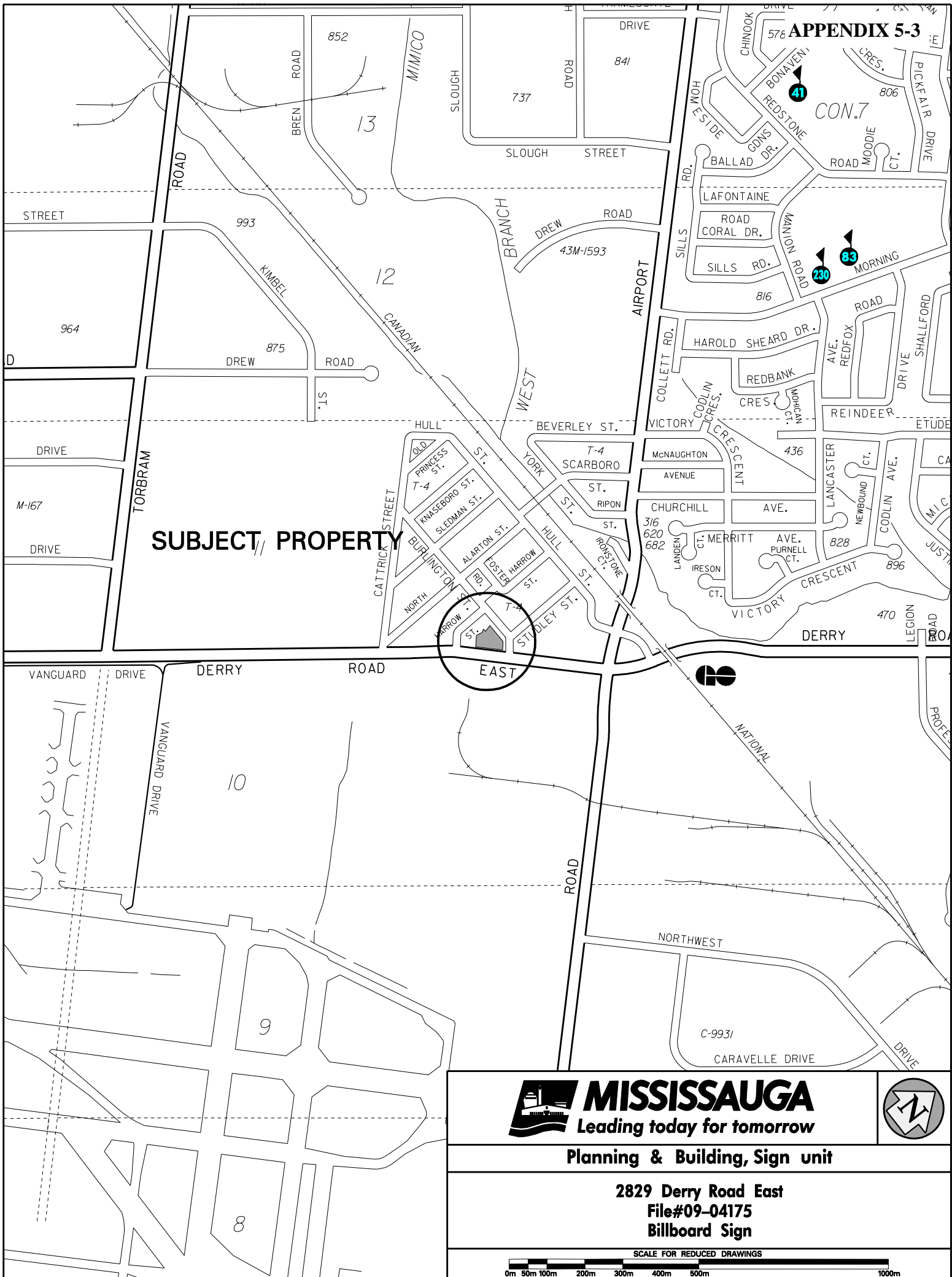
Please kindly consider our request and let us know how this can get approved by the City
of Mississauga.

We will really appreciate your kind support and prompt attention in this matter.

Kind regards,


Rajinder Braich

09.4175.VAR



SUBJECT PROPERTY



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign unit

**2829 Derry Road East
File#09-04175
Billboard Sign**

SCALE FOR REDUCED DRAWINGS

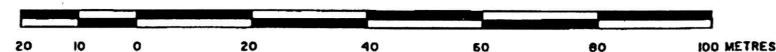


METRIC: MEASUREMENTS SHOWN
ON THIS PLAN ARE IN METRES
AND CAN BE CONVERTED TO
FEET BY DIVIDING BY 0.3048.

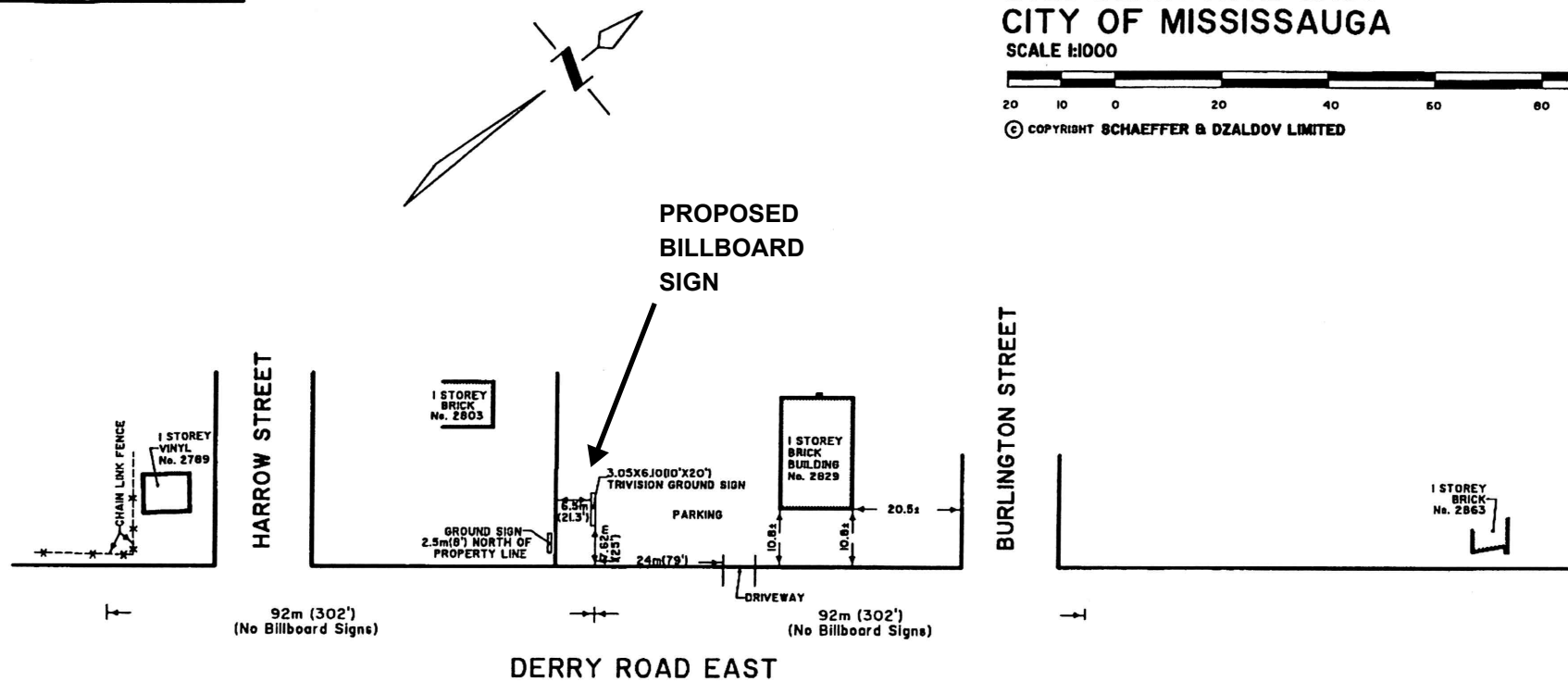
SKETCH SHOWING LOCATION OF PROPOSED THIRD PARTY SIGN

**2829 DERRY ROAD EAST
CITY OF MISSISSAUGA**

SCALE 1:1000



© COPYRIGHT SCHAEFFER & DZALDOV LIMITED



THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY
BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

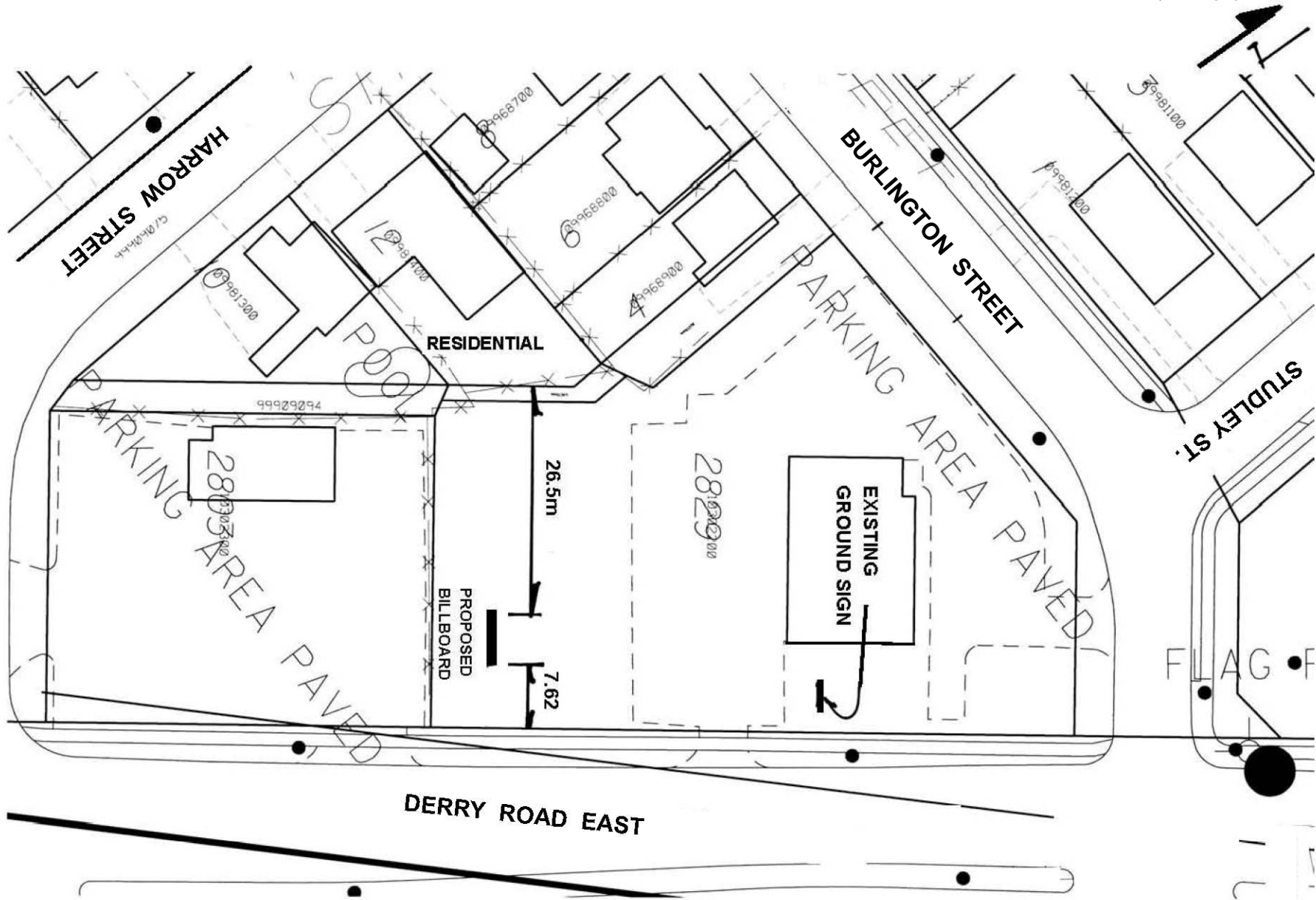
DATE: OCT 2, 2009

[Signature]
DAN DZALDOV
ONTARIO LAND SURVEYOR



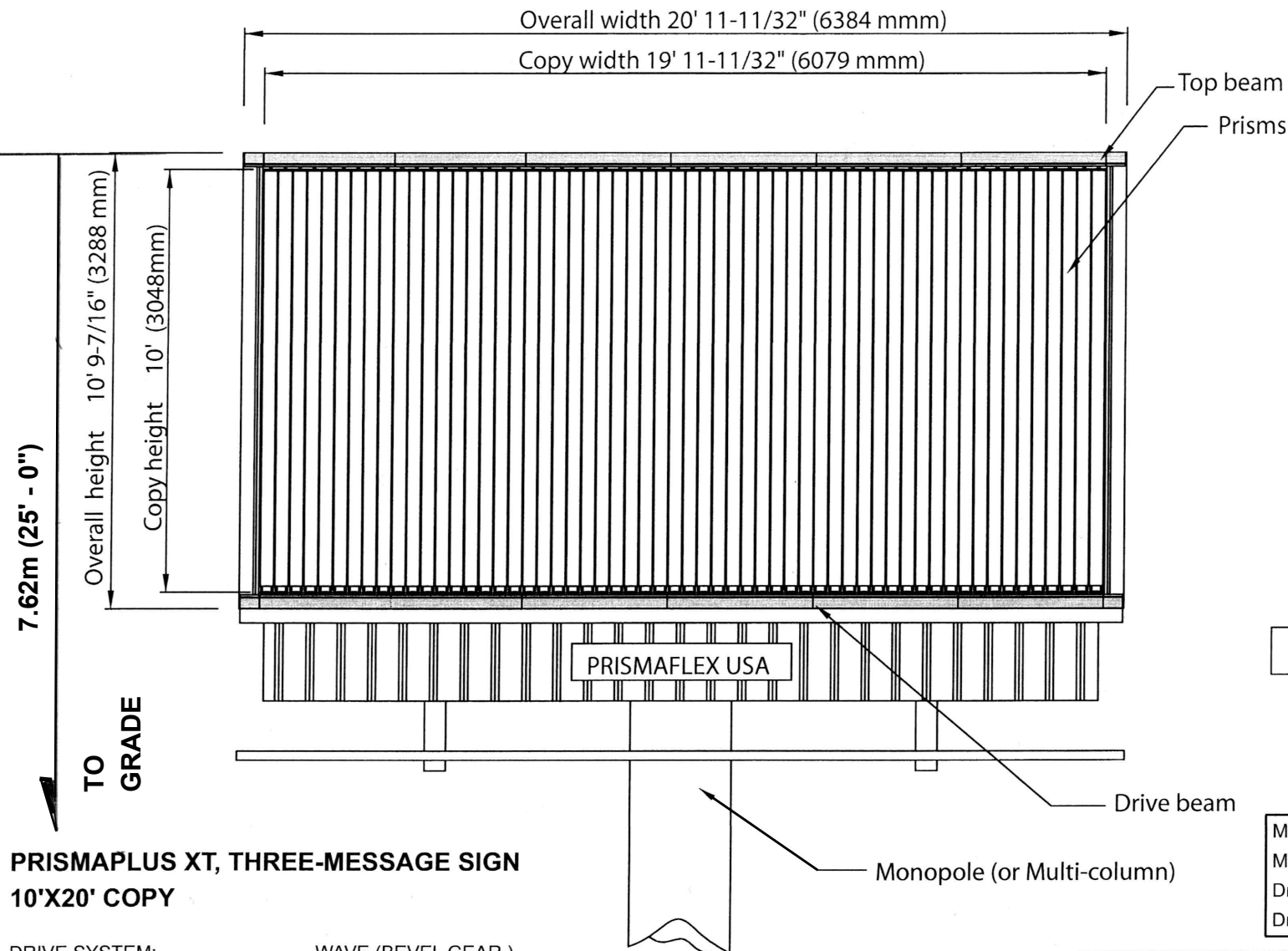
SCHAEFFER & DZALDOV LIMITED
ONTARIO LAND SURVEYORS

64 JARDIN DRIVE	CONCORD, ONTARIO L4K 3P3	TEL (416) 987-0101
DRAWN ACAD/LW	CHECKED	SCALE 1:1000
		JOB NO. 09-225-00-01A



2829 DERRY ROAD, MISSISSAUGA



10' x 20' COPY PRISMAPLUS XT THREE MESSAGE SIGN (Paper posting)**PRISMAPLUS XT, THREE-MESSAGE SIGN
10'X20' COPY**

DRIVE SYSTEM:

WAVE (BEVEL GEAR)

CONTROLLER:

BASIC OPTION PLUS (FOUR STANDARD PAUSE OPTIONS OF 0, 2, 4, 10 SECONDS)

TYPE OF PRISMS:

PAPER POSTING PPA (Aluminum inner prism / clear outer plexi)

NUMBER OF PRISMS:

58 (Standard gap 104.9)

OVERALL SIZE:

10' 9-7/16" X 20' 11-11/32"

ADVERTISING COPY SIZE:

10' X 19' 11-11/32"

ELECTRICAL DEMAND:

< 5AMPS @ 120VAC

NUMBER OF MOTOR:

1

NET TOTAL WEIGHT:

1,059 LBS (479 Kgs)

Modules

Motor module 9 Prisms L	Qty 1
Drive module 9 prisms L	Qty 1
Drive module 10 prism L	Qty 4

PRISMAFLEX
INTERNATIONAL

Prismaflex USA, Inc.

113 West Broad Street, Elizabethtown, NC 28337

Toll free: (888) 454-2244 Fax: (910) 862-3785

DRAWING: PRISMAPLUS 10' X 20' (Paper Posting)

DATE: 01/05/06

SCALE: NA

EXISTING
GROUND SIGN



10/20/2009



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 12, 2010

FILE: 09-06350

RE: Natural Touch
914 Burnhamthorpe Rd. 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.	Four (4) fascia signs located above the upper limits of the first storey of the building.

COMMENTS:

Previously, the applicant submitted a sign variance application 09-04308, for 5 (five) fascia signs above the first storey. On June 29, 2009, Planning and Development Committee approved the centre sign, however the other four (4) fascia signs above the first storey were not granted (Appendix 6-6).

This application is for the same four (4) fascia signs above the first storey which were not granted. The Planning and Building Department has reviewed their letter of rationale and can not support the application from a design perspective or state that the variance is within the intent of the Sign By-law.

1666426 Ontario Inc / Zain Investments

914 Burnhamthorpe Rd West
Mississauga, On
L5C 2S3

Oct 12 2009

City of Mississauga
Sign Variance

I would like to **re-apply** for a sign variance to the City of Mississauga. The variance is for 2nd story signs located at 914 Burnhamthorpe Rd West.

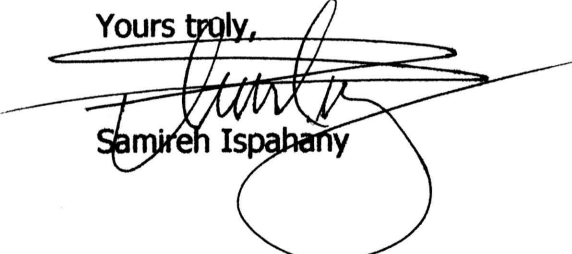
Mississauga is one of the fastest growing culturally dynamic cities with excellent commercial opportunities. With this in mind we made a long-term commitment to establish and grow our business. In 2001 my husband and I also decided to move to Mississauga to be closer to our work and raise our family.

Since our purchase of the 914 Burnhamthorpe Rd West we have made every effort to maintain and improve the property. We have invested exhausting amounts of time and finances in accomplishing this task. 914 Burnhamthorpe has had 2nd storey signs for several years. Upon our purchase of the property an inspection had deemed the signs unsafe and as such we took on the task of replacing them. This required more investment to have them safely removed. We were presented with several options when replacing the signs- we took into consideration our location (next to the court house) and long-term benefits and decided on the most aesthetically pleasing & professional choice.

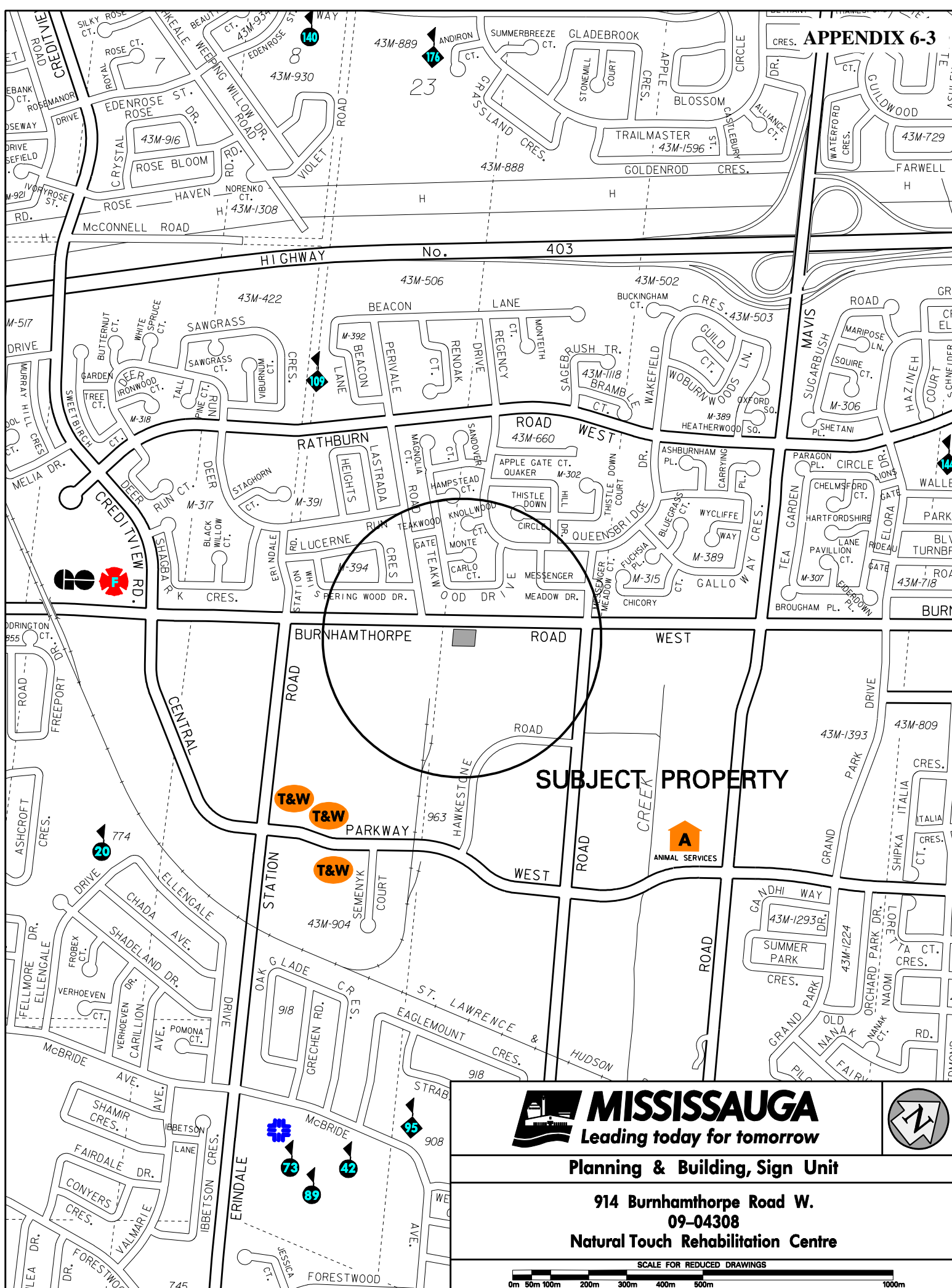
We strongly feel that this will not only benefit our business but also the city as our improvements have allowed us to create jobs, provide a service to the community and beautify Burnhamthorpe.

I hope that this letter conveys our commitment and dedication. We hope that the city will support our right to operate and advertise our business. We will do our best to accommodate all by law requirements – with our application we have included new renderings for your approval. If you require any further information I can be reached at 416 910 0716.

Yours truly,



Samireh Ispahany



MISSISSAUGA
Leading today for tomorrow

Planning & Building, Sign Unit

914 Burnhamthorpe Road W.
09-04308

Natural Touch Rehabilitation Centre

SCALE FOR REDUCED DRAWINGS

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

2nd FLOOR
SIGNS
2.5' x 12' EACH

VARIANCE APPLICATION FOR THESE FOUR BOXES

VARIANCE APPROVED
JULY 8, 2009
PDC - 0062 - 2009
PERMIT ISSUED
JULY 28, 2009



NORTH ELEVATION

PERMIT ISSUED
FOR FIRST
FLOOR SIGNAGE
APRIL 20, 2009

**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 cluttered with signage. The Planning and Building Department therefore cannot support the proposed variance for the four (4) fascia signs on the second floor.