



Corporate Report

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BL.03-SIG (2010)

DATE: March 16, 2010

TO: Chair and Members of Planning and Development Committee
Meeting Date: April 6, 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 March 16, 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 Appendix 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 10-00036
Ward 4
Scotiabank
34 Eglinton Avenue West

To permit the following:

- (i) One (1) additional ground sign fronting Eglinton Avenue West.

- (b) Sign Variance Application 09-07086
Ward 6
Dollarama
1151 Dundas Street West

To permit the following:

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

Provided the sign has an overall height of 1.07m (3.5 ft.) and aligned with the adjacent TD Bank sign.

- (c) Sign Variance Application 09-07039
Ward 6
Origin Evergreen Mississauga
820 Scollard Court

To permit the following:

- (i) One (1) banner sign located on the south elevation of the building to remain until May 31, 2010.

- (d) Sign Variance Application 09-06038
Ward 8
The Credit Valley Hospital
2200 Eglinton Avenue West

To permit the following:

- (i) Five (5) directional signs.

- (e) Sign Variance Application 09-06977
Ward 8
Laurie Williamson Motors
3045 Glen Erin Drive

To permit the following:

- (i) One (1) additional ground sign fronting Glen Erin Dr.

- (f) Sign Variance Application 09-06747
Ward 10
EcoMedia
Third Party Advertising
5602-5606 Tenth Line West

To permit the following:

- (i) Eight (8) horizontal litter/recycling stations indicated in Appendix 6 of the Report.

The granted variances are subject to compliance with other provisions of the Sign By-law.

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

- (a) Sign Variance Application 09-06747
Ward 10
EcoMedia
Third Party Advertising
5602-5606 Tenth Line West

To permit the following:

- (i) Three (3) horizontal litter/recycling stations indicated in Appendix 6 of the Report.

- (ii) Four (4) vertical litter/recycling stations indicated in Appendix 6 of the Report.

- 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 Appendix 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:**
- Scotiabank
Appendix 1-1 to 1-5

 - Dollarama
Appendix 2-1 to 2-7

 - Origin Evergreen Mississauga
Appendix 3-1 to 3-7

 - The Credit Valley Hospital
Appendix 4-1 to 4-10

Laurie Williamson Motors
Appendix 5-1 to 5-5

EcoMedia
Appendix 6-1 to 6-22

Edward R. Sajecki
Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

March 16, 2010

FILE: 10-00036

RE: Scotiabank
34 Eglinton Avenue West – Ward 4

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

Section 13	Proposed
One ground sign is permitted per street line.	One (1) additional ground sign fronting Eglinton Avenue West.

COMMENTS:

The proposed variance is for a second ground sign fronting Eglinton Avenue West. The proposed sign will be located approximately 125m (410 ft.) from the proposed sign. Tree planting around the Scotiabank partly obscures their fascia signs, thus the need for the proposed ground sign. The proposed sign is modest in size and does not have a negative impact on the aesthetics of the street. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



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

January 8, 2010

City of Mississauga
Planning and Buildnig Department
300 City Centre Drive
Mississauga, ON
L5 3C1

To Whom It May Concern:

**Re: Supplementary Information to Application for a Permit to Construct
Scotiabank – 34 Eglinton Avenue West, Mississauga**

Our client, Scotiabank, is situated on the southwest corner of Eglinton Avenue & Hurontario Street. They are looking to increase their exposure for this branch location because the grounds have a garden walkway with trees that block the visibility of the bank.

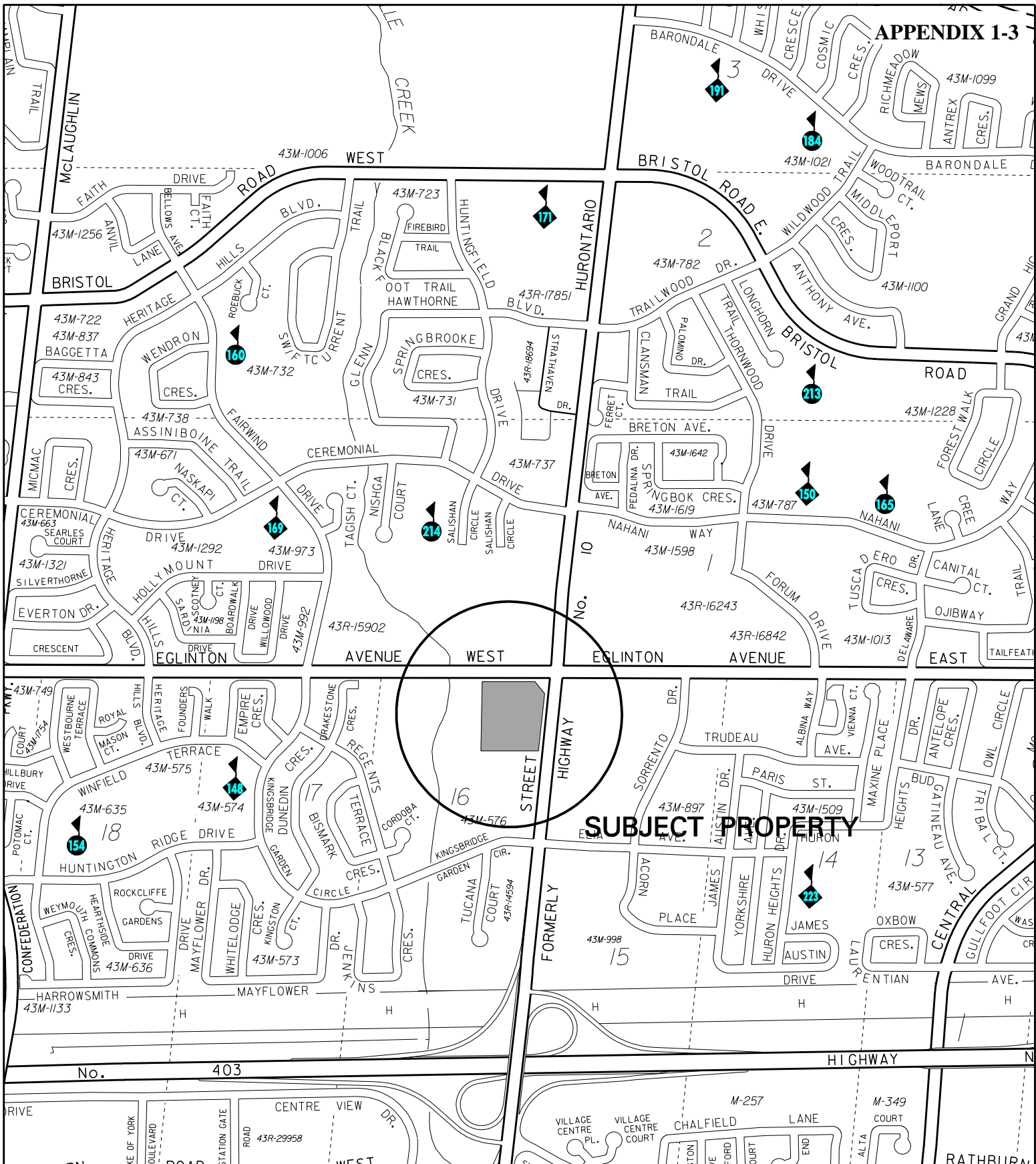
The landlord has approved the position of the proposed cube sign on the property.

Should you require any further information please contact the undersigned.

Yours truly,
ZIP SIGNS LTD.

A handwritten signature in black ink that reads "David Adam". The signature is written in a cursive style with a large initial "D".

Dave Adam



SUBJECT PROPERTY



Planning & Building, Sign Unit

**34 Eglinton Ave. W.
10-00036
Scotiabank**



