



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2010)

**PDC** JUN 28 2010

---

**DATE:** June 8, 2010

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: June 28, 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 June 8, 2010 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested eight (8) Sign Variance Applications described in Appendices 1 to 8 to the Report, be adopted in accordance with the following:

1. That the following Sign Variances **be granted:**

- (a) Sign Variance Application 10-00873  
Ward 4  
Square One Shopping Centre  
100 City Centre Dr.

To permit the following:

- (i) Three (3) ground signs not located on the property where the business is located.
- (ii) Four (4) ground signs with a height of 12.19m (40 ft.).

- (b) Sign Variance Application 09-06769.VAR  
Ward 5  
La Capitale Financial Group  
7150 Derrycrest Dr.

To permit the following:

- (i) One (1) fascia sign located on the third storey of the north elevation with a sign area of 2.04% of the building face on which it is located.
- (ii) One (1) fascia sign located on the third storey of the east elevation with a sign area of 2.33% of the building face on which the sign is located.

- (c) Sign Variance Application 10-1167  
Ward 5  
Investors Group / TATA  
5750 Explorer Drive

To permit the following:

- (i) Two (2) fascia signs located between the limits of the top floor and parapet located on the south elevation with a total sign area equal to 0.04% of the building face, in addition to the existing fascia sign on the north elevation.

- (d) Sign Variance Application 10-00327  
Ward 5  
Petro Canada  
5555 Kennedy Rd.

To permit the following:

- (i) One (1) directional sign with a sign area of 0.75 sq. m. (8.16 sq. ft.) and a height of 1.69 m (5.54 ft.).



(e) Sign Variance Application 09-06137.VAR

Ward 7

Trillium Health Centre

15 Bronte College Court

To permit the following:

(i) One (1) additional ground sign fronting Hurontario St.

(ii) One (1) ground sign with a sign area of 5.9m<sup>2</sup> (64 ft<sup>2</sup>) and a height of 3.04m (10 ft).

(iii) Two (2) fascia signs not located on the units occupied by the businesses. Both signs are located on the east elevation advertising Druxy's and Queensway Orthotics.

(f) Sign Variance Application 09-06841

Ward 8

Walkers Fish Market

2575 Dundas St. W.

To permit the following:

(i) Two (2) roof signs located on the south and west elevations.

(g) Sign Variance Application 09-06747

Ward 10

EcoMedia

Third Party Advertising

5602-5606 Tenth Line West

To permit the following:

(i) Nine (9) horizontal litter/recycling stations indicated in Appendix 7 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 09-07063  
Ward 5  
BizTech Institute  
5170 Dixie Rd.

To permit the following:

- (i) Two (2) fascia signs located on the second storey of the building.

- (b) 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 7 of the Report.
- (ii) Four (4) vertical litter/recycling stations indicated in Appendix 7 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 eight (8) Sign Variance Applications (see Appendices 1 to 8) 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:** Square One Shopping Centre  
Appendix 1-1 to 1-12

La Capitale Financial Group  
Appendix 2-1 to 2-10

Investors Group / TATA  
Appendices 3-1 to 3-7

Petro Canada  
Appendix 4-1 to 4-5

Trillium Health Centre  
Appendix 5-1 to 5-10

Walkers Fish Market  
Appendix 6-1 to 6-10

EcoMedia  
Appendices 7-1 to 7-23

BizTech Institute  
Appendix 8-1 to 8-6

---

Edward R. Sajecki  
Commissioner of Planning and Building

*Prepared by: Darren Bryan, Supervisor Sign Unit*



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

May 25, 2010

**FILE:** 10-00873

**RE: Square One Shopping Centre**  
**100 City Centre Dr. – Ward 4**

---

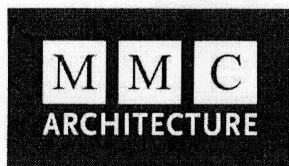
**The applicant requests the following variance to sections 4 and 13 of the Sign By-law 0054-2002, as amended.**

<b>Section 4</b>	<b>Proposed</b>
Sign permits for any sign shall be issued only for businesses or uses located on the property on which the sign is to be located.	Three (3) ground signs not located on the property where the business is located.
<b>Section 13</b>	<b>Proposed</b>
Ground signs for shopping centres over 4.0 ha (9.88 acres) are permitted a maximum height of 7.5m (24.6 ft.).	Four (4) ground signs with a height of 12.19m (40 ft.).

**COMMENTS:**

The proposed variance is to permit four ground sign for the Square One Shopping Centre on lands owned by the applicant. In addition, the signs exceed the height requirements permitted in the Sign By-law.

The signs are well designed and in scale with the shopping centre and the surrounding area. The proposed signs are to replace existing signs identifying the shopping centre. In this regard, the Planning and Building Department finds the variance to be acceptable from a design perspective.



April 13, 2010

Mr. Darren Bryan  
 Supervisor, Sign Unit  
 Planning & Building Department  
 City of Mississauga  
 9<sup>th</sup> floor, 300 City Centre Drive  
 Mississauga, Ontario  
 L5B 3C1

**Re: Sign Variance Application for Square One Shopping Centre Exterior Pylons**

Dear Mr. Bryan:

Square One Shopping Centre has been growing over the years from a regional shopping centre to a super-regional shopping centre. Its catchment has reached far beyond Mississauga's region. This compounded with the rapid high density developments surrounding Square One Shopping Centre, the existing pylon signs have proven to be ineffective.

Square One Shopping Centre is seeking approval for four (4) pylon signs to properly address the current need for proper street identification & exposure. These pylons will replace two (2) existing pylon signs at Hurontario Street & Robert Speck Parkway and Burnhamthorpe Road & Kariya Gate to continue to address traffic from north-south and west-east directions respectively. Two new pylon signs will be added. The first one will be located at Hurontario Street & Square One Drive to divert traffic to the north side of the property. The second one will be located at Rathburn Road & Duke of York to address traffic from north-west direction.

The new pylons have been designed as the new urban icons. A more graphic & sculptural approach has taken in the pylon design with the intention to enhance the new urban experience of the new Downtown District. The main shaft will be constructed with high quality prefinished aluminum panels. Custom relief graphic and colour will be used on the pylon to identify the distinct interior shopping centre themes. The pylon will be illuminated by external lighting and complemented by internal light sources. The pylons will be 40ft in height (7.5m/24'-7" is the maximum height currently permitted). Sign area is 390 sf per side (28m/301.40 sf is the maximum size currently permitted).

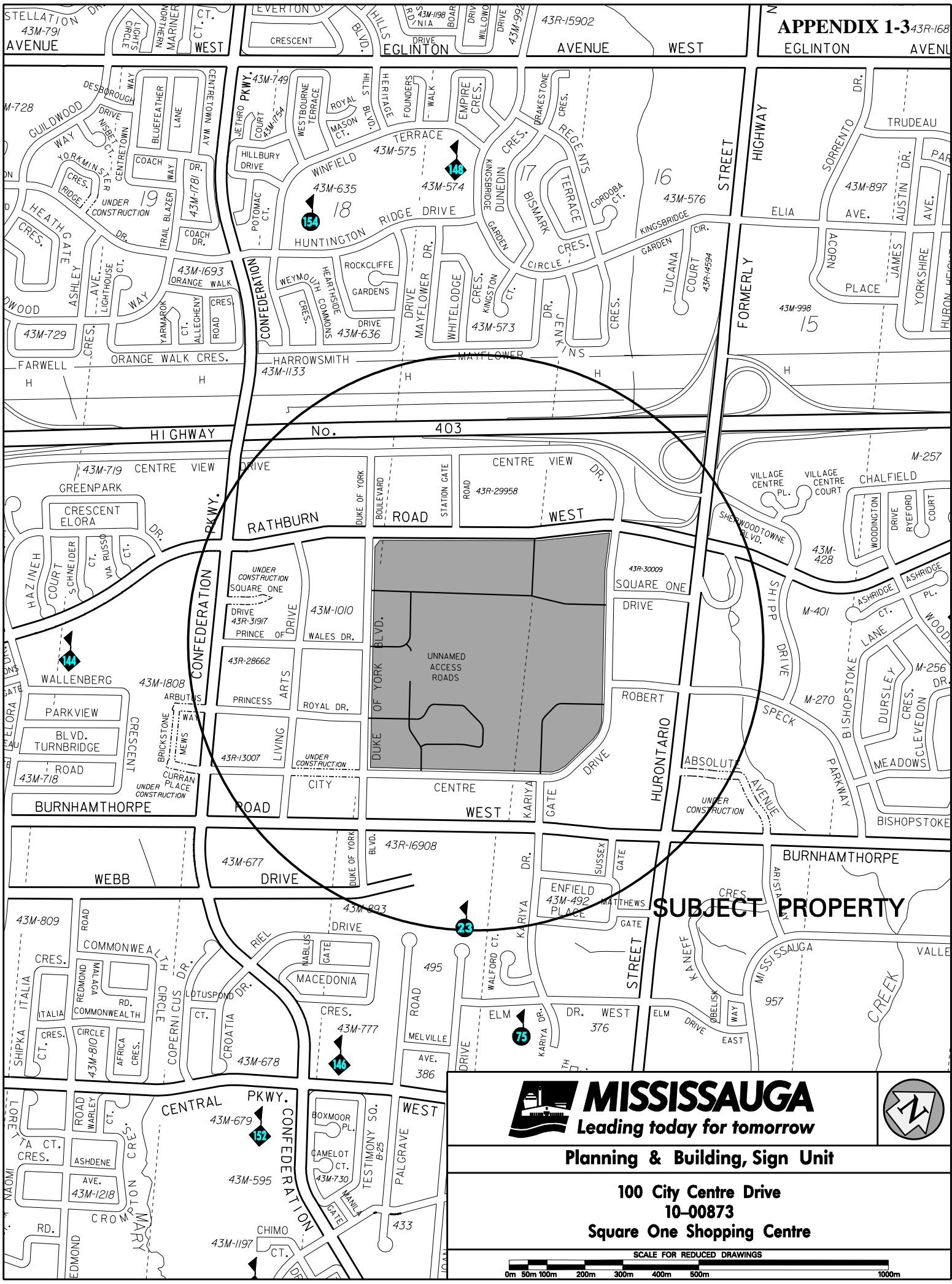
We trust the above provides sufficient information for your review and evaluation. Should you require further clarification please feel free to contact me at (416) 972-1901 ext 232.

Yours truly,

A handwritten signature in black ink, appearing to read 'Joseph Hung', with a stylized flourish extending to the right.

Joseph Hung, OAA  
 Associate

Cc: Wayne Nishihama Manager, Design City of Mississauga



**SUBJECT PROPERTY**

 **MISSISSAUGA**  
Leading today for tomorrow



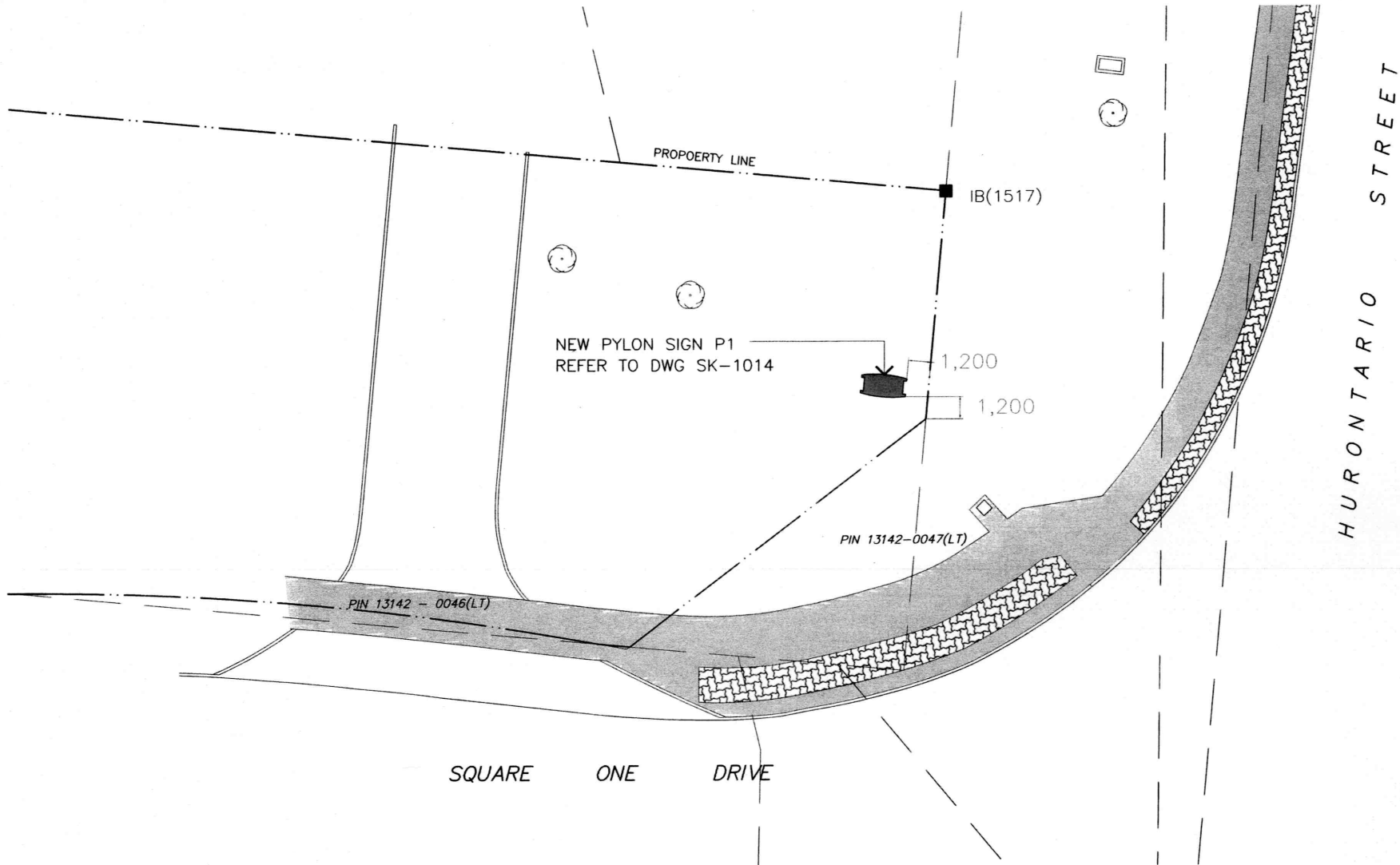
**Planning & Building, Sign Unit**

**100 City Centre Drive  
10-00873  
Square One Shopping Centre**









## PYLON : P1

Square One Shopping Centre, Mississauga, Ontario

Scale 1:200

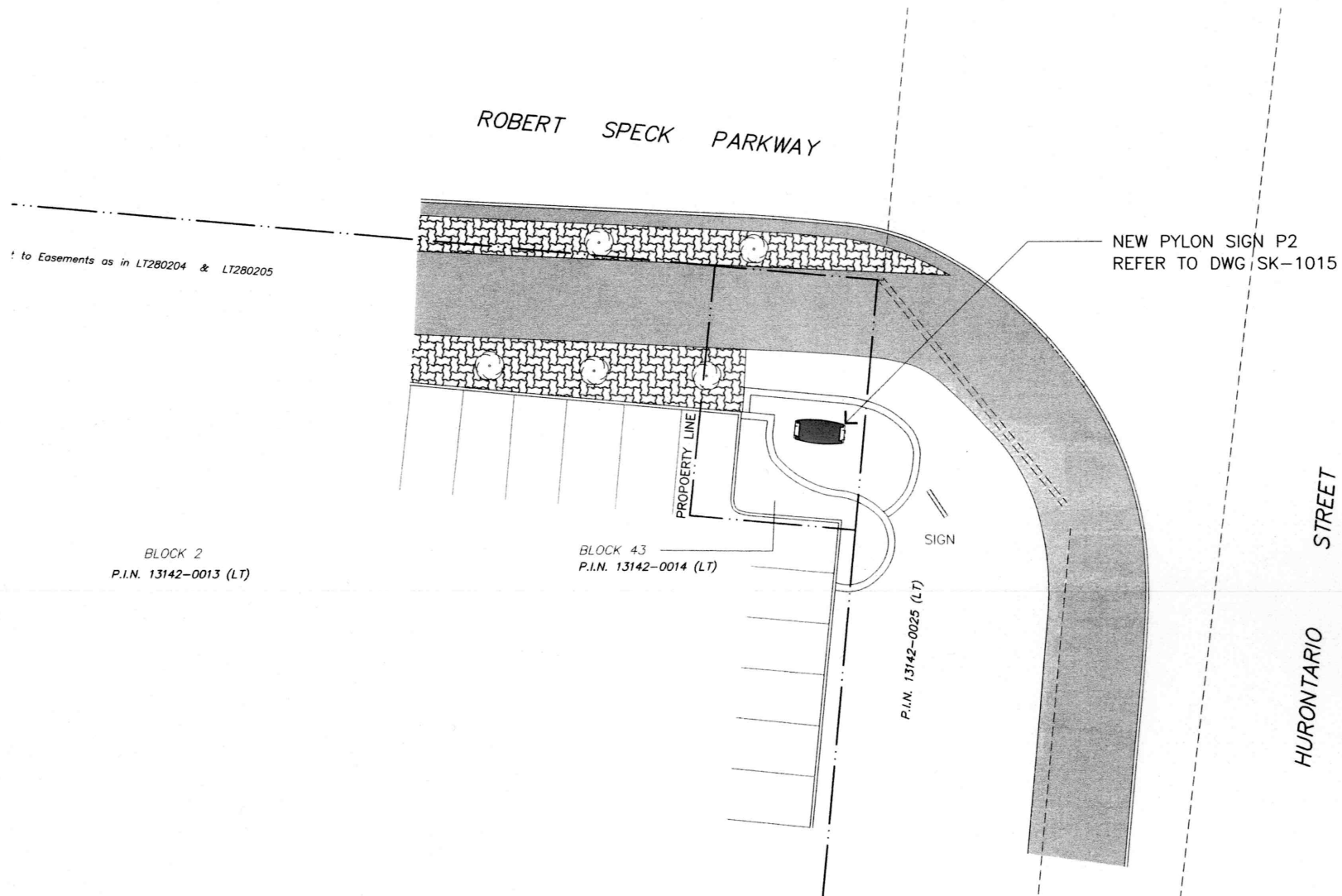


**SK-1010**

Apr. 09, 2010

OXFORD





## PYLON : P2

Square One Shopping Centre, Mississauga, Ontario

Scale 1:200

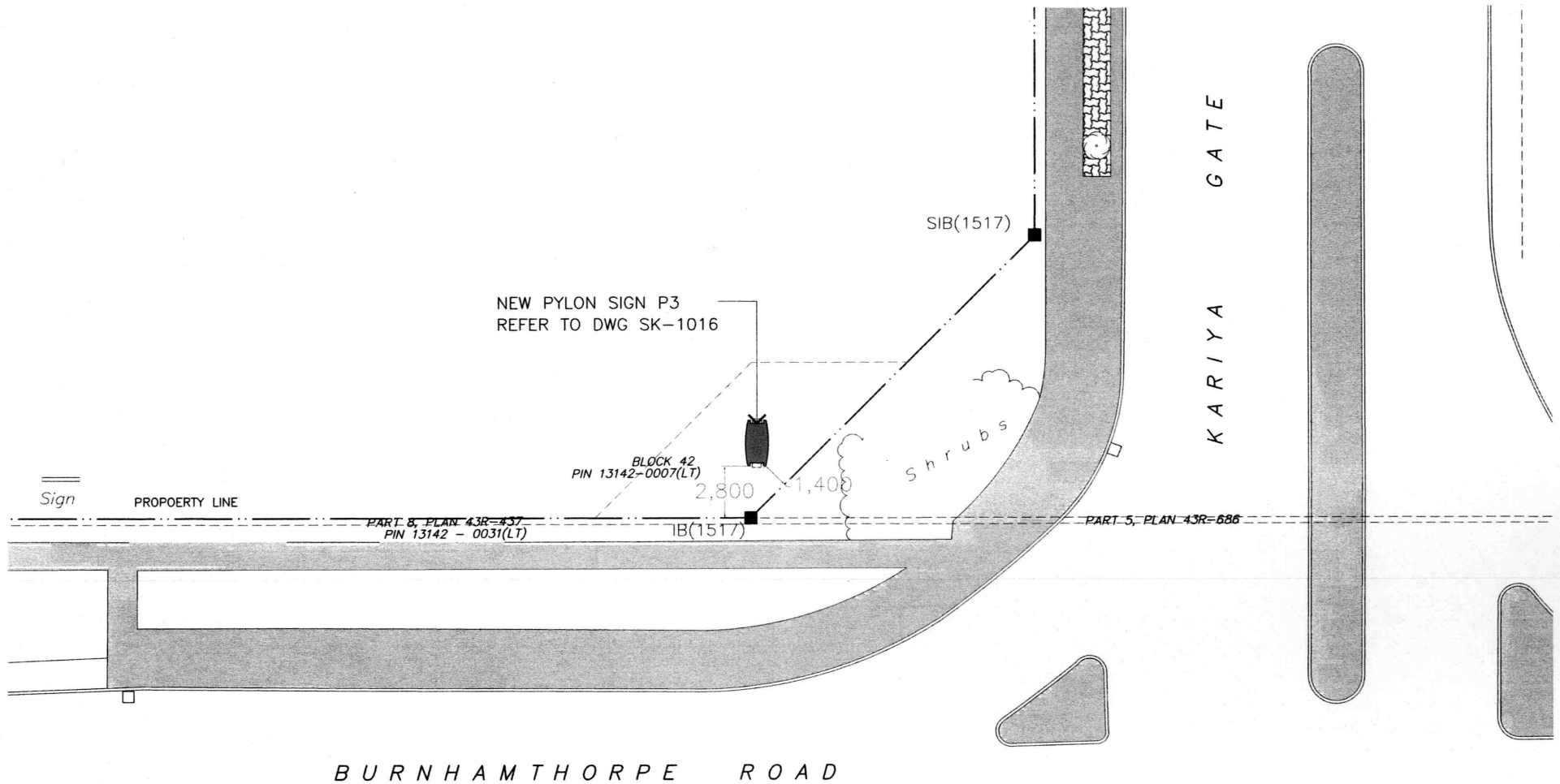


**SK-1011**

Apr. 09, 2010

OXFORD





## PYLON : P3

Square One Shopping Centre, Mississauga, Ontario

Scale 1:200

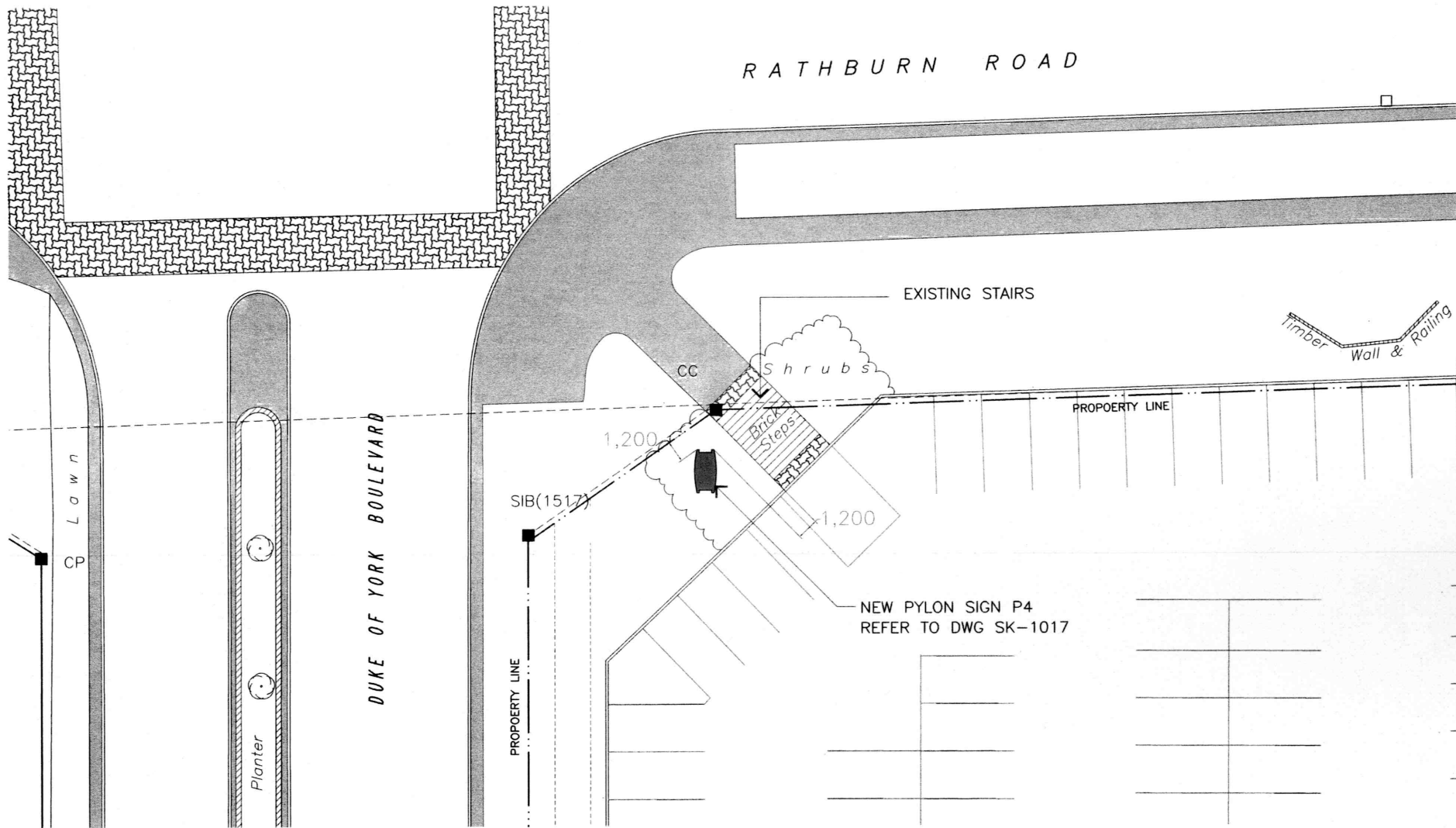


**SK-1012**

Apr. 09, 2010

OXFORD





# **PYLON : P4**

Square One Shopping Centre, Mississauga, Ontario

Scale 1:200



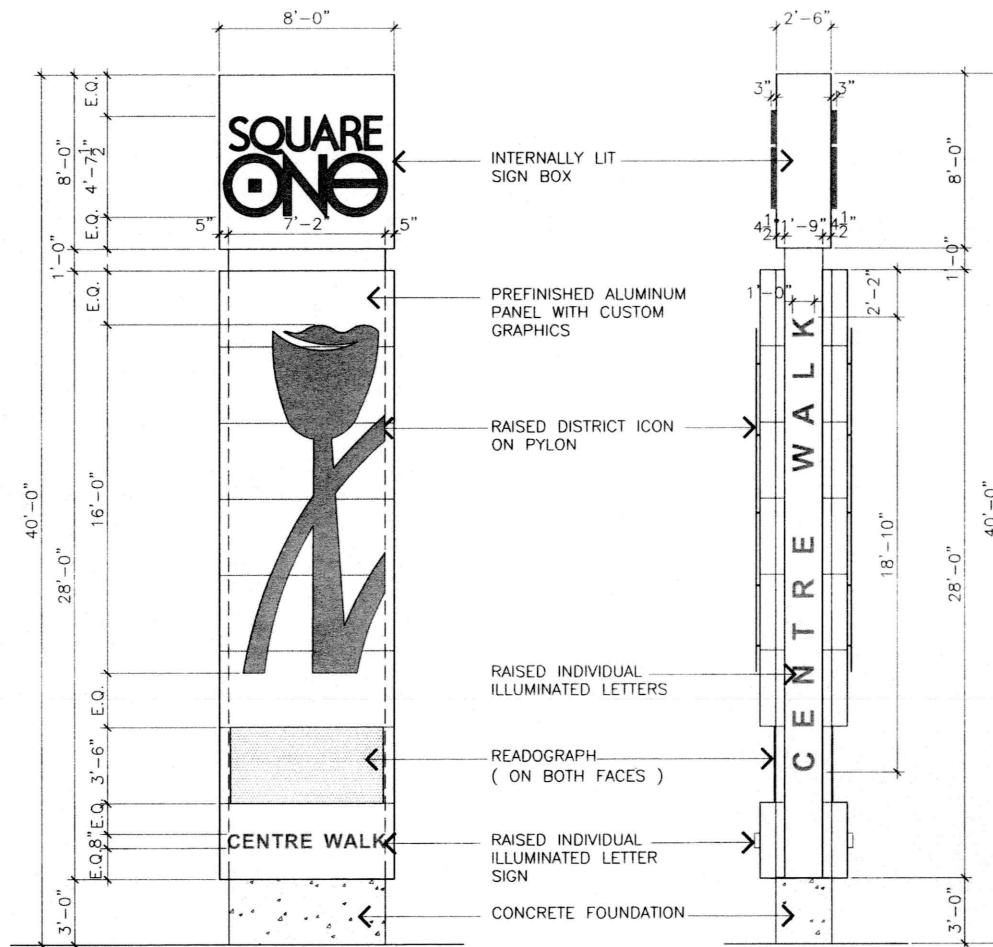
**SK-1013**

Apr. 09, 2010

OXFORD







FRONT ELEVATION

SIDE ELEVATION

## Pylon Sign P2 : Elevations

Square One Shopping Centre, Mississauga, Ontario

Scale 1/4"=1'-0"

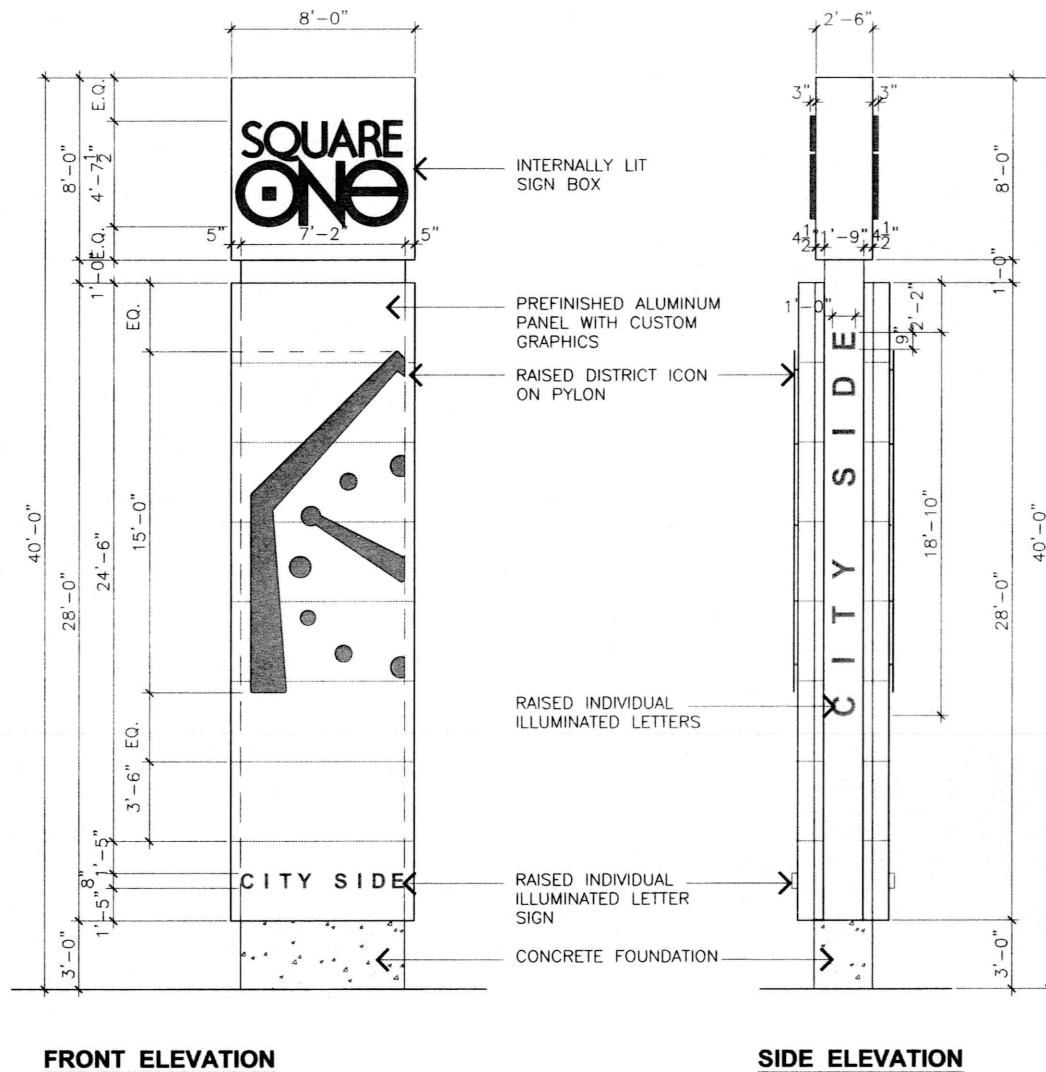
SK-1015

Apr. 09, 2010

OXFORD

SQUARE  
ONE

MMC  
ARCHITECTURE



## Pylon Sign P3: Elevations

Square One Shopping Centre, Mississauga, Ontario

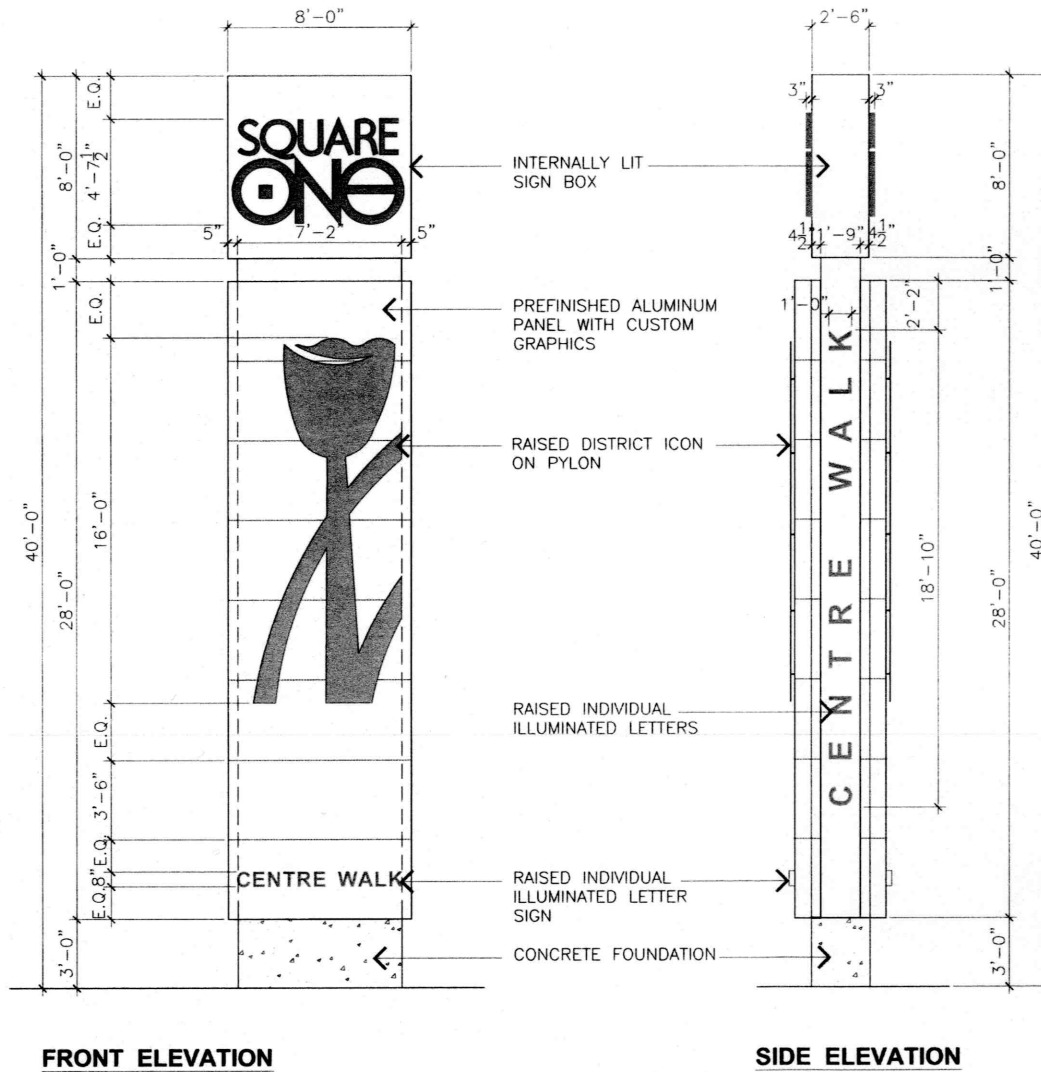
Scale 1/4"=1'-0"

SK-1016

Apr. 09, 2010

OXFORD





## Pylon Sign P4 : Elevations

Square One Shopping Centre, Mississauga, Ontario

Scale 1/4"=1'-0"

SK-1017

Apr. 09, 2010

OXFORD







**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

May 25, 2010

**FILE:** 09-06769.VAR

**RE: La Capitale Financial Group**  
**7150 Derrycrest Drive -Ward 5**

---

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

<b>Section 13</b>	<b>Proposed</b>
Permits two (2) fascia signs located between the limits of the top floor and parapet, both in total, not greater in area than 2% of the building face on which the sign is located.	One (1) fascia sign located on the third storey of the north elevation with a sign area of 2.04% of the building face on which it is located.  One (1) fascia sign located on the third storey of the east elevation with a sign area of 2.33% of the building face on which the sign is located.

**COMMENTS:**

The proposed fascia signs are slightly over the sign area provisions of the Sign By-law. However, the signs are well designed and in keeping with the building design. The Planning and Building Department therefore finds the variance acceptable from a design perspective.





Quebec, February 05, 2010

Re : Variance for La Capitale signs  
7150 Derrycress Drive, Mississauga

To whom it may concern,

On behalf of my customer, La Capitale financial group, we would like to go for a variance for our signs on the top level of the 7150 Derrycress Drive building, facing HWY 410. We also would like to install a sign on the top level facing Derry road.

Due to our location, this building can only be seen either from far on Hurontario or from HWY 410.

As a business, our clients needs to be able to find our building and have a hard time at this moment.

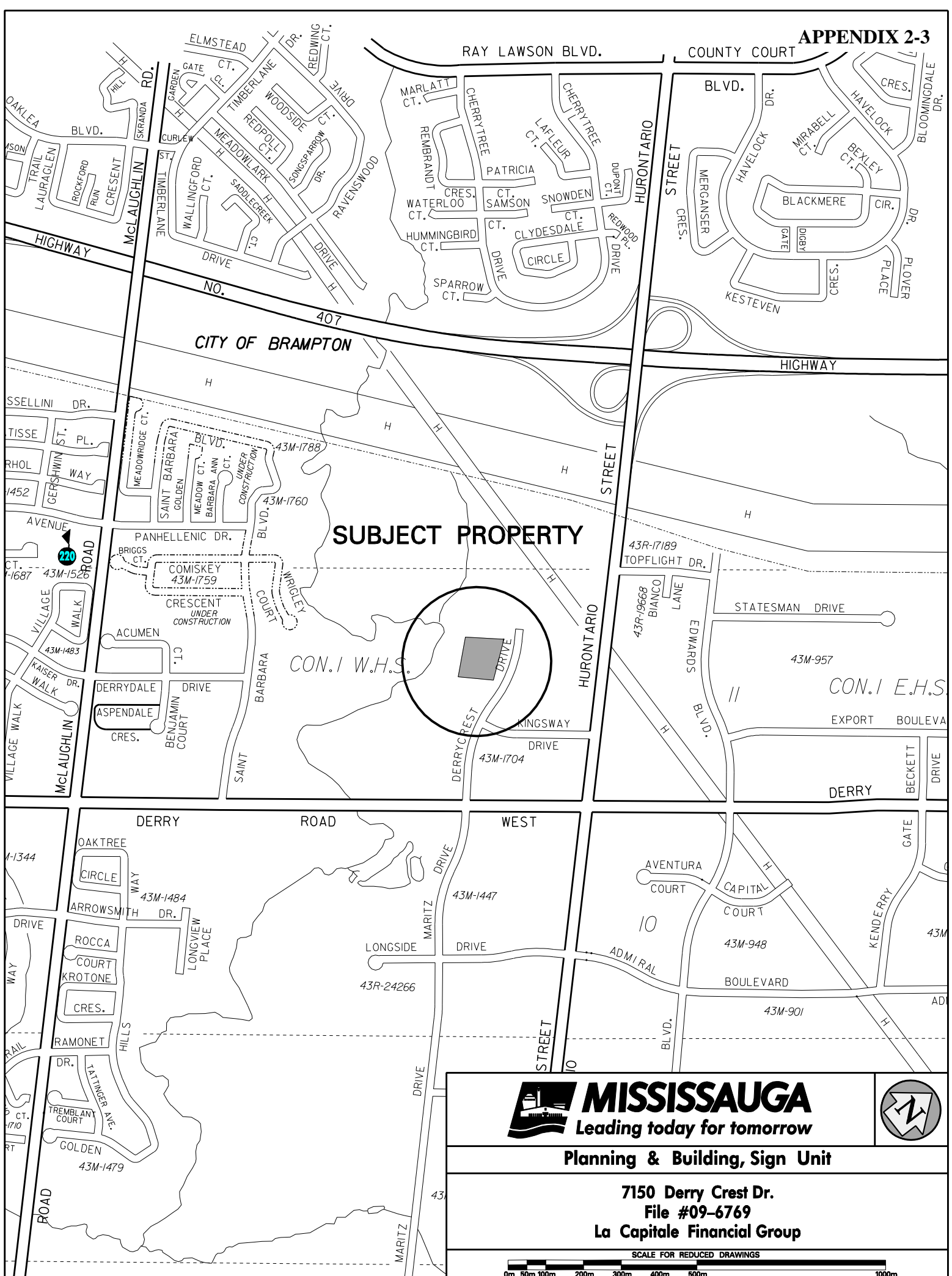
Installing these signs will help our customers finding us much faster and easier.

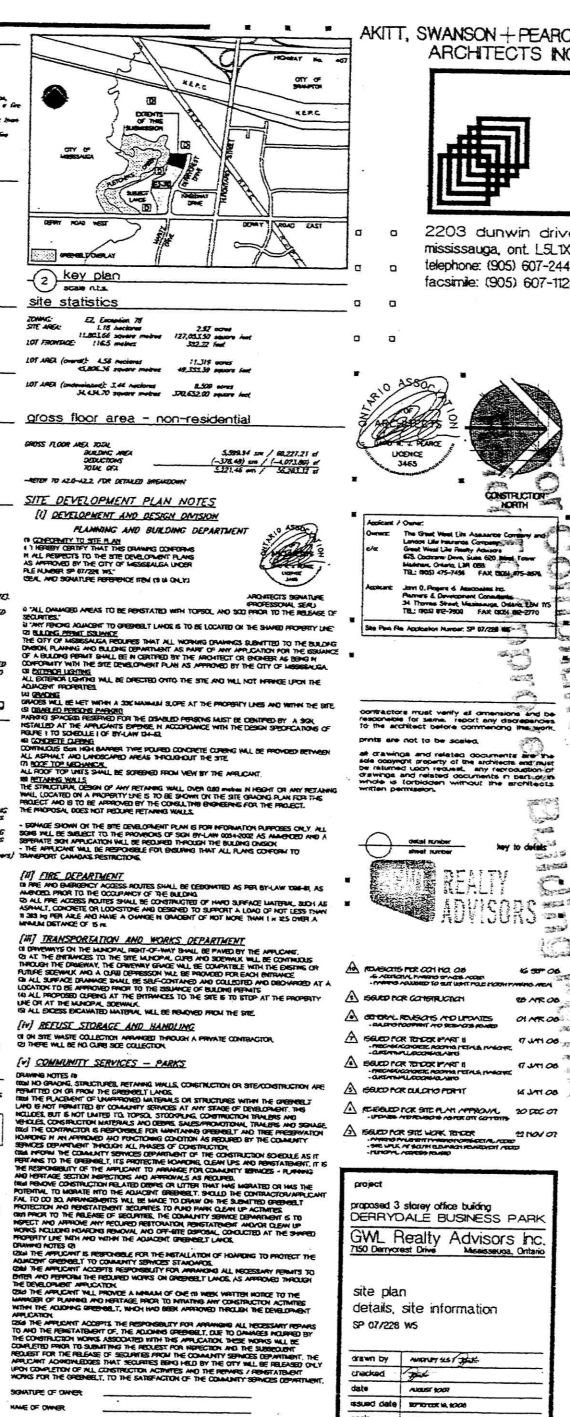
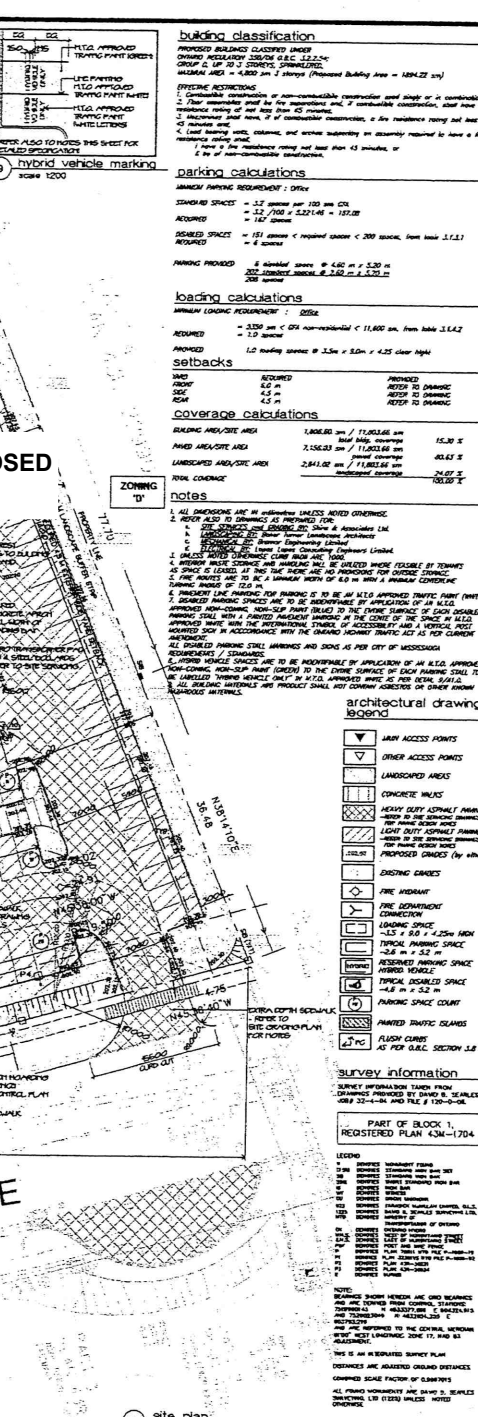
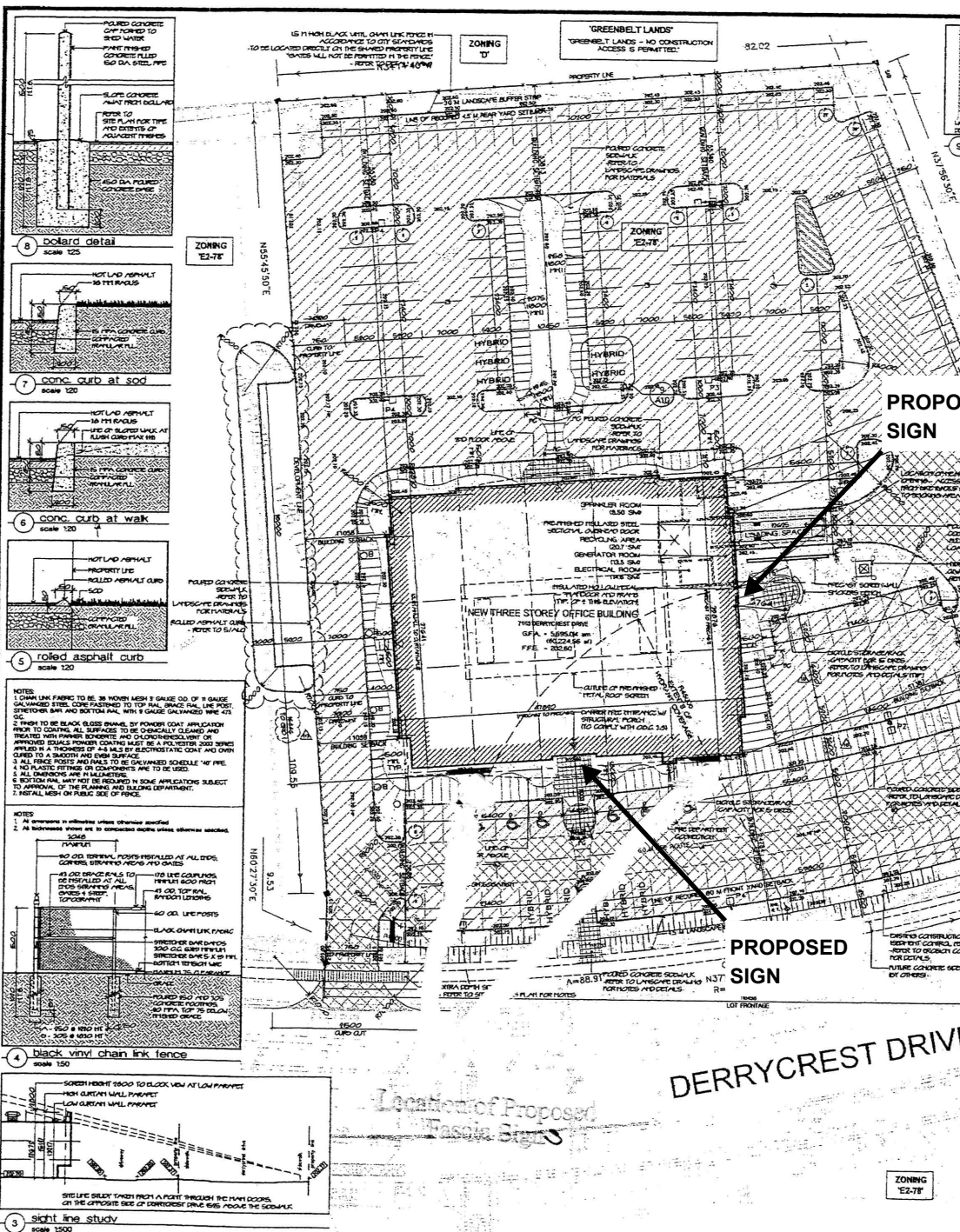
Please contact myself if you have any questions.

Best regards,

André Fortin  
Authorized agent











Veuillez prendre note que  
l'entreprise Enseignes Impact Visuel inc.  
est titulaire de tous les droits d'auteur de ce document.  
Toute reproduction totale ou partielle constitue une fraude  
et est passible de poursuite judiciaire.



NORTH ELEVATION

Les couleurs illustrées sur le présent document  
peuvent ne pas refléter la réalité.  
Se référer aux numéros de couleurs inscrits  
pour références exactes.  
AUCUNE ÉCHELLE

Rep: André Fortin  
Graph: Nadia Sylvain

Client: LA CAPITALE  
Adr: MISSISSAUGA  
Projet: ENSEIGNE EXT.  
DATE: 25 NOVEMBRE 2009  
Révisé: 29 JANVIER 2010

Plan: 8124 devis technique  
PAGE 1 of 7



132'-0"

VUE de coupe-AA  
PAGE 5

VUE de coupe-BB  
PAGE 5

**La Capitale**  
Financial Group

50'-0"

46'-0"

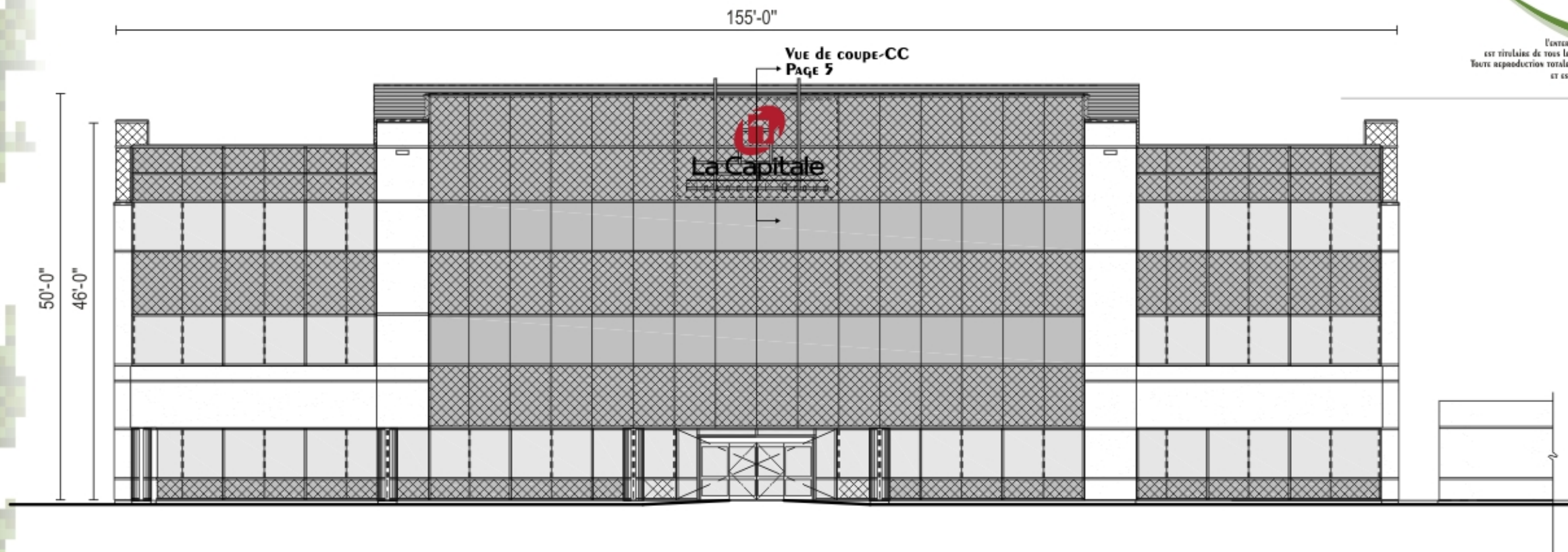
Rep: André Fortin  
Graph: Nadia Sylvain

Client: LA CAPITALE  
Adr: MISSISSAUGA  
Projet: ENSEIGNE EXT.  
DATE: 18 NOVEMBRE 2009  
Révisé 29 JANVIER 2010

NORTH ELEVATION

**La Capitale**  
Financial Group

Plan: 8124 devis TECHNIQUE  
PAGE 3 of 7



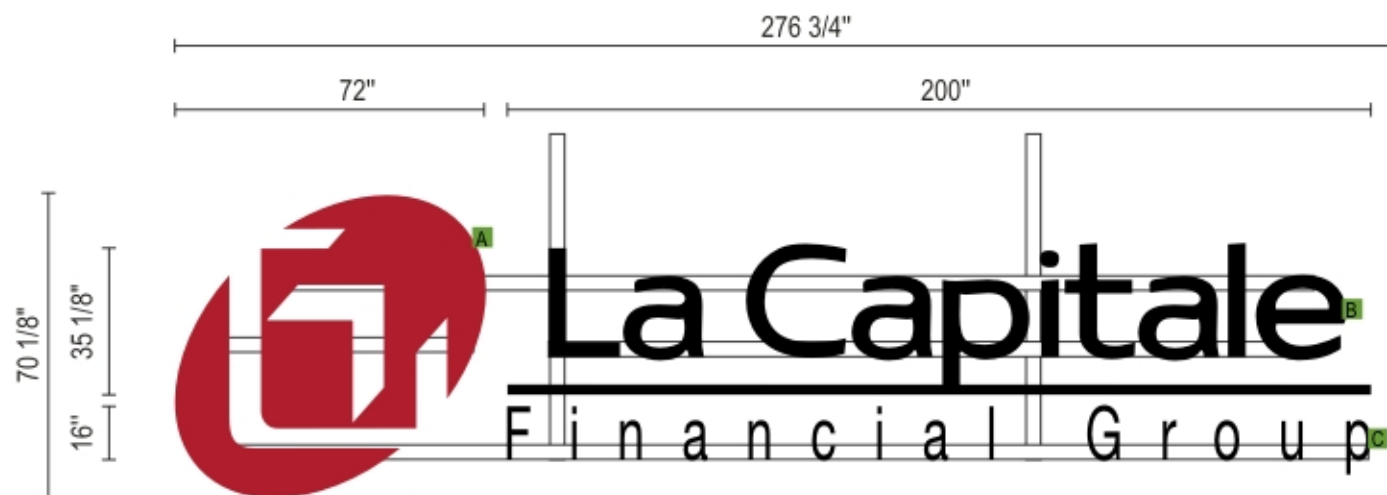
EAST ELEVATION



Rep: André Fortin  
Graph: Nadia Sylvain  
Client: La Capitale  
Adr: Mississauga  
Projet: Enseigne ext.  
Date: 18 novembre 2009  
Révisé: 28 janvier 2010

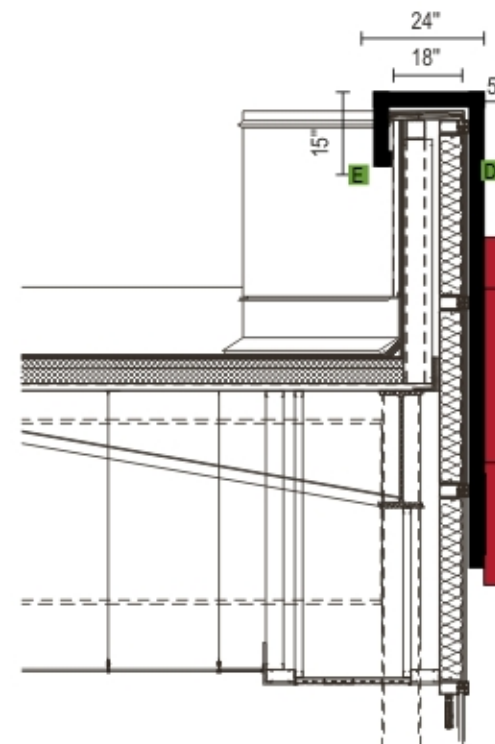
Plan: 8123 devis technique  
page 3 of 7





**TOTAL WEIGHT INCLUDING  
ALUMINUM STRUCTURE =  
190 POUNDS**

PERSPECTIVE



Description

- Illuminated channel type sign
- Logo**
- aluminum casing painted "acrythane red" T11600 or PMS 187
- A** Transparent lexan faces with 2 coats of red vinyl A6330-T
- 2" sylvatrim
- Red leds inside the logo
- B** "La Capitale"
- Individual illuminated channel type letters
- Aluminum casing painted black
- Black and white acrylic faces
- White leds inside each letters
- C** "Financial Group"
- Individual non illuminated aluminum letters painted black
- D** 3" X 3" aluminum structure painted to match building
- E** Installation up to the cornice.

Rep: André Fortin  
Graph: Nadia Sylvain

Client: La Capitale  
Adr: Mississauga  
Projet: Enseigne ext.  
Date: 17 novembre 2009  
Révisé: 29 janvier 2010  
Plan: 8124 devis technique  
page 4 of 7

North elevation

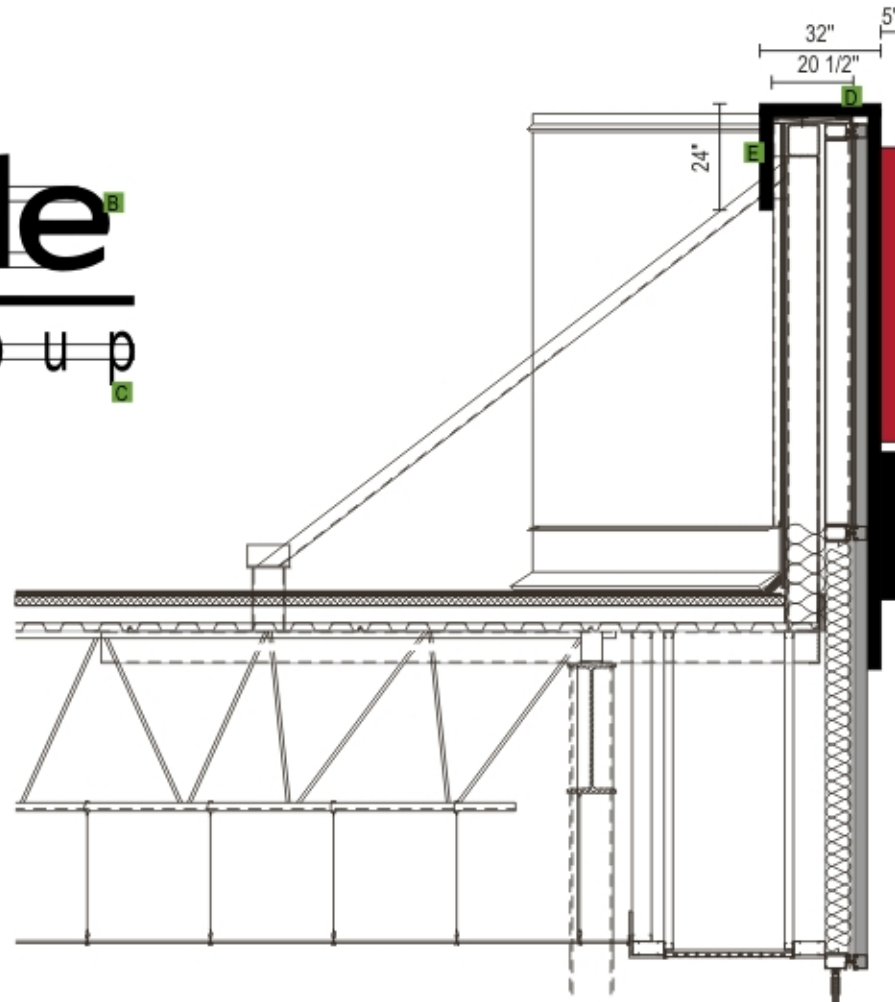
### Description

- Illuminated channel type sign
- Logo
- ALUMINUM CASING PAINTED "ACRYTHANE RED"  
T11600 OR PMS 187
- A TRANSPARENT LEXAN FACES WITH 2 COATS OF  
RED VINYL A6330-T
- 2" SYLVATRIM
- Red led inside the logo
- B "La Capitale"
- Individual illuminated channel type letters
- ALUMINUM CASING PAINTED BLACK
- Black and white acrylic faces
- White leds inside each letters
- C "FINANCIAL GROUP"
- Individual non illuminated aluminum letters  
PAINTED BLACK
- D 3" X 3" ALUMINUM STRUCTURE PAINTED MATCH BUILDING
- E INSTALLATION UP TO THE CORNICE.

Rep: André Fortin  
Graph: Nadia Sylvain

Client: La Capitale  
Adr: Mississauga  
Projet: sign  
DATE: 17 NOVEMBRE 2009  
Revisé : 28 JANVIER 2010

Plan: 8123 devis technique  
page 4 of 7



EAST ELEVATION



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

June 8, 2010

**FILE:** 10-1167

**RE: Investors Group / TATA**  
**5750 Explorer Drive -Ward 5**

---

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

<b>Section 13</b>	<b>Proposed</b>
A maximum of two (2) fascia signs on the building located between the limits of the top floor and parapet, both in total, not greater in area than 2% of the building face on which the sign is located.	Two (2) fascia signs located between the limits of the top floor and parapet located on the south elevation with a total sign area equal to 0.04% of the building face, in addition to the existing fascia sign on the north elevation.

**COMMENTS:**

The Sign By-law permits two fascia signs per building, located between the top floor and parapet of the building. The proposed variance is for two fascia signs on the opposite façade (south) to the one that has an existing fascia sign facing Highway 401. In this case, only two signs could be seen at one time. The signs are in keeping with the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

May 7, 2010

City of Mississauga  
Planning & Building Department  
300 City Centre Drive  
9<sup>th</sup> Floor (Building Division)  
Mississauga, ON , L5B 3C1

Attention: Mr. Darren Bryan, CBCO  
Supervisor, Sign Unit

Dear Mr. Bryan:

**Re: Application for Sign Permit/Sign Variance  
5750 Explorer Drive  
Pt. of Block 3, Plan 43M-793  
Explorer Drive Equities Inc.**

Further to our earlier discussions with yourself and Wayne Nishihama in Planning and Building, we wish to make application to permit an additional two (2) building top fascia signs than are currently permitted under the provisions of Sign By-law 54-2002. This specifically proposes the placement of the two proposed Investors Group and TATA building top signs on the south face of the building. The north face of the building currently has the Hersheys building top sign which was undersized to allow Hersheys the right to add a second sign at some possible future time. We believe the proposed two building top fascia signs for the south building face are appropriate in that they only comprise an area of 16 m<sup>2</sup>, whereas 28 m<sup>2</sup> is actually permitted. In our opinion, two smaller signs is a more visually and esthetically pleasing alternative to one large sign that would make up the maximum allowable area of 28 m<sup>2</sup>. In support of the proposed permit and variance application, please find enclosed the following:

1. One original copy of the completed Application for Sign Permit/Sign Variance;
2. 3 copies (11 x 17) of the south building elevation for 5750 Explorer Drive with the proposed building top signs sited and dimensioned thereon;
3. A disc copy of the south building elevation for 5750 Explorer Drive;
4. A letter of authorization from the property owner (Explorer Drive Equities Inc.) consenting to the installation of the proposed signs;

5. a cheque in the amount of \$525.00, payable to the City of Mississauga, in payment of the sign permit and sign variance processing fees;

We trust the application is in order, as per your instructions. Please feel free to call me directly at (905) 257-6555 if you have any questions or require any further information.

Yours truly,

**KORSIAK & COMPANY**

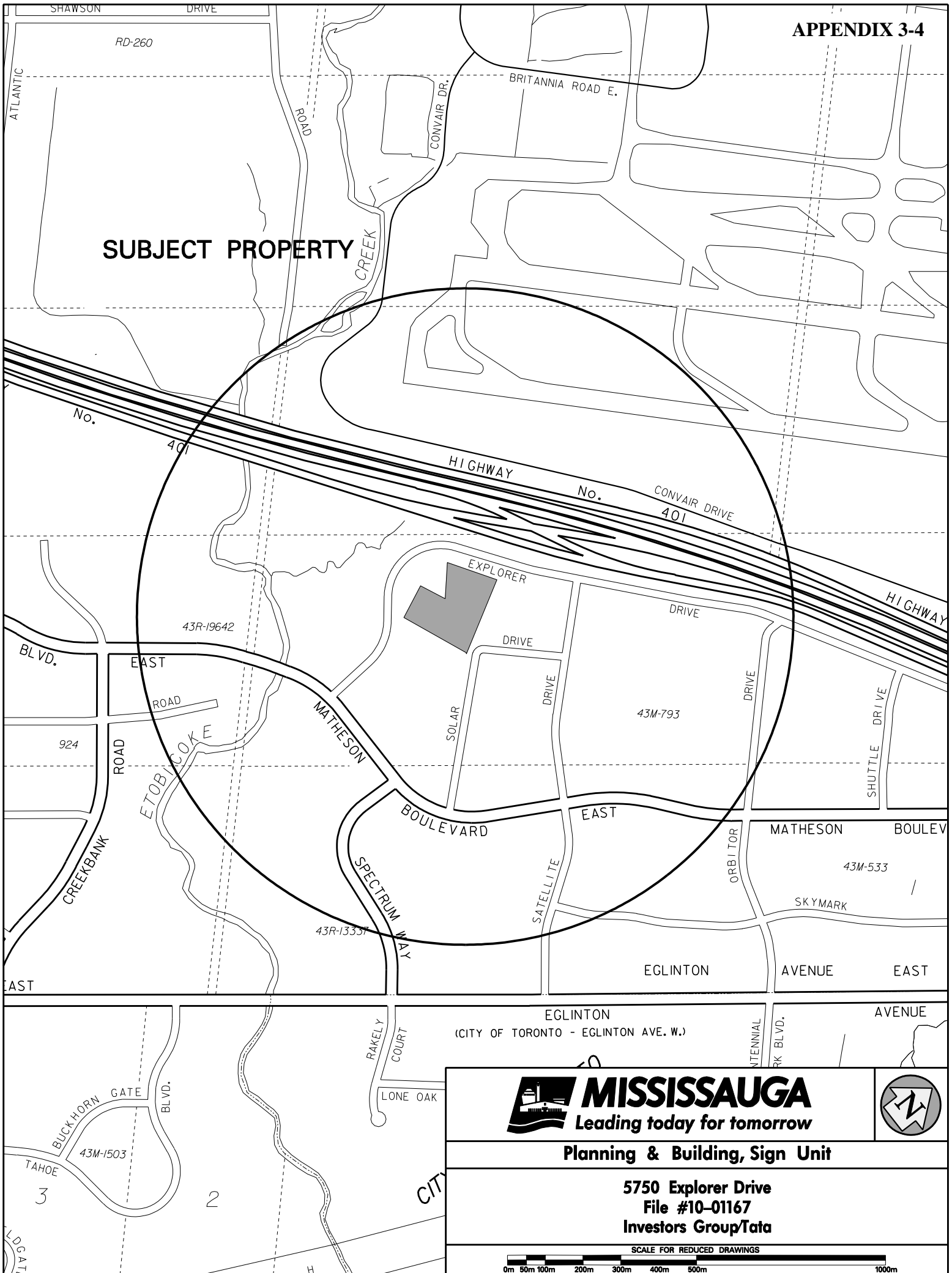


Jim Levac, MCIP, RPP

Encl.

Copy: Jeff Tripp, Redcliff Realty Advisors Inc. (encl.)

SUBJECT PROPERTY



**MISSISSAUGA**  
Leading today for tomorrow

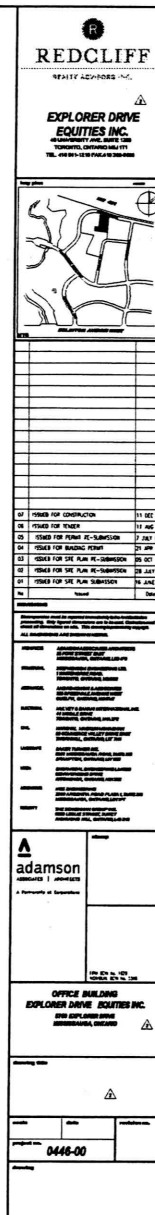


**Planning & Building, Sign Unit**

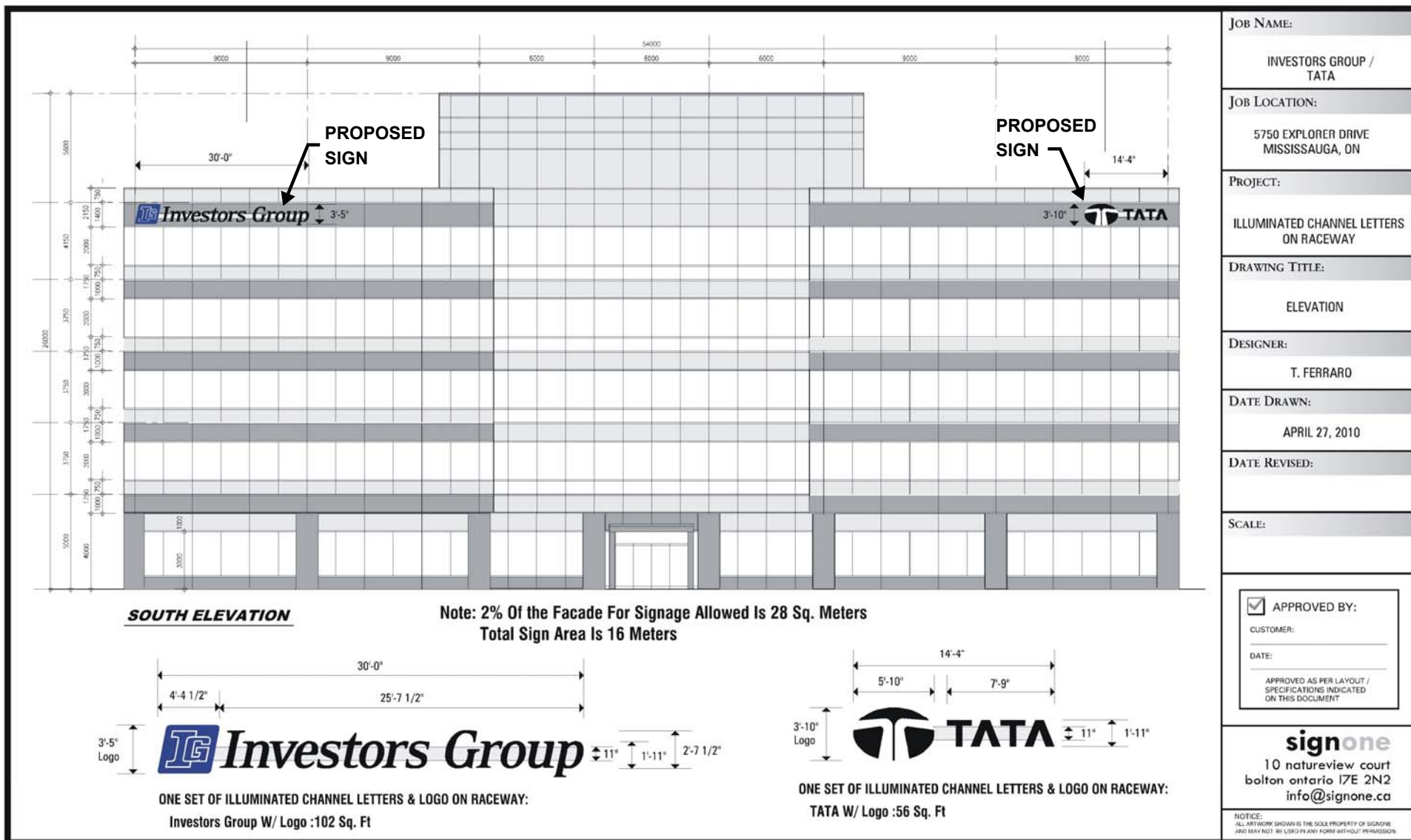
**5750 Explorer Drive  
File #10-01167  
Investors Group/Tata**

SCALE FOR REDUCED DRAWINGS

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











5750 EXPLORER DRIVE  
NORTH ELEVATION



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

June 8, 2010

**FILE:** 10-00327

**RE: Petro Canada**  
**5555 Kennedy Rd. - Ward 5**

---

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

<b>Section 18</b>	<b>Proposed</b>
A directional sign shall have a maximum sign area of 0.75 sq. m. (8.07 sq. ft.) and a maximum height of 1.2 m (3.93 ft.).	One (1) directional sign with a sign area of 0.75 sq. m. (8.16 sq. ft.) and a height of 1.69 m (5.54 ft.).

**COMMENTS:**

The proposed variance is for slightly larger directional sign than permitted in the Sign By-law. The sign is located adjacent to the car wash which is located deep within the property and has very little visual impact along the streets. The Planning and Building Department therefore finds 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

February 24<sup>th</sup>, 2010

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

**Re: Application for Sign Variance  
5555 Kennedy Road, Mississauga  
(Code No. 10-327)**

---

With reference to the application in process, Code # 10-327, for the rebranding of the Sunoco facility to the Petro-Canada brand, located at 5555 Kennedy Road, please accept this letter as a request for a Sign Variance for one directional sign.

This variance is required for the Car Wash "Open/Closed" sign 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, for this directional sign, to ensure that our vehicle wash customers do not miss the "Closed" message and find that they are positioned at the wash entrance when not open, Suncor Energy Inc. has a national standard dimension that is larger to ensure clear visibility. This directional sign has an overall height of 1.61m and a sign area of 1.26 sq metres.

Suncor Energy Inc. recently applied for and received a variance for a similar directional sign at the car wash facility located at 6035 Creditview Road, Mississauga (Permit No BP 09 6569 issued February 17<sup>th</sup>, 2010). For this variance application to permit this "Open/Closed" sign we are now using a sign that is lower and smaller with a sign face area reduced by 37%. Please find enclosed two copies of the sign drawing and two copies of the site plan indicating the sign's location.

We trust that this letter will support the request for a variance.

Yours truly,

A handwritten signature in black ink, appearing to read "Dave Weaver", written over a horizontal line.

Dave Weaver  
Manager, Real Estate Development  
Suncor Energy Inc.



Metric

• ALL DIMENSIONS ARE IN MILLIMETRES UNLESS OTHERWISE SPECIFIED.  
• CONTRACTOR TO CHECK/VERIFY ALL DIMENSIONS PRIOR TO COMMENCEMENT OF WORK. ALL DISCREPANCIES TO BE REPORTED TO THE PROJECT DESIGNER.  
• DO NOT SCALE DRAWINGS

Revisions

REV	DESCRIPTION	DATE
1	SITE RE-BRANDING FROM SIGNAGE TO PETRO-CANADA (SIGN TAKEN FROM FILE 08030-P-100, 1001)	2009-11-03
2	REMOVED FROM SIGN AREA AS PER EXISTING AREA	2010-02-17

Issue Table

TO	FOR	DATE
CLIENT	ISSUED FOR PERMITS	2010-02-18

SEAL

CONSULTANT

  
CENTRAL OFFICE

DRAWING TITLE:

**SITE PLAN  
PROPOSED  
SITE RE-BRANDING**

PROJECT:

5555 KENNEDY ROAD  
@ MATHESON BLVD EAST  
MISSISSAUGA, ONTARIO

DRAWN BY: RDM

CAD INFO:  
SHEET SIZE  
(D 559 x 864)  
PETRO-CANADA  
CAD FILE NO.

DRAWING SCALE: 1:100

CONSULTANT  
CAD FILE NO.

DATE DRAWN: OCT. 17/09

PLOT SCALE  
1:1

CHECKED BY:

PLOT DATE

APPROVED BY:

PLOT CONFIGURATION  
PARAMETERS

STD No./OUTLET No.

SHEET No.

9708  
(SUNCON OUTLET #)

SP1

KEY PLAN

GENERAL NOTES:

1. VERIFY ALL DIMENSIONS PRIOR TO CONSTRUCTION.
2. DO NOT SCALE DRAWINGS.
3. REPORT ALL DISCREPANCIES OF DIMENSIONS, OR DISCREPANCIES TO THE PROJECT DESIGNER IMMEDIATELY.
4. DESIGN AND CONSTRUCTION OF THIS PROJECT SHALL COMPLY WITH THE PROVISIONS AND LOCAL BUILDING CODES LATEST EDITION.
5. ALL WORKS AND MATERIALS USED SHALL COMPLY AS REQUIRED BY THE LATEST EDITION.
6. THIS DRAWING SHALL BE READ IN CONJUNCTION WITH ALL RELEVANT DRAWINGS & SPECIFICATIONS.
7. ALL DIMENSIONS SHOWN ARE IN MILLIMETRES.
8. PETRO-CANADA TO OBTAIN BUILDING AND SIGN PERMITS (AS APPLICABLE) FOR THE WORKS. ALL PERMITS AND APPROVALS (INCLUDING PERMITS) SHALL BE OBTAINED BY THE CONTRACTOR AND FORM A PART OF THIS CONTRACT.
9. ALL CONTRACTOR PERSONNEL WORKING ON SITE MUST BE PROTECTED.
10. EVERYTHING IS TO BE CONSIDERED EXISTING UNLESS NOTED OTHERWISE.
11. ALL NOTES ENCLOSED/BOX IN ARE CONSTRUCTION NOTES UNLESS NOTED OTHERWISE.

ACTUAL NORTH

BUILDING SIGN AREAS				
KEY	DESCRIPTION	AREA PER SIGN	QTY	TOTAL AREA
1	RE-BRANDED SIGN (SEE APPROX)	13.84 sq.m. (148.87 sq.ft.)	1	27.68 sq.m. (297.85 sq.ft.)
2	NEW CANOPY SIGNS	2.70 sq.m. (29.08 sq.ft.)	2	5.40 sq.m. (58.17 sq.ft.)
3	NEW SUPERMARKET SIGN (STANDARD)	2.50 sq.m. (26.40 sq.ft.)	2	5.00 sq.m. (52.80 sq.ft.)
4	NEW CHINESE "WELCOME" MONUMENT	1.13 sq.m. (12.11 sq.ft.)	1	1.13 sq.m. (12.11 sq.ft.)
5	NEW CHINESE "WELCOME" MONUMENT	0.48 sq.m. (5.17 sq.ft.)	1	0.48 sq.m. (5.17 sq.ft.)
TOTAL SIGN AREA = 42.01 sq.m. (452.19 sq.ft.) on per # of signs on site				

Transferred to 10-327



(1) Front and back face: Bended alum. pannel  
in 1/8" THK  
screwed with the filler TCX-120  
painted white PCP

Filler TCX-120  
painted white PCP

(1) Graduated blue stripe  
silkscreened on clear vinyl  
logo in white (face)  
in black 3M#7725-12  
and in vinyl red 3M#VT-2805

(1) OPEN and (1) CLOSED  
in black vinyl 3M#7725-12

(2) Aluminium pannel  
1/8" x 10 15/16" x 22 11/16"  
painted white PCP  
(1) Arrow (reversed graph)  
in red vinyl 3M#VT-2805  
(1) Logo prohibition, red vinyl 3M#VT-2805

Painted blue match 3M#VT-2696  
(1) Graph, white vinyl 3M#580-10U  
applied on first surface

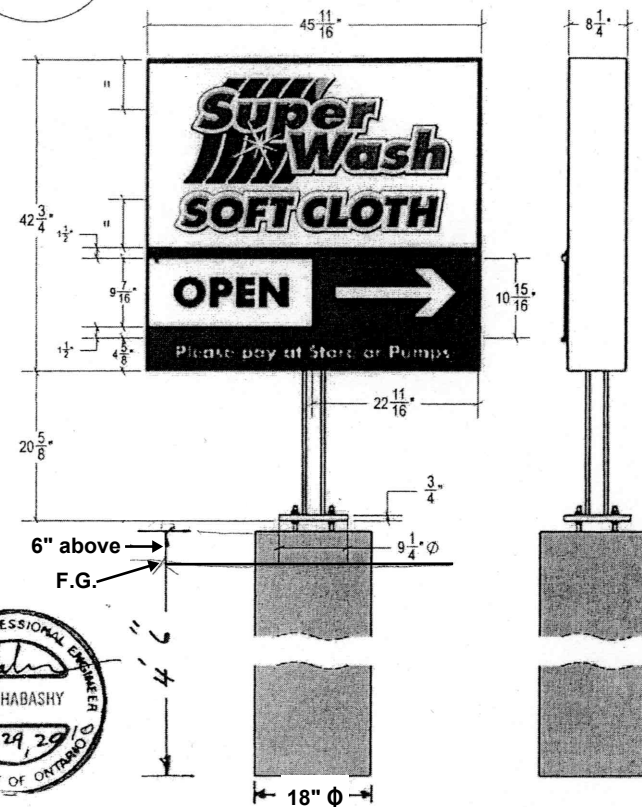
(1) Tubing  
steel, 3" x 3" x 1/4"  
painted white PCP  
welded to base plate

(1) Base plate  
steel, 3/4" x 9 1/4"Ø

(1) Concrete base (by others)

The panel turns from left to right  
or right to left

DÉTAIL G  
ECHELLE 1 : 3



**Note: Non illuminated sign**

 <b>ENSEIGNES TRANSWORLD</b> du groupe Visual Products 9310 Parkway Montréal, QC H1J 1N7 Tél: 514-352-8030 Télécopieur: 514-352-0388 Courriel: info@transworldsigns.com		Projection		Ne pas mesurer sur le dessin		Client <b>Petro Canada</b>		Feuille de travail	
		Dessiné par Pierre Lemieux		Date 2009-12-17		Site Rep.		Adresse	
Vérifié par K. HABASHY		Approuvé par K. HABASHY		Poids (lb)		Titre			
Ce dessin, incluant la conception graphique et les détails techniques est la seule propriété d'Enseignes Transworld qui ne doit être reproduit, copié ou utilisé pour fabrication sans l'autorisation préalable d'Enseignes Transworld inc.		Matériel Fini		Dessin No <b>0012169m2</b> Changement de logo par ND 29/01/10		Echelle N.T.S.			
						Page 1 de 2		Rev. 04	

Licence RBQ: B270-5615-47 titulaire d'une licence délivrée en vertu de la loi sur le bâtiment du Québec



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

June 8, 2010

**FILE:** 09-06137.VAR

**RE: Trillium Health Centre**  
**15 Bronte College Court – Ward 7**

---

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

<b>Section 13</b>	<b>Proposed</b>
One (1) ground sign is permitted per street line.	One (1) additional ground sign fronting Hurontario St.
<b>Section 13</b>	<b>Proposed</b>
A ground sign in the Cooksville special sign district is permitted to have a maximum sign area of 3.5m <sup>2</sup> (37.6 ft <sup>2</sup> ) and a maximum height of 3.0m (9.8 ft)	One (1) ground sign with a sign area of 5.9m <sup>2</sup> (64 ft <sup>2</sup> ) and a height of 3.04m (10 ft).
<b>Section 13</b>	<b>Proposed</b>
A fascia sign must be located on the unit occupied by the business.	Two (2) fascia signs not located on the units occupied by the businesses. Both signs are located on the east elevation advertising Druxy's and Queensway Orthotics.

**COMMENTS:**

**Ground Signs:**

This office building site is adjoining Trillium Health Centre. There are three (3) existing ground signs at the northwest corner of Hurontario Street and Bronte College Court. One existing sign is an identification sign for Bronte College which is located interior to the site and complies with the Sign By-law.

The other two ground signs are part of the way finding signage for the entire Trillium Health Centre site. The signs are slightly larger than the sizes permitted under the Sign By-law but are well designed and in keeping with the way finding signage throughout the Trillium Health Centre. The Planning and Building Department therefore have no objections to the variances for the ground signs.

**Fascia Signs:**

The Planning and Building Department met with the applicant to develop a coordinated sign package for the first floor units. In this regard, the proposed signs on the first floor are of consistent height, spacing, scale and style. Although the Queensway Orthotic Centre sign is not located on their unit, it is located on a common room of the building. It would be preferred to also locate the Druxy's sign on the common room, but there is not enough room for the sign without adversely effecting the spacing between all signs on the first floor. The Planning and Building Department therefore find the variance acceptable from a design perspective.





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

October 26, 2009

Trillium Health Centre  
100 Queensway West  
Mississauga, ON L5B 1B2

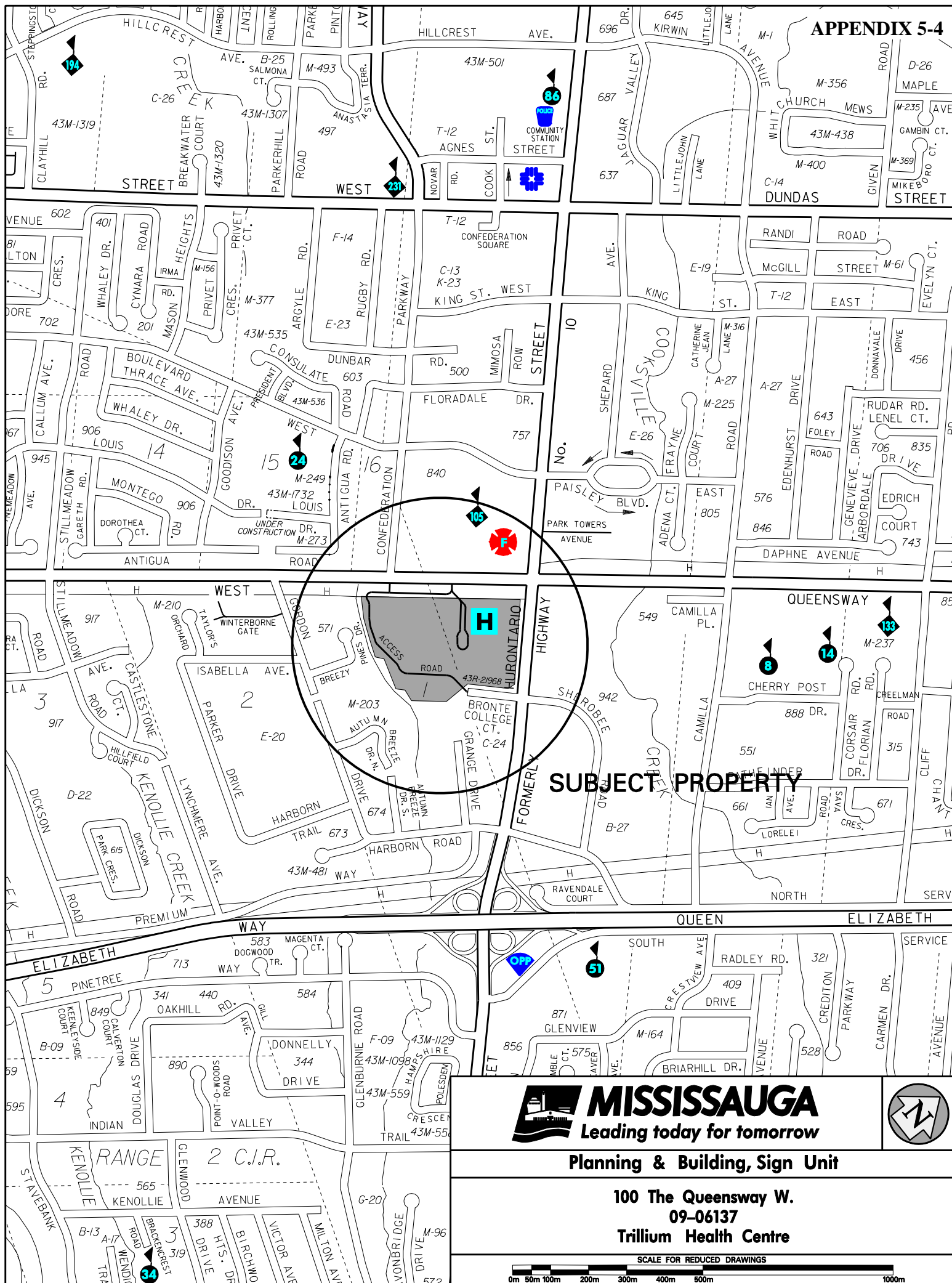
We are applying for the variance to allow signage to protrude slightly above the first floor and allow tenants to have identification signs in the area that was designed for this purpose.

The landlord would like the city to allow signs that identify tenants that occupy space in the building that may not be over their unit in addition to allowing another ground sign to identify new tenants. New ground sign would be identical to existing.

Yours truly,  
**ZIP SIGNS LTD.**

A handwritten signature in black ink, appearing to read "Dave Adam", is written over the printed name. The signature is fluid and cursive.

Dave Adam



**MISSISSAUGA**  
Leading today for tomorrow

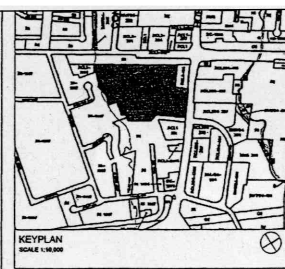
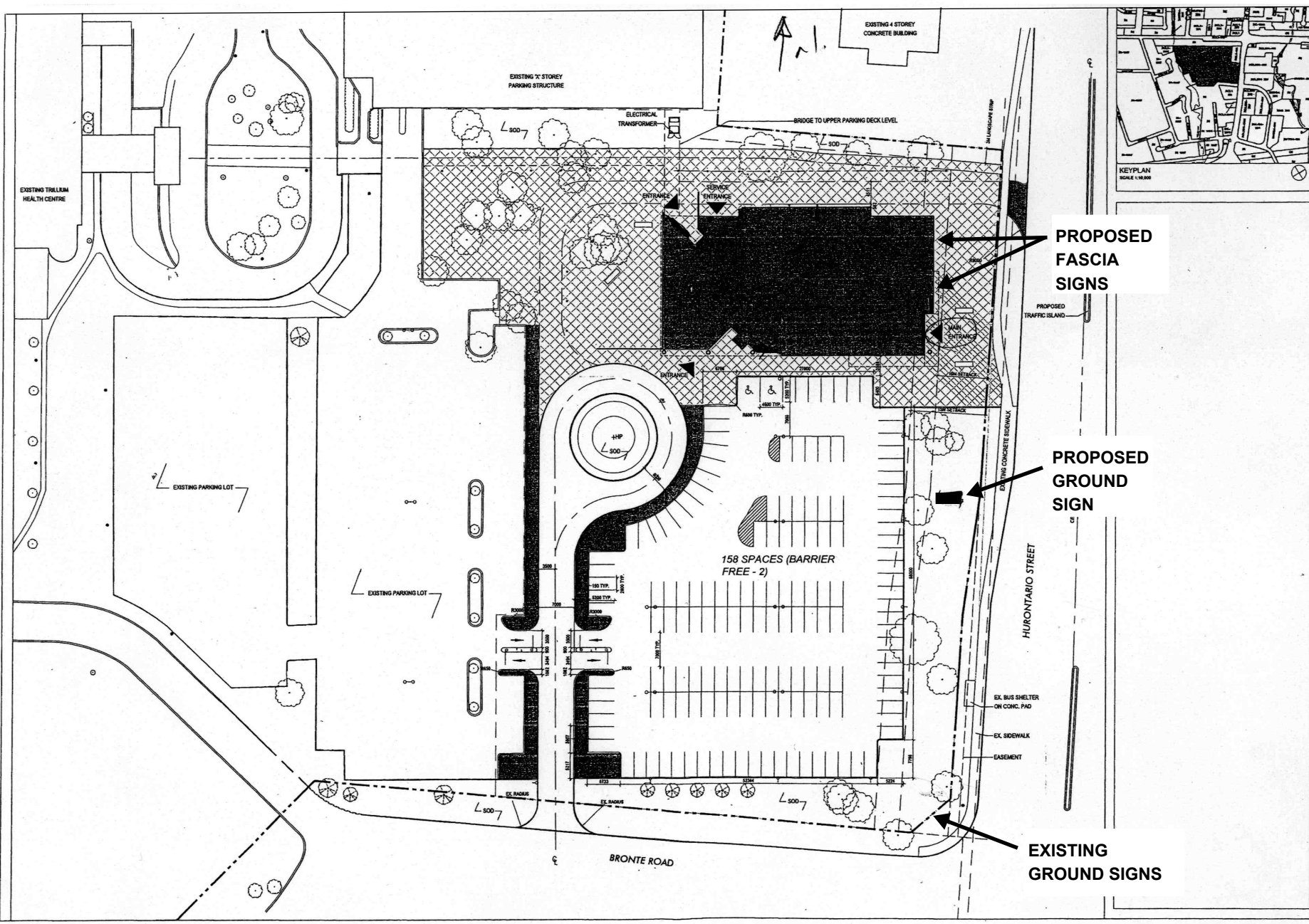


**Planning & Building, Sign Unit**

**100 The Queensway W.  
09-06137  
Trillium Health Centre**

SCALE FOR REDUCED DRAWINGS

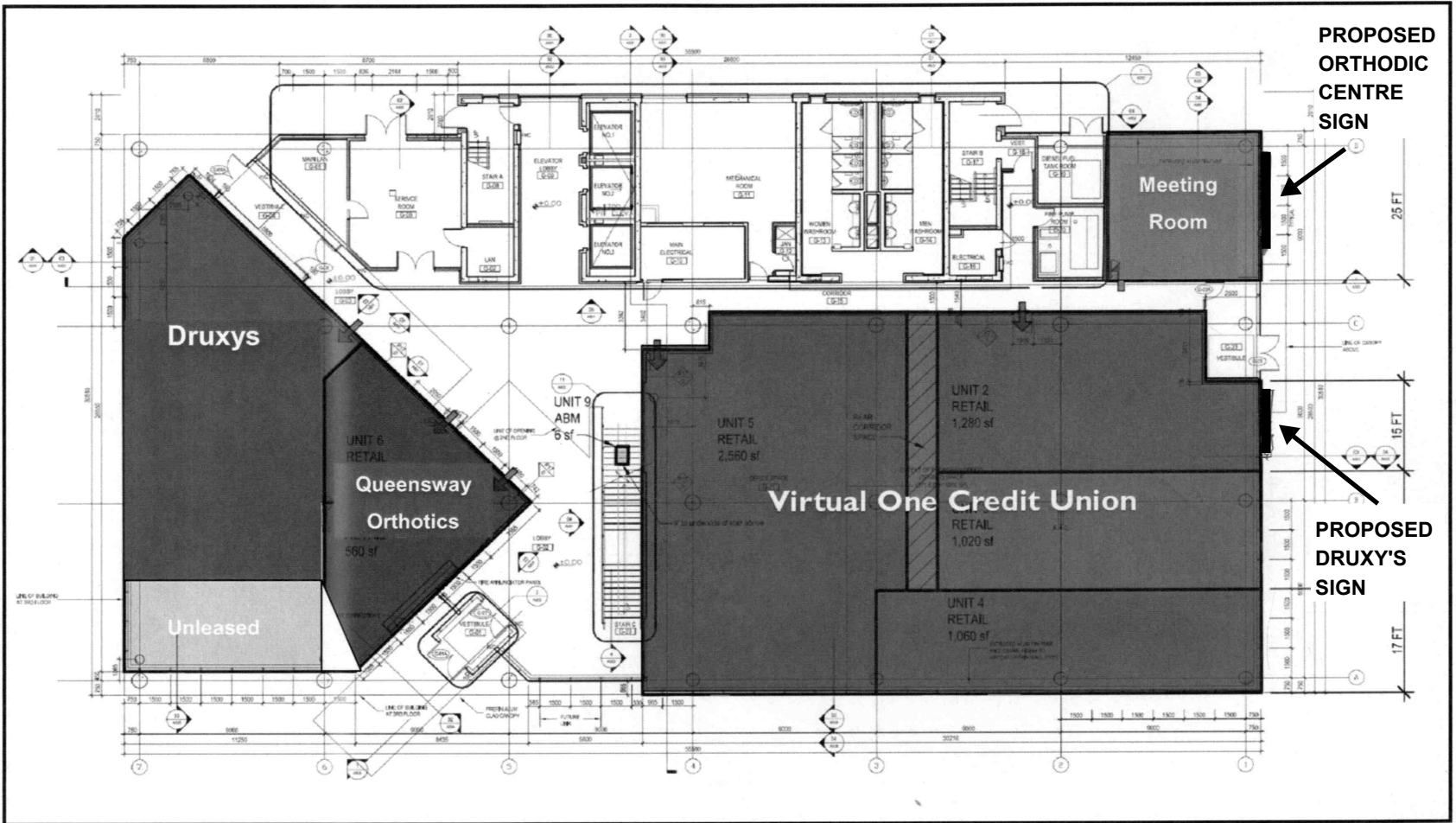
0m 50m 100m 200m 300m 400m 500m 1000m



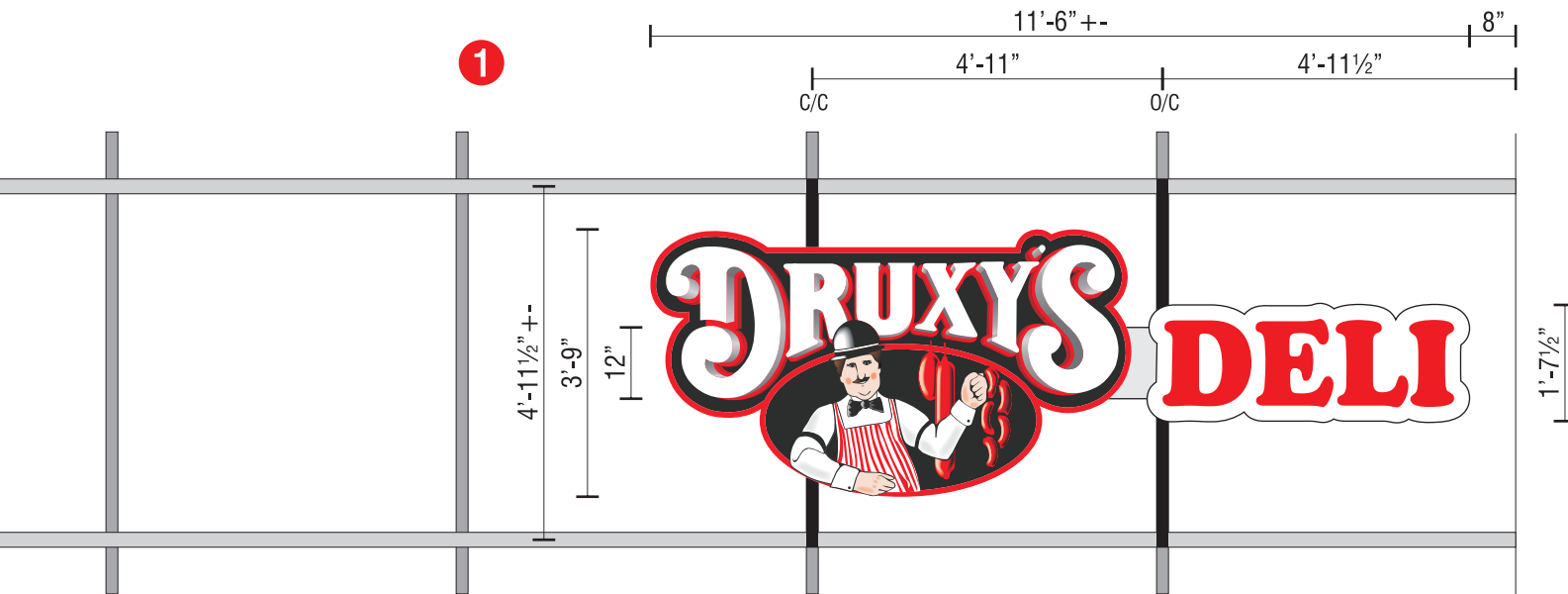
**PROPOSED  
FASCIA  
SIGNS**

**PROPOSED  
GROUND  
SIGN**

**EXISTING  
GROUND SIGNS**







VARIANCE  
NOT REQ'D

VARIANCE  
REQ'D

SEE ATTACHED  
FOR PROPOSED SIGN



EAST ELEVATION

## Sign 1

Supply 1 new s/f exterior illuminated display  
on carrier box

### Graphics / Substrate

Digitally printed vinyl graphics

Red 3630-33 vinyl

White acrylic faces

### Illumination

H/O fluorescent lamps @ 10" o/c

### Construction

1" White vinyl trim retainers c/w anti blowout  
clips

8" - .050 aluminum returns

.080 aluminum backs

### Carrier Box

.125 aluminum face

6" - .050 aluminum filler with service doors  
in top

1 1/2" interior aluminum angle frames

24ga pre-coat white metal back

2"sq vertical aluminum tube riders

### Paint

All exposed metal painted Black except for  
carrier box painted Anodized Aluminum

### Notes

Install sign on mullion C-channels supplied &  
installed by curtain wall company

- Digitally Printed Graphics
- White Acrylic
- Black
- Anodized Aluminum

<a href="http://www.zipsigns.com">www.zipsigns.com</a>
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

Client	Druxy's Deli
Address	100 Queensway West
	Mississauga, ON

Dwg No.	SO000623
Designer	FB
Sales	Jeff Gregoire

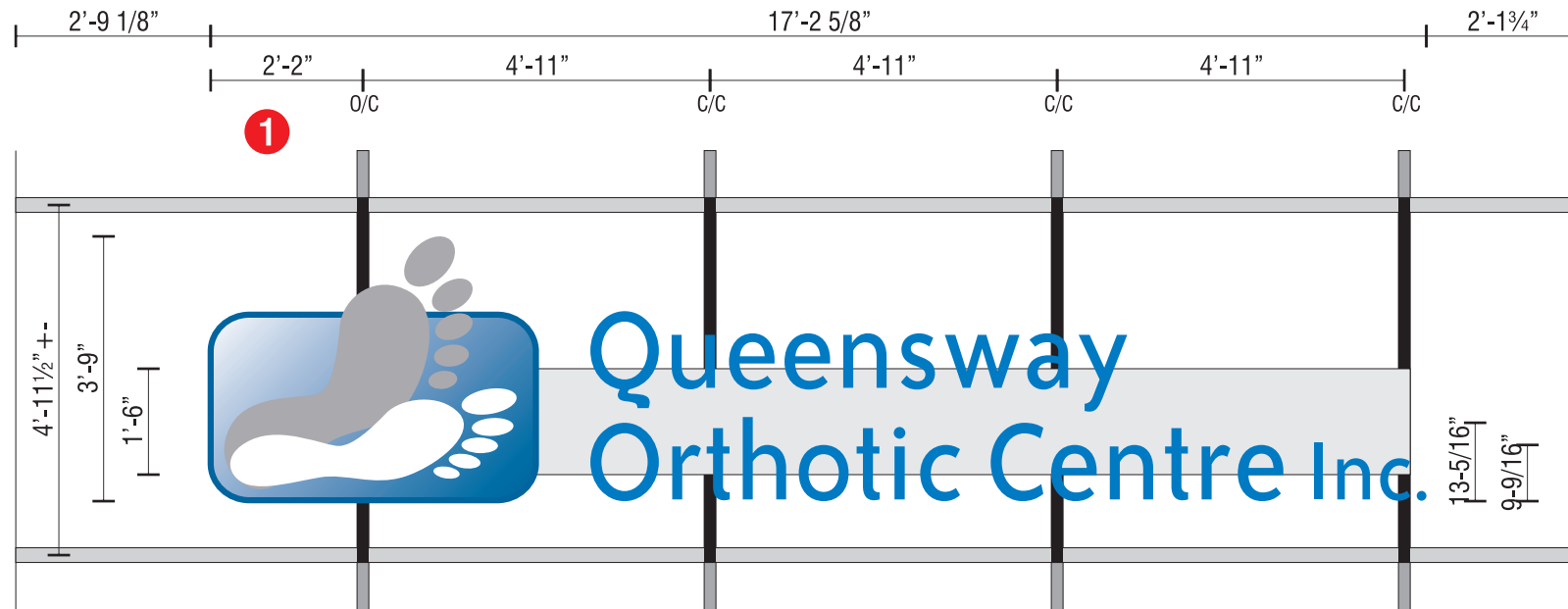
Date	March 19, 2009
Rev.	March 15, 2010
Rev.	February 22, 2010

<input checked="" type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE
Scale: 3/8" = 1'-0"	Page: 1 of

April 3, 2009



This drawing is the property of Zip Signs Ltd.



### Sign 1

Supply 1 new s/f exterior illuminated display on carrier box

### Graphics / Substrate

Digitally printed vinyl logo  
Intense Blue 3630-127 vinyl  
Vinyls applied to 1st surface of  
White 2447 plexi faces

### Illumination

White LED's  
Power supplies placed in carrier box

### Construction

1" White vinyl trim retainers  
5" - .040 aluminum returns  
.063 aluminum backs

### Carrier Box

.125 aluminum face  
6" - .050 aluminum filler with service doors in top  
1½" interior aluminum angle frames  
24ga pre-coat white metal back  
2"sq vertical aluminum tube riders

### Paint

All exposed metal painted White, carrier box painted Anodized Aluminum

### Notes

Install sign on mullion C-channels supplied & installed by curtain wall company



### EAST ELEVATION

<a href="http://www.zipsigns.com">www.zipsigns.com</a>
5040 North Service Rd. Burlington, ON
Ph. 905-332-8332 Fax 905-332-9994

Client	Queensway Orthotic Centre
Address	15 Bronte College Court
	Mississauga, ON

Dwg No.	SO002895
Designer	FB
Sales	Jeff Gregoire

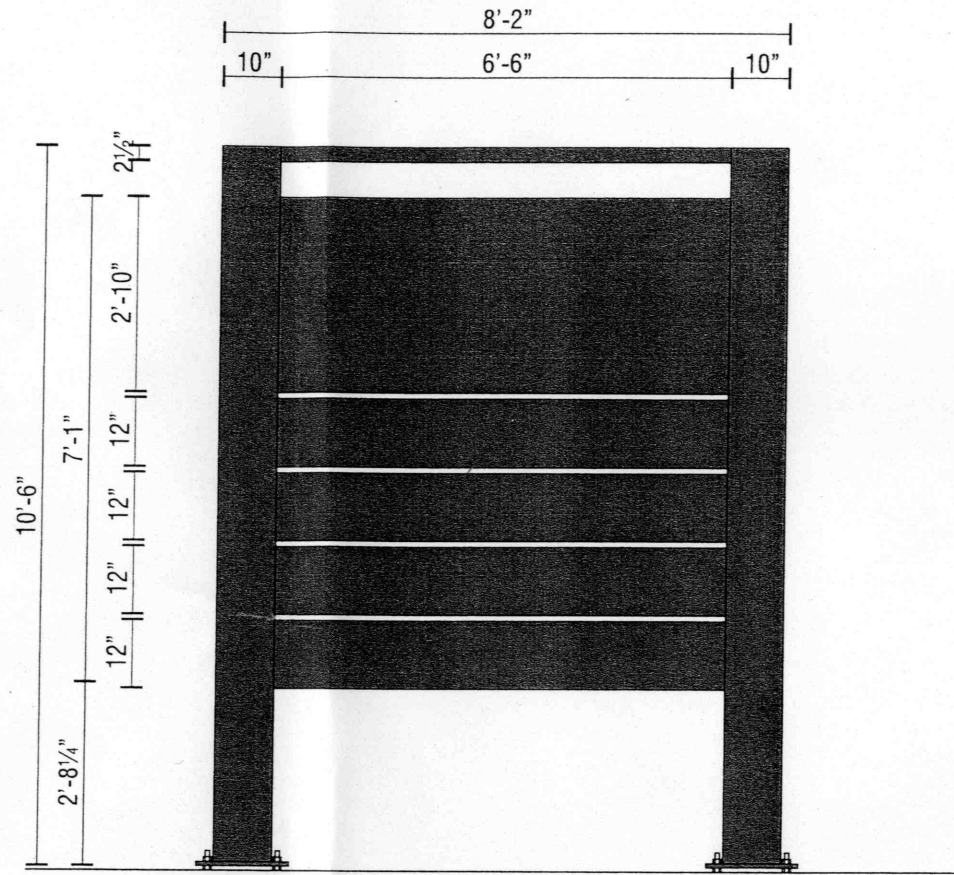
Date	November 4, 2009
Rev.	March 15, 2010
Rev.	February 22, 2010

<input checked="" type="checkbox"/> CONCEPTUAL NOT FOR CONSTRUCTION	<input type="checkbox"/> SHOP READY CONSTRUCTION CAPABLE
Scale: 3/8" = 1'-0"	Page: 1 of

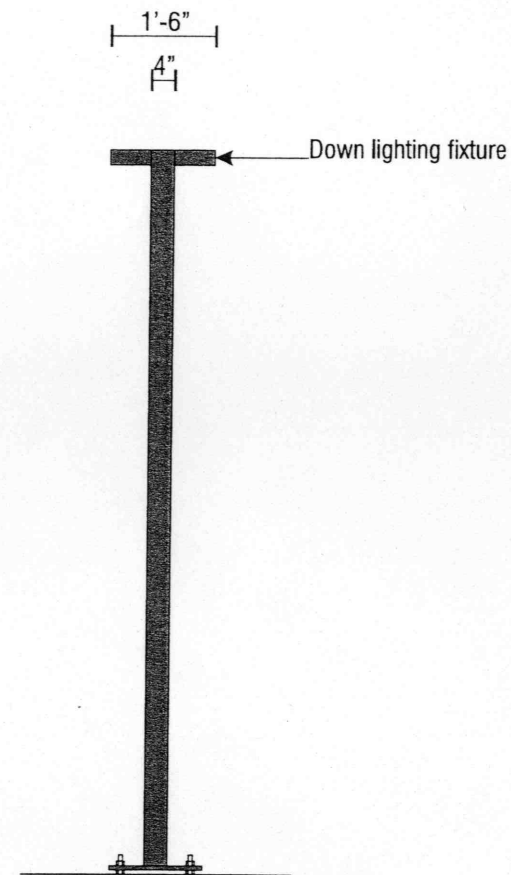
- ☐ Digital Print
- ☒ Intense Blue 3630-127 Vinyl
- ☐ White



This drawing is the property of Zip Signs Ltd.



**PROPOSED TENANT  
GROUND SIGN**



### Sign 1

Supply 1 new exterior d/f illuminated pylon

#### Graphics / Substrate

Main heading graphics routed from 1/2" White plexi, adhered to faces

All other graphics cut from vinyl

#### Illumination

Down lighting from fixture at top

#### Construction

.125 aluminum faces adhered to 2"sq

aluminum tube frames, bolted to

10" x 4" x 1/4" wall HSS poles

3/4" x 16" x 16" steel base plates

3/4" x 48" threaded rod anchor bolts - 8 req'd

#### Base

36" Ø x 5' reinforced augured concrete bases,

2 required

Electrical supply installed at the same time as the bases are poured

#### Paint

All exposed metal painted Blue

■ Blue

www.zipsigns.com

5040 North Service Rd. Burlington, ON

Ph. 905-332-8332 Fax 905-332-9994

Client	Trillium
Address	100 Queensway West
	Mississauga, ON

Dwg No.	S0000623B
Designer	FB
Sales	Jeff Gregoire

Date	December 23, 2009
Rev.	
Rev.	

☒ CONCEPTUAL  
NOT FOR CONSTRUCTION

☐ SHOP READY  
CONSTRUCTION CAPABLE

Scale: 3/8" = 1'-0"

Page: 1 of



This drawing is the property of Zip Signs Ltd.





**15 BRONTE COLLEGE**  
**EXISTING GROUND SIGNS**  
**NORTHWEST CORNER OF**  
**HURONTARIO STREET AND**  
**BRONTE COLLEGE COURT**

10/13/2009





**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

May 25, 2010

**FILE:** 09-06841

**RE: Walkers Fish Market**  
**2575 Dundas Street West - Ward 8**

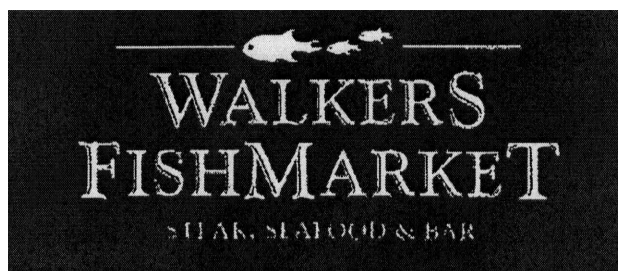
---

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

<b>Section 4(6)</b>	<b>Proposed</b>
Roof signs are prohibited.	Two (2) roof signs located on the south and west elevation.

**COMMENTS:**

The proposed signs are to replace the two roof signs from the previous restaurant tenant which were installed at least fifteen years ago. Although the Planning and Building Department would usually have concerns with roof signs, there is design merit for these signs considering the unique design of the unit. In addition, we have not received any complaints or concerns regarding these signs nor did it set precedent for other roof top signs in the complex or the surrounding area. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



January 18, 2010

By Email/ Fax/ Hand Delivered

City of Mississauga  
Building Dept.

To Whom it may Concern

Re: 2575 Dundas St West Unit #1

Our sign contractor has requested we forward you a letter in regards to the signage for Walkers Fish Market on Dundas St West in Mississauga.

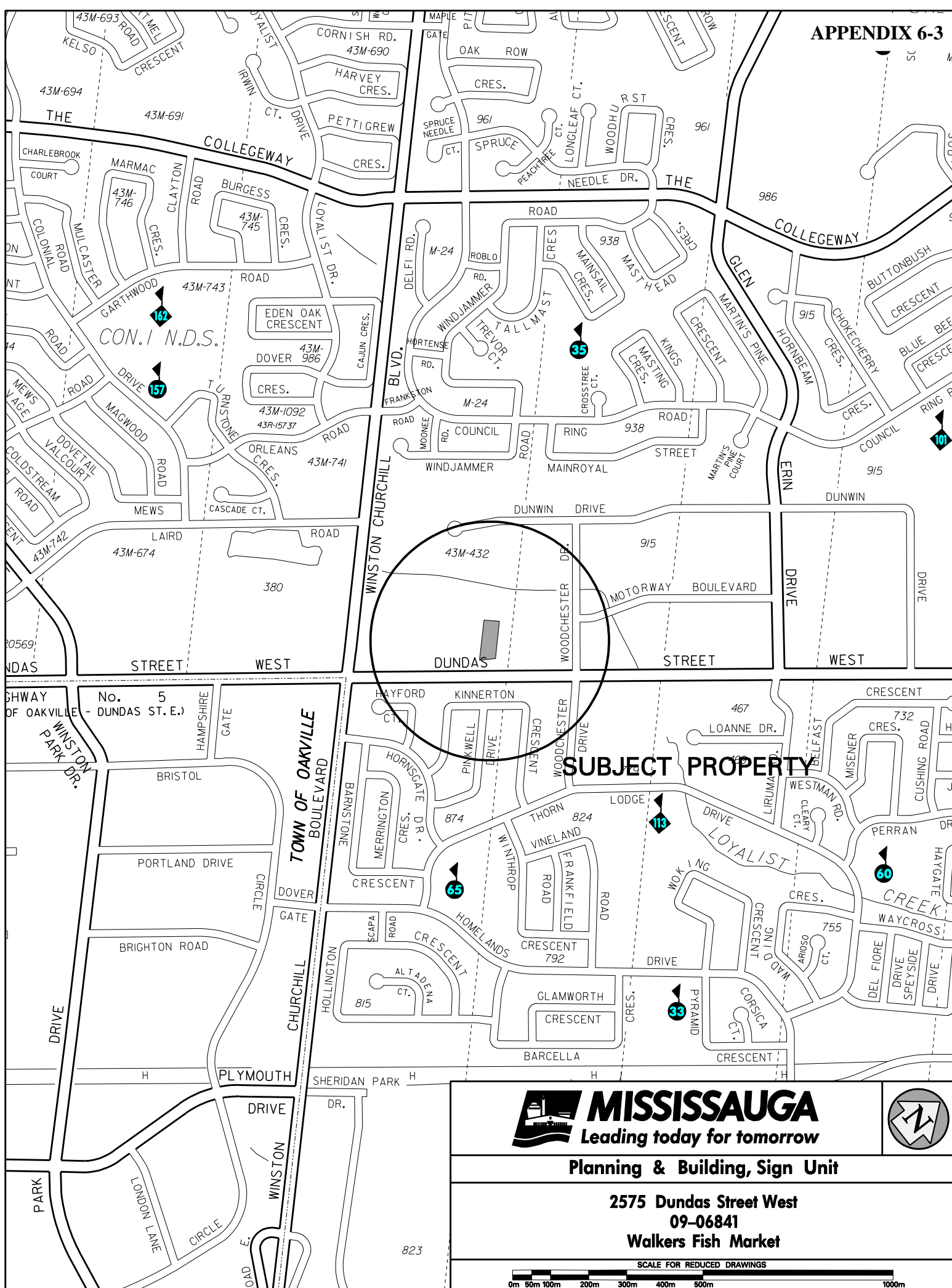
The intentions of the way finding signs are to act as notice to our clientele of our location. This information is essential as guests must be aware of our location, entrances and style of restaurant. In locating the signage we simply installed them on the same locations were the previous restaurants which occupied this site and had placed their signage for at least the last 15 years. This signage is identical to our Burlington, Ontario location.

It is imperative in today's economic climate that a business has good exposure to ensure its viability and continue to support the 50 to 60 people it employs.

Thank you for you assistance in looking after our permit.



Stephen Bell  
Pepperwood Restaurants Limited  
905.592.9247  
Fax 905.592.9635  
[sbell@pepperwood.on.ca](mailto:sbell@pepperwood.on.ca)  
[Pepperwood.on.ca](http://Pepperwood.on.ca)



**MISSISSAUGA**  
Leading today for tomorrow

Planning & Building, Sign Unit

2575 Dundas Street West  
09-06841  
Walkers Fish Market

SCALE FOR REDUCED DRAWINGS

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

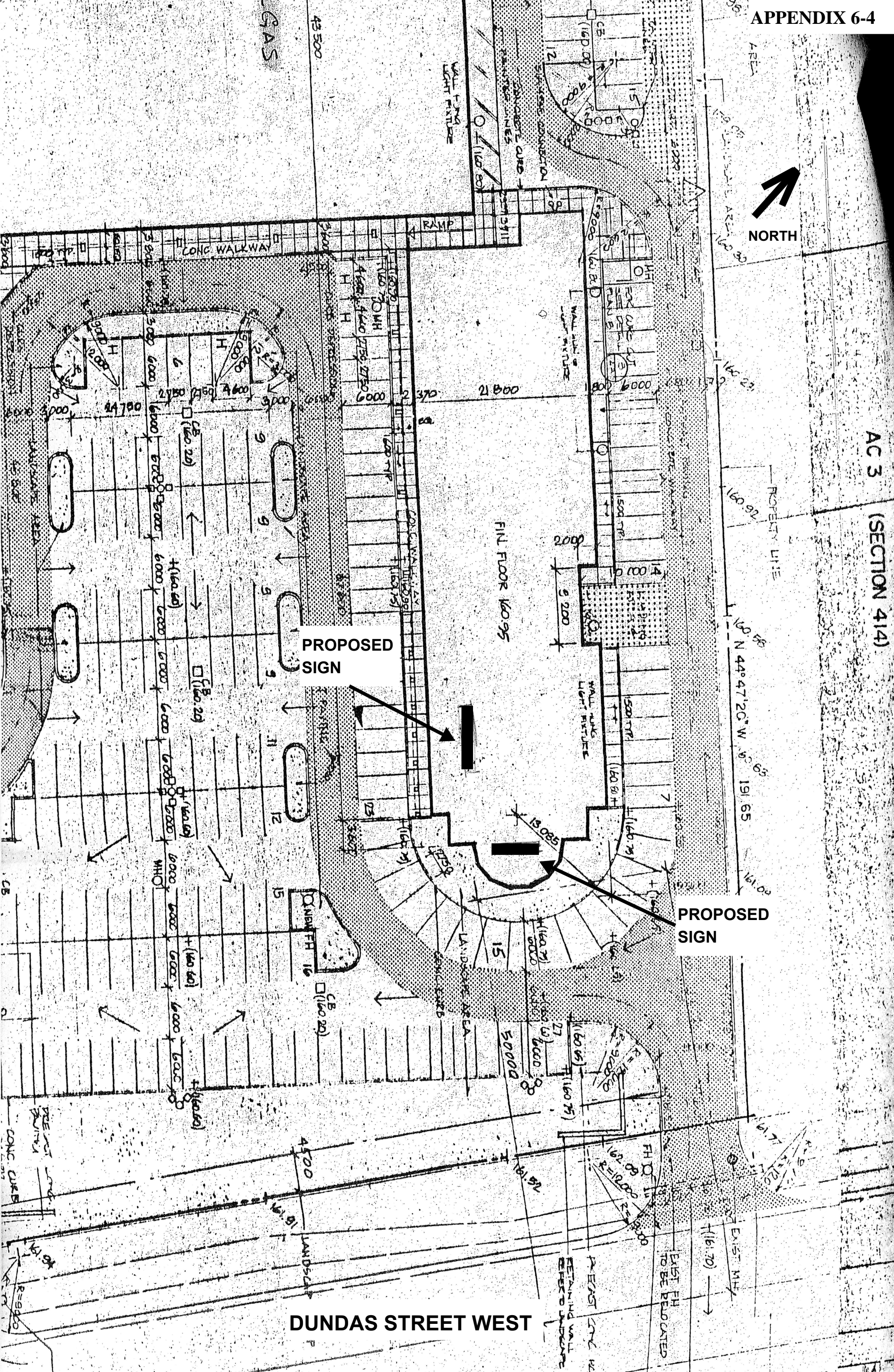


卷之四

18° N 44° 47' 20" W 191 65

**PROPOSED  
SIGN**

## DUNDAS STREET WEST







SIGN CONCEPTS

DESIGN MANUFACTURING INSTALLATION

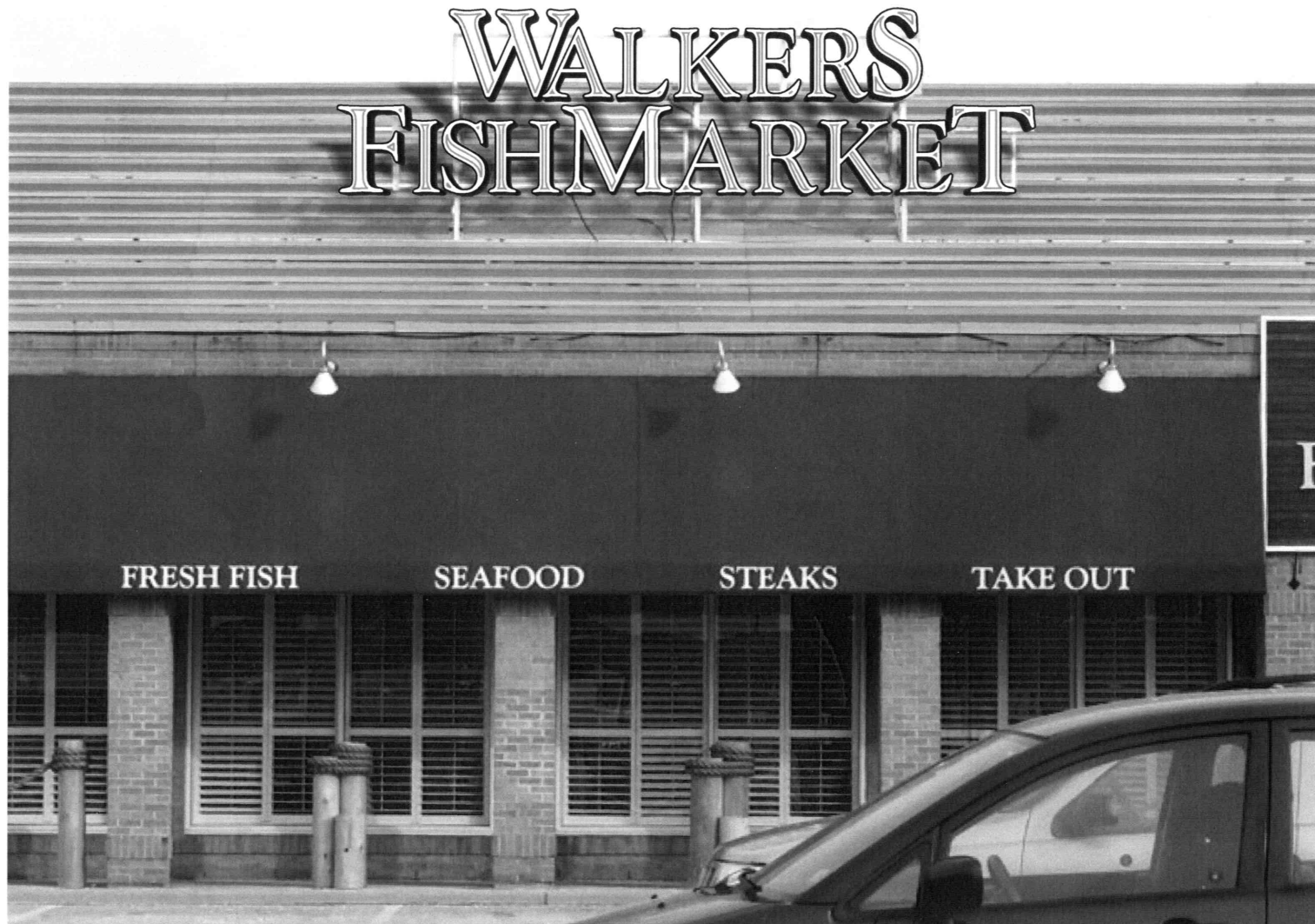


LOCATION: \_\_\_\_\_

DATE: Nov 12, 2009

DRAWING # WFM-001

APPROVED \_\_\_\_\_



**WEST  
ELEVATION**

**FRONT VIEW OF EXPOSED NEON CHANNEL LETTER SIGN  
(FACING WEST SIDE OF THE BUILDING)**

**NOTE**

\*All Material To Be Used Will Be Non-corrosive Metal.  
\*(For Sign Weight Approx. 6lb Leaner Feet)

**EURO SIGNS**

4111 Arbour Green Dr. Mississauga L5A 2Z2

**Tel.: 416-527-9448**

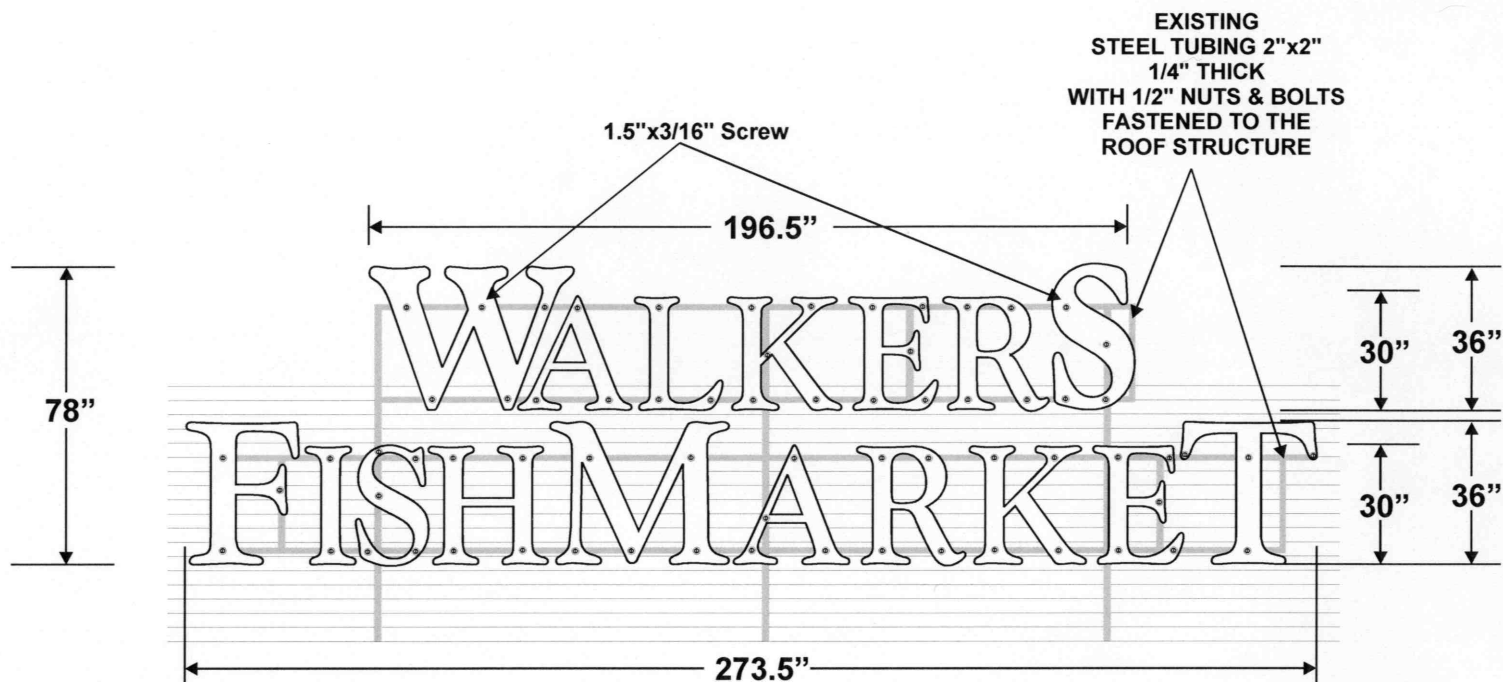
CUSTOMER NAME: Steve Bell JOB#: 002315  
BUSINESS NAME: Walkers Fishmarket CELL: \_\_\_\_\_  
ADDRESS: 2575 Dundas Street West TEL.: 905-630-1746  
Mississauga FAX: \_\_\_\_\_  
LOCATION: Dundas / Woodchester Dr. E-MAIL: \_\_\_\_\_

**CUSTOMER APPROVAL** DESIGN DATE: Dec 19, 2009

X \_\_\_\_\_ APP. DATE: \_\_\_\_\_  
CUSTOMER SIGNATURE

DRAWING BY: SERJ SCALE: PROPORTIONATE

**Note: All designs created herein remain the copyright of Graphix Shed Inc**



FRONT VIEW OF EXPOSED NEON CHANNEL LETTER SIGN  
(FACING WEST SIDE OF THE BUILDING)

# NOTE

\*All Material To Be Used Will Be Non-corrosive Metal.  
\*(For Sign Weight Approx. 6lb Leaner Feet)

**EURO SIGNS**

4111 Arbour Green Dr. Mississauga L5A 2Z2

Tel.: 416-527-9448

CUSTOMER NAME: Steve Bell JOB#: 002315  
BUSINESS NAME: Walkers Fishmarket CELL: \_\_\_\_\_  
ADDRESS: 2575 Dundas Street West TEL: 905-630-1746  
Mississauga FAX: \_\_\_\_\_  
LOCATION: Dundas / Woodchester Dr. E-MAIL: \_\_\_\_\_

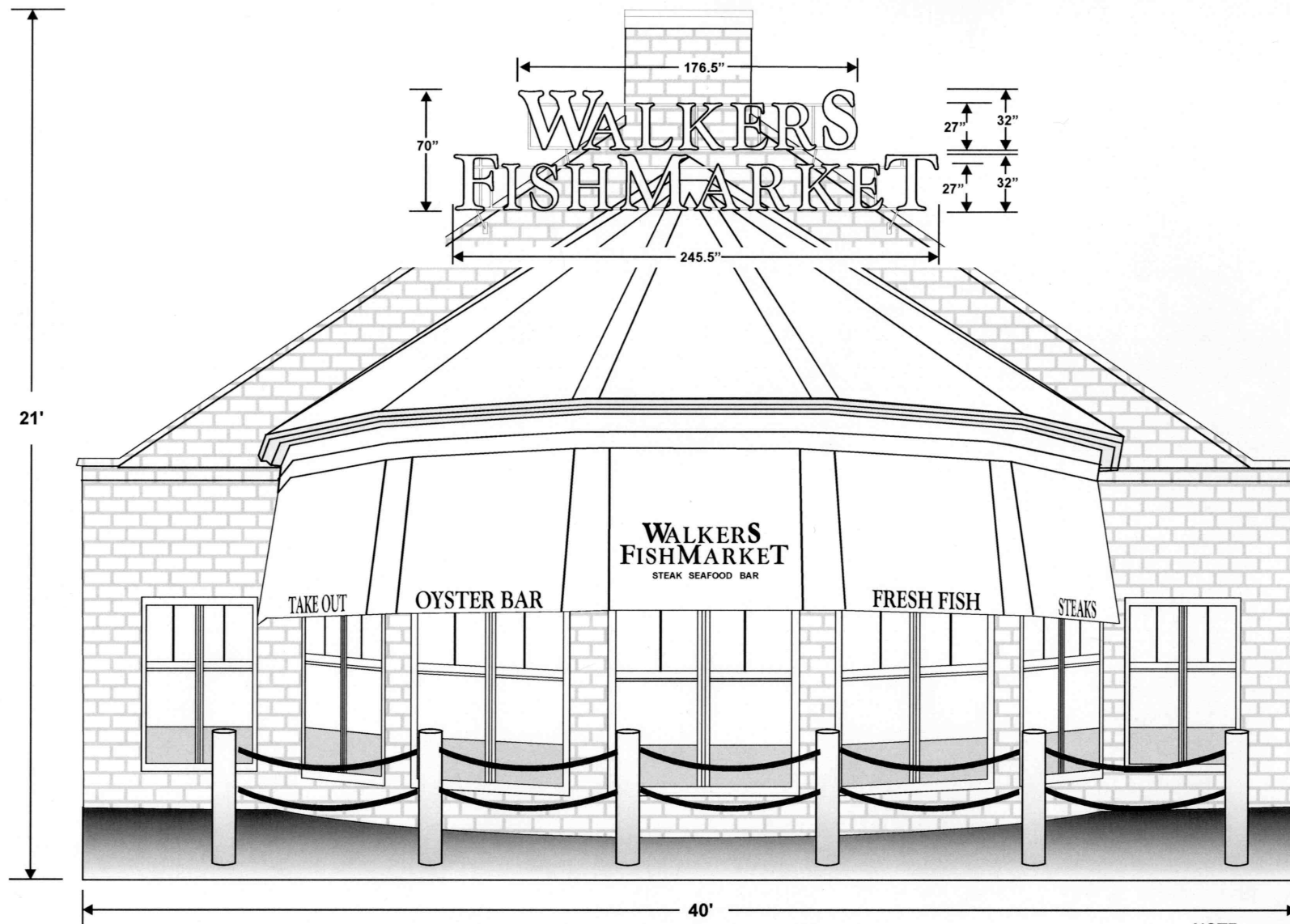
CUSTOMER APPROVAL DESIGN DATE: Dec 19, 2009

X \_\_\_\_\_ APP. DATE: \_\_\_\_\_  
CUSTOMER SIGNATURE  
DRAWING BY: SERJ SCALE: PROPORTIONATE

Note: All designs created herein remain the copyright of Graphix Shed Inc.







FRONT VIEW OF EXPOSED CLEAR NEON CHANNEL LETTER SIGN  
(SOUTH SIDE OF THE BUILDING)

**NOTE**

\*All Material To Be Used Will Be Non-corrosive Metal.  
\*(For Sign Weight Approx. 6lb Leaner Feet)

**EURO SIGNS**

4111 Arbour Green Dr. Mississauga L5A 2Z2

**Tel.: 416-527-9448**

CUSTOMER NAME: Steve Bell JOB#: 002315  
 BUSINESS NAME: Walkers Fishmarket CELL: \_\_\_\_\_  
 ADDRESS: 2575 Dundas Street West TEL.: 905-630-1746  
Mississauga FAX: \_\_\_\_\_  
 LOCATION: Dundas / Woodchester Dr. E-MAIL: \_\_\_\_\_

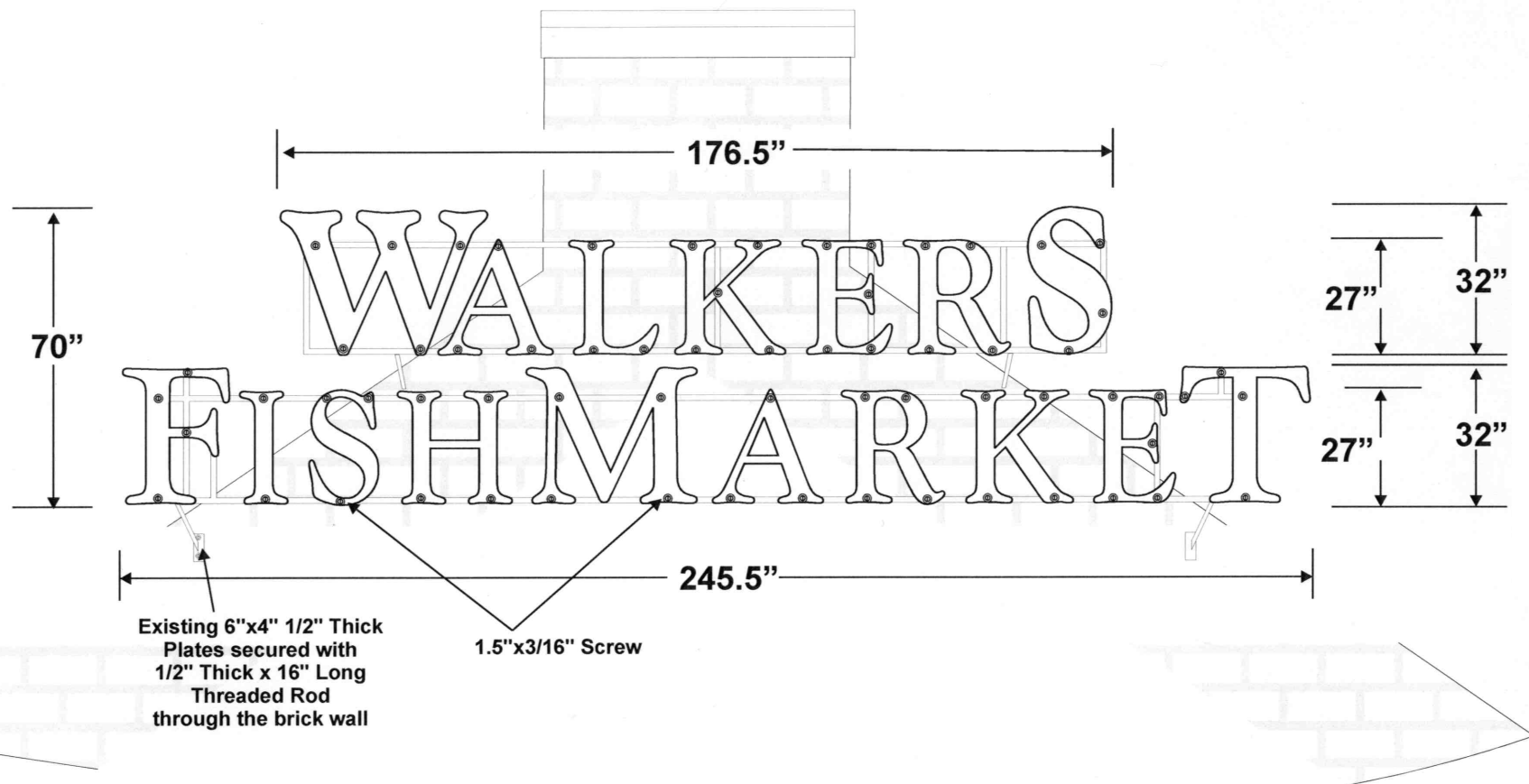
**CUSTOMER APPROVAL**

DESIGN DATE: Dec 19, 2009

X \_\_\_\_\_ APP. DATE: \_\_\_\_\_  
 CUSTOMER SIGNATURE

DRAWING BY: SERJ SCALE: PROPORTIONATE

Note: All designs created herein remain the copyright of Graphix Shed Inc.



FRONT VIEW OF EXPOSED CLEAR NEON CHANNEL LETTER SIGN  
(SOUTH SIDE OF THE BUILDING)

**NOTE**

\*All Material To Be Used Will Be Non-corrosive Metal.  
\*(For Sign Weight Approx. 6lb Leaner Feet)

**EURO SIGNS**

4111 Arbour Green Dr. Mississauga L5A 2Z2

**Tel.: 416-527-9448**

CUSTOMER NAME: Steve Bell JOB#: 002315  
 BUSINESS NAME: Walkers Fishmarket CELL: \_\_\_\_\_  
 ADDRESS: 2575 Dundas Street West TEL.: 905-630-1746  
Mississauga FAX: \_\_\_\_\_  
 LOCATION: Dundas / Woodchester Dr. E-MAIL: \_\_\_\_\_

**CUSTOMER APPROVAL** DESIGN DATE: Dec 19, 2009

X \_\_\_\_\_ APP. DATE: \_\_\_\_\_  
 CUSTOMER SIGNATURE  
 DRAWING BY: SERJ SCALE: PROPORTIONATE

**Note: All designs created herein remain the copyright of Graphix Shed Inc.**



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

June 8, 2010

**FILE:** 09-06747

**RE: EcoMedia**  
**Third Party Advertising**  
**5602-5606 Tenth Line West - Ward 10**

---

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

<b>Section 4(6)</b>	<b>Proposed</b>
Any sign (advertising device) not expressly permitted is prohibited.	Sixteen (16) signs (advertising devices) displayed on the property.

**COMMENTS:**

*This Sign Variance request was deferred at the April 14, 2010 Council Meeting for clarification by the Ward Councillor.*

On October 29, 2009 the Sign Unit received a complaint regarding the installation of numerous signs on the property advertising EcoMedia. As a result of the investigation, notices were issued to obtain permits or remove the signs.

The applicant is proposing the following:

- 1) Twelve (12) horizontal litter/recycling stations “Silverboxes” (Appendix 6-13) displaying third party advertising with an area of approximately 1.11 sq. m. (12 sq. ft.) on the front and back of the station.
- 2) Four (4) vertical litter/recycling stations “EcoBoxes” (Appendix 6-14) displaying third party advertising with an area of approximately 1.95 sq. m. (21 sq. ft.) on each side of the station.

The proposed litter/recycling stations are located internally to the site and provide waste collection. The Planning and Building Department have reviewed the locations to ensure the stations will not create safety concerns with vehicular traffic at pedestrian crossings, and to ensure accessibility routes are not compromised. In addition, stations provided for the purpose of advertising and not primarily for waste collection were not acceptable.

In this regard, the Planning and Building Department recommends the following:

**Approval**

Location 2  
Location 4  
Location 5  
Location 6  
Location 8  
Location 9  
Location 11  
Location 15  
Location 16

**Refusal**

Location 1 (Appendix 1-16)  
Location 3 (Appendices 1-17 and 1-18)  
Location 7 (Appendix 1-19)  
Location 10 (Appendix 1-20)  
Location 12 (Appendices 1-15 and 1-21)  
Location 13 (Appendix 1-22)  
Location 14 (Appendix 1-23)

A letter has also been received from an area resident expressing concerns with the proposed litter/recycling stations. (Appendix 1-4)

**CHURCHILL MEADOWS**  
COMMERCIAL INC.

600 Applewood Cr scent, Vaughan, Ontario L4K 4B4

November 18<sup>th</sup>, 2009TEL: (905) 760-7300  
FAX: (905) 669-9600

Sign By-Law Officer  
City of Mississauga  
Mississauga, ON

Dear Sir/Madam,

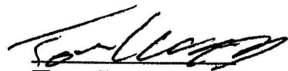
Churchill Meadows Commercial Inc. recently installed a Public Space Recycling program supplied by a Toronto based company, EcoMedia Direct Inc. at the Brittany Glen Plaza located at Tenth Line and Thomas in Mississauga. Based on the installation of our new recycling units we will be able to help divert waste from landfill on a full time basis at our property.

Churchill Meadows Commercial Inc. is committed to doing its part for the environment wherever possible, and since it's delivery in October 2009, we have had a tremendous amount of positive feedback both from the retailers on our site as well as the shoppers who visit their businesses daily.

These new Public Space Recycling products feature advertising panels on which advertising is placed which helps offset the cost of the capital investment in these products, the ongoing expense of maintaining these Recycling products and to some extent helps mitigate the cost of pick up and separate streaming of recyclables from waste. As you may be aware, the aftermarket value of recyclables suffered a serious collapse in 2008 / 2009 and as a result the cost of managing recyclables outside the waste stream has risen considerably.

We believe that our Public Space Recycling Program with Advertising is a sustainable business model which will mitigate our operating expenses and assure an economically viable and beneficial long term solution to the City of Mississauga residents and businesses who shop and work at our property.

Sincerely,



Tom Lucas

Manager, Commercial Properties



04/13/2010 15:18 9058235784

C FERREIRA

PAGE 01

PDC-0011-2010  
Item (2) - wd. 10

To: City of Mississauga  
Committee of the Whole/City Council  
300 City Centre Drive  
Mississauga, Ont



Re: Sign Variance Application 5602 Tenth Line

I was at the plaza at 5602 Tenth Line in Mississauga, and saw all the garbage cans with advertising on them. I do not think these installations should be allowed as they will just spread throughout the city. We are already targeted by enough advertising. Some of the installations also make it dangerous for parked cars leaving parking spaces as the garbage receptacles block the drivers view of on-coming traffic and pedestrians. Additionally some smaller landlords will not be able to install similar receptacles and benefit from the third party advertising revenues. As a result their plaza's will be at a disadvantage.

Sincerely,

A handwritten signature in black ink, appearing to read "Claude Ferreira".

Claude Ferreira  
Padstow Cres  
905-823-5774



## Leading today for tomorrow

**SCALE FOR REDUCED DRAWINGS**





## EcoBox





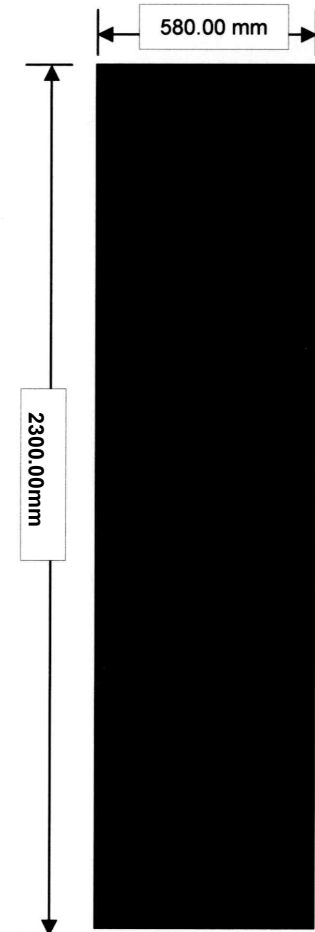
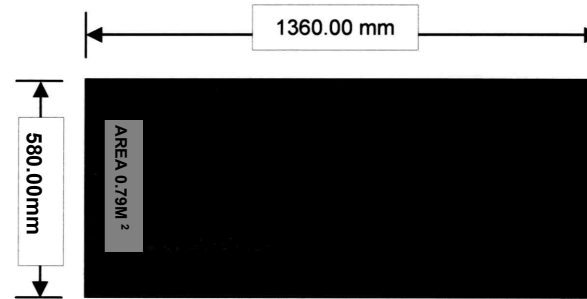
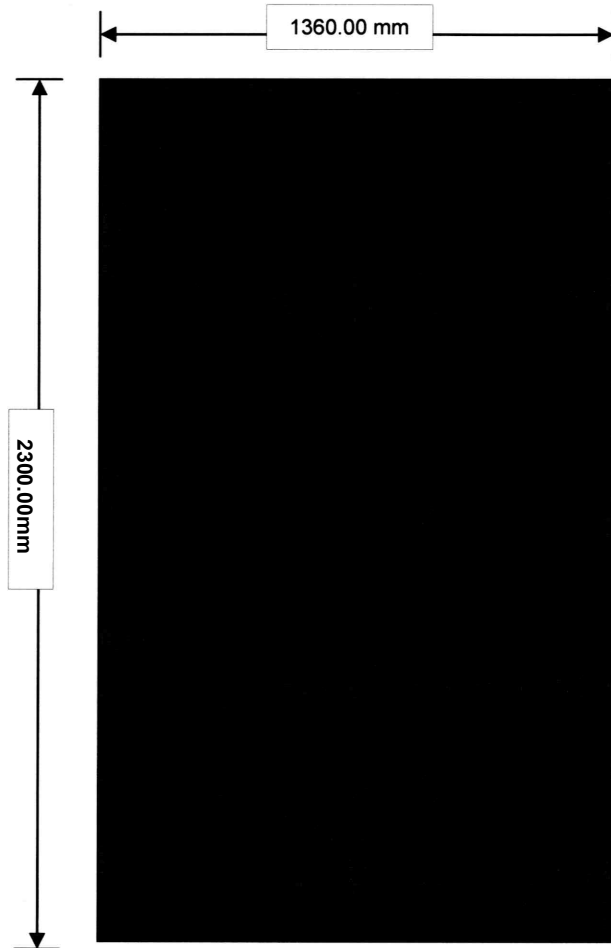


LOCATION 7

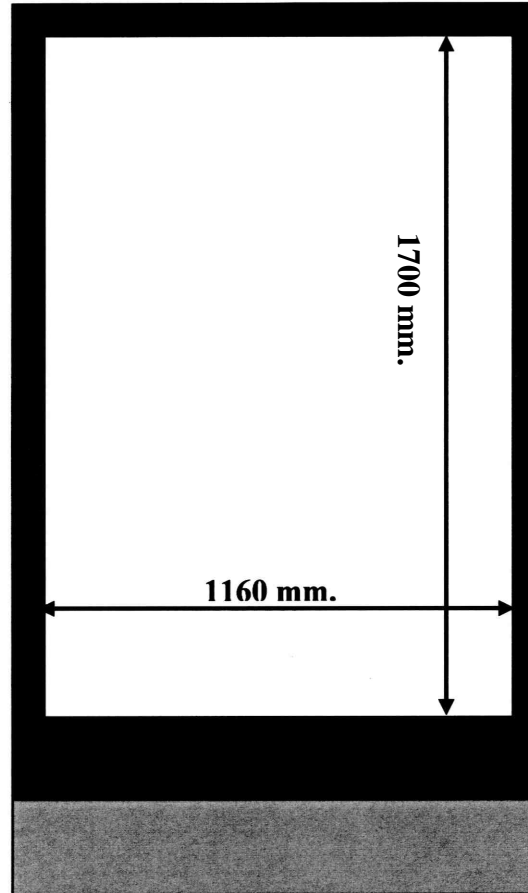




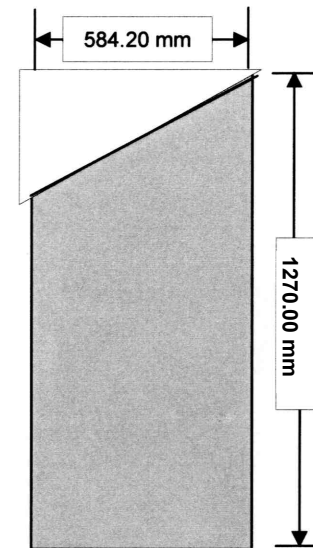
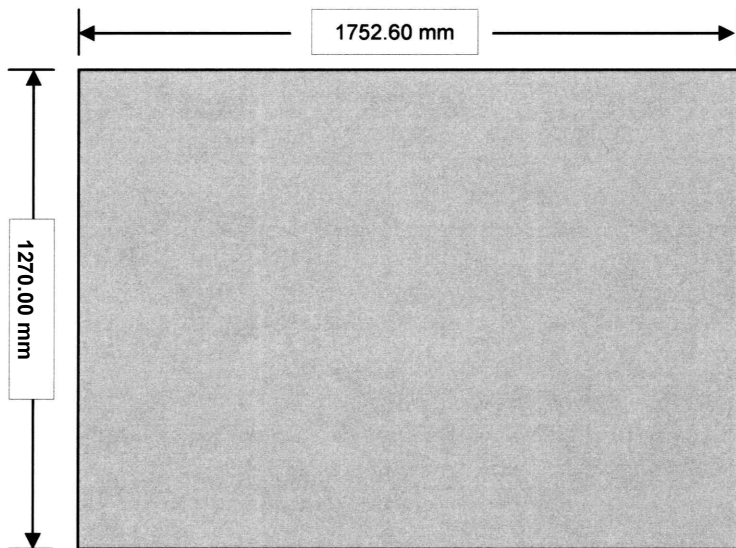
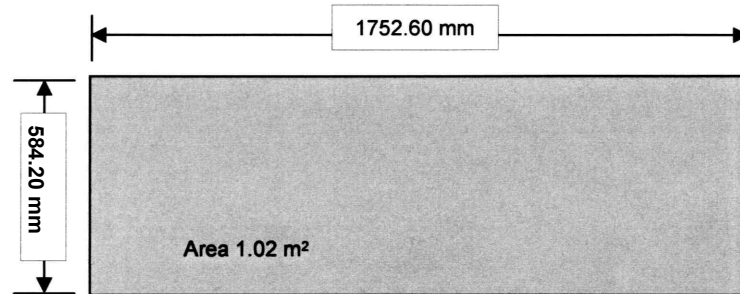
# EcoBox Footprint



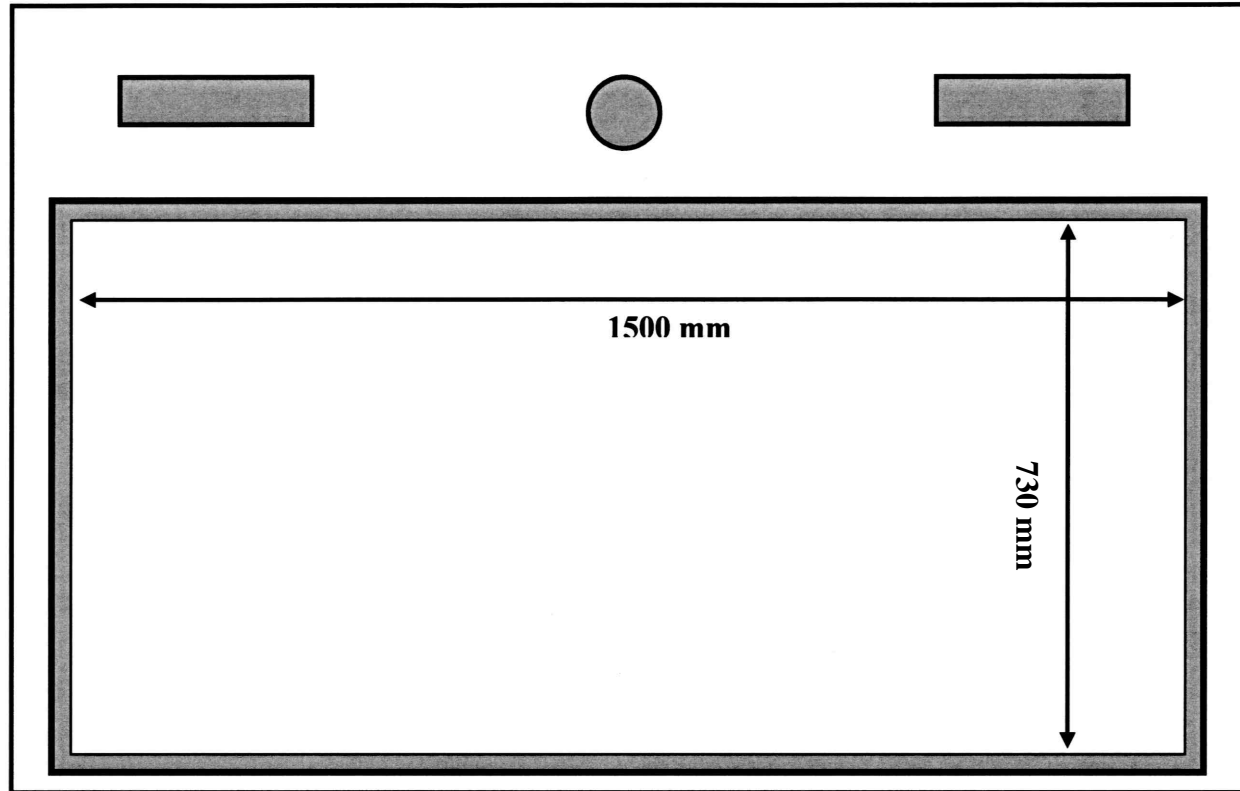
## ECOBX GRANDE ARTWORK SPECIFICATIONS



# SilverBox Footprint



## SILVERBOX ARTWORK SPECIFICATIONS









DRIVE - THRU LANE

APPENDIX 7.15

LOCATION 12



NOT INSTALLED



**MEDICAL  
CENTRE**

**MEDICAL CENTRE**  
FAMILY DOCTORS 905-858-8383 WALK-IN CLINIC

**DENTAL CENTRE**

**OPRATIC**  
OP











LOCATION 12

PARKING

DRIVE-THRU LANE

APPENDIX 7-21









**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

May 25, 2010

**FILE:** 09-07063

**RE: BizTech Institute**  
**5170 Dixie Road -Ward 5**

---

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

<b>Section 17</b>	<b>Proposed</b>
A fascia sign shall be located no higher than the upper limit of the first storey of a building.	Two (2) fascia signs located on the second storey of the building.

**COMMENTS:**

The proposed signs are located on the second floor which would set precedent for all business on the second floor to propose the same. BizTech Institute is one of many businesses in the building and is not considered a main tenant. (see Appendix 8-4 for location and size of their unit). In reference to the existing United Way signs on the third floor, permits have been issued in accordance with the Sign By-law:

Section 13: *“An office building shall be permitted two (2) additional fascia signs per building located between the limits of the top floor and the parapet or roof level.....”*

From a design perspective, the proposed signs are large and very domineering in comparison to the existing signage on the first storey units. The Planning and Building Department do not feel the variance is within the intent of the Sign By-law and cannot support the variance from a design perspective.

Re: Application Number SGNBLD 9 7063 VAR  
5170 Dixie Rd., Suite 205  
(2) Fascia Signs – BizTech Institute

March 8, 2010

Attn: Laura Todirica – City of Mississauga

We respectfully ask for a variance allowing us to have our signs installed as proposed on the second floor fascia. Our rationale for this request is as follows:

- 1) Main floor fascia is fully occupied with signage leaving us no room to display ours
- 2) Our main unit is on the second floor. Installing our signs on the second floor would therefore provide better identification/wayfinding for our clients
- 3) There is already a precedent set by the United Way sign that is currently installed on the 3<sup>rd</sup> floor fascia
- 4) Our only other alternative would be to place signs on the inside of our windows but this would neither be esthetically pleasing or as visible
- 5) We occupy a large amount of space and therefore should be able to have significant presence on the building

We appreciate and anticipate a positive response to our application.

On behalf of BizTech Institute and Harpal Dharna,



Moni Harrison  
Signs Alive Inc.  
2284 Speers Rd.  
Oakville, ON  
L6L 2X8

**SUBJECT PROPERTY**



**MISSISSAUGA**

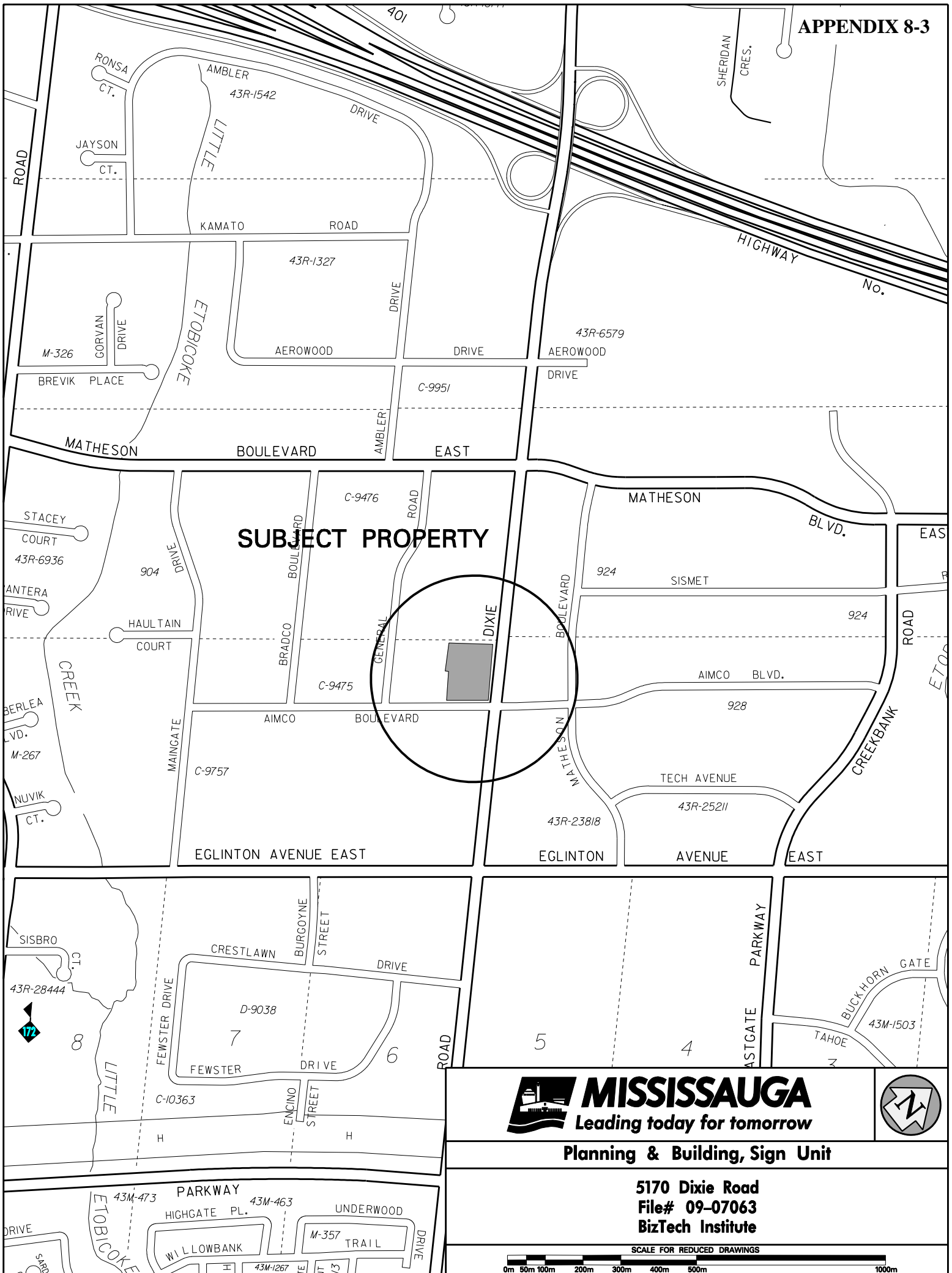
Leading today for tomorrow

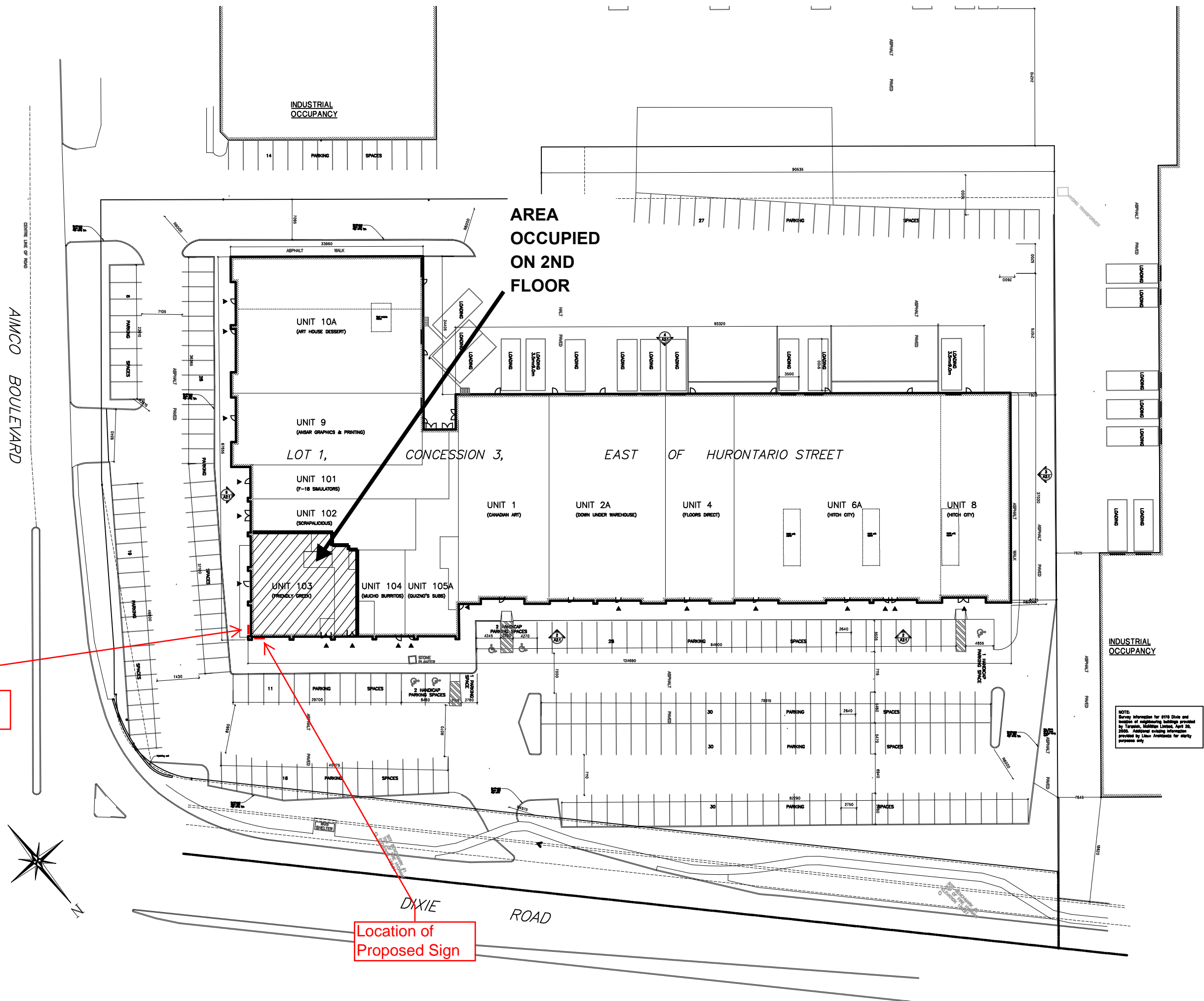


**Planning & Building, Sign Unit**

**5170 Dixie Road  
File# 09-07063  
BizTech Institute**

SCALE FOR REDUCED DRAWINGS





Location of  
Proposed Sign

Location of  
Proposed Sign

BizTech Institute, 5170 Dixie Rd., Mississauga - South Facing Side



52"  
(1.321m)



# BizTech Institute

Accounting ♦ Business ♦ Finance ♦ Technology ♦ Healthcare

## 905-212-9039

Non-illuminated 3/16" Lexan Sign face with Aluminum, Mill Finish Framing, and vinyl graphics applied to face. Mounted to brick.  
**Weight +/- 143.2 lbs**

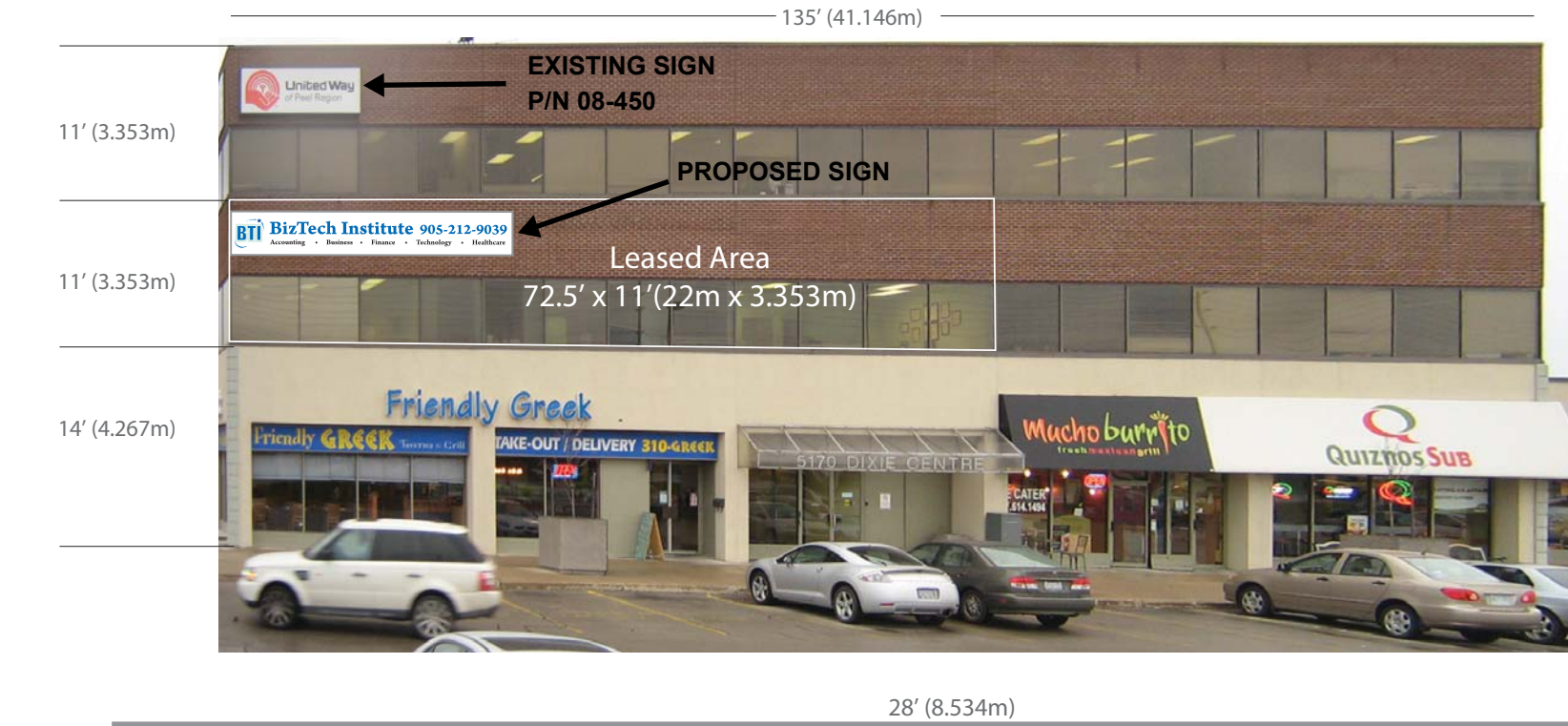
THE DESIGNS AND IDEAS SHOWN HERE ARE THE PROPERTY OF SIGNS ALIVE INC. AND MAY NOT BE DUPLICATED OR ALTERED WITHOUT WRITTEN CONSENT FROM SIGNS ALIVE INC.  
ALL COLOURS AND MEASUREMENTS TO BE CONFIRMED.

**SIGNS Alive!**  
INC.

2284 Speers Rd. Oakville, Ontario  
t-905-844-1018  
f-905-844-1318  
info@signsalive.com

Client	Biztech Institute	Project	Exterior - South Side 'Sign Face and Frame'
Date	February 23, 2010	Version	M-21975 for Permit





52"  
(1.321m)



# BizTech Institute 905-212-9039

Accounting ♦ Business ♦ Finance ♦ Technology ♦ Healthcare

Non-illuminated 3/16" White Lexan Sign face with Aluminum, Mill Finish Framing, and vinyl graphics applied to face. Mounted to brick. **Weight +/- 164.4 lbs.**

THE DESIGNS AND IDEAS SHOWN HERE ARE THE PROPERTY OF SIGNS ALIVE INC. AND MAY NOT BE DUPLICATED OR ALTERED WITHOUT WRITTEN CONSENT FROM SIGNS ALIVE INC.  
ALL COLOURS AND MEASUREMENTS TO BE CONFIRMED.

**SIGNS Alive!** INC.  
2284 Speers Rd. Oakville, Ontario  
t-905-844-1018  
f-905-844-1318  
info@signsalive.com

Client	Biztech Institute	Project	Exterior Signage
Date	February 23, 2010	Version	M-21975 for Permit