



Corporate Report

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BL.03-SIG (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 5.9m² (64 ft²) 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.

Section 4	Proposed
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.
Section 13	Proposed
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
 9th 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).

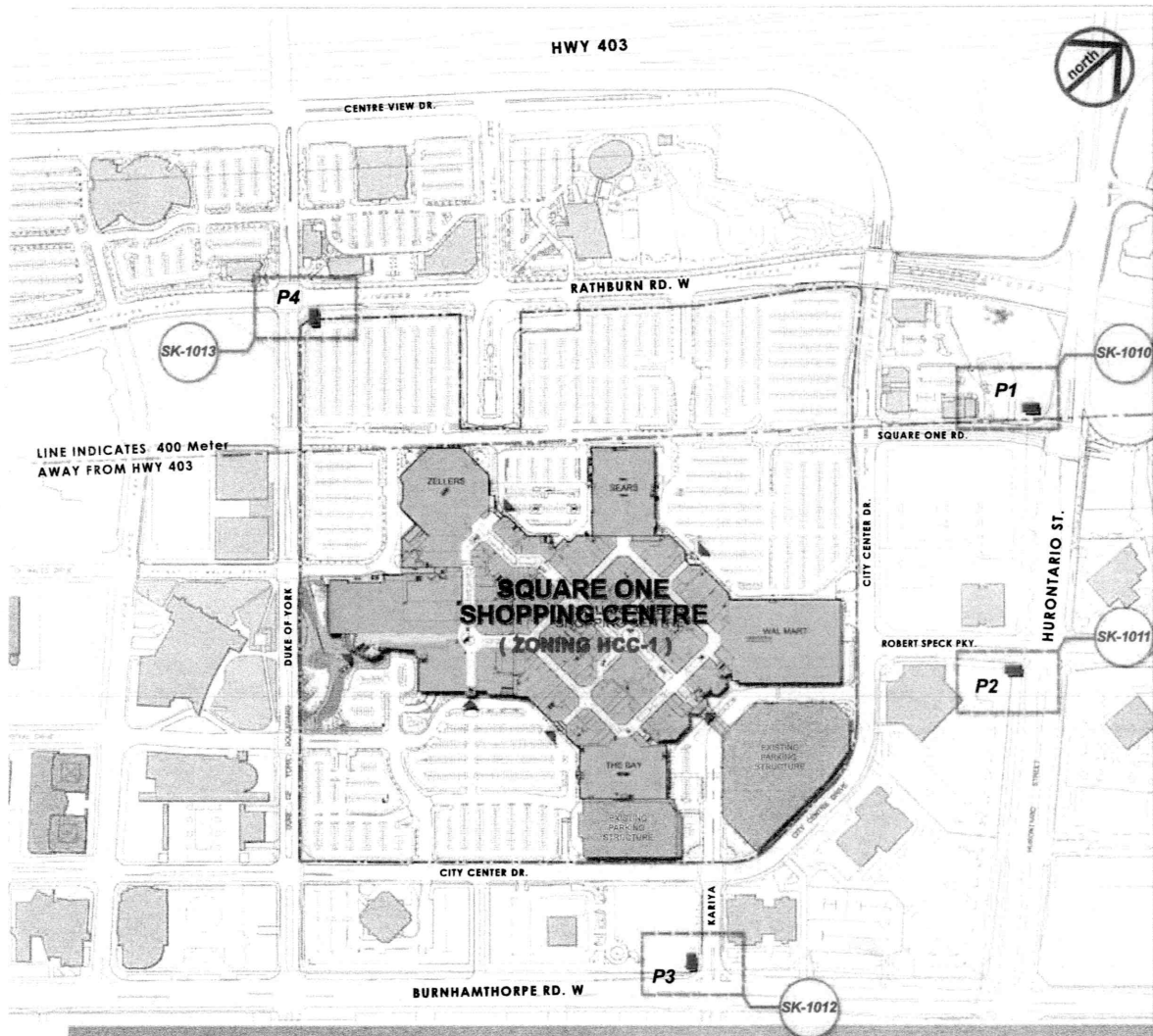
We trust the above provides sufficient information for your review and evaluation. Should you require further clarification please feel free to contact me at (416) 972-1901 ext 232.

Yours truly,



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

Joseph Hung, OAA
 Associate

Cc: Wayne Nishihama Manager, Design City of Mississauga



LEGEND

-  40 ft. PYLON SIGNAGE (QTY 4)
- Refer to SK Drawings for detail as indicated
-  MALL ENTRANCE

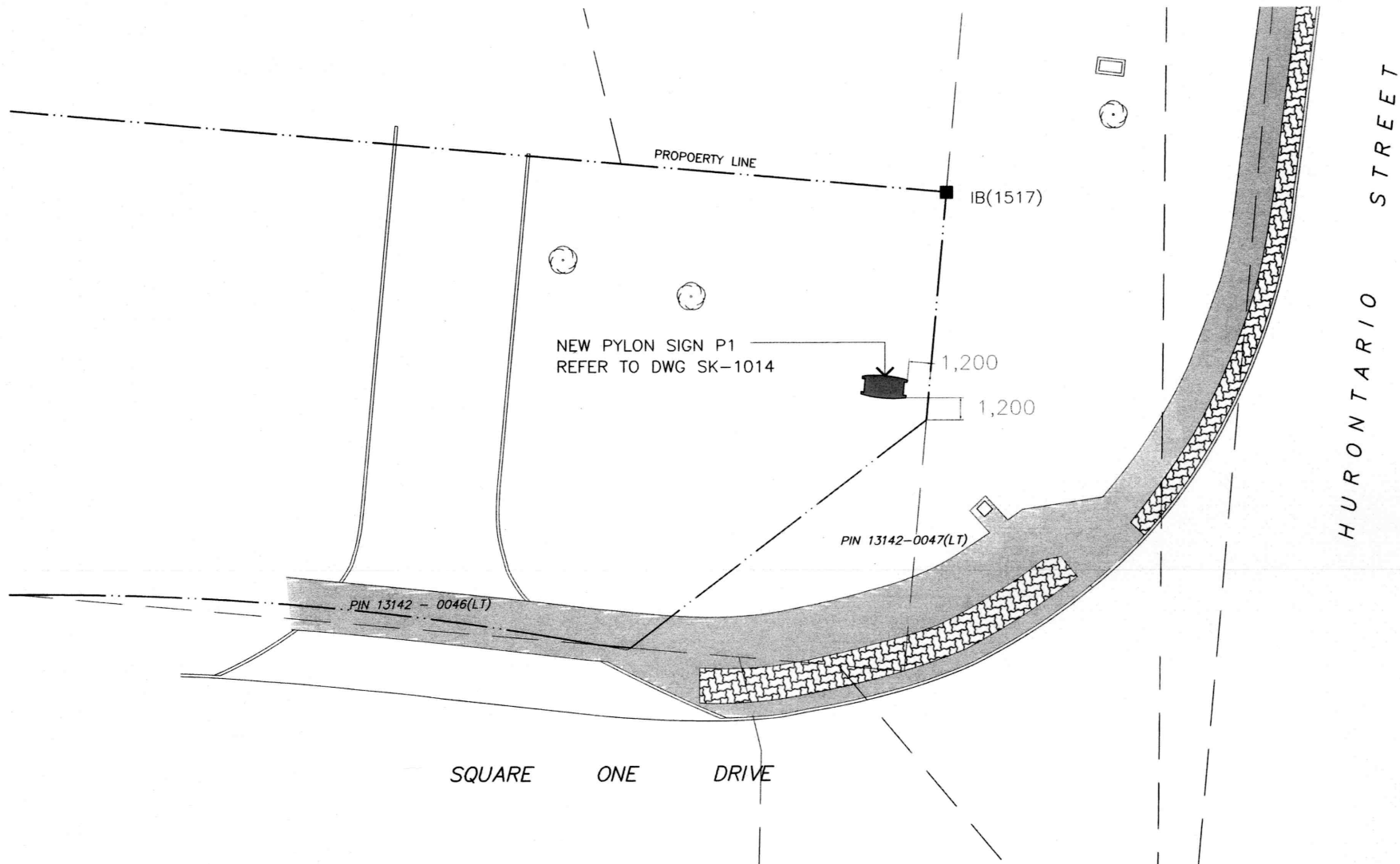
KEY PLAN & PROPOSED PYLON LOCATIONS

Square One Shopping Centre, Mississauga, Ontario

SK-1009

April 09, 2010





PYLON : P1

Square One Shopping Centre, Mississauga, Ontario

Scale 1:200



SK-1010

Apr. 09, 2010

OXFORD



