



Corporate Report

Clerk's Files

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Files

BL.03-SIG (2010)

PDC SEP 20 2010

DATE: August 17, 2010

TO: Chair and Members of Planning and Development Committee
Meeting Date: September 7, 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 August 17, 2010 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested one (1) Sign Variance Application described in Appendix 1 to the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 10-01409
Ward 5
Holiday Inn Express
5585 Ambler Drive

To permit the following:

- (i) One (1) ground sign located in the rear yard of a lot in an industrial zone located adjacent to a Provincial Highway (Highway 401).

- 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 one (1) Sign Variance Application (see Appendix 1) 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:** Holiday Inn Express
Appendix 1-1 to 1-7

Edward R. Sajecki
Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

August 10, 2010

FILE: 10-01409

RE: Holiday Inn Express
5585 Ambler Drive -Ward 5

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

Section 16	Proposed
No ground sign shall be located in the rear yard of a lot in a commercial or industrial zone located adjacent to a Provincial Highway.	One (1) ground sign located in the rear yard of a lot in an industrial zone located adjacent to a Provincial Highway (Highway 401).

COMMENTS:

The proposed sign replaces an existing ground sign for the business. The existing sign was previously approved prior to the passing of Sign By-law 0054-2002, as amended. The sign is adjacent to the east bound off ramp from Highway 401 and is not directly fronting or backing onto the highway. The new sign is well designed and smaller than the existing ground sign that it is replacing. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

We note that there is an existing ground sign for the Quality Inn on adjacent site which was also approved prior to the passing of Sign By-law 0054-2002, as amended.

Permit World

57 William St. W., Waterloo, ON N2L 1J6 519-835-2114 519-208-7008 (fax)

May 27, 2010

City Hall
Planning & Building Department, Sign Unit
300 City Centre Drive
Mississauga, ON
L5B 3C1
Attn: Laura Todirica

Re: Sign variance application for Holiday Inn, 5585 Ambler Drive, Mississauga

Dear Laura:

Please kindly accept our request for a sign variance to allow the following sign for the above business:

- Sign 2 – replacement pylon sign at the rear of the property – not permitted in the rear yard. – Section 16(6) of the sign by-law.

This sign is being proposed to replace the existing pylon sign which is very important to the business as it is facing Highway 401 and is intended to advertise to passing motorists. The design reflects the new corporate image and is consistent with other proposed signs on the property.

The MTO permit has been applied for and is expected to be issued within the next two weeks.

The proposed new replacement sign will be in the same position as the existing sign, will utilize the existing base and is overall smaller in size both in height and sign area. Permits were issued for pylon signs on this property in 1995 (SGN 93 4601) and 1999 (SGN 98 11157).

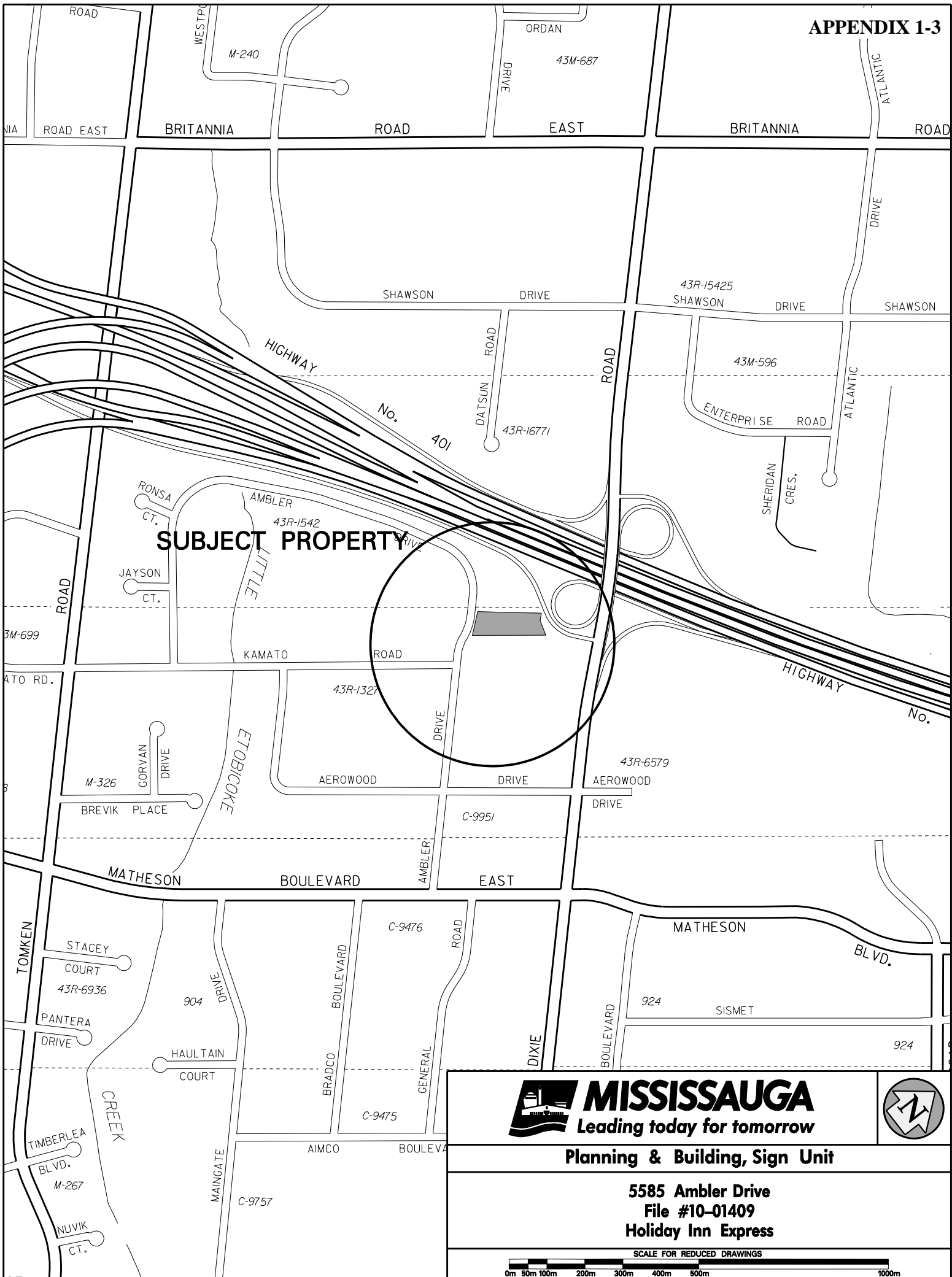
The proposed sign is complimentary to the building design and use/location of the property. It will not negatively impact surrounding properties and is intended for business identification only.

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

Thank you,



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



SUBJECT PROPERTY



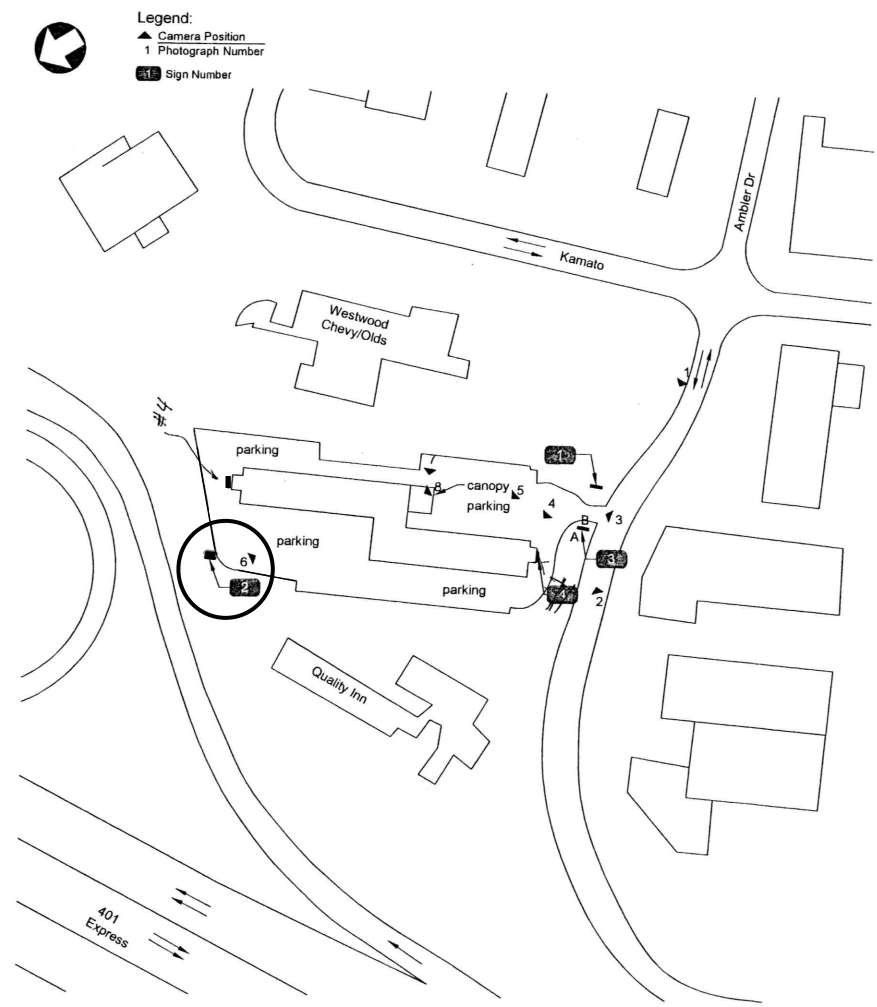
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Leading today for tomorrow



Planning & Building, Sign Unit

**5585 Ambler Drive
File #10-01409
Holiday Inn Express**





Existing Signs

- 1 HI-9 Pylon Sign & Attraction Panel
- 2 Custom Pylon, D/F, Int. Illum., 9' x 14', 25' Overall Height
- 3 Custom Directional Sign, D/F, Int. Illum., 2'-1/2" x 3'-1 1/2", 4' Overall Height
- 4 EX5 Wall Sign

Recommendations

- 1 Remove and Replace with New XP-52-20 Pylon, 5'-0 1/2" x 10'-3", 20' Overall Ht
- 2 Remove and Replace with New XP-76-21 Pylon, 6'-1 1/4" x 12'-5", 21'-5" Overall Ht
- 3 Remove and Replace with New XDGI-2 Directional, Ground, 4'-0" x 2'-2", Illuminated, No Logo
- 4 Remove and Replace with New XL-SLM-3D Building Letters, Linear Stacked, w/3'-1" Monogram, Dark Faces



InterContinental Hotels Group

Intercontinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

November 16, 2009, Rev04

Toronto-Airport

Area/Dixie Rd

5585 Ambler Drive
Mississauga, ON, CANADA L4W 3Z1

Site Number: ON06491

Inn Code: MSGAP

Site Plan and Photo Key

Scale: N.T.S.



sign management consultants, inc.

2501 perimeter place dr., suite 201
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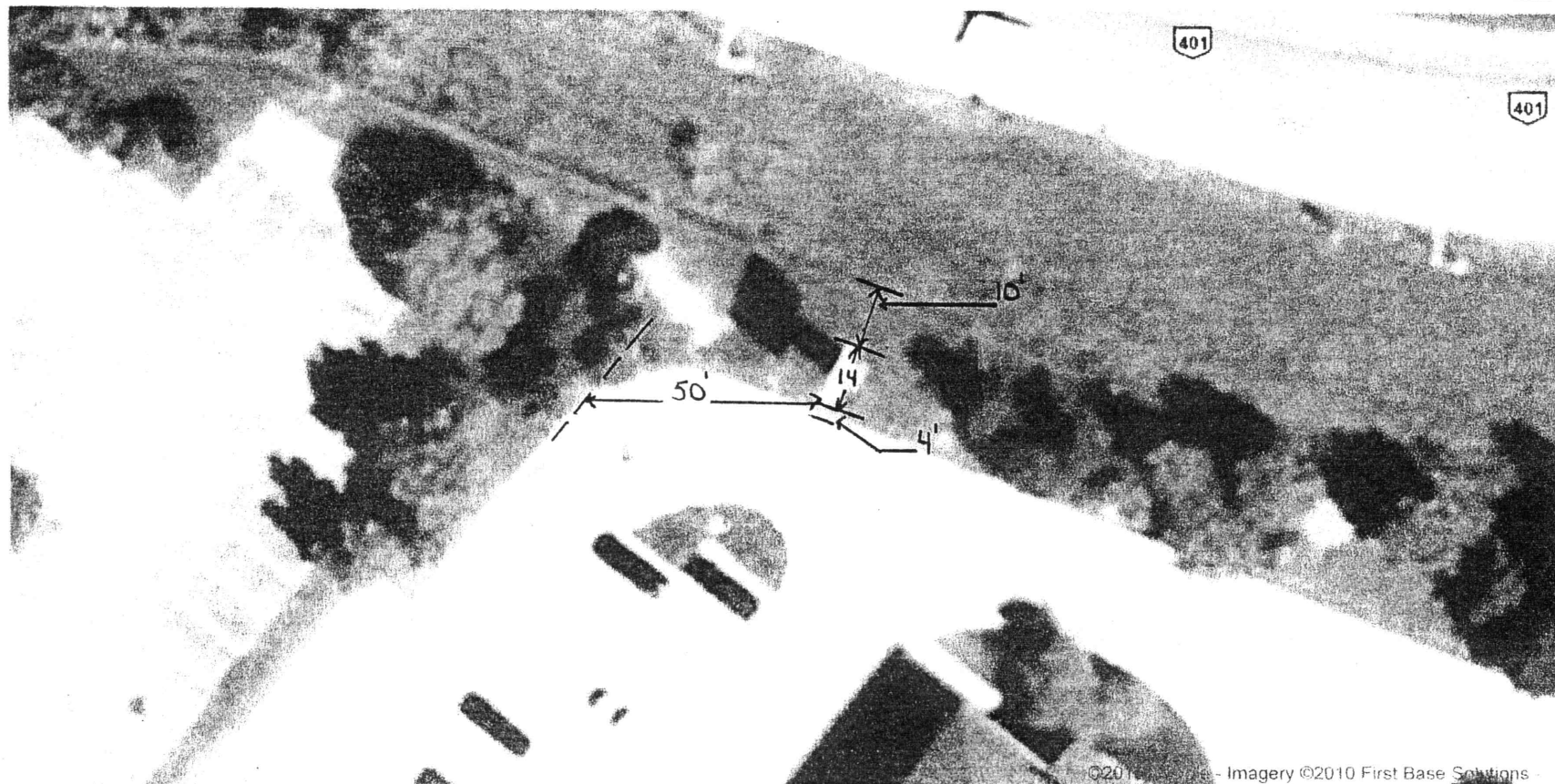
Graphics shown are representative only. Use only approved artwork and graphics standards for face decoration.

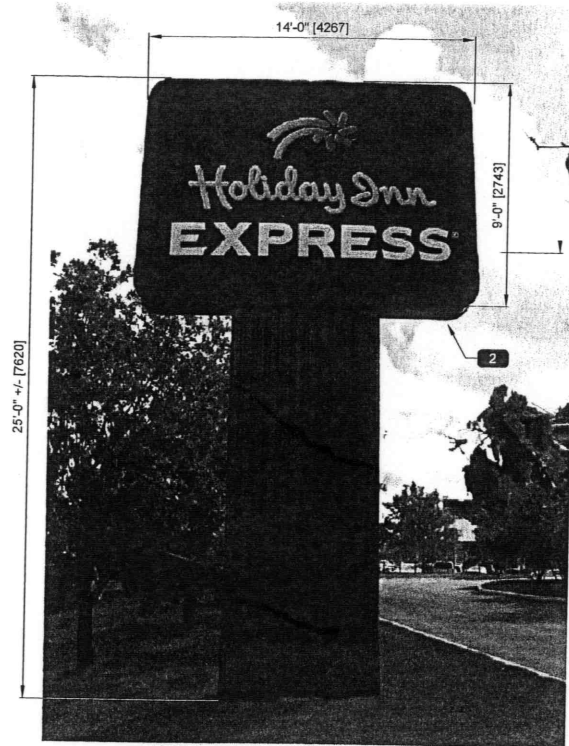
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Google maps Address

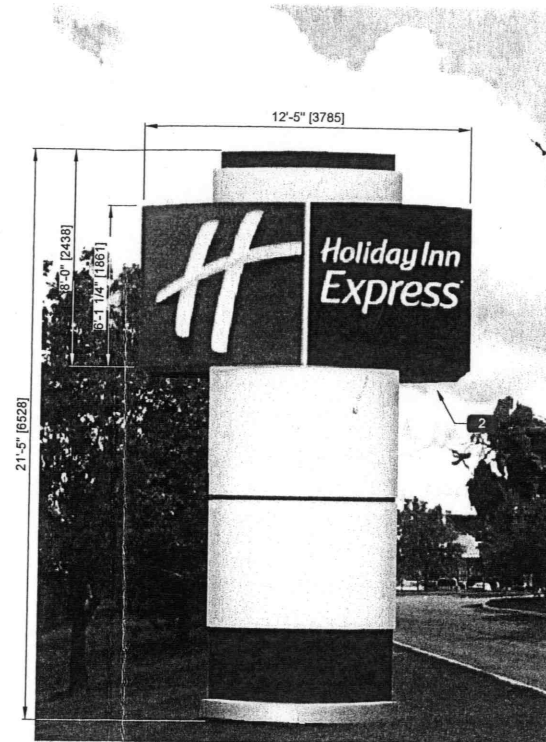
[Get Directions](#) [My Maps](#)**PYLON #2**

To see all the details that are visible on the screen, use the "Print" link next to the map.

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Existing Double-Faced Internally Illuminated Pylon Sign
(Approx. 126sq. ft.)



Proposed Double-Faced Internally Illuminated XP-76
Pylon Sign
(76 sq. ft.)

FACING HWY SIGN #2



InterContinental Hotels Group

InterContinental Hotels Group
Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Signage Survey

November 16, 2009, Rev04

Toronto-Airport
Area/Dixie Rd
5585 Ambler Drive
Mississauga, ON, CANADA L4W
3Z1
Site Number: ON06491
Inn Code: MSGAP

Recommendation Drawing

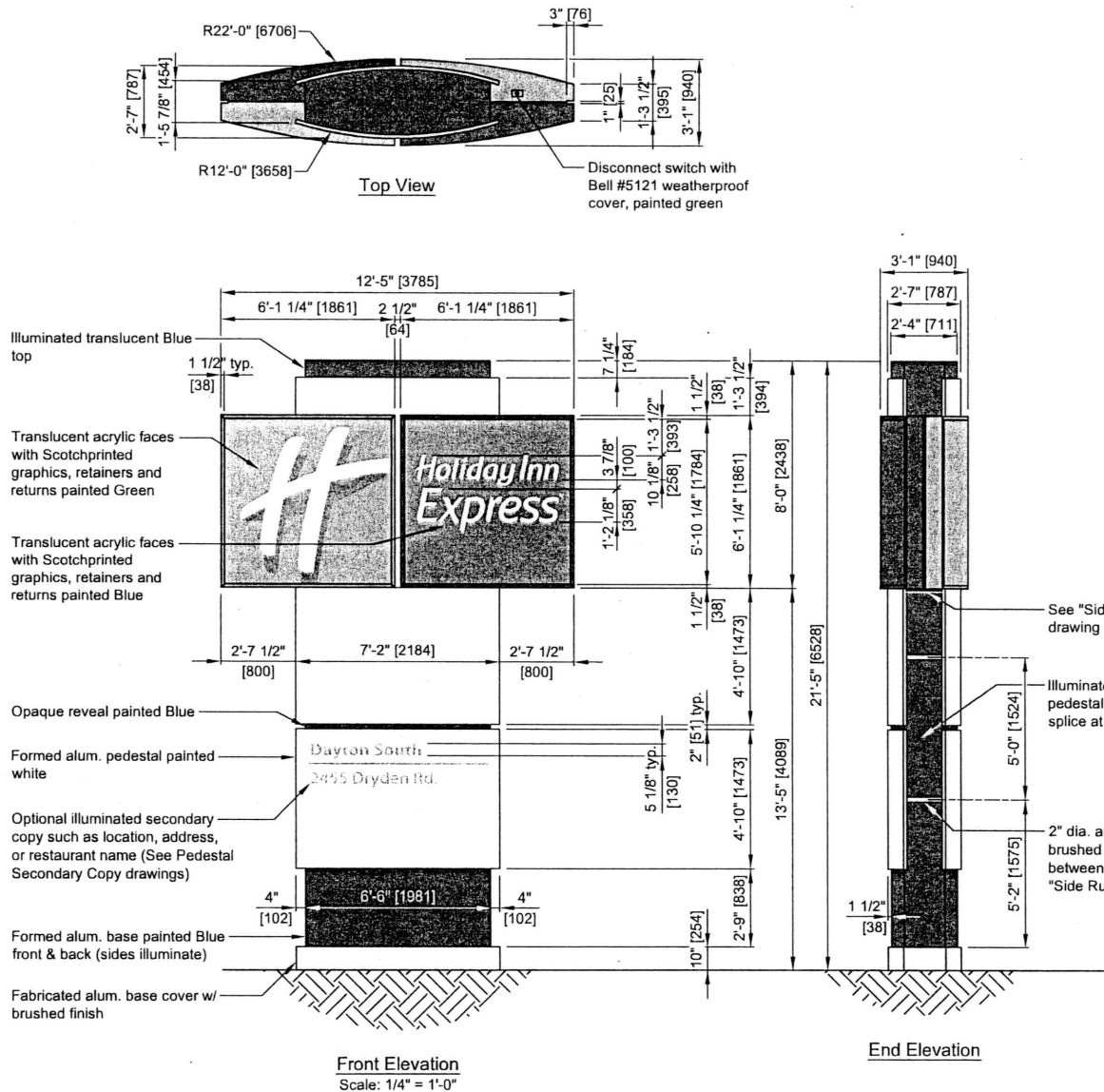


sign management consultants, inc.

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**Electrical Information**

Sign Cabinet:

Lamps: (1) F64T12, (14) F72T12, & (2)

U-9 36T12 H.O. Daylight

Ballasts: (2) 6-lamp & (1) 5-lamp

Amps: Approx. 12.0

Pedestal Sides:

Lamps: (38) GE Tetra Power Grid

Power Supply: (2) GEPS24-80

Amps: Approx. 2.2

Pedestal Secondary Copy (if applicable):

Amps: Approx. 1.0 to 2.0

Total Amps: Approx. 14.2 to 16.2

Circuits: (1) 20 amp / 120 volt

Note:

1. See Color & Materials Specifications drawing for decoration and material information.



InterContinental Hotels Group

Three Ravinia Drive
Suite 100
Atlanta, GA 30346-2149

Holiday Inn Express
XP-76 Pylon Sign - 21'-5"
Overall Height

Elevation & Decoration Drawing

September 16, 2008



Sign Management Consultants, Inc.

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