

Originator's

Files BL.03-SIG (2011)

## **PDC** FEB 14 2011

**DATE:** January 25, 2011

**TO:** Chair and Members of Planning and Development Committee

Meeting Date: February 14, 2011

**FROM:** Edward R. Sajecki

Commissioner of Planning and Building

SUBJECT: Sign By-law 0054-2002, as amended

**Sign Variance Applications** 

**RECOMMENDATIONS:** That the

That the Report dated January 25, 2011 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested four (4) Sign Variance Applications described in Appendix 1 to 4 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 10-02956

Ward 2

**Food Basics** 

2425 Truscott Dr.

To permit the following:

(i) One (1) fascia sign erected above the first storey of the building.

(b) Sign Variance Application 10-02330

Ward 4

Oceans

4557 Hurontario St.

To permit the following:

- i) One (1) roof sign.
- (b) Sign Variance Application 10-02669Ward 5Burger King5645 Hurontario St.

To permit the following:

- (i) Three (3) roof signs.
- (c) Sign Variance Application 10-02638Ward 11RE/MAX7070 Saint Barbara Blvd.

To permit the following:

(i) One (1) fascia sign installed on the front elevation of the unit having a sign area equal to 24.47% of the wall area.

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 10-02669Ward 5Burger King5645 Hurontario St.

To permit the following:

i) Two (2) directional signs each with an overall height of 1.7m (5.5 ft.).

#### **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 four (4) Sign Variance Applications (see Appendix 1 to 4) 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**: Food Basics

Appendix 1-1 to 1-5

Oceans

Appendix 2-1 to 2-8

Burger King

Appendix 3-1 to 3-14

RE/MAX

Appendix 4-1 to 4-7

Edward R. Sajecki

Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



January 25, 2011

**FILE:** 10-02956

**RE:** Food Basics

2425 Truscott Drive - Ward 2

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

Section 17(3)	Proposed
A fascia sign shall be erected no higher than	One (1) fascia sign erected above the first storey
the upper limits of the first storey.	of the building.

## **COMMENTS:**

The proposed sign is located on an architectural feature wall, which is a design feature of the building. The purpose of the feature wall is to accommodate the building signage.

There is an existing sign on this feature wall, which is being replaced by a new, smaller sign for the same tenant. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.



November 11, 2010

#### THE CITY OF MISSISSAUGA

PLANNING AND BUILDING DEPARTMENT BUILDING DIVISION 300 City Centre Drive

**OBJECT:** 

MINOR VARIANCE APPLICATION

Food Basics #871, 2425 Truscott Drive, Mississauga, ON

PERMIT: SGNBLD 10 2957 VAR

To whom it may concern:

Dear Sir or Madam,

We are seeking to apply relief from the current By-law that does not allow a signage above the roofline (sign A on the east elevation).

In light that we are simply replacing the existing signage on the tower with a new smaller sign, we believe that this proposal is reasonable as it does not take advantage of the existing sign by-law.

It is our belief that the sign complements the building, while serving as identification for the brands without overpowering the complete sign image on the building.

Respectfully yours,

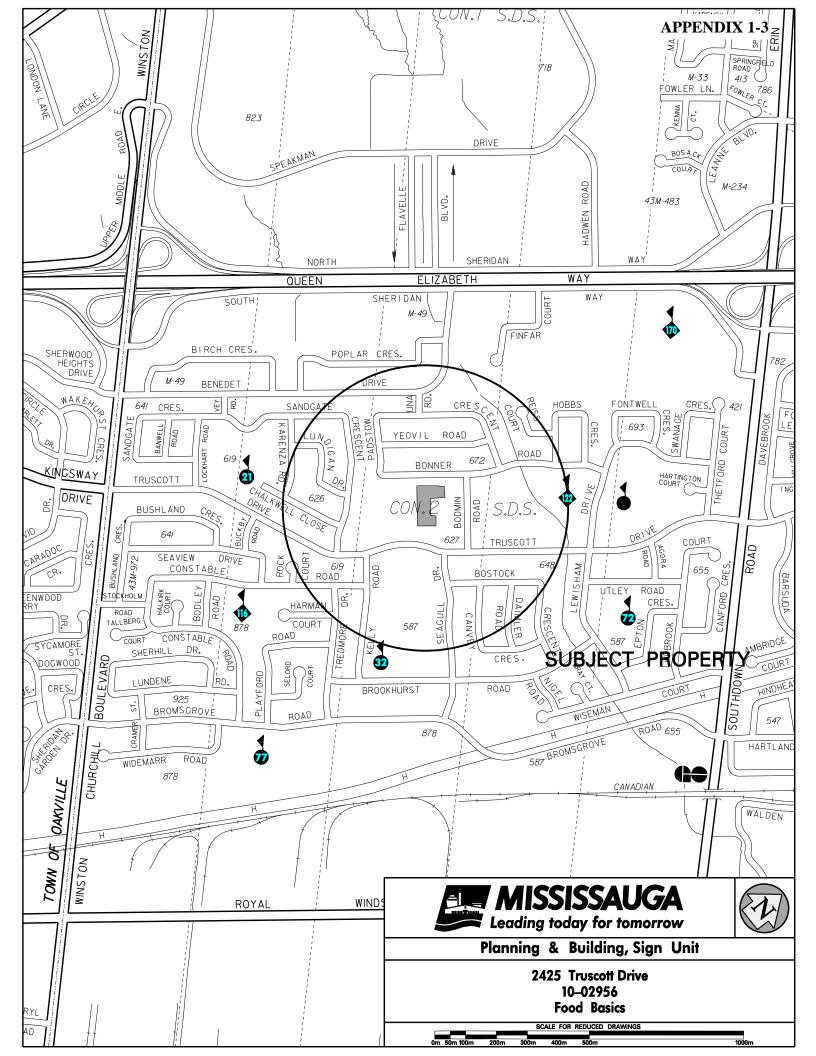
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INTERNATIONAL NEON

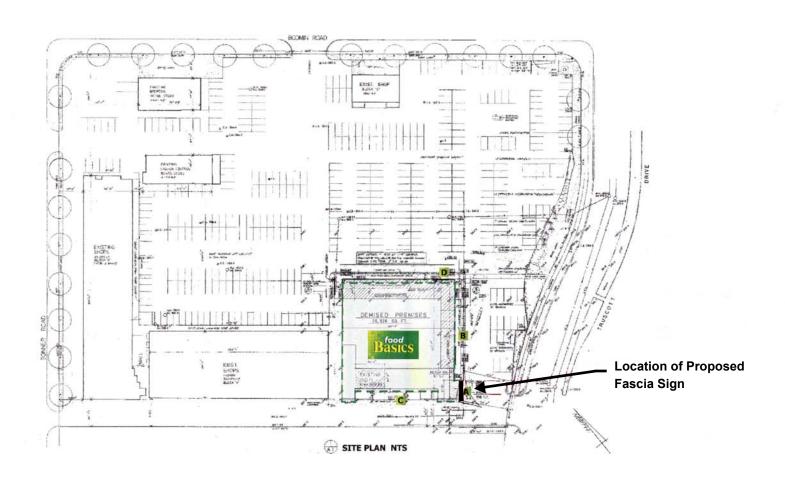
Tel.: (514) 937-0044 Fax: (514) 938-2056 marketa@neon.ca

5790, Ferrier, Mont-Royal, (Québec) H4P 1M7

Tel: (514) 937-0044 • Fax: (514) 938-2056



**APPENDIX 1-4** 

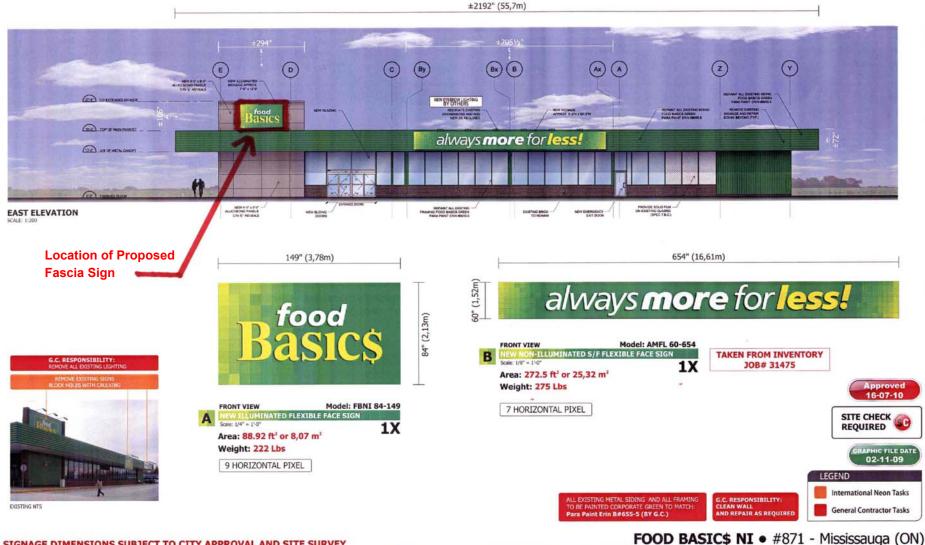


#### ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

FOOD BASIC\$ NI • #871 - Mississauga (ON)



CLIENT:	METRO INC. DIV. ING. CONSTRUCTION	SITE:	FOOD BASIC\$ NI • #871 - Mississauga (ON)	DRAWING:	
ADDRESS:	12225 BOUL. INDUSTRIEL	ADDRESS:	2425 TRUSCOTT DRIVE	DATE:	REV. DATE:
CITY:	MONTRÉAL, QC. P.C.:	CITY:	MISSISSAUGA, ON. P.C.:	SCALE:	DRAWN BY:
TEL:	514-493-5008 FAX: 514-493-5038	TEL:	FAX:	DIR: wip2010\FoodBas	ics\#871 Mississauga\Elev\Signage



## ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

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CLIENT:	METRO INC. DIV. ING. CONSTRUCTION	SITE:	FOOD BASIC\$ NI • #871 - Mississauga (ON)	DRAWING:	No. of the last of
ADDRESS:	12225 BOUL. INDUSTRIEL	ADDRESS:	2425 TRUSCOTT DRIVE	DATE:	REV. DATE:
CITY:	MONTRÉAL, QC. P.C.:	CITY:	MISSISSAUGA, ON. P.C.:	SCALE:	DRAWN BY:
TEL:	514-493-5008 FAX: 514-493-5038	TEL:	FAX:	DIFI: wip2010\FoodBasi	ics\#871 Mississauga\Elev\Signage

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January 25, 2011

**FILE:** 10-02330

**RE:** Oceans

4557 Hurontario St. - Ward 4

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

Section 4(6)(f)	Proposed
A roof sign is not expressly permitted and is	One (1) roof sign.
specifically prohibited.	

## **COMMENTS:**

The sign is situated on the roof of the building, located between two existing walls. The sign is well designed as a continuation of the two walls. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

## CROFTON L MOORE

September 21, 2010

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

To Whom It May Concern:

Re:

Sign Variance for Oceans Fresh Marketplace 4557 Hurontario Street Unit B-1 Mississauga, Ontario

Crofton Moore, acting on behalf of the Owner The Elia Corporation authorizes Forward Signs Inc. signage company for Oceans Fresh Market to apply for a sign variance for the location on 4557 Hurontario Street, Mississauga, Ontario. Oceans Fresh Market may build a new sign on top of the low entrance roof for the following reasons.

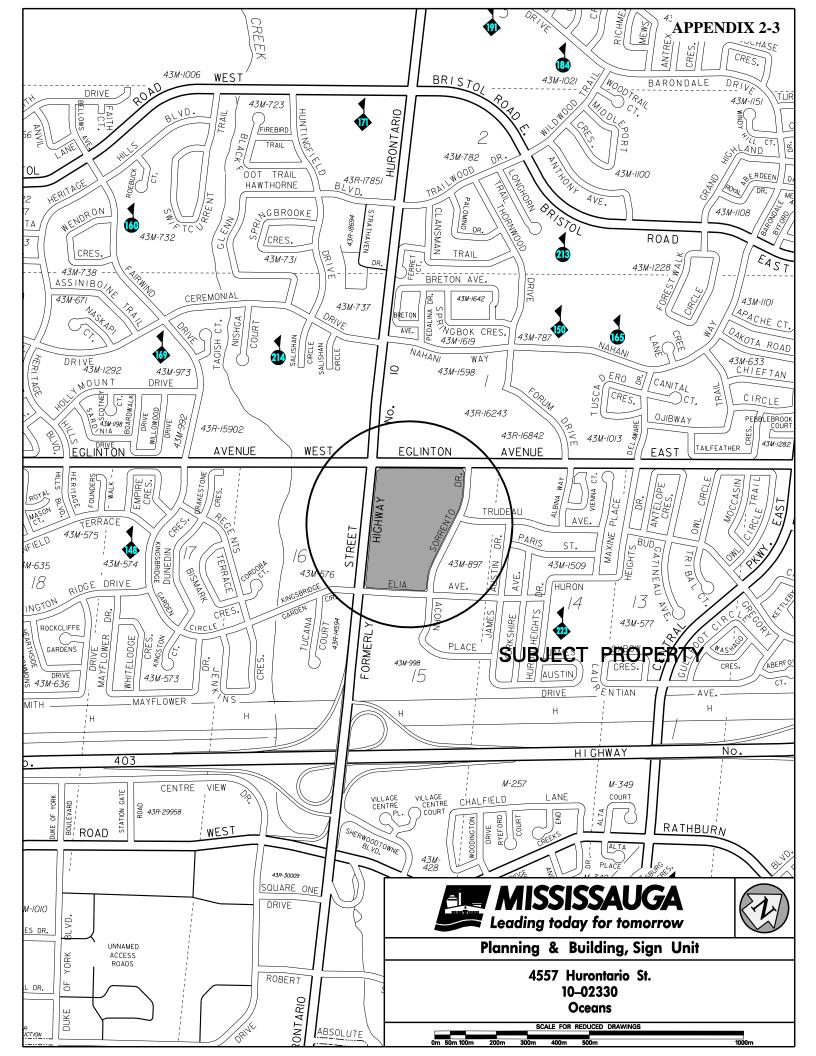
- To better encourage client traffic volume as this is a new merchant in a competitive market.
- In keeping with the external design of the Plaza.
- It is a new large food store at a major intersection that requires sign exposure that compliments the building size.
- We wish this merchant to be successful as Oceans Fresh Marketplace is a strong anchor in the mall.

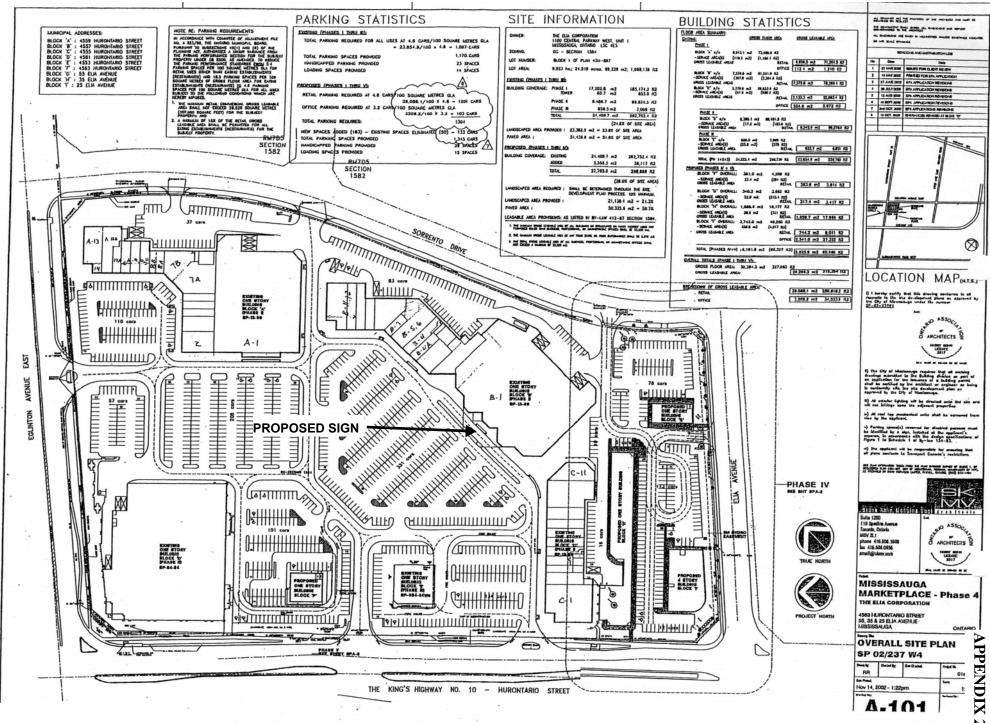
Should you have any questions, please do not hesitate to contact Forward Signs Inc.

Yours truly, Crofton Moore Property Services Inc. Acting on behalf of The Elia Corporation

Property Director

Cc: Cindy Taylor - Vice-President Operations/Construction



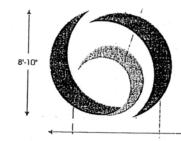


## ILLUMINATED CHANNEL LETTER

ILLUMINATED CHANNEL LOGO

COLOUR OF FACE: 2447 WHITE PLEXIGLAS W/ AVERY A6562-T GREEN YELLOW TRANSLUCENT VINYL

COLOUR OF TRIM CAP: PAINTED B.M. 2026-10 LIME GREEN COLOUR OF RETURN: PAINTED B.M. 2026-10 LIME GREEN COLOUR OF LED: WHITE











45' 4-3/8"

ILLUMINATED CHANNEL LOGO COLOUR OF FACE: 2447 WHITE PLEXIGLAS W/ SMF 7949 TEAL TRANSLUCENT VINYL COLOUR OF TRIM CAP: PAINTED B.M. 2055-30 CARIBBEAN BLUE WATER COLOUR OF RETURN: PAINTED B.M. 2055-30 CARIBBEAN BLUE WATER

> \* ALL SIZE TO BE CONFIRMED UPON SITE CHECK \* ALL COLOUR TO BE CONFIRMED BY CLIENT

ILLUMINATED CHANNEL LOGO

COLOUR OF FACE: 2447 WHITE PLEXIGLAS W/ SMF 7221 CACTUS TRANSLUCENT VINYL

COLOUR OF TRIM CAP: PAINTED B.M. 2033-20 PEPPERMINT LEAF. COLOUR OF RETURN: PAINTED B.M. 2033-20 PEPPERMINT LEAF COLOUR OF LED: WHITE

ceans

VISUAL EFFECT ONLY - NOT IN SCALE

FORWARD SIGNS INC

60 Emblem Court, Scarcorough Ontario M1S 1B1 Tel: 416.291.4477 Fax: 416.291.4578 E-mail: info@forwardsign.com

CHENT

OCEAN FRESH FOOD MARKET

LOCATION

499 MAIN ST. S. - BRAMPTON

PROJECT

CHANNEL LETTER

DRAWN BY

VINCE

FILE NAME TO SEE THE SECOND SE

CHANNEL LETTER1-G2

DATE OF DRAWING

AUG 16, 2010

SCALE

3/16" = 1FT

SALESPERSON

REMARKS

CHENT APPROVED / DATE

ARTHERT APPROVED (DATE與約海安國





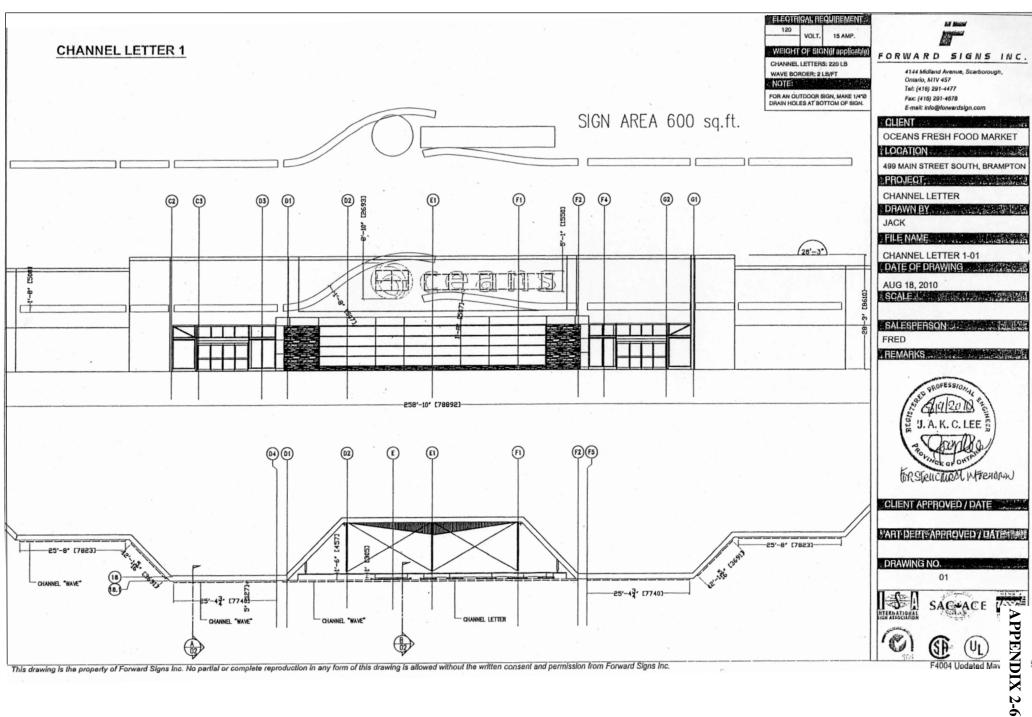


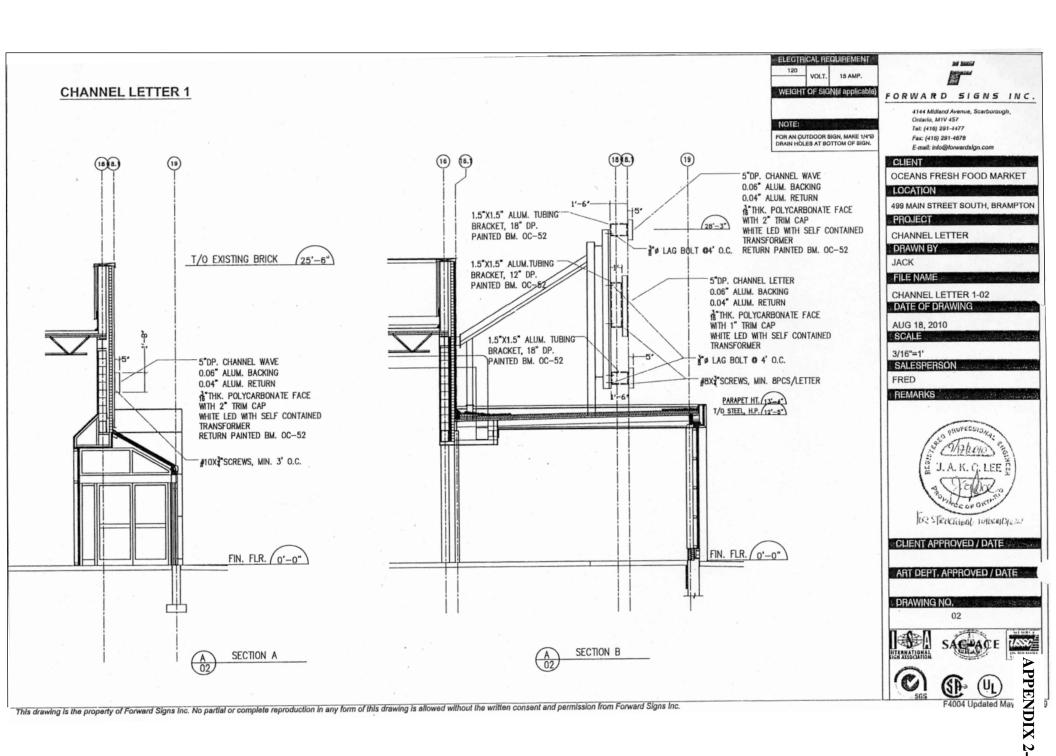




REFER TO STRUCTURAL DRAWING BEFORE FABRICATION & INSTALLATION

COLOUR OF LED: WHITE





4557 Hurontario Street West Elevation



January 14, 2011

**FILE:** 10-02669

**RE:** Burger King

5645 Hurontario St. – Ward 5

The applicant requests the following variance to section 4 and 18 of the Sign By-law 0054-2002, as amended.

Section 4(6)(f)	Proposed
A roof sign is not expressly permitted and is	Three (3) roof signs.
specifically prohibited.	
Section 18	Proposed
Directional signs are permitted a maximum	Two (2) directional signs with a height of 1.7m
height of 1.2m (3.93 ft).	(5.5 ft).

#### **COMMENTS:**

## Three (3) Roof Signs

The proposed signs are located on a sloped portion of the roof below the level of the parapet. The area of the signs is within the sign face area permitted for fascia signs. The Planning and Building Department finds the variance acceptable from a design perspective.

## **Directional Signs**

The two proposed directional signs mark the vehicular entrance to the site. Existing landscaping adjacent to the driveway is low and there are no other obstructions along the streetline which would warrant the increase in height. Therefore the Planning and Building Department does not find rationale for the proposed increase in height and cannot support the variance.

## Permit Wirld.

57 William St. W., Waterloo, ON N2L 1J6 519-635-2114 519-208-7008 (fax)

October 14, 2010 City Hall Planning & Building Department, Sign Unit 300 City Centre Drive Mississauga, ON L5B 3C1

Attn: Mark Toliao

## Re: Sign variance application for Burger King, 5645 Hurontario St., Mississauga

Dear Mark:

Please accept this letter as a formal request for a sign variance to allow 3 building and 2 directional signs for the above-mentioned project.

Burger King would like to propose the following additional signage at their location:

- 3 building signs (North, West & South elevations). These signs are considered roof signs as they are proposed on the sloped portion of the roof of the building. Roof signs are not permitted in the sign by-law (Section 4.6.f).
- 2 directional signs at the entrance/exit of Hurontario St. These signs are proposed at 1.7m in height and to bare the corporate logo. The sign by-law does not permit the commercial logos on the directional signs and the sign height is limited to 1.2m. The sign permit would not be required for these types of signs if comply with the by-law (Section 1; 4.2.h; 18).

The existing restaurant is located on the east side of Hurontario Rd. and just south of Matheson Blvd. This is a very heavy travelled area and good visibility is imperative to the successful operation of the business.

Burger King is part of the larger plaza which is located in behind the restaurant. Entrance of the Hurontario St. is shared. The proposed directional signs will help identify the closest and most convenient entrance into the premises. Logo is intended for more efficient traffic direction and reducing confusion and traffic issues for public. The taller sign will offer increased visibility.

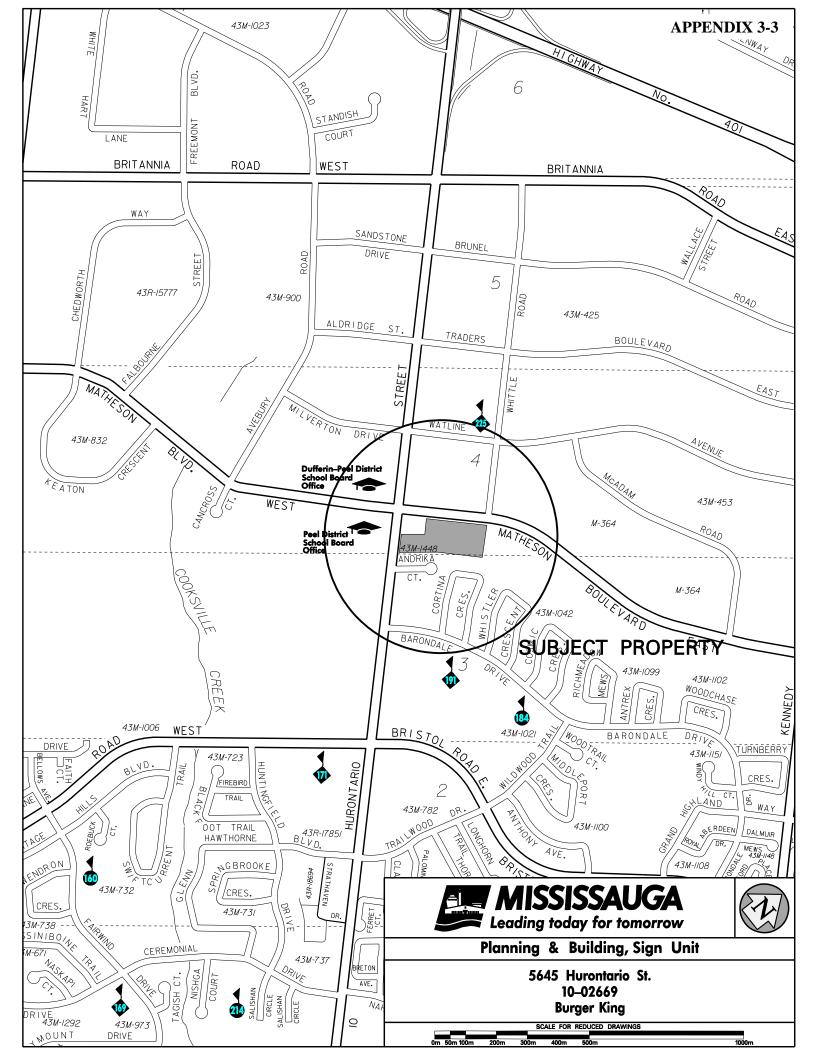
The building has a tower feature that currently has logo signs identifying the business. Unfortunately, it has not been an adequate representation of the business and hindered its full success.

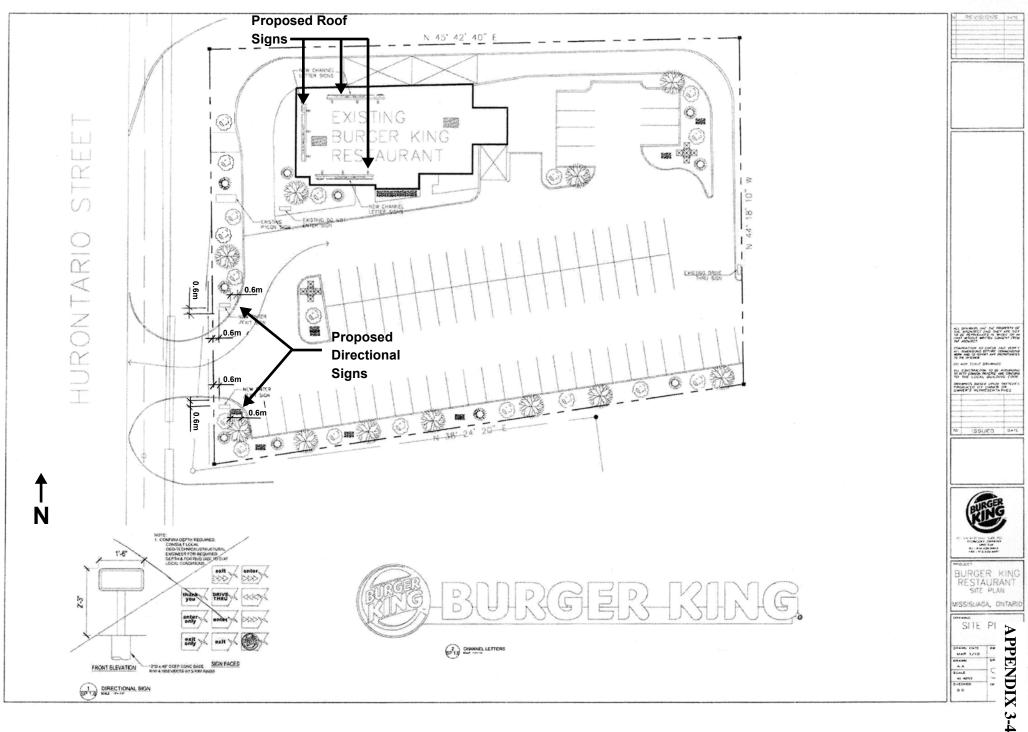
Due to heavy landscaping around the property and the design of the building, there are no opportunities for additional signage that would comply with the sign by-law. The sloped roof comes very low on the building and leaves only window space. By placing the signs on the sloped portion of the roof it would offer greater visibility to the business and visually could be interpreted as wall signs. The new signs will not project above the top of the roof and will be complimentary to the building design. This would not create a negative impact on the surrounding properties.

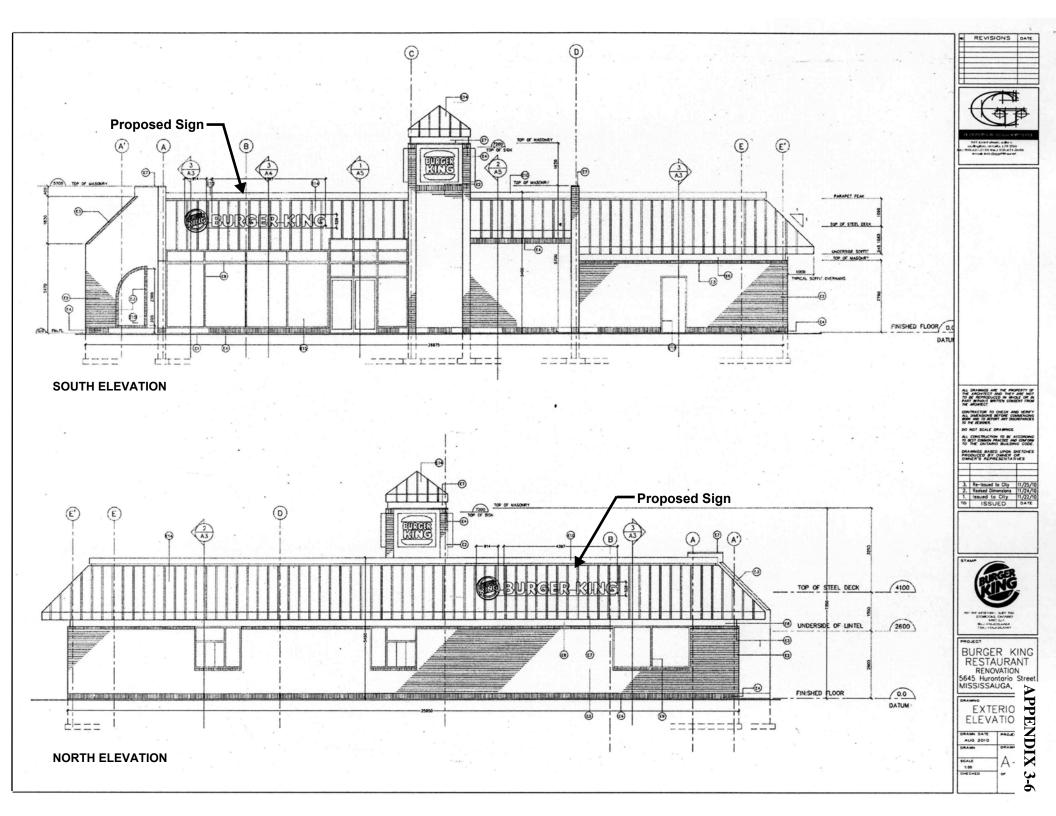
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

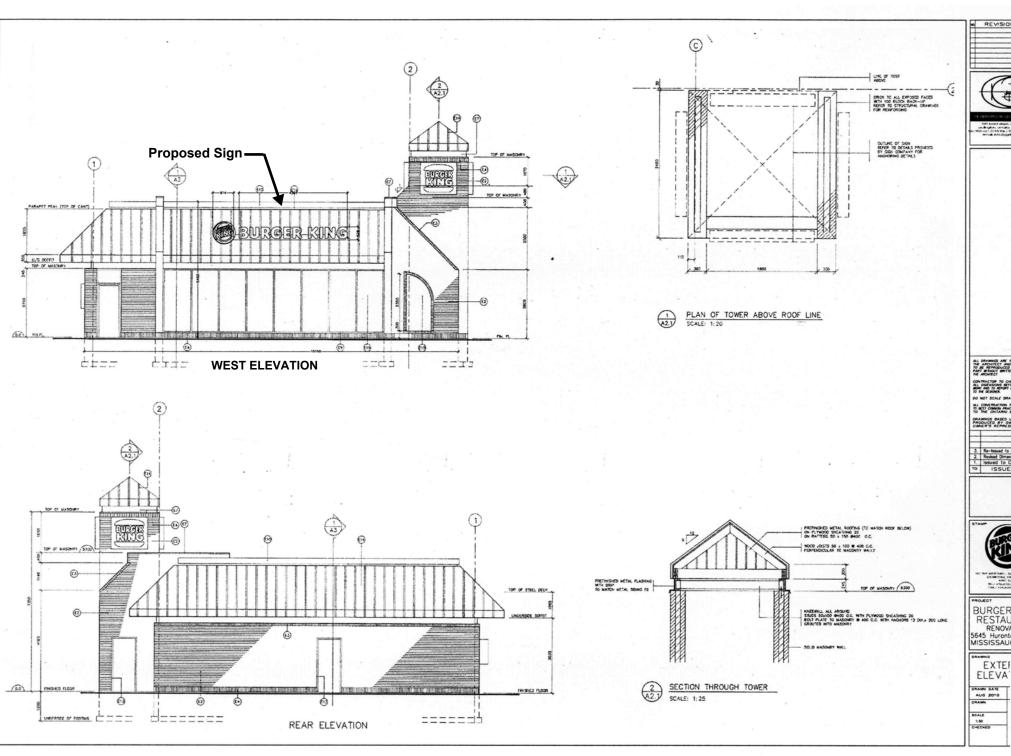
Svetlana Levant, A.Sc.T permits@permitworld.ca

Thank you,









3. Re-Issued to City 11/25/16
2. Revised Dimensions 11/24/16
1. Issued to City 11/22/16
TO ISSUED DATE



BURGER KING RESTAURANT RENOVATION 5645 Hurontario Street MISSISSAUGA, ONT.

EXTER **APPENDIX 3-7** ELEVA"

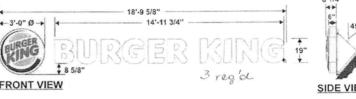
AG-21453
PRESENTATION DRAWING

✓ Exterior:

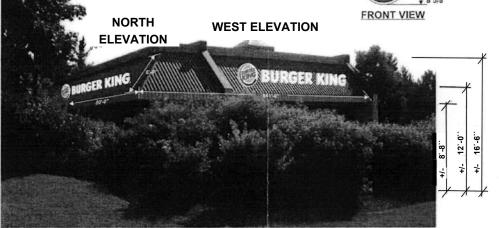
Installation: Interior:



PROPOSED SIGN ELEVATION



**EXISTING CONDITIONS** 



PROPOSED SIGN ELEVATION

ISO 9001:2008 Certified Enterprise

Date:

Customer Approval:

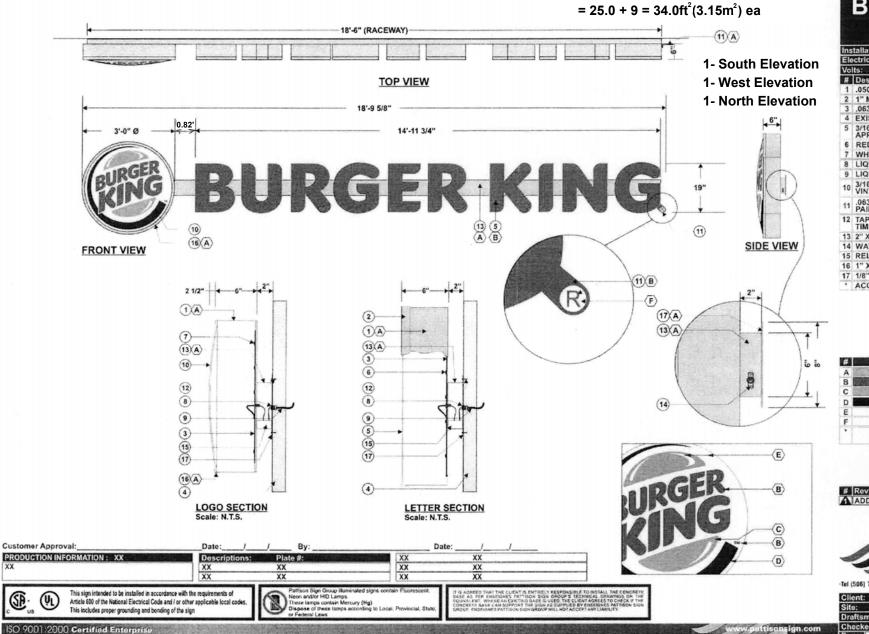
Consultant: ALAIN

Www.pattisonsign.com

Draftsman: TINA

Page: 1/1 Scale:

ENSEIGNES



## BUR1C4D7001

ILLUMINATED CHANNEL LETTERS

Installation: Interior: ✓ Exterior: Electrical specifications:
Volts: T.B.D. Amp.: T.B.D. Circ.: T.B.D.

Area = 19" x (14'-113/4" +0.82') + 3' x 3'=

1 .050 ALUMINUM CABINET

2 1" METALLIC SILVER 8886 GEM-TRIM

3 .063 ALUMINUM BACKING

4 EXISTING WALL

5 3/16" WHITE ACRYLIC FACE #7328 WITH VINYL APPLIED ON FIRST SURFACE

6 RED LED BY "RELUME" 7 WHITE LED BY "RELUME"

8 LIQUID TIGHT CONNECTOR

9 LIQUID TIGHT CONDUIT

10 3/16" CLEAR MOLDED ACRYLIC FACE WITH VINYL APPLIED ON SECOND SURFACE

11 .063 ALUM. PLATE WELDED TO CABINET - PAINTED GREY

12 TAPCON SCREWS - T.B.D. BY INSTALLER AT TIME OF INSTALLATION BASED ON WALL TYPE 13 2" X 6" X 1/8" ALUMINUM TUBING RACEWAY

14 WATERPROOF TOGGLE SWITCH

15 RELUME POWER SUPPLY

16 1" X 1" NYLON RETAINERS

17 1/8" TK. ALUMINUM SHEET FOR INSTALLATION

· ACCESS DOORS ON TOP OF RACEWAY

#	Colors:
A	PAINTED SILVER GRIP #838
В	RED VINYL #VT-5584
C	YELLOW VINYL VT 5944
D	BLUE VINYL #VT-9286
E	WHITE TRANSLUCENT VINYL 3635-30
F	WHITE VINYL 7725-20
*	SIGN BOX INTERIOR PAINTED SATIN WHITE

# Revision(s)	By: Date:
A ADDED RACEWAY	TB [05.23.2008



·Tel (506) 735-5506 ·Fax (506) 737-1740 ·Toll Free 1-800

Client:	BURGER KING		
Site:	VARIOUS		
Draftsman:	TINA BOLDUC	Date: 0	
Checked By	BP		
Page: 1/1	Coole	1/2" = 1	

ALL RIGHTS RESERVED, NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEUNES PATTISON SIGN OF

**APPENDIX 3-9** 

# AG-21453A DIRECTIONAL SIGN Installation: Interior: Exterior: # Descriptions: 1 ILLUMINATED DIRECTIONAL SIGN SEE DRAWING #BUR1E1D1002 & BUR1XXDX038





·Tel (506) 735-5506 ·Fax (877) 737-1734 ·Tell Free 1-800-561-9798

	Page: 1/1	Scale:	1" = 1'-0"		
Site: Consultant: Draftsman:		BROCK PRICE	Date: 09.17.2010		
		A. GHANTOUS			
		VARIOUS			
	Client:	BURGER KING			

Date: \_\_\_/\_\_/\_ Customer Approval:\_



Palation Sign Cinion Remarked signs con Fluoriscent Sides and to Hill Lamos. The lamps contain Mintary (Hg) Dispose of Br lamps accanding to Local, Provinced Sides of Technol Lamps.

**FRONT VIEW** 

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ISO 9001:2008 Certified Enterprise

www.pattisonsign.com

SIDE VIEW

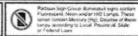
**FRONT VIEW** 

SIDE VIEW

Customer Approval:



This ways is intended to be existed in entendence with the requirements, of his ca you will be his entered. Decrease Code within other confluence local codes. This encursive people provincing and bounding of the logic



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ISO 9001:2008 Certified Enterprise

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## AG-21453A

**DIRECTIONAL SIGN** 

Installation: Interior:

✓ Exterior:

# Descriptions:

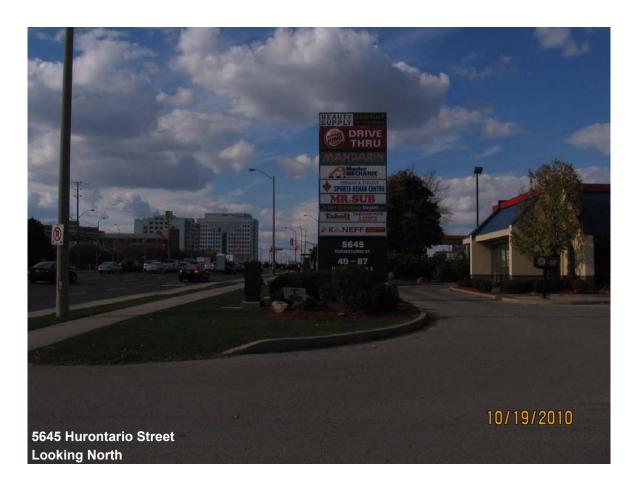
1 ILLUMINATED DIRECTIONAL SIGN SEE DRAWING #BUR1E1D1002 & BUR1XXDX038





·Tel (506) 735-5506 ·Fax (877) 737-1734 ·Toll Free 1-800-561-9798

Page: 1/1	Scale:	1" = 1'-0"	
Draftsman:	BROCK PRICE	Date: 09.17.2010	
Consultant:	A. GHANTOUS		
Site:	VARIOUS		
Client:	BURGER KING		







5645 Hurontario Street South Elevation



5645 Hurontario Street West Elevation



5645 Hurontario Street North Elevation



5645 Hurontario Street Looking South



January 25, 2011

**FILE:** 10-02638

RE: RE/MAX

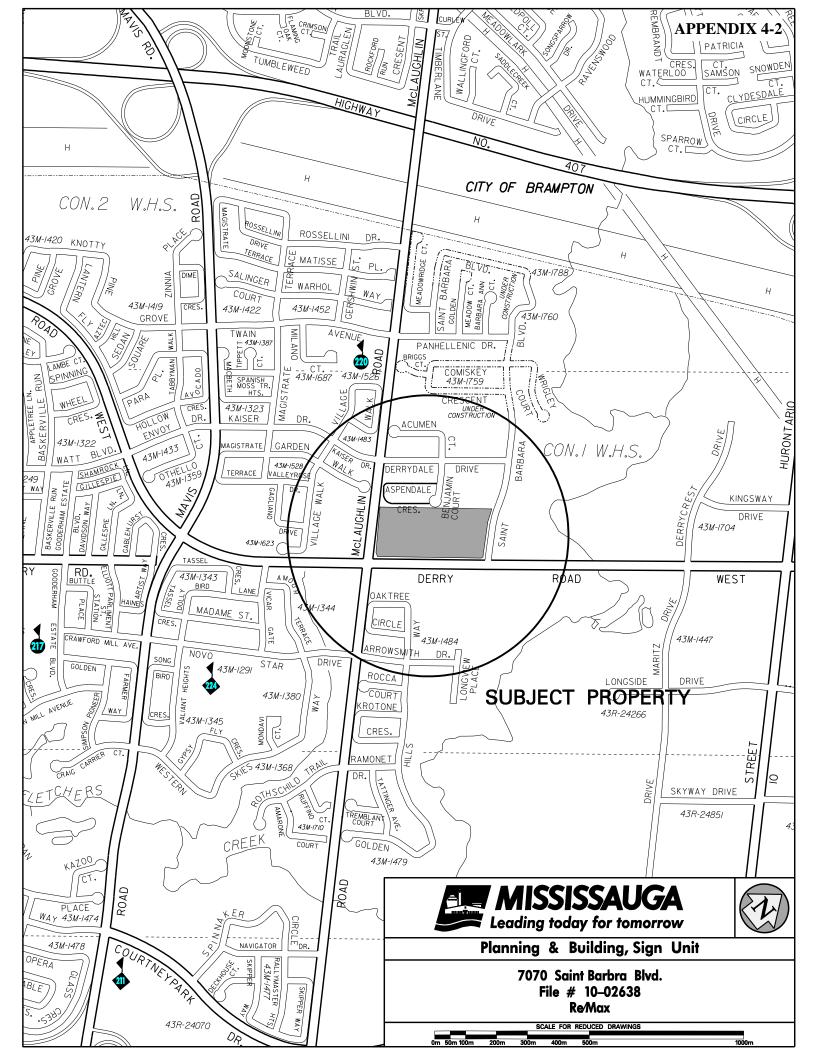
7070 Saint Barbara Blvd. - Ward 11

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

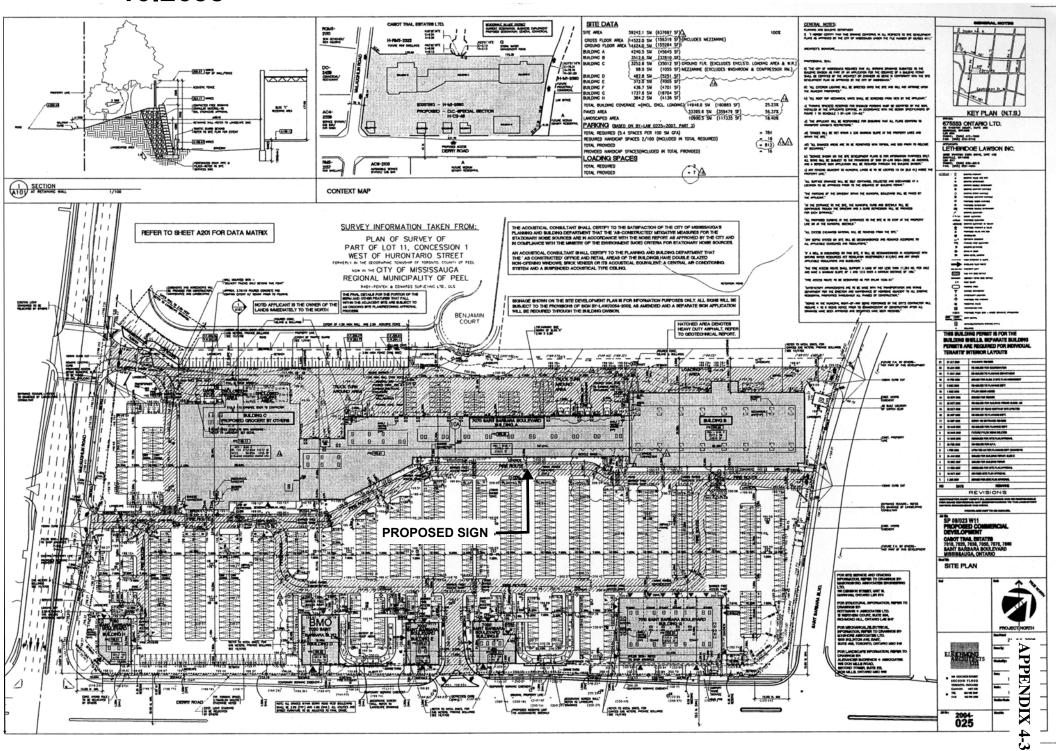
Section 13	Proposed
An area of a fascia sign installed on the front	One (1) fascia sign installed on the front
elevation of the unit shall not to exceed 20%	elevation of the unit with an area equal to
of the wall area.	24.47% of the wall area.

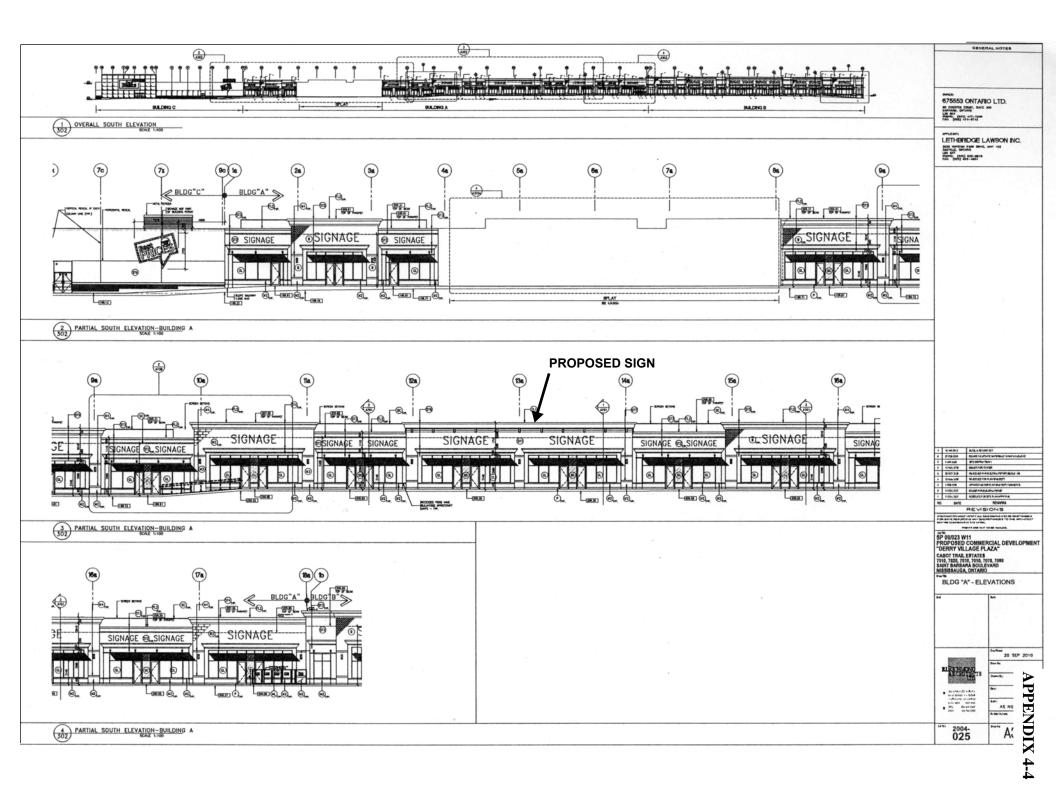
## **COMMENTS:**

The proposed fascia sign is approximately 4.47% larger than the permitted sign area, but is consistent in proportion with other fascia signs on the building. In this regard, Planning and Building finds the variance acceptable from a design perspective.



## 10.2638











7070 Saint Barbara Boulevard South Elevation