

Originator's

Files BL.03-SIG (2011)

PDC FEB 28 2011

DATE: February 8, 2011

TO: Chair and Members of Planning and Development Committee

Meeting Date: February 28, 2011

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 February 8, 2011 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested five (5) Sign Variance Applications described in Appendices 1 to 5 to the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances be granted:
 - (a) Sign Variance Application 10-03138
 Ward 1
 Fields Dollar Depot
 1225 Dundas St. E.

To permit the following:

(i) One (1) fascia sign with a sign area of 18.11 sq.m. (195 sq. ft.) or 24% of the building façade of the first storey.

(b) Sign Variance Application 10-02948Ward 2Suncor Energy385 Southdown Rd.

To permit the following:

- i) One (1) directional sign with a sign area of 4.46 sq. m. (48 sq. ft.) and a height of 3.66m (12 ft.).
- (b) Sign Variance Application 10-03352Ward 5Hershey's5750 Explorer Dr.

To permit the following:

(i) One (1) proposed fascia sign located on north elevation, between the limits of the top floor and the parapet being the 3rd fascia sign per building.

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 10-03302Ward 5Lechuza Playmobil6430 Kennedy Rd.

To permit the following:

i) One (1) fascia sign located on the east elevation of the building which is not an exterior wall of the unit occupied by the business. (b) Sign Variance Application 10-01918Ward 9Motel 62935 Argentia Rd.

i) One (1) ground sign located in the rear yard of a lot 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 five (5) Sign Variance Applications (see Appendices 1 to 5) 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: Fields Dollar Depot

Appendix 1-1 to 1-6

Suncor Energy

Appendix 2-1 to 2-7

Hershey's

Appendix 3-1 to 3-7

Lechuza Playmobil Appendix 4-1 to 4-8

Motel 6

Appendix 5-1 to 5-8

Edward R. Sajecki Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

February 8, 2011

FILE: 10-03138

RE: Fields Dollar Depot

1225 Dundas St. E - Ward 1

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

Section 13	Proposed
A fascia sign is permitted to have a	One (1) fascia sign with a sign area of 18.11 sq.
maximum sign area of 20% of the building	m. (195 sq. ft.) or 24% of the building façade of
façade of the first storey.	the first storey.

COMMENTS:

This variance is to permit a fascia sign covering 24% of the building façade where the by-law permits a fascia sign to cover 20% of the building façade.

This fascia sign is designed in a manner which is consistent in style and size with other fascia signs, on the same building, in this plaza. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

WHITEHORN MISSISSAUGA PROPERTIES

700 Applewood Crescent, Vaughan, ON, L4K 5X3

Telephone (416) 987-6800 Fax (416) 987-6810

December 20, 2010

City of Mississauga Planning and Building Department 300 City Center Drive Mississauga, ON L5B 2C1

Dear Sir or Madam:

RE: Application for a Sign Variance for unit 20 "Fields Dollar Depot" in the property located at 1225 Dundas Street East, Mississauga

Please consider the attached sign variance application for approval to allow a 3'11" (1.1m) x 50' (15.2m) Fields Dollar Depot illuminated flex face fascia sign as shown on the attached drawings. The current sign regulations state that the maximum sign area of a fascia sign in a shopping centre is 20% of the building façade of the first storey. In regards to the Fields signage location, 20% of the building façade of the first storey is 14.69 square meters and the area of the Fields Dollar Depot sign is 18.1 square meters (the signage area is only over 3.4 square meters or about 25% the building façade).

The signage represents Fields Dollar Depot's corporate image which has been established nationwide. To have smaller signage would not match the corporate logo which Fields is known for.

The proposed Fields signage is sized this way to allow clear identification of the tenant's location, to provide good visibility from adjacent streets and to match the overall look of the shopping plaza's signage. It adds esthetic appeal to the plaza. Attached to this letter, please find photos of other signage in the plaza located at 1225 Dundas Street East.

We hope you will approve the variance.

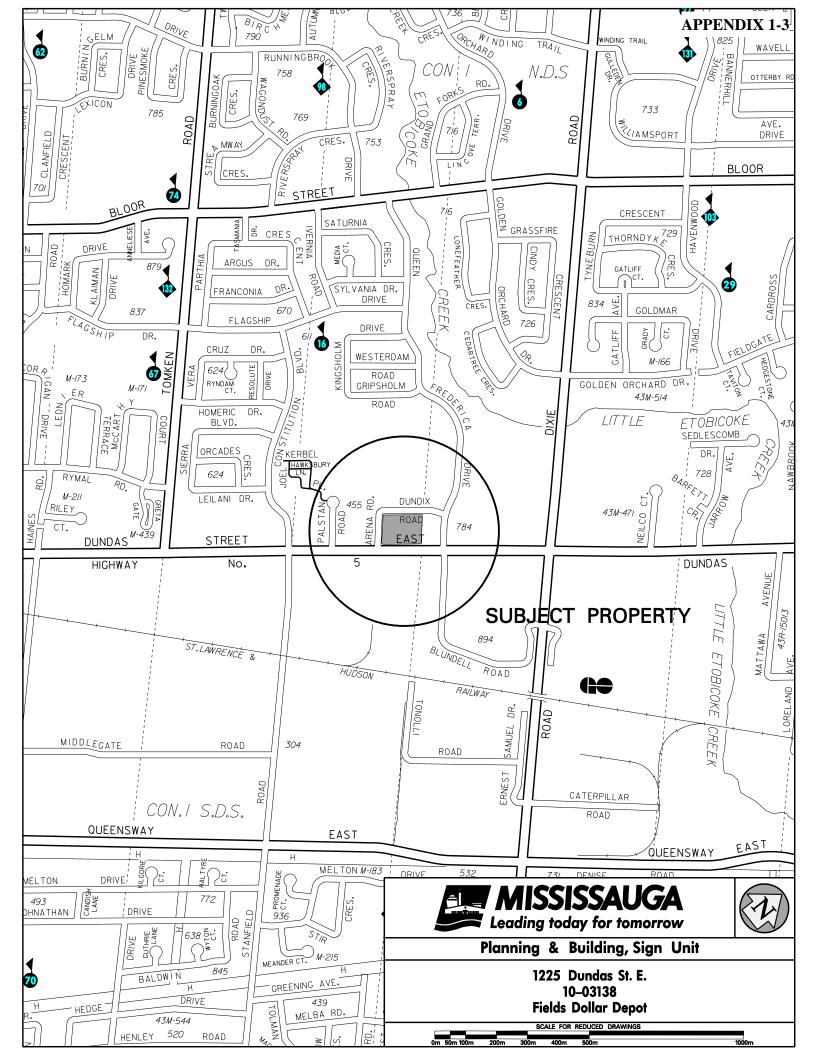
Regards,

Yours very truly,

WHITEHORN MISSISSAUGA PROPERTIES

Lucia Chan

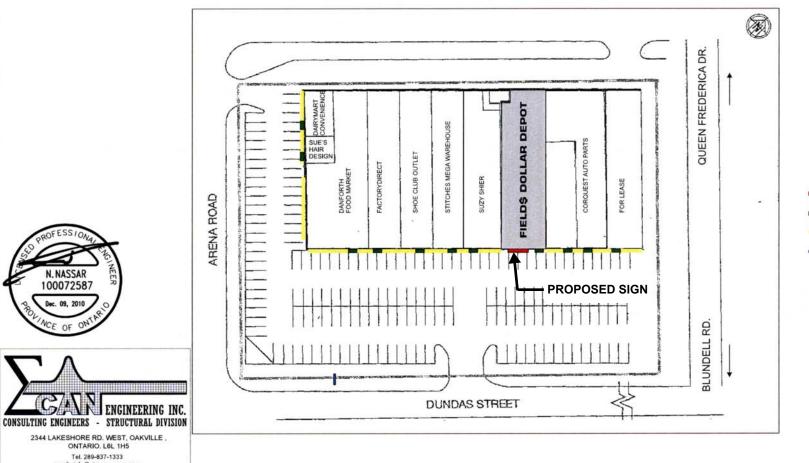
Agent for the Landlord



SITE PLAN

100072587

ONTARIO, L6L 1H5 Tel. 289-837-1333 email. info@sigmacaneng.com website. www.sigmacaneng.com



LEGEND

- = NEW FASCIA SIGN
- = ENTRANCES
- = EXISTING FASCIA SIGNS
- = EXISTING PYLON SIGN

Customer:	Fields	Sales:	Jeff Pilgrim	
Address:	1225 Dundas St.		Sept. 9 /10	
	Mississauga, ON	Revision:	Sept. 14 /1022 /1027/10	
Designer:	SV	Scale:		
Page:	3	File Name:	Mississauga 1225 Dundas.cdr	





1140 Blair Rd. Burlington, ON L7M 1K9 Phone: (905) 335-6664
Fax: (905) 335-2712
E-mail: info@jonesneonsigns.com
Website: www.jonesneonsigns.com



WHITE COPY

Confirmed Wall Area 50'-0" 15.2m Sign FIELD\$ DOLLAR DEPOT 4'-11/2" 3'-11" 1.2m 1.1m

> SIGN AREA: 195.65 sf. (18.1 sm.) WEIGHT: 1000 lbs.±

PROVIDE ONE (1) NEW ILLUMINATED SF FLEX FACE SIGN

APPLIED TO 1st SURFACE OF WHITE FLEX FACE MATERIAL

3M LIGHT TOMATO RED 3630-43 VINYL BACKGROUND

SIGNCOMP 2" RETRO FRAME COVER 2115,

ILLUMINATED BY FLUORESCENT LAMPS

SIGNCOMP 2" RETRO FRAME 2112, ALUMINUM CABINET, PAINTED RED 15'-5" 4.6m

Electrical

SITE CHECK NOTES:

50'-5" 15.3m

10" FROM WALL TO FRONT OF BULKHEAD

STEEL BACKGROUND

THICKNESS OF "FOR LEASE" SIGN IS 7½"

11/2" ANGLE BRACES 1/4" Dia. X 3" @ 4'-0" O/C





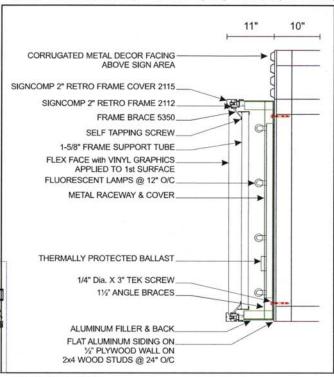


2344 LAKESHORE RD, WEST, OAKVILLE, ONTARIO, L6L 1H5 Tel. 289-837-1333 email. info@sigmacaneng.com website, www.sigmacaneng.com

Wind load data: q 1/10= 7.73 psf q 1/50= 10.24 psf Importance category: Normal Building Importance factors: Iw[ULS]=1.0 Iw[SLS]=0.75

Wind pressure [ULS]=33.85 psf (factored) Wind pressure [SLS]=18.13 psf (factored) Snow load data: Ss=1.10 Kpa Sr= 0.4 Kpa Importance category: Normal Building Importance factors: Is[ULS]=1.0 Is[SLS]=0.30

Snow load [ULS]=26.74 psf (Unfactored) Snow load [SLS]=24.02 psf (Unfactored)



SECTION VIEW

Customer:		
Address:	1225 Dundas St.	
	Mississauga, ON	
Designer:		
Page:	1	

Jeff Pilgrim Sales: Sept. 9 /10...Sept. 13 /10...14 /10...22 Date: /10...27/10..29 /10... Oct. 7 /10..Dec. 7 /10 Revision: 1/8"=1'-0" Scale: File Name: Mississauga 1225 Dundas.cdr



1140 Blair Rd. **Burlington, ON** L7M 1K9 Phone: (905) 335-6664 Fax: (905) 335-2712 E-mail; info@jonesneonsigns.com Website: www.jonesneonsigns.com





SIGN VARIANCE APPLICATION REPORT Planning and Building Department

February 8, 2011

FILE: 10-02948

RE: Suncor Energy

385 Southdown Road - Ward 2

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

Section 18	Proposed
A directional sign shall have a maximum sign	One (1) directional sign with a sign area of
area of 0.75 sq. m. (8.07 sq. ft.) and a	4.46 sq. m. (48 sq. ft.) and a height of 3.66m
maximum height of 1.2m (3.93 ft.).	(12 ft.).

COMMENTS:

Sign By-law 54-2002 as amended defines a directional sign as "any on premises sign which gives directions or instructions for the control of vehicular or pedestrian traffic and shall include an entry and exit sign;"

The proposed directional sign is to replace an existing directional sign. There are no other directional or ground signs on this site. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

9 Kyle APPENDIX 2-2 Lindsay,Ontario K9V 0E2 Tel: (416) 254-6928

Fax: (705) 320-8387 e-mail: rdoran3@cogeco.ca

Robert Doran and Associates

September 17, 2010

City of Mississauga 300 City Centre Drive Mississauga ON. L5B 3C1

ATTENTION: Planning and Building Department

Sign Unit

RE: Suncor Energy Inc Mississauga Lubricants Centre

Southdown Road, Mississauga

LETTER OF RATIONALE FOR SIGN VARIANCE APPLICATION

PERMISSION TO REPLACE EXISTING DIRECTIONAL SIGN LARGER THAN PROVIDED FOR IN THE SIGN BY-LAW

Suncor Inc. is proposing to install a directional sign which will replace existing sign at the entrance to one of the parking areas for this large lubricant manufacturing facility as part of the corporate rebranding of the premises. The following sign is being proposed:

Proposed directional sign "MS20" (ME40) is 2.438 m (8 ft) wide and 3.66 m (12 ft) in height. Sign face area is 4.46 sq m (48 sq ft)

The Mississauga Sign By-law requires that a directional sign have a maximum height of 1.22 m (4 ft) and a maximum sign face of 0.75 sq m (8 sq ft) To be readily visible to tractor trailer drivers who are trying to determine which entrance to use, the directional signs must be somewhat larger than permitted in the sign by-law.

The Mississauga Lubricants Centre is a large and busy facility generating a considerable amount of transport truck traffic. There are no less than five separate entrances into the facility and this can create confusion for truck drivers visiting the plant. To assist the large fuel carriers in locating the appropriate entrances and to allow the trucks to exit from Southdown Rd as expediently and safely as possible the terminal signs must be readily seen from the roadway and allow the driver to slow down and signal for a proper turn into the terminal.

The signs are used to distinguish the various entrances and to eliminate any confusion. They must be at the proper height and be large enough to be easily seen by moving fuel carriers.

-Page 2-

The Suncor property has a total frontage on Southdown Rd of 2 kms with 5 access points from Southdown Rd.

Suncor is not applying for additional ground signs. It is only applying to replace existing signs with signs which have been designed specifically for use at Suncor Terminals across Canada and to provide a consistent corporate image.

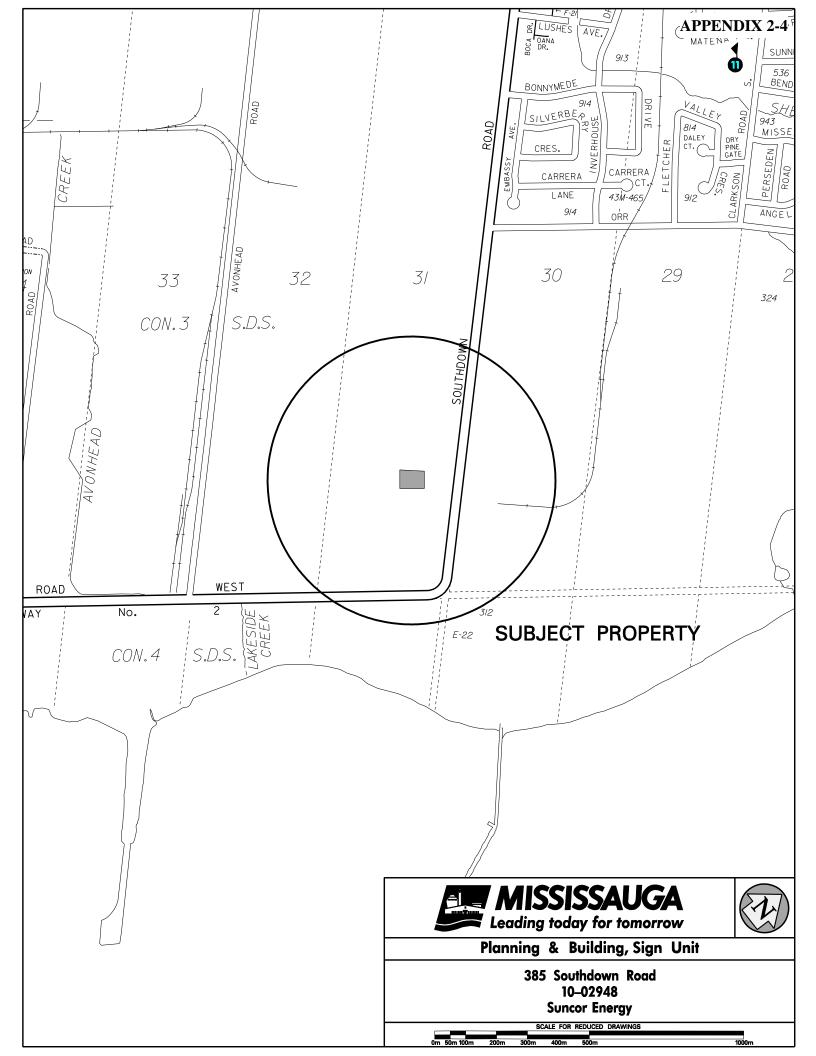
I respectfully request that this sign variance application be approved.

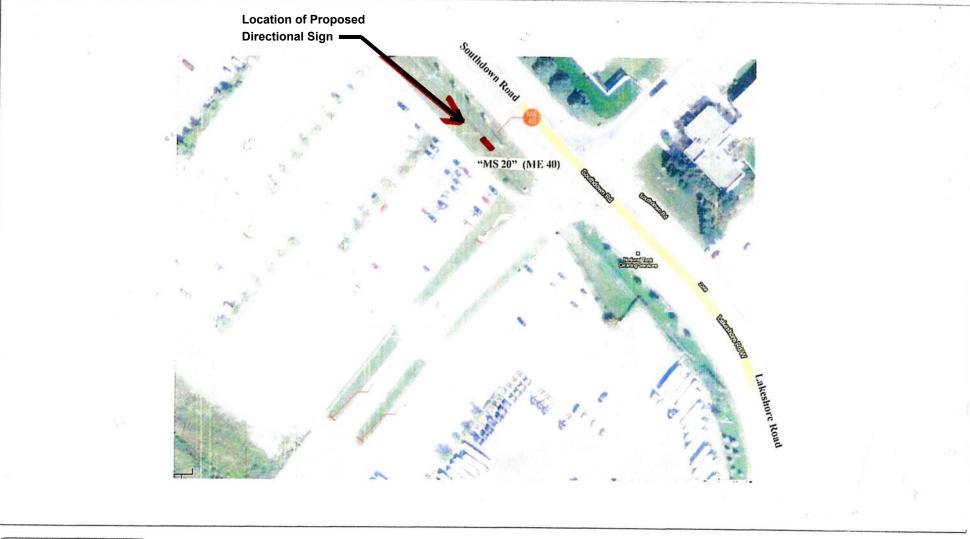
Yours very truly,

ROBERT DORAN and Associates

Bob Doran

Managing Director





abio

Abia Inc. 200, 1804 10th Ave SW Callpany, AB T3C 0.5 Canada 1// 403.268.3384 (ar 403.532.5606 bread uteraty, weights, maily)

This drawing consists of design constructions with, a disnect many way, it timbes to be used as at explained other design, and a given as a new to the actual material or an advantage and advantage and explained as a given as generated. About me and the actual materials are actually as a given as

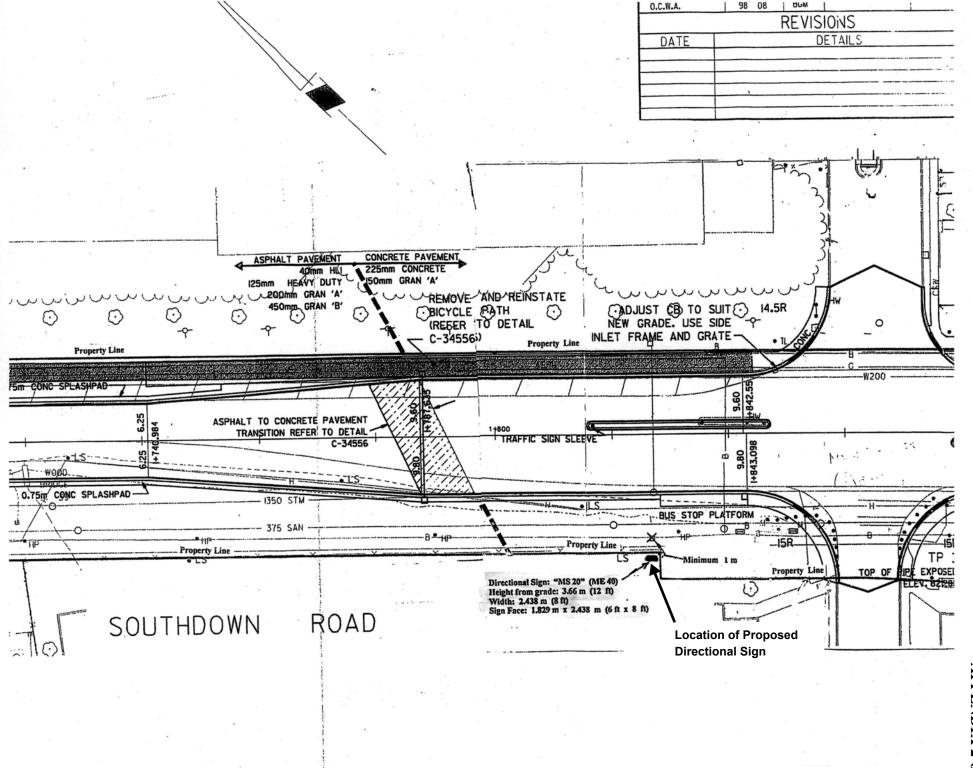
Project Name	SUNCOR ENERGY – MISSISSAUGA LUBRICANTS CENTR	-	
	SONCON ENERGY - WISSISSAUGA LOBRICANTS CENTR	E	
Desergtion			
Discription	Exterior Plot	June 16, 2010	

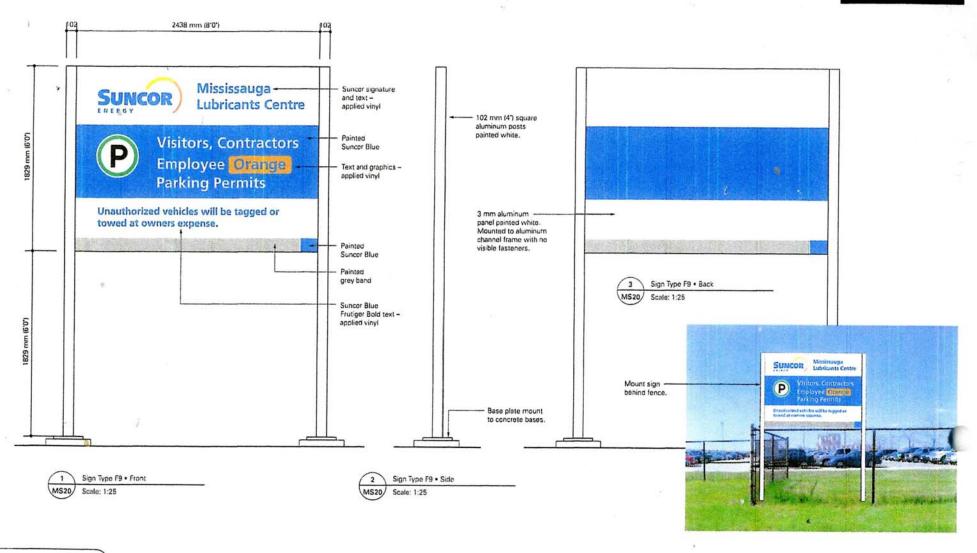
Suncor Energy Inc. Mississa uga Lubricants Centre Roll No: 21-05-020024-02400-0000

MS01.6

LEGAL DESCRIPTION;

Plan 312, BLK A, All Plan 324, Toronto Con 4 SDS Lot 29 and Pt Lot 28, Toronto Con 3 SDS Pt Lots 28-30, Pt Road Allow between Cons 3 and 4 SDS





abio

ASIG Inc. 200, 1604 10th Ave SW Calgary, AB TIC 0JS Canada

nel 463,266,3284 No. 463,532,0696 Bread identity integrity restry

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Project Name	SUNCOR ENERGY - MISSISSAUGA LUBRICANTS	CENTRE			Comments	Brawing Number
Description	Sign Type F9 • Free-Standing Double-Sided Post and Panel	4	Date	June 18, 2010		MS
Project No.	9-1055.2		State	1:25	All measurements are in mm	1,1,10



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

February 8, 2011

FILE: 10-03352

RE: Hershey's

5750 Explorer Drive - Ward 5

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

Section 13	Proposed
Two (2) fascia signs per building located	One (1) proposed fascia sign located on north
between the limits of the top floor and the	elevation, between the limits of the top floor
parapet or roof level.	and the parapet being the 3 rd fascia sign per
	building.

COMMENTS:

The proposed fascia sign will be the second sign between the upper storey and parapet on the north elevation of the office building. As only two of the three signs will be visible from this elevation of the building, the Planning and Building Department finds the variance acceptable from a design perspective.



December 2, 2010

City of Mississauga Planning & Building Department 300 City Centre Drive 9th 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.

We wish to make application to permit an additional building top fascia sign for the property at 5750 Explorer Drive. This variance would allow more signs than are permitted under the provisions of Sign By-law 54-2002. You will recall earlier this year, variances were granted at the June 28, 2010 PDC meeting, under file 10-1167, to permit two undersized TATA and Investors Group building top fascia signs at the south elevation of the building. Currently, the north elevation of the building (facing Highway 401) has one Hersheys sign and this application is seeking variance approval to permit a second sign on the north elevation. We believe the proposed additional building top fascia sign for the north building face is appropriate in that it will only comprise an area of 11.5 m², which when combined with the existing Hersheys sign, still falls short of the maximum 28 m² that is actually permitted. In our opinion, the 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 m². In view of this and of the approvals granted under file 10-1167 for two smaller signs on the south face of the building that will have an identical condition, we are seeking your support of the requested variance. In support of the proposed permit and variance application, please find enclosed the following:

 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 Driive with the proposed building top signs sited and dimensioned thereon;
- 3. 3 copies (11 x 17) of the Site Plan for 5750 Explorer Drive
- A disc copy of the south building elevation and site plan for 5750 Explorer Drive;
- 5. A letter of authorization from the property owner (Explorer Drive Equities Inc.) consenting to the installation of the proposed signs;
- 6. 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

Senior Associate

Encl.

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

EXPLORER DRIVE EQUITIES INC. c/o Redcliff Realty Advisors Inc. 40 University Avenue, Suite 1201 Toronto, ON, M5J 1T1

November 22, 2010

City of Mississauga 300 City Centre Drive, Mississauga, Ontario L5B 3C1

Dear Sirs;

Re: Application for Sign Variance – 5750 Explorer Drive, Mississauga, ON (the "Building")

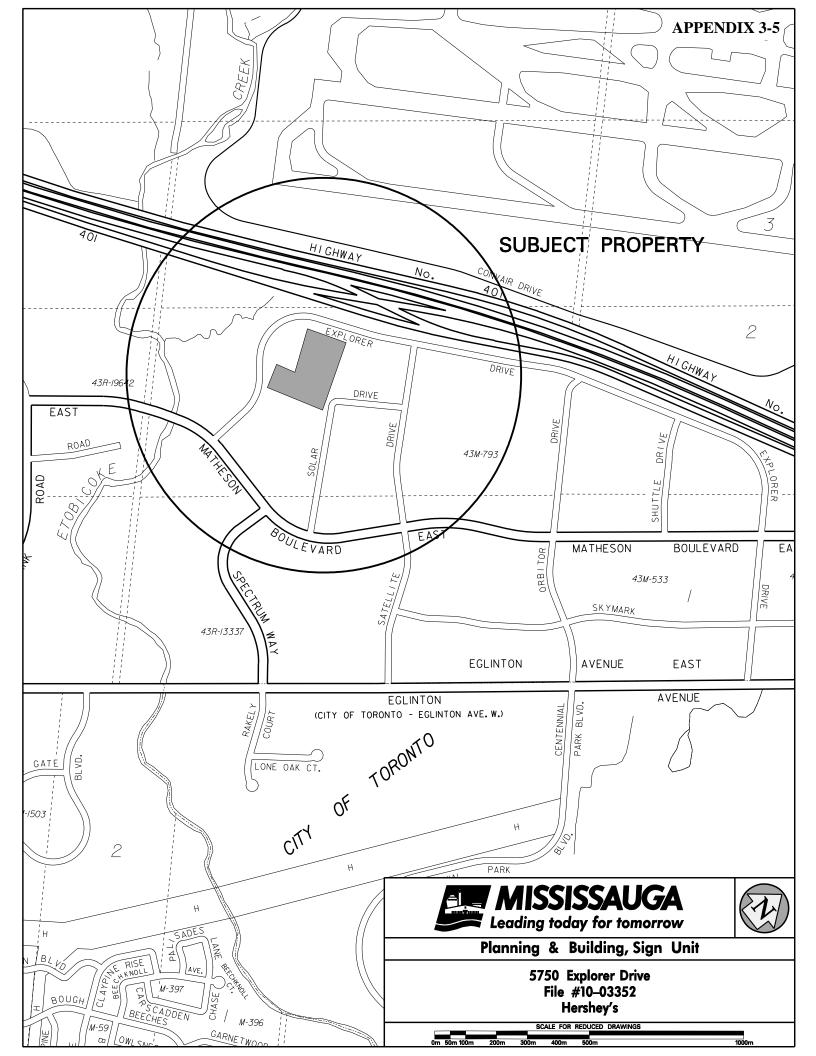
The Owner of the Building, Explorer Drive Equities Inc., hereby consents to the variance application to permit an additional building top sign on the north façade of the above-noted Building.

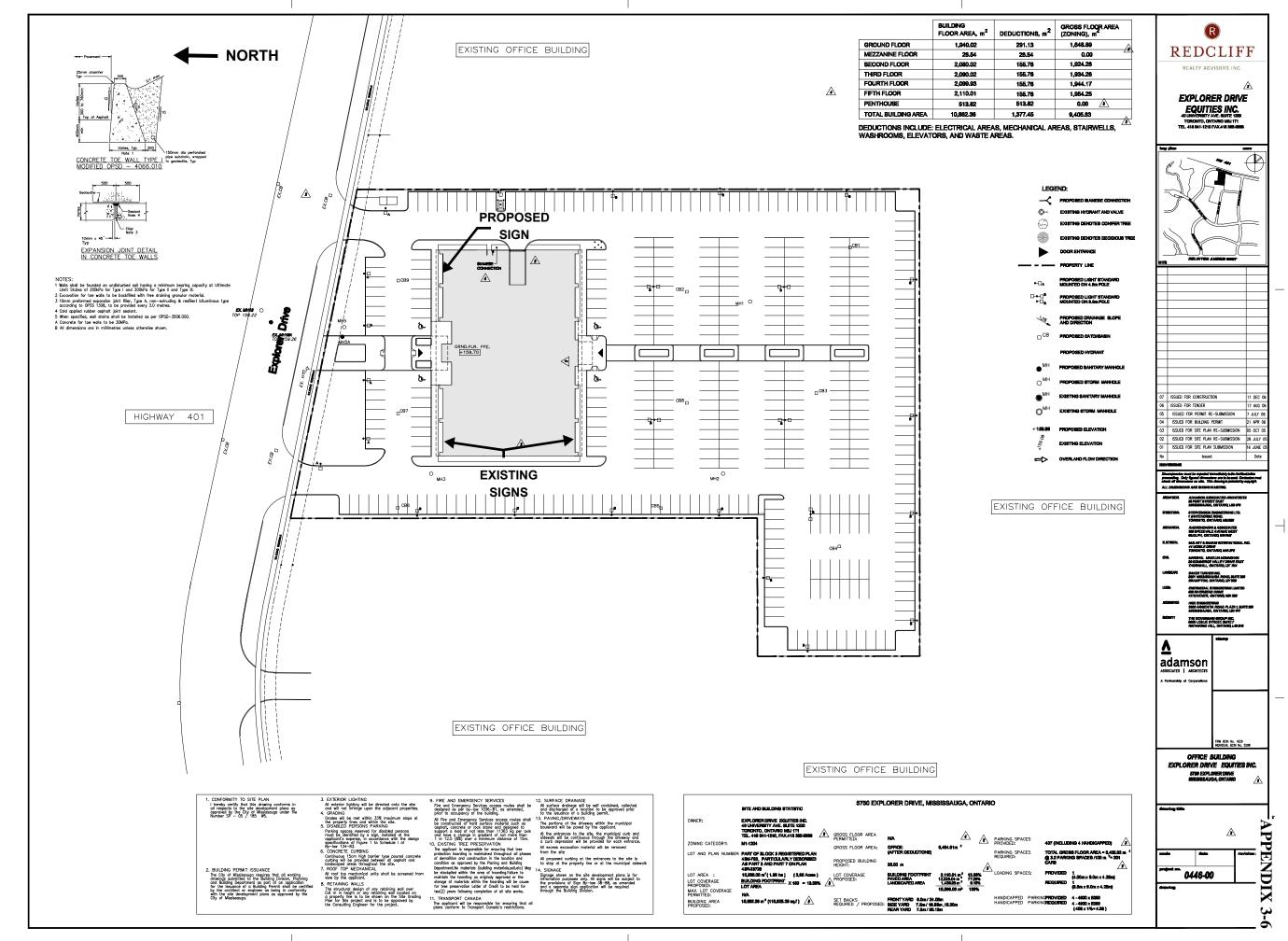
If there are any questions regarding the foregoing please contact Jeff Tripp at (416) 941-7805 or tripp@redcliffrealty.com.

Yours truly,

Meffrey D/ Vripp Authorized Signing Officer







5750 EXPLORER DRIVE MISSISSAUGA, ON

ILLUMINATED CHANNEL LETTERS

APPROVED BY:

10 natureview court bolton ontario I7E 2N2 info@signone.ca

AND MAY NOT BE USED IN ANY FORM WITHOUT PERMISSIC

APPROVED AS PER LAYOUT / SPECIFICATIONS INDICATED ON THIS DOCUMENT

NOTICE: ALL ARTWORK SHOWN IS THE SOLE PROPERTY OF SIGNONE



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

February 8, 2011

FILE: 10-03302

RE: Lechuza Playmobil

6430 Kennedy Road - Ward 5

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

Section 13	Proposed
A fascia sign shall be located on the unit	One (1) fascia sign located on the east
occupied by the business.	elevation of the building which is not an
	exterior wall of the unit occupied by the
	business.

COMMENTS:

The proposed fascia sign is to be located on an exterior wall of a unit not occupied by the tenant. The proposed sign does not have design merit and would set a precedent for other tenants to follow. As there is an opportunity for a ground sign on each of the street frontages of the property which could identify all the tenants of the building, the Planning and Building Department cannot support the variance.



AMB ANNAGEM CANCO INC.

December 20, 2010

City of Mississauga Planning and Building Dept. Sign Unit 300 City Centre Dr. Mississauga, ON L5B 3C1

Re: Sign Variance at 6430 Kennedy Rd.

Dear Sir/Madam,

The building located at 6430 Kennedy Rd., Mississauga, Ontario, L5T Z5 is a large multi-tenant commercial building with the longest side facing Kennedy Rd. and the entrance facing Annagem Blvd., a small side street.

Because Playmobil's unit entrance is not actually located on Kennedy Rd., clients, suppliers and emergency vehicles have difficulty finding Playmobil Canada which is located in the furthest unit from Kennedy Rd. as indicated on the attached elevation drawing.

We are therefore requesting for a sign variance to be granted allowing Playmobil Canada to erect a second sign located on the east wall of the building and facing Kennedy Rd. as indicated on the attached drawing.

Your favourable response to our request would be greatly appreciated.

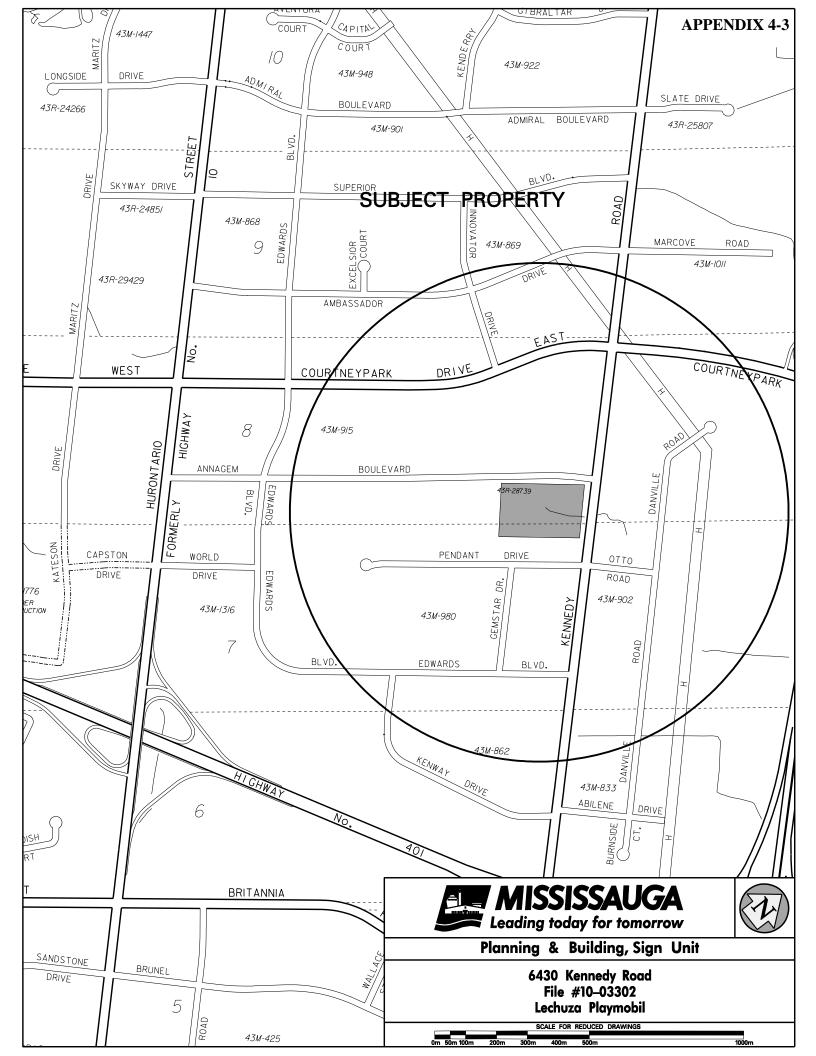
Regards,

AMB ANNAGEM CANCO INC.

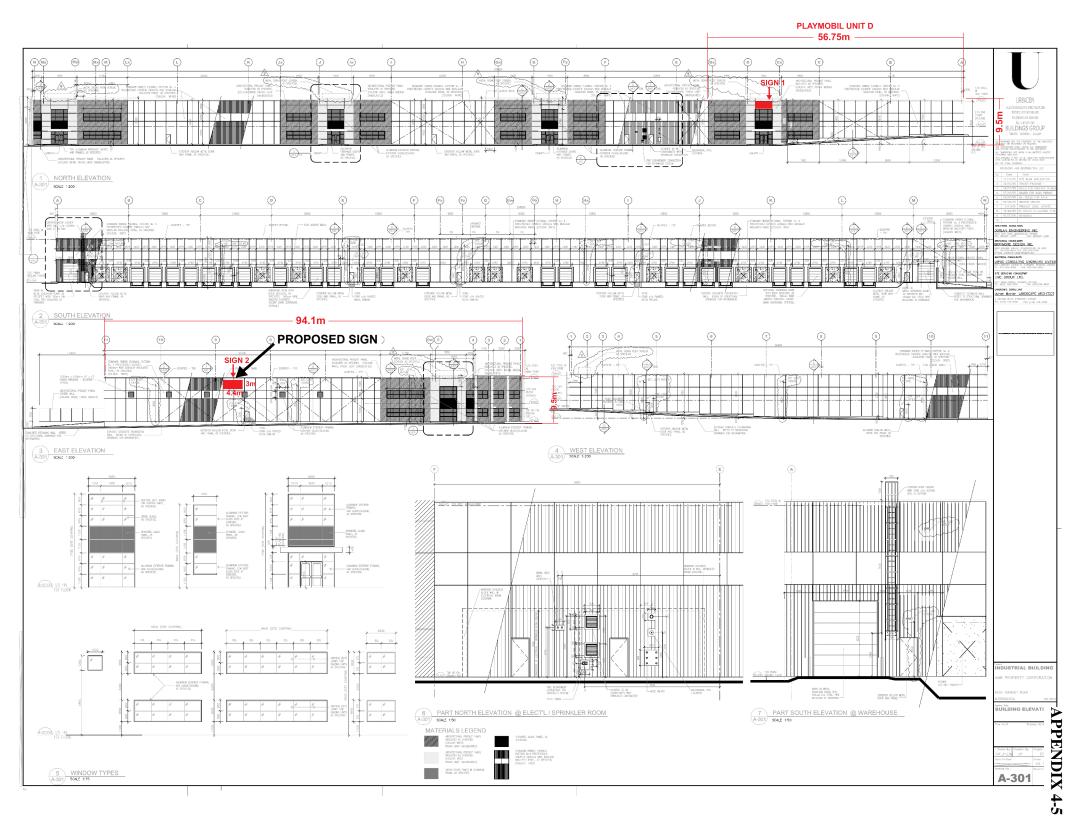
c/o AMB Property Ganada Ltd.

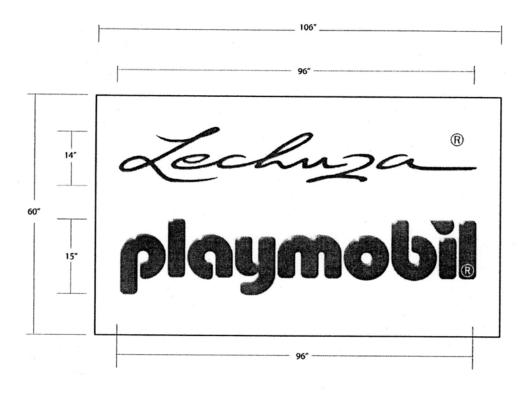
John P. Drake RPA

Vice President, Operations and Leasing



APPENDIX 4-4





NOTES:

- 1) CARRIER BOX: 60" x 106" x 2"DEEP
- 2) CARRIER BOX W/ VERTICAL ANGLE STIFFENERS TO BE A MIN. OF 1 ½" X 1 ½" X 3/16" @ A MAX. OF 4'-0" O/C
- 3) WEIGHT OF THE SIGN AND CARRIER BOX TO BE 300 LBS.

No. 1	
11	
-	
NAME WITH THE PARTY OF THE PART	

NEW STYLE SIGNS LIMITED 6635 Kitimat Road.
Unit 35, Mississauga, On Pho: 905-363-0101

Fax: 905-363-0296

www.newstylesigns.com

NT: PLAYMOBIL

ATTN: Richard Brookes

Ph: (905)542-8697 ext. 232 Ex: (519)542-9008 PLAYMOBIL

PROJECT:

DESCRIPTION:

ILLUMINATED CHANNEL LETTERS ON CARRIER BOX LOCATION: 6430 KENNEDY RD.

Please sign & return to authorize production

X.

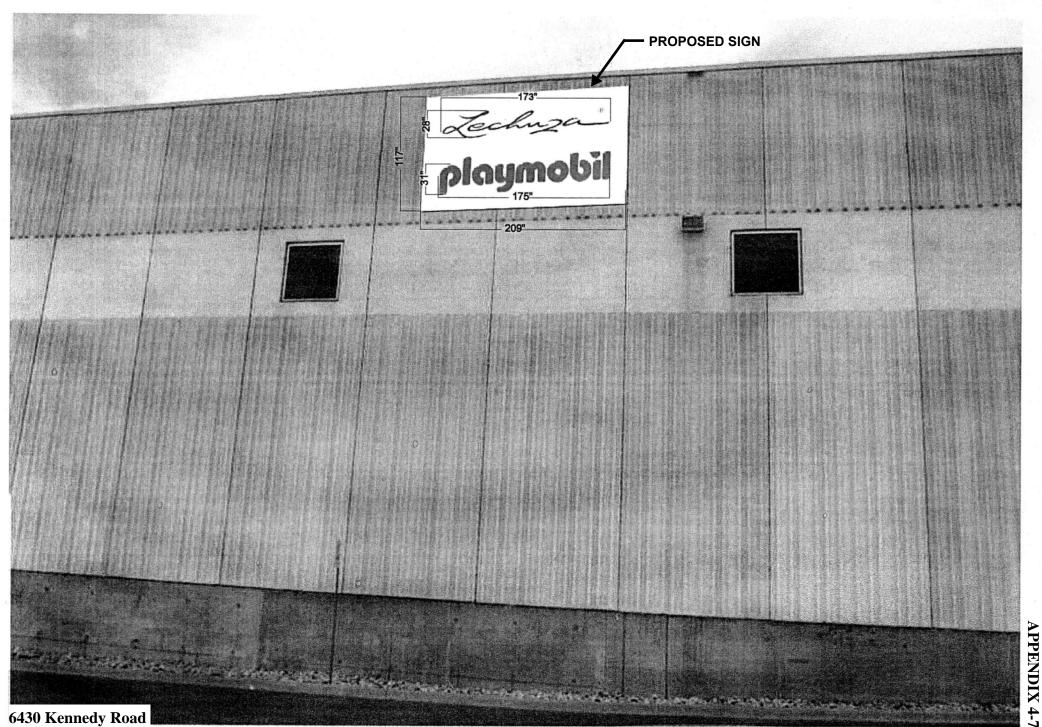
THE DESIGNS AND IDEAS INCORPORATED IN THIS
DRAWING ARE COPYRIGHTED BY NEW STYLE SIGNS
AND ARE SUBMITTED FOR CUSTOMER APPROVAL ONLY.

SCALE NTS DWG NUMBER

DRAWN BY

K.R.

DATE PAGE 1/2 NOV. 16, 2010



East Elevation





SIGN VARIANCE APPLICATION REPORT Planning and Building Department

February 8, 2011

FILE: 10-01918

RE: Motel 6

2935 Argentia Rd. - Ward 9

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

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

COMMENTS:

At the Planning and Development Committee meeting on November 15, 2010, the recommendation for refusal was deferred at the request of the Ward Councillor. Staff met with the Ward Councillor and the applicant to discuss the proposal. In this regard, the Planning and Building Department still does not find the variance within the intent of the Sign By-law and therefore can not support the request.

The intent of Section 16 of the Sign By-law 0054-2002 is limit ground signs to the portion of the lot adjacent to a public street. Ground signs are not permitted in rear or side yards that do not have frontage on a street. It is not appropriate to allow ground signs in such instances where the rear or side yard abuts an expressway. The identification of the business and visibility from the expressway is more appropriate through the use of a fascia sign. Fascia signs are currently installed in the tower element of the building and provide identification along the Highway 401 frontage.

It is noted that the applicant has revised their proposal to include a solid base (see Appendix 5-8 dated January 13, 2011).

255 PINEBUSH ROAD, CAMBRIDGE, ONTARIO, CANADA NIT 1B9 TEL: 519.622.4040 FAX: 519.622.4031



2340 BRIGHTON HENRIETTA TOWN LINE ROAD, ROCHESTER, NY U.S.A. 14623 TEL: 585.427.9050 FAX: 585.427.9051

July 6, 2010

City of Mississauga Attn: Building Department 300 City Centre Drive Mississauga Ontario L5B 3C1

Re: Fieldgate Commercial - Motel 6 Sign Variance - 2935 Argentia Rd

Please accept this letter on behalf of our clients, Winston Argentia Developments Limited – 2945-2975 Argentia Rd, to obtain permission to move an existing ground sign 210' at 2935 Argentia Road to the East in order to increase visibility of the sign from Winston Churchill Blvd. The proposed location of the sign requires variances due to the fact that the sign exceeds the by-law maximum of 7.5m (24'6"). The existing sign is 7.87m (25'10") from grade, a mere 16" larger than what the by-law permits. Through extensive negotiations with our client, Motel 6 is also seeking an additional pylon sign at the rear of the property along the 401 frontage. The Mississauga sign by-law restricts signs from being placed in a rear yard along the 401, and therefore a variance is required to allow the proposed placement.

Due to the existing location of the pylon sign for Motel 6, there is not very good visibility from Winston Churchill Blvd, one of the city's main arterial roads (see photo "a" – attached). As a result of the negotiations with our client, Motel 6 has requested that we apply to move their existing sign so that it is visible from Winston Churchill Blvd. Due to the curvature of Argentia Rd in this specific area, a more suitable location from the Motel sign is on the east side of the Motel 6 entrance so that both of our clients' and the Motel sign are visible from Winston Churchill Blvd. (See attached plan and photo "b")

The Mississauga sign by-law restricts ground signs from being placed in rear yards along 401 frontages, however the MTO allows it province wide. Motel 6 is proposing a sign to be placed in the rear yard so it will be exposed to the 401 east and westbound lanes as it would maximize their exposure to the largest demographic of people possible. This section of the 401 corridor experiences considerable volume (over 400, 000 vehicles per day), and much of that volume comes in the form of commercial trucks driving long distances, as well as vehicles driving for travel or business purposes. A sign along the 401 is the ideal identifier in conjunction with Motel 6's well known branding to allow drivers who may be road wary a reputable and affordable location to stop within the city limits of Mississauga. There are many other businesses with signs along the 401 within the city of Mississauga, and the addition of a Motel 6 sign would by no means jeopardize the appearance of this corridor.

Signage is the main identifier to pedestrian and vehicular traffic. While Motel 6 currently has a sign on site along the Argentia frontage, with the reduced visibility it is not serving its main function as an identifier to the passing public. The poor visibility and shrouded site lines to the current location of the sign could be detrimental to the viability of Motel 6 as a business, as motorists on Winston Churchill Blvd

255 PINEBUSH ROAD, CAMBRIDGE , ONTARIO, CANADA N1T 189 TEL: 519.622.4040 FAX: 519.622.4031



2340 BRIGHTON HENRIETTA TOWN LINE ROAD, ROCHESTER, NY U.S.A. 14623 TEL: 585.427.9050 FAX: 585.427.9051

could easily miss the site and drive on to the next available lodging location. Further to that point, vehicular traffic along the 401 could miss the site without appropriate identification at the rear yard as well, and drive to the next exit or out of the city limits entirely to find an appropriate lodging establishment.

I would ask council to approve this variance for both the re-location of the sign as well as the approval to erect a new sign in the rear yard along the 401. The re-location of the sign has a very minor impact on the overall streetscape as the sign already exists, and will only be moved 210' to the East. The new location on Argentia Rd along with the newly proposed sign at the rear of the site along the 401 will better serve a local lodging establishment by allowing them to have a higher degree of visibility to the public. The increased visibility to the signage would have a positive impact on the business, as it holds drawing power to attract more people to stay at this location which is conveniently located adjacent to many other local commercial businesses that could also benefit from more overnight stays at Motel 6. For any questions or concerns regarding this application, please contact the undersigned.

Thank you,

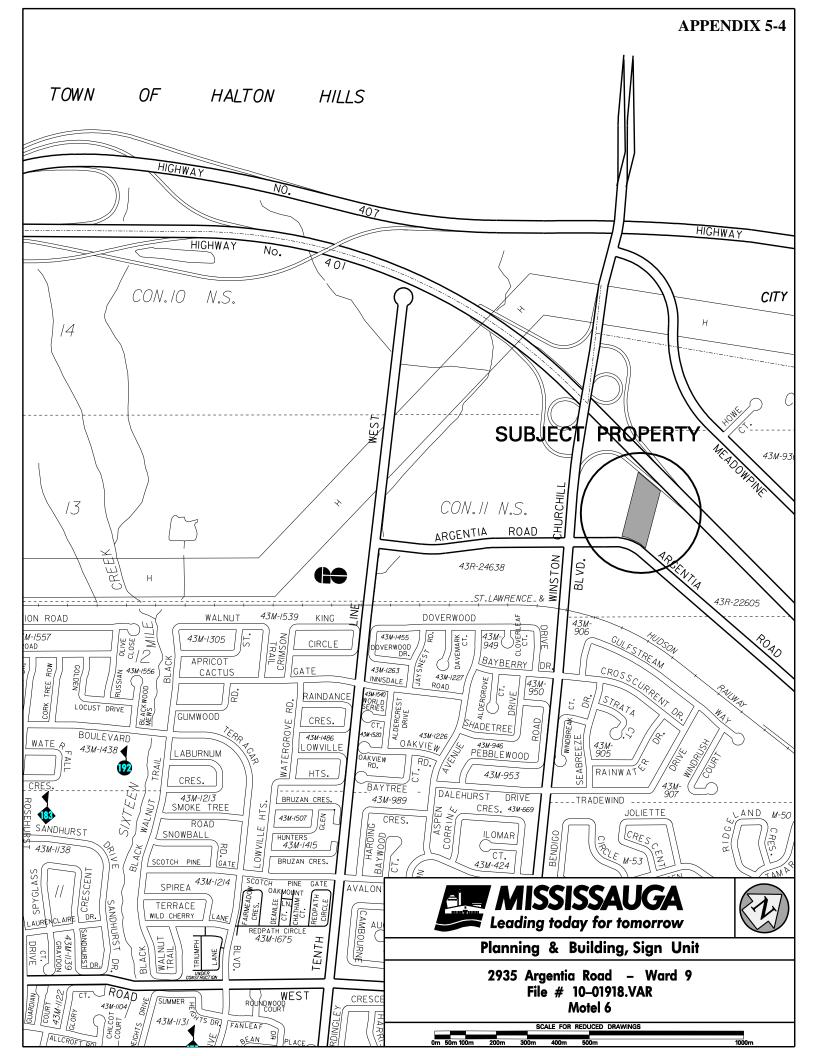
Nathan Dart

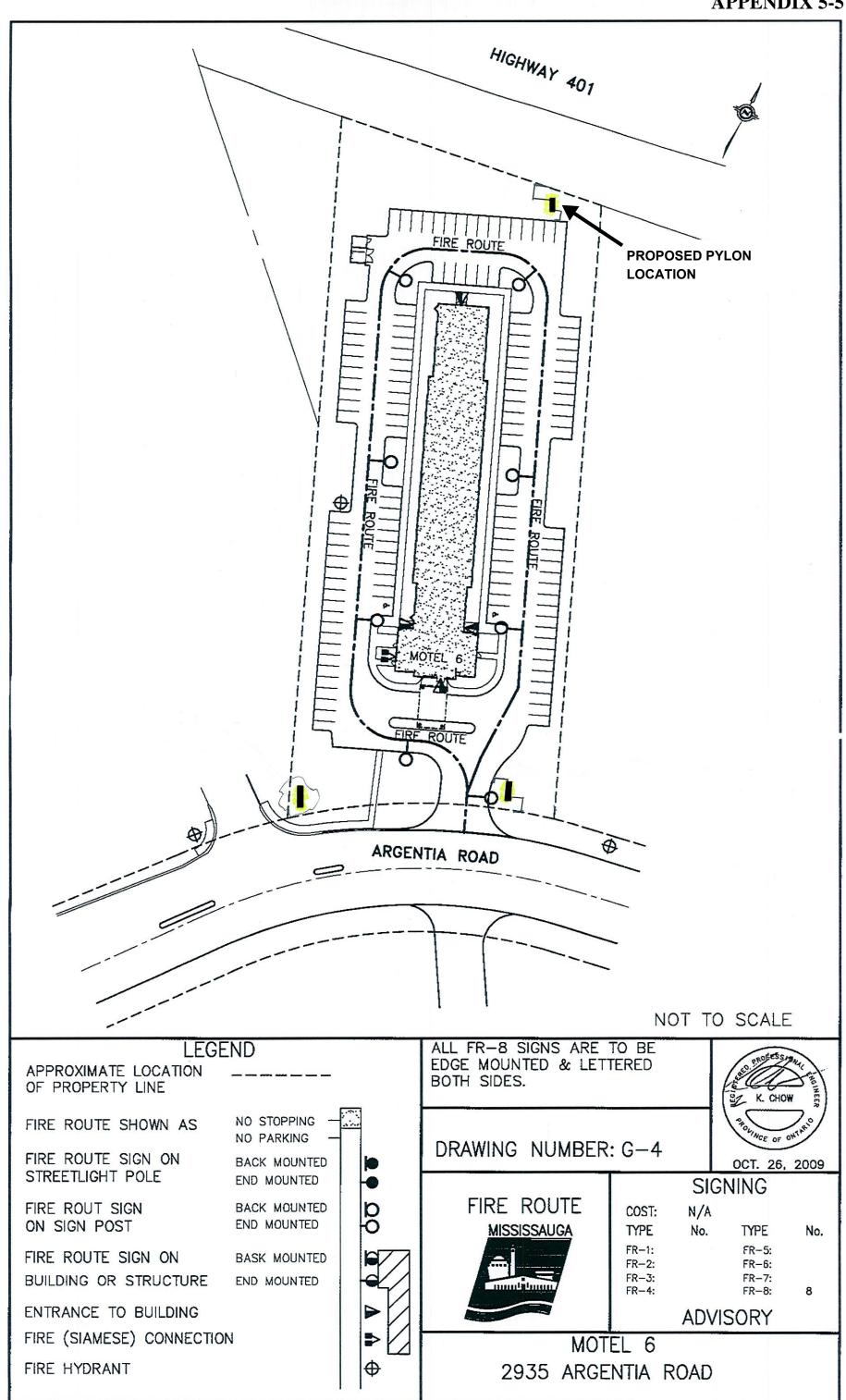
Ila

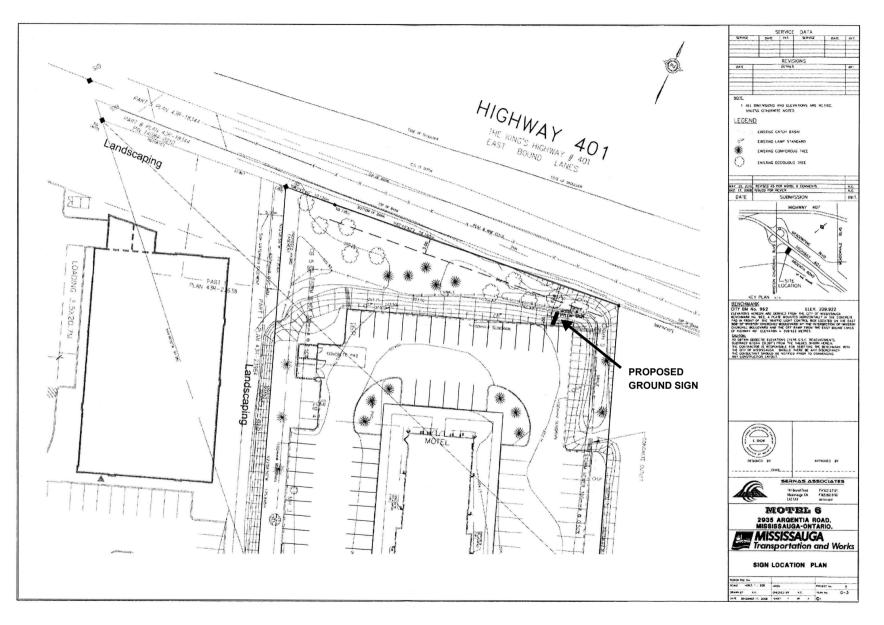
Pride Signs - Permit Coordinator

Tel: (519) 622-4040 x274 Fax: (519) 622-4031

Email: ndart@pridesigns.com







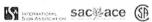
Material Specifications

- · Aluminum constructed filler and pts frame cover to be painted pms 2930c
- · Aluminum constructed 2" h-divider to be painted pms 2930c
- · Digitally printed white flex face material
- T12 illumination

- 3/16" acrylic face with vinyls applied to first surface
- · Text to be white on a black 3m #3630-22 background
- 14.25" x 34" room rate red L.E.D display
- · 10" high digit display
- . 10" dia. H.S.S. steel post and base plate to be painted pms 2930c











755 PINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: \$19.622.4010 FAX: \$19.622.4031 WWW.PRIDESIGNS.COM

2945-2975 Argentina Road Mississuaga, Ontario

Fieldgate Commerical Developments Ltd.

DRAWN BY: J. Lewis DATE: July 7, 2008

SIGN AREA = 4.2m²





· Vectored artwork required.

· Digital Image for printing required.

· Final colour specifications required

·Site check required.



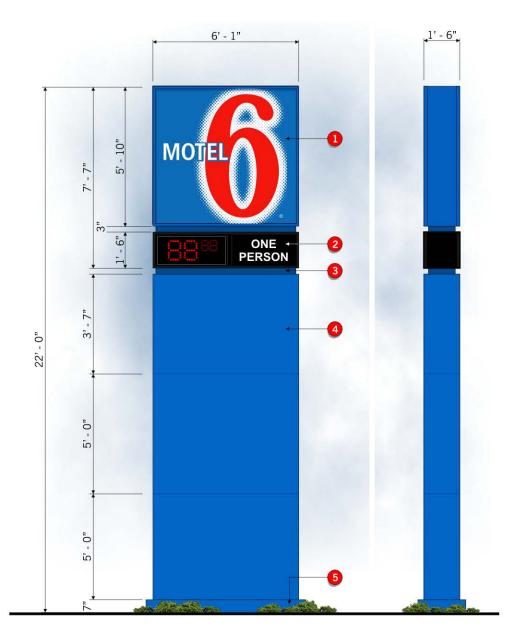
Approved for Production

CLIENT APPROVAL

REVISION DATES: September 10, 2008 January 27, 2010

J. Lewis

PRIDE SIGNS.



INTERNATIONAL SAC ACE
SIGN ASSOCIATION SAC ACE

Material Specifications

- Aluminum constructed filler and pts frame cover to be painted blue pms 2930c
 - Digitally printed 150 DPI white flex face material
 - T12 illumination
- One Person"
 - 3/16" acrylic face with vinyls applied to first surface
 - Text to be white on a black 3m #3630-22 background
 - 14.25" x 34" room rate red L.E.D display
 - 10" high digit display
- 3 Aluminum constructed 3" reveals to be painted blue pms 2930c
- 4 Aluminum constructed panels to be painted blue pms 2930c
- 5 Aluminum constructed base plate cover to be painted blue pms 2930c

Drawing No. FCDL-PYL5N0A2.330A1

Refer to No:

Electrical Requirements 347V

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and/or print variations.

· Vectored artwork required.

·Site check required.

Preliminary Artwork

Approved for Production

CLIENT APPROVAL

REVISION DATES: September 10, 2008

APPENDIX

J. Lewis

Lewis J. Lewis J. Lewis

Fieldgate Commerical Developments Ltd.

DRAWN BY: J. Lewis

DATE: July 7, 2008