



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2011)

**PDC** MAY 16 2011

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**DATE:** April 12, 2011

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: May 16, 2011

**FROM:** Edward R. Sajecki  
Commissioner of Planning and Building

**SUBJECT:** **Sign By-law 0054-2002, as amended**  
**Sign Variance Applications**

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**RECOMMENDATIONS:** That the Report dated April 12, 2011 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested two (2) Sign Variance Applications described in Appendix 1 to 2 of the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 10-00566  
Ward 1  
1252 Hurontario St.

To permit the following:

- (i) A ground sign in the Mineola special sign district  
with a height of 2.89m (9.48 ft.).

- (b) Sign Variance Application 10-02521  
Ward 2  
2125 North Sheridan Way

To permit the following:

- (i) A third fascia sign located between the limits of the top floor and the parapet.

**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 two (2) Sign Variance Applications (see Appendix 1 to 2) for approval by Council. The applications are each accompanied by a summary page prepared by the Planning and Building Department which includes information pertaining to the site location; the applicants 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:** Waterside Dental  
Appendix 1-1 to 1-6

Holiday Inn  
Appendix 2-1 to 2-5

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Edward R. Sajecki  
Commissioner of Planning and Building

*Prepared by: Darren Bryan, Supervisor Sign Unit*



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

April 12, 2011

**FILE:** 10-00566

**RE: Waterside Dental**  
**1252 Hurontario St. – Ward 1**

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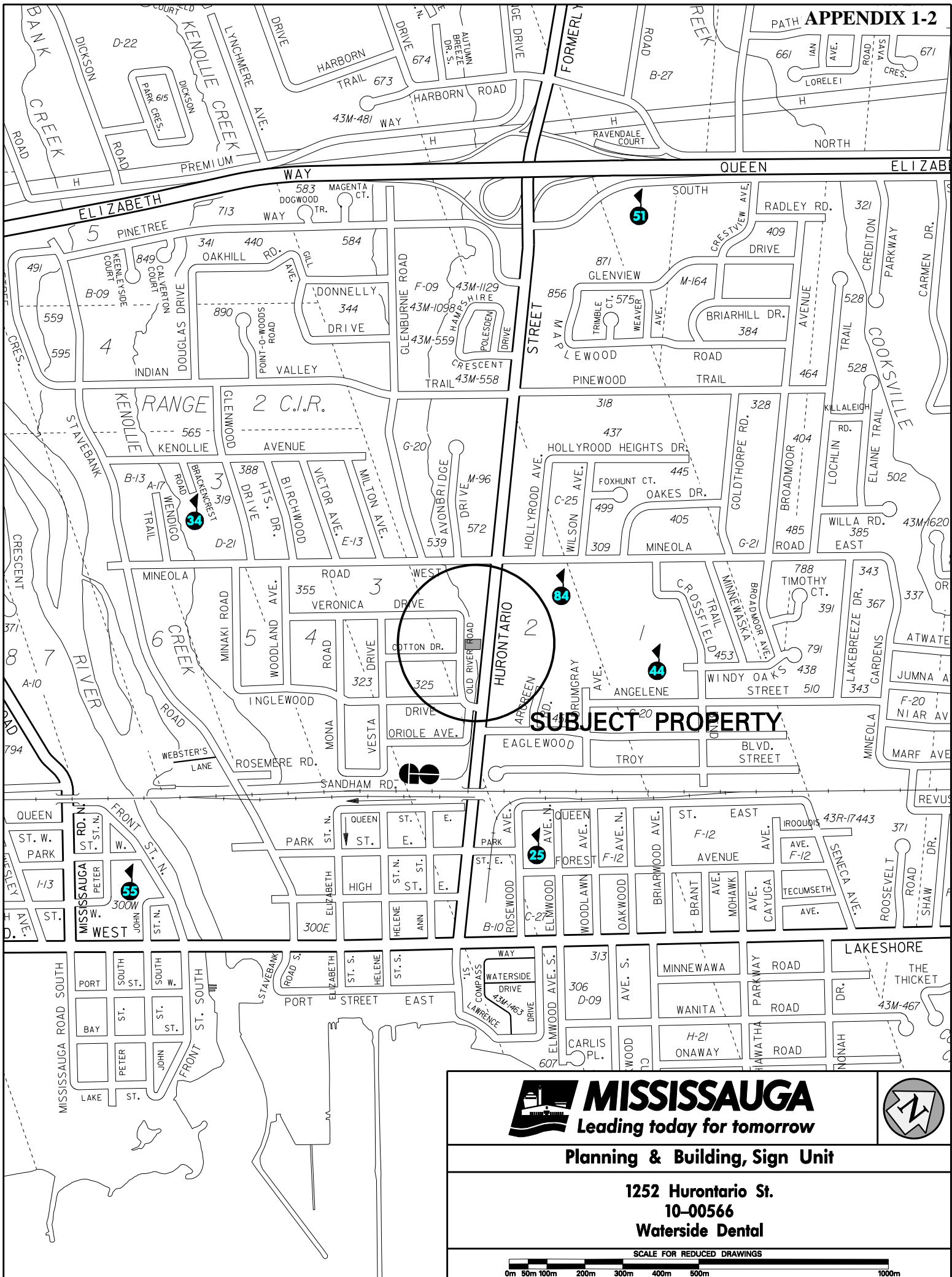
**The applicant requests the following variance to sections 12 of the Sign By-law 0054-2002, as amended.**

<b>Section 12</b>	<b>Proposed</b>
A ground sign in the Mineola special sign district shall have a maximum height of 1.8m (5.9ft)	A ground sign in the Mineola special sign district with a height of 4.5m (14.7ft).

**COMMENTS:**

The original variance request was to permit a sign attached to a light post that was 4.5m (14.7 ft.) high. Under the Sign By-law, the height of a ground sign includes the height of the supporting structure. However, the height to the top of the sign face is only 2.0m (6.6 ft.) above grade.

As a result of meetings with applicant, revised drawings have been received reducing the overall height of the structure to 2.89m (9.48 ft.) and 2.0m (6.56 ft.) to the top of the sign face. The Planning and Building Department finds this revision to be acceptable from a design perspective and within the intent of the Sign By-law.



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Leading today for tomorrow

**Planning & Building, Sign Unit**

**1252 Hurontario St.  
10-00566  
Waterside Dental**



**DAVID BROWN  
ASSOCIATES**

DEVELOPMENT AND LAND USE CONSULTANTS

A division of 1321936 Ontario Inc.

May 3, 2010

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

Attn: Mark Toliao  
Building Department

Dear Mr. Toliao,

Re: **Sign Permit Application**  
**1252 Hurontario Street**  
**City of Mississauga**

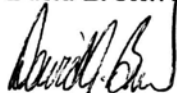
Further to the submission of our application for a building permit and sign variance application, please find attached a revised site plan that outlines the location of the proposed sign with the requested setback dimensions. Also please find four (4) copies of the revised sign plans that include the plan view of the base plate.

In respect to the required variances, please accept the following information as our rationale for the variance request.

The site plan submitted with the application shows the location of the proposed sign. The sign has a setback of 1.51m from the front property line and a setback of 2.73m from the driveway. The proposed sign location does not meet the setback requirement of 3.0m from the driveway. I would note that the sign post does have a setback of 3.24m which exceeds the minimum requirement. In regards to the height of the proposed sign, the sign has been designed in a 'classical' light post style with the municipal street number on one side and the business name on the other. The variance in height is being requested so that the proposed sign maintains the correct proportions in respect to the size of the sign in contrast to the height of the sign which lends itself to an aesthetically pleasing sign.

I trust that you will find everything in order and should you have any questions please do not hesitate to contact me at 905 403 0100.

Yours Truly,  
**David Brown Associates**



David A. Brown

attachment

**DAVID BROWN  
ASSOCIATES**

DEVELOPMENT AND LAND USE CONSULTANTS

A division of 1321936 Ontario Inc.

February 15, 2011

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

Attn: Mark Toliao  
Building Department

Dear Mr. Toliao,

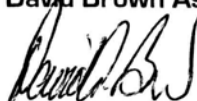
Re: **Sign Permit Application**  
**1252 Hurontario Street**  
**City of Mississauga**

Further to discussions with Mr. Wayne Nishihama in the Planning Department, I have attached a revised sign with a reduced overall height.

I have attached four sets of the revised plan and request that this matter be placed on an agenda of the Planning Committee at the earliest opportunity.

I trust that you will find everything in order and should you have any questions please do not hesitate to contact me at 905 403 0100.

Yours Truly,  
**David Brown Associates**

  
David A. Brown

cc Wayne Nishihama, Planning Department

enclosure

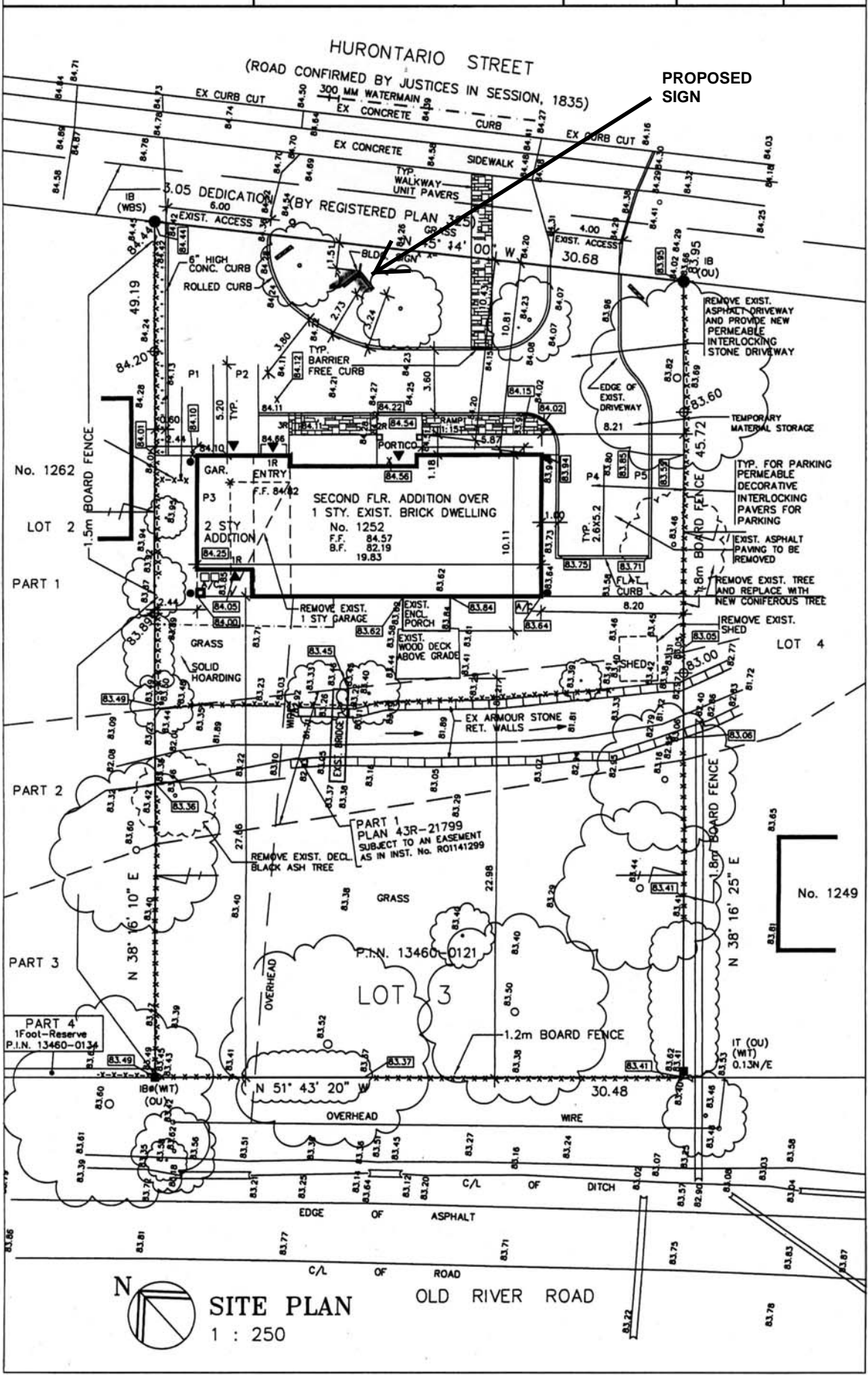
**J. MILCIC ARCHITECT**  
191 WYNDHAM STREET  
MISSISSAUGA, ON, L5M 1N4  
TEL./FAX (905) 816-1784

**PROJECT**  
BUILDING SIGN LOCATION  
1252 HURONTARIO ST.  
MISSISSAUGA, ON

**DRAWING TITLE**  
SITE PLAN  
  
**PROJECT NO.**  
07022

**DATE**  
APRIL, 2010  
  
**DRAWN BY**

**SHEET NO.**  
**A-1**





Drawing No:

Filename:  
Sign Post Triple View.ai

Client's Name & Address:  
Waterside Dental  
115 Lakeshore Rd E

Description:

Salesman: Don Goss  
Drawn By: P.C.  
Date Drawn/Created:  
1. March 2010  
Scale Factor:

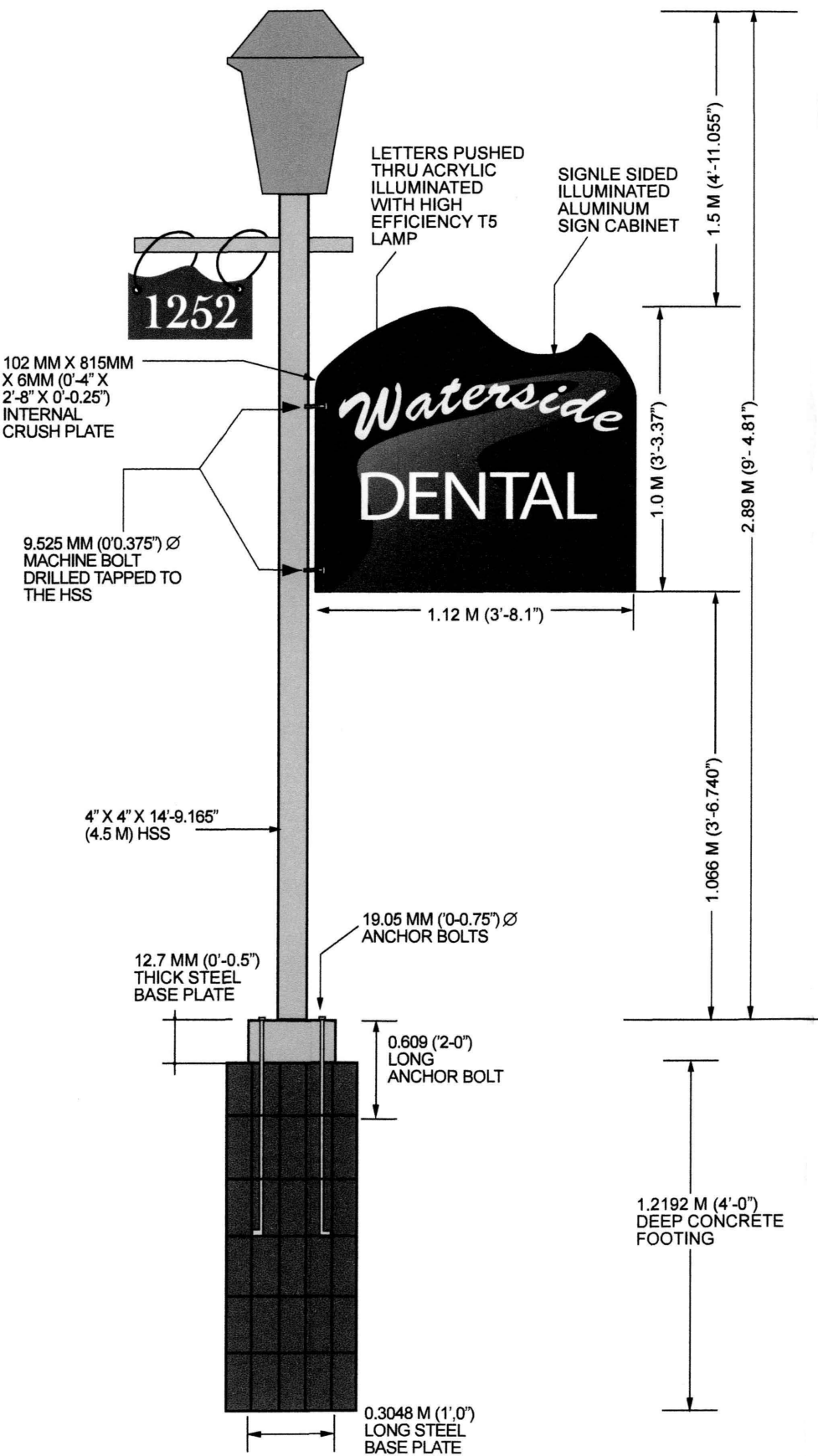
Revision No. & Date:

Proposed/ Drawn/Created by:  
**Roberts Awnings & Signs**  
40 Belvia Road, Toronto  
Ontario M8W 3R3  
Phone: (416) 252-7394  
Fax: (416) 252-0268

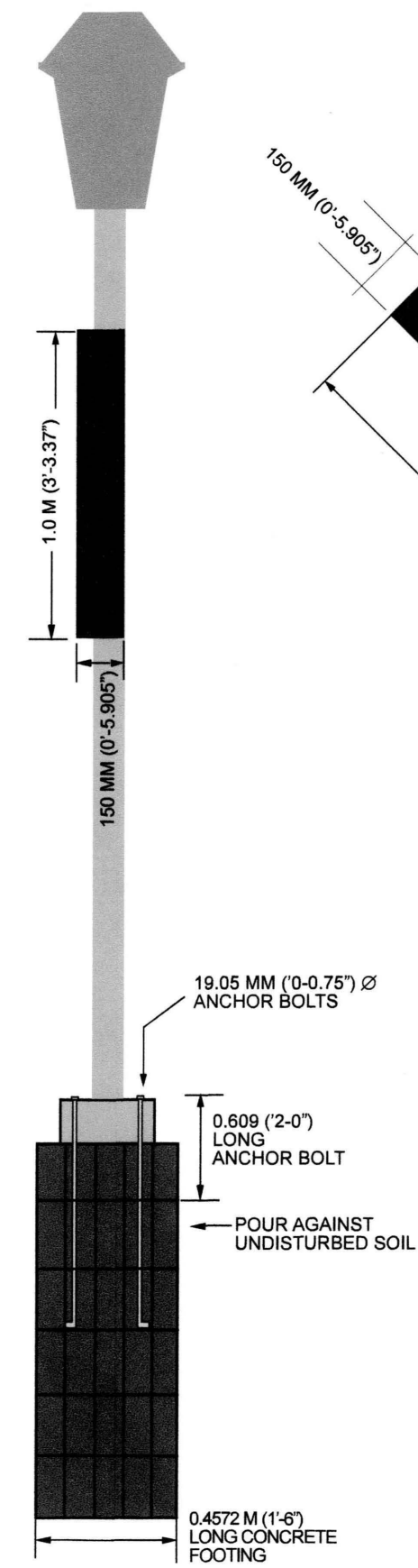
COPYRIGHT CANADA  
All rights reserved. Including the right to reproduce in whole or in part in any form. These drawings have been drawn subject to the condition that they shall not be lent sold or hired or otherwise disposed of without the consent of Roberts Awnings.

Substrate:  
FROSTED VINYL  
Graphics:  
VINYL  
Colours:  
FROSTED

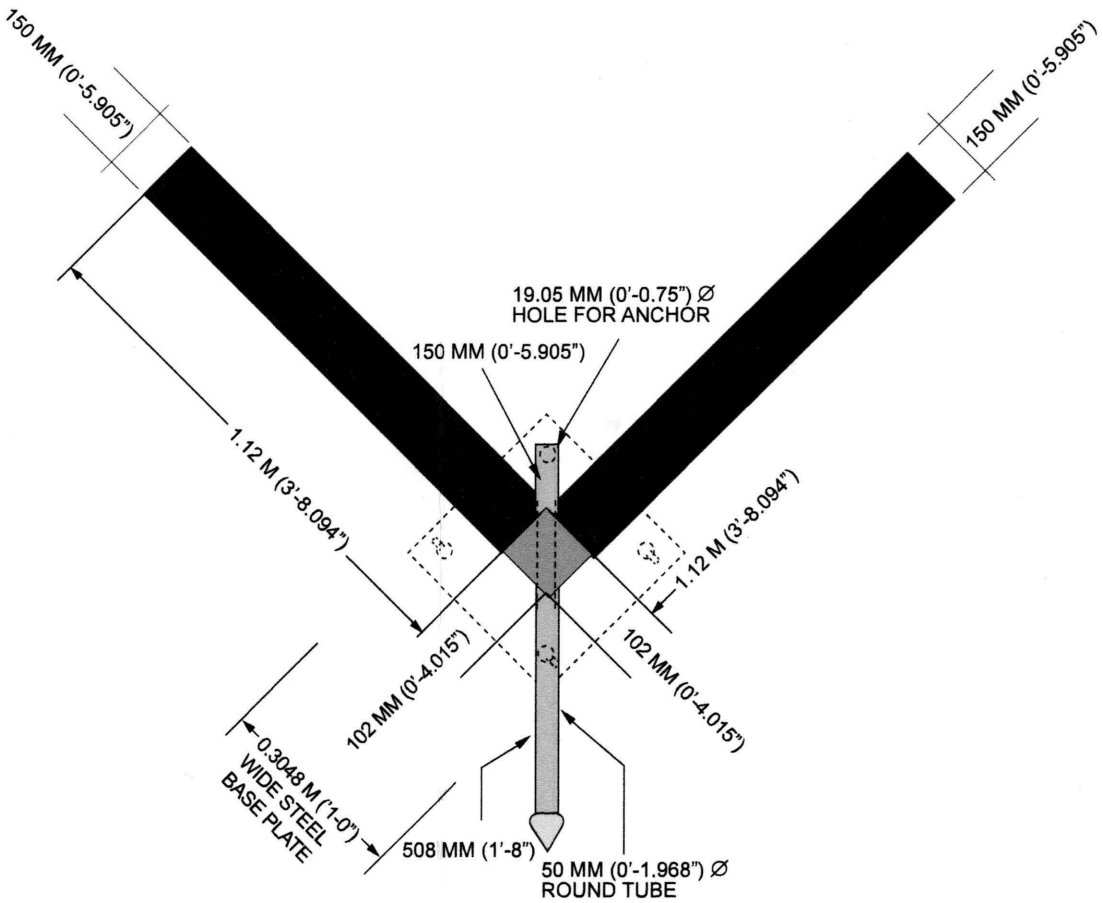
Face "A" Elevation



Side Elevation



Plan Elevation





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

April 12, 2011

**FILE:** 10-02521

**RE: Holiday Inn**  
**2125 North Sheridan Way – Ward 2**

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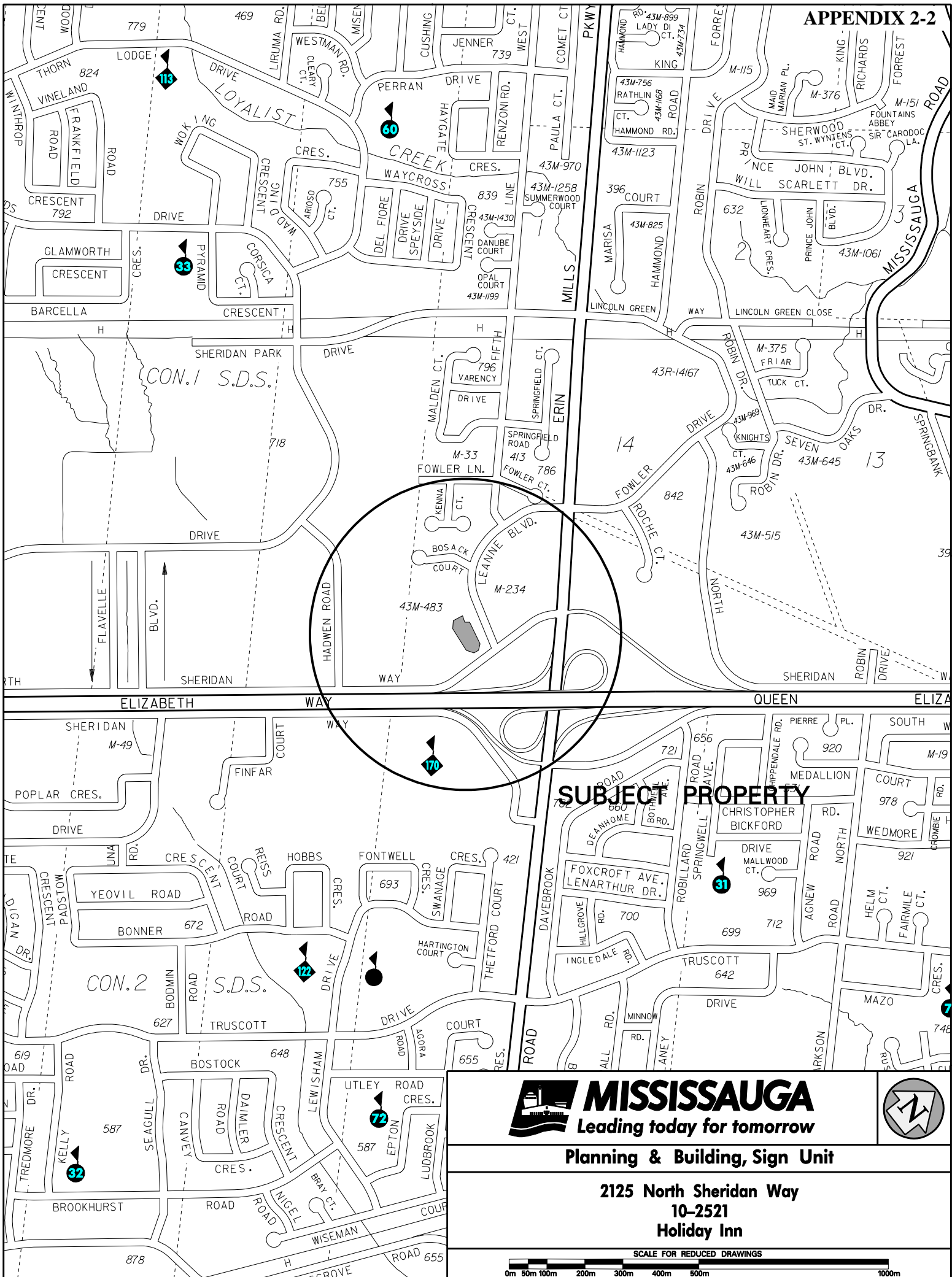
**The applicant requests the following variance to section 13 of the Sign By-law 0054-2002, as amended.**

<b>Section 13</b>	<b>Proposed</b>
Hotel over three (3) storeys in height shall be permitted two (2) additional fascia signs per building located between the limits of the top floor and the parapet.	A third fascia sign located between the limits of the top floor and the parapet.

**COMMENTS:**

The site is located at the intersection of Leanne Boulevard and North Sheridan Way. The building has frontage on both of these streets (south and east elevations) but also has a third public exposure (west elevation) to the Queen Elizabeth Way due to angle of the North Sheridan Way at this location.

The variance is for a third fascia sign between the limits of the top floor and the parapet to address on all building elevations facing the public. At no time, can all three signs be seen at the same time. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



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Planning & Building, Sign Unit

2125 North Sheridan Way  
10-2521  
Holiday Inn





montreal neon  
signs inc.

1780, Place Martenot  
Laval (Québec) H7L 5B5  
Telephone: 514-955-3333:  
Fax: 450-668-4448  
[melanieo@montrealneon.com](mailto:melanieo@montrealneon.com)  
[www.montrealneon.com](http://www.montrealneon.com)

Nov 09, 2010

The City of Mississauga  
Building Department  
300 City Centre Drive  
Mississauga, ON L5B 3C1  
Att: Kelwin Hui



SUBJECT: Sign Variance Permit Request – HOLIDAY INN – 2125 N Sheridan Way

Dear Sir:

Please find attached a variance application request, together with our check in the amount of \$415.00 to begin the permit application process of our above-mentioned project.

We trust the enclosed documents will meet with city requirements and look forward to a favorable reply to our request.

Should you require any further information, please don't hesitate to contact the undersigned.

Best regards,

A handwritten signature in cursive script that reads "mouellet".

Melanie Ouellet  
Project Manager  
Holiday Inn Program

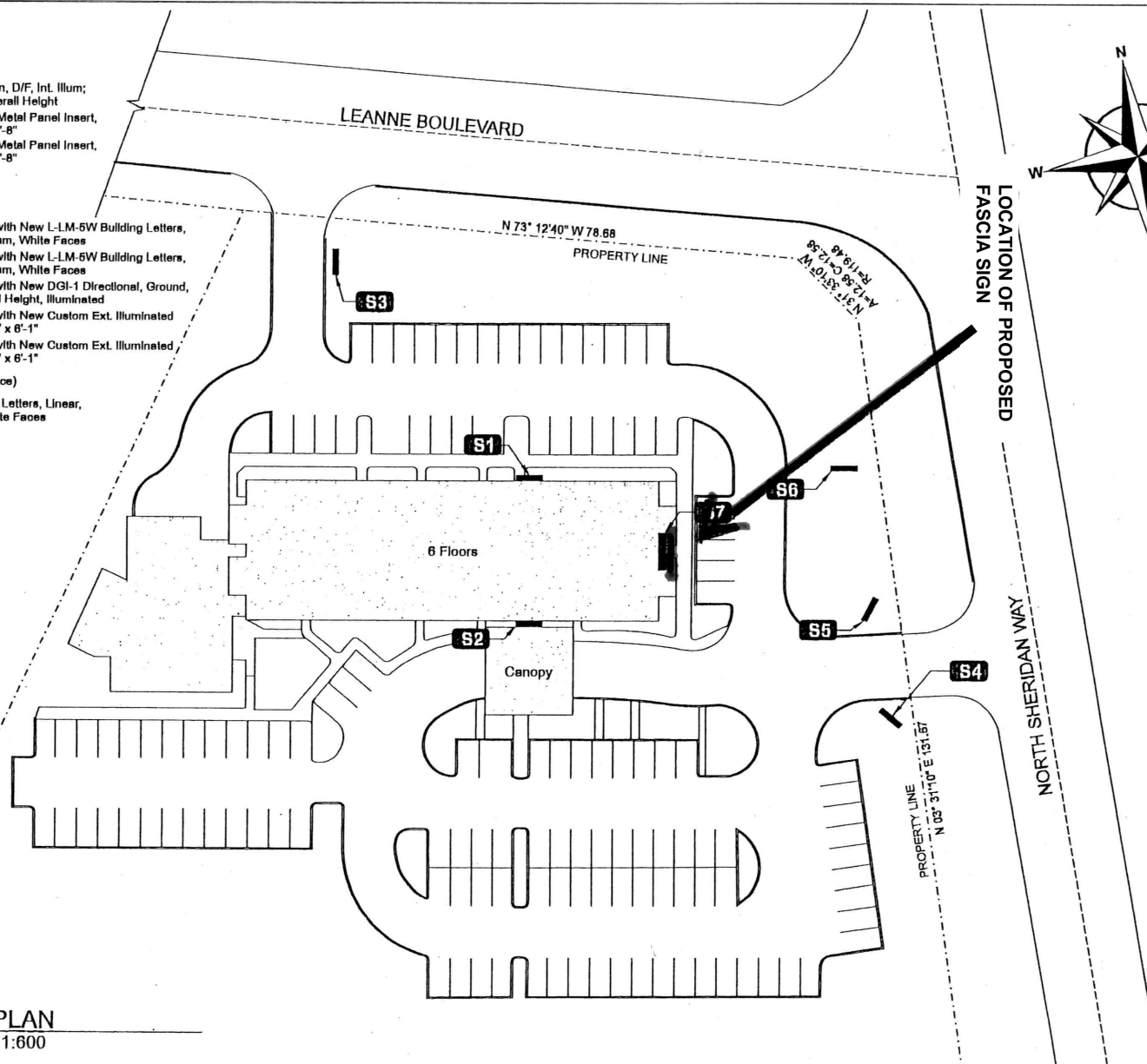
Encls.

# Existing Signs

- S1** 22 ft. Script, Nested
- S2** 22 ft. Script, Nested
- S3** Custom Directional Sign, D/F, Int. Illum; 1'-8 1/4" x 3'-2", 3'-8" Overall Height
- S4** Custom Monument w/ Metal Panel Insert, S/F, Ext. Illum; 2'-1" x 4'-8"
- S5** Custom Monument w/ Metal Panel Insert, S/F, Ext. Illum; 2'-1" x 4'-8"
- S6** HI-12 Pylon Sign

# Recommendations

- S1** Remove and Replace with New L-LM-5W Building Letters, Linear, w/5'-1" Monogram, White Faces
- S2** Remove and Replace with New L-LM-5W Building Letters, Linear, w/5'-1" Monogram, White Faces
- S3** Remove and Replace with New DGI-1 Directional, Ground, 11" x 2'-1", 2'-8" Overall Height, Illuminated
- S4** Remove and Replace with New Custom Ext. Illuminated WF-23 Wall Flush, 4'-4" x 6'-1"
- S5** Remove and Replace with New Custom Ext. Illuminated WF-23 Wall Flush, 4'-4" x 6'-1"
- S6** Remove (Do Not Replace)
- S7** New L-LM-5W Building Letters, Linear, w/5'-1" Monogram, White Faces



**SITE PLAN**  
SCALE: 1:600

# REVISION

No.	DESCRIPTION	Init.	DATE
0	ISSUED for PERMIT	PC	10-03-15
1	ISSUED for PERMIT	PC	10-04-19

**montreal neon  
signs inc.**

1780, Place Martenot  
Laval (Québec) H7L 5B5  
Phone : 450.668.4888  
Phone : 514.955.3333  
Fax : 450.668.8822

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AUTHORIZATION OF MONTREAL NEON.

ACCOUNT EXEC:

**FRANÇOIS LUSSIER**

CLIENT:

**SIGNMGMT**  
2501, PERIMETER PLACE,  
SUITE #201, NASHVILLE, TN

SITE/PROJECT:

**TORONTO - MISSISSAUGA**  
2125 N SHERIDAN WAY  
MISSISSAUGA, ON  
ON03223 / MSGCA

ITEM:

**GENERAL**

TITLE:

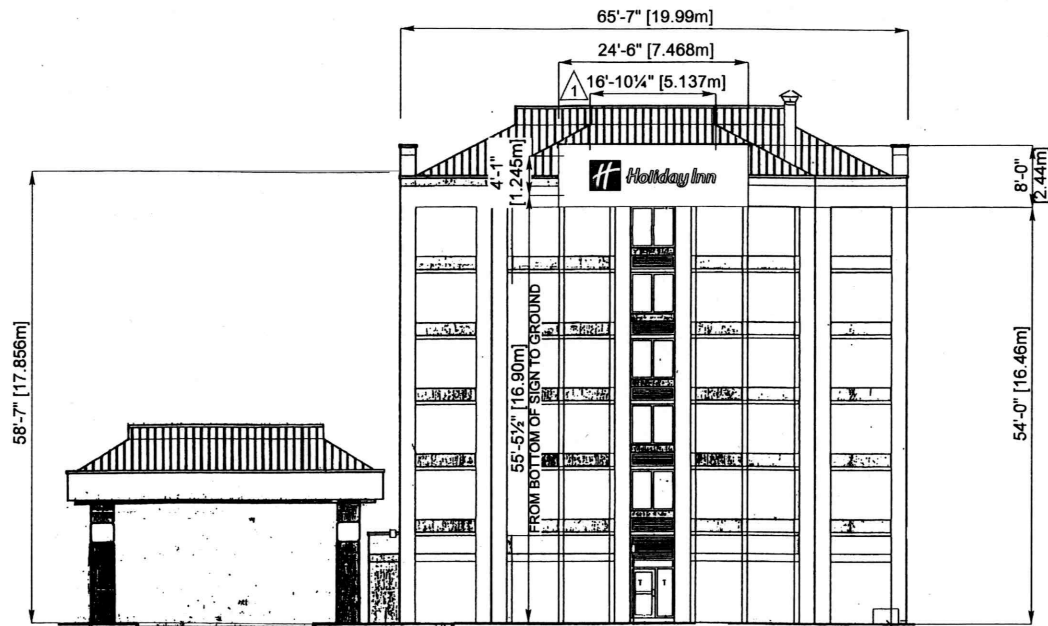
**SITE PLAN**

FILE:

3758\_SITE\_PLAN\_01\_R1

01  
01

APPENDIX 2-4



**S7** EAST ELEVATION  
SCALE: 1/16" = 1'-0"

REVISION				COLORS PRINTED ON THIS DRAWING COULD BE DIFFERENT FROM THE REAL COLORS PLEASE REFER TO THE PANTONE CHART (PMS) OR ANY OTHER CHART, SAMPLE, (# VINYL, PAINT, ETC.)		montreal neon signs inc.  1780, Place Martenot Laval (Québec) H7L 5B5 Téléphone : 450.668.4888 Téléphone : 514.955.3333 Télécopieur : 450.668.8822	CLIENT:  SIGNMGMT 2501, PERIMETER PLACE, SUITE #201, NASHVILLE, TN	ACCOUNT EXEC.: FRANÇOIS LUSSIER	
No.	DESCRIPTION	Init.	DATE					ITEM:	GENERAL
0	ISSUED for PERMIT	PC	10-04-20					TITLE:	ELEVATIONS
1	ISSUED for PERMIT	PC	10-06-09					FILE:	3758_G1_A_03_R1
									03 03

ALL DIMENSIONS INDICATED  
ARE APPROXIMATE.  
POSSIBLE CHANGES ACCORDING  
TO MEASUREMENTS/SURVEY ON SITE

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SITE/PROJET:

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2125 N SHERIDAN WAY  
MISSISSAUGA, ON  
ON03223 / MSGCA