

Originator's

Files BL.03-SIG (2011)

### **PDC** SEP 20 2011

**DATE:** August 30, 2011

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

Meeting Date: September 20, 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 August 30, 2011, from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested nine (9) Sign Variance Applications described in Appendix 1-9 of the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 10-02253
     Ward 4
     Daniels CCW Corporation Chicago Condominium 4175 Confederation Parkway

To permit the following:

(i) One (1) fascia sign that projects 2.13 m (7.0 ft) out from the exterior wall of the building.

(b) Sign Variance Application 11-03823Ward 5Hilroy MWV7381 Bramalea Road

To permit the following:

- (i) One (1) proposed ground sign with a setback of 0m(0 ft.) from the property line fronting BramaleaRoad.
- (c) Sign Variance Application 10-02097
   Ward 5
   Kuehne+Nagel
   55 Standish Court

To permit the following:

- (i) Two (2) fascia signs located on the structure enclosing the mechanical equipment on the portion of the building which is 5 storeys in height.
- (d) Sign Variance Application 10-2131Ward 5Kuehne+Nagel55 Standish Court

To permit the following:

- (i) Two (2) fascia signs located on the north elevation of a parking garage.
- (e) Sign Variance Application 11-03836Ward 6Subway

5979 Terry Fox Way

To permit the following:

- (i) Increase the sign face area of two (2) existing ground signs to 16.48 sq. m. (177.44 sq. ft.) per sign face.
- (f) Sign Variance Application 11-03922
   Ward 8
   Lifetime Athletic
   3055 Pepper Mill Court

To permit the following:

- (i) One (1) fascia sign erected above the roofline and located on a building canopy.
- (ii) Nineteen (19) illuminated fascia signs located on the top floor of the building.
- (g) Sign Variance Application 11-05036
   Ward 8
   Lifetime Athletic
   4250 Winston Churchill Blvd.

To permit the following:

(i) One (1) ground sign located on the adjacent property to the business advertised.

Subject to the inclusion of the municipal address on the sign and the removal of the existing billboard sign from the property.

(h) Sign Variance Application 11-04333
 Ward 10
 Viva Retirement Communities
 5575 Bonnie St.

To permit the following:

- (i) Two (2) ground signs that include the name of the development.
- (i) Sign Variance Application 11-04605
   Ward 10
   Viva Retirement Communities
   5575 Bonnie St.

To permit the following:

(i) One (1) banner sign located on the east elevation of the building.

On the condition that the banner sign is only to remain for a period of one year (until September 2012).

The granted variances are subject to compliance with other provisions of the Sign By-law.

#### **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 (9) Sign Variance Application(s) (see Appendix 1 to 9) 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**: Daniels CCW Corporation - Chicago Condominium

Appendix (1-1 to 1-7)

Hilroy MWV

Appendix (2-1 to 2-6)

Kuehne+Nagel

Appendix (3-1 to 3-6)

Kuehne+Nagel

Appendix (4-1 to 4-5)

Subway

Appendix (5-1 to 5-6)

Lifetime Athletic

Appendix (6-1 to 6-13)

Lifetime Athletic

Appendix (7-1 to 7-8)

Viva Retirement Communities Appendix (8-1 to 8-6)

Viva Retirement Communities Appendix (9-1 to 9-6)

Edward R. Sajecki Commissioner of Planning and Building

Prepared by: Darren Bryan Supervisor Sign Unit

 $\textit{K:\label{localization} NPDATA \label{localization} PDC-Signs \label{localization} Signs \label{loc$ 



August 30, 2011

**FILE:** 10-02253

**RE:** Daniels CCW Corporation - Chicago Condominium

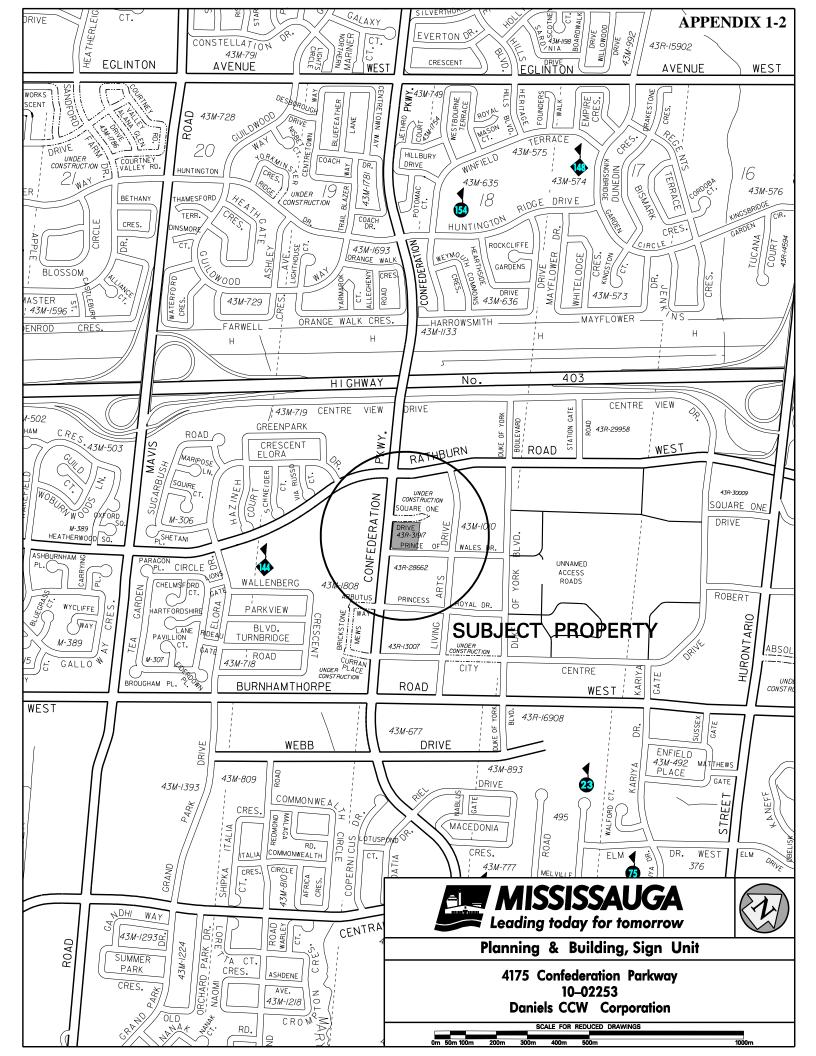
4175 Confederation Parkway – Ward 4

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

| Section 17                                     | Proposed                                       |  |
|--|--|--|
| A fascia sign is permitted to project out from | One (1) fascia signs that project out from the |  |
| a building wall not more than 60 cm (1.97      | building wall 2.13 m (7.0 ft).                 |  |
| ft).   |  |  |

### **COMMENTS:**

The variance is to permit a canopy sign that project from the building wall 2.13 m (7.0 ft). The proposed location of the canopy area is recessed from the remainder of the building; the projection would bring the canopy edge inline with the wall of the building. Planning and Building has no objection to the requested variance.



νJN

### **Daniels CCW Corporation**

Suite 3400 – 20 Queen Street West Toronto, ON M5H 3R3

Tele: (416) 598-2129 Fax: (416) 979-0415

### **Memorandum**

To:

Darren Bryan, Supervisor, Sign Unit

Planning and Building Department

From:

Ed Warankie

Date:

June 1, 2011

Subject:

Submission of Canopy Detail for Chicago Tower Retail Unit #2

4175 Confederation Parkway

Chicago Tower

Southeast corner of Square One Drive and Confederation Parkway

**File: SIGN 10-2253 VAR** 

PLANNING & BUILDING
RECEIVED

JUN - 2 2011

Division Action Info

Commissioner Builden

Dev.

Further to our meeting with staff on January 11, 2011 Kirkor Architects and Daniels have reviewed our preferred treatment of the proposed awning fascia sign for Retail Unit #2 in the context of staff's suggestion that this retail exposure and intersection relationship could warrant a larger projection than the 0.91 m (3 ft.) that we originally proposed.

As a result of this review, please accept this correspondence as out formal request to amend our Sign Permit/Variance application to allow for a 2.13 m (7 ft.) projection on both Confederation Parkway and Square One Drive. In support of this amendment I have attached two (2) copies of the north and west elevations and two (2) copies of the partial ground floor plan illustrating the proposed projection.

Kindly review this matter with your colleagues and please advise me if this approach is acceptable in-principle to staff and subsequently when you will be able to schedule this item for General Committee and Council.

Yours truly,

Edward J. Warankie

Director of Development

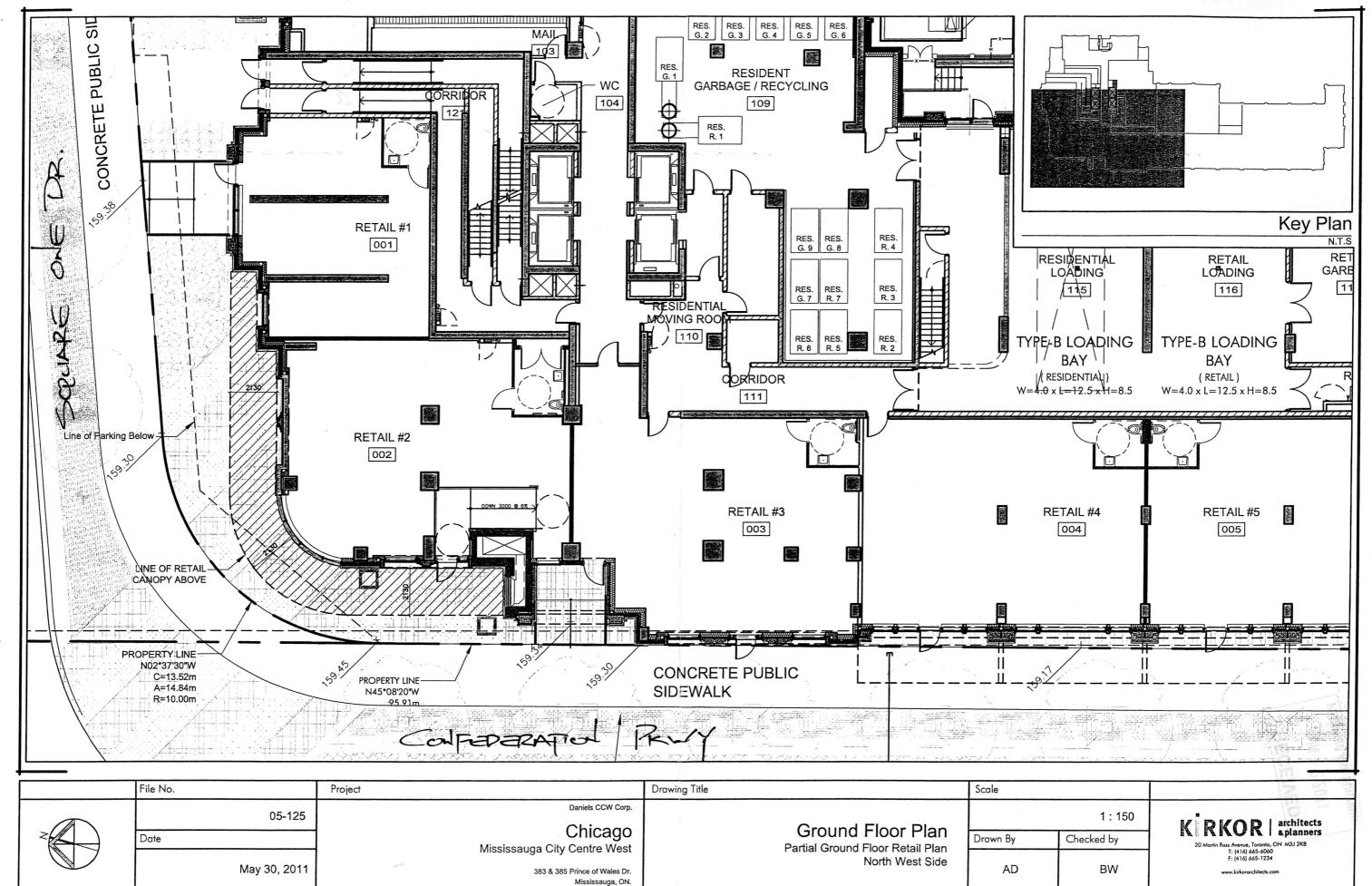
cc. Mr. Brent Whitby, Kirkor Architects

BUILDING DIVISION
BUILDING:
DEPT. FILE.

DATE RECTO JUN 0 1 2011

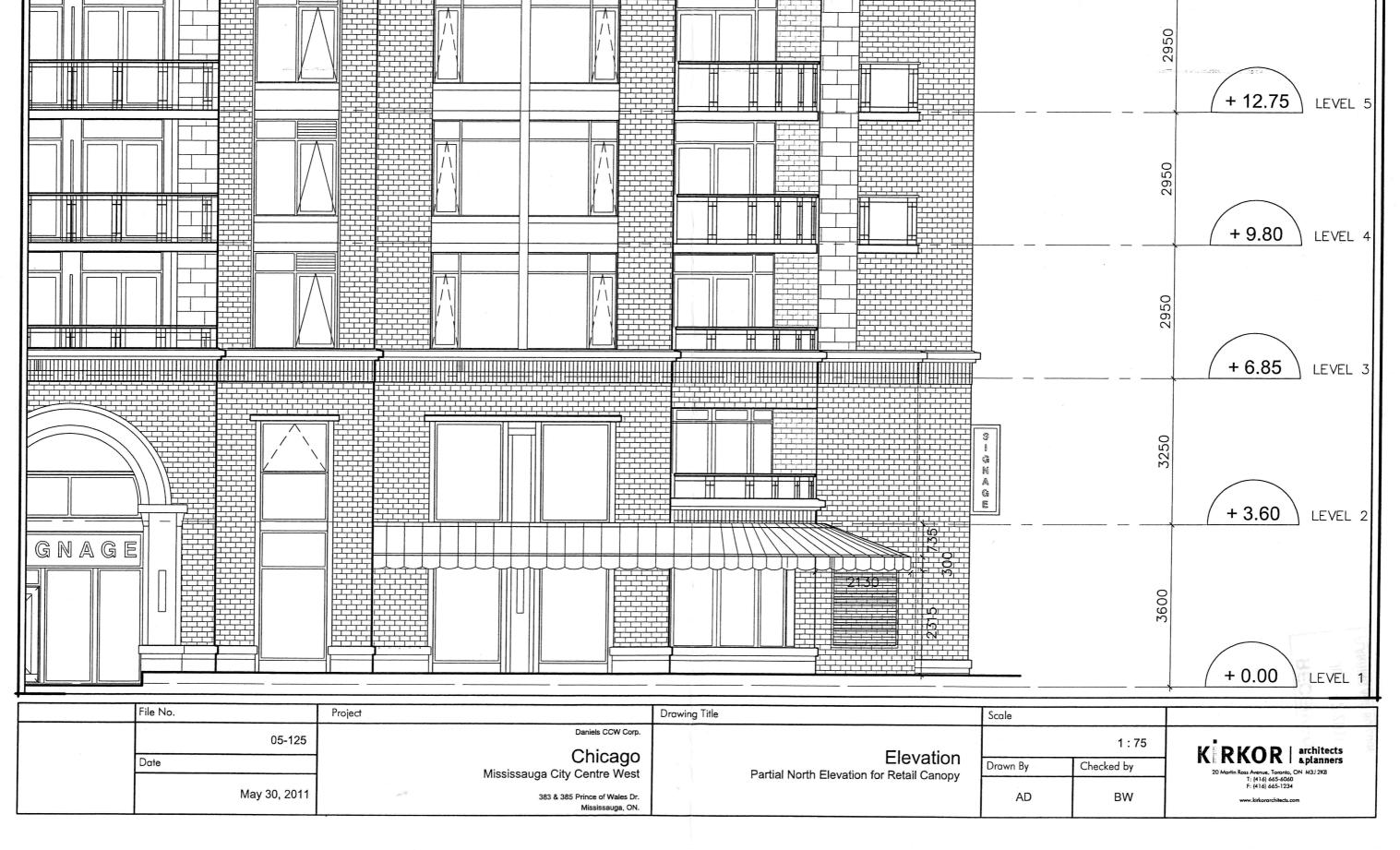
ROUTE TO: Rect'd by Date







**APPENDIX 1-5** 



+ 15.70

LEVEL 6





August 30, 2011

**FILE:** 11-03823

**RE:** Hilroy MWV

7381 Bramalea Road-Ward 5

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

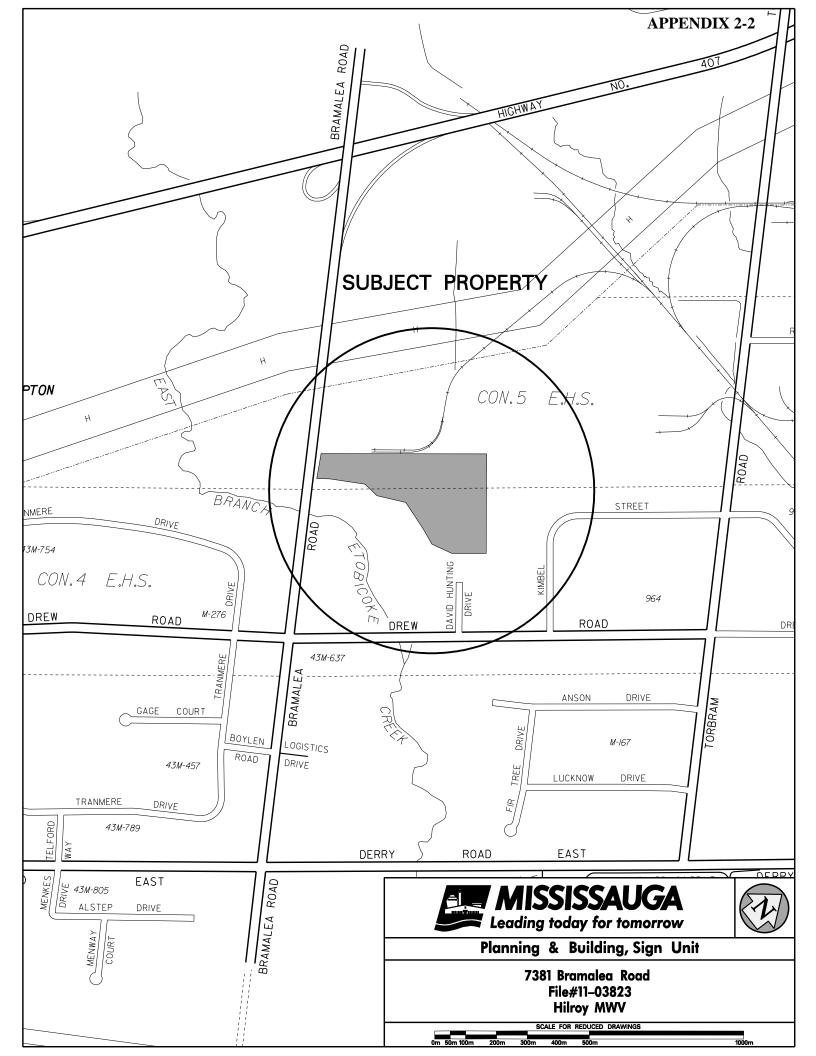
| Section 13                                 | Proposed                                      |
|--|---|
| A ground sign must be setback a minimum of | One (1) proposed ground sign with a setback   |
| 1.0m (3.28 ft.) from the property line.    | of 0m (0 ft.) from the property line fronting |
|  | Bramalea Road.                                |

### **COMMENTS:**

This sign variance was deferred to a future Planning and Development Committee meeting by Council on June 22, 2011.

This original variance proposed a ground sign on the east road allowance of Bramalea Road, where except for an official sign or sign expressly permitted in the By-law, no sign is permitted on a city road allowance. The Planning and Building Department does not find the variance within the intent of the Sign By-law and therefore can not support the requested variance.

The applicant met on site with the Planning and Building Department and mutually agreed that the proposed ground sign can be located with a zero (0) setback from the property line and still have the visibility that the business desired. The Planning and Building Department therefore finds the variance acceptable.





2736 Dingman Drive London, Ontario N6N 1G4

#### ELECTRICAL ADVERTISI

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1-800-613-4443 excellentsigns@excellentsigns.com

June 29, 2011

Darren Bryan, CBCO Supervisor, Sign Unit Planning and Building Department CITY OF MISSISSAUGA,

2<sup>nd</sup> floor

300 City Centre Drive, MISSISSAUGA, ON L5B 3C1

Dear Mr. Bryan,

RE: applic # SGNBLD 11 3823 VAR - Hilroy MWV 7381 Bramalea Road

We wish to amend the above mentioned variance application for a zero foot setback in lieu of a full encroachment onto the boulevard.

We are also providing revised site plan drawings disclosing the zero foot setback.

If you have any questions, please do not hesitate to contact us.

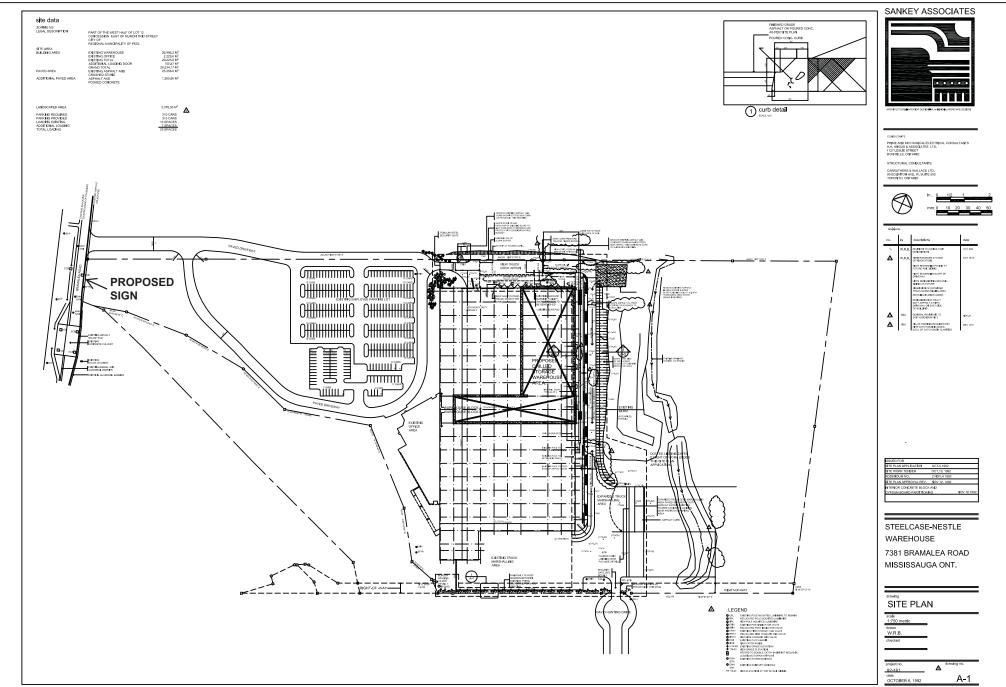
Yours truly,

**EXCELLENT SIGNS & DISPLAYS (1983) INC.** 

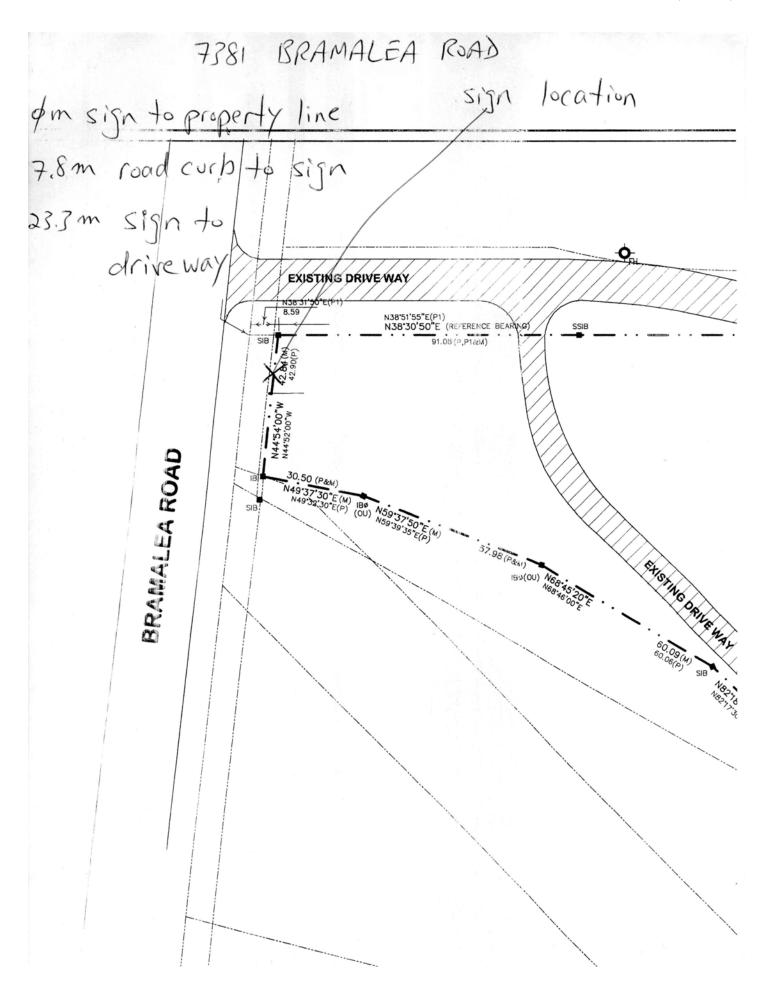
Stephen Stewart, C.A.

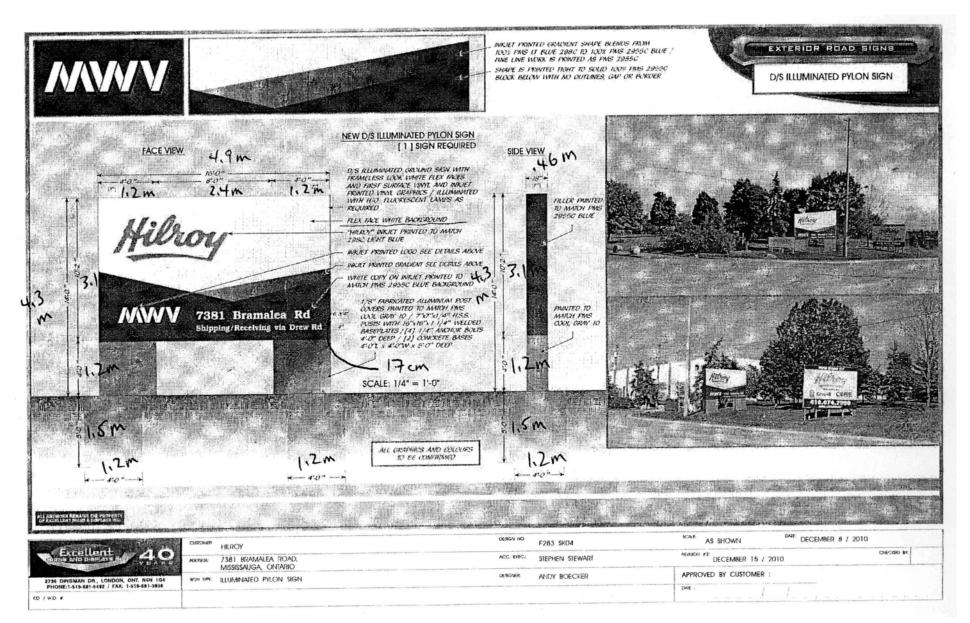
President





APPENDIX 2-4







August 30, 2011

**FILE:** 10-02097

**RE:** Kuehne+Nagel

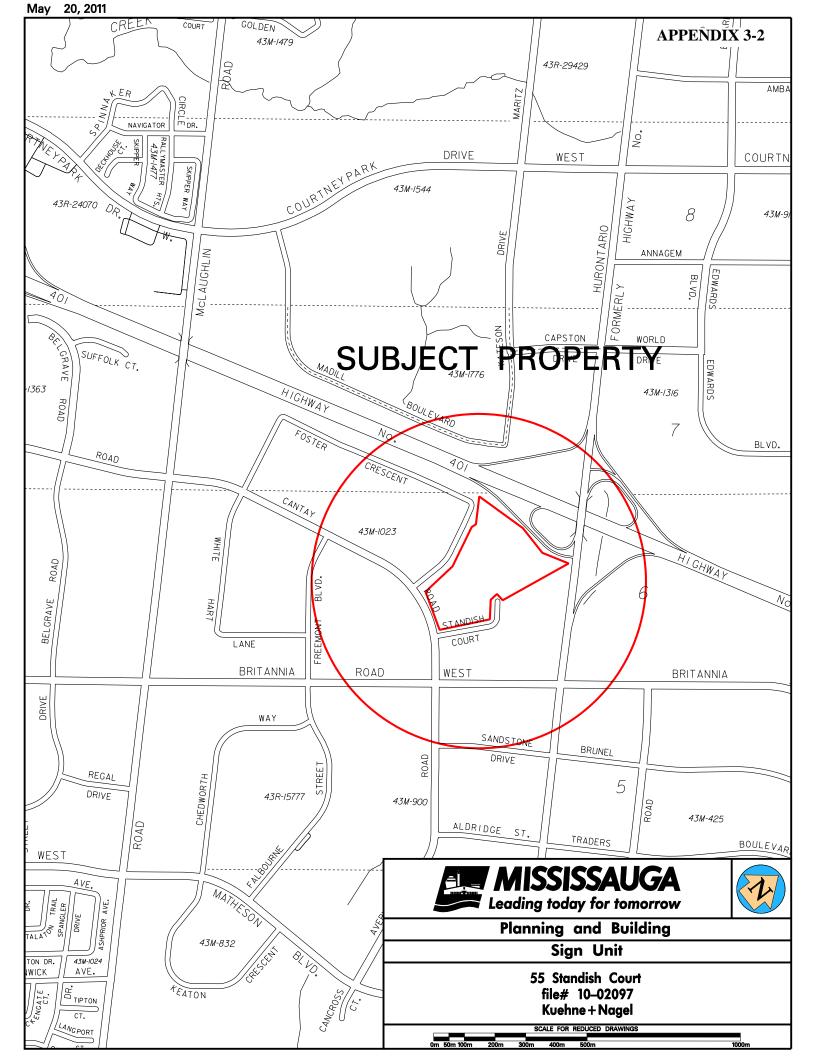
55 Standish Court -Ward 5

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

| Section 13                                      | Proposed  |
|---|---|
| Permits two (2) fascia signs, on an office      | Two (2) fascia signs located on the structure   |
| building exceeding three storeys in height,     | enclosing the mechanical equipment on the       |
| which are located between the limits of the     | portion of the building which is 5 storeys in   |
| top floor and parapet or roof level or located  | height. Four (4) fascia signs are currently     |
| on the structure enclosing the mechanical       | located on the 12th storey of the office tower. |
| equipment on the roof, both in total, not       |   |
| greater in area than 2% of the building face on |   |
| which the sign is located.                      |   |

### **COMMENTS:**

The two proposed fascia signs consist of the business name and their logo. The proposed location is on the mechanical enclosure of the lower 5 storey portion of the building, which appears as a separate structure from the 12 storey office tower portion. The signs are well designed and have design merit. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.





City of Mississauga
Att: Laura Todirica
Planning and Building Department
City of Mississauga
300 City Centre Drive
Mississauga, On
L5B 3C1

Re: Application number: SGNBLD 10-2097, Kuehne & Nagel, 55 Standish

With respect to the variance application for the proposed wall sign on the Foster street frontage, we are seeking approval to permit the sign at the upper storey of the first step back of the building elevation.

#### Our reasons are:

- 1) Kuehne+Nagel are a major tenant in the building and this is the entrance for Kuehne+Nagel.
- 2) The proposed sign is not out of keeping in size as those existing on the building.
- 3) It is an upper storey sign thus appropriate as a building identification sign.
- 4) The building elevation width is over 102m wide and therefore the signage does not overpower the elevation of the building.
- 5) There is substantial separation from any other sign on the building and thus does not cause clutter.

We request therefore that a variance be granted to permit the installation of the proposed wall sign on the Foster Street frontage.

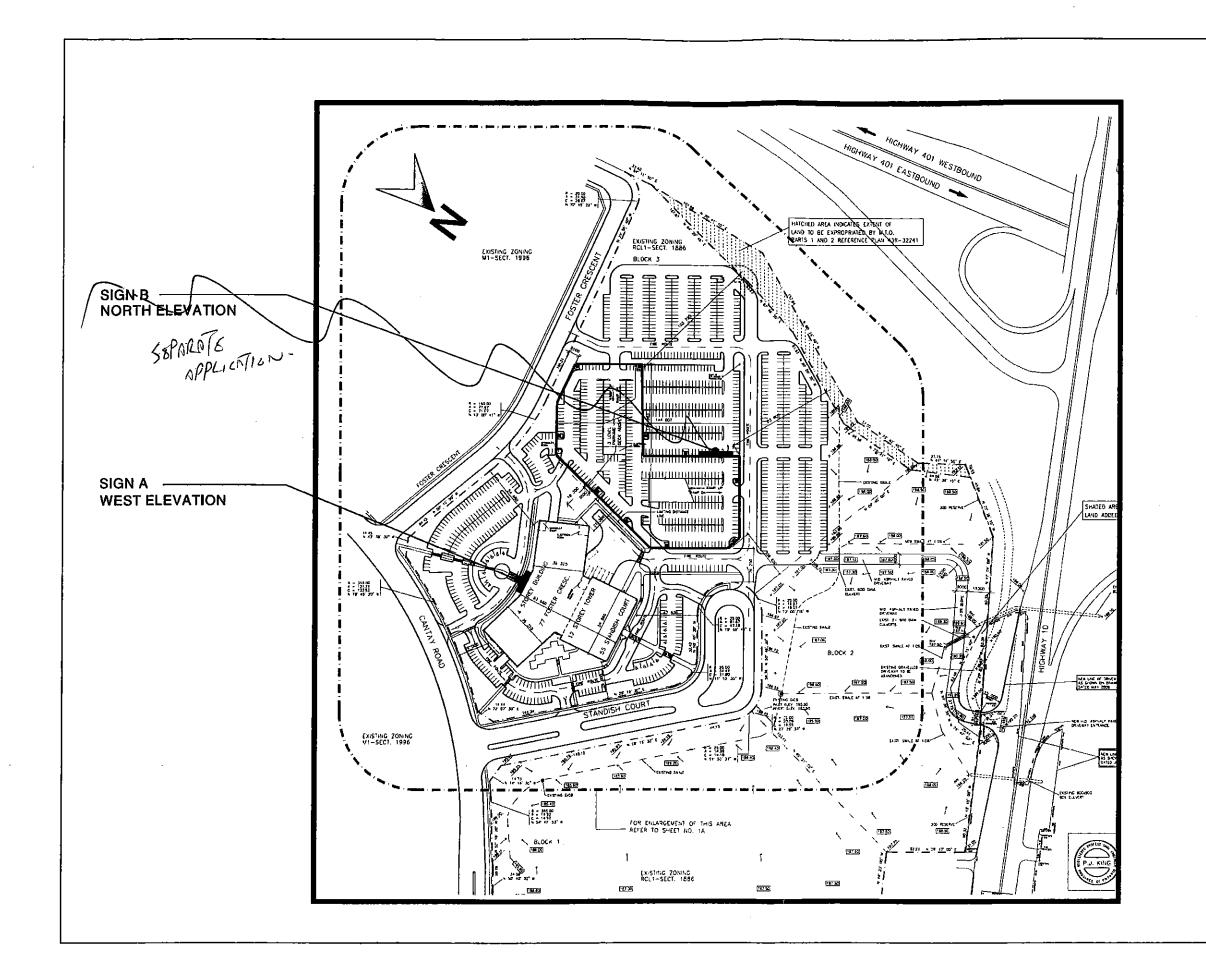
Many thanks,

Marco Pippo
Account Manager
416.740.7333 ext. 32
647.291.4749



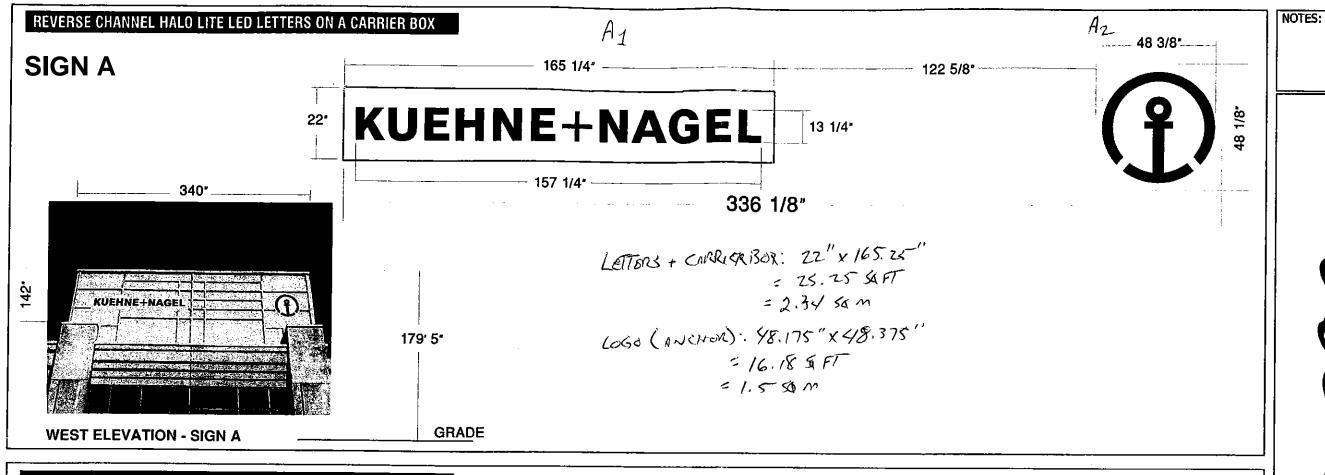
825 Garyray Drive | Toronto, Ontario | M9L 1R2 | www.signfixltd.com

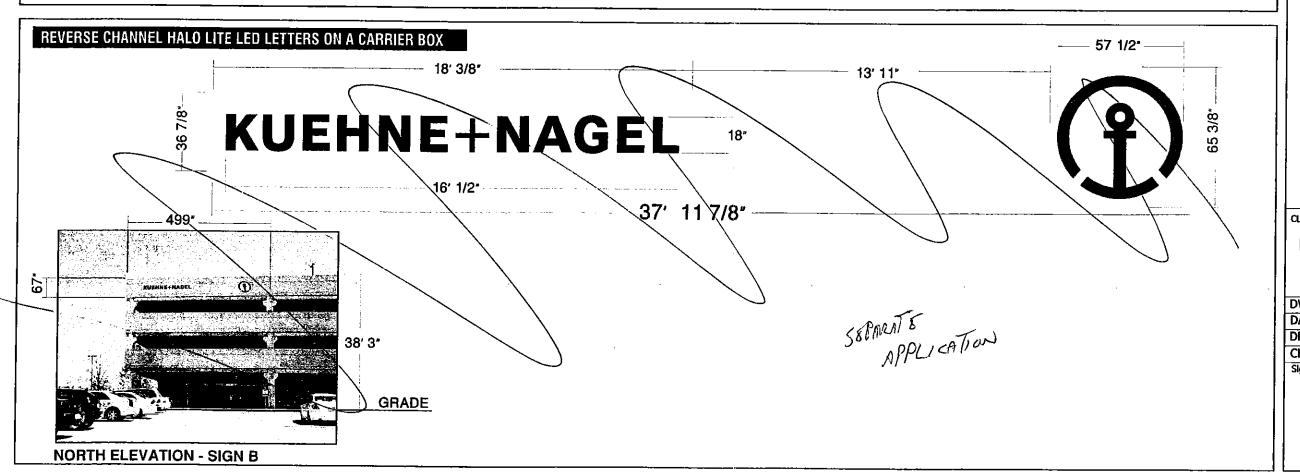
NOTES:



SIGN FIX LTD

Installation Professionals 825 Garyray Drive Toronto ON M9L 1R2 **APPENDIX 3-4** 





### **KUEHNE+NAGEL**

77 FOSTER CRES. MISSISSAUGA

DWG. No:

DATE: JUNE 12, 2010

DRAWN BY: K.R. Scale: NTS CHECKED BY:

SIGN FIX VLTD

Installation Professionals 825 Garyray Drive Gronto ON M9L 1R2

55 Standish Court; 10-02097





August 30, 2011

**FILE:** 10-02131

**RE:** Kuehne+Nagel

55 Standish Court -Ward 5

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

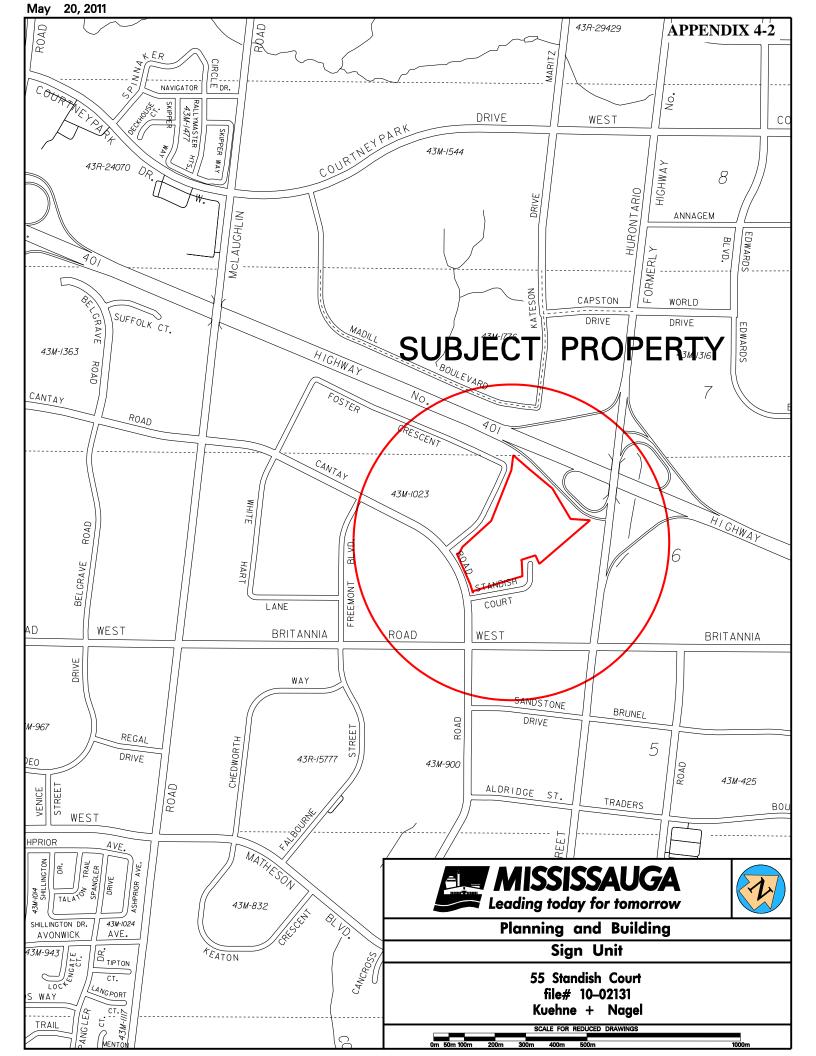
| Section 4(6)                                  | Proposed                                    |
|---|---|
| A sign not expressly permitted is prohibited. | Two (2) fascia signs located on the north   |
|   | elevation of a parking garage advertising a |
|   | business.                                   |

### **COMMENTS:**

The development is a large office complex with a multi - level parking structure. The two proposed fascia signs consist of the business name and logo located on the top level of the garage structure facing Highway 401.

There are four (4) existing fascia signs (one facing each direction) on the upper portion of the 12 storey office tower for various major tenants.

The development is large enough that the additional signs on the building do not create signage clutter along Highway 401. The proposed fascia signs are integrated into the design of the parking garage. The Planning and Building Department therefore finds the variance acceptable from a design perspective, however any future requests for fascia signage on the parking garage will be denied.





City of Mississauga
Att: Laura Todirica
Planning and Building Department
City of Mississauga
300 City Centre Drive
Mississauga, On
L5B 3C1

Re: Application number: SGNBLD 10-2131, Kuehne & Nagel, 55 Standish

With respect to the variance application for the proposed wall sign on the North elelvation Parking Garage facade, we are seeking approval to permit the sign at the upper storey of the Parking Garage facing towards the 401.

#### Our reasons are:

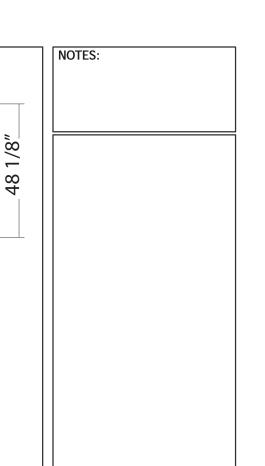
- 1) Kuehne+Nagel are a major tenant in the building and would like to have exposure to the 401.
- 2) The North wall of the main building already has a sign for SAMSUNG.
- 3) The alternative location is on the parking garage instead of the main building tower.
- 4) The parking garage is integral to the building and not a separate building and thus the wall of the parking garage is part of the main building wall.
- 5) There is substantial separation from any other sign on the building and thus does not cause clutter.

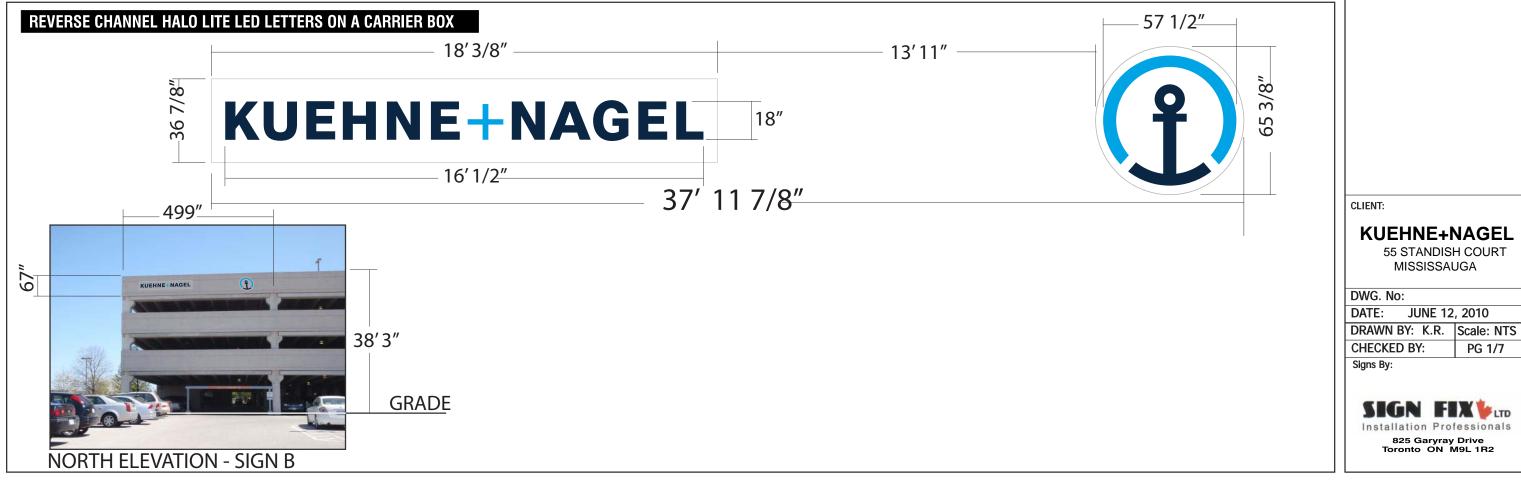
We request therefore that a variance be granted to permit the installation of the proposed wall sign on the North elevation of the Parking Garage wall.

Many thanks,

Marco Pippo
Account Manager
416.740.7333 ext. 32
647.291.4749







**KUEHNE+NAGEL** 55 STANDISH COURT MISSISSAUGA

CHECKED BY: PG 1/7 Installation Professionals **APPENDIX** 



August 30, 2011

**FILE:** 11-03836

**RE:** Subway

5975 Terry Fox Way - Ward 6

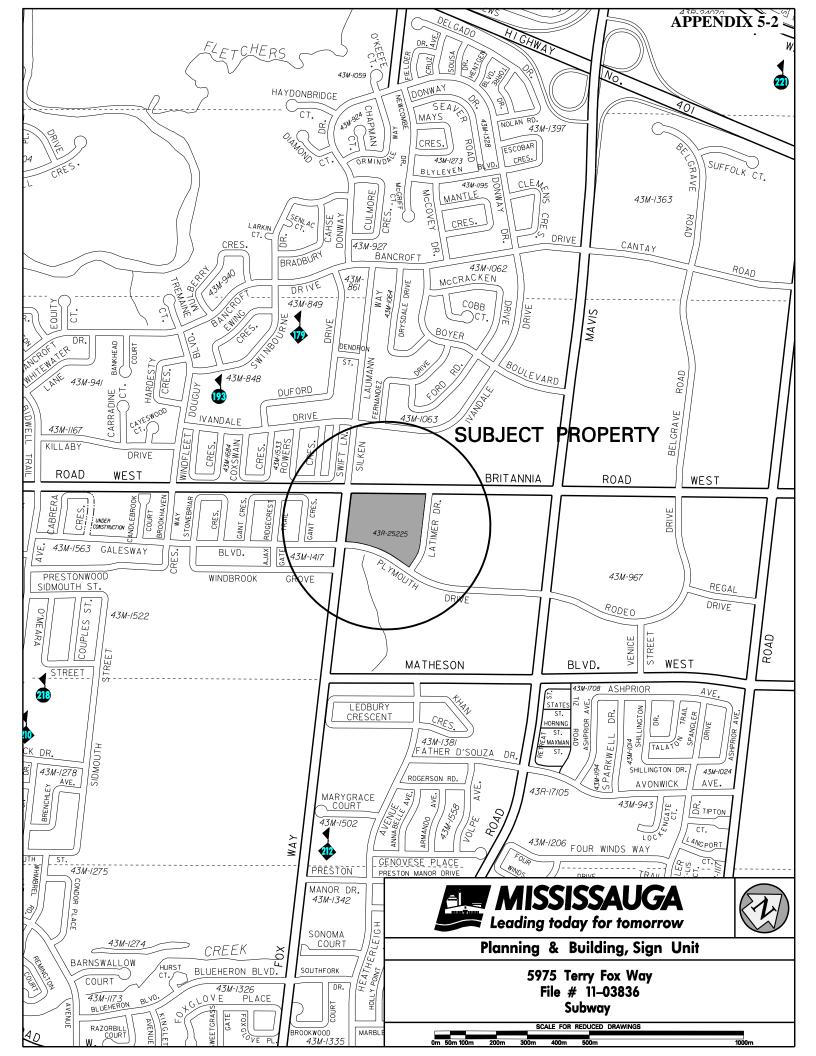
The applicant requests the following variance to section 13 of the Sign By-law 0054-2002, as amended.

| Section 13                                    | Proposed   |
|---|--|
| The area of a ground sign shall not exceed 15 | Increasing the sign area of two (2) exisitng     |
| sq. m. (161.46 sq. ft.) per sign face.        | ground signs making the overall sign area of     |
|   | each sign 16.48 sq. m. (177.44 sq. ft.) per sign |
|   | face.  |

### **COMMENTS:**

The proposed sign is designed in the same architectural style, and is proportional to the existing sign. The Planning and Building Department finds the variance acceptable from a design perspective.

 $\textit{K:\pbdivision} \ \ \textit{WPDATA\PDC-Signs\2011\ PDC\ Signs\11-03836\01\ REPORTver2.doc}$ 



#11-3836

- MAG12/11.



40 Bradwick Dr. Unit #16-17 Concord, ON L4K 1K9 (905) 532-1490

### Rationale for the Variance

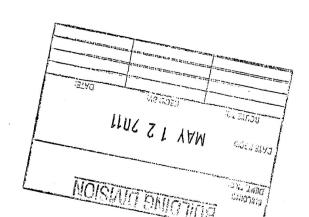
Currently, Subway's primary signage at this location is a 2 metre Contour Box on the front of the main building facing Terry Fox Dr. In an effort to increase Subway's traffic, we are applying for additional signage on the two pylons to make subway visible from either direction at the main intersection of Britannia rd and Terry Fox Way, as well as Plymouth Dr.

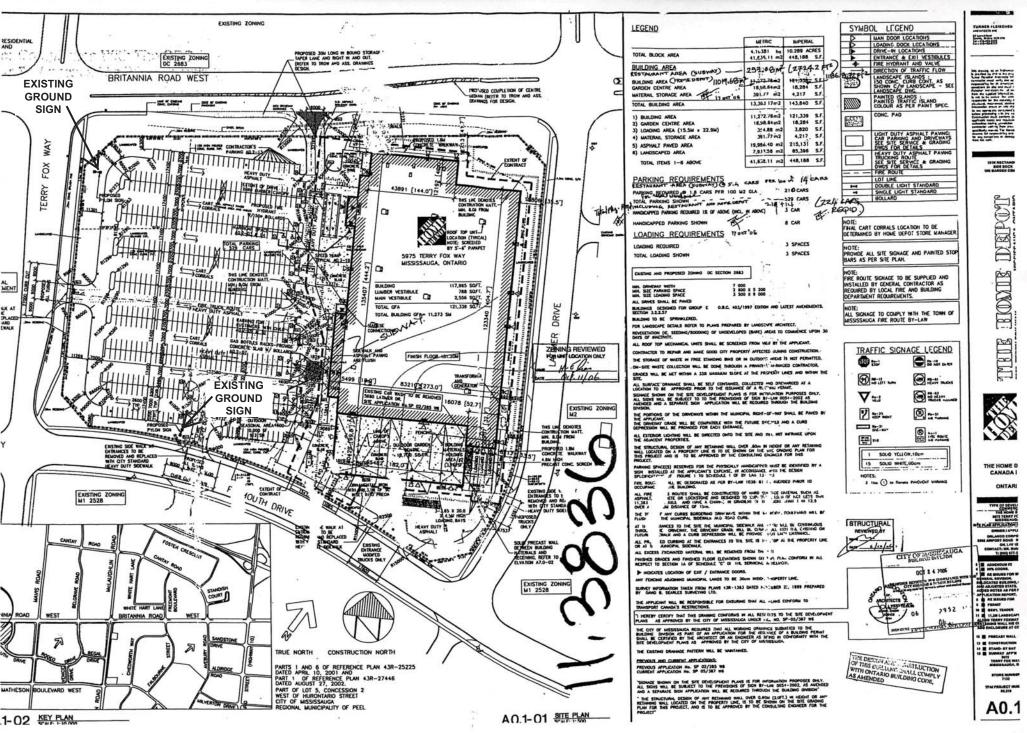
Thank You

Natalie Dixon

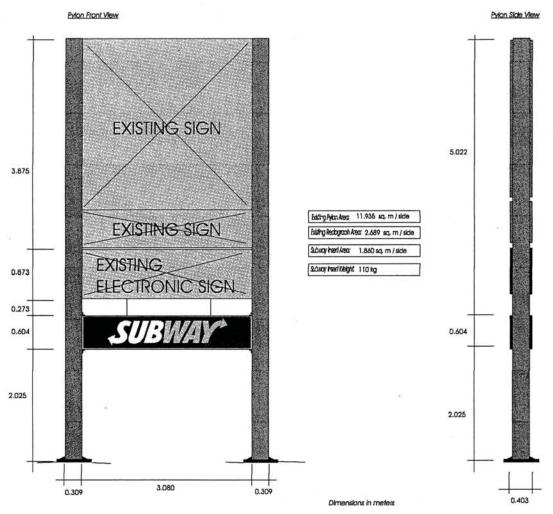
Metro Signs & Graphics

C/O Subway 5975 Terry Fox way



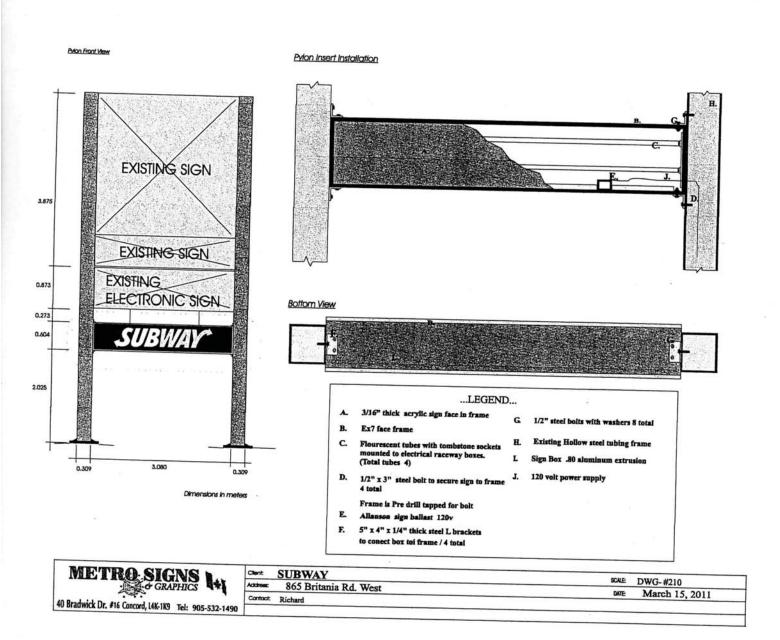


**APPENDIX 5-4** 



| METRO SIG                            | NS IN             |
|--------------------------------------|-------------------|
| 40 Bradwick Dr. #16 Concord, L4K-1K9 | Tel: 905-532-1490 |

| Client:  | SUBWAY                | SCALE | DWG- #206      |
|----------|-----------------------|-------|----------------|
| Address: | 865 Britania Rd. West | DATE  | March 15, 2011 |
| Contact: | Richard               |       |                |





August 30, 2011

**FILE:** 11-03922

**RE:** Lifetime Athletic

3055 Pepper Mill Court – Ward 8

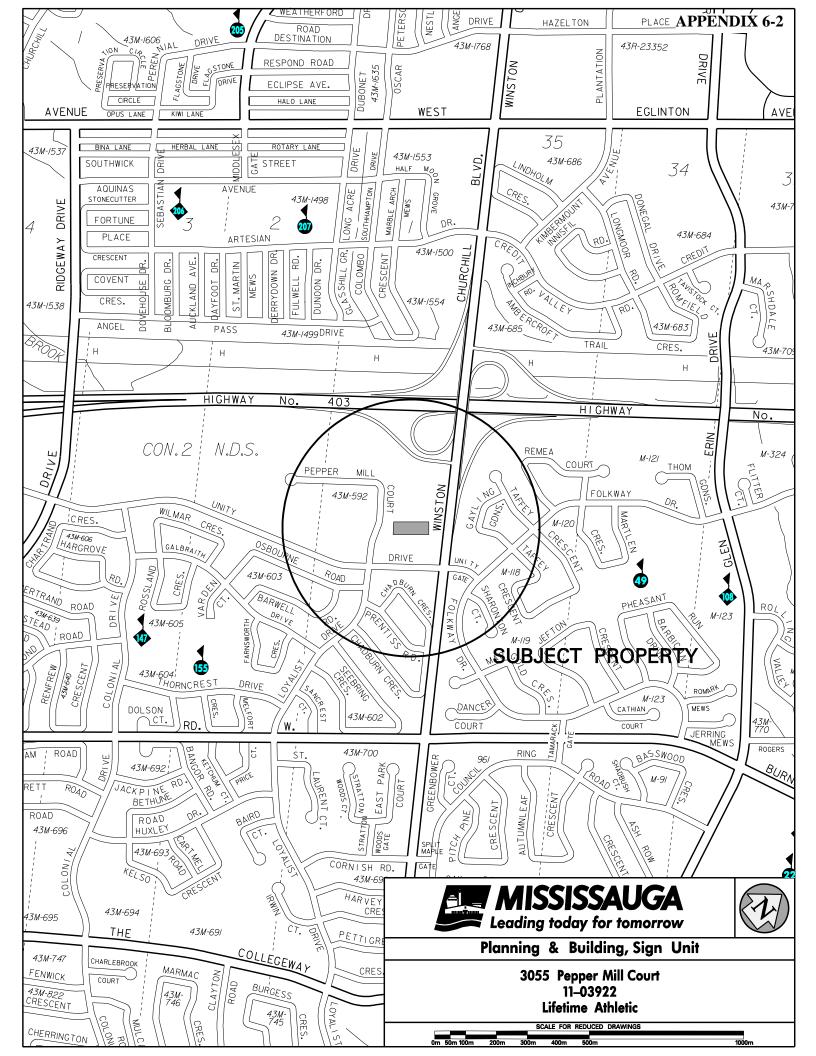
The applicant requests the following variances to sections 4, 13 and 17 of the Sign By-law 0054-2002, as amended.

| Section 4 and 17                              | Proposed                                       |  |  |
|---|--|--|--|
| A roof sign is not permitted.                 | One (1) fascia sign erected above the roofline |  |  |
| A fascia sign must be located on a building   | and located on a building canopy.              |  |  |
| façade.                                       |  |  |  |
| Section 13                                    | Proposed                                       |  |  |
| A fascia sign shall be erected no higher than | Nineteen (19) illuminated fascia signs located |  |  |
| the upper limits of the first storey.         | on the top floor of the building.              |  |  |

### **COMMENTS:**

In response to the requested variance for one (1) fascia sign above roofline and located on a canopy structure; we find the proposed sign is designed in a scale and manner which compliments the architectural style of the structure. The Planning and Building Department therefore has no objections to the requested variance.

In response to the requested variance for four (4) illuminated "Lifetime Athletic" and Fifteen (15) illuminated "medallion" signs to be located above the first storey of the building, we find the proposed signs are designed in a scale and manner which compliment the architectural style of the structure. The Planning and Building Department therefore has no objections to the requested variance.



## Permit W rld

57 William St. W., Waterloo, ON N2L 1J6 519-585-1201 519-208-7008 (fax)

May 31, 2011

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

### Re: Sign variance application for Lifetime Athletic, 3055 Pepper Mill Court.

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow twenty new illuminated fascia signs for the above-mentioned project.

Lifetime Athletic is proposing a total combined sign area on four elevations to 97.46 m2.

This property is zoned E2. The variance is being requested as the proposed signs will be installed above the first storey on each of the four elevations and one sign at the first storey on the west elevation. This last sign does not have a main entrance for the public and does not face a parking lot or driveway.

This is a new building and the proposed signs are complimentary to the architecture and the surrounding properties. The signs are a mixture of channel letters identifying the name of the business and medallions featuring graphics depicting the types of training facilities provided.

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,

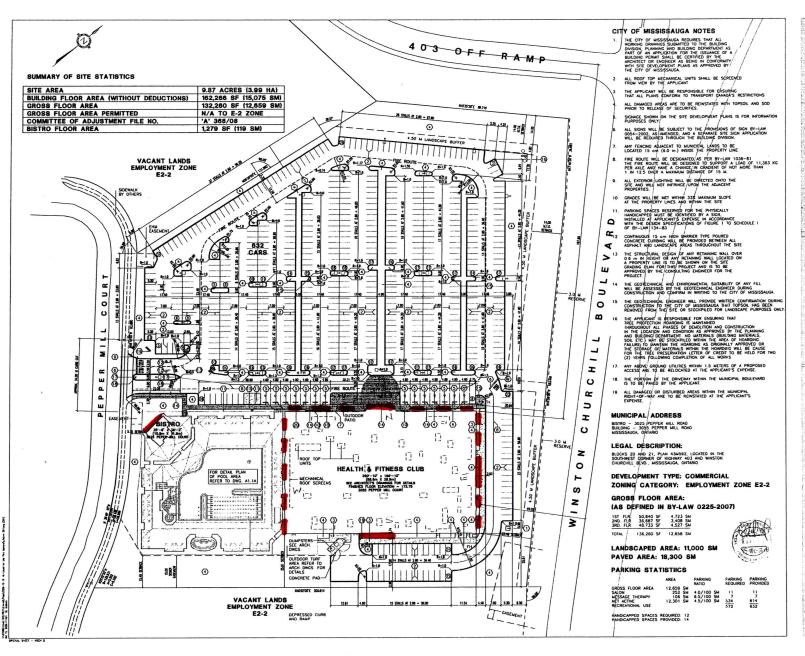
Gilda Collins

admin@permitworld.ca

-SIGN-

11-3921







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Stantec



TRANSFORMER AND PAD

90' PARKING STRIPING (TYP.) 90" PARKING STRPING (TYP)
CONCRETE SDEMALK (BY BUILDING CONTRACTOR)
LANDSCAPED ISLAND/AREA (TYP)
HANDICAP PAWEMENT MARKING AND SIGN (RC-6 TYP)
STOP BAR
SLAMESE CONNECTION

115mm SINGLE SOLID YELLOW LINE AS PER NUNICIPAL STANDARDS

STOP SIGN (RA-1)

BICYCLE RACK PARKING (8 BICYCLES PER RACK, PAD TO MATCH ADJACENT SIDEWALK)

CONCRETE PAD (MOTORCYCLE PARKING DIRECTIONAL FLOW ARROWS

115mm SINGLE BROKEN WHITE LINE AS PER MUNICIPAL STANDARDS UNIT PAVERS
914m X 914m CONCRETE PAGE

MONUMENT SIGN (SEE ARCH DWGS)
WARNING SIGN (WA-34)
WARNING SIGN (WA-133) DERESSED CURB AND RAMP PRE CAST CONCRETE BUMPERS

FIRE HYDRANT NEW CONCRETE CURB NEW LANDSCAPED ISLAND (CONCRETE CURB PROPERTY LINE

LIGHT STANDARDS 3/212 UNIT PAVERS CONCRETE

Permit-Seal

I HEREBY CERTIFY THAT THIS DRAWING CONFIRMS IN ALL RESPECTS TO THE SITE DEVELOPMENT PLAN AS APPROVED BY THE CITY OF MISSISSAUGA UNDER FILE NUMBER SP08/159 WB

ENGINEER'S SIGNATUR



2902 Corporate Place Chanhassen, MN 55317 PHONE: (952) 947-0000 FAX: (952) 946-9794

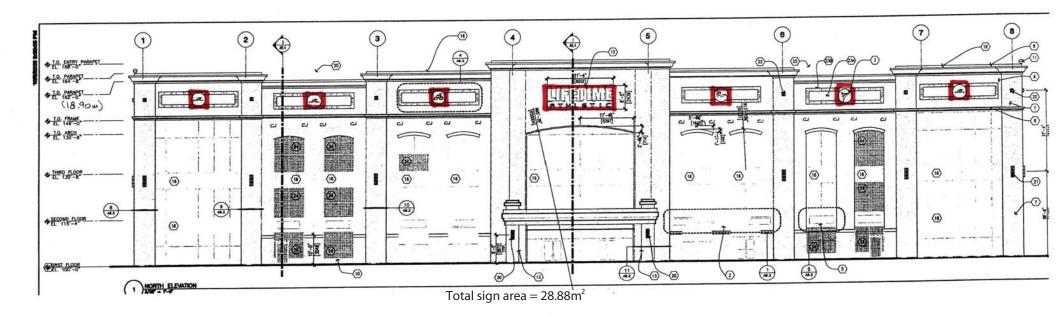
CITY OF MISSISSAUGA FILE: SP 08/159 W8

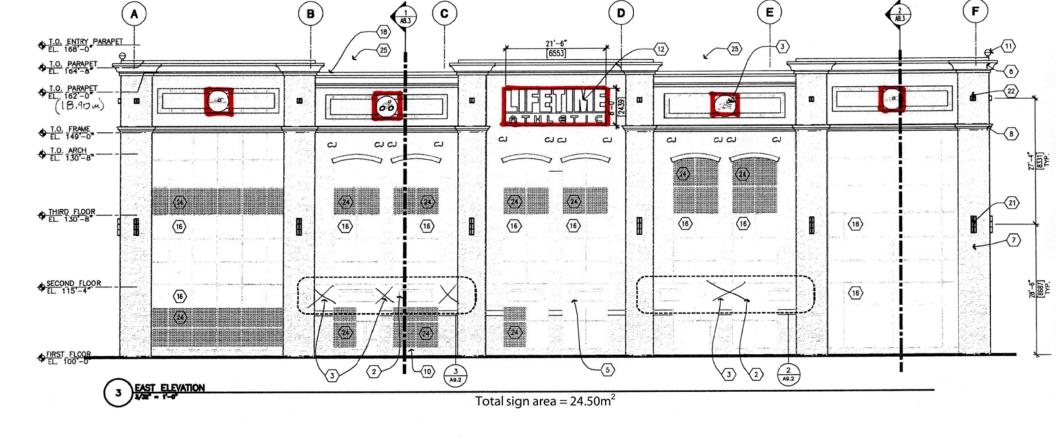
COMMERCIAL DEVELOPMENT

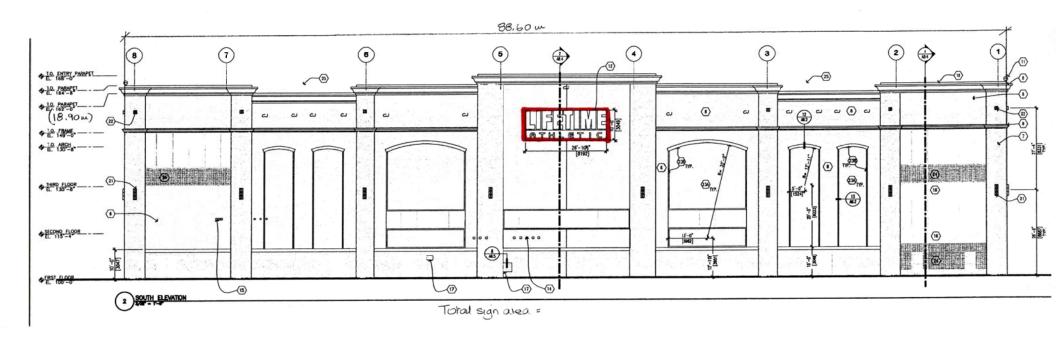
SITE PLAN 1606 21631

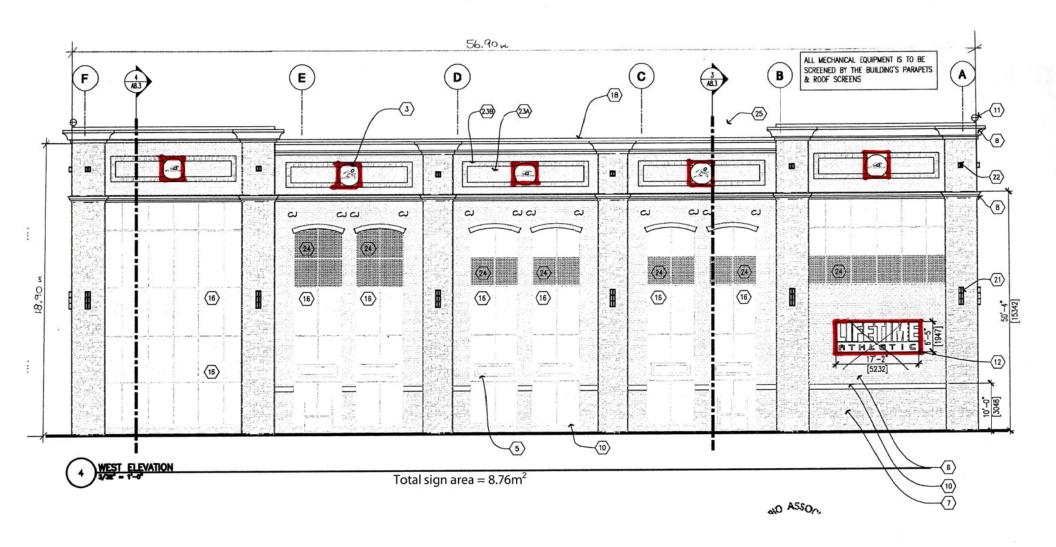
SW1

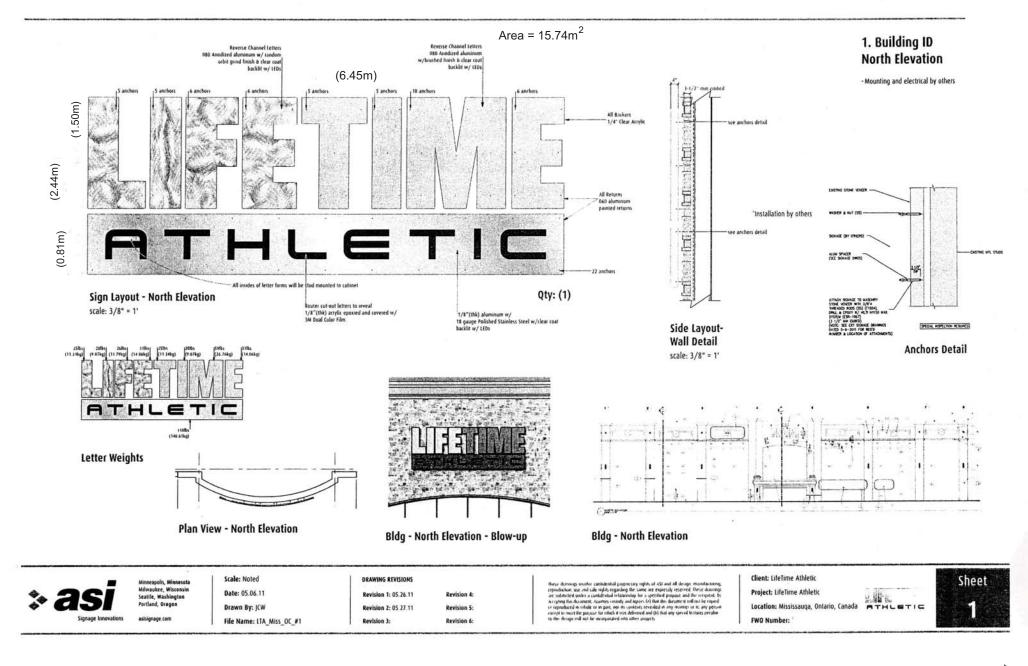
Scale Sheet













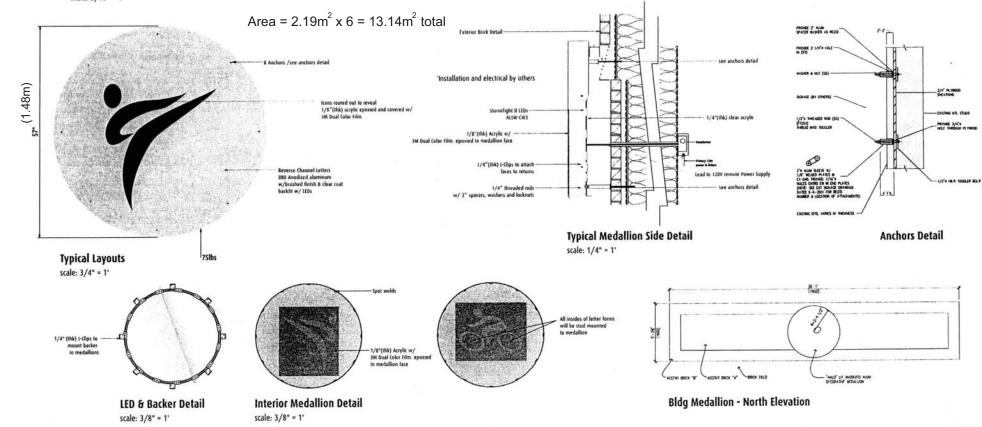
North elevation = 6 medallions East elevation = 4 medallions West elevation = 5 medallions

### **Building Medallions All Elevations**

- Mounting and electrical by others

### **Medallion Layouts**

scale: 3/16" = 1'





Minneapolis, Minnesota Milwaukee, Wisconsin Portland, Oregon

Scale: Noted

Date: 05.06.11

Drawn By: JCW

File Name: LTA\_Miss\_OC\_#7

DRAWING REVISIONS

Revision 1: 05.27.11

Revision 2:

Revision 3:

Revision 4: Revision 5: Revision 6:

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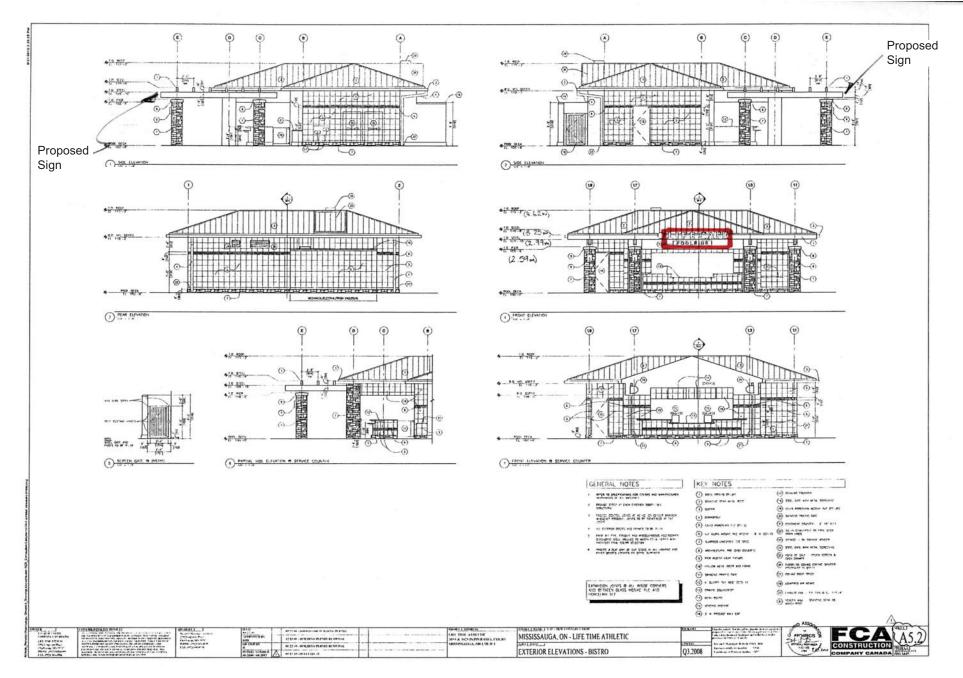
Client: LifeTime Athletic

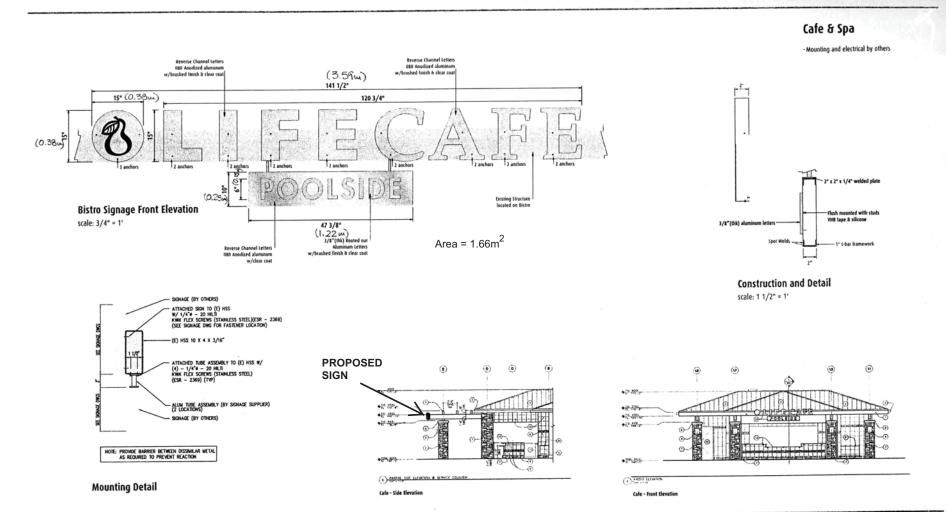
Project: LifeTime Athletic

FWO Number:

Location: Mississauga, Ontario, Canada

Sheet







Drawn By: JCW File Name: LTA\_Miss\_OC\_#9

Scale: Noted

Date: 05.06.11

DRAWING REVISIONS

Revision 1: 5.27.11 Revision 2:

Revision 3:

Revision 4: Revision 5: Revision 6: these distincts maked the confidential properties yields of 258 and all devices, manufactures, respectives, see, and side rights regularly the same are expressly reserved fines of assembly are shadined under a confidential relationship by an apprecial purpose and the respect to the expression of the compact of a confidential relationship by an apprecial purpose and the respect of the expression of a representation of the compact of the expression of the respect of the compact of the expression of the respect of the expression of the expression of the respect of the expression of th

Client: LifeTime Athletic

Project: LifeTime Athletic

Location: Mississauga, Ontario, Canada

FWO Number:





August 30, 2011

**FILE:** 11-05036

**RE:** Lifetime Athletic

4250 Winston Churchill Blvd. - Ward 8

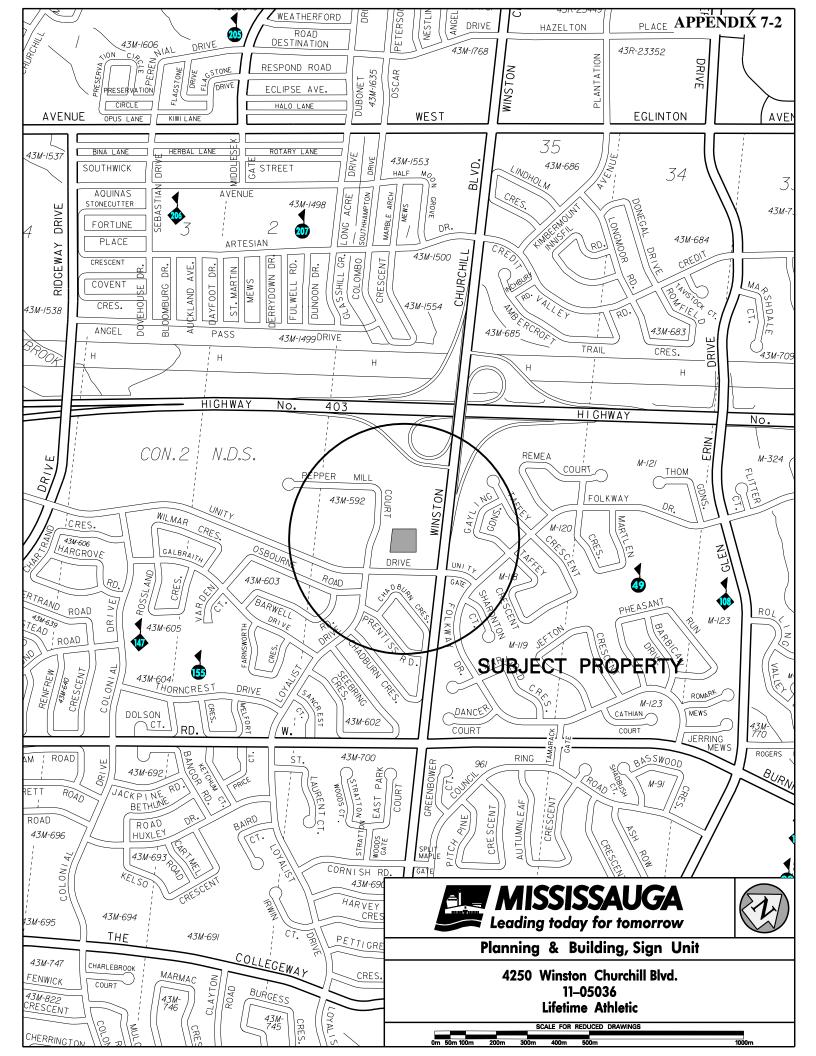
The applicant requests the following variances to sections 6(10) and 13 of the Sign By-law 0054-2002, as amended.

| Section 6(10)                                  | Proposed  |  |
|--|---|--|
| Signs must be located on the property on       | One (1) ground sign located on the adjacent     |  |
| which the business is located.                 | property to the business advertised.            |  |
| Section 13                                     | Proposed  |  |
| A billboard sign for each property where there | One (1) ground sign to be located on a property |  |
| is no ground sign.                             | with an existing billboard sign.                |  |

### **COMMENTS:**

The ground sign is proposed on an adjacent property to the business which is being used as parking for the business which also has an existing billboard sign erected on the property. The design of the proposed ground sign is acceptable, however the municipal address must be included. Maintaining the existing billboard sign in addition to the proposed ground sign is not within the intent of the Sign By-law and will set an undesirable precedent for other properties throughout the City.

The Planning and Building Department finds the proposed ground sign acceptable subject to the inclusion of the municipal address and the removal of the existing billboard sign.



## Permit W rld

57 William St. W., Waterloo, ON N2L 1J6 519-585-1201 519-208-7008 (fax)

May 31, 2011

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

### Re: Sign variance application for Lifetime Athletic, 4250 Winston Churchill

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow one third-party advertising, illuminated, single-sided ground sign for the above-mentioned project.

Lifetime Athletic is proposing a total sign area on the ground sign of 5.25 m<sup>2</sup>.

This property is zoned E2. The variance is being requested as the proposed ground sign is located on the adjacent property which will serve as the parking lot for Lifetime Athletic. Both the property where Lifetime Athletic is located (3055 Pepper Mill Court) and the property where the proposed ground sign will be located (4250 Winston Churchill) have the same owner. The proposed ground sign is considered third party due to the different addresses of the two properties, even though they are side-by-side and there will be no physical separation.

The ground sign is complimentary to the Lifetime Athletic building and is designed to architecturally blend with that property in a sophisticated, cohesive manner.

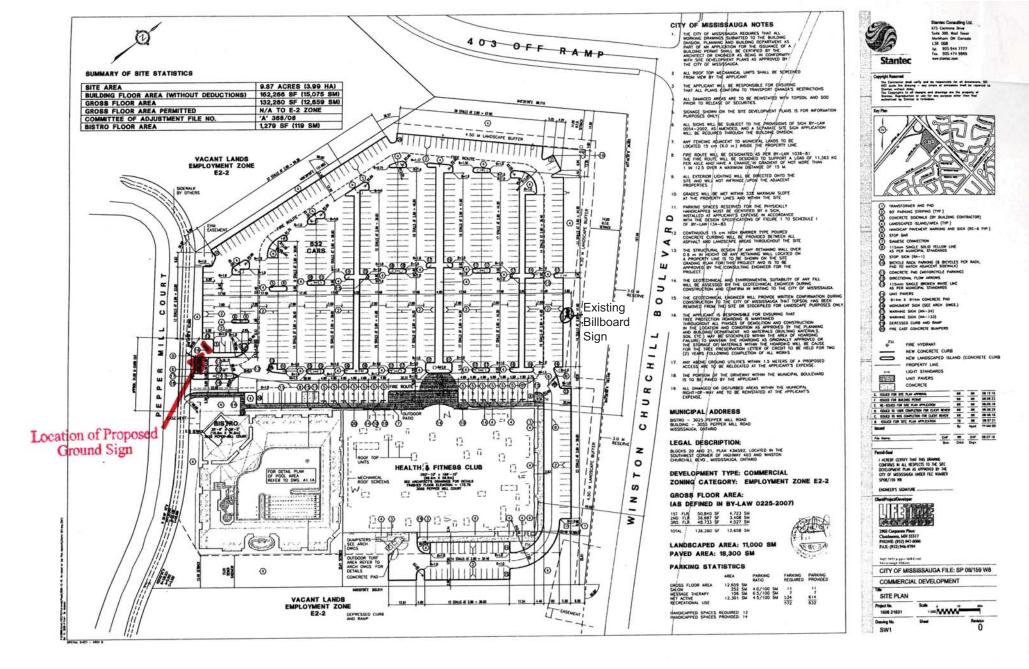
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

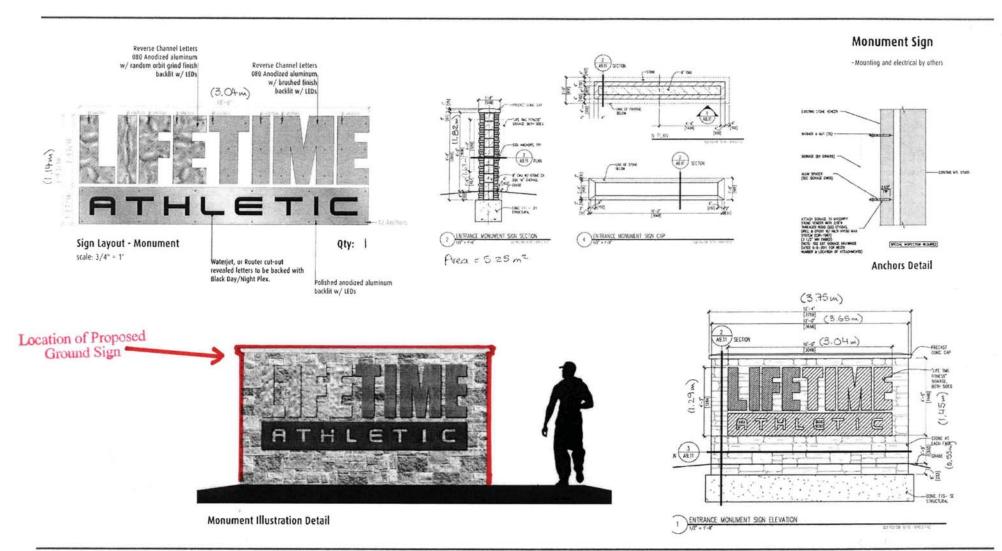
Thank you,

Gilda Collins

G. 0000 lo

admin@permitworld.ca







Minneapolis, Minnesota Milwaukee, Wisconsin Seattle, Washington Fortland, Oregon

asisignage.com

Scale: Noted

Date: 05.06.11

Drawn By: JCW File Name: LTA\_Miss\_OC\_#10 DRAWING REVISIONS

Revision 3:

Revision 1: 05.27.11

Revision 2: Revision 5:

Revision 4:

Revision 6:

Free flewings in other conformal groups my rights of 20 and all design, nemalization, approachisms, and side right impulsing the view an expective view or their decrease, are submitted and an accordant all existing the scale and expective view or their decrease, as submitted and accordant all existing the scale and accordant and appears to 10 and the scale of the properties of their or particular or the scale of expecting of their or particular or the scale of expecting or their or particular or the scale or particular or the scale of their or th

Client: LifeTime Athletic

Project: LifeTime Athletic

Location: Mississauga, Ontario, Canada FWO Number:

Sheet

ATHLETIC 10





August 30, 2011

**FILE:** 11-04333

**RE:** Viva Retirement Communities

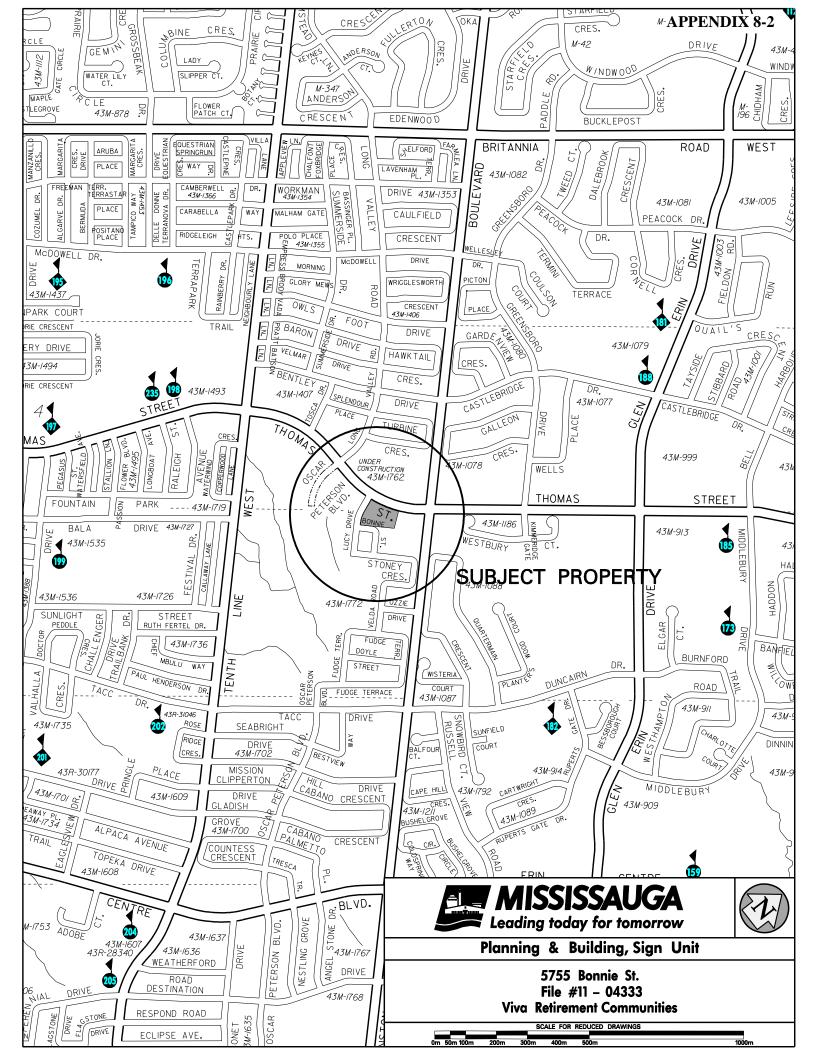
5575 Bonnie St. - Ward 10

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

| Section 12                                      | Proposed                                      |  |
|---|---|--|
| A ground sign in a residential zone shall be an | Two (2) ground signs that include the name of |  |
| address sign.                                   | the development.                              |  |

### **COMMENTS:**

The two proposed ground sign identify the retirement community which occupies the subject property. One is located at the vehicle entrance and one at the front of the building. The signs are located on landscape walls which are part of the fencing for the site and are well designed. The Planning and Building Department therefore finds the variances acceptable from a design perspective.





To whom it may concern.

| VIVA Churchill LP, the owner of VI | A Mississauga Retirement Community, is applying for an exception | to |
|------------------------------------|--|----|
| by-law(s)                          | for our new retirement community at 5575 Bonnie Street in        |    |
| Mississauga, Ontario.              |  |    |

VIVA believes that having clear, well-designed signage is particularly important for our residents. As senior citizens, our residents benefit from the guidance and reminders that way-finding and clear identification of their home can provide. We are also requesting this signage so that emergency vehicles are able to quickly identify our building and eliminate any lost time trying to locate our facility.

Below, please find a list of specific signs we require, along with the key reasons for their necessity:

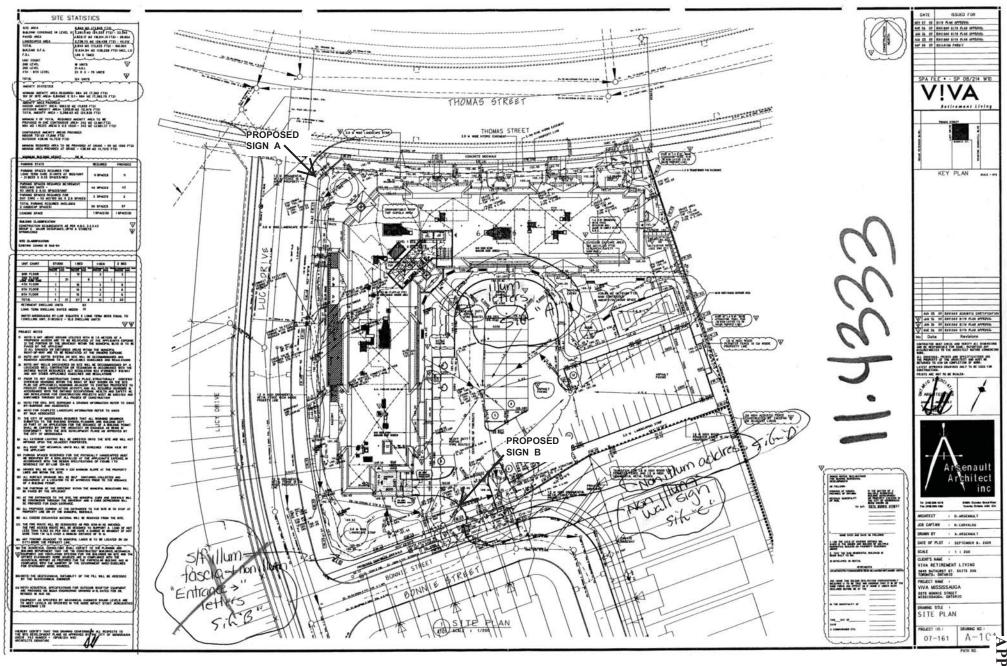
| SIGN                    | LOCATION                    | REASON(S) |   |
|-------------------------|-----------------------------|-----------|---|
| V!VA Mississauga logo & | Mounted on pier wall at the | 1)        | Identify property for residents,        |
| "ENTRANCE →"            | corner of Thomas St. & Lucy |           | employees, visitors, and suppliers      |
|                         | Dr.                         | 2)        | Direct residents, employees, visitors,  |
|                         |                             |           | and suppliers to V!VA's parking lot     |
|                         | *                           |           | entrance                                |
| V!VA Mississauga logo   | Mounted on pier wall at     | 1)        | Identify entrance to parking lot        |
|                         | parking lot entrance        | 2)        | Welcome residents, employees,           |
|                         | ,                           |           | visitors, suppliers                     |
| "VIVA"                  | Front entrance canopy       | 1)        | Identify front entrance of property for |
|                         |                             |           | residents, employees, visitors, and     |
| ,                       |                             |           | suppliers                               |
|                         |                             | 2)        | Complement architectural detail of      |
|                         |                             |           | exterior design                         |

We ask that the City of Mississauga consider the unique needs of our senior residents, and grant our request for the signs listed above.

With thanks in advance.

Danny Joseph

5575 Bonnie Street, Mississauga, Ontario | Phone: 905-566-4500 | www.vivalife.ca



**APPENDIX 8-4** 

# **SIGN**

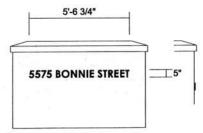
### **SIGN** В



Corner Pier Wall Signage

# 5'-0" 2'-0"

Main Entrance Left Side Wall Signage



Main Entrance Right Side Wall Signage

## Specifications:

#### **VIVA Illuminated Fascia**

Aluminum cabinet White acrylic faces 3M vinyl graphics face applied 3630-167 Bright Blue / 3630-44 Orange White LED illumination Reflector lense for downward lighting on bottom of fascia Trim-cap retainers & returns painted

### Entrance ->

Painted black and pin-mounted to wall

### Specifications:

### **VIVA Non-illuminated Panel**

1/8" Aluminum panel Face & edge of aluminum painted to match Blue PMS 3005 & Orange PMS 144

### **Graphics Treatment**

Water-jet cut 1/4" aluminum letters painted white & dot painted Orange PMS 144 "TM" - 3635-20B white vinyl Pin-mounted flat to panel

\* Externally flood-lit by others

### **Specifications:**

### Address

**Aluminum Cut-Out Letters** Painted black and pin-mounted to wall

\* Externally flood-lit by others

### Color Legend:

3630-167 Bright Blue vinyl

3630-44 Orange

3635-208 white vinyl or white paint

Black paint Blue PMS 3005

Orange PMS 144

# Job No.

Vantage #: VIVA0001 10-Nov-10

Design #: 10-2210 Scale: 1/4"=1'-0"

Sales: A. Morton Designer: R. Ferrara

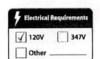
Rev. #: R1 (PL) Date: 1-Feb-11

Vector Artwork Required

High Resolution Image Required

Final Colours Required









to match blue & orange vinyl

**Aluminum Cut-Out Letters & Arrow** 

555 Ellesmere Road Toronto, Ontario, Canada M1R 4E8 Tel (416) 759-1111

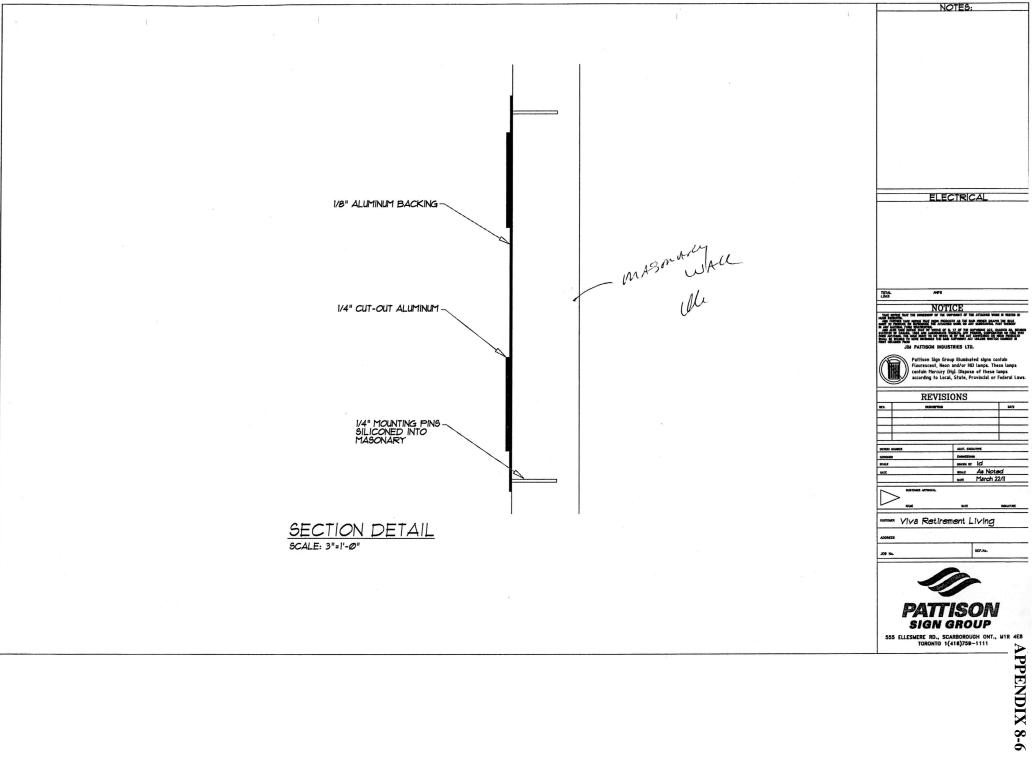
Fax (416) 759-4965

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Pattison Sign Group Illuminated signs contain Fluorescent, Neon and/or HID lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, State, Provincial or Federal Laws.

**APPENDIX 8-5** 





August 30, 2011

**FILE:** 11-04605

**RE:** Viva Retirement Communities

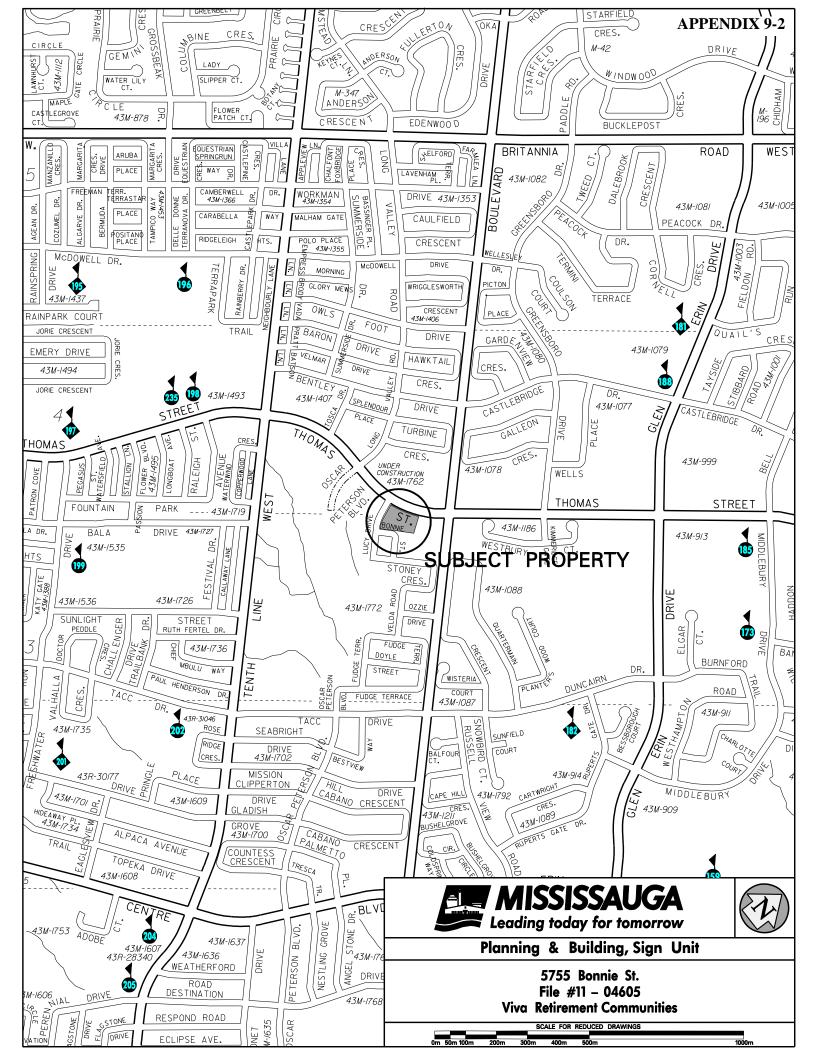
5575 Bonnie St. - Ward 10

The applicant requests the following variance to section 4(6) of the Sign By-law 0054-2002, as amended.

| Section 4(6)                              | Proposed                                |  |
|---|---|--|
| Banner signs are specifically prohibited. | One (1) banner sign located on the east |  |
|   | elevation of the building.              |  |

### **COMMENTS:**

The proposed banner sign is requested to help market the newly built retirement community. The Planning and Building Department recommends that the variance be granted on the condition that the banner sign is only to remain for a period of one year (until Spetember 2012).





Jeff Grech Sign Inspector City of Mississauga

Mr. Grech,

V!VA Churchill LP, the owner of V!VA Mississauga Retirement Community, is applying for a variance to the City of Mississauga by-law(s) regarding our request for a temporary exterior banner for our new retirement community at 5575 Bonnie Street in Mississauga, Ontario.

V!VA believes that having clear, well-designed signage informing our potential customers of our opening and availability is very important. As senior citizens, our customers greatly benefit from the guidance and reminders that large and clear signage of a potential new home can provide.

Should this variance be accepted, we'll be granting permission to the following company to proceed with installation of our requested banner:

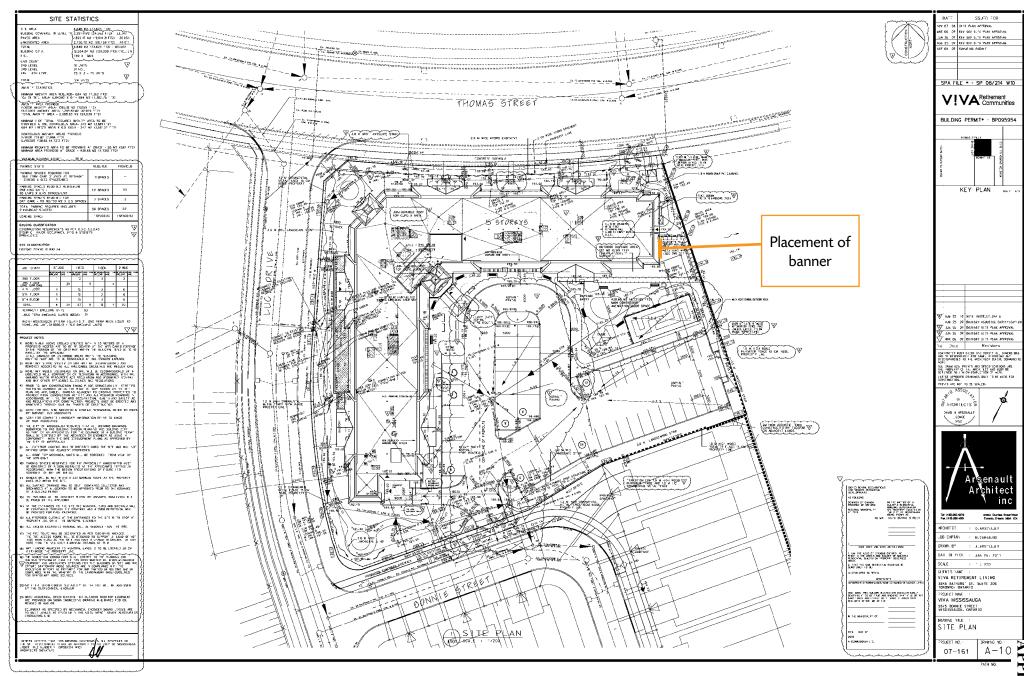
**Davies Signs** 25944 Poplar Hill Rd. R.R. #1 Ailsa -Craig ON N0M 1A0

Toll Free: (800) 684-5319 Local: (519) 232-4718

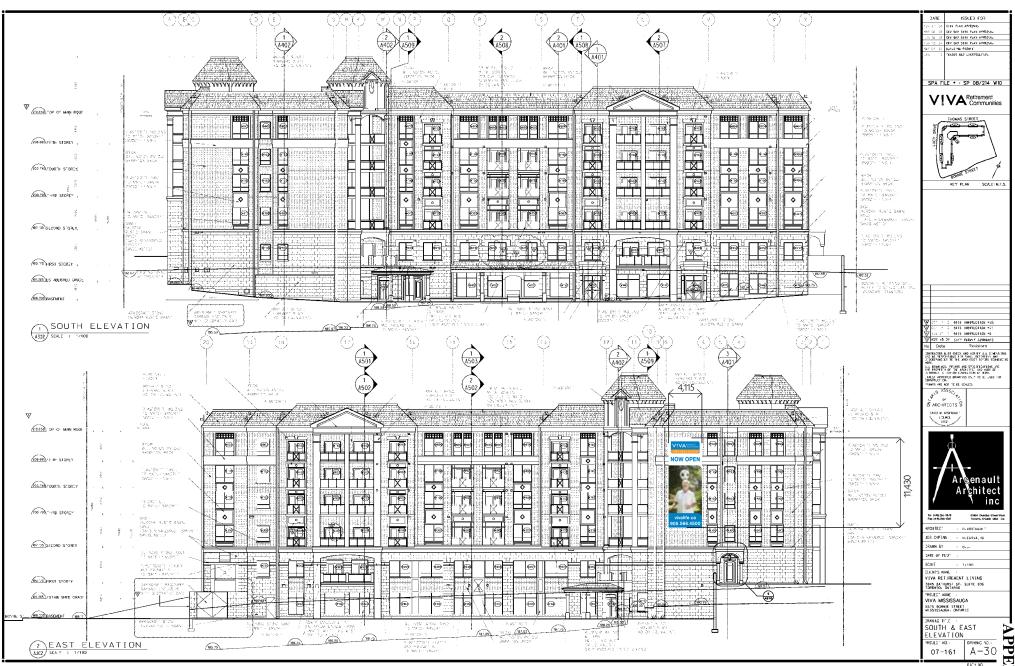
We ask that the City of Mississauga consider the unique needs of our senior customers, and grant our request for the sign listed above.

With thanks in advance.

Danny Joseph Director of Marketing & Sales V!VA Retirement Communities



APPENDIX 9-4



-APPENDIX 9-5

