



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2011)

**PDC** OCT 17 2011

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**DATE:** September 27, 2011

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: October 17, 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 September 27, 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 and 2 of the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 11-05624  
Ward 8  
The Erin Mills Health Centre  
2200 Eglinton Ave. W.

To permit the following:

- i) Two (2) fascia signs located on the north elevation.
- ii) One (1) fascia sign located on the south elevation.

2. That the following Sign Variances **not be granted**:

- (a) Sign Variance Application 09-04758  
Ward 6  
Traffic Paralegal Services  
896 Burnhamthorpe Rd. W.

To permit the following:

- i) One (1) fascia sign on the west elevation of the building located on a unit not occupied by the business.
- ii) One (1) fascia sign on the south elevation of the unit which does not face a street or contain the main entrance for the public.

**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 Appendices 1 and 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:**

The Erin Mills Health Centre  
Appendix 1-1 to 1-10

Traffic Paralegal Services  
Appendix 2-1 to 2-10

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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**

September 27, 2011

**FILE:** 11-05624

**RE: The Erin Mills Health Centre**  
**2200 Eglinton Avenue West – Ward 8**

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

<b>Section 4(6)</b>	<b>Proposed</b>
Sign not expressly permitted by this By-law are prohibited.	Two (2) fascia signs located on the north elevation. One (1) fascia sign located on the south elevation.

**COMMENTS:**

These fascia signs are designed in style and size which complement the building; the content of these signs are relevant to the building's use; The Planning and Building Department therefore finds the variance acceptable from a design perspective.



**CREDIT VALLEY**  
THE CREDIT VALLEY HOSPITAL

**LETTER OF RATIONALE**

August 31, 2011

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

ATTN: Kevin Hui

**RE: The Credit Valley Hospital**  
**2200 Eglinton Avenue West, Mississauga, ON, L5M 2N1**  
**CON 2NDS PT LTS 14, 15 PL 1003 43R10237 PTS 1.3**  
**Application Number 11-5624**  
**Fascia Sign 3-Fascia Sign Credit Valley Hospital**

As part of the hospital's agreement in accepting large donations from generous donors for naming of our new building wing, the Hospital is obligated to affix an exterior illuminated sign to the face of the building to acknowledge the donor's gift.

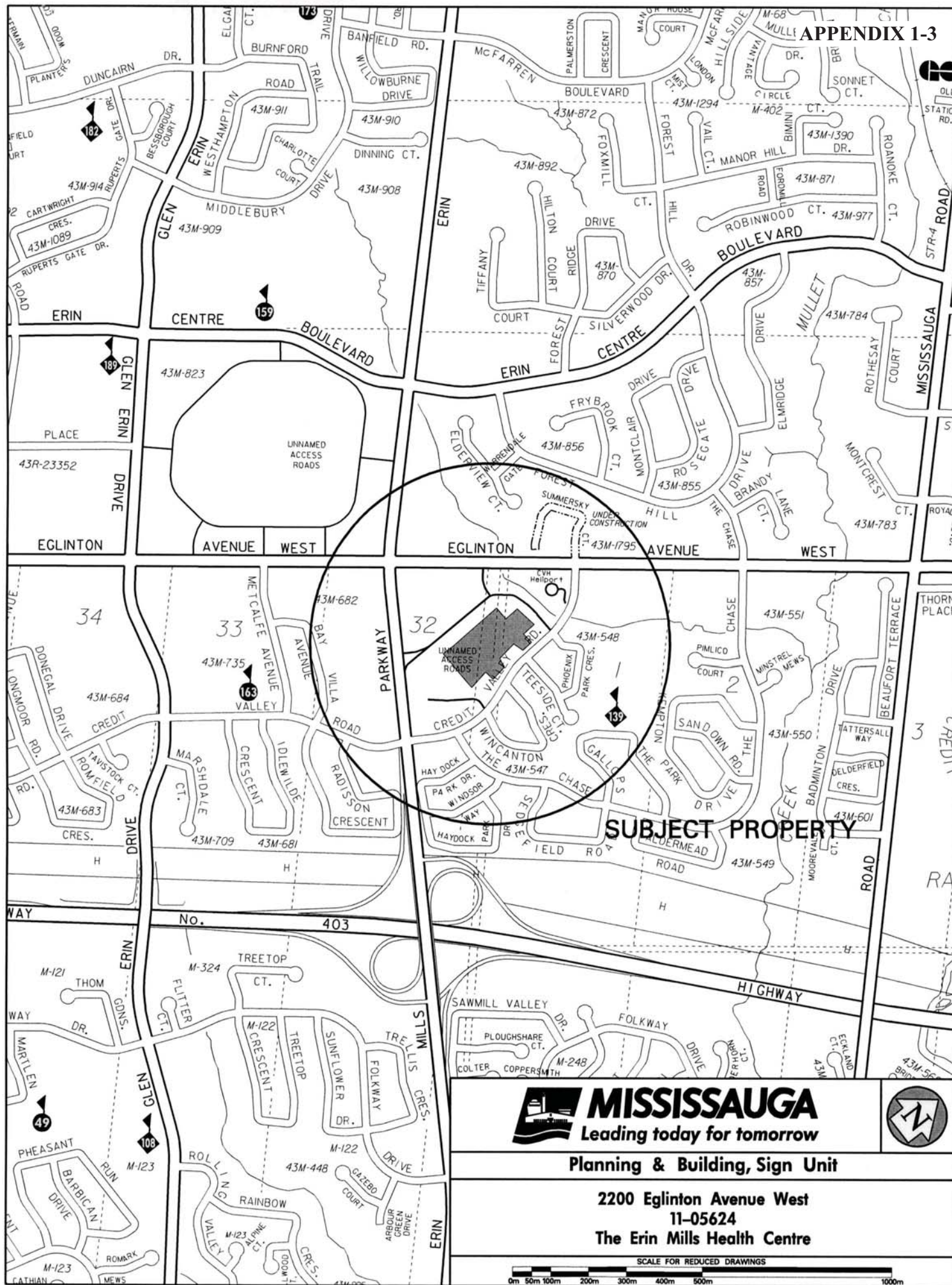
This submission for building permit and variance is for the naming of the Maternal Child portion of the new building wing only.

Yours truly,

  
F.J. (Frank) Syer, P.Eng.  
Director, Capital Planning & Redevelopment  
Credit Valley Hospital  
Tel: (905) 813-4157  
Fax: (905) 813-4495  
[fsyer@cvh.on.ca](mailto:fsyer@cvh.on.ca)  
/km

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2200 Eglinton Avenue West, Mississauga, ON L5M 2N1 905.813.2200 [www.cvh.on.ca](http://www.cvh.on.ca)



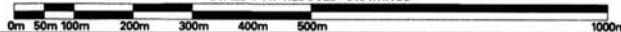
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**Planning & Building, Sign Unit**

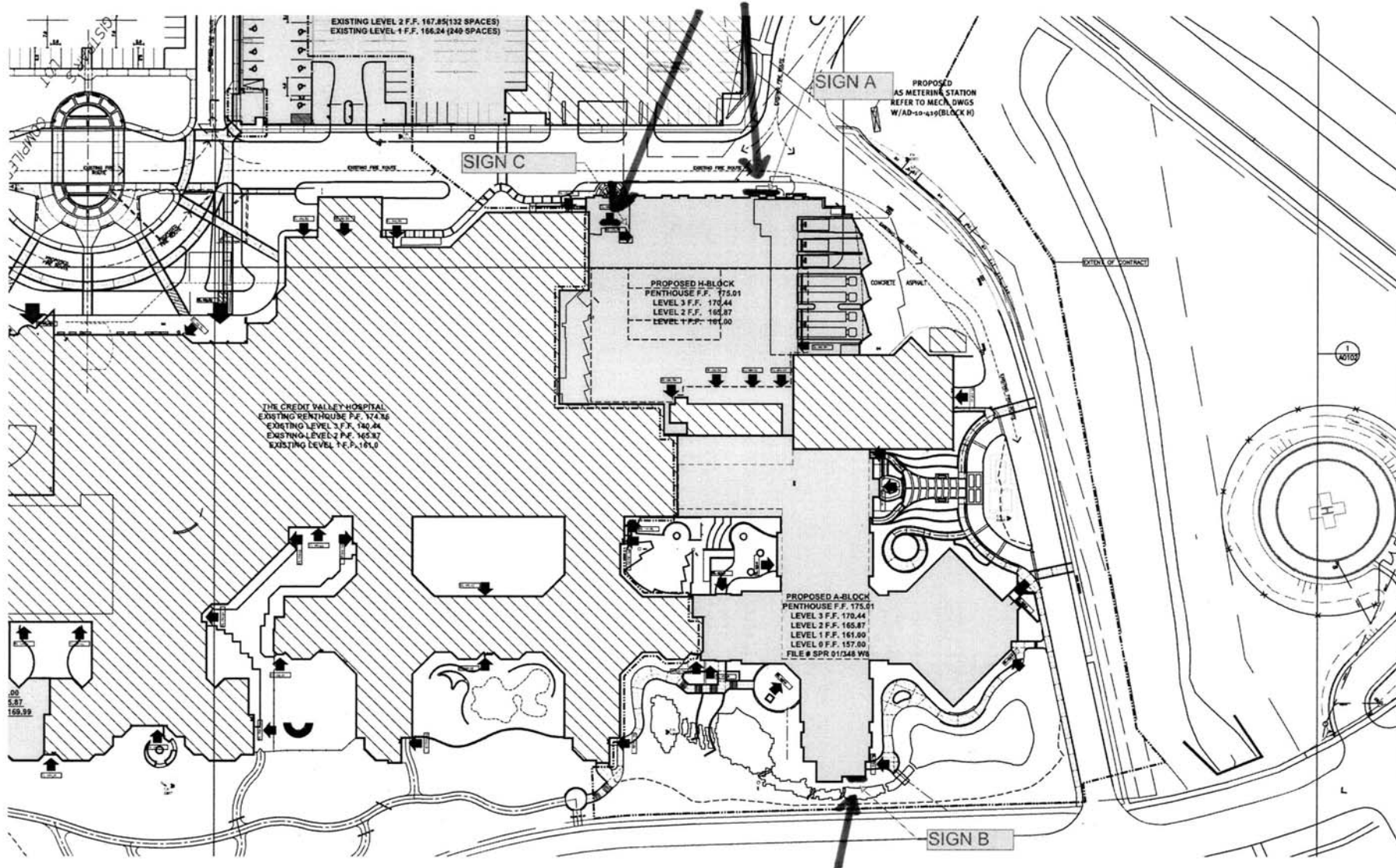
**2200 Eglinton Avenue West  
11-05624  
The Erin Mills Health Centre**

SCALE FOR REDUCED DRAWINGS





# Location of Proposed Fascia Signs



# Location of Proposed Fascia Sign

NO.	ISSUED FOR CONSTRUCTION	DESCRIPTION	DATE
			08-25-08

REVISIONS

THE CONTRACTOR SHALL CHECK AND VERIFY ALL DIMENSIONS. DO NOT SCALE THE DRAWING.

THIS DRAWING SHALL NOT BE USED FOR CONSTRUCTION PURPOSES UNLESS ISSUED FOR CONSTRUCTION BY THE DESIGN PROFESSIONAL. NOISE DATA IS ATTACHED TO THIS DRAWING AND NOISE SURVEY IS BELOW.

DATE:

ISSUED FOR CONSTRUCTION

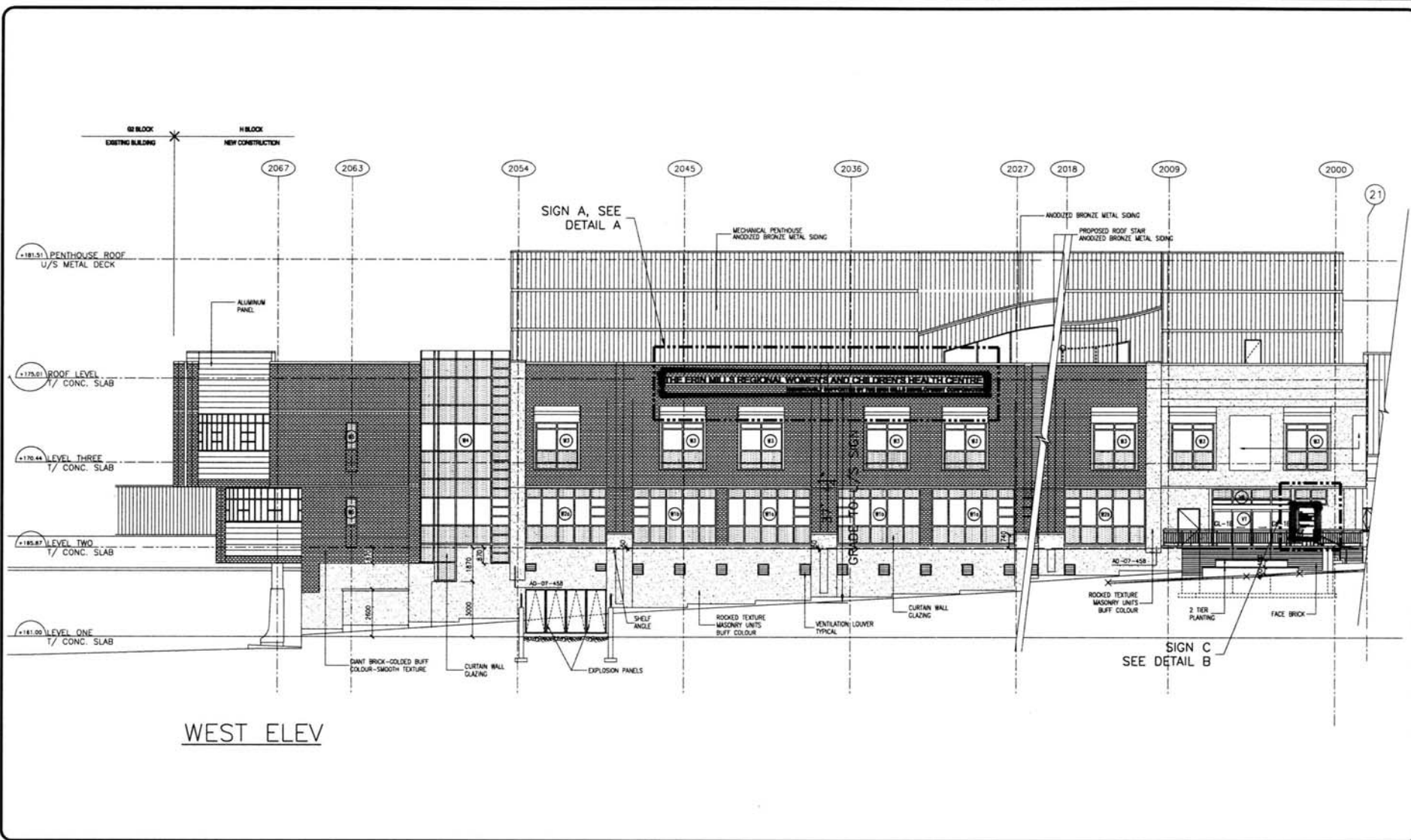
1/2010

PROFESSIONAL ASSOCIATION

**Farrow**

REGISTERED PROFESSIONAL ARCHITECTS  
229 College Street, Suite 800  
Toronto, ON Canada M5S 1A9  
T 416 578 3400 F 416 578 3400  
www.farrowgroupinc.com

1/2010



WEST ELEV

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# Atec Signs

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Customer: CREDIT VALLEY HOSPITAL

Date: JULY 12/11

Sales: S. ZWAAL

Rev 3:

w/o: 7529

Job Description: FASCIA SIGNS

Scale: 1/16"=1'-0"

Design: S. HARVEY

Rev 2:

dwg no: ELEV

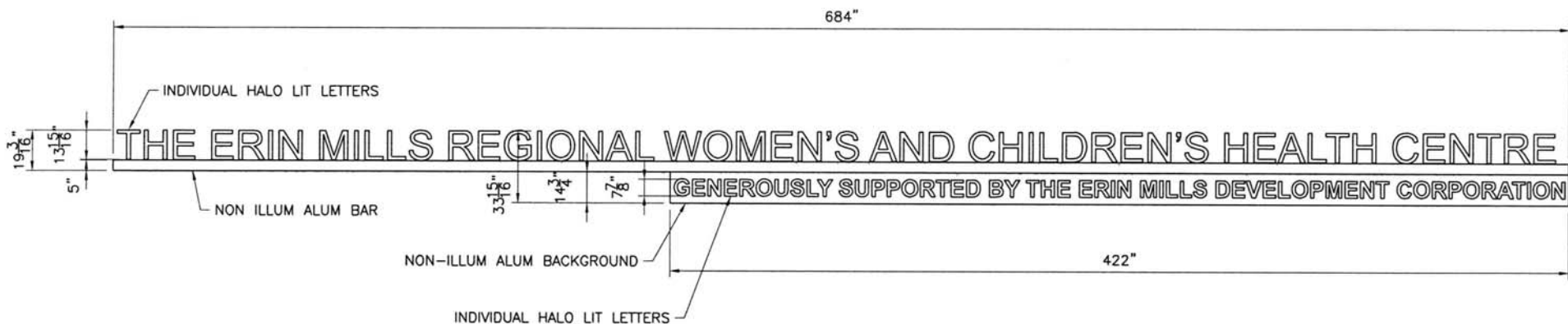
Customer Approval:

Date:

Eng: A. KRUGER

Rev 1: sizes revised Aug.31/11

sheet 1 of 9



## SIGN ELEVATION

### SIGN A

- ILLUMINATED FASCIA SIGN
- HALO LIT INDIVIDUAL LETTERS PAINTED COPPER
  - UNDERSCORE & BACKGROUND PANEL PAINTED SILVER
  - LED ILLUMINATION
  - SILVER TO MATCH CLEAR ANODIZED
  - COPPER TO MATCH SIKKENS METALLIC 309D5

SIGN AREA =  $(19.19 \times 684) + (14.75 \times 422) / 144 = 134 \text{ SQ FT}$



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Customer: CREDIT VALLEY HOSPITAL

Date: JULY 12/11

Sales: S. ZWAAL Rev 3:

w/o: 7529

Job Description: FASCIA SIGNS

Scale: 3/8"=1'-0"

Design: S. HARVEY Rev 2:

dwg no: SIGN A

Customer Approval:

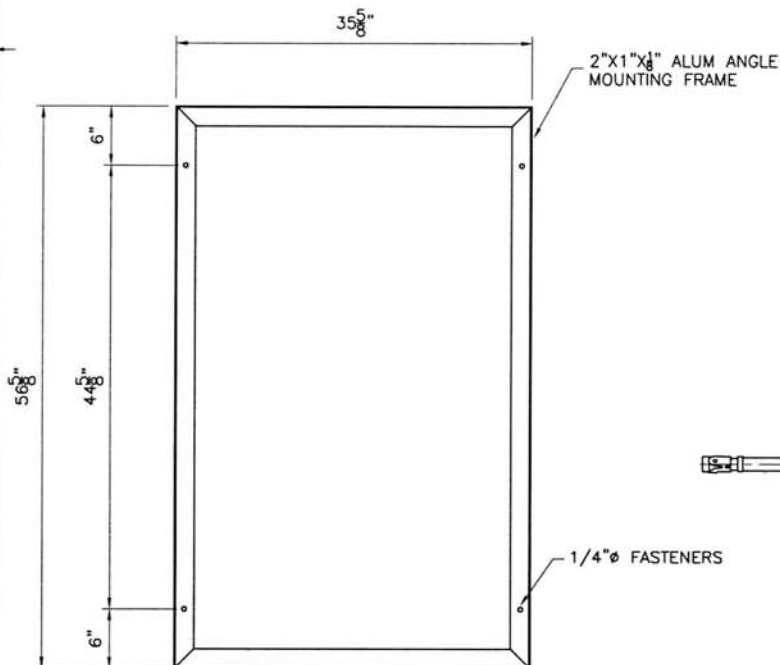
Date:

Eng: A. KRUGER Rev 1:

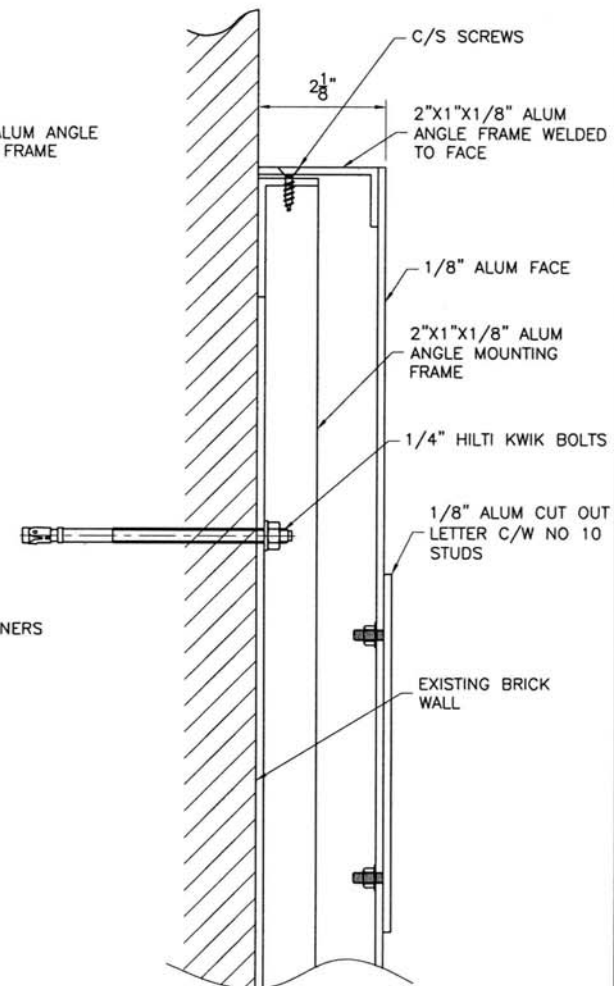
sheet 4 of 9



GRAPHICS ELEVATION



STRUCT ELEVATION



SECTION THRU  
SCALE: HFS

**SIGN C**

**NON ILLUMINATED FASCIA SIGN**

- 1/8" CUT OUT ALUM COPY W/PAINTED COPPER FINISH (MAIN COPY)
- FIRST SURFACE PAINTED COPPER VINYL FOR SECONDARY COPY
- FACE PAINTED SILVER
- SILVER TO MATCH CLEAR ANODIZED
- COPPER TO MATCH SIKKENS METALLIC 309D5

SIGN AREA = 36"x57"/144 = 14 SQ FT

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Customer: CREDIT VALLEY HOSPITAL

Date: JULY 12/11

Sales: S. ZWAAL Rev 3:

w/o: 7529

Job Description: FASCIA SIGNS

Scale: 1"=1'-0"

Design: S. HARVEY Rev 2:

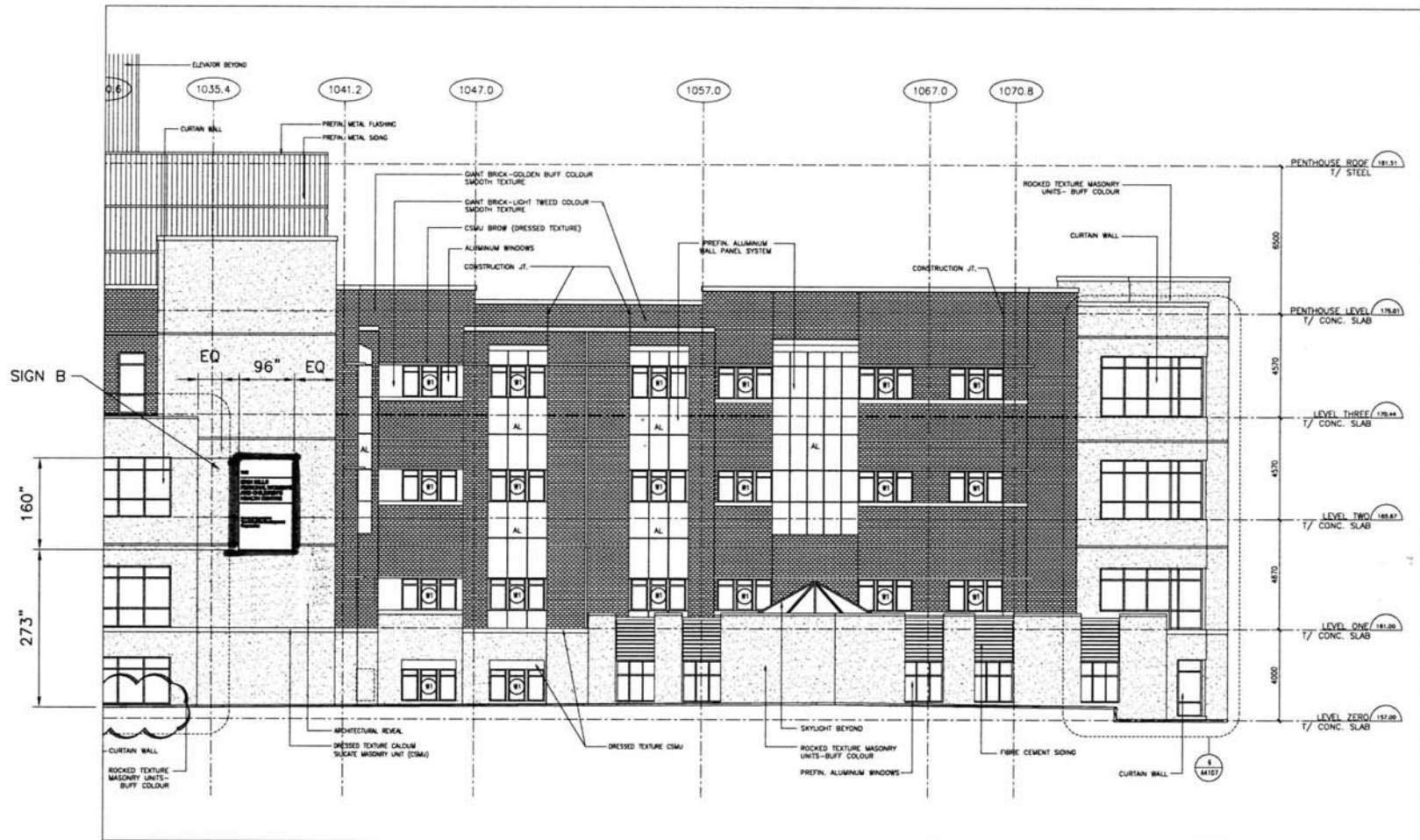
dwg no: SIGN C

Customer Approval:

Date:

Eng: A. KRUGER Rev 1: revised to non illum Aug.12/11

sheet 7 of 9



EAST ELEV



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Customer: CREDIT VALLEY HOSPITAL

Date: JULY 12/11

Sales: S. ZWAAL

Rev 3:

w/o: 7529

Job Description: FASCIA SIGNS

Scale: 1/16"=1'-0"

Design: S. HARVEY

Rev 2:

dwg no: ELEV

Customer Approval:

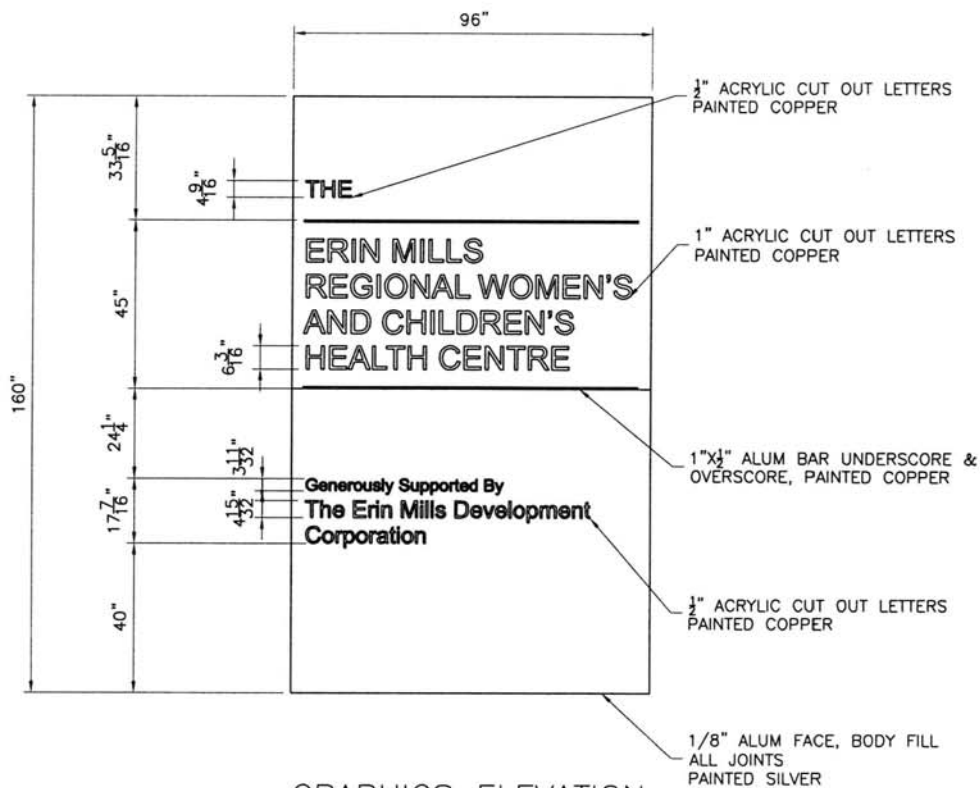
Date:

Eng:

A. KRUGER

Rev 1:

sheet 3 of 9



## GRAPHICS ELEVATION

### SIGN B

NON-ILLUMINATED WALL SIGN  
C/W CUT OUT ACRYLIC LETTERS  
CHANNEL LETTERS TO BE SPACED OFF BACKGROUND  
SILVER TO MATCH CLEAR ANODIZED  
COPPER TO MATCH SIKKENS METALLIC 309D5

SIGN AREA =  $96 \times 160 / 144 = 107$  SQ FT

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Customer: CREDIT VALLEY HOSPITAL

Date: JULY 12/11

Sales: S. ZWAAL

Rev 3:

w/o: 7529

Job Description: FASCIA SIGNS

Scale: 3/8"=1'-0"

Design: S. HARVEY

Rev 2:

dwg no: SIGN B

Customer Approval:

Date:

Eng: A. KRUGER

Rev 1: size revised Aug.31/11

sheet 5 of 9



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

September 27, 2011

**FILE:** 09-04758

**RE: Traffic Paralegal Services**  
**896 Burnhamthorpe Road West – Ward 6**

**The applicant requests the following variance to section 17(2) of the Sign By-law 0054-2002, as amended.**

<b>Section 17(2)</b>	<b>Proposed</b>
Fascia signs shall be attached an exterior wall of the unit occupied by the business, facing a street or located on an elevation where the main entrance for the public is located.	One (1) fascia sign on the west elevation of the building not located on the unit occupied by the business. One (1) fascia sign on the south elevation of the unit which does not face a street or contain the main entrance for the public.

**COMMENTS:**

The proposed fascia sign on the west elevation of the building is located on a unit which is not occupied by the business. The proposed sign does not have design merit and would set a precedent for other tenants in the building to follow. The existing fascia sign reading “Wok to Go” (Appendix 2-8) is located on the unit occupied by Wok to Go and erected prior to the enactment of the current By-law. As there is an existing ground sign on the street frontage of the property already identifying the tenants of the building (Appendix 2-10), the Planning and Building Department cannot support the variance.

The proposed fascia sign locate at the rear (south) of the building is not located on an elevation which faces a street or contains the main entrance for the public. The sign is place in this location as an advertising device to attract attention of the patrons of the Courthouse. The sign has no design merit and therefore is not acceptable from a design perspective and would set a precedent for others to place advertising signage at rear of buildings throughout the City.

May 24, 2011

City of Mississauga  
C/o Planning & Building Department  
300 City Centre Dr.  
Mississauga, ON L5B 3C1

Attention: Kelwin HUI

Re: Letter of Rationale for Variance, as required by Sec 32 of the Sign By-law 0054-2002

Dear Mr. HUI;

Please consider this letter as a "letter of rationale" for the variance with respect to the sign issue at Traffic Paralegal Services, 896 Burnhamthorpe Rd. W., #3, Mississauga, Ont.

Traffic Paralegal Services is located 5 minutes west of Square 1, adjacent to the Mississauga Court House, between Mavis Rd. & Creditview Dr.

We offer the citizens of Mississauga (including GTA) a variety of services with respect to legal representation on Highway Traffic Act offences (HTA), better known as Traffic Tickets or Provincial Offences Act Charges.

We further offer legal representation on Criminal Code Matters and are licensed by the Law Society of Upper Canada.

The parking lot for the Court House at 950 Burnhamthorpe Rd. W is located directly behind Traffic Paralegal Services (TPS); in fact, the lot exceeds the entire south wall of TPS to the east boundary of the Court House parking lot. Needless to say, the rear sign, better known as the south wall sign, plays an essential role in the marketing of our Legal services.

I would also like to add that 30 to 40% of our clients are considered "walk ins" from the Court House parking lot and the south sign is responsible for just that. The sign faces south and is exposed to the Courthouse parking lot not only for vehicular traffic, but for pedestrian traffic in and out of the Court House.

-2-

The south wall sign provides direction to potential clients after parking their car, rather than distraction to drivers. The sign does not interfere with traffic or cause traffic problems.

The need for the signage is essential on the south wall of TPS; otherwise, we would suffer the loss of business, which would cause financial hardship on TPS.

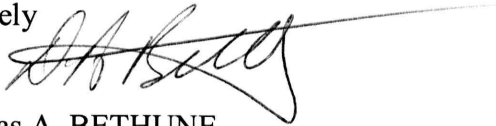
There are no other signs on the south wall to advise the general public otherwise.

The sign also offers a sense of "relief" to the number of citizens that are stressed or intimidated by the Court System. They may exit the Court knowing there is some legal assistance for their legal issues that are steps away from the Courthouse.

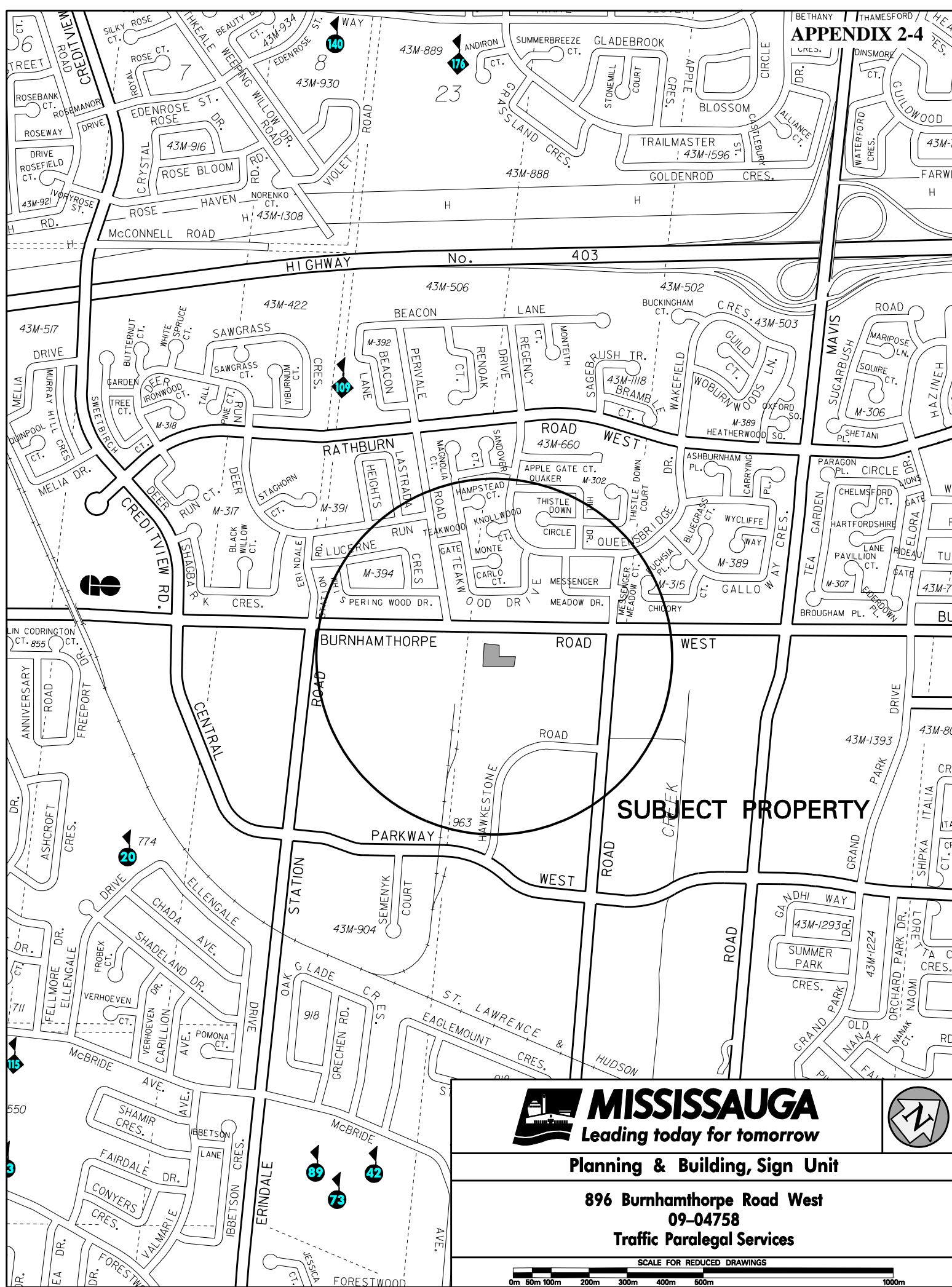
We hope that you accept this letter as rationale for the variance and further that you may admit this letter for your consideration

Subject to any questions you may have, these are my respectful submissions and I wish to Thank you for your time.

Sincerely

A handwritten signature in black ink, appearing to read "DA Bethune", with a long horizontal line extending to the right.

Douglas A. BETHUNE  
Marketing Manager  
Traffic Paralegal Services



MAY 25, 2011



WEST WALL SIGN

106" SOUTH FROM  
NORTH FACE (WALL)

SOUTH WALL SIGN

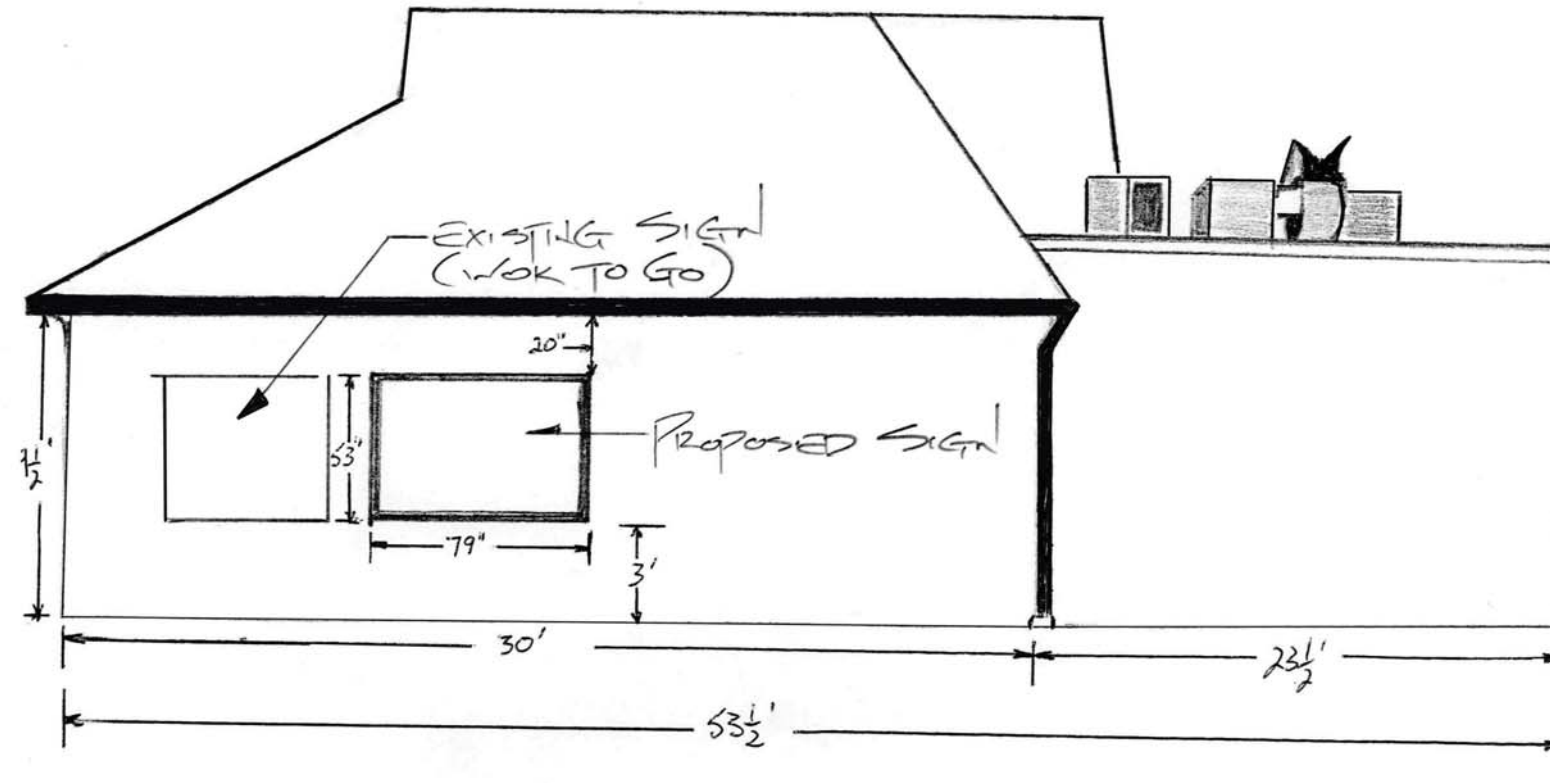
94" EAST FROM WEST WALL FACE  
34" FROM TIP OF PEAK OF ROOF

896 BURNHAMTHORPE RD. W., #3  
— WEST ELEVATION —

MAY 25, 2011

*D.A. Bethune*  
DOUGLAS BETHUNE

← N



WEST WALL SIGN

SIGN IS 79" X 53" (79" WIDE X 53" HEIGHT)

SIGN IS 50 LBS IN WEIGHT (APPROX.)

SIGN IS 9" THICK (PROTRUDES 9" FROM BRICK WALL)

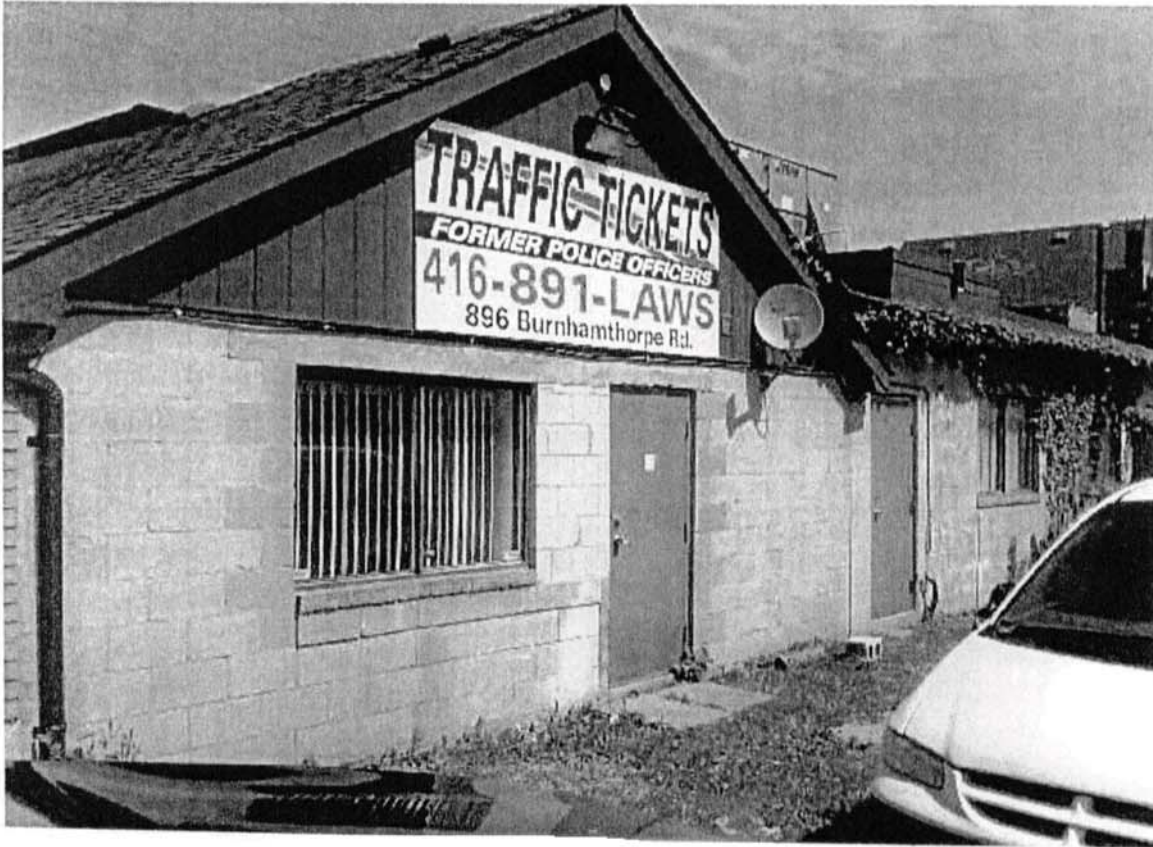
SIGN IS MADE OF CORR. PLASTIC & ALUMINUM.

WEST SIDE SIGN ELEVATION

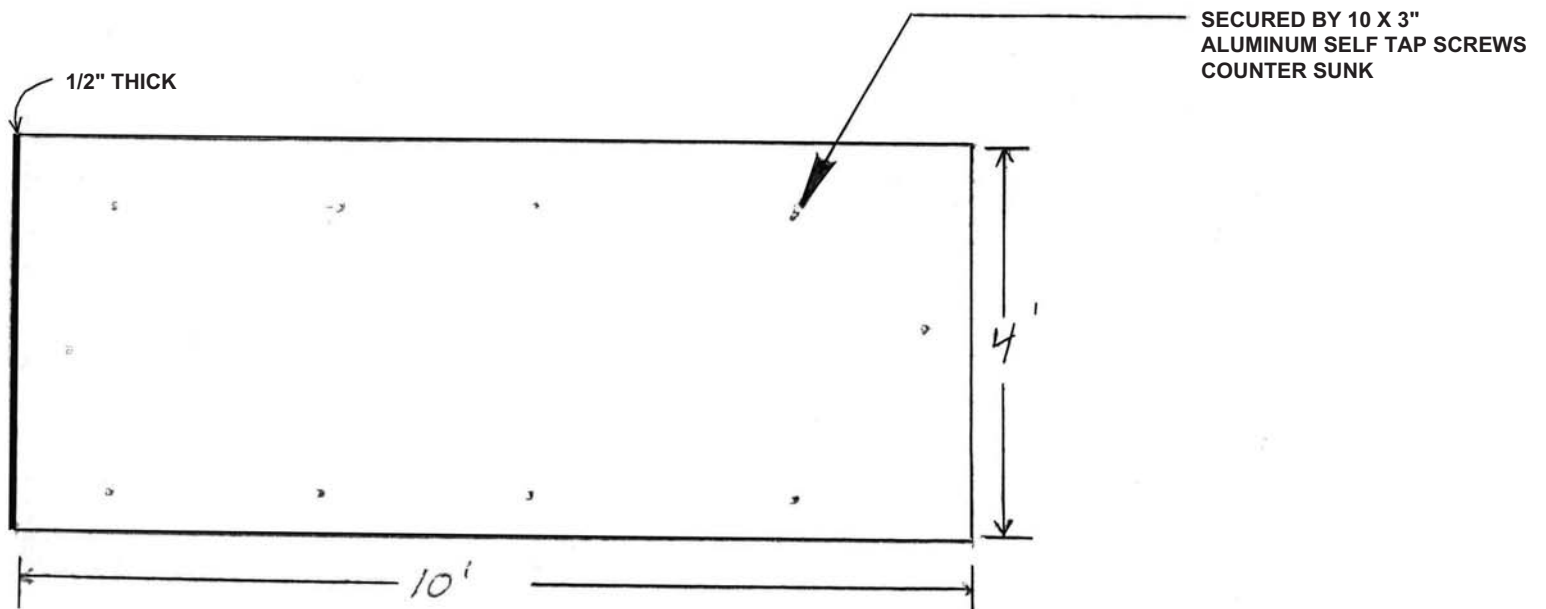
PAGE #1. DRAWING

SUBMITTED BY DOUGLAS BETHUNE & AS PER.  
MIKE WALT

MAY 25, 2011



SOUTH WALL - SIGN  
896 BURNHAMTHORPE ROAD WEST  
SOUTH ELEVATION



1" = 2' SCALE





896 BURNHAMTHORPE ROAD WEST  
NORTH ELEVATION  
FOR UNIT FRONT

2011 08 29



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*Elegant* **NAILS**

**896**

896 BURNHAMTHORPE ROAD WEST  
EXISTING GROUND SIGN