



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2011)

**PDC** OCT 31 2011

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**DATE:** October 11, 2011

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: October 31, 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 October 11, 2011 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested one (1) Sign Variance Application described in Appendix 1 of the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 11-05613  
Ward 5  
Whiterock – ROI Capital  
2810 Matheson Blvd. E.

To permit the following:

- i) Two (2) fascia signs located between the limits of the top floor and parapet, in addition to six (6) existing fascia signs located between the limits of the top floor and 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 one (1) Sign Variance Application (see Appendix 1) for approval by Council. The application is 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:** Whiterock – ROI Capital  
Appendix 1-1 to 1-15

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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 21, 2011

**FILE:** 11-05613

**RE: Whiterock-ROI Capital**  
**2810 Matheson Blvd. East-Ward 5**

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

<b>Section 13</b>	<b>Proposed</b>
An office building over 3 storey in height is permitted two (2) fascia signs located between the limits of the top floor and the parapet.	Two (2) fascia signs located between the limits of the top floor and parapet, in addition to six (6) existing fascia signs located between the limits of the top floor and parapet.

**COMMENTS:**

There are six (6) existing fascia signs on the upper portion of the eight storey office tower for various major tenants. The owner of the building was previously granted a variance to allow more signage between the limits of the top floor and the parapet because of the multi-face façade tower.

The location of the two proposed fascia signs is on the parapet of a lower six storey portion of the building. The signs are to advertise the property owners, which are not tenants of the subject office building. The intent of section 4(10) of the Sign By-law 0054-2002, as amended, is to allow signs for tenants that occupy the subject building and section 13 permits two fascia signs located between the limits of the top floor and the parapet. The Planning and Building Department does not find the variance within the intent of the Sign By-law and therefore not acceptable.

**Permit World<sup>inc.</sup>**

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

August 3, 2011

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

**Re: Sign variance application for Whiterock, 2810 Matheson Blvd. E., Mississauga**

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow two (2) new wall signs for the landlord at the top storey at the above-mentioned location.

This building currently has 6 wall signs for one of the tenants (Credit Union) and the landlord would like to add 2 more so that this building can be branded as belonging to Whiterock and ROI Capital, the owners. A variance will be required due to the number of permitted signs on the top floor of the office building (Section 13).

The new signs are proposed to be placed on the different level of the façade so as not to interfere with the existing tenant signs as well as compliment the building design and unique style.

A detailed letter from the landlord in support of this application is enclosed for your review.

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,



Svetlana Levant  
[permits@permitworld.ca](mailto:permits@permitworld.ca)



July 22, 2011

Mississauga City Hall  
300 City Centre Drive  
Mississauga, Ontario

**Attn: Darren Bryan**

**RE: Development Variance Permit Application – sign Variance for 2810 Matheson, Mississauga**

Whiterock Real Estate Investment Trust and Return on Innovation Capital L.T.D (ROI) hereby submits an official request for a Sign Variance Permit for the building located 2810 Matheson, Mississauga. This package outlines Whiterock's and ROI's rationale for the application and contains the required supporting documentation.

Whiterock, in partnership with ROI, took ownership and commenced the management of the stated property on February 16, 2010. Our objective is to brand it in accordance with our corporate strategy, which we will apply consistently throughout the GTA and across the country in the coming future. Doing so will significantly contribute to the economic growth of both the City of Mississauga as well as the Province of Ontario by:

- Enhancing the character and appeal of the building itself as well as the surrounding neighbourhood.
- Benefitting the business ventures of the building's current and future tenants
- Helping Whiterock and ROI strengthen their brand name throughout the city, allowing it to continue to provide the tenants and businesses with quality office towers and commercial spaces respectively, while creating a variety of jobs in the process..

Initially, the proposed signage is based on our extensive experience with the commercial branding process across the GTA. It will give the property a contemporary and professional look that will also lend itself to its surrounding area. Please refer to the technical drawing package.

Secondly, the improved image of the building and its neighbourhood will attract attention to the building's tenants and their business ventures. Their success will contribute to the continued development of the area as well as the city's economic growth.

Thirdly, by statistical analyses it has been proven that signage is the one of the most effective ways of establishing and maintaining branding identity. A strong brand will instil our potential tenants with confidence and trust when making the decision of selecting a new office space at any of our buildings.

Whiterock is a publicly listed, real estate investment trust that owns and operates a portfolio of high-quality office, industrial and retail properties across Canada, with assets valued at over \$1.3

billion and a concentration in the Greater Toronto Area (GTA). Whiterock's primary objectives are to realize strong financial returns while improving tenant satisfaction and the overall physical condition of the assets. We view our tenants as our customers and we strive for excellence in customer satisfaction in everything we do. More important, Whiterock is committed to sustainable business through both the Canada Green Building Council's GREEN UP program and the Real Property Association of Canada's 20 by '15, an aggressive, national energy reduction target for office buildings.

Whiterock's partner is ROI Capital Ltd., an investment firm based in Toronto that specializes in private placement investments, including a focus on high quality properties with visible growing cash flow streams backed by solid covenants and long term leases. With over \$1 billion in assets, ROI Capital Ltd. is one of the fastest growing investment firms in Canada.

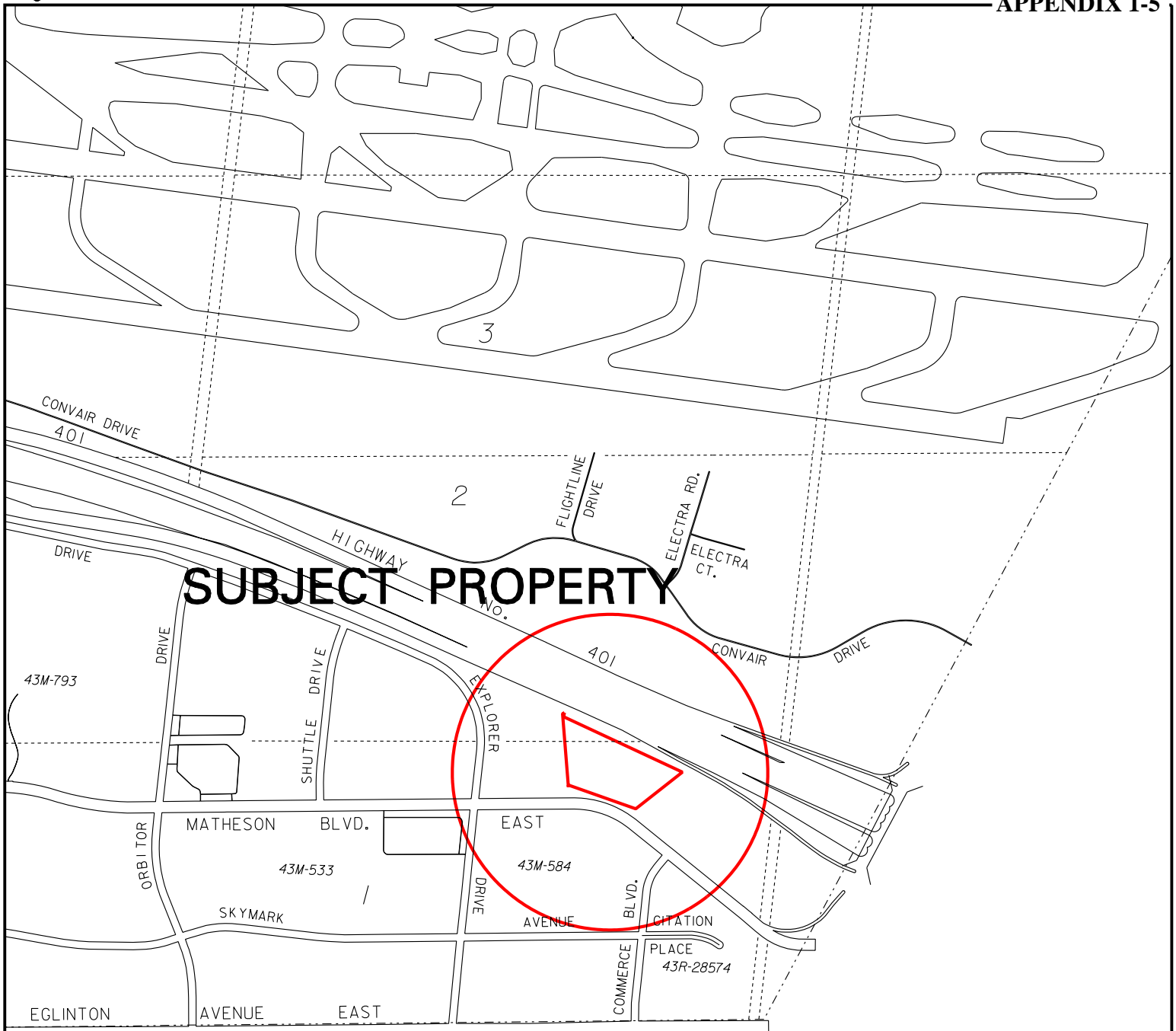
Whiterock and ROI Capital Ltd. were presented with the Real Estate Excellence (REX) Award for Investment Deal of the Year in 2010, from the Greater Toronto Chapter of NAIOP, the Commercial Real Estate Development Association. We received this honour with respect to our joint acquisition of 401 and 405 The West Mall in Toronto, Ontario. We believe this award is in recognition of the quality of deals achieved since 2009 with our partner ROI Capital Ltd.

I hope that you find this letter and package sufficient with the information required and I am looking forward to hear back from you.

Sincerely,

Sally Fawzi





**MISSISSAUGA**  
Leading today for tomorrow



**Planning and Building  
Building**

**2810 Matheson Boulevard East  
file# 11-05613  
Whiterock-ROI Capital**

SCALE FOR REDUCED DRAWINGS









# West Elevation

Usig Same Length Signs For ROI Capital and Whiterock



LED Illuminated Channel Letter Sign

Blue Day-Night Vinyl Added To White Acrylic Faces

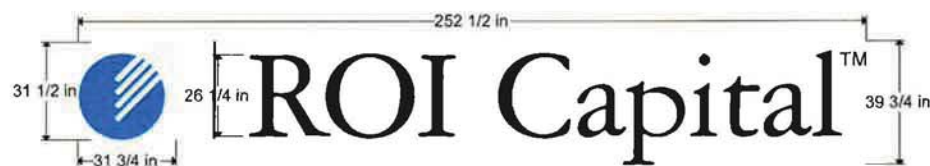
Area =  
59.7 ft<sup>2</sup>  
(5.5 m<sup>2</sup>)

WTO sign  
area = 4.1 m<sup>2</sup>



# North Elevation

Usig Same Length Signs For ROI Capital and Whiterock



Area =  
69.7 ft<sup>2</sup>  
(6.5 m<sup>2</sup>)

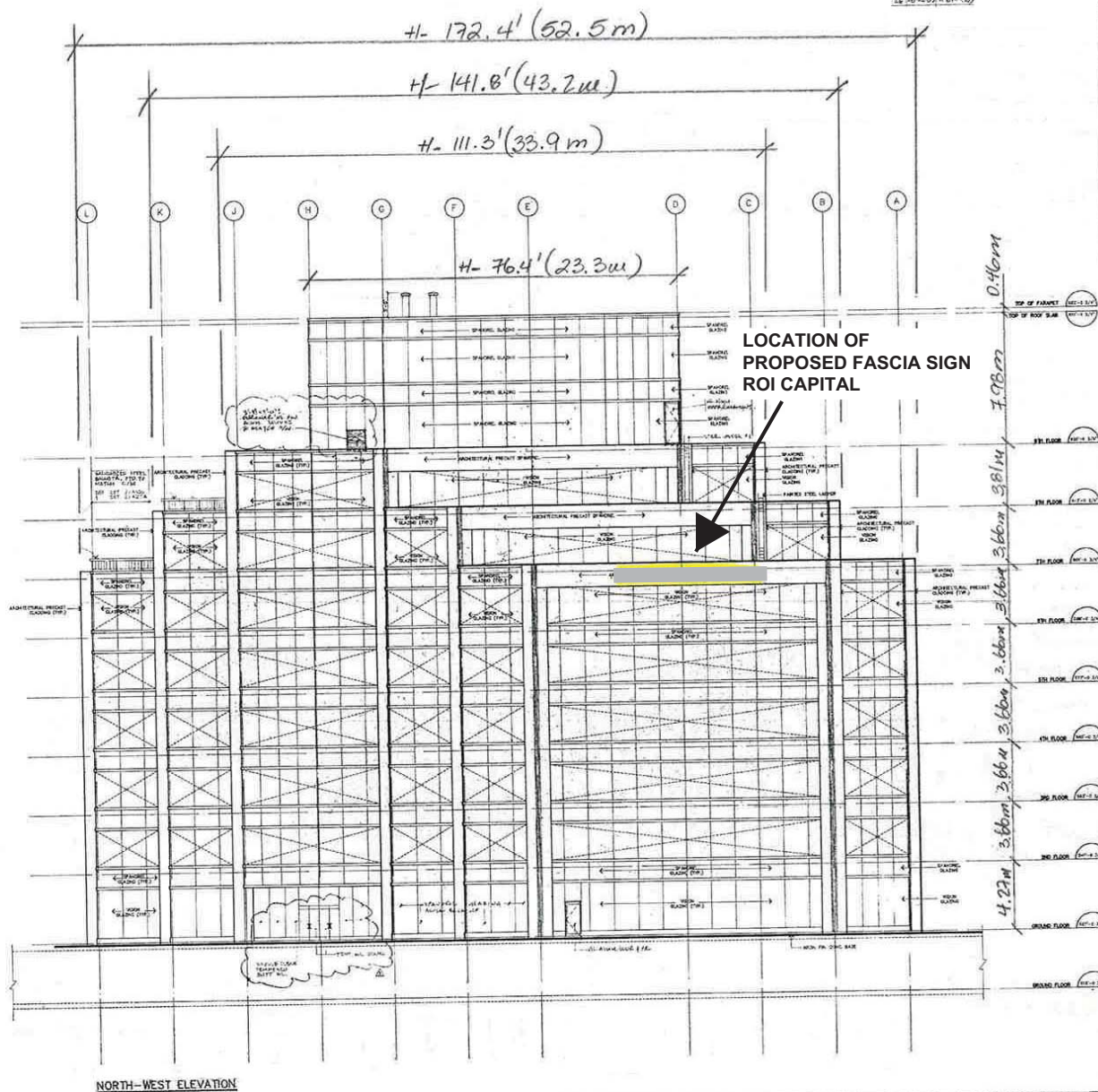
LED Illuminated Channel Letter Sign

Black Day-Night Vinyl Added To White Acrylic Faces

net sign  
area = 3.36 m<sup>2</sup>







- LEGEND:**
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**CONSULTANTS**

**STRUCTURAL**  
JANUSZKO ASSOCIATES  
SUITE 1008, 200 EGLINTON AVENUE WEST,  
TORONTO, ONTARIO,  
M4R 1B8  
TEL: (416) 484-9800

**MECHANICAL**  
ANDREW HOI & ASSOCIATES INC.  
CONSULTING MECHANICAL ENGINEERS  
108 FRONT STREET EAST - SUITE 200,  
TORONTO, ONTARIO  
M5E 1E1  
TEL: (416) 364-2100

**ELECTRICAL**  
E.A. RAE & ASSOCIATES LTD.  
CONSULTING ENGINEERS  
108 FRONT STREET EAST,  
TORONTO, ONTARIO  
M5E 1E1  
TEL: (416) 364-2100

**LANDSCAPE ARCHITECT**  
TERRAPLAN LANDSCAPE ARCHITECTS  
A DIVISION OF TERRAPLAN CONSULTING LIMITED  
640 SHEPPARD AVENUE EAST, SUITE 101,  
TORONTO, ONTARIO  
M2N 1S5  
TEL: (416) 226-5070

**INTERIOR DESIGN**  
SHARON DESIGN INCORPORATED  
111 ST. JOSEPH STREET, #303,  
TORONTO, ONTARIO  
M5Y 1G8  
TEL: (416) 922-1555

**REVISIONS**

**DRAWING STATUS:**  
STATUS APPROVAL  
DATE

**ALL DIMENSIONS TO BE CHECKED ON SITE BY THE CONTRACTOR. ANY DISCREPANCIES TO BE REPORTED TO THE ARCHITECT BEFORE PROCEEDING WITH THE WORK. DRAWINGS ARE NOT TO BE SCALED.**

**PROJECT NAME:**  
**OFFICE BUILDING**  
2800 WATSON BLVD. E.  
MISSISSAUGA, ONTARIO  
SCHEMBLE - D JUN 21 1999

**CLIENT:**  
**H&R DEVELOPMENTS**  
3625 DUFFERIN STREET, SUITE 303  
DOWNSVIEW, ONTARIO M3K 1K4  
TEL: (416) 833-7520

**OWNER:**  
**CO-OPERATORS DEVELOPMENT CORPORATION LIMITED**  
4211 YONGE STREET, SUITE 215  
WILLOWDALE, ONTARIO M2P 2A9  
TEL: (416) 733-2800

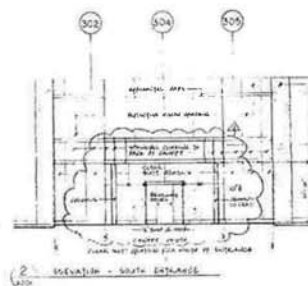
**THE TITLE:**  
**NORTH/WEST ELEVATION**

**SCALE:**  
1/4" = 1'-0"

**DATE:**  
JUN 21 1999

**PROJECT NO.:**  
A-203

**PAGE & STEELE**  
ARCHITECTS



Hand-drawn structural floor plan of a building. The plan shows a grid of columns numbered 1 through 11. Dimensions are given in feet and meters. Key dimensions include: overall width +/- 172.4' (52.5m), width between columns 1-6 +/- 141.8' (43.2m), width between columns 6-9 +/- 111.3' (33.9m), and width between columns 6-7 +/- 76.4' (23.3m). Vertical dimensions on the right show floor heights: 0.46m, 7.98m, 3.81m, and 3.66m. The plan includes various rooms labeled 'OFFICE', 'RESTROOM', 'KITCHEN', 'BATH', 'STORAGE', and 'MEETING'. A yellow rectangular area is highlighted on the left side, and an arrow points to it from the left margin. The drawing is a technical sketch with dimensions and labels.

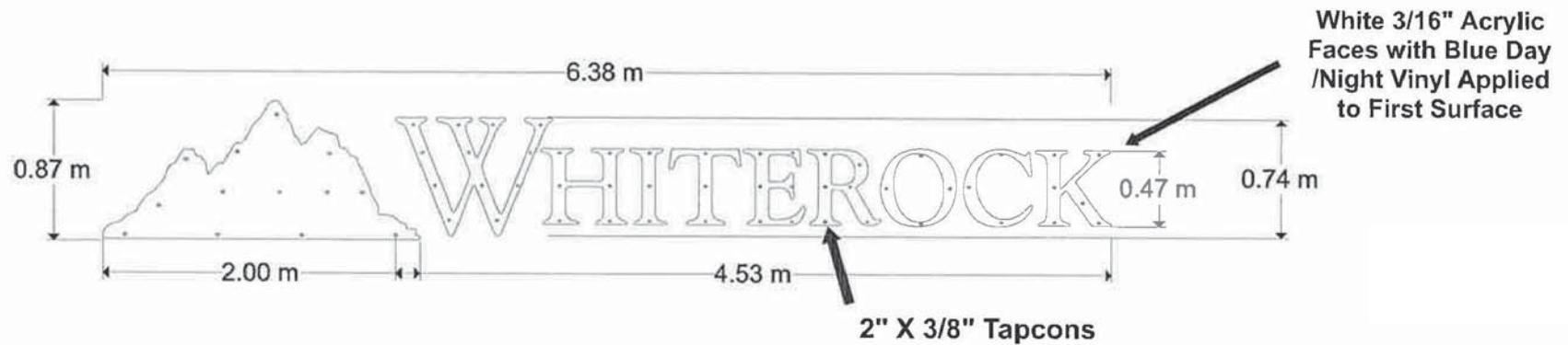
SOUTH-WEST ELEVATION

[illegible]



# Fastening Details

Individual LED Illuminated Channel Letters fastened to Wall  
Using 3/8" X 2" Tapcons at 12" Intervals

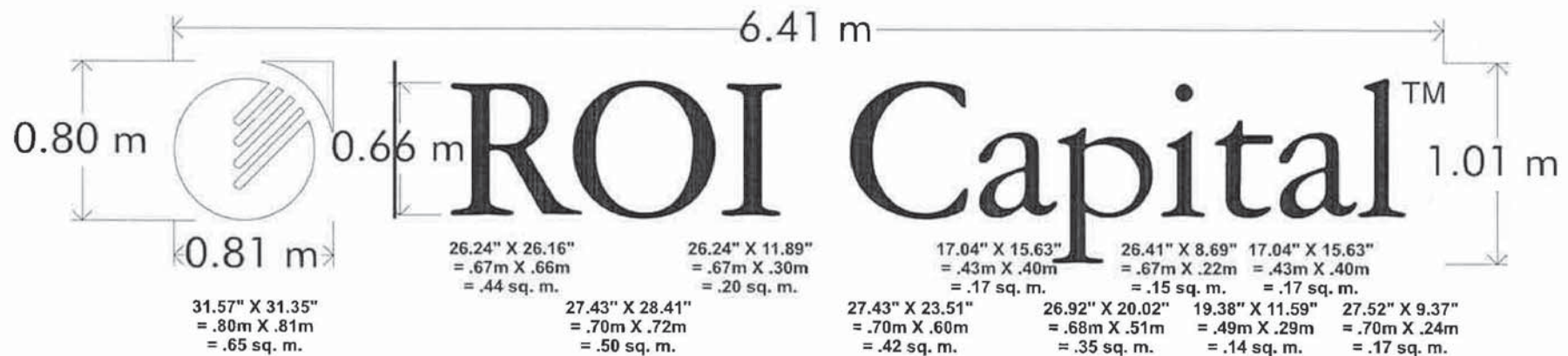


Whiterock - 2810 Matheson - Rooftop Signs

Drawn By: T Hopkins

Fine Lines Sign Co.

## Square Footage Calculations 3.36 Square Metres



Whiterock - 2810 Matheson - Rooftop Signs

Drawn By: T Hopkins

Fine Lines Sign Co.





PROPOSED SIGN

MATHESON BLVD. EAST

2810 MATHESON BLVD. EAST  
SOUTH - WEST ELEVATION



PROPOSED LOCATION  
OF "WHITEROCK" SIGN



2810 MATHESON BLVD. EAST  
WEST ELEVATION





PROPOSED LOCATION OF  
"ROI CAPITAL"  
FASCIA SIGN

2810 MATHESON BLVD. EAST  
NORTH ELEVATION