



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2011)

**PDC** DEC 5 2011

---

**DATE:** November 15, 2011

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: December 5, 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 November 15, 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 Variance **be granted**:

- (a) Sign Variance Application 11-06272  
Ward 5  
Fairfield Inn & Suites Marriott  
35 Courtneypark Drive East

To permit the following:

- i) A third and fourth fascia sign located on the north and west elevations between the limits of the top floor and parapet.

- (b) Sign Variance Application 11-06136  
Ward 8  
Hyundai  
3045 Glen Erin Dr.  
Ward 8

To permit the following:

- i) A fascia sign attached to a wall which is not an exterior wall forming part of the building.

**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 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:**

Fairfield Inn & Suites Marriott

Appendix 1-1 to 1-7

Hyundai

Appendix 2-1 to 2-6

---

Edward R. Sajecki

Commissioner of Planning and Building

*Prepared by: Darren Bryan, Supervisor Sign Unit*



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

November 15, 2011

**FILE:** 11-06272

**RE: Fairfield Inn & Suites Marriott**  
**35 Courtneypark Drive West – Ward 5**

---

**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>
A 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 and fourth fascia sign located between the limits of the top floor and the parapet.

**COMMENTS:**

The site is located at the corner of Hurontario Street and Courtneypark Drive West. The building has an approved permit for two (2) fascia signs facing east elevation and south elevation located between the limits of the top floor and parapet and one (1) ground sign along Courtneypark Drive West. The variance is for a third and fourth fascia sign between the limits of the top floor and the parapet on the north elevation facing Hurontario Street and west elevation facing their parking lot as well as Courtneypark Drive West.

The variance is to provide identification on all building elevations facing the public. The Planning and Building Department therefore find the variance acceptable from a design perspective.

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

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

October 13, 2011

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

Attn: Darren Bryan

**Re: Sign variance application for 35 Courtneypark Drive West, Mississauga**

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow an additional two (2) new wall signs for the Fairfield Inn & Suites/Marriott at the top storey of the above-mentioned location.

We are asking for the variance for the additional two signs under the by-law permitting a maximum of 2 fascia signs for a hotel over 3 storeys in height per building located between the limits of the top floor and the parapet, not greater than 2% of the building face where the sign is located. The signs are in compliance with the sign by-law in every other respect. Two fascia signs (one each on the east and south elevations) have already been approved under Permit # 11-6271.

Sign A on the west elevation exceeds the total number of signs permitted per building. It complies for size and is 1.69% of the building face (Section 13. Table 1. Hotel of the sign by-law). Sign C on the north elevation exceeds the total number of signs permitted per building. It complies for size and is 1.83% of the building face (Section 13. Table 1. Hotel of the sign by-law).

The proposed signage will help identify the building to motorists, particularly as the hotel is located conveniently close to not only the 401, 403 and 410 highways but also to Toronto airport. The signs need to be legible from afar and are necessary to help the public locate the hotel in a timely manner without creating traffic problems on the roads.

The hotel is in the business of offering services to people from out of town who are not familiar with the area. Therefore, clear and legible signs are imperative to the success of the hotel in the city and maintaining the excellent service for which Fairfield Inns and Suites is known.

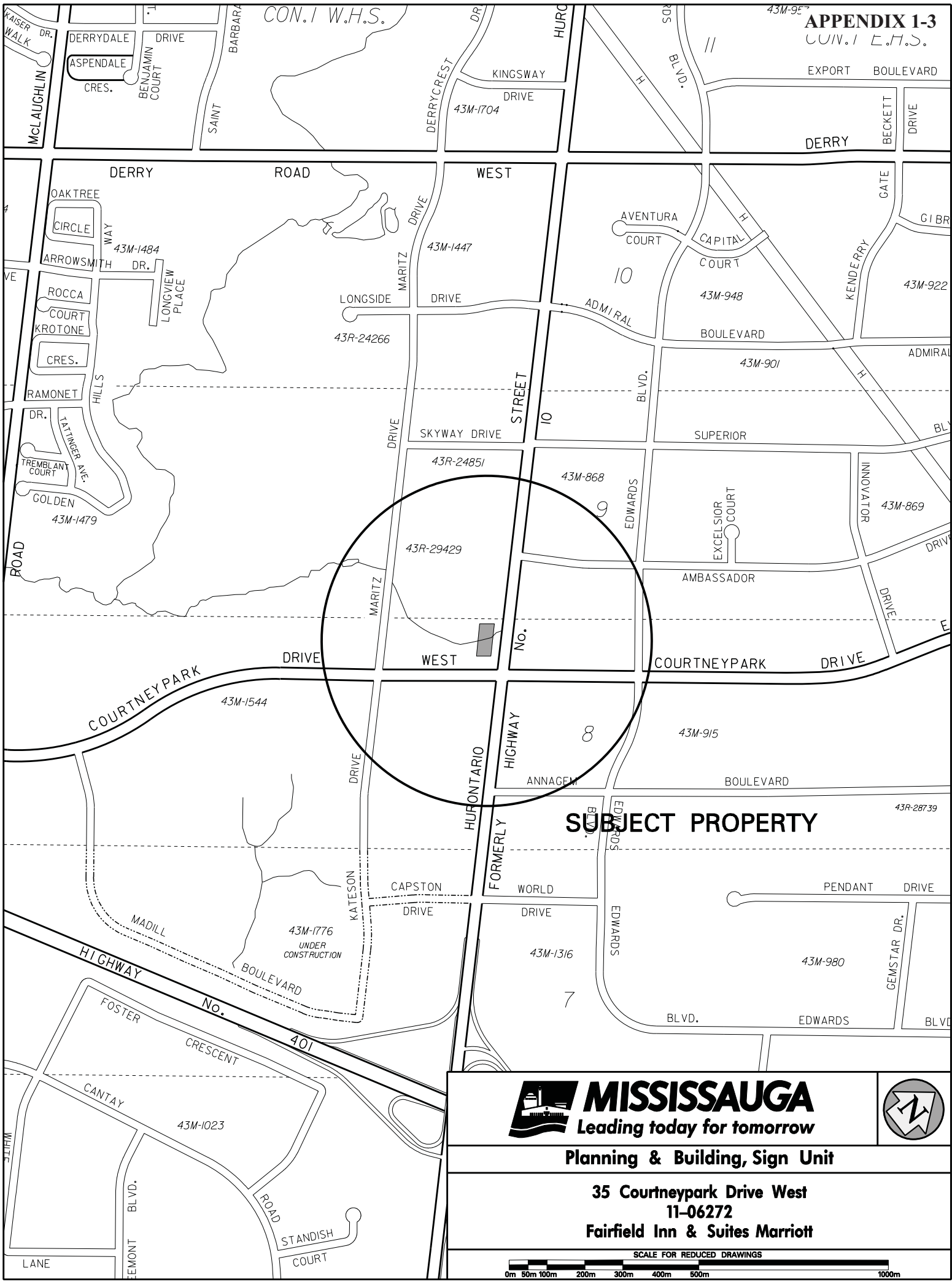
The signs have been designed to complement the building and reflect the corporate image of the hotel chain.

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](mailto:admin@permitworld.ca)



**SUBJECT PROPERTY**



**MISSISSAUGA**  
Leading today for tomorrow



**Planning & Building, Sign Unit**

**35 Courtney Park Drive West  
11-06272  
Fairfield Inn & Suites Marriott**





**LOCATION OF PROPOSED  
FASCIA SIGN**

COURTNEYPARK DRIVE WEST

# APPENDIX 1-4







*Deane Baline*  
Accepted, Aug 30, 2011



**A** GRAPHIC ELEVATION - WEST - VARIANCE  
Scale : 1/16" = 1'-0"

AREA = 12.35 m<sup>2</sup>



5" (127) 2" (51)

GRAPHIQUE - DÉTAILS  
VÉRIFIÉS ET APPROUVÉS  
PAR *CD* DATE *2 sept*

SIDE VIEW

- A) EAST ELEVATION - ON DRAWING # 236015M1
- B) WEST ELEVATION - ON DRAWING # 236015M2
- C) NORTH ELEVATION - ON DRAWING # 236015M3
- D) MONUMENT SIGN - ON DRAWING # 236015M4
- E) SOUTH ELEVATION - ON DRAWING # 236015M5
- LOCATION PLAN - ON DRAWING # 236015M6
- ALL BUILDING COLORATION ARE FICTIVE

COLOUR DESCRIPTION	
Fairfield Inn & Suites Marriott	
Matthews Paint: Blue MP02110 (Satin Finish)	
C2- 3M #3635-8549 blue perforated vinyl	
C3- 3M #3635-157 blue vinyl	
C4 Matthews Paint: Red MP08937 (Satin Finish)	
C5 Red translucent vinyl 3m #3630-2382 (VT 11331)	
C6 White flexible face	

FIS Channel 36

## Description

### Fairfield Inn & Suites

ILLUMINATED INDIVIDUAL CHANNEL LETTERS

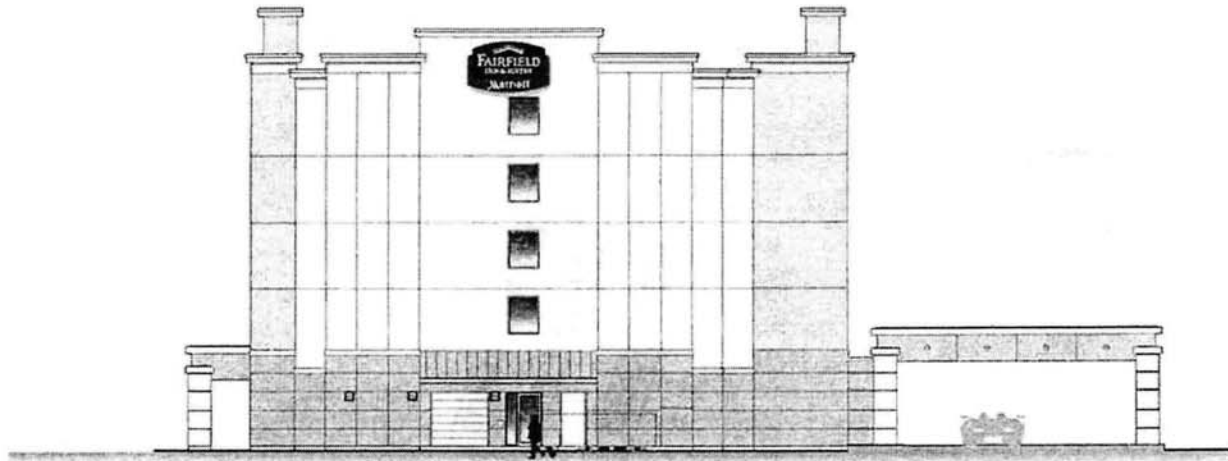
- 5" DEPTH ALUMINUM CABINETS, PAINTED BLUE.
- 3/16" THICK ACRYSTEEL #2447 FACES, PIGMENTED WHITE, VINYL GRAPHIC TO BE APPLIED ON FIRST SURFACE.
- 1" BLUE JEWELITE TRIMCAP.
- WHITE LED.

### Marriott

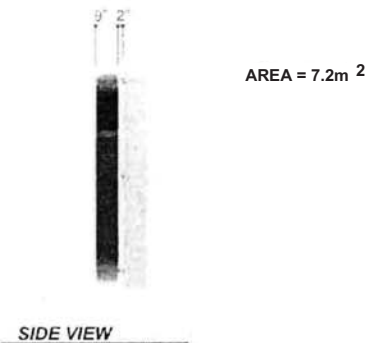
ILLUMINATED INDIVIDUAL CHANNEL LETTERS

- 5" DEPTH ALUMINUM CABINETS, PAINTED RED.,
- 3/16" THICK ACRYSTEEL #2447 FACES, WHITE PIGMENTED, VINYL GRAPHIC TO BE APPLIED ON FIRST SURFACE.
- 1" RED JEWELITE TRIMCAP.
- RED LED.

<p><b>TRANSWORLD SIGNS</b> A Fairchild Company</p> <p>9310 Parkway, Montreal, QC, H1J 1N7 Phone: (514) 352-0030 Fax: (514) 352-0386 E-mail: info@transworldsigns.com</p> <p><small>The company, including printer, layout and technical results is the property of Transworld Signs. It will remain the registered layout of client without prior authorization from Transworld Signs Co.</small></p>		<p><b>Revisions</b></p> <table border="1"> <tr> <th>No</th> <th>Description</th> <th>Date</th> <th>By</th> </tr> <tr><td>No 1</td><td></td><td></td><td></td></tr> <tr><td>No 2</td><td></td><td></td><td></td></tr> <tr><td>No 3</td><td></td><td></td><td></td></tr> <tr><td>No 4</td><td></td><td></td><td></td></tr> <tr><td>No 5</td><td></td><td></td><td></td></tr> <tr><td>No 6</td><td></td><td></td><td></td></tr> </table>	No	Description	Date	By	No 1				No 2				No 3				No 4				No 5				No 6				<p></p> <p><b>Customer</b> FAIRFIELD INN &amp; SUITES</p> <p><b>Address</b> 365 Courtneypark Dr. W @ Hurontario st, Mississauga ON Date 2011 / 08 / 29</p> <p><b>Rep.</b> B. Blackburn <b>Work Order</b></p> <p><b>Designer</b> A. Allen / H. Dion <b>Drawing #</b> 236015m1</p>
No	Description	Date	By																												
No 1																															
No 2																															
No 3																															
No 4																															
No 5																															
No 6																															



**GRAPHIC ELEVATION - NORTH - VARIANCE**  
Scale: 1/16" = 1'-0"



- A) EAST ELEVATION - ON DRAWING # 236015M1
- B) WEST ELEVATION - ON DRAWING # 236015M2
- C) NORTH ELEVATION - ON DRAWING # 236015M3
- D) MONUMENT SIGN - ON DRAWING # 236015M4
- E) SOUTH ELEVATION - ON DRAWING # 236015M5
- LOCATION PLAN - ON DRAWING # 236015M6
- ALL BUILDING COLOURS ARE FICTIVE

COLOUR DESCRIPTION		
<b>C1</b>	Matthews Paint: Blue MP02110 (Satin Finish)	
<b>C2-a</b>	3M #3635-8549 blue perforated vinyl	
<b>C2-b</b>	3M #3635-157 blue vinyl	
<b>C3</b>	Matthews Paint: Red MP08537 (Satin Finish)	
<b>C4</b>	Red translucent vinyl 3m #3630-2382 (VT 11331)	
<b>C5</b>	White flexible face	

## Description

### Fairfield Inn & Suites Marriott

SINGLE-FACED ILLUMINATED WALL MOUNTED SIGN.

FILLER PAINTED RED AND BLUE.

WHITE FLEX FACE WITH VINYL GRAPHICS TO BE APPLIED ON FIRST SURFACE.

Revisions			
No.	Revised by	Date	By
No 1			
No 2			
No 3			
No 4			
No 5			
No 6			

Copyright 2011 Transworld Signs Inc. All Rights Reserved. No part of this document may be reproduced without written permission from Transworld Signs Inc.



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

November 15, 2011

**FILE:** 11-06136

**RE: Hyundai**  
**3045 Glen Erin Dr. – Ward 8**

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

<b>Section 17(2)</b>	<b>Proposed</b>
A fascia sign shall be attached to an exterior wall forming part of a building.	The proposed fascia sign is attached to a wall which is not an exterior wall forming part of the building.

**COMMENTS:**

The proposed variance is for a fascia sign located on a performance wall which is a design feature of the building. Under the Sign By-law, a performance wall is not considered a building façade. The purpose of the performance wall is to accommodate the building signage. The proposed fascia sign in combination with the performance wall is part of the overall design of the building and therefore is acceptable from a design perspective.

SEPTEMBER 07/2011

## LETTER OF RATIONAL

RE: Hyundai of Mississauga  
3045 BLENKIN DR.  
MISSISSAUGA ONT.  
L5L 1X3

OWNER: 2263709 ONTARIO INC.  
2254 SOUTH SHERIDAN WAY  
MISSISSAUGA ONT.  
L5J 2M4

AT MR. NADEEP BHATIA  
905: 822-0126

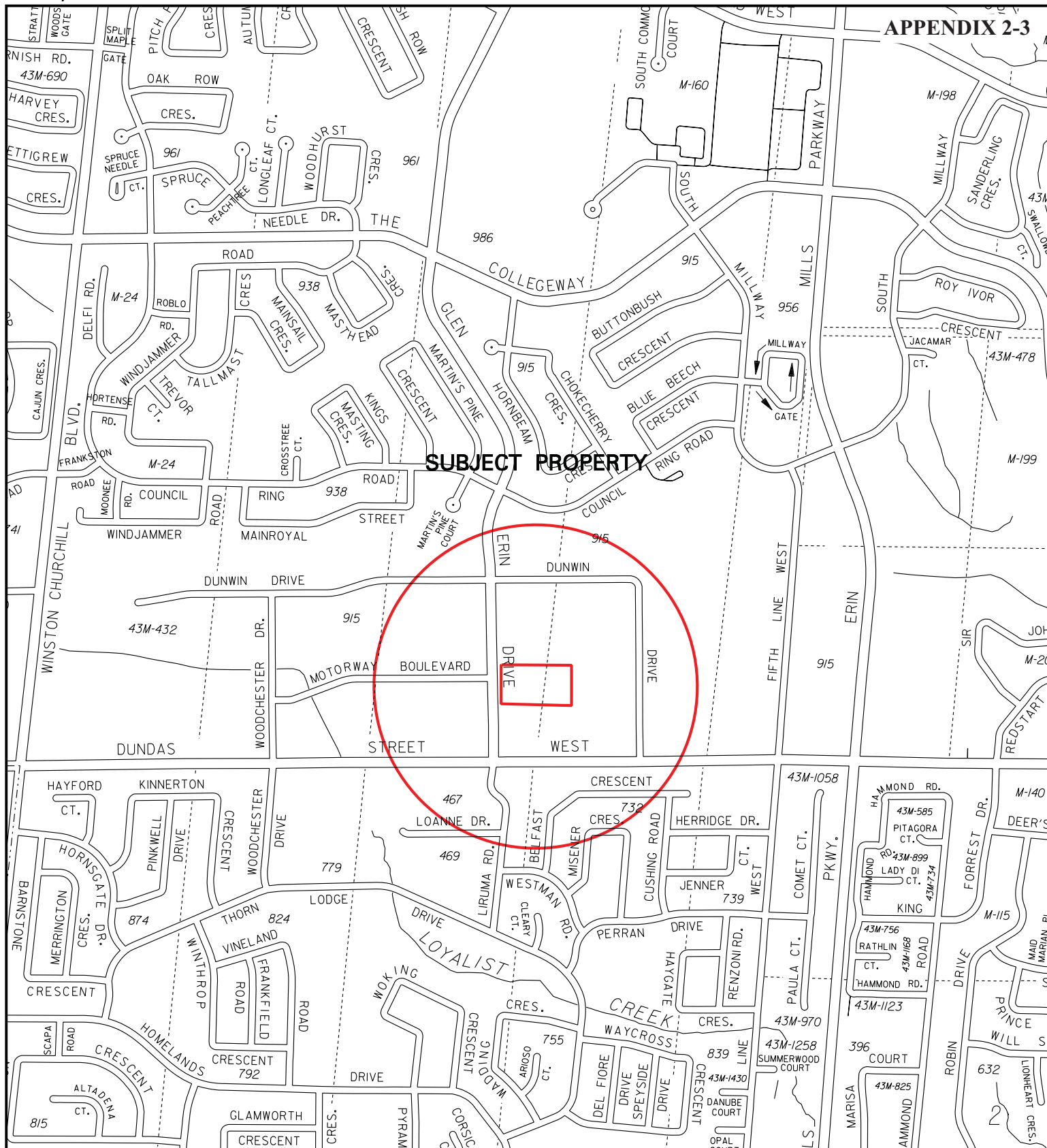
TO: THE CITY OF MISSISSAUGA.

THIS USED TO BE A G.M. DEALERSHIP, WE ARE RENOVATING THIS BUILDING (AS REQUIRED BY HYUNDAI CANADA) SPECIFICATIONS.  
(A) THE TOWER SIGNS ARE A STANDARD LOOK ON ALL HYUNDAI DEALERSHIPS THROUGHOUT NORTH AMERICA.

WE NEED YOUR SUPPORT AS THIS IS VERY IMPORTANT, IN THE OPERATIONS OF THE REQUIRED LOOK OF THE DEALERSHIP.







SUBJECT PROPERTY



**MISSISSAUGA**  
Leading today for tomorrow



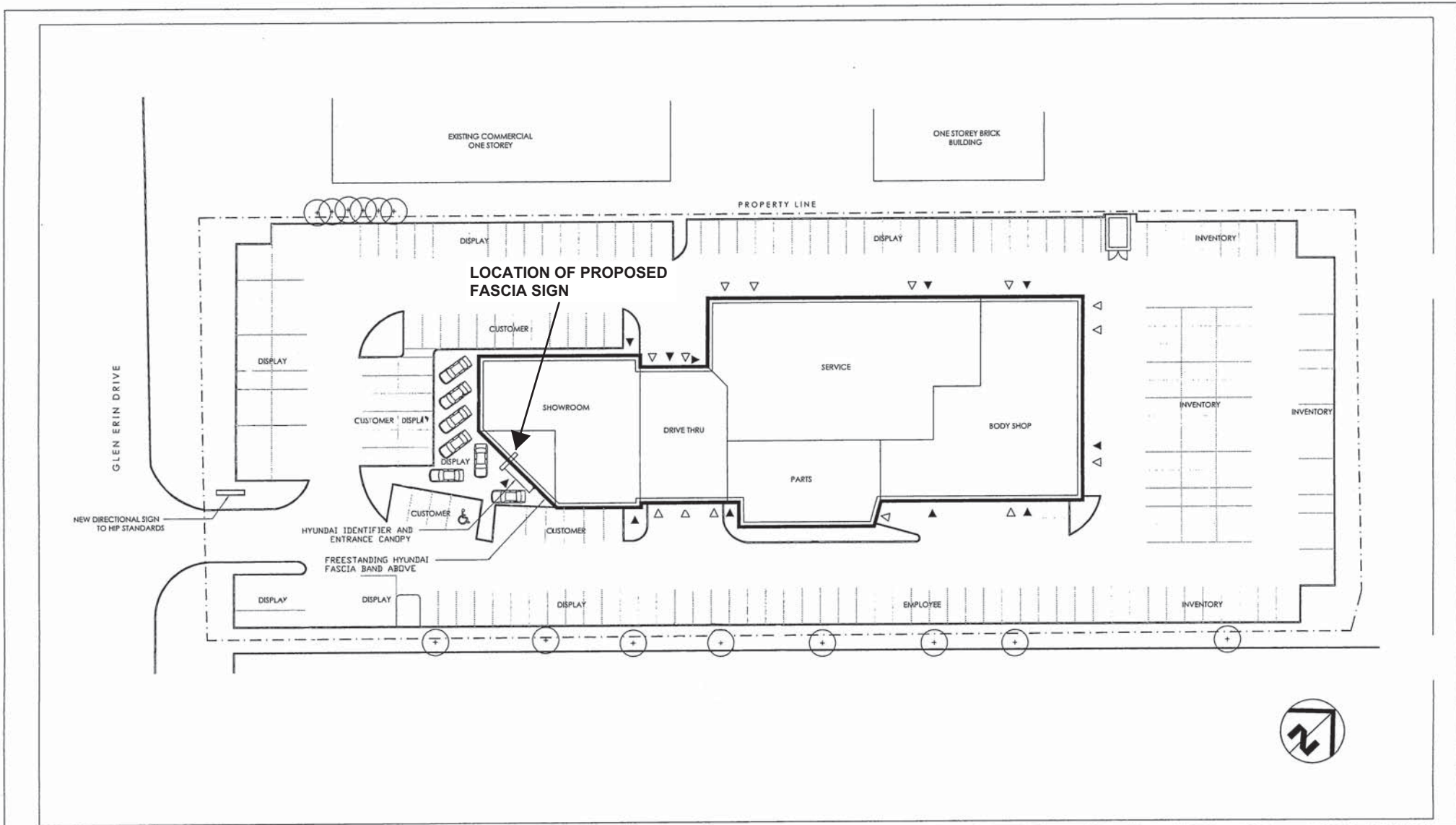
**Planning and Building  
Sign Unit**

**3045 Glen Erin Dr.  
file# 11-06136  
HYUNDAI**

SCALE FOR REDUCED DRAWINGS







R.H. CARTER ARCHITECTS INC.  
5040 DUNDAS ST. WEST  
TORONTO, ONT. M9A 1B8  
TEL: 416-233-5583 FAX: 416-233-5585

MISSISSAUGA HYUNDAI  
ONTARIO  
SITE PLAN

ISSUED:  
DCD

PROJECT: 9800.059  
SCALE: 1"=40'-0"

OPTION A

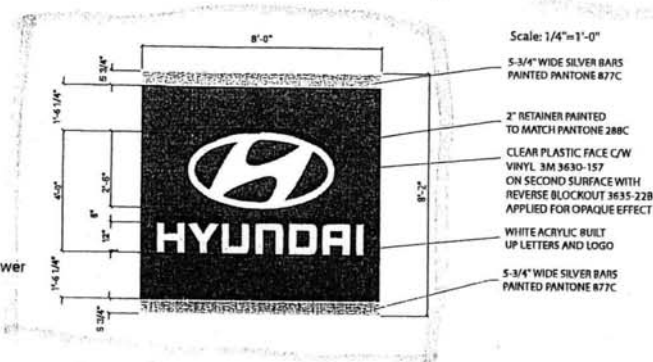
2.1

✓ FOR VARIANCE

RELOCATE EXISTING IDENTIFIER

### HY Identifier

Single Face  
Internally illuminated Identifier  
logo & type face as per Hyundai C.I. standard  
(H.O. fluorescent illumination)  
Two units required for installation on tower  
filler cap required for area projecting above tower



13'-3 3/8"  
1'-1" Service Drive-Thru

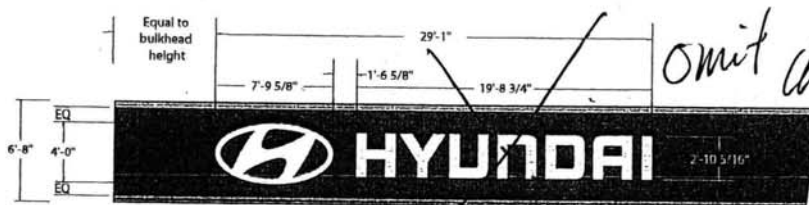
Individual LED illuminated letters

White LED illumination  
Acrylic faces with blue 3M scotchcal 3630-157 applied to faces (pantone 288c)  
Blue trim cap (to match pantone 288c)  
Metal fabricated returns finish to match blue pantone 288c  
Installation thru-wall

### HY BBM 36

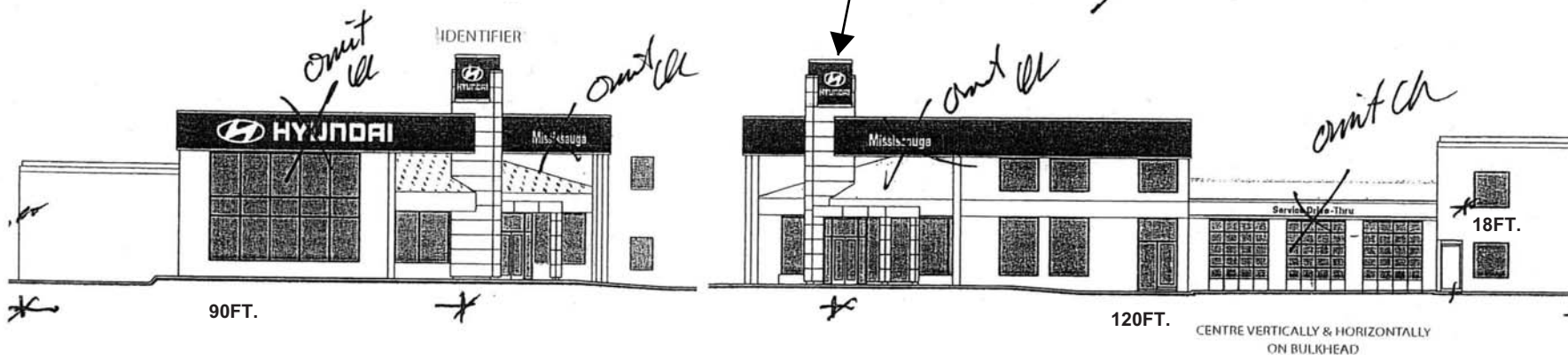
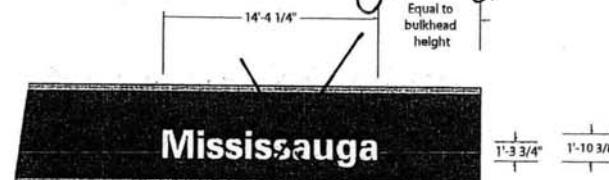
Individual white LED illuminated letters & logo  
White pigmented acrylic faces  
White trim cap White returns  
Installation thru-wall

LOCATION OF PROPOSED FASCIA SIGN



### HY DNL 22

Individual white LED illuminated letters  
White pigmented acrylic faces  
White trim cap  
White returns  
Installation thru-wall  
Dealers name sign font to be Univers Bold 65



Job No.

Vantage #: PSG0000  
Date: 06/08/11  
Design #: HY-03-034  
Scale: 1/8"=1'-0"  
Sales: R. Stewart  
Designer: DPReyes

Rev. #:  
Date:

- ☐ Vector Artwork Required
- ☐ High Resolution Image Required
- ☐ Final Colours Required

☒ Conceptual artwork only

Electrical Requirements

- ☐ 120V ☐ 347V
- ☐ Other

Customer Approval

Date

PAGE 1 of 3



3050 Harvester Road, Suite 101  
Burlington, Ontario, Canada L7N 3J1  
www.pattisonsign.com

Tel (905) 637-4114  
Fax (905) 637-3443  
Toll Free 1-800-995-9979

The artistic works depicted herein are copyright and are the exclusive property of Pattison Sign Group and as such cannot be reproduced in whole or in part without prior written consent.



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

HYUNDAI  
Mississauga Hyundai

3045 Glen Erin Drive  
Mississauga, ON  
L5L 1X3





LOCATION OF PROPOSED  
FASCIA SIGN

Welcome to  
**NAV BHATIA'S  
MISSISSAUGA  
SUPERSTORE**

NEW & PRE-OWNED  
VEHICLES  
PARKING, SERVICE, PARTS &  
COLLISION CENTRE

CUSTOMER  
PARKING

WE'RE OPEN  
DURING  
CONSTRUCTION  
SORRY FOR THE  
INCONVENIENCE

**NAV BHATIA'S  
HYUNDAI  
MORE  
PRE-OWNED  
CARS  
IN REAR**

**HYUNDAI COLLISION CENTRE**

SERVICE  
PARTS

09/22/2011