



Corporate Report

Clerk's Files

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Files

BL.03-SIG (2012)

PDC Jan 30 2012

DATE: January 10, 2012

TO: Chair and Members of Planning and Development Committee
Meeting Date: January 30, 2012

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 January 9, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested three (3) Sign Variance Applications described in Appendix 1 and 3 of the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 11-06355
Ward 5
FleuraMetz Canada Ltd.
6685 Pacific Circle

To permit the following:

- i) One (1) fascia sign with changing copy sign face.

- (b) Sign Variance Application 11-06055
Ward 9
Meadowvale Professional Centre
6855 Meadowvale Town Centre Circle

To permit the following:

- i) Two (2) fascia signs erected on the 2nd and 3rd storeys of the west 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 three (3) Sign Variance Applications (see Appendices 1 to 3) 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: FleuraMetz Canada Ltd
Appendix 1-1 to 1-6

Meadowvale Professional Centre
Appendix 2-1 to 2-10

Traffic Paralegal Services
Appendix 3-1 to 3-10

Edward R. Sajecki
Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 6, 2012

FILE: 11-06355

RE: **FleuraMetz Canada Ltd.**
Units 1-4, 6685 Pacific Circle – Ward 5

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

Section 4(6)	Proposed
A fascia sign with changing copy is prohibited.	One (1) proposed fascia sign with changing copy.

COMMENTS:

The proposed sign is to be located on the front elevation of the tenant's unit. Two existing fascia signs on this façade will be removed. The proposed sign is to be used for the subject tenant's advertising only and is not to display flashing messages. Subject to these conditions, the Planning and Building Department finds the variance acceptable from a design perspective in this instance.



Ron Vankeulen
Nu-media Display Systems Inc.
165 Matheson Blvd. East unit 8 & 9
Mississauga, Ont.
L4Z 3K2

To whom it may concern.

We would like to apply for a Variance for an electronic display located at

6685 Pacific Circle unit 1. Mississauga.

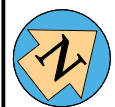
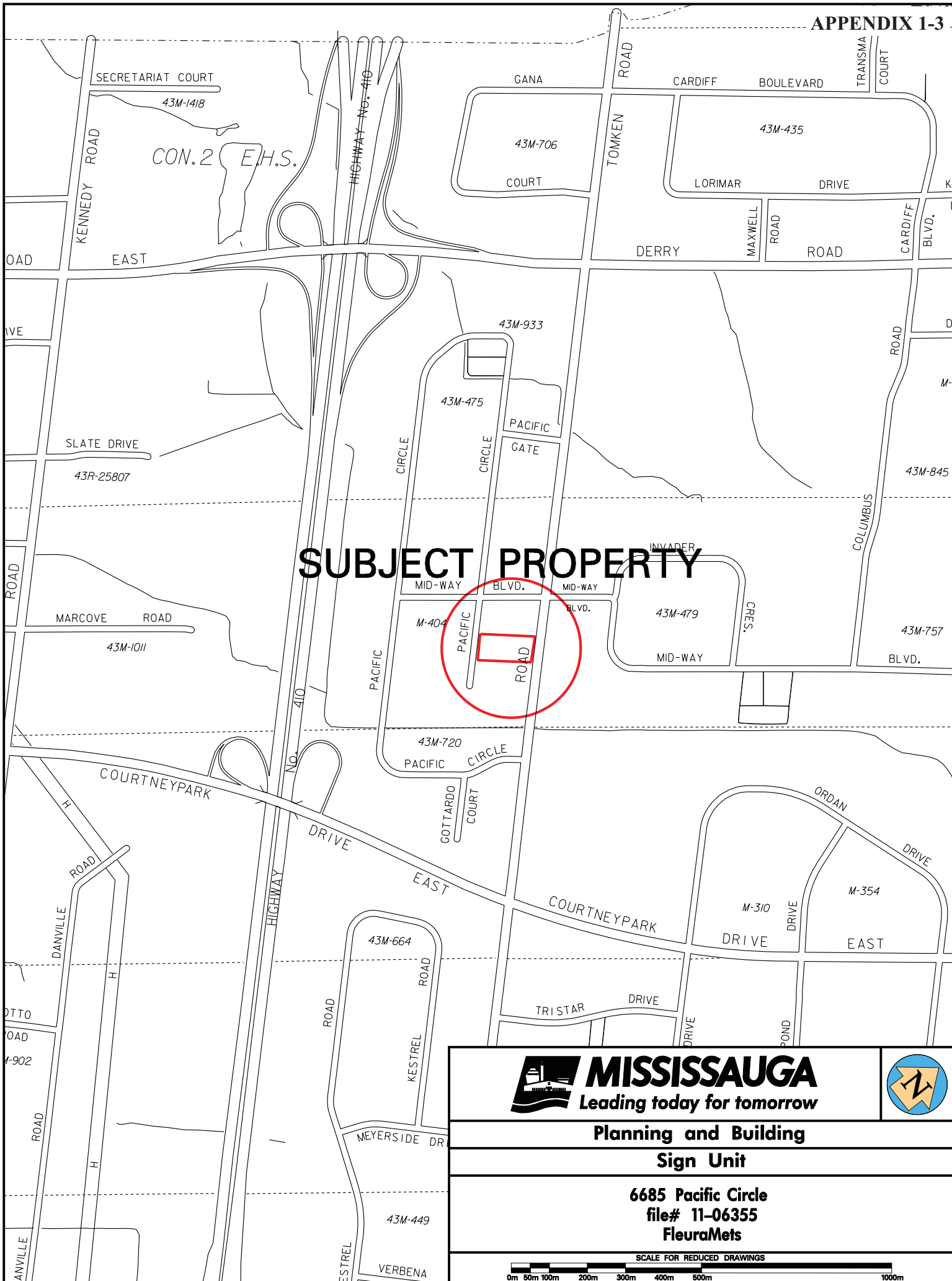
As you might be aware Pacific Circle is a large Flower hub for the Ontario
Flower Wholesale industry, with daily changes within the industry and
FleuraMetz Canada being part of the FleuraMetz Group worldwide we are
Convinced that by being able to broadcast via our requested LED Display
we will be able to increase business.

If you have any further questions please do not hesitate to contact me.

Best Regards,

Han Van Den Enden
General Manager



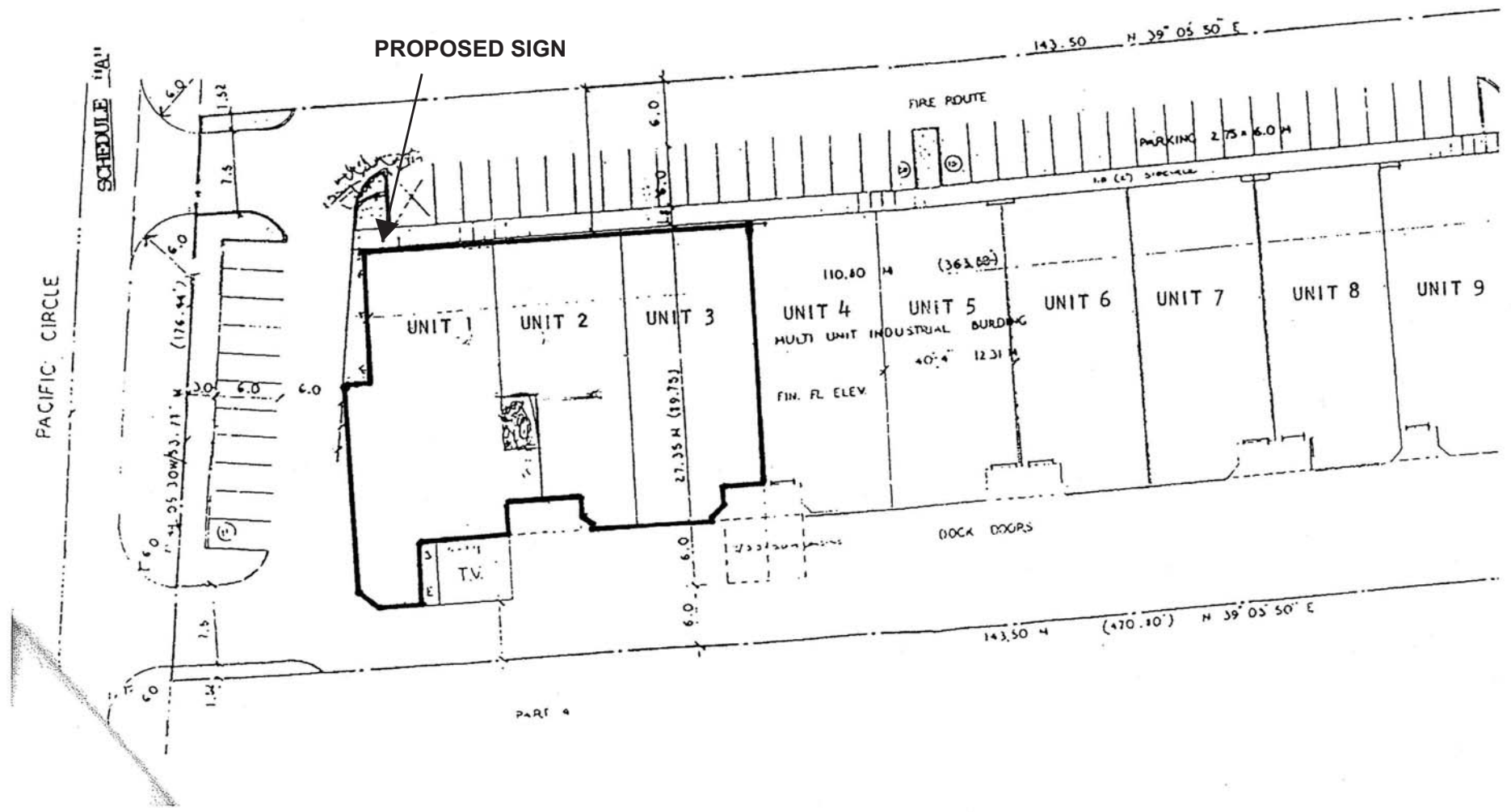


**Planning and Building
Sign Unit**

**6685 Pacific Circle
file# 11-06355
FleuraMets**



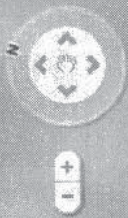
6685 PACIFIC CIRCLE



PROPOSED SIGN
LOCATION

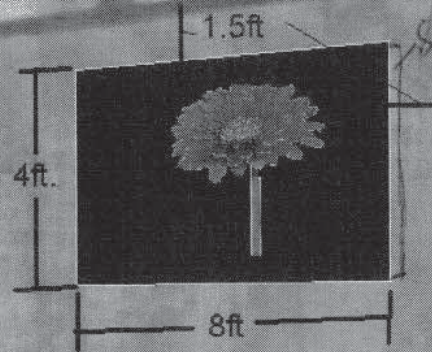


6685 PACIFIC CIRCLE



6685 Pacific Circle, Mississauga, Ontario, Canada
© 2011 Google. Report a problem

Proposed Led Display Message Board



Flying Dutchman

UNIT 1

20ft.

6685 PACIFIC CIRCLE

APPENDIX 1-6



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 6, 2012

FILE: 11-06055

RE: Meadowvale Professional Centre
6855 Meadowvale Town Centre Circle -Ward 9

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

Section 17	Proposed
A fascia sign shall be erected no higher than the upper limits of the first storey of a building.	Two (2) fascia signs erected on the 2 nd and 3 rd storeys of the west elevation.

COMMENTS:

The two proposed fascia signs are located on a blank wall facing the transit terminal at the Meadowvale Town Centre Mall. The upper sign is appropriate in identifying the business to the public. The lower sign is positioned on the wall to be visible above the transit shelter and any buses waiting to pickup or dropping off passengers. The Planning and Building therefore find the variance acceptable from a design perspective.

Rec.
 Nov 24/11
 Sign. Valance



2176 Torquay Mews • Mississauga • Ontario • L5N 2M6 • Tel: (905) 567-7539 • Fax: (905) 542-0335

October 24, 2011

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

Attn: Laura Todirica, Sign OBC Plan Examiner

Re: SGNBLD 11 6055 – Meadowvale Professional Centre
 6855 Meadowvale Town Centre Circle

Our property is located south of Aquitaine Avenue, and to the west of Glen Erin Drive and east of the Winston Churchill Boulevard/ Meadowvale Town Centre mall.

The location of our building is separated from the Town Center by the Mississauga Transit hub roundabout and a certain amount of parking and is effectively excluded from the Town Centre – both in terms of vision and location.

We are seeking to be able to continue to identify the "Meadowvale Professional Centre" in order to facilitate our medical and dental practitioners who are the predominant tenants within our building.

We propose to place facility identification on the westerly blank face of our building in the manner which is described below. The need for the large identification is by reason of the presence of the recently reconstructed massive Town Center complex that separates our property from the vision of most of those who are approaching the property from the west by way of Winston Churchill Boulevard and Aquitaine Avenue.

Our building is located to the east of the Meadowvale Town Center and we find that the ultimate removal of a large portion of the original Meadowvale Town Centre Circle Road during reconstruction which previously provided identifiable access to our building has resulted in confusion and difficulty for our patients, clients and service providers in locating our long-standing medical facility from the surrounding major artery roads, namely Glen Erin Drive to the east, Aquitaine Avenue to the north and Winston Churchill to the west (reference page 5, Item-F attached).

As a result, our medical practitioners are finding that there are many new professional practices now established within the Meadowvale Town Centre mall complex enjoying excellent visibility and access to the arterial roads and benefiting from the removal of the Town Center Circle but, as a consequence, have effectively camouflaged our building and the practices which exist there and have existed in the building since it was built some 30 years ago as part of the nucleus that formed Meadowvale west.



We wish to obtain your permission to install four 30in x 96in fascia signs and to place one building identification sign using 24in lettering on the west side of the 3-storied Meadowvale Professional Center to allow for major tenant identification and to improve the visibility and shrouded sight lines which now exist.

We believe that by placing a tenant fascia signs on the west side of the Meadowvale Professional Centre would serve as a major identifier to the public passing either by foot or by bus (the adjoining bus terminal). Unlike similar commercial or professional buildings of a comparable size in the City of Mississauga, our Meadowvale Professional Center has no direct major road exposure, is camouflaged by a deteriorating line of sight and there is no main pylon sign or external tenant directory now installed (reference page 3, Item-B attached).

The facility identification lettering "Meadowvale Professional Centre" would be installed close to the top of the west side of the building primarily to improve building identification and reduce confusion for patient/client and vehicular traffic coming from the west side of the Meadowvale Town Center area and specifically the primary entrance to the mall from Winston Churchill Boulevard where the original Meadowvale Town Centre Circle road has become part of a large mall parking lot and has also seen much of the original directional road signage to our building removed (reference page 3, Item-A and Item-C attached).

I would respectfully ask Council to approve this variance for both the fascia signs as well as the building identification lettering as proposed. The impact to the overall area would be minimal as they will face a Mississauga bus terminal and the east side of the Meadowvale Town Centre Mall where a large pylon sign already exists (reference page 4, Item-D attached). It is important to note that none of the proposed signage faces residential dwellings (reference page 4, Item-D and Item-E attached).

My family and I have been long term owners of commercial businesses in Mississauga as well as the Meadowvale Professional Centre and we are seeking the support of Council to improve the perception of the public with respect to our tenants' professional practices. We hope that you will assist us in this pursuit.

Yours truly,

Jim Natterer
President, JN Investments
905.567.7539 ext.22

SUBJECT PROPERTY



MISSISSAUGA
Leading today for tomorrow



**Planning and Building
Sign Unit**

**6855 Meadowvale Town Centre Circle
file# 11-06055
Meadowvale Professional Centre**

SCALE FOR REDUCED DRAWINGS

0m 50m 100m 200m 300m 400m 500m 1000m

SIGN PROPOSAL - MEADOWVALE PROFESSIONAL CENTRE



ITEM F - AERIAL VIEW MEADOWVALE PROFESSIONAL CENTRE AND ADJACENT PROPERTIES

PROPOSED SIGNAGE MOUNTED HERE



REA
SIGN GROUP

800-361-7463
905-707-8001
905-707-8041
1-877-747-8041

SAC-ACC

JOB NAME :
MEADOWVALE PROFESSIONAL CENTRE

ACCOUNT MGR: CR	DATE MAR. 25, 2011
DRAWN BY	CHECKED BY CR

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REVISION NO.	DESCRIPTION	DATE

FILE NAME
2011-MEADOWVALEPROFCNTR

SCALE: PAGE NO.
NTS 1 of 1

DRAWING NO. REVISION #
11-MP0327-0 0

ELECTRICAL REQUIREMENTS

☐ 120v ☐ 347v

COLORS:

☒ Proposal ☐ Approved for Production

APPROVED

CUSTOMER: _____

DATE: _____

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SIGN PROPOSAL - MEADOWVALE PROFESSIONAL CENTRE



PROPOSED SIGNS

ITEM A - FORMED PLASTIC LETTERS

ITEM B - ILLUMINATED SIGN BOXES

WEST ELEVATION



ITEM C - DISTANT VIEW OF BUILDING WITH PROPOSED FORMED BUILDING ID LETTERS.
VIEW FROM AREA AROUND THE MALL'S WINSTON CHURCHILL BLVD ENTRANCE.



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Toll Free: 1-877-741-8811

SAC-ACE

JOB NAME :
MEADOWVALE PROFESSIONAL
CENTRE

ACCOUNT MGR: CR
DATE: MAR. 25, 2011

DRAWN BY: CHECKED BY: CR

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FILE NAME
2011-MEADOWVALEPROFCNTRE

SCALE: NTS
PAGE NO. 1 of 1

DRAWING NO. 11-MP0327-0
REVISION # 0

ELECTRICAL REQUIREMENTS

☐ 120v ☐ 347v

COLOURS:

☒ Proposal ☐ Approved for Production

APPROVED

CUSTOMER:

DATE:

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SIGN PROPOSAL - MEADOWVALE PROFESSIONAL CENTRE



ITEM D - WESTERLY VIEW FROM THE MEADOWVALE PROFESSIONAL CENTRE (WEST WALL) FACING THE MEADOWVALE TOWN CENTRE.

EXISTING PYLON SIGN ON ADJACENT PROPERTY HERE



ITEM E - SOUTH WESTERLY VIEW FROM THE MEADOWVALE PROFESSIONAL CENTRE (WEST WALL) FACING THE MEADOWVALE TOWN CENTRE.



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JOB NAME :
MEADOWVALE PROFESSIONAL CENTRE

ACCOUNT MGR: CR	DATE: MAR. 25, 2011
DRAWN BY:	CHECKED BY: CR

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REVISION NO.	DESCRIPTION	DATE

FILE NAME
2011-MEADOWVALEPROFCNTRE

SCALE: NTS PAGE NO. 1 of 1

DRAWING NO. 11-MP0327-0 REVISION # 0

ELECTRICAL REQUIREMENTS

☐ 120v ☐ 347v

COLOURS:

☒ Proposal ☐ Approved for Production
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DATE:

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ITEM A - FORMED PLASTIC LETTERS

ITEM #A - FORMED PLASTIC LETTERS

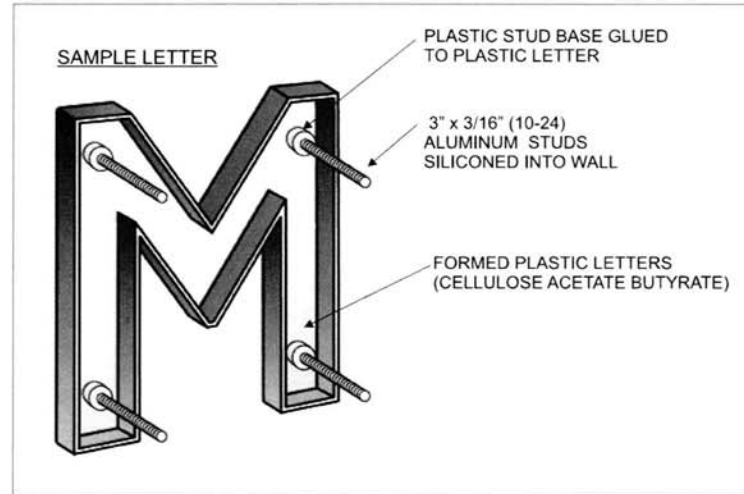
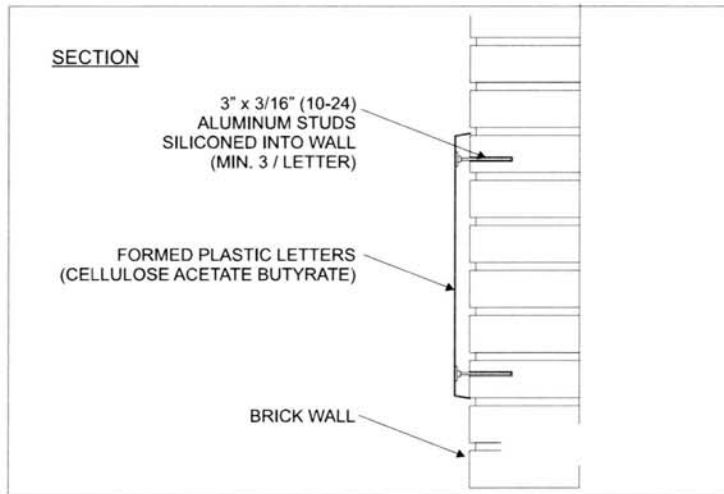
41'-7"

24"

16"

Meadowvale Professional Centre

• WHITE FORMED PLASTIC LETTERS STUD MOUNTED AND SILICONED TO BRICK WALL



WWW.REASIGN.COM
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Fax: (905) 761-0041
Toll Free: 1-877-761-8861



JOB NAME :
MEADOWVALE PROFESSIONAL
CENTRE

ACCOUNT MGR:
CR

DATE:
MAR. 25, 2011

DRAWN BY:
CR

CHECKED BY:
CR

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REVISION NO. DESCRIPTION DATE

FILE NAME
2011-MEADOWVALEPROFCNTR

SCALE: NTS

PAGE NO. 1 of 1

DRAWING NO. 11-MP0327-1

REVISION 0

ELECTRICAL REQUIREMENTS

☐ 120v ☐ 347v

COLOURS:

☒ Proposal ☐ Approved for Production

APPROVED

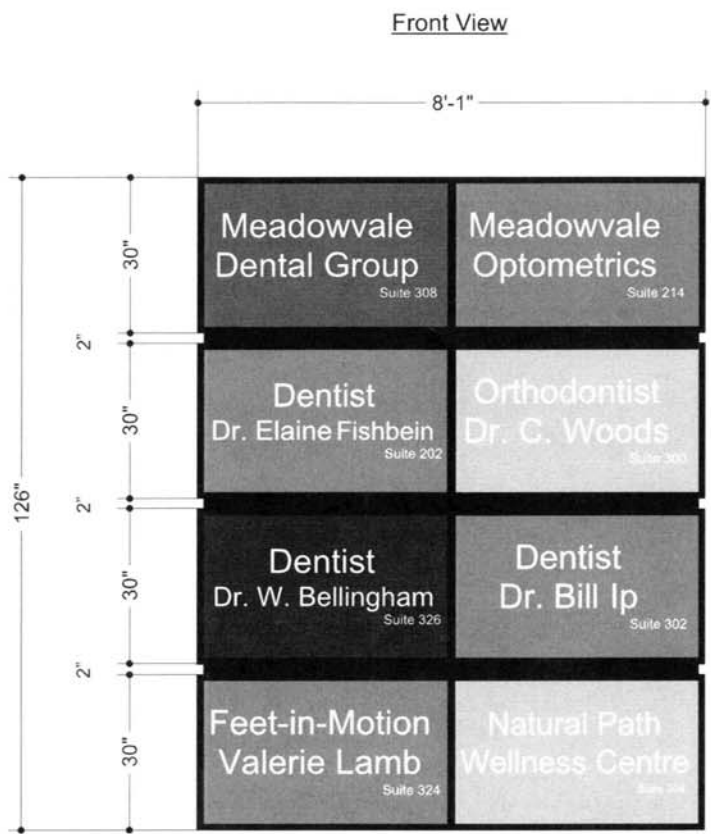
CUSTOMER:

DATE:

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ITEM B -ILLUMINATED SIGN BOX



Side View



SINGLE SIDED ILLUMINATED SIGN BOXES COMPLET WITH 2" REVEALS
AND H-BAR DIVIDERS MOUNTED TO BRICK BUILDING
Note: Tenant graphics and colour may change

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sacspace

JOB NAME :		
MEADOWVALE PROFESSIONAL CENTRE		
ACCOUNT MGR:	DATE:	
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REVISION NO.	DESCRIPTION	DATE
FILE NAME		
2011-MEADOWVALEPROFCNTRE		
SCALE:	PAGE NO.	
NTS	1 of 1	
DRAWING NO.	REVISION	
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ELECTRICAL REQUIREMENTS		
<input type="checkbox"/> 120v	<input type="checkbox"/> 347v	
COLOURS:		
<input checked="" type="checkbox"/> Proposal <input type="checkbox"/> Approved for Production		
APPROVED		
CUSTOMER:		
DATE:		



EXISTING
WEST ELEVATION
6855 MEADOWVALE
TOWN CENTRE CIRCLE



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

January 6, 2012

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.

Section 17(2)	Proposed
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 located on a unit not 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:

This item was deferred at the October 17, 2011 Planning and Development Committee Meeting.

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 3-8) 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 3-10), 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 placed 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.

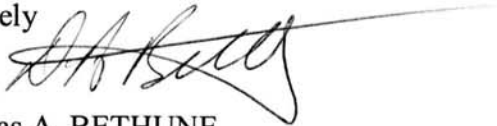
There are no other signs on the south wall to advise the general public otherwise.

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.

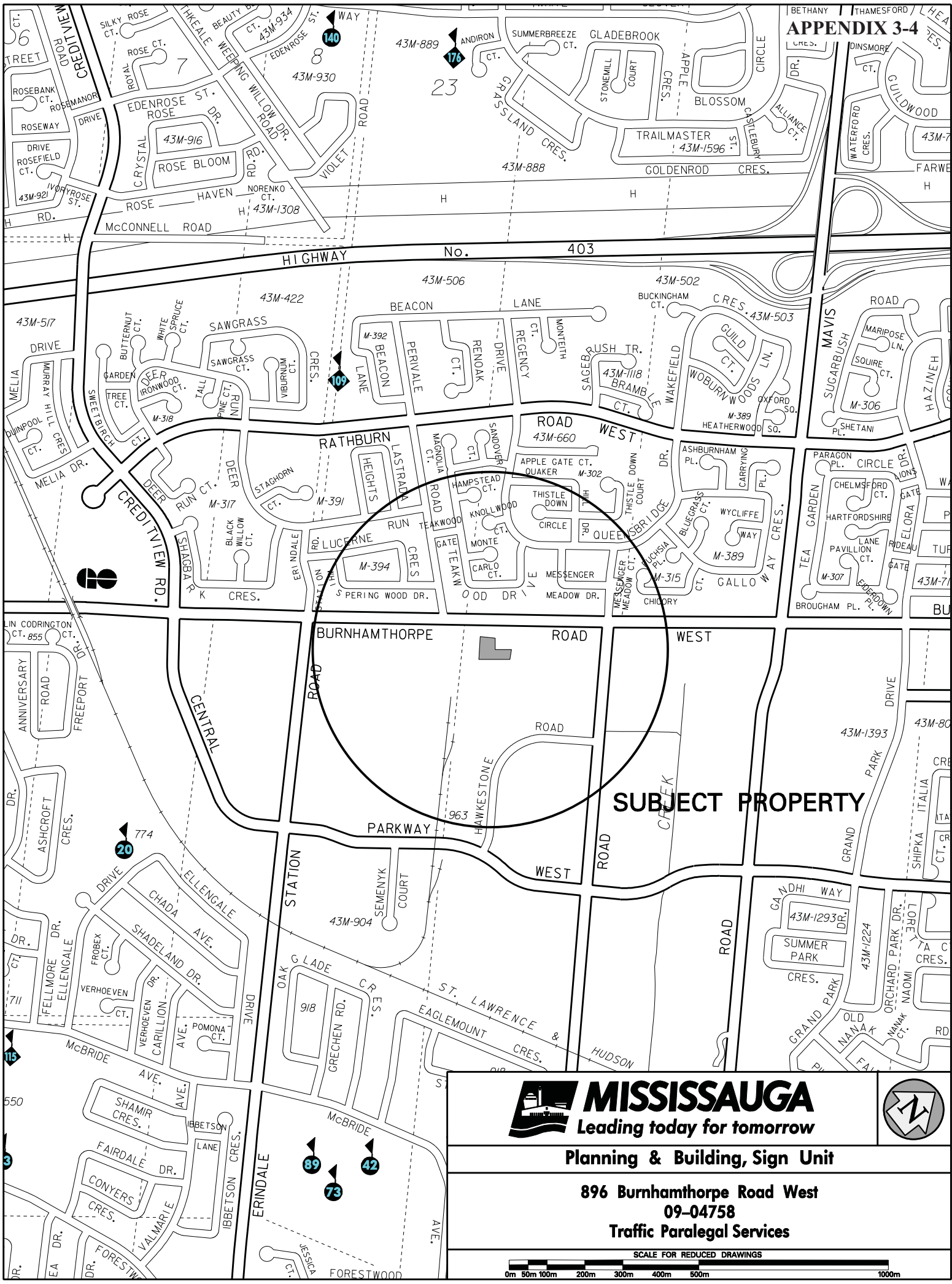
We hope that you accept this letter as rationale for the variance and further that you may admit this letter for your consideration

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 "D.A. Bethune", with a long horizontal line extending to the right.

Douglas A. BETHUNE
Marketing Manager
Traffic Paralegal Services



SUBJECT PROPERTY

MISSISSAUGA
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Planning & Building, Sign Unit

**896 Burnhamthorpe Road West
09-04758
Traffic Paralegal Services**



MAY 25, 2011

WEST WALL SIGN

106" SOUTH FROM
NORTH FACE (WALL)

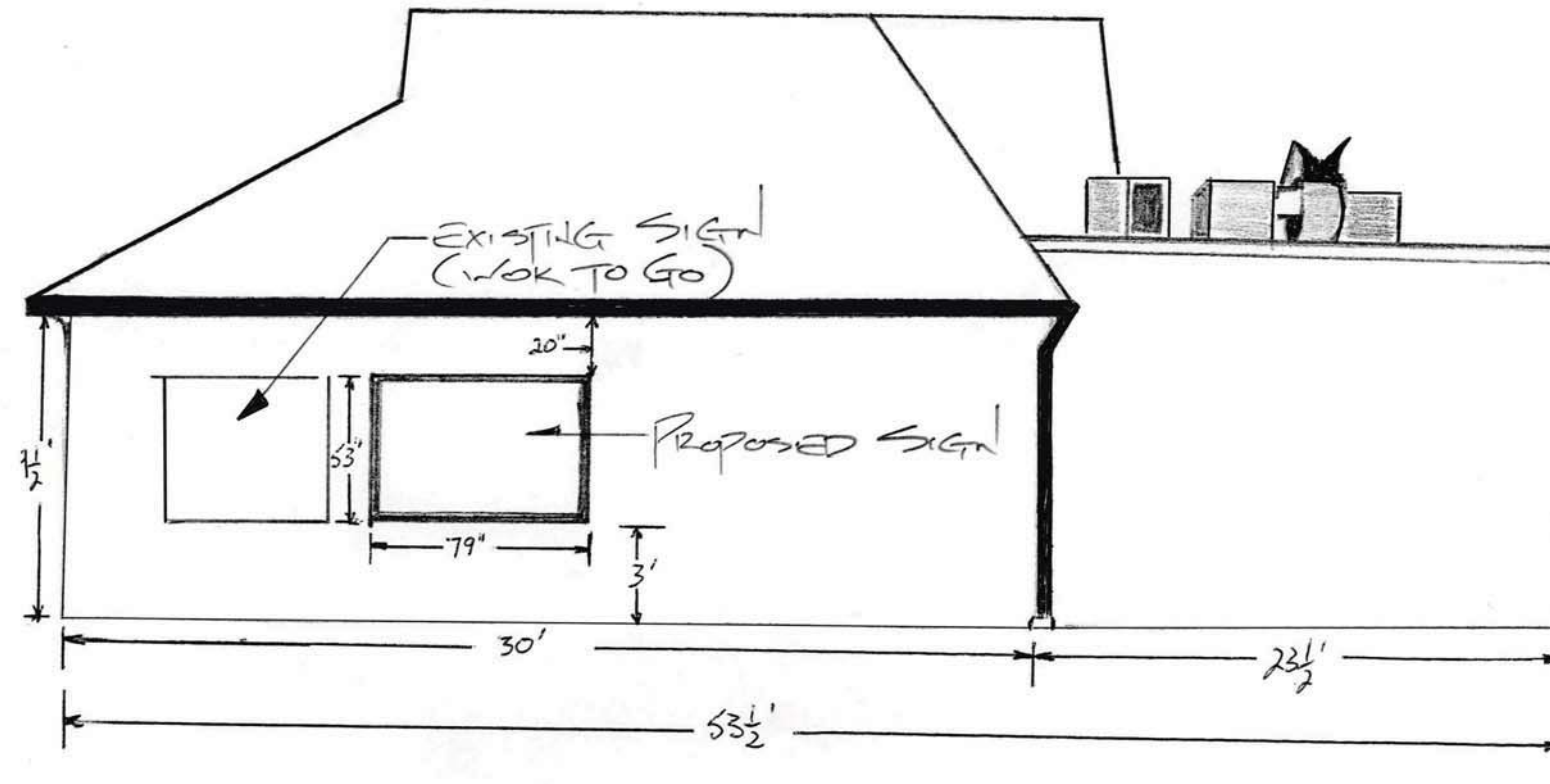
SOUTH WALL SIGN

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



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)

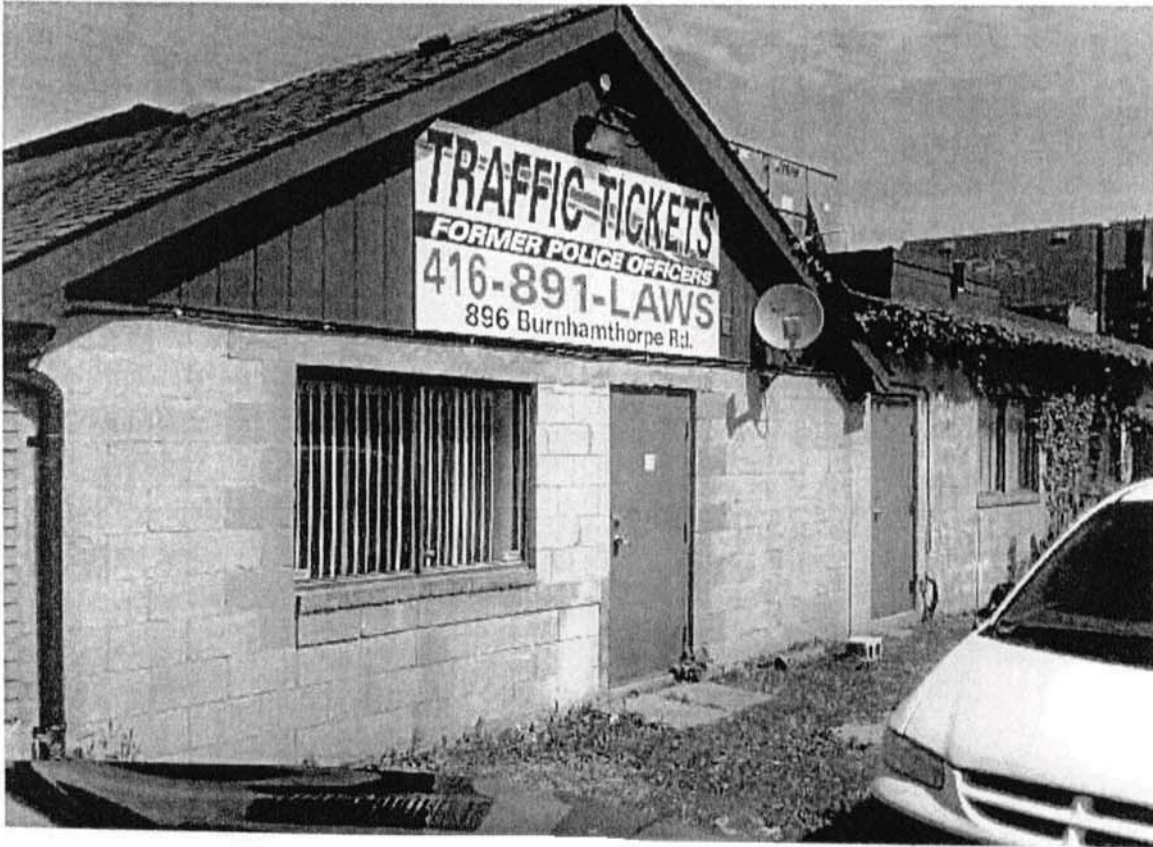
SIGN IS MADE OF CORR. PLASTIC & ALUMINUM.

WEST SIDE SIGN ELEVATION

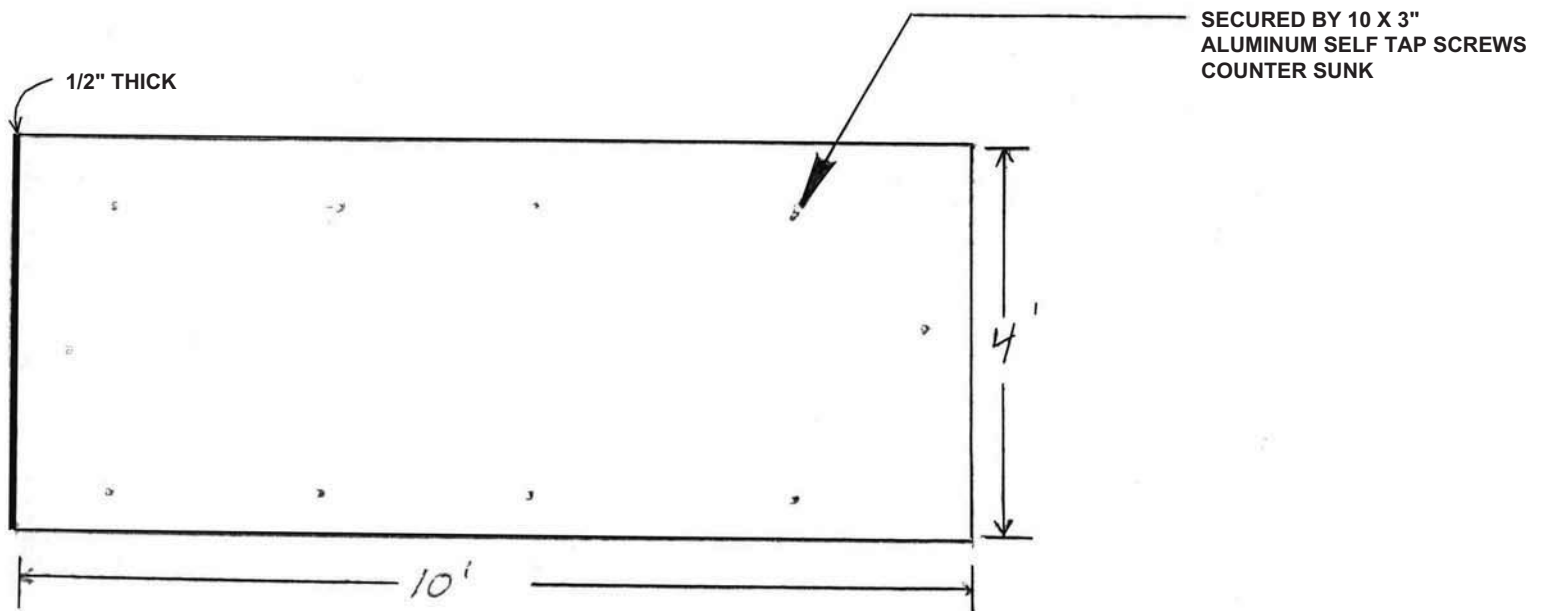
PAGE #1. DRAWING

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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HAIR SALON
☎ 279-9212

髮廊

DENTAL OFFICE
275-4770 🦷 Dr. NGUYET-BICH LE

Elegant **NAILS**

896

896 BURNHAMTHORPE ROAD WEST
EXISTING GROUND SIGN