



# Corporate Report

Clerk's Files

Originator's  
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BL.03-SIG (2012)

**PDC** Apr 2 2012

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**DATE:** March 13, 2012

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: April 2, 2012

**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 March 13, 2012 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 Variances **be granted**:

- (a) Sign Variance Application 11-07084  
Ward 4  
KFC  
45559 Hurontario St.

To permit the following:

- i) One (1) fascia sign on the west elevation of the building not located on the unit occupied by the business.

**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 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:** KFC  
Appendix 1-1 to 1-6

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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**

March 13, 2012

**FILE:** 11-07084

**RE: KFC**  
**4559 Hurontario Street-Ward 4**

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

<b>Section 4</b>	<b>Proposed</b>
A fascia sign shall be located on the unit occupied by the business.	One (1) fascia sign on the west elevation of the building not located on the unit occupied by the business.

**COMMENTS:**

The proposed fascia sign is replacing an existing sign located on an architectural feature of the plaza. The precedent for signage on architectural features has been established throughout the plaza. The Planning and Building Department therefore have no objection to the requested variance.



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

January 19, 2012

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

**Re: Sign variance application for KFC, 4559 Hurontario St. Mississauga**

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow 2 wall signs at the above-mentioned location.

A variance is required as the signs are not located on the unit façade but just to the side of it.

This is an existing KFC location with 2 signs located at the entrance feature into the mall. They have been in place for over 15 years and now the restaurant is going through signage rebranding and upgrade. The original signs were approved in 1993 through a sign variance (SPC 93-3480).

This plaza has a number of entrance features with various tenants occupying them even though they are not located directly over their frontage.

Due to the plaza design, these entrance features are the most accommodating placement of signage for the anchor tenants.

The proposed signage will not alter the character of the area and will not negatively impact the existing conditions as the building is set back from Eglington Avenue East with heavy landscaping lining the street.

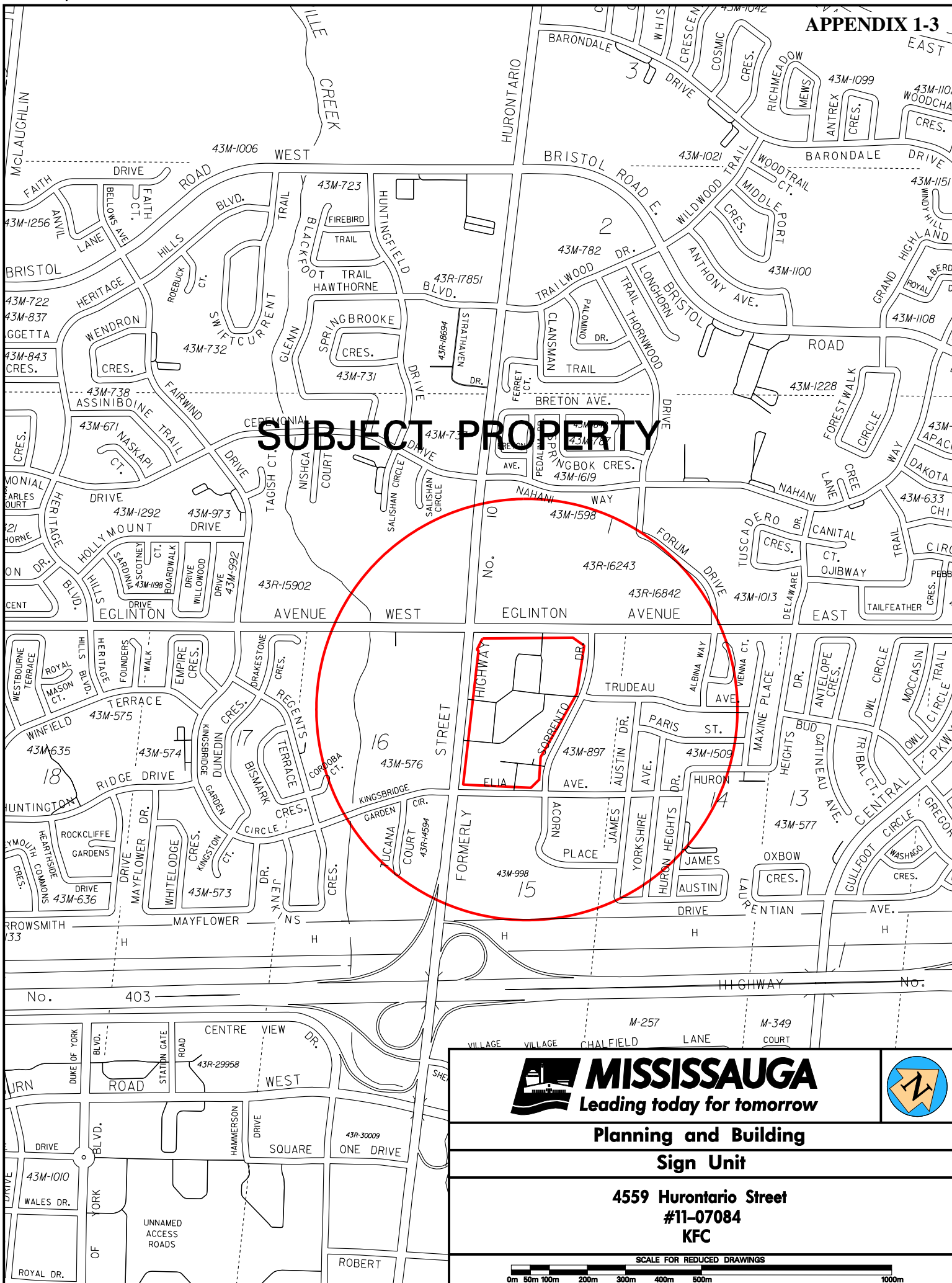
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,

A handwritten signature in black ink, appearing to read "Svetlana", written over a light blue circular stamp.

Svetlana Levant

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



4559 HURONTARIO STREET  
KFC





# PROPOSED SIGN

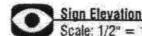
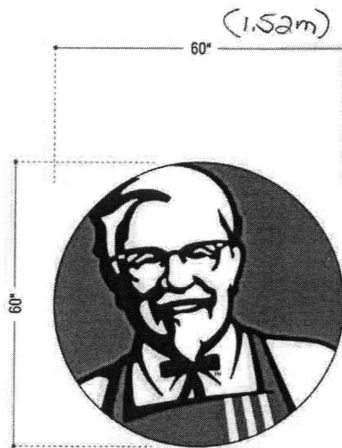
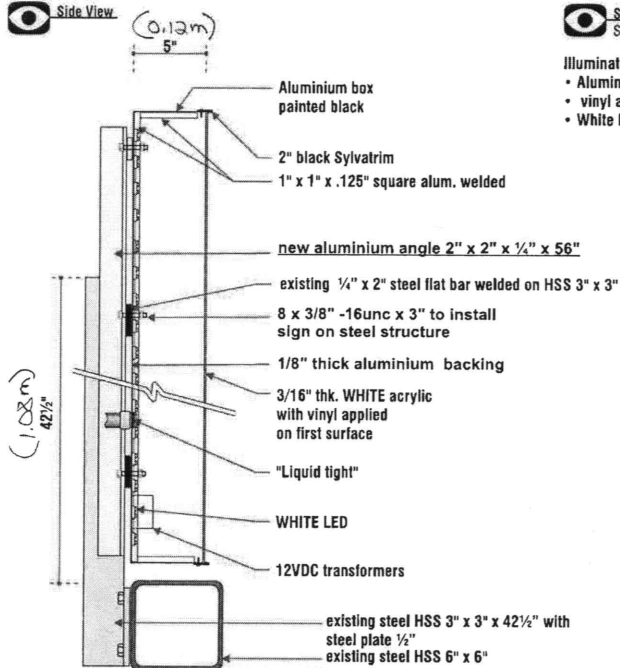
$$\text{Area} = 25 \text{ ft}^2 (2.3 \text{ m}^2)$$



\* MORE DETAILS TO FOLLOW on page 4



Side View.



Sign Elevation  
Scale: 1/2" = 1'-0"

- Illuminated s/r round sign box with plexi face.
- Aluminum box .080" to be painted black
  - vinyl applied on surface
  - White LED

SEE PAGE 3 FOR DETAILS



Elevation  
Scale: N.T.S.



Sign Elevation  
Scale: N.T.S.

3M 3630-0647	3M 3630-2395
3M 3630-2658	3M 3630-22
3M 3630-53	3M 3630-20

KFC COLORS

## NOTE:

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2. Colors illustrated in this drawing may differ from those produce in our workshop. Please refer to the corresponding charts for exact shades.

## CUSTOMER:

KFC

## ADDRESS:

4559 Hurontario,  
Mississauga, Ontario

## DATE:

11/14/2011

## REVISIONS:

11/16/2011 p.1 + p.2  
11/24/2011 no options  
12/06/2011 as per survey  
13/12/2011 tech

## SCALE:

AS SHOWN

## SALES REPRESENTATIVE:

## DESIGNER:

ROSALIE HAMELIN

## DRAWING #:

118-002-R2

## Yves Desrochers

## QUOTE #:

21 851

## PAGE:

2/3

**DOMINION**  
SIGNS  
FEAST YOUR EYES  
MONTREAL - TORONTO  
TEL: 1-800-663-2848 • FAX: (514) 334-1182





LOCATION OF  
PROPOSED FASCIA  
SIGN

4559 HURONTARIO STREET  
EXISTING SIGNS  
JAN. 25, 2012