



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2012)

PDC May 14 2012

DATE: April 24, 2012

TO: Chair and Members of Planning and Development Committee
Meeting Date: May 14, 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 April 24, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested seven (7) Sign Variance Applications described in Appendix 1 and 7 of the Report, be adopted in accordance with the following:

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

- (a) Sign Variance Application 11-07139
Ward 1
Pioneer
150 Lakeshore Rd. E.

To permit the following:

- i) One (1) gas bar canopy with a 50% copy area.

- ii) One (1) fascia sign located on the east building elevation which does not face a street line or gas pumps.

- (b) Sign Variance Application 11-00285
Ward 5
401 Dixie Automall
5500 Dixie Rd.

To permit the following:

- i) Two (2) ground signs with a setback of 0.6m (2.0 ft.) from a driveway entrance or exit.

- (c) Sign Variance Application 12-00185
Ward 5
Target
5570 Explorer Dr.

To permit the following:

- i) A third fascia sign located on the south elevation between the limits of the top floor and the parapet.

- (d) Sign Variance Application 12-00475
Ward 9
1215 Meadowpine Blvd.
Meadowpine Blvd.

To permit the following:

- i) Three (3) additional ground signs fronting Meadowpine Blvd.

- (e) Sign Variance Application 11-07100
Ward 10
Sherwood Park Management
3375 Thomas St.

To permit the following:

- i) Sixteen (16) non-illuminated projecting signs.
- ii) Two (2) fascia signs located above the upper limits of the first storey.
- iii) Two (2) fascia signs per business with a total sign area of 0.8m^2 (8.7 ft^2).
- iv) Two (2) ground signs located at the complex entrances each with a sign area of 1.3m^2 (14.4 sq. ft.).

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

- (a) Sign Variance Application 12-00238
Ward 10
Viva Retirement Communities
5575 Bonnie St.

To permit the following:

- i) Four (4) banner signs attached to the fence fronting Thomas St.
- (b) Sign Variance Application 11-03917
Ward 11
T-Zone Vibration Health Technology
13 Main St.

To permit the following:

- i) One (1) fascia sign with a sign area equal to 22.7% of the building face, 57 sq. m. (60 sq. ft.).

BACKGROUND:	The <i>Municipal Act</i> 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 seven (7) Sign Variance Applications (see Appendices 1 to 7) 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 <i>Municipal Act</i> . 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 <i>Planning Act</i> .
ATTACHMENTS:	Pioneer Appendix 1-1 to 1-8 401 Dixie Automall Appendix 2-1 to 2-7 Target Appendix 3-1 to 3-6 Meadowpine Blvd. Appendix 4-1 to 4-7

Sherwood Park Management
Appendix 5-1 to 5-13

Viva Retirement Communities
Appendix 6-1 to 6-6

T-Zone Vibration Health Technology
Appendix 7-1 to 7-6

Edward R. Sajecki
Commissioner of Planning and Building

Prepared by: Darren Bryan, Supervisor Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 11-07139

RE: Pioneer
150 Lakeshore Road East - Ward 1

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

Section 13	Proposed
Service station gas bar canopy permits 100% of the canopy of which only a maximum of 20% may be "copy" area.	One (1) gas bar canopy sign with a 50% "copy" area.
Service station commercial undertaking permits 20% of a wall facing a street line or gas pumps.	One (1) fascia sign on the east elevation not facing a street line or gas pumps.

COMMENTS:

The service station canopy on the subject property is oriented perpendicular to the street resulting in a smaller than typical canopy area facing the street. The proposed copy area of the sign is similar in size to most gas company corporate signage; therefore Planning and Building Department finds the variance acceptable from a design perspective.

The proposed fascia sign for the car wash building faces a parking area and the stacking lane entrance for the car wash, and fits well within the design of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



City of Mississauga

Feb 23. 2012

Planning and Building department, Sign Unit

Application # SGNBLD 117139
150 lakeshore Blvd E
Mississauga

Pioneer Energy is currently applying for 2 sign variances for the location at 150 Lakeshore Blvd E.

Canopy Sign

The sign in question is located on the south elevation of the gas bar canopy.

The sign bylaw permits a sign on the "elevation" but must not exceed the 20% coverage as per the sign bylaw.

Pioneer has recently gone thru a branding change to modernize our presentation of the brand to the consumer.

We have utilized a symbol and the usual word mark identifying Pioneer.

The canopy along with the ground signs are a major part of the message being sent to the consumer in his travels.

The focal point of any gas station today is the canopy, most people refer it as a weather shield to the elements, but to us it is a branding symbol to invite people into Pioneer.

The canopy, as located on the site plan runs at a 90 Degree angle from Lakeshore. With the layout of the site, our only focal point for the canopy is the front elevation, facing the commercial street of Lakeshore.

We feel this sign is an important part of our brand imaging and has no impact on the neighboring commercial property across the street, or the adjoining residential to the west.

As stated earlier we exceed the 20% allowance for signs for a gas bar canopy assuming the calculations using only the actual fascia of the canopy itself.

Canopy Fascia area as calculated on Sheet E1	113.8 Sq Ft	
Sign Lettering and logo as per Drawing 43086	25.12 Sq Ft	
Percentage of Signs based on individual letters and logo		22.1%



Pioneer is considering this a minor amount of sign variance to the bylaw.

It has no impact on the neighboring properties and is pleasant and appealing to the eye in conjunction with the new design of the canopy structure.

As this is our new image going into the future with Pioneer, we are asking for the variance in order to continue with the branding image we are trying to project to the public.

Car Wash Sign

We have submitted the east elevation of the car wash building, with our branded name of the wash "Clean Express"

The bylaw prohibits a sign on an elevation that does not face the gas bar.

The characteristics of our site do not allow us to promote the wash on the east elevation due to the nature of the lot being narrow and deep.

As per the bylaw we are restricted in promoting the wash thru alternative signs on the property. This professional prepared sign would enhance our offer and identify the building as the wash, and help us generate the ancillary income required for the site.

We have no other signs on the east elevation. The calculations of % are not a factor.

We normally include the wording of "Soft cloth" to describe the type of wash with our generic sign, but have not included this as it tends to clutter the appearance of the elevation.

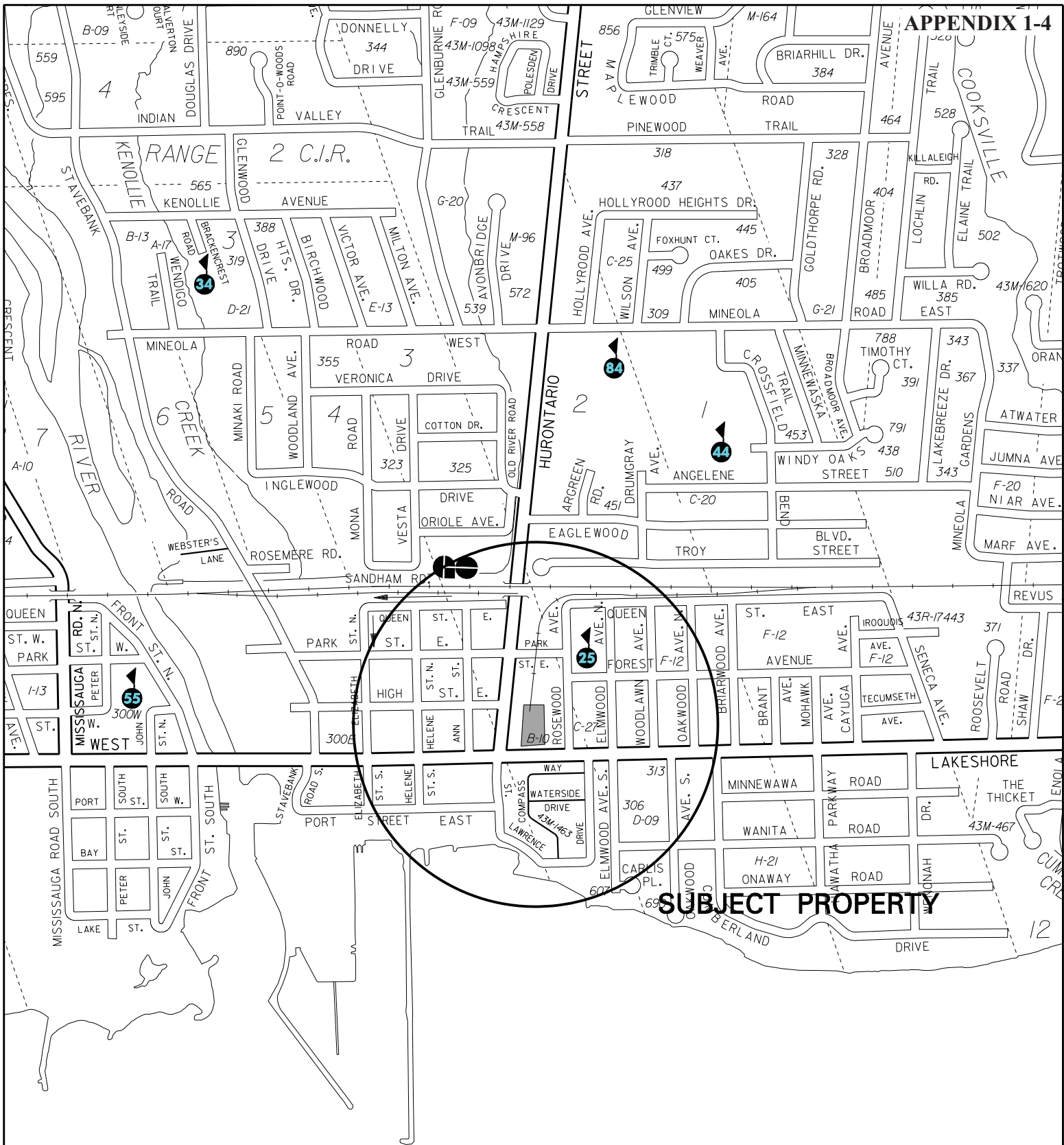
Again we ask the committee's approval based on the facts of minor in nature, and has no impact on the adjoining properties.

Thank you for your consideration with this application.

Bob Reid

A handwritten signature in black ink, appearing to be 'Bob Reid', with a stylized 'B' and 'R'.

Director, Development and Construction
Pioneer Energy
1122 International Blvd, Suite 700
Burlington, Ontario
905-633-3425 Office
905-320-4493 Cell



SUBJECT PROPERTY

N T A R



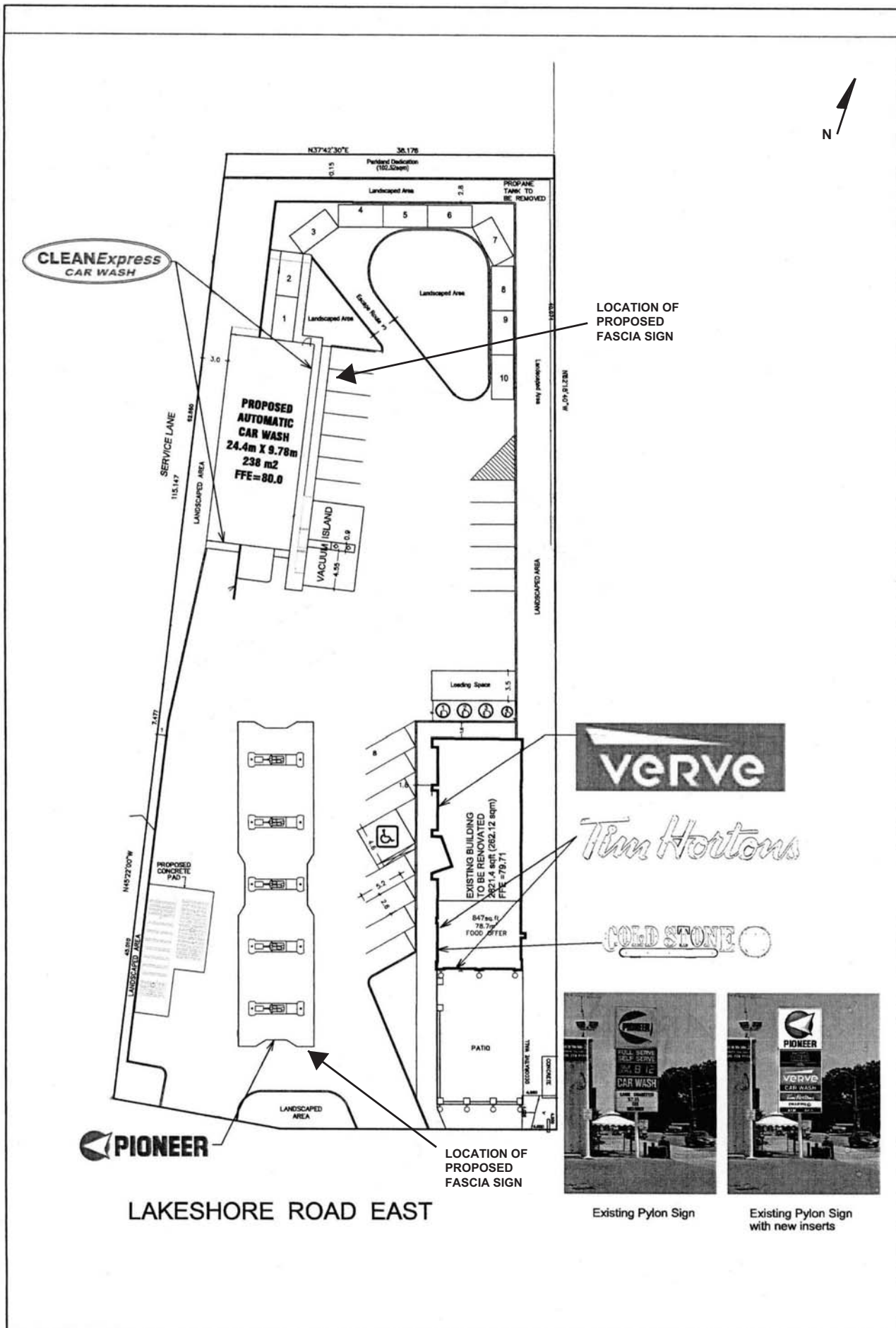
MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**150 Lakeshore Road East
11-07139
Pioneer**

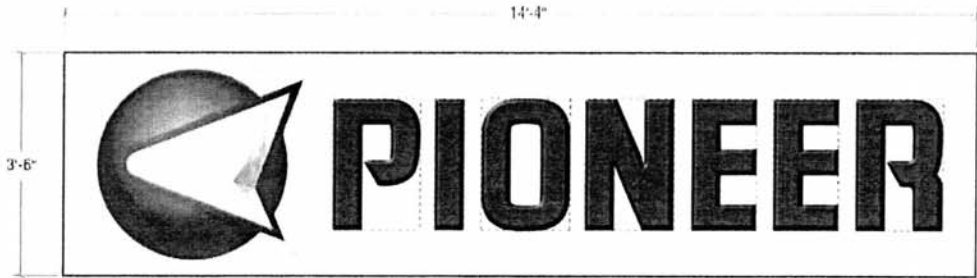




MOULDED PIONEER LETTER DETAILS

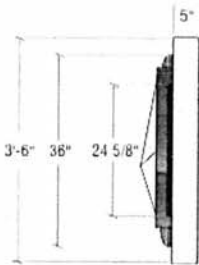
TEK-F050194-022881-003

ROUNDEL = 9.72 Sq. Ft. LETTERS = 15.4 Sq. Ft. TOTAL = 25.12 Sq. Ft.



± 6" DEEP MOULDED CLEAR ACRYSTEEL FACE
PAINTED PMS 032C RED AND WHITE ON THE SECOND
SURFACE - PUSH THRU ROUTED WHITE (APOLIC) FACE
[SUPPLIED BY FLEXCORP]

1" DEEP MOULDED 2050 BLUE ACRYLIC LETTERS
PUSH THRU ROUTED WHITE (APOLIC) FACE [SUPPLIED BY FLEXCORP]
WITH FORMED 5" DEEP RETURNS ALL AROUND
FACE TO BE HINGED ON TOP AND BRACED ON THE BACK
5" DEEP ALUMINUM FABRICATED FILLER PAINTED TO MATCH
WHITE (APOLIC) INTERNALLY ILLUMINATED WITH WHITE LEDs (Typ.)

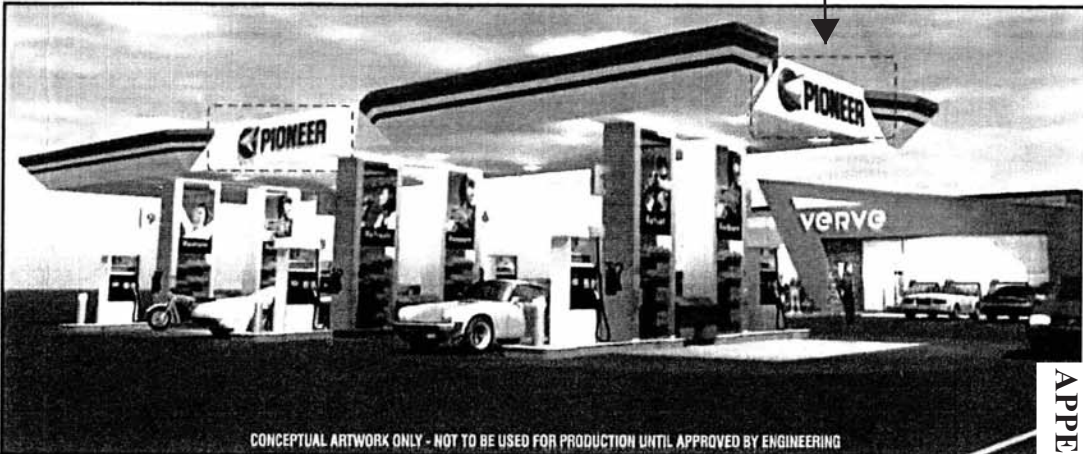


WHITE (APOLIC) FACE [SUPPLIED BY FLEXCORP]
WITH FORMED 5" DEEP RETURNS ALL AROUND
FACE TO BE HINGED ON TOP AND BRACED ON THE BACK

LOCATION OF PROPOSED
FASCIA SIGN

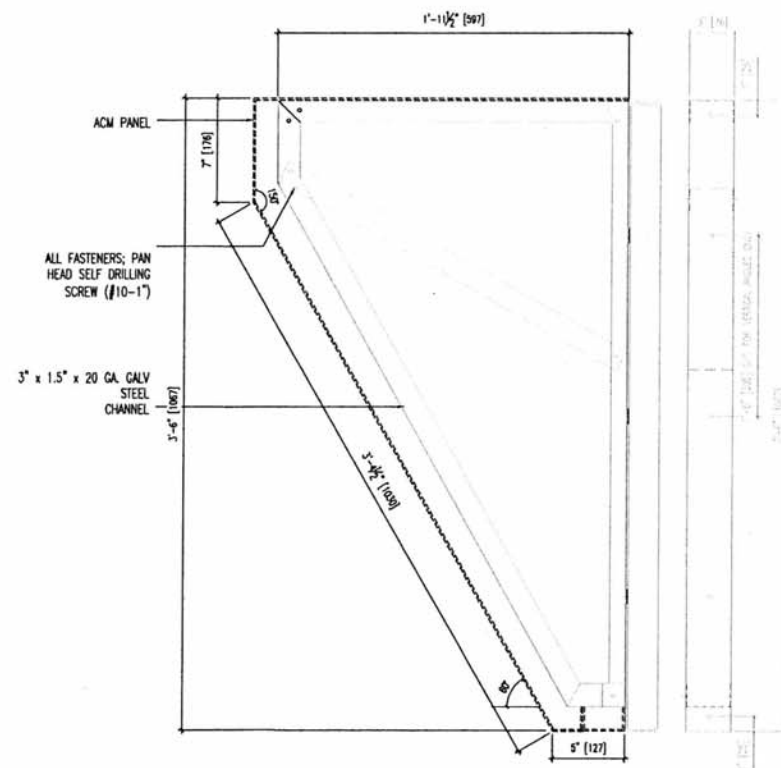
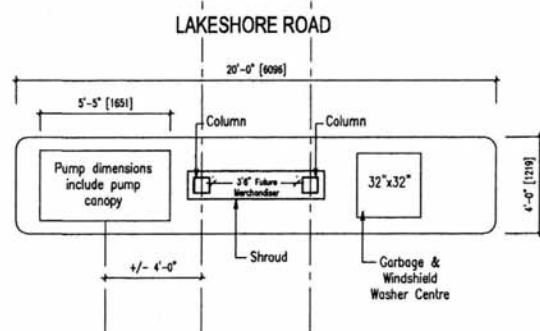
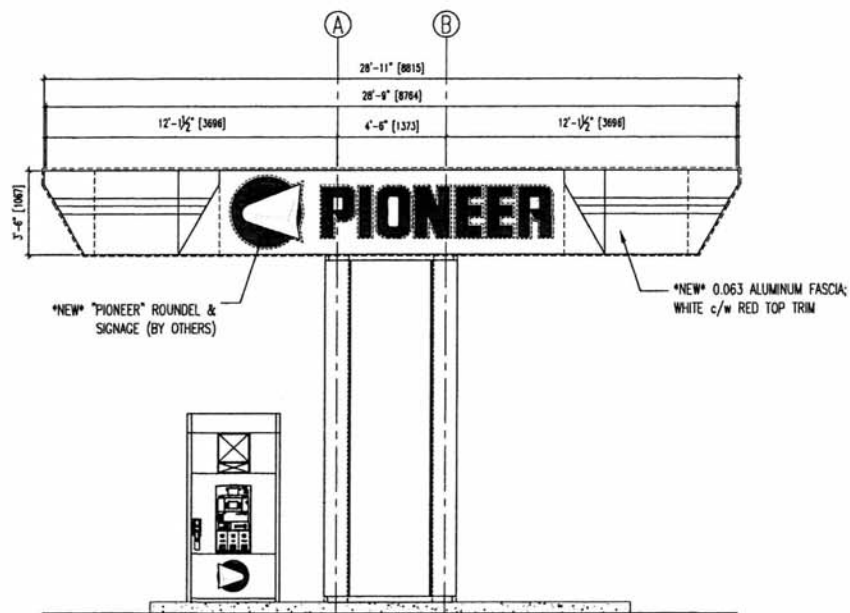


1" DEEP MOULDED 2050 BLUE ACRYLIC LETTERS
WITH 1/2" RADIUS EDGES



Customer:	PIONEER	Drawing No:	43086
Address:	VARIOUS	Scale:	1/2" = 1'-0"
Designer:	SDH	Sheet:	10
Asmt. Rep:	TIM ZADOW	Date:	NOV. 21/11

REVISION / ECH. R1- JAN. 11/12 ADD SQUARE FOOTAGE	Approval: Date:
--	------------------------



CANOPY FASCIA: (APPROX 8lbs/l.ft)
 FASCIA HEIGHT (VERTICAL DIST.): 42"
 FASCIA MATERIAL HEIGHT: 47.5"
 TOTAL FACE AREA/ l.ft: 3.96 sq.ft/l.ft
 TOTAL FASCIA AREA (FRONT): 105.71 sq.ft

COLUMN SHROUD
 TOTAL AREA (FRONT): 77.40 sq.ft
 TOTAL AVAILABLE SIGNAGE AREA 183.11 sq.ft

FLEXX
 CORPORATION

340 Shadon Drive, Cambridge, Ontario, N1T 2C1, T. (519) 821-8833

ALL DIMENSIONS ARE IN IMPERIAL (METRIC MM).
 CONTRACTOR TO VERIFY DIMENSIONS PRIOR TO
 COMMENCEMENT OF WORK. ALL DISCREPANCIES TO BE
 REPORTED TO FLEXX CORPORATION.

THE INFORMATION CONTAINED IN THIS DRAWING IS THE
 SOLE PROPERTY OF FLEXX CORPORATION. ANY
 REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE
 WRITTEN PERMISSION OF FLEXX CORPORATION IS
 PROHIBITED.

DATE: 1/11/2012
 DRAWN BY: JLB
 CHECKED BY: JLB
 APPROVED BY: JLB

CANOPY FASCIA DETAILS
 NEW CANOPY STRUCTURE

PIONEER
 150 LAKESHORE ROAD EAST
 PORT CREDIT, ONTARIO

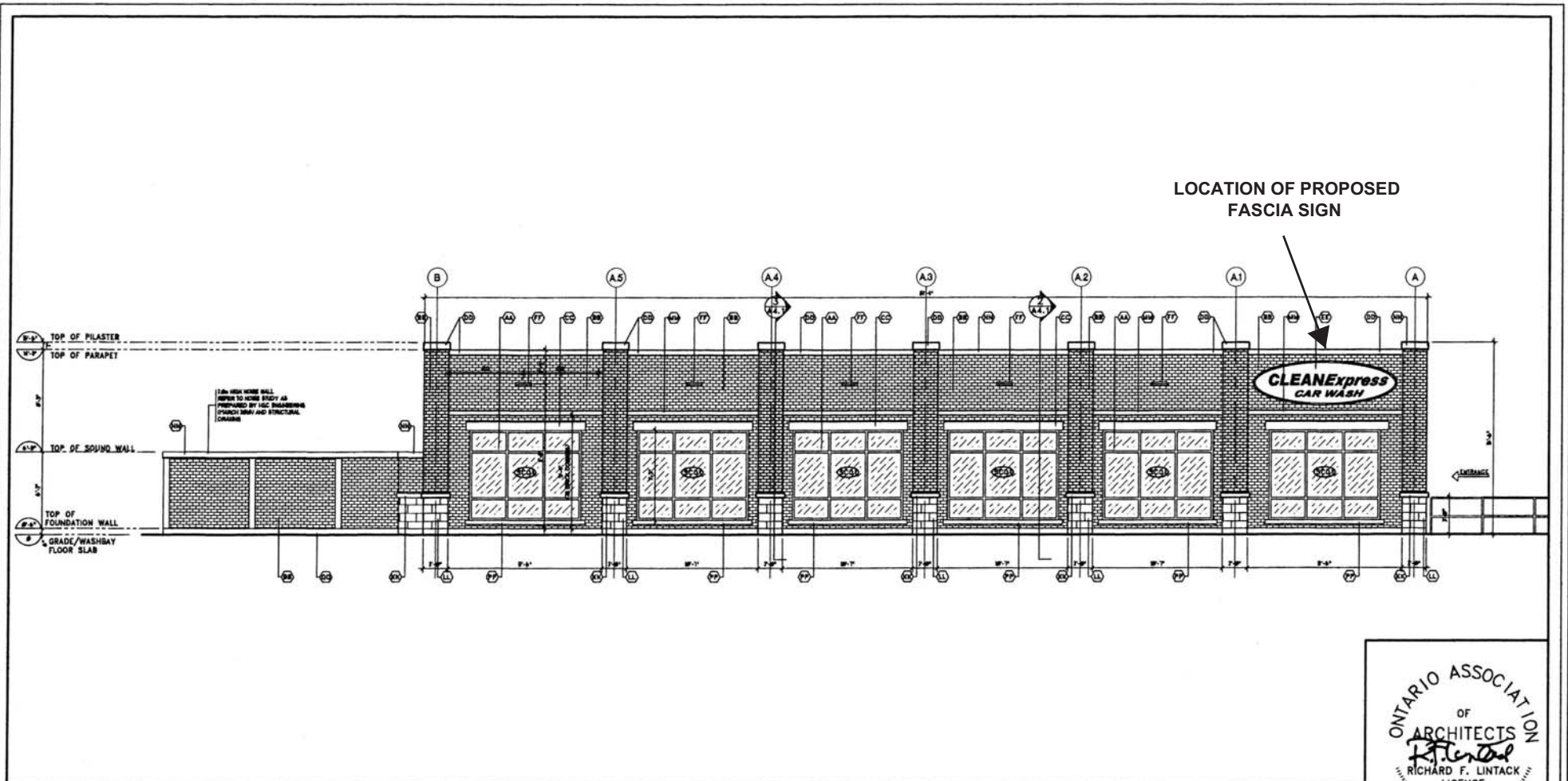
PIONEER
 L. BOURGACHE

JAN 11, 2012
 PCW

CWB CERTIFIED TO CSA STANDARD M47.1
 IN DIVISION 2
 COMPANY CODE: FLEXX11

F12015

E-01



1 CARWASH EAST ELEVATION
SK1 SCALE 1/8"=1'-0"



Proposed:
Carwash - Station 25
Pioneer Energy
150 Lakeshore Road East
Mississauga, Ontario

PIONEER
1122 International Blvd., Suite 700
Burlington, Ontario L7L 6Z8
Ph. 905 633 2060 Fax 905 639 2366

SCALE:
AS NOTED
DATE:
FEB 2012

LINTACK ARCHITECTS
INCORPORATED
244 JAMES STREET SOUTH, HAMILTON, ONTARIO, L8P 3B3
T: 905.522.6165 • F: 905.522.2209 • E: Information@lintack.com
www.lintack.com

Carwash
East
Elevation
JOB No. 04.43
DWG. No. SK1



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 12-00285

RE: 401 Dixie Automall
5500 Dixie Road -Ward 5

The applicant requests the following variance to section 16(5) of the Sign By-law 0054-2002, as amended.

Section 16(5)	Proposed
A ground sign shall not be located within 3 metres of a driveway entrance or exit.	Two (2) ground signs with a proposed setback of 2 feet from a driveway entrance or exit.

COMMENTS:

The proposed ground signs are replacing existing multi-tenant signs in the same locations and will be using the existing sign bases. The proposed signs are located on driveway islands for roads internal to the site, and are set back from the property line to maintain sight lines at intersections. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

March 5, 2012

To: Members of The City of Mississauga Sign Variance Committee

Re: Sign Variance Application #12-285 for 2 Ground Signs at 5500 Dixie Road (the 401/Dixie Automall)

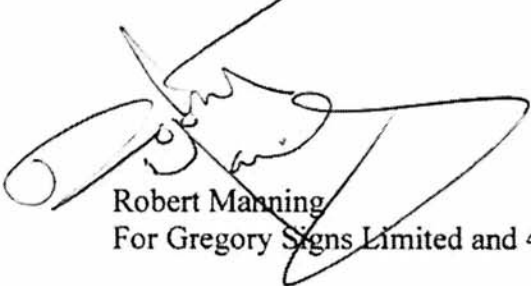
We are asking for your consideration in our request to replace 2 existing ground sign boxes with new updated sign boxes to be installed on the existing bases.

The signs are located in the middle of the driveway entrances to the 401/Dixie Automall. One at the Ambler Drive entrance and one at the Aerwood Drive entrance.

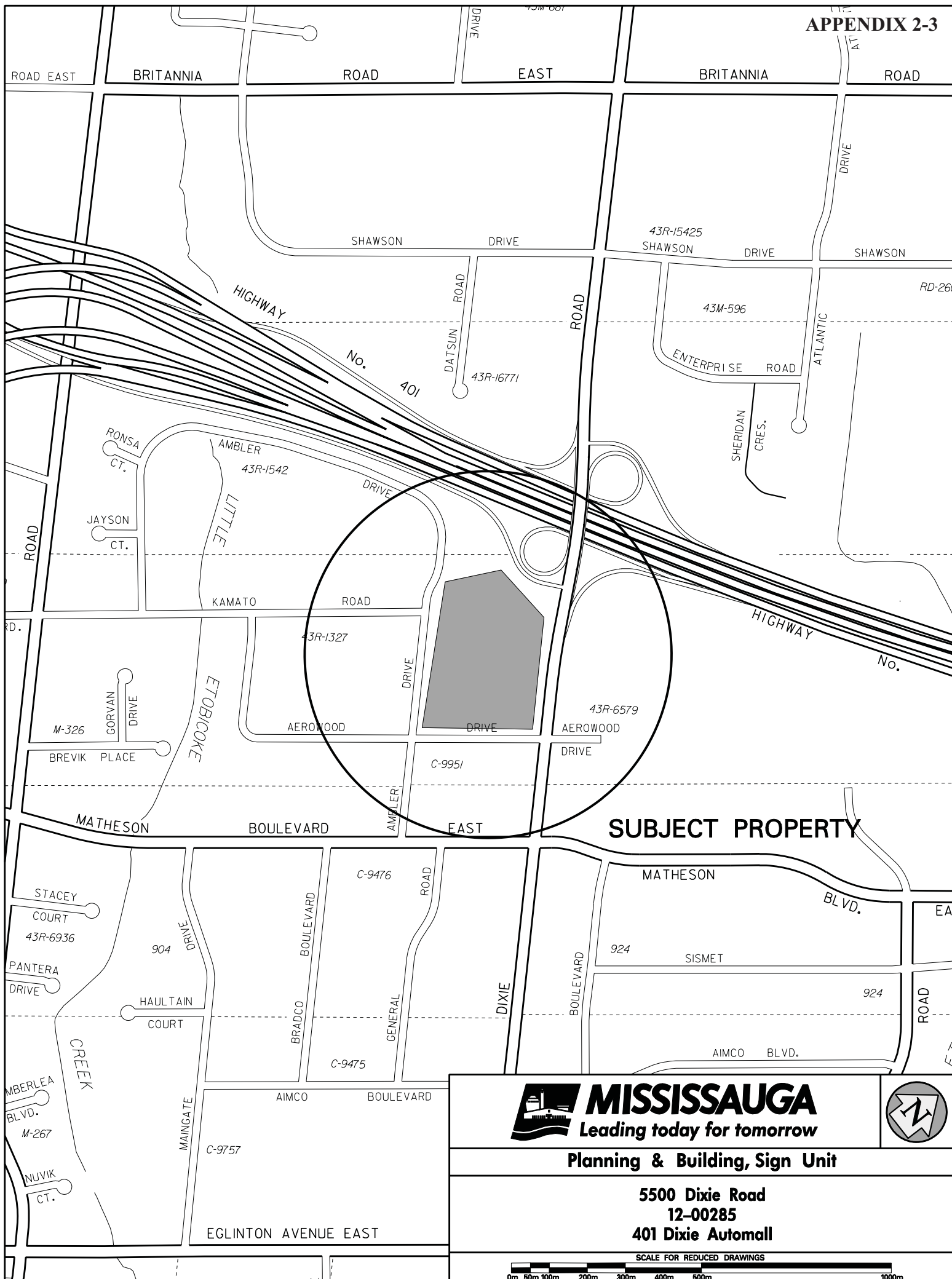
The location of the signs will not change as we are using the existing bases, therefore, we are asking relief from the provisions of the Sign By-law which require a sign to have a minimum setback of 3 metres from a driveway.

The signs are located on driveway islands and have not caused traffic problems in the past. They are needed to identify the many various automobile dealerships on the property

Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Robert Manning', is written over the typed name and company information.

Robert Manning
For Gregory Signs Limited and 401/Dixie Automall



MISSISSAUGA
Leading today for tomorrow



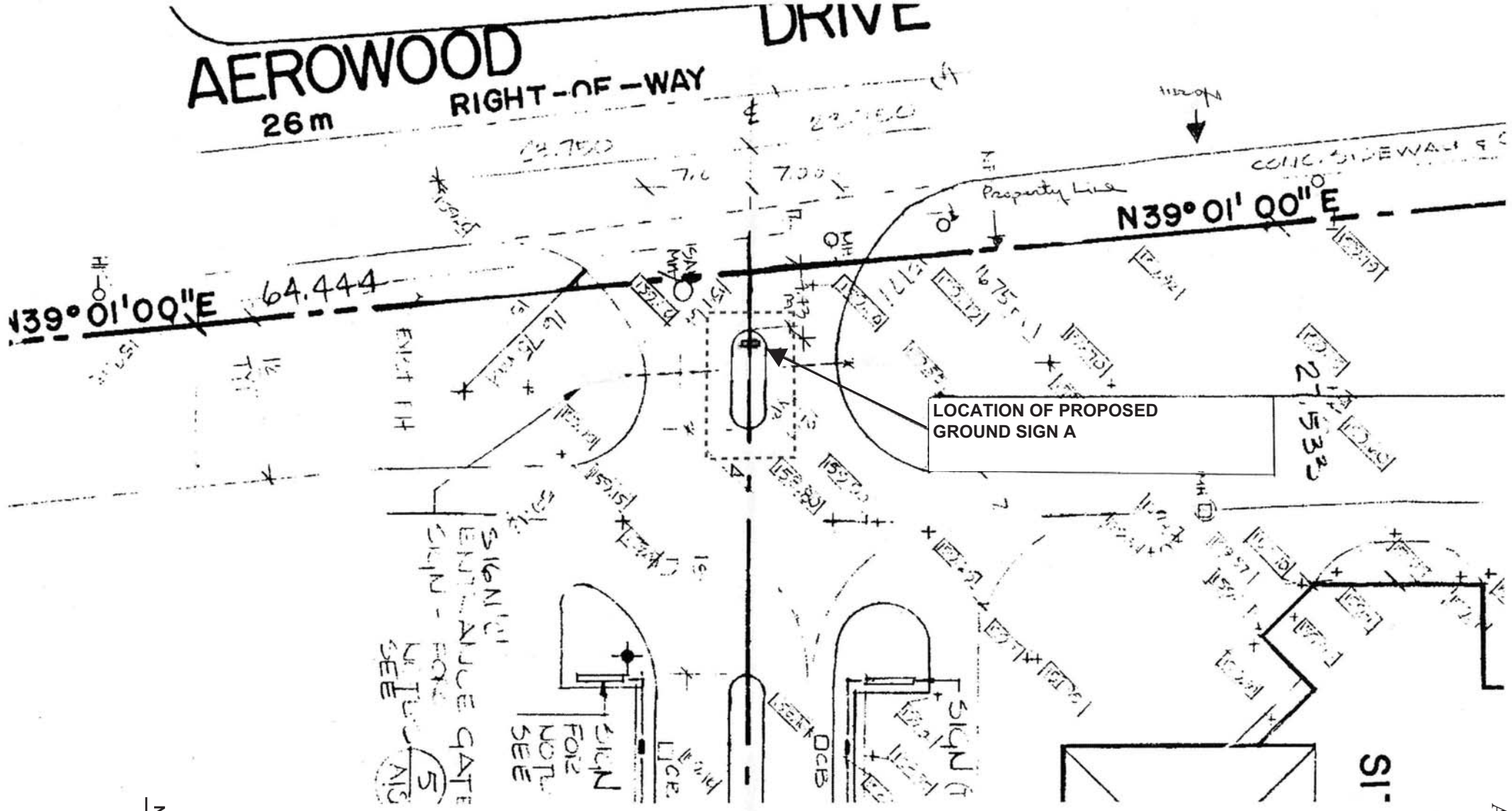
Planning & Building, Sign Unit

**5500 Dixie Road
12-00285
401 Dixie Automall**



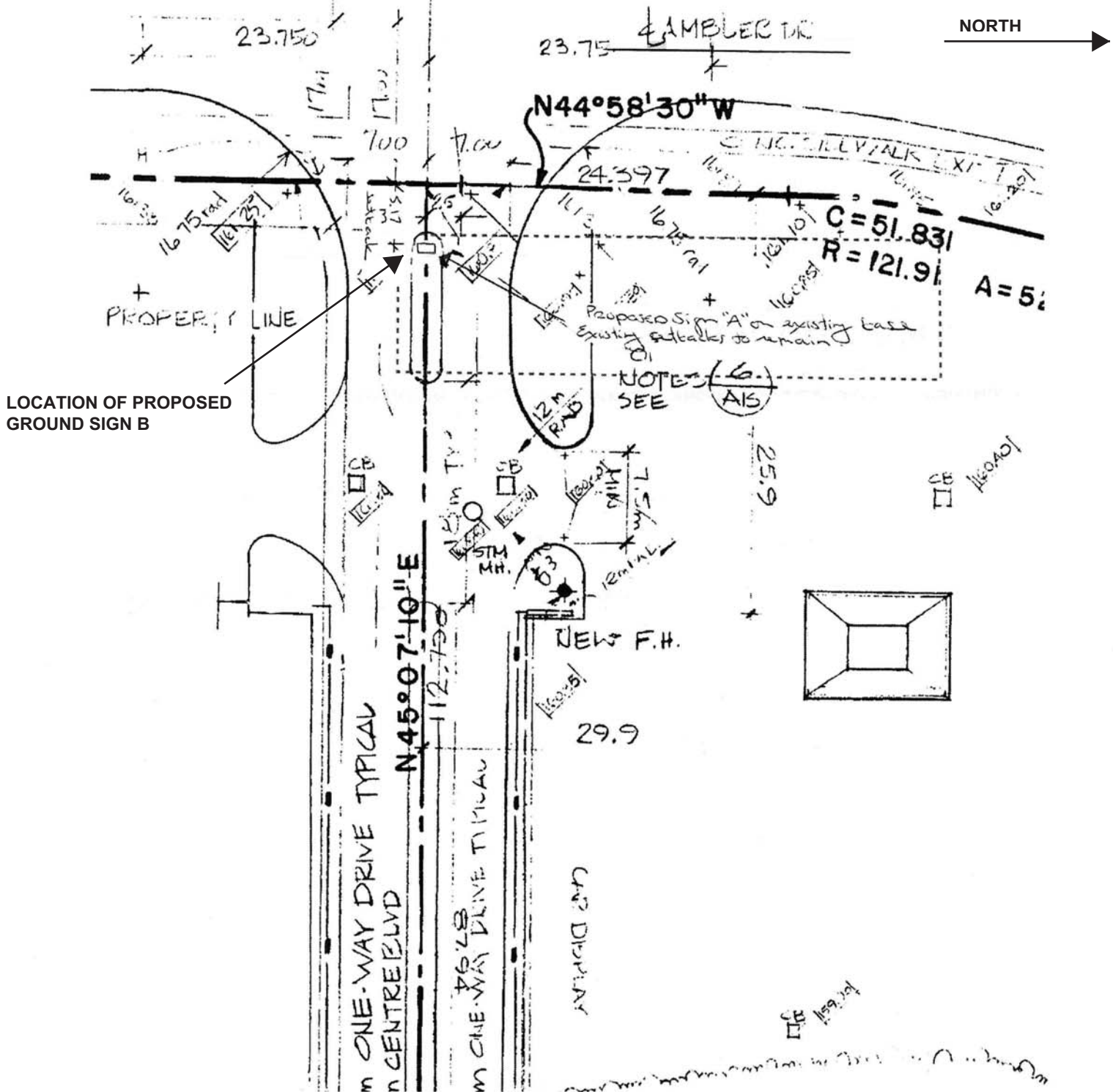
AEROWOOD DRIVE

26 m RIGHT-OF-WAY



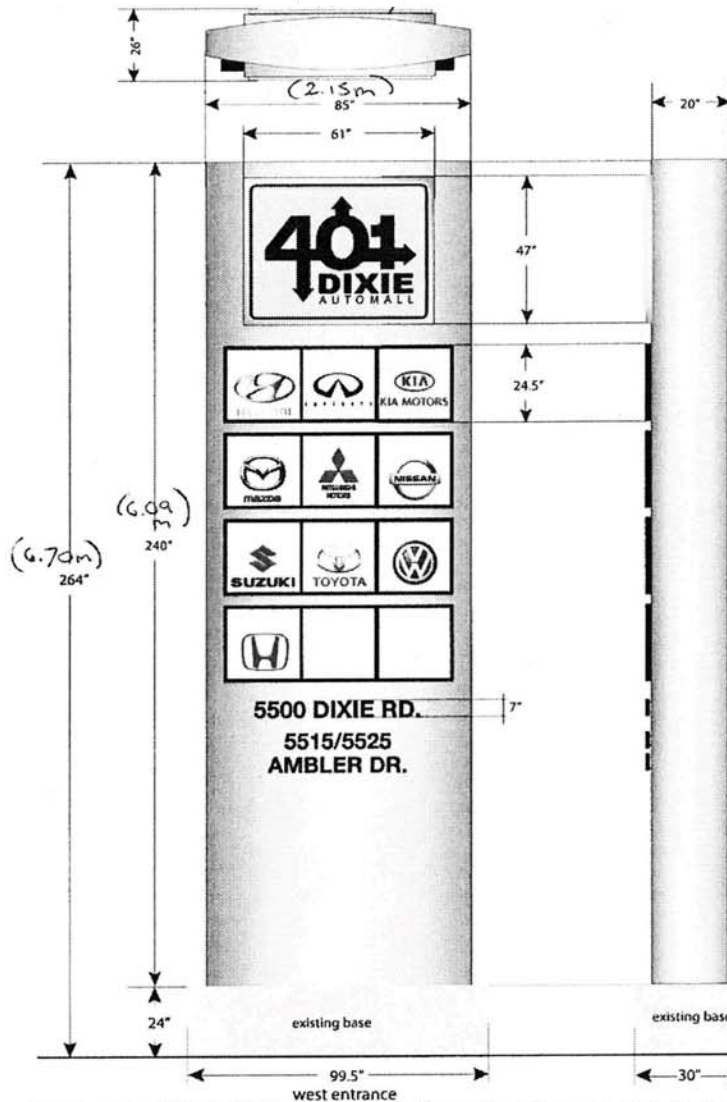
LOCATION OF PROPOSED GROUND SIGN A

NORTH



401-dixie auto mall - entrance pylons - qty 2 - illuminated double sided

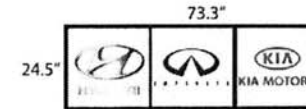
SIGN B



SIGN A



REVERSE SIDE OF BOTH SIGNS



independent illuminated sign boxes
- black returns and frames
- logos and text must be provided by client(s)



independent illuminated sign boxes
- brushed aluminum painted box
- cut out - pushed thru 1/4" white plexi
- yellow vinyl closest match to PMS 3955 yellow
- 2500-525 arlonbright yellow vinyl or 3630-115 Light Lemon Yellow 3M vinyl
- black opaque vinyl 3M 3630-22
- edges remain white plexi

**5500 DIXIE RD.
1465/1475/1485
AEROWOOD DR.
5500 DIXIE RD.
5515/5525
AMBLER DR.**

1/4" cut out non illuminated aluminum letters/numbers
- raised pin mounted
- painted semi gloss black

**THANK-YOU,
PLEASE COME
AGAIN**

routed out backed up with white plexi

**EACH SIGN
SIGN FACE AREA
=13.09 sq. m
PER SIDE**

**PAGE
1 OF 8**



**GREGORY SIGNS
& engraving Ltd.**
137 Buttermilk Ave. Vaughan, Ontario, L4K 3X5
Phone: (905) 532 0602
Fax: (905) 532 0607
Toll Free: 1 877 663 0878
email: sales@gregorysigns.com

Client: Dilawan Group of Companies
Location: c/o 401 Dixie Volkswagen
5500 Dixie Rd. Mississauga, ON
Project: EXTERIOR PYLON SIGNAGE

SIGN TYPE:
DRAWING DETAILS:

LOCATION DETAILS:

Sales: DAVID GROSE
Designer: JT
Project date: MAR 22 - 2011
Approved: _____
approval Date: _____



#74253
www.gregorysigns.com



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 12-00185

RE: Target
5570 Explorer Drive – Ward 5

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

Section 13	Proposed
An office building 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 fascia sign located on the south elevation between the limits of the top floor and the parapet.

COMMENTS:

The office building is shared with Pepsico. The building currently has a Pepsico fascia sign, (permit #11-5069) and a Target fascia sign (permit #11-6827) on the upper limits of the top floor on the north elevation facing Highway 401.

The proposed sign variance is for a Target fascia sign on the south elevation between the upper limits of the top floor and the parapet. The proposed sign is in character for the area as there are neighbouring buildings with signage on two elevations. The proposed sign is in scale with the building and will act as an identifier for individuals approaching the building from the south. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

PRIORITY PERMITSYour Sign Permit Solution [®]

Jan 10/12
City of Mississauga
300 City Centre Drive.
10th Floor
Mississauga, On.
L5B 3C1

Att: Sign Permit Department (Variance)

Re: Target (5570 Explorer Dr.)

We are proposing one new 8'-0" x 45'-3 3/4" of channel letters at the top of the South elevation facing traffic running along Eglinton Ave. The sign does not comply with the sign bylaw seeing that there is currently another two fascia signs on the North elevation (Target and Pepsico) and the bylaw only allows two fascia signs.

This building is a prominent Target head office location and is very large. We meet the allowable signage square footage with the proposed new sign. There are neighboring buildings with signage on two elevations such as Itravel 2000 (1 sign-Metheson and 1 sign-Satelite Dr.) but due to the Pepsico sign we are restricted to the single sign even though Pepsico is a separate tenant.

Target is new to the Canadian market and the branding is an integral part of successful integration into the competitive market place. We feel that the proposed sign is non-intrusive, does not cause over exposure and serves as directional beacon and building identifier for our client.

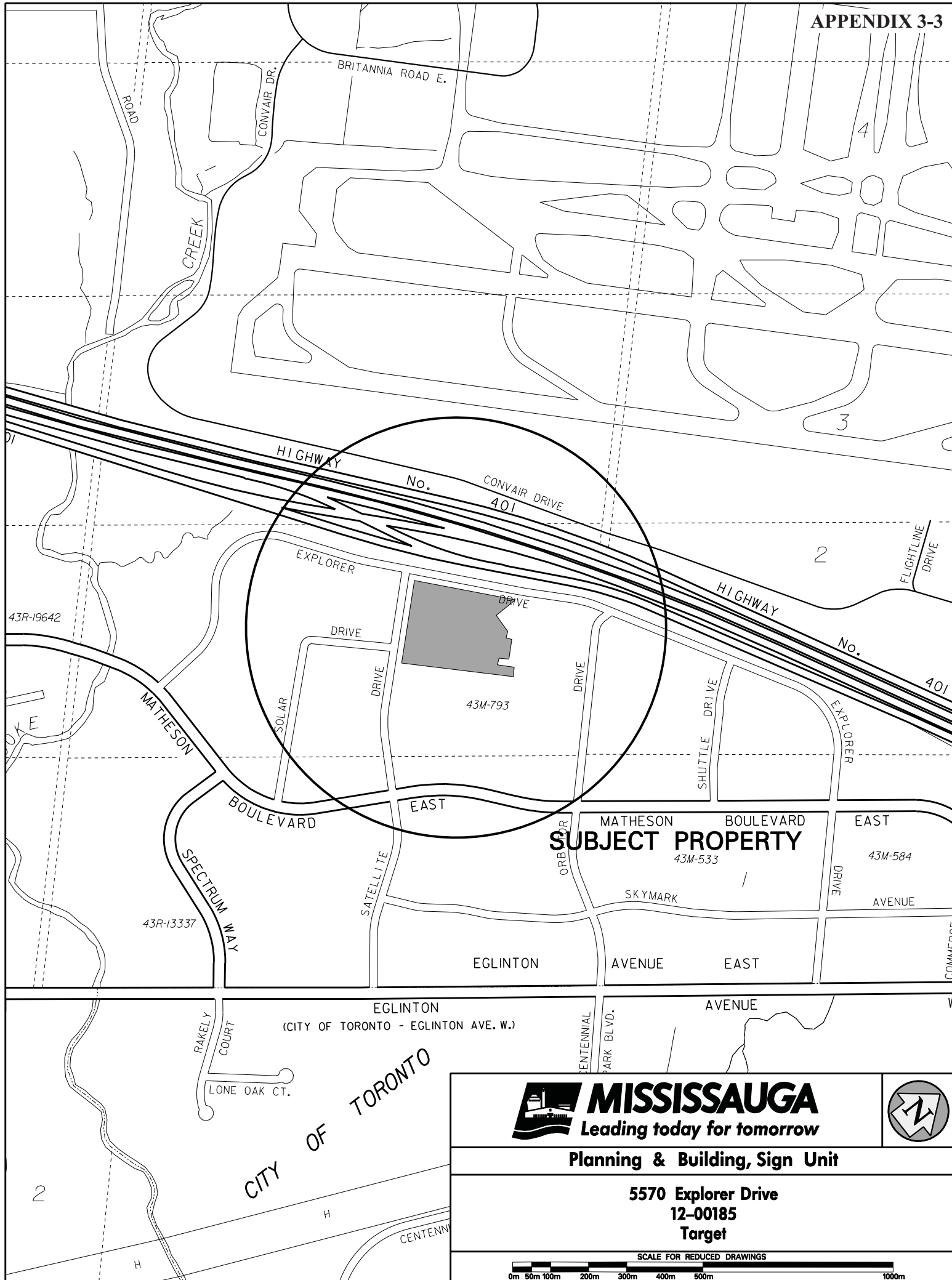
Target will provide numerous jobs, community support, and important economic growth to the municipality.

For the above reasons and more, we sincerely ask for your support with the approval of our variance application.

Best Regards,



Jordan Desrochers
Priority Permits



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**5570 Explorer Drive
12-00185
Target**

SCALE FOR REDUCED DRAWINGS



TAR3C1D7001

ATTACHMENT DETAIL

VOLTS 120 AMPS 4.27 CIRC. 1

REVIEWED BY:



**IRC McCAVOUR
ENGINEERING
GROUP INC.**

7565 DANBRO CRESCENT TEL: (905) 607-7244
MISSISSAUGA, ONTARIO, L5N 6P9 FAX: (905) 607-7288
WEB SITE: www.ircgroup.com EMAIL: mccaour@ircgroup.com
W/N: AE11-118PS-12492 DATE: 11/15/11

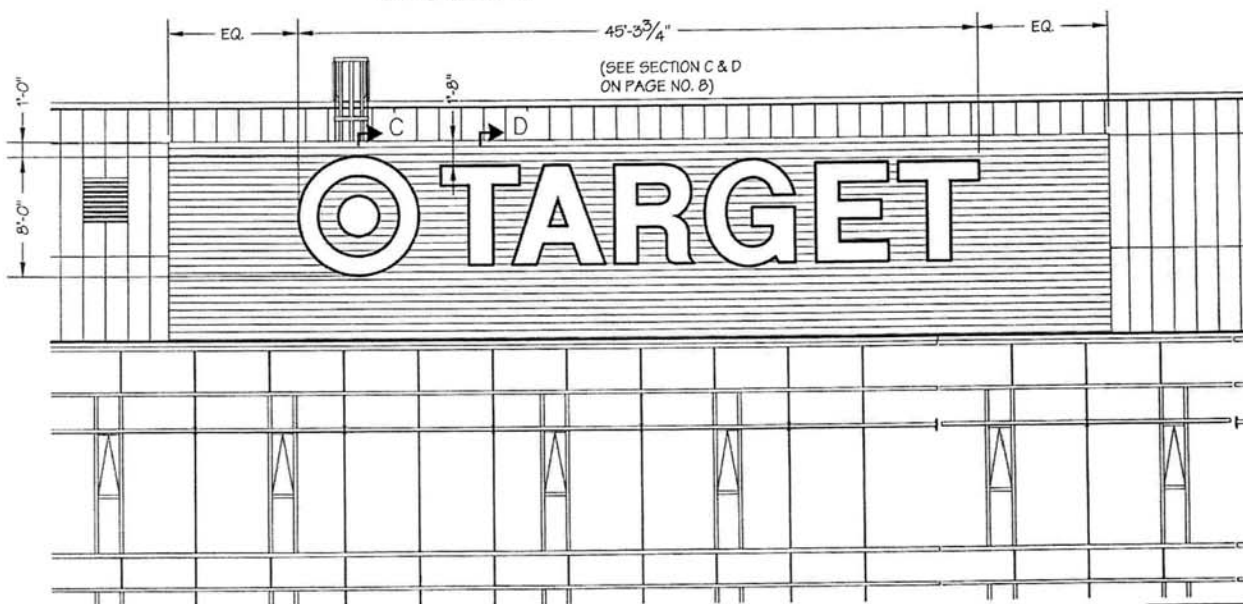
DESIGN WIND LOADS AS PER
ONTARIO BUILDING CODE 2006
FOR MISSISSAUGA, ON
Ss = 1.1 kPa
Sr = 0.4 kPa
q_{1/50} = 0.49 kPa

DRAWINGS REVIEWED FOR
CONNECTION DESIGN ONLY



FRONT VIEW

- 3/16" tk. FLAT WHITE LEXAN FACE
- 1" x 1" ANGLE RETAINER
- 0.064 tk. ALUMINUM CABINET
- 0.90tk. ALUMINUM BACKING
- ILLUMINATED WITH RED SLOAN LEDS



SOUTH ELEVATION

PAR/BY: _____
DATE: _____
CONTRACT/CONTRACT: _____

Wall Sign Attachments
Sign attachment design is normally calculated based on detailed wall section drawings. Failure to provide accurate wall section and other building design details may cause additional installation cost. Pattison Sign Group will not take any responsibility for inaccurate information provided.

This Sign Intended to be installed in accordance with the requirements of Article 900 of the National Electrical Code and / or other applicable local codes. US This includes proper grounding and bonding of sign.

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

If this sign is to be installed in a location where it is subject to vandalism or theft, the sign must be secured with a tamper-resistant fastener. If a sign is to be installed in a location where it is subject to vandalism or theft, the sign must be secured with a tamper-resistant fastener. If a sign is to be installed in a location where it is subject to vandalism or theft, the sign must be secured with a tamper-resistant fastener. If a sign is to be installed in a location where it is subject to vandalism or theft, the sign must be secured with a tamper-resistant fastener.

ISO 9001:2000 Certified Enterprise

ALL RIGHTS RESERVED, NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.

www.pattisonsign.com

**ENSEIGNES
PATTISON
SIGN GROUP**

• Tel (506) 735-5506 • Fax (506) 737-1740 • Toll Free 1-800-561-9798

CLIENT:	TARGET		
SITE:	5570 EXPLORER DR. MISSISSAUGA, ON		
DRAFTMAN:	S. LULL	DATE:	10/20/11
CHECK BY:	M.A. VOISINE	PAGE:	2/8
PROJECT:	GR-22413-1	SCALE/ECH:	1/8" = 1' - 0"

GR-22413E

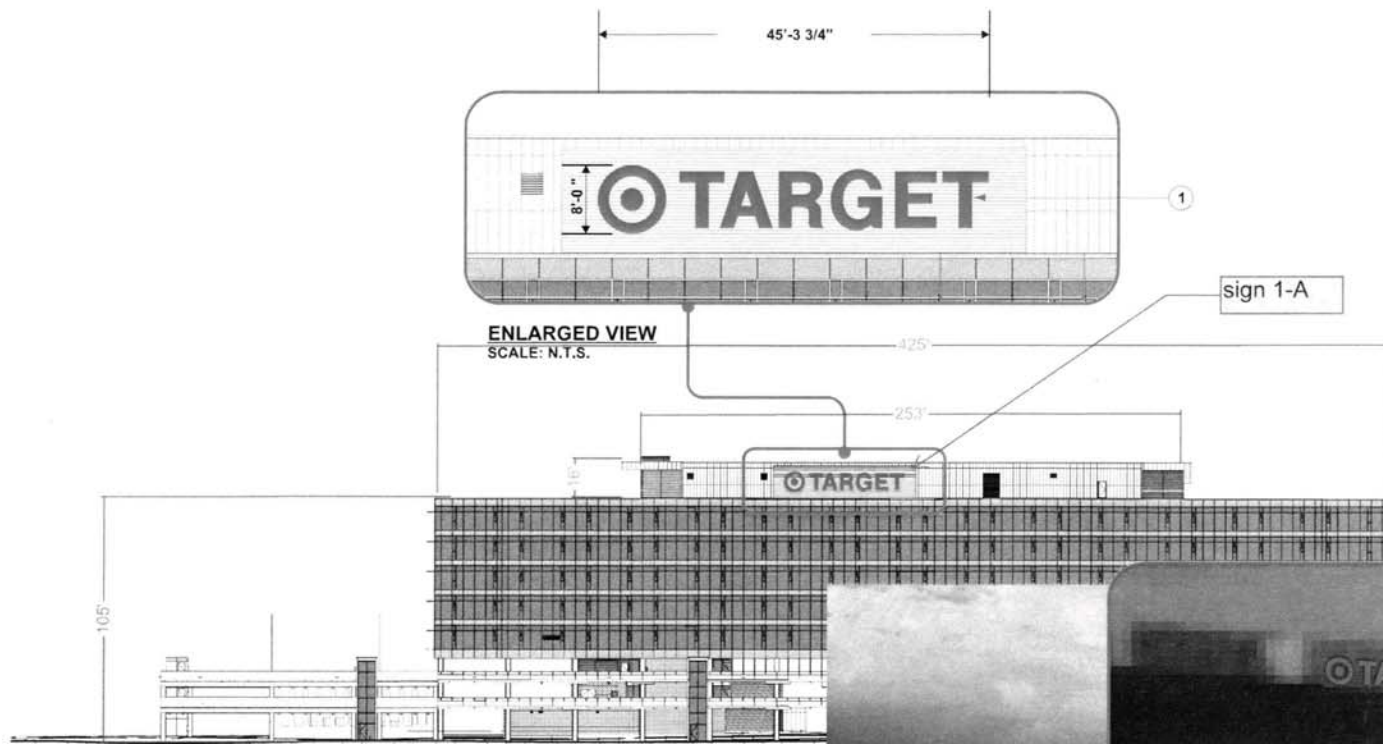
ELEVATION DRAWINGS (OPTION 1)

Installation:	Interior:	<input checked="" type="checkbox"/> Exterior:
#	Descriptions:	
1	CHANNEL LETTERS WITH LEXAN FACE SEE DRAWING ON PAGE #7	

sign area:
362.5 sq.ft.

total wall area:
 $105 \times 425 + 16 \times 253$
= 48,673 sq.ft.

sign area / wall area
= $(362.5)/(48,673) =$
0.74%



SOUTH ELEVATION

**FRONT VIEW - SOUTH ELEVATION
PHOTO ELEVATION**

Notes:
- LOCATION OF SIGN NEEDS TO BE DOUBLE
CHECKED WITH SURVEY

**ENSEIGNES
PATTISON
SIGN GROUP**

Tel (506) 735-5506 Fax (877) 737-1734 Toll Free 1-800-561-9798

Client:	TARGET
Site:	5570 EXPLORER DR. MISSISSAUGA, ON
Consultant:	G. REISCHMAN
Draftsman:	JESSICA JALBERT
Date:	09.23.2011
Page:	2/10
Scale:	1/32" = 1'-0"

Date: / /
Customer Approval:

<p>The sign is intended to be installed on the exterior of the building. The sign is intended to be installed on the exterior of the building. The sign is intended to be installed on the exterior of the building.</p>	<p>The sign is intended to be installed on the exterior of the building. The sign is intended to be installed on the exterior of the building. The sign is intended to be installed on the exterior of the building.</p>

ISO 9001:2008 Certified Enterprise

www.pattisonsign.com



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 12-00475

RE: Meadowpine Boulevard
1215 Meadowpine Blvd - Ward 9

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

Section 13	Proposed
Permits one ground sign per street line.	Three (3) additional ground signs fronting Meadowpine Blvd.

COMMENTS:

There is one (1) existing ground sign along Meadowpine Boulevard, located at the west entrance to the site. The requested variance is to allow a second ground sign along Meadowpine Boulevard, at the east entrance. The property has two buildings with separate addresses and two separate entrance driveways. The two signs identify the addresses of buildings and direct visitors and emergency vehicles to the appropriate building.

The other two (2) ground signs are internal directional signs for vehicle movement through the site. All proposed and existing signs have a consistent design and are compatible with the streetscape of the area. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



www.sunsigns.ca ○ signs@sunsigns.ca ○ 2838B Line 34, Hwy 7&8, Stratford Ontario, N5A 6S5

phone: 519-271-1707 ○ fax: 519-272-1707

February 15, 2012

Ms Laura Todirica
City of Mississauga
Planning and Building Department, Sign Unit
300 City Centre Drive
Mississauga, Ontario
L5B 3C1

**Re: 2515 Meadowpine Boulevard & 2555 Meadowpine Boulevard, Mississauga
Sign Variance Application - Letter of Rational**

Ms. Laura Todirica

This letter is to serve as an explanation of rational for our application for three ground signs for the above noted property.

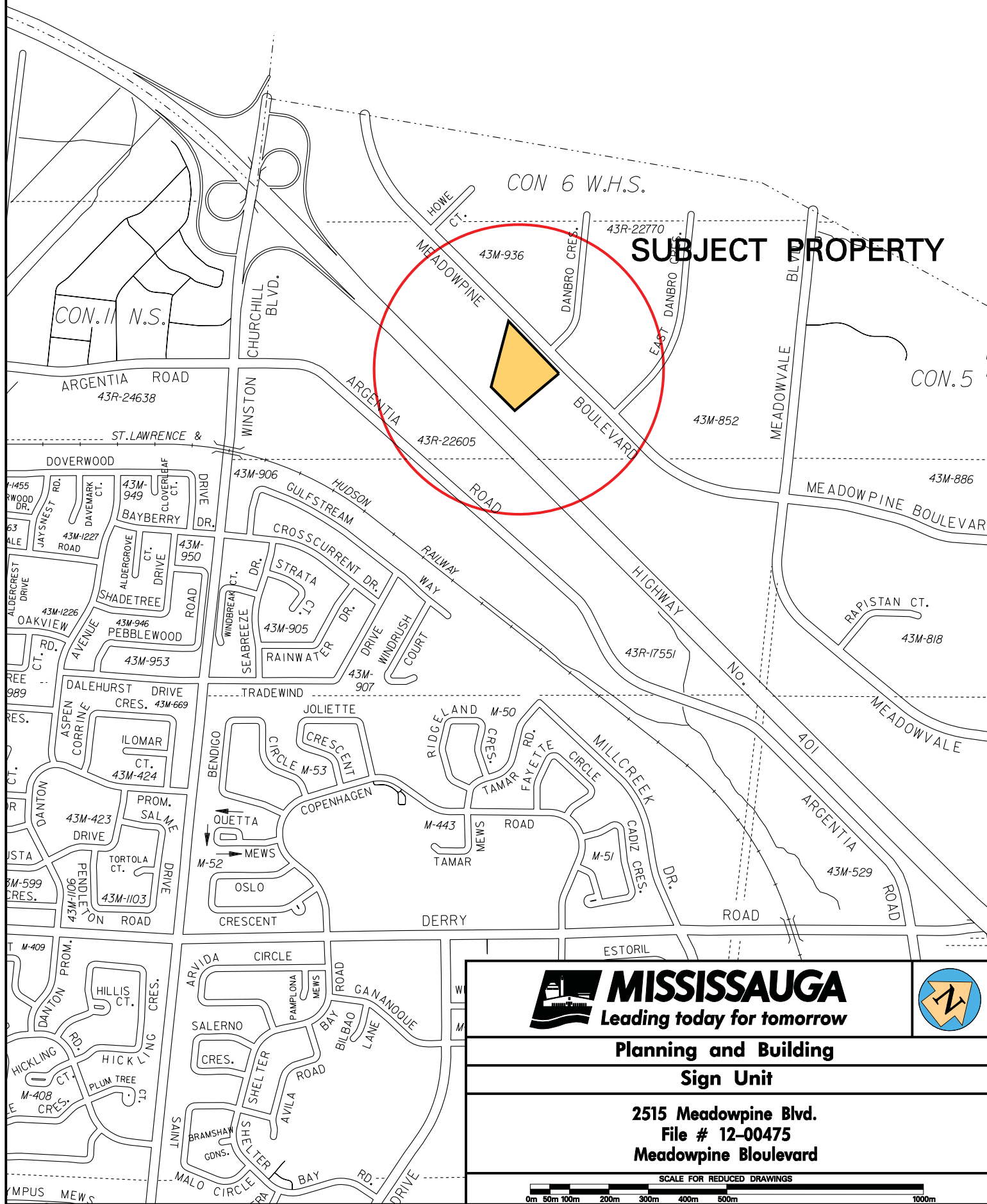
The property has two buildings with separate addresses with two entrance driveways. Each driveway needs it's own sign to direct visitors and emergency vehicles to the correct building.

We trust the above is to your satisfaction and that the variance will be processed accordingly. Thank you.

Regards

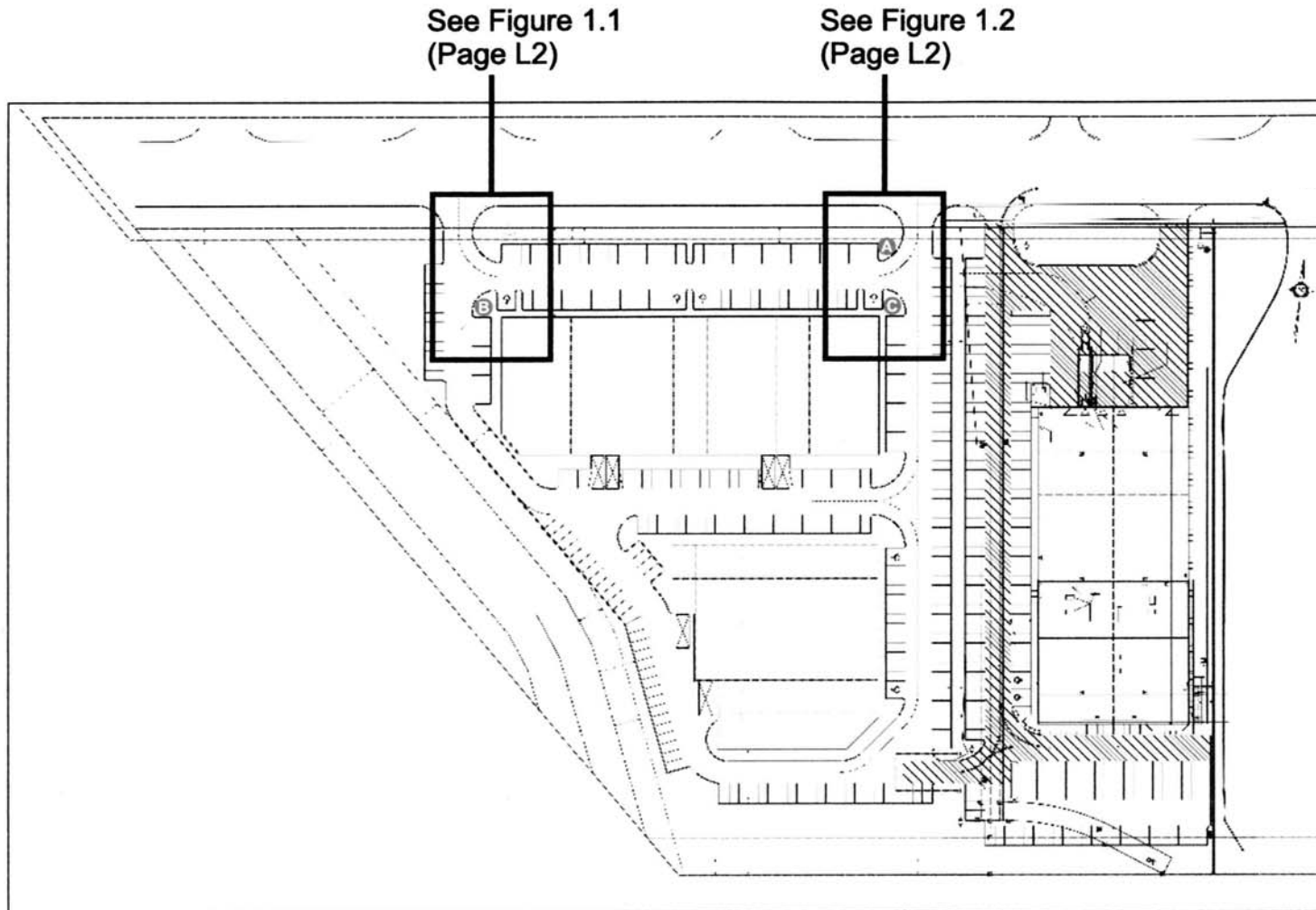
A handwritten signature in cursive script that reads "Melissa M. Betto".

Melissa M. Betto
Project Manager
Sun Signs



Location Details

- A** Sign 2
- B** Sign 3
- C** Sign 4



PHONE 519.271.1707 FAX 519.272.1707 WWW.SUNSIGNS.CA SIGNS@SUNSIGNS.CA LINE 34, 2838B, STRATFORD ONTARIO, N5A 6S5

sunsigns

Jan. 25, 2012 - J.G. Meadowpines 45 Inc / #5367 - Ground signs / #5367 - Positioning & Clearance			REVISION DATES	
SIDES	QNT	FINISHED SIZE	MATERIALS / COLOURS / OTH	
INSTALLATION NOTES DATE/LOCATION:			SIGN OFF SIGNATURE _____ DATE _____	

Location Details

Figure 1.1

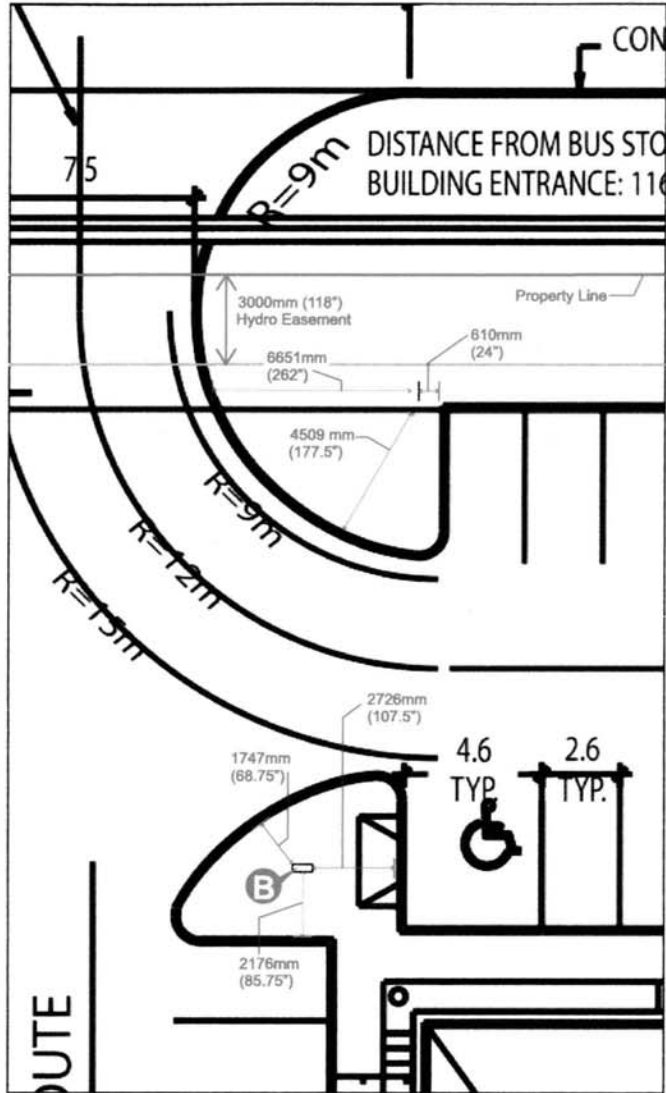
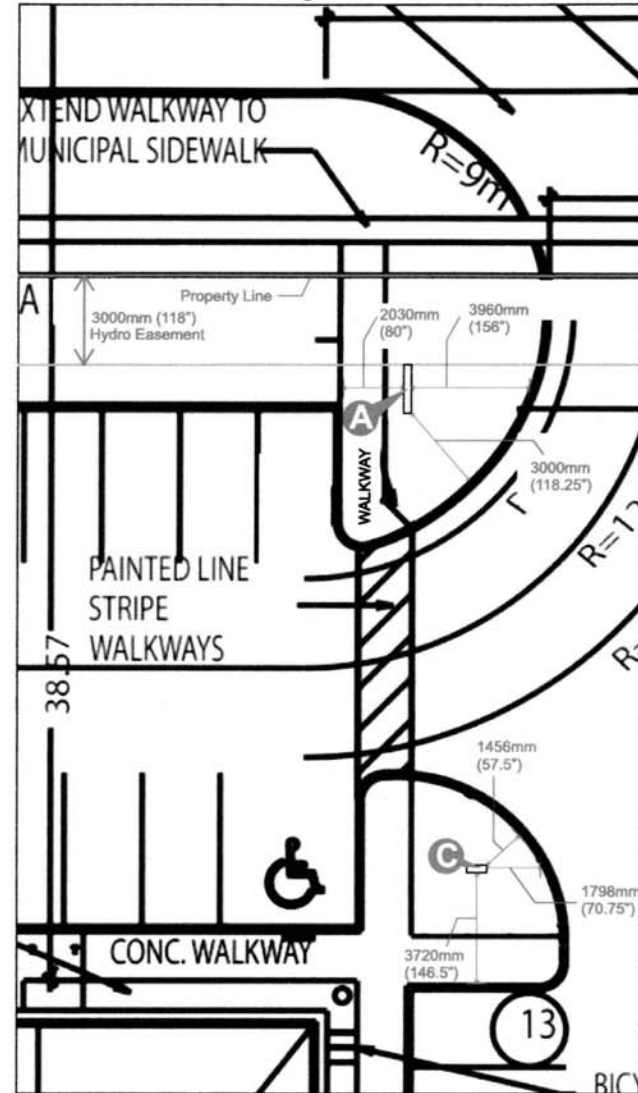


Figure 1.2



PHONE 519.271.1707 FAX 519.272.1707 WWW.SUNSIGNS.CA SIGNS@SUNSIGNS.CA LINE 34, 2838B, STRATFORD ONTARIO, N5A 6S5

sunsigns

Jan. 25, 2012 - J.G. Meadowpines 45 Inc #5367 - Ground signs / #5367 - Positioning & Clearance				REVISION DATES			
SIDES		QNT	FINISHED SIZE	MATERIALS / COLOURS / OTH			
						SIGN OFF SIGNATURE _____ DATE _____	
INSTALLATION NOTES DATE/LOCATION:							

Sign 2

Non-Illuminated Ground Signs



*Refer to page "D1" for details

12.0475

Sign #1 Application SIGNBLD 12 48



Note: This is a simulated rendering. The signage shown may not be in proper scale to the photo used. Please refer to the sizing shown in the technical drawings.

Refer to page "L1" for locations details

Sign #2



Note: This is a simulated rendering. The signage shown may not be in proper scale to the photo used. Please refer to the sizing shown in the technical drawings.

Refer to page "L1" for location details

PHONE 519.271.1707 FAX 519.272.1707 WWW.SUNSIGNS.CA SIGNS@SUNSIGNS.CA LINE 34, 2838B, STRATFORD ONTARIO, N5A 6S5

sunsigns

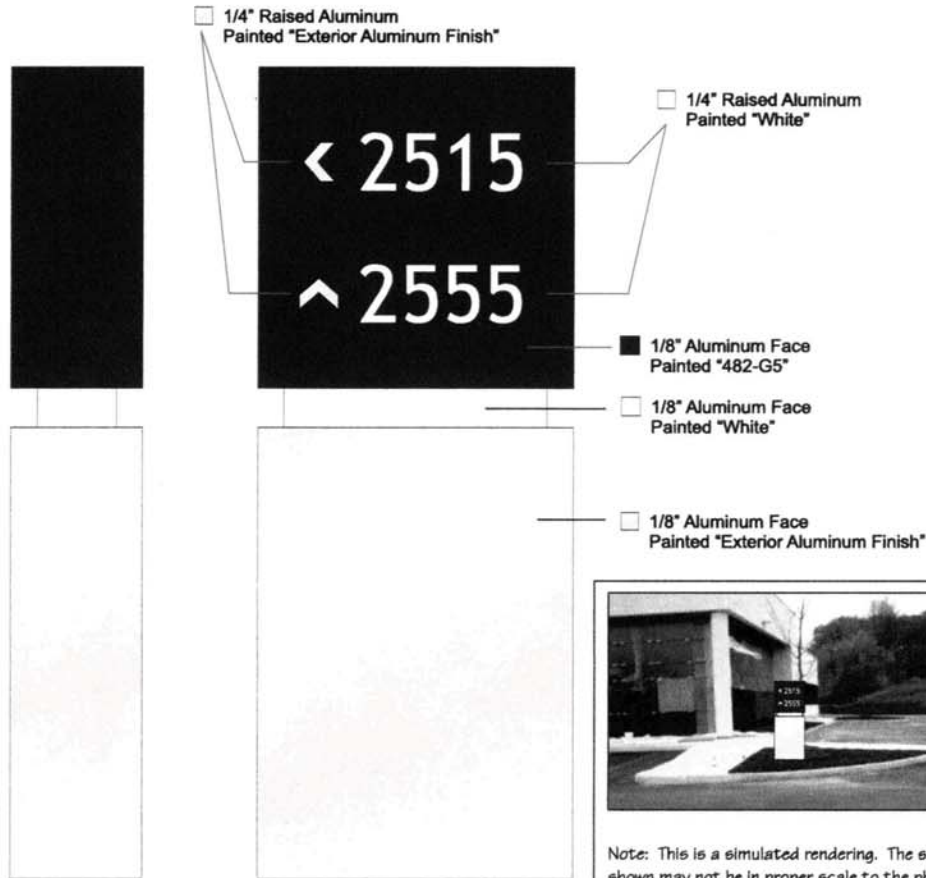
NOV4/2011 NG E:\M\Meadowpines 45 Inc\#5367 - Ground Signs				REVISION DATES NOV5/11 ng 10min		Jan. 25, 2012 - J.G.	
SIDES	QNT	FINISHED SIZE	MATERIALS / COLOURS / OTHER	<input type="checkbox"/> Painted "White"	<input checked="" type="checkbox"/> Painted "482-G5"	SIGN OFF SIGNATURE _____ DATE _____	
d/s	1 ea	See Proof	Aluminum construction (see drawings)	<input type="checkbox"/> Painted "Exterior Aluminum Finish"			
INSTALLATION NOTES DATE/LOCATION:							

A1

APPENDIX 4-6

Sign 3

Non-Illuminated Ground Sign



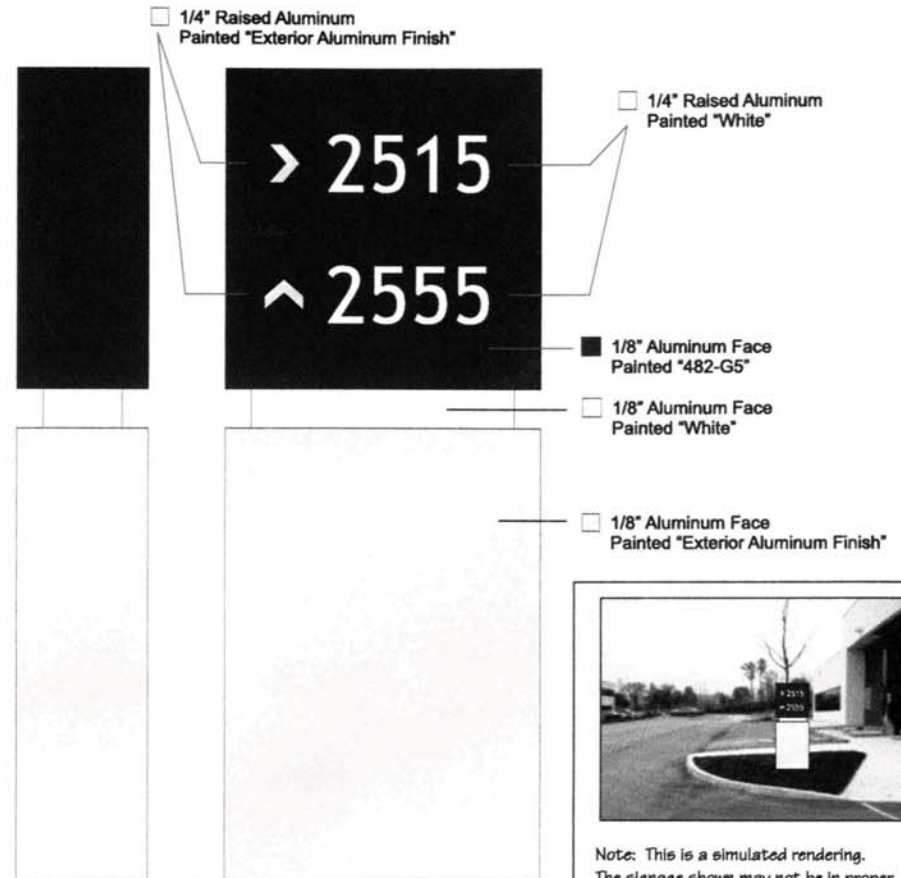
Note: This is a simulated rendering. The signage shown may not be in proper scale to the photo used. Please refer to the sizing shown in the technical drawings.

Refer to page "L1" for location details

*Refer to page "D2" for details

Sign 4

Non-Illuminated Ground Sign



Note: This is a simulated rendering. The signage shown may not be in proper to the photo used. Please refer to the sizing shown in the technical drawings.

Refer to page "L1" for location details

*Refer to page "D2" for details

PHONE 519.271.1707 FAX 519.272.1707 WWW.SUNSIGNS.CA SIGNS@SUNSIGNS.CA LINE 34, 2838B, STRATFORD ONTARIO, N5A 6S5

sunsigns

NOV4/2011 - N.G. Meadowpines 45 Inc / #5367 - Ground Signs				REVISION DATES Jan. 25, 2012 - J.G.	
SIDES	QNT	FINISHED SIZE	MATERIALS / COLOURS / OTHER	<input type="checkbox"/> Painted "White"	<input checked="" type="checkbox"/> Painted "482-G5"
s/s	1 ea	See Proof	Aluminum construction (see drawings)	<input type="checkbox"/> Painted "Exterior Aluminum Finish"	
INSTALLATION NOTES DATE/LOCATION:			SIGN OFF SIGNATURE _____ DATE _____		

A2

APPENDIX 4-7



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 11-07100

RE: Sherwood Park Management
3375 Thomas St. – Ward 10

The applicant requests the following variance to Sections 4 and 12 of the Sign By-law 0054-2002, as amended.

Section 4(6)(f)	Proposed
A projecting sign is not expressly permitted in a residential area.	Sixteen (16) non-illuminated projecting signs
Section 12	Proposed
A fascia sign in a residential area shall be erected no higher than the upper limit of the first storey of a building.	Two (2) fascia signs located above the upper limits of the first storey.
A fascia sign in a residential area for a business use shall not exceed a maximum sign area of 0.4m ² (4.3 ft ²)	Two (2) fascia signs per business with a total signs area of 0.8m ² (8.7 ft ²).
A ground sign in a residential area for a business use is permitted a maximum sign area of 0.75m ² (8.0ft ²).	Two (2) ground signs located at the complex entrances each with a sign area of 1.3m ² (14.4ft ²).

COMMENTS:

The proposed signs are for live/work units. These units were designed with residential facades which made it difficult for the owners to provide their typical commercial retail signage. We have met several times with the applicant and the Ward Councillor to develop a signage package for the live/work units which will be consistent, respect the design of the development, street and provide the business owners with sufficient signage to identify their business. In this regard, the Planning and Building Department is satisfied with the signage package and therefore have no objections to the variances from a design perspective.



SHERWOOD PARK
PROPERTY MANAGEMENT INC.

December 1, 2011

City of Mississauga
Planning and Building Department, Sign Unit
300 City Centre Drive
Mississauga, Ontario
L5B 3C1

Attention: Mr. Darren Bryan Supervisor, Sign Unit

Dear Mr. Bryan:

Re: Signage Application for 3375 Thomas Street – Live/Work Units,
Peel Standard Condominium Corporation 871

Thank you for your assistance with the preparation of an application for appropriate signage for the Live/Work units located at the above address and for having previously taken the time to meet with us.

The 8 units are members of a residential condominium comprised of 13 blocks of stacked townhouses totaling 194 units. The desire of all owners has been to reach consensus on the appropriateness of signage in this location that would promote business identification and attract customers but that would not detract from the residential nature of the environment. The proposal also provides for signage that would direct customers to better locate the businesses and to find parking by identifying the entrances to the condominium which are located far away from the store fronts on Thomas Street.

After several meetings with the owner/operators of the businesses located in these units we have determined that the application for permits and variance as required should be made by the Condominium Corporation in order to maintain control and to assure adherence to the sign standards approved by the city by any new owners in the future. Any attachments to the exterior of units including signs are controlled by the Corporation through its Declaration, By-laws and Rules and will be subject to an agreement to be registered on the title to each unit specifying the responsibility of the owners of each unit to maintain and replace as required by the Corporation.

The proposal involves 23 exterior signs for the 8 units comprising one block of townhouses. The units have a front face on Thomas Street and a rear face to the internal condominium roadway where parking is available across an internal condominium roadway opposite the units.

The application involves the following number of signs:

8 - At the fronts of the units - (61cmW x 91cmH) 3mm aluminum composite panel, hung from a decorative metal bracket, installed at 90° to the brick wall.

8 - At the rear of the units - (61cmW x 46cmH) 3mm aluminum composite panel, hung from a decorative metal bracket, installed at 90° to the brick walls adjacent to the attached garages.

1 - At the rear, at the west end of the block - a ground based directory sign (46cmW x 152cmH), 3mm aluminum composite panel, digital print on outdoor cast vinyl, mounted inside an aluminum channel frame and bolted into the existing concrete pad.

2 - On the Thomas Street front face of the center two units (Units 7 and 9) - 6mm thick Silver Brushed aluminum lettering on 12mm stand-off pins; and 6mm thick silver brushed aluminum panels on 12mm stand-off pins, with black cut vinyl lettering. Approx. size of lettering and panel is 183cmW x 61cmH, per unit.

2 - At the 2 roadway entrances to the condominium affixed to posts under the directory maps - 122cmW x 46cmH, 3mm aluminum composite panel, digital print on outdoor cast vinyl, affixed to the wood frame with screws and decorative screw caps.

2 - At the 2 roadway entrances to the condominium affixed to the masonry monuments - 244cmW x 56cmH, 3mm aluminum composite panel, digital print on outdoor cast vinyl, affixed to the concrete with screws and anchors.

The owner/operators of the businesses have also requested that a vinyl "Hours of Operation" decal be allowed to be affixed to the window of the entrance doors (front and rear), and a neon "Open" sign be allowed to be hung facing Thomas Street from the interior side of the center window panel of each store. The owners recognize that the condominium corporation will require that the illuminated signs be extinguished after 10:00pm each day.

I have discussed the signage with the board of directors of the condominium on the south side of Thomas Street facing the live/work units, PSCC 892, and they have approved the design and presentation. The board of PSCC 871 has also approved the proposal. We believe the proposal is consistent with the intent of the live/work planning concept, the zoning and the intent of the special sign district that the development lies within.

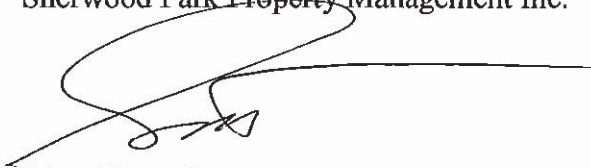
I enclose the executed Application for Sign Permit/Sign Variance and 4 sets of design drawings as previously submitted for your review. You have indicated to me that Wayne Nishihama Manager, Design has already had an opportunity to review the design

drawings. Please advise me as to the requirements of the city for any further plans, drawings or information that I can provide to assist you with the approvals process.

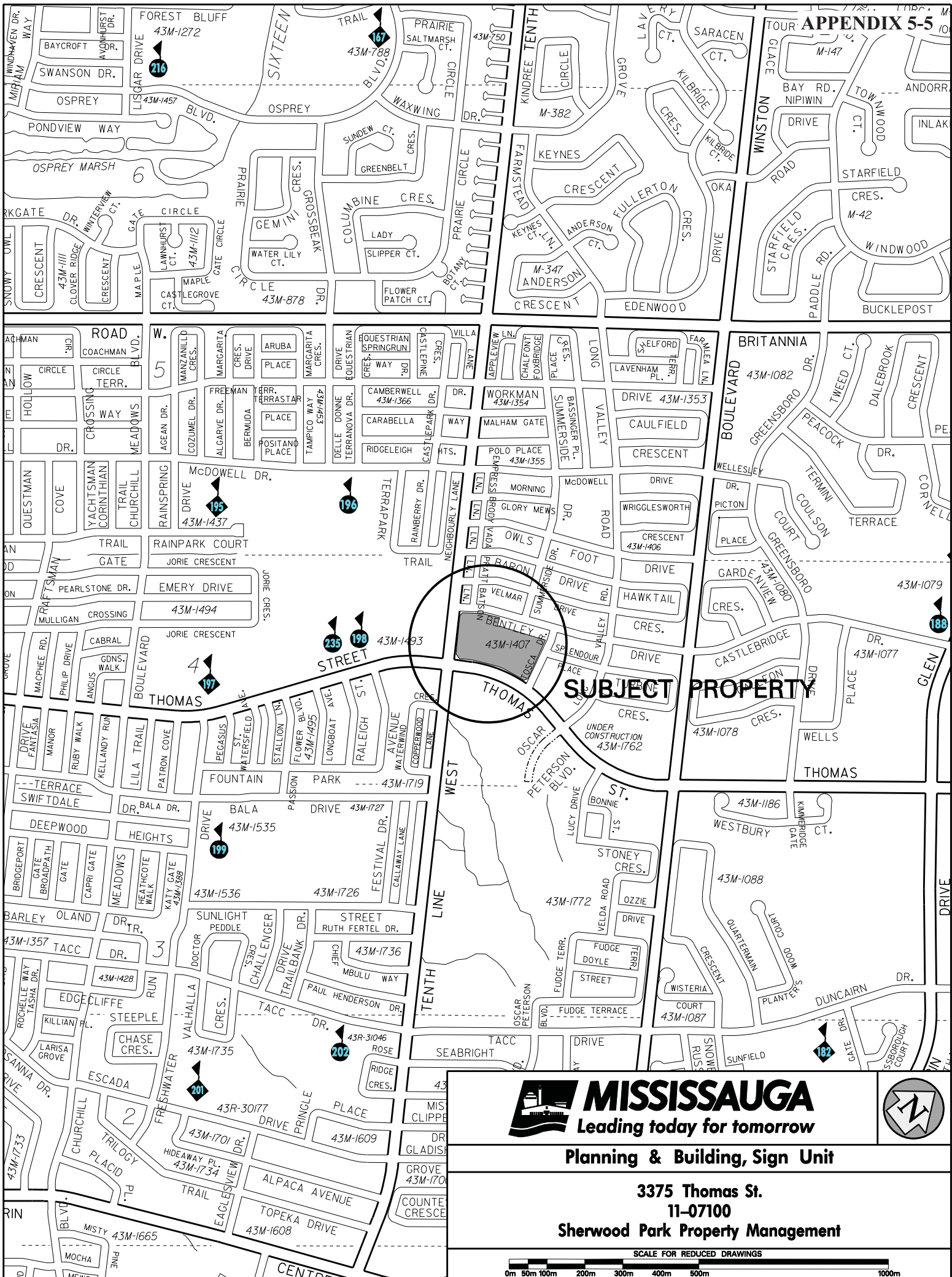
Once again, thank you for your assistance.

Peel Standard Condominium Corporation 871

By its duly authorized agent and manager
Sherwood Park Property Management Inc.

A handwritten signature in black ink, appearing to read 'Stan Moneta', with a long horizontal line extending to the right.

Stan Moneta
President



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

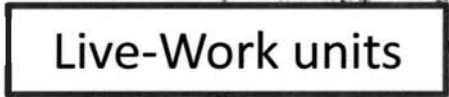
**3375 Thomas St.
11-07100**

Sherwood Park Property Management

SCALE FOR REDUCED DRAWINGS



PCC 871, Site Plan



Thomas Street Frontage



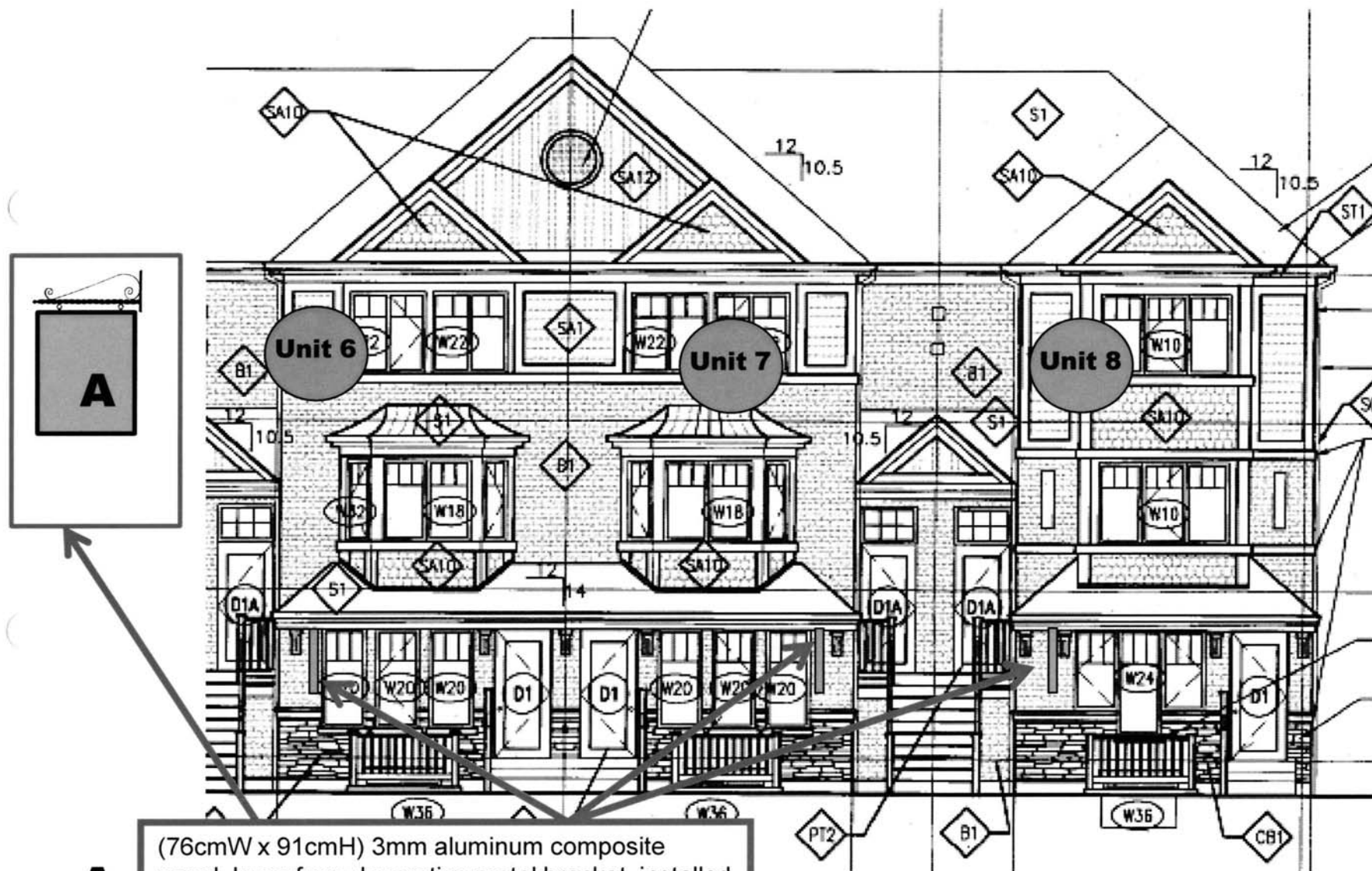
A

(76cmW x 91cmH) 3mm aluminum composite panel, hung from decorative metal bracket, installed at 90° to wall. Affixed to brick with screws & anchors. Digital print, 2 sides, on outdoor Cast vinyl

Thomas Street Frontage



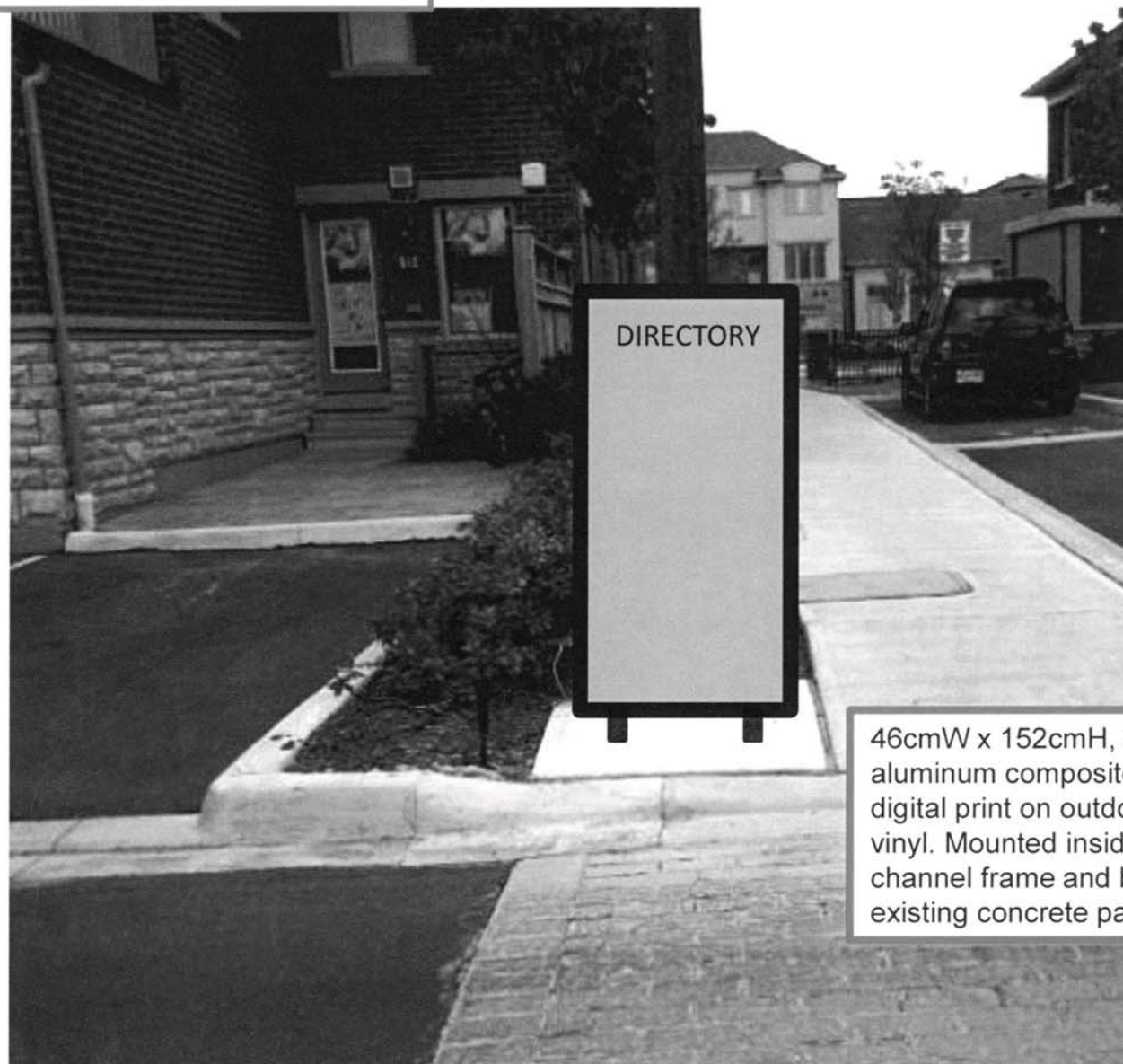
Thomas Street Frontage



A

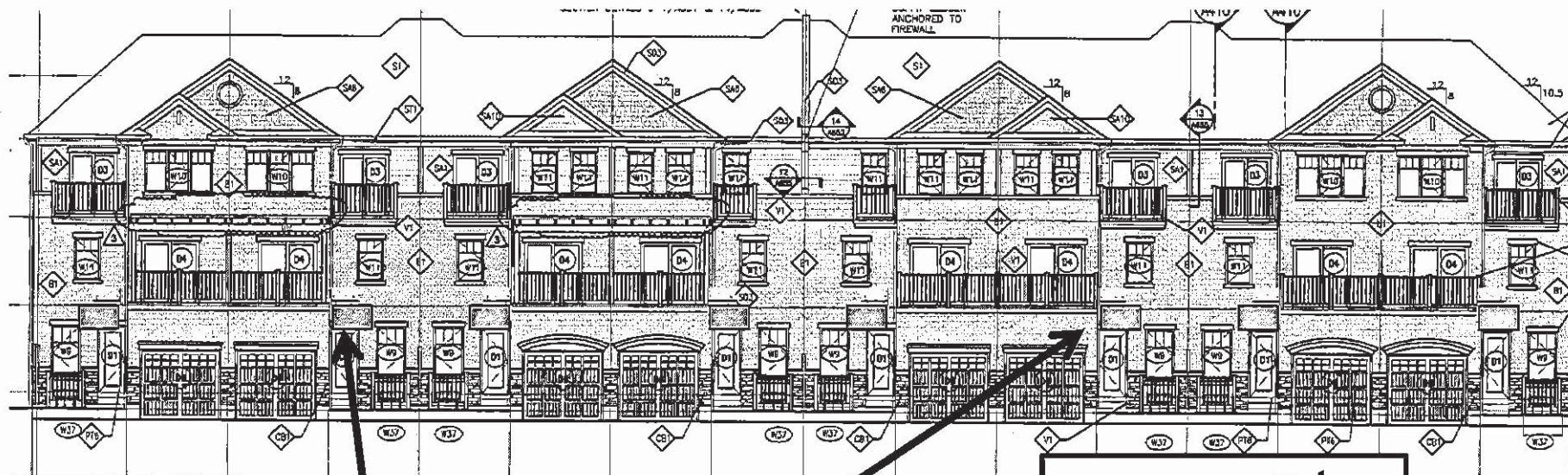
(76cmW x 91cmH) 3mm aluminum composite panel, hung from decorative metal bracket, installed at 90° to wall. Affixed to brick with screws & anchors. Digital print, 2 sides, on outdoor Cast vinyl

Internal Roadway, rear of units

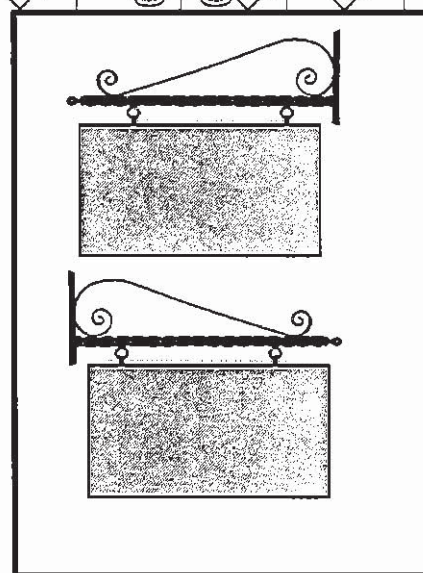


46cmW x 152cmH, 3mm aluminum composite panel, digital print on outdoor Cast vinyl. Mounted inside aluminum channel frame and bolted into existing concrete pad

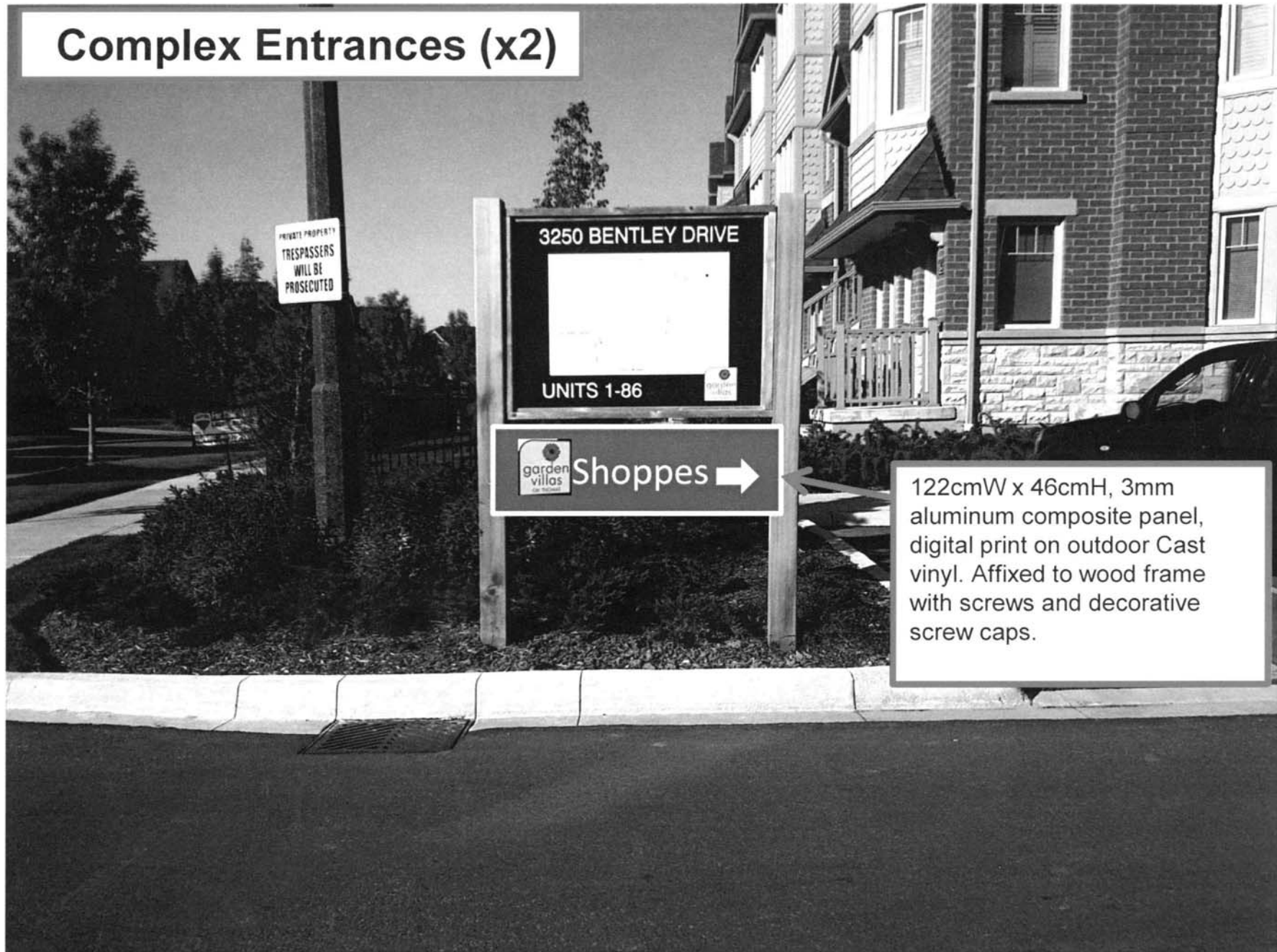
Internal Roadway, rear of units 1 - 8



(61cmW x 46cmH) 3mm aluminum composite panel, hung from decorative metal bracket, installed at 90° to wall. Affixed to brick with screws & anchors. Digital print, 2 sides, on outdoor Cast vinyl



Complex Entrances (x2)



122cmW x 46cmH, 3mm aluminum composite panel, digital print on outdoor Cast vinyl. Affixed to wood frame with screws and decorative screw caps.

Complex Entrances (x2)



244cmW x 56cmH, 3mm aluminum composite panel, digital print on outdoor Cast vinyl. Affixed to concrete with screws and anchors.



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 12-00238

RE: Viva Retirement Communities
5575 Bonnie St. - Ward 10

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

Section 4(6)	Proposed
Banner signs are specifically prohibited.	Four (4) banner signs located on the fence fronting Thomas Street.

COMMENTS:

The proposed banner signs are to be attached to the fence surrounding the multi tenant residential property. The permanent banner signs are not within the intent of the Sign By-law and do not have design merit. The Planning and Building Department therefore cannot support the variance, as it would set an undesired precedent for other similar properties throughout the City.



Jeff Grech
Sign Bylaw Plan Examiner
City of Mississauga

Mr. Grech,

VIVA Churchill LP, the owner of VIVA Mississauga Retirement Community, is applying for a variance to the City of Mississauga by-law(s) regarding our request (**SIGN 12 238 VAR**) to post four small temporary exterior banners for our new retirement community at 5575 Bonnie Street in Mississauga, Ontario.

All of our potential customers are senior citizens. Generally speaking, seniors greatly benefit from the guidance and direction that large and clear signage can provide. VIVA believes that having clear, well-designed signage informing our potential customers of our services and our opening is very important.

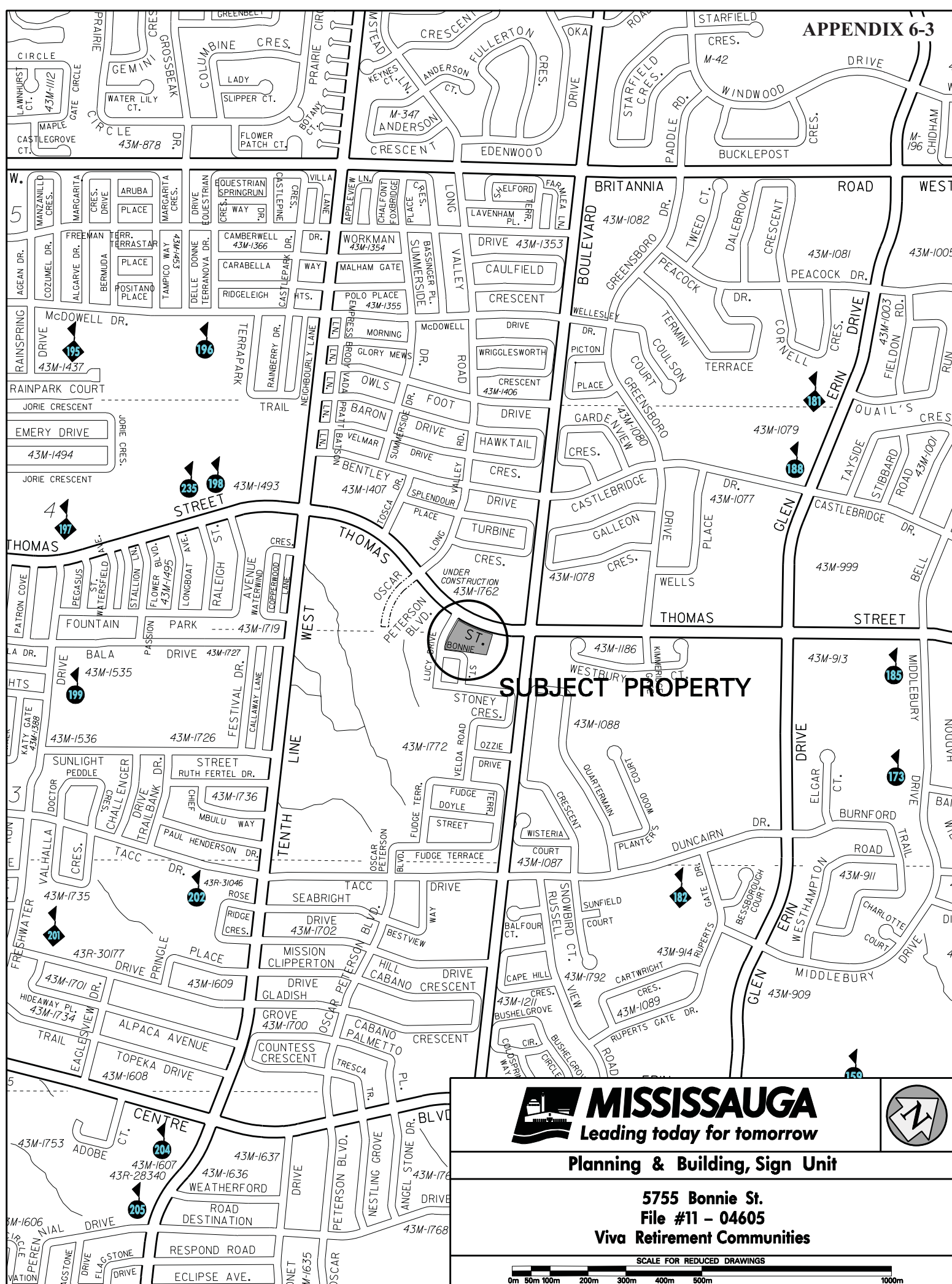
We ask that the City of Mississauga consider the unique needs of our senior customers, and grant our request for the sign listed above.

Thank you for your consideration of this request.

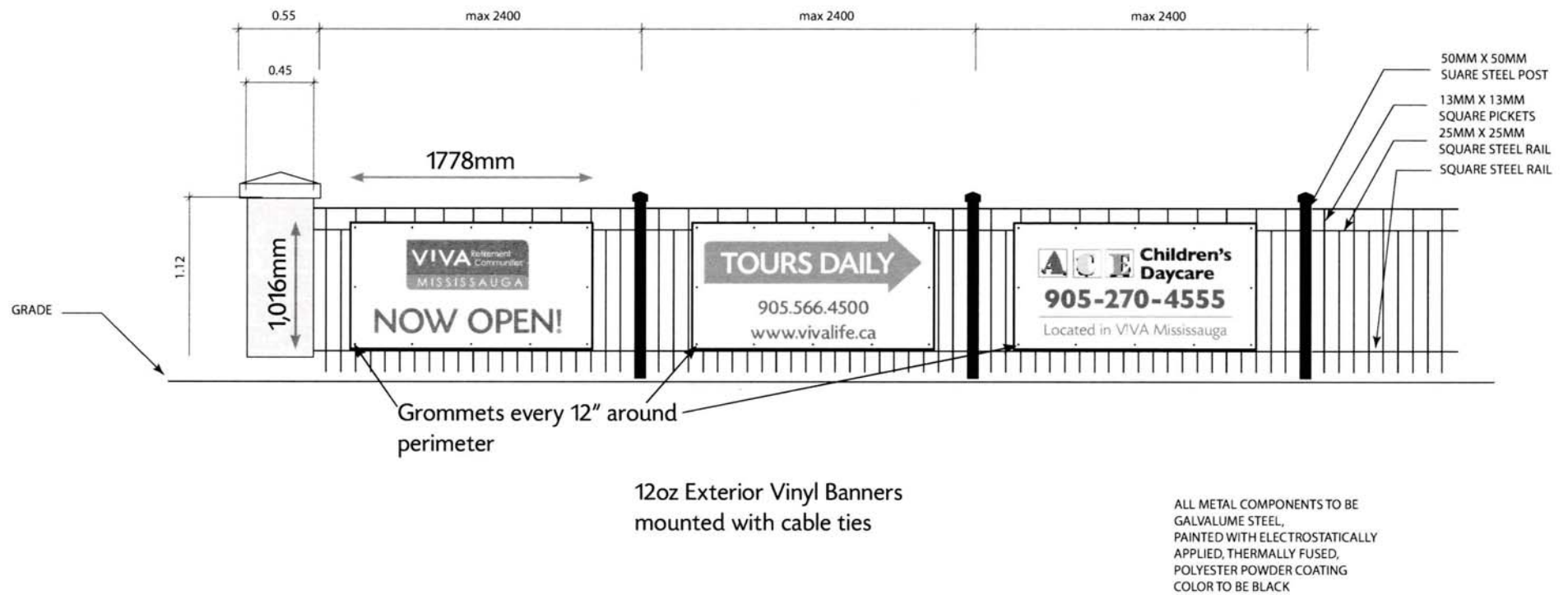
Best regards,



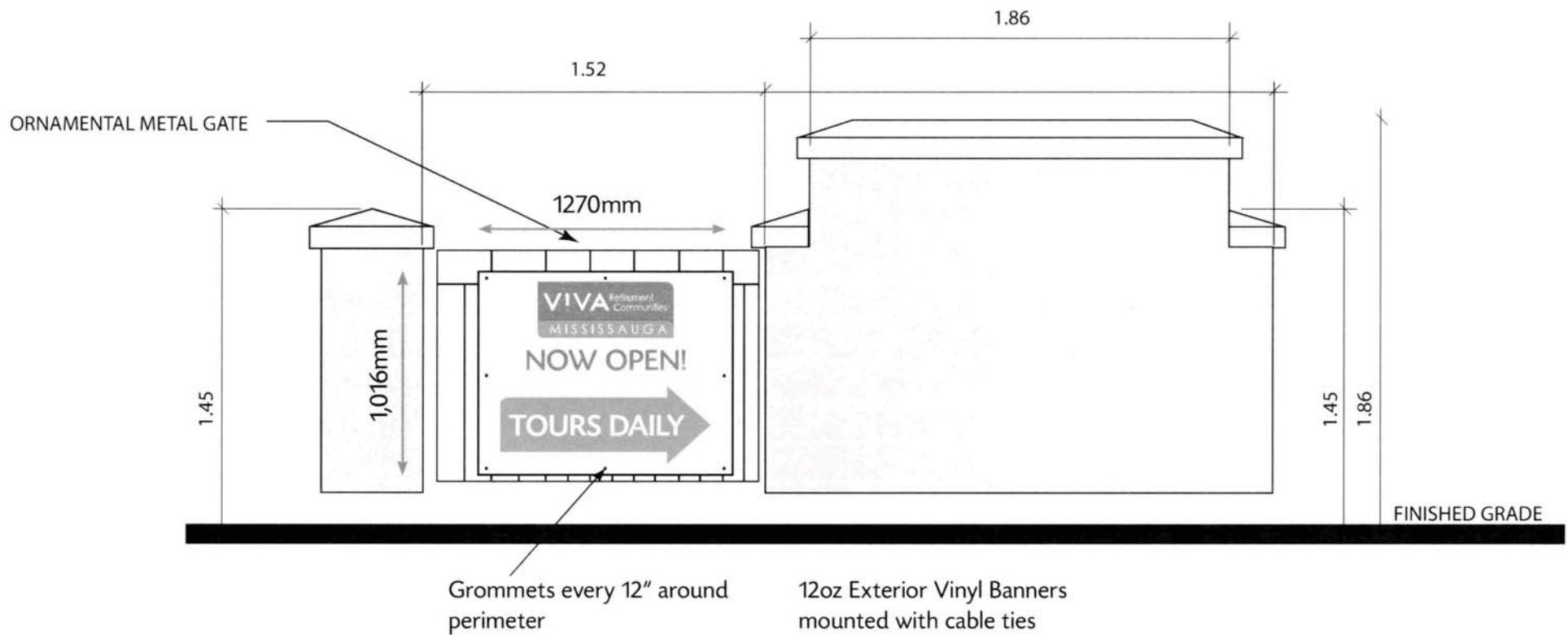
Danny Joseph
Director of Marketing & Sales
VIVA Retirement Communities
VIVA Churchill LP



TYPICAL PIER AND ORNAMENTAL METAL FENCE



ENTRANCE GATE, PIER AND WALL ELEVATION





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

April 24, 2012

FILE: 11-03917

RE: T-Zone Vibration Health Technology
13 Main Street - Ward 11

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

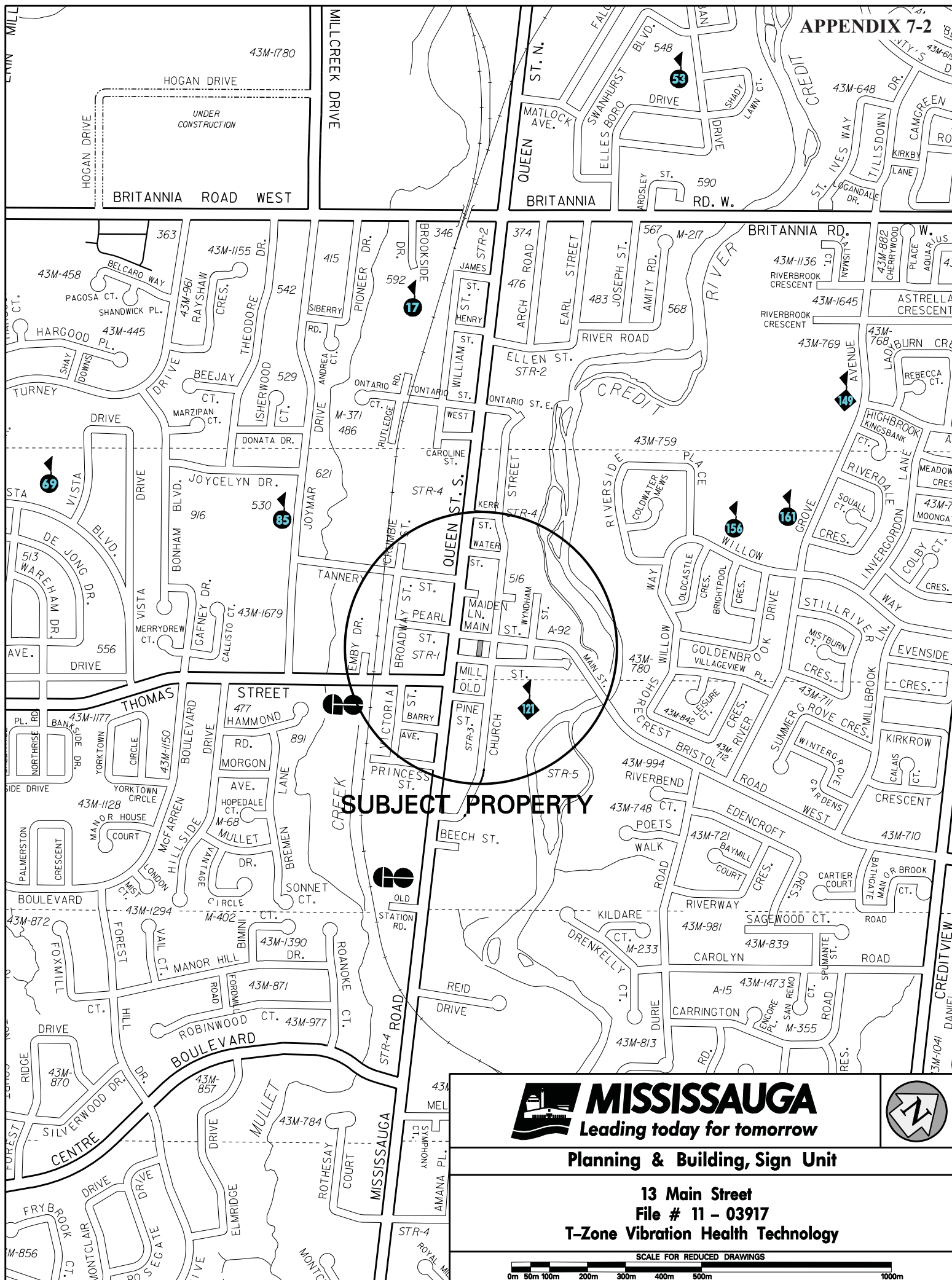
Section 13	Proposed
The sign area of a fascia sign in the special district of Steetsville shall not exceed 15% of the building face of the first storey.	One (1) fascia sign with a sign area equal to 22.7% of the building face, 57 sq. m. (60 sq. ft.).

COMMENTS:

Sign Unit staff investigated this sign in response to a complaint regarding the illumination. As a result of the investigation, it was determined that the sign was erected without the required permits pursuant to the *The Building Code Act* and Sign By-law and a Notice of Contravention was issued to obtain the necessary permits. The owner has submitted applications in an effort to legalize the existing sign.

Although the concern regarding the illumination has now been rectified, the Planning and Building Department request the sign be revised to reflect the architectural style of the historical Steetsville area.

For these reasons, the Planning and Building Department cannot support the requested variance.



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

13 Main Street

File # 11 - 03917

T-Zone Vibration Health Technology

SCALE FOR REDUCED DRAWINGS

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

**DAVID BROWN
ASSOCIATES**

DEVELOPMENT AND LAND USE CONSULTANTS

A division of 1321936 Ontario Inc.

June 22, 2011

City of Mississauga
300 City Centre Drive
Mississauga, ON
L5B 3C1

Attn: Jeff Grech
Sign Inspector

Dear Jeff;

Re: **SGNBLD 11/3917 VAR**
13 Main Street
City of Mississauga

With regards to your comments for the above-noted application, please accept this letter as our rationale for the required variances.

The sign for T-Zone Vibration Technology as an area of 5.57m² or 19.7% of the building face. As well, it is located approximately 0.1m higher than the upper limit of the first floor. As such, a variance is requested to permit the sign to remain.

The sign was constructed to be in proportion to the front face of the building. It is similar in size and style to other signs on the street. Also, the larger sign provides the opportunity to be visible from people on Queen Street passing Main Street. This provides another form of publicity and advertisement for the business.

Should you have any questions please do not hesitate to contact me at 905 403 0100 or by email.

Yours truly,

David Brown Associates

David A. Brown

SITE PLAN

PART OF LOT 2, -"LAIDLAW BLOCK"

REGISTERED PLAN STR-4
VILLAGE OF STREETSVILLE
TOWNSHIP OF TORONTO
COUNTY OF PEEL

33'-0"

MILL STREET

PROPERTY LINE 39'-4 1/2"

33'-0"

LOT 1

LOT 2

PROPERTY LINE

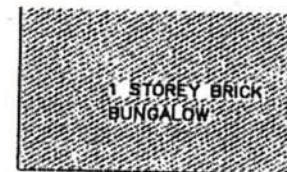
146'-11 1/2"

WIRE FENCE

PROPERTY LINE

146'-3"

11'-0"

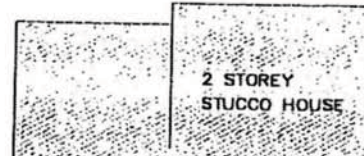


1 STOREY BRICK BUNGALOW



EXISTING 1 STOREY

NO.13 MAIN ST.
EXISTING
1 1/2 STOREY
BRICK HOUSE



2 STOREY STUCCO HOUSE

PROPOSED SIGN

PROPERTY LINE 38'-6 1/2"

MAIN STREET

66'-0"

66'-0"

SITE INFORMATION: C1
EXISTING GFA: GROUND

933 sq.ft.

EXISTING GFA: SECOND
TOTAL EXISTING GFA

643 sq.ft.
1,576 sq.ft.

Project ONE STOREY REAR ADDITION
STREETSVILL'S PREMIER DAY SPA
13 MAIN ST., STREETSVILLE, ONTARIO L9Y 1M4
Owner
PANTALIS LEONIS

date : Oct. 2005

project # : 08-2003

drawing:

scale : 1" = 1/8"

drawn by : I.A. Blanes

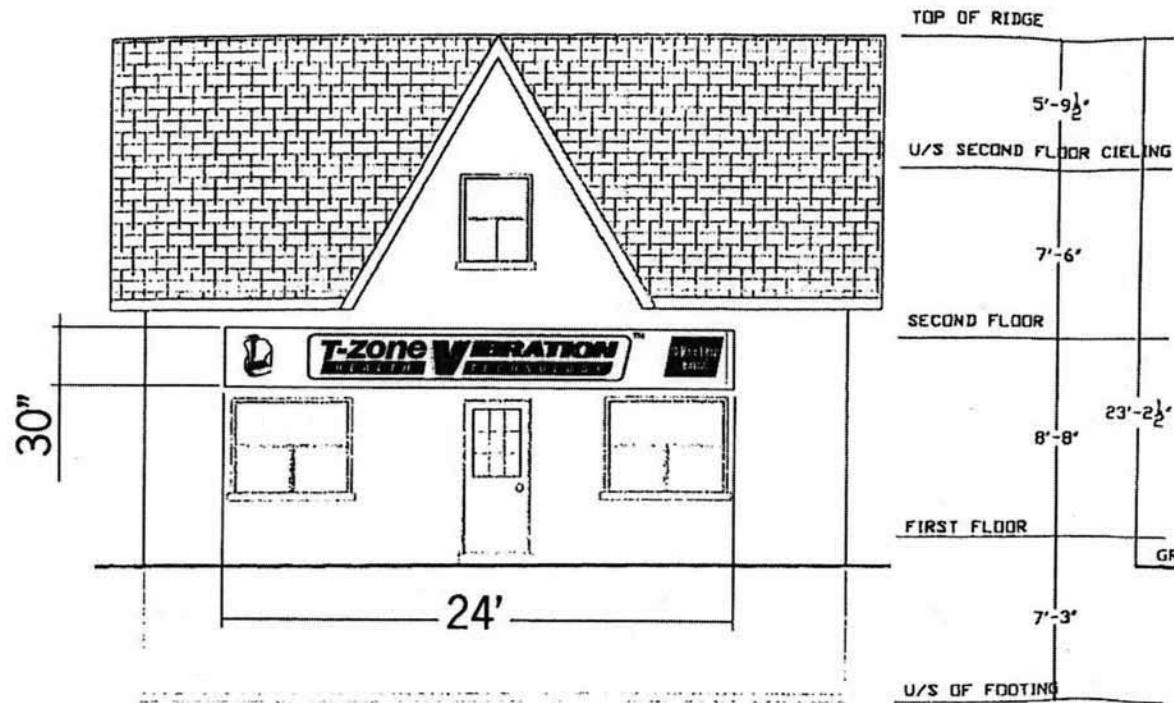
SITE PLAN

path : 13 MAIN ST.

checked : checked

SP1

11.3917



EXISTING NORTH / FRONT ELEVATION

	T-ZONE	T-ZONE DRAWING 1 .PDF	1"=3/16"	JAN 30, 2011			
Drawing	Client	File Name	Scale	Date Issued	Date revised		email

1.0

© copyright 2009



13 MAIN STREET
NORTH ELEVATION