

Originator's Files

BL.03-SIG (2011)

PDC SEP 04 2012

DATE: August 14, 2012

TO: Chair and Members of Planning and Development Committee

Meeting Date: September 4, 2012

FROM: Edward R. Sajecki

Commissioner of Planning and Building

SUBJECT: Sign By-law 0054-2002, as amended

Sign Variance Applications

RECOMMENDATION: That the report dated August 14, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested eleven (11) Sign Variance Applications described in Appendix 1-11 of the Report, be adopted in accordance with the following:

- That the following Sign Variances be granted: 1.
 - (a) Sign Variance Application 12-00665

Ward 1

Port Credit Residences

33 Hurontario Street

To permit the following:

Two (2) fascia signs on a residential building (i) located in a residential zone.

(b) Sign Variance Application 12-00523

Ward 3

Walmart

1500 Dundas St. E.

To permit the following:

- (i) One (1) fascia sign on the side elevation that does not face a parking lot or driveway located on the property.
- (c) Sign Variance Application 12-00702
 Ward 4
 Whole Foods Market
 155 Square One Drive

To permit the following:

- (i) One (1) roof sign erected on the roof of a canopy.
- (d) Sign Variance Application 12-00676
 Ward 5
 MNP
 75 Courtneypark Drive West

To permit the following:

- (i) One (1) roof sign erected on the roof of an entrance canopy to the building.
- (e) Sign Variance Application 12-00578Ward 5Royal Bank of Canada6205 Airport Rd.

To permit the following:

(i) One (1) fascia sign located on the structure enclosing the mechanical equipment

on the roof and has a sign area equal to 3% of the building face on which it is located.

(f) Sign Variance Application 12-00850Ward 5Nu Hotel6465 Airport Rd.

To permit the following:

- (i) Two (2) fascia signs on the second storey of the building.
- (ii) One (1) fascia sign that is not affixed to a building façade, as defined in the Sign By-law.
- (g) Sign Variance Application 12-00550
 Ward 5
 International Centre
 6900 Airport Road

To permit the following:

- (i) Eight (8) ground signs internal to the property with changing copy message boards and an overall height of 6.65m (21.82 ft).
- (ii) Two (2) ground signs fronting Airport Rd., each with a sign area of 27.18 sq. m (292.56 sq. ft) and a height of 8.92m (29.27 ft). The north sign is also encroaching onto the road allowance and subject to Region of Peel approval.
- (iii) Two (2) ground sign each with a changing copy area of 73% of the sign area.
- (iv) One (1) ground sign fronting Airport Rd., located 1.22m (4.0 ft) from a driveway entrance or exit.

(h) Sign Variance Application 12-01217
 Ward 6
 Toronto International Academy
 1140 Burnhamthorpe Road West

To permit the following:

- (i) One (1) fascia sign not to be located on an exterior wall occupied by the business.
- (ii) One (1) fascia sign to be located on the second storey of a building.
- (i) Sign Variance Application 12-01014
 Ward 9
 GoodLife Fitness
 6875 Meadowvale Town Centre Circle

To permit the following:

- (i) Three (3) fascia signs to be erected on the second storey of the building.
- (j) Sign Variance Application 12-06951 Ward 10 Daniels First Home Long Valley 3075 Thomas Street

To permit the following:

- (i) One (1) construction site sign with a setback of 0.81m (2.66 ft) from a property line.
- 2. That the following Sign Variances **not be granted**:
 - (a) Sign Variance Application 12-00327
 Ward 4
 583167 Ontario Inc.
 4310 Sherwoodtowne Blvd.

To permit the following:

(i) One (1) ground sign for an office building with a sign area of 22.6m² (237.51 ft²).

- (ii) One (1) ground sign with a commercial undertaking with a maximum height of 9.5m (31.1 ft).
- (iii) One (1) ground sign with a changing copy area of 56% of the sign area.

This property is in a prominent location of the Downtown and the Hurontario LRT main street project. The sign is not in keeping with the design goals for this area.

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 the Council the general intent and purpose of the By-law is maintained.

COMMENTS:

The Planning and Building Department has received eleven (11) Sign Variance Applications (see Appendices 1 to 11) 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 applicant's 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 Bard, as in a development application under the *Planning Act*.

ATTACHMENTS: APPENDIX 1: Port Credit Residences

Appendix 1-1 to 1-8

APPENDIX 2: Walmart

Appendix 2-1 to 2-9

APPENDIX 3: Whole Food Market

Appendix 3-1 to 3-7

APPENDIX 4: MNP

Appendix 4-1 to 4-7

APPENDIX 5: Royal Bank of Canada

Appendix 5-1 to 5-6

APPENDIX 6: Nu Hotel

Appendix 6-1 to 6-6

APPENDIX 7: International Centre

Appendix 7-1 to 7-16

APPENDIX 8: Toronto International Academy

Appendix 8-1 to 8-5

APPENDIX 9: GoodLife Fitness

Appendix 9-1 to 9-7

APPENDIX 10: Daniels First Home Long Valley

Appendix 10-1 to 10-6

APPENDIX 11: 583167 Ontario Inc.

Appendix 11-1 to 11-10

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor, Sign Unit



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 12-00665

RE: Port Credit Residences

33 Hurontario Street - Ward 1

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

Section 12	Proposed
Fascia signs are not permitted on residential	Two (2) fascia signs on a residential building
buildings located in a residential zone.	located in a residential zone.

COMMENTS:

The proposed fascia signs are to be located on the north elevation facing Park Street East and the west elevation facing Hurontario Street. This building operates as a retirement living residence with signage intended to allow visitors of the property to clearly identify the building. The Planning and Building Department finds the design of the fascia signs to be in character with the design of the building, and therefore have no objections.



141 Lakeshore Road East, Top Floor Mississauga, Ontario L5G 1E8 Tel: (416) 747-9661 • Fax: (416) 747-9899 1-800-916-FRAM (3726)

April 26, 2012

Sign Bylaw Plan Examiner 300 City Centre Drive Mississauga, ON L5B 3C1

RE:

SIGN VARIANCE APPLICATION FOR 33 HURONTARIO STREET

To Whom It May Concern,

The purpose of this letter is to provide rationale for a sign variance that is being requested for 33 Hurontario Street. Proper and effective signage for Diversicare (the owner/operator of the building) is crucial to the success of their business, as it creates brand awareness.

The sign bylaw indicates that a fascia sign is permitted for businesses and hotels, but not for apartments. The rationale for allowing a fascia sign on this building is that the building use should be viewed as a business/hotel, rather than an apartment building.

This building is owned by Diversicare, who operates a retirement living residence. Its operations are very similar to a hotel (i.e. units do **not** have full kitchens, and linens are changed by staff) and very different than an apartment. Within the building are dining, pool, gym, hair salon and meeting facilities, and private events can be held at this building. The proposed locations of the signs, therefore, allow for all visitors of the property to clearly identify the building.

We are therefore seeking relief from the sign bylaw to permit fascia signs on the north and west elevations of the building, as per the enclosed plans.

If you should have any further questions or would like to discuss, please do not hesitate to contact me anytime.

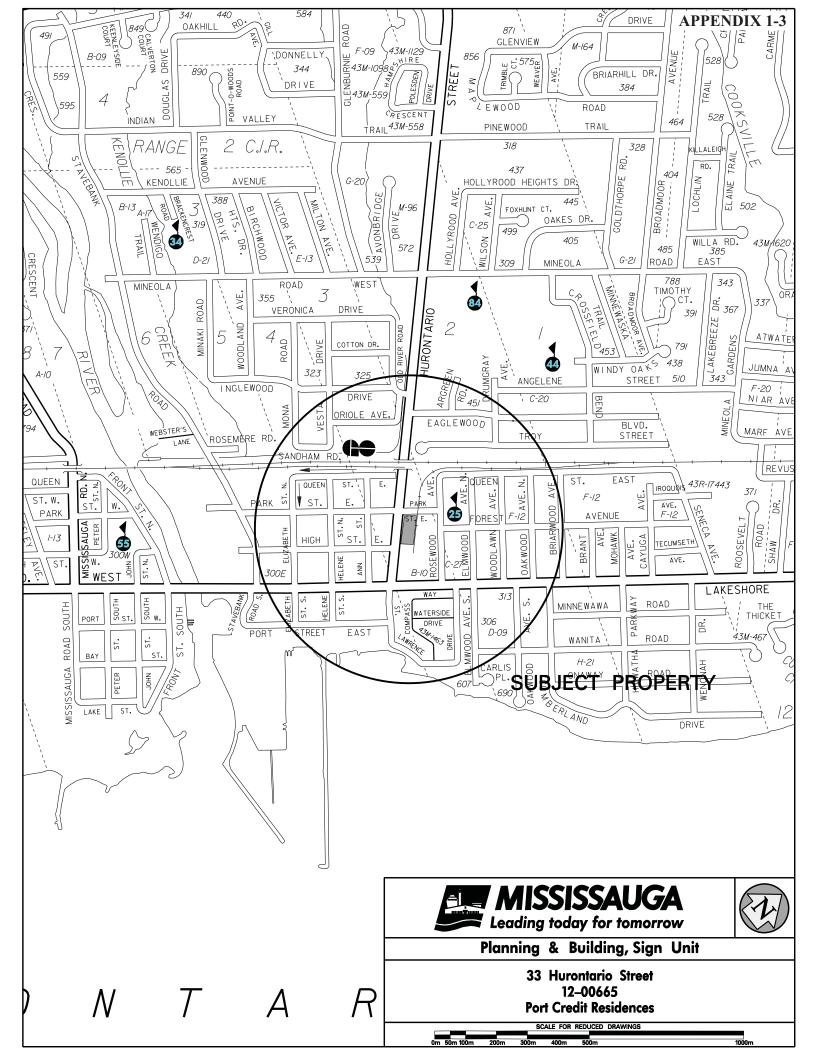
Thank you,

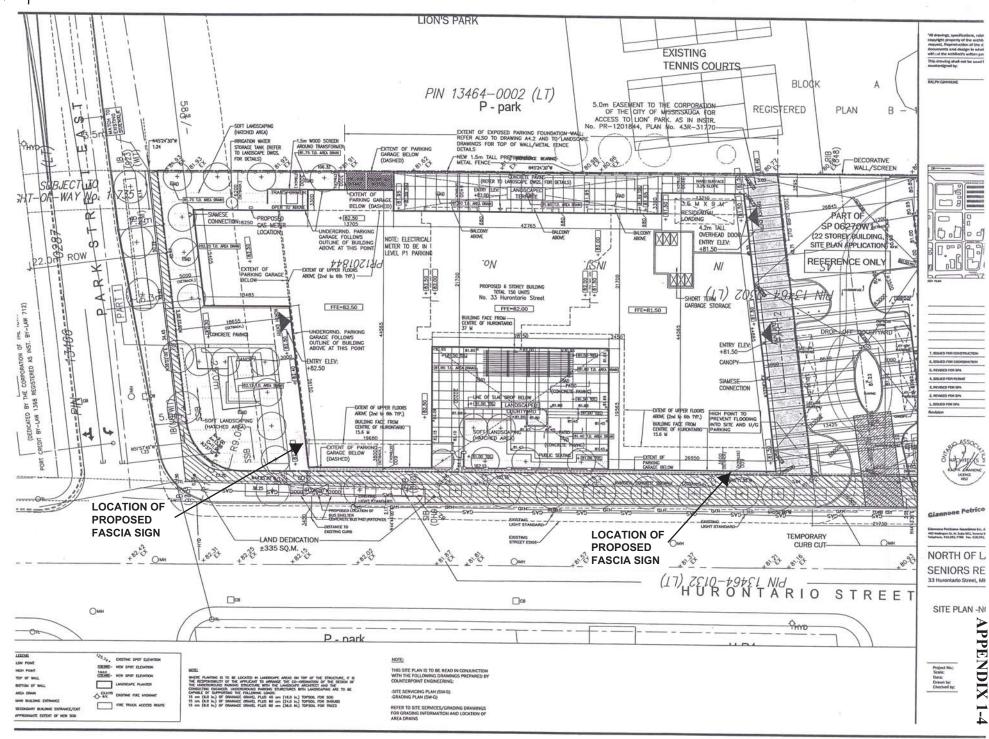
Christina Giannone Project Coordinator

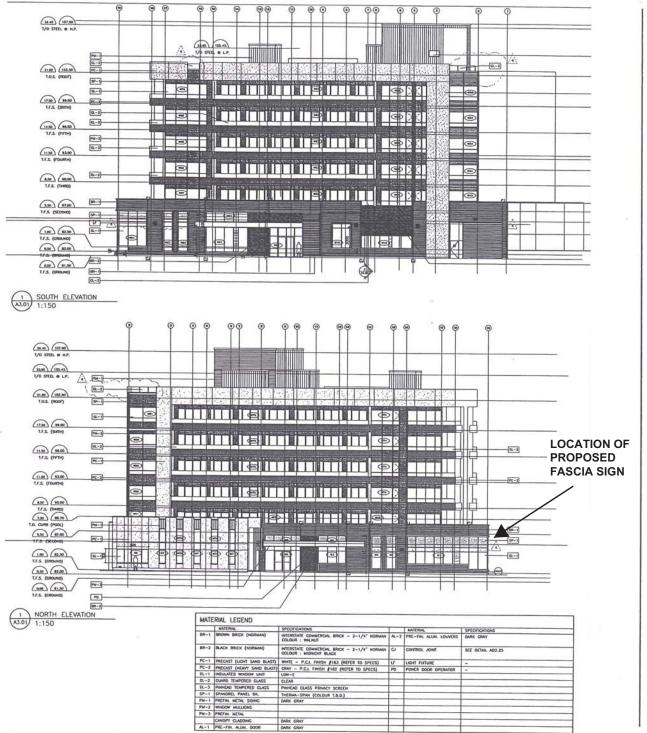
Tel: (416) 747-9661 ext. 237

Cel: (416) 771-2538

E: cgiannone@framgroup.com







Constitution 1

3 DETAIL ® BRICK PATTERN A3.01 1:25

"All drawings, specifical copyright property of request. Reproduction documents and dest without the architect's

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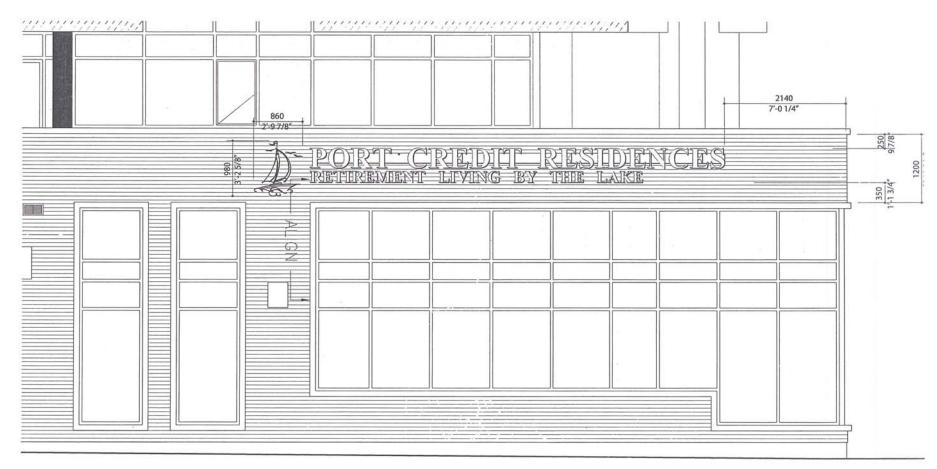
Giannone Pc

NORTH C

SENIORS 33 Hurontario Str

APPENDIX
Voject Na
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NON-ILLUMINATED LOGO (see CK-PORTCRED-FEB152012-PERMIT-D for details) ILLUMINATED & NON-ILLUMINATED LETTERS (see CK-PORTCRED-FEB152012-PERMIT-C for details)



Elevation A Scale: 1/4"=1'-0"

(see CK-PORTCRED-FEB152012-PERMIT-E-1 for details)

SIGNPRODUCTION

THIS DRAWING IS COPYRIGHT PROPERTY OF SIGN PRODUCTION. NOT TO REPRODUCED.

4444 Eastgate Parkway Mississauga, Ontario L4W 4T6 Phone: 905-214-0008 Fax: 1-866-283-7025 E-mail: info@signproduction.ca 1-800-231-3371

DATE:	February	16,	2012	
REV:				

scale: as noted

CLIENT:

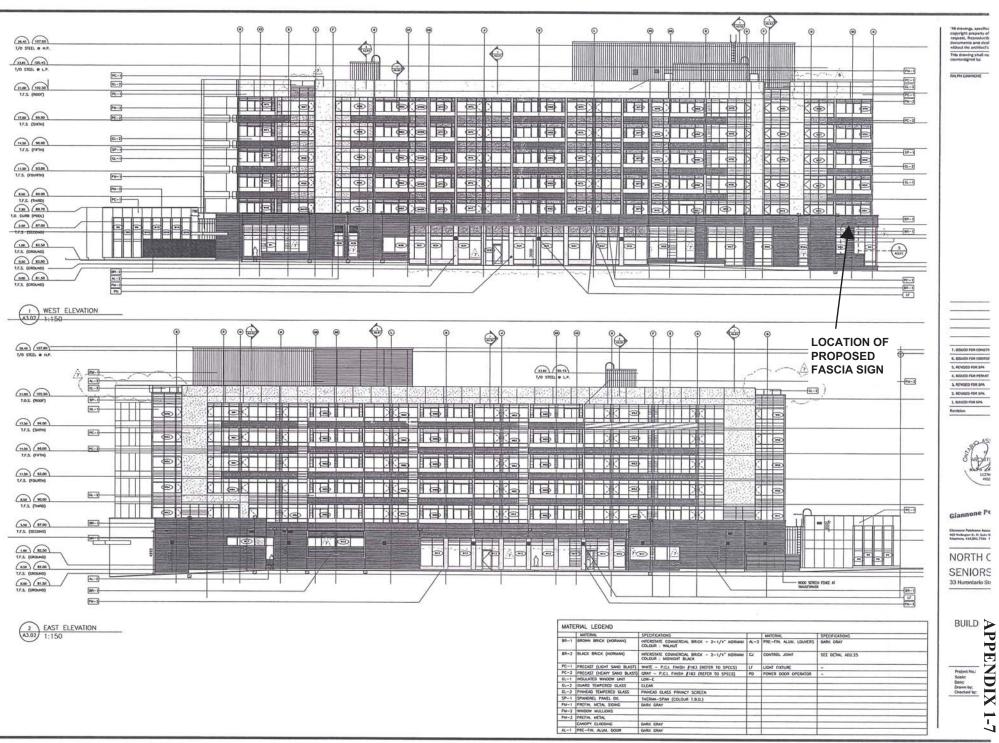
Port Credit Residences

LOCATION:

ITEM:

33 Hurontario Street, Mississauga, Ontario Channel Letters and Logo

APPENDIX 1 SHEET 1 of 6

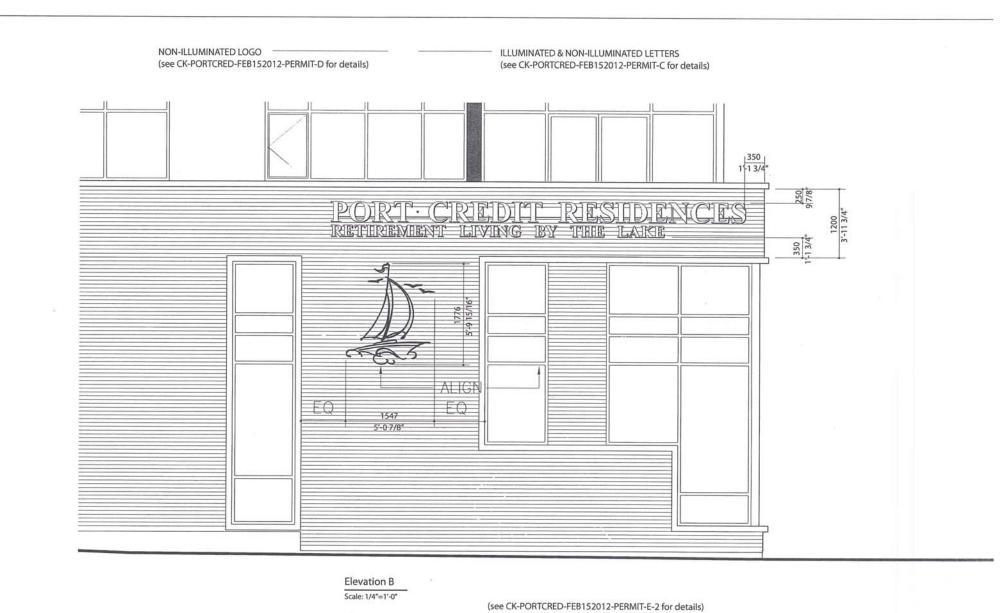


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4444 Eastgate Parkway Mississauga, Ontario L4W 4T6 Phone: 905-214-0008 Fax: 1-866-283-7025 E-mail: info@signproduction.ca 1-800-231-3371

DATE: February 16, 2012 REV:

CLIENT:

LOCATION:

scale: as noted

Port Credit Residences

33 Hurontario Street, Mississauga, Ontario ITEM: Channel Letters and Logo

APPENDIX 1-2 of **☆**



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 12-00523

RE: Walmart

1500 Dundas St. E. - Ward 3

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

Section 13	Proposed
A commercial undertaking is permitted to	One (1) fascia sign on the side elevation that
have a fascia sign on the side or rear face of	does not face a parking lot or a driveway located
the building if that side faces a parking lot or	on the property.
driveway on the property and is not within	
100m of a residential zone.	

COMMENTS:

The proposed fascia sign is on the west side of the building which faces onto a parking lot and bus loop for the adjacent Dixie GO station. An access road from the GO property extends into the commercial property. The size of the proposed fascia sign is less than what would be permitted if it faced their own parking lot or driveway. The fascia sign provides identification of the business for those travelling eastbound along the internal road from Dixie Road. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

Permit W rld

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

March 1, 2012

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

Re: Sign variance application for Walmart at 1500 Dundas St. E., Mississauga

Dear Sir:

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

A variance is required as the sign is located on the façade facing a landscaped area and a parking lot which does not belong to the Walmart store.

This is a new Walmart store, built behind a number of existing businesses on Dundas Street East. The western elevation of the store faces directly onto the parking lot of the train station and is not visible from Dundas Street East. The signage has been placed on this side of the building in such a manner as to be viewed directly by the railway traffic and some of the traffic on Dixie Road.

The signage will not alter the character of the area and will not negatively impact the existing conditions as the building is set back from Dundas Street East and will have landscaping lining the area between the parking lot and the store façade.

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,

Dorothy Pearce

info@permitworld.ca

1500 DUNDAS EAST HOLDINGS INC.

5400 Yonge Street, Suite 501 Toronto, ON M2N 5R5 Tel: (416) 227-9005

Fax: (416) 227-9007

September 28, 2011

To Whom It May Concern:

Re: 1500 Dundas Street East - Wal-Mart Sign Permit Application

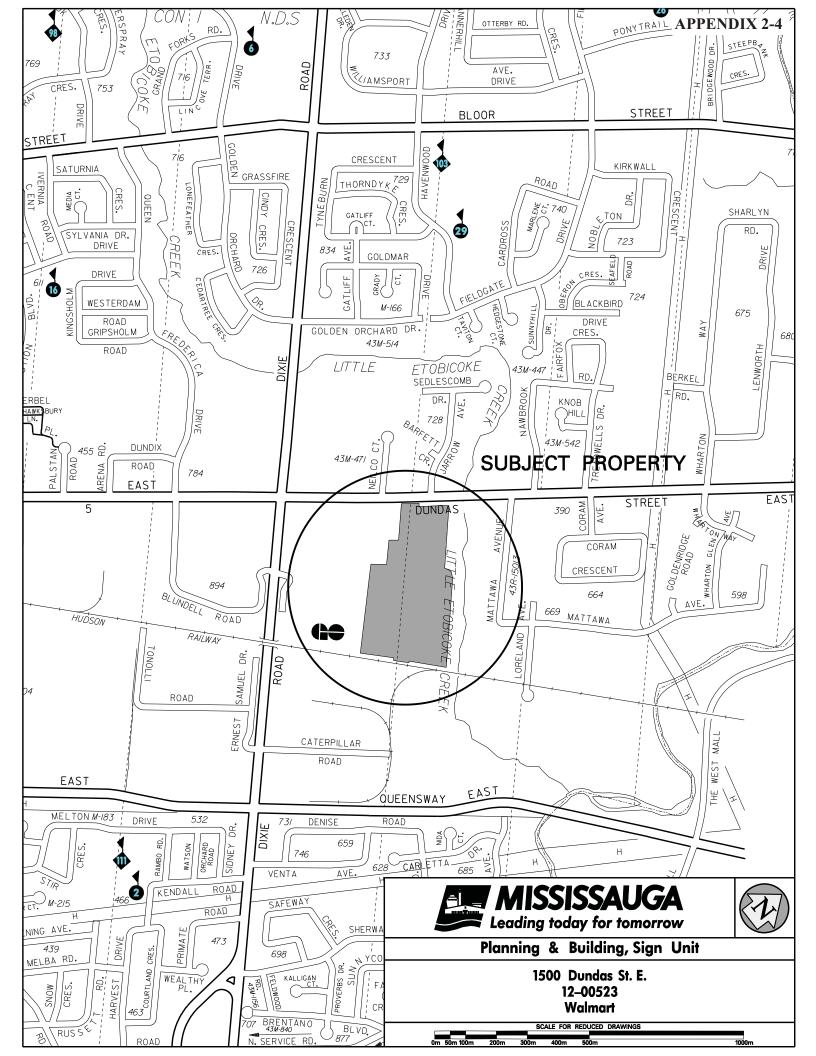
As the registered owners of the above-referenced property, we hereby authorize Pattison Sign Group to make the sign permit application required for the planned work to the existing Wal-Mart store.

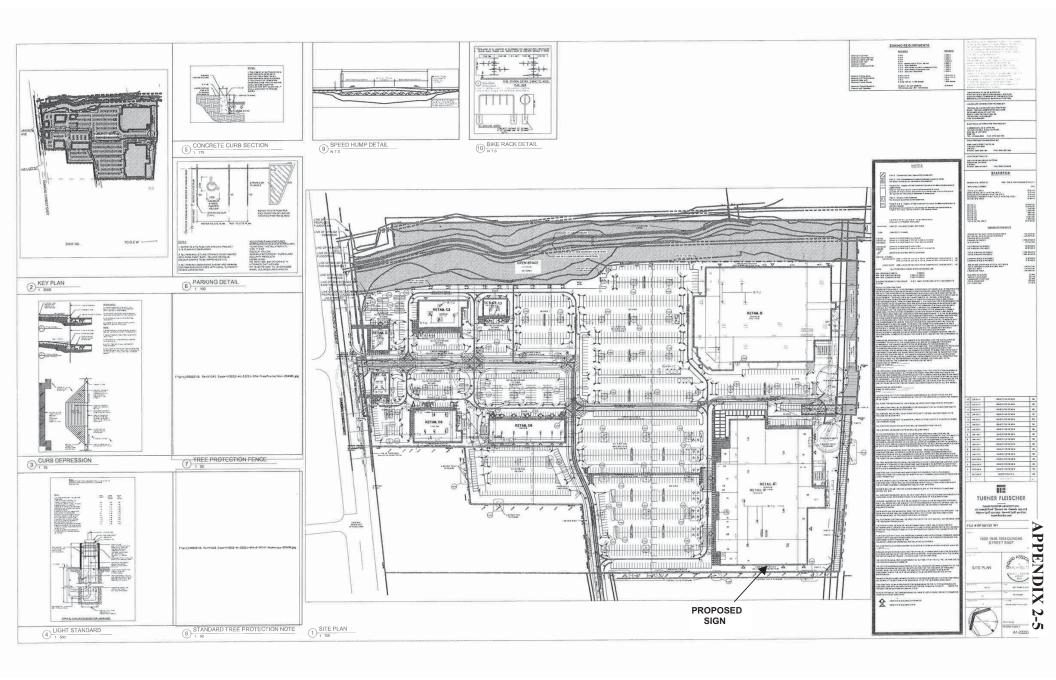
Thank you

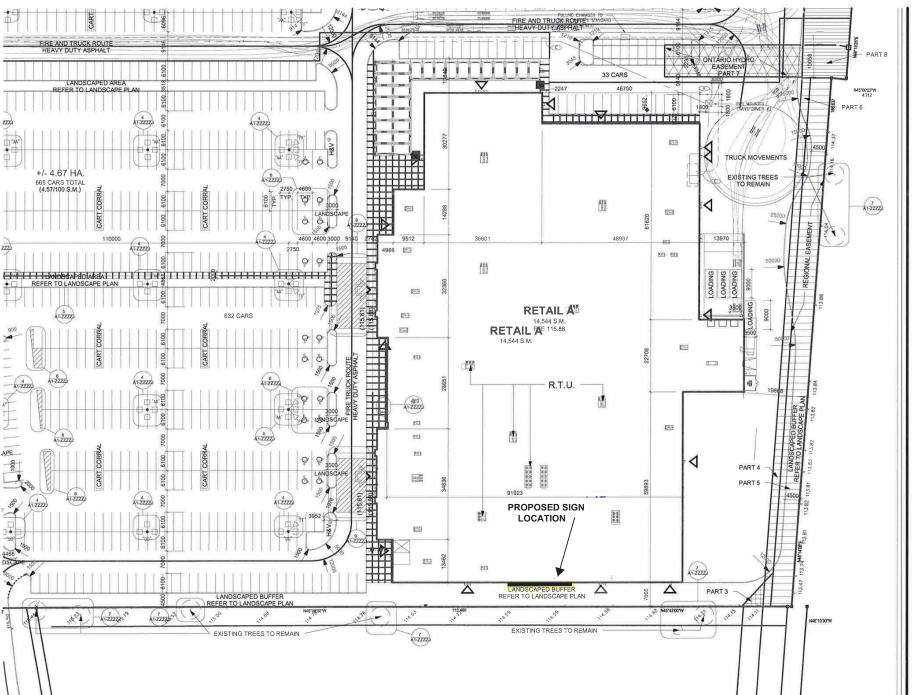
1500 Dundas East Holdings Inc.

Name: Richard Michaeloff

Position: Authorized Signing Officer







I HEREBY CERTIFY THAT THIS DRAW DEVELOPMENT PLANS AS APPROVE SP 08-132 W1

ALL ROOF TOP MECHANICAL UNITS

THE APPLICANT WILL BE RESPONS TRANSPORT CANADA'S RESTRICTION

ALL DAMAGE AREAS ARE TO BE RE RELEASE OF SECURITIES

ANY FENCING ADJACENT TO MUNIC THE PROPERTY LINE

ALL EXCESS EXCAVATED MATERIAL

THE EXISTING DRAINAGE PATTERN

AT THE ENTRANCES TO THE SITE T CONTINUOUS THROUGH THE DRIVE THE SITE IS TO STOP AT THE PROP APPLICANT WILL BE REQUIRED TO REQUIRED LOCATES PRIOR TO THE RIGHT OF WAY, SNOW FENCING/HC BE ERECTED AND MAINTAINED THR

WORKS IN THE MUNICIPAL RIGHT C CONTRACTOR WILL REQUIRED 4-6 CONSTRUCTION AFTER ALL DRAWI BEEN RECEIVED. THE APPLICATION THE RIGHT OF WAY WORKS THE ID

ALL FIRE ACCESS ROUTES SHALL E AS ASPHALT, CONCRETE OR LOCK! LESS THAN 11,363 kg PER AXLE ANI IN 12.5 OVER A MINIMUM DISTANCE

CONTRACTOR TO REPAIR AND MAK CONSTRUCTION, THE STORAGE OF IS NOT PERMITTED.

ON-SITE WASTE COLLECTION WILL CONTRACTOR. THERE WILL BE NO COLLECTION, POSSIBLE CARDBOAF

GRADES WILL BE MET WITHIN A 33% WITHIN THE SITE. ALL SURFACE DRAINAGE SHALL BE

LOCATION TO BE APPROVED PRIOF

SIGNAGE SHOWN ON THE SITE DEV AMENDED AND A SEPARATE SIGN / BUILDING DIVISION.

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ALL EXTERIOR LIGHTING WILL BE D THE ADJACENT PROPERTIES.

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ALL EXISTING ELEVATIONS SHOWN ___ELEV.___

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THE GEOTECHNICAL AND ENVIRON THE GEOTECHNINCAL ENGINEER,

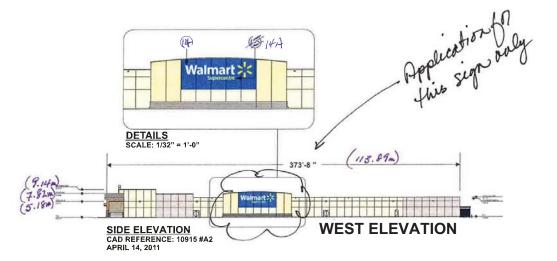
THE CITY OF MISSISSAUGA REQUIF BUILDING DIVISION AS PART OF AN PERMIT SHALL BE CERTIFIEDBY TH CONFORMITY WITH THE SITE DEVE MISSISSAUGA.

FINISHED GRADES AND FINISHED F ALL RESPECT TO SECTION 1A OF S

THIS CONTROL PLAN IS PREPARED CONJUNCTION WITH AN APPLICATII TOPSOIL PRESERVATION BY-LAW N

REVEGETATION (IE. SEEDING/SODE > UPON 30 DAYS OF INACTIVITY.

FJ-22334, Dundas St, Mississauga E, ON, 2011/10/04





By: Date: CHANGED TIM HORTONS TO STACKED TB 06.16.2011 TB 10.04.2011 RELOCATED & CHANGED TIM

HORTONS TO SIGN BOX

FJ-22334A

PRESENTATION DRAWING

NON-ILLUMINATED CUT-OUT LETTERS (SC)

SEE DRAWING #WAL1LXHX017 WEVION 8 VINYL DECAL (ENTER) SEE DRAWING #WAL1LXHX018 LINEWIDV 9 4' WM ILLUMINATED CHANNEL LETTERS

1 5' WM ILLUMINATED CHANNEL LETTERS SEE DRAWING #WAL1C9E7026

A SEE DRAWING #WAL1L7EX410 3 ILLUMINATED S/F SIGN SEE DRAWING #MCD1S9C1001 4 NON-ILLUMINATED CUT-OUT LETTERS (GC) SEE DRAWING #WAL1L7EX422 5 NON-ILLUMINATED CUT-OUT LETTERS (F&F)

SEE DRAWING #WAL1L7EX418 6 NON-ILLUMINATED CUT-OUT LETTERS (H&P) SEE DRAWING #WAL1L7EX419 -

SEE DRAWING #WAL1C9E7027 -10 S/F ILLUMINATED SIGN BOX (PHARMACY) SEE DRAWING #WAL186D7005

SEE DRAWING #WAL1S6D1024

11 S/F ILLUMINATED SIGN BOX (GEORGE)

12 'CLINIC' MOLDED LETTERS ON ALUMINUM BACKER PANEL WITH ALUMINUM ANGLES. OTHER GRAPHICS TO BE VINYL. SEE DRAWING WAL1S1CX002 13 TIM HORTON'S SIGN (BY OTHERS)

7 VINYL DECAL (EXIT)

Installation: Interior:

Descriptions



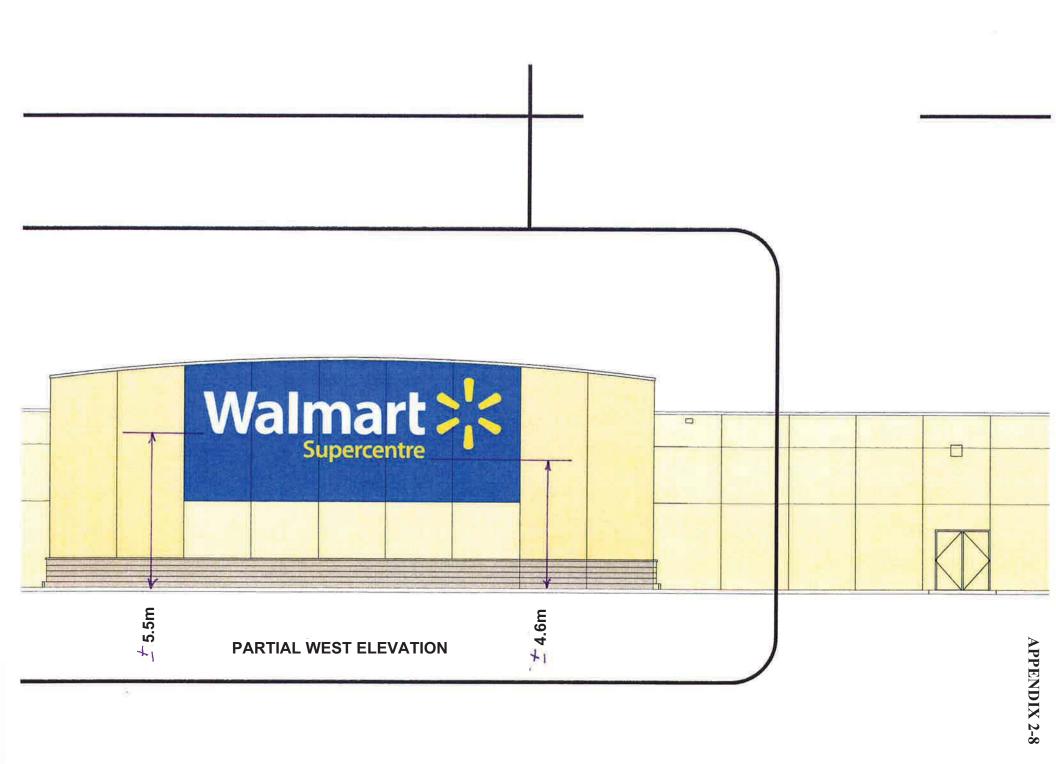
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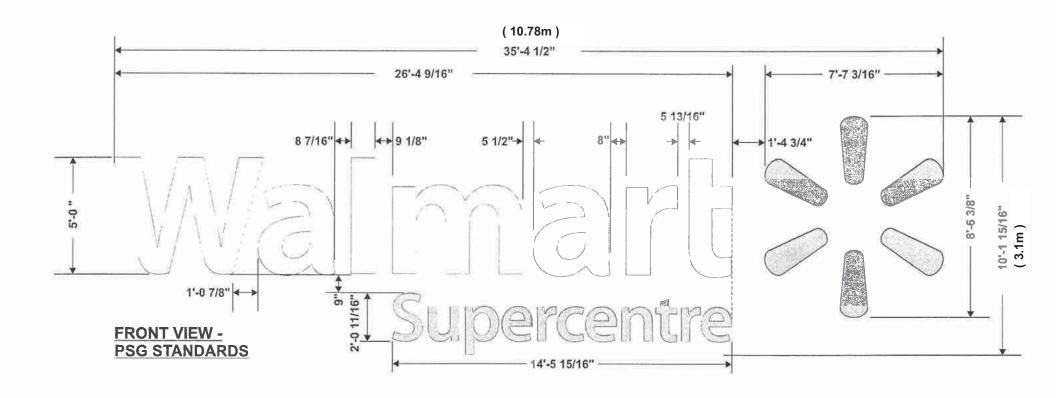
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ISO 9001:2008 Certified Enterprise

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www.pattizonsign.com







SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 12-00702

RE: Whole Food Market

155 Square One Drive - Ward 4

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

Section 4 (6)	Proposed
Roof signs are prohibited.	One (1) roof sign erected on the roof of a
	canopy.

COMMENTS:

The requested variance is to permit a roof sign on a first storey entry canopy fronting Rathburn Road West. The proposed sign is well designed and is positioned directly above the main entrance to the business. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

5 GNS TEL: 519.622.4040 FAX:519.622.4031 WWW.PRIDESIGNS.COM

City of Mississauga 300 City Centre Drive Mississauga ON L5B 3C1 Attn: Jeff Grech

Re: 155 Square One Drive - Whole Foods Market - Sign Variance

Dear Jeff.

Please accept this letter as part of our variance application for the Whole Foods Market site listed above. A variance is required based off the ASR for this site received on April 25, 2012. We are proposing 1 sign, a portion of which is above the roofline of a canopy and mounted to an existing steel beam and has been deemed to be a roof sign.

The sign in question has been proposed to advertise a new service for Whole Foods Market, "The Café". This sign is essential to advertising the new café, which gives the site a high degree of visibility to the public as a healthy lunch alternative. Whole Foods Market is traditionally an organic grocery store, specializing in healthy foods. The Café is a non-traditional component unique to this location, and as such requires a sign for advertisement.

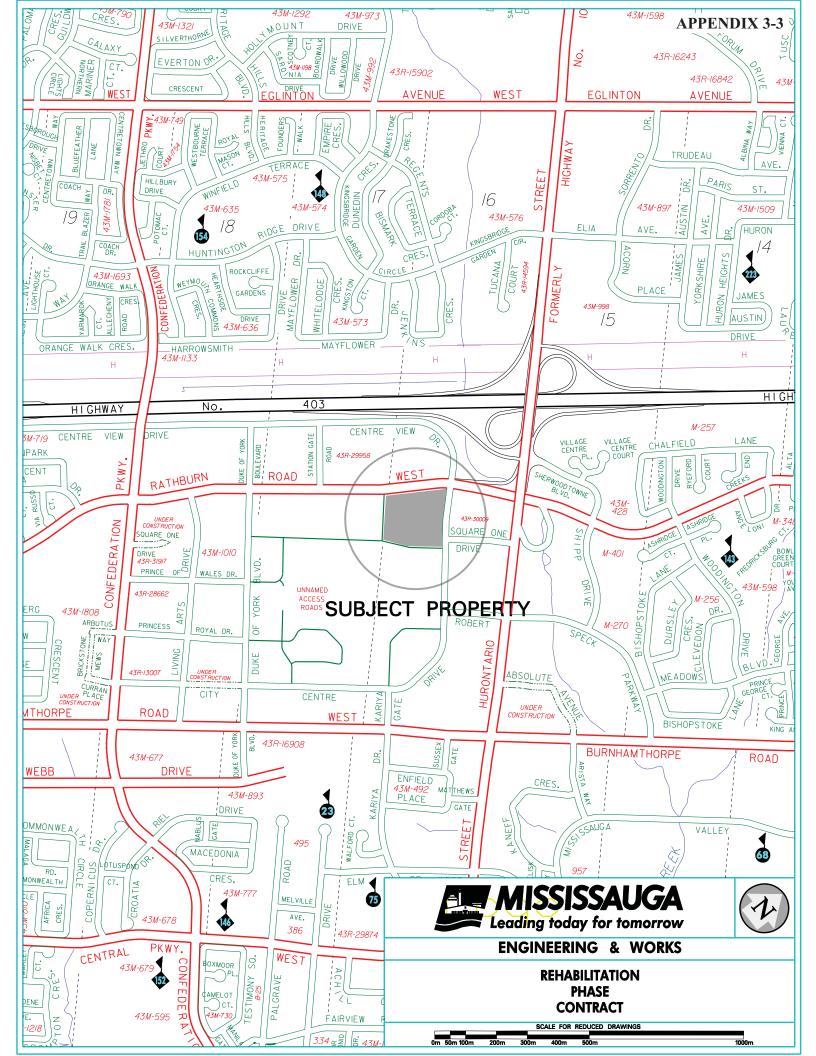
The canopy surface on which the sign is to be erected is roughly 17'11" beyond the nearest flat wall, and as such advertising would need to be extended as far towards the end as possible to provide a clear sightline to the signage from the ground level. The concept of attaching the sign to the steel bar to provide a "stacked copy" rather than extending it horizontally along the canopy face allows a highly visible and aesthetically pleasing display rather than a lengthy display of copy which would appear overbearing in nature.

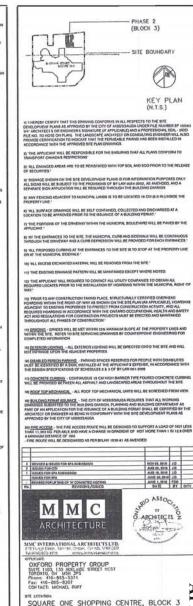
The sign is proposed on the roof portion of the canopy which serves as a vestibule for the Café entrance. The location of the sign clearly identifies the café's entrance, and if it was to be located on a wall behind it would not have the same affect.

Based on the above I would ask for your consideration and support of this application. The sign is in a logical location which will benefit the public by providing an ease of location and identification. The sign does not detract from the building, and is not a hazard to public safety. For any questions regarding this proposal, please contact the undersigned.

Thanks,

Nathan Dart - Permit Coordinator - T: 519-622-4040x274 - F: 519-622-4031 - E: ndart@pridesigns.com

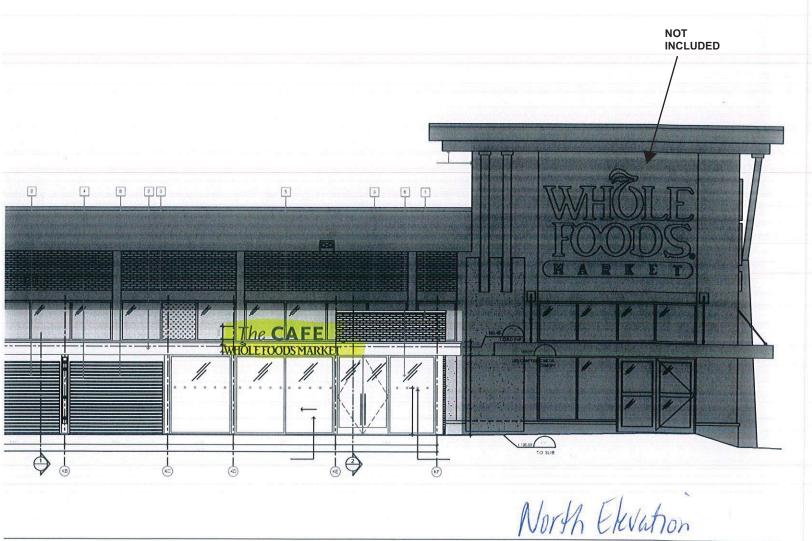




RELATED FILE MUMBER HOZ 10:001 TWA MOZ 00:001 WA and SP 00:010 W4 (Physic 1 Application Color) Application of Adjustment A

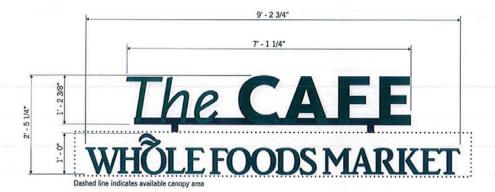
PPENDIX DEANOUS A2-01

09011



PARTIAL

NORTH ELEVATION Illuminated Channel Letters + Reverse Channel Letters (1 Required)



Material Specifications

"The Cafe"

- . Aluminum constructed pre-finished returns to be painted green pms 3425c
- 3/16" white acrylic faces with dark emerald green 3m #3630-126 applied to first surface
- . 1" black trim cap to be painted green pms 3425c
- . White L.E.D illumination

Note: Letters to be installed flush to existing steel beam!

"Whole Foods Market"

- . 125 router cut aluminum faces + 2" deep aluminum returns to be painted green pms 3425c
- · Letters to be installed flush to canopy surface

WFM -CL000001.120E1

WFM -MS000001

Total Sq. Footage =



120V

Preliminary Artwork

Approved for Production

CLIENT APPROVAL

REVISION DATES: Jan. 12, 2012

J. Lewis





WIND $q(\frac{1}{50}) = 0.49$ kPa SNOW Ss = 0.9kPa Sr = 0.4kPa

VM 13-APR-2012

CUT FILE CREATED: 13-APR-2012

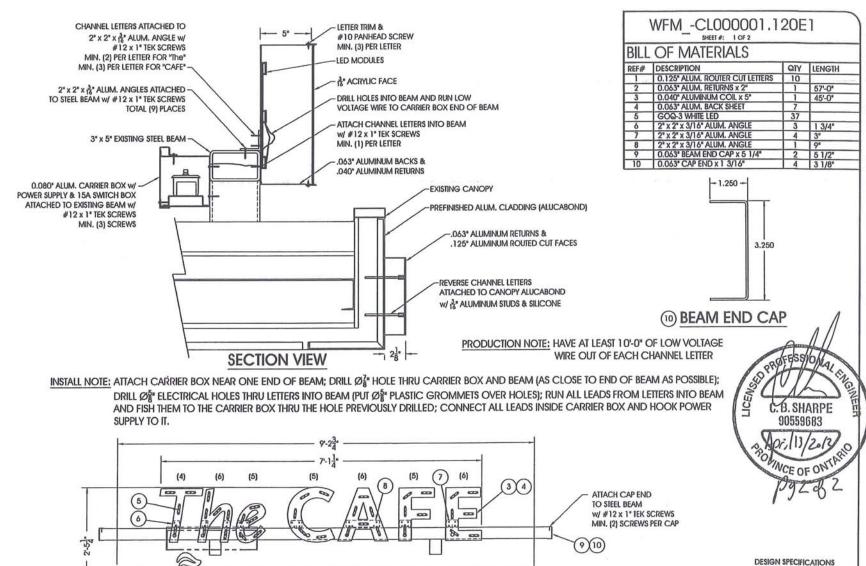
REVISION

00 RELEASED FOR PRODUCTION

APPROX WFIGHT: 53 lbs

WHOLE FOODS

MARKET



S/S ILLUM. CHANNEL LETTERS

TOTH HIM DOUBL 1 04 @ 1000

PRIDE SIGNS



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 12-00676

RE: MNP

75 Courtneypark Drive West - Ward 5

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

Section 4 (6)	Proposed
Roof signs are prohibited.	One (1) roof sign erected on the roof of a
	entrance canopy to the building.

COMMENTS:

The requested variance is to permit a roof sign on a first storey entry canopy. The sign proposed for this building is similar to canopy signs that have recently been approved on adjacent buildings. The proposed sign is well designed and identifies the tenant of this unit.

In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.



Manuella Proksch General Manager Direct Line: 905-752-1736

April 16, 2012

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

RE: Redcliff Realty Management Inc. as representatives for the owner of 75 Courtneypark Drive, Mississauga ON

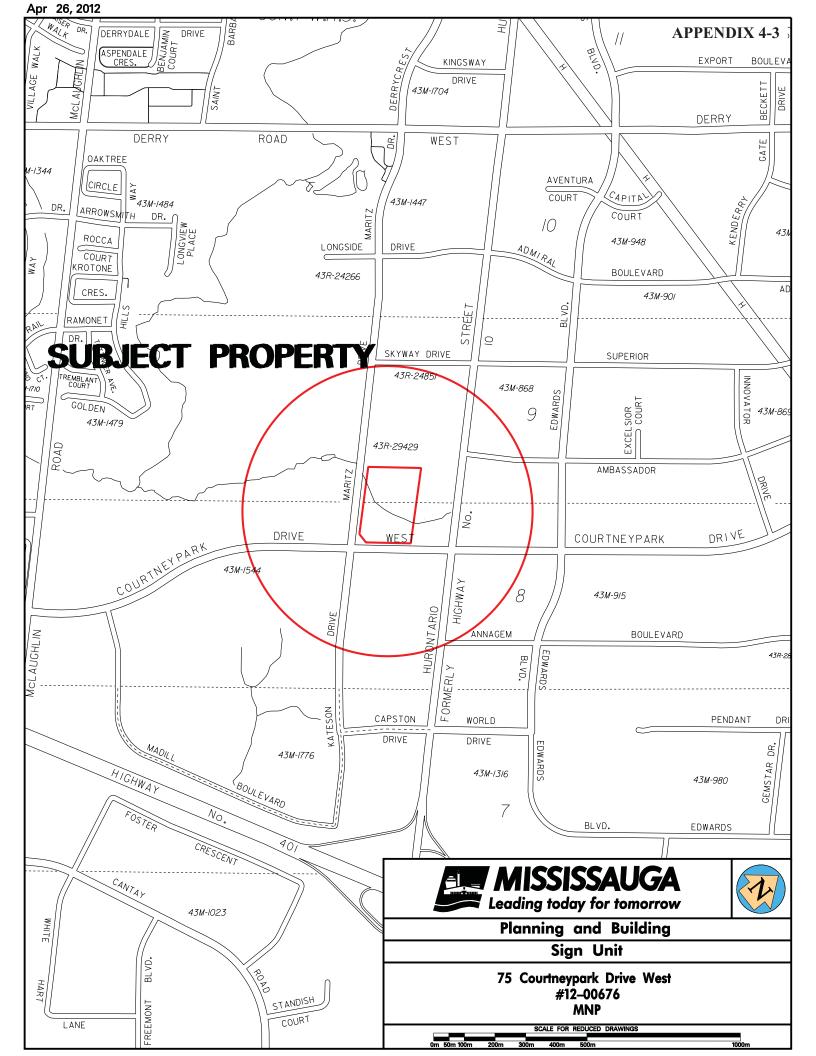
I am writing in regards to the installation of a new signage by our tenant MNP LLP. The new building standard at the property mandates that tenants refrain from installing signage on the building fascia. Therefore the tenant has applied for signage above the building unit's canopy to adhere to the change in the policy. The landlord has approved the signage to be installed as per the drawings submitted to the City of Mississauga.

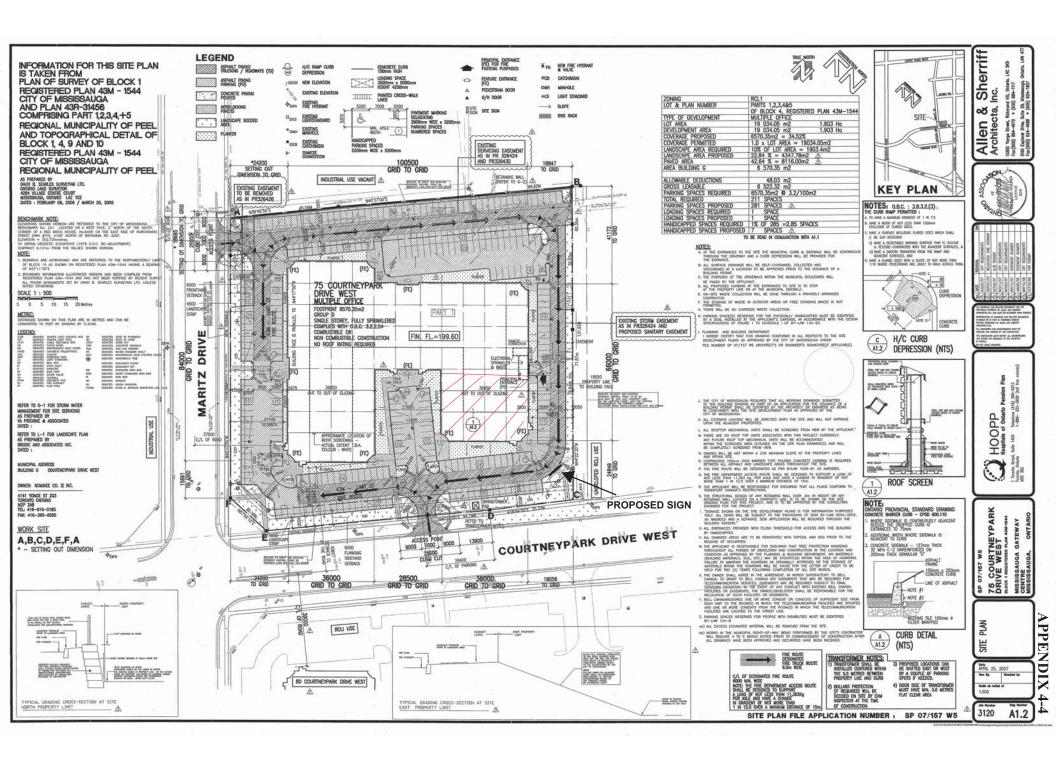
Should you have any questions or concerns, please contact me at 905-752-1736.

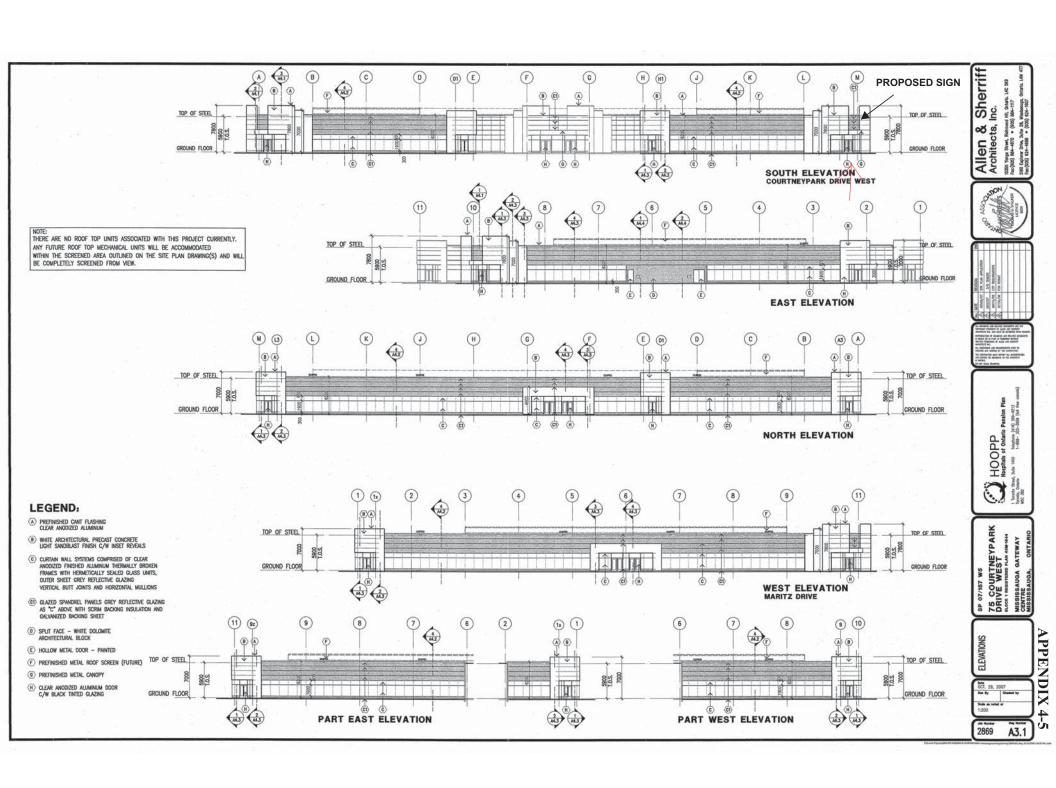
Sincerely,

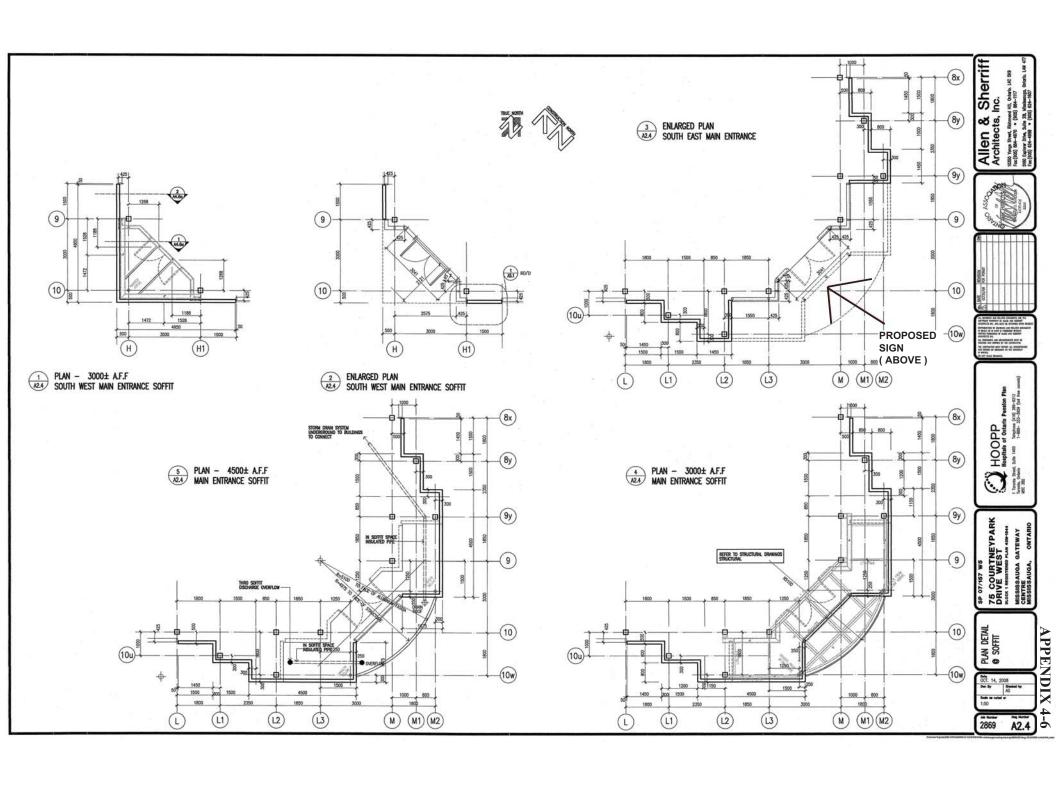
REDCLIFF REALTY MANAGEMENT INC. As agents and/or managers for HOOPP Realty Inc.

Manuella Proksch General Manager



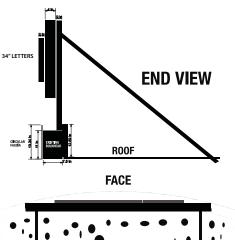


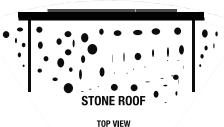






42" 34" 105"







DESCRIPTION

Building Sign

Size: 130" x 42"

Grey backing with channel letters

Manufacturing of 42" x 130" fascia sign mounted on aluminum structure attached to bulkhead.

Sign face consists of stainless steel letters with 5" returns, and white leds inside.

The complete face is installed on 2" deep carrier box for electrical accommodations.

The carrier box is mounted onto the aluminum structure that is made from 2"x2"x1/4" angle horizontal at the bottom bolted to the bulk head(hidden by circular fascia of bulkhead).

2 vertical pieces of same angle will be attached to bottom piece (to accept carrier box) 2 diagonal stiffeners will be attached to verticals and bulkhead.

Customer to provide 120V 15 amp feed.

Permits to be supplied by MNP.

Price: \$3895.00 installed.

APPROVED BY



August 14, 2012

FILE: 12-00578

RE: Royal Bank of Canada

6205 Airport Rd. – 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 in a commercial zone is	One (1) fascia sign located on the structure
permitted to have up to two (2) fascia signs	enclosing the mechanical equipment on the roof
located between the limits of the top floor	and has a sign area equal to 3% of the building
and parapet or roof level or located on the	face on which it is located.
structure enclosing the mechanical	
equipment on the roof, both in total not	
greater in area than 2% of the building face	
on which the sign is located.	

COMMENTS:

The proposed fascia sign is replacing an existing sign for the same tenant. The size of the sign is in proportion to the building on which it is located. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



March 29, 2012

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

Attn: Mark Toliao

Re: RBC - 6205 Airport Rd - Sign Variance

Hi Mark,

Please accept this letter as part of the application package for the RBC site listed above. A variance has been requested due to the fact that the proposal exceeds the allowable 2% maximum area for a sign on a multi storey building. The RBC sign, as proposed, has an overall area of 11.61m2. Based on the overall size of the building façade, the permitted size of the sign would be 8.12m2. We are seeking a 3.49m2 increase to the allowable sign area.

RBC has requested the addition of this sign to reflect their updated branding standards which include the text "RBC Royal Bank". The sign currently on the building is "RBC Financial Services", which is an old branding standard with the old colors on the letters. The addition of these letters helps the building become image compliant, and also helps them maintain the same visibility that they currently have as the existing sign is of similar size.

The sign is also comparable in size to the existing Case Bank sign which is on both the North and West Elevation, and helps present a uniform size of signage on the building on all elevations. Because of this it enhances to overall aesthetics of the site, as the balance of space vs. signage is consistent throughout the various facades.

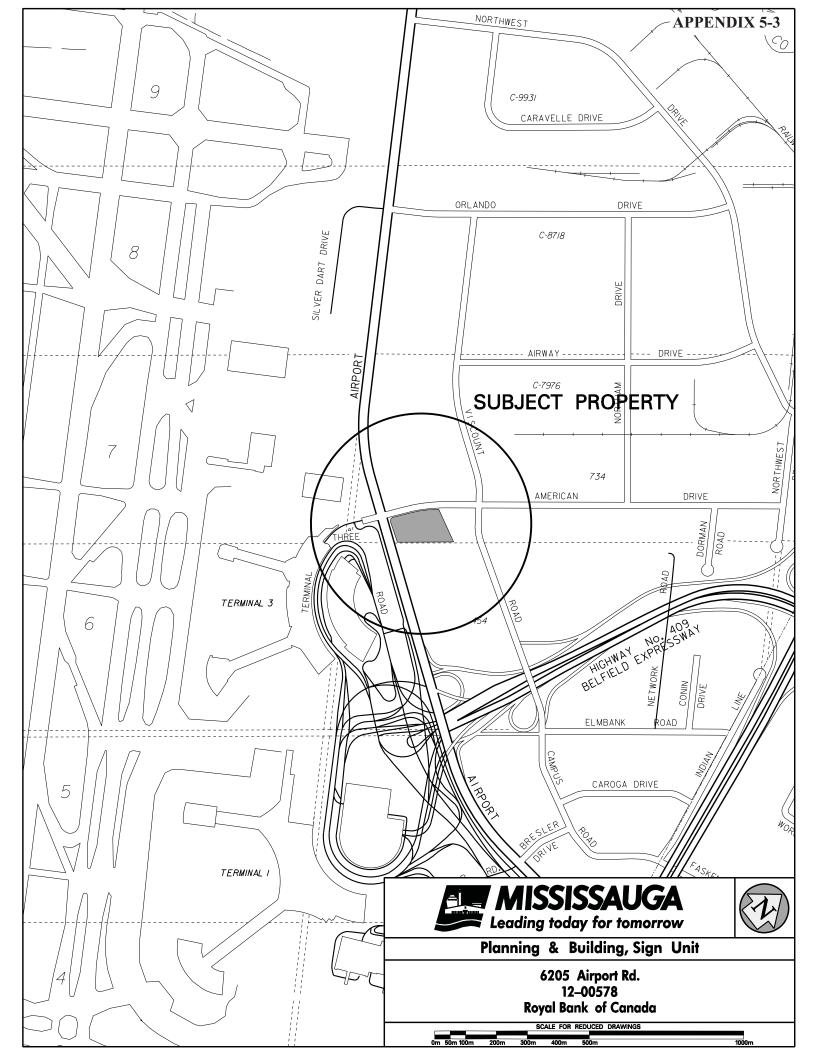
Based on the above I would ask for your support and approval of the requested variance. The size requested is replacing a sign size similar for the same tenant and is not a substantial request. The sign will allow RBC to continue to have a high degree of visibility in this building as the sign is fully visible when travelling Northbound on Airport Rd. Should you have any questions or concerns regarding the proposal please contact the undersigned.

Thanks

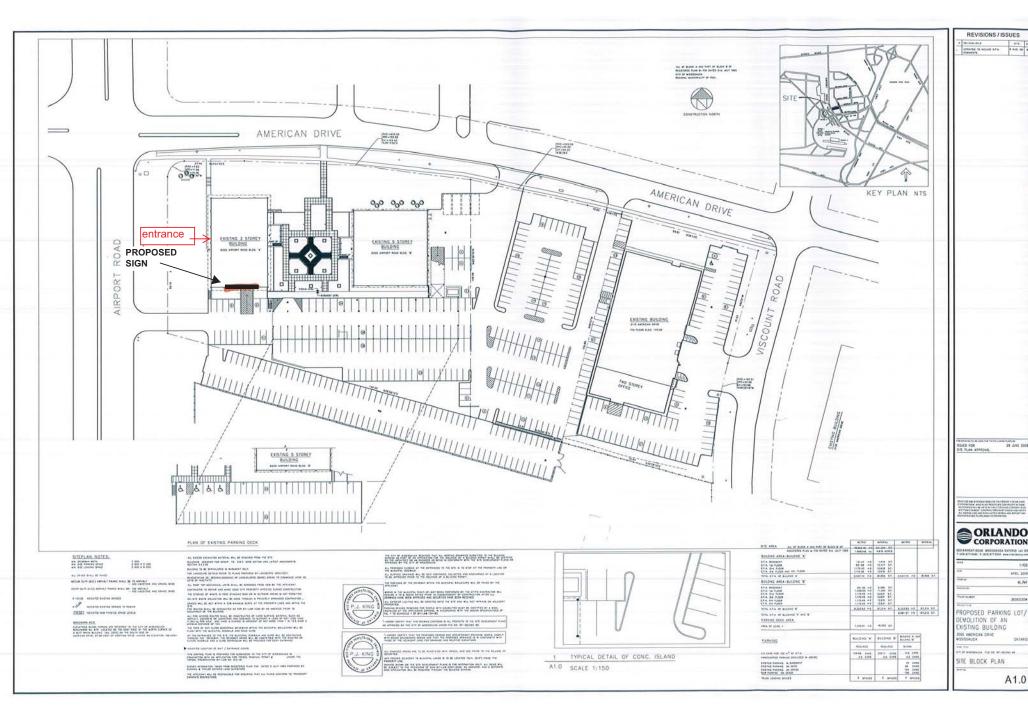
Nathan Dart - Permit Coordinator

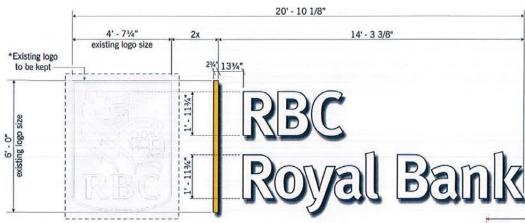
T: 519-622-4040 x274

F: 519-622-4031 E: ndart@live.ca









Material Specifications

· Aluminum pre-finished Dark Blue 289 coil returns

• 3/16" white LD 2447 acrylic faces with translucent vinyl graphics applied to 1st surface

• 1" Gemtrim Dark Blue #2767

White LED illumination

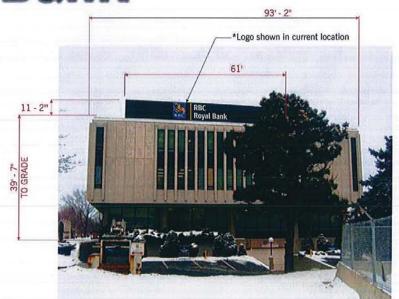
Graphics Colours:

Vertical Line Rule

"RBC Yellow" 3m VQ #10599

"RBC Royal Bank"

· White



RBC -CL002952.120A1 RBC -MS02952

Electrical Requirements

· Site check required.

Preliminary Artwork

Approved for Production

CLIENT APPROVAL

REVISION DATES: December 19, 2011 March 1, 2012

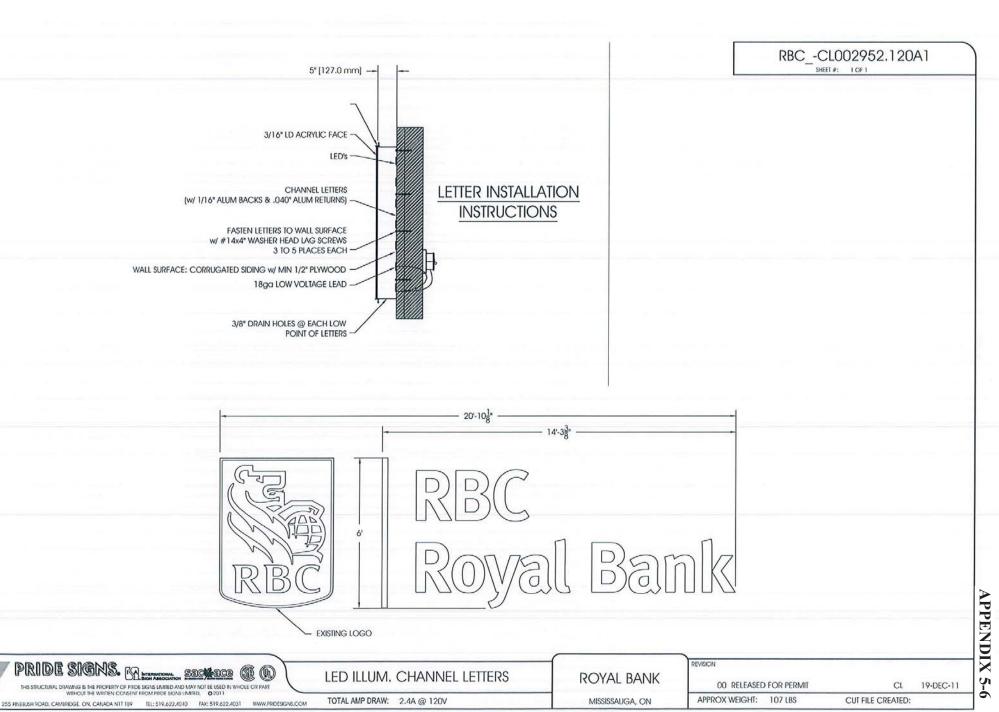
PRIDE SIGNS INTERNATIONAL SAC ACCE













August 14, 2012

FILE: 12-00850

RE: Nu Hotel

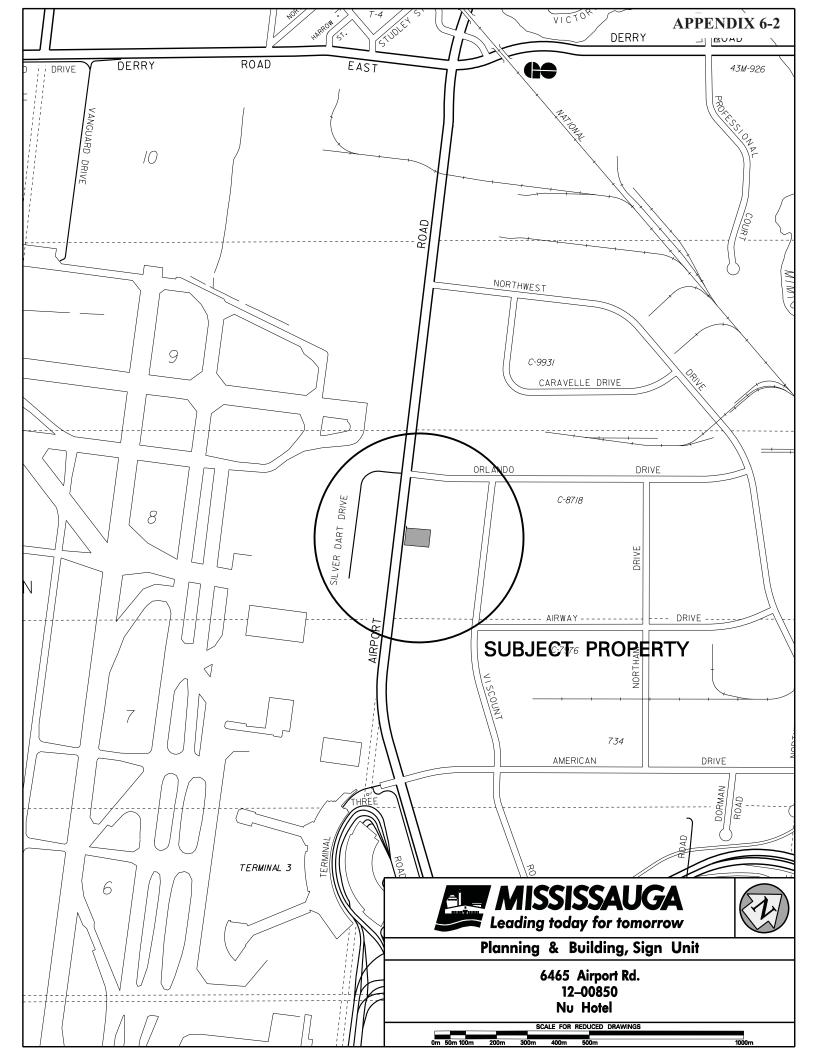
6465 Airport Rd. – Ward 5

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	Two (2) fascia signs on the second storey of the
the upper limit of the first storey of a	building.
building.	
A fascia sign for an office or hotel is	One (1) fascia sign that is not affixed to a
permitted 20% of the building façade of the	building façade, as defined in the Sign By-law.
first storey of each occupancy.	

COMMENTS:

The proposed fascia signs identify the hotel business, which is located on the second floor of a two storey building. The proposed fascia sign on the south building façade is positioned to allow public driving along Airport Road to identify the building before passing the main site entrance. We note that this business is not included on the existing ground sign and needs the identification on Airport Road. The Planning and Building Department finds the requested variances acceptable from a design perspective.



Regency Signs & Printing

2585 Drew Rd., Unit # 12, Mississuauga, ON. L4T 1G1 Tel: (905) 461-9502 Fax: (905) 461-9428

E-Mail: regency2000@rogers.com

Date: May 22nd 2012

To City of Mississauga (Sign Dept)

Re; 6465 Airport Road NU Hotel

Application No. 1165

Our application for sign permit has gone to variance.

The premises has been zoned for Hotel Business. It is a 2 storey building.

It is very close to Pearson Airport and has a lot of traffic flow.

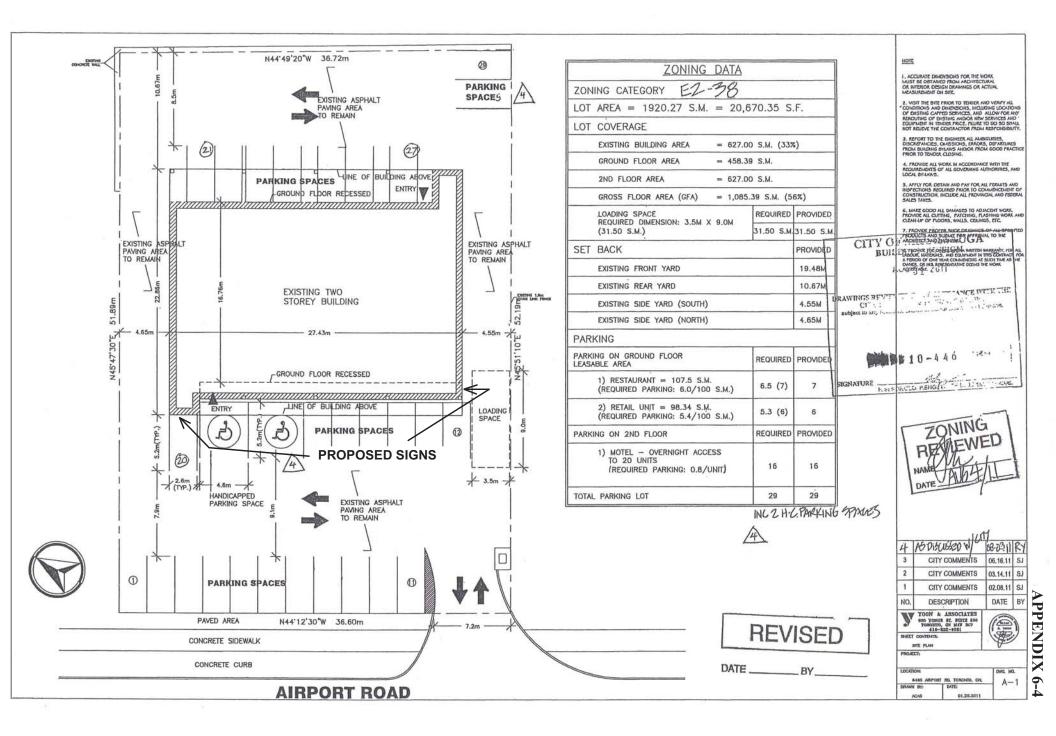
We need to have a sign on the building to advertise to make our business successful.

Your consideration in the above matter will be appreciated.

Yours sincerely,

Danny Mahal

APPENDIX 6-3



R.S. Graphics Inc.

O/A Regency Signs & Printing

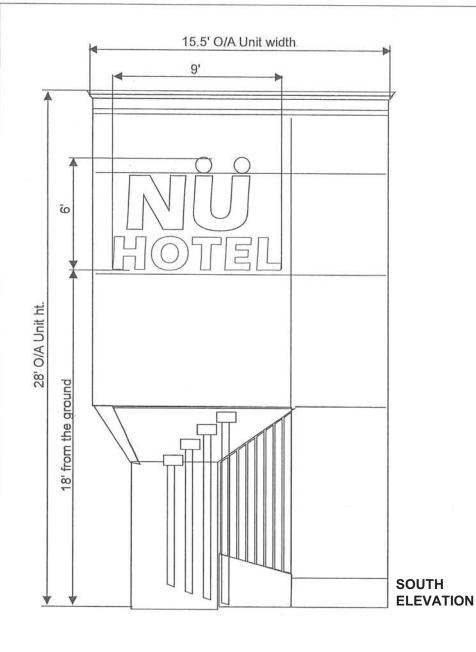
Tel.: 905-461-9502 • Cell: 416-520-0507 • Fax: 905-461-9428 regency2000@rogers.com 2585 Drew Rd., Unit 12, Mississauga, ON. L4T 1G1

CUSTOMER NAME	Mr. Raj Sood
BUSINESS NAME:	Payless Car Rental
ADDRESS:	6465 Airport Rd.,
	Mississauga, ON. L4V 1E4
LOCATION: -	

Dec 8, 2011	CUSTOMER APPROVAL
416.675.2000	CUSTOMER SIGNATURE

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

DRAWING BY: DEV



R.S. Graphics Inc.

O/A Regency Signs & Printing

Tel.: 905-461-9502 • Cell: 416-520-0507 • Fax: 905-461-9428 regency2000@rogers.com 2585 Drew Rd., Unit 12, Mississauga, ON. L4T 1G1

CUSTOMER NAME.	Mr.
BUSINESS NAME:	Payless Car Rental
ADDRESS:	6465 Airport Rd.,
	Mississauga, ON. L4V 1E4
LOCATION: -	

DATE: Dec 8, 2011

416.675.2000

CUSTOMER APPROVAL

CUSTOMER SIGNATURE

NOIE: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CNYK equivalent. If these colors are incorrect please provide the correct PMS match and a revision to this drawing will be made.

DRAWING BY: DEV



August 14, 2012

FILE: 12-00550

RE: International Centre

6900 Airport Road – Ward 5

The applicant requests the following variance to Sections 4, 13 and 16 of the Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
Any sign not expressly permitted by this By-	Eight (8) ground signs internal to the property
law is prohibited.	with changing copy message board with an
	overall average height of 6.65m (21.82 ft).
Section 13	Proposed
One (1) ground sign for each street line with	Two (2) ground signs fronting Airport Rd. each
a maximum sign area of 15.0 sq. m (161.46	with a sign area of 27.18 sq. m (292.56 sq. ft)
sq. ft), a maximum height of 7.5m (24.61 ft)	and a height of 8.92m (29.27 ft). The north sign
and a minimum street line setback of 1.0m	is also encroaching onto the Regional Road
(3.28 ft).	allowance.
Section 16(4)	Proposed
The sign face of a ground sign may include a	Two (2) ground signs each with a changing
changing copy sign with a sign area not	copy area of 73% of the sign area.
exceeding 50 percent of the sign face of the	
ground sign.	
Section 16(5)	Proposed
A ground sign shall not be located within	One (1) ground sign fronting Airport Rd.
3.0m (9.84 ft) of a driveway entrance or exit.	located 1.22m (4.0 ft) from a driveway entrance
	or exit.

COMMENTS:

The proposed signs are to replace existing signs which were approved in 2001. The proposed signs are smaller in size than the existing and will be positioned in the same locations as existing signs. The signs will be utilizing the existing structure and sign bases, while incorporating energy efficient, eco friendly technologies. The signs are well designed and coordinated as part of a comprehensive sign package for the complex. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2012 PDC Signs\12-00550\01-Report.doc Kelwin Hui ext. 4499

COMMENTS:

The proposed signs are to replace existing signs which were approved in 2001. The proposed signs are smaller in size than the existing and will be positioned in the same locations as existing signs. The signs will be utilizing the existing structure and sign bases, while incorporating energy efficient, eco friendly technologies. The signs are well designed and coordinated as part of a comprehensive sign package for the complex. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

K:\pbdivision\WPDATA\PDC-Signs\2012 PDC Signs\12-00550\01-Report.doc Kelwin Hui ext. 4499

LARGE FORMAT PRINTING

INSTALLATION - MAINTENANCE DIGITAL SIGNAGE

CUSTOM FABRICATION



Media Resources Int'l Inc. 503 Carlingview Drive Toronto, Ontario Canada M9W 5H2

т 416.213.0993 F 416.213.9531

April 23, 2012

To,

Kelwin Hui Plan Examiner, Building Division City of Mississauga, Mississauga

Dear Mr. Hui,

Subject: Variance application for modifications to signs at 6900 Airport Road Reference: Permit application # 550, submitted on March 6, 2012

Proposed Signs Location: Existing North and South Entrance

Scope of work: Remove existing 59.49 Sq M aging message board and install 42.64 Sq M energy efficient LED message board and 11.70 Sq M illuminated sign box

Variance: 1.Proposed sign exceeds new 2002 sign bylaw, which allows 15 Sq face and 50% of 15 Sq M as message board

Rationale:

- 1. Proposed signs are permitted in 2001 and met the regulation applicable. Proposed scope of work is just retro fit aging and old style message board with light weight, energy efficient, eco friendly and user friendly signs. Proposed signs are smaller than existing and will not require any overhaul changes to existing structure. Meeting the regulation will need extensive structural modification to reduce the size and keep aesthetic of the signs.
- 2. Intended use of the proposed signs is business identification as well as directing public. Proposed use of the building as exhibition place and size of the building and large gathering of the public supports the requirement of big signs so that it can be visible from distance and can facilitate safe movement of public.
- 3. Proposed signs will not alter essential character of the premises, in fact it is consistent with essential character of the building, premises, surrounding and existing use of the building.
- 4. Proposed signs will not alter essential character of the area. It is consistent with the permitted use of the building
- 5. Proposed signs will not affect adjacent properties.
- 6. Proposed signs will not have any impact on public safety
- 7. Proposed signs are not expressly prohibited.

LARGE FORMAT PRINTING INSTALLATION - MAINTENANCE | DIGITAL SIGNAGE | CUSTOM FABRICATION



Media Resources Int'l Inc. 503 Carlingview Drive Toronto, Ontario Canada M9VY 5H2

т 416.213.0993 г 416.213.9531

- 8. Proposed signs are permitted sign types
- 9. Proposed signs will contribute to public place making and will enhance surrounding architectural context
- 10. Proposed signs will follow all regulation for message board and illuminated signs.
- 11. Proposed North Entrance

Variance: 2. Proposed North Entrance sign is encroaching city property

Rationale:

Sign at North Entrance is Grandfather sign and was permitted before current sign bylaw came into effect Variance requested is status quo for location of this sign

Proposed Signs Location: Existing sign at South Entrance parking lot A, existing sign at Derry Road entrance parking lot B, existing sign at north entrance parking lot C

Scope of work: Replace existing aging 1.45 Sq M illuminated sign box with exactly same size new sign box

Variance: Proposed signs are considered as incidental signs and not expressly permitted

Rationale:

- 1. Proposed signs are permitted in 2001 and met the regulation applicable. Proposed scope of work is just retro fit aging with exactly same size new sign 2. Intended use of the proposed signs is business identification as well as directing public. Proposed use of the building as exhibition place, size of the building and large gathering of the public supports the requirement of big signs so that it can be visible from distance and so can facilitate safe movement of public.
- 2. Proposed signs will not alter essential character of the premises, in fact it is in consistent with essential character of the building, premises, surrounding and existing use of the building.
- 3. Proposed signs will not alter essential character of the area. It is consistent with the permitted use of the building
- 4. Proposed signs will not affect adjacent properties.

LARGE FORMAT PRINTING INSTALLATION - MAINTENANCE DIGITAL SIGNAGE CUSTOM FABRICATION



Media Resources Int'l Inc. 503 Carlingview Drive Toronto, Ontario Canada M9W 5H2

т 416.213.0993 в 416.213.9531

- 5. Proposed signs will not have any impact on public safety
- 6. Proposed signs are not expressly prohibited.
- 7. Proposed signs types are permitted sign types
- 8. Proposed signs will contribute to public place making and will enhance surrounding architectural context (by removing old aging signs with new sign)
- 9. Proposed signs will follow all regulation for message board and illuminated signs.

Proposed Signs Location: Existing double sided sign at hall # 1, hall # 5 and hall # 6, single sided sign at hall # 3 and hall # 4

Scope of work: Remove existing 38.33 Sq M aging message board/ illuminated message board and install 29.11 Sq M energy efficient LED message board and illuminated sign box

Variance: Proposed signs are considered as incidental signs and not expressly permit, message board not permitted on incidental signs

Rationale:

- 1. Proposed signs are permitted in 2001 and met the regulation applicable. Proposed scope of work is just retro fit aging and old style message board/illuminated sign with light weight, energy efficient, eco friendly and user friendly signs. Proposed signs are smaller than existing and will not require any overhaul changes to existing structure. Meeting the regulation will need extensive structural modification to reduce the size and keep aesthetic of the signs.
- 2. Intended use of the proposed signs is information as well as directing public. Proposed use of the building as exhibition place, size of the building and large gathering of the public supports the requirement of proposed signs that can facilitate safe movement of public.
- 3. Proposed signs will not alter essential character of the premises, in fact it is in consistent with essential character of the building, premises, surrounding and existing use of the building.
- 4. Proposed signs will not alter essential character of the area. It is consistent with the permitted use of the building
- 5. Proposed signs will not affect adjacent properties.

LARGE FORMAT PRINTING INSTALLATION - MAINTENANCE DIGITAL SIGNAGE CUSTOM FAB RICATION



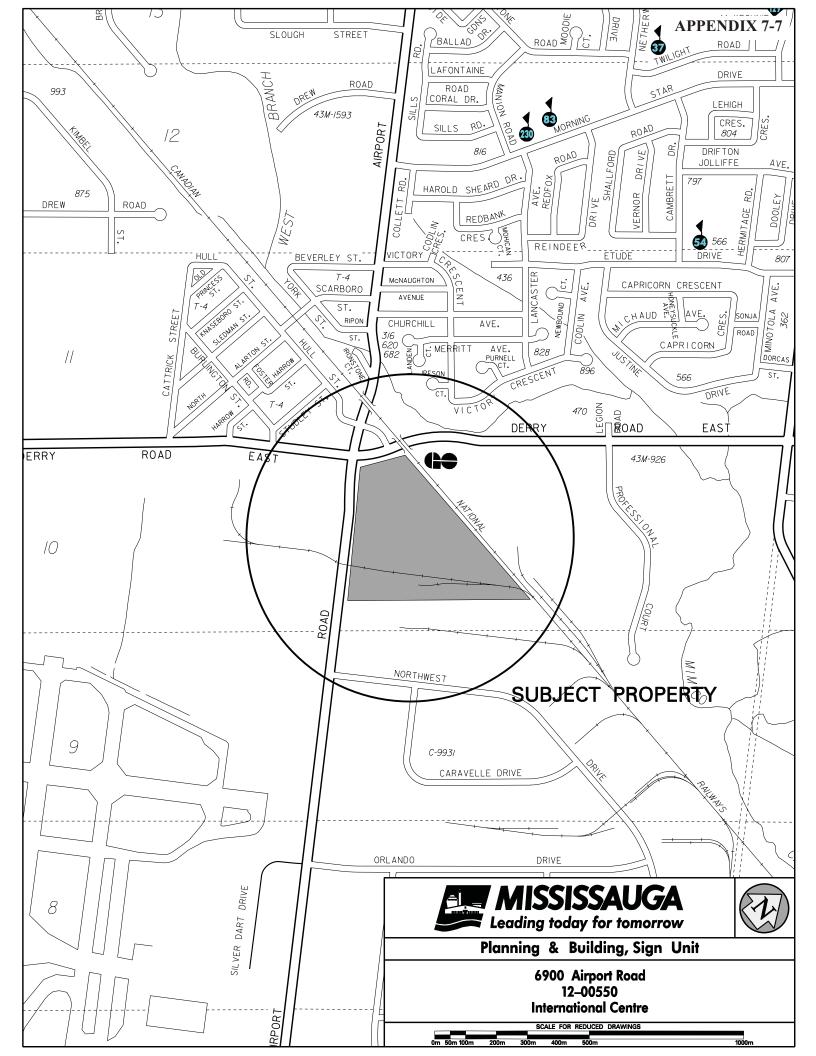
Media Resources Int'l Inc. 503 Carlingview Drive Toronto, Ontario Canada M9W 5H2

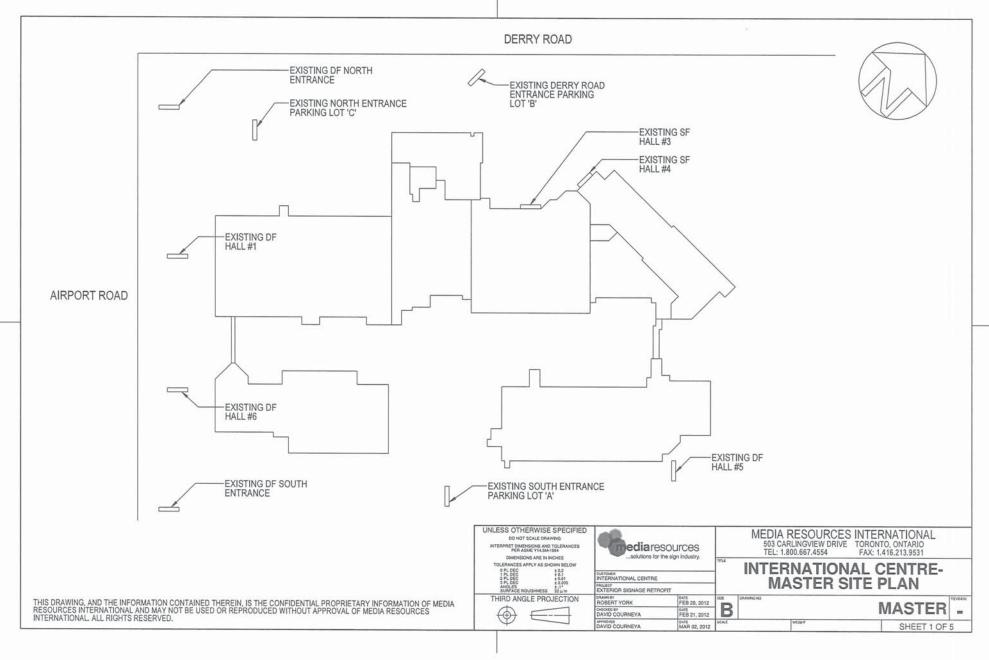
т 416.213.0993 F 416.213.9531

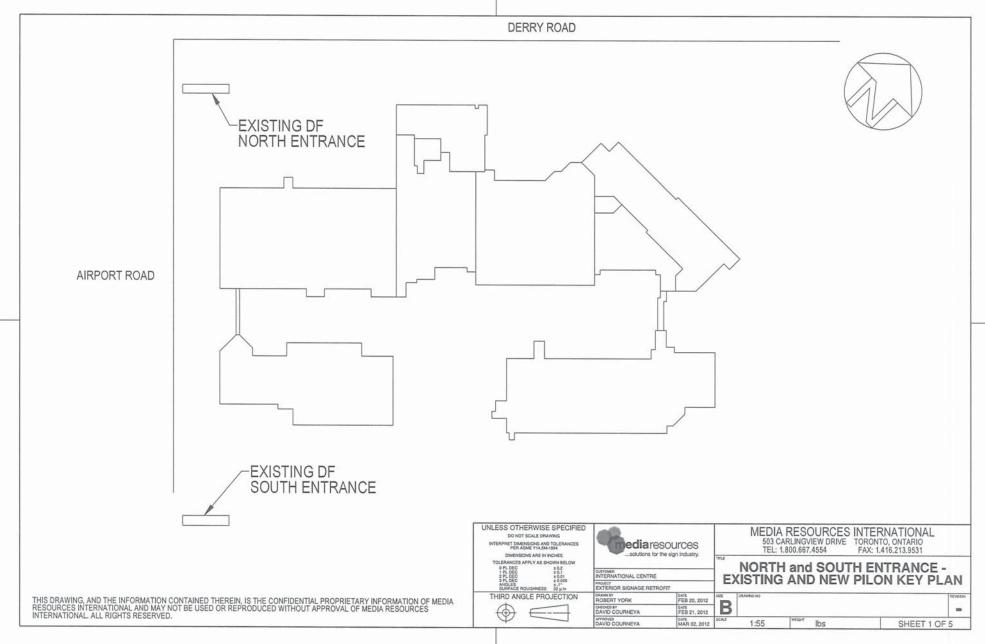
- 6. Proposed signs will not have any impact on public safety
- 7. Proposed signs are not expressly prohibited.
- 8. Proposed signs types are permitted sign types
- 9. Proposed signs will contribute to public place making and will enhance surrounding architectural context
- 10. Proposed signs will follow all regulation for message board and illuminated signs.

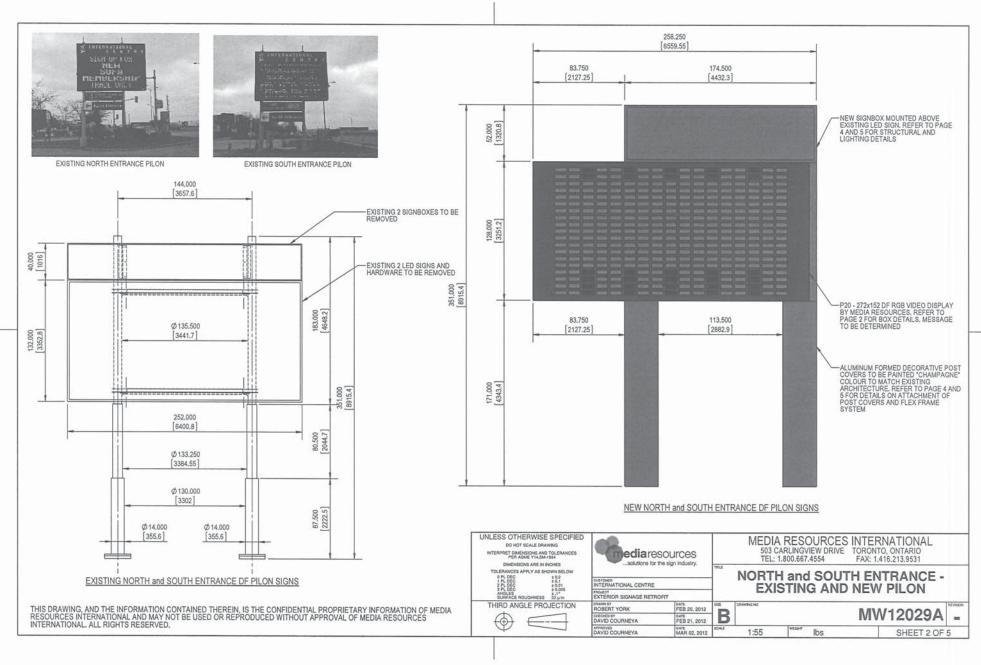
Regards

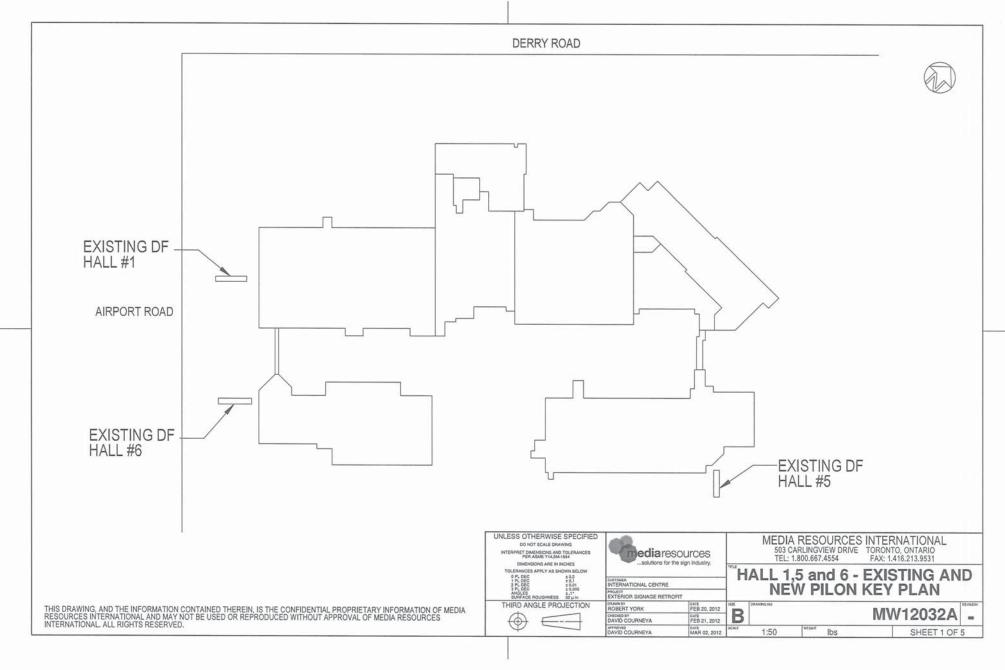
(Bhojani, Phil)

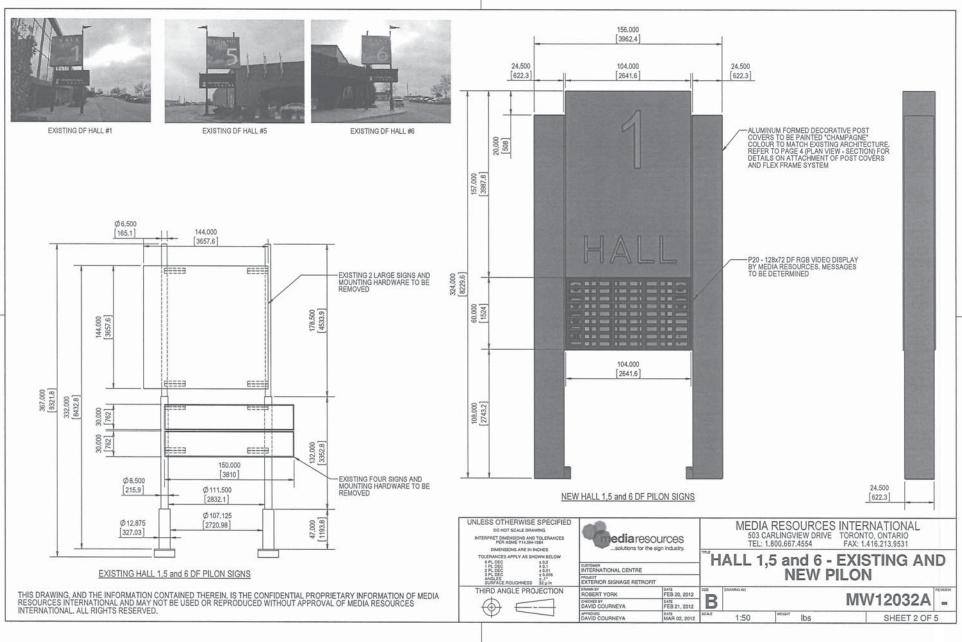


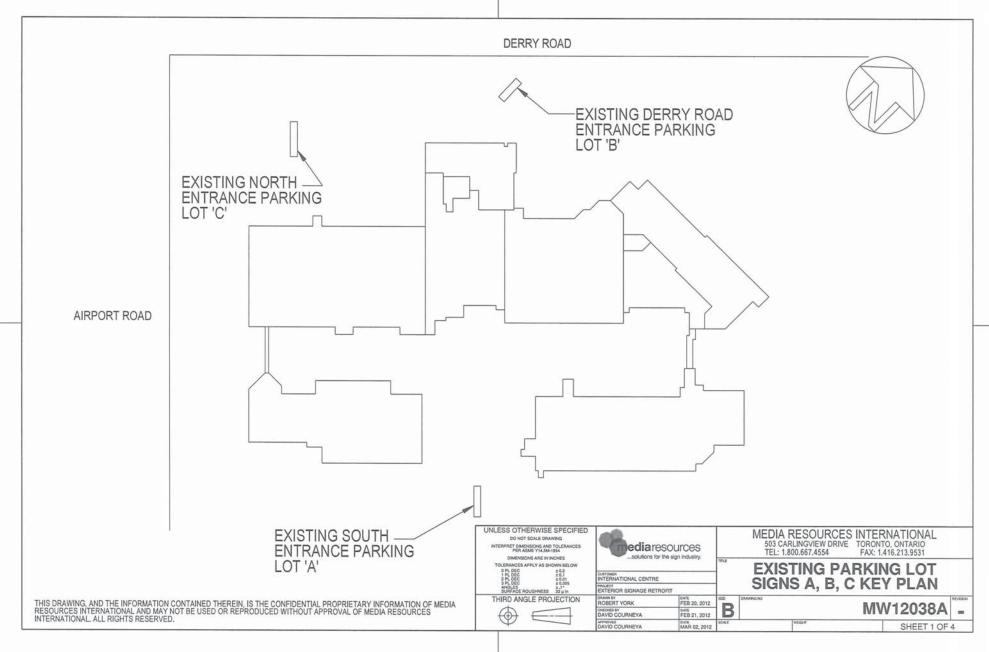


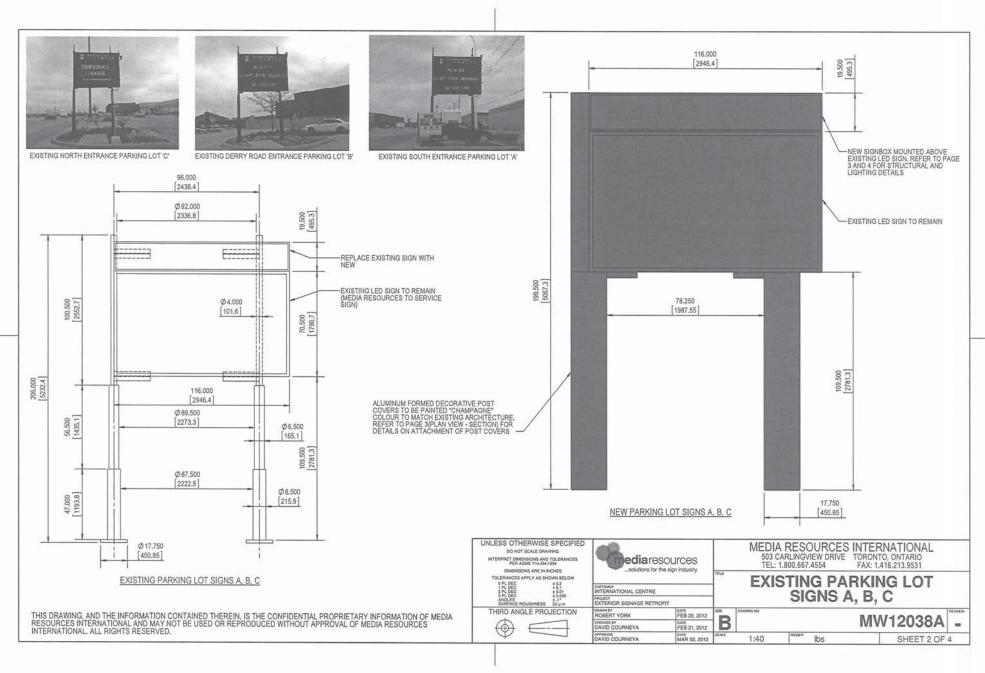


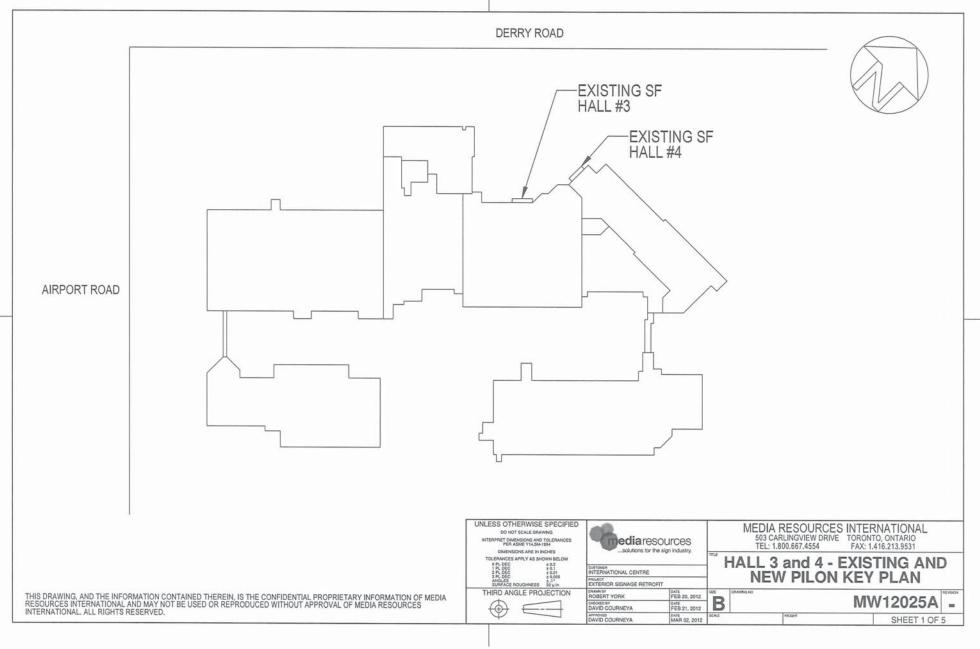


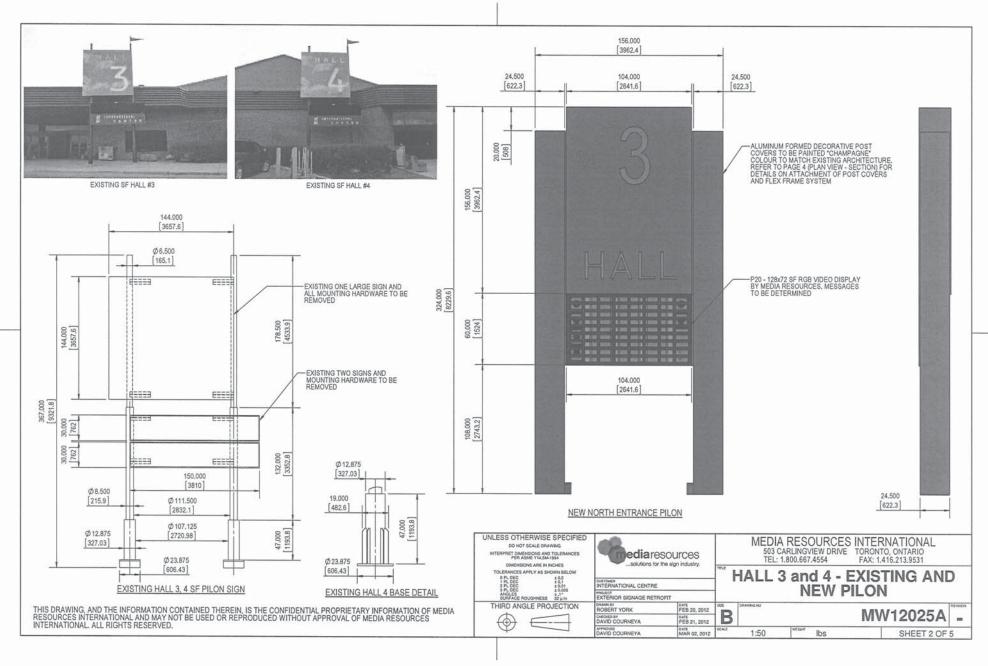














August 14, 2012

FILE: 12-01217

RE: Toronto International Academy

1140 Burnhamthorpe Rd. W. – Ward 6

The applicant requests the following variance to Sections 13 and 17(3) of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A fascia sign shall be attached an exterior	One (1) fascia sign not located on an exterior
wall of the unit occupied by the business.	wall occupied by the business.
Section 17(3)	Proposed
A fascia sign shall be erected no higher than	One (1) fascia sign to be located on the second
the upper limit of the first storey of a	storey of a building.
building.	

COMMENTS:

The proposed variance is for a fascia sign located above the second floor of a two storey building but not located on their unit. A variance was previously granted to a tenant of the adjacent building for a similar sign as proposed. The design and location of the sign is in keeping with the building design and therefore acceptable from a design perspective.

BURMAVE DEVELOPMENTS

720-780 Burnhamthorpe Rd. West, Mississauga. ON. C/o: 700 Applewood Crescent, Suite 100, Vaughan On. Phone: 416-987-6800. Fax: 416-987-6810.

June 6, 2012

Gary Mosca Property Manager Burmave Developments 416-987-6800 x 7619

To: Whom it may concern

Re: Permit Application # SGN BLD 12 1217 VAR

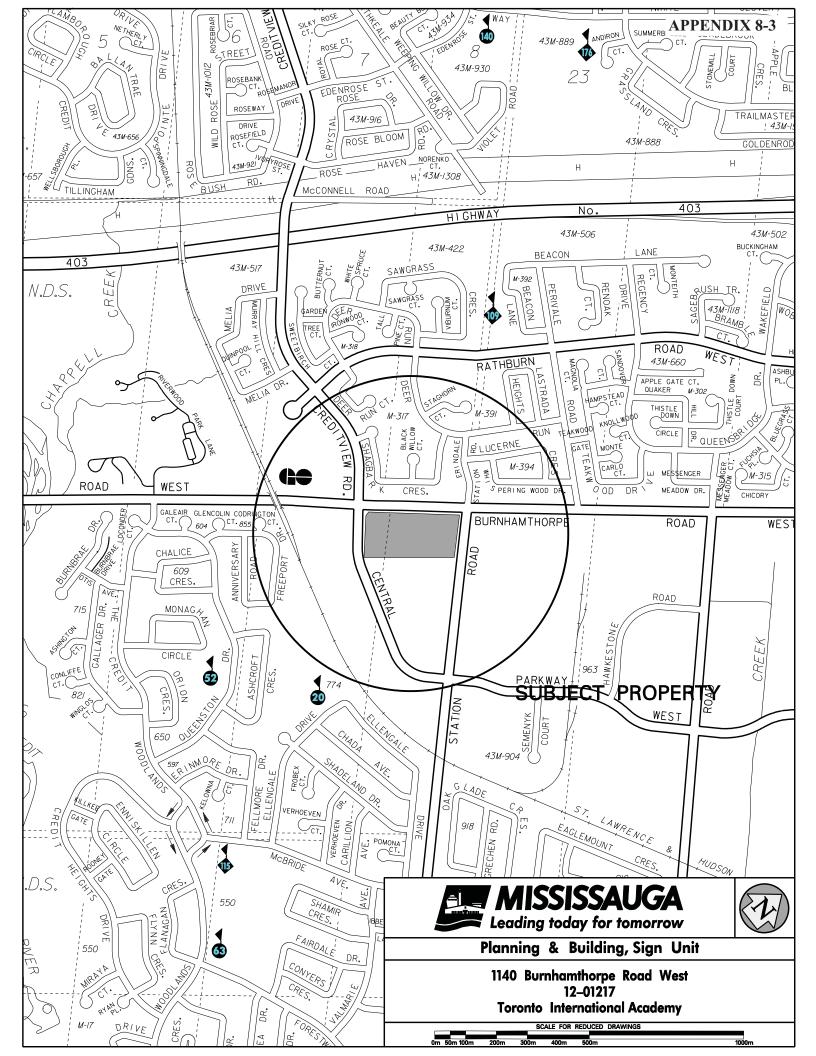
Dear Sir,

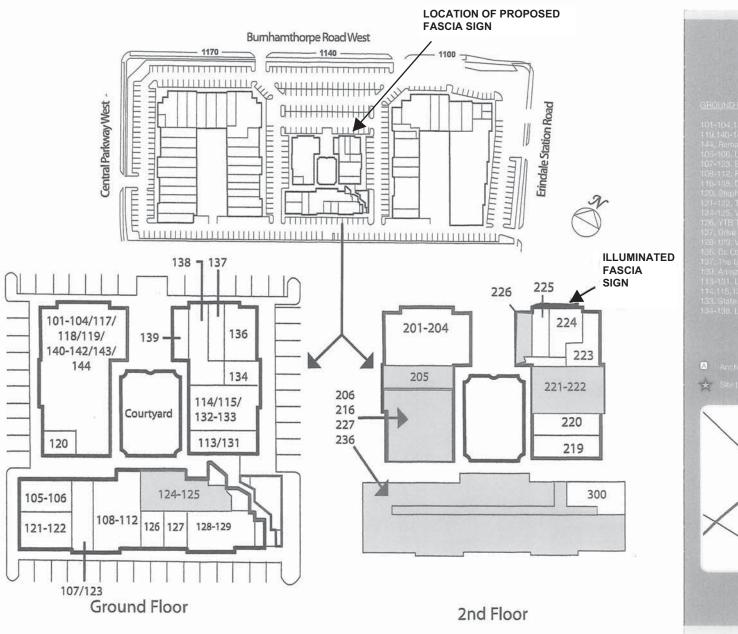
The Sign Factory Plus Inc. has submitted an application for a sign permit for our tenant, Toronto International Academy, located at 1140 Burnhamthorpe Road West, Suite 223, Mississauga. Due to the placement of the sign on the second floor of the building, a variance was also required. This tenant has decided to proceed with the variance, as they are very much in need of exposure for their business. Since all of the tenants on the ground floor occupy the entire sign band that is presently in place, there is nowhere for the second floor tenants, like T.I.A to identify themselves. We hope that by applying for the sign variance you will make an exception for my tenant to install a sign that is aesthetically consistent with the existing 2nd floor signs that are presently located on our property. I hope you will consider my request.

Looking forward to hearing from you regarding this matter.

Sincerely,

Gary Mosca, Property Manager





MISSISSAUGA (1140), ON BURNHAMTHORPE RD W & RUDY MASCI Manager, Leasing Tel; 416-987-6800 x7890 Email: masci@smartcentres.com



905-281-0870

720 Burnhamthorpe Rd. W Unit # 18 Mississauga, ON L5C 3G1

Site	Pla	an					
	Site	Site Pla	Site Plan				

Project		

Customer		
i.		

Drawing Title	
Drawing True	
1	

Drawn by	K.H.
Scale	As Shown
Date	April 20, 2012
Drawing No.	SIGNFAC-02



August 14, 2012

FILE: 12-01014

RE: GoodLife Fitness

6875 Meadowvale Town Centre Circle - Ward 9

The applicant requests the following variance to section 17(3) of the Sign By-law 0054-2002, as amended.

Section 17(3)	Proposed
A fascia sign shall be erected no higher than	Three (3) fascia signs to be erected on the
the upper limit of the first storey of a	second storey of the building.
building.	

COMMENTS:

This fitness facility is replacing a previous fitness facility. The proposed signs are positioned on the second storey of a two storey building to allow customers to easily identify the new business from a distance. The proposed corporate identification is proportional with the building façade. The Planning and Building Department find the variance acceptable from a design perspective.



May 24, 2012

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

Re: Letter of Rationale for GoodLife Fitness (GLF) signs at 6677 Meadowvale Drive in Mississagua

To whom it may concern,

We are having to apply for a variance for the signs at Meadowvale, because we have placed them on the second story of the building.

Our reasoning for placing the signs on the second storey of the building are as follows:

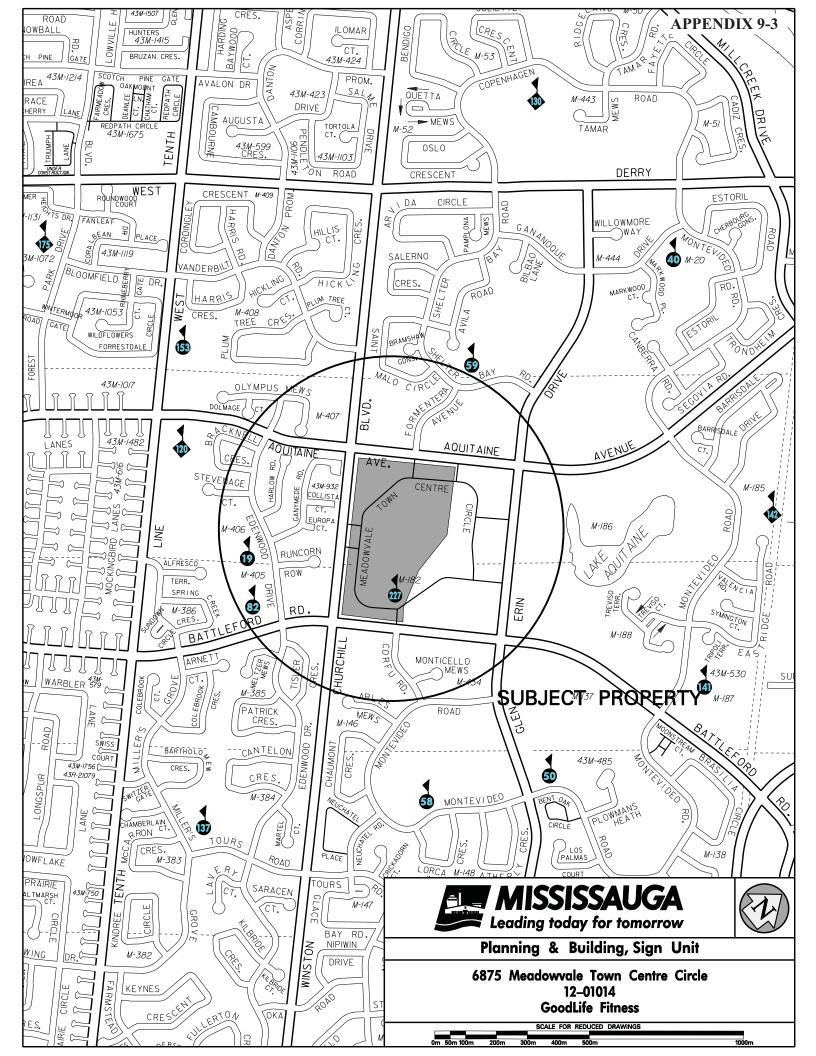
- 1. In order to be seen from any distance the sign is best on the second story.
- 2. Having a large sign on the second story helps to distinguish that there is a <u>new fitness club</u> that is now open at this location, it is not a "Premier Fitness" any more.
- 3. There is no other signs going on the building, GLF is the sole business in the building therefore it brands the building as GLF from top to bottom.
- 4. GLF's corporate logo has two layouts a stacked or a horizontally version. STACKED version if placed on the first story and lower the sign can be easily vandalized. HORIZONTAL version on the front of the building the letters will appear very small, with little or no impact to entice business growth.
- 5. The sign on the second storey looks very proportionate to the building and compliments the decor of the exterior.
- 6. It is in GoodLife's Corporate look to have a sign on the highest point of the building and as large as allowed.

If you have any questions or concerns please contact Leanne Deadman or Tyler Hoogkamp, 1-866-656-7446.

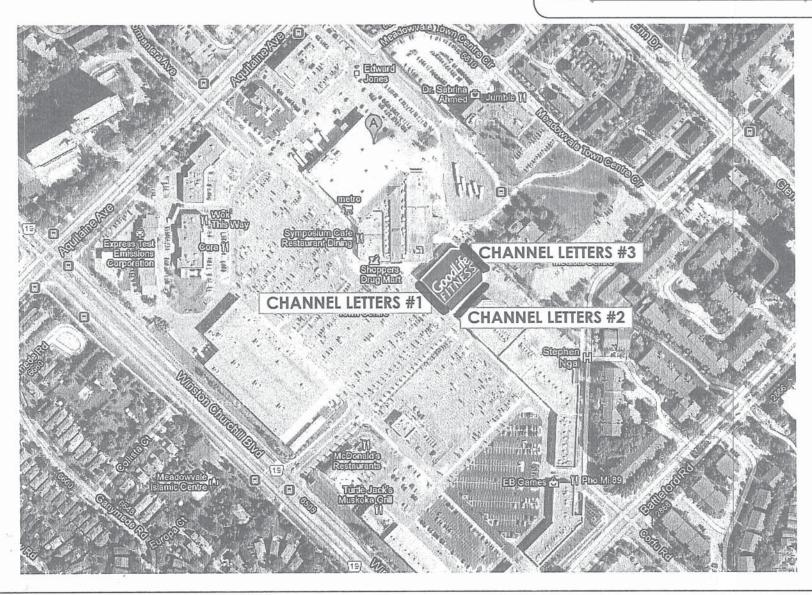
Regards,

Leanne Deadman

CC: Tyler Hoogkamp, Jeff VanHaern, Angela DeVincenzo



N



35 Ridgeway Circle, Woodstock ON N4V 1C9 Tel: 519.421.4470 • Fax: 519.421.4472

March 8 2012 GoodLife Fitness Clubs - 6677 Medowvale 6677 Meadowvale Town Centre Circle, Mississagua ON Location A (South-West Elevation)



Total Weight of "GoodLife" = 39.42 kg
Total Weight of "FITNESS" = 20.60 kg







Location "A"

APPENDIX 9-5

Phone 519.271.1707 fax 519.272.1707 www.sunsigns.ca signs@sunsigns.ca line 34, 2838b, stratford ontario, N5A 6S5 sunsigns

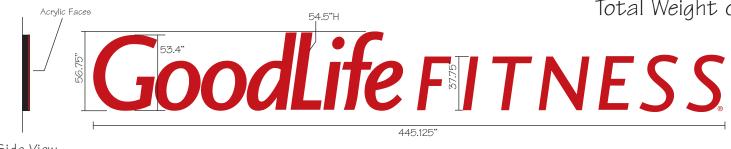
REVISION DATES April 11, 2012 - J.G. SIDES ONT FINISHED SIZE MATERIALS / COLOURS / OTHER "Red" Translucent Vinyl, Red Trimcap Aluminum construction See Proof 9/9 Painted "Black" SIGN OFF SIGNATURE DATE (see drawings) INSTALLATION NOTES 6677 Meadowvale Town Centre Circle, Mississauga ON DATE/LOCATION:

PROPOSED

GoodLife Fitness Mississauga / #6014 - Goodlife Meadowvale

Location B (South-East Elevation)

Total Weight of "GoodLife" = 30.16 kg Total Weight of "FITNESS" = 16.23 kg



Side View (GoodLife FITNESS)



PROPOSED

Existing





Location "B"

Phone 519.271.1707 fax 519.272.1707 www.sunsigns.ca signs@sunsigns.ca line 34, 2838b, stratford ontario, N5A 6S5 sunsigns

REVISION DATES April 11, 2012 - J.G. FINISHED SIZE MATERIALS / COLOURS / OTHER SIDES QNT "Red" Translucent Vinyl, Red Trimcap Aluminum construction 9/9 See Proof Painted "Black" (see drawings) SIGN OFF SIGNATURE DATE INSTALLATION NOTES 6677 Meadowvale Town Centre Circle, Mississauga ON DATE/LOCATION:

Location C (North-East Elevation)

Total Weight of "GoodLife" = 30.16 kg Total Weight of "FITNESS" = 16.23 kg



Side View (GoodLife FITNESS)



Existina





Location "C

Phone 519.271.1707 fax 519.272.1707 www.sunsigns.ca signs@sunsigns.ca line 34, 2838b, stratford ontario, n5a 6s5 sunsigns

REVISION DATES April 11, 2012 - J.G. SIDES ONT FINISHED SIZE MATERIALS / COLOURS / OTHER 'Red" Translucent Vinyl, Red Trimcap Aluminum construction 9/9 See Proof Painted "Black" (see drawings) SIGN OFF SIGNATURE DATE INSTALLATION NOTES 6677 Meadowvale Town Centre Circle, Mississauga ON DATE/LOCATION:



SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 11-06951

RE: Daniels First Home Long Valley

3075 Thomas Street - Ward 10

The applicant requests the following variance to Section 27 of the Sign By-law 0054-2002, as amended.

Section 27	Proposed
A construction site sign must have a	One (1) construction site sign with a setback of
minimum setback of 3.0m (9.84 ft.) from	0.81m (2.66 ft.) from a property line.
any property line.	

COMMENTS:

The proposed sign has been positioned a 0.81m (2.66 ft.) from the property line to allow space for construction activity. Sightlines and pedestrian movement along Thomas Street are not impacted by the sign. In this regard, the Planning and Building Department find the variance acceptable from a design perspective.

Daniels LR Corporation

Suite 3400 – 20 Queen Street West Toronto, ON M5H 3R3 Tele: (416) 598-2129

Fax: (416) 979-0415

May 31, 2012

Sign Division
Planning & Building Department
City of Mississauga
300 City Centre Drive, 3rd Floor
Mississauga ON
L5B 3C1

To Whom It May Concern:

RE: Sign Variance Application - Justification Letter

3075 Thomas St, Mississauga PL 43M-1762, Part of Block 3 Daniels LR Corporation

The enclosed Sign Variance Application is for a temporary construction site sign at Phase 2 of our "First Home Long Valley" new home community at 3075 Thomas Street that is currently under construction. This sign was originally installed in Phase 1 (Sign BP 08 3417) of this development and was subsequently removed and relocated to Phase 2 of this site as per Sign BP 11 6951.

In looking at potential locations for this sign along Thomas St., we were unable to meet the required 3.0m setback for the sign and still maintain a suitable setback from the building line in order to not impede our construction activities. As such, are requesting a reduced setback from the property line as detailed in the attached sketch. Given the substantial right—of-way along Thomas Street, we do not feel that this sign location has any adverse impact in terms of sightlines or pedestrian movement along Thomas Street.

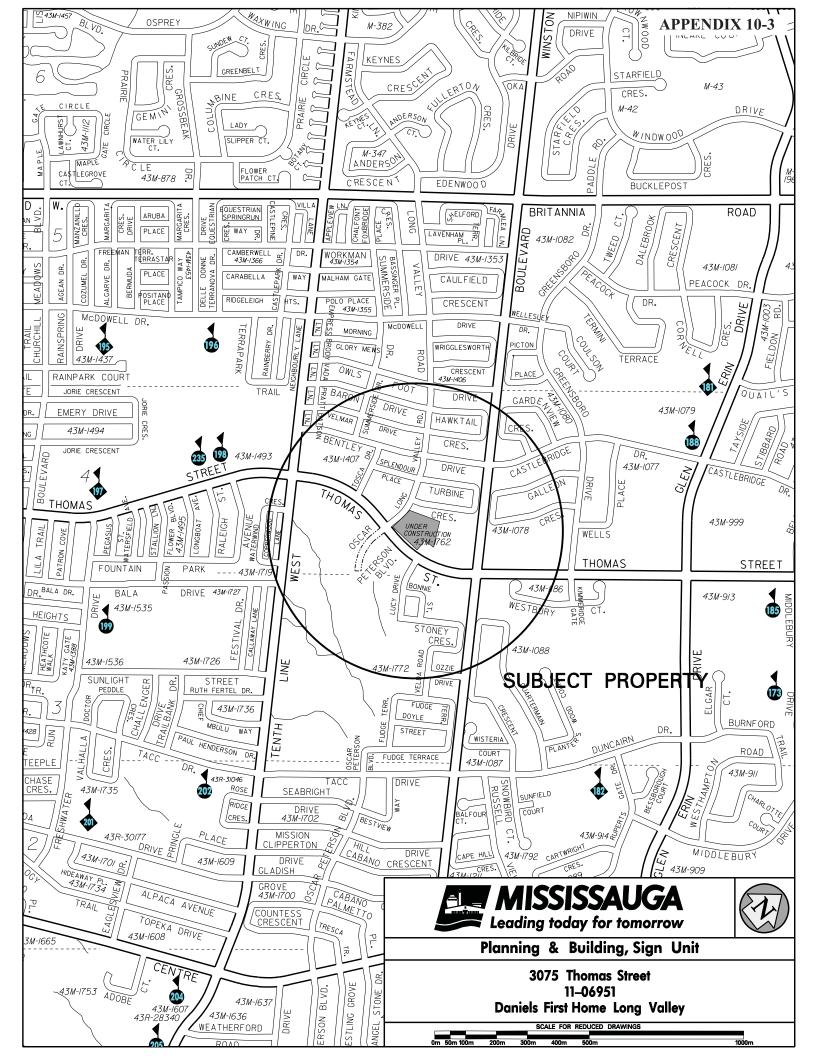
I trust the enclosed is satisfactory for the processing of this application. I can be reached at (905) 593-2118 should you require any further information or have any questions.

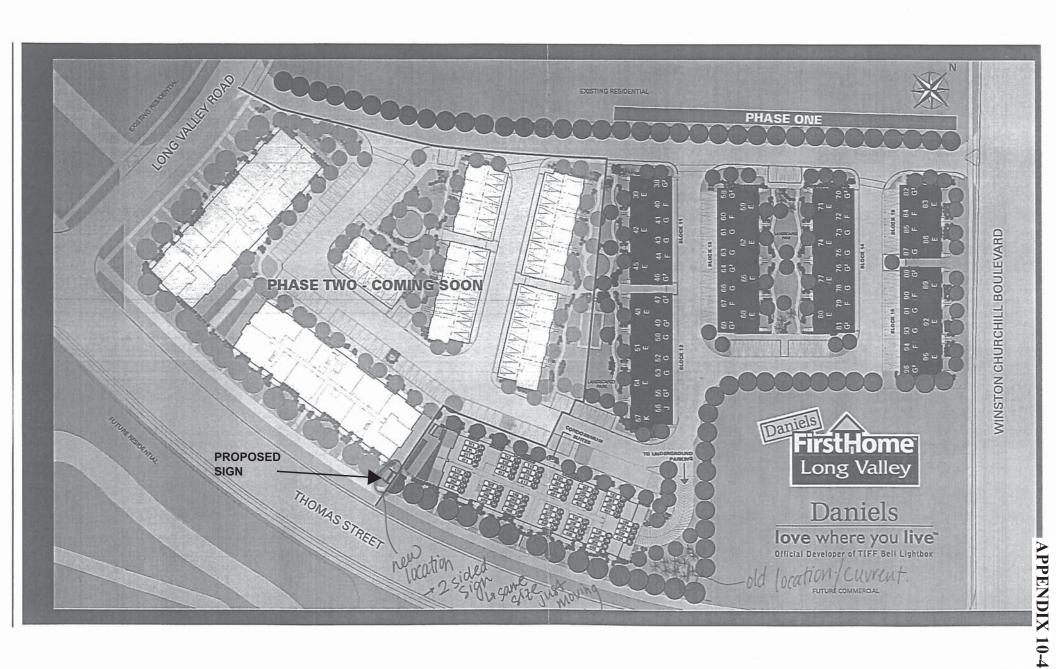
Sincerely,

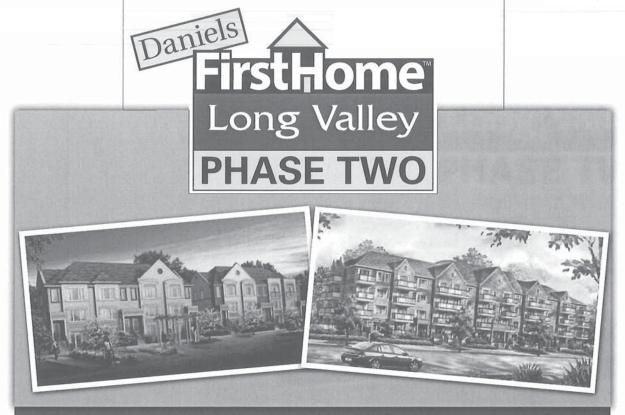
Jeff Robinson

Manager of Development

Encl.







COMING THIS FALL

FULLY-BUILT CONDOMINIUM SUITES & TOWNHOMES

REGISTER TODAY!

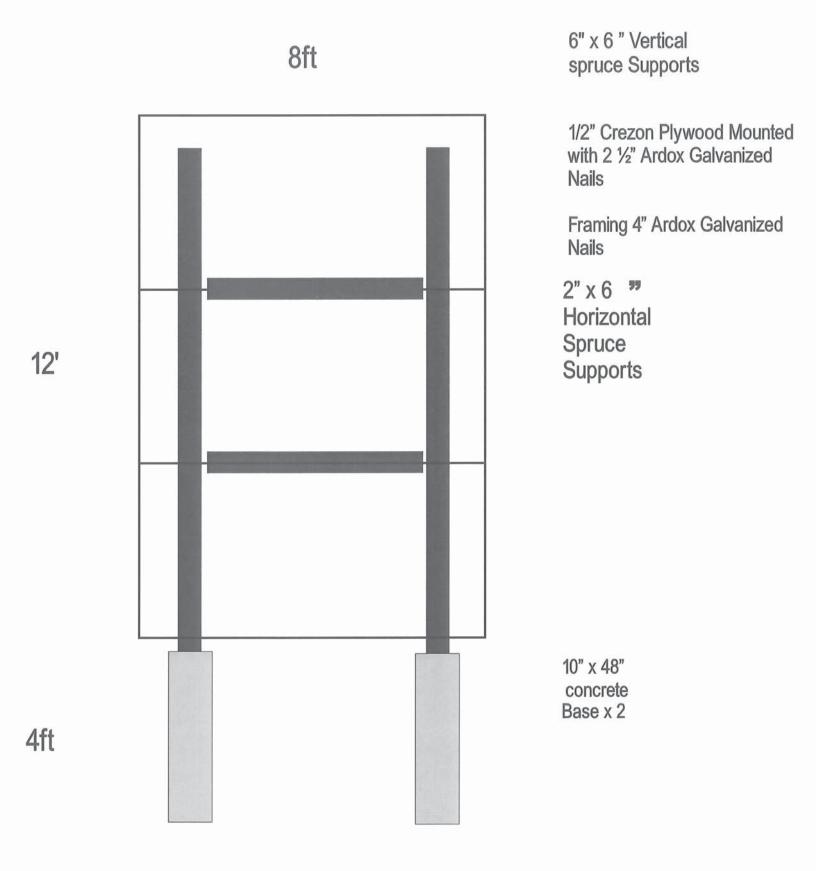
DanielsFirstHome.ca 905-814-0123

Daniels

love where you live™

Official Developer of TIFF Bell Lightbox

8ft x 12ft Double Sided





SIGN VARIANCE APPLICATION REPORT Planning and Building Department

August 14, 2012

FILE: 12-00327

RE: 583167 Ontario Inc.

4310 Sherwoodtowne Blvd. – Ward 4

The applicant requests the following variance to Sections 13 and 16(4) of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A ground sign for an office building is	One (1) ground sign for an office building with
permitted a maximum sign area of 15.0m ²	a sign area of 22.06m ² (237.51 ft ²).
$(161.5 \text{ ft}^2).$	
Section 13	Proposed
A ground sign for a commercial undertaking	One (1) ground sign for a commercial
is permitted a maximum height of 7.5m	undertaking with a maximum height of 9.5m
(24.6 ft).	(31.1 ft).
Section 16(4)	Proposed
The sign face of a ground sign may include a	One (1) ground sign with a changing copy sign
changing copy sign with a sign area not	with a sign area of 56% of the sign face of the
exceeding 50% of the sign face of the	ground sign.
ground sign.	

COMMENTS:

The proposed V-shaped ground sign requires a variance for; excessive area, excessive height, and excessive changing copy area of the sign. The proposed sign is facing Hurontario Street and has no impediments that would obstruct views of the sign. By the virtue that it is V-shaped, the sign is angled at each direction of traffic along Hurontario Street.

This property is in a prominent location of the Downtown and the Hurontario LRT main street project. The sign is not in keeping with the design goals for this area. In this regard, the Planning and Building Department cannot support the requested variance.		



5352 Glen Erin Dr. Mississauga, Ont. L5M 5C2 Canada

(905) 821-1500 Fax: (905) 821-0991 bobarrigo@rogers.com www.arrigosigns.com

Jan. 12, 2012

City of Mississauga Planning & Building Department 300 City Centre Drive Mississauga, Ontario

Dear Sirs:

Re: 583167 Ontario Ltd. / 4310 Sherwoodtowne Blvd., Mississauga, On.

I am pleased to advise you that Arrigo Signs & Graphics Inc is the agent, designer and sign supplier to the owner of the above-captioned property located at 4310 Sherwoodtowne Blvd.

We have been advised by the Mississauga Planning and Building Department to apply for a variance to permit the inclusion of additional height and the installation of static LED digital displays on the proposed V-format pylon sign.

This pylon serves as needed advertising for the business services provided through the lease holders in this building as well as the primary tenant Remax Realty Specialists Inc. Brokerage. The city's reconstruction of the roadway that runs along the west side of the property includes a tall privacy wall that completely blocks all visibility to the existing V-format lawn pylon on the property. Although our client bore considerable expence in the purchase of this pylon several months have passed since roadway reconstruction began, construction that has effectively eliminated the identification of the businesses of the lease holders. Throughout this time 10' tall tarpaulin type fencing has surrounded the property.

With respect to the city's design for high quality building facades and signage a design has been proposed (see attached) for the construction of a pylon sign, however it exceeds the height limitations of the by-law. Due to the privacy wall that will complete the new road construction we have needed to add a 7' tall base so the businesses advertising on the sign can be visible.

The design includes the installation of a static LED digital display on each side of the sign. As a sign professional of over thirty years, it is my opinion that this sign will be a great benefit to Mississauga residents and provide a very upscale enhancement to the property as well as to the busy city core business community.

I am recommending the additional pylon height to our client as a solution to the visibility problem presented by the city privacy wall and our client is looking for your favourable response to this solution.

We know and appreciate the City of Mississauga as an entity that endorses and assists businesses in our community and we respectfully request that you honour and comply with your own mandate to encourage the operation and growth of professionally run services such as my client and it's lease holders provide to the residents of Mississauga.

Many thanks, respectfully your,

Bob Arrigo

CEO / Arrigo Signs & Graphics Inc.

583167 ONTARIO INC.

BDC BUILDING

6850 Millcreek Drive Mississauga, Ontario, L5N 4J9 Gregory Gilmour: President 905-361-3444

January 16, 2012

Attention: City Of Mississauga

As a building owner and a large taxpayer in Mississauga, I am one of the few Buildings negatively affected by the BRT.

I have been working with Scott W Anderson <u>scottw.anderson@mississauga.ca</u> to try to lesson the burden of having this road relocated to the edge of my property. It was scheduled to go above Sherwoodtowne Blvd when I developed the property.

The vibration of the excavation is disturbing to my tenants and the future noise of the buses could negatively affect my ability to keep my building occupied with tenants at the same rates as I was achieving.

The pylon sign being visible will be a leasing incentive for the businesses in my building and assist me in keeping my building full.

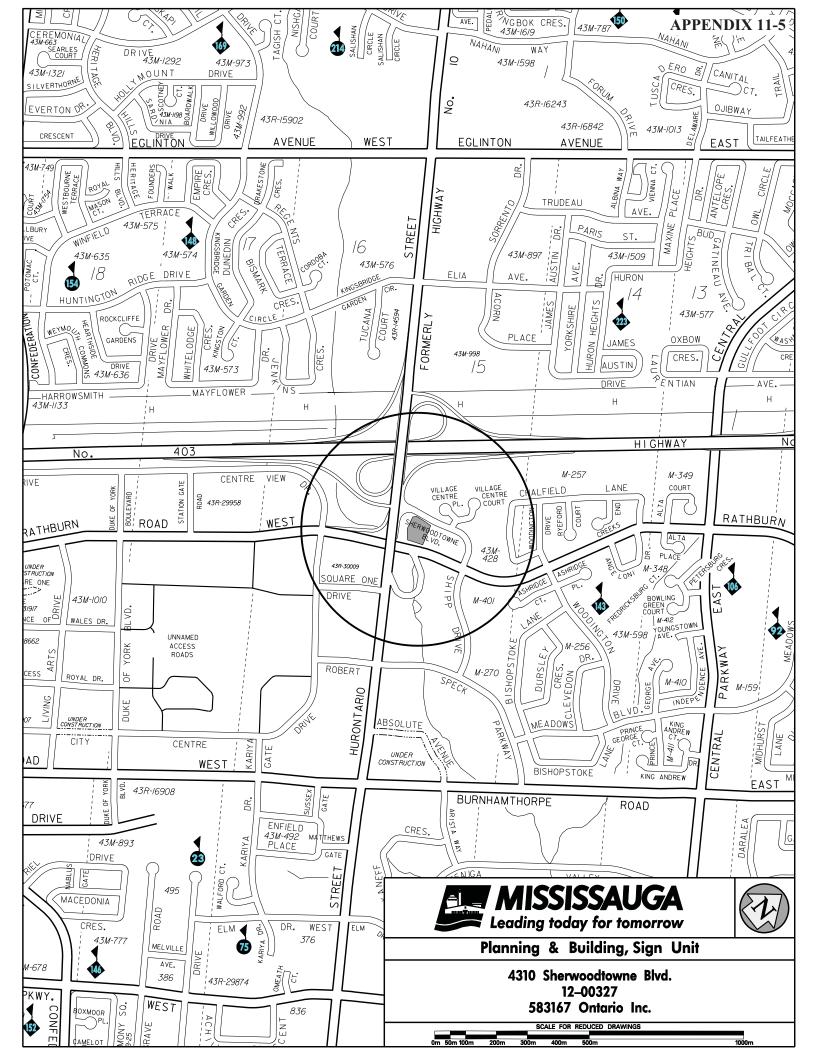
If you look at my history, the building has enjoyed almost 100% occupancy since I built it in 1999.

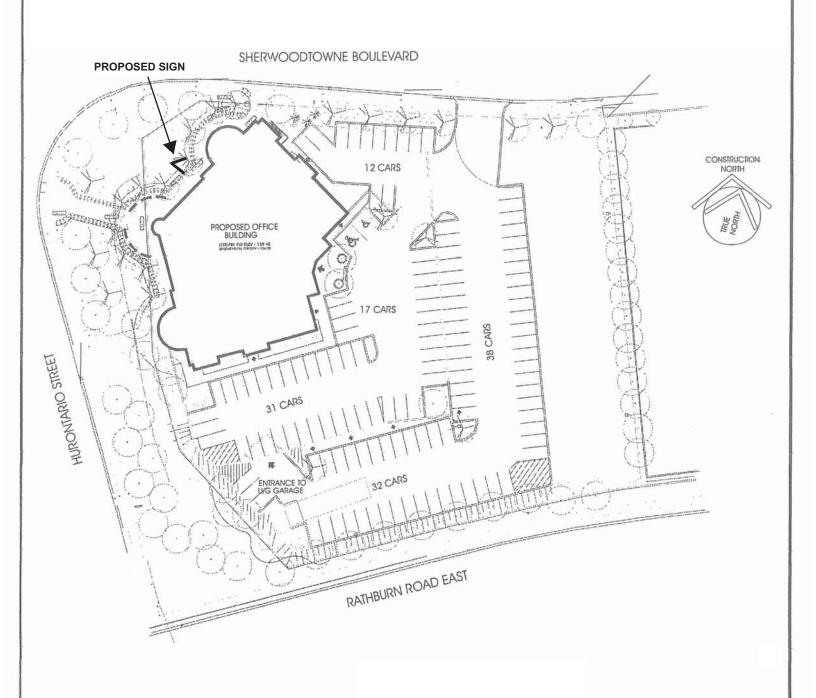
Recently I had a tenant move and for the first time I am having difficulty renting the space at rates that I have been achieving.

The construction is likely to last over a year and negatively affects my ability to lease my vacant space as well as the quiet enjoyment of my existing tenants.

Please assist me in getting the new pylon approved. The new Pylon with the electronic messaging will be a great asset to my tenants.

Greg Gilmon President





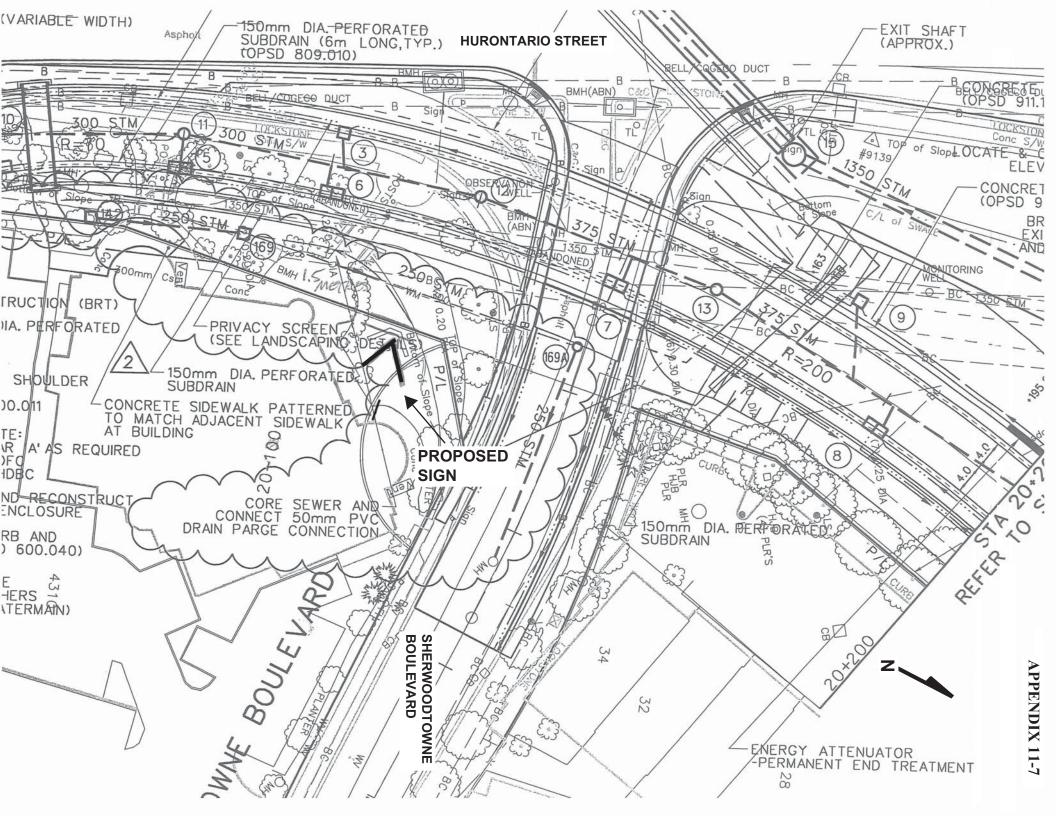
SITE PLAN

JUNE 03/98



SHERWOOD CORNERS COMMERCIAL DEVELOPMENT





SPECIFICATIONS

STRUCTURE:

<u>V-format</u> pylon on corrugated aluminum clad base

LOGO CABINET: Clear anodized aluminum box, REMAX logo to be routed out with 3/4"clear acrylic mounted internally and projecting through, letter faces premium transluscent vinyl film. Letters will produce a halo effect as panel is internally lit.

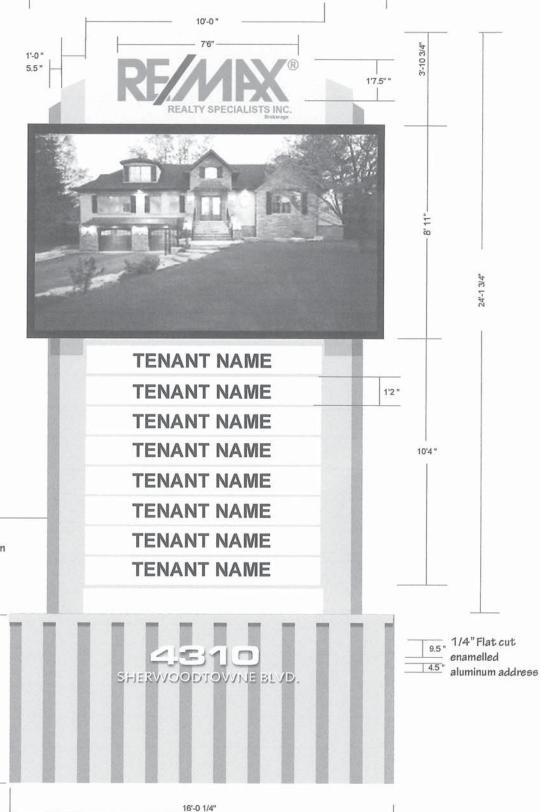
EMC: Two (2) Daktronics built 16mm Galaxy Pro Outdoor LED Gp3 Series Static Digital Display

TENANT CABINET:

Interior lit box accomodating (8) tenants

6" x 8" —— aesthetic aluminum column

1.01



14'-11 "

REMAX REALTY SPECIALISTS INC.

4310 SHERWOODTOWNE BLVD.

Drawn by: BOB ARRIGO

12-18-11

SCALE: 1/4" = 1'0"



3'-10 3/4"

SPECIFICATIONS

1'-0"

0'-6

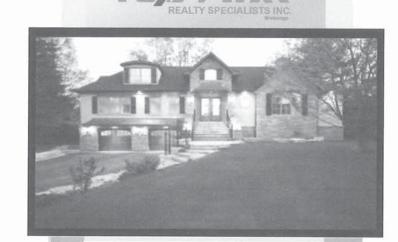
STRUCTURE:

<u>V-format</u> pylon on Bradstone base Option - <u>Double sided</u> Pylon

LOGO CABINET: Clear anodized aluminum box, REMAX logo to be routed out with 3/4"clear acrylic mounted internally and projecting through, letter faces premium transluscent vinyl film. Letters will produce a halo effect as panel is internally lit.

EMC: Two (2) Daktronics built 20mm Galaxy Pro Outdoor LED Gp3 Series Static Digital Display

TENANT CABINET: Interior lit box accomodating (8) tenants



14'-11 "

10'-0 "

TENANT NAME

REMAX REALTY SPECIALISTS INC.

4310 SHERWOODTOWNE BLVD.

Drawn by: BOB ARRIGO

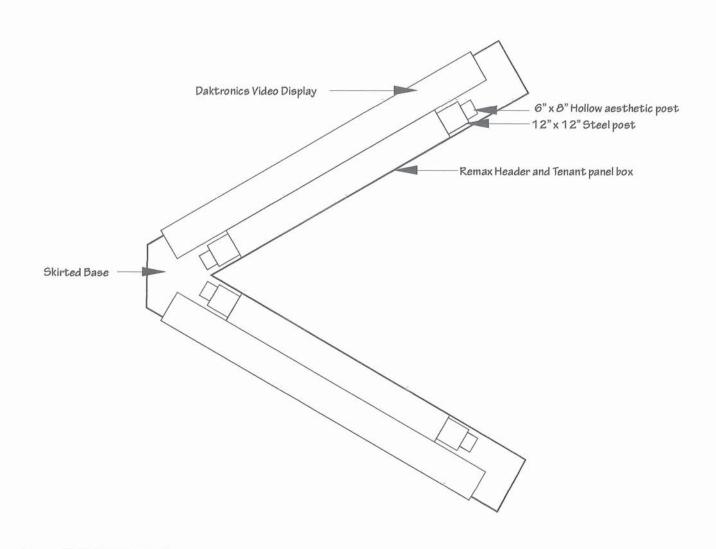
08-18-11

SCALE: 1/4" = 1'0"





SHERWOODTOWNE BLVD. V-FORMAT PYLON



REMAX REALTY SPECIALISTS INC.

4310 SHERWOODTOWNE BLVD.

Drawn by: BOB ARRIGO

12-18-11

SCALE: 1/4" = 1'0"

