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BL.03-SIG (2012)

## **PDC** OCT 15 2012

DATE:	September 25, 2012
TO:	Chair and Members of Planning and Development Committee Meeting Date: October 15, 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 September 25, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested three (3) Sign Variance Applications as described in the Appendices of the Report, be adopted in accordance with the following:

- 1. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 12-00703
     Ward 1
     RBC Royal Bank
     1530 Dundas St. E.

To permit the following:

(i) Three (3) directional signs having a height of 1.3m (4.5 ft.).

	(b)	<ul> <li>Sign Variance Application 12-00734</li> <li>Ward 5</li> <li>Marvin Windows &amp; Doors</li> <li>1455 Courtneypark Drive East</li> <li>To permit the following: <ul> <li>(i) A fourth (4<sup>th</sup>) ground sign fronting Courtneypark Drive East.</li> </ul> </li> </ul>		
	(c)	Sign Variance Application 12-01933 Ward 11 DeWalt Factory Service 6275 Millcreek Drive		
		To permit the following:		
		<ul> <li>One (1) fascia sign located on the north elevation of the building which does not face a street or where the main entrance to the building is located.</li> </ul>		
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 three (3) Sign Variance Applications (see Appendices) for approval by Council. Each application is 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:	RBC Royal Bank Appendix 1-1 to 1-9
	APPENDIX 2:	Marvin Windows & Doors Appendix 2-1 to 2-7
	APPENDIX 3:	DeWalt Factory Service Appendix 3-1 to 3-5

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor, Sign Unit

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## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

September 11, 2012

**FILE:** 12-00703

RE: RBC Royal Bank 1530 Dundas St. E. – Ward 1

The applicant requests the following variance to Section 18 of the Sign By-law 0054-2002, as amended.

Section 18	Proposed	
A directional sign shall have a maximum	Three (3) directional signs having a height of	
height of 1.2m (3.9 ft.).	1.3m (4.5 ft.).	

### **COMMENTS:**

The proposed directional signs are located internal to the site. The additional height proposed is minor in this instance and the size of the sign face is within the permitted area. In this regard, the Planning and Building Department finds the variance acceptable from a design perspective.

255 PINEBUSH ROAD, CAMBRIDGE ONTARIO CANADA NIT 1B9 PRIDEVSIGNS TEL: 519.622.4040 FAX:519.622.4031 WWW.PRIDESIGNS.COM

City of Mississauga 300 City Centre Drive Mississauga ON L5V 3C1

Attn: Mark Toliao

#### Dear Mark,

Please accept this letter as part of the application package for the RBC site located at 1530 Dundas St E. A variance was deemed required as the directional signs which we have proposed are larger than the bylaw permits in terms of their area as well as their height. We have proposed a total of three RBC directional signs at an overall height of 4'6" and an area of 0.76m2/side. The by-law permits a maximum height of 3.93' and a maximum area of 0.75m2/face.

The signs are an RBC corporate standard, and there are other sites in Mississauga which currently have them up, approved through variance. The signs are required to help clearly provide direction internally to the ATM drive thru. The signs are essential to the proper flow of vehicular and pedestrian movement on site, as well as an instrument of safety as they allow drivers the convenience of clearly seeing where the onsite amenities are so they can make controlled and calculated maneuvers on site safely rather than making rushed decisions which could jeopardize public safety.

The height increase from 3.93' to 4'6" allows the sign to be at eye level for people in their vehicles and also ensures that the directional portion stays visible despite snow drifts and piles from plowing during the winter months. The increase is not a drastic deviation from the by-law and would also afford RBC the opportunity to have a consistent sign display on a site to site basis.

Based on the above I would ask for your support of this application. The increase is not substantial, the signs are a device for public safety and they comply with RBC corporate standards. For any questions or concerns regarding the proposal please contact the undersigned.

Thank you, Nathan Dart

519-622-4040 x274 ndart@pridesigns.com











**APPENDIX 1-7** 





SP

255 PINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: 519.622.4040 FAX: 519.622.4031 WWW.PRIDESIGNS.COM



DRAWN BY: B. Guse DATE: January 19, 2012 **REVISION DATES:** 



**APPENDIX 1-9** 



## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

September 25, 2012

**FILE:** 12-00734

## RE: Marvin Windows & Doors 1455 Courtneypark Drive East - Ward 5

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

Section 13	Proposed	
Permits one (1) ground sign per street line.	A forth ground sign fronting Courtneypark	
	Drive East.	

## **COMMENTS:**

The variance is to permit one (1) additional ground sign located at the southeast corner of Courtneypark Drive East and Ordan Drive. The subject property has six separate buildings each with a different tenant and there are currently three existing ground signs along the 300m frontage of Courtneypark Dr. E. which identify three tenants on the property.

The proposed ground sign located at the southeast corner of Courtneypark Drive East and Ordan Drive is adjacent to this tenant's building.

The signs are well spaced along the street frontage of the subject property, do not have a negative impact on the aesthetics of the streetscape and do not duplicate information. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



2012-06-18

Mr. Jeffery Grech, Planning and Building Department Building Division City of Mississauga 300 City Centre Drive, Mississauga, ON. L5B-3C1

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Dear Mr. Grech,

Re: Application for Sign By-Law Variance Marvin Windows and Doors 1455 Courtney Drive East, Mississauga, ON. L5T 2E3 Our File: #10251 City File: #SGNBLD 12-0734

Further to our previous communication on the above matter, the purpose of this letter is to provide planning justification for the above-noted Sign By-Law variance application for Marvin Windows and doors.

#### Background

The attached site plan drawing with set-backs for 1455 Courtney Drive East - identifies 5 existing ground sign locations that were approved and are being used by other independent businesses at that location. These ground signs cannot accommodate any other businesses names.

#### Sign By-Law Variance Request

The purpose of the Sign By-Law Variance request is to permit a (1) single sided, non-illuminated ground sign for Marvin Windows and Doors at 1455 Courtney Drive East.

1. Main Ground Sign - please refer to attachment #2

#### Sign By-law

Sign By-law of City of Mississauga presently permits one (1) ground sign per street frontage. The sign Bylaw provides for council to consider variances. Applicants must demonstrate how the variance requested satisfies the intent of the By-law or how it is compliant with the By-law and would create unreasonable hardship for the applicant.

## MARVIN WINDOWS OF CANADA





#### Proposed Ground Sign

A graphic of the proposed ground sign is illustrated in **attachment #2**, which is similar to the existing ground signs.

#### **Planning Justification**

The purpose of the sign By-law is to avoid "Sign Clutter" and allow for signage at a reasonable scale. Marvin Windows and Doors proposing a ground sign, which they believe is in scale of the other ground signs as well as keeping with the same look and size of the other ground signs. The proposed ground sign location meets the minimum set-back requirement of 3.0 m from the driveway entrance and 0.6 m from the parking area.

It is our opinion that the proposed ground sign is tasteful and keeping with the site's design. The ground sign is the same or smaller than the other existing signs. The other 5 tenants on the block were permitted a ground sign in front of their location. Therefore, we are submitting this variance application to be permitted a similar ground sign in front of our location. We have no sign on the building because the trees are so large and mature – they are blocking the view of the building from the street. With no building and ground sign to identify ourselves, and the limitations of no other ground sign allowed - as they are owned/dedicated to other tenants - our customers cannot find us.

#### Conclusions

We believe the variance to the sign By-law as requested by Marvin Windows and Doors satisfies the intent of the sign By-law in terms of height, width and set-backs restrictions. In our opinion the proposed sign is of quality design and size is consistent with the other signs on the property.

The concern of Marvin Windows and Doors is that other businesses have a ground signs to identify their location and Marvin Windows and Doors is struggling with no sign – therefore, customers will not be able to find the location of our show room.

Should you have any questions regarding the application, please do not hesitate to contact me, otherwise, we look forward to this matter going before council.

Yours Truly,

Natalia Gordillo, Marvin Windows and Doors 1455 Courtney Drive East, Mississauga, ON. L5T 2E3



## MARVIN WINDOWS OF CANADA

1455 Courtneypark Drive East Mississauga, Ontario LST 2E3 905-670-5052 1-800-263-6161 FAX 905-670-0364 Canadlan Window and Door Manufacturers Assoclation





**APPENDIX 2-5** 







## SIGN VARIANCE APPLICATION REPORT Planning and Building Department

September 25, 2012

**FILE:** 12-01933

RE: DeWalt Factory Service 6275 Millcreek Drive - Ward 11

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

Section 13	Proposed	
Permits a fascia sign to be located on an	One fascia sign located on the north/side	
exterior wall facing the street or which the	elevation which does not face a street or which	
main entrance to the building is located.	the main entrance to the building is located.	

## **COMMENTS:**

The proposed fascia sign is on the north side of the building over their service department entrance which faces onto a parking lot and driveway. The fascia sign provides identification of their service department. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

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1140 BLAIR ROAD BURLINGTON ONTARIO, L7M 1K9

ph: 905-335-6664 fx: 905-335-2712 e-mail: info@jonesneonsigns.com

Date: July 3, 2012

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

Re: Sign Variance Application for a Second Wall Sign at 6275 Millcreek Dr

On behalf of Stanley Black & Decker, we request your consideration and approval to allow a second fascia wall sign to be installed on the north elevation of the building located at 6275 Millcreek Drive in an industrial zone.

The second wall sign would be installed over a public entrance to the building, and would be advertising the secondary business of Stanley Black & Decker; Dewalt Factory Service.

We feel the building is large enough to house a second fascia wall sign and would also not affect the community or the city of Mississauga in any negative fashion. The sign is quite small compared to the size of the property and it allows for the community/public to identify all aspects of business at this property and for those entering the building it provides good visibility to one of the entrances on the building.

If you require anything further or have any questions or concerns, please don't hesitate to contact me.

Regards,



Phone: (905) 335-6664 Fax: (905) 335-2712 Email: christina@jonesneonsigns.com

www.jonesneonsigns.com

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ברהוזין גרוהקבורה לוווידות וידויוידים בבהודילי Estaplished 1941





#### #12-1933 NORTH ELEVATION Design Loads (City of Mississauga): Wind load: \*Applying for a sign variance for this sign. q 1/10= 0.37 KPa (7.73 psf), q 1/50= 0.49 KPa (10.24 psf) Importance category: Normal SIGN AREA: 57.49 sf. (5.3 sm.) Importance factors: Iw [ULS]= 1.0, Iw [SLS]= 0.75 Factored wind pressure [ULS]= 1.78 KPa (37.18 psf) - 11-5 1/2" --WEIGHT: 366 lbs± Factored wind pressure [SLS]= 0.95 KPa (19.85 psf) -3.4m Snow loads: Ss= 1.1 KPa (22.98 psf), Sr= 0.4 KPa (8.36 psf) Importance category: Normal Importance factors: is [ULS]= 1.0, is [SLS]= 0.9 Factored snow load [ULS]= 1.28 KPa (26.74 psf) Factored snow load [SLS]= 1.15 KPa (24.02 psf) - 5.0 -1.5m VERTICAL ANGLE STIFFENERS FACTORY SERVICE 11/2" x 11/2" x 3/16" @ 4'-0"± O/C BOSTITCH | PORTER + CABLE | BLACK&DECKER -FASTENER LOCATIONS @ 4'-0"± O/C SCALE: 3/8"=1'-0" **PROVIDE ONE (1) NEW ILLUMINATED FASCIA SIGN** 3M VINYL GRAPHICS APPLIED TO 1st SURFACE OF WHITE 17oz FLEX FACE MATERIAL SIGNCOMP BLEED RETRO FRAME COVER 2122, SIGNCOMP BLEED RETRO FRAME 2105, -7"10.5m 1111 EX-8 ALUMINUM FILLER, PAINTED BLACK 1 ILLUMINATED BY H.O. DAYLIGHT FLUORESCENT LAMPS 20'-. PMS COLORS 3M VINYL MATCH DEVIALT 123 C x 2 Sunflower 3630-25 (Dewalt & Underlines) 34'-2'-6" 172 C Orange 3630-44 14'-0"± 4.2m 0 143 C Sunflower 3630-25 (Yellow Above Bostitch) 1 Y 4 Regal Red 3630-187 186 C Black 3630-22 Blac SCALE: NTS CENTRE 12223 1093'-0"± 333.1m Pland. GAN ENGINEERING INC. H. R. ATTIA CONSULTING ENGINEERS - STRUCTURAL DIVISION 90455031 2344 LAKESHORE RD. WEST, OAKVILLE, June 13, 2013 ONTARIO, L6L 1H5 Tel. 289-837-1333 email, info@sigmacaneng.com website, www.sigmacaneng.com

Customer:	Dewalt	Sales:	Clayton Jones			1140 Blair Rd. Burlington, ON
Address:	6275 Millcreek Dr., Building A	Date:	May 22 /12		LARGE FORMAT	L7M 1K9
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**APPENDIX 3-5**