



Corporate Report

Clerk's Files

Originator's
Files

BL.03-SIG (2012)

PDC NOV 19 2012

DATE: October 30, 2012

TO: Chair and Members of Planning and Development Committee
Meeting Date: November 19, 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 October 30, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested seven (7) 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 12-02177
Ward 4
Easy Health Centre
377 Burnhamthorpe Rd. E.

To permit the following:

- (i) One (1) fascia sign not located on the exterior wall of the unit.

- (b) Sign Variance Application 12-02582
Ward 6
McDonald's
1256 Eglinton Ave. W.

To permit the following:

- (i) Two (2) fascia signs on the west side elevation of the building that does not face a parking lot or driveway.

- (c) Sign Variance Application 12-00786
Ward 8
The Daniels Corporation
2550 Eglinton Avenue West

To permit the following:

- (i) Fourteen (14) banner signs.
- (ii) Four (4) construction site signs with a total sign area of 211.14 sq. m (2272.69 sq. ft.).

However, the proposed signs must be removed if construction does not commence within a year and must be removed upon completion of the project.

- (d) Sign Variance Application 12-01293
Ward 8
Vandyk – Meadows On The Green Limited
3170 Erin Mills Parkway

To permit the following:

- (i) Five (5) Vandyk banner signs.
- (ii) Four (4) construction site sign faces. Sign 3 with a sign area of 130.81 sq. m (1408.3 sq. ft.) and Sign 4 with a sign area of 88.44 sq. m (951.96 sq. ft.).

- (iii) Sign 1, 3, and 4 with a setback of 0 m (0 ft.) and Sign 2 with a setback of 2.3 m (7.55 sq. ft.) from the property line.
- (iv) Sign 3 with a setback of 2.04 m (6.69 ft.) and Sign 4 with a setback if 2.36 m (7.74 ft.) from the driveway entrance or exit.
- (v) Three (3) construction site signs erected along Erin Mills Parkway to have a distance less than 100 m (328.08 ft.) from each construction site sign.
- (vi) Three (3) construction site signs erected along Erin Mills Parkway to have a combined sign area of 234.86 sq. m (2528.01 sq. ft.)

However, the proposed signs must be removed if the development does not proceed within a year or when the construction of the project is completed.

- (e) Sign Variance Application 12-02217
Ward 9
Good Life Fitness
6875 Meadowvale Town Centre Circle

To permit the following:

- (i) One (1) additional sign erected higher than the upper limit of the first storey of a building.

- (f) Sign Variance Application 12-01782
Ward 10
Pioneer Gas Station
3015 Thomas Street

To permit the following:

- (i) A fascia sign with a copy area of 25.7% of the canopy area.

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

- (a) Sign Variance Application 12-01809
Ward 1
Creekside Crossing
1500 Dundas Street East

To not permit the following:

- (i) Two (2) ground signs each with an area of 38.56 sq. m (415.06 sq. ft.) located approximately 135m apart.
- (ii) Two (2) ground signs each with a height of 9.14m (30.0 ft.).

The requested variances for increased sign height and increased sign area are excessive and would set a precedent for other business along Dundas Street East. The requested variances are not within the intent of the Sign By-law.

BACKGROUND:

The *Municipal Act* states that Council may, upon the application of any person, authorize minor variances from the Sign By-law if in the opinion of Council the general intent and purpose of the By-law is maintained.

COMMENTS:

The Planning and Building Department has received seven (7) 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 Board, as in a development application under the *Planning Act*.

ATTACHMENTS:

- APPENDIX 1: Easy Health Centre
Appendix 1-1 to 1-6
- APPENDIX 2: McDonald's
Appendix 2-1 to 2-8
- APPENDIX 3: The Daniels Corporation
Appendix 3-1 to 3-6
- APPENDIX 4: Vandyk – Windows On The Green Limited
Appendix 4-1 to 4-8
- APPENDIX 5: Good Life Fitness
Appendix 5-1 to 5-6
- APPENDIX 6: Pioneer Gas Station
Appendix 6-1 to 6-6
- APPENDIX 7: Creekside Crossing
Appendix 7-1 to 7-7

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor, Sign Unit



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-02177

RE: Easy Health Centre
377 Burnhamthorpe Rd E. - Ward 4

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

Section 13	Proposed
A fascia sign shall be located on an exterior wall of the unit containing the entrance to the unit or facing a parking lot.	One (1) fascia sign not located on the exterior wall of the unit.

COMMENTS:

The unit occupied by the business is located on the second floor of the shopping centre and does not have an exterior wall. The Sign By-law does not permit businesses to have fascia signs on exterior walls of units which they do not occupy. However, precedents have been established as many businesses on the second floor and do not have an exterior wall have signage along the top of the first storey of the building in a consistent sign band.

The Planning and Building Department have no objection to the requested variance from a design perspective.

#12-2177 - AUG 28/12 -



ORIENTAL ORIENTAL COMPUTER GRAPHIC

256 Denison Street
Markham, ON L3R 1B6
Tel: 905-475-7446 Email:orisigns@yahoo.ca

August 24, 2012

Subject: Application for Sign Variance-377 Burnhamthorpe Rd E

Dear Officer,

We are the authorized agent of EASY HEALTH CENTER who is the tenant of Unit2, 377 Burnhamthorpe Rd E to apply for the sign variance.

The sign permit application number is SGNBLD 12 2177.

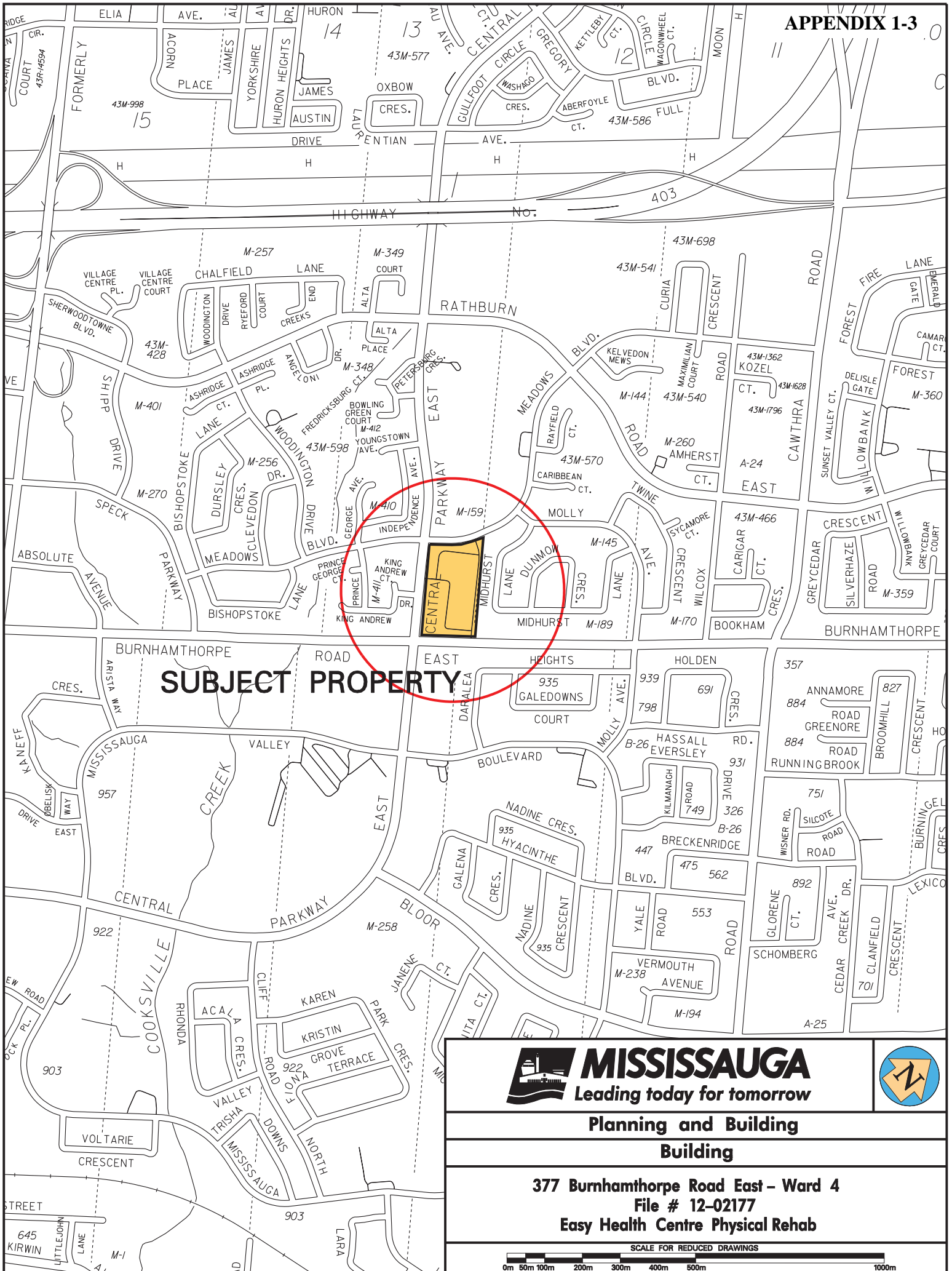
The Unit 2 is inside the building, but the landlord allows this tenant to install the sign on the exterior wall. According to the Mississauga Sign OBC Plan Examiner Jeffery Grech's Note, we are required to apply this sign variance.

Please process this variance application.

Best Regards,

Mingo Fan

Mingo Fan
Director
ORIENTAL COMPUTER GRAPHIC



SUBJECT PROPERTY

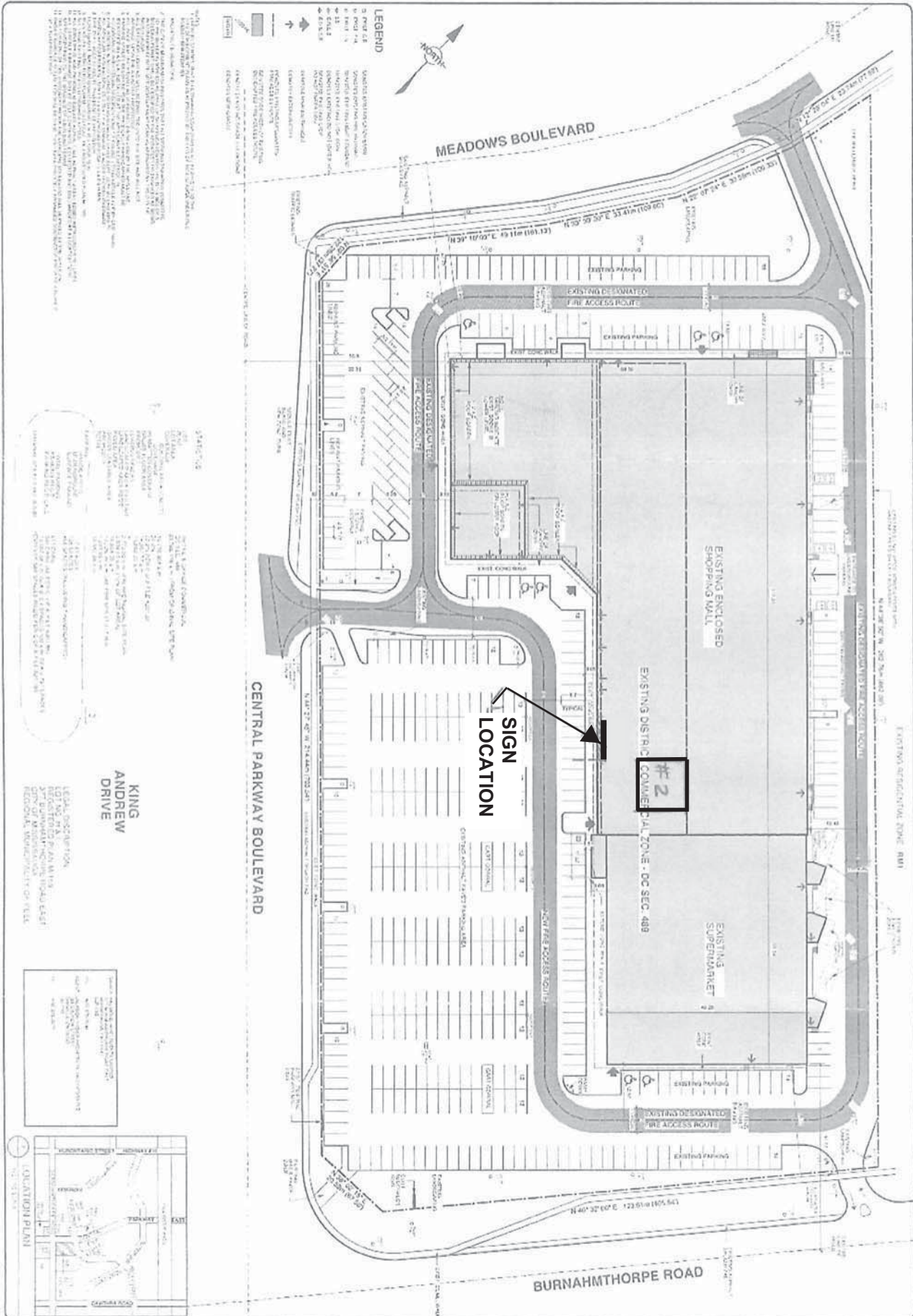
MISSISSAUGA
 Leading today for tomorrow



**Planning and Building
 Building**

**377 Burnhamthorpe Road East – Ward 4
 File # 12-02177
 Easy Health Centre Physical Rehab**





NO.	DATE	DESCRIPTION
1	04/14	PRELIMINARY
2	04/14	REVISED
3	04/14	REVISED
4	04/14	REVISED
5	04/14	REVISED
6	04/14	REVISED
7	04/14	REVISED
8	04/14	REVISED
9	04/14	REVISED
10	04/14	REVISED

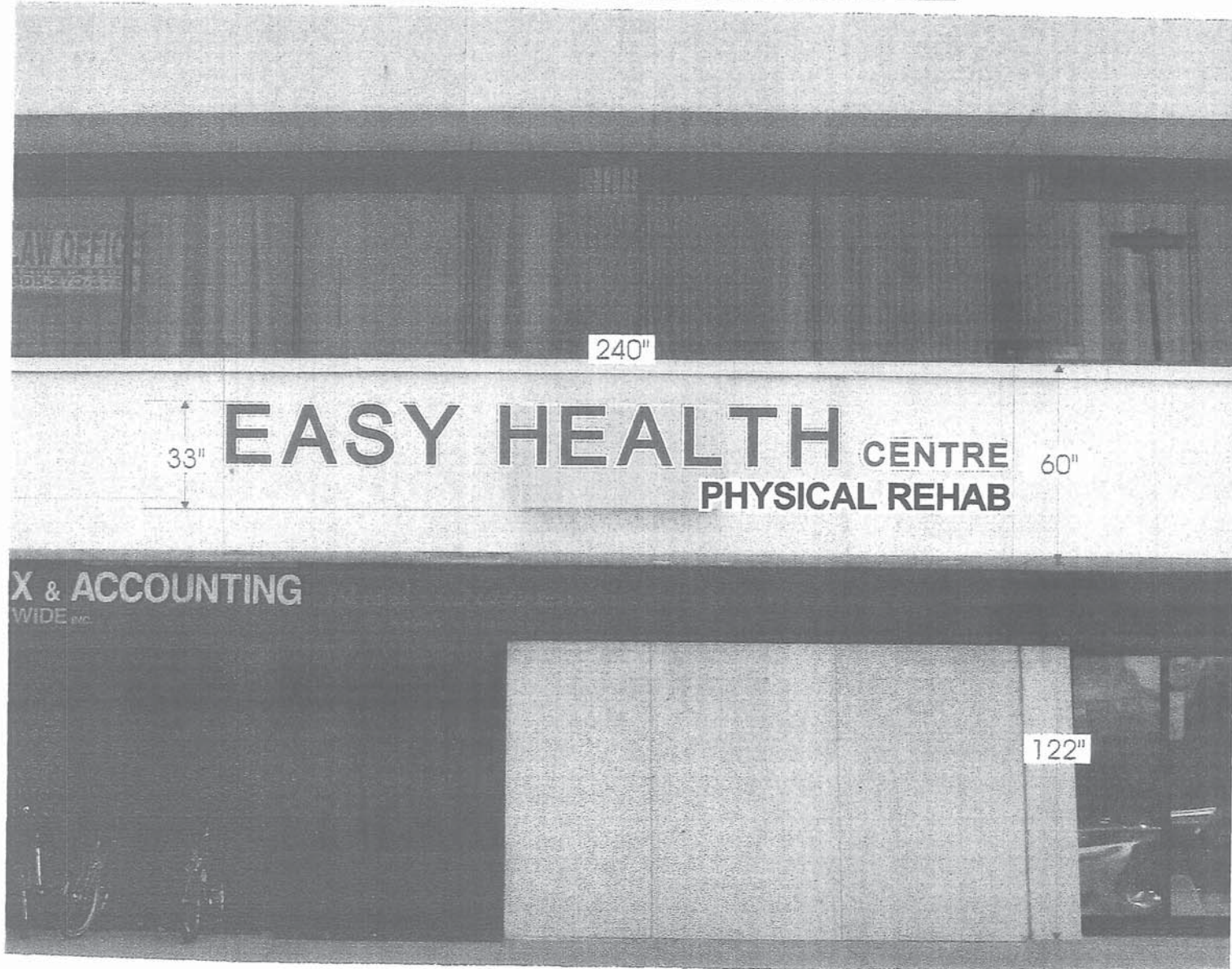
SITE PLAN

CENTRAL PARKWAY MALL
 377 BURNHAMTHORPE ROAD EAST MISSISSAUGA, ONTARIO

Jackson Hydrot
 4800 SHEPPARD AVENUE EAST
 SCARBOROUGH, ONTARIO M1S 1T2
 TEL: (416) 291-1111
 FAX: (416) 291-1112
 WWW.JACKSONHYDROT.COM

NO.	DATE	DESCRIPTION
1	04/14	PRELIMINARY
2	04/14	REVISED
3	04/14	REVISED
4	04/14	REVISED
5	04/14	REVISED
6	04/14	REVISED
7	04/14	REVISED
8	04/14	REVISED
9	04/14	REVISED
10	04/14	REVISED

EASY HEALTH CENTRE MISSISSAUGA STORE



FRONT VIEW

Oriental Computer Graphic
Signs & Letters

256 Denison Street
Markham, Ontario L3R 1B6
TEL: (905) 475-7446
FAX: (905) 604-6066
E-mail: crsigns@yahoo.ca

CLIENT

EASY HEALTH CENTRE

LOCATION

MISSISSAUGA

PROJECT

CHANNEL LETTERS

FILE NAME

EHC_M_CL_240X33

DATE OF DRAWING

JULY 18, 2012

SCALE

1:32

SALESYMAN

MINGO

ELECTRICAL REQUIREMENT

120 VOLTS, AMPS

REMARK

REMARK:

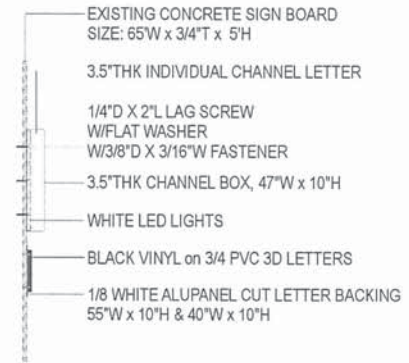
ADDRESS:
377 BURNHAMTHORPE RD E., U#2
MISSISSAUGA, ON
L5A 3Y1

CLIENT APPROVED / DATE

EASY HEALTH CENTRE 3.5"Thk Individual LED Channel Letter & Channel Box



FRONT VIEW



SIDE VIEW

Oriental Computer Graphic
Signs & Letters

256 Denison Street
Markham, Ontario L3R 1B6
TEL: (905) 475-7448
FAX: (905) 604-6066
E-mail: orisigns@yahoo.ca

CLIENT

EASY HEALTH CENTRE

LOCATION

MISSISSAUGA

PROJECT

CHANNEL LETTERS

FILE NAME

EHC_M_CL_#240X33

DATE OF DRAWING

AUGUST 13, 2012

SCALE

1:25

SALESMAN

MINGO

ELECTRICAL REQUIREMENT

120 VOLTS, AMPS

REMARK

REMARK :

ADDRESS:
377 BURNHAMTHORPE RD E., U#2
MISSISSAUGA ON
L5A 3Y1

CLIENT APPROVED / DATE



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-02582

RE: McDonald's
1256 Eglinton Ave. W. – Ward 6

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

Section 13	Proposed
The area of a fascia sign in a commercial undertaking cannot exceed 20% of the building façade area of first storey. In addition, fascia signs cannot exceed 15% of the building wall of the first storey if located on the side or rear elevations of the building which do not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use within 100m of this building façade.	Two (2) fascia signs on the west side elevation of the building that does not face a parking lot or driveway.

COMMENTS:

The proposed fascia signs are on the west side of the building which faces the drive thru lane and a gas station on the adjacent property. The size of the proposed fascia signs are less than what would be permitted if they faced their own parking lot or driveway. The fascia sign provides identification of the business for those travelling eastbound along Eglinton Avenue West. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

Permit World^{inc.}

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

August 20, 2012

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

Attn: Darren Bryan

Re: Sign variance application for McDonald's, 1256 Eglinton Avenue West

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

A variance is required as the signs are located on an elevation not facing a parking lot or driveway and face another property.

This is an existing McDonald's location which is currently undergoing a complete upgrade. Part of that process is a full renovation of the exterior elevations and new signs are being installed. The two signs in question face onto the drive-thru lane and feature the McDonald's golden arches and a new McCafe sign.

The total area of the two signs represents 2.3% of the area of the building elevation and will not alter the character of the area or negatively impact the existing conditions. The existing signs are generally larger than those being proposed. The facing property is a gas station and the area between the two properties is well landscaped with a cluster of small trees providing some shielding of the signs from the street.

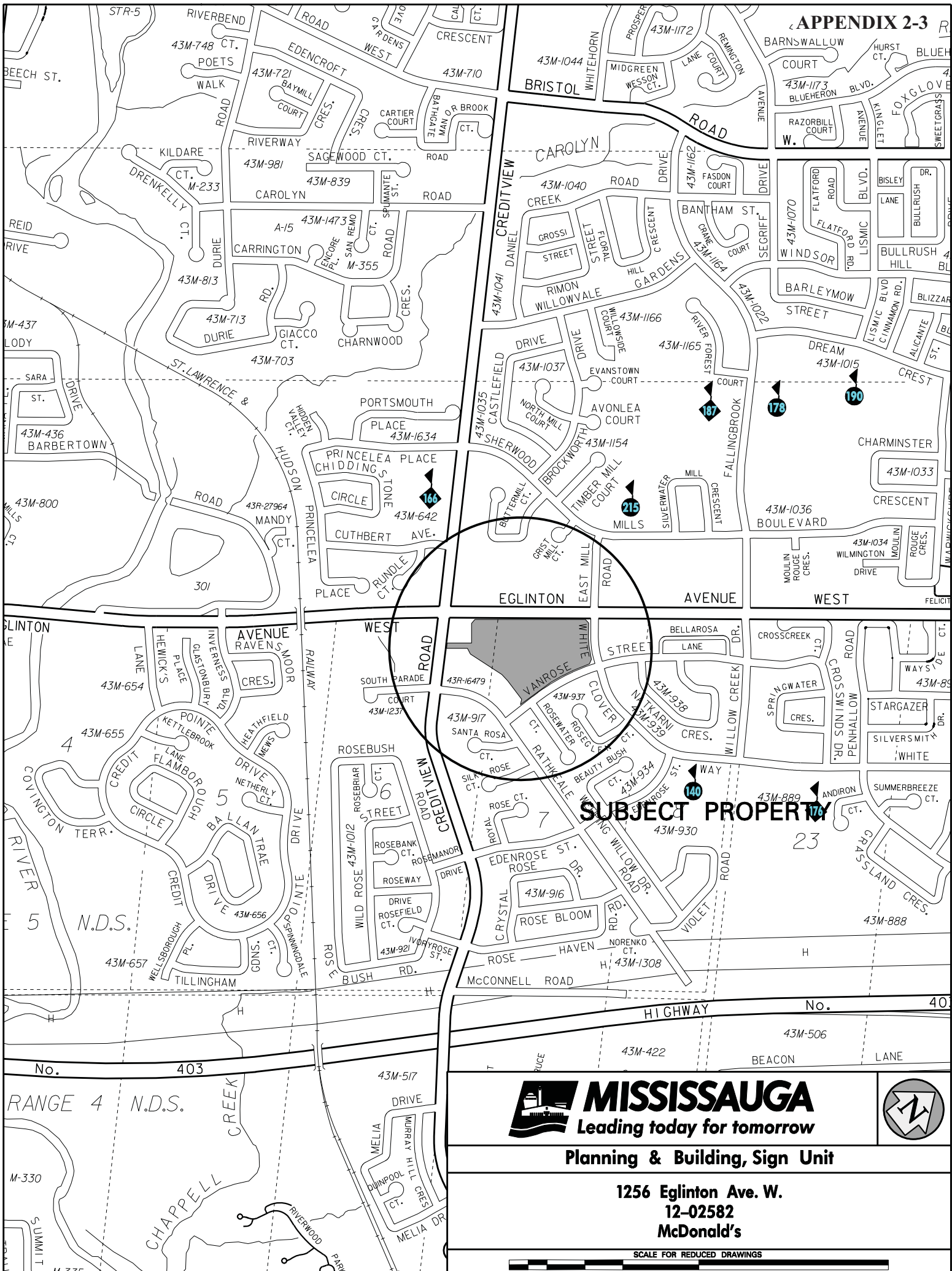
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,



Gilda Collins

admin@permitworld.ca



SUBJECT PROPERTY



MISSISSAUGA
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Planning & Building, Sign Unit

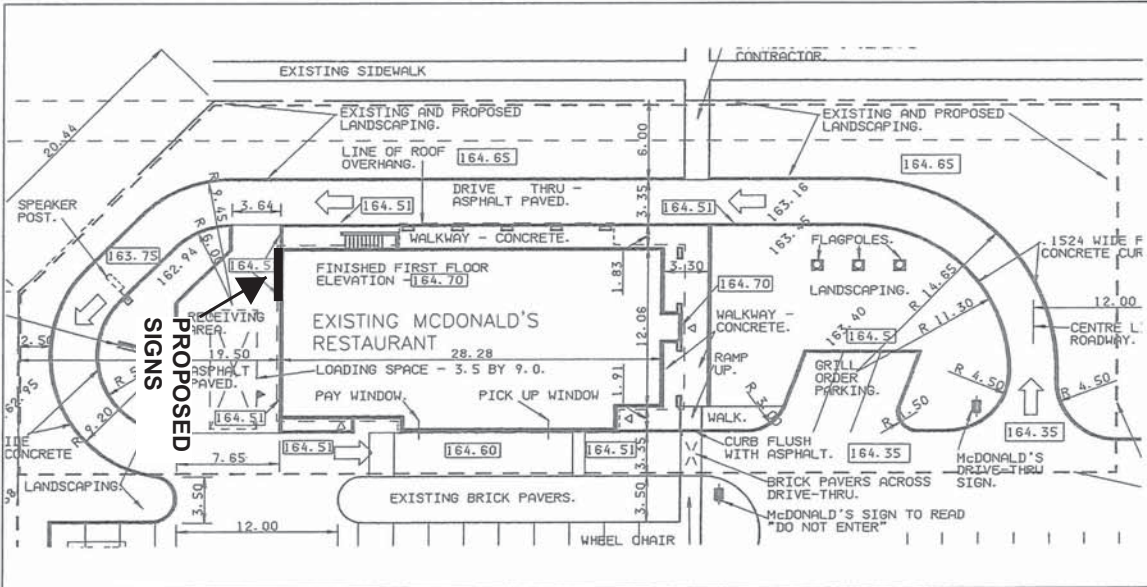
**1256 Eglinton Ave. W.
12-02582
McDonald's**

SCALE FOR REDUCED DRAWINGS





2 KEY PLAN
A1.1 NOT TO SCALE



1 SITE PLAN
A1.1 NOT TO SCALE

OBC MATRIX			
ITEM	ONTARIO BUILDING CODE DATA MATRIX	OBC REFERENCE	
1	PROJECT DESCRIPTION: <input type="checkbox"/> NEW <input type="checkbox"/> PART 11 <input type="checkbox"/> PART 3 <input type="checkbox"/> PART 9 <input type="checkbox"/> ADDITION <input type="checkbox"/> ALTERATION 11.1.10 11.4 2.1.1 2.1.1 <input type="checkbox"/> CHARGE IN USE <input type="checkbox"/> ALTERATION		
2	MAJOR OCCUPANCIES: AG ASSEMBLY	3.1.2 (1)	3.1.2
3	BUILDING AREA (m ²): EXISTING 432 NEW TOTAL 1,132	1.1.3.2	1.1.3.2
4	GROSS AREA (m ²): EXISTING 432 NEW TOTAL 1,132	1.1.3.2	1.1.3.2
5	NUMBER OF STOREYS ABOVE GRADE: 1 BELOW GRADE: 1	3.2.1.1 & 1.1.3.2	2.1.1.3
6	HEIGHT OF BUILDING (m) 8.4H (BLAZE FEATURE 7.3H)		3.1.1.19
7	NUMBER OF STREET/ACCESS ROUTES: 2	3.2.2.10, 3.2.2.3	3.1.1.19
8	BUILDING CLASSIFICATION: 3.2.2.20	3.2.2.21	3.1.1.1
9	SPRINKLER SYSTEM PROPOSED: <input type="checkbox"/> ENTIRE BUILDING <input type="checkbox"/> BASEMENT ONLY <input type="checkbox"/> IN LIEU OF POOR RATING <input type="checkbox"/> NOT REQUIRED	3.2.2.20-43 3.2.1.5 3.2.2.17	3.1.1.1 3.2.2.17
10	STANDPIPE REQUIRED: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	3.2.9	N/A
11	FIRE ALARM REQUIRED: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	3.2.4	3.10.2.2
12	WATER SERVICE SUPPLY IS ADEQUATE: <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	3.2.3.7	N/A
13	HIGH BUILDING: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	3.2.6	N/A
14	CONSTRUCTION: <input type="checkbox"/> CORUSTIBLE <input checked="" type="checkbox"/> NON-CORUSTIBLE OR BOTH	3.2.2.21-83	3.1.1.1
15	MEZZANINE AREA (m ²): N/A	3.3.1 (2)(B)	3.1.1.1
16	TOTAL OCCUPANCY LOAD BASED ON: OCCUPANT LOAD: EXISTING 170, NEW 1, NEW 1, TOTAL 181 <input type="checkbox"/> m ² PERSON <input checked="" type="checkbox"/> DESIGN OF BUILDING	3.1.1.1	3.1.1.3
17	BARBER-FREE DESIGN: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	3.8	3.1.2
18	HAZARDOUS SUBSTANCES: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	3.3.1.2 (1) & 3.3.1.1 (1)	3.1.1.3
19	REQUIRED: HORIZONTAL ASSEMBLIES: FIRE FLOORS 1 HOURS ROOF 8 HOURS MEZZANINE 5 HOURS FRM OF SUPPORTING MEMBERS: FLOORS 1 HOURS ROOF 8 HOURS MEZZANINE 5 HOURS	LISTED DESIGN OR DESCRIPTION (S-3) 3.2.2.1	3.1.1.1 3.1.1.1

DATE	BY	CHK	DESC
2018-01-11
2017-12-15
2017-12-15
2017-12-15

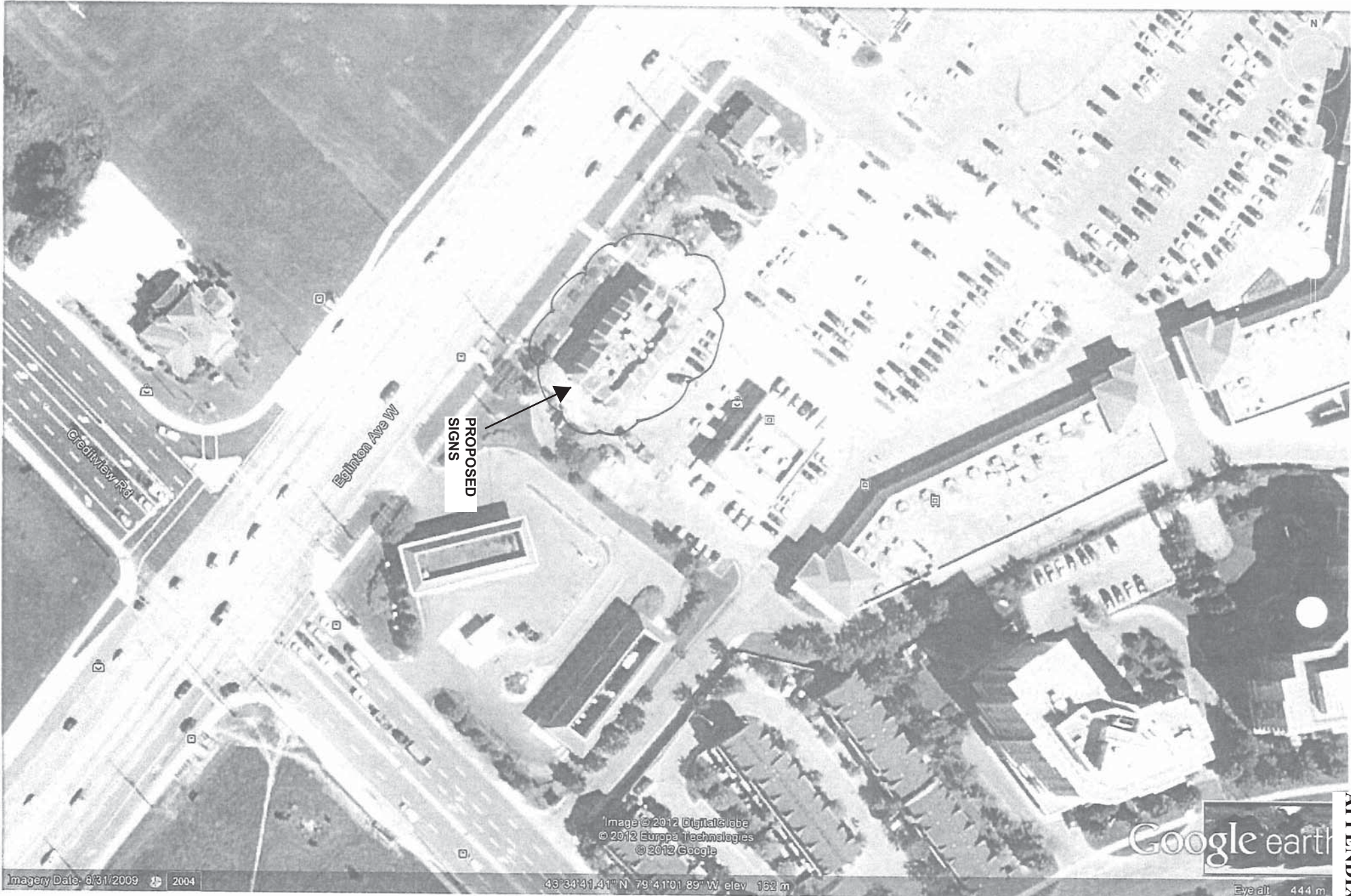
TURNER FLEISCHER
TURNER FLEISCHER ARCHITECTS INC.
47 Dundas Street East, Suite 1000
Toronto, Ontario M5G 1L5
416-924-9999
turnerfleischer.com



McDonald's
MCDONALD'S RESTAURANTS OF CANADA LIMITED, MCDONALD'S PLACE, TORONTO, ONT. M5C 3L4
THESE DRAWINGS AND SPECIFICATIONS ARE THE PROPERTY OF MCDONALD'S RESTAURANTS OF CANADA LTD. AND SHALL NOT BE COPIED OR REPRODUCED WITHOUT THEIR WRITTEN PERMISSION.
1258 EGLINTON AVENUE WEST MISSISSAUGA, ONTARIO
CREDITVIEW

DATE	BY	CHK	DESC
2018-01-11
2017-12-15
2017-12-15
2017-12-15

A1.1



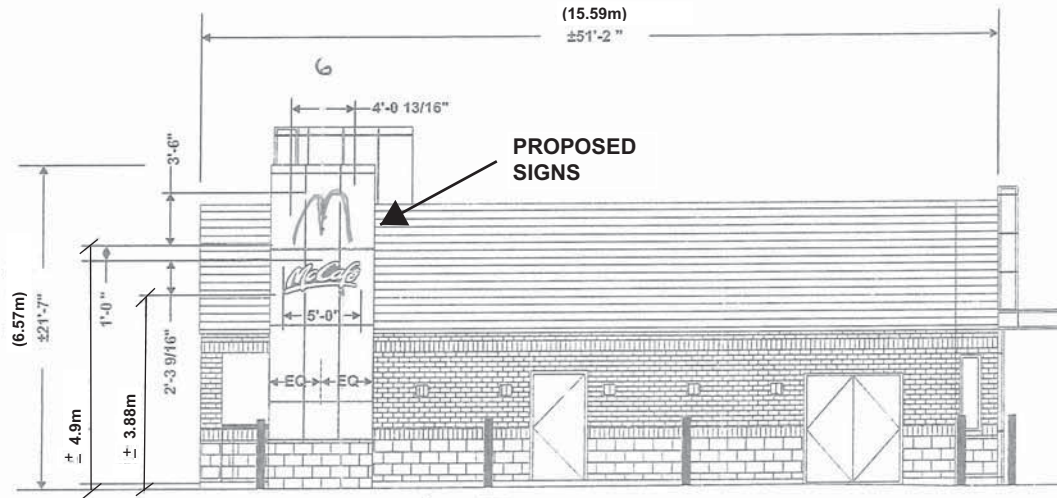
1256 Eglinton Ave. West
July 23, 2012

SF-018107A

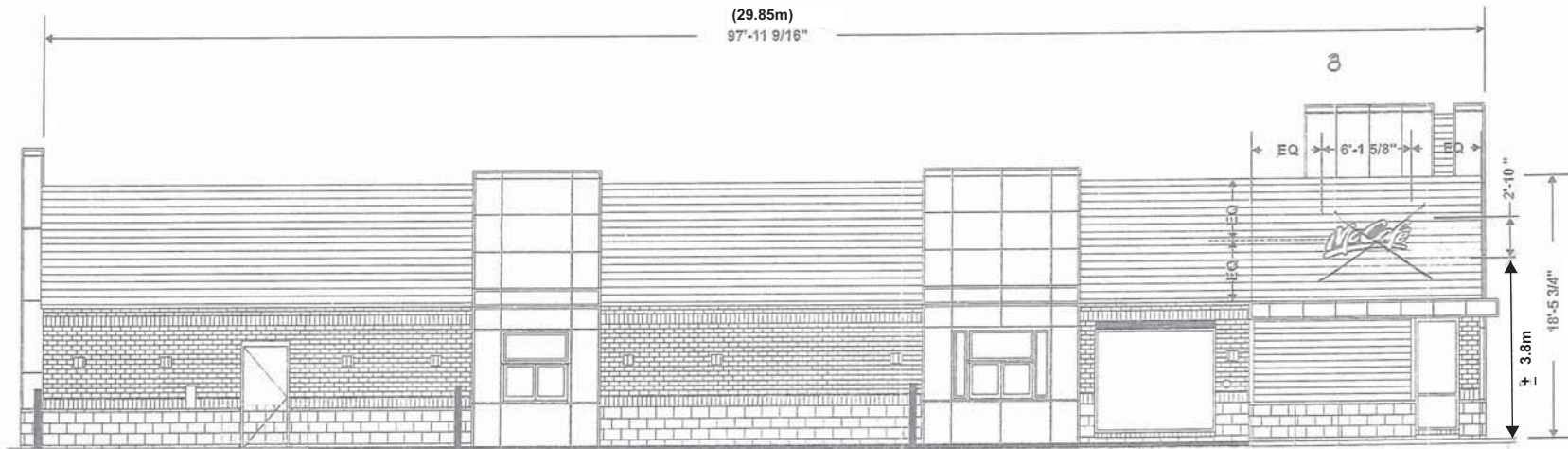
EXTERIOR ELEVATIONS

Installation:	<input type="checkbox"/> Interior:	<input checked="" type="checkbox"/> Exterior:
#	Descriptions:	
8	ILLUMINATED MCDONALD'S SIGN SEE MCD1L9C7011 (BROWN PMS 4695) SQUARE FOOTAGE: 17.39 FT ²	
6	42" ILLUMINATED ARCHES LOGO SIGN MCD1S7E7008 SQUARE FOOTAGE: 14.23 FT ²	
7	SMALL ILLUMINATED MCDONALD'S SIGN SEE MCD1L9C7012 (BROWN PMS 4695) SQUARE FOOTAGE: 11.54 FT ²	

Notes:
 - ADDITIONAL WALL SUPPORT/BACKING BEHIND SIGN AREA SUPPLIED BY OTHERS.
 - ALL ARCHES LOGOS ARE SHIPPED WITH 12 VOLTS WIRING AND A REMOTE POWER SUPPLY TO CONNECT TO THE 120 VOLTS



WEST ELEVATION



SOUTH ELEVATION



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

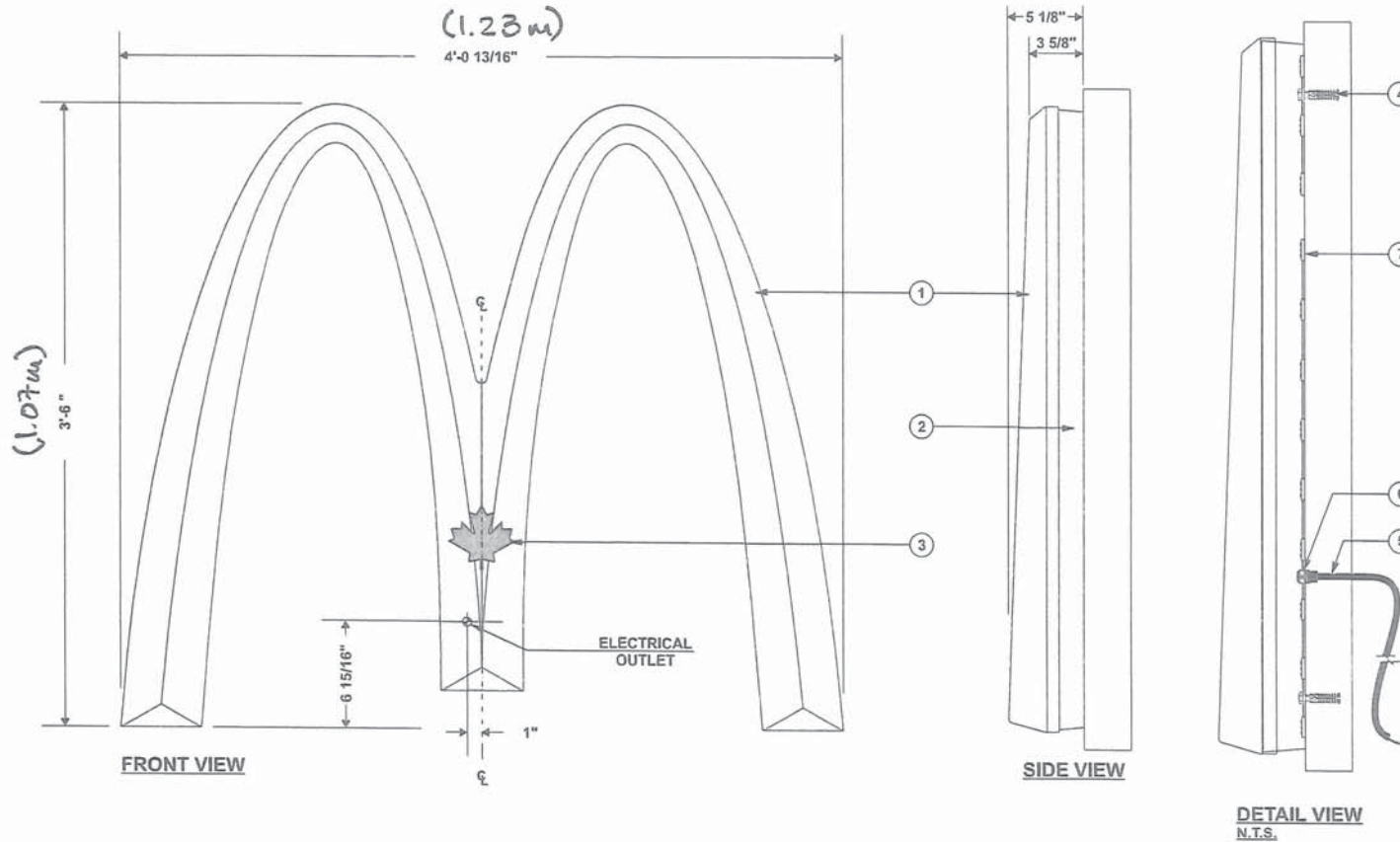
Client:	MC DONALD'S S/S 11907
Site:	1234 BENTON AVE. WEST, MISSISSAUGA, ON
Consultant:	SHAHIN FARAJI
Draftsman:	CLAUDIA VOGT
Date:	06.27.2012
Page:	2/2
Scale:	1/8" = 1'-0"

Date: _____
 Customer Approval: _____
 This sign is intended to be installed in accordance with the requirements of Code 610 or its amended provisions. The sign shall be installed in accordance with the requirements of the code. The installer shall be responsible for obtaining and securing all necessary permits and approvals from the appropriate authorities.

ISO 9001:2008 Certified Enterprise

SIGN 6 - WEST ELEVATION

Area = 1.32 m²
Weight = ± 45 lbs



MCD1S7E7008	
42" ILLUMINATED S/F ARCHES LOGO SIGN	
Installation:	<input type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior
Electrical specifications:	
Volts:	12v Amp: 0.78 Circ: 1
# Descriptions:	
1	0.100" TH. YELLOW PRISMATIC POLYCARBONATE FACE
2	0.187" TH. SILVER MOLDED ABS #P2430 SIGN BOX
3	VINYL DECAL APPLIED ON FIRST SURFACE
4	REQUIRED FASTENERS
5	LOW VOLTAGE WIRING (20 FEET)
6	STRENGTH RELIEF WATER TIGHT CONNECTION
7	ILLUMINATED WITH WHITE PERMILIGHT LED POWER SUPPLY TO BE INSTALL BEHIND WALL SEE PAGE 2 FOR DETAILS

Notes:	
- SEE TECHNICAL DRAWING MCD1S7E7002A	

#	Color:
A	RED VINYL VT-2005

#	Revision(s)	By:	Date:
7A	ADDED WARNING PAGE 2	JJB	11.09.2010
7B	ADDED MEASUREMENT PAGE 2	ACT	07.06.2011
8A	REVISED #5/ADDED ELECTRICAL OUTLET	CV	11.02.2011

Customer Approval: _____ Date: / /	
PRODUCTION INFORMATION - 11.09.2010	
F51MCD1 (Iac Donald)A2-New IMAGE 2010(Arche	Description: Plans #:
prismatique LED)MCD1S7E7008 Arche 42"	007-PATTISON-MCD1-R001S7-2004-1

ISO 9001:2008 Certified Enterprise

www.pattison.com



Tel (508) 735-5506 Fax (877) 737-1735 Toll Free 1-800-561-8799

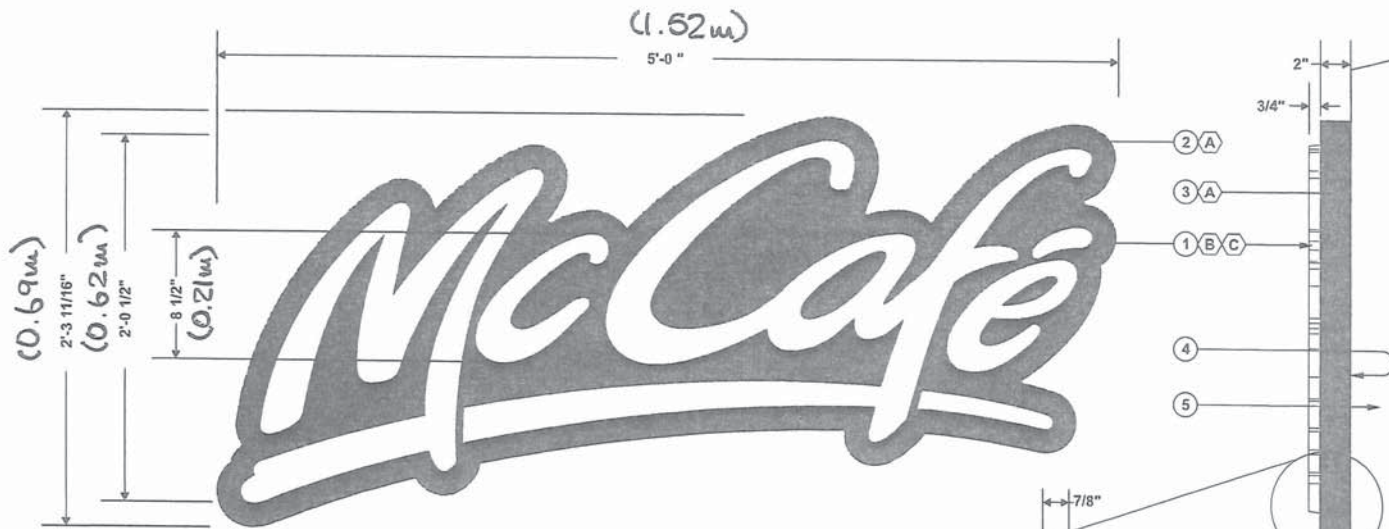
Client:	MCDONALD'S
Site:	VARIOUS
Draftsman:	CV & ST
Checked By:	TA
Page:	1/2
Scale:	1 1/2" = 1'-0"

SIGN 7 - WEST ELEVATION

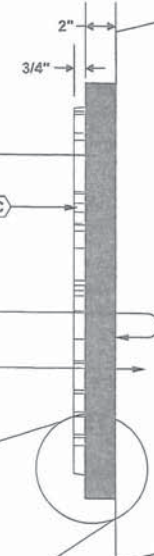
Area = 1.05 m²
Weight = ± 26 kg.



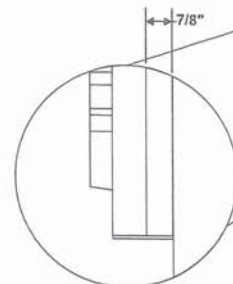
TOP VIEW



FRONT VIEW



SIDE VIEW



DETAIL:
SCALE: 3"- 1'-0"

MCD1L9C7012	
S/F CLOUD SIGN	
Installation:	<input type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior
Electrical specifications:	
Volts:	120 Amp: 0.61 Circ.: 1
# Descriptions:	
1	1" TK. CLEAR ACRYLIC PUSH-THRU LETTERS WITH VINYL APPLICATION TO FIRST & SECOND SURFACE
2	1/8" TK. ALUMINUM ROUTED FACE
3	0.063" ALUMINUM SIDES
4	0.080 ALUMINUM BACKING
5	EXISTING WALL
* WHITE TETRA MINI MAX G500K LEO'S FIXE ON 0.032" ALUMINUM BACKING	
* NEOPRENE GASKET REQUIRED IN SPECIFIC LOCATIONS AS PER TECHNICAL DRAWING	

Notes:
- SEE TECHNICAL DRAWING FOR FURTHER DETAILS

#	Colors:
A	PAINTED BROWN TO MATCH PMS 4895
B	WHITE BLOCK-OUT VINYL 3635-22B LAMINATED WITH A 7725-20 APPLIE TO FIRST SURFACE
C	WHITE VINYL 3635-70 APPLIED TO SECOND SURFACE

#	Revision(s)	By:	Date:
2	CHANGED AS PER TECHNICAL	AT	05.02.2011
3	CHANGED AS PER MOM	AT	07.07.2011
4	REVISED WIRING PAGE 3	JB	08.25.2011
5	REVISED WIRING PAGE 3	JB	09.14.2011
6	ADDED DETAIL VIEW AS PER SHOP	AT	09.19.2011



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

Client:	MCDONALD'S
Site:	VARIGUS
Draftsman:	AMY THERIAULT
Checked By:	YB
Page:	1/3
Scale:	1 1/2" - 1'0"

Customer Approval:	Date:
PRODUCTION INFORMATION: 1/1 04 26 2011	
FSI\MCD1 (Mc Donald)\A2-New IMAGE 2010\Push-thru\MCD1L9C7012 McCafe 5' push-thru new gvec alum.	Descriptions: Plates:
	ALUMINIUM MCD1L9C7012-3
	PLASTIC MCD1L9C7012-4
	IMDF MCD1L9C7012-5
	XX
	XX
	XX
	XX
	XX

ISO 9001:2008 Certified Enterprise

www.enseignes-pattison.com



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-00786

RE: The Daniels Corporation
2550 Eglinton Avenue West – Ward 8

The applicant requests the following variance to Sections 4(6) and 27(1) of the Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
Banner signs are specifically prohibited.	Fourteen (14) banner signs.
Section 27 (1)	Proposed
A construction site sign shall be permitted a maximum sign area of 60 sq. m (645.83 sq. ft.).	Four (4) construction site signs with a total sign area of 211.14 sq. m (2272.69 sq. ft.).

COMMENTS:

The proposed variances are for signage which are in addition to the current a sign application, 12-0899 for two (2) construction site signs, each having a sign area of 60 sq. m. (645.83 sq. ft.). The current sign application 12-0899 does not require a sign variance.

The proposed variances are for temporary signage during the construction phase of the project. Due to the temporary nature of the signs, the Planning and Building Department have no objections to the proposed variance. However, the proposed signs must be removed if construction does not commence within a year and must be removed upon completion of the project.

The Daniels Corporation
Suite 3400 – 20 Queen Street West
Toronto, ON M5H 3R3
Tele: (416) 598-2129
Fax: (416) 979-0415

MEMORANDUM

To: Darren Bryan, Supervisor, Sign Unit
Planning and Building Department
City of Mississauga

From: Bryan Bowen

Date: March 29, 2012

Subject: Application for Sign Permit and
Application for Sign Variance with Rationale
2550 Eglinton Avenue West (Southwest corner of Eglinton Avenue West
and Erin Mills Parkway)

I am pleased to submit this application for a sign permit and variance for the Daniels Corporation's newest phase of community development in the City of Mississauga.

The future development site is located at the southwest corner of Eglinton Avenue West and Erin Mills Parkway in the Central Erin Mills planning district. The 2.49ha (6.16 acre) former agricultural site is currently vacant with no public or private driveway or access points. The site's frontage along Erin Mills Parkway is approximately 120-metres, with approximately 220-metres frontage along Eglinton Avenue West.

The proposed signage is intended to wrap the northeast corner of the site, with dual exposure along the site's (eastern) Erin Mills frontage and (northern) Eglinton Avenue frontage. The installation consists of a series of six total ground signs (three per street frontage) and fourteen small banner flags (seven per street frontage). Figures 1 and 2 provided with this letter contain all necessary signage and installation dimensions, including all applicable setbacks from property lines and easements.

The reason and accompanying rationale for the sign variances are provided below:

Variance #1: Sign Area

By-law 54-02 currently permits construction site signs up to a maximum of 60sq.m. per street line. The proposed sign areas consist of approximately 202sq.m. along Erin Mills Parkway, and 188sq.m. along Eglinton Avenue West. While all proposed signage is within the 7.5-metre height limit permitted for construction site signage under the By-law, it is the total length of the proposed installation that triggers need for a variance. This increase in sign area is justified due to a combination of factors:

- Easement setback: the above-noted service easement requires an approximate 15-metre setback from the site's eastern property limit. This setback is considerably larger than the minimum 3-metre setback normally required from a property line, and necessitates a larger sign area to establish the desired profile on site.
- Property frontage: The length of each installation is approximately 35 linear metres per street line. This represents less than 30% of the site's Erin Mills frontage, and less than 17% of the Eglinton Avenue frontage. In light of the large dimensions of the property, and the fact that all signage is within the 7.5-metre height limit established for construction site signage, we consider this variance appropriate, and in keeping with the general intent and purpose of the By-law.

Variance #2: Number of Flags

The General Provisions of By-law 54-20 permit the installation of up to three flags of corporations on one site. The proposed installation consists of fourteen small banner flags. However, the flags range from only approximately 6.5-metres to 7.5-metres in height, consisting of a slender graphic banner affixed to a structural pole (see Figure 1 for details). The flags provide graphic interest to the sign installation, and are not visually intrusive, nor do they pose any noise/nuisance hazard for adjacent uses given their limited size. We submit this variance is appropriate, and in keeping with the general intent and purpose of the By-law.

In support of the above rationale and attached application form, I submit the following materials:

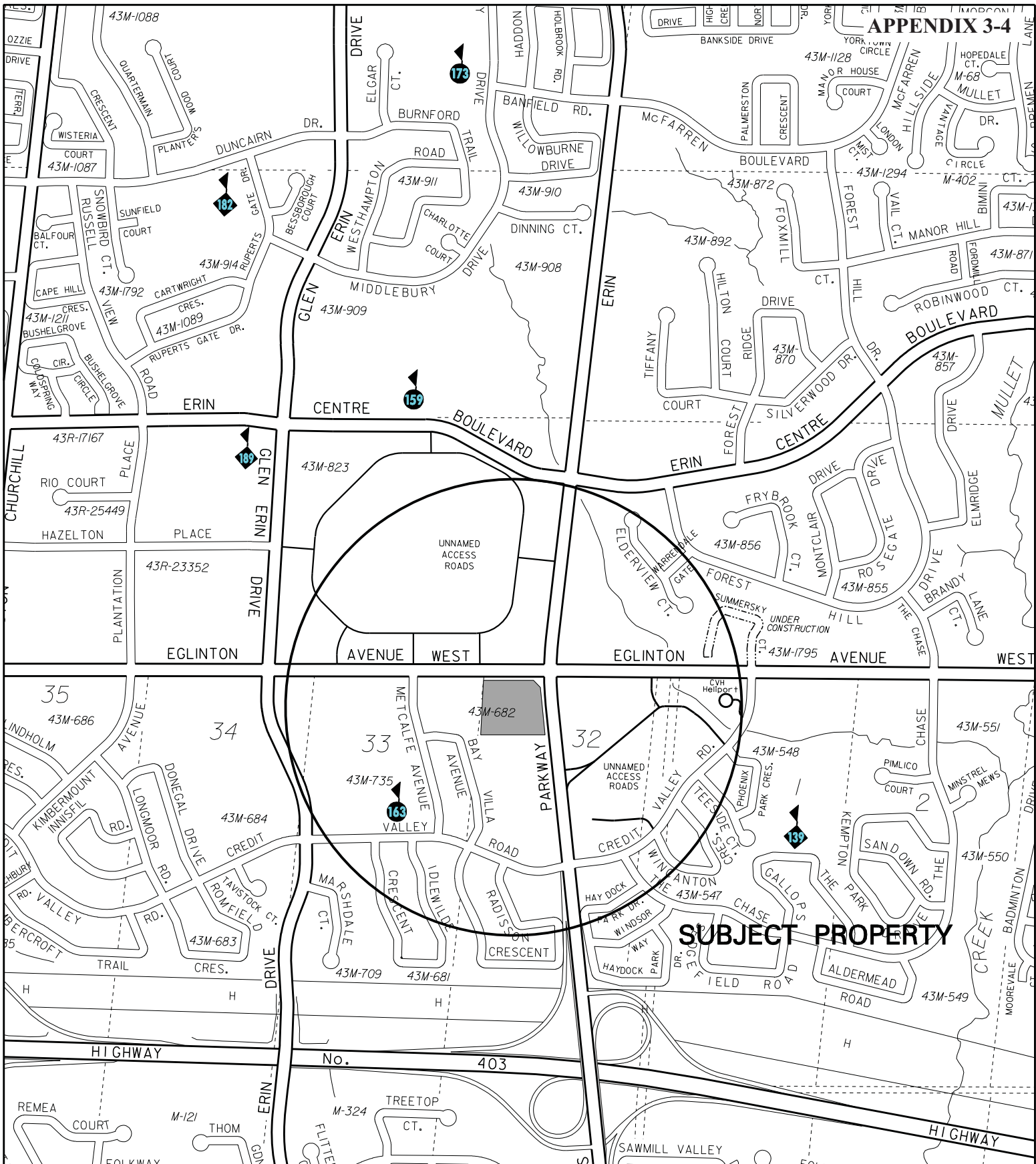
- Figure 1: Sign Elevations & Dimensions (4 copies)
- Figure 2: Site Survey & Sign Location (4 copies)
- A digital version of both figures will additionally be sent via email

I trust the foregoing are satisfactory for your purposes, but please do not hesitate to contact the under-signed if you require anything further.

Yours truly,



Bryan Bowen
Manager of Development
The Daniels Corporation



SUBJECT PROPERTY



MISSISSAUGA
Leading today for tomorrow



Planning & Building, Sign Unit

**2550 Eglinton Avenue West
12-00786**

The Daniels Corporation

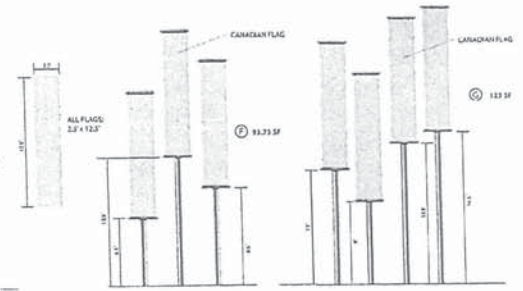
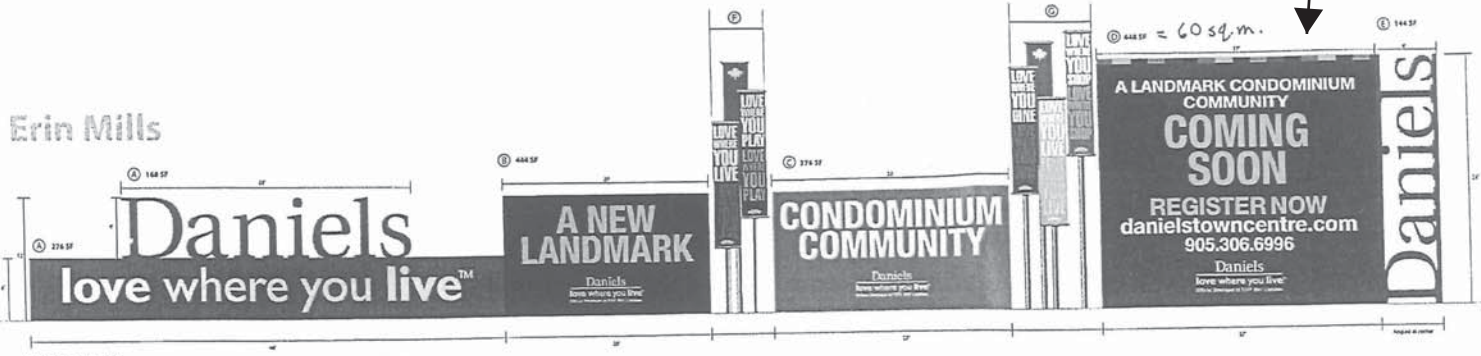
SCALE FOR REDUCED DRAWINGS



FIGURE 1: SIGN ELEVATIONS & DIMENSIONS

VARIANCE NOT REQUIRED
SIGN PERMIT
12-786

Erin Mills

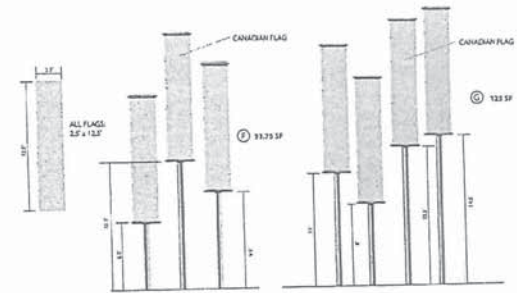
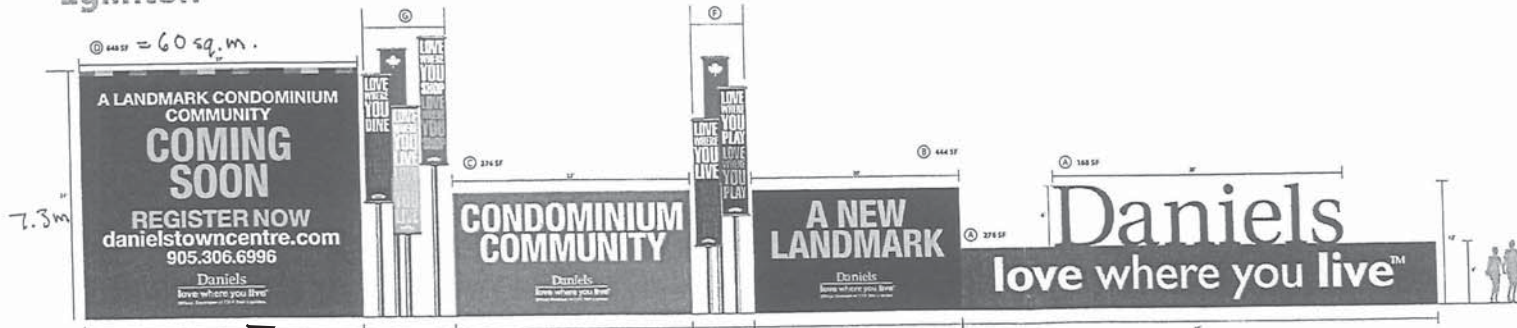


SCALE 1" = 1'

TOTAL
2170.75 SF = 202 square metres

FILE COPY

Eglinton



SCALE 1" = 1'

TOTAL
2026.75 SF
= 188 sq.m.

VARIANCE NOT REQUIRED
SIGN PERMIT
12-786





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-01293

RE: Vandyk - Windows On The Green Limited
3170 Erin Mills Parkway - Ward 8

The applicant requests the following variance to sections 4(6) and 27 of the Sign By-law 0054-2002, as amended.

Section 4(6)	Proposed
Banner signs are prohibited.	Five (5) Vandyk banner signs.
Section 27(1)(a)(i)	Proposed
A construction site sign may have a maximum of two (2) sign faces and the maximum sign area permitted shall be 60 sq. m (645.83 sq. ft.).	Four (4) construction site sign faces. Sign 3 with a sign area of 130.81 sq. m (1408.3 sq. ft.) and Sign 4 with a sign area of 88.44 sq. m (951.96 sq. ft.).
Section 27(1)(a)(ii)	Proposed
A construction site sign shall have a minimum setback of 3.0 m (9.84 ft.) from any property line.	Sign 1, 3, and 4 with a setback of 0 m (0 ft.) and Sign 2 with a setback of 2.3 m (7.55 ft.) from the property line.
Section 27(1)(a)(iii)	Proposed
A construction site sign shall have a minimum setback of 3.0 m (9.84 ft.) from any driveway entrance or exit.	Sign 3 with a setback of 2.04 m (6.69 ft.) and Sign 4 with a setback of 2.36 m (7.74 ft.) from the driveway entrance or exit.
Section 27(1)(c)(i)	Proposed
An additional construction site sign may be erected along each street line of a project provided each sign is a minimum of 100 m (328.08 ft.) from any other construction site sign located on same street line.	Three (3) construction site signs erected along Erin Mills Parkway to have a distance less than 100 m (328.08 ft.) from each construction site sign.

Section 27(1)(c)(ii)	Proposed
An additional construction site sign may be erected along each street line of a project provided the combined total area of the construction site signs shall not exceed 60 sq. m (645.83 sq. ft.).	Three (3) construction site signs erected along Erin Mills Parkway to have a combine sign area of 234.86 sq. m (2528.01 sq. ft.).

COMMENTS:

The proposed variances are for temporary signage during the construction phase of the project. The signs are located on hoarding around the construction site and therefore the need for minimal setbacks from the property lines and driveways. Due to the temporary nature of the signs, the Planning and Building Department have no objections to the proposed variances. However, the proposed signs must be removed if the development does not proceed within a year or when the construction of the project is completed.

MAY. 16, 2012

CITY OF MISSISSAUGA.

PLANNING & BUILDING, SIGN UNIT.

300 CITY CENTRE DRIVE.

MISSISSAUGA ON L5B 3C1

RE: APPLICATION FOR SIGN VARIANCE
RATIONALISE

3170 ERIN MILLS PKWY.

TO WHOM IT MAY CONCERN,

THE RATIONALISE TO APPROVE THE VARIANCES UNDER THIS APPLICATION ARE AS FOLLOWS:

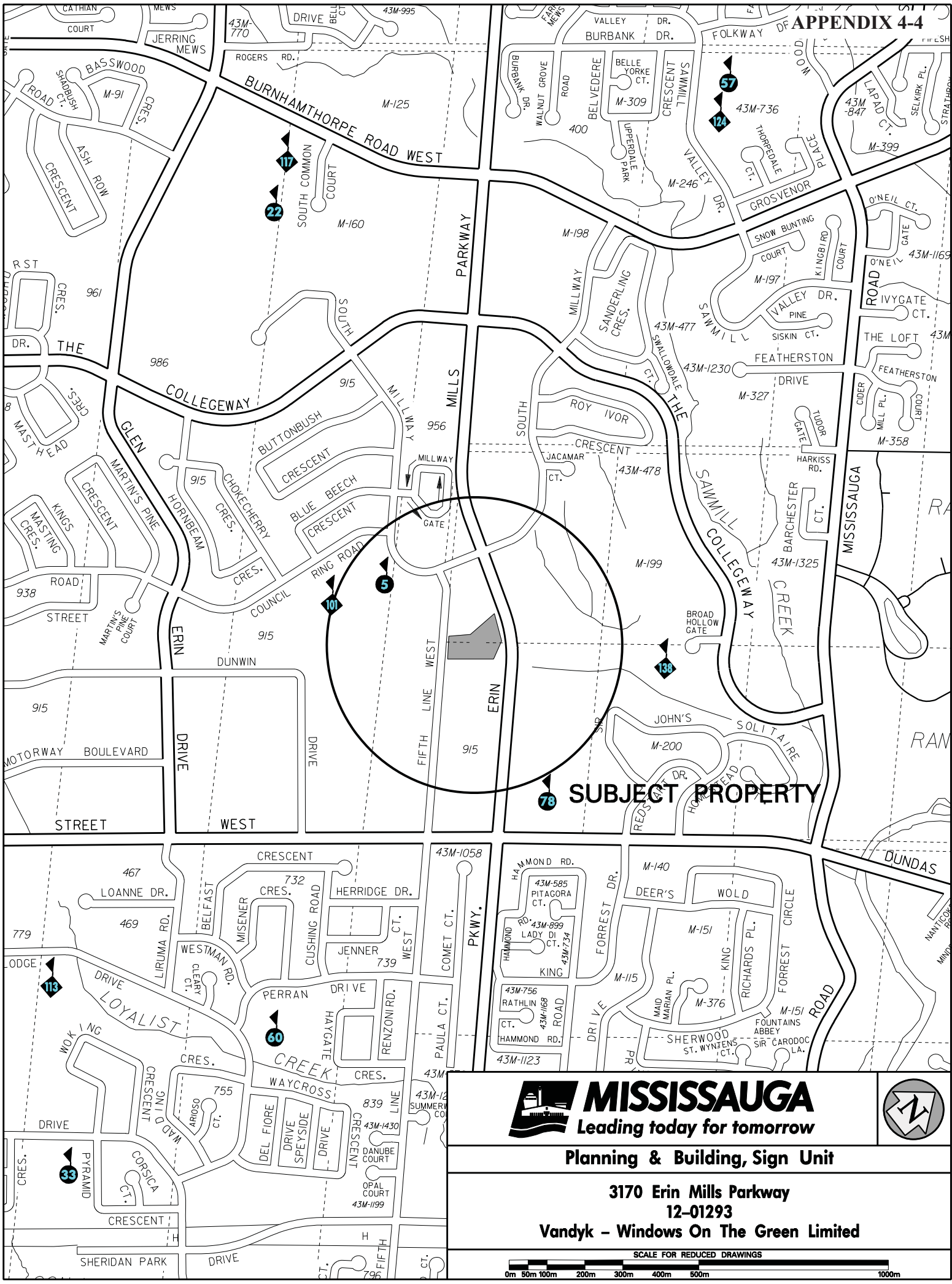
THE INCREASED SIGN AREA WILL ALLOW THE CONSTRUCTION SIGNS TO REMAIN IN PLACE AND ACT AS POTENTIAL SITE HOARDING DURING SITEWORKS AND FUTURE CONSTRUCTION.

THE REDUCED LOT LINE SETBACKS WITH WILL SIMILARLY ALLOW FUTURE EXCAVATION AND POTENTIAL STORING TO COMMENCE WITHOUT RELOCATION OR REMOVAL OF THE SIGNAGE.

THE REDUCED DRIVEWAY SETBACKS DO NOT ~~PRESENT~~ ^{CREATE} SIGHTLINE OBSTRUCTIONS ON ERIN MILLS PARKWAY DUE TO THE LARGE MUNICIPAL BUFFER EXISTING CONDITION.

BY THIS RATIONALISE, THE REQUESTED VARIANCES SHOULD BE DEEMED MINOR IN NATURE.

 PATRICK LUEKIC



Leading today for tomorrow

Planning & Building, Sign Unit

3170 Erin Mills Parkway
12-01293

Vandyk - Windows On The Green Limited

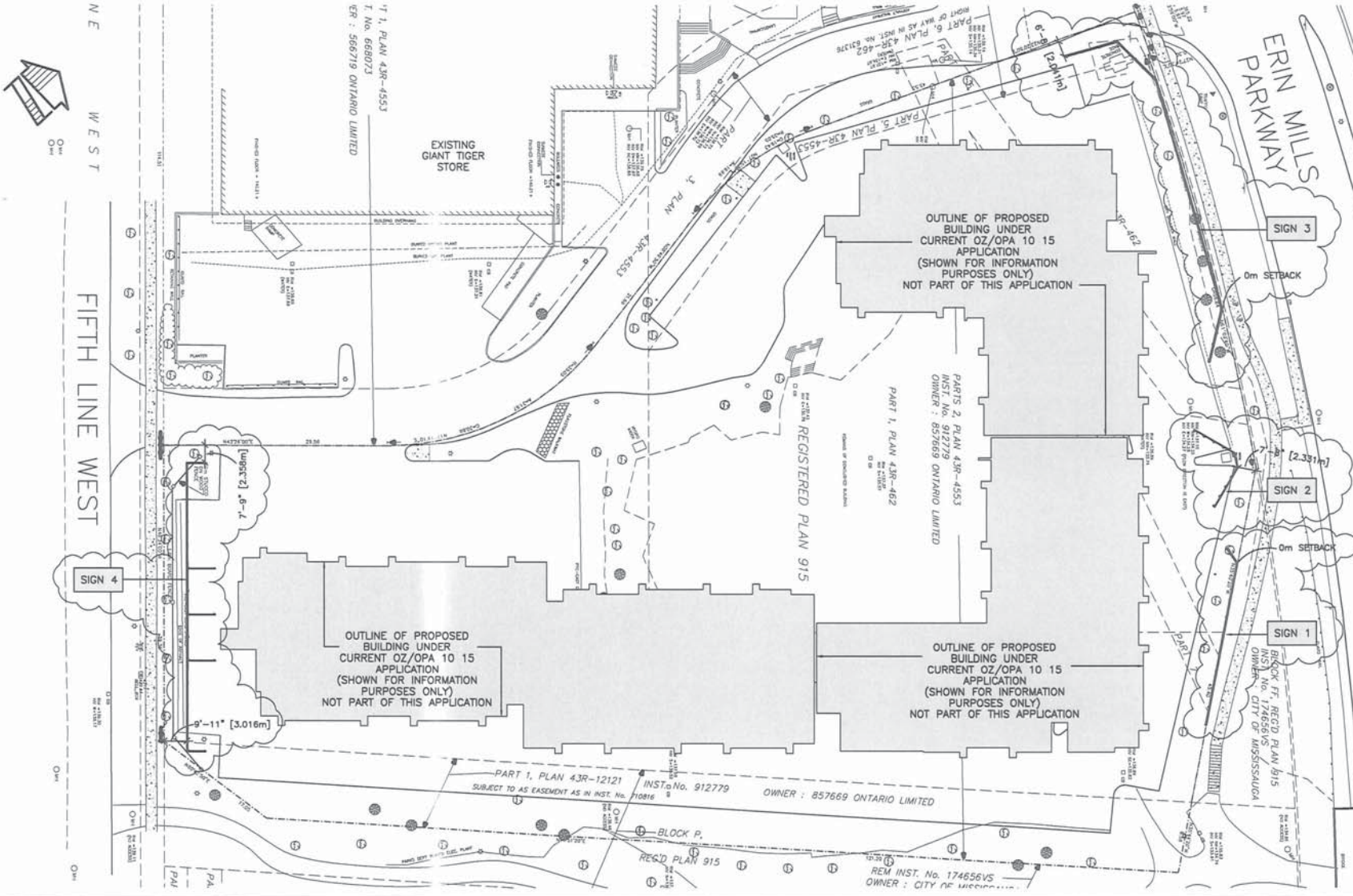


12.1293



CONSTRUCTION SIGN VARIANCE(S)

1. To permit construction signs with a combined sign area of 380 square metres whereas the By-Law permits a maximum combined sign area of 60 square metres.
2. To permit construction signs with a 0m setback from lot lines whereas the By-Law requires a minimum 3m setback from lot lines.
3. To permit construction signs with a 1.9m setback from a driveway whereas the By-Law requires a minimum 3m setback from a driveway.



Date	Particulars	By
	Issued for Design Approval	
	Issued for Development Permit	
	Issued for Building Permit	
	Issued for Pricing	
	Issued for Tender	
	Issued for Construction	
	Issued for As-Built Drawings	

Package and conditions on instruments of service are the property of Romanov Romanov Associates Inc. The copyright in the same shall remain in force, no reproduction may be made without the permission of Romanov Romanov Associates Inc. and any such reproduction shall be liable to be prosecuted. The permission is to verify dimensions and shall not be used for advertising or other purposes. No liability shall be assumed for any errors or omissions. The drawings are to be used for making process and shall not be used for any other purpose.

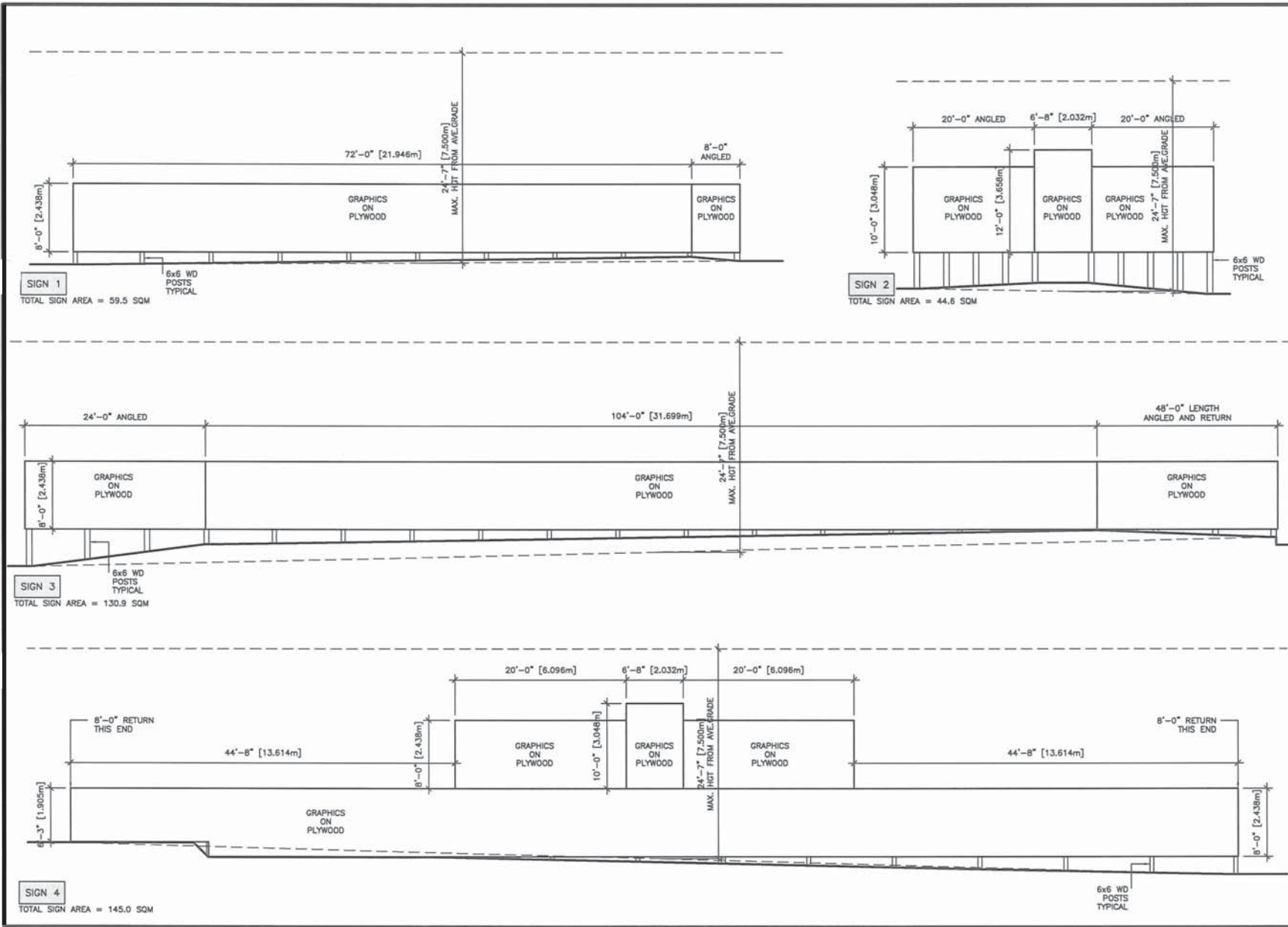
Scale: [Blank]



Project:
3170 ERIN MILLS PKWY SIGN VARIANCE
MISSISSAUGA ONT

Sheet Title:
CONSTRUCTION SIGNS
SITE PLAN
SCALE 1:500

Design:	Drawn:	Approved:
	PML	PML
Client Ref:	Sheet No.:	
	A-1	



Revisions:	No.	Date:	Particulars:	By:

Drawing Issues:

Date:	Particulars:	By:
	Issued for Design Approval	
	Issued for Development Permit	
	Issued for Building Permit	
	Issued for Pricing	
	Issued for Tender	
	Issued for Construction	
	Issued for As Built Drawings	

Design and construction as indicated on drawings are the responsibility of the Contractor. The Contractor shall verify all dimensions before construction. The Contractor shall be responsible for obtaining all necessary permits and approvals. The Contractor shall be responsible for ensuring that all materials and workmanship meet the requirements of the drawings. The Contractor shall be responsible for maintaining the site during construction. The Contractor shall be responsible for restoring the site to its original condition after construction. The Contractor shall be responsible for all costs associated with the construction of the signs.

Scale:

romany romany
 ARCHITECTS & INTERIORS
 DESIGNERS, URBANISTS, FUTURISTS

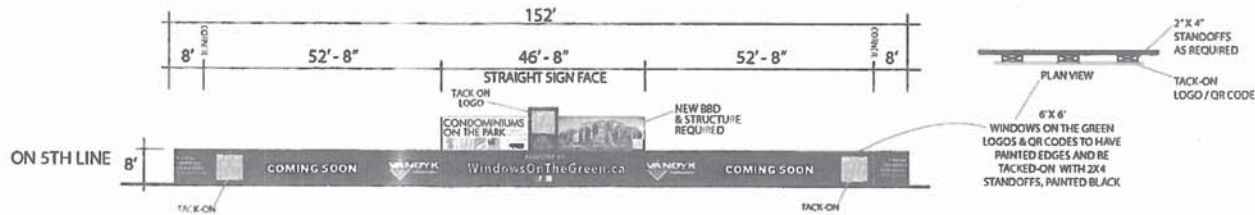
220 Adelaide Street East, Toronto, Ontario, Canada
 Tel: (416) 921-0000 Fax: (416) 921-0001

Project:
**3170 ERIN MILLS PKWY
 SIGN VARIANCE**
 MISSISSAUGA ONT

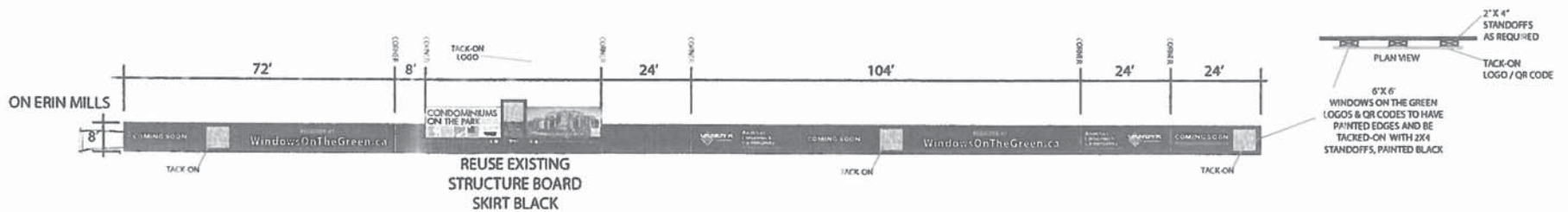
Sheet Title:
**CONSTRUCTION SIGNS
 ELEVATIONS
 SCALE 1:125**

Designer:	Drawn:	Approved:
	PML	PML

Constr. No.:	Sheet No.:
	A-2



WINDOWS ON THE GREEN

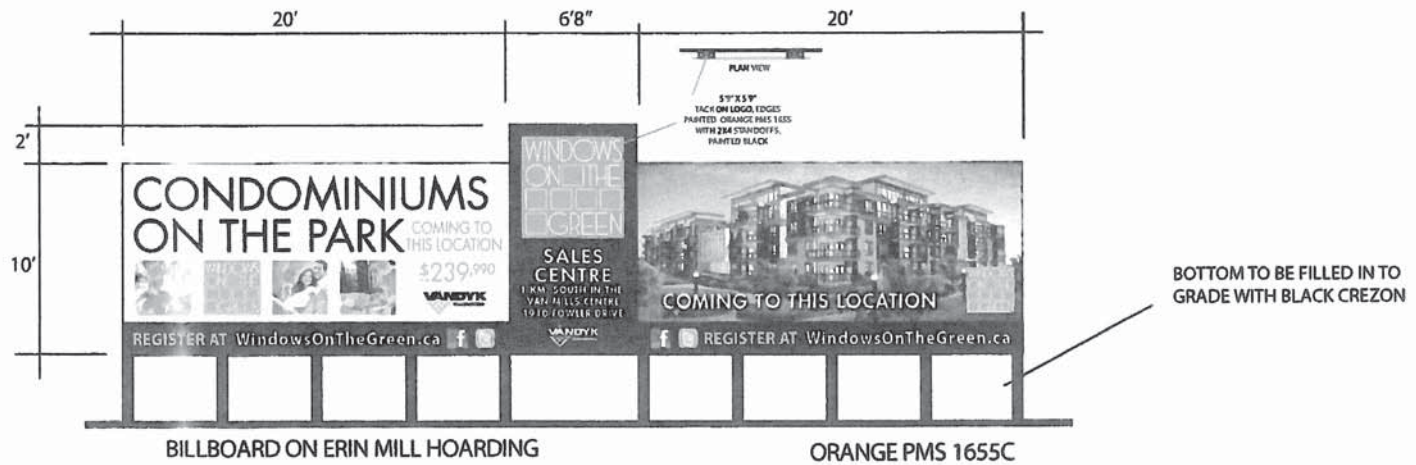


ORANGE PMS 1655C

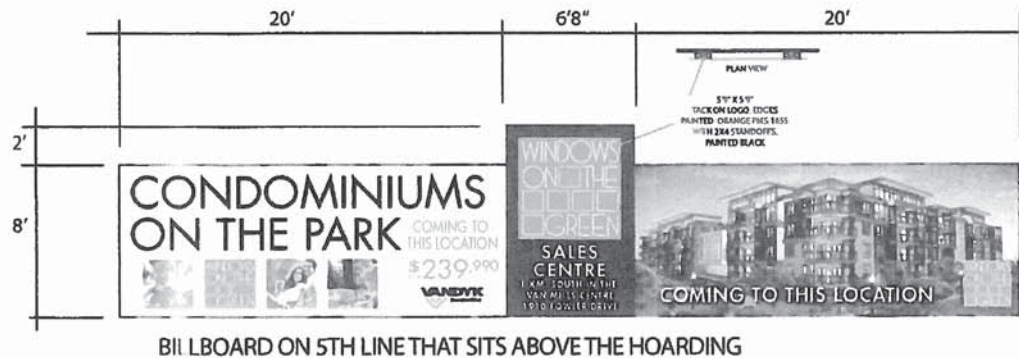


NOTE:
 BUILDER HAS ALREADY
 ERECTED THE HOARDING
 AS SHOWN. SITE IS ON
 ERIN MILLS - WEST SIDE
 NORTH OF DUNDAS.

VANDYK - WINDOWS ON THE GREEN - JAN 31 2012
 VS
 J508 **RYAN**
 DESIGN INCORPORATED



AS PER THE LAST MARKETING MEETING THE QR CODE HAS BEEN REMOVED FROM ALL SIGNAGE



ORANGE PMS 1655C
 VANDYK - WINDOWS ON THE GREEN - JAN 31 2012
 V5 J508 RYAN DESIGN INCORPORATED



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-02217

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 the upper limit of the first storey of a building.	The proposed fascia sign is erected higher than the upper limit of the first storey of a building.

COMMENTS:

Previously, variances were approved for three (3) fascia signs to be erected above the upper limit of the first storey of the building (one sign on the front of the building, and one sign on each side of the building). The variances were approved and permits were issued on September 18, 2012.

This requested variance is for one (1) additional fascia sign to be erected above the upper limit of the first storey of the building. The sign is to be placed above the club entrance at the front of the building and will be in addition to the previously approved fascia signs. (See Appendix 5-6)

The proposed fascia sign is proportional to the size of the building and placed in a location to be visible to the municipal street. The Planning and Building Department therefore find the variance acceptable from a design perspective.



August 15, 2012

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

Re: Letter of Rationale for GoodLife Fitness (GLF) Entrance Sign
at 6677 Meadowvale Drive in Mississauga

To whom it may concern,

Our reasoning for placement of the sign above the club entrance are as follows:

1. This was the original location of the "Premier Fitness" sign on the front of the building.
2. Placing the sign above the entrance doors directs members and potential members to the entrance of the club.
3. Goodlife Fitness is the sole business at this location - therefore there will be no other company's signs that will be installed on this building while Goodlife Fitness is occupying this address.

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

Regards,

A handwritten signature in black ink that reads "Leanne Deadman". The signature is written in a cursive, flowing style.

Leanne Deadman

CC: Tyler Hoogkamp, Jeff VanHaern, Angela DeVincenzo

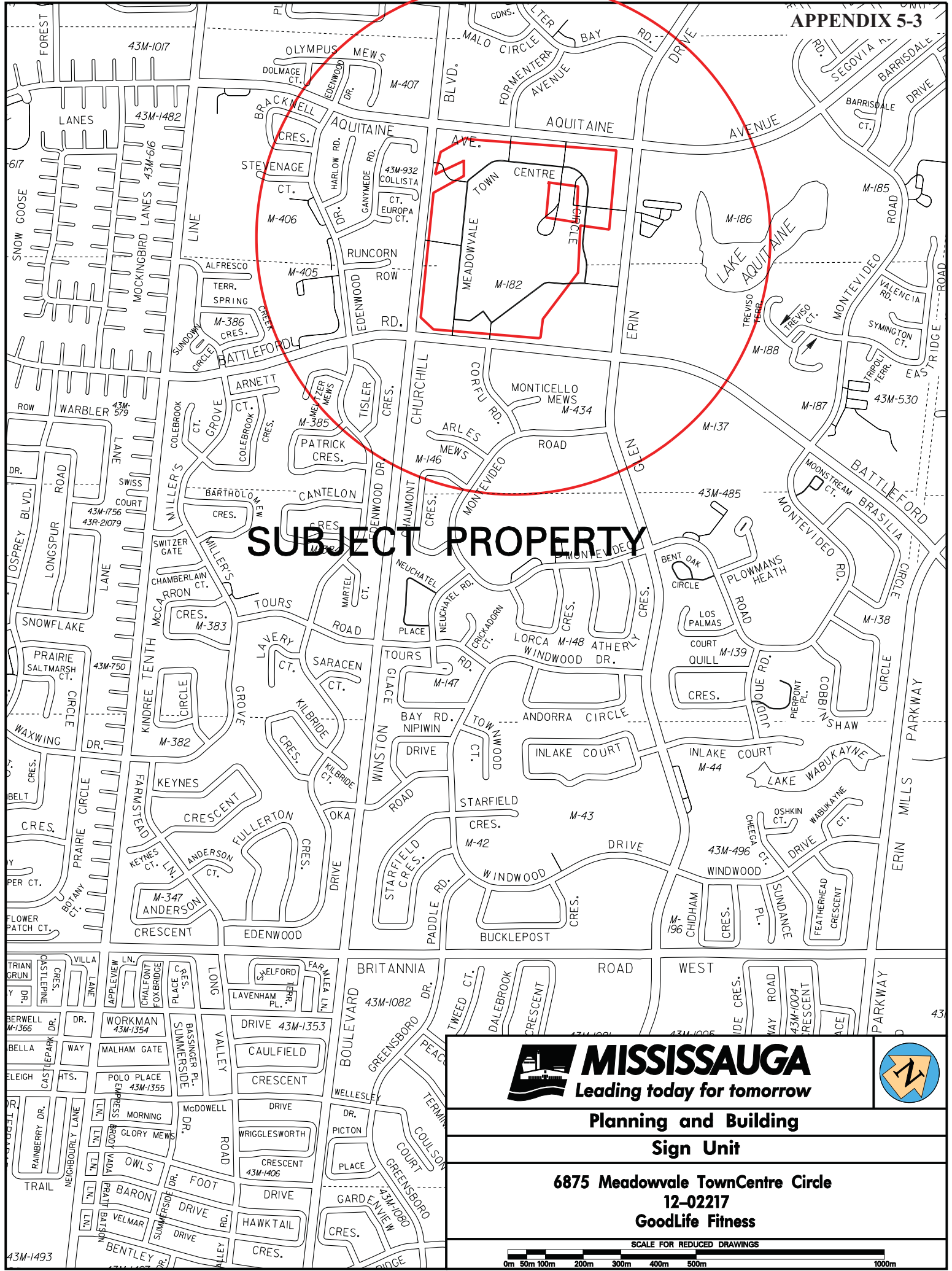
SUBJECT PROPERTY



**Planning and Building
Sign Unit**

**6875 Meadowvale TownCentre Circle
12-02217
GoodLife Fitness**

SCALE FOR REDUCED DRAWINGS



CITY OF MISSISSAUGA
BUILDING DIVISION



APR 01 2010

DRAWINGS REVIEWED FOR COMPLIANCE WITH THE
CITY BUILDING & ZONING BY-LAWS
revision shown in colour and marked for town.

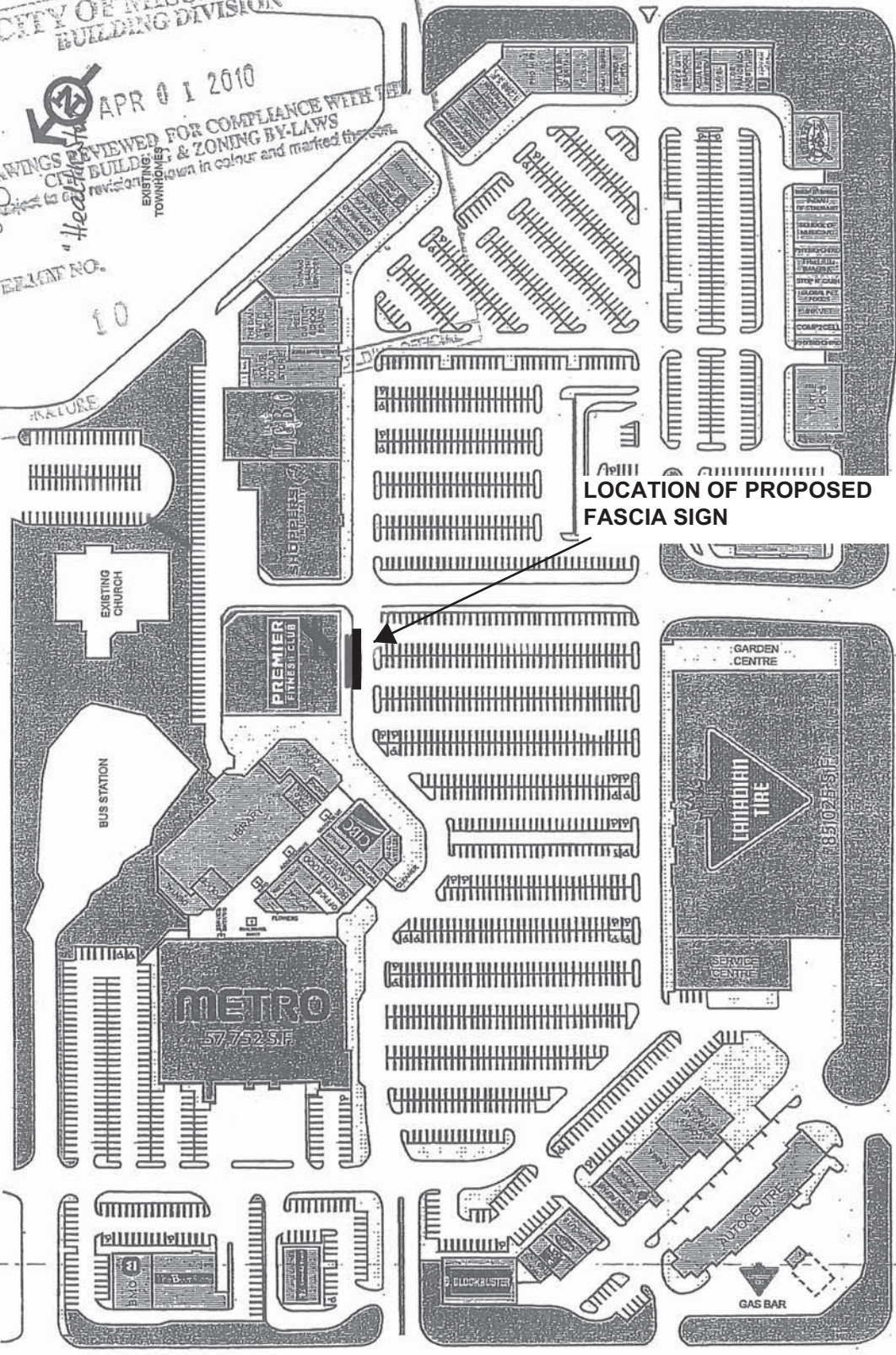
PERMIT NO.
10

BATTLEFORD ROAD

NATURE

LOCATION OF PROPOSED
FASCIA SIGN

For Compliance with the Sign By-law
Refer To Approved Sign Permit Documents



WINSTON CHURCHILL BOULEVARD

AQUITAINE AVENUE

THIS SITE PLAN IS PRESENTED SOLELY FOR THE PURPOSE OF IDENTIFYING THE APPROXIMATE LOCATION OF THE BUILDINGS PRESENTLY CONTEMPLATED BY THE OWNER'S/LANDLORD. BUILDING DIMENSIONS, ACCESS AND PARKING AREAS, EXISTING TENANT LOCATIONS AND IDENTITIES ARE SUBJECT TO CHANGE AT THE OWNER'S DISCRETION.



Shopping For Everyday Life

For Leasing Enquiries Contact:
Rick Green
Director of Leasing, Central Canada
Tel: 1-877-504-4114
Email: rick.green@firstcapitalrealty.ca

MEADOWVALE TOWN CENTRE MISSISSAUGA, ONTARIO

REVISED FEBRUARY 8

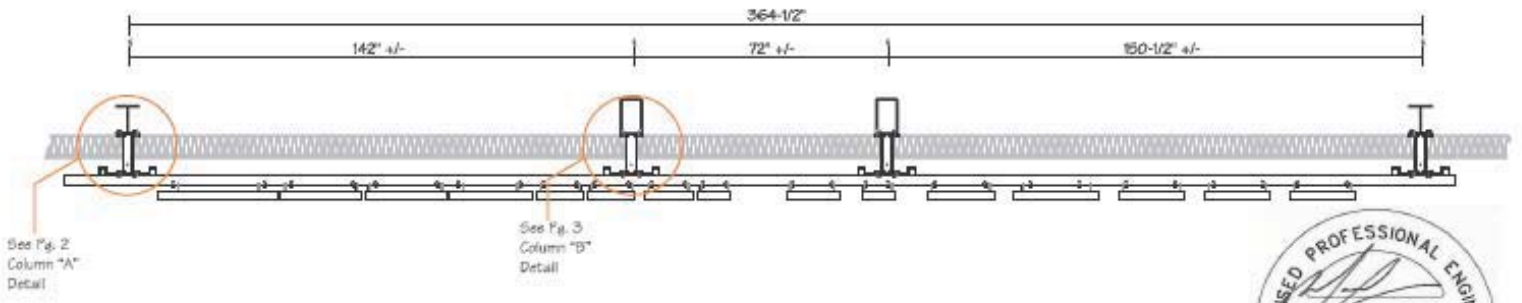
INFO
 Date: July 20, 2012
 Designer: J.G.
 Due:

SIGN SPECS
 Size: As Shown
 Qty: 1
 Sides: Single Sided
 Materials: As Shown
 Paint Colours: "Brushed Aluminum" Exterior Finish
 "GoodLife Red" (408-A5)

Design Notes:
 1) Design loads as per 2006 Ontario Building Code for the Mississauga area: $q 1/50 = 0.49 \text{ kPa}$, $S_s = 1.1 \text{ kPa}$, $S_r = 0.4 \text{ kPa}$
 2) Steel HSS and plates to conform to: CSA G40.21 Grade 300W
 3) Aluminum tubes and plates to conform to: Alloy 6061-T6
 4) Connection bolts/cap screws to conform to: SAE J429 Grade 5

DESIGN TIME
 Aug. 27, 2012 - J.G.

GoodLife Fitness
 Mississauga / Meadowvale / #6359 - Additional Sign Sign
 6677 Meadowvale Town Circle
 Edited Aug. 31, 2012 - J.G.



Reviewed by:
Signum engineering inc.
 85 Shadywood Cn.
 Kitchener, ON, N2M 4J2
 Tel: 519.573.7286

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

SUNSIGNS 2012 COPYRIGHT*

sunsigns
 Page 1/6

APPENDIX 5-5



6875 MEADOWVALE TOWN CENTRE CIRCLE
WEST ELEVATION
SEPTEMBER 27/2012





SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-01782

RE: Pioneer Gas Station
3015 Thomas Street - Ward 10

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

Section 13	Proposed
The "copy area" of a fascia sign cannot exceed 20% of the canopy area.	A fascia sign with a copy area of 25.7 % of the canopy area.

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 only slightly over the sign area permitted in the Sign By-law. 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 117156

3015 Thomas ST

Pioneer Energy is currently applying for a sign variance for the location at 3015 Thomas St., at the corner of Winston Churchill.

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 parallel to Winston Churchill with the narrow end of the canopy, (the location of the sign we are requesting a variance), faces the south and is the prominent feature of the gas bar for the traffic driving north and east / west on Thomas, and visible from the intersection.

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	116.8 Sq Ft	
Sign Lettering and logo as per Drawing 43086	25.12 Sq Ft	
Percentage of Signs based on individual letters and logo		21.5%

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

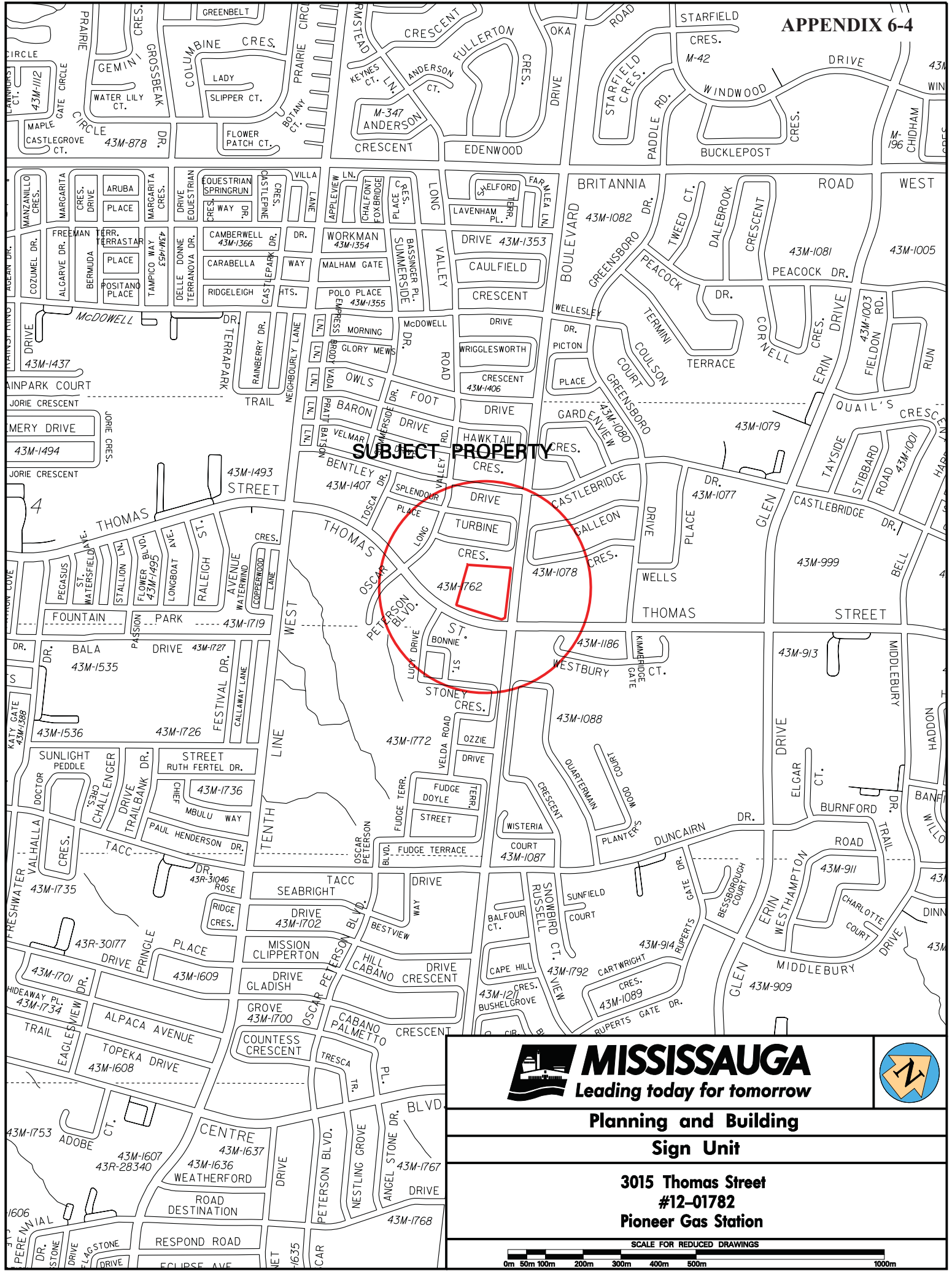
It has not impact on the neighboring properties and is pleasant and appealing to the eye in conjunction with the new design of the canopy structure.

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.

Thank you for your consideration with this application.

Bob Reid

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



SUBJECT PROPERTY



MISSISSAUGA
Leading today for tomorrow

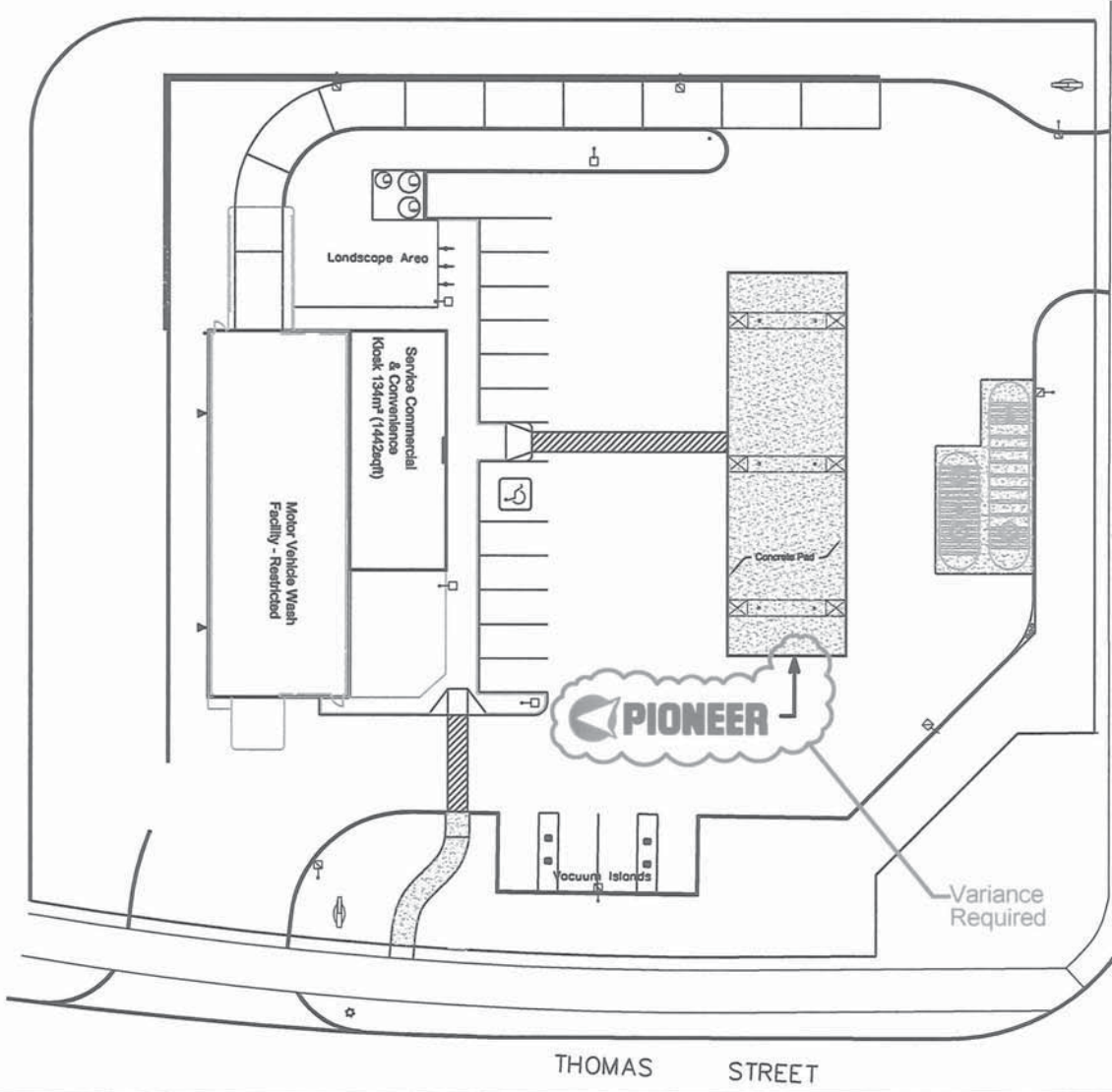


**Planning and Building
Sign Unit**

**3015 Thomas Street
#12-01782
Pioneer Gas Station**

SCALE FOR REDUCED DRAWINGS





PIONEER ENERGY - SITE # 292
 3015 THOMAS STREET
 MISSISSAUGA, ONTARIO

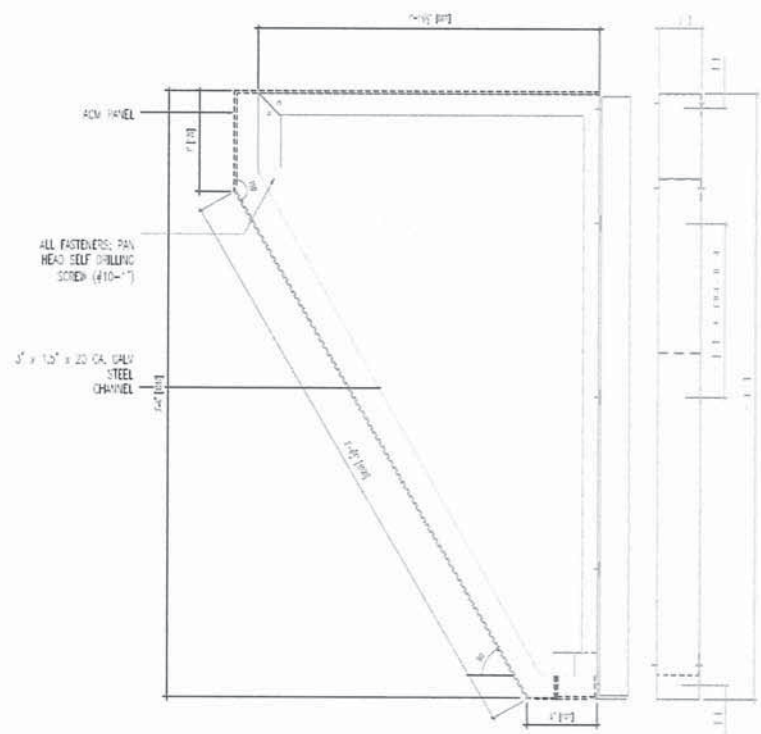
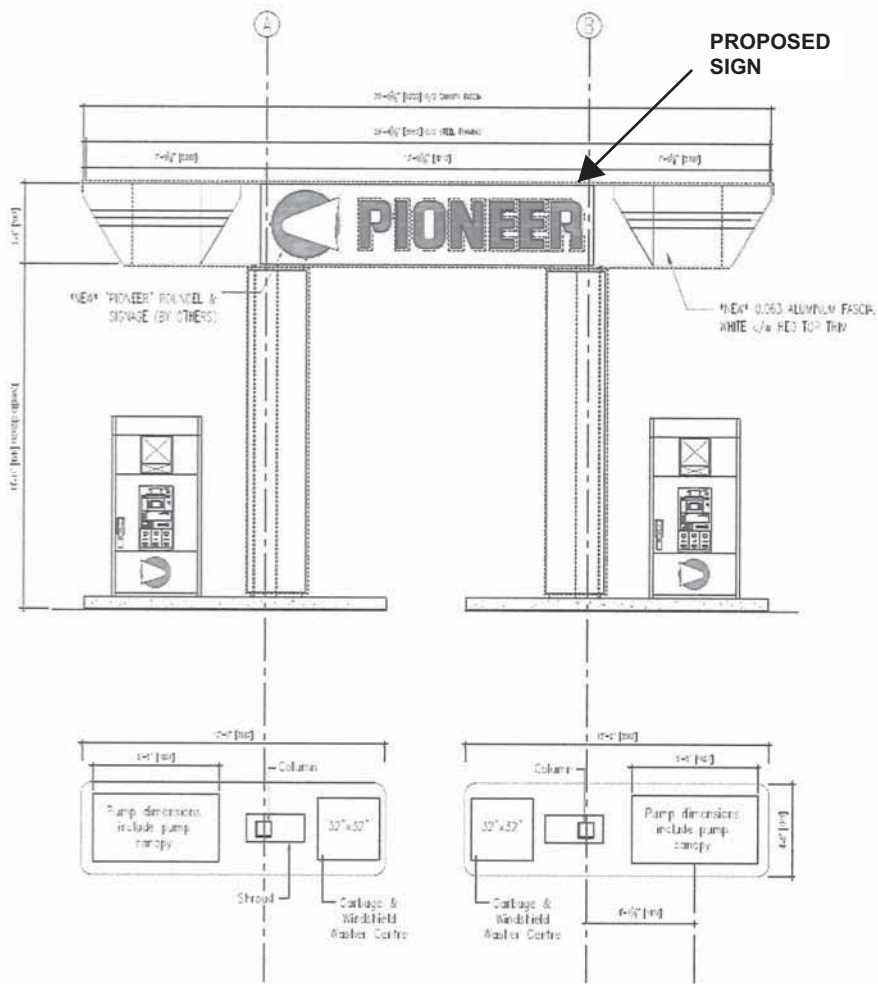
Sign Location Plan



1122 INTERNATIONAL BLVD., SUITE 700
 BURLINGTON, ONTARIO L7L 6Z8
 TEL: (905) 639-2066
 FAX: (605) 639-2490

WINSTON CHURCHILL BOULEVARD


THOMAS STREET



FLEXX
CORPORATION
34 Industrial Centre Drive, #1207, 19102 MB

ALL DIMENSIONS ARE IN METERS (METRIC) UNLESS OTHERWISE INDICATED. PRIOR TO CONSTRUCTION OF WORK, ALL DIMENSIONS TO BE REVIEWED BY 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.

NO.	REVISION	DATE	BY	CANOPY FASCIA DETAILS "NEW" CANOPY STRUCTURE	FINISH 1. SOURCE	 CERTIFIED TO CSA STANDARD #411 IN ACCORDANCE WITH CANADIAN CODE PRACTICE
					PIONEER 1111 HURON CHURCHILL & THOMAS ST. MISSISSAUGA, ONTARIO	
					F12021	E-01



SIGN VARIANCE APPLICATION REPORT
Planning and Building Department

October 30, 2012

FILE: 12-01809

RE: **Creekside Crossing**
1500 Dundas Street East – Ward 1

The applicant requests the following variances to section 13, table 3 of the Sign By-law 0054-2002, as amended.

Section 13	Proposed
A shopping centre ≥ 4.0 hectares is permitted a two (2) ground signs each with a maximum area of 28.0 m. sq. (301.39 ft. sq.) provided they are a minimum of 100m apart.	Two (2) ground signs each with an area of 38.56 m. sq. (415.06 ft. sq.) located approximately 135m apart.
Ground signs for a shopping centre ≥ 4.0 hectares are not to exceed 7.5m (24.61 ft.) in height.	Two (2) ground signs each with a height of 9.14m (30.0 ft.).

COMMENTS:

This site currently has an existing single ground sign which meets the requirements of the Sign by-law; this application is to replace the existing sign with two larger signs which require variances for height and sign area; the two proposed signs are spaced approximately 135m apart from one another.

There are no obstructions which will restrict the visibility of the signs from Dundas Street East. The requested variances for increased sign height and increased sign area are excessive and would set precedent for other businesses along Dundas Street East. They are not within the intent of the Sign By-law and therefore the Planning and Building Department cannot support the requested variances.



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

Attn: Building Dept & City Council

RE: 1500 – 1570 Dundas St E - Creekside Crossing Freestanding Sign Variance

To whom it may concern,

This letter is in regards to the Creekside Crossing commercial plaza listed above. The client is requesting a proposal for a new ground sign to go in place of an existing sign as well as a second ground sign, both with a total height of 9.14m and a total area of 38.56m². Due to a frontage exceeding 100m and a site area of over 4 Ha, the site is permitted a total of 2 signs at a maximum of 28m² based off today's by-law.

Due to the shape of the site boundary there is a fairly minimal street frontage of 168m considering the magnitude of this property. During the site plan approval process staff had several recommendations relating to the overall design and built form which resulted in the site layout ending up with a design that has several small commercial units and banks close to the street frontage, with other businesses and the two anchor tenants located towards the rear of the property. The leasing terms require that both anchor tenants require a minimum of 25% of the ground sign area each, leaving only 50% of each sign to be divided up amongst the remaining 25 tenants on site. Due to the number of tenants on site, the existing sign cannot adequately advertise all tenants, especially when coupled with the issue of the anchor tenants taking up such a significant portion of the sign.

Due to the degree that many of the businesses are setback it is essential to their vitality that they have some exposure at the street frontage. Even without the buildings at the street frontage blocking out visibility, the legibility of onsite fascia signs would be minimal from Dundas St East. Because of this, street front signage is also an essential safety measure as it prevents motorists from peering into the site trying to locate business before making a turn. Prominent street front signage allows businesses to be located well in advance of the entrances to the development which in turn allows motorists to make safe and calculated maneuvers into the site rather than a rushed last minute decision.

Based on the above I would ask for your support and approval of this proposal. The site is unique in the fact that it has only one street frontage yet is a very deep lot, and one of the largest commercial lots in Mississauga at a size of over 16 Ha. The onsite tenants need adequate street side advertising and one sign as is currently on site does not meet this need. It is essential to the success and longevity of



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the businesses that they are easy to locate from the street. Without increased ground sign presence at site this is next to impossible as there are proposed banks in the foreground which effectively reduce sightlines to units which are deeper on this large lot. The proposed sign locations would not hinder or compromise public safety as all sight lines on site would be retained. Please advise the undersigned if you have any questions or concerns regarding this application.

Thank you,

A handwritten signature in cursive script, appearing to read "Nathan Dart".

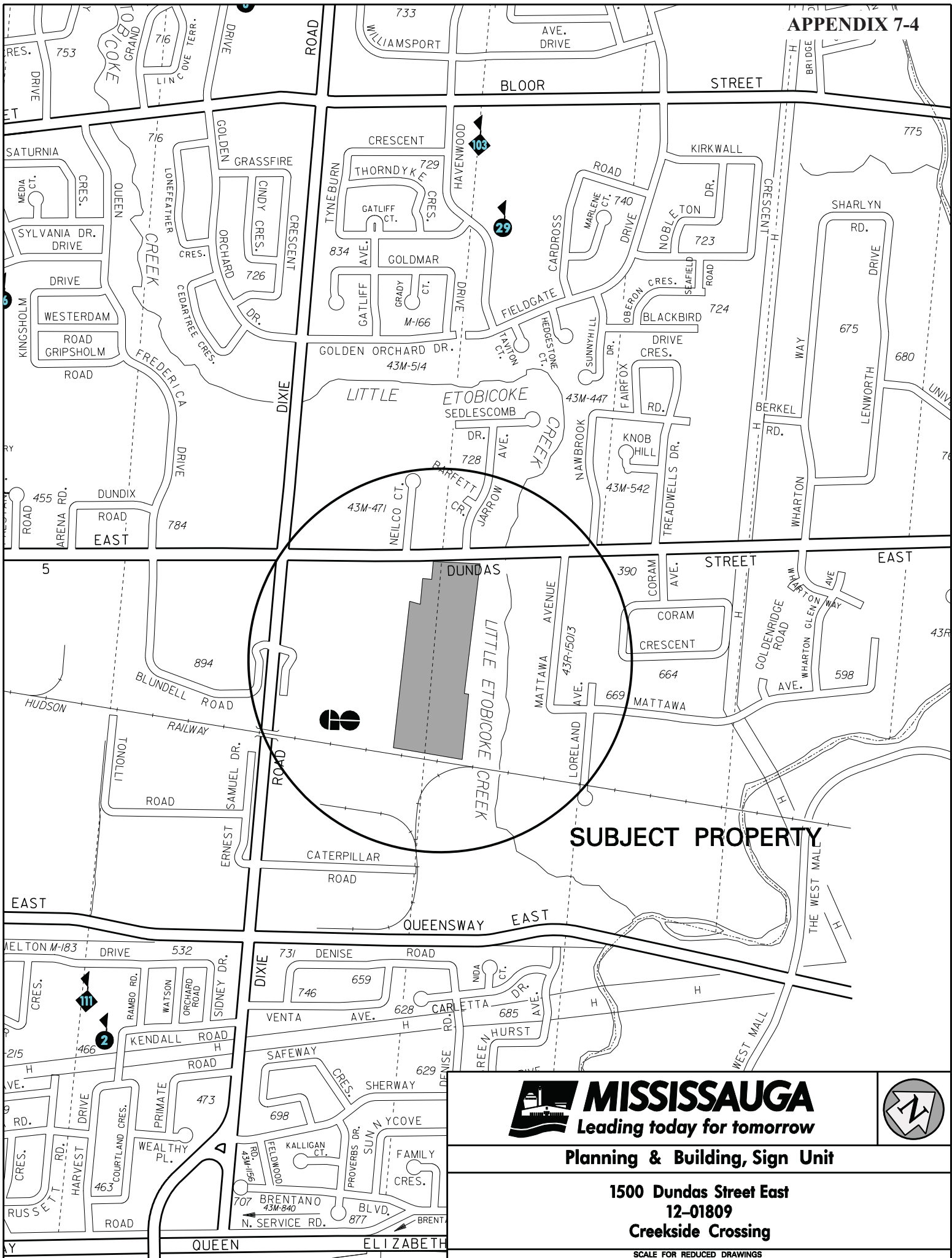
Nathan Dart

Pride Signs Ltd

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F: (519) 622- 4031

E: ndart@pridesigns.com



SUBJECT PROPERTY



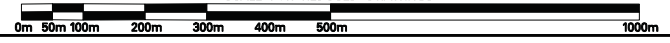
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Planning & Building, Sign Unit

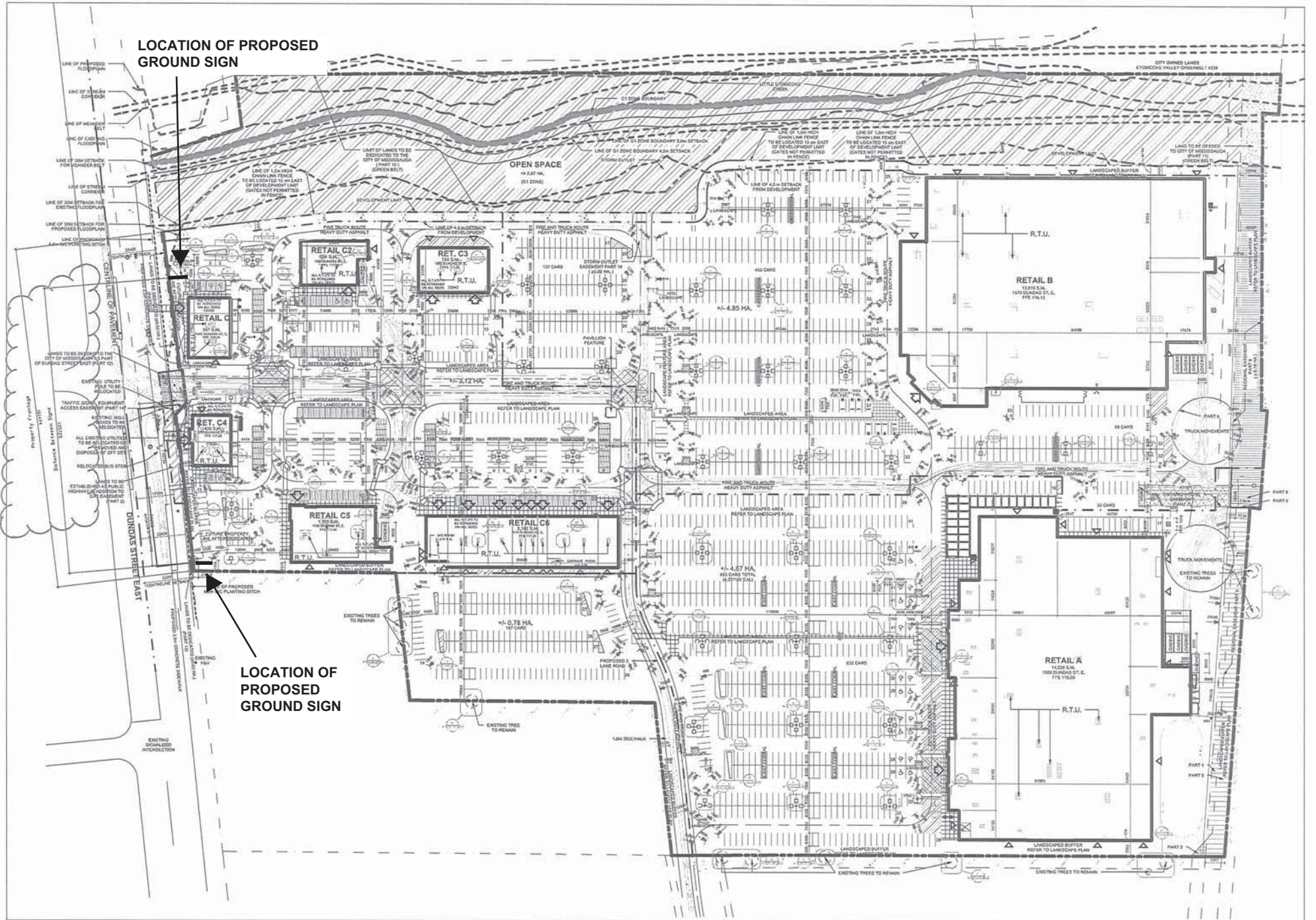
**1500 Dundas Street East
 12-01809
 Creekside Crossing**

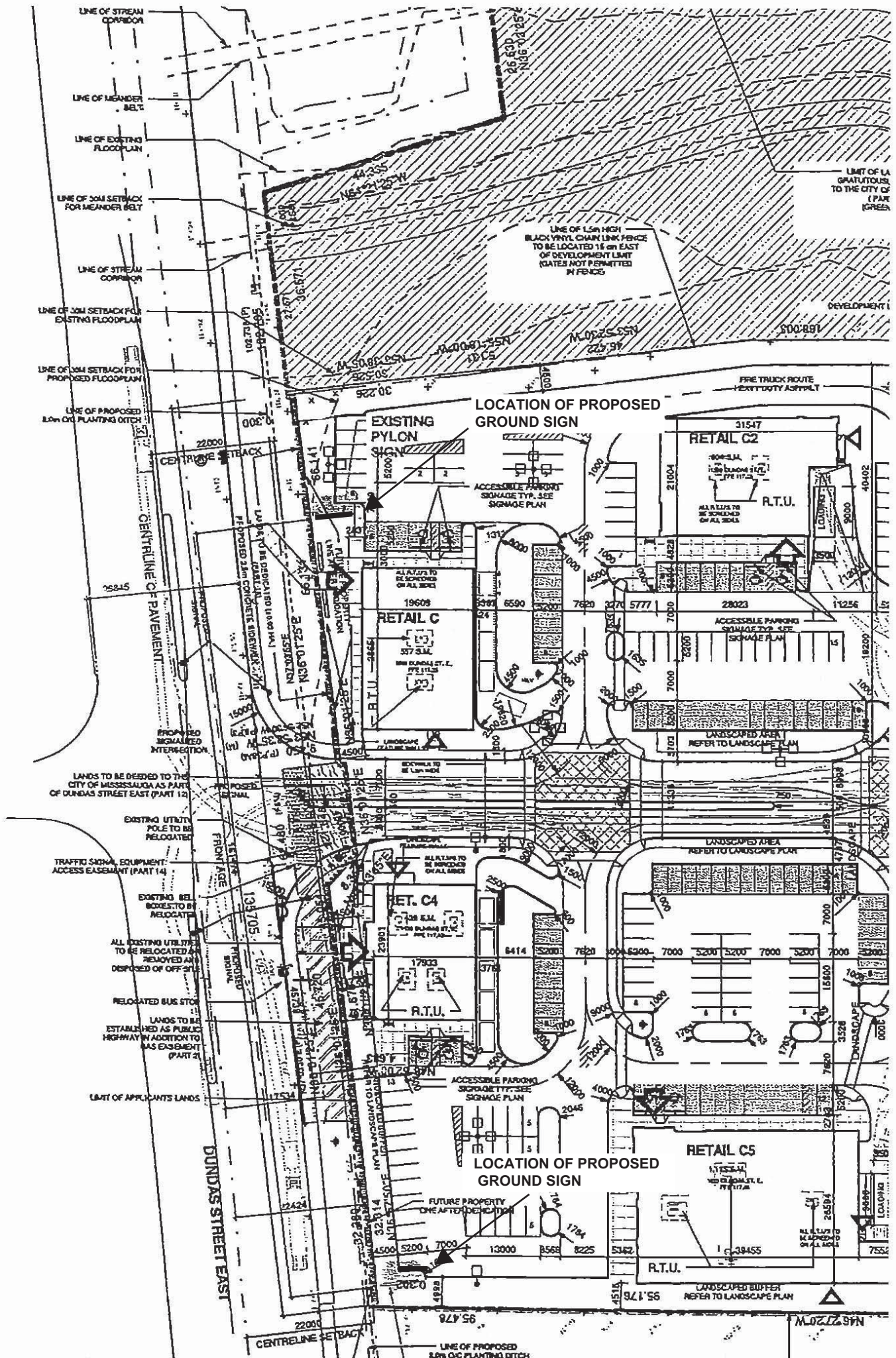
SCALE FOR REDUCED DRAWINGS



**LOCATION OF PROPOSED
GROUND SIGN**

**LOCATION OF
PROPOSED
GROUND SIGN**





D/S Illuminated Pylon Sign

Scale: N.T.S.

Area = 38.56m²/side



Material Specifications

- 1 Header
 - Aluminum constructed filler and retainers to be painted cool gray 9c
 - 3/16" white acrylic faces with translucent vinyl applied to first surface
 - T12 extra long life illumination
- Colours:
 - Text to be white on a dark grey #A9055-O background
- 2 Aluminum constructed 3" reveals to be painted cool gray 9c
- 3 Tenant Sign Boxes
 - Aluminum constructed double wide filler and retainers to be painted cool gray 9c
 - Aluminum constructed h-dividers to be painted cool gray 9c
 - 3/16" white acrylic faces
 - T12 extra long life illumination
- Colours:
 - "Wal mart" to be white
 - Star graphic to be yellow 3m 3630-015
 - Background to be blue 3m 3630-8264
 - "Costco" colours T.B.D
- 4 Post
 - 12 3/4" dia. steel post to be painted cool gray 9c
- 5 Address
 - Aluminum constructed panel with removable face to be painted cool gray 9c
 - All graphics to be white #A6001-O

Drawing No. FD -PYL5C1E9.390D1

Refer to No.

Electrical Requirements
347V

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for electrical variations caused by display and/or print variations.

- Preliminary Artwork
- Approved for Production

CLIENT APPROVAL
REVISION DATES:
June 26, 2012 J. Lewis