

Originator's Files

BL.03-SIG (2012)

PDC DEC 3 2012

DATE: November 13, 2012

TO: Chair and Members of Planning and Development Committee

Meeting Date: December 3, 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 November 13, 2012 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested six (6) 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**:
 - Sign Variance Application 12-01411 (a) Ward 4 **Connect Hearing**

377 Burnhamthorpe Rd. E.

To permit the following:

(i) One (1) fascia sign that is not located on the unit occupied by the business.

(b) Sign Variance Application 12-02765

Ward 4

Target

100 City Centre Drive

To permit the following:

- (i) Four (4) fascia signs not expressly permitted by the Sign By-law.
- (c) Sign Variance Application 12-01365

Ward 5

Booster Juice

80 Courtneypark Drive East

To permit the following:

- (i) One (1) fascia sign attached to an exterior wall which is not forming part of the unit occupied by the business.
- (d) Sign Variance Application 12-02392

Ward 9

Churchill Meadows Christian Church

7755 Tenth Line West

To permit the following:

- (i) One (1) fascia sign with a sign area of 24.96 sq. m. (268.67 sq. ft.).
- (e) Sign Variance Application 12-02850

Ward 11

DuPont/Pioneer

1919 Minnesota Crt.

To permit the following:

(i) A third (3rd) sign located between the limits of the top floor and the parapet.

- (ii) A second (2nd) ground sign on a property having only one street line.
- 2. That the following Sign Variances **not be granted**:
 - (a) Sign Variance Application 12-02248Ward 5Nanda & Associate Lawyers2980 Drew Rd.
 - (i) Two (2) fascia signs on the second storey of the building.

While a precedent has been established for second storey signage on this building, the proposed signage is not designed in similar scale or character to the other second storey signage and does not compliment the architectural features of the building.

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 six (6) 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: Connect Hearing

Appendix 1-1 to 1-6

APPENDIX 2: Target

Appendix 2-1 to 2-7

APPENDIX 3: Booster Juice

Appendix 3-1 to 3-8

APPENDIX 4: Churchill Meadows Christian Church

Appendix 4-1 to 4-5

APPENDIX 5: DuPont/Pioneer

Appendix 5-1 to 5-8

APPENDIX 6: Nanda & Associate Lawyers

Appendix 6-1 to 6-10

Edward R. Sajecki Commissioner of Planning and Building

Prepared By: Darren Bryan, Supervisor, Sign Unit



November 13, 2012

FILE: 12-01411

RE: Connect Hearing

377 Burnhamthorpe Rd. E. – Ward 4

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

Section 4	Proposed
A fascia sign must be located on the unit	One (1) fascia sign that is not located on the unit
occupied by the business.	occupied by the business.

COMMENTS:

The sign is proposed to be located on the west elevation of the mall which faces the main parking area which also contains a common entrance to the mall. The location and size of the proposed fascia sign is consistent with other fascia signs located on the sign band on the west elevation of the building. The Planning and Building Department therefore finds the variance to be acceptable from a design perspective.

Permit W rld inc.

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

May 29, 2012

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

Re: Sign Variance Application for Connect Hearing, 377 Burnhamthorpe Rd. E.

Dear Sir/Madame:

Please accept this letter as a formal request for a sign variance to allow one new fascia sign to be installed on the West elevation of the above-mentioned project.

The Central Parkway Mall is bordered by Burnhamthorpe Road East, Central Parkway East and Meadows Blvd., with the main entrance to the mall on Central Parkway East. The zoning is C2-6 Neighbourhood Shopping.

Connect Hearing would like to propose one new fascia sign for the West elevation, facing Central Parkway East. The tenant's storefront is on Meadows Blvd. (North elevation), which does not offer the same exposure as the West elevation, which is the main entrance to the mall.

The proposed sign complies with the sign by-law restrictions of 20% of the building façade of the first storey. The sign is simple and tasteful and will complement the other signage on the West elevation. Many of the signs on the West elevation belong to tenants located within the mall that do not have any exterior storefront. The proposed location of the sign would enable Connect Hearing to have greater exposure to advertise their presence in the mall and does not conflict with any existing storefront tenants.

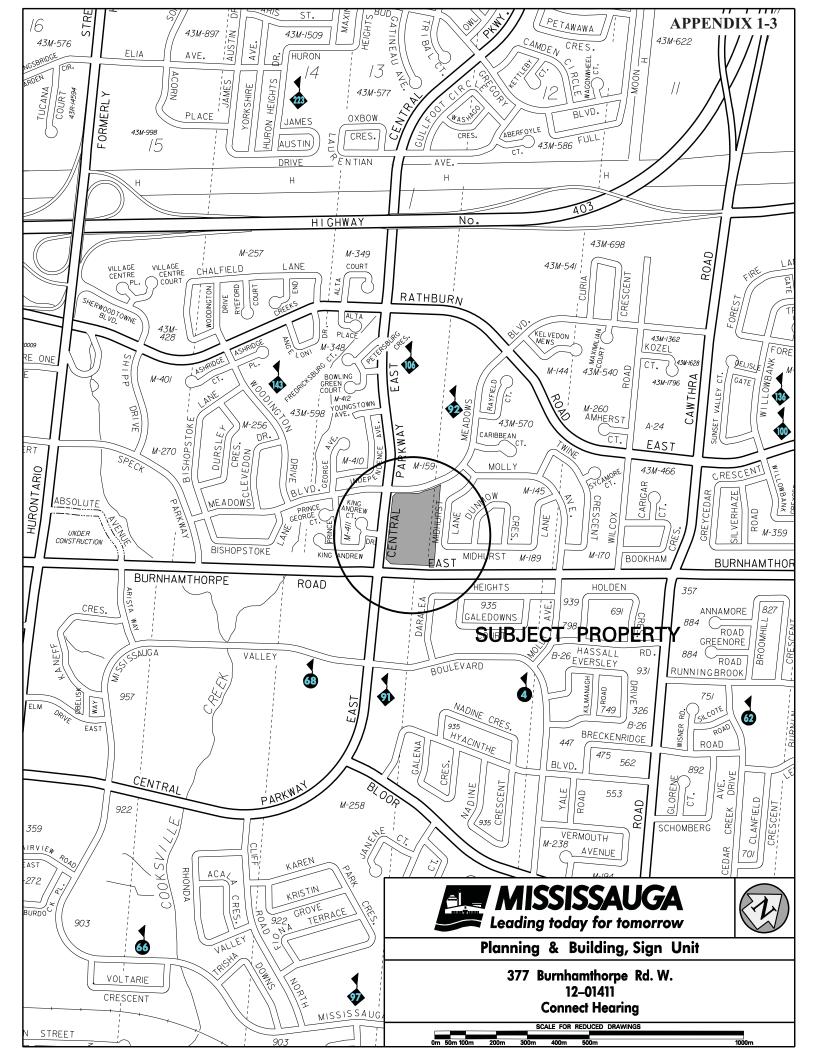
The proposed sign will not negatively impact the neighbourhood or alter the character of the area.

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

Thank you,

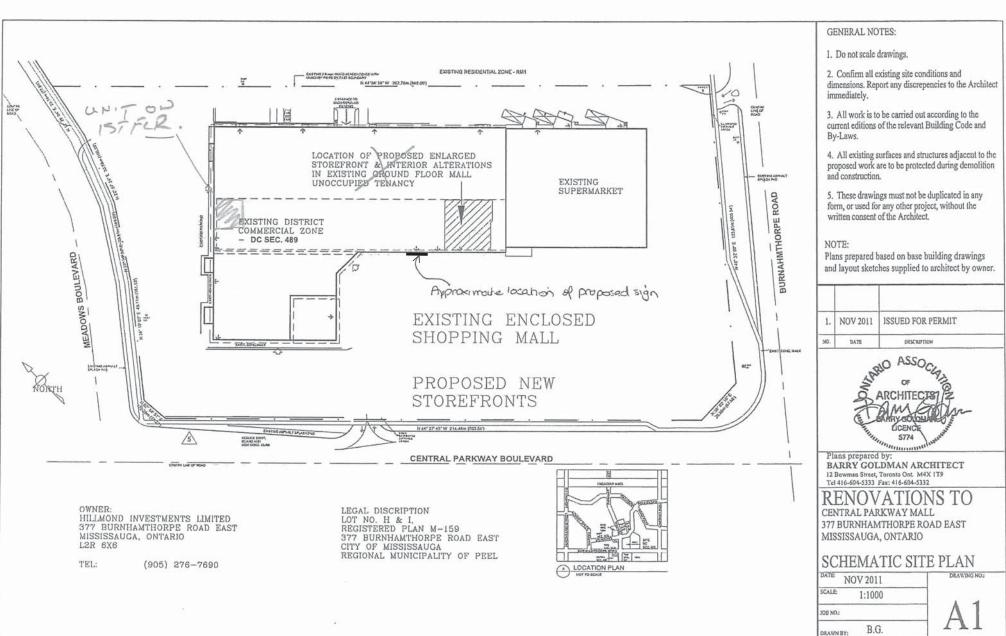
Leslie Smith

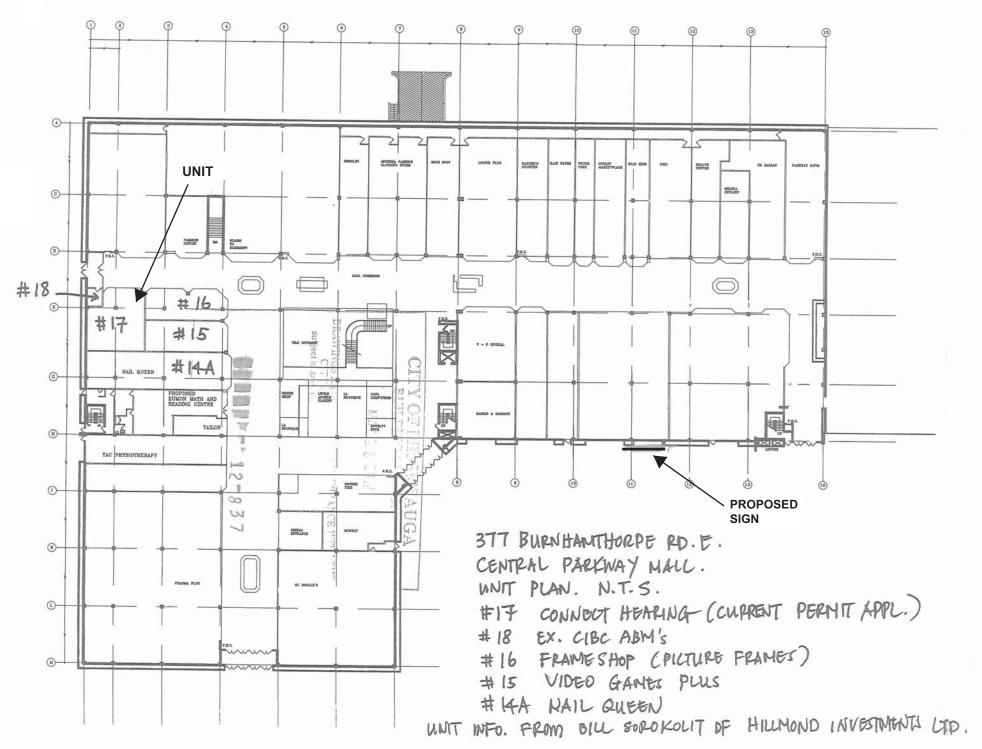
pm@permitworld.ca



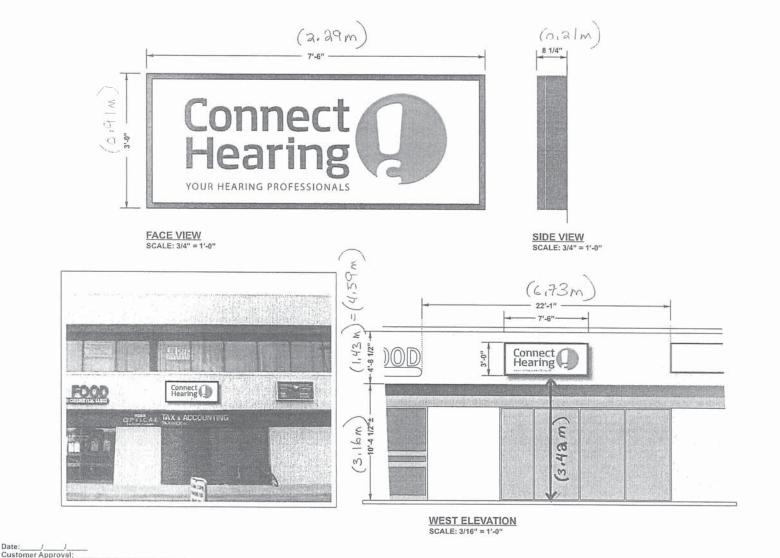


CHECKED BY:





Sign Area = 2.08 m2



RG-23388B SINGLE -FACED ILLUMINATED DISPLAY						
Installation: Interior: V Exterior:						
Ele	ctrica	ıl spec	ifications:			WHI SH
V۵	lts:	N/A	Amp.:	N/A	Circ.:	N/A
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1			E ACRYLIC	WITH	VINYLS A	PPLIED
2	1 1/2	" RETA	AINER PAIL	VTED		
3	ALU	M. CAE	SINET PAIN	ITED		
٠.	LIT E	BY WH	TE LEDS			

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- XX		

#	Colors: SIGN FACE
A	WHITE VINYL
В	DIGITAL PRINT GREEN (PMS 376)
C	DIGITAL PRINT DK. GREY (PMS 432)
D M	PAINTED DK. GREY (PMS 432)

731	Revision(s)	EVE	Date:
	RELOCATE ON NORTH ELEV.		



-Tol (613) 247-7762 -Fax (613) 247-7763 -Toll Free 1-800-661-2493

CONNECT HEARING (ON-14) Sito: 377 BURNHAMTHORPE DR. EAST MISSISSAUGA ON GONSULIENT: ROGER GHANTOUS

Draftsman: LLOYD PLUNKETT Date: 04.18.2012
Page: 1/3 Scale: XX

ISO 9001:2008 Carriffed Enforming



November 13, 2012

FILE: 12-02765

RE: Target

100 City Centre Drive - Ward 4

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

Section 4	Proposed
A sign not expressly permitted by the Sign	Four (4) fascia signs not expressly permitted by
By-law is strictly prohibited.	the Sign By-law.

COMMENTS:

The proposed variance is for a fascia sign located on a performance wall which is a design feature of the building. Under the Sign By-law, this wall is not considered a building façade. The purpose of the performance wall is to accommodate the building signage. The proposed fascia sign in combination with the performance wall is part of the overall design of the building and therefore is acceptable from a design perspective.

Permit W rld...

57 William St. W., Waterloo, ON N2L 1J6 519-635-2114 519-208-7008 (fax)

September 6, 2012

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

Re: Sign variance application for Target, 100 City Centre Drive

Dear Sir:

Please accept this letter as a formal request for a sign variance to allow 4 new signs to be installed on a blade structure which projects above roof level for the above-mentioned project.

Target is opening their new store in the previous location of Zellers at Square One. The proposed signs are the iconic white bulls eyes on the red background which clearly identify Target stores. There is no text, only the circles.

Roof signs are not permitted in the sign by-law (Section 4.6.f). The proposed signs are being requested as the other new signs provide limited viewing exposure to passing traffic. The new signs will be complimentary to the building design and would not create a negative impact on the surrounding properties.

An MTO permit is being applied for and a copy of the permit will be forwarded to the city as soon as it is issued.

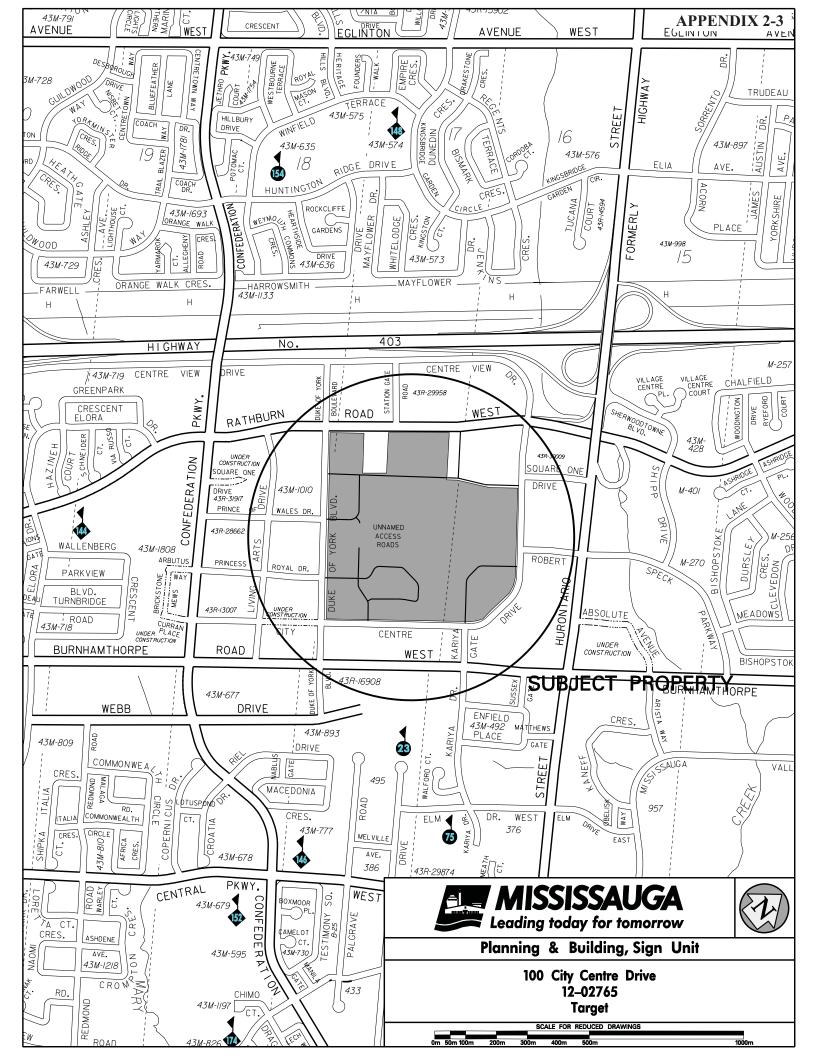
We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

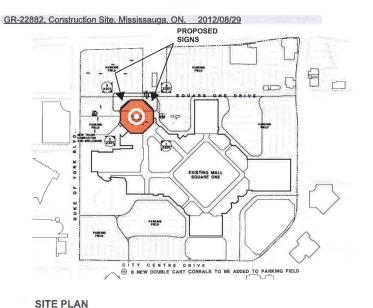
Thank you,

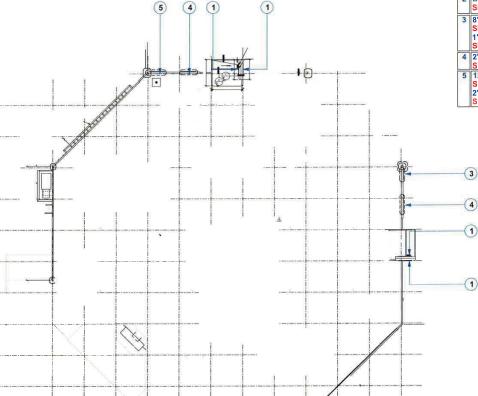
Gilda Collins

G. Coller

admin@permitworld.ca







PLAN VIEW



PATTISON SIGN GROUP
-Tel (506) 735-5506 -Fax (877) 737-1734 -Toll Free 1-800-561-9798 TARGET STORE T-3636

100 CITY CENTRE, MISSISSAUGA, ON
GWENDOLYN REISCHMAN TARGET STORE T-3636 Consultant: GWENDOLYN REISCHMAN Draftsman: CLAUDIA VOGT Date: 05.28.2012 Page: 1/9 Scale: N.T.S.

ENSEIGNES

www.pattisonsign.com

GR-22882A SITE PLAN/PLAN VIEW

Installation: Interior: 🗹 Exterior:

Descriptions:

1 12'-0" S/F ILLUMINATED BULLSEYE SIGN SEE SIGNAREA: 144.00FT2 (13.38M2) PAGE 5

2 INTERIOR MALL ENTRY SIGNS SEE (NOT SHOWN) SIGNAREA: 36.00FT2 (3.34M2) PAGE 9

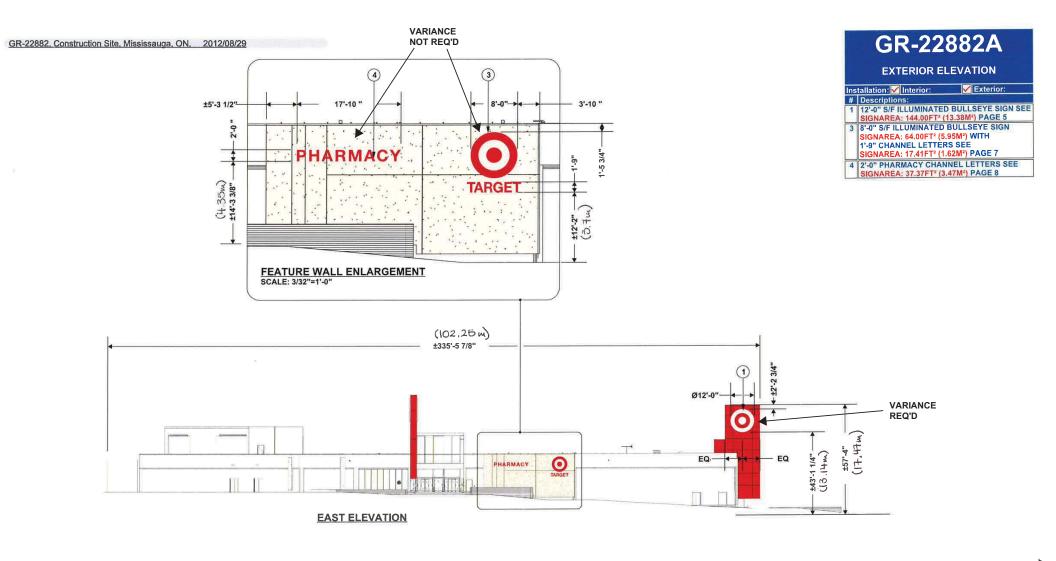
3 8'-0" S/F ILLUMINATED BULLSEYE SIGN SIGNAREA: 64.00FT2 (5.95M2) WITH 1'-9" CHANNEL LETTERS SEE SIGNAREA: 17.41FT² (1.62M²) PAGE 7

4 2'-0" PHARMACY CHANNEL LETTERS SEE SIGNAREA: 37.37FT2 (3.47M2) PAGE 8

5 12'-0" S/F ILLUMINATED BULLSEYE SIGN SIGNAREA: 144.00FT2 (13.38M2) WITH 2'-8" CHANNEL LETTERS

SIGNAREA: 39.18FT2 (3.64M2) SEE PAGE 6

ISO 9001:2008 Certified Enterprise





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

Site: 100 CITY CENTRE, WISSIGNAN

Consultant: GWENDOLYN REISCHMAN

Draftsman: CLAUDIA VOGT Date: 05.28.2012

1/32" =1'-0"

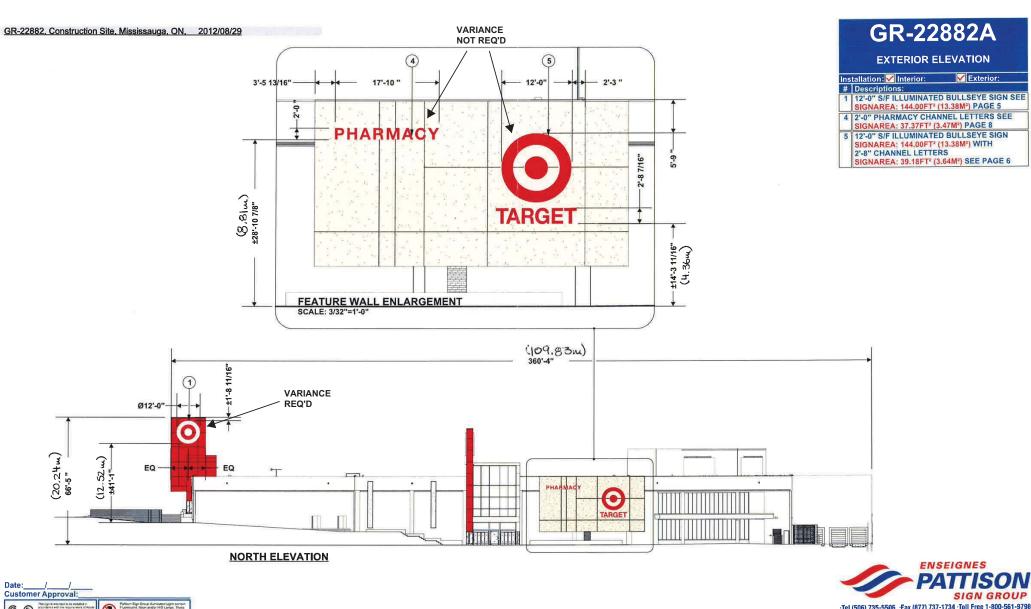
Draftsman: Draftsman: 05.28.2012

www.pattisonsign.com

TARGET STORE T-3636
100 CITY CENTRE, MISSISSAUGA, ON GWENDOL YN REISCHMAN

Customer Approval:

ISO 9001:2008 Certified Enterprise



ISO 9001:2008 Certified Enterprise

www.pattisonsign.com



November 13, 2012

FILE: 12-01365

RE: Booster Juice

80 Courtneypark Drive East – 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 attached to the	One (1) fascia sign attached to an exterior wall	
building façade used to calculate the	which is not forming a part of the unit occupied	
maximum sign area of the sign.	by the business.	

COMMENTS:

The unit occupied by the business does not fully extend to the rear wall of the building. The Sign By-law does not permit businesses to have fascia signs on exterior walls of units which they do not occupy. However, the proposed sign is consistent with the other fascia signs on this building elevation.

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



Always One Step Forward.

To whom it may concern:

On behalf of our client, Booster Juice, Forward Signs Inc. will be applying for a sign variance to the City of Mississauga for their exterior signage at 80 Courtney Drive East Unit K6 L5T 2Y3

The proposed signage is to fill in the empty space in between Mucho Burrito and World Shawerma King facing Annagem Blvd. The proposed signage is in the shape of Booster Juice's signature sign, which will be illuminated by simple LEDs mounted on top of the existing structure.

The nature of the variance of this sign permit is that this sign will be located on a third party property which is a part of Mucho Burrito.

The primary impetus for the proposed signage is to attract clients from a distance for people coming along the east parking lot to know where Booster Juice is located. For people entering the mall from the east entrance, it is very hard to locate Booster Juice without the sign; the proposed signage will greatly assist in building identification during the day and night.

We will look forward to answering your questions and providing any clarification required by your office should you require further details regarding our proposal. Please feel free to contact the account holder of this project; Helen Liang at 416-291-4477 ext.: 292 to address any further concerns that you may have.

Best Regards,

Helen Liang
Project Coordinator

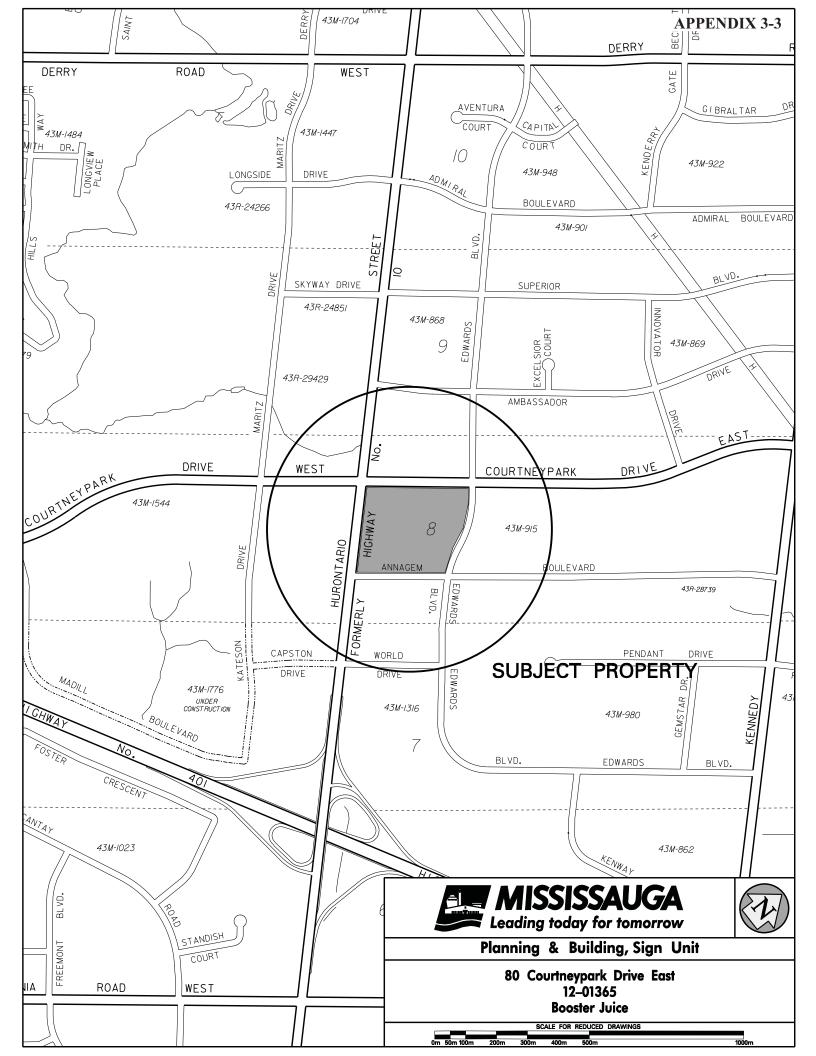


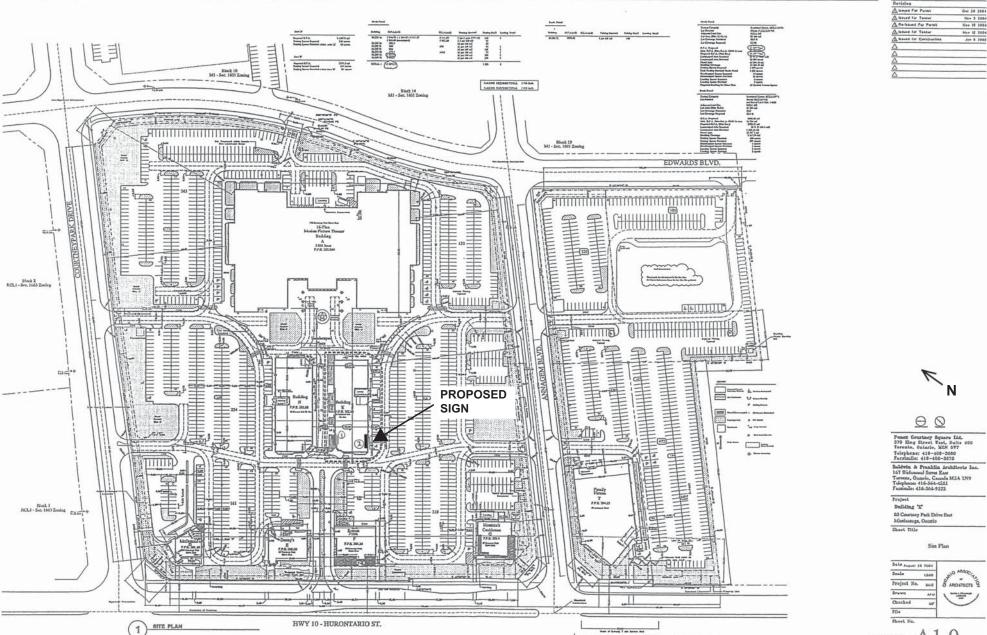
Always One Step Forward.

60 Emblem Ct. Toronto, ON M1S 1B1

t: 416-291-4477 *292; 1-888-291-4477 | f: 416-291-4678 |

e: helenl@forwardsign.com | w: www.forwardsign.com

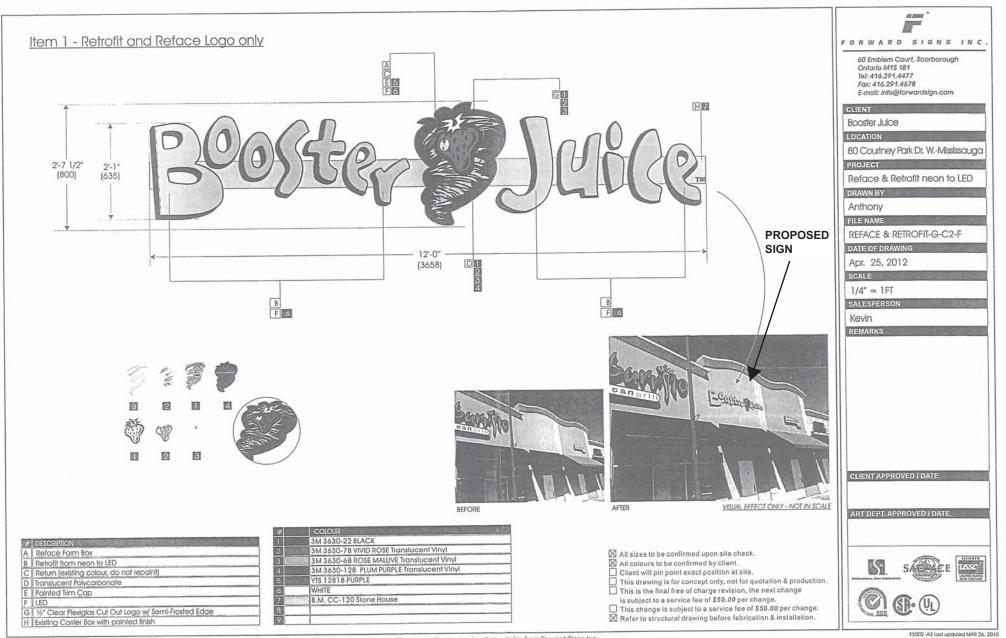




800103/65

AS BUICT Ditette **APPENDIX 3-4**





This drawing is the property of Forward Signs Inc. No partial or complete reproduction in any form of this drawing is allowed without the written consent and permission from Forward Signs Inc.



80 COURTNEYPARK DRIVE EAST SEPT. 26 / 2012

SOUTH ELEVATION



November 13, 2012

FILE: 12-02392

RE: Churchill Meadows Christian Church

7755 Tenth Line West – Ward 9

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

Section 12	Proposed
A fascia sign is permitted a maximum sign	One (1) fascia sign with a sign area of 24.96 m
area of 5.0 m sq. (53.82 ft. sq.)	sq. (268.67 ft. sq.)

COMMENTS:

The proposed fascia sign is to be located on the north side of the building facing Highway 401. The sign is proportional to the size of the building and sized for visibility from the highway. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



September 20, 2012

Mr. Kelwin Hui Planning and Building Department City of Mississauga 300 City Centre Drive Mississauga, ON L5B 3C1

Reference Application # 2392 WEBID - BDDGV6HU

RATIONALE FOR OUR VARIANCE APPLICATION

Dear Mr. Hui,

Thank you for notifying us of the need to state the rationale for the variance application we have submitted with regards to our fascia sign permit with the above mentioned reference number and web id.

We needed to apply for a fascia sign with the specified size as we have noted in our earlier submission in order to ensure the safety of motorists passing in the 401 Highway who would like to read the sign.

Given that the normal driving speed there will be at least 90 kph, a smaller sign might cause an accident as drivers might be enticed to slow down to read the information about the church.

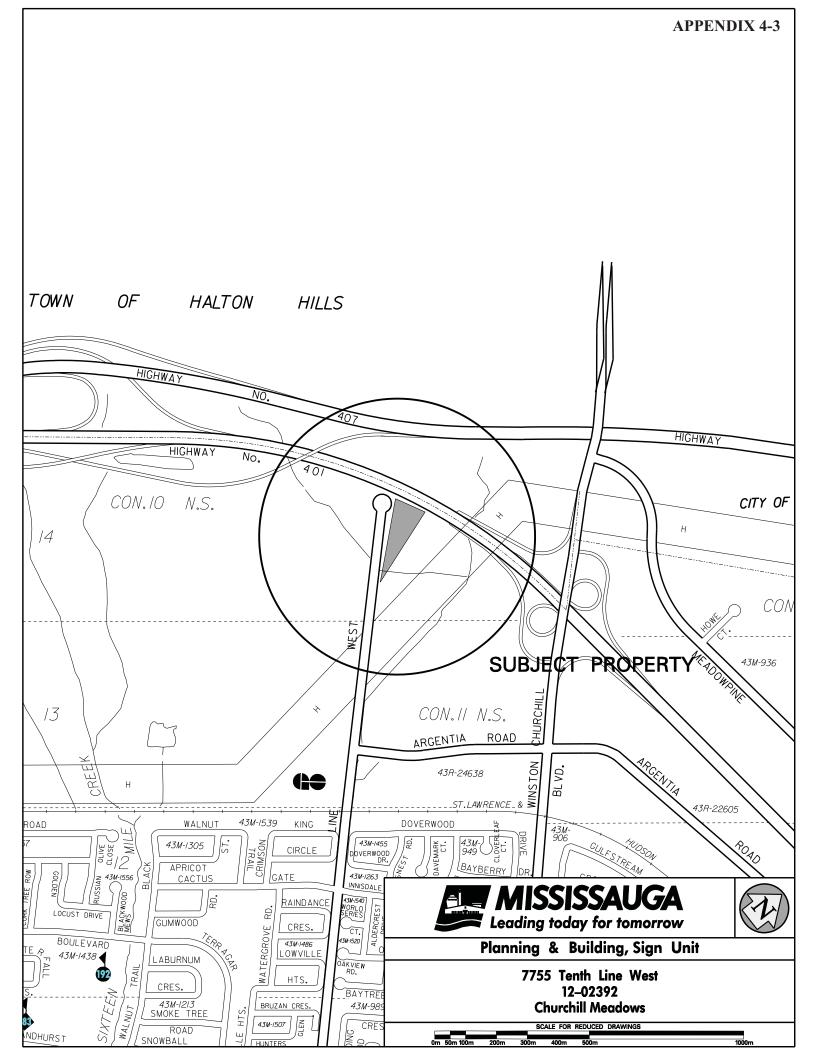
Our requested size for the fascia was recommended by our architect and was arrived at in consultation with MTO to ensure that the visibility and readability of the sign will not have a negative or dangerous impact to the busy motorists traversing in the highway. The size is also within the range of fascia signs you will normally see at the 401.

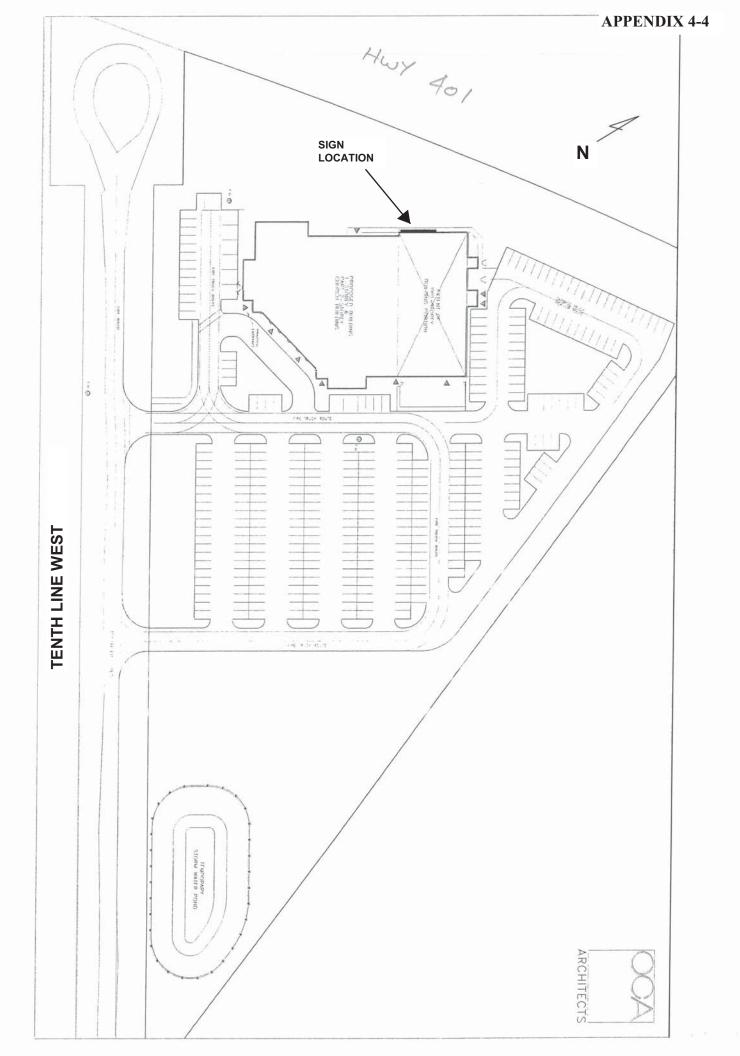
We trust that this will sufficiently answer the question on why we needed a variance approval for our fascia sign.

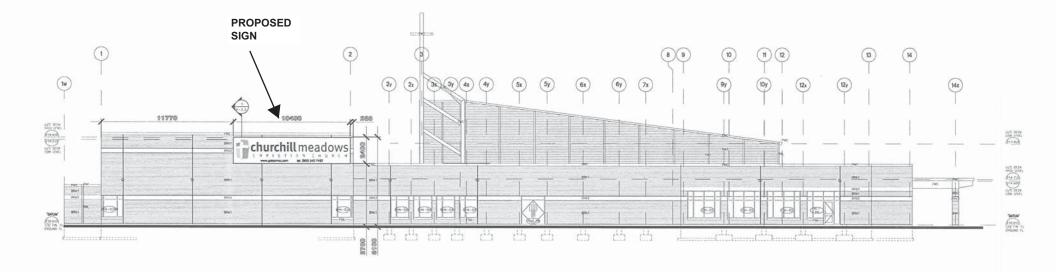
We hope for your favorable response.

Humbly remaining,

Edmund Lucido Executive Pastor







Churchill Meadows Christian Church North Elevation - Building Sign Scale 1:150

The Alupanel Sign will be made of 8 panels of $4 \times 8'$ and will be mounted on the wall. This will be secured by 6" lag shields and hex bolts (are only required every 54"). We would be putting them in about every 40", and right through to the cinderblock.



November 13, 2012

FILE: 12-02850

RE: DuPont / Pioneer

1919 Minnesota Crt. - Ward 11

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

Section 13, Table 1	Proposed	
Permits two (2) additional fascia signs	A third sign located between the limits of the	
between the limits of the top floor and the	top floor and the parapet.	
parapet.		
Section 13, Table 3	Proposed	
Permits one (1) ground sign per street line.	A second ground sign on a property having	
	only one street line.	

COMMENTS:

The proposed fascia sign faces Minnesota Court and is not located on the same façade in which the two existing fascia signs are placed. Since each of these fascia signs can not be seen at the same time, the Planning and Building Department therefore has no concerns with the proposed variance.

The existing ground sign on the property is located within the site at the main entrance to the building which is a substantial distance from the street line. The proposed multi-tenant ground sign will be located at the street line to identify the entrance to the subject site. The size of the proposed ground sign is within the permitted provisions of the Sign By-law. The Planning and Building Department therefore finds the variance acceptable from a design perspective.



Zip Signs Ltd. 5040 North Service Road Burlington, Ontario L7L 5R5

August 23, 2011

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

Subject:

Sign Variance Rationale

Object:

Dupont 1919 Minnesota Court Mississauga ON

To Whom It May Concern;

We respectfully ask that you consider our application for variance of the Sign Bylaw to allow a second Ground sign to be installed on the same property and location as the existing ground sign. The existing ground sign is in front of the building identifying Duponts head office and the new pylon sign which is for the tenant identification in the building would be approximately 160 metres away at the entrance from the street and at least 1.5m from the property line. The additional wall sign faces south and would be the only sign visible to identify the occupants of the building coming north on Erin Mills Parkway.

This proposal is consistent with the installation of permitted ground sign on other properties in the area and would allow for less confession for traffic driving around the traffic circle and it will not interfere with pedestrian traffic or obstruct public visibility of the surrounding area. We respectfully request that Dupont be permitted to maintain the existing setback of 1.5m from the property line in order to maintain adequate visibility of their world recognized company and the tenants within the property.

Consistent with neighbouring buildings, our proposal does not alter in any way the essential character of the area nor would it adversely affect adjacent properties. Being a sign type that is permitted in the sign district where the premises is located, the installation would be done in compliance with the Ontario Building Code, whereby public safety would be guaranteed.

We are confident that our proposal satisfies the public interest as well as preserving the character of the Commercial and office district. We thank you for the attention you are giving our application and consideration for the success of this proposal, and we remain available should you require additional information and/or documents to complete this application.

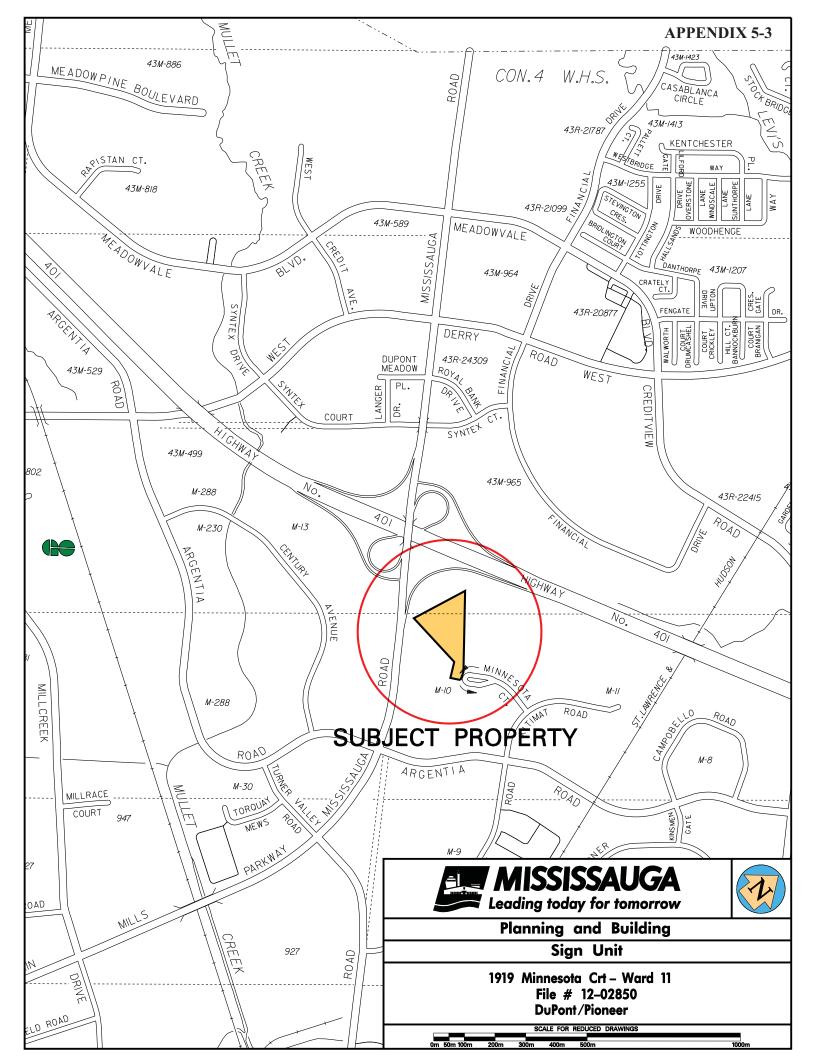
Best regards,

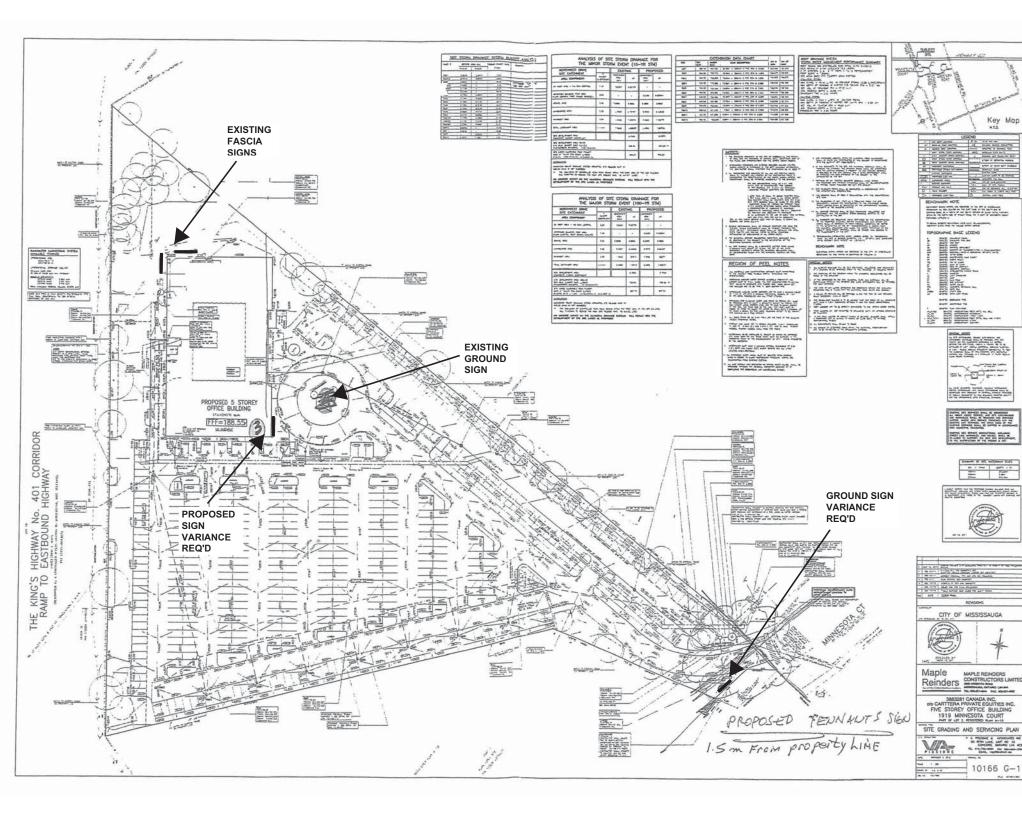
Permit Consultant

Zip Signs Ltd.

Ph 905-332-8332 Toll Free 800-291-0166 Fx 905-332-9994

www.zipsigns.com info@zipsigns.com





APPENDIX 5-4

SUMMARY OF SITE	WATERMAIN STATS
DA - (mm)	LEMOTH - (m)
100 mm	272.00m
150mm	8 com
mc:002	270 09m



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4.	FEE 21/11	ADDRESS AND SPA COMMENTS AND SECURISED VEH AND HELD T
3	FEB 17/1	MUNESE REGONAL C'TY AND UTO UPA COMMENTS
-	PSG 4/31	PLAN ROTATED PEH ARCHITECT
2,	DEL 17/10	ASTRESS OF OTH SPA COMMERTE
	160V 11/10	SEGUED FOR SEE PLAN APPLICATION
1	NOV 11/10	STABLE SUMPACE LIMIT ACCIED PEN CUENT RENEW
HO.	DATE	DESCRIPTION

REVISIONS

CITY OF MISSISSAUGA



Maple

MAPLE REINDERS **CONSTRUCTORS LIMITED** 3860 ARGENTIA ROAD MESSISSAUGA, ONTARIO UN 544

TEL: 905-821-4844 FAX: 905-821-4822

3883281 CANADA INC. c/o CARTTERA PRIVATE EQUITIES INC. FIVE STOREY OFFICE BUILDING 1919 MINNESOTA COURT PART OF LOT 2, REGISTERED PLAN M-10

JDD 180 10-166E

SITE GRADING AND SERVICING PLAN



V. A. PISCIONE & ASSOCIATES INC 50 RITIN LANE, UNIT NO. 18 CONCORD. ONTARIO L4K 4C9 TEL 416-736-9094 FAX 905-660-3769 EMAIL vap@belinet.ca

10166 G-1 HANDA BY H.S. & AL.

CFILE 10166F4 DAG





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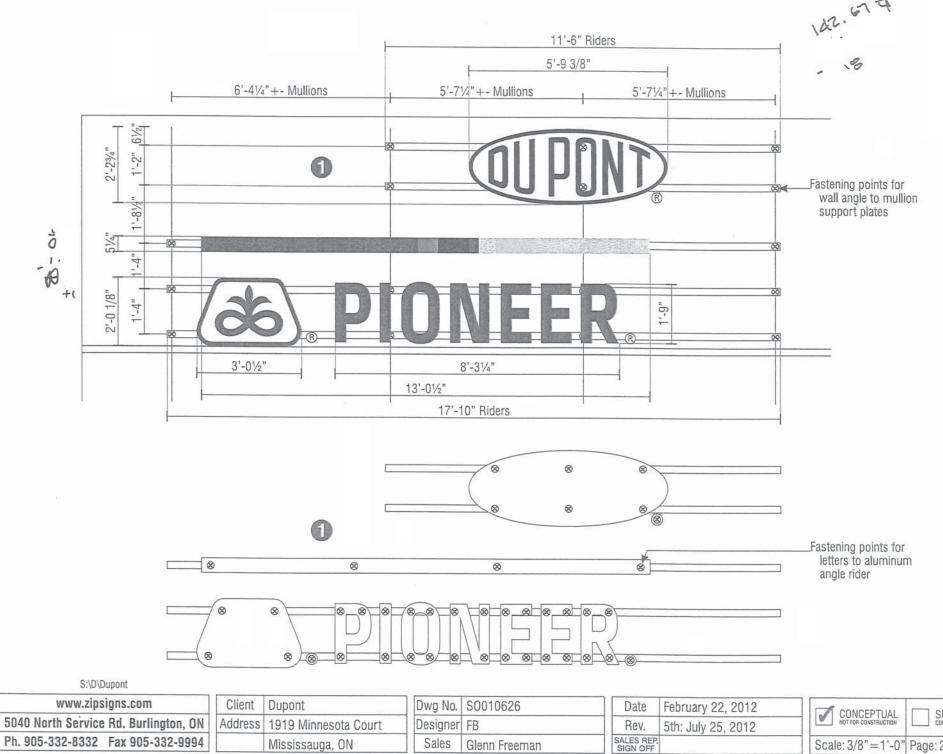
www.zipsigns.com	Client	Dupont
5040 North Service Rd. Burlington, ON	Address	1919 Minnesota Court
Ph. 905-332-8332 Fax 905-332-9994		Mississauga, ON

Dwg No.	S0010626
Designer	FB
Sales	Glenn Freeman

	Date	February 22, 2012
	Rev.	4th: June 27, 2012
	SALES REP. SIGN OFF	

CONCEPTUAL NOT FOR CONSTRUCTION	SHOP READY CONSTRUCTION CAPABLE
Scale: 1/16"=1'-0	'Page: 1 of

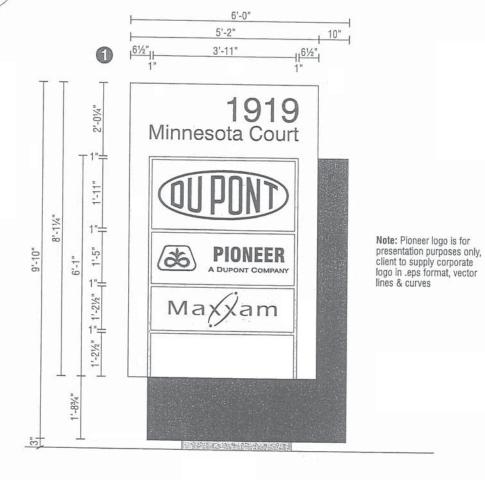




Glenn Freeman

Mississauga, ON

SHOP READ IX 5-7 Scale: 3/8"=1'-0" Page: 2 of



Sign 1

Supply 1 new s/f exterior non-illuminated ground sign

Graphics / Substrate

Address routed from 3/4" clear plexi, painted Black

Dupont, Pioneer & Maxxam logos routed from 3/8" clear plexi painted Red, Green, Black, Burgundy & Dark Blue as shown

Construction

.125 aluminum faces

1" aluminum reveals around faces

.050 aluminum returns & back

.125 aluminum enclosure

11/2" internal aluminum angle frame

4"sq x 1/4" wall HSS pole

1/2" x 8" x 8" steel plate

5/8"Ø x 36" anchor bolts, 4 reg'd

Base

36"Ø x 75" re-inforced augured concrete base

Paint

■ Black

Exposed metal painted Brushed Aluminum & Dark Grey as shown

S:\D\Dupont\S0007974

www.zipsigns.com 5040 North Service Rd. Burlington, ON Ph. 905-332-8332 Fax 905-332-9994

	Client	Dupont
N	Address	1919 Minnesota Court
4		Mississauga, ON

Dwg No.	S0007974
Designer	FB
Sales	Glenn Freeman

Date	March 28, 2012
Rev.	2nd: July 5, 2012
SALES REP. SIGN OFF	

_	CONCEPTUAL NOT FOR CONSTRUCTION	SHOP READY CONSTRUCTION CAPABLE
	Scale: 1/2"=1'-0"	Page: 1 of







SIGN VARIANCE APPLICATION REPORT Planning and Building Department

November 13, 2012

FILE: 12-02248

RE: Nanda & Associate Lawyers

2980 Drew 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.	

COMMENTS:

While a precedent has been established for second storey signage on this building, the proposed signage is not designed in similar scale or character to the other second floor signage on the building. As it does not compliment the architectural features of the building, the Planning and Building Department cannot support the requested variance from a design perspective.



JAGMOHAN SINGH NANDA | LLB
GLEN ANDREW COOK | LLB
SABRINA HUSSAIN | BENG LLB
ARTHUR L. TAN| JD LLM
Barristers, Solicitors & Notary Publics

PLEASE REPLY TO: SABRINA HUSSAIN

Telephone:

905-405-0199, Ext. 232

Direct Fax: E-Mail: 905-405-0119 sabrina@nanda.ca

August 29, 2012

Planning and Building Department

Building Division 300 City Centre Drive Mississauga, ON L5B 3C1

Dear Sirs:

Re: Sign - Minor Variance - 2980 Drew Road, Mississauga for Fascia Sign

We are writing to request the City of Mississauga ("the City") grant our application for a variance from the performance standards of the sign by-law and allow our firm Nanda & Associate Lawyers, P.C. to Fascia Sign at plaza located at 2980 Drew Road, Mississauga.

Nanda & Associate Lawyers, P.C. is a four lawyer law firm established by Mr. Jagmohan Singh Nanda in 2003 and located in Malton at 7071 Airport Road, Maxtel Plaza since that time. We provide necessary legal services: residential and commercial real estate, family law, civil litigation, wills and estates, personal injury, immigration and corporate commercial to Malton and Mississauga area residents. We currently employ nine people and are one of the biggest law firms in the Malton area. We are looking to expand to a twenty person organization and have purchased approximately 5500 square feet of office space at 2980 Drew Road in order to facilitate our expansion. We require a Fascia Sign to notify customers of our relocation and to increase traffic and business to our firm in order to sustain our expansion and employment goals.

Our application for a variance from the performance standards of the sign by-law should be granted because:

- 1) We need a Fascia Sign visible from Airport Road to notify our current customers of our new location so that we can keep providing quality service to area residents.
- We need a Fascia Sign visible from Airport Road to increase awareness of our firm and its location and bring in new customers.

3) We need a Fascia Sign visible from Airport Road to increase traffic to our location and thereby increase firm revenue which will create more employment opportunities and pay for increased expense of maintaining 5500 square feet of office space including property taxes.

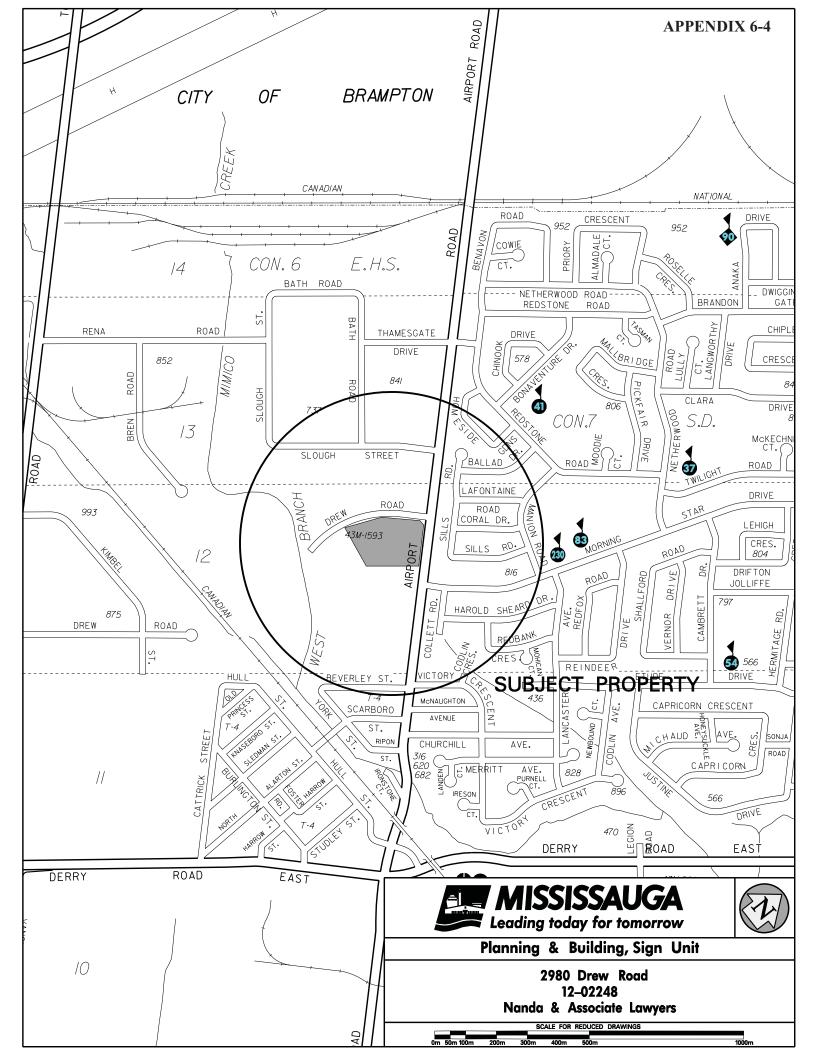
We request that the City take our situation, our goals, our reputation and our demonstrated loyalty to the Malton area into consideration and grant our application for a variance from the performance standards of the sign by-law, which we need to thrive at our new location. The Facia Sign is important for our business and the City should support us in our goals as increasing firm revenue is beneficial to the City as well as to our firm.

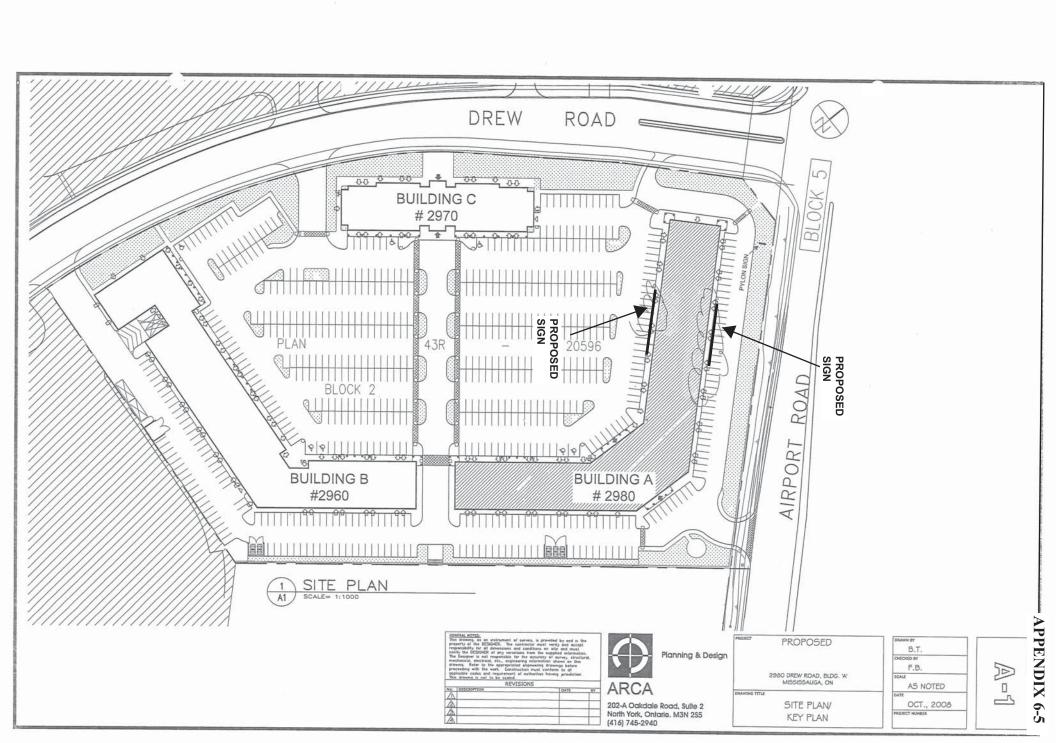
Yours truly,

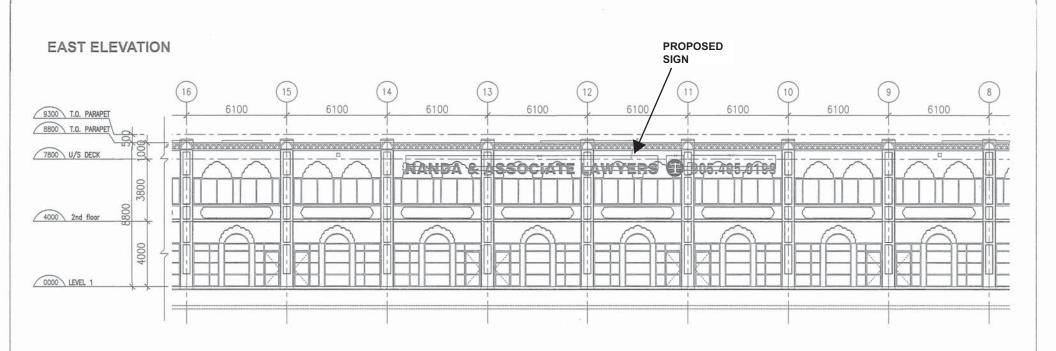
NANDA & ASSOCIATE LAWYERS, P.C.

Sabrina Hussain

Barrister, Solicitor & Notary Public







Total Area A+B+C 15.5 sqm

EAST ELEVATION

10.93 sqm

Area B 1.0 sqm Area C 3.57 sqm

MANDA 2-ASSOCIATE LAWYERS

KING PRINTING & SIGNS INC.

Tel.: (905) 673-9229 • Fax.: (905) 672-8338 www.kpsign.com • Info@kpsign.com 2960 Drew Rd. Unit 148, Mississauga ON L4T 0A5 Client: Nanda Law Office 2.19
Address: 2980 Drew Rd. Unit # 222, 224,

2980 Drew Rd. Unit # 222, 224, 226, 228 (Airport Side) & 223 (Plaza Side) Mississauga, ON. Approved By:

Name:

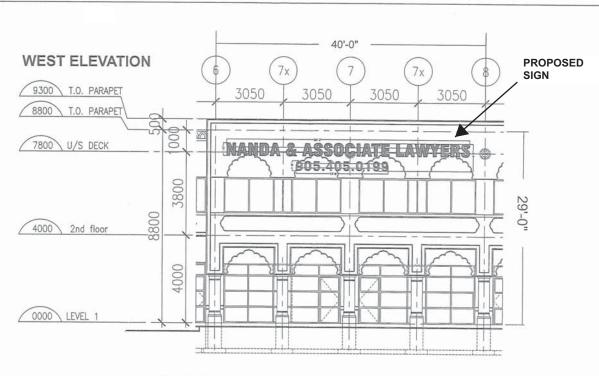
Signature:

Date: July 10th 2012

Designed By: Karamjit Jhass

Area A





WEST ELEVATION

Area A 6.71 sqm

-36'-2"

Total Area A+B 8.35 sqm

Area B 9 1.64 sqm 13'-8"

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2960 Drew Rd. Unit 148, Mississauga ON L4T 0A5

Client:	Nanda Law Office 215 /	
Address:	: 2980 Drew Rd. Unit # 222, 224	
	226, 228 (Airport Side) &	
	223 (Plaza Side) Mississauga, Of	

	Approved By:
Name:	
Signature:	

Date:	July 10th 2012
Designed	By: Karamjit Jhass

CON Not For	CEPTUAL Construction
SHO	P READY

	Filler	L.
CONCEPTUAL Not For Construction	Acrylic	Viny
	Trim	
SHOP READY Construction Capable	Power Supply	

L.E.D.	TEC LED	Others
Vinyl (1)		
(2)		
(3)		_ (









2980 DREW ROAD SEPT. 20, 2012 EXISTING SIGNS

