



# Corporate Report

Clerk's Files

Originator's  
Files

BL.03-SIG (2011)

**PDC** MAR 18 2013

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**DATE:** March 4, 2013

**TO:** Chair and Members of Planning and Development Committee  
Meeting Date: March 18, 2013

**FROM:** Edward R. Sajecki  
Commissioner of Planning and Building

**SUBJECT:** **Sign By-law 0054-2002, as amended**  
**Sign Variance Applications**

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**RECOMMENDATION:** That the report dated March 4, 2013 from the Commissioner of Planning and Building regarding Sign By-law 0054-2002, as amended, and the requested seven (7) Sign Variance Applications described in Appendices of the Report, be adopted in accordance with the following:

1. That the following Sign Variances **be granted**:
  - (a) Sign Variance Application 12-03068  
Ward 1  
W.E. Oughtred & Associates/Churchill Property  
Management  
1310 Dundas St. E.  
  
To permit the following:
    - (i) Twelve (12) fascia signs installed above the  
upper limit of the first storey.

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

To permit the following:

- (i) Two (2) ground signs each with an area of 38.55 m. sq. (414.97 sq. ft.) located approximately 135 m (442.91 ft.) apart.

- (c) Sign Variance Application 12-03093  
Ward 4  
Sheridan College  
4180 Duke of York Blvd.

To permit the following:

- (i) Three (3) roof signs.

- (d) Sign Variance Application 12-03002  
Ward 5  
Mantella Corporation  
5455 Dixie Road

To permit the following:

- (i) One (1) temporary sign facing Provincial Highway 401 for a period of one (1) year.

- (e) Sign Variance Application 12-03003  
Ward 5  
Mantella Corporation  
5503 Dixie Road

To permit the following:

- (i) One (1) temporary sign facing Provincial Highway 401 for a period of one (1) year.

- (f) Sign Variance Application 12-03355  
Ward 9  
A&W  
2920 Argentia Road

To permit the following:

- (i) One (1) gateway drive-thru pylon structure.

- (g) Sign Variance Application 12-03195  
Ward 11  
Fionn MacCool's  
825 Britannia Rd. W.

To permit the following:

- (1) The proposed sign area of the signs located on the south elevation is 24.75% of the building façade whereas 20% is permitted.
- (ii) The proposed sign area of the signs located on the east elevation is 19.4% of the building façade whereas 15% is permitted.

**BACKGROUND:**

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

**COMMENTS:**

The Planning and Building Department has received seven (7) Sign Variance Applications (see Appendices 1 to 7) for approval by Council. The applications are each accompanied by a summary page prepared by the Planning and Building Department which includes information pertaining to the site location; the 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:	W.E. Oughtred & Associates/ Churchill Property Management Appendix 1-1 to 1-6
APPENDIX 2:	Creekside Crossing Appendix 2-1 to 2-7
APPENDIX 3:	Sheridan College Appendix 3-1 to 3-8
APPENDIX 4:	Mantella Corporation Appendix 4-1 to 4-8
APPENDIX 5:	Mantella Corporation Appendix 5-1 to 5-8
APPENDIX 6:	A&W Appendix 6-1 to 6-5
APPENDIX 7:	Fionn MacCool's Appendix 7-1 to 7-8

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Edward R. Sajecki  
Commissioner of Planning and Building

*Prepared By: Mark Toliao, Acting Supervisor, Sign Unit*



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

January 23, 2013

**FILE:** 12-03068

**RE:** **W.E. Oughtred & Associates/Churchill Property Management**  
**1310 Dundas St. E. – Ward 1**

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**The applicant requests the following variance to Section 17 of the Sign By-law 0054-2002, as amended.**

<b>Section 17(3)</b>	<b>Proposed</b>
A fascia sign shall be erected no higher than the upper limit of the first storey of a building.	Twelve (12) fascia signs installed above the upper limit of the first storey.

**COMMENTS:**

A sign variance proposal to allow twenty-four (24) fascia signs for the second storey under permit application #10-3468 was refused at a Planning and Development Committee meeting held June 13, 2011. (Resolution No. 0167-2011).

The proposed variance has been revised to allow 12 fascia signs located above the second storey of the two storey portion of a mixed commercial building. The twelve (12) proposed signs are consistent with the number of second floor tenants (12) located on the street frontage of the building. The signs are evenly spaced and designed in a manner which respects the architecture of the building. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

R3068

**W. E. OUGHTRED and Associates Inc.**

Real Estate Analyst / Development Consultant

January 17, 2013

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

Attention: Wayne Nishihama  
Manager, Urban Design

Dear Wayne:

Re: **2<sup>nd</sup> Floor Sign Variance 10 3468**  
**1310 Dundas Street East**  
**City of Mississauga**

BUILDING DIVISION		
BUILDING	DEPT. FILE:	
DATE REC'D	JAN 18 2013	
ROUTE TO:	REC'D BY:	DATE:

Further to our telephone conversation on January 11<sup>th</sup> with regards to the above-noted property, please accept this letter as confirmation that we wish to revise the sign variance application to request only twelve (12) signs on the 2<sup>nd</sup> floor elevation as opposed to the initial application for 21.

In support of this request, please find enclosed the following:

1. Three (3) copies of the revised full size elevation showing twelve (12) 2<sup>nd</sup> floor sign plans.
2. Three (3) reductions.

We have eliminated every 2<sup>nd</sup> sign in order to reduce the number of signs down to twelve. As documented in the various pictures we previously provided of the original signage on the property, there existed twelve (12) signs on the 2<sup>nd</sup> floor level. Thus we feel that the revision to request exactly what previously existed makes sense.

The new signage will be uniform, and will be evenly spaced along the 2<sup>nd</sup> floor frontage. Thus is certainly better than the previous configuration of signage as shown in the pictures, that were varying sizes and unevenly distributed on the façade of the building.

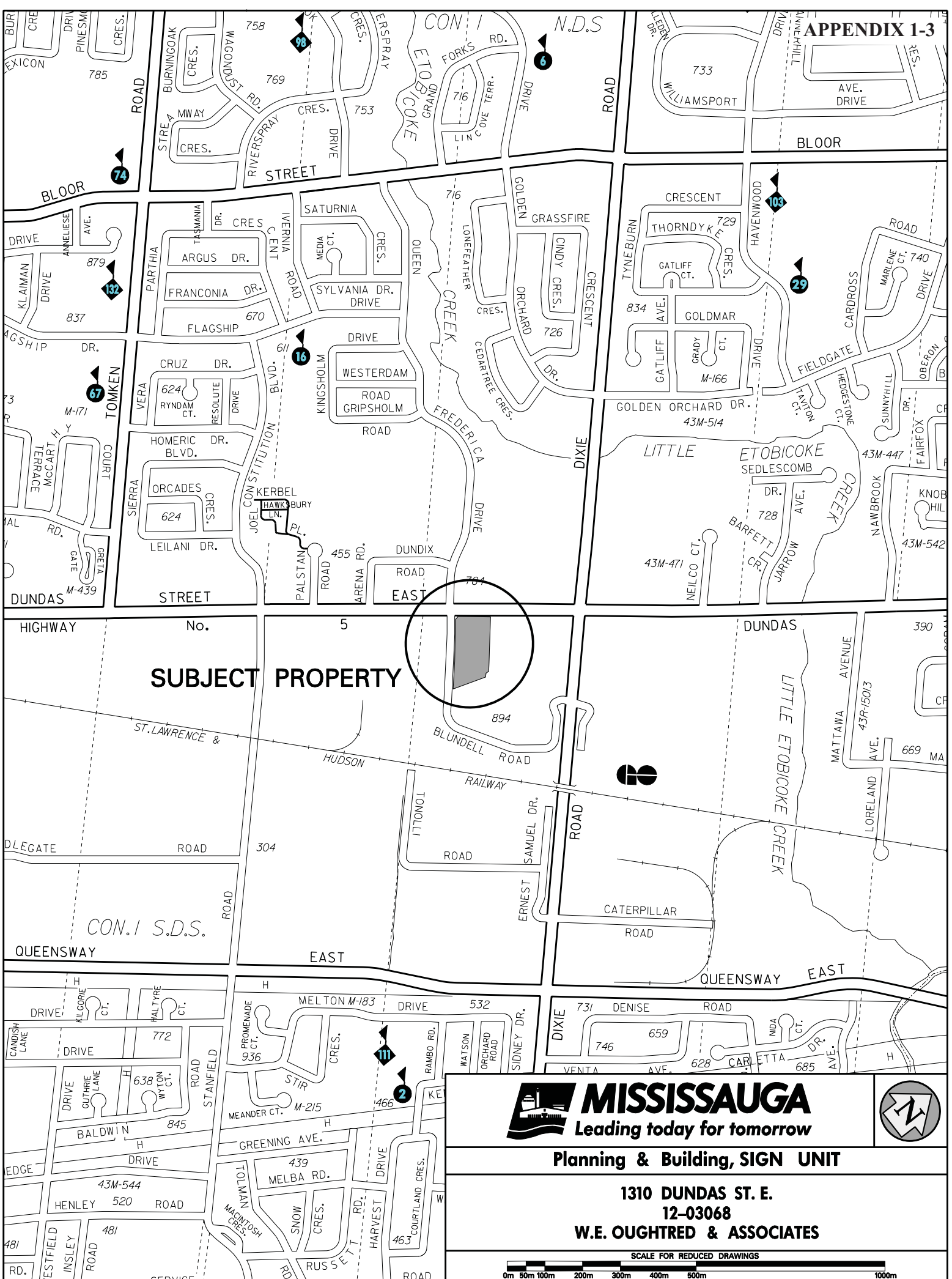
The signs on the 2<sup>nd</sup> floor, if approved, will be used for the units that are immediately adjacent to the front façade and not the units that face south. Our clients are in agreement with this condition.

We will also submit three (3) copies of the revisions to Mark Toliaio in the Building Department for his files. As discussed, we are hoping the report can be prepared and go forward on the February 27<sup>th</sup> PD&C meeting.

Please contact the office at (905) 822-5644 should you have any questions or require additional information.

Regards,

  
Wm. Oughtred  
W.E. Oughtred & Associates Inc.

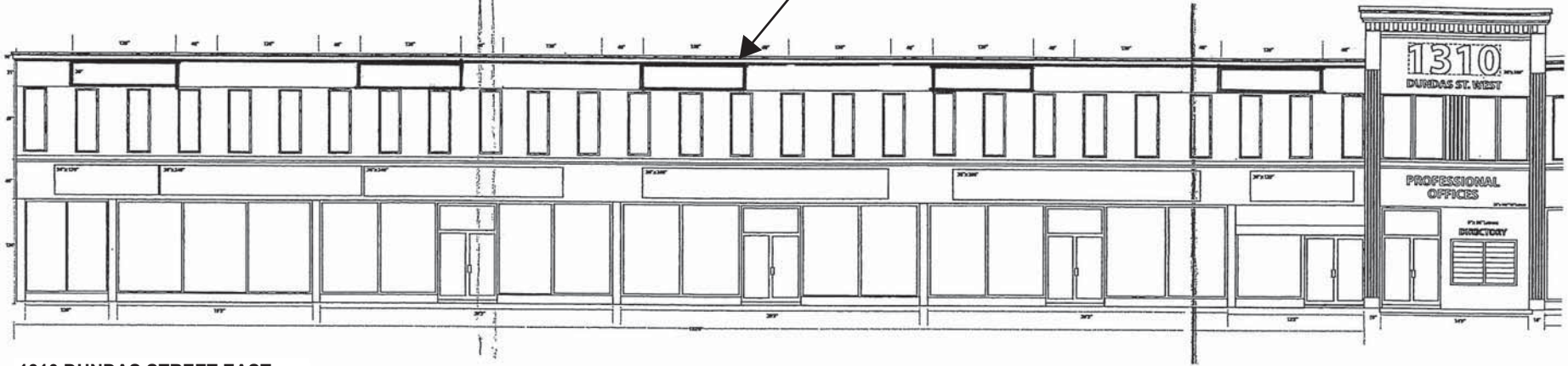






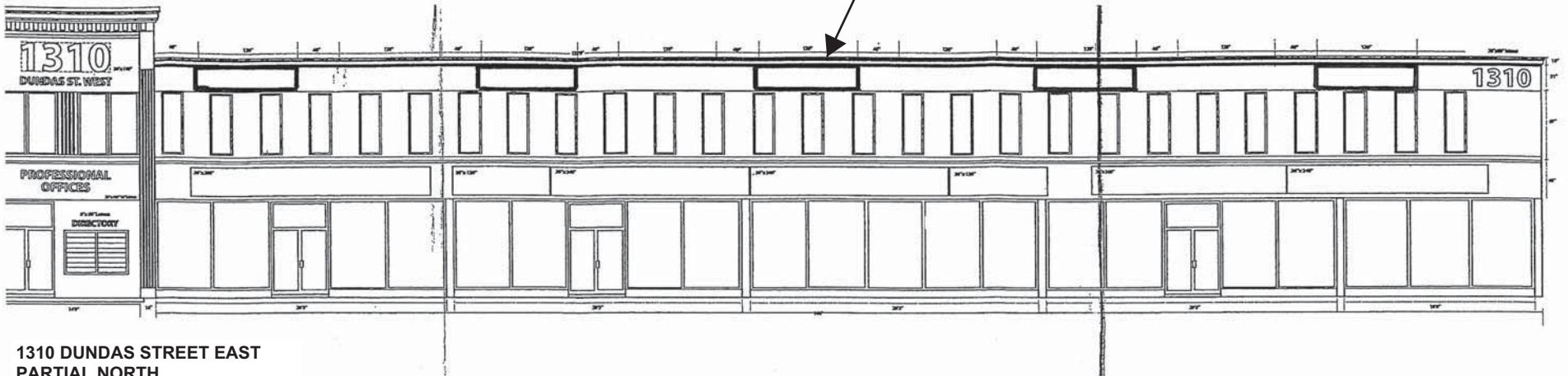


PROPOSED  
SIGNS



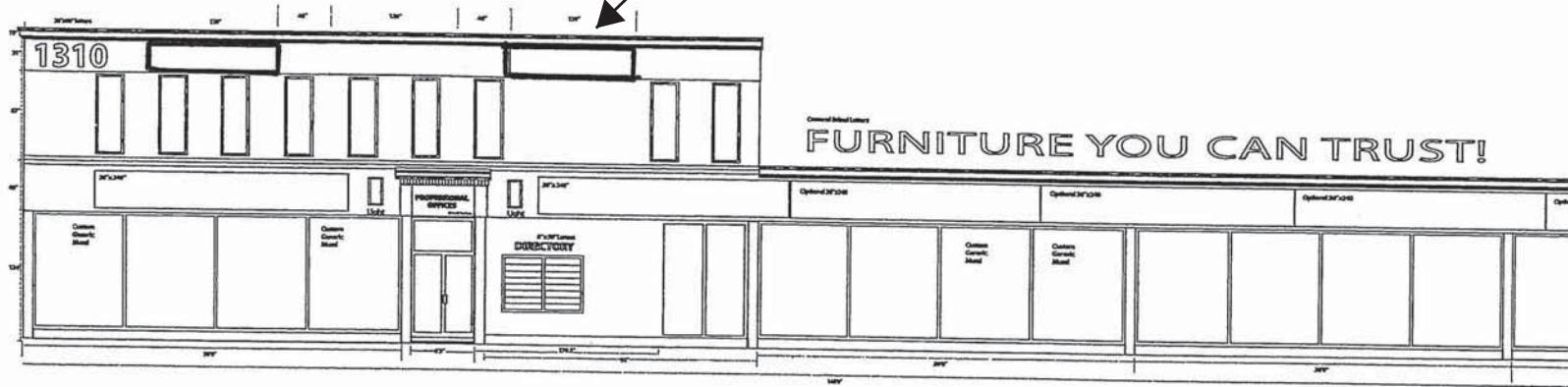
1310 DUNDAS STREET EAST  
PARTIAL NORTH  
ELEVATION

PROPOSED  
SIGNS



1310 DUNDAS STREET EAST  
PARTIAL NORTH  
ELEVATION

PROPOSED  
SIGNS



1310 DUNDAS STREET EAST  
PARTIAL WEST  
ELEVATION



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

February 26, 2013

**FILE:** 12-01809

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

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

<b>Section 13</b>	<b>Proposed</b>
A shopping centre $\geq 4.0$ hectares is permitted two (2) ground signs each with a maximum area of 28.0 m. sq. (301.39 ft. sq.) provided they are located a minimum of 100 m (328.08 ft.) apart.	Two (2) ground signs each with an area of 38.55 m. sq. (414.97 ft. sq.) located approximately 135 m (442.91 ft.) apart.

**COMMENTS:**

Currently, there is one existing ground sign on site which meets the provisions of the Sign By-law. (Appendix 2-7) The applicant would like to add extra sign panels onto the sign but within the existing sign structure. The height and width of the sign will not change (Appendix 2-6). The additional sign area is a variance to the Sign By-law.

In addition, the applicant would like to add a second ground sign fronting Dundas Street East, located 135 m (442.91 ft.) from the existing ground sign which complies with the Sign By-law. However, they would like both signs to be identical and therefore the second sign would also require a variance for additional sign area.

The proposed ground signs are designed in an appropriate scale to the site and are positioned in a manner which will not impact sightlines. The Planning and Building Department therefore finds the variance acceptable from a design perspective.

## **APPENDIX 2-1**

k:\pbdivision\wpdata\pdc-signs\2013 pdc signs\12-01809\01- report v2 revision (jan. 9).doc

255 PINEBUSH ROAD, CAMBRIDGE ONTARIO CANADA N1T 1B9



TEL: 519.622.4040 FAX: 519.622.4031 WWW.PRIDESIGNS.COM

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

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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 7.5m and a total area of 38.56m<sup>2</sup>. 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 28m<sup>2</sup> 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



255 PINEBUSH ROAD, CAMBRIDGE ONTARIO CANADA N1T 1B9

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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. The proposal has been changed to reduce the proposed height of both signs to the by-law maximum based on discussion with city staff as well. Please advise the undersigned if you have any questions or concerns regarding this application.

Thank you,

Nathan Dart

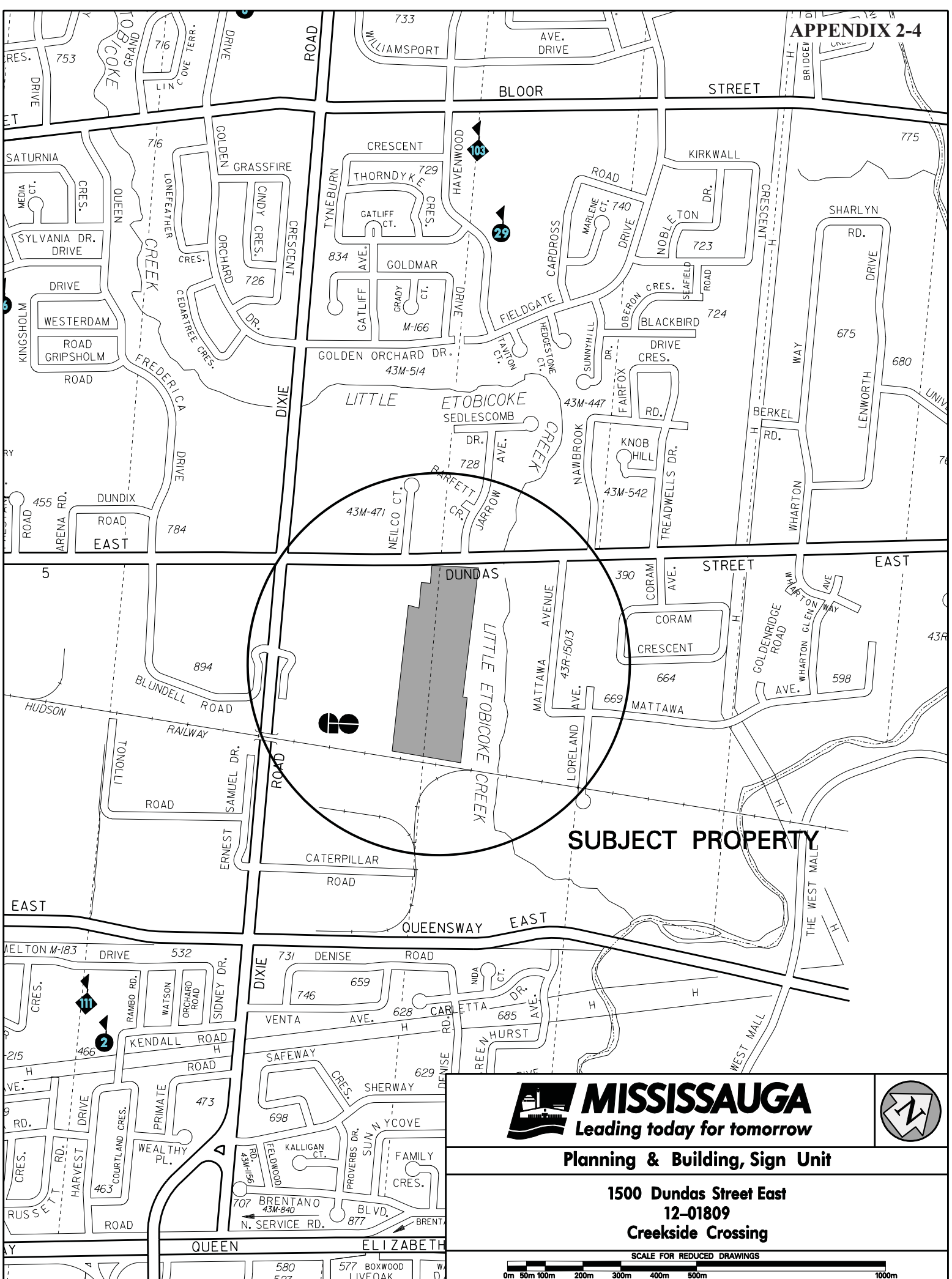
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F: (519) 622- 4031

E: [ndart@pridesigns.com](mailto:ndart@pridesigns.com)





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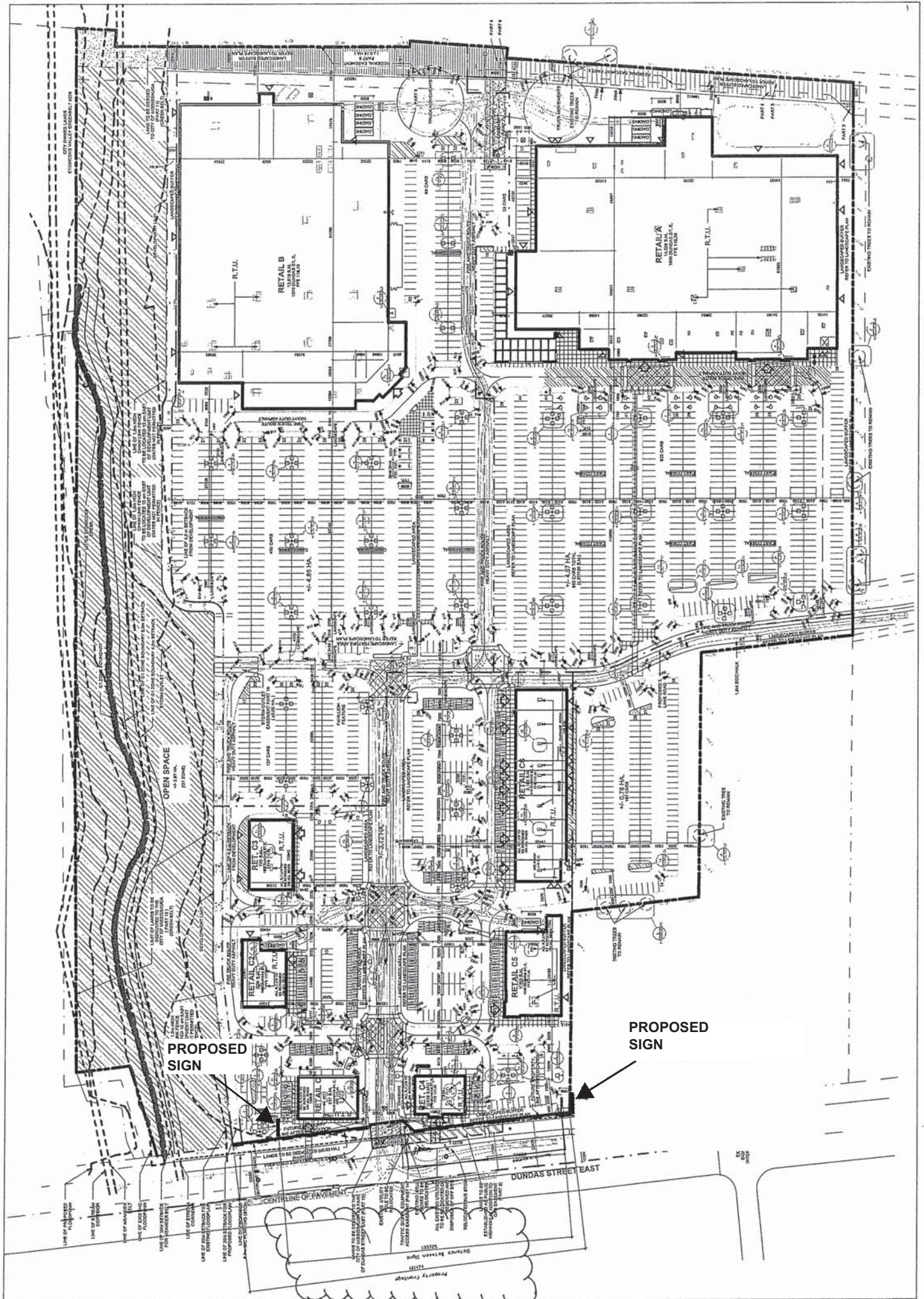
**Planning & Building, Sign Unit**

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

SCALE FOR REDUCED DRAWINGS



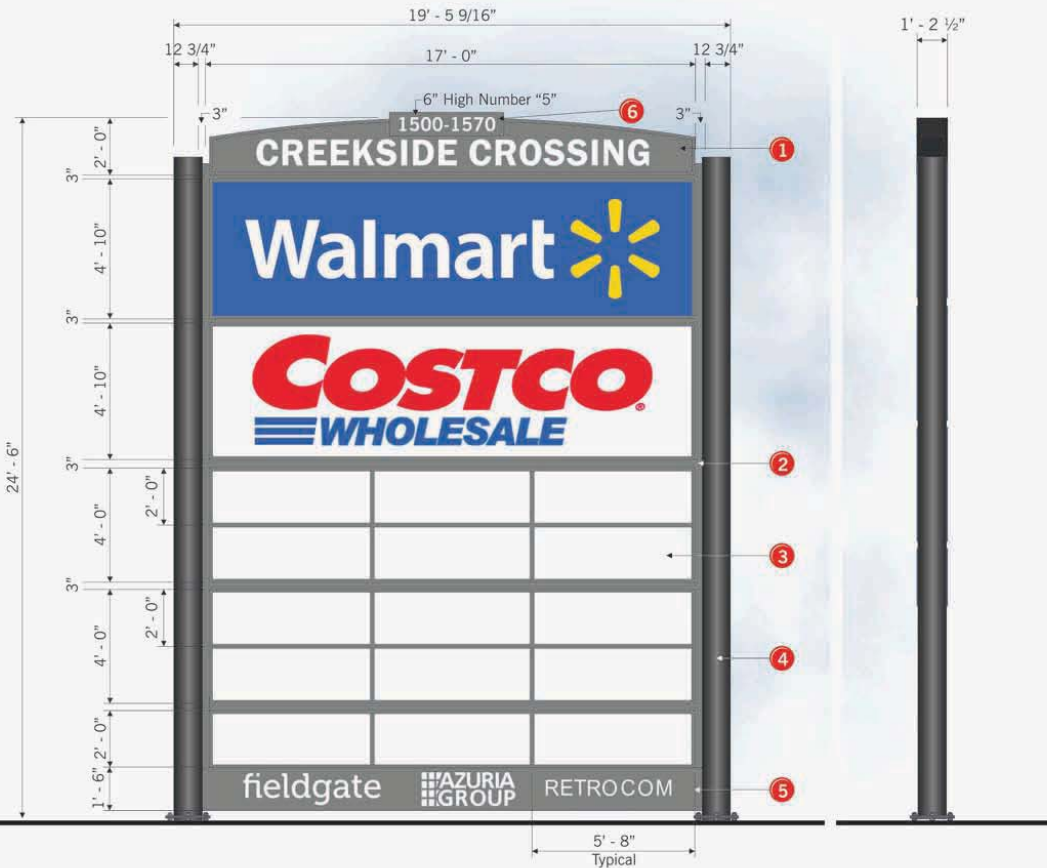






## D/S Illuminated Pylon Sign

Scale: N.T.S.



### 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
- 6 .125 flat aluminum panel painted cool gray 9c to be fastened to frame
  - Address to be white #A6001-O

Drawing No.

FD -PYL5C1E9.39001

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 inherent variations caused by display and / or print variations.

- ☒ Preliminary Artwork
- ☐ Approved for Production

### CLIENT APPROVAL

REVISION DATES:  
June 26, 2012  
December 14, 2012  
January 9, 2013

J. Lewis  
J. Lewis  
J. Lewis



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INTERNATIONAL  
SIGN ASSOCIATION

sacace

SP UL

Mississauga, Ontario

**FIELDGATE**  
COMMERCIAL

DRAWN BY: J. Lewis  
DATE: March 3, 2011



CREEKSIDE CROSSING

Walmart

bulk barn

fieldgate

AZURIA  
GROUP

RETRO.COM

1500-1570

TD

Canada Trust

08/23/2012

APPENDIX 2-7

1500 DUNDAS STREET EAST



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

January 31, 2013

**FILE:** 12-03093

**RE:** **Sheridan College**  
**4180 Duke of York Blvd – Ward 4**

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

<b>Section 4(6)</b>	<b>Proposed</b>
A roof sign is specifically prohibited.	Three (3) roof signs.

**COMMENTS:**

The proposal is for three signs attached to structures above the roofline of the building. The proposed signs were co-ordinated with the comprehensive design of the building. We note that one of the signs will be attached on a curved metal screen in front of the mechanical penthouse which is yet to be built.

The Planning and Building Department therefore find the variance acceptable from a design perspective.



George Friedman Architect  
196 Spadina Avenue, Suite 201  
Toronto, Ontario  
M5T 2C2

October 15, 2012

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

Dear Sir/Madam,

I'm writing to you about an Application for a Sign Permit for 3 proposed exterior building signs at the Sheridan Institute of Technology & Advanced Learning's Hazel McCallion Campus Phase 1 building (**HMC1**) at 4180 Duke of York Boulevard, Mississauga, Ontario. This letter will describe the proposed location of the signs and the rationale for their particular locations. It will also include a rationale indicating why a special exemption of the sign bylaw should be granted for Signs 2 and 3.

#### **Application for Sign Permit / Sign Variance for Sign 1.**

The proposed **Sign 1** is located on the east façade, on a new curved metal roof screen in front of the mechanical penthouse, at the roofdeck of the existing HMC1 building. The signage on the roof screen is located so that it will be visible from the Highway 403 and Hurontario intersection. The sign will be visible by drivers as they drive west along highway 403. It will also be visible from Hurontario street as one drives south from highway 403. These are both major routes and the view driving south along Hurontario street, crossing highway 403 offers the best view of the Skyline of downtown Mississauga which includes HMC1.

The area of the proposed **Sign 1** is 26.63 SM which is less than 2% of the total area of the east façade of Sheridan's HMC1 building. The approximate area of the east façade is 2,395 SM. After speaking with a signage inspector at the sign unit of the city of Mississauga, we believe that this is a permissible sign and that it does not need a variance.

#### **Application for Sign Permit for Sign 2 and 3.**

The proposed **Sign 2** is located on the south exterior face of the stair tower of HMC1. It will be visible from Duke of York Boulevard. One will also be able to see the sign as they are heading west on Burnhamthorpe and looking north. The sign will also be visible from Duke of York Boulevard as one drives or walks north on Duke of York Boulevard from the south.



The sign will be located as high as possible on the building for the best visibility. The Sheridan College Tangram logo will be seen from the south and is an identifying symbol for the College.

The proposed **Sign 3** is located on the west face of the building,

This sign is intended to address those arriving from the west along Living Arts Drive and north or south. It will identify the building from the west park side. It will also identify the building as one drives, walks or bikes east from Living Arts Drive along Prince of Wales Drive.

Our firm believes that Sign 2 and 3 should be granted an exemption of the sign bylaw for the following reasons:

- The second sign (Sign 2) facing south is the only sign visible from the south.
- The third sign (Sign 3) is the only sign that is visible from the west.
- These 2 signs which are comprised of the building logo and College identity would be visible for anyone approaching from the south and the west sides of the building.

Thank you for your consideration of our application. Please do not hesitate to contact me at the telephone number and/or e-mail address listed below if you require any further clarification or information.

Kind Regards,

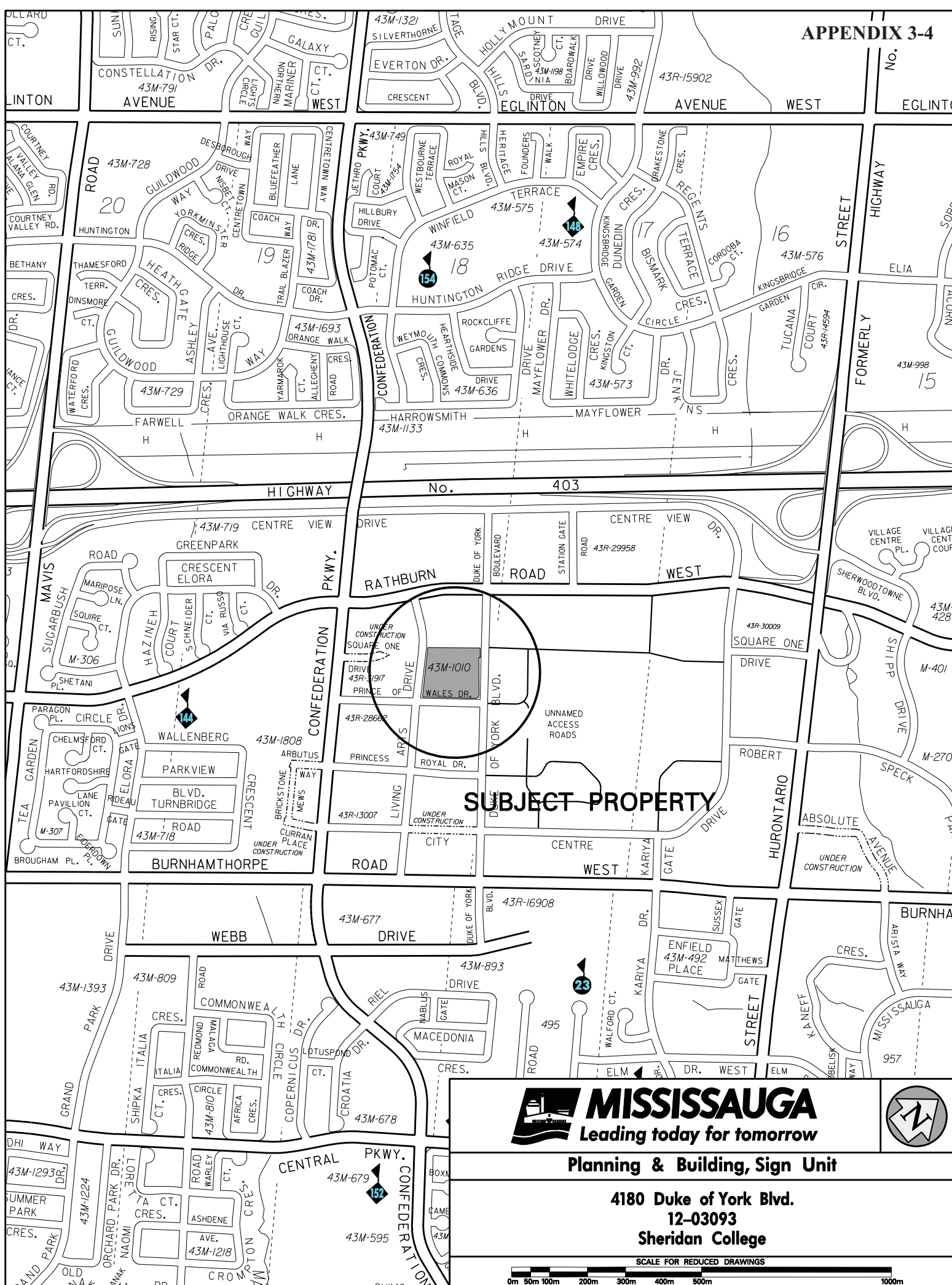


Natasha Krickhan,

Project Architect

B.E.S., B.Arch., LEED AP

George Friedman Architect  
telephone no: 416-658-6804  
e:mail: Natasha.gfa@bell.net



SUBJECT PROPERTY



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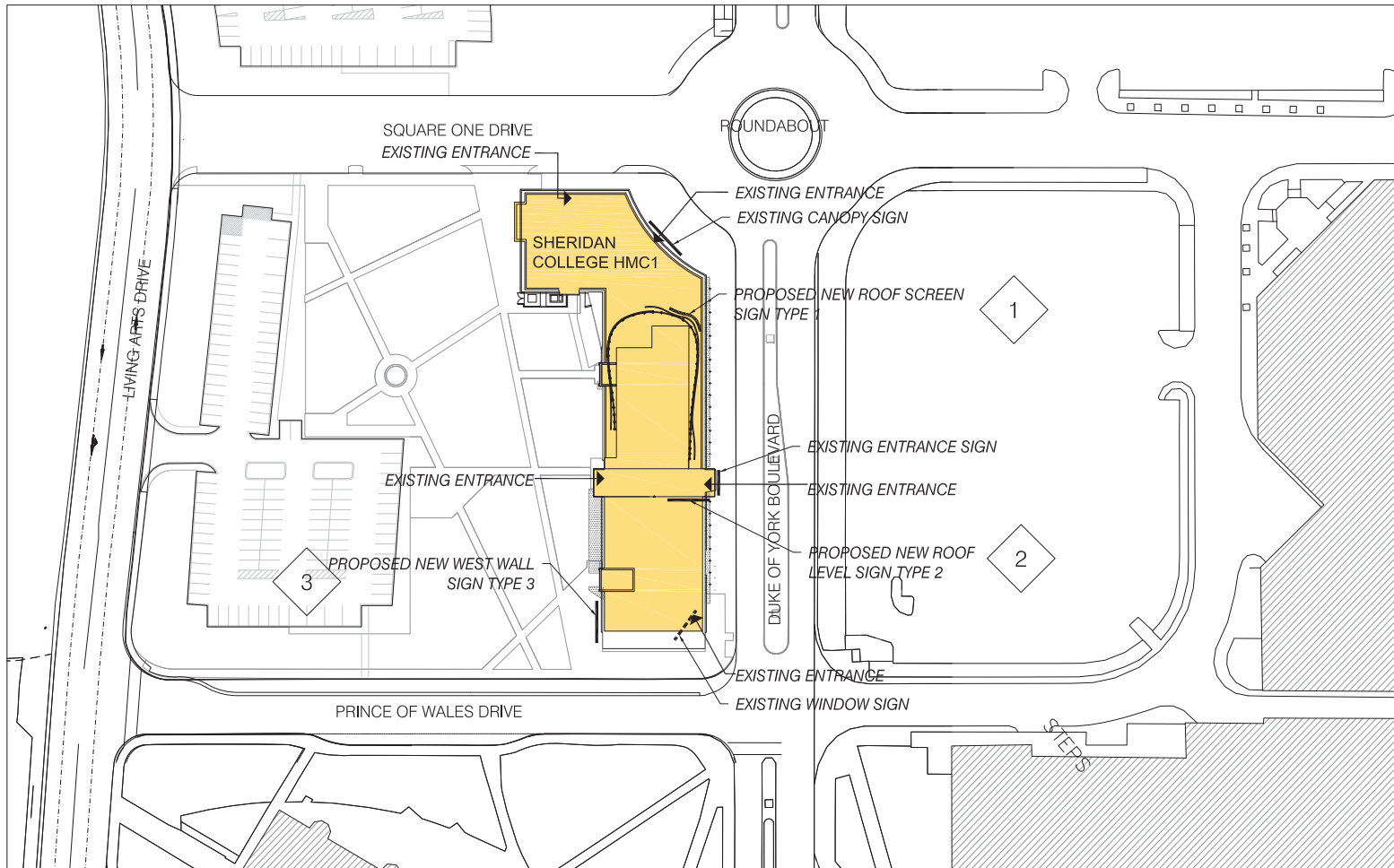


**Planning & Building, Sign Unit**

**4180 Duke of York Blvd.  
12-03093  
Sheridan College**

SCALE FOR REDUCED DRAWINGS





SIGNAGE KEY PLAN

## ROOF SCREEN AND MISCELLANEOUS SIGNAGE

INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING

HAZEL McCALLION CAMPUS

4180 DUKE OF YORK BLVD, MISSISSAUGA, ON

OCTOBER 15, 2012

ISSUED FOR SIGN PERMIT AND VARIANCE

SKA-1

GEORGE FRIEDMAN ARCHITECT  
196 SPADINA AVENUE  
SUITE 201, TORONTO, ON  
M5T 2C2





PROPOSED NEW ROOF SCREEN SIGN TYPE 1 OVERALL VIEW



SOUTH VIEW OF PROPOSED NEW SIGN TYPE 2



NORTH EAST DETAIL VIEW OF PROPOSED NEW SIGN TYPE 1



WEST VIEW OF PROPOSED NEW SIGN TYPE 3

## ROOF SCREEN AND MISCELLANEOUS SIGNAGE

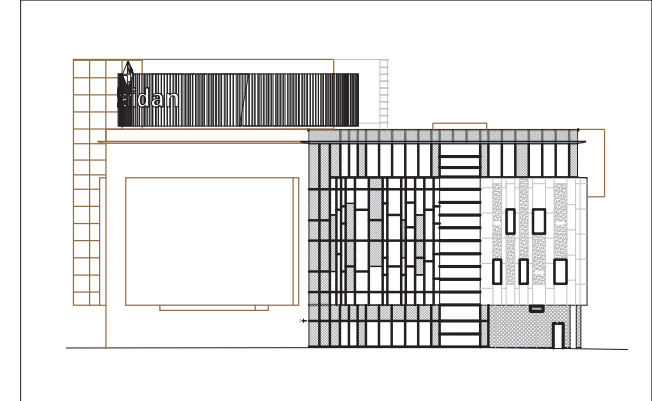
INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING  
HAZEL McCALLION CAMPUS  
4180 DUKE OF YORK BLVD, MISSISSAUGA, ON  
OCTOBER 15, 2012  
ISSUED FOR SIGN PERMIT AND VARIANCE

SKA-2

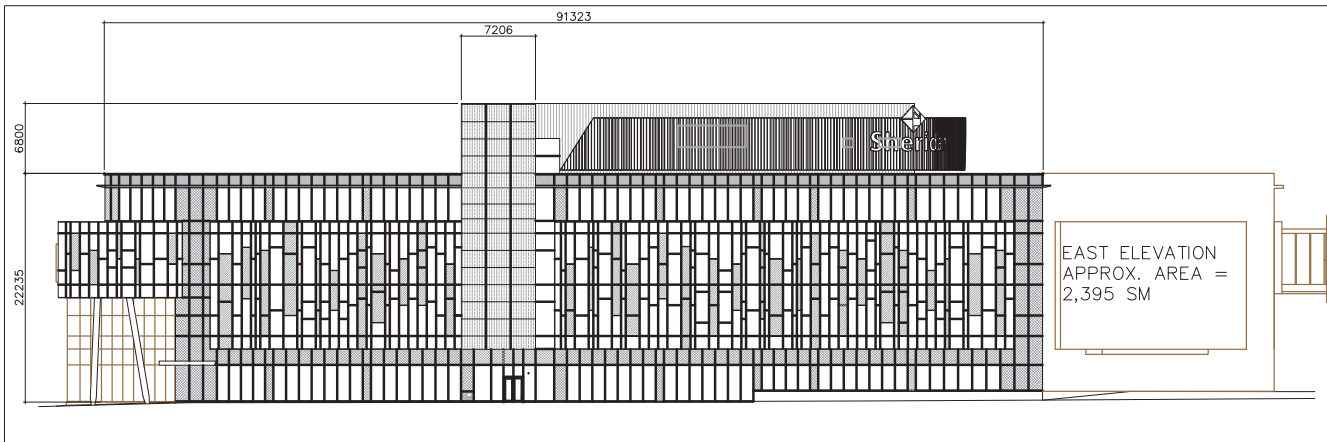
GEORGE FRIEDMAN ARCHITECT  
196 SPADINA AVENUE  
SUITE 201, TORONTO, ON  
M5T 2C2



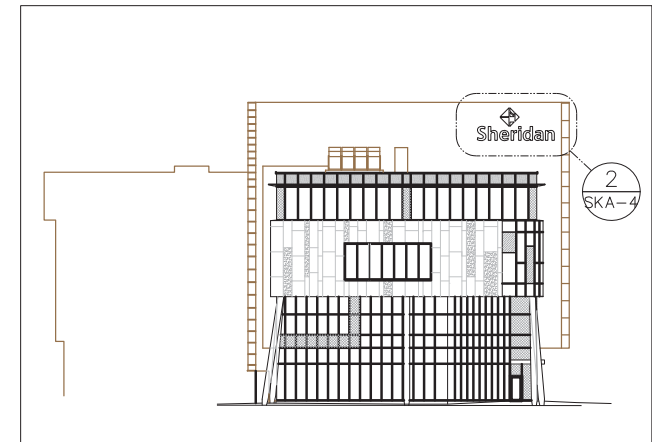
WEST VIEW  
SCALE 1:12500



NORTH VIEW  
SCALE 1:12500



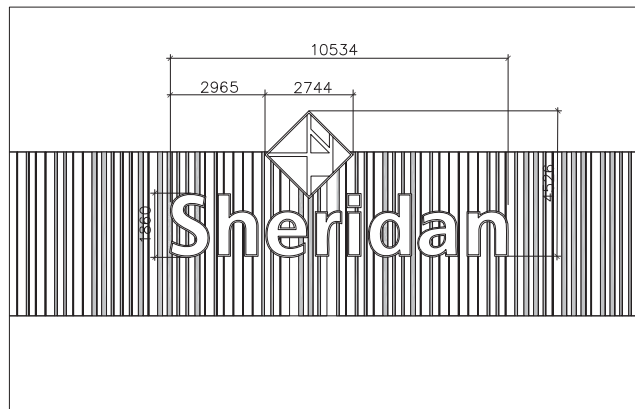
EAST VIEW  
SCALE 1:12500



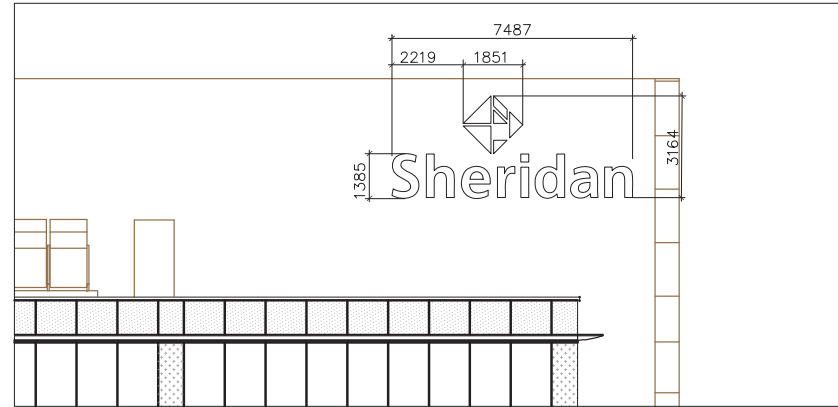
SOUTH VIEW  
SCALE 1:12500

ROOF SCREEN AND SIGN TYPE 1, 2, 3  
INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING  
HAZEL McCALLION CAMPUS  
4180 DUKE OF YORK BLVD, MISSISSAUGA, ON  
OCTOBER 15, 2012  
ISSUED FOR SIGN PERMIT AND VARIANCE  
**SKA-3**

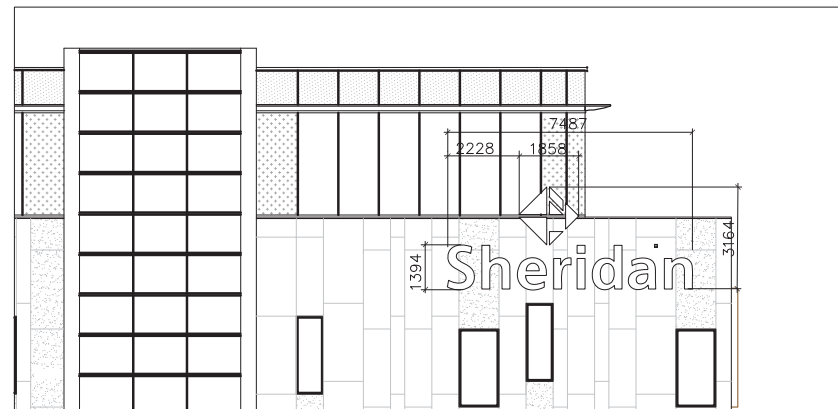
GEORGE FRIEDMAN ARCHITECT  
196 SPADINA AVENUE  
SUITE 201, TORONTO, ON  
M5T 2C2



3 SIGN TYPE 1 ON ROOF SCREEN  
SCALE 1:4000



2 SOUTH ELEVATION DETAIL VIEW OF SIGN TYPE 2  
SCALE 1:4000



1 WEST ELEVATION DETAIL VIEW OF SIGN TYPE 3  
SCALE 1:4000

SIGN TYPE 1, 2, 3 DETAIL ELEVATION  
INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING  
HAZEL McCALLION CAMPUS  
4180 DUKE OF YORK BLVD, MISSISSAUGA, ON  
OCTOBER 15, 2012  
ISSUED FOR SIGN PERMIT AND VARIANCE  
SKA-4

GEORGE FRIEDMAN ARCHITECT  
196 SPADINA AVENUE  
SUITE 201, TORONTO, ON  
M5T 2C2





**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

February 26, 2013

**FILE:** 12-03002

**RE: Mantella Corporation**  
**5455 Dixie Rd. - Ward 5**

**The applicant requests the following variance to section 1 of Sign By-law 0054-2002, as amended.**

<b>Section 1</b>	<b>Proposed</b>
Signs are not permitted to front a Provincial Highway.	The proposed sign is facing a Provincial Highway (Highway 401).

**COMMENTS:**

The requested variance is for a temporary sign facing a Provincial Highway (Highway 401) where signs are not permitted to front a Provincial Highway.

The intent of the sign is to provide identification of the property owner for future development of the lands. The Planning and Building Department therefore recommends approval of the variance for a period of one (1) year.

## **Michael S. Flynn**

**Government Relations Consulting**

*912-90 Cordova Avenue, Toronto, Ontario M9A 2H8*

*Telephone: 416-232-2379, Fax 416-232-0762*

*Email: [michael.flynn@sympatico.ca](mailto:michael.flynn@sympatico.ca)*

September 18, 2012

City of Mississauga  
Planning and Building Department  
300 City Centre Drive,  
Mississauga, ON L5B 3C1

**RE: 5503 Dixie Road Sign Variance applications**

**Letter of Rationale**

We are applying for a Sign Permit for an identification "ground sign" at the above captioned property. This application is being made in conjunction with a similar application for 5455 Dixie Road. The properties are abutting and are owned by Mantella Corporation, and the side/rear property lines abut the Highway 401 corridor and/or Dixie Road.

This application is for one sign containing 46.45 square meters (500 square feet) of sign area on one (1) face.

The sign is intended to face on to the 401 and Dixie Road for the purpose of identifying the owner Corporation only. The sign is proposed to contain the Corporate Name, Telephone Number, and Website address only. The proposed colour scheme is blue, black, and gold on white.

The property to the east, 5455 Dixie Road, presently contains one (1) ground sign facing the 401 that identifies the corporate name "Mantella" in red on a white background.

The property to the west, 5503 Dixie Road, was recently purchased from the Ontario Realty Corporation, the purchase agreement for which contains a provision granting permission to install signage on the purchased lands substantially in keeping with these proposed signs.

We are now seeking permission from the City of Mississauga to erect these signs.

- Variance from Sign By-Law 54-2002 will be required for this sign. One variance will be for signs facing from the rear/side of the properties onto the 401 Corridor Provincial Highway and/or facing from a side lot line onto Dixie Road.
- Variance for Sign Area for this sign is proposed to be 46.45 square meters on one face which exceeds the allowed sign area contained in the By-Law.

The following are justification for allowance of these variances:

- The property is presently vacant but is intended to be developed in accordance with Development proposals that will be brought forward to the City Planning and Building Department over the next several years as market conditions and market interest in the property dictate.
- There is an existing sign facing onto the 401 Corridor which is legal as it was installed prior to the enactment of the present By-Law.
- The sole purpose of the sign is to provide owner identification and promote the future development of the lands.
- There are similar signs along the 401 Corridor within the City of Mississauga which serve similar purposes and have the approval of the City.

We would be pleased to discuss this matter with you and answer any questions that arise from this application at your convenience.

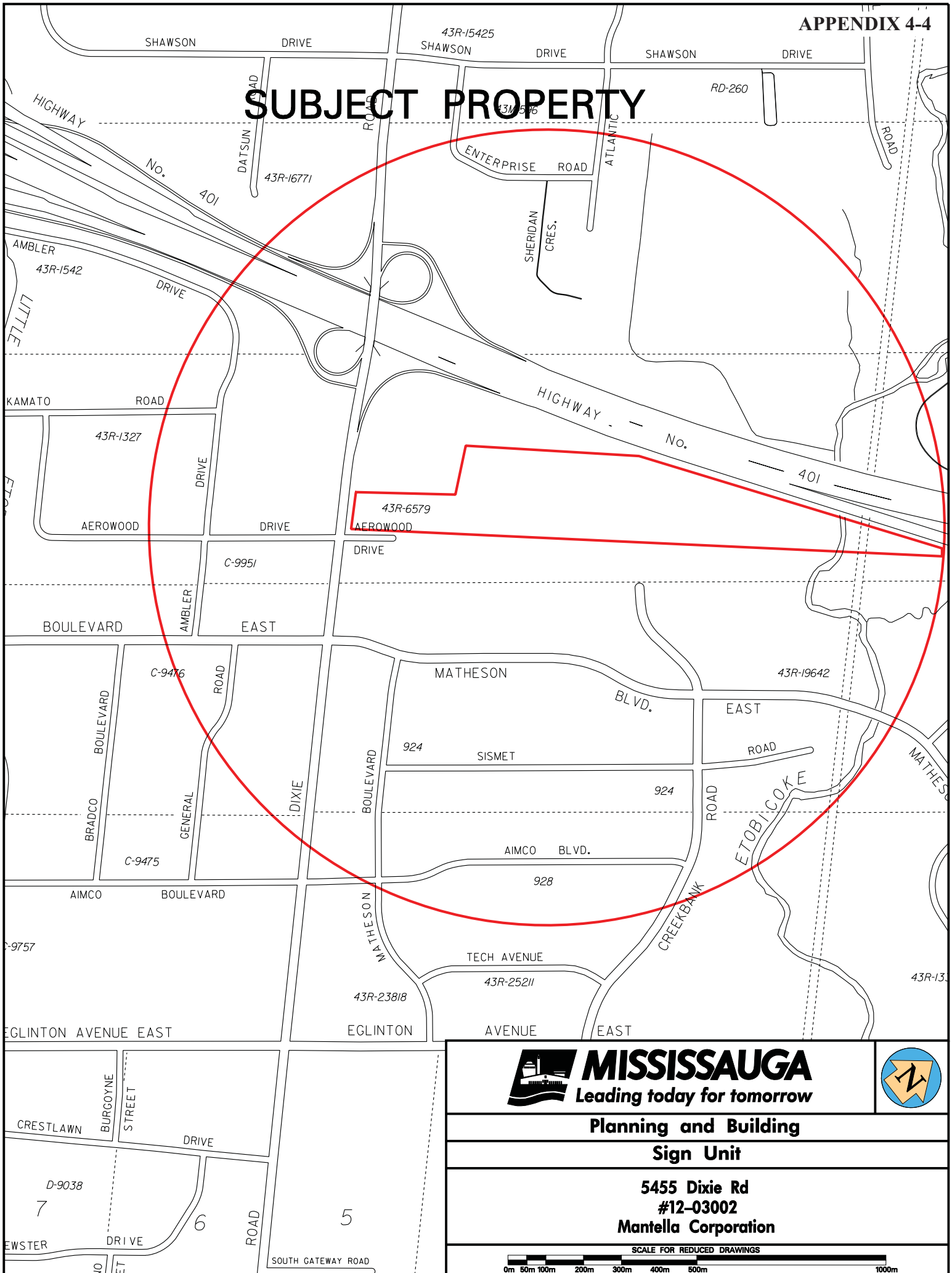
Yours truly,

A handwritten signature in black ink, appearing to read 'Michael Flynn', with a stylized flourish extending to the right.

Michael Flynn  
Agent on Behalf of Mantella Corporation

CC: Mantella Corporation

# SUBJECT PROPERTY



**MISSISSAUGA**  
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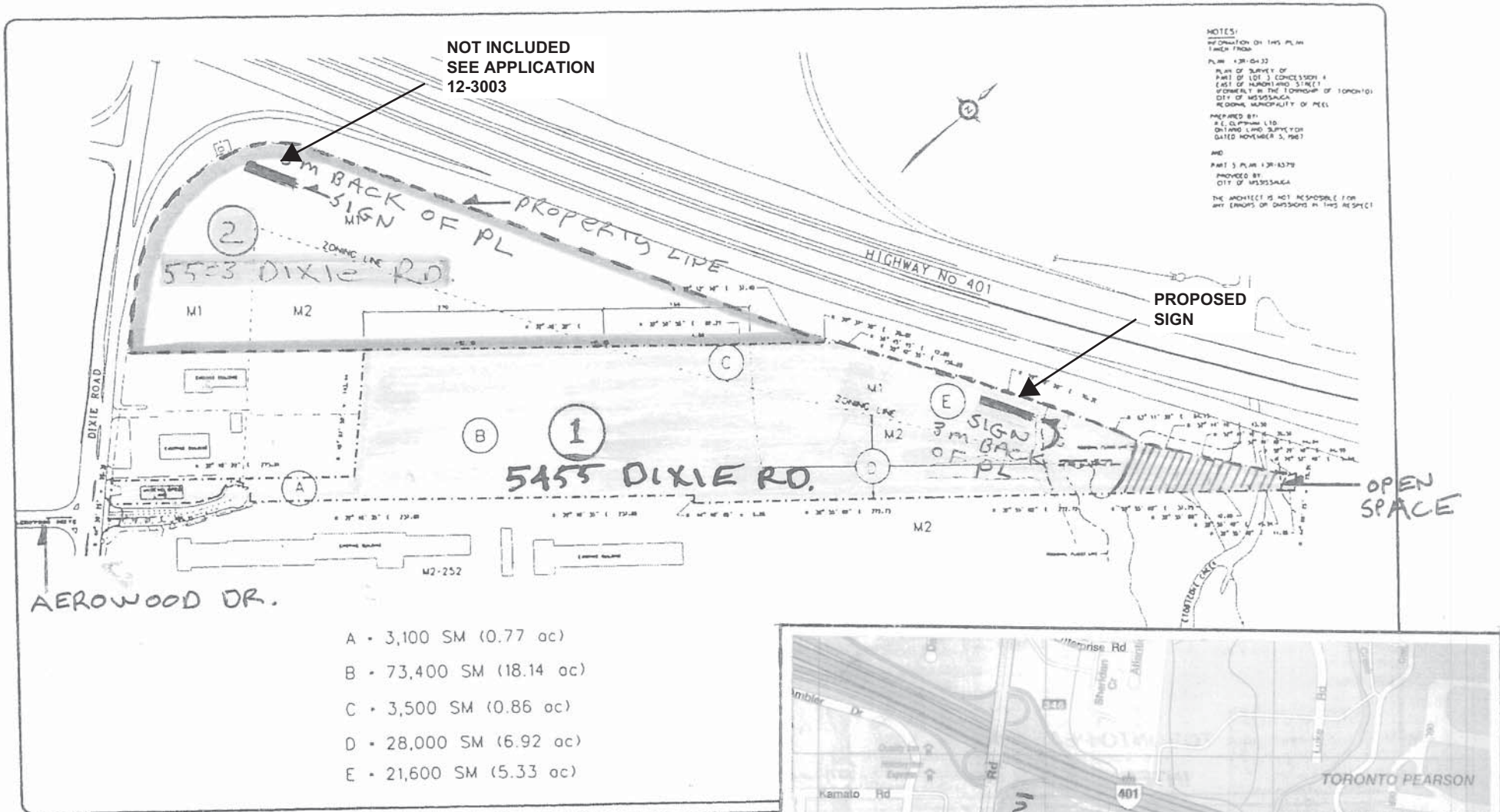
**Planning and Building  
Sign Unit**

**5455 Dixie Rd  
#12-03002  
Mantella Corporation**

SCALE FOR REDUCED DRAWINGS







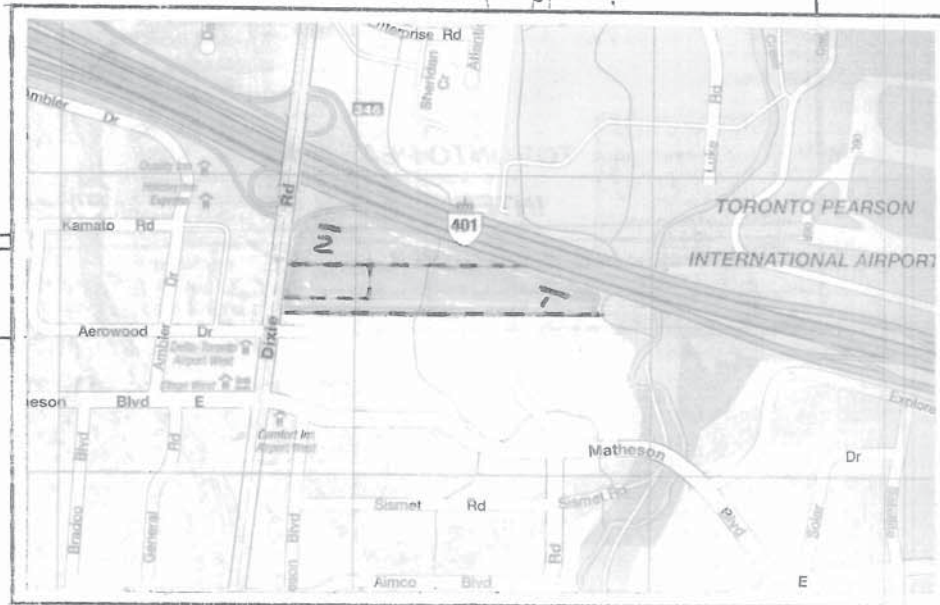
Part of Lot 3 Concession 4, RP 43R-15432	5455 Dixie Road	Mississauga, Ontario
--	-----------------	----------------------



**SPECTRA**  
ADVERTISING

151 SPINNAKER WAY UNIT 10 CONCORD, ONTARIO, L4K 4C3

NOTE -  
EXISTING  
SIGN ON 5455  
DIXIE RD. TO  
BE REMOVED





SCALE  $\frac{1}{4}" = 1'0"$

Rec - Dec 12/12



ONCE APPROVED, SIGN AND FAX TO SPECTRA ADVERTISING: 905-660-0777

*A sign is an Identity. Identify with Us*

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www.SPECTRA-SIGNS.COM

151 SPINNAKER WAY UNIT # 10, CONCORD, ONTARIO L4K 4C3 TEL: 905.660.7310 FAX: 905.660-0777 INFO@SPECTRA-SIGNS.COM

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	11/08/12	ISSUED FOR CONSTRUCTION	M.W.	 <b>GROUP</b> INC.
	10/23/12	RE-ISSUED FOR PERMIT	M.W.	
	01/31/12	ISSUED FOR PERMIT	M.W.	
No.	DATE	ISSUE / REVISION	BY	CHECK BY M.T.W.
PROJECT	SPECTRA ADVERTISING WOOD SIGN REVIEW (25'x20')			DESCRIPTION ELEVATIONS
LOCATION	DIXIE & HWY 401 MISSISSAUGA, ONTARIO			AND DETAILS
<b>IRC McCAOUGH ENGINEERING GROUP INC.</b>				
7565 DANBRO PRESENT MISSISSAUGA, ONTARIO L6N 6P9			TEL: (905) 607-7244 FAX: (905) 607-7288	
THIS DRAWING IS THE SOLE PROPERTY OF IRC McCAOUGH ENGINEERING GROUP INC. AND MAY NOT BE REPRODUCED WITHOUT OUR WRITTEN CONSENT. © 2012				
			DATE	01/31/12
			SCALE	AS SHOWN
			SHEET	B500
			SHEET	2502



SIGN 2





**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

February 26, 2013

**FILE:** 12-03003

**RE: Mantella Corporation**  
**5503 Dixie Rd. - Ward 5**

**The applicant requests the following variance to section 1 of the Sign By-law 0054-2002, as amended.**

<b>Section 1</b>	<b>Proposed</b>
Signs are not permitted to front a Provincial Highway.	The proposed sign is facing a Provincial Highway (Highway 401).

**COMMENTS:**

The requested variance is for a temporary sign facing a Provincial Highway (Highway 401) where signs are not permitted to front a Provincial Highway.

The intent of the sign is to provide identification of the property owner for future development of the lands. The Planning and Building Department therefore recommends approval of the variance for a period of one (1) year.



## **Michael S. Flynn**

**Government Relations Consulting**

*912-90 Cordova Avenue, Toronto, Ontario M9A 2H8*

*Telephone: 416-232-2379, Fax 416-232-0762*

*Email: [michael.flynn@sympatico.ca](mailto:michael.flynn@sympatico.ca)*

September 18, 2012

City of Mississauga  
Planning and Building Department  
300 City Centre Drive,  
Mississauga, ON L5B 3C1

**RE: 5503 Dixie Road Sign Variance applications**

**Letter of Rationale**

We are applying for a Sign Permit for an identification "ground sign" at the above captioned property. This application is being made in conjunction with a similar application for 5455 Dixie Road. The properties are abutting and are owned by Mantella Corporation, and the side/rear property lines abut the Highway 401 corridor and/or Dixie Road.

This application is for one sign containing 46.45 square meters (500 square feet) of sign area on one (1) face.

The sign is intended to face on to the 401 and Dixie Road for the purpose of identifying the owner Corporation only. The sign is proposed to contain the Corporate Name, Telephone Number, and Website address only. The proposed colour scheme is blue, black, and gold on white.

The property to the east, 5455 Dixie Road, presently contains one (1) ground sign facing the 401 that identifies the corporate name "Mantella" in red on a white background.

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We are now seeking permission from the City of Mississauga to erect these signs.

- Variance from Sign By-Law 54-2002 will be required for this sign. One variance will be for signs facing from the rear/side of the properties onto the 401 Corridor Provincial Highway and/or facing from a side lot line onto Dixie Road.
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The following are justification for allowance of these variances:

- The property is presently vacant but is intended to be developed in accordance with Development proposals that will be brought forward to the City Planning and Building Department over the next several years as market conditions and market interest in the property dictate.
- There is an existing sign facing onto the 401 Corridor which is legal as it was installed prior to the enactment of the present By-Law.
- The sole purpose of the sign is to provide owner identification and promote the future development of the lands.
- There are similar signs along the 401 Corridor within the City of Mississauga which serve similar purposes and have the approval of the City.

We would be pleased to discuss this matter with you and answer any questions that arise from this application at your convenience.

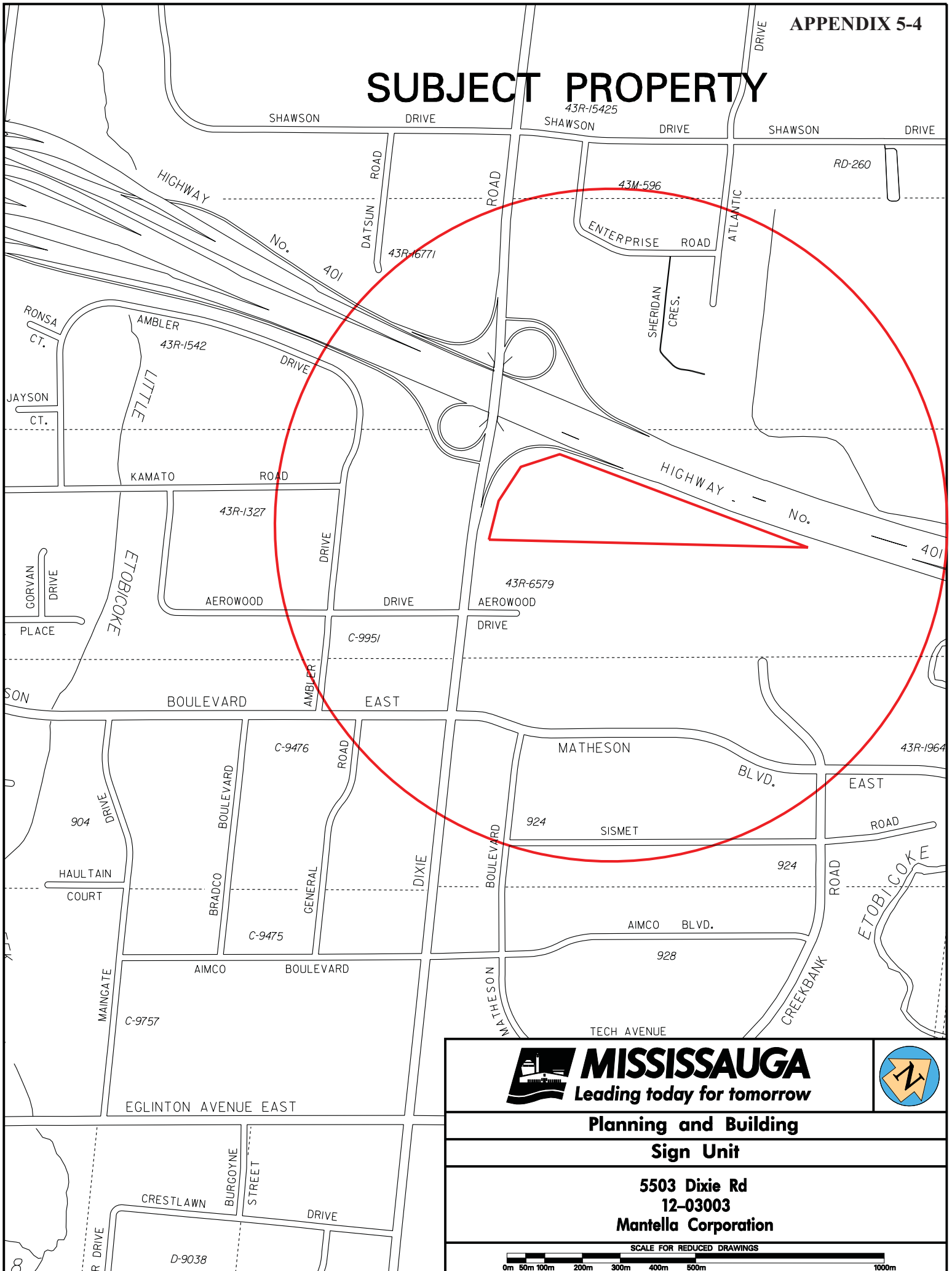
Yours truly,

A handwritten signature in black ink, appearing to read 'Michael Flynn', with a stylized flourish extending to the right.

Michael Flynn  
Agent on Behalf of Mantella Corporation

CC: Mantella Corporation

# SUBJECT PROPERTY



**MISSISSAUGA**  
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**Planning and Building  
Sign Unit**

**5503 Dixie Rd  
12-03003  
Mantella Corporation**

SCALE FOR REDUCED DRAWINGS









SCALE  $\frac{1}{4}" = 1'0"$

Rec - Dec 12/12  
A sign is an Identity. Identify with Us

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www.SPECTRA-SIGNS.COM

151 SPINNAKER WAY UNIT # 10, CONCORD, ONTARIO L4K 4C3 TEL: 905.660.7310 FAX: 905.660-0777 INFO@SPECTRA-SIGNS.COM

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			DATE	01/31/12
			SCALE	AS SHOWN
			FILE	B500
			SHEET	2502



SIGN 2







**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

January, 3, 2013

**FILE:** 12-03355

**RE:** A&W  
2920 Argentia Road – Ward 9

---

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

Section 4(6)	Proposed
Any sign not expressly permitted by this By-law is prohibited.	One (1) gateway drive thru pylon structure.

**COMMENTS:**

The proposed sign is internal to the site and identifies the entrance to the drive- thru lane. The sign does not have a visual impact on Argentia Road. The Planning and Building Department therefore finds the sign acceptable from a design perspective.

# **PRIORITY PERMITS**

*Your Sign Permit Solution*



Nov. 16, 12

City of Mississauga  
300 City Centre Drive.  
10<sup>th</sup> Floor  
Mississauga, ON.  
L5B 3C1

Attn: Sign Variance Department

**Re: A&W Gateway Pylon (2920 Argentia Rd.)**

The proposed ground (gateway) sign is not classified in the current sign bylaw of Mississauga.

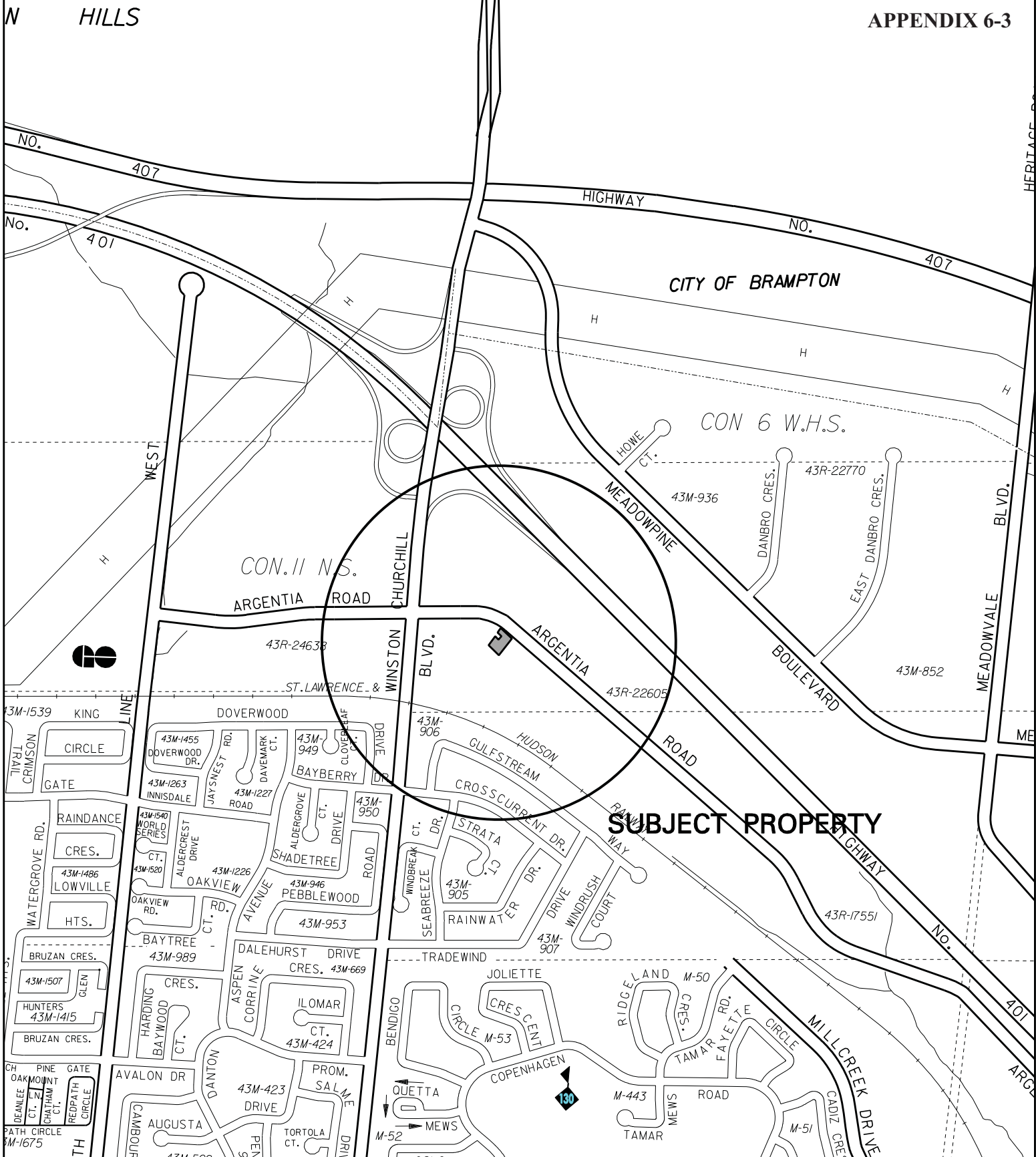
However, this sign is an integral part of the A&W Restaurant business as it provides important information to drive-thru customers. It functions to provide direction to vehicles and expedites waiting times in customer line-ups, reducing vehicle idling times and decreasing green-house gas emissions. It also serves to provide safety by limiting over-sized vehicles from entering the drive thru. It can be qualified as a vehicle height detector.

The sign also is a standard at other A&W locations throughout Ontario. It has an aesthetically pleasing appearance and readily notifies patrons of the entrance to the restaurant. The design has been structurally sealed by an engineer and deemed safe.

For these reasons and more, we seek approval at a variance to allow for the City of Mississauga to allow for this sign to be permitted.

A handwritten signature in blue ink, appearing to be 'Jordan Desrochers', written over a faint circular stamp.

Jordan Desrochers - Priority Permits Ltd.  
Ph: 778-397-1394  
Fax: 1-888-738-3846  
Email: [prioritypermits@shaw.ca](mailto:prioritypermits@shaw.ca)



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Planning & Building, Sign Unit

2920 Argentia Road  
12-03355  
A&W





Note: location to be confirmed by signage contractor



# A&W - 16FT GATEWAY PYLON BROWN RENDERING

DWG# G11D0505 REV: 0

PAGE: 1 OF 2

DWG FILE NAME:

A&W\_16FT\_GATEWAY\_PYLON\_BROWN\_RENDERING

PROJECT NAME:



LOCATION:

VARIOUS

COLORS:

AS NOTED

NOTES:

- DESIGN WIND LOAD 122 PSF
- CALL ROLLED SECTIONS & PLATES TO CSA G40.21-350W
- ANCHOR BOLT MIN. 1/2" DIA. 300 MPa
- CONCRETE TO BE 25 MPa 28 DAYS
- REBAR TO CSA G30.18-M92 GRADE 400 (3" MIN COER ALL AROUND)
- SOIL TO BE MOIST TO DRUM WITH A BEARING CAPACITY OF 150 T/C. A PASSIVE LATERAL RESISTANCE OF 47.1 T/C (POUR AGAINST UNDISTURBED SOIL)

PLANT MANAGER:

PRODUCTION COORDINATOR:

PRODUCTION MANAGER:

SALESPERSON/COORDINATOR:

CUSTOMER APPROVAL:

DESIGN HEAD APPROVAL:

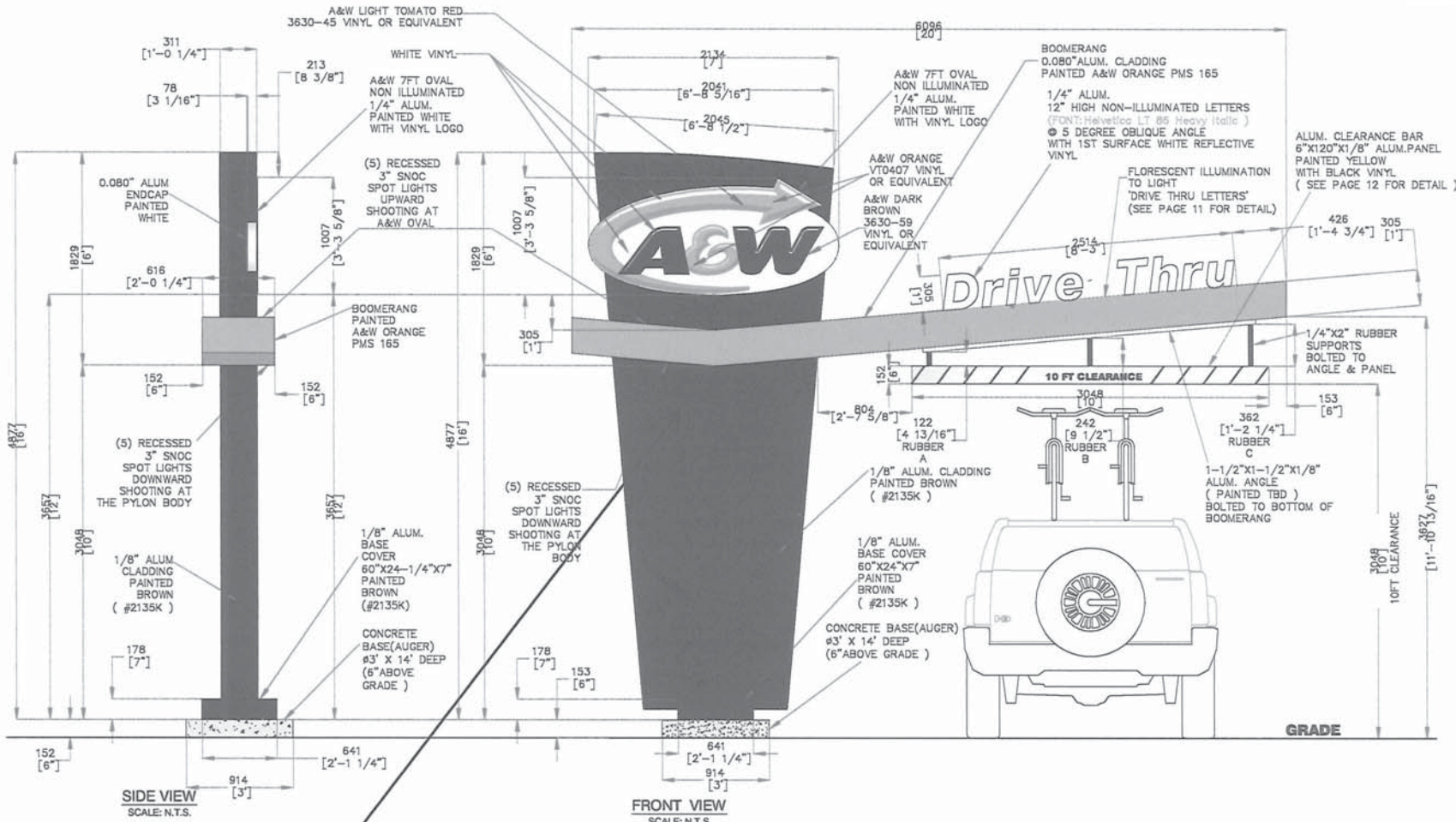
DRAWN & REVIEWED BY:

J.L.

DATE: SEPT 12/11 SCALE: N.T.S.



1655 Feldspar Court  
Pickering, Ontario L1W 3R7  
TEL: (905) 837-1791 FAX: (905) 837-1799  
www.provincialsign.com



THIS WORK HAS BEEN DESIGNED FOR CONSTRUCTION BY AND IS THE SOLE PROPERTY OF, PROVINCIAL SIGN SYSTEMS. ANY REFERENCE OR CREDIT FOR THIS WORK MUST RECEIVE PRIOR WRITTEN APPROVAL.



**SIGN VARIANCE APPLICATION REPORT**  
**Planning and Building Department**

February 26, 2013

**FILE:** 12-03195

**RE:** **Fionn MacCool's**  
**825 Britannia Rd. W. – Ward 11**

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

Section 13	Proposed
A fascia sign for a commercial undertaking is permitted to have an area of 20% of the building façade of the first storey and an additional 15% of the building wall of the first storey of the side and rear elevations of the building which does 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.	<p>The proposed sign area of the signs located on the south elevation is 24.75% of the building façade whereas 20% is permitted.</p> <p>The proposed sign area of the signs located on the east elevation is 19.4% of the building façade whereas 15% is permitted.</p>

**COMMENTS:**

The requested variance is for an increase in sign area of 4.75% on the south elevation and 4.4% on the east elevation. The signs on the south elevation are composed of a number of small panels which complement the architecture of the building. The signs on the east elevation include a mural. The signs are designed in scale and character to the building and do not detract from the architectural features. Therefore, the Planning and Building Department approve the requested variances from a design perspective.

**CANADIAN SIGN CONSULTANTS INC.****Krislee Signs (Illuminated Division)**

527 Westney Road S., Unit #2, Ajax, Ontario L1S 6M8

Tel: (905) 619-9190, 1-866-522-7446 Fax: (905) 619-2302 E-mail: [canadiansigns@on.aibn.com](mailto:canadiansigns@on.aibn.com)

November 28, 2012

**City of Mississauga**Planning & Building Department, Sign Unit  
300 City Centre Drive  
Mississauga, Ontario L5B 3C1**Attn: Chairperson and Members of the Site Plan Committee****Re: Application for Variance****Fionn MacCool's, 825 Britannia Road West, Mississauga, Ontario**

The reason for our Variance Application:

To maintain the corporate look of the Fionn MacCool's Restaurant / Pub. The restaurant will need a Variance because there are many small signs on the South Elevation that went over the square footage allowed. This also includes a Clock and some smaller panels with various Tag Lines that read "Great Friends Good Pints & Live Music".

On the East Elevation, there is only one sign that has the name of the restaurant; however, there is a hand painted Mural on the building that is considered a sign.

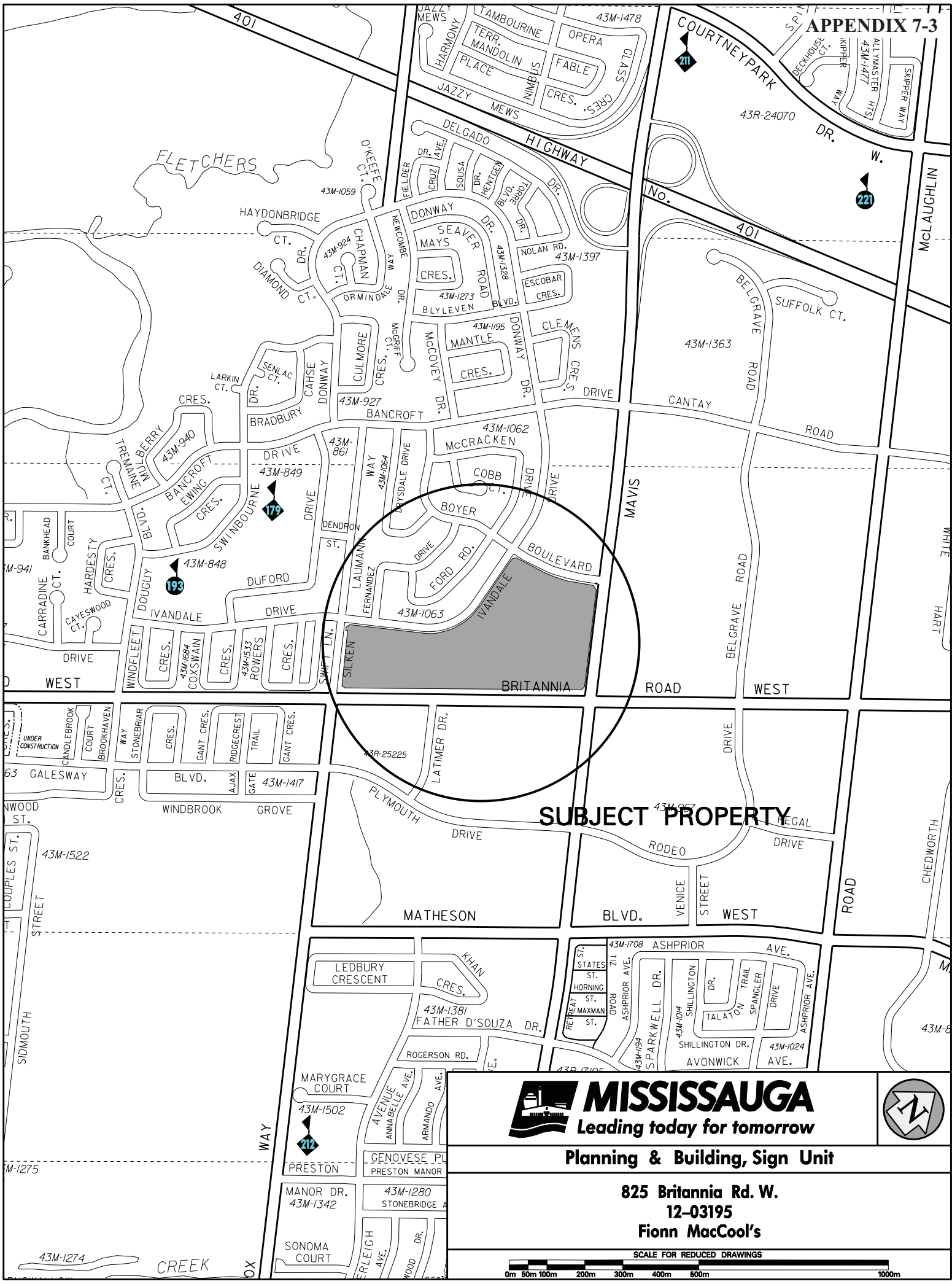
Please pass this Variance because there is not one huge sign on the building but many small signs that are aesthetically pleasing and uniform to the area and surrounding stores.

Along with this letter, please see attached completed Variance Application.

Thank you.

Mohamed Shaffee  
President**For all your sign requirements**[www.canadiansigns.ca](http://www.canadiansigns.ca)





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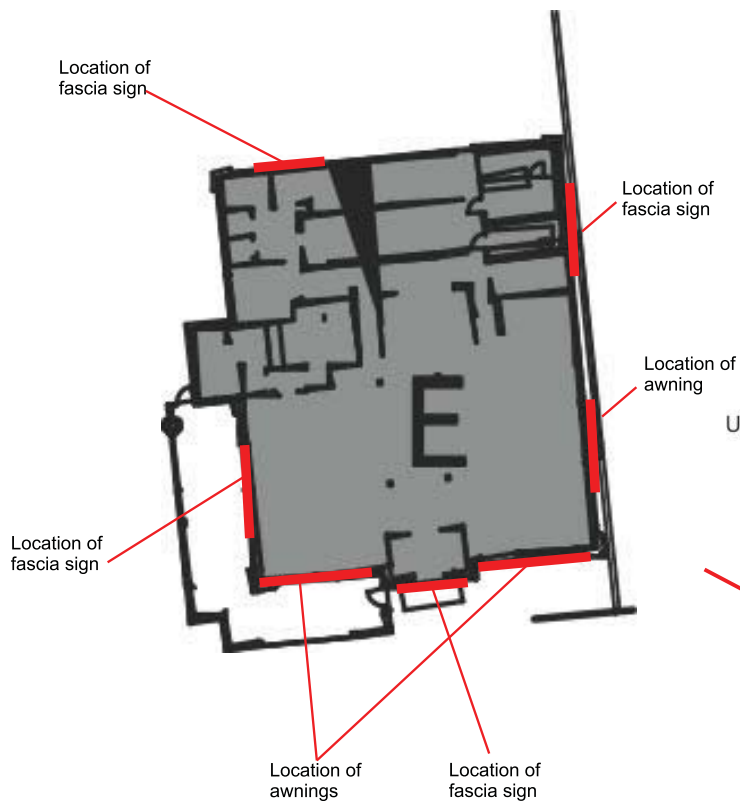


**Planning & Building, Sign Unit**

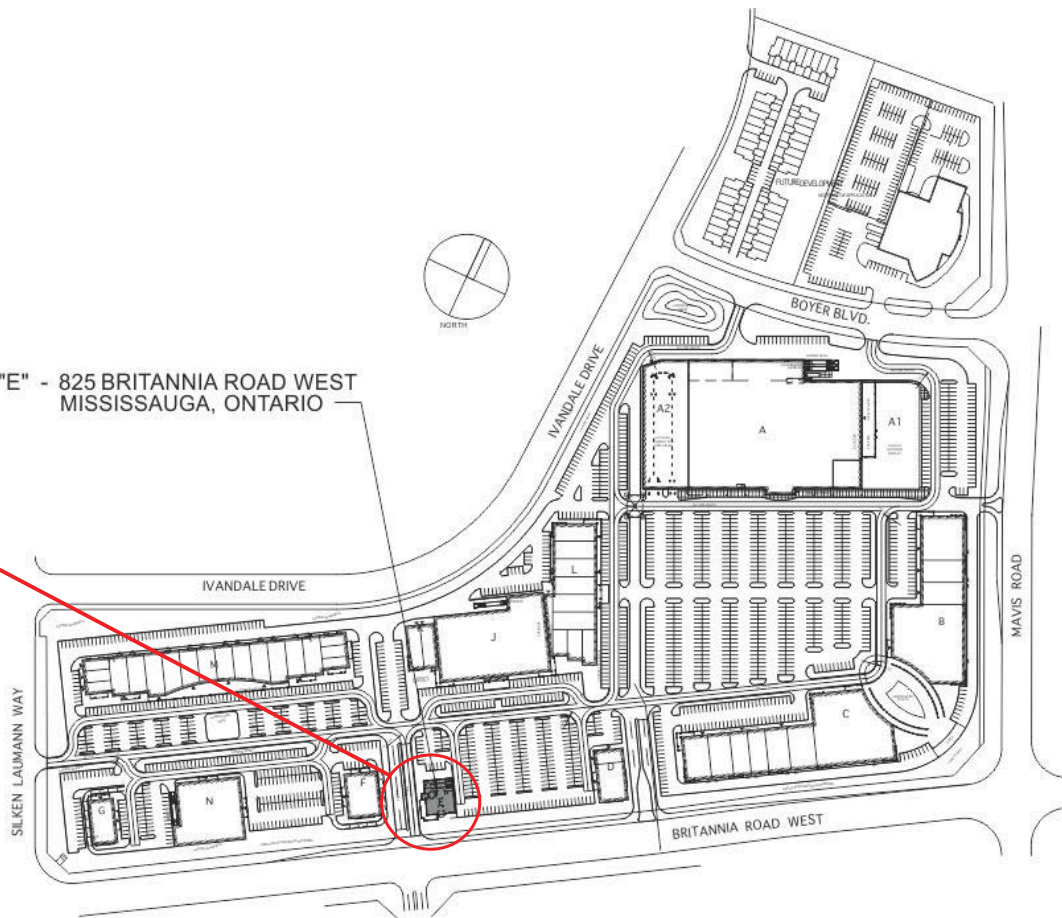
**825 Britannia Rd. W.  
12-03195  
Fionn MacCool's**







UNIT "E" - 825 BRITANNIA ROAD WEST  
MISSISSAUGA, ONTARIO



527 Westney Rd. S. Unit # 2 Ajax, Ontario, Canada L1S 6M8

Tel: (905) 619-9190  
Fax: (905) 619-2302  
canadiansigns@on.aibn.com  
krisleesigns@on.aibn.com

**FILE NAME**

Britannia

**DRAWING No.**

001

**CLIENT**

Prime Restaurants Inc.  
Polar MacCools

**LOCATION**

825 Britannia Rd. W.  
Mississauga, ON  
L5V 2X8

**SCALE**

NTS

**DATE**

10-10-12

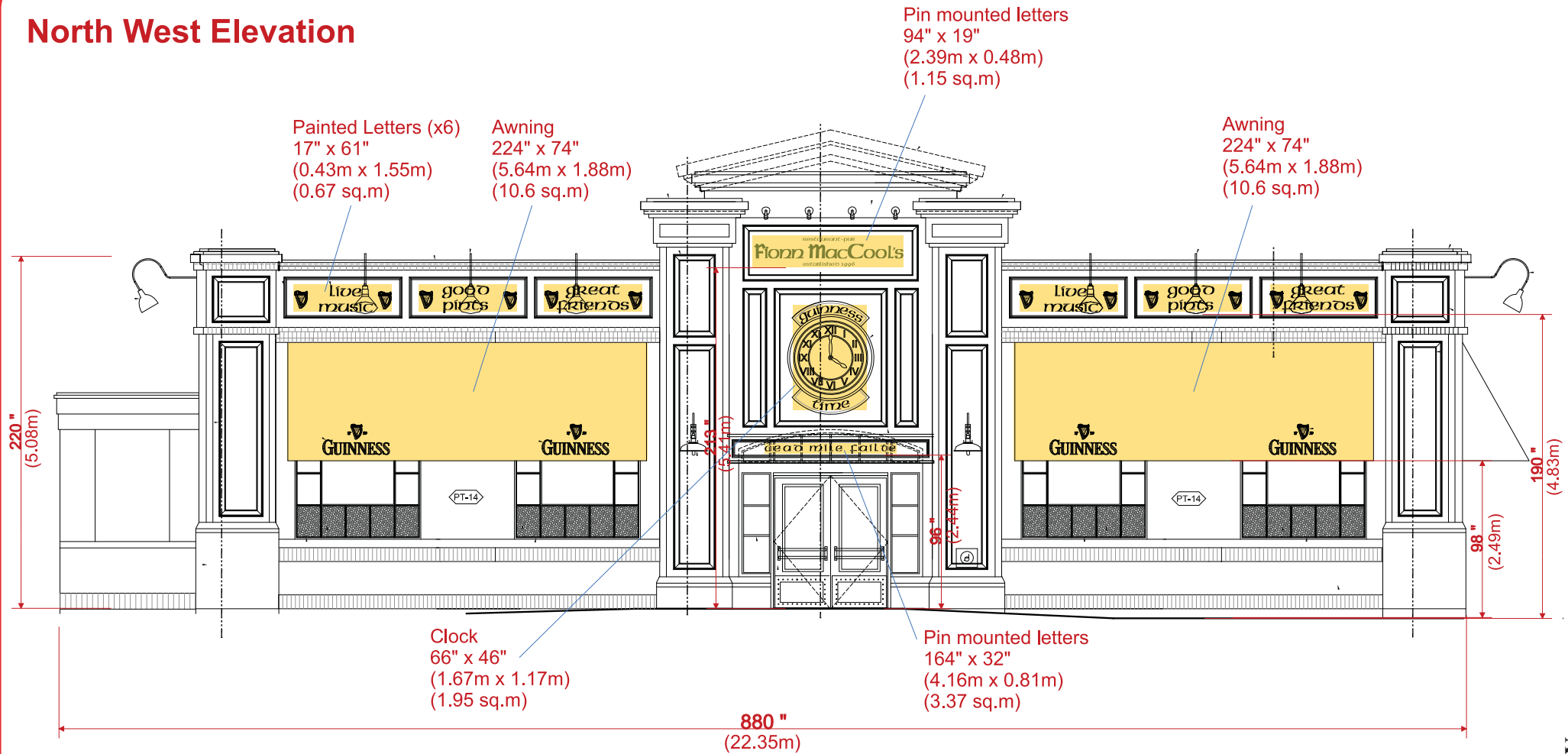
**APPROVED BY**

X



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## North West Elevation



**CANADIAN  
SIGNS INC.**  
Krislee Signs Illuminated Division

527 Westney Rd. S. Unit # 2 Ajax, Ontario, Canada L1S 6M8

Tel: (905) 619-9190  
Fax: (905) 619-2302  
canadiansigns@on.aibn.com  
krisleesigns@on.aibn.com

**FILE NAME**

Britannia

**DRAWING No.**

002

**CLIENT**

Prime Restaurants Inc.  
Pionn MacCool's

**LOCATION**

825 Britannia Rd. W.  
Mississauga, ON  
L5V 2X8

**SCALE**

NTS

**DATE**

10-10-12

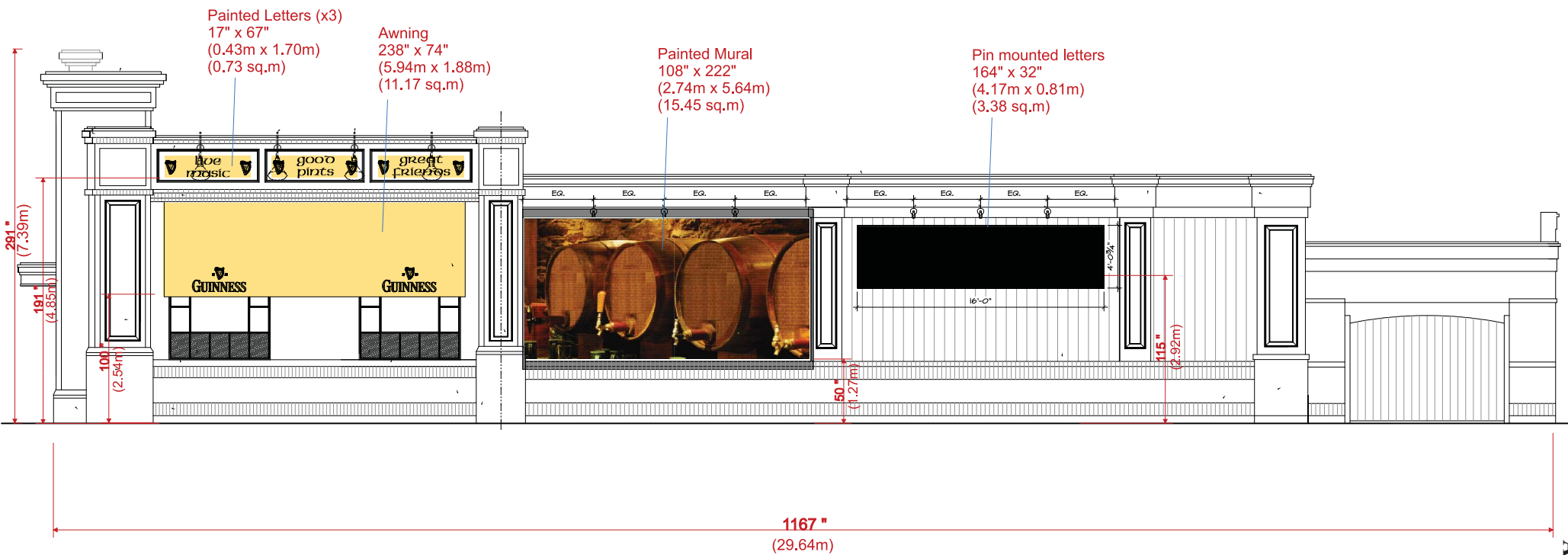
**APPROVED BY**

X



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South West Elevation



527 Westney Rd. S. Unit # 2 Ajax, Ontario, Canada L1S 6M8

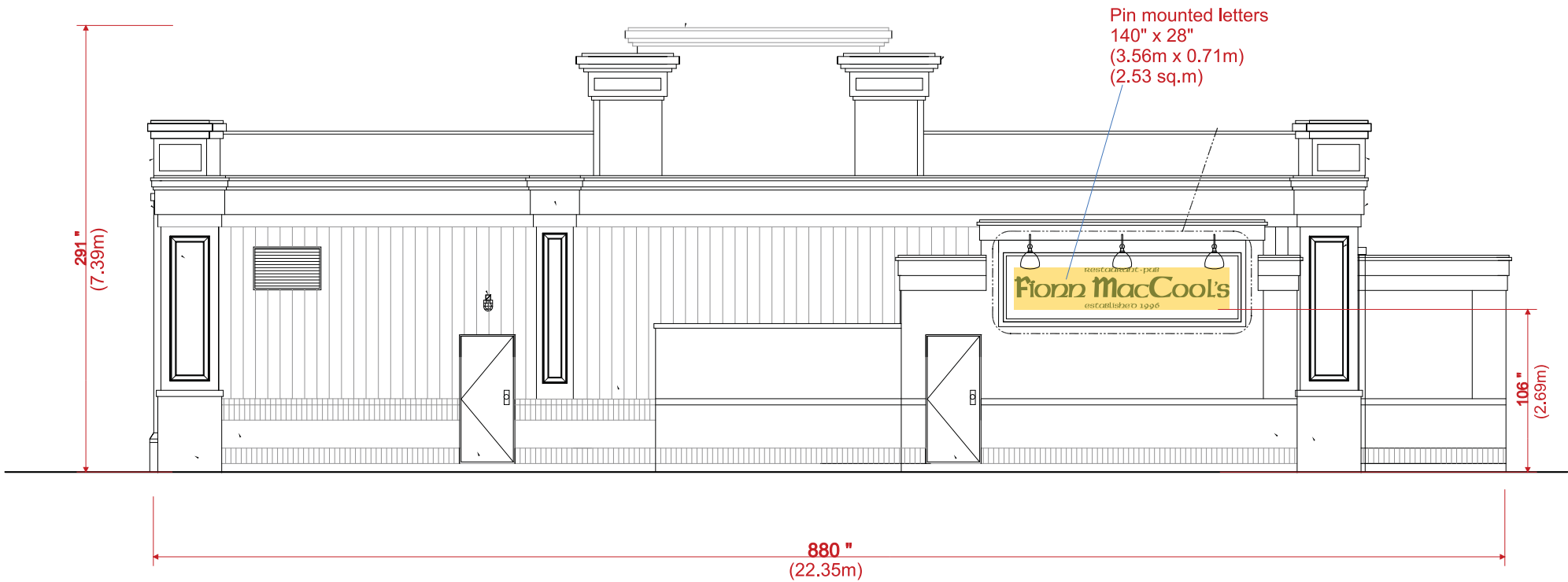
Tel: (905) 619-9190  
Fax: (905) 619-2302  
canadiansigns@on.aibn.com  
krisleesigns@on.aibn.com

FILE NAME	CLIENT	LOCATION	SCALE	DATE	APPROVED BY
Britannia	Prime Restaurants Inc. Piran MacCools	825 Britannia Rd. W. Mississauga, ON L5V 2X8	NTS	10-10-12	X.
DRAWING No.					
005					



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KRISLEE SIGNS

South East Elevation





**CANADIAN  
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*Krislee Signs Illuminated Division*

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Fax: (905) 619-2302  
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527 Westney Rd. S. Unit # 2 Ajax, Ontario, Canada L1S 6M8

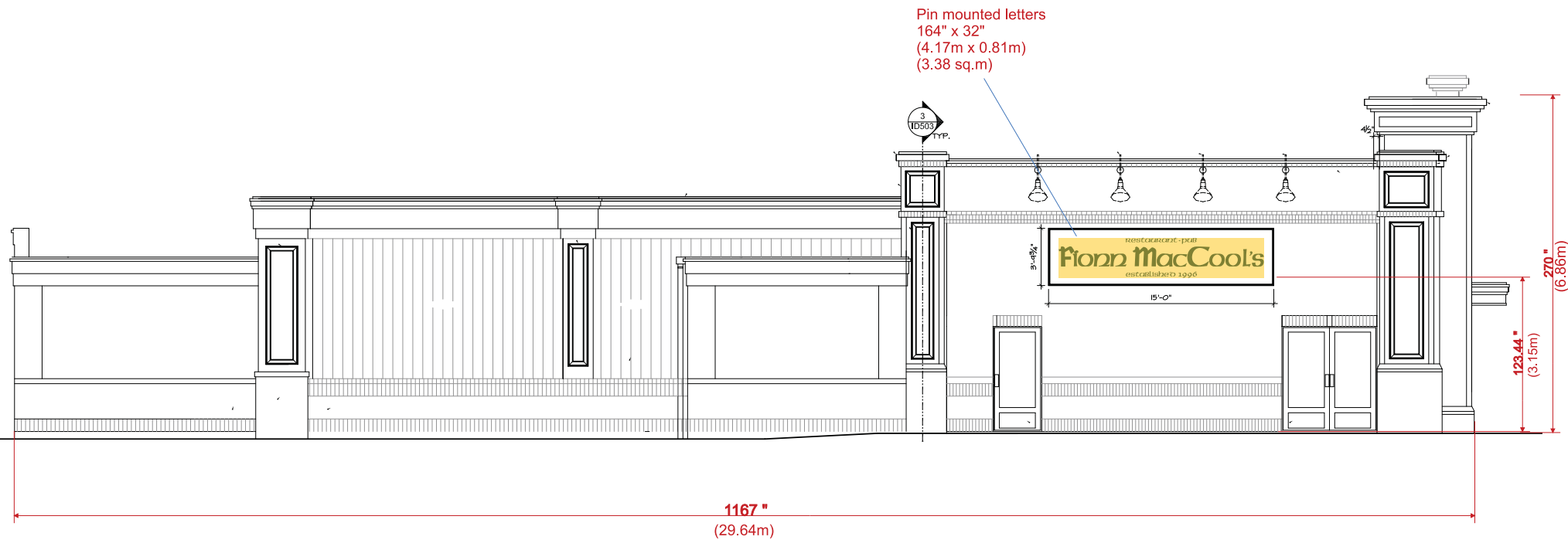
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DRAWING No.					
004					



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North East Elevation





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*Krislee Signs Illuminated Division*

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527 Westney Rd. S. Unit # 2 Ajax, Ontario, Canada L1S 6M8

FILE NAME	CLIENT	LOCATION	SCALE	DATE	APPROVED BY
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DRAWING No.					
003					



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