



Report
Staff Report
The Corporation of the City of Brampton
3/18/2024

Date: 2024-03-01

Subject: **Supplementary Recommendation Report - Site Specific Amendment to the Sign By-law 399-2002, as amended, 227 Vodden Street East – Ward 1 (RM86/2023)**

Contact: Ross Campbell, Manager, Zoning and Sign By-law Services, Building Division

Report number: Planning, Bld & Growth Mgt-2024-218

RECOMMENDATIONS:

1. That the report from Ross Campbell, Manager, Zoning and Sign By-law Services, Building Division to the Planning and Development Committee Meeting of March 18th, 2024 re: **Supplementary Recommendation Report - Site Specific Amendment to the Sign By-law 399-2002, as amended, 227 Vodden Street East – Ward 1 (RM86/2023)** be received; and
2. That a by-law be passed to amend Sign By-law 399-2002, as amended, to permit the proposed site-specific amendment.

OVERVIEW:

- **An amendment to the Sign By-law has been requested to permit a cumulative sign area of 10% of the building wall face on the southwest elevation of Centennial Mall fronting Kennedy Road North. The Sign By-law would otherwise permit a maximum cumulative sign area of 6% of the of the building wall face to be used for the display of signage.**
- **The property owner is requesting an increase in the aggregate sign area to a maximum of 10% to accommodate a new permanent wall sign for the recently established bingo hall as well as allow for future permanent wall signs.**
- **Additional consultation took place on January 16, 2024, where the applicants consultant and City staff met. At the meeting information in support of the**

application was presented by the applicant's consultant, and City Staff explained their concerns with the application.

- **On February 20th, 2024 the applicant's consultant provided a response memo addressing the concerns identified during the January 16th, 2024 meeting.**
- **Staff are generally supportive of an increase in the percentage of wall coverage on the southwest façade, staff are recommending a maximum aggregate sign area of 10% of the wall face.**

BACKGROUND:

This application proposes to amend the Sign By-law in order to permit a maximum aggregate sign area of 10% of the southwest elevation wall face area (fronting Kennedy Rd. S.).

The subject application was submitted on behalf of Centennial Mall Brampton Ltd. At its December 4th, 2023 meeting, Planning and Development Committee Page 278 of 805 recommended approval of the application to a maximum of 8% of the wall face area. At the Council Meeting on December 6th, 2023, Council referred the application back to staff for further consideration.

CURRENT SITUATION:

The applicant's consultant and City staff met on January 16, 2024. At the meeting information in support of the application was presented by the applicant's consultant. The consultant suggested that the visual impact of the 10% sign coverage was negligible when compared to the permitted 6%. They also compared the sign area to that of a commercial strip mall where each unit would be permitted a maximum 20% of the wall face of each unit. Additionally, the consultant suggested that the additional signage is required to entice new tenants to the mall and aid in the economic recovery of current tenants. City staff concerns with the application focused on: the proliferation of unapproved window signs on the southwest elevation; The visual distraction that the additional signs will create during the redevelopment of the site; the precedent created by increasing the allowable sign area for a mall scheduled for redevelopment to mixed use; and the existing availability of unused sign area on the northwest elevation (fronting Vodden Street East).

On February 20th, 2024, the applicant's consultant provided a response memo addressing the concerns identified during the January 16th, 2024 meeting. The memo advocated for the property to be considered a "Hybrid Mall" as some tenants are only accessible from the exterior of the mall. While City staff disagree with this suggestion, as the building meets the definition of an "Indoor Mall" entrenched within the Sign By-law. Staff recognize that other indoor malls such as Bramalea City Centre are two-

storeys in height, which allows for greater sign area as well as signage to be located on the second storey. Staff are of the opinion that this amendment will no longer set an undesirable precedent that could be applied to two-storey indoor malls. The applicant's consultant also indicated that the redevelopment of the site is scheduled to take place over three phases. The final phase which will include the demolition of the indoor mall is scheduled for completion in 2036. The extended construction schedule ensures that the mall will remain in operation until approximately 2032. The first phase of construction will include the mixed-use towers along Vodden Street East which will obscure any signage installed on the northwest elevation of Centennial Mall, reducing its effectiveness.

Based on the meeting and response memo from the applicant's consultant, Staff are supportive of an aggregate sign area of 10% of the southwest elevation of the plaza. Staff will actively work with the applicant to ensure existing window signs obtain the required permits or are removed from the building.

CORPORATE IMPLICATIONS:

Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff will work with the owner to remove illegal window signs so as to minimize on-site clutter.

STRATEGIC FOCUS AREA:

This report and the associated recommendations align with and support the strategic focus area of Growing Urban Centres & Neighbourhoods by providing opportunity for flexibility in the application of the provisions of the Sign By-law.

CONCLUSION:

While the proposed signage will exceed the maximum permitted 6% of the building wall face, the building can accommodate the additional signage without creating visual clutter. Staff recommend approval of the requested additional sign area for the southwest elevation to a maximum aggregate area of 10% of the building wall face.

Authored by:



Ross Campbell
Manager, Zoning & Sign By-law
Services
Building Division

Approved by:

Steve Ganesh, MCIP, RPP
Commissioner
Planning, Building and Growth
Management

Reviewed by:



Melvin Ramkissoon
Acting Director of Building and Chief
Building Official
Building Division

Approved by:

Marlon Kallideen
Chief Administrative Officer

Attachments:

- Attachment 1 – Recommendation Report dated November 8, 2023 to the December 4, 2023 Planning and Development Committee
- Attachment 2 – Response letter dated February 20, 2024 from Applicants Consultant (GWD Professional Planners)