



Principals

Michael Gagnon
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February 20, 2024

GWD File: PN.20.2728.00
Signage

The Corporation of the City of Brampton
2 Wellington Street West
Brampton, Ontario
L6Y 4R2

Attention: Mr. Steve Ganesh, Commissioner of Planning

- and -

Mr. Ross Campbell, Manager, Zoning and Sign By-law Services

Subject: Site Specific Amendment to the Sign By-law 399-2002, As Amended
Centennial Mall Brampton Ltd. (Davpart Inc.)
227 Vodden Street East – Ward 1

Dear Steve and Ross:

On behalf of Centennial Mall Brampton Ltd. ("Davpart Inc."), Edward Brabenec, Brian Luey Architect Inc. (Project Architect) and Gagnon Walker Domes Ltd. ("GWD"), thank you for considering the Davpart Inc. Site Specific Amendment Application to the City of Brampton Sign By-law as it relates to the Centennial Mall located at the intersection of Kennedy Road North and Vodden Street East (see Attachment 1). Your efforts are greatly appreciated.

Davpart Inc. has requested an increase in the total sign area permitted on the southwest elevation of the Centennial Mall facing Kennedy Road North. While the Sign By-law permits a maximum aggregate facia sign area of 6%, Davpart Inc. is seeking permission to allow a maximum of 10%; which would accommodate a new permanent facia sign for the recently established '*Bingo Bingo*'.

The requested maximum aggregate facia sign area of 10% would facilitate the other existing signs located on the southwest building elevation. As discussed, while City staff are recommending relief from the Sign By-law to allow a maximum sign area of 8%, Davpart Inc. is concerned that the increase is insufficient to accommodate the '*Bingo Bingo*' sign and all existing signage.

We believe that there are a number of extenuating circumstances which place the Centennial Mall in a unique situation which warrants additional relief from the Sign By-law in accordance with the original request filed by Brian Luey Architect Inc. on behalf of Davpart Inc.

GAGNON WALKER DOMES LTD.

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'Indoor Shopping Mall' vs.
'Commercial Plaza' vs.
'Hybrid Mall'

By way of background, according to the City of Brampton Sign By-law, the Centennial Mall is classified as an '*Indoor Shopping Mall*' which results in the Application of that portion of the Sign By-law which typically permits a maximum total facia sign area of 6% on each building elevation. The classification of the Centennial Mall as an "*Indoor Shopping Mall*" fails to recognize that the building is, in fact, a '*Hybrid Mall*'. It is a '*Hybrid Mall*' on account of the fact that it is designed and functions as both an '*Indoor Shopping Mall*' and a '*Commercial Plaza*'.

An '*Indoor Shopping Mall*' is generally defined as a building owned and operated as a single unit containing multiple shops, accessed internally by a public common corridor, as opposed to a '*Commercial Plaza*' where individual shops are accessed directly from the exterior of the unit. In the case of the Centennial Mall, the '*Bingo Bingo*' facility and '*Planet Fitness*' can only be accessed from the exterior of the Centennial Mall; not from the public common corridor. The '*Dollar Stores*' primary point of access is from the exterior of the building where patrons can come and go, its secondary access is from the interior of the Mall, but no direct egress from the '*Dollar Store*' into the Mall is permitted.

If the Centennial Mall was classified as a '*Commercial Plaza*', the Sign By-law would permit up to 20% of the southwest wall face to be devoted to facia signs. In recognition that the Centennial Mall is a '*Hybrid Mall*', requesting relief to 10% is reasonable under the circumstances that it is both an '*Indoor Shopping Mall*' and a '*Commercial Plaza*'.

Redevelopment Proposal

In 2023 Brampton City Council approved the Davpart Inc. Amendment Application in support of the redevelopment of the Centennial Mall for a mixed-use high-rise residential development consisting of multiple medium density, mid-rise and high-rise mixed-use residential buildings containing upwards of 2,724 residential units and 5,446 sq.m. (58,620 sq.ft.) of street related ground-floor retail commercial (see Attachment 2 – A and B).

In support of the redevelopment, a Phasing, Staging and Implementation Strategy was filed detailing the preliminary approval, construction and occupancy timetable for all three (3) phases of the redevelopment program (see Attachment 3). It is envisaged that the three (3) Phases of the project will be completed and occupied in accordance with the following general milestone dates:

- Phase 1 – 2028;
- Phase 2 – 2032; and
- Phase 3 – 2036.

The limits of Phase 1 will allow for the continued operation of the Centennial Mall save and except for the existing '*Tim Hortons*' drive-thru restaurant and the '*Party City*' outlet. The proposed redevelopment of the Centennial Mall represents a massive investment



from a socio-economic perspective. Davpart Inc. is determined to continue operating the Centennial Mall as a first class community shopping facility. With the advent of COVID, the transformation of the retail sector and the exponential growth of online shopping, over the course of the last 3-years, Davpart Inc. has spent in excess of \$1.0 million on renovating the Centennial Mall and providing direct tenant relief, all with a view to ensuring that the facility is attractive to not only patrons, but also tenants who are increasingly abandoning 'bricks and mortar' shopping facilities in favour of online retailing.

The Centennial Mall is a valuable community asset, providing goods and services, as well as employment for local residents; not to mention a community gathering place. The economic and social health and vitality of the Centennial Mall is in everyone's collective best interest. Toward this end, the ability of tenants to advertise their goods and services through multiple means, including professionally designed and installed fascia signage is vital.

In the fullness of time, once the Centennial Mall redevelopment is complete, the signage associated with the relief being sought through this Amendment Application will be replaced by a comprehensive state-of-the-art modern signage system incorporated into the fascia of the multiple mixed-use buildings which will replace the existing Centennial Mall.

Indiscernible Total Sign Area

From a practical perspective, Davpart Inc. believes that there is an indiscernible difference between 6%, 8% and 10% total sign area. The Project Architect has undertaken to prepare a Fascia Sign Assessment of the southwest façade of the Centennial Mall (see Attachment 4).

With the aforementioned in mind and considering that the southwest facade of the Centennial Mall is setback approximately 60 m (195 ft) from Kennedy Road North (see Attachment 5), it is difficult if not impossible to distinguish between 6%, 8% and 10% total fascia sign area. The signage relief being sought will primarily benefit the units which are accessed directly from the exterior of the building. The additional sign face area will assist the travelling public and pedestrians in locating the goods and services they seek.

Unused Available Signage Area

While the Sign By-law permits a total sign area of 6% on each building wall face to be used for the display of signage, in the case of the Centennial Mall, there is next to no signage on three (3) of the buildings' four (4) facades; save and except for the southwest façade facing Kennedy Road North. This is not surprising considering that the primary vehicular and pedestrian access points are from Kennedy Road North and to a lesser degree Vodden Street East.

It would be of little to no benefit for Davpart Inc. to install fascia signage on the building facades facing Hansen Road North located to the east and the south property line (see Attachment 6). With this in mind, providing additional Sign By-law relief to 10% as



requested would still result in less total sign area in absolute terms than is permitted as-of-right by the Sign By-law.

Once you have reviewed the rationale in support of the Amendment Application, we would welcome an opportunity to discuss your thoughts on the proposal, any questions you may have, potential conditions of approval and timing associated with rescheduling the matter for consideration by Planning Committee and Council. There is some urgency in advancing this matter as we are sensitive to the fact that City staff is unable to process the 'Bingo Bingo' Wall Permit Sign without approval of the requested Amendment to the Sign By-law.

Yours truly,

**Michael Gagnon, B.E.S., M.C.I.P., R.P.P.
Partner, Managing Principal Planner**

**c.c.: C. Colafella, Davpart Inc.
A. Chan, Davpart Inc.
E. Brabenec, Brian Luey Architect Inc.
R. Domes, Gagnon Walker Domes Ltd.
N. Dawan, Gagnon Walker Domes Ltd.**

TAB 1



LEGEND		P.N.: 20.2728.00	Date: February 8, 2024
	SUBJECT SITE	Scale: N.T.S.	Revised:
		Drawn By: D.S.	File No.: PN 2728 Aerial_Images

AIR PHOTO - SUBJECT SITE
CENTENNIAL MALL
227 VODDEN STREET EAST
CITY OF BRAMPTON
REGION OF PEEEL

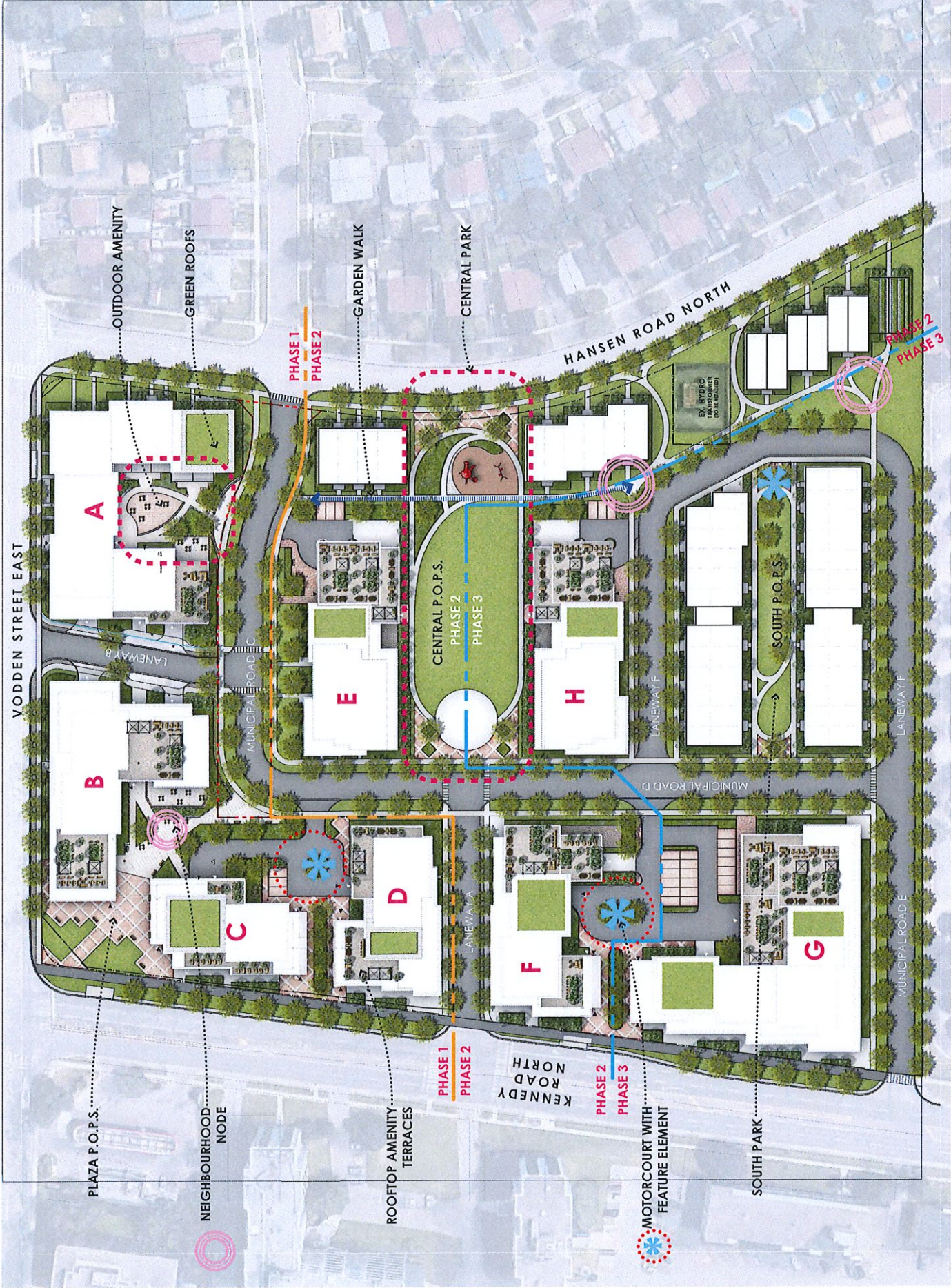



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TAB 2

A

B



VODDEN STREET EAST

PLAZA P.O.P.S.

NEIGHBOURHOOD NODE

ROOFTOP AMENITY TERRACES

OUTDOOR AMENITY

GREEN ROOFS

GARDEN WALK

CENTRAL PARK

HANSEN ROAD NORTH

A

B

C

D

E

H

KENNEDY ROAD NORTH

F

G

CENTRAL P.O.P.S.

SOUTH P.O.P.S.

PHASE 1
PHASE 2

PHASE 1
PHASE 2

PHASE 2
PHASE 3

PHASE 2
PHASE 3

MUNICIPAL ROAD C

LANEWAY B

LANEWAY A

LANEWAY F

MUNICIPAL ROAD D

LANEWAY E

MOTORCOURT WITH FEATURE ELEMENT

SOUTH PARK

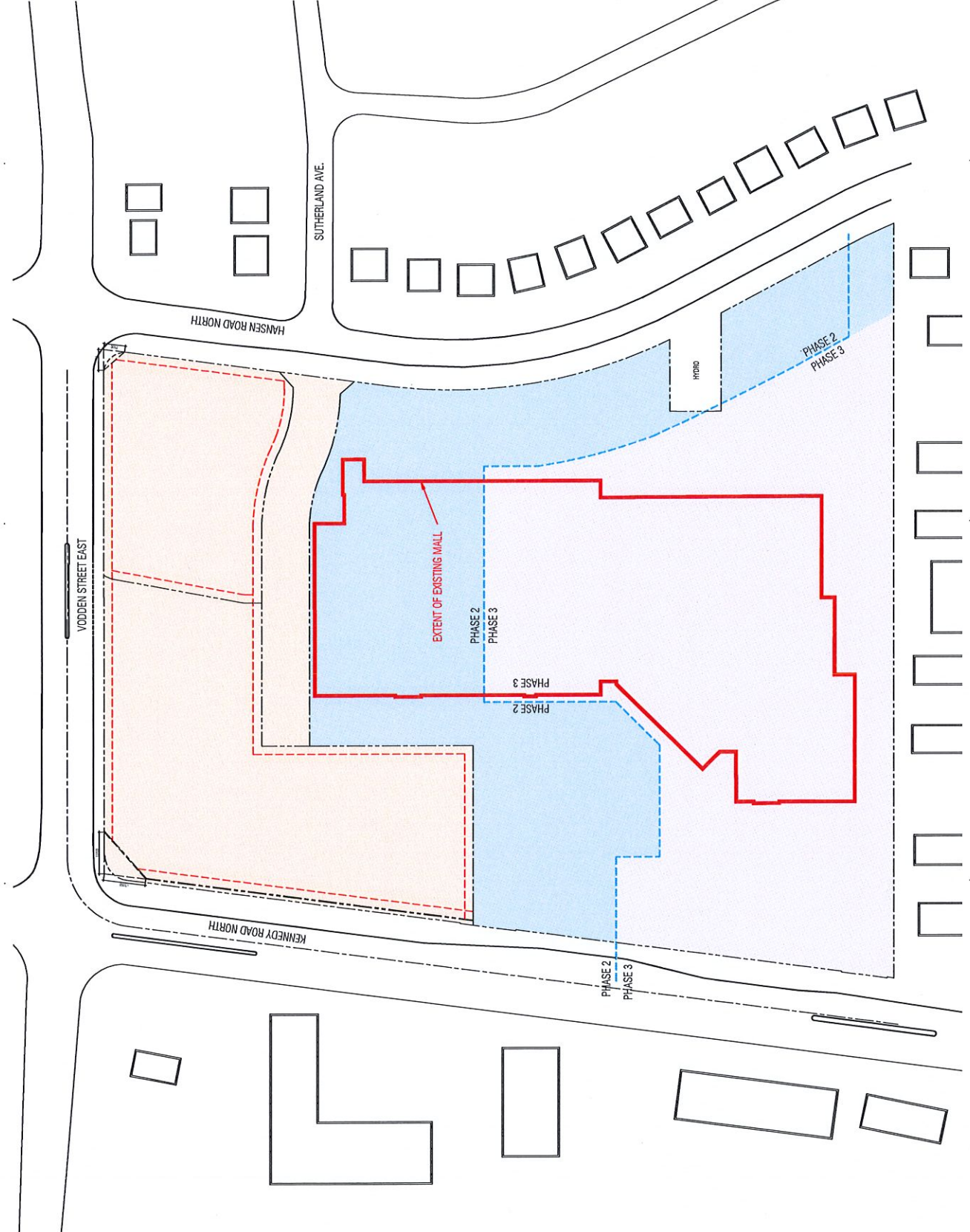
EX. HYDRO INFRASTRUCTURE

TAB 3

THESE PLANS ARE PREPARED BY THE ARCHITECTS IN ACCORDANCE WITH THE PROFESSIONAL STANDARDS OF THE ARCHITECTS ACT, 1990 AND THE REGULATIONS MADE THEREUNDER. THE ARCHITECTS ACCEPT NO LIABILITY FOR THE ACCURACY OF THE INFORMATION PROVIDED TO THEM BY THE CLIENT OR FOR THE CONSEQUENCES OF ANY ACTION TAKEN IN RELIANCE ON THESE PLANS. THE ARCHITECTS ALSO ACCEPT NO LIABILITY FOR THE CONSEQUENCES OF ANY ACTION TAKEN IN RELIANCE ON THESE PLANS BY ANY OTHER PERSONS. THE ARCHITECTS' LIABILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE WORKS SHOWN ON THESE PLANS. THE ARCHITECTS' LIABILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE WORKS SHOWN ON THESE PLANS. THE ARCHITECTS' LIABILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE WORKS SHOWN ON THESE PLANS.

- 1. PREPARED FOR THE CLIENT
- 2. PREPARED FOR THE CLIENT
- 3. PREPARED FOR THE CLIENT
- 4. PREPARED FOR THE CLIENT

DATE: 15/11/2022
 DRAWN BY: [Name]
 CHECKED BY: [Name]



ASSOCIATION OF ARCHITECTS ONTARIO
 GRIZZANI ARCHITECTS
 227 VODDAN STREET
 KENNEDY & VODDEN

PROJECT ARCHITECT:	EL
ASSISTANT ARCHITECT:	EL
DRAWN BY:	EL/PS
CHECKED BY:	EL
DATE:	2022.11.15
PROJECT NO.:	100021

PHASING PLAN
 PHASE 1, 2 & 3



1:100 A103

TITLE BLOCK REF: 490

TAB 4

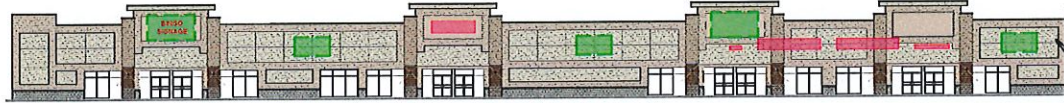
DECEMBER 13/2023



LEGEND

- BUILDING SIGNAGE
- WINDOW STOREFRONT SIGNAGE
- SIGNAGE REMOVED
- FUTURE PROPOSED SIGNAGE

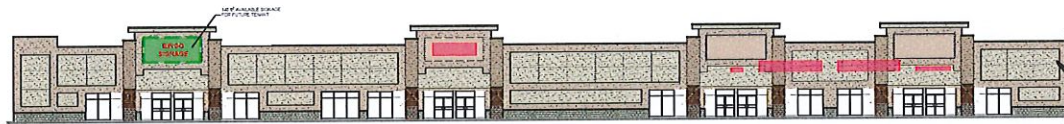
CENTENNIAL MALL BRAMPTON LTD 227 VODDEN STREET E. SIGNAGE AREA COMPARISON



CENTENNIAL MALL - SIGNAGE COVERAGE

SIGN AREA	WALL AREA	PERCENTAGE COVERAGE
1564.45 ft ² (145.34m ²)	15644.54 ft ² (1453.43 m ²)	10.0%

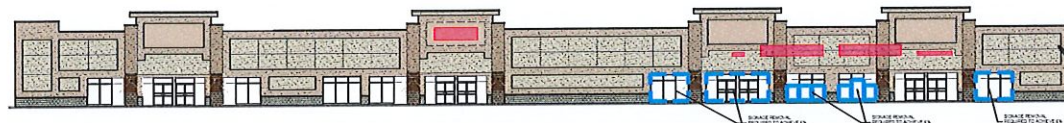
SOUTH ELEVATION - 10% PROPOSED SIGNAGE AREA VARIANCE REQUEST



CENTENNIAL MALL - SIGNAGE COVERAGE

SIGN AREA	WALL AREA	PERCENTAGE COVERAGE
1251.56 ft ² (116.27m ²)	15644.54 ft ² (1453.43 m ²)	8.0%

SOUTH ELEVATION - EXISTING CONDITION - 8.00% SIGNAGE COVERAGE (STAFF RECOMMENDATION)



CENTENNIAL MALL - SIGNAGE COVERAGE

SIGN AREA	WALL AREA	PERCENTAGE COVERAGE
893.14 ft ² (82.98m ²)	15644.54 ft ² (1453.43 m ²)	6.00%

SOUTH ELEVATION - 6% PERMITTED SIGNAGE

TAB 5



TAB 6

