

Date: 2020-01-30

Subject: **Site Specific Amendment to the Sign By-Law 399-2002, as amended, Peel Standard Condominium Corporation 1044, 7956 Torbram Road – Ward 7**

Contact: Elizabeth Corazzola, Manager, Zoning and Sign By-law Services, Building Division, 905-874-2092, elizabeth.corazzola@brampton.ca

Report Number: Planning, Building and Economic Development-2021-032

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Peel Standard Condominium Corporation 1044, 7956 Torbram Road – Ward 7, to the Planning & Development Committee meeting of January 18, 2021, 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:

- **Peel Standard Condominium Corporation is proposing to add four second storey wall signs with exposure to Torbram Road and Highway 407. The signage is intended to offer increased exposure for businesses operating from one of the three buildings on the subject lot.**
- **The proposed signage does not comply with the prescriptive requirements of the sign by-law for Wall Signs, which would only permit signage on the upper storey of an office building or hotel. The subject property is occupied by a mixed use industrial mall with upper storey office space occupying less than 50% of the floor area of the buildings.**
- **Staff are generally supportive of the proposed site specific amendment and recognize that the increased upper storey exposure for business operating from the site has potential economic benefits. In addition, the second storey wall signs are consistent with signage that would otherwise be permitted on a single storey structure having the same**

quantitative building height. Signage will also be limited to a maximum 10% of the area of the wall face of the building, consistent with urban design principles.

Background:

The subject property is a mixed use industrial mall, including some second storey offices, located near the intersection of Torbram Road and Steeles Avenue East. The lands are owned by the newly registered Peel Standard Condominium Corporation 1044 (PSCC 1044). The lot is occupied by three separate buildings addressed as 2155A and 2155B Steeles Avenue East and 7956 Torbram Road. The lot has frontage onto Steeles Avenue East, Torbram Road as well as Hwy. 407 to the south.

Current Situation:

The applicant is requesting an amendment to the Sign By-law to permit four (4) second storey wall signs with exposure to Hwy. 407 and Torbram Road. The proposed signs will have a combined area of approximately 15 square metres on each of the two elevations and will occupy less than 10% of the second storey wall face.

The Sign By-law does not permit signs on the upper storey of a multi-storey, multi-unit building, except on an office building or hotel. In addition, where permitted, wall signs are intended to advertise for a business occupying the floor area of the unit on which the sign is displayed. Whereas the proposed wall signs on the second storey will provide advertising for business located in one of the three buildings on the site, not necessarily located on the second storey of the building addressed as 7956 Torbram Road.

As a result, the proposed wall signs do not comply with the prescriptive requirements of the Sign By-law. Staff have considered the uniqueness of the location of this property, having frontage on Steeles Avenue East, Torbram Road and Hwy 407 and recognize the potential economic benefits that may be associated with increased exposure resulting from upper storey signage. In addition, staff have considered the fact that the proposed signage would be permitted on a single storey industrial building having the same quantitative building height as this multi-storey, multi-unit building.

Corporate Implications:

Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff of the Urban Design Section have reviewed the proposed signage and have no concerns with the proposed amendment, provided that the signs do not occupy more than 10% of the second floor elevation area. In this regard, the proposed signage will occupy approximately 8% of the second storey wall area.

Transportation Planning staff have also reviewed the proposed signage and have no concern with the proposed amendment.

Term of Council Priorities:

This report is consistent with the “A City of Opportunities” theme. Approval of this request is consistent with the priority of attracting investment and employment.

Living the Mosaic – 2040 Vision

This Report has been prepared in full consideration of the overall Vision that the people of Brampton will ‘Live the Mosaic’.

Conclusion:

Staff are generally supportive of the proposed site specific amendment and recognize that the increased upper storey exposure for business operating from the site has potential economic benefits. In addition, the second storey wall signs are consistent with signage that would otherwise be permitted on a single storey structure having the same quantitative building height. Signage will also be limited to a maximum 10% of the area of the wall face of the building, consistent with urban design principals.

Staff do not believe that this amendment will create an undesirable precedent for other similar signage given the unique location of this property, having exposure to multiple streets, including Highway 407. Signage offering exposure to the 400 series highway will have potential economic benefit for businesses operating from this site.

Authored by:

Reviewed by:

Elizabeth Corazzola,
Manager, Zoning and Sign By-law
Services

Rick Conard,
Director of Building and Chief Building Official

Approved by:

Submitted by:

Richard Forward, MBA, M.Sc., P.Eng.,
Commissioner of Planning and
Development Services

David Barrick,
Chief Administrative Officer

Attachments:

Schedule 1 – Location Map

Schedule 2 – Site Plan

Schedule 3 – Proposed Signage South Elevation

Schedule 4 – Proposed Signage East Elevation