

Date: 2021-02-04

Subject: **Site Specific Amendment to the Sign By-Law 399-2002, as amended, 2499511 Ontario Inc, 8177 Torbram Road – Ward 8**

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

Report Number: Planning, Bld & Ec Dev-2021-195

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, 2499511 Ontario Inc, 8177 Torbram Road – Ward 8, to the Planning & Development Committee meeting of March 8, 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:

- **BVD Group has installed two second storey wall signs with exposure to Torbram Road and Walker Drive. The signage is intended to offer increased exposure for their business.**
- **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 up to 2% of the wall face area. The sign area of the west elevation sign is 2.68% of the associated wall face, and the sign area of the south elevation sign is 3.76% of the associated wall face.**
- **Staff are supportive in part, of the proposed site specific amendment and recognize that the increased upper storey exposure based on the partial obstruction of the sign by the existing foliage. Approval is recommended for one (1) oversized top storey sign on the west elevation.**

Background:

The subject property is a single tenant office building, located near the intersection of Torbram Road and Walker Drive. After consulting with Sign By-law Services Staff and being informed that the proposed signs would not comply with the Sign By-law the tenant (BVD Group) proceeded to have oversized signs installed on the west and south elevations without obtaining a permit.

Current Situation:

The Sign By-law permits an office building to have two (2) top storey wall signs that shall not exceed a maximum of 2% of the building wall face or 30m², whichever is less. The top storey signs must be located on separate elevations.

The applicant is requesting an amendment to the Sign By-law to permit two (2) top storey wall signs each with an area of 7.97m². The following table demonstrates the percentage of wall face area of the proposed wall signs:

Elevation	Total Sign Area	Percentage of wall face area
South	7.97m ²	3.76%
West	7.97m ²	2.68%

As the wall signs exceed 2% of the elevations wall face area, they do not comply with the prescriptive requirements of the Sign By-law.

Staff has considered that the sign on the west elevation is partially obscured by existing foliage on the property and the road right-of-way. Additionally, the visibility of the existing ground sign is also affected by this foliage, resulting in the sign only being visible when traveling north bound on Torbram Road. Given the size and scale of the building, Staff is recommending approval of one (1) oversized top storey sign on the west elevation of building.

Corporate Implications:Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff of the Urban Design Section has reviewed the proposed signage and has recommended approval of only one sign on this building.

Transportation Planning staff has 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 is supportive in part, of the proposed site specific amendment and recognizes the increased sign area will assist with site identification from Torbram Road, given the existing foliage partially obscures the existing wall and ground signs.

Staff does not believe that this amendment will create an undesirable precedent for other similar signage given the unique site issues created by the existing foliage.

Authored by:

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Manager, Zoning and Sign By-law
Services

Approved by:

Richard Forward, MBA, M.Sc., P.Eng.,
Commissioner of Planning, Building &
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Reviewed by:

Rick Conard,
Director of Building and Chief Building Official

Submitted by:

David Barrick,
Chief Administrative Officer

Attachments:

Schedule 1 – Location Map
Schedule 2 – Site Plan
Schedule 3 – Proposed Signage
Schedule 4 – Site Photographs