

Date: 2021-02-16

Subject: **Site Specific Amendment to the Sign By-Law 399-2002, as amended, Airport/Nevets GP Corporation, 5 Nevets 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-2021-247

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Airport/Nevets Storage GP Corporation, 5 Nevets Road – Ward 8, to the City Council Meeting of March 24, 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:

- **An amendment to the Sign By-law has been requested to permit three (3) top storey wall signs each located on separate elevations with an area of 22.67m². Whereas, the Sign By-Law permits wall signage limited to the main floor with a maximum area of 25m², in addition to permitted canopy signs.**
- **The Dymon Self Storage facility is a 4 storey industrial building, located on the south east corner of Airport Road and Nevets Road.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval, as the sign is similar to the signage permitted on the top storey of office buildings, schools and hotels two or more storeys in height.**

Background:

Dymon Self Storage recently opened their first location in Brampton, it is a single tenant 4 storey storage facility. The building is located on the south east corner of Airport Road and Nevets Road. The Dymon Self Storage building is located in close proximity to a number of multi-storey hotels which have similar building mass to the Dymon building and have existing top storey signs.

Current Situation:

Dymon Self Storage has requested permission to install three (3) top storey signs on their new location, each sign shall have an area of 22.67m². The proposed top storey signs will be located on the north, west and south elevations. The building has existing wall signs on the ground floor that comply with the Sign By-law. The following table identifies the accumulative total of signage proposed for the Dymon Self Storage building:

	Proposed Top Storey Sign Area	Existing Wall Sign Area	Total Proposed Sign Area	Elevation Wall Sign Area	Top Storey Sign Area % of Wall Area	Total Sign Area % of Wall Area
North Elevation	22.67m ²	0m ²	22.67m ²	1293.31m ²	1.8%	1.8%
South Elevation	22.67m ²	0m ²	22.67m ²	1293.31m ²	1.8%	1.8%
West Elevation	22.67m ²	6.6m ²	29.27m ²	1095.32m ²	2.1%	2.7%

The Sign By-law permits each elevation to contain wall signs with an area of 20% of the building wall face area on which the sign is located to a maximum of 25m². The applicant is requesting permission to allow signage on the top floor in addition to the permitted existing wall signs.

The Sign By-law stipulates that in addition to the permitted wall signage, two (2) additional signs each on separate building wall faces may be permitted on an office building, school or hotel two or more storeys in height. These additional signs shall be located only on the top storey but shall be contained below the roof line of the building. The two additional signs shall not exceed a maximum of 2% of the building wall face area or 30m², whichever is less.

A similar office, school or hotel building with the same size as the Dymon Self Storage facility is permitted two (2) top storey signs on accordance with the following table:

	Elevation Wall Sign Area	Top Storey Signs - 2% of Elevation Wall Area	Permitted Wall Signs	Total Permitted Sign Area
Office / Hotel North & South Elevations	1293.31m ²	25.87m ²	25m ²	50.87m ²
Office / Hotel West Elevation	1095.32m ²	21.91m ²	25m ²	46.91m ²

While the top storey sign on the west elevation marginally exceeds 2% of the elevation area, maintaining a consistent sign size is visually appropriate and the size is befitting the building elevation. Additionally, the total proposed sign area is well below the area of signage permitted on a similar multi storey office building, school or hotel.

Staff have considered the signage permitted on an office building, school and hotel as well as the hotels located in close proximity to the Dymon facility and find the requested signs appropriate and recommend approval.

Corporate Implications:

Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff of the Urban Design Section have no concerns with the proposed amendment

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.

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

Conclusion:

While the proposed signs are located above the ground floor and exceed the maximum wall sign area permitted on the west elevation, the building is of sufficient scale that the proposed signage is less than the accumulative sign area permitted on an office building, school or hotel of equal size. Additionally, the proposed top storey signage will allow additional visibility to passing motorists. Staff are supportive of the proposed site specific amendment and recommend approval of three (3) top storey signs with an area of 22.67m², each located on separate elevations (north, west and south elevations).

Staff do not believe that this amendment will create an undesirable precedent for other similar signage given the unique use of the site and the surrounding area.

Authored by:

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Services

Approved by:

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Commissioner of Planning and
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Reviewed by:

Rick Conard,
Director of Building and Chief Building Official

Submitted by:

David Barrick,
Chief Administrative Officer Chief
Administrative Officer]

Attachments:

Schedule 1 – Location Map
Schedule 2 – Site Plan
Schedule 3 – Proposed Signage
Schedule 4 – Proposed Signage
Schedule 5 – Site Photographs