

Date: 2021-03-08

Subject: **Site Specific Amendment to the Sign By-Law 399-2002, as amended, William Osler Health System – Brampton Civic Hospital, 2100 Bovaird Drive East – Ward 9**

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-2021-324

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, William Osler Health System – Brampton Civic Hospital, 2100 Bovaird Drive East, 2100 Bovaird Drive East – Ward 9, to the Planning & Development Committee meeting of April 12, 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 a second storey wall sign with an area of 3.68m², to recognize a principal donor to the emergency department. Whereas, the Sign By-Law permits wall signage limited to the main floor with a maximum area of 25m², in addition to permitted top storey signs and canopy signs.**
- **Brampton Civic Hospital, is located on the north east corner of Bovaird Drive East and Dixie Road.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval of additional signage intended to recognize philanthropic donations to the hospital that benefitted the community.**

Background:

William Osler Health System – Brampton Civic Hospital is the premier emergency care facility for the City of Brampton. The building is located on the north east corner of Bovaird Drive East and Dixie Road. The hospital received a large donation designated for the emergency department. A sign recognizing the donation was installed on the ground floor under the emergency department entrance canopy, which provide poor visibility of the sign.

Current Situation:

Brampton Civic Hospital has requested permission to relocate the sign to the second storey. The proposed second storey sign will be located on the south elevation directly adjacent to the emergency department and have an area of 3.72m². The building has existing signage on this elevation identifying the emergency department and the entrance to the hospital along with a top story “H” sign to assist in the easy identification of the hospital.

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 existing signage on this elevation totals 25m², which is less than 2% of the elevations area. As part of the comprehensive Sign By-law review, staff have identified the uniqueness of emergency service facilities and will be proposing revising the associated sign requirements to allow additional sign area and more flexibility in sign locations to enhance the ability of these facilities to provide community messaging including signs to recognize philanthropic donations.

Often donations are directed to specific departments within the hospital. In this case, Guru Manak has provided a substantial donation to the hospital’s emergency department. The hospital’s emergency department is located in the south west corner of the building, on the first and second floors. As such the hospital is proposing the recognition sign be located on the second storey to ensure adequate recognition of the donation, while ensuring it is located on the department that benefitted from the donation.

Staff have considered the uniqueness of the hospital and the need to recognize donors to the facility and find the requested sign 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.

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:

While the proposed sign is located above the ground floor and will result in the elevation exceeding the maximum wall sign area permitted in the By-law, the building is of sufficient scale that the existing and proposed signage will account for a small percentage of the area of the wall face area. Additionally, the signage will allow additional visibility to recognize the philanthropic donation that will benefit the community. As these donations are directed to specific departments within the hospital, staff are of the opinion that a broader approval is warranted to allow for this sign and future recognition signs. Staff are supportive of the proposed site specific amendment and recommend approval of an amendment to allow multiple donor recognition signs on the hospital.

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

Authored by:

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

Approved by:

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

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