

Date: 2021-08-25

Subject: Site Specific Amendment to Sign By-law 399-2002, as amended, Canadian Tire, 10 Great Lakes Drive.

Contact: Ross Campbell, Supervisor Zoning and Sign By-law Services, Building Division, 905-874-2442, ross.campbell@brampton.ca

Report Number: Planning, Bld & Ec Dev-2021-954

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Canadian Tire, 10 Great Lakes Drive – Ward 9, to the Planning & Development Services Committee Meeting of September 13, 2020, 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:

- Canadian Tire has been a long term tenant of the commercial building at 10 Great Lakes Drive, located at the North West corner of Great Lakes Drive and Bovaird Drive East.
- An amendment to the Sign By-law has been requested to permit eleven wall signs totaling 89.44m² on the West elevation. Whereas, the Sign By-Law permits a maximum accumulative sign area of 64.1m² on this elevation.
- This amendment would not restrict the amount of signage permitted on the other elevations of the building.
- Canadian Tire is currently updating their branding and modernizing their operations to include online pick-up parking stalls and associated signage.
- Canadian Tire is proposing to introduce 3 double-sided signs ground signs to identify 3 pick-up stalls in the parking lot to be used exclusively for customers to pick-up merchandised that has been ordered online.

- **The Sign By-law does not permit signs that designate pick-up stalls.**
- **Each stall shall have one double-sided sign with a maximum area of 0.74m², the maximum height of the sign shall be 1.8m, resulting in a distance of 0.93m from finished grade to the underside of the sign.**
- **Public notice has been provided pursuant to the Procedure By-law.**

Background:

Canadian Tire is a retail chain that currently has four retail stores in Brampton in addition to a distribution centre. This retail store is located on the commercial property on the North West corner of Great Lakes Drive and Bovaird Drive East.

Canadian Tire is in the process of completing a nation-wide update of their branding and modernization of their retail operations to include online pick-up parking stalls and associated signage. Canadian Tire will require the signs to be free standing and located within the parking lot.

Current Situation:

Canadian Tire is in the process of rebranding this location. As a result, Canadian Tire has requested permission to install eleven signs on the West elevation as per the following table:

Proposed Sign	Proposed Sign Area
Auto Centre (Sign A)	3.79m ²
Parts & Service Entrance (Sign B)	7.58m ²
Triangle Logo (Sign C)	27.13m ²
Olympic Logo (Sign D)	1.75m ²
Canadian Tire (Sign E)	31.32m ²
Online Order Pick-up (Sign F)	4.47m ²
Garden Centre (Sign G)	4.56m ²
Garage Door Decal (Sign H)	2.48m ²
Garage Door Decal (Sign H)	2.48m ²
Garage Door Decal (Sign H)	2.48m ²
Electronic Variable Message Centre (Sign I)	1.40m ²
Total Area	89.44m²

The Sign By-law permits each elevation of a big box commercial building to contain wall signs to a maximum area of 6% of the area of the building wall face on which the signs are located. The following table demonstrates the percentage of wall face area of the proposed wall signs:

Proposed Sign Area	Wall Face Area	Percentage of wall face area
89.44m ²	1070m ²	8.36%

Staff are recommending approval of the proposed wall signs for the following reasons:

1. The proposed signage is appropriate for effective building identification,
2. The extraordinary length of the West elevation allows the elevation to accommodate the larger amount of sign area without creating visual clutter, and
3. All other requirements for wall signs as specified in the Sign By-law are met.

The Sign By-law Section 5(10) notes that any sign not expressly permitted by this by-law is prohibited. The Sign By-law does not currently contain provisions for pick-up stall signs.

Additionally, Canadian Tire has requested permission to install 3 double-sided pick-up stall signs to identify the 3 pick-up stall locations as well as provide store contact information for the packages to be brought to the vehicle. One sign face shall identify that the stall is reserved for online order and curbside pick-up as well as the pick-up stall number and the store number to call upon arrival, with a maximum area of 0.74m². The opposite sign face shall identify the other ways to shop in-store and online.

Additionally, the height of the sign shall be 1.8m, resulting in a distance of 0.93m from finished grade to the underside sign. As per the Sign By-law the underside of a Ground Sign must be less than 0.9m, or greater than 2.4m above grade. This requirement was instituted to reduce the risk of injury for anyone that walks under a ground sign. As the signs are located within a landscape bed not intended for pedestrian travel, the minimal increase in this ground clearance requirement poses limited risk for injury to someone traveling under the sign.

Staff are recommending approval of the proposed pick-up stall signs provided that the number of pick-up spaces for Canadian Tire is limited to 3 stalls and the signs are located within the landscape island with a minimum of 0.6m setback to the adjacent curb face.

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. Traffic Engineering staff have no concerns with the proposed ground signs provided the signs are not located between back-to-back parking stalls.

2019-2022 Term of Council Direction - Brampton is a Well-Run City:

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 signs are larger than the maximum 6% of the wall face area as permitted in the Sign By-law, the building is of sufficient scale that the building can accommodate the additional signage without creating visual clutter. Additionally, the requested pick-up signs will assist with directing vehicular traffic on site and form part of the new corporate branding of a nationwide retail chain. The following recommendations are submitted:

1. Approval of the requested additional signage is recommended in accordance with the following table:

Proposed Sign	Proposed Sign Area
Auto Centre (Sign A)	3.79m ²
Parts & Service Entrance (Sign B)	7.58m ²
Triangle Logo (Sign C)	27.13m ²
Olympic Logo (Sign D)	1.75m ²
Canadian Tire (Sign E)	31.32m ²
Online Order Pick-up (Sign F)	4.47m ²
Garden Centre (Sign G)	4.56m ²
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Garage Door Decal (Sign H)	2.48m ²
Garage Door Decal (Sign H)	2.48m ²

Electronic Variable Message Centre (Sign I)	1.40m ²
Total Area	89.44m ²

2. In order to facilitate effective online services, approval of a site-specific amendment to the Sign By-law to permit 3 double-sided pick-up ground signs is recommended. The 3 double-sided pick-up stalls signs shall met the following requirements; located within a landscaping island, each sign face have a maximum sign area of 0.74m², a maximum distance of 0.93m to the underside of the sign from grade, and a minimum setback of 0.6m from the adjacent curb face.

Authored by:

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Attachments:

- Schedule 1 - Location Map
- Schedule 2 - Site Plan
- Schedule 3 - Proposed Fascia Signage – West Elevation
- Schedule 4 - Proposed Fascia Signage – West Elevation
- Schedule 5 - Proposed Fascia Signage – West Elevation
- Schedule 6 - Proposed Fascia Signage – West Elevation
- Schedule 7 - Proposed Signage – Pick-up Stall Identification Ground Signs
- Schedule 8 - Site Photograph – West Elevation
- Schedule 9 - Site Photograph – Pick-up Stall Sign Locations