

Date: 2021-09-14

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Jaguar Land Rover Brampton, 50 Coachworks Crescent – 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-2021-1026

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Jaguar Land Rover Brampton, 50 Coachworks Crescent – Ward 9, to the Planning & Development Committee meeting of October 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:

- **An amendment to the Sign By-law has been requested to permit Four (4) signs located on a second storey wall abutting storage space. Whereas, the Sign By-Law permits restricts second storey signs to being located on a second storey wall abutting office space.**
- **The Jaguar Land Rover facility is a 2 storey automobile dealership, located on the west side of Coachworks Crescent with the rear property line abutting Highway 410.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval.**

Background:

Jaguar Land Rover Brampton is a 2 storey automobile dealership located on Coachworks Crescent with the rear property line abutting Highway 410. The facility opened in late 2020. At the time the dealership opened a permit was issued for four (4) wall signs. However, twelve (12) signs have been installed on the building. Four (4) of the signs do not comply with the Sign By-law as they are located on the second storey abutting a storage space.

Current Situation:

Jaguar Land Rover Brampton has requested permission to install four (4) second storey signs on walls abutting the storage space facing Highway 410. The South and West elevations will each have two (2) second storey signs. The accumulative sign area of the signs on the South and West shall comply with the maximum 6% of the elevation wall face. The following table identifies the percentage of wall area associated with the South and West elevations:

	Proposed Top Storey Sign Area	Elevation Wall Area	Top Storey Sign Area % of Wall Area
South Elevation	6.31m ²	620m ²	1.0%
West Elevation	13.47m ²	798m ²	1.7%

As part of the comprehensive Sign By-law review, staff have identified motor vehicle dealerships as unique commercial enterprises that may benefit from specific provisions that will facilitate their unique need for signage. Historically motor vehicle dealerships were constructed as one or two storey facilities with offices sometimes located on a mezzanine or second floor. However, it is becoming more common that dealerships are multi-storey facilities with both display areas (storage) and office space being provided on the upper floors. Recognizing this shift in the industry, staff will include a revision in the upcoming By-law to remove the restriction that second storey signs must be located on a wall abutting office space.

Staff have also considered that the motor vehicle dealership is abutting Highway 410 and may require additional visibility for passing motorists, as a result staff find the requested four (4) additional 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

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:

The proposed second storey signage will provide effective building identification to patrons by allowing additional visibility for passing motorists on highway 410. Furthermore, staff have identified the need to modernize our requirements for signage given the new build form of new dealerships and will be proposing the removal of the limitation of signage only on a wall abutting office space on the second storey as part of the upcoming comprehensive Sign By-law review. Staff are supportive of the proposed site specific amendment and recommend approval of a total of four (4) second storey signs, two (2) signs located on the South and West elevations. The signs on the South elevation having a total area of 6.31m², and the signs on the West elevation having an area of 13.47m².

Authored by:

Reviewed by:

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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 – West Elevation

Schedule 4 – Proposed Signage – South Elevation

Schedule 5 – Propose Signage