

Date: 2021-10-06

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, CIBC, 7940 Hurontario Street – Ward 4**

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-2021-1103

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, CIBC, 7940 Hurontario Street – Ward 4, to the Council Meeting of November 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 a sign on the second floor of an office building with an area greater than 2% of the wall face area. The proposed sign located on the East elevation is 7.1% of the associated wall face area.**
- **The CIBC is an existing 2 storey single tenant bank (office), located on the North West corner of Hurontario Street and Lancashire Lane.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval.**

Background:

CIBC is in the process of rebranding their branches across Canada. This CIBC branch which opened in 2005 is constructed in a 2 storey single tenant building located on the North West corner of Hurontario Street and Lancashire Lane. The branch has a

number of existing signs including a second storey sign on the North elevation that complies with the requirements of the for wall signs set out in schedule III of the By-law.

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 a top storey wall sign in the East elevation with an area of 9.22m². The following table demonstrates the percentage of wall face area of the proposed wall sign:

	Proposed Top Storey Sign Area	Elevation Wall Area	Top Storey Sign Area % of Wall Area
East Elevation	9.22m ²	130.26m ²	7.1%

As the wall signs exceed 2% of the elevation's wall face area, which does not comply with the prescriptive requirements of the Sign By-law.

Staff have considered that the sign on the east elevation is partially obscured by existing foliage on the property and the road right-of-way, resulting in the sign only being clearly visible when traveling northbound on Hurontario Street. Given the size and scale of the building, Staff are recommending approval of the oversized top storey sign on the east elevation of building.

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:

Staff are supportive of the proposed site specific amendment and recognize the increased sign area will assist with site identification from Hurontario Street, given that the existing foliage partially obscures the ground level signage on building's elevation.

Staff do 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:

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 – East Elevation
Schedule 4 – Proposed Signage