

**Date:** 2021-10-06

**Subject:** **Site Specific Amendment to the Sign By-law 399-2002, as amended, Vaultra Storage, 125 Ironside Drive – Ward 2**

**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-2021-1105

**Recommendations:**

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Vaultra Storage, 125 Ironside Drive – Ward 2, 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 three (3) top storey wall signs each located on separate elevations each having an area of 14.92m<sup>2</sup>. Whereas, the Sign By-Law permits wall signage limited to the main floor with a maximum area of 25m<sup>2</sup>, in addition to permitted canopy signs.**
- **The Vautra Storage facility is a 4 storey industrial self-storage building, located on the east side of Ironside Road, south of Utah 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:

Vautra Storage is constructing their first location in Brampton, it is a single tenant 4 storey self-storage facility. The building is located on the east side of Ironside Drive south of Utah Road. The rear of the property abuts Hurontario Street, as a result the Vautra Storage building will be a prominent building along Hurontario Street.

## Current Situation:

Vautra Storage has requested permission to install three (3) top storey signs on their new location, each sign shall have an area of 14.92m<sup>2</sup>. The proposed top storey signs will be located on the north, east and south elevations. The building will also have 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 Vautra Storage building:

	Proposed Top Storey Sign Area	Proposed Ground Floor 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	14.92m <sup>2</sup>	0m <sup>2</sup>	14.92m <sup>2</sup>	1579.56m <sup>2</sup>	1.0%	1.0%
South Elevation	14.92m <sup>2</sup>	0m <sup>2</sup>	14.92m <sup>2</sup>	1579.56m <sup>2</sup>	1.0%	1.0%
East Elevation	14.92m <sup>2</sup>	3.29m <sup>2</sup>	18.21m <sup>2</sup>	633.82m <sup>2</sup>	2.4%	2.9%

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 25m<sup>2</sup>. The applicant is requesting permission to allow signage on the top floor in addition to the permitted main floor 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 30m<sup>2</sup>, whichever is less.

A similar office, school or hotel building of the same size as the Vautra Storage facility would be permitted two (2) top storey signs in 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	1579.56m <sup>2</sup>	30m <sup>2</sup>	25m <sup>2</sup>	55m <sup>2</sup>
Office / Hotel East Elevation	633.82m <sup>2</sup>	12.68m <sup>2</sup>	25m <sup>2</sup>	37.68m <sup>2</sup>

While the top storey sign on the east elevation marginally exceeds 2% of the elevation's 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.

As part of the comprehensive Sign By-law review, staff have identified multi-storey self-storage facilities as unique industrial enterprises that should be included in the provision that permits top storey signage. Staff have considered the signage to be similar to what would otherwise be permitted on an office building, school and hotel of similar scale. Staff find the requested signs to be appropriate in this circumstance 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:**

While the proposed signs are located above the ground floor and exceed the maximum wall sign area permitted on the east 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 14.92m<sup>2</sup>, each located on separate elevations (north, east and south elevations).

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

Authored by:

Reviewed by:

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Manager, Zoning and Sign By-law  
Services

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Rick Conard,  
Director of Building and Chief Building Official

Approved by:

Submitted by:

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

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David Barrick,  
Chief Administrative Officer

## **Attachments:**

Schedule 1 – Location Map  
Schedule 2 – Site Plan  
Schedule 3 – Proposed Signage - Elevations  
Schedule 4 – Proposed Signage