



HERITAGE IMPACT ASSESSMENT

for **15 Bramalea Road**

Brampton
(GBCA Project No: 17040)

prepared for:

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prepared by:

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APPENDICES

Site Plan Application Drawings are included under the Stage 1 Conservation Plan Document by GBCA Architects, dated February 15th 2019.

EXECUTIVE SUMMARY

GBCA was retained by Carterra Private Equities Inc. in June 2017 to evaluate any impacts on heritage resources arising from a proposed development on a property located at 15 Bramalea Road at the northwest corner of Bramalea Road and Steeles Avenue East. A Heritage Impact Assessment (HIA), dated 15 August 2017, was submitted to the City in support of the proposed development. **The development has been revised to respond to comments from Heritage Staff, and a revised HIA was submitted on the 21st of September 2018. The development has been revised again and this current version of the HIA addresses these changes. For ease of clarity, revisions to the September 2018 HIA are indicated in this document in red.**

The subject property at 15 Bramalea Road consists of a large industrial site which features an industrial warehouse building, formerly associated with Simmons Canada, a bedding manufacturer. The one-storey front wing of this warehouse was the office wing of the Simmons Canada factory, and dates to 1964. The property is listed in the City of Brampton's *Municipal Register of Cultural Heritage Resources*. A Summary Report prepared by the City of Brampton in 2008 identifies the one-storey front wing, fronting Bramalea Road (the office wing), as possessing heritage value.

The proposed development seeks to augment the industrial opportunities of the site by increasing the footprint of the warehouse facility and improving the visibility of the new building from Bramalea Road, which will be fronted by two separate "flex office" structures. In order to achieve the goals of this development, **a conservation strategy proposes to document the original office wing and salvage key architectural features of its design and relocate the original placement closer to the Bramalea Road frontage. The salvaged items will integrate a new flex office, which will be a reconstructed version of the heritage resource and maintain the footprint and design of the original office wing.**

In order to maximize the industrial capacity of the site while conserving its cultural heritage value, the new warehouse facility, which includes two flex offices structures fronting Bramalea Road and a warehouse building, provides a good balance of all matters which affect the site and conserves the cultural heritage value of the site, as identified in the Summary Report prepared in 2008 by the City of Brampton and further reviewed by GBCA Architects.

The conservation strategy described herein is the most optimal one in a series of other strategies to conserve this heritage resource. See Section 5. for a discussion on the impacts of this conservation strategy and Section 6. for other conservation strategies investigated, including pros and cons for each.

A preliminary Conservation Plan has been prepared by GBCA Architects , dated February 15th 2019 and is presented under separate cover.

The Listing Candidate Summary Report, as well as the Land Registry Records are available in a previous version of the HIA and have therefore not been included in this Report.

This HIA has been prepared in accordance with the City of Brampton's Heritage Impact Assessment Terms of Reference and evaluates any impacts of a proposed site plan application on existing heritage resources.

1. BACKGROUND

In March 2008, the City of Brampton prepared a Listing Candidate Summary Report (the "Summary Report") which determined that the property at 15 Bramalea Road was worthy of inclusion on the City's Municipal Register of Cultural Heritage Resources (the "Register"), the focus of the heritage value being the one-storey entrance wing.

When the *SIMMONS* signage was removed, Brampton staff required a plaque to mitigate the loss of the signage. City of Brampton's heritage staff, at that time, stated that only a plaque was required. This comment was based on a proposal confined solely to the removal of the *SIMMONS* signage (March 2012). In 2012, GBCA confirmed with the City of Brampton that a full Heritage Impact Assessment was required for any proposal that involved exterior alterations.

In September 2013, a Site Plan Application was presented with a proposal to convert the existing single-unit industrial building (15 Bramalea Road) into a multi-unit industrial building (eight units). The proposal also included the conversion of four (4) existing overhead double doors into eight (8) single doors. Heritage comments arising from this application were received.

In August 2017, a Site Plan Application was submitted to redevelop the site, and was assessed in an HIA, dated 15 August 2017. The application was appealed to the Ontario Municipal Board and the Notice of Appeal letter was sent to the OMB (with a copy to the City) on November 28, 2017.

On July 16 2018, a Without Prejudice meeting was held with City Planning Staff to discuss the revised design based on comments received by City Staff. Additional comments on the August 2017 HIA were received, from Heritage Staff, on August 8th 2018.

Following the submission of a revised HIA, dated September 21st 2018, additional comments were received from Heritage Staff on November 5th 2018 and a Without Prejudice meeting was held with City Planning staff on December 19th 2018.

This current HIA assesses a revised development for the property, which proposes to document the heritage resource, salvage key architectural features and relocate the footprint of the original office wing closer to Bramalea Road. The new building closer to Bramalea Road will be designed in the same fashion as the original office wing, and integrate the salvaged features. The new building is therefore considered a reconstruction of the heritage resource.

1.2 Methodology

The historical background of the property including reasons for designation was sourced through research conducted by a CAHP member and architectural historian as well as from the Summary Report prepared by Jim Leonard, Heritage Coordinator in March 2008 (this report is available in a previous version of this HIA and is therefore not included in this HIA version). A high-level condition review of the existing building on the subject site was conducted by GBCA Architects following a site visit on July 14 2017. The assessment of heritage impacts was prepared based on an objective evaluation of the proposed development, against impacts on the heritage attributes of the property, as identified in the Summary Report.

For a full list of documents consulted, see Section 8: Bibliography.

1.3 Present Owner and Contact Information

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2. INTRODUCTION TO THE SUBJECT PROPERTY

The property at 15 Bramalea Road is located north of Highway 407 and east of Highway 410, specifically at the northeast corner of Bramalea Road and Steeles Avenue East in the City of Brampton.

The property is situated in Site Specific Area #38 - Bramalea Road South Gateway. The Official Plan recognizes this area as “an urban gateway to the City of Brampton from the south”. The character of the property’s immediate surroundings consists of low-rise and large scale industrial buildings.

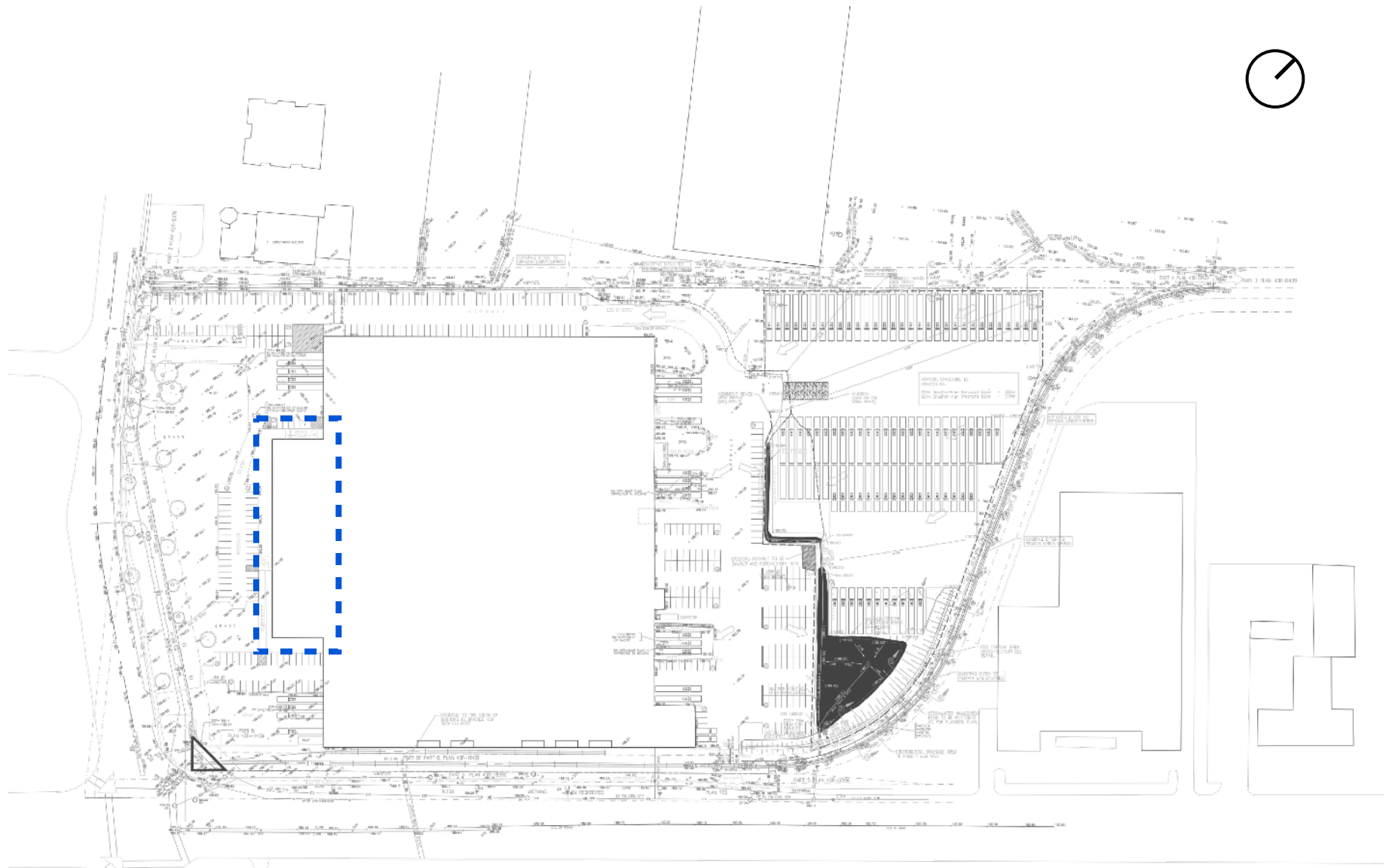
The property is approximately 19.75 acres (approximately 79,926.9 sq.m.) in total area and includes a large industrial facility (with a gross floor area of 320,000 sq.ft), fronted by a generous setback from Bramalea Road. This setback is occupied by visitor parking immediately fronting the building and a grassed area between the parking lot and Bramalea Road. The warehouse is visible from Bramalea Road, yet is obstructed by trees. Loading docks and additional surface parking are located on the east (back) side of the building. Additional surface parking is located on the north side as well.

The existing warehouse facility is comprised of a main warehouse building, one-storey in height and clad in brick and metal, and a lower one-storey wing, fronting Bramalea Road and clad in glazed brick. This one-storey wing has been identified as having heritage value.

The one-storey wing includes an overhanging canopy, supported by steel columns with feature bay windows, formerly used to display the mattresses. Three flagpoles are located near the front entrance. Additional description of the one-storey wing is provided as part of the condition review of the building, in Section 2.5.

Aerial views of the subject site in a larger context (above) and its immediate surroundings (below). Red dashed boundary delineates the subject site and the yellow dashed boundary shows the one-storey front wing identified as having heritage value. Images retrieved by Google Earth, with annotations by GBCA Architects.





Site survey of the subject site. Highlighted in blue is the one-storey front wing of the building identified by the City of Brampton as having heritage value. Note the large setback from Bramalea Road, which includes surface parking and landscaping. Additional surface parking is located on the north side and the east side. The loading docks are located on the east (back) side of the warehouse facility.

2.1 Heritage Status

The property is identified as “Listed” in the City of Brampton’s Municipal Register of Cultural Heritage Resources. It is classified as “Category B” – “Significant” – defined as worthy of preservation. It was added to the list following endorsement by the Brampton Heritage Board in May 2008.

As requested by Heritage Staff, an independent evaluation of the property under Ontario Regulation 9/06 is presented under Section 4.

2.2 Current use

The building is currently used for industrial purposes. The one-storey front wing is currently vacant.

2.3 Adjacencies

The subject site is not adjacent to any properties on the City’s Register of Cultural Heritage Resources. The immediate surrounding contains industrial uses.

2.4 Context photographs

The following photographs of the subject property and context were taken on July 14 2017.



Top right:

Looking from the intersection of Bramalea Road and Steeles Avenue, towards the development site. The one-storey front wing, fronting Bramalea Road, is visible at a distance.

Bottom right: Same view as above, looking from Bramalea Road. The one-storey front wing, fronting Bramalea Road, is visible in the distance, yet obstructed by trees.



Looking south, from the intersection of Bramalea and Steeles, showing the existing industrial character surrounding the site.



Looking southeast on Bramalea Road. The development site is on the left (not visible on the photograph).



Looking towards the warehouse building, taken from the development site. The one-storey portion of heritage value is shown on the right.



Close-up view of the one-storey front wing of heritage value, showing the extended canopy.

2.5 Condition Review

The property was visited on July 14 2017 and again on July 23 2018. The exterior and interior of the buildings were visited. The roof was not accessed. At the time of the first visit (2017), the office wing was occupied by offices. By the time of the second visit (2018), the administrative wing was vacant.

The warehouse portion is constructed of concrete masonry unit walls with a steel structural frame and is utilitarian in design. It is clad with brick veneer, and metal siding. It is currently used for warehousing purposes and appears to be in good condition with no notable signs of deterioration. For the purposes of this revised HIA, a condition review was performed on the one-storey front wing only, which has been identified as having heritage value.

Summary

15 Bramalea is overall in good condition as the property is currently occupied and maintained. Minor cosmetic conditions were noted throughout the building, although they are not significant and easily repairable as part of the building maintenance. No significant maintenance concerns need to be immediately addressed.

The building is vacant yet is well secured. No trace of vandalism was noted on the property.

Rusting on the steel column bases will not impact the structure of the building, although the deterioration can weaken junctions with the concrete and accelerate water penetrating in the building and cause further deterioration.

Interiors consist of finishes that are outdated and of commercial grade quality. No significant features have been noted.

Further recommendations on actions to be performed on elements of the building fabric are described in Section 5 and 6, as part of the description of mitigation strategies.



Overall view of the subject site, as seen from the corner of Steeles Avenue and Bramalea Road

EXTERIOR

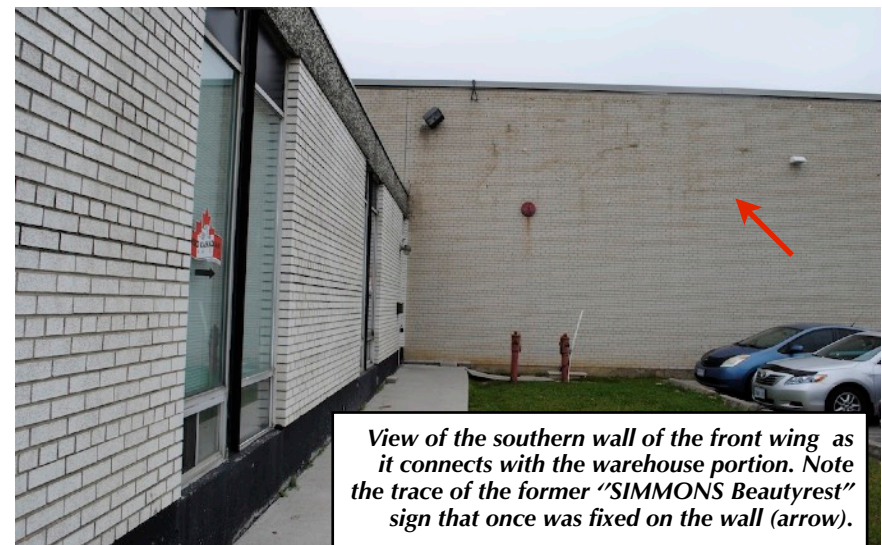
The one-storey front wing portion is clad with a white glazed brick veneer in a common bond (header bricks at every 6th course) with a Portland cement based mortar. The brick walls are constructed as panels, backed by concrete masonry units. These panels are designed with primarily two windows, separated with painted steel columns. The same type of columns are present at the two outer corners of the building and as supports for the canopy. The windows have a tripartite division (lower, middle and upper portions) with operable lower sashes in select windows. The upper portion is opaque, to hide mechanical equipment within a dropped interior ceiling. The base of the front wing consists of painted concrete and the topmost portion of the building has concrete precast panels with exposed aggregates (pebble-dash) running horizontally across the length of the building.

The exterior is overall in good condition. Paint chipping is noticeable at multiple locations along the building base, exposing the concrete material. Some bricks are damaged by inappropriately installed fasteners for signage. The steel columns are subject to corrosion due to paint flaking off, exposing the steel to the elements, which is most noticeable at the base of the columns, embedded in the concrete. Windows are single glazed and the caulking around the frames are poorly applied.

A feature of the front wing is the extended canopy at the entrance which includes windows organized as a curved wall. The canopy itself consists of an aluminum fascia band, with an underside of stucco. Four steel columns (square cross section) support the canopy and three flagpoles on concrete bases are located near the entrance. All of these features are in good condition.



One-storey front wing. Note the window glazing colour which vary throughout the building



View of the southern wall of the front wing as it connects with the warehouse portion. Note the trace of the former "SIMMONS Beautyrest" sign that once was fixed on the wall (arrow).



Close-up of a corner of the canopy, showing seam details of the metal flashing. Note the damage on the left

Top left:
 Overall view of the canopy, steel columns, display bay windows and flagpoles. Note the paint flaking at the base of the bay windows, exposing the concrete material. All other features are in good condition.

Bottom right: View of a typical brick veneer panel. Size is approximately 4 metres wide by 3 metres high (42 courses). Double windows are laid in between brick veneer panels and separate by painted steel columns. Note the brick veneer shows dirt in the upper portions, typical in many panels. The "private property" signage has a fastener drilled into a brick, which will require repair. This condition is seen in some panels. Note the windows have a yellow tint, which could not be determined if they are original to the building. The lower sashes vary in thicknesses, depending on their operability.



Bottom left:

View of a portion of the south elevation, at the corner. Note the paint flaking from the base and the cracking of the concrete base and aggregate panels, exposing the steel column to further corrosion and deterioration.

Top right:

Detail of an aluminum window, showing a crack in the single glazing. Note the width of the caulking around the window frame.

Bottom right:

Close-up view of a steel column with an I-shape profile, separating two windows, which shows initial rusting. Note the very crude application of sealant around the window frame on the right. Window sashes vary in width and may be an indication that some sashes were replaced.



INTERIOR (all interior pictures were taken in July 2018)

The interior of the building is currently vacant. It was originally used as administration offices for Simmons Canada. Interiors consist of a mix of individual offices and showrooms (as well as the feature round display room) fronting the Bramalea Road frontage, as well as support rooms (mechanical rooms, washrooms, storage rooms etc.). Considering the office usage of the front wing, as well as the change of ownership of the site following the departure of Simmons Canada in 2008, the interior layout and design has very likely changed and it could not be confirmed the time period in which modifications have occurred.

Interior finishes consist of a mix of materials, all of them of commercial-grade quality. The main entrance, which includes the round display room, has terrazzo flooring with some wood fibreboard wall panelling. All remaining spaces are finished with either vinyl tiles or industrial grade carpeting. Walls consist of gypsum boards and all ceilings are dropped acoustic panels.

Two exploratory openings were made to determine the composition of the wall. It was revealed the wall is a standard 5/8" gypsum wall board, with approximately a 1-inch layer of batt insulation and furring. The steel column is in good condition on the interior side. The wall backing is of standard concrete masonry unit. The width could not be confirmed. No envelope membranes were shown.

Interiors are generally in good condition. Finishes are of commercial-grade quality.

Top right:

Interior view of the display room, looking towards Bramalea Road. Note the wall panelling and the large doors opening to the room. Flooring in this area is terrazzo and is raised in the display room.

Bottom left:

Interior view of typical individual offices, on the southern portion of the wing.





Top left:
Interior view of a general open office space, at the northern portion of the wing.

Top right:
Close-up of an exploratory opening, exposing concrete masonry unit as a wall backing, as expected. Batt insulation is shown at roughly 1 inch in thickness.

Bottom right:
Close-up of an exploratory opening, exposing the steel column, in good condition on the interior side.



3. BACKGROUND RESEARCH

3.1 Historical research

The following research has been prepared as the text which was included in the commemorative plaque describing the historical significance of the property.

Bramalea Satellite City – “The largest completely planned community in Canada”

In 1957 approximately 8000 acres of farmland in the south-east part of Chinguacousy Township (County of Peel) was developed as an integrated community, or “Satellite City.” Intended to be a separate entity from the neighbouring Towns of Brampton and Malton, the concept was funded entirely by the newly-formed Bramalea Consolidated Developments Limited, a private company that would go on to develop and manage properties throughout North America.

Bramalea Consolidated developed a Master Plan that balanced industrial parks, residential neighbourhoods, commercial and cultural centres, green belts and recreational facilities, overlaid with inter-urban expressways, thereby creating an idyllic, self-sustaining community. The proximity to the major highways, the Toronto International Airport, the Canadian National Railway Line, as well as to commercial centres made Bramalea’s industrial park one of the most popular in the Metropolitan Toronto area.

Almost one-quarter of the satellite city area was designated for industrial purposes. Although one would not normally consider industrial uses to be compatible with residential neighbourhoods, the two uses were lauded as being mutually supportive – a considerable portion of the potential market for the houses would consist of people employed in nearby industries; and, industry would prosper because the “amenities so essential to good employee morale” would be available. Bramalea’s industries would offer a satisfactory and healthier life for their employees, reduce labour turnover and facilitate greater efficiency.



1965 aerial view of Bramalea Satellite City, looking east. The Simmons Canada Company building is shown on the left.

Industrial Park Design

The Simmons Canada Company was one of the earliest industries to buy into the Bramalea Industrial Park, purchasing 20 acres in 1963. Leaving behind the “downtown congestion” of their Toronto facility, their new 186,000 sq. ft. factory/showroom was completed in 1964. Being Simmons Canada’s flag ship operation in Canada, the facility was subsequently expanded to 356,000 sq. ft. in 1973, with a new building addition on the east side of the warehouse building.

One of the most conspicuous products of postwar architecture, suburban corporate campuses and office park architecture typically contained an office portion and a manufacturing or laboratory facility, all surrounded by green space, with peripheral parking areas often concealed by grassy berms. Corporations used the image of suburban headquarters as public relation tools in communicating with employees, stockholders and competitors.



1967 map of Bramalea Industrial Park.

Dozens of companies had similar facilities around the ring-roads of the Bramalea Industrial Park, with low horizontal buildings set in a generous landscape – notably the Northern Electric Company Limited, Carrier Air Conditioning (Canada), Huntington Laboratories Ltd., National Grocers, and Ford Motor Company of Canada Ltd.

1967 images of comparative industries in Bramalea Industrial Park.

The Simmons Canada property is a physical manifestation of the zoning requirements developed by the Bramalea Consolidated. Large front and side-yard set backs were mandatory in order to maximize the landscaped area and create a park-like setting for the industries. Bramalea Consolidated also produced design guidelines for building exteriors and materials, which were intended to maintain quality standards throughout the industrial park.

The ground-hugging administration wing of the Simmons building was distinguished from the factory portion in the rear by the projecting awning over the main entrance. The overall design is representative of the International Style of architecture, characterized by simple geometric forms (often rectilinear) broken into a series of volumes under flat roofs. Unadorned surfaces devoid of ornamentation integrate modern materials, including glass, steel, concrete and a white glazed brick veneer.

Simmons (along with its American counterpart) had a long history of producing high-quality and innovative sleep products. In 2006, Simmons US acquired Simmons Canada and in 2008 the mattress facility in Brampton closed.

The following page includes the design and content layout for the commemorative plaque to be displayed on the site. This plaque was prepared for the purposes of a previous site plan application in 2015.



1970s image of Simmons Canada building



1966 bird's eye view of of Simmons Canada building



Bramalea's Business Park - Former Simmons Canada Factory

In 1957, approximately 8,000 acres of farmland in the south-east part of Chinguacousy Township was being purchased for the development of a "Satellite City." Intended to be a separate entity from the neighbouring Towns of Brampton and Malton, the concept was funded by the newly-formed Bramalea Consolidated Developments Ltd., a private company that would go on to develop and manage properties throughout North America.

Bramalea Consolidated developed a Master Plan that balanced industrial/business parks, residential neighbourhoods, commercial and cultural centres, greenbelts and recreational facilities, overlaid with inter-urban expressways, creating an idyllic, self-sustaining community. The proximity to major highways, Toronto International Airport, Canadian National Railway Line, as well as to commercial centres made Bramalea's business park one of the most popular in the Greater Toronto Area.

Business Park Design

A common product of post-war architecture was suburban corporate campuses and office park architecture which typically

contained an office portion and a manufacturing or laboratory facility, all surrounded by green space, with peripheral parking areas often concealed by grassy berms. Corporations used the image of suburban headquarters as a public relations tool in communicating with employees, stockholders and competitors.

Dozens of companies had similar facilities in the Bramalea Business Park, with low horizontal buildings set in generous landscapes – notably Simmons Canada Company, Northern Electric Company Ltd., Huntington Laboratories Ltd., National Grocers, and Ford Motor Company of Canada Ltd.

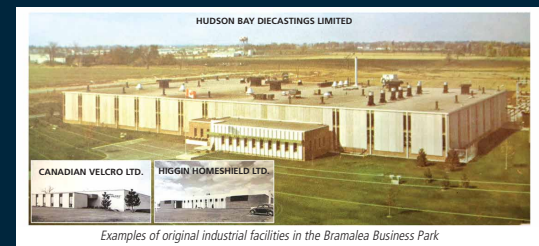
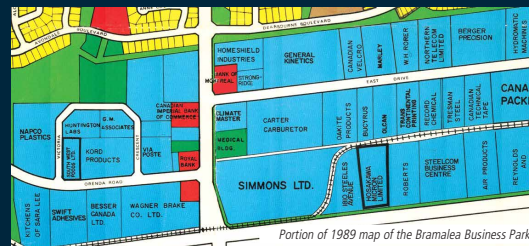
Simmons Canada

The Simmons Canada Company, a bedding manufacturer, was one of the earliest industries within the Bramalea Business Park. The company bought 20 acres (8.09 hectares) in 1963 and their new 186,000 square foot (17.3 square meters) factory/showroom was completed in 1964. Being Simmons Canada's flagship operation, the facility was expanded to 356,000 square feet (33 square meters) in 1973.

The Simmons Canada property is an example of the zoning standards used by Bramalea Consolidated. Large setbacks were mandatory in order to maximize the landscaped area and create a park-like setting. Bramalea Consolidated also produced design guidelines for building exteriors and materials, which were intended to maintain quality standards throughout the business park.

The administration wing of the Simmons building was distinguished from the factory portion in the rear by the projecting awning over the main entrance. The overall design is representative of the International Style of architecture, characterized by simple geometric forms broken into a series of volumes under flat roofs. Unadorned surfaces devoid of ornamentation integrate modern materials, including glass, steel, concrete and a white glazed brick veneer.

Simmons Canada had a long history of producing high-quality and innovative sleep products. In 2006, Simmons U.S. acquired Simmons Canada, and in 2008 the mattress facility in Brampton closed its doors.



3.2 Evolution of the site

The site at the northwest corner of Bramalea Road and Steeles Avenue consisted of undeveloped parcels of land. The Simmons Canada Company bought into the Bramalea Industrial Park, purchasing 20 acres in 1963 and in 1964, their building was completed. At that time, the building was composed of a plant (or factory) on the eastern portion of the site, as well as an office wing fronting Bramalea Road, totalling 186,000 sq. ft..

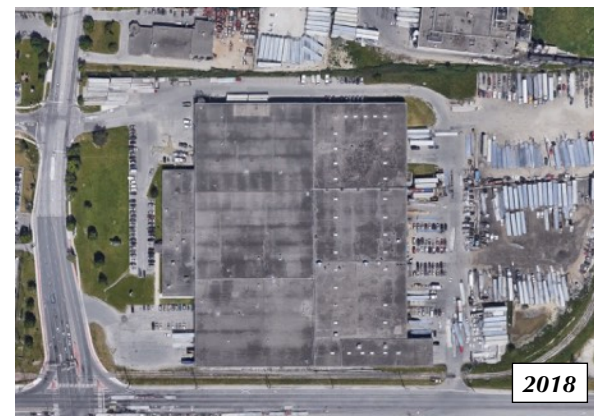
At that time, the setback from Bramalea Road featured mainly landscaping with parking located on the north and south ends of the office wing. A concrete walkway linked the south parking lot to the main entrance.

The building was subsequently expanded to 356,000 sq. ft. in 1973, with a new building addition on the east side of the warehouse building. This form is what currently stands today. Note how the routing of Bramalea Road as it crosses Steeles Avenue, has changed in the 1973 aerial photograph at right and again in the 2018 aerial map.

The Bramalea Road landscaping is an example of zoning standards required by Bramalea Consolidated, who developed the site. It was required to create a park-like setting. The setback has remained consistent throughout the site's evolution. Landscaping was altered to increase surface parking immediately fronting the office building, resulting in the removal of the "Simmons" signage in the landscape (see image on page 16).

In 2006, Simmons U.S. acquired Simmons Canada and in 2008, the Brampton facility closed its doors and continued to be used for industrial purposes, under a different ownership.

Considering the office usage of the front wing, as well as the change of ownership in 2008, the interior layout and design has very likely changed from the original office layout.



All black and white aerial photographs have been retrieved from the City of Toronto's online Archives. The colour aerial photograph was taken via Google Maps.

3.3 Site history

The subject property constitutes approximately 20 acres of the original 200-acre lot historically identified as Lot 1, Concession 5, East of Hurontario Street (EHS), Chinguacousy Township. This Township (the largest in the County of Peel) was opened for settlement in 1819 through the "New Survey," and most of the lands were granted to settlers in the years 1819 to 1821. By 1846 it was first class agricultural township.

Land Registry, Census and Assessment Rolls reveal the pattern of ownership to be as follows:

- The 200-acre Lot 1, Concession 5 was first granted to Michael Fisher in 1819-1821. The lands constitute what is currently between Bramalea Road (on the west) and Torbram Road (on the east).
- In 1826 the owner of the 200-acre lot is recorded as John G. Watson – a farmer who built a home upon the lot and utilized the lands for farming. For most of the nineteenth century, the Concession 5, Lot 1 was owned and occupied by Watson and his descendants. The Watson clan also owned portions of the neighbouring Lot to the north (Concession 5, Lot 2).
- Just after the turn of the twentieth century, the 200-acre farmlands were sold to the farmer Thomas Cunningham, and after two decades in the Cunningham ownership, the lands were conveyed to William E. Lansdell.
- Concession 5, Lot 1 was acquired by Bramalea Consolidated Developments in 1958 as part of their land assembly that was comprised of over 6,000 acres of former farmland.
- In 1963, Simmons Canada purchased the approximately 20-acre lot that now constitutes the subject property.

The mainly agricultural lands in this area began to be redeveloped in the 1950s. The modern trend to urbanization and industrialization in the Township began post-war. It was only then that the original 200-acre lots began to be divided in earnest. For example, in 1956 and 1957 the Irmac

development (later known as Heart Lake Developments) assembled a block of about 800-acres of land. While development was slow, this land assembly project tended to raise the price of land in Chinguacousy, and in turn it attracted other developers to the area.

In 1957 and 1958, Bramalea Consolidated Developments assembled a tract of approximately 6,000 acres of land along the southern border of the Township (at Steeles Avenue) for the Bramalea satellite city – the subject property (then still part of the entire Concession 5, Lot 1 lands) was acquired by Bramalea Consolidated in 1958.

It was in the 1960s that the subject property was subdivided and developed. Registered Plan 720 prepared by the Bramalea Consolidated Developments Limited company divided the western half of Lot 1, Concession 5 EHS into 10 building blocks of varying acreage. The subject site corresponds to part of Block E of Registered Plan 720. In April 1963, The Simmons Limited Company (makers of mattresses) purchased the approximately 20-acre site located at the corner of Bramalea Road and Steeles Avenue (the road that marked the boundary between the Townships of Chinguacousy and Toronto). In the Indenture of land conveyance between the Bramalea Consolidated Developments Limited and the Simmons Limited Corporation, Simmons had to agree to construct a building with a floor area of approximately 150,000 to 200,000 square feet and the building had to be constructed within 15 months from the date of the Indenture (April 19, 1963). The Simmons office and factory was constructed 1963-1964 according to the design stipulations of the Bramalea Consolidated Developments Limited. Indeed the developer had stringent design parameters that dictated size, setback, materials and landscape design.

Part of the conditions of the purchase of lands by Simmons was that they not sell the lands for at minimum 20 years and that the lands be used only for industrial/office use. In the end, Simmons occupied the lands until 2008.

Land Registry Records are available in a previous version of the HIA and has therefore not been included in this HIA version.

4. ASSESSMENT OF VALUE

The property is currently identified as "Listed" in the City of Brampton's Municipal Register of Cultural Heritage Resources, and classified as a Category B (Significant), defined as worthy of preservation. As the property has been identified and listed in a Register, it is our understanding that value has been assessed and it is the City's position that the property is already of heritage value.

At the request of Heritage Staff, GBCA conducted an independent evaluation under Ontario Regulation 9/06, which shares similarities with the one prepared by the City of Brampton in 2008.

Summary

Following our evaluation, we concur with the City's position that the property at 15 Bramalea Road has heritage value.

In our view, the value is focused primarily on the association with Simmons Canada as well as the industrial character of the property that is linked with development of the Bramalea Business Park and, in a grander scheme, the Satellite City. The building on the site has architectural interest in the distinction of office and warehousing facilities and exterior materials in the office building, which are organized to inform a design rhythm that can allow flexibility in the office spaces inside the building.

Value (quoted from Ontario Reg. 9/06)	Assessment for 15 Bramalea Road
1. The property has design value or physical value because it,	
i) is a rare, unique, representative or early example of a style, type, expression, material or construction method,	Meets the criteria. 15 Bramalea Road is a representative example of the International Style of architecture, applied to an office and factory building located in a suburban environment. The building features two volumes distinguished in size, height and materiality, with the focus of the design on the front office wing. Construction is standard and uses typical methods of the time period.
ii) displays a high degree of craftsmanship or artistic merit, or	Does not meet the criteria: The level of craftsmanship is standard and not of particular significance.
iii) demonstrates a high degree of technical or scientific achievement.	Does not meet the criteria: The buildings do not demonstrate any technical or scientific achievement.
2. The property has historical value or associative value because it,	
i) has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community,	Meets the criteria. The building on the property is directly associated with the Simmons Canada factory, which was one of the earliest industries to be established in the new Satellite City. The building's office and warehousing facilities is an example of the planning model envisioned by Bramalea Consolidated in the late 1950s at the time of development of the Bramalea Business Park.
ii) yields, or has the potential to yield, information that contributes to an understanding of a community or culture, or	Meets the criteria: The property's location in the Bramalea Business Park informs the industrial character as well as its importance in the development of the Satellite City.
iii) demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.	Information about the architect or builder could not be determined.
3. The property has contextual value because it,	
i) is important in defining, maintaining or supporting the character of an area,	Meets the criteria. The property's industrial character is important in defining, maintaining and supporting the character of the area.
ii) is physically, functionally, visually or historically linked to its surroundings, or	Meets the criteria. The building on the property is linked to its surrounding primarily by means of its industrial usage and by its architectural style typical of that era.
iii) is a landmark. O. Reg. 9/06, s. 1 (2).	Does not meet the criteria: The property was originally conceived in a manner that gave the building a prominent status in the landscape. With changes to the site, particularly the inclusion of trees along Bramalea Road and the addition of surface parking fronting the office wing, the property's landmark quality has been diminished.

City of Brampton (2008 evaluation)		Suggested changes by GBCA Architects (2018)
Statement of Cultural Heritage Value		
<p>Simmons Canada established a new factory in Bramalea in 1964, replacing the aging Toronto plant. It has remained a familiar and conspicuous landmark feature along Bramalea Road for over 40 years.</p> <p>The front facade of the factory, consists of an administration wing, mattress display window that is lit at night and a prominent "Simmons Beautyrest" sign. These features (particularly the Simmons sign) are evocative of the 1960s and have remained a part of the building since the early 1960s.</p> <p>The Simmons factory helps illustrate the history and development of Bramalea, "Canada's First Satellite City". Bramalea was planned with a live-work model, that tied industrial and commercial clusters to nearby residential neighbourhoods. The Simmons factory is one example of how this planning model evolved.</p>		<p>In 1964, Simmons Canada, a bedding manufacturer, established new facilities in the Satellite City developed by Bramalea Consolidated and was one of the earliest industries within the Bramalea Business Park, purchasing 20 acres in 1963. The new building replaced the aging Toronto plant.</p> <p>The property has architectural value as the building consists of an administration (office) wing distinguished in design from the warehouse facility. The overall design is representative of the International Style of architecture, characterized by simple geometric forms broken into a series of volumes under flat roofs.</p> <p>The property has historical and contextual values as it helps illustrate the history and development of Bramalea, "Canada's First Satellite City". Bramalea was planned with a live-work model, that tied industrial and commercial clusters to nearby residential neighbourhoods. The Simmons factory is one example of how this planning model evolved.</p>
Heritage Attributes		
Design / Physical	<ul style="list-style-type: none"> • Representative example of modern industrial architecture; • Design elements such as glass display window and overhang, windows, glass, metal and glazed white brick veneer; • "Simmons Beautyrest" backlit sign is familiar and very evocative of the 1960s. 	<p>Heritage attributes, as defined by the Provincial Policy Statement, are the principal features or elements that contribute to a protected heritage property's cultural heritage value or interest, and may include the property's built or manufactured elements, as well as natural landforms, vegetation, water features, and its visual setting (including significant views or vistas to or from a protected heritage property). Based on the above, heritage attributes of the property are suggested to be as follows:</p> <ul style="list-style-type: none"> • the general massing idea of the one-storey warehouse building, which is distinguished by two volumes, including an office wing fronting Bramalea Road, and a warehouse facility. • The design composition of the office wing's facade, which features a rhythm of glazed white brick veneer walls, laid in common bond, with tripartite window fenestration separated by a column. The facades are supported by a continuous base and topped with aggregate panels • The shape and location of the feature display case windows on the east elevation and its location adjacent to the main entrance. • The style of the canopy that covers the main entrance and the display case windows.
Historical/ Associative	<ul style="list-style-type: none"> • Associated with the history of Bramalea; • Associated with the history of Simmons Canada. 	
Contextual	<ul style="list-style-type: none"> • Structure and elements have landmark status; • Site contributes to the character and identity of the area; • Site is directly linked to Bramalea Road; • Site is evocative of the 1960s and has emotive value; • Site helps define and illustrate the history of Bramalea; • Site helps define Brampton's history; 	

5. PROPOSED DEVELOPMENT / SITE ALTERATION

5.1 Description of proposed development

The development proposes to augment the industrial capacity of the site by increasing the footprint of the warehouse facility, while improving the design and landscaping of the site, and acknowledging the heritage value of the property, shown in the industrial character of the site and supported in the design shown in the current buildings. This industrial character will be maintained.

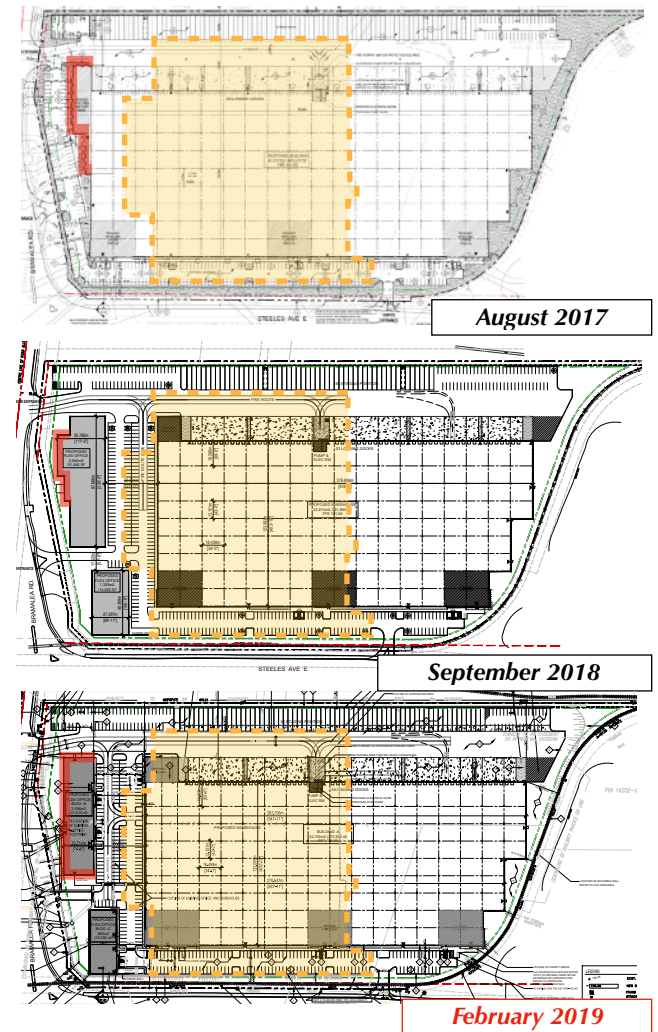
The proposal has been revised from the original August 2017 and **September 2018 submissions** (site plans of the previous and current submissions are shown at right). The proposal, in its current revised state, will remove all structures on the site and build a new warehouse facility with an increased footprint. Two new separate buildings (identified as "flex offices") will be fronted on Bramalea Road and will be used to support the evolution of the site as it maintains an predominant industrial character.

The existing office wing, identified as having heritage value, is proposed to be dismantled, while key elements of its design will be salvaged and relocated. These salvaged items will be incorporated into a "stand-alone" north flex office, in a manner that recreates the original design of the Simmons Canada office wing, including its original footprint and scale. Salvaged items include the brick veneer panels and aggregate spandrel panels as they are the most intact elements and can effectively be salvaged and integrated in the new design. All other items (windows, steel columns, canopy, display bay windows, entrance and bases) will be recreated to match the original design.

The reconstructed north flex office will integrate a new back (east) wall that faces the parking lot and the west face of the new warehouse. This new wall will be glazed and include new door openings. As a back wall, it will not be visible from Bramalea Road.

A mechanical penthouse will be added on the roof of the reconstructed building. This mechanical penthouse will be centered with the building, located away from Bramalea Road and screened to be hidden from view.

The surrounding portion of the reconstructed flex office will be landscaped with green spaces and shrubs. Site Plan Application Drawings, including the Landscape Plan are included as an Appendix to the Stage 1 Conservation Plan (by GBCA Architects, dated February 15th 2019).



Extracts of site plans, dated as indicated. The orange outline is the approximate location and extent of the existing building (warehouse and office wing). The extent of the proposed relocation of the office wing is indicated in a red line.

5.2 Impact on Heritage Resources

The primary impacts arising from this development, with respect to the heritage resources are the following:

- Removal of the current office wing structure
- Relocation of the office wing
- Reuse and replacement of select items of the existing building fabric

Removal of the current office wing structure

In order to augment the warehousing capacity of the site and introduce new commercial uses, a redesign is necessary to make better use of the site. While it is always preferable to maintain a heritage resource in its existing location, and avoid removal, the in situ conservation was viewed as a challenge to the redevelopment of the site while designing the new warehouse and commercial portions as well as new landscaping, including parking. The removal of the office wing in its current state is mitigated by its reconstruction and relocation closer to Bramalea Road.

Relocation of the office wing

The intent of the existing office wing's removal was to allow a relocation on the site to make better use of the scale of the property and coordinate building structures, landscaping, parking, circulation etc. The relocation closer to the Bramalea frontage eliminates the original setback from the street, which was, at the time of conception of the building, an example of the zoning standards used by Bramalea Consolidated, who developed the property and indicative of the park-like setting in fashion in the 1960s. Although this park-like setting is an interesting feature of the site, it is no longer a significant attribute considering the alterations to the landscaping, including the planting of trees along Bramalea Road and new surface parking. To restore the park-like setting would require to remove the trees and the surface parking, which do not balance well with other requirements of the site, such as urban design.

Further, it is our understanding that City Planning staff has considered the impact of the relocation acceptable provided it is mitigated by a number of strategies :

City Planning Strategies	GBCA comments
<ul style="list-style-type: none"> relocating the structure within the property while retaining its orientation and setting in relation with the built environment of the property 	this strategy is implemented in the proposed development
<ul style="list-style-type: none"> conserving the form, massing and design of the existing one-storey front wing fronting Bramalea Road 	the reconstructed building conserves the form, mass and design of the heritage resource
<ul style="list-style-type: none"> distinguishing the form, massing and design of the relocated structure from any building or structure on the property 	the relocated structure is a stand-alone building and its design will be distinguished from other buildings on the property
<ul style="list-style-type: none"> providing a buffer of permeable landscape abutting and surrounding the relocated structure 	this strategy is addressed under the Landscape Plan.

Replacement of select items of the office wing

The original submission intended for the removal of the office wing and the reinterpretation of the modern industrial architecture massing of the original building and recreation of the some of the design intents and rhythm of the original office wing. This original intention remains valid in the revised scheme and is further augmented by the salvage of existing building fabric. It is possible to conserve select portions of the buildings which can be feasibly integrated into the recreated office wing. These items are the brick veneer panels, which are backed by a concrete masonry wall, as well as the aggregate panels above the building. While these items can easily be reproduced, their conservation, via salvage and integration, is preferable as they constitute some of the principal architectural features that inform the modernist design of the office wing. They will require careful dismantling and reinforcement. Restoration measures will include cleaning and repair, where needed. **Additional information on their conservation and strategies for dismantling is provided in the Stage 1 Conservation Plan.**

All other architectural items will be removed and replaced with similar replicas, as follows.

Steel columns:

The steel columns in between the windows, at the corners and supporting the canopy all show rust near the bases as a result of the cracking of the base. **It is possible that upon dismantling, additional issues may be uncovered that will require consideration. Based on their current condition and the fact that these columns do not hold significant value,** their reuse is not recommended. To mitigate their removal, they can be reproduced in a similar size, shape and colour. Their reproduction will have no impact to the aesthetic of the design.

Windows:

The windows, including the display case and main entrance are aluminum framed and single glazed, which do not comply with current code requirements for energy efficiency. The style of the windows and doors are modern and do not hold significant material value to warrant a retrofit of double glazing, which is nevertheless not possible in an aluminum frame. They are recommended for removal. To mitigate the removal, they will be

replaced with new replicas, respecting the same characteristics, including dimensions, size of mullions, material, colour and fenestration patterns, which will conserve the design quality of the building and comply with current building requirements.

Canopy:

The canopy is built of open web steel joists and covered with a corrugated metal panel with a standard roof membrane on the top and finished with stucco on the underside. The siding consists of prefinished metal flashing. The canopy's roofing, after more than 50 years, is approaching the end of its life cycle. Materials are of standard construction and are not of significant design value to warrant their integration with the new building. Further, the metal siding is damaged (dented), and can not be repaired. The canopy is recommended to be removed and recreated, in a similar shape and size. The metal flashing will include the seam detail that is shown on the sides and new recessed lighting fixtures will be provided underneath the canopy.

5.2.1 Mitigation Options / Proposed Alternatives

A number of other options have been considered and weighed, which lead to the preferred conservation strategy for the heritage resource described above. The table at the top right discusses two options, which conserves the heritage resource.

Building relocation is clearly a recommended option considering the requirements of this development application. In either mitigation option, the building would require significant upgrades (repairs to exterior fabric, new windows and doors, etc.).

Mitigation Options	Advantages	Challenges
<u>Building preservation (no relocation)</u> The heritage resource would be left intact on the site	- Least impactful strategy	- Site can not be properly developed - Ignores urban design requirements - May be difficult to attract future tenants
<u>Building relocation (recommended)</u> The existing building would be relocated on the site	- Allows the property to be efficiently developed - Allows flexibility in design - Brings the building closer to the street frontage and more visible from the public	- Requires careful relocation strategy to avoid impact on building elements

Two relocation strategies have therefore been considered and discussed in the table below right.

While building relocation in one-piece is feasible for any building type, in this case, it is not an optimal strategy, primarily based on its design, size and construction type. The building is designed in a manner where its exterior facades are somewhat independent from the building's structure (a modernist design approach). This design approach has influenced construction methods and processes, making dismantling and rebuilding an adequate method as it will not impact the overall integrity of the design once reconstructed.

The relocation in pieces is recommended in this case and works well given the design of the building that features a series of brick veneer "panels" that are independent from the interior structure and can be salvaged as independent pieces. This building, and its design, is therefore a candidate for dismantling through salvage.

Relocation strategy	Advantages	Challenges
<u>Relocation in one piece</u>	- Least impactful relocation strategy - Preserves the building in one piece in the relocation - Avoids dismantling	- Requires a robust and expensive relocation method for stabilizing and bracing prior to moving - Required stabilization and bracing can damage the heritage fabric - Not an optimal strategy for this type of building design, construction and size - Inefficient considering a significant amount of building elements will require removal and replacement.
<u>Relocation in pieces (dismantling / packaging (or palletizing) and rebuilding)</u>	- Most efficient method if relocation is envisioned - Achievable with minimal impact considering construction method, building design and age	- Requires careful salvage of building elements to avoid damage of salvaged pieces.

6. ADDITIONAL MITIGATION STRATEGIES

The proposed development's principal impact on the existing heritage resource have been discussed in the previous section, followed by strategies to mitigate each of the impacts.

The City of Brampton's Terms of Reference provides additional mitigation strategies, which are discussed below:

Appropriate set backs

A typical feature of suburban office campuses lay in their setting on the property, which is generally at significant distances from the streets. This development recognizes the reduced set back from the Bramalea Road frontage (compared to the original building). The reduced set back will not impact the cultural heritage value of the property as it will still read, from the public realm, as a low-rise industrial building, while providing a modest park-like setting enhance with landscaping.

Architectural design guidelines / Compatible infill and additions

The proposed design of the new warehouse building respects the industrial character of the area and has regard to the design of the original massing (two volumes, with the office wing distinguished from the larger back facility). The design integrates salvaged architectural features of the office wing. The new warehouse facility is distinguished further as a separate volume on the site and does not impact the industrial character of the site, nor its heritage value.

Limiting height and density

The proposed height at one-storey will read as similar to the original height on the site, which maintains original height intents.

Ensuring compatible lotting patterns

The property will conserve its lot pattern and will include a larger warehouse facility. No mitigation is required.

Preparation of a Conservation Plan and adaptive reuse plans as necessary

As salvaged items will be integrated in the revised office wing component of the flex office, a Conservation Plan is recommended to better understand the construction methods of the salvaged items and repairs needed to their backing. A Stage 1 Conservation Plan is available under separate cover. This Stage 1 Conservation Plan includes the information that is possible to obtain at the Site Plan approval stage, prior to building dismantling and the preparation of detailed construction drawings, which will be prepared in conjunction with the prime architect at a later stage.

Partial salvage, documentation, and high-resolution digital photographs

Photographic documentation, as required by the City of Brampton, may be performed as a means to document the original appearance of 15 Bramalea Road.

Salvage of key features is proposed and will include the brick veneer panels as well as aggregate panels. Salvage will include conservation. Details on the extent of the salvage will be discussed in the Stage 1 Conservation Plan.

7. RECOMMENDATIONS

To comply with the City of Brampton's Terms of Reference for a Heritage Impact Assessment, we have answered the following questions:

Does the property meet the criteria for heritage designation under the Ontario Regulation 9/06, Ontario Heritage Act?

The inclusion of the building at 15 Bramalea Road in the City of Brampton's Municipal Register of Cultural Heritage Resources is a clear statement that the City would like to see the heritage attributes of these properties conserved. At the request of Heritage Staff, an independent evaluation was performed, with a similar conclusion to the report completed by the City of Brampton in 2008.

City staff finds acceptable the impact of relocation provided it is mitigated by a designation under Part IV, Section 29 of the Ontario Heritage Act. Therefore, the City has made its statement as to the worthiness of the designation under the Ontario Heritage Act.

Can the structure or landscape be feasibly integrated into the development?

The office wing, identified as having heritage value can be technically integrated into the development, and the chosen conservation strategy achieves this integration in a manner that conserves the cultural heritage value of the property.

In conclusion, it is our opinion that the proposed development has regard to all matters affecting the site and balances the requirements and intents of applicable planning policies as they relate to heritage issues. Through the recommended conservation strategy described in this HIA that maintains the existing footprint and reconstructs the original office wing in its existing design, using salvaged materials, the proposed development conserves the cultural heritage value identified on the property.

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9. CLOSURE

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