

# MUNICIPAL REGISTER OF CULTURAL HERITAGE RESOURCES

## LISTING CANDIDATE SUMMARY REPORT



**Simmons Canada Factory  
(front facades only)  
15 Bramalea Road**

**March 2008**

**Jim Leonard, Heritage Coordinator**



**PROPERTY LOCATION DATA**

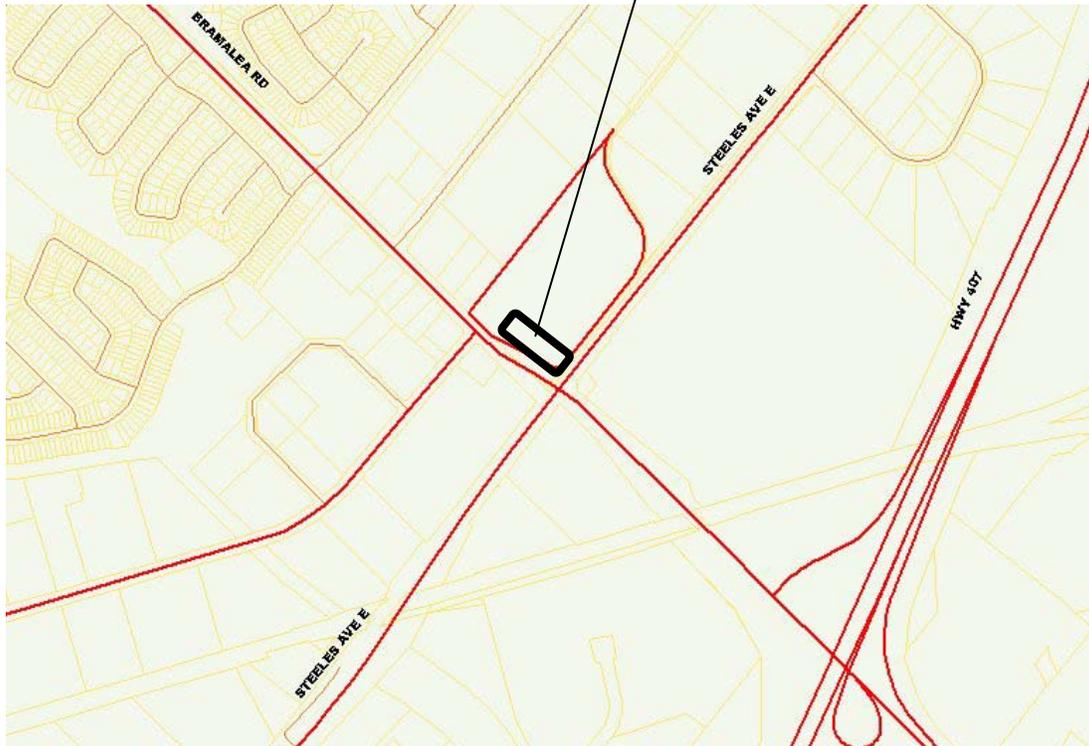
<b>ROLL NUMBER</b>	10-10-0-025-06200-0000
<b>PIN NUMBER</b>	142020605
<b>MUNICIPAL ADDRESS</b>	15 Bramalea Road
<b>PROPERTY NAME</b>	Simmons Canada Factory
<b>LEGAL DESCRIPTION</b>	PLAN 720 PT BLK E SAVE & EXCEPT 43R18990 PART 4
<b>SECONDARY PLAN</b>	
<b>ZONING</b>	
<b>GPS COORDINATES</b>	
<b>WARD NUMBER</b>	8
<b>PROPERTY DESCRIPTION</b>	Heritage listing focuses on the one-storey front wing of the subject property, facing Bramalea Road which includes: administration wing, mattress display window, metal, glass, white glazed brick veneer and other building materials, front elevations and "Simmons Beautyrest" backlit sign, along with portion of grounds and lawn directly fronting the heritage portions of the building.

<p><b>STATEMENT OF CULTURAL HERITAGE VALUE</b></p>	<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><b>HERITAGE ATTRIBUTES</b></p> <p><b>Design/Physical</b></p> <p><b>Historical/Associative</b></p> <p><b>Contextual</b></p>	<p>Representative example of modern industrial architecture;</p> <p>Design elements such as glass display window and overhang, windows, glass, metal and glazed white brick veneer;</p> <p>"Simmons Beautyrest" backlit sign is familiar and very evocative of the 1960s.</p> <p>Associated with the history of Bramalea;</p> <p>Associated with the history of Simmons Canada.</p> <p>Structure and elements have landmark status;</p> <p>Site contributes to the character and identity of the area;</p> <p>Site is directly linked to Bramalea Road;</p> <p>Site is evocative of the 1960s and has emotive value;</p> <p>Site helps define and illustrate the history of Bramalea;</p> <p>Site helps define Brampton's history;</p>

<b>CONSTRUCTION OR CREATION DATE</b>	1964 circa
<b>TYPE OF HERITAGE RESOURCE(S)</b> -archaeological site -heritage district potential -building -cemetery-burial site -structure-object -historic site -historical associations -historic ruin -cultural heritage landscape	Cultural Landscape  Building
<b>CRITERIA GRADE</b>	B
<b>CURRENT USES AND FUNCTIONS</b>	Industrial
<b>SUBMISSION SOURCE</b>	<b>Heritage Resources Sub-Committee</b>
<b>EVALUATION DATE</b>	March 2008
<b>EVALUATION BY</b>	Jim Leonard
<b>SUBCOMMITTEE DATE</b>	
<b>BHB DATE</b>	

**MAP:**

Simmons Factory, 15 Bramalea Road;  
delineation of heritage portion of  
subject property.



**PHOTOGRAPHS:**





