

**Date:** 2022-06-01

**Subject:** **Site Specific Amendment to the Sign By-law 399-2002, as amended, Gay Lea, 7855 Heritage Road – Ward 6**

**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-2022-609

**Recommendations:**

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Gay Lea, 7855 Heritage Road – Ward 6, to the Planning & Development Services Committee Meeting of June 29, 2022, 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 wall sign for Gay Lea with three letters “G”, “Y” and “L” exceeding 1.8m in height. The “G” and “L” having a maximum vertical dimension of 3.65m, and the “Y” having a maximum vertical dimension of 2.5m. Whereas, the Sign By-Law permits the maximum vertical dimension of each letter to be 1.8m.
- The building is located on the north side of Highway 407, east of Heritage Road.
- Staff have completed an in-depth benchmarking review of five municipalities in Ontario and determined that the height of individual letters are not regulated by other municipalities.
- Staff are generally supportive of the proposed site specific amendment and recommend approval.

## Background:

The Gay Lea facility was constructed in 2018 and a sign permit for a sign facing Highway 407 was applied for in December of 2018. The applicant was notified in January of 2019 that the “G”, “Y” and “L” letters in their sign exceeded the 1.8m maximum vertical dimension for individual letters in a wall sign. Staff had consistently not supported applications for site specific amendments to increase the height of individual letters and this information was relayed to the applicant at that time. In December of 2021, sign inspection staff identified that a wall sign had been installed facing Highway 407 without obtaining a permit, resulting in an Order to Comply being issued. The Order directed the tenant to remove the sign or obtain a permit for the sign by January 10, 2022.

## Current Situation:

Gay Lea provided drawings for the sign that was installed and it was determined that it was consistent with the application received in 2018. The “G”, “Y” and “L” in their logo all exceed 1.8m in height, the “G” and “L” having a maximum vertical dimension of 3.65m, and the “Y” having a maximum vertical dimension of 2.5m.

As part of the comprehensive Sign By-law review, staff have undertaken an exercise to compare the current City of Brampton Sign By-law to other municipalities in Ontario. While many Sign By-laws were studied, the cities selected for an in depth review were: Toronto, London, Ottawa, Mississauga and Oakville. These municipalities have either recently completed a comprehensive review of their Sign By-law or are a city located within the Greater Toronto Area. Based on this review, it was determined that none of these municipalities regulate individual letter height, instead the lettering is restricted only by the allowable sign area related to the wall face area.

As the Gay Lea facility is an industrial building, the maximum permitted wall sign area is limited to 6% of the elevation wall face area. The following table demonstrates the allowable sign area permitted compared to the sign installed on this elevation:

Elevation	Total Wall Face Area	Allowable Sign Area (6% of total wall face area)	Area of sign installed on the Building
South	1280.50m <sup>2</sup>	76.83m <sup>2</sup>	47.21m <sup>2</sup>

Staff find the requested signs to be appropriate in this circumstance and recommend approval of the proposed signs for the following reasons:

1. The total sign area requested is less than the maximum sign area permitted on this building.

2. As part of the comprehensive amendment, staff will be recommending removing the maximum vertical dimension provision from the Sign By-law, and
3. All other requirements as specified in the Sign By-law are met.

### **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 sign contains letters that exceed the maximum 1.8m height permitted by the Sign By-law, the building is of sufficient scale that the proposed signage is less than the maximum sign area permitted on an industrial building. Staff are preparing an upcoming amendment that will remove this requirement from the Sign By-law. Staff are supportive of the proposed site specific amendment and recommend approval to vary the maximum letter height for this site.

Authored by:

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Approved by:

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Reviewed by:

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Submitted by:

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Paul Morrison,  
Chief Administrative Officer

**Attachments:**

Schedule 1 – Location Map

Schedule 2 – Site Plan

Schedule 3 – Proposed Signage