

Date: 2023-01-10

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Lullaboo Nursery and Childcare Centre, 760 Wanless – Ward 6**

Contact: Ross Campbell, Acting Manager, Zoning and Sign By-law Services, Building Division, 905-874-2442, ross.campbell@brampton.ca

Report Number: Planning, Bld & Growth Mgt-2023-075

Recommendations:

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, Lullaboo Nursery and Childcare Centre, 760 Wanless Drive – Ward 6, to the Planning & Development Services Committee Meeting of February 13, 2023, 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 for a top storey wall sign located on the South elevation having an area of 11.80m². Whereas, the Sign By-Law permits wall signage limited to the main floor with a maximum area of 25m².**
- **Lullaboo Nursery and Childcare Centre is in the process of constructing a three storey day nursery, located on the north side of Wanless Drive, between Chinguacousy Road and McLaughlin Road North.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval, as the signs are similar to the signage permitted on the top storey of office buildings, schools and hotels two or more storeys in height.**

Background:

A new three storey childcare day nursery is being constructed by Lullaboo Nursery and Childcare Centre. The building is located on the north side of Wanless Drive, between Chinguacousy Road and McLaughlin Road North.

Current Situation:

Lullaboo Nursery and Childcare Centre has requested permission to install a top storey sign on their new location. The proposed sign shall be located on the South Elevation (fronting Wanless Road) and have an area of 11.80m². The following table identifies the percentage of the elevation wall face area for the proposed sign:

	Proposed Top Storey Sign Area	Elevation Wall Sign Area	Top Storey Sign Area % of Wall Area
South Elevation	11.80m ²	499.75m ²	2.4%

The Sign By-law permits each elevation to contain wall signs located on the ground floor with an area of 20% of the building wall face area on which the sign is located to a maximum of 25m². The applicant is not proposing any signs that will be located on the ground floor of the building.

The Sign By-law stipulates that in addition to the permitted wall signage, four (4) 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. These top storey signs shall have an area that does not exceed a maximum of 2% of the building wall face area or 30m², whichever is less.

Staff have taken into consideration that the facility has been constructed to serve a single tenant and the daycare use is similar in nature to a school. Additionally, Staff believe that increasing the top storey sign area from 2% to 2.4% does not create additional visual clutter due to the scale of the building. 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 top storey sign area permitted, the building is of sufficient scale that the proposed signage is similar to that 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 the top storey sign, with an area of 11.80m² located on the South elevation. In order to minimize the visual impact of the sign on the surrounding residential properties, Staff recommend that the sign be non-illuminated.

Staff do 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:

Ross Campbell,
Acting Manager, Zoning and Sign By-law
Services

Cindy Hammond,
Acting Director of Building and Chief Building
Official

Approved by:

Steve Ganesh, MCIP, RPP,
Commissioner of Planning, Building and
Growth Management

Attachments:

- Schedule 1 – Location Map
- Schedule 2 – Site Plan
- Schedule 3 – Proposed Signage – South Elevation