

**Date:** 2023-06-26

**Subject:** **Site Specific Amendment to the Sign By-law 399-2002, as amended, ADMNS Brampton Investment Corp., 11, 15 and 17 Bramalea Road – Ward 7**

**Contact:** Ross Campbell, Supervisor, Zoning and Sign By-law Services, Building Division

**Report Number:** Planning, Bld & Growth Mgt-2023-598

**Recommendations:**

1. That the report titled: Site Specific Amendment to Sign By-Law 399-2002, ADMNS Brampton Investment Corp., 11, 15 and 17 Bramalea Road – Ward 7, to the City Council Meeting of August 9, 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 to permit a total of three ground signs on the subject property, two located on Bramalea Road and one along Steeles Avenue East. whereas, the Sign By-Law permits a maximum of two ground signs on a corner lot fronting on two streets, with no more than one sign on each street front.**
- **ADMNS Brampton Investment Corp. is in the process of redeveloping the historically designated Simmons Canada Factory site to include three separate buildings, located on the northeast corner of Steeles Avenue East and Bramalea Road.**
- **Staff are generally supportive of the proposed site specific amendment and recommend approval in order to effectively identify property access points and provide additional tenant exposure.**

## **Background:**

ADMNS Brampton Investment Corp. is in the process of redeveloping the Simmons Canada Factory site, which is designated as a historic site. The site now contains three separate buildings: a warehouse, and two office buildings. As part of the redevelopment, the existing three access points to the site have been maintained along Steeles Avenue East and Bramalea Road.

## **Current Situation:**

The Sign By-law permits two ground signs on a corner lot, but prohibits the ground signs from fronting on the same street. ADMNS Brampton Investment Corp. is requesting permission to display three ground signs on the property, two along Bramalea Road and one on Steeles Avenue East. As the two office buildings are designed as flexible office spaces, the buildings may contain multiple tenants. The third ground sign will provide flexibility in the sign copy displayed to allow effective tenant exposure.

The property contains significant frontage along Steeles Avenue East, however access from Steeles Avenue is limited to one right-in/right-out entrance. Additionally, there are two access points to the property along Bramalea Road, one of these is also limited to right-in/right-out. As two of the access points are right-in/right-out, the additional signage will assist patrons navigating the site.

To ensure easy identification of access points to the property and to facilitate effective tenant exposure, approval of the proposed amendment to the Sign By-law is recommended, provided that the ground signs along Bramalea Road are separated by a minimum distance of 100 m (328 ft.).

## **Corporate Implications:**

### Financial Implications:

There are no financial implications associated with this report.

### Other Implications:

Urban Design, Heritage and Public Works Staff 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.

**Conclusion:**

While the proposed number of signs exceeds the maximum number permitted for this site, the limitations created by the right-in/right-out access points necessitates the need for additional signage. Additionally, the signage shall provide flexibility in the sign copy displayed which will increase visibility to passing motorists providing effective tenant identification.

To ensure easy identification of tenants and access points to the property, approval of the proposed amendment to the Sign By-law is recommended, provided the ground signs along Bramalea Road are separated by a minimum distance of 100 m (328 ft.).

Authored by:

Reviewed by:

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Cindy Hammond,  
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Approved by:

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Steve Ganesh, MCIP, RPP,  
Commissioner of Planning, Building and  
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Marlon Kallideen,  
Chief Administrative Officer

**Attachments:**

Attachment 1 – Location Map – 11-17 Bramalea

Attachment 2 – Site Plan – 11-17 Bramalea

Attachment 3 – Proposed Signage – 11-17 Bramalea