

Date: 2023-07-12

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, RioCan REIT, 499 Main Street South – Ward 3**

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

Report Number: Planning, Bld & Growth Mgt-2023-611

Recommendations:

1. That the report from Ross Campbell, Supervisor, Zoning and Sign by-law Services to the City Council Meeting of August 9, 2023, re: **Site Specific Amendment to Sign By-Law 399-2002, RioCan REIT, 499 Main Street South – Ward 3**, 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 cumulative sign area of 7.6% on the East elevation of the indoor shopping mall. Whereas, a sign variance was approved in September 2000, permitting a maximum of 7% cumulative sign area on the East elevation of the indoor shopping mall.
- RioCan REIT are the owners of indoor shopping mall known as Shoppers World Brampton. The address 499 Main Street South, is located on the northwest corner of Steeles Avenue West and Main Street South.
- Foot Locker has applied for a graphic sign on the east elevation that will exceed the currently permitted maximum of 7% of the wall face area.
- Staff are supportive of the proposed site specific amendment and recommend approval in order to provide effectively tenant exposure.

Background:

RioCan REIT are the owners of the indoor shopping mall known as Shoppers World Brampton. The mall is located on the northwest corner of Steeles Avenue West and Main Street South. Typically, an indoor shopping mall is permitted a maximum sign area of 6% of the elevations wall face area. A sign variance (SV128-2000) was approved in September 2000 allowing the east elevation to have a maximum sign area of 7% of the building wall face area.

Current Situation:

In the fall of 2022, Foot Locker relocated their retail space in Shoppers World Brampton to a more prominent location accessed directly from the exterior of the mall. Foot Locker has obtained permits for the conventional signage currently displayed on their unit. However, their corporate branding includes integrating graphic content similar to graffiti art into their store signage. A recent Sign By-law amendment approved in December 2022 clarified what graphic displays are deemed a sign versus a mural. The definition of a mural is: *"shall mean any type of display or artistic endeavour applied to any exterior wall, surface or on a backing that is affixed to any part of a building or structure. The mural shall not contain any words, images, logos, or trademarks that advertise or convey any direct or indirect promotional message"*. As the images display the goods for sale within Foot Locker, the graphics are considered a sign and is subject to the maximum sign area permitted on each elevation.

The cumulative sign area for the east elevation with the proposed Foot Locker graphic display will total 7.6% of the east elevations wall area. Approval of the previous sign variance was recommended based on the extraordinary length of the east elevation and the ability of the elevation to accommodate the larger amount of sign area without creating visual clutter. It is staff opinion that this reasoning remains true for the proposed increase to 7.6% signage area.

Corporate Implications:Financial Implications:

There are no financial implications associated with this report.

Other Implications:

There are no other implications associated with this report.

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 signs exceed the maximum permitted 7% of the building wall face area as previously approved sign variance (SV128-2000), due to the extraordinary length of the building, the building can accommodate the additional signage without creating visual clutter. Staff recommend approval of the requested additional sign area for the east elevation to a maximum 7.6% of the elevation building wall face area.

Authored by:

Reviewed by:

Ross Campbell,
Supervisor, Zoning and Sign By-law
Services

Cindy Hammond,
Director of Building and Chief Building
Official

Approved by:

Submitted by:

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

Marlon Kallideen,
Chief Administrative Officer

Attachments:

- Attachment 1 - Location Map – 499 Main
- Attachment 2 - Site Plan – 499 Main
- Attachment 3 - East Elevation – 499 Main
- Attachment 4 - Proposed Foot Locker Graphic Signage - East Elevation