

Date: 2023-11-08

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Centennial Mall Brampton Ltd., 227 Vodden Street East – Ward 1**

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

Report Number: Planning, Bld & Growth Mgt-2023-989

Recommendations:

1. That the report from Ross Campbell, Manager, Zoning and Sign By-law Services, Building Division to the Planning and Development Committee of December 4, 2023, re: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Centennial Mall Brampton Ltd., 227 Vodden Street East – Ward 1**, 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 10% of the building wall face on the southwest elevation of Centennial Mall fronting Kennedy Road North. The Sign By-law would otherwise permit a maximum cumulative sign area of 6% of the of the building wall face to be used for the display of signage.
- The property owner is requesting an increase in the aggregate sign area to a maximum of 10% to accommodate a new permanent wall sign for the recently established bingo hall. When the area of this new sign is added cumulatively with existing signage on the plaza, it will exceed the maximum 6% permitted by the Sign By-law.
- Staff are generally supportive of an increase in the percentage of wall coverage on the southwest façade but have identified a number of

existing window signs on display for which permits have not been issued. With the removal of those window signs, staff are recommending a maximum aggregate sign area of 8% of the wall face which will allow for the installation of the bingo hall sign requested by the applicant.

Background:

Centennial Mall Brampton Ltd. is the owner of the indoor shopping mall known as Centennial Mall situated at the southeast corner of Vodden St. East and Kennedy Road North. Although this plaza is classified as an “indoor shopping mall” for the purpose the Sign By-law, many of the businesses in the plaza also have exterior store front access to their units.

The Sign By-law typically permits a maximum aggregate sign area of 6% of the wall face on each elevation of the plaza for an indoor mall.

Current Situation:

The site is currently developed as a multi-tenant indoor mall. A new bingo hall has recently been established with exterior access on the northwest corner of the plaza. The property owner is requesting wall signage for this tenant that, when combined with existing wall signage on the southwest elevation, would total approximately 10% of the wall area, whereas a maximum 6% permitted.

Though the review this application for an amendment to the By-law, staff have identified a number of existing window signs in various units of the building that contribute to the overall sign area, and for which permits have not been issued. With the removal of these window signs, a sign area of 8% of the building wall face will be sufficient to accommodate the new signage requested for the bingo hall.

Staff are supportive of an aggregate sign area of 8% of the southwest elevation of the plaza and recommend the removal of existing window signs to reduce the overall percentage of signage displayed.

Corporate Implications:

Financial Implications:

There are no financial implications associated with this report.

Other Implications:

Staff of the Urban Design Section are supportive of allocating 8% of the wall face area to signage. They also encourage the removal of the window signs to enhance street safety and aesthetics.

Strategic Focus Area:

This report is consistent with the “Growing Urban Centres & Neighbourhoods” strategic priority. 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 signage will exceed the maximum permitted 6% of the building wall face, the building can accommodate the additional signage without creating visual clutter provided that some of the existing window signs are removed. Staff recommend approval of the requested additional sign area for the southwest elevation to a maximum aggregate area of 8% of the building wall face.

Authored by:

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

Approved by:

Steve Ganesh,
Commissioner of Planning, Building and
Growth Management

Reviewed by:

Melvin Ramkissoon,
Acting Director of Building and Chief Building
Official

Submitted by:

Marlon Kallideen,
Chief Administrative Officer

Attachments:

- Attachment 1 – Location Map
- Attachment 2 – Site Plan
- Attachment 3 – Southwest Elevation