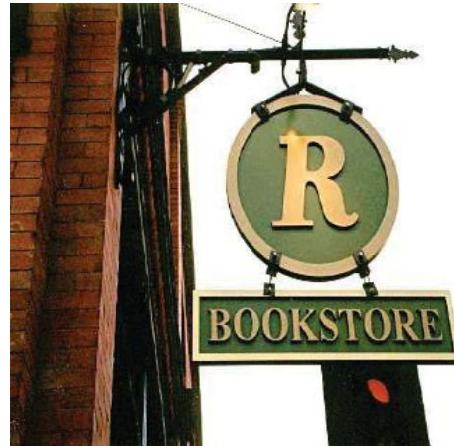


CENTRAL AREA
COMMUNITY IMPROVEMENT PLAN
SIGN PERMIT FEE SUBSIDY PROGRAM
IMPLEMENTATION GUIDELINES



P75 CE SFS
Prepared by: Office of the Central Area
May 2014

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

CENTRAL AREA COMMUNITY IMPROVEMENT PLAN

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

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SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

1. BACKGROUND

Signage involves a permit application and application fee together with the issuance of permits and inspections to ensure compliance with the City's Sign By-law and the Ontario Building Code. This is one of a number of costs that affect businesses wishing to establish in the downtown area. The small business owner, who often is seeking to locate in areas such as the historic commercial downtown core of Brampton, is impacted more by such fee requirements than are larger firms.

For historic downtowns and urban "main street" type development, signage is an important element in the visual attractiveness of an area. In seeking to create pedestrian friendly areas, signage needs to support the requirements of such environments. Signage design should also respect and fit into the design of a building, in particular those with heritage attributes. One of the ongoing concerns with the historic downtown core in Brampton is the quality of the signage. In addition to compliance with the structural and fire protection requirements of the Ontario Building Code, properly designed signage improves the aesthetic quality of an area and also improves its attractiveness from an economic standpoint.

2. PROGRAM DESCRIPTION

2.1 Intent

The aim of this program is to provide relief in the form of a subsidy for fees related to sign permits. The incentive program applies to the historic downtown commercial area and Main Street North where the City seeks to support the establishment of small businesses and to improve the overall appearance and economic health of the area.

The Sign Permit Fee Subsidy Program seeks to combine the two interests of supporting the establishment of small businesses by reducing upfront costs and increasing the general quality of signage in the downtown (and consequently the visual attractiveness of the area).

2.2 Central Area Community Improvement Plan

The Sign Permit Fee Subsidy Program operates under the Development (Planning and Building) Application Fee Equivalent Grant Program tool of the Central Area Community Improvement Plan (Section 6.3.4).

2.3 Program Objectives

- a) To support business opportunities, in particular small businesses, by offsetting upfront costs related to establishing or improving a business.
- b) To improve the appearance of facades, buildings and the commercial core in general by improving the quality of business signage, achieving the minimum standard established in the design guidelines for the program.

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

2.4 Eligibility

- a) This program applies to the fees for sign permits and for site specific amendments to the Sign By-law where supported by Planning & Infrastructure Services.
- b) Notwithstanding the above, the program **does not** apply to:
 - i) Administrative fee requirements under the Sign By-law for City removal of a sign that is not in compliance with the By-law.
 - ii) Portable Signs are not eligible for the Sign Permit Fee Subsidy program.
- c) The property must be within the historic commercial downtown core and within the Main Street North area as shown on the Project Area Map attached as Appendix 1 to the Implementation Guidelines.
- d) In addition to compliance with the technical design requirements of the Ontario Building Code the proposed sign must be designed in accordance with the Sign Design Guidelines as set out in Appendix 2 of the Implementation Guidelines.
 - i) Where the Sign Design Guidelines conflict with the City's Sign By-law in terms of size, location and other such regulated matters in the Sign By-law, the Sign By-law shall prevail.
 - ii) For buildings and property within the Garden Square and Rose Theatre area, the Garden Square Signage Guidelines shall prevail over the Guidelines attached as Appendix 2.
 - iii) Where other Sign Guidelines are approved in the future for other locations within the Sign Permit Fee Subsidy Program Area, these Guidelines shall then prevail.
- e) All applications under this program must have received land use planning approvals and, where applicable, a building permit required for proposed construction or a change of use.
- f) The City retains the right and absolute discretion to reject an application for subsidy under the program received from a person or corporation which, in the opinion of the City, does not possess the experience, financial, technical, personnel or other resources that may be required to carry out the obligations that the applicant proposes to assume under the terms of its application.
- g) The subject property shall not be in tax arrears.

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

3. PROGRAM ADMINISTRATION

3.1 Application and Process

There are three steps to the program in order to determine the eligibility of the proposed signage for a subsidy and to obtain permits required pursuant to the Building Code Act and the City of Brampton Sign By-law:

- 1) Pre-Application Consultation (Building Division – Sign Coordinator)
- 2) Subsidy Eligibility Review (Central Area Planner and Urban Design Planner)
- 3) Building Code and Sign By-law Compliance Review and Permit Issuance (Building Division)

3.1.1 Pre-application Consultation

- a) The owner and/or authorized agent of the owner will contact the Building Division's Sign Coordinator to arrange for an appointment for a pre-application review. The following information will be required to determine whether the proposed sign will comply with the technical requirements of the Ontario Building Code and the size and location provisions of the Sign By-law.

Ground signs:

- Site plan and copy of an up-to-date property survey showing the location of the proposed sign and indicating setbacks from the property line(s) and any existing buildings on the site.
- Structural details including foundation, base and/or column detail including materials dimensions and anchorage details of the sign. Professional Engineer's stamp may be required, where applicable.
- Elevation plans detail showing area of the sign face and the message to be displayed.

Wall Signs:

- Site plan or copy of up-to-date property survey indicating the location of the proposed signage on the building.
- Elevation of the wall face of the building or unit on which the proposed sign is to be located and indicating the dimensions of both the building or unit and the sign.
- Construction details, materials, and method of attachment to the building, including the weight of the sign. Professional Engineer's stamp may be required, where applicable.

The Sign Coordinator will forward confirmation of the review to the Central Area Planner.

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

3.1.2 Subsidy Eligibility Review

- a) The owner and/or authorized agent of the owner will contact the Central Area Planner in the Urban Design and Public Buildings Section of Planning and Infrastructure Services to discuss eligibility under the Sign Permit Fee Subsidy Program.
- b) If eligible, the owner and/or authorized agent of the owner will submit a completed application form and three (3) sets of plans and specifications, including fully dimensioned site plan, elevations and structural drawings to the Urban Design and Public Buildings Section of Planning and Infrastructure Services (Drawings in digital format may be required)
- c) The City Urban Design staff will review the proposed signage in relation to the applicable Sign Design Guidelines, provide comments and recommend changes where necessary. The City Urban Design staff will stamp and sign approved the plans and specifications. A memorandum of approval will be provided to the Building Division and to Financial and Information Services.

3.1.3 Building Permit and Sign Permit Application and Issuance

- a) An application for a building permit pursuant to the Building Code Act and a sign permit pursuant to the City of Brampton's Sign By-law will then be made in accordance with the relevant regulations and by-law requirements as set out in Appendix 3. Upon completion of the review the applicant will be contacted and the permit can be obtained. The permit holder must then notify the Building Division Inspection Section at the stages of construction prescribed on the permit to arrange for the required inspections to determine compliance of the construction and installation with the Ontario Building Code and the City's Sign By-law.

4. PROGRAM DURATION, MONITORING AND REPORTING

4.1 Reporting to Council

It is important that the program be monitored to ensure that the program is as effective as possible. Staff will provide a yearly update on the program. This reporting will identify the number of applications received, any feedback received from applicants and an estimate of the total subsidy. Staff will also provide an assessment from a qualitative standpoint as to whether the objective to seek an improvement in signage within the program area is being realized.

4.2 Program Adjustments and Termination

The monitoring results (empirical, qualitative and feedback from applicants) will be used to improve the program by recommending adjustments to the eligibility requirements and the administration process. Therefore, the City may periodically review and adjust the terms and requirements of the Sign Permit Fee Subsidy Program, or discontinue the program, without

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

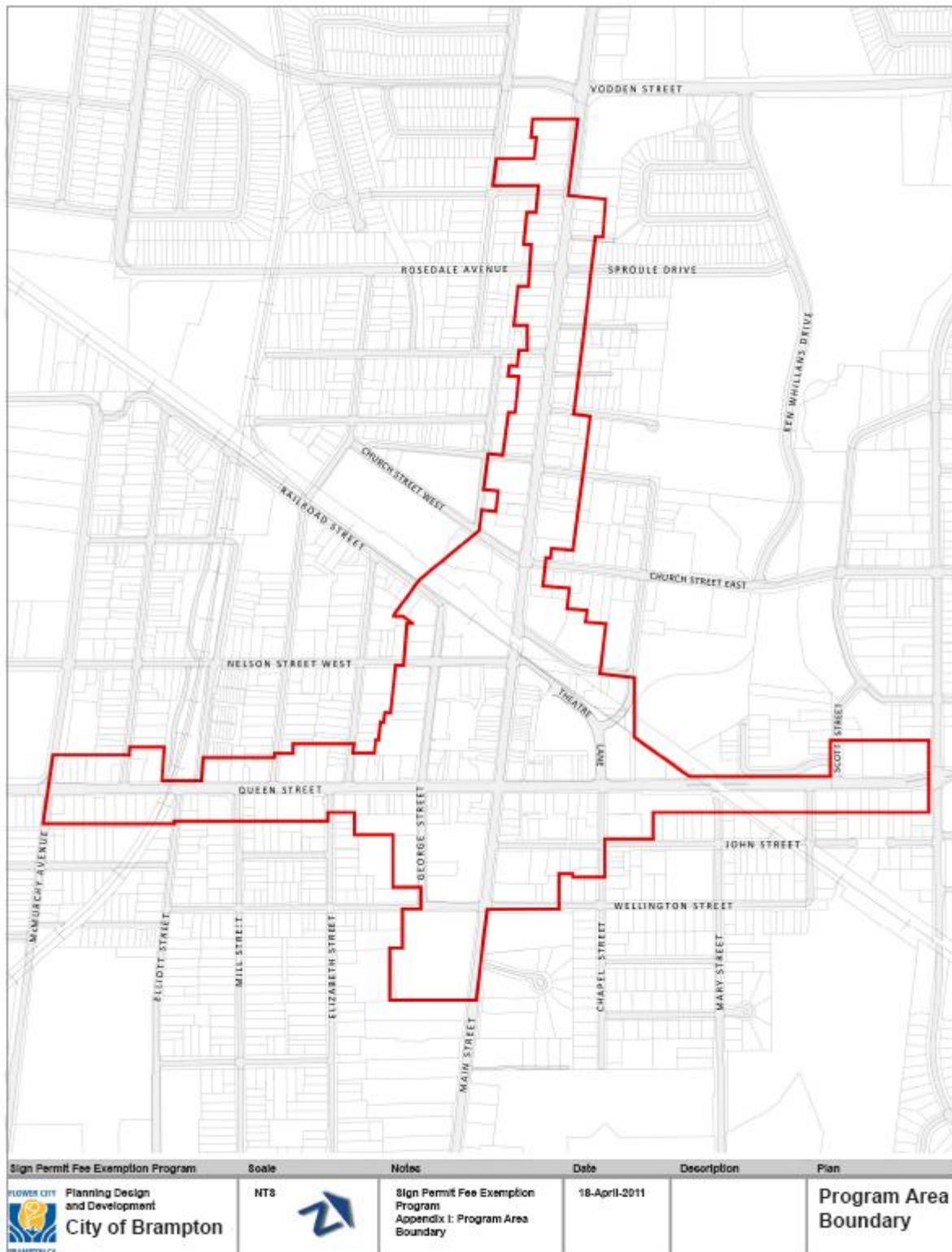
amendment, to the Central Area Community Improvement Plan. Changes will be implemented by way of Council approval of revised Program Implementation Guidelines.

4.3 Time Limits

This program shall be active until **July 31, 2017**, unless Council chooses to terminate the program prior to this date.

SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

APPENDIX 1: PROGRAM AREA

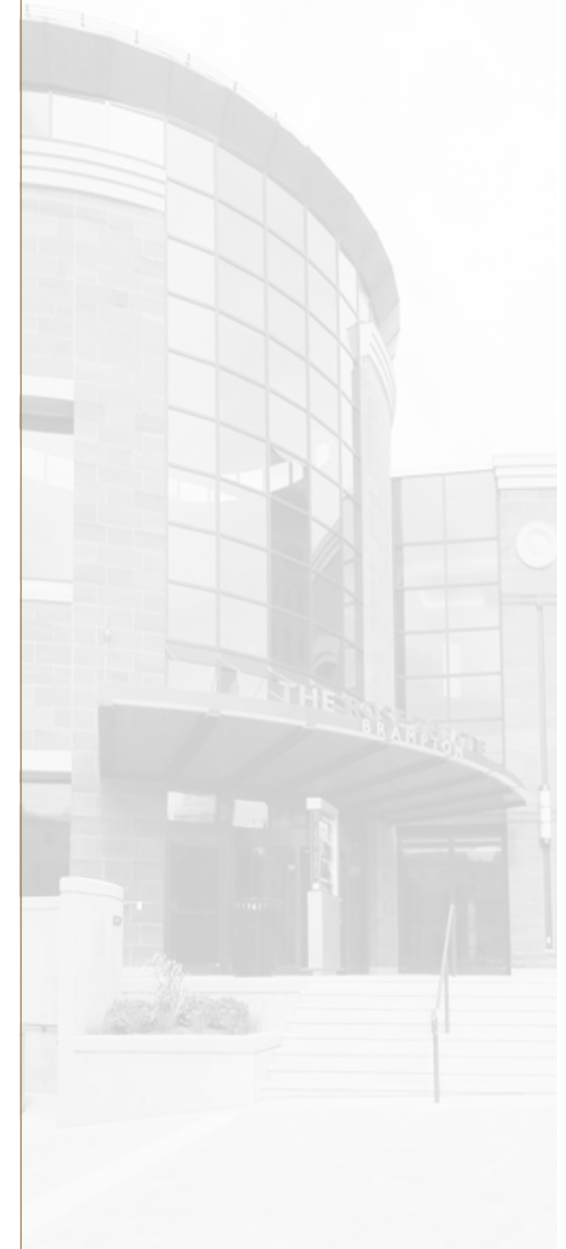


SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

APPENDIX 2: SIGN DESIGN GUIDELINES

APPENDIX 2: SIGN DESIGN GUIDELINES

- 1.1 Overview
- 1.2 Objectives
- 1.3 Design & Materials
- 1.4 Sign Lighting
- 1.5 Permitted Sign Area
- 1.6 Sign Typology
- 1.7 Signage within the Public Realm



1.0 Signage Guidelines

1.1. Overview

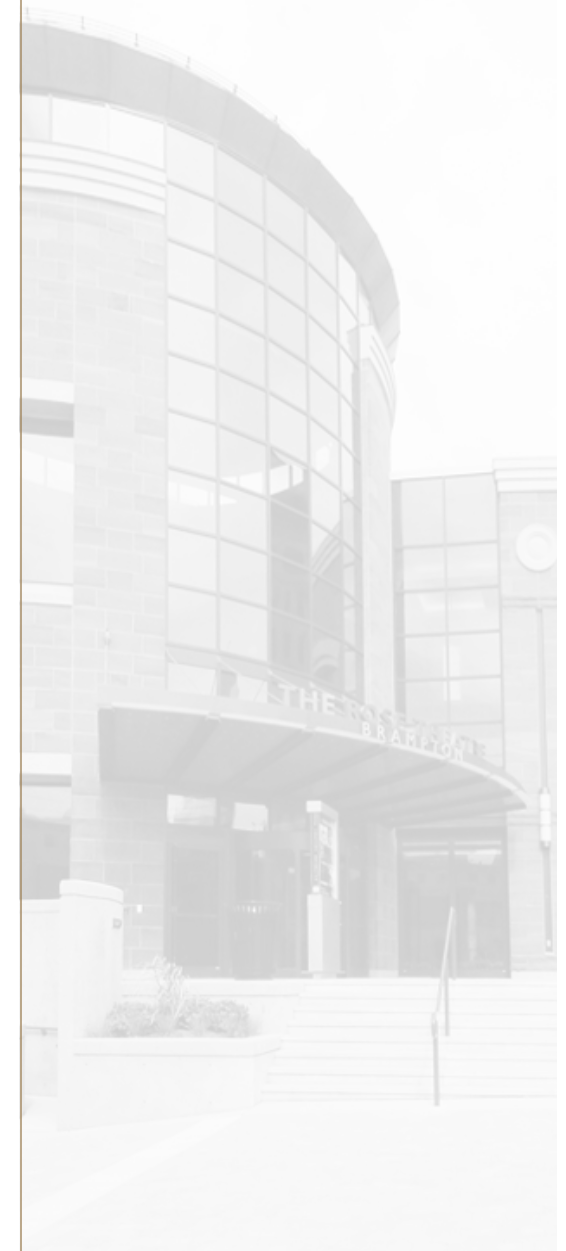
Treatment of commercial signage contributes greatly to the character of the area. Inappropriate, over-scaled or excessive signage can work contrary to other planning and urban design objectives for an area. For historic commercial cores and urban main street type development, signage helps support creating people-friendly places. Where residential buildings with historic character are converted to commercial uses, signage needs to be sensitive to the prevalent architectural style and scale of the building. To achieve the overall objectives of improving the streetscape and enhancing the character of the program area, restrained and limited signage assists is important. Signage oriented in scale and size primarily for motor vehicle purposes would tend to be out of scale and character with the area.

1.2. Objectives

The guidelines will assist in providing for the visual coordination of signs for compatibility and effective communication of messages, enhance the overall visual quality of signage on building facades and ensure signs reinforce the heritage and cultural theme of the properties in the area. Where there is a discrepancy between this section and the current City Sign By-law, the latter shall dictate.

1.3. Design & Materials

- SG1. Exterior materials, finishes and colors should be the same or similar to those of the building or structures on site.
- SG2. Signs should be professionally constructed using high-quality materials such as metal, stone, hard wood and brass-plated.
- SG3. Internally lit plastic letters or plastic box signs are prohibited.
- SG4. The colors and lettering styles should compliment the building facade and harmonize with neighboring businesses. Colours used should earth-tone in nature and of the same family as the colours used on the building.
- SG5. Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.
- SG6. The design and alignment of signs on multiple use buildings should compliment each other such that a unified appearance is achieved.



1.4. Sign Lighting

- SG7. All external sign lighting should be down lit and focus on the sign area and shall not create glare to the surroundings.
- SG8. Blinking and flashing lights are prohibited.
- SG9. All electrical wiring/ transformer, raceway and mechanical/electrical accessories must be concealed.
- SG10. Any illuminated signage shall not create glare or spillage onto abutting residential/institutional development.

1.5. Permitted Sign Area

- SG11. Signs are permitted on the front, side or rear elevations of buildings which are exposed to the public.

1.6. Sign Typology

The sign typology consists of:

A. Portable Signs:

- ◇ A1 Temporary “A” Frame Sign
- ◇ A2 Temporary Banner Sign
- ◇ A3 Temporary Restaurant Pedestal Sign

B. Ground Signs:

- ◇ B1 Ground Sign (Commercial Building Type)
- ◇ B2 Ground Sign (Converted Residential Building Type)

C. Wall Signs

- ◇ C1 Wall Sign
- ◇ C2 Window Sign
- ◇ C3 Restaurant Menu Sign
- ◇ C4 Corporate Logo Sign

D. Overhead Signs

- ◇ D1 Projecting Signs
- ◇ D2 Permanent Banners

E. Awning and Canopy Entrance Signs

- ◇ E1 Awning Sign and Canopy Sign
- ◇ E2 Canopy Roof Sign

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1.6.A - Portable Signage

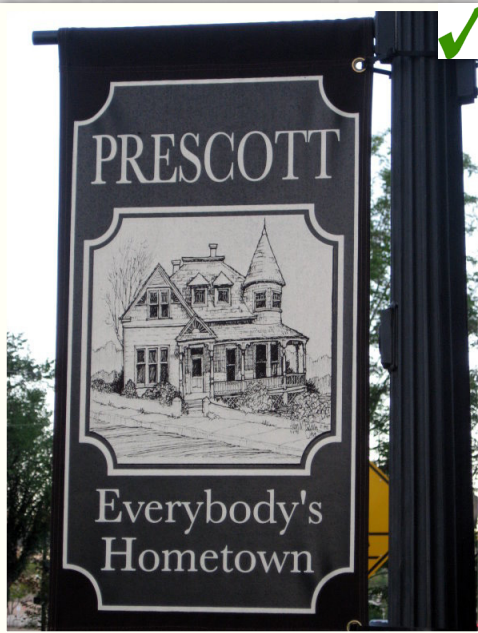
A.1 Temporary 'A' Frame Signs

- SG12. Design should be visually interesting and professionally crafted.
- SG13. Shall be displayed only during the hours of business for which it is advertising.
- SG14. No more than five permits shall be issued for a single business location in a calendar year.
- SG15. One sign is permitted per lot or 20.0 metres of street frontage.
- SG16. Maximum display period of 30 days.
- SG17. Maximum total sign area of 1.0 square metres.
- SG18. Maximum height of 1.2 metres.
- SG19. Must not obstruct pedestrian circulation.

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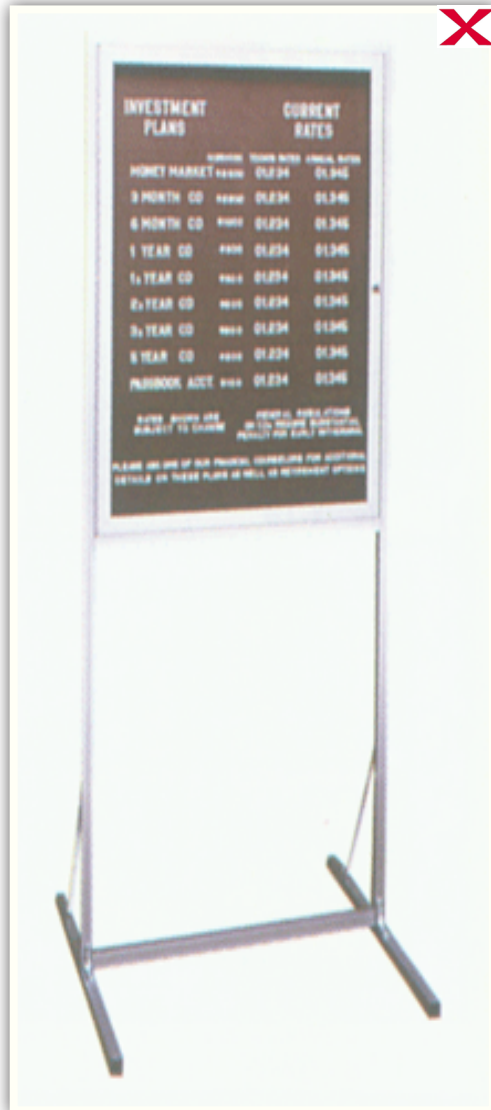


A.2 Temporary Banner Signs

- SG20. Design should be of good quality and visually interesting.
- SG21. Banners must be constructed of durable and high quality material.
- SG22. Must be securely fastened and safe.
- SG23. Fastening devices are to be hidden.
- SG24. Must be properly located in comparison with the building facade and should not block any architectural details.
- SG25. Maximum of one sign per 9.0 metres of street frontage.
- SG26. Maximum display period of 30 days.
- SG27. Maximum total sign area of 10.0 square metres.
- SG28. Maximum percentage of wall area to be covered is 10%.
- SG29. No more than five permits shall be issued for a single business location in a calendar year.

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(NOT RECOMMENDED)

INAPPROPRIATE (NOT RECOMMENDED)



A.3 Temporary Restaurant Pedestal Signs

- SG30. Must not obstruct pedestrian circulation.
- SG31. Must be of good quality, design and material.
- SG32. Use of animated characters are encouraged.
- SG33. No more than five permits shall be issued for a single business location or unit in a plaza in a calendar year.
- SG34. Only one sign permitted per lot 20.0 metres of street frontage.
- SG35. Maximum display period of 30 days.
- SG36. Maximum total sign area of 1.5 square metres.
- SG37. Maximum height of 1.2 metres.

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1.6.B - Ground Signs

- SG38. Must be of good quality, design and workmanship.
- SG39. Must not obstruct pedestrian circulation.
- SG40. Must be of a design that is coordinated with and subordinate to building design/architecture.
- SG41. Directional signage may be used to facilitate vehicular and pedestrian movements.

B.1 Ground Signs (Converted Residential Building Type)

Shall be subject to the following restrictions:

- SG42. Maximum dimensions:

- ◇ height: 1.5 m
- ◇ width: 1.6 m

- SG43. Minimum setbacks:

- ◇ 1.5 m from a property line

B.2 Ground Signs (Commercial Building Type)

Shall be subject to the following restrictions:

- SG44. Maximum dimensions:

- ◇ height: 2.3 m
- ◇ width: 1.6 m

- SG45. Minimum setbacks:

- ◇ 1.5 m from a property line

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(NOT RECOMMENDED)

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1.6.C - Wall Signs

C.1 Wall Signs

- SG46. Shall be compatible with storefront scale, proportion and colour.
- SG47. Shall not have a gloss finish texture.
- SG48. Solid colours are preferred over striped background.
- SG49. Shall be indirectly illuminated only.
- SG50. Manufactured as individual cut-out letters only or painted directly on background.
- SG51. Wall signs shall be securely fastened and protrude no more than 0.1 metres from the exterior façade plane.
- SG52. Located on the roof line of a one-storey building and the floor level of the second storey on a multi-storey building.
- SG53. Maximum of one sign per elevation.
- SG54. Limited to a maximum 10% of the building façade (exterior wall exposed to public).
- SG55. Maximum total sign area for commercial building types is 10.0 square metres.
- SG56. Maximum total sign area for converted residential building types is 1.0 square metres.
- SG57. Maximum clearance from finished grade to be 2.4 square metres.
- SG58. Maximum height of 0.9 metres.

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C.2 Window Signs

- SG59. Any signage applied directly to the glazed surface of the building in a permanent manner.
- SG60. Must be constructed of good and high quality materials.
- SG61. Use of window posters applied indirectly to the interior face of the glazed surface is strongly discouraged.
- SG62. Graphics should be visually interesting and professionally crafted.
- SG63. Shall be located on the main floor of the building only.
- SG64. Maximum percentage of glazed area to be covered is 10%.
- SG65. Maximum total sign area of 10.0 square metres for commercial/institutional uses (including all other building signage).
- SG66. Window signs are not permitted on converted residential buildings.

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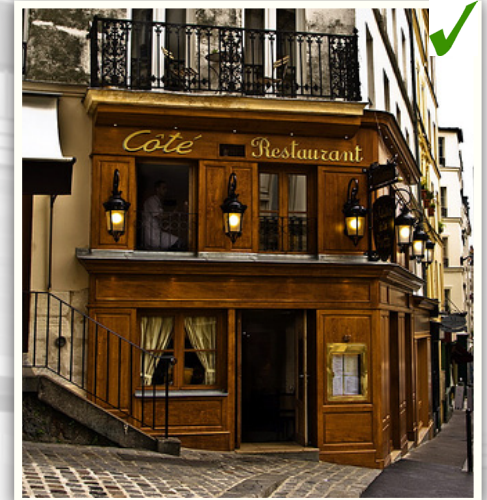
INAPPROPRIATE (NOT RECOMMENDED)



C.3 Restaurant Menu Signs

- SG67. Should be located on the main floor of the building by the entrance of the restaurant.
- SG68. Indication of menus and pricing to inform the public.
- SG69. Must be directly mounted onto the exterior wall surface.
- SG70. Shall only be permitted for restaurant uses.
- SG71. Shall be indirectly illuminated only.
- SG72. High quality materials and design.
- SG73. Maximum of one sign per 20.0 metres of frontage.
- SG74. Maximum total sign area of 0.6 square metres.
- SG75. Shall not protrude further than the property line.

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C.4 Corporate Logo Signs

- SG76. A corporate logo sign is any sign directly mounted to the building face showing only the logo of the business.
- SG77. Maximum number of one corporate logo sign per building.
- SG78. Shall be permitted at the top of the building only but below the roof line of the building.
- SG79. Minimum clearance from finished grade is 2.4 metres.
- SG80. Maximum percentage of wall area to be covered is 2%.
- SG81. Corporation logo not permitted on a wall face for a converted residential building.

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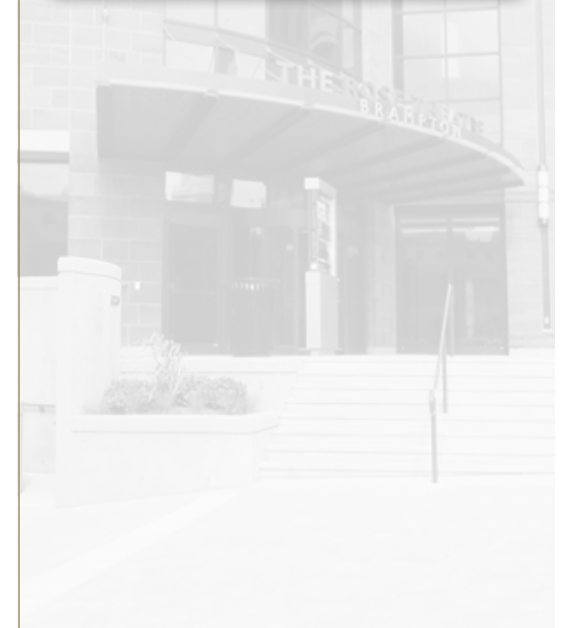


1.6.D - Overhead Signs

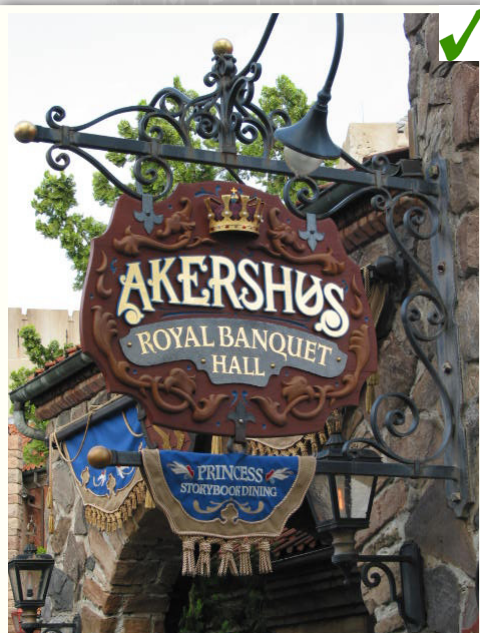
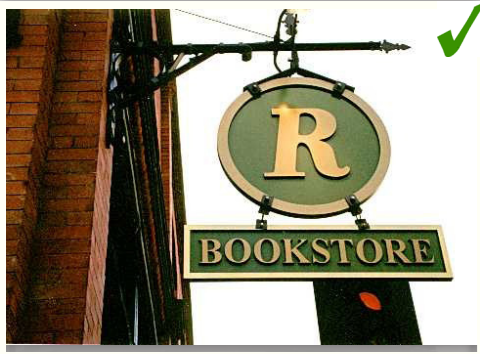
D.1 Projecting Signs

- SG82. Design should be visually interesting and professionally crafted using high quality, vandal resistant materials.
- SG83. Shall relate to design/architecture of building.
- SG84. Signs shall be mounted below second floor window level.
- SG85. Mounting devices shall be attractive, decorative and compatible with building design.
- SG86. Shall be indirectly illuminated only.
- SG87. Maximum of one sign per lot frontage.
- SG88. Maximum total sign area of 0.8 square metres.
- SG89. Minimum clearance from grade to be 2.4 metres.
- SG90. Maximum height of 0.9 metres.
- SG91. Upper limit of sign of 3.4 metres.
- SG92. Maximum width shall be 0.9 metres and maximum extension from the main wall of the building shall be 1.3 metres.
- SG93. Shall not be permitted on a converted residential building type.

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D.2 Permanent Banners

- SG94. When permitted, permanent banner signs shall complement the architectural elements of the building and hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building. Freestanding banners are not permitted.
- SG95. May contain a business name and logo but they are not to contain any other written message.
- SG96. Shall be indirectly illuminated only.
- SG97. Shall hang from projecting metal brackets perpendicular to the wall face of the building.
- SG98. Upper limit of sign to be the roof line of the building.
- SG99. Shall not project more than 0.9 metres from the building wall face.
- SG100. Shall have a maximum total area of 2.2 square metres.
- SG101. Shall have a minimum clearance from finished grade of 2.4 metres.

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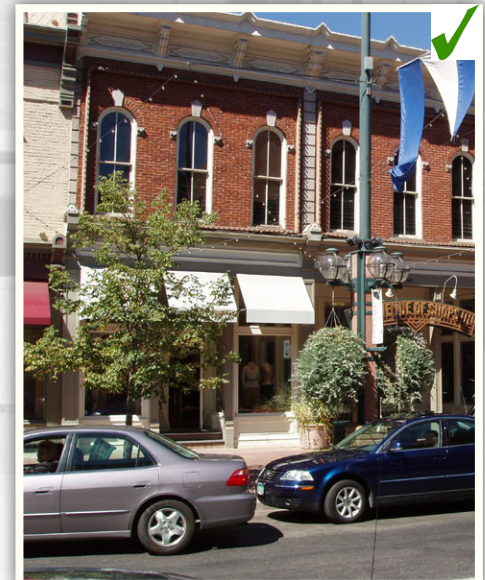


1.6.E - Awning Signs and Canopy Signs

E.1 Awning Sign and Canopy Sign

- SG102. Awnings typically provide additional shade to the window opening and also act as an alternate signage opportunity for business.
- SG103. Awning signs should accent not dominate the facade of a building.
- SG104. Open ended awnings are preferred.
- SG105. Shall not be continuous over the entire length of the facade or wrap around multiple sides of a building.
- SG106. Solid colour backing is preferred over striped background.
- SG107. Maximum size of awning must comply with setback requirement.
- SG108. Maximum of 75% of the awning area to be used as signage.
- SG109. Shall have a minimum clearance from finished grade of 2.4 metres.
- SG110. Signage must be fully contained within the canopy or awning face.
- SG111. Shall be indirectly illuminated only.
- SG112. Signage must not protrude more than 0.1 metres from the wall or canopy face.

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E.2 Canopy Roof Signs

- SG113. Canopy signs can be a decorative way to place signage on façades with canopies. These signs can either be supported from above, hang downward or pinned upward.
- SG114. Colour and font must be compatible with the building colour and architecture.
- SG115. Must be centered on canopies and special care is to be taken to avoid blocking any architectural features of the building.
- SG116. Shall be a maximum height of 0.6 metres.
- SG117. Shall cover a maximum of 80% of the width of the canopy.
- SG118. Shall attach directly to the top and front of the canopy.
- SG119. Shall be indirectly illuminated only.
- SG120. Shall not be permitted for a converted residential building.

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1.7. Signage within the Public Realm

SG121. Signage within the public realm shall be in accordance with the approved City's Way Finding and Signage Standards.



SIGN PERMIT FEE SUBSIDY PROGRAM IMPLEMENTATION GUIDELINES

APPENDIX 3: SIGN PERMIT REQUIREMENTS



Planning and Infrastructure Services
Building Division

Permit Requirements

Signs

The Ontario Building Code requires that a building permit be issued for signs that are attached to a building or are designated structures.

The City of Brampton Sign By-law also regulates signs in the City and requires that a permit be obtained prior to the installation of, or modification to, certain signs.

Where both regulations apply to the proposed construction, both a Building Permit and a Sign Permit card will be printed at the time of issuance of the permit. For signs regulated by the Sign By-law only, a Sign Permit card will be printed at the time of issuance of the permit.

Permit Application

The following information is required at submission. Incomplete applications cannot be accepted.

1. **Completed permit application form** consisting of:
 - Application Form "Permit to Construct or Demolish" or "Sign Permit Application"
 - Schedule 1: Designer Information (if required)
 - Applicable Law Checklist (if required)
2. **Three (3) sets of plans and specifications** including:
 - GROUND SIGNS:**
 - Site plan and copy of an up-to-date property survey showing the location of the proposed sign(s) and indicating setbacks from all property lines and any existing buildings on the site,
 - Structural details including foundation, base and/or column detail, indicating materials, dimensions and anchorage details for the sign, and
 - Elevation detail showing area of the sign face and the message to be displayed.
 - WALL SIGNS:**
 - Site plan and copy of an up-to-date property survey indicating the location of the proposed signage on the building,
 - Elevation detail of the wall face of the building or unit on which the proposed sign is to be located indicating the dimensions of both the building or unit and the proposed sign, and
 - Construction details, materials and method of attachment to the building including the weight of the sign.
3. **Permit Fee:**
 - \$30.00 per m² of sign face area with a minimum fee of \$225.00.

Permit Issuance

1. Contractors named on the application must obtain a City of Brampton contractor's license for the current year. For information call (905)874-2580.
2. Where a permit is to be issued to a party other than the owner, a form (Notice of Permission to Construct) signed by the owner shall be submitted for the authorization of work to be undertaken on the owner's property.
3. Other approvals may be required prior to the issuance of a permit:
 - Region of Peel (905)791-7800 ext. 7851
 - Ministry of Transportation (416)235-4592

Permits
Tel. (905)874-2401
Fax (905)874-2499

Inspections
Tel. (905)874-3700
Fax (905)874-3763