

NOTICE

In accordance with procedure By-law 160-2004, and in the matter of the *Ontario Heritage Act*, R.S.O. 1990, Chapter O. 18, and the matter of the lands and premises, located at 15 Bramalea Road in the City of Brampton, in the Province of Ontario:

NOTICE OF INTENTION TO DESIGNATE

TAKE NOTICE that the Council of the City of Brampton intends to designate property situated at 15 Bramalea Road in the City of Brampton, in the Province of Ontario, as a property of cultural heritage value or interest under Part IV of the *Ontario Heritage Act*, R.S.O. 1990, Chapter O. 18.

DESCRIPTION OF PROPERTY

15 Bramalea Road is located on the northeast corner of Bramalea Road and Steeles Avenue East, in the former Chinguacousy Township, now the City of Brampton. In 1964, Simmons Canada, a bedding manufacturer established new facilities in the Satellite City developed by Bramalea Business Park, purchasing 20 acres in 1963. The warehouse facility and its one-storey front wing was subsequently constructed on the property to replace the aging Toronto plant.

STATEMENT OF THE REASON FOR THE DESIGNATION

The property at 15 Bramalea Road is worthy of designation under Part IV of the Ontario Heritage Act for its cultural heritage value. The property meets the criteria for designation prescribed by the Province of Ontario under the three categories of design or physical value, historical value and contextual value.

The property has architectural value as the building consists of an administration (office) wing distinguished in design from the warehouse facility. The overall design is representative of the International Style of architecture, characterized by simple geometric forms broken into a series of volumes under flat roofs.

The property has historical and contextual values as it helps illustrate the history and development of Bramalea, "Canada's First Satellite City". Bramalea was planned with a live-work model, that tied industrial and commercial clusters to nearby residential neighbourhoods. The Simmons factory is one example of how this planning model evolved.

DESCRIPTION OF HERITAGE ATTRIBUTES

The heritage attributes comprise the front (west) and sides (north and south) elevations of the reconstructed and replicated one-storey front wing of the former Simmons Factory Building facing Bramalea Road, including all entranceways and windows, together with construction materials of brick, metal, pebbledash aggregates and associated building techniques. The detailed heritage attributes are found on and around the reconstructed and replicated one-storey front wing of the former Simmons Factory Building facing Bramalea Road. They consist of:

- The massing and orientation of the building facing Bramalea Road
- The placement of the building and its setback from Bramalea Road
- The view of the building from Bramalea Road unobstructed by other buildings, structures or constructions
- The flat roof and one-storey height of the building
- The design composition of the front (west) and sides (north and south) facades, which feature a rhythm of glazed white brick veneer walls, laid in common bond, with tripartite window fenestration and paired tripartite window fenestration separated by a column
- The facades supported by a continuous base and topped with pebbledash aggregate pannels
- The main entrance and adjacent display case windows on the front (west) elevation
- The canopy that covers the main entrance and display case windows
- The permeable landscaping and grass around the building

The statement of reason for the designation, including a description of the heritage attributes, constitute the "reason for heritage designation" required under the *Ontario Heritage Act* to explain the cultural heritage value or interest of the property.

Please contact Pascal Doucet, Heritage Planner, at pascal.doucet@brampton.ca to view this document, and for further information. Any objections to this proposed designation must be filed with the City Clerk no later than 4:30 p.m. on December 17, 2020 (within 30 days of the publication of this notice).

Date: November 17, 2020

Peter Fay, City Clerk
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