

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

The property at 15 Bramalea Road is located on the north-east corner of Bramalea Road and Steels Avenue East. The property contains a newly constructed industrial building, with the one-storey front wing of the 1964 Simmons Factory fronting on Bramalea Road. The 1964 Simmons Factory wing is a great example of modern industrial architecture and was one of the pioneering enterprises in the Bramalea "Satellite City".

Short Statement of the Reason for the Designation

The property at 15 Bramalea is worthy of designation under Part IV of the Ontario Heritage Act for its cultural heritage value or interest. The property meets the criteria for designation prescribed by the Province of Ontario under the *Ontario Heritage Act, Regulation 9/06 c.1 s. 27 (3) (b)* for the categories of design/physical value, historical/associative value and contextual value.

Design/Physical Value:

The property at 15 Bramalea Road has design/physical value as an excellent example of the International architectural style, which is characterized by simple geometric forms broken into a series of volumes under flat roofs. Simple surfaces empty of ornamentation integrate modern materials, including glass, steel, concrete and a white glazed brick veneer. The administration wing of the Simmons building at 15 Bramalea Road was distinguished from the factory portion in the rear by the projecting awning over the main entrance.

One of the most conspicuous products of postwar architecture, suburban corporate campuses and office park architecture typically contained office portions and a manufacturing or laboratory facility, all surrounded by green space, with parking areas often concealed by greenery. Corporations used the image of suburban headquarters as public relation tools in communicating with employees, stockholders and competitors.

Dozens of companies had similar facilities around the Bramalea Industrial Park, with low horizontal buildings set in a generous landscape – notably the Northern Electric Company Limited, Carrier Air Conditioning (Canada), Huntington Laboratories Ltd., National Grocers, and Ford Motor Company of Canada Ltd. The Simmons Factory Building is considered a particularly good and well preserved example of the type.

Historical/Associative Value:

The property at 15 Bramalea Road has Historical and Associative value due to its association with Zalmon G. Simmons, and Bramalea Consolidated Developments Ltd.

In 1870 Simmons was founded by Zalmon G. Simmons with its first factory in Kenosha, Wisconsin. The factory first produced wooden insulators and cheese boxes, and in 1876 started producing wire-woven mattresses. By 1916 the company was expanding quickly and Simmons opened manufacturing plants in Montreal, Quebec; Toronto, Ontario; Winnipeg, Manitoba; Vancouver, British Columbia; as well as various places within the United States. By 1962 annual sales had hit the \$10 Million mark, in 1964 a new factory was constructed in Brampton, Ontario replacing the aging Toronto plant.

The Simmons Canada Company was one of the earliest industries to buy into the Bramalea Industrial Park, purchasing 20 acres in 1963. Leaving behind the ‘downtown congestion’ of their Toronto facility, their new 186,00 sq. ft. factory/showroom was completed in 1964. Being Simmons Canada’s flag ship operation in Canada, the facility was subsequently expanded to 356,000 sq. ft. in 1973.

In 1957, approximately 8,000 acres of farmland in the south-east part of Chinguacousy Township was being purchased for the development of a “Satellite City”. Intended to be a separate entity from the neighboring Towns of Brampton and Malton, the concept was funded by the newly formed Bramalea Consolidated Developments Ltd., a private company that would go on to develop and manage properties throughout North America.

Bramalea Consolidated developed a Master Plan that balanced industrial/business parks, residential neighbourhoods, commercial and cultural centers, greenbelts and recreational facilities, overlaid with inter-urban expressways, creating an idyllic, self-sustaining community. The proximity to major highways, Toronto International Airport, Canadian National Railway Line, as well as to commercial centers made Bramalea’s business park one of the most popular in the Greater Toronto Area.

Contextual Value:

15 Bramalea Road has contextual value due to its association with the creation of Bramalea. The corporation Bramalea Ltd. proposed an 8,000-acre development that consisting of subdivisions, parks, recreation centers, churches, schools, and commercial and industrial structures.

The Simmons Canada factory located at 15 Bramalea was built as part of the Industrial facilities within the Bramalea 'Satellite City' development in 1967. Offering 150 jobs to Brampton residents, the plant continued to support the community until its shutdown in 2008.

It supports the overall mid-century architectural character of the area and acts as a prominent commercial/industrial facility in Bramalea.

Description of the Heritage Attributes of the Property:

The heritage attributes comprise all façades, architectural detailing, construction materials and associated building techniques, as well as significant landscape elements and important vistas. The detailed heritage attributes/character defining elements include, but are not limited to:

- One-storey front wing of the Simmons factory fronting Bramalea Road
- Low flat roof style
- Slim window openings
- Mattress display window
- Metal overhang above front entrance
- Glazed white brick veneer

The short statement of reason for the designation, including a description of the heritage attributes along with all other components of the detailed Heritage Report: Statement of Reason for Heritage Designation, constitute the "reason for heritage designation" required under the *Ontario Heritage Act*.

Please contact Johanna Keus, Assistant Heritage Planner, at Johanna.keus@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 May 20th, 2026 (within 30 days of the publication of this notice).

Date: April 20th, 2026

Genevieve Scharback, City Clerk
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