



Report
Staff Report
 The Corporation of the City of Brampton
 5/6/2024

Date: 2024-04-02

Subject: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Rail Bridge Overpass Banner Signs – Wards 1, 3,8**

Contact: Tara Hunter, Manager Sponsorship and Corporate Development, Economic Development

Report number: CAO's Office-2024-372

RECOMMENDATIONS:

1. That the report from Tara Hunter, Manager Sponsorship and Corporate Development, Economic Development to the Planning and Development Committee Meeting of May 6, 2024, re: **Site Specific Amendment to the Sign By-law 399-2002, as amended, Rail Bridge Overpass Banner Signs – Wards 1, 3,8**, be received;
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 is requested to revise the dimensions of banners permitted on CN rail bridge overpasses for the purpose of city branding and bridge beautification.**

BACKGROUND:

A previous By-law (239-2022) amended the Sign By-law (399-2002) to allow signage on CN Rail bridge overpasses in accordance with the Advertising Agreement with RCC Media Inc.

CURRENT SITUATION:

Digital signs have been installed on CN rail bridge overpasses in accordance with the Advertising Agreement with RCC Media Inc. A portion of the overpass is reserved for a banner to provide city branding and overall beautification of the overpasses. The original banner dimensions were estimated prior to the installation of the digital signs and now

that the digital signs are installed a larger banner size than is currently permitted under the by-law is required. An amendment to Section 10 under Exemptions for Signs on a Road Right-Of-Way is needed to permit the installation of the overpass bridge banners.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report.

STRATEGIC FOCUS AREA:

This report supports the Strategic Focus Area of Growing Urban Centres and Neighbourhoods to attract investment and employment.

CONCLUSION:

Staff recommend the approval of a site-specific amendment to approve revised dimensions for bridge banners located adjacent to digital signs on CN Rail bridge overpass locations, for the purpose of city branding and to improve the overall aesthetic of the bridge overpasses.

Authored by:

Reviewed by:

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Approved by:

Approved by:

Clare Barnett
Director, Economic Development

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Chief Administrative Officer

Attachments:

- Attachment 1 – Rail Bridge Banners Amendment