

To amend By-law 399-2002, as amended,

The Sign By-law

WHEREAS the City has identified the merits related to providing additional community messaging and financial benefit that can be achieved through entering into an agreement to allow digital media over the road right-of-way; and

WHEREAS the Canadian National (“CN”) rail bridges over Main Street North and Queen Street East have demonstrated that these bridges are ideal for signage communicating community messaging and services of the Corporation;

WHEREAS the Corporation has entered into an Advertising Agreement with RCC Media Inc. (“RCC”), where the City provides RCC with exclusive rights to produce, install and maintain advertising banners and electronic variable message centres on the Bridges;

WHEREAS the installation of the electronic variable message centres on the Bridges has increased the dimensions required for the banner signs;

NOW THEREFORE the Council of The Corporation of the City of Brampton ENACTS as follows:

1. THAT By-law 399-2002, as amended, is hereby further amended by replacing Section 9 EXEMPTIONS FOR SIGNS ON A ROAD RIGHT-OF-WAY, sentence (10) to read:

(10) Notwithstanding Section 5 (9) REGULATIONS AND PROHIBITIONS, the City may erect, or cause to be erected, signage on bridges in accordance with the Advertising Agreement approved by Council. All bridge signs shall be subject to the requirements and restrictions as set out in the table below:

Location	Direction of Sign Face	Maximum Size of the Banner Signs		Maximum size of the EVMC Sign ^{1,2}	
		Height	Area	Height	Area
Airport Road (between Williams Parkway and North Park Drive)	North and South	2.33 m (7.66 ft)	18.80 m ² (202.35 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
Dixie Road (between Steeles Avenue East and Orenda Road)	North and South	2.33 m (7.66 ft)	31.66 m ² (340.86 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
Finch Avenue (between Darcel Avenue and Kenview Boulevard)	North and South	2.33 m (7.66 ft)	32.73 m ² (352.36ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
Kennedy Road South (between Clarence Street and Orenda Road)	North and South	2.33 m (7.66 ft)	22.65 m ² (243.84ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
McLaughlin Road North (between Holtby Avenue and Brookview Road)	North and South	2.33 m (7.66 ft)	29.77 m ² (320.44 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)

Main Street North (between Nelson Street West and Church Street East)	North and South	3.25 m (10.67 ft)	118.92 m ² (1280 ft ²)	-	-
Queen Street East (between Chapel Street and James Street)	East and West	2.13 m (7 ft)	62.43 m ² (672 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
Rutherford Road South (between Clarence Street and Orenda Road)	North and South	2.33 m (7.66 ft)	22.18 m ² (236.82 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
Steeles Avenue East (between Parkhurst Square and Goreway Drive)	East and West	2.33 m (7.66 ft)	58.11 m ² (625.56 ft ²)	2.39 m (7.85 ft)	21.04 m ² (226.5 ft ²)
<p>¹ An Electronic Variable Message Centre is permitted provided:</p> <ul style="list-style-type: none"> (i) The EVMC shall not contain a flashing message or image; (ii) The EVMC shall not contain copy that is full motion or otherwise gives the appearance of animation of movement; and (iii) Where the message is of other than scrolling script, the frequency of an image change shall not be less than every 10 seconds. 					
<p>² Where a sign is illuminated, the sign shall conform with the following requirements:</p> <ul style="list-style-type: none"> (i) The illumination shall not exceed 5000 nits during the period between sunrise and sunset; (ii) The illumination shall not exceed 300 nits during the period between sunset and sunrise; and (iii) The illumination shall not increase the light levels within 10m of all points of the sign facing by more than 3 lux above the ambient lighting level. 					