



Report
Staff Report
 The Corporation of the City of Brampton
 4/23/2025

Date: 2025-04-16

Subject: **By-law To Amend Sign By-law 399-2002, To Allow Stand For Canada Lawn Signs**

Contact: Peter Bryson, Manager, Enforcement & Bylaw Services

Report number: Legislative Services-2025-341

RECOMMENDATIONS:

1. That the report from Peter Bryson, Manager, Enforcement & By-Law Services to the Committee of Council Meeting of April 23, 2025, re: **By-law To Amend Sign By-law 399-2002, To Allow Stand for Canada Lawn Signs**, be received;
2. That Sign By-law 399-2002, as amended, be further amended to permit Stand For Canada lawn signs on private property from the date of enactment until December 31, 2025, subject to further Council amendment.

OVERVIEW:

- The City of Brampton has taken, and continues to take, a very progressive approach in addressing threats to Canadian made goods and services and is encouraging residents, businesses and municipalities across the country to join Team Canada in its stance against U.S. imposed tariffs.
- The Stand For Canada initiative allows residents, businesses and institutions to place a lawn sign on their property to pledge support for the Canadian economy. The initiative also supports local suppliers in procurement practices, business expansion into new national and global markets and the purchase of Canadian made goods and services.
- Public Notice for this proposed amendment to the Sign By-law was given in accordance with the Procedure By-law.

BACKGROUND:

At its meeting on February 26, 2025, Brampton City Council passed a motion calling for strong reciprocal measures and the creation of a Mayor's Tariff Task Force to support ongoing efforts and plans to build and strengthen market opportunities outside of the U.S.A.

On March 13, 2025 Brampton Mayor Patrick Brown addressed a letter to local government leaders to promote the Stand For Canada campaign designed to encourage local governments across Canada to take a united stand in protecting local interests and foster a stronger more resilient Canadian economy in the face of U.S.A-imposed tariffs.

The Stand For Canada initiative supported by the City of Brampton Council collaborates with federal and provincial governments in championing policies that prioritize Brampton's businesses and workers and ensures that Canada's trade interests are effectively represented.

The Stand For Canada Initiative will allow for property owners to place one Stand For Canada lawn sign on private property as provided for by the official Stand For Canada campaign.

This report addresses the request to amend Sign By-law 399-2002, to allow City residents, business owners and institutions to actively participate in this initiative.

CURRENT SITUATION:

At this time, Sign By-law 399-2002 does not allow and does not provide an exemption for signs such as the Stand For Canada Sign to be displayed. City Council would need to amend the Sign By-law for an exemption to allow this.

Staff recommend that By-law 399-2002, as amended, be further amended by adding the following subsection 8. (28) as follows:

- "8. (28) Signs located on private property which promote the Stand For Canada campaign as provided for by City of Brampton Council and provided:
- (a) The sign shall be provided by the official Stand For Canada campaign;
 - (b) The sign shall be not greater than 0.4m² (4.3ft²) in area;
 - (c) Residential, Agricultural and Institutional zoned properties shall be permitted a maximum of one sign;
 - (d) Commercial and Industrial zoned properties shall be permitted a maximum of one sign for every 50m of street frontage; and
 - (e) The signs shall only be displayed until December 31, 2025.

A Public Notice for this proposed amendment to the Sign By-law has been given in accordance with the Procedure By-law.

Financial Implications:

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

STRATEGIC FOCUS AREA:

- **Growing Urban Centres & Neighbourhoods:** Focusing on an economy that thrives with communities that are strong and connected

CONCLUSION:

This report requests City Council, if deemed to be appropriate and desirable, to amend Sign By-law 399-2002 to exempt Stand For Canada lawn signs from the restrictions and requirements of the by-law and allow residents, business owners and institutions to place the Stand For Canada lawn sign on their private property to show support for the initiative for the duration of the campaign.

Authored by:

Reviewed by:

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Rob Higgs
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Approved by:

Approved by:

Laura Johnston
Commissioner, Legislative Services

Marlon Kallideen
Chief Administrative Officer

Attachments:

- Attachment 1 – Sign By-Law 399-2002 April 23, 2025 - DRAFT