The Corporation of the City of Brampton

By-law

Number 167 2026

To Amend Sign By-law 399-2002, as amended, to include digital billboard signs on Highway 410 and Highway 407

WHEREAS the City has entered into a Dynamic Digital Network Agreement (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 and CN rail lands; and

WHEREAS a previous By-law (85-2024) amended the Sign By-law (399-2002) to allow the City to erect, or cause to be erected, signage on CN overpasses at specified locations throughout the City; and

WHEREAS the Dynamic Digital Network Agreement was drafted in contemplation of expanding the advertising opportunities on two (2) CN property locations along Highway 410 and Highway 407; and

WHEREAS the Corporation has reached an agreement between CN/RCC Media Inc. and a provincial governing body for digital ground highway billboards which requires a further amendment to the Sign By-law 399-2002, as amended.

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:

   1) By deleting sentence (10) of Section 9 EXEMPTIONS FOR SIGNS ON A ROAD RIGHT-OF-WAY, and renumbering sentences (11) and (12) to (10) and (11) accordingly.

   2) By deleting the title of Section 11 "CITY SIGNS ERECTED ON A ROAD RIGHT-OF-WAY" and replacing it with "CITY SIGNS ERECTED ON A ROAD RIGHT-OF-WAY OR RAIL CORRIDOR:

   3) By adding the following new sentence to Section 11 CITY SIGNS ERECTED ON A ROAD-RIGHT-WAY OR RAIL CORRIDOR:

      "(2) Notwithstanding Sections 5.(5) and 5.(9) REGULATIONS AND PROHIBITIONS, the City may erect, or cause to be erected, ground signage and bridge signage in accordance with an Advertising Agreement approved by Council.

      (a) A ground sign may be located on CN Rail lands in proximity to Highway 410 and Highway 407 at the following locations:

i. The west side of Highway 410, 500 m north of Glidden Road;
ii. The north side of Highway 407, 681 m west of Goreway Drive;

(b) All ground signs erected in accordance with an Advertising Agreement approved by Council shall also be subject to the following requirements and restrictions:

i. The distance from the finished grade to the bottom of the sign shall be greater than 2.4 m (7.9 ft);

ii. Schedule A Ground signs shall be single or double faced only and may include a V-shaped configuration having an interior angle between sign faces of not more than 35 degrees;

iii. Where a sign is illuminated, the sign shall conform to the following requirements:

a. The illumination shall not exceed 500 nits during the period between sunrise and sunset;
b. The illumination shall not exceed 300 nits during the period between sunset and sunrise; and
c. The illumination shall not increase the light levels within 10 m of all point of the sign facing by more than 3 lux above the ambient lighting level.

iv. An Electronic Variable Message Centre is permitted provided that:

a. The height of an EVMC sign shall not exceed 21.6m;
b. The maximum area of an EVMC sign shall not exceed 62.5 square metres in area;
c. The EVMC shall not contain a flashing message or image;
d. The EVMC shall not contain copy that is full motion or otherwise gives the appearance of animation or movement; and
e. Where the message is of other than scrolling script, the frequency of an image change shall not be less than every 10 seconds.

v. Applications for ground signs containing and Electronic Variable Message Centre shall have a safety assessment prepared in accordance with the City of Brampton's Public Works Department's Digital Projected Advertising Displays (DPAD) Terms of Reference;

vi. Foundations shall be extended a minimum of 150 mm (6 in) above grade and sloped in order to shed standing water;

vii. Any exposed elements of a sign shall be constructed with or coated in corrosion resistant material.

(c) 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)	East and West	2.13 m (7 ft)	13.66 m^2 (147 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	2.13 m (7 ft)	20.16 m^2 (217 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	2.13 m (7 ft)	20.81 m^2 (224 ft^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	2.13 m (7 ft)	13.66 m^2 (147 ft^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	2.13 m (7 ft)	19.51 m^2 (210 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	2.13 m (7 ft)	16.91 m^2 (182 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	2.13 m (7 ft)	41.62 m^2 (448 ft^2)	2.39 m (7.85 ft)	21.04 m^2 (226.5 ft^2)

[1] An Electronic Variable Message Centre is permitted provided:
(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.

[2] Where a sign is illuminated, the sign shall conform with the following requirements:
(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.

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Enacted and passed this 23rd day of September 2026.

Approved as to form.
2026/09/11
Jason Tamming

Approved as to content.
2026/09/14
Colleen Grant

(Corporate Support Services-2025-930)

Patrick Brown, Mayor

Genevieve Scharback, City Clerk