

BY-LAW NUMBER 29-2022

OF

THE CORPORATION OF THE CITY OF BRANTFORD

Being a By-law to Amend Chapter 478 – Signs –
Outdoor - Other Advertising Devices
City of Brantford Municipal Code

WHEREAS Chapter 478 of the City of Brantford Municipal Code regarding Signs-
Outdoor Other Advertising Devices is enacted by by-law; and

WHEREAS City Council at its meeting held February 22, 2022 adopted the
recommendation of staff to define and regulate digital signs.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF
BRANTFORD HEREBY ENACTS AS FOLLOWS:

1. THAT Section 478.2.9 Digital sign – defined be added and the by-law be
renumbered as necessary to reflect this addition:

478.2.9 “digital Sign” means a sign that uses liquid crystal display (LCD),
light emitting diodes (LED), or other projection screen technology to
display videos, graphics, and/or messages, and may include a billboard,
ground sign, and wall sign and does not include an electronic message
display as defined.

2. THAT Section 478.2.9 Electronic message display - defined be deleted,
renumbered and replaced with:

478.2.10. Electronic message display – defined
“electronic message display” means a sign that displays only text or copy,
which can be electronically changed by remote and/or automatic means,
but does not include a digital sign.

3. THAT Section 478.2.13 be deleted, and replaced with:

478.2.13 Ground sign - defined
“ground sign” means a sign directly supported from the ground without aid
of any other building or structure other than the sign structure, and may
include a digital sign or electronic message display, however shall exclude
any sign otherwise defined in this Chapter including a billboard sign.

4. THAT Section 478.4.13 be deleted, and replaced with:

478.4.13 Illumination – flashing – eight second intervals – permitted
Flashing illumination of signs of less than eight seconds intervals is not permitted. Signs, displays or lighting that is changed in not less than 60 minute intervals is not considered flashing.

5. THAT Section 478.4.14 be deleted, and replaced with:

478.4.14 Illumination - animated - moving - changing message
No electronic message display, digital sign, illuminated sign being electrically animated or having moving parts or message changes is permitted except:

- a) a rotating sign which does not exceed ten revolutions per minute;
- b) a sign having raceway track lighting or a continuous moving message sign, subject to Section 478.4.12;
- c) a digital sign, subject to Section 478.4.12, that meets the following requirements;
 - i. a minimum dwell time (duration that fixed sign copy/image on a digital sign is shown) of 8 seconds,
 - ii. a maximum transition time (duration between fixed frames) of one second,
 - iii. that emits light not exceeding a maximum luminance of 5000 Nits between sunrise and sunset,
 - iv. that emits light not exceeding a maximum luminance of 300 Nits between sunset and sunrise and
 - v. is located no closer than 30m (98.4 ft.) to the nearest traffic signal of an intersection or the nearest signal of a pedestrian crossing, and in the case of a corner lot this distance is measured to the intersection or projected intersection of the two lot lines abutting the streets.

6. THAT Section 478.17.9 be deleted, and replaced with:

478.17.9 Sign – erected – previous

This Chapter does not apply to a sign or advertising device that is lawfully erected or displayed on the day the enabling by-law comes into force,

so long as the sign or advertising device is not in any way substantially altered, provided that the maintenance and repair of the sign or advertising device or a change in a static message displayed shall be deemed not to in itself constitute an alteration. Notwithstanding the foregoing, existing signs that meet the definition of a digital sign shall be subject to the requirements of 478.4.14 c) i to iv inclusive.

7. THAT this By-law comes into force effective immediately.

READ A FIRST TIME: February 22, 2022

READ A SECOND TIME: February 22, 2022

PASSED: February 22, 2022

City Clerk

Mayor