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Date February 26, 2025 **Report No.** 2025-107

To Chair and Members
Economic Development, Tourism & Cultural Initiatives Advisory Committee

From Joe Muto
Director, Economic Development, Tourism & Cultural Initiatives

1.0 Type of Report

Consent Item
Item For Consideration

2.0 Topic Updates to the Public Art Policy (Corporate-035) [Financial Impact: None]

3.0 Recommendation

- A. THAT Report No. 2025-107 regarding Updates to the Public Art Policy (Corporate-035), BE RECEIVED; and
- B. THAT staff BE DIRECTED to amend the Downtown CIP and Greyfields CIP to incorporate Public Art into the existing tax increment grant programs; and
- C. THAT the necessary By-laws to AMEND Corporate Policy-035, Public Art Policy, and Chapter 478 of the Brantford Municipal Code, Signs - Outdoor Other Advertising Devices, BE PRESENTED to City Council for Adoption.

4.0 Background

The strategic goals of the Municipal Cultural Plan (2005) directed staff to create a Public Art Policy, Public Art Subcommittee and Public Art Reserve Fund. The

Public Art Policy (CORPORATE-35) was implemented on January 25, 2010 at the same time as the committee, and the Reserve Fund was created two years later in 2012. The policy should be updated every four years, however the policy has not yet been updated since its original adoption in 2010. Since then, the cultural landscape has changed and this policy is in need of additional terminology and updated framework that increases the amount of opportunities for Public Art in the community and the speed at which staff can implement these projects.

Public Art is supported by the City of Brantford's Municipal Cultural Plan (2014), specifically Goal #5: Create an environment where arts, culture and heritage flourish, enhance civic pride and place, and function as an economic driver for the community. The revised Public Art Policy is attached to this report as Appendix A.

5.0 Analysis

5.1 Temporary Public Art

Public Art, by the current definition, includes pieces that are permanent and immovable, which limit a lot of artworks used in modern placemaking that are not meant to last forever and can be moved. Temporary Public Art refers to artwork that is displayed in public spaces for a limited period of time. Unlike permanent installations, which are meant to stay in one location indefinitely, Temporary Public Art is designed to be transitory, with the exhibition typically lasting from a few days to several months.

This type of art can take various forms, such as sculptures, murals, performances, projections, or interactive installations. The short-term nature of the work allows artists to experiment with different concepts, engage with current social or cultural issues, and offer fresh experiences to the public. Temporary Public Art often encourages engagement, fosters a sense of community, and revitalizes public spaces in unique ways.

Examples include outdoor art festivals, pop-up art exhibits, or temporary installations that interact with specific events, seasons, or local traditions.

Including the definition of Temporary Public Art to the Public Art Policy allows for more flexibility in Public Art installations, which would also permit staff to withdraw funds from the Public Art Reserve Fund for this purpose.

5.2 Murals

Murals are currently administered through the Sign By-law (Chapter 478), which has caused many challenges for implementing City murals and private murals, including adding an additional layer to the City approval process for both internal and external mural projects. Staff recommend removing murals from the Sign By-law, so that murals can rather be governed by the Public Art Policy and managed by the same team who oversees all Public Art initiatives (see Appendix B).

Many comparative municipalities have mural or street art programs, such as Hamilton Street Art Program, StreetArtTO, Main Street Mural Project Guelph, Waterloo Temporary Public Art Collection, Mississauga Mural Program and many more.

Murals, like most Public Art, bring numerous benefits to communities, individuals, and cities alike. Here are some of the key advantages:

- Cultural Expression & Identity;
- Community Engagement & Empowerment;
- Aesthetic and Visual Appeal;
- Economic Benefits;
- Social Connection & Dialogue;
- Activism and Social Change;
- Public Accessibility; and
- Preserving Heritage and History.

Murals in public art collections can enrich urban spaces both aesthetically and culturally, foster community dialogue and engagement, and provide long-term benefits to local economies, social structures, and collective identities. In Fall 2024, three new murals were installed on municipally-owned buildings in downtown Brantford, beautifying our community.



Figure 1 "A Star Over Brantford: Tribute to Phil Hartman" mural is located on the eastern facing wall of the Sanderson Centre for the Performing Arts building.



Figure 2 "The Pages of the Grand River" mural is located on the western facing wall of the main branch of the Brantford Public Library.

All Murals in the City of Brantford that are part of the Public Art Collection will be guided by the following requirements:

- Artwork must be appropriate for display in public places and shall therefore not promote violence, hatred, or contempt against any identifiable person or group distinguished on the basis of colour, race,

ancestry, religion, ethnic origin, sexual orientation, politics, age, language, gender, or disability.

- Artwork shall not be advertising therefore logos, phrases or branding for any business, product, service or private interest should be avoided, unless it is integral to the work.
- Artwork must not incorporate imagery resembling traffic signals or signage and/or any content that may pose a distraction to drivers.

5.2.1 Murals on Private Property

By bringing murals into the Public Art Policy, the City is keeping in line with best practices and creating a more contemporary Public Art landscape. It also allows for more flexibility and creativity for private murals without staff limiting what art can be selected. Murals on private property are not considered part of the Public Art collection, but do contribute to the enhancement and beautification of the community by bringing colour to building walls and streets, and creating unique experiences for residents and visitors to engage with art. Staff want to encourage more murals on privately owned property.

Currently, private businesses must obtain a sign permit in order to install a mural and the artwork must be pre-approved by City staff prior to installation and in keeping with the City's recommended themes of Indigenous, industrial, natural or sports history. It is limiting to artists and the process itself is discouraging for private businesses.

Murals on private property allow homeowners, business owners, or property developers to create a unique aesthetic that reflects personal tastes or brand identity. These murals can transform the appearance of buildings, making them visually striking and aligned with the owner's vision.

A well-executed mural can increase the curb appeal of a private property and, in some cases, boost its market value and brand.

In the updated Public Art Policy, private business owners will not need to apply for a sign permit through the Sign By-law to install a mural. However, failure to comply with the guiding principles

below could result in an offence from a By-law Enforcement officer.

5.2.1.1 Murals on Private Property – Guiding Principles

1. A mural on private property must be maintained for two years.
2. Artwork shall be appropriate for display in public places and shall therefore not promote violence, hatred, or contempt against any identifiable person or group distinguished on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, politics, age, language, gender, or disability.
3. Artwork shall not incorporate imagery resembling traffic signals or signage and/or any content that may pose a distraction to drivers.
4. Artwork shall not be advertising therefore logos, phrases or branding for any business, product, service or private interest should be avoided, unless it is integral to the work and cannot exceed 10% of the mural surface.

If any of the above rules are found to be in violation, the City has the right to issue an offence, fine or the enforce the removal or alteration of the mural.

5.3 Community Improvement Plan

A Community Improvement Plan or CIP is a policy tool used by Ontario municipalities to revitalize areas of a community, pursuant to the *Planning Act* and *Municipal Act*. The purpose of a CIP is to develop and address local needs and priorities, such as affordable housing, tourism, revitalization or main street upgrades. CIPs identify the use a variety of tools, including financial incentives, grants, loans, and zone changes, to encourage development and renovation projects. CIPs can be specific to a neighbourhood or can be City-wide. CIPs are a way for municipalities to stimulate private sector investment and achieve community improvement goals. CIPs can be a powerful policy tool used by municipalities to

facilitate the (re)development, rehabilitation, and/or revitalization of selected areas in a municipality.

The City of Brantford already has a number of CIPs in place. Currently, staff are working toward creating a new program dedicated to public art for both the existing Downtown CIP and the Greyfield CIP. Pending Council's final approval, the new public art program could provide enhanced financial assistance for projects which include temporary public art installations on private buildings in public spaces, specifically for murals. At present, the City has a limited number of walls in the downtown core that are located on municipally-owned buildings. Adding a new public art component to the existing CIPs will help to incentivize public art and inspires the private sector to implement murals and installations in additional spaces not otherwise accessible to the City.

Staff would work with Long Range Planning staff to implement this new program to the existing Downtown and Greyfield CIPs and it is expected this would take about one year to complete. The downtown BIA has been extremely supportive of new public art installations and would welcome this opportunity.

The new public art program would be added to the existing Tax Increment Grants (TIGs) of the Downtown and Greyfield CIPs. City staff recommend this approach because it generates its own funding source. Eligible properties will be those that are already completing significant work, such as adding a new use to a vacant storefront, or building a new addition. When that work is completed, the property value increases, which in turn increases the municipal taxes generated. Through the CIPs the incremental tax increase is awarded as a grant back to the property owner for a period of time to offset the construction expenses. The public art add-on is proposed to provide additional funding to the property owner if they also implement a mural as part of the project.

5.4 Hoarding

Public Art on Hoarding Programs refer to initiatives where temporary art installations or murals are displayed on hoarding structures (the temporary fences or barriers used around construction sites, building renovations, or development areas) to enhance the visual landscape of an area during construction or development. These hoarding structures are often seen as eyesores in urban environments, but transforming them into canvases for

Public Art can help mitigate the negative impact of construction while bringing creative energy to otherwise uninspiring spaces.



Figure 3 An example of public art on hoarding, taken from STEPS a NFP Arts group that promotes and works with developers to facilitate the hoarding process.

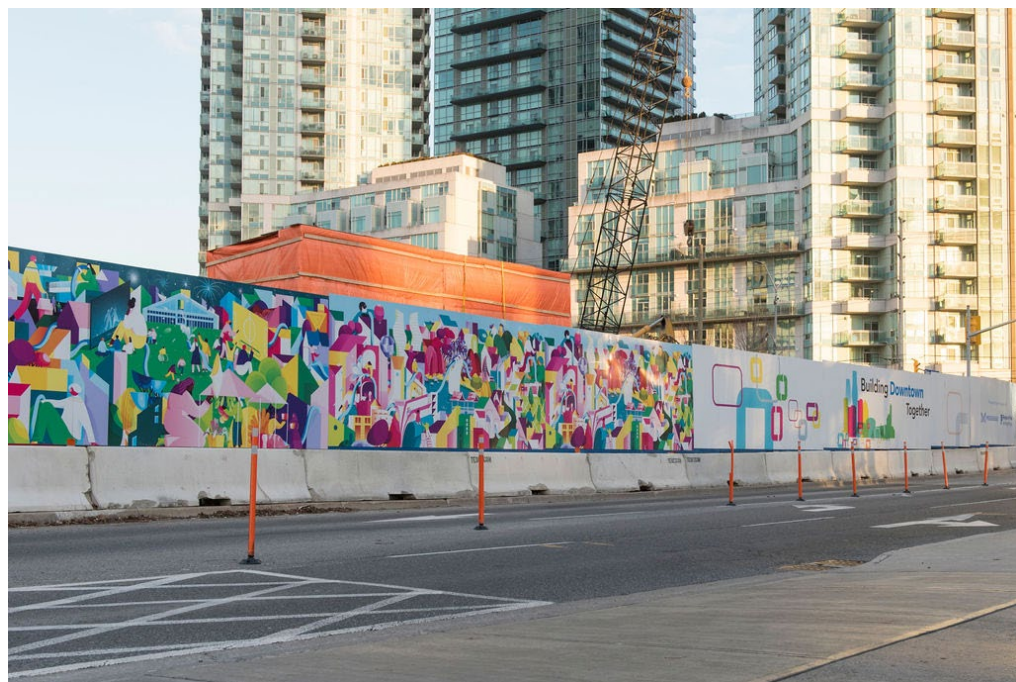


Figure 4 An example of public art on hoarding, taken from the City of Mississauga program examples.



Figure 5 An example of Public Art on soft hoarding, taken from the City of Mississauga program examples.

The City of Brantford is growing and with this the landscape of the City is changing. As the City looks forward, it will become increasingly important to develop 'up' instead of 'out'. Intensification proposed in the downtown core is currently on the rise with multiple developments approved by Council for increased density and mixed use proposals. This combined with recent Council priorities to focus on the revitalization of the downtown core, means that more construction hoarding can be expected in the future. Additionally, the core is facing an increased challenge in graffiti prevention and management. Public Art on Hoarding is a key tool in mitigation and prevention.

This program not only helps to mitigate graffiti, but it also supports local artists, beautifies the City, helps combat negative public reaction to construction projects and creates more vibrancy and art.

City staff will issue a Call for Artists requesting participation in the Public Art on Construction Hoarding Program as often as required. City staff will pay selected artists for their digital design that can be scaled accordingly. When a hoarding permit is applied for, developers will be directed to pick a design from the hoarding database. Each design can be used up to five times before it is 'retired'. City staff will pay the artists for their work and the developer will be responsible to pay for the installation of the artwork on the hoarding, along with installation of the hoarding itself. Currently, the

City only issues 1-2 hoarding permits per year, so city staff expect the costs from this pilot program to be minimal and can be absorbed by current Tourism Operating Budget.

This program will only be implemented if the construction hoarding will be in place for longer than three months as indicated on the hoarding permit.

5.5 Next Steps

The Public Art Reserve grows incrementally at \$35,000 a year. At this rate, the City of Brantford can afford one mural every two years, one contemporary piece every five to ten years or one bronze sculpture every fifteen years. Therefore, staff will be working towards creating a new funding model to ensure the City is supporting, growing and investing in the Public Art Collection. Staff will continue to investigate other opportunities to assist in funding additional art projects.

Other departments beyond Economic Development, Tourism and Cultural Initiatives, are responsible for budgeting for Public Art in applicable capital projects (e.g. new parks, buildings and infrastructure that are publicly accessible.) Staff in other departments are encouraged to loop in the Arts and Culture Coordinator and Manager of Tourism, Culture and Sport as early as possible as facilitating Public Art calls are lengthy processes that include long-lead time for artist applications, artist renderings, fabrication and installation. One year notice is highly recommended.

6.0 Financial Implications

There are no financial implications as result of this report. Any up-front costs to initiate the hoarding program will be covered through the Tourism Division Operating Budget.

7.0 Climate and Environmental Implications

Public Art can have both positive and negative environmental implications. Consideration should be given to the type of paint and materials used in Public Art to limit the impact to soil and water quality. Additionally, waste materials should be recycled wherever possible to limit the amount of waste being sent to the landfill. However, Public Art can be used to promote sustainable living and raise environmental awareness, reaching wide audiences in public spaces.

8.0 Conclusion

Public art plays a critical role in enhancing the urban environment, and this is especially true when it comes to art on hoarding, Temporary Public Art and murals. These forms of Public Art bring creativity and cultural value to spaces that are often seen as temporary, utilitarian, or in transition. Whether through transforming construction sites with murals or integrating temporary art into civic developments, these creative projects offer a variety of benefits to communities, cities, and individuals. These forms of art contribute to beautifying urban spaces, promoting social and cultural engagement, and stimulating economic growth. By incorporating art into construction zones, public developments, and temporary installations, we can create vibrant, dynamic spaces that reflect the diversity and creativity of a community, while enhancing the overall quality of urban life. Whether through improving the aesthetic value of a neighborhood or fostering social dialogue, these art initiatives enrich both the physical and cultural landscape.



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Attachments (if applicable)

Appendix A – Public Art Policy (CORPORATE-35) Amendments

Appendix B – Sign By-law (Chapter 478) Amendments

Copy to:

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required yes no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk yes no

Is the necessary by-law or agreement being sent concurrently to Council? yes no



Policy Manual

Policy Number: CORPORATE—035

Subject: Public Art Policy

Policy Statement:

Purpose / Objective

- Increase the liveability and artistic richness of the municipality by making Public Art a permanent part of our shared environment and a legacy for future generations;
- Provide opportunities for the public to engage with and increase their awareness, appreciation, knowledge and education of Public Art;
- Develop a sense of place, community pride and identity through the creation of new Public Art;
- Integrate art and artists into a variety of public settings;
- Enhance the attractiveness of the city and promote cultural tourism;
- Provide opportunities for artists at all levels and career stages;
- Establish Guiding Principles to direct policy implementation;
- Articulate clear funding mechanisms;
- Provide stewardship for municipal Public Art Collection;
- Ensure that Public Art is included in the planning and design of publicly accessible spaces and projects;
- Ensure that Public Art continues to make the environment visually engaging, while reflecting the City's heritage and cultural diversity;
- Recognize the importance of Public Art;
- Increase public awareness regarding Public Art and the value it brings to the community and area; and
- To demonstrate that Public Art can significantly enhance the City.

Policy Statement Details

The City of Brantford recognizes the value of art in public places that reflects the diversity of our community, provides unique attractions for citizens and visitors, and strengthens community pride. Public Art celebrates our culture, history, people, events and locations while enhancing our economic vibrancy.

Related Policy Guidelines

1.0 Guiding Principles

This Public Art policy will endeavor to ensure that:

1. Public Art is integral to the civic planning and development process.
2. Public Art is accessible to all citizens by providing opportunities for participation that are equitable and inclusive.
3. Cultural links are created through the promotion of opportunities for community development, community engagement and community partnerships.

The significance of Public Art in community life is demonstrated by:

1. A wide variety of creative expression, art practice and artwork is encouraged, developed and considered for Public Art.
2. Excellence, quality and innovation are encouraged.
3. Adequate resources are developed and available to preserve existing and create new Public Art.

2.0 Definition of Public Art

“Public Art” is art that is acquired by the City of Brantford and displayed in municipally owned public space, or a public space. Public Art may include, but is not limited to:

- Sculptures;
- Murals;
- Memorials, monuments or artefacts (e.g. Cenotaph/Brant War Memorial, the Bell Memorial);
- Fountains or water features that that are made by, or in partnership with, an artist and contribute aesthetically to their surroundings;
- Special engineering or architectural features of new and existing capital projects, that are in collaboration with an artist, that contribute aesthetically to their surroundings; or
- Art installations, which are temporary in nature, ranging from a few hours up to 10 years. This can be by artistic design, scope of the project or program or temporarily created for a commemorative or celebratory nature.

Public Art may be integrated into the design of the site, buildings and landscapes in publicly accessible and visible areas of a site. These areas can include the walls, floors and ceilings or other publicly accessible open space such as plazas, forecourts, courtyards, colonnades or setbacks. When integrated, Public Art must retain an interpretative aspect, as determined by the commissioned artist, and not be a mere extension of the design of the architecture, landscape architecture or interior design of the new development.

Other Definitions

Accession is to make a formal record of an addition to a collection.

Acquisition is the acquiring of Public Art through commission, purchase, donation, gift or bequest

Artist is someone who: is recognized as a professional practicing artist by other artists working in the same field; has completed basic training (formal or informal) in their field; spends a significant amount of time practicing their art; and seeks payment for their work. A Professional Artist is a person who is critically recognized as an artist; he or she possesses skill, training and/or experience in an artistic discipline, is active in and committed to his or her art practice and has a history of public presentation. Is recognized as a professional by his or her peers (artists working in the same artistic tradition) is committed to devoting more time to artistic activity, if possible financially has a history of public presentation or publication.

Artist Mentorship is an opportunity for an emerging artist to work with an established artist, on a project relevant to their area of work and interest.

Artist's Moral Rights include the right to the integrity of the work in regard to associations or modifications. They include the right to be associated with the work as its author by name, pseudonym or the right to remain anonymous. Moral Rights are non-transferable and endure even after copyright has been assigned. The rights may be waived by the artist agreeing to not exercise them in whole or in part.

Examples of violation of Moral Rights may include:

- Changing the colour of the artwork or adorning it with additional elements; and
- An act or omission performed on the artwork that affects the honour or reputation of the artist.

Community Improvement Plan is a provincial designation that allows Public Funds to be used on Private lands for the betterment of the community in publicly accessible spaces. A Community Improvement Plan enables the City to work with commercial and industrial property owners, and business tenants of such properties, to enhance building facades and improve exterior spaces that serve a business purpose. To qualify for funding, eligible improvements must be visible from a public street, public laneway or publicly-accessed private laneway. Eligible improvements of a cultural nature could be murals and wall art fixtures.

Conservation focuses on protection and care of cultural property, including artworks, architecture, archaeology, and museum collections. Conservation activities include preventive conservation, examination, documentation, research, treatment, and education.

Copyright grants the author of a work the sole right to reproduce, distribute, display, and alter their works of art. It expires 50 years after the artist's death. It may be assigned or licensed to another individual or institution and/or it may be assigned exclusively or jointly. Copyright also extends to the use of images of the artwork for promotional or educational purposes.

Creative Place making is a practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for

change, growth and transformation in a way that also builds character and quality of place.

De-accession is the formal process to permanently remove an object from the Public Art Collection.

Emerging Artist is an artist in the early years of their career that may have had some previous professional exhibitions, commissions, presentations or installations.

Municipally owned public space is considered to be any area frequented by the general public that is owned, maintained, operated or occupied by the City of Brantford. Municipally owned public space includes, but is not limited to, parks, road allowances, tunnels, boulevards, streets, courtyards, squares and bridges, as well as building exteriors, foyers, concourses and significant interior public areas of municipal buildings.

Mural is a design or work of art applied directly to a wall or building façade either painted or on affixed panels for the purpose of artistic expression, decoration, and Public Art.

Preventive Conservation any actions taken to minimize or slow the rate of deterioration and to prevent damage to collections; this includes activities such as risk assessment, development and implementation.

Private Property is any property, building or structure in the municipality not owned or managed by the City of Brantford.

Privately Owned and Publicly Accessible is any outdoor space accessible to the general public that is private property such as courtyards, entrance plazas, forecourts, lanes, etc.

Privately Owned and Visible to the Public is private property and features such as building facades, retaining walls and fences that are visible from a public place and contribute to the character of the adjacent public place.

Public Art Collection shall be defined as the works of Public Art belonging to the Corporation of the City of Brantford and held in trust for the People of Brantford.

Public Art Installations shall be defined as works that are created to last 10 years or less.

Public Art on Construction hoarding is defined as temporary Public Art (e.g. wraps) on construction boarding.

Public Space is defined herein as any space on or within City property accessible to the general public, or any space that is accessible to the general public and approved by the City as a viable Public Art project site.

Restoration is returning something to an earlier and usually better condition.

Taking steps to restore or preserve the artwork would not be included as long as this work is performed in good faith. Also, changing the location of the work does not generally constitute a violation, but in the case of works of Public Art, the exact siting may be considered part of the work.

Temporary Public Art is an original artwork that lasts or is designed to last for a limited time, normally a few hours to under 10 years.

Work of Art is a work in any media created by one or more Artists

For the purpose of this policy, Public Art does not include:

- Directional elements such as signage or colour coding, except where these elements are integral parts of an original work of art;
- Art objects which are mass-produced of standard design such as playground equipment, benches or statuary objects;
- Landscape architecture and landscape gardening except where these elements are an integral part of the original work of art, or are the result of collaboration among design professionals including at least one artist;
- Temporary artwork that does not meet the definition of Public Art for example;
 - aesthetic additions to offices spaces or City buildings;
 - mass produced reproductions artwork;
 - Easily movable art works (i.e. paintings, drawings, models and books) that are not part of an acquisition to the Public Art Collection;
 - Plaques and directional elements, such as super graphics, signage or colour coding, except where these elements are integral parts of the original work of art;
 - Commemorations that are not created by an artist and/or sited in public space; municipally owned museum, archival, or corporate art collections; or;
- Art works not owned or acquired by the City of Brantford but displayed on municipal property through an agreement with the owner of the art;
- Art that is located in City facilities that are leased or licensed to a third party (e.g. the Bell Homestead, Canadian Military Heritage Museum, Glenhyrst Art Gallery etc.);
- Archaeological materials;
- Weapons of War and War Trophies (e.g. Cannons);
- Art that is part of a beautification project or community art project;
- Art that is associated with or derived from school programs or art programs that are offered at City facilities;
- Art that is personally owned by a member of Council or an employee that is brought into City-owned work spaces;
- Donations of a tree or bench to a City park as a tribute to an individual or organization; and
- Art that is associated with or designed for auction or fundraising initiatives by external organizations.

3.0 Funding for Public Art

Public Art is funded through an annual transfer to the Public Art Reserve. The Public Art Reserve funds new acquisitions, Public Art education and major maintenance that

exceeds the Corporation's annual operating budget for preventative conservation and minor restoration.

Other departments beyond Economic Development, Tourism and Cultural Initiatives, are responsible for budgeting for Public Art in applicable capital projects (e.g. new parks, buildings and infrastructure that are publicly accessible). It is strongly advised that Public Art be incorporated into all major renovations and City improvement projects.

4.0 Murals

All Murals in the City of Brantford will be guided by the following requirements:

- Artwork must be appropriate for display in public places and shall therefore not promote violence, hatred, or contempt against any identifiable person or group distinguished on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, politics, age, language, gender, or disability.
- Artwork shall not be advertising therefore logos, phrases or branding for any business, product, service or private interest should be avoided, unless it is integral to the work.
- Artwork must not incorporate imagery resembling traffic signals or signage and/or any content that may pose a distraction to drivers.

4.1 Murals on Private Property

Murals on private property are not considered part of the Public Art collection, but do contribute to the enhancement and beautification of the community by bringing colour to building walls and streets, and creating unique experiences for residents and tourists to engage with art.

All private murals in the City of Brantford will be guided by the following requirements:

- A mural on private property must be maintained for two years.
- Artwork must be appropriate for display in public places and shall therefore not promote violence, hatred, or contempt against any identifiable person or group distinguished on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, politics, age, language, gender, or disability.
- Artwork must not incorporate imagery resembling traffic signals or signage, or advertising and/or any content that may pose a distraction to drivers.
- If any of the above rules found to be violated, by-law has the right to issue a ticket, fine or the enforce the removal or alteration of the mural.

5.0 Public Art on Construction Hoarding

Public Art on Hoarding Programs refer to initiatives where temporary art installations or murals are displayed on hoarding structures (the temporary fences or barriers used around construction sites, building renovations, or development areas) to enhance the visual landscape of an area during construction or development.

City staff will issue a Call for Artists requesting participation in the Public Art on Construction Hoarding Program as often as required. City staff will pay selected artists for their digital design that can be scaled accordingly. When a hoarding permit is applied for, developers will be directed to pick a design from the hoarding database. Each design can be used up to five times before it is 'retired'. City staff will pay the artists for their work and the developer will be responsible to pay for the print and installation of the artwork on the hoarding, along with installation of the hoarding itself.

This program will only be implemented if the construction hoarding will be in place for longer than three months as indicated on the hoarding permit.

6.0 Community Improvement Plan

Public art can be funded by a variety of means, including the use of Community Improvement Plans.

7.0 Acquisition of Public Art

The City of Brantford may acquire Public Art through selection and purchase, commission, loan or donation.

When the City commissions a work of art, the artist selection process, acquisition criteria, schedule, budget, technical requirements, the art objectives unique to the circumstances, site characteristics and context are defined through the Public Art Program and approved by the City Staff.

- i. The process for the selection of Public Art should:
- ii. attract Professional Artists from a variety of artistic disciplines;
- iii. be meaningful, fair and equitable;
- iv. encourage opportunities for learning, participation, and experimentation in arts and culture; and
- v. incorporate and integrate Public Art into the planning, design, and execution of selected civic development projects.

Public Art shall be selected on merit through a process informed by expertise and community input.

Proposals for the acquisition of Public Art shall be solicited through

- i. Call for Artists Submissions (open competition);
- ii. Invited Competition; or
- iii. Direct Award.

The final selection shall be chosen by way of a jurying process coordinated by City staff and may be comprised of members from:

- Public Art Subcommittee (PAS);
 - Representatives from the project team (design consultants);
 - Art and design professional(s) and/or community member(s) with relevant expertise and interest; or
 - City staff or external advisors selected for specific technical or cultural expertise.*
- *No City staff (with the exception above) or Council Members will act as voting members of the jury.

8.0 Role of Public Art Subcommittee (PAS)

The PAS will be responsible for:

- promoting awareness and understanding of the benefits of art in public spaces;
- providing guidance and advice to the staff of the City of Brantford and Brantford City Council regarding the type and location of Public Art;
- assisting with the selection of Public Art;
- recommending any changes and/or additions to the evaluation criteria for section of Public Art, as required; and
- working with City of Brantford staff to identify potential sites and projects for future Public Art installations.

The selection of Public Art is a consultative process involving many different partners.

- The PAS will advise City Council on the implementation of the Public Art Policy through the EDT&CI Advisory Committee.
- The PAS will consist of a maximum of seven (7), and a minimum of five (5), members selected from the community and appointed by the EDT&CI Advisory Committee and staff. No council member will sit on the PAS.
- At least four (4) members shall have professional experience related to at least one of the following disciplines: urban planners, landscape architects, architects, visual artists, art historians, art administrators, educators, curators, visual arts consultants, developers, civil engineers, art critics/writers, heritage professionals, literary artists, performing artists, or cognate disciplines.
- Members of PAS should demonstrate significant knowledge in the field of Public Art and be familiar with the Brantford community.
- A member of the EDT&CI Advisory Committee will chair the subcommittee and will be appointed every four years, or more often, if required.

9.0 Gifts, Awards and Donations of Art

Gifts, donations and bequests of art shall be reviewed by City staff before being presented to the PAS to assess artistic merit, site suitability and context, durability and maintenance requirements, financial implications and public safety prior to any acquisition or installation as Public Art.

City Council, PAS, and/or the Economic Development, Tourism & Cultural Initiatives (EDT&CI) Advisory Committee may decline to consider or accept any gift, bequest or donation of art in their sole discretion with recommendations provided by the municipal staff.

The City's Gifts and Donations – External Acquisitions Policy provides that all items that have been donated to the City and being considered for de-accessioning must be approved by City Council.

10.0 Deaccessioning of Public Art

The City of Brantford has the right and responsibility to deaccession Public Art. All reasonable efforts shall be made to resolve problems or re-site the Public Art, in consultation with the artist and/or donor, where appropriate. Reasons for deaccession include, but are not limited to:

- i. endangerment of public safety;
- ii. excessive repair, maintenance or irreparable damage;
- iii. inaccessibility;
- iv. site redevelopment;
- v. does not meet the definition of Public Art per the Public Art Policy; and/or
- vi. is not within the definition of the Public Art portfolio.

11.0 Implementation

The implementation of the Public Art Policy will be coordinated by Economic Development, Tourism & Cultural Initiatives Department staff. This department also coordinates the artist calls either independently or in partnership with third party organizations (e.g. Glenhyrst Art Gallery of Brant, Mural Routes, or STEPS Public Art to name a few).

City staff manages the artist agreement from concept to completion for art commissioned for the Public Art Collection. This may include overseeing the technical review, safety, fabrication, permit approvals, installation, final inspection, formal acceptance and long-term maintenance.

Staff responsibilities will include, but will not be limited to:

- facilitating PAS regular meetings, circulating information, providing guidance, arranging for the recording of minutes;
- recommending to Brantford City Council an annual budget through the budget process;
- establishing and maintaining the Public Art Collection;
- coordinating preventative conservation and/or restoration of the City of Brantford's Public Art collection, as required; and
- investigating Federal, Provincial, or other sources of funding to promote Public Art in Brantford.

A staff member will work in conjunction with PAS for artwork selection and ongoing, long-term Public Art planning including site selection and maintenance.

Brantford’s City Council will be responsible for:

- approving the Public Art Policy;
- acting as an ambassador for the promotion of Public Art in Brantford;
- approving any changes to the Public Art Policy, as required;
- receiving recommendations concerning the acquisition, loan, or deaccession of Public Art;
- authorizing expenditures from the Public Art Reserve Fund;
- approving the annual Public Art budget; and
- approving applicable by-laws and related policies that support the Public Art program.

<p>Date of Enactment: (Month, Day, Year)</p>	<p>Related by By-law Number/ Staff Report Number: Report Numbers</p>
<p>Review Date: (Month, Day, Year)</p> <p>Amendment Dates: (Month, Day, Year)</p>	<p>Department Responsible for Review: Name of Department</p>
<p>Date of Next Review: (Month, Day, Year)</p>	<p>Applicable Legislation/ Legislative Authority: Legislation Title</p>

PROPERTY MAINTENANCE

Chapter 478 SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

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**Article 1
SHORT TITLE**

478.1.1 Citation

This Chapter shall be known as the “Sign By-law.”

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

Article 2 INTERPRETATION

478.2.1 Awning – defined

“awning” means a temporary shelter or roof like projection consisting entirely or mainly of non-rigid materials, but may have a support frame.

478.2.2 Banner sign - defined

“banner sign” means a sign of non-rigid material displaying a message in words or symbols, but shall not include a flag.

478.2.3 Billboard sign - defined

“billboard sign” means a non-accessory sign displaying third party advertising.

478.2.4 Building face - defined

“building face” means the total area of a building between the finished surface of the ground and the eaves of any architectural elevation.

478.2.5 Canopy - defined

“canopy” means any roof-like structure projecting more than 0.3 m (12 in) from the face of a building, having a rigid frame, and being attached to said building in such manner as not to become an integral part thereof but does not include collapsible or fixed awnings or balconies.

478.2.6 Chief Building Official - defined

“Chief Building Official” means the person who may, from time to time, be appointed by Council to the position of Chief Building official in conformity with the provisions of the *Building Code Act, 1992*, and/or their designate for the purposes of administering this Bylaw. Bylaw 148-2024, 29 October, 2024

478.2.7 City - defined

“City” means The Corporation of the City of Brantford.

478.2.8 Election sign - defined

“election sign” means any image, words, sign, picture, notice, visual medium or device which is used by or on behalf of a political party, Registered Third Party - Election, or a candidate for any federal, provincial or municipal election. By-law 44-2018, 27 March, 2018.

478.2.9 Digital sign – defined

“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. By-law 29-2022, 22 February 2022

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. By-law 60-2012, 18 June, 2012; By-law 29-2022, 22 February 2022

478.2.11 Erect – defined

“erect” means anything done in the installation of any sign.

478.2.12 Essential service - defined

“essential service” means hospitals, hotels, motels, hostels, restaurants, food stores, drug stores, parking lots and motor vehicle service stations.

478.2.13 Flag - defined

“flag” means a piece of cloth or similar material, usually oblong and bearing various devices and colours to designate a nation, province, organization, etc. and commonly attached to a pole or halyard, but does not include a banner.

478.2.14 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. By-law 29-2022, 22 February 2022

478.2.15 Height of sign - defined

“height of sign” means the vertical distance measured from the highest point of the sign to immediately below such sign and support structure.

478.2.16 Industrial mall – defined

“industrial mall” means a lot and a building or structure, or portion thereof, or group of buildings designed, developed and managed as a unit in which each building contains two or more suites or spaces each for separate occupancy by a permitted use for which common loading and parking facilities and other common services may be provided.

478.2.17 Lot frontage – defined

“lot frontage” means that side or limit of the lot that abuts directly on a street or highway. By-law 122-91, 2 July, 1991.

478.2.18 Mural – defined

~~Repealed: By-law XX-2025, 25 March, 2025~~

~~“mural” means a painting, illustration or decoration applied to an exterior wall of a building that does not identify or advertise any business, enterprise, organization, product or service. By law 45-2000, 27 March, 2000.~~

478.2.19 Non-accessory – defined

“non-accessory” means a sign that advertises goods, products, services

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

or facilities that are not necessarily available at the location where the sign is situated or that directs persons to a location different from that where the sign is located.

478.2.20 Officer - defined

“Officer” means a Municipal Law Enforcement Officer appointed under any federal or provincial statute or regulation or City by-law or any other person assigned or appointed by Council of the City to administer or enforce this By-law and includes a person employed by the City whose duties are to enforce this By-law. Bylaw 148-2024, 29 October, 2024

478.2.21 Portable sign – defined

“portable sign” means any sign or other advertising device which is not permanently erected, has no foundation, and is not permanently attached to a building or structure; and includes a mobile sign, the type of sign commonly known as a “sandwich-board,” and any airborne device tethered to any building, structure, vehicle or other anchor.

478.2.22 Public information sign – defined

“public information sign” means any of the following signs:

- a) signs erected by or for a government agency;
- b) signs designating a public or private hospital, a church, a primary or secondary school (other than a nursery school), within the meaning of the *Education Act*, a public library, a service club, a community centre, arena or other public, government or institutional use;
- c) signs erected in parks, stadia or playgrounds including those for use as scoreboards or timers;
- d) signs located at or near entrances to new subdivisions or land under development or redevelopment which provide an adequate portrayal of the zoning and land uses permitted in the various parts of the subdivision land under development or redevelopment, and all adjacent properties, and any other sign required under a subdivision or development agreement provided such signs are approved by the Director of Planning and carry no advertising other than the name of the subdivision or development, the owners, builders, utilities, consultants and real estate agents and provided the sign area is not more than 20.0 sq m (215 sq ft);
- e) non-illuminated signs located on the entrance gates, columns or walls in front of a building or project provided total sign area per gate or entrance is not over 1.2 sqm (13 sq ft) and provided such signs carry no advertising other than the address and name or logo of the building or project;
- f) signs designating fire routes.

478.2.23 Registered Third Party – Election – defined

“Registered Third Party – Election” means, in relation to an election in a municipality, an individual, corporation or trade union that is registered with

the City Clerk responsible for the conduct of an election. By-law 44-2018, 27 March, 2018.

478.2.24 Roof sign - defined

“roof sign” means any sign, other than an airborne device tethered to a building, which is located entirely on or above the main roof of a building or located entirely on the top of or above the parapet of a building.

478.2.25 Shopping centre or plaza - defined

“shopping centre or plaza” means a lot or lots, and building or buildings containing at least three individual commercial uses, designed, developed, and a managed as a comprehensive development for which common loading spaces, parking areas, landscaping areas, and other common facilities may be provided, and which is held in single or multiple ownership and where it is held in multiple ownership of more than one lot, the total area of the properties shall be deemed to be a lot for the regulations of this Chapter. By-law 122-91, 2 July, 1991.

478.2.26 Sign - defined

“sign” includes any device located outside of any building which identifies or advertises any business, enterprise, organization or project, product or service, including all parts of such device including frames but excluding supporting structures, located on any premises by means of painting on or attaching bills, letters, numerals, pictorial matter or electric or other devices in such a way as to be visible to the public. A sign also includes any airborne device tethered to any building, structure, vehicle or other anchor and an announcement, notice, directional matter, name, declaration, demonstration, display, ~~mural~~ or insignia (monuments, grave stones and tree dedication markers are not considered signs). By-law 122-91, 2 July, 1991; By-law 45-2000, 27 March, 2000. [By-law XX-2025, 25 March, 2025.](#)

478.2.27 Sign area - defined

“sign area” means the area within the entire outer perimeter, including cutouts, if any, and including all visible faces used for sign purposes, but not including the thickness of the sign where same is 400 mm (15.74 in) or less and is not used for message purposes. Where a sign is not bounded or enclosed within a distinct frame, the area shall be that of a rectangle, circle or other simple geometrical shape containing all letters, symbols and devices on the sign.

478.2.28 Sign permit - defined

“sign permit” means a permit issued by the City of Brantford’s Chief Building Official pursuant to the provisions of this Chapter.

478.2.29 Street – defined

“street” means a highway, as defined in the *Highway Traffic Act*, but does not include a private lane or unopened road allowance.

478.2.30 Street line – defined

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

“street line” means the property line or common boundary between a property or lot and a street and in the case of a corner lot means both such lines produced to their point of intersection.

478.2.31 Temporary personal sign – defined

“temporary personal sign” means a ground sign or advertising device, not permanently erected, without foundations, and is not affixed to any other structure, having a sign area not greater than 3.0 sq m (32.2 sq ft) per face on a single sign board, a height not greater than 2.5 m (8.2 ft), is not illuminated either internally or externally, which is located on a property used for residential use and which sign is used for a personal announcement or congratulatory message. A temporary personal sign shall be located on the property for not longer than three days and there shall not be more than one such sign on any one property at the same time.

478.2.32 Third party advertising – defined

“third party advertising” means advertising which directs attention to products sold or services provided which cannot be considered as the principal product sold or service provided on the premises at which the sign is located. By-law 122-91, 2 July, 1991.

478.2.33 Utility pole – defined

“utility pole” means a pole located within a public road allowance and erected for the purpose of the transmission of electric energy, telecommunications, or street lighting. Without limiting the generality of the foregoing, other posts or barriers erected within road allowances and used solely for traffic control purposes or for displaying traffic information are not utility poles for purposes of this Chapter. By-law 178-95, 11 December, 1995.

478.2.34 Wall sign - defined

“wall sign” means any sign attached to and supported by a wall of a building, or attached to and supported by the face of a parapet of a building, or which is painted on such wall and/or parapet and includes a sign painted or mounted on a canopy or awning, and includes the type of signs known as fascia sign and building sign.

478.2.35 Zone - defined

“zone” means any area of land for which specific uses and development standards are prescribed by the City of Brantford Zoning By-law 160-90, as amended, and “zoned” shall be construed accordingly. By-law 122-91, 2 July, 1991.

478.2.36 Interpretation - private property rights

Neither the provisions of this Chapter nor the granting of any permit under the authority of this Chapter are intended to or shall have the effect of granting a licence, interest, or any property or other right to any person in respect of the lands and premises on which any sign is to be erected. By-law 95-96, 6 August, 1996.

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

Article 3 PERMIT - NOT REQUIRED

478.3.1 Sign - statutes - by-laws - regulations - compliance

Despite Section 478.4.2 of this Chapter, but subject to the requirements of any other applicable statutes, by-laws, or regulations, the signs set out in this Article do not require a sign permit from the Chief Building Official, but shall comply with all other requirements of this Chapter and the Ontario Building Code, as amended.

478.3.2 Government sign

Signs erected by or for any federal, provincial, county or local municipal government do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.3 Public information sign

Public information signs as defined do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.4 Regulatory sign - safety - on private property

A sign not exceeding 0.75 sq. m (8 sq. ft.) in area per face indicating no trespassing, safety, caution or any other regulatory sign, including entrance, exit, parking or traffic signs on private property do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.5 Information sign - address - name of occupant – size

A sign not exceeding 0.14 sq. m (1.5 sq. ft.) in area per face indicating the name and address of the owner or occupant of the premises on which the sign is located, or the name of the land or premises or both does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.6 Information sign - professional occupant – size

A sign not exceeding 0.56 sq. m (6 sq. ft.) indicating the name and profession of a physician, dentist, chiropractor or other professional person having his/her office and/or residence on the lot on which the sign is located, provided such occupancy and land use is permissible under the zoning by-laws and other land-use regulations in effect in the City does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.7 Bed and breakfast sign - owner - occupied dwelling unit

A sign not exceeding 0.15 m (.5 ft.) by 0.46 m (1.5 ft.) indicating a home occupation or a bed and breakfast establishment conducted at an owner-occupied dwelling unit provided such use is permissible under the zoning by-laws and other land-use regulations in effect in the City does not require a permit provided the requirements of Section 478.3.1

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

are met.

478.3.8 Real estate sign - non-illuminated - maximum size

A non-illuminated real estate point of sale sign advertising the sale or lease of a building or property, provided that such sign does not exceed 1.2 sq m (12.9 sq ft) in area per face where on land zoned for single-detached dwellings and semi-detached dwellings, and is actually located on such building or property does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.9 Real estate sign - one per property – exception

Only one real estate sign shall be allowed on a property except in the case of a corner lot or through lot where one sign per street frontage is allowed does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.10 Contractor’s portable sign - non-illuminated

A non-illuminated contractor’s portable sign, advertising the construction or renovation of a building, provided that such sign does not exceed 1.2 sq m (12.9 sq ft) in area per face and height not greater than 1.25 m (13.5 ft) and is actually located on the property where the work is being performed and only during the period of such work does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.11 Vehicle - sign - lettering - use limitation

Signs or lettering attached to or painted directly upon any vehicle, trailer or cycle, provided such vehicle, trailer or cycle is not being used mainly for sign purposes and being stored at any location where a portable sign would otherwise not be permitted does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.12 Seasonal produce sign - agricultural - maximum size

A sign having a maximum sign area of 3.0 sq m (32 sq ft) per face advertising the sale of seasonal produce from the agricultural land on which they were grown, during the appropriate growing season for the produce advertised does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.13 Christmas tree sign - maximum size - allocation

A sign having a maximum sign area of 3.0 sq m (32 sq ft) per face advertising the sale of Christmas trees, in season, on land zoned by the City for such use does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.14 Election sign

Election signs as defined (see Article 5) do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.15 Development sign - non-illuminated - size - duration

A non-illuminated sign not exceeding 6.0 sq m (64.5 sq ft) per face in area stating the name of the building or project to be built on the property on which the sign is located and stating names and addresses of the owners, agents, contractors, utilities and consultants, provided that such sign shall be removed within six months of first occupancy and provided the locations of such signs are approved by the Chief Building Official does not require a permit provided the requirements of Section 478.3.1 are met.

478.3.16 Construction sign - duration - approved

Signs erected on any construction project after construction has commenced provided that such signs must be removed within six months of the first occupancy of the building under construction and provided the locations of such signs are approved by the Chief Building Official do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.17 Personal sign - temporary

Temporary personal signs as defined do not require a permit provided the requirements of Section 478.3.1 are met.

478.3.18 Banner sign - temporary - location - restriction

Temporary banner signs located on land zoned for commercial and industrial uses do not require a permit provided the requirements of Section 478.3.1 are met. By-law 122-91, 2 July, 1991.

478.3.19 Garage sale sign - temporary

Temporary signs erected for the sole purpose of advertising a garage sale for which a licence has been issued pursuant to Chapter 352 [The City of Brantford Municipal Code] do not require a permit, even if such signs are located on a utility pole, but all other requirements of this Chapter (including the requirements of Sections 478.4.6(a), (b), and (c)) shall continue to apply to such signs. Despite the foregoing, Sections 478.4.7(b) and (c) shall not apply to a sign erected for the sole purpose of advertising a garage sale which has been affixed to a utility pole, but the holder of the garage sale licence shall instead:

- a) remove such signs within twenty-four hours of the completion of the applicable garage sale; and
- b) include in legible writing on the face of the sign the licence number under which the garage sale is being held. By-law 178-95, 11 December, 1995.

478.3.20 Sandwich board - sign

Sandwich board signs may be placed in the untraveled port of a public road allowance, without a permit, subject to the regulations of Section 478.11.19 and provided that the requirements of Section 478.3.1 are met. By-law 59-99, 12 April, 1999.

Article 4
GENERAL PROHIBITIONS

478.4.1 Sign - non-conforming - prohibited

No person shall erect or permit to be erected, or allow to remain on land or buildings owned, rented or leased or occupied by them, any sign in the City of Brantford other than in accordance with the provisions of this Chapter.

478.4.2 Erection - alteration - without permit - prohibited

Except as provided in Article 3 no person shall erect or structurally alter any sign in the City of Brantford without first obtaining a sign permit from the Chief Building Official. By-law 122-91, 2 July, 1991.

478.4.3 Sign - on road allowance - prohibited exceptions

No sign shall be erected on any road allowance except as may be expressly permitted in this Chapter. By-law 178-95, 11 December, 1995.

478.4.4 Sign - on road allowance - government - Bell

Signs erected by or for the federal government, the provincial government, a municipal Council, Brantford Power Inc., the Grand Erie District School Board, the Brant Haldimand-Norfolk Catholic District School Board may be erected on any road allowance, including utility poles. Signs erected by or for Bell Canada may be erected within any road allowance on any pole owned by Bell Canada.

478.4.5 Sign - on road allowance - transit

The City of Brantford Public Works shall be entitled to erect and to grant permission to other persons to erect transit shelter and bench signs within road allowances. By-law 60-2012, 18 June, 2012.

478.4.6 Sign - on road allowance - permit requirements

Any person shall be entitled to obtain a sign permit to erect a sign to be attached to a utility pole located within a road allowance, upon the following conditions:

- a) the proposed sign shall otherwise comply with all requirements of this Chapter and the requirements of any other applicable law;
- b) the proposed sign and its location shall not be a hazard to pedestrian or vehicular traffic travelling within the road allowance;
- c) the proposed sign shall not exceed 0.09 sq m (.96 sq ft) in size.

478.4.7 Sign - on utility pole - means of attaching - removal

Any person, other than a government or other person listed in Section 478.4.4, who erects a sign on a utility pole:

- a) shall not use any metal nail, staple or any other fastening device to attach the sign, but shall only use adhesive tape materials to attach the sign to the pole;
- b) shall remove the sign not later than twenty-eight days from the date on which the applicable permit was issued;
- c) shall include in legible writing on the face of the sign the permit number under which the sign was erected; and
- d) shall ensure that the entire surface area of the sign is securely taped down so that no portion of the sign projects out from the pole. By-law 178-95, 11 December, 1995.

478.4.8 Obstruction - confusing - hazardous - prohibited

A sign shall not be erected, operated, used or maintained if its position, shape, colour, format or illumination obstructs the view of or may be confused with an official traffic sign, signal or device, or other official sign, or otherwise poses a potential hazard to traffic.

478.4.9 Light - flashing - misleading - prohibited

A sign shall not be erected, operated, used or maintained if it displays lights which may be mistaken for the flashing lights customarily associated with danger or with those used by police, fire, ambulance or other emergency vehicles.

478.4.10 Illumination - in residential area - hours visible

Every illuminated sign which is visible from within habitable living space contained in a dwelling in a residential zone shall have its illumination extinguished by 2300 hours each day, and shall not be relighted before 0700 hours of the morning of the following day.

478.4.11 Illumination - essential - visible while open

Despite Section 478.4.10 of this Chapter, illuminated signs designating essential services may remain lighted so long as such establishments are open for service to the public.

478.4.12 Illumination - flashing - distance from residential zone

No flashing illumination of signs shall be permitted within 40 m (131.2 ft) of any residential zone, except where the construction of the building or structure upon which the sign is erected is such that any such sign is not visible from such residential zone.

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. By-law 122-91, 2 July, 1991; By-law 29-2022, 22 February 2022

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.

By-law 29-2022, 22 February 2022

478.4.15 Traffic sign - not official - prohibited - exception

No sign which attempts or purports to direct the movement of traffic on highways, other than entrance or exit signs or any other sign erected by or for a federal, provincial, county or local municipal government is permitted.

478.4.16 Obstruction - fire escape - door - window - prohibited

No sign shall be located so as to obstruct or impede any fire escape, fire exit, door, window, hatchway, skylight, flue or air intake or exhaust or so as to prevent or impede the free access of emergency personnel to any part of a building, including fire department Siamese connections and fire hydrants.

478.4.17 Projection - over - sidewalk - vertical clearance

No sign, light fixture or other device used for advertising purposes, including a canopy or awning, which projects more than 75 mm (3 in) over a bicycle pathway, sidewalk, or other pedestrian walkway located on private property is permitted unless it is located at least 2.3 m (7.5 ft) above grade and will not interfere with pedestrian or bicycle movement.

478.4.18 Sign - on residential area - restricted use

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No sign is permitted on land used or zoned for residential purposes other than those signs specifically permitted under this Section, or under Sections 478.3.3 through 478.3.11 inclusive, Sections 478.3.14 through 478.3.17 inclusive, Sections 478.6.1 through 478.6.3 inclusive and Article 12 to this Chapter.

478.4.19 Information sign - building complexes - maximum size

Apartment buildings, townhouses or other approved multiple residential complexes may have a building or complex identification sign or signs having a maximum total sign area of 6 sq m (6.5 sq ft) erected in accordance with Article 6 with respect to location, plus an “apartment for rent” type sign having a maximum sign area of 0.6 sq m (.65 sq ft) per face.

478.4.20 Portable sign - restriction

Portable signs are not permitted except for temporary personal signs and portable contractor signs and as provided for in Article 11 to this Chapter.

478.4.21 Roof sign - approval - Council - required

Roof signs are not permitted until approval is received from the Council of the City of Brantford. (see Article 10) By-law 122-91, 2 July, 1991.

478.4.22 Advertising - third party - prohibited - exceptions

No third party advertising shall be permitted other than on the following varieties of signs:

- a) billboard signs;
- b) election signs;
- c) real estate signs
- d) mobile signs advertising charitable events; or
- e) signs of any classification which are wholly located on lands owned by the Corporation of the City of Brantford. By-law 95-96, 6 August, 1996.

478.4.23 Sign - on fence - pole - tree - structure - prohibited

Except where permitted in this Chapter, no sign shall be fixed, attached on or painted onto fences, boards, trees, posts, poles or any other structure which is visible from the street.

478.4.24 Projection - over street - vertical clearance - minimum

No person shall erect or maintain any sign, awning or canopy or portion thereof which projects over any portion of a road allowance unless such sign, awning or canopy has a vertical clearance of 2.44 m (8 ft) between the sidewalk grade and the underside of such sign, awning or canopy and has the express written approval of the Engineer and subject to any

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provisions deemed necessary by the Engineer including an encroachment agreement. By-law 122-91, 2 July, 1991.

478.4.25 Bell Canada - approval - issuance of permit

Section 478.4.6 shall not be applied to permit the issuance of a permit to any person for the erection of a sign to be attached to a utility pole owned by Bell Canada unless and until Bell Canada has either consented to the specific permit application or has given its general consent to the issuance of permits on its poles in the manner prescribed by this Chapter. By-law 178-95, 11 December, 1995.

**Article 5
ELECTION SIGN**

478.5.1 On highway - over public property - prohibited

No person including a candidate shall affix, erect, display or keep an election sign or permit or allow an election sign to be affixed, erected, displayed or kept, wholly or partially on or overhanging public property including highways, boulevards and parks. By-law 122-91, 2 July, 1991

478.5.2 On public utilities property - prohibited

No person including a candidate shall affix, erect, display or keep an election sign or permit or allow an election sign to be affixed, erected, displayed or kept, on any property owned, managed or controlled by the Brantford Power Inc. By-law 60-212, 18 June, 2012.

478.5.3 Obstructing - door - window - opening – prohibited

No person including a candidate shall affix, erect, display or keep an election sign or permit or allow an election sign to be affixed, erected, displayed or kept, at any location where the election sign might obstruct doors, windows, fire exits, openings required for light, ventilation, ingress or egress.

478.5.4 Election Signs – regulations

All regulations under Article 5 - Election Sign of Chapter 478 apply to Municipal, Provincial and Federal Election signs. By-law 86-2015, 31 August, 2015.

478.5.4.1 Display of Election Signs

The earliest date and time election signage may be placed is immediately following the close of nominations on Nomination Day for municipal elections or the date of issuance of the Writ of Election, for Federal or Provincial election.

478.5.4.2 Removal – 3rd day following Election Day

The latest date and time on which election signage may be removed is 16:30 hours on the 3rd day following Election Day.

478.5.5 Notice to remove - non-confirming

Where any person has affixed, erected, displayed or kept an election sign contrary to provisions of this Chapter, the Chief Building Official, the Engineer, the Clerk, may direct either orally or in writing such person, candidate, or person in charge at a candidate’s headquarters, to remove such election sign(s).

478.5.6 Removal - without notice - authority

Despite Section 478.5.5, where any election sign contravenes this Chapter the Chief Building Official, the Engineer, the Clerk or their designates may remove such sign without notice or compensation or return of sign. By-law 86-2015, 31 August, 2015.

478.5.7 Removal - cost – paid by candidate or Registered Third Party - Election

Further, the candidate or Registered Third Party – Election whose sign is removed shall pay for the City’s cost of removal. By-law 44-2018, 27 March, 2018.

478.5.8 Placement – privately-owned

Election signs may be placed only on privately owned property. By-law 44-2018, 27 March, 2018.

478.5.9 Placement - permission

Prior to the placement of any election sign permission must first be granted by either the property owner or occupant. By-law 86-2015, 31 August, 2015.

**Article 6
SIGN - TYPE - SIZE - LOCATION**

478.6.1 Permitted - commercial - industrial land

Except as otherwise expressly permitted by the provisions of this Chapter, signs are permitted only on land zoned for commercial or industrial uses by the zoning by-law, or on land occupied by lawfully established nonconforming commercial or industrial uses.

478.6.2 Conformance - all requirements - exception

Signs must conform with requirements contained in this Chapter respecting size, type and location, unless the sign is located on a property which is controlled by a site specific zoning by-law or a site plan control agreement.

478.6.3 Site specific by-law - site plan control agreement

A site specific by-law or site plan control agreement has precedence over the sign by-law, and may contain requirements more restrictive or less restrictive than this Chapter.

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478.6.4 Chief Building Official - define type

When a sign cannot be clearly defined as to sign type, the Chief Building Official shall decide on the sign type and regulations applicable to that sign. By-law 122-91, 2 July, 1991.

478.6.5 Interpretation - municipal lands

Section 478.6.1 does not prohibit signs of any classification which are wholly located on lands owned by The Corporation of the City of Brantford. By-law 95-96, 6 August, 1996.

**Article 7
HERITAGE BUILDING - HERITAGE ZONE**

478.7.1 Sign - compliance - heritage guidelines

Any sign to be erected on a designated heritage property or within a heritage conservation district must meet the requirements of this Chapter and comply with the guidelines for heritage signage set forth in Schedule 'B'. By-law 178-95, 11 December, 1995.

478.7.2 Portable sign - prohibited - limitation

Portable signs and billboard signs are not permitted on any property designated under Part V of the Ontario Heritage Act, as amended. Notwithstanding the definition of portable sign in Section 478.2.19, a "sandwich board" may be permitted in the Brant Avenue Heritage Conservation District subject to Schedule 'B' of Chapter 478. By-law 51-2018, 24 April, 2018.

478.7.3 Interpretation

For the purposes of this Article, "designated heritage property" and "heritage conservation district" means a property designated as a heritage property pursuant to the *Ontario Heritage Act* and a Heritage Conservation District established pursuant to the *Ontario Heritage Act* respectively.

478.7.4 Heritage Committee - advice and assistance

The Brantford Heritage Committee shall provide its advice and assistance to the Chief Building Official for the purpose of assisting the Chief Building Official in his/her interpretation and consideration of the guidelines for heritage signage set forth in Schedule 'B' and referred to in Section 478.7.1. The Chief Building Official shall receive and consider any such advice and assistance. By-law 178-95, 11 December, 1995.

**Article 8
GROUND SIGN**

478.8.1 Minimum distance apart

Ground signs located on a property shall not be located closer to each other than 30 m (98 ft). By-law 154-2002, 23 September, 2002.

478.8.2 Exemption - traffic directional sign

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

This Article does not apply to traffic directional signs. By-law 122-91, 2 July, 1991

478.8.3 Area - maximum permissible

The maximum total sign area for ground signs is either 20 sq m (215 sq ft), with any single sign face being no greater than 10 sq m (107.5 sq ft) or .6 sq m (6.5 sq ft) for each 1 m (3.2 ft) of street frontage, with any single sign face being no greater than 0.3 sq ft (3.2 sq ft) for each 1 m (3.2 ft) of street frontage, whichever is greater. Where the sign area is a function of street frontage, the maximum sign area shall be 60 sq m (645 sq ft) with any single sign face being no greater than 30 sq m (323 sq ft) in area. By-law 154-2002, 23 September, 2002.

478.8.4 Area - per tenant - sign face - owner responsibility

In the case of a shopping centre, industrial mall or any other multi-tenant/user property, it is the responsibility of the owner and the owner's agent, if any, to allocate an appropriate sign area for each store, office or other floor area on the basis of the maximum allowable sign area for the entire property.

478.8.5 Setback - from street - minimum

The minimum setback from the street line for a ground sign is 1 m (3.2 ft).

478.8.6 Height - from grade - maximum

The maximum height, measured from grade to the top of the sign, for a ground sign is 10.5 m (34.4 ft).

478.8.7 Setback - from lot line - residential zone - minimum

The minimum setback from a lot line abutting a residential zone, institutional zone or open space zone for a ground sign is 6 m (20 ft).

478.8.8 Setback - other application - minimum

The minimum setback from any lot line other than those mentioned in Sections 478.8.5, 478.8.7 and 478.8.10 is 0.6 m.

478.8.9 Obstruction - view of pedestrian - requirements

Every ground sign over 1.11 sq m (12 sq ft) in face area on any one side shall be constructed and located so as not to interfere with the ability of motorists exiting from the property to see pedestrians travelling on the sidewalk or on the boulevard for a distance of at least 9 m (29.5 ft) on each side of the driveway exit.

478.8.10 Intersection - sight triangle - prohibited - exceptions

No sign shall be erected within the sight triangle located at the intersection of two streets, the sight triangle being the triangular space formed by joining a point on one street line to a point on the other street line, such

points being a certain distance measured along each street line from their point of intersection, except as set out in Sections 478.8.11 through 478.8.13 inclusive.

478.8.11 Street line 9.0 m (29.5 ft) - height - maximum

Where the distance measured along each street line is 9 m (29.5 ft) a sign may be permitted within the sight triangle provided its height above the level of the nearest adjacent sidewalk, or where no sidewalk exists, the grade as established by the Engineer is 1 m (3.2 ft) or less.

478.8.12 Street line 4.5 m (15 ft) - height - maximum

Notwithstanding Section 478.8.11, within the sight triangle where the distance measured along each street line is 4.5 m the maximum height of a sign which may be permitted is reduced to 0.75 m (2.5 ft).

478.8.13 Intersection - special cases - determined by Engineer

In such cases where the angle of intersection is less than 80 degrees, or greater than 100 degrees, the above distances shall be determined by the Engineer.

478.8.14 Guy wires - for support - prohibited

Guy wires cannot be used to support a ground sign.

478.8.15 Location - on property - required

A ground sign shall be located on the property of the business to which the sign is accessory. By-law 122-91, 2 July, 1991; By-law 154-2002, 23 July, 2002.

478.8.16 Interpretation - City of Brantford

Despite Section 478.8.15, signs of any classification which are wholly located on lands owned by The Corporation of the City of Brantford need not be accessory to any use. By-law 95-96, 6 August, 1996; By-law 154-2002, 23 July, 2002.

**Article 9
WALL SIGN**

478.9.1 Areas - maximum 20 percent - of building face

The total sign area of all wall signs on any one architectural elevation shall not exceed 20 percent of the building face regardless of lot size or frontage.

478.9.2 Area - 20 percent - shopping centre - industrial mall

In a shopping centre or industrial mall or other multiple occupant property, the total sign area of all wall signs on any architectural elevation of a single store, business or occupant shall not exceed 20 percent of the total area of the elevation for that unit.

478.9.3 Projection - maximum - exception - awning - canopy

No part of any wall sign shall project more than .61 m (2 ft) front the face of the wall except in the case of a sign painted on an awning or canopy provided such awning or canopy is located in accordance with Sections 478.4.17 and 478.4.24 of this Chapter.

478.9.4 Location - exterior wall - adjacent to business

Any wall sign shall be attached to that portion of an exterior wall adjacent to the business or use to which the sign is accessory. This wall must directly front a street, public lane, public parking lot or private parking lot accessory to this business or use.

478.9.5 Service station - illumination - from residential zone

On a property used as an automobile service station or an automobile gas bar and abutting a residential use, no illuminated wall sign visible from the residential property shall have a vertical dimension greater than 1 m (3.2 ft). By-law 122-91, 2 July, 1991.

478.9.6 Interpretation - City of Brantford

Section 478.9.4 does not apply to signs of any classification which are wholly located on lands owned by The Corporation of the City of Brantford. By-law 95-96, 6 August, 1996.

478.9.7 Murals

~~Repealed: By-law XX-2025, 25 March, 2025 Any mural to be erected must meet the requirements of this Chapter and comply with the guidelines for murals as contained in Schedule 'C'.~~

478.9.8 Murals – exception

~~Sections 478.9.1, 478.9.2 and 478.9.4 do not apply to murals.~~
~~Repealed: By-law XX-2025, 25 March, 2025~~

478.9.9 Mural - information sign

~~A mural may include an information or identification sign provided that the maximum area of such information or identification sign shall not exceed the lesser of 5 per cent of the area of the mural or 1 sq m (10.7 sq ft). The information or identification sign shall only identify or acknowledge the artists, owner and/or sponsor of the mural and/or provide a brief description of the image depicted.~~ ~~Repealed: By-law XX-2025, 25 March, 2025~~

478.9.10 Mural – guidelines

~~Any mural shall comply with the guidelines set forth in Schedule 'C'. By-law 45-2000, 27 March, 2000.~~ ~~Repealed: By-law XX-2025, 25 March, 2025~~

478.9.11 Appeals

~~An applicant for a permit to erect a mural may, upon refusal of such application by the Chief Building Official, appeal the decision of the Chief Building Official to the Community Services Commission Sectoral Committee of Council and the decision of the committee shall be final. By-law 45-2000, 27 March, 2000; By-law 128-2011, 24 October, 2011. Repealed: By-law XX-2025, 25 March, 2025~~

Article 10 ROOF SIGN

478.10.1 Prohibited - exception - Council approval

Roof signs are prohibited under all circumstances unless approval is received from the Council of the City of Brantford by a site-specific amendment to this Chapter. By-law 178-95, 11 December, 1995.

478.10.2 Engineer's certificate - requirements - load bearings

No permit will be issued until certification is received from a professional engineer that the sign and building or structure that it is erected upon will adequately withstand the loads specified in the Ontario Building Code.

478.10.3 Height - maximum - zoning by-law

Any permitted roof sign cannot be located at an elevation greater than the maximum building height permitted within the zone in the zoning by-law.

Article 11 PORTABLE SIGN

478.11.1 Location - restriction

No portable sign may be located within 1 m (3.2 ft) of any lot line or within any visibility triangle referred to in Sections 478.8.12 through 478.8.15 inclusive.

478.11.2 Obstruction - interference - motorist - pedestrian

Every portable sign over 1.11 sq m (12 sq ft) in face area on any one side shall be located so as not to interfere with the ability of motorists exiting from the property to see pedestrians travelling on the sidewalk or on the boulevard for a distance of at least 9 m (29.5 ft) on each side of the driveway exit. By-law 122-91, 2 July, 1991.

478.11.3 Permit - maximum duration – annually

No permit, or series of permits, shall be issued to permit portable signs to be displayed in respect of any business for a period which exceeds a total of 180 days in any one calendar year.

478.11.4 Permit - number - duration

Permits for portable signs to advertise a business shall be issued for 30 day periods, 60 day periods, 90 day periods, 120 day periods, 150 day periods and 180 day periods. Any number of separate permits may be issued to an applicant provided that any necessary application fee is paid for each permit and the cumulative period permitted by all such permits for the advertising of the business does not exceed 180 days in any one calendar year. By-law 178-95, 11 December, 1995; By-law 16-97, 10 February, 1997.

478.11.5 Area - height - maximum - exception

Except for a shopping centre or industrial mall, the maximum sign area for a mobile sign is 4.7 sq m (50 sq ft) per face and the maximum height is 3 m (9.8 ft).

478.11.6 Area - height - shopping centre - industrial mall

For a shopping centre or industrial mall, the maximum sign area for a mobile sign is 6.7 sq m (72 sq ft) per face and the maximum height is 3 m (9.8 ft).

478.11.7 Distance - between signs - minimum

Not more than one mobile sign is permitted at any one time on any property having less than 45 m (147.6 ft) frontage on a street, and in no case shall a mobile sign be installed closer than 25 m (82 ft) to another mobile sign already located on the same or another property.

478.11.8 Name - address - owner - on sign - permanently

No person shall install, erect or display any mobile sign which does not have permanently affixed thereto in a readily accessible location, the name and current business address of the owner of such sign.

478.11.9 Shopping centre - industrial mall - signage allocation

In the case of a shopping centre, industrial mall or any other multitenant/user property, it is the responsibility of the owner and the owner's agent, if any, to allocate the signage permitted under this Chapter for portable signs. By-law 122-91, 2 July, 1991.

478.11.10 Illumination - animation - prohibited

Portable signs shall only be non-illuminated, shall not include an electronic message display, and shall not contain any animation or device that creates noise or motion. By-law 60-2012, 18 June, 2012.

478.11.11 Advertising - third party - prohibited - exception

Except for messages regarding charitable events, third party advertising is not permitted on portable signs.

478.11.12 Sandwich board sign - maximum area

The maximum sign area for a sandwich-board sign is 1.2 sq m (13 sq ft) per face.

478.11.13 Sandwich board sign - maximum height

A sandwich board sign shall not exceed 1.2 m (4 ft) in height. By-law 122-91, 2 July, 1991.

478.11.14 Sandwich board sign - exceptions

Sections 478.11.3 through 478.11.7 inclusive do not apply to Sandwich board signs. By-law 178-95, 11 December, 1995.

478.11.15 Load - requirements

Portable signs must be designed and constructed in accordance with Article 15 of this Chapter, and to stay in place under any reasonable loading conditions. By-law 122-91, 2 July, 1991.

478.11.16 Balloon - airborne device - requirements

Sections 478.11.3 and 478.11.4 apply to balloons or airborne devices as well as mobile signs. By-law 178-95, 11 December, 1995.

478.11.17 Balloon - airborne device - one per property - limit

Not more than one balloon or airborne device shall be located on any one property and no balloon or airborne device shall be located on any one property for a total time in any calendar year, whether continuously or otherwise, of more than thirty days.

478.11.18 Balloon - airborne device - approval by Council

Balloons and airborne devices are prohibited under all circumstances, unless a certification is received from a Professional Engineer that the proposed tethering will adequately withstand the loads specified in the Ontario Building Code and that the building or structure to which the balloon or airborne device will be tethered will not be adversely affected. By-law 1128-97, 15 September, 1997.

478.11.19 Balloon - airborne device - maximum dimensions

The maximum dimension of an inflated balloon or airborne device in any one direction is 8 m (26.2 ft).

478.11.20 Sandwich board sign - public road allowance

Sandwich board signs placed in the untraveled portion of a public road allowance shall comply with the following regulations:

- a) maximum sign height - 1.2 m (3.9 ft);
- b) maximum area 1 sq m (107 sq ft) per sign face;
- c) one sign per business use;
- d) the sign shall be within 1.5 m (4.9 ft) of the curb or within 1 m (3.2 ft) of the building;
- e) the placement of the sign does not create an obstruction to vehicle or pedestrian traffic;
- f) illumination or animation of the sign is not permitted;

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- g) the sign shall be permitted only during business hours;
- h) that 1.5 m (5 ft) width of sidewalk be left unencumbered;
- i) the entire building is set back at a distance of less than 1 m from the street line and there is no capacity within the front yard to locate the sign; and
- j) the sign must be designed and constructed in accordance with Article 15 of the Chapter and stay in place under any reasonable loading condition. By-law 59-99, 12 April, 1999.

**Article 12
TRAFFIC DIRECTIONAL SIGN**

478.12.1 Number - not limited - maximum area - exemption

There shall be no limit to the number of traffic directional signs upon a property nor shall the area of such signs be included in calculating the maximum sign area.

478.12.2 Use - restriction

A traffic directional sign shall be confined to directing motor vehicle or pedestrian traffic and includes such signs as an entrance sign, an exit sign or a motor vehicle parking direction sign.

478.12.3 Area - maximum permissible

No traffic directional sign shall exceed an area of 0.75 sq m (8 sq ft) for a single face.

478.12.4 Height - maximum - within visibility triangle - other

No traffic directional sign shall be higher than 1 m (3.2 ft) from grade within any visibility triangle as described in Section 478.8.12 through 478.8.15 neither inclusive nor higher than 3.65 m (12 ft) at other locations.

**Article 13
FLAG**

478.13.1 Permit - not required

Flags do not require permits.

478.13.2 Pole - required - strings of flags - prohibited

Flags must be attached to flag poles; strings of flags are prohibited.

478.13.3 Patriotic - civic - educational - religious - permitted

Flags or emblems of patriotic, civic, educational or religious organizations may be flown on any premises.

478.13.4 Corporate flag - permitted as accessory

SIGNS - OUTDOOR OTHER ADVERTISING DEVICES

Corporate flags containing only the business name and/or logo may be flown on any premise as an accessory to that business. By-law 122-91, 2 July, 1991.

ARTICLE 14 BILLBOARD SIGN

478.14.1 Areas permitted - Schedule 'A'

Provided that all other applicable provisions of this Article and of this Chapter are complied with, billboard signs are permitted only in the locations identified in Schedule 'A'.

478.14.2 Billboard sign – restriction

No billboard sign shall be erected within the downtown Urban Growth Centre as identified in Schedule 'D'. Notwithstanding the provisions of Section 478.4.1 billboard signs erected prior to '*date of the bylaw*' are allowed to remain until such time they are removed.

478.14.3 Billboard sign – Boundary Expansion Lands

Billboard signs erected in the Boundary Expansion Lands, formerly in the County of Brant and annexed by the City of Brantford effective January 1 2017, are allowed to remain until such time they are removed. No additional or replacement billboard signs shall be permitted in the Boundary Expansion Lands until after the new City of Brantford Official Plan has been approved by Council, at which time an amendment to the Sign By-law may be proposed. By-law 51-2018, 24 April, 2018.

478.14.4 Lot - defined

For the purposes of this Article, the term "lot", as used in said Schedule 'A', shall also include hydro and railway rights of way.

478.14.5 Message - clearly visible - from street frontage

All messages displayed on a billboard sign shall be clearly visible to, and within the direct line of sight of, pedestrian and motorists travelling along the streets upon which the lot has frontage as specified in Schedule 'A', said lot being the lot upon which said billboard sign is erected.

478.14.6 Location - distance from street - lot line

No billboard sign shall be erected closer to any street line than 9 m (29.5 ft), nor closer to any side lot line than 0.6 m (2 ft), nor closer to any rear lot line than the minimum rear yard requirements of the zoning by-laws of The Corporation of the City of Brantford for a main building on the same lot, unless greater or lesser distance separations between such billboard sign and any front, side or rear lot line are required by approval granted pursuant to section 41 of the Planning Act, R.S.O. 1990, c. P.13.

478.14.7 Location - within sight triangle - prohibited

No billboard sign shall be located within a sight triangle as described in

Sections 478.8.10 through 478.8.13 inclusive. By-law 51-2018, 24 April, 2018.

478.14.8 Area - maximum

The maximum sign area for a billboard sign shall be 44 sq m (474 sq ft) per face.

478.14.9 Height - maximum

A billboard sign shall not exceed 10.5 m (34.4 ft) in height nor exceed the maximum height of a building permitted in the zone in which the billboard is located.

478.14.10 Distance - between signs - minimum requirements

No two billboard signs shall be located within 100 m (328 ft) of each other on the same side of the street and in the same line of sight.

478.14.11 Number of signs - on lot - limited

Notwithstanding the provisions of Section 478.14.8, a maximum of two side by side billboard signs or one double sided billboard sign shall be permitted on any given lot.

478.14.12 Area - maximum - on one lot

The total sign area for all billboard signs on a lot shall be 44 sq m (474 sq ft) for each 450 sq m (4844 sq ft) of lot area on which such signs are erected.

478.14.13 Restricted zone - distance from - minimum

A billboard sign shall not be located within a distance of 30 m (98.5 ft) of any residential zone, hospital, park or school property which has frontage on the same side of the street as the lot upon which said sign is proposed to be erected.

478.14.14 Site plan control approval - required

Repealed by By-law 185-2023, 28 November, 2023

**Article 15
CONSTRUCTION - MAINTENANCE**

478.15.1 Load - design capability - minimum requirements

Every sign shall be designed and constructed to adequately withstand all loads which may reasonably be expected to come upon them and loads and design shall be at least equal to those specified in the Ontario Building Code as amended from time to time.

478.15.2 Compliance - Ontario Building Code

All signs must comply with the Ontario Building Code.

478.15.3 Electrical work - standards - regulations

No sign illuminated or operated electrically shall be erected, maintained

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or altered unless such electrical work is in conformity with all regulations of Ontario Hydro and all such electrical equipment bears the appropriate approval of the Canadian Standards Association. By-law 122-91, 2 July, 1991.

478.15.4 Maintenance - good repair - safe – operative

The owner, lessee or agent of the land or premises upon which any sign or advertising device or mural is located shall maintain, or cause the sign or advertising device or mural to be maintained, in a proper state of repair so that such sign or advertising device or mural does not become unsafe, unsightly, dangerous or defective and so that such sign shall be completely operative at all times. Where a building is vacated or a business is no longer in operation, signs related to these shall be removed within 30 days after the building is vacated or business ends its operation. Ground signs shall be completely removed including support structures to ground level. Wall sign boxes and other support structures may remain as long as these are reasonable compatible architecturally with the building. Any exposed wall remaining after a sign or mural is removed shall be covered or refinished in a similar colour to the exterior finish of the building. By-law 45-2000, 27 March, 2000.

**Article 16
PERMIT - APPLICATION**

478.16.1 Erection - alteration - lease - rental - permit - required

No person shall erect, structurally alter or rent or lease a sign until such time as a sign permit for such erection, structural alteration, rental or lease has been issued by the Chief Building Official.

478.16.2 Application - form - from Chief Building Official

The application for a sign permit shall include two completed copies of the application form supplied by the Chief Building Official.

478.16.3 Application - technical site drawing - proposed location

The application for a sign permit shall include two copies of a technical site drawing showing the street line and/or other boundaries of the property on which it is proposed to erect or alter the sign, and showing the proposed location of the sign upon the property in relation to all other signs and structures existing or proposed on such property and showing all other information as may be necessary, including the total existing sign area, to enable the application to be processed to ensure compliance with all pertinent requirements of this Chapter. By-law 185-2023, November 28, 2023

478.16.4 Plans - information - certified - as required

If required by the Chief Building Official, the plans and/or information set out in Section 478.16.3 shall be certified by a registered Ontario Land Surveyor.

478.16.5 Drawings - specifications - requirements

The application for a sign permit shall include two copies of complete working drawings and specifications covering the construction and/or alteration of the sign, including any supporting frame work.

478.16.6 Load - stress data - sign attached to structure

Where the sign is proposed to be or is located on a building or other structure, sufficient data shall be shown to determine that such building or structure can safely carry the additional loads and stresses imposed thereon by the erection or alteration of such sign.

478.16.7 Load - stress data - certified - as required

Where required by the Chief Building Official, the drawings set out in Section 478.16.5 shall include calculations bearing the stamp of a registered professional engineer.

478.16.8 Advertising - description - wording - required

Drawings must include a description of advertising copy or wording to be displayed, and if the sign is to be illuminated, the means by which this is to be accomplished.

478.16.9 Ministry of Transportation - approval - as required

The application for a sign permit shall include an approval from the Ontario Ministry of Transportation, where required.

478.16.10 Existing sign - non-conforming - permit required

Any existing sign or other advertising device which does not conform to the provisions of this Chapter shall not be relocated, rebuilt, reconstructed, altered, restored or replaced except in accordance with the provisions of this Chapter and a permit therefore has been issued in accordance with this Article. By-law 122-91, 2 July, 1991.

478.16.11 Message - changed - no permit required

A change in the message displayed by a sign or other advertising device shall not in itself constitute an alteration such as to require the issuance of a permit. This Section shall not apply to murals. By-law 122-91, 2 July, 1991; By-law 45-2000, 27 March, 2000.

478.16.12 Permit - issued - work commenced - within six months

Except for portable signs as regulated in Sections 478.11.3 through 478.11.6 inclusive a sign permit issued pursuant to this Chapter shall remain valid so long as the work covered by the permit is commenced within six months and so long as the work is carried out at a reasonable rate to completion.

478.16.13 Expiry - renewal - requirement

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A sign permit shall be renewable once without the need for resubmitting the documents referred to in Sections 478.16.1 through 478.16.9 inclusive or any further fee provided a written request for renewal is submitted to the Chief Building Official before the expiry of the six month period and provided such permit would still be issuable.

478.16.14 Expiry - work not commenced - new application

Where no written request for renewal is submitted to the Chief Building Official before the expiry of the six month period or where a sign permit has been renewed once with work not being commenced before the expiry of the second six month period, the sign permit shall automatically lapse and a new application shall be required along with fees applicable at that time.

**Article 17
GENERAL PROVISIONS**

478.17.1 Liability - damage - not relieved - by permit

Neither the provisions of this Chapter nor the issuance of any permit shall be construed as relieving or limiting the responsibility or liability of any person erecting or displaying any sign or advertising device for any resulting personal injury, property damage, or any other liability whatsoever (including, but not limited to, any liability arising from patent, copyright, or other infringements of intellectual property rights) nor shall the provisions of this Chapter be construed, or the issuance of any permit, operate to impose upon the Corporation of the City of Brantford or upon any officer or employee thereof any responsibility or liability for personal injury, property damage or any other liability whatsoever, including, but not limited to, any liability arising from patent, copyright or other infringements of intellectual property rights.

478.17.2 Sign - in contravention - removal - by City

Any employee of the City of Brantford is authorized to take down or remove any sign or other advertising device that is erected or displayed in contravention of this Chapter and the owner shall pay for any costs or expenses of the City.

478.17.3 Removal - cost - recovery method

Such costs or expenses as referred to in Section 478.17.2 may be recovered in accordance with section 446 of the *Municipal Act, 2001*, c. 25.

478.17.4 Sign - without permit - removed - time limitation

The Chief Building Official may require any person who has caused a sign or other advertising device to be erected, displayed, altered or repaired without first having obtained a permit to do so to make such sign or other advertising device comply with this Chapter if it does not so comply or to remove such sign or other advertising device within any period from one to 30 days.

478.17.5 Sign - contrary to plan - removed - altered

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The Chief Building Official may require any person who having obtained a permit has caused a sign or other advertising device to be erected, displayed, altered or repaired contrary to the approved plans in respect of which the permit was issued, to make such sign or other advertising device comply with this Chapter if it does not so comply or to remove such sign or other advertising device within any period from one to 30 days.

478.17.6 Sign - dangerous - notice to remedy - or remove

Where a sign or sign structure is deemed by the Chief Building Official to be in such a condition that it is or may be dangerous to the public, the Chief Building Official may, in his/her discretion, either serve written notice to the owner or tenant of the property on which or in front of which, such sign is located, to remove such sign or make the same safe, or without giving notice to the owner or tenant of the property on which such sign is located, cause such sign or structure to be removed.

478.17.7 Sign - removed - by City - left on property

Any sign removed pursuant to this Article may be deposited on the property on which or in front of which it was located or removed.

478.17.8 Notice - to remedy - or remove - by mail

Any notice given under this Chapter may be given by ordinary mail to the person making application for a permit to erect a sign, or where such sign is existing, by ordinary mail to the owner or tenant, according to the last revised assessment roll of the municipality, of the property on which, or in front of which, the sign is located.

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. By-law 29-2022, 22 February 2022

478.17.10 Minor variance - Committee of Adjustment

The Committee of Adjustment of The Corporation of the City of Brantford may, upon the application of any person and upon the payment of an application fee in the amount prescribed by Council from time to time, authorize minor variances from the provisions of this Chapter, provided that the general intent and purposes of the Chapter are maintained. By-law 122-91, 2 July, 1991.

478.17.11 Home occupation sign - maximum size

Any sign accessory to a home occupation as defined and regulated by the City of Brantford Zoning By-law 160-90 shall not exceed a size of

30.48 cm (12 inches) x 60.96 cm (24 inches). By-law 62-2017, 25 April, 2017

478.17.12 Bed and breakfast sign - maximum size

Any sign accessory to a bed and breakfast establishment as defined and regulated by City of Brantford Zoning By-law 160-90 shall not exceed a size of 0.15 m (6 in) by 0.46 m (18 in). By-law 138-92, 21 September, 1992.

**Article 18
PERMIT - FEE**

478.18.1 Fee - paid - prior to issue - permit - refund

No permit shall be issued until the fees set out in this Article have been paid. Where any person has paid the prescribed fee and obtained a permit, but thereafter surrenders the permit to the Chief Building Official without erecting the sign in respect of which the permit was granted, the Chief Building Official shall, upon application therefor, refund one-half of the permit fee which was paid, provided however that no refund shall be made which shall result in the retention by The Corporation of the City of Brantford of a sum less than \$50. By-law 95-96, 6 August, 1996.

478.18.2 Repealed: By-law 60-2012, 18 June, 2012

478.18.3 Repealed: By-law 60-2012, 18 June, 2012

478.18.4 Repealed: By-law 60-2012, 18 June, 2012

478.18.5 Repealed: By-law 60-2012, 18 June, 2012

478.18.6 Repealed: By-law 60-2012, 18 June, 2012

478.18.7 Repealed: By-law 60-2012, 18 June, 2012

478.18.8 Repealed: By-law 60-2012, 18 June, 2012

**Article 19
INSPECTION**

478.19.1 Permit - holder - responsibility - to notify

The person to whom any sign permit has been issued, or his/her authorized agent, shall notify the Chief Building Official upon commencement of the installation of the sign, in order to arrange inspection.

478.19.2 Entry on land - authority

The Chief Building Official or their designate or an Officer shall have the right to enter onto any private property to inspect any sign for compliance with the provisions of this Chapter. Bylaw 148-2024, 29 October, 2024

Article 20 ENFORCEMENT

478.20.1 Fine - for contravention

Every person who contravenes any provision of this Chapter is guilty of an offence and on conviction is liable to a fine not exceeding the maximum provided under the *Provincial Offences Act*, exclusive of costs. Such fine shall be recoverable under the *Provincial Offences Act*.

Article 21 REPEAL - ENACTMENT

478.21.1 By-law - previous

By-laws 4462, 61-63, 112-63, 181-73, 100-84, 148-86 and 162-86 are hereby repealed.

478.21.2 Effective date

This Chapter shall come into force and have effect on and from the date it is passed, and subject to Sections 478.16.10 and 478.16.11 shall govern all signs erected or displayed on and after that date. By-law 122-91, 2 July, 1991.

By-law 51-2018, 24 April, 2018.

SCHEDULE

Schedule 'A' - Billboard sign - permitted areas

Billboard signs shall only be permitted in the following locations:

- 1. On any lot zoned C8 (General Commercial Zone) having frontage on:**
 - 1.1.** The east side of King George Road (between Charing Cross Street and Highway No. 403).
 - 1.2.** The west side of King George Road (between Queensway Drive and Highway No. 403).
 - 1.3.** The north side of Colborne Street (between Puleston Street and Second Avenue).
 - 1.4.** The north or south sides of Colborne Street (between Glenwood Drive and Garden Avenue).
 - 1.5.** The south side of Highway No. 403 (between Wayne Gretzky Parkway and the centerline of the Canadian National Railway to the east).
 - 1.6.** The east side of Wayne Gretzky Parkway (between Highway No. 403 and the centerline of the Canadian National Railway to the south).
 - 1.7.** The east side of King George Road (between Fairview Drive and Norman Street).
 - 1.8.** The west side of King George Road (between Tollgate Road and Somerset Road).

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- 1.9. The east side of King George Road (between Powerline Road and a point at the intersection of the projected northerly limit of Summerhayes Crescent and King George Road).
 - 1.10. The north side of Fairview Drive and Lynden Road (between West Street and Wayne Gretzky Parkway).
 - 1.11. The west side of King George Road (between Oxford Street and Kent Road).
 - 1.12. The south side of St. Paul Avenue (between St. George Street and Melrose Street).
 - 1.13. The east side of Wayne Gretzky Parkway (between Highway No. 403 and Lynden Road).
 - 1.14. The eastside of West Street (between Henry Street and Harris Avenue).
 - 1.15. The north or south sides of Dalhousie Street (between Rawdon Street and Colborne Street).
 - 1.16. The north side of Colborne Street (between Rawdon Street and Dalhousie Street).
 - 1.17. The north side of Colborne Street West (between Winniett Street and Gilkison Street).
 - 1.18. The south side of Colborne Street West (between Welsh Street and Gilkison Street).
 - 1.19. The south side of Fairview Drive and Lynden Road (between West Street and Woodyatt Drive).
 - 1.20. The east side of King George Road (between Dunsdon Street and Varadi Avenue).
 - 1.21. The westside of King George Road (between Powerline Road and Summerhayes Crescent).
 - 1.22. The east side of West Street (between Edmondson Street and Fairview Drive).
 - 1.23. The east side of Park Road North (between West Street and Powerline Road).
 - 1.24. The north or south sides of Charing Cross Street (between North Park Street and Sydenham Street).
2. **On any lot zoned C10 (Community Centre Commercial Zone) having frontage on:**
 - 2.1. King George Road
 - 2.2. Colborne Street East
 - 2.3. West Street
 3. **On any lot zoned C11 (District Centre Commercial Zone) having frontage on:**
 - 3.1. King George Road (between Powerline Road and a point at the intersection of the projected northerly limit of Summerhayes Crescent and King George Road).
 - 3.2. Lynden Road
 4. **On any lot zoned M1 (Industrial Commercial Zone) having**

frontage on:

- 4.1. The north or south sides of Lynden Road.
 - 4.2. The east or west sides of Wayne Gretzky Parkway (between Henry Street and Fairview Drive).
 - 4.3. The north side of Highway No. 403.
- 5. On any lot zoned M2 (General Industrial Zone) having frontage on:**
- 5.1. The east side of Wayne Gretzky Parkway (between Hachborn Road and Holiday Drive).
 - 5.2. The west side of Wayne Gretzky Parkway (between Henry Street and Fairview Drive).
 - 5.3. The north or south sides of Highway No. 403.
 - 5.4. The north side of Colborne Street West (between Ballantyne Drive and a point at the intersection of the projected westerly limit of Shellard Lane and Colborne Street West).
 - 5.5. The south side of Colborne Street West (between D'Aubigny Road and Shellard Lane).
 - 5.6. The west side of West Street (between Wadsworth Street and Usher Street).
 - 5.7. The east side of West Street (between Highway No. 403 and Fairview Drive).
 - 5.8. The north or south sides of Henry Street (between Wayne Gretzky Parkway and Garden Avenue).
 - 5.9. The north or south sides of Elgin Street (between Cowan Street and Murray Street).
 - 5.10. The west side of Murray Street (between Grey Street and the Canadian National Railway to the north).
- 6. On any lot zoned M3 (Business Park Industrial Zone) having frontage on:**
- 6.1. The north or south sides of Highway No. 403.
 - 6.2. The north side of Henry Street.
- 7. Notwithstanding the provisions of Sections 478.6.1, 478.6.2 and 478.6.3, on the lots described as follows:**
- 7.1. A lot whose boundaries are defined by the northerly limit of the Canadian National Railway, the easterly limit of West Street and the westerly limit of George Street, and having frontage on West Street
 - 7.2. A lot described as Part of Lot 1 in Block "C", Registered Plan 94 having frontage on the easterly limit of West Street, notwithstanding Section 478.14.9.
 - 7.3. The parcel of land located on the south side of Glenwood Drive between Humberstone Avenue and Clara Crescent, as described in instrument number A53532 registered at the Registry office for Brant County.

8. **On any lot zoned RC (Residential Conversion) having frontage on:**
 - 8.1. The east side of Brant Avenue (between St. Paul Avenue and the Canadian National Railway to the north).
9. **On any land zoned C6 (Automobile Service Commercial) located at:**
 - 9.1. The northeast corner of the intersection of Stanley Street and Dalhousie Street.
 - 9.2. The northeast corner of the intersection of Stanley Street and Colborne Street. By-law 154-2002, 23 September, 2002; Schedule 'A'; By-law 109-2005, 20 June, 2005.

By-law 154-2002, 23 September, 2002; Schedule 'A'; By-law 109-2005, 20 June, 2005; By-law 76-2017, 23 May, 2017; By-law 51-2018, 24 April, 2018.

Schedule 'B' – Guidelines – Heritage Buildings

1. Objective

- 1.1. The primary objective for the heritage sign guidelines is to encourage signage that preserves and enhances the heritage nature of a property and the surrounding streetscape. Signs should serve as a piece of street furniture which contributes to the visual character of the surrounding area. Signs that are simple in design, informative and harmonious with the architectural style of the street are encouraged.

2. Guidelines for Designated Heritage Properties

- 2.1. In the event of a conflict, this Section of the Sign By-law takes precedence over the guidelines contained within the Brant Avenue and Victoria Park Square Heritage Conservation District Studies.
- 2.2. Signs shall be designed to complement and enhance a building's appearance.
- 2.3. Signs shall contribute the heritage nature of the existing streetscape.
- 2.4. Signs shall not disfigure or conceal any significant architectural features of a building.
- 2.5. Signs Shall be limited to one sign per property, except:
 - a) Where a property fronts on more than one street; or
 - b) In the Victoria Park Square Heritage Conservation District; where one secondary identification sign is permitted on one other façade.

- 2.6. Ambient, overhead, gooseneck, or low-key spotlighting are acceptable methods for exterior lighting of signs.
- 2.7. Internally illuminated signs, back-lit signs and electronic messaging centres are not permitted.
- 2.8. Permitted sign materials shall include wood (painted, carved or cut-out letters) and metal (porcelain coated, photo or line-etched, engraved or brass letters). Alternative materials may be considered, provided that they maintain the heritage character of the streetscape.
- 2.9. Soft, muted colours within historical colour palettes are encouraged.
- 2.10. Signs on top of buildings are not permitted.

3. Brant Avenue Heritage Conservation District and Individually Designated Heritage Properties

3.1. Post Signage

Post signage (2 posts) shall be used wherever possible to identify activities within a building.

3.1.1. Single Use Buildings

- a) Post signage shall not exceed 1.8m (5.9 ft.) in height.
- b) The total area of any post signage shall not exceed 1.5m² (16 sq. ft.) per single sign face, or 3.0m² (32 sq. ft.) for all faced combined.

3.1.2. Multi-Use Buildings

- a) Post signage shall not exceed 2.0m (6.6 ft.) in height.
- b) The total area of any post signage shall not exceed 2.0m² (21.5 sq. ft.) per single sign face, or 4.0m² (43 sq. ft.) for all faces combined.
- c) The width of any single sign face shall not exceed 1.8m (6.0 ft.).

3.2. Fascia Signage

Fascia signage will become the primary signage when space does not adequately allow post signage.

- a) Fascia signage shall not exceed placement above the first storey of a building.
- b) The total area of any fascia signage shall not exceed 0.3m² (3.2 sq. ft.) for each 1.0m (3.3 ft.) of linear frontage of the building wall upon which the sign is located and, in any event, not greater than 1.25m² (13.5 sq. ft.) for each sign.
- c) Fascia signage shall not be painted directly on the exterior wall of a building or structure.

3.3. Hanging Signage

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- a) A hanging sign shall not exceed 0.75m² (8 sq. ft.).
- b) A hanging sign shall not project more than 0.9m (3 ft.) from the face of a building.
- c) All portions of a hanging sign, including support brackets, shall be a minimum of 2.1m (7 ft.) above any walkway.

3.4. Mobile, Portable and “Sandwich-Board” Signage

- a) Only one “sandwich-board” sign is permitted on a property.
- b) A “sandwich-board” sign shall not exceed 0.6m² (6.5 sq. ft.).
- c) A “sandwich-board” sign shall not exceed 1.5m (5 ft.).
- d) A “sandwich-board” sign shall be constructed in accordance with the guidelines regarding materials, lighting, colouring and typefaces for signage within this Schedule.
- e) A “sandwich-board” sign shall only be displayed during the hours of operation of the business it is advertising.
- f) Internally illuminated mobile, portable and “sandwich-board” signs are not permitted.

4. Victoria Park Square Heritage Conservation District

4.1. The total permitted signage area shall not exceed the following:

- a) Commercial Buildings: 7.0m² (75 sq. ft.) with the largest sign not exceeding 4.6m² (50 sq. ft.).
- b) Public and Institutional Buildings: 4.6m² (50 sq. ft.) with the largest sign not exceeding 2.3m² (25 sq. ft.).
- c) Freestanding Lawn Sign: 2.3m² (23 sq. ft.).

5. Complete Application

5.1. In addition to the requirements of Section 7.1 of By-law 122-91, all applications for heritage signage shall be accompanied by scale drawings that show:

- a) The building elevation if the proposed sign is attached thereto.
- b) The type of proposed sign (free-standing or attached to the building).
- c) The dimensions of the sign, along with any proposed design or lettering.
- d) The materials of which the proposed sign is to be constructed.
- e) A cross-section of the proposed sign, showing the brackets and method of affixing the sign to the wall where it affects the building.
- f) The proposed colour scheme for the sign.
- g) Any proposed means of illumination of the sign.

By-law 51-2018, 24 April, 2018; Schedule ‘B’.

Schedule 'C' - Murals – guideline

Repealed: By-law XX-2025, 25 March, 2025

~~1.—Objective~~

~~The primary objectives of the murals guidelines are:~~

- ~~1.1. to encourage the erection of murals that depict scenes relating to the natural and cultural history of Brantford and outlying area and which enhance the streetscape; and~~
- ~~1.2. to ensure that murals are properly constructed and maintained.~~

~~2.—Theme and quality~~

- ~~2.1. The mural shall depict images relating to the natural and cultural history of Brantford and outlying area;~~
- ~~2.2. The mural shall be visually attractive; and~~
- ~~2.3. The mural shall complement the streetscape.~~

~~3.—Information to be supplied with application~~

~~Applications for sign permit to erect a mural shall be accompanied with the following information:~~

- ~~3.1. the municipal address of the building on which the mural is to be located;~~
- ~~3.2. the location of the wall to carry the mural;~~
- ~~3.3. the signed consent of the owner of the property to the proposed mural;~~
- ~~3.4. a rendering of the proposed mural showing the proposed image and colour scheme;~~
- ~~3.5. a description of how the mural relates to the natural or cultural heritage of the Brantford area;~~
- ~~3.6. an elevation drawing, to scale, of the wall proposed to carry the mural with a sketch of the proposed mural location;~~
- ~~3.7. the dimensions of the proposed mural;~~
- ~~3.8. the location, size and proposed wording for the information or identification sign to accompany the mural;~~
- ~~3.9. description of the existing wall surface;~~
- ~~3.10. a description of how the wall is to be prepared for the mural;~~
- ~~3.11. a description and plan for illumination of the mural, if any;~~
- ~~3.12. a description of the method by which the mural is to be affixed to the wall; and~~
- ~~3.13. a description of the proposed maintenance program for the mural.~~

~~By-law 45-2000, 27 March, 2000; Schedule 'C'.~~

