

BY-LAW NUMBER 40-2025
OF
THE CORPORATION OF THE CITY OF BRANTFORD

*Being a by-law to amend Chapter 478 (Signs-Outdoor Other Advertising Devices) of the
Municipal Code*

WHEREAS section 270(1)(5) of the Municipal Act, 2001 requires that municipalities adopt and maintain policies with respect to the manner in which the municipality will try to ensure that it is accountable to the public for its actions, and the manner in which the municipality will try to ensure that its actions are transparent to the public; and

WHEREAS Chapter 478 of the City of Brantford Municipal Code regulates installation, location, permission of all signs in the City of Brantford; and

WHEREAS, at its meeting held on March 25, 2025, City Council adopted the recommendations set out in item 12.4.6 of Committee of the Whole – Planning and Administration Report #2025-03-18 to amend the Sign By-law (Chapter 478).

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

1. THAT Chapter 478 of the City of Brantford Municipal Code – Signs, BE AMENDED by:

- i. Deleting in its entirety Sections:
 - a) 478.9.7 Murals;
 - b) 478.9.8 Mural – exceptions;
 - c) 478.9.9 Mural information sign;
- ii. Deleting Section 478.2.18 in its entirety and replacing with the following:

478.2.18 Mural – defined

As defined in Corporate Policy-035—Public Art Policy.

- iii. Deleting Section 478.2.26 in its entirety and replacing with the following:

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

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building, structure, vehicle or other anchor and an announcement, notice, directional matter, name, declaration, demonstration, display, or insignia (monuments, grave stones and tree dedication markers are not considered signs).

- iv. Deleting Section 478.9.10 in its entirety and replacing with the following:

478.9.10 Mural – guidelines

Any mural shall comply with the guidelines set forth in Corporate Policy-035 – Public Art Policy.

- v. Deleting Schedule 'C' – Murals – Guidelines, in its entirety.

- 2. THAT this By-law shall come into full force and effect upon the date of passing hereof.

READ THE FIRST TIME: MARCH 25, 2025

READ THE SECOND TIME: MARCH 25, 2025

PASSED: MARCH 25, 2025

Mayor

Clerk