



City of Brantford
Property Standards and By-Laws
58 Dalhousie Street
Brantford, Ontario
N3T 2J2

From

Media City
69 Yorkville Avenue
Ste 304
Toronto, Ontario
M5R 1B8

To Whom it may concern,

It has come to our attention that the City of Brantford has generated a report and recommendations to the Committee of the Whole, dated November 9th, 2021, on report number 2021-664. Being a stakeholder in the City of Brantford we would like to offer our feedback regarding the above noted report. For any future signs erected in Brantford we recommend the following:

8.1 Public Engagement Summary

In this section, we feel that the input was very low with only 66 respondents which included key stakeholders, Downtown BIA, Chamber of Commerce, BPS, etc. This shows that the interest in the topic was nominal and that the sample size was perhaps not reflective of the public at large.

8.2 Municipal Comparison

Reviewing other Ontario Municipalities, the required separation from a DPAD and an intersection is generally 30m. We recommend that the City of Brantford relook at their policy of a 50m setback from an intersection.

9.2.1 Brightness

Most Ontario Municipalities state that the recommended brightness is 0.3 candles above the ambient light levels which is in line with the Transportation Association of Canada (TAC) report of 2015. They also state that the maximum brightness should be at 5,000 to 6,000 nits. We are of the opinion that 5-6 thousand nits are acceptable depending on the ambient light and the type of direct sunlight shining on any given day. This has not been factored by the City in its evaluation of the required brightness. We recommend that the City engage with sign manufacturers on this topic.



9.2.2 Minimum Dwell Time (MDT)

We believe that the minimum dwell time of 3 seconds is too short. The recommendations from the TAC report, which the City of Brantford has referenced in other parts of this report, recommends a MDT of 6 to 8 seconds. We are in alignment with the TAC report and feel that 20 seconds is too long of a transition time and more applicable to highway roads. Referencing the City of Guelph regarding MDT is not relevant as the City of Guelph does not allow billboards except for three billboards that are currently installed, none of which are digital in nature.

All other points in the report align with our values and we have no other recommendations. If you should need any clarification on our position or have any questions, please contact us at 416-816-1901 or by email at dezeard@mediacityads.com.

Regards,

A handwritten signature in black ink, appearing to read 'Dave Ezeard', with a stylized flourish at the end.

Dave Ezeard
Director of Outdoor Leasing