



THE CORPORATION OF THE CITY OF BRAMPTON

# BY-LAW

Number 50 - 2018

To amend the Sign By-Law 399-2002, as amended, in regard to signage on the Canadian National Railway bridge overpasses in downtown Brampton

**WHEREAS** the City has established gateway features marking entrances into the downtown;

**AND WHEREAS** the Canadian National ("CN") rail bridges over Main Street North and Queen Street East form existing arches over the roadway, ideal for signage for the purpose of marking entrance to the downtown area and for community messaging communicating services of the Corporation; and

**AND WHEREAS** a previous By-law (146-2017) amended Sign By-law (399-2002) allowing the City to erect, or cause to be erected, signage on the CN overpasses at Queen Street East, between Chapel Street and James Street, and at Main Street North between Market Square Boulevard and Nelson Street (the "Bridges"), in the City of Brampton, has expired; and

**AND WHEREAS** the Corporation has entered into an Advertising Agreement with RCC Media Inc. ("RCC") for RCC to provide the Corporation with exclusive rights to both sides of the Bridges and to produce, install and maintain advertising banners on the Bridges, as approved by Council pursuant to Council Resolution C392-2017 (Recommendation CW433-2017) and Council has authorized an exemption to Sign By-law 399-2002, as amended;


NOW THEREFORE the Council of the Corporation ENACTS as follows:

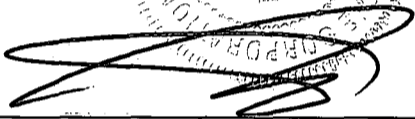
1. THAT By-law 399-2002, as amended, is hereby further amended by deleting clauses (10) and (11) of Section 9, EXEMPTIONS FOR SIGNS ON A ROAD RIGHT-OF-WAY, and replacing with the following:
  - (10) Notwithstanding Section 5 (9) REGULATIONS AND PROHIBITIONS, the City may erect, or cause to be erected, signage for the limited purpose of community messaging communicating service of the City and associated images, including the City Logo, the Canadian National Railways Corporate Logo, the Logo of the National Railways overpasses at Queen Street East, between Chapel Street and James Street, and at Main Street North, between Market Square Boulevard and Nelson Street, in the City. This provision shall expire at the end of business day on December 31, 2022.

ENACTED and PASSED this 4th day of April, 2018

Approved as to  
form.  
2018/04/04  
Claire Hicks

Approved as to  
content.  
2018/04/04  
Erin O'Hoski

  
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Linda Jeffrey, Mayor

  
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Peter Fay, City Clerk

