

## COMMITTEE OF THE WHOLE - SEPTEMBER 5, 2006

### PROPOSED SIGNAGE FOR CNR BRIDGES RCC MEDIA INC. AND THE CANADIAN NATIONAL RAILWAY COMPANY

#### Recommendation

The Commissioner of Economic/Technology Development and Communications in consultation with the Commissioner of Planning, and Legal Services Department recommends:

- 1) That the proposal by the Canadian National Railway Company ("CN") to erect, install and maintain signage on the CN overpasses be approved, subject to CN obtaining all necessary approvals from the Region of York, and CN's execution of a Licence Agreement with RCC Media Inc., which includes the terms and conditions set out in the Agreement to be entered between CN with the City of Vaughan;
- 2) That a By-law be enacted to authorize the Mayor and the Clerk to execute an Agreement between the Canadian National Railway Company and The Corporation of the City of Vaughan, satisfactory to the Commissioner of Economic/Technology Development and Communications and the Commissioner of Legal and Administrative Services & City Solicitor.

#### Economic Impact

There is no economic impact to the City. Any additional custom signs will require monies that will be budgeted through the City's annual budget process.

#### Purpose

To consider a proposal by the Canadian National Railway Company (hereafter referred to as "CN") and RCC Media Inc., to permit City of Vaughan Logo and Special Events Signage and Third Party Advertising Signage on overpasses owned by CN at certain locations in the City of Vaughan.

#### Background - Analysis and Options

Previously, Council received a deputation from RCC Media Inc. on behalf of CN proposing Third Party Advertising Signage on CN overpasses. Together with the Third Party Advertising, the proposal also included portions of the Signage which would be made available to the City of Vaughan for its own use. Negotiations with the involved parties have taken place and a Draft Agreement has been prepared and can be recommended for approval by Staff.

#### DETAILS OF THE PROPOSAL

##### Location

The draft agreement proposes signage be placed on four (4) steel CN bridges located at the intersections of the main CN east/west rail line and Bathurst Street, Dufferin Street, Pine Valley Drive and Islington Avenue north of Steeles Avenue West.

The agreement further provides for signage to be placed on a concrete bridge where approvals are pending from CN and CN engineering. This bridge is located at the intersection of the CN east/west rail line and Jane Street just north of Steeles Avenue West.

Attached to this report as Appendix 1, is a plan showing the location of the subject overpasses.

### **Proposed Signage**

The proposed signs will be of the banner sign type, made from a fabric material to be suspended between mounting assemblies, which will be attached directly to the overpasses.

It is further proposed that on each side of the subject overpasses, one sign will be split into two halves.

One half of the sign face will be the "City's portion" and the other half will be the "Third-Party Advertising portion." Of the City's portion, one-third (1/3) would display the City's official logo, with a small CN logo appearing in the bottom left hand corner. The other two-thirds (2/3) will be used by the City of Vaughan to advertise upcoming City of Vaughan events. This portion will be changed up to three (3) times per year to remain current. Vaughan will provide the art work for the City's portion of the sign and the Licensee sign company will absorb all costs associated with preparation, installation and storage. The Agreement further proposes that additional signs may be purchased by the City without mark up or profit from the sign company.

On the other half of the sign face, the Licensee and CN will erect and maintain third-party advertising. The third-party advertising will be similar to advertising appearing on poster panels (Billboards) at various locations throughout the City. It should also be noted that any third-party advertising to appear on this portion of the sign face would be subject to CN's advertising policies and to prior review and approval by City officials, to ensure to the extent possible that the third-party advertising is in good taste.

Attached as Appendix 2 are enhanced photographs that illustrate typical examples of the proposed signage.

### **Compliance with City Sign By-laws and Other Approvals**

As the proposed signs are to be located on CN property over Regional Roads, neither the City's Sign By-law 203-92, as amended, or the City's Public Property Sign By-law 178-2003 apply to these signs.

To ensure proper construction, the City will require the sign construction drawings to be submitted for approval. These drawings must be approved by a professional engineer and CN Engineering prior to being submitted to the Building Standards Department.

As the proposed signs are to be located on CN overpasses extending over Regional roads, the Region of York has been contacted by CN and RCC Media Inc. for their comments and conditions of approval.

### **Relationship to Vaughan Vision 2007**

This report supports Vaughan's Vision Goal to Run our City with objectives that advance operational excellence of the operational process. This proposal is one vehicle in support of the Corporate Communications Strategy of ensuring the City communicates effectively by promoting and enhancing the City's image, and provide timely, accurate information to all stakeholders.

## **Conclusion**

The proposal attempts to achieve a balance between the benefits of providing cost-effective advertising solutions with ensuring the City's communicates information to its citizens on upcoming community events.

## **Attachments**

Appendix 1      Location Plan showing the location of each of the proposed overpasses  
Appendix 2      Enhanced Photographs illustrating typical examples of the proposed signage

## **Report prepared by**

Frank Miele, Commissioner of Economic/Technology Development and Communications  
Leo Grellette, Director of Building Standards Department  
John Studdy, Manager of Customer and Admin. Services, Building Standard Department  
Carolyn Stobo, Solicitor/Special Services, Legal Services Department

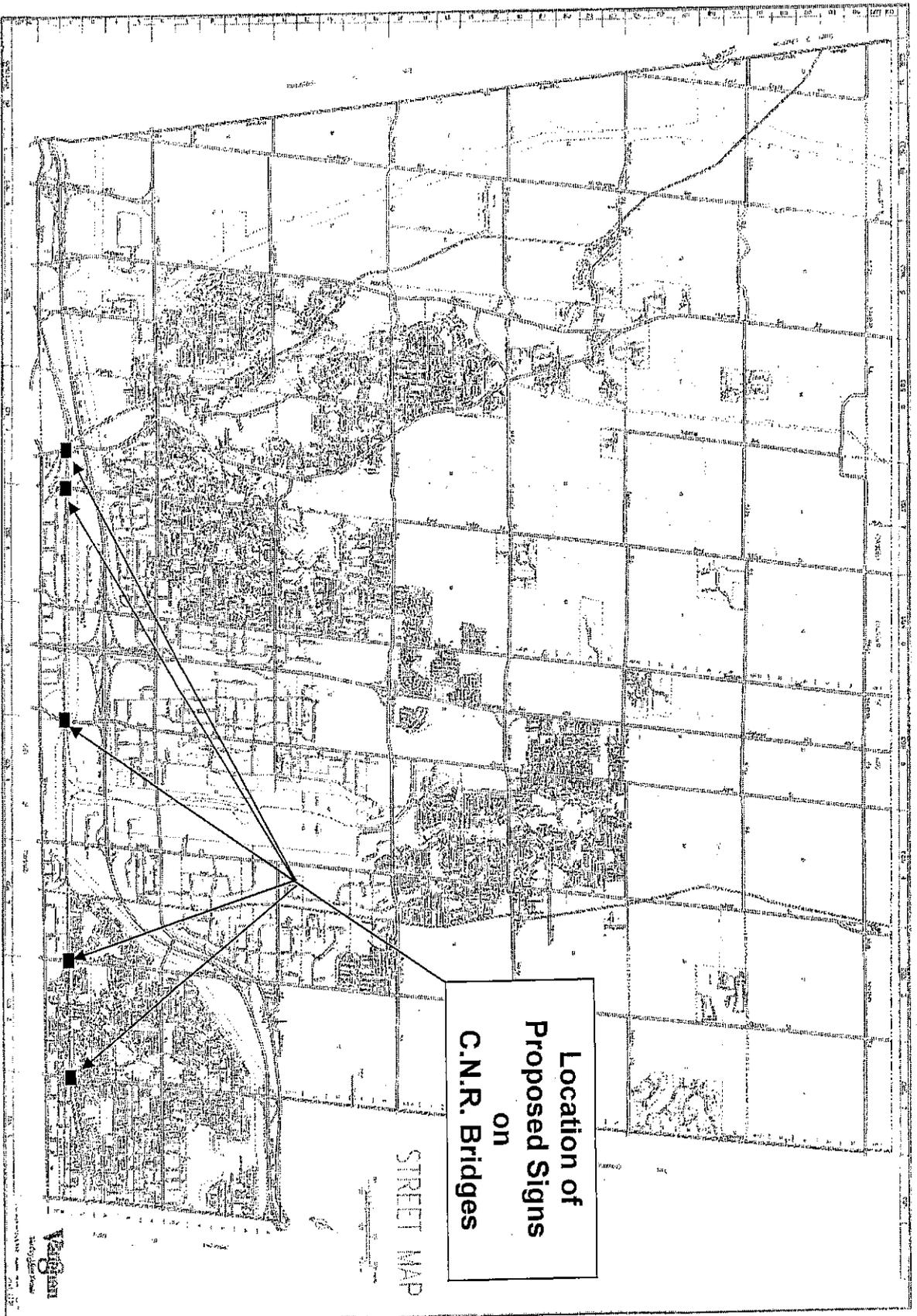
Respectfully submitted,

---

Frank Miele,  
Commissioner of Economic/Technology  
Development and Communications

---

John Zipay,  
Commissioner of Planning



Location of  
Proposed Signs  
on  
C.N.R. Bridges

STREET MAP

Vancouver  
City of Vancouver  
2011

Welcome to...  
**Vaughan**  
February 11 - February 18  
www.vaughan.ca

**ABC Inc.**

STOP  
SCHOC  
WREN  
FLA  
BOH L



Thanks for riding...  
CN

Vaughan

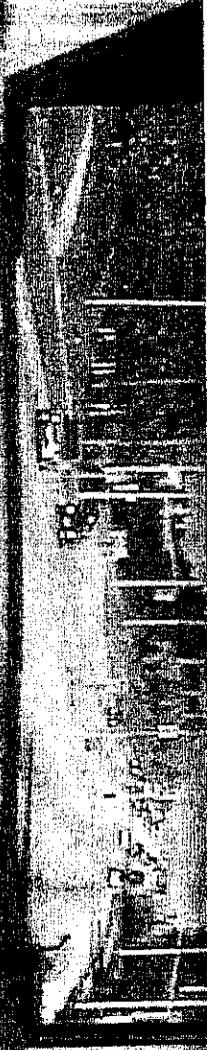
Let's say hello to...

Canada Day  
July 1 - July 3  
BURNHAMTHORPE

ABC Inc.

STOP  
SCHOC  
WHEN  
FLA  
BOTH C

Thanks for riding...  
CN  
Vaughan  
Concerts  
ABC Inc.



STOP  
SCHOC  
WHEN  
FLA  
301M C