

## **COMMITTEE OF THE WHOLE JUNE 18, 2007**

### **CN BANNERS ON BRIDGES**

Councillors Sandra Yeung Racco and Alan Shefman recommend:

1. That CN Rail be asked to take responsibility for the maintenance of their bridges across the City to appropriate City standards as would be required by any other business organization situated in the City of Vaughan;
2. That the contract with CN Rail and RCC Media for banners on the CN Bridges be terminated as soon as possible due to the unsatisfactory fulfillment of their commitment to the agreement; and
3. That CN Rail be required to deal with the deteriorating appearance of their bridges across the City by maintaining all their bridges to improve their aesthetic appearance.

### **Economic Impact**

N/A

### **Communications Plan**

Residents who have expressed their concerns about the current banners on these bridges should be informed of this action, especially related to the end of the agreement with CN and RCC Media. Residents should then be informed of the planned maintenance for the bridges once those plans are determined.

### **Purpose**

1. To address the deteriorating appearance of the CN Bridges across the City.
2. To respond to the failure of CN Rail and RCC Media to fulfill their obligations relating to the quality of the advertising content in the CN Banner project.
3. To respond to the concerns raised by many Vaughan residents about this program.

### **Background - Analysis and Options**

Council has expressed disappointment with the deteriorating appearance of the CN Bridges across the City for several years. In response to the failure of CN to address this issue, it was decided that the City should enter into an agreement with CN Rail and RCC Media to improve the look of these bridges through a Banner Advertising project. When the banners were installed on the bridges they failed to reflect the look of the banners that were originally agreed to by Council. Furthermore, many Vaughan residents brought their concerns to members of Council expressing their extreme dislike of the banners.

In response to these concerns a meeting was held with CN and RCC Media. At that meeting both CN and RCC Media defended the Banner Advertising program in the face of several Councillors' criticism. Finally it was agreed that the current banners would be removed as soon as possible and new banners addressing the City's concerns would be proposed. After several weeks the banners were not removed and only recently, new concepts were provided to the City that still did not properly respond to the City's concerns.

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

A-2: Promote Community Safety, Health & Wellness

## D-2: Develop Internal/External Collaborative Solutions

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

N/A

### **Conclusion**

It is Council's responsibility to ensure the quality of our urban streetscape. An ongoing problem affecting that responsibility, at key locations across the City, has been the appearance of CN rail bridges. As a national organization and a major land user in the City of Vaughan it would be expected that CN would take responsibility for their bridges in our City. While the Banner Advertising project seemed, on the face of it, to be a "band aid" type of solution to the problem, it is now clear that it only avoids the real issue of the maintenance of these structures. Furthermore, the form/design of the banners acted to further demean the streetscape.

### **Attachments**

1. Photos of Proposed Revisions to CN Rail Banners

### **Report prepared by:**

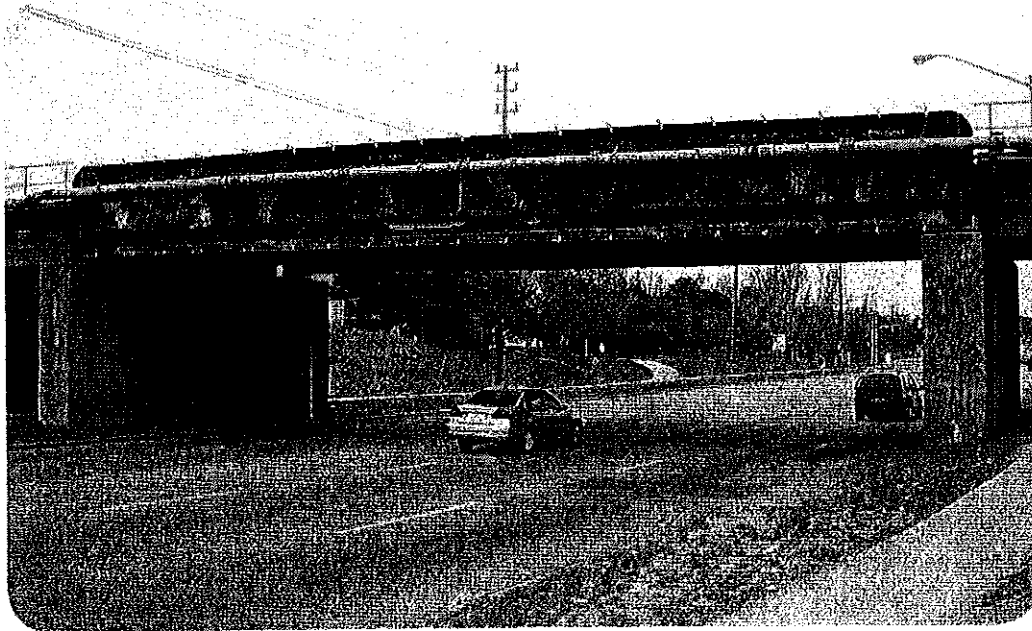
Respectfully submitted,

Sandra Yeung Racco  
Councillor, Ward 4

Alan Shefman  
Councillor, Ward 5



Sandra  
From: Frank Miele



Pre contract.

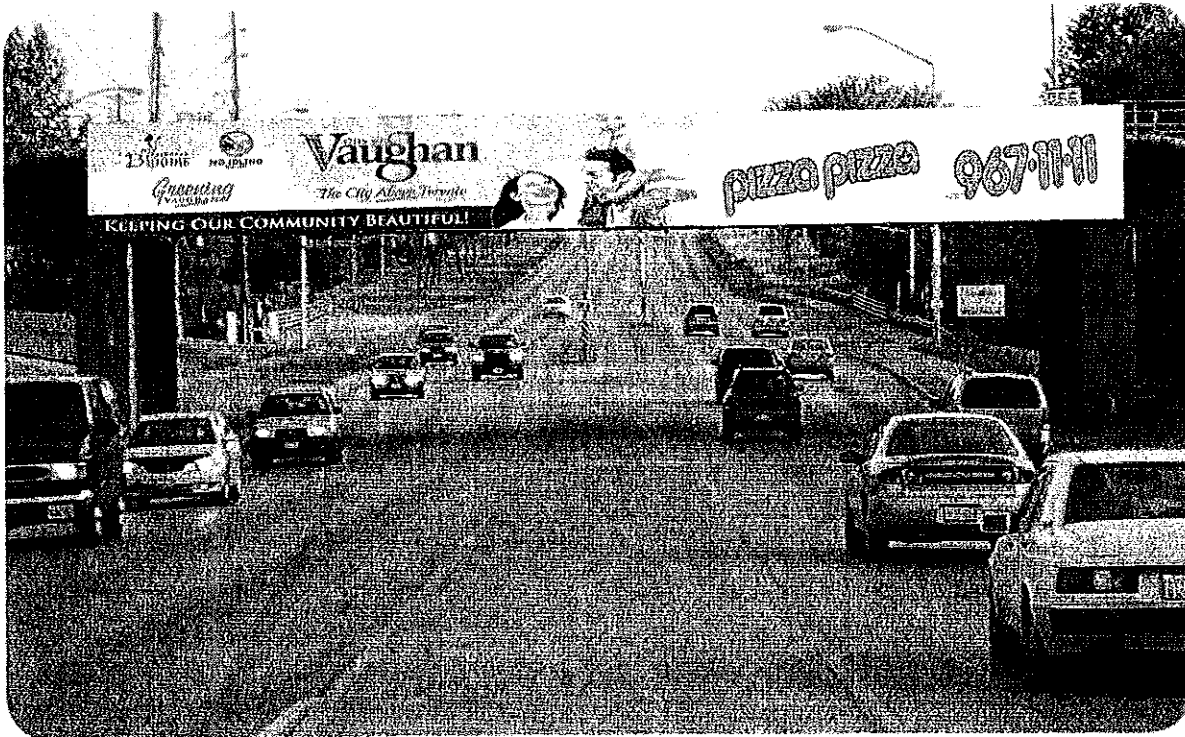


Existing



Proposed





Proposed





Proposed

