

## **COMMITTEE OF THE WHOLE - FEBRUARY 4, 2008**

### **CN OVERPASS BANNERS**

#### **Recommendation**

The City Manager, in consultation with the Director of Corporate Communications and the Manager of Economic Development, recommends:

1. That the Canadian National Railway's (CN) proposal for a revised agreement for signage at CN's overpasses be received and
2. That Council provide direction to staff regarding the installation of signage at CN overpasses as outlined in this report.

#### **Economic Impact**

There is no economic impact to the City.

#### **Communications Plan**

Not applicable

#### **Purpose**

To consider a proposal for a revised Agreement to permit City of Vaughan signage and third party advertising signage on overpasses owned by CN and to provide direction to staff for the resolution of the signage issue.

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

On September 25, 2006, the City of Vaughan entered into an Agreement with CN to permit City of Vaughan and third party advertising signage on four CN overpasses located at Bathurst Street, Dufferin Street, Pine Valley Drive and Islington Avenue, north of Steeles Avenue West. Since the execution of the Agreement, the City has received numerous concerns from residents about the signs being a detraction for the community.

On June 25, 2007 Council approved a report recommending that CN take responsibility for the maintenance of their bridges to the appropriate City standards and that the contract with CN be terminated as soon as possible due to the unsatisfactory fulfillment of their commitment to the Agreement. On July 13, 2007 formal notice of termination of the Agreement was sent to CN. The Agreement provided for a 90-day notice period, effective October 11, 2007.

In response to the notice, CN requested a meeting with the Mayor and senior officials to address the municipality's concerns. CN and RCC Media officials met with City Staff and the Mayor in late December 2007 and presented a proposal.

CN and RCC Media proposed the following. The south side of overpasses will feature Welcome to Vaughan signage exclusively, with creative design subject to the approval of the City. The City will have the option to change its signage several times a year and RCC Media will develop and install the signage at no cost to the City. To improve the appearance of the bridge structure, CN will supply, install and maintain landscaping on south bridge abutments, at no cost to City. The selection of the plant materials will be approved by the City's Parks Development Department.

The north side of overpasses will feature a maximum of two advertisers with the CN logo placed between the ads. The City and CN shall have all final approval rights to the copy and creative design for all signage.

In response to Council's concern regarding bird droppings from the overpasses, CN has advised that a spike system, similar to what is being used in the City of Toronto, will be installed for bird control.

The proposed Agreement is for a six-month trial period.

#### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically this report fulfills Vaughan Vision 2020 Goal: Plan and Manage Growth and Economic Vitality.

#### **Regional Implications**

Not applicable

#### **Conclusion**

The quality of urban streetscape is the responsibility of the City. The appearance of the CN rail overpasses are contributors to the streetscape and generate a daily impression for residents and visitors. CN's proposal for a revised agreement is one option in the resolution of the maintenance standards for overpasses.

#### **Attachments**

1. Proposed Signage Concepts

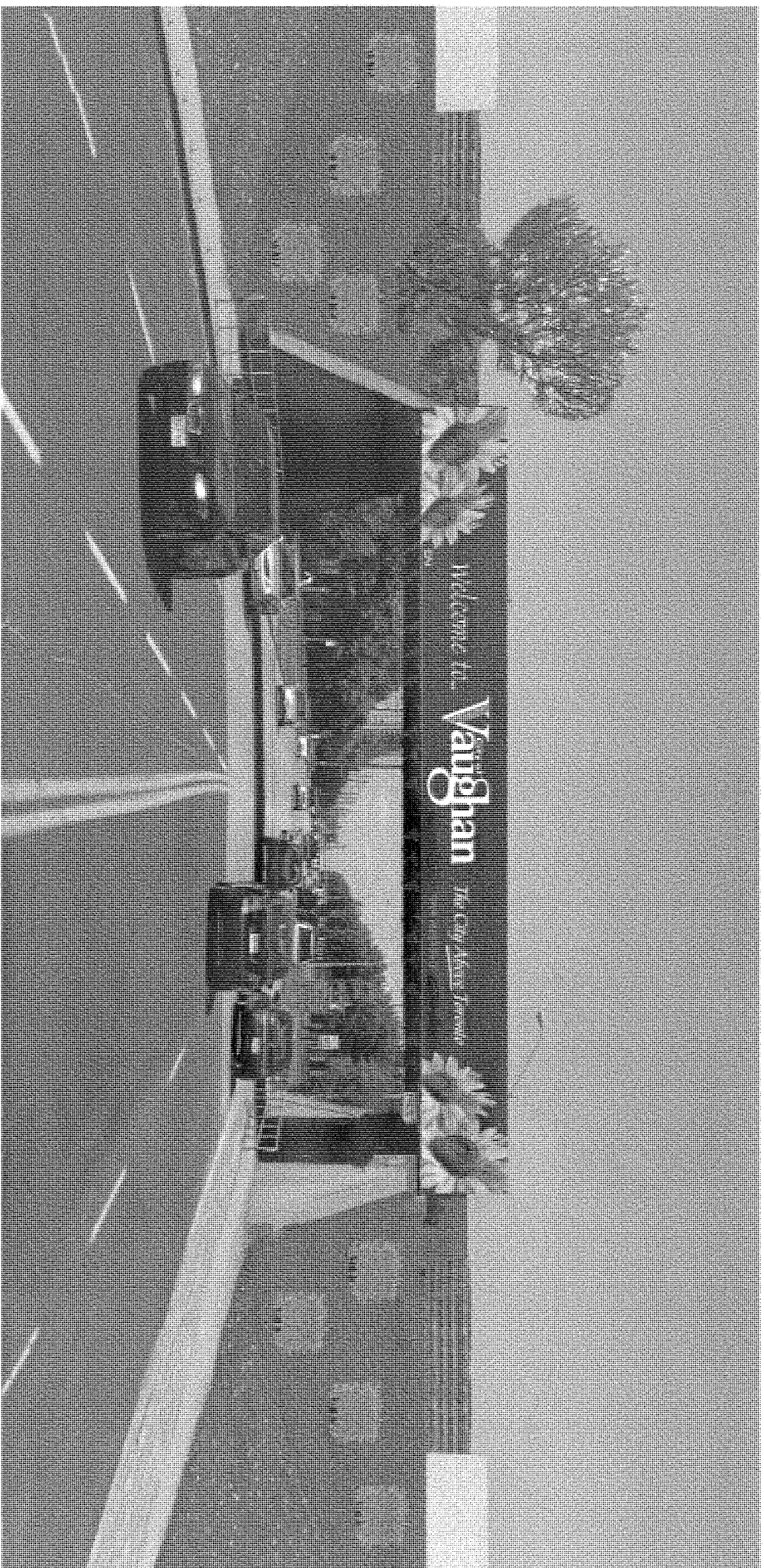
#### **Report prepared by:**

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Madeline Zito, Director of Corporate Communications  
Michael DeAngelis, City Manager

Respectfully submitted,

Michael DeAngelis  
City Manager

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