

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013**

Item 35, Report No. 28, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

**35**

#### **METROLINX DIGITAL SIGN PILOT PROJECT**

**The Committee of the Whole recommends:**

- 1) That Vaughan Council support the Metrolinx Digital Signage Network proposal, which includes the installation of a pilot digital sign project on Provincial property at Hwy 407 east of Keele Street, in the City of Vaughan, subject to Allvision receiving all appropriate Provincial approvals and that 5% of the advertising time per day be allocated to the City of Vaughan, at no cost to the City, for community messaging as outlined in the presentation by Allvision, and that the sign include emergency messaging capability;**
- 2) That the report of the Executive Director, dated June 11, 2013, be received; and**
- 3) That the deputation of Mr. Blair Murdock, Allvision Tannery Street, Mississauga, and Communication C9, presentation material, be received.**

#### **Recommendation**

The Executive Director in consultation with the Commissioner of Planning recommends:

1. That this report be received for information.

#### **Contribution to Sustainability**

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Finding and/or improving opportunities to communicate with our residents about programs, services and issues allows them to be better informed and more engaged, which results in greater understanding, collaboration and action.

#### **Economic Impact**

There are no economic impacts associated with receiving this report.

#### **Communications Plan**

A communications plan is not required.

#### **Purpose**

Allvision has developed a digital advertising sign strategy for Metrolinx that will generate revenue for Metrolinx to help offset the cost of new transit projects. One of the potential locations for signage which has been identified is on provincially owned lands regulated by MTO and MAH in the City Vaughan, along Highway 407 at Keele Street. Allvision would like to receive a letter of support from the City of Vaughan to erect this sign as its pilot project.

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

Staff have been working toward a new Sign By-Law which encompasses digital outdoor signage. The staff report will be presented at a Committee of the Whole Working Session in September. In addition, Staff have also been working on a report which outlines a strategy and costs for Civic Electronic (Dynamic) Signs -- this report will also be presented to Committee of the Whole Working Session in September as the subject directly relates to the sign by-law.

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During the course of gathering facts, information and background work, Staff were contacted by Allvision, a company that Metrolinx has contracted. Allvision, is a company that provides asset management, development and consulting services to government agencies, municipalities and private property owners interested in monetizing their real estate portfolios through outdoor advertising, to review Metrolinx's signage portfolio.

Allvision has developed a digital advertising sign strategy for Metrolinx that will generate revenue to help offset the cost of new transit projects. One of the potential locations for signage which has been identified as a Pilot Project is in the City Vaughan, along Highway 407 at Keele Street.

Imbedded in the Metrolinx sign strategy, is the opportunity for the host municipality to benefit from dedicated advertising time for community services messaging that will enable the City of Vaughan to promote its initiatives, festivals and events as well as emergency messaging and amber alerts, at no cost to the City.

#### **Metrolinx**

"The Big Move" is a provincial initiative that outlines the vision for transportation in the Greater Toronto and Hamilton Area (GTHA), which is spearheaded by Metrolinx, the Province's regional transportation agency for the GTHA. Launched in 2008, this initiative spans 25-years, requiring over \$50-billion for coordinated, integrated transportation and transit in the GTHA. More than \$16 billion in investment was committed to visible improvements seen throughout the GTHA, including the Vaughan Subway expansion, York Region VivaNext Bus Rapid Transit Project, etc.

The next wave of Metrolinx projects will require an investment estimated at \$34 billion, approximately \$2 billion annually. These funds will be directed at increasing capacity and improving regional connectivity. Examples of these projects are the Yonge North Subway extension, GO rail expansion, a host of local transit, highway, and active transportation improvements necessary to ensure a strong, prosperous economy and improved quality of life. More information regarding specific projects can be found on the Metrolinx website.

Funding the next wave of "The Big Move" projects will require a funding strategy supported by responsible and sustainable funding sources.

#### **Relationship to Vaughan Vision 2020/Strategic Plan**

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

#### **Regional Implications**

There are no regional implications with receipt of this report. However, staff have been in consultation with the appropriate departments at the Region of York in the development phase of the new sign by-law and civic electronic dynamic sign reports.

#### **Conclusion**

Although the location of the proposed sign falls outside the jurisdiction of the City's sign by-law, Allvision and Metrolinx are pursuing the proper approvals that are required by the Ministry of Transportation to move forward with Allvision's sign strategy that was developed for Metrolinx.

Currently the Ministry has advised that their Corridor Signing Policy 2010 does not permit any Digital or other type of Billboards within 400 meters of a limited access highway. These highways include Highways 400, 407, 427 and # 427 Extension north within the City of Vaughan. Thus, Allvision and Metrolinx would like to erect the sign at the Keele and 407 as the strategy's pilot project.

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**Attachments**

n/a

**Report prepared by:**

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)