

DATE: May 22, 2018

TO: Hon. Mayor Bevilacqua, Members of Council

FROM: Tim Simmonds, Chief, Corporate Initiatives and Intergovernmental Relations

CC: Corporate Management Team
Gus Michaels, Director, By-Law and Compliance, Licensing and Permit Services
Dennis Cutajar, Director, Economic and Cultural Development
Katie Maginn, Manager, Municipal Partnerships and Sponsorship

RE: **RCC Letter Referencing Digital Billboards**

The purpose of this memo is to provide further information on the billboard revenue potential initiative and digital signs in Vaughan in relation to the points addressed in a letter from RCC Media on May 16, 2018.

CONTEXT

A letter was received on May 16, 2018 in relation to the Billboard Revenue Potential Report coming to the May 23 Council meeting, as well as to digital sign considerations in general. This letter included information related to size considerations for signs, the number of signs in Vaughan, and the sign by-law as it relates to allowing digital signs in upcoming recommendations. There are points of clarification which have been addressed below.

BACKGROUND & ANALYSIS

In the Staff report, [\[link here\]](#) it is recommended that digital billboards would not be larger than 10ft x 35ft, a standard size within the industry. Given the concern for sign size at the Finance Administration and Audit committee meeting on May 7 with several members of the Committee indicating that smaller sizes would be a better fit for Vaughan, **Staff would suggest reducing the maximum sized sign to another popular industry size - 10ft x 20ft for the billboard revenue generation initiative.** This aligns with the current sign by-law. If requirements for a larger sized billboard was received, the request would go through the sign variance committee process.

The agreement with RCC Media stipulates that RCC has two categories of digital road signs – Bridge Banners and Stand-Alone Structures.

1. **“Bridge Banners”:** These signs are currently manufactured from vinyl and affixed directly to the CN bridge structure, these locations remain the same but are approved to be replaced with digital. The digital board will remain affixed to the CN Bridge Structure.

2. **“Stand-Alone Structures”**: The agreement with RCC Media has a total of seven (7) stand-alone digital billboard structures. This category is parallel to the Billboard Revenue Partnership Report which seeks to add eight (8) stand-alone structures at various locations on City property, and one (1) static stand-alone structure to be replaced with digital.

Therefore, the City (including the RCC locations) would have a total of 16 stand-alone digital billboard structures. The letter received from RCC seemed to indicate that the City would now have 46 unique locations.

RCC’s points about the City of Toronto

The City of Toronto Sign By-Law department has confirmed that they are not implementing a program to reduce billboard inventory, making this claim unfounded. They have also confirmed that they have 55 digital signs currently in the marketplace, with the possibility for more as their sign by-law allows. Many of these existing signs are double-sided in nature, estimating more than 80 digital faces; a number far greater than the 46 digital faces referenced in the letter. Claiming that Vaughan will have more digital signs than the City of Toronto with the billboard generation initiative moving forward is simply inaccurate.