

**Vaughan, ON**

**Bridge Enhancement  
and  
Digital Sign Modernization  
Program**

**VANHORNE**  
OUTDOOR

# Contents

1. Background
2. Benefits to City and Proposed Locations
3. Mock-Ups of Enhanced Bridges with Vaughan Branding
4. City of Mississauga Bridge Signs and Case Study

# Overview

## Background

Van Horne Outdoor (VHO) has entered into a multi-year venture to modernize and consolidate existing outdoor assets along Canadian Pacific's (CP) Federally Regulated rail corridors by removing and replacing outdated static billboards with modern static digital displays installed on CP bridges.

Van Horne Outdoor has just implemented a highly successful partnership with the City of Mississauga involving 16 CP bridge signs on Federally Regulated rail corridors running through that municipality (photos on final page).

A recognized North American traffic expert concluded that all of the installations in Mississauga were safe from a traffic perspective (see Appendix I for the City of Mississauga case study).

Similar programs have been implemented on CN rail corridors in Vaughan and Pickering.

# Overview

## Benefits

- Promote City of Vaughan branding
- Aesthetic improvements to bridges and rail corridor
- Emergency Override as needed on each digital display for emergencies such as natural disasters, Amber alerts, etc.
- City receives 10% of guaranteed screen time on the digital signs throughout each year
- City will receive an additional 5% (totalling 15%) of screen time for two 4-week periods during the year to promote City-sponsored special events and festivals
- Additional time on the screen may be utilized based upon availability

# Overview

## Proposed Locations

VHO proposes to modernize the following 2 CP bridges with 8'11" x 28'1" digital displays and City of Vaughan branding

- Hwy 7 west of Islington Ave (both sides)
- York 27 south of Royalpark Way (both sides)

Sample Mock-Ups of Proposed Locations on Following Pages

# Overview

## Proposed Process

Due to the jurisdictional nature of the sign locations in Vaughan on Federally Regulated rail corridors, and the benefits to the municipality, VHO would seek to replicate the Master Agreement that was entered into with the City of Mississauga in order to implement the program.

See Appendix I for City of Mississauga case study.

# Mock-Ups of Proposed Locations

York 27 south of Royalpark Way – Facing South



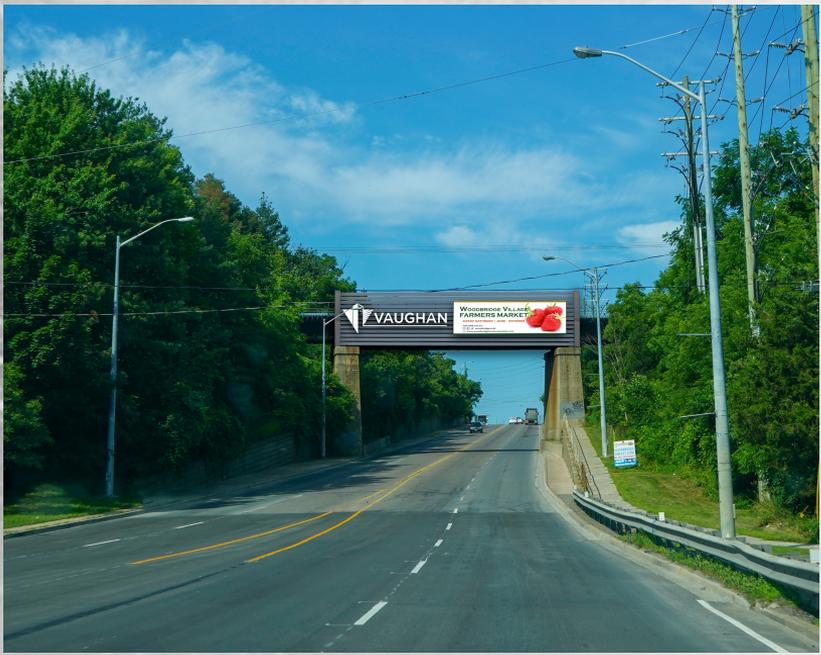
# Mock-Ups of Proposed Locations

York 27 south of Royalpark Way – Facing North



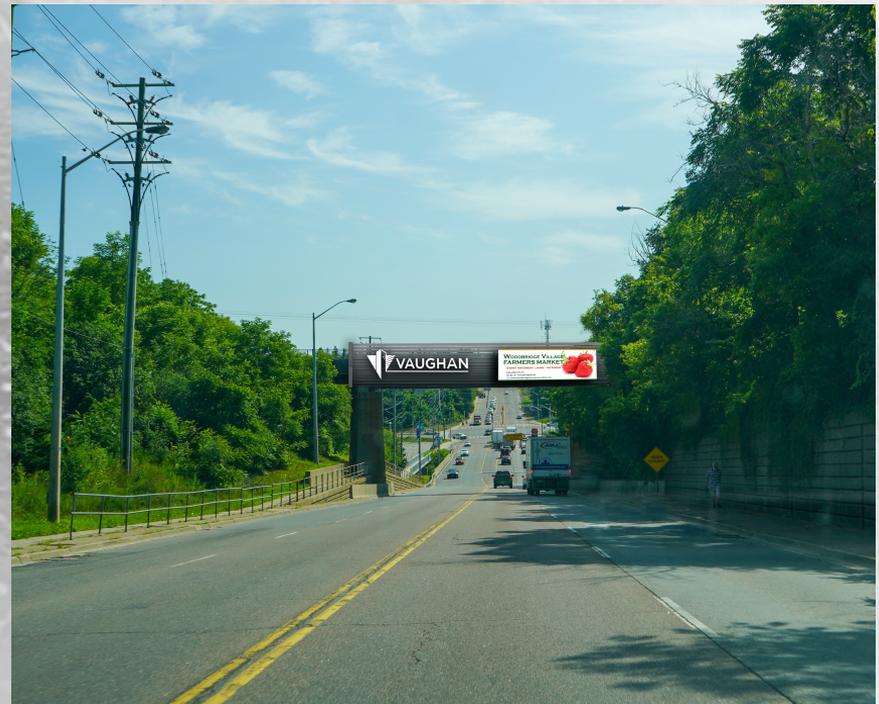
# Mock-Ups of Proposed Locations

Hwy 7 west of Islington Ave – Facing East

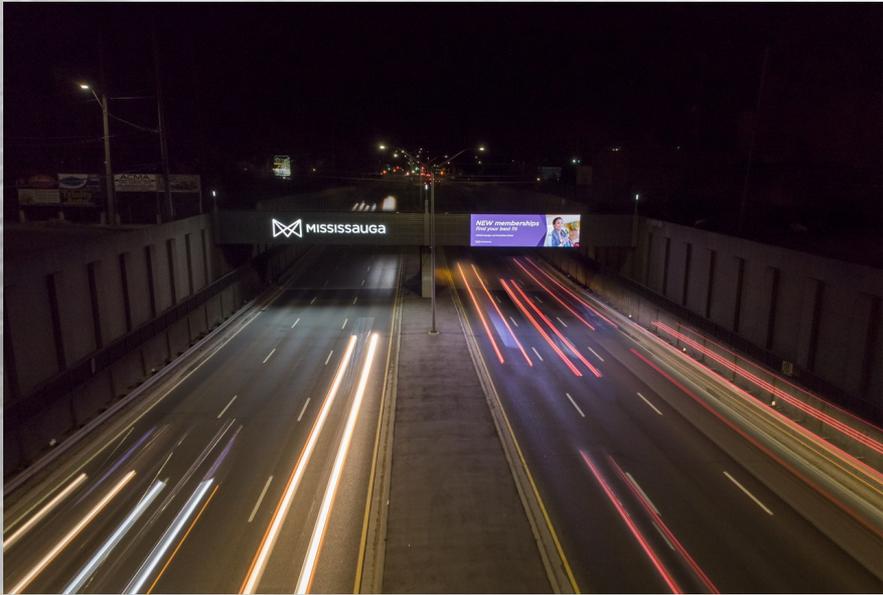


# Mock-Ups of Proposed Locations

Hwy 7 west of Islington Ave – Facing West



# Mississauga Bridge Signs



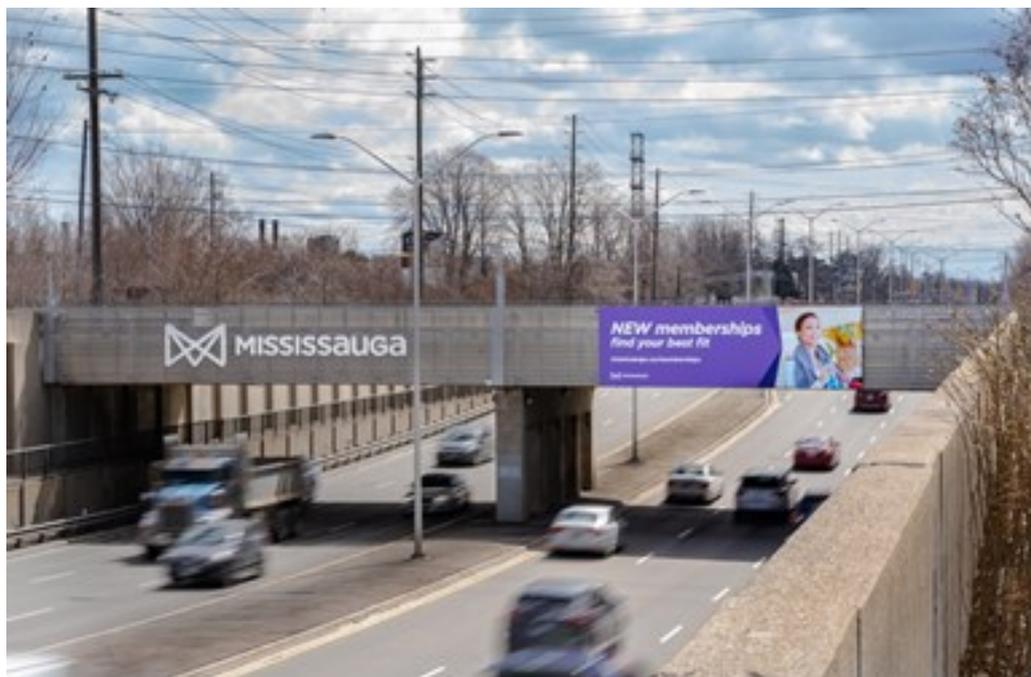
A grayscale photograph of a long, straight railway track stretching into the distance under a cloudy sky. The tracks are made of gravel and metal rails, and they lead the eye towards a vanishing point in the center of the frame. The sky is filled with soft, diffused light from the clouds.

# Appendix I

# VHO Digital Billboard Program

Van Horne Outdoor (VHO) entered into an agreement with City of Mississauga to place digital signs at eight CP railway overpass locations in Mississauga.

May 7, 2019



VHO Digital Billboard Program

## Background

Van Horne Outdoor (VHO), a limited partnership between Canadian Pacific Railway (CP) and All Vision LLC, entered into an agreement with City of Mississauga to place digital

signs at eight CP railway overpass locations in Mississauga. There will be one sign on each side of an overpass. City staff worked with various partners to ensure the signs meet by-law and road safety requirements and lighting standards.

## **Who owns the signs?**

Van Horne Outdoor (VHO), a limited partnership between Canadian Pacific Railway (CP) and All Vision LLC, is responsible for paying for all of the upfront and ongoing cost to install and maintain the signs. In addition, VHO made a financial contribution into improving lighting underneath the bridges to improve pedestrian safety.

## **How many signs will there be and where will they be located and when will they go up?**

VHO will place digital signs on 8 CP Rail overpasses throughout the City.

Sign locations:

- Cawthra Road (south of Dundas Street)
- Mavis Road (south of Central Parkway)
- Dixie Road (south of Dundas Street)
- Winston Churchill (south of Highway 401)
- Britannia Road West (west of Queen Street North)
- Eglinton Avenue West (west of Creditview Road)
- Burnhamthorpe Road (west of Central Parkway West)

- Hurontario Street (north of John Street)

The installation of the signs is to be fully completed by the end of 2019.

### **How will the City benefit and what do we get?**

The City benefits from bridge improvements, permanent branding, and the use of 10% of digital signage time to promote community messages and initiatives, including public service announcements, amber alerts, and information on City services and programs.

### **Are the signs safe?**

VHO hired a very well-respected Engineer who specializes in transportation matters and has worked extensively on digital signs, conducting traffic research examining the relationship between digital billboards and traffic safety. The Engineer analyzed similar installations existing on bridges in the GTA and the proposed locations in Mississauga and concluded that all of the installations were safe from a traffic perspective. VHO is also following the City's Guidelines and By-Laws pertaining to Billboard Signs and Traffic Safety. A complete Urban Design Impact Assessment was also completed for each location.

### **Are the signs monitored for brightness?**

The signs are equipped with a photocell which automatically adjusts the brightness due to ambient light. As the sun sets the screen automatically dims to adjust to darker conditions to ensure the higher brightness levels needed during the day are adjusted down in the evening time. In the evening VHO operates the signs at 200 nits (a unit of luminance measurement), an approximately 35% lower level than what the City's guideline suggests for night-time brightness.

**Is there a cost to the City for the signs?**

No.