

CN Overpass Community Messaging Program

April 20, 2009

Background

- **CN overpasses are a frequent source of community concern resulting from unkempt appearance; graffiti and the lack of adjacent landscaping and maintenance.**
- **In 2006, CN informed Council of its National Bridge Messaging program as a means of addressing the concern.**
- **RCC Media is CN's agent, responsible for implementing the program.**

Program Implementation

- **One side of the overpasses carries messaging developed and approved by the participating municipality.**
- **There is no cost to the municipality for the development, installation or maintenance of an annual message.**
- **There is a charge for more frequent changes.**

Program Implementation

- CN's costs are offset by the sale of community messaging opportunities on the reverse side of the overpass to local businesses.
- CN and the municipality have the right to review and approve proposed paid messaging . The messaging would be restricted to conform to guidelines. E.g – “Markham – home of IBM, a Zero Waste company.”
- RCC Media provides landscaping and weekly maintenance of the area immediately surrounding the overpass.

CN Bridge Messaging Program

VAUGHAN, ONTARIO - Bathurst Street, N. of Steeles Ave.



Before - South Facing

- Newly Landscaped Gateway Entrances into Community, no cost to the city
- FREE messaging updated 3 x's / year



After - South Facing

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CN Bridge Messaging Program



Before - North Facing



After - North Facing - Summer

Brampton

- Beautification of downtown city core
- creative / messaging updated 3 x's / year



After - North Facing - Winter



After - South Facing - Spring

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CN Bridge Messaging Program



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Building Markham's Future Together

Towards a Sustainable Community



CN Overpasses in Markham

There are eight CN overpasses in Markham. RCC Media have scheduled the Bridge Messaging Program as follows:

- 14th Ave. & Markham Rd. (Regional Road) April/May, 2009
- Kennedy Rd., S. of Hwy 407 (Regional Road) April/May, 2009
- Markham Rd. S. of Hwy 407 (Regional Road) April/May, 2009
- Bayview Ave. N. of Steeles Ave. (Regional Road) June, 2009
- McCowan Rd., S of Hwy 407 (Regional Road) Fall, 2009
- 9th Line, N. of Steeles Ave. (Regional Road) Fall, 2009
- Henderson, N. of Steeles Ave. (Municipal) Fall, 2009
- Hwy 404, N. of Steeles Ave. (MTO) Fall, 2009

Issues

- If the Town of Markham wishes to purchase signage on the 2nd side of the overpass, the cost is \$3,500 per month per overpass plus \$7 per square foot to print and install the message.
- If Markham chooses not to participate in the program, CN plans to post CN community messaging on the overpasses – e.g. “Don’t Drink & Drive - CN”
- As the proposed signage does not impair CN’s ability to operate the railway, Markham’s current sign by-law applies to the proposed signage.
- Markham’s sign by-law would require an exemption for the CN overpasses to permit these signs.

Recommendations

- It is recommended that the Town of Markham work with CN and RCC media to determine acceptable guidelines for paid community messaging;
- And that the Town develop an agreement with CN/RCC media for an initial trial period of 3- 4 years on 2- 3 overpasses.
- And that Council approve the placement of Town of Markham messaging on one side of overpasses involved;
- And that Council approve the placement of paid community messaging on the reverse side of each of these overpasses;
- And that Council approve an exemption to the Town's sign by-law for CN overpass community messaging during the trial period.