

April 24, 2014

Memo To: General Committee of Council

Memo From: Trinela Cane, Commissioner of Corporate Services

Re: General Committee Item, April 28, 2014 - Presentations by Metrolinx (represented by Sutherland and Associates) and CN (represented by RCC Media) regarding placement of digital electronic bulletin boards.

Two presentations will be provided to General Committee on April 28, 2014 regarding approval to erect digital (LED) signage in Markham. Both of these proposals were received independently by the City of Markham.

Since these proposals are both similar with respect to digital technology use for signage, and the bylaw that governs them (Bylaw 2002-94), a decision was made to ask both parties to present their respective proposals at the same time to General Committee.

Metrolinx Digital Signage Proposal

Allvision has been contracted by Metrolinx to develop a Digital Signage network on its rail corridors and to seek support from municipalities. Two potential locations have been identified in Markham for digital signs on the 407 corridor where it intersects with rail lines; one at the rail line between Warden and Kennedy Road and a second at the intersection of Yonge Street and Highway 407.

The Metrolinx digital signs will be used primarily for commercial messages, but may also display safety and emergency messages, such as amber alerts. Metrolinx is offering community and emergency management messaging opportunities for the City of Markham at no cost. The Metrolinx signs will display static copy (i.e., no videos).

CN Digital Signage Proposal

RCC Media will be presenting its proposal for these types of signs to be placed on the existing CN right of way within Markham. RCC Media currently manages eight (10'X20') static lighted billboards in Markham on the private CN right of way, which are permitted within the existing bylaw. RCC's proposal is to replace these with digital billboards. Their proposal for digital signs will provide commercial messaging by RCC media and community and emergency management messaging opportunities for the City of Markham. The nature of the operation of these signs would also allow Markham to control and provide instant community alerts where necessary.

Status of Governing Bylaws

The City's Sign By-law (2002-94) defines a Digital Sign to be an "*Animated Sign*". Section 4.7.1 (c) of the By-law lists Animated Signs (Digital Signs) as being prohibited within the City. An amendment to the By-law to permit Digital Signs is required should Markham decide to permit the signs. The amendment would also need to establish standards for Digital Signs, consistent with standards that exist for all permitted signage types in the By-law.

Next Steps

At the direction of General Committee, Staff are prepared to provide a report back to Committee on the proposals before June 30, 2014.

A handwritten signature in black ink, appearing to read "Trinela Cane". The signature is fluid and cursive, with a large initial "T" and "C".

Trinela Cane
Commissioner, Corporate Services

A. Taylor
B. Librecz
J. Baird
D. Flaherty