

BWCC

#36.

RCC Media and CN Rail


Proposal to Improve
Aesthetics of
CN Rail Overpasses in London

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The Challenge

- Overpasses become unsightly over time
- CN Rail has 14,000 rail bridges across Canada and the U.S.
- Transport Canada requires a costly process to repaint bridges
- Example: Wellington Street underpass cost \$400,000 to paint



The Challenge

- Transport Canada has stringent rules on structural integrity of rail bridges
- There are no requirements in terms of aesthetics



The Challenge

- CN tries to treat all communities equally
- A program to repaint all CN bridges across Canada would cost hundreds of millions of dollars a year



But . . . It Is A Problem!



A Win-Win Opportunity

- RCC Media and CN Rail have agreed on a program that will provide a clean look to the bridges and be self-financing
- Third-party advertising is placed on the fascia of overpass bridges
- Brampton, Vaughan, Markham have the program in place



London's experience



Canadian Women's Open

- Banner erected during the 2006 CN Canadian Women's Open
- Greeted with positive reaction from media commentators and individuals
- Negative comments when the sign was removed



The Proposal

- A two-year trial
- Two bridges
 - Oxford west of Wonderland
 - Wellington south of York



The Proposal

- London receives half of available signage space for its own purposes
- Value to London estimated at \$1,000 to \$2,000 a month per bridge
- Strong pointer to website to get even more value



