

NEWS

# WHAT'S GOING ON HERE?

## UP TO 23 DIGITAL BILLBOARDS APPROVED AROUND THE CITY

### JUST THE FACTS

Mississauga residents may have noticed more digital advertisement signs popping up in the city on roads and rail overpasses.

The signs, which flash various commercial advertisements and messages from the City of Mississauga, are part of an agreement the city has with Van Horne Outdoor LP.

Up to 23 digital billboards have been approved in Mississauga related to the agreement.

In addition to commercial ads, the signs would allow for the city to promote events, programs and services, and provide transit updates and emergency messages. Installation of permanent Mississauga branding, such as neighbourhood names, was also included in the agreement.

Van Horne Outdoor is on the hook for



Riziero Vertolli/Torstar

the costs of building and operating the billboards, as well as reimbursing the city for LED light upgrades in underpasses.

The original agreement passed in 2018 and allowed for 16 digital billboards on eight Canadian Pacific (CP) Rail corridors. In May 2019 it was amended to allow an additional four digital signs at three new locations on CP Rail corridors operated by Metrolinx.

In November 2019, city council amended the agreement again to allow for three new signs, so long as Van Horne gets all required permits. The new signs would go up on Dundas Street west of Cawthra Road, Erin Mills Parkway around Mississauga Road and on Derry Road near Millcreek Drive.

According to a city staff report, the latest approved billboards will bring Van Horne's Mississauga program to an end.