



**STAFF REPORT
ACTION REQUIRED**

Installation of Banners on Bridge Structures – Various Locations

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| Date: | January 22, 2008 |
| To: | Public Works and Infrastructure Committee |
| From: | General Manager, Transportation Services |
| Wards: | Various Wards |
| Reference Number: | pw08012te.row |

SUMMARY

Transportation Services is requesting approval for the installation of banners on bridges over expressways within City of Toronto’s public right of way for the TD Canada Trust Toronto Jazz Festival from June 9 to June 22, 2008 inclusive.

RECOMMENDATIONS

Transportation Services recommends that City Council:

1. approve the installation of banners on bridges over expressways within City of Toronto’s public right of way for the TD Canada Trust Toronto Jazz Festival from June 9 to June 22, 2008 inclusive, at the following locations:
 - a. Don Valley Parkway and Queen Street East - southbound direction;
 - b. Don Valley Parkway and Dundas Street East - southbound direction;
 - c. Don Valley Parkway and Gerrard Street East - southbound direction;
 - d. Don Valley Parkway and Lawrence Avenue East - southbound direction;
 - e. Don Valley Parkway and Wynford Drive - southbound direction;
 - f. Gardiner Expressway and Sunnyside Pedestrian Bridge - eastbound direction;
 - g. Gardiner Expressway and Sunnyside Pedestrian Bridge - westbound direction.

Financial Impact

The applicant will be responsible for all costs associated with the installation, maintenance and removal of the banners. There are no direct financial implications to the City.

ISSUE BACKGROUND

Transportation Services is in receipt of an application requesting permission to install banners on bridges over expressways within City of Toronto's public right of way for the TD Canada Trust Toronto Jazz Festival from June 9 to June 22, 2008 inclusive, at the following locations:

- a. Don Valley Parkway and Queen Street East - southbound direction;
- b. Don Valley Parkway and Dundas Street East - southbound direction;
- c. Don Valley Parkway and Gerrard Street East - southbound direction;
- d. Don Valley Parkway and Lawrence Avenue East - southbound direction;
- e. Don Valley Parkway and Wynford Drive – southbound direction;
- f. Gardiner Expressway and Sunnyside Pedestrian Bridge - eastbound direction;
- g. Gardiner Expressway and Sunnyside Pedestrian Bridge - westbound direction.

COMMENTS

Former Metro By-law No. 211-74 permits the installation of horizontal fabric banners, attached to bridges but specifically excludes banners over expressways. On occasion, permission had been granted for banners over expressways for certain events of municipal significance such as the "Nissan Toronto Challenge" Second Harvest, including City initiated events such as the 20-Minute Toronto Makeover, Toronto Olympic Bid (TO Bid) banners, etc. The installation period for bridge banners over expressways is two weeks, in accordance with Division policy.

Reasons for approval

Transportation and Technical Services reviewed the application for the installation of banners on bridges over expressways and determined that it is feasible, subject to the applicant:

1. obtaining a permit from Transportation Services for the installation of the banners;
2. paying all applicable fees and complying with all other conditions imposed by the Executive Director of Technical Services for the installation of banners on bridge structures; and
3. submitting a certificate of insurance satisfactory to the City Treasurer, providing public liability, bodily injury and property damage coverage in the amount of \$2,000,000.00 and including a cross-liability clause.

CONTACT

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SIGNATURE

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