



STAFF REPORT INFORMATION ONLY

Sign Variance – 400 Keele Street

Date:	November 13, 2008
To:	Etobicoke York Community Council
From:	President, Toronto Parking Authority
Wards:	Ward 13
Reference Number:	Item EY21.22 Sign Variance – 400 Keele Street

SUMMARY

This report provides supplemental information to the sign variance application presented by Mr. Lorne Persiko, on behalf of the Toronto Parking Authority, for approval of variances for a newly designed Illuminated, Trivision Ground sign at 400 Keele Street.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

At the TPA Board meeting on Wednesday May 10, 2006 the Board approved the staff recommendation to retain Allvision Canada (“Allvision”), a company which specializes in understanding the value of existing and undeveloped outdoor advertising assets, to advise and provide a city-wide strategic plan for the TPA’s aging outdoor advertisement portfolio. The existing portfolio of signs were all built prior to amalgamation and are located in 3 of the 4 new community council areas (Toronto and East York, Etobicoke - York, and North York). There are a total of 33 existing signs spread out over 24 TPA lots (see Appendix A).

Following a comprehensive review of the existing outdoor advertising portfolio, four key objectives were established:

1. Update the overall aesthetics of the signage
2. Reduce the overall square footage of the advertising space
3. Increase the overall level of revenue
4. Make landscaping improvements to these TPA lots

ISSUE BACKGROUND

Allvision, directed by the Board, solicited offers from qualified bidders to modernize and replace the existing portfolio of signs and assess how the bids would achieve each of the TPA's four key objectives. A Request for Proposals was released on Merx on April 10, 2007. On June 12, 2007 the TPA Board awarded the contract to Pattison Outdoor Advertising. The following summary of results provides an overview of the main components of the winning bid and how the TPA's objectives would be fulfilled. Appendix A provides in detail a list of the proposed signage for each TPA parking lots by Ward and Community Council Area.

Allvision and the TPA consulted with numerous members of the City of Toronto staff from planning, urban design, transportation, and the Clean and Beautiful City Secretariat. A number of improvements to the final designs were made as a result of their respective comments.

1. Key Objective: Update the overall aesthetics of the signage

The existing signage consists of advertising columns and a limited number of billboards. There are five different column designs across the 24 TPA lots (see Appendix B). Most of these signs were installed prior to amalgamation and the designs date back almost twenty years. The billboards were all installed prior to amalgamation with some designs dating back more than 30 years.

Results:

Completely new column and billboard designs have been introduced with each updated design providing a significant upgrade in terms of appearance and quality.

Columns: Columns have been designed by internationally renowned designer Jeremy Kramer (designer of new street furniture in Toronto). All existing four sided columns will be replaced by two sided columns which will incorporate TPA logos that will assist in identifying TPA parking lots. It is important to note that over the next ten years, lighting upgrades will be introduced including the use of more energy efficient materials such as LED lighting and solar technology.

16 Riverview Gardens (four sided column) – Before



16 Riverview Gardens (two sided column) – After



Billboards: New modern billboard designs have been created by Enseicom, a leader in the sign and outdoor furniture fabrication industry for over twenty-five years. Enseicom manufactured all of the modern Kramer shelters that exist on Toronto streets today. The new designs will incorporate TPA logos which will assist in identifying TPA parking lots.

1612 Danforth Ave (1 double sided billboard and 1 four sided column) - Before



1612 Danforth Ave (1 single sided billboard) – After



2. Key Objective: Reduce the overall square footage of the advertising space

There are currently 23 columns and 10 billboard structures on TPA lots. Each column structure has four third-party advertising faces and four first-party advertising faces and offers approximately 128 square feet of advertising space. The billboards structures consist of a combination of single face, double face, and side by side design. The total square footage of advertising space on columns and billboards equals approximately 5,600 square feet.

Results:

Under this proposal, total square footage will be reduced by over 2,000 square feet, or more than 35%. Fifteen of the existing 23 advertising columns will be converted from four sided designs (128 sq') to two sided designs (53 sq'). The remaining eight existing four sided columns, seven will be permanently removed and one is under further review. Of the ten existing billboard structures, one will be permanently removed and not replaced, three are under review because of pending developments, and the remaining six will be removed and replaced with four new billboard designs.

3. Key Objective: Increase the overall level of revenue

The TPA has been generating a modest level of revenue from its current advertising signage program. One of the key objectives is to increase this revenue while providing significant upgrades in terms of appearance and quality as well as reducing the overall amount of advertising space.

Results:

The proposed new signage program, while significantly reducing the square footage of advertising space, will increase the overall revenue to the TPA by an impressive 350%.

4. Key Objective: Make landscaping improvements to these TPA lots

The TPA has been developing progressive and sustainable landscaping plans for current and future lots by incorporating the City of Toronto's "Design Standards for Greening Surface Carpark" guidelines. Having consulted extensively with City of Toronto planners, we have provided relevant comments that will be incorporated into new parking lot development guidelines.

Results:

In 2008, we plan to invest up to \$100,000 from the signage program directly into our overall landscaping initiatives. Some preliminary landscape plans have already been completed for TPA lots that contain advertising and we expect to begin implementing these as early as next year in 2009.

COMMENTS

Following approval of the sign variances proposal by City Council, all of TPA's stated objectives will be met: the overall quality and appearance of the signage will be upgraded; our parking lots will receive additional landscaping; the overall square footage of advertising space will be reduced and TPA's revenue will increase significantly.

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SIGNATURE

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