

Public Works and Infrastructure Committee

(Deferred by City Council from May 7, 8, 9 and 10, 2013 - 2013.PW22.9)

PW22.9	Action			Ward:All
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Toronto Street Furniture Program - Year 5 Status Update and Agreement Modifications

Committee Recommendations

The Public Works and Infrastructure Committee recommends that:

1. City Council direct the General Manager, Transportation Services, and the City Solicitor to amend Section 10.7 of the Street Furniture Agreement with Astral Media to permit Creative Advertising enhancements on transit shelters, subject to guidelines set out in Appendix H of the report (March 21, 2013) from the General Manager, Transportation Services.
2. City Council approve electronic, static copy on transit shelters in the Street Furniture Agreement, subject to any further standards to be developed in conjunction with the review of third party signage containing electronic copy forthcoming in September 2013.
3. City Council direct the General Manager, Transportation Services, to ensure that the City's share of 8.5 percent of free advertising is distributed throughout the digital ads in an equitable manner across all media elements.
4. City Council request the General Manager, Transportation Services, to work directly with the provincial lead for the Ontario Seniors Strategy to ensure that City benches have the appropriate arm rests and meet the best possible design standards that support various mobility needs.
5. City Council request the Director, Public Realm Office, and Astral Media to consult with the Toronto Seniors Forum prior to implementing changes to the design.
6. City Council request the General Manager, Transportation Services, to report back to the October 21, 2013 Public Works and Infrastructure Committee meeting with any proposed changes to the contract arising from the discussions set out in Recommendation 1 in the report (March 21, 2013) from the General Manager, Transportation Services.

Committee Decision Advice and Other Information

The Public Works and Infrastructure Committee requested the General Manager,

Transportation Services, to report to the Public Works and Infrastructure Committee on improved guidelines with regard to the placement of street furniture in the Heritage Conservation Districts and in front of designated properties as part of the request to change the modes of advertising.

Origin

(March 21, 2013) Report from the General Manager, Transportation Services

Summary

The purpose of this report is to provide the annual update on implementation of the City's Coordinated Street Furniture Program including revenues, inventory and completion rates by street furniture element, installation locations, complaints and response times and maintenance compliance issues.

The Year 5 report also describes Astral Media's inability to locate its full complement of InfoPillars on City streets, subject to the new set of guidelines and consultation process endorsed by City Council at its meeting of July 12, 13 and 14, 2012. Due to the new protocol, Astral Media will be likely unable to locate more than 85 InfoPillars out of the total 120 directed by the contract, resulting in the loss of anticipated advertising revenue. The report also discusses the inability of Astral Media to light many of their transit shelters due to ongoing issues with Toronto Hydro related to street light connections.

As directed by City Council, the report provides an update on the practice of "creative advertising" that is not specifically addressed in the Street Furniture Agreement. Research shows that this is an international practice, and the report recommends officially approving creative advertising enhancements on transit shelters, subject to guidelines which set out requirements for public safety and accessibility.

The report also supports the request from Astral Media for permission to amend the Street Furniture Agreement to use static electronic copy (digital technology) on its transit shelters. Any required standards to direct the location and operations of the advertising will be brought forward in September 2013 in a Council directed report from Toronto Building, in conjunction with Transportation Services, and in consultation with City Planning, on the impact of third party signs containing static electronic copy.

Background Information (Committee)

(March 21, 2013) Report from the General Manager, Transportation Services, on Toronto Street Furniture Program - Year 5 Status Update and Agreement Modifications

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57066.pdf>

(March 21, 2013) Appendix A - Street Furniture Revenue Report

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57067.pdf>

(March 21, 2013) Appendix B - 2012 Street Furniture Installation Progress Review

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57068.pdf>

(March 21, 2013) Appendix C - Year 5 Street Furniture Installations/Total Year 1-5 Installations by Ward

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57069.pdf>

(March 21, 2013) Appendix D - Amended Schedule H - Street Furniture Roll-out Schedule

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57070.pdf>

(March 21, 2013) Appendix E - New Model Litter Bin for Narrow Streets and Dero Bike Rack

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57071.pdf>

(March 21, 2013) Appendix F - Street Furniture Maintenance Review

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57072.pdf>

(March 21, 2013) Appendix G - Examples of Creative Advertising Campaigns in Toronto

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57073.pdf>

(March 21, 2013) Appendix H - Guidelines for Special Creative Advertising Proposals

<http://www.toronto.ca/legdocs/mmis/2013/pw/bgrd/backgroundfile-57074.pdf>

Communications (Committee)

(April 2, 2013) E-mail from Lee Richmond (PW.New.PW22.9.1)

(April 6, 2013) E-mail from Patrick Dinnen (PW.New.PW22.9.2)

(April 8, 2013) Submission from Gord Brown (PW.New.PW22.9.3)

(April 8, 2013) Letter from Councillor Josh Matlow, Ward 22 - St. Paul's (PW.New.PW22.9.4)

<http://www.toronto.ca/legdocs/mmis/2013/pw/comm/communicationfile-35734.pdf>

Speakers

Gord Brown

Lance Martin, Partner and Executive Creative Director, Union Advertising

Ron Hutchinson, Senior Vice President, Real Estate, Ontario, Astral Out-of-Home

Councillor Adam Vaughan

Councillor Paula Fletcher