



**STAFF REPORT
ACTION REQUIRED**

**Toronto Street Furniture Program –
Year 5 Status Update and Agreement Modifications**

Date:	March 21, 2013
To:	Public Works and Infrastructure Committee
From:	General Manager, Transportation Services
Wards:	All
Reference Number:	p:\2013\ClusterB\tra\pw13004pr

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.

RECOMMENDATIONS

The General Manager of Transportation Services recommends:

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.
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.

Financial Impact

Adopting Recommendation 2 contained in this report offers the potential, in the long term, to receive additional revenues if this initiative succeeds in increasing the advertising revenues above the minimum annual guarantee. The potential for increased revenues will be monitored and will be reflected in any future Street Furniture updates to City Council. Revenues from the existing Agreement with Astral Media are summarized in Appendix A.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

City Council at its meeting of April 10 and 11, 2012 adopted the Auditor General's review of the Coordinated Street Furniture Agreement (Item AU6.4) which recommended, among other things, a yearly status report on the implementation of the Street Furniture Program including revenue, completion rate, installation locations, public complaints and maintenance issues.

City Council at its meeting of June 6, 7 and 8, 2012 adopted the report entitled, "Toronto Street Furniture Program – Further Report on Status Update and Proposed Info Pillar Placement Guidelines" and requested the Acting General Manager, Transportation Services to report annually to Council, through the Public Works and Infrastructure Committee, on the status updates on implementation of the Street Furniture Program, revenue, inventory and completion rates by street furniture element, installation locations,

complaints and response times, maintenance compliance issues, and information related to the emerging practice of "creative advertising" on bus shelters and other information relevant to compliance with the Agreement.

At the same meeting, Council directed staff to work with Astral Media to site the remaining InfoPillars in compliance with the revised InfoPillar Placement Guidelines and to report back to the Public Works and Infrastructure Committee, if required, should difficulties subsequently emerge with the feasibility of locating the entire inventory of 120 of these elements as stipulated in the Agreement.

COMMENTS

1. Yearly Update

Background

The Coordinated Street Furniture Program will deliver over 25,640 pieces of attractive, functional street furniture across Toronto over a 20-year period. These items include transit shelters, litter receptacles, benches, poster columns and boards, InfoPillars, multi-publication boxes and corrals, and the first fully automated wheelchair-accessible public washroom in North America.

The program, now in its sixth year, is an innovative partnership model for addressing budgetary pressures to the benefit of the public. It is unprecedented in its scale and scope and has delivered marked improvement to Toronto's streets with high quality design, more pleasing streetscape and reduced advertising. When the Agreement was signed in 2007, there were 6,700 legacy elements with advertising on Toronto streets and this has been reduced to a maximum of 4,129 elements. At this time 2,552 transit shelters and InfoPillar units with advertising are deployed.

This program guarantees a minimum of \$429 million of direct revenue to the City over the contract term, generated from the controlled advertising rights. The capital investment in the program is \$202 million and the on-going maintenance is valued at \$294 million. All elements will be owned by the City upon expiry/termination of the Agreement. The program eliminates any pressures on the City's capital and operating budgets to fund and maintain these amenities on Toronto's streets. Any change that alters the revenues and scope of this contract must be approved by City Council.

All requests and issues related to the program are managed through one centralized office - the Street Furniture Management Unit in Transportation Services. The Street Furniture Unit is fully responsible for the contract management of this unique public-private partnership, and its staff work closely with Astral Media and its contractors to ensure the proper installation of all planned elements and to ensure they are properly maintained. The City has also developed an independent tracking system to log all requests, surveys and installations, as well as any maintenance requests requiring action. Annual planning takes into consideration upcoming capital projects and involves significant consultation

with BIAs, councillors and other key stakeholders to ensure equitable distribution across the City. The Street Furniture Unit also manages and licenses the newspaper vending boxes on city streets and has responsibility for the management and installation of post-and-ring bike parking units.

As a result of this program, a number of longstanding City objectives have been addressed including litter bins which provide superior design and placement for street litter management and collection; neighbourhood information pillars (Poster Columns) to support the enforcement of the Postering By-law; InfoPillars, a Wayfinding element in support of the City's Five-Year Tourism Action Plan; public service messaging free of charge to the City; high quality street furniture to BIAs to eliminate the need to construct and maintain their own system; the implementation of accessibility and ergonomic standards; and the use of sustainable materials, high efficiency lighting, solar energy and other environmental objectives.

Revenues from the program are directed to the Public Realm Reserve Fund to facilitate improvements to the public realm. Funds are utilized to administer the street furniture program, deliver neighbourhood improvements and pedestrian infrastructure planning and projects and graffiti management. Revenues are also directed to Parks, Forestry and Recreation for purposes of urban street tree maintenance, support of the technical requirements for Wayfinding in Economic Development, the Orphan Space program to maintain spaces with horticultural features in the public right-of-way that were previously an eyesore, Transportation Services operating budget as per the previous transit shelter contract and the Nathan Phillips Square Revitalization.

The program also included a contribution towards a Design Links study which explored other potential street furniture elements and the costs of the City's RFP process. Other added value items included in the Agreement are a Scholarship Program, a Summer Student Program, an Art Program for the multi-publication boxes, free homeless access to public washrooms and nationwide radio and television advertising.

Revenue to the City

The Agreement between the City and Astral Media sets out a minimum yearly guaranteed fee or annual revenue to the City from Astral Media. The Company pays the greater of the stipulated annual fee for each Agreement year or the listed percentage of the gross revenues, as set out in the attached chart (Appendix A). The Agreement required Astral Media to provide an upfront payment of \$36.5 million (a \$28 million payment plus the first three years of the contract valued at \$8.5 million) upon signing the contract. At the beginning of Year 6, the City received \$13,478,256. To date, the City has received \$69,836,618 in revenue from this Agreement.

Year 5 Roll-out Successes and Challenges

Overall Inventory and Completion Rates

Toronto's Coordinated Street Furniture program provides benefits to every ward of the City and is not focused only on its downtown or well-travelled tourist areas. The table in Appendix B shows the number of individual street furniture elements installed to date for Agreement Years 1 through 5 by category while Appendix C illustrates the distribution of all street furniture elements across each ward of the City. (The contract year runs from September 1 through to August 31, while the construction year end is December 31.)

The original implementation schedule for deploying the new street furniture developed by City staff was purposely aggressive, seeking to install as many elements as possible early in the contract term. The roll-out experience of the last five years led to some refinements of the target – including design modifications and substitutions of more desired elements. The current amended Schedule H is attached as Appendix D to this report. As described in previous reports, the originally scheduled number of elements was delayed for reasons including slow City start-up, the need for design alterations, the labour disruption and the G20, among other things, and will be caught up in Years 5 through 8. The program has now achieved an 85.4 percent completion rate in Year 5. At this time, 33 percent of all the over 25,000 elements are on the street.

For Year 6, the number of elements in the schedule was amended to provide catch up for items not installed during Year 5, additional benches and non-advertising information pillars. Astral Media and City staff have determined that in Year 7 it will be appropriate to review the complete quantity of elements and adjust them in keeping with the City's requirements.

Year 5 successes and challenges are described below:

Transit Shelters

In Year 5, a total of 354 shelters were installed for a total 1,600 Provincial-style shelters, of which 1,316 have advertising panels. To date, there are a total of 2,484 shelters with ads and 1,794 non-ad shelters on City Streets, of which 235 are solar-powered.

Twenty-six different styles of transit shelters have been developed to suit the particular dimensions and demands of Toronto's streets. These shelters are fully accessible and are constructed on the public right-of-way in compliance with the Vibrant Street guidelines. Three legacy model are maintained through the contract as well - the Enseicom model (15 years old); the Daytech model (30 years old); and the Ancaster model (50 years old).

A notable complaint about transit shelters is directed to the oldest Ancaster model. This model has been hard to maintain since there are no available replacement parts, and Astral Media has been hesitant to put resources into outdated shelters which will be replaced. Astral Media has now agreed to remove the 500 remaining Ancaster shelters

and replace them with the Provincial model in 2013, as directed by the Auditor General. In the following years, staff will work with Astral Media to systematically replace the remaining Daytech shelters.

In Year 6, Astral Media has also agreed to work with the City to find an alternative to the existing roadside canopy shelter that is used on narrow sidewalks where there is not sufficient room for wheelchair access. It is recognized that these units designed to meet accessibility guidelines do not provide a desired level of protection from the elements.

Toronto Hydro – Since the start of the Street Furniture Agreement in August 2007, Astral Media has experienced difficulties in powering their transit shelters, due to work delays and Toronto Hydro's position that they would no longer accept a connection from the street lighting system, the previously permitted approach.

The Agreement between Astral Media and the City requires that all transit shelters, whether they contain advertising or not are illuminated for purposes of public safety and to form part of the night-time ambient street illumination. At this time, 680 elements are without power. Night-time illumination is also critical to achieve full advertising value. As a result, Astral Media has reported that it has lost significant major customers due to the poor level of illumination and has been unable to deliver guaranteed levels of illumination for campaigns.

At this time, Astral Media has estimated the resulting revenue loss at \$2.363 million per annum and is extremely concerned about additional costs involved in longer and more complicated trenching to connect with other power sources. Astral Media continues to work with Toronto Hydro to resolve this matter and recent conversations between the parties suggest that there may be a resolution.

Litter Bin – In Year 5, a total of 897 litter bins were installed for a total of 5,584 now on the street. There are two existing models of litter bins – a two stream and a three stream model, and both are available in grey and black.

Due to functional problems and ongoing maintenance issues with the first generation of litter bins, Astral Media has undertaken a complete reengineering of all moving parts susceptible to wear and vandalism. Details of these modifications are described in the section on Maintenance below.

At the outset of the Agreement, staff were requested to work with Astral Media to identify a litter bin to fit the older, narrower streets of Toronto. In 2010, an off-the-shelf product was identified and installed in Kensington Market. This product became problematic for collection and maintenance operations and, as a result, Solid Waste and Street Furniture staff have worked with Astral Media to design a smaller litter bin similar in design and components to the City's standard model. A prototype of this bin shown in Appendix E has performed successfully and will be installed on narrow sidewalks beginning in 2013.

Benches – In Year 5, a total of 137 benches were installed for a total of 698 on City streets. Roll-out of the benches has been significantly delayed due to problems with the original manufacturer. Astral Media has secured another source and will commence installation in the spring of 2013 for both Year 5 and Year 6 commitments. In addition to these commitments, Astral Media and the City have agreed to increase the number of benches by approximately 140 to provide a total of 500.

As a part of the Senior's Strategy, there has been a request to review the design of the bench to make the unit more usable for seniors. Staff have agreed to consider these design recommendations with Astral Media and ergonomic experts.

Poster Columns and Poster Boards – In Year 5, a total of 206 poster columns were rolled out. At its meeting of July 6, 7 and 8, 2010, City Council had directed staff to expedite the installation of the poster columns in support of the City's Postering By-law. In 2012, staff worked with Solid Waste Management and Municipal Licensing & Standards to devise the strategy for the placement of columns and total installation of 500 poster columns was completed in January 2013.

In Year 5, a total of 146 poster boards were installed. Poster boards are located on the side of transit shelters, and their numbers are dependent on the transit shelter orientation and roll-out.

Multi-publication Boxes (Kiosks) – There are currently 13 multi-publication box locations on the streets of Toronto. This element provides a consolidation of newspapers within one streamlined unit. The first four structures were subject to immediate operational concerns, of which the most significant related to the operation of the coin dispenser and locking mechanism. Astral Media has since retrofitted the existing units on the streets but has delayed the full roll-out due to other functional concerns. Astral Media is currently sourcing a new unit to be inserted inside the shell of the structure for roll-out in 2013.

Corral – There are 68 corrals on the street which provide an approved structure for attachment of newspaper vending boxes by publication companies. The current locations have been based on requests and replacements of the old T-bar locations. A targeted installation program will take place over the next three years to ensure all TTC subway stations have appropriate structures for their publication boxes. Installation will begin in the spring of 2013 on the Bloor-Danforth line, followed by the Yonge-University and Sheppard Lines.

Automated Public Toilet (APT) – In 2012, a second publicly accessible automated public toilet was located at Woodbine Beach, in addition to the one at the foot of Rees Street. Despite the enormous success of the element, it has been difficult to find appropriate locations due to the size and weight of the 3-square metre unit and the availability of necessary water, sewer and power hook-ups.

Three units are anticipated in the Year 6 roll-out and investigative work is now being completed.

Multi-Bike Racks – The Street Furniture Agreement provides for 1,000 single bike rings over the term of the 20-year Agreement. After discussions with the Cycling Infrastructure & Programs unit and members of the cycling community, it was decided to convert the individual bike ring allocation in favour of multi-bike racks to provide greater bike parking capacity. As a result, staff have worked with Astral Media to install and test a multi-bike rack over the winter.

In November 2012, seven 'Dero' bike racks (Appendix E), a model used in other locations across the GTA, were installed in high-demand areas. The 4-unit rack was installed at 14 Roncesvalle Avenue, 138 Main Street, 401 Richmond Street and 585 Queen Street West. The 6-unit rack was installed at 750 Bloor Street West, 1303 Queen Street West and 1272 Dundas Street West. If this unit is selected, the value of the individual bike rings will be allocated to multi-bike racks, and additional units will be installed beginning in 2013.

InfoPillars – The InfoPillar is one of the two street furniture items which contains advertising. The roll-out of these units was anticipated in Years 1 and 2. At its meeting of July 12, 13 and 14, 2011, City Council agreed to a modified design of the original information pillar. Due to significant placement issues, staff worked with Astral Media and devised new placement guidelines and consultation protocols which were adopted by City Council on June 6, 7 and 8, 2012.

Since that time, Astral Media and City staff have been working diligently to identify, survey and install InfoPillars which meet the placement guidelines and Astral Media's advertising requirements. It is unlikely that Astral Media will be able to install the 120 InfoPillars anticipated in the contract. Currently, there are 70-installed InfoPillars, and it has been determined that the maximum capacity in 2013 is 85, with the maximum potential for an additional 15 units over the following few years.

Non-Ad InfoPillars – In Year 5, two of these elements were installed. The balance of 58 will be installed in 2013, after consultation with BIAs and in discussion with Economic Development on locations with pressing wayfinding requirements.

Maintenance of Street Furniture

Astral Media is required through the Street Furniture Agreement to provide maintenance of all street furniture elements, with varying timeframes that are set out in the contract and discussed below. Complaints and requests for service are received through 311 and Astral Media's "Commitment to Quality Service" line at 1-866-8-ASTRAL or quality@astral.com

Staff experience, supported by routine checks, confirms that Astral Media has provided excellent service and close to 100 percent compliance in the case of

emergency situations, safety matters and removal of ice and snow, all of which are to be addressed within 24 hours. Astral Media also performs a full weekly cleaning of the street furniture items, and again, routine checks by City staff have shown that this work has been completed. In order to be more responsive to these matters, Astral Media has increased the number of maintenance subcontractors and separated the maintenance contractors from emergency contractors, to ensure that regular maintenance issues are not overlooked for emergency situations.

Staff are aware there have been a number of issues about street furniture maintenance, and have been consistently working with Astral Media on improvements to the systems, process and element design to address these problems. For example, to address the need for replacement glass in transit shelters and in order to have other parts available, Astral Media has now increased its yearly inventory by 10 per cent. Staff are working to implement and integrate the City's business system with Astral Media's maintenance work order system to provide greater ease of reporting and reconciliation of outstanding and overdue service requests.

Appendix F provides a snapshot of the service/maintenance process by element, complaint type and percentage of inventory for the period of January 1 to December 31, 2012. The chart shows that the greatest number of complaints has been related to damage and repair of the litter bins. The originally approved litter bin design consists of many moving parts that have been susceptible to wear and vandalism. Typical problems have included broken foot pedals, sticky flaps, damaged ashtrays, missing doors/panels, broken locks and missing decals. In order to address these issues, Astral Media has reengineered the existing bin design to improve its durability and minimize the amount of maintenance required. These design modifications include narrower foot pedals to reduce breakage, thicker metal cables to improve flap operation, better fittings to minimize separation from the bin's frame and improve door operation for collection and painted decorative banding to eliminate decal peeling and vandalism.

Of the 5,584 litter bins installed by Astral Media within the public right-of-way since 2007, about 897 bins have already been replaced with the modified versions at their expense (approximately \$2,800 per unit), and additional bins will be replaced, as required. All future litter bins will include these design improvements.

In the case of the transit shelters, the challenge for street furniture maintenance has largely been related to broken glass, graffiti, scratchiti and legacy transit shelters. Both graffiti and scratchiti removal are weather dependent as the cleaning materials used are ineffective at colder temperatures. A blitz on outstanding graffiti and scratchiti work orders will occur in the spring.

Given the increased shelter glass order, reengineering of the litter bin, and the replacement of the Ancaster style 50-year old legacy transit shelters with new elements, it is expected improved maintenance will be apparent over the next year.

Unfortunately, there is a significant level of general vandalism on City streets, and it is common to receive repeated complaints for the same location after maintenance cleaning or repairs have taken place. Astral Media is working with Toronto Police in areas where extensive vandalism is occurring.

Environmental Reporting

The Agreement with Astral Media requires a yearly reporting on a number of environmental aspects of the Street Furniture's manufacturing, cleaning, installation, maintenance and disposal processes. The Year 5 report prepared by CDML Consultants highlighted the following improvements and achievements:

- Recycled content of all street furniture installed for Year 5 exceeds the LEED-NC MRc4 recycled content targets by 33 percent.
- Installation of LED lighting systems for all transit shelters in place of fluorescent lamps. Up to 80 percent energy saving is estimated for the entire system.
- Replacement of magnetic ballasts with high efficiency electronic ballasts in transit shelters. Total annual energy savings increased 35 percent, which equals power for more than 180 typical households.
- Two percent of transit shelters installed with solar panels for a cumulative total of 254 solar-illuminated transit shelters.
- Decrease of 30 tonnes of carbon emissions by replacing 75 percent of the fleet with more fuel efficient vehicles.

In addition, in Year 6, Astral Media plans to further improve their environmental footprint by taking the following actions:

- Tracking of regionally manufactured products.
- Use wood products from forest managers with environmentally responsible practices.
- Track contaminants and, where possible, switch to Green Seal Standards.
- Collect weight tickets to determine waste recycled and diverted from landfills.
- Develop an Erosion and Sediment Control Plan for construction.
- Implement a Green Cleaning Product Pilot Program to substitute for existing products.

2. Creative Advertising Practice

"Creative advertising" is the use of creative decals, wraps and extrusions, in this case on transit shelters, which draw attention to street level advertising caissons. These installations are temporary, with a duration of two to eight weeks. The number of sites requested for each creative advertising campaign ranges from two to ten. This practice is common on bus shelters and public space advertising in cities across the world. Creative advertising is often used as a focal feature in key locations as part of a larger advertising campaign which may include other elements, such as standard ads on shelters and the use

of other forms of media. The interest in this approach relates to the increasingly competitive nature of the advertising industry that is continually developing more creative and innovative multi-media campaigns and experiences in response to the needs of its clients.

"Advertising Enhancements" were permitted on transit shelters by the former City of Toronto (1997) and with the harmonization of transit shelter agreements in the amalgamated City, "enhanced" advertising campaigns or unique advertising concepts were also permitted to bring attention to the shelters and potentially enhance revenue opportunities (2000).

While Section 10.1 of the Street Furniture Agreement states that, "The design, size or scale of the Permitted Advertising Format on the Street Furniture as set out in Schedule A may not be modified or enlarged by the Company for purposes of accommodating advertising," the Agreement was silent on the specific matter of creative advertising. This report provides the opportunity to give guidance to this practice.

Given the historical precedent in Toronto, the international use of this format, and the temporary nature of the campaigns, staff have approved a number of creative ads (Appendix G), subject to a set of rigorous guidelines which are attached to this report as Appendix H. The principles underlying the guidelines are intended to ensure that public safety is not compromised, all street amenities remain accessible for use, and no text or logos are permitted beyond the permitted advertising format. In 2012, advertising enhancements were installed on 129 separate sites. In Year 5 of the Coordinated Street Furniture Agreement, six percent of Astral Media's advertising revenues were received from creative advertising campaigns. Some of the campaigns have included the Igor animated children's movie, an on-off switch feature to encourage the public to save energy from Live Green Toronto, a real green roof to advertise Trident gum and a park bench in a shelter called "Relaxing Park Moments" for CUPE Local 79.

A review of creative advertising approval guidelines was conducted with a number of municipalities including New York City, Vancouver, Washington, DC and Philadelphia. Each of those city's transit shelter contracts do not formally restrict creative advertising, such as extensions and wraps, and the established process is to send them to the municipality for review and approval. None of these jurisdictions have specific, established guidelines (although Vancouver limits the number on the street at any one time), but each situation is reviewed on a case-by-case basis. In each case, the municipality reserves the right to remove any special treatments if there are a significant number of reasonable complaints following approval.

Creative advertising enhancements result in increased revenue opportunities through larger package sales to complement the special creative executions. The advertising community employs about 30,000 Torontonians whose skill and creativity are known around the world. Their artistic and innovative advertising enhancement can, when filtered through appropriate guidelines, enliven Toronto's streetscapes. As a major

provider of advertising space, it is important for Astral Media to be able to meet the requirements of this community while, at the same time, providing the city with street furniture and revenues generated through these new opportunities.

3. Static Electronic Copy on Transit Shelters

Representatives of Astral Media have approached City staff with a request to amend the Street Furniture Agreement to permit the use of static electronic copy, otherwise known as digital advertising, on transit shelter advertising caissons. The Agreement does not permit digital advertising although mechanical scrolling of up to five advertisements is permitted on all transit shelters. Astral Media is bringing this request forward as the new industry standard and in context of the Agreement which directs the Company to explore the use of sustainable and innovative technologies in the development and design of street furniture, as well as to increase advertising revenues. The practice of utilizing static electronic copy on street furniture is becoming increasingly prevalent and accepted as the industry standard.

The performance standards in Astral Media's request are consistent with the regulations associated with digital signage for billboard signs in Section 694-14 I of the Toronto Municipal Code, such as the length of message duration at no less than 10 seconds with a transition of 1 second and with no special effects such as action, motion, blinking, fading, dissolving, intermittent or flashing light or the illusion of such effects. The existing "scrolling" technology has a message duration of six seconds with a transition of three seconds. Astral Media has proposed that illumination will be set at the same level as the non-digital transit shelter ads, which are on the street now and which are below the levels set in the lighting performance standards of Chapter 694-18E (4) & (5).

The proposal suggests certain aesthetic benefits associated with digital advertising, such as more crisp and precise reproduction of still pictures or advertising artwork as compared to existing paper or scrolling technology.

Digital advertising also provides certain environmental benefits through the elimination of poster production. Since the advertising will be managed remotely from Astral Media's Control Centre, GhG emissions associated with poster installations and maintenance will be eliminated, although increased energy consumption for illumination purposes is expected. The change in practice could also potentially benefit the City over the long term through its ability to share in a set percentage of Astral Media's advertising revenues over and above the yearly guaranteed amount prescribed in the Street Furniture Agreement.

Toronto Building, in conjunction with Transportation Services, is reporting to Planning and Growth Management Committee in September 2013 on the results of a study on the impact of third party electronic signs with electronic copy requested by Council at their meeting of July 11, 12 and 13. As issues with respect to electronic signage may apply both to private signs, as well as signs installed in the right-of-way under the Astral Media

contract, staff will report back on any additional standards, particularly related to safety. Apart from driver safety implications of digital advertising, the study will include an

assessment of public perceptions of this type of signage, any urban design and public realm considerations and also address any differential impacts between private billboard signs and transit shelters.

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SIGNATURE

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ATTACHMENTS

Appendix A: Street Furniture Revenue Report
Appendix B: 2012 Street Furniture Installation Progress Review
Appendix C: Year 5 Street Furniture Installations/Total Year 1-5 Installations by Ward
Appendix D: Amended Schedule H – Street Furniture Roll-out Schedule
Appendix E: New Model Litter Bin for Narrow Streets and Dero Bike Rack
Appendix F: Street Furniture Maintenance Review
Appendix G: Examples of Creative Advertising Campaigns in Toronto
Appendix H: Guidelines for Special Creative Advertising Proposals