

GUIDELINES FOR CREATIVE ADVERTISING PROPOSALS

Creative Advertising Objectives

Creative advertising is defined as special temporary installations or enhancements that are found on transit shelters, outside the existing ad caisson, that support an ongoing advertising campaign. Because of the often whimsical and unexpected design features that are added to shelters, this approach extends the value and purpose of the original campaign and can benefit the streetscape by providing temporary delight and entertainment.

Within that spirit, and subject to the specific guidelines set out below, it is expected that any creative ad must meet the following test:

- Not compromise public safety and security;
- Not interfere with the public's use and enjoyment of the transit shelter and the adjacent street. In that regard, any type of interactive device must be intentionally set in motion by the public; and
- Provide messaging that is generally and acceptable to members of the public on city streets.

Guidelines

1. Full height and partial height translucent wrapping is permitted, providing TTC patrons and drivers are able to fully view each other:
 - a. a maximum coverage of 65 percent on all walls;
 - b. 25 percent coverage permitted above the no smoking line on all short and long walls;
 - c. a maximum of 15 percent coverage permitted above the no smoking line on end walls; and
 - d. If using the full height of rear panel, all other walls must remain clear, and the wrap must be sufficiently transparent that members of the public are able to see through the shelter.
2. Roof tinting or other decorative features are permitted, provided they are anchored securely in place.

3. Support post and roof add-ons are permitted providing they do not obstruct pedestrian and/or motorists and maintain 3 metre clearance from hydro/streetcar overhead wires.
4. Non-slip floor decals are permitted provided they contain no branding.
5. Scented special creative advertising is strictly prohibited.
6. Auditory or interactive devices may be considered subject to field review.
7. No branding or identifying logos are permitted beyond the caisson's ad face.
8. Solar panels must not be obstructed by the creative ad component.
9. Benches may be altered, provided that the original site footprint, height, seating, and access are maintained.
10. Transit maps and Community Message Centres must remain fully visible. The frames may be altered.
11. Within and or adjacent to key institutions, significant heritage areas and heritage view corridors, creative ads should be designed to have regard for their context. This is not intended to prohibit creative advertising in these locations but to increase any contextual sensitivity.