

## **FIFA World Cup 2026 Toronto: Authority to install FIFA World Cup 2026 banners on bridge structures**

**Date:** January 28, 2026

**To:** City Council

**From:** City Manager and Executive Director, FIFA World Cup 2026 Toronto Secretariat

**Wards:** All

### **SUMMARY**

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Toronto will serve as a host city for the FIFA World Cup 2026™ (FWC26), one of the largest sporting events in the world. This event presents a unique opportunity to showcase civic pride, promote tourism, and enhance the City's global profile. Current Municipal Code provisions under Chapter 743 restrict banner installations to preapproved bridge locations and limit display duration to 14 days. These limitations are insufficient for an event of this magnitude and duration.

The FIFA World Cup 2026 Toronto Secretariat (FWC26 Toronto Secretariat), in collaboration with Transportation Services and Engineering and Construction Services, have reviewed operational and safety considerations to allow for banners on additional bridge locations and extended display periods. This report seeks Council approval to temporarily expand banner installation permissions and duration to support FWC26 branding and wayfinding initiatives while maintaining compliance with safety and structural standards.

Advancing the requested authorities at this time provides staff with the necessary flexibility to proceed with detailed planning for installations and avoids scheduling risks that could result from deferring approval to a later meeting of City Council.

### **RECOMMENDATIONS**

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The City Manager and Executive Director, FIFA World Cup 2026 Toronto Secretariat, recommend that:

1. City Council delegate authority to the General Manager, Transportation Services to approve locations for the installation of FIFA World Cup 2026™ banners on bridge structures notwithstanding section 4.11 of the Street Event Guidelines, subject to review

and approval by Transportation Services staff in collaboration with staff from the Engineering and Construction Services Division.

2. City Council delegate authority to the General Manager, Transportation Services, to issue permits for FIFA World Cup 2026™ bridge banners beyond the current 14-day display limit stipulated under Chapter 743-16(D)(9) of the Municipal Code, contingent on operational feasibility and safety considerations as determined by Transportation Services and Engineering and Construction Services staff.

## **FINANCIAL IMPACT**

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The recommendations in this report will have no impact on the overall budget for the FIFA World Cup 2026. The total estimated cost of hosting the FIFA World Cup 2026 in Toronto, including operating and capital costs, remains unchanged at \$380.0 million gross.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information identified in the Financial Impact Section.

## **DECISION HISTORY**

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On November 12, 2025, City Council adopted EX27.11, "FIFA World Cup 2026 Toronto: Procurement Plan Update".

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX27.11>

On May 22, 2025, City Council adopted EX23.16, "FIFA World Cup 2026 Toronto: Procurement Plan Update", updating the procurement plan to procure the goods and services required for the delivery of the FIFA World Cup 2026 Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX23.16>

On July 24, 2024, City Council adopted EX16.32, "FIFA World Cup 2026: Toronto Host City Procurement Plan", which provided approval to proceed in accordance with the procurement plan to procure the goods and services required for the delivery of FIFA World Cup 2026 set out in Confidential Attachment 1.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX16.32>

## **COMMENTS**

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Current City policy allows for the installation of banners at a number of preapproved bridge structures located across Toronto (please see Appendix 1 for a list of these preapproved sites), with approval limited to a 14-day display period.

The FWC26 represents a significant opportunity for the City of Toronto to showcase its global reputation as a diverse, inclusive, and vibrant city - adequate wayfinding and signage are essential to ensuring a welcoming and smooth experience for residents and visitors coming to Toronto to experience the FWC26.

Several bridge structures that are not currently approved for banner installations are located along primary access routes and within key approach corridors to the FIFA World Cup 2026 venues. Temporary authorization to use these additional bridge locations will enhance host city branding, support wayfinding, and ensure a consistent and visible presentation along major transportation corridors during the tournament period.

Further, this report seeks exemption to the 14-day permitted allowance to facilitate the installation of official FIFA World Cup 2026 branding on all selected bridge structures in advance of the event commencing. This temporary exemption enables the City and event partners to complete all installation activities at key locations, particularly the bridges near the venues and along primary access routes, within the necessary timelines. The exemption ensures the City can meet host-city presentation requirements, provide a coordinated visual program across major transportation corridors, and allow sufficient time for safe installation prior to the start of event operations.

Planning work related to installing the banners will commence in February 2026. The banners will be installed in late-March and will remain in place over the duration of the FWC26. They will be removed subsequent to the conclusion of the tournament in July 2026.

Table 1 below provides a list of bridges not included on the preapproved list where the installation of banners is considered necessary.

**Table 1 - Installation of FWC26 Banners: Additional Bridges**

Dufferin Street Bridge & Overpass (crossing Gardiner Expressway)
Don Valley Parkway & Wynford Drive Overpass (Southbound)
Roncesvalles Pedestrian Bridge (Gardiner Expressway / Lakeshore Boulevard West and Sunnyside pedestrian bridge eastbound and westbound direction)
Sir Isaac Brock Bridge (Davenport Rd between Lansdowne Ave and Symington Ave)
Rob Robbie Bridge (Don Valley Parkway between Riverdale Park East and West)
Lakeshore Boulevard Bailey Bridge (Located along Lake Shore Boulevard West, near Ontario Place and Exhibition Place)

## **CONTACT**

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## **SIGNATURE**

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Paul Johnson  
City Manager

Sharon Bollenbach  
Executive Director, FIFA World Cup 2026 Toronto Secretariat

## **ATTACHMENTS**

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Appendix 1: List of preapproved bridges for banner installation

## APPENDIX 1 - List of preapproved bridges for banner installation

Don Valley Parkway and Queen Street East (northbound and southbound direction)
Don Valley Parkway and Dundas Street East (northbound and southbound direction)
Don Valley Parkway and Gerrard Street East (northbound and southbound direction)
Gardiner Expressway and Sunnyside pedestrian bridge (eastbound and westbound direction)
Lake Shore Blvd W and Sunnyside pedestrian bridge (eastbound and westbound direction)
Allen Road and Flemington Road (northbound and southbound direction)
Allen Road and Dell Park Avenue (northbound and southbound direction)
Allen Road and Glengrove Avenue (northbound and southbound direction)
Allen Road and Glencairn Avenue (northbound and southbound direction)
Allen Road and Viewmount Avenue (northbound direction)
Allen Road and Ridelle Avenue (northbound direction)
Allen Road and Elm Ridge Drive (northbound direction)
Allen Road and Aldburn Road (northbound direction)
Don Valley Parkway and Lawrence Avenue East (northbound and southbound direction)
Don Valley Parkway and Wynford Drive (northbound and southbound direction)