

**Chang School of Continuing Education
Local Economic Development
CVUP 160 – Capstone Project**

Terms of Reference

Project Title: The Role of Advertising in City Placemaking

Project Client: City of Hamilton

Project Contact:

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Background:

The City of Hamilton Economic Development/Urban Renewal Division provides the public, Business Improvement Areas (BIAs), businesses, developers and City departments with a one-window approach to various programs and incentives. Currently, these programs and incentives are focussed on the renewal and regeneration of Hamilton's six (6) downtown areas, 13 Business Improvement Areas (BIAs) and "main street" corridors. Another key part of the Urban Renewal portfolio is the role it plays developing new gateways (e.g. design, project management, construction) and streetscape improvements in several downtowns and BIAs.

Project:

To provide advertising guidelines as a resource for local municipalities who work with BIAs, and partners when implementing public realm projects. These guidelines will provide the needed tools and tactics required to implement how messaging is delivered in public spaces.

The resource will assist municipalities, business members, and the BIAs to navigate the implementation of advertising in their commercial centers. In many examples across North America, advertising has become a part of public spaces. There currently exists differing viewpoints on advertising as some believe the marketing of products has taken over the role of design or enjoyment of public space.

The guidelines will identify and clarify the steps and processes required by each stakeholder to implement a program (i.e. City of Hamilton Pedestrian Kiosks) and highlight the administrative and operational tasks needed to complete this program.

The resource will also highlight best practices from other municipalities, and provide a cost analysis of how cities work with various partners to deliver public realm projects (i.e. wayfinding). This analysis will be used as a tool to determine how the City of

Hamilton manages and executes new placemaking initiatives in collaboration with community partners such as BIAs.

Key Deliverables:

1. A report that includes the following:
 - An updated inventory and description of current City of Hamilton wayfinding pedestrian kiosks (original to be provided)
 - Description of the steps and processes involved with any advertising (including updated forms) component with public realm assets
 - One local or regional case study/best practice of advertising in Ontario or North America specifically for wayfinding and other street furniture
 - Consultation and interviews with key stakeholders (including local BIAs from the City of Hamilton) on their thoughts and directions for this program
 - Recommendations for new advertising guidelines that are appropriate for the BIA community and City of Hamilton
 - A financial analysis of the costs and benefits to managing this program (current costs will be provided).
 - Recommendations should also include how to proceed with this program and new options to explore for future implementation.
2. One page executive summary of report – to be included in the front of the report. *More details located within the course module.*

Resources

City of Hamilton Client will provide all documents electronically following first class.

<https://www.toronto.ca/wp-content/uploads/2017/11/98dc-Wayfinding-Map-Content-Selection-Guidelines.pdf>