

INFORMATION REPORT

TO: Chair and Members Planning Committee	WARD(S) AFFECTED: WARDS 1, 2 and 13
COMMITTEE DATE: October 16, 2012	
SUBJECT/REPORT NO: Kiosk Pilot Program (PED05172(j)) (Wards 1, 2 and 13) (Outstanding Business List Item)	
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SIGNATURE:	

Council Direction:

At its meeting of August 12, 2010, Council approved Item (e) of the (former) Economic Development and Planning Committee Report 10-016, respecting Comprehensive Review of the Sign By-law (Report PED05172(h)), which reads as follows:

“That staff be directed to develop a kiosk pilot program for poster locations in consultation with the Westdale, International Village and Downtown Business Improvement Areas, Public Works and the Wards 1 and 2 City Councillors and report back with a recommended plan to the Economic Development and Planning Committee by January 2011.”

Information:

This Information Report is a follow up to Information Report PED05172(i), Kiosk Pilot Program, presented to the Planning Committee on February 1, 2011. Information Report PED05172(i) informed Committee of the pilot kiosk areas being proposed by staff. Planning Committee, and subsequently City Council on February 9, 2011 received the information and also directed staff to include the Dundas Business Improvement Area (BIA) in the Pilot Program.

There are now a total of eight stand-alone information kiosks approved and installed for the pilot study areas as well as nine poster sleeves, which are attached to utility poles. Staff worked closely with each BIA to identify locations for the fixtures and to ensure that they were in compliance with the various regulations. The Pilot Program includes the following mix of kiosks and poster sleeves that have been installed:

- Study Area A: Westdale BIA – one Information Kiosk and two poster sleeves within the BIA (installed in June 2011);
- Study Area B: International Village BIA - two Information Kiosks and one poster sleeve within the BIA (installed in June 2011);
- Study Area C: Downtown BIA – three Information Kiosks and six poster sleeves within the BIA (installed in June 2011); and,
- Study Area D: Dundas BIA – two Information Kiosks within the BIA and no poster sleeves (as per the request of the BIA) (installed in December 2011).

With the installation of the kiosks and poster sleeves, staff began a communication and education campaign to inform area businesses and the public of the new postering requirements and to encourage the use of the poster kiosks and sleeves in the four pilot areas. City contact information stickers have also been applied on the base of all the information kiosks to provide contact information for the public. Furthermore, staff has created an information page on the City's website and an information video on postering within the City of Hamilton (in partnership with Cable 14).

The kiosks and poster sleeves are being well utilized by the community, and in staff's opinion are a great success. Members of the four pilot BIAs regularly monitor their areas and remove any posters that are posted within 200 metres of a kiosk or poster sleeve(s). Postering on poles and non-prescribed areas within the BIA has decreased. Municipal Law Enforcement has issued seven notices (as a means to educate) and has laid three charges (those who failed to follow the notices). Each of the charges have been upheld and were not challenged by the offender. Staff will continue to monitor and work with the BIAs in an attempt to minimize postering within 200 metres of a kiosk, poster sleeve and/or pole.

The units are maintained on a monthly basis by Public Works staff. The kiosks and poster sleeves are power washed on the first week of every month. Public Works' staff is maintaining a record of maintenance so that the final Report can provide a more accurate cost to maintain the fixtures.

The success and use of the kiosks and poster sleeves has resulted in requests of other neighbouring BIAs and non-BIA neighbourhoods to install the units. Staff have informed these areas that following the conclusion of the pilot, staff will develop an implementation plan for Council consideration so that these areas can be included for future expansion. As noted in previous Reports, there are funds that have been set aside for the remaining BIAs and a prescribed amount for downtown Hamilton (outside of the International Village BIA and Downtown Hamilton BIA boundaries).

Staff will continue to monitor the progress of the pilot and will be providing a final review and Report regarding the outcome of the kiosk and poster sleeve pilot program in 2013.

JX/dt