



Hamilton

INFORMATION REPORT

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	April 4, 2016
SUBJECT/REPORT NO:	Sign Kiosks/Poster Sleeve Pilot Expansion (PW16023) - (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Rob Richarz (905) 546-2424, Extension 2159
SUBMITTED BY:	Robert Norman, BLA, OALA, CSLA Director, Strategic Planning Public Works Department
SIGNATURE:	

Council Direction:

On May 20, 2014, Planning Committee approved the following recommendation from Report PED05172(k), respecting Sign Kiosks/Poster Sleeve Pilot Evaluation:

- (d) That the Public Works Department be directed to consult with stakeholders and report back with respect to expansion of the Sign Kiosk/Poster Sleeve Program.

Information:

The purpose of this Information Report is to provide an update on the progress Public Works has made engaging stakeholders on the expansion of the Sign Kiosk/Poster Sleeve Program (“Program”).

This Program promotes poster on strategically placed kiosks and sleeves within Business Improvement Areas (BIAs) to address the issue of excessive poster on street light poles, utility poles, traffic signs and other objects within the municipal road allowance. By providing a designated space for businesses and residents to place posters within the City’s BIAs, we foster the creation of a positive visual appearance in public areas.

History

In November 2005, sign kiosks and poster sleeves were proposed in Appendix A - Hamilton New Sign By-law Study, Report No. 1: Proposals as attached to Report PED05172:

“It is recommended that Hamilton adopt a program of allowing poster on only on approved kiosks or poster sleeves on utility poles.”

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

“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.”

On February 9, 2011, staff presented a follow-up Information Report PED05172(i) - Kiosk Pilot Program to Council. Council amended this Report and directed staff to include the Dundas BIA within the Pilot Program.

As part of the Pilot, eight sign kiosks and nine poster sleeves were installed between June 2011 to January 2012 in the Downtown Hamilton, Dundas, International Village, and Westdale Village BIAs. Appendix “A” - Post It Right identifies the locations of sleeves and kiosks installed during the pilot.

In September 2013, each BIA participating in the pilot provided feedback to the Public Works Department in the form of a survey. Responses that were collected were positive with all BIAs stating they were either “satisfied” or “very satisfied” with the results of the pilot, and all agreed that the Pilot had assisted in reducing illegal postering.

At its meeting of May 20, 2014 Council approved Report PED05172(k), respecting Sign Kiosks/Poster Sleeve Pilot Evaluation, which included the transfer of responsibility for the Sign Kiosk/Poster Sleeve Program to Public Works, and directed Public Works staff to consult with stakeholders and report back with respect to the expansion of this Program.

Expansion Feedback

In January 2016, an online survey was distributed to the nine BIAs that did not participate in the Pilot Program to gauge their interest in participating in the expansion of the Program. The remaining four BIAs that did participate in the Pilot Program were also surveyed to determine their interest in receiving additional sign kiosks and/or poster sleeves, and to identify any areas of concern in regards to illegal postering. The survey was completed by all thirteen BIAs.

The survey questions to the BIAs included:

- Whether or not they were interested in participating in the Expansion Program;
- The number of kiosks and/or sleeves they believe best meets their needs;
- In what locations they would prefer the units to be installed; and
- If they preferred the option of having a greater number of units installed with no City-provided maintenance (i.e. maintained by the BIA), or less units installed with a minimum of five years of City-provided maintenance.

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The following feedback was received from the BIAs in response to the survey:

- Eleven of the thirteen BIAs expressed interest in introducing, or expanding the number of existing kiosks and/or sleeves within their BIA.
- The Dundas and Stoney Creek BIAs informed staff that they were not interested in participating in the expansion.
- The survey results from the BIAs that responded to date indicated that interested BIAs would prefer a combined total of twenty-eight sign kiosks and thirty-seven poster sleeves.
- All but one of the BIAs elected to have less units installed in order to receive City-provided maintenance of the units. It is the understanding of staff that this is predominately due to a lack of staffing resources to assume this responsibility, or a lack of funding to arrange an external contractor to perform the work.

Next Steps

The requests received from BIAs to date have exceeded the quantity of units that could be deployed within the available budget of \$200,000. The cost of fabricating, installing and maintaining twenty-eight sign kiosks and thirty-seven poster sleeves would amount to approximately \$575,000.

Based on the available budget, and considering the BIAs' preference of having the units maintained by Public Works, staff will proceed with the following:

- Make available a minimum of one sign kiosk to each interested BIA that did not participate in the Pilot: Ancaster Heritage Village, Barton Village, Concession Street, King Street West, Locke Street, Main Street Esplanade, Ottawa Street, and Waterdown;
- Make available up to ten poster sleeves in total to be distributed among interested BIAs, including those that participated in the pilot; and
- Provide a minimum of five years of maintenance to both sign kiosks and poster sleeves (performed by Operations staff).

Fabrication and installation of the units is to be completed by an external vendor as determined by the City's procurement process. The expansion is planned to be completed by mid-2016 and finalized locations will be determined based on the following criteria:

- Equitable participation of interested BIAs (i.e. fairly distribute available units);
- Results of the BIA feedback survey indicating their preferred style(s) and location(s);
- Feasibility of installation and maintenance at desired locations;
- Severity of illegal posting within the BIAs; and
- As permitted by the City of Hamilton Sign By-Law No 10-197.

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Currently, kiosks and sleeves in the piloted areas are maintained by Public Works Operations staff. During an eight month period from April to November, posters are removed and units are power washed during the first week of each month. Kiosks and sleeves are maintained during the remaining four months of the year by removing posters and tape (no power washing is conducted during this time due to colder temperatures). Public Works Operations staff will continue to maintain existing units and provide ongoing maintenance for additional units installed for a minimum of five years, at which point maintenance-related costs will be assessed and, if required, a budget enhancement request will be made at that time.