

Co-ordinated
Street Furniture
Urban Design Guidelines



PREPARED FOR> THE REGIONAL MUNICIPALITY OF YORK



PREPARED BY> STLA DESIGN STRATEGIES



IN CONSULTATION WITH R.E. MILLWARD & ASSOCIATES



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The Regional Municipality of York has embarked on a mission to apply the principles of urban design to the community through a Co-ordinated Street Furniture Program for York Region Transit Facilities.

Urban design is the comprehensive, integrated approach to the design and development of the public realm and its relationship to built form. It is the art of organizing and articulating elements in our built environment to shape the interaction between people and their surroundings and to influence the processes which lead to successful communities. In this way urban design is as much a process as it is an end product; a process that engages the community and stakeholders to develop a vision and an implementation scheme that creates functional, attractive and sustainable public places.



1.1> CONTEXT

The Regional Municipality of York covers an area of approximately 1,776 square kilometers, includes 50 regional roads and nine local municipalities which are:

- Town of Aurora
- Town of East Gwillimbury
- Town of Georgina
- Township of King
- Town of Markham
- Town of Newmarket
- Town of Richmond Hill
- City of Vaughan
- Town of Whitchurch-Stouffville

Over the next 25 years, York Region is expected to grow at a rapid rate. The Government of Ontario forecasts that by 2031, 570,000 people and 345,000 jobs will be added to the Region, with a total population of 1.5 million people.

As the Region continues to experience rapid population and employment growth, there is a growing need for public transit.

With respect to transit facilities and public transit the towns of York Region, prior to 2001, were serviced by separate transit services including Vaughan Transit, Markham Transit, Richmond Hill Transit and Newmarket Transit (including Aurora Transit 1999). These local York Region-based transit services were amalgamated in 2001 under the operations of the newly formed York Region Transit.

York Region Transit

Since the amalgamation of transit services in 2001, ridership in York Region has grown by over 10 million riders, or an average of 12% per year. In 2007, YRT carried over 18 million passenger trips annually, an 8% increase over the previous year. This figure equates to approximately 70,000 passenger trips on an average weekday and amounts to more than 1.5 million new trips in just one year. YRT experienced one of the highest growth rates in the GTA and also one of the highest in Canada (as per

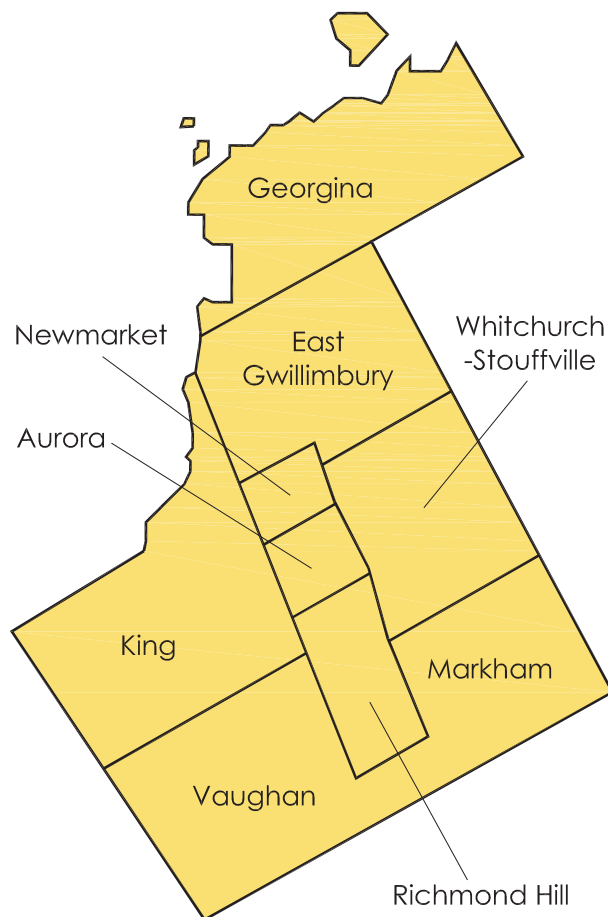


FIGURE 1.1A - REGIONAL MUNICIPALITY OF YORK

Canadian Urban Transit Association statistics). Moreover, it is important to note that growth in transit ridership has consistently exceeded population growth each year since the formation of YRT in 2001.

This increase can be attributed to the tremendous rate of population and employment growth, a heightened awareness of environmental stewardship, rising fuel prices and extensive marketing activities. Since amalgamation in 2001, the hours of revenue service have increased from approximately 350,000 to over 1,000,000 at the end of 2007. This unprecedented investment in public transit reflects York Region's commitment to the system's expansion and the development of a more balanced and transit supportive transportation network.

The YRT system consists of more than 80 routes plus special routes designated for high school trips. The YRT/Viva system consists of:

- Viva rapid transit routes;
- Base routes (operating along major arterial corridors);
- Feeder or local routes (operating in local neighbourhoods);
- High school specials (which focus on specific student demand);
- GO Train shuttles;
- Express services;
- Community Bus routes (Richmond Hill, Markham, and Newmarket);
- Each category of route serves a particular transit market and each plays an important role in the success of the overall system network.

YRT Fleet

The current YRT conventional fleet comprises 273 vehicles with an expected average growth of 27 per year through 2009 for an expected total fleet of 353 buses. The current YRT fleet is organized into 4 major divisional garage locations: Markham and Richmond Hill – 115 buses, Vaughan – 110 buses and Newmarket – 48 buses.

YRT also operates the Mobility Plus service for people with disabilities. The current fleet comprises 16 vehicles plus contracted sedan and van services with an expected average growth of 2 per year through 2009.

Viva Rapid Transit Services

The Viva service offers a service that is frequent, flexible and comfortable. State-of-the-art forty and sixty foot Viva rapid transit vehicles arrive every five to ten minutes during peak periods. Viva stations are modern, bright and safe, with fare vending machines that allow passengers to purchase tickets before boarding.

Viva links the Region's urban centres of Markham, Richmond Hill, Vaughan, Aurora and Newmarket along four major transportation corridors, Yonge St., Highway 7, Markham Centre/Warden Ave, Jane/Keele/Vaughan Corporate Centre. In addition, Viva links York Region with the City of Toronto and its subway system, to GO Transit and to the transit systems in the neighbouring Region of Peel and Durham Region.

The current YRT network will evolve to focus not only on providing convenient local service, but also effectively feeding these new rapid transit corridors.

The Co-ordinated Street Furniture Program aims to promote a cohesive and consistent design for YRT transit services and their associated facilities. Under this program, there is an opportunity to enhance the Region's growing transit system and promote YRT as an identifiable service.

1.2> REGIONAL POLICIES RELATED TO THE PUBLIC REALM

From a regional urban design perspective there is merit in linking the various local communities together to present a cohesive community image. This is already happening with the operation of YRT and Viva. To build upon this, the Co-ordinated Street Furniture Program for YRT presents the opportunity to promote and brand the YRT service that achieves a unified and cohesive community image for York Region while making ‘places’ within the public realm that we can take pride in.

To this end there are a number of public realm related policies that support this initiative and they include:

Vision 2026 (2001)

- Partnerships: Co-ordinating, supporting and enhancing services through partnerships with area municipalities, other governments, community agencies and the private sector;
- Infrastructure for a growing region;
- Managing and minimizing waste.

The Regional Streetscape Policy (2001)

The Regional Streetscape Policy states the following:

- Regional streets are in many instances “Main Streets” for growing communities, and gateways into neighbourhoods and communities;
- Pressure for regional streets to be pedestrian-friendly and transit-supportive has increased in recent years;
- Regional streets can be ‘places’ that help define the character and identity of communities within York Region.

Towards Great Regional Streets (January 2006)

In the Urban Design Section of Towards Great Regional Streets it states that:

‘...Streetscape elements are essential in contributing to the overall impression of the corridor...’.

Regional Transit-Oriented Development (TOD) Guidelines (2006)

The Regional Transit-Oriented Development Guidelines identify that:

- Streetscaping treatments should be incorporated to provide high quality pedestrian amenities, such as benches and garbage receptacles;
- Sidewalks should be wide enough (at least 1.5 metres) for two people to walk side-by-side and preferably for a person to pass.

The York Region Official Plan (2007)

The York Region Official Plan promotes the following:

- A transit-supportive urban structure;
- Well-designed Regional Centres that are vibrant, safe, attractive, pedestrian-friendly, and transit-supportive;
- Well-designed streets that create vibrant, pedestrian-friendly and transit-oriented streetscapes;
- Diverse, accessible, pedestrian-oriented, communities through excellence in planning and design: urban design criteria should create attractive landscaping and public streetscapes.

York Region Pedestrian and Cycling Master Plan (April 2008)

The York Region Pedestrian and Cycling Master Plan states that:

- York Region should work to encourage pedestrian and cycling friendly streetscaping, urban design and pedestrian-oriented land development;
- Pedestrian-oriented development should include the provision of pedestrian amenities along walking corridors such as benches;
- Environments with little streetscaping and pedestrian amenities discourage people from walking through them;
- Sidewalks are the foundation of the Region’s Pedestrian System.

1.3> PURPOSE OF DESIGN GUIDELINES

The purpose of this document is to establish a design vision and design guidelines for York Region Transit Facilities that will guide the design of the Co-ordinated Street Furniture Program. The design vision builds upon the public realm related principles stated in the referenced Regional Policies in Section 1.2. The design vision specifically addresses the streetscape including transit shelters, street furniture and advertising elements and will involve the design, organization and arrangement of the various elements based on an outline of design criteria and reference to design examples.

These design guidelines have been prepared by STLA Design Strategies, urban design consultants and R.E. Millward Associates, development and planning services in consultation with the local municipalities, Rapidco and York Region.

The design examples included in this document shall not be construed as the preferred or recommended designs. These have been provided as examples only and selected to demonstrate the principles discussed herein and not the end product. It is anticipated that the end product may incorporate some or none of the elements or combination of elements demonstrated by these examples.



FIGURE 1.3A - PEDESTRIAN BRIDGE AT RICHMOND HILL CENTRE TERMINAL



FIGURE 1.3B - RICHMOND HILL CENTRE TERMINAL



FIGURE 1.3C - PROMENADE TERMINAL

1.4> STREET FURNITURE BEST PRACTICES

Through research it was identified that a number of North American cities have been successful in developing co-ordinated street furniture programs. These cities include: Vancouver, Toronto, Minneapolis, Boston, Oakland, Chicago, and New York City. Some of the street furniture examples put forth in this document are from these cities.

It is the obligation of the municipality to set the parameters and ensure that public objectives are adequately addressed. In doing so, municipalities can encourage an appropriate response from the private sector in implementing the program.

A key point to stress is that in the majority of cases, private companies provided for the design, fabrication, installation, maintenance, and replacement of co-ordinated street furniture at little or no cost to the municipality. In each case, the private companies provided a supply of street furniture at no cost to the City in exchange for advertising rights.

From the best practice review, a number of key process elements have been identified. These include:

- The importance of establishing a common vision in the design, function, and placement of street furniture in the earliest possible stage in the process;
- The benefits of consulting with the public and relevant stakeholders;
- Coordinating the design, placement, and advertising on street furniture to make streets more attractive;
- In the context of an RFP, the importance of developing a set of clear design and policy guidelines to inform proponents' submissions and to be used as criteria to evaluate submissions.



FIGURE 1.4A, B & C - STREET FURNITURE EXAMPLES

It is envisioned that incorporating the principles of urban design will help to promote York Region as a high-quality community where there is a strong sense of pride in our public places including our streetscapes.

To this end the following objectives should be addressed:

- Promote and reinforce YRT as an identifiable transit service within the YRT / Viva family of transit services in York Region;
- Develop a unified image for York Region through streetscape design;
- Enhance the streetscape through the design of co-ordinated, high-quality, contemporary and timeless street furniture elements;
- Create 'places' within the public realm that support a pedestrian-environment.

YRT Mission Statement

To provide quality public transit services which support the economic vitality, environmental sustainability, and health of the Regional community.

YRT Vision

As transportation leader, we will be recognized as the customers' choice and essential to the Region's success.

Project Vision

To provide co-ordinated street furniture that is comfortable and functional while enhancing the streetscape & public realm of the Regional community.

2.1> DESIGN PRINCIPLES

YRT transit facilities are located throughout York Region along both regional and local roads. These facilities range in size, area and in the types and arrangement of elements they consist of. Their prominent presence on streets means that they form part of the visual impression of streetscapes and thus the community. Creating a unified and attractive streetscape, which includes YRT transit facilities, is fundamental to the Region's vision for promoting a high-quality community. In this sense it is critical that function and aesthetics are well balanced, that design is carefully and thoughtfully considered and that the following design principles be addressed:

AESTHETICS>

- Develop a 'family' of co-ordinated street furniture elements that relate to one another and to the streetscape (including materials, colours, finishes and application);
- Create elegant and contemporary designs;
- Emphasize simple, clean and timeless designs;
- Create pedestrian-scaled, comfortable elements and places;
- Consider scale to address the various conditions found within the streets;
- Minimize visual clutter.

FUNCTION AND MAINTENANCE>

- Plan and design for end user comfort and function.
- Plan and design using universal principles of 'accessibility';
- Plan and design ergonomically (for end users and maintenance staff);
- Plan and design based on concept of modularity and a 'kit of parts'; for ease of construction, maintenance and repair;
- Balance cost effective construction / assembly and maintenance with creative and identifiable designs.

SAFETY & ACCESSIBILITY>

- Plan and design to address principles of Crime Prevention Through Environmental Design (CPTED);
- Respect sight-lines, setbacks and clearances;
- Principles of universal design;
- Compliance with AODA criteria standards.

IDENTITY AND BRANDING>

- Incorporate opportunities for YRT branding and local community identification.

SUSTAINABILITY>

- Incorporate sustainable design and technologies.

Transit facilities are located within the public realm in either the regional or local road right-of-way. The transit facilities are places where users wait for, board and disembark from buses and other modes of public transportation. The street furniture elements that form the transit facilities are;

- Transit Shelters (includes: Map Frame & bench);
- Stand alone Benches;
- Bicycle Racks;
- Waste / Recycling Receptacles;
- Newspaper Box Organizers;
- Multi-Publication Units;
- Schedule Display Cases;
- Community Information Kiosks.

3.1> TRANSIT SHELTERS

PRINCIPLES OF DESIGN>

Transit shelters are structures that provide transit users and pedestrians with protection from natural elements (sun, wind, rain, or snow), while waiting at transit stops. They will be located at many of the YRT Facilities and typically consist of a predominantly glass structure with a solid roof. The existing shelters range in size and design.

Other elements associated with the transit shelters are a bench that is inside the shelter, a map frame that displays the YRT service area and in some instances a double-sided advertising panel.

The transit shelters are the largest elements found at transit facilities and in that respect are the most visibly prominent within the streetscape. Their design and appearance contribute directly to the visual character of the public realm, establish and promote the YRT brand identity and help create the sense of place within the street zone. These structures also provide an important focal point in these locations within the streetscape while serving their fundamental function.

In this regard the following design criteria apply to transit shelters:

The following examples reflect urban design principles that are attractive to York Region. They are for illustrative purposes only. They do not reflect in any respect the Region's preferred design or solution. Proponents are solely responsible for ensuring that they comply with any applicable copyright or other laws.

EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



EXAMPLE IV>



3.1> TRANSIT SHELTERS

DESIGN CRITERIA>

Two (2) different transit shelter variations are required to address the various conditions of the transit facilities - one standard shelter for a standard boulevard width (typically 2.0m to 3.5m) and one narrow shelter for a narrow boulevard width (less than 2.0m);

- Design shall combine standard and customized components as necessary to achieve an identifiable look for YRT. It should also recognize the proposed VivaNext station design;
- Contemporary, timeless and simple design;
- Design shall not be driven by advertising requirements;
- Incorporate four (4) post or cantilevered construction;
- Incorporate opaque, tapering roof (or roof design to accommodate snow loading and snow removal);
- Protects passengers from elements (i.e. wind, rain, snow, sun);
- Incorporate predominantly glass enclosure (safety glass with safety strip) to allow visibility and respect safety sight lines;
- Incorporate metal extrusions and structural members;
- Incorporate durable, graffiti and vandal resistant materials;
- Incorporate YRT brand colour as accent only (brand colour not be used for main structure or structural members);
- Provide a double-sided, lockable map frame;
- Provide seating with centre arm, seating may be pedestal mounted to pad or attached to the structure;
- Provide location for variable message sign or other innovative media which displays next bus information;
- Provide opportunities for municipal identification.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to ensure sight lines to and from the enclosure are maintained for motorists and pedestrians;
- Design to provide lighting;
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate energy efficient lighting;
- Incorporate innovative technology for energy;
- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

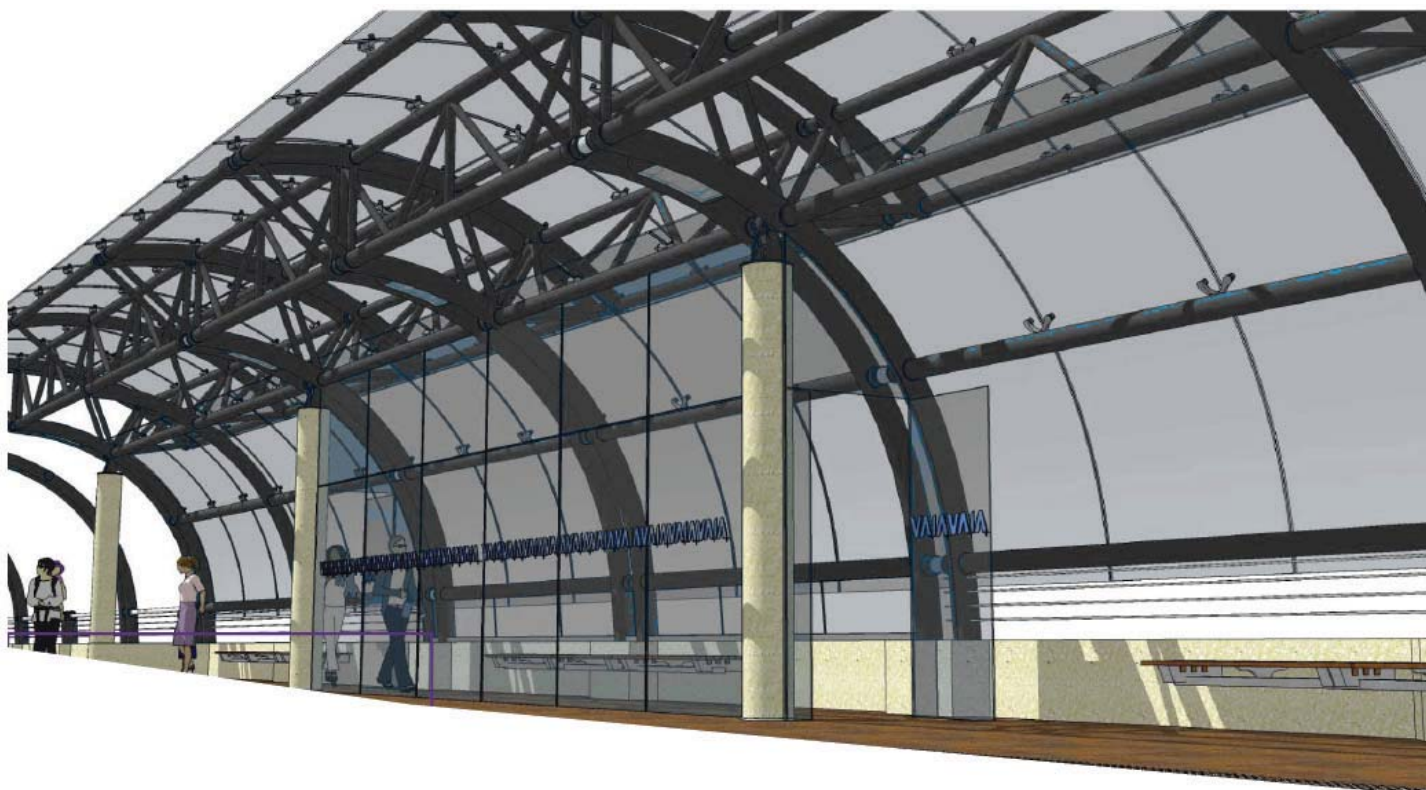
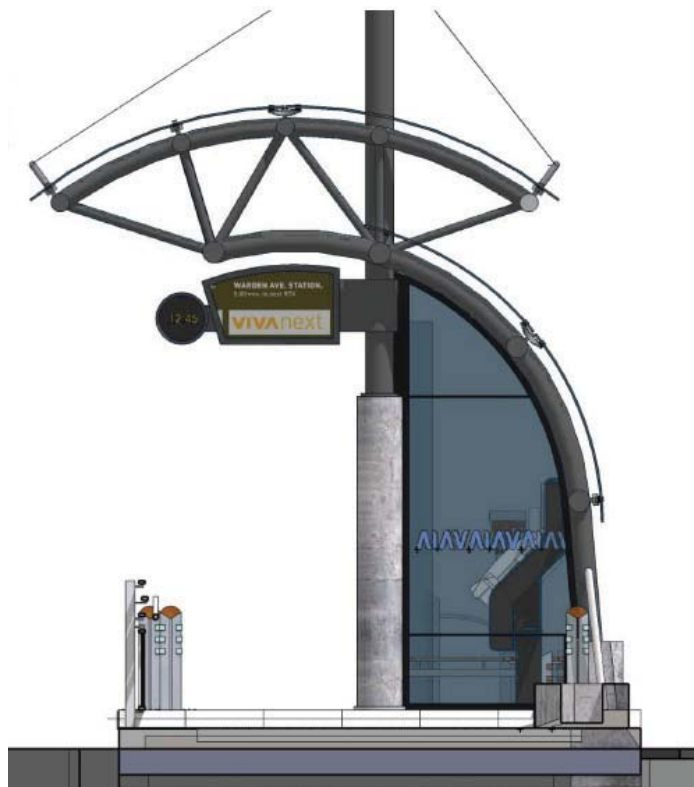
- Advertising is an optional element;
- Advertising panel maximum size: 4' x 6' (1.22m x 1.82m);
- Double-sided, lockable advertising panel or other innovative media.

3.1> TRANSIT SHELTERS

VIVANEXT> PROPOSED STATION DESIGN

The VivaNext station design is currently in progress and may be amended as the design progresses. The design of transit facilities may be asked to compliment certain elements of the design such as:

- Characteristic material: glass and metal;
- Accent colour: blue;
- Clean and simple lines: combination of straight and gentle curves;
- Openness and spaciousness: scale and visual permeability.



3.2> STAND - ALONE BENCHES

PRINCIPLES OF DESIGN>

Stand-alone benches will be provided at selected YRT facilities that may also include a transit shelter and other street furniture elements.

These street furniture elements, in addition to providing seating for transit users and pedestrians, will create a visual presence within the streetscape that contributes to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Two (2) bench sizes are required to address the various conditions of the transit facilities; a standard bench size and a shorter version for those transit facilities that are limited in available space;
- Contemporary, timeless and simple design;
- Include back, end arms and centre arm for accessibility;
- Incorporate durable, graffiti and vandal-resistant materials;
- Provide option for surface-mount or embedded installation.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising is not to be incorporated in the bench design.

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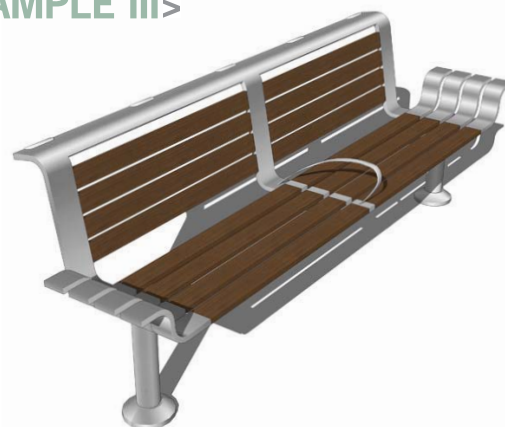
EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.3> BICYCLE RACKS

PRINCIPLES OF DESIGN>

Bicycle racks will be located at selected YRT facilities to accommodate the storage / parking of bicycles for transit users.

These street furniture elements, in addition to serving a practical function will have a visual presence within the streetscape that contributes to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Modular bicycle rack design is required to allow for a minimum of two (2) and a maximum of four (4) parking spaces;
- Contemporary, timeless and simple design;
- Incorporate durable, graffiti and vandal resistant materials;
- Design should be for high-security parking and should inhibit theft;
- Design should be suitable for most conditions;
- Provide option for surface mount or embedded installation;
- Design should provide for a minimum of 2 points of contact for securing the bicycle;
- Bicycle racks should be designed with a minimal footprint / space requirements.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising is not to be incorporated in the bicycle rack design.

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EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



EXAMPLE IV>



3.4> WASTE / RECYCLING RECEPTACLES

PRINCIPLES OF DESIGN>

Waste / Recycling Receptacles will be located at selected YRT facilities to accommodate the disposal of waste and recyclable items.

These street furniture elements, in addition to serving a practical function will have a visual presence within the streetscape that contributes to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Two (2) types of receptacles are required to address the various conditions of the transit facilities; a larger version for high litter areas and a smaller version for lower traffic areas or for use in areas with space constraints;
- All receptacles shall have a multi-compartment component so that material can be separated into recyclables and waste;
- Contemporary, timeless and simple design;
- Incorporate durable, graffiti and vandal-resistant materials;
- Design should be suitable for most transit stop siting conditions;
- The waste / recycling receptacles should occupy a minimum footprint, be as unobtrusive as possible, be consistent with their function and facilitate cleaning of the sidewalk around the unit;
- Design should minimize and prevent the collection of rainwater within the receptacle;
- Provide an opportunity for identity and branding for YRT, incorporating logo into the unit.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Should be designed and located for ease of use and collection;
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

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ADVERTISING>

- Advertising is an optional element;
- Advertising panel maximum size: 2/3 of one face;
- Double-sided, lockable advertising panel or other innovative media.

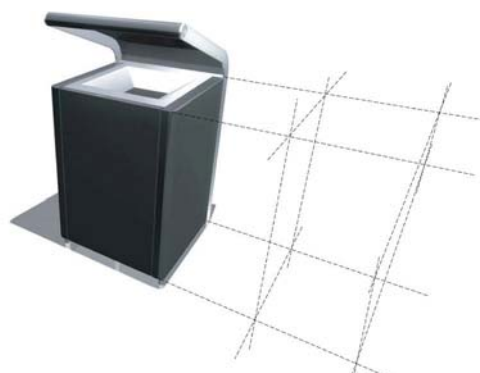
EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.5> NEWSPAPER BOX ORGANIZERS

PRINCIPLES OF DESIGN>

Newspaper Box Organizers serve the purpose of minimizing the clutter of individual newspaper boxes, which often vary in size and height, by placing them within or attaching them to a unifying element. They will be located at selected YRT facilities to maintain their cleanliness and order, and will not be used in conjunction with Multi-Publication Units.

These street furniture elements, in addition to serving a practical function will have a visual presence within the streetscape that contributes to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Design should provide for a minimum of three (3) to a maximum of six (6) newspaper boxes;
- Contemporary, timeless and simple design;
- Incorporate durable, graffiti and vandal resistant materials;
- Design should be for high-security organization and should inhibit theft;
- Design should be suitable for most transit stop siting conditions;
- The newspaper box organizers should occupy a minimum footprint, be as unobtrusive as possible and be consistent with their function;
- The unit design should be elevated above the street grade to facilitate cleaning of the sidewalk and around the unit.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising is not to be incorporated in the newspaper box organizer design.

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EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.6> MULTI - PUBLICATION UNITS

PRINCIPLES OF DESIGN>

Multi-Publication Units, unlike Newspaper Box Organizers, provide for the sale of multiple publications within a single unit. They will be located at selected YRT facilities to accommodate the display and storage of publications, and are not to be located on sitings that contain Newspaper Box Organizers.

These street furniture elements, in addition to serving a practical function will have a visual presence within the streetscape that contributes to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Design should provide for a minimum of six (6) to a maximum of twelve (12) publications;
- Contemporary, timeless and simple design;
- Incorporate durable, graffiti and vandal resistant materials;
- Design should be for high-security organization and should inhibit theft;
- Design should be suitable for most transit stop siting conditions;
- Design should be compact and streamlined in design to reduce visual bulk;
- The multi-publication units should occupy a minimum footprint, be as unobtrusive as possible and be consistent with their function;
- The unit design should be elevated above the street grade to facilitate cleaning of the sidewalk and around the unit;
- The siting of these units be limited to highly pedestrianized areas of the Region.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising is not to be incorporated in the newspaper box organizer design.

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EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.7> SCHEDULE DISPLAY CASES

PRINCIPLES OF DESIGN>

Schedule display cases will be provided at all YRT transit facilities in conjunction with the transit stop sign.

These elements have a visual presence within the streetscape that will contribute to the character of the public realm and the community. In this regard their design should be co-ordinated with other street furniture elements and the following design criteria should be addressed:

DESIGN CRITERIA>

- Contemporary, timeless and simple design;
- Incorporate durable, graffiti resistant, vandal resistant and fire proof materials;
- Design should be for high-security and should inhibit theft;
- Design should be suitable for most transit stop siting conditions;
- Graphics should be consistent with YRT graphics found at the facilities;
- Transparent protective face for the display of transit schedules to be developed and produced by YRT;
- Design should be suitable for frequent changing of materials;
- Attachment or integration with existing transit stop posts and shelters.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising is not to be incorporated in the schedule display case design.

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EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.8> COMMUNITY INFORMATION KIOSKS

PRINCIPLES OF DESIGN>

Community information kiosks may be provided at select YRT transit facilities or within special character areas, heritage areas or community focal points. These elements provide the opportunity to display community information or community advertising and have a visual presence within the streetscape that will contribute to the character of the public realm and the community. In this regard their design and placement should balance function with aesthetics and the following design criteria should be addressed:

DESIGN CRITERIA>

- Contemporary, timeless and simple design;
- Incorporate durable, graffiti resistant, vandal resistant and fire proof materials;
- Design should be for high-security and should inhibit theft;
- Design should be suitable for most transit stop siting conditions.

SAFETY AND ACCESSIBILITY>

- Complies with AODA (Accessibility for Ontarians with Disabilities Act);
- Design to provide lighting;
- Design to limit protrusions.

SUSTAINABLE DESIGN>

- Incorporate sustainable materials, methods, technologies.

ADVERTISING>

- Advertising may be incorporated in the community information kiosk design;
- Advertising panel maximum size: 4' x 6' (1.22m x 1.82m) on one side of kiosk.

The following examples reflect urban design principles that are attractive to York Region. They are for illustrative purposes only. They do not reflect in any respect the Region's preferred design or solution. Proponents are solely responsible for ensuring that they comply with any applicable copyright or other laws.

EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



3.9> ADVERTISING

PRINCIPLES OF DESIGN>

One of the primary objectives of the Co-ordinated Street Furniture Program is to create attractive places within the streetscape. To this end consistency, cohesiveness and unity in design is required and visual clutter should be minimized. In this regard the following design criteria should be addressed:

DESIGN CRITERIA>

- Advertising is limited to three (3) street furniture elements – these are transit shelters, waste / recycling receptacles and community information kiosks;
- Advertising shall be integral to the design of the street furniture element, but not drive the size of it;
- The technical requirements for advertising panels shall not dictate the design of the street furniture elements;
- The predominant form of advertising is to be on transit shelters – as the panels tend to fit well in their design.

EXAMPLE I>



EXAMPLE II>



EXAMPLE III>



In the introduction of this document it was presented that a Co-ordinated Street Furniture Program would achieve brand recognition for YRT while creating attractive, consistent and identifiable places within the public streetscape for the community. The Co-ordinated Street Furniture Program also enables the local municipalities that make up the York Region community to present and promote a unified identity within the Greater Toronto Area and potentially the world stage.

In this regard it is intended that the Co-ordinated Street Furniture Program will create a singular aesthetic that can be easily recognizable and become the common elements weaving and linking the various communities of York Region together including heritage and special character areas. Furthermore, it is intended that the unique characteristics of these special areas will be further reinforced through their juxtaposition against the contemporary, timeless and simple designs proposed for the street furniture elements. This approach has been successful in European and American cities alike, where contemporary and modern streetscape elements are commonly placed against the richness of an historical backdrop.

- Advertising will not be permitted in heritage areas in order to minimize visual obstruction within the special character area.



PRINCIPLES OF DESIGN>

There are over 4500 YRT transit facilities (including bus stops, Viva stops and terminals) that can be found within the streets of York Region. These facilities, which have a strong collective presence within the streetscape, vary in their component elements, their size and their organization of elements. Creating a family of co-ordinated street furniture elements is one way to unify and provide consistency to the varying transit facilities. Standardizing the arrangement and organization of the component elements will further reinforce this sense of unity and consistency. It is important that, as prominent features within the community, transit facilities be designed to balance their function with their aesthetic presence and key role in place-making within the streetscape. To this end the following design criteria should be addressed:

DESIGN CRITERIA>

- Arrange and organize street furniture elements to create pedestrian-scaled places within the streetscape;
- Arrange and organize street furniture elements to provide appropriate massing within the streetscape;
- Street furniture elements should not be grouped to create a visually continuous wall along the street.
- Site Type III - Minimum Size: 1.5m x 8.0m allows placement of transit stop post, display case, narrow shelter incorporating shelter seating and waste/recycling receptacle;
- Site Type IV - Minimum Size: 2.0m x 9.0m allows placement of transit stop post, waste/recycling receptacle, bus shelter incorporating shelter seating;

SAFETY AND ACCESSIBILITY>

- Comply with AODA (Accessibility for Ontarians with Disabilities Act);
- Arrange and organize street furniture elements for optimum pedestrian circulation and for safe and efficient access to buses;
- Arrangement should consider maintenance and maintenance access;
- Maintain sight lines and clear views from within and approaching the transit facility;
- Address CPTED (Crime Prevention Through Environmental Design) principles appropriately.
- Site Type V - Minimum Size: 3.5m x 9.0m allows placement of transit stop post, waste/recycling receptacle, bike rack, newspaper box organizer or multi publication unit and bus shelter incorporating shelter seating;
- Site Type VI - Minimum Size: 4.0m x 10.0m allows placement of transit stop post, waste/recycling receptacle, bike rack, newspaper box organizer or multi publication unit and bus shelter incorporating shelter seating;
- Site Type VII - Minimum Size: 2.0m x 10.0m located behind the sidewalk. This allows for the placement of a stop sign (and schedule display case), a waste / recycling receptacle, a newspaper box organizer or multi-publication unit and a bus shelter incorporating transit shelter seating.

There are many different and unique conditions that characterize the more than 4500 transit facilities located throughout York Region. For site specific examples siting design shall be reviewed on a case by case basis. **The street furniture dimensions are for site design layout examples only and may be adjusted based on the end product.**

The following seven (7) examples represent the most commonly occurring conditions for transit facilities. These are:

- Site Type I - Minimum Size: 0.9m x 3.0m allows placement of transit stop post only;
- Site Type II - Minimum Size: 1.0m x 7.0m allows placement of transit stop post, display case, bench and waste/recycling receptacle;

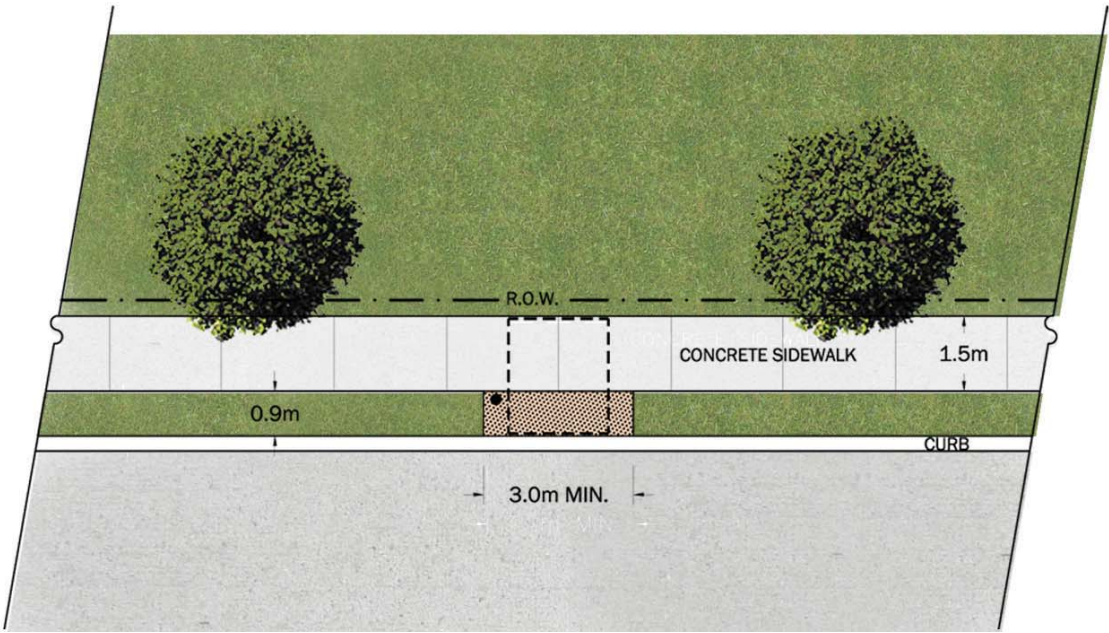


TRANSIT STOP> SITE TYPE I

This type of transit stop is characterized by a minimum of 0.9 metre x 3.0 metre wide pad that allows for the placement of a transit stop post only. This example may be implemented in typical residential areas where space is limited.

LEGEND

- YRT TRANSIT STOP POST
- ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)
- CONCRETE PAD



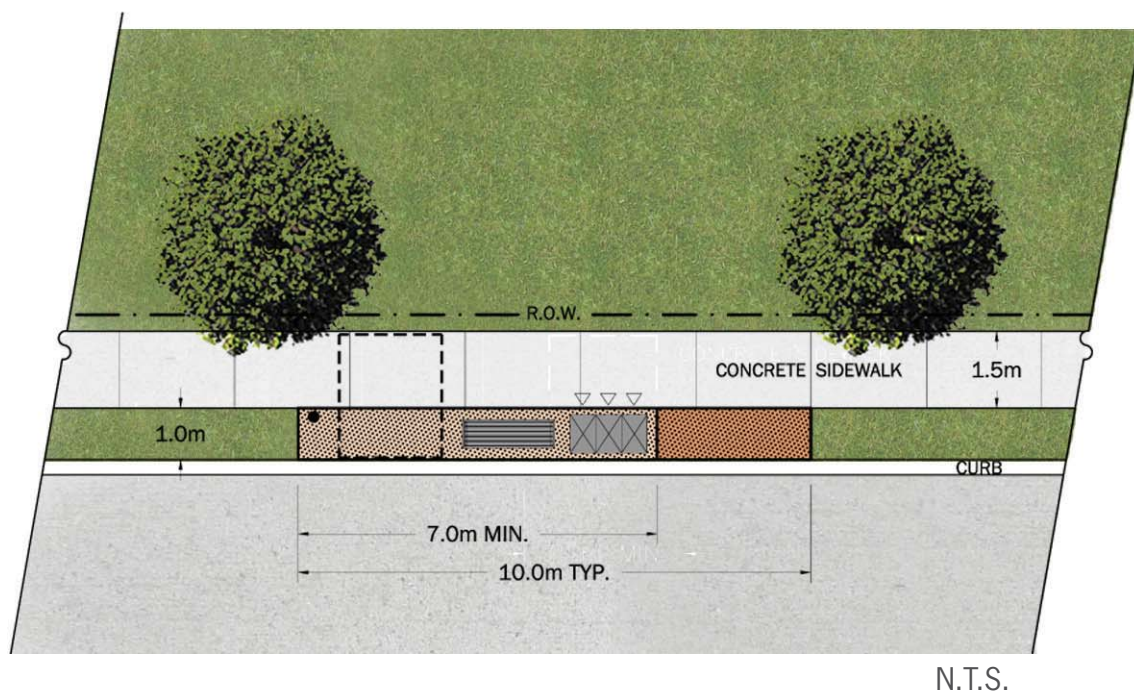
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TRANSIT STOP> SITE TYPE II

This type of transit stop is characterized by a minimum of 1.0 metre x 7.0 metre wide pad, that allows for the placement of a transit stop post (and schedule display case), a bench and a waste / recycling receptacle. The transit stop pad is located adjacent to the public sidewalk on the curb side. With limited space and close proximity to the curb and moving traffic it is recommended that the bench be located as far from the curb as possible. It is also recommended that the waste / recycling receptacle openings be located away from the bench and oriented toward the sidewalk. This also allows for an associated potential advertising element oriented to the street.

LEGEND

●	YRT TRANSIT STOP POST
	BENCH (1.80m x 0.56m)
	WASTE/RECYLING BIN (1.50m x 0.75m)
	ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)
	CONCRETE PAD

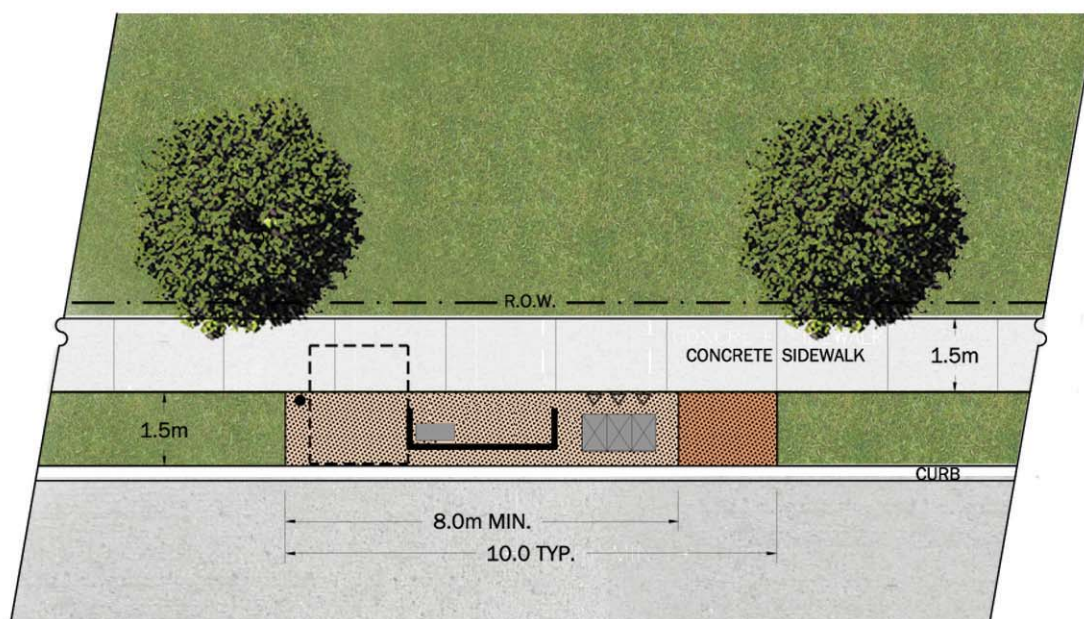


TRANSIT STOP> SITE TYPE III

This type of transit stop is characterized by a minimum of 1.5 metre x 8.0 metre pad that allows for the placement of a transit stop post (and schedule display case), a narrow-design shelter incorporating transit shelter seating and a waste / recycling receptacle. The transit stop pad is located adjacent to the public sidewalk on the curb side. With limited space it is suggested that the waste / recycling receptacle and shelter be located parallel to the curb with its openings oriented to the sidewalk. It is also recommended that the waste / recycling receptacle openings be located away from the bench and oriented toward the sidewalk. This also allows for an associated potential advertising element oriented to the street.

LEGEND

- YRT TRANSIT STOP POST
- ▬ TRANSIT SHELTER SEATING
(0.80m X 0.35m)
- ▬ WASTE/RECYCLING BIN
(1.50m x 0.75m)
- △ △ △
- ACCESSIBILITY CLEARANCE AREA
(2.00m X 2.40m)
- ┌┐ NARROW SHELTER
(3.30m X 0.77m)
- ▨ CONCRETE PAD



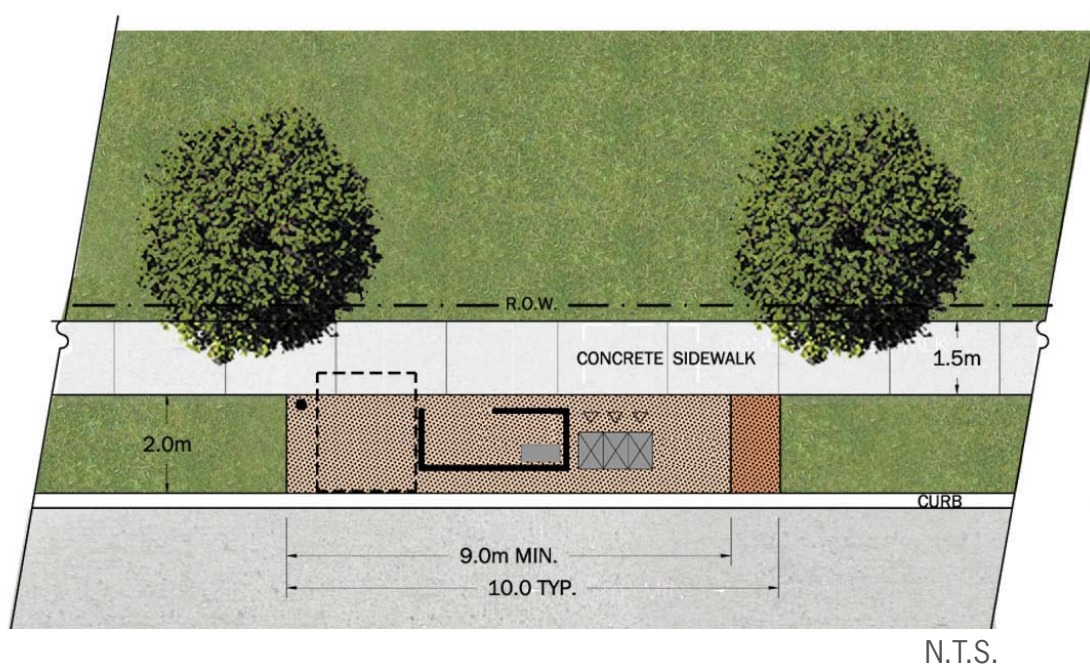
N.T.S.

TRANSIT STOP> SITE TYPE IV

This type of transit stop is characterized by a minimum of 2.0 metre x 9.0 metre pad that allows for the placement of a stop sign (and schedule display case), a waste / recycling receptacle and a transit shelter incorporating transit shelter seating. The transit stop pad is located adjacent to the public sidewalk on the curb side. With close proximity to the curb and moving traffic and for pedestrian accessibility it is recommended that the transit shelter access is oriented to the sidewalk. The waste / recycling receptacle should be located with openings oriented to the sidewalk and for an associated potential advertising element oriented to the street.

LEGEND

- YRT TRANSIT STOP POST
- TRANSIT SHELTER SEATING (0.80m X 0.35m)
- ▣ WASTE/RECYLING BIN (1.50m x 0.75m)
- △ △ △ ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)
- STANDARD SHELTER (3.30m X 1.40m)
- CONCRETE PAD



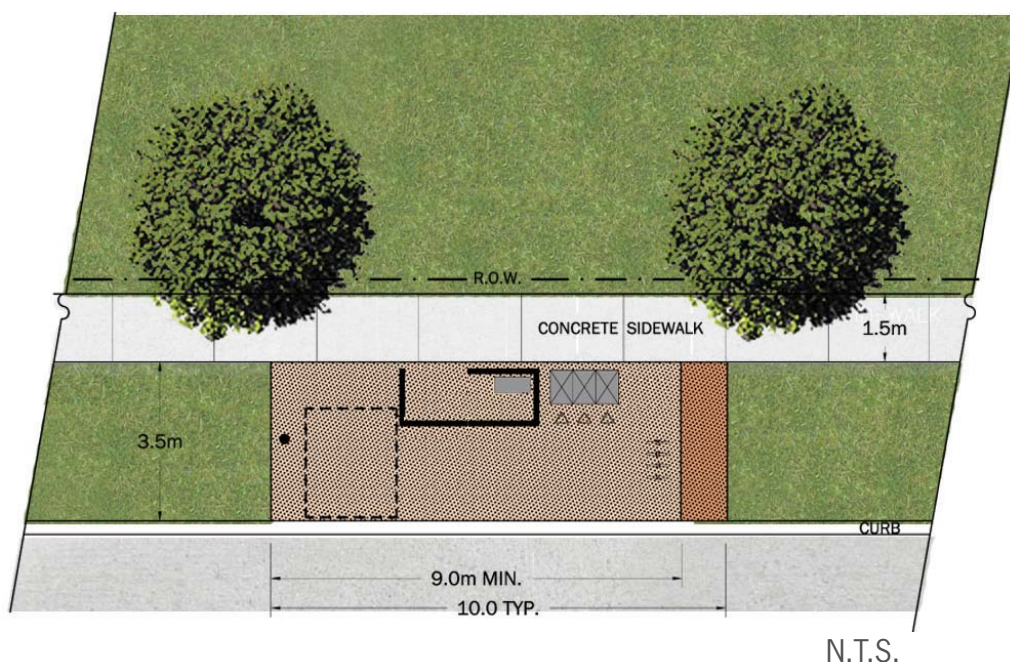
TRANSIT STOP> SITE TYPE V

This type of transit stop is characterized by a minimum of 3.5 metre x 9.0 metre pad that allows for the placement of a stop sign (and schedule display case), a waste / recycling receptacle, a bicycle rack, and a transit shelter incorporating transit shelter seating. The transit stop pad is located adjacent to the public sidewalk on the curb side.

With close proximity to the curb and moving traffic and for pedestrian accessibility it is recommended that the bus shelter access is oriented to the sidewalk. A bicycle rack should be located in front of the transit shelter. In this condition the waste / recycling receptacle may be located next to the bus stop with openings oriented toward the transit shelter and passenger pick-up and drop-off.

LEGEND

- YRT TRANSIT STOP POST
- TRANSIT SHELTER SEATING (0.80m X 0.35m)
- ▨ WASTE/RECYCLING BIN (1.50m x 0.75m)
- △ △ △ ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)
- STANDARD SHELTER (3.30m X 1.40m)
- |||| BICYCLE RACK (0.87m x 0.49m)
- CONCRETE PAD



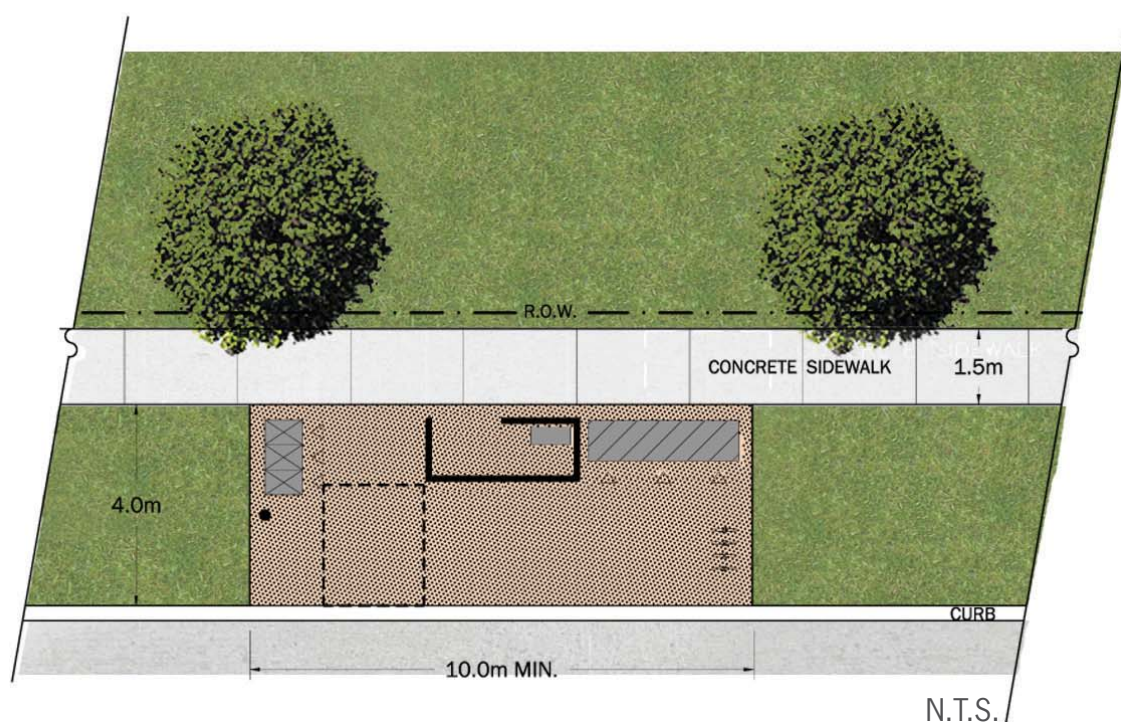
TRANSIT STOP> SITE TYPE VI

This type of transit stop is able to accommodate all street furniture elements and is recommended to measure a minimum of 4.0 metre x 10.0 metre pad that allows for the placement of a stop sign (and schedule display case), a waste / recycling receptacle, a bicycle rack, a newspaper box organizer or multi-publication unit and a transit shelter incorporating transit shelter seating. The newspaper box organizer or multi-publication unit should be located with its openings oriented toward the sidewalk. The transit stop pad is located adjacent to the public sidewalk on the curb side.

With close proximity to the curb and moving traffic and for pedestrian accessibility it is recommended that the bus shelter access is oriented to the sidewalk. A bicycle rack and newspaper boxes should be located along the sidewalk beside the transit shelter. In this condition the waste / recycling receptacle may be located next to the transit stop with its openings oriented towards waiting passengers.

LEGEND

●	YRT TRANSIT STOP POST		STANDARD SHELTER (3.30m X 1.40m)
	BENCH (1.80m x 0.56m)		NEWSPAPER BOX/MULTI-PUBLICATION UNIT (3.00m x 0.80m)
	TRANSIT SHELTER SEATING (0.80m X 0.35m)		BICYCLE RACK (0.87m x 0.49m)
	WASTE/RECYCLING BIN (1.50m x 0.75m)		CONCRETE PAD
	ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)		

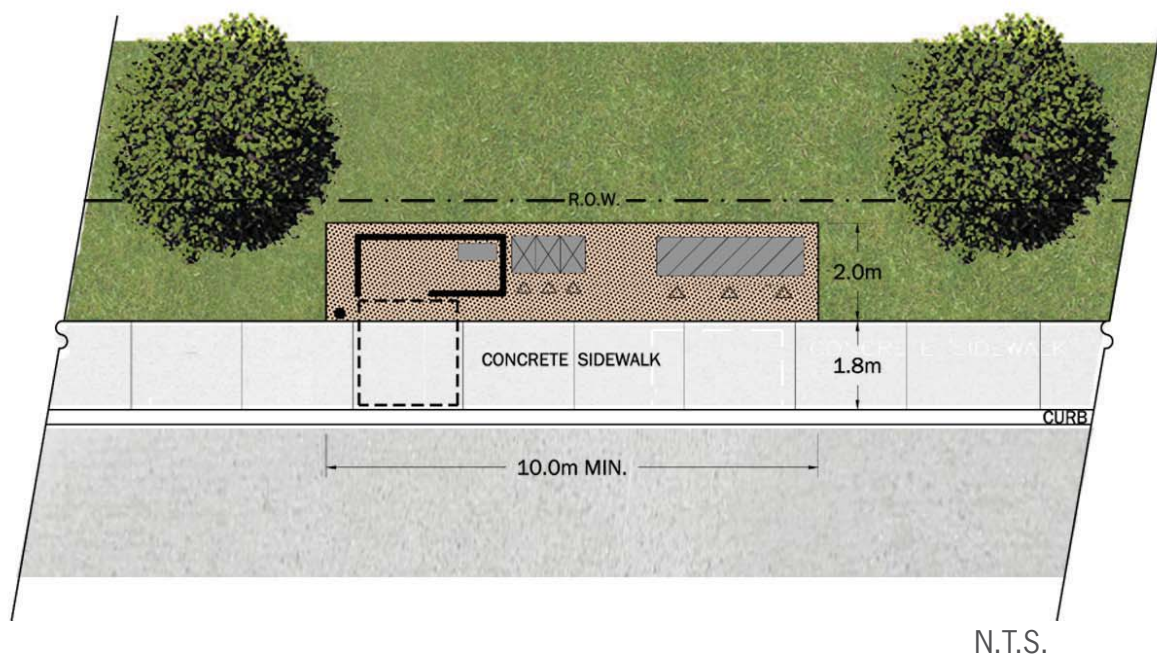


TRANSIT STOP> SITE TYPE VII

This type of transit stop is characterized by a minimum 2.0 metre x 10.0 metre pad located behind the sidewalk. This allows for the placement of a stop sign (and schedule display case), a waste / recycling receptacle, a newspaper box organizer or multi-publication unit and a transit shelter incorporating transit shelter seating. The waste / recycling receptacle and the newspaper box organizer or multi-publication unit should be located with its openings oriented toward the sidewalk. Similarly, the transit shelter should also be located with access oriented towards the sidewalk.

LEGEND

- YRT TRANSIT STOP POST
- TRANSIT SHELTER SEATING (0.80m X 0.35m)
- ▨ WASTE/RECYCLING BIN (1.50m x 0.75m)
- △ △ △
- ACCESSIBILITY CLEARANCE AREA (2.00m X 2.40m)
- STANDARD SHELTER (3.30m X 1.40m)
- ▨ NEWSPAPER BOX/MULTI-PUBLICATION UNIT (3.00m x 0.80m)
- △ △ △
- CONCRETE PAD



These design guidelines have been prepared in consultation with the nine local municipalities, York Region Roads, York Region Transit and Rapidco. The process of consultation has involved meetings and discussion with representatives from the respective stakeholders where there was the opportunity to comment and provide input to the draft guidelines prepared by STLA Design Strategies.

It is anticipated that this document will be used as a guide for the design and implementation of a Co-ordinated Street Furniture Program.



Clause No. 2 in Report No. 3 of the Transit Committee was referred back to Committee, by the Council of The Regional Municipality of York at its meeting on March 26, 2009.

2

YORK REGION TRANSIT CO-ORDINATED TRANSIT STREET FURNITURE PROGRAM UPDATE

(Regional Council at its meeting on March 26, 2009 referred this Clause back to Committee along with the communications and requests for deputation.)

The Transit Committee recommends:

1. Receipt of the following deputations:
 - a) David Gray, President, Creative Outdoor Advertising;
 - b) Jeremy Kramer, Principal and Creative Director, Kramer Design Associates Limited;
 - c) Brian McMurray, Manager, Transit Leasing, Pattison Outdoor Advertising;
2. Receipt of the presentation by Joshua Scholten, Facilities Supervisor, York Region Transit, Wai Ying Di Gorgio, STLA Design Strategies and Robert Millward, R.E. Millward & Associates Ltd.; and
3. Adoption of the recommendations contained in the following report dated February 26, 2009, from the Commissioner of Transportation Services, subject to Recommendation 2 d) being replaced with the following:
 - d) The ability of proponents to provide local advertising opportunities at rates lower than typical national advertising rates will be a key evaluation criterion.

1. RECOMMENDATIONS

It is recommended that:

1. Regional Council endorse the proposed final Co-ordinated Street Furniture Urban Design Guidelines (*Attachment 1*).
2. Staff be authorized to issue a revised Request for Proposal for the supply, installation, maintenance and associated revenue opportunities for co-ordinated transit street furniture with advertising for a 15-year term; such Request for Proposal to include the following key revisions:
 - a) The requirement of both transit shelters and street furniture elements.

- b) One standard design for each element.
 - c) Collection and processing of waste and recyclables will be the responsibility of the Region.
 - d) Local advertising will be provided at a rate lower than the typical national advertising rate.
 - e) Advertising will be limited to a single element at each facility.
3. The local municipalities be consulted to review opportunities to install transit street furniture at designated transit facilities on road allowances under local municipal jurisdiction.
4. Staff report back to Regional Council for final approval.

2. PURPOSE

This report presents the results of the industry consultation and feasibility study of the Co-ordinated Transit Street Furniture Program and requests Regional Council endorsement of the proposed final Co-ordinated Street Furniture Urban Design Guidelines.

In addition, staff are seeking Regional Council authorization to issue a revised, consolidated Request for Proposal (RFP) for co-ordinated transit street furniture, and to consult with local municipalities to install the street furniture at designated transit facilities on local road allowances.

3. BACKGROUND

The Region currently has three advertising agreements under which the agencies provide operation and maintenance services and some capital assets, at no cost to the Region. In addition, the associated advertising revenues are shared with the Region. The two transit shelter advertising agreements expired on April 1, 2008, and have been extended on a month-to-month basis pending the implementation of a co-ordinated transit street furniture program with advertising. A waste-recycling advertising agreement expires on November 30, 2010.

An RFP for the supply, installation, maintenance and associated revenue opportunities of co-ordinated transit street furniture with advertising was issued in January 2008 and cancelled in July 2008

Regional Council, at its June 2007 meeting, authorized staff to issue an RFP for co-ordinated street furniture with advertising for a 15-year term. Following the initial authorization by Regional Council, the current waste/recycling advertising contractor, Creative Outdoor Advertising, requested the Region to permit separate submissions for transit shelters with advertising and street furniture with advertising. In response, a subsequent report was submitted to the October 2007 Council meeting which recommended that staff be authorized to continue to pursue a single transit street furniture advertising program. Upon consideration, Regional Council instructed that the RFP process incorporate three bid options, as follows:

- Option A - Supply of Transit Shelters with advertising only.
- Option B - Supply of Street Furniture Elements with advertising only.
- Option C - Supply of both Transit Shelters and Street Furniture elements with advertising.

On January 7, 2008, staff released the RFP with the three options listed above. In March 2008, the RFP submissions were received and subsequently evaluated by York Region and Local Municipal evaluation teams. The RFP was cancelled as the bid submissions did not meet the Region's design and operational requirements.

Regional Council requested a further report concerning the visioning and design principles

In September 2008, Regional Council requested that staff prepare a further report concerning the visioning and design principles and the matter of a future RFP for the co-ordinated street furniture program. This report responds to Council's September 2008 direction.

4. ANALYSIS AND OPTIONS

Street Furniture and Urban Design consultants were retained in order to assist in development of the co-ordinated street furniture program

The Region has retained R.E. Millward and Associates as Project Advisor and STLA Inc. as urban design consultants. Both consultants have been retained to assist with the Request for Information (RFI), local municipal consultation, urban design guidelines, business feasibility study and development of the RFP. Millward has worked on a number of co-ordinated street furniture programs for municipalities including Amman, Jordan; Calgary; Ottawa; and Toronto. STLA Inc. has extensive urban design experience including urban space design for the Brampton City Hall and the Sarnia Waterfront, as well as a number of community planning projects in the Greater Toronto Area.

4.1 FEEDBACK FROM INDUSTRY CONSULTATION

Five responses to a Request for Information were received and follow-up interviews were conducted

In order to prepare a successful program and RFP that the industry could respond to, consultations were held with the outdoor advertising industry. An RFI was released which contained 14 questions pertaining to the delivery of the program and the future RFP. This was a voluntary process for potential proponents to offer suggestions; firms that did not participate in the process are not precluded from responding to the RFP. A total of five industry stakeholders responded and the submissions were analyzed by staff. As part of the process, each of the respondents attended a respondent interview where they were given the opportunity to present their responses and the Project Team had the opportunity to ask clarification questions.

Comments from RFI respondents were fairly consistent

The RFI respondents' key comments related to the following:

- Direction must be given regarding the design of the street furniture.
- Delivery of co-ordinated street furniture, both transit shelters and street furniture elements, is best handled by a consortium or one company.
- Collection and processing of waste-recycling is not a core service for most in the industry.
- A fifteen-year contract term is a reasonable timeframe to amortize capital commitments and endure fluctuations in the economy.
- Local advertising should be included as a requirement, but the plan for delivery of the advertising should be the responsibility of the proponent.
- One standard design for each element, with flexibility for customization, is preferred for continuity and ease of maintenance.
- RFP should state the basic requirements and allow for alternate ideas.
- Maintain a balance between the needs of the community, the Region and the private-sector respondent(s).
- RFP should remain open for a minimum of 90 days from the date of issuance.

4.2 URBAN DESIGN GUIDELINES

Urban Design Guidelines build upon existing Regional policies and incorporate comments from the local municipalities

In order to provide a framework to be used to guide the form and layout of street furniture elements, Urban Design Guidelines have been drafted (*Attachment 1*). The guidelines build upon existing Regional policies such as:

- Vision 2026 (2001).

- Regional Streetscape Policy (2001).
- Towards Great Regional Streets (2006).
- Regional Transit-Oriented Development (TOD) Guidelines (2006).
- York Region Official Plan (2007).
- York Region Pedestrian and Cycling Master Plan (2008).

As part of the process of developing the Urban Design Guidelines, each of the nine local municipalities was invited to review the draft document, ask questions about the program and process, and provide comments. These working meetings provided valuable input and helped to provide direction for the document.

The key comments from the local municipalities are as follows:

- Street furniture elements should be designed to suit their functional purpose with advertising as a secondary concern and not the primary driver for the design of the elements.
- All street furniture should be consistent along all routes, with opportunities for municipal or business improvement area identification.
- YRT and Viva need to share as many design elements and components as possible.
- Community information kiosks should be included as part of the street furniture program.
- Advertising should be limited to a single furniture element at each transit facility and not be permitted on benches.
- Urban Design Guidelines should include site specific layouts.

All of the comments received from the local municipalities have been considered and were included in the proposed final Co-ordinated Street Furniture Urban Design Guidelines wherever feasible.

The Urban Design Guidelines will help to promote the Region as a high-quality community where there is a strong sense of pride in our public places including our streetscapes

This will be achieved by addressing the following objectives:

- Promote and reinforce YRT as an identifiable transit service with the YRT/Viva family of transit services.
- Develop a unified image for the Region through streetscape design.
- Enhance the streetscape through the design of co-ordinated, high-quality street furniture.
- Create 'places' within the public realm that support a pedestrian environment.

4.3 BUSINESS FEASIBILITY STUDY

The business feasibility study indicates that the Region is an attractive market for outdoor advertising

Through our consultant, a business feasibility study was conducted in which expert advertising resources assessed the current advertising market for the co-ordinated street furniture program.

It was concluded that the current economic climate is not seen as a deterrent to proceeding with an RFP, particularly as the Region is attractive to advertising companies since it is located in the Toronto Census Metropolitan Area (CMA) market, which is considered the top outdoor advertising market in Canada. Our experts concluded that the proposed scope, in terms of capital and operating and maintenance costs, and the 15-year contract length, is appropriate and feasible. However, given the current economic climate, advertising companies may try to make their proposal less capital-intensive at the front end of the roll-out and possibly offer lower financial guarantees in the early years of the contract.

It is therefore anticipated that most of the outdoor advertising companies that are active in the Toronto market are likely to participate in the RFP.

4.4 NEXT STEPS

Staff will issue a revised RFP with the Co-ordinated Street Furniture Urban Design Guidelines as an appendix

In an effort to co-ordinate transit street furniture and consolidate expiring transit shelter and waste/recycling receptacle advertising contracts, staff are proposing to issue a revised RFP for a 15-year term. Based on the RFI with industry, and the business feasibility study, staff are proposing to revise the RFP as described below.

The scope of the Region's program is for the supply, installation, and maintenance of co-ordinated street furniture as listed in *Table 1* below.

Table 1
Street Furniture Inventory

Item	Current Inventory (2009)	Estimated Furniture Supplied Under Agreement
Transit Shelters (with shelter seating)	718	400
Stand-alone Benches	0	100
Bicycle Racks	168	550
Waste-Recycling Receptacles	434	1,000
Newspaper box organizers	40	500
Multi-publication unit	0	250
Schedule Display Cases	65	75
Community information kiosks	0	10

Note: Custom Viva Shelters are not included.

Submissions will be required to include both transit shelters and street furniture elements in order to achieve a cohesive design

Through the industry consultation, it was identified that the preferred delivery of this program would be through a consortium or one company. This would facilitate the effective and efficient delivery of the varying connected products and services required while achieving a cohesive design. Therefore, a revised RFP, which would require submissions to include both transit shelters and street furniture elements, is preferred.

One standard design, with flexibility for customization and size, for each element is preferred

Through the consultation process with the local municipalities, it was acknowledged that one of the main purposes of the co-ordinated street furniture program is to provide a consistent and identifiable transit facility for passengers throughout the Region, while allowing the flexibility for identification of the local municipality or business improvement area. This sentiment was echoed in the industry consultation, as the design, installation, and maintenance of a single design, with flexibility for customization and size, is more cost-effective and efficient.

The standard design street furniture would be placed at all locations throughout the Region, including heritage and special character areas. From an urban design perspective, it is intended that the unique characteristics of these special areas will be further reinforced against the contemporary, timeless and simple designs proposed for the street furniture elements. Advertising will not be permitted in heritage areas in order to minimize visual obstructions and there will be an opportunity for municipal or business improvement area identification on the transit shelter (e.g. Village of Thornhill). This approach has been successful in European and North American cities alike.

Collection and processing of waste and recyclables is not a core service provided by the majority of vendors supplying co-ordinated street furniture

The revised RFP would not require proponents to be responsible for the collection and processing of material from the waste/recycling receptacles. In place of this, the Region would seek to issue a separate contract for the collection and processing of waste and recyclables. However, the option would remain for proponents to offer the service as a value-added service.

Local advertising opportunities will continue to be provided on transit shelters and waste-recycling receptacles

The industry consultation indicated that most of the transit shelter advertising companies currently provide local advertising and national advertising. It has also been demonstrated in the past that firms can partner in order to maximize the potential in both the national and local market. The RFP will ensure that local advertising opportunities for local business will continue to be provided on transit shelters and waste-recycling receptacles at an advertising rate lower than the typical national advertising rate. Proponents will be asked to provide innovative ways to attract and include local advertising in their proposals.

Limiting advertising to a single element of street furniture at each transit facility will reduce clutter

Current advertising arrangements involve separate companies providing distinct maintenance services and somewhat competing advertising formats. Accordingly, both of these advertising formats are deployed at many locations, adding to the perception of excess advertising and clutter. This grouping of ads may reduce the impact of the advertising and, thus, the value. Limiting advertising to a single element of street furniture at each transit facility would potentially increase the advertising rate per element and provide an improved streetscape. This will result in a reduction of the number of advertising faces currently available on waste-recycling receptacles. As the urban design guidelines limit the overall size of each element, it is expected that the size of the advertising face on the waste-recycling receptacles will also be reduced, thereby decreasing the advertising opportunities to waste-recycling advertising proponents.

Through the development process, and consultation with other jurisdictions, staff may make further revisions to the RFP as necessary.

Relationship to Vision 2026

The supply, installation, and maintenance of co-ordinated street furniture at transit facilities supports Vision 2026 by utilizing the guiding principle of: “Partnerships: Co-ordinating, supporting and enhancing services through partnerships with area municipalities, other governments, community agencies and the private sector” as well as supports the goals of “infrastructure for a growing region” and “managing and minimizing waste.”

5. FINANCIAL IMPLICATIONS

The projected total net value of capital assets and operating and maintenance to the Region is approximately \$42.0 million over the 15-year term of the contract

An independent third party has reviewed the proposed scope of the co-ordinated street furniture program, and has concluded that the proposed scope, in terms of capital, operating and maintenance costs, and the 15-year contract length, is appropriate and feasible.

It is anticipated that the delivery of the co-ordinated transit street furniture program, with advertising limited to a single element at each bus stop, would provide the Region with a total net value of \$42 million over the term of the contract and could be delivered at no cost to the Region. It also has the potential for revenue opportunities.

The transit shelters and associated street furniture to be supplied through the 15-year term of the revised RFP have an estimated capital value of \$12.0 million, based on current market prices from recent tenders and the business feasibility study.

Ongoing maintenance, including cleaning, repair (vandalism, emergency, wear and tear), relocation (due to construction, etc.) of the transit shelters, and associated street furniture elements, will continue to be included in the revised RFP and provide a cost avoidance to the Region of approximately \$38.0 million over the 15-year period, or approximately \$2.5 million annually.

The assumption of collection and processing of waste and recyclables by the Region would cost the Region approximately \$8.0 million over the term of the contract, or approximately \$0.5 million annually, based on preliminary projections on service levels and contracted collection costs.

The Region has the potential to receive revenue in addition to capital assets and operating and maintenance services

Based on a best practices review, the business feasibility study, and the existing transit shelter and waste-recycling receptacle agreements, it is estimated that revenue can be generated for the Region with advertising under a co-ordinated advertising program.

6. LOCAL MUNICIPAL IMPACT

The co-ordination of street furniture at transit facilities will assist with the organization of amenities within the municipal right-of-way while providing a safe, clean, and comfortable environment for the transit rider, thereby improving the appeal of the public transit system.

Municipal staff has participated in the development of the proposed final urban design guidelines and will continue to be involved in the RFP preparation and evaluation process to ensure that the co-ordinated street furniture program is compatible with local interests.

7. CONCLUSION

An extensive consultation process has been undertaken with industry and the local municipalities to develop the proposed final urban design guidelines and the business feasibility study. From this, staff has concluded that a single co-ordinated street furniture advertising program that includes both transit shelters and associated street furniture elements, has the potential to be delivered at no cost to the Region and also has the potential for revenue opportunities.

It is recommended that Regional Council endorse the proposed final Co-ordinated Street Furniture Urban Design Guidelines, that staff be authorized to issue a revised, consolidated RFP for the supply, installation, and maintenance of a co-ordinated transit street furniture RFP for a 15-year term, and that the local municipalities be requested to endorse the concept of a co-ordinated transit street furniture program on the road allowances under their respective jurisdictions.

For more information on this report, please contact Joshua Scholten, Facilities Supervisor (ext. 5696) or Rick Takagi, Manager, Capital Assets (ext. 5624) in the Transit Branch of Transportation Services.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)