Kiosk Advertising Program

Economic Development & Housing Council Committee
August 16, 2005
Background

- August 3, 2005, City Council was briefed on the proposed kiosk program
- Staff recommended approval of an action item on the Council’s August 10, 2005 agenda
- During the August 10, 2005 Council meeting, Council determined that additional clarification was required in respect to the orientation of the way-find map and therefore the item was deferred
Background

• To provide further clarification as requested by Council, staff surveyed the following cities which have similar kiosk programs:
  – City of San Francisco
    Approximately 115 Kiosk
  – City of Cleveland
    Approximately 155 Kiosk
  – City of Los Angeles
    Approximately 500 Kiosk
  – City of Boston
    Approximately 75 2-sided Kiosk & 18 pillar

• The survey concluded that in all cases, the orientation of the advertisement panels was towards the street
Background

• In all cases in which the orientation of the way-finding map was discussed, the consensus was that due to vehicular movement at close proximity to the sidewalk, it would be safer for pedestrians to view the way-finding map at a point furthest from the street.

• Of the cities surveyed, not one had knowledge of a documented case in which a citizen complained in respect to the placement of the way-finding map or placement of the structure.

• Under the current terms of the proposed agreement, Viacom will retain the right to decide the direction in which the advertisement panels face.
Urban Design

• One purpose of the kiosk program is to provide a more active and visually stimulating pedestrian environment while contributing to and an enhancing the special character of a particular area of the city
• Way finding information should be oriented to keep sidewalks at intersections clear
• Way finding information should be oriented to separate pedestrians from vehicular traffic
Recommended Solution

• Viacom Outdoor has committed to:
  – work with the City to incorporate an International sign for "information" into each side of each unit (all three sides)
  – work with the City to include additional verbiage to the advertising sides of the kiosks to direct pedestrians to the side of the way-finding map

• This commitment will not affect the proposed minimum annual guarantee
Kiosk Location Criteria

• Kiosk placement and locations will go through a process similar to other requests for structures on public right-of-way which will include a review by Public Works, Development Svc., Property Management, etc.
• Kiosks are to be located in mixed use, retail and entertainment areas where there is substantial pedestrian and slow moving vehicle traffic
• Kiosks are prohibited in non-business zoning districts
Kiosk Location Criteria

• Designs for Kiosks located in Historic Districts must be approved by the Landmark Commission
• All locations must be approved by the City. Review of locations will follow that of any license agreement for structures in the right-of-way
• Kiosk locations must:
  – Not be located in visibility triangles
  – Not interfere with utilities
  – Provide adequate pedestrian and handicap clearance
Kiosk Designs
Kiosk Designs
Next Steps

• Based on the research conducted, staff has found that the proposed City of Dallas kiosk program is concurrent with similar programs throughout the Country

• Ask committee to recommend approval of an action item on the Council’s August 24, 2005 agenda