

# 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 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

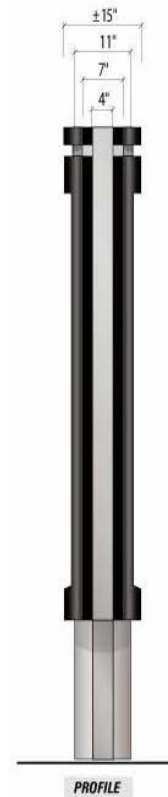
- Kiosk placement and locations will go through a process similar to other requests for structures on public right-of-way which will include a review by Public Works, Development Svc., Property Management, etc.
- Kiosks are to be located in mixed use, retail and entertainment areas where there is substantial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

# Kiosk Location Criteria

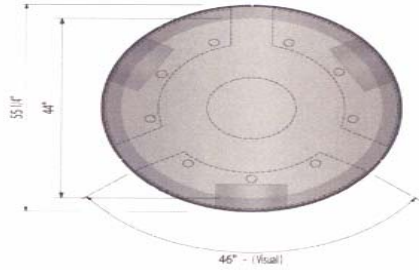
- Designs for Kiosks located in Historic Districts must be approved by the Landmark Commission
- All locations must be approved by the City.  
Review of locations will follow that of any license agreement for structures in the right-of-way
- Kiosk locations must:
  - Not be located in visibility triangles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



# Kiosk Designs



# Kiosk Designs



**TOP VIEW** • Scale: 1/2" = 1'-0"

Item 1  
**ROUNDED COLUMN**  
**OPTION '5'**



**SIDE ELEVATIONS** • Scale: 1/2" = 1'-0"

**ROUNDED AD COLUMN**

- Three (3) faces Ad column fabricated from aluminum painted "Patriot silver" & black powder coated process c/w curved laminated glass.
- Backlit "Star" logo
- Two (2) Ad faces to be backlit with fluorescents
- One (1) Map face to be backlit with fluorescents



**BACK ELEVATION** • Scale: 1/2" = 1'-0"

# 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