

# KIOSK INSTALLATION STATUS

City Council Briefing  
October 4, 2006



# PURPOSE

To brief the City Council on the provisions of the contract and the procedures for review and installation of kiosks within the right-of-way.

# PROGRAM PURPOSE

To provide citizens and visitors to Dallas with amenities that stimulate a vital and active street life, that increase comfort and livability, that provide enhanced way finding within the city, and that encourage the use of mass transit and pedestrian-oriented transportation modes while providing an additional source of revenue to the City of Dallas.

# BACKGROUND

- Historical Perspective
  - 1991 - DART proposes to allow advertising on bus shelters
  - 1995 - Planning Department conducted research regarding advertising on bus shelters and briefed the City Council
  - 2001 – Downtown TIF Board identified street furniture as an essential goal towards revitalization of downtown

# BACKGROUND

- Historical Perspective (cont)
  - May 2001 - Downtown Special Provision Sign District (SPSD) amendments adopted allowing kiosk signs and super graphics
  - March 2003 – City Council Business and Commerce Committee briefed on using advertising as a means of obtaining street furniture, kiosks and other amenities
    - Committee expressed an interest in developing outdoor advertising program to increase pedestrian amenities such as street furniture in the downtown area.

# BACKGROUND

- July 2003 - First private kiosks installed in Downtown Special Provision Sign District
- Dec. 8, 2003 - City Council requests a review of kiosk regulations in downtown area
- Feb. 4, 2004 - City Council directs staff to research programs for non-premise signage on kiosks and other street amenities

# BACKGROUND

- Feb. 11, 2004 - City Council approves moratorium on new private kiosks
- June 2, 2004 and August 4, 2004 - City Council was briefed on street amenity advertising programs
  - Briefing included information on programs in Boston, Chicago, Cleveland, Los Angeles, Pittsburg, and San Francisco
  - Council instructed staff to develop an RFP for a citywide Kiosk program which would maximize benefits to the city in the form of both pedestrian amenities and revenues

# BACKGROUND

- March 9, 2005 - Downtown Special Provision Sign District amended to prohibit additional private kiosks effectively capping them at 69
- August 24, 2005 – Council approves contract with Viacom (now CBS)



# BACKGROUND

- Several cities have run successful street advertising programs for 20+ years
  - Boston
  - Chicago
  - Los Angeles
  - San Francisco
- Private kiosks already installed in downtown area
- Kiosk program includes public information panel printed and installed by CBS

# CONTRACT PROVISIONS

- Installation of 150 kiosks within the public right-of-way
- At least one face of each kiosk is city information
- \$5,000,000 in advanced scheduled payments
  - \$1,250,000 upon signing agreement (paid)
  - \$1,250,000 upon approval of 50% of kiosks
  - \$1,250,000 upon approval of 75% of kiosks
  - \$1,250,000 upon approval of all 150 kiosks

# CONTRACT PROVISIONS

- Payment of 37% of gross receipts, but not less than a graduated minimum annual guarantee (\$500,000 in year 1 to \$975,000 in year 20)
- Installation of at least \$450,000 worth of street amenities

# CONTRACT BENEFITS

- Total guaranteed revenue to the City over the life of the contract of \$21.3 million
- If sales projections are reached, the City could receive an estimated \$34 million over the life of the contract

# FISCAL IMPACTS

- 2005-2006 FY
  - Estimated: \$2,500,000
- 2006-2007 FY
  - Proposed: \$3,237,500
  - Total: \$5,737,500

# APPROVAL /INSTALLATION STATUS

CBS has submitted 185 locations

- 99 have been approved
- 63 have been rejected
- 9 require some modifications
- 14 are in review

CBS has installed 47 kiosks

# LOCATION REVIEW

- Step 1 – Submittal to Real Estate
  - CBS submits desired locations to Real Estate
  - Submittal includes map drawings and measurements showing exact location
- Step 2 - Real Estate reviews
  - Verifies map data, researches adjacent ownership, confirms location is not park property, state right-of-way or an enterprise area such as Love Field
- Step 3 – Real Estate routes proposed locations to other reviewing departments
  - Public Works and Transportation
  - Current Planning

# LOCATION REVIEW

- Step 4 – Department Review
  - Transportation reviews
    - Field inspection for visibility triangle obstruction from street intersections and drive cuts
    - Sidewalk clearance
  - Current Planning reviews
    - Verifies location is in a business district
    - Verifies location is 100 ft from a residential district
    - Checks to see if location is in a historic district
    - Verifies distance and location relative to other kiosks



# LOCATION REVIEW

- Step 5 – Location Approval
  - Departments send comments and recommendation to Real Estate
  - Real Estate
    - Sends notice to adjacent property owner (effective 9/1/06)
    - Forwards notice to proceed on approved locations to CBS
    - Requests address for location
    - Routes approved locations to be mapped in GIS

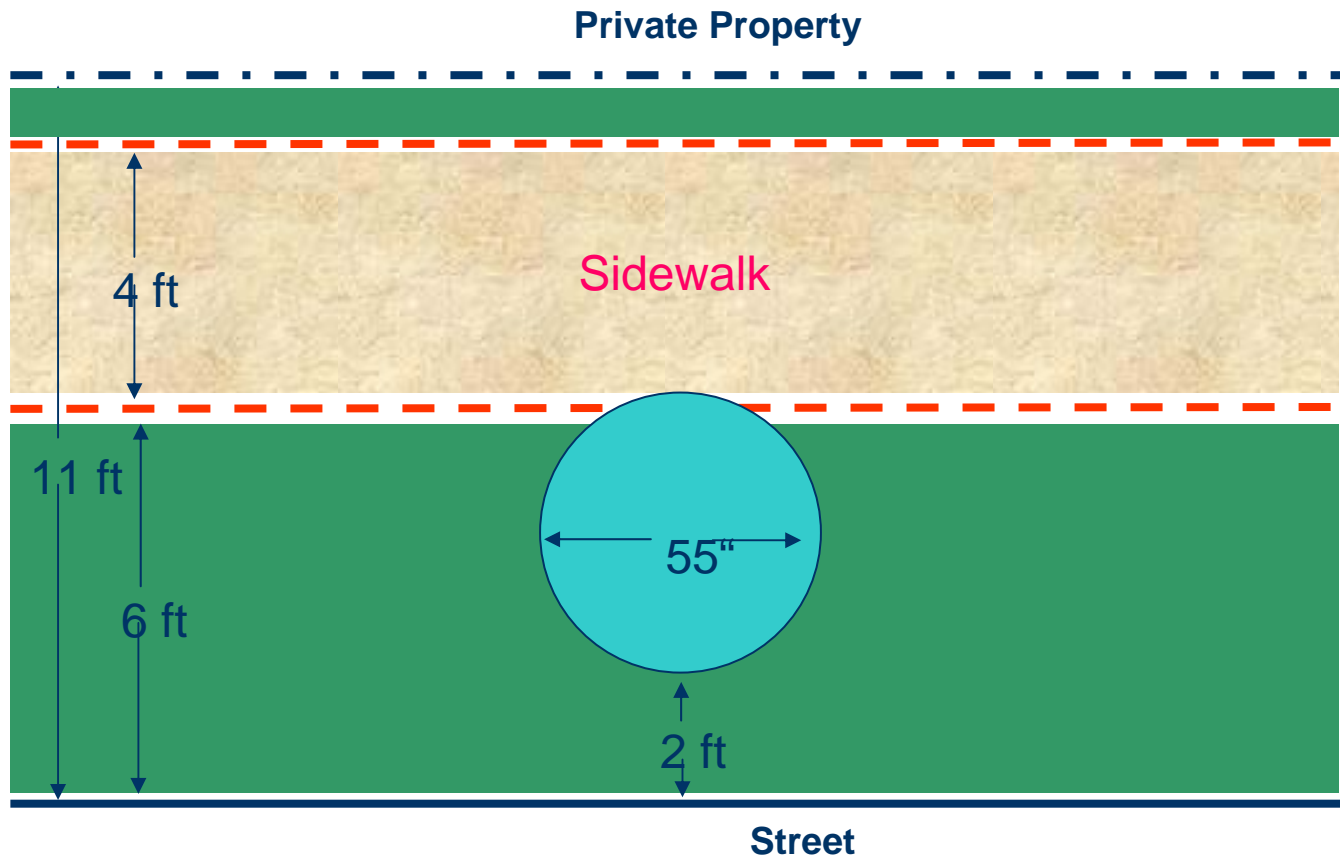
# INSTALLATION PROCESS

- Step 6 – CBS submits permit requests
  - Plan approval and street cut permit
  - Electrical permit
- Step 7 – Contractor Installation
  - Notifies adjacent occupants
  - Installs kiosk
- Step 8 – Final field inspection
  - Verifies installation including ADA compliance (Public Works & Transportation)

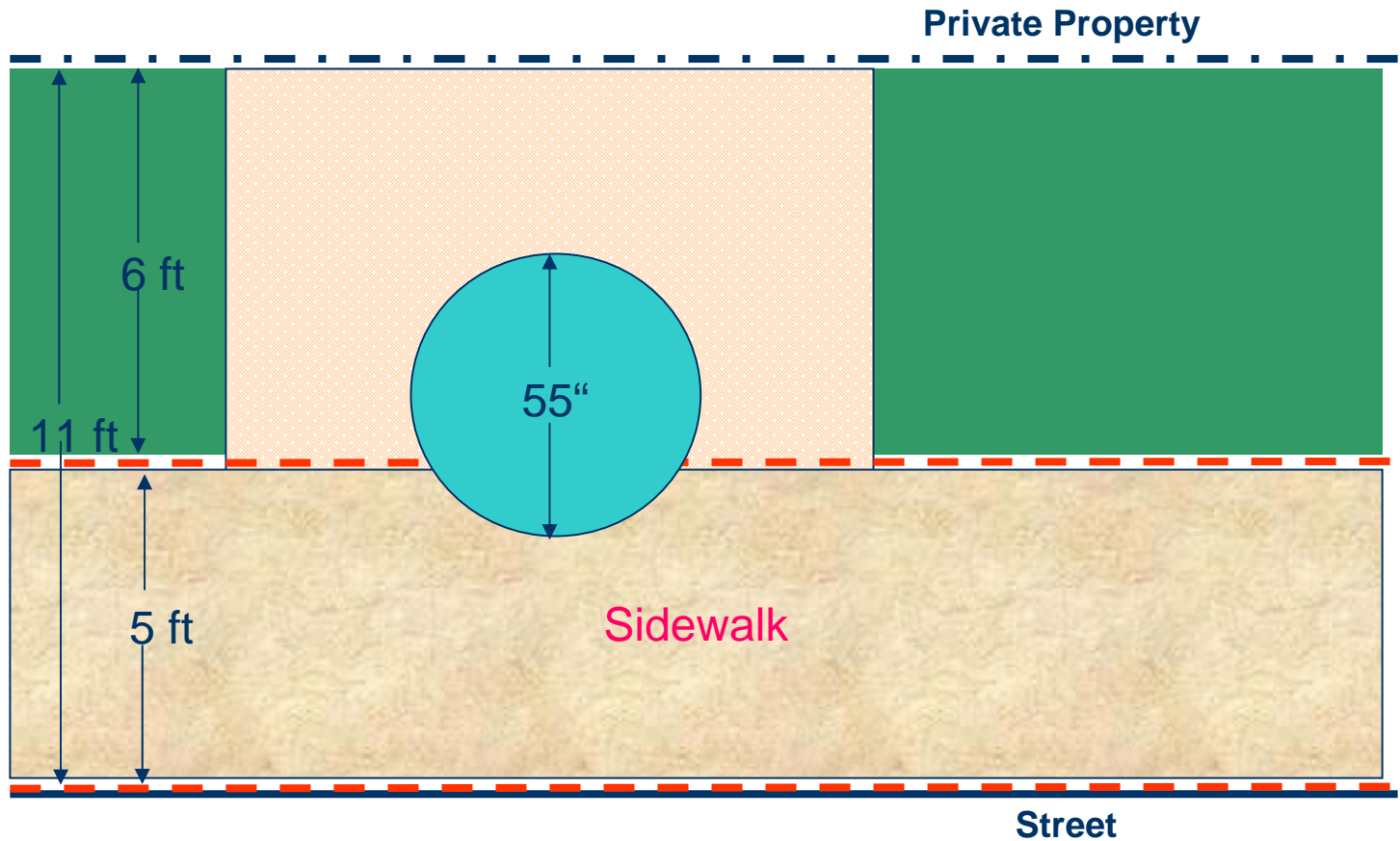
# RIGHT OF WAY CONSTRAINTS

- Typical parkway, the area between the curb and private property line, is 11 feet.
- In older areas right of way may be more constrained
- Certain areas have wider right-of-way
- Drive cuts, street trees, building entrances and existing signage also influence location

# Parkway adjacent to street



# Sidewalk adjacent to street



# Examples

## Areas with extra parkway are desirable



# Examples

## Areas with extra parkway are desirable



# Examples Typical Parkway





# Examples Typical Parkway



# Examples Typical Parkway



# Examples City Information



# City Information Face

- 2 face changes annually per contract
- Initially install public service announcements
- Prepare and install maps in appropriate locations
- Identify and work with area associations to customize maps
- Work with DART to provide transit information on maps

# Issues

- Perception of right of way constraints
- Sidewalk clearance – minimum vs desired
- Scale relative to adjacent development
- Adjacent businesses / property owners
- General concerns with advertising / aesthetics

# CITIZEN CONCERNS

- Forwarded to property management
- Verification that subject kiosk was installed appropriately
- To date, specific complaints have focused on 8 locations out of 47

# CONTRACT AGREEMENT

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City Attorney's office will discuss contract provisions in executive session.

# CONCLUSION

- All kiosk placements are reviewed thoroughly and comply with provisions in the contract
- Having the kiosks in high traffic areas benefits the City and is in keeping with program goals
- Contract will provide significant revenue and amenities to the City
- Complaints have been limited to only a few locations indicating there are appropriate locations for the kiosks



# Recommendation

- Recommend continuation of contract, with renewed emphasis on correct placement of kiosks to maximize revenue and minimize disruption to citizens

# COUNCIL DISCUSSION

