

October 20, 2017

Ms. Kimberley Kitteringham
City Clerk
City of Markham
101 Town Centre Boulevard
Markham, ON L3R 9W3

Dear Ms. Kitteringham:

Re: Traffic Signal Cabinet Wraps

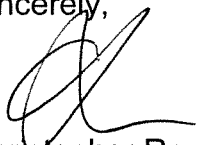
Regional Council, at its meeting held on October 19, 2017, adopted the following recommendations of Committee of the Whole regarding "Traffic Signal Cabinet Wraps":

1. Council permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding.
2. The Regional Clerk forward this report to local municipalities.

A copy of Clause 6 of Committee of the Whole Report No. 13 is enclosed for your information.

Please contact Joseph Petrungaro, Director, Roads and Traffic Operations, Transportation Services at 1-877-464-9675 ext.75220 if you have any questions with respect to this matter.

Sincerely,



Christopher Raynor
Regional Clerk

/C. Clark
Attachments

Clause 6 in Report No. 13 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on October 19, 2017.

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Traffic Signal Cabinet Wraps

Committee of the Whole recommends adoption of the following recommendations contained in the report dated September 20, 2017 from the Commissioner of Transportation Services:

1. Council permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding.
2. The Regional Clerk forward this report to local municipalities.

Report dated September 20, 2017 from the Commissioner of Transportation Services now follows:

1. Recommendations

It is recommended that:

1. Council permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets at their own cost and subject to execution of a Memorandum of Understanding.
2. The Regional Clerk forward this report to local municipalities.

2. Purpose

This report seeks approval to permit interested local municipalities to wrap and/or paint Regional traffic signal cabinets within their jurisdiction to support public realm, streetscape design enhancements and graffiti abatement.

3. Background

City of Markham wrapped traffic signal control cabinets leading up to the Pan Am/ParaPan Am games

The Regional road network is an important gateway into Markham. In December 2013, Transportation Services staff was contacted by the City's Cultural Department about a project to enhance public space within Markham leading up to the Pan Am/ParaPan Am games. Permission was sought to wrap Regional traffic signal cabinets around the Markham Pan Am Centre. Three Regional cabinets were selected and wrapped at the City of Markham's expense.

Local high school art students submitted cabinet wrap designs to a selection panel

Based on a chosen theme, Unionville High School art students provided designs to a City of Markham selection panel. Six designs were picked to wrap both municipal and Regional traffic signal cabinets. Supplies and services to complete the traffic signal cabinet wrapping were procured and tendered by the City of Markham.

In October 2016, City of Markham Council requested the Region commence a traffic signal cabinet wrap program

The City of Markham initiated a successful public realm improvement project to wrap traffic signal control cabinets in their jurisdiction. In October 2016, the City of Markham requested the Region commence a similar program to wrap traffic control cabinets on Regional roads.

The Region's graffiti removal program is reactive in nature

Since 2013, the Region has spent approximately \$4,300.00 to remove graffiti from Regional traffic signal cabinets. Removal of graffiti is reactive and generally based on observations reported from residents and/or staff.

4. Analysis and Implications

Traffic signal cabinet wraps have brought art to public spaces while counteracting the negative effects of graffiti vandalism

Traffic signal cabinet wraps provide visual art at the street level while combatting graffiti vandalism. Harnessing artistic energy can build a rich and exciting

environment; engaging the community while illustrating and celebrating local character within neighbourhoods. Graffiti artists seldom tag street art. Other jurisdictions have found graffiti has decreased in locations where street art is displayed.

In 2011, the City of Toronto created the StART (Street Art Toronto) program. In an effort to combat graffiti, the City engaged graffiti artists to create public murals and paint underpasses. In 2013, the City launched the Outside the Box program, which aimed to beautify traffic signal cabinets. Cabinets may be wrapped or painted. Painted cabinets are then coated. Toronto residents submit design applications, which are then selected by jury. Artists receive an honorarium.

There are approximately 200 painted traffic signal cabinets in Toronto. The City has advised the finished painted product's life cycle is approximately five years, while the 125 wrapped traffic signal cabinets have a life cycle of approximately ten years.

The Town of Orangeville's Economic Development department launched a traffic signal wrap program in 2016. Local artists provide submissions that reflect the Town's heritage. Submissions are reviewed by a jury and an honorarium is provided to the selected artist. The Town of Orangeville reports the program contributes to the vitality and attractiveness of the streetscape and is very popular with their residents. An increase in funding for their program is planned.

A memorandum of understanding between the local municipality and the Region would be required

As a general rule, the Region does not have a formalized wrapped cabinet initiative. However, requests could be accommodated, at the cost of the local municipality and in accordance with specific principles. Interested municipalities would identify Regional-owned traffic signal cabinet candidates. Cabinets located at an intersection bordering two local municipalities would require the agreement of both municipalities. Cabinet selection would be reviewed by Transportation Services staff for conformity to criteria to be included in a memorandum of understanding, such as no advertising, cannot be distracting, wrapped to blend into the surroundings and not within a rapidway corridor. This would ensure the integrity of the proposed cabinet is not impeded and artwork is context-sensitive.

A memorandum of understanding between the Region and local municipality would be required, detailing the local municipality's responsibilities for the installation and ongoing maintenance of any wrapped or painted Regional cabinet including removal, condition/wear, and eligible materials and in accordance with specific principles. Attachment 1 outlines the criteria and principles to be included in a memorandum of understanding. Attachment 2

provides proposed samples of completed cabinet artwork in various jurisdictions.

Initiatives that promote complete communities support Vision 2051

A traffic signal cabinet wrap program supports complete communities as outlined in Vision 2051 and the Regional Official Plan by focusing on liveable, healthy communities that recognize and promote local characteristics.

5. Financial Considerations

There are no costs associated with this report. Local municipalities would be responsible for all costs associated with wrapping and/or painting Region-owned cabinets.

6. Local Municipal Impact

Permitting local municipalities to wrap and/or paint traffic signal cabinets within their jurisdiction supports streetscape design enhancements and graffiti abatement.

7. Conclusion

Traffic signal cabinet wraps can provide local municipalities with a canvas to reflect local character, celebrate culture and history, foster community engagement, promote civic pride and beautify public spaces while reducing graffiti vandalism.

The Region continues to encourage local partnerships through contributions towards locally-initiated enhancements within the Region's right-of-way. However, funding for traffic signal cabinet wraps is not included in the Transportation Services annual operating budget.

It is recommended Council support the concept and permit interested municipalities to wrap or paint Region-owned traffic signal cabinets. All installation, maintenance and removal costs for wrapping and/or painting cabinets would be the responsibility of the requesting local municipality. Execution of a memorandum of understanding would be required.

Traffic Signal Cabinet Wraps

For more information on this report, please contact Joseph Petrungaro, Director, Roads and Traffic Operations, at 1-877-464-9675 ext. 75220.

The Senior Management Group has reviewed this report.

September 20, 2017

Attachments (2)

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Accessible formats or communication supports are available upon request

**Criteria and Principles for Inclusion in a
Memorandum of Understanding**

Criteria	Including But Not Limited To
Design Standards	<ul style="list-style-type: none"> • Contains no representations of traffic lights, signs, signals, etc. • Contains no advertisements, promotion of any business, product or viewpoint • Images do not demean, denigrate, exploit or disparage any identifiable person or group • Does not display adverse effects on public safety or incite violence or hatred • No vulgar, profane, offensive, insensitive or illegal activity images or writing, or is of questionable taste, etc. • No breaches of intellectual property, trademarks, brands, etc. • No object of any kind attached to a cabinet
Location Selections	<ul style="list-style-type: none"> • Safely away from travelled portion of roadway • Not within a rapidway corridor
Insurance/Permits	<ul style="list-style-type: none"> • Insurance Coverage, in a form and amount satisfactory to the Region • An approved Road Occupancy permit
Eligible Materials	<ul style="list-style-type: none"> • As determined by industry standards • Painted surfaces must be adequately sealed
Surface Preparation	<ul style="list-style-type: none"> • Surface to be prepared by hand • Absolutely no power washing
Installation	<ul style="list-style-type: none"> • No covering of safety labels • Performed by a trained professional as determined by the municipality
Condition/Wear	<ul style="list-style-type: none"> • Maintain in good repair and appearance • Repair, replacement or removal of damaged artwork, i.e. a cabinet damaged as a result of a collision, vandalism, age, wear and tear, etc.
Removal	<ul style="list-style-type: none"> • As determined by industry standards • Surface returned to original condition
Applicable Laws	<ul style="list-style-type: none"> • Comply with all applicable legislation, regulations and bylaws in force in the Province of Ontario

Examples of Traffic Signal Cabinet Wraps



City of Markham



Town of Orangeville



City of Toronto