



Exhibition Place

Item No. 3

FOR INFORMATION

October 31, 2014

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Exhibition Place Exterior Way Finding Program**

Summary:

This report outlines Exhibition Place and Maple Leaf Sports and Entertainment Ltd (“MLSEL”) progress on developing an exterior way finding program to direct vehicular and pedestrian flow across the Exhibition Place site for event access and egress, as required in the LOI for the expansion of BMO Field.

MLSEL engaged ENTRO to study, develop and design a way finding program. MLSEL, ENTRO and Exhibition Place staff have been working on the development of a proposed program which incorporates up to 11 illuminated digital/static vehicular way finding signs and 8 pedestrian static way finding signs. Depending on the location, the signs could have a static display, or may be a digital/programmable display. The signs will not have third party advertising but will provide information on events at the facilities.

As the wayfinding needs for vehicles and pedestrians change frequently depending on access/egress to a single or multiple events; the digital displays can be reprogrammed to direct vehicles into new traffic flow patterns or way finding directions. The locations of the wayfinding signage proposed by the consultant are strategically placed at key decision points for both vehicular and pedestrian access points. The proposed wayfinding program is a master signage plan for Exhibition Place but can be installed in phases as budget dollars permit.

The wayfinding signage locations proposed by the consultant are noted on Attachment ‘A’.

Financial Impact:

MLSEL is required to contribute \$83,333 (\$250,000 x 1/3 share) towards the new parking way finding digital signage as part of the approvals of the BMO Field Expansion. In addition, as set out in the LOI approved by the Board and City Council, there will be a cash contribution of approximately \$285,000 (\$400,000 less parking lots loss and improvements during construction) from BMO Field Capital Reserve Account held by the City of Toronto. Finally, an additional \$148,000 contribution is within the Exhibition Place 2015 Capital Budget. Accordingly, total funding available for way finding initiatives is approximately \$516,333.

Decision History:

The Exhibition Place 2014 – 2016 Strategic Plan had a Public Space and Infrastructure Goal to *enhance and sustain our dynamic and diverse public assets and integrate these assets into the urban fabric for the benefit of the community* and as a Strategy to support this goal *we will improve signage / way finding on the site.*

At its meeting of February 14, 2014, the Board directed the call of a Community Liaison Committee meeting to solicit input from the community on any issues related to the proposed improvements to BMO Field.

At its meeting of March 16, 2014, the Board approved the report to increase the permanent seating capacity of BMO Field to 30,000 and allow for an additional 10,000 in temporary seating capacity; Add a partial roof that will cover the majority of the seats; Reconfigure the field so that the stadium can host Canadian Football League ("CFL") games; and Improve amenities within the stadium. The matter was then considered by the City Executive Committee at its meeting of March 19, 2014 and by City Council at its meeting of April 1 & 2, 2014, which included an additional requirement that MLSE was to contribute to Transportation Initiatives and Studies.

Issue Background:

During the consideration of the BMO Field Expansion, the substantial issue of parking capacity and site congestion was raised by Exhibition Place tenants, major producers and the community and as one response to these issues, funding for the introduction of a sophisticated, state-of-the-art wayfinding signage program was proposed and adopted as part of the agreement between MLSE, the Board and the City.

Comments:

Wayfinding at Exhibition Place has been historically facilitated through a variety of temporary poster signs in various locations to direct vehicles and pedestrians to events. The temporary signs are not illuminated, static with no ability to change the messaging based on immediate needs, and difficult to read. The physical sign holders are over 25 years old and are very labour intensive to manually update due to frequent sign changes for events.

In July 2015 Exhibition Place will play host to the Toronto2015 Pan Am Games, and it is our goal to have the way finding signage in place to service the needs of over 250,000 attendees to the Pan Am Games on our site alone.

Exhibition Place is working with City staff in the Planning, Transportation and Heritage Services departments to ensure the placement, design and functionality of the way finding signage is compliant with City By-laws and in accordance with a master signage plan for Exhibition Place.

Also, now that Exhibition Place has received a suggested proposal for sign locations, it will be sharing this information to get feedback from major stakeholders. We also need to seek out pricing for these individual signs in the marketplace, as it may not be possible to construct the entire program with the budget identified and therefore, priorities will have to part of the discussions with our stakeholders.

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Appendix 'A' attached – Proposed Wayfinding signage locations