

Original and Revised CSF Program Objectives

The **original** objectives for a Coordinated Street Furniture (CSF) program were:

1. Improve the aesthetics of the public realm and reduce visual blight and clutter.
2. Improve the cleanliness of the public realm by expanding street-level waste and recycling services.
3. Enhance the levels of service and maintenance of furniture fixtures with no additional cost to the City.
4. Generate new revenues to support expanded waste and recycling services and increase existing advertising revenue.

The **revised** objectives for a CSF program are:

1. Improve the appearance and condition of the public realm in Calgary's high pedestrian areas through:
 - Investment in well-designed and well-maintained street furniture elements that respond to the character of Calgary and its communities, and
 - Judicious regulation of street-level advertising, focussing on higher quality installations in limited quantities.
2. Increase and optimize the revenues returned to The City from advertising concessions in order to ensure that the capital and operating budget requirements of a Coordinated Street Furniture program are fully funded.
3. Investigate opportunities for enhanced delivery of City and community public service messaging through digital media.