

Design Matters

Ensuring Toronto streetscapes have a high quality of urban design is an essential part of this coordinated street furniture initiative. During the extensive consultation process, the public indicated that design, functionality, and minimization of advertising space must be the primary consideration for the program. The program's guiding theme is in fact "Design Matters". Therefore, City Council, at its meetings of June and July, 2006, established a compelling but challenging direction for this RFP, focusing on achieving exceptional quality of street furniture design and maintenance standards with strict criteria on advertising. Council specifically directed that "the RFP be formulated in such a way as to allow a matrix that gives design, beauty and functionality primary consideration."

The scope of this project as established in the RFP was comprehensive and demanding – the City's expectations were set at a high level in seeking to establish unprecedented standards of design excellence, maintenance and placement objectives for the people of Toronto. The 3 respondents have clearly committed considerable time, effort and expense in preparing their responses to the City's call.