



Coordinated Street Furniture Program Industry Consultation - Stage 1 Meeting Meeting Notes

March 29, 2006, 9:00 a.m. – 10:00 a.m.
Toronto City Hall Committee Room #3

City of Toronto Staff Attendance

Victor Tryl, Purchasing
Melita Wigham, Purchasing
Ward Earle, Legal Services
Elyse Parker, Clean and Beautiful City Secretariat
David Nagler, Public Consultation
Kevin Vibert, Solid Waste
Angie Antoniou, Transportation
Kyp Perikleous, Transportation
Robert Millward, R.E. Millward and Associates
Lisa Neidrauer, R.E. Millward and Associates
Gifford Chu, Internal Audit.

Company Attendance

Eucan
Wall USA
Creative Outdoor Advertising
Vertigo Group
BLP Bronze
Pattison Outdoor Advertising
Sussex Strategy
Urban Outdoor Solutions
Paris Equipment MFG Ltd.
Maglin Site Furniture
Hill & Knowlton
Navigator
Viacom
CEMUSA
JC Decaux
Creativity Inc.
Clear Channel Canada
Soheil Mosun Ltd
Landscape Forms
Astral Media

1.0 Introductory Remarks, *Andrew Koropeski*

Andrew Koropeski thanked potential bidders for their interest in the project and for the time they have contributed to participating in the process. He provided the following introductory remarks and background information:

- In July 2005, Council endorsed a strategy and work plan for achieving a co-ordinated street furniture programme for Toronto. The City is working on developing an RFP which will be issued later this year.
- One of the cornerstones of the City's initial work is intensive consultation and outreach, with a broad range of stakeholders and interest groups.
- The City is particularly interested in hearing from industry and potential bidders who have a unique perspective and extensive experience. This group could offer insight into formulating the frameworks necessary for advancing this project. The City is seeking input on the process and type of questions raised in the Terms of Reference.
- In conducting this phase of the consultation process, City staff is committed to an entirely fair and transparent process which will achieve the City's objectives. In accordance with City procurement policy, staff obtained specific approval from City Council in February 2006 to conduct this element of consultation.
- The Industry Consultation is being conducted in two stages. Today's meeting is the first stage. The City project team will provide presentations setting out the context of Toronto's goals for the public realm and detail how the co-ordinated street furniture programme relates to this. City staff will be pleased to answer questions and receive comments in an open forum, to give everybody the opportunity to receive the same information from City staff.
- The second stage of the Industry consultation provides interested firms with an opportunity to provide their input during individual meetings. City staff will not answer substantive questions at these individual meetings, to avoid providing any advantages to any party. These second stage meetings are not intended for relaying the merits of a company or its products.
- The City has attempted to advertise this industry consultation as widely as possible, through mailings, the project website and newspaper ads. Participation in this consultation is strictly optional. Participants will not be privy to any special insight or knowledge that would not be available to any member of the public and will have no advantage should they choose to bid on an RFP later on.
- During this consultation, the project team will take input received under advisement. The notes of this meeting may be found on the project website.

Andrew Koropeski introduced **Robert Freedman**, Director of Urban Design.

2.0 Presentation on Toronto Urban Design, *Robert Freedman*

Robert Freedman, Director of Urban Design.

Robert Freedman provided background information on improving urban design and on street furniture in the City of Toronto:

- The City takes direction from the Official Plan, which contains language about enhancing the way the City looks.
- The Clean and Beautiful City Initiative was established to find ways to make the City of Toronto more beautiful.
- The Civic Improvement Program aims to enhance streetscapes. When Transportation Services rebuilds or does a major repair work on a City street, Urban Design staff may provide input into how

to make the street look better.

- Streets are not just conduits for cars, buses, pedestrians and bicycles to get from A to B. Streets can be thought of as outdoor spaces and urban design should help create a sense of space within the street.
- The Avenues Initiative helps plan how arterial roads within the City will intensify, grow, or change over time. The transformation plan for the avenues includes bringing buildings up to the street, enhancements to the streetscape, enhancements to public transportation, an increase in trees growing, and denser streets.
- Various cities have inspiring examples of street furniture, including Chicago, New York, Paris, Vancouver, Los Angeles, and Dundee (Scotland).
- A wide array of furniture can be seen on the streets of Toronto. The current mix of street furniture in the City is a result of the operation of different divisions, jurisdictions.
- The City is looking to improve street furniture design, coordination, and placement. The Streetscape Manual contains general guidelines for furniture placement.

A copy of **Robert Freedman**'s detailed presentation may be found on the City's website.

3.0 Presentation on the Coordinated Street Furniture Program, *Andrew Koropeski*

Andrew Koropeski provided details on the Coordinated Street Furniture Program (CSFP). His presentation included the following topics:

- Objectives of the CSFP
- The importance of having quality street furniture
- Street furniture elements that may be included or considered for including in the City's RFP (Request for Proposals)
- Public consultation lessons learned from other cities
- Design lessons learned from other cities
- Street furniture project structure and decision-making - the Design Advisory Committee, Project Steering Team, Works Committee, City Council, etc.
- Purpose of the public consultation process
- Key communication tools - Consultation guide, self-directed questionnaires, display panels, website, dedicated phone line
- Guiding Policies and documents - design and policy document, the streetscape manual
- Street Furniture Request for Proposal (RFP) content
- Street Furniture RFP direction issues
- Timing of Street Furniture RFP Process
- Evaluation framework for Street Furniture RFP

4.0 Question and Answer Period

There were no questions asked by any of the participants.

The meeting ended at 9:50 a.m.