



Councillor  
**Mary-Margaret McMahon**

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April 27, 2015  
Public Works and Infrastructure Committee  
City of Toronto  
100 Queen St. West  
Toronto, ON M5H 2N2

Dear Chair Robinson,

**Re: A Design Competition to Re-Imagine Toronto Parking Signage**

Toronto's signage should reflect a commitment to design excellence. If given the opportunity, the graphic design community in this city and around the world will offer alternatives to our current drab and often illegible parking signs. Through a public competition juried by experts in transportation, graphic design and data visualization, Toronto has the opportunity to develop a more legible and attractive standard parking sign.

Cities across North America are embracing higher standards of design for their signage including the use of graphics to explain parking regulations. Los Angeles has recently proposed a redesign of its parking signage which uses a simple illustration to define when parking and stopping are and are not permitted. Toronto has an opportunity to be a leader in this field by re-imagining how we communicate parking regulations to residents and visitors.

For the past several months, I have been consulting with Toronto Transportation staff to create the framework for a competition to reinvent Toronto's parking signage. I have been advised that the upcoming Curbside Management Study will provide a springboard from which to launch a public design competition.

**Recommendation:**

*That the General Manager of Transportation Services investigate possible changes to parking regulation signage, through a design competition, in coordination with the Division's Curbside Management Study, and in accordance with the provincial highway regulatory framework.*

Sincerely,

Mary-Margaret McMahon  
Councillor, Ward 32