



## **REQUEST FOR PROPOSALS (RFP) - STREETSCAPE MASTER PLAN**

**Issued by:** The Leslieville Business Improvement Area (BIA)

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### **1. Introduction**

The Leslieville Business Improvement Area (BIA) is inviting proposals from qualified consultants to develop a Streetscape Master Plan for the retail and commercial corridor along Queen Street East, between Empire Avenue and Vancouver Avenue, including its adjacent laneways. This initiative aims to create a comprehensive and actionable strategy that enhances the public realm, strengthens the neighborhood's identity, and fosters a vibrant, people-friendly streetscape.

The Streetscape Master Plan will serve as a guiding framework for:

- Public realm improvements that enhance walkability, accessibility, and safety.
- Placemaking initiatives to celebrate Leslieville's unique character and cultural vibrancy.
- Streetscape enhancements that improve pedestrian, cycling, parking and transit infrastructure.
- Sustainable urban design solutions, incorporating green infrastructure and climate resilience.
- Retail and economic vitality strategies, ensuring that businesses benefit from a welcoming and well-designed public space.
- Design that embraces the Leslieville neighbourhood and creates a unified and consistent branding

By integrating community input, urban design best practices, and City of Toronto guidelines, the Plan will provide a phased implementation strategy that aligns with municipal policies and future capital investment opportunities. The consultant will be responsible for conducting in-depth analysis, stakeholder engagement, and innovative design solutions that support Leslieville's continued evolution as a dynamic, accessible, and thriving urban district.

### **2. Background**

#### The Leslieville Business Improvement Area

The Leslieville BIA represents over 220 businesses along Queen Street East, between Empire Avenue and Vancouver Avenue. The BIA is dedicated to enhancing the vibrancy and



economic success of the district by improving the public realm, business environment, and community identity. To achieve this, the BIA is seeking a comprehensive strategy for the public right-of-way along Queen Street East and its adjacent laneways. This initiative will result in a Streetscape Master Plan Report, providing a clear framework for future improvements that will enhance walkability, accessibility, and the overall urban experience.

### The Leslieville Neighbourhood

Located just minutes from downtown Toronto, Leslieville is a vibrant neighborhood that seamlessly blends urban energy with small-community charm. It is renowned for its thriving restaurant scene, boutique shops, cultural hubs, and creative industries, making it a sought-after destination for both residents and visitors.

Leslieville's history dates back to the 1800s, when it was named after George Leslie, the owner of *The Toronto Nurseries*—Canada's largest horticultural business by 1870. Originally a working-class village, the area developed into a thriving community, shaped by its industrial heritage, streetcar accessibility, and strong local economy. Over the decades, Leslieville has evolved while maintaining its commitment to green spaces, sustainability, and community-driven development.

Today, Leslieville is home to:

- Beautiful public parks and playgrounds.
- A diverse mix of independent businesses, including specialty retailers, artisanal retailers, holistic and wellness business providers, and creative studios.
- Top-rated dining experiences, ranging from casual cafés to fine dining establishments.
- Active community events and local initiatives, fostering a strong sense of belonging among residents and businesses.
- Sustainable and walkable streetscapes, encouraging alternative transportation modes, including cycling and transit.

### **3. Request for Proposal:**

This Request for Proposal (RFP) provides a detailed framework for the development of the Leslieville Streetscape Master Plan. It is structured as follows:

- Section A: Terms of Reference – Outlines the full scope of work, project objectives, consultant responsibilities, and key deliverables for the Streetscape Master Plan Study.
- Section B: Proposal Submission Requirements – Details the required components of a complete proposal submission, including format, evaluation criteria, and submission



deadlines.

Together, these sections form the complete RFP document, providing prospective consultants with a clear understanding of the project’s objectives, required qualifications, evaluation process, and submission expectations. Consultants must review all sections carefully to ensure their proposals align with the scope, requirements, and evaluation framework set out in this RFP.

#### 4. Key Dates and Milestones

Milestone	Date	Details
RFP Issuance	March 10, 2025	Official release of the Request for Proposals (RFP).
Deadline for Questions & Clarification	March 17, 2025	Consultants must submit all inquiries in writing to <a href="mailto:leslievillebia@gmail.com">leslievillebia@gmail.com</a> . Responses will be compiled and shared with all proponents.
Final Addendum Issued	March 24, 2025	Any necessary clarifications or amendments to the RFP will be published.
Proposal Submission Deadline	March 31, 2025 (12:00 PM EST)	Proposals must be submitted electronically in PDF format to <a href="mailto:leslievillebia@gmail.com">leslievillebia@gmail.com</a> . Late submissions will not be accepted.



Proposal Review & Evaluation	April 1 – April 15, 2025	Steering Committee reviews proposals based on evaluation criteria. Shortlisted consultants may be contacted for additional information.
Consultant Interviews (if required)	April 18 – April 22, 2025	Shortlisted consultants may be invited for an interview and presentation.
Consultant Selection & Contract Award	April 30, 2025	The selected consultant will be notified, and contract negotiations will commence.
Project Kick-Off Meeting	May 6, 2025	Initial meeting with the selected consultant, BIA Steering Committee, and key stakeholders to outline project expectations and timelines.
Phase 1: Background	May – July 2025	Initiate the study process and undertake a comprehensive background review and analysis.
Phase 2: Vision and Guiding Principles	August – October 2025	Prepare a vision statement, set of guiding principles, and design concepts to inform the development of detailed design and implementation recommendations.



Phase 3: Recommendations	November – December 2025	Prepare design and implementation recommendations to inform the development of the master plan.
Phase 4: Streetscape Master Plan	January – March 2026	Prepare the Streetscape Master Plan.
Final Submission	March 2026	Completion and submission of the final Streetscape Master Plan, including implementation strategies.

## 5. Budget

The total budget allocated for the Leslieville Streetscape Master Plan Study is in the range of \$50,000 to \$80,000 CAD, exclusive of HST. This budget is intended to cover all consulting fees and disbursements required to complete the scope of work, as outlined in this RFP. Consultants are expected to provide a detailed breakdown of costs associated with each phase, task, meeting, and deliverable. The Leslieville BIA reserves the right to negotiate costs with the selected consultant to ensure that the proposed work plan aligns with the available funding while maintaining the highest quality standards for project execution.



## SECTION A: TERMS OF REFERENCE

### 1. Study Purpose:

The Streetscape Master Plan will serve as a guiding document for both the Leslieville BIA and the City of Toronto, offering clear direction for capital investment, business attraction, and community engagement. This initiative will be rooted in existing community goals, past planning efforts, and an analysis of changing development patterns along the corridor. The project aims to define urban design improvements, pedestrian connectivity, and economic vitality while ensuring sustainability and inclusivity.

### 2. Study Area:

The study area includes the Queen Street East corridor between Empire and Vancouver Avenues, along with adjacent laneways, side streets, and public spaces that contribute to the pedestrian experience. Consideration will be given to the interface between public and private realms, accessibility, and multi-modal movement patterns. Refer to Figure 1.0 for more information.

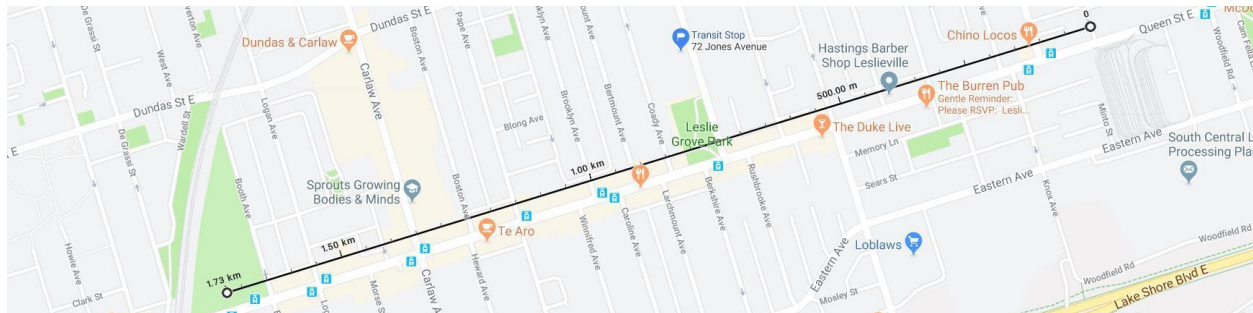


Figure 1.0: Leslieville BIA Boundaries

### 3. Study Objectives:

The Streetscape Master Plan will address the following objectives:

- Establish a cohesive and distinctive identity for Leslieville.
- Enhance walkability, cycling parking, and public realm design, ensuring equitable access for all users.
- Identify opportunities for streetscape enhancements including lighting, paving materials, street furniture, wayfinding, tree canopy expansion, cycling parking and placemaking elements.
- Develop a phased implementation strategy aligned with City capital works projects,



- BIA funding initiatives, and potential grant opportunities.
- Support local businesses and economic growth, fostering an engaging and vibrant commercial corridor.
  - Ensure climate resilience and sustainability in all proposed interventions, integrating green infrastructure, water-sensitive design, and ecological urbanism principles.
  - Establish universal design principles that accommodate people of all abilities, including aging populations and individuals with mobility challenges.
  - Identify and assess potential heritage preservation opportunities along the corridor.
  - Explore ways to integrate public art, cultural markers, and interactive urban elements including a welcome sign, art piece into the Leslieville neighbourhood.

#### **4. Scope of Work:**

The Streetscape Master Plan will be undertaken in the following four phases:

##### Phase 1: Background (May to July, 2025)

The objective of Phase 1 is to initiate the study process and undertake a comprehensive background review and analysis. Key tasks and deliverables include:

- Meet with Leslieville BIA Steering Committee: Project Initiation
- Prepare Work Plan and Project Schedule
- Prepare Public and Stakeholder Engagement Strategy
- Obtain Relevant Background Information and Data
- Prepare Base Mapping
- Undertake a Background Review and Analysis
- Identify Key Opportunities and Constraints
- Prepare Draft Background Report
- Meet with Leslieville BIA Steering Committee: Review Draft Background Report
- Revise and Finalize Background Report
- Present Report to BIA Board

##### Phase 2: Vision and Guiding Principles (August to September, 2025)

The objective of Phase 2 is to prepare a vision statement, set of guiding principles, and design concepts to inform the development of detailed design and implementation recommendations. Key tasks and deliverables include:

- Prepare Draft Vision Statement and Guiding Principles
- Prepare Draft Design Concepts



- General Design Concept Encompassing the BIA Boundary
- Area-Specific Design Concepts including Nodes, Gateways, Laneways, Corner Sites, Precincts / Character Areas, Landmarks, Visual Termini, and Prominent Views and Vistas
- Meet with the Leslieville BIA Steering Committee: Review Draft Vision, Guiding Principles, and Design Concepts
- Revise and Finalize Vision, Guiding Principles and Design Concepts
- Present to BIA Board

### Phase 3: Recommendations (October to November, 2025)

The objective of Phase 3 is to prepare design and implementation recommendations to inform the development of the master plan. Key tasks and deliverables include:

- Prepare Draft Design Recommendations
  - Descriptive Text and Supporting Plans, Cross-Sections, Perspective Views, and/or Precedent Images
  - Distinguish Between City vs. Leslieville-Specific Design Standards
- Prepare Draft Implementation Recommendations
  - Prioritization and Phasing Strategy Including Short, Medium and Long-Term Improvements Aligned with Schedule for City Works Projects
  - Estimated Capital Costs Organized by Type of Improvement
  - Estimated Operational / Maintenance Costs Organized by Type of Improvement
  - Parties Having Jurisdiction
  - Descriptive Text and Tabulated Summary of Information
- Meet with the Leslieville BIA Steering Committee: Review Draft Design and Implementation Recommendations
- Revise and Finalize Design and Implementation Recommendations
- Present to BIA Board

### Phase 4: Streetscape Master Plan (December 2025 to January, 2026)

The objective of Phase 4 is to prepare the Streetscape Master Plan. Key tasks and deliverables include:

- Prepare Draft Streetscape Master Plan Report
- Meet with the Leslieville BIA Steering Committee: Review Draft Master Plan Report
- Revise and Finalize Streetscape Master Plan Report
- Present Master Plan to BIA Board of Directors (Town Hall) (ADD Community, City Officials, etc)





## **5. Consultation and Meeting Requirements:**

The Streetscape Master Plan will be overseen by a Steering Committee consisting of Leslieville BIA Board Members, representatives from the Leslieville BIA Streetscape Committee, and a City Staff Working Group coordinated by the City BIA Office. The City Staff Working Group will provide guidance and include representatives from:

- The local Councillor's office
- Transportation Services (Operations, Public Realm, and Pedestrian Projects)
- City Planning (Community Planning and Urban Design)
- Urban Forestry
- Other relevant City divisions

The selected consultant will be required to meet with the Leslieville BIA Steering Committee a minimum of five (5) times throughout the study.

The Streetscape Master Plan will incorporate public and stakeholder engagement through a range of consultation methods, including:

- Open houses
- Public presentations
- Workshops
- Surveys and questionnaires
- Neighbourhood walking tours

At a minimum, the consultant must conduct one (1) in-person public meeting, supplemented by additional in-person and virtual consultation sessions to ensure broad and inclusive engagement.

## **6. Final Deliverables**

The selected consultant will submit the following deliverables at the conclusion of the study:

- Ten (10) bound hard copies of the Background Report and Streetscape Master Plan Report.
- One (1) electronic PDF and MS Word version of the Background Report and Streetscape Master plan Report.
- One (1) electronic copy in PDF, JPEG, or TIFF formats of all plans, illustrations, and drawings produced.



## **7. Available Information**

The Leslieville BIA will provide the following resources for reference:

- Relevant City of Toronto Official Plan Policies and Zoning By-law Regulations
- City of Toronto Accessibility Design Guidelines
- City of Toronto Streetscape Manual
- City of Toronto Complete Streets Guidelines
- Leslieville Urban Design Guidelines
- Leslieville BIA Strategic Plan
- Leslieville BIA Branding/Style Guide
- Existing Business Inventory
- Existing Street Furniture, Public Art and Wayfinding Elements Inventory
- Event and Street Closure Data
- Outdoor Dining and Curbside Retail Data
- Stakeholder Priorities Identified in Previous BIA Meetings



## **SECTION B: PROPOSAL SUBMISSION REQUIREMENTS**

### **1. Required Proposal Format:**

The Terms of Reference contains several sections all of which need to be addressed for your proposal to be considered. Please double check your finished document to ensure that you have included all the required information. In order to receive uniform format of responses and information from all prospective consulting firms the following should be addressed and included in your submission:

- Proposals should be submitted electronically only in PDF format including a letter of submission signed by an authorized representative of the Consultant as set out below.
- Include a brief description of your understanding of the work and a description of the proposed approach. This should include a description of phased activities, briefings, or reports and how communications and consultation will be handled
- Proposals must outline the cost of conducting the study listed in the Terms of Reference both as a total price, total plus HST and by a cost per task format.
- The proposal shall include a Work Plan for the study and the projected and expected time frame for the study.
- The Proposal will include a summary of the Consultant's professional information and history, and relevant experience shall be included.
- Identify the Project Manager and other specific people who will be performing the work and their individual experience and qualifications
- A summary of past projects which will demonstrate the Consultant's experience in the study tasks as outlined in the terms of reference.
- Proposals must be submitted with a minimum of three references listed for contact respecting recent and relevant projects.

### **2. Evaluation Criteria:**

The Steering Committee will evaluate all submissions using a scoring rubric based on the criteria outlined below. Each proposal can receive a maximum of 100 points, distributed across the following six evaluation components:

#### Proponent Profile (5 points)

- Strength of the consultant's background and organizational structure.
- Overall reputation, market presence, and ability to deliver high-quality urban design projects.
- Previous experience working with Business Improvement Areas (BIAs), municipal



- governments, or similar organizations.
- Demonstrated commitment to equity, diversity, and inclusion in urban planning and design.

#### Experience & Qualifications (15 points)

- Proven expertise in streetscape master planning, public realm improvements, and urban design strategies.
- Successful completion of similar projects in comparable urban settings.
- Professional reputation of the consulting team, including references and testimonials from past clients.
- Knowledge of City of Toronto planning policies, urban design guidelines, and public realm strategies.
- Experience in collaborating with municipal agencies, BIAs, and community stakeholders.

#### Proposed Staff Team & Resources (15 points)

- Depth and qualifications of the proposed project team, including key personnel roles and responsibilities.
- Experience of individual team members in urban design, transportation planning, stakeholder engagement, and project management.
- Allocation of staff resources to effectively meet project timelines and deliverables.
- Access to specialized expertise, such as GIS mapping, landscape architecture, graphic design, and economic analysis.
- Capacity to undertake the study within the proposed timeframe, considering workload and competing priorities.

#### Creativity & Innovation (25 points)

- Demonstrated ability to develop unique, site-specific design solutions that reflect the character of Leslieville.
- Innovative approaches to community consultation, engagement, and participatory urban design.
- Application of best practices in placemaking, tactical urbanism, and streetscape activation.
- Integration of emerging trends, such as green infrastructure, smart urban technologies, and multi-modal transportation solutions.
- Ability to communicate complex planning concepts through effective storytelling,



compelling visuals, and interactive engagement tools.

#### Work Plan & Deliverables (30 points)

- Clarity, feasibility, and comprehensiveness of the work plan, methodology, and project schedule.
- Defined project milestones and key deliverables at each phase of the study.
- Logical and actionable steps for developing the background analysis, vision, design concepts, and implementation strategy.
- Robust risk management strategies to address potential challenges during project execution.
- Inclusion of performance metrics to assess the success and impact of proposed recommendations.

#### Cost of Services (10 points)

- Transparency and reasonableness of the proposed budget, ensuring cost-effectiveness.
- Detailed breakdown of fees by task, phase, and personnel, with clear justifications.
- Justification of value for investment, considering the proposed approach and deliverables.
- Demonstrated ability to leverage existing City of Toronto funding opportunities, partnerships, or grant programs where applicable.
- Cost competitiveness relative to other submissions while maintaining high-quality outcomes.

### **3. Evaluation and Selection Process:**

The Leslieville BIA Steering Committee will evaluate all proposals based on the established scoring criteria and make a recommendation to the Leslieville BIA Board of Directors for final selection. The evaluation process is competitive, and the BIA reserves the right to accept or reject any or all proposals, either in whole or in part, and to cancel or modify the RFP process at its sole discretion. The BIA may also negotiate contract terms with the consultant whose proposal is deemed most suitable.

- Each proposal will be independently scored by members of the Steering Committee.
- Shortlisted consultants may be invited for an interview and presentation to further discuss their approach and methodology.
- The BIA reserves the right to request additional documentation or clarifications as part of the review process.
- The final selection will be based on the cumulative evaluation score, ensuring alignment



with the project's objectives and priorities.

The Leslieville BIA Steering Committee is committed to selecting a consultant who demonstrates a clear understanding of the community's vision, innovative urban design thinking, and a practical, implementable strategy for streetscape enhancements.

#### **4. Award of Contract:**

The selected Consultant will be expected to enter a contract with The Leslieville BIA, and indemnify the Leslieville BIA from all costs, charges, expenses and other claims with respect to the job functions being carried out. This will include possessing and confirming:

- General Liability and/or Professional Liability Insurance.
- Automobile Liability Insurance.
- WSIB Clearances (if required).
- Compliance with all applicable labour requirements in Ontario.

#### **5. Proposal Submissions:**

Proposals must be submitted electronically in PDF format and include a letter of submission signed by an authorized representative of the lead consultant.

##### Submission Details

- Email: [leslievillebia@gmail.com](mailto:leslievillebia@gmail.com)
- Subject Line: STREETSCAPE MASTER PLAN STUDY
- Attention: The Leslieville BIA, Streetscape Chair
- Mailing Address:  
*Leslieville BIA*  
c/o 944 Queen Street East, Toronto, Ontario M4M 1J7  
Phone: (647) 550-8835

The Leslieville BIA will not accept proposals in any other format. It is the consultant's responsibility to ensure that the proposal has been received and that all required documents have been submitted.

By submitting a proposal, the consultant confirms and certifies that they have read, fully understand, and accept the terms and requirements outlined in this RFP.