

# UPTOWN YONGE BIA

## Request for Proposal (RFP): Streetscape Master Plan for Uptown Yonge BIA

Issued by: Uptown Yonge Business Improvement Area (UYBIA)

Date Issued: May 5, 2025

Proposal Submission Deadline: August 5, 2025

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### **Background:**

The Uptown Business Improvement Area (BIA) with the assistance of the City of Toronto's Economic Development Department is seeking proposals from qualified consultants to develop a comprehensive Streetscape Master Plan.

The study area focuses on the public lands right-of-way for Uptown Yonge Street from the south side of Glengrove Ave. /Glengowan Road to the north side of Orchard View Blvd. /Roehampton Ave.

### **Purpose of the Study:**

The main objective of the BIA's Streetscape Master Plan is to beautify and promote the Uptown Yonge BIA as a vibrant retail business area.

The BIA's Streetscape Master Plan helps to identify a long-term aesthetic vision for the area including streetscape improvements that can be implemented with support from the City, BIA and other funding sources.

The Streetscape Master Plan presents, through various design features, techniques and components, a unique identity and specific improvement that will guide the BIA on future improvements within the public right-of-way. It provides a framework for the goals and aspirations of the BIA and a reference for City Departments, Agencies and developers when other works are planned for the area.

Members of the BIA must feel like they "own" the Master Plan and will advocate strongly for its realization. The Master Plan needs to be approved by and supported with funding from the City and other key stakeholders and sponsors.

Most importantly, the people that live in the Area must enjoy and be proud of the streetscape, encouraged to shop locally and invite others to visit.

## Objectives

The objectives of the study are to develop an aesthetic vision for the BIA and create a plan which will:

- Create a consistent aesthetic vision for the identity of Uptown Yonge BIA district;
- Identify streetscape improvements which can be implemented by the BIA, in partnership with the City and Sponsors over a multi-year period;
- Comply with current regulatory agency policies and design constraints;
- Design gateway features to help accentuate major entry points to the area;
- Enhance the retail business area, making it a more attractive location for current and new businesses;
- Address the interface between pedestrians, automobiles, public transportation, cyclists and the street;
- Incorporate ideas and priorities of the BIA Board of Management, BIA Streetscape Committee and Community Stakeholders;
- Propose improvements which meet the technical requirements imposed by the City Departments; and
- Include estimated capital costs, in spreadsheet format, for each segment of the proposed work.

## Scope of Work

The selected consultant will be expected to:

- Conduct a thorough review of existing conditions, development plans, public transit plan and relevant policies and guidelines.
- Compile an analysis and inventory of existing landmarks, visual character and identity, BIA assets, land use (including approved / in-process development plans, city parks), traffic and parking, transit shelters, litter/recycling receptacles, benches, bike rings, trees,
- Engage with key stakeholders including (but not limited to):
  - Local residents and associations with at least one public meeting
  - City staff working group with a minimum of 2 meetings
  - BIA Board of Management and Streetscape Committee for consultation and regular progress updates
  - BIA members as needed
- Present a preliminary assessment report summarizing issues and opportunities based on input from stakeholders and analysis of the current environment including:
  - Mapping of existing conditions with associated written text identifying opportunities and constraints;
  - An inventory of known or foreseeable property redevelopments and/or land use changes anticipated in the BIA;
- Develop, review and present design concepts for key streetscape elements, including drawings and other visual materials encompassing:
  - Gateways and Arrivals
  - Sidewalks and pedestrian pathways

- Lighting and signage
- Landscaping and green spaces
- Street furniture (benches, trash bins, bike racks)
- Signage
- Public art installations
- Socialize and present design concepts with key stakeholders including BIA Board of Management, BIA Streetscape Committee and Communities (Residents and Associations)
- Provide cost estimates for proposed improvements including potential funding sources, strategies for securing funds and opportunities to undertake work in partnership with City Divisions, Agencies or others
- Develop a multi-year, time-phased implementation plan, prioritizing high-impact projects, implementation approaches, assumptions (e.g., approval of variance to city standards), roles and responsibilities including possibilities to bundle with road or sidewalk reconstruction/resurfacing work or other planned City works
- Identify maintenance cost implications of time-phased proposed improvements
- Present the final Streetscape Master Plan to the BIA board and stakeholders

## **Project Organization**

The Streetscape Committee of the BIA Board of Management will be overseeing the development of the Streetscape Master Plan. The Executive Director of the BIA will provide day-to-day guidance and serve as point of contact between the BIA and the chosen consultant.

A City Staff Working Group will be established by the City BIA Office to provide advice and feedback to the chosen consultant. Membership will be determined by the BIA Office and will include representatives from the local Councillors' office, Transportation (Operations, Vision Zero, Cycling, Neighbourhood and Pedestrian Projects), City Planning (Urban Design), Urban Forestry and other City Divisions.

The City BIA Office will provide the following information to the consultant, at no cost, subject to the consultant completing a waiver to protect confidential or proprietary information:

- DMOG drawings; and
- Tree inventory, in consultation with Urban Forestry, or arborist report at BIA's cost

## **Deliverables**

- Preliminary assessment report
- Draft Streetscape Master Plan with conceptual designs
- Final Streetscape Master Plan, including implementation strategy and cost estimates – Ten (10) printed bound colour copies and Electronic copy (PDF) that meets AODA guidelines
- Presentation materials for stakeholder meetings

## Proposal Requirements

Interested firms must submit a proposal that includes:

- Company profile and relevant experience
- Approach and methodology
- Proposed project timeline and key milestones
- Detailed budget, including fees and any anticipated expenses
- Profiles of key personnel assigned to the project
- Examples of similar projects completed in the past five years
- References from at least three clients

## Evaluation Criteria

Proposals will be evaluated based on the following:

- Relevant experience and qualifications (30%)
- Proposed approach and methodology (25%)
- Cost and value for money (20%)
- Stakeholder engagement strategy (15%)
- Quality of past work and references (10%)

## Submission Instructions

Proposals must be submitted electronically in PDF format to:

**Tasneem Bandukwala, Executive Director, Uptown Yonge BIA**

**Email: [tasneem@uptownyonge.com](mailto:tasneem@uptownyonge.com)**

**Subject: Uptown Yonge BIA Streetscape Master Plan RFP**

**Deadline for submission: August 5, 2025**