

COMMITTEE OF THE WHOLE MAY 20, 2008

VAUGHAN URBAN DESIGN AWARDS FILE 14.56

Recommendation

The Commissioner of Planning recommends:

THAT the following report BE RECEIVED for information purposes.

Economic Impact

The funding requirement associated with the Urban Design Awards program and gala hosting for the 2008 Urban Design Awards includes: poster design, printing, informational brochure and application form design, judges honorarium, awards, jury report design, venue, food, rentals and audio/video. The total budget for the 2008 Urban Design Awards has been allocated in the Development Planning Department approved 2008 operating budget.

Communications Plan

To promote the 2008 Urban Design Awards, City staff will advertise through posters (Attachment #1) to be placed in various public facilities throughout the City, commencing June 1, 2008. The awards gala will also be advertised on the City of Vaughan's "City Page", as well as, the corporate web site. In addition, an informational brochure and application form will be available to the building industry and design professionals when development applications are submitted.

Purpose

This report has been prepared to inform Council on the 2008 Urban Design Awards respecting the launch of the official poster design (June 1, 2008), scheduled date of the event (November 12, 2008), and confirmation on the venue for the evening (Bellagio Event Venue).

Background - Analysis and Options

The 2008 Urban Design Awards reflect the City of Vaughan's commitment to excellence and innovation in urban development.

The purpose of the Urban Design Awards is to recognize and promote local development initiatives that exemplify excellence in urban design, architecture, landscape architecture and environmental stewardship in the City of Vaughan. Award-winning projects contribute considerably to our efforts to enhance the quality of life and make the City of Vaughan a great place to live, work and play.

2008 Urban Design Awards Poster Design

The poster design and graphics for the 2008 Urban Design Awards (Attachment #1) was performed in house by staff from the Development Planning Department's Urban Design Division. Staff designed the poster based on the vision outlined in the City's Strategic Plan (Vaughan Vision 2020) that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.

Scheduled Date and Venue

The 2008 City of Vaughan Urban Design Awards will be held on November 12, 2008 at the Bellagio Event Venue. This years competition includes new award categories and judging criteria with an expanded jury to better recognize the wide range of projects being built in the City, to demonstrate the City's commitment to building attractive sustainable communities with appealing landscape architecture, strong identity and high quality architectural design.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities set forth in Vaughan Vision 2020, particularly "Plan & Manage Growth & Economic Vitality".

Regional Implications

N/A

Conclusion

The poster design, new award categories, judging criteria and expanded jury for the 2008 Urban Design Awards will better meet the needs of the design industry and make way for new categories that will fully recognize the wide range of urban design projects that strengthen our communities and contribute to a better quality of living in Vaughan.

Attachments

1. 2008 Urban Design Awards Poster – COUNCILLORS ONLY

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Respectfully submitted,

JOHN ZIPAY
Commissioner of Planning

GRANT UYEVAMA
Manager of Development Planning

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