

DESIGN ADVOCACY GROUP

of Philadelphia

18 January 2010

Rina Cutler, Deputy Mayor
City of Philadelphia
Municipal Services Building -14
Philadelphia, PA 19102-1676
Rina.Cutler@phila.gov

Dear Deputy Mayor Cutler:

The Design Advocacy Group welcomes the attention that is being focused on the appearance and functioning of Philadelphia's street furniture. It is an important piece of urban design that must balance public and commercial interests in order to succeed. We would appreciate the opportunity to comment on the RFP as it develops. DAG has previously contributed to other initiatives to enhance the pedestrian experience, and we are well qualified to comment on this project from the perspective of civic design. We offer the comments below in the hope of initiating a constructive civic dialogue.

In the RFP that is now being drafted, we urge you to preserve and build on two of the most effective features of the present bus shelters: the historical information and the transit maps that the CCD has placed on 72 shelters in Center City.

The historical information is immensely informative and entertaining; expansion of this program to the entire city should be included in the RFP in order to enlarge the appreciation of our most historic city.

The transit maps are also vitally important for both tourists and residents, and we recommend that they be provided citywide. They should also be enhanced to include more comprehensive map and more information about SEPTA services, including schedules.

Thank you for considering these recommendations.

Sincerely,

Joanne Aitken, AIA
Chair, Design Advocacy Group
c/o KieranTimberlake Associates LLP
420 North 20th Street
Philadelphia, PA 19130

The Design Advocacy Group of Philadelphia is a volunteer organization whose more than 1000 members come from a broad spectrum of disciplines and share an interest in design, development, and planning. DAG's mission is to encourage public discussion about design and to advocate for design excellence.