



STAFF REPORT ACTION REQUIRED

Graffiti Management Plan – StreetARToronto (StART) Partnership Programs 2016 Grant Allocation Recommendations

Date:	May 2, 2016
To:	Licensing and Standards Committee
From:	General Manager, Transportation Services
Wards:	All
Reference Number:	p:\2016\ClusterB\tra\pr\ls16005pr

SUMMARY

StreetARToronto (StART) is a partnership program launched in 2012 as a central feature of the City's Graffiti Management Plan. It is a proactive approach to both eliminating graffiti vandalism and supporting street art that adds character and visual interest to city streets. Initiated as part of the Community Partnership and Investment Program (CPIP), StART is administered by the Transportation Services, Public Realm Section, which is also responsible for coordinating and implementing all non-enforcement related components of the Graffiti Management Plan.

StART engages and links residents, community groups, artists and arts organizations with each other as well as with City staff and Councillors. To expand the geographical reach of street art projects across the city, Public Realm staff conducted a broad outreach program including Information Session in all four districts. At the Information Sessions, and in response to enquiries, StART staff encouraged potential applicants to develop projects for locations in wards where StART Partnership Program murals have not yet been installed. These priorities were also shown on the City's website.

This report recommends funding for 17 mural projects to be delivered by community-based organizations under the 2016 StART Partnership Program including installations in three wards which currently do not have a StART Partnership mural. Staff met with all Councillors representing wards without a mural and we are confident that the target for mural installations in all 44 wards will be met by 2017 either by the StART Partnership program or other StART initiatives.

RECOMMENDATIONS

The General Manager, Transportation Services recommends that:

1. City Council approve the list of grant applications for the 2016 StART Partnership program as outlined in Appendix A, attached to this report.

Financial Impact

The Transportation Services approved 2016 Operating Budget includes funding of \$375,890.00 for the StART Partnership Program. This report recommends approval of 17 grant applications at a total cost of \$375,890.00.

The Deputy City Manager and Chief Financial Officer has reviewed the report and agrees with the financial impact information.

DECISION HISTORY

City Council, at its meeting of July 12, 13, and 14, 2011, adopted a new Graffiti Management Plan that directed the General Manager, Transportation Services Division, to "establish an enhanced Community and Graffiti Transformation Program, leveraging funds in the existing Graffiti Transformation Program and engage the private sector in an art-based program to create and manage graffiti art and other street art across the city."

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.LS5.1>

City Council, at its meeting of January 17, 2012 adopted a restructured approach to the Community Partnership and Investment Program (CPIP) which transferred funds and reporting obligations to the responsible operating division.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.EX14.1>

City Council has adopted the recommendations of the Licensing and Standards Committee to fund applications for the StART Partnership Program.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS13.4>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS14.1>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.LS21.3>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.LS28.2>

ISSUE BACKGROUND

Since its launch in 2012, a suite of programs have been developed under the *StreetARToronto (StART) banner* to implement the Graffiti Management Plan and respond to the varied ownership, location and community context that characterize issues associated with graffiti vandalism and graffiti art. The core objectives of the StART street and mural art programs are to revitalize and engage communities, counteract graffiti vandalism, enhance Toronto's streetscapes and promote its vibrant street and graffiti art, as well as support and showcase emerging and established artists. The StART programs include:

StART Partnership Program, the subject of this report, is a grant program that provides funding to non-profit organizations to work collaboratively with community groups to install large scale street and mural artworks. The installations reflect Toronto's diversity and are based on themes relevant to the local neighbourhood.

StART Underpass Program (StART UP) is a competitive, application-based program that provides support to street artists to install graffiti art on the walls of underpass structures. StART UP provides flexibility to install street art murals in locations that have not attracted an application under the Partnership Program. Underpass areas can be stark, unattractive and sometimes uncomfortable places for pedestrians, cyclists and motorists at the best of times and more so when tagged or marked with illegal graffiti. Replacing illegal graffiti vandalism with attractive street art benefits the local community and makes the area more appealing to visitors and commuters.

StART Support Mural Program is an application-based program that assists private residential and commercial property owners who are experiencing repeated graffiti vandalism. Delivered on a cost-shared basis, with the City purchasing art supplies and the owners engaging and funding a street artist, this program removes illegal graffiti and replaces it with street art approved by the owner.

StART Toronto Police Partnership Program focuses on community partnerships and restorative justice diversion. Toronto Police officers together with Auxiliary members and volunteers work with youth, graffiti and street artists, residents, business owners, community groups and schools to reduce vandalism and install street art.

StART Outside the Box employs local artists to install art on some of Toronto's 2,300 traffic signal controller boxes located at signalized intersections throughout the city which have been frequent targets of graffiti vandalism.

StART Artist Directory is an online database of street artists maintained on the City's website. The database assists property owners, businesses, and graffiti and street artists to connect and explore projects.

Road Murals. In 2016, the Public Realm Section will be piloting a road murals program that will grant local residents permission to paint murals on the asphalt road surface of local city streets.

Program Recognition

The City of Toronto, its street art and artists have received national and international recognition as a result of the StART program. The success of this proactive and collaborative approach to graffiti management was acknowledged last year with the presentation of the Silver Award for Leadership in Municipal Government to the City of Toronto for its Graffiti Management Plan by the Institute of Public Administration of Canada (IPAC) and Deloitte. These national leadership awards were established by IPAC - Deloitte to recognize organizations across Canada that have combined outstanding leadership, innovation, and strategic thinking with effective collaboration and partnerships and taken bold steps to improve and advance public policy and management.

The StART program has also benefitted local businesses by making Toronto's streetscapes more attractive and welcoming. Just one year after West Queen West was ranked as the second coolest neighborhood in the world by Vogue Magazine—due in part to its vibrant street art—the Huffington Post listed Toronto as #2 on their alternative list of the "15 Best Street Art Cities in the World" in March 2016. Local business owners have attributed dramatic decreases in vandalism to the street art installations in their neighbourhoods.

2016 StART Partnership Program

The StART Partnership program is a grant program that provides funding to arts organizations to work collaboratively with community groups to install large scale street and mural artworks that:

- are innovative in terms of design, delivery and message;
- enhance community heritage and neighbourhood identities;
- are intrinsically valuable to the community and are site specific in design;
- demonstrate a strong community engagement component and foster expanded partnerships within the arts community;
- provide mentorship or training opportunities for youth or emerging artists;
- focus on projects in previously under-served areas are encouraged;
- build upon existing relationships between the City, artists and arts organizations and community members in order to improve the opportunities for citizens to participate in the arts in the course of their daily lives, encourage civic discussion about street art and make possible the expression of a variety of cultural voices;
- help promote Toronto as a creative city recognized both nationally and internationally as valuing the arts and as a destination for cultural tourism.

Artists and collectives must apply through a registered not-for-profit or charitable organization. The StART contribution is up to a maximum of \$50,000.00 to encourage large-scale projects. The City's support cannot exceed 70 percent of the total project budget. The applicant must secure the additional required resources in cash or in-kind contributions through partnerships with other organizations or individual contributors. The grant recipient is also required to maintain the artwork for a period of five years after installation. StART funds cannot be used to support an organization's ongoing staff salaries or facility operations.

COMMENTS

Information Sessions

In addition to serving as a deterrent to graffiti vandalism the StART programs has showcased the creativity of Toronto based artists and arts organization and the city. To continue expanding the number of participants and the geographical reach of projects Public Realm staff conducted Information Sessions in all four districts (held at the Drake Hotel, Arts Etobicoke, Toronto Centre for the Arts, and Y+ Contemporary). Notice of the Information Sessions was posted on the City's StART webpage and circulated broadly to the arts community using the Akimbo webpage (Canada's online source for visual art information) and through an Akimbit email blast as well as postings on all StART social media accounts. The Information Sessions attracted a total of 300 participants (a marked increase over the previous year, demonstrating both ongoing and expanding interest in the program) from a wide variety of community groups, BIAs, arts organizations, individual artists and interested residents.

At each Information Session staff provided an overview of all StART programs and highlighted areas of the city where StART murals have not yet been installed. Participants were advised that the City was seeking to ensure a broad distribution of mural installations and they were encouraged to develop projects in these priority areas for their 2016 submissions. The overview presentation, including a map showing priority areas for 2016, was also posted on the StART webpage. Staff also met with all Councillors in wards that currently do not have a StART Partnership Program mural to identify opportunities to further encourage a city wide distribution of street art installations

As a result of this outreach, applications were received for projects in four wards that do not currently have StART mural installations. Three of these projects are recommended for approval in this report. If approved, these installations would increase the number of wards in the city with StART Partnership murals from 31 to 34 by the end of 2016. It is also worth noting that three new organizations submitted applications this year, demonstrating that the StART Program is extending its reach within the street art community as well as geographically across the city.

To date, staff have been successful in matching arts organizations and artists to suitable locations and facilitating a StART Program installation (through the StART Partnership Program or other parts of the StART suite of programs) in virtually all wards where a project has been requested or proposed. This report recommends approval of 17 projects with total StART funding of \$375,890.00. The proposed budget for each project is reviewed and adjusted in accordance with the eligibility requirements.

Evaluation of Applications

All applications were reviewed by two external professional art, public space and community consultants along with Public Realm Section staff and assessed on the following criteria:

- Achieves StART's overall objectives and priorities, including strong local support and evidence of connection with a neighbourhood's improvement strategy;
- Ability to illustrate how the project reflects, chronicles or supports the distinct character of the community and overall artistic quality;
- Organizational background (history of community work and experience with street art projects);
- Visibility and impact of the proposed artwork in enhancing the public realm;
- Quality of the proposed artwork and capacity to deter vandalism;
- Mentorship, capacity building and educational workshops (how will the project serve as meaningful pathway for skills development for youth and emerging artists; and new approaches to divert at-risk youth or young adults from graffiti vandalism);
- Ability to leverage in kind, private or public support;
- Technical feasibility (visibility of site, strong maintenance plan, project co-ordination and work plan);
- Partner organizations contributed a minimum of 30 percent (combination of cash and in kind support) to improve the public realm; and
- Emphasis given to projects in Wards that do not have previous StART Partnership art installations.

Consideration is given to the history of vandalism at the proposed mural site when evaluating the style of proposed artwork. Experience gained over the initial four years of the program has shown that certain styles and formats of street art are less prone to vandalism.

Projects that are not recommended did not meet the eligibility criteria, would produce a lower impact than the recommended applications generally due to the location for proposed the artwork, or were considered to be façade improvements for commercial properties better suited to the BIA Mural Program. A description of all project

submissions, recommended 2016 StART Partnership Program funding, and a map showing the geographic distribution of completed and recommended StART projects from 2012 to 2016 are attached to this report.

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SIGNATURE

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ATTACHMENTS

Appendix A: 2016 Recommended Grant Allocations – StART Partnership Program
Appendix B: 2016 StART Partnership Program Project Descriptions
Appendix C: StART Partnership Projects by Ward

Appendix A

2016 Recommended Grant Allocations – StART Partnership Program (* New StART Project Ward)

Number	Organization	2016 Requested	2016 Recommendation	Funding Recommendation	Ward (* 1 st StART Partnership Project)
1	Artbarn School	\$10,200.00	Recommended for funding.	\$8,400.00	16
2	Arts Etobicoke	\$19,500.00	Recommended for funding.	\$16,600.00	4
3	Boys & Girls Club East Scarborough	\$12,000.00	Recommended for funding.	\$9,500.00	43
4	Community Centre 55	\$17,751.00	Recommended for partial funding.	\$13,000.00	32
5	Community Matters Toronto	\$5,000.00	Recommended for funding.	\$3,890.00	1
6	East End Arts	\$37,000.00	Recommended for funding.	\$34,000.00	31
7	Friends of the Pan Am Path	\$48,900.00	Recommended for funding.	\$45,000.00	43
8	Mural Routes	\$13,350.00	Recommended for funding.	\$12,500.00	33*
9	Mural Routes	\$32,200.00	Recommended for partial funding.	\$25,000.00	44*

Number	Organization	2016 Requested	2016 Recommendation	Funding Recommendation	Ward (* 1 st StART Partnership Project)
10	Na-Me-Res (Native Men's Residence)	\$11,440.00	Recommended for funding.	\$8,500.00	21
11	Park People	\$35,000.00	Recommended for partial funding.	\$25,000.00	43
12	Parkdale Neighbourhood Land Trust	\$27,000.00	Recommended for funding.	\$23,000.00	14
13	Ralph Thornton Centre	\$27,800.00	Recommended for funding.	\$25,000.00	30
14	Rexdale Community Health Centre	\$21,100.00	Recommended for partial funding.	\$13,000.00	1
15	The STEPS Initiative	\$50,000.00	Recommended for funding.	\$48,500.00	22*
16	Surface Art / Friends of the Pan Am Path	\$20,000.00	Recommended for funding.	\$20,000.00	28
17	VIBE Arts	\$50,000.00	Recommended for funding.	\$45,000.00	38
	Sub-Total	\$438,241.00	Recommended Funding	\$375,890.00	

Appendix A

2015 StART Partnership Program Grant Applications – Not Recommended

Number	Organization	2016 Requested	2016 Recommendation	Funding Recommendation	Ward (* 1st StART Partnership Project)
18	Bloor Improvement Group	\$7983.46	Due to the condition of the underpass remedial work is required to bring the walls up to standard before it would be appropriate to invest in a mural.	N/A	18
19	Friends of the Pan Am Path (Love Letters to the Great Lakes)	\$14,900.00	Due to previous investments and the importance of this site, proposal would require sufficient multi-partner funding and planning.	N/A	28
20	Harbourfront Community Centre	\$30,459.00	Harbourfront Community Centre's proposal to create a 12-week summer youth project was focused on a wall that had minimal visibility and impact on the community.	N/A	18
21	Latino Canadian Cultural Association	\$17,000.00	The application was incomplete, as no specific walls/locations had been selected or approved.	N/A	TBD
22	The Public Realm	\$35,101.00	Jury felt proposal lacked a clear plan as how to engage in robust community consultations, a core feature of the program.	N/A	34

Number	Organization	2016 Requested	2016 Recommendation	Funding Recommendation	Ward (* 1st StART Partnership Project)
23	Surface Art	\$9,896.00	The wall selected for this project was not highly visible and lacked the scale required for this site.	N/A	18
24	UrbanArts Community Arts Council	\$41,500.00	This mural project in the Rustic neighbourhood is being developed in association with 3M and does not fulfill StART priorities.	N/A	12
	Sub-Total	\$156,839.46		N/A	
	Total	\$595,080.46	Total Recommended Funding	\$375,890.00	

Appendix B

2016 StART Partnership Program Project Descriptions

Recommended Projects (* New StART Project Ward)

1) **Artbarn School**

Location: Field house in Eglinton Park, 200 Eglinton Ave (Ward 16)

Project Summary: Eglinton Park is an important community hub with a field house that needs to be revitalized with a new mural. The field house has been a familiar historical landmark for the last 90 years, and its current mural is in a state of disrepair due to weathering, structural damage, and recurring vandalism. The site stands within a popular park in the vicinity of a high traffic zone, boasting a highly visible geographical position. The local high school (Marshall McLuhan Catholic Secondary School) has expressed interest in this project to get hands-on experience for their senior arts students. Artbarn would hire professional mural artist Jim Thierry Bravo to mentor the students to develop ideas for the murals, and they would help him paint the field house.

2) **Arts Etobicoke**

Location: Montgomery underpass, on Montgomery Ave south of Dundas St W (Ward 4)

Project Summary: Arts Etobicoke wants to create a public mural on the Montgomery Road underpass in Ward 4, done in conjunction with Amnesty International's "Urban Canvas" project of 30 murals across the GTA celebrating the Universal Declaration of Human Rights. The mural will be inspired by Article 1 of the UDHR, stating that "all human beings are born free and equal in dignity and rights". The chosen artist will work in collaboration with nearby high school students at Etobicoke Collegiate Institute and seniors from the Delmanor Seniors Residence to create an intergenerational mural that draws on varied perspectives.

3) **Boys & Girls Club East Scarborough**

Location: East-facing wall of commercial building at 4371 Kingston Rd (Ward 43)

Project Summary: Inspired by the idea of creating an urban street gallery atmosphere, the project will create a mural on the other side of the commercial building painted last year, supporting the training of local youth in the process in creating vibrant works of art. The project will contribute to the positive social development the community is experiencing, and it will invite viewers to look deep into the dynamic qualities of community life. The mural will incorporate artwork developed with youth artists in the organization's Youth Arts program, and led by mural artists Amir Akbari and Joshua Clark, there will be a strong emphasis on the involvement of local youth.

4) **Community Centre 55**

Location: Mural: south-facing wall of commercial building at 2175 Queen St E (wall is in parking lot off Lee Ave, south of Queen St E)

Concrete planters: Queen St E, between Victoria Park Ave and Woodbine Ave (Ward 32)

Project Summary: Community Centre 55 runs both a "Graffiti Vandalism Program"—which hires and trains young people to remove graffiti vandalism in their community—and a "Muralist in Training Program" that provides training to youth in the field of mural production. Participants are taught the basics of mural administration, project

- management, budgeting and installation of various mural types, painting techniques, and mural maintenance.
- 5) **Community Matters Toronto**
Location: Bell box locations throughout Ward 1 (Ward 1)
Project Summary: This is the continuation of an ongoing project/partnership with Bell Canada Community Affairs that has transformed 75 Bell utility boxes throughout the city into works of public art. Last year, Community Matters painted boxes in Ward 10, and this year the organization will paint 8 boxes in Ward 1. Preference will be given to artists who live or work in Etobicoke North, and there will be artist mentoring opportunities on some of the murals. The project will also engage the youth in the community to contribute to their community's identity by submitting applications to participate in the project.

 - 6) **East End Arts**
Location: Coxwell subway station, 1612 Danforth Ave (Ward 31)
Project Summary: East End Arts will create a mosaic mural on a large concrete wall that wraps around the Coxwell subway station. This wall is highly visible, with 92 feet overlooking a small city parking lot on Danforth Avenue, and another 86 feet wrapping around along a public foot path that leads from Danforth to the entrance of subway station. The mural is intended as a community project, informed by neighbourhood consultations, designed by lead artist Cristina Delago, and created with the assistance of youth trainees and community volunteers. The intent is to engage ten individuals as “mural trainees” to assist in the design and construction process, and coached to take leadership roles with community volunteers during open workshop times

 - 7) **Friends of the Pan Am Path (Towers project)**
Location: 4000 & 4010 Lawrence Ave E, near Galloway Rd (Ward 43)
Project Summary: Friends of the Pan Am Path will create a multi-wall mural across two 12 and 14 story tower blocks in Kingston-Galloway. Within the context of tower revitalization, the work will be a new landmark and symbol of positive change for the community, creating a sense of place, significant improvement in the visual environment, pride, and positive representation for local residents. Local young people will be involved by a parallel process, including an open workshop followed by paid mentorship for interested young people. The training/mentorship component will assist in creating local buy-in, education and paid opportunities to work, while connecting the artist team to the local community. The nearby East Scarborough Storefront has also volunteered outreach assistance and internal space for hosting these activities, and the back wall of their building as a safe (non-elevated) site for youth training opportunities.

 - 8) **Mural Routes – Connections Mural***
Location: Retaining wall on west side of Don Mills Rd, at George Henry Boulevard (Ward 33)
Project Summary: The "Connections Mural" was conceived as a project to work in partnership with Cultural Hotspot and North York Arts to create a lasting legacy for the community in a highly visible, well-travelled area. Outcomes will include employment of artists and youth, training of 20-25 local residents in artistic skills, exhibition of work and sharing of the program information through online media. The selected location is on a major arterial road, close to the most easterly subway stop on the Sheppard line: a space where there are many “connections”. The mural will enhance the streetscaping and

provide a welcoming, colourful visual place maker for local residents and commuters through the area.

9) **Mural Routes – Port Union/Rouge Park Mural***

Location: West-facing commercial walls at 5500 Lawrence Avenue East, just west of Port Union Rd (Ward 44)

Project Summary: The goal of the Port Union–Rouge Park mural project is to define public space with a meaningful story about the community, and inform residents about the importance of its heritage and significance to its part of Toronto. Speaking to both the community's heritage and present-day identity, the mural will also reflect the natural environment of the Rouge River and the importance of this geography to community development. Incorporated into the mural project are a number of training and mentorship elements, including a series of workshops at the Toronto Zoo targeted at emerging artists (the zoo is providing a wall and materials for this purpose) and one artist to be hired to work on the project and be mentored by the lead artist during the mural production.

10) **Na-Me-Res (Native's Men Residence)**

Location: Field house and wall at Wells Hill Park, 145 Hilton Ave at St Clair W. (Ward 21)

Project Summary: The project will paint a mural on the field house and adjacent wall located at Wells Hill Park. For years, Wells Hill Park hosted a Pow Wow organized by Na-Me-Res, and while it has since grown and moved to Fort York, the park is close to Na-Me-Res and is frequently visited by its residents. The park is also an active community space, where people from the surrounding area come to meet. The project aims to identify the park as a First Nations-friendly space, where residents and all community members can walk in, sit down, and relate to nature. The mural will make the field house a more harmonious and organic part of the park, painting the entire structure and wall behind it with unified visuals that tell a story of walking on the planet during the changing seasons. The project will also incorporate a training and mentorship component, with the coordinating artist working with up to 8 residents (receiving paid honorariums) who want to be involved.

11) **Park People**

Location: Exterior entrance-area walls of TCH building at 3841 Lawrence Ave E, near Orton Park Rd (Ward 43)

Project Summary: The mural project will take place at a Toronto Community Housing (TCH) site as part of TCH's "ReSet" pilot program to renew aging buildings while improving living conditions for residents. Residents of the TCH building have identified the entrance of their building as unwelcoming, describing it as isolating and the neighbourhood as unconnected compounds. The theme of the mural will be "community connections", re-envisioning the TCH site with a colorful and beautiful entrance. SKETCH will oversee the artistic/technical components of the mural installation and lead the visioning and consultation process with the community, pairing older/more experienced artists with younger artists to act as mentors.

12) **Parkdale Neighbourhood Land Trust**

Location: East-facing wall of commercial building at 1640 Queen St W, east of Roncesvalles Ave (Ward 14)

Project Summary: The "Parkdale Neighbourhood Plan" mural will be a large-scale mural depicting a community vision for Parkdale relating to protecting affordability, diversity, inclusion, and equity. Connecting to the Parkdale Neighbourhood Plan—developed over 18 months through neighbourhood-wide participatory planning—the mural will disseminate key results from the plan to community members, including neighbourhood statistics and visual depictions of proposed initiatives to keep Parkdale affordable. A local youth assistant will also be hired for the project to receive mentorship in both project coordination and mural painting.

13) Ralph Thornton Centre

Location: West-facing wall of commercial building at 1160 Queen St E, at Jones Ave (Ward 30)

Project Summary: The Alexander Muir mural in Leslieville is an iconic and much-loved symbol for the neighbourhood. However, the wall on which the mural is painted is in need of structural repairs, which will damage the mural beyond salvage. As the artist is unknown, it is not possible to replicate the original on the newly-repaired wall. As such, a project was launched to select a new iconic image for this location in the heart of Leslieville. The Ralph Thornton Centre has chosen to commission Elicser to paint a new mural that reflects the values, vibrancy, diversity, and historic character of the neighbourhood. This new mural will embody Leslieville's vibrancy and become a signature image for the neighbourhood.

14) Rexdale Community Health Centre

Location: Ramps at Smithfield Skate Park (173 Mount Olive Dr) and a wall at the Rexdale Community Hub (21 Panorama Ct) (Ward 1)

Project Summary: The Rexdale Graffiti Transformation Project is a collaborative initiative delivered by Rexdale Community Health Centre with the help of Parks, Forestry and Recreation and Toronto Police Services (23 Division). It caters to young offenders and marginalized youth who have been charged with vandalism or mischief, and offers skills development that gives youth the tools necessary to develop as artists and painters while addressing social issues affecting the community. This year the youth involved will paint murals in two high-visibility locations in the Rexdale community. Utilizing an all-youth staffing team, the project will ensure that the children and youth are educated about the repercussions of vandalism and how it negatively impacts our community members and businesses at large. Core to the project is one-on-one mentorship: young, up-and-coming artists are given an opportunity to work closely and learn first-hand from professional artists who also come from the community.

15) The STEPS Initiative*

Location: West-facing wall of commercial building at 1 St Clair W (Ward 22)

Project Summary: The STEPS Initiative will work with internationally-acclaimed UK artist PHLEGM to produce a public art landmark: a 12-storey mural in the city's Yonge & St. Clair community. PHLEGM's statement piece will raise the profile of Toronto's street art scene, add much-needed vibrancy along a busy commercial strip, and attract cultural tourism to the area. Informing the mural will be an extensive community engagement process which, along with background information provided to the artist, will ensure that the work is locally relevant. There will be the opportunity for emerging artist to work alongside PHLEGM in a paid assistantship capacity.

16) Surface Art / Friends of the Pan Am Path

Location: Underpass Park, south of King St E between St Lawrence St and Lower River St (Ward 28)

Project Summary: This project entails the completion of the legacy mural on Lower River Street in Underpass Park. In total, nine feature pillars face Lower River Street, five of which were painted in 2015 by Troy Lovegates and Labrona with funding from StreetARToronto and Parks, Forestry, and Recreation. Artist selection and design was completed through a lengthy community selection process. Four pillars remain on the west side of Lower River Street, and this project will complete the work as originally intended—with the original artists—to provide a source of local pride and significantly add to the character of the location as a southern gateway to Corktown.

17) VIBE Arts

Location: South- and east-facing walls on Bendale Acres Long-Term Care Residence, 2920 Lawrence Ave E (east of Brimley Rd) (Ward 38)

Project Summary: VIBE Arts will undertake a 20-day mural project that features intergenerational engagement (pairing adults and youth with seniors and muralists) and sculptural and kinetic design to create a two-faced "wrapped" street artwork. Selected artist Sean Martindale will work with emerging muralists to produce a permanent large-scale mural on-site, including seniors from the facility and local volunteers. The mural will act to strengthen the message that seniors have the capacity and ability to contribute meaningfully and artistically to the streets of Toronto. The mural's design will be informed by the community and VIBE Arts will arrange for one community involvement day, where community members will be mentored by the youth artists to make their own mark on the mural by picking up a paintbrush or spray can and getting involved in making a component of the mural.

2016 StART Partnership Program Project Descriptions

Projects Not Recommended **(* New StART Project Ward)**

18) Bloor Improvement Group

Location: Underpass on Dupont St, between Osler and Dundas St W (Ward 18)

Project Summary: This underpass here is low and narrow, and its poor lighting and 20-year old faded children's mural is covered and dirt and tagging. The project would have taken advantage of the low height and 18 rectangular panels on the underpass' north wall to create 'found' murals and frescos painted in the style of classical Greek pottery. The tiles would incorporate bicycle imagery to unite the art with the existing cycling-themed mural on the south side of the underpass. Using strong graphics, patterns, and bright colours, the hope was to brighten up the space and make it more inviting.

19) Friends of the Pan Am Path – Love Letter to the Great Lakes

Location: Underpass Park, south of King St E between St Lawrence St and Lower River St (Ward 28)

Project Summary: "Love Letter to the Great Lakes" was a new edition of the PangeaSeed Foundation's "Sea Walls: Murals for Oceans" public art project, which creates large-scale public murals that address pressing environmental issues related to water through forged synthesis between public art, nature, and society. This project would have activated the Western portion of Underpass Park by painting 12 pillars between June 20 and 25th as part of the Love Letter to the Great Lakes Festival. All artworks would have been produced with the central theme of water-based issues, and with efforts being made to re-naturalize the Lower Don.

20) Harbourfront Community Centre

Location: East-facing wall of Rusholme Clinic, 1465 Dundas St W (Ward 18)

Project Summary: Harbourfront Community Centre's "Graffiti Transformation Project" is a community-based art project that works to promote Toronto's street and graffiti art while counteracting graffiti vandalism through the creation of original street art and engagement of emerging youth artists. The 12-week summer project would have resulted in a site-specific mural in a high visibility location in Dundas West Village. The project would have provided paid summer employment that provides artistic/skill development, health and safety training, mentorship and meaningful engagement for 3 up-and-coming youth mural artists and 1 youth mural artist facilitator, to be mentored by mural artist Jim Bravo. The mural theme was to relate to the community and would have been designed based on input from community stakeholders.

21) Latin Canadian Cultural Association

Location: TBD

Project Summary: The North-South Mural Project involved murals painted in the city of Toronto by 4 local artists and 3 artists from Buenos Aires, Argentina. The artists would work in different areas of Toronto, beautifying different areas of the city, making gray, dull and tagged walls come to life with stories and colour. All the artists are professional artists with vast experience working with murals, and all of have great skills for drawing and working in different styles and media. The project was to embellish neighbourhoods for local residents and visitors to the city of Toronto.

22. The Public Realm*

Location: Underpass on Lawrence Ave E, west of Victoria Park Ave (Ward 34)

Project Summary: With no significant public art in the area, this underpass mural would form part of the visual identity of this stretch of Lawrence Avenue and the surrounding neighbourhoods. Drawing from the area's history, the selected artists plan to use archival research to find archival signs that once stood along Lawrence Avenue East and surrounding neighbourhoods to help will evoke the collective memory of long-time residents, and highlight the location's past for newcomers and passersby. Two students would have been mentored on the mural project.

23. Surface Art – 1011 Lansdowne

Location: Commercial walls in front of 1011 Lansdowne building (Ward 18)

Project Summary: Surface Art would have created a mural near the apartment building at 1011 Lansdowne Ave, inspired by the tenants living within the building and their connection to the community. Chosen artist Troy Lovegates planned to implement a totem concept illustrating faces of people who live in the building, with the flag of their heritage making up the background of their faces. The totem would also have mixed with local imagery such as the trains from the mainline running behind it and architectural notes from the industrial neighbourhood. The project was to include an element of youth engagement through a workshop with the lead artist.

24. UrbanArts Community Arts Council

Location: Community Centre murals: 50 Falstaff Ave (east of Jane St)

Underpass mural: Jane St, south of Downsview Ave (Ward 12)

Project Summary: The project was to install murals on 3 exterior walls of the Falstaff Community Centre, as well as the Jane Underpass north of Falstaff Rd. This project was in collaboration with the City's Cultural Hotspot West initiative, 3M Canada and Gallery 44, and would provide 30 youth with training in digital and black & white photography, Adobe Photoshop and Illustrator. 5 of those youth would be trained by 3M in the installation process will then support the mural installation

Appendix C

