



**STAFF REPORT
ACTION REQUIRED**

**Graffiti Management Plan –
StreetARToronto (StART) Partnership Programs
2013 Grant Allocation Recommendations**

| | |
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| Date: | May 9, 2013 |
| To: | Licensing and Standards Committee |
| From: | General Manager, Transportation Services |
| Wards: | All |
| Reference Number: | p:\2013\ClusterB\tra\pr\ls13005pr |

SUMMARY

StreetARToronto (StART) was launched in 2012 as a public/private partnership program and a central feature of Council's new Graffiti Management Plan, a proactive approach to eliminating graffiti vandalism while supporting street art that adds character and visual interest to city streets. StART is funded as a Community Partnership and Investment Program (CPIP) grant of \$375,890.00 from the former Graffiti Transformation Program and is administered by the Public Realm Section in Transportation Services, which also has carriage of coordination and implementation of many parts of the Graffiti Management Plan. StART is part of the City's Clean Toronto Together Campaign, which links citizens with city government to keep Toronto streets clean and free of posters and graffiti vandalism. In 2012, StART provided funding to 20 organizations resulting in the installation of 48 pieces of mural art.

Two programs have been developed under the StART umbrella. The StART Partnership program provides up to \$30,000.00 per application for non-profit arts organizations to create street art. The StART Diversion and Education program provides up to \$20,000.00 per application for programs that engage at-risk youth who have been arrested for graffiti vandalism and diverted through the court system. The parameters for these programs were established by Council in the Graffiti Management Plan.

This report recommends funding for 26 community-based groups in the above-noted categories.

RECOMMENDATION

The General Manager, Transportation Services recommends that:

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

Financial Impact

The Transportation Services approved 2013 Operating Budget currently includes funding of \$375,890.00 for the StART Program. This report recommends approval of allocations for 25 organizations, through the StART Program totalling \$375,739.00.

The Deputy City Manager and Chief Financial Officer has reviewed this 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 directs the General Manager of Transportation Services, 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." (Item LS5.1)

<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 these funds and reporting obligations to the responsible operating division. (Item EX14.1)

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

City Council at its meetings of June 6 and 7, 2012 and July 11 and 12, 2012, adopted reports from the Licensing and Standards Committee to fund applications for StART Partnership and StART Diversion and Education Program for the total amounts of \$324,917.00, including an amendment to ensure the City of Toronto is given "prominent recognition on murals." (Items LS13.4 and LS14.1)

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

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

COMMENTS

StART's core objective to develop, support, promote and increase awareness of high-quality street art and its critical role in adding beauty and character to neighbourhoods across the city has been positively received from residents, business owners and the arts community. As part of the City's Clean Toronto Together Campaign, StART has been prioritizing areas of high graffiti vandalism in order to mitigate its harmful effect on communities. Harnessing the artistic energy and talent of Toronto's creative community has opened up new partnerships and relationships between artists and community-based organizations. It has had an impact on the eradication of illegal graffiti in providing residents with a tool to discover the value of community driven art in public space and in nurturing the talent of young artists. Locations and final designs were pre-approved in order to maintain high standards and to ensure that murals are located strategically to assist in local improvement, area-wide transformation. Since all projects are artist-led, StART has helped ensure high artistic standards are achieved which in turn produces more iconic, impactful work, some of which are of an international standard.

The StART Program has proved to be a valuable return on investment. For every City dollar invested, the return was at least an additional 20 percent in cash or volunteer services. Apart from local partnerships related to specific murals, the program attracted some high profile corporate partners, such as the Art Gallery of Ontario and Dulux Paints who are expected to participate in 2013.

StART staff have engaged with the local arts community and residents by hosting information sessions, participating in community led art discussions and panels, engaging in social media and directly responding to inquiries. The 2013 information session hosted by StART on January 21, 2013 at MoCCA engaged over 80 participants from a wide variety of community groups, BIAs and interested individuals.

Some of the successes of the 2012 program are as follows:

- 17 StART Partnership projects and 4 Diversion and Education Projects were completed reaching 17 City of Toronto Wards.
- 48 murals were created and each group that received funding is responsible for a five-year maintenance plan to ensure the mural is protected.
- 35 professional artists were employed who mentored close to 100 youth. The standard of mentorship was elevated due to the participation of these professional artists.
- Over 2,000 tags were removed from public and private infrastructure.
- The program drew significant media attention resulting in at least 18 supportive media hits.
- A social media strategy was implemented resulting in 651 Twitter followers and 256 Facebook likes.

Additional program development includes significant progress toward the completion of a publicly accessible mural inventory scheduled to launch in June 2013 hosted on the

program website: www.toronto.ca/streetart. To date, 585 previously painted murals across the City have been captured including information about the artist, the sponsor and the current condition of the mural.

In order to support residents and businesses to tackle graffiti vandalism, an Artist Directory has been created with the objective to profile local Toronto artists who are interested in working on graffiti art and street art projects and to foster connections between these artists and individuals or businesses that have a project in mind. The database launched on May 6, 2013 on www.toronto.ca/streetart and www.toronto.ca/graffiti and as of May 9th profiles 30 artists.

Funding Recommendations

This year, the StreetARToronto Programs received 49 applications with a total funding request of \$1.15 million. The recommended projects include 22 StreetArt Partnership projects and 4 Diversion and Education Projects, as set out in Appendix A attached.

It has been a goal this year to expand the geographical reach of the projects. This year the program has expanded from 17 wards to 20 wards, with eight new participating wards. Etobicoke York District saw the greatest increase in StART projects, from three in 2012 to six in 2013. StART's reach has also increased to include four participating wards in Scarborough and three in North York Districts.

Artists and collectives must apply through a registered not-for-profit or charitable organization. The StART contribution cannot exceed 70 percent of the total project budget, and artists must secure additional resources through public/private grants and/or in-kind donations. Funds cannot be used to support an organization's ongoing staff salaries or facility operations.

StART Partnership Program – Street Art

The StART Partnership Program seeks projects which:

- 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.

The applications received and recommended meet these objectives and document the interest and ability of these organizations to deliver these partnership programs.

Proposals were reviewed by staff in the Public Realm Section 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);
- Mentorship (how will the project serve as meaningful pathway for youth and emerging artists);
- Ability to leverage in kind, private or public support; and
- Technical feasibility (visibility of site, strong maintenance plan, project co-ordination and work plan).

StART Diversion and Education Program

The StART Diversion and Education Program is designed as a way for at-risk, or youth arrested for tagging and graffiti vandalism, to be diverted through the court system so they can participate in graffiti removal and other community beautification activities. The goal is to engage youth in restoring the community by repairing the harm done, as well as serving as a meaningful way to take responsibility for graffiti vandalism and related offences. This program is open to referrals through the court system.

The Toronto Police Service is directly supporting the StART Diversion and Education Program grants by ensuring that the programs that receive grant monies will have access to youth that are arrested for graffiti vandalism. The Divisional Policing Support Unit within the Toronto Police Service will be instrumental in the facilitation of the required conversations with the Crown Attorney and probation officers that will ensure full and active participation in the program

The StART Diversion Program provides funding for initiatives designed to provide consistent programming for a minimum four-month period, including some combination of graffiti clean-up and/or mural repair, community engagement and development, health and safety workshops related to street art and other related life skills development.

The applications received will provide capacity for community organizations to divert youth from graffiti vandalism.

Proposals were reviewed by staff in the Public Realm Section and assessed on their ability to achieve the StART Diversion Program's overall objectives and priorities, as well as their organizational background (history of community work and experience with at-risk youth and/or diversion programs).

Moving forward, the combination of these two programs will help fulfill the intent of the Graffiti Management Plan within the Clean Toronto Together Campaign, which is to support and recognize permitted graffiti art and other street art while raising awareness of the negative aspects of graffiti vandalism.

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SIGNATURE

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ATTACHMENTS

Appendix A: StreetARToronto 2013 Recommended Grant Allocations

Appendix A
StreetARToronto
2013 Recommended Grant Allocations

| Number | Organization | 2013 Requested | 2013 Recommendation | Ward |
|---------------------------------------|---|----------------|-----------------------------|---------|
| STREET ART PARTNERSHIP PROGRAM | | | | |
| ST-P-13-01 | Art City in St.James Town | \$19,725.00 | \$16,000.00 | 28 |
| ST-P-13-02 | Arts Etobicoke | \$24,600.00 | \$20,500.00 | 5 |
| ST-P-13-03 | Arts for Children and Youth | \$30,000.00 | \$30,000.00 | 2 |
| ST-P-13-04 | ArtStarts - Bathurst | \$30,000.00 | Not recommended for funding | 21 |
| ST-P-13-05 | ArtStarts - Replin | \$21,155.00 | \$12,000.00 | 15 |
| ST-P-13-06 | Bloor Street East Neighbourhood Association | \$30,000.00 | \$10,000.00 | 27 |
| ST-P-13-07 | Bloordale BIA | \$30,000.00 | Not recommended for funding | 18 |
| ST-P-13-08 | Christie Gardens Apartment and Care | \$16,276.45 | Not recommended for funding | 21 |
| ST-P-13-09 | Christie Ossington Neighbourhood Centre | \$28,344.00 | Not recommended for funding | 18 & 19 |
| ST-P-13-10 | Church Wellesley Village BIA | \$93,250.00 | \$20,000.00 | 27 |
| ST-P-13-11 | Community Cave - Beltline | \$22,572.00 | \$7,550.00 | 16 & 22 |
| ST-P-13-12 | COSTI Immigrant Services | \$1,514.00 | Not recommended for funding | 19 |
| ST-P-13-13 | Davenport Community Arts | \$20,000.00 | \$10,000 | 17 |
| ST-P-13-14 | East Scarborough Boys and Girls Club | \$22,500.00 | \$16,000.00 | 43 |
| ST-P-13-15 | Everdale | \$29,800.00 | \$15,600.00 | 8 |
| ST-P-13-16 | Evergreen Brick Works | \$24,500.00 | Not recommended for funding | 29 |
| ST-P-13-17 | FeverGraph | \$13,325.00 | \$7,000.00 | 21 |
| ST-P-13-18 | Kehilla Residential Programme | \$11,618.00 | Not recommended for funding | 10 |
| ST-P-13-19 | Lakeshore Arts | \$18,070.00 | \$10,000.00 | 6 |
| ST-P-13-20 | Mural Routes - Birch Cliff | \$29,000.00 | \$16,800.00 | 36 |
| ST-P-13-21 | Mural Routes - Lawrence | \$15,000.00 | \$10,700.00 | 37 |
| ST-P-13-22 | Native Child and Family Services | \$15,721.00 | \$12,592.00 | 13 |

| Number | Organization | 2013 Requested | 2013 Recommendation | Ward |
|---------------------------------------|---------------------------------------|-----------------------|-----------------------------|---------|
| STREET ART PARTNERSHIP PROGRAM | | | | |
| ST-P-13-23 | Oakwood Village BIA | \$20,000.00 | Not recommended for funding | 15 |
| ST-P-13-24 | Oakwood Village Community Association | \$7,000.00 | \$7,000.00 | 15 |
| ST-P-13-25 | Ralph Thornton Community Centre | \$24,800.00 | Not recommended for funding | 30 |
| ST-P-13-26 | Red Pepper Spectacle Arts | \$20,260.00 | Not recommended for funding | 21 |
| ST-P-13-27 | Roncesvalles Top to Bottom | \$29,000.00 | Not recommended for funding | 14 |
| ST-P-13-28 | Scadding Court Community Centre | \$18,629.00 | Not recommended for funding | 20 |
| ST-P-13-29 | Second Base Youth Shelter | \$26,780.00 | Not recommended for funding | 17 |
| ST-P-13-30 | Seeds of Hope Foundation | \$12,275.00 | \$5,900.00 | 27 & 28 |
| ST-P-13-31 | SKETCH | \$30,000.00 | Not recommended for funding | 21 |
| ST-P-13-32 | Spectrum Arts Projects-MOCCA | \$24,450.00 | Not recommended for funding | 14 & 19 |
| ST-P-13-33 | Spectrum Arts Projects-Bathurst | \$29,950.00 | \$22,000.00 | 21 |
| ST-P-13-34 | STEPS - 100 Lippincott | \$10,000.00 | Not recommended for funding | 20 |
| ST-P-13-35 | STEPS - 200 Wellesley St.E. | \$30,000.00 | \$24,850.00 | 28 |
| ST-P-13-36 | STEPS - Thorncliffe Park | \$20,000.00 | Not recommended for funding | 25 |
| ST-P-13-37 | STOP | \$1,637.00 | Not recommended for funding | 21 |
| ST-P-13-38 | Story Planet | \$21,000 | Not recommended for funding | 18 |
| ST-P-13-39 | Street Art Showcase | \$30,000.00 | \$3,000.00 | 19 |
| ST-P-13-40 | Toronto Artscape - Landsdowne | \$23,978.00 | Not recommended for funding | 18 |
| ST-P-13-41 | Toronto Artscape - Parkside Dr. | \$25,058.00 | \$11,000.00 | 14 |
| ST-P-13-42 | Urban Arts - Dennison Road | \$29,997 | \$27,247.00 | 11 |
| ST-P-13-43 | UrbanArts - Bartonville | \$29,613 | Not recommended for funding | 11 |
| ST-P-13-44 | Waterfront BIA | \$35,000.00 | Not recommended for funding | 28 |
| ST-P-13-45 | 185 Augusta | \$22,150.00 | Not recommended for funding | 20 |
| Sub-total | | \$1,068,547.45 | \$315,739.00 | |

| Number | Organization | 2013 Requested | 2013 Recommendation | Ward |
|--|-----------------------------------|-----------------------|---------------------|---------|
| DIVERSION AND EDUCATION PROGRAM | | | | |
| ST-D-13-01 | Community Cave - Diversion | \$16,622.00 | \$15,000.00 | 14 & 19 |
| ST-D-13-02 | Community Centre 55 | \$20,000.00 | \$15,000.00 | 32 |
| ST-D-13-03 | Rexdale Community Health Centre | \$20,000.00 | \$15,000.00 | 2 |
| ST-D-13-04 | West Scarborough Community Centre | \$19,833.00 | \$15,000.00 | 35 |
| Sub-total | | \$76,455.00 | \$60,000.00 | |
| TOTAL | | \$1,145,002.45 | \$375,739.00 | |

**StreetARToronto
Recommended Organizations**

STREET ART (START) PARTNERSHIP PROGRAM

1. Art City in St. Jamestown

2013 project area: Back exit of Sherbourne Subway Station at 24 Glen Road, Ward 28

Project Summary: This project will see the creation of a heritage mural at a heavily trafficked site accessed by hundreds of pedestrians and cyclists daily. Led by acclaimed artist, Jim Bravo, and one youth assistant artist, the mural will celebrate the area's former beautifully dense natural settings. Eight youth will be further mentored through workshops hosted by Art City and gain hands-on experience working on mural development.

2. Arts Etobicoke

2013 project area: The south side of the Islington Avenue Bridge, south of Dundas Street West, Ward 5

Project Summary: This project will contribute further to the beautification of Islington Village by creating a unique, mixed medium mural containing elements of mosaic tiles and painted panels on the Islington Avenue Bridge. Under the guidance of Red Dress productions, and in collaboration with Creative Village Studio and their clients who have intellectual disabilities, the mural will reflect Article 6 of the Universal Declaration of Human Rights, which states "Everyone has the right to recognition as a person before the law."

3. Arts for Children and Youth (AFCY)

2013 project area: The pedestrian underpass and retaining wall at 1912 Kipling Avenue, Etobicoke at Belfield Road, Ward 2

Project Summary: AFCY will work with mural artist Emilia Jajus to transform this 3760 square foot retaining wall into a welcoming and celebratory space that will act as a gateway into the Jamestown community. Through community consultations AFCY will design the mural to represent celebrated elements of the community including depictions of local icons, historical references and a vision towards the future.

4. **Art Starts**
2013 project area: Lawrence Heights Community Centre at 5 Replin Road, Ward 15
Project Summary: In the heart of Lawrence Heights, complimenting the upcoming neighbourhood revitalization, Art Starts will work with Toronto Community Housing, the Toronto District School Board and various other partners to create a mural on the Lawrence Heights Community Centre. Lead artist, Joshua Barnt, will engage with project youth throughout the research, community consultation and production of the mural.

5. **Bloor Street East Neighbourhood Association**
2013 project area: The walls east and west of the Bloor Street East Bridge underpass at 40 Mount Pleasant Road, Ward 27
Project Summary: The project will further the completion of a neighbourhood beautification project started in 2006. The original concept was to depict the four climatic seasons and display the transition of nature in both the ravines and the city character. This year the murals, painted by lead artist Ian Leventhal and art interns, will illustrate Winter and Summer.

6. **Church Wellesley Village Business Improvement Association**
2013 project area: 418 Church Street (at Granby) and 600 Church Street (at Gloucester), Ward 27
Project Summary: A legacy project for World Pride 2014, a series of 10 murals are proposed in the Church and Wellesley neighbourhood. StART funding will see the creation of 2 of these murals, partnering with artists Troy Books and Alexa Hatanaka who will each mentor emerging artists during the mural productions. This project is part of a larger effort to capture the community's roots in the sexual liberation movement that fought for many of the LGBTQ rights enjoyed today.

7. **Community Cave**
2013 project area: Eglinton Avenue West bridge underpass at Spadina, part of the Kay Gardiner Beltline Trail and City of Toronto "Discovery Walk," Ward 16
Project Summary: Two murals painted by Viviana Astudillo and Logan Miller will transform the heavily trafficked underpass which has been subject to graffiti vandalism. The project theme, "An Interpreted History" will entail recasting the historical traditions, stories, and folklore of the neighbourhood in an ancient and lost world using dynamic landscapes and a realistic painting style. Various collaboration and mentorship opportunities for youth with different artistic backgrounds will help achieve Community Cave's ultimate goal to contribute to the building of relationships and a community identity.

8. **Davenport Community Arts**
2013 project area: Davenport Road bridge underpass, north side, at Caledonia Park Rd, Ward 17
Project Summary: This bridge underpass will be transformed into a sports focused mural, celebrating the community's love of soccer and the World Cup. Davenport Community Arts will engage the local community and businesses in the mural development and have plans to hire and mentor youth artists to assist in the creation of this signature piece.

9. **East Scarborough Boys and Girls Club**
2013 project area: 4320 Kingston Road (between Galloway Rd and Lawrence Avenue East), Ward 43
Project Summary: Lead artist Amir Akbari and emerging local artist James Okore along with their team of youth volunteers will create a dynamic mural reflecting the physical and social spaces of the neighbourhood where local residential, commercial and civic centers coexist. Within cinematic vignettes people interact, laugh and participate in scenes that reflect on the importance of family, the strengths in bringing the neighbourhood together and of supporting one another. The mural is on a privately owned building with high visibility from the heavily travelled Kingston Road.

10. **Everdale**

2013 project area: An (8) eight-foot high fence bordering the property of 4929 Jane Street, between Finch and Steeles, Ward 8

Project Summary: This highly visible site will be home to the Black Creek Community Farm and is part of a broader neighbourhood revitalization initiative. The aptly food-themed mural will address food security issues while visually celebrating the diversity of plant and animal species and our cultural connection and interaction with nature in urban centres. Working with a diverse range of neighbourhood stakeholders, Toronto Muralists will lead the creation of this mural while mentoring local emerging artists.

11. **FeverGraph**

2013 project area: Bathurst Street bridge underpass north of Dupont, Ward 21

Project Summary: The Bathurst Street bridge underpass will be transformed by acclaimed street artist Elicser, whose work has recently been featured at the Institute for Contemporary Culture at the Royal Ontario Museum. Elicser will mentor two youth emerging artists through the creation of this mural. This project is partnership with AMPlove, an organization which endeavours to lend focus and exposure to emerging and mid-career artists with unique approaches.

12. **Lakeshore Arts**

2013 project area: West side of 2413 Lake Shore Blvd W, at Mimico Avenue, Ward 6

Project Summary: The west side of the Birds and Beans Café, facing Amoz Waites Park and adjacent to Mimico Square will see the creation of a water themed mural showcasing the local waterfowl and fish. Artists Patrick Thompson and Alexa Hatanaka will lead the mural production and mentor two youth in the process. Lakeshore Arts will additionally partner with Mural Routes to further engage up to 15 youth in a onetime workshop.

13. **Mural Routes – Birch Cliff project**

2013 project area: 1650, 1736 and 1711 Kingston Road; Bell Box at Birchcliff Road and Kingston, Ward 37

Project Summary: In a continuation of last year's successful Birch Cliff Project, local residents of Birch Cliff Village community will work with Mural Routes to improve the visual appearance of the Birch Cliff commercial strip on Kingston Road for the local community and businesses. Under their-'foresteing theme', Mural Routes will develop a series of murals of birch trees, paying homage to the neighbourhood's namesake. Mural Routes will work closely with the community and use the project to mentor and train local apprentice artists.

14. **Mural Routes – Lawrence**

2013 project area: 2094 Lawrence Avenue East at Warden Avenue, Ward 37

Project Summary: A legacy mural will be created on the west face of the Pharmasave building, a prominent location in the Wexford Heights BIA to commemorate the 10th Annual Taste of Lawrence Festival. The mural design process will be incorporated into Mural Routes' Leadership Training in Mural Making Program and will be led by artist and mentor Rob Matejka.

15. **Native Child and Family Services**

2013 project area: TTC Underpass on Clendenan Avenue south of Bloor Street W, Ward 13

Project Summary: Native Child and Family Services, with artists Nyle Johnston, Isaac Weber, Brad Ladoucuer and Gilda Monreal (Fiya) will bring a natural and historic themed mural to a heavily tagged TTC underpass in High Park. The mural will explore and represent the history of the park as well as the evolution of wildlife and ecosystems that thrive there. Through additional youth mentorship, the aim of the 7th Gen Summer Mural Project is to educate and promote self-awareness and arts-based knowledge in young Aboriginal people.

16. **Oakwood Village Community Association**
2013 project area: Triangular Traffic Island at the intersection of Oakwood Avenue and Vaughan Road, Ward 15
Project Summary: Oakwood Village Community Association in consultation with the local community will build on and enhance the tropical island theme initiated by the installation of the sculptural metal palm tree. Led by artist Adrian Hayles and working with Nia Centre for the Arts to mentor young black artists, the mural will celebrate the community's cultural strengths and encourage residents to develop a sense of pride in where they live.
17. **Seeds of Hope Foundation**
2013 project area: Various Bell electrical boxes, Ward 28
Project Summary: This ongoing project has transformed 48 Bell Canada utility boxes throughout Toronto. This year, Seeds of Hope will facilitate the painting of 16 additional Bell electrical boxes in St. James Town, Cabbagetown and Regent Park with various themes that will be determined in consultation with local residents and artists.
18. **Spectrum Arts**
2013 project area: Bathurst Street retaining wall (west side), north of Davenport Road and South of St. Clair Avenue, Ward 21
Project Summary: Internationally recognized street-artist ROA will bring an element of wildlife to this highly visible retaining wall through a mural that will blur the boundaries between the downtown core and more suburban areas. Spectrum Arts will facilitate this project, coordinate artist talks at community centres and/or schools, and ensure neighbourhood youth are engaged in the murals' installation.
19. **STEPS**
2013 project area: The southern walls of 200 Wellesley Street East at Sherbourne, Ward 28
Project Summary: An ionic mural, created by renowned artist Sean Martindale, in partnership with STEPS emerging ARTivist program and Toronto Community Housing Corporation (TCHC) will revitalize 200 Wellesley Street East, a TCHC building that endured a major fire in 2010. Representing the strength of the community and residents, the mural will play with the image of a phoenix, representing a bird 'reborn' out of fiery ashes, rising from fire, wrapping around the south façade of the building, rising 32 storeys. This project will benefit St. James Town residents not only through the revitalization of the building but through youth mentorship and training, community consultations and continued community engagement at an exhibition at Regent Park Daniel's Centre of Learning.
20. **Street Art Showcase**
2013 project area: Various planter boxes on Queen West between Bathurst and Gladstone, Ward 19
Project Summary: This project will put Toronto's artistic talent in the eye line of the public along one of the City's most heavily trafficked areas. Grey planters will become vibrant canvases not just of the works of muralists and street artists but established illustrators and gallery artists. Street Art Showcase in partnership with Pro Tech Media Centre will provide at risk youth multi-media arts training.
21. **Toronto Artscape**
2013 project area: Bridge underpass at 25 Parkside Drive at The Queensway, Ward 14
Project Summary: A gateway to the waterfront and High Park, the Parkside Drive underpass is a highly travelled route for community residents and visitors to popular Toronto attractions High Park, Waterfront Trails and Sunnyside Pavilion. Artist Stella Mandrak-Pagani, along with two youth mentors will create a mural that reflects the "waterfront" theme and will be further refined through three community consultations.

22. **Urban Arts**

2013 project area: Denison Road Underpass (currently being built on Denison Rd), Ward 11

Project Summary: UrbanArts, in partnership with Frontlines Youth Centre, will tell the story of the Weston-Mount Dennis area through a mural at the new Denison Road Underpass.

Acclaimed artist Jim Bravo will work with 10 youth artists to create the mural "Bridging the Changing Times," which will consist of a series of camera framed renderings of the Weston Rd and Mount Dennis communities in various stages of their industrial, economic and cultural evolution.

STREET ART (START) DIVERSION AND EDUCATION PROGRAM

1. **Community Cave**

2013 project area: Ward 14, 18 & 19

Project Summary: The Creative Bench Program is a 4 month, bi-weekly experience-based learning opportunity for at-risk youth, in contemporary urban arts. This program will direct its focus on framing graffiti as an accepted form of contemporary art by teaching youth about the negative impacts of graffiti as vandalism and empowering them to engage the community to collaboratively develop their own mural project, with the support of organizations, businesses and institutions. Local artist Angel Carrillo (Cruz1) will work with CAVE and the Toronto Police to recruit youth diverted through the court system as well as interested neighbourhood youth.

2. **Community Centre 55**

2013 project area: Ward 30 & 32

Project Summary: Using the approach "mistakes are wonderful learning opportunities," Community Centre 55 will work with youth offenders referred by the courts system to clean sites vandalized by graffiti on private and public property. In addition to removing offensive graffiti, Community Centre 55's Graffiti Removal and Information Program work to educate the public and youth offenders on the effects of graffiti vandalism and the impact it has on society.

3. **Rexdale Community Health Centre**

2013 project area: Jamestown, Etobicoke, Ward 2

Project Summary: This 20 week program offers at risk youth from the ages 13-24 training workshops focused on tag removal and restoration of vandalized walls, as well as a minimum of 5 commercial projects to give the youth an opportunity to apply their creative, technical and artistic training. The Rexdale Graffiti Transformation Project in collaboration with the Rexdale Community Health Centre, the City of Toronto's Parks, Forestry, and Recreation, and the Toronto Police Services will offer meaningful employment and life skills for young offenders and marginalized youth.

4. **West Scarborough Community Centre**

2013 project area: West Scarborough, Ward 35

Project Summary: The "Creative Alternatives" (CA) youth diversion program will work with at-risk youth and young adults who have been arrested for graffiti vandalism, vandalism and or mischief. The goal of the program is for the participants to become responsible and contributing members to the beautification of the local community, while at the same time repairing the harm done, making amends and taking responsibility for their actions. The 4 month project will also promote and facilitate participants' self-development, community integration and community engagement to decrease and/or prevent future offences.