



Transportation Services

Elyse Parker
Director, Public Realm Section
StreetARToronto (StART)
Licensing and Standards Committee

StART 2013 Highlights



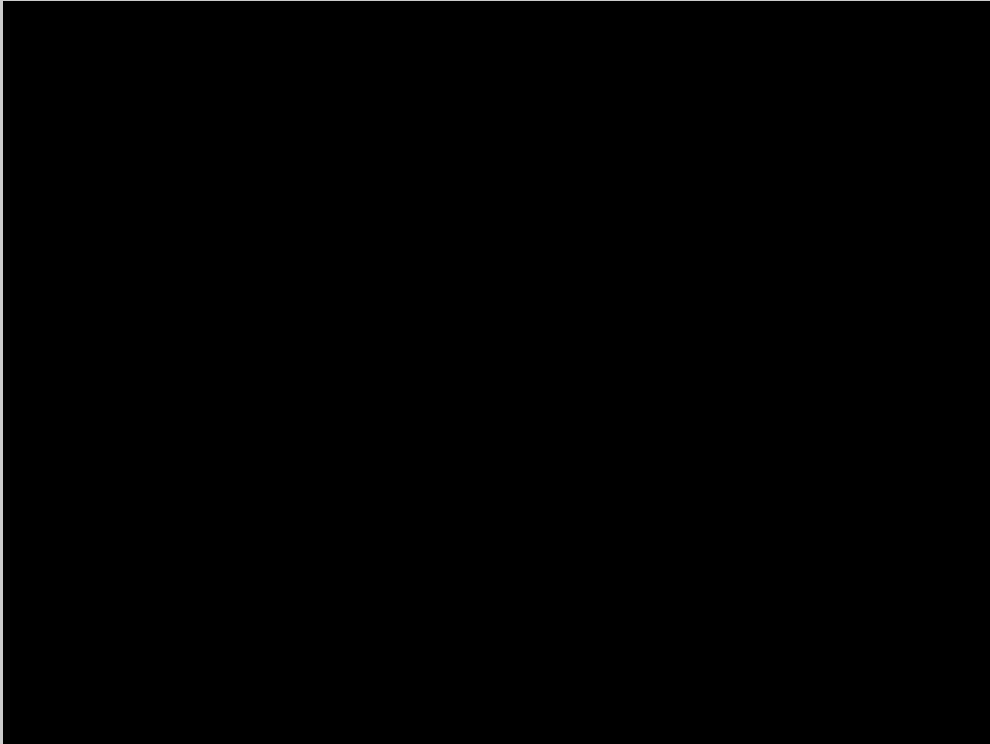
- 22 StART Partnership Projects and 4 Diversion and Education projects resulted in 56 murals across 20 wards.

- 50 professional artists employed who mentored over 170 youth.

- Over 1,900 tags removed.



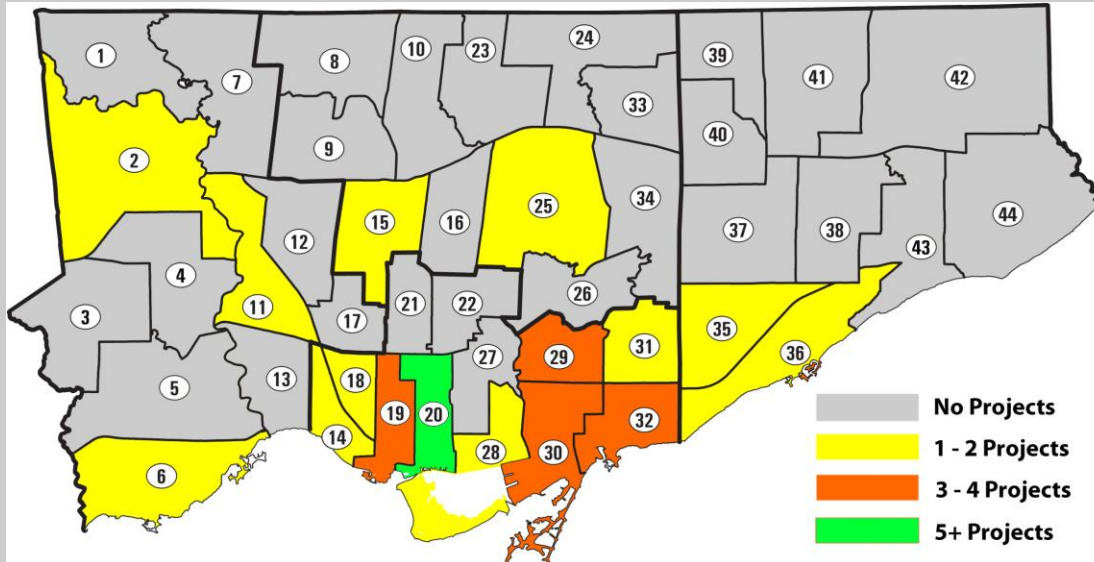
StART 2013 Highlights



- Social Media impact expanded to 1100 Twitter followers and 800 Facebook likes.
- Media attention doubled: approximately 80 radio, TV and print hits.
- Funded the world's tallest mural at 200 Wellesley Avenue with STEPS and lead artist Sean Martindale.

Street Art Grants

2012 projects

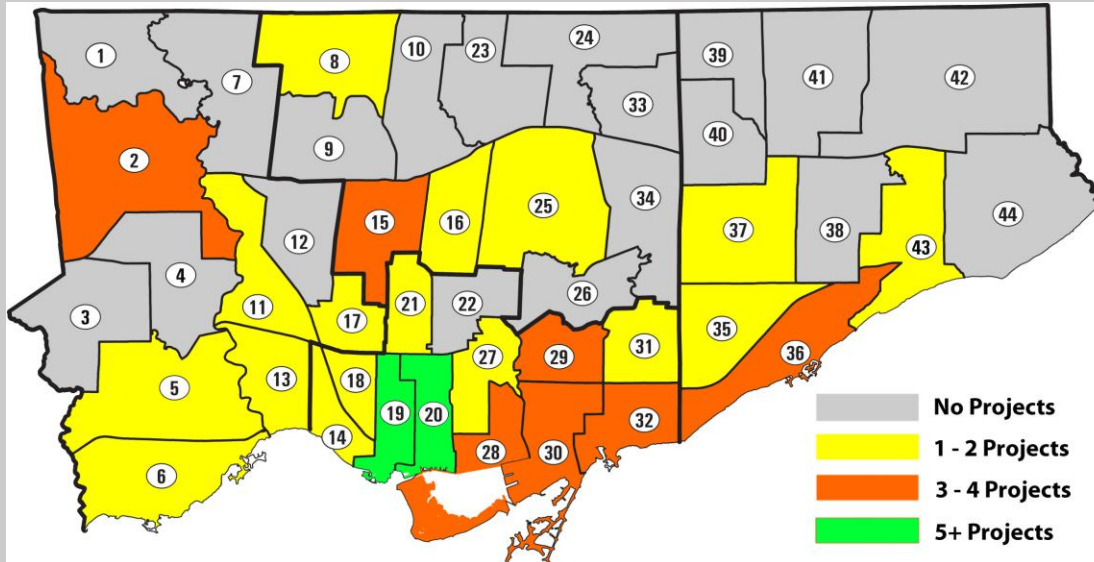


- 2 information sessions held in early 2014 drawing over 100 attendees.

- Projects in 3 new wards recommended for funding and applications received from 7 new organizations.

Street Art Grants

2012 and 2013 projects

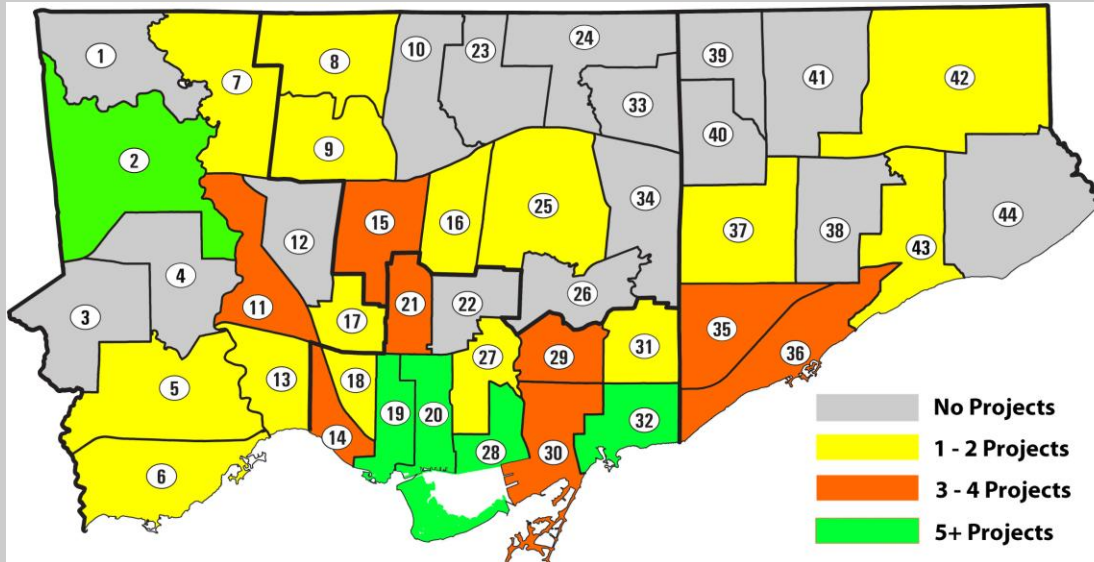


- 2 information sessions held in early 2014 drawing over 100 attendees.

- Projects in 3 new wards recommended for funding and applications received from 7 new organizations.

Street Art Grants

2012, 2013 and 2014 (recommended) projects

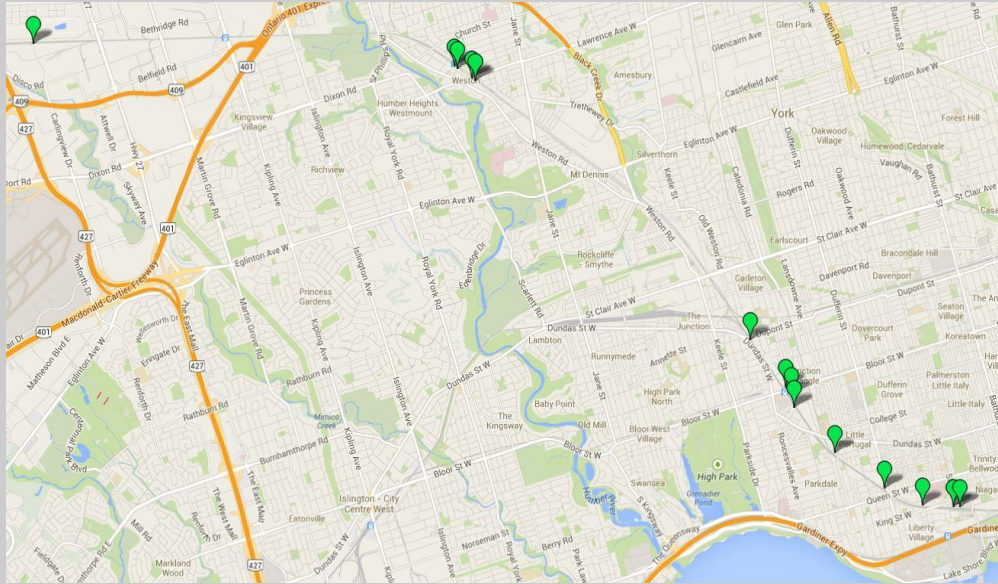


- 2 information sessions held in early 2014 drawing over 100 attendees.

- Projects in 3 new wards recommended for funding and applications received from a number of new organizations.

New Initiatives

Metrolinx/StART Partnership



- Metrolinx engaged us to manage mural installation along Georgetown South corridor – \$1M.
- Three priority projects for 2014 completion, remainder for 2015
- First project currently underway: Douro Street Art Project.

New Initiatives

StART Underpass Project (StART UP)

- To make City's underpasses safer, more walkable and beautiful, 5 to 10 underpasses a year will be improved with new or enhanced lighting, better sidewalks, pigeon proofing, removal of weeds and the installation of street art.
- A StART UP Artist Roster was established.
- 2014 projects will focus on mural installation while planning for 2015 capital improvements.



Parkside Drive Underpass

New Initiatives

StART Support Mural Program



76 Geary Avenue

- Launched in April 2014 to assist private residential and commercial property owners experiencing repeated graffiti vandalism problems.
- For property owners who have received at least one *Notice of Violation* for graffiti vandalism.
- Must be clearly visible from a city street.
- Onus is on property owner and artist(s) to make arrangements.
- City provides up to \$2,000 of direct material purchase for art murals or graffiti art.

New Initiatives

Exposed Laneways in Parks



Bickford Park

- Partnership with the Toronto Police Service.
- Residential homes with garages located on a laneway exposed to a park or a parking lot often experience repeated graffiti vandalism.

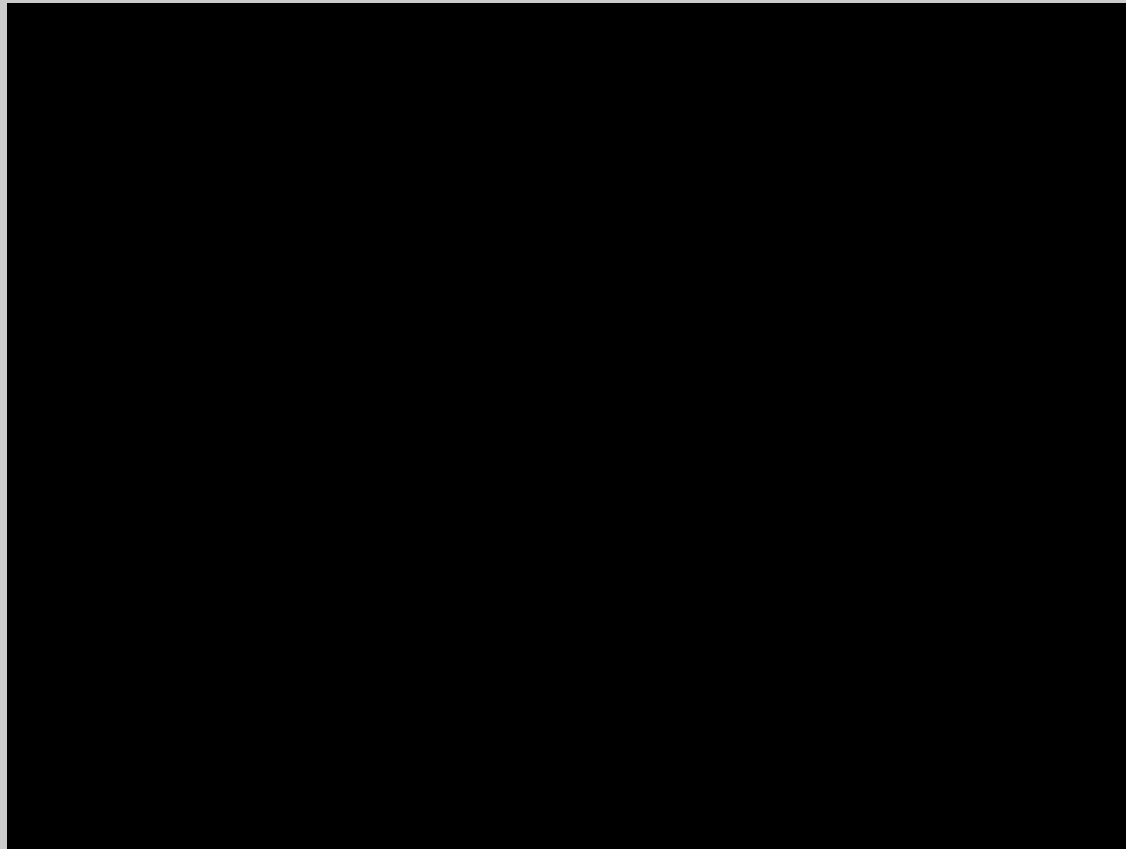
New Initiatives Outside the Box



Bay and Cumberland

- Launched fall 2013, Outside the Box program is testing ways to reduce the impact of graffiti vandalism on the City's traffic signal boxes.
- In it's first year 20 cabinets were hand painted and 15 were vinyl wrapped.
- This year, over 60 artists responded to a competitive call to hand paint 35 more cabinets across the City.

New Initiatives Outside the Box



Ongoing Initiatives

StART's Artist Directory

Peru 143 ([View Profile](#))

Trained in both, traditional and digital art, and taking from his 15 years experience painting graffiti, Peru found his calling as a graphic artist and muralist. While still distancing himself from la...



Alejandro Marcelo Pinero ([View Profile](#))

Painter, born May 7, 1979 Edmonton Canada. Early life was spent between his native city and the land of Tango, Buenos Aires Argentina. Continuing to develop academically the contrast between these two...



Sean Martindale ([View Profile](#))

Sean Martindale is an internationally recognized interdisciplinary artist and designer based in Toronto. His interventions activate public and semi-public spaces to encourage engagement, often focused...



Shirley Mpagi ([View Profile](#))

Working primarily with printmedia, photography, and paint, Shirley Mpagi enjoys creating "abstracted portraiture" as a snapshot of everyday life. She strives to produce narratives or initiate discussi...



- StART's Artist Directory has expanded to profile over 70 local mural, street and graffiti artists.

- Connects residents and businesses to local Toronto artists interested in working on graffiti art and street art projects.

- StreetArt Gallery is ongoing.



Beltline Trail

Thank You

StART 2013 in Review

