



**STAFF REPORT  
ACTION REQUIRED**

**Graffiti Management Plan –  
StreetARToronto (StART) Partnership Programs  
2015 Grant Allocation Recommendations**

<b>Date:</b>	March 24, 2015
<b>To:</b>	Licensing and Standards Committee
<b>From:</b>	General Manager, Transportation Services
<b>Wards:</b>	All
<b>Reference Number:</b>	p:\2015\ClusterB\tra\pr\ls15002pr

**SUMMARY**

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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 murals have not yet been installed. These priorities were also shown on the City's website.

This report recommends funding for 19 mural projects to be delivered by community-based organizations under the 2015 StART Partnership Program including installations in five wards which currently do not have a StART Partnership mural. Staff are confident that mural installations will be recommended for all 44 wards within the city by 2016.

## RECOMMENDATION

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**The General Manager, Transportation Services recommends that:**

1. City Council approve the list of grant applications for the 2015 StART Partnership program as outlined in Appendix A, attached to this report.

### **Financial Impact**

The recommendations of this report do not have any financial impacts. The Transportation Services approved 2015 Operating Budget includes funding of \$375,890.00 for the StART Partnership Program in TP0407 CE5200. This report recommends approval of 19 grant applications, at a total cost of \$375,800.00.

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 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, at its meetings of June 6 and 7, 2012 and July 11 and 12, 2012, adopted the recommendations of the Licensing and Standards Committee to fund applications for the StART Partnership and StART Diversion and Education Programs and an amendment to require that the City of Toronto be identified prominently on the work, in a manner satisfactory to the Acting General Manager, Transportation Services.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS13.4>  
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS14.1>

City Council, at its meetings of June 11,12 and 13, 2013, adopted the recommendations of the Licensing and Standards Committee to fund applications for the StART Partnership and StART Diversion and Education Programs, and requested that in 2014 StART funding be distributed as equitably as reasonably as possible by district

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

City Council, at its meetings of June 10, 11, 12 and 13, 2014, adopted the recommendations of the Licensing and Standards Committee to fund applications for the StART Partnership and StART Diversion and Education Programs, and directed that future reports recommending approval of grant applications for the StART programs include:

- a. a description of applications which were turned down including the organization, Ward number, and why it was declined; and
- b. maps illustrating by Ward the successful applicants for the current year and the previous two years.

<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 program 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 arts 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 graffiti art approved by the owner.

**StART Toronto Police Partnership Program** focuses on community partnerships and restorative justice diversion as well as education, intelligence gathering and enforcement. 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 graffiti 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.

In addition to community-based requests, Metrolinx has partnered with the City to invest about \$1 million within the city of Toronto to install up to 14 street art displays along the Georgetown South rail corridor. StART street art murals are also being installed on Ministry of Transportation facilities abutting Provincial highways in Toronto.

## **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 earlier this 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. After being ranked as the second coolest neighborhood in the world by Vogue Magazine, the Executive Director of the West Queen West Business Improvement Area stated that: *"One of the main reasons for our #2 world ranking was that WQW has a very innovative, creative and progressive relationship with Graffiti and Graffiti artists. Our BIA members and I, believe that the reason for this new relationship with graffiti artists and art stems from the City's Graffiti Management Plan."* He also attributed the dramatic decrease in vandalism to the street art installations.

Google Inc. has also recently invited Toronto to participate in its global Street Art Project that will showcase the city and its street art around the world and a growing number of Toronto street artists are being engaged nationally and internationally and are pursuing street art as a career.

## **2015 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, a maximum of \$40,000.00, 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**

To further expand the geographical reach of projects across the city, in 2015 Public Realm staff conducted Information Sessions in all four districts (Drake Hotel, Montgomery's Inn, North York Central Library, Cedarbrae Library). Advance notice of the Information Sessions was provided to all Councillors along with a brief explanatory note suitable for inclusion in newsletters or e-mail circulation to constituents. Staff also directly contacted all Councillors in wards that currently do not have StART Partnership mural installations. Notice of the Information Sessions was also posted on the City's StART webpage and circulated to the arts community using the Akimbo webpage

(Canada's online source for visual art information) and through an Akimbit email blast. The Information Sessions attracted about 200 participants (almost double the previous year) from a wide variety of community groups, BIAs, arts organizations, individual artists and interested residents.

Staff provided an overview of all StART programs at the Information Sessions 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 2015 submissions. The overview presentation, including a map showing priority areas for 2015 was also posted on the StART webpage.

As a result of this outreach, applications were received for projects in six wards that do not currently have StART mural installations. Five 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 26 to 31 by the end of 2015. It is also worth noting that 11 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 part of the StART suite of programs) in virtually all wards where a project has been requested or proposed. This report recommends approval of 19 projects with total StART funding of \$375,800.00. 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 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 three years of the program has shown that certain styles and formats of street art are less prone to vandalism.

A grant application for an installation in Mel Lastman Square, connecting three walls and spanning approximately 3,000 square feet, submitted for consideration in the 2015 StART program is not recommended. If Council wishes to pursue an installation of this scale, at this high profile Civic Centre, staff would recommend that it direct staff to initiate a formal process led by divisions responsible for this facility and that a separate dedicated budget be allocated. The other 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 2015 StART Partnership Program funding, and a map showing the geographic distribution of completed and recommended StART projects from 2012 to 2015 are attached to this report.

## CONTACTS

Elyse Parker  
Director, Public Realm Section  
Transportation Services  
Tel: 416-338-2432  
Email: [eparker@toronto.ca](mailto:eparker@toronto.ca)

Randy McLean  
Manager, Beautiful Streets  
Public Realm Section  
Transportation Services  
Tel: 416-392-4628  
Email: [rmclean@toronto.ca](mailto:rmclean@toronto.ca)

## SIGNATURE

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Stephen M. Buckley  
General Manager, Transportation Services

## **ATTACHMENTS**

Appendix A: 2015 Recommended Grant Allocations – StART Partnership Program

Appendix B: 2015 StART Partnership Program Project Descriptions

Appendix C: StART Partnership Projects by Ward



## Appendix A

### 2015 Recommended Grant Allocations – StART Partnership Program (\* New StART Project Ward)

Number	Organization	2015 Requested	2015 Recommendation	Funding Recommendation	Ward (* 1 <sup>st</sup> StART Partnership Project)
1	Centre for Spanish Speaking People	\$30,000.00	Recommended for funding.	\$28,000.00	12*
2	Community Centre 55	\$20,000.00	Recommended for funding.	\$15,000.00	31
3	Community Matters Toronto	\$4,300.00	Recommended for funding.	\$3,500.00	10*
4	Downtown Yonge BIA	\$18,500.00	Recommended for partial funding.	\$9,000.00	27
5	East Scarborough Boys and Girls Club	\$14,000.00	Recommended for funding.	\$13,500.00	43
6	Greenest City	\$20,000.00	Recommended for funding.	\$20,000.00	14
7	Harbourfront Community Centre	\$19,785.00	Recommended for funding.	\$16,500.00	20
8	Malvern Family and Resource Centre	\$35,500.00	Recommended for partial funding.	\$21,000.00	42
9	Mural Routes	\$30,000.00	Recommended for funding.	\$28,000.00	28
10	Mural Routes	\$33,300.00	Recommended for funding.	\$28,500.00	26*

<b>Number</b>	<b>Organization</b>	<b>2015 Requested</b>	<b>2015 Recommendation</b>	<b>Funding Recommendation</b>	<b>Ward (* 1<sup>st</sup> StART Partnership Project)</b>
11	Rexdale Community Health Centre	\$40,000.00	Recommended for partial funding.	\$20,000.00	1*
12	Scadding Court	\$33,700.00	Recommended for funding.	\$28,000.00	20
13	Surface Art	\$34,475.00	Recommended for funding.	\$29,000.00	37
14	Surface Art	\$9,950.00	Recommended for funding.	\$9,500.00	38*
15	The Public Realm	\$21,942.00	Recommended for funding.	\$19,000.00	17
16	The STEPS Initiative	\$28,000.00	Recommended for funding.	\$24,000.00	15
17	Toronto Park People	\$36,400.00	Recommended for funding.	\$28,000.00	17
18	UrbanArts Community Arts Council	\$33,154.00	Recommended for funding.	\$23,300.00	11
19	West Scarborough Community Centre	\$19,295.00	Recommended for partial funding.	\$12,000.00	35
	<b>Sub-Total</b>	\$482,301.00	<b>Recommended Funding</b>	<b>\$375,800.00</b>	

## Appendix A

### 2015 StART Partnership Program Grant Applications – Not Recommended

Number	Organization	2015 Requested	2015 Recommendation	Funding Recommendation	Ward (* 1 <sup>st</sup> StART Partnership Project)
20	Birchmount Community Action Council	\$13,462.00	Did not satisfy eligibility criteria. Insufficient partner funding contribution. StART staff will work with organization to develop proposal and resubmit for 2016.	N/A	37
21	Jamii	\$14,000.00	Proposed mural would mask existing architecturally attractive building (St. Lawrence Community Recreation Centre features. Little to no evidence of graffiti vandalism.	N/A	28
22	Latino Canadian Cultural Association	\$40,000.00	Higher impact locations would significantly improve this proposal. Staff will work with the applicant to strengthen overall submission for 2016 and future years.	N/A	multiple
23	Mural Routes	\$33,300.00	The same Project team (arts organization and lead artist) are recommended for funding for a StART Partnership Project above.	N/A	32
24	No.9 Contemporary Art and the Environment	\$40,000.00	Visibility of installation considered to be low relative to other submissions. Proposed mural would front onto parking lot on College property.	N/A	37

<b>Number</b>	<b>Organization</b>	<b>2015 Requested</b>	<b>2015 Recommendation</b>	<b>Funding Recommendation</b>	<b>Ward (* 1<sup>st</sup> StART Partnership Project)</b>
25	Spectrum Arts	\$37,650.00	Application incomplete. Low-impact location adjacent local residential street.	N/A	5
26	Sunday Drive Art Projects	\$3,000.00	Proposal would improve the façade of a single commercial property. Recommended to apply for BIA mural grant.	N/A	19
27	The Laneway Project	\$28,850.00	Low impact locations, focussed on rear laneway. Staff will work with organization to support mural installation through partnership program with Toronto Police Service.	N/A	18
28	The STEPS Initiative	\$28,000.00	If Council wishes to pursue a project of this scale at this location, a more formal process led by the divisions responsible for this facility is recommended.	N/A	23*
29	West End Food Coop	\$10,490.00	Proposal would improve the façade of a single commercial property. Recommended to apply for BIA mural grant.	N/A	14
	<b>Sub-Total</b>	\$248,752.00		N/A	
	<b>Total</b>	<b>\$731,053.00</b>	<b>Total Recommended Funding</b>	<b>\$375,800.00</b>	

## Appendix B

### 2015 StART Partnership Program Project Descriptions

#### Recommended Projects (\* New StART Project Ward)

- 1) **Centre for Spanish Speaking People\***  
Location: East side of Highway 400 underpass at Jane St. (Ward 12)  
Project Summary: Completion of the water-themed mural created on the west side of the underpass in 2014. This community landmark will now serve as a two-sided gateway to north-west Toronto. The mural will celebrate the importance of water as a vital source for all life forms, creating an important relationship between the mural's theme and its surrounding community, given the proximity of the underpass to the Black Creek. The art collective will engage the local community throughout the process and put out a call for site-assistant artists who will have the opportunity to be mentored by lead artists.
  
- 2) **Community Centre 55**  
Location: 9 Crescent Place, wall adjacent to Dentonia Park, nearest major intersection Victoria Park Ave. & Danforth Ave. (Ward 31)  
Project Summary: Community Centre 55 runs a Muralist in Training Program which provides training to youth in the field of mural production. Participants are taught the basics of mural administration, project management, interacting with shareholders, budgeting and installation of various mural types, painting techniques, and the ongoing process of mural maintenance. They will also be trained in the areas of graffiti removal and community development. This year, Community Centre 55 will engage youth in designing a mural on a long stretch of highly-tagged wall overlooking Dentonia Park.
  
- 3) **Community Matters Toronto\***  
Location: Eight Bell Canada outdoor utility boxes in York Centre (Ward 10)  
Project Summary: This is an ongoing project that has transformed 67 Bell Canada utility boxes throughout Toronto into works of public art. This year, Community Matters Toronto will paint an additional eight boxes in Ward 10. The theme for the boxes will be determined in consultation with local residents and artists. Preference is given to artists who live or work in the York Centre ward. Some murals on the boxes will be selected as sites for mentor-trainee interaction opportunities.
  
- 4) **Downtown Yonge Business Improvement Area**  
Location: North-facing blank wall of a Toronto Community Housing Corporation building at Granby St. and Yonge St., 423 Yonge St. (Ward 27)  
Project Summary: This mural will bring to life the side of a heavily-tagged TCHC building facing into the pedestrianized Granby Parkette and be highly visible to anyone passing on Yonge St. The concept for this mural will be “Yonge Love” and illustrate Yonge Street’s cultural identity within Toronto. It will draw on the BIA’s extensive community consultation, and the selected artist will be asked to visually depict the stories gathered through this process.

- 5) **East Scarborough Boys & Girls Club**  
Location: 4371 Kingston Rd., in between Galloway Rd. and Lawrence Ave. E (Ward 43)  
Project Summary: Inspired by the idea of creating an urban street gallery atmosphere (based on feedback heard from youth at the Boys & Girls Club), the mural on a large side wall of a commercial building will support the training of local youth to create vibrant works of art in various styles. The project will benefit the neighbourhood by contributing to the positive social development the community is experiencing, and it will invite viewers to look deeper into the dynamic qualities of community life. There will be a strong emphasis on the involvement of local youth at all stages.
- 6) **Greenest City**  
Location: Three sites: 1337 Queen St. W Dollarama side wall, and structures in Masaryk Park (220 Cowan Ave.) and Dunn Parkette (185 Close Ave.) (Ward 14)  
Project Summary: The Parkdale Food Stories summer youth engagement program aims to develop the artistic skills and community connections of Parkdale youth. Participants in this program will begin developing their artistic skills by working in and around bustling community gardens and parks painting sheds, retaining walls, and seating areas. This training will prepare them for the completion of mural panels to be installed on the highly visible Dollarama side wall in carpark 158. Youth will be closely guided by an experienced mural artist. Youth will also be trained on food security issues.
- 7) **Harbourfront Community Centre**  
Location: Croft St. laneway, off of College St., east of Bathurst St. (Ward 20)  
Project Summary: The existing mural in the Croft St laneway, with its historical significance focusing on John Croft and the Great Toronto Fire of 1904, has experienced extensive weather damage and heavy graffiti tagging and can no longer be repaired. The new mural will re-vision the design while keeping the historical connection to John Croft and the Great Fire. Additionally, the project will provide paid summer employment and training for 2 youth and 1 supporting youth artist who will be mentored by an established Toronto mural artist.
- 8) **Malvern Family and Resource Centre**  
Location: Underpass at Morningside Ave. and Old Finch Rd. (Ward 42)  
Project Summary: Bringing public art to one wall of the underpass, this mural will highlight the strength and vitality of the community and use themes that focus on some of the defining characteristics of the local neighbourhood, including: diversity, the importance and value of youth, overcoming adversity, and the progress the community has achieved in recent years. Working with community partners, 6-8 emerging youth artists will be recruited to participate alongside the lead artist in executing the mural piece.

9) **Mural Routes - *Piliriqatigiingniq***

Location: Side wall facing onto public parkette, 142 King St. E (Ward 28)

Project Summary: *Piliriqatigiingniq* (meaning "to work together towards a common goal") is a public artwork project that will facilitate a collaborative, outdoor wall painting by four Cape Dorset (Nunavut) youth artists and four Toronto youth artists. This mural will bring Inuit art out of galleries into the public for the enjoyment of Torontonians and visitors alike and establish the first public, outdoor Inuit art mural in Toronto. The mural will rejuvenate the artistic and cultural exchange between "the north" and "the south," energized by the vision of youth. A vision for the mural is to have the youth create linocut prints of nature or animals (Toronto youth would be Toronto inspired, Cape Dorset youth would be arctic inspired), and paint those in large, simple, graphics in flat colours. A community consultation on the mural will also take place.

10) **Mural Routes\***

Location: Underpass at Eglinton Ave. E near Leslie St. (Ward 26)

Project Summary: This highly visible underpass, on a high-volume road and transit way for commuters, and near the Aga Khan Museum and Ontario Science Centre, merges together the entranceway to the Flemingdon Park, Thorncliffe Park and Leaside communities. It will be brought to life with a work of public art covering both sides of the underpass. The mural's themes will include modern transportation and technology within a Canadian nature landscape. This mural will support three artistically under-served neighbourhoods and engage youth in assisting with the mural development including planning, pre-production and execution.

11) **Rexdale Community Health Centre\***

Location: Two sites: the Smithfield Skate Park at 173 Mount Olive Dr., and the Baadhhas Building side wall at 2630 Islington Ave. (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 (Elmbank) and Toronto Police Services (23 Division). It caters specifically to marginalized youth and young offenders 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.

12) **Scadding Court**

Location: Women's Residence at 674 Dundas St. W (Ward 20)

Project Summary: This large-scale wrap-around mural production at the Women's Residence will be completed by a woman-led team of aerosol painters which includes women from the Women's Residence, youth volunteers, community partners and a woman-led media team (photographer and videographer). The final mural design will be developed from the ideas gleaned after six consultations with the Women's Residence and other programs delivered through Scadding Court Community Centre. This mural will support the beautification of a building and neighbourhood that has suffered heavy tagging and graffiti.

13) **Surface Art**

Location: Retaining wall (west-facing), south-east corner of Ellesmere Rd. and Warden Ave. (Ward 37)

Project Summary: The mural's theme will highlight community values of family, diversity, inclusion, tolerance, helping others, and respect for the environment. It will attempt to convey raw human emotion with particular attention to love, for the thousands of commuters that pass the enormous cinderblock wall adjacent to the underpasses at the south-east corner of Ellesmere and Warden every day. Surface Art will work with Mural Routes to develop youth engagement workshops around art.

14) **Surface Art\***

Location: Bendale Library, 1515 Danforth Rd. (Ward 38)

Project Summary: Bendale Library's side wall will receive a mural showcasing a universal love for nature and books. The mural will feature familiar Toronto creatures playfully interacting with the wonderful world of books. Young emerging artists will have the opportunity to be involved in developing their public art skills by assisting with priming and preparing the wall. Community workshops may also be delivered.

15) **The Public Realm**

Location: Underpass on Lansdowne Ave., north of Dupont St. (Ward 17)

Project Summary: This large underpass mural will contribute to the changing character of this formerly industrial area which is experiencing rapid growth including a large new condo on the north-west corner, scheduled for occupancy in 2016. It will also complement other public realm beautification projects taking place in the area. The design concept for the mural will be strongly influenced by the community consultation process but will explore the industrial history of the Dupont-Lansdowne area and its transformation into a residential neighbourhood. The theme will transcend the diversity of ages, classes and ethnicities in the area. Student interns from Oakwood Collegiate Institute may be involved in this project. .

16) **The STEPS initiative**

Location: Reggae Lane, 1529 Eglinton Ave. W (Ward 15)

Project Summary: The Reggae Lane Mural Project will transform a public space at the heart of Toronto's Little Jamaica neighbourhood (Eglinton & Oakwood), into a new celebrated cultural landmark. The rich reggae music narrative of this community will be the leading motif behind this project, and the community will be consulted on the mural design. The STEPS Initiative hopes that the proposed mural site will be part of a greater process to activate Reggae Lane, serving as a backdrop to a new "stage" for reggae concerts, and a landmark for people visiting this newly appointed and officially named cultural site. Young people will be engaged in the mural creation process through a range of youth engagement opportunities over the summer months.



17) **Toronto Park People**

Location: Underpass on Dovercourt Rd., south of Geary Ave. and north of Dupont St. (Ward 17)

Project Summary: This mural, in an area of repeated vandalism issues, will bring a large work of public art to a highly visible underpass. The project's theme will be to celebrate cycling and walking along the "Green Line", using varying shades of green with layered stencil shapes of cycling, pedestrian and park themes as well as identifiable local neighbourhood markers. The artist will endeavour to select assistants from the local community.

18) **UrbanArts Community Arts Council**

Location: Underpass at Jane St. and St. Clair Ave. W (Ward 11)

Project Summary: The new mural project situated in a large and busy underpass will create a landmark piece for generations to come, employ youth, and display the cultural/ artistic talent of young people. UrbanArts has consulted with the community in order to obtain their input into the design of the project and to ensure that the mural reflects the ideals and aspirations of the local community.

19) **West Scarborough Community Centre**

Location: West Scarborough Community Centre, 313 Pharmacy Ave. (Ward 35)

Project Summary: The "Creative Alternatives" youth diversion program works with at-risk youth and young adults who have been arrested for graffiti vandalism, vandalism and/or mischief. Approximately 40-50 youth will participate in this mural project, which will beautify the local neighbourhood and support youth skills development. The mural will be located at the Community Centre, which serves as a neighbourhood hub, and looks onto busy Byng Park. The mural theme will be decided upon after community consultation

## **2015 StART Partnership Program Project Descriptions**

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

20) **Birchmount Community Action Council\***

Location: 1021 Birchmount Rd., at Eglinton Ave. (Ward 37)

Project Summary: This project aims to engage youth towards co-creating a mural along the side of the 1021 Birchmount Toronto Community Housing apartment complex. The Mural will center on a theme of growth, health, nourishment, provision, life and other similar symbols.

21) **Jamii**

Location: St. Lawrence Community Recreation Centre, The Esplanade and Princess St. (ward 28)

Project Summary: Residents of The Esplanade will be engaged in a collaborative process to design and paint a mural on the side of the St. Lawrence Community Recreation Centre. In the Fall of 2014, Jamii found 41 people in the Esplanade community, each with a connection to one of the 41 countries participating in the Pan Parapan Am Games, and the mural will be inspired by these 41 neighbours. The installation is proposed for the front (south facing) wall of the St. Lawrence Community Recreation Centre.

22) **Latino Canadian Cultural Association**

Location: Four sites identified including on Queen St. W, Queen St. E, Dundas St. W and Bloor St. W

Project Summary: The North-South Mural Project involves Murals painted in Toronto by 6 local artists and 5 artists from Buenos Aires, Argentina. The artists will work in different areas of the city. The project themes will be decided by the artists, but may include local references to the neighbourhood, and/or life experiences about globalization in the case of the Buenos Aires artists.

23) **Mural Routes – Coxwell Underpass**

Location: Underpass at Coxwell, between Gerrard St. and Danforth Ave. (Ward 32)

Project Summary: The mural will cover both sides of the underpass and have a theme of foliage and nature combined with dynamic, cutting edge graffiti, connecting to the natural landscape and history of the neighbourhood. The mural will bring together the western part of the Beach Hill community and the Danforth Community.

24) **No. 9 Contemporary Art and the Environment\***

Location: Centennial College Ashtonbee, 75 Ashtonbee Rd. (Ward 37)

Project Summary: The mural will be on a wall facing Wexton Park, a public park that is part of the Pan Am Path. Themes of the mural will aim to target all members of the local community and the individuals that use the Pan Am Path, through a community engagement plan, and themes of Sustainability, Sport, Culture and Diversity that are relevant to the area.

25) **Spectrum Arts**

Location: Retaining wall, east side of Stephen Dr., opposite Waniska Ave. (Ward 5)

Project Summary: This mural will be painted on a retaining wall in a residential neighbourhood. Designs by various artists have been mocked up and the final design will be chosen after consultation with the community. It will combine contemporary elements appropriated from the history of the community. Spectrum Arts will engage the neighbourhoods' youth in the mural project.

26) **Sunday Drive Art Projects**

Location: South-west side wall of 835 Bloor St. W (Ward 19)

Project Summary: A new three-storey mural with a bright and colourful abstract style to reflect the vitality and creativity of modern Bloorcourt. The mural will include the block text "MAKE GOOD" which is a nod to the creative activity of the neighbourhood and "Maker culture", and a preface to "make good art, make good choices, make good community".

27) **The Laneway Project**

Location: A strip of laneway running to the north of Bloor St. W from Brock Ave. to Margueretta St., bordering the southern edge of the Susan Tibaldi Parkette (Ward 18)

Project Summary: This proposed laneway mural project will complement the current effort by Bloordale organizations to improve the quality and usability of the neighbourhood's public realm. The laneway mural series will run across 12 properties and will be thematically centred on Bloordale itself. Murals will explore and interpret different aspects of the neighbourhood's past, present and future, from culture to economy to history.

28) **The STEPS Initiative\***

Location: Mel Lastman Square (Ward 23)

Project Summary: the Mel Lastman mural project, titled Metamorphosing, will extend across a 3,000 square feet surface, over three different walls of the Mel Lastman Square. The initial design concept proposes the use of a beehive as a central image, serving as a metaphor for the importance of individuals coming together, especially well-suited for the host community, which is home to many Korean, Persian and other newcomers.

29) **West End Food Coop**

Location: Parkdale Community Health Centre, 1229 Queen St. W (Ward 14)

Project Summary: The mural on the centre's wall facing Queen St. W will draw attention to the Health Centre and West-End Food Coop, making the organizations more accessible to a larger audience of people. The theme of this project revolves around food: how we get food, where food comes from, who grows it, and how food brings people together. It will also speak to the uniqueness of Parkdale and will promote an overall message of healthy living and sustainability.

# Appendix C

