

City Council**Notice of Motion**

MM8.10	ACTION			Ward:All
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Delegated Approval of Agreements to facilitate the installation and promotion of street artworks in Toronto - by Councillor Christin Carmichael Greb, seconded by Councillor Cesar Palacio

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Christin Carmichael Greb, seconded by Councillor Cesar Palacio, recommends that:

1. City Council authorize the General Manager, Transportation Services to enter into and execute separate agreements between the City of Toronto and the Ministry of Transportation of Ontario and Rosefield Homes Inc. to facilitate a streetart installation on the sound barrier wall on the south side of Highway 401 adjacent Burncrest Road (southeast of Bathurst Street and Wilson Avenue), subject to completion of a public consultation process led by the local Councillor, and provided that such agreement is in a form satisfactory to the City Solicitor.
2. City Council authorize the General Manager, Transportation Services Division to enter into and execute agreements to facilitate the timely implementation of streetart initiatives, subject to consultation with the local Councillor, and provided that such agreements are in a form satisfactory to the City Solicitor.

Summary

In 2012, the Transportation Services Division launched StreetARToronto (StART), an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding vibrancy, excitement and beauty to streetscapes and the broader public realm throughout the city. Street art installed under StARToronto programs respect Toronto's diversity and reflect the character of the neighbourhood where they are situated. In addition to beautifying the city's streetscape, StART is an integral part of the City's Graffiti Management Plan, adopted by Council on July 12, 13 and 14, 2011, and has had a positive impact on reducing the incidence of illegal graffiti. These installations also publicly recognize the talent of Toronto's street artists and showcase their work.

The success of the StART program has inspired interest among many individuals and organizations in the public, not-for-profit and private sectors. The Public Realm Section, Transportation Services Division, has been requested by third parties to facilitate street art

installations on public infrastructure within the city. These third party installations contribute to promoting and showcasing Toronto, its streetart and artists. To take advantage of these opportunities the City must enter into formal agreements with third parties.

Metrolinx

Metrolinx first partnered with StART on two projects in 2013: Denison Road Underpass and the West Toronto Rail Path Beautification. In 2014, the Metrolinx/StART partnership expanded to install up to 14 street art murals with an overall budget of close to \$1 million as part of the Georgetown South (Union – Pearson) rail corridor project. Metrolinx funds the cost of the installation and administration provided by StART. Two of these installations have been completed to date. The first installation was along the sound barrier wall on Duoro Road and the second at the Bloor – Perth underpass (Bloor Street east of Dundas Street West). These installations add colour and vibrancy to the streetscape, reinforce neighbourhood character and showcase Toronto street artists. Based on the success of these programs additional partnership opportunities may arise.

Ministry of Transportation (Ontario)

A private sector home builder (Rosefield Homes Inc.) has offered to fund the installation and maintenance of a new artwork installation along a section of the Ministry of Transportation (MTO) sound barrier on the south side of Hwy. 401 adjacent Burncrest Road, near Bathurst Street and Wilson Avenue. MTO requires that Agreements to permit installations on its infrastructure within the city must be with the City of Toronto, and must be for a period of 10-years. If Council approves, the City would also enter into a concurrent agreement with Rosefield Homes Inc. to pass on obligations and responsibilities required by MTO.

As agreements for greater than five years require Council approval, this Motion requests that Council authorize the General Manager, Transportation Services Division, or his designate, to enter into separate related agreements with MTO and Rosefield Homes Inc. to facilitate a new streetart installation on the sound barrier wall on the south side of Highway 401 adjacent Burncrest Road, subject to completion of a public consultation process led by the local Councillor, and provided the agreements are in a form satisfactory to the City Solicitor.

This initiative will benefit the City and local residents as well as artists and arts organization. It is anticipated that other similar opportunities will present themselves over time. Therefore, this Motion also requests Council delegate authority to the General Manager, Transportation Services Division to enter into such agreements as opportunities arise, subject to consultation with the local Councillor, and provided the agreements are in a form satisfactory to the City Solicitor. This delegated authority would enable the City to quickly and effectively respond to initiatives that would enhance the streetscape by adding vibrant artwork and/or showcase and promote Toronto, its streetart, and artists. There are no funding implications resulting from the adoption of this Motion. All necessary expenditures will be accommodated within the approved budget.

Background Information (City Council)

Member Motion MM8.10