

## City Council

### Notice of Motion

MM18.17	ACTION			Ward:18
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**Authorization to Release Section 42 Funds to Transportation Services Division StreetARToronto Program for Phase 1 of the West Toronto Railpath Mural Art Installation Project - by Councillor Ana Bailão, seconded by Councillor Jaye Robinson**

*\* 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 Ana Bailão, seconded by Councillor Jaye Robinson, recommends that:

1. City Council increase the approved 2016 Operating Budget for Transportation Services TP0409 in the amount of \$25,000 gross, \$0 net, on a one-time basis, for the StreetARToronto Program, with funding provided by a Section 42 contribution associated with the approved developments at 303 Margueretta Street, 32 Russett Avenue, 499 St. Clarens Avenue, and 490 Brock Avenue for the purpose of securing a vendor to complete a large-scale public consultation and artistic thematic visioning plan for a series of four (4) interrelated major mural installations along the West Toronto Railpath between Dupont Street to the north and Perth Avenue to the south.

### Summary

Established in 2012, Transportation Services Division StreetARToronto (StART) Program has become a leading authority in significant street art mural installations in the City of Toronto. StART is a pro-active program that aims to increase awareness of street art and its role in adding vibrancy, excitement and beauty to the broader public realm throughout the City. StART is an integral part of the City's Graffiti Management Plan, adopted by Council on June 12, 13, and 14, 2011 and has had a positive impact on reducing the incidence of illegal graffiti vandalism.

The West Toronto Railpath is a popular pedestrian and cycling trail that runs along a rail corridor formerly owned by Canadian Pacific, which is now utilized by Metrolinx and is along the route for the Union Pearson Express.

A number of walls along this linear park have been subject to repeated and significant graffiti vandalism. In an effort to assist the property owners and increase public enjoyment of the space, the Public Realm Section, Transportation Services Division has been requested to lead a

project to install four large-scale murals along the West Toronto Railpath in 2017, all of which to be aligned with a common artistic vision decided by the local and broader community.

The requested funds will be used to complete the first consultative phase of this multiple mural installation on the West Toronto Railpath, on four buildings whose exposure to the trail has significantly increased their susceptibility to repeated graffiti vandalism.

Public consultation is a key component of StreetARToronto's process and seeks to ensure that proposed murals are intrinsically valuable to the local community and are site-specific in design. In order to achieve this important goal for the West Toronto Railpath mural project, a qualified community engagement consultant must be retained to develop and execute a fulsome public consultation, outreach and education series with the community near the West Toronto Railpath to determine an artistic theme and vision on the four key properties encompassing the project as a whole.

Upon approval of the funding of Phase 1 of this project, City staff will issue a Request for Proposal document to retain the services of a consultant with extensive public consultation experience to develop materials, host events, analyze the results of the consultation process and ultimately lead the community and a formal Selection Committee in a decision making process to select the successful artists, artist organizations or a combination of both that will design and install the final artwork designs on the noted four properties. The consultation process would begin in the Fall 2016 and be completed in time to facilitate installation of the murals in Spring/Summer 2017.

### **Background Information (City Council)**

Member Motion MM18.17