

City Council**Notice of Motion**

MM20.28	ACTION			Ward:4
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Authorization to Release Section 37 Funds to Transportation Services Division StART Partnership Program for Mural Art Installation at the Montgomery Road Underpass - by Councillor John Campbell, seconded by Councillor Justin J. Di Ciano

** 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 John Campbell, seconded by Councillor Justin J. Di Ciano, recommends that:

1. City Council increase the approved 2016 Operating Budget for Transportation Services (TP0409) in the amount of \$1,500.00 gross, \$0 net, on a one-time basis, for the StreetARToronto Partnership Program, with funding provided by Section 37 contributions associated with the approved development at 4180, 4186, 4186A and 4190 Dundas Street West (source account XR3026-3700549) for the purpose of increasing the grant to Arts Etobicoke for the installation of a large scale mural at the Montgomery Road Underpass.

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.

Arts Etobicoke have received a StART grant from the City of Toronto and will be partnering with Amnesty International's Project: Urban Canvas for their 4th mural celebrating human rights. They have engaged artist BOO to develop a mural based on Article 1 of the Universal Declaration of Human Rights, "All human beings are born free and equal in dignity and rights."

The purpose of this Motion is to increase the grant to Arts Etobicoke by \$1,500. The funds are to be utilized for the mural installation on the underpass on Montgomery Road right next to Etobicoke Collegiate Institute to transform and beautify the underpass. This underpass is highly visible to anyone walking, jogging, biking or driving down Montgomery Road, between Bloor Street West and Dundas Street West. While this is a quiet residential area, the proximity of schools, churches, a historic museum and a busy community centre make is a heavy travelled route.

To ensure that they get that a wide variety of input about the design of the mural and the community's interpretation of Article 1, Arts Etobicoke has undertaken community consultation. Councillor Campbell attended the first consultation. Arts Etobicoke has also created an online survey to collect submissions from our community.

In addition, Arts Etobicoke will be working with students from Etobicoke Collegiate Institute to gain the youth's perspective and also offer them opportunities to assist with the preparation and application of the final mural. They are also hoping to involve local seniors in both consultations and mural instillation.

Section 37 funds have been secured and received from the development at 4180, 4186, 4186A and 4190 Dundas Street West for streetscape improvements. This Motion seeks the authorization to release \$1,500 of the funds. The request is in conformity with the established policies for the use of Section 37 Planning funds.

Background Information (City Council)

Member Motion MM20.28