



Member Motion

City Council

Motion without Notice

MM28.31	ACTION			Ward:30
---------	--------	--	--	---------

Release of Section 37 funds from the development at 201 Carlaw Avenue and 66 Boston Avenue to undertake a community consultation process and prepare integrated artistic themes for StreetARToronto mural installations in Ward 30 - by Councillor Paula Fletcher, seconded by Councillor Sarah Doucette

** Notice of this Motion has not been given. A two-thirds vote is required to waive notice.
 * This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.
 * This Motion has been deemed urgent by the Chair.*

Recommendations

Councillor Paula Fletcher, seconded by Councillor Sarah Doucette, recommends that:

1. City Council increase the approved 2017 Operating Budget for Transportation Services by \$40,000 gross, \$0 net, on a one-time basis, for the StreetARToronto Program (TP0409), with funding provided by Section 37 contributions associated with the approved development at 201 Carlaw Avenue and 66 Boston Avenue (Source Account: XR3026-3700268) for the purpose of securing a vendor to complete a public consultation process to develop integrated artistic themes for both a series of heritage interpretive murals in the Dundas Carlaw area mural installations at the nine underpass locations in Ward 30.

Summary

Established in 2012 as an initiative of the Transportation Services Division, StreetARToronto (StART) is a central feature of the City's Graffiti Management Plan which was adopted by Council on June 12 to 14, 2011. It is a proactive program that serves to reduce graffiti vandalism; add colourful, vibrant and attractive artwork to neighbourhoods; showcase Toronto artists; and reinforce the City's reputation as a global centre of creativity, innovation and talent. StART has been designed and implemented to contribute to several City Council Strategic Actions as well as to encourage active transportation (walking, cycling) by making the streetscape more appealing and inviting. StreetARToronto is now nationally and internationally recognized as an exemplary approach to graffiti management and street art installation.

Recent redevelopments in the Dundas Carlaw area have presented a unique opportunity to recognize and celebrate the heritage of this community through street art installations. I am requesting support from Transportation Services (StART) to prepare an integrated approach for

both a series of heritage interpretive murals in the Dundas Carlaw area and a unified theme for mural installations at the nine underpass locations in Ward 30. In order to achieve this goal a qualified community engagement consultant must be retained to prepare and execute a fulsome public consultation, outreach and education process to develop the artistic themes. The requested funds will be used to undertake this consultative process.

In addition to recognizing the heritage of the community, these installations will address recurring vandalism and increase enjoyment of the public realm by all users. Engaging the local community to replace unsightly graffiti vandalism with street art has transformed the appearance of neighbourhoods and contributed to creating a greater sense of community pride and belonging.

Upon approval of the recommended funding for this project, Transportation Division (Public Realm Section) staff will issue a Request for Proposal to retain the services of a consultant with extensive public consultation experience to prepare materials, host events, and analyze the results to facilitate development of the artistic themes. The consultation process would begin in Summer/Fall 2017 and be completed in time to facilitate installation of the first murals in 2018.

Funds have been secured through Section 37 benefits from the development at 201 Carlaw Avenue and 66 Boston Avenue to be directed to City approved public art initiatives in the South Riverdale community. These funds have been received by the City.

Background Information (City Council)

Member Motion MM28.31