



Graffiti Management Plan - StreetARToronto (StART) 2018 Partnership Program Recommendations

Date: March 23, 2018
To: Licensing and Standards Committee
From: General Manager, Transportation Services
Wards: All

SUMMARY

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 eliminating graffiti vandalism, adding character and visual interest to city streets, showcasing professional artists, mentoring emerging artists and reinforcing Toronto's reputation as a centre of creativity and talent. 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.

Over the past six years, StART has developed a suite of programs to respond appropriately to the needs and local conditions of the many diverse communities within the city. In delivering these programs, StART engages and links residents, business owners and operators, community groups, artists and arts organizations with each other, as well as with City staff and Councillors. To ensure broad geographical reach of street art projects across the city, Public Realm staff conducted Information Sessions in all four districts and encouraged potential applicants to develop projects for locations in all wards with a focus on projects in wards with limited street art installations. To expand the diversity of artists participating in the program, individual artists and artist collectives as well as not-for-profit organizations are now eligible to submit proposals.

This report recommends funding for 14 mural projects to be delivered by community-based organizations, artists and artist collectives under the 2018 StART Partnership Program including projects in three wards which have not yet had a StART Partnership Program mural installation. The recommended list of projects includes seven individual artists or artist collectives and seven not-for-profit organizations.

RECOMMENDATIONS

The General Manager, Transportation Services, recommends that:

1. City Council approve the list of projects for the 2018 StART Partnership Program included in Attachment 2 to this report.

FINANCIAL IMPACT

This report recommends approval of 14 StreetARToronto Partnership Program projects at a total cost of \$466,230.00. There are sufficient funds in the approved 2018 Transportation Services Division Operating Budget (Cost Centre TP0407) to cover the cost of the recommended projects, including three underpass projects funding through Cost Element #4424 (\$121,860) and eleven projects funded by cost element #5200 (\$344,370.00).

The Acting 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>

COMMENTS

Since its launch in 2012, a suite of programs has been developed under the StreetARToronto (StART) banner to implement the Graffiti Management Plan and respond to the varied ownership, community context that characterize issues associated with graffiti vandalism and graffiti art. The core objectives of the StART art programs are to revitalize and engage communities, make Toronto's streetscapes more attractive, vibrant and safe, encourage active transportation (walking and cycling), showcase and promote emerging and established artists and art work and reduce overall infrastructure maintenance costs by counteracting graffiti vandalism.

To reinforce Toronto's motto 'Diversity Our Strength', throughout 2017 StART continued to develop and expand its relationship with Indigenous artists and organizations. Indigenous artist Tannis Nielsen, of Métis, Anishnawbe and Danish ancestry, began installation of an Ontario Elder/Teacher Honour Wall mural on the west side of the Lower Simcoe Street underpass (between Station Street and Bremner Boulevard) celebrating Indigenous Elders and respected leaders. Ms. Nielsen's proposal was submitted in response to an artist call specifically for artists who identify as Indigenous and was selected by an Indigenous Advisory Panel convened for this project.

StART projects also included collaborative installations with Indigenous and non-Indigenous artists working together, integrating their art styles and learning from each other. Renowned Indigenous artist Philip Cote joined with equally renowned graffiti artists KWEST and Jarus to create a series of murals under the Old Mill Bridge adjacent the Humber River. Another initiative brought together one of Toronto's iconic street

artists, Alexander Bacon with Indigenous artist, musician and dancer Que Rockford to paint a new gateway mural on the underpass on the north side of Dupont Street at Dundas Street West. This mural is a mix of Indigenous, abstract and graffiti art.

One of two international project was created by Paula Tikay and Aner Urra, Indigenous Mapuche artists from Chile. The artists along with producer, Rodrigo Ardiles, engaged and collaborated with students from the Alexander Muir and Gladstone Avenue Junior and Senior Public School and The Grove Community School. The second international project by Justus Roe an artist from Chicago one of Toronto's Partnership Cities, commemorated Canada's 150th birthday.

Street art mural installations, in conjunction with a robust program to remove graffiti vandalism, have reduced vandalism city-wide and made neighbourhood and business areas more attractive and welcoming. The StreetARToronto suite of programs has demonstrated that the consultation, installation and celebration processes make a positive contribution to the local economy, help build socially inclusive communities and have become symbols of community pride which serve to foster a greater sense of belonging. The success of this proactive and collaborative approach is establishing Toronto as a centre of excellence in regard to public policy and programs for graffiti management.

Information Sessions

In addition to serving as a deterrent to graffiti vandalism, StART programs have showcased the creativity of Toronto based artists and arts organization and the city to the world. To continue expanding the diversity of participants and the geographical reach of projects, Public Realm staff conducted Information Sessions in all four districts (The Old Mill Inn, Toronto Centre for the Arts, Cedar Ridge Creative Centre and Pia Bouman School for Ballet and Creative Movement) attracting a total of 275 participants 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 advised participants that the City was seeking to ensure a broad geographical distribution of mural installations. Staff also worked with artists and arts organizations on an ongoing basis to facilitate StreetARToronto mural installations in all wards using the full suite of StART programs.

Evaluation of Applications

Applications were reviewed by an Advisory Panel that included four external professionals as well as Public Realm 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 improvement strategy;
- Ability to illustrate how the project reflects, chronicles or supports the distinct character of the community and overall artistic quality;
- Organizational, artist or arts collective 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

- Ability to leverage in-kind, private or public support;
- Technical feasibility (visibility of site, project co-ordination and work plan);
- Wards that do not have previous StART Partnership art installations.
- Emphasis given to projects that support Toronto's motto Diversity Our Strength.

This report recommends approval of 14 projects with total StART Partnership Program funding of \$466,230.00. The proposed budget for each project is reviewed for compliance with the eligibility requirements. The applicants not recommended by the Advisory Panel will be contacted by StART staff and invited to network meetings and workshops to provide advice, respond to questions, clarify requirements and expectations and assist them in developing project proposal for future submissions. StART staff also connect with artists, community groups and other organizations throughout the year in regard to the annual StART Partnership Program.

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ATTACHMENTS

Attachment 1 -2018 StART Suite of Programs
Attachment 2 - 2018 StART Partnership Programs - Recommended
Attachment 3 - 2018 StART Partnership Program - Not Recommended
Attachment 4 - 2018 Project Descriptions - Recommended Projects
Attachment 5 - 2018 Project Descriptions - Not Recommended Projects
Attachment 6 - Map of 2018 Recommended Projects by Ward

Attachment 1

2018 StART Suite of Programs

- StART Partnership Program, the subject of this report, is a competitive, application based program that provides funding to artists, artist collectives and non-profit 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 and mural art on the walls of underpass structures. StART UP provides flexibility to install large scale street art murals in areas where there are few suitable building walls.
- 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 property owners engaging and funding street artists, this program removes illegal graffiti and replaces it with mural and graffiti art approved by the owner.
- StART Community Partnership Program addresses neighbourhood and community issues to reduce graffiti vandalism and improve the visual appearance of streets and laneways. Toronto Police Service officers together with Auxiliary members and volunteers often assist by working collaboratively with youth, graffiti and street artists, residents, business owners, community groups and schools.
- StART Outside the Box engages local artists to install art on some of Toronto's 2,300 traffic signal controller cabinets located at signalized intersections throughout the city which have been frequent targets of graffiti vandalism.
- StART Networking and Education Program was initiated in 2017 to increase awareness and expand the diversity of artists and arts and community organizations engaged in the program through developing educational workshops and networking opportunities that attract new entrants and connect them with established artists, non-profit organizations and local community initiatives. Initial workshops focussed on outreach to Indigenous and women artists and artistic perspectives, Indigenous knowledge sharing, community skills building, working through an equity lens and access street art projects.
- 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.

Attachment 2

2018 StART Partnership Programs - Recommended

NO	Organization	2018 Requested	2018 Recommendation	Funding Recommendation	Ward (* 1st StART Partnership Project)
1	AKIN Collective	\$11,392.27	Recommended	\$11,390.00	17
2	Christiano De Araujo	\$22,500.00	Recommended	\$22,500.00	17
3	Community Centre 55	\$27,987.00	Recommended	\$27,980.00	35
4	Dan Bergeron	\$37,862.57	Recommended	\$37,860.00	34
5	East Scarborough Boys and Girls Club	\$21,500.00	Recommended	\$21,500.00	43, 44
6	Jerry Rugg	\$50,000.00	Recommended	\$50,000.00	14
7	Michael Cavanaugh (Community Matters)	\$20,400.00	Recommended	\$20,400.00	7, 23, 37
8	Mural Routes	\$26,920.00	Recommended	\$26,920.00	42
9	Na-Me-Res	\$45,000.00	Recommended	\$45,000.00	19, 21
10	Nick Sweetman	\$39,000.00	Recommended	\$39,000.00	6
11	Rodrigo Ardiles (Collective)	\$49,108.00	Recommended	\$49,100.00	18
12	Roncesvalles Village BIA	\$29,880.00	Recommended	\$29,880.00	14
13	Steps Initiative	\$50,000.00	Recommended	\$50,000.00	27
14	Vibe Arts	\$34,700.00	Recommended	\$34,700.00	38
Sub-Total		\$ 466,249.84	Recommended Funding	\$466,230.00	

Attachment 3
2018 StART Partnership Program - Not Recommended

NO	Organization	2018 Requested	2018 Recommendation (Not Recommended)	Funding Recommendation	Ward (* 1st StART Partnership Project)
15	Amy Forristal	\$22,500.00	Good initial concepts but requires further development.	N/A	15
16	Andrew Horne (Bizarre Bazaar Art)	\$20,262.00	Additional consultation and consideration of impact of on neighbourhood required.	N/A	30,32
17	Dmitry Bondaenko (Passage Mural Collective)	\$11,864.00	Would produce a lower impact than recommended applications.	N/A	32
18	Downtown Yonge BIA	\$19,500.00	Good initial concepts but requires further development.	N/A	27
19	Duke Heights BIA	\$15,000.00	Needs further development of design concept.	N/A	8
20	Evergreen Brickworks	\$30,450.00	Additional consultation and consideration of impact of on neighbourhood required.	N/A	28
21	Friends of the Pan Am Path/ Evergreen Brickworks	\$38,550.00	Good initial concepts but requires further development.	N/A	29
22	Kyla Ross Collective	\$19,100.00	Would produce a lower impact than recommended applications.	N/A	32
23	Margaret Cresswell	\$50,000.00	Inconsistent scope of work and proposed budget.	N/A	19
24	Urban Arts	\$29,791.80	Good initial concepts but requires further development.	N/A	38
25	William Lazos	\$19,000.00	Additional consultation and consideration of impact of on neighbourhood required.	N/A	14
Sub-Total Not Recommended		\$ 276,017.80	N/A		
Total Request		\$ 742,267.64	Total Recommended	\$466,230.00	

Attachment 4

2018 Project Descriptions - Recommended Projects

1) AKIN Collective

Location: Akin St. Clair, 1747 St Clair Ave West (Ward 17)

Project Summary: Akin Collective provides affordable studio and shared workspace for approximately 300 artists and creators with seven locations across Toronto including space for over twenty local artists at the Akin St Clair location. The Akin Collective proposes to work with the local community to envision a new mural at 1747 St. Clair West to, celebrate the diversity of the neighbourhood and recognize a local community leader.

2) Christiano De Araujo

Location: 1689 St Clair Ave West (Ward 17)

Project Summary: Brazilian Canadian Christiano De Araujo is an award winning, visual artist specializing in murals and paintings. This project will remove unsightly graffiti vandalism and replace with a mural that would beautify the neighbourhood and commemorate local history. A local resident of St. Clair West, Christiano will work closely with community members to produce a large-scale collaborative design.

3) Community Centre 55

Location: 772 Warden Ave, Scarborough (Ward 35)

Project Summary: This project by Community Centre 55 and artist Evond Blake (MEDIAH) will bring a large-scale, landmark mural entitled 'DRIFT APPENDAR' to the southwest Scarborough neighbourhood. As a resident of the area, MEDIAH is inspired to use his artistic talent to give back to his community and to bring more public art to the neighbourhood. MEDIAH and Community Centre 55 will facilitate a youth mentorship component to the project to help young aspiring artists learn about mural production and community engagement.

4) Dan Bergeron

Location: Lawrence Avenue East Underpass, west of Carnforth Road (Ward 34)

Project Summary: This project proposes a mural that will cover both sides of the underpass on Lawrence Avenue East between the Don Valley Pkwy and Victoria Park Road. The mural will significantly improve the visual environment for drivers, cyclists and pedestrians. Artists Dan Bergeron and Gabriel Specter will mentor students from Victoria Park Collegiate Institute throughout the development and production of the mural.

5) East Scarborough Boys and Girls Club

Location: 4205 Lawrence Ave. and 4301 Kingston Rd (Ward 43 & 44)

Project Summary: The project is a partnership with the East Scarborough Boys & Girls Club, Toronto Community Housing and artist Amir Akbari with a strong emphasis on community engagement and mentoring youth artists. The partnership will engage and work with local residents and community members to ensure they have an active voice and ongoing roll in their community beautification process.

6) Jerry Rugg

Location: 245 Dunn Avenue (Ward 14)

Project Summary: Internationally known artist Jerry Rugg (BirdO) will create a large-scale (20-story) mural on the north-facing Toronto Community Housing building at 245 Dunn Avenue. As a member of the Parkdale community for over 16 years, Jerry will work with the local community to foster cultural dialogue and attract positive attention through mural design and production. Jerry will also work with youth groups at PARC (Parkdale Activity-Recreational Centre) and at the West Neighbourhood House (a division of the United Way).

7) Michael Cavanaugh (Community Matters)

Location: 17 murals in 16 locations (Wards 7, 23 & 37)

Project Summary: Led by artist and community animator Michael Cavanaugh and Community Matters Toronto, a non-profit community organization this project will install murals on Bell boxes in three wards to bring art to areas with few street art installations. . With community support, Michael will select local artists, mentor local youth, work with local seniors and work with the community members to gather themes for the artwork.

8) Mural Routes

Location: 5183 Sheppard Ave E, Scarborough (Ward 42)

Project Summary: This project which also marks the Canada-China Year of Tourism 2018 will create a large scale community mural on the north wall of the Chinese Cultural Centre of Greater Toronto as part of their 20th Anniversary. It connects to the overarching curatorial vision of “multi-culturalism, coming together, sharing and harmony” formulated by the Chinese Cultural Centre. Mural Routes will work closely with the local community and with the Chinese Cultural Centre to help nurture mutual respect and understanding between Chinese Canadians and Canadians of other heritage, with the ultimate goal of unity and prosperity.

9) NA-ME-RES (NATIVE MEN’S RESIDENCE)

Location: Dupont and Shaw Underpass (Wards 19, 21)

Project Summary: Na- Me-Res and lead artist Paula Gonzalez-Ossa propose to create a mural production on both walls of the underpass on Shaw Street, north of Dupont Street. The mural will feature a vibrant design of the lands, water, flora and fauna that once existed in the areas surrounding Garrison Creek. Na-Me-Res will conduct four consultations with First Nations Elders, who will share historical information regarding the importance of Garrison Creek. Gonzalez will outreach to the Wychwood Open Door Drop in, work closely with staff and residents Na Me Res Sagatay, and involve the students at St. Bruno's Catholic School.

10) Nick Sweetman

Location: Thirtieth St Underpass between Akron and Elder (Ward 6)

Project Summary: This project by well-known mural artist Nick Sweetman will feature a new mural on both walls of the repeated vandalized underpass on Thirtieth Street. Nick will work with the local community with a focus on children and youth to explore the local lakeshore ecology and issues facing plants and wildlife. The project will also include guided nature walks to explore nearby sites along the shoreline and will use these findings as inspiration for the final design.

11) Rodrigo Ardiles (Collective)

Location: 1473, 1533, 1637 and 1715 Dundas St. West (Ward 18)

Project Summary: This project recognizes the relationship between Canada and Chile and in particular the cities of Toronto and Valparaiso. Artist and producer Rodrigo Ardiles will work with the Lula Music and Arts Centre and the Valparaiso en Colores (Chilean NGO) to create an ongoing cultural exchange that will create four murals in the Dundas West neighbourhood and several murals in Valparaiso. This project has the support of the municipalities of Valparaiso (First Nations Office), the Toronto District School Board, the Canadian Embassy in Chile, the Ministry of Foreign Affairs of Chile, and the Chilean Canadian Cultural Society.

12) Roncesvalles Village BIA

Location: 149 Roncesvalles Avenue (Ward 14)

Project Summary: The Roncesvalles Village BIA proposes to replace a fading and outdated mural with a more contemporary design by lead artists Jim Thierry Bravo and Indigenous artist Philip Cote. This project is an opportunity for a new theme that better reflects the neighbourhood and speaks to the benefits of collaboration and engagement by producing a shared community vision. Both lead artists have lived and worked in the neighbourhood and are familiar with Roncesvalles Village past and present.

13) STEPS Initiative

Location: 111 Carlton Street (Ward 27)

Project Summary: This project will result in the production of a 23 story landmark work of art to be installed at Carlton Street and Jarvis Street. The project - entitled Equilibrium - is a collaboration between The STEPS Initiative, Parkside Student Residence and Ryerson University. Lead artist Okuda San Miguel born in Santander, Madrid, is an internationally celebrated street artist. The artwork will connect with the diversity of the surrounding area and will include natural elements (in reference to nearby Allan Gardens). Ryerson and OCAD University students, as well as the diverse local community and community-serving agencies will be engaged.

14) Vibe Arts

Location: 1967 Ellesmere Rd (Ward 38)

Project Summary: Vibe Arts will work with professional muralist Ryan Dineen along with a group of emerging youth muralists/artists to create a project at the Centennial East Recreation Centre (CERC), the largest recreation centre in Scarborough. The project will feature a painted/mixed-media mural and will include a unique community created design process informed by local children and youth. The community will be central to the project, and Vibe Arts will provide mentorship opportunities that allow emerging artists to learn about high-quality mural production.

Attachment 5

2018 Project Descriptions - Not Recommended Projects

15) Amy Forristal

Location: 640 Lawrence Ave. West (Ward 15)

Project Summary: Artist Amy Forristal requests funding for a mural, in partnership with the John Polanyi Collegiate Institute, to support the Lawrence Heights Inter-Organizational Network (LHIONS). The Advisory Panel concluded that although the initial concepts for this project is good it requires further development to make a successful application.

16) Andrew Horne (Bizarre Bazaar Art)

Location: 1481 Gerrard St E Toronto (Ward 36)

Project Summary: The Bizarre Bazaar Art Collective is seeking funds to create two large scale murals and a series of smaller laneway murals with the Gerrard India Bazaar BIA. The Advisory Panel concluded that the proposal was not sufficiently developed and would benefit from greater community consultation and consideration of impacts on the local neighbourhood.

17) Dmitry Bondaenko (Passage Mural Collective)

Location: Dundas Street West & the Don Valley Parkway (Ward 28)

Project Summary: The project proposes to create a mural on a container located at the Silver Mill on Dawes Road. The submission acknowledged that the project site has very limited visibility. The Advisory Panel agreed, and would produce a lower impact than recommended applications at this time.

18) Downtown Yonge BIA

Location: 423 Yonge Street (Ward 27)

Project Summary: The Downtown Yonge BIA proposes "Music on Yonge Street" as a continuing theme arising out of the 7-month community consultation on the future of the neighbourhood they conducted in 2015. The application did not include a lead artist, concept or design and the Advisory Panel felt the project needs further development.

19) Duke Heights BIA

Location: Sheppard Avenue West Underpass near Chesswood Drive (Ward 8)

Project Summary: The DUKE Heights BIA is seeking funds for a second underpass mural, as part of its commitment to public realm beautification and improvements throughout the area. The proposal there did not identify a lead artist or theme and the Advisory Panel felt the submission required more development.

20) Evergreen (TRCA and PFR)

Location: Dundas Street West & the Don Valley Parkway (Ward 28)

Project Summary: The proposed mural project focused on the Dundas Street East Bridge, underpass along the Lower Don Trail. The Advisory Panel appreciated the significant artistic profiles of the selected artists however the design did not reflect the diversity of the community and would not sufficiently deter graffiti vandalism.

21) Friends of the Pan Am Path and Evergreen Brickworks

Location: 550 Bayview Ave (Ward 29)

Project Summary: The project proposed to paint surfaces of two large concrete pillars in the east parking lot of Evergreen Brick Works. Although the Advisory Panel was impressed by the work of the assigned curator Emmanuel Jarus the submission was not sufficiently developed to ensure the project would meet the goals of the program.

22) Kyla Ross Collective

Location: 1917 Gerrard Street East (Ward 32)

Project Summary: The Collective proposed The Corner Spot Mural Project to be installed on the wall on a new local business as part of a larger revitalization effort in the Beach Hill neighbourhood. The Advisory Panel felt the project to be appealing but concluded that concept and community consultation were underdeveloped and the project required further support from the local community.

23) Margaret Cresswell (Murals by Marg)

Location: 909-911 Bloor St W (Ward 19)

Project Summary: The project proposed a series of murals created with a collective of female artists along the side of a privately owned building adjacent to Concord Avenue. The project would also include the walls that face onto the lane way. The Advisory Panel felt the project was inconsistent in the scope of work and did not meet the requirements of the program.

24) Urban Arts

Location: 761 Jane Street (Ward 11)

Project Summary: This project proposes to install a new mural on a wall of the Jane Woolner Plaza. The wall currently has a mural that was commissioned and installed by UrbanArts in 2009 and the new design proposes to expand the size of the original piece to help counteract vandalism. The Advisory Panel concluded that the project required further development with the community concept, design and budget.

21) William Lazos

Location: 338 Dundas Street East (Ward 14)

Project Summary: William' Lazos proposed a mural project located on three panels along the South Liberty Trail (SLT). Recently, four silos and two hoppers were painted by street artists and this applicant proposed to continue the enhancement of the SLT and the southern sector of Liberty Village. The Advisory Panel felt project concept to be unclear and the community consultation plan needed more development.

Attachment 6

Map of 2018 Recommended Projects by Ward

