

Request for Expression of Interest
2019 StreetARToronto Road Mural Program

The City of Toronto invites community groups to submit an Expression of Interest (EOI) to participate in StreetARToronto Road Murals program for 2019. This Expression of Interest is the first phase of a two-phase application process that will be used to determine eligible road mural installation projects.

This program is being implemented by **StreetARToronto (StART)**, part of the Public Realm Section of the City of Toronto Transportation Services Division.

Background

At its meeting held May 23 – 24, 2018, City Council adopted a report concerning the StreetARToronto Road Mural Pilot Program and directed the General Manager, Transportation Services to implement the Road Mural Pilot Program on an ongoing basis through an application based process as part of the StreetARToronto suite of programs. Road murals are required to be located mid-block on low volume, local streets during street events when a road closure permit is in effect. Road mural installations are to be completed by October 31, 2019.

StreetARToronto will provide support materials (paint, brushes, rollers, etc.) of up to \$500 based on project requirements and an artist honorarium of \$500 per approved project.

Overview of Application Process

The review and approval process requires the applicant to develop designs, undertake community consultation and secure petition signatures from local residents. Recognizing the considerable time and effort these activities take, a two-phase application process to determine successful road mural installations, as outlined below, has been established.

Phase I – StART Road Mural Installation Expressions of Interest

- Resident associations, business owner groups and community organizations interested in installing a road mural should submit an Expression of Interest Application to streetart@toronto.ca by **4:30 p.m. on July 4, 2019**;
- The purpose of the Expression of Interest is to establish compliance with basic eligibility requirements, i.e. mid-block location on low volume, local streets during street events when a road closure permit will be in effect, prior to development of a design, community consultation and securing petition signatures.
- Residents associations, business owners and community organizations will be advised if their proposal satisfies the basic eligibility requirements within two weeks of receipt of REOI submission and invited to submit a StART Road Mural Installation Application (Phase II).

Phase II – StART Road Mural Installation Application

Resident associations, business owner groups and community organizations that successfully meet the basic eligibility criteria set out in the Expression of Interest will be invited to submit a StART Road Mural Installation Application (Phase II) which will include, but is not limited to:

- A sketch of the proposed road mural artwork and confirmation of location, including boundaries and distance from nearest intersection(s). Proposed designs, artwork and location are subject to approval by the General Manager, Transportation Services (or designate) prior to installation;
- A list of materials to be applied to the road surface, e.g. paint, chalk, etc. which will be assessed to ensure compliance with City of Toronto Environmental, Health and Safety Requirements;
- A summary of the community consultation process and petition of support with original signatures of local residents; and
- Any other details, terms and conditions as required by the City of Toronto, to be provided in a formal application document signed and submitted by the applicant(s).

The deadline to receive the completed StART Road Mural Installation Application (Phase II) is **4:30 p.m.** on **August 1, 2019**. Successful applicants will be advised within two weeks of receipt of their completed application.

Eligibility

- The Applicant must be an established community organization (e.g. Residents' Association, Business Improvement Area).
- The location for the proposed road mural installation must be mid-block (i.e. a safe distance from an intersection) on a low volume, local (public) street within the City of Toronto.
- The road mural must be installed during the course of a scheduled and approved street event which includes a permitted road closure covering the location of the proposed mural.

General Terms and Conditions

Among other things, successful community organizations must:

- Assume the full cost of design, community consultation and installation including road closure(s);
- Undertake community consultation in regard to the proposed mural concept and design, including submission of a signed petition confirming support of the project by local residents; and
- Assume responsibility for obtaining all necessary permits required and supervising the installation of the road mural.

StART Road Mural Installation Expressions of Interest should include:

1. Full name of community group and the full name and contact details of one main representative (telephone and email).
2. Exact location of proposed road mural. Please include:
 - a. A minimum of one photo of the proposed site;
 - b. The street name;
 - c. Boundaries of the proposed mural location, by nearest addresses; and
 - d. Distance from nearest intersection(s).
3. The name and date(s) of the street event that will include a permitted road closure.
4. Description of street event activities.

Evaluation

Submissions will be reviewed by the General Manager of Transportation Services. Projects will be evaluated based on community support, artistic merit and geographic distribution.

Expression of Interest Submission and Deadline

Expression of Interest Submissions must be received by **4:30 p.m. on July 4, 2019**. Submissions will not be accepted past the deadline. Please submit one electronic copy of your Expression of Interest, compiling all sections of your application into **one** document.

By email to: streetart@toronto.ca

Or by mail to:

Attn: Project Manager, StART Road Murals
City Hall, 23rd Floor, East Tower
100 Queen Street West
Toronto, Ontario, M5H 2N2

For further information or general questions, including whether your proposed street is considered low volume and local, please contact: Jodi Callan, 416-392-1533; Jodi.Callan@toronto.ca

StreetARToronto (StART) is a suite of innovative, public-private partnership programs designed to develop, support, promote and increase awareness of street art and its role in strengthening neighbourhoods, advancing Toronto's motto "Diversity Our Strength", fostering a sense of belonging and pride of place, mentorship and skills development and adding colour, character and vibrancy to



communities throughout the city. **StART** is an integral part of the City's Graffiti Management Plan and managed by the City of Toronto, Transportation Services Division. Public Realm Section.