

YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area [BIA]

Request for Proposals | Street Mural Projects 2024

Inspirational Art Opportunities: 1. Mundane Electrical Boxes to Vibrant Icons | 2. Culturally Iconic Mural

DEADLINE: Monday, September 2, 2024 @11:59pm EST

Invitation

The Yonge + St. Clair Business Improvement Area [BIA] has been granted an exceptional opportunity to utilize funding from the City of Toronto to seek strategies to bring more people to the area via public street art and beautification projects. This initiative acknowledges the current steadfast densification creating neighbourhood identity obstacles across the area and seeks urban resilience for local people & businesses through a cohesive, vibrant aesthetic and character. We are calling on all motivated artists to submit budgeted mural design proposals for **one or both** of the following sites within the Yonge + St. Clair BIA:

Opportunity (1)

Two side-by-side electrical boxes located in front of a school along calm, lush Ferndale Ave.

Opportunity (2)

One partially protruding brick wall located along iconic St. Clair Ave. near Yonge St.

Please note these are two separate submissions.



Background

The Yonge + St. Clair BIA was founded in 2018 to strengthen the economic health and livability of the neighborhood through strategic investments in the public realm, cultural programming, brand awareness, and advocacy. Our mission is to be a local economic growth accelerator that attracts new businesses, grows existing businesses, creates an enjoyable public realm experience, and generates visitor demand.

The immensely diverse area around Yonge + St. Clair is perched atop a hill and is characterized by the nearby ravine and pockets of green space. Commercial towers form the backbone along both Yonge St. and St. Clair Ave. Popular lunch spots, numerous schools, a public library, and residential buildings round out the programming. The area is well connected through public transit and contains numerous large-scale murals and sculptures to add character. With a wave of development coming in, we must ask, what does it take for the Yonge + St. Clair area to be a neighbourhood?

The areas of focus for these two projects are (1) Nature: highlight the natural components of the area [electrical boxes]; (2) Identity: uncover and display our neighbourhood's character [brick wall mural]

Please reference the following projects to function as precedents of local artwork:

#WaterfallYSC [Studio F Minus] // Inside Out Art installation [Rich Schutte & Jacqueline Vandervaart] // Untitled Mural – 2016 [Phlegm] // Deer Park Mural - 2019 [BirdO + Slate] // Toronto Island Sunset Mural [Leyland Adams Art] // Midtown Vibrance Mural [Leyland Adams Art]

Objectives

- Showcase refined and modern art that reflects local legacy & urban evolution.
- Enhance visual appeal of the Yonge + St. Clair neighborhood to increase foot traffic.
- Reflect the diversity of not only the people, but their businesses.
- Uncover the past, acknowledge & cherish the present, aspire for future advancements.

Scope of Work

You shall act as the project manager, advisor, and planner referencing our [Strategic Plan](#) and [Streetscape Master Plan](#) [linked here] as a guide to better understand the full breadth of the area [history, diversity, culture, layout, building forms & typologies, etc.]. For opportunity (1) [mural on electrical boxes], we will grant you no more than **\$3,000** [total for the two electrical boxes] to beautify these typically mundane objects. For opportunity (2) [mural on a brick wall], we will grant you no more than **\$5,000** to create an iconic mural. Each proposal must include an executive summary, artistic concepts, artistic profile, images of previous work, and detailed budget and timeline. Please note that Yonge + St. Clair BIA will be responsible for cleaning and removing graffiti / postering for the two electrical boxes and brick wall prior to the initiation of the project.

Engagement with Stakeholders

There will be a jury compiled of members of the Yonge + St. Clair BIA and owners of the electrical boxes & building to award the winning mural designs. We expect your work to provide a true demonstration of our identity through in-depth research and analysis of local businesses, residents, and surrounding context.

Considerations for Artwork

Disclaimer: the artist must be aware and assume the risk that their artwork may be subject to damage by the elements or public.

Materials: the \$3,000 & \$5,000 budgets are all inclusive. Please keep in mind costs of items such as primer.

Artwork Logistics: opportunity (1) [electrical boxes] - create **one** design proposal that is vibrant, relevant, and cohesive across **both** electrical boxes; opportunity (2) [brick wall] – create **one** design proposal that acts as an all-encompassing depiction of the iconic Yonge + St. Clair neighbourhood.

Design Approach: please ensure each design is a painting [not wrap or poster/billboard] with no extruding elements and can be engaged with from all angles. Consider the goal of ensuring there will be no graffiti or posters on top of your work. Any form of advertising is not permitted.

Theme: opportunity (1) [electrical boxes] “**Depict nature in reference to geographical, historical, & cultural context**”; opportunity (2) [brick wall] “**Display the culture of Yonge + St. Clair in relation to the past, present, and future.**” For both themes, we still expect your own creative interpretation and unique style to be at the forefront of the design.

Deliverables [Opportunity 1+ 2]

Executive Summary [1 page maximum]: provide a brief description of your proposition in relation to the context [Yonge + St. Clair neighbourhood] demonstrating how your vision aligns with our philosophy and theme.

Artistic Concept [4 pages maximum]: design proposals [images, descriptions, precedents, colour schemes, and/or themes] for each of the two electrical boxes and/or brick wall.

Artist Profile & Previous Work [2 page maximum]: provide an artist’s CV and images of previous work.

Detailed Budget & Timeline [1 page maximum]: detailed budget [not exceeding \$3,000 & \$5,000 respectively] and schedule outlining design / materials / prep / install phases & timeline.

Timeline [Opportunity 1 + 2]

Monday, September 2, 2024 @11:59pm: proposals due.

Friday, September 6, 2024: artists selected, and contracts awarded by Yonge + St. Clair BIA.

September - October 31, 2024: installation period.

How to Submit / Questions

Please note these are **separate** proposals. Submit each proposal **as a single PDF** electronically to jason@yongestclair.ca with the following subject line:

For the opportunity (1) title: “RFP – Street Mural Projects 2024 – Electrical Boxes [Your Name]”

For the opportunity (2) title: “RFP – Street Mural Projects 2024 – Brick Wall [Your Name]”

Please also direct any questions to jason@yongestclair.ca. The deadline for all submissions is **11:59pm EST on Monday, September 2nd, 2024**.

Electrical Box & Brick Wall Locations

Dimensions provided are approximate and follow the format of Width x Depth x Height in inches [electrical boxes] and feet [brick wall]. Locations are designated by nearby intersecting streets and are shown on the corresponding map. Please note, only the bricks [not the bottom right portion where there are pipes] can be painted on for the wall. All faces of the electrical boxes are to be painted on.

Opportunity (1) [Electrical Box Mural]

BOX 1

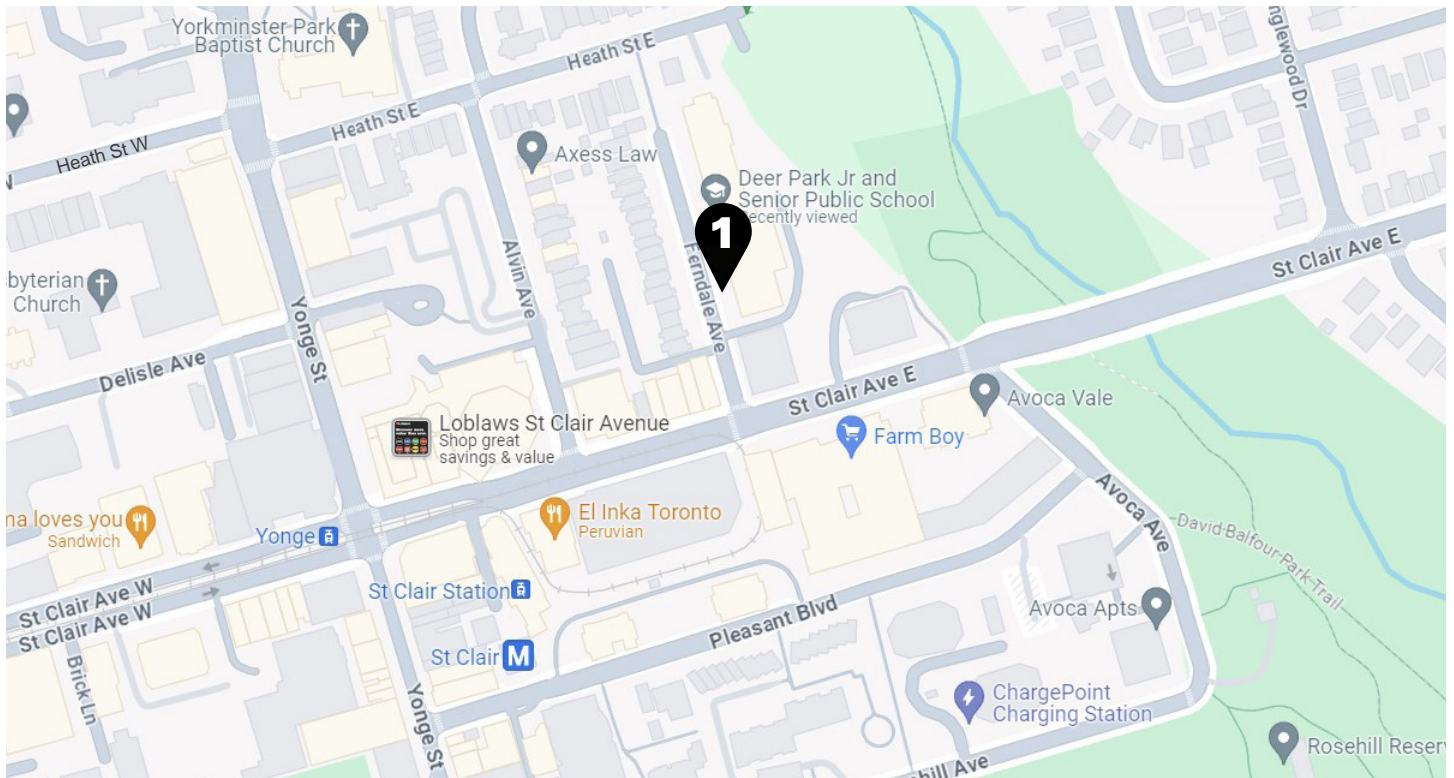


Location: St. Clair Ave. E. + Ferndale Ave.
Dimensions: W79" x D20" x H53"

BOX 2



Location: St. Clair Ave. E. + Ferndale Ave.
Dimensions: W58" x D27" x H53"



Opportunity (2) [Brick Wall Mural]

BRICK WALL



Location: St. Clair Ave. W. + Yonge St.

Dimensions: overall wall - W31' x H28' / bottom right portion - W15' x H7.5'

