

YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area [BIA]

Request for Proposals

Inspirational Art Opportunity: *Mundane Electrical Boxes to Vibrant Icons - Bell Box Mural Project 2024*

DEADLINE: Monday, July 29, 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, which is subsequent to the obstacles created by widespread construction, to seek strategies to bring more people to the area via public street art and beautification projects. Thus, we are calling on all motivated artists to submit budgeted mural design proposals for the enhancement of six *Bell* electrical boxes located at vital intersections throughout the Yonge + St. Clair BIA. This initiative acknowledges the current steadfast densification across the area and seeks urban resilience for local people & businesses through a cohesive, vibrant aesthetic and identity.

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 goal is to utilize the nearby, disregarded electrical boxes as a signification of our identity. Through modern art, we must restore the reputation of Yonge + St. Clair as a dynamic commercial district.

Please reference the following projects to function as precedents:

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

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.]. We will grant you no more than \$7,500 [total for the six electrical boxes] to beautify these typically mundane objects. Your proposal must include an executive summary, artistic concepts, artistic profile, and detailed budget and timeline. Please note that Yonge + St. Clair BIA will be responsible for cleaning and removing graffiti / postering for each Bell box prior to the initiation of the project.

Engagement with Stakeholders

There will be a jury compiled of members of the Yonge + St. Clair BIA to award the winning mural design. 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 \$7,500 budget is all inclusive. Please keep in mind costs of items such as primer.

Artwork Goals: create a design that is vibrant, relevant, and cohesive across all six electrical boxes, ensuring each individual box also contains unique attributes in relation to the immediate surroundings / context.

Design Approach: please ensure your design is a painting [not wrap] with no extruding elements and can be engaged with from all angles. The goal is to ensure there will be no graffiti or posters on top of your work, so take this into account. Any form of advertising is not permitted.

Theme: the general theme is, “**displaying the culture of Yonge + St. Clair in relation to the past, present, and future.**” With that in mind, we still expect your own creative interpretation and unique style to be at the forefront of the design.

Deliverables

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 six electrical boxes.

Artist Profile [1 page maximum]: provide an artist’s CV.

Detailed Budget & Timeline [1 page maximum]: detailed budget [not exceeding \$7,500] and schedule outlining design / materials / prep / install phases & timeline.

Timeline

Monday, July 29, 2024 @11:59pm: proposals due.

Monday, August 26, 2024: artist selected, and contract awarded by Yonge + St. Clair BIA.

September - October 31, 2024: installation period.

Communication

Submit proposals **as a single PDF** electronically to jason@yongestclair.ca with the subject line “RFP – Bell Box Mural Project 2024 - [Your Name].” Please also direct any questions to this email address. The deadline for all submissions is **11:59pm EST on Monday, July 29th, 2024.**

Box Locations

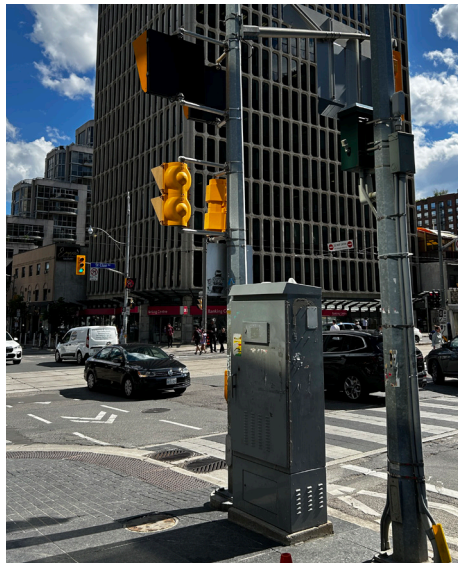
Dimensions provided are approximate and follow the format of Width x Depth x Height in inches. Locations are designated by nearby intersecting streets and are shown on the corresponding map on the next page.

BELL BOX 1



Location: St. Clair Ave. W. + Deer Park Cres.
Dimensions: W33” x D18” x H82”

BELL BOX 2



Location: Yonge St. + St. Clair Ave. E.
Dimensions: W33” x D18” x H82”

BELL BOX 3



Location: St. Clair Ave. E. + Ferndale Ave.
Dimensions: W33” x D18” x H82”

BELL BOX 4



Location: St. Clair Ave. E. + Avoca Ave.
Dimensions: W30” x D17” x H82”

BELL BOX 5



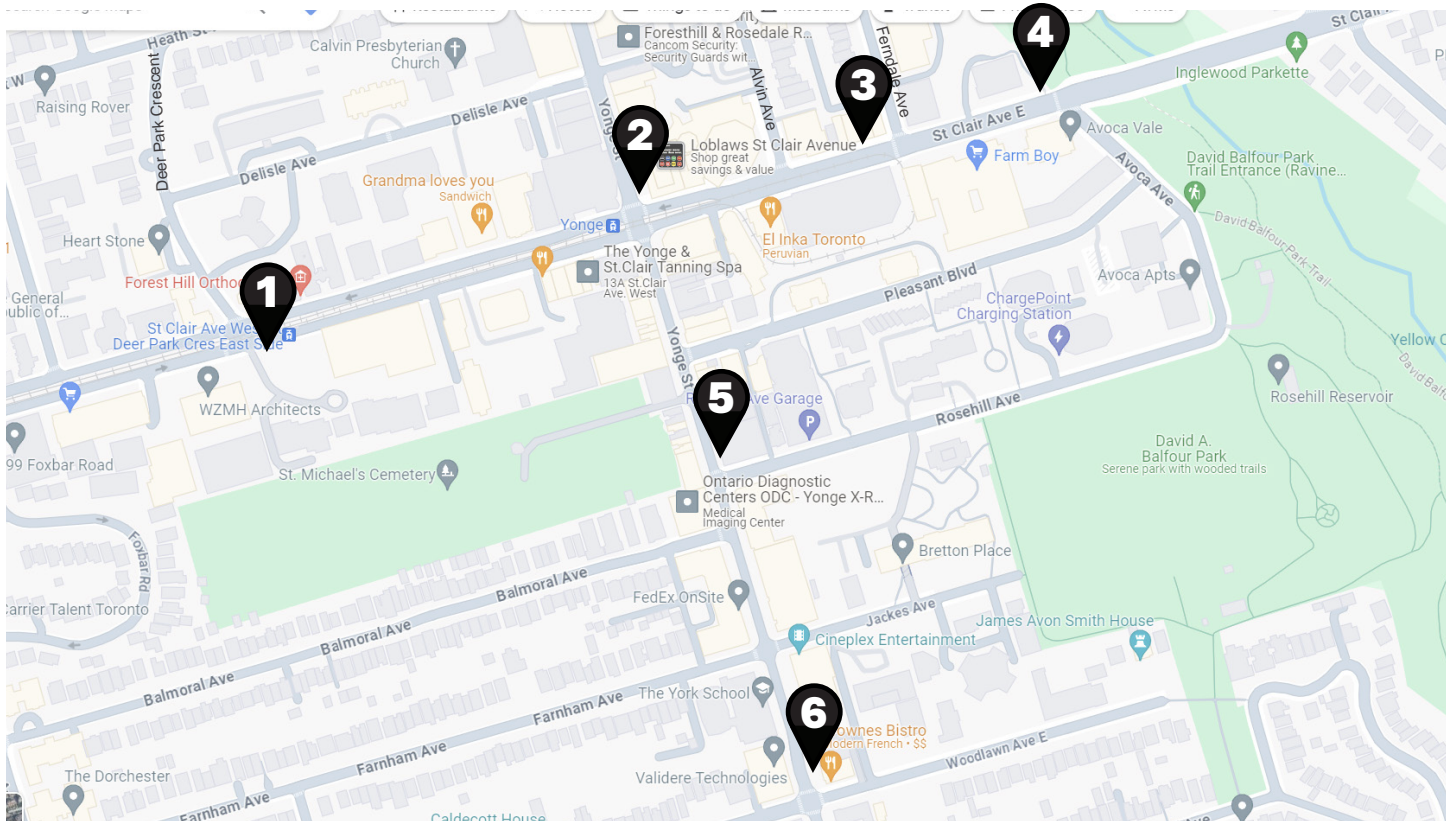
Location: Yonge St. + Rosehill Ave.
Dimensions: W29” x D18” x H75”

BELL BOX 6



Location: Yonge St. + Woodlawn Ave. E.
Dimensions: W33” x D18” x H82”

Corresponding Map for Box Locations



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|--|---|
| 1 St. Clair Ave. W. + Deer Park Cres. | 4 St. Clair Ave. E. + Avoca Ave. |
| 2 Yonge St. + St. Clair Ave. E. | 5 Yonge St. + Rosehill Ave. |
| 3 St. Clair Ave. E. + Ferndale Ave. | 6 Yonge St. + Woodlawn Ave. E. |