

# YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area [BIA]

## Request for Proposals | Street Mural Projects 2025

Public Art Opportunity: Reimagine the Box - Electrical Box Art Wrap

**DEADLINE:** Sunday, September 7, 2025 @11:59pm EST

### Invitation

The Yonge + St. Clair Business Improvement Area [BIA], in partnership with the City of Toronto's StreetARToronto [StART] program, is seeking proposals from artists for original artwork to be featured on one of six electrical box wraps located throughout the neighbourhood. This initiative is part of our broader effort to enhance the public realm through beautification and placemaking, while reflecting the evolving identity and character of the community.

Six artists will be selected - one for each box - and will be commissioned to create a site-specific design. Final artwork will be printed and installed as vinyl wraps by the BIA, and each artist will receive a **\$1,500** commission for their design.

### 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, marketing, 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. As Yonge + St. Clair evolves, we aim to create a unified and inspiring public realm. These electrical boxes are positioned at key intersections and offer a canvas for visual storytelling. They are an opportunity to reframe the community's perception of the densifying area, turning utilitarian structures into compelling markers of place.

### Objectives

The overarching theme for these six [6] electrical boxes is to **capture the culture & identity of the Yonge + St. Clair neighbourhood** through the lens of the artist, uncovering and showcasing the unique character of this evolving urban district. Artists are encouraged to explore and interpret the area's history, community, architecture, existing public art, and vibrancy through a contemporary creative lens.

Importantly, each artwork proposal must be **specific to the assigned electrical box location**, incorporating visual and thematic cues that respond to the immediate surrounding streetscape, building typologies, and community context.

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

#WaterfallYSC [Studio F Minus] // [Untitled Mural](#) – 2016 [Phlegm] // [Deer Park Mural](#) - 2019 [BirdO + Slate] // [Nature's Path Through the City & Gathering in Harmony](#) [Meegan Lim] // [Flora of St. Clair](#) [Gosia Komorski]

Other key considerations:

- Uncover the past, acknowledge & cherish the present, aspire for future advancements.
- Reflect the diversity of not only the people, but their businesses.
- Showcase refined art that reflects local legacy & urban evolution.
- Increase visual interest and pedestrian engagement across the BIA.
- Brand colours [\[linked here\]](#) – something to consider but **not required** [each cardinal direction will soon be designated with one of the four brand colours, particularly shown through our banners and pole wraps – North = **purple**; East = **teal**; South = **orange**; West = **yellow**]

## Scope of Work

Each selected artist will be responsible for submitting one unique artwork proposal for a specified electrical box based on the images below (ex. “Electrical box 1”). It must be suitable for digital print and installation as a vinyl wrap. Artwork must be designed to cover all five faces of the box.

This submission is for **artwork design only**. The BIA will manage vinyl production and installation. Artwork can be created in any medium (e.g., illustration, photography, painting, digital collage) provided it can be digitized and delivered in high resolution.

**Please note:** While we are not expecting fully polished final artwork at this stage, concepts should be **reasonably developed** and include a clear mock-up or visual representation that goes beyond a rough sketch or draft (minimum 150 dpi). The goal is to understand the artist’s vision, site-specific approach, and style, while minimizing excessive unpaid work. Selected artists will then have over a week following notification to refine their designs and incorporate any final adjustments before production. The Yonge + St. Clair BIA will be responsible for cleaning and removing graffiti / postering for the six electrical boxes 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 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 **\$1,500 budget** [per box] is all inclusive.

**Artwork Logistics:** create **one** design proposal that is vibrant, relevant, cohesive, and acts as an all-encompassing depiction of the iconic Yonge + St. Clair neighbourhood.

**Design Approach:** please ensure each design can be converted into a wrap 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: “Capture the culture & identity of the Yonge + St. Clair neighbourhood [in relation to the past, present, and future].”** We expect your own creative interpretation and unique style to be at the forefront of the design.

## **Deliverables**

**Executive Summary [1/2 page maximum]:** 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, diagrams, precedents, colour schemes, and/or themes] for one electrical box.

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

**Design Approach & Availability [1/2 page maximum]:** brief description of your design process and availability upon potential selection of your work.

## **Timeline**

**Sunday, September 7, 2025 @11:59pm:** proposals due.

**Friday, September 12, 2025:** 6 unique artists selected; contracts awarded by Yonge + St. Clair BIA.

**Sunday, September 21, 2025:** 6 selected artists submit finalized, refined designs.

**September 22 - October 3, 2025:** 6 designs set up, printed, and installed on electrical boxes.

## **Supporting Documents**

Use the following template [[linked here](#)] to layout your electrical box design (A3 sheet at 1cm : 10cm scale). Reference the following documents for further context: [Strategic Plan](#), [Streetscape Master Plan](#), [Yonge + St Clair Legacies](#)

## **How to Submit / Questions**

You may submit designs for more than 1 electrical box, but only 1 of your designs can be selected as part of the final 6 selections. Submit any questions and your individual proposal(s) **as a single PDF** electronically to [jason@yongestclair.ca](mailto:jason@yongestclair.ca) with the following subject line:

“RFP – Street Mural Projects 2025 – Electrical Boxes - Your Name”

Deadline for all submissions is **11:59pm EST on Monday, September 7<sup>th</sup>, 2025.**



## Electrical Box Locations

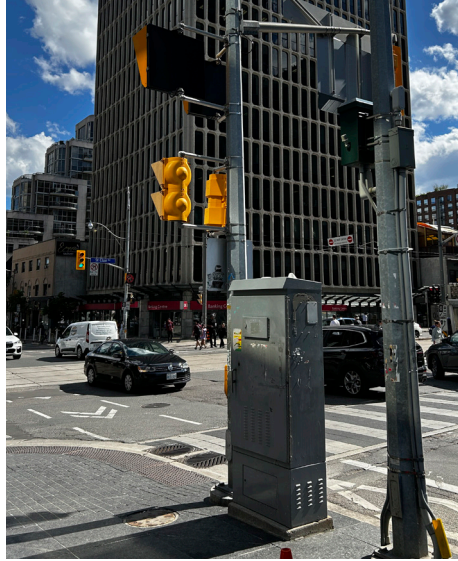
Dimensions provided are approximate and follow the format of Width x Depth x Height in inches.  
Locations are designated by nearby intersecting streets and are shown on the corresponding map.

### ELECTRICAL BOX 1



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

### ELECTRICAL BOX 2



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

### ELECTRICAL BOX 3



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

### ELECTRICAL BOX 4



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

### ELECTRICAL BOX 5



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

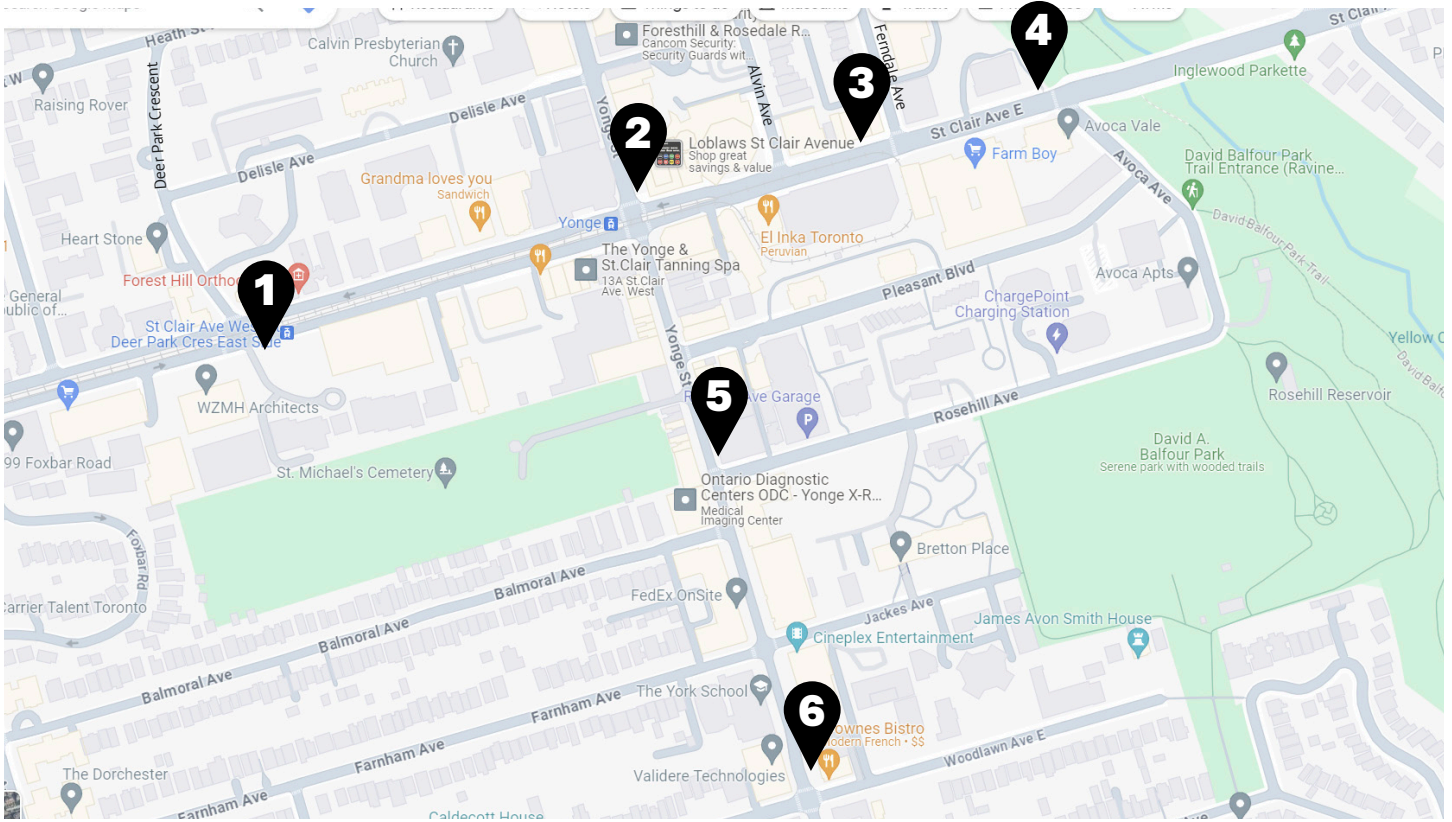
### ELECTRICAL BOX 6



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



## Corresponding Map for Box Locations



**1** St. Clair Ave. W. + Deer Park Cres.

**2** Yonge St. + St. Clair Ave. E.

**3** St. Clair Ave. E. + Ferndale Ave.

**4** St. Clair Ave. E. + Avoca Ave.

**5** Yonge St. + Rosehill Ave.

**6** Yonge St. + Woodlawn Ave. E.