

**Downtown Street Wall Mural Program  
GUIDELINES  
2021**



To request a copy of the Guidelines in another format, please contact us at:

Phil Rose, Manager of Library Square

Email: [prose@aurora.ca](mailto:prose@aurora.ca)

Telephone: 905-716-2366

Mail: Town of Aurora, 229 Industrial Pkwy N, Aurora, ON L4G 4C4

### **i. Mural Program Overview**

In May 2020, Aurora Town Council approved a motion to introduce a Street Wall Mural Program to allow local and regional artists to beautify the downtown core in a unique way. The purpose of the murals is to create a sense of pride, reduce graffiti and tagging, and allow neighbourhoods to shape their community through beautification. The murals will be created on Town-owned retaining walls along Yonge Street in the downtown core between Aurora Heights Drive (to the north) and Kennedy Street (to the south).

### **ii. Mural Program Themes**

The Town of Aurora (the Town) is seeking an experienced artist to create the first mural for this program. Artists are invited to submit an engaging design that is complementary to the essence, vibrancy, and uniqueness of Aurora's downtown and the Town's vision to revitalize this area as a dynamic public space.

### **iii. Artist Eligibility**

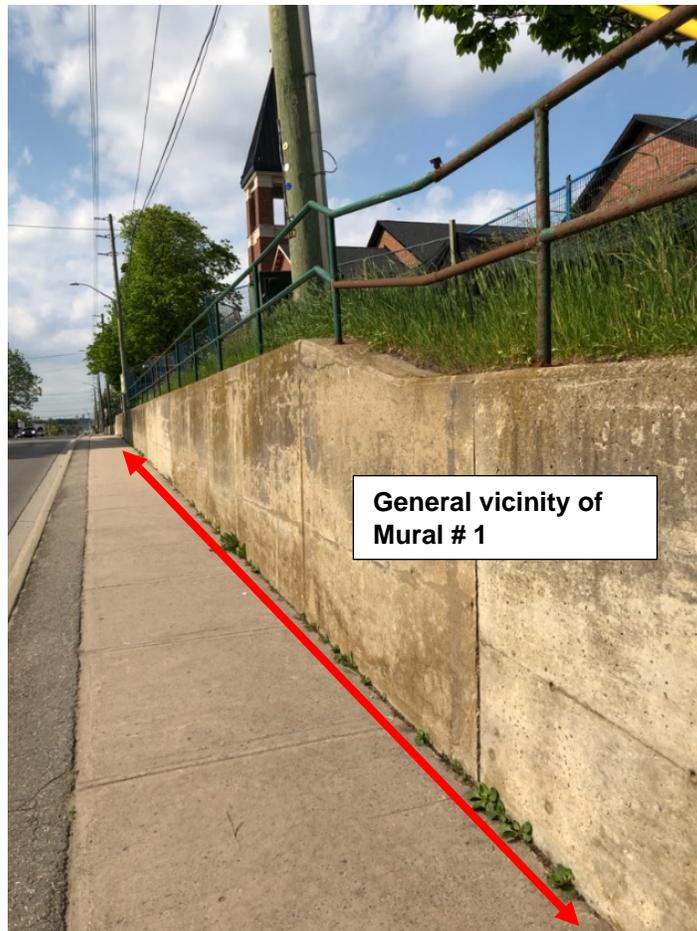
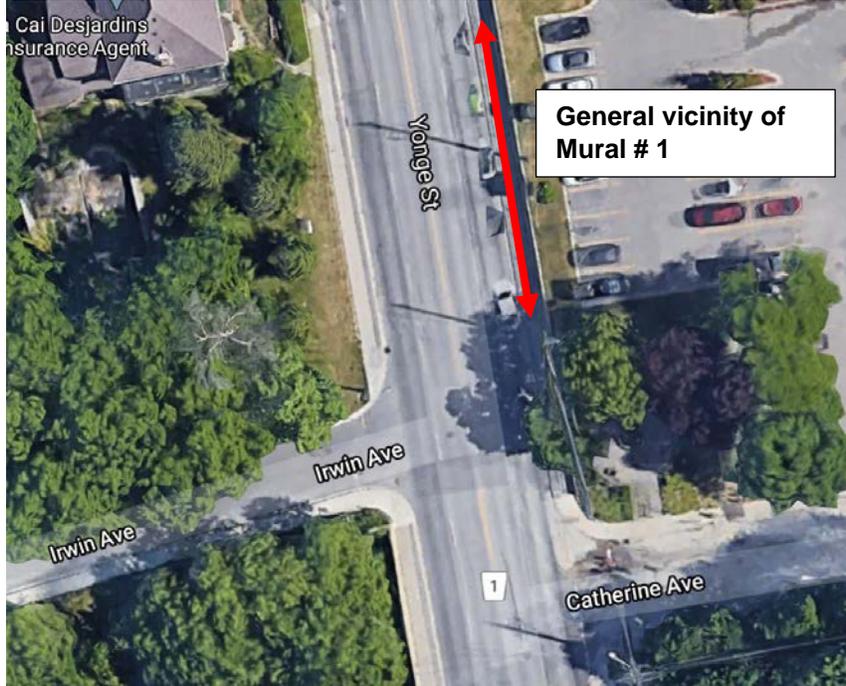
The Mural Program is open to individual artists that meet the following criteria:

- Submit a complete Application Form that includes the information detailed in Section v. (Call for Artists Application Requirements) of these Guidelines;
- Possess demonstrated experience in creating murals, street/graffiti art or similar artwork;
- Are over 18 years old at the time of submitting the Mural Program Application Form;
- Preferably reside in Aurora and/or York Region, although this is not a requirement to participate.

### **iv. Mural Location**

The Town has identified the general vicinity for the first mural as the west-facing retaining wall located just north of the Yonge St. and Catherine Ave. intersection as shown below:

Downtown Street Wall Mural Program Guidelines



The Town will determine the exact location of the mural in collaboration with the successful artist, but it is the artist's responsibility to make a recommendation in their Application regarding location and size.

Given the condition of the retaining walls, the Town recommends that the mural be painted on a medium density overlay plywood (MDO panel)<sup>1</sup>, or similar product, and installed by the Town upon completion by the artist. This method allows the Town to remove it, when/if necessary, during winter months to ensure it is not damaged by snow clearing equipment. Applicants are welcome to make other recommendations based on their own assessment of the walls and previous experience.

### **v. Call for Artists Application Requirements**

Artists interested in participating in the Mural Program must submit an Application Form that includes the following:

- Proposed Concept: a high-resolution rendering in colour, including proposed dimensions and location that effectively communicates the artistic concept and how it relates to the Mural Program Themes. Artists may submit up to three different designs in total;
- Letter of Interest: no more than 200 words in length that explains the artist's interest in the project;
- Artist's Statement: no more than 200 words in length that describes your artistic experience, ability, approach, and interest in this project, highlighting relevant experience. Please note any connection to or understanding of the neighbourhood in which the artworks would be installed;
- Artist's Portfolio: between 3-5 photographs or links to photographs of past murals or similar past projects;
- Material and Supplies: a list of all proposed materials and supplies required to execute the mural design<sup>2</sup>;
- Budget: must include artist fee, materials and supplies, insurance and any other expenses;
- Workplan:
  - Identifies the process and estimated timeline required for the successful completion of the mural, including proposed start and end dates.
  - Indicates the assistance the artist believes they will require from the Town to carry out the mural installation;

---

<sup>1</sup> An MDO panel is "a paintable surface made of plywood with a weather-resistant resin overlay bonded to the wood by heat and pressure".

<sup>2</sup> The mural must be created using materials approved by the Town. All supplies and materials will be ordered and purchased by the artist. Artists are welcome to provide their own brushes, sponges, paint mixing containers and any other approved materials needed to complete the mural. The selected artist will be required to apply an anti-graffiti topcoat.

## Downtown Street Wall Mural Program Guidelines

- References: names and contact information (current email and phone number) for two (2) references (preferably from recent public art projects). Please identify their role and affiliation in the project. Reference letters are not required.
- Insurance Requirements:
  - The artist will be required to provide the Town with proof of insurance with a minimum of \$5 million General Liability coverage naming the Town as an additional insured.<sup>3</sup>
  - The artist will be required to sign a Workplace Safety and Insurance Board (“WSIB”) waiver provided by the Town prior to performing any work.

### vi. Additional Submission Requirements

- Submissions must be original artwork;
- Artists are encouraged to consider the physical appearance of the surrounding area in their designs;
- Artists are encouraged to visit/research the mural site to ensure their mural concept is appropriate for the location;
- Artists are required to work with Town staff to develop a safety plan that outlines various measures that the artist will exercise to ensure the safety of themselves and pedestrians during the performance of their work;
- Designs may be completed in any media as long as the design can clearly be translated to a mural using agreed upon supplies;
- Designs must be scaled to fit the proportions of the retaining wall to which it will be applied;
- Overly complicated designs that may confuse drivers or pedestrians are also prohibited; and
- Submitting artists must not share their designs until after final decisions have been made and designs have been announced by the Town.

Designs may be disqualified because of the following:

- The design is improperly scaled to fit the retaining wall;
- The Application Form is incomplete or does not meet submission requirements;
- The resolution of the submitted design is too low and details cannot be clearly viewed when enlarged;
- Applicants share their designs before the Town announces the selected artist;
- The design includes imagery taken directly from another artist’s work or from any copyrighted work;
- The design cannot clearly be executed within an appropriate time frame;
- The design is inappropriate for display in an outdoor public place; and

---

<sup>3</sup> The Town’s insurer offers an independent program where, if needed be, the artist may purchase insurance at a competitive rate. Click on link for a quotation: <https://eventinsurance.marsh.com/>

## Downtown Street Wall Mural Program Guidelines

- The design contains direct advertisement of a product or company name associated with any artist or third party, any libelous or slanderous expression, or any obscene or pornographic content.

### **vii. Selection Process**

A Mural Program Selection Committee comprised of (at minimum) a representative from the community, an external art professional, the Mayor and one Town staff member, will evaluate all submissions based on the following criteria:

- Overall artistic merit of the proposed design and how it relates to the Mural Program Themes (0-25 points);
- Artist's experience and demonstrated quality and applicability of past work (0-25 points);
- Responsiveness of the design to the physical site location (0-25 points); and
- Feasibility of the overall installation, workplan and budget (0-25 points).

### **viii. Project Budget**

Artists are eligible for up to a maximum of five thousand dollars (\$5,000) all inclusive, including but not limited to, the artist fee, materials and supplies, insurance, and any other expenses to produce the Mural Program's first mural as detailed in the following table:

<b>Item</b>	<b>Description</b>
Artist Design and Production Fee	This is the amount to be paid to the artist for designing and producing the mural.
Material, Supplies and Equipment	This is the amount to be paid to the artist for all proposed materials, supplies and equipment required to execute the mural design.
Insurance	This is the amount to be paid to the artist to obtain insurance with a minimum of \$5 million General Liability coverage naming the Town as an additional insured. The Town's insurer offers an independent program where, if needed be, the artist may purchase insurance at a competitive rate. Visit <a href="https://eventinsurance.marsh.com/">https://eventinsurance.marsh.com/</a> to obtain a quotation.

Development of a maintenance plan is the shared responsibility of the Town and artist, however once the mural is installed, Town staff will be responsible to monitor the mural for maintenance requirements and consult with the artist regarding any necessary repairs.

### ix. Program Timetable

Milestone	Date
Release of Call for Artists Application	April 12, 2021
Application Deadline	May 21, 2021
Selection Process	Completed by June 4, 2021
Artists Notified of Selection Process Results	Week of June 7, 2021
Agreement Between the Town and Artist Finalized	By July 1, 2021
Mural Work Completed	By October 2021
Mural Reveal and Celebration	TBD

The dates in the Program Timetable are subject to change, at the sole discretion of the Town. Should the Town revise any of the proposed dates in the Program Timetable, the artist will be notified in advance.

### x. Terms and Conditions

- All artwork created through this process will remain under the ownership of the Town;
- The Town has full discretion of how long the artwork will be up on the wall and may remove the work at anytime;
- Each design must be the original artwork of the artist named in the Application;
- Copyrighted or commercial images cannot be depicted. Artists may take inspiration from imagery that is copyrighted as a part of their designs, and may be required to clearly site the source in the description;
- By submitting their artwork, artists consent to the use of said artwork by the Town;
- Artists understand that their artwork will be used in part or whole for the Town's Downtown Street Wall Mural Program, which will be located in plain sight and viewable by the general public;
- They further understand that if their artwork is selected, they will be required to enter into a contractual agreement with the Town that outlines all of the expectations for products, services, responsibilities, payments, ownership of the physical project, ownership of the copyright, liability insurance, indemnification, maintenance, life span, and more;
- The Town reserves the right not to award the commission to any artist and to cancel or re-issue the Call for Artists Application at any time;
- Should the artist be infected with COVID-19 prior to or during the project timeframe, the artist is required to inform the Town immediately, which at that point Town staff will determine the appropriate steps of action under their discretion; and

## Downtown Street Wall Mural Program Guidelines

- The artist will need to follow the necessary York Region's Public Health guidelines with respect to COVID-19 while performing the work.