



Report to: General Committee

Date Report Authored: May 17, 2015

SUBJECT: Henderson Avenue Bridge Mural Phase II
PREPARED BY: Moe Hosseini-Ara, Director Culture
Corinna Ghaznavi, Public Art Coordinator

RECOMMENDATION:

- 1) THAT the report dated May 17, 2015 entitled Henderson Avenue Bridge Mural Phase II be received; and
- 2) THAT Council approve \$54,000 out of the \$2,000,000 budget be allocated to the Henderson Avenue Bridge mural (as outlined in the report dated May 6, 2014 *Proposed Thornhill Park Improvements under Section 37*)
- 3) THAT, the mural be funded from Project #14402, *Thornhill Park Improvement Projects*; and
- 4) THAT staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To request use of funds from the \$2,000,000 Section 37 funding envelope set aside for "Thornhill Park Improvement Projects" for the purpose of installing a painted mural on the concrete bridge embankment at the intersection of Henderson Avenue and Proctor Avenue in Thornhill.

BACKGROUND:

In May 2014, the report entitled *Proposed Thornhill Park Improvements under Section 37* dated May 6, 2014 was presented to Development Services Committee outlining numerous priority projects for the Thornhill park improvement area to be implemented using funding made available under Section 37 for the "World on Yonge" development. The recommendations put forward in this report included the installation of a painted mural on the CN rail underpass (phase 2) as one of the priority projects.

Phase I of the Henderson Avenue Bridge Mural at Henderson Avenue and Proctor Avenue was completed and installed on the north side of the Henderson Avenue Bridge embankment in the Fall of 2013. The mural was created by six Markham-based artists under the mentorship of artist Katharine Harvey.

The Culture Department working in conjunction with the Public Realm Coordinator in Operations have developed phase II of the bridge project which involves working with a local artist to design a mural to be painted on the south side of the concrete bridge embankment. The artist, James Ruddle will be working with students from Bill Crothers, Thornlea and Thornhill Secondary Schools to create, paint and complete a 3,000 sq. ft. mural. As per the artist description, the mural reflects Thornhill's place within the City of

Markham and the Region and complements the existing mural on the opposite side of the street, on the north-east side of the intersection.

The Proposed image for the Henderson Avenue Bridge (as shown below), brings the old and new Thornhill together showing a progression/transition from the natural to the urban. While the paintings on the other side of the bridge are a collection promoting the history of our “Great Northern Landscape”, the proposed mural is reminiscent of the works of the Group of Seven (three of its members whom at one point resided in Thornhill), incorporating the classical tradition of this group morphing into a contemporary take on urban graffiti. The proposed mural symbolizes the transformation of the natural environment moving towards urbanization and new construction starting on the shores of Lake Ontario and moving up to the North.

Due to time constraints (James Ruddle is a full time art teacher at Bill Crothers Secondary School), and the outdoor working conditions, the mural project must be completed during the Summer season. The proposal as submitted has been reviewed and approved by the Markham Public Art Advisory Committee. The original report had listed an order of magnitude estimate of \$30,000 to be confirmed through a costing exercise. The budget which includes, labour, materials, equipment, anti-graffiti coating along with funds for an interpretive sign and press conference is now estimated at approximately \$54,000. As such staff would like to request that \$54,000 from the overall \$2,000,000 budget be approved and funded from Project #14402 – Thornhill Park Improvement Projects. The additional \$24,000 above and beyond the original estimate will not impede the overall budget of \$2,000,000. Upon approval, the project will be initiated immediately and will be completed by September 2015. Any portion of the \$54,000 budget remaining after the project has been completed shall remain in Project #14402 – Thornhill Park Improvement Projects to be used to complete the other projects as per the original report.

FINANCIAL CONSIDERATIONS:

Estimated Cost Breakdown for Henderson Avenue Bridge Phase II	
Artist Fees, Material & Equipment	\$40,000
Anti-Graffiti Coating	\$10,000
Interpretive sign, press conference, permits, etc.	\$4,000
TOTAL	\$54,000

HUMAN RESOURCES CONSIDERATIONS:

N/A

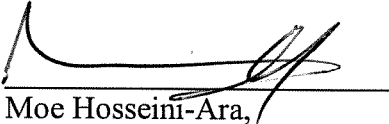
ALIGNMENT WITH STRATEGIC PRIORITIES:

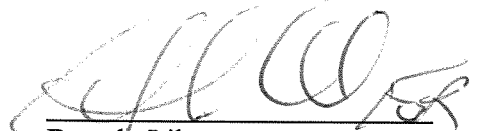
Public Art and Public Realm projects that enhance Markham's policies on beautification, community safety, and public engagement through arts and culture are in alignment with:
Markham's Public Art Policy
Markham's Culture Plan
Markham's Official Plan
Markham's Integrated Leisure Plan
Markham's Public Realm Strategic Plan

BUSINESS UNITS CONSULTED AND AFFECTED:

Planning & Urban Design
Operations – Public Realm

RECOMMENDED BY:


Moe Hosseini-Ara,
Director Culture


Brenda Librecz,
Commissioner, Community & Fire
Services

ATTACHMENTS:

Proposed Mural Concept

Proposed Mural Concept

