

# **Public Art Implementation – Bell Box Mural Project**

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**HALTON HILLS**  
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# 'Under Wraps' Project Update

- On-track to be installed in summer 2021
- Town-owned utility boxes
- Nine local artists featured
- Eight locations across Halton Hills



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# New Proposal: Bell Box Mural Project

The Public Art Advisory Board (PAAB) recommends the next Public Art Project be:

- Painted Murals on Bell utility boxes
- Pilot project in partnership with Bell Canada
- Additional opportunity for 4 local artists
- Part of local COVID-19 Recovery Programs for the arts and culture sector

# Project Brief

- Open to Professional Artists living in/arts practice based in Halton Hills
- Four boxes to be painted
- Only 1 design per artist or artist team will be selected
- Bell Canada is responsible for cleaning the boxes and applying anti-graffiti coating
- Town responsible for artist selection process, coordination with artists and Bell

# Goals

- Use existing infrastructure
- Leverage corporate partnership
- Enliven the streetscape
- Profile local artists
- COVID-19 Recovery Program
- Contribute to quality of life

# Artwork Parameters

- May be site specific or suitable to any location
- Can address any theme
- Can be new or existing work
- Must use materials appropriate for outdoor application on metal

# Location Criteria

Locations were selected based on the following criteria:

- Priority sites identified in the Public Art Master Plan
- High visibility – e.g.: ample pedestrian, cycling and/or motorist traffic
- Bell Canada utility boxes in good repair, not planned to be replaced for at least 5 years
- Consultation with Town staff and Bell regarding infrastructure suitability

# Recommended/Preferred Locations\*

Intersection/Location	Location
Poets Path & Atwood Avenue	Georgetown
280 Guelph Street	Georgetown
273 Delrex Boulevard	Georgetown
Beside 138 Churchill Road North	Acton

\*Project locations may be adjusted pending detailed quotes, artist submissions, and changes to infrastructure replacement schedules – among other factors.



# Scope and Scale

- Phase 1 consists of 4 painted boxes
- Painting all boxes is dependent on receiving:
  - appropriate artwork of sufficient quality
- Program may continue in future years provided:
  - additional suitable sites are identified
  - Bell Canada approves the continuation of the project
  - Council approves subsequent project phases

# Budget

Item	Estimated Costs*
<b>Artist Fee</b>	\$6, 200 (\$32/square foot)
<b>Administration, including art selection panel honorariums, documentation advertising, launch, promotion</b>	\$2,750
<b>Contingency</b>	\$900
<b>Total</b>	\$9,850
<b>Bell Canada Contribution</b>	\$2,000
<b>Town Cost</b>	\$7,850

\* Including 1.76% non-refundable HST

# Timeline

Date*	Project Phase
June 16	Launch Call for Proposals
July 19 – 9 AM	Deadline for proposals via email
July 21 - 27	Arts Selection panel meets to review proposals and recommends finalists, Public Art Advisory Board (PAAB) reviews recommendations
July 28	Artist recommendations to Bell for approval
August 9	Selected artist notified
August 10 - 16	Contracts finalized
August 16 - 20	Bell Boxes cleaned
August 21 – September 27	Selected artists paint assigned Bell Boxes
September 28 – October 1	Bell applies anti-graffiti coating
Early October	Bell Box Mural Program promotion/unveiling

\* This is the anticipated timeline for the project and is subject to change.

# Selection Process

- Proposals will be reviewed by an independent Art Selection Panel.
- Art Selection Panel will receive technical input and advice from Town staff.
- Art Selection Panel will recommend artists to PAAB for approval.
- Selected artwork sent to Bell Canada for approval
- Approved work will be brought to Council for information, as per the process laid out in the Public Art Master Plan.

# Project Readiness

- PAAB and Town staff have dedicated time and effort to develop the project and complete pre-project work:
  - ongoing coordination with Bell Canada;
  - confirming available infrastructure;
  - defining project parameters;
  - researching and drafting the artist proposal call; and
  - drafting a letter of agreement with Bell Canada.

# Project Readiness

- This project is tied to COVID-19 Recovery Programs.
- A Request for Proposals has already been drafted with input from Purchasing staff.
- This will ensure that, pending Council approval, the project can continue to move forward expeditiously.

# Thank you

## Questions?