



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. ANN RYAN, PUBLIC ART COORDINATOR, X5293

**NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
M. BANFIELD, RPP, DIRECTOR, DEVELOPMENT SERVICES
B. ARANIYASUNDARAN, P. ENG, PMP, GENERAL MANAGER OF
INFRASTRUCTURE AND GROWTH MANAGEMENT**

RE: ARTIST DESIGNED TRAFFIC CABINET PROGRAM

DATE: SEPTEMBER 13, 2023

The purpose of this memorandum is to provide members of Council with an update on the City of Barrie's Artist Designed Traffic Cabinet Wraps facilitated in partnership with Traffic Services.

Background

The Artist Designed Traffic Cabinet Wraps are part of the City of Barrie's Graffiti Abatement Program. Wrapping traffic cabinets with artist-designed imagery serves as a graffiti deterrent. The wraps feature original works of art that will contribute to civic pride, bring vibrancy to our City, and highlight the talent in our community. The wraps have an expected lifespan of up to 10 years.

This project began with a pilot program, hiring three local artists to create unique designs that were installed on new traffic cabinets in the Fall of 2022. Following the successful public reception of the first three cabinets, we launched a competition for local artists and commissioned five more which will be installed in Fall 2023. The Artist Designed Traffic Cabinet Wraps initiative focuses on offering opportunities to local artists based in Barrie who can create artistic designs in a high-resolution digital file format suitable for large-format printing.

Traffic Cabinet Wrap Selection

In consultation with Traffic Services, only new traffic cabinets are suitable for artist-designed wraps as they are free from oils and outside elements that impact the adhesion of the wrap to the metal. Further, it is more cost effective to wrap the cabinet prior to its installation and creates less risk to the sensitive electronic equipment that is housed in the cabinets that could be damaged or compromised through the pressure washing process needed to prepare a cabinet for wrapping.

Outreach to other jurisdictions who have tried the method of wrapping existing cabinets revealed that the wraps typically did not last more than a year and in most cases had to be re-wrapped. Other alternatives include inviting local artists to hand paint cabinets however those are challenged with maintaining the integrity of the artwork due to residues left on the cabinet from signs being taped and other interferences.

Adding Additional Artist Designed Traffic Cabinet Wraps

Appendix "A" attached to Memorandum dated September 13, 2023 identifies the 14 cabinets that require replacing in 2023. Within that map, the five traffic cabinets being wrapped are identified and have been accommodated with the budget of Traffic Services for the physical wrap and Public Art for artist fees.



Each newly wrapped traffic cabinet costs \$1,500

- \$850 for the wrap
- \$650 artist fee for a new design

Participating artists sign Agreements with the City that include a provision to reproduce their designs up to two times. This re-use of artistic imagery can proceed with no further fees to the artists and would only require the cost of the wrap fabrication and the imagery can be spread across the geography of the city.

At the time of the announcement of the selected artists for the five cabinets, members of Council asked about opportunities to add additional wraps to traffic cabinets within the City and in specific Wards.

For the remainder of the 2023 year, members of Council could choose to utilize their Community Projects Fund to support completing additional traffic cabinets identified for replacement in 2023. Additional cabinet wraps would need to be completed by end of September for 2023 production and installation, and due to this timeline, would be subject to the re-use of existing artist designs. As such, commitment per cabinet would be \$850.

Going forward into 2024, Staff are exploring opportunities to expand the number of wraps for new and replacement traffic cabinets.

Barrie is home to an active arts community and many of our visual artists are new to working in digital formats. We have received a healthy number of artistic submissions to our calls for traffic cabinet wraps and have been met with some challenges with proposed artwork not meeting the digital requirements, which limits the number of works that can be selected for the program. Public Art and Cultural Development are in the process of developing workshop opportunities to support our local artists and increase their skills in digital art processes for future artist calls.

For more information contact: Carol-Ann Ryan, Public Art Coordinator, carol-ann.ryan@barrie.ca, ext. 5293

APPENDIX "A" – 2023 Traffic Cabinet Replacement

