

Re: Downtown Woodstock BIA **Friendly City Crosswalks** Initiative

Dear Artist,

My name is Katherine de Boer and I am a Woodstock BIA board member and past Chairperson. The Woodstock Business Improvement Area (BIA) has been tasked with maintaining a beautiful and viable downtown core. We are constantly looking at some new and exciting ways to create interest in our downtown and one initiative that I am excited about is our **Friendly City Crosswalks**.

This initiative addresses pedestrian safety and doing so with an artistic flare. There are 3 unregulated, designated crosswalks in the main section of Dundas St. where the vast amount of pedestrian traffic is found, these are Reeve St., Graham St., and Perry St. Motorists are not required by law to stop for pedestrians at these locations, making it very challenging for parents with toddlers to cross, students to get to school (Central Public and W.C.I.). Senior citizens and customers of our downtown businesses can often be seen waiting in the cold and rain before a break in traffic permits them to cross.

This is where you, the creative artist, comes in. Local artists by open call, are asked to create and submit a tasteful but interesting and simple design to be painted on the crosswalks. *The city has granted that one crosswalk can/will be created by the students of CASS.* On the leading edge for drivers to see, will be the stenciled words **The Friendly City** (provided). Our intent is that this will act as a reminder to drivers to be "friendly" and stop for pedestrians. At the very least it will add some colour and interest to our downtown. (see picture samples below). The only legal requirement is to have a clear white border, but what you put between the lines will be the interesting part. We are also asking local businesses for sponsorships to help fund this project in exchange for their business name stenciled (provided) at each end of the crosswalk where a pedestrian takes the first step.

It is our plan to garner media attention for your creation via a Grand Unveiling of your work, a contest - - vote for your favourite crosswalk, and other such promotions. This means that people will see the lovely artwork you created and for the next three years everyone can enjoy art in a new form in our downtown core.

There are only three (3) crosswalks for this initiative, with one of them secured for the students of College Ave Secondary School. It is our plan to move as quickly as possible to bring this to life.

An application form has been enclosed with further details. If you want more information, you are free to reach me at [info@rhyoga.ca](mailto:info@rhyoga.ca). Your support would help us immensely in our goal of pedestrian safety through art. Thanking you in advance for your support.

Sincerely Yours,

Katherine de Boer, BIA Director



## Friendly City Crosswalks Project

### Art Submission Form and Details

It is our intent that this artwork remains for a minimum of a three-year period and **each spring to be touched up by you to keep it fresh**. All paint and supplies will be provided by the BIA, what we need is your talent. The colours that we will have at our disposal are white and yellow donated by city. We can purchase black, red and blue if needed. We are required to use a special traffic paint so colour choices are limited and remember your canvas is black asphalt.

The artwork needs to be simple in nature and bold with lots of asphalt still exposed for safety reasons. A fully painted crosswalk can be slippery when wet. This will help it to stand out and be easier to touch up each spring keeping street closure down to the shortest time possible.

Payment for your work will be \$500 but it is up to you if you want or need assistants. Payment to you will be in installments, \$250 to secure the work and balance upon completion of the work. Assistants will not be paid by the BIA. The work needs to be completed in the least amount of time possible as Dundas St. will be closed to vehicular traffic which adversely affects the city. We will also require a bit of drying time for the paint as well. The work will be done in mid-May of 2020, very, very early on a Sunday morning for the least impact to the city.

Your canvas will be black asphalt for this artwork and it is approximately 6'6" wide x 46' long.

You will also be required to take all safety training protocols which we will conduct (dates and times t.b.a.) and wear necessary personal protective equipment (supplied).

### **DEADLINE FOR SUBMISSIONS OF YOUR DRAWING IS October 31, 2019**

Please submit your application of interest and when received we will send you a link to a dropbox cloud file to submit your artwork design to us for review. A designated committee will select from all submissions. Our theme is Friendly City and is intended to encourage drivers to be friendly and stop for pedestrians. The artwork should have pizzazz and create visual interest for those shopping and visiting the downtown.

**Submit to: you can drop off your application of interest in our mailbox or email your application to...**

**Katherine deBoer**  
**info@rhyoga.ca**  
**Radiant Health Yoga**  
**473 Dundas St.**  
**Woodstock, Ont.**  
**N4S 1C2**

**Lead Artist Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_