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NEIGHBOURHOOD ART GUIDE



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The LoveMyHood vision

Residents take the lead and the City supports them along the way. It's a principle as simple as it is powerful. And it's the vision of LoveMyHood.

Here's how we can work together to make great things happen:



Residents Generate Ideas

Get together with your neighbours to brainstorm a project idea. Then, connect with the Neighbourhood Development Office, which will be your first point of contact for all LoveMyHood initiatives.



Idea Development and Review

Once you connect with the Neighbourhood Development Office, you'll be assigned a Single Point of Contact who can help you navigate city processes, provide additional resources, and develop your project plan. When your project plan is complete, you'll be ready to apply for a LoveMyHood grant or submit a project proposal.



Residents Take the Lead

Working together, staff and residents will plan, schedule and coordinate the project installation or event day. Residents will lead the project with city support and celebrate once it's completed.

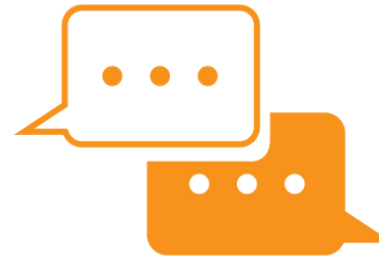


Turn the page to get started on your own neighbourhood art project today!

Step-by-Step Checklist

This quick checklist outlines a few steps your group may need to take while planning a neighbourhood art project.

Whether you're leading a large community mural project or planning a small painted rock garden, we know that every resident-led project is unique!



That's why we recommend that you connect with the Neighbourhood Development Office for more resources and information to help support your neighbourhood project.



Skip to page 12 of this booklet to get in touch with us!

1. Talk to your neighbours
2. Generate project ideas
3. Connect with City staff
4. Gather community support
5. Develop a design or project plan
6. Apply for funding through a LoveMyHood grant.
7. Finalize your design or project plan
8. Get things ready by confirming community support, gathering all necessary supplies and recruiting volunteers.
9. Plan your project installation or event.
10. Install or celebrate your project.

What is neighbourhood art?

Neighbourhood art projects, including community murals or painted rock gardens, can help enhance spaces and create a lasting source of pride in our neighbourhoods.

Whether you're working with a community-based artist or neighbours to create an art project, there are many ways to brighten up or enhance your neighbourhood spaces, including:

- Community Murals
- Painted Rock Gardens
- Mosaics
- Temporary Installations



Depending on the project you choose, the benefits of neighbourhood may include:

- Building a sense of belonging and allowing neighbours to get to know one another.
- Reflecting the identities, experiences and stories of a neighbourhood.
- Creating unique opportunities for residents and artists.
- Encouraging community interaction or participation.
- Beautifying or enhancing public spaces and improves neighbourhood gathering places.

What can I do in my own neighbourhood?

There are many ways to get involved with art projects in your neighbourhood!

We've provided a few examples of what other resident groups have done in their own neighbourhoods, but we encourage you get creative and come up with ideas for your own neighbourhood.

To get started, connect with City staff today for more resources, support and information.



Painted Rock Gardens

Painted rock gardens, and other additions of paint to a neighbourhood, can enhance entryways, parks and other gathering spaces through colourful designs and inspiring words.

Here are a few things to consider when planning a painted rock garden:

- Source smooth, flat rocks as they work best for painting
- Be kind to the environment by using non-toxic, earth-friendly acrylic paints.
- Ensure that your rock garden is not in the right-of-way, such as on a pathway or trail.

Mosaics

Mosaics are art installations made from smaller pieces of coloured glass, tile, stone or other materials.

A resident-led mosaic projects may require:

- The creation of a design
- The sourcing of reclaimed or decorative materials
- The sourcing of an appropriate surface for the materials to be affixed to
- The arrangement of the materials on a leveled wall or other surface in a neighbourhood space



Some questions you'll want to consider before starting a mosaic project include:

- What is your desired surface or location for the mosaic to be installed?
- How big of a project do you want to undertake? The size of your project may depend on the available space and budget

Connect with City staff for more information on selecting an appropriate location and additional resources.

What can I do in my own neighbourhood?

Temporary Installations

Temporary installations are pieces of artwork that may encourage interaction.

Temporary Installations may include:

- Knitted or crocheted creations on fences and lamp posts
- Decorative bird houses
- Miniature fairy doors on trees

Some questions you will want to consider before starting a temporary installation project may include:

- What is the purpose of your installation?
- How much maintenance can your group commit to doing?
- How big of a project do you want to undertake?
- Where would you like the installation to be located?

For more support and resources, we recommend that you connect with City staff to discuss your ideas for a temporary art installation!



What can I do in my own neighbourhood?

Community Murals

Community murals are paintings intended to enhance a neighbourhood through the use of design elements and colours.

These can range in size and are typically located on unused walls, temporary boards or concrete bunkers.

Once you've determined your budget and where your project will be located, it will be easier to determine the size and scope of your project.

When planning a community mural project, it is important to identify the following:

- What is your budget?
- What is the desired location for the mural?
- What is your timeline for completing the mural?





What can I do in my own neighbourhood?

Community mural projects can be a big undertaking depending on the size and location. We recommend that you connect with City staff for more information and resources, including:

- A database of community-based artists to work with.
- A list of tools and equipment that may be required to complete this project.
- Criteria for selecting an appropriate location.



Community murals range in cost depending on a number of factors, such as size, materials required and artist fees.

To give you an idea of this range, we've developed two community mural sample budgets:

Sample Budget #1:

This mural was 20 feet by 8 feet in size and was located on an existing wall. To get the job done, it required 60 cans of 400 ml spray paint.

Materials	Under \$500
Artist Labour and Installation Fee	\$500 - \$1,000
Total Cost	\$1,000 - \$3,000

Sample Budget #2:

If you do not have an available existing surface to paint on, such as a retaining wall, you may need to create your own outdoor canvas. This may include boards, posts and additional labour costs.

While this mural also measures at 20 feet by 8 feet in size, it has a larger budget to account for the installation of the artwork on plywood boarding instead of an existing wall. To get the job done, it required plywood, primer, anti-graffiti coating and paint.


Materials	\$501 - \$1,000
Artist Fee	\$1,001 - \$3,000
Installation	\$3,001 - \$5,000
Total Cost	Over \$5,000


How do I get started?

Connect with City Staff

We're here to help! It's our job to make sure you get the support you need to make great things happen in your neighbourhood.

Before you start a project, we recommend that you connect with the Neighbourhood Development Office:

 **Phone:** 519-741-2200 ext. HOOD (4663)

 **E-mail:** LoveMyHood@Kitchener.ca

 **Online:** www.LoveMyHood.ca



The Neighbourhood Development Office is your first point of contact for all LoveMyHood initiatives and the driving force for the LoveMyHood strategy.

We will connect you with a Single Point of Contact who can help you get started on your neighbourhood project.

The Neighbourhood Development Office also takes the lead on:

- Creating new resources and tools to support your efforts.
- Working behind the scenes to cut red tape to make it easier for you to make things happen.
- Administering grants and
- distributing funds to approved applications.
- Completing all 18 action items in the LoveMyHood strategy.

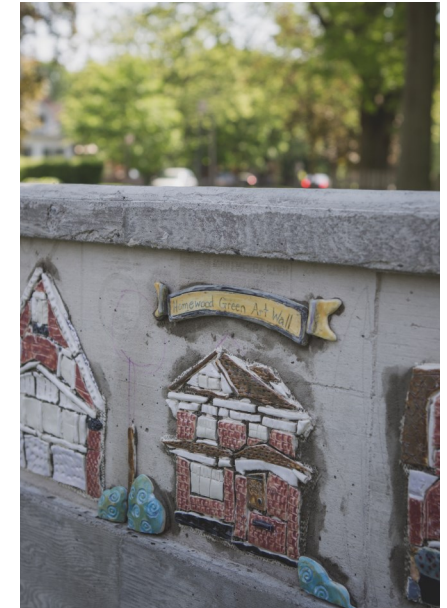
What have others done?

Art in the Park on Homewood Avenue

Residents of Brock Street and Homewood Avenue wanted to enhance their small neighbourhood parkette.

Through collaboration with city staff, the group of residents identified unique features for the park, including a beautiful mosaic art installation.

The art installation was led by artist Meg Leslie, who started making tile mosaics in 2009 using broken plates and other reclaimed materials. Since Meg has her own kiln, she offered to run a series of workshops out of her home for the group of residents.



Each household was invited to create custom tiles with a drawing of their house. Each tile is unique, showing the intricate details of doorknobs, brickwork and gardens.

The tiles were later installed on a wall in the parkette by the residents. It has become a showpiece art installation for the community, demonstrating the personal connections between residents and their neighbourhood.



What have others done?

The Wilson Pool Mural Makes a Splash

In 2016, City staff were approached by a local artist from the Kingsdale neighbourhood. He presented an idea that would bring some colour and excitement to the Wilson Community Pool by painting each of the sides of the building with a bright and active mural. City staff were very excited about this project and began to seek out permissions and funding options.

The artist prepared the draft colour images and, with support from the Kingsdale Neighborhood Association, sought out feedback from the

community. The images were displayed at the Kingsdale Community Centre for resident feedback and engagement, and all of the feedback was very positive.

In support of the project, a Neighbourhood matching grant was successfully awarded to the artist group. The N.A. also contributed funds to the project.

The resulting artwork has been extremely well received and popular among the families that visit the pool, splash pad and community centre.



Frequently Asked Questions

How much will a project like this cost?

Costs will vary significantly depending on the scope of your idea for the project. It could range from a few hundred to several thousand dollars.

Is there funding available?

If you and your neighbours are interested in completing a neighbourhood art project, funding may be available through the [Neighbourhood Matching Grant](#), or a number of other sources. You can also seek donations from partners or businesses. Just ask city staff to help you explore your options.

How long will this take?

Overall, the entire project could take several months to complete depending the project type. The most time-consuming part of a neighbourhood art project

may be working with your neighbours and city staff to plan larger-scale projects.

What approvals do I need?

Consult with city staff to determine what permits and approvals may be required. This will vary depending on your project. Connect with City staff for more on project requirements.

How much maintenance is needed?

We recommend that you connect with City staff in the early stages of your project planning to find out if maintenance for your project is required.



We're here to help!

Connect with the Neighbourhood Development Office today to get started on your project:



Phone: 519-741-2200 ext. HOOD (4663)



E-mail: LoveMyHood@Kitchener.ca



Online: www.LoveMyHood.ca

This information is available in accessible formats upon request. Please call 519-741-2200 ext. 4663 or TTY 1-866-969-9994 for assistance.