



**STAFF REPORT
ACTION REQUIRED**

The Hazelton - 116-134 Yorkville Avenue, 10 Hazelton Avenue - Public Art Program

Date:	April 13, 2007
To:	Toronto East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 27–Toronto Centre–Rosedale

SUMMARY

The owners of The Hazelton - 116-134 Yorkville Avenue, 10 Hazelton Avenue, have prepared and submitted a public art plan for approval by City Council. The full plan, which is Attachment 1, outlines the method by which the owner will commission the public art in the publicly accessible areas of the development. The plan provides an introduction, art selection method, location and budget. The resulting art installation will be owned and maintained by The Hazelton.

The Hazelton - 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Program provides the framework for the commissioning of art, in collaboration with a lighting consultant to create an art screen in the portico entrance. The attached plan is in compliance with the approval provisions, meets the objectives of the City Planning Percent for Public Art Program and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the attached The Hazelton 116-134 Yorkville Avenue, 10 Hazelton Avenue.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

Public art is a requirement of the conditions set forth in an Ontario Municipal Board ruling, Decision/Order No: 1280 issued September 25, 2003. Under the terms of the Section 37 Agreement, executed on December 19, 2003, the owner has prepared a public program that outlines the provision and maintenance of public art in publicly accessible areas of the site.

For on-site public art, the owner is required to produce a public art plan for review by City Planning staff and its citizen advisory panel, the Toronto Public Art Commission. The owner made a presentation to the Toronto Public Art Commission on June 8, 2005 as an introduction to the program. Recently, the owner submitted a draft plan to staff for review and comment. At its meeting on April 4, 2007 the Toronto Public Art Commission reviewed the plan with the owner and recommended approval of the attached The Hazelton 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Program.

ISSUE BACKGROUND

The Hazelton 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Plan is for a luxury hotel and residential development on the northwest corner of Yorkville and Hazelton Avenues.

The public art plan proposes that the public art be situated in the most publicly accessible location which is the portico entrance. The artist is invited to design and fabricate an art screen of hand made glass, metal work, and incorporate innovative LED lighting in collaboration with a lighting specialist. The screen will span more than 18 metres in length, and a proposed height of up to 3 metres.

COMMENTS

The Hazelton 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Program follows City Planning's process and provides a full plan outlining the process through which the owner will commission the public art. The plan begins with an introduction to the development and background to the public art provisions. The art selection method outlines the research completed to propose a direct commission to a local artist and the peer review includes two ward representatives. The budget provides the designated amount in addition to the escalation costs. The estimated schedule will commence immediately upon approval.

The Hazelton 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Program meets the City's objectives for the provision of public art in private development and is in accordance with the City Planning Percent for Public Art Program. This plan offers

much potential for a prominent public art installation. I am in full support of this plan and look forward to the results and implementation.

CONTACT

Jane Perdue
Public Art Coordinator
Tel. No. 416 392-1304
Fax No. 416 392- 1744
E-mail: jperdue@toronto.ca

Robert Freedman
Director, Urban Design
City Planning Division

(p:\2007\uds\pln\te070035.pln)-ms

ATTACHMENTS

Attachment 1: The Hazelton, 116-134 Yorkville Avenue, 10 Hazelton Avenue Public Art Program

Attachment 1

The Hazelton 116-134 Yorkville Avenue, No. 10 Hazelton Avenue Public Art Program

Prepared by: Karen Mills, Public Art Management, Toronto, March 12, 2007.

Introduction:

The Hazelton is an ultra luxury hotel and residential development on the north west corner of Yorkville and Hazelton Avenues. The developer is an affiliate of The Dawsco Group and The Starwood Group.

The development team was responsible for the Soho Metropolitan project on Wellington Street which features an important public art commission by the glass master, Dale Chihuly.

A presentation was made to the City of Toronto Public Art Commission on June 8, 2005 as an introduction to this new development soon to open in the heart of Yorkville. An overview of the design of the project was presented and feedback was provided by the PAC concerning the opportunity for public art.

Under the terms of Article 11(i) of the Section 37 agreement executed on December 19, 2003, and pursuant to a ruling by the Ontario Municipal Board, the developer has agreed to:

“the provision and maintenance of one or more works of art pursuant to a public art program in publicly accessible portions of the lot of a value of Three Hundred Thousand \$300,000.00 Dollars and increased annually by an amount equal to the percentage increase in the “Construction Price Statistics” or an equivalent index.

In accordance with the Section 37 agreement, the developer posted a letter of credit with the City in order to permit construction to commence. He also took this time to deliberate on the type of artwork, artists and locations for the public art program. Meetings with the public art consultant and design team also took place over the past 18 months.

The developer is an experienced art collector and given the restrictions of the site, the size of the budget and the owner’s desire to promote Canadian art in this project we have proposed a very specific approach to the public art with a specific artist.

Artist:

We are proposing that Toronto based glass artist Jeff Goodman, be awarded the commission for The Hazelton. We have reviewed the credentials of a number of well known, experienced glass artists and Jeff Goodman, by virtue of his experience and vision stands out as our premier choice. This is an excellent opportunity to give Mr.

Goodman, a Toronto artist with a national profile, a chance to create a significant public work.

Goodman's ability and experience in casting glass, his interest in working with lighting effects to reinforce a strong nighttime expression to the public art and his profile and performance all contributed to this decision.

Peer Review:

Two art expert representatives from within the ward will be invited to offer input into the design of the public art at the concept stage.

The art experts are:

Sue Jeffries, Curator and ceramic artist, The Gardiner Museum of Ceramic Art

Liz Wylie, Curator, University of Toronto Art Centre

Location:

The portico entrance to the development offers the most publicly accessible location for art in the development. Not only will every visitor to The Hazelton experience the artwork but it will be physically and visually accessible to the general public.

The artist is invited to design and fabricate an art screen- made of hand made glass, metalwork and to incorporate innovative LED lighting (in collaboration with Pam Bingham, a specialist lighting consultant)- to animate this space. The screen will span more than 18 meters in length with a proposed height of 2.5- 3 meters.

The lighting element is critical to this work. During Nuit Blanche in 2006, we witnessed a great interest from the community in artwork that expressed a strong presence at night. By incorporating "art" lighting into the screen, the work can change and draw viewers in for a close inspection. The depth, texture and quality of cast glass to receive and diffuse the light will make a powerful statement.

Budget:	2005 requirement:	\$300,000.
	Construction cost escalation (18 months): (10%)	\$ 30,000.

Total Public Art Requirement:	\$330,000.
-------------------------------	------------

10% administration allowance.

90% to public art commission- design, supply, fabricate and install.

Schedule: Project to commence immediately upon approval.