



**STAFF REPORT
ACTION REQUIRED**

Vu Development Public Art Plan – 234 Adelaide Street East and 108-116 George Street

Date:	June 7, 2007
To:	Toronto East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 27 –Toronto Centre-Rosedale

SUMMARY

In compliance with the development approval provisions, the owners of 234 Adelaide Street East and 108-116 George Street have 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 identifies the project objectives, site opportunities, estimated budget, art selection method and a project schedule. The owner will commence the selection of the art upon plan approval. The resulting art installation will be the property of and maintained by, the owners of 234 Adelaide Street East and 108-116 George Street.

The Vu Development Public Art Plan provides a good framework to commission artworks on prominent public areas of the site. The attached plan meets the objectives of 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 Vu Development Public Art Plan - 234 Adelaide Street East and 108-116 George Street.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

The Zoning By-law No. 215-2006 for this development was approved by City Council on March 29th, 2006. One of the Conditions of Approval is a public art provision.

For on-site public art, the owner is required to produce a public art plan for review by City Planning and its advisory panel, the Toronto Public Art Commission. The owner met with City staff, drafted a plan and submitted it to the City for review and input. At its meeting on May 16, 2007 the Toronto Public Art Commission reviewed the plan with the owner and recommended approval of the attached Vu Development Public Art Plan.

ISSUE BACKGROUND

The Vu Development is a new residential project in the downtown core with a site that will occupy most of the city block bounded by Adelaide Street to the south, Jarvis Street to the west, Richmond Street to the north and George Street to the east. The owner is providing a public access route from the Jarvis Street and Adelaide Street entrances through the central courtyard to the main vehicular entry at George Street.

The public art plan proposes a public art “zone” to be addressed by the competing artists. This zone includes the prominent corner Adelaide Street and Jarvis Street, the public access route through the site, the building face, the courtyard and ground level lobby. The plan also directs a portion of the art funds towards the required heritage feature.

COMMENTS

The Vu Development Public Art Plan follows City Planning’s process and provides a full outline of the method through which the owner will commission the public art. The plan begins with an introduction to the development and the project team. The objectives for the public art program are identified and the art “zone” is detailed. An estimated budget and allocations are provided. The selection process is a two stage invitational competition with a proposed list of artists. The jury composition includes one developer representative and a majority of art experts, one of whom will be a local representative. The plan also includes detail criteria for selection and a site plan map. The competition will commence upon City approval.

The Vu Development Public Art Plan 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. I am in full support of this plan and look forward to the results and implementation of the art.

CONTACT

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SIGNATURE

Robert Freedman

Director, Urban Design

City Planning Division

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ATTACHMENTS

Attachment 1: Vu Development Public Art Plan

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PUBLIC ART PLAN

Vu Development Project

PREPARED FOR: ASPEN RIDGE HOMES

BY: KAREN MILLS, PUBLIC ART MANAGEMENT
3208- 381 FRONT STREET WEST, TORONTO, ONTARIO
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PAC ISSUANCE: MAY 4, 2007 FOR PRESENTATION MAY 18, 2007

PUBLIC ART PLAN

VU

INTRODUCTION

Aspen Ridge Homes are developing the Vu, a new, downtown residential project designed by David Pontarini of Hariri Pontarini Architects in partnership with Young + Wright Architects. The site of the former Goodwill Industries retail and transportation operations, the Vu will be an important addition to Toronto's historic Old Town Toronto neighbourhood. Bringing a strong contemporary design (the result of a design competition), the project will feature glass, metal, brick and stone to fit in with the historic character of the neighbourhood.

Overlooking picturesque St. James's Park the master-planned project will occupy almost an entire city block bounded by Adelaide Street to the south, Jarvis to the West, Richmond to the north and George to the east. A number of important historic buildings occupy sites around and near the Vu. The project will comprise two towers measuring 15 and 24 stories connected by an 8 storey podium containing retail space plus innovative nulofts. Street level town homes will line George Street.

A public access route (open from 7 AM to 11 PM) will provide open air access from the Jarvis and Adelaide entrance, through the central courtyard to the main vehicular entrance at George Street. This space is visually accessible at all times. The project is constructed to the lot line.

Entries to the development are located at Jarvis/ Adelaide Street and at George Street.

PROJECT TEAM

Developer: Aspen Ridge Homes

Project Architects: David Pontarini, Hariri Pontarini Architects in partnership with Young + Wright Architects

Public Art Consultant: Karen Mills, Public Art Management, Toronto

OBJECTIVES FOR PUBLIC ART

The objectives for this public art program are:

To create a landmark artwork marking the terminus of Jarvis and Adelaide Streets (from which point Adelaide jogs south before continuing east).

To expand the public art narrative from the entrance at Adelaide/Jarvis through the courtyard to George Street.

To commission artwork that is durable, readily maintained and a source of pride for the community.

To direct a portion of public art money to the required heritage identification feature that will be situated at George and Adelaide Streets and which is being designed by Toronto based artist Joanne Tod (with Jonathan Reed). The purpose will be to make this element an artistic as well as didactic element.

LOCATION

Public Art Zone:

The location for public art can best be described as a “zone” running from the Jarvis/Adelaide entrance area, through the central courtyard and to the George Street entrance. All areas are publicly accessible (visually and physically). The public art may comprise several components:

- a feature element (the landmark component) to be situated within the area at the Adelaide/Jarvis entrance (may extend from street level to the second storey)- taking care to avoid conflict with the immovable traffic lights at street level)
- an element or elements applied to the architecture of the building (bridge glazing; supplementary art lighting)
- an element or elements that animate the courtyard inviting the viewer to look into or walk into the courtyard space and that continue through to George Street
- glazing intervention in the ground level lobby- the “glass box” at George (may entail use of photography laminated to glazing or other highly visible process)

BUDGET

The anticipated budget for the program is:	\$650,000.00
Administration Allowance:	10% of the budget
Construction Coordination and Contingency:	up to 20% of the budget
Public Art Design, Supply and Fabrication	
Allocation to heritage feature upgrade	\$25,000.

Selection Process

Two Stage Invitational Competition:

A two stage, invitational competition is proposed.

- Stage 1: Request for expression of interest prepared and circulated to invited artists
- Artists respond to invitation with written expression of interest
- Owner representative, architect, construction manager and art consultant review submissions and identify Finalists (up to 4 artists)
- Stage 2: Finalist Brief sent to artists
- Jury members will be fully briefed about the project: design, goals, intent for the public art
- Jury reviews submissions- possible artist interviews.
- The winning artist(s) will be individually contracted by the owner to develop the public art and to work with the project consulting team (owner, project managers, engineers and public art consultant)

Artists to Be invited for Stage 1 Submission:

David Rokeby, Toronto
Rod Quinn, Vancouver
Inges Idee, Berlin
Jody Pinto, NY
Dennis Oppenheim, NY
Mauro Staccioli, Milan
Atelier van Lieshout, Rotterdam
Jackie Ferrara, NY
Brouwer Hatcher, Lake George, NY
Tom Patti, Pittsfield Ma.
Dianne Bos/Ian Paterson, Calgary and Paris
Veronique Sabatier, Paris

Jury Composition:

Jurors for the Vu will be drawn from the following pool of candidates. The jury will be comprised of a majority of art experts independent of the developer including an artist or designer and a local representative. In accordance with City of Toronto policy, no art dealers, art agents or gallery owners will be on the jury.

The jury will comprise 3 voting members as follows:

- 1 representative of the developer
- 2 outside art experts (artist/designer and local representation to be included)

Proposed jury candidates are as follows:

Terence Heath, author
David Liss, MOCA Director
David Moos, Art Gallery of Ontario
Joanne Tod, artist
Stephen Smart, art collector, works in ward

The project manager and project architect will be members of the technical advisory committee.

ATTACHMENT #1: CRITERIA FOR SELECTION

1	Aesthetic Evaluation: Past Work <i>excellence and quality: evident in the images provided</i> <i>innovation and creativity: reflects successful, dynamic concepts</i> <i>distinctive: not imitative; speaks with "own voice"</i>
2	Scale / Impact/Materials <i>has worked on large scale projects; knowledge of materials</i> <i>past work engages the viewer</i> <i>materials or systems used in past work are durable and easily maintained</i>
3	Craftsmanship/ Execution <i>high degree of craftsmanship shown in past work</i> <i>(Note: artist may employ fabricators to assist)</i> <i>proven ability to complete projects</i>
4	Track Record / Professional Assessment <i>past projects- success</i> <i>past projects- ability to work with team cooperatively</i> <i>reference checks- including those beyond the list provided</i> <i>profile, reputation, peer evaluation</i>