

**Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East**

<b>Date:</b>	August 22, 2007
<b>To:</b>	Toronto East York Community Council
<b>From:</b>	Robert Freedman, Director, Urban Design
<b>Wards:</b>	Ward 28 –Toronto Centre-Rosedale

**SUMMARY**

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In compliance with the development approval provisions, the owners of Pier 27 (Toronto) 25 Queens Quay East have submitted a comprehensive public art plan for approval by City Council. The full plan is the Attachment 1 in this report. This plan provides a framework for the public art program to be implemented during the course of the phased development. It anticipates where 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. Upon approval, the owner will begin to plan the competition and implementation management for the course of the development. The resulting art installations will be the property of and maintained by the owners of Pier 27 (Toronto) 25 Queens Quay East.

The Pier 27 Comprehensive Public Art Plan provides a good framework for the commissioning of artworks on prominent public areas of the site. The attached plan meets the objectives of the City Planning Percent for Public Art Program and is supported by the Toronto Public Art Commission.

**RECOMMENDATIONS**

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**The City Planning Division recommends that:**

1. City Council approve the attached Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East.

**FINANCIAL IMPACT**

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

**DECISION HISTORY**

This property is subject to a site specific by-law 1996-0483 approved by the Ontario Municipal Board on August 5, 2005. Public Art was secured through the Section 37 Agreement registered on title as Instrument No. CA746492. The site plan undertaking U302046 was approved in 2005.

For this development, the owner is required to produce a comprehensive public art plan for review by City Planning and its advisory panel, the Toronto Public Art Commission. Earlier this year, the owner met with City staff, drafted a plan and submitted it to the City for review and input. The owner presented the draft plan to the Toronto Public Art Commission at its meeting on July 18, 2007. Following discussion, the Toronto Public Art Commission made a recommendation for approval of the attached Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East.

## **ISSUE BACKGROUND**

The proposed Pier 27 Development is on the site bordered by Queens Quay to the north, the American Sugar Refinery to the east, Lake Ontario to the south and the Yonge Street Slip on the west. The development includes a 9 acre site and landmark entryway from Toronto's waterfront. The Pier 27 Comprehensive Public Art Plan provides a framework for the public art to be anticipated during the course of the phased development. It is a comprehensive plan, but remains a flexible working document that can address public art opportunities as the program evolves.

## **COMMENTS**

The Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East follows City Planning's process and provides an overview of the approach and the art implementation as the phases are completed over the years. It is a general description of its proposed guidelines; the objectives for the public art program; identification of priorities and potential site opportunities; a description of the art selection method; and, a preliminary estimate of the proposed overall budget. The guidelines and approach include participation in City Planning's Percent for Public Art Program; a public art dialogue; and public art benefits. The potential zones for the public art include: Freeland Street, the Yonge Street slip and Queens Quay. The implementation includes research and project management; selection process; community involvement; and budget allocation.

Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East 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 comprehensive plan and look forward to the implementation of the art as the development is built out.

**CONTACT**

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**SIGNATURE**

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Robert Freedman

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City Planning Division

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**ATTACHMENTS**

Attachment 1: Pier 27 Comprehensive Public Art Plan, 25 Queens Quay East

**PIER 27 COMPREHENSIVE PUBLIC ART PLAN**

**25 Queens Quay, East**

**Pier 27 (Toronto) Inc.**

Prepared for:	Pier 27 (Toronto) Inc.
By:	Public Art Management
Submitted to:	The City of Toronto Public Art Commission

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## **1. INTRODUCTION**

Found at the water's edge of Lake Ontario, the proposed Pier 27 Development lies at the southernmost starting point of Yonge St. and initiates the longest street in the world. Peter Clewes of architectsAlliance has been awarded the design of the project and has developed a proposal which will be a high point of contemporary architecture in the City of Toronto.

In accordance with the terms of the executed Section 37 Agreement with the City of Toronto, the public art will be incorporated into this exceptional project and the proposed public art program seeks to elevate the profile of this community even further.

The site is bordered by Queens Quay to the north, the American Sugar Refinery to the east (formerly Redpath Sugar), Lake Ontario to the south, and the Yonge Street slip on the west. The Pier 27 development will stand as a 9-acre community and landmark entryway from Toronto's harbourfront.

This Pier 27 Comprehensive Public Art Plan provides a framework for the public art program to be implemented during the course of the phased development. It will be a comprehensive, yet flexible working document.

The Pier 27 Comprehensive Public Art Plan will be comprised of the following:

- A general description of the guidelines for the Comprehensive Public Art Plan
- An outline of objectives for the public art
- Identification of priorities and potential site opportunities
- A description of the proposed selection method to identify artists and/or art projects
- A preliminary estimate of the proposed overall budget based on currently inferred construction costs at current densities (June 2007).

## **2. BACKGROUND**

### **2.1. Agreements and Rulings**

Public art for the development has been secured through the Section 37 Agreement with the City of Toronto (Section 5).

### **2.2. Sources**

Various sources were considered prior to the creation of the Pier 27 Comprehensive Public Art Plan. General public art references are listed in *Appendix 1: References*, including the CityPlace Public Art Plan as well as the

East and West of Bathurst District Public Art Plans for Wittington Properties Limited.

### **2.3. Vision Statement**

“The Pier 27 project establishes a piece of iconic architecture on a prominent site on Toronto’s waterfront. The building form serves as a mirror, a frame, and a gateway. Its glassy skin reflects the water, the sky, and the surrounding built environment. It enshrines views of the Harbour and the Islands, and draws pedestrians from the street to the water’s edge. It marks the foot of Yonge Street which has loomed large in the story of the City of Toronto and the Province for over 200 years.

The public art component of the Pier 27 project should respond to the power of the architecture and its site, and comment on the permeability, place-marking and place-making aspects of the building.”

Peter Clewes, Project Architect

A meeting was held with City staff and the development team on May 28, 2007 to discuss site opportunities and the general vision for the site.

Key themes discussed for public art in the visioning meeting included:

Accessibility and views to the water  
Movement and procession to the lake  
Exemplifying the edge of the City versus the water  
Beginning of the longest street in the world, the power of a single street

This Comprehensive Public Art Plan seeks to provide the guidelines for the creation of iconic public artwork or works. The developer and public art consultants aim to present a system whereby memorable public artwork(s) of exceptional artistic merit will be created, drawing the urban meander down Yonge Street towards the harbourfront. The aim is to construct artistic intervention(s) that will prove to be cultural assets to the city, its residents, and visitors to Toronto.

## **3. GUIDELINES AND APPROACH**

### **3.1. City of Toronto Model**

The City of Toronto’s Private Developer 1% Percent for Art program has had an enormous impact on the profile of Toronto, and saturated the urban environment with interesting sculptural and integrated artworks. The integral role of the artist in defining a sense of place, in revealing history and in constructing vivid

landmarks within the community can be seen in major projects constructed in the past decade. This development aims to contribute to Toronto's public gallery by erecting one or more monumental artworks to add lasting value to the community.

### **3.2. Public Art Dialogue**

Public art offers the artist opportunities to engage in meaningful dialogue with a vast, diverse and constantly changing audience. The process takes the artist beyond the studio through a shifting public forum. Artists are introduced to people, practices and concerns that they may not normally experience in their studio practice.

The Pier 27 Development, at the foot of Yonge Street, sits on an exceptional location on the waterfront and is a key area in the expansion of Toronto's waterfront revitalization. The audience for the public art in this location will be immense. In addition, this site is one of historic and symbolic importance. Information concerning the history of the site will be provided to artists proposed for the future competition(s).

### **3.3. Public Art Benefits**

The provision of thought provoking public art offers many benefits in that it humanizes the urban space that we inhabit, and encourages the people to reconsider the space in which they live and work.

Public art has the power to create and reinforce a sense of community, particularly within a new development. It defines a sense of place and provides a landmark by which people may assemble and orient themselves within the development and within the city while affording an opportunity to bring a distinct identity to the development.

From an urban design standpoint, the Pier 27 Comprehensive Public Art Plan reinforces the physical connection between the city and the waterfront, enhancing sight lines and view corridors by using public art to draw visitors down to Lake Ontario.

### **3.4. Objectives for the Pier 27 Comprehensive Public Art Plan**

The Pier 27 Comprehensive Public Art Plan will guide how public art will be conceptualized, planned, commissioned and implemented at Pier 27. Public art will elaborate upon the character and history of the area, reflect the importance and opportunities provided by the site, and will be directed to one or more of the large urban scale opportunities as detailed in the plan.



On a practical level, artists must understand the constraints of working in an environment outside the studio, gallery or museum. Physical constraints will be identified through working with the Owner and project consultants on the public art team- architect, public art consultant and engineers. Conceptually, artists must recognize that their audience has varying levels of expertise or interest in art. The goal of the Pier 27 Comprehensive Public Art Plan is to commission artwork of outstanding quality and enduring value which engages its audience and speaks on a variety of different levels while respecting the practical considerations of building in this location.

The foundation for a successful public art project relies on logical, pragmatic planning, fair methods of artist selection, and experienced and consistent management throughout the project until completion. Therefore, the Pier 27 Comprehensive Public Art Plan features:

- A flexible identification of one or more prominent locations for public art to evolve with the master concept plan
- An estimated budget which will be updated as the master concept plan develops to provide for artworks of appropriate scale and substance
- An equitable means of selecting artists
- A commitment to ensure appropriate expertise is available to oversee the program from artist selection, through contract execution, design, fabrication, construction, installation and completion
- Criterion for excellence as the public art for Pier 27 must be of outstanding quality and enduring value in the opinion of the owners and the public art jury that selects it
- A comprehensive understanding and respect for the high profile nature of the site, it's history and the locations identified within the site for public art, to ensure the artist develops the best project(s) for the development
- A commitment to public art which will be unique, stimulating and will benefit the public realm.
- A priority for public artworks that have the ability to become cultural attractions

To meet these objectives over the evolution of the master concept plan, the Pier 27 Comprehensive Public Art Plan requires flexibility and may be amended in consultation with the Toronto Public Art Commission, Chief Planner or Executive Director as required.

## **4. PUBLIC ART LOCATIONS**

### **4.1. Criteria for Selection**

Consideration of the following criteria has been used to identify locations for public art:

- Locations that afford high public use or public exposure

- Locations which afford an opportunity to add a variety of unique and/or distinctive artworks to the public realm
- Locations which afford an opportunity for artists to capitalize on funding provided for other significant design elements
- Locations where public art would reinforce urban design initiatives such as creating a strong sense of place in key locations (such as at the water's edge) and capitalizing on view corridors.

## 4.2. Mutual Goals

The public art policy of the City of Toronto encourages the development of public art in the most publicly accessible areas of the site and for artists to participate in the creation of interesting harmonious relationships between buildings, open spaces and streetscapes. These principles have governed the identification of potential locations within the Pier 27 Comprehensive Public Art Plan.

## 4.3. Proposed Priority Locations

As demonstrated on the attached plan, up to three (3) possible zones have been identified by the developer, the city and art consultant for situating public artworks. Certain areas may be located adjacent to, or on City owned land. All locations are publicly accessible, highly visible, and offer opportunities for a variety of expressions of public art. The possibility of amending or adding future locations will be addressed within the detailed public art program submitted as each phase of the development advances.

The consolidation of all public art budgets into one iconic artwork is also a possibility. Should this option be considered as the most desirable, the Developer may enter into an agreement with the City whereby funds are collected in a manner mutually acceptable to the City and the Developer. To ensure funds are spent in a timely way, the agreement may include a horizon clause.

The potential zones for public art are as follows:

- Freeland Street: Although this is currently seen as a southward extension of Freeland Street with vehicular traffic proposed, as the master concept plan evolves this area may become promenade space or park amenity. Public art opportunities arise either at the northern frontier with Queens Quay or at the base closer to the harbour. Any infringement upon Lake Ontario must be approved through the appropriate government bodies (such as Marine and Fisheries,) should the need arise
- Yonge St. Slip: A 25 meter public promenade will be dedicated along the western property boundary at the Yonge Street Slip which is proposed to be landscaped. As this portion of Yonge Street initiates the longest street in the world and interfaces directly with Lake Ontario, this location would be ideal for a large iconic expression of public art. Additional land currently

under separate ownership at the northwest corner of the Yonge Street Slip and Queens Quay provides the potential expansion of the 25 meter wide public promenade. An art opportunity may be carried through from the harbour to Queens Quay should this additional land be dedicated in the future. It is shown in the attached site plan as part of the Zone 2 opportunity.

- Queens Quay: The public promenade along Queens Quay may be considered as a possible location for public art depending on available budgets and the ultimate decision concerning the way in which landmark work(s) will be commissioned and the resources required to execute them.

## **5. IMPLEMENTATION:**

### **5.1. Organization**

The Owner will work in consultation with a qualified public art consultant on the planning, competition management and implementation of the public art plan through the course of the development. The public art consultant will report to the Owner and will be the main contact person/liaison with the commissioned artist(s). City staff will be consulted as required.

### **5.2. Selection Process**

#### **5.2.1. Stage 1: Research**

The public art consultant will work in collaboration with the Owner and design team in the identification of possible artists to be invited to participate in the public art program. Research will be conducted into artists of national and international profile, based in Toronto or elsewhere.

#### **5.2.2. Stage 2: Selection**

Detailed public art program(s) (subject to the review and approval of the TPAC, Chief Planner and Executive Director) will specify the selection method for the project. Options include direct commissions or invitational competitions. A Selection Panel approved by the TPAC will review submissions in a competition scenario while a Peer Review Committee approved by the TPAC will participate in reviewing and commenting on designs commissioned through a direct commission process.

#### **5.2.3. Community Involvement**

The Selection Panels or Peer Review Committees assessing artist submissions will include at least one representative from the ward.

### **5.3. Budget Distribution**

PHASE	ESTIMATED REQUIREMENT (2007 construction \$ and current density)
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The project proposed to be phased in accordance with the attached Master Concept Plan Dwg A-02 prepared by Architect Alliance dated March 16, 2007 (attached).

Phase	Building(s)	Estimated GFA	Estimated Budget
1	B&D (includes Parcel E)	616000 sf	\$1,047,000
2	A	295,000 sf	\$484,500
3	C	295,000 sf	\$484,500
4	F	295,000 sf	\$484,500

Distribution of the budget will be determined at the stage of Detailed Public Art Program preparation.

#### 5.4. Scheduling

The project is phased and will be constructed in accordance with market conditions.

#### 6. SUMMARY

The Pier 27 project will be a landmark in the re-development of Toronto's waterfront. The public art commissioned for the project will reflect the importance of this site in a contemporary way. The planning and execution of the public art program will acknowledge the cultural importance of the site in the development of the City of Toronto.

The future artwork(s) will add to the legacy of great works within the City.

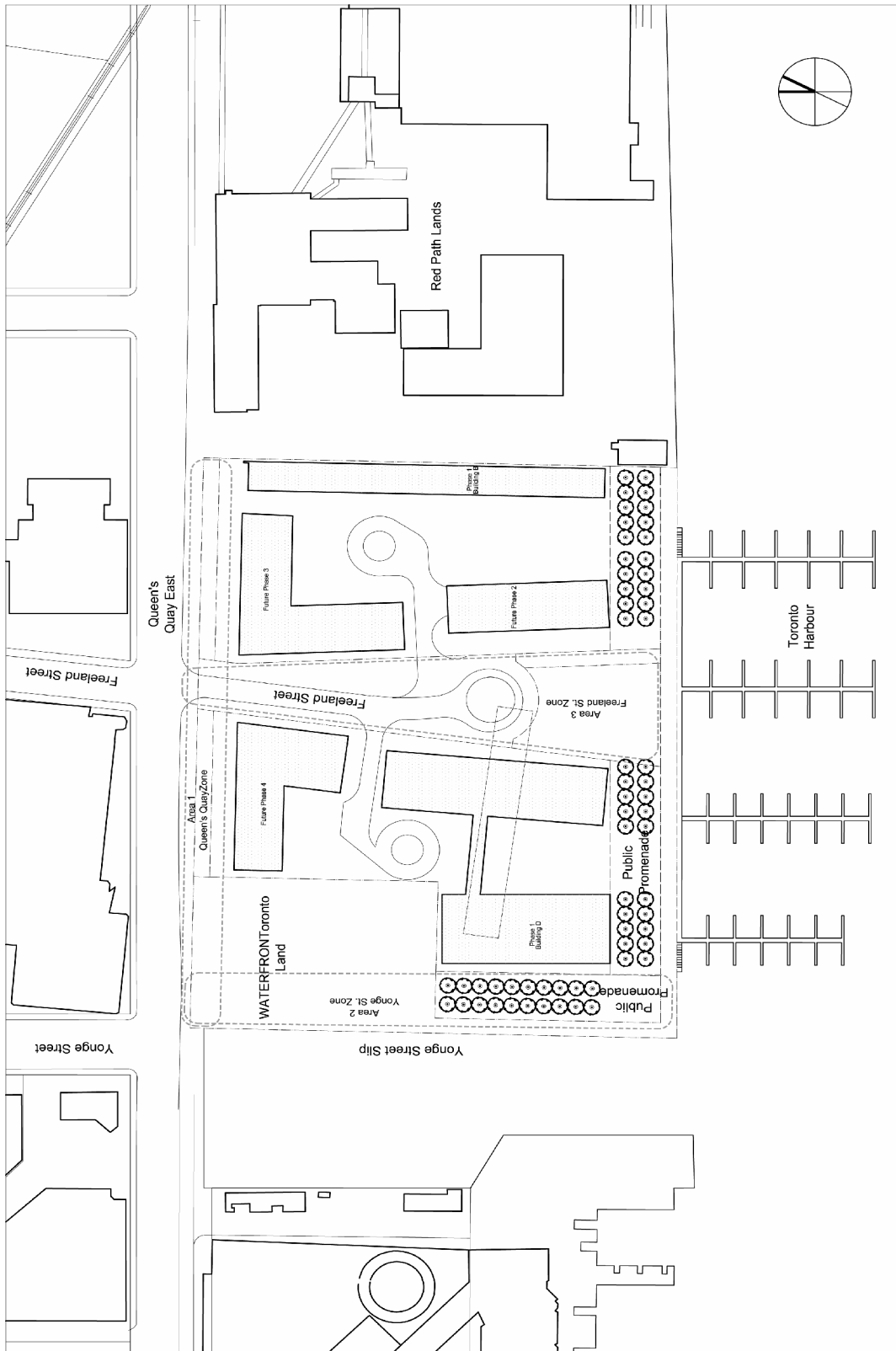
#### References:

CityPlace District Art Plan, 1999

East of Bathurst Lands District Art Plan, 2006

West of Bathurst Lands District Art Plan, 2006

#### Site Plan



## Pier 27 PROPOSED PUBLIC ART AREAS

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