



STAFF REPORT ACTION REQUIRED

Maple Leaf Square – 15 York Street Public Art Plan

Date:	December 17, 2007
To:	Toronto East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 28 - Toronto Centre - Rosedale

SUMMARY

In compliance with the approval provisions, the owners of 15 York Street 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 and background that includes program objectives and goals, site opportunities, selection process, a mentorship program, the estimated budget, and a project schedule. The owner will commence the selection of the art once the plan is approved. The resulting art installation will be owned and maintained by the 15 York Street.

The Maple Leaf Square 15 York Street Public Art Plan provides a framework for the commissioning of high profile art installations. 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

The City Planning Division recommends that:

1. City Council approve the attached Maple Leaf Square - 15 York Street Public Art Plan.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

Public art is a requirement of the Official Plan Amendment that was approved by Toronto East York Community Council at the July 11, 2006 meeting and the July 25, 26, 27, 2006 City Council Meeting. The Zoning By-law (No 726-2006) was also enacted by City Council on July 27, 2006.

For on-site public art, the owner is required to produce a public art plan for review by City Planning staff and its advisory panel, the Toronto Public Art Commission. An initial meeting was held with the developer team and urban design staff to discuss public art site potentials. A preliminary presentation was made to the Toronto Public Art Commission at its October 24, 2007 meeting. The developer returned on November 27, 2007, with a final draft at which time the Toronto Public Art Commission recommended approval of the Maple Leaf Square- 15 York Street Public Art Plan.

ISSUE BACKGROUND

The 15 York Street Public Art Plan is a mixed use development that includes a hotel, office tower and retail complex and two condominium towers. The development is bordered by Lake Shore Boulevard and the Gardiner Expressway to the south, the Air Canada Centre to the east, York Street to the west and Bremner Boulevard to the north.

The public art plan proposes that the public art be situated in two prominent sites: the pedestrian bridge that will link the Air Canada Centre with the Maple Leaf Square complex, and; the edge of the tower podium. Both of these sites are highly prominent and offer a variety of artistic approaches.

COMMENTS

The Maple Leaf Square 15 York Street Public Art Plan 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, the project team and a description of the site. The background section provides an overview of the agreements, objectives and goals of the project that include commissioning an art program that aims to engage the public, including residents, employees, visitors, pedestrian and vehicular traffic. The plan recommends two priority locations on privately owned, publicly accessible areas. The first is the pedestrian bridge which is situated at the second level of the development and is approximately 24.6 meters in length, connecting the new office tower, residential and hotel complex to the Air Canada Centre. The entire bridge envelope, interior and exterior is offered as a site opportunity. The second site is the edge of the podium, approximately 466 metres in length. The art will probably focus on the major streets such as York, Gardiner/Lake shore and Bremner Boulevard.

The selection process invites a range of Canadian and International artists and includes a mentorship program for the participation of a Toronto-based artist. The Jury Membership will be comprised of a developer representative and two art experts, including one ward

representative. The estimated budget is detailed and the projected schedule completion is in early 2010.

The 15 York Street 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. This plan offers much potential for exciting public art installations. I am in full support and look forward to the results and implementation.

CONTACT

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SIGNATURE

Robert Freedman
Director, Urban Design
City Planning Division

ATTACHMENTS

Attachment 1: Maple Leaf Square- 15 York Street Public Art Plan

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Attachment 1: Maple Leaf Square- 15 York Street Public Art Plan

MAPLE LEAF SQUARE- 15 YORK STREET PUBLIC ART PLAN

YORK BREMNER DEVELOPMENTS LIMITED



Prepared for:
By:
Submitted to:

York Bremner Developments Limited
Public Art Management
The City of Toronto Public Art Commission
November 27, 2007

1. INTRODUCTION

The Maple Leaf Square (MLS) development project at 15 York Street is one of the major development projects in the City of Toronto. Featuring innovative design by one of Canada's leading architects, (KPMB and Page & Steele) and commissioned by three of the leading developers in the country (H&R Developments, Maple Leaf Sports & Entertainment Ltd. and the Cadillac Fairview Corporation Limited- the "Developer") this site will be home to a first rate boutique hotel (Le Germain), a Class A office tower and retail complex, and two stunning residential condominium towers all within a breath of the Air Canada Centre.

Sited in the heart of Toronto, the development is bordered by Lake Shore Boulevard and the Gardiner Expressway to the south, the Air Canada Centre to the east, York Street to the west and Bremner Boulevard to the north. The project will serve as the gateway to central downtown and will be a landmark for both architecture and public art.

Excavation is underway with construction expecting to be completed by early 2010.

Public Art Management, Toronto is the public art manager for the project.

2. BACKGROUND

2.1. Agreements and Rulings

Public art for the development has been secured through the Section 16 Agreement with the City of Toronto (Section 5) executed on July 25, 2006. It is the intention of the Developer to commission public art for their site.

2.2 Objectives for the MLS Public Art at MLS

The scale, complexity and visibility of this project is unparalleled in Toronto. Public expectations are high and given the location, it is incumbent on the development team to ensure that all aspects of the project meet the highest standards. This applies without question, to public art.

The design, development and public art team have prepared a plan in consultation with City staff and the Toronto Public Art Commission, that presents a significant opportunity- and a challenge to some of the world's leading artists.

The goal is to commission a program of public art that will engage the public- residents, workers, visitors and viewers of the site in a compelling and unique

manner. The artwork must be iconic. It must have a strong and singular presence.

The work will be visible from some of the major thoroughfares in the City- the Gardiner/ Lake Shore combination and York Street- a symbol for those in vehicular traffic numbering thousands of views per day. Thousands more will experience the art in an intimate way as they live, work or visit the site- sports enthusiasts, businesspeople, tourists, residents. The work must be expressed on both an urban and intimate scale providing an experience that may be enjoyed on many different levels for a large and diverse group.

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. The concepts must be buildable, durable, maintainable and safe. They must meet all Ontario Building Code requirements for structure, safety, exiting etc. The Developer has experts and resources as well as the public art consultant to assist the commissioned artist through the development and implementation of the project.

In summary, the Developer has:

- Made a commitment to ensure appropriate expertise is available to oversee the program from artist selection, through contract execution, design, fabrication, construction, installation and completion.
- Demanded a high standard of excellence: the public art must be of outstanding quality and enduring value in the opinion of the owners and the public art jury that selects it.
- Selected Finalists who have shown an understanding of developing public art in the public realm- work of an international profile and standard.

The goal is to ensure that:

- The public art will be stimulating, iconic and will benefit the public realm.
- The public artworks will be cultural attractions for the neighbourhood and the City.

In the event that an artist proposes a concept outside the parameters of this approved program and if the Developer is in agreement, then:

- The Public Art Plan may be amended in consultation with the Toronto Public Art Commission and Chief Planner should the artist and Owner identify and agree to an approach not specifically identified in this plan. This is noted in the Section 16 agreement.

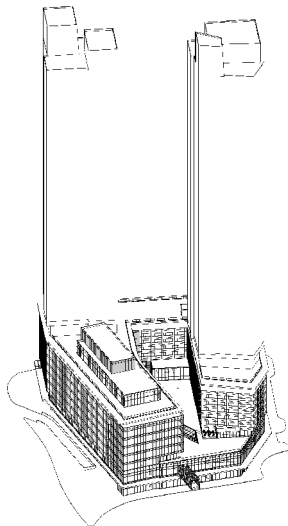
As part of the communications plan for the community, a documentary will be produced to document this landmark project.

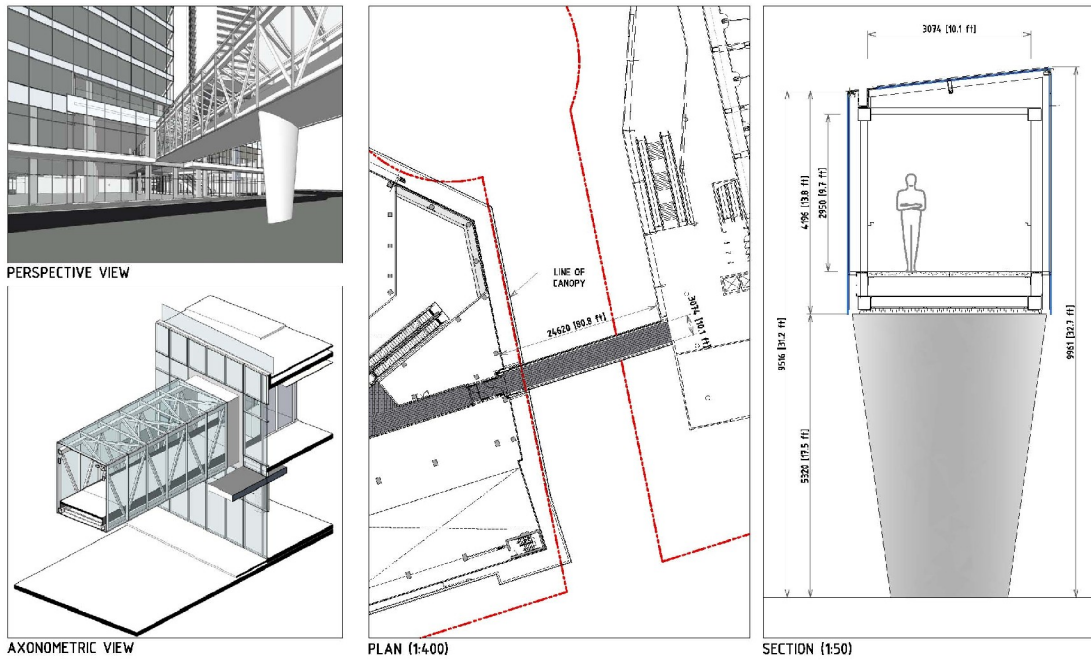
3. PUBLIC ART LOCATIONS

3.1 Priority Locations

Two (2) locations have been identified by the developer, the city and art consultant and confirmed by the TPAC at the time of the preliminary public art presentation on October 24, 2007. The locations are as follows:

The pedestrian bridge situated at the second level of the development measuring some 24.6 meters in length, about 3 meters in height and just over 3 meters in width and connects the new office tower, residential and hotel complex to the ACC. The entire envelope of the bridge including the interior and exterior are eligible for public art interventions.

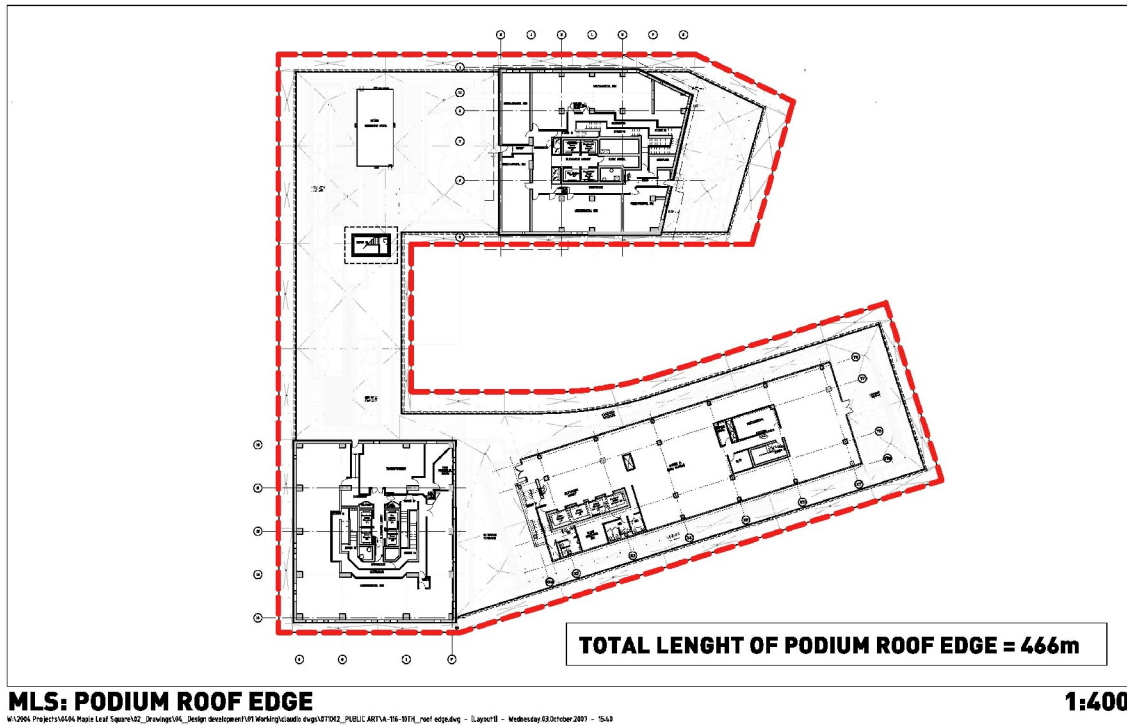




MLS: BRIDGE CONNECTION TO ACC

PROJECT: 15 York Street, Toronto, Ontario, Canada. CLIENT: City of Toronto. DATE: 2017. SCALE: 1:400. 15 York Street, Toronto, Ontario, Canada. PROJECT: 15 York Street, Toronto, Ontario, Canada. CLIENT: City of Toronto. DATE: 2017. SCALE: 1:400.

The edge of the podium: maximum length 466 meters with a height of approx. 600 mm. This edge provides a continuous “datum” as a consistent and continuous canvas for the artist to apply a light and colour, art intervention. It is expected that the artist may address the edges facing major streets such as York St., the Gardiner/Lake Shore and Bremner Blvd. avoiding the central area inside the complex (depending on budget).



Both sites must be addressed. It is expected that the commission will be awarded to one artist but if the Jury and Developer recommend that two artists be engaged, then the commission award may be divided.

4. SELECTION PROCESS

4.1. Juried Interviews

Juried interviews are proposed for the selection process and to ensure that candidates who normally will not enter competitions will participate.

4.2. Invited Artists

- Gunda Forster
- Jenny Holzer
- Anish Kapoor
- Ken Lum
- Erwin Redl
- Jennifer Steinkamp
- UVA- United Visual Artists

4.3 Jury Members

- Owner representative
- 2 art experts- one of whom is an artist and one of whom lives in the ward if possible
- David Moos, Curator, Art Gallery of Ontario
- Douglas Coupland, artist
- Edward Burtynsky, artist
- Robin Anthony, curator, RBC collection (works in the ward)

5. MENTORSHIP

As recommended by the TPAC, a mentorship program will form part of the public art. The commissioned artist will be invited to select a Toronto based artist to assist in the project. Candidates for the mentorship will be recommended by the Jury, Developer and Public Art Consultant.

6. BUDGET

Gross Public Art Estimate **\$3 million**

Administration Allowance 10%
Competition costs
Public art management
Portion of documentary

Coordination Construction Contingency 15%
Includes:
Electrical, mechanical, structural work (design)
Change orders- to base building
Architectural coordination
Project management
Portion of documentary

Allocation to both sites: 75%
of this- up to 2% of the Gross Public Art Budget will be directed to the mentorship

7. SCHEDULE

Completion Early 2010