

Emerald City Public Art Plan

Date:	February 18th, 2010
To:	North York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 33 Don Valley East
Reference Number:	ny10008

SUMMARY

In accordance with the applicable Section 37 Agreement and to satisfy conditions of site plan approval, El Ad Group (Canada) Inc., the owner of Emerald City, has submitted a public art plan for approval by City Council. The plan which forms Attachment 1 to this report, provides a framework for the commissioning of art to create public art projects at key locations within the redevelopment site. The plan provides an overview of the proposed art sites, public art objectives, preliminary estimated budget, art selection process, short-listed artists and jury, and a project schedule. The owner will commence the selection of the art once the public art plan is approved. El Ad Group (Canada) Inc will own and maintain the resulting art installations on the Emerald City site.

The Emerald City Public Art Plan

RECOMMENDATIONS

The City Planning Division recommends that:

City Council approve the attached Emerald City Public Art Plan.

Financial Impact

The recommendations in this report have no financial impact to the City of Toronto.

DECISION HISTORY

The existing Parkway Forest residential neighbourhood was built in the mid-20th century period as a “tower-in-the-park” precinct. Council has approved a redevelopment plan for the phased intensification of this neighbourhood. The project is being marketed by the owner, El Ad Group (Canada) Inc as Emerald City. The project is multi-phased and spread over five development Blocks.

Construction of the rental replacement apartment buildings at the corner of Sheppard Avenue East and Parkway Forest has commenced and a Site Plan Control application has been filed for the condominium development on Block A. Construction of a 36-storey, 464-unit building located on the south side of Sheppard Avenue just east of Don Mills Road. In accordance with the terms of the Section 37 Agreement, the construction of the first condominium building on the Block obligates and initiates the Public Art requirement. At the completion of the condominium buildings on Block A, the Public Art will also be completed

As a condition of their approval, City Council has required that El Ad provide public art as part of the redevelopment and intensification of this neighbourhood, now known as Emerald City, by El Ad Group (Canada) Inc. Provision for public art was included in a Section 37 Agreement dated March 1st, 2008, registered as instrument # AT 1814853, on June 25th.

In accordance with the conditions of a Section 37 Agreement, El Ad Group (Canada) Inc. submitted a public art plan for approval by City Council. City Planning staff and its advisory panel, the Toronto Public Art Commission (TPAC) have reviewed the draft public art plan. At its meeting on February 2, 2010, the TPAC reviewed the plan with the owner, and recommended approval of the Emerald City Public Art Plan.

ISSUE BACKGROUND

El Ad Group (Canada) Inc is redeveloping Emerald City’s open space, surface parking and otherwise underused space between existing apartment towers, to revitalize and invigorate an established neighbourhood. This site is ideally situated for intensification, due to on-site access to the TTC’s Sheppard subway eastern terminus at Don Mills Road. The urban design concept is to infill new development with the existing apartment towers, in a manner that enhances the public realm for both old and new. A prime feature of the site is a prominent public square at the south-east corner of Sheppard Avenue East and Don Mills Road. This is the prime location for public art. A pedestrian circulation network traverses the site, from the corner to the site of a future community centre. Along that route this presents at least five other strategic locations for additional works of public art. Public art is included in the redevelopment of Emerald City to further enhance the identity and character of the revitalized neighbourhood and help recreate this important Don Mills Road landmark.

COMMENTS

The Emerald City Public Art Plan follows Council's approved Percent Public Art Guidelines and provides a full public art plan outlining the method through which the owner will commission public art on this large redevelopment site. The Plan provides the following:

- Location: Describes opportunities for public art in the following key locations: a principal piece of public art at the south-east corner of the intersection of Sheppard Avenue East and Don Mills Road. Plus at various high-traffic pedestrian circulation points in a south-easterly direction from that corner. The primary corner piece is a definitive location. The precise location of the smaller secondary work(s) of art will be confirmed as part of the artist selection process.
- Budget: provides cost allocations, based on the preliminary estimated budget of \$1.8m (one million eight hundred thousand dollars) This \$1.8m amount shall be divided on a 70/30% basis. Not less than 70% of the artwork allocation's funding shall be directed to the southeast corner location of Sheppard Avenue East and Don Mills Road corner. The other 30% shall be allocated towards other public art installations within the complex.
- Selection Process :outlines the invitational process for a short-list of artists and the jury composition. The jury will be comprised of a developer representative and two art experts.
- Schedule: identifies the completion of the art installations to concur with completion of the first condominium portion of the development.

The Emerald City Public Art Plan meets the City's objectives for the provision of public art in private development, in accordance with the City Planning Percent for Public Art Program. This plan and site offer much potential for prominent public art installations on

a prime corner and internally throughout Emerald City. City staff are in full support of this plan, and look forward to the results and implementation.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Emerald City Public Art Plan

Attachment 2: Context Plan - Indicating overall site, plus northwest site area selected for placement of public art.