

PARKWAY FOREST RE-URBANIZATION: EMERALD CITY

PUBLIC ART PLAN

El-Ad Group (Canada) Inc.

Prepared by: Public Art Management

For Presentation to the Toronto Public Art Commission, February 2010

1.0 Introduction

North York

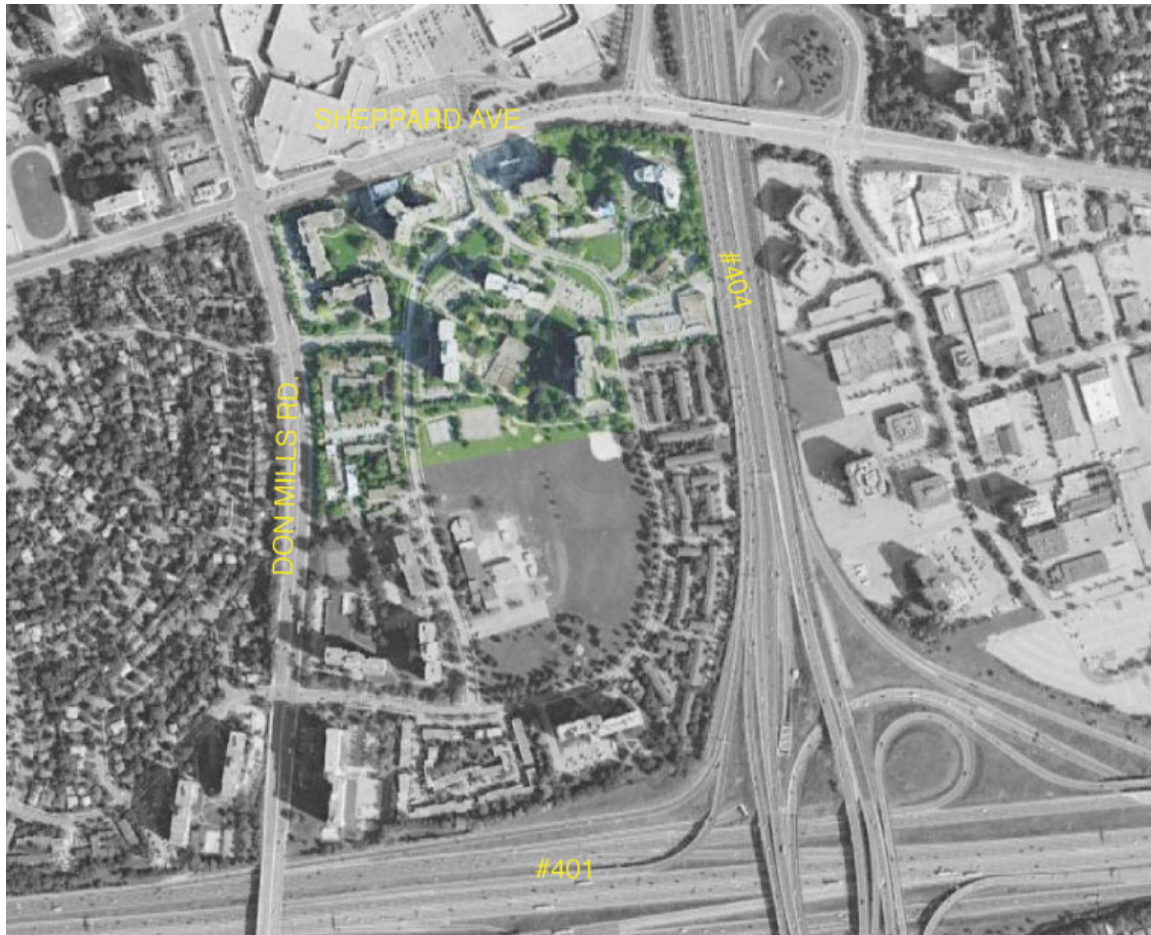
History

Formerly a hub of wide-ranging, dispersed smaller villages serving a predominantly agricultural territory, the rural Township of York led to the founding of the Township of North York on June 13, 1922. Following World War II, the area experienced increased urbanization, peaking in the 1950s and 60s, a model of the North American suburb. The Borough of North York was created in 1967. On February 14, 1979 The City of North York received its charter; fittingly, the city's slogan is "The City with Heart".

Today, North York is a highly culturally diverse population that includes Chinese, South Asian, African American, Arabic, Filipino, Latin American, Korean and Southeast Asians. North York is home to numerous international corporations' Canadian headquarters including Xerox, Procter & Gamble, Cadbury Adams, Nestlé and Lindt & Sprüngli. Significant institutions such as the Ontario Science Centre, the North York Central Library, the Toronto Centre for the Arts and the former City Hall can be found amongst rising high-rise office and condominium towers. North York has since become a suburban transition between the intense urban condition of downtown Toronto and the pastoral lands further to the north.

2.0 The Development: Parkway Forest Re-urbanization: Emerald City

Situated on lands bordered by Sheppard Avenue East and Don Mills Road, with Parkway Forest Drive circling the perimeter, the Parkway Forest community is one that features all the amenities desired for a vibrant and balanced lifestyle. Linked by an underground connection is the Fairview Mall. A TTC station along the Sheppard line will be fully integrated into Emerald City's infrastructure. Highways 401 and 404 / Don Valley Parkway are within minutes allowing quick passage to and from the city. Along with the abundance of efficient public transit both commuters and day-trippers alike have easy access to the places they need to go, important for a community that consists of both local and remote employment.



*AERIAL VIEW OF PARKWAY FOREST:
EMERALD CITY LOCATION -
BORDERED BY HWY. 401, 404,
SHEPPARD AVE. AND DON MILLS RD.*

The main focus of **Block A Tower** will be at the corner of Don Mills Rd. and Sheppard Ave. East, a major traffic intersection. Within the site, Parkway Forest Dr., a public road, meanders through the community and encircles an expansive public park that will be reinvigorated and expanded to include a public community centre, daycare facility and outdoor swimming pool. Surrounding the park are a series of high rise rental apartment buildings, townhouses, fire station and commercial plaza. The site sits directly across from Fairview Mall, an up-scale retail venue that has recently undergone extensive redevelopment. Existing rental units will be replaced by new buildings with refreshingly designed rental housing. This master-planned community intends to provide a home in a neighbourhood with its own sense of identity, one that is characterized by abundant green-space, pedestrian friendly walkways tree-lined and adorned with gardens alongside pathways: the country within the city.

Phased Implementation

The project is multi-phased and spread out over 5 development Blocks. Construction of the rental replacement apartment buildings at the corner of Sheppard Avenue East and Parkway Forest has commenced. Construction of the first condominium apartment units will be initiated on Block A with a 36-storey, 464-unit building situated on the south side of Sheppard Avenue just east of Don Mills Road. Commencement of the condominium buildings obligates, and therefore initiates the total Public Art requirement for the entire project. At the completion of the condominium buildings on Block A, the Public Art will also be completed.

3.0 The Team

Owner/Developer: El-Ad Group (Canada) Inc.

El-Ad Group (Canada) Inc. is part of the El-Ad Group, a real estate investment and development company with presence and holdings internationally.

Design Team: WZMH + ENVision – the Hough Group Limited

WZMH Architects is a full service architectural practice established over forty years ago.

ENVision – the Hough Group (founded 1963) is a Toronto-based design and environmental planning firm providing urban design and landscape architecture services to a wide range of public sector and private clients.

Public Art Administration: Public Art Management

Public Art Management provides services in the planning, development and execution of public art projects across Canada and internationally for public and private sector clients including property development firms as well as municipal, provincial and federal governments.

4.0 Public Art Requirement: Budget

Under the terms of Section 1 – Definitions of the Section 37 Agreement, Article 1.6 – “Art Contribution” means one per cent (1%) of the gross construction costs of the development of Block A”. The Public Art requirement for the entire Emerald City site is attached to the development of Block A, and, as such, is based on this phase of development solely; only Block A has a public art requirement.

The Owner/ Developer have elected to commission public art for key areas within its own site.

Estimated 1% requirement: \$1.8 million

Administration Allowance 10%

Coordination and Contingency: 15%
(Consultant fees post selection, engineering, site preparation)

Maintenance Endowment up to 5%

Public Art Allowance 70%
(to include project documentation of artist and artwork process)

Note: No less than 70% of the artwork allocation will be directed to the corner location to ensure sufficient funding for this prominent location.

Note: the specified 5% for maintenance endowment is based upon standard practice; an actual amount / percentage may be confirmed at a later date and determined by the requirements of the artwork and its medium. This endowment will be turned over to the property management for the Block A condominium development.

5.0 Principles for the Public Art Program

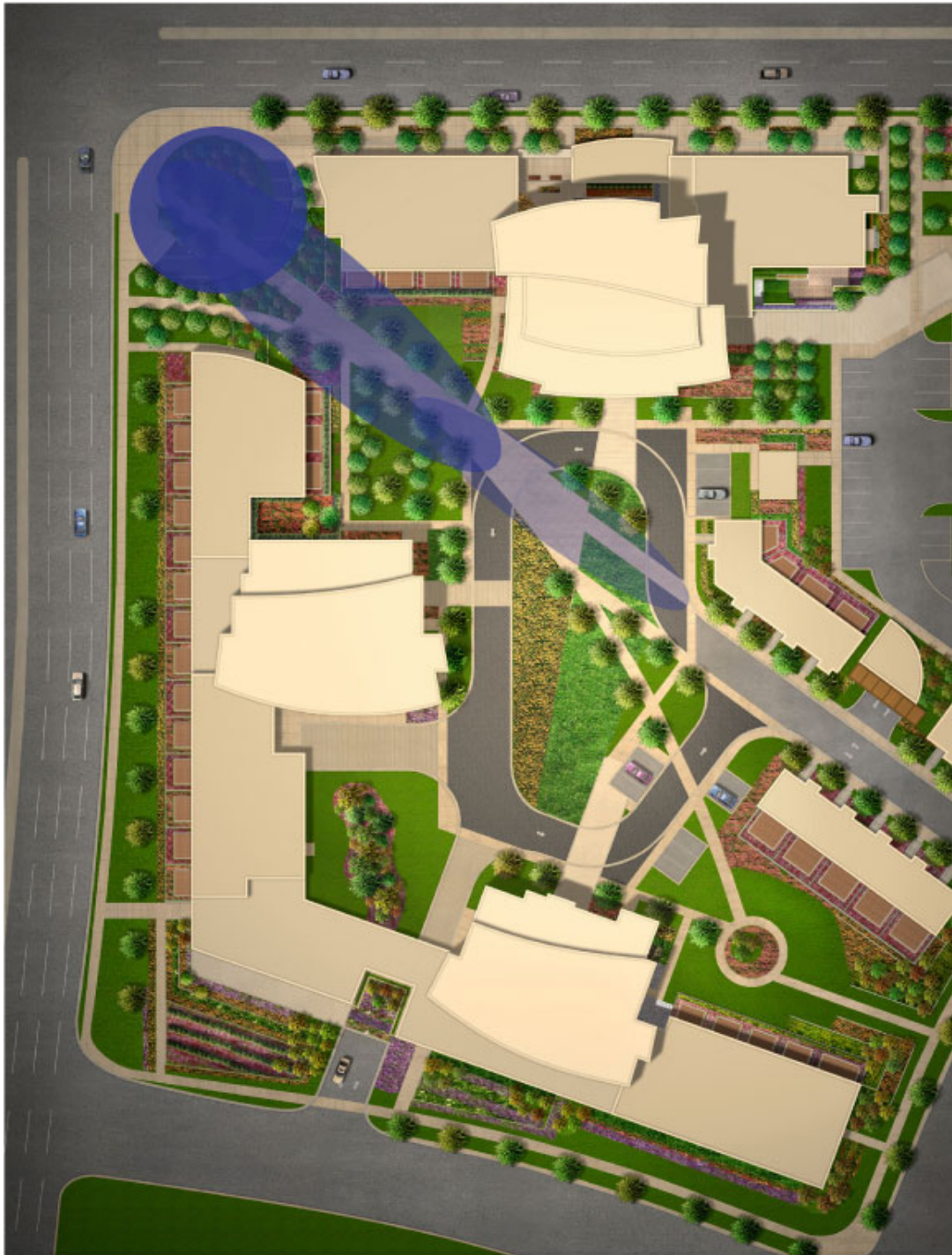
- Commission work of an urban scale work that will announce the arrival of this renewing community
- Create dialogue with the adjacent Fairview Mall
- Highly publicly accessible, both visually and physically
- Perhaps function as a gateway or a marker announcing the start of the passage linking the public roadway to the future park
- Create a landmark at a major intersection within the City- capitalizing on a variety of viewpoints



LOOKING NORTHWARD: INTERSECTION OF SHEPPARD AVE. AND DON MILLS RD. DIRECTLY ACROSS FROM EMERALD CITY PHASE 1. A RELATIONSHIP IS FORMED WITH THE ENTRANCE TO THE FAIRVIEW MALL.

6.0 Location(s)

1. Primary Location: “Corner Zone”, initiated with a predominant corner element at the south-east corner of the Don Mills Road and Sheppard Avenue East intersection, leading inward to the site’s interior with a possible continuation of elements; this site is immediately adjacent to the Fairview Mall entrance.
2. Possible subsequent location(s) leading to or within future internal park (on smaller scale) should budget permit; this would likely be an on-going program as future blocks develop.



PUBLIC ART LOCATION / ZONE:
NORTHWARD, "BLOCK A" SITUATED IN THE TOP LEFT-HAND CORNER; BLUE SHADING INDICATES POTENTIAL PUBLIC ART ZONE; GRADATION OF TRANSPARENCY INDICATES FOCUS OF PUBLIC ART, THE AREA OF HIGHEST INTENSITY OCCURRING AT THE CORNER LOCATION.

The **Significance** of this project is noted: The Emerald City Public Art project will be the first major permanent public art project in Ward 33 - Don Valley East. As such, the developer intends to promote a high standard for public art in North York by commissioning an artwork of utmost quality and significant scale.

7.0 Selection Process

An invitational competition is proposed for this project with selection (subject to Owner/Developer approval) to be made by a jury comprising 3 members. The majority of the jury will consist of art experts independent of the Owner/Developer and will include at least 1 artist and one art expert (or artist) resident within the ward. The Owner/Developer will be represented.

Jury Pool: The jury will be selected from the following pool of candidates:

Stephen Cruise, artist
Shirley Wiitasalo, artist
Panya Clark, artist
El-Ad representative (1)

Artists: The following artists are invited to attend a project briefing and prepare a concept for Jury consideration:

Douglas Coupland
Luis Jacob
Al McWilliams
Alan Storey

Note: It is desired to allow the inclusion of additional artists for invitation. Any additional artists invited will be pending City approval.

An **Apprenticeship** program maybe initiated to allow the commission winning artist to select a local, Toronto-based artist to mentor and collaborate with on an on-going basis, specifically for the development of future elements that function as a continuation of the the Corner Zone, Primary Location. For the senior artist, such a program provides and opportunity to work and create a dialogue with an emerging artist and provide instruction; for the apprenticed artist, the opportunity is an invaluable learning experience that will allow them to take their work to “the next level”, developing their ideas on a larger scale.

8.0 Schedule

Commence competition: autumn 2010