

Percent for Public Art Program Guidelines

Date:	July 27, 2010
To:	Planning and Growth Management Committee
From:	Chief Planner and Executive Director, City Planning Division
Wards:	All
Reference Number:	pg10060

SUMMARY

The purpose of this report is to seek approval of the attached Percent for Public Art Program Guidelines. A draft version of this document was adopted by City Council in 2006 for distribution, circulation and feedback. Staff is now reporting back with a final version for approval.

Since 2006, the draft Percent for Public Art Program Guidelines has been used by stakeholders including City Staff, the development industry, the urban design, architecture and public art community. Posted on the City Planning website, these draft guidelines were widely distributed both electronically and in print. The response has been very positive from both the public and private sectors. These guidelines have proven to be productive and consistent in the implementation of the program on a city-wide basis. As a result, Urban Design has only modified this document in minor ways with the inclusion of current construction value standards and the incorporation of example projects completed during the time the guidelines have been circulated. City Planning's Public Art Program policies and procedures remain the same as reported out in 2006.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the final Percent for Public Art Program Guidelines (attached) for implementation by City Staff.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

At the June 1, 2006 meeting of the Planning and Transportation Committee, the Committee recommended the adoption of the City Planning report and draft City Planning Percent for Public Art Program Guidelines for city-wide distribution. City Council at its meeting of June 27, 28 and 28, 2006, adopted the report without amendment. Link to report and City Council recommendation:

<http://www.toronto.ca/legdocs/2006/agendas/council/cc060627/plt4rpt/cl006.pdf>.

ISSUE BACKGROUND

Starting in the mid 1980's, the former Urban Development Services Department launched public art policies and programs for both the public and private sector, resulting in many successful public art installations across the former City of Toronto. Subsequently, the former Municipality of Metropolitan Toronto and the other former cities (Etobicoke, North York, Scarborough, York and the Borough of East York) developed public art policies with their own examples of public art.

Post-amalgamation, City Planning Staff continued to work within the existing planning framework to identify public art opportunities on public and private lands in all districts. On July 22, 23 and 24, 2003, City Council endorsed the expansion and appointment of city-wide representatives onto the Toronto Public Art Commission, the citizen advisory group that assists City Planning in the approval process of the Percent for Public Art Program.

In an effort to provide program consistency on a city-wide basis, City Planning established a working committee to review the current and past practices in the various district offices. Led by Urban Design, the committee had City Planning Staff representatives from all four districts. The intent of these new guidelines was to assist in the implementation of the new Official Plan and to ensure that City Planning's Percent for Public Art Program is applied in a consistent manner city-wide.

The Percent for Public Art Program Guidelines are similar in nature to other documents produced by City Planning, in that they are intended to provide guidance in the implementation and build-out of the public and private realm. Other guidelines produced by City Planning include Design Guidelines for Infill Townhouse and Drive-Through Facilities, and Urban Design guidelines for Bloor-Yorkville, Yonge Elginton Centre and the St. Lawrence Neighbourhood.

COMMENTS

The Percent for Public Art Program Guidelines provide background and steps for City Planning Staff to refer to when securing public art opportunities, both for City initiatives and through private development approvals. The guidelines also elaborate City Planning's relationship with Toronto Culture, which is responsible for the implementation of public art on City-owned lands. City Planning's Percent for Public Art Program is only one of a variety of public art programs within the City. City Planning identifies public art opportunities in civic and private projects and is responsible for the implementation of private developer projects on both public and private

lands. Culture has the responsibility of working with the arts community and local citizens in donations and public art initiatives on City lands.

The Percent for Public Art Program Guidelines introduce how to achieve public art through city building and the importance of high-quality public art to the enhancement of Toronto's public realm; how public art can boost economic development and tourism; and, provide a sense of place for visitors and residents. City Planning's role is outlined in securing public art and how the public art commitments are implemented. Also referenced are various Council-endorsed initiatives such as the Culture Plan for a Creative City, the Roundtable on a Beautiful City, and City Planning's Civic Improvement Program. Applicable Official Plan policies are also cited.

The guidelines provide background and context to comparable programs and models across Canada, the United States and internationally. They show how different types of public art can apply to specific sites, providing text and visual examples of the range of public art opportunities including independent sculpture, integrated artworks, site-specific installations, functional and interpretative artwork.

The guidelines provide a policy framework and objectives, and an overview of the various implementation tools, such as Secondary Plans, Tertiary Plans and Urban Design Guidelines, in order to achieve public art objectives. Included is a public art rationale with guidance on budget allocation. Approaches for securing public art contributions include Section 37 of the Planning Act; minor variances; plans of subdivision/severance; and an overview of public art provisions in planning agreements is provided. The guidelines outline the steps for securing public art for both on-site and off-site contributions and the components of a Public Art Plan. Background information on the Toronto Public Art Commission, the citizen group, that advises City Planning on the approval of the private developer projects is provided.

The guidelines also outline the methods for "pooling" off-site funds that are directed towards City-owned lands and administered by Culture for public art initiatives and how City Planning Staff can track and monitor funds secured through development approval for public art projects on city lands. Finally, in the 2010 Percent for Public Art Program Guidelines included are some examples of new projects completed since the 2006 draft guidelines were circulated.

CONCLUSION

These Percent for Public Art Program Guidelines are intended for use primarily by City Planning Staff and the private sector when developing public art programs for approval by the City of Toronto. As outlined in the original report, the Percent for Public Art Program Guidelines have been prepared for use city-wide by a City Planning Staff working committee with representation from all districts. The guidelines also assist other City Staff and the general public in promoting an understanding of public art opportunities and programs. The guidelines provide simple, clear guidance to process and implement Council's policies on public art. As demonstrated by some of the recent work by City Planning and the private

sector, these guidelines have been successful in the distribution and implementation while in circulation as a draft document.

The Official Plan recognizes the important contribution of public art to the quality of the public realm and to city building. Public art helps make buildings, open spaces and neighbourhoods attractive and memorable places where people want to visit, live, work and play. City Planning looks forward to continued success with public art on a city-wide basis. These guidelines represent an important tool for securing high-quality installations as the private and public sectors work together to build our neighbourhoods and communities.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Percent for Public Art Program Guidelines