

## **The Florian Residences of Upper Yorkville Public Art Plan**

76 - 100 Davenport Road

Prepared for: Diamante Development Corporation

By: Public Art Management

For submission: TPAC meeting Feb. 2, 2010



## Introduction

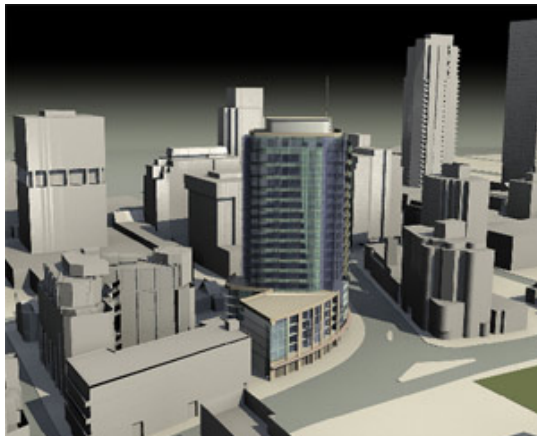
### The Site

The Florian, a project undertaken by the Diamante Development Corporation, located along the curve leading to the intersection at Davenport Rd. and Bay St., will transform the surrounding area with its addition of elegant finishes, expansive boulevard and treed landscaping. The Florian Residences are situated in the village of Upper Yorkville, flanked by Yorkville and Rosedale, offering a world of style, elegance and sophistication.

The development is surrounded by the internationally renowned Yorkville, a high-end retail destination featuring flagship stores for the world's most recognized fashion and accessories brands, as well as iconic restaurants and hotels. The area also features several prominent cultural institutions such as the Royal Ontario Museum, the Royal Conservatory of Music, the University of Toronto campus and several cinemas affiliated with the Toronto International Film Festival. Three major subway stations are also within walking distance.

The Florian Residences provide a luxurious home and community to its residents. The twenty-two (22) storey towers will provide 91 units, ranging in dimensions between 800ft<sup>2</sup> to 5000 ft<sup>2</sup>, and include a number of amenities. Wherever possible, The Florian implements the standards of Leadership in Energy and Environmental Design (LEED) to promote sustainable and environmentally conscience practice. The Florian epitomizes a "Boutique" condominium development, one that is all the more unique in its development of one of the very few remaining spaces with Upper Yorkville and its embracement of its surrounding open green spaces.

*Rendering:  
massing model  
depicts The  
Florian, in  
context.*

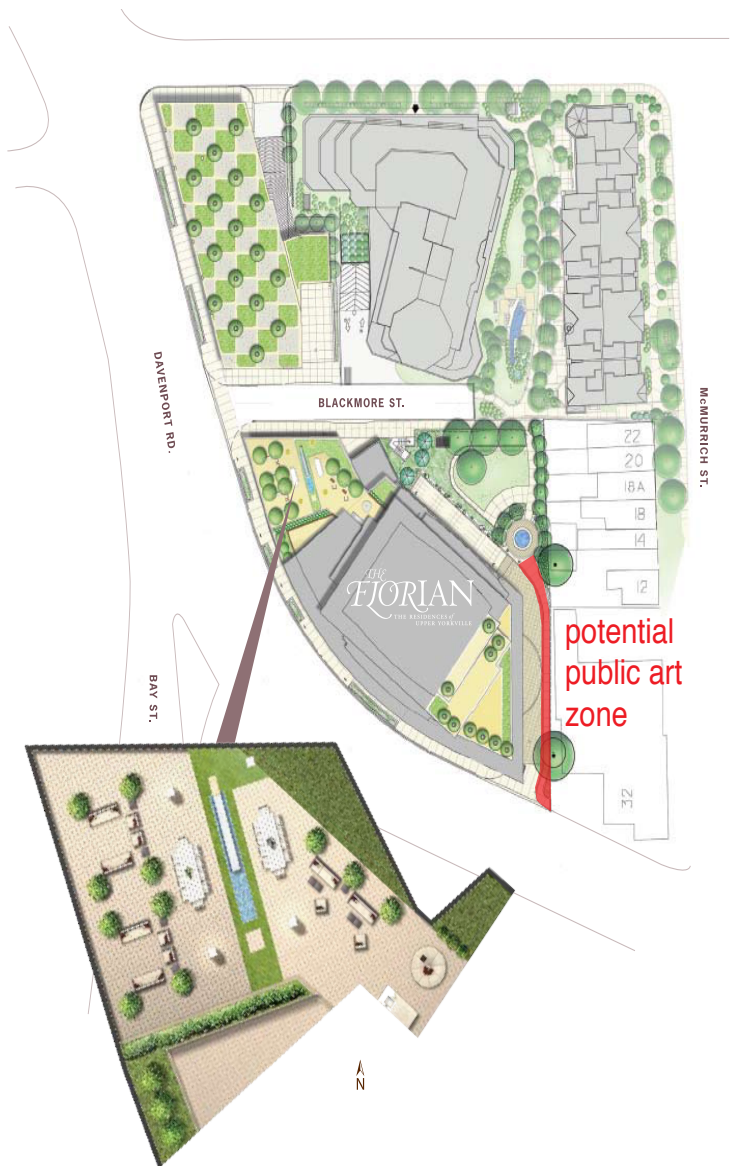


### The Team

Diamante Development Corporation – Owners  
Hariri Pontarini Architects – building architects  
Ferris + Associates – landscape architects  
Public Art Management – public art consultants



*Aerial: The site is located on the northern corner, where Bay St. intersects with Davenport Rd.*



## 1.0 Public Art Zone

The Public Art zone generally runs from the eastern edge of the development from the intersection of Davenport Road and Bay Street along the public walkway adjacent to the neighbouring property. The art may provide artistic separation/screening between the two properties. The area near Davenport Street is of particular interest as it is the most publicly accessible, both visually and physically; a focal moment may announce the artwork from the street.



## 2.0 Selection Methods

The Florian Residences Public Art program proposes a juried concept competition process to determine the commission for the public art for this site.

### Jury

The jury will consist of three (3) voting members, two of whom will be outside art experts, one of which will either reside or work within the ward and one will be an artist. One member of the jury will be a representative for Diamante Development Corporation. This pool will be drawn from the following:

- Barbara Astman, artist and faculty member at the Ontario College of Art and Design (OCAD)
- Dennis Reid, Art Gallery of Ontario (AGO)
- Eliza Mitchell, artist/ collector
- Mark Robert, collector (principal, The Carlu) - works in the ward
- Barry Appleton, collector
- Ralph Giannone, architect

In accordance with the City of Toronto guidelines, the developer has the right to veto the decision of the jury and re-run the competition.

### Artists

Based on an extensive view of credentials, the following will be invited to submit a concept for Jury consideration:

- Barbara Steinman
- Linda Covit
- Marlene Hilton Moore

### 3.0 Budget

The estimated budget is: \$367,000.00

- Administration Allowance 10%
- Coordination and Contingency: 15%  
(Consultant fees post selection, engineering, site preparation)
- Public Art Allowance 75%  
(to include up to 5% maintenance endowment, project documentation of artist and artwork process)

Note: Of the 15% Coordination and Contingency allocation: 10% applies to coordination which includes, but is not restricted to site preparation (i.e. foundation work), consultant review (i.e. landscape architects, engineers); 5% is carried as a contingency for artist unforeseeables.

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.

### 4.0 Schedule

Selection Commences:                      upon TPAC approval