

**GREAT GULF (KING STREET) LTD.  
CHARLIE - THE CONDOMINIUM  
430 KING STREET WEST, TORONTO**

**PUBLIC ART PLAN**

**1.0 INTRODUCTION**

The Great Gulf (King Street) Ltd. Art Plan provides a framework for the commissioning of art and for the collaboration of artists with design teams to create an independent or semi-integrated public art project that will be estimated at \$522,000.

**2.0 SITE CONTEXT**

The Public Art Plan is intended to reinforce the overall design objectives of responsible urban development. The formerly underused brownfield site will become a residence located in a major streetcar node with a variety of businesses easily accessible and within walking distance to the emerging mixed-use neighbourhood.

**2.1 ARCHITECT**

Donald Schmitt, Diamond and Schmitt Architects

**2.2 LANDSCAPE ARCHITECT**

Janet Rosenberg, Janet Rosenberg + Associates

**2.3 LOCATION and DESCRIPTION**

See Appendix A – Architectural Site Plan and Appendix B – Public Art location Site

The Great Gulf (King Street) Ltd. development called “Charlie” is located at the corner of Charlotte Street and King Street West in the heart of Toronto’s King-Spadina neighbourhood.

Overall the project measures 36 stories in height inclusive of a podium that measures 5 and 6 stories. The development will comprise 314 residential units. The urban built form of the project defines the streetscape which includes, retail frontage wrapping the corner of King and Charlotte with the residential lobby tucked away on the more intimate Charlotte Street frontage.

To a large extent, the building design integrates into the local context. Due consideration has been given to materiality and scale to acknowledge the area’s industrial past. Brick is used extensively on the 5 storey podium to reinforce the character of King Street and to anchor a slender point tower building form. The combined architectural ensemble will grace the King-Spadina hub with a landmark structure that will endure for years to come.

The buildings immediately surrounding the property vary from low to mid-rise (3 to 10 stories) periodically punctuated by taller building forms of up to 20 stories including two recently

occupied condominiums to the north and west of the Site. Completion of this project will create a very dense urban block consisting primarily of residential uses and street-related retail. Diamond & Schmitt Architects have achieved respite from this high density block by creating a new urban plaza on King Street West at Charlotte Street, measuring approximately 8 by 11 metres opening to the south and east.

Just west of the site, the stretch of King Street is a mixture of residential and office complexes of consistent midrise heights. On the south side of King Street, the built form is mainly low-rise to midrise. With Roy Thompson Hall, home to the Toronto Symphony, the Royal Alexandra Theatre, the Princess of Wales Theatre and the Bell Lightbox, the new home of the Toronto Film Festival, King Street west of University Avenue has emerged as an important cultural precinct.

## **2.4 PROJECT DESCRIPTION**

Given, among other reasons, the significance of the King Street west of University node, City Council adopted a By-law permitting an increase in height from 30 metres to 129 metres, resulting in a slender point-tower of 36 stories at Charlotte Street and King Street West and a 5 and 6 storey podium on both streets. These relate respectively to the scale of developments on Adelaide and Charlotte Streets and the existing older houseform buildings to the east and south of King Street.

## **2.5 HERITAGE and HISTORY**

The site is currently hoarded as the building is under construction. While originally part of Toronto's burgeoning industrial neighbourhood, the site has also played host to a bank and has most recently operated as a retail store and a pay parking lot.

## **3.0 CURATORIAL VISION**

It is the intent that the public art component of this site should enhance the significance of this intersection and add interest and vitality to the public realm. Given the scale of the proposed building, and the volume of public transit, car and pedestrian traffic that travels past the site, the proposed public art component should be of sufficient size, shape and colour to stand out against the new 36-storey building, yet be complementary to the context of a busy corner on a historic street in Toronto.

Competing artists will be invited to create an independent, multi-component work of art to be installed on the site at the north west corner of King Street and Charlotte Street in the plaza adjacent to the building at grade level. If, and when, an artist's submission includes some portion of the landscaping plan then the landscape architect would work with the winning artist on this aspect.

It was agreed by everyone consulted that the sculpture(s) intended for this site should be of a substantial size and possibly in colour in order to distinguish itself from the tall condominium tower. All aspects of the work will be subject to public safety standards, snow removal and durability in our variable climate.

The art work should be accessible to the general public, physically and conceptually, while being of the highest aesthetic standard. In the public art domain it is important that the work

of art can be “read” and understood in a pleasurable and comprehensible way. It is ultimately the responsibility of public art to enhance the experience of the people who see it.

While the scale of the condominium will be much larger, the Public Art component need not compete with the size of the building. What is hoped for is a complementary and possibly a dynamic work of art that considers the architecture, yet can stand in contrast to it.

#### **4.0 PUBLIC ART SITE/OPPORTUNITY**

See Appendix C– South Elevation and Appendix D - East Elevation

#### **4.1 PUBLIC ART SITE DESCRIPTION**

The “Charlie” development will provide a pedestrian-friendly environment along both King and Charlotte Streets. The lush landscaping, new building and the historic houseform buildings on King Street will create an attractive new niche that will animate this portion of King Street and accent the otherwise understated intersection.

In consultation with the architects, the landscape architect, the developer, the city urban design (staff) and the public art coordinator, the location of the art site has been selected as the area on the south east corner of the building where Charlotte Street meets King Street.

The choice of the site was made based on considerations of the highest and best location in terms of visibility and accessibility of the art installation. It was seen as the area where it will be visible to the greatest number of pedestrians, commuters and drivers along King and Charlotte Streets.

Sight lines will be created and reinforced through the design of the landscaping to best offset the public art project. Lighting will be an important factor to ensure that the art components are visible at night, along with general ambient lighting.

#### **5.0 ARTIST SELECTION PROCESS**

The art consultant, the developer and design team reviewed portfolios of over 20 artists.

#### **5.1 INVITATIONAL COMPETITION**

We believe that treating this as one site best suits the development and the budget, consequently we are submitting our selection of 3 artists who will be invited to compete for this project. Each artist will be paid a fee of \$1,500.00 for his proposal and the jury will select the winner.

These artists are:

- 1) Jed Lind
- 2) James Carl
- 3) David Rokeby

The successful artist will work with the landscape architect to further develop the hard and soft landscaping so that the entire site presents an integrated whole.

## **5.2 JURY**

The jury will be composed of two developer representatives and three art experts.

They are:

1. Geoff Matthews or Dragana Maznic: Developer, Great Gulf (King Street) Ltd.
2. Janet Rosenberg: Janet Rosenberg+ Associates, Landscape Architect
3. Bill Boyle: CEO Harbourfront Centre, founding member of The Power Plant
4. Barr Gilmore: practicing artist, curator, graphic designer
5. Kathryn Minard, President, Curator Asset Management Inc., Toronto

Alternates:

1. Donald Schmitt: Diamond and Schmitt Architects
2. Susan Schelle: practicing artist, professor at U of T Fine Arts
3. Kelvin Browne: Director, Public Relations, ROM

## **6.0 PROJECTED ESTIMATED BUDGET**

- Minimum Estimated Gross Budget - \$ 522,000.00
- Art site allocation - Minimum of 80% of budget
- Administrative costs - up to 10% of budget  
This includes the consultant's fee, travel fees for out of town artists, courier, telephone and general administrative expenses.
- Maintenance fund - up to 10% subject to modification based on final design. If less is required the remainder will revert to the art site allocation.

### **6.1 THE ARTIST'S BUDGET**

All budget requirements must be supported with back-up documentation, i.e. quotes & estimates, where applicable. The following would be included in this budget:

- Design fee - includes dealer commission if applicable
- Material costs
- Fabrication costs
- Supervision of fabrication
- On-site labour costs related to installation
- Extraordinary equipment costs required for fabrication or installation
- Any necessary permits or testing costs
- Insurance costs - Comprehensive General Liability, studio and contents

- Legal fees
- Applicable taxes
- Travel and delivery expenses during fabrication and installation
- Contingency fund (5% of fabrication cost)

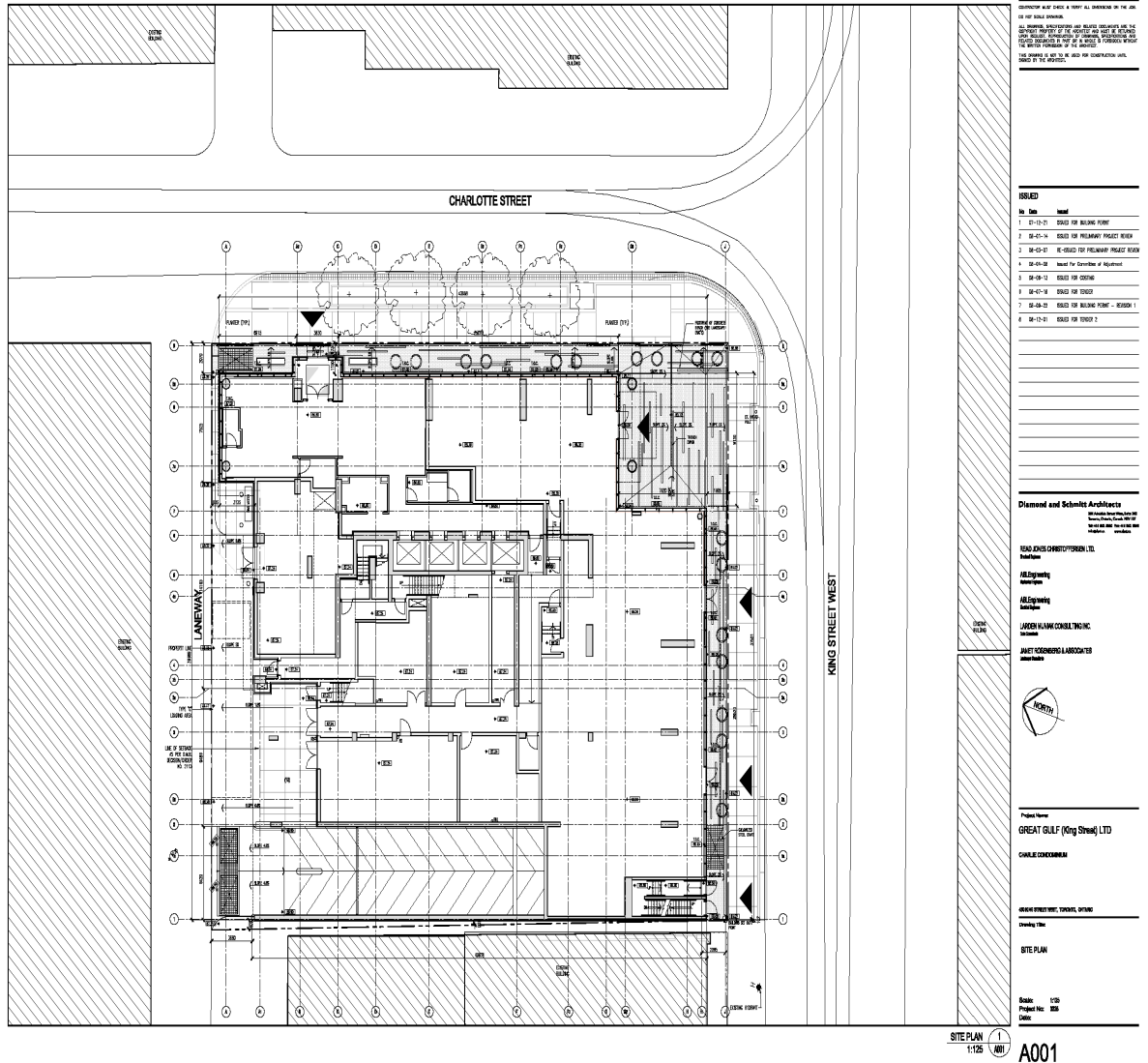
## **7.0 PROMOTION**

The art consultant, in collaboration with the marketing department, will contribute to all promotional activity related to the competition, completion and installation of the art project, including press releases, unveiling ceremonies, proper accreditation and signage and liaison with the media.

## **8.0 PROJECTED SCHEDULE - to be finalized**

Presentation to TPAC	March 23, 2010
Community Council meeting	April 19, 2010
City Council Approval:	May 11/12, 2010
Artist Competition	Summer 2010
Installation:	Winter 2012

APPENDIX A



CONTRACTOR SHALL CHECK & VERIFY ALL DIMENSIONS ON THE JOB  
 10' SET BACK REQUIRED

ALL MATERIALS, METHODS AND WORKMANSHIP SHALL BE  
 APPROVED BY THE ENGINEER PRIOR TO CONSTRUCTION. THE  
 CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL  
 NECESSARY PERMITS AND APPROVALS FROM THE  
 APPROPRIATE AGENCIES.

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 NECESSARY PERMITS AND APPROVALS FROM THE  
 APPROPRIATE AGENCIES.

**ISSUED**

No	Date	Issued
1	20-10-21	ISSUED FOR BUILDING PERMIT
2	24-05-21	ISSUED FOR PRELIMINARY PROJECT DESIGN
3	24-05-21	ISSUED FOR PRELIMINARY PROJECT DESIGN
4	24-05-21	ISSUED FOR CONSTRUCTION OF FOUNDATION
5	24-05-21	ISSUED FOR CONSTRUCTION
6	24-05-21	ISSUED FOR BUILDING PERMIT - REVISION 1
7	24-05-21	ISSUED FOR BUILDING PERMIT - REVISION 2

**Diamond and Schmidt Architects**  
 1000 JAMES STREET/TORONTO, ONT.  
 M5E 1A5  
 Tel: 416-593-8888  
 Fax: 416-593-8889  
 www.diamondandschmidt.com

**All Engineering**  
**Author**  
**Checked**  
**Approved**

**JASON HAWK CONSULTING INC.**  
 1000 JAMES STREET/TORONTO, ONT.  
 M5E 1A5  
 Tel: 416-593-8888  
 Fax: 416-593-8889  
 www.jasonhawk.com



Project Name  
**GREAT GULF (King Street) LTD**

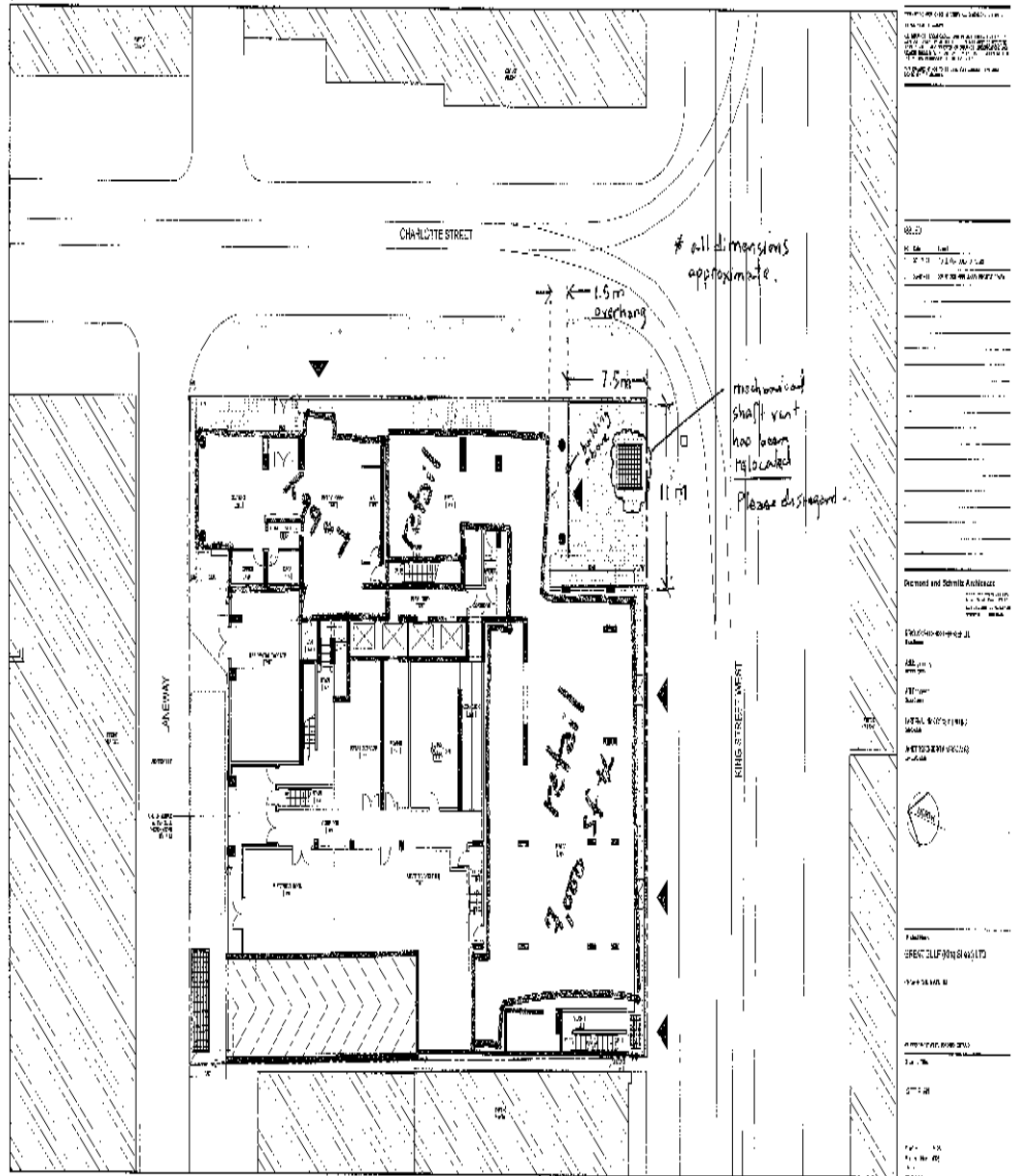
Client  
**CHABLE CONCRETE**

Scale: 1/25  
 Project No: 2021  
 Date:

**SITE PLAN**  
 1/125  
**A001**

10000 North York City Centre, 10000 North York City Centre, Toronto, Ontario M2N 6L1

APPENDIX B



A001

APPENDIX C

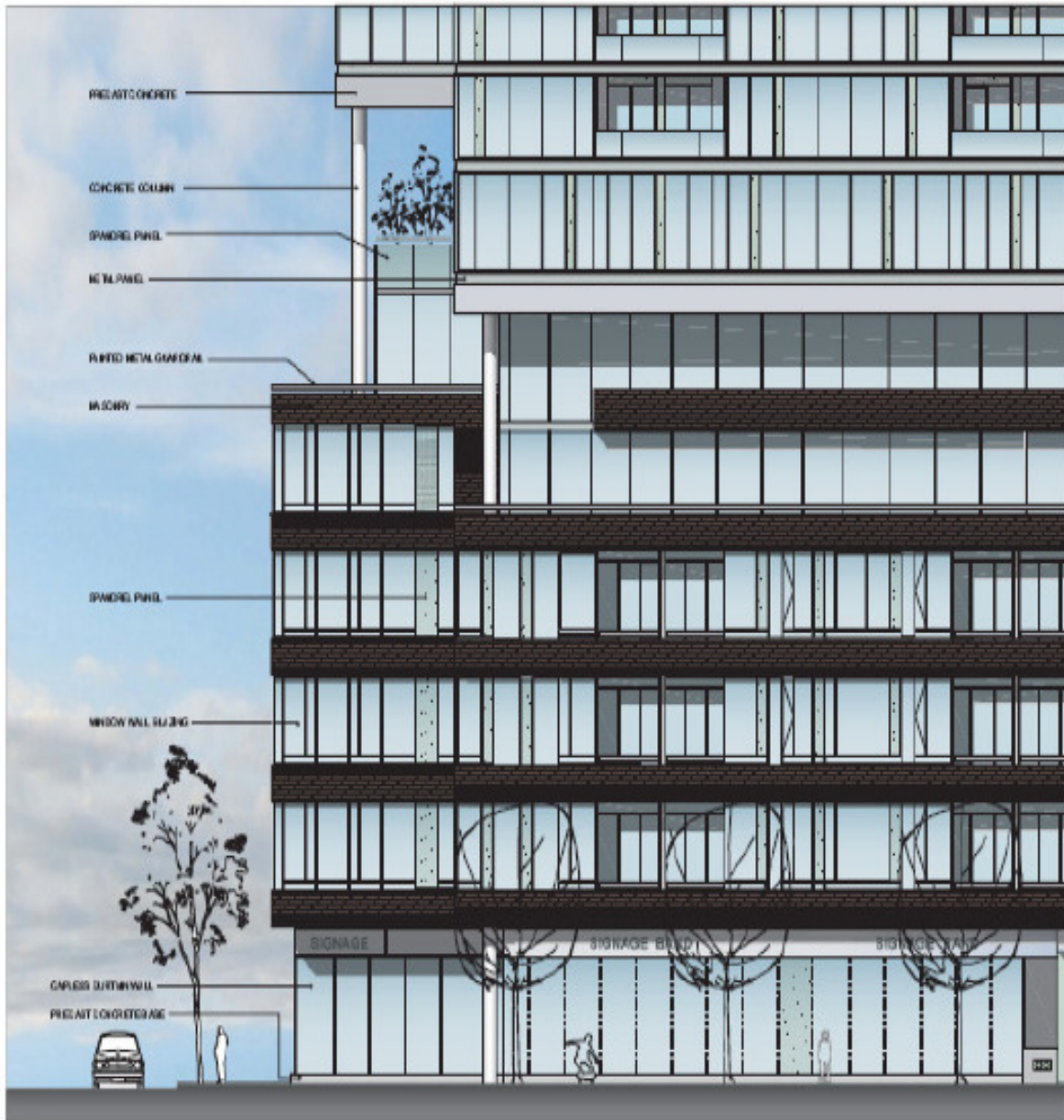


GREAT GULF (KING STREET) LIMITED- SOUTH ELEVATION  
OCTOBER 18 2006  
DIAMOND & SCHMITT ARCHITECTS INCORPORATED

Approximate Location of  
Public Art



APPENDIX D



GREAT GULF (KING STREET) LIMITED- EAST ELEVATION  
OCTOBER 18 2006  
DIAMOND & SCHMITT ARCHITECTS INCORPORATED

SCALE- 1:50