



300 FRONT STREET
WEST

PUBLIC ART PLAN

Prepared for
Tridel Corporation

by

Brad Golden + Co
Public Art Consulting

Revised 03 May
2010

PROJECT OVERVIEW

The 300 Front Street West Condominium development is located in Toronto's downtown media and entertainment district. The project site is located on the northwest corner of Front and John Streets at the foot of the CN tower and across the street from the Rogers Centre (formerly known as the SkyDome), in the midst of the city's burgeoning International Film Festival district

300 Front Street West, designed by Rudy Wallman Architect, is comprised of a 49 storey residential condominium tower, a 13 storey front loaded bar building with grade-related retail- which acts as a visual buffer to a hydro transformer complex directly north of it, as well as an inviting publically accessible open space located directly at the corner of Front and John Streets.

The development is consistent with the urban design policy framework which supports intensification and infill within urban centers on locations that are well served by public transit. The at grade experience for pedestrians is enhanced through creating a comfortable base condition of the tower, improved streetscape along Front and John Streets, as well as the creation of a large "urban garden" which plays against the park on the opposite side of Front Street and contributes to the amount of quality open space available in the area.

PUBLIC ART OVERVIEW

Tridel and the public art consultant have endeavoured to meet the City's urban design objectives to support the public realm of streets and open spaces, and to maximize public accessibility and visibility of the artwork through consideration of site conditions, built form opportunities and context. To this end, we have made available, for public art vision, the most publicly accessible and visible site, the park that is a component of the development.

Front Street Park

Located at the southeast corner of the site, Claude Cormier Landscape Architects, have designed a picturesquely layered crisscross of paths, luxuriant vegetation, and a sprinkling of street trees evoke the atmosphere of a park on the scale of a garden and as a counterpoint to the formal grid of city streets. Accessible to condominium owners and neighbourhood residents alike, the park serves as a link between private and public zones in the metropolis.

To give the building a signature presence, the paving pattern of the site has inscribed the address – 300 – directly into the design. The roadways and sidewalks of the site make up the digits, clearly visible from the high vantage points in the nearby surroundings. Like the logo on a Fendi purse, the site-integrated icon is woven through with an intricate network of paving.

PROJECT TEAM

Developer: Tridel Corporation

Project Architect: Rudy Wallman Architect

Project Landscape Architect: Claude Cormier Landscape Architects

Public Art Consultant: BRAD GOLDEN + Co

SELECTION PROCESS

We propose an invitational competition as set out below:

The art consultant and the Developer have reviewed portfolios of eleven artists and artist teams and have short-listed the following 3 artists or artist teams for development of specific proposals for the project:

Jennifer Marman and Daniel Borins, Toronto, ON

Robert Youds, Victoria, BC

Jason Bruges, London, UK

The short-listed artists will be paid an honourarium, as well as reimbursed for travel expenses, to develop specific proposals in response to terms of reference prepared by the art consultant. Short-listed artists will be invited to present their proposal to the project jury. The jury will then select an artist for this project who will subsequently enter into an agreement with the Developer to create the artwork.

ESTIMATED BUDGET

Item	Budget
Total	\$970,000
Artwork Capital Budget	85%
Administration Allowance	8.75%
Contingency*	1.6%
Launch and Public Relations	1.0%
Maintenance Fund**	5% of artwork construction

*Any surplus from the contingency at end of project installation will be distributed to the artist and/or to the public relations and maintenance fund.

** May be adjusted relative to form of winning proposal

JURY COMPOSITION

The jury will be composed of:

**Michelle Jacques, associate curator of contemporary art, Art Gallery of Ontario

*Michael Alstad, artist, Year Zero One Artist Collective

Robert Ouellette, writer, critic, author of John Street Media Corridor thesis

Claude Cormier, Project Landscape Architect

**Rudy Wallman, Project Architect

* lives in ward

** works in ward

PUBLIC RELATIONS PROGRAMME

The public relations programme for the public art programme will consist of an unveiling ceremony and the production of a booklet that will be distributed to local residents and to any interested parties. Local media outlets will be contacted via. press release and media interviews with the artist will be arranged if requested.

TIMELINE

The following proposed timeline is dependent upon approval of the public art plan by appropriate City staff.

Meet with planning staff	Fall 2009
Presentation to Public Art Commission	Spring 2010
Preparation of artist's proposals	Summer 2010
Adjudication of submissions	Fall 2010
Artwork development and construction	Winter 2010 – Spring 2012
Artwork installation	Spring 2012
Launch and public relations	Summer 2012

** Specific date to be confirmed by the developer's project manager as determined by the construction schedule*

ROLE OF THE ART CONSULTANT

The art consultant will be an independent agent who will facilitate the public art programme with the intent of achieving the successful integration of art within the development and the surrounding urban fabric.

The Art Consultant will be responsible for all aspects of managing the public art project from the initial planning stage through to the installation of the artwork and submission of final documentation to the City. Responsibilities of the consultant include development of this plan, facilitation of the artist selection process, coordination of the artwork programme with the artist, design team, client and City and facilitation of artwork installation.

300 FRONT STREET WEST PUBLIC ART PLAN

CONTEXT

Diurnal • Nocturnal
Public • Private

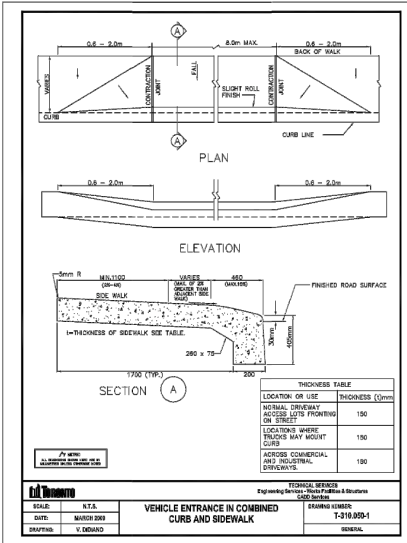
The artwork will communicate to a broad public audience ranging from the residents of the condominium both day and night to office workers during the day to sports fans attending an event at Rogers Centre/SkyDome to music lovers attending a performance at the Glenn Gould Theatre in the CBC building at night.

300 FRONT STREET WEST PUBLIC ART PLAN

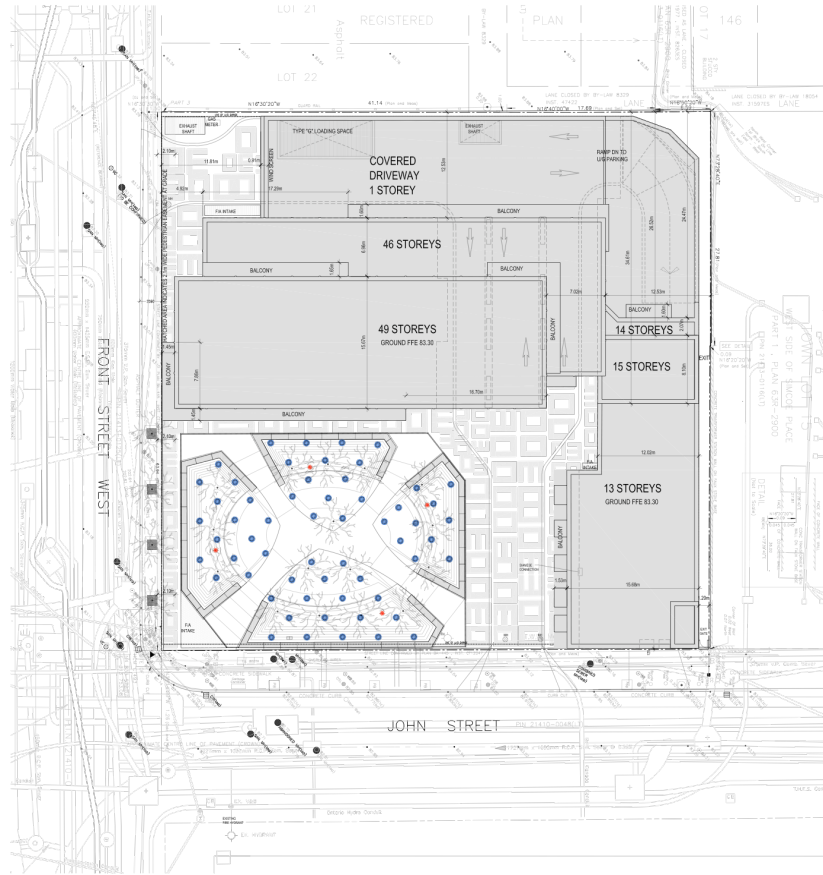
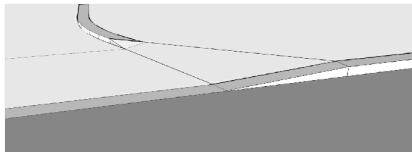
URBAN DESIGN GOALS

Reinforce Landscape Design
Engage Space of Park
Utilize Existing Park Services
Recognize Disparate Patrons

Starting at the AGO and Grange Park to the north and terminating at the 300 Front Street West park, the artwork site - adjacent to the CBC and Roger Centre/SkyDome - sits at the south end of the media and cultural corridor that is John Street. The hydro transformer pen situated directly north of the park is a further landmark that functions to reinforce the themes of the artwork: *Artifact and Illumination, Object and Effect.*



STANDART DETAIL AT DRIVEWAY & STREET INTERSECTIONS



The architect does not accept the liability and responsibility for the accuracy of survey, the actual results of the proposed site, construction details or the accuracy of the site plan. Appropriate engineering drawings shall accompany with any work.

Customer must verify and check all dimensions and conditions on the plan to verify any of the work and must also acknowledge in writing that all construction, utility, easements, or other matters shall be the responsibility of the customer.

No investigation has been conducted or reported on the site other than as appears in the environmental condition or pollution of this site. The findings are to be noted.

All dimensions and areas to be confirmed on site by Ontario Land Surveyor.

CONVISED 2009 MODEL - 4 BODIGAS ARCHITECTS INC.

NO.	REV.	DATE	REVISION FOR	BY

DESIGN BY WALLMAN ARCHITECTS



Project Title

THREE HUNDRED
FRONT STREET WEST

RAFAEL BIGAUSKAS
ARCHITECTS

1140 Sheppard Ave. West, Unit 1, Toronto, Ontario M3B 2H3
 Telephone (416) 298-1000 Fax (416) 298-8998
 Email: info@rba.com

Site Plan

SCALE: 1:200	PROJECT NO. 09-112
DATE: DECEMBER 2009	
DRAWN BY: [Name]	CHECKED BY: [Name]
DATE: APR 23, 2010	
SHEET: 01/01	A1-2

Site Plan

300 FRONT STREET WEST PUBLIC ART PLAN

ART OPPORTUNITIES

The 300 Front Street West Park, designed by Claude Cormier Landscape Architects, utilizes a number of strong organizing principles which present themselves as potential art sites:

- Perimeter Benches
- Perimeter Planting Beds
- Intersecting Pathways
- Mounded Quadrants
- Planting Grid

Artists may choose to engage these elements, or the entire space of the park, integrating the artwork with the overall park design.

ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.

300 FRONT STREET W. TORONTO
 100% PRELIMINARY LAYOUT
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 100% PRELIMINARY LAYOUT

DATE: 10/15/2014
 DRAWN BY: J. WALLMAN
 CHECKED BY: J. WALLMAN

SCALE: 1/8" = 1'-0"

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LEGEND

EXISTING

PROPOSED

PROPERTY LINE

PLANTING

PAVING

WATER

UTILITIES

STRUCTURE

LANDSCAPE

ACCESS

STAIRS

ELEVATION

SECTION

DETAIL

FINISH

NOTE

KEY

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APPENDIX

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300 FRONT STREET W. TORONTO



300 FRONT STREET W. TORONTO

LANDSCAPE PLAN

SCOPE OF WORK

DATE: 10/15/2014

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Park Plan



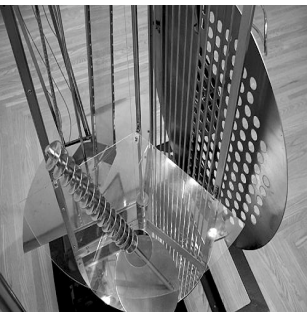


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ART THEMES

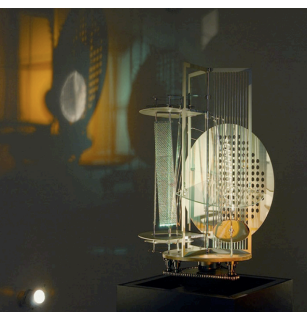


The following themes are proposed as guidelines for the artwork such that as broad a range of artistic vision is possible.



Artifact and Illumination

The artwork should be sculpture and light source



Object and Effect

The artwork should provide interest day and night