



**STAFF REPORT
ACTION REQUIRED**

301 Front Street West - Public Art Plan

Date:	July 27, 2010
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 20 - Trinity-Spadina
Reference Number:	te10058

SUMMARY

The purpose of this staff report is to seek City Council approval of the 301 Front Street West - Public Art Plan. The plan has been prepared by the owner in compliance with the development approval provisions. The plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art in the publicly-accessible, privately-owned area of the development site.

The entire development site is located on 2.2 hectares of land and is partially occupied by the CN Tower. This facility will be adding to the tourist and entertainment land use development in this area. The first phase of development on this site is a proposed aquarium on 14,000 square metres of land. The attached public art plan outlines the owner’s intent on providing public art in locations that will be prominent and accessible to the public. The surrounding area has a number of public facilities and infrastructure.

The 301 Front Street - Public Art Plan provides a framework for the commissioning of art in the proposed locations. The attached plan meets the objectives of City Planning Percent for the Public Art Program and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the attached 301 Front Street West - Public Art Plan.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

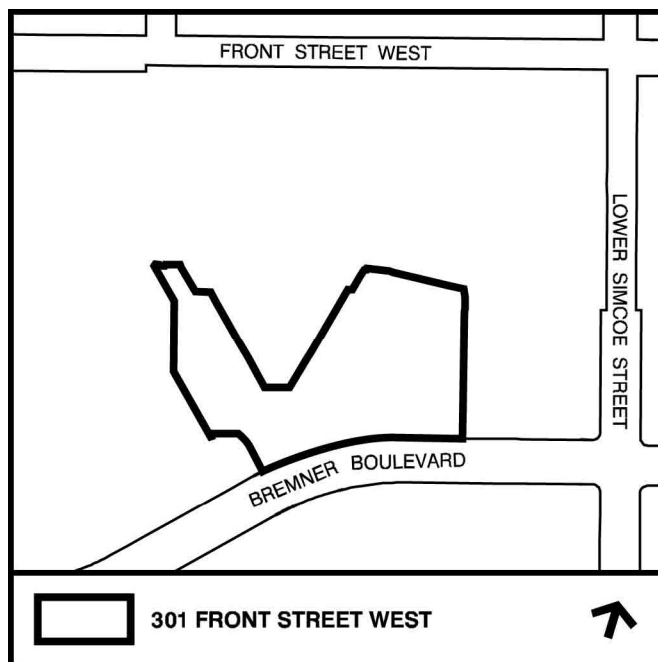
Toronto East York Community Council at its meeting on June 22nd, 2010, made recommendations to amend and approve the Official Plan Amendment and Rezoning of lands associated with 301 Front Street West. City Council also, recommended City Solicitors amend the CN Tower Precinct Agreement and approved the proposed amendment to the Railway Lands Central and East Secondary Plans and East Zoning By-laws to permit a 14,000 square metre aquarium to the east of the CN Tower. City Council approved the recommendations on July 6th, 7th and 8th, 2010.

Council approved the original CN Tower Precinct Agreement dated 1997 and the subsequent amending agreement on July 6th, 2010. The amending agreement carried forward the public art requirements of the original agreement secured for this site. As outlined in the public art provisions, the owner has options to commission public art on or off-site. The applicant has chosen the option to commission on-site public art.

The entire site will be developed in three phases. The first phase will be the aquarium which is addressed in the attached public art plan. The future phases of work will require separate public art plans to be submitted to the City for staff review and then approval by City Council.

The owner is required to produce a public art plan for review by City Planning Staff and its advisory panel, the Toronto Public Art Commission. Initial meetings were held with the owner team and Urban Design Staff to discuss public art site potentials. On July 20th, 2010, the owner representatives made a presentation to the Toronto Public Art Commission at which time a recommendation was made for the approval of the 301 Front Street West Public Art Plan - Public Art Plan.

The public art objectives are addressed for this on-site program, There will be two locations for the intended art. The primary site will be located in the lobby and will be free and accessible to the public. The second site will be outside at the south-east corner of the building facing Bremner Boulevard. The public art for this secondary site will be an upgrade/articulation to the building materials planned for that corner. The art budget will be calculated and applied to the upgrade for the cost of those materials.



This building is intended to add to the collection of landmark tourist attractions and buildings in this area. The proposed public art site will address and enhance the public experience both inside and outside the building.

ISSUE BACKGROUND

The owner and City Planning Staff met to discuss the public art process and to identify the public art site potentials. The attached public art plan outlines the artist selection process. There will be a jury comprised of a majority of art experts, one owner representative, the project architect and three art experts one of whom works in the ward. The public art plan also identifies four artists who have been invited to compete on this project.

The art budget identified in the public art plan is based on a preliminary estimate to be confirmed in a process as outlined in the Section 37 Agreement.

COMMENTS

The 301 Front Street West - Public Art Plan provides an introduction to the project, the team and introduces the background to the public art provisions.

The 301 Front Street West - Public Art Plan meets the City's objectives for the provision of public art in private development, is in accordance with the City Planning Percent for the Public Art Program, and is supported by the Toronto Public Art Commission. Ripley's will remain on the project as the owner and operator of the Aquarium and agrees to maintain and conserve the artwork as part of the building's general operating budget. A detailed maintenance manual will be provided by the winning artist. Upon City Council's approval, the owner will commence the artist competition as scheduled in the attached plan.

We look forward to the results of the public art competition.

CONTACT

Lara Tarlo
Urban Designer
Tel. No. 416 338-1132
Fax No. 416 392-1744
E-mail: ltarlo@toronto.ca

SIGNATURE

Robert Freedman
Director, Urban Design
City Planning Division

ATTACHMENTS

Attachment 1: 301 Front Street West - Public Art Plan

Staff report for action – 301 Front Street West - Public Art Plan