

580 Jarvis Street - Public Art Plan

Date:	July 27th, 2010
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 27 - Toronto Centre-Rosedale
Reference Number:	te10059

SUMMARY

The purpose of this staff report is to seek City Council approval of the 580 Jarvis Street - 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 development is located at the south-west corner of Charles Street East, Jarvis Street and Mount Pleasant Road. This site forms both a physical and visual terminus of Mount Pleasant Road and is identified in the Official Plan as a 'significant' intersection. The proposed building is a residential condominium tower, setback from the street by a base podium framing Jarvis Street and Charles Street East, with retail on the ground floor fronting Jarvis Street.

The 580 Jarvis Street - Public Art Plan provides a framework for a Public Art Commission including the site context, location and project description, history, public art site, art selection process, the jury, allocation of budget and schedule. The attached plan meets the objectives of City Planning's Percent for Public Art Project and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the attached 580 Jarvis Street - Public Art Plan.

FINANCIAL IMPACT

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

DECISION HISTORY

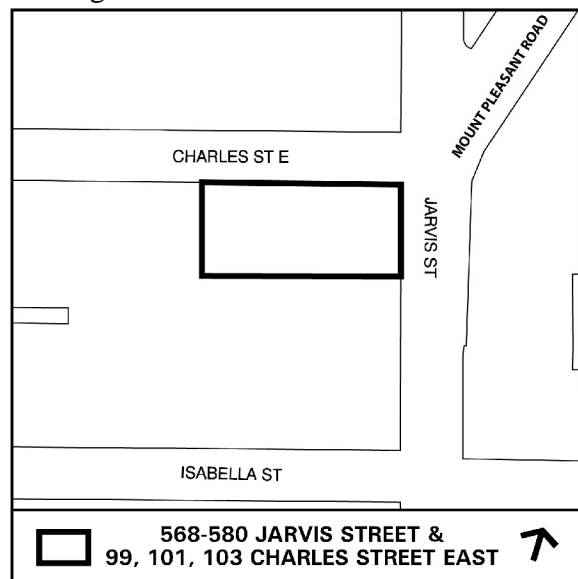
City Council on January 27th and 28th, 2009 approved the rezoning application, that included a recommendation for a stipulated value for the public art. The owner under the guidance of the Percent for Public Art Program was to either provide and maintain a work of art on-site or provide cash-in-lieu. The value of art, as stipulated in the Section 37 Agreement dated April 2009, is to be no less than \$400,000.00 and is to be indexed annually.

The applicant has chosen the option to commission on-site public art. 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 between the owner and City Planning Staff who met to discuss the public art process and to identify the public art site potentials. In light of the high visibility for both pedestrians and vehicular traffic, the north-east corner of the site was identified as an ideal (appropriate) public art site. On July 20, 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 580 Jarvis Street - Public Art Plan.

ISSUE BACKGROUND

On the north-west corner of Jarvis Street and Charles Street East is a residential tower owned by the same developer of 580 Jarvis Street. At this corner there will be an art installation by artist Shayne Dark, to be completed and installed in the near future. The public art plan for this site was approved by City Council on September 25, 26 and 27, 2006.

The attached public art plan outlines the process through which the artist has been selected. The developer has opted to invite the artist, Shayne Dark, to address the south-east corner. City Staff and the Toronto Public Art Commission have approved this invitational process based on the understanding that the intersection of Mount Pleasant Road, Jarvis and Charles Streets form a gateway to the City. The art installations will compliment each other and further enhance the public realm at this important junction. The jury composition which will evaluate the artist proposals consists of one owner representative, the landscape architect and a majority of art experts including an artist who lives in the ward. For continuity purposes, some of the



members on the art selection jury for this second competition were advisors on the first site to the north.

COMMENTS

580 Jarvis Street - Public Art Plan meets the City's objectives for the provision of public art in private development for this on-site program and is in accordance with the City Planning Percent for the Public Art Program, and is supported by the Toronto Public Art Commission. 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.

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SIGNATURE

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ATTACHMENTS

Attachment 1: 580 Jarvis Street - Public Art Plan