

PUBLIC ART PLAN

for

3180 BATHURST STREET

Prepared for

DELL PARK CO-OPERATIVE HOUSING

DEVELOPMENT CORPORATION

by

BRAD GOLDEN + Co

PUBLIC ART CONSULTING

06 JUNE 2011

1.0 DEVELOPMENT OVERVIEW

Please see attached drawings, Figures 1 to 3 inclusive.

The project is a mixed use development, located at the southwest corner of Bathurst Street and Saranac Boulevard. The project will consist of new cost effective housing, retail and community uses, and an improved public realm. The housing component of the project is a 13 storey, 343 unit cooperative residential building. The Asbury and West United Church will be redeveloped as part of this project, preserving the 1958 section of the church building. The lot at 3180 Bathurst Street will be severed into two portions: the church/daycare site located at the southwest corner of Bathurst Street and Saranac Boulevard and the 'L-shaped' development parcel to its south and west. The existing church/daycare building will be renovated and the 'L-shaped' development parcel will be developed by Dell Park Co-operative Housing Development Corporation (through Options for Homes). The development will also contain several green building features, including solar panels and a green roof.

2.0 ABOUT OPTIONS FOR HOMES

Options for Homes is a non-profit developer, who has a 'no-frills' approach to marketing and development. The condominium units are sold at cost, but Options for Homes retains a second mortgage for the difference between the market value and the at-cost sales price. The second mortgage must be repaid only when the unit is sold. No interest is charged, but second mortgage shares in the market appreciation. By deferring what normally would be the profit, the initial sales price is substantially reduced. The second mortgage also can be used as part of the equity in the 25% down payment. When the mortgage is repaid, the money will be used to assist similar projects in the future.

3.0 PUBLIC ART SITES AND OPPORTUNITIES

Please see attached drawings, Figures 4 to 6 inclusive.

3.1 Overview

Through discussions with City planning and urban design staff, the project team, identified in Section 8.0 of this report, has worked to develop a public art plan that enhances the most publically accessible and visible portions of the development: the streetscape along Bathurst Street and the Saranac Boulevard frontage, by the main entrance to the residence.

3.2 Bathurst Street Art Site

The Bathurst Street art site has been selected as the most highly accessible and visible location on the site. The site further recognizes the presence of at-grade retail, including possible outdoor uses, such as a cafe, which will further enhance the pedestrian activity along the Bathurst Street frontage and access to the public art site as a whole. A portion of the art site will be maintained as a soft landscaped zone, as indicated on Figure 4. A minimum of fifty percent of the artwork budget will be allocated to the Bathurst Street art site.

3.3 Saranac Boulevard Art Site

The Saranac Boulevard art site will provide an opportunity for a related artwork to that of the artwork at the Bathurst Street art site. The Saranac Boulevard art site is highly accessible and visible to the public, and provides visual enhancement to the main entrance of the Dell Park residences.

4.0 SELECTION PROCESS

We propose to hold a two-stage, national, open competition. Each stage of the competition is described below:

The proposal call will be issued through Akimbo artist listserve and will be distributed to the art consultant's database of artists. The proposal call will be submitted to appropriate City staff for review.

Stage One of the competition will require artists to submit, electronically or by hard copy:

1. 10 -12 images of past work
2. a statement of interest addressing the particulars of the project.

The jury will review all submissions and will shortlist up to three artists or artist teams, based upon the excellence and relevance of work submitted as well as on the statement of interest submitted.

Stage Two

The short-listed artists develop site 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 jury. The jury will then select an artist for this project on the basis of artistic excellence of their proposal and of the relevance of their proposal to the project. Short-listed artists will be paid a honourarium and will be reimbursed for travel expenses. The selected artist will subsequently enter into an agreement with the Co-operative to create the artwork.

5.0 BUDGET

Item	Budget
Estimated Total Project Budget (ETPB)*	\$250,000
Artwork Construction Budget	\$195,000, 78.0% ETPB
Administration Allowance**	\$29,000, 11.6% ETPB
Artwork Construction Contingency	\$6,000, 2.4% ETPB
Maintenance Fund	\$19,000, 7.6% ETPB
Public Relations	\$1,000, 0.4% ETPB

*The developer's public art contribution, as per City Council decision on August 25, 26 and 27 is to provide public art valued at "not less than 0.5 percent of the gross construction costs of the mixed use building to be erected on the site. If the actual 0.5% gross construction cost exceeds the estimated amount of \$250,000, the Developer will provide the difference, as a contribution to an off-site pool of funds for public lands within the Ward.

**The Administrative Allowance includes honouraria for three short-listed artists, artist travel costs, and juror's honouraria for a two-stage, open competition and art consultant fees.

6.0 JURY COMPOSITION

The three person jury will be composed of:

Rosa Graci, curator, Joseph D. Carrier Gallery (located within the Ward)
Michael Awad, Artist
Mike Labbé, Options for Homes

7.0 TIMELINE

The following proposed timeline is dependent upon approval of the public art plan by the Toronto Public Art Commission.

Present to Public Art Commission	Spring 2011
Council Approval	Fall 2011
RFP Issued	Summer 2012
Artist Interviews	Fall 2012
Artwork Fabrication	Fall 2012 to Spring 2013
Artwork Installation	Spring 2013

8.0 PROJECT TEAM

Developer: Dell Park Co-operative Housing Development Corporation (through Options for Homes)

Project Landscape Architect: NAK Design Group

Project Architect: Burka Architects Inc.

Urban Planning Consultant/Agent: Urban Strategies Inc.

Public Art Consultant: BRAD GOLDEN + Co

9.0 PUBLIC RELATIONS

An unveiling reception will be held by the Co-operative. A press release, describing the completed project, will be prepared and sent to relevant media outlets and will be posted at the local public library.

10.0 ROLE OF THE ART CONSULTANT

The art consultant will be an independent agent who will facilitate the public art programme and will act as an advocate for the artists with the intent of achieving the successful integration of art within the development project.

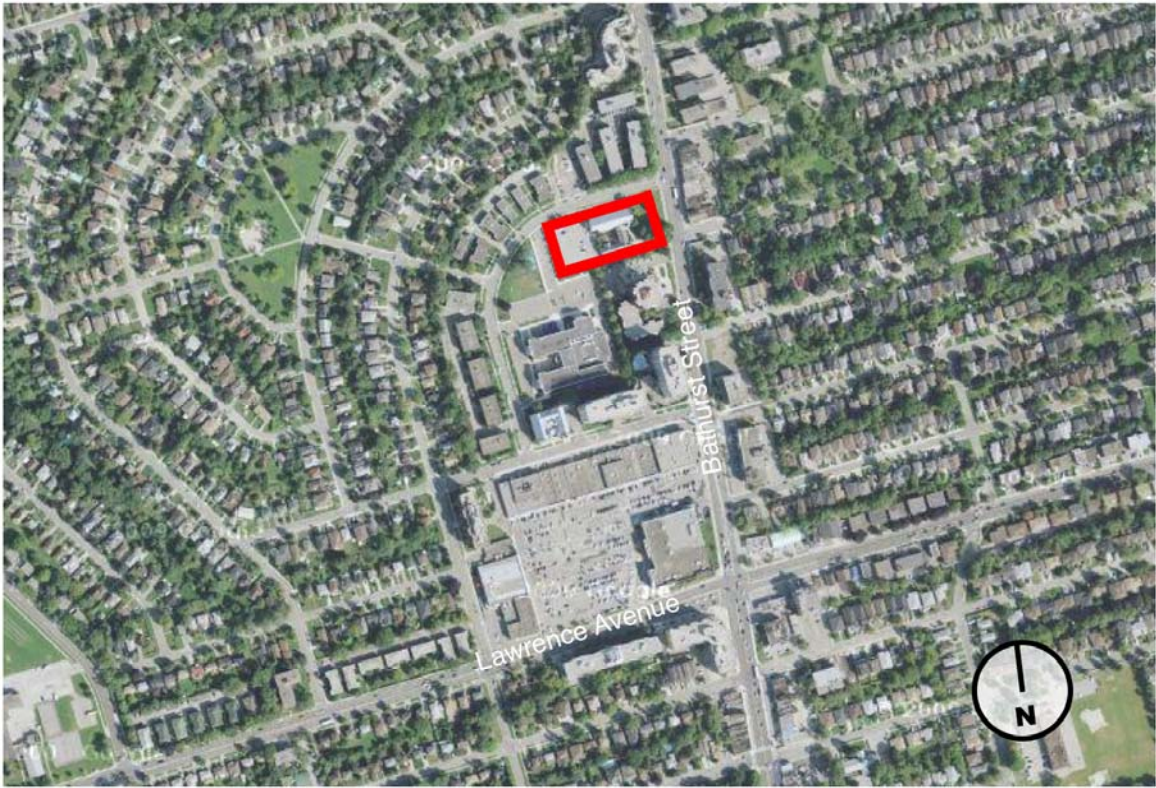


Figure 1 - Location Plan



Figure 2 - Context Plan

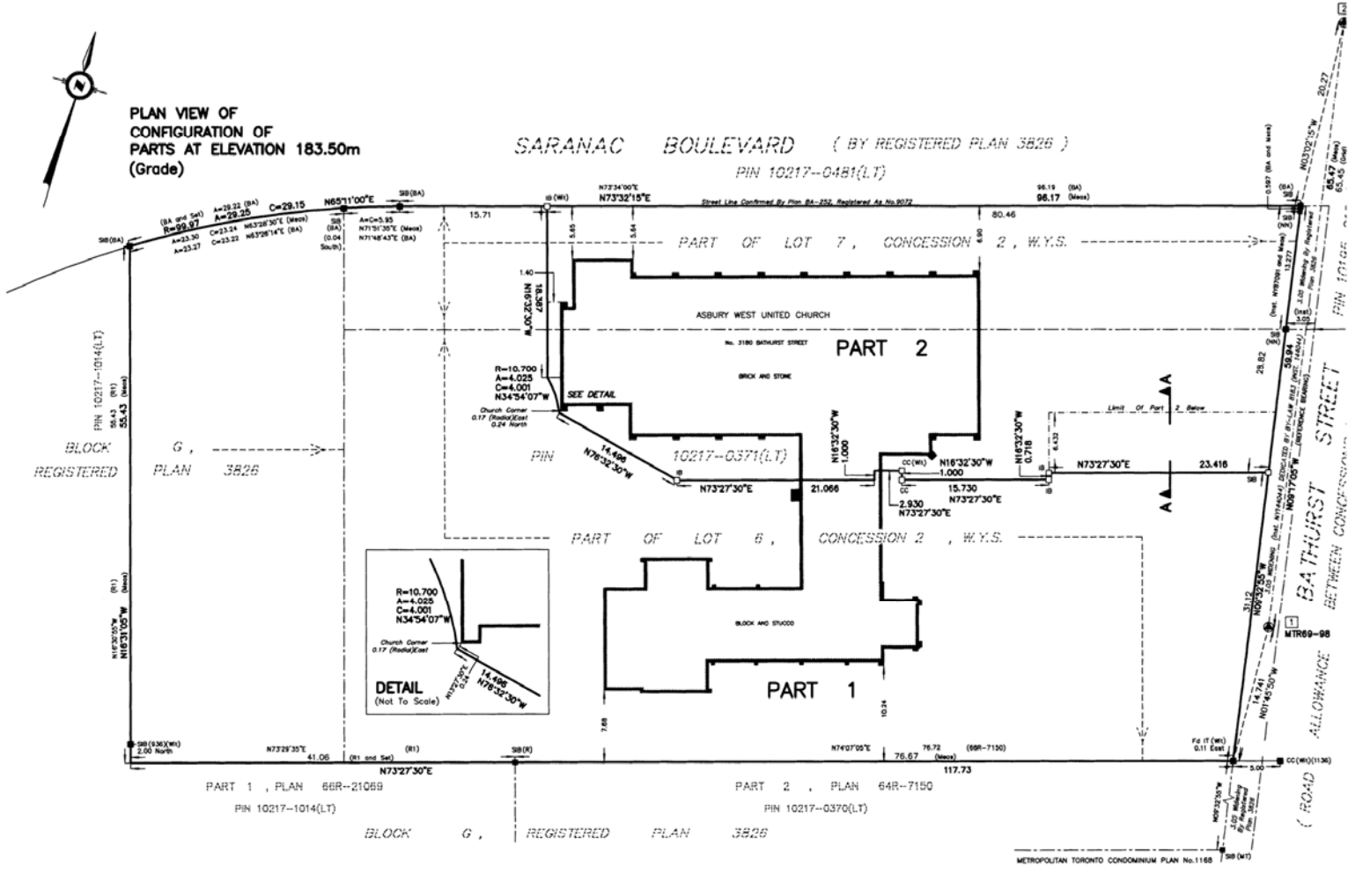


Figure 3 - Plan Showing Lots

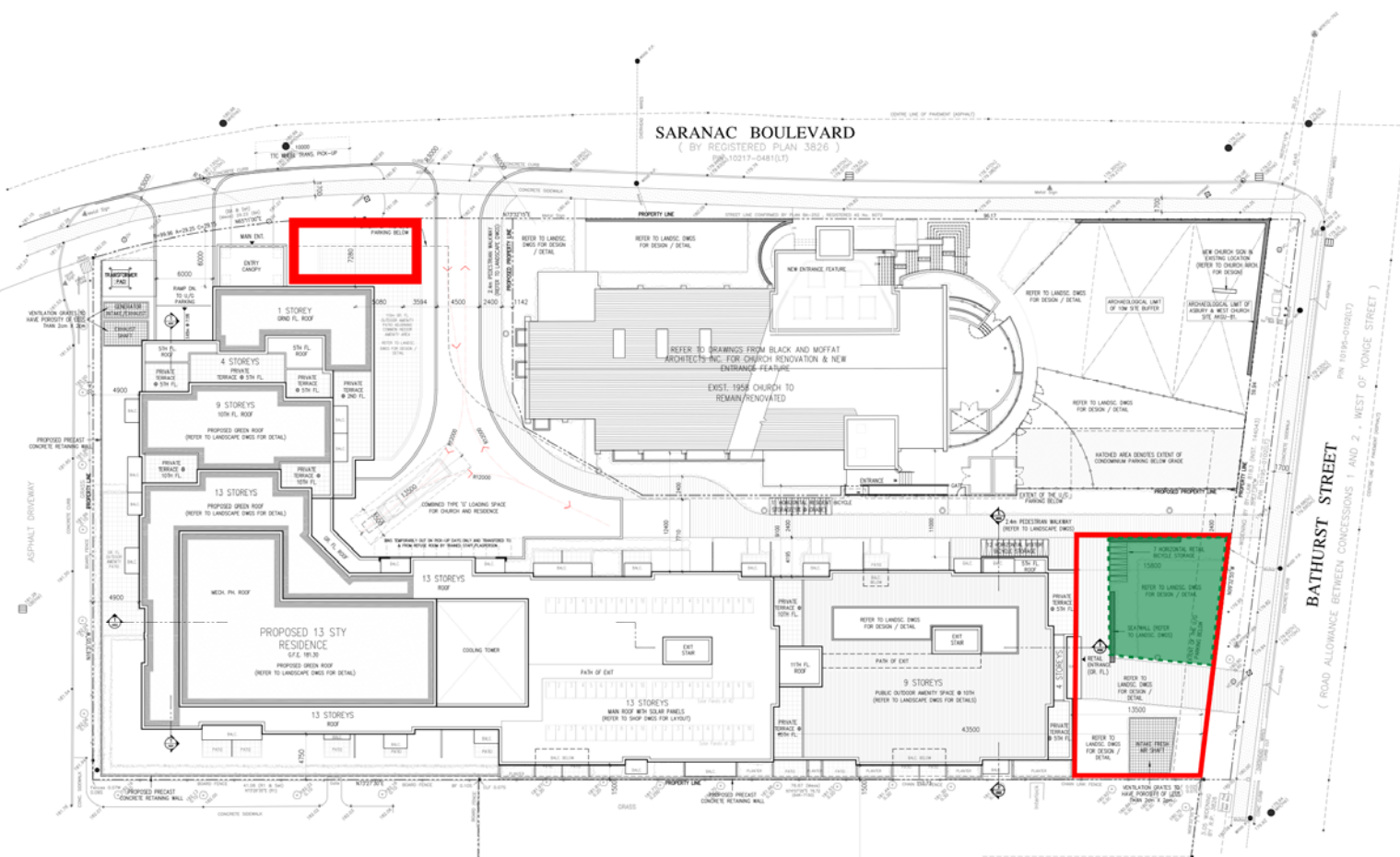


Figure 4 - Plan Showing Art Sites

- Art Site
- Maintained as Soft Landscape



Figure 5 - Bathurst Street Elevation

Art Site



Figure 6 - Saranac Boulevard Elevation

Art Site