



1 & 2 OLD MILL

2500 BLOOR STREET WEST

PUBLIC ART PLAN

Prepared for

TRIDEL CORPORATION

by

BRAD GOLDEN + Co

PUBLIC ART CONSULTING

for submission to

TORONTO PUBLIC ART COMMISSION

16 MAY 2012



Figure 1 - Context Plan



Figure 2 - Location Plan



Figure 3 - 1 Old Mill Site Plan Showing Public Art Site



Figure 5: 1 Old Mill Bloor Street W. Elevation (south) Showing Public Art Site



Figure 6: 1 Old Mill, Riverview Gardens Elevation (east) Showing Public Art Sites: wall and canopy

1.0 DEVELOPMENT OVERVIEW

Please see Figures 1 and 2 for site location and context.

The Old Mill development is comprised of two adjacent residential buildings separated by a public road (Old Mill Drive). Both buildings are located on the north side of Bloor Street, west of Jane Street and east of the Humber River, immediately west of the area of Toronto known as the Bloor West Village.

Retail uses, located in the podium of the 1 Old Mill building, facing Bloor Street West, will continue the pattern of grade-related retail and service uses that predominate in the Bloor West Village area.

As the first new residential development to be built as part of the densification of this section of Bloor Street, One and Two Old Mill will provide streetscape improvements along this route which will see increasing density of pedestrian traffic. The public art plan for the development has been designed to provide multiple opportunities for public art vision to interact directly with the streetscape.

2.0 PUBLIC ART SITES AND OPPORTUNITIES

Please see attached drawings, Figures 3 to 6 inclusive.

2.1 Overview

Through discussions with City planning staff, the developer, landscape architect and public art consultant have worked to develop a public art plan that supports the development of an enhanced streetscape along Bloor Street which is the most publically accessible aspect of the development. The selected art sites contribute to the development of a rich streetscape through animation and through the definition of the addresses of the two buildings.

The public art plan has been developed as a single document, capturing the potential of the two discrete but related sites. Opportunities exist for artworks that may be related to one another, distinct from one another, comprising a narrative between sites as well as other potential means of playing one site against the other. A third optional art site has been determined at the One Old Mill site.

2.2 Primary Site: One Old Mill - Bloor Streetscape

The art site at One Old Mill is particularly significant as it presents a termination view for vehicles, bicycles and pedestrians traveling northbound on South Kingsway. The site is also highly visible to vehicles, bicycles and pedestrians traveling westbound on Bloor Street. Artists are presented with an opportunity to create grade related three dimensional artworks that engage pedestrians and vehicles. Siting of the artwork will likely act as a visual terminus to the north end of South Kingsway. The selected artist will work with the landscape architect to integrate their artwork with the landscape design where appropriate.



Figure 7: 2 Old Mill Bloor Street W. Elevation (south) Showing Public Art Site

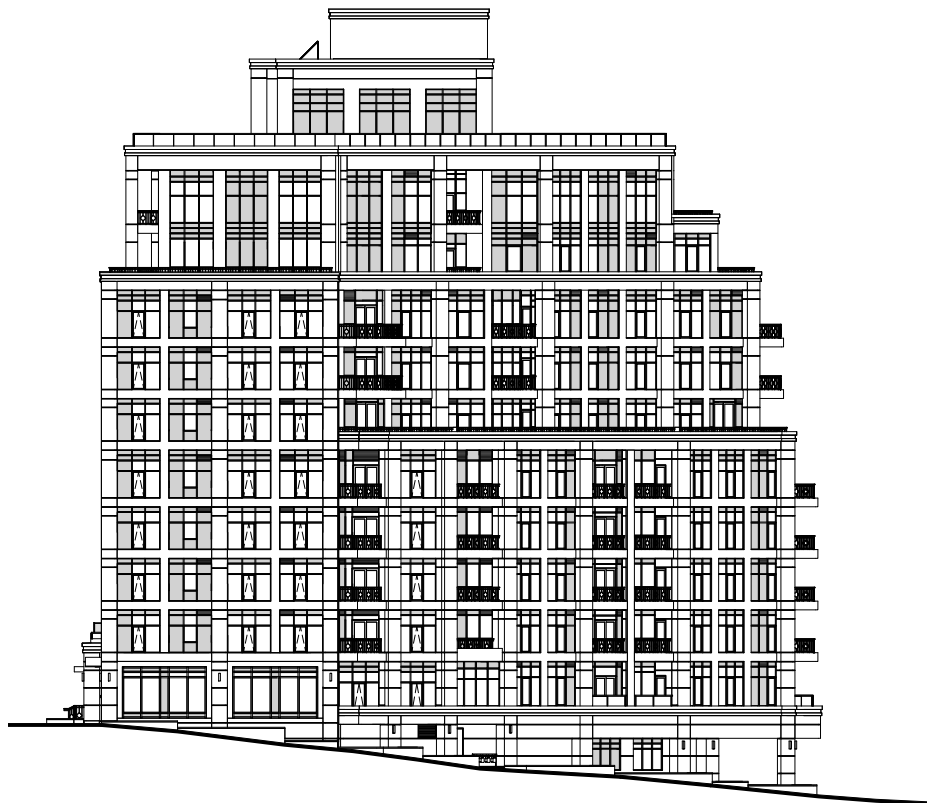


Figure 8: 2 Old Mill, Old Mill Elevation (east)

2.3 Secondary Site: Two Old Mill - Bloor Streetscape

While not as prominent as the One Old Mill art site, since there is no roadway termination present, the Two Old Mill art site presents a grade related opportunity for artistic expression that is related to the streetscape and can act in counterpoint to or engaged in a narrative with the artwork at One Old Mill. The selected artist will work with the landscape architect to integrate their artwork with the landscape design where appropriate.

2.4 Optional Site: One Old Mill - Lobby Façade and Canopy

One Old Mill presents an additional opportunity for public art: the two storey, east facing, glazed wall and related canopy. Artists will have the option of working with the glazed wall and canopy at their discretion.

3.0 SELECTION PROCESS

We propose an invitational competition as set out below:

The art consultant and the Developer have reviewed portfolios of several artists whose work was chosen on the basis of artistic excellence and of the relevance of the work to their sites and have short-listed the following 4 artists for development of specific proposals for the project:

Ted Fullerton, Tottenham, ON
Eldon Garnet, Toronto, ON
Jun Kaneko, Omaha, Nebraska
Alexander Moyle, Toronto, ON

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.

4.0 BUDGET

Item	Budget
Total Project Budget (1&2 Old Mill)	\$900,000 (1% of Gross Construction Cost)
Artwork Construction Budget	\$750,000 (± 83% of Total Budget)
Artwork Construction Contingency	± 2% of Total Budget
Administration Allowance	± 9% of Total Budget
Maintenance Fund	± 5% of Artwork Construction Budget
Publicity	± 1% of Total Project Budget

The Administrative Allowance in the budget includes honouraria for the four short-listed artists, artist travel costs, juror's honouraria and art consultant fees.

5.0 JURY COMPOSITION

The five person jury will be composed of:

Panya Clark Espinal, artist (lives within the Ward)

Julian Bowron, custom fabricator, entrepreneur (lives within the Ward)

Robert Ouellette, architect, entrepreneur, journalist (lives within the Ward)

A representative of the project landscape architect

A representative of the developer

6.0 TIMELINE

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

RFP Issued	Summer 2012
Artist Interviews	Fall 2012
Artwork Fabrication	Fall 2012 to Fall 2013
Artwork Installation	Fall 2013

7.0 PROJECT TEAM

Developer: Tridel Corporation

Project Landscape Architect: Janet Rosenberg and Associates

Project Architect: Kirkor Architects

Public Art Consultant: BRAD GOLDEN + Co

8.0 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.