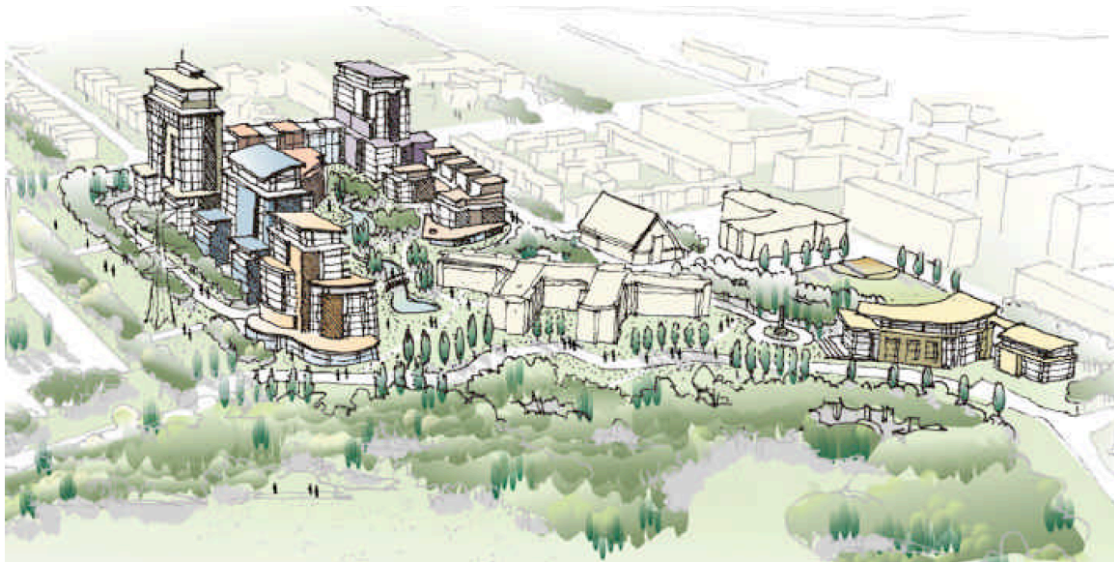


Public Art Plan: Advent Health Care Corp.
555 Finch Ave West



Prepared for: Advent Health Care Corp.
Prepared by: Public Art Management

Draft 16

October 9, 2013

1. General Project Summary:

Owner/Manager: Advent Health Care Corp. (Advent)
Architects: MC Architects
Landscape Architects: Fleisher Ridout Partnership Inc.
Public Art: Public Art Management

2. Introduction:

The Advent Development project is situated on a site at 555 Finch Ave W, between Bathurst St and Dufferin St in the North York district of Toronto. This development replaces much of the North York General Hospital, Branson Division outpatient facilities.

The hospital offers a wide variety of outpatient services including medical imaging and laboratory services, as well as mental health for children, teens and adults. It is also home to the Gale and Graham Wright Prostate Centre, Total Joint Assessment Centre, Cataract High Volume Centre, and the Shared Hospital Laboratory. The Ontario Breast Screening Program, a provincial program providing high quality early detection breast cancer screening to women is also located there.

The development proposal is a comprehensive redevelopment of an 8.2 hectare site at 555 Finch Avenue West as a continuing care retirement community and health care campus for seniors, integrating an existing hospital building and long term care facility with seven new structures. The redevelopment proposal includes independent living and assisted living units, hospital and medical office uses with support retail, and community recreation and amenity spaces. The proposal is organized around a new public road and trail system connecting internal open spaces to the ravine system at the rear of the property.

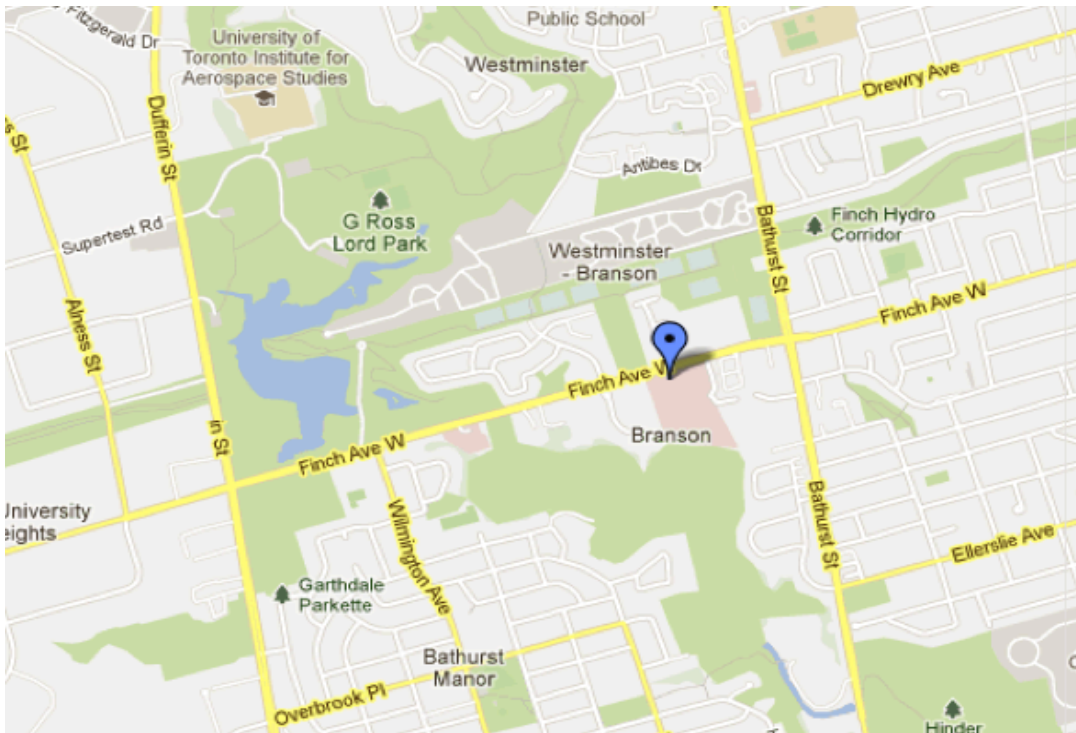
The project is multi-phased, with construction of the first phase of the project completed in 2004, and the next construction phase is about to begin upon the necessary approvals. The subsequent phases will commence in accordance with market conditions.

3. Public Art Objectives:

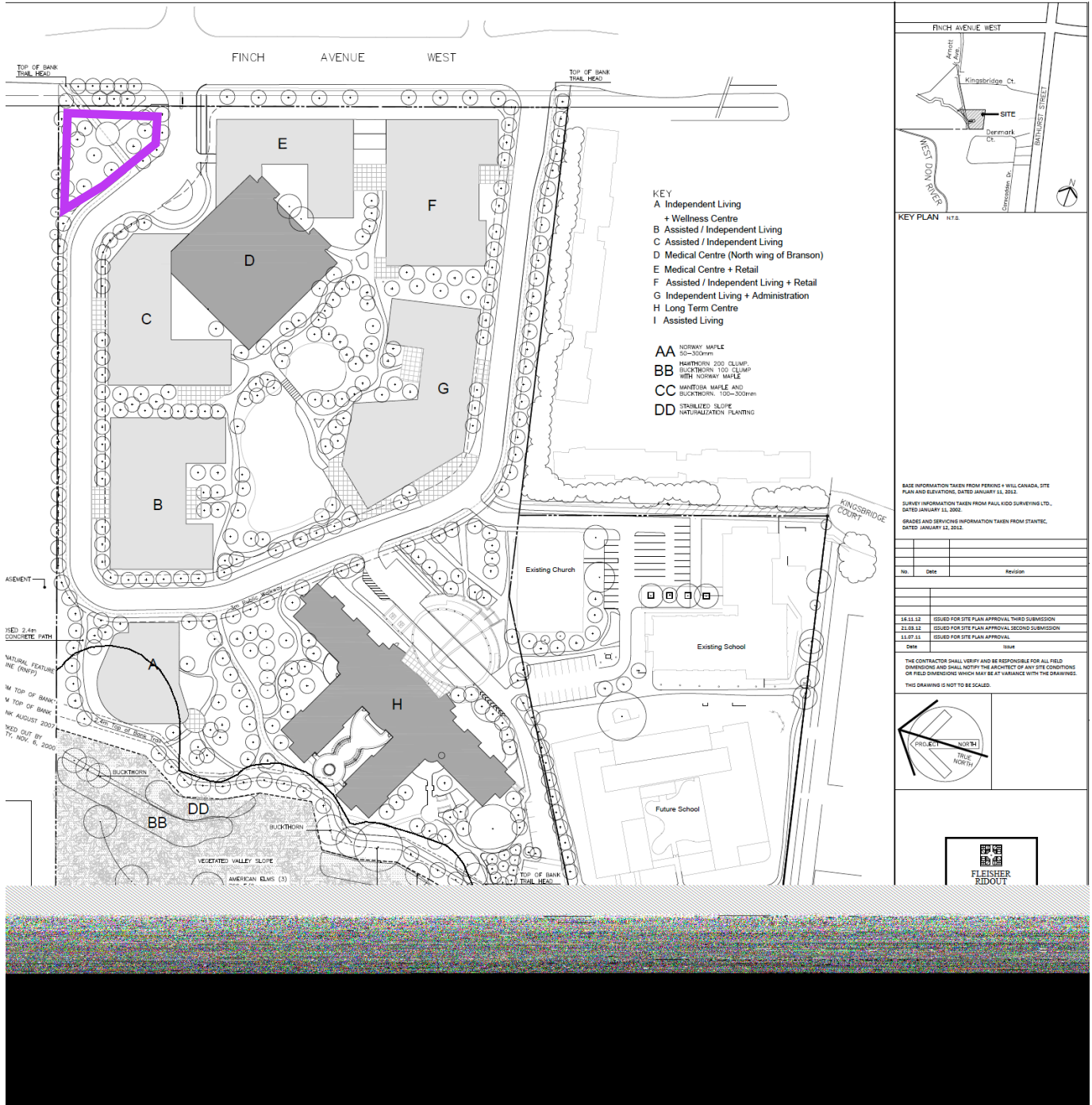
Public art will be commissioned for the development in accordance with Section 6.1 of the Section 37 Agreement signed with the City of Toronto on August 24, 2010, whereby the public art;

“...shall include works of sculptured art, works of visual and graphic art, sculptured landscaping, fountains, and artistic treatment of publicly accessible areas including, without limitation, exterior publicly accessible areas (public sidewalks, exterior walls or other building elements), clearly visible at all times from publicly accessible areas, including but not limited to flooring, structure, lighting, and street furnishings, provided such elements of work have been designed by or in collaboration with artists and selected by a process...”

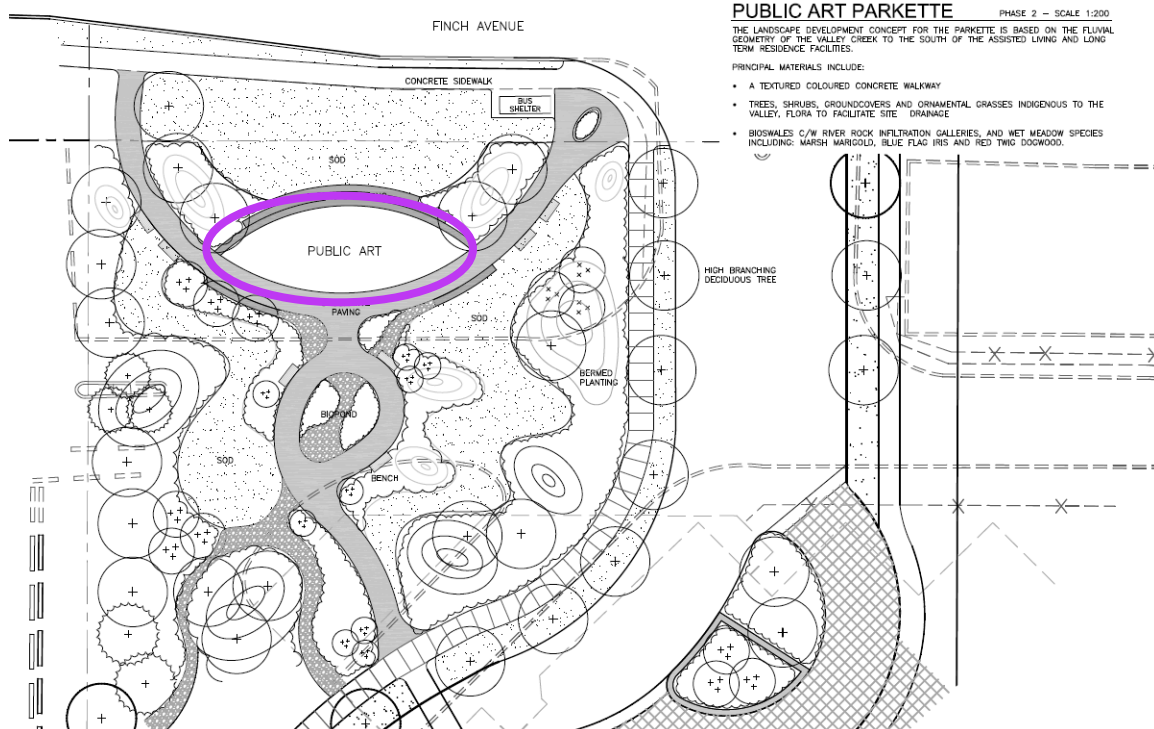
Site in Context



Site Map (Public Art Location in Purple):



Parkette Site Plan:



4. Art Location:

Northwest Parkette @ 555 Finch Ave W

The northwest parkette area located at the westernmost portion of the site, bordering the south side of Finch Ave West is the preferred art location for this project. This publicly-accessible parkette, to be retained in private-ownership by Owner, will act as a gateway to the hospital and senior care campus, in addition to acting as a potential entrance point for a future, publicly-accessible trail connection point for the ravine system to the south of the development site.

The location affords the greatest public visibility on the site for both the local community and users of the healthcare and senior housing campus. It will act as a landmark/waypoint in a sensitive manner while at the same time, providing an integrated public artwork to an area which lacks any significant public art. It is intended that the artwork be integrated into the parkette area in order to achieve the best possible use of the budget and which will add a fine level of integrated art that individuals can respond to and will be in keeping with the scale of the development and its surrounding neighbourhood. The estimated landscape budget for the publicly-accessible parkette is approximately \$75,000-\$100,000. The public art may take a variety of forms, potentially as a sculptural element or elements integrated into the landscape design with the assistance of the projects

landscape architects, but that will be determined by the artist(s) at the appropriate time.

While separate, one of the additional goals is to have the art budget assist in augmenting the landscape architecture budget; in order to achieve the best possible results for the hospital campus and its users and residents, the surrounding local community, and the city, as well as to get the most out of the public art budget.

Fleisher Ridout Partnership Inc. are the landscape architects for the project. Fleisher Ridout have had a great deal of experience in working on integrated public art in landscape design, so they are very well-suited to a project of this sort. Their role will be to assist the artist in integrating their ideas into the overall landscape plan of the parkette, as well as provide advice on items such as materials, plantings, lighting, and any other concerns which may arise.

5. Budget:

Under the terms of the Section 37 agreement with the City of Toronto, the public art contribution has been set at \$350,000.

Public Art Budget/Contribution: \$350,000.00

Administration:	10%
Reserve for Coordination: (fees for: engineers, landscape architects, and contingency)	10%
Maintenance reserve:	3%
Public Art Fabrication and Installation Budget:	77%

As with all of Public Art Management's projects, any funds not used for administration and coordination will be directed towards the public art fabrication and installation budget.

6. Selection Process:

A two stage invitational competition is proposed.

Stage 1: Comprises an invitation for expression of interest issued to long listed artists.

The Owner and PAM will review responses and identify Finalists, with a minimum of two finalist concepts proceeding to Stage 2.

Stage 2: Comprises juried interviews for concepts to Owner selected Finalists.

The three person jury shall consist of one representative from Advent and 2 independent art experts. One must be an artist and one must live or work in the ward.

The proposed Jury candidates are:

Stephen Cruise, artist
Jennifer Marman, artist
Judith Schwartz, artist and works at York University
Sadko Hadzihasanovic, Koffler Institute, artist + works in the ward
Peter Foley, Jane's Walk, works in the ward
Kathrynn Rosati, Koffler Institute, artist + works in the ward

7. Invited Artists:

The invited artists are:

John McEwen
R. Stuart Keeler
April Hickox
Jyhling Lee
Coryn Kempster + Julia Jamrozik
Niall Mclelland
Joanne Tod
Eric Cahan
Brandon Vickerd
Ken Lum

The competition will commence upon approval of this public art program by Toronto City Council.

8. Schedule

TPAC Presentation:	October 16, 2013
North York Community Council:	November 19, 2013
City Council Approval:	December 16/17, 2013
Competition Commences:	After approvals are in place
Detailed Design Complete:	Spring 2014
Completion:	Late 2014

Prepared by Public Art Management

ATTACHMENT #1: CRITERIA FOR ADVANCEMENT AS A FINALIST

EVALUATION CRITERIA	SCORE (0 – 10)	WEIGHT	TOTAL
1. Understanding of the Public Art opportunity: <ul style="list-style-type: none"> - Based on artist statement - Opportunity for artist to work with Canadian fabricators and suppliers so to re-invest in the community 		1	
1. Integrated Approach: <ul style="list-style-type: none"> - Are there opportunities expressed in artist statement? - Successful past collaborations - Appropriateness/scale/practicality shown in past projects 		4	
1. Potential Impact: <ul style="list-style-type: none"> - Attract an audience; “must see” effect - Scale/ visibility 		2	
1. Distinctive Identity: <ul style="list-style-type: none"> - Potential to create a unique statement - Should work on a variety of levels, not simply the obvious 		3	
1. International Stature/ Recognition: <ul style="list-style-type: none"> - International/national profile - Experience - Professional assessment 		2	
1. Artist availability: <ul style="list-style-type: none"> - Artist availability/other commitments 		2	
1. References/ Recommendations by Past Clients or Curators		3	
TOTAL SCORE:			