

21 Avenue Road Public Art Plan

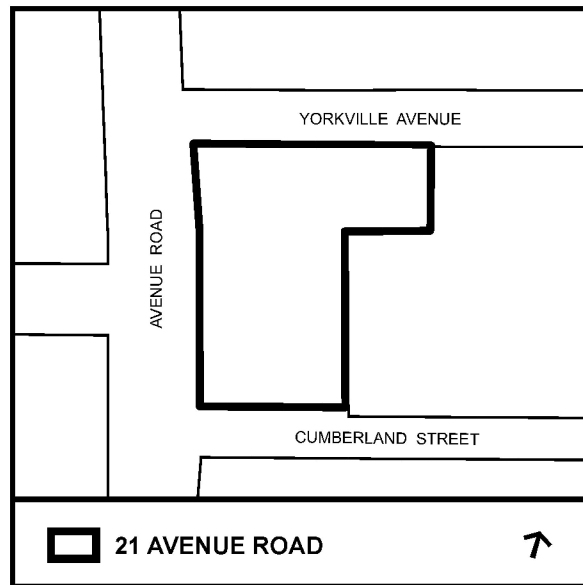
Date:	January 30, 2014
To:	Toronto East York Community Council
From:	Acting Director, Urban Design, City Planning Division
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2014\CLUSTER B\PLN\TEYCC\TE14008

SUMMARY

The purpose of this staff report is to seek City Council approval of the 21 Avenue Road Public Art Plan. The plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art on a publicly-accessible, privately-owned area of the development site.

This public art plan provides a framework and description of the commissioning of public art including the project overview; curatorial vision; location; key objectives; an overview of the development team's public art experience; the artist selection team/jury; the project design team; the public art consultants role; the artist selection process; public relations and community programming opportunity; estimated Public Art budget and the schedule.

The attached plan meets the objectives of City Planning’s Percent for Public Art Guidelines and is supported by the Toronto Public Art Commission.



RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the 21 Avenue Road Public Art Plan as attached to the report dated January 30, 2014 from the Acting Director, Urban Design.

Financial Impact

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

DECISION HISTORY

The development site fronts Avenue Road to the west, Yorkville Avenue to the north and Cumberland Avenue to the south. The application is for a mixed-use development resulting in an Official Plan and Zoning Amendment.

This item was considered by Toronto and East York Community Council on April 9, 2013. City Council adopted this item on May 7, 2013 with amendments. See below link to the Final report – 21 Avenue Road – Official Plan and Zoning Amendment.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.TE23.11>

See links below to the Official Plan and Re-zoning By-laws 1083-2013, 1084-2013

<http://www.toronto.ca/legdocs/bylaws/2013/law1083.pdf>

<http://www.toronto.ca/legdocs/bylaws/2013/law1084.pdf>

In accordance with Council's decision on October 30, 2012 and November 1, 2012 the developer successfully provided temporary hoarding to include public art during the construction staging phase. This initiative is a separate program from the attached 21 Avenue Road Public Art Plan.

Staff report: Construction Staging Area – No. 21 Avenue Road

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.TE19.33>

"City Council direct the applicant to provide and install public art, including mural artwork, onto every elevation of the hoarding board with adequate spotlighting for night-time illumination, at their sole cost, to the satisfaction of the Ward Councillor"

The temporary art installation entitled Sedimentary Layers, was successfully executed by Toronto – based artists Daniel Borins and Jennifer Marman.

In accordance with the development approvals and the Section 37 provisions, the owner will be providing permanent artwork and has submitted a Public Art Plan for review by City Planning Staff and its advisory panel, the Toronto Public Art Commission. The

owner has opted to commission on-site public art on privately-owned and publicly-accessible space. Initial meetings were held between the owner and City Planning Staff to discuss the public art process and identify the site potentials. On January 22nd, 2014, the owner representatives made a presentation to the Toronto Public Art Commission, at which time the Toronto Public Art Commission recommended approval of the 21 Avenue Road Public Art Plan.

ISSUE BACKGROUND

The public art site will be located between the North and South towers in the privately-owned, publically accessible 200 square metre courtyard. This site will be both physically and visually accessible from Avenue Road and will have prominent presence within the development. Pedestrians will be able to access the artwork from Avenue Road and the east-west pedestrian path described in the plan.

While other sites were considered, the owner, Planning Staff and the Toronto Public Art Commission are in agreement and supportive of this location for the public art site.

In selecting the appropriate artist for this site, an Artist Selection Team (Jury) has been identified in the plan. The Selection Team will consist of three art experts including a Ward representative, the owner representative and the project architect. This majority of independent art experts is in accordance with the City's Percent for Public Art Guidelines.

The art selection method, described in the plan, is an invitational competition. The short-listed artists identified in the plan are all very experienced. They will be submitting expressions of interests to the selection team which will shorten the list to three artists. These artists will provide the Artist Selection Team (Jury) with proposals that will be reviewed by both the Selection Team and the technical advisors, represented by the architect and landscape architect on the project.

As per the Section 37 Agreement and in accordance with the Percent for Public Art Program the owner has identified an estimated budget of \$800,000.00. This budget will allow for significant artwork to contribute to the public realm with potential to produce an important and high profile public art commission in this well established neighborhood known as Village of Yorkville.

COMMENTS

The 21 Avenue Road Public Art Plan is in compliance with the City's objectives for the provision of public art in private development. This on-site program 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 with the artist selection process 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: 21 Avenue Road Public Art Plan

Attachment 1: 21 Avenue Road - Public Art Plan