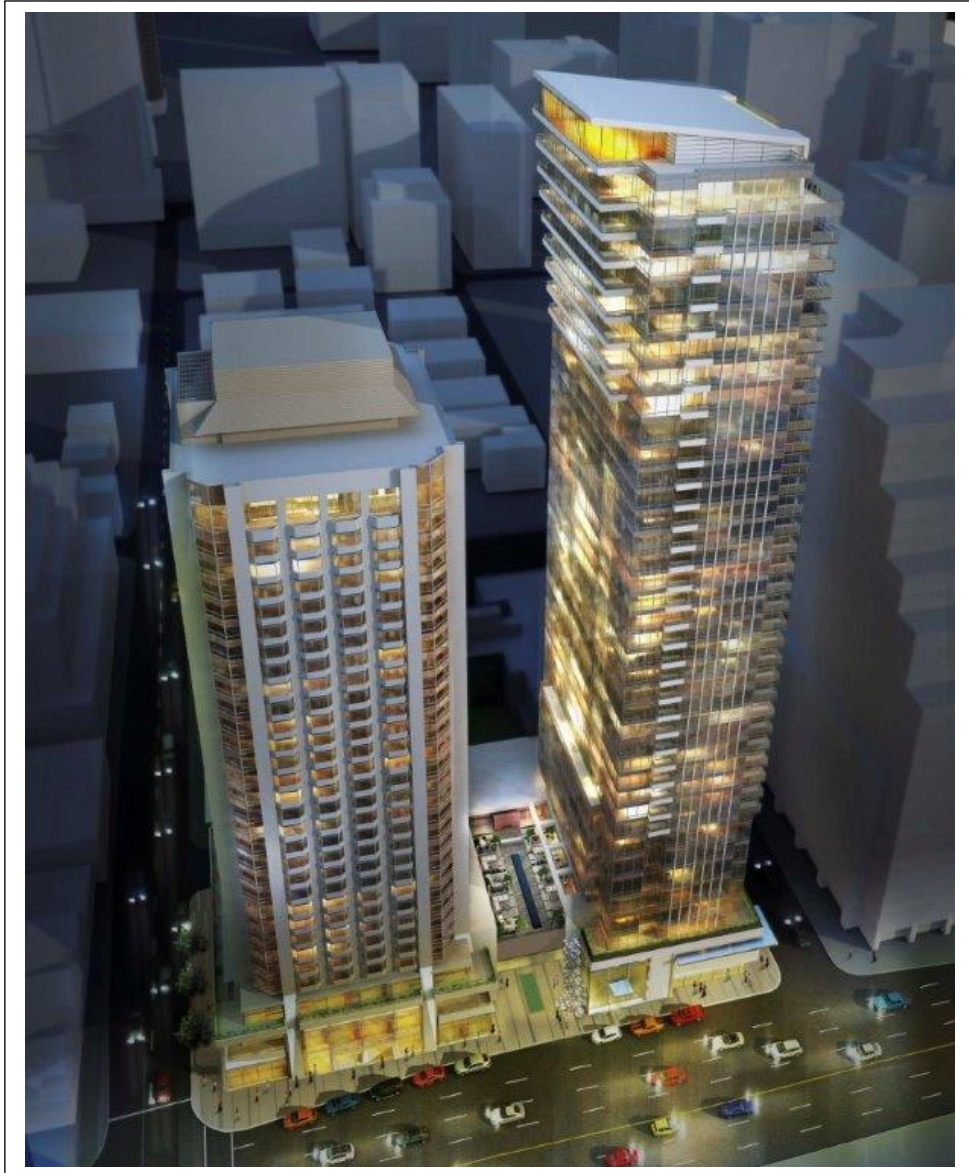


**Attachment 1:** 21 Avenue Road Building Group Inc., Public Art Plan

Toronto, Ontario

Detailed Public Art Plan

January 13, 2014 (revised January 30, 2014, per TPAC recommendation)



Developer  
Project Architect  
Project Landscape Designer  
Public Art Curator/  
Public Art Consultant

Camrost Felcorp Inc.  
WZMH Architects  
the Design Agency  
  
David Moos Art Advisory

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## 1. Project Overview

In 2008 Camrost Felcorp Inc. acquired the iconic 1970s Webb-Zerafa Menkes Housden (WZMH) designed Four Seasons hotel (former Hyatt Regency until 1978). The site is located in one of the city's most prestigious cultural, social, and economic precincts, the Village of Yorkville and serves as the western gateway into one of Toronto's most fabled thoroughfares along Bloor St. from Avenue Rd. to Bay St. By working closely with the building's original architectural firm, and with the Design Agency, Camrost Felcorp Inc. intends to develop a stunning landmark for the Village of Yorkville captivating residents and visitors alike.

This will be achieved not only through the redevelopment of the site, but with a significant public realm contribution. The contribution will consist of a 200 sq.m. privately-owned, publically accessible courtyard centred around a well thought-out, world-class public art installation, linked to an east-west pedestrian walkway.

Among the three options outlined in Section 7, Item 7.6 of the City of Toronto Section 37 Agreement, dated September 24, 2013, Camrost Felcorp Inc. has elected to work with Option #2, "Public Art On the Site". The public art installation will be located between the North and South towers of the development – 21 Avenue Rd. and 200 Cumberland St. (municipal address not yet confirmed), respectively. Calculated at approximately \$800,000.00, the percent for public art allocation will enable the creation of a substantial public art installation with the potential to rank among Toronto's most impressive and publically accessible.

The desire to maintain and enhance the rich cultural and historical fabric of this location, led Camrost Felcorp Inc. to local Torontonians, Dr. David Moos. David is the former Curator of Modern and Contemporary Art at the Art Gallery of Ontario (AGO) and former Chair of the Art Committee for Public Places of the City of Toronto, and has been selected as the Public Art Consultant for this Public Art Plan. David Moos will work closely with Camrost Felcorp Inc. to determine the appropriate artist(s) to produce the public art installation. The search for a high caliber artist(s) will be conducted at the local, national and international level.

## 2. Curatorial Vision

David Moos has previously worked with, and will continue to collaborate with Camrost Felcorp Inc. to define a unique curatorial vision for the site. The artistic synergy between the two started in 2010, in coordination with the local Councillor, Kristyn Wong-Tam. Their union resulted in a work of art set amidst the initial demolition and re-construction of the former Four Seasons tower. *Sedimentary Layers*, produced by Toronto-based artists Daniel Borins and Jennifer Marman, illustrates wave-like colour currents reflecting on the Village of Yorkville's past and present identity as a cultural and social hub for modern Toronto. The temporary commissioned piece wrapped around the construction site hoarding, bringing aesthetic and visual life to the pedestrian corridor.

This piece was well received when experienced close-up by pedestrians and from a distance by passing vehicular traffic. Such artistic consideration for the cultural heritage of the site indicates Camrost Felcorp Inc.'s commitment to urban beautification, enhancement of the public realm and an emphasis on art as a catalyst for placemaking.

Charged with his local, first-hand knowledge of the Village of Yorkville, its functionality and importance to the city on a world stage, David Moos will work with the artist(s) to create a landmark art installation. The installation will celebrate the ensemble of art, fashion, style, elegance and international prestige that defines Yorkville.

The commissioned installation will be prominently located in the privately-owned, publically accessible courtyard fronting onto Avenue Rd. with an east-west pedestrian linkage to the Village of Yorkville laneway network. Artist(s) will be encouraged to engage with the dichotomy of uses along Avenue Rd., balancing the intimacy of pedestrian-oriented spaces and thoroughfares with the fast moving traffic of the street. The also demands that artists understand the importance of the frontal approach to the site from Prince Arthur Street The artist(s) will be advised to participate in determining issues of location and siting of the installation. It is anticipated that the installation will be accessible to the public at all times.

In keeping with the City of Toronto's Urban Design Percent for Public Art Guidelines (2010), a select group of diverse artists will be invited to submit expressions of interest (EOI). The diversity of artists approached will help ensure that a cross-section of Canadian and international visions are explored in the creation of the public art contribution. The selected artist(s) will be evaluated based on their ability to acknowledge, embrace and embody the distinct cultural, social and economic history of the site, and their ability to present a timeless, interactive public contribution to Village of Yorkville, and indeed the city of Toronto and its international visitors.

### **3. The Development**

With deliberate regard for the original vision for the Four Season's tower, Camrost Felcorp Inc. chose to engage and retain its creators, architectural firm, WZMH. It is rare and special that an architectural firm be granted the opportunity to interpret and modernize their own built legacy.

The site is bounded by Avenue Rd. to the west, Yorkville Ave. to the north and Cumberland St. to the south. Once complete, it will feature three mixed-use buildings with shared loading, servicing and underground parking facilities, i.e. 21 Avenue Rd. (former Four Season's), 200 Cumberland St. and 135 Yorkville Ave.

Consistent with site-specific Zoning By-law No. 1084-2013, together they have a total gross floor area of 61,200 sq.m., approximately 360 parking spaces, inclusive of residential spaces, 4 car-share spaces and commercial spaces within a commercial parking garage, as well as 400 bicycle parking spaces. Vehicular access is provided through a north-south driveway between Cumberland St. and Yorkville Ave.

Construction began in June of 2012 and is expected to be completed in 2016.

In keeping with the Official Plan, development of the site will improve the public realm and publically accessible areas. From a development and artistic perspective, there will be a synergy between the buildings, bringing new life and animation – both passive and active to the area, incorporating features such as a pet-friendly area accessible from Yorkville Ave., a cascading waterfall and patio along Cumberland St. and the privately-owned, publically accessible courtyard and pedestrian connections accessible from Avenue Rd.

The first of three buildings to be complete is the 31-storey, former Four Season's Hotel at 21 Avenue Rd. It is a mixed-use residential condominium building with retail commercial uses on the first two floors. The tower fronts on Avenue Rd. and Yorkville Rd. The majority of the exterior has been retained and upgraded to feature a precast façade with articulated bay windows, and new interiors.

The second building, known as 200 Cumberland St., is a 38-storey, mixed-use residential condominium building with two stories of retail commercial uses, complete with glass-cladding. The building will feature an inviting patio with feature cascading waterfall fronting along Cumberland St.

The third building, known as 135 Yorkville Rd., will be a boutique 10-storey office building. To provide a light and airy feel to the development, floor to ceiling glass fenestration will be implemented on the north elevation of the building.

#### **4. Primary Site for Public Art**

A number of potential sites for the public art installation were considered. One site stood out in terms of visibility and accessibility – the 200 sq.m. privately-owned, publically accessible courtyard on the west side of the development, fronting Avenue Rd., between the North and South towers.

Avenue Rd. is most prominent façade of the development, wherein pedestrian and vehicular traffic can experience the streetscape improvements and public art installation. The density of the development means that the public art installation will become an integral part of the development's fabric, while independent as a piece of art.

#### **5. Public Art Opportunities**

As outlined above, Camrost Felcorp Inc. will dedicate significant resources to commission a landmark public art contribution. In consultation with David Moos, Camrost Felcorp Inc. will work to ensure that the new courtyard, complete with the art installation, will be an inviting and enjoyable space for the public, contributing a significant new space for tranquility and social interaction.

Camrost Felcorp Inc. and David Moos will communicate to the artist(s) submitting EOIs that if ancillary components of their work extend beyond the designated public art installation area, e.g. east-west pedestrian pathway, such extensions shall be favourably considered. In this manner, echoes of the primary art installation will resonate throughout the site, creating a synergistic relationship between art and development. Such optional features signal the Camrost Felcorp Inc.'s willingness to make art a central component of this development.

##### **5.1 Key Objectives**

- Create an outstanding art installation visible and accessible to the public at all times;
- Introduce a landmark art installation that enhances and defines the character of the site and the greater Village of Yorkville;



- Introduce an art installation that functions well when experienced close-up in the courtyard, across the street, i.e. head-on from Prince Arthur St., and at rapid speed by vehicular traffic;
- Ensure the courtyard is inviting, pleasant to use and becomes integral to the site, its streetscape and the Village of Yorkville; and
- Consider artistic approaches and creative technologies to animate the space.

## 5.2 Design Objectives

- Introduce a captivating, declarative, visually and intellectually stimulating art installation;
- Produce an art installation that fits with the existing architectural character but has its own unique, strong and defined presence;
- Ensure the materials and/or technologies (if any) employed by the artist(s) do not require ongoing re-adjustments or extraordinary maintenance.

As with any project located in the public realm, vandalism, safety and security issues shall be considered.

## 6. Development Team's Public Art Experience

Camrost Felcorp Inc. has demonstrated a leadership role in the transformation of some of Toronto's most desirable neighbourhoods, i.e. St. Lawrence Market, Harbourfront, Don Mills, New Toronto, Forest Hill, downtown North York and the Village of Yorkville. Camrost Felcorp Inc. has been recognized as a pioneer in uptown Toronto and received the Key to North York for its contribution to multiple projects in the growth of downtown North York. Continuing this creativity is the revitalization of Yorkville's 32-storey landmark former Four Season's Hotel building and conversion of the former Imperial Oil building located at 111 St. Clair Ave. W.

Today Camrost Felcorp Inc.'s impressive portfolio includes over 50 condominium projects, 9,000 residences and more than 1 million square feet of office and retail space. In addition to this impressive portfolio, is an array of tangible public art and parkland contributions and streetscape improvements, as well as financial contributions to the public realm. Among the most notable are the large-scale Richard Deacon at the World Trade Centre at the foot of Yonge St. (a catalyst for the artist's AGO Retrospective and an event in honour of the artist.), the Steel Sails along the lakeshore at Marina Del Ray, the Hershoran Rhodelle bronze sculptures in Lower Forest Hill, and the Dream Girl Mermaid at Hollywood Plaza in North York.

World Trade Centre



Marina Del Ray



## 7. Project Teams

The project teams will consist of the Artist Selection Team and the Design Team. The Artist Selection Team will select the winning artist and proposal. David Moos will manage the artist selection process.

### 7.1 Artist Selection Team

The Artist Selection Team will review the initial request for artists' EOI, review and evaluate EOIs, identify a shortlist of artists, and coordinate the presentation of artists to the Design Team and Camrost Felcorp Inc. The following make-up the Artist Selection Team:

David Feldman	CEO and President – Camrost Felcorp Inc.
Nicola Casciato	Principal – WZMH Architects
Kitty Scott	AGO Curator of Modern and Contemporary Art
Emmanuelle Gatuso	Art Collector – Resident Yorkville neighbourhood
Barry Campbell	Art Collector – Resident Yorkville neighbourhood

### 7.2 Design Team

The Design Team will contribute their design and technical expertise to the evaluation of the proposed public art installation(s). The Design Team will assist the Artists Selection Team with the artist interviews as needed and offer additional development resources (if required), i.e. engineering, technical, structural, legal, etc. shall be procured at the discretion of Camrost Felcorp Inc.

The Design Team consists of the following members:

Tom Schloessin	Associate Principal – WZMH Architects
Matt Davis	Partner – the Design Agency

## 8. Public Art Consultant

David Moos, in his role as Public Art Consultant will manage the invitational artist selection process. The Public Art Consultant will write the request for artists' EOI, and will work with the Artist Selection Team to schedule and conduct interviews/any necessary studio visits with the shortlist of artists.

David Moos will work closely with the selected artist to refine the final proposal, provide the contracts to the selected artist(s), facilitate and advise on the fabrication process, and provide a plan for the long-term maintenance of the public art installation. The Public Art Consultant will work closely with the Design Team and the developer throughout the site preparation and installation.

## **9. Artist Selection Process**

The artist selection process will be an invitational competition. The Artist Selection Team will invite a select group of Canadian and international artists to submit proposals for the site. David Moos, working with the Artist Selection Team has identified artists well suited to the site and scale of this project. Potential artists who will be asked by the Artist Selection Team to submit an EOI include: David Altmejd, Stephan Balkenhol, Jaume Plensa, Monika Sosnowska, and Do Ho Suh.

The Artist Selection Team, in consultation with the Design Team, will review the EOIs and the selected number of artists - preferably three, will be shortlisted. Successful artists will have expressed a strong interest in the project, will have submitted a compelling vision statement, and will have demonstrated an ability to work at the scale demanded by this project. Each of the shortlisted artists will be requested to complete a comprehensive design scheme for which they will be compensated. The Artist Selection Team may conduct interviews, studio visits and/or review proposals and portfolios of the shortlisted artists.

Part of the artist selection process will include a technical review of each proposal by the Design Team and additional development resources, as required. The submissions will be reviewed on (but not be limited to) materials, estimated costs - based on tenders, structural integration within the development, and timing. As required, the winning proposal may be revised based on results of the technical review and Artist Selection Team comments.

## **10. Public Relations Program**

The public art contribution presents a great public relations opportunity to showcase the development, the artist and the Village of Yorkville, on the world stage.

The public relations program will include:

- Formal public announcement of the artist and proposed installation, once confirmed;
- Art installation unveiling event - on site; and
- Concurrent events for the artist at an appropriate local arts organization, e.g. Art Gallery of Ontario (AGO), Royal Ontario Museum (ROM), University of Toronto (UofT) or Ontario College of Art and Design (OCAD).

The artist will be present at the unveiling and requisite interviews with local, national and international media. Promotional materials (e.g. brochure, plaque, naming of the privately-owned, publically accessible courtyard) respecting the artist and the art installation may be produced and provided by the artist that provide background and context for residents and community members, if requested by City staff.

## **11. Community Programming Opportunity**

Since the 1960s Yorkville has been Toronto's vital gallery district where vanguard contemporary has been exhibited. Once the artist is selected, David Moos will notify local galleries and explore ways in which they may collaborate with this opportunity.



David and Angela Feldman have considered the idea of community programming with the AGO, raising the possibility that the successful artist will be able to deliver a lecture at the AGO and engage with the Education Department. The successful artist(s) may serve as a visiting artist at the AGO, interacting with and inspiring young art students.

## 12. Conflict of Interest

It is understood that the Public Art Consultant is an independent agent who will facilitate the Public Art Plan and act as an advocate for the artist(s) to achieve the successful integration of the art installation within the site and the surrounding urban fabric.

## 13. Estimated Public Art Budget

As identified in Section 7, Item 7.4 of the City of Toronto Section 37 Agreement, dated September 24, 2013, the public art budget is a minimum of \$800,000.00. The budget is allocated as follows:

Art Work*	85%
Endowment for Maintenance	5%
Public Art Consultant/Curator and Project Management	6%
Public Relations (Artist Selection/Launch)	1%
Contingency/Miscellaneous	3%

\*NOTE: This 85% includes artist fees, expenses, drawings, fabrication consultants, fabrication, insurance, transportation of Art Work. Artist's creative fee should equal 20% of total Art Work budget. Remaining 15% includes all fees, travel costs, stage-two artist fees, and competition advertising costs.

All cost savings will be redirected to the Art Work or endowment for maintenance.

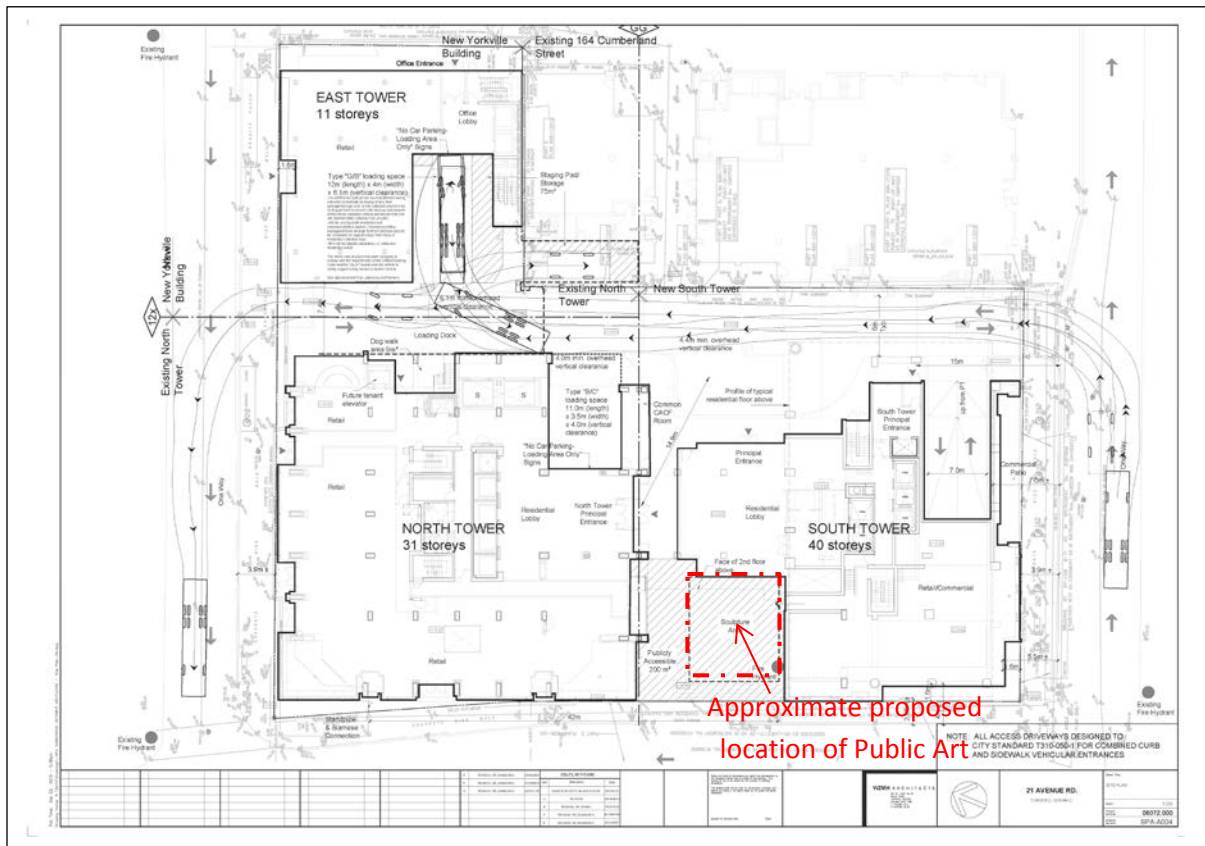
## 14. Schedule (Subject to Change)

- Public Art Plan approved by Council – Spring 2014
- Call for EOIs from artists - Spring and Summer 2014
- Jury review and contract establishment with artist – Summer 2014
  - Within 30 days of entering into a contract with an artist for works, a copy of the contract will be provided to the Chief Planner
- Project implementation – Fall 2014

As stipulated in the Section 37 Agreement, Camrost Felcorp Inc. understands that the public art contribution must be in place prior to occupancy of the South tower; or Camrost Felcorp Inc. can provide a Letter of Credit in an amount equal to the difference between: the amount of the public art contribution; and the amount actually expended in respect of completed Public art installation. Within 30 days after the installation, photographs of the public art installation and will be provided to the City. The installation shall be completed and installed (substantially in accordance with) within 6 months from the date of substantial performance of the Development,

as determined by the Construction Lien Act. If requested, provide to the Chief Planner, within 6 months of the installation, the cost and distribution of the Public Art works.

## Site Plan



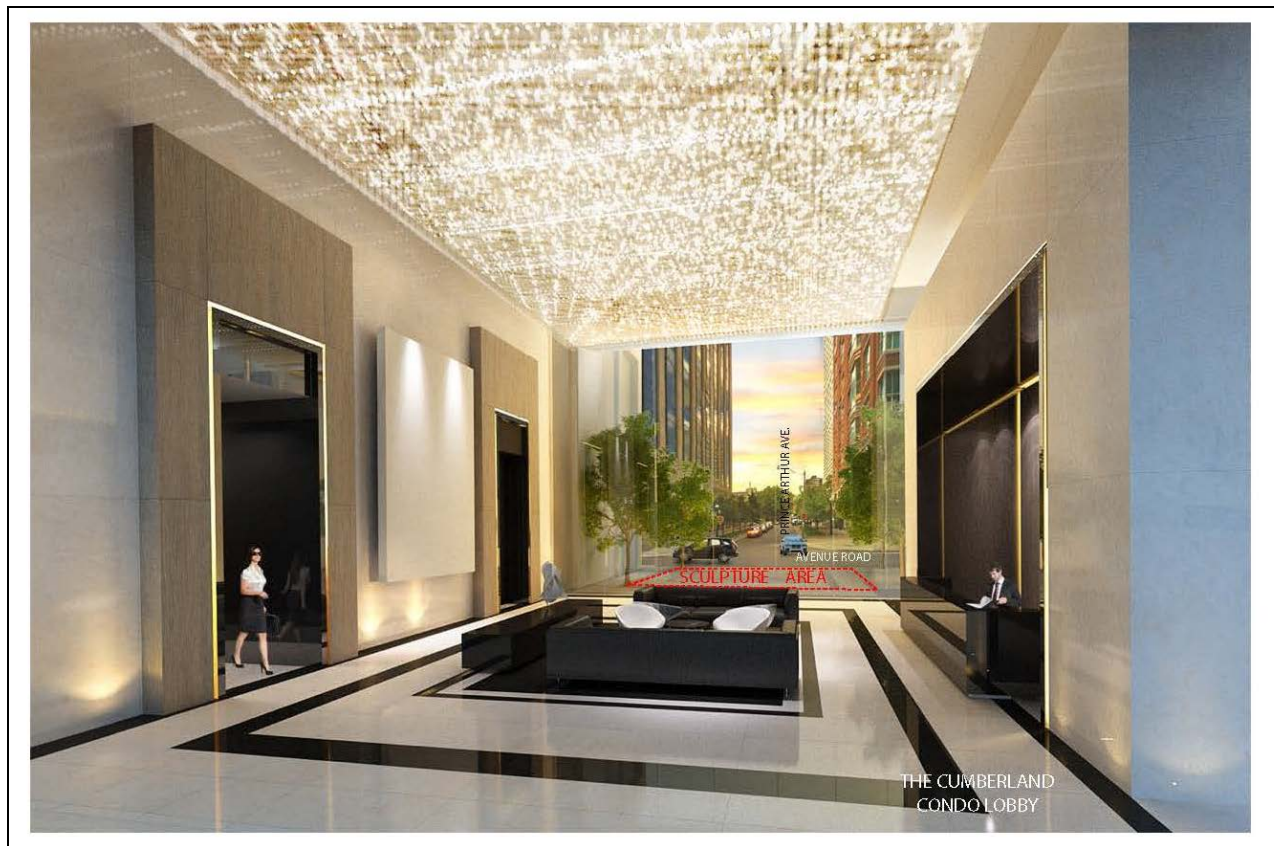
Source: WZMH Architects, 2013

## Ground Floor Plan



Source: the Design Agency, 2013

**View west towards proposed location of the sculpture area**



Source: the Design Agency, 2013