



# **4050 YONGE STREET PUBLIC ART PLAN**

Prepared for

The Gupta Group

by

**BRAD GOLDEN + Co**

**PUBLIC ART CONSULTING**

**03 NOVEMBER 2017**

## **1.0 DEVELOPMENT OVERVIEW** (please see Figures 1, 2, 5 and 6)

4050 Yonge, known as Yonge Park Plaza, is located in uptown Toronto, on the northwest corner of Wilson Avenue and Yonge Street, south of Highway 401. The development is a mixed-use complex with Class A office space, a 4-star hotel with approximately 248 suites, and amenity retail and restaurant uses on the ground floor. The site provides direct, interior access to the TTC York Mills subway station.

The eastern portion of the building accommodates 7 storeys of condominium office space, organized around an internal corridor, with a central atrium through the building that provides light to the interior-facing office units. The western portion of the building accommodates a 9-storey, 248-suite hotel, which will include a ground floor lobby and ballroom/conference centre, as well as an indoor swimming pool, fitness centre, lounge, restaurant and meeting spaces. The hotel will feature exterior-facing suites that overlook the ravine lands to the north, south and west, and will incorporate a central atrium that provides light to interior-facing suites.

The ground floor of the building is designed to support a vibrant public realm and an active streetscape throughout all hours of the day. The ground floor setbacks are intended to provide generous space at grade for pedestrians, transit users, and visitors to the building. The perimeter of the site is publicly accessible, allowing access to the ravine adjacent to the property. A canopy will wrap around the entire extent of the building, offering weather protection and supporting pedestrian movement around the building and towards the ravine lands at the rear.

A single vehicular driveway is proposed along Wilson Avenue. A hotel drop off area is proposed within the property at the ground level, with parking and loading activities internalized towards the middle of the site.

This public art plan is intended to support the policies described in the City of Toronto's Percent for Art Programme Guidelines in the provision of public art in the most publicly accessible and visible locations in the development. The plan is further intended to support the vision of an active streetscape that fosters pedestrian movement around the building, as presented in the Urban Design Analysis and Planning Rationale Addendum, prepared by Urban Strategies Inc.

## **2.0 PUBLIC ART SITES AND OPPORTUNITIES**

### **2.1 Overview**

Through discussions with city planning staff and the project architect, the developer and public art consultant have developed a public art plan that engages the most publicly accessible and publicly visible sites, reinforcing the urban design aspects of the project by 1. providing interesting and harmonious relationships with the building and streetscapes along Wilson Avenue and Yonge Street, 2. providing opportunities for integration with the continuous building canopy to increase the potential scale and footprint of the artwork.

The primary art sites have been selected to provide enhancement to the streetscapes along Wilson Avenue and along Yonge Street, with emphasis on the most highly visible southeast corner of the site. To provide additional footprint and public visibility for art expression, the canopy, which runs continuously, along the north, south and east edges of the building, is available as secondary art site.

## **2.2. Primary Art Site: Corner of Wilson Avenue and Yonge Street**

(please see Figures 3, 5 and 6)

Artists must address the Primary Art Site, as this location provides the most visible location for art expression. To maximize the potential impact of this high visibility location, the public art site at the northwest corner of Yonge Street and Wilson Avenue extends to the fascia of canopy line above grade. As the proposed building will be located close to the front lot lines along both Yonge Street and Wilson Avenue, the approved site plan allows for the canopy to encroach into the public right-of-way at the Yonge and Wilson intersection. It is recognized that an encroachment agreement will be required for any portion of artwork that is to be located beyond the property line.

## **2.3. Secondary Art Sites: Wilson Avenue and Yonge Street Streetscapes**

(please see Figures 3, 5 and 6)

Three Secondary Art Sites have been identified. Artists have the option of addressing all or none of the Secondary Art Sites. The Secondary Art Sites have been selected to enhance the adjacent streetscapes and to provide interest to pedestrians and vehicles. Multiple sites provide opportunity for artists to engage in the creation of formally themed works or works that present narrative, through sequential expression.

The southeast corner of the site provides the most visible location for art expression. To address this, the public art site at the northwest corner of Yonge Street and Wilson Avenue extends to the fascia of canopy line above grade. As the proposed building will be located close to the front lot lines along both Yonge Street and Wilson Avenue, the approved site plan allows for the canopy to encroach into the public right-of-way at the Yonge and Wilson intersection. It is recognized that an encroachment agreement will be required for any portion of artwork that is to be located beyond the property line.

On Yonge Street, the northernmost art site marks the corner and provides identification for access to the continuous, publicly accessible, perimeter outdoor space around the building. The midblock art site, on Yonge Street, marks the entrance to the building and to the TTC entrance.

On Wilson Avenue, the westernmost art site marks the corner and provides identification for access to the publicly accessible, perimeter outdoor space around the building.

## **2.4. Optional Art Site: Building Canopy**

(please see Figures 4, 5 and 6)

To provide additional space for art expression, artists will have the option to use the canopy as a platform to support artwork. The canopy runs along the south, east and north perimeter of the building. Artists will be invited to propose minor modifications to the canopy, in particular at the corner of Wilson Avenue and Yonge Street, to allow for artwork expression to be integrated into the canopy design. Modifications to the canopy will be done through a collaborative design development process between the artist and project architect, after the artist is selected for commission. The budget for artwork relating to the canopy site will be in addition to base cost for this building element.

## **3.0 SELECTION PROCESS**

We propose an invitational competition as set out below:

The development team has reviewed portfolios of the following artists, selected by the art consultant, on the basis of artistic excellence and of the relevance of their work to this project. After review of the work and consideration of interest and availability of the artist, the following artists have been short-listed for the development of specific proposals:

Tim Forbes, Toronto

Jhyling Lee, Toronto

An Te Liu, Toronto

Jean-Pierre Morin, Québec City

David Pearl, Toronto, Wales

The short-listed artists will be paid an honourarium, as well as reimbursed for travel expenses, to 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 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. The project architect and project engineer will work with the selected artist to ensure that the artwork is properly integrated into the building. The art consultant will facilitate this coordination.

## **4.0 TECHNICAL REVIEW**

Due to the potential of integrating the artwork with the building, prior to the adjudication of the artists' proposals, the art consultant, the project architect and the project engineer, if applicable, will review the proposals and provide comment on any perceived technical matters with respect to the integration of the artwork. The art consultant will compile these questions and will present any potential issues to be addressed by the artist at the adjudication.

City of Toronto Community Planning, Urban Design, Transportation Services and Engineering Construction and Design will also undertake technical review of and provide comment and direction for any proposed public artwork that is to be located within 0.5m of or encroaches into the right-of-way.

## 5.0 PROGRAMME BUDGET

Item	Budget
Total Project Budget	\$1,340,000 Estimate, based on 1% of gross construction costs
Artwork Construction Budget*	\$1,200,000 Estimate ( $\pm 85.8\%$ total budget)
Administration Allowance**	\$87,000 Estimate ( $\pm 6.4\%$ total budget)
Publicity	\$5,000 Estimate ( $\pm 0.3\%$ total budget)
Maintenance Fund***	\$78,000 Estimate ( $\pm 6.0\%$ total budget)
Artwork Integration & Construction Contingency****	\$20,000 Estimate ( $\pm 1.5\%$ total budget)

\*Costs for artwork relating to the canopy site will be in addition to base costs for that building element.

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

\*\*\*As the artwork will remain owned by the developer, an existing building operation fund is in place to address ongoing maintenance. The Maintenance Fund is to address conservation of the artworks, as required.

\*\*\*\*Any surplus from the artwork integration and construction contingency amount will be allocated to the maintenance fund and or publicity fund.

## 6.0 JURY COMPOSITION

The five person jury will be composed of:

Dr. Miriam Davidson, Head of Art, Havergal College (works in the Ward)  
Emily Chhangur, Curator, Assistant Director, Art Gallery of York University  
Michal Bartosik, Artist, Designer  
Steve Gupta, Developer  
Mansoor Kazerouni, IBI Group, Project Architect

### Juror Alternates:

For the Art Experts: Harley Valentine, Artist  
For the Developer: Reetu Gupta, Developer

## 7.0 TIMELINES

The following, proposed timelines are dependent upon approval of the public art plan by the Toronto Public Art Commission and appropriate City Planning staff and by coordination with project construction schedules.

Present to Toronto Public Art Commission	November 1, 2017
Meeting of Community Council	January 2018
Meeting of City Council	February 2018
Artist Brief Issued	Spring 2018
Artist Presentations	Summer 2018
Artwork Fabrication	Winter 2018 - Spring 2021
Artwork Installation	Spring 2021

(in sequence with construction schedule)

## **8.0 PROJECT TEAM**

Developer: The Gupta Group

Design Architect: IBI Group

Landscape Architect: NAK Design Strategies

Public Art Consultant: BRAD GOLDEN + Co

## **9.0 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, in accordance with the City's guidelines. The art consultant will provide continuous management of the project throughout development of the site strategy, artist procurement, artwork design development; project management and installation coordination as further described below:

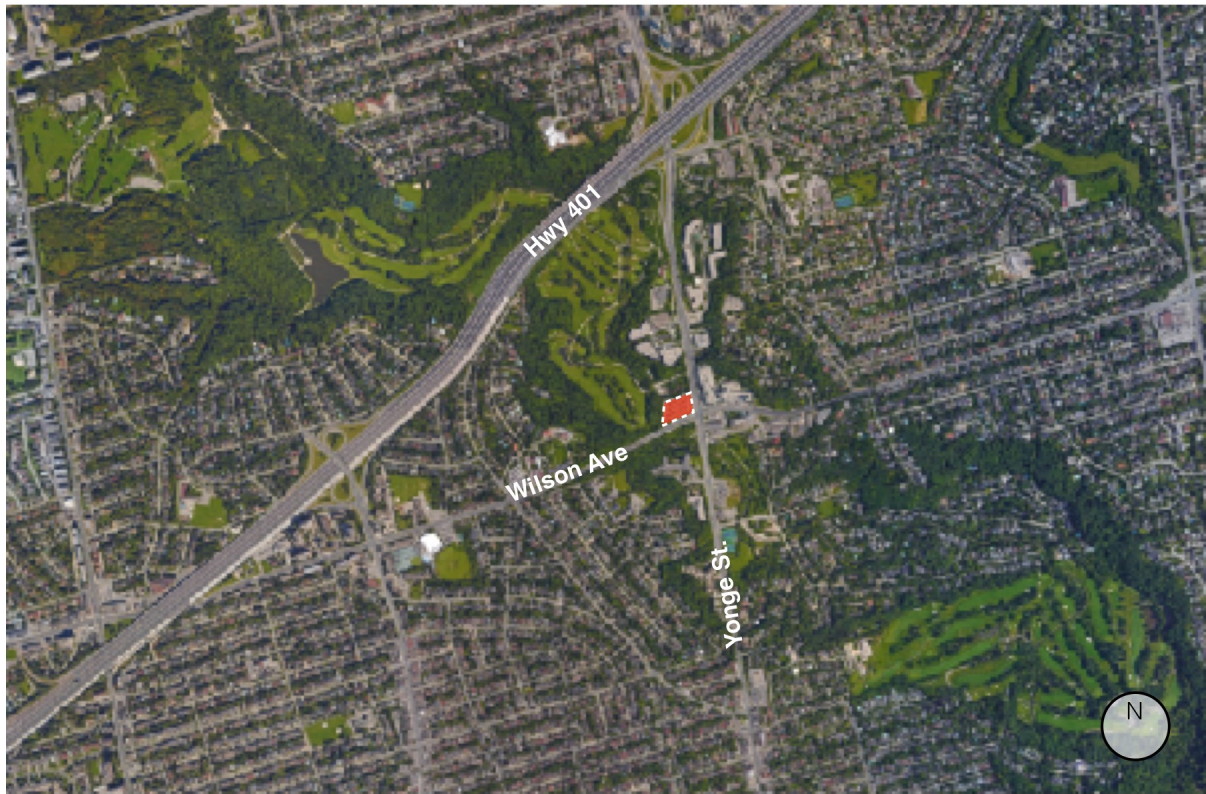
**Site Strategy:** discussions with client and project design consultants to design an art programme that addresses the most publicly accessible spaces

**Artist Procurement:** presentation of portfolios of potential artists; shortlisting of artists to be invited for proposals; preparation of Artists' Brief and communication with artists throughout competition process; coordination and chairing of adjudication session, facilitating artist's contract.

**Design Development:** provide expertise to artists on design and construction processes; coordinate communication with project design team and constructors (if appropriate); coordinate integration of artwork with building components (as required).

**Project Management:** liase between client, project design consultants and project constructors; provide assistance to artists throughout artwork fabrication; coordinate payments to artists; provide assistance to artists and constructors for coordination of installation of artwork.

**Project Completion:** provide assistance in the composition of publicity materials and project launch; facilitate transfer of a maintenance manual for the artwork, facilitate installation of a dedicatory plaque, facilitate photographic documentation of the artwork.



**Figure 1 - CONTEXT PLAN** (current condition)



**Figure 2 - LOCAL CONTEXT PLAN**





-  Primary Art Site
-  Secondary Art Site

Figure 3 - GROUND FLOOR PLAN SHOWING PRIMARY AND SECONDARY ART SITES



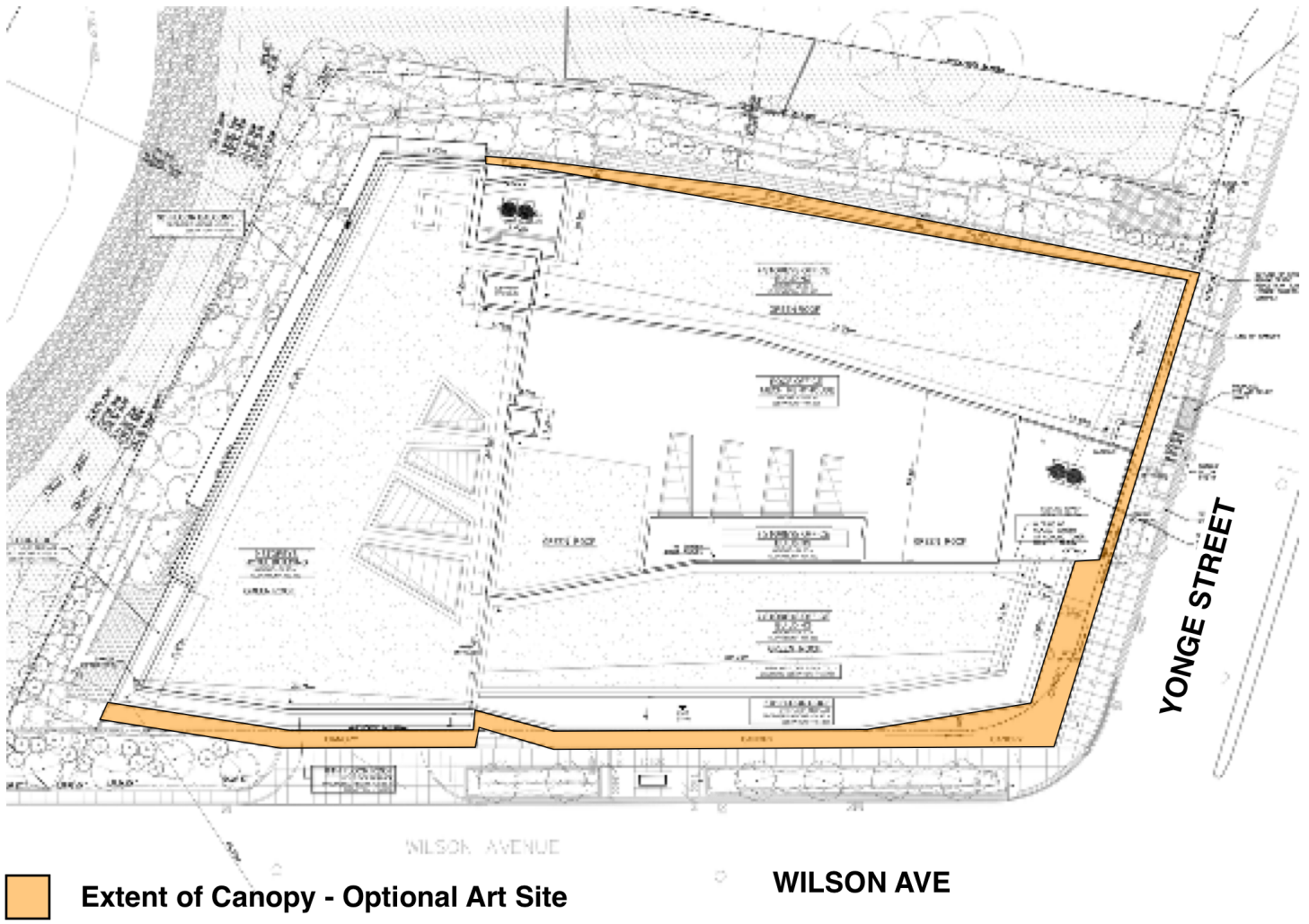


Figure 4 - SITE PLAN SHOWING CANOPY - OPTIONAL ART SITE



**Figure 5 - VIEW OF PROJECT FROM SOUTHEAST**



**Figure 6 - VIEW OF SOUTHEAST CORNER SHOWING GROUND AND CANOPY ART SITES**