

December 10, 2019



Mayor John Tory and Executive Committee
100 Queen St. W.
Toronto, ON
M5H 2N2

RE: EX11.5 The Toronto Public Art Strategy (2020-2030)

To: Mayor John Tory and Executive Committee

We are writing in support of The Toronto Public Art Strategy (2020-2030) to enhance the City's commitment to public art. The program is of significant importance to The Waterfront Business Improvement Area (BIA)'s goals of delivering year-round activations to promote the waterfront as a destination to our neighbourhood residents and visitors.

The Waterfront BIA is very grateful to Mayor Tory and Councillor Cressy's support for public art along the waterfront.

We recently completed Waterfront ReConnect public art project, with support from the City BIA Office and Waterfront Toronto. With the objective of making connections to the waterfront area safer and more appealing, the underpass redesigns from Greenberg Consultants and PUBLIC WORK include gold paint on the bents to reflect light under the Gardiner, enhanced markings in the pedestrian crossings and text on bents inviting people to the neighbourhood. This beautification works to make the spaces feel safer, brighter, and more welcoming.

Additionally, the Waterfront BIA returned in 2019 with an enhanced partnership with Winter Stations to bring Torontonians an art-filled winter. In an effort to activate the waterfront during the colder months with diverse public art, we've collaborated to showcase a series of interactive outdoor art exhibits running from October through until March. Please see page two and three for images of these public art initiatives.

We strongly support the Public Art Strategy and look forward to building an even more beautiful Toronto together.

Sincerely,

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cc: Councillor Joe Cressy

WINTER STATIONS
TOUR OPERATOR
 PRESENTS

IMPULSE

LOCATION:
HARBOURFRONT CENTRE
 EXHIBITION COMMON
OCTOBER 25TH - NOVEMBER 12TH
 HOURS: 9AM - 10PM

Brought to you by
 the **waterfront** BIA **Harbourfront centre**
 #TOWaterfront #winterstations

Conception and execution:
 Daniel Charbonnet, CS Design
 Production: Visual Art Project
 Partnership: Winter Stations, Canada

WINTER STATIONS
TOUR OPERATOR
 PRESENTS

LOOP

LOCATION:
YORK STREET PARK
JANUARY 15TH - FEBRUARY 9TH
 HOURS: 9AM - 10PM

Brought to you by
 the **waterfront** BIA **PORTS TORONTO** **Redpath**

Conception and execution:
 Olivier Grouard,
 Jonathan Willemain and Citoblix |
 Production: Bureau and
 Quartier des Spectacles Partnership,
 Montreal, Canada

#TOWaterfront #winterstations www.WinterStationsPresents.com

**Our winter art installation this year.
 We hope to see you January 15 when “Loop” opens in York St. Park.**



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Renderings of Rees Street done by Public Work for Waterfront ReConnect show vibrant gold and green paint that will, the project leaders hope, help to make the space more pleasant and serve as a visual cue for drivers to slow down and watch for pedestrians. PUBLIC WORK

The Gardiner Expressway is about to get friendlier

ALEX BOZKOVIC
OPINION

For the BIA, this serves an obvious purpose: Drawing customers to the lake. "We want it to be safer and more accessible as you're walking toward the water, but also more intuitive," said Tim Kocur, executive director of the Waterfront BIA.

It also serves public goals. Among them are road safety, said Joe Cressy, city councillor for the downtown-west area. "Our streets were designed to move cars, and move cars quickly," he said Tuesday. "In the 21st century, we need to re-design our streets to move people."

That line is familiar. It evokes the hugely successful and now permanent redesign of King Street, which favours transit and pedestrians, and, in turn, a series of New York projects earlier this decade, such as quick-and-easy transformations have their own name in the world of plans.

ARCHITECTURE

It's just some gold paint. But it could provide a key to Toronto's waterfront.

This is the promise of a new effort to redesign areas under the Gardiner Expressway in downtown Toronto and make them more attractive to pedestrians, drawing them from the city core down to the waterfront.

Although small, the idea is a powerful one. It could set an example for rethinking streets across the city, as welcoming public space.

Gardiner Underpass at Rees Street. Our first "Waterfront ReConnect" design for a friendlier experience as you access our waterfront.