

## **363-391 Yonge Street and 3 Gerrard Street East Public Art Plan**

Date: November 12, 2019  
To: Toronto East York Community Council  
From: Director, Urban Design  
Wards: Ward 13 - Toronto Centre

**Planning Application Number:** *20 19113000 STE 27 SA*

### **SUMMARY**

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The purpose of this staff report is to seek City Council approval of 363-391 Yonge Street and 3 Gerrard Street East 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 area of the development site.

The Public Art Plan provides a framework and description of the commissioning of public art including: introduction and context; development project description; project team; public art site description; curatorial vision; the art selection process; one-stage invitational competition process; mentorship; the jury; projected budget and preliminary schedule.

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

### **RECOMMENDATIONS**

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The City Planning Division recommends that:

1. City Council approve 363-391 Yonge Street and 3 Gerrard Street East Public Art Plan as attached (Attachment 1) to the report dated November 12, 2019 from the Director, Urban Design.

### **FINANCIAL IMPACT**

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The recommendations in this report have no financial impact.

## PROPOSAL

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The development site is at 363-391 Yonge Street and 3 Gerrard Street East, fronting Yonge and Gerrard Street with a proposed 2 to 4 storey building fronting Yonge Street and an 85 storey tower. The proposal is a mixed-use podium containing retail at grade, 2nd and 3rd floors, with Ryerson University campus on the 4-6 floors and residential units above. O'Keefe laneway forms the eastern boundary of the development, running north-south to Victoria Street and is used as a service access. The southern boundary will be a new public space used for pedestrians.

The development review process has resulted in a commitment to public art, resulting in the Public Art Plan (Attachment 1).

## APPLICATION BACKGROUND

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The Section 37 agreement dated September 13, 2019 was signed between the "Owner" and the "City". Under section 7.3 in agreement states that "The Owner agrees that it will make a contribution equal to EIGHT HUNDRED AND FIFTY THOUSAND DOLLARS (\$850,000.00) subject to upwards indexing to the City, in accordance with the Public Art Program as set forth in the Section 37 agreement. The owner with the City, has determined that the public art contribution will be on the subject site in a privately-owned, publically accessible area of the site.

### Toronto Official Plan

This application has been reviewed against the policies of the City of Toronto Official Plan as follows:

The City of Toronto Official Plan can be found here: <https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>.

Chapter 3 - Building a Successful City

Section 3.1.4 Public Art

Policy 1. e) encouraging the inclusion of public art in all significant private sector developments across the City.

## COMMENTS

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The proposed public art site will be located in a prominent location, and the art will be visually and publically accessible on the west facade of the main entrance to the building, visible on Yonge Street with an approximate art site area of 13.6m by 6.9m. The proposed art location is supported by City Planning staff and the Toronto Public Art Commission.

An artist will be selected through a one-stage invitational process. The art consultant and developer team will review a long list of artists to determine a short list of three (3)

artists. The long list of artists has been provided in the Public Art Plan and represents a diverse background of work. The short list of three artists will develop proposals for the jury to review concepts and select the artist.

The artist will be selected by a five (5) person jury composition, composed of three (3) independent art experts including one (1) resident of the Ward and two (2) Owner representatives. The art selection process, with majority art experts is in keeping with the City's Percent for Public Art Guidelines.

In accordance with City policy, City Planning continues to encourage the developer to seek artistic excellence and expertise with broad representation from the art community in the selection of artists and jury members.

A mentorship opportunity has been provided for an artist who has yet to create a permanent art installation. The owner will be looking to select an individual with gender and minority equity in mind.

The estimated budget allocation for the art, administration and maintenance is described in the Public Art Plan which is in compliance with the City's Percent for Public Art Guidelines.

This proposal is supported by City Planning staff and was presented to the Toronto Public Art Commission at its meeting on April 24, 2019, which recommended approval of the proposed Plan.

## **Conclusion**

363-391 Yonge Street and 3 Gerrard Street East – Public Art Plan is in compliance with the City's objectives for the provision of public art associated with development. This on-site program is in accordance with the City Planning Percent for 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.

## **CONTACT**

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## **SIGNATURE**

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Lorna Day, Director Urban Design  
City Planning Division

## **ATTACHMENTS**

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Attachment 1: Public Art Plan