

YSL

363-391 Yonge Street and 3 Gerrard Street East

PUBLIC ART PLAN

Submitted to the City of Toronto by Cresford Developments
For Presentation to the Toronto Public Art Commission

Prepared by: Irene Szylinger, Art Strategies Inc.



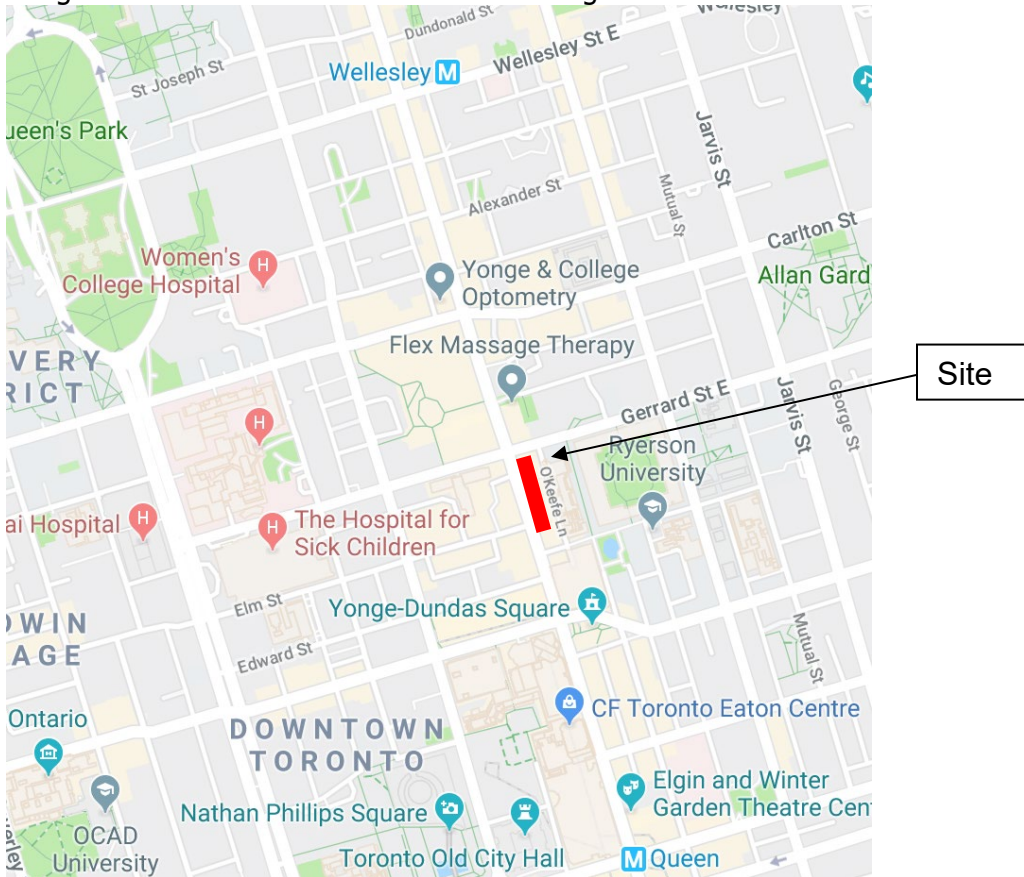
I. Image of the development project

1. INTRODUCTION & CONTEXT

Cresford Developments' Public Art Plan for this project provides a framework for the commissioning of art and for the collaboration of an artist with the developer's design team to create an independent public art project.

The development is located on the southeast corner of Yonge Street and Gerrard Street East. The site is surrounded by a mixture of institutional, commercial and residential uses, within walking distance from two subway stations along the Yonge and Spadina Line (College and Dundas Stations), and one block away from Dundas Square, the centrepiece of Toronto's retail core.

Although not owned by Ryerson University, the properties developed as part of this project are considered part of the larger Ryerson University campus, with the intersection of Yonge Street and Gerrard Street East forming the northwest corner of the campus.



II. Map with location of the development outlined

The buildings and municipal addresses currently at the site are made up of an assembly of eight lots, with municipal addresses ranging from 363 to 391 Yonge Street and 3 Gerrard Street East. The site is rectangular consisting of 8 separate parcels which have been assembled with a total frontage of 93.9 metres on Yonge Street and 40.5 metres along Gerrard Street East.

The site is fully built out with eight separate 2 to 4 storey commercial buildings fronting Yonge Street. The surrounding uses are low-rise commercial buildings, a 19-storey office building and on the north-west corner of Gerrard/Yonge Street there is the 78-storey 'Aura' tower. To the south there are also low-rise commercial buildings with a 9-storey Ryerson University building. Ryerson lies to the east with buildings ranging from 4-12 storeys. There is a municipal laneway to the east flank of the development known as O'Keefe Lane. O'Keefe Lane runs north-south between Yonge Street and Victoria Street and is used currently primarily for service functions.

With the conservation proposal defined by ERA, the developer intends to conserve the cultural heritage value of the four on-site heritage properties through a combination of restoration and rehabilitation. The restoration and rehabilitation of 363-365, 367, 381, and 385-391 Yonge Street described in the ERA plan proposes the conservation of the notable architectural features of the properties.

The conservation objectives for the project include maintaining the legibility of the four heritage buildings as independent structures, reversing unsympathetic alterations to the properties, and reinstating aspects of the buildings' original conditions.

The stabilization and retention of all existing street-facing heritage elevations during construction of the proposed new building will be accomplished through the construction of a temporary shoring structure.

The Public Art Plan for this development is intended to reinforce the overall design objectives of responsible urban development.

2. DEVELOPMENT PROJECT DESCRIPTION

Named **YSL** this Cresford project consists of a mixed-use development which has retail and commercial on the ground floor, basement, second and third floors, and office, institutional and residential uses on the upper levels.

The project consists of a residential tower containing 1106 units with a height of 299m and 85 storeys above a mixed use podium containing retail at grade, on the 2nd and 3rd floor as well as level B1. Ryerson University will occupy spaces on floors 4-6 and the residential units will start above Ryerson.

The project sits on top of a 5 level underground garage containing 4 levels of commercial and residential parking and retail and bicycle parking on levels B1 and B1M. Underground parking provided on the site will accommodate 242 cars.

The restored façades of existing heritage buildings will book-end both sides of the site and be incorporated into the base. Parking, loading and servicing access for the development will be from O'Keefe Lane. The corner of Yonge and Gerrard and the entire frontages on both of these streets have several proposed entrances.

The Office lobby providing access to the upper levels of the base is proposed on Gerrard Street, at the corner of Gerrard and O'Keefe Lane. The residential tower entrance will be

located on Yonge Street. The retail and Ryerson University entrance will be on Gerrard Street East.

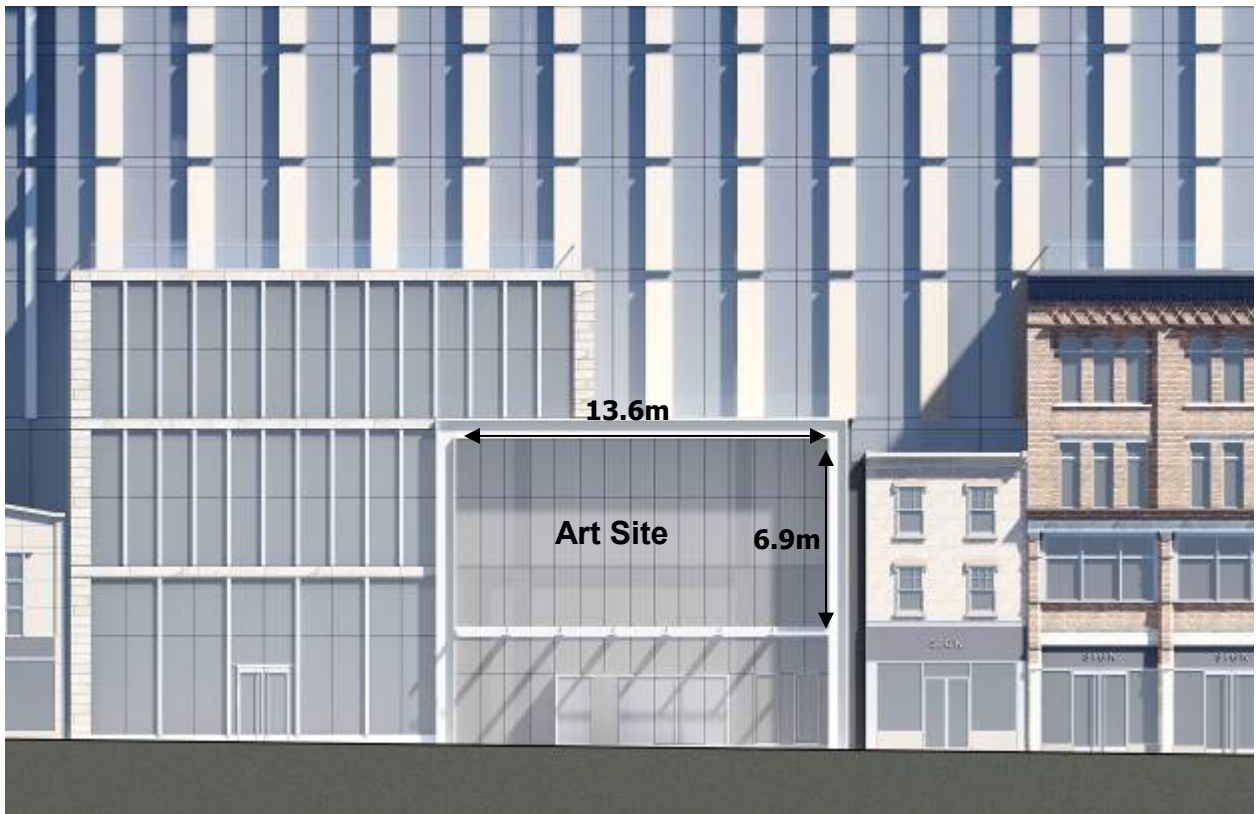
3. PROJECT TEAM

Ryan Millar, Vice President of Planning & Development, Cresford Developments
KPF Architects, Josh Chaiken, Architect
Peter Clewes and Jon Cummings, architects Alliance, Architect
Janet Rosenberg, Janet Rosenberg Studio, Landscape Architect
Irene Szylinger, Art Strategies Inc., Public Art

4. PUBLIC ART SITE DESCRIPTION

The development at **YSL** will provide a pedestrian-friendly environment along Yonge Street and Gerrard Street. The landscaping and new buildings will create an attractive new niche that will animate this portion of the neighbourhood.

After consultation with city planning staff we propose that the optimal location for the public art is above the main front entrance to the condominium on Yonge Street. This public art site, located centrally in the middle of the project, measures 13.6 m in length by 6.9 m in height and is 1.5m deep.

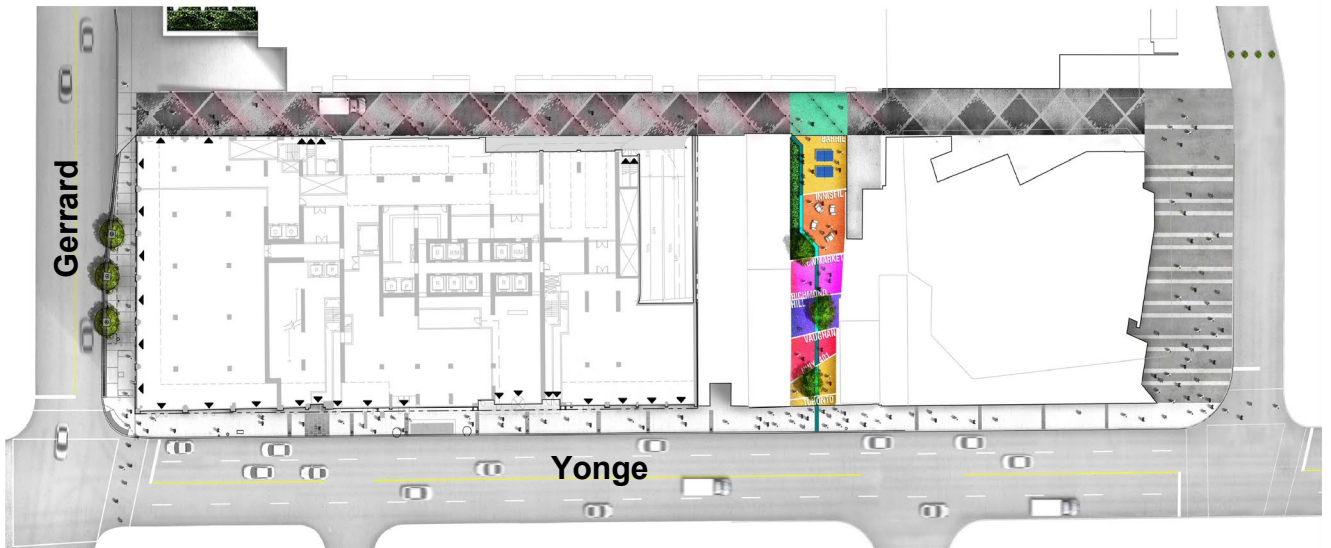




III. Art Site Plan on Yonge Street

The public art as contained in this site is deemed the most visible to all residents, pedestrians and motorists on Yonge Street. The choice of the site was made based on considerations of maximum visibility and space in this development.

A potential public art site was considered in a passage (possible future park) that may be created to the south of the development project, but not adjacent to the project.



IV. Public Art Site in the Park South of the development

Here the public art installation would be located in an open space that would be viewed only by pedestrians traversing the passage between Yonge Street and O’Keefe Lane. This potential zone measures 40.5 meters in length and 9.5 meters in width.

5. CURATORIAL VISION

It is the intent that the public art component of this site should enhance the significance of this development and add interest and vitality to the public realm.

The proposed public art should fill the entire surface of the public art site. It should be of sufficient colour and texture to stand out against the high-rise built-form. The art work may take the form of a sculptural wall relief or a tapestry made in any number of mediums such as metal, glass or mosaics, among others. It should be a dynamic addition to the site and be visible to pedestrians and motorists.

If the artwork is made of a material that can withstand our variable climate, the developer would consider dispensing with the protective glass and allowing the artwork to be exposed. If the artwork material is only suitable for an interior space then the protective glass will remain in place.

Safety standards must be observed and the materials selected should suit the elevated site and allow for facility of maintenance.

The art work should be accessible to the general public, physically and conceptually, while being of the highest aesthetic standard. In the public domain it is important that the work of art can be “read” and understood in a pleasurable and comprehensible way. It is ultimately the role of public art to enhance the experience of the people who see it.

6. THE ART SELECTION PROCESS

The art consultant and the developer’s team will review the work of a long list of artists. Cresford will consider artists who have demonstrated a proven track record of professional and impactful body of work and select the best possible candidates to form the short list of three artists from the following list: Stuart Reid, Sanaz Mazinani, Stephen Andrews, Clifford Ross, Ed Burtynsky, Heidi Lippman, Steven Driscoll, Matt Donovan and Katharine Harvey.

6.1. ONE-STAGE INVITATIONAL COMPETITION PROCESS

- The development team, with input from the art consultant, will identify the short list of 3 artists
- The 3 artists will be paid an honorarium to develop full proposals in response to the terms of reference prepared by the art consultant
- One month before the jury presentation, the proposals will be submitted for technical review to the developer and art consultant
- The short-listed artists will present their proposals to the public art jury
- The jury will select the winning artist and may propose a runner-up

- The winning artist will enter into an agreement with the developer who will commission the winning artist to produce the artwork for the site
- The art consultant will facilitate the involvement of the project architect, and project engineer with the winning artist
- After the installation, the artist will submit a completed Maintenance Manual

The jury members may offer recommendations to be considered when the winning artist goes through the design development stages. The art consultant will be involved in the process through to completion.

7. MENTORSHIP

Provision will be made for a mentorship program for one artist who has not yet created a permanent public art commission. With gender and minority equity in mind, possible candidates will be identified and selected with input from the Ryerson Art Committee, the public art consultant and the commissioned artist.

The mentored candidate may be offered the opportunity to work on any portion of the commissioned artist's process. The developer has agreed to a \$15,000 stipend for the mentored artist.

8. THE JURY

The jury will make all decisions by majority vote and will consist of five members, two developer representatives and three art experts.

For the developer:

- Dan Casey or Maria Athanasoulis, Cresford Developments, Developer
- Peter Clewes, architectsAlliance, Architect

Three outside experts:

- Barbara Astman, Artist, Professor at OCADU
- Paul Roth, Director/Curator, Ryerson Image Centre, Ryerson University
- Gaetane Verna, Director, Power Plant

9. PROJECTED BUDGET:

Based on the Section 37 agreement, the art budget for **YSL** is \$850,000 which will be allocated as follows:

- **80% for the Art** –artist fees, design development, materials, fabrication, transportation, installation, insurance, legal fees, permits, plaque, consulting engineering fees, contingency.
- **10% for Administrative costs** –research artists, liaison between developer, public art coordinator and artists, preparation and presentation of the Public Art Plan, artist & juror competition expenses and, project management fees.
- **10% for Maintenance** –the developer will undertake the maintenance, the funds for which will be put into the reserve fund of the future condominium corporation for the maintenance of the public art.
- **100% Total**

10. PRELIMINARY SCHEDULE

Presentation of Public Art Plan to the Public Art Commission	April 24, 2019
Community Council Meeting	June 25, 2019
Public Art Plan City Council Approval	July 16, 2019
Artist Brief Sent to short-listed artists	October 1, 2019
Proposal Materials due for technical review	May 1, 2020
Juried Competition	June 3, 2020
Artist Contract Signed	July-August, 2020
Design Development/Fabrication	2020–2023
Installation	2023-2024