TORONTO STAFF REPORT

October 27, 2005

To: Toronto and East York City Council

From: Robert Freedman, Director, Urban Design

Subject: 35 Balmuto Street Public Art Plan - Ward 27

Purpose:

The purpose of this report is to inform City Council of the 35 Balmuto Street Public Art Plan and to seek its approval as recommended by the Public Art Commission.

Financial Implications and Impact Statement:

All costs associated with the 35 Balmuto Street Public Art Plan are the responsibility of the owner of the development. There are no financial implications to the City as a result of this report.

Recommendations:

It is recommended that City Council approve the proposed 35 Balmuto Street Public Art Plan.

Background:

At its meeting of March 1, 2, 3, 2004 Council adopted Clause 17, Report 2 of the Toronto South Community Council and thereby agreed to support applications for official plan and zoning amendments made by the owner which had been appealed to the OMB. Council also agreed to use its power pursuant to Section 37 of the Planning Act. In Decision No.0735, the OMB authorised the amendments subject to the final documents and entering into a S.37 agreement. The OMB subsequently issues Order No.0811 approving the official plan and zoning amendments By-Law no. 465-2005 and 466-2005.

One of the Section 37 benefits was a percent for public art program. The owner met with City Planning staff to review the site opportunities and to consider the suggested commission method. The owner and public art consultant had a preliminary discussion with the Public Art Commission at its meeting on September 27, 2005. The owner returned to the Public Art

Commission at its meeting on October 26 and a recommendation was made to approve the 35 Balmuto Street Public Art Plan.

Comments:

The 35 Balmuto Street Public Art Plan provides an introduction; opportunities for art; site requirements; selection process; estimated budget; and preliminary schedule.

Appendix A is the 35 Balmuto Street Public Art Plan as prepared by the owner. The Public Art Commission supported the plan and recommended that City Council approve this project.

Conclusions:

The 35 Balmuto Street Public Art Plan for 333 Bloor Street East meets the City's objectives for the provision of public art in private development and is in accordance with City Planning's guidelines. At its meeting of October 26, 2005 the Public Art Commission approved the attached public art plan.

I am in full support of the 35 Balmuto Street Public Art Plan and look forward to the results of this program.

Contact:

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Robert Freedman
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List of Attachments:

Appendix A: Public Art Plan, 35 Balmuto Street

Appendix A

Public Art Plan, 35 Balmuto Street, Toronto, Ontario

Prepared for:	The Pemberton Group
By:	Catherine Williams, Public Art Consultant
Submitted to:	The City of Toronto Public Art Commission on October 26, 2005
Also in attendance:	Patrick Berne, The Pemberton Group and Roy Varacalli, Burka Varacalli Architects

1.0 Introduction

The Pemberton Group is developing a 48 storey, residential tower with approximately 300 suites on the site of the former Uptown theatre at 35 Balmuto Street. Its footprint is set tightly within the surrounding buildings at the busy and high profile area of Bloor and Bay Streets.

In keeping with the Section 37 agreement, the developer proposes to spend 1% of the hard construction costs on public art. One of the principals of The Pemberton Group has known artist Robin Collyer for a long time. Being new to public art, the client called the artist to ask for advice and to show him the design for the building. Their discussions evolved into looking at possible public art sites and the artist started enthusiastically to develop some concepts. What attracted the developer to Mr. Collyer was his professionalism, his thirty five year exhibition record in North America and Europe, the list of major museums which hold his work and his ability to adapt to different sites.

In his professional art practice and in his public art commissions, Robin Collyer integrates imagery into existing structures. At the Canadian Embassy in Berlin, the artist has applied a photographic image of a Northern Ontario woodland scene to the underside of a series of 14-metre long louvres. The effect is an autumn-coloured tree canopy within the central courtyard of the Embassy. This work subtly inserts a Canadian landscape scene into the urban architectural environment of contemporary Berlin.

For the Toronto Transit Commission, Sheppard subway line, Collyer created a multi part installation, including a bronze treatment of the existing banking machine imbedded in a wall at street level (Sheppard and Yonge).

Collyer's demonstrated ability to integrate art into existing architectural materials made him a logical choice as an artist who could focus on the particular challenges of 35 Balmuto Street. Accordingly, The Pemberton Group proposes to proceed with a direct commission from this internationally recognized artist.

2.0 Opportunities for Art

Designed with echoes of the 1930's Art Deco style, the building's first five floors are planned as a podium for apartments and for parking and are clad in black granite. The remaining floors will be precast treated to look like warm beige limestone.

There is no open public space available for discrete works of art. Given the limitations of the site, the primary opportunity for art is along the front and side elevations of the ground floor above and around the main front entrance. Opportunities also exist on the canopy over the front entrance, floor treatment in the public entrance area, treatment to other elements of the architecture such as windows and doors and special lighting of any of these treatments.

3.0 Site Requirements

The following requirements will be listed in the Terms of Reference for the artist:

able to be viewed from sidewalk level;
resistant to environmental conditions;
public safety; and
low maintenance.

4.0 Selection Process

The Pemberton Group is familiar with and confident in the work of Robin Collyer and intends to proceed with a direct commission from this artist. The Terms of Reference will stipulate that the artist develop a proposal with variations. The proposal and its variations will include schematics showing the design direction, images, preliminary materials, a statement about the concepts and preliminary budget projections. A Selection Committee of five will choose the winning design. They will be able to see how the artist arrived at his proposal and to weigh the merits of the variations he explored. The Selection Committee will include two representatives of the developer, Patrick Berne, The Pemberton Group and Roy Varacalli, project architect, Burke Varacalli Architects, and, pending confirmation, three representatives from the art community: Father Dan Donovan, Professor, St. Michael's College, University of Toronto, collector and local resident, David Moos, Curator of Contemporary Art, Art Gallery of Ontario and Judith Schwarz, artist and Professor, York University.

5.0 Estimated Budget

The estimated budget of $400,000.00 will be apportioned as follows:

Administration of competition, consultants' fees:	up to 10%	$ 40,000
Art, including artist's fee, materials, fabrication, Installation, consulting fees for engineering advice:	90%	$360,000
Total:	100%	$400,000

6.0 Preliminary Schedule

Brief Sent to Artist	December 2005
Artist's Presentations to Jury	April/May 2006
Winner and Runner-up Announced	April/May 2006
Contract/ Final Drawings	Sept/Oct. 2006
Fabrication	Oct 2006- Fall 2007
Installation	Winter 2007/8
Occupancy	March 2008