

300 Front Street West - Public Art Plan

Date:	May 4, 2010
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 20 Trinity-Spadina
Reference Number:	te10032

The purpose of this staff report is to seek City Council approval of the 300 Front Street West - Public Art Plan. The plan has been prepared by the owner in compliance with the development approval provisions. The plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art in the publicly accessible, privately-owned area of the development site.

The 300 Front Street West - Public Art Plan provides a framework for a public art commission in the proposed location at the northwest corner of Front and John Street. The attached plan meets the objectives of the City Planning Percent for the Public Art Program and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the 300 Front Street West - Public Art Plan, attached to the report dated May 4, 2010, from the Director, Urban Design.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting of May 26 and 27, 2008, Council approved the rezoning application for redevelopment of the site at 300 Front Street West for a mixed use building. City Council on January 26 and 27, 2010, adopted the supplementary report amending the zoning bylaw. In the subsequent Section 37 Agreement, dated January 26, 2010, a public art

commitment was secured. As outlined in the public art provisions, the owner has options to commission public art on or off site.

The applicant has chosen the option to commission on-site public art. The owner is required to produce a public art plan for review by City Planning staff and its advisory panel, the Toronto Public Art Commission. Initial meetings were held with the owner team and urban design staff to discuss public art site potentials. On April 27th, 2010, the owner representatives made a presentation to the Toronto Public Art Commission at which time a recommendation was made for the approval of the 300 Front Street West - Public Art Plan.

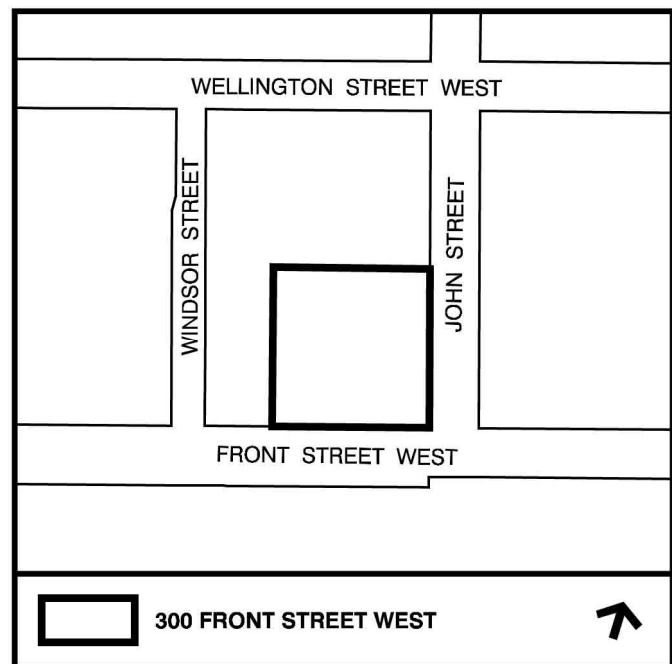
ISSUE BACKGROUND

The owner and City Planning staff met to discuss the public art process and to identify the public art site potentials. The attached public art plan outlines the artist selection process. As identified in the attached plan there will be a jury comprised of a majority of art experts, two owner representatives and a ward representative. The public art plan also identifies three artists who have been invited to compete on this project.

The art budget identified in the public art plan is based on a preliminary estimate that will be confirmed in a process as outlined in the Section 37 Agreement.

COMMENTS

The 300 Front Street West - Public Art Plan provides an introduction to the project, the team and introduces the background to the public art provisions. The public art objectives are addressed for this on-site program, with a focus on the private property at the northwest corner of John and Front Street. This area is identified in the plan as the park that is also the art site. The selected artist will use the current design of the park as a base and the artist will collaborate with the landscape architect to fully integrate the art with the park.



The 300 Front Street West - Public Art Plan meets the City's objectives for the provision of public art in private development, is in accordance with the City Planning Percent for the Public Art Program, and is supported by the Toronto Public Art Commission. Upon City Council approval the owner will commence the artist competition as scheduled in the attached plan.

We look forward to the results of the public art competition.

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SIGNATURE

Robert Freedman
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ATTACHMENTS

Attachment 1: 300 Front Street West - Public Art Plan