HERONS HILL PUBLIC ART PLAN
2025 Sheppard Avenue East

Jeanne Parkin
April 29, 2011
HERON’S HILL PUBLIC ART PLAN

INTRODUCTION

Heron’s Hill derives its name from that of a farmstead owned by a Scottish immigrant farmer who came to Canada in the mid 19th century, choosing this land, it is said, because of its prominent hill. Today, Heron’s Hill is a huge high-rise condominium and mixed use development on a 2.6 hectare site at 2025 Sheppard Ave. East.

**The Owner/Developer:** Monarch Heron’s Hill Limited

**Public Art Name:** Heron’s Hill Public Art

**Project Team:** Alyssa Trivelli, Monarch Corporation  
Enzo Corazza, Graziani & Corazza Architects  
Jeanne Parkin, Art Consultant  
Christina Abe, MBTW Landscape Architects  
Gin Hum, Monarch Corporation

PROPOSAL

To commission a Public Artwork under the Section 37 Agreement between Monarch Corporation and the City of Toronto dated November 7, 2007, in which the public art constitutes one component in a package of other community benefits; the agreed cost of the public art being $500,000.

**Vision**

It is Monarch’s intent to make a significant contribution to the City of Toronto by commissioning a major work of public art of the highest quality, recognizing that the primary objective of the city’s public art policy is to enhance and assist in humanizing both new development and the city itself.

As an example of “independent” sculpture, the artwork they envision would have a very strong presence and focus of attention in the landscape; a highly visible attraction capable of becoming a destination point for neighbourhood residents and visitors alike. (1) It would be a strong marker in the environment, a “place-maker”, and an important signifier for the development. (2) It would be accessible to the general public on an aesthetic, conceptual, and physical level at all times and (3) communicate directly with the general public in a meaningful way, mindful of the fact that the social equation is as important as the aesthetic one in public art today, thereby contributing a welcome humanizing element in the anonymous world of high-rise buildings. (4) In accordance with urban design objectives it would have an interesting and harmonious relationship to the buildings, the surrounding space, and the street.
HERON’S HILL DEVELOPMENT

Location

The development is situated in a very prominent location at the periphery of the office/business park, just east of the Don Valley Parkway/Highway404. It is bounded on the north by Sheppard Avenue East; on the west by Yorkland Road; and on the south and east by Heron’s Hill Way. On the north side of Sheppard Avenue are three 22-storey residential buildings. Built-up areas to the south and west consist of low to mid-rise office and industrial buildings. The TTC and shopping facilities are at close proximity: just west of the DVP along Sheppard Ave. are the Don Mills subway station and Fairview Mall Shopping Centre.

Description:

The lands were zoned for commercial use but were rezoned to accommodate the mixed residential/commercial project at hand. Due to the original zoning and the zoning of the surrounding lands, Monarch is required to provide an amount of office space in the development in accordance with the master site plan agreement.

Heron’s Hill is a Three Phase project. Phase One has been completed; Phase Two, under construction will be completed in 2013, and Phase Three, is about to begin construction.

Situated on a 2.6 hectare site, Heron’s Hill is a community comprising three individual condominium locations:

1) Legacy, Building C (already completed), at the south/east end of the property comprises a 26-storey, slender glass and steel condominium tower and Podium C, a 5-storey mid-rise residential building located on Sheppard Avenue that houses retail shops at street level. Next to the condominium tower on the south side of the property is a large 3-storey Recreation Building.

2) Ultra, Building A on the west end comprises a 38-storey tower with an adjoining 4-storey Podium on Sheppard Avenue. A long balcony extends along the south elevation of the tower overlooking a landscaped area below.

Yorkland, Building B, a 31-storey tower, is not yet under construction. There will be a 4-storey Podium adjoining the building on the north side.

Centred within the whole development is a large landscaped park that is traversed by a series of walkways, judiciously planted with trees, shrubs and equipped with outdoor furniture. It gains access through an entrance on Sheppard Avenue by a flight of stairs. A long walkway leads from the sidewalk on the Yorkland Road side directly into the park. While it has public access from both Yorkland Road and Sheppard Avenue, the park exists more for the benefit of the residents than for the general public.
PROPOSED PUBLIC ART SITE

Location:

After lengthy deliberation over the best possible location for Public Art, several options were eliminated. The park would lend itself to any number of solutions, however, even though it is open to the public it is intended principally for the benefit of the condominium residents. A second possible location existed at the entrance to the park from Sheppard Avenue, in the foyer at the top of the steps leading into the park, however it lacked sufficient visibility from the heavily trafficked street. A site was finally chosen on the west side of the complex facing Yorklands Road, just south of Building A, Ultra, and north of Building B, Yorkland. Just south of Ultra, a long, treed walkway bisects the whole area, extending from the Yorklands Road sidewalk into the park.

Site Description:

Strategically located at the western entrance to the park, the artwork would achieve maximum visibility from all directions. It would be seen prominently from the heavily trafficked Yorkland Road, and would be highly visible to pedestrians on the sidewalk as well as from the main walkway leading into the park.

The ground in this proposed area is very uneven. The selected site is located on a high rise of land, 1.35 meters from grade of the sidewalk. At the top there will be a leveled, paved space which is 25.5 sq. meters in area. This is where the artwork will be installed. It can be reached by a staircase on the south side, and is flush with the walkway on the north side. Distance in from the sidewalk is 9 meters. Distance to Building A to the north is 13 meters.

The choice of material used for the paved area that is best suited to both the artwork and landscape objectives will be a mutual decision between the artist and the landscape architects. The area is shored up by two low concrete retaining walls. A low glass and steel safety fence runs along one or possibly two sides. Underneath is a Parking Garage. The foundation of the artwork would either be fastened to the Garage roof slab or by a separate foundation structure, depending on its weight, size, and height. If lighting is required, either as a component in the design, or to illuminate the artwork, then electrical services will be provided to the site.

High winds from the north and west are a factor to be taken into account by the artist who may see this as an opportunity, or a constraint. The landscape design proposes strategically placed planting of conifers along the sidewalk and to the south that will act as a wind mitigator. In order to not reduce visibility of the artwork, some adjustments to these locations may be necessary.

Due to the tendency for strong winds around the art site location, an important consideration is the possibility of an integrated solution, where the artist's work is sited within the landscape and is of substantial mass that it will mitigate the wind. This is a key element that the artist should consider at the outset of their creative process. If the art itself mitigates the wind and is appropriately set within the landscape, then
the cluster of adjacent conifers and handrail that surrounds the art site can be eliminated, avoiding their potential hindrance to the art itself. However, if a “stand alone” sculpture is proposed, the railing as well as the trees to the west would need to be maintained, both of which may detract and obstruct clear views of the art. We will inform all 5 chosen artists of this situation and allow them to develop a creative solution.

The entire budget is allocated towards one stand-alone sculpture rather than broken up amongst multiple locations, or towards decorative or architectural elements integrated into the buildings. The work itself may consist of one single or group of massed elements.

No part of the art budget would be used to include landscape changes other than any landscape elements that may be a part of the proposed artwork itself. In terms of budget, the owner is carrying a reserve for site preparation.

The challenge for the artists will be one of scale – the question of height and overall dimensions in relation to the buildings and open space – how the artwork would stand up to the backdrop of tall buildings without being overpowered by the 40 storey “Ultra” on the north and the 31 storey “Yorkland” to the south.

**ARTISTS SELECTION PROCESS**

This is a One Stage, Limited Invitational Competition. The list of invited artists is limited to Canadian artists.

**Project Budget:**

Total budget for Heron's Hill Public Art $500,000.

Budget breakdown

<table>
<thead>
<tr>
<th>Artwork</th>
<th>Maintenance</th>
<th>Administration (Consultant &amp; Competition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Cost of artwork $400,000 *
Maintenance $50,000
Consultant’s fee $38,000 **
Competition costs $12,000 ***

* Includes: artist’s fee, fabrication costs, transportation, installation, insurance, travel, taxes, and 10% contingency. Site preparation will be paid by the Owner.

**Includes: project administration and management, coordinating with Owner at all levels in the preparation and presentation of the Public Art Plan; research artists; administer Competition; liaise with artists; assist with post-installation plans.

***Includes: $2,500 proposal fee to each finalist (minus winner’s fee); $300 per diem to each member of the Jury; plus contingency.
**Rules of the Competition**

From the long list of artists being considered, five will be chosen by the project team to compete in the competition.

**Criteria:**

The artists are encouraged to produce submissions that are imaginative and creative, given that the quality of the art and its relationship to the environment are of primary importance. This objective is best met by the following criteria:

- **Scale:** A harmonious relationship to the buildings and space is necessary. Must maintain high visibility in the surrounding area, therefore height and mass are vitally important considerations.
- **Materials:** Must be permanent outdoor materials with low maintenance factor.
- **Safety:** Design and materials must not present a danger to public safety.
- **Integration:** As a team we will create a set of concrete criteria (in addition to the criteria above) for which we will use to narrow the artist pool down from 10 to 5. The project team will be meeting next week to agree on this so we can move forward with the five artists we feel are more suited to meet said criteria. Those five will then be asked to submit proposals and the winning artist will be chosen by the jury listed below.

**Budget Requirements of Finalists:**

All submissions will require a breakdown of costs associated with their proposals. It is to the benefit of the participants to take into account the following costs: artist’s and assistants fees; taxes; insurance; materials, production/fabrication costs; extra on-site labour costs; shipment to site; engineering consulting fees if needed; warehousing; installation; travel; legal fees; clean-up; contingency (10% of fabrication costs).

**Presentation Requirements:**

The artists are required to present their proposals in the form of a maquette for which they will be paid a fee (to be deducted from the winning proposal). There is no restriction on the size of the maquettes. The artists, or their representatives, are expected to make their presentations in person in order to ensure equal consideration.

**Jury:**

Alyssa Trivelli – Monarch Corporation  
Wilfred McOstrich – Artist & Resident  
Enzo Corazza – Project architect  
Micah Lexier – Artist  
Melanie O’Brian – Curator, The Power Plant

The jury will select a winning submission that will be determined by a simple majority vote. The Owner reserves the right not to award a commission, in which case, to fulfill its obligation, the Owner may choose to run another competition.
### Artists to be considered

<table>
<thead>
<tr>
<th>James Carl</th>
<th>B G L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Fones</td>
<td>Giroux &amp; Young</td>
</tr>
<tr>
<td>Jean McEwen</td>
<td>Dean Drever</td>
</tr>
<tr>
<td>Kim Adams</td>
<td>Jed Lind</td>
</tr>
<tr>
<td>Myfanwy MacLeod</td>
<td>Ed Pien</td>
</tr>
</tbody>
</table>
Plans & Diagrams