



**GRAMERCY PARK DEVELOPMENT**

**525 WILSON AVENUE**

**PUBLIC ART PLAN**

**Prepared for**

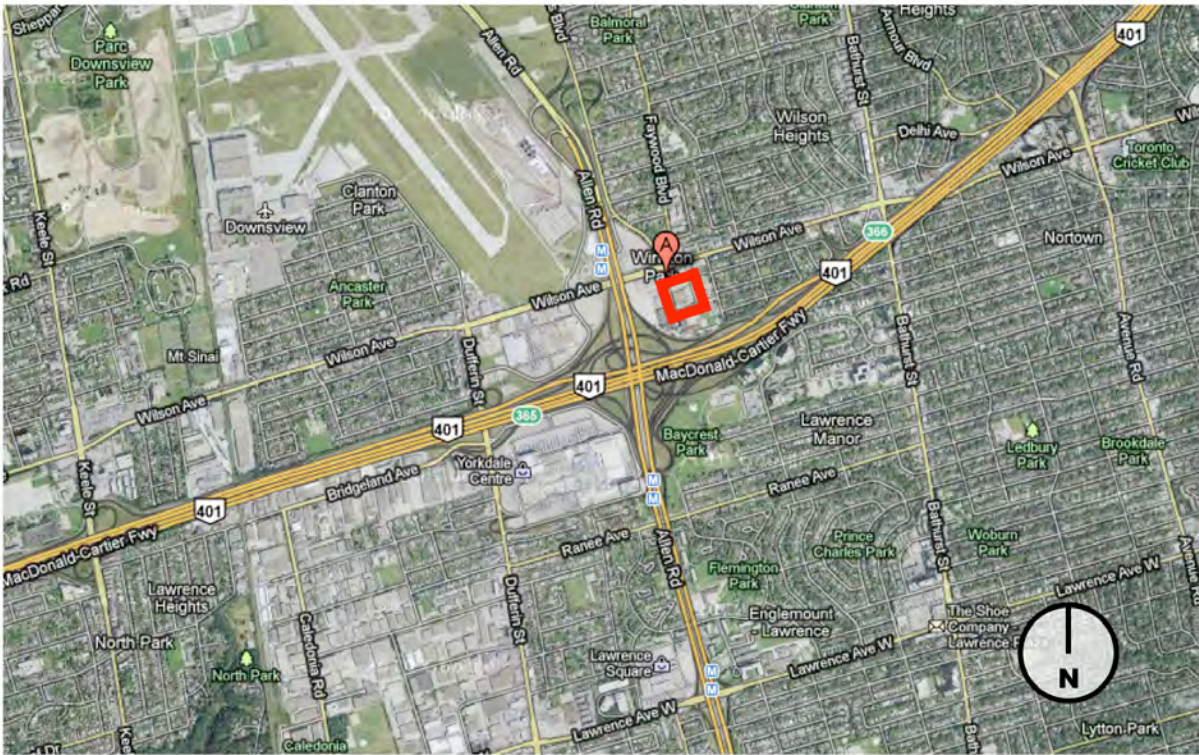
**TIPPETT DEVELOPMENTS INC.**

**by**

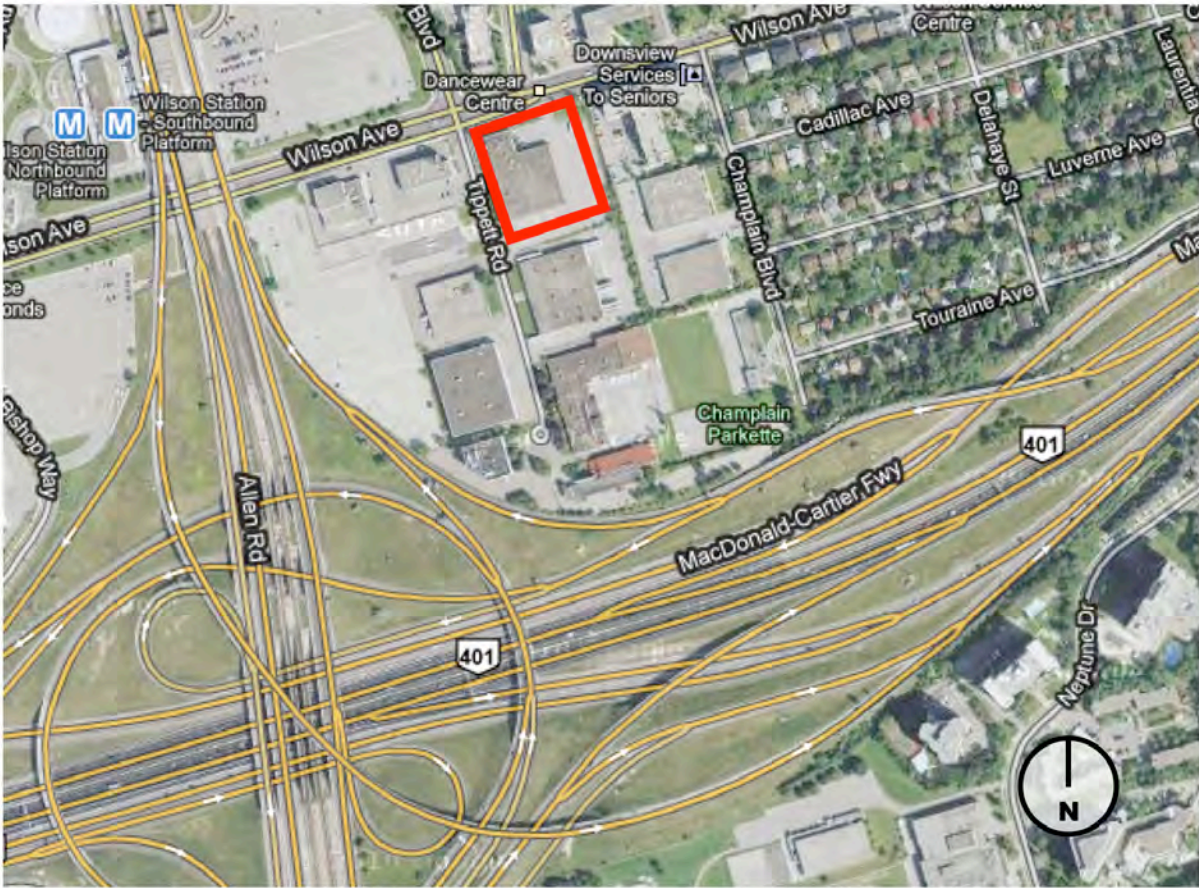
**BRAD GOLDEN + Co**

**PUBLIC ART CONSULTING**

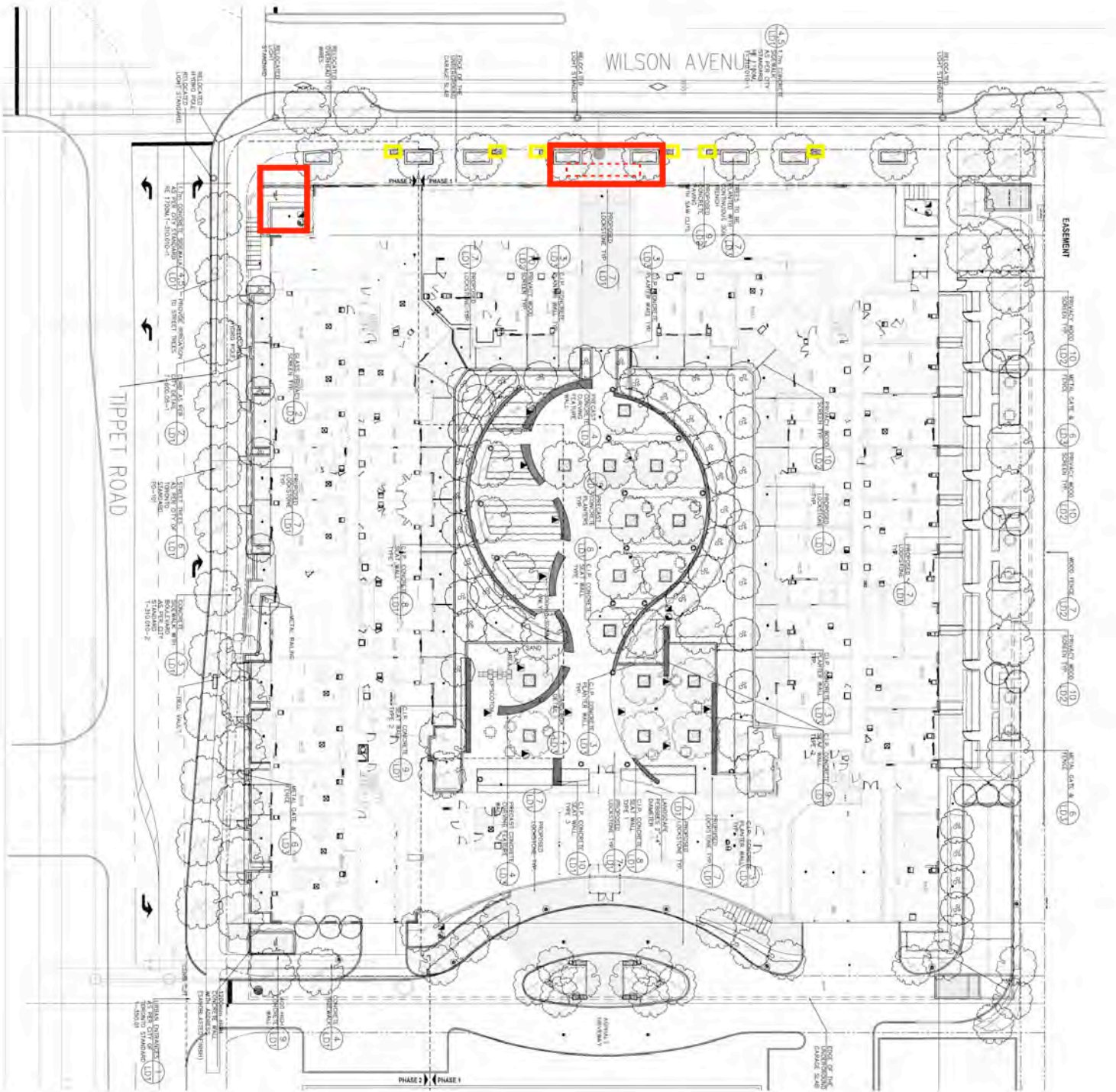
**29 APRIL 2011**



**Figure 1 - Location Plan**



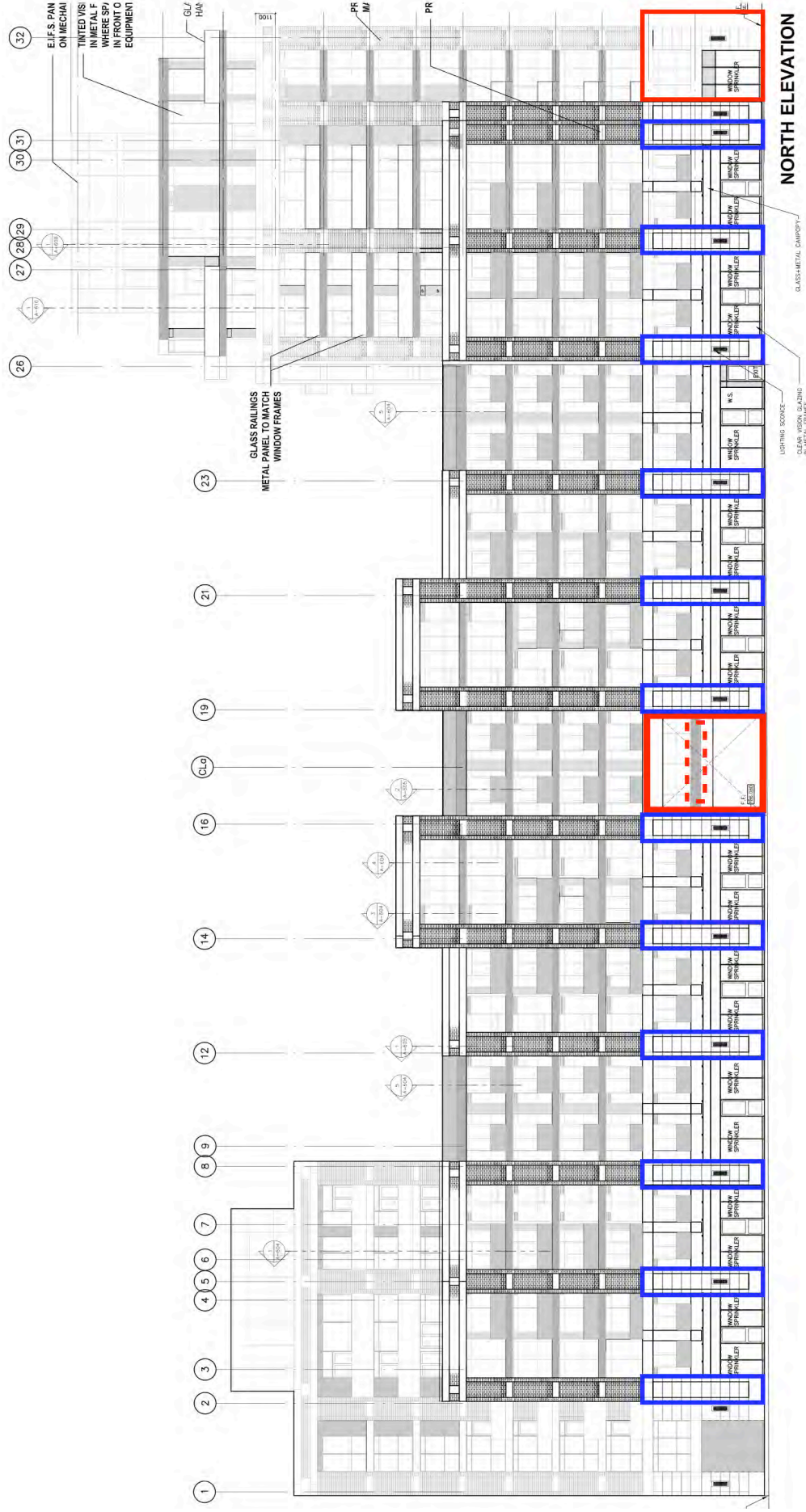
**Figure 2 - Context Plan**



**Figure 3 - Plan Showing Art Sites**

- Primary Art Site
- - - Canopy Over
- Possible Art Site (bench)





- Primary Art Site
- - - Canopy
- Secondary Art Site

**Figure 4 - North Elevation Showing Art Sites**

## **1.0 DEVELOPMENT OVERVIEW**

The Gramercy Park Condominium is located on the south side of Wilson Avenue on the southeast corner of Tippet Road and Wilson Avenue. Allen Road is close to the west of the project, Bathurst Street lies a little farther to the east. *Please see Figures 1 and 2 for site location and context.* There are 512 residential units within the development as well as retail units at grade level. The residential units surround an elegant, landscaped private courtyard which provides exterior space amenity to the residents. While the main entrance to the condominium is located on the south side of the development, the building presents a continuous urban streetscape along Wilson Avenue, punctuated by a two storey breezeway which provides gated access into the courtyard. At its northeast and northwest corners, the building recedes from the street providing modulation to the building face as well as an opportunity for the placement of public art. *Please see Figure 3 for further details on the relationship of the building to the street.*

As the first new residential development to be built along this section of Wilson Avenue, Gramercy Park will set an excellent example for the densification of city streets and will provide multiple streetscape improvements. The public art plan for the development has been designed to provide multiple opportunities for public art vision to interact directly with the streetscape.

## **2.0 PUBLIC ART SITES AND OPPORTUNITIES**

Please see attached drawings, Figures 1 to 4 inclusive.

### **2.1 Overview**

Through discussions with City planning staff, the developer, landscape architect, architect and public art consultant have worked to develop a public art plan that supports the development of a layered and enhanced streetscape along the most publically accessible component of the development, Wilson Avenue. The chosen art sites recognize that the presence of retail occupancy at grade along Wilson Avenue, including possible outdoor uses such as cafes, will further enhance pedestrian use of the sidewalk and access to the public art on the site.

One primary, two secondary and one additional possible art sites have been identified. The allocation of the budget for the sites will be left to the discretion of the artist. *Please see Figures 3 and 4 for an overview of potential art sites.*

### **2.2. Primary Site One: Wilson Avenue**

The Wilson Avenue streetscape, in particular, the area in front of the breezeway, is the primary art site. This zone is defined by the building face to the south and by the property line to the north and as far east and west as indicated by the current east and west extent of the currently proposed planter elements located adjacent to the breezeway. The artist may choose to replace either or both of the two planters located directly north of the breezeway. The steel canopy covering the breezeway may be used to support or to suspend artwork element(s). If the artist desires, details of the canopy may be revised to suit the proposed artwork. Structural capacity of the canopy will be provided to artists in the competition brief so that possible loading is known. *Please see Figures 3 and 4 for the location of the Breezeway Zone.*

As vehicular access is required through the breezeway for maintenance purposes, a clear zone will be defined where artwork will not be placed. This required access is not for regular public or private vehicular use but rather for maintenance purposes.

### **2.3 Primary Site Two: Northwest Corner**

The corner of Wilson Avenue and Tippet Road (northwest corner of the building) recedes from the street (and property line) creating an excellent opportunity for artwork placement. As the corner will be visible to vehicular and pedestrian traffic accessing the entrance to the condominium, this is a prime location for public access and visibility. *Please see Figure 3 for the location of the Secondary Site.*

### **2.4 Secondary Site: Columns**

Twelve pre-cast columns run along the Wilson Avenue (north) elevation of the building. Attached to each of these columns are lights. The artist may choose to engage any number of these columns and or lighting elements. *Please see Figures 3 and 4 for the location of the column elements.*

### **2.5. Possible Site: Benches**

Six benches are included as part of the streetscape design along Wilson Avenue. The artist may choose to modify or replace any number of these benches. *Please see Figure 3 for the location of the Benches.*

### **2.6 Base Cost**

A base cost element, approved by the City, will be applied to planters, column mounted lights and streetscape benches. The base cost for the listed elements will be developed by the applicant. Prior to the issuance of the art competition brief, a cost allowance will be provided by the project architect or landscape architect, depending on the element, to ascertain the base cost of these elements. The base costs will be included in the art competition brief.

## **3.0 SELECTION PROCESS**

We propose an invitational competition as set out below:

The art consultant and the Developer have reviewed portfolios of several artists whose work was chosen on the basis of artistic excellence and of the relevance of the work to their sites and have short-listed the following 5 artists for development of specific proposals for the project:

Linda Covit, Montreal, PQ  
Stephen Cruise, Toronto, ON  
Jean-Pierre Morin, Quebec, PQ  
Alexander Moyle, Toronto, ON  
Carl Tacon, Orton, ON

The short-listed artists will be paid an honourarium, as well as reimbursed for travel expenses, to develop specific proposals in response to terms of reference prepared by the art consultant. Short-listed artists will be invited to present their proposal to the project jury. The jury will then select an artist for this project who will subsequently enter into an agreement with the Developer to create the artwork.

#### **4.0 BUDGET**

<b>Item</b>	<b>Budget</b>
Total Project Budget	\$300,000
Artwork Construction Budget	80% of Total Budget*
Artwork Construction Contingency	+/- 5% of Artwork Construction Budget
Administration Allowance	10% of Total Budget*
Maintenance Fund	+/- 6% of Artwork Construction Budget
Publicity	+/- 1% of Total Project Budget

\* As per item 2.6 of this plan, the artwork construction budget and related administration allowance may be increased by an amount equal to the base cost of the planters and benches proposed to be installed along Wilson Avenue and/or the lights proposed to be installed on the North face of the building, if the artist chooses to replace any or all of these elements as part of their proposal.

The Administrative Allowance in the budget includes honouraria for the five short-listed artists, artist travel costs, juror's honouraria and art consultant fees.

#### **5.0 JURY COMPOSITION**

The five person jury will be composed of:  
Mona Filip, curator, Koffler Gallery (located within the Ward)  
Ginette Legare, artist and educator  
Shaun Moore, co-owner, MADE Design Gallery  
Rony Hirsch, Malibu Investments Inc.  
Terry Lustig, Malibu Investments Inc.

Juror Alternates:  
Jeannie Thib, artist  
Julie Nicholson, co-owner MADE Design Gallery

#### **6.0 TIMELINE**

The following proposed timeline is dependent upon approval of the public art plan by the Toronto Public Art Commission and appropriate City staff.

RFP Issued	June 2011
Artist Interviews	September 2011
Artwork Fabrication	Fall 2011 to Summer 2012
Artwork Installation	Summer 2012

## **7.0 PROJECT TEAM**

Developer: Tippetts Developments Inc.

Project Landscape Architect: NAK Design Group

Project Architect: Page + Steele / IBI Group Architects

Public Art Consultant: BRAD GOLDEN + Co

## **8.0 ROLE OF THE ART CONSULTANT**

The art consultant will be an independent agent who will facilitate the public art programme and will act as an advocate for the artists with the intent of achieving the successful integration of art within the development project.