TORONTO

STAFF REPORT
ACTION REQUIRED

295 Adelaide Street West - Public Art Plan

Date:	March 3, 2011
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 20 Trinity-Spadina
Reference Number:	te11013

SUMMARY

The purpose of this staff report is to seek City Council approval of the 295 Adelaide 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 development is located on the north corner of John Street and Adelaide Street, within the area described as the Entertainment District. A new public square will be built out as part of the development and will be the site for the Public Art Program.

The 295 Adelaide Street West - Public Art Plan provides a framework for a public art commission and includes: an introduction to the development and its immediate surrounding landmarks; the public art location and the site key plan; the selection method, a documentation strategy; an estimated budget and projected schedule. The attached plan meets the objectives of City Planning's Percent for Public Art Guidelines and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the 295 Adelaide Street West - Public Art Plan that is attached to this report dated March 3, 2011, from the Director, Urban Design.

FINANCIAL IMPACT

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

DECISION HISTORY

City Council on February 22 and 23, 2010 approved a rezoning application By-law No. 517-2010, enacted by City Council May 12, 2010. Included was a public art provision for not less than one percent of the gross construction costs for the provision and maintenance of works of public art.

The owner has opted to commission public art in the publicly-accessible portion of the site. 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 between the owner and City Planning Staff who met to discuss the public art process and to identify the site potentials. On January 19, 2011, the owner representatives made a preliminary presentation to the Toronto Public Art Commission, for initial comments and feedback. The owner returned to the February 22, 2011 meeting at which time Toronto Public Art Commission recommended approval of the 295 Adelaide Street West - Public Art Plan, subject to a resubmission addressing the documentation strategy. The attached plan was revised by the owner in accordance with that recommendation.



ISSUE BACKGROUND

The attached 245 Adelaide Street- Public Art Plan outlines the proposed location for the public art. The south perimeter of the square will house the re-located Richard Grey House. This site provides an opportunity for the public art to engage the public and the residents to interpret the heritage and history of the site in combination of the evolving character of the neighbourhood.

The art selection method includes a range of artists for consideration by a local jury that includes ward representatives. The owner has introduced a framework for a documentation strategy and has agreed to work with City Staff to insure that documentary of the art is readily accessible to the public at large.

COMMENTS

The 295 Adelaide Street West - Public Art Plan meets the City's objectives for the provision of public art in private development for this on-site program and 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's approval, the owner will commence work with the artist as scheduled in the attached plan.

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

CONTACT

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SIGNATURE

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Robert Freedman
Director, Urban Design
City Planning Division

ATTACHMENTS

Attachment 1: 295 Adelaide Street West - Public Art Plan

Attachment 1

295 Adelaide Street West - Public Art Plan

Prepared for:	Pinnacle International (Adelaide St.) Ltd.
By:	Public Art Management Karen Mills, Justin Ridgeway, Ben Mills
Date:	For Final TPAC presentation on Feb. 22, 2011



1. INTRODUCTION

The Pinnacle on Adelaide development project is situated at 295 Adelaide Street West in the heart of the Entertainment District. This vibrant neighbourhood is home to the Bell Lightbox, immediately south of our site, Metro Hall, the Princess of Wales Theatre, the Royal Alexandra Theatre, and The Scotiabank Theatre. These cultural venues give rise to a vibrant nightlife, and with the recent increase in new residents, provide a basis for an exciting balanced community. In addition to this current evolution the neighbor has a rich and important history.

The neighborhood, formerly known as “New Toronto” or “New Town” once housed both buildings for Upper Canada College, as well as working class Georgian style row housing. The historic Richard Grey House typifies this architectural style of row house and is currently situated on our site. This historic row house will be relocated to the south end of the site adjacent to a new public square and our new mixed use project.

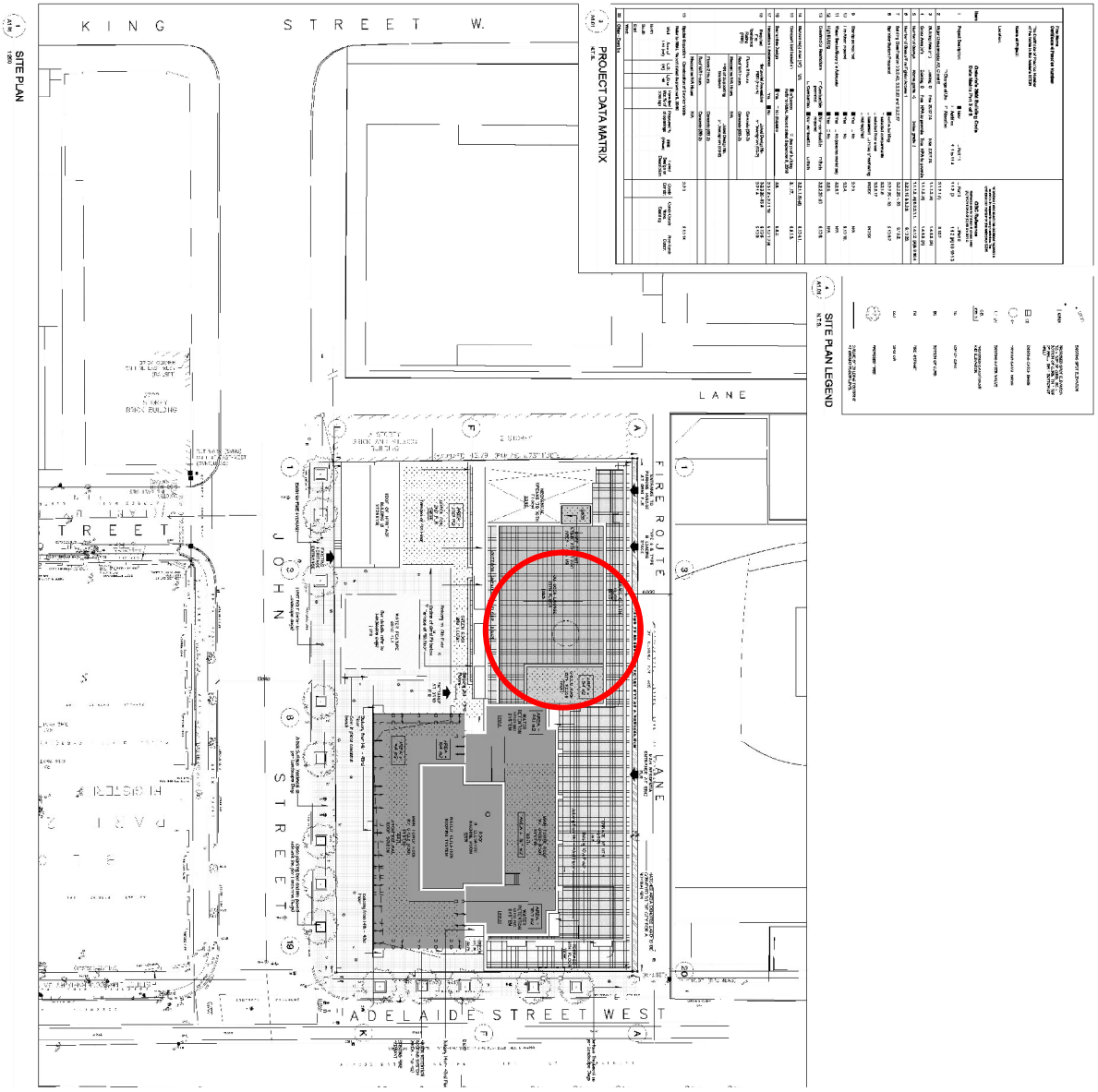
This public art program is of special significance for this community because of its visual profile in the heart of this burgeoning neighbourhood, combined with the ever-increasing pedestrian traffic. To further enhance the public art program and its accessibility to the public, the developer is proposing to place public art on the project’s public square. While fronting John Street, the square and the public art program will also be highly visible from Adelaide Street.

The Pinnacle on Adelaide Public Art Plan was prepared in response to the City of Toronto Section 37 Agreement, Article 5 dated 11, May, 2010. The Owner has selected Option 2 noted under Article 5.4.1(2) which states:

“The Owner may commission Art works and collaborative Art works to the value of the Art Contribution and such works shall be located upon the Site…”

Further, the Owner is submitting this Public Art Plan prior to the issuance of their first Above Grade Building Permit to enable the Art plan to move in concert with their overall development and construction program, in a timely manner.

The project team comprises the developer (also referred to as the Owner) Pinnacle International (Adelaide St.) Ltd., the project architect David Pontarini of Hariri Pontarini Architects, Janet Rosenberg of JRA Landscape Architects and the firm Public Art Management (Karen Mills, Justin Ridgeway and Ben Mills) as the public art managers.



The Site

Location of 295 Adelaide Street West- Pinnacle on Adelaide Development

2. PUBLIC ART LOCATION: Public Square

The proposed location for the public art will be the public square of the development situated on the east side of the project fronting on John Street. The south perimeter of the square houses historic Richard Grey House. This privately-owned square will be public and is fully-accessible to the public and has been designed to accommodate a variety of public uses and special events, including the possibility of special events during the Toronto International Film Festival.



The location was selected:

- *To provide a unique opportunity for the artist to engage the public and the residents of the development through an exploration and interpretation of the heritage and history of the site in combination with the evolving character of this neighborhood.*

- *Respect the historic building (Richard Grey House) which will be moved from its current location to a new location adjacent to the public square (south).*

- *Engage the public realm by increasing awareness of Public Art and building the cultural knowledge and interest of the public.*

- *Respect the evolving plans for John Street through the creation of public art that reinforces the character of the area while accommodating future programming requirements of the public realm.*

A unique opportunity to improve public urban conditions, to complement, integrate, celebrate and enhance the architecture and landscape of the site while acknowledging and respecting the rich history and heritage of the site have all been considered in the determination of the Public Art Plan.

The public square will provide the opportunity for a series of thematic interventions. This would be sensitively integrated into the landscape, in collaboration with the landscape architect.

3. SELECTION METHOD

An Invitation competition is proposed for this project.

The Jury will comprise 3 voting members.

At least one member of the Jury shall be an art expert resident of the ward.
One representative shall be an artist.

The Owner shall have one representative on the Jury.

The two outside art expert members will be drawn from the following pool of candidates:

James Lahey, artist
Adrian Gollner, artist
Ian Brown, art collector, works in the ward
Johanna Schneller, art collector, film critic, works in the ward
Michael Macaulay, art expert, works in the ward

In accordance with City of Toronto guidelines, the developer has the right to veto the Jury recommendation and re-run the competition.

Based on an extensive review of artist credentials, the following artists will be invited to respond to a request for expression of interest and following owner review, to invite not fewer than 3 artists to submit concepts for jury review or to participate in juried interviews.

Marlene Hilton Moore
Carl Tacon
John Greer
Margot Sawyer
Axel Lieber
Tom Otterness
Allan Harding Mackay
Jill Anholt
Barbara Astman
Ned Kahn
Joanne Tod

The Owner will identify Finalists advancing in the competition based on the EOI responses.

4. DOCUMENTATION

Introducing a means where the public can learn more about public art is important, particularly in an area with such high profile as the Pinnacle on Adelaide. A documentary concerning the artwork (interview with artist, development team, public art personnel etc.) is proposed to provide a means of education and outreach to the community and visitors. As part of the budget for documentation, funds may be allocated to develop a dissemination strategy for the documentation. This may include content that can be provided to PDA / smartphones (such as an iPhone/Blackberry application) and the use of social media (Facebook, Twitter, blogs, Public Art Management and Pinnacle's websites). Links to the film may be incorporated into the city's own website concerning the Percent for Art for Private Development Program.

Subsequent to the Feb 22 presentation to TPAC and city staff, this plan commits to further develop a dissemination plan in collaboration with City staff to insure that the product is accessible to the public at large and to the new condominium owners.

5. BUDGET

Estimated 1% for Public Art Requirement $550,000

10% Administration Allowance

As per the Section 37 Agreement, a 10% Administration Allowance has been allocated to bring to completion the phase consisting of artist selection. This process includes: artist research, preparation of competition materials (Invitation for Expression of Interest, Stage 2 Finalist Brief, jury briefing and contract), competition coordination and preparation of draft artist agreement.

15% Allowance for Consultant, Professional and Services

Landscape Architect (coordination with base landscape)
Architect (coordination with base building)
Structural and Electrical consultants
Site preparation and contractor mark ups
Legal fees
Post competition services PAM if necessary

3% Project Documentation and Documentary Allowance

A short video of High Definition quality may document the project with distribution to the residents of the project, dissemination through various sources on the internet including the websites of the developer, the public art managers and the artist. The film may be shown on site in conjunction with activities related to the film festival. Links to the video may be incorporated into the city's website containing the documentation for Percent for Art projects in the Private Developer program.

Funds allocated may also be implemented in the media strategy for the opening of the development project to create awareness of Public Art in Toronto, specifically at the 295 Adelaide West location.

5% Maintenance Endowment Allowance
May be adjusted depending on the final artwork program. A reserve of up to 10% of fabrication cost is set aside to ensure the condo corporation has the funds to maintain the artwork; initially, though 5% is suggested as sufficient. The maintenance endowment must be used exclusively for art maintenance. This financial responsibility will be reflected in the condominium registration documents.

67% Artwork Allowance
For design, supply, fabrication, delivery and installation of the public art. (Site preparation to receive the artwork will be undertaken by the Developer)

6. TENTATIVE SCHEDULE

TPAC Presentation:	By February 22, 2011
City Council Approval:	
Competition Commences:	After approvals are in place
Detailed Design Complete:	
Integration into Progress Drawings:	
Completion:	Based on Market Conditions

Architect Statement

"The Pinnacle on Adelaide architectural inspiration derives from its place on Toronto's new Cultural Corridor, John Street. The exterior architecture, designed by David Pontarini, is skillfully massed to both integrate to the older existing architectural scale while introducing a taller element to the site in keeping with the newer taller buildings more recently introduced.

On an urban planning basis, The Pinnacle on Adelaide steps away from the curb and reveals a beautiful public urban square where impromptu gatherings or programmed cultural events can take place, adding to the richness of this cultural corridor with its many existing cultural institutions. In addition, our project relocates, restores and incorporates a historic heritage building with a mixed use development that includes ground floor retail, restaurants, and two floors of amenity space within the 42-storey residential tower."

- David Pontarini