

56 Blue Jays Way - Public Art Plan

Date:	September 14, 2011
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 20 Trinity-Spadina
Reference Number:	te11039

SUMMARY

The purpose of this staff report is to seek City Council approval of the 56 Blue Jays Way - 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 a mixed-use building hotel and condominium. The site is on the west side of Blue Jays Way where Mercer Street terminates. The closest major streets are King Street to the north and Wellington Street West to the south.

The 56 Blue Jays Way - Public Art Plan provides a framework for a public art commission and includes: an introduction to the development and its immediate area; the public art location and the site key plan; the selection method, 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 56 Blue Jays Way - Public Art Plan that is attached to this report dated September 14, 2011, from the Director, Urban Design.

FINANCIAL IMPACT

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

DECISION HISTORY

The Toronto and East York Community Council on October 13, 2009 adopted with amendments the rezoning application. City Council on October 26, 2009 approved the zoning application. Included in the report the City is given authority through the Section 37 Agreement to secure a public art contribution in accordance with the Percent for Public Art Program for a value not less than one percent of the gross construction cost.

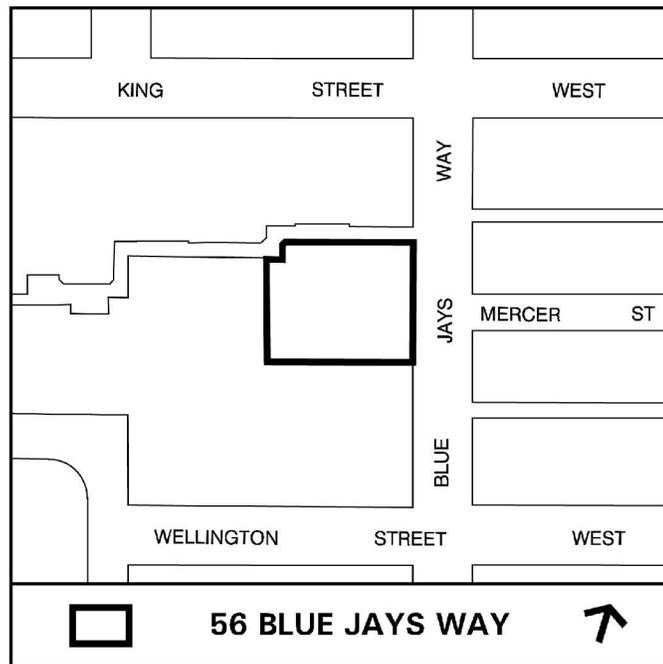
The site incorporates a heritage façade that will be central to the development. As stated in the attached Public Art Plan, the art site is not the façade, but will respond to the fenestration of the façade and provide definition for the hotel entry.

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 September 7th, 2011, the owner representatives made a presentation to the Toronto Public Art Commission at which time the Commission recommended approval of 56 Blue Jays Way - Public Art Plan.

ISSUE BACKGROUND

The attached 56 Blue Jays Way – Public Art Plan outlines the proposed location for the public art. The Public Art Plan Attachment 1 indicates that there are two art sites the primary site located at the main entrance of the building and the secondary sites along either side of the heritage facade and the main entrance. The artist will be taking into consideration the heritage aspect of the building as well as the planned café at grade.

The art selection method is an invitational competition with a short list of three Canadian artists. The jury includes two representatives from the Ward.



COMMENTS

The 56 Blue Jays Way - 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.

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SIGNATURE

Robert Freedman
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City Planning Division

ATTACHMENTS

Attachment 1: 56 Blue Jays Way - Public Art Plan

Attachment 1



BISHA HOTEL AND RESIDENCES

56 BLUE JAYS WAY

PUBLIC ART PLAN

Prepared for

LIFETIME 56 BLUE JAYS WAY INC. by

BRAD GOLDEN + Co

PUBLIC ART CONSULTING

02 September 2011

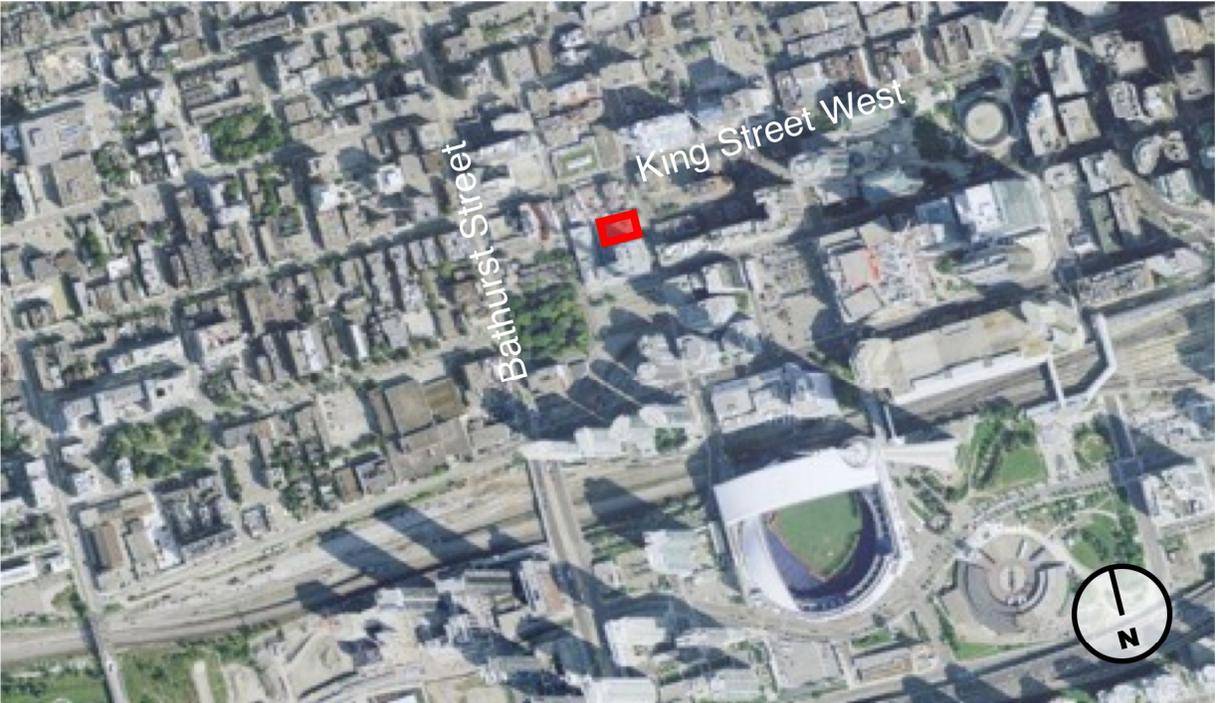


Figure 1 - Context Plan

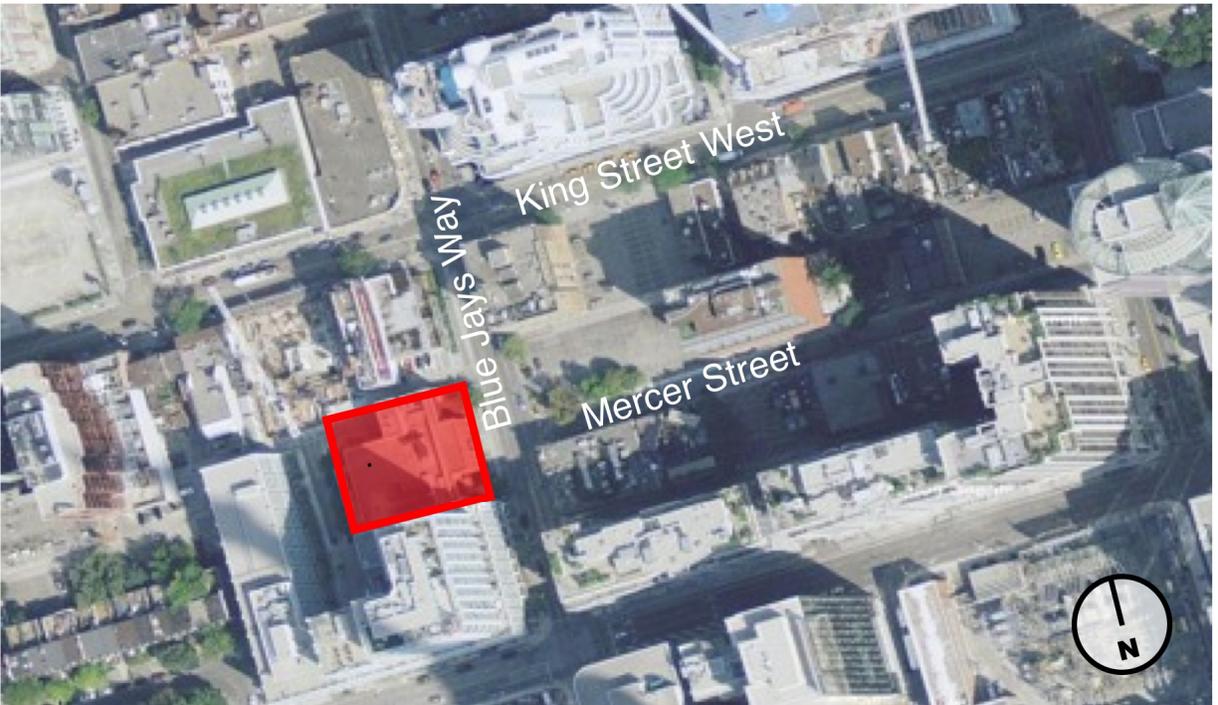


Figure 2 - Location Plan

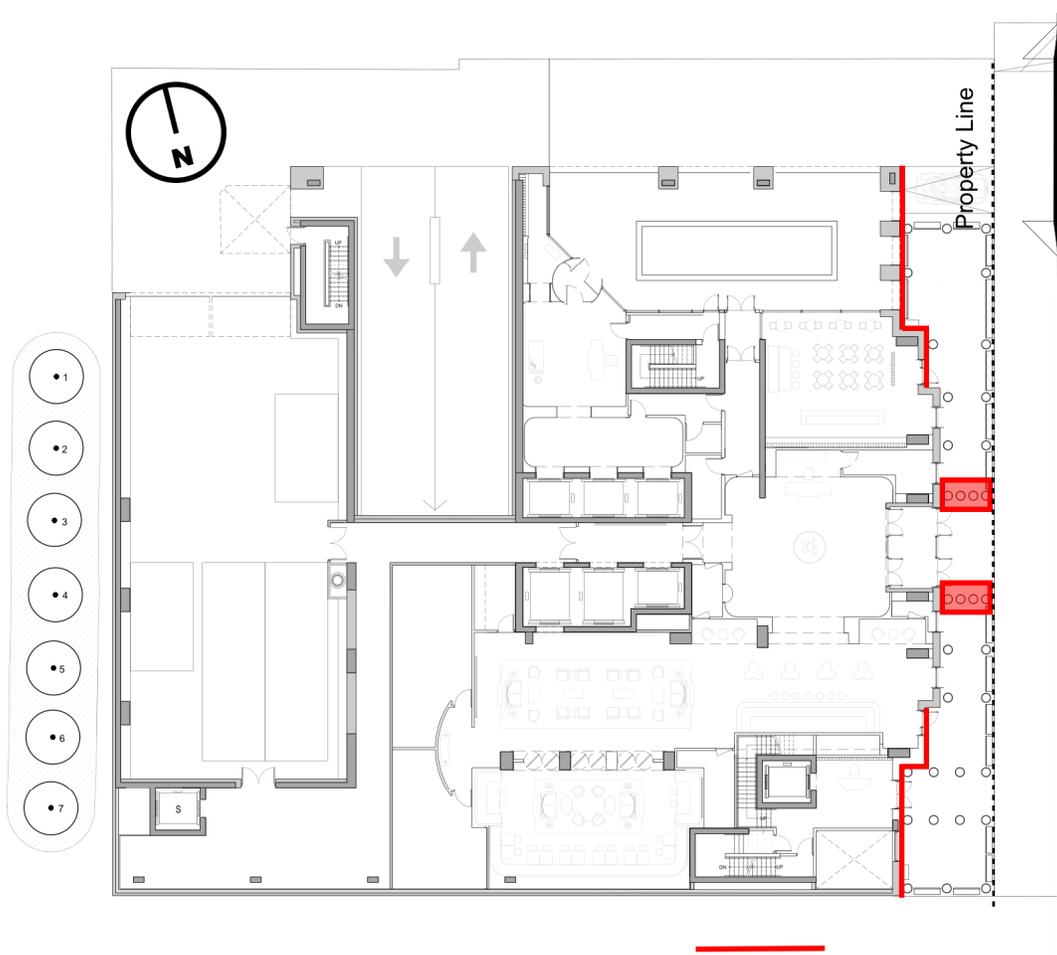
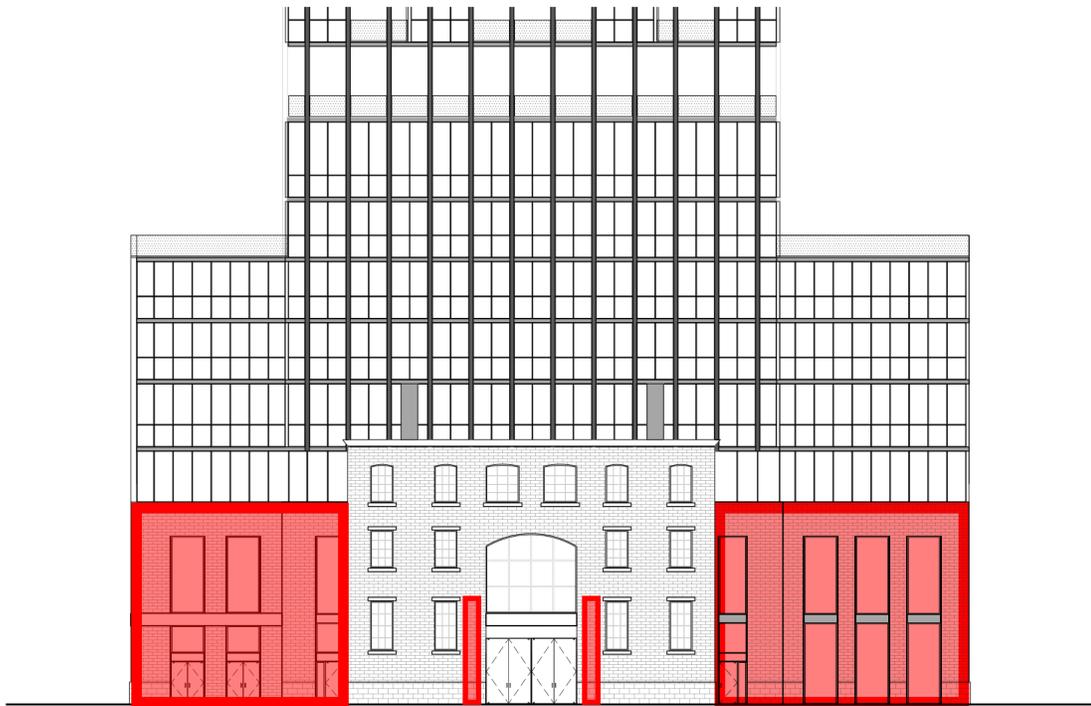


Figure 3 - Plan Showing Art Sites

— Art Site
 Art Site



**Figure 4 - Peter Street Partial Elevation
 Showing Art Sites**

 Art Site

1.0 DEVELOPMENT OVERVIEW

Please see attached Figures 1 and 2

The Bisha Hotel and Residences, located at 56 Blue Jays Way, is a mixed-use development incorporating a hotel and residential condominium as well as private and public amenity areas. A street-level café is planned along Blue Jays Way. The entrance to the hotel is accessed from Blue Jays Way while the entrance to the residential units is accessed from a laneway located along the north side of the development or from the underground parking facility, accessed from the same laneway.

The thirty five storey tower, containing hotel and residential units, rises from a six-storey podium which incorporates the east facing heritage façade (Blue Jays Way façade).

2.0 PUBLIC ART SITES AND OPPORTUNITIES

Please see attached Figures 3 and 4

2.1 Overview

Through discussions with City Planning, the developer, landscape architect, architect and public art consultant have worked to develop a public art plan that supports the development of an enhanced streetscape along the most publically accessible component of the development: the hotel entry on Blue Jays Way and elements of the Blue Jays Way façade located on either side of the historic façade. The chosen art sites recognize that the presence of a planned café, at grade along Blue Jays Way, will further enhance pedestrian use of the sidewalk as well as providing increased opportunity to view the public art on the site. The art adjudication process is being conducted early in the project's development cycle as the developer intends to have the art project participate in the ongoing marketing and publicity of the development, providing additional public profile for the artist.

One primary and one secondary art site have been identified. Both primary and secondary art sites are located entirely on private property. The allocation of the budget for the sites will be left to the discretion of the artist.

2.2. Primary Site: Hotel Entry

The entrance to the hotel is the primary art site, as this site is understood to be the most publically accessible and visible site on the development while providing an opportunity to engage the Blue Jays Way streetscape. The entry to the hotel is through the historic façade, a component of the podium for the tower element. The primary art site is seen as an opportunity to respond to the symmetrically composed fenestration of the historic façade and to provide definition for the hotel entry. For greater clarity, the art site is not the historic façade but rather the composition of the historic façade can provide inspiration and counterpoint for artists proposals. Artists may choose to locate artwork components on either side or both sides of the entry. As Mercer Street is oriented on axis with the hotel entry, pedestrians and vehicles proceeding westbound on Mercer will see this art site, set against the building, as the termination of their view, providing another opportunity for interesting views of the artwork.

2.3 Secondary Site: Blue Jays Way Façade

While the central portion of the Blue Jays Way façade is designated as heritage, the flanking wings do not have this designation. In discussion with City Planning, the flanking wings were seen as an opportunity to expand the potential scope of artistic intervention in a highly visible location. Artists may choose to integrate into or apply artworks on to these wings.

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 3 artists for development of specific proposals for the project:

Tom Dean, Toronto, ON
David Robinson, Vancouver, BC
Jun Kaneko, Omaha, NB

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

Item	Budget
Estimated Total Project Budget	\$750,000
Artwork Construction Budget	\$625,000; 83.3% of Total Project Budget
Artwork Construction Contingency	\$15,000; 2.0% of Total Project Budget
Administration Allowance*	\$75,000; 10.0% of Total Project Budget
Maintenance Fund**	\$30,000; 4.0% of Total Project Budget
Public Relations	\$5,000; 0.7% of Total Project Budget

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

**As the artwork will become the property of the hotel, maintenance of the artwork will be the responsibility of the hotel. Further, artists will be advised to consider longevity of materials in the development of their artwork. No electronic or mechanical artworks will be considered. The value of the Maintenance Fund has taken these factors into consideration; the intent being to provide the maximum amount to the Estimated Total Project Budget.

5.0 JURY COMPOSITION

The five person jury will be composed of:

Gordon Peteran, Artist, Craftsman, Educator, (works in the Ward)

Michael Awad, Artist, Educator

Dennis Reid, Professor, former director, collections and research AGO (lives in the Ward)

Mel Pearl, Lifetime Developments Inc.

Charles Khabouth, Entertainment Inc.

Juror Alternates:

Ginette Legare, Artist, Educator (lives and works within the Ward)

Sarah Diamond, Dean, OCAD (works within the Ward)

Julia Ouellette, collector, sits on MOCCA Board

6.0 TIMELINE

The following proposed timeline is dependent upon approval of the public art plan by the City of Toronto as well as upon the construction schedule for the project.

RFP Issued	Winter 2012
Artist Interviews	Spring 2012
Artwork Fabrication	Winter 2015 to Fall 2015
Artwork Installation	Fall 2015

7.0 PROJECT TEAM

Developer: Lifetime 56 Blue Jays Way Inc.

Project Architect: Wallman Architects

Project Landscape Architect: gh3

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.