TORONTO Member Motion

City Council

Notice of Motion

MM23.20	ACTION			Ward:20

Public Realm and Public Art at 295 Adelaide Street West and 100-104 John Street - by Councillor Adam Vaughan, seconded by Councillor Peter Milczyn

Notice of this Motion has been given.
This Motion is subject to referral to the Toronto and East York Community Council. A two-thirds vote is required to waive referral.

Recommendations

Councillor Adam Vaughan, seconded by Councillor Peter Milczyn, recommends that:

1. City Council approve the following Public Art Plan required under the Section 37 agreement for 295 Adelaide and 100-104 John Street (the "Site") in place of the Public Art Plan approved at the City Council meeting of April 12 and 13, 2011 (TE5.17):

   a. Pinnacle will at its expense install an LED screen and related operations room, including furnishing and equipping such room on the Site. Pinnacle will at its expense, maintain, operate, curate and program the LED screen such that it comprises digital Public Art, and Pinnacle will at its expense be responsible to operate and maintain the related operations room, including on an ongoing basis.

   b. At least $550,000 is spent on the LED screen, furnishing and equipping of the operation room and the art acquisition. If the "hardware" costs less than $450,000 then the remaining funds will be spent on the acquisition of artwork

   c. At least $100,000 of the $550,000 will be spent on the art acquisition.

   d. The location of the LED screen and operations room shall be to the satisfaction of the Acting Chief Planner.

   e. The screen will not be used for any advertising (1st or 3rd party)

   f. The screen will be turned off between the hours of 11:00 p.m. and 7:00 a.m.

   g. The installation of the screen will be done in consultation with Heritage Preservation Services.

h. Pinnacle will provide OCADU with limited access to the screen to show public art that OCADU and/or its students develop at their own expense.

2. City Council require Pinnacle to enter into and register an amending Section 37 Agreement and such other agreement(s) with the City, to the satisfaction of the City Solicitor in consultation with the Acting Chief Planner to secure the matters set out in Part 1 above as the Council approved Public Art Plan, and which agreement(s) shall provide that the ongoing maintenance, operation, curating and replacement costs are to be borne by Pinnacle.

Summary

In February 2010, Toronto City Council approved a rezoning and Official Plan Amendment for 295 Adelaide Street West. This approval required the owner, Pinnacle International, to enter into an agreement under Section 37 of the Planning Act, satisfactory to the Chief Planner and Executive Director, City Planning Division, and the City Solicitor, to secure a series of public benefits including:

- streetscape improvements on John Street;
- design development supporting the John Street streetscape project;
- Heritage Conservation District Studies in the King Spadina East Precinct;
- 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; and
- the provision of a publicly accessible landscaped open space on the John Street frontage of the site, with a minimum size of 335 square metres.

The site is located at a prime corner of the John Street corridor, which is recognized as a route of civic and cultural importance in the City, encompassing major facilities and institutions including the Art Gallery of Ontario, Ontario College of Art and Design, the National Film Board of Ontario, the CBC Broadcast Centre, the Princess of Wales and Royal Alexandra Theatres, the TIFF Bell Lightbox, to name just a few. City Council, in considering plans and studies of this area at various times over the last few years, has designated or identified John Street as a "Cultural Corridor", an "Avenue of the Arts", and a "Pedestrian Priority Route".

In recognition of the unique opportunities provided at this important site, an innovative proposal has come forward to combine the synergies in the area with the opportunities presented through the developers' provision of public art and publically accessible landscaped open space.

This Motion seeks to facilitate the installation of an LED Screen and a digital art program which would screen commissioned pieces by professional artists as well as works produced by OCADU students.

(Submitted to City Council on May 8 and 9, 2012 as MM23.20)

Background Information (City Council)

Member Motion MM23.20