The purpose of this staff report is to seek City Council approval of the 401 Keele Provincial Campus Public Art Plan. The plan has been prepared by Public Art Management for Infrastructure Ontario in compliance with the development approval provisions. The Public Art Plan, which is included as Attachment 1 of this report, outlines the public art objectives and principles, as well as the methods by which Infrastructure Ontario will administer and implement a public art process to commission public art for a large Provincial Campus located in the Keele and Wilson area.

The 401 Keele Provincial Campus is located on the southwest corner of Keele Street and Wilson Avenue. The Campus is approximately 30 ha (75 acres) in size. The 401 Keele Provincial Campus Public Art Plan provides a framework for the commissioning of artworks on prominent public areas within the Provincial Campus. The attached plan meets the objectives of City’s Percent for Public Art Program Guidelines and is supported by the Toronto Public Art Commission.

**RECOMMENDATIONS**

The City Planning Division recommends that:

1. City Council approve the 401 Keele Provincial Campus Public Art Plan: 1201 Wilson Avenue, attached to the report dated September 21, 2012 from the Director, Urban Design.
FINANCIAL IMPACT
There are no financial implications resulting from the adoption of this report.

DECISION HISTORY
On May 11, 2010, City Council required the Province to prepare a public art plan as a condition of approval for the rezoning application for the 401 Keele Provincial Campus at 1201 Wilson Avenue.

Infrastructure Ontario produced a comprehensive public art plan for review and input by City Planning and its advisory panel, the Toronto Public Art Commission. On September 5, 2012, Public Art Management, on behalf of Infrastructure Ontario, presented the 401 Keele Provincial Campus Public Art Plan to the Toronto Public Art Commission for advice. The Toronto Public Art Commission has recommended approval of the Plan.

ISSUE BACKGROUND
Meetings were held with Infrastructure Ontario team and City Planning staff to discuss the public art process and public art potentials for the emerging provincial campus. Infrastructure Ontario and Public Art Management worked with City Planning in preparing the Public Art Plan. The 401 Keele Provincial Campus Public Art Plan is a framework that proposes budgetary strategies, identification of prominent and priority art locations, site opportunities, art selection methods and possible themes.

The 401 Keele Provincial Campus Public Art Plan applies to the entire campus. The art budget and its component breakdown are included in the plan, along with a description of the art selection methods. The percent for public art contribution for Block 3, Forensics Services and Coroners' Complex (FSCC), is estimated to be approximately $1.282M, representing one-half percent of the gross construction cost. The estimated public art contribution for the campus excludes Block 2, HRRH.

COMMENTS
The Provincial Campus at Keele and 401 includes major institutional and office uses. With the existing MTO Provincial office buildings, and the new HRRH and FSCC, this campus will become a significant employment generator in northwest Toronto and provide a range of public service functions. The proposed public art will enhance both existing and new streetscapes and publicly accessible open spaces.

Staff report for action – 401 Keele Provincial Campus Public Art Plan, 1201 Wilson Avenue
The 401 Keele Provincial Campus Public Art Plan provides a general description of the development area, public art objectives, site and art priorities, artist selection method, preliminary budget estimate, administration process and amendment procedures. For the artist selection, Provincial policy requires that an open call for artist credentials form the first stage of the competition. The call will be limited to artists living and working in Ontario.

The 401 Keele Provincial Campus Public Art Plan will be realized over a number of years. The FSCC is expected to be completed in 2013. The HRRH is expected to be completed by 2015. The plan provides for a continuity of vision while allowing for necessary flexibility in implementation over time. The plan’s stated objectives also identify that public art will be accessible, varied, visually prominent, stimulating, place-making and contextual.

Individual block public art plans will be required for the future developments on Block 5, 6 and 7 and will be subject to review and approval by the Chief Planner in accordance with the 401 Keele Provincial Public Art Plan and City of Toronto public art practice.

The 401 Keele Provincial Campus Public Art Plan meets the City's Percent for Public Art Program Guidelines and is supported by the Toronto Public Art Commission.

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SIGNATURE

________________________________________________________
Robert Freedman
Director, Urban Design
City Planning Division

Staff report for action –401 Keele Provincial Campus Public Art Plan, 1201 Wilson Avenue
ATTACHMENTS
Attachment 1: 401 Keele Provincial Campus Public Art Plan: 1201 Wilson Ave