



STAFF REPORT ACTION REQUIRED

224 King Street West - Public Art Plan

Date:	December 15, 2011
To:	Toronto and East York Community Council
From:	Robert Freedman, Director, Urban Design
Wards:	Ward 20 Trinity-Spadina
Reference Number:	te12004

SUMMARY

The purpose of this staff report is to seek City Council approval of the 224 King 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 publically-accessible, privately-owned area of the development site.

The development site is in a prominent area in downtown Toronto located on King Street West adjacent to a historic building occupied by the Royal Alexandra Theatre - in the area known as the Entertainment District. This area in the centre of the City is known for established buildings such as Roy Thomson Hall, the Princes of Wales Theatre, as well as, the new Bell Lightbox and the Scotiabank Theatre.

The proposed building is a mixed-use residential development on King Street, the public art site will be located on privately-owned property but highly accessible and visible area. The proposed art site will be the publically-accessible plaza in front of the building fronting King Street West.

The 224 King Street West - Public Art Plan provides a framework for a public art commission including the introduction and background; the art site; the artist selection method; the documentation; the estimated art budget; and 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:

City Council approves the 224 King Street West - Public Art Plan attached to the report dated December 15, 2011, from the Director, Urban Design.

FINANCIAL IMPACT

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

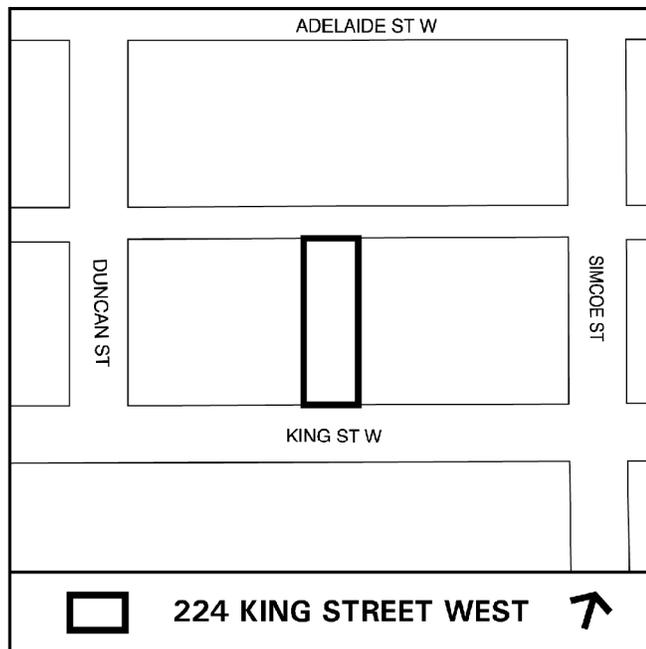
DECISION HISTORY

In accordance with the November 5, 2010 Ontario Municipal Board decision, the owner has chosen to provide art on-site and has selected option 2 as stated in the Section 37 Agreement dated September 8, 2011. The owner has selected Option 2 in the Section 37 agreement to allow for 100% of the Public Art contribution to be on the site, with a minimum of 50% to be in the area fronting King St W. The Public Art Plan in Attachment 1 indicates that the full 100% of the public art contribution will be located within the privately-owned publically accessible square.

As per the Toronto Public Art Percent for Public Art Guidelines, the applicant met with City Planning Staff to discuss the public art process and to identify the site potentials. On November 29th, 2011, the owner representatives made a presentation to the City's advisory panel, Toronto Public Art Commission, for approval of the 224 King Street West – Public Art Plan. The attached plan was recommended for approval by the Toronto Public Art Commission.

ISSUE BACKGROUND

The public art site is in a highly visible urban location which will be accessible at all times to the public and will be a valuable addition to the public realm. As outlined in the attached Public Art Plan, the artist will be asked to integrate the art by working closely with the architect and landscape architect.



The process for the selection of the artist is a two-stage competition, with a jury composed of one owner representative, one artist and one art expert residing in the ward.

COMMENTS

The 224 King Street West - Public Art Plan is in compliance with 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 the public art competition.

CONTACT

Lara Tarlo
Urban Designer
Tel. No. 416 338-1132
Fax No. 416 392-1744
E-mail: ltarlo@toronto.ca

SIGNATURE

Robert Freedman
Director, Urban Design
City Planning Division

ATTACHMENTS

Attachment 1: 224 King Street West - Public Art Plan

Attachment 1

**THEATRE PARK: 224 KING STREET WEST
PUBLIC ART PLAN**

Prepared for:

By: Public Art Management
Karen Mills, Ben Mills

Date: For Final TPAC presentation on Nov. 29, 2011

3208-381 FRONT STREET WEST, TORONTO ONTARIO M5V 3R8
416-917-7664 MILLS.KAREN@GMAIL.COM



I. INTRODUCTION

The Theatre Park development project is situated at 224 King Street West, adjacent to John Lyle’s historic Royal Alexandra Theatre in the heart of the Entertainment District. This vibrant neighborhood is home to the Bell Lightbox, Metro Hall, the Princess of Wales 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.

This public art program is of special significance for this community because of its visual profile in the heart of this burgeoning neighborhood, 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. This space is a feature of the development.

With over 30 years of practice, Peter Clewes has established a reputation as one of Canada's most adventurous architects, behind some of the most innovative residential buildings in North America. He has extensive experience in all aspects of the process, from planning and economics to design and construction.

His innovative residential projects have been published internationally, and have received awards from the Ontario Association of Architects (OAA), Canadian Architect, and the City of Toronto. His involvement on the TDCCBR resulted in three awards, from the Royal Institute of British Architects, Architectural Record and Business Week Magazines, and the OAA.

He is a strong proponent of residential and mixed-use intensification as a tool for ensuring the economic, cultural and social vitality of the urban core. Peter is a member of the Waterfront Toronto Design Review Panel, and speaks to professional, academic and civic groups across Canada and the US on the issues related to design, density and urban renewal.

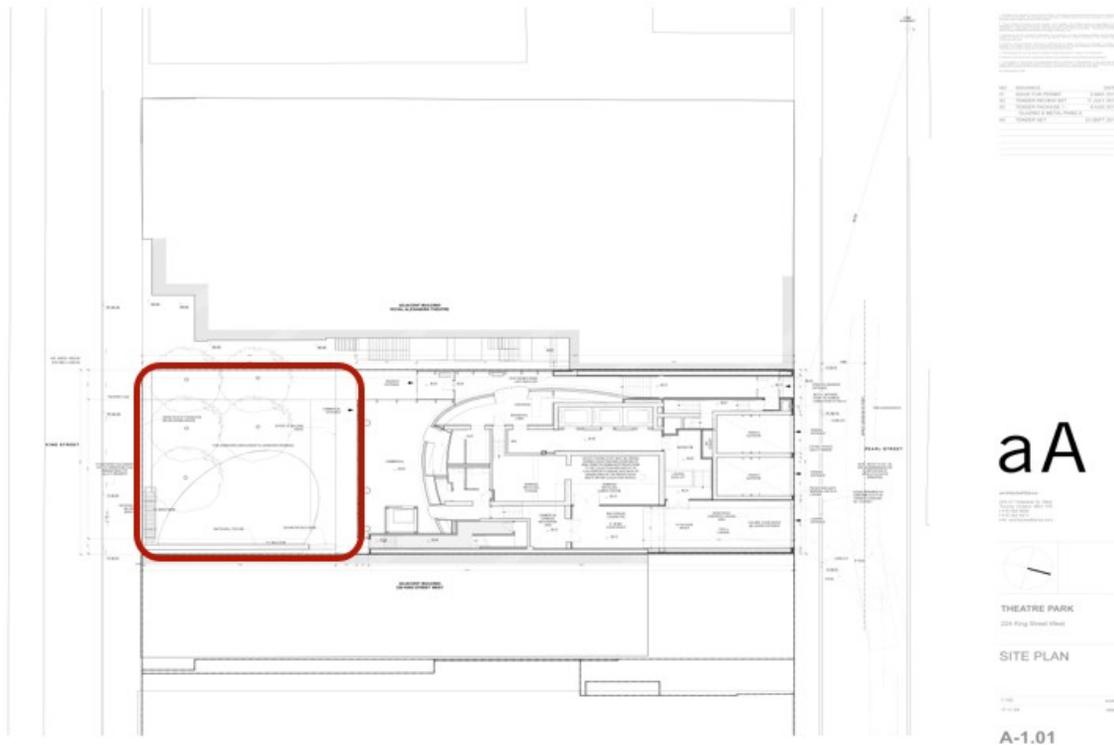
The Theatre Park 224 King Street West Public Art Plan was prepared in response to the City of Toronto Section 37 Agreement and has selected Option 2 with respect to their public art contribution. Article 6.4.3(2) states:

“The Owner shall commission Art works and collaborative Art works to the value of the Art Contribution and such works shall be located upon the Site...subject to the requirement that public art having a value of 50% of the Art Contribution as determined to the satisfaction of the Chief Planner, shall be provided on the portion of the Site located south of the southerly 23.0 metre height shown on Map 2 of the Amending By-Law”.

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) Lamb Development Corp., Niche Development and Harhay Construction Management; architectsAlliance (Peter Clewes); and the firm Public Art Management (Karen Mills and Ben Mills) as the public art managers.

2.0 PUBLIC ART LOCATION: Public Square



The proposed location for the public art will be the public square of the development situated on the south side of the project fronting on King Street and immediately to the east of the Royal Alexandra Theatre. This privately-owned square will be public and is fully-accessible to the public.

The location was selected:

- To provide a unique opportunity for the artist to engage the public and the residents of the development through an integrated program of public art that will enhance and offer unique features in the public realm
- 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 the District (such as the John Street Plan) 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 interventions that would be sensitively integrated into the landscape, in collaboration with the design team.

3. SELECTION METHOD

An Invitation competition in two stages is proposed for this project.

Stage 1: comprises an invitational call for Expressions of Interest from the following long list of artists:

Carl Tacon	Ivan Puig
Pierre Poussin	Daniel Arsham
Jaakko Pernu	John Grade
Arne Quinze	Ken Lum
Sebastien Wierinck	Ryan McGinness
Florentijn Hofman	
Dan Havel + Dean Ruck	

The Owner, public art consultant and design team will review the responses and select Finalists.

Stage 2: The Finalists will be provided with a project brief and offered the opportunity to present themselves and their work to the Jury.

The Jury:

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
Joanne Tod, 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.

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 Theatre Park 224 King Street West. A mini 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 The Owner'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 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 **\$620,000**

Allocations up to the following:

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.

10% 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

2% 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 at Theatre Park 224 King Street West.

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.

73% Artwork Allowance

For design, supply, fabrication, delivery and installation of the public art. (May comprise stand alone elements and/or integrated elements).

5. TENTATIVE SCHEDULE

TPAC Presentation:	By Nov. 29, 2011
City Council Approval:	
Competition Commences:	After approvals are in place
Detailed Design Complete:	
Integration into Progress Drawings:	
Completion:	Based on Market Conditions