SUMMARY

The purpose of this staff report is to seek City Council approval of the 101 St Clair Avenue West Public Art Plan. The plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art on a publicly-accessible, privately-owned area of the development site.

This public art plan provides a framework and description of the commissioning of public art including the project overview; curatorial vision; location; key objectives; an overview of the development team's public art experience; the artist selection team/jury; the project design team; the public art consultants role; the artist selection process; public relations and community programming opportunity; estimated public art budget; and the 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 101 St Clair Avenue West Public Art Plan as attached to the report dated July 22, 2014 from the Director, Urban Design.

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

DECISION HISTORY

The area of the site is described as Imperial Plaza and is comprised of three properties: 101, 111 and 129 St. Clair Avenue West, that are currently being redeveloped under separate applications. This Public Art Plan recognises the intent to unify the developments and the existing heritage buildings, including Deer Park United Church at 129 St. Clair Avenue West (designated under By-law 1052-2010), the former Imperial Oil building, at 111 St. Clair Avenue West, (designated under 1234-2010) and the St. Michael’s Cemetery Mortuary vault. This Public Art Plan addresses the public art requirement for 101 St. Clair Avenue West. A separate but related Public Art Plan has been prepared for 129 St. Clair Avenue West.

Related reports:

On November 16, 2011, the Committee of Adjustment issued its decision to approve two applications for lot additions with associated easements, which were made for the property municipally known as 111 St. Clair Avenue West. The lot conveyance reconfigured two separately owned parcels, which previously made up 111 St. Clair Ave. West, into the proposed 101 St. Clair Avenue West and 111 St. Clair Avenue West parcels.


One of the recommendations for community benefits secured in the Section 37 Agreement includes a public art contribution of $675,000 towards the Public Art Program. The public art is to be located on site adjacent to St. Clair Avenue West, on privately owned and publicly accessible open space. The location will be identified as part of the Site Plan Control process.

The Toronto Public Art Commission recommended approval of the Public Art Plan at its meeting on June 25, 2014.
ISSUE BACKGROUND

The site associated with 101 St Clair Avenue is the subject of this report but the developer and public art consultant are the same on all three project sites at 101, 129 and 111 St Clair Avenue West. Given the proximity and relationship to these sites, it is intended that the artworks be linked conceptually to one another as they will be situated at either end of the Imperial Plaza site and the Deer Park United Church along St Clair Avenue West.

The development site fronts St Clair Avenue West between Avenue Road and Yonge Street and is located on the north side of St Clair Avenue West, on the site of the Imperial Oil building, with Deer Park United Church on the same block, both being designated heritage buildings.

The public art site will be located at the eastern portion of development along the pedestrian plaza. The proposed art location may be further expanded within the area to include more landscape area, the exact footprint will be determined by the artist and evaluated by both the Selection and Design Team. If there are any major changes to the art site area described and illustrated in this plan the owner may require further approval by the City.

The art site is privately-owned but publically accessible and is the main thoroughfare to the development and will be both physically and visually accessible from St Clair Avenue West. Pedestrians will be able to access the artwork from St Clair Avenue West and the north-south pedestrian path illustrated in the attached plan.

The 101 St Clair Avenue West Public Art Plan identifies an invitational competition with a list of artist reviewed by the City and recommended approval by the Toronto Public Art Commission at its meeting on June 25, 2014. In selecting the appropriate artist for this site, an Artist Selection Team (Jury) has been identified in the plan. The Selection Team will consist of three art experts including a Ward representative, the owner representative and the project architect. The Design Team, Landscape Architect and Architect will assist by providing technical advice to the Artist Selection Team. The Team will short-list three artists to provide a proposal for the site. The selection process and the inclusion of a majority of independent art experts on the jury is in accordance with the City’s Percent for Public Art Guidelines.

As per the Section 37 Agreement and in accordance with the Percent for Public Art Program the owner has identified an estimated budget of $675,000.00. This budget will allow for the artwork to contribute to the public realm on St Clair Avenue West.

COMMENTS

The 101 St Clair Avenue West Public Art Plan is in compliance with the City’s objectives for the provision of public art in private development. This on-site program 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 with the artist selection process as scheduled in the attached plan.
We look forward to the results of the public art competition.

**CONTACT**

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**SIGNATURE**

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City Planning Division

**ATTACHMENTS**

Attachment 1: 101 St Clair Avenue West Public Art Plan
Attachment 1: 101 St Clair Avenue West - Public Art Plan