

183-195 Roehampton Ave and 139-145 Redpath Avenue

**PUBLIC ART PLAN**

Prepared for

Red Roe Developments Inc.

by

BRAD GOLDEN + Co

PUBLIC ART CONSULTING

20 APRIL 2015

## **1.0 DEVELOPMENT OVERVIEW**

### **1.1 Overview**

The development is located in midtown Toronto, just north of Eglinton Avenue East, between Yonge Street to the west and Mt. Pleasant Road to the east. The Yonge and Eglinton area combines well established residential neighbourhoods with a variety of retail stores, restaurants, a major mall and cinema complex. The intersection of Yonge and Eglinton is serviced with a TTC subway stop. With the Metrolinx's billion Crosstown LRT under construction, this already vibrant neighbourhood will be transformed into one of the most attractive residential and retail locations in Toronto.

The development and this art plan, support the values presented in the Midtown in Focus Report, adopted by City Council in August, 2014, available via the following link:

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=d421bf26585a2410VgnVCM10000071d60f89RCRD>.

In particular, Section 3.4.5 Place - Marking Move 5 - Redpath Revisited, the first block of Redpath Avenue north of Eglinton Avenue (which includes the subject site) is to be transformed into a shared street to improve road safety and expand the public realm. Redpath Avenue will be responsive to the daily fluctuations of local users, supporting the safe flow of vehicular traffic during peak hours and promoting pedestrian/cyclist movement, as well as seating and gathering at other times.

183-195 Roehampton Ave and 139-145 Redpath Avenue is a 436 unit, 34 floor residential development, serviced by three levels of underground parking. The ground floor of the project includes a retail area with accompanying exterior patio that runs north south, parallel to Redpath Avenue. The primary residential entrance to the building, including lobby, is accessed from Roehampton Avenue. The building also supports a mid block, cross axial entrance, providing access to the interior and exterior amenity spaces as well as providing a secondary entrance to the residential portion of the building.

## **2.0 PUBLIC ART SITE AND OPPORTUNITIES**

### **2.1 Overview**

Through discussions with city planning staff, the developer, architect and public art consultant have worked to develop a public art plan that engages the most visible corner of the project, providing benefit to the community in the presentation of an activated, at grade, primary corner feature. The selected art sites are intended to reflect the vision presented in the Midtown in Focus Report for this stretch of Redpath Avenue as a shared street that will be highly used by pedestrians and cyclists. The selected art site provides an opportunity for integration with the building as well as a unique opportunity to utilize the, publicly visible, interior space of the building. Artists will have an opportunity to engage each of the component art sites. It will be at the artist's discretion as to whether they engage the Columns, Glazing and Soffit sites however, artists will be required to address the primary Exterior Site.

## **2.2. Art Site: Northwest Corner – Exterior and Interior Spaces**

Continuous with and just north of the exterior space of the retail patio, the primary art site is located at the northwest corner of the property. The art site is both accessible and visible to pedestrian and vehicular traffic.

Directly adjacent to and running along the entire length of the exterior space is a portion of the residential lobby. The space is glazed, floor to ceiling, providing public visibility. Artist will have an opportunity to engage this interior space as a component of their work.

## **2.3. Art Site: Columns**

There are three structural columns located within the exterior art space. Artists will have the opportunity to engage with the surfaces and spaces between these columns. The form of the columns may be affected by the artist, provided that structural integrity of the columns is not compromised. As such, artists' engagement of the form of the columns will likely be through the addition of materials.

## **2.4. Art Site: Glazing**

A floor to ceiling glass plane separates the exterior art space from the interior art space. The location of the plane has been shifted eastward, from its original location, allowing for an increase of the exterior art space while providing an additional surface of opportunity for the artist. Degree of transparency of this glass, especially through day, evening and night will allow artists to address the daily shifting of the perceived depth of the two adjacent art spaces.

## **2.5. Art Site: Soffit**

The underside of the building, covering the exterior art space is available for art vision, including the use of this soffit as an anchor point for artwork components.

## **3.0 SELECTION PROCESS**

We propose an invitational competition as set out below:

The development team has reviewed portfolios of the following artists, selected by the art consultant, on the basis of artistic excellence and of the relevance of their work to this project. After review of the work and consideration of interest and availability of the artist, the following artist have been short-listed for the development of specific proposals:

Shayne Dark, Hartington

Alex McCleod, Toronto

Jean-Pierre Morin, Quebec City

Anna Passakas and Radoslaw Kudlinski (Blue Republic), Toronto

Brian Richer, Toronto

Daniel Young and Christian Giroux, Toronto

The short-listed artists will be paid an honourarium, as well as reimbursed for travel expenses, to develop site 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. The project architect will work

with the selected artist to ensure that the artwork is properly integrated into the building. The art consultant will facilitate this coordination.

#### **4.0 TECHNICAL REVIEW**

Due to the potential of integrating components of the artwork at the column, glazing and soffit sites (see 2.3, 2.4 and 2.5), prior to the adjudication of the artists' proposals, the art consultant, the project architect and the project engineer, if applicable, will review the proposals and provide comment on any perceived technical matters with respect to the integration of the artwork. The art consultant will compile these questions and will present any potential issues to be addressed by the artist at the adjudication.

#### **5.0 BUDGET**

<b>Item</b>	<b>Budget</b>
Total Project Budget	\$700,000 Fixed Amount
Artwork Construction Budget	\$574,000 Estimate* ( $\pm$ 82% total budget)
Administration Allowance	\$70,000 Maximum** (10% total budget)
Publicity	\$7,000 Estimate ( $\pm$ 1% total budget)
Maintenance Fund	\$35,000 Estimate ( $\pm$ 5% total budget)
Artwork Construction Contingency	\$14,000 Estimate ( $\pm$ 2% total budget)

\* The artwork construction budget will be increased by an amount equal to the base cost of the building element affected, if the artist chooses to replace any or all of these elements as part of their proposal.

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

#### **6.0 JURY COMPOSITION**

The five person jury will be composed of:

Esther Shipman, Curator of Architecture & Design, lives in the Ward  
Gayle Akler, President Sparkplug Inc., art collector, lives in the Ward  
Robert Ouellette, Journalist, curator, founder of Mesh Cities  
Rob Cadeau, Project Architect, Architects Alliance Architects  
Matt Young, Vice President Development, CD Capital

Juror Alternates:

For the Art Expert:

Stuart Solway, President Pen Station, art collector, lives in the Ward

For the Developer:

Peter Freed, Developer Partner

Todd Cowan, Developer Partner

Jordan Dermer, Developer Partner

Note: the jury will always have a majority of art experts (3 persons), if it is necessary to utilize a juror alternate.

## 7.0 TIMELINE

The following proposed timeline is dependent upon approval of the public art plan by the Toronto Public Art Commission and appropriate City Planning staff.

Present to Toronto Public Art Commission	March 11, 2015
Meeting of Community Council	May 12, 2015
Meeting of City Council	June 10, 2015
Artist Brief Issued	Summer 2015
Artist Presentations	Fall 2015
Artwork Fabrication	Winter 2015 - Spring 2018
Artwork Installation	2018

(in sequence with building construction)

## 8.0 PROJECT TEAM

Developer: Red Roe Developments Ltd.

Project Architect: Architects Alliance Architects

Public Art Consultant: BRAD GOLDEN + Co

## 9.0 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, in accordance with the City's guidelines. The art consultant will provide continuous management of the project throughout development of the site strategy, artist procurement, artwork design development; project management and installation coordination as further described below:

**Site Strategy:** discussions with client and project design consultants to design an art programme that addresses the most publicly accessible spaces

**Artist Procurement:** presentation of portfolios of potential artists; shortlisting of artists to be invited for proposals; preparation of Artists' Brief and communication with artists throughout competition process; coordination and chairing of adjudication session, facilitating artist's contract.

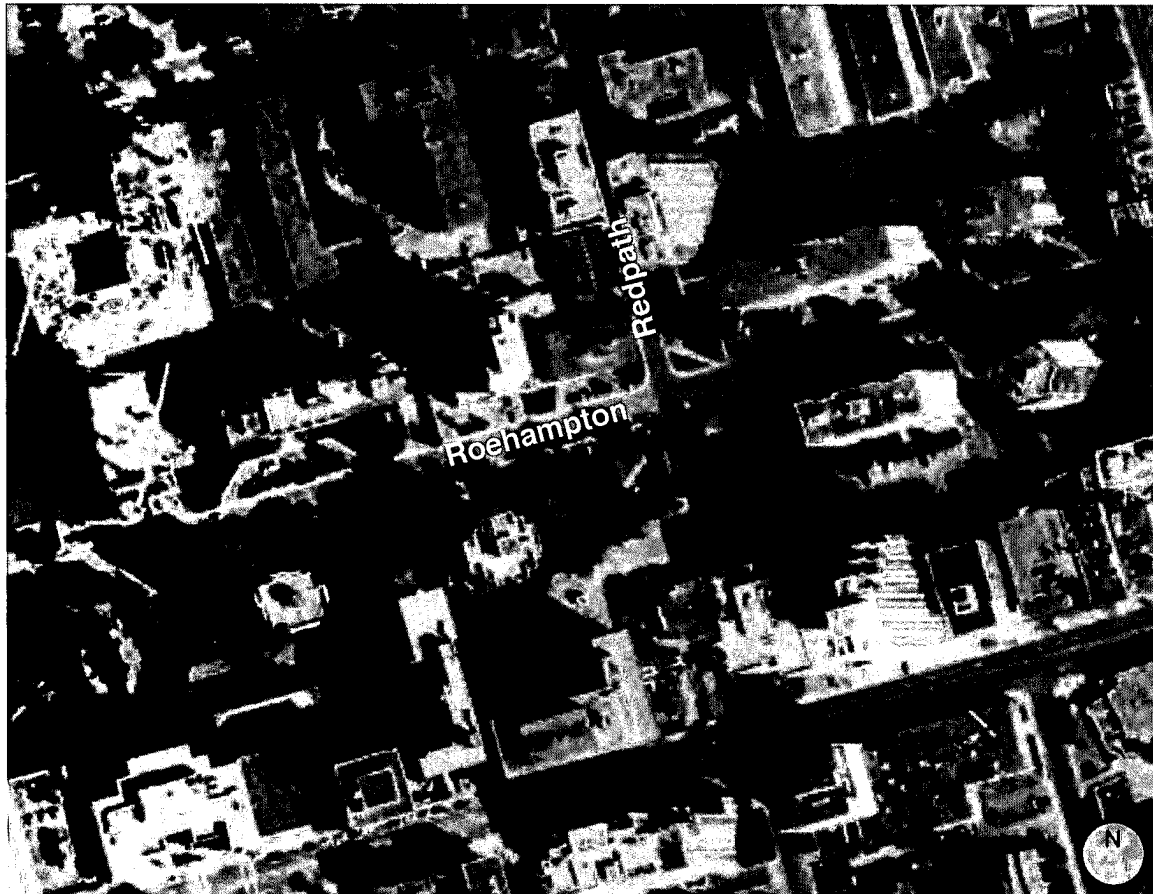
**Design Development:** provide expertise to artists on design and construction processes; coordinate communication with project design team and constructors (if appropriate); coordinate integration of artwork with building components (as required).

**Project Management:** liase between client, project design consultants and project constructors; provide assistance to artists throughout artwork fabrication; coordinate payments to artists; provide assistance to artists and constructors for coordination of installation of artwork.

**Project Completion:** provide assistance in the composition of publicity materials and project launch; facilitate transfer of a maintenance manual for the artwork.



**Figure 1 - Context Plan**



**Figure 2 - Site Plan**

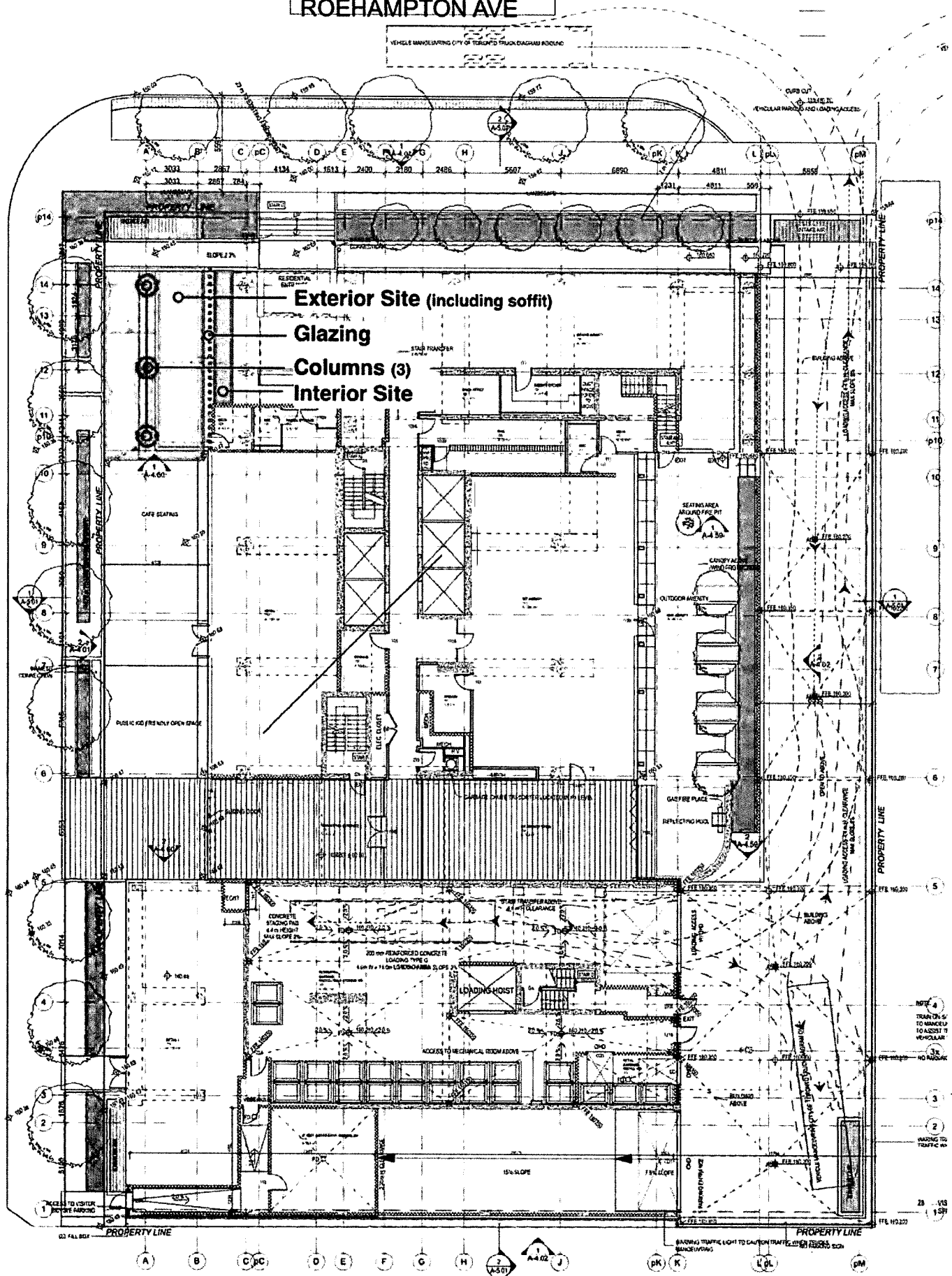
**ROEHAMPTON AVE**

VEHICLE MANEUVERING CITY OF TORONTO TRUCK DIAGRAM 800540

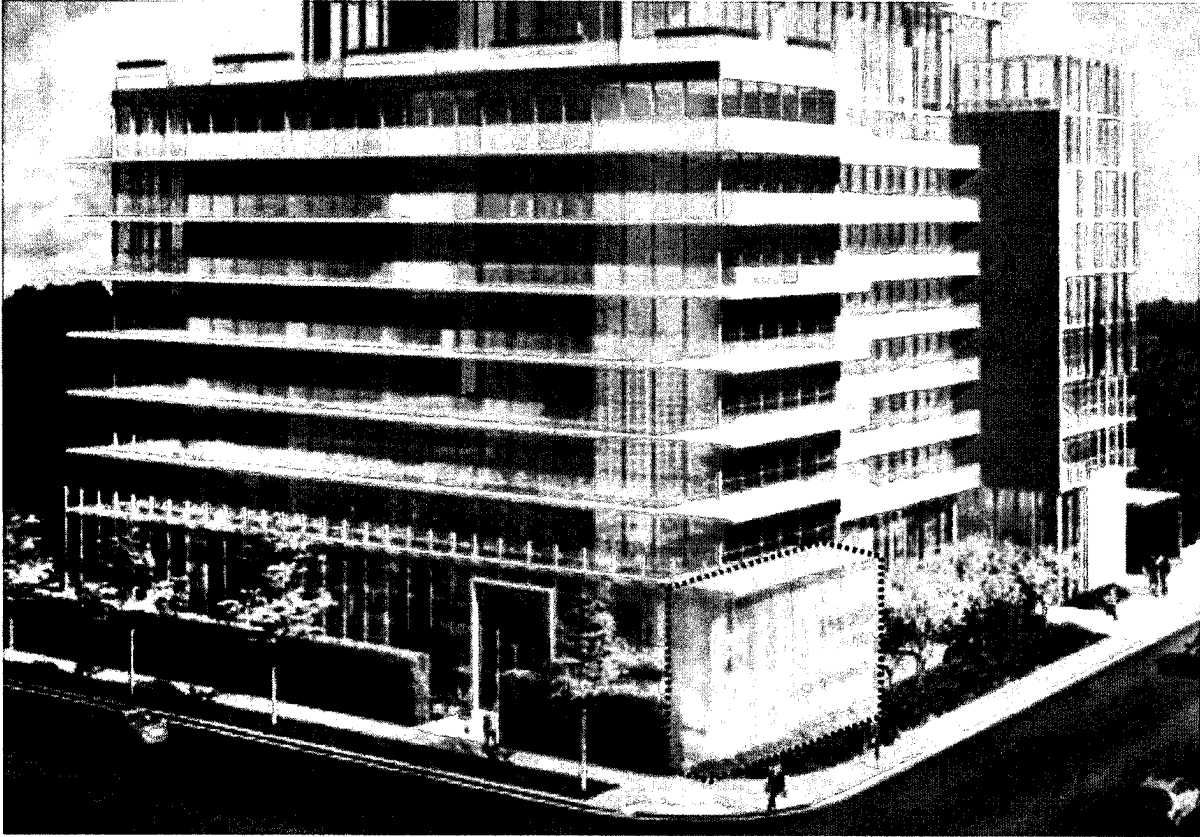
**REDPATH AVE**

REMOVE ANY REQUIRED EXISTING CURB CUTS AND REVEAL/STRENGTHEN AS NECESSARY IN ACCORDANCE TO CITY STANDARDS

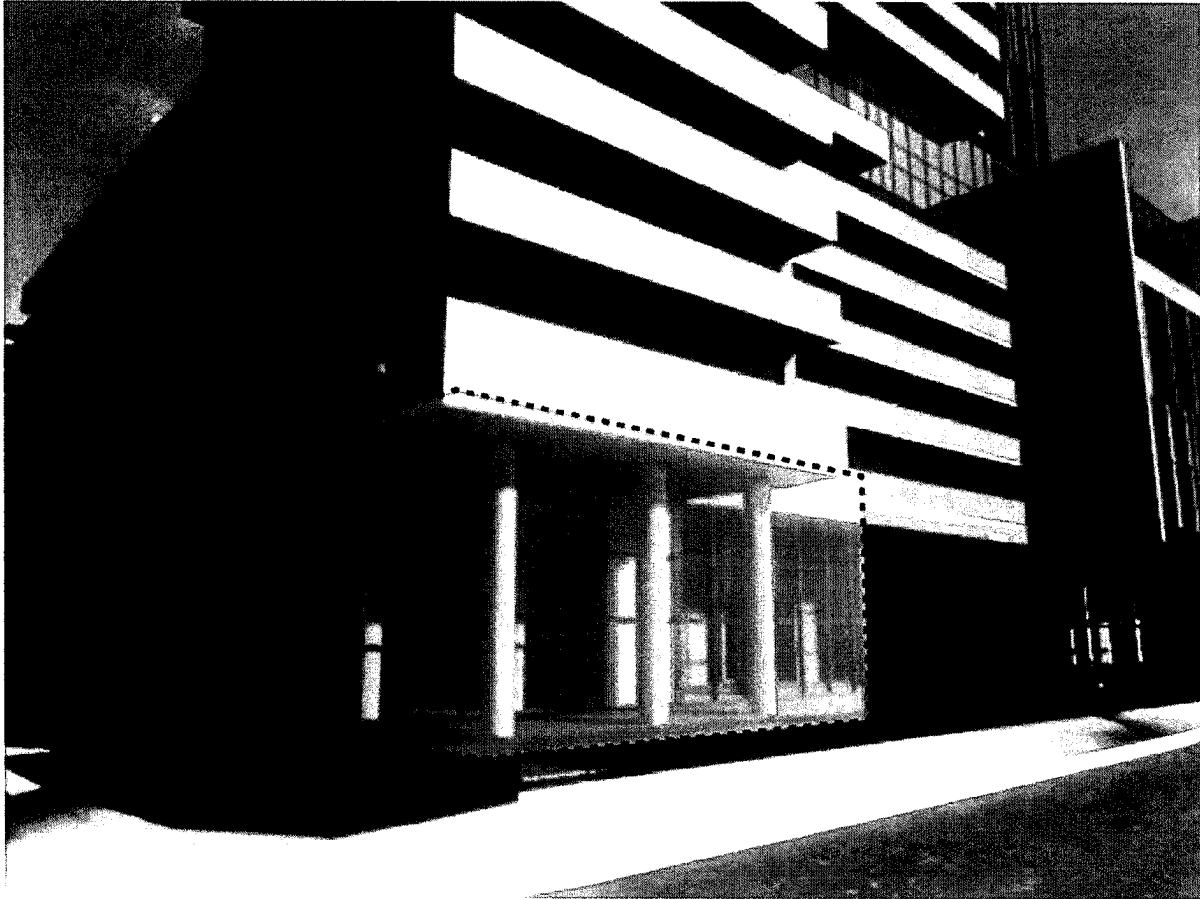
EXISTING CURB CUT



**Figure 4 - Plan Showing Art Sites**



View of Art Sites from Northwest



View of Art Sites from West