

Public Art Plan: 43 Gerrard St West Public Art Project



Address: 43 Gerrard St West

Prepared for: GWL Realty Advisors

Prepared by: Ben Mills, Public Art Management

TPAC Date: June 23, 2015

Introduction and Site Background

GWL Realty Advisors (“GWL”) is developing 43 Gerrard Street West, a 43-storey residential building with a five-storey podium and at-grade retail uses. The subject site is located at the southeast corner of Bay Street and Gerrard Street located in Ward 27 (Toronto Centre-Rosedale) in downtown Toronto.

The building design is a blend of rectangular forms that express scale and visual interest both from a distance and in close proximity. The tower sits on top of a five storey metal and glass clad podium. The podium itself is a combination of folded and linear glazing resulting in a sculptural look, affording pedestrians an illuminating view into the building lobby and retail areas. A thirty eight storey tower rises above the podium, composed of unique glass clad boxes which create a strong visual focus.

The site is bounded by Bay Street to the west, Gerrard Street to the north and Walton Street to the south, with the Chelsea Hotel located immediately to the east of the project. A three storey high gateway links Gerrard Street and Walton Street to the south providing a mid-block connection and a porte-cochere to the lobby, parking and service areas. This mid-block access point will be on privately-owned land but will be accessible to the public art all hours.

Located in close proximity to College Park and the recently completed Aura high rise tower, the area is a hub of residential and commercial developments, with bars, restaurants, theatres, hotels, hospitals, shops, and transit stations all servicing the neighbourhood. With the built form of the neighbourhood largely being high rise buildings, the addition of this project will tie in well with the surrounding area.

The property is located within the boundaries of the Downtown Yonge Business Improvement Area and is replacing an existing commercial parking lot, and the site represents one of the few remaining development sites on Bay Street.

Leading the design team on this project will be Page + Steele/IBI Group through their world class architectural practice and Ciccone Simone through their industry-leading interior designs.

It is anticipated that the development will be completed by mid-to-late 2018.

Project Team

Client:	GWL Realty Advisors
Architect:	Page + Steele/IBI Group
Public Art Consultant:	Ben Mills, Public Art Management

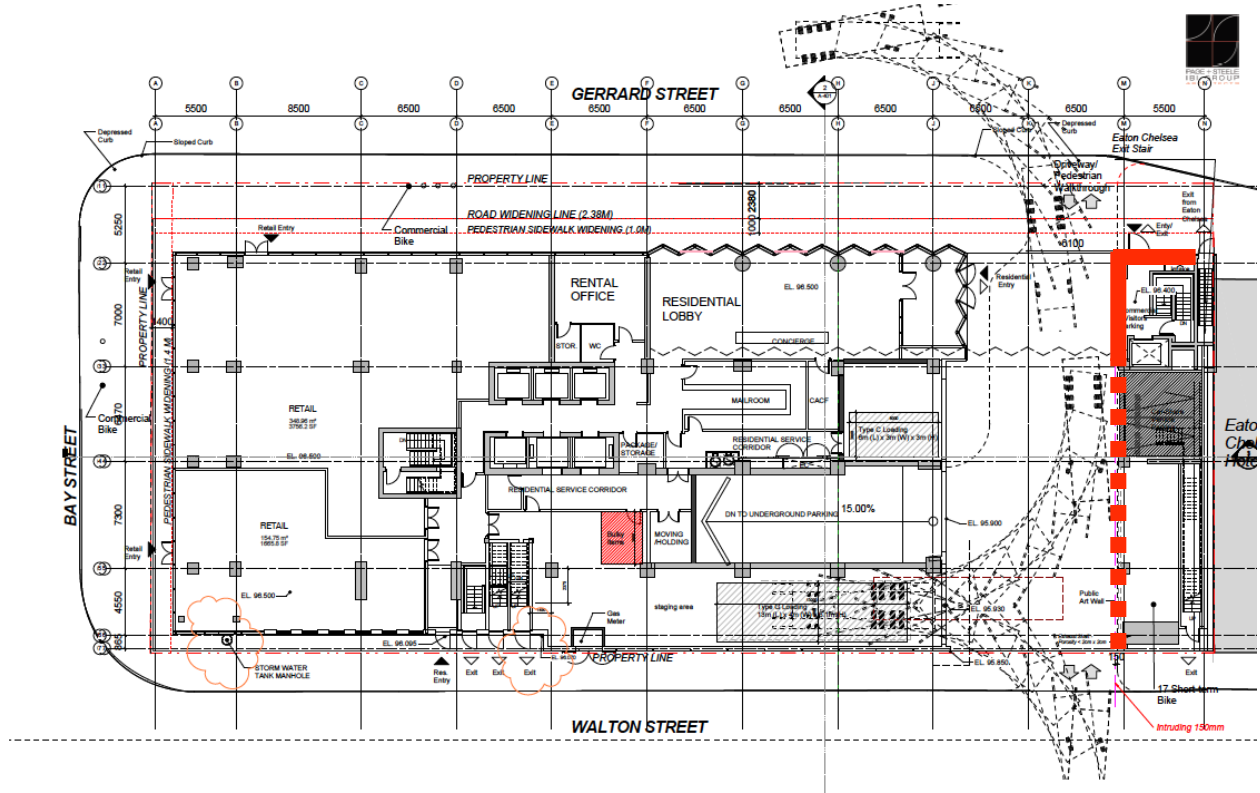
Public Art Objectives:

- Create a high-quality, appropriately-scaled public artwork for a dynamic area of the City of Toronto
- Through a professional juried process, identify public art for the site that is creative, engaging, and represents the art of its time
- Use appropriate scale, materials, execution and creativity and provide animation to the area that is engaging
- Define a landmark for the development that is a “must see”
- To the greatest extent possible, stand the test of time as a unique work of art
- Low/manageable maintenance requirements over the long term to ensure the art is always accessible to the public
- Consistent with the overall objectives for the development, the public art shall be environmentally sustainable

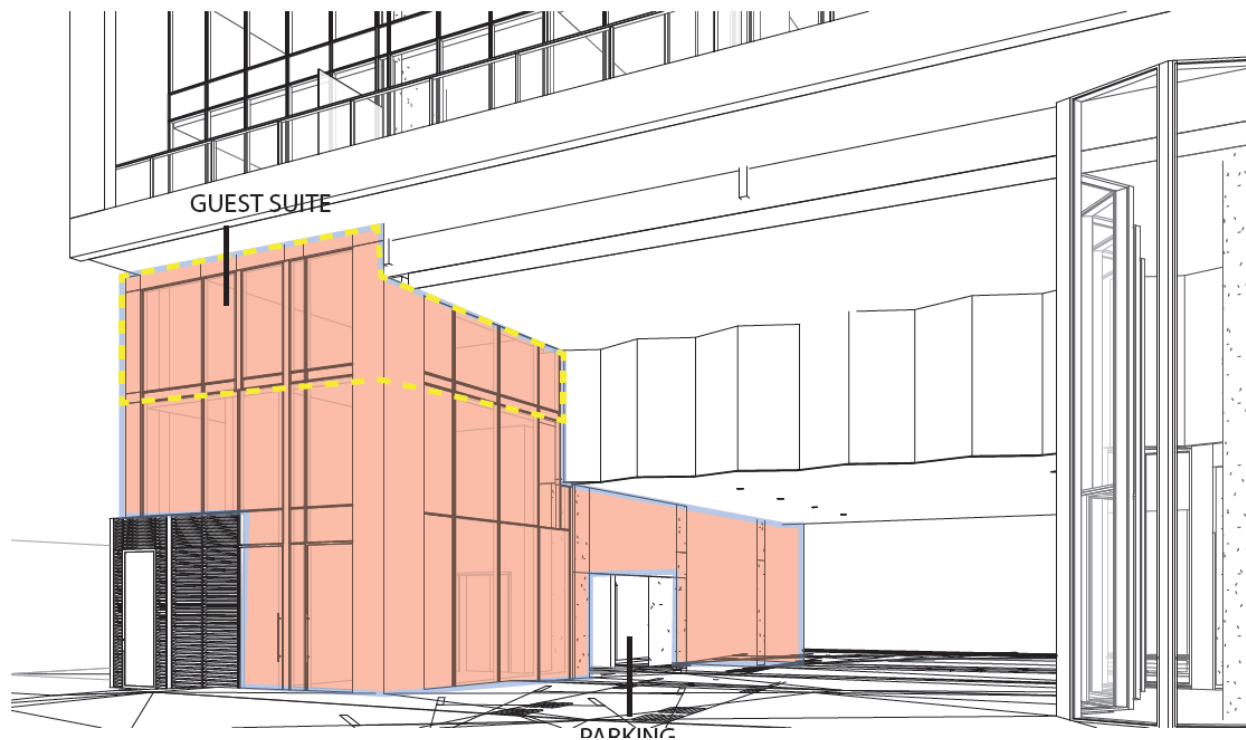
Site In Context



Site Plan (Art Location noted with red line)



Public Art Location View



Art Location Description:

Pedestrian + Vehicular Passageway:

The public art zone for the project will be located within the publicly-accessible vehicular and pedestrian passageway connecting Gerrard Street and Walton Street, as indicated by the solid red line on the site plan above. The primary, or “feature” location for the public art will be the area which fronts onto Gerrard Street and extends partway south into the passageway. Budget permitting, the artist may be able to carry their artistic expression further south to Walton Street, as indicated with the dotted red line on the site plan above, however, the area located on Gerrard Street will be treated as the primary area of focus for the public art expression.

At the eastern side of the mid-block access point there is a glazed, three-storey portion of the building that houses a guest suite, mechanical services, as well as entry to the underground parking. The public art location will wrap the three-storey facade, which fronts prominently onto Gerrard Street, and continue to the south, extending to Walton Street, creating a large “canvas” that the artists can incorporate their artistic approach thereby animating the space for vehicles, pedestrians, residents, and passersby alike.

The area is approximately 12m wide and 26m long, with a 7m high facade along Gerrard Street which tapers down to approximately 5m at the southern end of the site at Walton Street. The art location fronts onto both Gerrard Street as well as onto the residential building's front lobby and will be visible and accessible at all times by the general public. The area on Gerrard Street is also where the door to the publicly-accessible, commercial package garage is located. Should the budget allow for it, the art zone may also wrap the southern portion of the site along Walton Street, however, that will be assessed based on the artist submissions as well as budgetary constraints.

The artwork may take on a variety and combination of forms, such as but not limited to: glazing treatments, metal panels, sculptural facade enhancements, artist-designed screen wall elements, or others.

Glazing and surface treatments for the facade of the building along Bay Street were discussed, however due to the amount of retail signage and the impediments these forms of art may have on future retail usage, it was concluded that this location was not a viable option for this project.

Budget:

The anticipated budget for the program: Approx. \$ 250,000 (fixed)

Administration Allowance, including

Competition administration through artist selection**: up to 10% of the budget

Construction Coordination, Site preparation,

Installation and Contingency***: up to 15% of the budget

Public Art Design, Supply and Fabrication:	70% of the budget
Maintenance endowment:	up to 5% of the budget

*** Including: preparation of Public Art Plan, presentation to TPAC, planning and administration of Expression of Interest, assistance in short listing final candidates, preparation of Finalist Brief, management of jury sessions, and assistance in preparation of artist agreement(s), in addition to other activities.*

**** Including: Architectural, electrical and structural engineering fees for review of designs and provision of stamped drawings, assistance in preparation and issuance of fabrication tenders for art if requested by artist(s), site preparation including provision of structural supports, electrical supply and other elements required to implement the artwork, and contingency.*

Selection Process:

A two-stage design competition is being proposed:

Stage 1: Request for Expression of Interest + Interview

This will be prepared and circulated to the long list of artists noted in the Public Art Plan. Artists who respond to the invitation will be required to provide a written Expression of Interest identifying their availability and through an interview process with the public art consultant, GWL, and architect, discuss their initial thoughts/approach to the site. The Owner team will then review submissions and interview results and identify Finalists, up to a maximum of four (4) artists.

Stage 2: Finalist Brief

This will be prepared and sent to short list of artists selected. They will then prepare detailed concepts for which they will be paid an honorarium. Submissions will then be reviewed by Owner team and Jury in order to determine a preferred concept.

The winning artist(s) will be individually contracted by the Owner to develop the public art and to work with the project consulting team (developer, project managers, consulting engineers and public art consultant).

Artist Candidates:

Jennifer Sciarrino, Michael Vickers, David Trautrimas, Joanne Tod, Peter Bowyer, Vanessa Maltese, and Niall McClelland.

Jury Composition:

The jury will comprised of three (3) members as follows:

- A representative of the Owner or it's nominated representative
- Independent art experts of whom one is an artist and one is a resident of the ward

The two independent jury members will be drawn from the following pool:

- Bruce Lawson, former Chair of Art with Heart, Ward resident
- Kelvin Browne, Director of Gardiner Museum, Ward resident
- Robin Young, Art collector + Ward Resident
- Brian Rideout, Artist
- Jessica Carroll, Arts writer
- Betty-Anne Jordan, Independent curator
- Katharine Piro, Artist

The Owner has the right to veto the jury recommendation as per the terms of the agreement with the City.

Schedule:

TPAC Presentation:	June 23, 2015
Community Council:	September 8, 2015
City Council Approval:	September 30, 2015
Competition Commences:	After approvals are in place
Completion:	2018

ATTACHMENT #1: CRITERIA FOR SELECTION

EVALUATION CRITERIA	SCORE (0 – 10)	WEIGHT	TOTAL
1. Understanding of the Public Art Opportunity: <ul style="list-style-type: none"> · Idea is feasible and within budget · Suggests durable materials · Maintenance considerations 		4	
1. Integration with Site: <ul style="list-style-type: none"> · Successfully integrated with site and site features and not simply “tattooed” onto wall · Looks like art, not just an architectural feature · Successful past collaborations · Appropriateness/scale/practicality · Contributes to surrounding environment 		4	
1. Potential Impact: <ul style="list-style-type: none"> · Attract an audience and is “must see” · Scale + visibility · Enhances public realm 		3	
1. Distinctive Identity: <ul style="list-style-type: none"> · Original idea · Potential to create a unique statement for 43 Gerrard Street · Should work on a variety of levels, not simply the obvious 		3	
1. International Stature/ Recognition <ul style="list-style-type: none"> · International/national profile · Positive critical acclaim 		1	
1. Artist availability <ul style="list-style-type: none"> · Artist availability / other commitments · Single or team endeavour 		2	
1. References/ Recommendations by Past Clients or Curators		3	
TOTAL SCORE:			