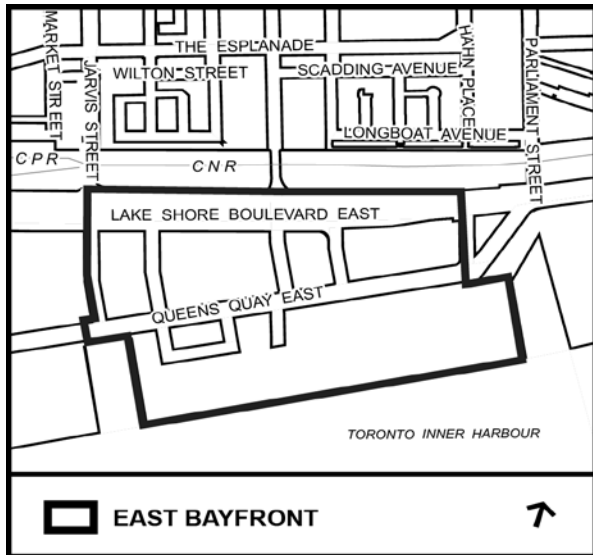


East Bayfront Public Art Master Plan

Date:	Oct 23, 2015
To:	Toronto and East York Community Council
From:	Director, Urban Design , City Planning Division Director, Waterfront Secretariat, City Planning Division
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2015\Cluster B\PLN\TEYCC\TE15136

SUMMARY

The purpose of this staff report is to seek City Council approval of the East Bayfront Public Art Master Plan which will be administered by Waterfront Toronto. The Plan, which is included as Attachment 1 of this report, was prepared by Waterfront Toronto in consultation with City staff, and outlines the methods through which public art will be commissioned within the East Bayfront precinct.



The East Bayfront Public Art Master Plan outlines the public art objectives and principles, as well as the methods by which Waterfront Toronto will implement a process to commission public art throughout the precinct. The art commissioned through this Plan will be owned and maintained by the City of Toronto.

The East Bayfront Public Art Master Plan provides a framework for the commissioning of artworks on prominent publicly-owned lands. The Plan meets the objectives of the City Planning *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 East Bayfront Public Art Master Plan attached (Appendix 1) to the report dated October 23, 2015 from the Director, Urban Design, and the Director, Waterfront Secretariat.
2. City Council authorize City staff to release public art funds to Waterfront Toronto that are received by the City for development sites in the East Bayfront Precinct, including public art funds that have been received for 261 Queens Quay and 12 Bonnycastle, following the completion of the agreement as outlined in Recommendation 3.
3. Council authorize the Deputy City Manager, Cluster B to execute, on behalf of the City, an agreement with Waterfront Toronto with respect to administration and oversight of the East Bayfront Public Art Master Plan as described in this report, on terms and conditions satisfactory to the Deputy City Manager, and in a form satisfactory to the City Solicitor.

Financial Impact

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

DECISION HISTORY

Planning for the development of precincts within the Central Waterfront was initiated with the adoption of the Central Waterfront Secondary Plan on April 16, 2003.

<http://www.toronto.ca/legdocs/2003/agendas/council/cc030414/plt5rpt/cl001.pdf>

The preparation of a Precinct Plan for the East Bayfront was undertaken jointly by the Toronto Waterfront Revitalization Corporation (now Waterfront Toronto) and the City, in consultation with the public and landowners in the area. Council adopted the East Bayfront Precinct Plan on December 7, 2005.

<http://www.toronto.ca/legdocs/2005/agendas/council/cc051205/pof10rpt/cl002.pdf>

In 2013, Waterfront Toronto began to work with City staff to prepare a draft East Bayfront Public Art Master Plan. In January 2014, a presentation of the draft was made to the Toronto Public Art Commission, for input and comment. Waterfront Toronto continued to work closely with City Planning (Waterfront Secretariat and Urban Design) and Economic Development and Culture (Public Art Office). On October 7, 2015, a revised East Bayfront Public Art Master Plan was presented to the Toronto Public Art Commission. Following some discussion on suggested amendments that are included in the attached Plan, the Toronto Public Art Commission recommended that the East Bayfront Public Art Master Plan be approved.

ISSUE BACKGROUND

The West Don Lands was the first waterfront precinct for which a public art master plan was developed. The West Don Lands Public Art Strategy (October 2009) provided a framework for integrating public art on public lands in the precinct and has largely been implemented (the final piece of art to be installed in early 2016). The West Don Lands are entirely publicly owned which gave Waterfront Toronto the ability to prepare the master plan and commission art works seamlessly within the master plan parameters.

This public art master plan is for the East Bayfront precinct, a 23-hectare former industrial area that was constructed from landfill in the 1950's. It is located in the downtown, fronting Lake Ontario to the south, Lake Shore Boulevard to the north, Lower Jarvis to the west and Parliament Street to the east. The East Bayfront zoning by-law sets out a minimum public art contribution of 1% of the gross construction of all buildings and structures. East Bayfront is a combination of public and privately owned lands, necessitating co-ordinating the development of a hybrid system for the collection of public art funds by the City and Waterfront Toronto.

COMMENTS

The East Bayfront Public Art Master Plan

The East Bayfront Public Art Master Plan provides strategies for public art installations to be commissioned in prominent public locations in the East Bayfront precinct and outlines the process for developers to fund artworks on public lands.

The Plan identifies a vision for public art locations that are highly visible, publicly accessible, support urban design initiatives and the Central Waterfront Secondary Plan policies. These sites and art will be unique to the East Bayfront precinct, and identified under the descriptions of "Thresholds, Connections and Destinations". The public art will be commissioned and installed by Waterfront Toronto, and owned and maintained by the City of Toronto.

Waterfront Toronto will oversee the identification of public art opportunities, art selection methods and implementation, in consultation with the appropriate City staff, for technical input and approval from the relevant divisions throughout the process. Waterfront Toronto staff will work closely with Arts and Culture Services staff who are responsible for the preservation of these artworks.

This report recommends that City Planning continue to secure the public art funds through development approvals, provide Waterfront Toronto with the collected funds, and initiate mechanisms to monitor expenditures.

Administration and Oversight

There are two ways that the City and Waterfront Toronto will secure public art funds in East Bayfront. With privately-owned lands, through Section 37 agreements, the City will secure public art funds from developers, collect the funds at the building permit stage and release the funds to Waterfront Toronto. With publicly owned lands, the City will secure the public art contribution value to be paid by Waterfront Toronto through Section 37 agreements. In such instances, Waterfront Toronto will receive these funds from their development partners and pay the funds towards public art on their behalf.

Waterfront Toronto will manage the selection of public art to be developed on public lands. The art selection methods are to be determined in consultation with the City, and will be managed in an open and transparent process. Art selection panels will be formed for each project including a majority of members with art expertise and some community representation. These competitions will include participation with the City's Arts and Culture Services, and a City of Toronto Technical Advisory Committee throughout the process. Ultimately, the City's Arts and Culture Services will provide sign off for the art work that is to be accepted by the City.

Waterfront Toronto will manage funds for public art on public lands by maintaining the funds in a separate account that is to be used exclusively for public art, including any interest earned on the funds. When an artwork is installed and handed over to the City, Waterfront Toronto will provide the City with 10% of the art's capital cost for maintenance of the artwork. Waterfront Toronto will provide annual reports to the City that will outline the East Bayfront art program including expenditures, account balances and proposed projects. The agreement will also contain a termination clause should the City wish to change this arrangement.

To date, two of Waterfront Toronto's development partners have provided the City with their public art contributions prior to the East Bayfront Public Art Master Plan approval. Tridel's Aqualina development at 261 Queens Quay provided the City with public art funds on January 30, 2015 and Great Gulf's Monde development at 12 Bonnycastle provided their public art funds on July 30, 2015. The City will release the funds to Waterfront Toronto provided that Recommendations 2 and 3 in this report are approved and an agreement between the City and Waterfront Toronto is executed that sets out the governance and financial requirements for public art in the East Bayfront.

The art commissioned through this Plan will be owned and maintained by the City of Toronto through the City's Public Art and Monuments Collection. Arts and Cultural Services staff have been circulated this report and are in agreement.

CONCLUSION

The implementation of a precinct-wide Public Art Master Plan is an exciting opportunity and has proven successful in the West Don Lands with the provision of public art on public lands. Waterfront Toronto and the City have worked closely together to develop this public art plan that can be implemented with funding from both Waterfront Toronto's development partners and private developers. The City further benefits in having these artworks added to the City's public art collection.

CONTACTS

Jane Perdue, Senior Urban Designer
Urban Design
City Planning Division
416 392-1304 jperdue@toronto.ca

Heather Inglis Baron, Project Coordinator
Waterfront Secretariat
City Planning Division
416 392-0420 hinglis@toronto.ca

SIGNATURES

Harold Madi
Director, Urban Design
City Planning Division

David Stonehouse
Director, Waterfront Secretariat
City Planning Division

ATTACHMENTS

Attachment 1: The East Bayfront Public Art Master Plan
Attachment 2: Letters in Support