



PUBLIC ART PLAN

151, 157, 161, 165, 167, 171, 173 and 177 Roehampton Ave.

and

140, 142, and 144 Redpath Avenue

Prepared for

CDF Roehampton Inc.

by

BRAD GOLDEN + Co

PUBLIC ART CONSULTING

08 MARCH 2016

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.

151, 157, 161, 165, 167, 171, 173 and 177 Roehampton Ave. and 140, 142, and 144 Redpath Avenue is a 543 unit, 38 floor residential development, serviced by three levels of underground parking. The ground floor of the project includes a cafe 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.

1.2 Relationship to adjacent site – 155 Redpath

The public art plan for the 150 Redpath site has been conceived as a companion to the, previously approved, public art plan for the adjacent site at 155 Redpath. The pairing of the two sites was anticipated in the architectural and landscape architectural design of both sites through the provision to interpret a “gateway” feature created by their physical and visual adjacency. To ensure that the design development schedule for the architectural design of 150 Redpath was able to accommodate the artist's vision, the ideas competition for the two sites was held simultaneously, on the basis of the approved public art plan for 155 Redpath which anticipated the public art plan for 150 Redpath.

1.3 Planning approval timeline

The public art plan for 155 Redpath was adopted by the City Council on June 10, 2015, without amendment, after previous adoption by Toronto and East York Community Council on May 12, 2015, without amendment. The public art plan was approved by Toronto Public Art Commission on March 11, 2015.

2.0 PUBLIC ART SITE AND OPPORTUNITIES

2.1 Overview

Through discussions with city planning staff, the developer, architect, landscape 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 pairing of this site, with the adjacent public art site at 155 Redpath, is 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 sites provide an opportunity for integration with the building; it was at the artist's discretion as to whether they engaged the Glazing and Soffit sites however, artists were required to address the primary Exterior Sites and to establish a connection between the adjacent art sites. The nature of this connection was at the artist's discretion.

2.2. Mandatory Art Site: Exterior Space

Continuous with and just north of the exterior space of the cafe patio, the primary art site is located at the northeast corner of the property. The art site is both accessible and visible to pedestrian and vehicular traffic. Artworks must remain within the property line.

2.3. Optional Art Site: Glazing

A floor to ceiling glass plane separates the exterior art space from the interior art space. Degree of transparency of this glass, especially through day, evening and night allows artists to address the daily shifting of the perceived depth of the two adjacent art spaces.

2.4. Art Site: Soffit

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

3.0 SELECTION PROCESS

An invitational competition was conducted as set out below:

The development team 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 were 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 were 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 were invited to present their proposal to the project jury. The jury then selected an artist for this project who will enter into an agreement with the developer to create the artwork. The project architect and landscape architect will work with the selected artist to ensure that the artwork is properly integrated into the building and landscape. The art consultant will facilitate this coordination.

4.0 BUDGET

Item	Budget
Total Project Budget	\$1,000,000 Fixed Amount
Artwork Construction Budget	\$865,000 Estimate (86.5% total budget)
Administration Allowance*	\$58,000 Estimate (5.8 % total budget)
Publicity	\$15,000 (1.5% total budget)
Maintenance Fund	\$30,000 Estimate (3% total budget)
Artwork Construction Contingency**	\$22,000 Estimate (2.2% total budget)
Artwork Integration Allowance***	\$10,000 Estimate (1.0% total budget)

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

** Any surplus in the Artwork Construction Contingency will be allocated to the Maintenance Fund and/or Publicity budget.

*** The Artwork Integration Allowance is to be applied to fees associated with the integration of the artwork into the building and landscape design. Any surplus in the Artwork Integration Allowance will be allocated to the Maintenance Fund.

5.0 JURY COMPOSITION

The five person jury was composed of:

Gayle Akler, President Sparkplug Inc., art collector, lives in the Ward
Melissa Bennett, Curator of Contemporary Art, Art Gallery of Hamilton
Robert Ouellette, Journalist, curator, founder of Mesh Cities
Rob Cadeau, Project Architect, Architects Alliance Architects
Matt Young, Vice President Development, CD Capital

6.0 JURY STATEMENT

The following statement was prepared by the local representative on the jury:

March 4, 2016

To Whom It May Concern:

I was very pleased to have participated as the local representative on the jury for the 155 and 150 Redpath Public Art Competition.

The adjudication process was conducted in a professional and conscientious manner by the public art consultant, Brad Golden. He made everyone feel very comfortable in expressing their opinion and he encouraged appropriate levels of discussion throughout.

The process did result in a unanimous selection and we were all very excited and impressed with the creativity of the chosen artist(s) at Blue Republic. They possessed a strong understanding of the strategy behind the public art project and expressed tremendous creativity and exploration in their solution.

Their proposed public art installation demonstrated an extremely imaginative way of linking both buildings and their inhabitants. It did this by exploring 2 and 3D inhabitants of imaginary galaxies and did this in a highly playful and colourful manner. The installation was judged to be highly interactive and the use of multiple mediums (glass, 3D and 2D sculpture) enhanced the interest value of the art. This installation will serve as a very imaginative gateway to these buildings on Redpath and will have both stopping power and strong interest value for years to come.

As a community member, I am looking forward to seeing the artwork produced and showcased in our community.

Yours Sincerely,

Gayle Akler
57 Lascelles Blvd.
Toronto, Ontario
M5P 2C9

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 30, 2016
Meeting of Community Council	May 10, 2016
Meeting of City Council	June 7-9, 2016
Artwork Development and Fabrication	Spring 2016 - Spring 2018
Artwork Installation	2018

(in sequence with building construction)

8.0 PROJECT TEAM

Developer: CDF Roehampton Inc.
Project Architect: Architects Alliance Architects
Project Landscape Architect: NAK Design Strategies
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 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.

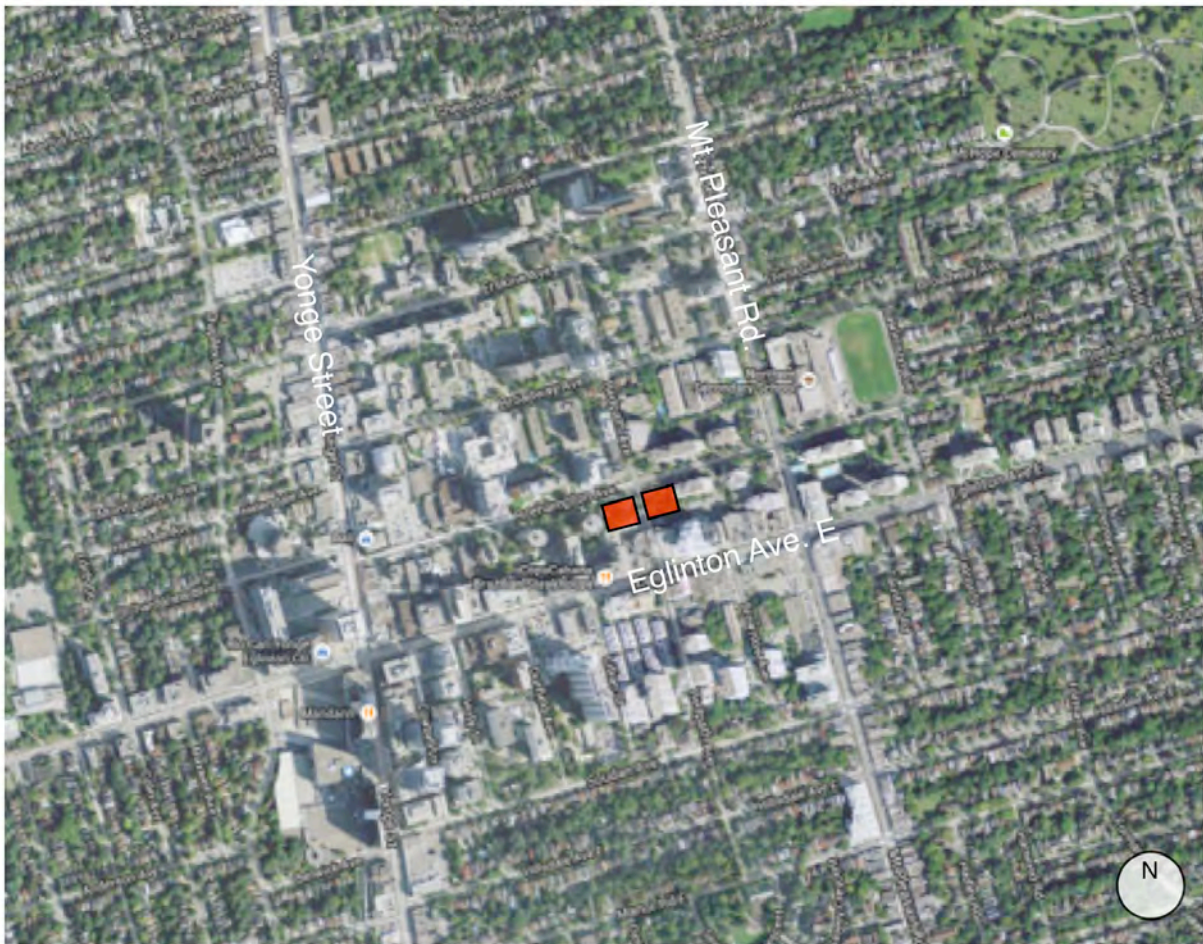
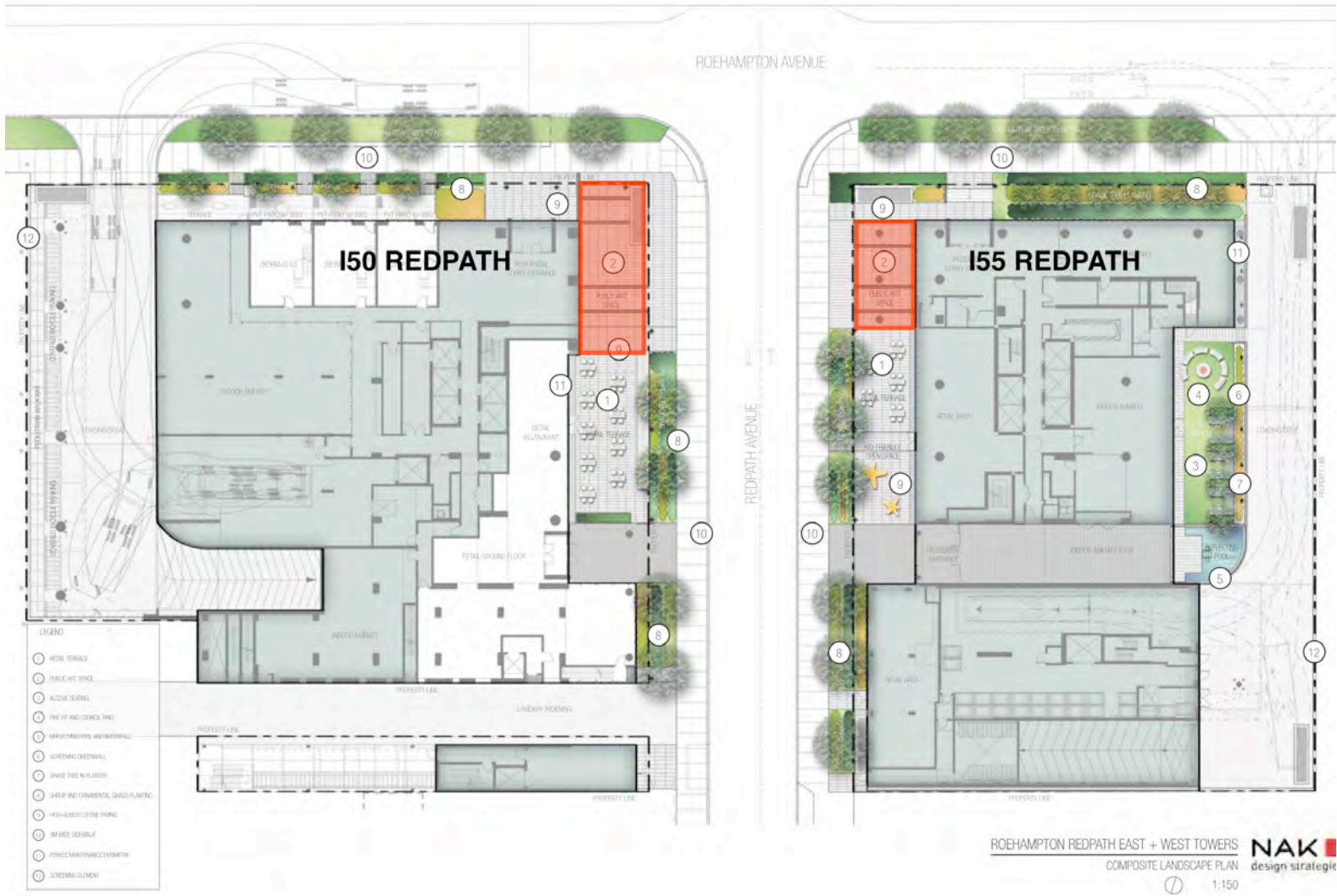


Figure 1 - Context Plan



Figure 2 - Site Plan




 Indicates Art Site

Figure 3 – Combined 150 Redpath and 155 Redpath Ground Floor Plans showing art sites



Figure 4 - View of Art Site from northeast - potential volume of artwork shown dotted