

Public Art Plan: 1 The Esplanade



Project Name: Backstage on The Esplanade
Address: 1-5 The Esplanade, Toronto, ON
Developer: Ferncastle (The Esplanade) Inc.
Prepared by: Karen + Ben Mills, Public Art Management
Date: June 16, 2016

Introduction

Ferncastle (The Esplanade) Inc is developing Backstage on The Esplanade, a new, 36-storey condominium tower located at the southeast corner of Yonge Street and The Esplanade in the heart of downtown Toronto. The building is immediately adjacent to the train tracks servicing Union Station as well as the Yonge St tunnel, connecting commuters with Lakeshore Rd, Queens Quay, and the Gardiner Expressway.

The building consists of a four-storey, limestone -clad podium and a 32-storey glazed tower atop, designed by Page + Steele/IBI Group. There is a 6th floor amenity space with condominium common area as well as an outdoor patio, BBQ and pool area. The building will also connect the PATH network to Union Station to the west.

The site is located immediately south of the iconic Daniel Libeskind-designed L Tower and the historic Sony Centre for the Performing Arts, southeast of the Hockey Hall of Fame, immediately east of Union Station, and in close proximity to St Lawrence Market, the Air Canada Centre as well as the Financial District.

This important site historically served the Yonge St. Pier and the former Baltimore and Ohio Rail Shed, moving goods and people in and out of the city on its Esplanade. Eventually lost to expanding rail lines and a bridge, this development has reclaimed the site from the rail corridor, presenting a unique opportunity for public renewal of The Esplanade at Yonge.

The St Lawrence neighbourhood is a rich mix of hotels, restaurants, retail shops, tourist attractions, theatres, parks, markets, and residential and office buildings making it one of the most diverse and busy areas of Toronto. The urban area immediately surrounding the building is very high-traffic, both in terms of pedestrian as well as vehicular, with many people using and passing by the site on a day-to-day basis.

The project is currently underway and the public art will be installed by 2018.

Project Team

Client:	Ferncastle (The Esplanade) Inc. (Castlepoint, Cityzen, and Fernbrook)
Architect:	Page + Steele/IBI Group
Public Art Consultant:	Ben + Karen Mills, Public Art Management

Section 37 Agreement Reference:

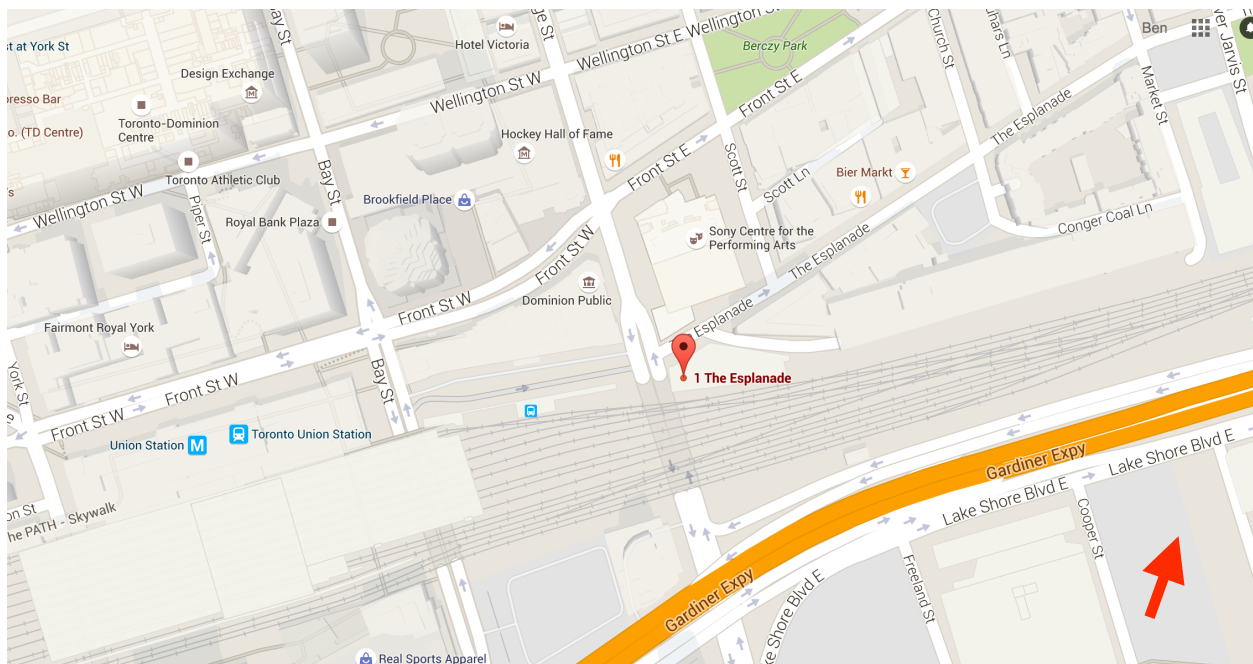
Pursuant to Section 4.1, Schedule D of the Section 37 Agreement between the Owner and the City:

“The Owner shall provide and maintain public art pursuant to a Percent for Public Art Program to be located on publicly accessible portions of the Site to a value of not less than one percent (1%) of the gross construction costs of all buildings and structures to be erected on the site.”

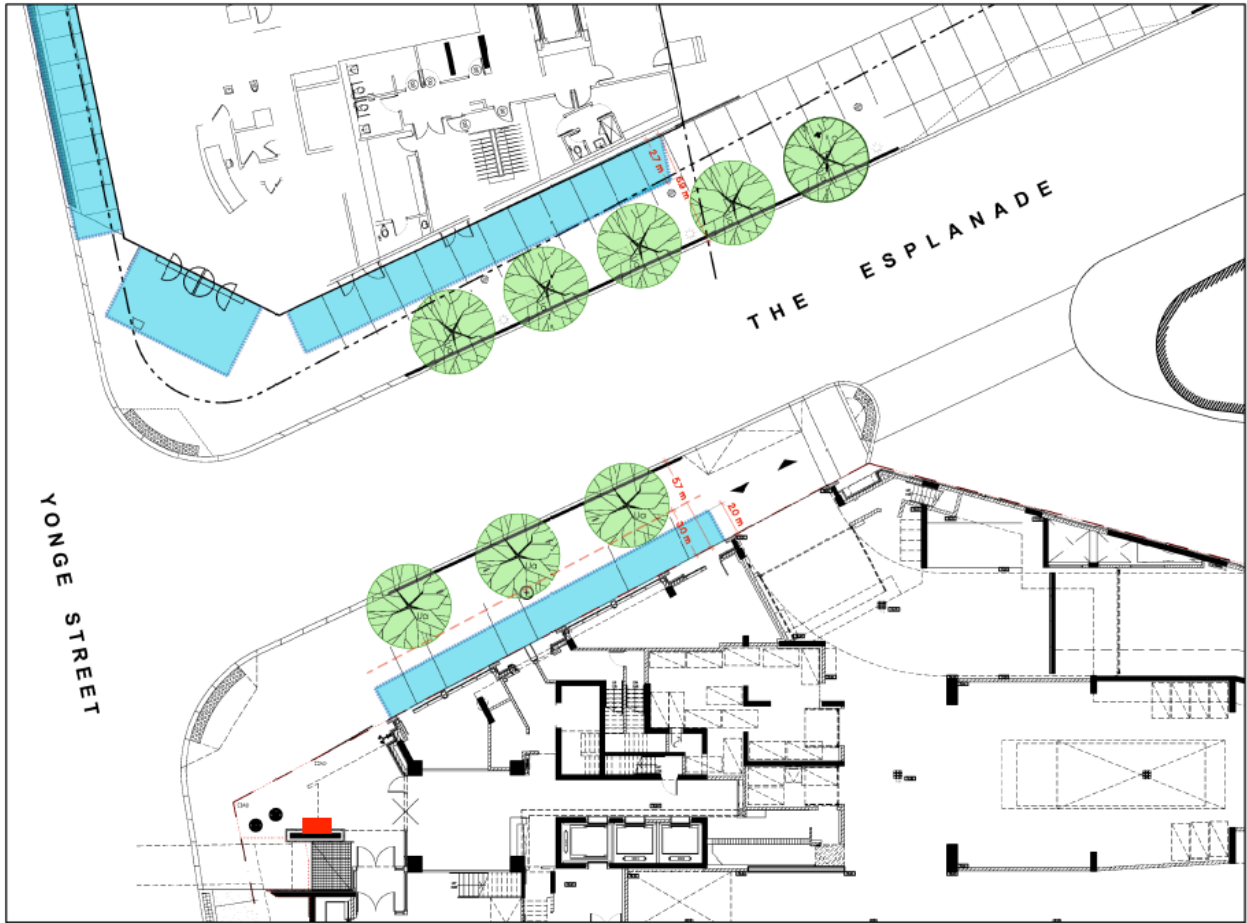
Public Art Objectives:

- Through a professional juried process, identify public art for the site that is of the highest quality and represents the best that contemporary art has to offer
- Will be appropriate for the site in scale, materials, execution and creativity, while respecting the modern classic style of architecture of the neighbourhood but without being didactic, prosaic, or historicist
- Be engaging for the public
- Act as a way finding beacon
- To provide an important opportunity for an artist to work with fabricators and skilled workers in the design, creation and installation of the public art
- Will be durable and require low/manageable maintenance requirements over the long term

Site In Context



Site Plan with Art Location (in red)



Art Location Context Rendering



Public Art Zone Description:

Location: Yonge St Facade:

The area for public art being considered is the north-facing exterior facade facing onto The Esplanade and Yonge St. indicated on the site plan and image above in red, located art the northwest area of the site. The public art zone will focus on spanning the area above the entrance, the area the most visible from a greater distance, and will continue down to the at-grade space immediately adjacent to the future PATH entrance. This location is very prominent in that it faces onto a major traffic artery and will be visible from several blocks away.

The area will be clad in a ceramic tile paneling system which is supported by a structural concrete column.

It is important to note that this art zone is located on publicly-accessible, privately-owned land, and would not be located on City-owned property, therefore the maintenance of which would be the responsibility of the Owner.

Budget:

Based on 1% as agreed upon between the Owner and City

The anticipated budget for the program: \$684,000.00

Administration Allowance, including

Competition administration through construction of art**:

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

Residual funds from any category above may be redirected to increasing the art fabrication allocation.

*** Including: preparation of Public Art Plan, presentation to TPAC, planning and administration of artists, assistance in short listing final candidates, preparation of Finalist Brief, management of jury sessions, assistance in preparation of artist agreement(s), post completion conferences with Owner and any other stakeholders, 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, hook-up, ESA inspections 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 interviewed and asked to provide a written Expression of Interest identifying their design fee as well as a signed Agreement to Propose. Owner team and art consultant will then review responses and identify Finalists, up to a maximum of four (4) artists. The Owner will select a mix of both emerging and established artists for the short list.

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. A draft of this will be circulated to City Staff in order to comment on any additional site history or context as well as City policy references which may need to be included.

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:

Sonny Assu, Vanessa Maltese, Kent Monkman, Sara Cwynar, Michael Krondl, Brent Wadden, Myfanwy Macleod, Dean Dreaver, assume vivid astro focus, Marman + Borins, April Hickox, Dagmara Genda, Marvin Luvualu Antonio.

Jury Composition:

The jury will comprised of five (5) 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, Ward resident and art expert
- *Gaetane Verna, Director of The Power Plant
- *Katharine Harvey, Artist + Ward resident
- Jennifer Simaitis, Works at The Power Plant
- *Stefan Hancherow, Independent curator

- Betty-Anne Jordan, Independent curator and arts writer
- Dana Slijboom, Artist
- Suzanne Kavanagh, Ward resident + Professor at George Brown

* *Indicates candidates who have public art jury experience.*

City staff will be notified in advance of the composition of the five member jury, in addition, the chair of the Jury will be notified of the shortlisted artists prior to commencement of the competition.

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

The consultant team will also endeavour to meet with representatives of the local BIA as well as members of the St Lawrence Neighbourhood Association to discuss the public art for this project.

Schedule:

TPAC Presentation:	June 22, 2016
Community Council:	September 7, 2016
City Council:	October 5/6/7, 2016
Competition Commences:	After approvals are in place
Artist Selection:	Q4 2016 - Q1 2017
Artwork Fabrication:	Q2 2017
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 Project: <ul style="list-style-type: none"> • Successfully integrates with site or site features; not simply an architectural feature • Appropriateness/scale/practicality • Contribute to urban environment • Durable, structurally sound 		4	
1. Potential Impact: <ul style="list-style-type: none"> • Enhances views looking south along Yonge St and east from GO terminal • Scale/ visibility • Improves public realm 		2	
1. Distinct Identity: <ul style="list-style-type: none"> • Original idea • Potential to create a unique statement for facility + area • Should work on a variety of levels, not simply the obvious 		3	
1. Artist availability <ul style="list-style-type: none"> • Artist availability / other commitments • Single or team endeavour 		2	
1. References/ Recommendations by Past Clients		3	
TOTAL SCORE:			