

Attachment 1: Section 4-8





4.8

ARTS AND CULTURE

A thriving arts and culture scene contributes to the individuality of a city, drawing talent, jobs and a host of interesting events. Toronto is recognized world-wide for our cultural venues, festivals and attractions, and for our arts and music scenes. Arts and culture within the urban landscape assists in creating a sense of place, a feeling of belonging and provide cultural enrichment for Torontonians and visitors. The city's expanding public art collection, both public and private, has created landmarks throughout the city and contributes to the identity and character of many of our neighbourhoods and districts.

Introducing new and enriching existing arts and cultural offerings has been a long-term objective of revitalization efforts to date in the Central Waterfront. The City's 2001

Waterfront Culture and Heritage Plan identified the Port Lands as having significant opportunities to incorporate major cultural festival sites to celebrate all aspects of the waterfront and Toronto's history. The Port Lands, itself, is already home to numerous cultural industries and events that have a city-wide, regional and even global audience.

As the Port Lands transformation unfolds over the coming decades, arts and culture will continue to have an important role to play. A culturally vibrant Port Lands will provide an exciting environment to live, work and play in, and will create a renewed awareness of the Port Lands' past. It has the potential to attract further investment while contributing to the image of the city on the international stage.

Principles that will guide arts and culture in the Port Lands consist of:

- Providing opportunities for artists and arts and cultural organizations to take risks, innovate and create unique art installations, cultural institutions and events that respond to emerging needs identified through regular consultation;
- Enlivening and animating the different districts in the Port Lands with permanent public art installations that contribute to the identity and character of the Port Lands, showcase key features and contribute to a high-quality public realm;
- Providing opportunities within the Port Lands landscape for temporary art works, performances and events that attract people year round to the Port Lands subject to appropriate funding sources and partnerships;
- Establishing a network of arts and cultural infrastructure as a pillar for the area's transformation and to attract creative talent to the Port Lands; and
- Continuing to support and foster the film, television and digital media sectors in the Port Lands, while attracting new, synergistic, creative sectors to locate in the Port Lands.



Luminato at the Hearn

4.8.1 Public Art

A coordinated Central Waterfront public art program for both public and private developments has been a tenet of the Central Waterfront Secondary Plan since it was adopted by Council in 2003. Across the Central Waterfront, new, inspiring public art installations are being planned and implemented as part of delivering a high-quality public realm.

A coordinated public art approach for the Port Lands is being advanced in this Framework, and will be more fully developed in consultation with various arts communities and relevant stakeholders connected directly or indirectly with the area as more detailed planning gets underway. The approach provides a foundation for the development of public art strategies during precinct planning, and for more detailed public art plans at the time of development or during detailed design.

A variety of public art installations and performances will be pursued in the Port Lands. However, the identification of permanent public art installations will anchor the strategies and plans that will be developed. Permanent public art will create new landmarks, as well as highlight the unique and memorable districts, natural areas, waterways, gateways and heritage resources. They will showcase points of public focus where place, geography, history, ideas, and icons fuse together to provide a dialogue about the Port Lands' past, present and future. Temporary public art works and installations could further enrich the landscape by complementing permanent works and responding quickly and powerfully to emerging trends.



Dan Corson's solar powered flower installation: Sonic Bloom



Flotsam and Jetsam made of castoff plastic - temporary art installation as part of the Winter Stations Design Competition

Permanent Public Art

Permanent public art in the Port Lands will become part of the City of Toronto's **Public Art and Monuments Collection** and will provide a legacy for the future. Permanent public art consists of permanent art works and installations that will be procured and maintained in accordance with the City's policies and practices such as through the City's **Percent for Public Art Program**. Major capital public works, along with redevelopment of municipally-owned land, will allocate one per cent of capital budgets towards the provision of permanent public art works in the Port Lands.

On privately-owned land, permanent public art installations within publicly accessible or visible areas will be encouraged, particularly for significant development exceeding 10,000m². Additionally, the pooling of any public art contributions will be encouraged. This will enable the commissioning of more significant art works as part of the Port Lands. The creation of

a Port Lands' public art collection to raise awareness for the area, and in recognition of the significant public investment associated with the Transformational Moves in this Framework, is desired.

Temporary Public Art

Temporary public art will also be encouraged in the Port Lands and contribute to a pop-up culture, as well as respond to the early activation projects identified in Section 4.12. Such installations and interventions can provide additional opportunities for diverse artists and communities to intersect and interact in the Port Lands public spaces and catalyze cultural activity in the area.

Temporary public art could include short-term art interventions and ephemeral artworks such as sculptural and installation works, performance and conceptual works, experimental works exploring new mediums and approaches that use light, sound or new technologies. Public art events such as artist talks, symposiums, festivals and curated programs of performance art and artist residencies could also be contemplated.

While temporary public art is an important part of the overall conceptualization of public art in the Port Lands, alternative funding sources and partnerships for temporary public art works are required. These types of installations and works are not eligible to be funded through the use of Section 37 under the Planning Act or from contributions associated with major capital works. Alternative funding sources could include grants, philanthropy or sponsors.



Jeppe Heine's "Labyrinth NY" Installed in Brooklyn

Opportunity Sites, Areas and Themes

With its existing built and natural heritage, along with the future river valley, Don Greenway, expanded McCleary Park, waterways, streets and the creation of a series of unique and memorable districts, the Port Lands' landscapes will provide powerful inspiration for artists. Industrial remnants, like the Commissioners Street "power towers", for example, could be creatively reimagined and celebrated. The historic silos could also provide a canvas for murals, graffiti art, light installations and other artworks, as well as infrastructure for a platform-based program of public art.

Initial opportunity sites and areas for both permanent and temporary public art installations are shown on Figure 70. These sites and areas will be highly visible, densely-trafficked areas and would afford unique opportunities for public art. To maximize investment and capitalize on the Port Lands' existing and future attributes, the

opportunity sites are organized within thematic areas.

Gateways and Bridges

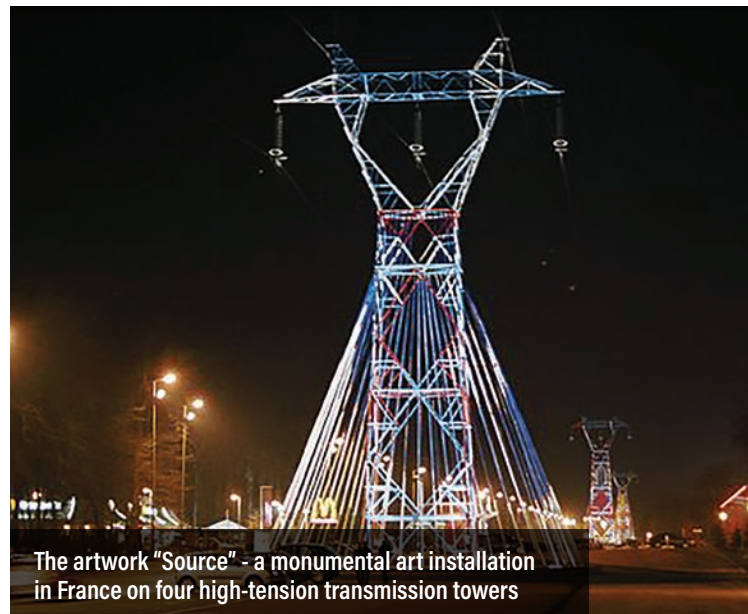
The Port Lands will be connected to the rest of the City by six signature streets, each representing a gateway into the Port Lands. Public art at these gateways will welcome people as they arrive in the Port Lands and to the different districts. Much like the signature streets, the public art can reinforce the distinct character of both the streets and district.

Heritage and Destination/ Catalytic Uses

The many iconic heritage buildings and cultural landscapes will become catalysts for revitalization and redevelopment. Further, the **Destination and/or Catalytic** uses proposed are envisioned as major cultural or institutional uses that will have unprecedented potential to draw people to the area.



Murals painted on silos in Granville Island



The artwork "Source" - a monumental art installation in France on four high-tension transmission towers

Parks and Natural Areas

The Port Lands will showcase some of the most spectacular, picturesque parks, open spaces and natural areas in the city. Public art will be used to further enhance these parks and natural areas. Aboriginal and First Nations history may also be celebrated through installations that interpret traditional usage of the lands. This in turn could raise public awareness and facilitate a deeper understanding of the history and ecology of the area. Recognition of First Nations history in relation to the mouth of the Don River and the former Ashbridges Marsh provides fertile ground for public artwork.

Water and Port

The celebration of water is a central theme of the Framework, including the recognition of waterways not found elsewhere in the city. Equally important is the recognition of the Port Lands as Toronto's historic port area and the sole remaining operating port. Public art adjacent to, or in, the waterways, such as the Keating Channel and Ship Channel, will showcase and tell Toronto's working harbour story and its role in the development of the city.

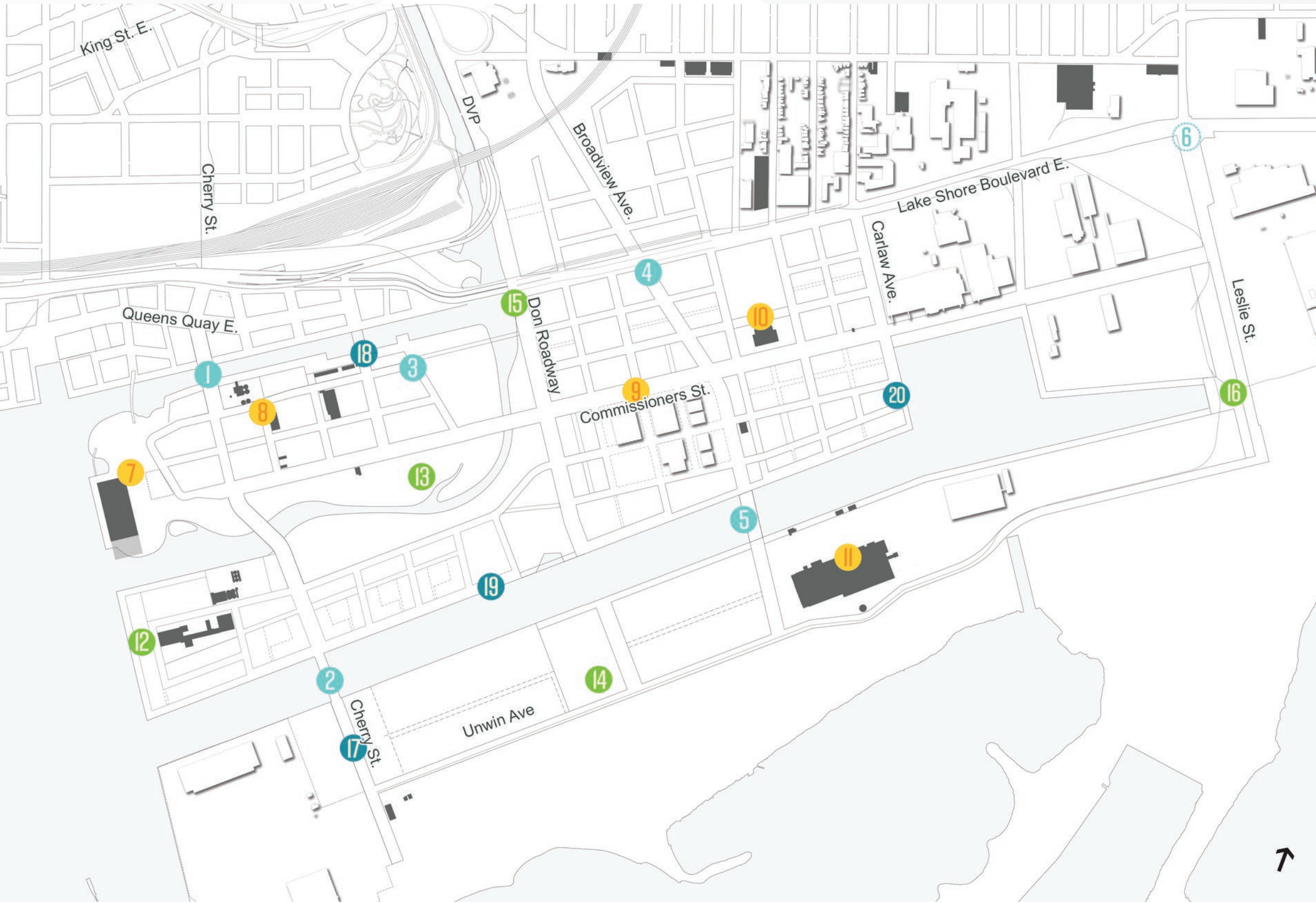


First Nations inspired public art in Vancouver, BC



Futurefarmers, Flatbread Society, Oslo, Norway - portable bread oven in a canoe

Figure 70: Public Art Opportunity Sites



- GATEWAYS AND BRIDGES
 - 1 Cherry Street + Keating Channel
 - 2 Cherry Street + Ship Channel
 - 3 Villiers Street
 - 4 Broadview Avenue
 - 5 Broadview Avenue + Ship Channel
 - 6 Leslie Street

- HERITAGE AND CATALYTIC
 - 7 Promontory Park
 - 8 Keating/Cherry Street Cultural Corridor
 - 9 Commissioners Street
 - 10 Commissioners Incinerator
 - 11 The Hearn

- PARKS AND NATURAL AREAS
 - 12 Polson Point
 - 13 River Valley
 - 14 Don Greenway South
 - 15 Don Greenway North
 - 16 Leslie Street Slip + Leslie Street Greening

- Water and Port
 - 17 Maritime Hub
 - 18 Keating Channel
 - 19 Ship Channel
 - 20 Turning Basin

Public Art Strategies and Plans

The opportunity sites, areas and themes identified above provide a starting point for the development of Public Art Strategies during precinct planning and Public Art Plans during the development review process and as part of major capital projects. Additional considerations for public art as part of the development of Strategies and/or Plans include:

- Ensuring that public art is located in publicly accessible spaces, including within future public street rights-of-ways and parks and open spaces;
 - Capitalizing on the area's character-defining elements;
 - Ensuring that public art is of the highest caliber using innovative and environmentally sustainable practices; and
 - Promoting an awareness of the area's past while at the same time complementing existing and future industries that will locate in the area.
- Identify priority locations for public art in recognition of the precinct's vision, the local street and block pattern and approach for the public realm;
 - Identify different types of potential public art installations and themes in recognition of precinct features and characteristics, as well as potential target audiences;
 - Identify temporary public art opportunities, including potential strategic partnerships and alternative funding sources to be secured; and
 - Identify a phasing plan and budgetary strategies.

Public Art Strategies

Public Art Strategies developed during precinct planning will refine and further detail the direction articulated within this Framework. The Strategies will continue to be high-level guiding documents, providing flexibility for the development of Public Art Plans. The Public Art Strategies will:

- Outline more detailed goals and/or principles for public art as they apply to the precinct;

Public Art Plans

The development of detailed Public Art Plans will be undertaken closer to when development is anticipated on municipally-owned land, during detailed design for major capital works or as part of securing on-site public art contributions from private development. The Public Art Plans will be developed in accordance with the City's **Percent for Public Art Guidelines**. They may apply to a particular development phase or project within a precinct or a specific capital works project and will align with any applicable Public Art Strategies or this Framework. They will include project objectives, site identification and opportunities, estimated budget, proposed art selection method, potential artists and selection jury, projected schedule and a public relations strategy.

4.8.2 Culture

Cultural and creative industries are an important element for the regeneration and renewal of the Port Lands. A culturally vibrant Port Lands will be more exciting to live and work in. It will attract economic investment, contribute to the Port Lands image and brand, and support the social and cultural health of the city.

The Port Lands is already home to a number of creative industries and has been cultivating its identity as a hub of cultural activity over the years. Recent events hosted in the Port Lands have elevated this area as both a destination, but also an incubator for pop-up culture. The Luminato Festival adaptively re-used the Hearn Generating station in 2016 for its festival, incorporating

artistic interventions and installations, multiple performance events and a fully functioning restaurant in the former electrical control rooms of the power station. Additionally, the music festival NXNE has been utilizing the Port Lands current tracts of vacant and underutilized lands for an outdoor, live music venue.

In the short-term, the large, outdoor festivals and other temporary, cultural attractions like the Luminato Festival and Cirque de Soleil, will continue to take place and be encouraged. In the longer-term, and as areas redevelop, new venues and the tactical use of the Port Lands' parks and open system will enable cultural events to enliven the Port Lands landscape and bring visitors in both large and small numbers.



Kunststad ('Art City') NDSM, Amsterdam - a architectural monument housing some four hundred artists, designers, architects and set designers

There is significant potential to continue to nourish the Port Lands as a place for cultural and creative uses, and further develop cultural infrastructure and uses as the area transforms. Realization of the **Seven Destinations Transformational Moves**, and the range of land uses contemplated in the Land Use Direction will enrich the Port Lands as a place to visit, in addition to being a great place to live and work. New cultural and institutional uses will be targeted throughout the Port Lands, but in the areas identified for **Destination and/or Catalytic** uses in particular.

The City, Waterfront Toronto and other development partners will need to play an active role in promoting and

delivering cultural infrastructure in the Port Lands. In redeveloping areas, the provision of gallery spaces, museums, venues for performing arts and live music, and other cultural uses and partnerships will be actively pursued.

The design of major parks and open spaces will consider opportunities for hosting large, public cultural events and festivals, and other opportunities that capitalize on the Port Lands assets for cultural events will be identified. The development of affordable accommodation for artists and studio workspaces for creative practitioners will be encouraged and promoted. This will not only ensure further opportunity to diversity the future population, but also give rise to additional enterprise and employment in the creative sector.



Concert in Brooklyn Bridge Park

4.8.3 Recommendations

Art and cultural uses/activities will have an important role to play in the Port Lands. Central to the vision for the Port Lands is to create a place that is teeming with activity that enlightens, inspires and entertains. The recommendations identified below build on the many successes already attained in the Port Lands, and will help to shape and define the Port Lands' character.



Development on land that is privately owned, as of the date of adoption of this Area Specific policy, will be encouraged to participate in the City's **Percent for Public Art Program**. Specifically, public art contributions will be encouraged to be pooled toward a larger coordinated public program within publicly owned parks, open spaces and streets given the significant public investment associated with these areas.



Permanent public art installations and/or contributions will be secured for all development on land that is municipally owned as of the date of adoption of this Framework, and for major public works projects in accordance with the City's **Percent for Public Art Program**.



Public art is to be located in publicly accessible areas and sites visible from public streets, intersections, public plazas, parks or other publicly accessible civic spaces. Opportunity sites, areas and themes for locating public art include:

- Gateways and bridges;
- Sites or areas with heritage resources or **Destination and/or Catalytic** uses;
- Parks and natural areas; and
- Waterways and the port.



Public art installations should be diverse, including installations that reflect the history of the Port Lands and First Nation's history and culture. Artists will also be encouraged to use sustainable materials and/or practices.



Public Art Strategies developed during precinct planning will:

- Outline more detailed goals and/or principles for public art as they apply to the district;
- Identify priority locations for public art in recognition of the precinct's vision, the local street and block pattern and approach for the public realm;
- Identify different types of potential public art installations and themes in recognition of precinct features and characteristics, as well as potential target audiences;



Official Plan Policy Direction



Future Follow-on Work



Continued Consultation

- Identify temporary public art opportunities, including potential strategic partnerships and alternative funding sources to be secured; and
- Identify a phasing plan and budgetary strategies.



Public Art Plans, in accordance with the City's **Percent for Public Art Guidelines** and in alignment with any applicable Public Art Strategies, will be required for:

- Permanent public art installations associated with development on municipally-owned lands or for major capital works. Public Art Plans will be developed when development will occur within the district or for each phase of development, and/or when a major capital works project is at detailed design; and
- Permanent public art installations on privately owned sites secured through the development review process. The Public Art Plan will be developed at the time of Site Plan Control or prior to the issuance of above-grade building permits.



The City will encourage and facilitate:

- The development of a range of tourist attractors, high profile events, street festivals, permanent destinations, venues for performing arts, and cultural attractions and centres capable of drawing visitors both in large and small numbers;
- New cultural facilities in the Port Lands that both complement the desired mix of uses and activate areas;
- Affordable rental housing that caters specifically to artists or other creative sector employees/entrepreneurs to attract creative practitioners to live in the new communities; and
- Arts and cultural companies to locate in the area.



A Port Lands Cultural Plan should be prepared with involvement from the City's Economic Development and Culture and Parks, Forestry and Recreation Divisions, Waterfront Toronto, arts and cultural organizations, and the private sector to further identify cultural activities, incentives and public actions that can be taken to solidify the Port Lands as a hub for cultural and creative activity.



First Nations will be consulted in the development of Public Art Strategies and Plans.



Various arts communities and relevant stakeholders connected directly or indirectly with the area will be consulted in the development of more detailed Public Art Plans or Strategies.



Official Plan Policy Direction



Future Follow-on Work



Continued Consultation