



23 February 2018

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Via email to: edc@toronto.ca

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Re: Item ED27.6 Redefining Public Art in Toronto

Dear Chair and Members of the Economic Development Committee:

I am writing with enthusiastic support for a review of the report, *Redefining Public Art in Toronto*, in consultation with its authors and stakeholders. This joint report by researchers from OCAD University and the University of Toronto was undertaken to study Toronto's commitment to public art and its vision for the future.

While the city has seen a tremendous growth in public art after decades of significant investment, it has also lagged behind peer international cities in investment and overall initiative. With its diverse population, ongoing development, and strong public institutions, Toronto is poised to become a leader in public art, if it renews its commitment with recommended changes in the report.

Among our key findings, we identified several gaps and challenges including a lack of a master plan, public art "deserts" outside of intensive development zones, insufficient policy tools and bylaws, and a lack of dedicated funding source. The report makes a number of immediate and midterm recommendations, including a single public art office coordinating existing efforts in EDC and Planning, as well as a working group of stakeholders to develop a master plan and a timeline of actionable proposals for implementation.

I strongly support this first step to have Economic Development & Culture and City Planning staff review our report's findings and recommendations. Importantly, a

preliminary staff report in 2018 before end of term would allow the Committee and staff to move ahead on the report's most immediate recommendations.

Thank you in advance for your support of this review. I look forward to working with staff, committee members and other stakeholders to realize a renewed vision for public art in Toronto.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Sara Diamond". The signature is fluid and cursive, with the first name "Sara" and last name "Diamond" clearly distinguishable.

Dr. Sara Diamond, O. of Ont., RCA
President and Vice-Chancellor, OCAD University

cc: Mayor John Tory
Councillor Joe Cressy
Councillor David Shiner, Chair of Planning & Growth Management