

# Public Art Plan – Artists' Alley



Address: 234 Simcoe St. / 121 St. Patrick St., Toronto, ON

Owner: Lanterra 234 Simcoe Realty Limited

Prepared By: Emma Richan, Richan Art

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# 1. Introduction

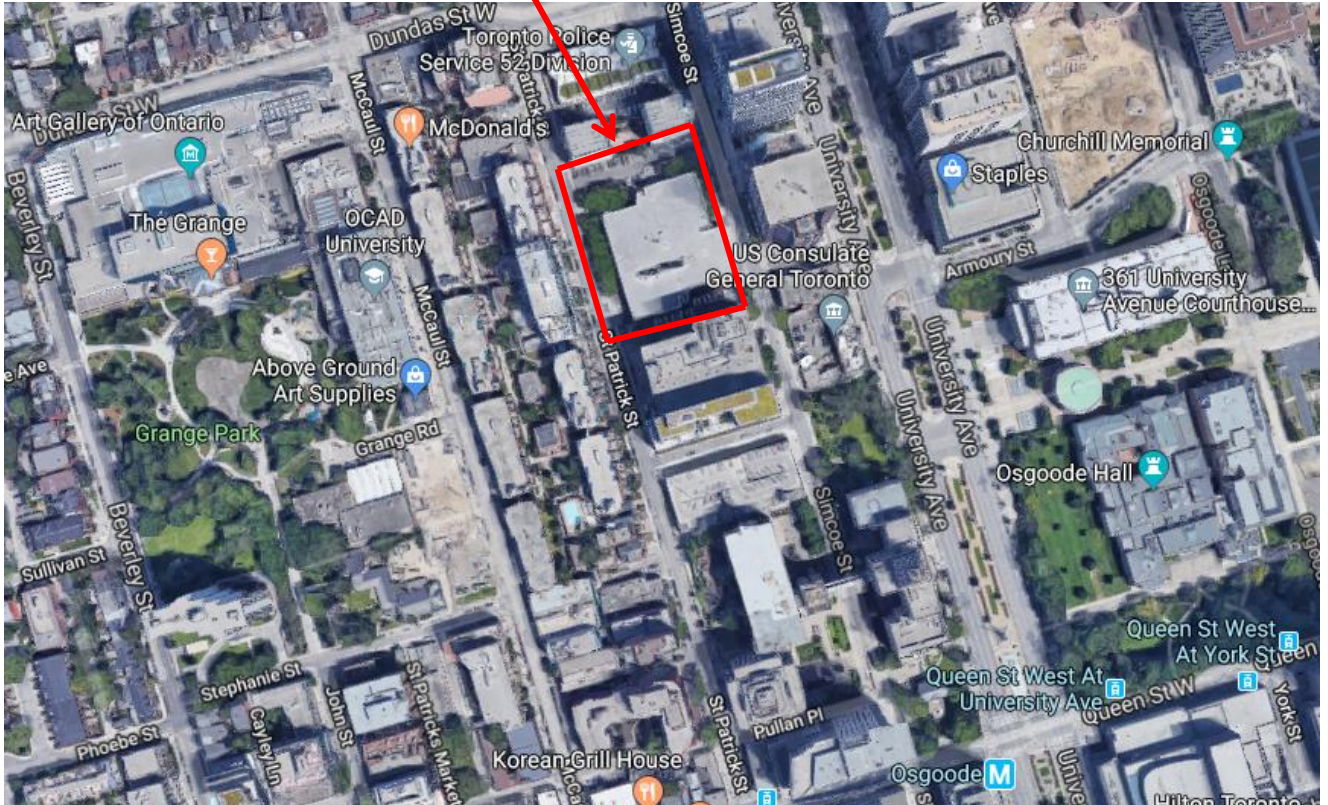
## a. Developer Background

Multi-award-winning Lanterra Developments has established a reputation as a company that creates landmark residential communities admired for their exceptional architecture, brilliant interior design and an array of amenities that make urban living exciting and vital. Their commitment to public art has been an enduring aspect of their community-building philosophy.

Led by Chairman Mark Mandelbaum and President and CEO Barry Fenton since its inception 20 years ago, Lanterra Developments is firmly committed to delivering state-of-the-art urban environments with exceptional value. The firm has been honoured locally by the Greater Toronto Home Builder Association (now BILD) as Project of the Year for Toy Factory Lofts, Project of the Year for The Residences of Maple Leaf Square, Best Model Suite for Neptune at WaterParkCity, and earned international recognition at the prestigious Nationals for Murano, Toy Factory Lofts, The Residences of Maple Leaf Square, and ICE Condominiums at York Centre and Rodeo Drive Condominiums.

## b. Site Location

Site Location

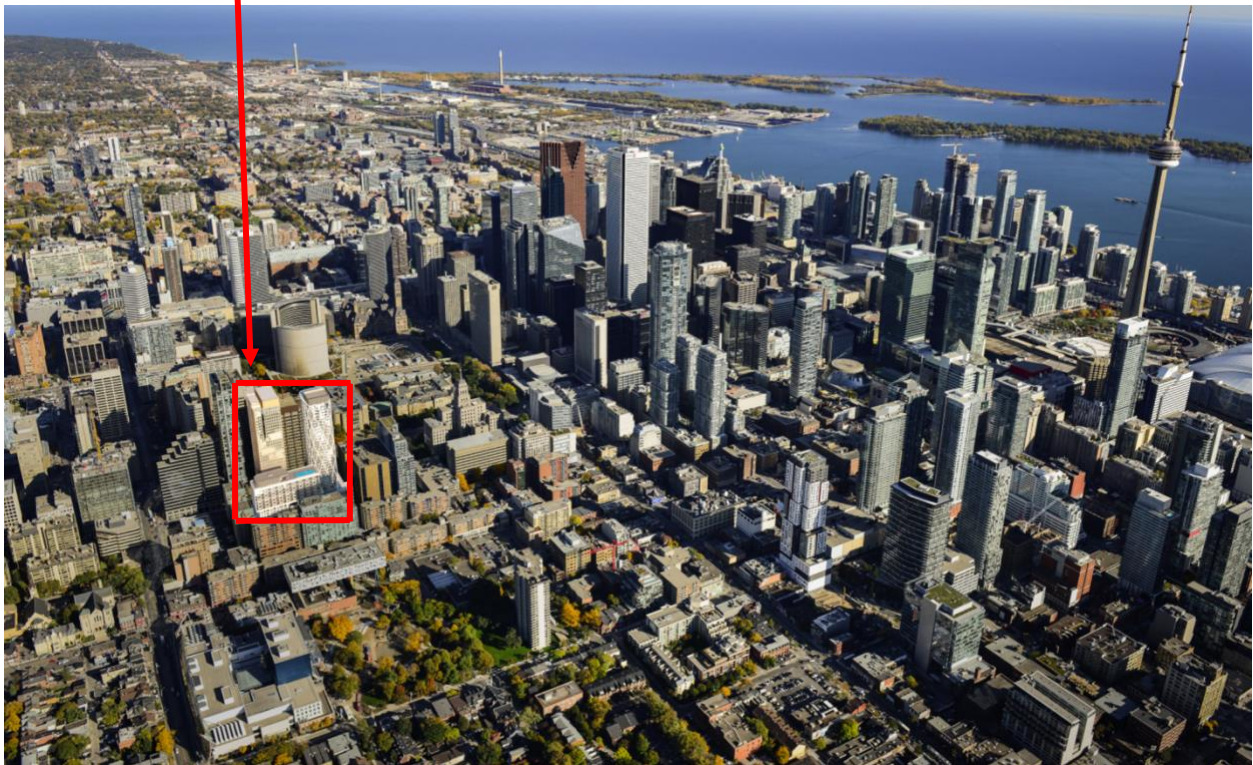


Site location and surrounding streets. Image captured from Google Street View.

## c. Site Context

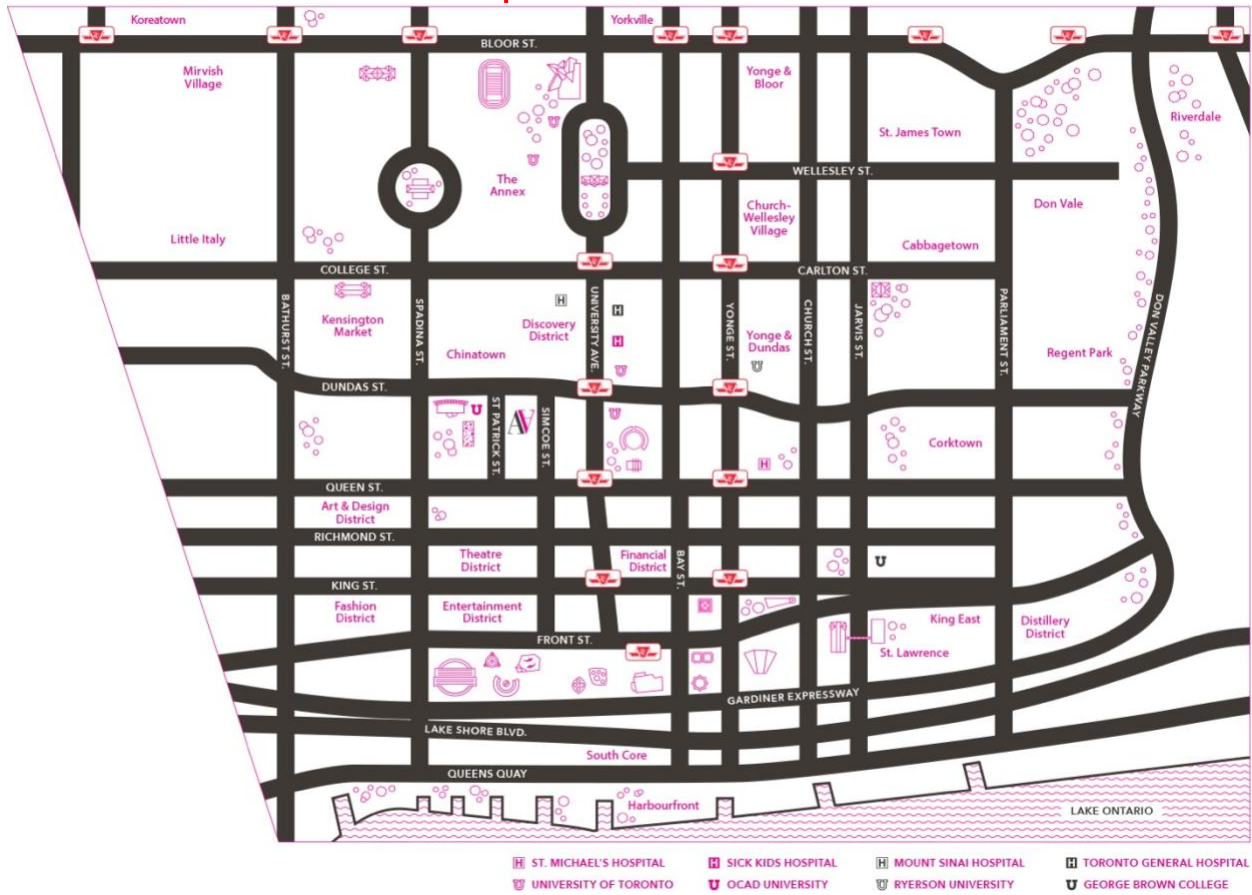
The project will be situated in an area well known as a destination for art lovers, art students, and art collectors at local, national, and international levels. The neighbourhood is home to the Art Gallery of Ontario, OCAD U, art supply retailers, high end commercial art galleries, and a fine art auction house. The site is also located within a vibrant residential neighbourhood. From the site, residents will be walking distance from the theatre, opera, gourmet dining, trendy boutique shops, and entertainment experiences.

### Site Location



Aerial view of site. Image courtesy of Lanterra Developments.

Site Location



Map of notable sites and neighbourhoods nearby. Image courtesy of Lanterra Developments.

## d. Description of Development



Exterior view from St. Patrick Street. Image courtesy of Lanterra Developments.



Exterior view from Simcoe Street. Image courtesy of Lanterra Developments.

Lanterra 234 Simcoe Realty Limited (Lanterra Developments) is proposing to construct three mixed-use office and residential towers of 39, 35, and 17 stories respectively, at 234 Simcoe St. and 121 St. Patrick St., located in Ward 10 (Spadina-Fort York) in downtown Toronto. The project is located at the south-west quadrant of Dundas Street West and Simcoe Street, between Simcoe Street and St. Patrick Street. Major surrounding streets include University Avenue to the east, Dundas Street West to the immediate north, Spadina Avenue to the west, and Queen Street West to the south. The site is a short walking distance to the St. Patrick and

Osgoode TTC Stations, as well as streetcar stops along Dundas Street West, Queen Street West, Spadina Avenue, and University Avenue.

Artist's Alley is a master-planned mixed-use community with residential, office, and retail, distinguished by an "alley," or pedestrian-only passageway, that connects Simcoe Street with St. Patrick Street. This passageway will be a bustling promenade lined with shops, cafes, and public art, making it a place to meet, socialize, relax, and people-watch. The amenities within the passageway will strengthen the entire community and neighbourhood beyond the residents of the development.

The project is being designed by Hariri Pontarini Architects and NAK Design Strategies.

## 2. Historic Context

Artists' Alley will be situated in the north-east part of Ward 10 – Fort York Spadina, an area that maintains its historical roots as a dense urban area of great diversity.

To the near west of the proposed development is a vibrant Chinatown with a rich history as the first concentrated neighbourhood of Chinese immigrants in Toronto. The area is also historically home to a large Jewish community, and several Orthodox synagogues and community landmarks still punctuate the neighbourhood. A contemporary artist-run exhibition space called Fentster (“Window” in Yiddish) is one of the many examples of how current residents of the Ward pay homage to the community’s history. Last year, Toronto-based and Beijing-born Shellie Zhang created an installation for Fentster that spoke to both Chinese and Jewish communities.

Celebrated Canadian historical artists such as Group of Seven painter Lawren Harris (1885-1970) famously painted the Ward area’s humble homes during the 1910s. Many of these paintings now hang in the Art Gallery of Ontario (AGO), a world-class art museum located in the same Ward. Another important institution in the area is OCAD U, where many members of the Group of Seven, including Lawren Harris, attended or taught art classes. The AGO and OCAD U remain cultural and intellectual gathering spaces in the area and are only steps away from the Artists’ Alley site.

This neighbourhood provided refuge for Emma Goldman (1869-1940), the infamous anarchist-activist and prominent feminist, beginning in 1926. A City of Toronto plaque on Spadina celebrates her presence in the neighbourhood, and the new Grange Park behind the Art Gallery of Ontario includes an engraved quote by Goldman in the walk way leading into the park from the south. Another historically significant activist who shaped this area is George Brown, the renowned journalist and politician who played a major role in instituting the Anti-Slavery Society of Canada in 1851. The area remains an active hub of the Canadian contemporary art scene and long-standing neighbourhood institutions such as Gwartzman’s Art Supplies continue to serve this thriving arts community.

The area, extending out to other parts of Toronto, is traditionally significant to Indigenous Peoples, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples.

According to the City of Toronto's 2016 Census, Ward 10's population grew 102.3% between 2006 and 2016. Of the people living in this area in 2016, 43% were visible minorities, and 35% had a mother tongue other than English or French.

### **3. Selection of Option**

**As per Section 37 Agreement, Schedule G, Section 5, the Owner has elected Option 2:**

*Section. 5 “(b) Option 2 – The Owner will commission Public Art equal in value to the Public Art Contribution, and such Public Art will be located upon the Site or on City-owned lands in accordance with the provisions of this Section”*

### **4. Project Team**

**Owner/Client:** Lanterra 234 Simcoe Realty Limited

**Professional Consultants:**

Architect: Hariri Pontarini Architects

Landscape Architect: NAK Design Strategies

Public Art Consultant: Emma Richan, Richan Art

## **Consultation Process:**

In compliance with the Schedule G, Section 4 of the Section 37 Agreement dated July 24, 2018 and entered into by 234 Simcoe Realty Limited and the City of Toronto, the consultation process was undertaken on March 22, 2019 and May 8, 2019.

*“Public Art Consultation. 4. The Owner acknowledges and agrees that the Public Art process will be undertaken in consultation with OCAD, the Grange Community Association, and the Ward Councillor to the satisfaction of the Chief Planner.”*

The following meetings were held to consult OCAD U and the Grange Community Association in order to inform the Public Art Plan:

### **March 22, 2019**

The Ward Councillor, City Planning staff, representatives from OCAD U and the Grange Community Association, the Owner, and the Public Art Consultant were in attendance.

As per the Agenda distributed by the Ward Councillor representative, the March 22, 2019 meeting included introductions and opening remarks, an overview of the Public Art process, and a discussion of consultation objectives, Public Art Plan objectives, selection process and rationale, jury composition, and next steps.

At the meeting held on March 22, 2019, the Ward Councillor was supportive for us to proceed with meeting to be held on May 8, 2019.

### **May 8, 2019**

Representatives from OCAD U and the Grange Community Association, the Owner, and the Public Art Consultant were in attendance.

In advance of the meeting on May 8<sup>th</sup>, 2019, the Owner requested that OCAD U and the Grange Community Association come prepared with ideas for potential artists and other considerations including the selection

process, philosophical considerations, possible artists and media, and next steps.

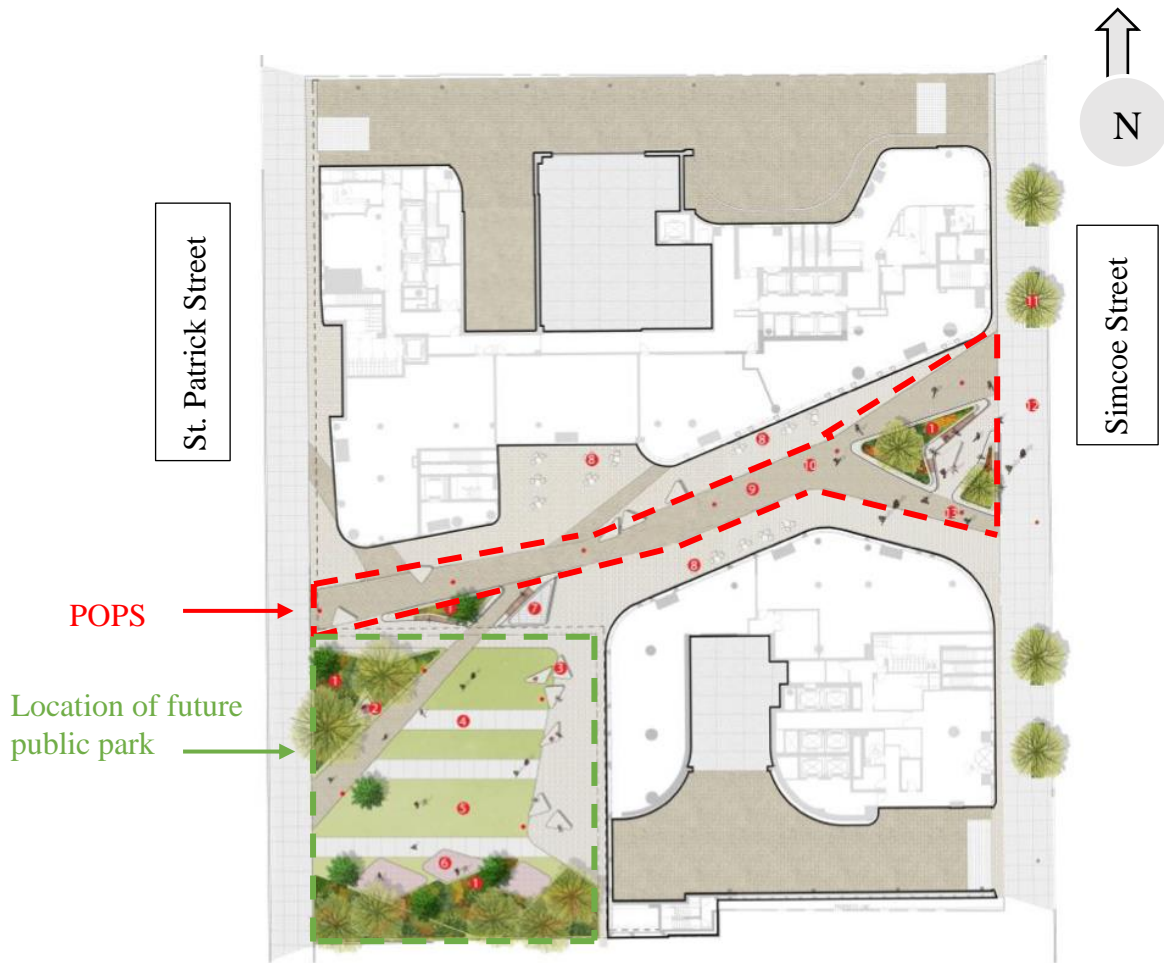
During the meeting, all parties agreed on the following:

When assessing an artwork proposal, the jury may consider how the artwork moves through the POPS, how it connects to viewers intellectually and emotionally, how a viewer may physically interact with the artwork (through touch and play), and how the artwork may bring joy to the viewer. Some of the key words that the jury may wish to consider when reviewing artwork proposals include *Smile, Touch, Move, Think, and Feel*. The artwork material is preferably weather resistant, durable and requiring minimal maintenance, and resilient to graffiti. In addition, the artwork will preferably be child friendly due to its public location.

The selected artist does not necessarily need to be Canadian, however it should be recognized that supporting local talent would be beneficial for the Canadian art community. Working with a local artist can also be more cost-effective. Ideally, the artwork will speak to the history of the site or to issues concerning the Ward's inhabitants, regardless of whether the artist is local or international. The jury should be consciously open to female artists and those of diverse backgrounds in order to give voice to underrepresented voices in public art in Toronto.

## 5. Proposed Locations

Privately-Owned Publicly Accessible Spaces (POPS) runs east-west between the buildings. The light grey area that traces the buildings' edge will be privately owned and available for store front and restaurant patios, and the shaded path along the middle will be a walkway. The artwork will be located within the blue perforated line along the walkway, and will be visible from either St Patrick Street and/or Simcoe Street. It has already been determined by all parties that the art will not be located within the future public park.



Architectural plan of Privately-Owned Publicly Accessible Space. Image courtesy of Lanterra Developments.



Entrance to 'alley' from Simcoe Street. Image Courtesy of Lanterra Developments.



Park entrance to 'alley' from St. Patrick Street. Image Courtesy of Lanterra Developments.



View of atrium. Image Courtesy of Lanterra Developments.

## 6. Jury Composition

The jury will be comprised of three (3) members as follows:

1. Mark Mandelbaum, CEO and Chairman, Lanterra Developments
2. Two other Jury members who are either tenured art professors or professional and qualified independent art consultants, or artists with the professional qualifications to design artwork pursuant to Toronto's public art program.
3. A minimum of one jury member will act as a representative of the Ward. Potential jury members listed below indicate whether they work or live in the Ward.

Two independent jury members will be drawn from the following pool:

- Derek Sullivan, Artist, Professor of Sculpture and Installation at OCAD U. (Ward Representative)
- Wanda Nanibush, Curator of Canadian and Indigenous Art, Art Gallery of Ontario (Ward Representative)
- Sarah Munro, Manager of Programming, The Bentway (Ward Representative)
- Pat Macaulay, Executive Director, Open Studio Contemporary Printmaking Centre (Ward Representative)
- Julie Crooks, Assistant Curator of Photography, Art Gallery of Ontario (Ward Representative)
- Kathryn Minard, Art Advisor
- Greg Humeniuk, Art Historian and Arts Writer

City staff will be notified in advance with the composition of the three-member Jury. The Owner has the right to veto the Jury recommendation as per Schedule G, Section 7, Part (vi) of the Section 37 Agreement with the City.

## **7. Budget and Distribution**

### **a. Budget**

As per Section 4.1 of the Section 37 Agreement between the Owner and the City of Toronto: 4.1 includes:

*“\$500,000 for Public Art on the Site in consultation with OCAD, the Grange Community Association and the Ward Councillor in accordance with Schedule G of this Agreement, and secured by a letter of credit in the City's standard form.”*

### **b. Distribution of Budget**

Anticipated total budget for the program: \$500,000 (subject to indexing)

- i. Artist Fee, Fabrication and Installation of Artwork 75%
- ii. Administration (15%)
  - a. Art consultant fee (10%)
  - b. All other costs including engineering, documentation, site costs, disbursements (5%)
- iii. Maintenance Reserve Fund (5%)
- iv. Mentoring Bursary to OCAD U (5%)

## **8. Mentoring Bursary to OCAD U**

OCAD U will solicit involvement of students and/or recent alumni (up to three individuals at any given time). These students/alumni will take on research internships and work under the guidance of an OCAD U faculty member who has relevant expertise in public art. The key responsibilities of the student-interns and the faculty will be developed by OCAD U in consultation with the Public Art Consultant and the Owner as we proceed.

Due to the length of the Public Art project and the academic calendar year, it is likely that different groups of students and/or recent alumni will participate in the three different phases of the public art project. The three phases available for student involvement are commission, fabrication, and installation.

The mentoring bursary will be allocated to OCAD U students in support of research, supervision, and curriculum development related to this public art project. Specifically, the bursary will support students in the new OCAD U degree in Public Art, which will shape future generations of Public Art advocates, professionals, and artists to be more supportive and knowledgeable of the City's Public Art programming.

## **9. Schedule**

Toronto Public Art Committee Meeting: July 24, 2019

Toronto East York Community Council: October 10, 2019

City Council: October 29, 2019

Competition Commences after approvals are in place.

Artist Selection: Q4 2019-Q2 2020

Artist Under Contract: Q3 2020

Completion: Anticipated 2023

# 10. Public Art Objectives

i. **Education and Mentorship**

OCAD U students will have the opportunity to participate in a mentorship program organized by OCAD U in consultation with the Public Art Consultant and the Owner. A mentoring bursary of 5% of the overall budget has been allocated for this process. Please refer to Section 8 for further details.

ii. **Community Engagement**

A site for social and intellectual engagement within the diverse downtown community that will stimulate interaction with the area.

iii. **Meeting Place**

The public art will provide an important amenity and focal point to the outdoor meeting place where the public can convene and socialize. These types of engaging meeting spaces are increasingly important as vertical communities populate the landscape of downtown Toronto.

iv. **Art for the Local and the Global Stage**

The selected work of public art will not only enhance the surrounding area, but also further develop the City of Toronto as a significant site of intellectual, social, and aesthetic engagement.

## **11. Public Art Criteria**

Public art will be situated within the Privately-Owned Public Accessible Spaces (POPS) and visible to pedestrians walking on St. Patrick Street or Simcoe Street. The art may be located within the walkway on one side of the POPS or the other, or it may extend from one side of the POPS through to the other side. The POPS includes the walkway that runs east-west between the buildings, as well as an area on either side of the walkway that is for restaurant and storefront use. The artwork will likely be installed along the walkway.

The artwork shall be selected based on suitability within the potential locations, the budget, accessibility, the neighborhood's historical context, and the architectural context. The budget encompasses the selection, fabrication, installation, as well as the long-term maintenance of the artwork. The jury-selected artist will be an established, professional artist recognized for the quality of their work, and shall conceive an original work of art specifically for this project.

## **12. Selection Process**

A long list of artists was created in consultation with OCAD U and the Grange Community Association at the meeting on May 8, 2019. The Owner, in conjunction with the Art Consultant, shall identify a reasonable number of prospective artists with the appropriate international and/or domestic artists of established reputation and experience, and will request expressions of interests. A call for proposals may address a short list of around 3-5 artists.

The winning artist will be determined by the Owner in conjunction with the Jury. The determination will take into account the Jury's prior consultations with OCAD U and the Grange Community Association.

The Art Consultant shall liaise with the winning artist regarding their contract, art design, fabrication, and installation. The winning art proposal will, in the Jury's opinion, produce the most suitable and noteworthy work

respecting the budget and timeframes required to produce the artwork. In the context of the foregoing, if the most suitable artist and their work is only attainable through direct commission, the Owner may do so with support of the City.

## **13. Artists**

The following long list of professional artists represents artists suitable and qualified to create public art for Artists' Alley. One artist will be selected from a short list by the jury, and contracted by the Owner to create an original site-specific work of public art. This long list of artists was developed in consultation with OCAD U and the Grange Community Association during the meeting on May 8, 2019. The Owner has the right to select an artist not listed below, as long as the artist meets the criteria outlined in the Public Art Plan for Artists' Alley.

- April Hickox
- Eldon Garnet
- Public Studio
- Rebecca Belmore
- Roula Partheniou
- Kelly Jazvac
- Liz Magor
- Luke Parnell
- Lorenzo Quinn
- Marc Fornes
- Xavier Veilhan

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