



481 UNIVERSITY **PUBLIC ART PLAN**

Prepared for
481 Uni Investments Inc.

by

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PUBLIC ART CONSULTING

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1.0 DEVELOPMENT OVERVIEW

The redevelopment of 481 University Avenue occupies a full city block and is located at the northeast corner of University Avenue and Dundas Street West, one of the most significant intersections in downtown Toronto.

The redevelopment of the site embraces the opportunity to improve the relationship between the building and the pedestrian realm along all four of its frontages. The most significant intervention is the introduction of a wider public sidewalk and colonnade along Dundas Street West. This new colonnade is the proposed public art site for the project.

The project integrates a modern, energy efficient 52 storey residential tower with a 9 storey, mixed use podium base that retains the heritage facades of two of the four existing buildings on site.

The residential tower contains 709 total units, with just over one-third of the units designed to accommodate families. The redeveloped podium will house a variety of retail and commercial uses, along with a new internal connection to the city's subway infrastructure.

This public art plan is intended to support the policies described in the City of Toronto's Percent for Art Programme Guidelines through the provision of public art in the most publicly accessible and publicly visible locations. The proposed, open call competition provides an opportunity for a broad range of proponent artists to respond to a significant project in downtown Toronto.

2.0 PUBLIC ART SITES AND OPPORTUNITIES

2.1 Overview

Through discussions with city planning and heritage staff, the developer, project design consultants and public art consultant we have developed a public art plan that engages one of the most publicly accessible and publicly visible sites and provides an opportunity for public art that is integrated with the building and that responds to and supports the heritage programme of the project.

2.2 Project Heritage Programme

There is an extensive heritage programme for the 481 University Project as the Maclean-Hunter Building (1961) once occupied this site and there exists two low relief murals designed by artist Elizabeth Wyn Wood, produced by Louis Temporale both important artists. One of the low relief artworks is located at the western end of the public art site which creates an excellent opportunity for the public art programme to respond to these significant, existing public artworks. The public art competition brief will include background information on the site's heritage programme.

City of Toronto Heritage Preservation Services staff have reviewed and are in support of the proposed public art site.

2.3. Art Site: Dundas Street Colonnade

At the ground level, the project will incorporate a colonnade along the Dundas Street West frontage. This publicly accessible, exterior site is the location of the public art site for the project. Specifically, the interior (north) faces of columns are being designed to incorporate backlit recesses which will form a sequence of illuminated, glass panels. The artwork will be incorporated into these glass panels through a high resolution, full colour, printing process. The artist will produce the digital files for the artwork and will oversee the integration of their artwork.

3.0 SELECTION PROCESS

We propose a two-stage, national, open competition as set out below:

The public art consultant will prepare a Call for Expressions of Interest which will be advertised on multiple platforms, including artwork competition websites and social media. The EOI will be distributed to agencies representing or having access to Indigenous creative persons, in support of the City's Public Art Strategy. Artists will be requested to submit past work, their curriculum vitae and a statement of interest relevant to the project.

From the submissions received, the three art experts on the jury will create a list of prequalified artists, based on the artistic excellence of the artists' submissions to the Expression of Interest.

From the prequalified list of artists, the two developer's representative will determine a shortlist of artist who will be invited to prepare and submit proposals to the five members of the jury (art experts and developer's representatives).

Shortlisted artists will be invited to present proposals to the jury and will be paid an honourarium for their proposals. The jury will rank the shortlisted artists' proposals and presentations relative to criteria including artistic excellence and relevance to the project. The selected artist will enter into an agreement with the developer to create the artwork and to oversee the integration of their artwork with the building. The project architect and project public art consultant will work with the selected artist to facilitate the integration of the artwork with the building.

Jury Composition

Meaghan Hyckie, artist

Ginette Legare, artist, professor, lives and works in the ward

Linda Martinello, artist

Mark Hamidi, Project Manager, Development and Construction, Davpart Inc.

Zev Hofstedter, Director of Development, Davpart Inc.

Technical Advisor to the jury (non-voting):

Mark Berest, B+H Architect, project architect

4.0 STEWARDSHIP PROGRAMME

The building project and artwork programme present excellent opportunities for student engagement through both the heritage restoration aspect of the project, as well as the through the integration of the public artwork.

The public art consultant will coordinate site visits and, if possible, restoration facility visits. The restoration architect will participate in this programme. Local academic institutions and agencies representing or having access to Indigenous creative persons and their communities will be invited to select interested students to participate in the programme.

5.0 PROGRAMME BUDGET

Item	Budget
Total Programme Budget	\$201,250
Artwork Construction Budget	\$170,000 (±84.5% total budget)
Capital Budget	\$120,000*
Artist Design Fee	\$50,000
Integration Design	\$7,500 ** (±3.75% total budget)
Administration Allowance	\$21,500 *** (±10.0% total budget)
Publicity	\$2,500 **** (±1.25% total budget)

* The artwork capital budget will be increased by the amount equal to any base building and/or landscape element that is replaced by artwork.

** Integration design includes fees for design consultants' work to integrate the artwork with the building

*** The Administrative Allowance includes artists' presentation honouraria and jurors' honouraria. Art consultant's fees are carried outside of the programme budget.

**** An existing building operation fund is in place to address ongoing maintenance of the artwork.

6.0 TIMELINE

The following, proposed timelines are dependent upon approval of the public art plan by the Toronto Public Art Commission and appropriate City Planning staff and by coordination with project construction schedules.

Artist Selection Process	Winter 2020
Artwork Design and Integration	Spring – Summer 2021
Artwork Development and Fabrication	Winter 2021
Artwork Installation	Fall 2026 (projected)

7.0 PROJECT TEAM

Developer: 418 Uni Investments Inc.
Architect: B+H Architects Corp.
Heritage Consultant: ERA Architects Inc.
Public Art Consultant: Brad Golden + Co

8.0 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 management of the project, as required, 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: preparation and issuance of notice of competition; preparation of Artists' Brief and communication with artists throughout competition process; coordination and chairing of artist selection session, facilitation of artist's contract; coordination of artwork production.

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: as required: provide assistance in the composition of publicity materials and project launch; facilitate transfer of a maintenance manual for the artwork, facilitate installation of a dedicatory plaque, facilitate photographic documentation of the artwork.

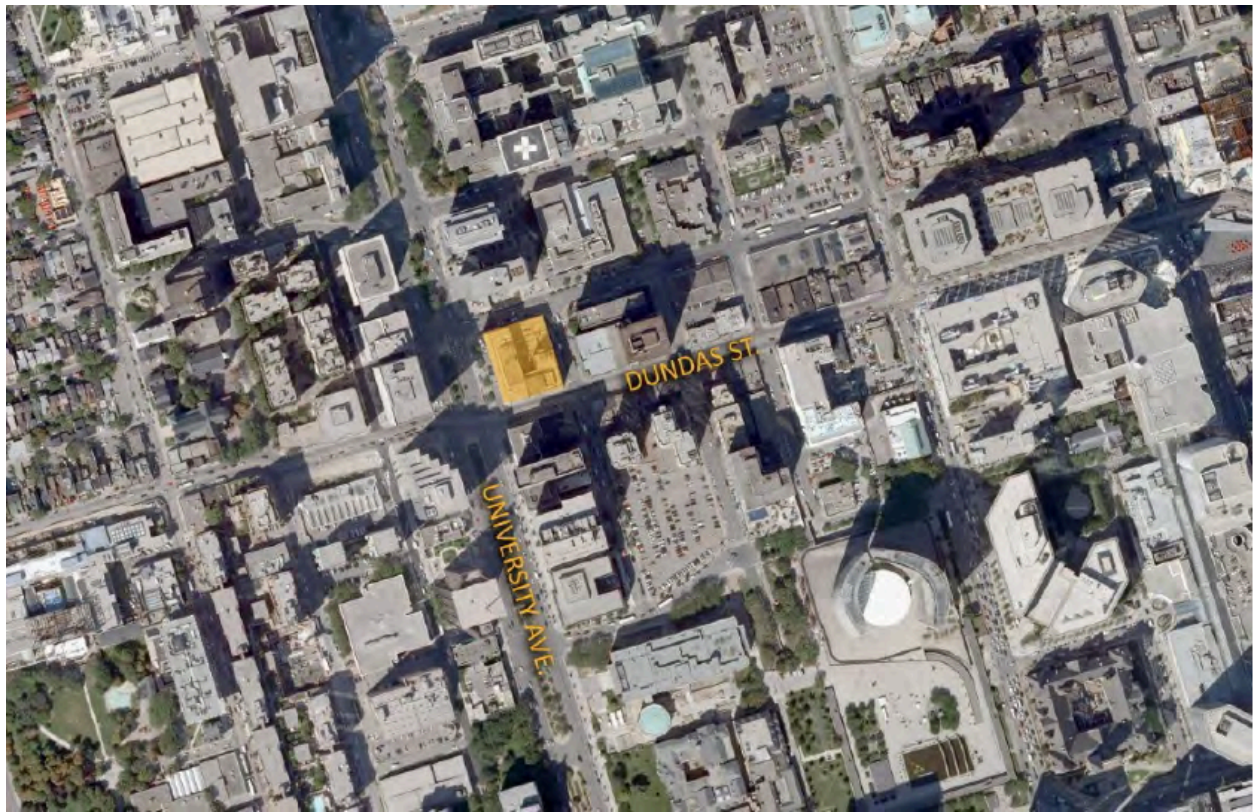


Figure 1 - CONTEXT PLAN

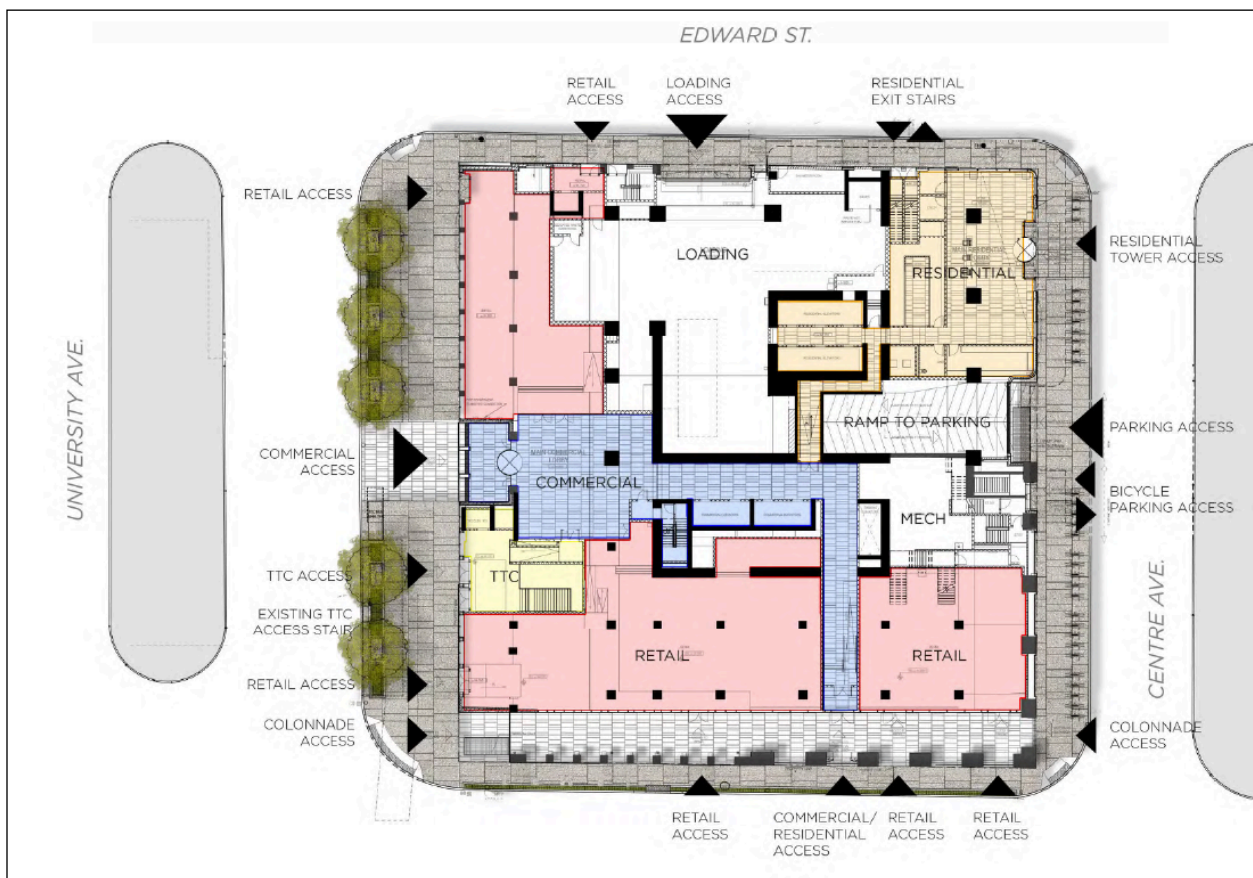


Figure 2 - GROUND FLOOR PLAN

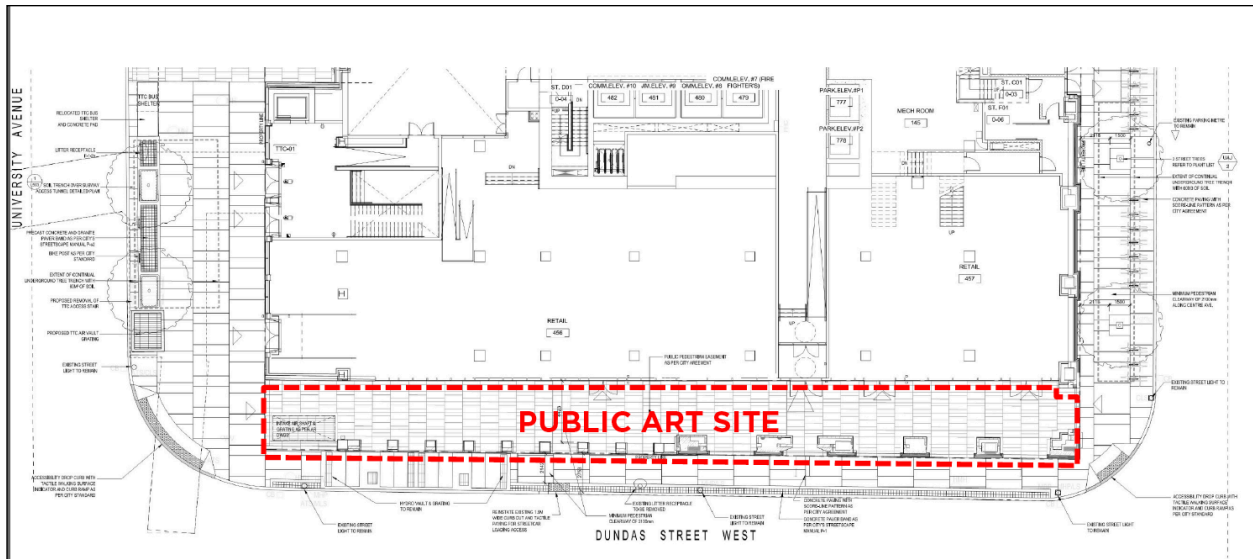


Figure 3 - PLAN OF COLONNADE INCLUDING ART SITE



Figure 4 - SECTION THROUGH COLONNADE SHOWING ART SITES
 dimensions of art sites are for illustration purposes



Figure 5 - VIEW FROM SOUTHWEST SHOWING ART SITE CONTEXT

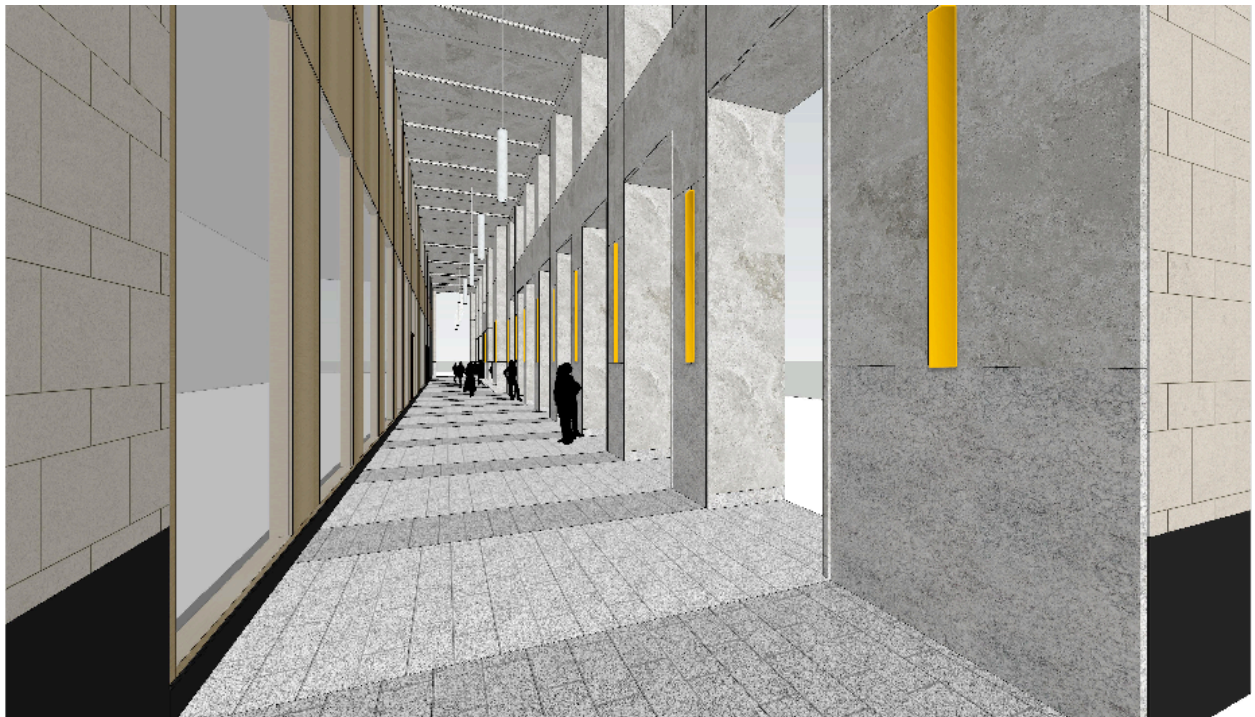


Figure 6 - PERSPECTIVE OF COLONNADE SHOWING ART SITES (in orange)
 dimensions of art sites are for illustration purposes