

4700 Keele Street - The Quad Phase 2 Public Art Plan

Date: January 25, 2021

To: Etobicoke York Community Council

From: City Planning Division Director, Urban Design

Wards: Humber River-Black Creek - Ward 7

Planning Application Number: 18 266532 NET 07 OZ

SUMMARY

The purpose of this staff report is to seek City Council approval of the 4700 Keele Street The Quad Phase 2 Student Residences at York University Public Art Plan. The plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art on a publicly-accessible, privately-owned area of the development site.

The Public Art Plan provides a framework and description of the commissioning of public art including: introduction and planning context; Section 37 agreement and governing documents; principles for public art; public art location; selection process; selection panel; mentorship; budget and schedule.

The attached plan meets the objectives of the City Planning's Percent for Public Art Guidelines and is supported by the Toronto Public Art Commission.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve 4700 Keele Street Public Art Plan as attached (Attachment 1) to the report dated January 25, 2021 from the Director, Urban Design.

FINANCIAL IMPACT

The recommendations in this report have no financial impact.

PROPOSAL

The development site at 4700 Keele Street is within the York University Secondary Plan area approved at City Council in 2009. The Secondary Plan identified the need for a Precinct Plan for York University, this was completed and approved at City Council in 2020. The Secondary Plan and the York University Precinct Plan for the Southwest Precinct (North) Plan along with Urban Design guidelines identified the opportunity for public art within the York University Campus.

The subject site is located at The Pond Road and Haynes Avenue within the Southwest Precinct, consisting of housing, institutional and commercial uses. The Quad Phase 2 Student Housing at 4700 Keele Street, is across from The Quad Phase 1 Student Housing development, with the construction completed along with public art on the building façade which was secured through that phase of re-zoning. The Phase 2 development will consist of two buildings, with ground floor retail at-grade and Student Residences above. The proposed public art location on The Pond Road and Haynes Avenue will be within the square/plaza as the building is set back from the street to allow for this urban square/plaza amenity and opportunity for public art.

The square/plaza adjacent to the Phase 2 development, will be publicly accessible but remain privately owned, it will be designed to reflect the emerging urban character of the precinct by accommodating a diversity of functions. This square will serve as a focal point for both the surrounding residential uses and the academic users to the north. The square has two street frontages, animated by retail uses at grade, the square will be open and fully integrated with the surrounding streetscape, including The Pond Road Greenway.

As described in the Precinct Plan, Public art will contribute to place making and the enhancement of development within the Precinct. As a general rule, the open space network provides an appropriate location for public art investment. In particular, appropriate sites include the termination of important views, gateways and focal points including urban squares/plazas. The proposed art site is in keeping with the Secondary Plan, Precinct Plan and Urban Design guidelines for York University Campus.

This approach is supported by City Planning through the Percent for Public Art Guidelines, The Toronto Public Art Commission and The Public Art Strategy 2020-2030.

The development review process has resulted in a commitment to public art, resulting in the Public Art Plan (Attachment 1).

APPLICATION BACKGROUND

On December 4, 2009, City Council approved the York University Secondary Plan (YUSP) and related amendments to the City's Official Plan. At this meeting, City Council also approved a Zoning By-law Amendment for vehicle parking requirements for University uses and bicycle parking for all uses and the Transportation Master Plan for

the area. The Final Report can be found at the following link:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.NY29.37>

Staff prepared a Preliminary Report on the Zoning By-law Amendment for Phase 1 of The Quad student housing and Draft Plan of Subdivision applications that went before North York Community Council on August 12, 2014. The Preliminary Report can be found at the following link:

<https://www.toronto.ca/legdocs/mmis/2014/ny/bgrd/backgroundfile-71705.pdf>

The Quad Student Residences at York University Public Art Plan (Phase 1) - 4700 Keele Street staff report was considered by the [North York Community Council](#) on April 5, 2016 and adopted without amendment. The Report was adopted at City Council on May 3, 2016. The Phase 1 Public Art Plan Report can be found at the following link:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.NY13.39>
[City Council](#)

The Final Report on the Zoning By-law Amendment for Phase 1 of The Quad student housing and Subdivision went before North York Community Council on September 8, 2015 and City Council on September 30, 2015. The report can be found at this link:

<https://www.toronto.ca/legdocs/mmis/2015/ny/bgrd/backgroundfile-83378.pdf>

A pre-application meeting for the proposed Phase 2 of The Quad private student housing proposal was held on April 9, 2019. The current application for Zoning By-law Amendment was submitted on December 10, 2018 and deemed complete on January 22, 2019. A Preliminary Report on the application was adopted by Etobicoke Community Council on February 14, 2019 authorizing staff to conduct a community consultation meeting. The Preliminary Report can be found at the following link:

<https://www.toronto.ca/legdocs/mmis/2019/ey/bgrd/backgroundfile-124286.pdf>

The Final Report - 4700 Keele Street - The Quad Phase 2 - Zoning By-law Amendment Application was considered by [Etobicoke York Community Council](#) on February 5, 2020 and was adopted with amendments. On February 26, 2020, City Council adopted this item without amendment and without debate. See also By-law [650-2020](#)

The Final Report can be found at the following link.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.EY13.1>

The owner has entered into an Agreement dated July 22nd, 2020 pursuant to Section 37, of the Planning Act to the satisfaction of the City Solicitor and the Chief Planner and Executive Director, City Planning, and the Section 37 Agreement will be registered on title of the property to the satisfaction of the City Solicitor, securing community benefits and other matters to support the development including: Five hundred thousand dollars (\$500,000) towards public art.

Toronto Official Plan

Public art was secured when this application was reviewed against the policies of the City of Toronto Official Plan as follows:

Chapter 3 - Building a Successful City

Section 3.1.4 Public Art

Policy 1. e) encouraging the inclusion of public art in all significant private sector developments across the City.

The City of Toronto Official Plan can be found here: <https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/official-plan/>.

COMMENTS

The proposed public art site will be visually and publicly accessible at all times, located in a prominent location within the corner open space, an amenity for students and wider community at The Pond Road and Haynes Avenue. The artist will work closely with the team designing the plaza, to appropriately site the art. The art will be situated on the adjacent private lands with the potential for some integration within the public plaza. The artist for both the public art will be selected through a two-stage design competition process:

Stage 1: Open and Invitational Call for Qualifications.

The call will encourage artists from equity-seeking and indigenous communities to apply. The Open Call will also provide information about a paid mentorship opportunity. The art consultant and owner representative will review the long list of artist's responses, as well as mentorship responses to determine a minimum of a short list of three (3) artists from both lists to move and advance to the second stage.

Stage 2: Concept Competition.

The short list of four artists will develop proposals. The jury will review concepts and select the artist and mentee.

The artist will be selected by a five (5) person jury composition, drawn from the list provided in the Public Art Plan. The jury will consist of independent art experts including one (1) resident of the Ward, one (1) representative from York University, one (1) Owner representatives and three (3) art expertise representatives from the arts community listed in the public art plan.

In accordance with City policy, City Planning continues to encourage the developer to seek artistic excellence and expertise with broad representation from the art community in the selection of artists and jury members.

The estimated budget allocation for the art, administration and maintenance is described in the Public Art Plan which is in compliance with the City's Percent for Public

Art Guidelines. The Public Art Plan describes a mentorship program including a budget for mentorship, in keeping with encouraging opportunities for emerging artists, alignment with the Percent for Public Art Program.

This proposal is supported by City Planning staff and was presented to the Toronto Public Art Commission at its meeting on November 4, 2020, which recommended approval of the proposed plan.

Conclusion

4700 Keele Street – Public Art Plan is in compliance with the City's objectives for the provision of public art associated with the development.

This on-site program is in accordance with the City Planning Percent for Public Art Program, and is supported by the Toronto Public Art Commission. Upon City Council's approval, the owner will commence with the artist selection process as scheduled in the attached plan.

CONTACT

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SIGNATURE

Lorna Day, Director Urban Design
City Planning Division

ATTACHMENTS

Attachment 1: Public Art Plan