

Toronto Public Art Strategy Implementation Plan: Phase 1 (2024-2026)

Date: November 14, 2023

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture; Chief Planner and Executive Director, City Planning; General Manager, Transportation Services

Wards: All

SUMMARY

The Toronto Public Art Strategy (2020-2030) was adopted by City Council in late 2019 and set out a ten-year plan to enhance the City's commitment to public art for the benefit of all residents and visitors, with a vision of “creativity and community, everywhere”. City Council directed staff to report back with an implementation plan for the ten-year strategy in 2020, but this was delayed by the onset of the COVID-19 pandemic. Instead, the strategy was launched with ArtworxTO: Toronto's Year of Public Art ('ArtworxTO') in 2021, which showcased over 350 public art projects across the city, and served as a pilot for testing many of the actions proposed in the Strategy.

Taking the pandemic-related delay into account, as well as key learnings from ArtworxTO, Economic Development and Culture (EDC), City Planning (CP) and Transportation Services (TS) are proposing a revised approach to implementing the Toronto Public Art Strategy over an extended period spanning 2024-2034. The implementation plan will be divided into three phases:

- Phase 1 short-term (2024-2026);
- Phase 2 medium-term (2027-2030), and;
- Phase 3 long-term (2031-2034).

This report outlines Phase 1, a short-term approach for the next 3 years (2024-2026), which includes eleven action items that build on the foundations of the City's three core public art programs – the City of Toronto Public Art and Monuments Collection, the Percent for Public Art Program, and StreetARToronto (StART) – as well as the recent success of ArtworxTO. This report also commits to developing medium- and long-term actions for the second and third phases. Combined, the three phases encapsulate the entire Toronto Public Art Strategy Implementation Plan, to help Toronto build a collection of public art unlike any other in the world – one that is deeply connected to Indigenous Placemaking, the cultural expression of our diversity, and reflective of an aesthetic that is unique to our city.

The eleven action items proposed for Phase 1 of the Toronto Public Art Strategy Implementation Plan are:

1. Enhance existing and develop new career-building resources and mentorship programs for emerging public artists;
2. Establish new public art trail as a signature destination on the waterfront;
3. Create opportunities and partnerships for temporary public art;
4. Amplify communications and public-facing resources regarding public art;
5. Increase artist diversity and promote inclusivity in Toronto's Public Art Collection;
6. Advance Truth and Reconciliation by empowering Indigenous artists and co-creating public art;
7. Sustain the momentum of the Artist-In-Residence program;
8. Establish guidelines for integrating public art into municipal capital projects;
9. Produce additional public art master plans for more neighbourhoods across Toronto;
10. Strengthen the management of the City's Public Art Collection;
11. Incorporate recent legislative changes into the Percent for Public Art Program.

These eleven actions will contribute to achieving a vision for a city committed to public art that is accessible to all, reinforces neighbourhood character, embraces diversity, and advances the careers of local artists.

RECOMMENDATIONS

The General Manager, Economic Development and Culture, the Chief Planner and Executive Director, City Planning and the General Manager, Transportation Services, recommend that:

1. City Council adopt the Phase 1: Toronto Public Art Strategy Implementation Plan (2024-2026) and Three Year Work Plan Summary (2024-2026), included as Attachment 1 and 2 in this report.
2. City Council direct the General Manager, Economic Development and Culture, the Chief Planner and Executive Director, City Planning, and the General Manager, Transportation Services, in consultation with other impacted City Divisions, report to the Economic and Community Development Committee in Q1 2027 with recommended actions for Phase 2 of the Toronto Public Art Strategy Implementation Plan, spanning 2027-2030.

FINANCIAL IMPACT

The staffing resources and expertise needed to support the immediate-term enabling works including due diligence, consultation, public and stakeholder engagement, and early implementation will be accommodated within existing budgets, including by re-allocation within divisional budgets for Economic Development and Culture, Transportation Services, and City Planning, where required.

There are future financial implications for the full implementation of the actions identified in the three-year work plan of the Toronto Public Art Strategy Implementation Plan. The associated financial impacts cannot be determined until such time some of these proposed actions and expected outcomes are further assessed, scoped, and prioritized. This will require more longer-term reviews, partnerships with communities and private sectors, strategic planning among relevant City Divisions. If determined necessary, any incremental resource requirements including staffing impacts and implications on capital funding to advance the actions will be submitted for consideration as part of future budget processes, subject to the City's financial and resource capacity against other critical City-wide capital priorities and operating impacts.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact Section.

EQUITY IMPACT STATEMENT

Recommendations from the Toronto Public Art Strategy and key findings from ArtworxTO identified barriers in the representation of Indigenous, Black, and equity-deserving artists, communities and narratives in public art and artistic opportunities. Phase 1 of the Toronto Public Art Strategy Implementation Plan (2024-2026) is designed to address barriers to accessing training, employment, economic development and civic engagement opportunities for Indigenous, Black and equity-deserving artists practicing in Toronto.

Focusing on artists, Phase 1 provides eleven short-term actions that incorporate more equity-deserving artists in public art planning processes; build on existing meaningful mentorship and capacity development opportunities for emerging artists; and lay the groundwork for an Indigenous Arts Action Plan (as per the City's Reconciliation Action Plan). These tailored actions advance job opportunities, income and community engagement supports for Indigenous, Black and equity-deserving groups, in accordance with the City's Confronting Anti-Black Racism Action Plan.

Focusing on city-building initiatives and community development, Phase 1 includes actions to increase the amount of public art outside of the downtown core, especially in neighbourhoods with concentrations of low-income and/or racialized communities and addresses the underrepresentation of diverse artistic narratives in public space, placemaking processes and public art commissions. These actions enhance opportunities and visibility for Indigenous artists and align with the actions of the City's Reconciliation Action Plan.

DECISION HISTORY

At its meeting on December 17, 2019, City Council adopted the Public Art Strategy and directed the General Manager, Economic Development and Culture, the Chief Planner and Executive Director, City Planning, and the General Manager, Transportation

Services, in consultation with other impacted City Divisions, to report back with a detailed implementation plan for the Toronto Public Art Strategy (2020-2030).
<https://secure.toronto.ca/council/agenda-item.do?item=2019.EX11.5>

At its meeting on July 19, 2022, City Council delegated authority to the General Manager, Economic Development and Culture, in consultation with the General Manager, Parks, Forestry and Recreation and the Chief Executive Officer, Waterfront Toronto to negotiate and enter into Donation and License Agreements for a New Waterfront Public Art Trail.
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2022.EC31.24>

COMMENTS

Public Art in Toronto

Public art shapes our everyday experience of the city and is a tool for community development, civic engagement and urban design. Currently, more than 3,000 public art works can be found in neighbourhoods across Toronto – including works commissioned by the City and its agencies, developers, arts organizations, Business Improvement Areas (BIAs), and others, along with independent artist-led projects. The significant growth of public art has been guided by the vision of the City of Toronto Official Plan, Council-endorsed policies such as the Graffiti Management Plan and the Culture Plan for the Creative City. These plans and policies recognize the value of public art in contributing to the city's identity and character, and celebrating the cultural diversity and creativity of our communities.

Phase 1 of the Toronto Public Art Strategy Implementation Plan (2024-2026) ("Phase 1") is a short-term 3-year comprehensive plan that aims to strengthen the delivery of current core public art policies and programs to advance broader City-building priorities, such as equity and inclusion, Truth and Reconciliation, and placemaking objective. It focuses on greater interdivisional collaboration to deliver on public art, while contributing to Toronto's overall position as a global leader in public art.

1. Core Public Art Programs

Supported by the policies of the Official Plan, the City currently delivers three core public art programs that collectively drive the delivery of public art across the city's urban landscape:

- **City of Toronto Public Art and Monuments Collection (administered by the Economic Development and Culture Division)**

The City of Toronto has a legacy of public art that dates from the middle of the 19th century. Building on this historical legacy, the City of Toronto's Public Art and Monuments Collection currently contains close to 300 works that are managed and maintained by the Economic Development and Culture (EDC) Division. The City's

collection primarily grows through commissions and donations, which are governed by the Public Art and Monuments Donations Policy.

The City works collaboratively with artists, arts organizations and community members to identify opportunities to commission new public art works and create opportunities for residents to participate in the arts. This not only supports the innovative quality and integrity of the City's selection of artists and projects, but also provides a range of opportunities to artists at various stages of their careers through a program that allows for innovation and is respectful of the creative rights of artists. EDC's Public Art and Monuments Conservator is responsible for overseeing the preservation of the collection to ensure the protection of its cultural value and to maintain its quality and accessibility for public.

- **Percent for Public Art Program (administered by the City Planning Division)**

Over the past 30+ years, developers have been participating in the Percent for Public Art Program, which is administered by City Planning through the development review and approvals process. The program secures funds from developments to (1) provide on-site works of public art on publicly accessible areas of private lands, or (2) contribute cash-in-lieu of the creation of public art located on public lands or in civic infrastructure projects. City Council approved City Planning's citywide "Percent for Public Art Guidelines" in 2010, which will be updated as part of Phase 1 of the Toronto Public Art Strategy Implementation Plan.

In addition to securing public art through City Planning's approval process, the Toronto Public Art Commission (TPAC) also reviews Public Art Plans proposed by private developers through the Program. The development industry has embraced the Percent for Public Art Program, recognizing that public art can add significantly to the quality, prominence, profile and value of a development. With approximately 300 projects completed and another 100 underway, private developers have contributed 400 citywide projects over the past 30 years.

- **StreetARToronto (administered by the Transportation Services Division)**

StreetARToronto (StART) was developed as part of the Graffiti Management Plan adopted by Toronto City Council in 2011 which directed the General Manager, Transportation Services to establish a new arts-based program to create and manage graffiti art and other street art across the city.

The StART suite of programs range from small scale traffic signal controller cabinets and cycle track barriers to installations on 20+ story buildings. StART works collaboratively with other City Divisions, Agencies and Corporations and external stakeholders, including schools, transit and rail partners, and a long list of arts organizations, community and business organizations, and residents' associations, to effectively address neighbourhood needs. The diversity of artists, artistic styles and themes deliberately reflect the diversity of Toronto, including many large-scale murals by artists who identify as members of equity-seeking groups. By reducing and replacing graffiti vandalism with colourful and vibrant artwork, street art installations make Toronto's streets more inviting and safe, and help maintain infrastructure in a state-of-

good-repair thereby reducing maintenance costs. StART now has upwards of 2,500 mural projects geographically distributed across all Toronto wards. StART programs and projects are rooted in a set of values that demonstrate the positive and powerful impacts of reconciliation, diversity, equity and inclusion, foster community engagement and civic pride, add colour and vitality to neighbourhoods, encourage active transportation, showcase Toronto artists and contribute to their skills development, mentor emerging talent, and create opportunities for positive engagement among residents, business owners and operators, artists and arts organizations.

Combined, the three above programs have had a major impact on the city's urban fabric, assembling a collection of public art that, in the number of works alone, is of international significance. With a deliberate, ambitious vision, facilitated by greater and ongoing interdivisional collaboration, Toronto can be a global leader in public art. Phase 1 leverages the ongoing delivery of these programs by addressing recommendations from the Toronto Public Art Strategy and findings from ArtworxTO: Final Program Evaluation Report.

2. Public Art Strategy and Framework

Toronto Public Art Strategy (2020-2030)

The Toronto Public Art Strategy (2020-2030) sets out a ten-year vision to advance public art across Toronto and enhance the impact of the City's public art programs for the benefit of residents and visitors. Building on the City's Official Plan and feedback from more than 400 community members engaged through the public consultation process, the Toronto Public Art Strategy identified 21 strategic actions, which were adopted by City Council in November 2019.

The Toronto Public Art Strategy outlines the City's commitment to public art created for, and with the input of, Toronto communities. It is underpinned by a commitment to embed Truth and Reconciliation with Indigenous communities and to champion equity and inclusion, among both artists and audiences, as foundational principles for public art. This strategy envisions public art empowering *creativity* and *community* – *everywhere*:

- *Creativity*: advancing the work of artists and developing creative talent, by championing the next generation of public artists, and enhancing and building new skills development opportunities for artists, curators, and art consultants;
- *Community*: better connecting the public to public art, recognizing the desire to strengthen the everyday experience of public art, and ensuring a continued commitment to public art that is inclusive of Toronto's deep diversity, through both the local stories told through public art, and the artists commissioned for public projects;
- *Everywhere*: providing opportunities for residents to engage with the city's diversity and creativity on an everyday basis, no matter where they live, recognizing the need to increase citywide access to public art, and setting out a path to improve the geographic distribution of public art across the city.

ArtworxTO: Toronto's Year of Public Art (2021-2022)

In 2021, ArtworxTO: Toronto's Year of Public Art ('ArtworxTO') launched the City's new 10-Year of Public Art Strategy. ArtworxTO was a year-long, citywide celebration of art and community and played a key role in supporting Toronto's economic and social recovery from the COVID-19 pandemic. It signaled Toronto's renewed commitment to public art and provided a unique opportunity to test ideas included in the Toronto Public Art Strategy (2020-2030).

ArtworxTO was delivered through a combination of new and existing public art programming by numerous City Divisions: Economic Development and Culture, Transportation Services, City Planning, the Indigenous Affairs Office, Parks, Forestry and Recreation, City of Toronto Archives and the Toronto Public Library. Through this programming, ArtworxTO was able to create the following impacts:

- engaged thousands of people across the City of Toronto and reached all of Toronto's 25 wards;
- provided financial support to more than 1,400 artists, helped fund or produce more than 350 new public murals, installations, exhibitions, art events, performances and productions;
- dedicated 85 per cent of grant funding was to equity-deserving artists, with projects that aimed to advance Truth and Reconciliation and confront racism;
- supported the careers of numerous emerging artists and curators by providing valuable exposure for their work, adding material to their professional portfolios, and helping them receive new commissions;
- developed 86 formal partnerships with cultural institutions, Business Improvement Areas and community organizations;
- raised \$3.5 million via the private sector and corporate funding, as well through local, provincial and federal grants, for a total of \$11 million committed to public art and Toronto's arts community;
- left a lasting impact in Toronto's cultural sector, with approximately 20 new long-term artworks and \$1.6 million in funding allocated towards legacy projects, including the Artist in Residence Legacy Program.

The impacts of ArtworxTO programs and events were summarized in the ArtworxTO Final Program Evaluation Report (Attachment 2). The key recommendations include the need for greater supports for equity-deserving artists, enhanced career training for emerging artists, improved clarity and communication from the City regarding public art processes, more dedicated staff towards public art programs, and more art to be located outside the downtown core.

3. Overview of Deliverables and Key Actions for 2024-2026 (Phase 1)

To address the recommendations from the Toronto Public Art Strategy (2020-2030) and the key findings from the ArtworxTO Final Program Evaluation Report, Phase 1 of the Public Art Strategy Implementation Plan (2024-2026) sets out eleven near-term actions that were developed to complement and align with the priorities of the three core public art programs – the City of Toronto Public Art and Monuments Collection, the Percent for Public Art Program, and StreetARToronto (StART).

In Canada and around the world, prominent public artworks have increased municipal tourism, including Anish Kapoor's Cloud Gate in Chicago and the Wynwood Walls mural district in Miami. Supporting new public art projects will showcase Toronto as a destination for art, and create more opportunities to engage residents and visitors in creative and cultural discovery through public art. Further, according to the Ontario Art Council's Arts and Quality of Life for Ontarians research publication (2023), 90% of Ontarians agree that an active local arts scene helps make a community a better place to live, and 82% agree it also helps communities attract businesses. To reach Toronto's full potential as a leading global capital for public art, the City needs to take action to address barriers and seize new opportunities.

The eleven actions in Phase 1 are connected to three pillars – Creativity, Community, Everywhere – in alignment with the Toronto Public Art Strategy. The actions are summarized below. Attachment 1 provides a more detailed workplan, describing how City Divisions will work towards achieving these actions over the next three years.

Creativity - advancing the work of artists and developing creative talent

Action 1: Enhance existing and develop new career-building resources and mentorship programs for emerging public artists.

(Based on the Public Art Strategy recommendation 1.4; and the ArtworxTO Final Program Evaluation Report Findings #1 and 7)

Artists need training and experience to transition from studio practice to developing public art, often struggling to secure public art commissions without adequate and timely experience. The City can take a leadership role in contributing to creating opportunities for emerging public artists to gain the necessary experience to develop public art.

City Divisions will work in partnership to generally engage artists through various programs and initiatives, in an effort to enhance career-building resources. For example:

- EDC and TS will provide artists with temporary smaller-scale projects to advance skills development;
- EDC will encourage established artists to take on mentees to advance capacity-building;
- TS, through its StreetARToronto ('StART') program, will continue offering emerging artists development opportunities through their Career Ladder for Artists;
- CP will expand on mentorship program requirements through the Percent for Public Art Program update to the guidelines, including providing more detailed guidance to staff, consultants and developers on mentorship options.

Combined, these programs will also assist in addressing gaps in representation by tackling barriers to enter into the field of public art for emerging artists from equity-deserving communities.

Action 2: Establish new public art trail as a signature destination on the waterfront.

(Based on the Public Art Strategy recommendation 1.2, 2.8)

In spring 2022, the Pierre Lassonde Family Foundation announced a transformative gift of \$25 million to the City of Toronto to create a public art trail along the shores of Villiers Island, and to establish a non-profit organization (to be known as the "Lassonde Art Trail") to manage the space. This art trail is identified in the Villiers Island Public Art Master Plan, prepared by Waterfront Toronto, in partnership with CP and EDC. The art trail will create multiple opportunities for residents and visitors to discover and engage with exciting contemporary works by local, national and international artists.

EDC and PFR will work in partnership with Waterfront Toronto and the Lassonde Art Trail to ensure the trail is developed in a manner that integrates public art and makes the vision contemplated a reality:

- PFR, in partnership with EDC, will develop and execute license and donations agreements with the Lassonde Art Trail in order to manage the space within city parks;
- EDC will support the Lassonde Art Trail's artistic vision by collaborating on the commission of two signature permanent pieces that will anchor the art trail, one by a leading Canadian artist, and another by an international one;
- EDC will also work with the Lassonde Art Trail to develop community and curatorial partnerships to maximize the impact of the new art trail. Once the installation of the art works is complete, EDC will assume responsibility for the long-term maintenance of the pieces.

Action 3: Create opportunities and partnerships for temporary public art.

(Based on the Public Art Strategy recommendation 1.2)

From StART's successful partnership programs to new relationships developed during ArtworxTO, to nationally-touring public art as part of Canada's Creative Cities Network, private properties and companies are a great resource for showcasing temporary public artwork. Building on these successful projects, there is an opportunity for the City to encourage the continued creation of temporary public art by forging new and strengthening existing partnerships with private and public art partners operating within Toronto's cultural sector.

City Divisions will work in partnership to facilitate new and enhanced opportunities and partnerships for temporary public art. In particular:

- EDC will create temporary installations to promote Toronto as a UNESCO Creative City of Media Arts, and maintain partnerships explored through ArtworxTO.
- CP will work with the private sector and divisional partners to identify temporary public art on private and public areas.
- TS will continue to collaborate with internal City divisions and external partners to commission approximately 150 temporary mural installations across the city annually.

The three City Divisions will collectively ensure that Toronto can foster temporary art opportunities in various artistic mediums and locations across the city to enable the animation of public spaces for the enjoyment of Torontonians.

Community - connecting the public to public art:

Action 4: Amplify communications and public-facing resources regarding public art.

(Based on the Public Art Strategy recommendation 2.1; and the ArtworxTO Final Program Evaluation Report Findings #3, 4, and 7)

Through both the consultation process to develop the Public Art Strategy and the ArtworxTO findings, the City consistently heard about the need to better engage Torontonians about public art. Torontonians are eager to discover their neighbourhood public art and learn more about public art commission processes.

City Divisions will collaborate with Strategic Communications to identify opportunities to broadly disseminate and promote public art commissioning opportunities, awards, launches, unveilings, ongoing conservation efforts and other community engagement opportunities. In particular:

- EDC will migrate online resources from ArtworxTO and collaborate with CP to integrate into the existing interactive public art map and initiate changes to improve the user experience;
- CP will further promote public art works through education awareness, walking tours, events, and continued updates to the on-line inventory (public art map), resources on-line for artists, the design community and real estate developers;
- TS will expand upon StreetARToronto's print and online resources, as well as formalize and release its Community Engagement Best Practices Guides.

Additionally, the three City Divisions will collaborate to update the website navigation, allowing artists to easily find information on calls, and the public to find information on public art in their neighbourhood. Through this action, the City will promote clarity around public art commissions.

Action 5: Increase artist diversity and promote inclusivity in Toronto's Public Art Collection.

(Based on the Public Art Strategy recommendation 2.3, 2.5; and the ArtworxTO Final Program Evaluation Report Findings #2)

While equity and inclusion have long been held as core values for the City's public art programs, there is more work to be done to ensure that public art is inclusive of the diverse communities it is intended to serve. The City can take a leadership role in promoting artist diversity and inclusivity within Toronto's Public Art Collection.

City Divisions will work in partnership to enhance the integration of inclusiveness and diversity to existing programs and initiatives. In particular:

- EDC will begin the research and planning for an equity audit of the existing Public Art Collection;

- EDC and TS will continue to host dedicated calls for equity-deserving artists, such as StART's annual calls for Indigenous, Black, and Diversely Able Artists, and a recent call specific to Black Artists & Designers for a new public artwork for a forthcoming park at 254 King Street. StART will continue its "Just Us" mural program in support of Black Lives Matter and justice for Indigenous Peoples;
- EDC and CP will ensure all jury members are representative of Toronto's diversity. CP will update the Percent for Public Art guidelines to reflect the current practices of inclusiveness and diversity in all aspects of the program.

Action 6: Advance Truth and Reconciliation by empowering Indigenous artists and co-creating public art.

(Based on the Public Art Strategy recommendation 1.5, 2.4, 3.4; and the ArtworxTO Final Program Evaluation Report Findings #2)

Public art can be a powerful tool to engage all residents in Truth and Reconciliation – helping to restore visibility to Toronto's Indigenous communities, creating a greater sense of place and belonging, and sparking dialogue about the legacy of colonialism, and a shared path forward.

The City will be unveiling new Indigenous landmarks, including the Spirit Garden honouring residential school survivors at Nathan Phillips Square developed in partnership with Toronto Council Fire and 'Campfire', a large-scale new public artwork at Humber Bay Shores by Michael Belmore and Herman Mejia. To complement the unveiling of new Indigenous land markers, City Divisions will work in partnership to advance Truth and Reconciliation in the public art space more broadly. In particular:

- EDC will also work with Indigenous artists and communities to develop new commissioning models to allow for greater self-determination in the commissioning process;
- TS will continue to convene Indigenous juries and Advisory Committees for Indigenous Art Calls and will produce the third edition of the printed and online showcase of murals by Indigenous Artists throughout Toronto.

EDC and TS will work with the Indigenous Affairs Office and local Indigenous artists to determine important sites for recognizing Toronto's Indigenous histories and to ensure that public art is a key component in the forthcoming Indigenous Arts Action Plan (to be developed as part of the implementation of the Reconciliation Action Plan).

Action 7: Sustain the momentum of the Artist-In-Residence program.

(Based on the Public Art Strategy recommendation 2.7)

Cities like New York, Chicago, and London each have a permanent artist-in-residence program. The program embeds creativity as a core element in city-building and centralizes the effort across various City Divisions to bring visibility to the arts as a significant part of the civic process. Maria Hupfield is the City of Toronto's inaugural Artist-in-Residence. During her 2022–24 residency, she has been working with the City's Urban Forestry team, bringing her creative force to bear in exploring and highlighting perceptions of, and pressures on, Toronto's ravines. Through this project,

Hupfield's research will culminate in a temporary public art installation, a creative approach to sustainably celebrate the ravines and encourage recognition and respect for nature across Toronto.

EDC will secure partnership funding for the program to make it a permanent fixture, with new artists being awarded on a regular basis. The Artist-in-Residence has a unique opportunity to create lasting impacts on departmental practices, improve relations between civil servants and citizens and increase visibility for marginalized populations while providing meaningful integration of art into everyday city-building.

Everywhere - providing citywide access to public art:

Action 8: Establish guidelines for integrating public art into municipal capital projects.

(Based on the Public Art Strategy recommendation 3.1)

The City's Official Plan (Section 3.1.4, Public Art) calls for "dedicating one percent of the capital budget of all major municipal buildings and structures to public art". While considerable success has been achieved to date in securing public art as part of private developments, there remains a gap in the application of this policy for municipal capital projects.

City Divisions will work in partnership to ensure that municipal capital projects integrate public art. In particular:

- TS will take the lead on establishing clear guidelines and recommendations to apply to their capital projects, therefore creating more resources for public art. These guidelines will set a precedent for other divisions and agencies to follow.
- CP will encourage developers to implement public art on capital infrastructure that they are delivering (such as bridges, parks and projects that are being delivered different levels of government, including Metrolinx) and will expand the role of Toronto Public Art Commission (TPAC) to be a resource for other divisions' delivering infrastructure projects with public art.

Action 9: Produce additional public art master plans for more neighbourhoods across Toronto.

(Based on the Public Art Strategy recommendation 3.2)

Recognizing the need to increase citywide access to public art, the Toronto Public Art Strategy sets out a path to improve the geographic distribution of public art across the city. Existing public art master plans — such as the East Bayfront Public Art Master Plan, the Scarborough Centre Public Art Master Plan, and the West Don Lands Public Art Master Plan — stand as best practices for creating a shared vision and plan for public art in a particular district. A public art master plan assesses the current and future needs of a defined area, and uses that information to guide how its public art will be conceptualized and commissioned.

To ensure that new public art master plans can set out a roadmap to improve the geographic distribution of public art works on a citywide basis, CP will:

- Take the lead on producing a work program that includes a current inventory in map form of public art identified in Secondary Plans, District Plans, Public Realm Plans, Master Plans and Urban Design Guidelines;
- Identify the geographic gaps of public art plans within the city. This work will include a mapped inventory of public art identified in the Secondary Plans, District Plans, Public Realm Plans, Master Plans and Urban Design Guidelines;
- Work with other City Divisions to look for opportunities for destination public art through the planning studies and the City's capital program, while informing developers of the requirements for public art at the pre-application stage.

Action 10: Strengthen the management of the City's Public Art Collection.

(Based on the Public Art Strategy recommendation 3.6; and the ArtworxTO Final Program Evaluation Report Findings #7)

EDC is currently overseeing the construction of 50 new permanent public art projects, including art works that will be part of future community centres, parks, shelters, bridges, and other civic infrastructure. As there are more than 250 artworks in the existing collection, the 50 new public art projects represent a growth of nearly 20%.

EDC will work in partnership with other Divisions to address this growth and strengthen collective management of the City's Public Art Collection. In particular:

- EDC will review its public art policies and resourcing plans to ensure effective capital project management and the highest degree of client service for artists and project partners. This will include a review of staffing structures and opportunities to streamline procurement and administrative processes;
- EDC will strengthen collections management by developing new collections policies to guide the development of future commissions, and a new Deaccession Policy with clear instruction and parameters around removing artworks that may have deteriorated beyond repair, or that may thematically no longer serve nor represent Toronto's communities, in accordance with the City's new Guiding Principles for Commemoration;
- EDC will also work with Financial Planning to align its maintenance and restoration programs with best practices in capital asset management;
- TS will continue to implement its Mural Condition Assessment, Repair and Conservation Program.

Action 11: Incorporate recent legislative changes into the Percent for Public Art Program.

The Planning Act has been amended to authorize municipalities to adopt a community benefits charge (CBC) by-law and collect CBCs to pay for the capital costs of facilities, services and matters that are required to serve development and redevelopment. City Council adopted the Community Benefits Charge By-law in August 2022, which replaces the Density Bonus Framework previously used by the City.

CP will update the Percent for Public Art guidelines to reflect changes to the legislative framework to include the Community Benefits Charge Strategy and update the Percent for Public Art legal agreement template to reflect the new changes.

Conclusion

The eleven actions of Phase 1 of the Toronto Public Art Strategy Implementation Plan (2024-2026) were identified to address the recommendations of the Public Art Strategy and the key findings of the ArtworxTO Final Program Evaluation Report. Through these eleven actions, Phase 1 will help strengthen a vision that puts artists and communities at the forefront of promoting and developing Toronto's public art. It is a vision for artistic creativity and experimentation, exploring new and greater opportunities for artists to use Toronto as their canvas to build challenging, groundbreaking public art for the benefit of residents and visitors.

Building on the strengths and service areas of the three divisions, Phase 1 represents a tripartite commitment to Toronto's cultural sector to drive growth, deliver new opportunities, and address inequities in our communities. Through the adoption of Phase 1, the City will be taking a step towards confirming its status as a global cultural capital, known for its excellence in design, lively public spaces, and an expansive collection of impactful and diverse public art. The work of Phase 1 will enable City Divisions to build on learnings from this first phase of implementation work, and consider any emerging priorities or trends in public art in the future development of Phase 2 of the Public Art Strategy Implementation Plan.

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ATTACHMENTS

Attachment 1 – Three-Year Work Plan Summary (2024-2026)

Attachment 2 – ArtworxTO Final Program Evaluation Report