

## **1001, 1007, 1011 and 1037 The Queensway - Public Art Plan**

Date: May 14, 2024  
To: Etobicoke York Community Council  
From: Director, Urban Design, City Planning Division  
Ward: Ward 3 - Etobicoke-Lakeshore

**Planning Application Numbers:** 15 264792 WET 05 OZ + 21 174706 WET 03 SA

### **SUMMARY**

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The purpose of this staff report is to seek City Council approval of the 1001, 1007, 1011 and 1037 The Queensway Public Art Plan ("The Plan"). The Plan, which is included as Attachment 1 of this report, outlines the method by which the owner will commission public art within a new park located on the site.

The Public Art Plan provides a framework and description of the commissioning of public art including: a development overview; context plan; public art location; method of artists selection; jury composition; mentorship program; public art budget; project timeline and role of the art consultant.

The attached Plan meets the objectives of the City's Percent for Public Art Guidelines and is supported by the Toronto Public Art Commission (TPAC).

### **RECOMMENDATIONS**

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The City Planning Division recommends that:

1. City Council approve 1001, 1007, 1011 and 1037 The Queensway Public Art Plan as attached (Attachment 1) to the report dated May 14, 2024 from the Director, Urban Design.

### **FINANCIAL IMPACT**

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The recommendation in this report has no financial impact.

## PROPOSAL

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1001, 1007, 1011 and 1037 The Queensway, are proposed mixed-use buildings to be located at the northern portion of the existing Cineplex Theatre site, adjacent to The Queensway, between Dorchester Avenue and Islington Avenue.

The development site falls within the boundaries of The Queensway Avenue Study and Urban Design Guidelines (Mimico Creek Valley to Kipling Avenue). The study describes *"A high quality public realm along The Queensway that will help develop a sense of pride amongst residents and help improve the commercial profile for the area. The provision of public art in the public realm will further assist the creation of a sense of place and overall recognition of The Queensway. Public art can create identity and can help to celebrate the history and character of the area and its community."*

The proposal is comprised of a mixed-use development consisting of 545 residential units (12 of which are to be affordable rental dwelling units) within two new residential buildings with commercial retail at grade, underground parking garage, a new on-site public park and public art. The new 1849 m<sup>2</sup> public parkland is situated between the buildings and fronts onto The Queensway. The centrally located park is the public art site.

Public art was reviewed in accordance with the policies of the City of Toronto Official Plan as follows:

*Chapter 3 - Building a Successful City*

*Section 3.1.5 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/>

## DECISION HISTORY

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On July 23, 2018, City Council authorized the City Solicitor, together with Planning staff and any other appropriate staff, to oppose the applicant's appeal with respect to the Zoning By-law Amendment application for 1001, 1007, 1011 and 1037 The Queensway (File 15 264792 WET 05 OZ) and attend any Local Planning Appeal Tribunal ("LPAT"), now known as the Ontario Land Tribunal ("OLT"), hearing in opposition to such appeal, and retain such experts as the City Solicitor may determine are appropriate to support the position recommended in the report (June 22, 2018) from the Director, Community Planning, Etobicoke York District.

Pursuant to the LPAT Decision issued on May 1, 2019 and OLT Order issued on November 1, 2021, approval was granted to amend Chapters 320 and 324 of the former City of Etobicoke Zoning Code, as amended by Zoning By-law 514-2003, with respect

to the lands municipally known as 1001, 1007, 1011, and 1037 The Queensway. Zoning By-Law 212-2022(OLT) was certified on April 11, 2022.

For more information:

[Agenda Item History - 2018.EY32.18 \(toronto.ca\)](#)

[Agenda Item History - 2016.EY13.4 \(toronto.ca\)](#)

The following public art requirement was outlined through the Section 37 Agreement registered 26 day of October, 2021:

*“Prior to the issuance of the first Above Grade Building Permit for the Development, the Owner shall prepare, at its expense, a Public Art plan (the “Public Art Plan”) for the provision of Public Art upon the Site or adjacent City-owned lands, and submit the Public Art Plan to the Commission for recommendation and to Council for approval.”*

*“The owner shall submit an indexed cash contribution in the amount of \$750,000 to be directed in consultation with the Ward Councillor toward Public Art to be used to fund On-Site public art pursuant to a Public Art Plan. Such amount to be indexed upwardly in accordance with the Statistics Canada Non-Residential Building Construction Price Index for Toronto, calculated from the date of the Section 37 Agreement to the date the payment is made.”*

A total of \$817,300 in funds were received. The funds will be allocated as follows: 76% for the artwork budget, comprised of artist fees, expenses, drawings, fabrication consultants, fabrication, insurance, transportation of artwork and artist honoraria for stage 2 submissions. The remaining 24% of funds will be allocated to an administration allowance, maintenance, publicity, mentee honoraria and contingency.

## **COMMENTS**

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The public art is proposed to be located in a prominent location in a new park situated between the towers and fronting onto The Queensway. The public art is proposed to be a free-standing artwork that is in a highly visible location at the north-west entrance to the park. This location is accessible to all, either physically and/or visually, and intends to be a highly impactful feature of the overall development.

The public art objectives will encourage and consider the following: quality, site specificity, integration, technical review, public use, scale, safety standards, and maintenance durability.

The selection of the final artist will be commissioned through a two-stage open competitive process. This process is supported by City Planning staff and TPAC.

In accordance with City policy, City Planning continues to encourage applicants to seek artistic excellence and expertise with broad representation from the art community in the selection of artists and jury members, including representation from the Indigenous, Black and equity-deserving groups or communities.

## Artist Selection Process:

Stage 1: The selection process will be initiated through a national, open competition that will be widely advertised on multiple platforms, including artwork competition websites and social media. The call will be distributed to agencies representing or having access to Indigenous artists, in support of the City's Public Art Strategy. The open call will solicit Expression of Interests from prospective artists.

Stage 2: From the submissions received, three art experts, participating as jury members, will create a list of prequalified artists, based on the artistic excellence of the artists' responses to the Expression of Interest. From the prequalified list of artists, two developer's representatives will determine a shortlist of up to five artists who will be invited to prepare and submit art work proposals to the five members of the jury. Artists will be paid an honourarium for their proposals.

The five person selection jury will be comprised of two client representatives; ward resident Matthew Varey, Artist and Creative Director of Visual Arts, Etobicoke School of the Arts; Bareket Kezwer, Artist and Founder of Women Paint; and Jay Havens, 2Spirit Artist and Educator. The selection jury is in keeping with the City's Percent for Public Art Guidelines. The Design Team as well as City of Toronto staff including Parks, Forestry and Recreation and Economic Development and Culture will perform a technical review of proposals prior to final presentations to the jury.

The final selected artist will enter into an agreement with the developer to create the artwork and to oversee the integration of their artwork with the landscape design. The project landscape architect and project public art consultant will work with the selected artist to facilitate the integration of the artwork.

## Mentorship Program:

The mentorship program will be led by the public art consultant and Matthew Varey, creative director at the Etobicoke School of the Arts (ESA). The work program presents an opportunity for a student attending ESA to participate in mentorship engagement with the artist commissioned for the project. A shortlist of prospective mentees will be selected by Matthew Varey. Prospective mentees will submit examples of past work as well as a statement of interest for their participation in this program. The primary commissioned artist for this project will make the final selection of the mentee based on their submitted materials. The selected mentee will engage with the commissioned artist during design development and design consultant coordination stages as well as the public art consultant regarding public art processes.

This proposal is supported by City Planning staff. It was presented to TPAC at its meeting on April 24th, 2024 where it gained unanimous support. 1001, 1007, 1011 and 1037 The Queensway – 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**

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Emilia Floro, Director of Urban Design  
City Planning Division

## **ATTACHMENTS**

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Attachment 1: 1001, 1007, 1011 and 1037 The Queensway Public Art Plan