

BLOCK 1 PUBLIC ART DETAILED PROGRAM

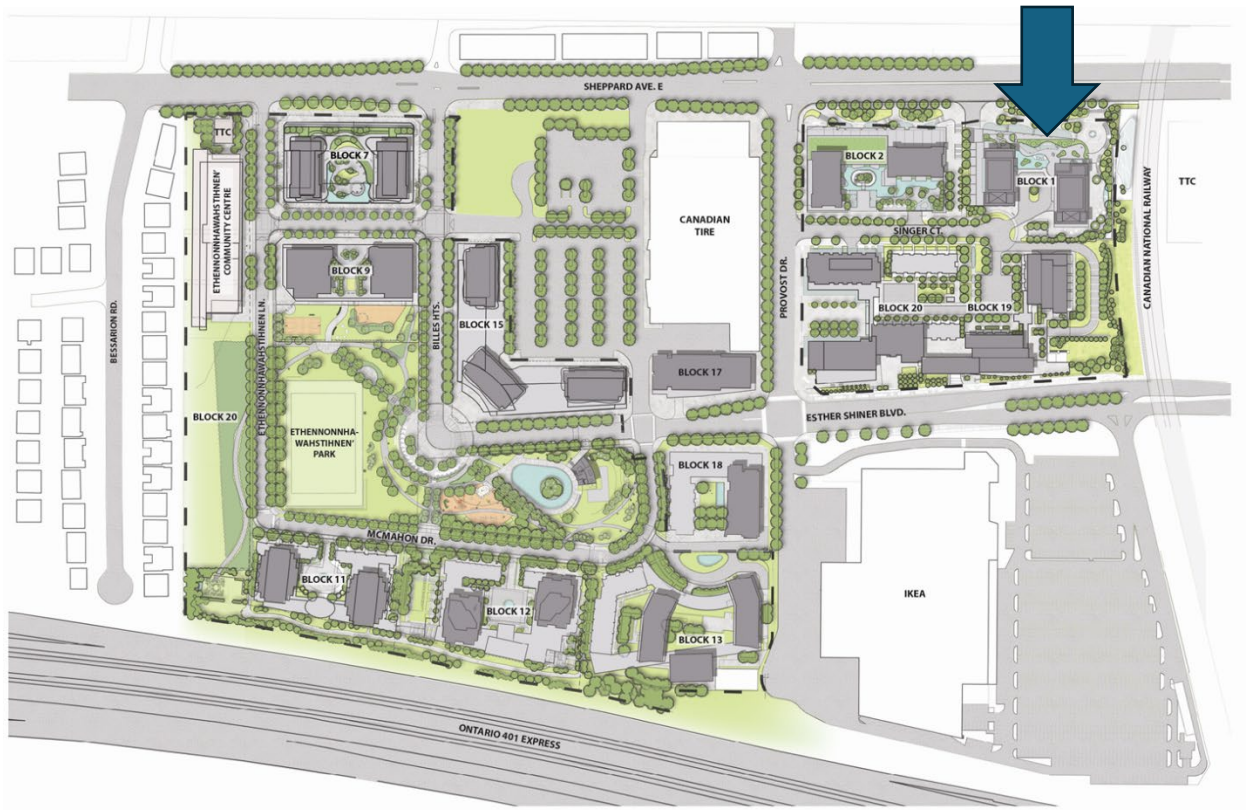
1181 Sheppard Ave. East

Mills + Mills Consulting Services Inc.: Karen Mills

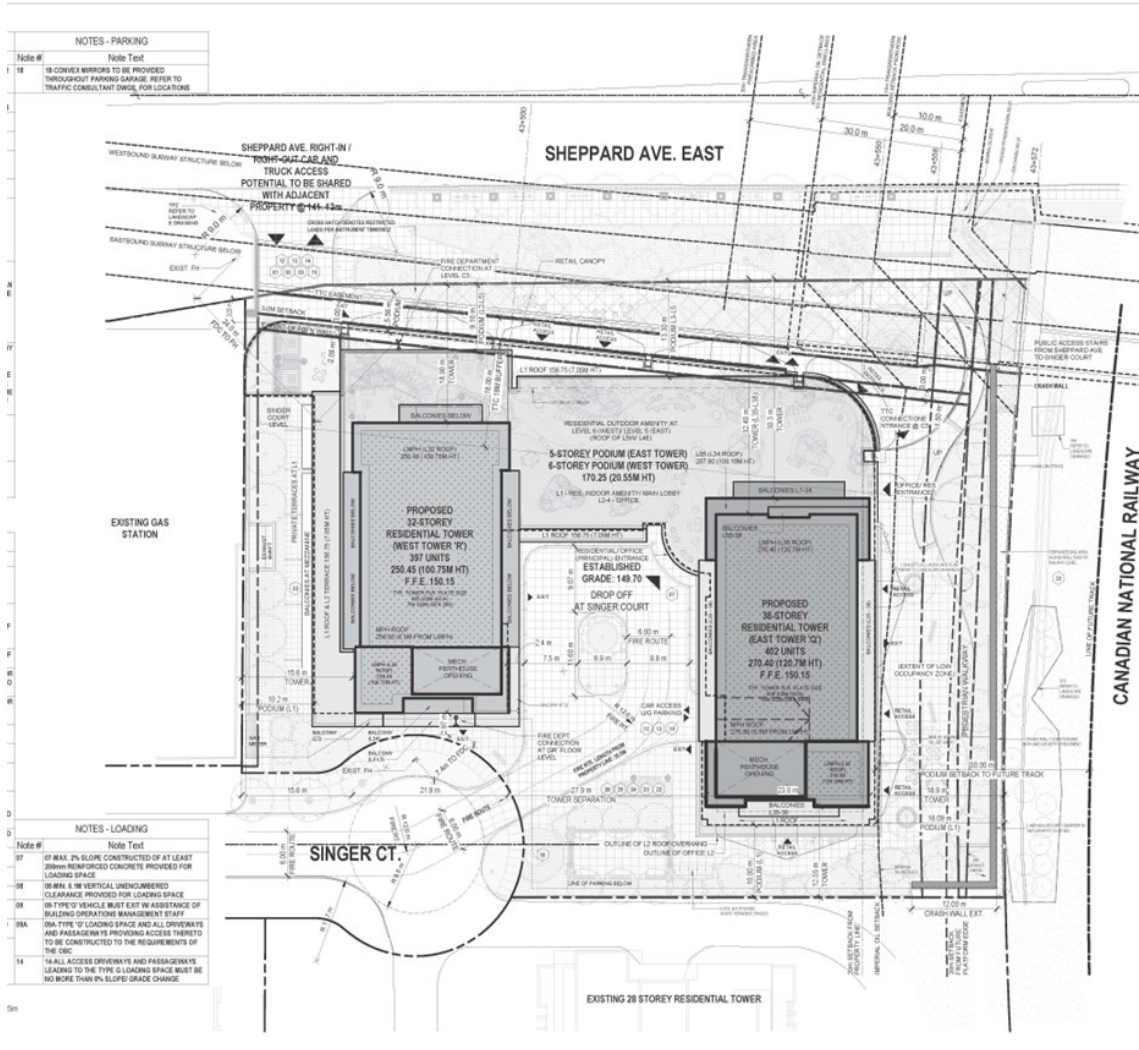
We acknowledge that North York is the traditional land of the Huron-Wendat, the Seneca, Haudenosaunee and most recently, the Mississaugas of the Credit River. We also acknowledge that Toronto is covered by treaty 13.



Rendering Showing Block 1 Towers From Sheppard Ave. Looking South



Concord Park Place: Master Plan: Block 1 Location Indicated by Blue Arrow



Site Plan: Block 1

Project Information: 1181 Sheppard Ave. East

- ▶ Two towers, residential and mixed use
- ▶ Residential towers of 32 storeys at the west and 38 storeys at the east connected by a 5 storey mixed use podium
- ▶ Site is bounded by Sheppard Ave. to the north, Singer Court to the south, Provost Drive to the west and the rail corridor to the East.
- ▶ An extensive landscaped POPS space including a promenade along the east and south edges of the development
- ▶ A piazza is situated on the northeast corner of the development at Sheppard

**Public Art Planning Context:
Canadian Tire Lands Subdivision Agreement**

- ▶ Public Art for Block 1 has been secured under the terms of the original Subdivision Agreement executed with the City of Toronto on Oct. 7, 2005 which states:

H7.2 Special Conditions

- ▶ “Each development after Phase 1 (Canadian Tire Store) will contribute: 1 % of the gross construction cost for the provision of public art.”
- ▶ The public art plan shall be submitted to the Toronto Public Art Commission and Community Council for their review and approval.”
- ▶ The public art contribution for Block 1 at Concord Park Place fulfills the requirement described in the Subdivision Agreement assumed by Concord on the acquisition of the development blocks contained within the 2005 Subdivision Agreement.
- ▶ This does not constitute part of the CBC contribution for Block 1.

NOTES:

- ▶ Concord Park Place District Public Art Plan approved 2008
- ▶ Concord Park Place Addendum to the District Public Art Plan approved 2013

Project Design

Designed by [DIALOG](#), the building features a complex arrangement of different programmatic uses while navigating a complex site. The footprint of the building is U-shaped, with a continuous frontage along Sheppard and an inner courtyard along Singer Court to the south. The site has a significant slope, with the south side of the property a full three storeys higher than the north side. Retail units will front onto Sheppard. The ground floor is considered to be the Singer Court level.

The main access to the office lobby is from the north off, Sheppard, while the main access to the residential lobby is from the south off of Singer Court, where a covered drop-off area cuts into the building.

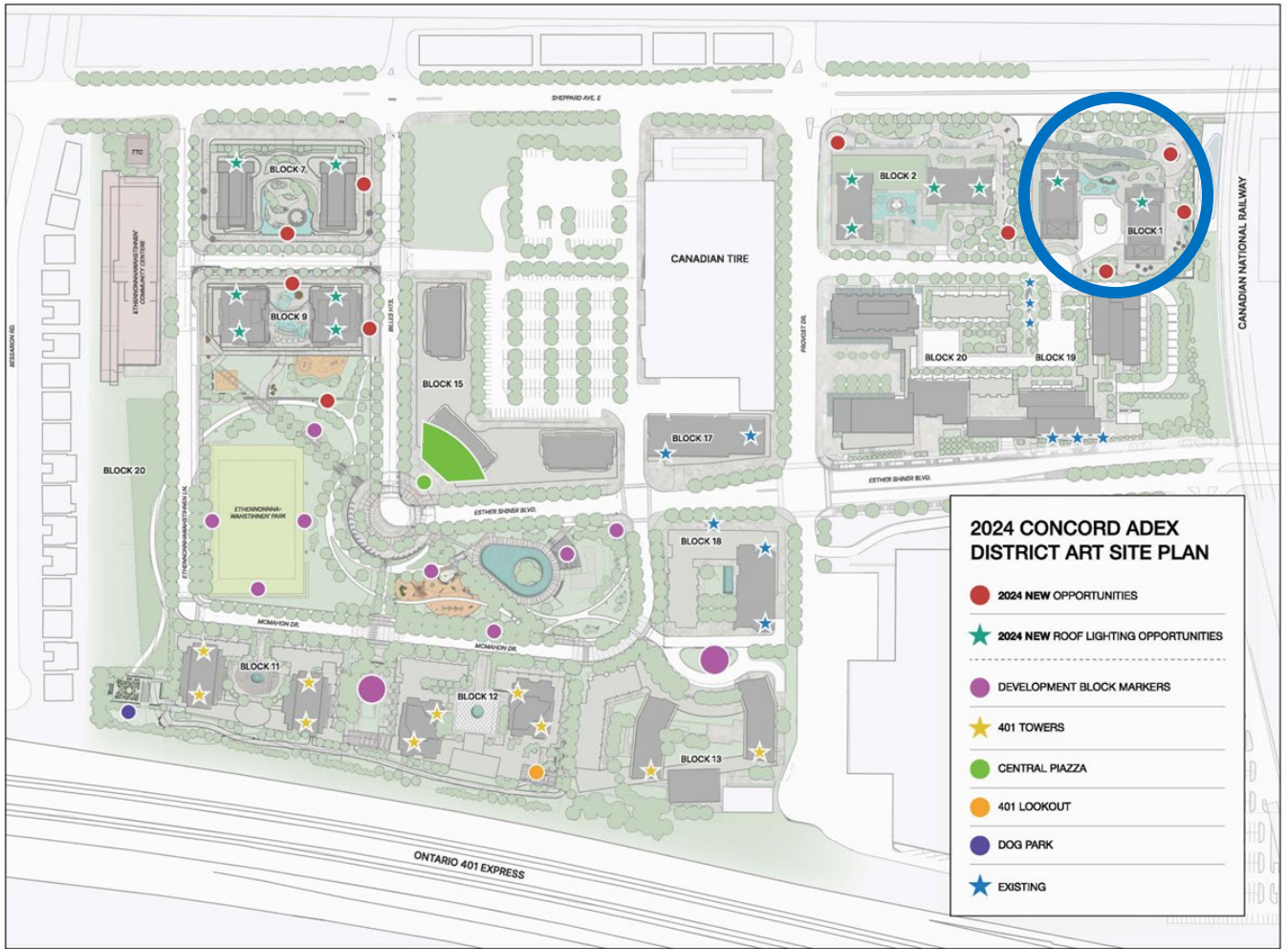
POPS space with enriched landscape and public art visual features will weave around the south and east edges of the site in an inviting way.



Building View From Singer Court



Site Perspective Looking West



Past Public Art Locations and Proposed Opportunities

PA Information: <https://community.concordparkplace.ca/#public-art>

Block 1: Public Art Opportunities:

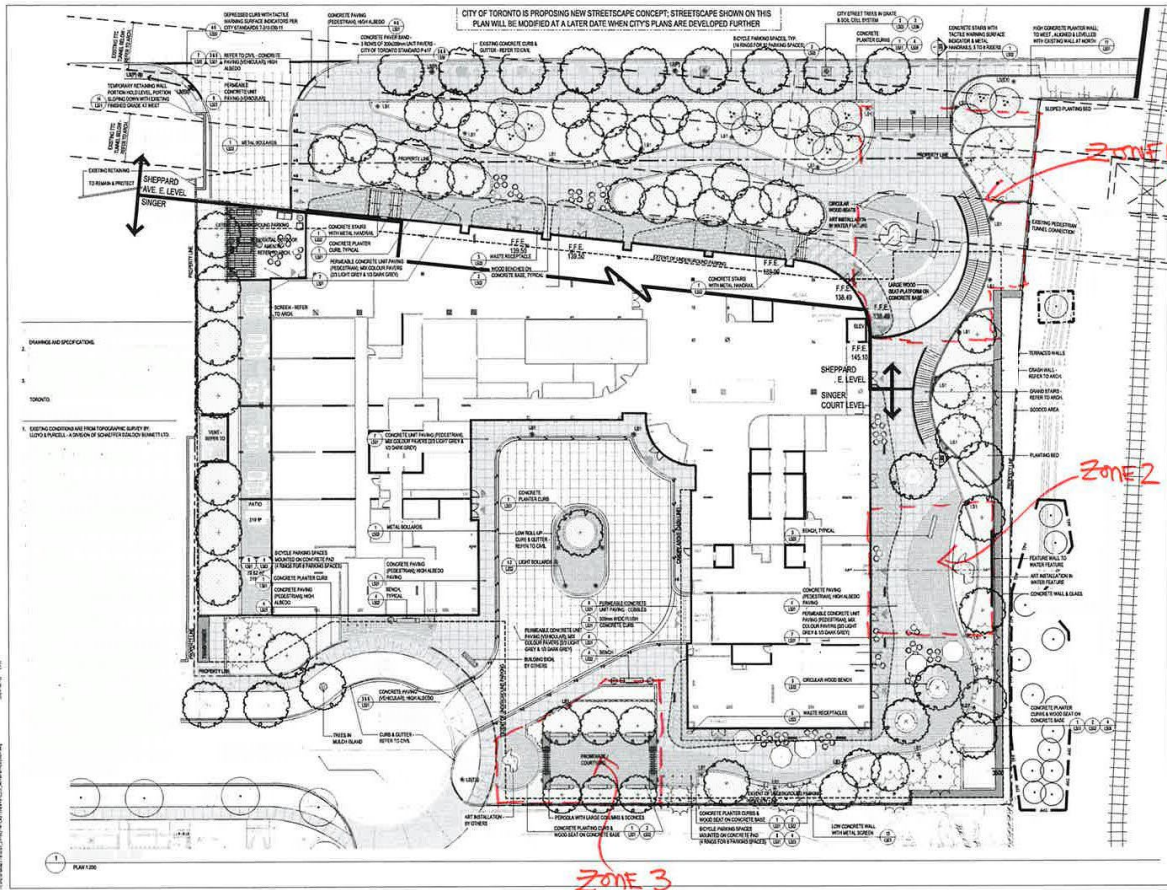
- ▶ 1. Sheppard Avenue piazza feature: comprehensive approach: focal point and/or integrated art
- ▶ 2. East side promenade focal point and/or integrated art
- ▶ 3. Sculptural focal point at Singer Court
- ▶ 4. Rooftop Lighting: static lighting and glazing



Public Art “Zones”: Opportunity 1: Blue Arrow Opportunity 2: Red Arrow

Opportunity 3: Green Arrow

Note that the extent of the POPS will be defined with City Planning as part of the SPA process.



Site Plan with Art Zones Indicated in Red.

Theme/ Conceptual Approach: Underpinnings

- ▶ Concord “PARK” Place
- ▶ Locations: Highly public, consider proximity to Community Centre/ School
- ▶ Theme should be relevant to the context, engaging, positive in expression, serve as a landmark visual cue
- ▶ Animate Sheppard Ave. and celebrate Concord Park Place
- ▶ Extend into the community for an equitable public art experience throughout the development

- ▶ Integration: combine integrated and standalone elements
- ▶ Concord mentorship- continued

REFERENCE: <https://community.concordparkplace.ca/#public-art>

Concord's Public Art Objectives/ Mission Statement

- ▶ **Placemaking and Identity:** Public art contributes to the unique character and identity of a place, distinguishing it from other cities or neighborhoods. It creates memorable landmarks that serve as visual beacons.
- ▶ **Broad Engagement and Innovation:** Public art encourages innovation by providing a platform for artists to collaborate with specialists outside their usual sphere. Engaging with engineers, fabricators, and other design professionals opens new possibilities for artistic expression.
- ▶ **Psychological Impact:** Clinical studies show that art can have physiological and psychological effects on viewers, serving as visual cues that support wayfinding and offer calming distractions that lower heart rate and blood pressure. Conversely, poorly considered public art can negatively impact those with cognitive decline.
- ▶ **Community Health:** Public art also profoundly impacts the aesthetic and emotional well-being of a community. It can transform mundane or neglected areas into visually stimulating environments, enhancing the overall beauty of a city or town. This aesthetic improvement can stimulate local economies by attracting tourists and encouraging investment. Businesses thrive in visually appealing locations, and public art can catalyze economic revitalization. Psychologists assert that art influences our perceptions of a place, linking beauty with goodness. First impressions are crucial; if a neighborhood presents beauty, harmony, and warmth, people seek further signs that confirm these attributes.
- ▶ **Expression:** Public art reflects the cultural identity and heritage of a region. It may serve as a visual representation of shared values, history, and aspirations, fostering a sense of belonging and pride within the community. At its best, public art speaks to the art of its time while respecting its context and considering the viewer.
- ▶ **Social Interaction:** Public art has the power to engage and inspire. The best public art promotes social interaction and dialogue.
- ▶ **Beautification and Urban Renewal:** Public art enhances the aesthetic appeal of urban environments, transforming mundane spaces into visually stimulating

landscapes. It can revitalize neglected areas, attract visitors, and stimulate economic growth by making cities more attractive places to live, work, and visit. Broad Engagement and Innovation: Public art encourages innovation by providing a platform for artists to work with a variety of specialists outside their normal sphere. Engaging with engineers, specialist fabricators and other design professionals opens new possibilities for artists to innovate.

- ▶ Overall, public art plays a multifaceted role in shaping the social, cultural, physical and psychological fabric of cities, making them more vibrant, inclusive, and meaningful spaces.

Budget

Requirement: \$3.4 million

- ▶ 10% Administration: Up to \$340,000.
 - ▶ Art Consultant Fees to project completion in 2029
 - ▶ Competition Costs for Juried Interviews
 - ▶ Mentorship Fees
- ▶ 5% Maintenance Endowment Up to \$170,000.
- ▶ 5% Education/ Community outreach Up to \$170,000.
 - ▶ Online outreach including ArtSpace activities
 - ▶ Publications and documentaries
- ▶ 10% Coordination up to \$340,000.
 - ▶ Engineering, architect, landscape architect fees for coordination of artwork designs, site preparation
- ▶ 70% Allocation for Implementing Art: artist fees, engineering, design, supply, fabricate, deliver, install
 - ▶ \$2,400,000.

TOTAL: \$3.4 million

Allocations per Location/Opportunity:

- ▶ Gross Allocation for Implementing Art: 70% of PA Budget: \$2,400,000.

- ▶ Location 1 \$1 million
- ▶ Location 2 \$400,000.
- ▶ Location 3 \$600,000.
- ▶ Rooftop (Glazing element and Lighting) \$400,000.

Selection Process: Juried Interviews

- ▶ Artists are invited to participate in the B1 Juried Interview process and respond to the Opportunity Brief issued to each candidate
- ▶ Juried interviews are organized with jurors and artists paid a fee for their participation based on 2024/5 CARFAC rates
- ▶ Preferred candidates are recommended. One candidate may be engaged for more than one opportunity.
- ▶ Concord has the right to accept or reject a recommendation and re-run the process

Jury will comprise a total of up to 3 candidates of whom:

- ▶ 1 will be a representative of Concord
- ▶ 1 will be a local art expert representative
- ▶ 1 will be an artist
- ▶ Diversity will be represented on the jury

The artist juror or art expert jurors will be drawn from the following “pool” of pre-approved art expert candidates independent of the developer based on availability and interest:

- ▶ Gitte Hansen, arts professional working in the ward
- ▶ Akshata Naik, artist
- ▶ Brandon Vickerd, Professor, Artist, York University
- ▶ Gaetane Verna, Museum Director, Curator, Canadian Pavilion at Venice Biennale
- ▶ Jordan Sook, artist
- ▶ Joanne Tod, artist

Schedule of Activities

- ▶ TPAC meeting – Oct. 30, 2024
 - ▶ NYCC Nov. 2024- Dec. 2024 (artist outreach)
- ▶ Contracts and Artists concepts –
 - ▶ after Community Council approval: November to December 2024
- ▶ Site installation – 2028
- ▶ Roof lighting installation – 2029

Mentorship Program

Candidates are provided with bi-monthly online learning sessions based on the Harvard Casebook study methodology (lectures, project specific discussions and assignments).

Topics include:

- ▶ Understanding public art as a creative discipline, finding opportunities, preparing CVs and responding to EOIs and RFQs
- ▶ Government processes (examples include Global Affairs Canada program and commissions through public agencies)
- ▶ Private developer projects- procedures and requirements
- ▶ Contracts: design, design build approaches
- ▶ Fabricators, dealers or agents contracts
- ▶ Avoiding pitfalls- case studies
- ▶ Budgets
- ▶ Neuroaesthetics and the implications for art within the public realm

Mentorship Candidates:

Olivia Cinco

- ▶ Emerging Toronto based artist (Venezuelan)
- ▶ BA University of Windsor (Visual Arts, Film and Media)

Crystal Ying Kwan

- ▶ U of T: architectural studies and Visual Arts
- ▶ Concord Park Place resident

Long List of Proposed Artist Candidates (Opp 1,2,3)

Esmaa Mohamoud

Jhyling Lee

Jason Zante

Tony Matelli

Marman and Borins

Victoria Fard

Jameson Yap

Jihee Min

Rooftop Feature Lighting

- ▶ Static
- ▶ Unique
- ▶ North edge of the development
- ▶ Combine lighting with film or frit integrated into glass

Artist Candidates for Juried Interviews:

- ▶ James Nizam
- ▶ Malcolm Pate
- ▶ Studio Beites
- ▶ Liz West

Invitation for Expressions of Interest from the candidates will be followed by juried interviews. The recommended candidate will develop concepts based on a letter of intent.

This method has proven popular with artists who are concerned about being “competition fodder”. Additional candidates may be added with their credentials provided to the City Public Art Coordinator.