

Developer: Choice Properties Limited Partnership

Golden Mile: Public Art Plan

Address: 1880-1890 Eglinton Avenue East and 1523 & 1525-1545

Victoria Park Avenue, Scarborough, Ontario

Public Art Consultant: Art+Public UnLtd

April 17, 2024



Southwest view of the Choice Properties Site, Golden Mile Master Plan. Rendering courtesy of Choice Properties.

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Land Acknowledgement

The land in which the Golden Mile Secondary Plan area is located is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands.

Project Team

Choice Properties Limited Partnership

Choice Properties is a leading Real Estate Investment Trust that creates enduring value through the ownership, operation and development of high-quality commercial and residential properties.

ART+PUBLIC UnLtd

ART+PUBLIC UnLtd is a team of curators, artists, art administrators and planners who focus on developing and implementing exceptional opportunities at the intersection of art and public. ART+PUBLIC UnLtd brings together a combined 30+ years of experience in the public art realm.

1. Introduction



Northeast View of the Choice Properties Site at Victoria Park Ave and Eglinton Ave E, Golden Mile Master Plan. Rendering courtesy of Choice Properties.

ART+PUBLIC UnLtd was engaged by Choice Properties in September 2023 to develop a Public Art Plan for their Golden Mile site at Eglinton Avenue East and Victoria Park Avenue in Scarborough, Ontario.

This Public Art Plan outlines the site context, our research and engagement process which inform the identification of the most impactful public art opportunity, as well as the administrative processes proposed for implementation (selection process, timeline, budget, etc).

2. Site Context

Construction of the Eglinton Crosstown LRT has become a significant catalyst for real estate development in Scarborough, prompting the City of Toronto to create the Golden Mile Secondary Plan. The Golden Mile Secondary Plan Area spans approximately 280-acres, with its boundaries defined by Victoria Park Avenue to the west, Ashtonbee Road and the Hydro Corridor (The Meadoway) to the north and Birchmount Road to the east. The southern boundary of the Golden Mile runs along the south side of Eglinton Avenue and consists of a series of retail and industrial lands some of which are slated for redevelopment.

The Golden Mile area currently consists of large-format retail buildings and surface parking with low-rise commercial and industrial buildings to the north and south of Eglinton Avenue East. The planned redevelopment will be made possible through a mix of public and private support and will transform the area into a complete, and connected community.¹

The City of Toronto undertook the Golden Mile Secondary Plan Study between 2017-2020. The Golden Mile Secondary Plan aims to establish a comprehensive framework for a complete community within the area, supporting residential, mixed-use, and employment purposes, transforming the Golden Mile into a new destination. The Plan establishes a vision for the Golden Mile, with a focus on the following pillars:

- Distinct Districts and Character Areas within the Plan Area to encourage mixed-use development
- A comfortable and attractive public realm
- A variety of built form with high quality architecture
- A multi-modal transportation network (ECLRT)
- Densities that will promote a transit-supportive environment
- Strategies to promote sustainability and climate resilience

The Golden Mile Secondary Plan area represents one of Scarborough's largest and most ambitious neighbourhood transformations and is emerging as a platform for significant investment, with thirteen developers proposing nearly 40,000 new residential units and over one million square feet of retail and office space near the Eglinton Crosstown LRT over the next 15 to 20 years.

¹ Golden Mile Secondary Plan, June 25, 2020.



Aerial view of the Golden Mile 1973 (Source: Scarborough Historic Society).

The Golden Mile's transformation from farmland into an industrial hub began during World War II when the General Engineering Company of Canada (GECO) built a munition plant in 1941.

Following WWII, the Township of Scarborough purchased the lands and began selling large swaths to be developed for industry. Businesses such as *General Motors*, *Volkswagen*, *Frigidaire*, *Thermos*, and *Svenska Kullagerfabriken (SKF)* began moving into the Golden Mile.²

The Golden Mile established itself as an industrial hub in the 1950s leading to the auto-oriented layout of the area (Golden Mile Shopping Centre and Eglinton Square Mall are existing examples that reflect this). In the mid 1950s, the *Golden Mile Plaza* was introduced to the area. This marked the area's shift from primarily industrial use to evolving into a vibrant commercial hub. Strip commercial developments along Eglinton Avenue catered to industrial workers living in nearby walk-up apartment buildings. The Golden Mile's commercial era emerged as retail establishments like the Golden Mile Shopping Centre and Eglinton Square laid down roots in the neighbourhood. The *Golden Mile Plaza* would later

become the largest shopping centre in Canada. While the area continued to grow in built form well into the 1980s, the Golden Mile began to decline in recent decades. Today, the Golden Mile is a mix of strip malls and large parking lots. The upcoming Golden Mile redevelopment will revitalise the area and introduce a range of commercial, residential, and open space.

Today, the Golden Mile neighbourhood primarily consists of auto-oriented retail including big box stores, strip malls and parking lots.

i. Golden Mile - Choice Properties Site

The reimagined Golden Mile Secondary Plan Area will be organised by a Structure Plan that consists of four (4) Districts. The four (4) Districts identified are *The West District*, which is centred along the retail-focused Golden Mile. *The Central District*, which is dedicated as the institutional, social, and cultural hub of the Golden Mile, *The East District*, consisting primarily of residential development, and *The Employment District*.

The Secondary Plan identifies areas for development within the Districts and develops a strategy and policies for intensification in all four (4) Districts in the Plan Area to support the creation of a complete community.

The Secondary Plan includes an emphasis on providing a balance of mixed residential housing types, commercial development, employment and institutional uses, and community uses and prioritises a transit-supportive environment that will be realized through providing a full range of multi-modal transportation options. This plan identifies and highlights a series of public realm elements including streets, a gateway, parks and open spaces, transit nodes, and green nodes, seeking to establish a connected, accessible, diverse, complete and livable mixed-use community.²

The Choice Properties site is located within the retail-focused West District of the Golden Mile area, at the northeast corner of Victoria Park Ave and Eglinton Ave East.

² Golden Mile Secondary Plan, Official Plan Amendment 499, October 27, 2020, page 12-13.



Massing view of the Golden Mile redevelopment. Rendering courtesy of Stephen Velasco, Future Model Toronto. Choice Properties Site highlighted in yellow.

Choice Properties is a publicly-traded real estate investment trust, who owns and manages industrial, retail, and residential properties across Canada. They are the owner of 19-acres in the area of Scarborough known as the Golden Mile Shopping Centre. The Property will feature the development of a large, new master-planned community at the northeast corner of Victoria Park Avenue and Eglinton Avenue East, adjacent to the new Eglinton Crosstown LRT. The concept envisions transforming the 69-year-old shopping centre on the site into a mixed-use development with over 3 million square feet of density across multiple development phases including a large park that will be dedicated to the City of Toronto. All these uses will create a vibrant new ‘gateway’ to the Golden Mile community.

The City of Toronto has approved this masterplan and Choice has entered into a partnership with The Daniels Corporation for the redevelopment of Phase One of the Property.

The City and Choice recognize the Choice Properties site as the ‘gateway’ to a neighbourhood on the cusp of a dramatic reimagining. This new community at Victoria Park and Eglinton will be a landmark development, bringing positive economic and social impact to the local community while demonstrating innovative design and sustainability practices.

Moreover, given its strategic location walking distance to the Eglinton Crosstown LRT and close to major highways, including the Don Valley Parkway and the 401, Choice anticipates this site becoming an enticing destination for both homebuyers and renters seeking convenient access to transportation and city-wide connectivity, making it an ideal place to establish lasting roots and live life well.

Choice's development plan for this 'gateway' to the 'new' Golden Mile comprises 3.2 million square feet of a mixed use, mixed income, transit-oriented community. The development plan includes a connected network of new streets and open spaces featuring retail shops, anchored by a new grocery store and other employment uses that will complement the City of Toronto's investment in transit along the new Eglinton Crosstown corridor.

In addition to a landmark public artwork that is the subject of this Public Art Plan, Phase one of the Choice development will include:

- Two condominium towers developed and built by Daniels
- One purpose-built rental building developed and built in partnership with Choice and Daniels
- Retail and office uses
- An urban courtyard
- A 30,000 square foot city-owned and operated community office space, with its future purpose to be determined by the City of Toronto.

ii. Golden Mile - Choice Properties Placemaking

Within this dynamic revitalization program, Choice Properties aims to take early initiative and set an exciting standard for the role public art can play in shaping public realm expectations for this site, introducing a bold and impactful public artwork as part of their first phase of development. By prioritizing community assets within the multi-year construction and phasing period, and introducing public art at the outset, Choice Properties demonstrates its commitment to shaping the community's experience and setting a standard for how public art can transform public realm expectations throughout the entire redevelopment. Choice Properties' plans for the public realm are intended to accommodate accessible and public programming on-site.

Accordingly, Choice is investing in arts-based placemaking beyond this public art contribution. Throughout the winter of 2023, Choice sponsored a holiday market on site at Golden Mile featuring local artisans and entrepreneurs along with performances from emerging artists. They partnered with RISE (Reaching Intelligent Souls Everywhere), a Scarborough-based grassroots arts organization founded by Randell Adjei focused on creating safe and inclusive spaces for youth and emerging artists to express themselves in a positive way.

Looking ahead, Choice plans a summer-long marquee event at the Golden Mile site featuring locally-sourced mural art and live music along with co-designed activations in partnership with Scarborough-based community organizations. Together with Daniels Corporation, they also support pre-development interim cultural placemaking efforts and are proud members of ILEO (Inclusive Local Economic Opportunity), convened by United Way of Greater Toronto and BMO to support innovative ways towards reducing gaps in economic prosperity, working to reduce gaps in economic prosperity in the Golden Mile area.

Beyond the scope of this development, Choice Properties actively engages in community enrichment through various initiatives and partnerships. Because of their commitment to maintaining their site across generations, they have adopted a social impact framework aimed at strengthening communities. Future placemaking initiatives include an artist-in-residence program with BlackNorth Initiative at their Mount Pleasant development in Brampton, potential collaborations with The Bentway, as well as arts commissions at their existing retail centres. These efforts are all part of Choice's annual placemaking funding. Annually, Choice Properties raise funds and donate over 1,200 volunteer hours on behalf of efforts that promote local economic development and social cohesion. Arts and placemaking are vital to these efforts.

3. Public Art Direction

i. Research Overview

In the fall of 2023, ART+PUBLIC UnLtd engaged in a variety of initiatives to support the development and direction for this public art plan. This work included desk research, a series of interviews involving both project and community stakeholders, as well as a number of educational and engagement components including the

design and facilitation of a Public Art Scenarios Workshop and two public art walking tours—one through Toronto’s Canary District and the other through the Financial District. These efforts aimed to provide the client with insights into the comparable landscape, enabling strategic decision-making within this opportunity.

This work helped to establish the vision, priorities and direction for public art at the Golden Mile site. Our stakeholder interviews allowed us to gather specific project information on the local context and the public realm plans for this site, as well as determine direction for key aspects of project implementation, including artist selection process, mentorship opportunities, and outreach and engagement strategies.

Walking tours provided the client with firsthand, in-person encounters with public art, fostering a more informed dialogue, particularly concerning the relationship of works to site and budgetary considerations. Our Scenarios Workshop served as a focused platform for distilling priorities, establishing goals, and outlining the future positioning of public art within the Golden Mile site.

ii. Public Art Priorities for Golden Mile

Our process aimed to collect project information regarding the local context and public realm plans for the site, as well as establish a direction for public art and commissioning opportunities for the Golden Mile site. From our research and engagement we identified four (4) key findings outlined below:

1. There is an opportunity for public art to define the public realm at Golden Mile.

There is a strong desire for public art that helps define public realm activity. This includes works that enhance gathering spaces or assist wayfinding. There is a significant interest in a large-scale, spectacular, standalone work that marks the initial phase of this project—a physical marker signalling the entrance into the site.

2. Public art at Golden Mile will exist within a very active site.

There is a desire for artwork that facilitates meaningful interaction within the community, requiring engagement and participation from the outset.

3. Scarborough, as one of the largest districts in the GTA, possesses its own unique identity distinct from downtown Toronto.

It is important that this project feels relevant to Scarborough and resonates deeply with its diverse community.

4. Public art at Golden Mile will have to balance an “iconic” result with “home-grown” process.

The tension between the desire for an iconic work while maintaining a home-grown roots process presents challenges in terms of identifying a local artist. However, it also serves as an opportunity to enhance community capacity for future public art commissions of this scale.

These four findings served as the foundation and starting point for the formulation of our Public Art Scenarios Workshop. This workshop allowed us to identify the following priorities for public art at the Golden Mile site:

1. Ensuring visibility and engagement from multiple distances and at multiple speeds: readily noticeable by transit, by car or bicycle commutes; engaging experience up close with pedestrians.
2. A work that makes the space it inhabits iconic, transforming the surrounding space, extending its impact beyond the actual artwork footprint; there is a desire that space for seating and gathering be designed to surround the art.
3. Acknowledge and appreciate the historical importance of the Golden Mile site, taking into account its significance for both past and future generations.
4. A desire for on-site animation driven by public engagement and interaction with the artwork.
5. A work that is experienced, rather than simply viewed, encourages active participation, engages the senses, and invites individuals through the space.
6. The art selection process will be developed with effort to engage an artist either from Scarborough or with a strong connection to Scarborough.

7. A desire to enhance civic life in Scarborough by establishing a highly visible, accessible, and iconic public artwork that reflects the essence of the local context, welcoming visitors to the Golden Mile.

4. Golden Mile Public Art Opportunity

i. Vision for Public Art at Golden Mile

Based on the key learnings and priorities identified through our work outlined above, the following vision statement has been developed for public art at the Golden Mile site. This vision statement informs the art selection process and will subsequently inform the artist brief.

“Public art at the Golden Mile will signal the transformation of the area. As a focal point in a bustling public realm, art at this site will engage the public with a vibrant expression of a catalytic moment of change in an area with a varied past, rich present and exciting future.”

This vision is underscored by an aspiration for an impactful, large-scale permanent work that integrates seamlessly with the surrounding public realm program and a recognition of the importance of the artwork reflecting the neighbourhood's identity—the essence, spirit, and values of Scarborough, which embodies a grass roots, community-driven perspective.

ii. Site Selection

In our research and discussions with project and community stakeholders, two decisions were made with respect to public art site selection.

First was the decision to commit the full \$1M public art budget to Phase 1 in order to support the intention for public art to play a catalytic role on site. While the Choice Golden Mile development will unfold over multiple phases, public art is identified as a priority, with the intention of signalling an exciting next chapter in the neighbourhood and allowing the public art to become a cornerstone of the redevelopment efforts.

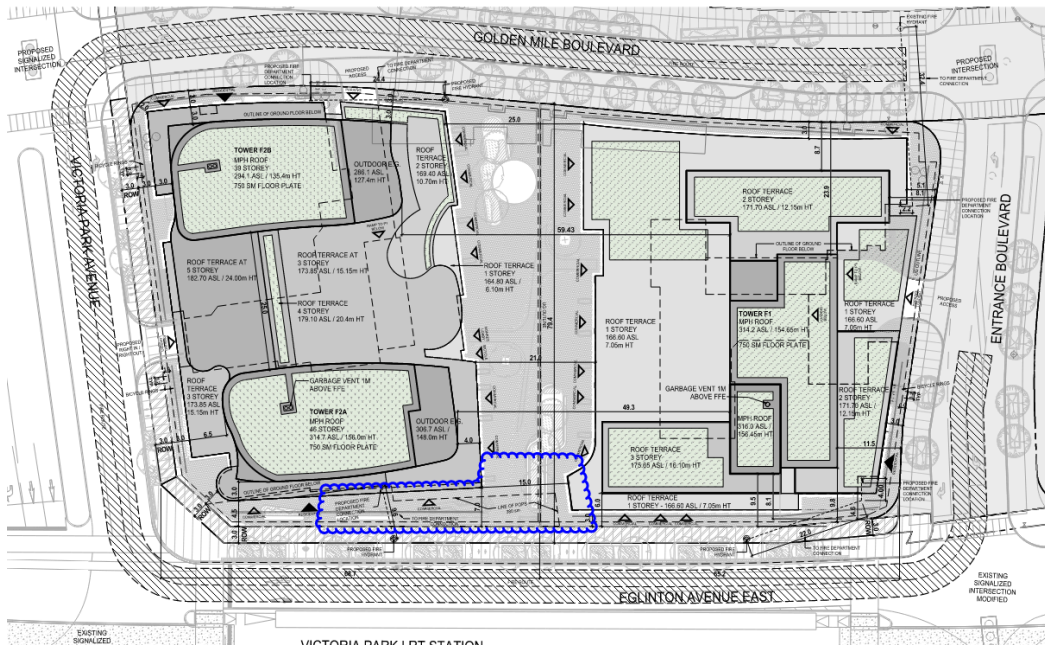
Subsequently, we used the following criteria to consider potential locations and, ultimately, select a final location for art within Phase 1 of the site:

- High visibility
- Publicly accessible
- Supports the Secondary Plan policies and Urban Design Guidelines for The Golden Mile
- Maximises visibility across multiple distances and speeds (Transit, car or bicycle commutes, pedestrian)
- Maximises placemaking and wayfinding potential
- Considers integration with and relation to the landscape plan and architectural design.

We arrived at the following site selection:

A single art concept will be realized at the entrance of the new pedestrian courtyard situated on the North side of Eglinton Avenue East, just east of Victoria Park Avenue (as shown below). This will serve as a distinctive marker, welcoming visitors to the Golden Mile site.

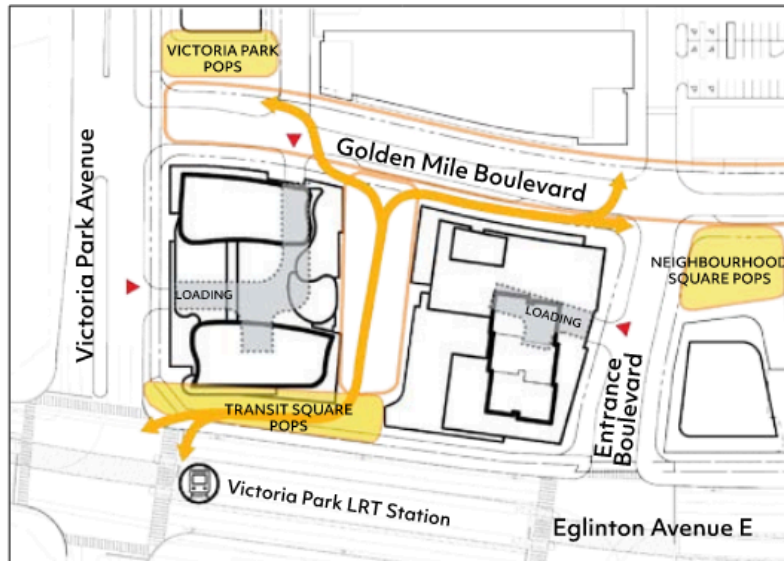
The ‘urban courtyard’ will serve as a pedestrian link into the community. The central garden area bisecting the site will not only become a central hub for individuals living and working here, but for the balance of phases and the broader Golden Mile community.



Plan view of Phase One of the Choice Properties Site Plan. Proposed artwork site outlined in blue, located at the south end of the pedestrian courtyard where it intersects with Eglinton Ave. Rendering courtesy of Choice Properties.

Support for this site-selection:

1. The envisioned location, in close proximity to the crossroads of Victoria Park Avenue and Eglinton Avenue East, resides in a bustling, high-traffic area and is the most publicly visible, high profile site, well suited for pedestrian access and easily visible to auto-oriented traffic.
2. The site presents an excellent opportunity to distinguish the entrance to the pedestrian boulevard, which serves as the primary gateway to the facilities.



View of pedestrian flow (orange arrows) through the site. Rendering courtesy of Choice Properties (2023).

3. This corner offers high visibility and engagement from multiple distances and at multiple speeds: readily noticeable by transit, by car or bicycle commutes; engaging experience up close with pedestrians.
4. The proposed site serves as a beacon or gateway, establishing a connection between the two towers, and encouraging passersby to enter the site; located in the most highly visible area of Phase 1, this site allows the art to become a new landmark within the neighbourhood as it changes over multiple development phases.
5. The proposed location will enhance placemaking activities, with the public artwork serving as a dynamic focal point. It will establish an identity marker while allowing ample space and flexibility for cultural events, markets, and community gatherings.



View of the LRT stop along Eglinton, in front of Choice Properties Golden Mile site. Rendering courtesy of Choice Properties.

During implementation of the Golden Mile Public Art Plan, ART+PUBLIC UnLtd will work with the project team to finalize the detailed site plan, with updated information, images/renderings for shortlisted artists to respond to in developing their concept proposals.

iii. Mentorship

The development and resourcing of a robust mentorship opportunity within this public art opportunity plays a key role in addressing the challenge noted above, of balancing a desire for a large-scale iconic work, with a desire to create something locally meaningful.

This mentorship program will be designed to provide a meaningful career development opportunity for a local artist; build local capacity for future public art opportunities in the area; engage the local arts community through an open call for this mentorship opportunity; engage local perspective in the development of the art concept. The scale of development in the Golden Mile Secondary Plan Area will ensure numerous future public art opportunities; the goal with investing in a

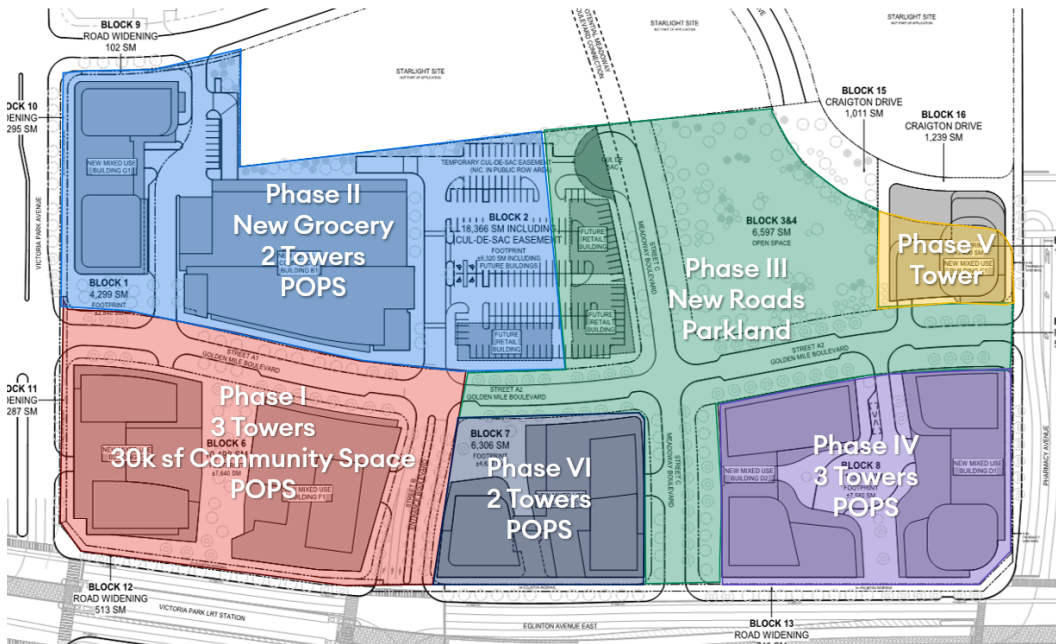
mentorship program like this one is to build capacity within the local arts community for these future opportunities.

To align with our outlined work and research principles, an open call exclusively open to local Scarborough-based emerging artists will be facilitated to select an emerging/early career artist to work alongside the primary artist in a traditional apprentice capacity, offering on the ground career development opportunity to this local artist and supporting local capacity building and career advancement opportunities.

The public art consultant will be engaged in the mentorship process, providing support and guidance to the mentee and sharing knowledge throughout the public art delivery process. Further information on the Mentorship opportunity is outlined in the Art Selection Process below.

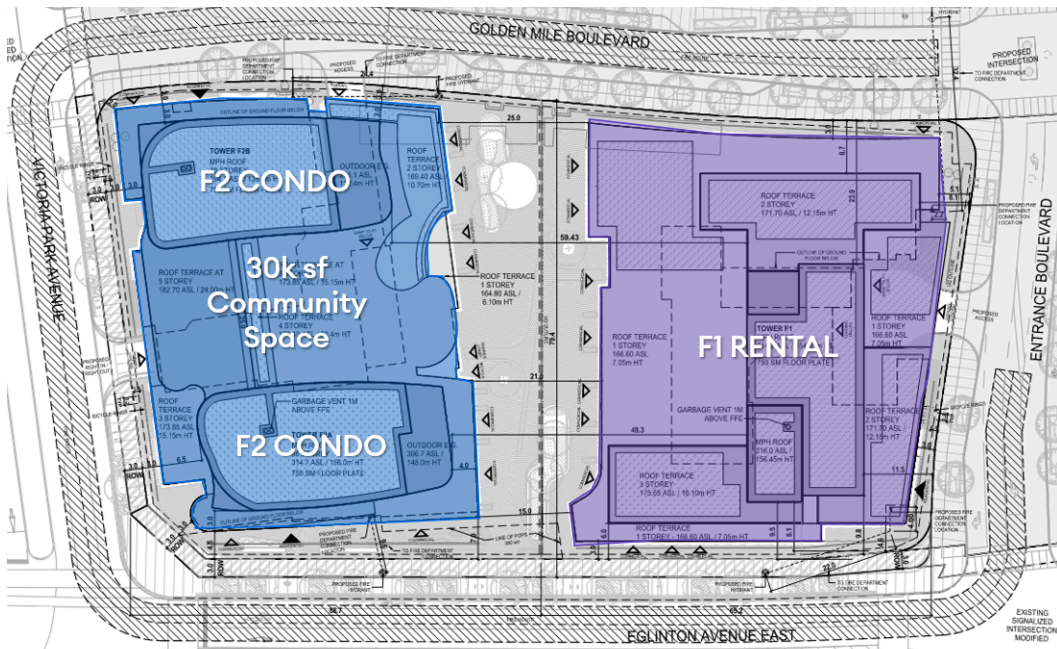
5. Implementation

i. Timeline



Choice Properties Golden Mile Site Plan, all phases highlighted. Rendering courtesy of Choice Properties.

The Golden Mile redevelopment will be implemented over multiple phases, with the full public art commitment made entirely within Phase 1 of the development construction schedule. This phase of the development site includes POPS, three new towers (two condominium units and one rental unit), as well as 30,000 sq ft of Community Space. As a key element of the redevelopment, the public artwork will mark the launch of this project—a physical marker signalling that a dynamic transformation is underway, aligning with the completion of the first 1,100 units in the condominium and rental unit towers. The overall timeline for the project will ultimately hinge on the demolition of the mall and grocery store.



Choice Properties Golden Mile Site Plan, Phase 1 highlighted. Rendering courtesy of Choice Properties.

As such, implementation of the Public Art Plan will commence in coordination with the roll out of Phase 1 work, which is anticipated approximately as follows:

Public Art Plan approval	
TPAC through to City Council	March to May 2024
Public Art Plan Implementation	
Public Art Selection Process (develop documents and facilitate selection process (invitational to select artwork	June to October 2024

concept)	
Mentee Selection Process (open call to identify mentee)	November 2024 to January 2025
Public Art Implementation (design development and fabrication) ³	January 2025 to Spring 2029
Acceptance of Completed Work	Spring 2029

ii. Budget

The public art contribution at this site is generated by a Section 37 agreement and will be implemented as part of the public realm build out. Acknowledging that this redevelopment will be implemented over multiple phases, this Public Art Plan proposes that the public art commitment be integrated entirely within Phase 1 given the desire to create a high-impact catalytic work. The full \$1M contribution will be allocated to one art opportunity and include resources for a robust mentorship opportunity. This approach aligns with the aspiration to deliver something impactful within the first stage of an extended timeline.

A portion of the budget will be allocated to a mentorship opportunity as outlined below in Section V, to ensure engagement with Scarborough is meaningful.

Public Art Budget Commitment:	\$1,000,000⁴ CDN ex HST
Public Art Design, Fabrication, Installation, Construction and Contingency, Mentorship, Engagement and Communications*:	80%
Administration including primary artist selection**:	up to 10%
Maintenance endowment (up to 10% of production budget hard costs, typically close to +/- 8% of art production budget; may be reduced upon artwork design and development):	up to 10%
<i>*Disbursements to include artist and jury honoraria. Artist and jury fees will be calculated</i>	

³ It is intended that the public art project will be a focal point for the design of the surrounding landscape. However, the artwork will be the last element to be installed on site to prevent damage from adjacent construction. Therefore, it is anticipated that the work may need to be stored for up to 2 years.

⁴ Subject to Upwards Indexing, in accordance with the applicable Construction Price Index, calculated from the effective date of the Tribunal Order (August 10, 2022) bringing the Amending By-laws into full force and effect to the date of payment or provision of any Financial Security to the City.

in accordance to CARFAC rates.

***Including: preparation of Public Art Plan, presentation to TPAC, planning and administration of artwork selection process for primary artist and assistance in preparation of artist agreement(s).*

iii. Art Selection Process

This public art opportunity for the Choice Properties Golden Mile site will be commissioned through two selection processes:

One to select an artist to create a permanent artwork for the site, and another to select a mentee to work with the primary artist. Both processes will be managed by a public art consultant, working closely with the project team and will follow best practices of peer input and review.

1. Primary artist

The public artwork will be commissioned through a two stage invitational process. As part of the Public Art Plan development, the public art consultant has compiled a longlist of 10-15 artists whose qualifications and artistic practice align with the public art opportunity. This longlist has been developed in consultation with and approval from the client. The public art consultant has confirmed eligibility with the artists included in the list below.

In the first phase of Public Art Plan implementation, the art consultant will secure expressions of interest and support material from the artists on the compiled long list and facilitate the selection of a short list, with two key representatives from the Choice Properties team, and one art professional from the external selection committee. A shortlist of 3-5 artists will be invited to develop a proposal based on a project brief/terms of reference document provided. The project brief/terms of reference document will be developed in consultation with the project's landscape architecture team. It will include details regarding the site context, accompanied by images/renderings. Additionally, the document will highlight the engagement expectations for the selected primary artist, as detailed below in the Engagement + Communications section.

A selection panel which includes independent art experts will be responsible for selecting the winning concept. The selection panel will be composed of key representatives from the Choice Properties team, and 3 x art professionals. Among these professionals, at least two will have strong ties to Scarborough. Additionally, the panel composition will strive to prioritise diversity, including representation from Black, Indigenous, people of colour, women, and encompasses a variety of roles within the art world including artists, curators and educators.

Shortlisted artists will be paid an honorarium to develop a proposal. Budget for honorarium fees is accounted for in the budget outlined above.

2. Selection Panel Composition

In keeping with best practices of public art selection, voting members of the selection panel for Artwork Selection will include:

<p>3 x key representatives of the project team</p>	<ol style="list-style-type: none"> 1. Choice Properties - Vice President of Sustainability, Placemaking 2. Choice Properties - Vice President of Development 3. Giannone Petricone Associates OR Land Art Design Landscape Architects Inc. - representative lead for Golden Mile Project Design
<p>3 x art professionals (at least 2 of which will have a connection to Scarborough)</p>	<p>Recommended art professionals for consideration, as follows:</p> <ol style="list-style-type: none"> 1. Hiba Abdallah (Artist, and Educator at University of Toronto, Scarborough) 2. Randell Adjei (Poet and Founder of Reaching Intelligent Souls Everywhere (R.I.S.E Edutainment)) 3. Noa Bronstein (Curator, Writer, and Assistant Director at Art Museum, University of Toronto, Nuit Blanche Scarborough 2023) 4. Micah Lexier (Artist, Curator)

	<ol style="list-style-type: none"> 5. Ashley MacKenzie-Barnes (Independent Curator, Nuit Blanche Scarborough 2019) 6. Ann McDonald (Director/Curator, Doris McCarthy Gallery, University of Toronto, Scarborough) 7. Derek Spooner (Executive Director, Scarborough Arts) 8. Catherine Tammaro (TÀMMARO ART/Design)
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The artist long list was chosen based on the following considerations:

- Taking into account the integration of the mentee process, we aimed to select an artist positioned in an intermediate-mid stage of their career, with enough experience to effectively assume a mentorship role.
 - Additionally, a significant portion of these artists are educators, currently serving in Toronto, Scarborough and the GTA. This is advantageous as they are already well-versed in mentoring young artists within the age range of 18-29.
- We sought artists with public art experience or at a stage in their career where creating their inaugural public artwork aligns logically as a progressive step in their professional development, their current practice showing potential shift in scale/audience. This included considering artists at various stages in their careers, from late emerging to mid-career, who have the opportunity for career development.
- We strived to select artists who have a personal or professional connection to Scarborough.

3. Confirmed Artist Long List

During the Public Art Plan phase, the consultant developed a long list of 23 potential artists for consideration. Of this list, 13 artists were selected and contacted by the consultant to confirm interest in participating. The following 11 artists have confirmed interest and will be asked to submit Expressions of Interest and qualifications in the first phase of the selection process.

<ol style="list-style-type: none"> 1. Ghazaleh Avarzamani 2. Dean Baldwin Lew 	<ol style="list-style-type: none"> 8. Sanaz Mazinani 9. Will Kwan
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<ol style="list-style-type: none">3. Marman & Borins4. Adam David Brown5. Patrick Cruz6. James Carl7. Marla Hlady	<ol style="list-style-type: none">10. Nestor Krüger11. Jon Sasaki
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4. Mentee Selection Process

Upon conclusion of the primary art selection process, a subsequent two stage open call process will be developed by the art consultant to select an emerging, Scarborough-based artist to work closely with the primary artist, in a traditional apprentice capacity, offering on the ground career development opportunity to this local artist.

The art consultant will be responsible for designing and overseeing the open call process to identify a suitable mentee to collaborate with the primary artist.

The open call invites local, Scarborough-based emerging artists, particularly those in the early stages of their careers, to collaborate with the selected artist in a mentee capacity throughout the concept development, design development, execution, fabrication, and installation phases of the project. The mentee will actively engage, learn, and provide support to the artist, dedicating an average of approximately 20 hours per month for the duration of the project.

The open call will be made accessible to the local public, disseminated widely across Scarborough through public channels including but not limited to City platforms, Scarborough Arts, UTSC, and external Art listings, Akimbo, etc.

In the first phase of this process, the potential mentee artist will be asked to submit expressions of interest. From these submissions, a shortlist will be invited to interview with the project team and primary artist. A selection will be made through this interview process.

The selection panel for the mentee will include project team members, the primary artist and 1-2 independent art experts from the artwork selection panel.

iv. Engagement + Communications

There are opportunities for engagement both within the mentee selection process and during the conceptual development of the physical public artwork. Beyond the creation of an iconic work on-site, it is imperative that this work contributes to the social fabric of Scarborough in a meaningful way, particularly in its development stages.

The mentorship open call serves as a clear signal to the Scarborough community the availability of opportunities within their city. These opportunities extend to post-secondary students and emerging artists in the early stages of their careers, affirming the existence of career prospects within the arts in Scarborough.

By developing a resourcing and mentorship approach, we not only provide a meaningful career development opportunity for an emerging artist from Scarborough but also open up possibilities for collaboration with the local community.

Further, there is an opportunity for the selected artist to engage community members through their direct participation during the concept development phase of the work, not in physically creating the work, but in contributing to its content and form.

Additionally, there are avenues to actively involve and collaborate with community partners, including Scarborough Arts or UTSC, especially as UTSC will have a site within future phases of this redevelopment. These partnerships play a crucial role in disseminating and advertising information about engagement opportunities and the mentorship open call. Beyond communications opportunities, there is the potential for the artist to collaborate with one of these organizations or institutions, potentially contributing to the production of the resulting work.

This invested, collaborative and community-focused approach ensures that the Golden Mile public artwork becomes a reflection of Scarborough's identity and a catalyst for future public artworks.

v. Conservation + Maintenance

With a significant portion of the project being rental properties, Choice Properties will be staying on as the property manager for this site. As such, Choice will own and maintain the artwork that results from this plan.

A maintenance budget is identified within the overall public art budget, to be held in a maintenance fund.

Upon completion of the project, the artist will be required to submit a comprehensive Maintenance Manual. This manual serves as a detailed guide, providing essential information for the City, Choice Properties and The Daniels Corporation team. It outlines the necessary steps and procedures to ensure the longevity, preservation, and ongoing quality of the public artwork.

ACKNOWLEDGEMENT

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