



The name of the program is derived from the principal that a percent of the project's gross construction costs is dedicated to Public Art. This guiding principal has been used for decades in hundreds of programs across North America and Europe. City Planning's Percent for Public Art Program success is due to the ongoing commitment by private developers, working within the City's process, the planning division, and the community.

To see the entire public art program, including dozens of installations commissioned and paid for by private developers, visit the webpage at www.toronto.ca/percentforpublicart

Jennifer Keesmaat, Chief Planner and Executive Director, City Planning



2017
WHERE
WE
ARE
TODAY

30 years after the program was launched, private developers have commissioned over 150 public art installations, across the City and their combined contribution to successful city-building efforts cannot be over-estimated. Local, national and international artists have participated in this program. The public's reaction has been very positive and many people come back to visit their favourite works of art, to talk about them and sometimes to have their photographs taken alongside them.

By and large, the development industry has embraced the Percent for Public Art Program, recognizing that public art can add significantly to the attractiveness, profile and value of a development. From a planning perspective, public art supports the policies of the Official Plan to create a more livable city by adding richness and variety to the

urban environment. As Section 3.1.4 of the Official Plan states: "Public art installations, both publicly and privately owned, make walking through the City's streets, open spaces and parks a delight for residents, workers and visitors alike."



“ HIGH QUALITY PUBLIC ART IS IMPORTANT TO THE ENHANCEMENT OF TORONTO'S URBAN FABRIC ”

Percent for Public Art Program Guidelines



PRIVATE DEVELOPERS AND THE PERCENT FOR

PUBLIC ART PROGRAM

The City of Toronto's Percent for Public Art Program is based in the City Planning Division. The Urban Design Section plans for public art opportunities in the public realm - on private lands, on public lands, for future development, infrastructure and civic capital projects.



WHAT IS PUBLIC ART?



The Percent for Public Art Program is administered by City Planning's Urban Design section and is an embedded feature of the development approvals process. Funds secured from large developments are typically used to provide on-site works of public art on private lands. Contributions from smaller developments are more often pooled on a ward basis as donations towards the creation of public art located on public lands or in civic infrastructure projects. On occasion, hybrid on-site/off-site agreements for public art installations are reached.

In 2007, City Planning produced the "Percent for Public Art Program Guidelines" which were adopted by City Council in 2010. These guidelines provide a clear description of the process to be followed in the commissioning of public art through private developer contributions.

Toronto Public Art Commission
A key feature of City Planning's approval process is the role played by the Toronto Public Art Commission (TPAC). The commission functions as an eleven-member panel of informed citizens that co-ordinates with City Planning to review Public Art Plans proposed by private developers. TPAC provides peer group review and advice on public art plans and ensures that the commissioning of public art by private development is conducted in a fair and balanced manner.

“PUBLIC ART - THE FEEL-GOOD HIT THAT MAKES US LINGER - AND SPEND MONEY”

MEG BARTHOLOMEW, THE GUARDIAN, JUNE 8, 2017

Over the years, public art has been acknowledged in many ways including:

2015: **Public Art Review, Creative City Network**, "Spring", artist: James Lahey, Concord Adex

2017: **Toronto Urban Design Awards**, Award of Excellence - Elements - "Two Circles", artist: Micah Lexier, Brookfield Properties

2017: **Toronto Urban Design Awards**, Award of Merit - Small Open Spaces - "Ice Condominiums at York Centre", artists: Vong Phaopanit & Claire Oboussier, David Trautimas, Lanterra Developments/Cadillac Fairview

“IN NEW CONDOS, ART IS NOW A CRUCIAL PART OF THE DEAL”

TIM McKEOUGH, NEW YORK TIMES, JULY 28, 2017

The first policies to promote and implement public art were adopted by the former City of Toronto in 1985, resulting in a strong link between public realm initiatives in new, major commercial and residential developments.

Toronto's Official Plan includes the Public Art Section (3.1.4) which sets out the City's goals for public art along with a set of supporting policy statements. These include encouraging the inclusion of public art in all significant private sector developments and the endorsement of the "Percent for Public Art" funding principle. To demonstrate leadership and commitment, there are policies encouraging the City to include a public art component in major, municipal capital projects and on properties under the City's jurisdiction.

Section 5.1.1 identifies public art as an eligible community benefit to be secured through voluntary Section 37 agreements in return

for granting increased development rights to private developers. These agreements have proven to be a significant funding source for public art projects and have produced remarkable results across the City.



Public art can vary widely in type, scale and value. All public art installations generated from City Planning's Percent for Public Art Program, whether on publicly or privately owned lands, must be permanent features and accessible to the public to view and experience. The overall objective is to create public art that adds character and distinction to a site, neighbourhood or major destination.

Many installations become city-wide landmarks and all have contributed to enhancing the quality of the public realm by animating spaces through unexpected moments of beauty, amusement, reflection or intrigue. Today, public art is recognized as an integral component of successful city-building and attractive place-making.