

VMC Sub-committee Report

DATE: Wednesday, May 27, 2020

WARD(S): 4

TITLE: FIRST TEMPORARY PUBLIC ART INSTALLATION AT THE VAUGHAN METROPOLITAN CENTRE (VMC)

FROM:

Mary Reali, Acting City Manager

ACTION: FOR INFORMATION

Purpose

To provide an update on the status of the Vaughan Metropolitan Centre (VMC) QuadReal | Menkes partnership with the City of Vaughan to commission the City's first temporary Public Art installation fronting along the south-west quadrant of Regional Road 7 in the downtown.

Report Highlights

- On June 7, 2016, Council approved the Vaughan City-Wide Public Art Program and the VMC Culture and Public Art Framework.
- Recommendation 15 of the VMC Culture and Public Art Framework identified the need to support the delivery of temporary cultural installations/exhibitions and programming, and to engage the arts community in a call out for proposals for temporary installations and events, including construction hoarding as an important quick win placemaking opportunity that would create memorable experiences.
- The inclusion of a temporary Public Art project as an on-site community benefit was negotiated through a \$50,000 (plus incidentals) Public Art Contribution, pursuant to Section 41 of the *Planning Act* with QuadReal | Menkes in the south-west quadrant of the VMC.
- The Public Art Contribution evolved into a monumental curated art installation sited prominently along Regional Road 7 for up to ten years.

Report Highlights Continued

- The progressive lenticular art concept developed for this temporary Public Art installation is considered very progressive, helping to position Vaughan at the vanguard of animating the public realm.
- The siting and prominence of this large scale temporary Public Art installation serves as a memorable gateway and landmark leading into the VMC Mobility Hub and promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC.
- Local artist Frank Mazzuca was commissioned to develop and execute the creative concept, profiling the high calibre of excellence of resident talent.

Recommendation

1. That this report be received for information.

Background

On June 7, 2016, Item 6, Report No. 26, of the Committee of the Whole (Working Session), was adopted without amendment by Council which included recommendations that staff work with the development community on advancing the integration of Public Art into development proposals where possible or appropriate; and that staff pursue and seek partnerships for integrating Public Art installations within the Mobility Hub as quick win placemaking opportunities.

Since the adoption of the Vaughan City-Wide Public Art Program and VMC Culture and Public Art Framework, City staff have been working with the development community to identify opportunities for including Public Art as an integral element in urban development projects in the downtown and throughout the City at large. Through the review of Site Development File DA.19.034 2748355 CANADA INC, staff were able to propose the inclusion of a temporary Public Art project as an on-site community benefit, negotiated through a \$50,000 (plus incidentals) Public Art Contribution, pursuant to Section 41 of the *Planning Act*.

In partnership with QuadReal | Menkes and in conjunction with the Discovery Centre sales office in the south-west quadrant of the VMC, the City's first temporary Public Art Project will be launched through a large-scale curated art installation sited prominently along Regional Road 7, as shown on Attachment 1, leading into the Mobility Hub for up to ten years. The City of Vaughan is directing the curatorial vision, art commissioning and creative design and fabrication for the project. Menkes is overseeing the site

preparation and physical installation of the lenticular mural. QuadReal | Menkes will own and maintain the temporary public art piece.

Conforming to the principles identified in the Vaughan City Wide Public Art Program, this inaugural Public Art installation will feature a monumental 63' wide by 10' high lenticular art mural (comprised of two main images that are separated into vertical strips applied to a corrugated substrate to reveal two entirely different images from different viewing angles). Developing a lenticular art concept for a temporary Public Art installation is considered very progressive and novel. When coupled with the innovative fabrication approach specified for this project - incorporating lighting in the design - to engage night viewing by public audiences, this piece positions Vaughan at the vanguard of animating the public realm.

Interpreting Vaughan's transformative urban vision for the new downtown, on the east face viewing angle of the lenticular mural, a vibrant photography-based composition will appear; while on the west face viewing angle, an inspirational text quote will emerge to epitomize the urban design philosophy envisioned for the transformation of the VMC. A well-established and very competent Vaughan-based artist, Frank Mazzuca, was commissioned to develop and execute the creative concept launching the City's first temporary Public Art installation, profiling the high calibre of excellence of resident talent.

Previous Reports/Authority

City-Wide and VMC Public Art Program Council extract June 7, 2016

Vaughan City-Wide Program Document

VMC Public Art Framework Document

Analysis and Options

Realizing the vision of the VMC Culture and Public Art Framework

The realization of the VMC's vision as a vibrant downtown with exciting activities, social capital and cultural events is predicated on collective efforts in creating a sense of 'place'. Culture and public art initiatives contribute to that sense of place, by creating memories and experiences that draw people to use and frequent the VMC on a 24/7 basis versus just passing through.

Public art plays many roles in the urban context. As outlined in the City-Wide Public Art Program, some of its key roles include:

- Placemaking - creating and enhancing public spaces that promote people's health, happiness, and well-being

- Gateway Marker - an entrance feature that signifies a boundary and assists with wayfinding
- Landmark - an easily recognized feature in the cityscape that contributes to placemaking and orientation
- Wayfinding - visuals used to convey location and directions
- Interpretation - a work of art that illuminates the character or history of its context
- Activation and Animation - a work of art that energizes a space, can be interacted with and/or can move independently

Importantly, the siting and prominence of this large scale temporary Public Art installation serves as a memorable gateway and landmark leading into the rapidly developing VMC Mobility Hub. This project achieves one of the quick win placemaking opportunities endorsed by Council in June 2016, representing the first temporary public art installation implemented through the City-Wide Public Art Program and follows the design considerations outlined for private developments outlined in the VMC Culture and Public Art Framework.

Recommendation 15 of the Framework speaks to supporting the delivery of temporary cultural installations/exhibitions and programming, and to engage the arts community in a call out for proposals for temporary installations and events, including construction hoarding. Recommendation 17 of the Framework speaks to developing a program for temporary public art installations.

This temporary Public Art project will nurture public awareness of the role and value of Public Art and Vaughan's City-Wide Public Art Program in placemaking and city building as a catalyst for contributing to Vaughan's authentic urban character and economic vitality. It is designed to build anticipation for an expansive movement of Public Art coming to downtown Vaughan and encourage advocacy for and investment in private sector Public Art development. It promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC at the same time as setting the stage for creative, high profile Public Art opportunities for emerging and established Vaughan and GTA visual artists.

Financial Impact

The development of the City-Wide Public Art Program provides the framework for acquiring public art from development projects through Section 41 policies, deriving community benefits for the City which would otherwise be unachievable through property taxation or development charges. There are no economic impacts resulting from this report, as this project is funded mainly by the Owner's Public Art Contribution, with the commissioning funds covered through approved capital project PL-9530-13.

The Public Art will be owned and maintained by the Owner.

Broader Regional Impacts/Considerations

The Region's policy for Economic Vitality recognizes culture as an important element in making the Region a place to work, live and play. Vibrant and healthy communities will attract and retain a skilled labour force.

The policies for An Urbanizing Region direct Regional Centres to recognize the importance of creating a sense of place and high quality open spaces "that include meeting places and urban squares that incorporate art, culture and heritage" (s. 5.3.7).

The Region also sets the requirements for Regional Centre secondary plans to include policies addressing the need for public art to be incorporated into major Regional and City buildings and to encourage the inclusion of public art in significant private sector developments.

Conclusion

The temporary Public Art installation to be sited along Regional Road 7 in conjunction with the sales Office in the south west quadrant of the VMC aligns with the priority of seeking partnerships for integrating Public Art installations within the Mobility Hub as quick win placemaking opportunities and meets the objectives of the City's Public Art Program. As a significant contemporary work of Public Art, the Plan is supported by Staff.

The City's first temporary work of Public Art secured through the Public Art Program, is a progressive curated project developed to help realize the vision for placemaking as a gateway feature and activator in the Mobility Hub, as defined in the VMC Culture and Public Art Framework. The work is designed to build anticipation for an expansive movement of Public Art coming to downtown Vaughan and encourage advocacy for and investment in private sector Public Art development. It promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC.

For more information, please contact Sharon Gaum-Kuchar, Senior Art Curator and Planner, extension 8088

Attachment

1. Site Location Plan

Prepared by

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