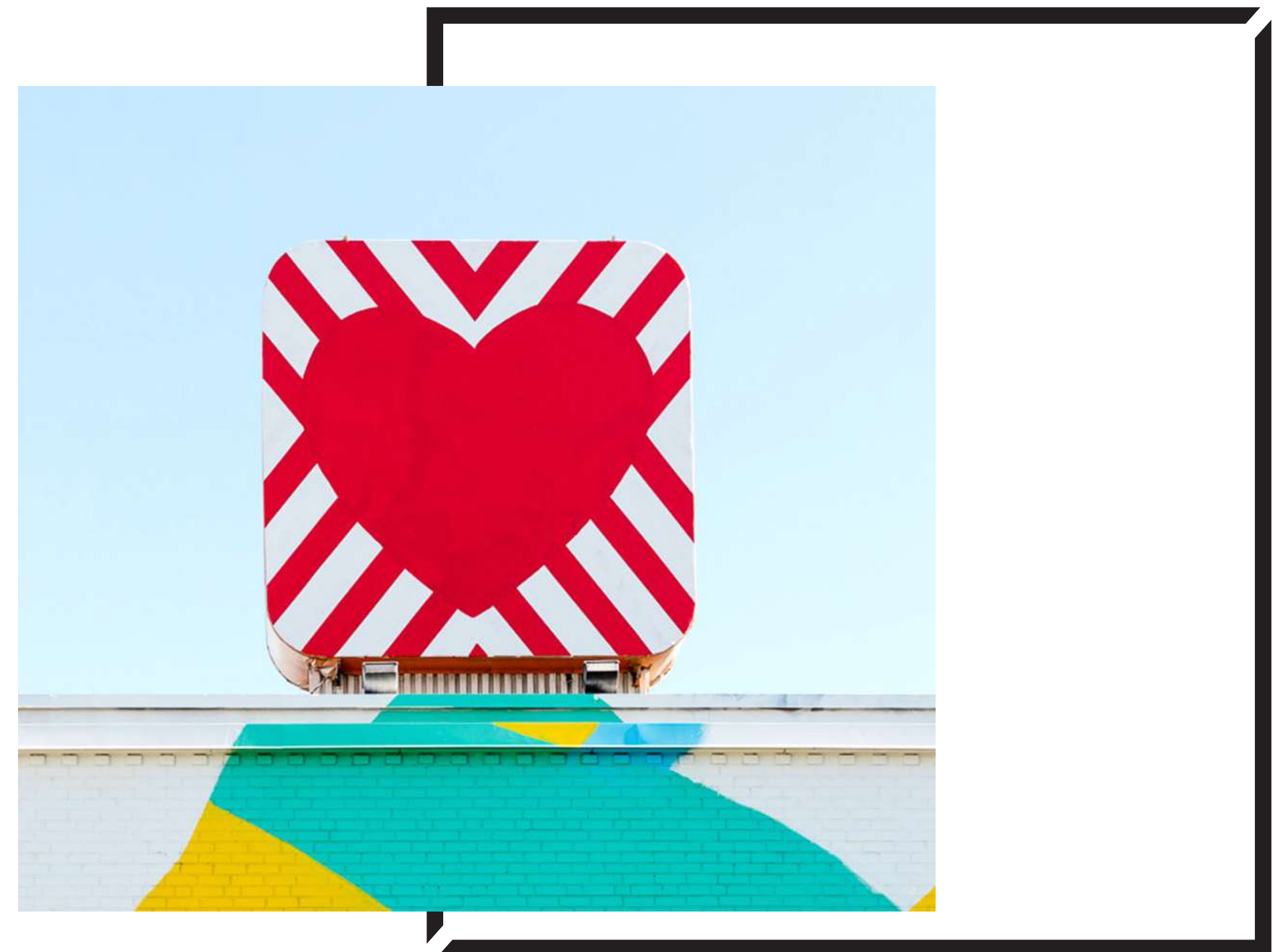


# VMC EAST BLOCK NORTH PUBLIC ART PLAN.

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# VMC East Block.

Public Art Project 2023.



# Public Art Plan.

September 2021

## VMC East Block

175 Millway Avenue, Vaughan ON L4K 5K8

Submitted to: SmartCentres VMC

For Presentation to: The City of Vaughan

Prepared by: Les Productions LNDMRK Inc.

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East Block Rendering, NE Plaza



# Project Introduction.

The Public Art Plan for 175 Millway Avenue provides a framework for the commissioning of art and the collaboration of an artist lead by the public art consultant team at Les Productions LNDMRK Inc. to create an onsite public art project which will act as prominent gateway feature of the Vaughan Metropolitan Centre (VMC)

The project will be a major addition to the city of Vaughan, continuing the story telling from surrounding developments and related public art. Within the SmartVMC development, there will be a lot going on and going up. Lots of fantastic modern spaces and towers will materialize over the next few years. We want to send a message at the outset to the communities of Vaughan – Arts & Culture are core values of this project.

The VMC will be a destination of choice, reflecting the City's diversity, growth and emergence as an urban centre. Public art and cultural development will work to create extraordinary experiences in the VMC and enhance the sense of place. Together, the cultural framework and public art policy will be key drivers in the creative economy and will advance economic development in Vaughan's new downtown

We want this project to be admired by the community and its neighbours, a point of reference in their personal lives, but also coveted by a national and international audience.

**Let's create a landmark.**



East Block Rendering, Millway Tower



East Block Rendering, NE Plaza



# Site Location & Context.

# Site History.

Vaughan's history comes from a collection of villages and hamlets inhabited by European immigrants engaged in agricultural production. Vaughan comprises the villages of Kleinburg, Maple, Thornhill and Woodbridge who followed the patterns of First Nations settlements along streams and corridors, and served as centres that supported the rural areas.

In 1971, the Township of Vaughan incorporated with the Township of Woodbridge to become the Town of Vaughan.

The population of Vaughan grew from 15,000 in 1971 to more than 100,000 by 1991 when it was incorporated as a City. Throughout its history, Vaughan's communities have been important local centres for its residents. The establishment of the Vaughan Metropolitan Centre (VMC), Vaughan's new downtown, is a pivotal point in the City's history uniting it under one identity. Today, Vaughan is the 17th largest City in Canada, with a population of more than 320,000 people. In less than 40 years Vaughan has undergone significant change with a growth rate of 185 per cent since its incorporation.

As Vaughan enters this new chapter in its history, the building of a new downtown is an ambitious and lofty project for all its residents and businesses. Its transformation from an agrarian society, to a suburban centre and in the future, a highly-urbanized City, will be shaped by how it develops a downtown that is the core of its cultural, social, civic and economic life. The VMC represents an opportunity to establish a common gathering place that embodies the vision of one City which is at once diverse, and yet inclusive, exciting to new and current residents, and home to creative and innovative industries.

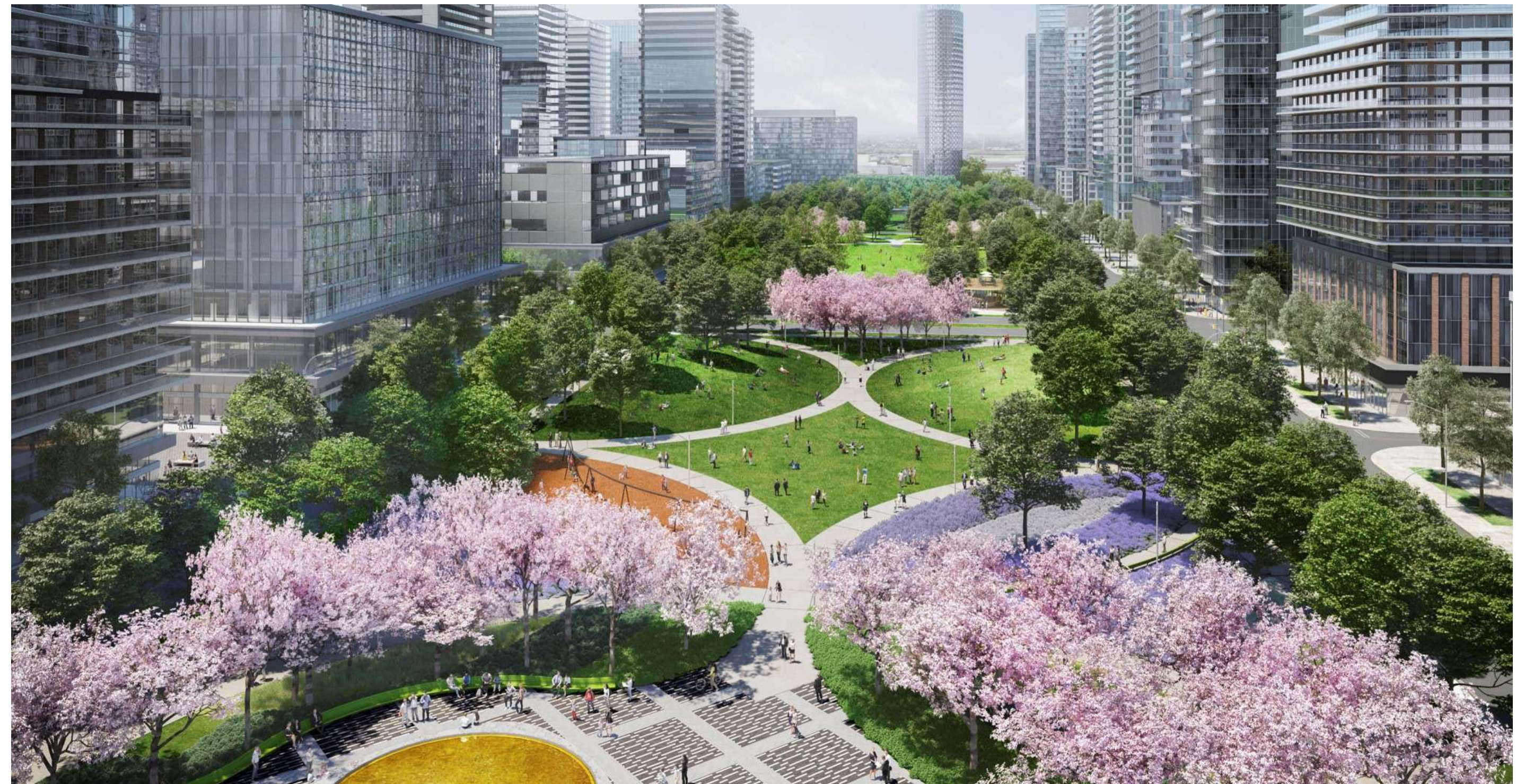




# Site Location & Context.

The VMC is the City of Vaughan's new downtown. SmartCentre's 100 acre development plan within the VMC is in full development and is set to offer over 30 000 residential units which will be the future home of over 60 000 people. 12+ acres of opens space is also proposed within it's development plan, including a massive "Central Park" in the heart of the project.

Following the VMC Public Art Framework and the City of Vaughan's recommendations of adding an artistic gateway for placemaking purposes – the North East corner of the East Block development site was identified as a strategic location for a public art installation in consultation with the City of Vaughan through the development application process. The location of this art installation was considered with the holistic design of this phase of development.



Rendering of Central Park SMARTVMC







# SmartVMC Built To Date



Transit City Towers  
Subway and ViVA Stations  
Transit Square  
PWC YMCA Library



# Public Art Location.

East Block Art Installation





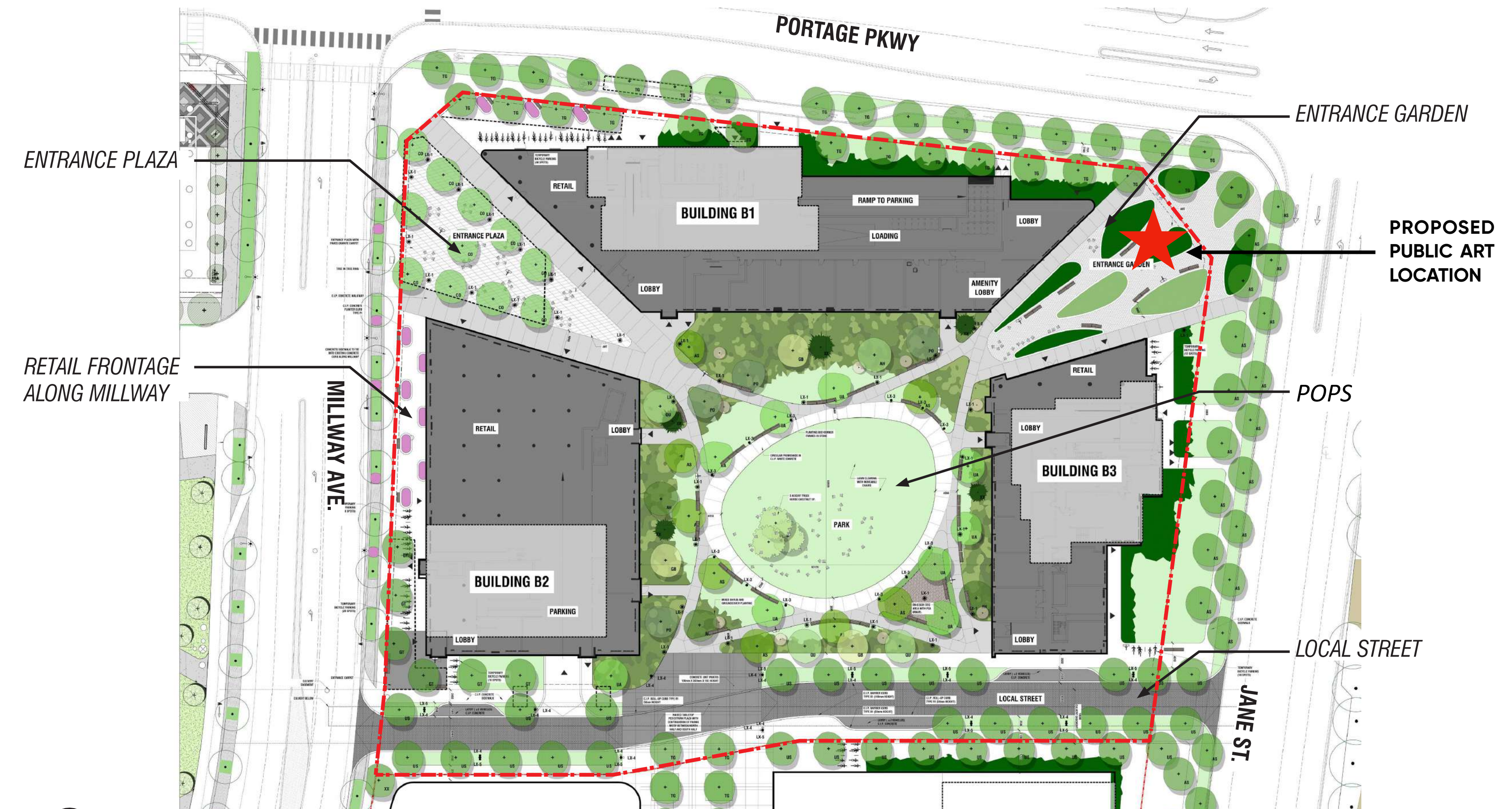
# Site Map.

Site selection justification\*:

- Primary gateway to the VMC
- Significant pedestrian and vehicular visibility
- Placemaking opportunity
- Complementary of phase site design
- Identified as a strategic location in consultation with city staff

Potential creative direction:

- Multiple sculptural pieces scattered across the proposed location
- One large overarching sculpture



\*Other areas were considered on the East Block, including the Entrance Plaza on the west side. The decision was made to use the natural elements of the area and set up a "wind pavilion" installation, favouring the north east corner for the public art installation



1:600

SMARTCENTRES PLACE | RESIDENCES  
CLAUDE GORMIER & ASSOCIÉS INC  
ARCHITECTURE, DESIGN, INTERIORS

Notes moving forward:

- Phase 1 (E/W Road) + Phase 2 (N/S Road): Discussions between City staff and design team are ongoing and are subject to final decision.
- Portage Condition: proposed design will require continuing discussions with Staff to assess the servicing and loading design, parking access, streetwall condition, cycle track, and proposed layby, with consideration for the sensitivity analysis
- Phase 2 (massing): through the site plan process for Phase 2, massing may change
- Wind and Shade Conditions: design will continue to be refined to respond to wind and shade conditions where additional consideration is necessary

LANDSCAPE SITE PLAN \\\ EAST BLOCK PHASE 1 AREA

ISSUED FOR DESIGN REVIEW PANEL  
PRELIMINARY SUBMISSION



# Project Summary.

- Three residential apartments (future condominiums) 45-storey buildings (Building B1), 36-storeys (Building B2, which the Owner proposes to be rental housing) and 50-storeys (Building B3), with six storey podiums with integrated retail at grade
- 1,472 residential dwelling units
- A gross floor Area of 120,007 m<sup>2</sup> , including 117,971 m<sup>2</sup> of residential space and 2,038 m<sup>2</sup> retail space
- 4,516 m<sup>2</sup> of common indoor amenity areas
- A new 17 m wide east-west local street for vehicles and pedestrians, with 1.5 m public easements on both sides of the private lands for street lights
- A maximum density of 7.1 times the area of the Subject Lands (Floor Space Index - 'FSI').
- Enhancements to, with a full and permanent public access easement over, the Privately-Owned Public Space, including the two corner plazas and large central courtyard
- Several Public Art contributions in line with the Public Art requirements throughout the SmartVMC development
  - **Pursuant to the Section 37 Agreement, SmartCentres VMC has committed \$650,000 to secure the design and installation of a gateway Public Art feature located at the corner of Jane Street and Portage Parkway as an onsite contribution.**
- Streetscape enhancements above the City's service levels to support the creation of a high-quality pedestrian oriented urban environment –

# City Of Vaughan Public Art Framework Objectives.

- ① A downtown: "to establish a distinct downtown for Vaughan by 2031 containing a mix of uses, civic attractions and a critical mass of people."
- ② Neighbourhoods: "establish complete neighbourhoods containing a variety of housing."  
High transit usage: "optimize existing and planned investments in rapid transit."
- ③ Generous Open Space System: "develop a generous and remarkable open space system."
- ④ Design excellence: "ensure all Development exhibits a high quality of urbanity, materials and design."



# Public Art Objectives.



# Our Vision.

Art brings people together, sparks creativity and embellishes the every day. When building a community, integrating meaningful art installations and cultural offerings is a must to retain and excite existing tenants. If a city or borough is host to an iconic landmark, it is officially recognized as a hotspot worth visiting, living-in and promoting.

At LNDMRK, we are known for creating installations that effectively become landmarks and transform the locations they are a part of forever.

The East Block Art Installation will not only act as a gateway to the SmartVMC project, but will become an iconic structure that will position the city of Vaughan as a burgeoning cultural hub.

## Objectives for Culture in the VMC.

- 1 Attract and retain human capital in the creative sector
- 2 Enrich neighbourhoods through expanded cultural assets
- 3 Foster creativity and innovation
- 4 Address physical space needs for artists and creative professionals
- 5 Identify a funding model to develop and sustain cultural facilities and programming



*Flamingo by Alexander Calder, Chicago IL*



*Call of the Wild by Patrick Dougherty, Tacoma WA*



*Pink Balls by Claude Cormier + Associés, Ste Catherine St, Montreal QC*



# Our Purpose.

## The Culture of Communities.

Art and Culture will always be at the center of urban life and will always play a vital part of it. The VMC has a vision to create a unique environment with amazing and stimulating places for people to live, work, play and culture. With the current purpose of the VMC, we know that communities and public art will be an important player for economic development and investment.

In the new creative economy, people are looking at the live, work, play mentality in a different way. They are in a search of communities that will come through authenticity. We know that public art plays a dynamic role in creating a special identity, landmarks, and destinations in the VMC to get to that authenticity that will ensure that the culture of communities is present to celebrate the people as much as the artists.



"Better Together" by Ben Johnson for Art Walk VMC, Vaughan Ontario.



# Public Art Objectives.

This project will provide an instant cultural injection attracting a large audience from beyond Vaughan's borders. This public space transformation will shine a light on the VMC and its values. The work will be selected, commissioned or acquired in a process supported by the principles and methods of the City of Vaughan's public art framework.

- **Site Specific**
- **Sensitive to History and Context of Neighbourhood**
- **Integrated and Collaborative**
- **Creates Memorable Experiences**
- **Respects Safety Standards**
- **Weather Sustainable**
- **Manageable Maintenance**
- **Attracts Creative People and Jobs**
- **Engaging Art**



Mural for Royalmount by visual artist Maser, Montreal, Quebec.



# Community Benefits.

We want to inject culture and create a community movement that impacts commercial tenant retention and attracts cultural tourists.

- **Public Art Increases Foot Traffic**
- **Public Art Increases Property Value**
- **Public Art Inspires The Community**
- **Public Art Conveys An Image**
- **Public Art has Extraordinary Communicative Power**
- **Public Art Represents an Added Value**
- **Public Art Contributes to Aesthetic and Ethical Enrichment**
- **Public Art Captures the Spirit of a City**
- **Public Art can Revitalize Neighbourhoods**



Mural by Patrick Forchild for the General Jewish Hospital Foundation for the Mural Festival, Montreal QC



# Selection Process.



# Selection Process.

## CURATED LIST.

Inspired by the geo-localization, the future landscape of the SmartVMC and to coincide with the public art objectives of this installation , LNDMRK will shortlist 6 to 8 talented creators able to deliver a large scale project of this caliber.

## FIRST SELECTION.

SmartCentres will select 3 artists from the curated list described above and narrow the scope even further liaising with the City's Senior Art Curator and Planner as a curatorial advisor. These finalists will then be invited to present their vision for the project.

## FINAL SELECTION.

Selected artists will be given a theme & guidelines and will be invited to create a mock-up "maquette" of their concept. We will allocate a symbolic budget for each selected artist to develop their ideas and present them. SmartCentres will select the final art installation liaising with the City's Senior Art Curator and Planner as a curatorial advisor.



Leonard Cohen mural by Kevin Ledo, Le Plateau Mont Royal, Montreal QC.



# Final Artist Selection Criteria.

- High quality and innovative concept with a clear vision of the art installation.
- Demonstrated understanding of the public space and the impact on the proposed site.
- Understanding of the project architecture and landscaping.
- Demonstrated feasibility in terms of a detailed budget, timeline, implementation, safety, maintenance and set consideration.
- Experience working on projects of similar scale and diversity of scope.
- Relatability.
- Calibre.
- Subject Matter.





# Schedule.



# Production Process.

1.

2.

3.

4.

5.

## BUDGET PROPOSAL

Once the artist is selected, the final budget will be reworked and presented for final approval.

## PRODUCTION TIMELINE

Once the budget is approved, a complete project timeline will be presented for final approval.

## TURNKEY PRODUCTION

The LNDMRK team will work with the selected artist to support the production process from A to Z, ensuring a final product that is flawless.

## LAUNCH EVENT

A red-ribbon event with selected city members, influencers and VIP guests will be organized to unveil this new Vaughan landmark.

## PROMOTION AND DISSEMINATION

High quality content shared on the artist and our networks, matched with a robust promotion plan will turn heads and attract the masses.



# Project Schedule.

## **PHASE 1: PLANNING** **Winter 2021-22**

- Execute Public Art Plan
- Execution of a Public Art Agreement
- Vision and planning
- Artist Curation
- Artist Selection
- Artist Agreement

## **PHASE 2: CREATIVE** **Spring 2022- Fall 2022**

- Public Art Sketches
- Public Art Modifications
- Final sketch approval

## **PHASE 3: PRODUCTION/INSTALLATION** **2023**

- Project Management
- Site Visit and Preparation
- Engineer Coordination
- Planning Permits
- Fabrication
- Construction Coordination
- Artwork Installation

## **Phase 4: POST MORTEM** **Fall 2023**

- Publicity/Promotion Plan
- Maintenance Plan



# Budget.



# Budget Allocation.

**Total Public Art Budget: \$650,000.00**

## **Artwork Budget (75%)**

- Artist fees for conception, direction and creation.
- Installation/fabrication costs.
- Site Preparation.
- Transportation.
- Engineering fees.

## **Administration (10%)**

- Project management.
- Permits.
- Production timeline and other deliverables.

## **Maintenance (5 to 10%)**

- Artist executors.
- Production staff.
- Site visits and supplier engagement.

## **Contingency (5 to 10%)**

- To include any unforeseen project costs.
- Promotion



**Imagine what we  
can do together.**