

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF NOVEMBER 16, 2021

Item 4, Report No. 52, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on November 16, 2021.

4. VMC EAST BLOCK NORTH PUBLIC ART PLAN UPDATE

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Manager, dated November 9, 2021:

Recommendations

1. That this report be received for information.

Committee of the Whole (2) Report

DATE: Tuesday, November 9, 2021

WARD(S): 4

TITLE: VMC EAST BLOCK NORTH PUBLIC ART PLAN UPDATE

FROM:

Nick Spensieri, City Manager

ACTION: FOR INFORMATION

Purpose

To provide an update on the status of the VMC East Block North Public Art Plan to develop Public Art on private land located at the south-west corner of Jane Street and Portage Parkway in the Vaughan Metropolitan Centre ("VMC"), following Council approval of the site development application on May 14, 2019.

Report Highlights

- Vaughan is a creative urban city committed to integrating art into its public realm – a city where Public Art is accessible to all people and valued as a placemaking catalyst for conveying Vaughan's unique identity and economic vitality.
- On June 7, 2016, Council approved the Vaughan City-Wide Public Art Program and the VMC Culture and Public Art Framework.
- Recommendations 16 and 19 of the VMC Culture and Public Art Framework are to support the urban design objectives for the VMC, enhance the pedestrian experience, to create memorable environments and enhance wayfinding; and to establish a strong place identity which embodies the values and aspirations of the VMC; and is in keeping with Site 6: Gateways – to create iconic gateway artworks that are strong identifiers for the VMC.
- The art commissioning process will curate a short list of relevant artists for SmartCentres' consideration as finalists, who will be invited to develop design concepts for SmartCentres' final art selection for the prominent gateway installation.

Report Highlights Continued

- As part of their Section 37 Density Bonusing Agreement and contribution to the City for the additional density and building height, the Owner has provided to the City a \$650,000 Letter of Credit towards an onsite gateway feature installation proposed at the corner of Jane Street and Portage Parkway.
- On September 30, 2021, the VMC East Block North Public Art Plan was presented to the Vaughan Design Review Panel, which currently serves as the City's interim Public Art Advisory Committee providing input on site and artist commissioning processes; and the Panel conveyed their support for the direction of the Plan.

Recommendations

1. That this report be received for information.

Background

Vaughan is a creative urban city committed to integrating art into its public realm – a city where Public Art is accessible to all people and valued as a placemaking catalyst for conveying Vaughan's unique identity and economic vitality. The role and value of Public Art as a vital vehicle for transforming the VMC through the creative use of art and design strategies recurs as a fundamental theme in a number of Council endorsed documents, including: the VMC Secondary Plan, VMC Streetscape and Open Space Plan, VMC Urban Design Guidelines, Vaughan City-Wide Public Art Program and VMC Culture and Public Art Framework.

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 viable placemaking opportunities.

As part of their Section 37 Density Bonusing Agreement and contribution to the City for the additional density and building height, the Owner has provided to the City, a \$650,000 Letter of Credit towards an onsite gateway feature installation proposed at the corner of Jane Street and Portage Parkway in the VMC. The Public Art Plan outlines the framework for the commissioning of the art and the collaboration of the lead artist to create the gateway feature installation. Upon finalizing the Public Art Plan, the Owner will enter into a Community Benefit Agreement with the City that includes the Public Art component. The Owner will own and maintain the Public Art.

Dedicated advocates of the role Public Art plays in placemaking in the VMC streetscape, as demonstrated by their recently unveiled and well-received ArtWalk mural installation and PXL Gallery, SmartCentres continues their commitment to enhancing public experiences in their East Block North Public Art Plan. The Plan proposes to create a prominent onsite gateway feature at the North East corner of the East Block development site, identified as a strategic location for a public art installation.

SmartCentres hired LNDMRK to serve as Public Art consultant to develop the Public Art Plan and manage its implementation. The art commissioning process will involve the Public Art consultant shortlisting a curated list of relevant artists for SmartCentres' consideration as finalists, who will be invited to develop design concepts for SmartCentres' final selection. The artist developing the preferred design concept will be commissioned to create the gateway art installation. The City of Vaughan's Senior Art Curator and Planner will serve as a curatorial advisor throughout the process.

Preliminary creative concepts for this gateway feature contemplate developing an installation comprising multiple sculptural pieces scattered across the proposed location versus capitalizing on the monumental impact of one large iconic sculpture. The final design concept will be sensitive to complementing the urban design context at the same time as prioritizing the public experience.

Conforming to the guiding principles identified in the Vaughan City-Wide Public Art Program and the recommendations outlined in the VMC Culture and Public Art Framework, SmartCentres' Public Art Plan is subject to on-going evaluation by staff and the Vaughan Design Review Panel for its appropriateness for display in the public realm. City staff will continue to liaise with SmartCentres and their Public Art consultant to facilitate the execution of their Public Art Plan.

Public Art Project Schedule:

- August 23, 2021 – VMC East block North Public Art Plan submitted to City of Vaughan
- September 30, 2021 – Design Review Panel Presentation and Assessment
- November 9, 2021 – Committee of the Whole Report
- Q4 2021 – Public Art Agreement
- Q4 2021 – Artist Brief and Contract
- Q2/Q3 2022 – Artist Design Concept
- 2023 – Design Development/Fabrication/Artwork Installation

Previous Reports/Authority

[Vaughan City-Wide Public Art Program \(June 2016\)](#)

[VMC Culture & Public Art Framework \(September 2015\)](#)

[Extract from Council Meeting Minutes of May 14, 2019 \(Item 2, Report 17 of the Committee of the Whole for OP.18.018 and Z.18.30 and DA.18.074\)](#)

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 the space.

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
- Local Focal Point - a centre for activity or attention
- Wayfinding - visuals used to convey location and directions
- Interpretation - a work of art that illuminates the character or history of its context
- Functional Element - a work of art that also serves a utilitarian purpose
- Activation and Animation - a work of art that energizes a space, can be interacted with and/or can move independently

In keeping with the VMC Culture and Public Art Framework recommendation of prioritizing artistic gateways 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 during the development application process. The location of this art installation was considered within the holistic design of this phase of development as a primary gateway to the VMC. Importantly, the location provides significant pedestrian and vehicular visibility.



The Vaughan Design Review Panel is supportive of the direction adopted for this Public Art Plan, anchored by the focus of developing an iconic gateway feature. The Panel shared insightful feedback for consideration in the eventual design concept and development related to the scale, pedestrian movement, location, lighting and seasonal positioning of the resulting artwork to best complement the landscape, architecture and public space, and to help foster memorable viewing experiences. Taking these constructive recommendations into consideration, it will be at the discretion of the creative team if the Public Art will comprise a single work or multiple works positioned within the one location proposed within the Plan or be distributed across both the North West and North East entrance locations as an option proposed by the Panel.

The Vaughan City-Wide Public Art Program is supported by the vision of the VMC Secondary Plan which informs the provision of “public art as an important element of the VMC’s public realm, adding culture, beauty and interest to streetscapes (Policy 4.4.8, VMC Secondary Plan). Recommendations 16 and 19 of the VMC Culture and Public Art Framework are to support the urban design objectives for the VMC, enhance the pedestrian experience, to create memorable environments and enhance wayfinding; and to establish a strong place identity which embodies the values and aspirations of the VMC; and is in keeping with Site 6: Gateways – to create iconic gateway artworks that are strong identifiers for the VMC.

This Public Art Plan contributes to 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 shaping the City's authentic urban character and economic vitality in a key priority area for Public Art in the VMC. It reinforces the expansive movement of Public Art that is beginning to populate downtown Vaughan, designed to 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 37 policies, deriving community benefits for the City which would otherwise be unachievable through property taxation. There are no economic impacts resulting from this report, as this project is fully offset by Section 37 funding and owned and maintained by the Owner. A \$650,000 Letter of Credit has been posted to secure the works.

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 VMC East Block North Public Art Plan for developing a prominent onsite gateway feature at the North East corner of the East Block development site, identified as a strategic location for a public art installation in the VMC aligns with the principles identified in the Vaughan City-Wide Public Art Program and the recommendations outlined in the VMC Culture and Public Art Framework. It aligns with the urban design objectives for the VMC, to enhance the pedestrian experience, create memorable environments and enhance wayfinding; and establish a strong place identity which embodies the values and aspirations of the VMC. Supported by staff and the Vaughan

Design Review Panel, the Plan complements the development site and advances placemaking aspirations for the VMC by laying the groundwork for realizing a significant contemporary Public Art installation that creatively animates the uniqueness of the existing urban design context through an iconic gateway feature and meaningful identifier for the VMC.

Conforming to the guiding principles identified in the Vaughan City-Wide Public Art Program and the recommendations outlined in the VMC Culture and Public Art Framework, SmartCentres' Public Art Plan is subject to on-going evaluation by staff and the recommendations of the Vaughan Design Review Panel for its appropriateness for display in the public realm. City staff will continue to liaise with SmartCentres and their Public Art consultant to facilitate the execution of their Public Art Plan.

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

Attachments

1. VMC East Block North Public Art Plan

Prepared by

Sharon Gaum-Kuchar, Senior Art Curator and Planner, ext. 8088
Gaston Soucy, Project Manager – Planning, VMC, etc. 8266

Approved by

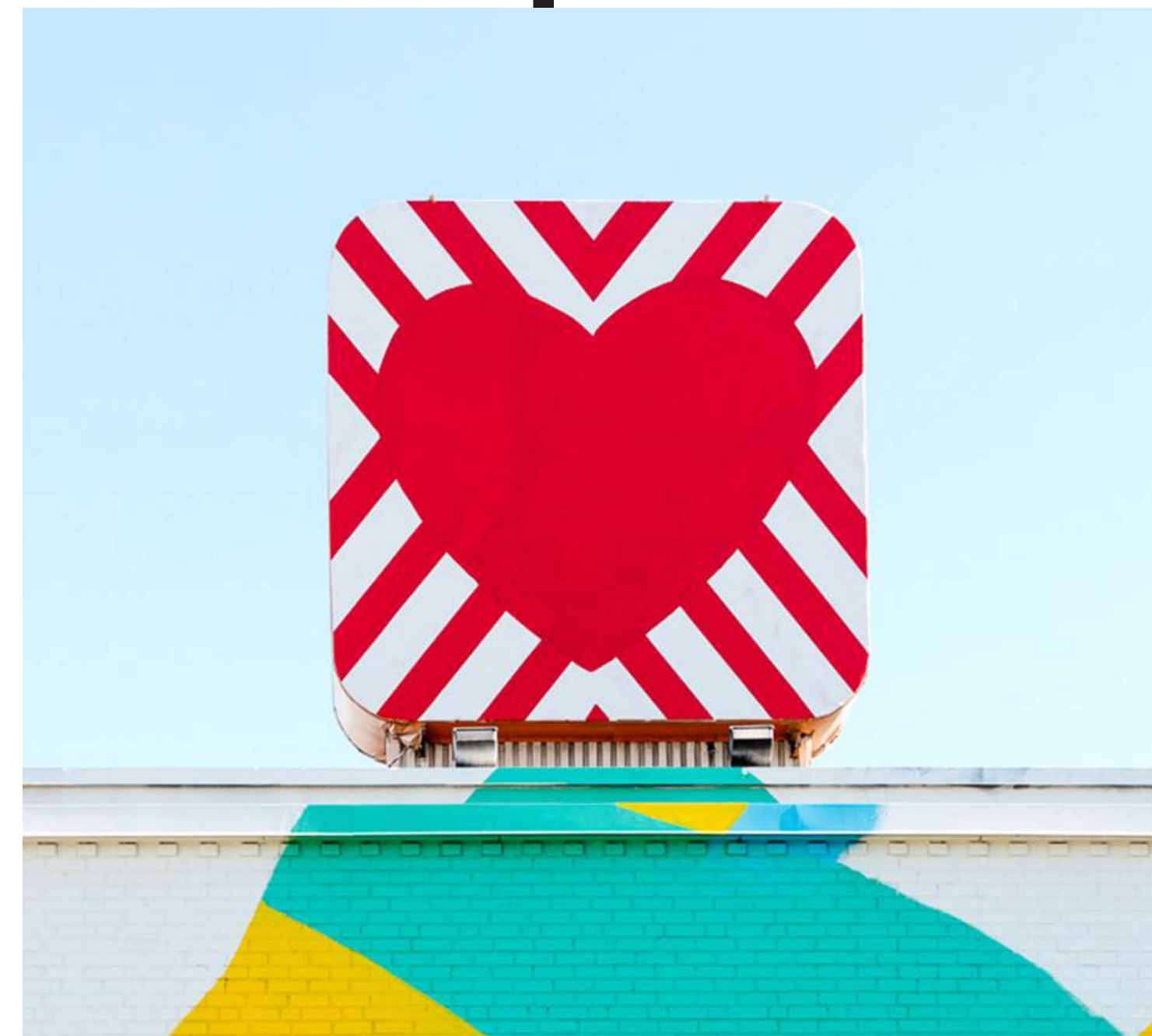
A handwritten signature in black ink, appearing to read 'Nick Spensieri', with a long horizontal line extending to the right.

Nick Spensieri, City Manager

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.

Project Team.

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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.

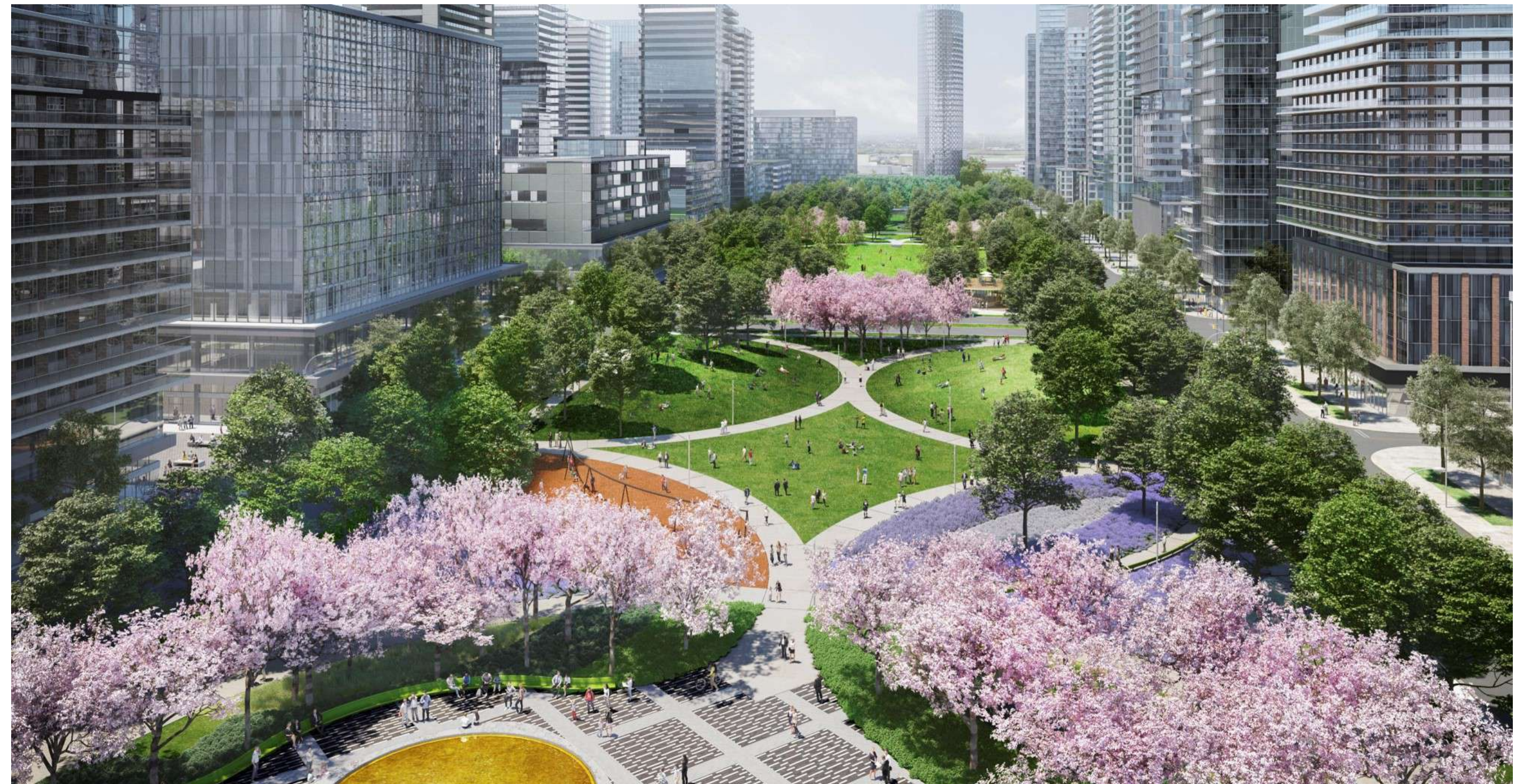
As Vaughan enters this new chapter in its history, the building of a new downtown is an ambitious and lofty project for all its residents and businesses. Its transformation from an agrarian society, to a suburban centre and in the future, a highly-urbanized City, will be shaped by how it develops a downtown 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



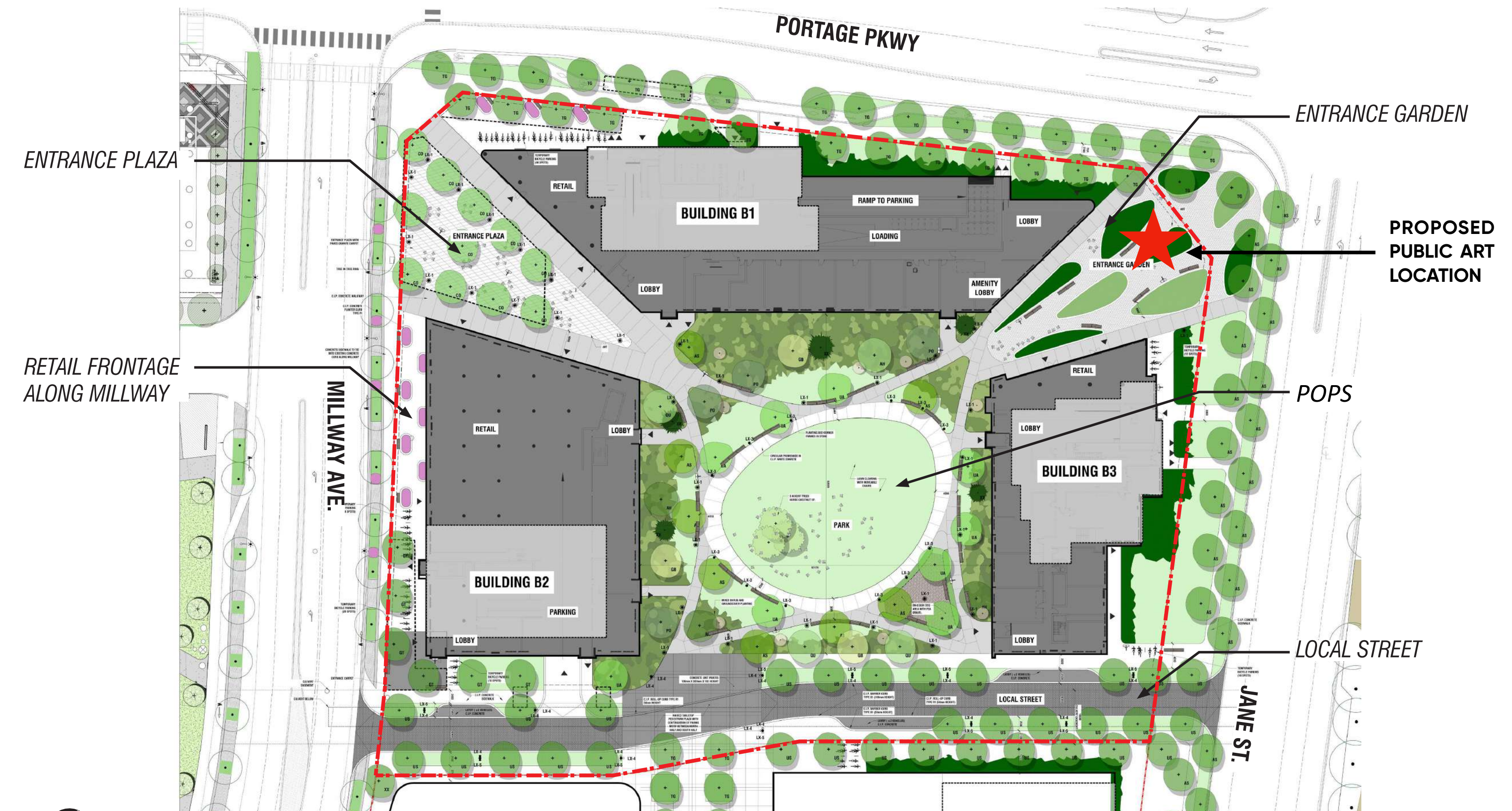
Site Map.

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
- 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 m² , including 117,971 m² of residential space and 2,038 m² retail space
- 4,516 m² 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.**