



STRAND

APRIL 2020

**PRELIMINARY
ART PLAN
3800 FRASER**

bmari@stranddev.com

PREPARED BY

EXPANDED FIELD ARTS LTD.
CHRISTINA HIRUKAWA

VANCOUVER B.C. CANADA

PROJECT DESCRIPTION

3800 FRASER STREET

The proposed development is intended to support the City of Vancouver's goal to provide an increased supply of rental housing in locations that can benefit from existing transit corridors while contributing to the development of vibrant and sustainable neighbourhoods. This proposal is for a mixed-use development where the residential component of the project is 100% Secured Market Rental.

Strand's proposal for 3800 Fraser Street received approval in principle from City of Vancouver Council on July 9, 2019.

PROJECT DEVELOPERS



STRAND

PROJECT ARCHITECT



PROJECT LANDSCAPE ARCHITECT

Prospect & Refuge

LANDSCAPE ARCHITECTS

PUBLIC ART CONSULTANT



EXPANDED FIELD

Site Area:

260' x 120'

Total Site Size: 32,198 ft²

Rental Housing

Units: 125

FSR:

3.28

Proposed FSR:

105,626 ft²

Residential: 94,807 ft²

Retail: 10,818 ft²

Public Art Rate:

\$1.98 per ft²

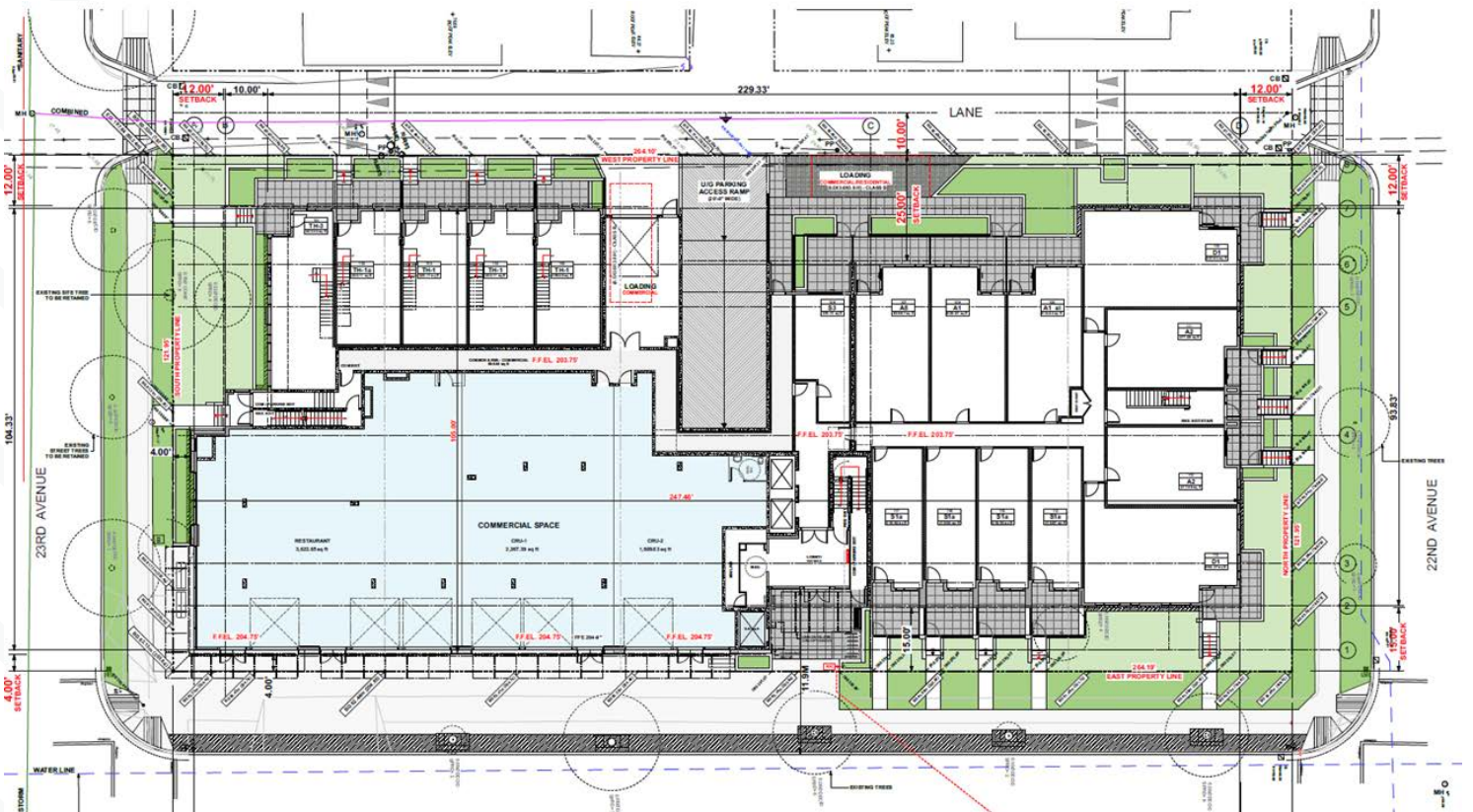
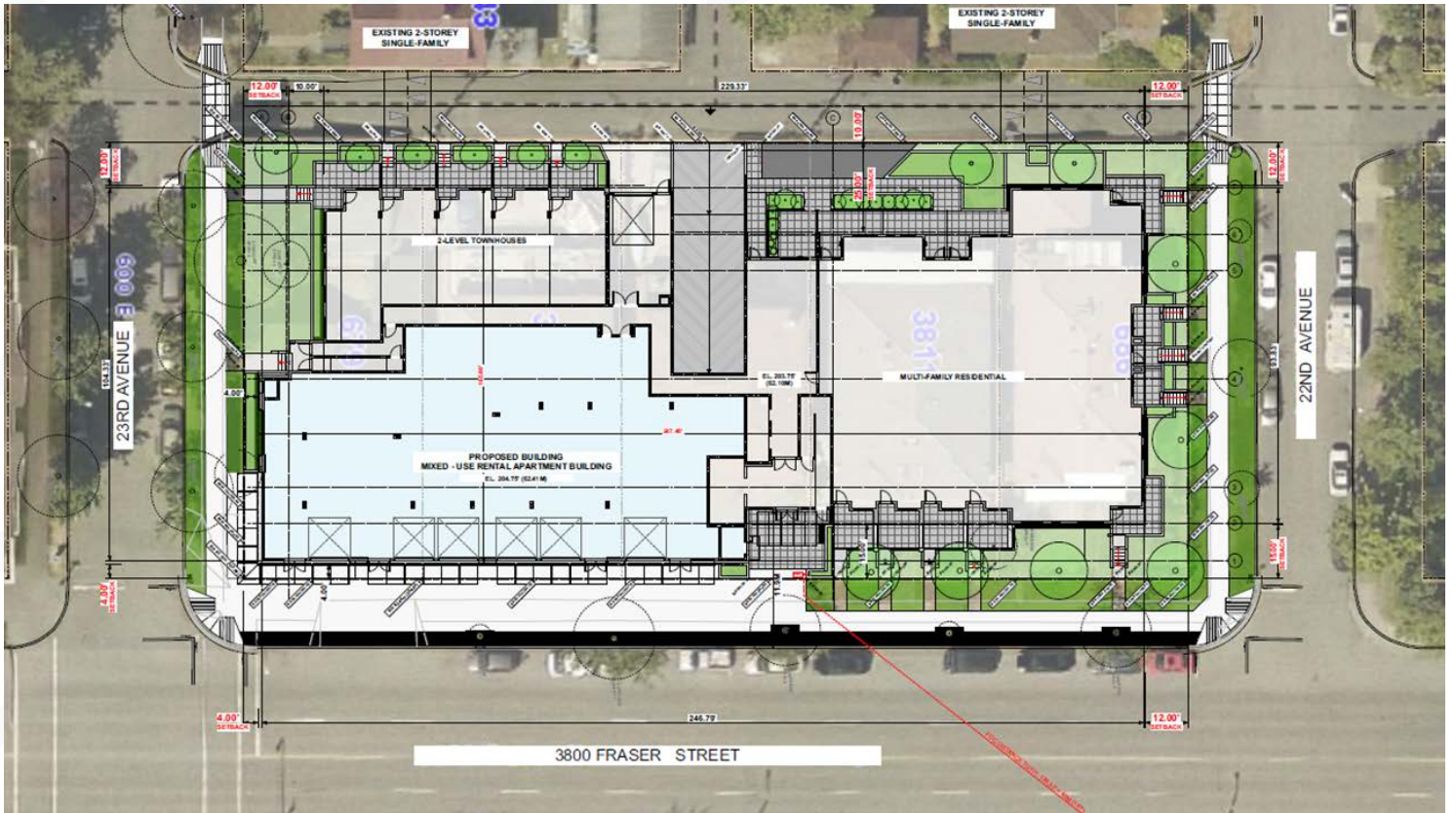
Total Public

Art Budget: \$209,139









PUBLIC ART CONTEXT



MERISTEM - IE CREATIVE



STILL HERE - CARMEN ROSEN



ANDREA WAN - HANDHUG



TOM DEAN - PEACEABLE KINGDOM

PUBLIC ART CONTEXT



LUMINAIRES
DAVID MACWILLIAM



MEMENTO - GISELE AMANTEA



UNTITLED (HOGAN'S ALLEY) - EJIWA "EDGE" EBENEBE

PUBLIC ART CONTEXT



PLAYTIME - MYFANWY MACLEOD, SHANNON OKSANEN



AARON NELSON-MOODY - SPINDLE WHORLS

DESIGN RATIONALE

EXCERPT FROM UDP PRESENTATION

“Fraser Street is an existing transit corridor and is part of an evolving neighbourhood that is well suited to the City of Vancouver’s plan to create more sustainable communities. The neighbourhood is gradually becoming more pedestrian oriented and is demanding more ground oriented accessible shops and services which were expressly desired by residents within the neighbourhood at an initial public information meeting and by City of Vancouver planning staff. The proposed commercial space at the ground floor is part of the established and evolving pattern of Fraser Street and is complimentary to the proposed rental housing.”

“The site is located at the crest of the hill between 22nd & 23rd Avenues. Orientation of the proposed building is parallel to the street providing a strong street presence consistent with existing Fraser Street building forms. The project provides a transition between existing commercial development to the south and multi-family development to the immediate north on 22rd Avenue spanning for two contiguous blocks. The building is divided into two primary massings connected by a central entrance element. The south portion along Fraser Street contains a higher commercial space that relates to existing commercial development to the south with 5 levels of residential use above.”

“Architecturally, the higher 6-storey massing of the southern portion of the development reflects its commercial/residential mixed-use character, while the lower 6-storey massing of the northern portion reflects a distinct residential character. The higher ceiling space requirements of the commercial space provide an opportunity to articulate the 6-storey massing within the block and provide a more incremental expression to the overall development of the building frontage. The central entry element that connects the north and south portions of the development is envisioned to be a ‘lantern’ that marks the main residential entrance. Glazed lobbies at each floor level help to orient both resident and visitors as they approach the project and circulate within the building. The main indoor amenity space is located at the ground floor off this main entrance and is connected to the outdoor amenity space located along the lane. The south and west exposure of the outdoor space will encourage use during afternoon hours.”

DESIGN RATIONALE

EXCERPT FROM UDP PRESENTATION

The massing is articulated through the use of materials as well as with overhangs and balcony elements. The commercial space incorporates a simple brick structure with large glazed openings reminiscent of overhead garage doors providing homage to the old automotive shop and present occupier of 679 East 23rd Avenue;. Steel & glass canopies further articulate and enhance these openings that are envisioned to house restaurant and retail businesses commensurate with the popular uses of the existing neighbourhood."

PUBLIC ART OPPORTUNITY

Strand proposes four potential public art locations for consideration by the artist. Additionally, the artist may propose alternative locations and opportunities:

Option #1: contemplates public art located immediately in front of the commercial frontage located along the Fraser Street and 23rd street frontages. This area will attract pedestrian and vehicular traffic while also providing a strong sense of place-making for the project. Public art locations are available in the form of the architectural columns that frame the commercial units in addition to the steel canopy and ground-plane (4 ft) along the Fraser Street and 23rd street frontages.

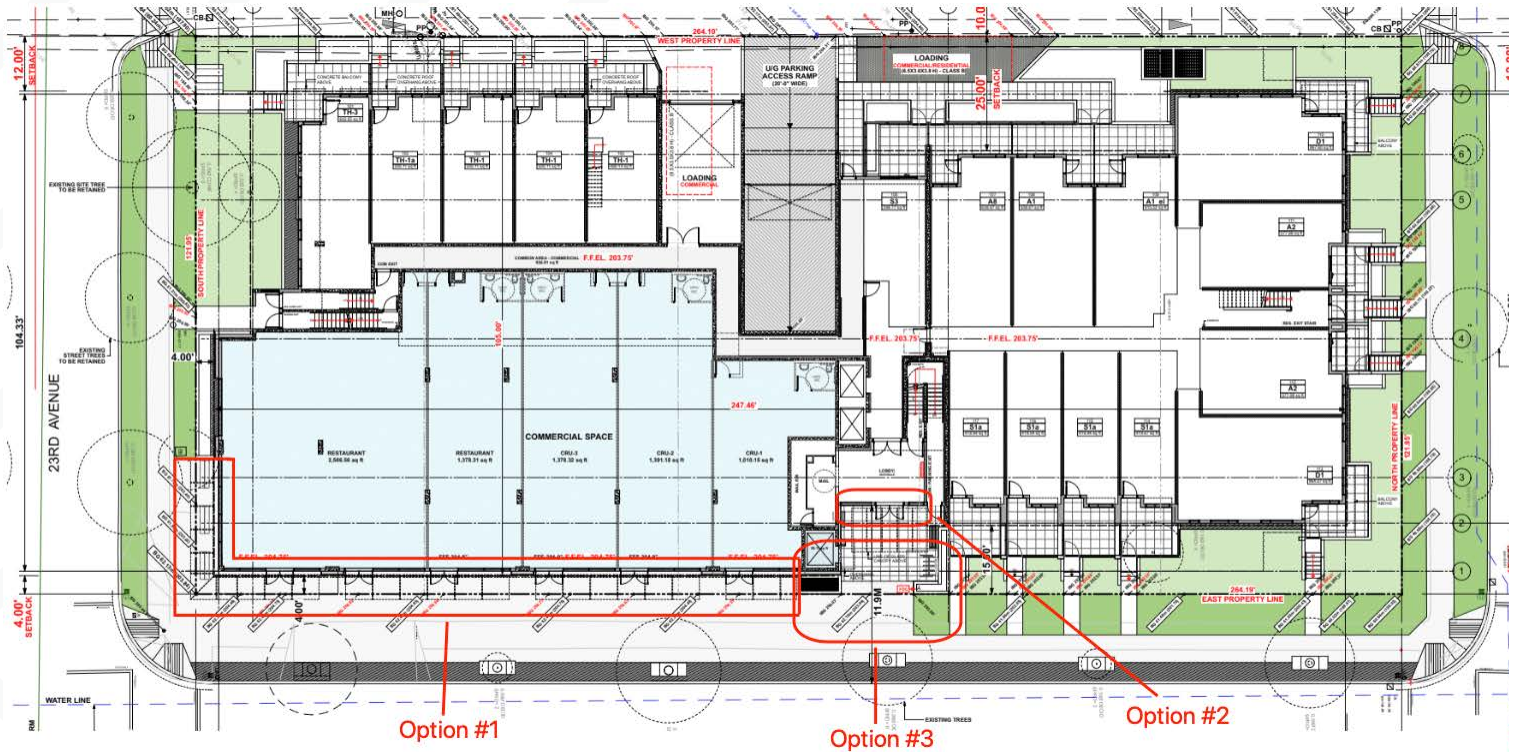
Option #2: contemplates public art affixed to the glazing area above the residential lobby on the Fraser Street frontage. This area is a unifying element connecting the north and south portions of the development. The design team envisioned this as a 'lantern' marking the main residential entrance. The public art opportunity would entail some form of visual art affixed to this glazed element. Strand has reservations regarding visibility and installation given the inset nature of this location.

Option #3: contemplates public art located within the private property line in a highly visible forecourt entry area to the building. This gateway location provides an opportunity for a sculptural element in a highly visible, yet spatially constrained location. There is the potential to reconfigure the planter and planting to improve the opportunity location. This area is adjacent the commercial elevator at L1.

There is space available on the private side of the property line, but a clearer delineation of public and private space would be required to facilitate this opportunity given the size constraints. Works that cross public/private property lines are **not** permissible.

PUBLIC ART LOCATIONS

PROPOSED / POTENTIAL LOCATIONS



PUBLIC ART LOCATIONS

PROPOSED / POTENTIAL LOCATIONS



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PUBLIC ART BUDGET

The total Public Art Budget for the development project adheres to the City of Vancouver Public Art Policy, calculated as \$1.98 x each square foot contributing to the FSR calculation. A total Public Art Budget of \$209,139 is based on the eligible project development.

The amount designated for the artwork is \$146,339 and includes the insurance, artist fee, artwork fabrication, engineering certificates, construction coordination, site preparation, delivery, installation, storage if necessary and lighting. Please note all cost savings or unused funds remaining from the administration portion and developer's contingency of the budget will be put towards the artwork.

PROJECT TIMELINE

<u>Milestone</u>	<u>Date</u>	
Kickoff Meeting with Staff, Strand, EF	January 16, 2020	
Preliminary Public Art Plan Presentation	February 10, 2020	target
Detailed Public Art Plan Presentation/Approval	April 20, 2020	target
Public Art Letter of Credit provided to COV by Strand	May 9, 2020	estimate
Enactment	June 9, 2020	estimate; regular council meeting date
DP Issuance	July 9, 2020	estimate

RELEVANT POLICY DOCUMENTS

- Affordable Housing Choices Interim Rezoning Policy (2017)
- Rental 100: Secured Market Rental Housing Policy (2012)
- Rental Incentives Guidelines (2018 update)
- Green Buildings Policy for Rezoning (2017)
- Community Amenity Contributions – Through Rezoning (2018)
- High-density Housing for Families with Children Guidelines (1992)
- Family Room: Housing Mix Policy for Rezoning Projects (2016).

SELECTION PROCESS

Expanded Field proposes an open call approach to artist selection, in which the selection panel and Expanded Field will create and disseminate an open call to all regional artists. This call will be a call for applicants, where artists and artistic teams provide biographies and a general statement of interest for the project. The selection panel will review the submitted applications and discuss their suitability for the art opportunity with a focus and intent on seeking an artist with a specialization in sculptural and/or surface treatment installations. Artists will be expected to provide a body of work that illustrates their experience in developing work in the proposed mediums, that illustrate their expertise and how to approach the site and the opportunity.

Shortlist: Three artists or artistic teams will be shortlisted for a preliminary interview. Shortlisted teams will be provided a walk-through of the site and additional materials to prepare for the preliminary interviews.

Proposal Stage: An artistic team and project will be given a full interview and project proposal review with the selection panel developer, architect and landscape architect.

Artistic Contract Stage: Following the success of this, the selected artist will then be provided a contract to commence their work.

Selection Requisites

- Appropriate for public space: the submission may reflect a broad range of imagery and styles appropriate for a public place. Imagery including artwork with religious and sexually explicit content is ineligible.
- Artistic excellence: the submission must represent the artist's own original work. The submission must reflect professional quality of craftsmanship, mastery of skills and techniques, and/or communication of a unique vision or perspective.
- Professional experience: consideration will be given to applicants' professional practice and experience including education or training as an artist, exhibition record, previous commissions, participation in artist-in-residency programs, and other professional activities



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STRAND DEVELOPMENT DETAILED PUBLIC ART PLAN

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EXPANDED FIELD