

3701 West Broadway Street

DETAILED PUBLIC ART PLAN

April 12, 2021



Reid Shier Inc.
778 996 1820
reidshier@gmail.com

CONTENTS

Introduction	2
Project Details	3
Project Consultants	4
Context Plan	5
Project Description	7
Architectural Context	8
Public Art Context	11
Public Art Opportunity	14
Selection Process	18
Community Engagement Strategy	19
Budget	20
Timelines	21

INTRODUCTION

The development at 3701 West Broadway St. is an innovative staggered building design on the Northwest corner of Alma St. and West Broadway. It presents a unique opportunity for a public artwork visible on the corner of the intersection in an area with very little public art.

The developer has chosen to pursue **Option A** Onsite Artwork to ensure the highest quality and ingenuity of the public artwork. The developer and design team are looking forward to working with the City of Vancouver and the chosen artist to facilitate a notable public artwork that will enrich the experience of the neighborhood and contribute in a meaningful way to the artistic and cultural landscape of the city.



PROJECT DETAILS

Project Address: 3701-3743 West Broadway Street, Vancouver, BC

Total FSR Area: 11,717.8 sm.

Public Art Budget: \$249,735.61 (@\$21.31/sm)



PROJECT CONSULTANTS

Project Owner:

Westbank Corp.
6th floor - 1067 West Cordova St. West
Vancouver, BC V6C 1C7
T: 604-685-8986
F: 416-369-9704

Farouk Babul
farouk@westbankcorp.com

Architect:

Leckie Studio Architecture + Design Inc.
111 Smithe Street
Vancouver BC, V6B 4Z8
T: 604 661 4144 EXT: 381

Thomas Schroeder, AIBC
tschroeder@leckiestudio.com

Michael Leckie, AIBC
mleckie@leckiestudio.com

Landscape Architect:

Hapa Collaborative
403 - 375 West 5th Avenue
Vancouver BC V5Y 1J6
T: 604 909 4150

Kaitlyn Pelletier

Public Art Consultant:

Reid Shier Inc.
1233 East 19th Avenue
Vancouver, BC V5V 1L2
T: 778-996-1820

Reid Shier
reidshier@gmail.com

CONTEXT PLAN

The site is located on the Northwest corner of Broadway Street and Alma Street in Vancouver.



Adjacent Area Views



Looking east along Broadway



Looking south along Alma



Looking west along Broadway



Looking north along Alma

PROJECT DESCRIPTION

3701 West Broadway is a 14-storey mixed-use building with commercial uses at grade and 164 secured rental housing units, 33 of which are secured at a moderate-income rate.

While sitting on an intersection with rich urban life, the project also borders a residential neighborhood with low-rise and single-family dwellings. The design will define a geometric transition between these two contexts.



ARCHTECTURAL CONTEXT

The site contains two zones: RS-1 and C-2. Combining these two zones results in a building geometry that is a 14-storey tower on top of a 6-storey podium. This architectural proposition explores the intersection of the resultant geometry and the existing neighbourhood context. The site marks a number of significant transitions:

1. The flats give way to the hillside of the neighborhood. This geographical moment provides a three-dimensional space at ground floor level as it relates to the diverse elevations of site's adjacent areas.
2. Responding to the hillside, the East-West direction of Broadway gives way to a perpendicular shift along Alma.
3. The proposed tower will not only have a relation with its neighbouring context but also, to the surrounding landscape geography and to the downtown City skyline. This will define a particular space relationship between the proposed development and its context.
4. The urban streets give way to green corridors of residential streets lined with large deciduous trees providing an ever-changing quality of light throughout the day and throughout the year.

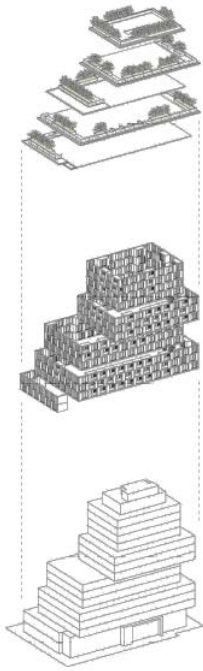
In response to these transitions, the design proposes 3 architectural gestures:

Massing: The stacked volumes will provide a transition between the proposed building and the neighbouring area, while also minimizing shadows on adjacent sites and offering a spatial diversity between the proposed building and the surrounding context.

Cladding System: An articulated cladding system within a matrix provide an organizing system for the façade.

Green Spaces: Expressed platforms of green spaces on top of the stacked geometries will structure a continuity of the existing green cathedral but now in the tower's three-dimensional fashion.





2 GREEN CATHEDRAL



Landscape Plan

On Broadway, a row of new plane trees completes the boulevard treatment across the street to create a green gateway canopy before ascending the hill west of the property. Small and

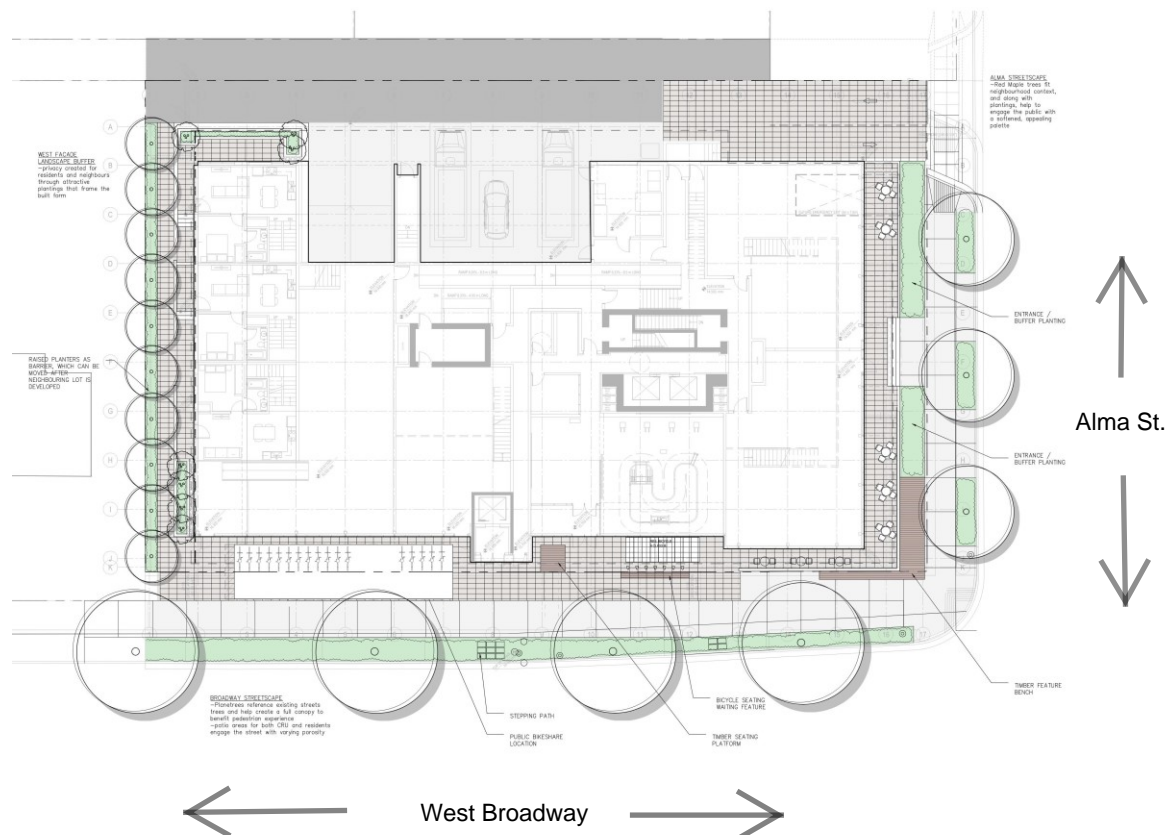
intimate patios spill out from the ground floor retail, bringing movement and life, and activating the streetscape.

Custom bicycle-themed street furniture can add to life on the street and help to incorporate a bike theme into the landscape and architectural design.

The planting scheme for 3701 West Broadway aims to create a language of layered edges: both from eye level on patios, and from street level looking up. Greenery on terrace levels spill over the edges softening the architecture and adding greenery to the street.



LAYERED LANDSCAPES



PUBLIC ART CONTEXT

There is very little public art in the immediate area.

The closest, located at nearby Jericho Beach, is a 1978 bronze sculpture by artist Letha Keate entitled *Continuity*.



Lost Streams by Marian Penner Bancroft created 16 in-ground and 4 above ground markers installed along the routes of four historical streams that once existed in Kitsilano. Each of the in-ground markers has the words LOST STREAM engraved around the outer edge. Copper map installations can be seen at Kitsilano Beach just south of the playground; Volunteer Park at Point Grey Road; at the foot of Bayswater, and at Jericho Beach approx. 100 m. west of the concession.



Further west at Maple and 10th Avenue, *Pick-Up Sticks* by art.site (Claudia Questa and Bill Baker) is a whimsical and playful series of approximately 59 fused glass art panels stretching 180 feet that read as a whole and plays with the imagination.

Further west at Maple and 10th Avenue, *Pick-Up Sticks* by art.site (Claudia Questa and Bill Baker) is a whimsical and playful series of approximately 59 fused glass art panels stretching 180 feet that read as a whole and plays with the imagination.



Nearby is the 2018 contribution to the City's Indigenous Mural Series by James Harry and Lauren Brevner entitled: *Sinulhka: Story of the Double Headed Serpent*.



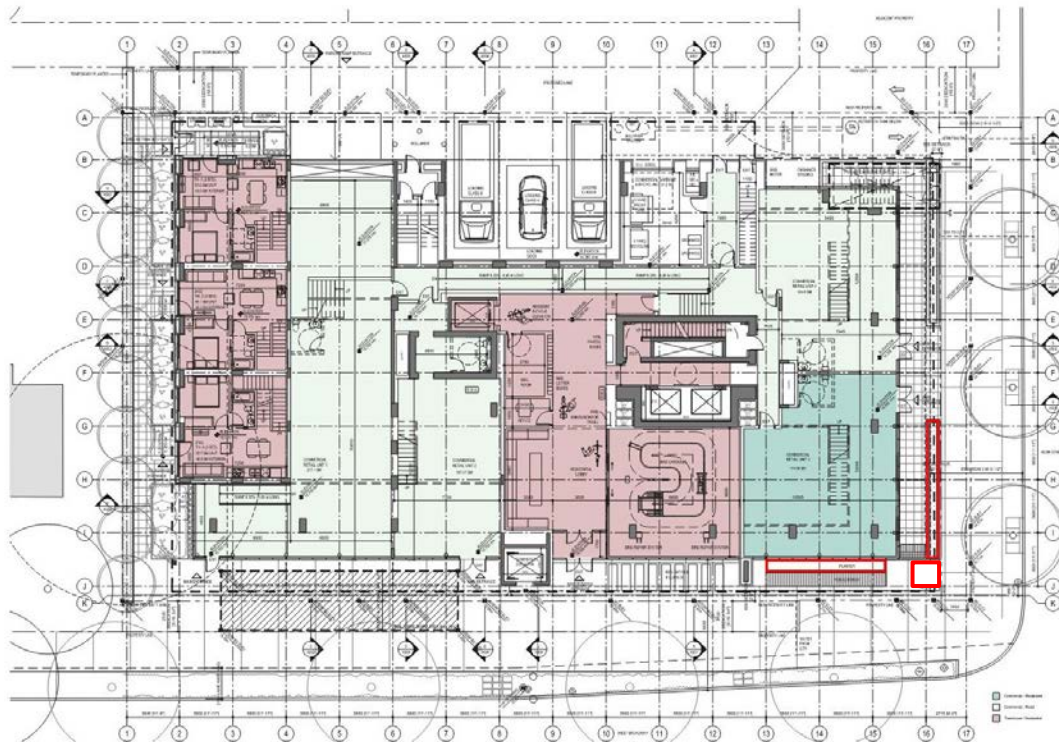
PUBLIC ART OPPORTUNITY

The design team has identified the corner of Alma and Broadway as the most visible and appropriate location for the public art. The street corner is accessible to pedestrians and sits on a key transit corridor that includes the busiest bus route in Canada, the 99 B-Line. (In 2018, the average weekday ridership of the B-Line was 55,900 passengers).

Four potential sites are outlined on the southeast corner of the building: 1. At ground plane; 2. On the parapet of the 5th floor balcony; 3. On the parapet of the 11th floor balcony; 4. On the roof. The proposed locations provide maximum visibility for an artwork, while offering distinct opportunities to an artist to address public audiences.

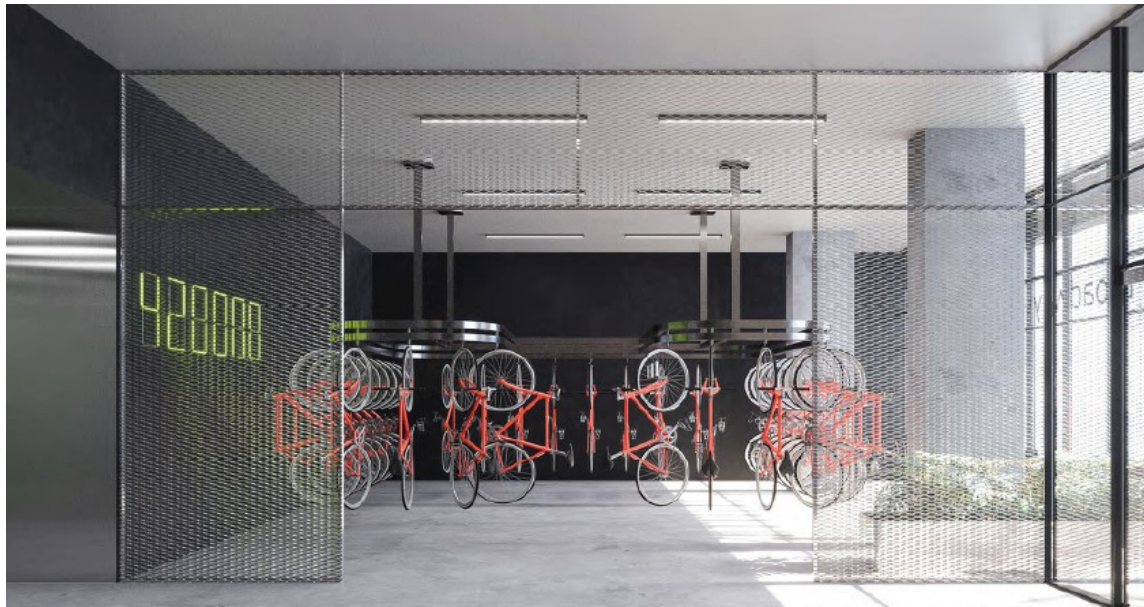
Each of the locations has merits and challenges. The ground plane is highly visible, particularly to vehicle passengers, but is constricted to an area approximately 1.7m x 1.7m by the property line. The three locations on the building provide a more prominent posture, with greater visibility from a distance, but will require a rigorous dialogue with the building's architectural geometries, and more in-depth engineering work, to facilitate their placement.

As discussions with the short list develop, the design team is committed to a dialogue and discussion regarding other siting possibilities in relation to artist's proposed concepts. Potential locations might also include the lobby entrance foyer, with its view into the building's unique, open-concept bike storage facility, as well as the large soffit under the 8th floor level created by the building cantilever.









SELECTION PROCESS

The Public Art Consultant, Reid Shier Inc., will facilitate all stages of the selection process. The selection process will be a Two Stage invitation to professional artists with a Selection Committee.

The Selection Committee will consist of 5 members including:

Design Team (1)

A representative from Westbank (1)

The Vancouver Art Community including one professional artist (3): Possibilities are:

- Jordan Wilson
- Dana Claxton
- Amy Kazymierchuk
- Grant Arnold
- Tim Lee

Stage One: The Selection Committee will be oriented to the development, the surroundings, and the public art opportunity. They will develop a long-list of 20 - 25 artists whose practices lend themselves to this particular public art opportunity. From this list, the Selection Committee will determine a short list of three Artists to present detailed written Public Art Proposals.

Stage Two: The three shortlisted Artists will be oriented to the development, the surroundings and the public art opportunity. Consistent with the level of Artist invited to propose on the project, Artists will be provided an honorarium of \$5000 to prepare a detailed written Public Art Concept Proposal including budgets and a timeline.

Concept proposals are focused, with emphasis placed on discussion and questions during the artist concept presentations. Concept proposals should include: brief summary of artist's prior work especially as it relates to the current proposal, brief concept description, images or renders of proposed work in situ (preferably 2-3 view angles), and a pro-forma budget with enough research to demonstrate that the concept can be realized for the proposed budget. The honorarium will be paid upon receipt and presentation of their Concept Proposals.

Final Artist Selection Criteria:

- High quality and innovative concept with a clear vision of the final artwork.
- 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 site consideration.
- Artistic quality of artwork presented in the documentation of the past work.
- Experience working on projects of similar scale and diversity of scope.

The final selected Artist will enter into a contract with Westbank to complete the proposed artwork on time and on budget prior to the project occupancy permits.

COMMUNITY ENGAGEMENT STRATEGY

Community consultation and public engagement will be thoughtfully considered throughout the project. A non-voting community advisory will be established and consist of at least 3 representatives from the neighborhood.

The role of the community advisory will be to provide feedback and commentary to the selection panel and shortlisted artists. The advisory will meet with the selection panel and with the shortlisted artists during the artist orientation meeting to provide insight into the community's aspirations around public art in advance of the development of the artist concept proposals.

The community advisors will play an integral role in the selection process, providing a voice for the community, guidance regarding opportunities and appropriate venues for community feedback, as well as a celebration of the work upon completion. Advisors will be paid an honorarium for their work.

Proposed Community Advisors include:

- Michele Barile, West Broadway BIA
- Allen Smith, Executive Director, Kitsilano Neighborhood House
- Brent Ash, West Kitsilano Residents Association
- Representative from Musqueam

PUBLIC ART BUDGET

Based on the City of Vancouver's Public Art Policies and Guidelines, the public art allocation for this project is calculated as an 11,717.8 square meter FSR Area multiplied by \$21.31 for a total allocation of: **\$249,735.61**.

Total Public Art Budget		\$249,735.61
Artwork Design and Production		\$169,762.05
Jury Honoraria (\$1500 x 3)	\$4,500	
Artist Proposal fees (\$5000 x 3)	\$15,000	
Selection Process admin./document production	\$500	
Community Advisors Honoraria (\$500 x 4)	\$2,000	
Public Art Consultant	\$32,000	
Developers Process Contingency	\$1,000	
Sub-Total		\$55,000.00
CoV Civic Program Contribution (10%)		\$24,973.56
Total Public Art Budget		\$249,735.61

All cost savings or unused funds remaining from the administration portion of the budget will be put towards the artwork.

Base costs for building elements may be part of the art budget if applicable.

TIMELINES

Project Timeline:

Development Permit Board	May 17, 2021
DP/BP issuance	July 11, 2021
Construction Start	Summer 2021
Construction Completion / Occupancy	Summer 2023

Public Art Timeline:

Preliminary Public Art Plan	February 8, 2021
Detailed Public Art Plan	April 12, 2021
List of Potential Artists	May 2021
Invitation to selected Artists to Present	May 2021
Shortlisted Artists Proposal Presentations	July 2021
Final Artist Selected	July 2021
Artist Contract	September 2021