

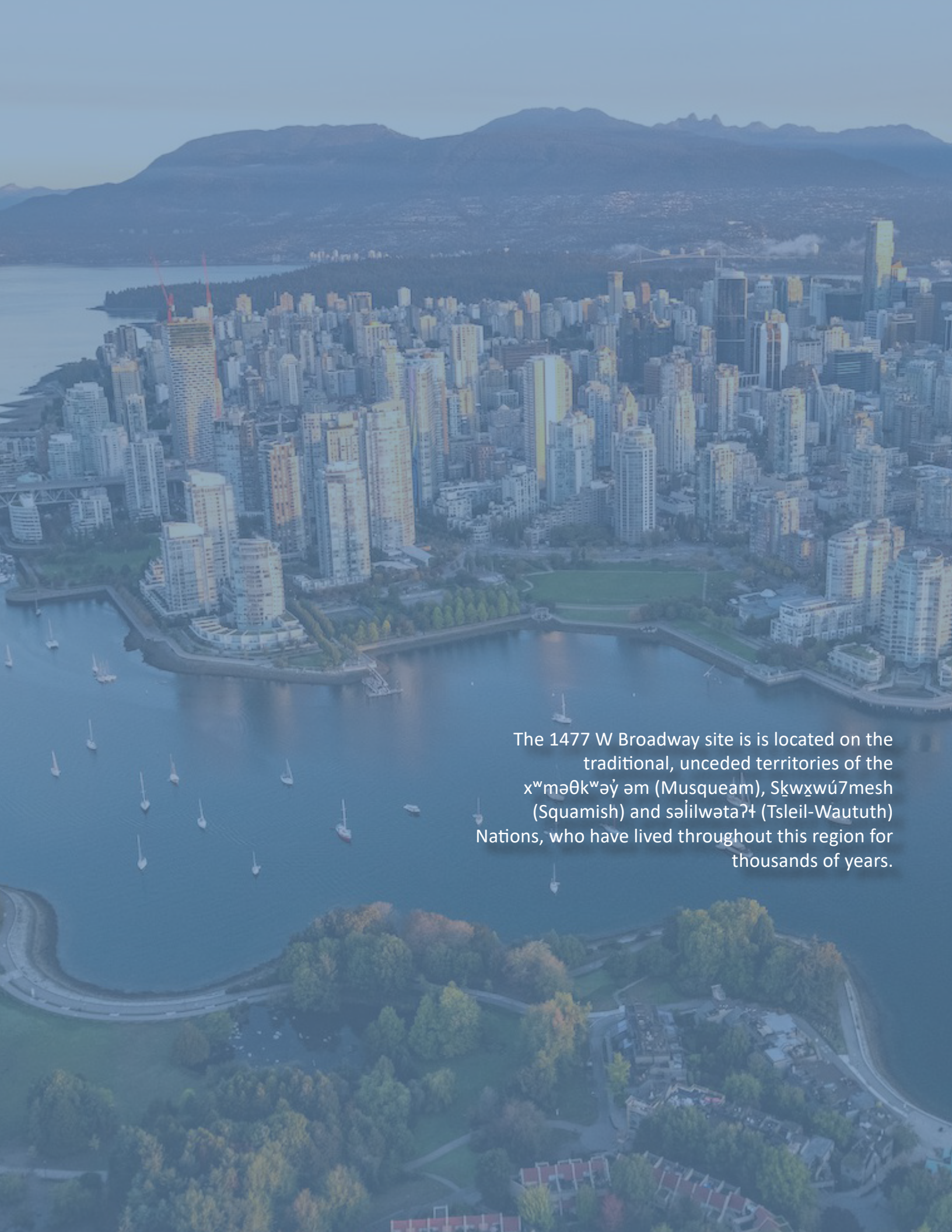


DETAILED PUBLIC ART PLAN

1477 W BROADWAY

VANCOUVER, BC

FEBRUARY 1, 2023



The 1477 W Broadway site is located on the traditional, unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətaʔt (Tsleil-Waututh) Nations, who have lived throughout this region for thousands of years.

TABLE OF CONTENTS

Project Details	4
Introduction	5
Context Map	6
Site Plan.....	7
Project Description	8
Landscape Plan	12
Public Realm.....	13
Community Context.....	16
The Broadway Plan	19
Public Art Context	21
TransLink Public Art: Broadway Subway Plan	22
Public Art Opportunity.....	24
Precedent Images	29
Public Art Budget	31
Timelines	32
Community Engagement Strategy.....	33
Selection Process	34
References.....	36

PROJECT DETAILS

PROJECT ADDRESS	1477 West Broadway, Vancouver, BC
LEGAL DESCRIPTION	Lot 1 Block 331 District Lot 526 Group 1 New Westminster District Plan EPP98876
PUBLIC ART BUDGET	\$626,988.78

PROJECT OWNER | PCI DEVELOPMENTS

300 – 1030 West Georgia Street,
Vancouver, BC V6E 2Y3
250-618-5363

Mike Dillman | Development Manager
mdillman@pci-group.com

ARCHITECT | MUSSON CATTELL MACKEY PARTNERSHIP

Suite 1900 – 1066 West Hastings Street
Vancouver, BC V6E 3X1
604 681 1771

Peter Odegaard | Partner
podegaard@mcmparchitects.com

LANDSCAPE ARCHITECT | DURANTE KREUK LTD.

102 – 1637 West 5th Avenue
Vancouver, BC V6J 1N5
604 684 4611

Dylan Chernoff | Landscape Architect
dylan@dkl.bc.ca

PUBLIC ART CONSULTANT | BALLARD FINE ART LTD.

#450 – 319 West Pender Street
Vancouver, BC V6B 1T3
604 922 6843

Jan Ballard | Principal
jan@ballardfineart.com

INTRODUCTION

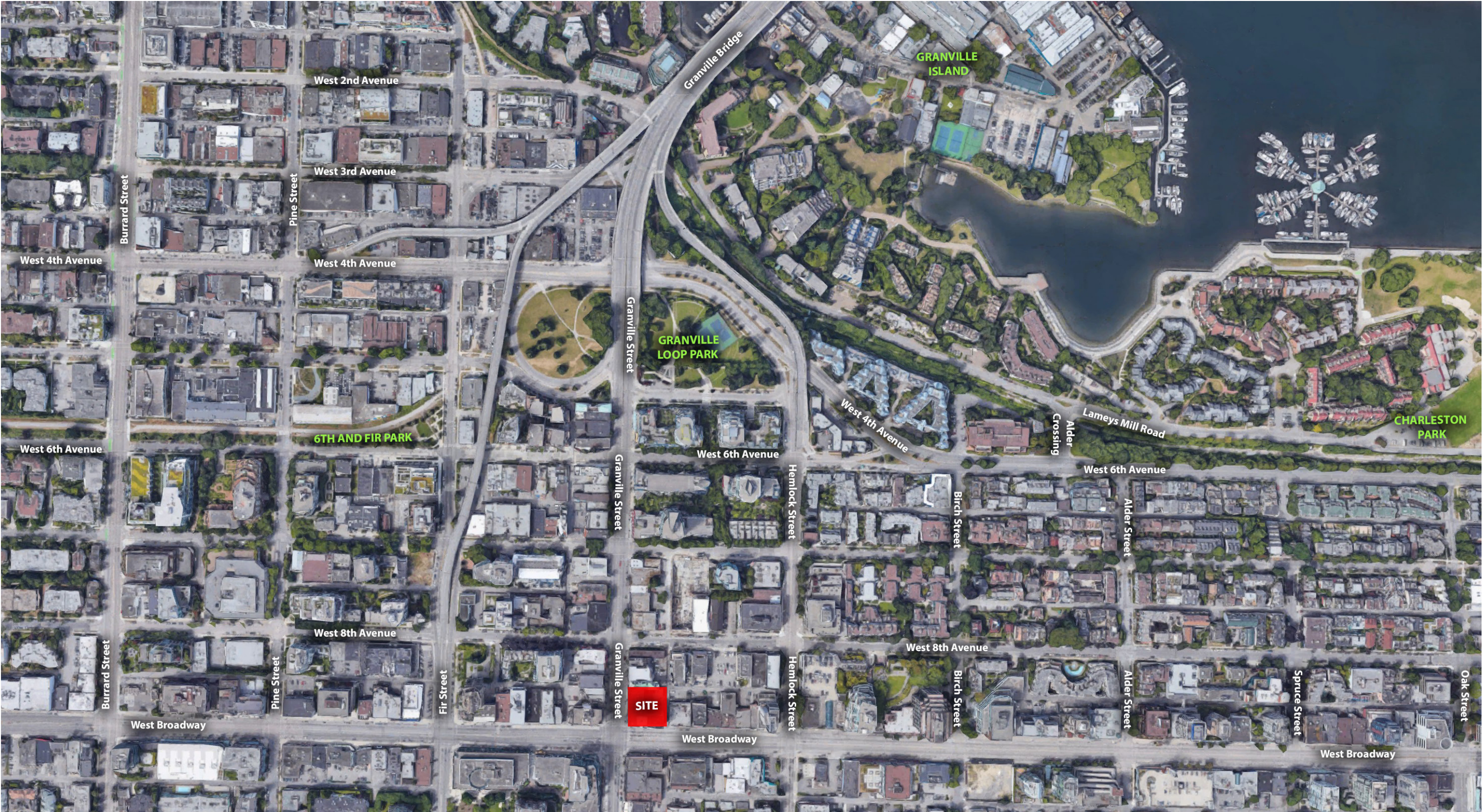


Rendering: View of the 1477 W Broadway site, from Broadway

1477 W Broadway, prominently located at the corner of Broadway and Granville in Vancouver’s South Granville neighbourhood, presents an exciting opportunity to feature engaging public artwork. Fostering a variety of vibrant social activities, the development aspires to establish a welcoming public realm, creating numerous opportunities for diverse community interaction. PCI Developments is committed to hosting a captivating public artwork that speaks to the spirit and character of one of Vancouver’s most cherished urban communities.

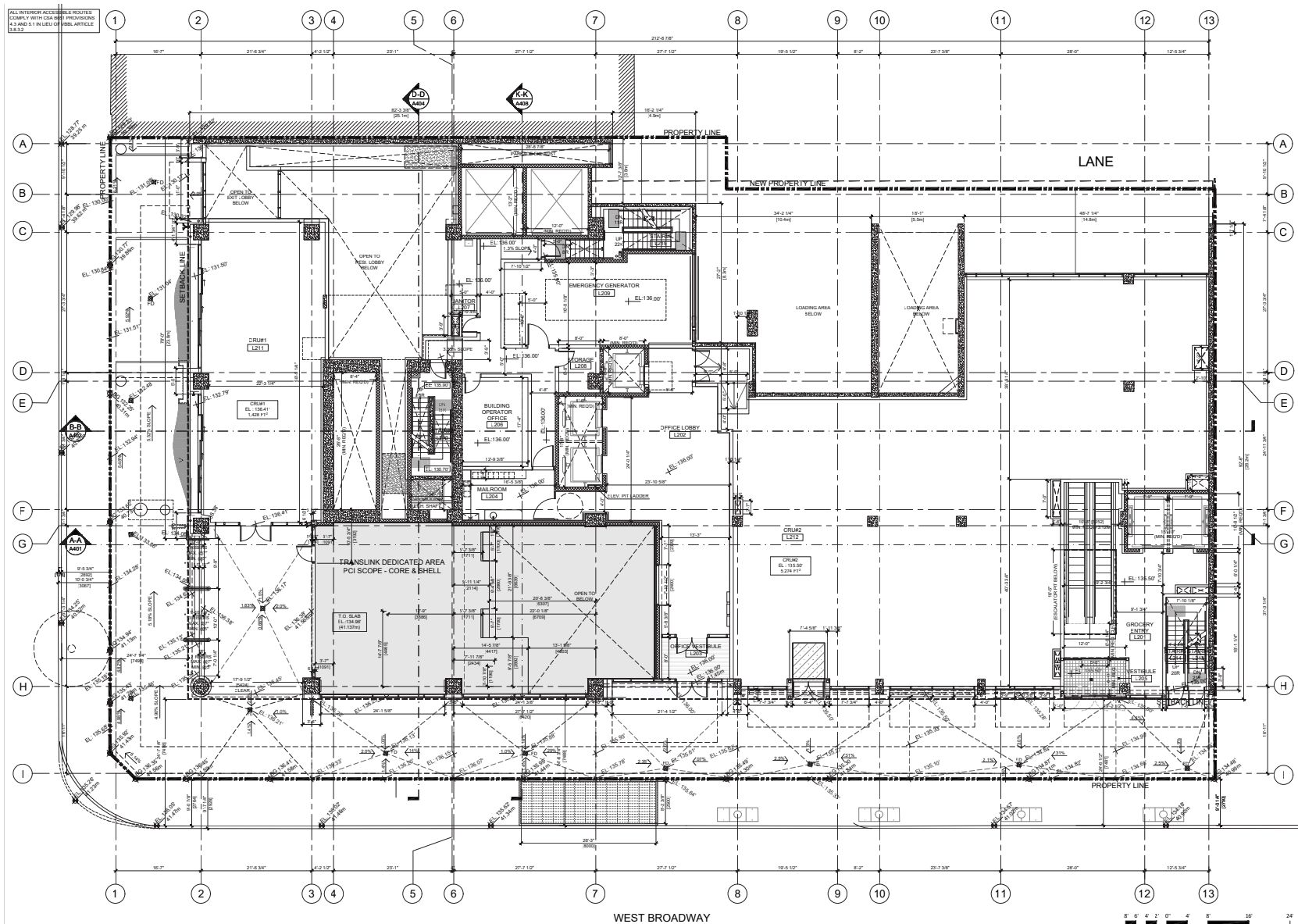
To ensure the highest quality and creativity of the public artwork, PCI Developments has chosen to pursue the Option A selection process, engaging the services of Ballard Fine Art Ltd. to provide public art consultation. The developer looks forward to working with the City of Vancouver and the selected artist to facilitate a dynamic public artwork that will contribute to the artistic and cultural landscape of Vancouver in a meaningful and enduring way.

CONTEXT MAP



Context map showing location of the 1477 W Broadway development within Vancouver's Fairview District

SITE PLAN



PROJECT DESCRIPTION



Rendering: View of the 1477 W Broadway site, from Granville Street

LOCATION & CONTEXT

1477 W Broadway is located in the heart of Vancouver's Fairview Neighbourhood, more specifically within South Granville, at one of the city's most critical and significant intersections, Broadway and Granville. The project sits on a rectangular site with West Broadway to the South and Granville Street to the West. There is an access alley to the North, and single level retail buildings to the East. The neighbourhood is well served by transit, with numerous bus lines on both Granville St, providing efficient access to downtown, and W Broadway, serving UBC to the West.

Importantly, the proposed building at 1477 W Broadway will be integrated with the future South Granville Station on the Broadway Subway extension, furthering premium access to efficient, reliable, and sustainable mobility. The Broadway Subway Project is a 5.7-kilometre extension of the Millennium Line from VCC-Clark Station to Broadway and Arbutus, adding six stations along the line for fast, frequent, and convenient travel throughout the city and beyond. Construction is currently underway, with the line set to be in service in 2025.

PROJECT DETAILS

1477 W Broadway is a 39-storey mixed-use, transit-integrated, high-rise development featuring rental residential, office, grocery, and retail space, as well as the South Granville Station of the Broadway Line. The project will directly contribute to the realization of the Broadway Subway line and will embody the City of Vancouver's Broadway Plan, which provides a roadmap for the exciting evolution of this key arterial hub. The development has a total area of 316,885 sq ft and includes 226 rental residential units, 20% of which are below market rates.

With commercial retail space on the ground floor, 1477 W Broadway is set to include a grocery store and 5 storeys of office space within the podium. The SkyTrain Station entry and plaza is located at the corner of West Broadway and Granville Street. Access from Granville Street and the lane includes the residential lobby at the Northwest corner, loading, parking access, and bicycle storage. The West Broadway level includes the office lobby, two retail Commercial Residential Units, and access to a 2nd floor grocery store. Café and retail units are located on both West Broadway and Granville Street, with landscaping throughout to create an inviting and dynamic streetscape experience. Building amenities located at the 9th floor include health and wellness and social facilities. Level 10 and above will include a variety of amenity spaces and expansive roof decks accessible to the residential tenants.

The development hosts 6 levels of underground parking (285 vehicle parking and 507 bicycles spaces) with below grade access through the entrance ramp off the rear lane. Parking elevators are centrally located in the core. The massing of the building is informed by program and urban planning. Larger commercial floor plates support functional job space on lower portions of the building, while 6,100 sq ft of residential floor plates generate a slender tower proportion and improve shadow performance.



Rendering: View of the 1477 W Broadway site and South Granville Station, from the corner of Broadway and Granville Street

South Granville contains a tapestry of buildings with elements rich in warm natural materials, strong cornice lines, and ornately textured façades – many of which have been referenced in 1477 W Broadway’s design. 1477 W Broadway presents an exciting opportunity to build an exemplary piece of the Broadway Plan through the construction of an integrated underground station on site. The introduction of mass transit to this intersection provides an opportunity for a robust mixed-use building that responds to numerous policy objectives. The proposed building layers multiple uses that are stacked vertically– where traditionally they would be arranged horizontally along a streetscape – to form the vertical block. A stacking pattern is designed so that each program is identifiable to its users yet cohesive in character through use of South Granville’s warm palette of colour and materials. This stacking is comprised of: transit station, parking and loading, retail, lobbies, grocery store, office, fitness, indoor/outdoor amenities, in addition to market and below-market rental residential. While each use is arranged vertically, all meet the street to form a lively, accessible and engaging public realm. Thoughtful and approachable building design is expressed through varied massing elements and façade treatments, with the façade articulation informed by sustainability, programmatic legibility and an important relationship to the existing neighbourhood context.



Rendering: View of the 1477 W Broadway site and South Granville Station, from Granville Street

Design principles have been identified to align the project with the vision of the Broadway Plan, blending in while also enhancing South Granville and Fairview. 1477 W Broadway is designed to balance contextual sensitivity with forward thinking density at one of the City's most important corners. Notably, South Granville has a myriad of high-quality heritage buildings that form a diverse architectural vocabulary, and 1477 W Broadway utilizes this context as a reference point for the massing and facade expression of the building. Office massing and facade articulation relates to contextual architecture while also referencing the International Style RBC office building that occupied the site previously. The office portion of the building will be clad with a high-performance curtain wall glazing that includes integrated brise soleil shading devices and operable windows. The inclusion of operable windows allows for user-controlled temperature and access to fresh air.

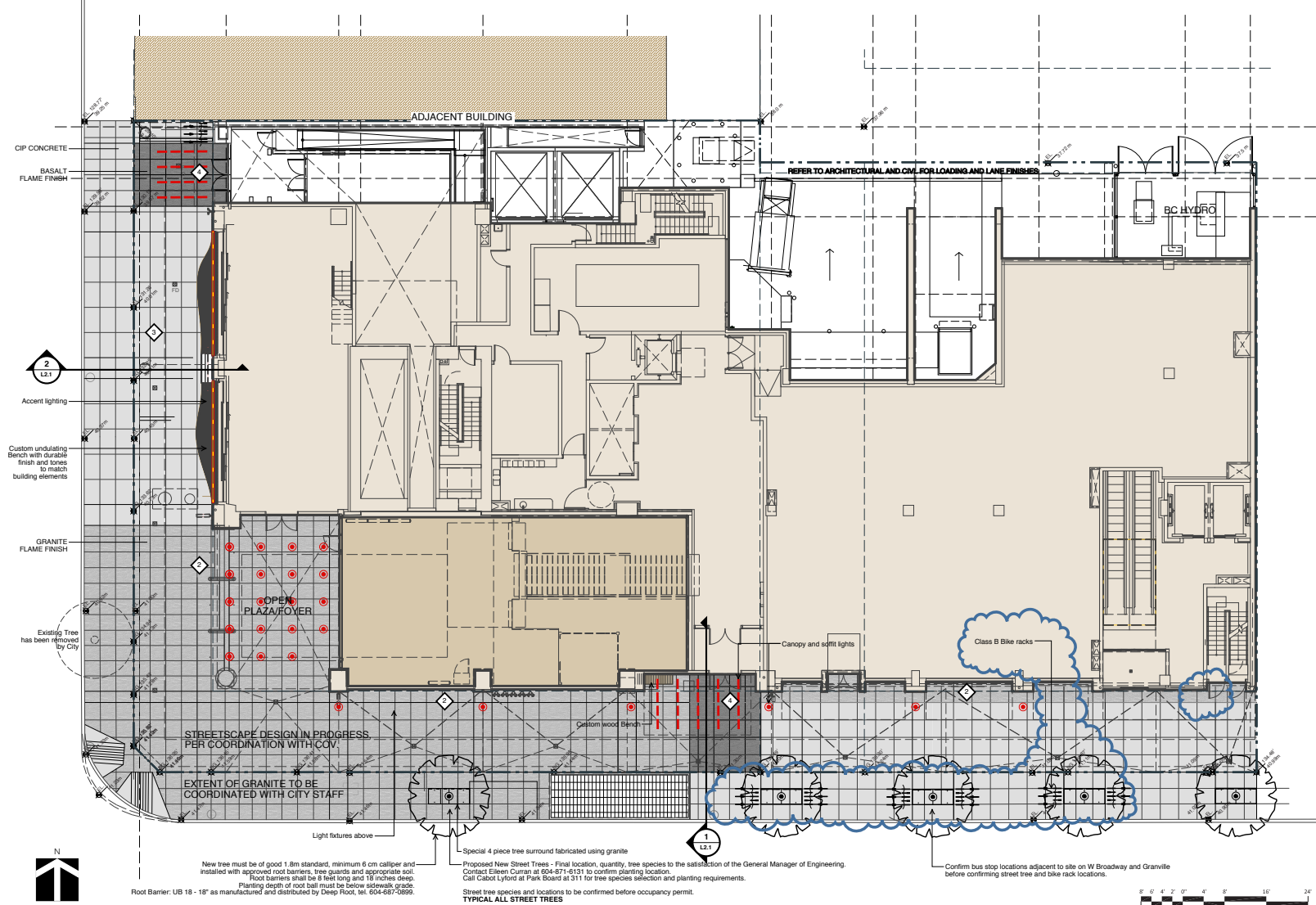
Broadway & Granville is a showcase of sustainable technology and design. The Project will meet low emission green building policy, most significantly via contribution of regional reduction of vehicle trips due to the provision of job space, retail, grocery and housing within one building. Creating density around rapid transit stations also creates opportunities for more sustainable, accessible and complete neighbourhoods. The proposed building responds to the Green Building Policy for Rezoning with a highly sustainable, low emissions building that will achieve LEED Gold Certification.



Rendering: View of the 1477 W Broadway site and South Granville Station, from the corner of Broadway and Granville Street

LANDSCAPE PLAN

This plan is "NOT FOR CONSTRUCTION" and is to be submitted for review to Engineering Services a minimum of 8 weeks prior to the start of any construction proposed for public property. No work on public property may begin until such plans receive "For Construction" approval and related permits are issued. Contact Engineering, Development Services and/or your Engineering, Building Site Inspector for details.



PUBLIC REALM



Granville Street Bridge

Envisioned as an engaging and welcoming neighbourhood environment, 1477 W Broadway offers thoughtfully designed and functional open spaces, enhancing public life and encouraging community interaction. The architecture and landscape design prioritize the human experience, contributing outdoor social spaces as well as pedestrian and bike paths that connect to the wider network of neighbouring greenways, public transit routes, and road infrastructure. Building upon South Granville's rich social, historic, and cultural fabric, this transit-oriented development supports the ever-changing needs of the surrounding community, fostering an inclusive and vibrant public realm for residents and visitors alike.



South Granville restaurant patio



Granville Loop Park

Active and varied uses front all public areas of the project, enhancing both the development and community of South Granville as a whole. The cantilevered Office volume enhances the pedestrian experience, thoughtfully considering the building's position within the larger urban context. At grade, the building is set back 7.5 m from the curb creating additional public space and access to the station at the corner. The 2nd and 3rd floors are cantilevered above the sidewalk and are setback 5.5 m from the street to create further breathing room for residents, visitors, and passersby. The resultant cantilevered expression creates a strong emphasis on the corner as a visual marker for the South Granville SkyTrain station. Additionally, the entry plaza produces a weather protected public space with an opportunity for diverse community interaction. The South-West solar orientation of the cantilevered portions limits shadowing on the public realm.

At the North West corner, the residential lobby faces Granville Street at the low point of the site. The station entry plaza is located on the corner and includes a large weather protected entry plaza formed by the office building above. This arrangement produces additional public open space on the corner. A cafe sized Commercial Residential Unit fronts the transit plaza and faces onto Granville Street with operable glazing providing additional opportunities for interaction and transparency between the interior and exterior public realm. Organically sculpted benches mediate the grade change and provide seating along Granville for those waiting for buses or looking for moments of pause. To the East of the station entry are the Office lobby and a larger Commercial Residential Unit space fronting W Broadway. At the South East corner of the project an entry point accesses both the above grade grocery store via escalators and public elevator access to parking below.



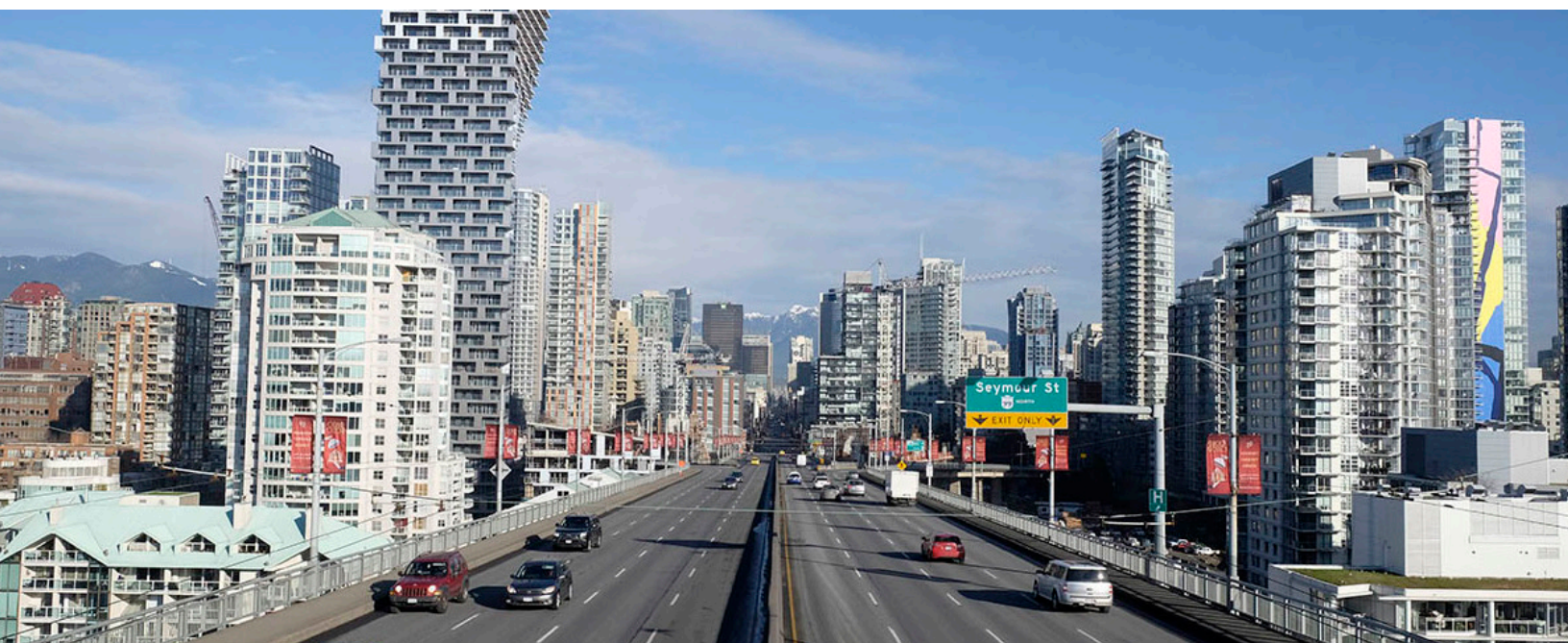
South Granville Banners



Granville Island Entrance



Granville Island Market



Granville Street Bridge

As the 5th Station along the Westward SkyTrain expansion recently announced by the Provincial government, the South Granville Station located within 1477 W Broadway will be distinguished at ground level by a prominent stone plaza, high quality finishing, and an entry sequence that unites with the surrounding streetscape by utilizing City of Vancouver standard ground plane patterning at its edge. At the property line, the ground plane transitions from concrete and exposed aggregate reflected on every side of both Granville St and W Broadway, into large slabs of sand-blasted stone throughout the outdoor plaza and open foyer of the transit station entry. Many necessary elements of furniture will be coordinated with TransLink, so as to keep the entryway open, accessible and unobstructed. On the reverse of the building, the alley way is given life by a suspended trellis system, attached to the building for twining evergreen clematis to weave between levels.

Surrounded by a wider network of social, commercial, and cultural amenities, including shops, cafes, restaurants, art galleries, and public spaces that nurture creativity and livability within South Granville, 1477 W Broadway will foster a diversity of social activity, both reflecting and contributing to the neighbourhood's distinct character. The public realm for 1477 West Broadway will echo the neighbourhood's branding in recent years as the "Armoury District", with a concentration of creative economy and design-oriented businesses. As home to the 5th stop of the future Broadway SkyTrain line, the proposed development will facilitate transit connections and contribute to increased transit use. Together, direct access to transit and improved pedestrian and cyclist corridors will encourage residents to lead a car-free lifestyle, promoting active living and reducing their ecological footprint.

Reflecting with care the needs of its resilient and vibrant South Granville community, 1477 W Broadway seeks to support the City's goals of strengthening and diversifying South Granville as a vibrant, eclectic, and walkable mixed-use area close to rapid transit by providing opportunities for additional housing (particularly secured rental and social housing), job space, amenities, cultural facilities, and local-serving retail/service uses. 1477 W Broadway is committed to fostering a quality and engaging public realm that will enhance the neighbourhood character by providing successful and desirable places to live, work, and play, increasing community connectivity and enhancing livability.

COMMUNITY CONTEXT



Fairview looking west across False Creek, 1890

Since time immemorial, the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Selílwitlh (Tsleil-Waututh) Nations have lived on, and stewarded, the lands on which the City of Vancouver was built. The history and culture of the Musqueam, Squamish, and Tsleil-Waututh peoples is a living one—Vancouver, and 95% of British Columbia, are situated on the unceded territory of Canada’s First Nations, and the protection of this cultural heritage and visibility is paramount as City policy changes and grows. Importantly, the term “unceded” recognizes the forced dispossession of land and the inherent rights that these Host Nations hold to their traditional and ancestral territory.

Less than 100 years ago, the area that we know today as False Creek and Fairview Slopes, within which 1477 W Broadway is located, was a forest of huge fir trees. The rich natural ecosystem of plants, birds, and animals made the area one of natural abundance for the Musqueam, Squamish, and Tsleil-Waututh peoples, supporting a deep spiritual, cultural, and economic connection to the land. When the first European settlers arrived to the Burrard Inlet in the late 1850s, False Creek was five times the present size and included a large tidal mud flat.

Fairview was named in 1886 by CPR Land Commissioner L.A. Hamilton. Hamilton’s survey established the numbered system of east-west avenues and named the cross streets after trees. In 1887, the CPR, at the request of Vancouver City Council, agreed to locate its Pacific terminal yards on the north side of the Creek. The forest was replaced by shipbuilding yards, sawmills, shingle mills, and various woodworking plants. In 1916, Granville Island was created from soil dredged from False Creek.

In 1928, the CPR and the provincial government swapped land to give each consolidated holdings, the CPR on the north side and the province on the south side. Another land swap in 1968, through which the City acquired the land from the province, prepared the way for the present residential and recreational development and marked the beginning of another transformation.

Fairview Slopes, which overlooks False Creek from the south, began to develop following the construction of the Fairview Beltline (a streetcar loop built from downtown through Fairview along Broadway) and the opening of the Granville and Cambie Street bridges. In 1902, the City purchased 5.5 acres (two city blocks) from the CPR for \$5,500, for a new hospital at 10th Avenue and Heather Street. Land was in demand for residential development during these years and a number of substantive homes were built in the area. In 1909, Ninth Avenue was renamed Broadway to reflect the street's position as a thriving, trendy high street.

From the early 1920s to the early 1960s, Fairview Slopes was zoned for 3-storey apartments and throughout the 1950s, the area south of Broadway developed as an apartment district. Broadway, as well as Granville and Cambie Streets, became important neighbourhood commercial strips. At the same time, the Slopes were rezoned to industrial use, and some houses were replaced with small industries.

The 1970s were a time of dramatic change for both False Creek and Fairview Slopes. Based on the recommendations by citizens, two advisory review panels, and City staff, policies which laid out guidelines for redeveloping False Creek were adopted by City Council in 1973. The new City policy required a range of housing, including co-ops, non-market rental housing and condos, to provide a social mix that reflected the City's income and social composition. The City also decided to keep ownership of most of South False Creek.

Concurrent with the planning for South False Creek, plans to redevelop Granville Island were also being considered. In 1972, administration for the 15-hectare (37 acres) island, was transferred from the National Harbours Board to Canada Mortgage and Housing Corporation and a movement to rejuvenate the site started to gain momentum. Early in 1976 the Granville Island Trust was formed to advise on the Island's future. The first phase of the Island's redevelopment, the Public Market, opened in 1979, soon followed by the Maritime Market, Emily Carr College of Art, theatres, artist's studios, craft galleries, and restaurants.



Aerial view looking north over Granville Island, 1953



Granville Street and Broadway looking south, circa 1980-1997



Kitsilano Beach, present day



False Creek Community Centre, present day

As the City's plans for False Creek took shape, pressure arose to redevelop the Slopes for high density uses. The area was rezoned in 1972 from industrial to residential/commercial. Fairview Heights, a small fifteen-block area extending south of Vancouver Hospital and Health Sciences Centre (formerly Vancouver General Hospital), was rezoned in 1984 from a duplex to a low-rise apartment zone. Since then, the area has been extensively redeveloped providing additional housing opportunities for those employed in the downtown core and with Vancouver General Hospital.

Today, Broadway and Granville marks a critical intersection between two of Vancouver's most significant streets and transportation corridors. Granville St is one of the city's most important North-South arterials that connects downtown with Vancouver's Westside, Richmond, and beyond. Its intersection at W Broadway frames the gateway to Vancouver's city centre, dramatized by topography that slopes down significantly towards False Creek. The site is located in the heart of the South Granville neighbourhood which spans from the foot of the Granville St Bridge to W 16th Avenue. South Granville is an upscale yet welcoming shopping and arts district located in close proximity to Shaughnessy to the South, Kitsilano to the West, and Granville Island and downtown Vancouver to the North. Within a 5- to 15-minute walk, there are abundant public amenities such as parks, schools, Granville Island Market, and the False Creek Community Centre.



Granville Island Public Market, present day



The Stanley Industrial Alliance Stage, present day

THE BROADWAY PLAN

Focus public art investment in public spaces, including plazas, parks, and as a component of complete streets, to centre art in daily life.

- The Broadway Plan, Key Directions for arts and culture



Aerial view of Broadway and the downtown skyline

In June 2022, the City of Vancouver completed The Broadway Plan, a comprehensive area plan for the future of Broadway between Clark Drive and Vine St. Encompassing the key neighbourhoods of Mount Pleasant, Fairview, and Kitsilano, the 30-year plan provides a roadmap for the thoughtful integration and proliferation of a range of housing and employment areas, as well as diverse shops, services, and amenities. Developed in conjunction with a wide range of stakeholders through extensive community consultation—including long-time residents, newcomers, young people and families with children, downsizers, elders, workers, and business owners and operators—the Broadway Plan will ensure the collective goal of providing a ribbon of attractive places to live, work, and play for decades to come.

The Broadway Plan aims to delineate a clear and flexible policy framework to guide growth, positive change, and the delivery of public benefits within the Broadway neighbourhoods, considering both long-range and short-term goals. Integral to the Broadway Plan is the new Broadway Subway, which will provide high-quality rapid transit to create complete, inclusive, and affordable transit-oriented neighbourhoods. The Broadway Subway will deliver improved city-wide connections, an enhanced public realm, and ease of sustainable movement whether it be walking, cycling, or rolling.

The Broadway Subway is an approximately six-kilometre extension of the Millennium Line, and a key new link in Metro Vancouver’s rapid transit system. Enhancing connections from Vancouver to additional eastern growth centres — such as Burnaby, Coquitlam and Surrey — the Broadway Subway will eventually also connect west to UBC. The Broadway Subway will also intersect with the Canada Line, providing improved connections to Downtown, the Vancouver International Airport, and central Richmond. The Broadway Subway will link to the Millennium Line at VCC-Clark station and provide six new stations: Great Northern Way-Emily Carr, Mount Pleasant, Broadway–City Hall, Oak–VGH, South Granville, and Arbutus.



View of South Granville facing North

The Broadway Plan area is home to many artists, diverse cultural organizations and growing cultural industries, and seeks to continue its support for a thriving arts community by providing access to arts, culture and heritage spaces. The area will host presentation spaces, public art, galleries, theatres and venues for music, events and nightlife.

The Broadway Plan supports the establishment of arts and cultural districts to preserve and enhance existing clusters of arts, cultural, and music production and presentation spaces in the area, including the Granville/Burrard Slopes neighbourhoods and Mount Pleasant Industrial Area. The Broadway Plan area will focus public art investment in public spaces, including plazas, parks, and as a component of complete streets, to centre art in daily life and foster culturally specific spaces that reflect the living and historical communities of the city. Public art is to play an integral part in enhancing the presence and visibility of arts and cultural districts by distinguishing and reflecting the unique character and identity of this area.

The Broadway Plan’s directives for arts and culture nurtures and supports the creation of opportunities for public engagement, building meaningful community connection and reflecting on cultural histories.

PUBLIC ART CONTEXT

Public art plays a key role in energizing public space, inspiring thought and dialogue, and transforming sites of work, live, and play into welcoming, engaging, and enjoyable environments. The public artwork for 1477 W Broadway seeks to underline these values, integrating seamlessly into the wider public art context of the Vancouver community.

1477 W Broadway is positioned to contribute to the shaping of this neighbourhood in a significant and exciting way. The PCI Developments site is in close proximity to a variety of public artworks in the City of Vancouver's collection including Debra Sparrow's *Blanketing The City: A Mural Series* and Patricia Thomas and Lionel Thomas' *Natures Own Geometry*.

An additional facet of the development's cultural context is its proximity to "Gallery Row", an important part of South Granville's cultural history. Gallery Row was born with the opening of Bau-Xi Gallery in 1965, one of Vancouver's oldest existing contemporary galleries. Over the course of the next half a century, a high concentration of some of the City's most celebrated Commercial galleries called the stretch of Granville Street, from the mouth of the Granville Street Bridge up to 16th Ave, home. These included Catriona Jeffries, Monte Clarke, and Equinox Galleries, all of which have since moved east, as well as Ian Tan, Kurbatoff, Marian Scott, Petley Jones, and Uno Langmann among others, which remain in the area today. With a wide range of work represented, from contemporary Indigenous artwork to 19th century painting, the galleries of this landmark destination form a unique backdrop for 1477 W Broadway's public art.



Chrystal & Chris Sparrow, James Harry & Xwalacktun, William & Eric Dan, *Female Welcome Figure, Reconciliation Pole & Male Welcome Figure*, 2019. Vancouver School Board Headquarters, 1580 West Broadway



Stonecoat Industries, *Untitled (100)*, 1986. Granville Street at 4th Avenue



Patricia Thomas and Lionel Thomas, *Natures Own Geometry*, 1965. 2695 Granville Street



Debra Sparrow, *Blanketing The City: A Mural Series*, 2018. Granville Bridge Pillars

TRANSLINK PUBLIC ART: BROADWAY SUBWAY PROJECT

Public art plays an integral role in the collective imaginings of our contemporary quotidian life, including as it relates to transit. Historically, art has been an important part of the Lower Mainland's SkyTrain system, having been featured at all existing Millennium Line Stations as well as numerous other stations and plazas, in both permanent and temporary iterations. Art encourages and enhances ridership, improves perceptions of transit, contributes to wayfinding, and enhances community identity.

All six stations of the Broadway Subway Project will incorporate public art, with varying opportunities including integrated and community-involved projects. In addition, Translink and the City of Vancouver are working directly with Musqueam, Squamish, and Tsleil-Waututh Nations to create a separate, parallel process supporting Indigenous art and cultural recognition across the six stations; prominent Indigenous artworks are planned for Great Northern Way-Emily Carr, Oak-VGH, and Arbutus stations. Below is an outline of upcoming projects, by station. Concepts for artworks will be revealed in the future, with artists working in conjunction with final station design.



TransLink SkyTrain at VCC-Clark Station

Great Northern Way-Emily Carr Station – Lou Sheppard

Lou Sheppard is a Canadian artist working in interdisciplinary audio, performance and installation-based practice. He often looks to what is missing or can no longer be experienced in a particular place, creating art that memorializes characteristics that once existed in the area surrounding the installation. Sheppard will engage Emily Carr University of Art and Design students in conceptual development and/or artwork production.

Mount Pleasant Station - Sylvan Hamburger

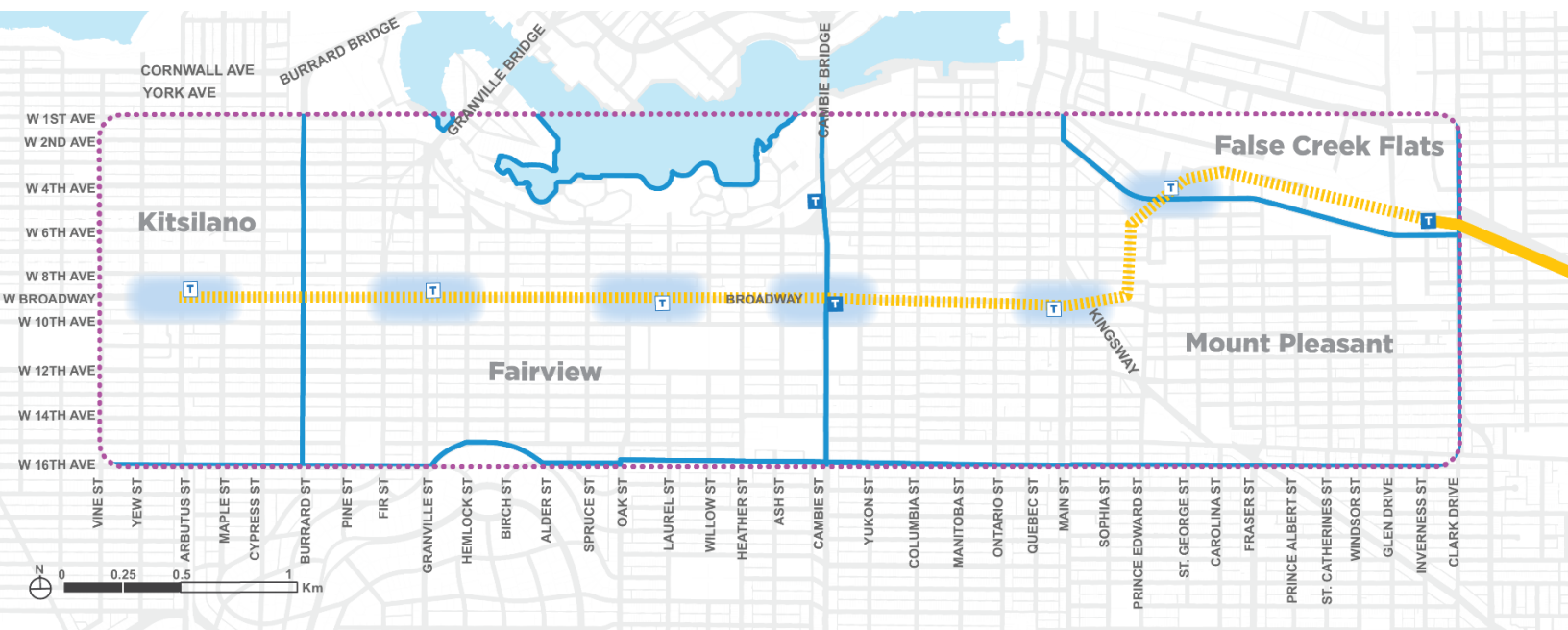
Sylvan Hamburger grew up in the Mount Pleasant neighbourhood and was always surrounded by actors and artists. At age seven, one of his drawings was used as a poster for a theatre, sparking an interest in drawing, printing and creating that has lasted to this day. He works primarily with printmaking techniques, salvaged materials, textiles and installations.

Broadway-City Hall Station – Theatre Replacement

The artist team is Theatre Replacement (James Long and Maiko Yamamoto), in collaboration with Vanessa Kwan, Remy Siu, and Cindy Mochizuki. Specializing in interactive media, animation, video, live performance and installation, the Broadway Subject Project marks the first time this team of five artists has collaborated on a project.

South Granville Station – Derek Root

Vancouver-born Derek Root is a graduate of Emily Carr University of Art and Design and has exhibited across Canada and internationally. His commissioned work uses the language of geometric abstraction and vibrant colour to alter viewers' readings of architecture and space.



Legend

- Broadway Plan Area
- Future Broadway Subway
- Existing Rapid Transit Station
- Future Rapid Transit Station
- Millennium Line
- Neighbourhood Boundary
- Character Area
- Centres

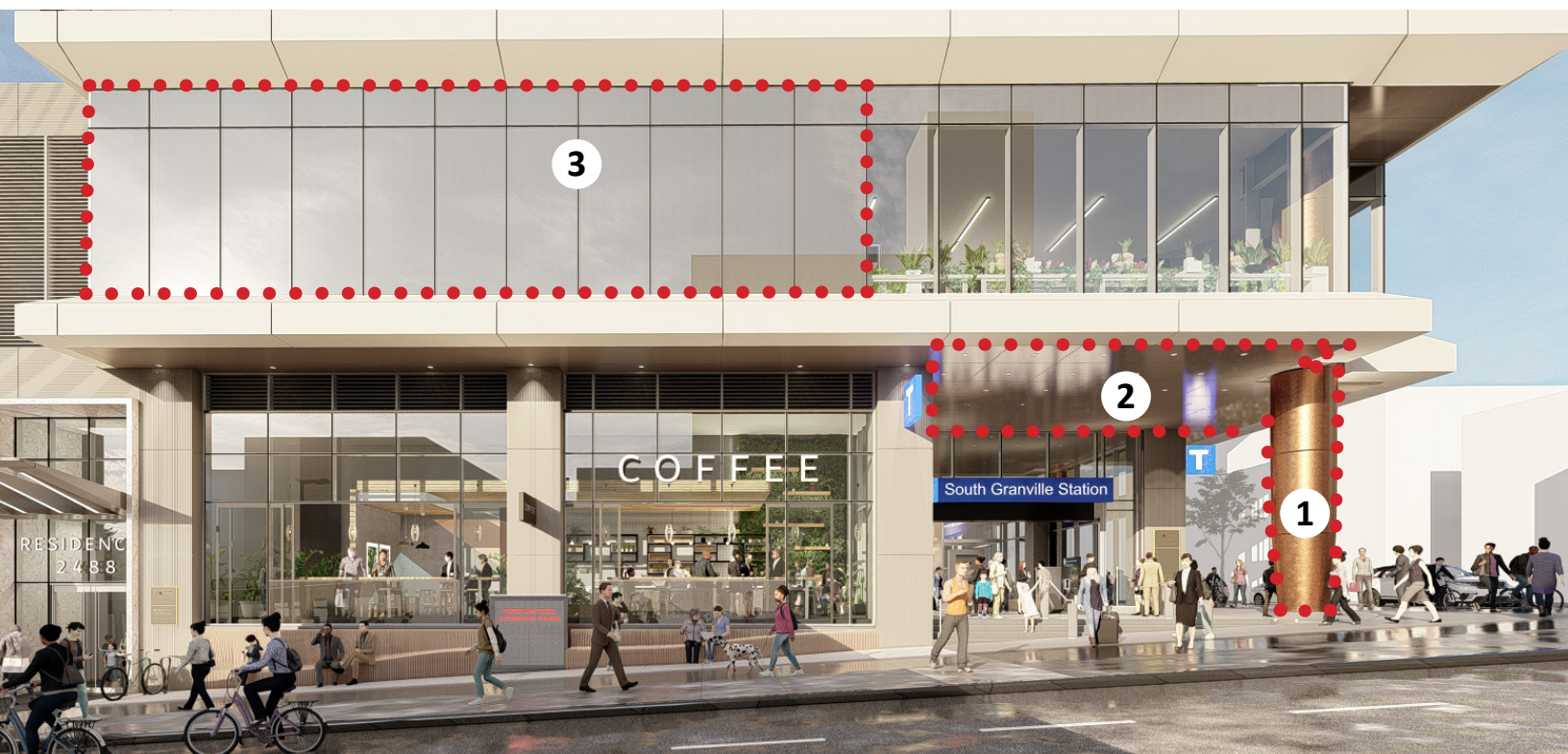
PUBLIC ART OPPORTUNITY

The proposed building at 1477 W Broadway includes multiple exciting Public Art opportunities that respond to the building's public realm interface and architectural makeup. The building contains the South Granville Station of the Broadway Subway Line which is accessed from the building corner at Broadway and Granville. Following detailed site analysis with the City of Vancouver and PCI design team, the primary site location for public art has been identified as the prominent public plaza column fronting West Broadway and Granville Street (1). Additional or alternate public art opportunities include the Plaza Soffit at the transit entrance (2) and the opportunity of an integrated artwork with building façade located at the grocery level fronting Granville Street (3):

1. **Plaza Column fronting West Broadway & Granville Street**
2. **Plaza Soffit at Transit Entrance fronting West Broadway & Granville Street**
3. **Building Façade Fronting Granville Street (Located at Grocery Level)**

The public art opportunities may be developed in concert or independent of the column. Each of the three unique public art opportunities allow for a wide range of possibilities in approach, media, and form, with potential for an integrated approach with an artwork embodied in the development.

Weight loads and limitations for the building façade (3) location will be important considerations for an artist, as well as long-term maintenance and public safety for each of the public art opportunities. Specifically the lower 6 ft portion of the column (1) will require consideration of durability, low maintenance and longevity, given its prominent location and heavy public usage.



Rendering: 1477 W Broadway site with the public art opportunities within the red dotted lines (1. Large Plaza Column fronting W Broadway and Granville Street; 2. Plaza Soffit; 3. Opaque Spandrel Panels fronting Granville Street).

1

Primary Opportunity – Large Plaza Column fronting West Broadway and Granville Street

- The large column at the centre of plaza SkyTrain entrance fronting West Broadway and Granville Street has been identified as a primary site for public art, given its architectural significance to the project and exposure to the public realm
- The column is the most public, prominent and structural element of the building at grade
- The concrete structural column is wrapped in stainless steel panel with a proposed copper coloured coating. The column extends upward 37' 3 ¼" up from the plaza with an approximate diameter of 3' to 4'.
- The public art opportunity is envisioned as an integrated artwork that aligns with the architectural expression of the building. The artist may consider a site-specific approach which may include 2D form.
- The architecturally integral column and interface with the building is the result of an iterative design process. Based on the functional needs of the Transit Station, the public art integrated with the plaza column will require close collaboration with the PCI design team to ensure alignment with the potential constraints:

The Public Art approach will require alignment with the interface and detailing of the column cladding material with the building at Level 3. As well, the material approach and tone will require thoughtful consideration of the warm colour palette of the building.

- Located at the urban edge of the development, this prominent site provides strong opportunity for pedestrian interaction and engagement and offers high visibility for a diverse array of audiences, including residential and office tenants, SkyTrain users, visitors, passersby, cyclists, and motorists. The public art at this site may contribute to wayfinding, placemaking and facilitate social connectivity.



Rendering: 1477 W Broadway site with the primary public art opportunity within the red dotted lines (1. Large Plaza Column fronting W Broadway and Granville Street)

2

Plaza Soffit fronting West Broadway and Granville Street

- The high-profile plaza soffit fronting West Broadway and Granville Street is envisioned as an integrated artwork with the building. The proposed stainless-steel panels and lighting design within the soffit provide an expansive surface for the artist to consider an integrated approach in two-dimensional form which may include a range in material.
- Located 20' above the main plaza at the urban edge of the development, this public art opportunity may offer wayfinding and placemaking with high visibility for a diverse array of audiences, including residential and office tenants, SkyTrain users, visitors, passersby, cyclists, and motorists.
- Situated at the prominent corner location and as the entrance to a major transit hub, an artist will be encouraged to consider the functionality of the space.

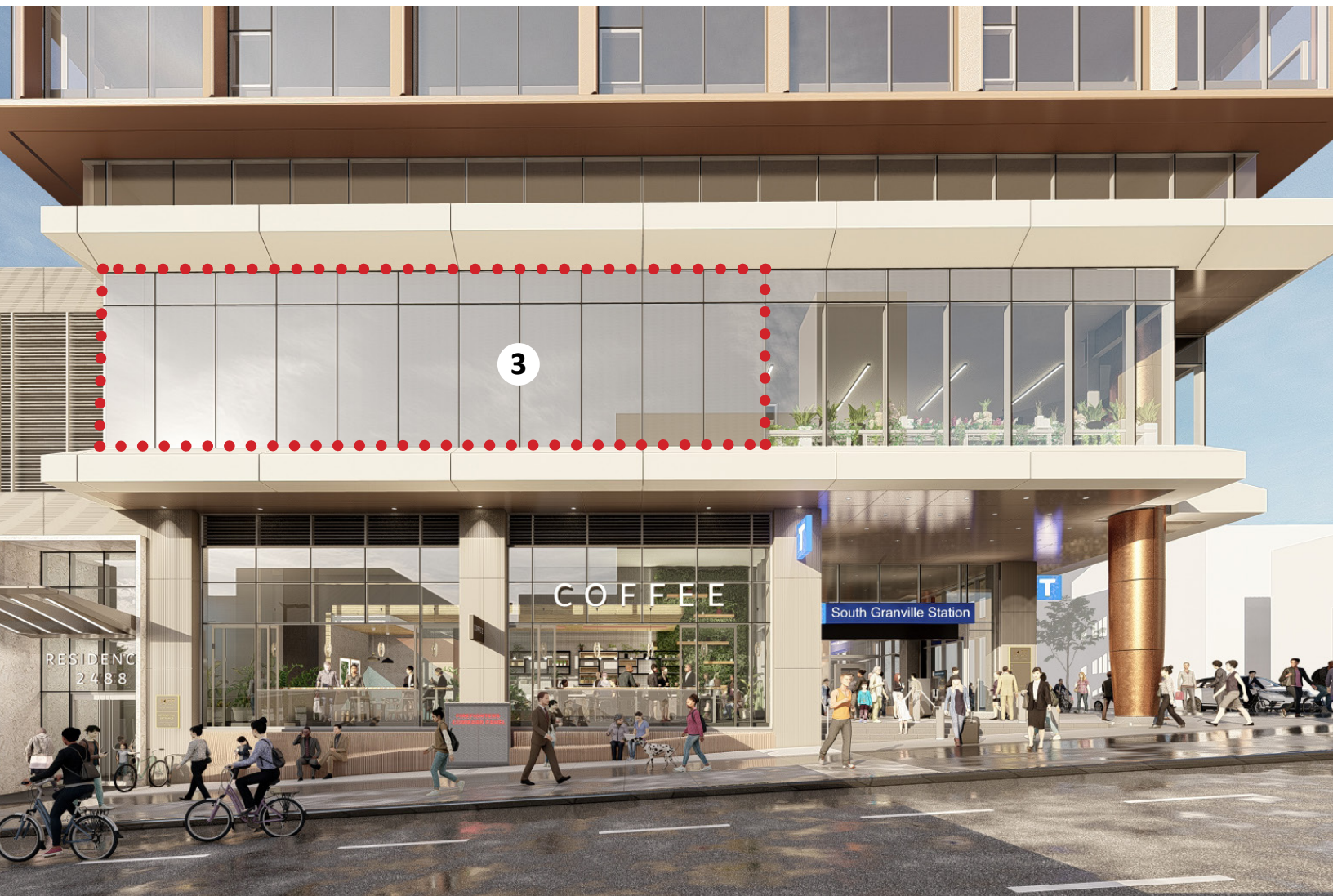


Rendering: 1477 W Broadway site with the secondary public art opportunity within the read dotted lines (2. The plaza soffit)

3

Building Façade Fronting Granville Street (Located at Grocery Level)

- The third public art location has been identified as the high-profile Level 3 building façade fronting Granville Street. The public art opportunity feature wall is the Opaque Panels Façade and extends upward 22'1" to 27'7" above the ground floor retail level—measuring 59'6" wide by 15'2" high.
- Envisioned as a prominent artwork integrated with the building façade, the site provides an expansive surface for an artist to consider an approach with a wide range of possibilities in form and media. The artwork may consist of two- and three-dimensional form in keeping with the building restrictions and weight specifications. There is potential for a sculptural form to extend between the two floorplates of the building frame. Artists will need to consider potential site restrictions to develop concept proposals consistent with what the space can accommodate as constructed.
- The public art opportunity offers high visibility and accessibility from Granville Street, with multiple engagement opportunities for a diverse array of audiences, including pedestrians, SkyTrain users, cyclists, and motorists.



Rendering: 1477 W Broadway site with the tertiary public art opportunity within the red dotted lines (3. Building Façade fronting Granville Street).

Public art at the proposed site locations may provide a significant contribution to the experience and enjoyment of the public realm by creating an innovative and engaging context for pedestrians, cyclists, and motorists travelling along West Broadway and Granville. Creating a welcoming and engaging context while supporting the hustle and bustle of everyday life, the artwork may also allow for moments of contemplation for passersby. The public artwork may contribute to the cultural vibrancy of this lively urban community, supporting community identity.

The developer, PCI Developments, is seeking an artist or artist team with relevant experience and practice to develop an artwork that engages diverse audiences in unique and unexpected ways. The artist selected for the public art opportunity will be given as much creative licence as possible to activate the public art locations, integrating art into the site conditions and community contexts in a meaningful and lasting way. As an integrated public art opportunity the artist will work closely with the design team for ongoing support in further developing their concept through the detailed design stage as well as ongoing support through the duration of the project.

The public art for 1477 W Broadway will be carefully considered and in keeping with the vision of the development and The Broadway Plan context, offering public access to artistic expression, while enhancing public awareness and appreciation of the visual arts. The Broadway Plan's directives for arts and culture nurtures and supports the creation of opportunities for public engagement, building meaningful community connection and reflecting on cultural histories. Broadway & Granville proposes to host an enduring public artwork that speaks to diverse audiences, building on the cultural vitality of this bustling urban area.

PCI Developments would also be open to consider additional opportunities proposed by a shortlisted artist group subject to advance review by the design team.



Rendering: 1477 W Broadway site with the public art opportunities within the red dotted lines (1. Large Plaza Column fronting W Broadway and Granville Street; 2. Plaza Soffit; 3. Building Façade fronting Granville Street).

PRECEDENT IMAGES

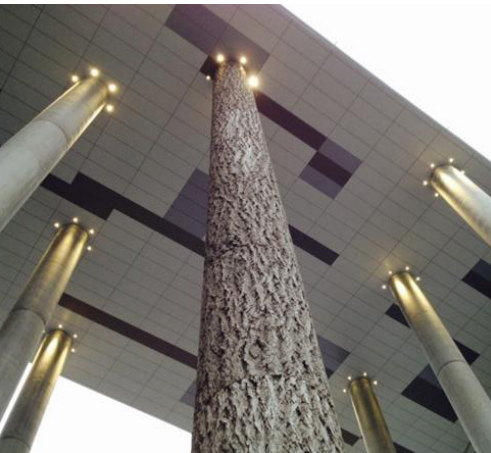
INTEGRATED WITH COLUMN



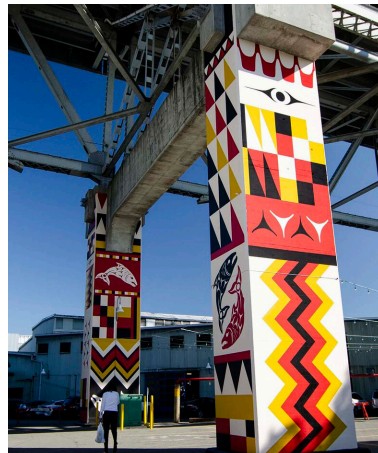
Lyse Lemieux, *Personnages*, 2021. Vancouver, BC



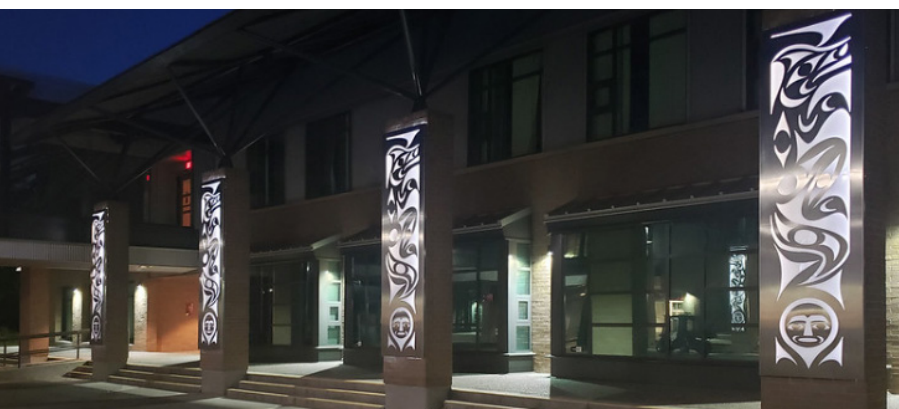
Marianne Nicolson, *Rise and Fall*, 2021. Burnaby, BC



Liz Magor, *Ninth Column*, 2014. Vancouver, BC



Debra Sparrow, *Blanketing The City Part I - The Pillars of the Granville Street Bridge* 2018. Vancouver, BC



Brandon Gabriel, *Wolf Clan Crest*, 2020, Kwantlen Polytechnic University, Langley, BC



Cameron Kerr, *Pattern Reflection*, 2017. Vancouver, BC

PRECEDENT IMAGES

INTEGRATED WITH SOFFIT & FAÇADE



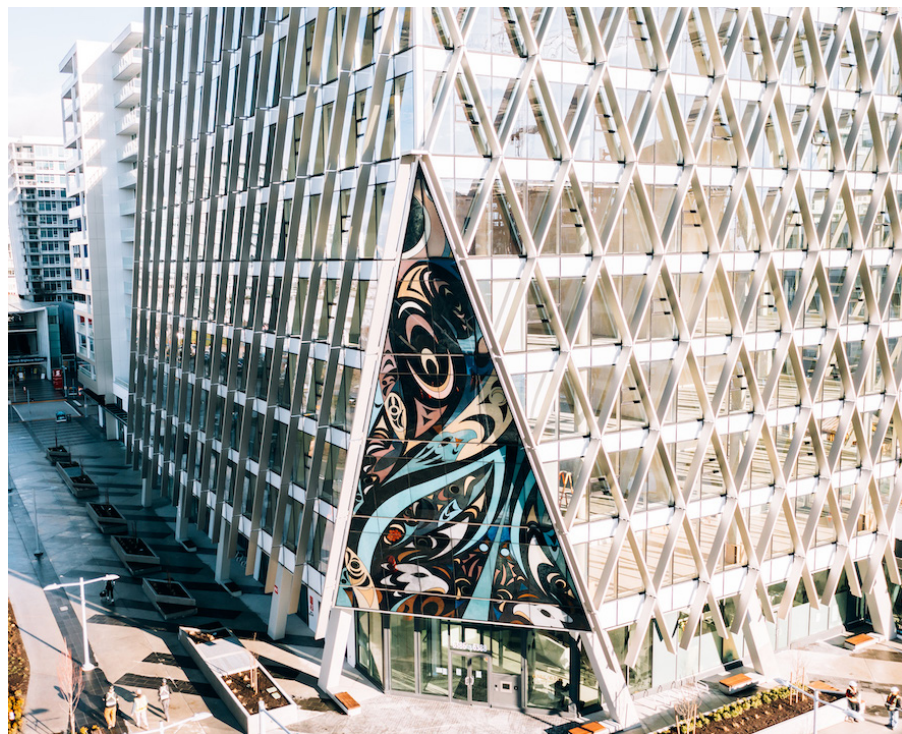
Gunilla Klingberg, *Wheel of Everyday Life*, 2022. Vancouver, BC



Devon Knowles, *Walking Spectrum*, 2021. Vancouver, BC



Ben Reeves, *Viewpoint*, 2020. Vancouver, BC



Thomas Cannell, *Sea to Sky*, 2022. Richmond, BC

PUBLIC ART BUDGET

The total public art budget for the Broadway & Granville Street development project adheres to the City of Vancouver Public Art Policy, calculated as \$1.98 x each square foot contributing to the FSR calculation. An estimated Total Public Art Budget of **\$626,988.78** is based on the eligible project FSR of 316,661 square feet.

The total public artwork budget will be allocated to administrative costs, the public artwork, developer contingency, interpretive signs or plaques, and 10% art fund fee paid to the City of Vancouver.

Administrative costs will include art consultant fees, the artist selection process, and artist, selection panel and advisory honorariums. The amount allocated for the public artwork includes the artist fees, artwork fabrication, storage, transportation, installation, engineering certificates, construction coordination and site preparation, lighting, final documentation, professional images of completed work and insurance, plus applicable taxes.

Public Artwork.....	\$450,000.00
Public Art Administration.....	\$85,900.00
Selection Process and Honoraria.....	\$27,400.00
Artist Honoraria (\$5,500 x 4)	\$22,000.00
Community Advisory (\$600 x 3)	\$1,800.00
Selection Panel Honoraria (\$1,200 x 3)	\$3,600.00
Public Art Consultant	\$58,500.00
Developer's Contingency	\$21,389.90
Plaque	\$2,000.00
Professional Photography License	\$5,000.00
10% Civic Program Contribution	\$62,698.88
TOTAL PUBLIC ART BUDGET	\$626,988.78

TIMELINES

TARGET PROJECT TIMELINE

Public Hearing	April 2022
Rezoning Enactment	Fall 2022
Occupancy.....	2025

TARGET PUBLIC ART TIMELINE

Preliminary Public Art Plan Presentation.....	November 2022
Detailed Public Art Plan Presentation.....	February 2023
Selection Panel Meeting – Review Long List of Artist	March 2023
Short-listed Artists’ Invitation	March 2023
Community Consultation.....	April 2023
Artist Orientation Meeting	April 2023
Selection Panel Meeting – Artist Presentations	June 2023
Final Artist Selection	June 2023
Artist Contract.....	July 2023
Art Installation.....	2025

* DATES ARE BEST ESTIMATED TARGETS AND SUBJECT TO CHANGE

COMMUNITY ENGAGEMENT STRATEGY

Community consultation and public engagement will be thoughtfully considered throughout the Broadway and Granville Street public art selection process. A non-voting community advisory will be established and consist of three representatives from the local Fairview Neighborhood and South Granville communities. The relationship of Broadway & Granville to its surroundings will be a central consideration by the advisory members.

The advisory members will include a representative from the Squamish, Musqueam, or Tsleil-waututh Nations, a local neighbourhood resident, and a representative from the Fairview Neighbourhood or South Granville Community. The role of the community advisory representatives will be to provide feedback and commentary to the selection panel and shortlisted artists. The advisory will meet with the selection panel to provide insights into the community aspirations around public art and potential artists. In addition, the community advisory will meet with the shortlisted artists during the artist orientation meeting and provide input towards 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 as well as guidance regarding opportunities for the celebration of the work upon completion. Advisors will be paid an honorarium of \$600 for their work.

Potential groups to engage in the community consultation process:

South Granville BIA
Arts Umbrella
False Creek Community Centre
Douglas Park Community Centre
Kitsilano Neighbourhood House
VPL – Firehall Library

PROPOSED COMMUNITY ADVISORS

Teddy Chan, Executive Director, Kitsilano Neighbourhood House
Lorraine Louis, Squamish Nation
Patrick O'Neill, Artistic Director of Visual + Applied Arts, Arts Umbrella

ALTERNATES

Carleen Thomas, Tsleil-Waututh Nation
Christine Coleman, President, Douglas Park Community Centre Association
Myfanwy MacLeod, Artist and South Granville Neighbourhood Resident
Kate Galicz, Senior Director, Development, Arts Umbrella

Smaller informal coffee meetings may be hosted by the consultant with members of the local community for further feedback and input on the public art opportunity.

SELECTION PROCESS

All stages of the selection process will be facilitated by public art consultant Ballard Fine Art. The community advisory will provide commentary and feedback during this process.

The selection process will be a two-stage invitational to professional artist/artist teams with a selection panel. The selection panel will consist of 5 members and will include 3 members from the Vancouver Art Community and 2 members from the Broadway & Granville design team. Members of the selection panel, excluding members from the Broadway & Granville design team, will be paid an honorarium of \$1,200 for their work.

Proposed Selection Panel Members:

Mike Dillman, Development Manager, PCI Developments
Peter Odegaard, Architect, Partner, MCMP Architects
Lucien Durey, Artist / Communications Manager, Burrard Arts Foundation
Angela George, Artist, Squamish & Tsleil-Waututh
Khan Lee, Artist

Alternates:

Babak Golkar, Artist
Gordon Grant, Councillor, Musqueam
Debra Sparrow, Artist, Musqueam
Kate Bellringer, Director / Curator, Burrard Arts Foundation
Jas Lally, Curatorial Assistant, Artspeak

Stage One

In stage one of the selection process, the selection panel will be oriented to the Granville & Broadway development project, the public art opportunity and the community context. With an opportunity to meet with the community advisory, Ballard Fine Art and the selection panel will conduct in-depth research and nominate a long list of suitable artists or artist teams for consideration. The selection panel will collectively discuss the merits of the nominated artists' past work and potential fit with the respective public art opportunity. Upon review, the selection panel will determine a short-list of 4 artists to develop a concept proposal.

Stage Two

In stage two, the short-listed artists will be invited to develop a concept proposal. The short-listed artists will be provided with an in-depth orientation to the project and site, the public art opportunity, and the community contexts, and will have an opportunity to meet the design team and community advisory. The short-listed artists will be provided with an honorarium of \$5,500 for their work, paid upon receipt and presentation of their concept proposal.

Following the selection panel's review of the short-listed artist proposals, a final artist and artwork will be recommended for selection. Prior to notifying the final artist nominated, the Broadway & Granville owner and design team will have an opportunity to review the nominated artist's concept. The final artist/artist team selected will enter a contract agreement with PCI Developments to complete the proposed artwork on time and budget.

The Short-listed Artists Public Art Proposal May Include

- i) Written Public Art Proposal (1-2 pages)
- ii) Visual Aids (Rendering/Models)
- iii) Detailed Public Art Budget
- iv) Project Timeline
- v) Details of all materials, finishes, colours, dimensions, installation requirements, names of fabricators and maintenance requirements.
- vi) CV and examples of past projects

Artist/Artist Team Selection Criteria for Stage Two

- i) High quality and innovative concept with a clear vision of the final artwork
- ii) Demonstrated understanding of the public space and the impact on the proposed site
- iii) Understanding of the project architecture, the site and its contexts
- iv) Demonstrated feasibility in terms of a detailed budget, time line, implementation, safety, maintenance
- v) Artistic quality of artwork presented in the documentation of past work
- vi) Availability

Following the selection panel review of the artist proposals, a final artist and artwork will be recommended for selection. Prior to notifying the final artist nominated, the Granville & Broadway owner, design team and Vancouver Art Community selection panel members will have an opportunity to review the nominated artist's concept and provide a written response to each, notifying any specific technical or ideological issues. These comments will then be addressed by the selection panel as a whole. The final artist/artist team selected will enter a contract agreement with PCI to complete the proposed artwork on time and budget.

Please note: If no submission warrants consideration, PCI Developments reserves the right not to award the commission.

Please direct any questions to:

Ballard Fine Art Ltd.

604 922 6843 | info@ballardfineart.com

REFERENCES

City of Vancouver. Culture | Shift: Blanketing the City in Arts & Culture. Vancouver Culture Plan 2020-2029. <https://vancouver.ca/parks-recreation-culture/culture-shift.aspx>

City of Vancouver. Healthy City Strategy. 2015. <https://vancouver.ca/people-programs/healthy-city-strategy.aspx>

City of Vancouver. Broadway Plan. 2022. <https://vancouver.ca/home-property-development/broadway-plan.aspx>

BC Gov News. First artsits selected for Broadway Subway Project art installations. 2021. <https://news.gov.bc.ca/releases/2021TRAN0114-001466>

City of Vancouver. Climate Emergency Action Plan. 2020. <https://vancouver.ca/green-vancouver/vancouvers-climate-emergency.aspx>

City of Vancouver. Employment Lands and Economy Review. 2020. <https://vancouver.ca/green-vancouver/vancouvers-climate-emergency.aspx>

City of Vancouver. Housing Vancouver Strategy. <https://vancouver.ca/green-vancouver/vancouvers-climate-emergency.aspx>

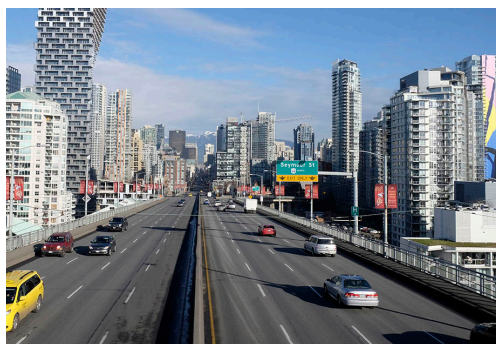
City of Vancouver. Transportation 2040 Plan. <https://vancouver.ca/green-vancouver/vancouvers-climate-emergency.aspx>

City of Vancouver. VanPlay: Vancouver's Parks and Recreation Services Master Plan. 2020. <https://vancouver.ca/green-vancouver/vancouvers-climate-emergency.aspx>

City of Vancouver. Vancouver Plan. 2022. <https://vancouverplan.ca/>



The Stanley Industrial Alliance Stage, Vancouver



Granville Bridge



Patio on South Granville