



RIZE ALLIANCE

PRELIMINARY PUBLIC ART PLAN

5350- 5430- HEATHER STREET, VANCOUVER

OCTOBER 1, 2024

BALLARD FINE ART
ART ADVISORY

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PROJECT DETAILS

PROJECT ADDRESS	5350-5430 Heather St, Vancouver, BC
LEGAL ADDRESS	Lots 3 to 7, Block 877 District Lot 526 Plan 8838; PIDs: 007-506-953, 009-918-345, 009-918-353, 009-918-361 and 009-918-370
PUBLIC ART BUDGET	\$524,401.02
FSR:	264,849 sq.ft

PROJECT TEAM

PROJECT OWNER | COMMA MINTO PROPERTIES (HEATHER) NOMINEE LTD.

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PROJECT DEVELOPER | RIZE ALLIANCE

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DESIGN ARCHITECT | DIALOG

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Brady Dunlop | Architect
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LANDSCAPE ARCHITECT | ETA LANDSCAPE ARCHITECTURE

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Daryl Tyacke | Landscape Architect
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PUBLIC ART CONSULTANT | BALLARD FINE ART LTD.

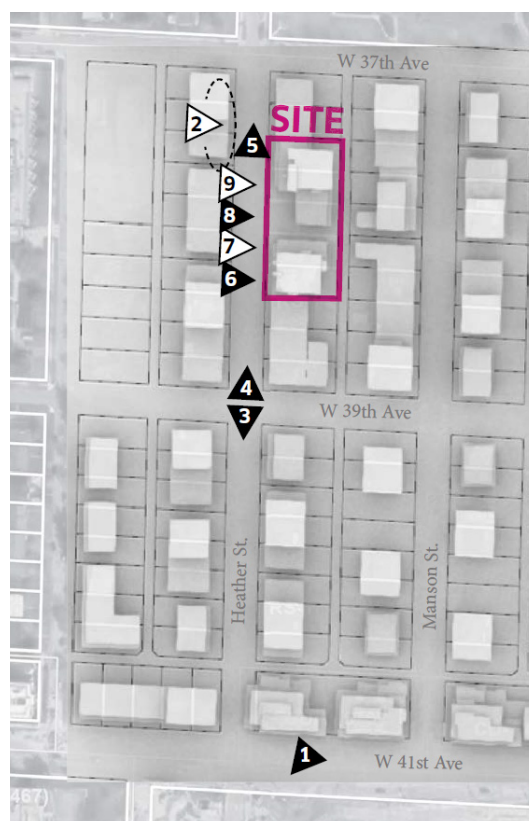
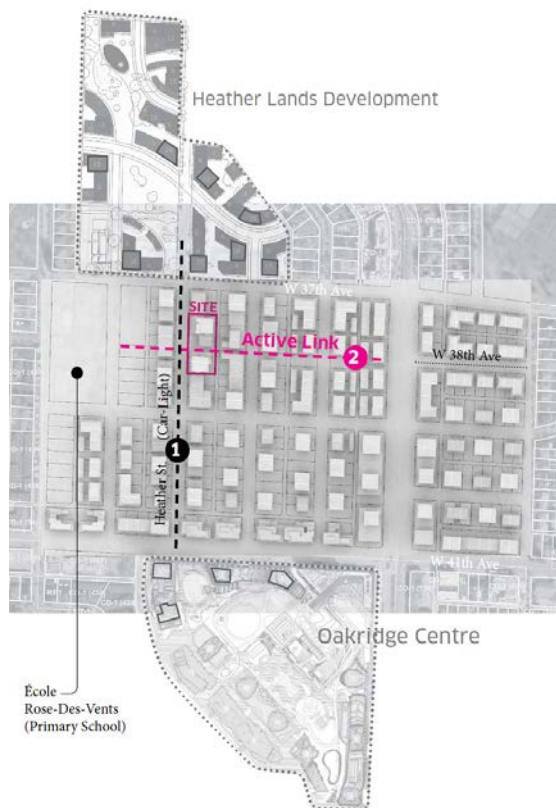
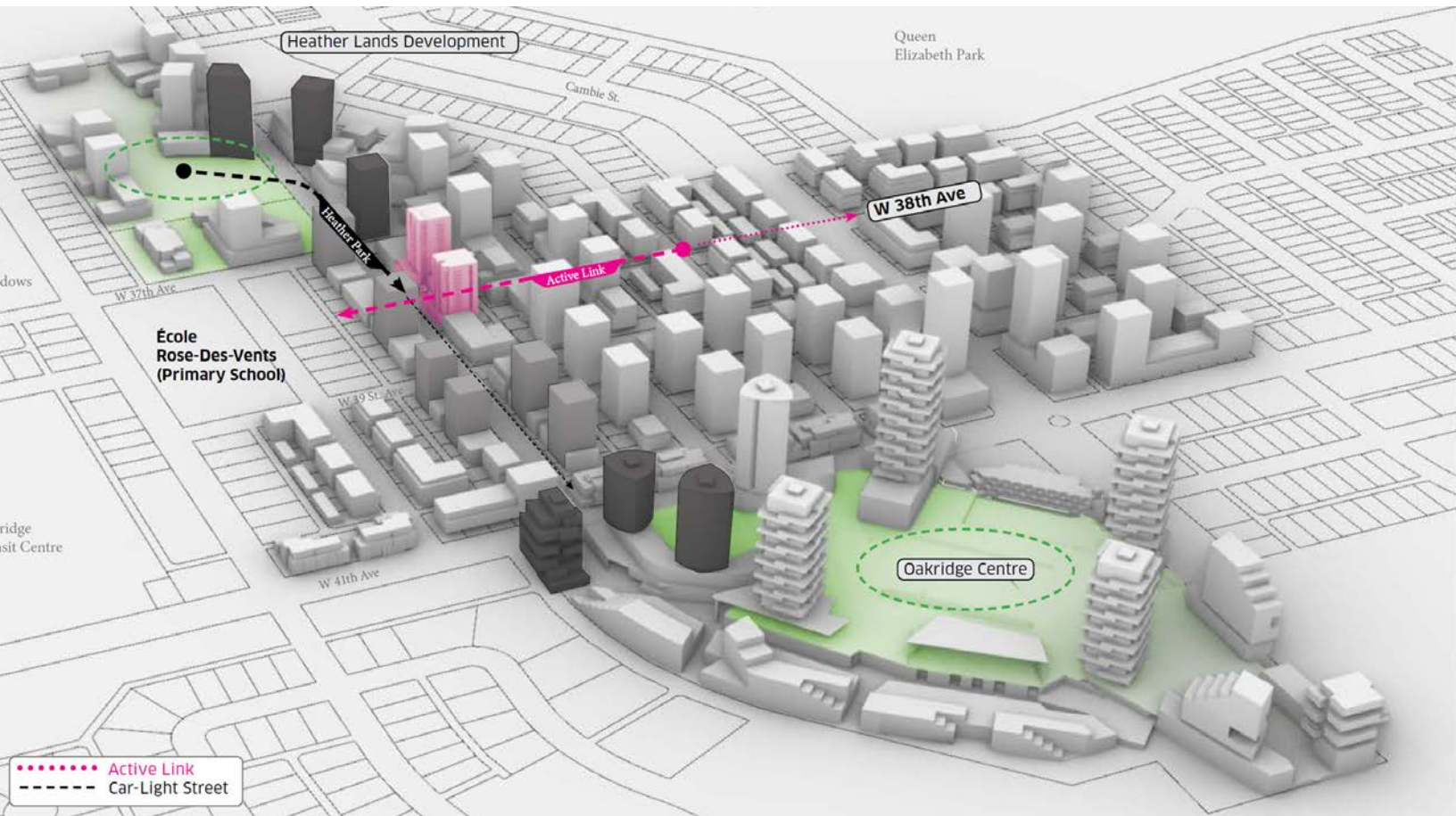
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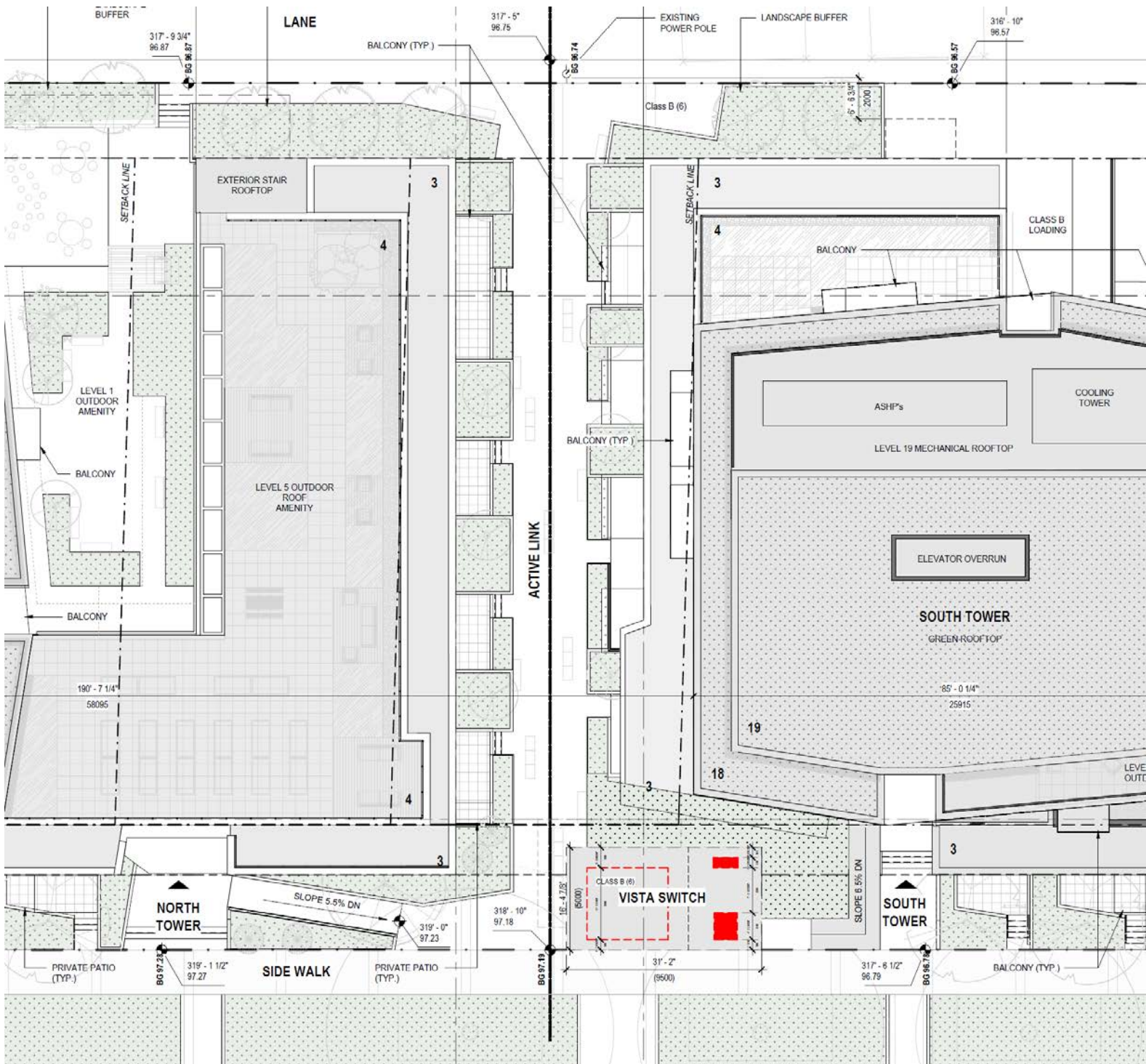
CONTEXT MAP



Context map showing location of the Heather St. development



SITE PLAN



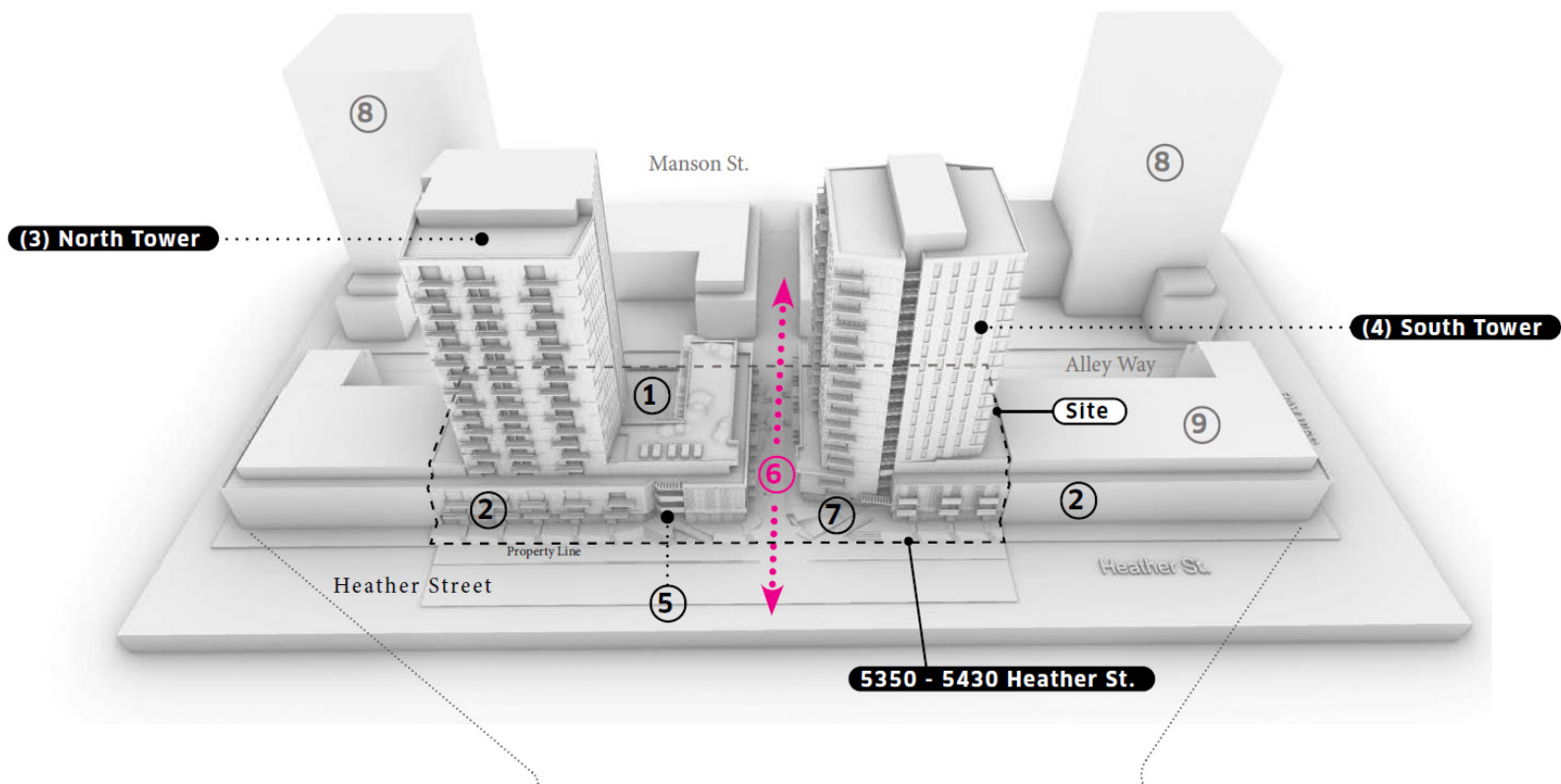
PROJECT DESCRIPTION



Rendering: View of the Heather development from Heather St.

5350-5430 Heather Street is a two-towered, 100% secured-rental development located at the heart of Vancouver’s Cambie Corridor. In tandem with a number of additional upcoming developments in the area, 5350-5430 Heather Street is set to help transform the surrounding neighbourhood into a high-energy, transit-oriented, and walkable urban community hub. With a total site area of 276,632.2 sf, 5350-5430 Heather Street project provides a total of 344 rental units, 69 of which will be below-market rental.

The project aligns with the exciting vision for Phase 3 of the Cambie Corridor Plan’s Oakridge Municipal Town Centre (MTC), providing a housing component along an off-arterial street within 800m of the Oakridge Canada Line stop. From W. 41st Ave to W. 37th Ave, Heather St is envisioned as a “Car-Light Street”, facilitating a pedestrian-friendly connection to two major projects within the Cambie Corridor area, Oakridge Centre and Heather Lands, along with their significant green spaces.



Rendering: View of the Heather development looking East along the active link

Importantly, the development supports two key tenets of the Cambie Corridor Plan, including massing totalling no more than 18 storeys and a Pedestrian-Active Link. The location of the Active Link is a site defining characteristic leading to a number of benefits for the project. A 60/40 alignment of the Active Link enables a strong pedestrian passage to connect mid-block with adjacent blocks to the east, effectively dividing the site to enable ample outdoor amenity space at grade on the northern portion of the site while contributing to the unified and welcoming nature of this key new neighbourhood asset.

Well-served by bus, bike lanes, and rapid transit, 5350-5430 Heather Street is just north of the Canada Line's Oakridge-41st Ave Station, connecting the development to greater Vancouver and beyond. The development is located in a bustling area complete with a busy shopping district, public schools, community centres, existing/planned childcare, and a diverse mix of housing types including single-family homes, social housing, mixed-use residential, and institutional.



Rendering: View of the open space at grade



Rendering: View of the open space at grade from a birds-eye view

PUBLIC REALM

5350-5430 Heather Street is envisioned as an engaging and accessible new community focal point, offering thoughtfully designed and functional spaces set to contribute to the growth of this key Vancouver enclave. Enhancing public life while encouraging well-being and community interaction, the architecture and landscape design prioritize a human-scaled experience, providing 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 Cambie Corridor’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.

Central to the development of 5350-5430 Heather Street’s public realm is the Cambie Corridor Plan, creating a roadmap to ensure the district is a key component of Vancouver as a sustainable, livable city of neighbourhoods connected to convenient, viable transportation alternatives. The Cambie Corridor Public Realm Plan describes a successful public realm as one that:

- Encourages and supports people to access sustainable transportation modes—to walk, cycle, or use transit—by improving connections and accessibility
- Facilitates community gathering by providing appealing, functional spaces for socializing and recreation
- Promotes and enhances neighbourhood character by providing successful, desirable, and memorable places to live, play, and work.



Cambie Village, Cambie Street



Vancouver Rapid Bus



View North from Queen Elizabeth Park

The development supports Cambie Corridor as a place that meets residents' needs with places to live, work, shop, play and feel part of a community. Phases 1 (2010) and 2 (2011) of the Cambie Corridor Plan have led to significant residential development along Cambie Street and connecting arterials. Phase 3 of the Plan is now underway (2018) and addresses areas off the arterials and a new Municipal Town Centre. Together, these phases create a system of complete neighbourhoods with greater housing diversity, affordability, job space, and community amenities. The Corridor's evolution will reflect the City's commitment to social diversity and resiliency by addressing issues such as housing affordability and social inclusion.

The development site is in close proximity to some of the most expansive programmed green spaces throughout the city, including Van Dusen Garden and Queen Elizabeth Park, along with smaller neighboring parks such as Oak Meadows Park, Montgomery park, and Tisdall Park. These lush and inviting spaces support pedestrian interaction and overall livability, encouraging community gathering and connection. Moreover, there are a variety of active community amenities, such as the Langara Family YMCA, Hillcrest Community Centre, and Jewish Community Centre, easily accessible to surrounding residents. There is a similarly dense concentration of education facilities present locally at a range of levels from primary through to post-secondary. Langara College is sited to the south, along with Little Oak Montessori, Sir William Osler Elementary and Annie B. Jamieson Elementary; Eric Hamber is positioned North, while Vancouver College sits west of the development.



Van Dusen Garden



Bloedel Conservatory at Queen Elizabeth Park



Langara College



Hillcrest Community Centre

COMMUNITY CONTEXT

Since time immemorial, the xʷməθkʷəy̓ əm (Musqueam), Skwx̱ wú7mesh (Squamish), and Selíl witulh (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.

Located within Vancouver’s Oakridge neighbourhood, bordering the adjacent community of Marpole, the site is situated on the territory of the Coast Salish peoples, namely the hənqəminəm-speaking Musqueam, whose name relates back to the flowering plant məθkʷəy̓, which grows in the Fraser River Estuary. The river was an abundant natural resource for the Musqueam people, functioning as an active space for fishing, hunting, trapping, and gathering. The Musqueam’s distinct cultural practices remain strong, with the lands and waters continuing to support their cultural and economic practices while serving as an important source of knowledge, memory, and history.

Within the cannon of City Planning, Oakridge was one of Vancouver’s last developed regions; while the neighbouring communities of Marpole and Kerrisdale experienced steady growth between 1908 and 1929, the area of Oakridge remained relatively undeveloped until the early 1950s. With the end of the Second World War came an increased demand for housing and amenities, and Vancouver’s major landholder, the Canadian Pacific Railway (CPR), opened the lands to development. This included the construction of many single-family homes as well as Vancouver’s first shopping centre, Oakridge Mall, built on a 32-acre plot of land at 41st and Cambie, and officially opened in 1960.



Fraser River Estuary



Oakridge Neighbourhood Aerial View



Oakridge Mall 1960's



Jewish Community Centre



Oakridge Park (render)



Oakridge Sky Train Station

In 1948, BC Electric acquired the land at Oak Street and West 41st Avenue to establish a depot for its new network of trolley buses; an important part of the city’s history, it was around this time that the name “Oakridge” started to be used to describe the neighbourhood. This late 1940s post-war boom also saw the city’s Jewish community move from Strathcona to Oak Street, with a number of major Jewish community facilities formed along this increasingly bustling corridor. These included the orthodox synagogue Schara Tzedek (a new facility for the congregation previously located in Strathcona), conservative synagogue Beth Israel, and the new Talmud Torah Jewish day school. In 1962, the Jewish Community Centre (JCC), which had previously been located at Oak and 11th Avenue since 1928, opened at Oak and 41st Avenue, and continues to provide leadership in, and access to, cultural, recreational, educational and social activities for all denominations.

Today, even as one of Vancouver’s youngest communities, Oakridge is a vibrant, bustling area featuring a diversity of amenities. With a variety of residential neighbourhoods, a shopping mall in the process of exciting redevelopment, and varying facilities, residents value the area’s distinct single-family neighbourhoods, classic bungalow homes, and greenspaces, alongside new densification and shopping opportunities. With the introduction of the Cambie Corridor Plan, the City is conducting a master-planned rejuvenation process for the Oakridge Centre area, increasing retail, residential, commercial, office and community uses on the site, further animating this evolving area while strengthening civic connectivity. Well-connected to transit, Oakridge’s accessibility has expanded even more with the construction of the Canada Line along Cambie Street, which was completed in August 2009. Two stations, Oakridge – 41st Avenue Station and Langara – 49th Avenue Station, also lie within Oakridge.

The public art opportunity at 5350-5430 Heather St. seeks to engage a wide range of audiences on a multitude of levels, playing an integral role in this exciting new development. 5350-5430 Heather Street will foster neighbourhood creativity, dialogue, and connectivity, enhancing community identity while supporting the vitality of this rapidly growing area.

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 Heather seeks to underline these values, integrating seamlessly into the wider public art context of both the Heatherland greater Vancouver communities.

The City of Vancouver's Public Art Program works with artists, communities, City departments, and developers to commission extraordinary public artworks that animate the vision and values of urban life. The goals of the Program are:

- to cultivate a changing and distinctive cityscape and enrich the experience of public places and the built environment;
- to be challenging, risk-taking, creative and innovative in pursuit of great artworks;
- to reflect the distinct character and experience of neighbourhoods and diverse communities;
- to stimulate civic discourse, re-examine narratives and imagine new futures through creative interventions;
- to craft exceptional opportunities for artists – local, national and international, emerging and established – to engage with the public realm through typical and atypical media

In keeping with The Cambie Corridor Public Realm Plan (2011) which sites public art as a key contributor in building a strong public realm and the mission of the City of Vancouver Public Art Program to produce high quality public art that enrich Vancouver's urban environment, creates landmarks and distinctive elements in the built environment and provides a unique identity for individual developments and for the city as a whole, Heather is positioned to contribute to the shaping of this neighbourhood in a significant and exciting way. The site is in close proximity to a variety of public artworks in the City of Vancouver's collection including Rebecca Bayer's *Whereness* and Gathie Falk's *18 Pairs of Blue and White Running Shoes*.



Lyse Lemieux, *Family: Five Figures for a Triangle*, 2020. 4599 Cambie Street, Vancouver, BC. Photo Credit: Rachel Topham



Myfawny Macleod and Shannon Oksanen, *Playtime*, 2016. 4480 Oak Street, Vancouver, BC. Photo Credit: Scott Livingstone



Vanessa Kwan and Erica Stocking, *Geyser for Hillcrest*, Hillcrest Park, Vancouver, BC



Henry Moore, *Knife Edge Two Piece*, 1969. Queen Elizabeth Park, Vancouver, BC.



Aaron Nelson-Moody, *Spindle Whorls*, 2012. Hillcrest Park, Vancouver, BC



Gathie Falk, *18 Pairs of Blue and White Running Shoes*, 2020. 5033 Cambie Street, Vancouver, BC.



Myfawny Macleod and Shannon Oksanen, *Playtime*, 2016. 4480 Oak Street, Vancouver, BC.



Rebecca Bayer, *Whereness*, 2016. 516 West 50th Avenue, Vancouver, BC



Per Nilsson-Ost, *Swedish Fountain*, 1974. 5251 Oak Street, Vancouver, BC

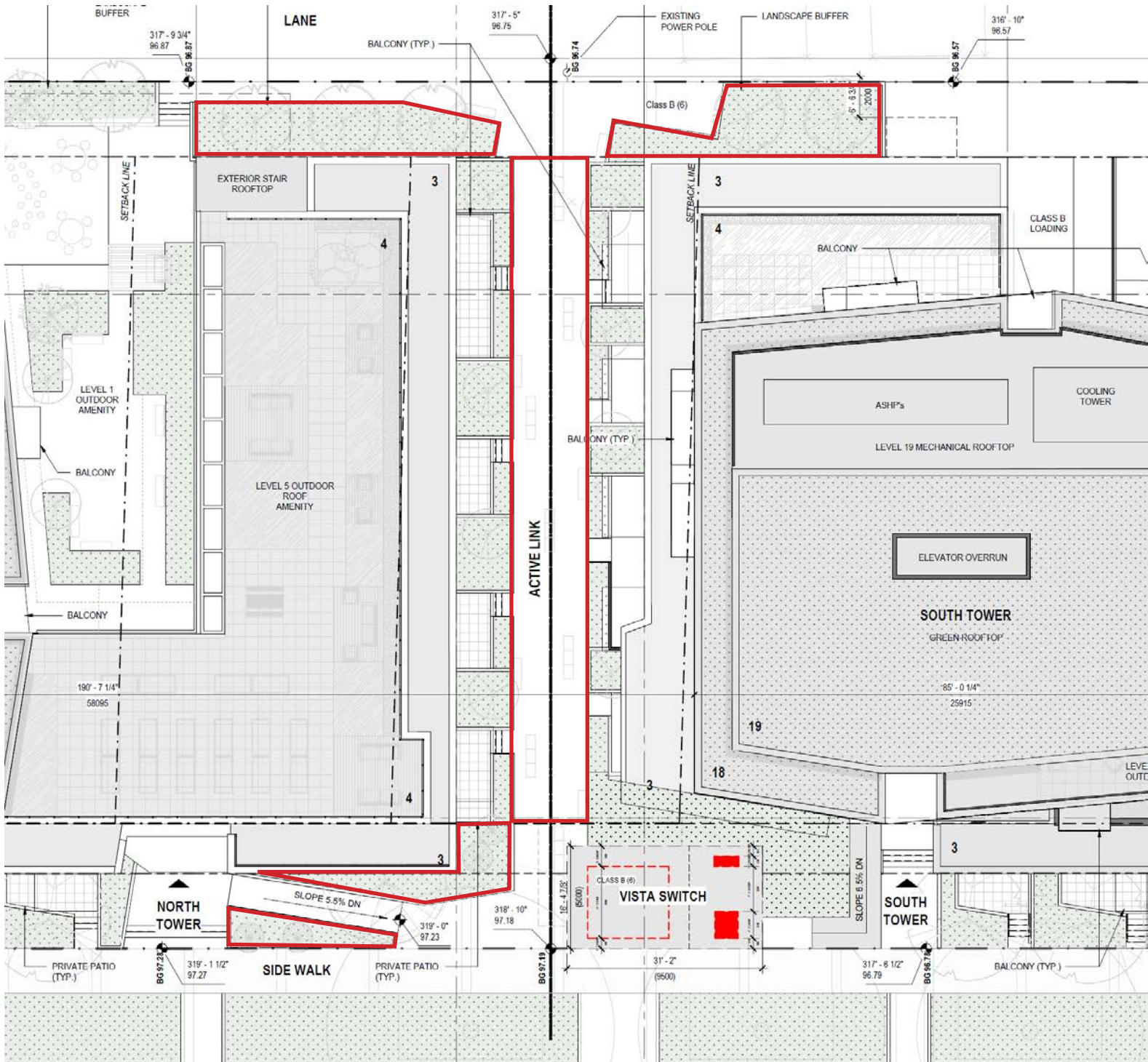
PUBLIC ART OPPORTUNITY

Following detailed site analysis with the Rize design team and the City of Vancouver, the primary public art site location has been identified as the ground plane of the active link connecting Heather Street to the lane. There is a secondary opportunity to extend the public art to the landscaped area fronting Heather St. at the entry to the active link, along with the landscape buffers fronting the lane. The primary site location invites an artist or artist group to consider a two dimensional artwork along the ground plane, or a sculptural series or sequence at a human-scale at the secondary opportunity. With good public visibility and accessibility, the proposed site locations offer multiple engagement opportunities for both residents and visitors.

Public art at the proposed site locations will provide a significant contribution to the experience and enjoyment of the public realm by creating an innovative and engaging context for pedestrians, cyclists, and vehicles travelling along Heather St. as well as the active link. 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. Possessing unique wayfinding and placemaking qualities, the public artwork will contribute to the cultural vibrancy of this urban community, building civic pride, and community identity.

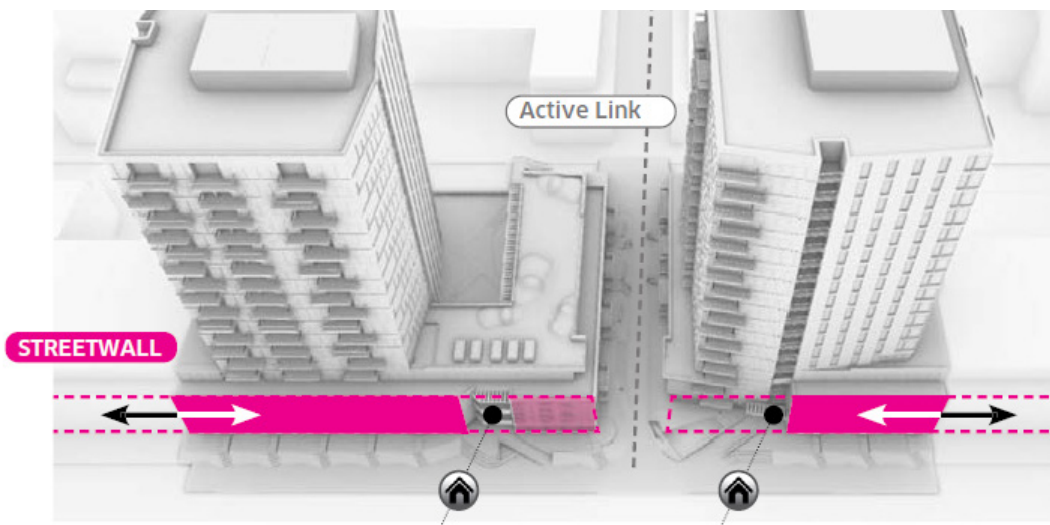
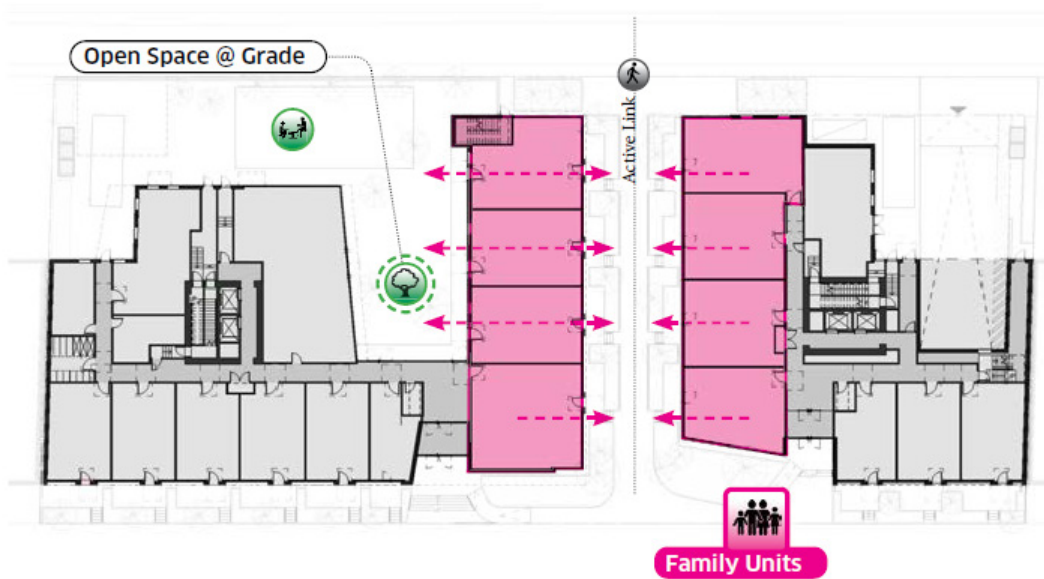
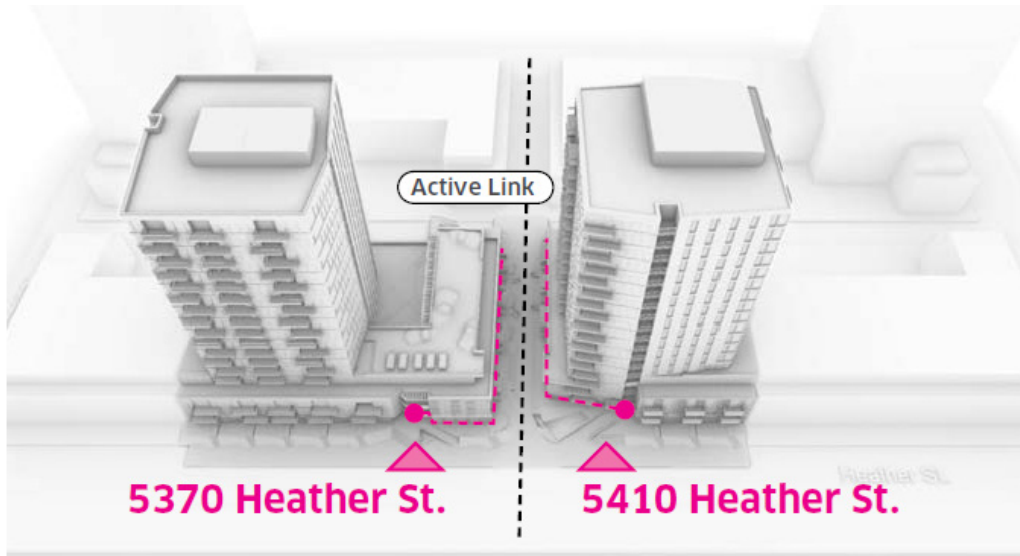


Public Art Site Location(s)



Public Art Site Location(s)

ACTIVE LINK VIEWPOINTS



PUBLIC ART BUDGET

The total public art budget for the Heather St. 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 \$524,401.02 is based on the eligible project FSR of 264,849 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.

BUDGET ALLOCATION

Public Artwork	\$355,000.00
Public Art Administration	\$66,900.00
Public Art Consultation	\$48,000.00
Selection Process and Honoraria	\$18,900.00
Artist Honoraria (\$4,500 x 3)	\$13,500.00
Selection Panel Honorarium (\$1,000 x 3).....	\$3,000.00
Community Advisory (\$800 x 3)	\$2,400.00
Photo Documentation License	\$2,000.00
Plaque	\$2,000.00
Developer’s Contingency	\$46,061.02
10% Civic Program Contribution	\$52,440.00
TOTAL Public Art Contribution	\$524,401.02

Note: All cost savings or unused funds remaining from the administration and developer’s contingency portion of the budget will be put towards the artwork.

TIMELINES

TARGET PROJECT TIMELINE

Public Hearing	May 2024
Rezoning Enactment Date	November 2024
DP Application.....	May 2024
DP Issuance	March 2025
Occupancy.....	August 2027

TARGET PUBLIC ART TIMELINE

Preliminary Public Art Plan Presentation.....	October 2024
Detailed Public Art Plan Presentation.....	November 2024
Selection Panel Meeting – Review Long List of Artist	January/February 2024
Short-listed Artists’ Invitation	February 2025
Artists Orientation Meeting.....	February 2025
Selection Panel Meeting – Artist Presentations	April/May 2025
Final Artist Selection	April/May 2025
Artist Contract.....	June 2025
Art Installation.....	Summer 2027

* DATES ARE BEST ESTIMATED TARGETS AND SUBJECT TO CHANGE

COMMUNITY ENGAGEMENT STRATEGY

Community consultation and public engagement will be thoughtfully considered throughout the Heather project's public art selection process. A non-voting community advisory will be established and consist of three representatives from the Oakridge and wider Cambie Corridor 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. One community advisor will be invited to participate in the selection panel meeting involving the artist concept proposal presentations.

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 \$800 for their work, with additional funds commensurate with the scope of work.

Proposed Community Advisors:

Lorna Brown, Board of Directors, Marpole-Oakridge Community Centre
Aaron Nelson-Moody, Artist, Faculty at Langara College, Squamish Nation
Eldad Goldfarb, Executive Director, Jewish Community Centre

Alternates:

Jody Broomfield, Artist, Squamish Nation
Leah George-Wilson, Tsleil-Waututh Nation
Lorraine Louis, Cultural Coordinator, Squamish Nation

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 Rize design team. Members of the selection panel, excluding members from the Rize design team, will be paid an honorarium of \$1,000 for their work.

Proposed Selection Panel Members:

Representative (TBD), Rize Alliance
Representative (TBD), Dialog Architecture
Stephanie Aitken, Fine Arts Faculty Department Chair, Langara College
Vanessa Kwan, Director + Curator, Libby Leshgold Gallery, Emily Carr University
Thomas Cannell, Artist, Musqueam Nation

Alternates:

Charlotte Falk, Interdisciplinary Designer, Adjunct Research Associate, Emily Carr University
Devon Knowles, Artist, Fine Arts Faculty, Langara College
Rebecca Bayer, Artist
Myfanwy Macleod, Artist

Stage One

In stage one of the selection process, the selection panel will be oriented to the Rize 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 3 artists to develop a concept proposal.

Stage Two

In stage two, the short-listed artists will be invited to develop concept proposals. The shortlisted artists will be provided with an in-depth orientation to the project and site, the public art opportunities, and the community context. In addition, the artists will be invited to meet the design team and community advisory.

The short-listed artists will be provided with an honorarium of \$4,500 for their work, paid upon receipt and presentation of their concept proposal. Following the selection panel review of the artist proposals, a final artist and artwork will be recommended for selection. The final artist/artist team selected will enter a contract agreement with Rize to complete the proposed artwork on time and budget.

The Short-listed Artists' Public Art Proposals are to Include

- i) Written public art proposal (1-2 pages)
- ii) Visualization tools (renderings and/or models)
- iii) A detailed public art cost estimate
- iv) Project timeline (duration)
- 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, timeline, implementation, safety, and maintenance
- v) Artistic quality of artwork presented in the documentation of past work
- vi) Availability

Please direct any questions to:

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