

DETAILED PUBLIC ART PLAN

1025 W 42nd

April 2025



EXPANDED FIELD

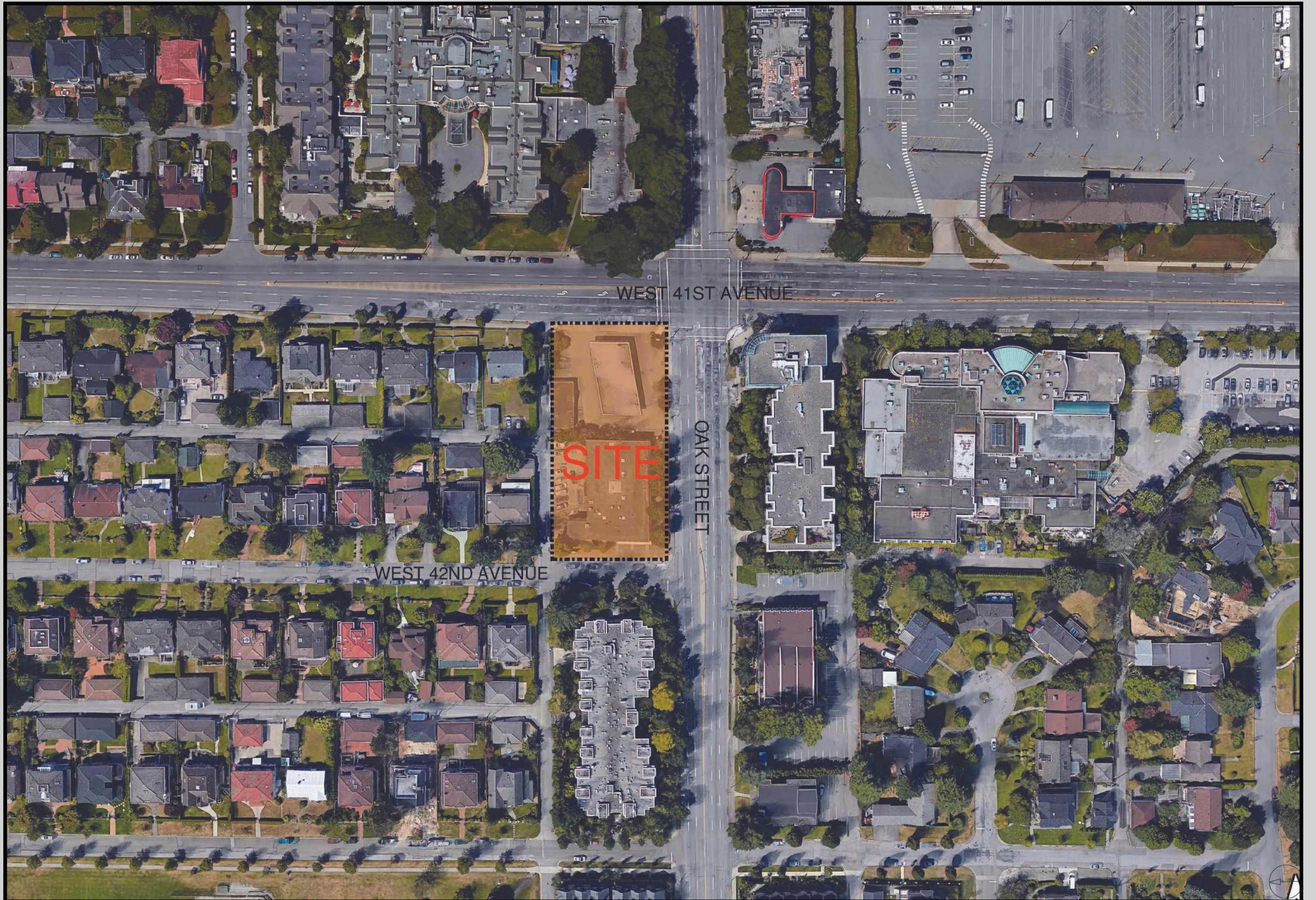
WESGROUP

PROJECT STATISTICS

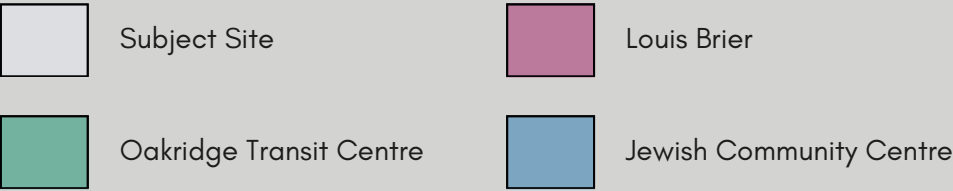
CIVIC ADDRESS	1025 W 42ND & 5755 - 5791 OAK ST AND 1008 W 41ST AVE
USE	MARKET RENTAL, BELOW MARKET RENTAL, RETAIL
TOTAL FSR	7.59
TOTAL SITE	36,892 SF
TOTAL DENSITY	280,010 SF
TOTAL UNITS	365 UNITS
TOTAL MARKET RENTAL	290 UNITS
TOTAL BELOW MARKET RENTAL	75 UNITS



LOCATION



LOCATION AND DEVELOPMENT CONTEXT



PROJECT TEAM

- Project Owner – Wesgroup Properties
 - Lead: Alex Schmaling
- Architect – Arcadis
 - Lead: Gwyn Vose
- Landscape Architecture – ETA Landscape Architects
 - Lead: Kristin Defer
- Public Art Consultant – Expanded Field
 - Lead: Christina Hirukawa

KEY POLICY DOCUMENTS

- Cambie Corridor Plan (2018)
- Cambie Corridor Public Realm Plan (2018)
- Rezoning Policy for Sustainable Large Developments (2018)
- Housing Vancouver Strategy (2017)
- Tenant Relocation and Protection Policy and Guidelines (2015)
- Family Room: Housing Mix Policy for Rezoning Projects (2016)
- High-Density Housing for Families with Children Guidelines (1992)
- Green Buildings Policy for Rezoning (2010, last amended 2018)
- Urban Forest Strategy (2016, last amended 2018)
- Public Art Policy and Procedures for Rezoned Developments (2014)

CULTURE/SHIFT

The City of Vancouver's council-adopted *Culture/Shift* formalizes Vancouver's goals for arts and culture for 2020–2029. It identifies key strategic directions to transform how arts and culture are integrated into every facet of the city. It establishes a framework with strategic directions and actions to align and increase:

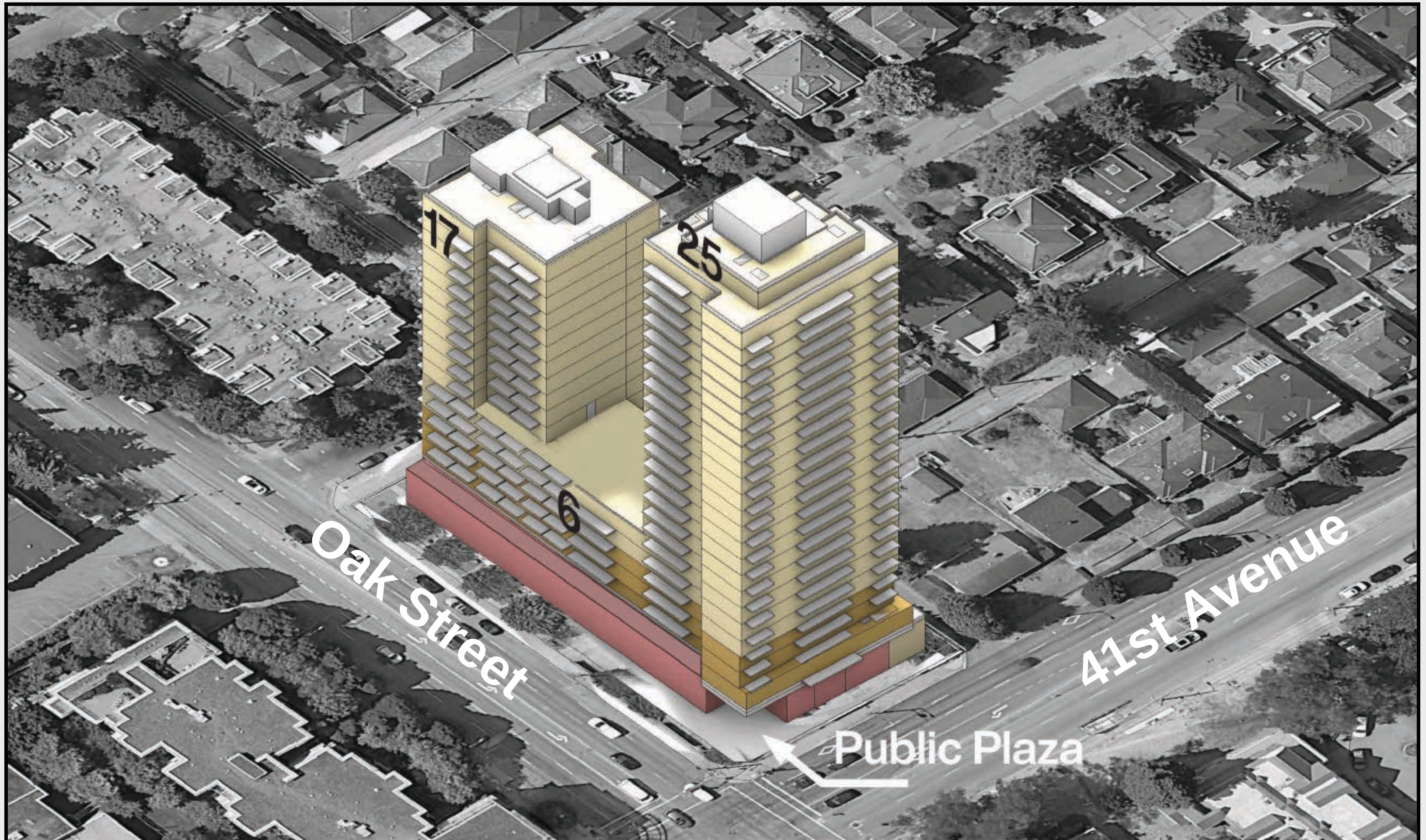
- Support for art and culture
- Champion creators
- Build on our commitments to Reconciliation and Equity
- Introduce bold moves to advance community-led cultural infrastructure
- Position Vancouver as a thriving hub for music

Wesgroup's contribution toward public art for this project represents a significant investment in Arts & Culture. In keeping with the aims of *Culture/Shift*, the project team will collaborate with stakeholders to maximize the impact of this contribution by focusing on artist-centered practice. Moreover, this plan aspires to diversify art opportunities and the breadth of representation of artists and other professionals in ways that inform & engage communities.

D1	Arts & Culture at the Centre of City Building	G1. Elevate Role & Increase Investment	G2. Artist-Led Initiatives	G3. Advance the <i>Vancouver Music Strategy</i> to Support the Diverse Spectrum of Music Activities
D2	Reconciliation & Decolonization	G1. Centre Musqueam, Squamish, & Tsleil-Waututh Visibility & Voice on the Land & Across the City	G2. Increase Investment & Leadership Opportunities for Musqueam, Squamish, Tsleil-Waututh, & Urban Indigenous Arts & Culture	G3. Support Right Relations Between Non-Indigenous & Indigenous Peoples
D3	Cultural Equity & Accessibility	G1. Advance Equitable & Accessible Funding, Leadership, & Organizational Practices	G2. Improve Access for Vancouver Audiences to Experience Arts & Culture	G3. Prioritize Intangible Cultural Heritage & Promote Cultural Redress
D4	Making Space for Arts & Culture	G1. Implement Cultural Space Targets	G2. Expand Planning Tools & Reduce Regulatory Barriers	G3. Support Community-Led Ownership & Community-Led Projects
D5	Collaboration & Capacity	G1. Support Opportunities to Build & Strengthen Community Partnerships Within the Field	G2. Work with City Partners to Align Work to Leverage Investment	

*"Site-specific works pose questions springing from a place. They may meditate on the value, temporality, and labour of construction sites, or explore the migration of ancestral medicines and cultural practices in Chinatown. Monumental works offer passersby a range of invitations, from purposefully absurd bronzes of banana slugs at play to a series of house posts in Stanley Park re-marking these lands as a Musqueam, Squamish, and Tsleil-Waututh. Each work invites passersby to pause, wonder, and reflect on their own experience, in that moment, of the particularities of that place. **These works interrupt our daily lives and make space for meaning.**"* – Culture/Shift, page 19

SITE CONTEXT



Market Rental (80% Rentable Area)



Moderate Income Rental (20% Rentable Area)



Commercial

PUBLIC ART CONTEXT



Whereness
Rebecca Bayer, 2016



Playtime
Myfanwy MacLeod, 2016



Coming Home To
Robin Roberts, 2023



Eagle Woman
Shain Niniwem Selapem Jackson, 2023



Pattern Reflection
Cameron Kerr, 2017



Meristem
IE Creative, 2018



900 Oranges
Gathie Falk, 2020



Memento (Poodle)
Gisele Amantea, 2012

RENDERINGS





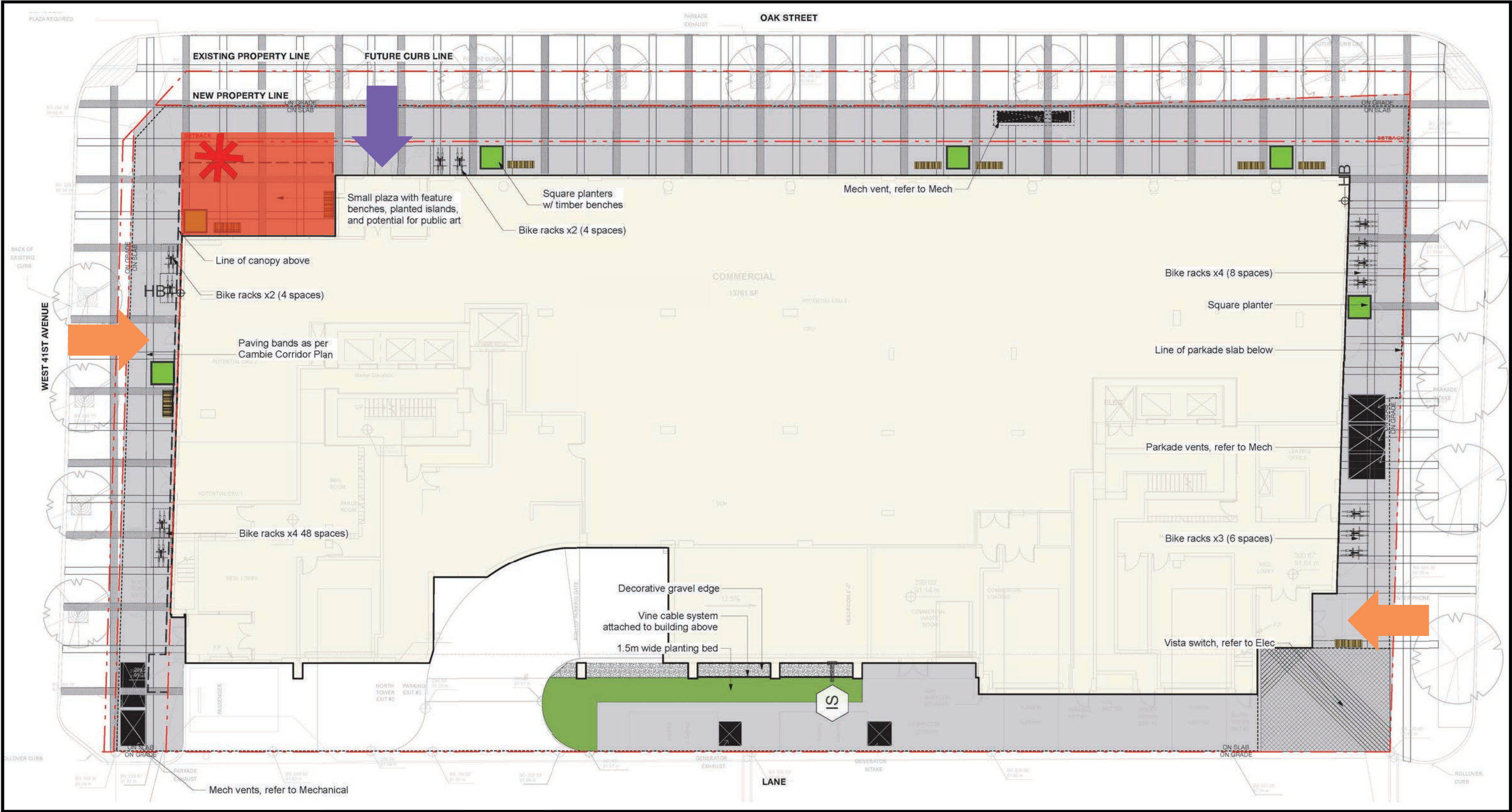








PUBLIC REALM

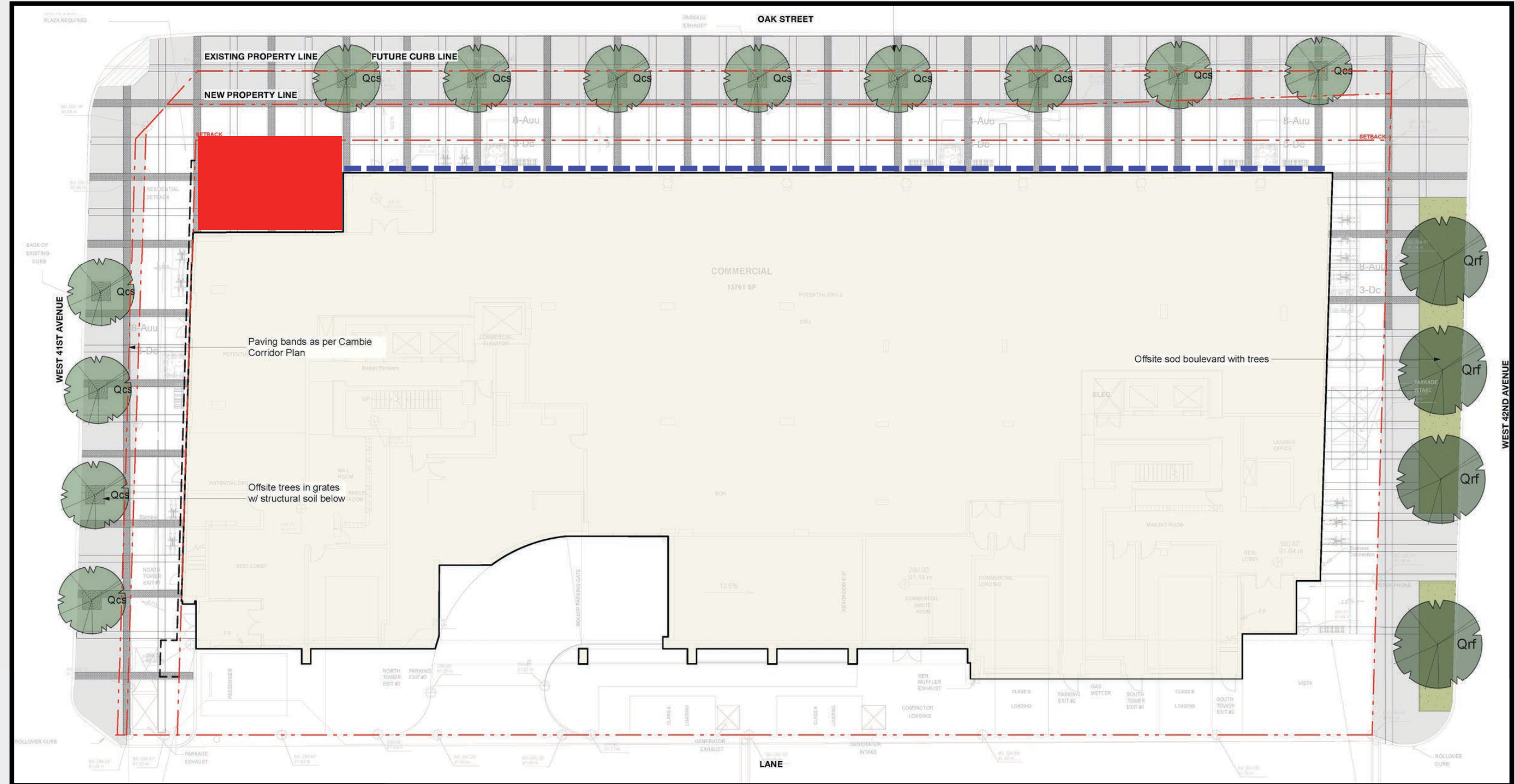


PUBLIC ART OPPORTUNITIES

The proposed public art location is located at the corner plaza located at the 41st and Oak intersection. In its vision for urban plazas, the *Cambie Corridor Plan* establishes the aim that “each plaza will reflect the immediate neighbourhood character and contribute to a socially-vibrant place”. Moreover, it provides further guidance to “integrate public art that express the location’s uniqueness”

The identified opportunities offer high-visibility locations for public art. As such, these locations strongly align with section 3.8.2 of the *Cambie Corridor Plan* which envisions public art as a key measure to support new and improved public spaces to add to the experience and comfort of pedestrians.

The proposed public art location illustrated in red in the accompanying site plan will include the ground plane, the soffit, and the facade surrounding the plaza. **Artists are strongly encouraged to take advantage of multiple planes available to them at the corner plaza.** Given its location and visibility, the corner plaza will be the primary public art location. That said, artists may expand the scope of their work to encompass some or all of the Oak Street frontage as noted by the blue hatched line.



Secondary
Public Art
Location

Primary
Public Art
Location





Secondary
Public Art
Location

Primary
Public Art
Location

PUBLIC ART INTEGRATION STRATEGIES

Our approach focuses on key public art opportunities that enhance the building's design and engage the community:

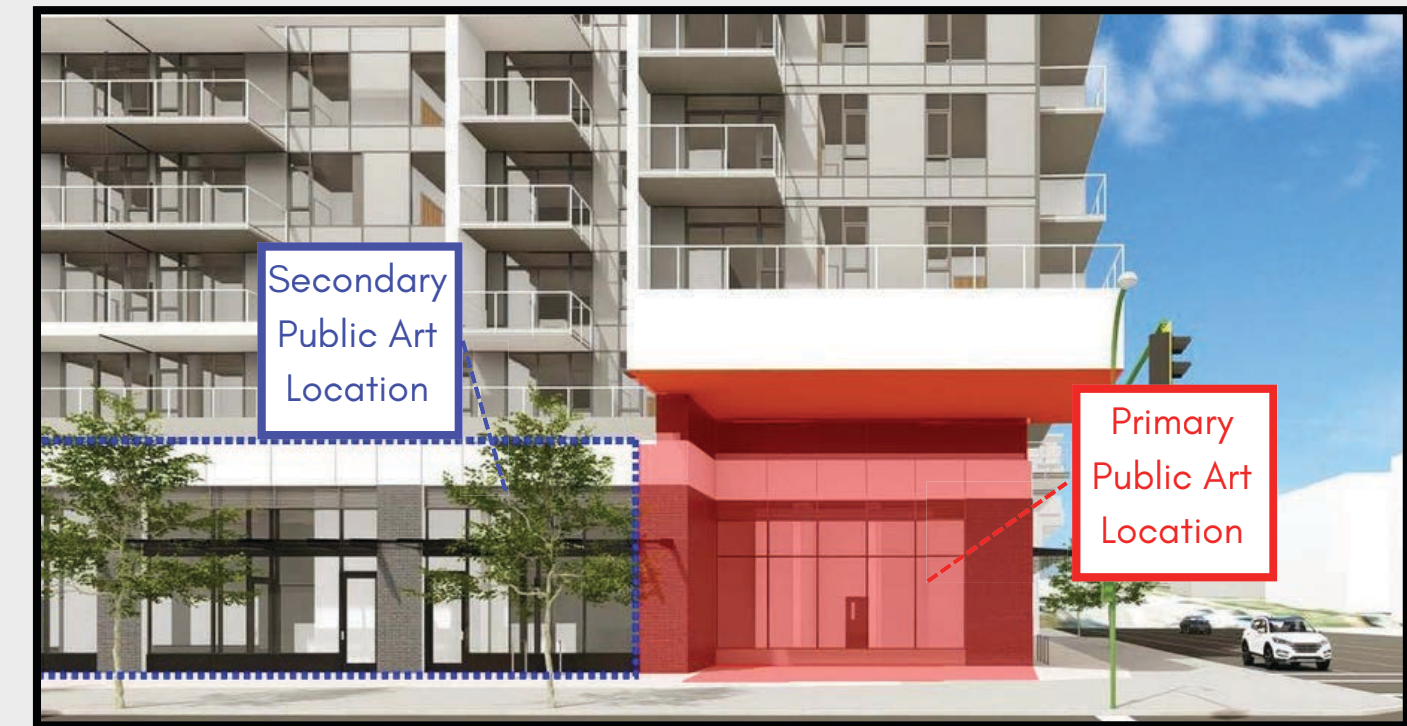
- **Dynamic Sculptures:** Medium-scale kinetic artworks that move with wind and light, transforming the building's exterior into an interactive display. These installations will create visual interest and respond to environmental conditions.
- **Creative Cover from Sun and Rain:** A canopy that doubles as a canvas for public art, offering both shelter and a creative visual experience.
- **Interactive Digital Displays Technology-driven Art:** Installations that react to pedestrian movement. These digital interventions will turn architectural surfaces into responsive, engaging spaces that change based on human interaction.
- **Sustainable Design Elements and Local Materials:** Mosaic installations will connect the building to its local context, adding both aesthetic and ecological value. Each concept is designed to seamlessly integrate with the architectural design, creating meaningful public spaces that go beyond traditional building aesthetics.

For the Primary Public Art Location (**Red Area**):

1. Large-scale kinetic sculpture that interacts with wind and light or a digital light installation
 - Could be mounted on the canopy or integrated into the glazing
 - Potential materials: Polished stainless steel, dichroic glass, intelligent glass or lightweight aluminum
 - Concept: Dynamic sculpture that changes appearance throughout the day
2. Mosaic or ceramic tile installation
 - Integrated into the ground plane and building facade
 - Could use local cultural or geographical motifs
 - Vibrant colours that complement architectural elements

For the Secondary Public Art Location (**Blue Area**):

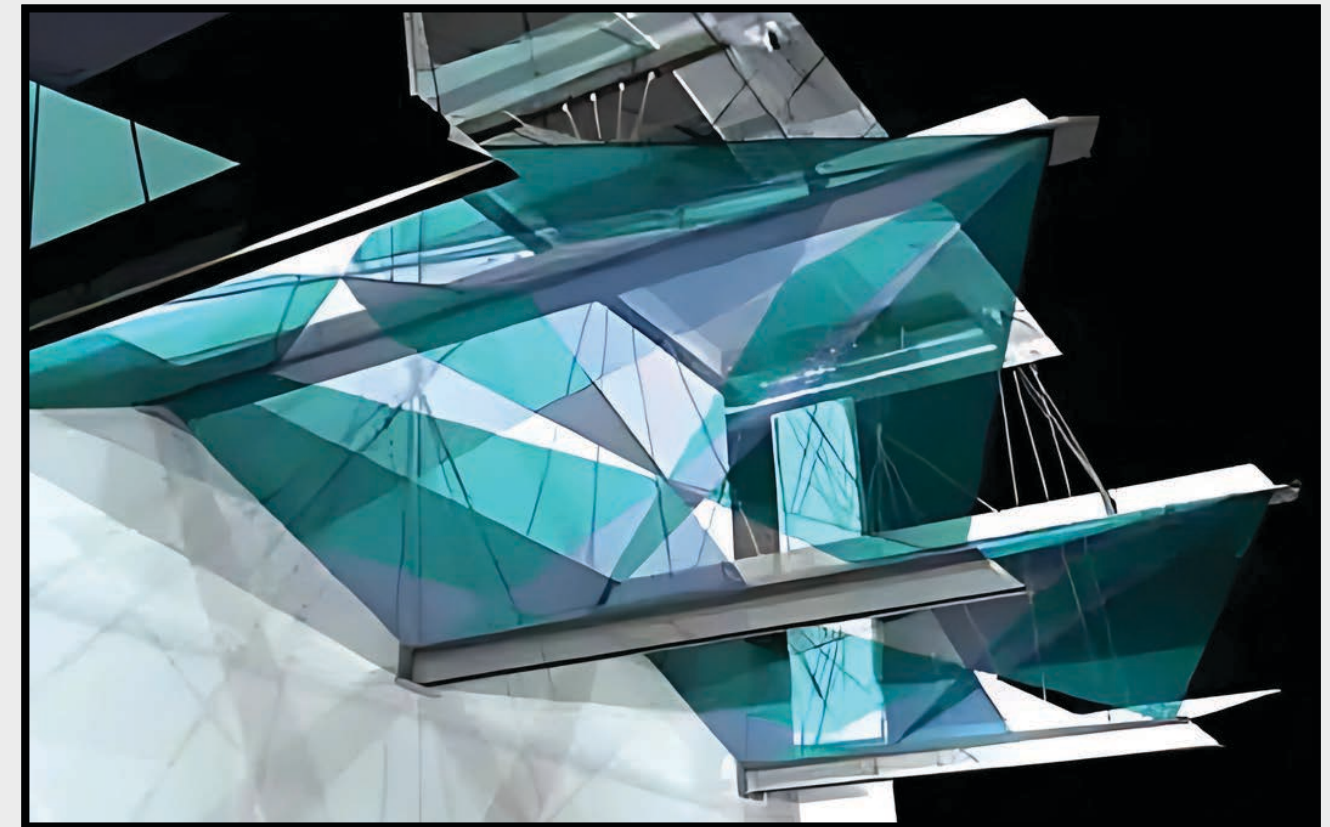
1. Digital/Interactive Light Installation
 - Projected or embedded LED artwork
 - Could respond to pedestrian movement
 - Integrated into building glazing or ground plane
2. Sustainable Environmental Art
 - Sculptural elements made from recycled materials
 - Integrated into building facade and ground plane



PUBLIC ART - DIGITAL ART PRECEDENT



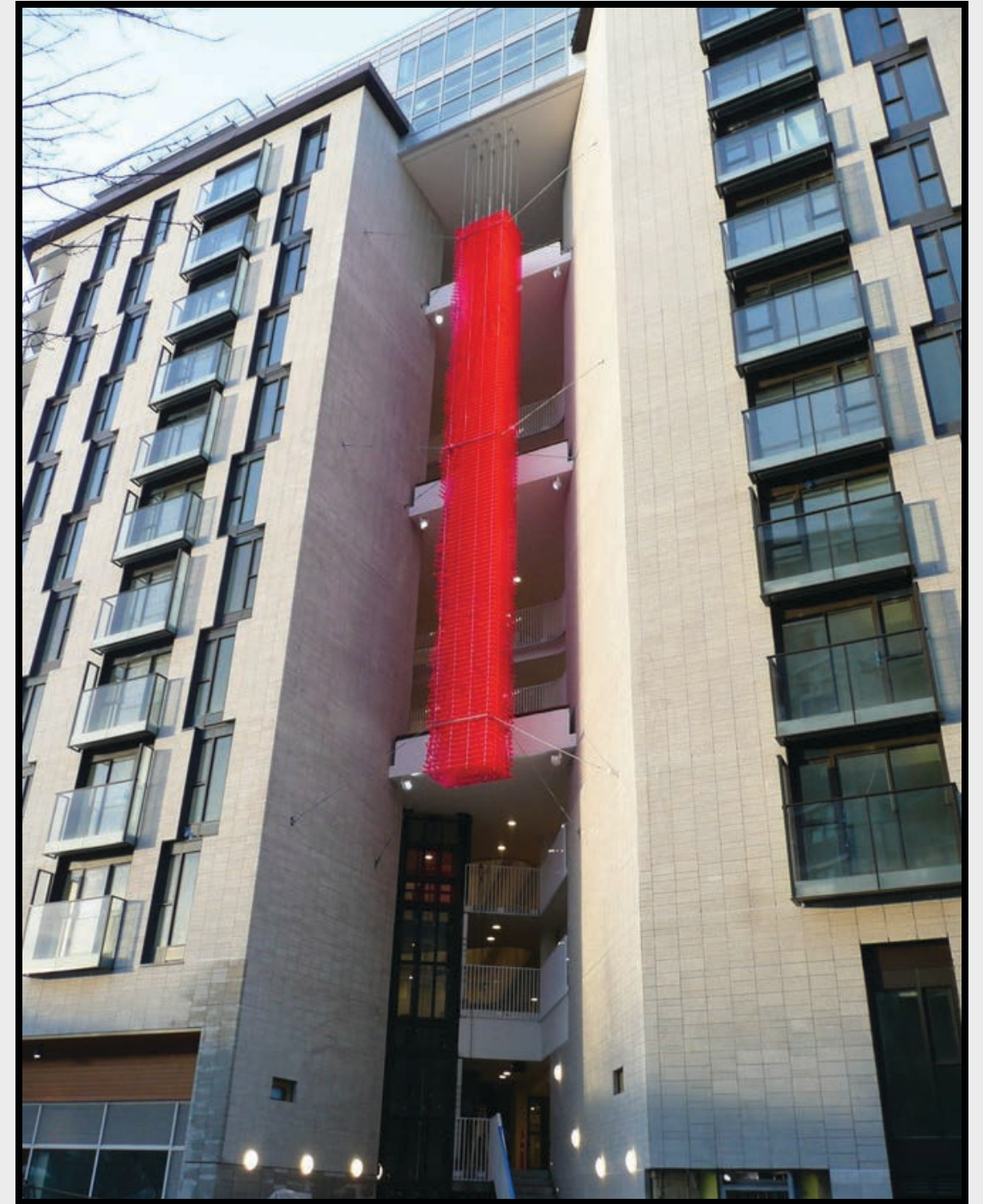
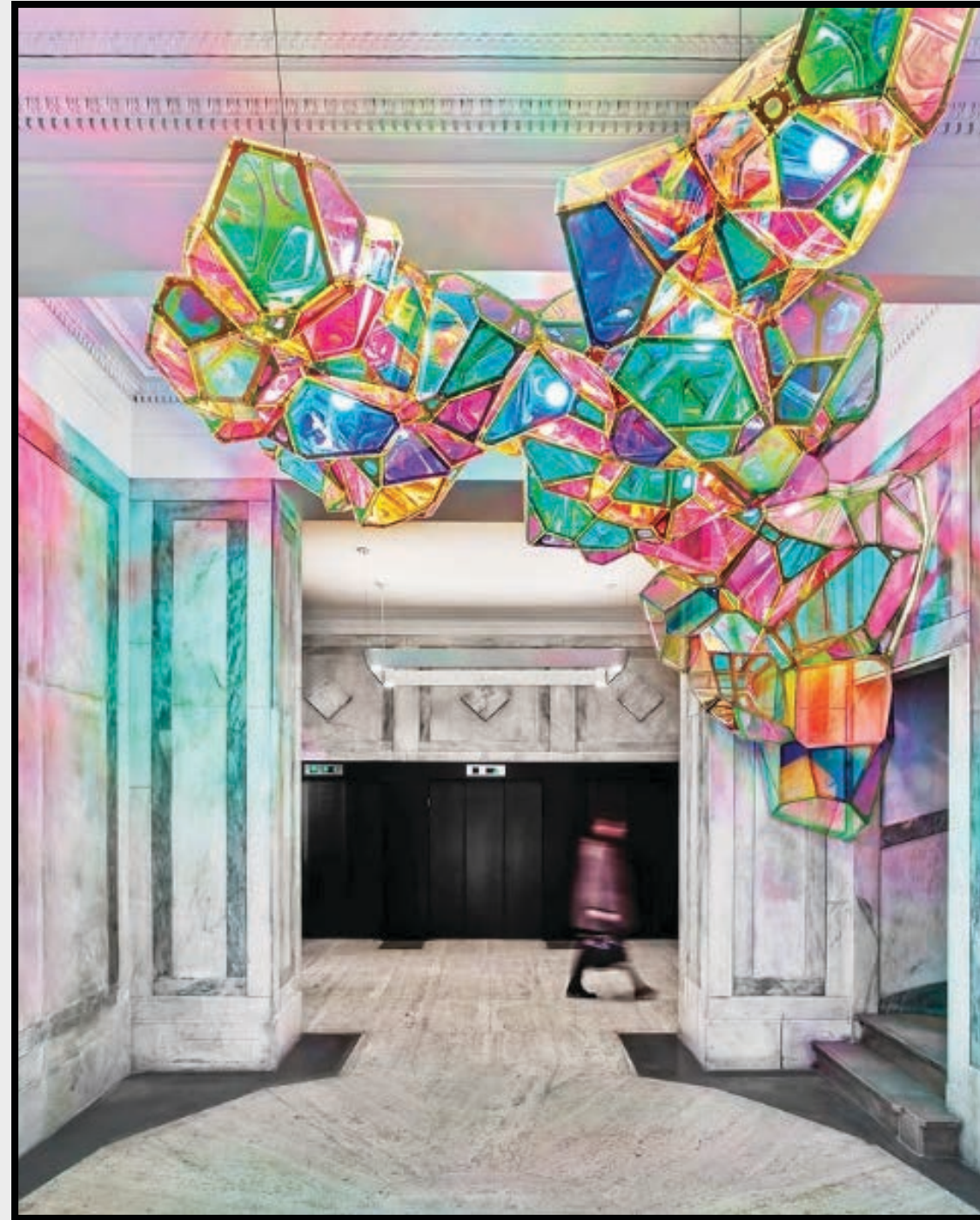
PUBLIC ART - CONOPY ART PRECEDENT



PUBLIC ART - SUSPENDED ART PRECEDENT



PUBLIC ART - INTEGRATED AND SUSPENDED ART PRECEDENT



PUBLIC ART - KINETIC ART PRECEDENT



PUBLIC ART - SUSTAINABLE INTEGRATED PRECEDENT



PUBLIC ART BUDGET

The total Public Art Budget for the development project complies with the City of Vancouver *Public Art Policy and Procedures for Rezoned Developments*, applying a public art contribution based on \$1.98 per square foot of all eligible FSR. An estimated Public Art Budget of **\$555,000** is based on the eligible project development.

The budget contemplated herein assumes the selected artist would produce a work that encapsulates either or both of the two opportunities identified in this preliminary public art plan. It assumes a single artist would be selected for this project rather than multiple artists.

Total Public Art Budget	
Artwork Design and Production	\$391,500
Artist Honoraria	\$21,000 (3 x \$7,000)
Selection Panel Honoraria	\$3,000 (3 x \$1,000)
Travel and Accommodation	\$0
Community Advisors	\$1,500
Public Art Consultant	\$60,000
Developer's Contingency	\$16,000
Civic Program Contribution (10%)	\$55,450
Plaque(s)	\$2,000
Photos	\$2,000
Photo Licenses	\$3,000
Total	\$555,000

SELECTION

SELECTION PROCESS

All stages of the selection process will be facilitated by Christina Hirukawa of Expanded Field.

Wesgroup and Expanded Field will nominate a five-member selection panel that will consist of three local artists or art professionals, one member of the project design team in addition to a volunteer from Wesgroup. The art professionals on the panel will be paid a \$1,000 honorarium for their work.

COMMUNITY CONSULTATION

Community consultation will be thoughtfully considered throughout the project. A non-voting community advisory will be established and consist of 2-3 representatives from the neighbourhood, with deliberate effort to include individuals from marginalized communities. The role of the community advisory will be to provide feedback to both the selection panel and shortlisted artists. The advisory will meet with the selection panel and with the shortlisted artists where they will provide perspectives on their personal experiences and relationship to the site, their history in the neighbourhood, and their insights into the community's aspirations around public art in advance of the development of the artist concept proposals.

We are committed to removing barriers that may prevent participation from marginalized groups throughout this process. When selecting artists, panel members, and community representatives, we will actively work to include historically underrepresented voices, particularly those with connections to the neighbourhood's cultural heritage.

Critically, the establishment of a non-voting community advisory is to offer perspectives that may inform the work(s) of art. The aim will be to have at least two touchpoints with the community advisory during the selection and conceptualization process, with additional opportunities for engagement available to ensure meaningful participation from all community members, regardless of background or circumstance.

POTENTIAL COMMUNITY CONSULTATION ADVISORS

- Jewish Community Centre
- Louis Brier Home and Hospital
- Marpole-Oakridge Community Association
- Aaron Nelson-Moody (Tawx'sin Yexwulla)
- Samaya Jardey

POTENTIAL ART SELECTION COMMITTEE

- City of Vancouver Planner
- Project Landscape Architect or Architect
- Kate Bellringer - Burrard Arts Foundation
- Wesgroup Team Member
- Erika Wong, Professor ECAD & Artist

SELECTION REQUISITIES

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: Each artistic team will be given a full interview and project proposal review with the selection panel, the 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.

TIMELINE

PUBLIC HEARING - MAY 9, 2024

PRELIM. PUBLIC ART PLAN PRESENTATION (PAC 1) - MAY 13 2024

DETAILED PUBLIC ART PLAN PRESENTATION (PAC 2) - FALL 2024

DETAILED PUBLIC ART PLAN PRESENTATION (PAC 3) - SPRING 2025

DP ISSUANCE - FALL 2024 (TBC)

SELECTION PROCESS COMPLETION - SUMMER 2025

ARTIST CONTRACT - SUMMER 2025

OCCUPANCY - TBD

wesgroup



EXPANDED FIELD

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