



# **QUALEX-LANDMARK - 701 KINGSWAY PRELIMINARY PUBLIC ART PLAN**

702 E 15TH AVE, VANCOUVER BC, V5T 3K5

JULY 7, 2025

**BALLARD FINE ART**  
ART ADVISORY



The 701 Kingsway development site is located on the traditional, unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səlilwətaʔt (Tsleil-Waututh) Nations, who have lived throughout this region for thousands of years.

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# PROJECT DETAILS

PROJECT ADDRESS	702 E 15th Ave, Vancouver, BC V5T 3K5
REQUESTED ADDRESS	708 E 15th Ave, Vancouver, BC V5T 2R7
LEGAL ADDRESS	PID: 032-553-374 Lot A Block 102 District Lot 301 Group 1 New Westminster District Plan Epp144753
PUBLIC ART BUDGET	\$289,624.50
FSR:	146,275 sq. ft.

# PROJECT TEAM

## **PROJECT OWNER |** QUALEX LANDMARK LIVING INC.

Suite 670, 999 Canada Place  
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**Leyli Jalali** | Development Manager  
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**Henry McQueen** | Vice President, Development  
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## **DESIGN ARCHITECT |** RWA GROUP ARCHITECTURE LTD.

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VANCOUVER, BC V5T 3J7

**Bruce Ramsey** | Partner  
bramsey@rwa.ca

## **LANDSCAPE ARCHITECT |** PFS STUDIO

1777 WEST 3RD AVENUE  
VANCOUVER, BC V6J 1K7

**Chris Mramor** | Senior Associate  
cmramor@pfs.bc.ca

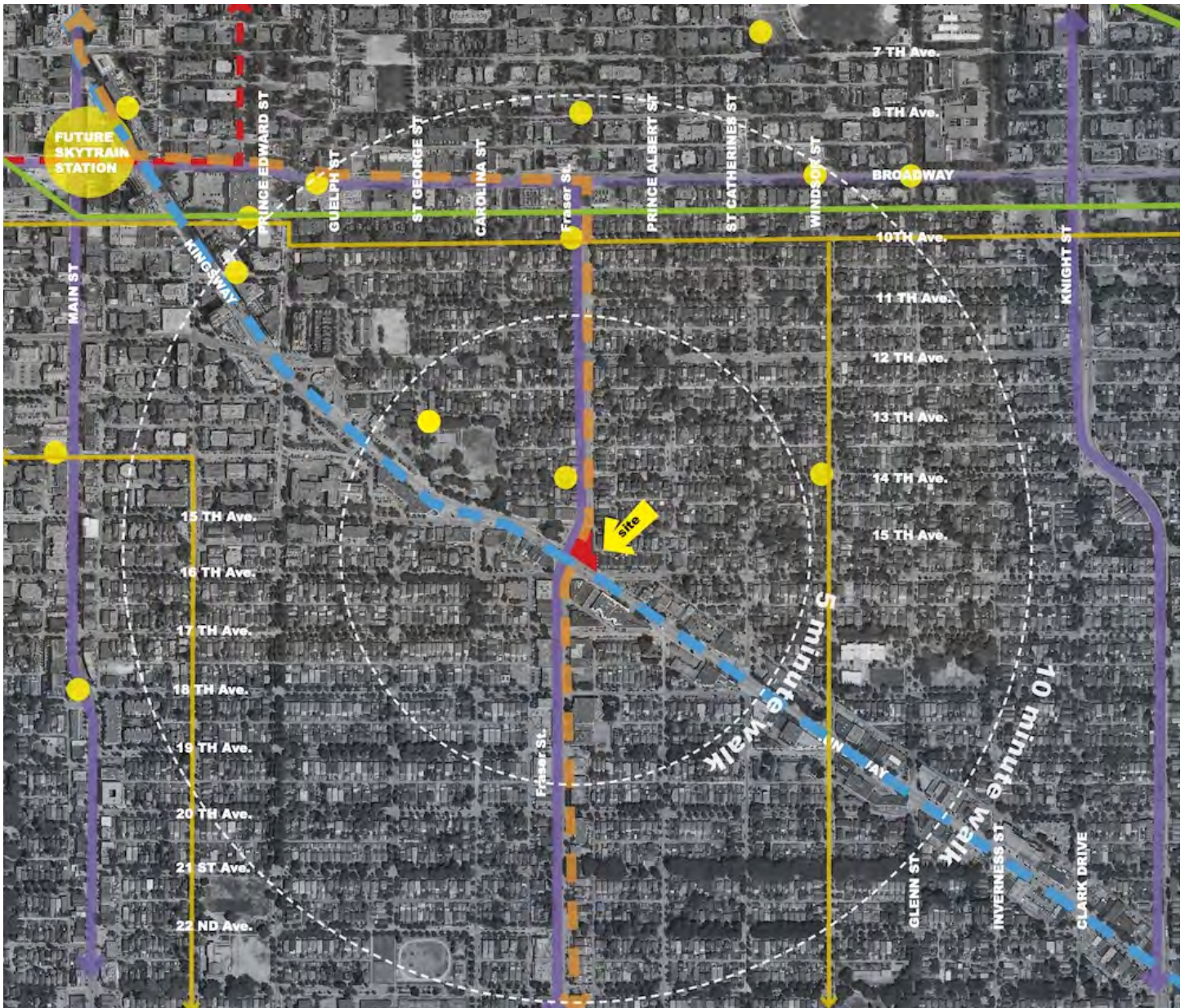
## **PUBLIC ART CONSULTANT |** BALLARD FINE ART LTD.

450 - 319 Pender St  
Vancouver, BC V6B 1T3  
604 - 922- 6843

**Jan Ballard** | Principal  
jan@ballardfineart.com



# CONTEXT MAP

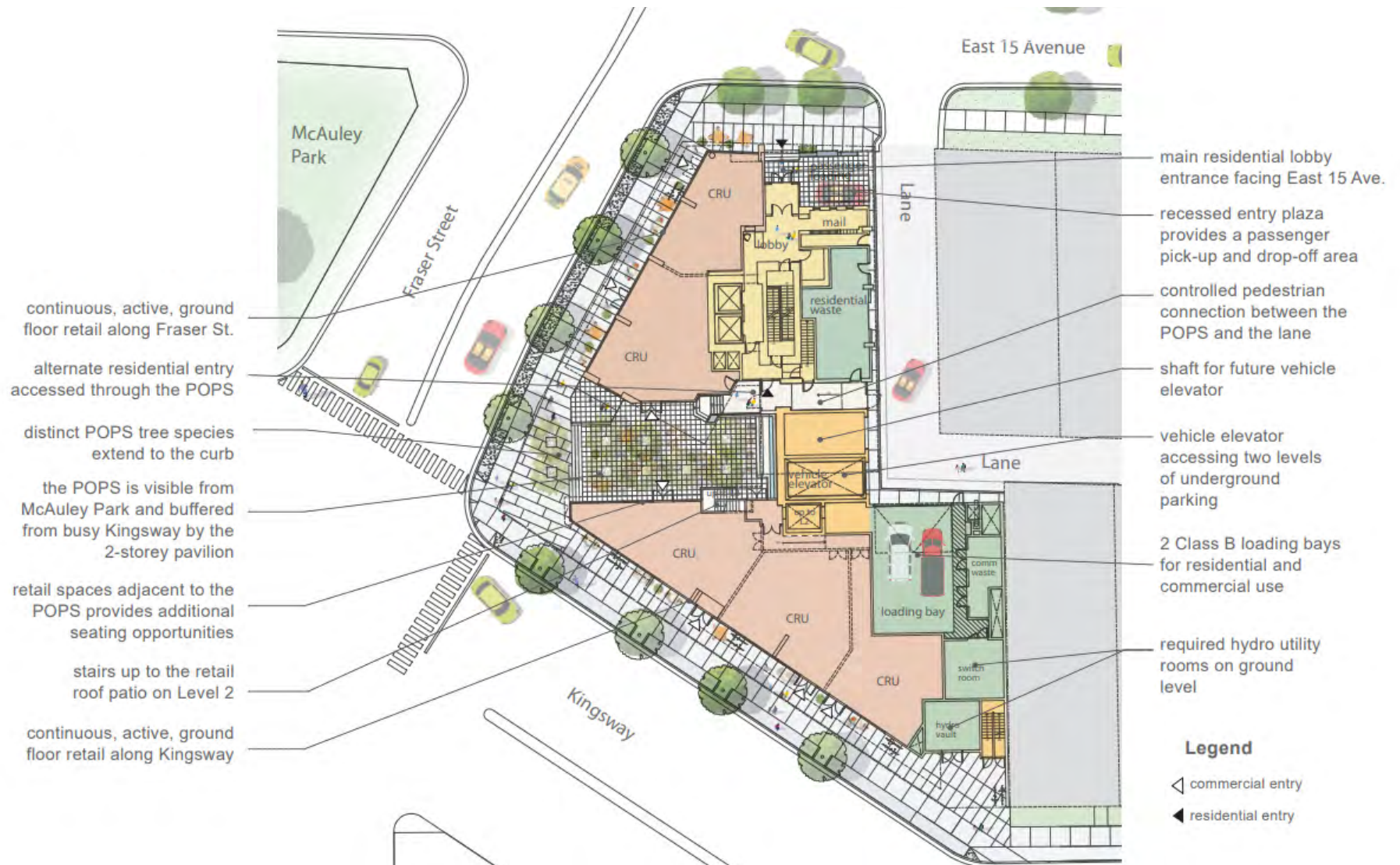


Context map showing location of the Kingsway development within Vancouver's Mount Pleasant District

■ Site Location



# SITE PLAN



# PROJECT DESCRIPTION



*Rendering: View of the Kingsway development looking East along Kingsway*

701 Kingsway is a comprehensive mixed-use rental development located at the corner of two of Vancouver's most important arterial roads, Kingsway and Fraser Street. Rezoned as CD-1 under the Broadway Plan in November 2024, which provides a roadmap for the exciting evolution of this key arterial hub, the project will directly contribute to the realization of the City's goal of integrating new housing, jobs, and amenities around the new Broadway Subway. Sited on the southbound view axis of Fraser Street, 701 Kingsway's unique urban fabric is shaped by the diagonal of Kingsway and the shifting street grid of Fraser Street. Resulting in a landmark seven-sided site with three distinct street frontages, the development's high visibility, and careful integration with existing neighbourhood character, emphasize the social sustainability of this vibrant Mount Pleasant community environment.

701 Kingsway features a 24-storey residential tower with 200 secured rental homes, 20% of which are designated as below-market rental rates. Over 6000 sq ft of commercial space is provided over the course of the site, with continuous, active frontages along both Kingsway and Fraser Street. Two levels of underground parking accommodate 60 car stalls and 386 bicycle stalls. Importantly, the proposal includes an outdoor publicly accessible courtyard (POPS), expanding the local network of public spaces and creating inviting places for visitors and residents. Alongside the residential component, a variety of indoor and outdoor amenity spaces offer opportunities for both active and passive activities. Shared balconies along the height of the south tower elevation provide unique, high-density space where residents have the chance to meet and linger.





*Rendering: View from McAuley Park looking east*

A 2-storey pavilion enlivens the development, relating to the scale of the nearby village on East 15th Avenue and creating a neighbourhood destination at the corner of Fraser Street and Kingsway. Serving as a transition in height to the single-family homes to the east and ensuring a human scale, this also allows for sun in the POPS. Active, landscaped amenity spaces on level 2 are visible from the street, animating Kingsway and creating an approachable feel. The POPS is designed as a calm, enclosed courtyard space, shielded from the noise of Kingsway and Fraser Street. The courtyard is oriented towards McAuley Park, visually connecting these two public spaces. CRUs wrap around both Fraser Street and Kingsway, animating the courtyard and allowing for life to spill out from the shops. The distinct geometry of the pavilion combined with the POPS and new shop fronts respect the existing character of the neighbourhood while offering something new to this popular area of Mount Pleasant.

Unprecedented in scope, 701 Kingsway is poised to play an important role in the enlivening of this bustling urban precinct, reinforcing the pedestrian-friendly and community-oriented atmosphere of Mount Pleasant. Working with tenets of the Broadway Plan, 701 Kingsway will serve as a high-quality and sustainable development within Vancouver and beyond, delivering a strong sense of design while providing necessary rental housing for the growing population. In the same spirit, the public art at 701 Kingsway will be dynamic and welcoming, marking the site as a destination within this well-loved zone.





*Rendering: Aerial view of the Kingsway development*





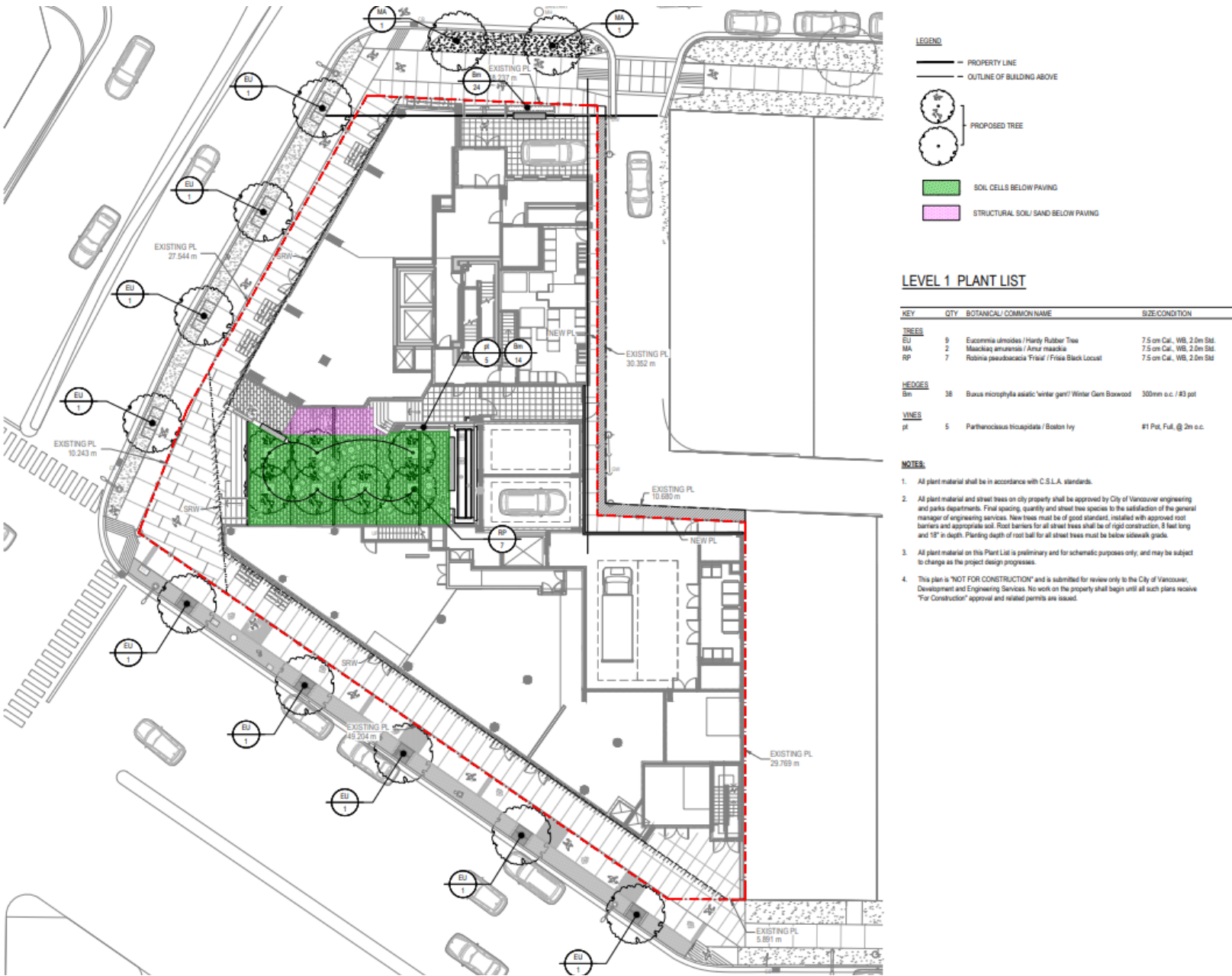
Rendering: View looking east



Rendering: Kingsway Streetscape



# LANDSCAPE PLAN



# PUBLIC ART CONTEXT

Public art plays a key role in energizing public space, inspiring thought, dialogue, and transforming sites of work, live, and play into welcoming, engaging, and enjoyable environments. The public artwork seeks to underline these values, integrating seamlessly into the wider public art context of both the Mount Pleasant and nearby Greater Vancouver communities.

In keeping with The City's of Vancouver's Culture Shift, which "sites public art as a key contributor in building a strong, inclusive and meaningful public realm" and the City of Vancouver Public Art Program mission to produce high quality public art that enriches Vancouver's urban environment and provide a unique identity for individual developments, the 701 Kingsway project will contribute to the shaping of this neighbourhood in a significant and exciting way.

A noteworthy public artwork is along Kingsway is artist Sonny Assu's *Kingsway Trail*. Commissioned for Vancouver's 125th Anniversary, the work consists of a series of street markers spanning from Main Street to Boundary Road, tracing the path of an ancient Indigenous foot trail that once linked the Fraser River to False Creek and English Bay. Designed in the artist's signature style, where Coast Salish forms meet the visual language of pop culture and highway signage, the markers bring forward the layered histories of the area.

Mount Pleasant offers a rich public art context with a much-celebrated creative itinerary that features a host of wide ranging permanent, temporary, program and platformed public art works, establishing a culturally significant destination for residents and visitors to the area and creating opportunity to inspire conversation and gathering.





Vivi Vo Hung Kiet, *Vietnamese Boat People Memorial*, 2018, 600 E 15th Ave



Debra Sparrow, *Blanketing the City: A Mural Series*, 2018. Kingsway and East 12th.



Khan Lee, *Rain*, 2018. 333 East 11th Ave



Sonny Assu, *Kingsway Trail*, 2012. Kingsway from Main Street to Boundary Road



Fintan Magee, *The Evening*, 2020. 333 East 11th Ave.



Scott Massey, *Kingsway Luminaires*, 2009. Kingsway at Knight Street



# PUBLIC ART OPPORTUNITY

The proposed primary public art location is identified as the area within the POPS courtyard space, including integration with a possible water feature wall (Site #1). A second and third site location may also be considered that include the small plaza area at the corner of Kingsway and Fraser (Site #2), subject to engineering approval, and the landscape area at the intersection of Fraser Street and East 15th Street (Site #3). The site locations offer good public visibility, accessibility, with multiple engagement opportunities for both residents and visitors as well as motorists, cyclists, and pedestrians along Kingsway and Fraser Street.

## PUBLIC ART OPPORTUNITY – SITE LOCATIONS

Site #1: the POPS courtyard space, including integration with a possible water feature wall

Site #2: the plaza area at the corner of Kingsway and Fraser Street (subject to engineering approval)

Site #3: the landscape area at the intersection of Fraser Street and East 15th Street

An artist may consider more than one site for the public art opportunity. The three sites may be broadly considered by an artist and offer a wide range of form and material as well as potential for a single or expanded series of related works that may involve an integrated approach working in concert with the landscape design and hardscape features such as planters and seating elements.



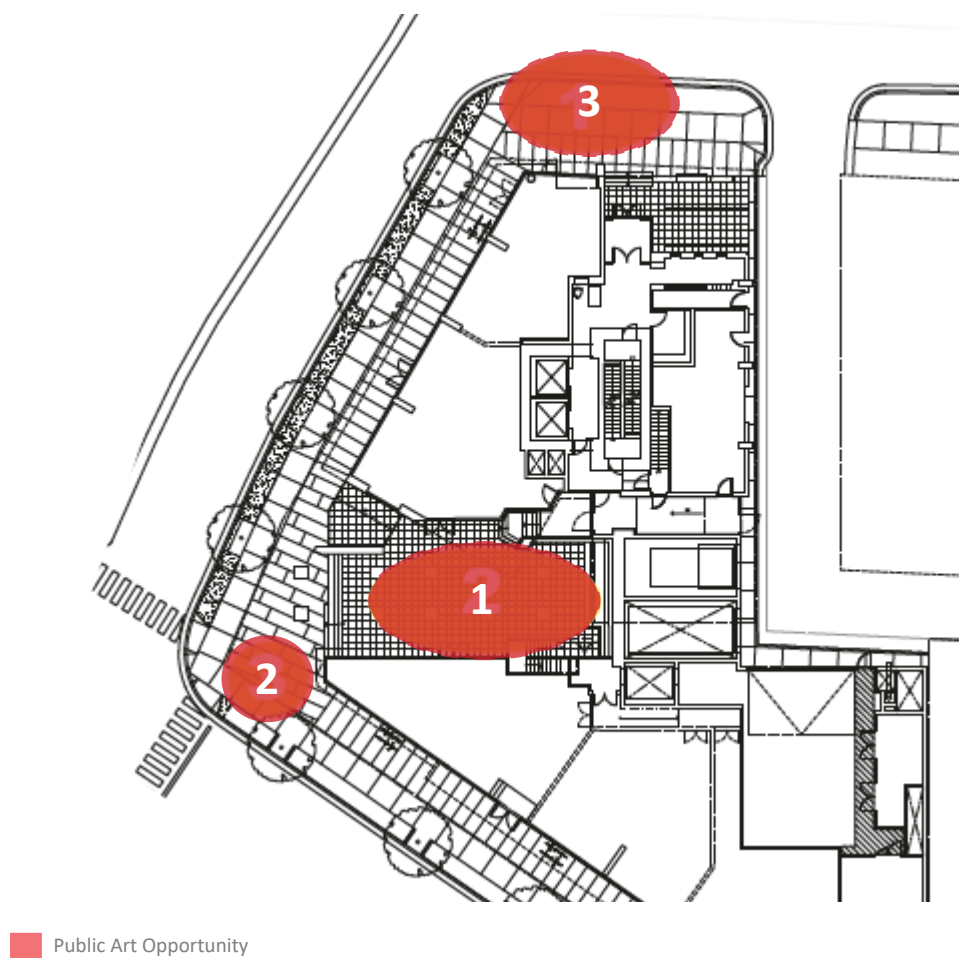
Illustrated Plan: Public Art Opportunities at the Kingsway development.

 Public Art Opportunity

The public art will act as a significant marker for the development, contributing to a dynamic, connected and enjoyable public realm within the neighbourhood. The public art sites have been proposed to support social activity and promote neighbourhood interconnectedness in a welcoming built environment. As a social gathering space, the public art at the plaza will foster and encourage community engagement, supporting the lively bustle of everyday life as well as moments of quiet and reflection.

The artist or artist team selected will be given as much creative freedom as possible to activate the identified site location(s), integrating art to the architectural and landscape design as well as community contexts in a meaningful and lasting way. An artist will be selected early in the development process with the opportunity to work closely with the design team. The public art will be carefully considered, in keeping with the vision of the development as well as the City of Vancouver public art program and its commitment to visual art.

Qualex proposes to host an enduring artwork that speaks to diverse audiences, inviting engagement and dialogue on many levels while celebrating and enhancing local culture in this vibrant upcoming Mount Pleasant neighborhood.



# PUBLIC ART BUDGET

The total public art budget for the 701 Kingsway 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 \$289,624.50 is based on the eligible project FSR of 146,275 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.....	\$190,000.00
Public Art Administration.....	\$62,600.00
Selection Process and Honoraria.....	\$32,600.00
Artist Honoraria (\$6,500 x 4) .....	\$26,000.00
Community Advisory (\$1000 x 3) .....	\$3,000.00
Selection Panel Honoraria (\$1,200 x 3) .....	\$3,600.00
Public Art Consultant .....	\$30,000.00
Developer’s Contingency .....	\$1,062.05
Plaque .....	\$2,000.00
Photo Documentation Licenses .....	\$5,000.00
10% Civic Program Contribution .....	\$28,962.45
<b>TOTAL PUBLIC ART BUDGET .....</b>	<b>\$289,624.50</b>



# TIMELINE

**TARGET PROJECT TIMELINE**

Public Hearing .....	November 2024
DP Application.....	December 2024
DP Issuance.....	October 2025
Occupancy.....	December 2027

**TARGET PUBLIC ART TIMELINE**

Preliminary Public Art Plan Presentation.....	July 2025
Detailed Public Art Plan Presentation.....	September 2025
Selection Panel Meeting – Review Long List of Artist .....	October 2025
Short-listed Artists’ Invitation .....	October 2025
Artists Orientation Meeting.....	November 2025
Selection Panel Meeting – Artist Presentations .....	January 2026
Final Artist Selection .....	January 2026
Artist Contract.....	February 2026
Art Installation.....	TBD

\* DATES ARE BEST ESTIMATED TARGETS AND SUBJECT TO CHANGE

# COMMUNITY ENGAGEMENT STRATEGY

Community consultation and public engagement will be thoughtfully considered throughout the public art selection process. A non-voting community advisory will be established and consist of three representatives from the local community, including a local resident and a representative from the Squamish, Musqueam or Tsleil Waututh Nations. 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 \$1,000 for their work.

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 vital insights into shared community values as well as aspirations around public art. In addition, the community advisory will meet with the shortlisted artists during the artist orientation meeting and provide community insights and note worthy aspects about the local community that would be helpful to the artists in considering their concept proposals. 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.

Proposed Community Advisors:

Chrystal Sparrow, Artist, Member of the Musqueam Indian Band and Cultural Advisor

Local resident TBC

Local Artist TBC

# SELECTION PROCESS

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

The proposed selection process is a two-stage invitation to professional artists or artist teams with a voting selection panel. The selection panel will consist of five members; and will include three representatives from the Vancouver Art Community and two members from the Qualex project design team. The representatives from the Art Community will be paid an honorarium of \$1,200 for their work.

Proposed Selection Panel Members:

Representative from Qualex (TBC)

Representative from RWA Architects (TBC)

Khan Lee, Artist with public art in the area

Local Artist TBC

Local Artist TBC

## Stage One

In stage one of the selection process, the selection panel will be oriented to the 701 Kingsway development project, the public art site and opportunity as well as the community contexts with the opportunity to meet with the community advisory. Ballard Fine Art and the art professionals will conduct in-depth research and nominate a long list of suitable artists or artist teams for consideration by the selection panel.

The selection panel will collectively review and discuss the merits of the artists' past work and potential fit with the respective public art opportunity. Upon review, the selection panel will nominate a short-list of four artists to develop a concept proposal. The short-listed artists will be invited to develop concept proposals for the public art opportunity. The short-listed artists will be provided with an honorarium of \$6,500.00 for their work, paid upon receipt and presentation of their concept proposal.

## Stage Two

In stage two, The shortlisted artists will be provided with an in-depth orientation to the project and public art site and opportunity (s) and the community contexts. In addition, the artists will be invited to meet the design team and community advisory.



### 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 note: If no submission warrants consideration, Qualex-Landmark reserves the right not to award the commission.

Please direct any questions to:

Ballard Fine Art Ltd.  
604 922 6843 | [info@ballardfineart.com](mailto:info@ballardfineart.com)  
Attn: Jan Ballard

# DIVERSITY, EQUITY AND INCLUSION

## Equity Strategy Statement

Ballard Fine Art acknowledges that marginalized artists and creatives face systemic barriers including racism, sexism, homophobia, transphobia, colonialism, ableism, classism, religious discrimination, and ageism. As public art consultants, we are committed to encouraging and supporting artists from diverse backgrounds and life experiences in helping to overcome barriers to established colonial public art processes and practices. Valuing a diversity of voices in the public art process and striving to contribute to socially and culturally safe environments for artists is fundamental to our vision in helping to foster inclusivity and accessibility for marginalized artists in the creation of a range of visual expressions and experiences.

Vancouver's Culture|Shift: Blanketing The City in Arts document (2022) serves as the City's strategy for promoting and supporting cultural activities across the city. Within this plan, the city has identified strategic directions, including Cultural Equity and Reconciliation. To advance our commitment, Ballard Fine Art has developed an initial framework to identify and reduce barriers while creating supportive collaborative pathways for artists. Following the City of Vancouver's Equity Framework, we acknowledge the distinct ongoing colonialism experienced by Host Nations and urban Indigenous people, separate from oppression faced by other equity-deserving groups.

Our strategy centers on equity rather than equality, with equity aiming for fairness by providing resources and opportunities tailored to individual needs, while equality focuses on treating everyone the same way regardless of different starting positions. The most equitable approach involves providing support to those facing disadvantages, thereby ensuring they have fair access to any opportunity, which recognizes that individuals may require different supports to achieve the same outcome. We view equity as an evolving process that requires continuous feedback from diverse curators, educators, Indigenous elders, knowledge keepers, artists, and the communities we serve, with our strategy focusing on three key areas: lowering barriers to connection, supporting applications, and providing assistance throughout the public art process.

## Guiding Principles for Language Use

Ballard Fine Art recognizes that the language around diversity, equity and inclusion is constantly evolving and is informed heavily by the preference of groups and individuals within equity deserving communities. Out of respect for the community members included in our engagement and public art processes, we will incorporate the terms and language of all those who self-identify when applicable.

## Lowering Barriers to Entry

British Columbia has nearly 40,000 professional artists, representing the highest percentage of artists in the labor force among provinces, with 69% residing in the Metro Vancouver area; this number does not include the myriad of creatives and artists not captured in these statistics. To connect with a wider scope of artists, the following approaches offer a start in considering the lowering barriers to the public art process.

### 1. Website Submissions

Ballard Fine Art provides a dedicated section on our website where artists can share their practices by filling out a form or emailing us directly. To reduce barriers, we accept images, links to websites, social media posts, and emails. While cover letters and additional information are not required, we encourage applicants to share a brief biography to provide context for their practice.

### 2. Recommendations From Art Professionals, Cultural Workers & Community Members

We recognize Indigenous and marginalized artists face barriers including literacy challenges, time constraints, technology limitations, and unfamiliarity with colonial art practices, often lacking resources to navigate formal application processes. We value artist recommendations from community members and advisory panels to increase awareness of overlooked talent, and welcome opportunities to expand our knowledge of artists not previously included in public art selections.

### 3. Expression of Interest (EOI) Submissions and Requests for Information

Ballard Fine Art's collaborates across multiple municipalities and communities, and issues artist calls for Expressions of Interest (EOIs). EOIs provide valuable opportunities for artists, especially those new to working in the public realm, to engage in projects with smaller budgets. Depending on the project, these artist calls are distributed through various channels to reach a wider audience.

### 4. Design-Only Submissions

Ballard Fine Art facilitates design-only submissions as another strategy for providing opportunities to emerging artists. This approach lowers barriers for artists who may not have experience managing budgets or coordinating with fabricators and engineers.

### 5. Studio Visits and In-Person Meetings

Ballard Fine Art recognizes many marginalized artists prefer in-person conversations and if available, studio visits. We routinely schedule studio visits or casual coffee meetings to foster connections with artists. We value these opportunities to meet and gain insights about artists' practices and discuss the public art process and its respective challenges.



## Supporting Artists Through the Public Art Process

We acknowledge that once an artist is shortlisted there may still be barriers for the artists in developing the artists concept proposal. Some artists may face unique disadvantages depending on their life experiences and career stages. To mitigate these challenges, we provide:

### 1. Individualized Support

Artists shortlisted for opportunities are encouraged to meet one-on-one with our team to review the selection process and discuss their proposals. While each public art process is unique, we provide resources for artists which can range to include informal meetings, past work examples, application guidance, curatorial support, and other forms of presentation support.

### 2. Encouraging a Wide Range of Media

We actively work with artists across diverse media, including sound art, new media, textiles, community and social practice, and performance. We acknowledge that some artistic mediums have historically been underrepresented in public art, such as weaving, textiles, photography, literary arts, and new media. To increase the diversity of media in the public space we encourage artists working in a range of media to reimagine their work for the public realm; we provide curatorial support if requested and facilitate conversations between artists and fabricators to realize concept proposals.

### 3. Compensating Artists for Shortlisted Proposals

We recognize that creating proposals requires considerable time and effort, which deserves fair compensation and respect for artists' professional work. Our commitment to equitable practices includes paying honorariums that align with CARFAC fee schedules, ensuring artists receive appropriate remuneration for their creative contributions throughout the selection

Every public art project is unique, requiring tailored approaches and accommodations. Key areas we have identified for improvement include:

- **Addressing Communication Barriers**  
We recognize that literacy, language and communication preferences vary significantly across diverse communities, and traditional communication formats may create unnecessary barriers for many talented artists seeking to participate in the public art process. To address this challenge, we offer multiple alternative communication methods tailored to individual preferences and needs, including phone calls, in-person meetings, video conferencing, text messages, and audio recordings. Our team is committed to adapting our communication approaches to ensure every artist feels comfortable and respected throughout the entire engagement process, recognizing that flexibility in our communication practices is essential to creating truly inclusive artistic opportunities.
- **Accessibility and Accommodations**  
We are developing an intake process designed to proactively capture artists' communication preferences, schedule availability, accessibility requirements, and culturally specific needs to ensure our engagement is respectful, appropriate, and effective from the very beginning. In working with Indigenous communities and artists, we honor oral traditions and storytelling as legitimate and valuable methods of presenting art concepts and ideas, moving beyond colonial expectations of written proposals to embrace diverse cultural approaches to creative expression.

Ballard Fine Art acknowledges that equity is a living process. Our practices and accommodations will evolve alongside the needs of the communities we serve. We are committed to revisiting our strategies regularly to improve and adapt as an organization.

# REFERENCES

*<https://bylaws.vancouver.ca/zoning/zoning-by-law-district-schedule-c-2.pdf>*

*<https://guidelines.vancouver.ca/policy-plan-broadway.pdf>*