

# View from Alder Street



**JAMESON  
DEVELOPMENT  
CORP**

IBI Group  
On behalf of: Jameson Broadway & Birch LP  
Submitted for DP July 06, 2021

2538 Birch Street, Vancouver, BC  
(formerly 1296 West Broadway)



# View from West 10<sup>th</sup> Avenue



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View from West Broadway



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# View from West Broadway



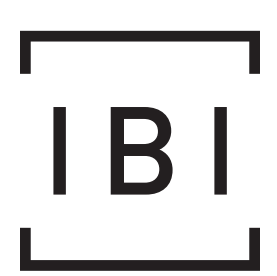
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View from Lane



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# Public Art Installation

## Public Art by Debra Sparrow

Offering high visibility, the building brick façade at the corner of Broadway and Birch is identified as the prime site location for the public art opportunity. This prominent west corner offers good vantage points and engagement for a diverse audience including residents, business patrons, office workers and visitors, as well as pedestrians, cyclists and motorists travelling along the major thoroughway of Broadway Ave.

Public art composed of three colored bricks, which are used as main material of the building facade to involve an integrated approach, starts from the corner of Brodaway and Birch and continues to the floor pavings of patio space, residentail entry facade on Birch street. Simple wave and color informs the structure and speaks of the importance of nature and ocean to the people This three-dimensional form of art speaks to community contexts in a meaningful and lasting way, creating interst and enhancing local culture.

