

An architectural rendering of a modern, multi-story residential building with a grid-like facade of windows and balconies. The building is set against a blue sky with scattered white clouds. In the foreground, there are green trees and a paved area with some parked cars. The overall style is contemporary and urban.

Eastward

Detailed Public Art Plan

Intracorp

1837-1857 East 11th Avenue and 2631-2685 Victoria Drive

March 2019



INTRACORP

Building the Extraordinary

Project Developers

PERKINS+WILL

Project Architect



EF

EXPANDED FIELD

Public Art Consultant

Project Details

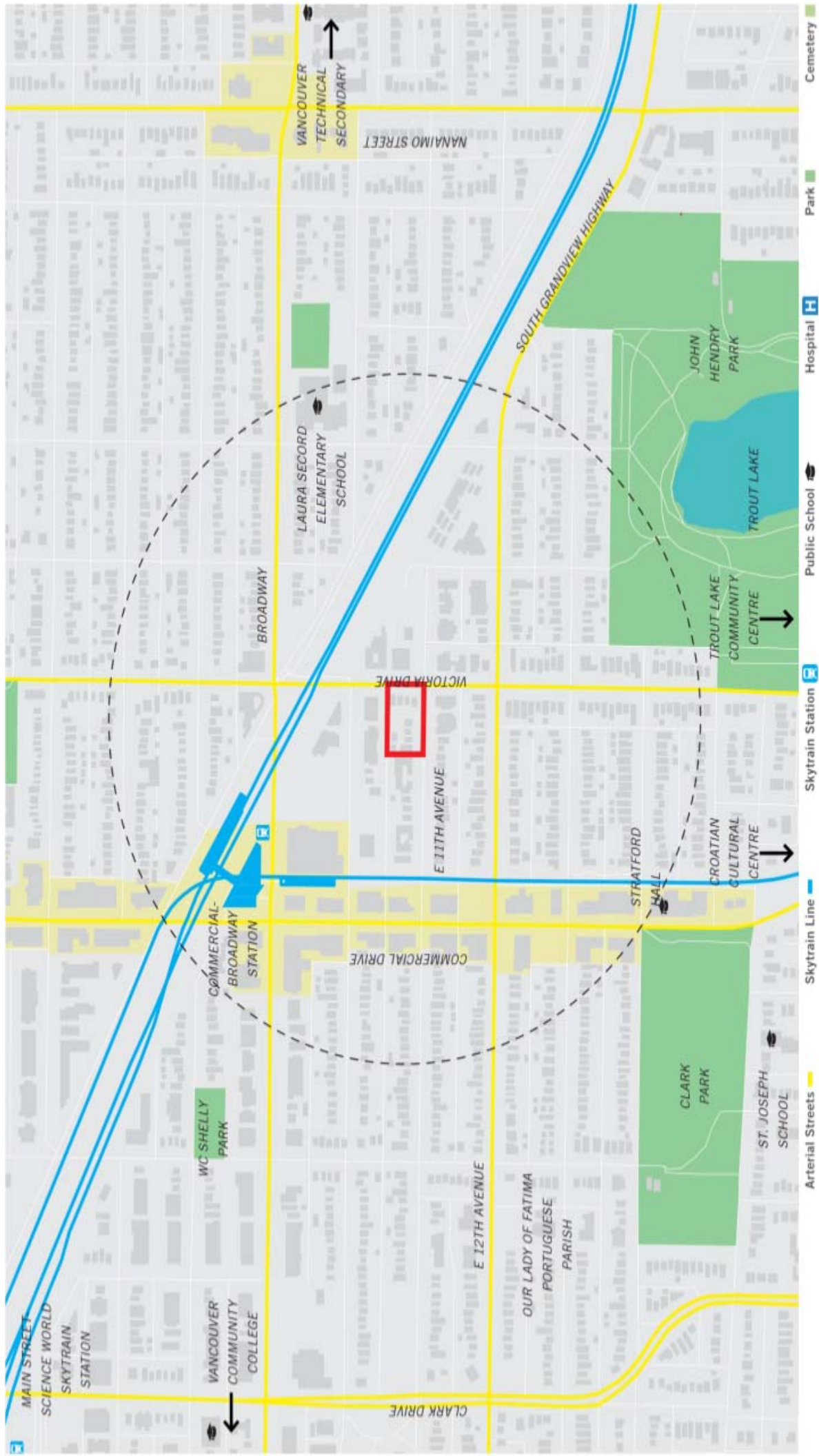
Eastward is a community of 65 modern homes at East 11th and Victoria Drive. Designed to reflect its diverse surroundings, Eastward connects different styles of architecture, creatively integrating a heritage building with contemporary design and including a mix of in-building amenities.

Blocks from Trout Lake and Commercial Drive, Eastward uniquely located to shops, restaurants, and nature. Fill the kitchen with fare from weekend farmers' markets, meet local artists in the dozens of local cafes, and connect to the rest of Metro Vancouver with a SkyTrain station just around the corner.

This site is located in the Commercial-Broadway Station Precinct. The proposed project will be comprised of a 5 level podium, an 11 storey mid-rise and the retention and relocation of an existing heritage home. The unit mix will be a combination of rental and market homes. The development stats are as follows:

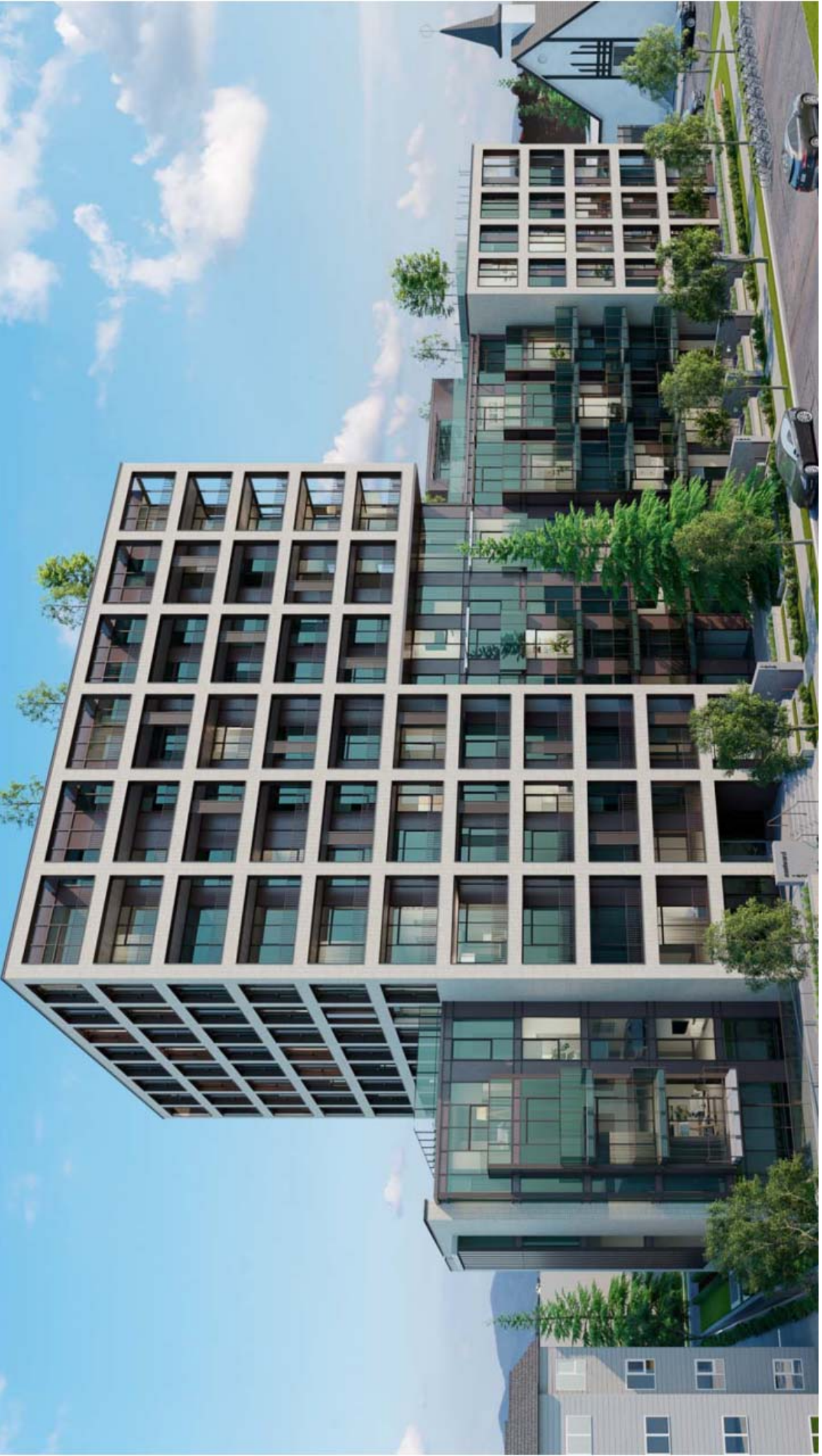
- Total site area: 29,112 sf
- Total Chargeable Public Art Area: 104,775 sf
- Proposed stats
 - o Proposed density: 3.60 FSR on total site area
 - o Proposed height: 11 Stories
 - o Proposed uses: Strata and market rental residential
 - o Total estimated number of units: 137

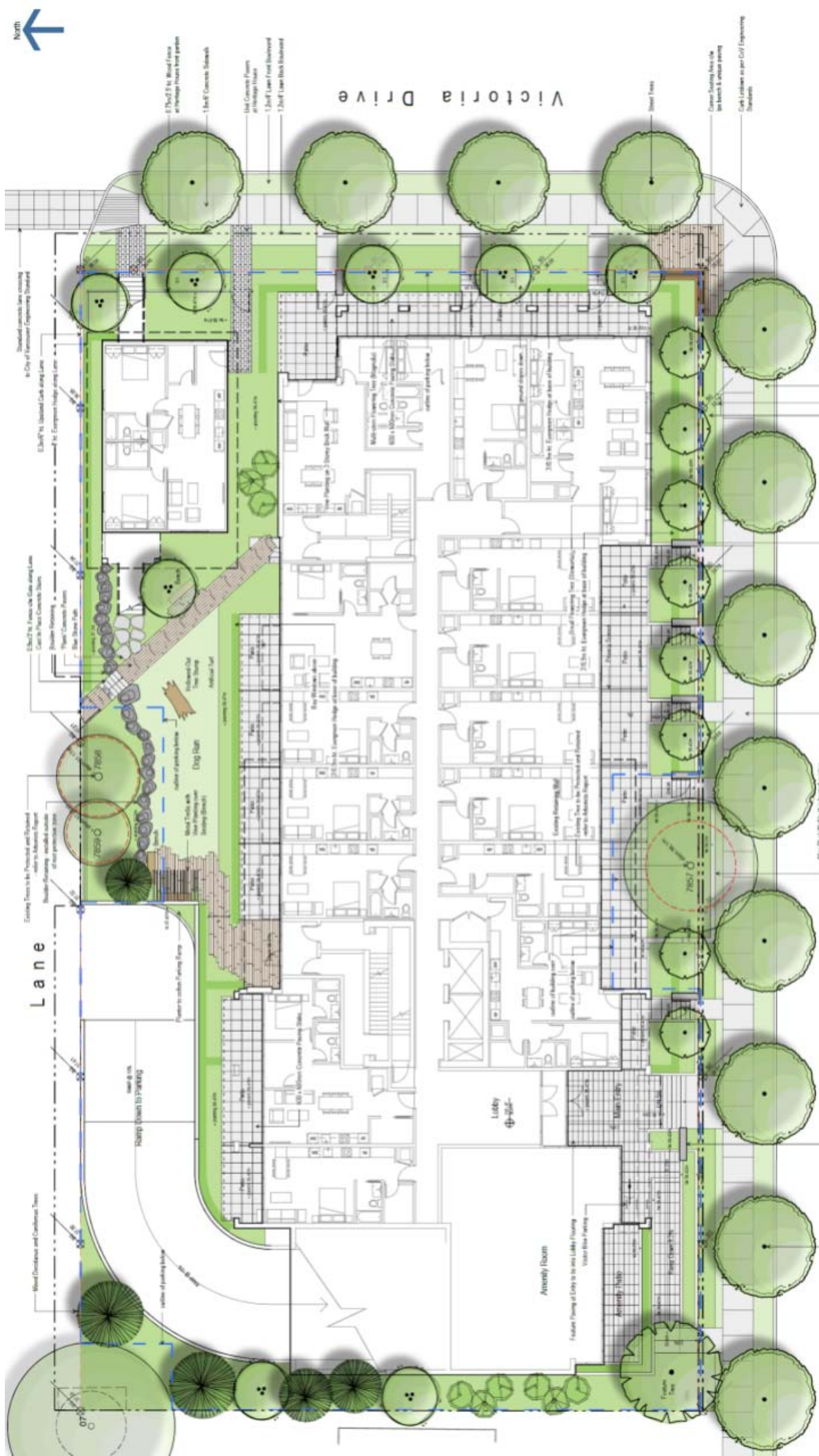
Art budget: \$207,454.50











Eastward

Eastward's architecture and landscape design work in concert to meet the project goals of creating a dynamic, convenient and family-friendly development that respects the existing neighbourhood context and integrates seamlessly into the developing urban cityscape of Kensington-Cedar Cottage.

Situated along the residential street of East 11th and the transit way of Victoria Drive, Eastward has been developed to create as a community, with considerations for each individual and their use of the space. The unique walkways between townhomes, and the green spaces created along the perimeter of the property as whole encourage residents to engage, connect and share in the unique landscape and garden space amenities provided by Eastward. Amenities that support the livability of the development's family units include garden plots, a quiet garden for tranquil reflection and contemplation, outdoor kitchens, cooking areas and children's play areas to encourage and celebrating a sense of community, and extensive vegetation and landscaping throughout the site.

Three trees have been designated for retention. Two of the retained trees are located at the rear of the building, adjacent to the lane. The third tree, a Douglas Fir is the most visible and is located around the halfway mark of the site fronting East 11th Avenue.

History

Eastward is situated on Vancouver's east side, in the Kensington Cedar Cottage neighbourhood a unique community that hosts two historic neighbourhoods: Cedar Cottage, located north of Kingsway to Broadway, between Clark and Knight Street and Nanaimo Street; and Kensington, located south of Kingsway to 41st Avenue, between Fraser and Nanaimo Streets. A vibrant, walkable and family-friendly area that benefits from major retail, service and movement corridors such as Commercial Drive and Kingsway, Kensington-Cedar Cottage is predominately residential; with some of the city's most notable parks and historic neighbourhood houses.

The area surrounding the Eastward project location has a unique history. The area remained unsettled until 1888, when pioneer and investor Arthur Wilson bought the 16 hectares of land. His substantial plot spanned from Cedar Cottage Nursery to the Knight and Westminster Highway. The area in and around Trout Lake was fertile, and within a few years, plots along and nearing the lake were purchased for farming. As the population grew, an interurban line, built to link Vancouver with New Westminster opened in 1891, which drove residential and commercial growth substantially. This transportation addition blossomed the region and by 1910, Kingsway and across the region was ripe with merchants and residents.

By the 1930s, Cedar Cottage was a burgeoning industry hub: Nanaimo Foundry, Bader's Biscuits, Marston's Sash and Door, Tait Pipe and Fletcher's meat, to name a few factories and mills existing in the area. Post WWII, Gladstone High School was built on what was once a dairy farm and remains a keystone in the community. Cedar Cottage was an active and engaged community, residents worked hard with City staff brought about a wide variety of improvements to the neighbourhood that are still used today. These included the city's first storefront library near Kingsway and Knight, the Trout Lake Community Centre, Brewers, Clark and Cedar Cottage Parks and beautification of Commercial Street.

Today, Kensington-Cedar Cottage is a vibrant and eclectic area, home to a diverse socio-economic and multi-ethnic community that contributes richly to the City's cultural vitality. Kensington-Cedar Cottage is committed to fostering initiatives based on values of inclusivity and accessibility for people of various incomes, ethnicities, orientations, ages and abilities. The neighbourhood prospers as a community known for its unique variety of housing, parks and green spaces as well as diverse locally owned shops, restaurants and services. The area also contains a thriving colony of artists, many of whom occupy residential live/work studios, as well as a number of elementary and secondary schools.

The public art opportunity at Eastward seeks to engage a wide range of audiences on a multitude of levels, playing an integral role in the exciting redevelopment of this growing area. Eastward will foster neighbourhood creativity, dialogue and pride, while enhancing community identity and supporting the viability and inclusivity of this transforming area.

Public Art Context

Public art has significantly contributed to the social fabric and unity of East Vancouver a whole. Our aim with Eastward is to create public work that not only plays an integral role in activating the public realm within this growing area and to become part of a growing collection of artworks for the entire East Vancouver region. The following pages provide a summary of existing selected public artworks in and around the Eastward site:

Public Realm

Situated in the dynamic and highly accessible neighbourhood of Kensington-Cedar Cottage, Eastward is envisioned as both a walkable, transit-oriented and family-friendly development focused on quality of life and proximity to amenities and a site for busy professionals to live with easy access to public transit. By fostering engaging and connective pedestrian zones, Eastward will provide a welcome addition for diverse community interaction, presenting itself as a key site for continued community integration as the area continues to create spaces and residents to house and support young families and professionals alike.

Alongside the bustling street activity created from Victoria Drive, a number of parks in the area create flexible, public spaces for leisure and gathering, including Trout Lake, Clark Park and MacSpadden Park. A centre for diverse community interaction, Trout Lake features a freshwater beach, areas for picnics and sports including baseball, softball, t-ball, basketball, tennis and soccer, as well as a dog off-leash area. Trout Lake also features a Community Centre with amenities including an arts studio, pottery studio, music room, performing arts studio, fitness space, indoor cycling, gym, ice rink, and outdoor festival plaza.

Clark Park is the oldest park in East Vancouver, and second only to Stanley Park in the City of Vancouver. Clark Park presents a variety of recreational outlets including tennis, basketball and soccer as well as a number of pedestrian paths and lookouts. Clark Park hosts some of the best vantage points to see the City as a whole, and its used by the community as a place of gathering and festivities over the summer months.

Brewers Park is a diverse green zone terraced into three areas. A playing field, tennis and basketball courts, and a grassy area with a playground and wading pool are separated by tree-lined walkways and stepped planting. Transit in the area is plentiful, with buses running directly along Victoria Drive and the Nanaimo SkyTrain station.

Designed to meet the needs of its diverse Kensington-Cedar Cottage Vancouver community, Eastward's public realm will provide a dynamic backdrop for everyday life. Encouraging engagement and interaction with the diverse community living and residing around the surround area, Eastward public art contribution will provide a site for community growth and cohesion.

Peek-a-Boo, 2013
Nancy Chew

Located at Porter Homes, (peek-a-boo) pays homage to the long history of the Cedar Cottage area as a residential neighbourhood, one of the villages of early Vancouver through an interactive work that is activated through walking. The interactive portraits, of youth at the Trout Lake Community centre speak to the next generation and continued growth of the neighbourhood.



Peaceable Kingdom, 2008

Tom Dean

Located at King Edward Village, Peaceable Kingdom is an elaborate 22-piece bronze installation, exploring notions of paradise through its sculptural gardens. Figures and animals entwined wrap together to create multiple narratives and connotations between animal, human and story.



Monument to East Vancouver, 2010
Ken Lum

Developed for the 2010 Olympics, *Monument for East Vancouver* a light-based work was developed out of several explorations into graffiti and symbolism within East Vancouver. Derived from graffiti drawings across the region, the work reflects a new expression, that of hope and defiance, pointing to a new path, and a brighter future for the area.



Rain, 2018
Khan Lee

Located along East 11th Ave at The Duke, *Rain* is a recent public artwork that creates a dynamic impact on the East 11th Ave skyline with its vibrant red presence. *Rain* was developed as an intervention and reminder of the contributions each individual makes to the urban landscape



Community Walls/Community Voices, 2003

Richard Tetrault

Located along Clark Park on Commercial Drive between 14th and 18th Avenues, Community Walls reflects a choir of voices through abstraction and a bright palette of colours. The mosaic was created to reflect the multicultural community of Kensington Cedar Cottage and Trout Lake. Inspired by fragments of china found in the garden of the backyard, the mosaic points to both past and future for the community.



Leaf Bench I & II, 1997

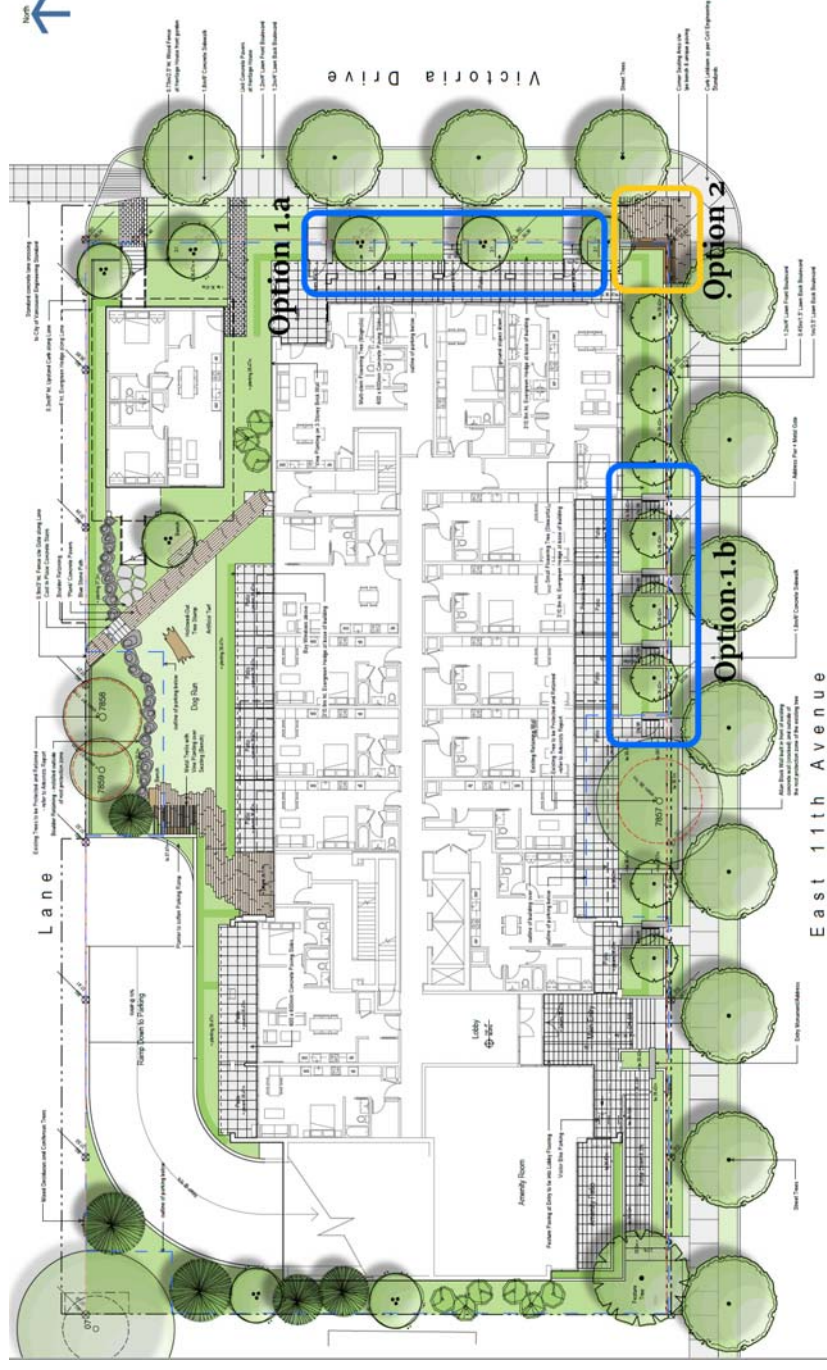
Douglas Senft

Located along the Prince Albert Greenway, these benches were developed to reflect the natural beauty of the leaves surrounding the path. These benches were created as a site for the public to gather, contemplate and enjoy the natural beauty of the greenway.



Public Art Opportunities

There are three identified potential sites with one preferred site for public art. These sites are reviewed along with the suggested site for public art for Eastward.





Location 1.a

Location 2

Location 1.b.

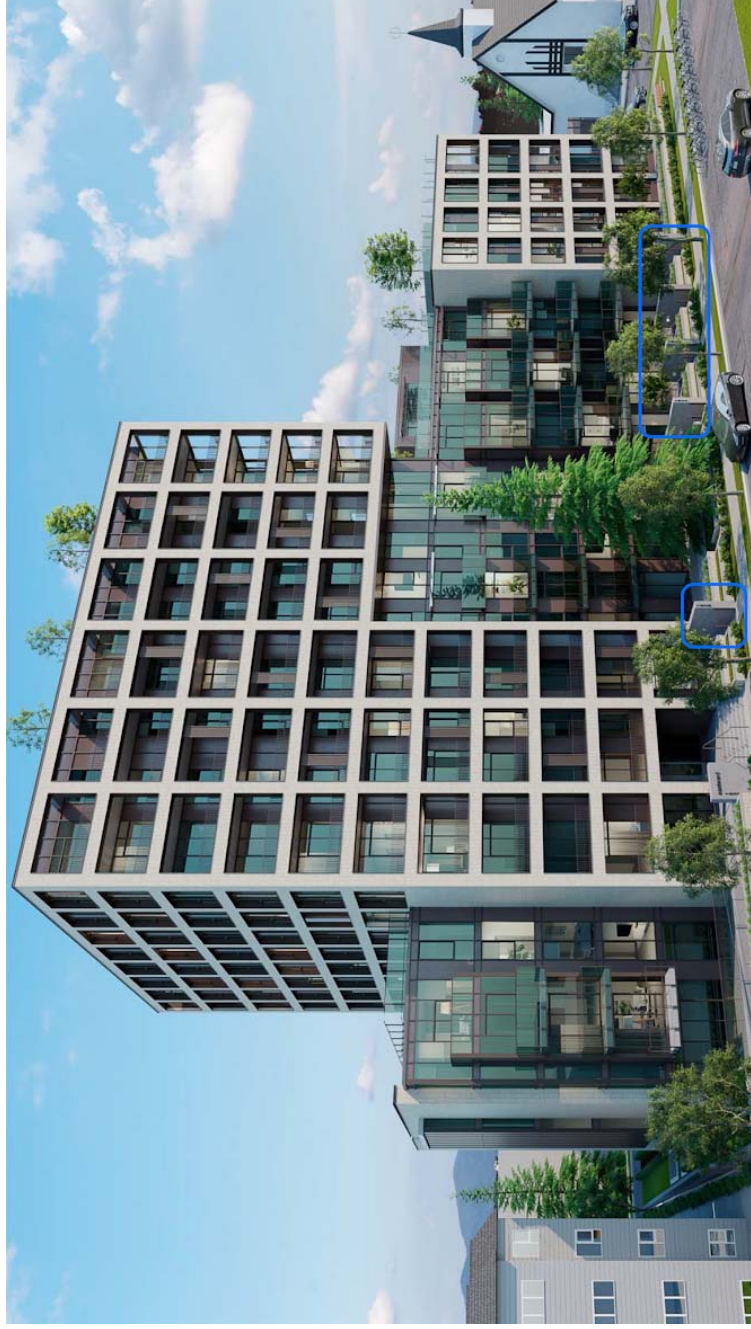
Location 1a

The ground level units that line the lower level of Eastward provide a potential site for public artwork. These public facing entry points into the building face pedestrian and traffic roadways and providing exposure to the public. As seen in the aerial shot of the development, these townhomes cover the corner of Victoria over onto East 11th Ave. These townhomes offer some areas for public art but are constricted in the type of work that the site can host as well as its size.



Location 1b

Location B frames the main entry-point into Eastward. Surrounding this space and integrated within Location B are significant Fir trees whose care and consideration is at the forefront of this segment of the space. Limiting in the type of work that can be integrated with this area, as well as the type of work that can support, yet remain in balance with the ecology of this area, limits its use for public art. This site limits the creative as well as structural space available for a public artwork.



Location 2

Location 2 is the corner site between East 11th Avenue and Victoria Drive, and is the largest site for public use within Eastward. Its unique corner site allows for pedestrian interaction, and its relatively larger site size gives more artistic freedom to artist for the site.



Proposed Public Art Opportunities

Intracorp is committed to providing a unique public art component to Eastward. After examination of all areas of the public arena two key sites were developed as potential areas for public art. Both sites will be presented in an open call for regional artists to present submissions for the sites.



Proposed Public Art Opportunities

Location One: Frontage Points

Following discussions with the project design team, the proposed location for the public art opportunity has been identified as eight unique frontages along the front of East 11th Ave and Victoria Drive. These frontage line a pedestrian-friendly sidewalk and are found next to the residential green space area located in the gated residential area, directly parallel to East 11th Ave. Artists will have the opportunity to provide work for one or both sides of the concrete frontages.

The public art opportunity allows for a sequence or series of related artworks with an integrated approach, working in concert with the proposed landscape and hardscape features of the frontage, allowing for a diverse pool of artists from a variety of mediums to be considered. The artist selected early in the development process will have an opportunity to become an integral member of the design team and work with the landscape architect to integrate art into the landscape features.

The public art for Eastward will be carefully considered, in keeping with the vision of the development, and existing community contexts. Contributing to the city's existing cultural fabric, Intracorp aims to host an enduring artwork that speaks to diverse audiences, inviting engagement and dialogue on a multitude of levels while celebrating and enhancing local culture and community.



Proposed Public Art Opportunities

Location Two: 11th Avenue and Victoria Dr Corner

Following discussions with the project design team, the proposed location for the public art opportunity has been identified as the green space on private property at the corner of East 11th Ave and Victoria Drive. This pedestrian-friendly greenspace backs onto the residential green space area located in the gated residential area, directly parallel to East 11th Ave.

The public artwork will enjoy visibility and engagement by all travelling along Victoria Drive and East 11th Avenue. In addition, the residents and visitors of the townhomes and nearby homes will enjoy sightlines and use of the public artwork bringing cultural vibrancy and visual interest for a diverse array of users. Offering connectivity and engagement for the community, the public art at this site location will contribute to the experience and enjoyment of the public realm.

The public art opportunity allows for a sequence or series of related artworks with an integrated approach, working in concert with the proposed landscape and hardscape features of the greenspace area including (but not limited to) the benches, seating areas and areas for convening. The artist selected early in the development process will have an opportunity to become an integral member of the design team and work with the landscape architect to integrate art into the landscape features.

The public art for Eastward will be carefully considered, in keeping with the vision of the development, and existing community contexts. Contributing to the city's existing cultural fabric, Intracorp aims to host an enduring artwork that speaks to diverse audiences, inviting engagement and dialogue on a multitude of levels while celebrating and enhancing local culture and community.

While some of the precedent images illustrate public art works that serve as a seating feature, **this is not a requirement**. Artists are welcome to develop concepts that do not function as seating.



Other Public Art Opportunities

Intracorp worked directly with Expanded Field to exhaustively explore diverse public art options. Given the budget, a number of site considerations were unable to move forward. The note explored option during this phase as an integrated public art component utilizing metal detailing as a site for a public art component across the east and north sides of the building. However, the scope and size of the public art budget did not meet 30% of the necessary budget to explore this option.

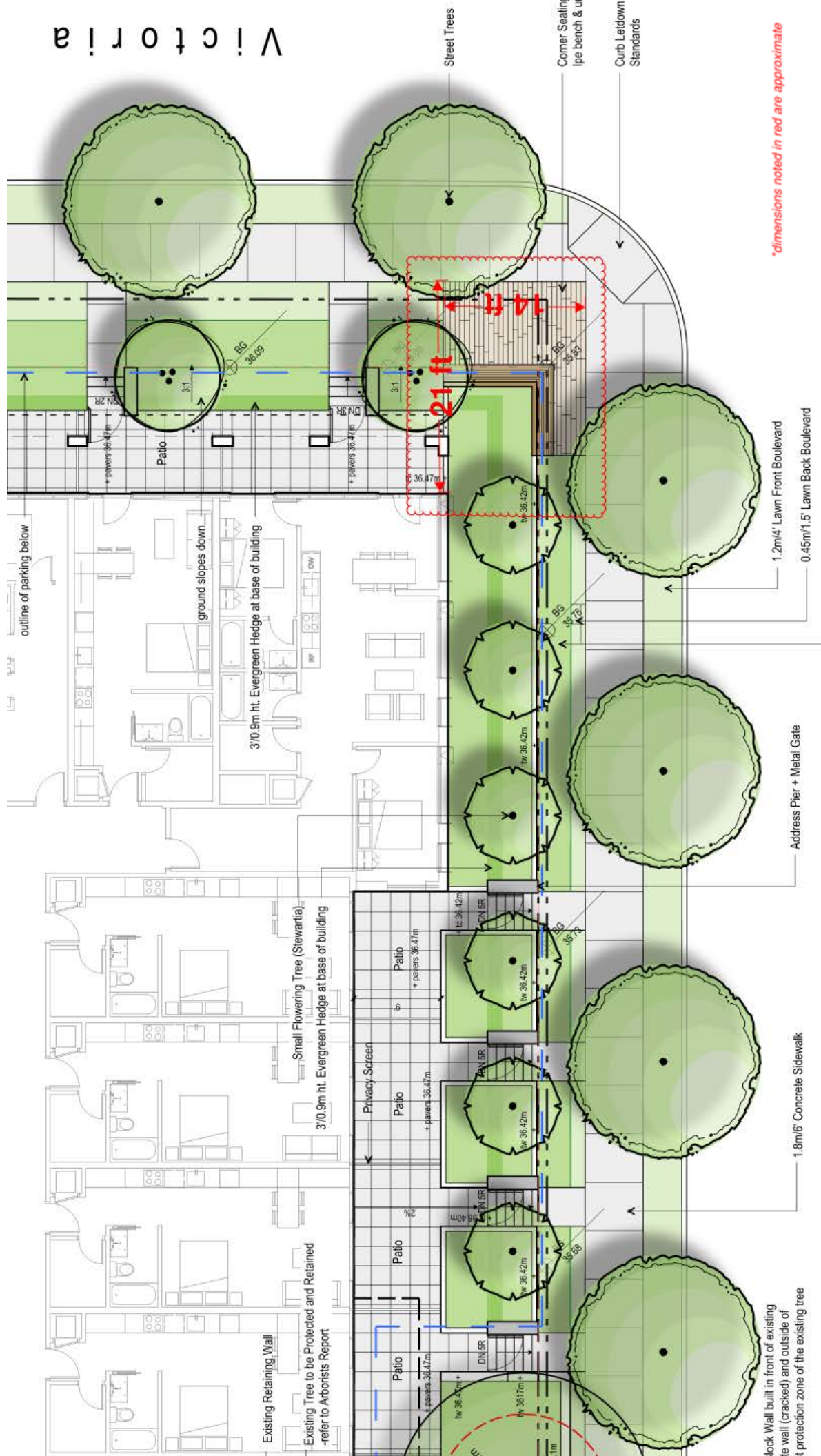
The original site for public art was on the eastern side of the front entryway of the building. This site approximately 6' by 6' was to host a large, welcoming monumental artwork. This site, its location and size made it an optimal site for public art. In the fall of 2018, the CoV determined an existing tree on the site as one to converse and showcase within the new development. After a number of site visits, it became clear the only viable site for the movement and successful replanting of the tree was our intended public art site.

The suggested public art sites are suggestions for the artist, providing the most space and least amount of limitations. Artists in the open call are welcome to suggest other opportunities as they see fit during the second stage of our open call. There is no complete concept or idea that is ideal for this site. The stakeholders are open and welcoming to diverse ideas from artists and artistic teams. Any examples given in this proposal should be understood as just examples, but do not limit proposals or steer them in any way.

Artists are encouraged to be cognizant of the City of Vancouver's Public Art Policy for Rezoned Developments. Specifically, the policy states "artworks must be located in areas offering the public a free and unobstructed experience of the work, in areas providing the greatest opportunities for public interaction."

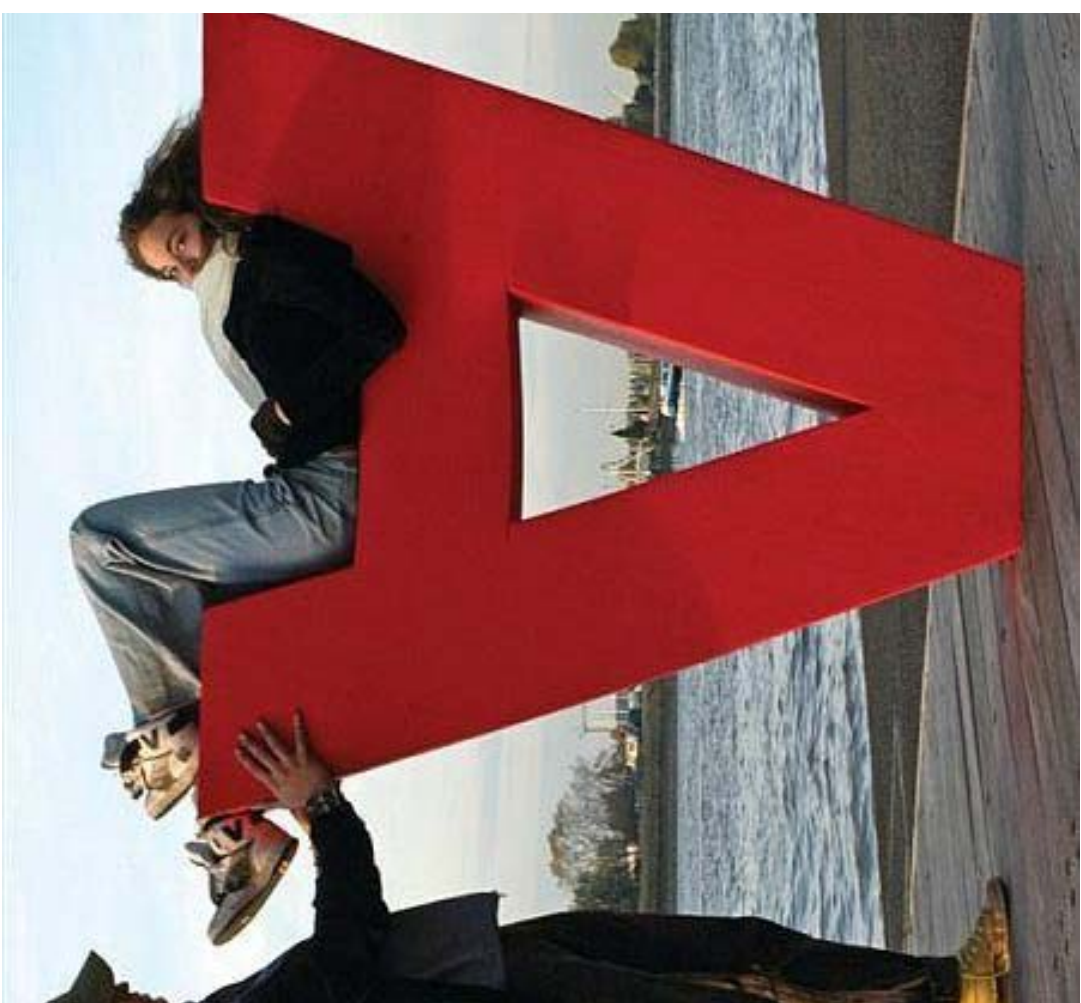
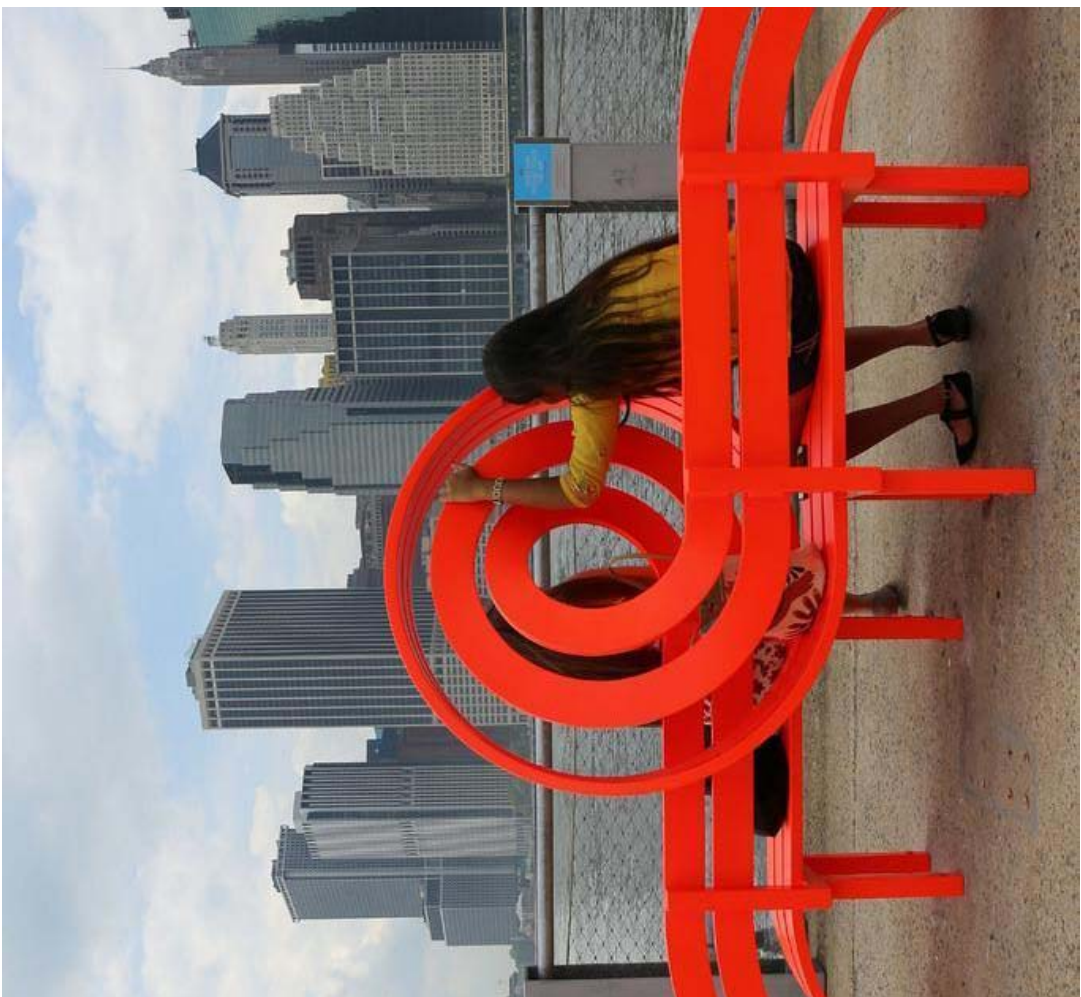
Artists are also asked to avoid any proposals that would include an alteration to the form and character of the heritage house.

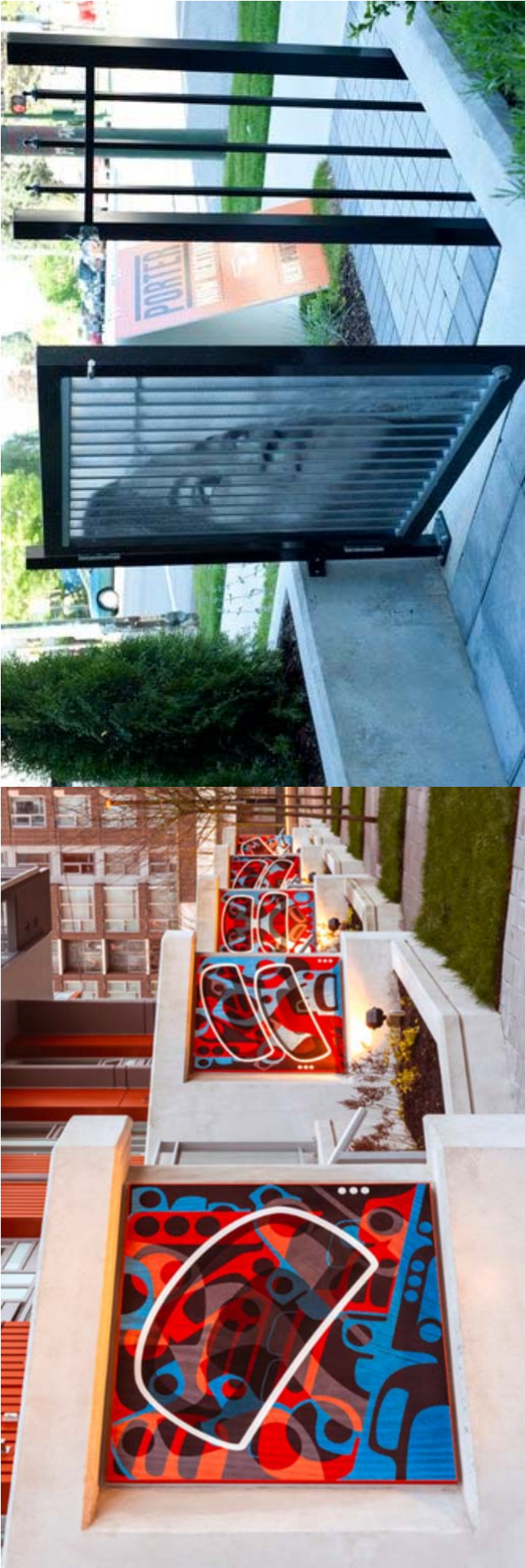




*dimensions noted in red are approximate

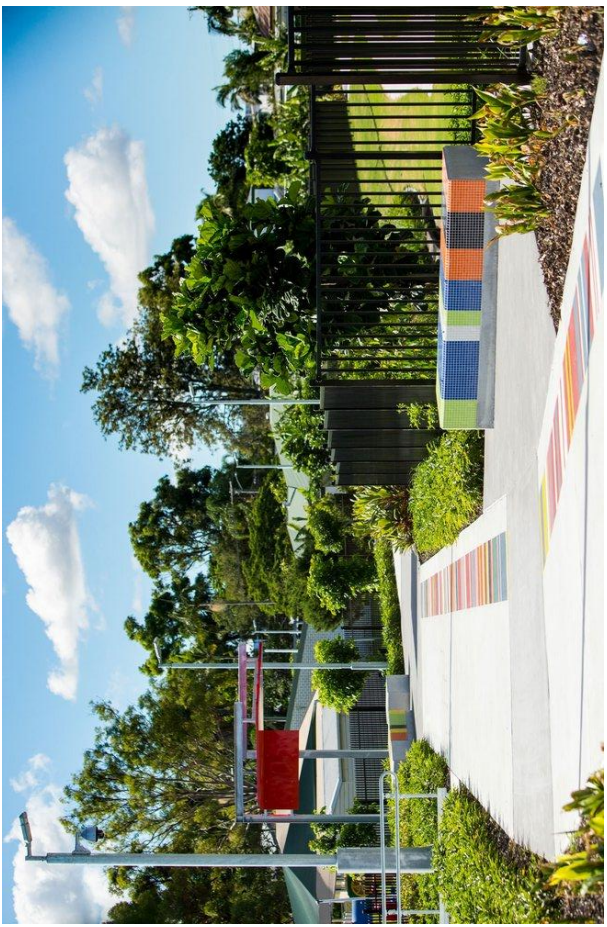
Precedent Images

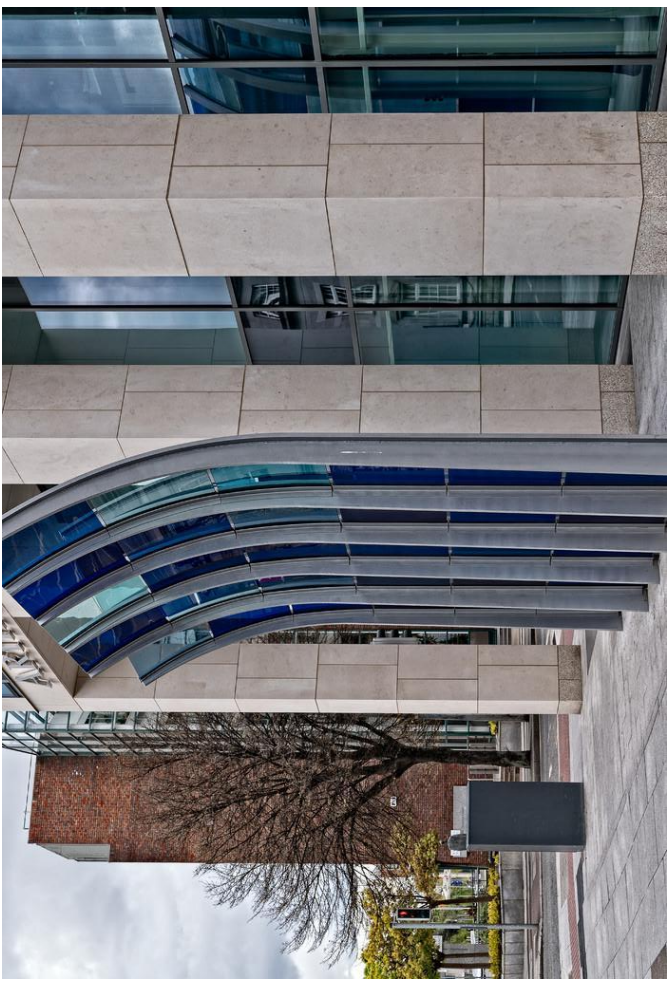














Selection Process

Expanded Field proposes an open call approach to artist selection, in which the selection panel and Expanded Field will create and disseminate an open call to all regional artists. This call will be a call for applicants, where artists and artistic teams provide biographies and a general statement of interest for the project. The selection panel will review the submitted applications and discuss their suitability for the public art opportunity at Eastward.

Shortlist: Five 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: An artistic team and project will be given a full interview and project proposal review with the selection panel 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.

Selection Panel:

- Meredith Preuss, Independent Curator
- Lee Plested, Freelance Curator, UWW Art History Professor
- Angela Grossmann, Artist
- Intracorp Representative
- Perkins + Will Representative

Eligibility Criteria (for shortlist)

- Appropriate for public space: the submission may reflect a broad range of imagery and styles appropriate for a public place. Imagery including artwork with religious and sexually explicit content is ineligible.
- Artistic excellence: the submission must represent the artist's own original work. The submission must reflect professional quality of craftsmanship, mastery of skills and techniques, and/or communication of a unique vision or perspective.
- Professional experience: consideration will be given to applicants' professional practice and experience including education or training as an artist, exhibition record, previous commissions, participation in artist-in-residency programs, and other professional activities

Budget

The total Public Art Budget for the Eastward development project adheres to the City of Vancouver Public Art Policy, calculated as \$1.98 x each square foot contributing to the FSR calculation. A total Public Art Budget of **\$207,454.50** is based on the eligible project development. See calculations below:

The amount designated for the artwork is **\$153,239.96** and includes the insurance, artist fee, artwork fabrication, engineering certificates, construction coordination, site preparation, delivery, installation, storage if necessary and lighting. The Artist selected will be responsible for a minimum \$2,000,000.00 public liability insurance policy.

Please note all cost savings or unused funds remaining from the administration portion and developer's contingency of the budget will be put towards the artwork.

A detailed budget is provided as a separate attachment.