

PUBLIC ART CALL FOR EXPRESSIONS OF INTEREST

SUBMISSION DEADLINE: MAY 26TH, 2017

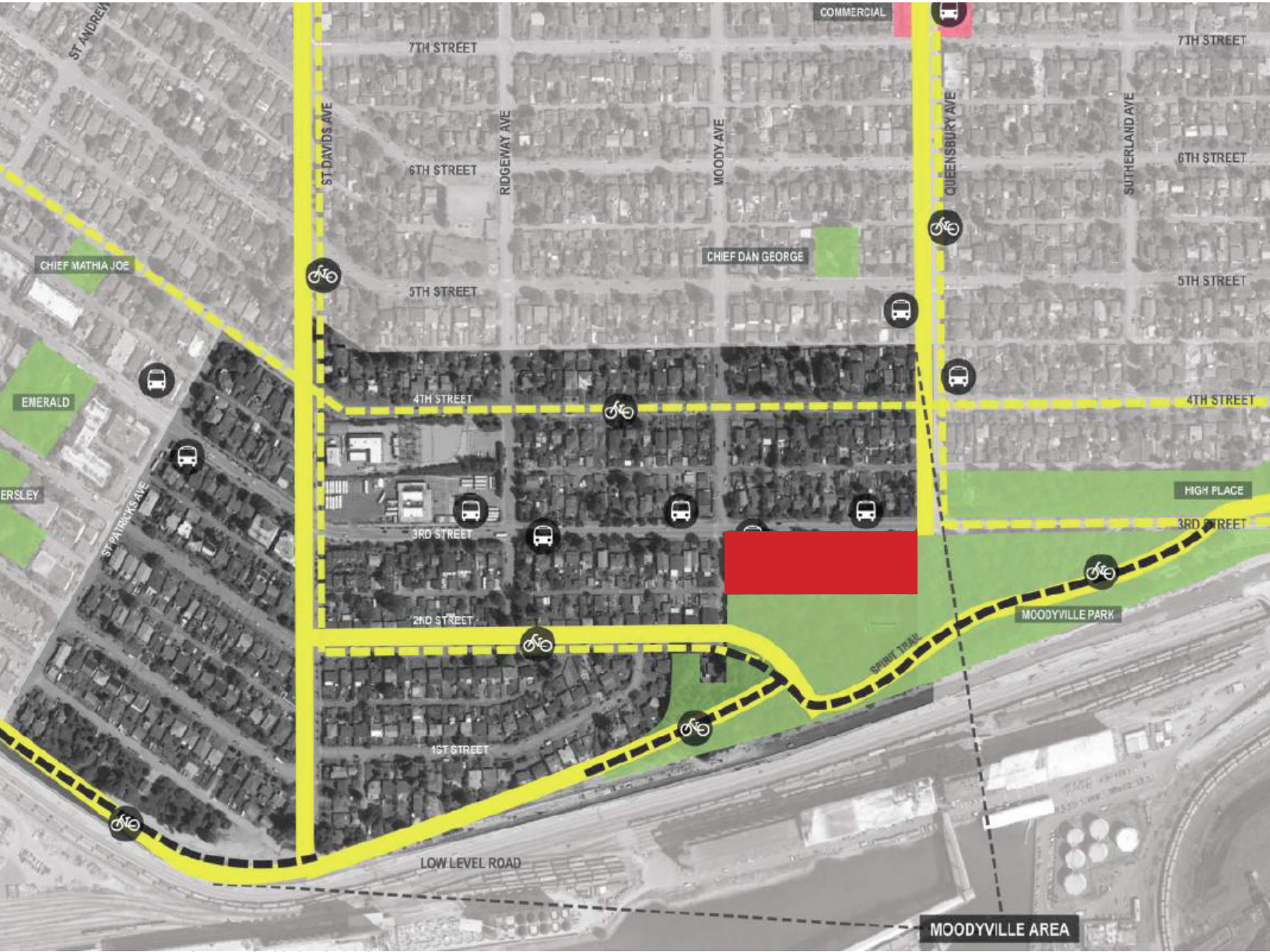


**Green on Queensbury by Qualex - Landmark
700 Block, East 3rd Street, City of North Vancouver**

QUALEX-LANDMARK™

BALLARD FINE ART
PRIVATE ART ACQUISITION & ADVISORY

CONTEXT PLAN



Green on Queensbury site highlighted in red

PROJECT DESCRIPTION

The Green on Queensbury project is a multi-family residential development located in the heart of Moodyville. Uniquely situated nestled adjacent to the reimagined Moodyville Park, the project consists of three buildings which total 172,891 sq. ft. and an FSR of 1.8. The three building's combined unit count of 164 is divided approximately in thirds between the buildings, and is currently composed of 27 two-story, three-bedroom townhomes; eight three-bedroom apartments; 74 two-bedroom apartments; and 55 one-bedroom units.

Green on Queensbury is inspired by the master planned enhancement of Moodyville Park, envisioned as a "natural setting with opportunities for play, discovery and art throughout" (City of North Vancouver, 2016). The expansive public greenspace, composed of picturesque garden vistas, natural children's play areas, multi-use connecting trails, and specialized activity areas to promote both tranquil and social moments, will greatly enhance the Moodyville community. Prioritizing community involvement, environmental awareness, and Moodyville's dynamic history, the new vision for Moodyville Park supports the park and outdoor recreational needs of the Lower Lonsdale and Moodyville community. Green on Queensbury, and the adjacent Moodyville Park, will foster community connectivity and provide a retreat that feels miles away from the busy city hum.



View of Green on Queensbury from the west



Elevation of Green on Queensbury

With the new Moodyville 2015 design guidelines and zoning categories for townhomes, row houses, apartment buildings and live-work spaces, the area is expecting approximately 3000 new residents in the coming years. The design of Green on Queensbury responds to the Moodyville Development Permit Guidelines which prioritize: contribution to Moodyville identity, creation of neighbourly streetscapes, advanced sustainability, improvement of mobility and promoting housing diversity. The composition of the three buildings draws from the uniqueness of the site location on the master planned Moodyville park, emphasizing a walkable community with clear access to the expansive public greenspace.

Bounded by the east and west buildings, the central development strikes a more formal arrangement. Set back to establish a green forecourt from 3rd Street, its design is reminiscent of more historical constructions with a pitched roof and strong corners. The east and west buildings are asymmetrical and contemporary with flat roofs, corner balconies, and transparent lobbies. This complementary composition of timeless and contemporary is continued with white painted brick next to dark metal framings around the townhomes. Cedar siding around the balconies and entrances unify the two design approaches with a warm, distinctly west coast vocabulary.



LANDSCAPE PLAN



PUBLIC REALM

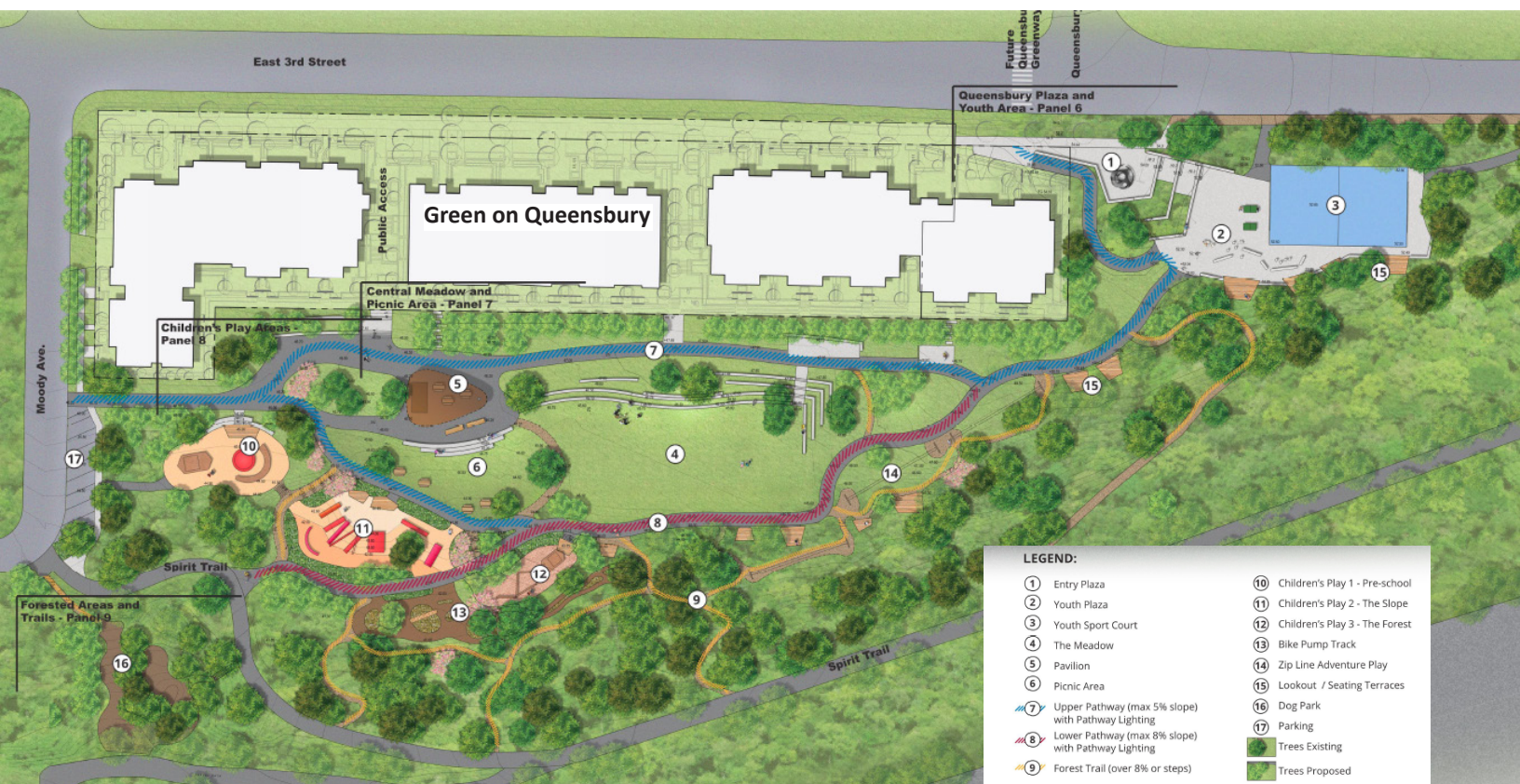


Spirit Trail which passes through Moodyville Park

Green on Queensbury is envisioned to be a vibrant and dynamic park-side community. Positioned to strike a seamless balance between well-connected urban living and on-your-doorstep greenspace, Green on Queensbury is a distinctly west coast development. With frontages that activate the street and surrounding area, Green on Queensbury will create a welcoming public realm for this up-and-coming community. In the 2014 Official Community Plan, the City of North Vancouver's vision is "to be a vibrant, diverse, and highly livable community". The proposed park, along with the adjacent Green on Queensbury development, addresses these goals by prioritizing quality of life and closeness to nature. The two complimenting projects will help in creating a more livable, human-scale and social Moodyville neighbourhood



Precedent Images Left to right: Biking park trails, Road fronting a park with people walking



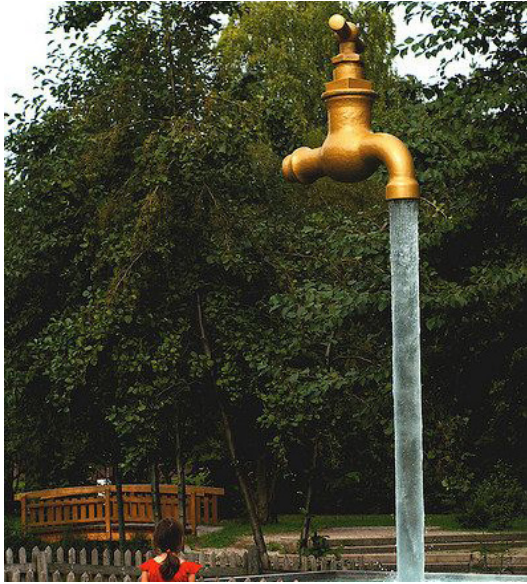
Moodyville Park draft concept plan

Conceptually developed by the Moodyville Park Master Plan Task Force, along with extensive input from the community, the newly imagined Moodyville Park is central to the Green on Queensbury's public realm. Located directly south of the development and stretching down to the Low-Level Road, the Park is planned as the preeminent community greenspace for the Moodyville Area. A catalyst for vital neighbourhood interaction, the park will function as a key point of public gathering for residents and visitors of all ages. With walking and biking connections including the Ravine Trail, future Queensbury Greenway, and the Spirit Trail which will link Deep Cove to Horseshoe Bay, Moodyville Park is a thoughtful and connective zone, revitalizing this previously underused park area.

The proposed park design uses natural materials to highlight the intrinsic beauty of the neighbourhood. The park includes several children's play areas with a range of themes including an adventure area, a youth plaza and sport court near the main park entrance. Intricate design features such as terraced seating, covered and open picnic areas, a viewpoint lookout over the harbour and secluded contemplative zones allow for individual experiences as well as public social interaction. Active plaza spaces, bike parking and a dog park encourage community activity and neighbourly connection.

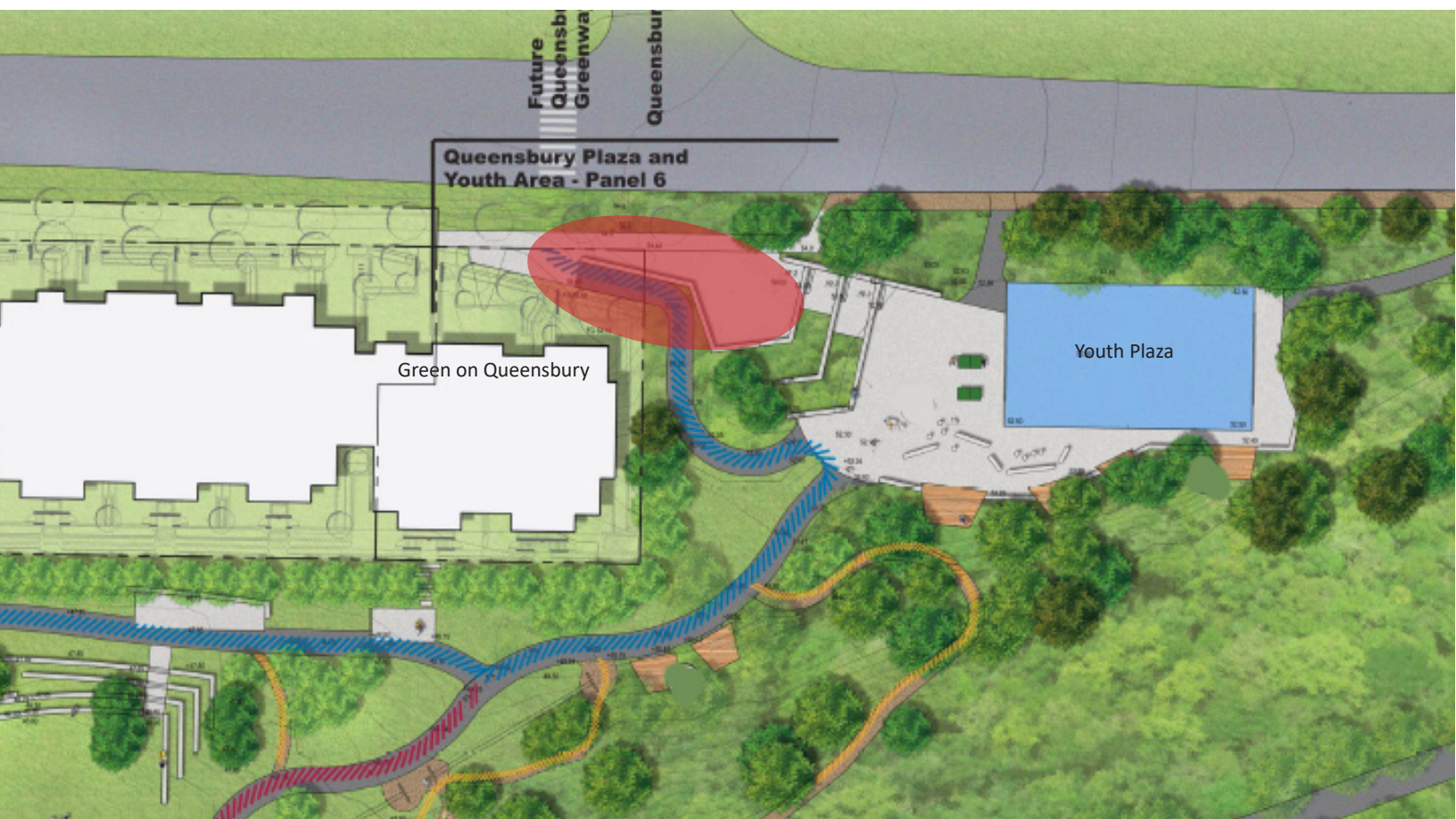
The park areas will be linked through a network of paved and natural trails, with information and wayfinding facilities centrally located for convenience. In line with the Moodyville community's environmental values, the park may also include an Environmental Restoration and Stewardship Program.

PRECEDENT IMAGES



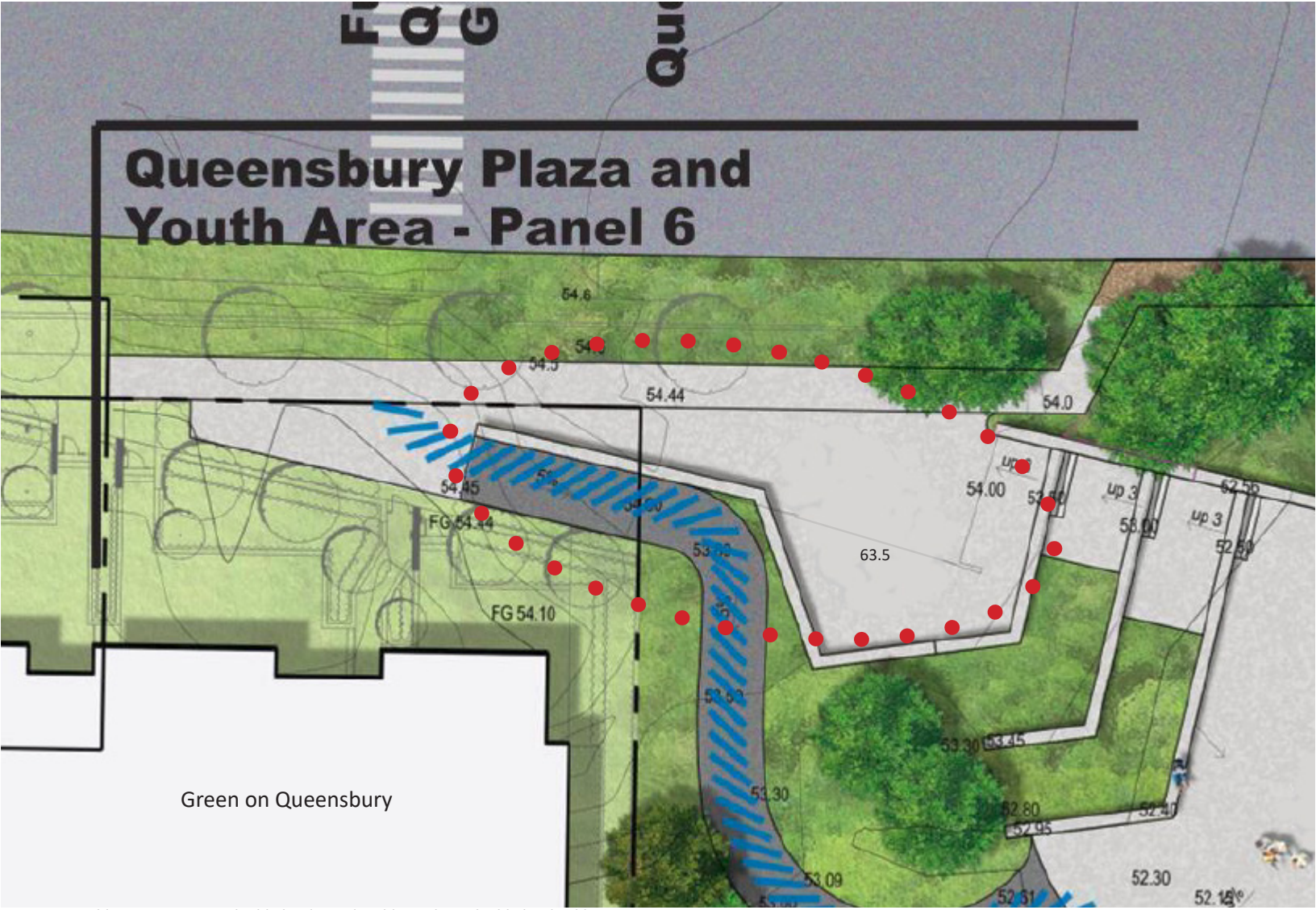
PUBLIC ART OPPORTUNITY

Following thorough site analysis and discussions with the Green on Queensbury design team and the City of North Vancouver, the site location for the public art opportunity has been identified as the plaza on 3rd Street at the Moodyville Park's primary entrance. Located between Green on Queensbury's east building and the park's youth activity area, this site maximizes the public artwork's accessibility. The plaza is a connective zone between the Green on Queensbury development and Moodyville Park, creating a seamlessly integrated public realm. Uniting Moodyville park, 3rd Street and the greenway running along Queensbury, the plaza will be a significant social gathering place for the neighbourhood.



The entrance way to the newly re-imagined Moodyville Park offers a unique opportunity for viewer engagement, providing a marker for pedestrians and passing commuter traffic at the perpendicular intersect of Queensbury and 3rd Street, as well as a landmark for the community. A stop light and a pedestrian crosswalk is located at this intersection, giving passersby pause in their daily commute to engage with the artwork. High visibility of the artwork will contribute to the visual interest and experience of both the park and Green on Queensbury. To further accentuate the plaza and public art, the most easterly portion of Green on Queensbury has been stepped back from 3rd Street to increase visibility through the entrance of the park. The public art at this site location will make a significant contribution to the cultural vibrancy of this up-and-coming neighbourhood.

The public art in the plaza allows for a range in 3-dimensional possibilities. With way-finding elements, the public art in the plaza will possess unique place-making qualities, contributing to the distinctive energy and function of the burgeoning Moodyville area. The artwork will engage a diverse audience, including young people utilizing the youth area close to the plaza entrance, cyclists and pedestrians exploring the assorted trails and pathways of Moodyville park. Accommodating both quiet and bustling moments, the public art opportunity in the entrance plaza to Moodyville Park will support the flow and integration between the sequence of public space, activating and energizing this newly imagined neighbourhood.



Theme

The architecture, landscape design and natural environment of the Moodyville Park setting invites artistic expression. The chosen artist will be given as much creative license as possible to develop a theme that reflects the Moodyville neighbourhood context and history while respecting the site and its use. Artists will be encouraged to conduct their own research of the Moodyville community in developing a proposal for an artwork that will have significance and layered meaning supporting longevity.



Crosswalk across 3rd Avenue on Queensbury, towards future public art opportunity

DETAILS & REQUIREMENTS

Budget

The amount designated for the artwork is **\$67,450** and includes the artist fee, fabrication, storage (if necessary), delivery, installation, artwork consultant fees, engineering certificates, construction coordination and site preparation, permits, lighting and insurance, plus all applicable taxes. The artist selected will be responsible for a general public liability insurance policy, and \$5,000,000 in liability insurance while working on public land.

Selection Process

The selection process will be a two stage open call with a selection panel. The open call will involve an Expression of Interest (EOI) submission by artists or artist teams. The selection panel will meet to review the EOI submissions and determine a short-list of 3 artists to develop concept proposals for the public art opportunity. The short-listed artists will be paid an honorarium for this work. Following development and presentation of the concept proposals, the selection panel will review and recommend a final artist/artist team for selection.

The Expression of Interest Requirements - Digital Format Only

- i) Cover letter briefly outlining the artistic approach to the site and public art opportunity (max 1 page)
- ii) Current CV
- iii) Maximum of 10 digital images of past work (JPEG, 300KB)
- iv) Annotated image list of past work including: title, medium, date, dimensions, budget and corresponding image number and brief description of the artwork (30 word max)
- vi) Two references that can speak to your artistic abilities, skills and accomplishments
- v) Complete artist contact information

Please note: Incomplete submissions will not be accepted.

Timeline

Post Circulated	April 26th 2017
<u>Submissions Due</u>	<u>May 26th 2017</u>
Selection Process Review and Short-listing	May 2017
<u>Artist Proposal Presentations</u>	<u>July/August 2017</u>
Final Artist Selection	August 2017
Artist Contract	September 2017

All questions and submissions are to be emailed to:

Tara Gallagher Harris | Ballard Fine Art Ltd.

O. 604 922 6843 | E. tara@ballardfineart.com