



PUBLIC CALL TO ARTISTS  
GROSVENOR EDGEMONT  
NORTH VANCOUVER, BC

## PUBLIC ART OPPORTUNITY

Grosvenor Edgemont in partnership with the District of North Vancouver, invites expressions of interest from artists or artist teams to design a site specific art installation at the gateway corner of Edgemont-Ridgewood leading into the community of Edgemont Village. The project will also invite the commissioned artist or artist team to collaborate on possible concepts for creative expressions at other site locations including the site signage at the gateway corner; and treatment for the public spaces at Edgemont and Connaught and Ayr Avenue and Connaught Crescent. These opportunities are open to professional artists and professional artist teams that demonstrate the following:

- Ability to meet the creative, eligibility and performance criteria; and
- Ability to demonstrate the skills necessary to successfully manage all phases of the public art implementation from concept and design to installation coordination with the project consultant team, project contractor and project installation contractor.

## BACKGROUND

### The Proposed Development

Grosvenor Edgemont will be a low density residential and commercial development on a two-acre-plus site at the western gateway to Edgemont Village, currently the location of the community's main grocery store. The project offers increased housing options for all generations, additional commercial opportunities for small businesses, restaurateurs and merchants, including enhanced space for a favourite local grocery store, triple the currently available parking and new areas for social engagement. The application is anticipated to go to Fourth Reading by Fall 2015.

Located at the foot of the North Shore Mountains, the property is bounded by Edgemont Boulevard, Ridgewood Drive, Connaught Crescent and Ayr Avenue and marks a significant entry point for this truly unique community, renowned for its eclectic commercial core and vibrant society. The neighbourhood includes Capilano Highlands, Delbrook, Pemberton Heights and the residential streets surrounding the Village.





## The Village

Residential development first began in this community in the late 1930s, following the completion of the Lions Gate Bridge, and particularly flourished from the 1940s to 1960s. Mid-century “West Coast” style architecture was popular, with many residences designed by local architects like Fred Hollingsworth, Arthur Erickson, Ron Thom and Ned Pratt. These small-scale post and beam residences featured open plans, used local materials, sought to maximize sunlight and integrate the outdoors with interiors. The natural environment was an inspirational influence on local design, and played an integral part in the recreational lifestyle of the community.

It was an exciting, optimistic period, with young families settling into this beautiful suburb seeking a fresh start after the war. The baby boom was underway, an international space race launched, and cultural earthquakes resulted in Modern Abstraction, The Beatles and commercial television. Decades later, the Village and its surrounding neighbourhoods have matured into a lively hub. The community founders are now its senior citizens, with many of their own adult children staying to raise their families and foster the Village’s social fabric. People greet one another by name here whether in the shops or on the street. It is a spirited place that emanates warmth, social conscientiousness, a love of the environment and resolute optimism.



Edgemont Village, c. 1950



Early Days



Top left to right: Baby-boom of 1950's-60's; Skiing on local Hollyburn Mountain c. 1950's  
Bottom: Advent of Commercial Television and Family Viewing



Cultural Shifts



Top Left to Right: B.C. Binning, *Sea People & Signal Tower*, 1952; The Beatles, c. 1964;  
Bottom: Alexander Calder, *.125*, 1957, John F. Kennedy Airport, NYC, NY

Architecture & Design



Top: Fred Hollingsworth, Moon Residence, 1950, 2576 Edgemont Blvd., North Vancouver BC

Middle: B.C Binning, Chair, c.1949

Bottom: B.C. Binning, Mosaic, 1956, Exterior and Interior Views of the Former B.C. Hydro Building, Vancouver, B.C.



## Edgemont Village Today



Community life in the Village is vibrant.



View from the "Four Corners" towards the North Shore Mountains

## ARCHITECTURE

The design, by Rositch Hemphill Architects, respects the aesthetic traditions and ambience of Edgemont Village, embracing West Coast materials and form, to preserve the views and texture of this unique place. The architecture is clean, yet varied, and features building materials that harmonize with existing, eclectic design within the community. As a mixed-use development, the structure will feather the commercial activity of the village's core to the surrounding single family residences. Home and commerce are blended, and new public gathering spaces created.

Grosvenor Edgemont will include a grocery store, addition of a few, key merchants to enhance the village shopping experience and 83 new apartments and town homes. It will meet the latest green-building standards through an architectural design that reflects the District of North Vancouver's goal to be the leader in sustainability.

The corner of Edgemont Boulevard and Ridgewood Drive is a major community gateway that will feature an outdoor public plaza with a restaurant and public integrated seating, providing people with a comfortable place to relax. The grocery store's entry will be at the corner of Edgemont Boulevard and Connaught Crescent. At the centre of the crescent will be the main entrance for the apartments. The Edgemont Boulevard, Ridgewood Drive and Connaught Crescent frontages will all be improved with new road widths, curbs, sidewalks, corner bulges and boulevard planting to support the importance of walkability and accessibility for all members of the community. Creative paver and lighting treatments may be featured at the two corner plazas of Connaught Crescent. In keeping with community tradition, Grosvenor will incorporate the characteristic "Red Pole" street lighting of the commercial core along Edgemont Boulevard, Connaught Crescent and Ayr Avenue. Street lighting for the residential corridor of Ridgewood Drive will be coordinated with the District.



Rendering of Corner at Edgemont Boulevard and Ridgewood Drive





Aerial view of Edgemont Boulevard and Connaught Crescent

The two corner plazas of Connaught Crescent may be treated creatively with special pavers and lighting. Detailed plaza designs are in process (not shown).



Edgemont Boulevard Elevation

## LANDSCAPE ARCHITECTURE

The landscape architecture designed by PFS Studio will reinforce an urban edge character along Edgemont Boulevard and Connaught Crescent to respond to the more commercial nature of this frontage with street tree plantings separating the pedestrian sidewalk from the vehicular traffic. There will be some terrace planting, using primarily native species, on the upper level above the main building level. At least one feature tree will be retained and incorporated into the final design of the public gateway.

The landscape design will take on a more residential character along the townhouses on Ridgewood Drive.



Landscape Plan



## THE PUBLIC ART PROJECT

The proposed location for an art installation is at the Gateway Corner of Edgemont-Ridgewood. In addition, the winning artist or artist team will be invited to collaborate with the architectural and landscape architectural teams on the development of concepts for other locations at the site as outlined below. The full project entails:

### A. Major Public Art Installation: The Gateway Corner of Edgemont—Ridgewood

Submissions are to focus on concepts for the main public plaza situated on the Edgemont – Ridgewood corner.

### B. Collaborative concept development for other site locations including:

1. The conceptual treatment of the signage to be featured at the Gateway Corner of Edgemont-Ridgewood; and/or
2. Concepts for the creative treatment of the public plaza corners at both Edgemont Boulevard and Connaught Crescent, and Ayr Avenue and Connaught Crescent.

The majority of the public art budget is designated towards the art installation at the public plaza of the Gateway Corner at Edgemont-Ridgewood, and an artist's fee is designated towards the collaborative portion of work in developing creative concepts for the locations as noted in point "B" above. (Further discussion of the budget assignments follow in the Public Art Considerations section.)

Three key audiences that will engage with the public artwork include:

- The residents of the development and surrounding neighbourhood; and
- Local merchants and business owners; and
- Passersby, whether on foot, bicycle or in a vehicle.



Left: Leandro Erlich, *Dalston House*, 2013, London, UK; Centre: Thomas Heatherwick, *Spun*, 2010, London, UK; Right: Studio Weave, *The Longest Bench*, 2010, W. Sussex, U.K.

## PUBLIC ART CONSIDERATIONS

### A. Open Call Competition for the Public Plaza at the Gateway Corner of Edgemont-Ridgewood

It is intended that the public artwork directly benefit the residents of Grosvenor Edgemont, its neighbouring community and visitors, and signal a sense of arrival at the gateway corner of Edgemont-Ridgewood. The public plaza is to serve as an “outdoor living space” for the neighbourhood, and artwork installed within it needs to denote this destination and promote social interaction. The artwork is to accommodate easy public gathering; encourage safe, possible interactive play for adults and children alike; may potentially frame the exterior plaza, acting as a buffer between vehicular traffic and the communal leisure area; and could conceivably perform as public seating itself. Lighting of the artwork is envisaged as creating a distinctive evening ambiance, but must be considerate of the impact on the surrounding neighbourhood.

Relevance to Edgemont Village must be reflected thematically in the artwork. In a manner, the installation may be an expression of the inimitable character of this community – an eclectic, mountain village of close knit families, friends, small business owners, merchants, young professionals and seniors, whose optimistic, post-war outlook endures as energetically today as it did nearly six decades ago. It is a community with a strong sense of social purpose and environmental stewardship. The spirit of Edgemont Village is warm, welcoming, ambitious and appreciative of its natural surroundings. Concepts may also consider the mid-century modern roots of the community and/or its international recognition as a purveyor of West Coast design; its invested focus on home, family and social well-being; its respectful embrace of the environment; or explore the community’s “eclecticism” and “buoyancy”.

In addition to the thematic considerations, the artwork must:

- Be contextually appropriate;
- Demarcate the gateway, creating a sense of arrival;
- Creatively address the pragmatic needs of an outdoor living space serving all generations;
- Reflect and further define Edgemont Village’s distinctive setting and established character;
- Be durable, permanent, safe and of good quality workmanship;
- Conform with all relevant building codes; and
- Meet with the approval of the Municipal Engineer if it encroaches on any municipal rights-of-way.



View of North Plaza at Gateway Corner of Edgemont – Ridgewood



Henry Moore, *Reclining Figure*, 1951





View of Gateway Corner at Edgemont Boulevard and Ridgewood Drive

Notes: Treatment of the public plaza with temporary design placeholders.

The physical area of the corner gateway will serve predominantly as a public gathering space and is proposed to incorporate the main public art element of the development.

The outdoor customer service area adjacent to the proposed restaurant and the publicly accessible area has been clearly delineated.

One or two feature trees are to be incorporated in the final design of the corner gateway.

Signage for the development is to be situated at this location. The concept for it may possibly involve a collaboration on the design concept with the commissioned artist.



Detail of the Site Plan showing the Corner Plaza at Edgemont Blvd. and Ridgewood Dr.



## **B. Potential Collaborative Concept Development for Additional Site Locations**

The intention of the potential collaborative work between the winning artist or artist team with the architectural and landscape architectural teams is to conceivably link the aesthetic expression of the major art installation at the Gateway Corner of Edgemont-Ridgewood with other public realm locations on the site. These possible conceptual collaborations are to directly benefit the residents of Grosvenor Edgemont, the community at large, and passersby whether on foot, bicycle or vehicle. The locations and elements requiring collaborative conceptual work include:

1. **The Main Site Signage at the Gateway Corner of Edgemont-Ridgewood:**  
This is a notable element to consider for design collaboration and/or feedback given the close physical proximity of the site's signage to the major art installation.
2. **Hardscape Treatment(s) for the Public Plaza Corners at both Edgemont Boulevard and Connaught Crescent, and Ayr Avenue and Connaught Crescent:**  
As above, it is possible to have the commissioned artist or artist team's potential collaboration and/or provide input on concepts for hardscape elements at the two Connaught public plazas.

As with the public art installation at the Gateway-Corner, any potential creative treatment of these possible elements must:

- Be contextually appropriate;
- Reflect and further define Edgemont Village's distinctive setting and established character;
- Be durable, permanent, safe and of good quality workmanship;
- If a lighting installation, be considerate of impact on surrounding neighbourhood;
- Conform with all relevant building codes; and
- Meet with the approval of the Municipal Engineer if it encroaches on any municipal rights-of-way.



Placeholder Concept for Site Signage at the Gateway Corner of Edgemont and Ridgewood





Top: View of corner at Edgemont Boulevard and Connaught Crescent



Left: Detail of landscape plan for Edgemont Blvd. and Connaught Crescent

## **PUBLIC ART CONSIDERATIONS: BUDGET**

The total artist's compensation available inclusive of all directly related expenses is \$178,000, with \$168,000 dedicated exclusively to the art installation at the Gateway Corner and \$10,000 allocated towards the collaboration on concepts for the two additional site locations.

Allowable expenses for the Gateway Corner project include, but are not limited to: artist commission/fees; studio overhead and administration; design, materials and artwork fabrication; site preparation; shipping; demurrage; general liability insurance in the amount of \$2,000,000; other ancillary expenses directly attributable to installation of the artwork; travel; transportation; project documentation; and all relevant taxes. Public relations costs that recognize and celebrate the artwork (e.g. unveiling ceremonies, educational/promotional material, and interpretive signage) will be the owner's expense.

## **ARTIST SELECTION PROCESS**

The public art selection process is to be undertaken by an Artist Selection Panel comprised of individuals representing the developer, architect or landscape architect, arts community, neighbourhood and the North Vancouver Public Art Advisory Committee. This Panel will review all submissions and short list up to three artists or artist teams and each will be asked to provide a detailed sketch or maquette of their proposed artwork, budget, schedule for completion and other pertinent information as set out below. Each of the short listed artists or artist teams will receive a presentation fee of \$1,000 to complete this phase.

Following consideration of the short-listed presentations, the Panel will recommend one artist or artist team for the artwork. However, if no submission warrants consideration, the Panel reserves the right not to award the commission.

## **SELECTION PROCESS & CRITERIA**

### **Phase 1 – Initial Submission**

The submissions received by the submission deadline will be considered and decisions made based on the following:

- Compliance with the Public Art Call requirements;
- Previous artistic experience of the artist or artist team based on their submission;
- Appropriateness of the applicant's artistic medium and style for this specific installation; and
- Potential for distinctive, site-specific outcome.



## Phase 2 – Short-Listed Presentation

The presentations will be considered and decisions made based on:

- Appropriateness of the concept and design for this project;
- Thematic connection with the Public Art Considerations noted above;
- Interview and presentation of the proposed artwork concept;
- Perceived ability of the candidate to work collaboratively with the project’s design team; and
- Interview of the candidate’s references

## ELIGIBILITY

The Public Art Call invites expressions of interest from professional artists or artist teams that have proven experience working on site-specific public art projects **with budgets of \$100,000 or more**. The successful proponent will be required to work closely with members of the project’s design team and the project’s contractor as required within established technical and maintenance parameters.

## SUBMISSION REQUIREMENTS

Artists or artist teams interested in this opportunity must prepare and submit the following:

- A single page brief outlining the conceptual approach to the project;
- A current resume with references. If applying as an artist team, resumes for all artists are to be provided;
- Up to twelve images showing previous examples of the artist(s)’s work in either digital or slide format;
- A corresponding image list indicating the artworks’ titles, dates, media, dimensions, locations and values;
- An accompanying video or DVD may be submitted if it is not longer than five minutes in duration;
- Current contact information for three professional references who have worked with you in the past; and
- Unless a self-addressed stamped envelope is provided, the submission materials will not be returned.

**Note: DO NOT submit original artwork, stapled or bound materials, or documents in plastic sleeves.**

Submissions can also be made electronically as follows:

- The information described above is to be **compiled into one Acrobat PDF formatted file no larger than 5 MB** and sent to the email address noted below;
- The PDF file must not be locked or the information grouped in such a way as to prevent extraction of an image for presentation to the Artist Selection Panel.
- Photos of artwork are to be captioned on the same page with the artist’s last name, title of artwork, dates, dimensions, value and any other brief information you may wish to convey about it.
- It is recommended the **PDF be formatted in a landscape orientation** (horizontally) as it will be presented to the Artist Selection Panel projected onto a horizontal screen.

Mac/PC compatible USB drives containing this information may also be submitted to the address noted below.

**PROPOSED TIMELINE**

Timeline depends on the District’s approval of the developer’s application.

Below is the proposed Timeline for the Public Art Competition, assuming the Fourth Reading is approved by Fall 2015:

**Open Call Competition – The Public Plaza at the Gateway Corner of Edgemont-Ridgewood**

Posting Circulated	September 11, 2015
Submissions Due	October 16, 2015
Selection Process Review and Short-Listing	November 6, 2015 (TBC)
Short-List Interviews	January 14, 2015 (TBC)
Contract Duration	2015 / 2018



Submissions are to be sent to:

Anja Henche  
KELLER FINE ART + PROJECTS  
6550 Wellington Avenue  
West Vancouver, BC V7W 2H9  
Telephone +1.604.724.5543  
Email [ahenche@kellerfineart.ca](mailto:ahenche@kellerfineart.ca)

Digital submissions are to be made to the above noted email address.

Questions regarding the project or any of the requirements set out in this Public Call to Artists should be addressed to the individual noted above.

**Note: Neither The Arts Office or the District of North Vancouver will be responsible for any costs incurred in responding to this Public Art Call.**