

PUBLIC ART CALL FOR EXPRESSIONS OF INTEREST

SUBMISSION DEADLINE: MAY 26TH, 2017

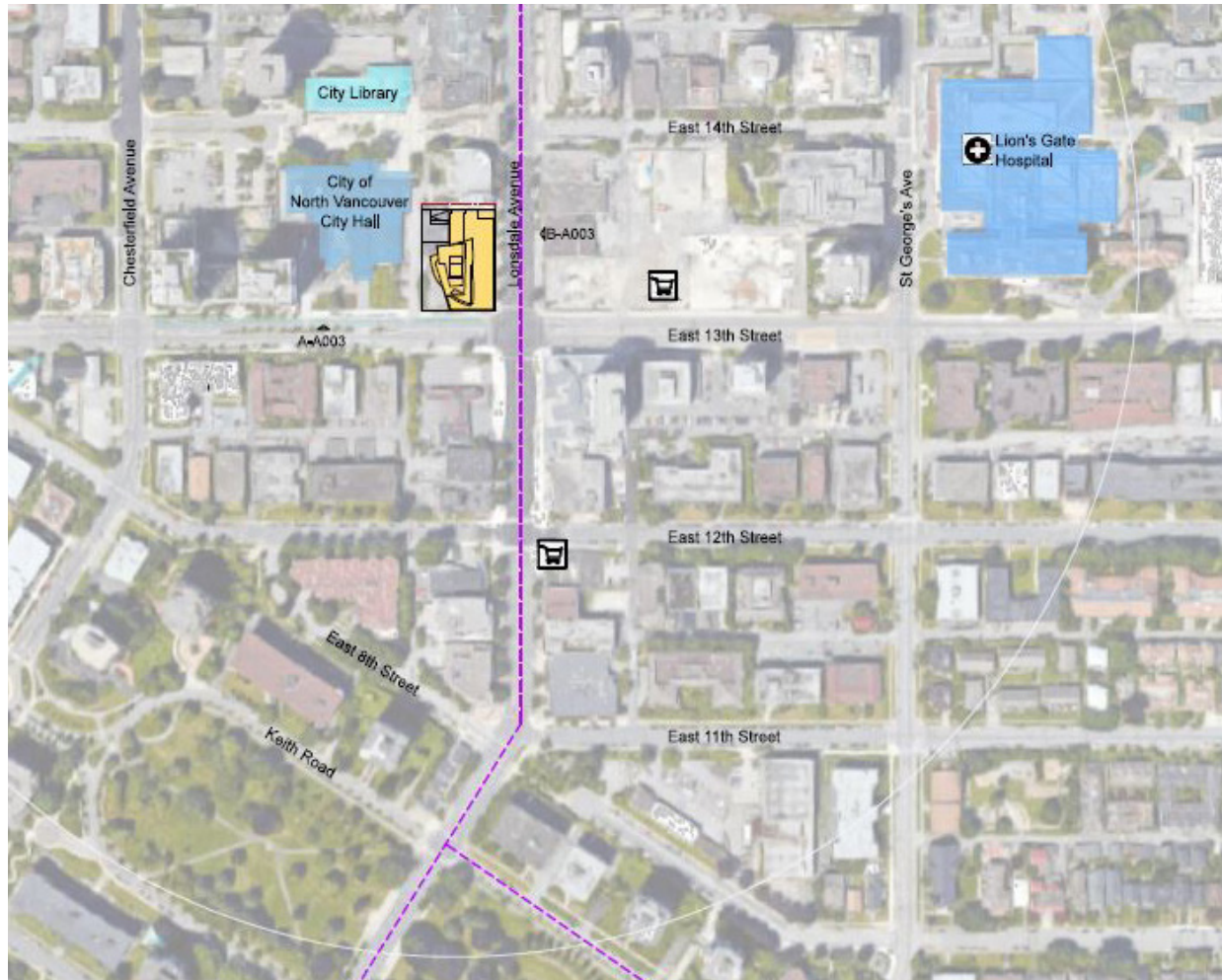


MARLBOROUGH 3 by Hollyburn Properties Ltd.
1301-1333 Lonsdale Ave, City of North Vancouver



BALLARD FINE ART
PRIVATE ART ACQUISITION & ADVISORY

CONTEXT PLAN



The Marlborough 3 development is located at the corner of Lonsdale and 13th Avenue in Central Lonsdale, North Vancouver

PROJECT DESCRIPTION

Marlborough 3 is a 19-storey mixed-use, transit-oriented, market rental development. It is uniquely situated adjacent to the City of North Vancouver City Hall, on the corner of Lonsdale and 13th Avenue, within the dynamic Central Lonsdale neighbourhood. The development has an approximate area of 143,360 sq. ft. including 144 residential units, 13,399 sq. ft. of commercial space at grade level and 13,891 sq. ft. of office space. Hollyburn is committed to building a highly-accessible, livable, inclusive signature development within this exciting burgeoning community, befitting the site's important location within Central Lonsdale.



View of the development from 13th Avenue

As a market rental development, Marlborough 3 will contribute greatly to the supply of diverse housing options in the City of North Vancouver with a balanced selection of one, two and three bedroom units. Central Lonsdale is a highly desirable neighbourhood with a welcoming public realm, and the urban community will continue to develop and flourish with the influx of single occupants and small families.

The contemporary design of Marlborough 3 celebrates the harmonious visual relationship between the elongated horizontal podium and expansive vertical tower. The architecture responds to the surrounding context with a complementary and human-scale composition. The podium will contain six mixed-use retail units fronting lively Lonsdale Avenue and continuing around onto 13th Street. The retail spaces will provide architectural interest and passerby participation creating a more enjoyable public space along Lonsdale Avenue and an active pedestrian thoroughway to City Hall. The retail opportunity on the corner of 13th and Lonsdale, adjacent to the pedestrian mews, is designed for a coffee shop or cafe with a large outdoor patio. The outdoor veranda will connect to the pedestrian mews encouraging an open and animated public space for gathering and community engagement.



Rendering of streetscape along 13th street



Aerial view of Marlborough 3

Designed in conversation with City Hall's cantilevered urban expression and scale, the tower will be observed from the pedestrian mews and City Hall on 13th Street. The architecture of Marlborough 3 initiates an integrated flow of the bustling pedestrian activity on Lonsdale Avenue leading to the civic realm of City Hall and the surrounding open public spaces. The development's open design will encourage and facilitate greater engagement and interaction with the community, creating a multi-faceted and interconnected public realm. Hollyburn is dedicated to building a project that facilitates a complete, compact and highly livable urban community with easy access to a variety of housing choices, transit, employment, recreation and culture.

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13th Street

PUBLIC REALM

The Central Lonsdale neighbourhood is currently undergoing a major revitalization, with many higher-density mixed-use residential and commercial developments planned in the near future. Surrounded by a wide network of amenities including shops, cafes, art galleries, social spaces and parks, Marlborough 3 will foster a wide variety of social activity, increasing community connectivity while enhancing neighbourhood character. Marlborough 3's architecture and landscape design will work in concert to create a dynamic and welcoming public realm. The development will contribute to the City of North Vancouver's desire for a sustainable, accessible and cosmopolitan urban centre with improved transit, pedestrian, and cycle oriented experiences and connected social spaces.



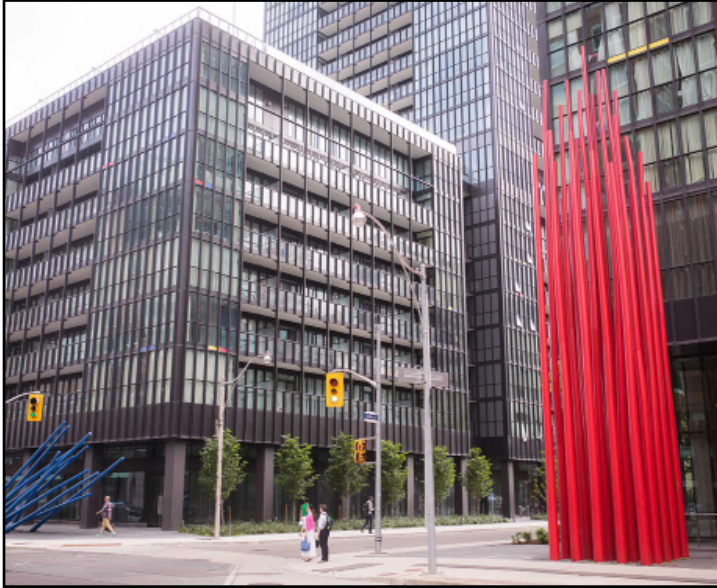
Pedestrians along Lonsdale at 14th



City Hall Community Garden

Marlborough 3 is envisioned as a warm and animated community environment. A catalyst for vital community interaction, the pedestrian mews along 13th Street will function as a key point of public gathering for residents and visitors of all ages. The pedestrian mews will be an engaging backdrop for active city life. Contributing to the identity of this dynamic growing Central Lonsdale neighbourhood, Marlborough 3 will create a welcoming and safe promenades including street frontages with generously paved pedestrian pathways, wider sidewalks, street trees and building canopies. This dynamic area is in constant motion with the activities of residents, workers, and shoppers animating the public spaces beyond business hours creating a safe, popular and accessible mixed-use neighbourhood. The key street of 13th hosts a dedicated bike lane providing a safer and attractive option for cyclists and further connecting Marlborough 3 to a network of cycling pathways leading to nearby destinations and greenspaces. With significant impact on the surrounding area, Marlborough 3 will have a transformative effect on the day-to-day lives of Central Lonsdale inhabitants.

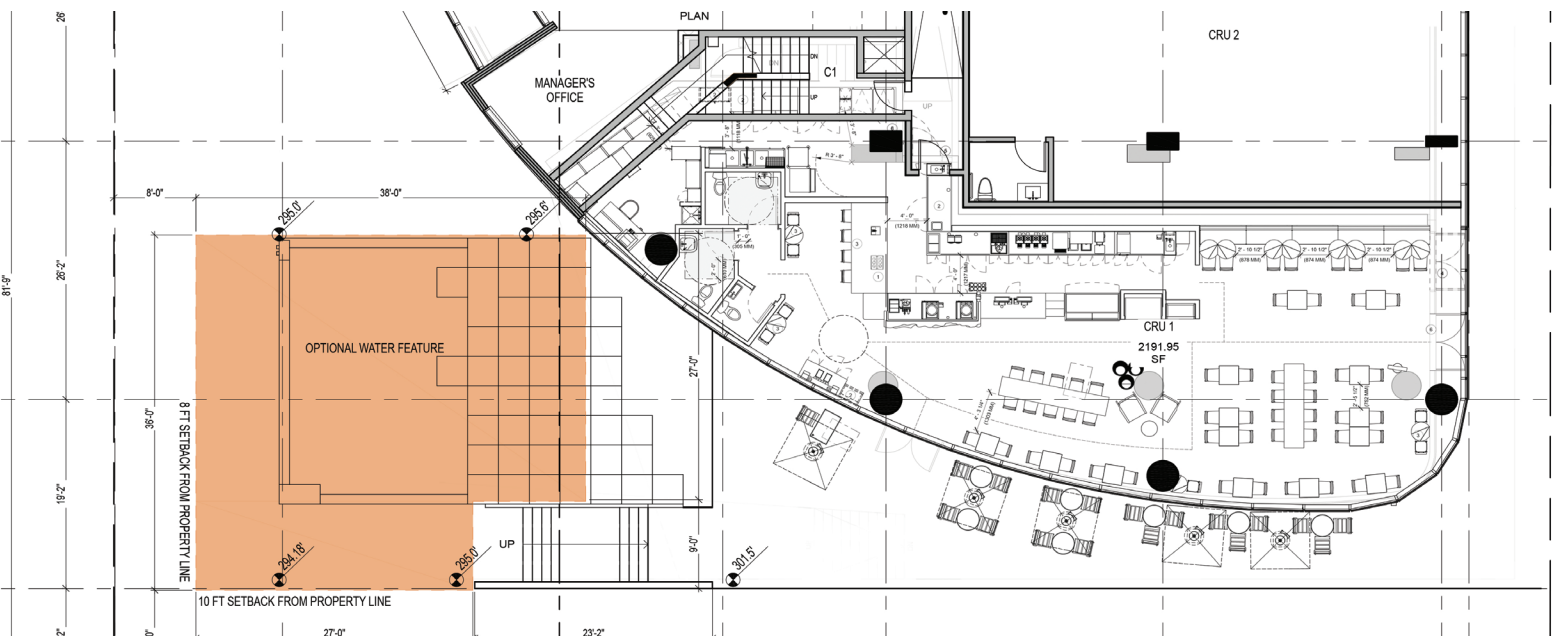
PRECEDENT IMAGES



PUBLIC ART OPPORTUNITY

Following thoughtful site analysis and discussions with the Marlborough 3 design team, the prime site location for the public art opportunity has been identified as the corner of 13th Street and the entrance to pedestrian mews across from City Hall. The artwork will enjoy high visibility by pedestrians, cyclists, and motorists from the pedestrian mews, the proposed cafe with outdoor dining space, as well as 13th Street and Lonsdale Avenue. In addition, the residents of Marlborough 3, City Hall workers, and visitors will enjoy sightlines to the public artwork bringing cultural vibrancy and visual interest for a diverse array of viewers.

The public art at this unique site location will provide a significant contribution to the experience and enjoyment of the public realm by creating a welcoming and engaging context for the pedestrian mews' public uses. The artwork will contribute to this lively urban community by building legacy, civic pride, connection, and community identity. The public art may engage with the themes surrounding the site's history, context and natural surroundings to evoke meaning and spark interest in Central Lonsdale's public realm. Marlborough 3's public art project aspires to increase public awareness and appreciation of the important role art plays within the community.



Public art opportunity, highlighted in red, located within the public pedestrian mews along 13th Street

The public art opportunity at Hollyburn allows for a range of possibilities in 3-dimensional work with the potential to involve an integrated approach, working in concert with the proposed landscaping and water feature design. The site location for the public art measures approximately 38' x 36' at the corner of the pedestrian mews between Marlborough 3 and City Hall's greenspace. The opportunity site has a gradual grade change along 13th Street and includes the steps leading up to the cafe outdoor dining space.



Public art opportunity, potential area highlighted in red

With way-finding elements, the public art in the pedestrian mews will possess unique placemaking qualities, contributing to the distinctive energy and function of the pedestrian-oriented Central Lonsdale neighbourhood. The quality artwork will be visually appealing, vibrant and engaging. The artwork will be designed with consideration of pedestrian and child safety along 13th Street. Hosting both quiet and bustling moments, the public art opportunity at the pedestrian mews will support the flow and integration between the sequence of public spaces, activating and energizing this multi-faceted neighbourhood.

The artist/artist team selected will be given as much creative license as possible to activate this space, integrating art into the site and public context in a meaningful and lasting way. The artist/artist team will be selected early in the development process and will have an opportunity to become an integral member of the design team. The public art for Marlborough 3 will be carefully considered, in keeping with the vision of the development as well as the City of North Vancouver's Public Art Program. It will reflect the City's commitment to, and investment in, visual art, enhancing public awareness, fostering engagement and encouraging creative partnerships within the community. Hollyburn will engage an inclusive process, working with the City of North Vancouver in contributing to the City's existing cultural fabric. Marlborough 3 proposes to host an enduring artwork that engages with a diverse array of audiences, inviting engagement and dialogue on a multitude of levels while celebrating local culture and reflecting Hollyburn's investment in the community of North Vancouver.

DETAILS & REQUIREMENTS

Budget

The amount designated for the artwork is **\$83,200** 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.

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 high quality 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>August/September 2017</u>
Final Artist Selection	August/September 2017
Artist Contract	September 2017

All questions and submissions are to be emailed to:

Aderyn Davies | Ballard Fine Art Ltd.

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