

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
**CORPORATE REPORT**



**DATE:** June 12, 2024

**TO:** Public Art and Culture Advisory Committee

**FROM:** Rebecca Forrest, Manager Cultural Development  
 John Woolgar, Director Recreation & Culture

**SUBJECT:** Johnston Road Crosswalk – Public Art

**RECOMMENDATION(S)**

THAT the **Public Art and Culture Advisory Committee:**

1. Endorse the concept design for Public Art in the Johnston Road Crosswalk, as selected by the Art Selection Panel; and
2. Recommend that Council direct staff to award the contract to Amy Bao, as the selected artist for the Public Art in the Johnston Road Crosswalk.

**EXECUTIVE SUMMARY**

At the February 26, 2024, Regular Meeting, Council approved \$30,000 for public art to be incorporated into the Johnston Road Phase 2 project. Working with the approved Ocean/Sea theme, the Public Art and Culture Committee identified potential types of art and specific locations on Johnston Road. The priority was determined to be a crosswalk as this will have the highest visual impact on the area and would connect both sides of Johnston Road. The Johnston Road Crosswalk - Art Selection Panel reviewed 21 submissions and has recommended artist Amy Bao’s concept showing a stylized image of a wave washing up to shore.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
2024-066  February 26, 2024	It was MOVED and SECONDED  THAT Council: <ol style="list-style-type: none"> <li>1. Approve the following priority spaces for inclusion of placemaking/public art installations within the Johnston Road Phase 2 Project: crosswalks, cement benches/sidewalk pavement, and lamp posts, subject to input from the Engineering Department; and,</li> </ol>

	<ol style="list-style-type: none"><li>2. Approve Ocean/Sea as the placemaking/public art installation theme for the project: and,</li><li>3. Authorize the release of funds from the Public Art &amp; Placemaking budget funds to an amount of \$30,000</li></ol>
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## **INTRODUCTION/BACKGROUND**

As part of the Johnston Road Phase 2 project, the Public Art and Culture Committee identified possible locations for public art and types of art. The priority was determined to be a crosswalk as this will have the highest visual impact to the area and would connect both sides of Johnston Road.

An artist call was promoted to local artists through the City’s arts mailing list and across BC through the City’s social media platforms in addition to Creative City Network and B.C. Alliance for Arts and Culture. A selection panel was formed to review the submissions of the twenty-one artists who submitted proposals. The panel was comprised of two members of the Public Art and Culture Advisory Committee, a White Rock BIA board member, and a professional White Rock artist. This process is aligned with the City’s Public Art and Placemaking Policy (708).

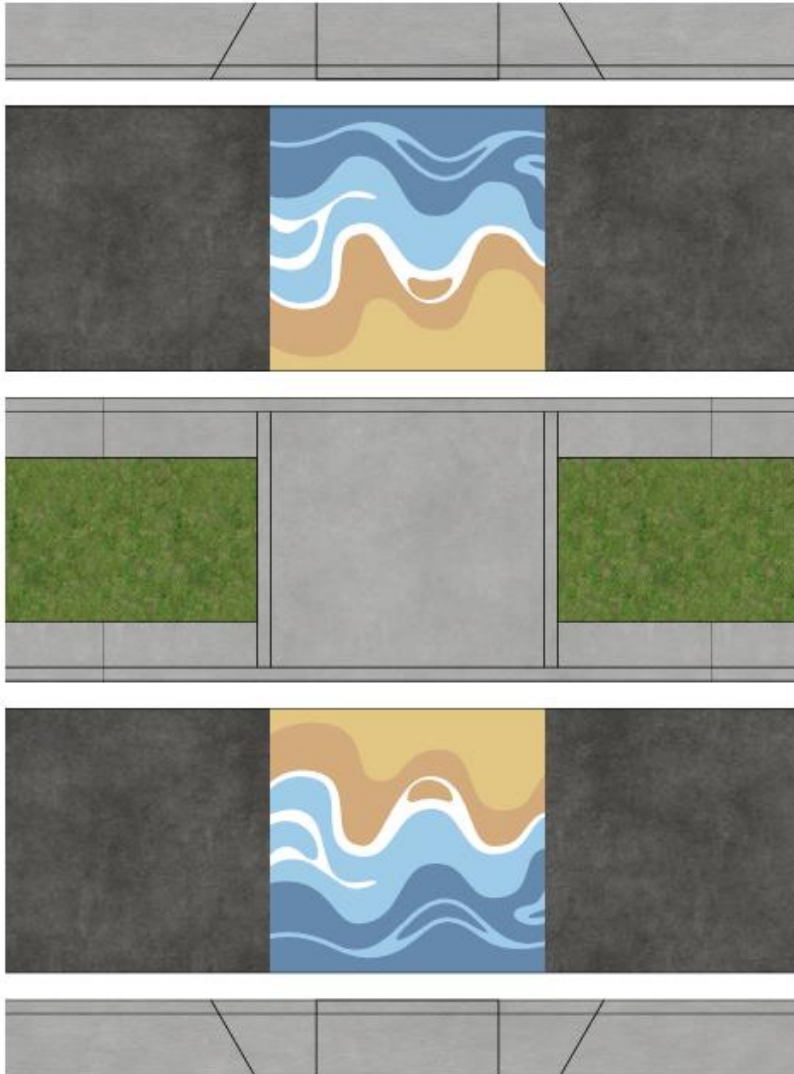
The Johnston Road Crosswalk Art Selection Panel reviewed all submissions and used the criteria of originality, connection to theme, artistic merit, and suitability to recommend a concept design. The Art Selection Panel unanimously chose artist’s Amy Bao’s concept of the sea splashing against the shore and the illustration of transition between land and sea. The artist statement below provides additional details of the concept’s connection to the theme.

*My proposed artwork portrays the transition between land and sea. I want to capture the visuals of White Rock’s beaches and transport it to the heart of the Uptown community. Organic flowing forms depict the sea splashing against the shore. Stylized representations of sea foam and reflected sunlight flow across the water. With the design being mirrored across the median, a pedestrian’s routine street crossing becomes a stroll in and out of sand and waves. This section of Johnston Road will give residents and visitors an approachable encounter with art. With its highly visible position, it will serve as a vibrant and welcoming invitation for everyone to appreciate White Rock’s connection to the ocean.*

The proposed artwork would be depicted on thermoplastic bricks which are shaped and then melted down to create the design. This medium was chosen as it will stand up to vehicle traffic and have increased longevity over other methods such as painting or street bond. The bricks come in limited colours, and the artist has drawn on the maximum of 5 colours as prescribed in the artist call out to create the design. It should be noted that the concept design chosen may change slightly from concept to final design due to the nature of the product used.

The artist has an accomplished background developing engaging art that reflects the community and her work is featured in several lower mainland communities including Surrey, Richmond, Vancouver, and Chilliwack. A complete CV for the artist and concept design package is attached as Appendix A.

## **DESIGN SKETCH**



With the Committee's and Council's endorsement, installation is anticipated to take place in September.

### **FINANCIAL IMPLICATIONS**

\$30,000 from the Public Art Fund was approved for the artist fee and installation of the crosswalk.

### **LEGAL IMPLICATIONS**

As per standard procedure, a contract with the Artist will be signed.

## **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

The Community will be informed of the installation of the crosswalk through the City’s social media platforms. Once completed, a news release will be issued, and an opening ceremony will be held.

## **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The Recreation and Culture Department will work closely with the Engineering and Municipal Operations Department to install the crosswalk in coordination with the Johnston Road Phase 2 project.

## **ALIGNMENT WITH STRATEGIC PRIORITIES**

### **Council Strategic Priorities:**

Community

2. Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

### **Cultural Strategy:**

2.2 Maintain and grow the public art program.

3.3 Support a thriving Uptown arts district, “Beyond the Beach”

## **OPTIONS / RISKS / ALTERNATIVES**

The following options are available for the Committee’s consideration:

Do not endorse the Johnston Road Public Art Crosswalk – Art Selection Panel’s selections. This will result in a delay in the installation and may increase the costs. It could also jeopardize the ability to coordinate installation with the existing construction of the Johnston Rd project, which is expected to be completed this summer.

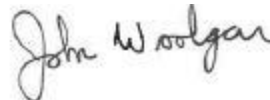
## **CONCLUSION**

The Johnston Road Crosswalk artists call out received 21 submissions with the art evaluated for originality, artistic merit, connection to the theme of the sea/ocean and the feasibility and suitability of translating the concept into a crosswalk design. The Art Selection Panel unanimously recommended the concept from artist Amy Bao as the art created movement, connection to the ocean/sea and projected colour into the Uptown urban environment.

Respectfully submitted,



Rebecca Forrest,  
Manager, Cultural Development



John Woolgar,  
Director, Recreation and Culture