



CITY OF WHITE ROCK
PUBLIC ART PLAN

September 13, 2021

BALLARD FINE ART
ART ADVISORY



White Rock Pier and view of Semiahmoo Bay, White Rock BC

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Intersection of Johnston Road and Thrift Avenue, White Rock BC

PROJECT DETAILS

PROJECT LOCATION	Johnston Road and Thrift Avenue, White Rock BC
PUBLIC ART BUDGET	\$200,000

PROJECT CONTACTS

CITY OF WHITE ROCK
City of White Rock
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CONTEXT MAP



- Town Centre
 - Town Centre Transition
 - Lower Town Centre
 - Waterfront Village
 - Urban Neighbourhood
 - North Bluff East
 - Mature Neighbourhood
 - East Side Large Lot Infill Area
 - Neighbourhood Commercial
 - Institutional
 - Open Space & Recreation
- ★ Site location for Public Art at Johnston Road and Thrift Avenue

Context map showing site location in White Rock Town Centre (Uptown District). Reference: Schedule A Landuse Plan, Page 129 of City of White Rock Official Community Plan, 2021

PUBLIC ART VISION

Public art has the power to punctuate everyday moments, energize public space, and inspire community participation in the creation of our urban landscape.

The public artwork commissioned by the City of White Rock is envisioned to animate the public realm, providing interest, community identity, connectivity, and civic pride. Situated on the traditional unceded territory of the Semiahmoo First Nation, the public art will thoughtfully consider the traditional culture of the Semiahmoo First Nation and the broader Coast Salish Community.

Located at the intersection of Johnston Road and Thrift Avenue in the Uptown District, the public art will strengthen this important gateway location in the heart of the cultural corridor. The public art offers a significant opportunity to provide compelling and meaningful artwork that speaks to the local culture and contributes to the cultural vibrancy of the City of White Rock.

Goals for the public art:

- Reflect the public art aspirations of the City of White Rock Cultural Strategic Plan and the objectives and policies set out in the City of White Rock Official Community Plan (Section 17)
- Consider Semiahmoo Host Nation Indigenous heritage, culture and connections to the land
- Celebrate the City of White Rock's unique heritage and local culture
- Create a unique public space that fosters community identity and sense of place
- Provide meaningful social connections and engagement
- Provide a warm and welcoming environment for a diverse array of users
- Serve as a landmark and offer wayfinding and placemaking qualities
- Enliven and activate the public realm



Images clockwise from top left: White Rock Pier, Denis Kleine. The Passenger, celebrates the history of rail service and the significance of visitors who awaited their journey at the White Rock Train Station, Semiahmoo First Nation

PUBLIC REALM

The City of White Rock promotes and develops the Town Centre as a distinctive, lively, and pedestrian-focused growth area. (from OCP - 2017)

Ideally situated in White Rocks’s Uptown District (Town Centre) at the intersection of Johnston Road and Thrift Avenue, the site location presents an exciting opportunity to feature engaging public artwork which will contribute to a dynamic and animated public realm, providing a landmark opportunity for community engagement and connectivity.

White Rock’s Uptown (Town Centre) is a mixed-use zone with diverse buildings ranging from single-story commercial uses to multi storey mixed use residential towers with street front retail. Intended as the focus area for future growth in the city, Uptown has retained its character as a mid-century seaside community. Continuous small-scale storefronts frame the public realm and create a vibrant and pedestrian friendly village-like setting. Uptown is the hub of cultural, civic, economic and public life in the City with close proximity to public realm amenities including Peace Arch Hospital, White Rock Library, White Rock Players Club, White Rock Elementary School and Semiahmoo Shopping Centre as well as diverse shops and restaurants, parks and open spaces.

One of White Rock’s Key assets is its proximity to the ocean. Glimpses of the Semiahmoo Bay (approximately 1.0 KM from the site), are first experienced heading south along Johnston Road approaching Thrift Street, enforcing a strong sense of place and identity. Northward Johnston Road extends into Surrey, providing a strong link between the two municipalities. The Cultural Strategic Plan designates Johnston Road as an arts and culture corridor or district. This key site location for public art will foster a sense of collective, collaborative activity, increasing community connectivity and nourishment while enhancing the City of White Rocks livability for all residents and visitors.



Images clockwise from top left: White Rock Street Banners by Jennifer Tiles in front of local businesses on Pacific St, outdoor seating and gathering area in central plaza at Miramar Towers, White Rock Players Club, community theatre on Johnston Road, local restaurant on Russell Avenue.

HISTORY & COMMUNITY CONTEXT

The traditional unceded territory of the Semiahmoo First Nation now known to many as White Rock was home to the ancestors of The Semiahma, many of whose descendants still inhabit the area today. The Semiahma are a trans-boundary nation who have inhabited extensive territory across Washington State, the southern bank of the Strait of Georgia (now known as the Salish Sea) and the Lower Mainland of British Columbia since time immemorial.

In 1846, when the Oregon Treaty was signed to define the border between the United States and British North America at the 49th parallel, all of Vancouver Island was placed in Canada, but Point Roberts was claimed by the United States. This decision isolated the Semiahma from traditional village and fishing sites. After the division, many Semiahmoo members were forced to choose one membership between the Semiahmoo in Canada, and the Nooksack and Lummi in the United States. While their traditional territories are now divided between the two countries, the Semiahma remain closely connected to the Lummi & Nooksack who live in the United States. Each of these Nations celebrates their own unique culture and history, while remaining intrinsically linked to each other via traditions, protocols, and the common language of North Straits Salish.

Homesteaders began settling in the area as early as 1890, but real population growth came 20 years later when the Douglas border crossing was opened in 1908 and the Great Northern Railway line was rerouted to follow the Semiahmoo Bay shoreline in 1909. The famous White Rock pier opened in 1914 and with its beaches and moderate climate, and now convenient railroad access, White Rock quickly became a local tourist destination. Businesses and summer cottages sprang up along the beach front and railway tracks.



Images clockwise from top left: Semiahmoo First Nation summer camp along the Eastern shore of Point Roberts, Dolphin Street, looking east, circa 1920, White Rock Pier, historical image of Washington Ave, White Rock



Throughout the 1980s, crowds of upwards of 100,000 people gathered annually at Semiahmoo Bay to attend the Canadian Open Sandcastle Competition (1979-1985 and 1987)

One of these early settlers was Henry Thomas Thrift who immigrated to Canada in 1874 and travelled to Surrey for the first time in 1880 before moving to White Rock in 1910. Thrift was a brick maker, who was actively involved in the affairs of Surrey and the surrounding area. He served as a municipal clerk, and played a role in requesting land for Peach Arch Provincial Park. Thrift Street is named for Henry T Thrift.

Originally a district of Surrey, the City of White Rock was established on April 15th, 1957. Throughout the 1960s and 1970s development was primarily concentrated at the waterfront. The Deas Island Tunnel (now the George Massey Tunnel) opened in 1959 and further development of Highway 99 established more convenient commuter routes with the rest of Metro Vancouver and drew many young families to the area as well as new development that has continued to this day.

Today White Rock is a bustling mixed-use community with a population of over 20,000 (based on 2016 data), which boasts the friendliness of a small coastal town with the amenities and economic opportunities of a modern urban centre. Known for its moderate year-round climate, sandy beaches, and variety of amenities, the city continues to attract a diverse demographic, spanning from young families to retirees, as well as local and regional visitors.

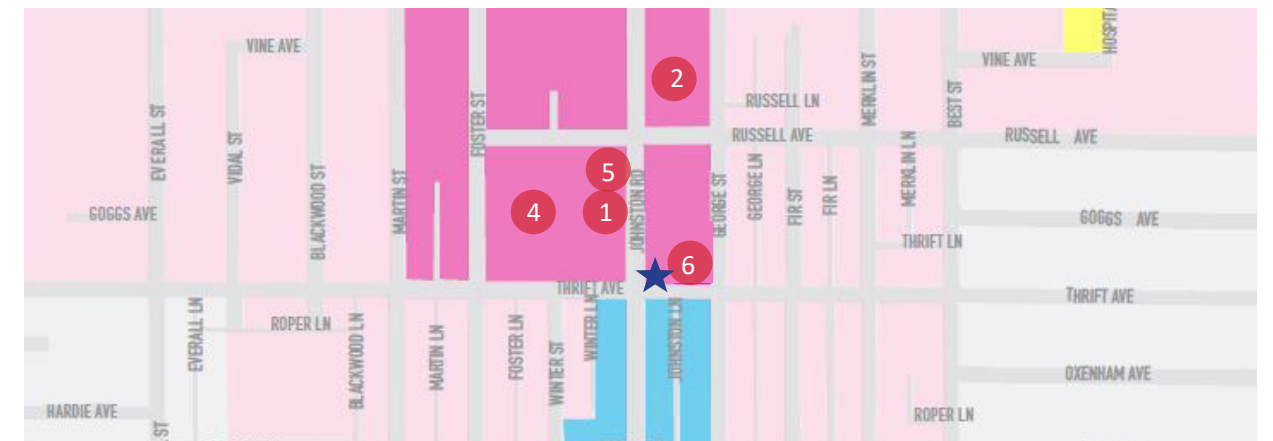
PUBLIC ART CONTEXT



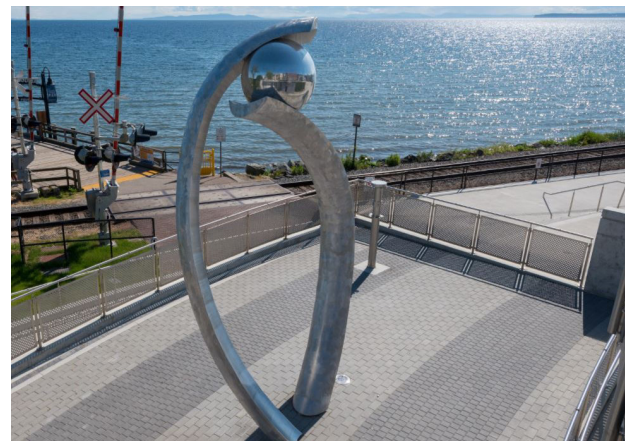
1. Wang Shugang, *The Meeting*, 2007. Miramar Village, White Rock, BC



2. Elizabeth Hollick, *The Wonderful Year We Fell in Love*, 2014. 1532 Johnston Rd, White Rock, BC



Public Art Context Map, with site marked with a blue star, note Andy Davies *Coastal Cradle* is further south of the site not shown on the context map



3. Andy Davies, *Coastal Cradle*, Memorial Park on Marine Dr, White Rock, BC. Note: this work is not shown on the context map.



4. Gordon Huether, *Rostrum*, 2013. 15154 Russell Ave, White Rock, BC



5. Robert Wyland, *The Gray Whale Family*, 1493 Johnston Rd, White Rock, BC



6. Jacquelin Metz & Nancy Chew, *The Great Blue*, 1439 George St, White Rock, BC

For further details on public art in the City of White Rock visit: www.whiterockcity.ca/369/Public-Art

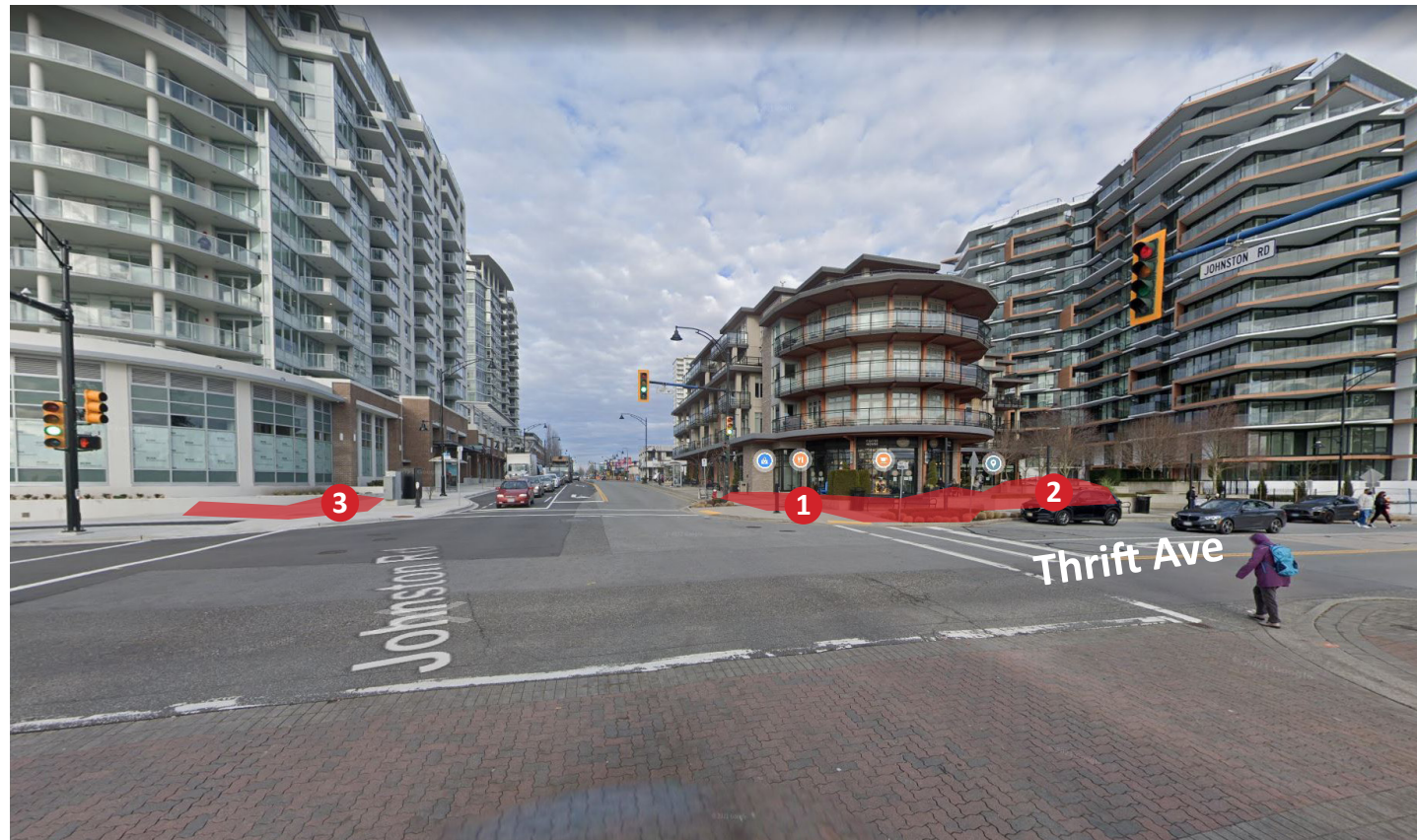
PUBLIC ART SITE LOCATION

The primary site location identified for the public artwork is the northeast corner of the Thrift Avenue and Johnston Road intersection in the Uptown District (Town Centre). This prime intersection site location may include the sidewalk and/or the planter area situated on city property (site 1).

In addition the artist or artist team may consider the adjacent, strata owned, public plaza fronting Thrift Avenue. Envisioned as a social gathering place with performance activity, the area features tiered seating (Site 2) and/or the northeast corner of the intersection (site 3) on city property.

Public Art Site Location Features:

- High profile central location at the key “four corners” intersection
- Provides high public visibility, accessibility, and multiple engagement opportunities for a diverse array of multi-generational audiences
- Heart of the cultural corridor
- Contribute to the vibrancy and animation of the street
- Offers a view to the sea looking down Johnston Road
- Strengthen connections between the Town Centre and the Waterfront through artistic interventions, such as sculpture gardens and an arts walk, and incorporate artistic expression in new functional street furnishings. (Official Community Plan Policy 17.2.5)



Location Map, showing the site location of Public Art outlined in red



View of the northeast corner of the Thrift Avenue and Johnston Road intersection looking east (Site 1)



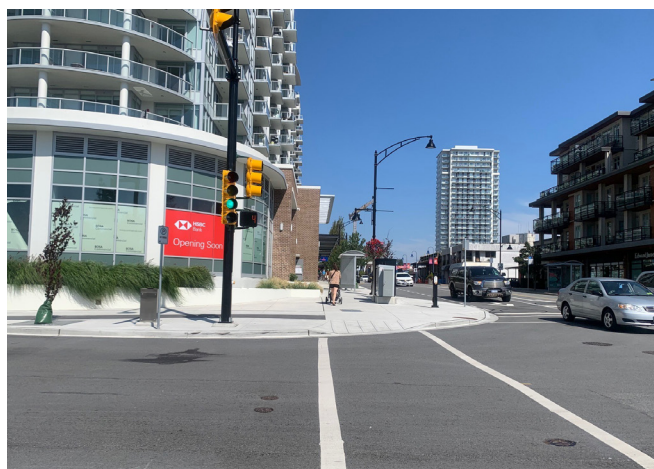
View of planter at Northeast corner of the Thrift Avenue and Johnston Road intersection looking south (Site 1)



View of public plaza with tiered seating looking south east towards Thrift Avenue (Site 2)



View of the plaza with performance seating looking west (Site 2)



View of the north west corner of the Thrift Avenue and Johnston Road intersection looking north (Site 3)



View of the north west corner of the Thrift Avenue and Johnston Road intersection looking south (Site 3)

PUBLIC ART OPPORTUNITY

The public art opportunity allows for a single sculptural artwork or series of related artworks with a wide range of possibilities in approach and scale, media, and form, including the use of greenery or lighting. The artworks can serve as landmarks place makers or integrated site elements.

- The public artwork will provide meaningful placemaking, fostering community identity, social connectivity, and civic pride
- Provide maximum public visibility and accessibility
- Offer multiple engagement opportunities to diverse array of multi-generational audiences, including pedestrians, cyclists and motorists travelling along Thrift Avenue and Johnston Road
- Consider scale in relation to pedestrian activity and vehicle traffic
- Support the function of the busy intersection activity as well as offer quiet interludes, and opportunities for rest and respite
- Consider both the day and night experience
- Broad Thematic- Intersection



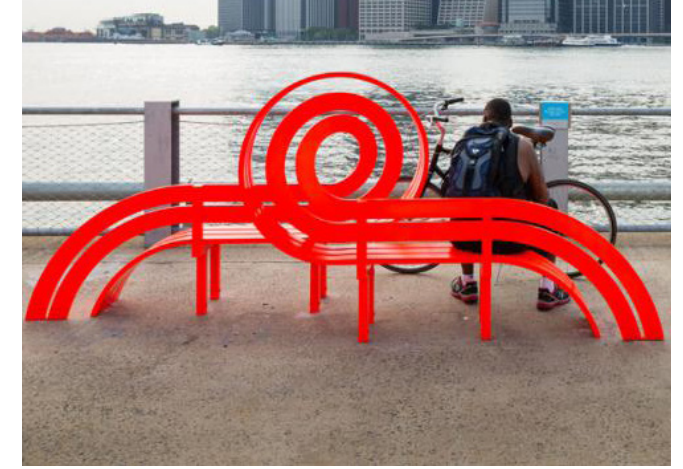
Left: Stande, Illarion Gallant, 2019. Stande is a testament to the selflessness of the White Rock Woman's Auxiliary and its continued contributions to this community. Starting with its founding members in 1947, the Auxiliary's pragmatic post-war visionary force coalesced with its civic virtue to raise community support in order to establish a community hospital. The Peace Arch Hospital was realized in 1954. Metaphorically, Stande draws on the form of the pre-contact rainforest that once stood on the hospital site. This imagery highlights the strength, shelter, support and nurturing that these dedicated women believed was necessary for the future growth and success of their community, White Rock.

Right: The Gift, Coast Salish House pole ("Ka'Kan") and Haida Pole ("Gya ana") at Grand Chief Bernard Memorial Plaza (Totem Park). Coast Salish House Pole ("Ka'Kan") was designed by Susan A. Point and Haida Pole ("Gya ana") was designed by Robert Davidson. Carved by Robert Davidson, Leonard Wells, Leslie Wells, Ben Davidson, Reg Davidson and John Livingston.

GUIDING PRINCIPLES

- Reflect the vision and spirit of the City of White Rock Public Art Guidelines and Official Community Plan
- Thoughtfully consider Semiahmoo First Nation culture
- Reflect the rich local culture, heritage and community contexts
- Integrate well to the site, landscape design and architectural expression, signage, and public realm conditions
- Offer high public accessibility and visibility with multiple opportunities for public engagement
- Strive for excellence and best practice in contemporary art
- Ensure public safety, maintenance, and longevity, (not climbable)
- Considerate of residents living in close proximity to the site
- Promote pedestrian activity
- Consider future development

PRECEDENT IMAGES





Left: Joan Adams, *Metamorphosis*, 1988, White Rock, BC.
 Right: Artist Unknown, *Grizlee*, 1999. White Rock, BC



PUBLIC ART BUDGET

The total public art contribution for the Johnston Road & Thrift Avenue Intersection Project is **\$200,000.00**

The amount designated for the artwork is **\$171,500.00** and includes the artist fee, artwork materials and fabrication, engineering drawings and certificates, construction coordination and site preparation, lighting (specific to the artwork), delivery, installation and insurance, plus applicable taxes. The artist selected will be responsible for a general public liability insurance policy. Premium for this coverage will be assumed as a cost of doing business and part of the studio overhead.

Administrative costs will include art consultant fees, the artist selection process and the artist honoraria.

BUDGET ALLOCATION

Public Artwork	\$171,500.00
Public Art Administration	\$27,200.00
Public Art Consultation Fee	\$20,000.00
Artist Honoraria (\$2,000 x 3)	\$6,000.00
Selection Panel Honoraria (\$400 x 3)	\$1,200.00
Contingency	\$1,300.00
TOTAL Public Art Budget	\$200,000.00

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

SELECTION PROCESS

All the stages of the selection process will be facilitated by Ballard Fine Art Advisory.

The selection process will be a two-stage invitational and expression of interest (EOI) to professional artists/artist teams with a voting selection panel. The selection panel will consist of 5 members and will include 1 Art Professional, 1 member of the White Rock community, and 2 members from the City of White Rock and PAAC. Members of the selection panel, excluding members from the City of White Rock and the PAAC, will be paid a \$400.00 honorarium for their work.

Proposed Selection Panel Representatives:

City of White Rock, Manager, Cultural Development

Member of the White Rock PAAC, TBD

White Rock Community Member, TBD (possibly a Saltaire resident)

Member of the Semiahmoo First Nation, TBD

Arts Professional, TBD

Stage One

In stage one of the selection process, the selection panel will be oriented to the City of White Rock's Intersection project at Thrift Ave and Johnston Rd, the public art opportunity and the community context. Ballard Fine Art in conversation with the City of White Rock will conduct in-depth research and provide a long-list of 15-20 suitable local and regional British Columbia based artists or artist teams for consideration of their qualifications by the Selection Panel. As part of this process, an invitation for expression of interest will be sent to artists in the City of White Rock Public Art data base. The selection panel will then meet to collectively discuss the merits of the nominated artist's past work and potential fit with the respective public art opportunity. Upon review, the selection panel will determine a short-list of 3 artists to move forward and develop a concept proposal.

Stage Two

In stage two, the short-listed artists will be invited to develop a concept proposal. The short-listed artists will be provided with in depth orientation to the project and site, the public art opportunity, and the community contexts, with an opportunity to meet the City of White Rock to provide the artists with important site conditions and parameters to consider in development of their artwork concept proposals. The short-listed artists will be provided with an honorarium of \$2,000.00 for their work, paid upon receipt and presentation of their concept proposal.

Following the short-listed artist concept proposal presentations and the panel's review, a final artist and artwork will be recommended for selection.

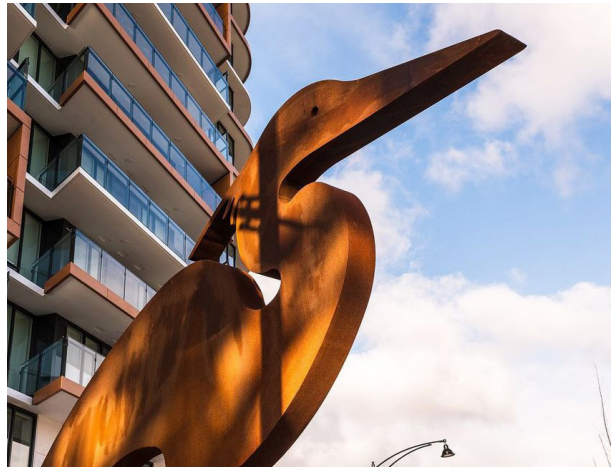
Prior to notifying the final artists nominated, The City of White Rock staff and Council will have an opportunity to review the nominated artist's concept. The final artist/artist team selected will enter a contract agreement with The City of White Rock.

Artist/Artist Team Selection Criteria for Stage Two

- i) High quality and innovative concept with a clear vision of the final artwork
- ii) Demonstrated understanding of the public space and the impact on the proposed site
- iii) Understanding of the surrounding architecture, the site and its contexts
- iv) Demonstrated feasibility in terms of a detailed budget, timeline, implementation, safety, maintenance
- v) Artistic quality of artwork presented in the documentation of past work
- vi) Availability

Please note: If no submission warrants consideration, The City of White Rock reserves the right not to award the commission.

TARGET TIMELINE



Detailed Public Art Plan	September 2021
Public Art Selection Process	September- November 2021
Selection of Final Artist	November 2021
Artists Contract	December 15, 2021
Artwork Installation	September 15, 2022
Transfer of Title	October 1, 2022
Completion of the Public Art Final Report	October 1, 2022

Note: Dates are best estimated targets and are subject to change

References:

- www.whiterockcity.ca
- www.semiahmoofirstnation.ca
- www.whiterockmuseum.ca

Images clockwise from top left: Jacqueline Metz & Nancy Chew, *The Great Blue* located at 15421 Thrift Avenue, Semiahmoo First Nation, *Under the Double Eagle and Elder Moon* (detail), Surrey, carved by Leonard Wells and Leslie Wells, View looking south down Johnston Road