

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: February 26, 2024

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation & Culture

SUBJECT: Johnston Road and Thrift Avenue Public Art

RECOMMENDATION

THAT Council approve the concept design for the Johnston Road and Thrift Avenue Public Art recommended by the Public Art and Culture Advisory Committee as outlined in this corporate report.

EXECUTIVE SUMMARY

In 2022, Council directed staff to consult with Semiahmoo First Nation (SFN) and seek their approval of the public art conceptual design by Marianne Nicolson. The design was reviewed by SFN Artist, Roxanne Charles who provided input to ensure that the design reflected imagery, language, and the history of the area and the Semiahmoo Nation.

The Public Art and Culture Committee approved the following motion at their regular meeting on February 15, 2024:

“That the Public Art and Culture Committee recommends that Council endorse the final concept design for the Johnston Road and Thrift Avenue public art installation.”

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2022-126 April 25, 2022	That Council: 1. Receive the recommendation of the Public Art Selection Panel and direct staff to work with the Saltaire Strata Council to negotiate a Public Art Installation, Management and Funding Agreement; and 2. Direct staff to award a contract to Marianne Nicolson as the selected Artist for the Johnston Road and Thrift Avenue Public Art Project following contact being made with Semiahmoo First Nation and they being in agreement.

INTRODUCTION/BACKGROUND

As part of the Saltaire development approved by Council, the proponents were required to provide public art with a total value of \$200,000.

Artist Marianne Nicolson was selected through a competitive process led by the City and art consultants, Ballard Fine Art Ltd. to design a public art component for placement at the corner of Thrift Avenue and Johnston Road, as part of the Saltaire development. The amphitheater was selected as the ideal place to showcase art that would engage the community and activate this corner. The selection jury consisted of representation from the Saltaire Strata, Public Art Committee and City cultural staff. As SFN was not able to attend, Council directed staff to consult with SFN before final approval was granted.

SFN artist, Roxanne Charles has met with Marianne Nicolson to review the public art conceptual drawings. The consultation process has been instrumental in creating the final design (Appendix A) that reflects imagery, language, materials, and special placement of the art that connect with SFN history and culture.

The conceptual design shows the artist has used imagery in the form of pictographs illustrating the culture and history of SFN at the centre of the amphitheater. Surrounding the main imagery, words in both English and Sencoten, the language Semiahmoo will frame the art. The line of the amphitheater running parallel to Thrift Avenue reflect the division of the Semiahmoo People from their Lummi and Nooksack relatives who live in the United States. Despite this separation, the art reflects unity and continuity in their community. Stone work will be featured in a mosaic that represents the beadwork traditions of the Semiahmoo and the Coast Salish people will be used to depict the imagery and language.

The Public Art and Culture Committee approved the following motion at their regular meeting on February 15, 2024:

“That the Public Art and Culture Committee recommends that Council endorse the final concept design for the Johnston Road and Thrift Avenue public art installation”

Upon approval of this design, work is anticipated to start late Spring/early Summer 2024 with an expected completion by September 2024.

FINANCIAL IMPLICATIONS

The design, fabrication and installation as presented can be achieved within the existing \$200,000 that was provided by the Saltaire developer as a negotiated amenity contribution at the time of rezoning. Funding from the Public Art Fund for an interpretive sign for the artwork will be requested in a subsequent report.

LEGAL IMPLICATIONS

Staff will work with the Saltaire Strata to create a Public Arts Installation, Management and Funding agreement for use of the outdoor amphitheater space. The agreement will be reviewed by City's Risk Manager and legal counsel as needed.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The community will be updated about the progress of the public art installation and any impacts to the area through the City's website and social media platforms. Upon completion, the city will host a community ribbon cutting event.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture Department will work closely with the Engineering and Municipal Operations Department to ensure that all appropriate permits are obtained, and the art installation is coordinated with the Johnston Road Phase 2 Project to ensure as minimal impact to the public as possible. The Recreation and Culture Department will also work closely with the City's Risk Manager to ensure execution of the Public Art Installation, Management and Funding Agreement with the Strata.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council Strategic Priorities

Community

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

Organization and Governance

Sustain and nurture the established partnership between the City of White Rock and Semiahmoo First Nation.

Cultural Strategic Plan

Address the Lack of Arts and Cultural Infrastructure – Maintain and grow the Public Art Program.

Sustain Diverse Arts Program and Festivals – Support a thriving Uptown arts district, “Beyond the Beach.”

OPTIONS / RISKS / ALTERNATIVES

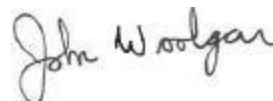
Council may choose not to approve the final design and cancel the project. This will also reduce the presence of public art in the City and may adversely impact the City's reputation with the developer and strata. The City has spent \$35,000 to date on the project for art consultation artist fees.

CONCLUSION

Public Art contributes to creating a sense of place and a shared identity. It can strengthen community ties to a city and encourage appreciation and conversation of art. This new addition will enhance the Saltaire amphitheater as a place to connect and will reflect the history, imagery and the language of the Semiahmoo First Nation.

Respectfully submitted,

Approved by,

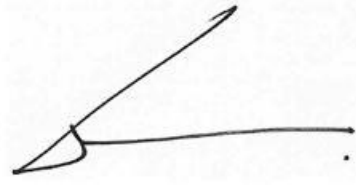


Rebecca Forrest
Manager, Cultural Development

John Woolgar
Director, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a series of loops and a final horizontal stroke.

Guillermo Ferrero
Chief Administrative Officer

Appendix A: Conceptual Design – Thrift and Johnston Public Art