

## Patrick Mueller

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**From:** Patrick Mueller [patrick.mueller@lorax.ca]  
**Sent:** February 22, 2011 12:47 PM  
**To:** 'Patricia'  
**Cc:** 'Patricia Barnes'  
**Subject:** MarketShare Project Update

Hi Trish,

Included below is an updated project description for MarketShare. Jaimie and Alison would like us to review it and provide feedback to them this week (funding deadline is Mar 4). Have a look and let me know your thoughts. Once they hear back from us, and assuming we are generally supportive (meaning that HSPS, BIA and CIBC will support the project as described) they will develop revised site plans.

My initial impressions:

- New theme around birds and migration. I'm not sure how they arrived at including birds, perhaps it is a way to connect landscaping elements to the theme, but it was not discussed in the March 2010 workshop. Still it does offer a connection to Hasting Park Sanctuary, and bird watching is quite popular with a number of local residents, so I think there is good community fit. The relationship between human immigration and bird migration and the parallels between the two could branch into many directions – macro and micro environments, places to live, the meeting of basic needs, tolerance and respect, reasons to migrate – from the perspective of both wildlife and humans. (What am I an art critic?) So I think the theme will be accessible to the public, unique, and will appeal to a broad range of granting agencies.
- as for the execution of the project, it's similar to BenchMark, with public participation, the collection of stories and integration into the site, and a site plan that has yet to be finalized.
- the revised site plan will increase lawn areas, which was one the feedback items from the BIA and CIBC. Reduced plant density with greater diversity is their idea, until we see the plant list and site plans we won't know the affect on sight lines and site maintenance.
- A proposed project name is SEED. This is fine with me, though all the support letters are written as MarketShare, I don't know if that matters. If you have better ideas pass them along ☺

Cheers, Patrick

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**From:** jaimie robson [mailto:jaimie\_robson@yahoo.com]  
**Sent:** February 22, 2011 9:15 AM  
**To:** Patrick Mueller; alison maddaugh  
**Subject:** project brief

Hello Patrick,

In follow up to our phone conversation last week Alison and I have prepared a revised project description for the Hastings/Penticton site. Once we hear from you that the HDSP and BIA are comfortable with this as a framework/concept for the project we will create a revised site plan that addresses the issues and concerns you outlined for us, namely reducing the planting density, increasing open lawn space, and reflecting a greater diversity in the planting scheme for the site. We have used the title SEED for the time being but please know this is a placeholder and that we are open to suggestions and to renaming the project as it is developed.

We are working towards a Mar 4 grant deadline so it would be great if you could back by Thursday or Friday.

Thanks Patrick!  
Jaimie

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*SEED is a public art project that will involve local residents in transforming an underused corridor of grass into a vibrant streetscape that contributes to the social, environmental, and human health of the Hastings Sunrise neighbourhood. Located at the southeast corner of East Hastings Street at Penticton, this project takes advantage of the generous building setbacks that characterize this commercial area; SEED reclaims this space and re-activates through enhanced public use and ecological vitality. SEED will shape a small pocket of public space into inviting site that is specifically crafted to reflect the experiences of the people who live in this community.*

*Public space including parks and habitat areas are highly valued within the Hastings Sunrise neighbourhood. The Hastings Sanctuary has helped foster the rich bird life in the local area, and as of 2010 over 100 bird species had been spotted in and around the sanctuary. Sites favoured by birds are often our most inviting public amenities, and the shared enthusiasm for birds has drawn together many local residents while enriching the quality of our public spaces.*

*[patrick: The locally developed vision for the area expresses the community desire to develop the building setbacks along this busy urban corridor as unique public spaces].*

*SEED will explore this urban ecology further by using birds as a framework for engaging the local residents in conversations about the qualities of their urban environment they value, their anecdotes about nature in the city, and their own experiences of migration. Participants will be engaged as 'agents' in mapping bird habitat in their neighbourhood by documenting their local walks and uploading their route, photographs, and an anecdote or story onto a collaborative online map. New connections among residents will be established as they engage each other in conversations to generate an archive of narratives and imagery of their experiences in the community. Selections of text and imagery will be drawn from this collection and the online resource and inscribed onto the ground plane and integrated with custom seating featured on the SEED site.*

*During the preliminary planning sessions held at the outset of this project, three key priorities were identified by members of the community: fostering a cohesive visual neighbourhood identity, increasing green space, and integrating neighbourhood stories. SEED will draw on the successful implementation of Our Community Story, Trailing Tales and BenchMark to further cultivate a cohesive visual identity while continuing to develop a participatory approach to site development that brings meaningful experience to the public realm.*

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