

## DEMAND

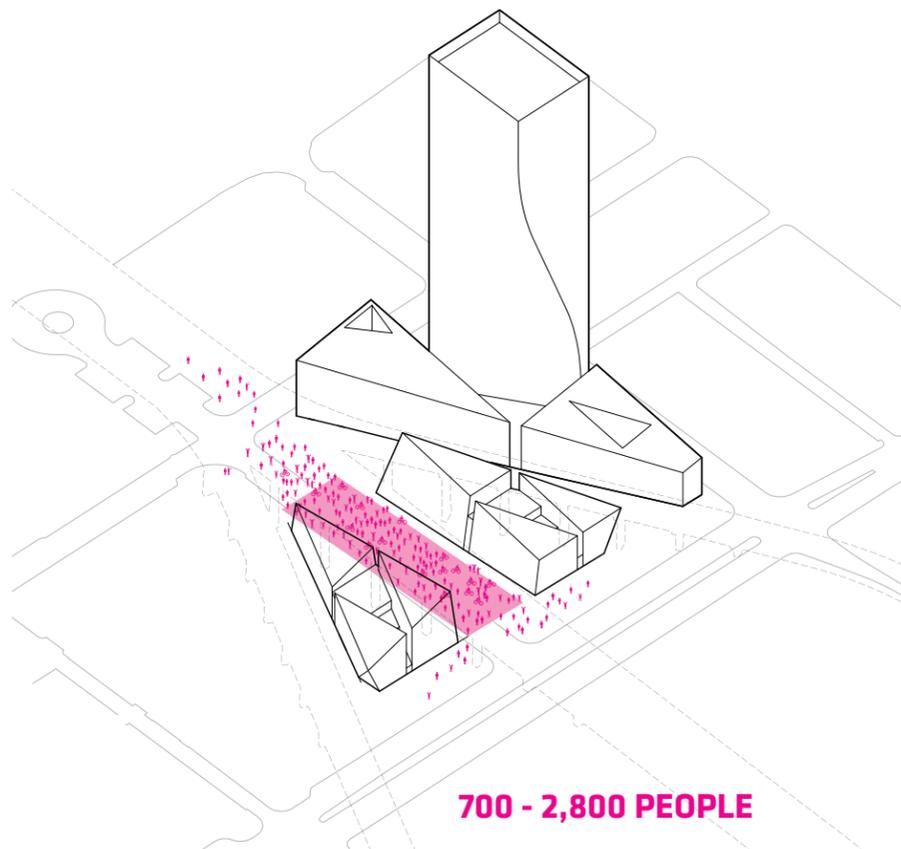
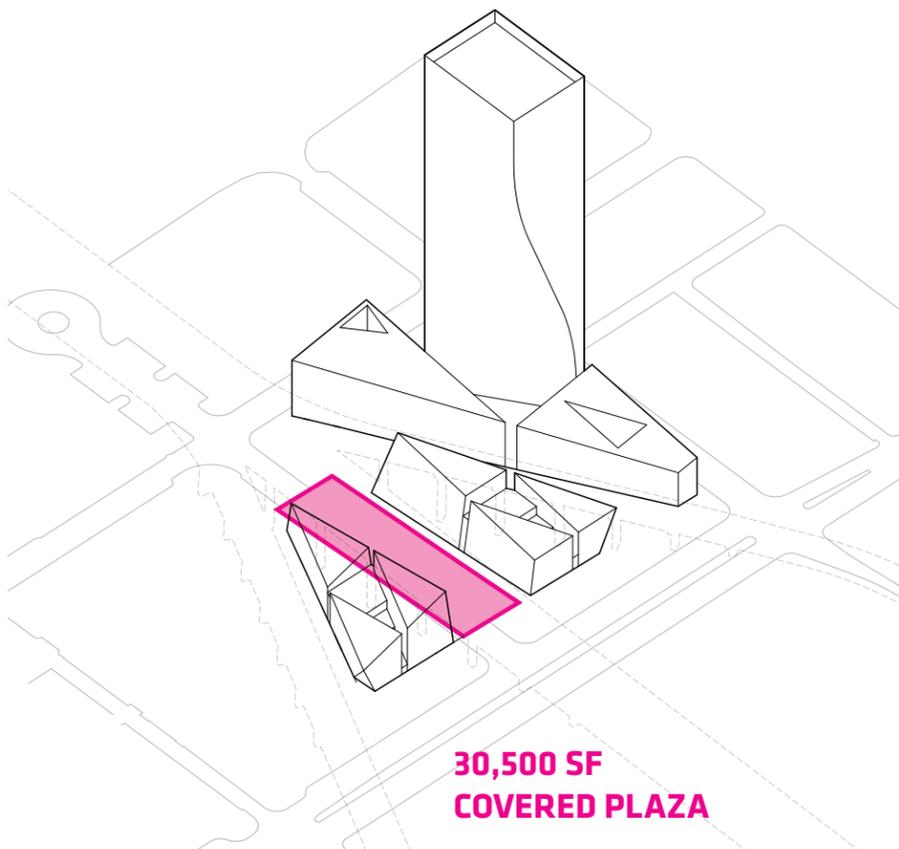
THE CITY OF VANCOUVER'S 2010 REPORT 'DEMAND ANALYSIS STUDY FOR CULTURAL PERFORMANCE / EVENT SPACES' STATES THAT "THE VANCOUVER SPECIAL EVENT INDUSTRY IS CURRENTLY EXPERIENCING A SHORTAGE OF EVENT VENUE AND PERFORMANCE SPACE, AND REQUIRES NEW VENUES TO PRESENT THE GROWING NUMBER OF CONCERTS, SPECIAL EVENTS, CULTURAL EVENTS, PRIVATE EVENTS AND MEETINGS IN A QUALITY ENVIRONMENT". THE REPORT ALSO POINTS OUT THAT THERE ARE LIMITED VENUES FOR MID-SIZE CROWD CAPACITIES RANGING FROM 700-1500 AND THAT THERE IS PROVEN DEMAND FOR THIS SIZE. GRANVILLE STREET BELOW THE BRIDGE CAN TRANSFORM INTO A PUBLIC PLAZA OF APPROXIMATELY 30,500 SF, AND HAS THE CAPACITY TO ACCOMMODATE CROWDS OF 700-2800 PEOPLE.

## ROUGH AND REFINED

THE SUBLIME QUALITIES OF BEING UNDER-THE-BRIDGE EMERGE FROM THE GRAND SCALE OF THE OVERHEAD INFRASTRUCTURE, AND THE COMBINATION OF THE ROUGH AND THE REFINED - THE CONFLATION OF URBAN GRIT AND HIP DESIGN; OF GREY AND GREEN INFRASTRUCTURE. THERE IS ALSO A UNIQUE OPPORTUNITY TO BRING TOGETHER WITH UNEXPECTED SYNERGIES VANCOUVER'S CYCLING AND FITNESS CULTURE WITH CONTEMPORARY ART. DIGITAL PROJECTION, ARTFUL LIGHTING AND UNUSUAL PROGRAMMING COULD HEIGHTEN THE DRAMA OF THE BRIDGE STRUCTURE, AND CREATE A VISUAL AND CULTURAL AMENITY THAT IS A LANDMARK FOR THE CITY.

## INTEGRATED INFRASTRUCTURE

TO CREATE AN INFORMAL YET FLEXIBLE VENUE FOR EVENTS, BASIC INFRASTRUCTURE WOULD BE INTEGRATED INTO THE PUBLIC REALM DESIGN INCLUDING ELECTRIC OUTLET HOOKUPS, GAS, WATER, CONTROLLABLE LIGHTING SYSTEMS, A WATER BOTTLE FILLING STATION, STORAGE AND WASHROOM FACILITIES.



## INFORMAL AND MULTIFACETED PROGRAMMING

THE OPPORTUNITIES FOR PUBLIC REALM EVENTS AND PROGRAMMING UNDER THE BRIDGE ARE DIVERSE. WHILE THE SLOPE OF THE STREET LIMITS MORE FORMAL SIT-DOWN EVENTS, THERE IS GREAT POTENTIAL FOR A LESS STRUCTURED, INFORMAL GATHERING SPACE THAT CAN EASILY ACCOMMODATE CROWDS OF 700 - 2800 PEOPLE. THE APPROACH TO PROGRAMMING THIS SPACE IS TO FOCUS ON MULTIFACETED, NEIGHBOURHOOD ORIENTED EVENTS, RATHER THAN A MEGAScheme. THE URBAN DESIGN PANEL HAD MULTIPLE COMMENTS REGARDING THE IMPORTANCE OF PROGRAMMING AT THIS SITE, INCLUDING THE COMMENT THAT IT IS AS IMPORTANT AS CAPITAL IMPROVEMENTS.

## CONTEXT AND CONNECTIVITY

THE BEACH AND HOWE PUBLIC REALM WOULD HELP TO CONNECT TO EXISTING OPEN SPACES IN THE AREA INCLUDING THE SEAWALL, MAY AND LORNE BROWN PARK, GEORGE WAINBORN PARK, EMERY BARNES PARK, DAVID LAM PARK, THE AQUATIC CENTRE, AND GRANVILLE ISLAND ACROSS THE WATER. THERE IS A CIVIC OPPORTUNITY TO EXTEND BEACH AND HOWE'S PUBLIC REALM TREATMENT SOUTH TO THE SEAWALL - EXPLICITLY LINKING THIS HIGHLY UNIQUE DEVELOPMENT TO VANCOUVER'S WATERFRONT CHAIN OF OPEN SPACE AMENITIES. THERE IS ALSO THE OPPORTUNITY FOR A VERTICAL LINKAGE TO THE GRANVILLE BRIDGE, WITH A POTENTIAL STAIR OR ELEVATOR CONNECTING CYCLISTS AND PEDESTRIANS FROM THE CITY'S PROPOSED GRANVILLE BRIDGE GREENWAY TO THE SITE, THE SEAWALL OR PACIFIC AVENUE.

