Agenda - Executive Policy Committee – July 11, 2012

Moved by Councillor

That Rule 10(3) of The Procedure By-law No. 50/2007 be suspended in order that the following item, which was received less than 96 hours preceding the committee meeting, be considered by Committee.

Report - Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – July 9, 2012

Item No. 2 Streetscaping for the Cultural District

STANDING COMMITTEE RECOMMENDATION:

On July 9, 2012, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submits the following to Council:

1. That a new capital program budget of $2.5 million be established for the first phase of streetscaping and roadworks for streets in the Cultural District including Market Avenue, Lily Avenue, James Avenue and Rorie Street.

2. That the funding for the new capital program budget entitled “Cultural District Streetscaping” be provided from the net sale proceeds of the Winnipeg Square Parkade and the sale of lands east of Main and south of Wesley.

3. That the Winnipeg Public Service – Public Works Department be directed to include in their 2013 Capital budget, a Downtown Streets Program for the redevelopment of the Right of Way in the Cultural and SHED Districts.

4. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing

Agenda - Executive Policy Committee – July 11, 2012

Report - Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – July 9, 2012

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On July 9, 2012, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: **Streetscaping for the Cultural District**

Critical Path: Standing Policy Committee on Downtown Development, Heritage and Riverbank Management - EPC - Council

AUTHORIZATION

Author	Department Head	CFO	CAO
J. Kiernan	B. Thorgrimson	M Ruta	D Joshi COO

RECOMMENDATIONS

1. That a new capital program budget of $2.5 million be established for the first phase of streetscaping and roadworks for streets in the Cultural District including Market Avenue, Lily Avenue, James Avenue and Rorie Street.

2. Subject to the approval of Recommendation # 1, that the funding for the new capital program budget entitled “Cultural District Streetscaping” be provided from the net sale proceeds of the Winnipeg Square Parkade and the sale of lands east of Main and south of Wesley.

3. That the Public Service – Public Works Department be directed to include in their 2013 Capital budget, a Downtown Streets Program for the redevelopment of the Right of Way in the Cultural and SHED Districts.

REASON FOR THE REPORT

March 23, 2011 Council approved the Report of the Alternate Service Delivery Committee – *“that $8.3 million be allocated to pay down the debt of the Winnipeg Parking Authority to the City of Winnipeg; and that the City of Winnipeg hold these funds in an account to be used, subject to Council approval, for streetscaping and architectural initiatives related to the James Avenue / North Portage Corridor parkade projects.”*

IMPLICATIONS OF THE RECOMMENDATIONS

Phase One of the Cultural District streetscaping project supports the advancement of strategic public investments which reinforce the continued commitment made to the redevelopment of the East Exchange.

Private and nonprofit partner support will be required to ensure the full success of the East Exchange initiative.

The long-term policy vision and direction provided in OurWinnipeg, Complete Communities and "OurDowntown – Always a Priority" support reinvestment in downtown neighbourhoods, including the Cultural District.

HISTORY

March 23, 2011, Council approved that the net sale proceeds of the Winnipeg Square Parkade be allocated for streetscaping and architectural initiatives related to James Avenue/North Portage Corridor projects.

January 25, 2012 Council approved a motion that "*the net proceeds of the sale of the subject lands east of Main and south of Wesley shall be dedicated towards the cultural streetscaping project in the East Exchange District and that the Proper Officer of the City be authorized to do all things necessary to implement the intent of the foregoing.*"

May 7th, 2012 stakeholders including the Manitoba Museum, Manitoba Centennial Centre Corporation, The Royal Manitoba Theatre Centre, the Winnipeg Symphony, Sports Manitoba and other cultural groups in the area, reviewed the Cultural District streetscaping.

May 10th, 2012 the Cultural District streetscaping initiative was reviewed by the Urban Design Advisory Committee and received approval in principle.

To ensure Streetscaping completion in 2012 and to align with the stakeholders and festival seasons, funds from both the parkade sale, as well as the Main Street property sale are being utilized. The funds utilized for road works are for 2012 only, as this requirement will not be expected in the future based on the anticipated establishment of a Downtown Streets Program in 2013 for the Cultural and SHED Districts.

The project includes a substantial streetscape renewal that will widen the sidewalks on Market Avenue, improve pedestrian safety, and establish a unified identity through pedestrian lighting and street furniture.

In addition, Market Avenue will establish a new a series of light installations that will create immediate recognition of the significance of the District through the use of 3D lit sculptural elements in the trees and planters along Market Avenue (see attachment 1). The Public Service is working collaboratively with CentreVenture Development Corporation to establish identities that celebrate the value and distinctiveness of these streets with an emphasis on pedestrian safety, accessibility and movement. This investment recognizes the renewed commitment being made to develop the downtown into a vibrant area filled with entertainment venues, newly converted residential buildings and culturally significant theatres in the Cultural District.

FINANCIAL IMPACT

Financial Impact Statement

Date: June 14, 2012

Project Name:
Streetscaping for the Cultural District

First Year of Program **2012**

	2012	2013	2014	2015	2016
Capital					
Capital Expenditures Required	$ 2,500,000	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ 2,500,000	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Proceeds of dispo of property	2,500,000	-	-	-	-
Total Funding	$ 2,500,000	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ 2,500,000				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	72,816	-	-	-	-
Net Cost/(Benefit)	$ (72,816)	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ (72,816)	$ -	$ -	$ -	$ -

Additional Comments: Capital expenditures in 2012 consist of contractor, consultant & other costs totaling $2,427,184 + short-term financing and corporate admin fees of $74,816. The latter amount is offset by an equal recovery in the Corporate Finance Department current budget. The source of funding is proceeds of the sale of land east of Main and south of Wesley and a portion of the net proceeds of disposition of the Winnipeg Square Parkade.

"Original signed by"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

Public Works Department

SUBMITTED BY

Department:	Planning, Property and Development
Division:	Planning and Land Use
Prepared by:	Marsha Christiuk
Date:	June 14, 2012
File No.	O:\Reports Directive\Planning and Land Use\Downtown\2012 Reports\Cultural District Streetscaping - June 13, 2012.docx

Attachment A – Cultural District Design Components

UD2012-021

Attachment A – Cultural District Design Components







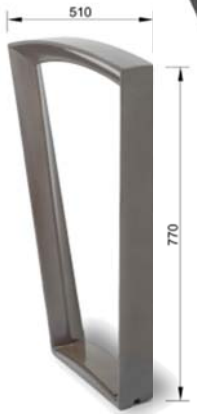


centreventure
Winnipeg
MOMENT FACTORY
McGOWAN-RUSSELL









centreventure Winnipeg MOMENT FACTORY McGOWAN-RUSSELL

MOMENT FACTORY
WE DO IT IN PUBLIC

Winnipeg
Embrace the Spirit • Vivez l'esprit



CITY OF WINNIPEG / MCGOWAN RUSSELL GROUP
MULTIMEDIA LIGHTING CONCEPTS - THE CULTURAL DISTRICT
PRESENTED: MAY 7TH, 2012

© 2012 MOMENT FACTORY
The concepts and all visuals presented in this document remain the intellectual property of Moment Factory.

MOMENT FACTORY
6250 HUTCHISON, SUITE 200A
MONTRÉAL, QUÉBEC, H2V 4C5

AMAHL HAZELTON
E AMAHL@MOMENTFACTORY.COM
T 514 843-8433 #127
F 514 XXX-XXXX

Culture On Every Corner

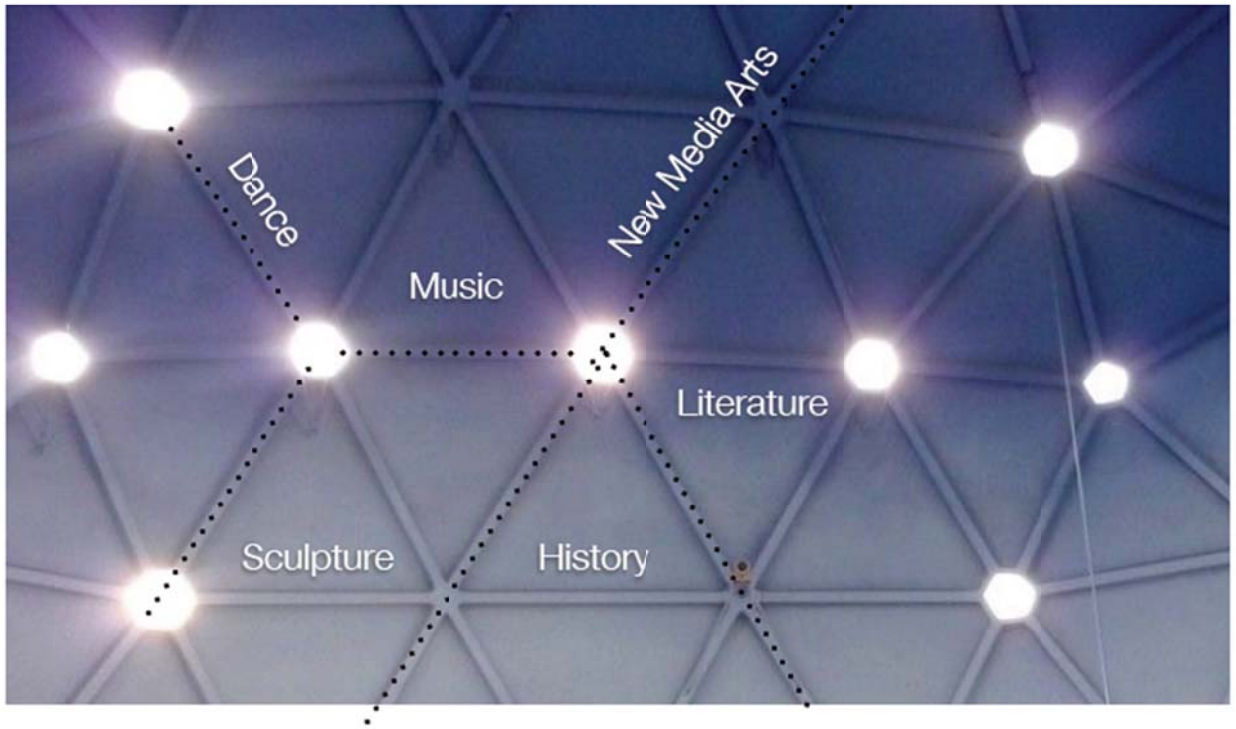
Enhancing the Public Experience

Being an integral part of the city's cultural scene is the fundamental premise. Being a spectator and an actor. Participating.

Culture represents the creative manifestation of the Winnipeg community. Cultural activities gather people together. The public witnesses, celebrates and engages in the creative process.

Winnipeg's culture connects a wide variety of artistic disciplines, linking us all to a dynamic array of content and experiences.

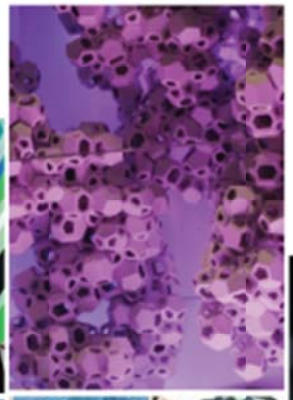
The multiple facets of the arts and culture converge within a flow of visual information.

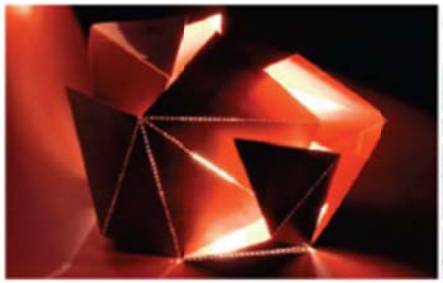
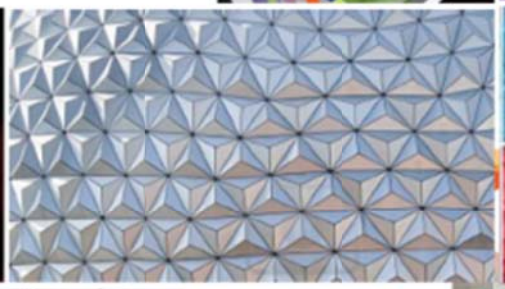


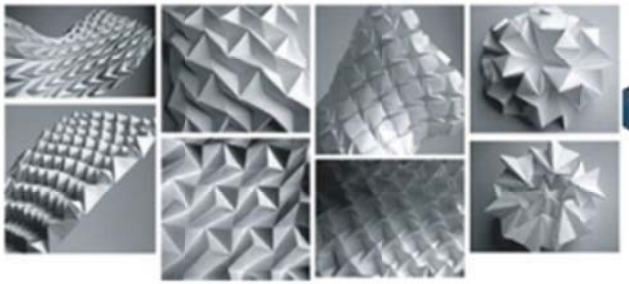
Artistic Direction

Network - Multiple Facets

The artistic direction takes inspiration from **a dynamic matrix** of simple shapes such as **folding origami to create unity** and **longevity** in the overall conceptual statement.
This imagery bring together materials, locating the installation in place and time.

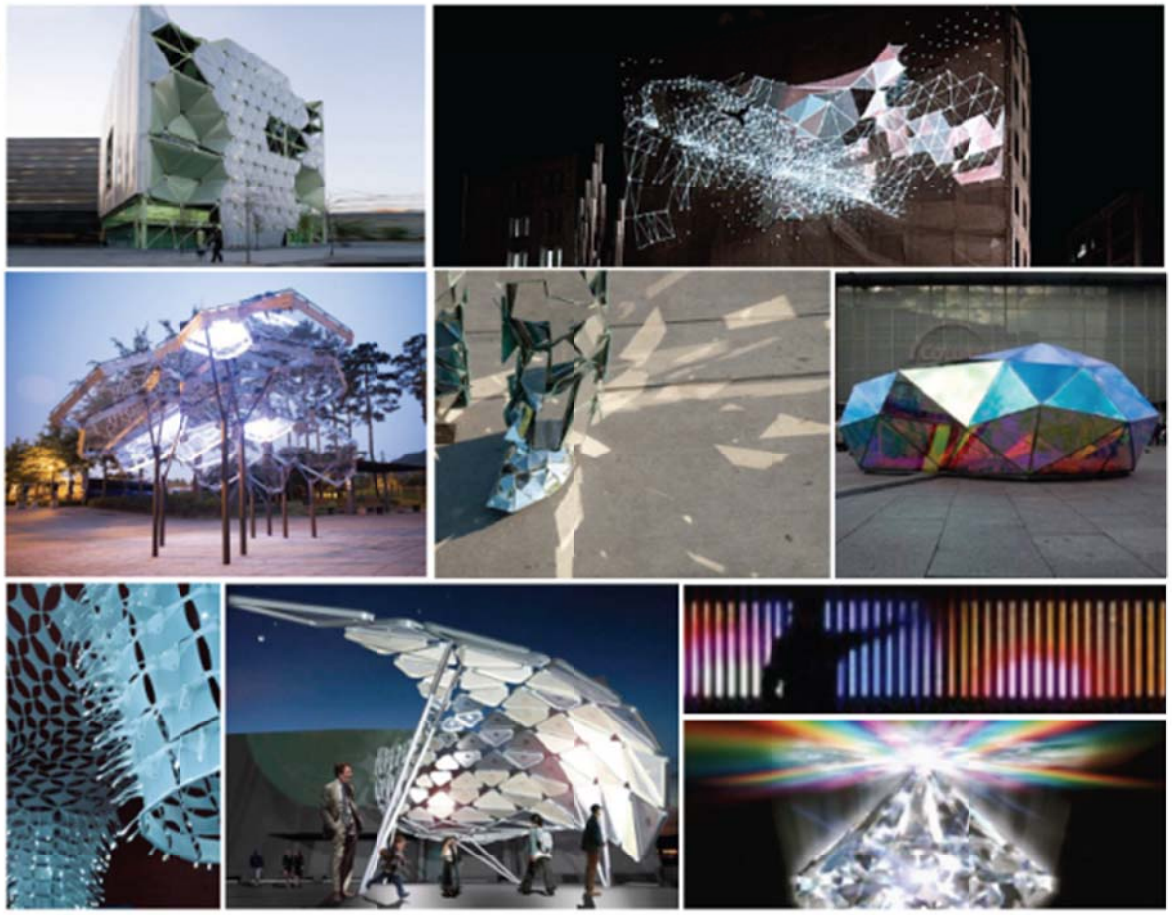



Artistic Direction

Three Dimensional Visual Statement - Multi-Faceted

Our objective is to provide a **three-dimensionial multimedia installation** where all facets are linked and used to enlighten and diffuse cultural content.
On both a human and architectural scale.

The visual statement is refined to express culture's multiplicity as facets, in a series of artistic and dynamic installations providing complementary experiences linked as much by their shape, as by the lighting programming and visual content.



Luminous Identity

Tree and Ground Levels

Conceptual approach

Create perspective effects with light installations using existing architecture and landscape architecture, adding a high visual impact and animated volume to the street. The unique luminous shapes are immediately identifiable to Winnipeg's Cultural District, supporting the creation of an unmistakeable destination, defining the streetscape and establishing visual landmarks. They contribute to the evolution of an iconic visual signature for the district.

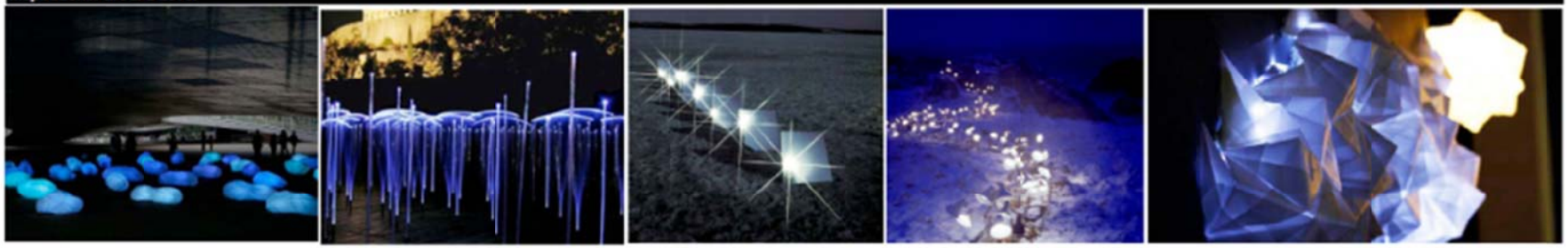
Interactivity
Sound Responsive; Pedestrian Location/Movement Response; Weather/Temperature Responsive

Content
Light Textures, Colour Play, Movement, Chasing/Rhythms, Synchronized Programming between elements

Inspirations: Tree Level

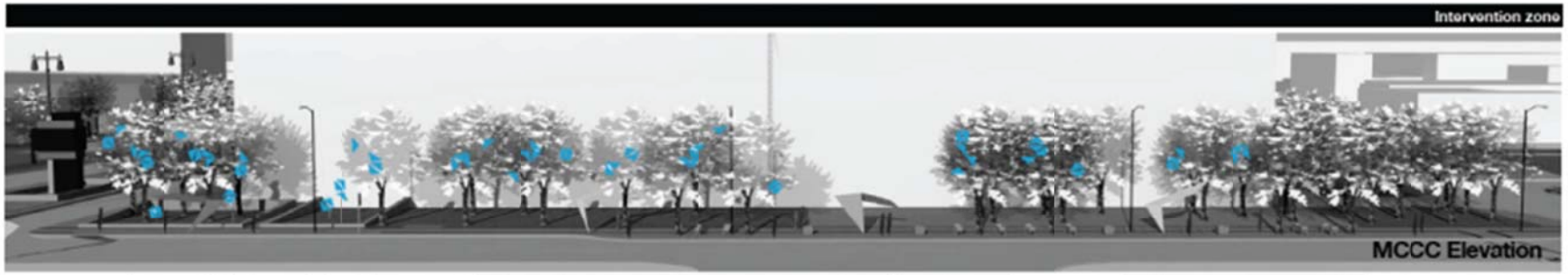


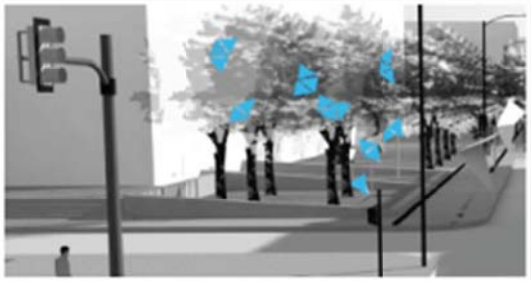
Inspirations: Ground Level

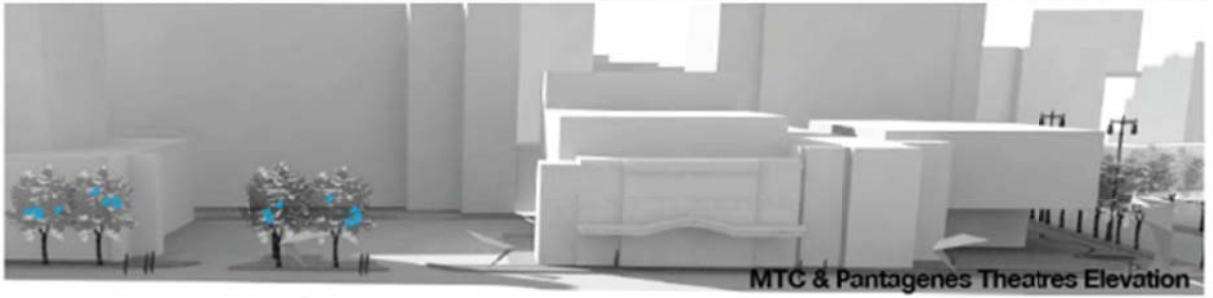


Luminous Identity

Tree and Ground Levels







Inspirations



Sketches



MOMENT FACTORY

CITY OF WINNIPEG / MERRIMAN RUSSELL GROUP
MULTIMEDIA LIGHTING CONCEPTS - THE CULTURAL DISTRICT
MONDAY, MAY 7TH, 2012