



ADMINISTRATIVE REPORT

Report Date: April 22, 2009
Contact: Peter Judd
Contact No.: 604.296.2860
RTS No.: 7959
VanRIMS No.: 08-2000-20
Meeting Date: May 19, 2009

TO: Vancouver City Council
FROM: General Manager, Olympic and Paralympic Operations
SUBJECT: Light the City

RECOMMENDATION

- A. THAT Council approve the Lighting portion of 2010 Look of the City Program as outlined in this report, and allocate the remaining \$486,450 from the Olympic and Paralympic Legacy Reserve Fund - Look of the City Program, as approved by Council on December 11, 2007, to the Light the City program for lighting projects generally as outlined in this report.
- B. THAT Council authorize the General Manager, Olympic and Paralympic Operations to award contracts up to the budget allocation as outlined in Recommendation A and approve agreements related to the Light the City program as are satisfactory to the Director of Legal Services.

GENERAL MANAGER'S COMMENTS

The General Manager, Olympic and Paralympic Operations RECOMMENDS approval of the foregoing.

PURPOSE

The purpose of this report is to seek Council's approval for the expenditure of \$486,450, as the final allocation from the Look of the City Program, to undertake four significant lighting projects that will enhance our citizens' and visitors' experiences during the 2010 Olympics.

BACKGROUND

Host Cities of all past Olympic Games have made special efforts to liven their urban streetscapes with colours and lights to:

- Welcome athletes, spectators and visitors
- Create a celebratory atmosphere
- Assist in guiding visitors and residents to sports venues, Olympic-related sites, and shopping and entertainment areas
- Promote the City to encourage visitors to return after the Games

Like the Host Cities before us, we will welcome the world to the 2010 Winter Games. Vancouver will be photographed and reported on by media and visitors, through countless photos and videos that will be seen around the world and posted through the web.

As with any visitor experience, positive, welcoming interactions with the local residents create the best and most long-lasting experiences. Our downtown area will be the focal point of our Games experience and visitors will naturally be drawn to this area. It is therefore essential that we also encourage our residents to come, be entertained and interact with our visitors.

By day, our streets will be dressed in colour, through the largest banner program the City has ever undertaken. Over 6,000 banners will be displayed throughout the City, with particular concentration in the downtown area, as approved by Council on September 16, 2008.

At night, the downtown and False Creek areas will be alive with activities and entertainment. Large sections of Granville, Robson and Yaletown will be converted to pedestrian zones, where residents and visitors will mingle, enjoying the celebratory atmosphere that is such an integral part of the Olympics experience.

Through the Look of the City Steering committee, staff determined that displays of interactive lights, projections and lighting of key buildings and public structures would be the most cost-effective and environmentally responsible way of creating colourful nightly celebratory experiences. Four areas were identified through this staff process and the Vancouver architectural lighting design firm of Douglas Welch and Associates was subsequently engaged to prepare preliminary design concepts.

The four key areas being considered are:

1) Library Square

The Library Square Project was the largest capital project ever undertaken by the City of Vancouver. The building will function as the Vancouver House during the 2010 Olympic Games. Colour-changing accent lighting will enhance the Library's striking exterior architectural features and support way-finding to the Vancouver House, located inside.

The lighting will consist of programmable, colour-changing LED's that can be retained by the Library as a permanent, energy-efficient legacy.

The Government of Canada's office tower is adjacent to the Library and Canada will fund and co-ordinate their celebratory lighting to complement ours.

2) *Cambie and Granville Street Bridges*

Programmable, colour-changing lights will ensure that these bridges will be focal points for night-time media images to be shown around the world.

The Cambie Street Bridge is the key link between City Hall and downtown. The bridge is clearly visible from the Olympic Village. During the 2010 Winter Games, it will be the key route for athletes, visitors and VIP's arriving into our downtown.

The Granville Street Bridge's intricate support beams will, when illuminated, be clearly seen and appreciated by visitors to Granville Island and environs.

These will be permanent installations, employing latest available, programmable LED technology, thus providing a significant, energy-efficient legacy to the City for use on future celebratory occasions or as a year-round complement to these civic landmarks.

3) *111 Dunsmuir Street*

The curved façade of this privately-owned office building anchors the north end of the Georgia/Dunsmuir Viaduct and is strategically situated directly north of LiveCity Downtown (at Georgia Street).

By night, the face of this building will be transformed with a dynamic, interactive 'pixel map', of a scale never before seen in Vancouver. With the full co-operation of the building's owners, the south-facing windows will be internally lit in Olympic and Paralympic colours and individually controlled to create patterns, movement and even hockey scores.

4) *Yaletown Park*

This hard-surfaced park marks a key transition point from David Lam Park and Yaletown, to the Robson Street, Vancouver House, LiveCity Downtown and the Olympic and venues. Light show installations would transform the park, adding warmth, assisting with way-finding and creating a must-see destination for visitors walking along this designated pedestrian corridor.

Note: These are examples of the lighting treatments to be undertaken at each location. Details will be developed through a final design process and may not include all locations.

FINANCIAL IMPLICATIONS

On December 11, 2007, Council approved an amount of \$20 million for the Olympic Legacy Reserve Fund, with funding approvals for specific projects to be reported to Council.

Included in the projects to be funded was the Look of the City program, in the amount of \$2 million.

To date, Council has approved \$1,513,550 from Look of the City budget:

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|-------------------------------------|-------------|
| LOOK OF THE CITY BUDGET | \$2,000,000 |
| Banner Program (Approved) | (650,000) |
| Public Art Contribution (Approved) | (150,000) |
| Gateway Improvements (Approved) | (110,000) |
| Vancouver House (Approved) | (603,550) |
| Light the City (<i>Requested</i>) | (486,450) |
| | <u>\$ 0</u> |

If this request for \$486,450 is approved by Council, there will be no remaining funds in the Look of the City budget.

CONCLUSION

Downtown Vancouver will be the focal point for celebrating with the world during the 2010 Games. It will be "the place to be" for both visitors and our residents. It will be featured in numberless photographs and videos, shown around the world. Directly, through recounted stories and from media reports and the world-wide web, memories will be created and lasting impressions will be formed, of Vancouver as a world-class destination.

There will be no better opportunity to say: *The World is Welcome Here.*

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