

COUNCIL MEMBERS' MOTION

For consideration at the Standing Committee meeting of City Council on November 27, 2024

2. Formalizing the 100 Block of Robson Street as a Dedicated Fan Zone

Submitted by: Councillor Meiszner

WHEREAS

1. Fan zones create a centralized hub of activity around sporting and other major events that fosters a sense of community and camaraderie among fans. The communal atmosphere of a fan zone is not only enjoyable for attendees it also helps to build a strong, unified fan base for teams that helps to boost team morale and a winning spirit;
2. Successful fan zones have been implemented in various cities around the world, each bringing its unique approach to enhancing the fan experience. Fan zones often feature a variety of entertainment options, including live music and interactive games, as well as food and beverage stalls, all of which contribute to a festive and engaging environment for fans;
3. Dedicated fan zones are a strategic enhancement to events that offer a dynamic and immersive experience for fans, economic benefits for the city and local businesses, marketing opportunities for brands, and improved safety and organization for public gatherings;
4. Examples of successful fan zones include the Liverpool Football Club fan zone that serves as a gathering place for team supporters before the game and offers a range of activities and amenities that build excitement and community spirit. Similarly, Twickenham Stadium in London has the West Fan Village, which provides an ultimate pre-game fan experience with live bands, acts, and interviews;
5. Closer to home, Toronto's Nathan Phillips Square hosts fan zones for various sports and cultural events. And during the NBA playoffs, Maple Leaf Square becomes a popular gathering spot for Toronto Raptors fans as "Jurassic Park";
6. In Vancouver, the 100 block of Robson Street, situated between Beatty Street and Cambie Street, has evolved organically in recent years into a vibrant and popular fan celebration zone for events at BC Place, including, but not limited to, sporting events such as BC Lions games and Vancouver Whitecaps games;
7. The frequent but temporary conversion of the 100 block of Robson Street, from a vehicle thoroughfare to a pedestrian fan zone, has demonstrated the feasibility and desirability of such fan zone transformations, contributing positively to the city's culture and economy and enhancing the celebratory fan experience;
8. Dedicated fan zones such as the 100 block of Robson improve the overall safety and organization of large public gatherings by providing a designated area for

fans to congregate – before, during and after an event – thereby reducing the risk of potential disturbances through a better-controlled environment for everyone involved;

9. Fan zones represent a modern approach to event management, one that recognizes the importance of fan engagement and community involvement in the success of events and the vitality of urban spaces;
10. The key to a successful fan zone lies in a design that is focused on the fan experience and considers such factors as the flow of visitors, the range of activities offered, and the overall comfort and convenience of the space. In some cases, more robust temporary structures, such as pop-up shops, kiosks, and bollards are used to provide a professional appearance to the space and improved usability for fans; and
11. Once established, the success of a dedicated fan zone can have long-lasting benefits for a city including increased revenue, not just from direct sales during events but also from the positive reputation it builds and enhancement of the city's profile as a vibrant and engaging destination.

THEREFORE BE IT RESOLVED

- A. THAT Council and the City of Vancouver formally recognize the 100 block of Robson Street as a dedicated fan zone and acknowledge its significance and the value it adds to sporting and other events in the city.
- B. THAT Council direct staff to explore potential improvements to the 100 block of Robson Street of a more permanent nature that would facilitate the more rapid and efficient temporary conversion of this section of Robson Street and its surrounds into a fan zone on a regular temporary basis, such as enhanced road surface and sidewalk treatments, as well as street furniture, lighting, and retractable bollards, thereby ensuring minimal disruption to the surrounding neighbourhood and maximum enjoyment for fans and other stakeholders;

FURTHER THAT staff be directed to report back before the end of Q2 2025 with a detailed plan and timeline to formalize and improve the 100 block of Robson Street as a dedicated fan zone, including:

- i. A budget for improvements which could include, but is not limited to:
 - a. Infrastructure such as electrical connections to support modular fan zone components, such as kiosks, stages, etc. that can be quickly assembled and disassembled; as well as infrastructure for overhead and accent lighting, etc.;
 - b. improved waste management options and resources;
 - c. public transportation options and enhancements to and from the zone;

- d. accessibility measures; and
 - e. options to accommodate community activities and events such as farmers and artisan markets outside of sporting events, thereby maximizing the use of this public space and the investments made.
- ii. Options for delivering the fan zone improvements incrementally in tandem with the approved bike lane upgrades on Beatty Street and the hotel project at 828 Cambie, which is obligated to deliver frontage improvements along Robson Street, in order to achieve project timing efficiencies, including any other construction projects in the 100 block of Robson that may coincide with the fan zone initiative; and
 - iii. Exploration of potential funding contributions from PavCo and/or private sponsor(s) as part of the options to fund the fan zone project.

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