

# CENTENNIAL SQUARE ACTION PLAN

**Opportunities &  
Big Ideas**  
JUNE 2018

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# Introduction



**Every great city has a dynamic public square where people come together for civic gathering, public events and celebration, play, or come for quiet contemplation; a place where public life happens.**

Centennial Square is Victoria's main civic, ceremonial and recreational plaza that serves as a venue for different events and large public gatherings. This can range from protests to honouring ceremonies, demonstrations and displays of public art to theatre performances, and music and cultural festivals to local markets.

Centennial Square was constructed in the 1960s as part of a major initiative to preserve, restore and revive downtown Victoria, and to celebrate the 100th anniversary of the incorporation of the City of Victoria. Today, the Square lacks activities and programming outside of events and festivals. Furthermore, some

of the infrastructure (including the fountain), surface treatments, and parkade structure are aging and in need of major maintenance and repairs.

Centennial Square has been identified as a priority area for public space improvement, specifically to activate and energize the square and enhance the City's public living room and civic gathering place.

To this end, the City is undertaking a collaborative design process to identify short, medium and long term actions to guide immediate operations and maintenance needs, activity programming, and physical improvements to refresh the Square. The purpose of this document is to provide key background information and design considerations to guide the development and assessment of design options for the square. This includes key findings from an inventory and analysis, an overview of best practices, and renewed vision statement and set of opportunities and big ideas.

# Process Diagram

DECEMBER 2017

JUNE

JULY

SEPTEMBER

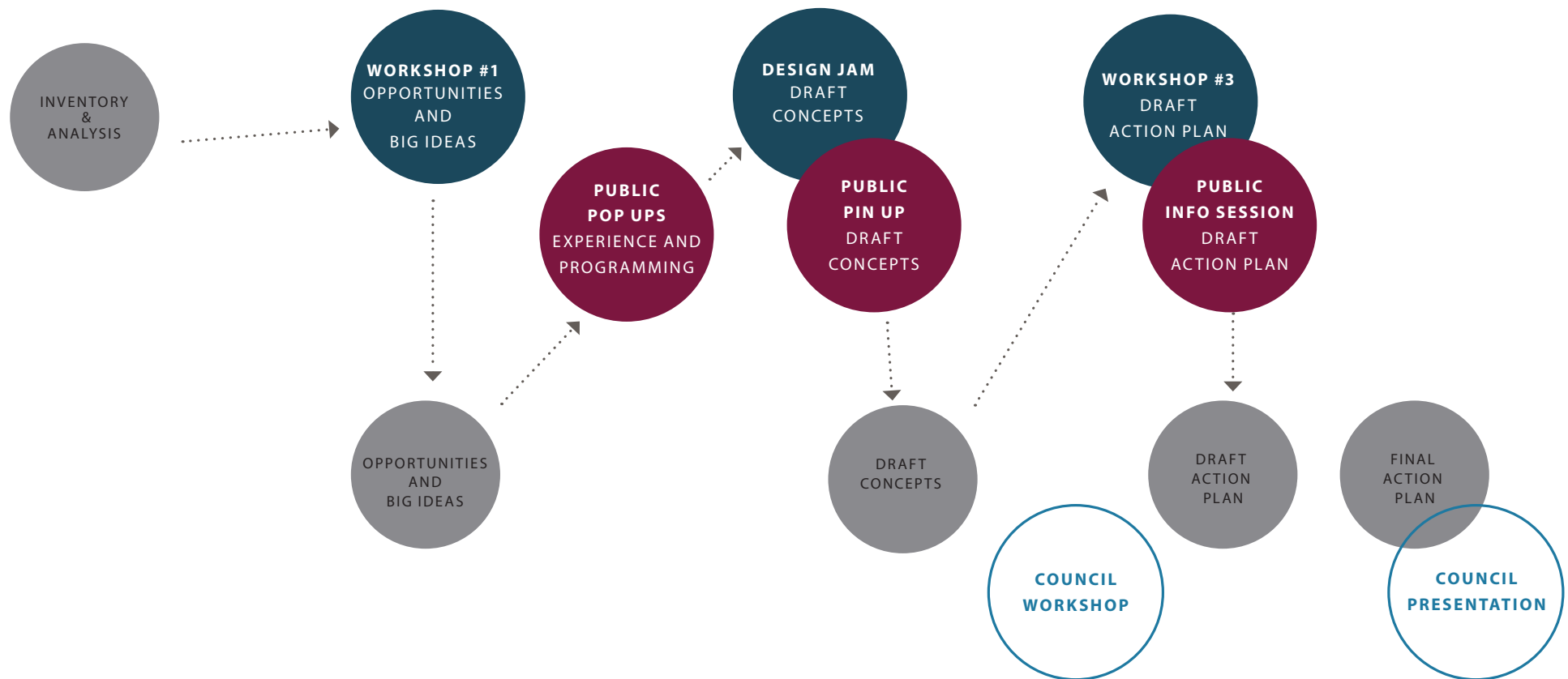
NOVEMBER

JANUARY 2019

## PHASE 1 ANALYSIS, VISION & GOALS

## PHASE 2 DESIGN CONCEPTS

## PHASE 3 ACTIONS & PRIORITIES



An aerial photograph of a university campus. In the center is a large, circular building with a central courtyard. Surrounding it are various other buildings, including a large rectangular building to the right and several smaller buildings to the left. A road runs along the right side of the image. The text "CONTEXT & HISTORY" is overlaid in a white circle in the upper right corner.

# **CONTEXT & HISTORY**

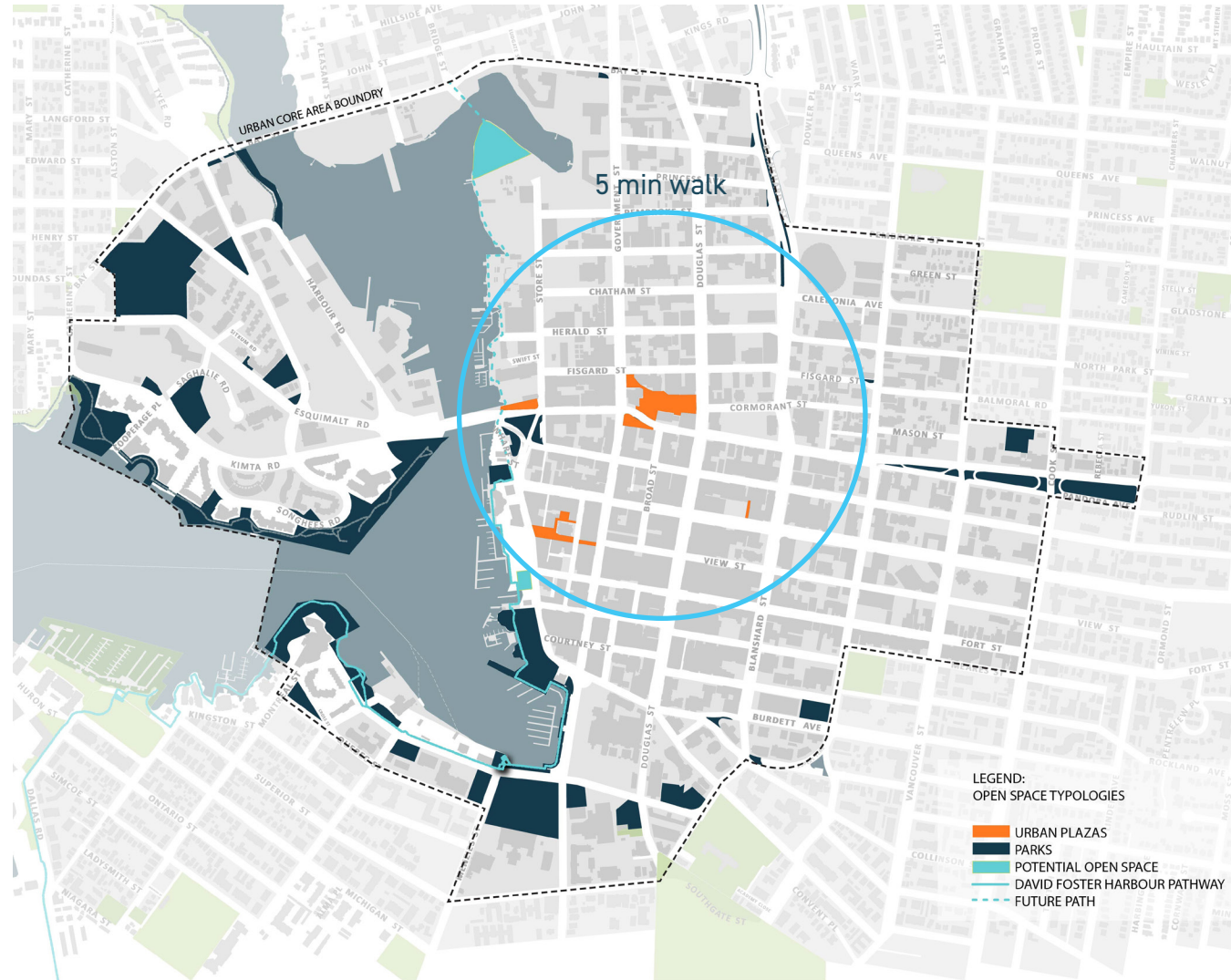


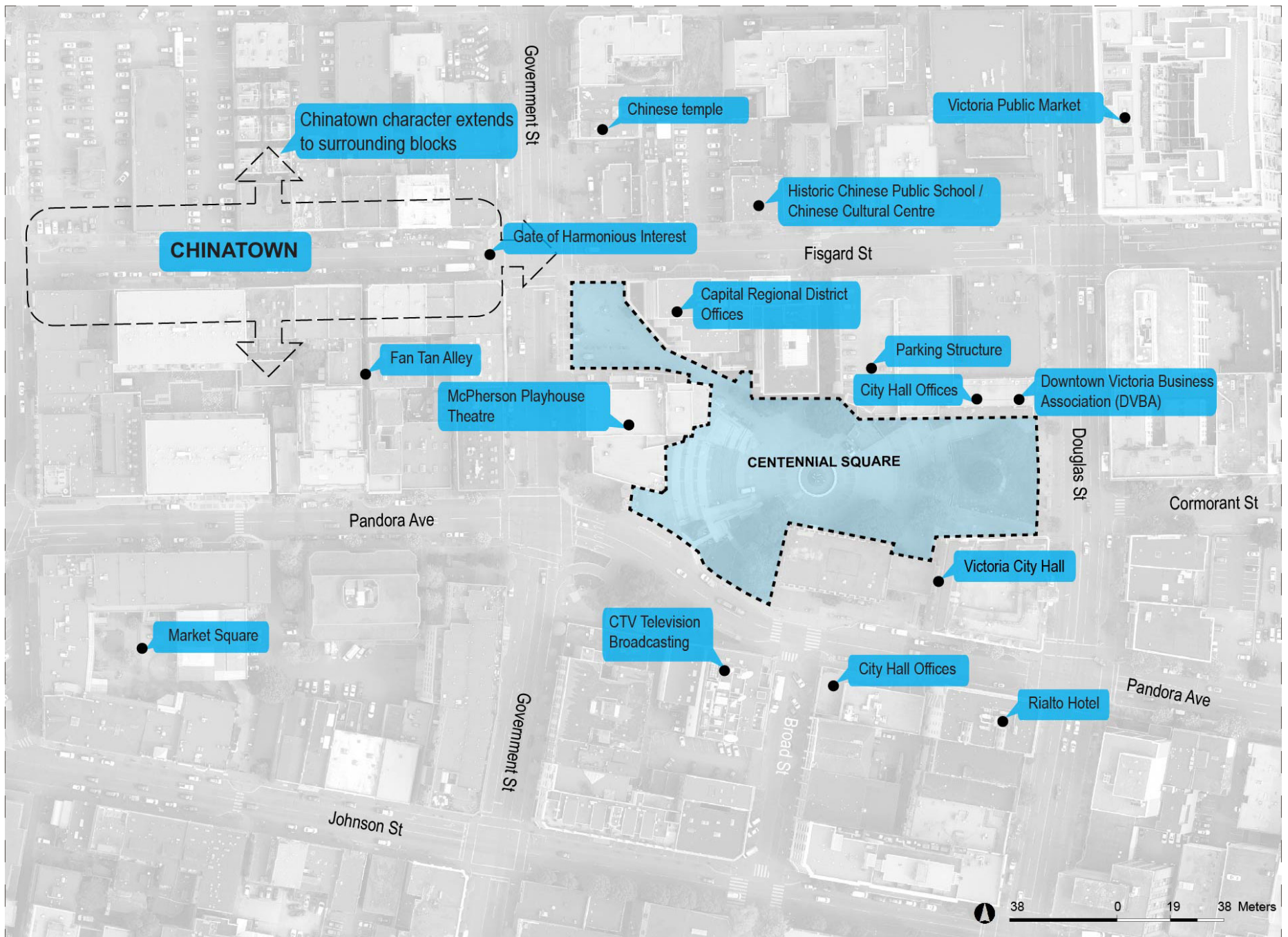
# Context

Centennial Square is located in the city centre between Government Street to the west, Douglas Street to the east, Fisgard Street to the north and Pandora Street to the south. It is within walking distance to many key city destinations.

The Square is surrounded by many important institutions including City Hall and the CRD building and it is in close proximity to Douglas Street which serves as a main transportation oriented corridor for the Downtown area with many bus routes and high pedestrian traffic.

It also sits across the street from Chinatown - a key tourist destination.







# Square History

Centennial Square project was first unveiled to the public in 1962 - Victoria's 100th year as a city - but construction work didn't begin until 1964. It was constructed as part of a major initiative to preserve, restore and revive downtown Victoria, and to celebrate the 100th anniversary of the incorporation of the City of Victoria.

A major renovation to the south west corner of the plaza was completed in 2009. Centennial Square is surrounded by both modern and historic structures, including historic City Hall constructed in 1891, and features a fountain incorporating a balustrade rim and mosaic concrete totems, which serve as a focal point to the plaza.

Street realignments and the demolition of an old public market allowed for the grouping of the McPherson Playhouse (Hodgson), the renovated police station (Wagg), a parkade and specialty shops (Di Castri), the Senior Citizens' Centre (Campbell) and a sunken "Knot Garden." All were arranged around a public space to form Centennial Square. The focal point is a fountain, its balustraded rim reminiscent of pieces from Oscar Niemeyer's Brazilia scheme (1958), and the mosaic concrete totems by local artist J. C. S. Wilkinson. The fountain was a centennial gift to the City from neighbouring municipalities. The scheme successfully re-established City Hall as a downtown focal point with the square as its major public recreational amenity. This was the first part of the downtown revitalization program, which called for a general paintup modelled on the "Norwich Plan" and pedestrian malls linking City Hall to a redeveloped and restored Bastion Square.

Extensive public debate preceded the decision by the city to commemorate its centenary by building a public square. Previous schemes had entertained moving City Hall into a commercial development and selling the old building as a building site. The combination of restoration (City Hall, McPherson Theatre and police station) with new construction (Council Chamber wing for City Hall, restaurant and lobby for the theatre, senior centre, family law courts and parkade & shopping arcade) was ambitious. The old city market and some buildings on Fisgard Street would be demolished. Cormorant Street would be incorporated into the square and Pandora realigned. Planning and design was coordinated by city architect Roderick Clack. The floorscape of the square was designed by landscape architects Muirhead Justice & Webb.



## Significance of Centennial Square to Urban Planning in Victoria

Centennial Square is significant as an innovative model of urban planning in which historic buildings were proactively conserved as crucial components of a larger urban renewal scheme. Like other North American cities in the 1960's, Victoria's downtown was facing increased competition from suburban shopping centres and its historic building stock was in physical decline. Mayor Richard Biggerstaff Wilson, influenced by the City's first urban planner Rod Clack and San Francisco architecture firm Wurster, Bernardi and Emmons, championed Centennial Square as a means of revitalizing the downtown and enabling the continued use of City Hall, which was once again being considered for demolition. Centennial Square became the centrepiece of the 1965 "Overall Plan for Victoria", which promoted the same conciliatory approach to old and new architecture that has maintained Victoria's reputation for heritage and culture over time.





# EVOLUTION OF THE SQUARE

**AUGUST 2,  
1962**

August 2, 1962- Centennial Square project presented to the public for the first time

**DECEMBER 1ST,  
1964**

Centennial Fountain turned on and officially gifted to the City at a ceremony involving Reeves and Councillors of Saanich, Oak Bay and Esquimalt

**FEBRUARY  
1966**

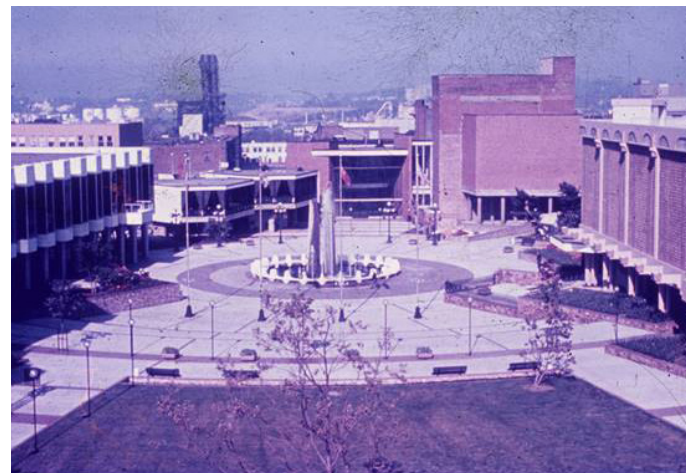
All Phases of Centennial Square complete

**MID  
1970'S**

Concrete tiara covered in roughcast to discourage loitering



Original Centennial Square Model



Centennial Square at its completion in 1966



Tiara covers in Stucco



**LATE  
1970'S**

Sequoia Tree  
planted in the lawn  
area adjacent to  
Douglas Street

**1996**

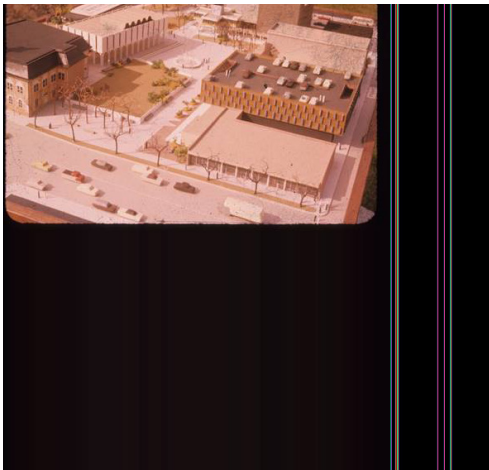
Relocation of  
police station from  
Centennial Square to  
Caledonia Street

**2006**

CRD Headquarters Completed,  
visual connections to Gate  
of Harmonious Interest and  
Chinese Public School created,  
Seniors Centre demolished

**2007-  
2008**

Spirit Square completed,  
restaurant pavilions  
demolished, knot garden  
removed, canopied performance  
stage introduced



Sequoia Tree, 1985



New CRD building, 2006



Spirit Square, 2008

## Important Design Elements

- The location of Centennial Square next to old City Hall between Fisgard Street and Pandora Avenue
- The radial design of the square, in which the design elements are organized around a central water feature
- The three monoliths at the centre of the water feature, each of which includes an Italian glass mosaic designed by artist Jack C.S. Wilkinson depicting the themes of youth, procreation and the struggle of good vs. evil
- The symbolic orientation of the monoliths towards each of the three municipalities who contributed to the construction of the fountain
- The use of complementary materials in the square that visually connect the conserved heritage buildings of the square to one another, and to the larger context of the Old Town neighbourhood
- The visual connections between the square and Douglas Street, Broad Street, Government Street and the Gate of Harmonious Interest in Chinatown
- The framing of the square with significant historic architecture, including Old City Hall and the McPherson Theatre (formerly the Pantages playhouse)
- The use of bricks salvaged from the demolished 1891 public market building on Cormorant Street, re-used as cladding for the retaining walls of planted areas
- The use of a water feature as the central focal point for the square
- The mature native trees, including Garry Oaks, which were planted during the original construction of the square

## The Fountain

The fountain was a birthday gift to Victoria from its neighbouring municipalities, Saanich, Oak Bay and Esquimalt. Some of the bricks set into surrounding paving are salvaged Victoria Public Market bricks (which were brought from England by sailing ships in the 1880s).

Three concrete monoliths rise from the fountain's pool. Each has a glistening Italian-glass mosaic on one side depicting a fundamental phase of life. In each case the mosaic faces towards one of those neighbouring municipalities: Esquimalt - "creation and protection", Oak Bay - "youth and growth", Saanich, third and tallest (11 meters) - "morality and man's struggle against evil".

The balustrade around the fountain, forming a circle, is shaped to symbolize a royal tiara or crown. Originally it was formed in concrete on site to serve as a seating edge to the fountain. In 1970s it was altered with a surface treatment of white stucco to prohibit the very purpose. To this day, it remains unchanged.



Centennial Square Fountain, Rod Clack architect-planner; Jack Wilkinson artist, Private collection

# SQUARE TODAY





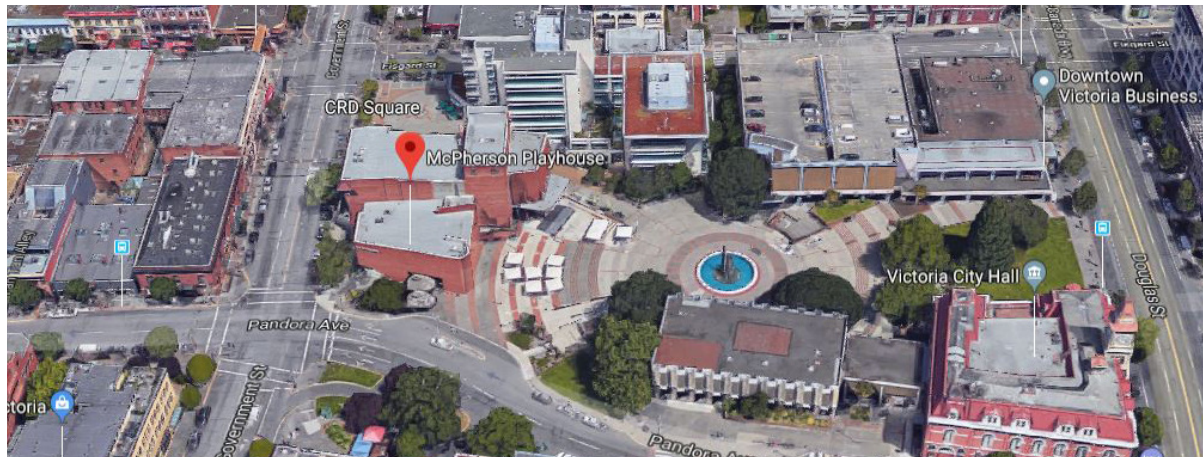
# Square Today

Centennial Square is the City's main civic, ceremonial and recreational plaza and serves as a venue for a number of different types of events and large public gatherings ranging from protests to honouring ceremonies, from demonstrations and displays of public art to theatre performances, and from music and cultural festivals to local markets.

One important challenge is to reveal the cultural richness and the modern heritage of the buildings to the citizens, and to bring life to the square. As Centennial Square is right by City Hall and on route to number of destinations downtown, it already has quite high number of people pass by. Also, theatre-goers tend to arrive just before their show and depart quickly after, spending little time on or around the square. The same rule applies to all civic workers in City Hall or office building and CRD building.

Two main goals are set in order to make the square more attractive:

- Improve the physical quality of the square and
- Activate the square with programming and events



## ENGAGEMENT FEEDBACK

Public engagement for this process started with Visual Victoria. At the time, a number of open houses and other engagement opportunities were held with different community groups as well as internally among city staff. As a result, the Public Realm Plan had initial strategies related to Centennial Square mentioned in this document.

For the Centennial Square Action Plan, a number of engagement events were held with different community groups, as well as internally among city staff. Key focus of the engagement to date included looking into issues and opportunities as well as searching for some initial big ideas.



A word cloud of negative feedback about Centennial Square. The words are arranged in a roughly circular shape, with 'uninviting' being the largest and most central word. Other prominent words include 'unusable', 'ugly', 'chaos', 'pathway', 'empty', 'dated', 'passageway', 'unsafe', 'lost hope', 'no identity', 'cluster', 'barely', 'not comfortable', 'meeting place', 'difficult', 'lost opportunity', 'arrival', 'fusion', 'potential', 'access', 'failing', 'inactive', 'underutilized', 'meeting', 'parkade', 'strange', 'urban plaza', 'hangout', 'tired', 'transient', 'place', 'meh', 'sketchy', 'lunch', and 'lourish'.

## Square Tomorrow: Key Ideas for Improvement

**Better amenity offerings:** Retail or café space in or along the edges would give people more reasons to come and stay longer in the Square. There are also the opportunities to help concerns related to safety (people in the café/restaurant later in the day would equal more eyes/people in the area).

**Improving the cohesion of the space:** landscaping, accessibility and wayfinding infrastructure can make the space feel more unified and inviting for people.

**Fountain improvements:** the fountain is intended to be the heart of square but cannot be fully enjoyed in its current state. A water feature that is calming and enjoyable to all would improve the space.

**Improve flexibility and openness.** Remove or refit the fountain to allow access and playfulness. Flat water area for events and better set up.

**Provide more passive programming.** Allow for more interesting seating options, more intimate activities, and small retail

**Rethink undercroft.** Convert the undercroft area into a more interactive space and to build more use.

**Cleanliness.** Do better maintenance. Other than power washing, clean the facades of the buildings to make it more appealing.

**Improve connection to Douglas.** Open up visually and allow better pedestrian flow and recognition from Douglas Street. Invite people in.

**Revitalize edges.** Create a gateway and welcoming feature from Broad Street such as programming the undercroft and introducing retail. revitalize the space for exhibitions, improve lighting , and overall refresh.

**Encourage people to stay.** Provide more social seating and activities that will invite people to stay and watch or play.

**Provide more green space.** Improve the lawn area or provide more green space. Allow for an oasis feeling and peacefulness.



A word cloud of positive feedback about Centennial Square. The words are arranged in a roughly circular shape, with 'meeting place' being the largest and most central word. Other prominent words include 'comfortable', 'fun', 'active', 'centre', 'modern', 'oasis', 'lourish', 'inviting', 'energizing', 'Hub', 'relaxing', 'gathering place', 'hangout spot', 'pathway', 'empty', 'dated', 'passageway', 'unsafe', 'lost hope', 'no identity', 'cluster', 'barely', 'not comfortable', 'meeting place', 'difficult', 'lost opportunity', 'arrival', 'fusion', 'potential', 'access', 'failing', 'inactive', 'underutilized', 'meeting', 'parkade', 'strange', 'urban plaza', 'hangout', 'tired', 'transient', 'place', 'meh', 'sketchy', 'lunch', and 'lourish'.

# Opportunities

## CONNECTIVITY:

Enhance entryways and connections through the plaza to connect seamlessly with the surrounding street and open space network.

## UNDERCROFT:

Animate the undercroft to support daily and special activities and make it feel safer and more welcoming.

## WATER:

Embrace water as a formal design element, focal point and play feature for the Square.

## GRADE CHANGE:

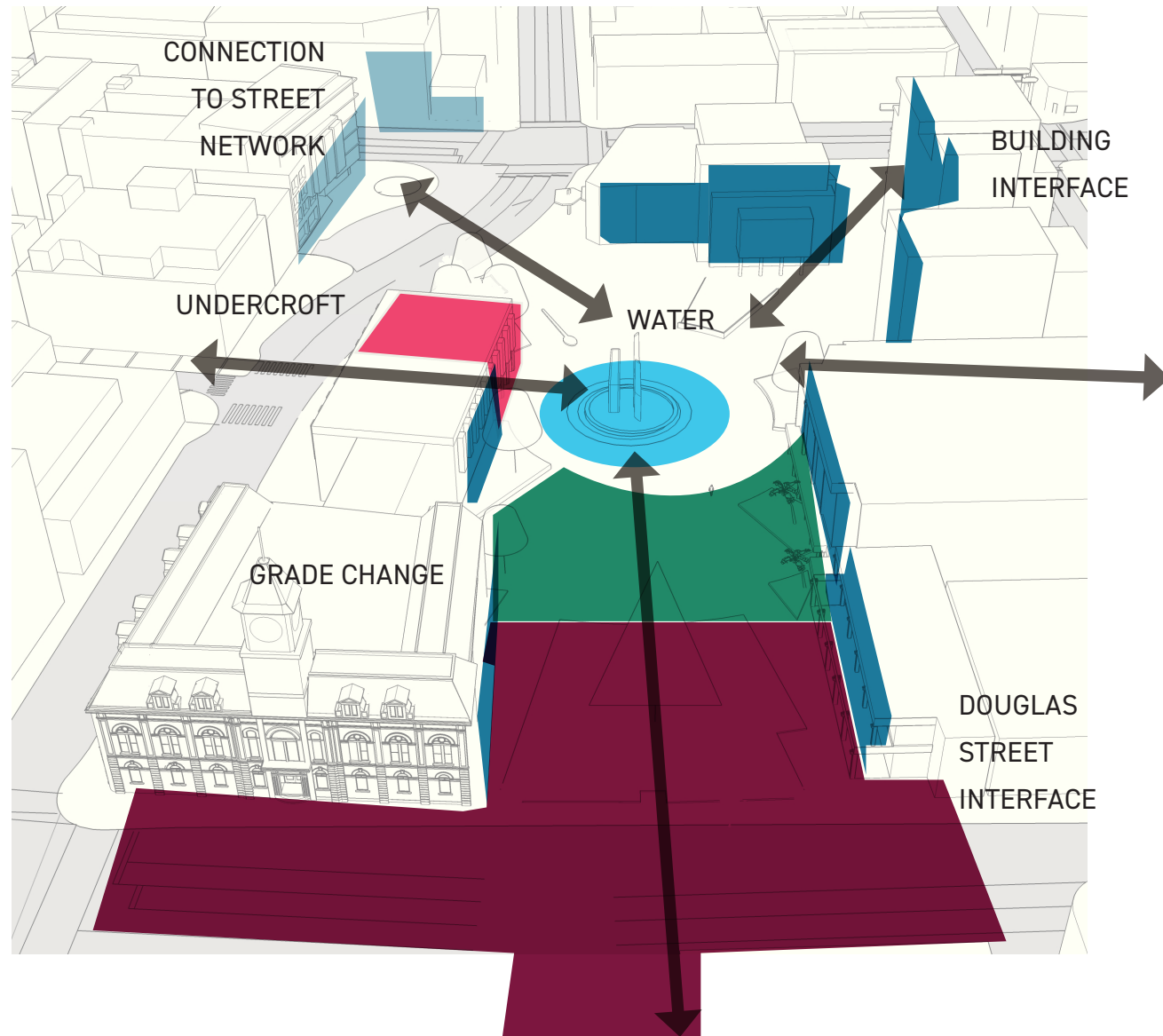
Incorporate places to sit and relax and green space within universally accessible terraced landscape.

## BUILDING INTERFACE:

Create more active, attractive and animated building edges.

## DOUGLAS STREET INTERFACE:

Open up the square to embrace Douglas Street.



# STRATEGIES

## BUILDING INTERFACE

GOAL: Create more active, attractive and animated building edges

### STRATEGIES:

- Physically and visually **improve transparency** of the units under the parkade arcade to the north. Consider change of use from institutional to commercial/ education, working studios or retail
- Provide **temporary activators** such as food trucks and coffee/ retail kiosks in the undercroft area and main plaza space
- Consider activation of the CRD building with outdoor **patio space** across the stage area
- Improve safety in covered areas by providing more lighting and exposure
- Where possible, **limit the area of vertical walls and separation** to allow better transparency to the edges
- **Improve aesthetic quality** of the facades (with paint or otherwise)
- Utilize potential of the frequent number of entrances at the north parkade side - i.e by **change of tenancy**
- **Improve** visibility and **wayfinding** for parking entry
- Explore opportunity to **repurpose the top floor of the parkade**
- Consider **re-adapting stage area** for more passive use

## DOUGLAS STREET INTERFACE

GOAL: Open up the square to embrace Douglas Street

### STRATEGIES:

- Pruning or **removal of the sequoia tree** should be considered to allow better use of the lawn area
- Create **visual connection** and better permeability to Douglas Street
- **Create a sense of arrival** at all endpoints at different scales
- **Improve sitelines** and visual connection from the surrounding streets to allow better permeability and visibility to and from the square
- Consider consolidating bus stop at Douglas into a **transportation hub** and waiting transit zone
- Provide **clear wayfinding** and maps for the bus stop locations and bus information
- Provide **weather protection** at the waiting area at Douglas
- Consider elements such a canopy structures, **art installation** that can double its function as windbreakers to help mitigate the wind tunnel effect in the square
- **Preserve** and maintain the **cherry tree** in the lawn area

## CONNECTIVITY

GOAL: Enhance entryways and connections through the plaza to connect seamlessly with the surrounding street and open space network.

### STRATEGIES:

- **Limit vertical edges** and grade change where possible
- Provide **better wayfinding** for accessibility in areas where it is not clear
- Consider **relocation of some elements** in the square to improve pedestrian circulation and visibility
- **Open up visual connections to Douglas Street** to allow better pedestrian movement into the square
- Improve visibility and wayfinding for parking entry
- Explore opportunities to repurpose top floor of the parkade
- **Add bike parking** to better serve the bike users
- Improve bike parking at south side by the city hall entrance
- Provide wayfinding for grade change to allow better navigation in the square with bike
- Improve sitelines and visual connection from the surrounding streets to allow better permeability and **visibility to and from the square**
- **Protect sitelines** into the water and the bridge along Pandora street
- Create **visual connections** and better permeability to Douglas Street
- Better connect through the narrow alleyway between the parkade building and CRD building to Fiskard St.
- Improve connection under the undercroft
- Create a **sense of arrival at all points** at different scale





## GRADE CHANGE

GOAL: Incorporate places to sit and relax as well as green space within universally accessible terraced landscape

### STRATEGIES:

- **Maintain** and regularly monitor **larger trees** including Garry Oaks
- Consider **more flexible seating** that allows for more users sharing the area at the same time
- Consider **utilizing vertical edges** as continuous seating zones
- Consider **converting edges to seating edges** when possible
- **Eliminate vertical edge of the lawn** area to better invite for seating use of all users
- Consider **removal of the sequoia tree** to expand seating option on the soft lawn area
- Consider use of **upper plaza lawn area for smaller events**
- **Consider sun** and shade distribution when placing seating zones or elements
- Consider adding **more canopy trees in pavement** area to encrease urban forest canopy and shade
- Consider **upgrading single globe lights** bases to the decorative bases to elevate quality
- Review and assess the removal of large canopy trees in front of the city hall entrance due to its poor planting condition and heaving of the sidewalk
- Consider **removal of the sequoia tree** due to its damage of form and potential future growth restraints
- Remove and replace heaved paving and trees when



## UNDERCROFT

GOAL: Animate the undercroft to support daily and special activities and make it feel safer and more welcoming

### STRATEGIES:

- **Improve quality and safety** of undercroft and arcade to make them more usable for pedestrian movement and **more inviting** at all times
- **Clean** and refinish concrete panels
- Improve undercroft space safety and esthetics for more frequent use of as an **events space**
- Provide **better lighting**
- Consider partial enclosure and **retail**



## WATER

GOAL: Embrace water as a formal design element, focal point and play feature for the square

### STRATEGIES:

- Retain the water feature as a formal design element and focal point
- Consider **reinterpreting the concrete tiara** to bring back the seating quality initially intended
- Consider more **open water feature** that would allow for water play
- Improve paving quality - improve concrete panels quality, replace cracked ones and refinish others short term with a prospect of replacing the area with **higher quality materials**, such as stone, in the future



# PROGRAMMING

Special events programming allows for temporary activation of the space and generates interest. Different activities attract different users and allows the space to transform and adapt.

Currently, the square has over 130 days of programmed events and festivals. It is the off-time that remains a challenge.



## Programmed Events

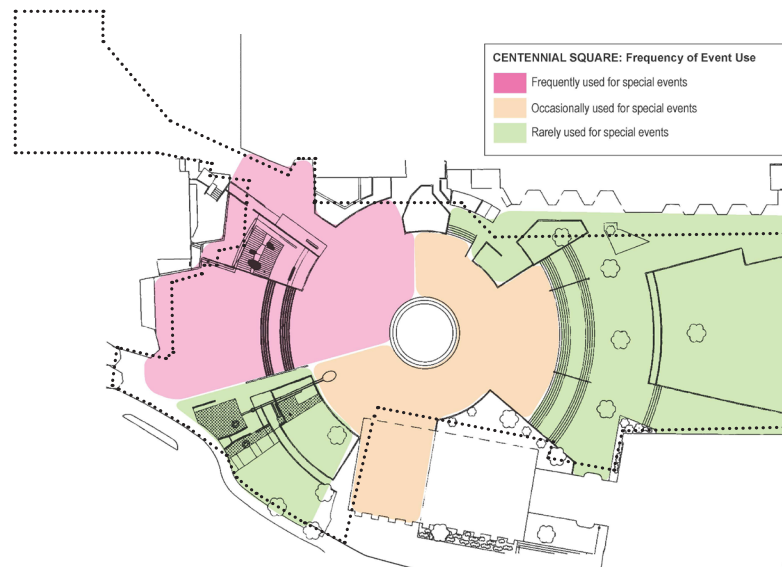
Events and festivals require a large and flexible open space in order to function well and allow organizers and participants to enjoy the show. Currently, the frequency of use shows that unobstructed open areas in front of the theatre and adjacent portion of the area around the fountain are the most popular. It has proved to be challenging to set up a good functional layout for a number of events around the fountain due to its very central location and round geometry.

- » Increase flexible open area in the central area of the plaza
- » Consider use of upper plaza lawn area for smaller events
- » Improve undercroft space safety and esthetics for more frequent use of as an events space

## Passive Programming

Centennial Square is a lively and inviting space only during a portion of the year. This is due to its seasonal programming and activities.

- » Consider improving weather protection to allow for the ability to support year round events during the wet and cold seasons
- » Consider partnerships with businesses and organizations to allow for partnered programming during colder months
- » Consider citizen-driven activation such as busking and local performances
- » Consider activation of the square with non-event like programming such as games and play
- » Consider better distribution of seating



Frequency of use diagram

# BEST PRACTICES



# 10 PRINCIPLES FOR SUCCESSFUL SQUARES

Source: Project for Public Spaces website.

**The ten principles are based on the study done by “Project for Public Spaces” who analyzed hundreds of squares - the good and the bad - and observed since then. What stands out the most is that design is only a small fraction of what goes into making a great square. To really succeed, a square must take into account a host of factors that extend beyond its physical dimensions.**

## 1. IMAGE AND IDENTITY

Historically, squares were the center of communities, and they traditionally helped shape the identity of entire cities. Sometimes a fountain was used to give the square a strong image. Think of the majestic Trevi Fountain in Rome or the Swann Fountain in Philadelphia’s Logan Circle. The image of many squares were closely tied to the great civic buildings located nearby, such as cathedrals, city halls, or libraries. Today, creating a square that becomes the most significant place in a city - one that gives identity to whole communities - is a huge challenge but meeting this challenge is absolutely necessary if great civic squares are to return.



A popular square in  
Copenhagen, Denmark.

## 2. ATTRACTIONS AND DESTINATIONS

Any great square has a variety of smaller “places” within it to appeal to various people. These can include outdoor cafés, fountains, sculpture, or a bandshell for performances. These attractions don’t need to be big to make the square a success. In fact, some of the best civic squares have numerous small attractions such as a vendor cart or playground that, when put together, it draws people throughout the day. We often use the idea of “The Power of Ten” to set goals for destinations within a square. Creating ten good places, each with ten things to do, offers a full program for a successful square.



Ghirardelli Square,  
San Francisco.

### 3. AMENITIES

A square should feature amenities that make it comfortable for people to use. A bench or waste receptacle in just the right location can make a big difference in how people choose to use a place. Lighting can strengthen a square's identity while highlighting specific activities, entrances, or pathways. Public art can be a great magnet for children of all ages to come together. Whether temporary or permanent, a good amenity will help establish a convivial setting for social interaction.



Circular benches provide a comfortable place to sit in Rockefeller Center, New York City.

### 4. FLEXIBLE DESIGN

The use of a square changes during the course of the day, week, and year. To respond to these natural fluctuations, flexibility needs to be built in. Instead of a permanent stage, for example, a retractable or temporary stage could be used. Likewise, it is important to have on-site storage for movable chairs, tables, umbrellas, and games so they can be used at a moment's notice.



Tennis on the square, Copenhagen.

### 5. SEASONAL STRATEGY

A successful square can't flourish with just one design or management strategy. Great squares such as Bryant Park, the plazas of Rockefeller Center, and Detroit's new Campus Martius change with the seasons. Skating rinks, outdoor cafés, markets, horticulture displays, art and sculpture help adapt our use of the space from one season to the next.



The holiday market in New York's Union Square.

## 6. ACCESS

To be successful, a square needs to be easy to get to. The best squares are always easily accessible by foot: surrounding streets are narrow; crosswalks are well marked; lights are timed for pedestrians, not vehicles; traffic moves slowly; and transit stops are located nearby. A square surrounded by lanes of fast-moving traffic will be cut off from pedestrians and deprived of its most essential element: people.



A short pedestrian crossing at Plaza Santa Ana in Madrid, Spain.

## 7. THE INNER SQUARE & THE OUTER SQUARE

Visionary park planner Frederick Law Olmsted's idea of the "inner park" and the "outer park" is just as relevant today as it was over 100 years ago. The streets and sidewalks around a square greatly affect its accessibility and use, as do the buildings that surround it. Imagine a square fronted on each side by 15-foot blank walls - that is the worst-case scenario for the outer square. Then imagine that same square situated next to a public library: the library doors open right onto the square; people sit outside and read on the steps; maybe the children's reading room has an outdoor space right on the square, or even a bookstore and cafe. An active, welcoming outer square is essential to the well-being of the inner square.



Ground floor retail rings the edge of this square in Verona, Italy.

## 8. REACHING OUT LIKE AN OCTOPUS

Just as important as the edge of a square is the way that streets, sidewalks and ground floors of adjacent buildings lead into it. Like the tentacles of an octopus extending into the surrounding neighborhood, the influence of a good square (such as Union Square in New York) starts at least a block away. Vehicles slow down, walking becomes more enjoyable, and pedestrian traffic increases. Elements within the square are visible from a distance, and the ground floor activity of buildings entices pedestrians to move toward the square.



A great square reaches out into the surrounding neighborhood, like Piazza Maggiore in Bologna, Italy.



## 9. THE CENTRAL ROLE OF MANAGEMENT

The best places are ones that people return to time and time again. The only way to achieve this is through a management plan that understands and promotes ways of keeping the square safe and lively. For example, a good manager understands existing and potential users and gears events to both types of people. Good managers become so familiar with the patterns of how people use the park that waste receptacles get emptied at just the right time and refreshment stands are open when people most want them. Good managers create a feeling of comfort and safety in a square, fixing and maintaining it so that people feel assured that someone is in charge.



Attentive maintenance is an essential part of good management in St. Stephen's Green, Dublin.

## 10. DIVERSE FUNDING SOURCES

A well-managed square is generally beyond the scope of the average city parks or public works department, which is why partnerships have been established to operate most of the best squares in the United States. These partnerships seek to supplement what the city can provide with funding from diverse sources, including - but not limited to - rent from cafés, markets or other small commercial uses on the site; taxes on adjacent properties; film shoots; and benefit fundraisers.



Sponsorships can help fund events like Festa Italiana in Portland's Pioneer Courthouse Square.



# SQUARE TOMORROW



# **Vision**

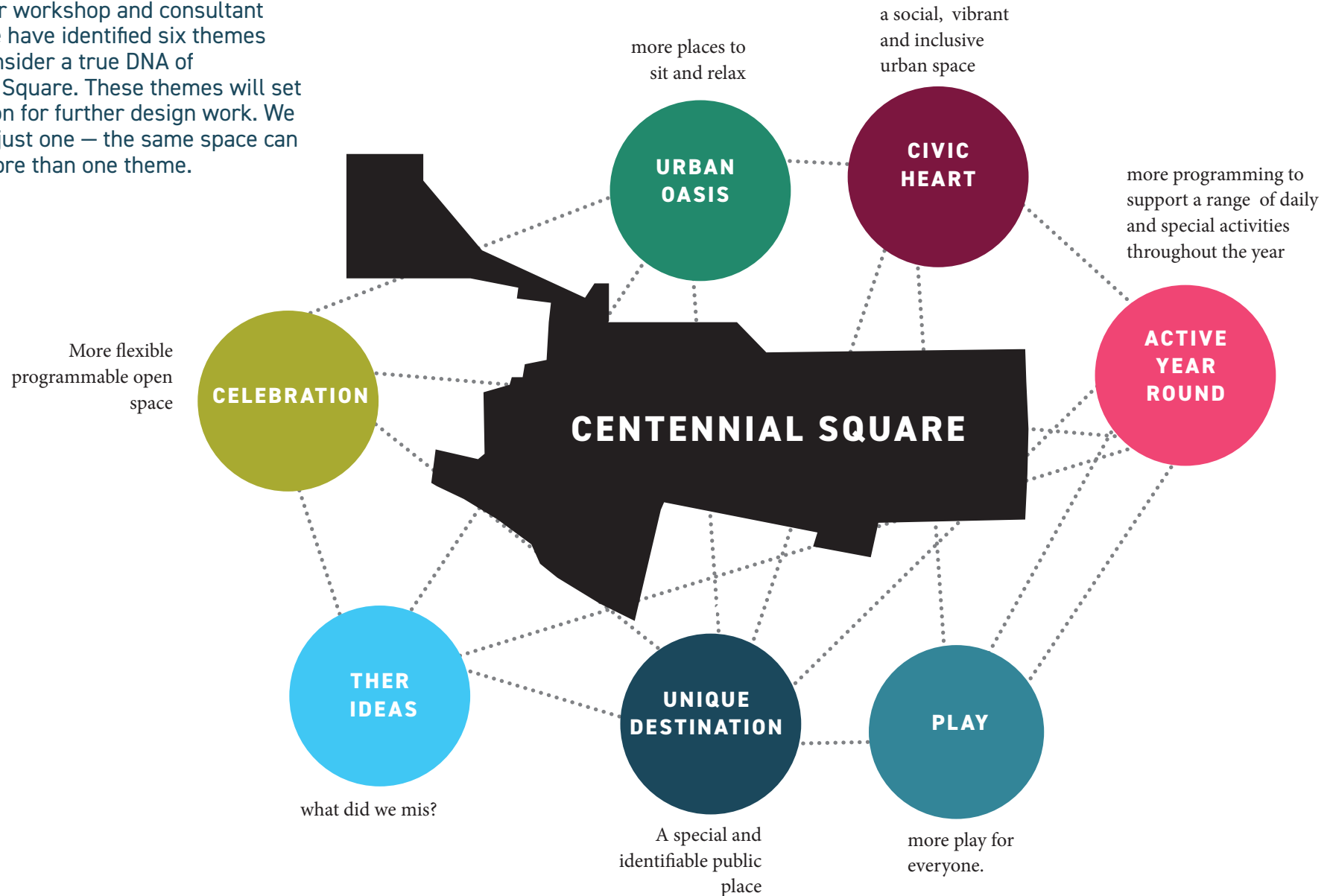
CENTENNIAL SQUARE IS VICTORIA'S CIVIC PLAZA. IT IS A UNIQUE DESTINATION OFFERING YEAR ROUND ACTIVITIES TO CELEBRATE COMMUNITY WITH DIFFERENT EVENTS AND FESTIVALS. IT ALSO IS AN URBAN OASIS OFFERING PLACES TO RELAX AND PLAY AT DIFFERENT TIMES OF THE DAY, WEEK AND YEAR.

**It is our square.**



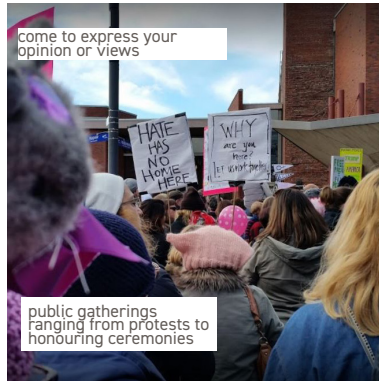
# Big ideas

Through further site analysis, a stakeholder workshop and consultant studies, we have identified six themes that we consider a true DNA of Centennial Square. These themes will set the direction for further design work. We won't pick just one — the same space can express more than one theme.



# CIVIC HEART

**Goal:** a vibrant, inclusive open space  
**Experience:** A community civic plaza and gathering place.



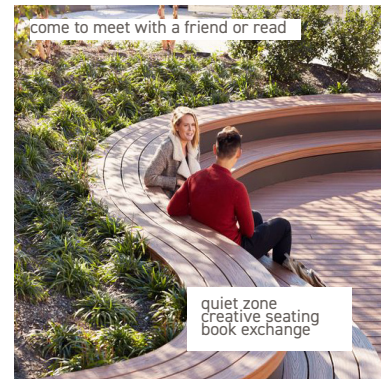
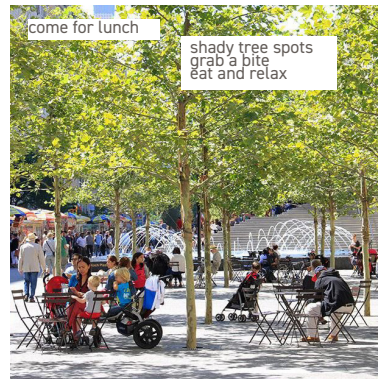
# CELEBRATION

**Goal:** a more flexible programmable open space  
**Experience:** An open and flexible space for events and festival celebrations.



# URBAN OASIS

**Goal:** more places to sit and relax  
**Experience:** a place of serenity and refreshment within the downtown urban environment. A social space to sit, meet and relax.

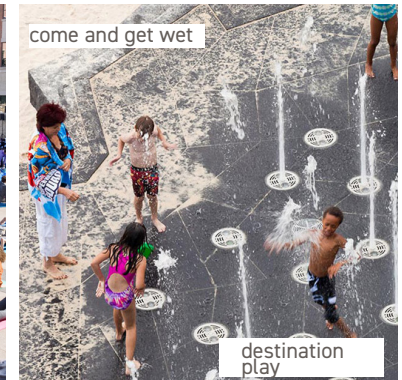
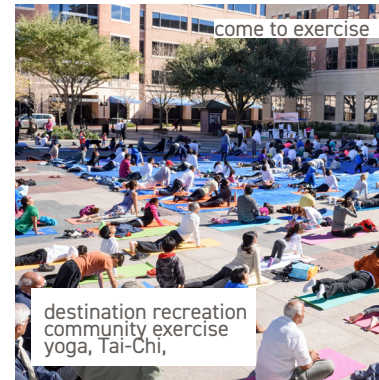
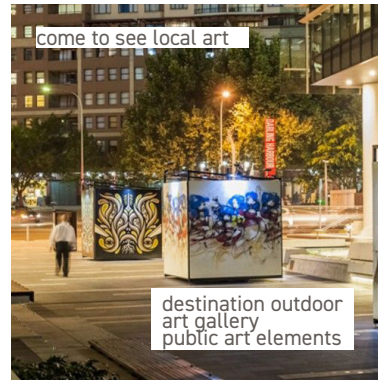




## DESTINATION

**Goal:** a special and identifiable public place

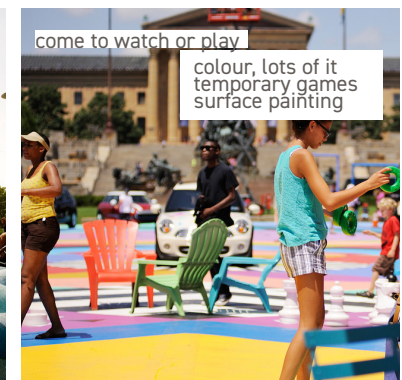
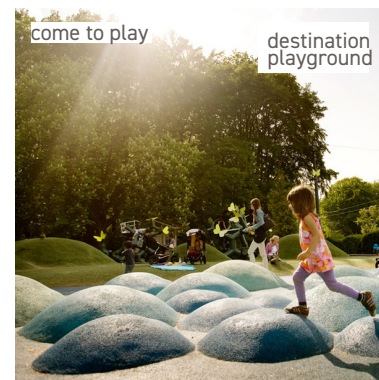
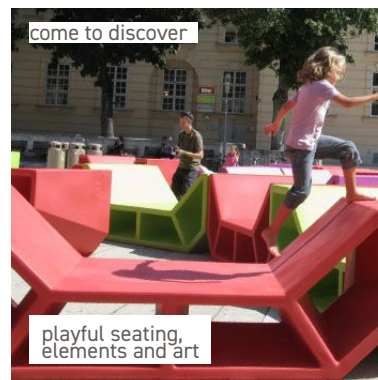
**Experience:** a memorable and meaningful place in the heart of the city. With unique public art, rarely-seen installations, themed events people visit from all over.



## URBAN PLAY

**Goal:** more play for everyone.

**Experience:** a place where all generations meet throughout the day to play and develop connections. Where everyone comes together just because it's fun.



## ACTIVE YEAR ROUND

**Goal:** more programming to support a range of daily activities throughout the year

**Experience:** whether winter or summer activity, local businesses and the square support one another.

