







Background work already complete: downtown core plan (2011), Visual Victoria (2016), downtown public realm plan (2017), wayfinding strategy (2017) and engagement plan (2017). All agree: Centennial Square is a priority.



A)

Analyze the current and potential contexts of Centennial Square

B)

Study successes of similar public squares in Canada and around the world

C)

Provide opportunities for the City to consider to revitalize Centennial Square.



Case Studies

- All squares are beside City Hall
- All cities are between 400,000-750,000 people
- All spaces used for major annual events
- Each surrounded by well established buildings
- All had perceived issues of safety & "dead space"

What do they all have in common?



- Focus on walkability
- Accessibility for all
- Diversity of uses
- Economic spin off benefits
- Improved connectivity
- Market area
- Community engagement



Sticky Edges - Economics of the Square

Easy Wins

- Relocate City Studio to current storefronts
- Engage City Studio to be anchor programmers of activities on the square
- Maintain diversity of programming
- Animate edges of square

Long-term Vision

- Develop social enterprise on the square
- Engage with neighbours who bring traffic to the area
- Be ready for downtown revitalization

Infrastructure - Environmental Sustainability of the Square

Easy Wins

- Wayfinding
- Green space

Long-term Vision

- Safety and accessibility
- Bicycle and pedestrian infrastructure
- Parkade below grade
- The fountain
- Green space
- Wayfinding
- Transit hub

Citizen and Stakeholder Engagement - Social Equity at the Square

Easy Wins

- Create a website and use social media to promote activities on the square
- Host maker space technology

Long-term Vision

- The City must ensure there is meaningful citizen and stakeholder engagement at all stages of the process
- Collaboratories and other social labs
- Circle the square
- Imperative to ensure meaningful involvement of marginalized persons
- Use social media as a lens to reflect changes back to Victoria
- Be dynamic and adaptable

Pursue Existing Synergies

Easy Wins

- Social procurement
- Youth leadership
- Playability

