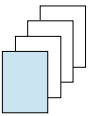


# G. Arts & Culture



Objective: Provide a framework for a “creative community” where cultural, economic development, and planning practices are coordinated to promote increased creative capacity.

Richmond has a vibrant arts and culture scene, but much of it is scattered or “invisible”. A first step is to establish “creative clusters” where a critical mass of people, amenities, & activities come together to increase public awareness, build synergies, and increase Richmond’s creative capacity.

## Places to Entertain & Work

Complementing important existing facilities, such as Gateway Theatre, an Arts District is planned emphasizing arts-related business and entertainment uses, arts education, and a vibrant mix of complementary uses such as restaurants and retail.

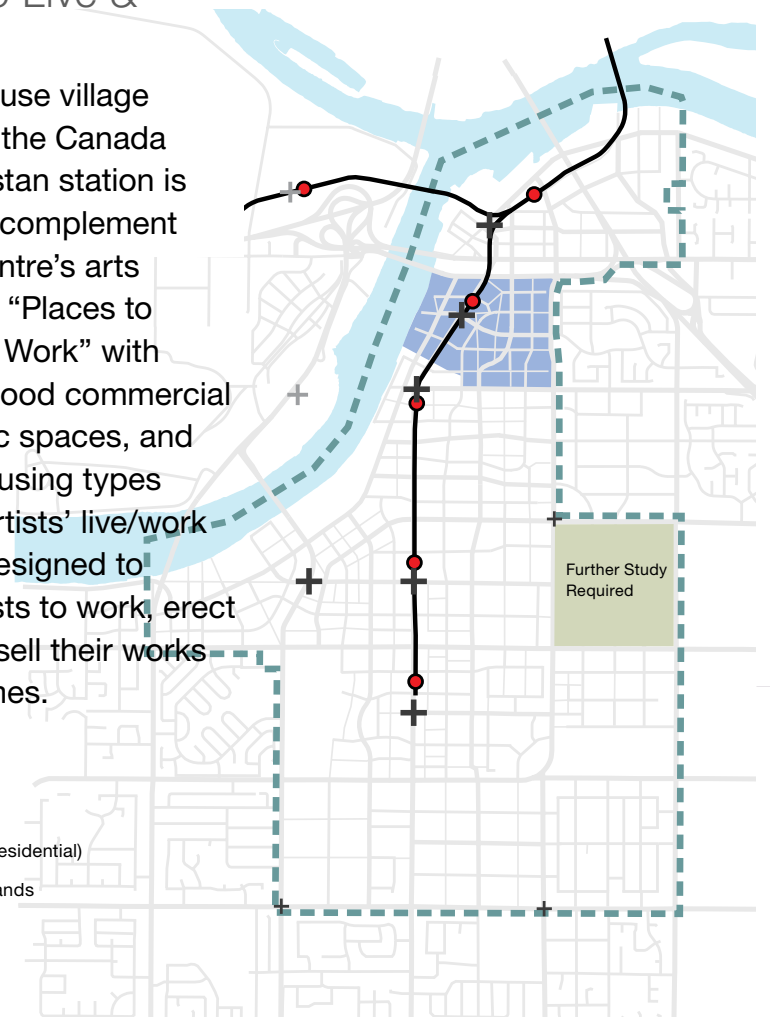
- ⊕ Proposed Major Village Centre
- ⊕ Proposed Minor Village Centre
- ⊕ Potential Village Centre
- Arts District (Non-Residential)
- Arts and Cultural Amenities (Existing & Proposed)
- Garden City Lands



## Places to Live & Work

The mixed-use village centred on the Canada Line’s Capstan station is planned to complement the City Centre’s arts and culture “Places to Entertain & Work” with neighbourhood commercial uses, public spaces, and a mix of housing types including artists’ live/work spaces – designed to enable artists to work, erect signs, and sell their works in their homes.

- Arts District (Residential)
- Garden City Lands



## Places to Gather

Public open space and streetscape will play a key role in supporting interaction within the Arts District – linking people, buildings, and activities. These public spaces will be important “mixing places” for community residents, artists, and visitors, and will serve as “stages” showcasing the work of local artists.

- ▲ Urban Plazas & Squares
- Canada Line Stations
- Major High Street
- ★ Farmers’ Markets
- Art/Culture Stroll
- Major Open Space
- Garden City Lands



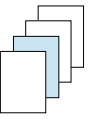
## Places to Celebrate

Arts and culture are about celebration. Many celebrations are intentionally small. In other cases, however, the intent is to invite the city, the region, or the world, which requires special accommodation and co-location with City facilities to provide support.

- City Hall
- Festival Grounds
- Amenities (Existing and Proposed)
- Parade Route
- Major Open Space
- Garden City Lands



# G. Arts & Culture



The framework concentrates a critical mass of arts and culture activity supportive of increased creative capacity, economic activity, and social interaction within the downtown and Richmond.

## Places to Entertain & Work

West Bridgeport and Aberdeen are planned as special non-residential arts and culture districts.



## Places to Live & Work

Restaurants, shops, galleries, and lively public spaces will complement Capstan Village's live/work spaces.



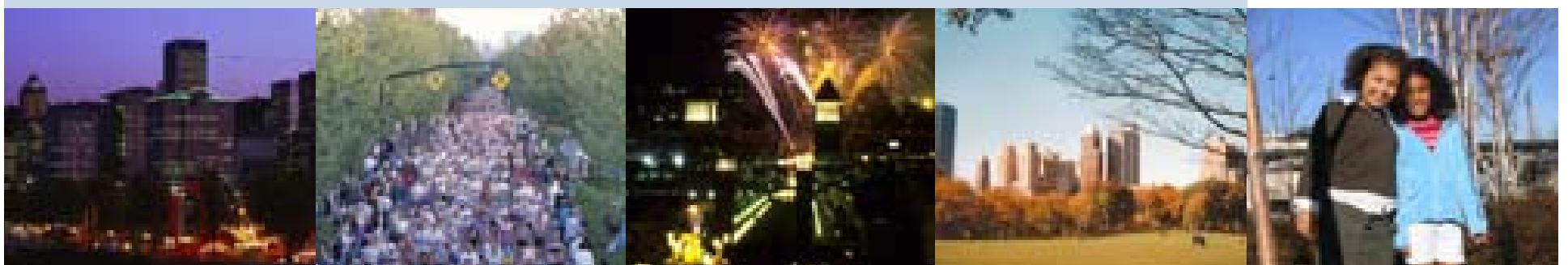
## Places to Gather

Animated places to stop, stroll, and socialize, enhanced with public art, links with the past and future, and opportunities to make connections, are the cornerstone of a livable and lively urban environment.

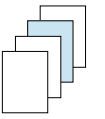


## Places to Celebrate

As the centerpiece of Richmond, the City Centre must be capable of hosting the city, the region, and world.

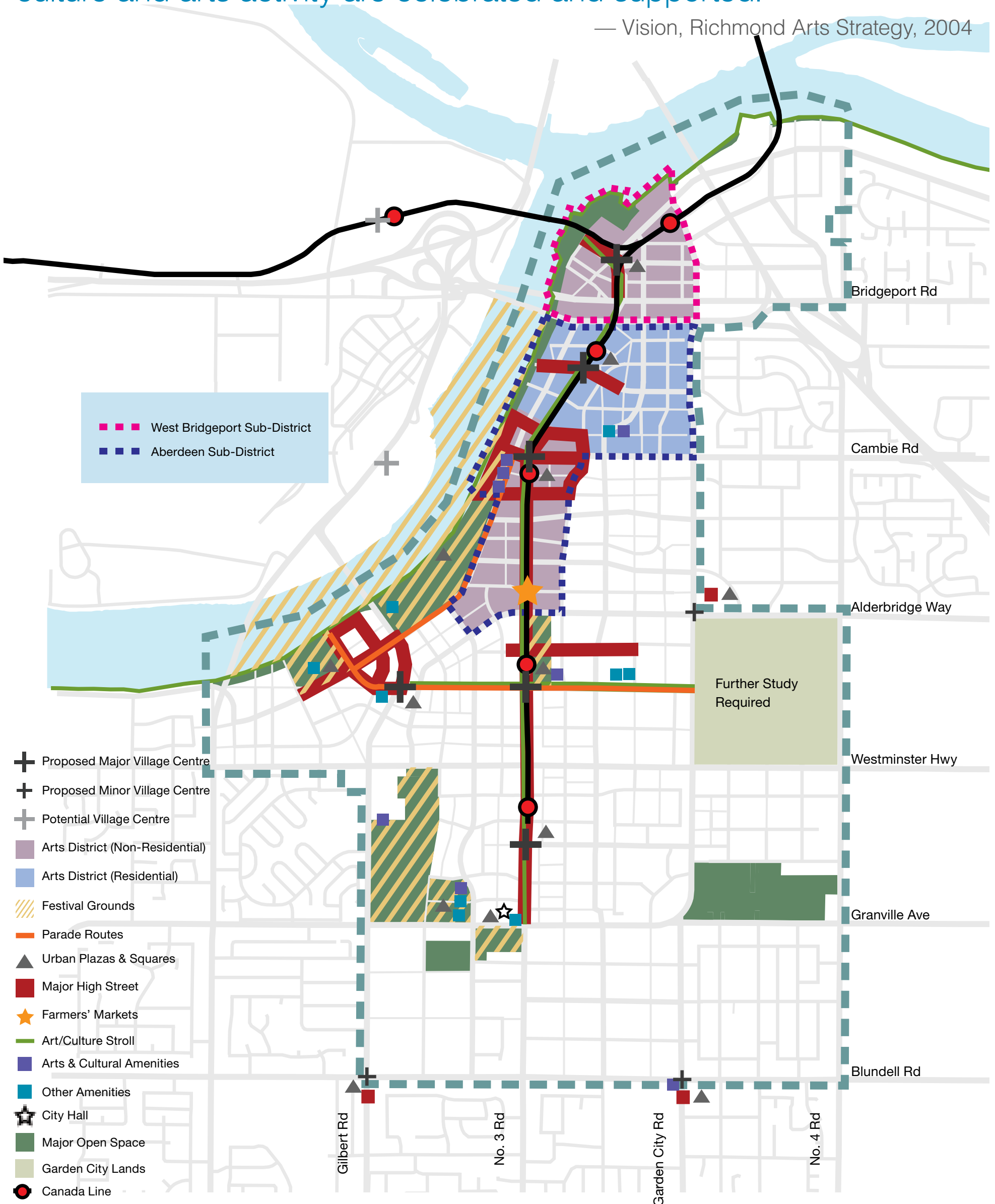


# G. Arts & Culture

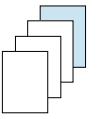


“Richmond believes that a diversity of arts experiences and the arts and artists who express them are integral to an enriched quality of life. Therefore, Richmond is a welcoming and inclusive community where culture and arts activity are celebrated and supported.”

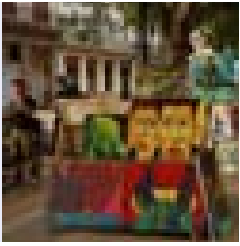
— Vision, Richmond Arts Strategy, 2004



# G. Arts & Culture



## 1. What is an Arts District and what is its purpose?



“Arts district” means a contiguous geographically defined area of the city where a high concentration of public and/or private arts/cultural uses, facilities, and/or activities are situated and act as an “anchor” for the day-to-day life of the community (e.g., not a community’s sole activity).

The primary motivations behind the establishment of an arts district can vary, but typically include:

- » Support of the arts, artists, and arts organizations including, among other things, affordable, desirable space for non-profit visual, performing, media, and other artists to create and present their work.
- » Increased public access to and awareness of the arts
- » Urban revitalization and community diversification

## 2. What are the benefits of having an Arts District in the City Centre?



In addition to direct benefits to the arts, artists, and art organizations, arts districts can boost community well-being and urban revitalization in a variety of ways, such as:

- » Animating and enhancing the beauty of the community
- » Complementing existing businesses
- » Creating new jobs and businesses
- » Attracting well-educated employees (e.g., information-based professions, technology, etc.)

## 3. Are all Arts Districts the same?

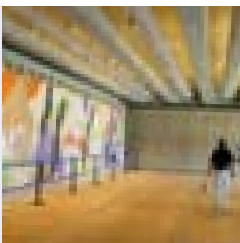


Every arts district is unique as it reflects its local environment, history, and cultures. Furthermore, some arts districts are work-only areas, while others are live/work (e.g., designed to enable artists to work and run businesses, including retail sales, in their homes). Nevertheless, arts districts can be grouped into general categories based on an area’s predominant uses:

- » Major Arts Institution Focus - Anchored by one or more large facilities such as a major public gallery, school, or concert hall

- » Arts and Entertainment Focus - An eclectic blend of independent and mainstream performing arts and popular culture venues (e.g., galleries, night clubs, dinner theatres, etc.), typically including a high proportion of private facilities
- » Cultural Production Focus - Focused on “creative industries” – artists and businesses involved in the production or distribution of the arts
- » Downtown Focus - Integrated with an active business/office environment, typically defining the character of the area’s street-level experience with galleries, public art, etc., and often encouraging a high proportion of “creative industries” and/or related arts/design-centric businesses (e.g., architecture, industrial design, advertising, computer games design, technology development, exhibition facilities, showmarts, etc.)

## 4. What kind of Arts District is envisioned for the City Centre?



The City Centre’s proposed arts district is made up of two main parts, both of which are served by the Canada Line and enjoy direct riverfront access and views:

“West Bridgeport” A work-only district incorporating the West Bridgeport Canada Line station (Note: Housing is prohibited due to high aircraft noise.)

A “Downtown Focus” type of arts district:

- » Focussing on business/office uses, including a number of art/design-centric and related businesses
- » Emphasizing uses that can take advantage of the area’s proximity to the airport and port
- » Promoting street-level restaurants, galleries, and related uses that animate the area’s street-life 24/7
- » Complementing the area’s existing casino resort and theatre with vibrant nightlife and a signature daytime use in the form of a major riverfront facility, which could include an arts institute, exhibition facility, or internationally-recognized arts/design-centric business

“Aberdeen” A mixed work-only and live/work district south of Sea Island Way incorporating the “Aberdeen” and “Capstan” Canada Line stations (Note: Housing is prohibited generally south of Cambie Road due to high aircraft noise.)

Generally south of Cambie Road – An “Arts and Entertainment Focus” type of work-only arts district:

- » Focussing on commercial entertainment uses anchored by several unique, “landmark”, public facilities (e.g., visual/ performing arts centre, major museum, etc.)
- » Emphasizing uses that can take advantage of the area’s proximity to the City Centre’s proposed major riverfront park and eclectic mix of float homes and marine-related uses
- » Promoting restaurants, galleries, and related uses that animate the area’s street-life 24/7 and complement its existing businesses
- » Building on and enhancing the area’s cultural diversity

Generally north of Cambie Road – A “Cultural Production Focus” type of live/work arts district:

- » Focussing on artists involved in arts production in their places of residence, complemented by small private studios, art sales, and galleries, and related businesses
- » Emphasizing uses that contribute to a strong sense of community and inclusiveness for residents and visitors
- » Promoting artist live/work throughout and especially at street-level where they can animate and impart a special character to the public realm

## 5. What does an Arts District look like?

The City Centre’s Arts District will be an integral part of the downtown and will be designed to respect neighbouring areas. Nevertheless, the Arts District and its individual villages will be expressive of their residents, businesses, and activities.

Innovative architecture and public open space design will play a critical role in expressing the identity of the District and, in turn, will serve to attract business development and tourism. And, purpose-built live/work spaces will ensure access to affordable market and non-market housing that meets the special space needs of artists.

## 6. How will the establishment of an Arts District impact existing facilities such as Gateway Theatre?



The development of an Arts District in the City Centre is consistent with the Richmond Arts Strategy (2004) for supporting the arts all across the City Centre and Richmond. Establishment of the District, together with enhanced regional and airport access via the Canada Line, will increase visitors, attendance, and participation at all Richmond arts facilities, including facilities outside the District, by:

- » Increasing the visibility of the arts in Richmond
- » Enhancing public access to and awareness of Richmond arts venues for people across the Lower Mainland
- » Creating opportunities for synergy and increased creative capacity through the concentration of facilities and artists