

FOOD+MUSIC HUB

revelry

# CONCEPT OVERVIEW



CAFÉ

+

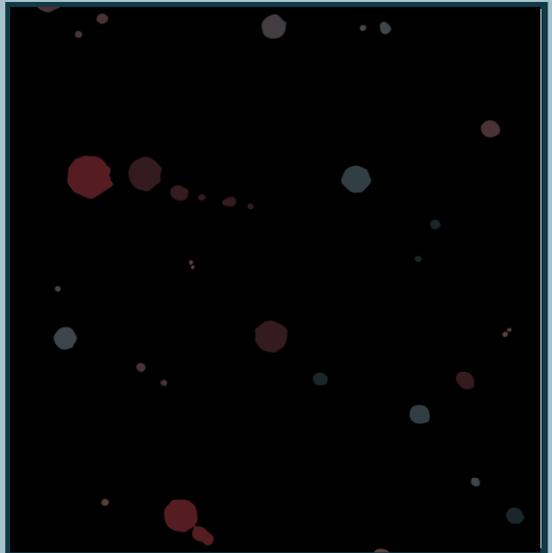
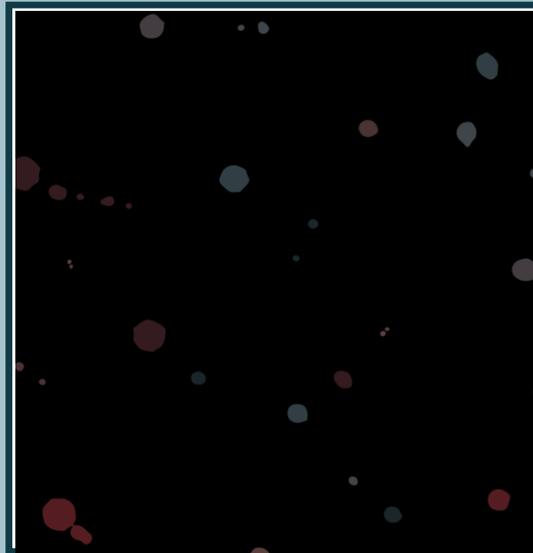
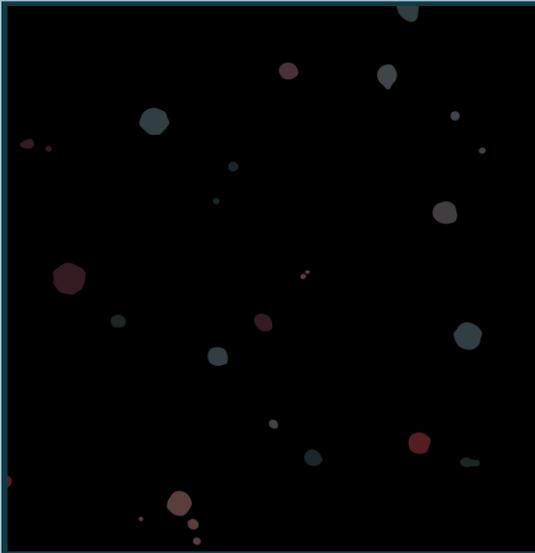


MUSIC HALL

+



URBAN BALLROOM



# CULTURAL PLAN ALIGNMENT



**TWO-THIRDS OF  
2020-2025 CULTURAL  
PLAN GOALS  
ACHIEVED OR  
SUPPORTED**

**GOALS ACHIEVED**



- 1.3, 1.4, 1.5, 3.1, 3.3, 3.4, 3.5,
- 4.3, 4.4, 6.1, 6.2, 6.3, 6.4, 6.5,
- 7.5, 8.2, 8.3, 8.4, 8.5, 9.1, 9.2,
- 9.3, 9.4, 10.1, 10.5

**GOALS SUPPORTED**



- 2.1, 2.2, 2.3, 2.5, 5.1, 5.3, 9.5,
- 10.2, 10.3, 10.4

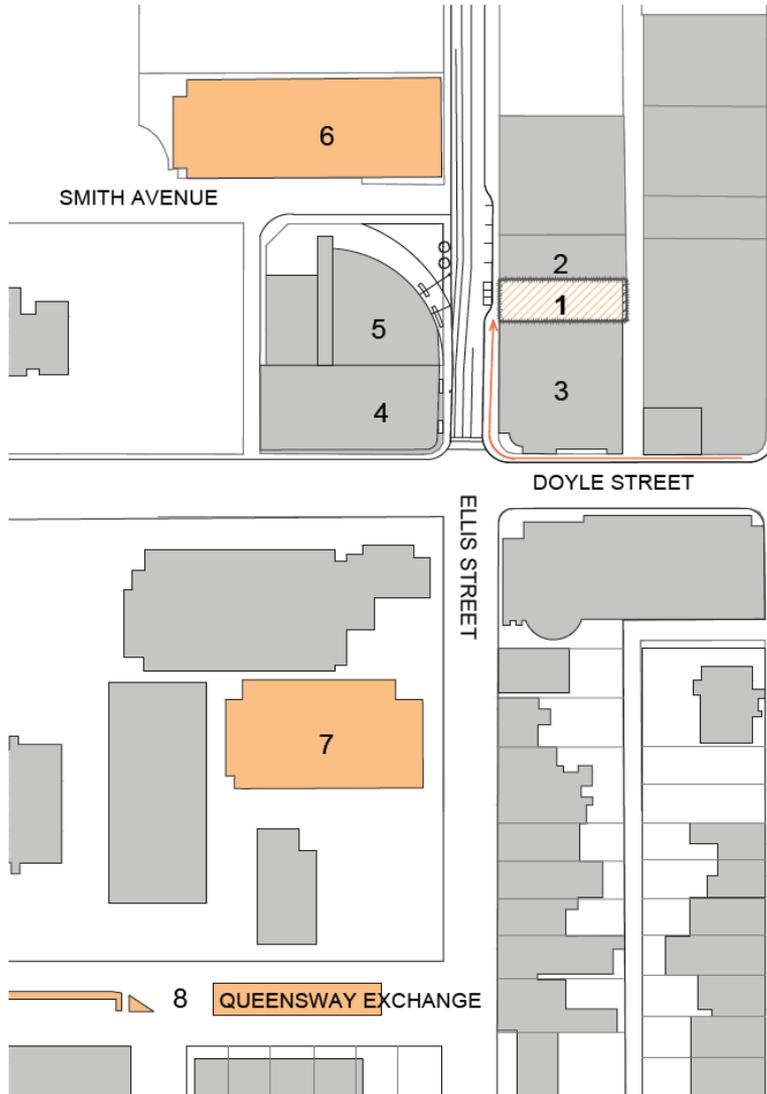
STRATEGIC INVESTMENTS	SPACES	VITALITY	CAPACITY	CONNECTIONS
<p><b>Goal 1: Increase contribution of resources</b></p> <p>1.1 Increase funding to local organizations with a focus on multi-year and core operating funding</p> <p>1.2 Inform community members about opportunities to become involved with cultural organizations</p> <p>1.3 Promote fair wages for arts professionals and support strategies aimed at attracting skilled creative workers and enterprises to Kelowna</p> <p>1.4 Develop funding that strengthens relationships and fosters a more inclusive community that is respectful to all cultures</p> <p>1.5 Invest in cultural infrastructure</p>	<p><b>Goal 3: Optimize existing spaces</b></p> <p>3.1 Use existing space in new ways</p> <p>3.2 Identify, preserve and protect the community's heritage assets including natural landscapes and local archaeological sites</p> <p>3.3 Animate community spaces with quality and accessible public art</p> <p>3.4 Upgrade technologies to improve audience experience</p> <p>3.5 Remove barriers and simplify access to space for cultural activities</p>	<p><b>Goal 5: Learn from our past</b></p> <p>5.1 Honour the importance and share the history and culture of Indigenous people with a focus on the local syilx/Okanagan People</p> <p>5.2 Spark interest in our history and share the value of preserving our heritage</p> <p>5.3 Establish a framework for including the voice of Indigenous artists and cultural leaders in the creative sector</p> <p>5.4 Tell stories about the history of our community and the land we live on</p> <p>5.5 Strengthen linkages between heritage and cultural tourism</p>	<p><b>Goal 7: Support a viable creative sector</b></p> <p>7.1 Foster a diversified funding approach by non-profit cultural organizations</p> <p>7.2 Create strong governance, management and administrative systems that are appropriate for an organization's lifecycle stage</p> <p>7.3 Use a common language between trainers, consultants, resource centres and organizations when discussing organizational capacity and health</p> <p>7.4 Mobilize the creative sector to take intentional action on truth and reconciliation</p> <p>7.5 Connect artists and organizations with professional development, mentoring and capacity building training</p>	<p><b>Goal 9: Broaden the reach</b></p> <p>9.1 Expand the role of youth in the creative sector</p> <p>9.2 Encourage participation in the arts as a method of provoking thoughtful conversations about local issues</p> <p>9.3 Support cultural programming that promotes social inclusion and addresses important social issues</p> <p>9.4 Encourage arts programming in non-arts mandated organizations with a focus on the development of new partnerships</p> <p>9.5 Ensure the needs of the creative sector are appropriately captured in City plans and policies</p>
<p><b>Goal 2: Understand our impact</b></p> <p>2.1 Use a coordinated approach to measure the impact of the creative sector on the community that includes looking beyond economic multipliers</p> <p>2.2 Increase community awareness and stakeholder knowledge of the benefits and impact of culture in the community</p> <p>2.3 Build on the role of the creative sector in tourism and economic development</p> <p>2.4 Support artists and organizations with the tools and knowledge necessary to measure, track and modify programs to improve community impact</p> <p>2.5 Demonstrate the impact of the creative sector to leverage additional resources &amp; support</p>	<p><b>Goal 4: Commit to developing new facilities</b></p> <p>4.1 Understand the current and future needs for new cultural facilities within the community</p> <p>4.2 Establish future direction for the development or redevelopment of cultural facilities</p> <p>4.3 Find creative solutions to garner support for the construction of new cultural facilities including traditional and non-traditional funding models</p> <p>4.4 Increase available production space for local artists</p> <p>4.5 Assess and explore the development of shared storage facilities between cultural organizations</p>	<p><b>Goal 6: Boost vitality at street level</b></p> <p>6.1 Expand live music venues and local live music opportunities</p> <p>6.2 Celebrate multiculturalism and the growing diversity of our community</p> <p>6.3 Amplify participation in public events by reducing barriers to attending</p> <p>6.4 Support and celebrate Indigenous arts and culture</p> <p>6.5 Increase the number of new and innovative artistic experiences offered in Kelowna</p>	<p><b>Goal 8: Share our story</b></p> <p>8.1 Highlight the successes of Kelowna's creative sector</p> <p>8.2 Build broader and deeper relationships with audiences</p> <p>8.3 Make information about cultural events, programs and services easy to find for residents and visitors</p> <p>8.4 Promote arts, culture and heritage experiences, as a reason to live in and visit Kelowna</p> <p>8.5 Foster cultural advocates</p>	<p><b>Goal 10: Convene and connect</b></p> <p>10.1 Facilitate dialogue and collective action between people with similar interests</p> <p>10.2 Explore opportunities for the broader involvement of local educational institutions in developing and supporting local artists, organizations and initiatives</p> <p>10.3 Bring regional, provincial and national conferences or events to Kelowna</p> <p>10.4 Facilitate networking between cultural stakeholders across the Okanagan region</p> <p>10.5 Encourage community awareness and collaboration to advance the Cultural Plan strategies</p>



FOOD PRIMARY ESTABLISHMENT means development where prepared food and beverages are offered for sale to the public. Typical uses include but are not limited to licensed **restaurants, theatre restaurants, banquet facilities, cafés**, delicatessens, tea rooms, lunch rooms, refreshment stands and take-out restaurants. **Licensed restaurants may serve any kind of liquor, even to customers who do not order food.** However a full range of appetizers and main courses must be available whenever liquor is available. Restaurants may remain open 24 hours a day, but may only serve liquor between 9:00am and 4:00am daily. This does not include drive-through food services. These establishments may be holders of a Food Primary Licence.

FOOD PRIMARY LICENSE means liquor license issued by the Province of British Columbia Liquor Control and Licensing Branch for a business in the **hospitality, entertainment or beverage industry including restaurants where the service of food rather than the service of liquor is the primary focus of the business.**

# LOCATION



PROMINENT LOCATION WITHIN KELOWNA'S CULTURAL DISTRICT

CURRENTLY ZONED FOR FOOD PRIMARY, HOTEL OR SPECTATOR ENTERTAINMENT ESTABLISHMENTS

ADJACENCY TO TWO NEARBY PARKADES AND THE QUEENSWAY BUS EXCHANGE

WALKING DISTANCE FROM EXPANDING RESIDENTIAL OFFERINGS IN DOWNTOWN

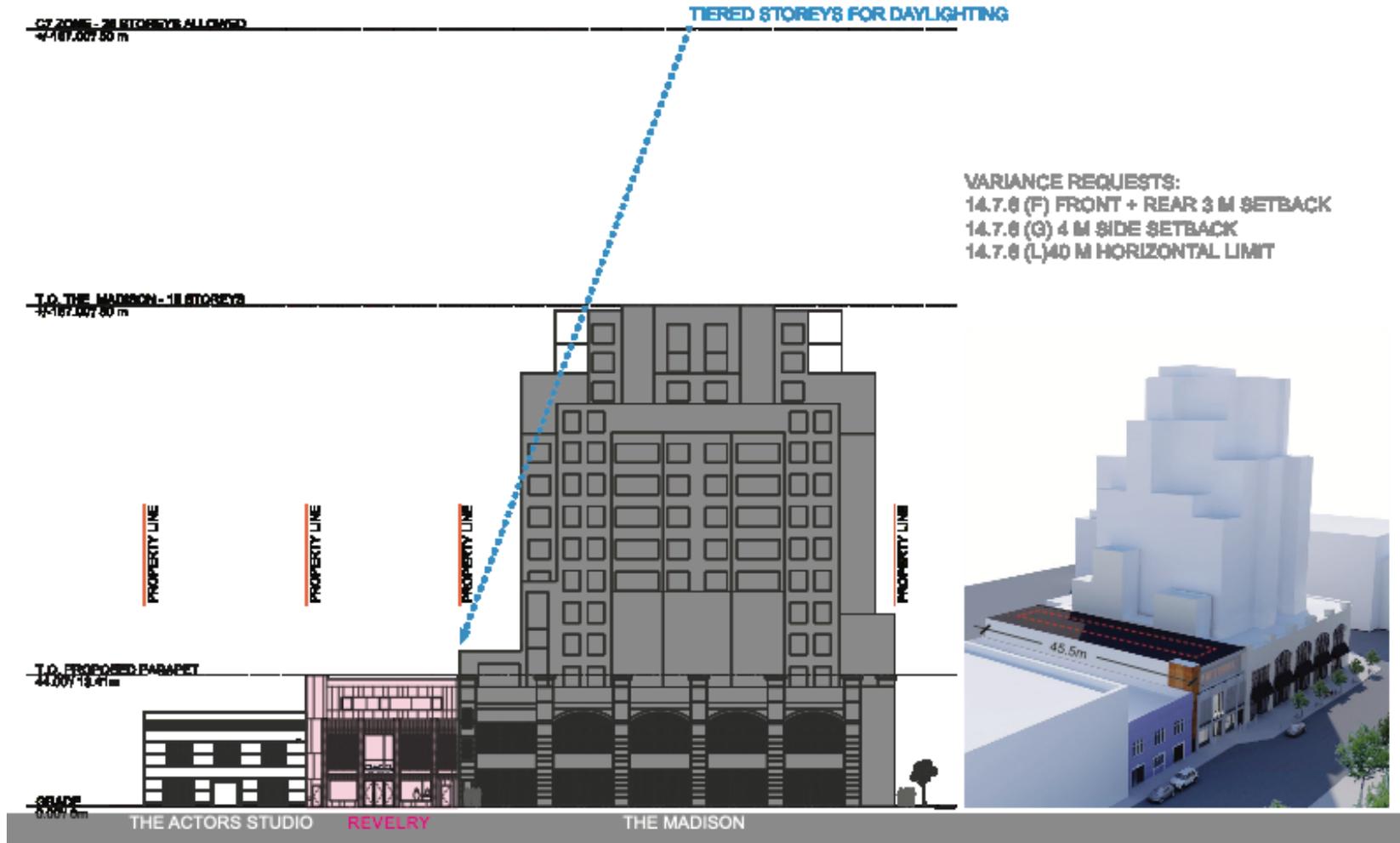
## LEGEND

1. **FUTURE REVELRY LOCATION**
2. THE ACTOR'S STUDIO
3. THE MADISON
4. THE LIBRARY
5. THE INNOVATION CENTRE
6. LIBRARY PLAZA PARKADE - 604 STALLS
7. MEMORIAL PARKADE - 566 STALLS
8. QUEENSWAY EXCHANGE BUS STATION

# VARIANCES



THE CMC PRECINCT AREA SETBACKS WITHIN C7 ZONE ARE INTENDED FOR DAYLIGHTING STANDARDS FOR TALL RESIDENTIAL BUILDINGS NOT OLDER INFILL DEVELOPMENTS SUCH AS REVELRY.





## SIZE / CONFIGURATION

OVER 870 m<sup>2</sup> (9,400 ft<sup>2</sup>) OF PUBLIC SPACE AVAILABLE

MULTIPLE BREAKOUT ROOM CONFIGURATIONS

## CAPACITIES BY MODE

CAFÉ: 300 +/-

MUSIC HALL, SEATED: 300 +/-

MUSIC HALL, STANDING\*: 800

THIRD FLOOR ONLY: 125

EXPO SHOWS (3 FLOORS): 1,050

*\* NOTE: STANDING ROOM SHOWS, IF HELD, TO BE IN COMPLIANCE WITH LCRB GUIDELINES*

## FRONT FACADE



LAKE MONSTERSTUDIO  
ARCHITECTURE + DESIGN  
3004 29th Street Vernon BC V1T 5A7 778.506.4567

MODERN INDUSTRIAL STORYLINE INSIDE AND OUT

ADAPTATION OF EXISTING FAÇADE

INCREASE NATURAL LIGHT AND STREET EXPOSURE

GLAZING ABOVE ENTRY VISUALLY CONNECTS INTERIOR MEZZANINE TO STREET LEVEL



RED STANDING SEAM CLADDING + TRIM

DARKENED STEEL CANOPY + GLAZING FRAMES

EXISTING STACKED BLOCK WALL

PERFORATED SCREEN ON EXISTING BLOCK

GREY STANDING SEAM CLADDING + TRIM



## FACILITY

ADAPTATION OF EXISTING BUILDING,  
LOCATION

MODERN INDUSTRIAL STORY LINE  
REDUCES MATERIALS

EXCEEDED SUGGESTED END OF TRIP  
FACILITIES

ENERGY USE REDUCTION FOR  
KITCHEN+AV EQUIPMENT

LOW GREASE PRODUCTION,  
ENVIRONMENT IMPACT

## OPERATIONS

WASTE REDUCTION FOCUS THROUGH  
ALL ACTIONS

NEXT GENERATION KITCHEN CONCEPT  
[FULL SERVICE]

FOCUS ON LOCAL SOURCING [PREFER  
WITHIN 100KM]

GOAL: BEVERAGE SERVICE EXCLUSIVELY  
ON TAP

MENU DESIGN, GOALS FOR PROTEIN  
SOURCING

## PROJECT IMPACT

FLEXIBILITY IS CORE TO THE CONCEPT,  
EASY TO ADAPT

FLEXIBLE FLOOR PLANS, NOTHING  
FIXED

EXPLORING OPTIONS TO ENHANCE  
INDOOR HEALTH

IMPORTANCE OF FOOD PRIMARY  
DESIGNATION

## GREATER IMPACT

LOCAL RESTAURANTS AND MUSIC  
ESTABLISHMENTS

MUSIC INDUSTRY IMPACT AT ALL  
LEVELS

\$1 IN SMALL VENUE TICKETS = \$12 FOR  
NEARBY BUSINESSES

DRAW VISITORS TO THE DOWNTOWN  
CORE

REVELRY FOOD+ MUSIC HUB WOULD BE A VALUABLE RECOVERY PLATFORM FOR THE LOCAL COMMUNITY  
POST-PANDEMIC. TIMING IS IMPORTANT.

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revelry

THANK YOU