

Regina Downtown WOW Project

Regina, Saskatchewan



Client:
City of Regina

Completion Date:
On-Going

Services:
Project Management
Strategic Advice

In order to kick-start change in Regina Downtown and build momentum for the Regina Downtown Neighbourhood Plan, a specific, identifiable and memorable project was chosen to be undertaken immediately, as the Downtown Plan was underway: The WOW Project. The Project was chosen based on public consultation and involves transforming 'Victoria Park' back into 'Victoria Square', the traditional use and function of Victoria Park as a vibrant and functional town square through a redesign of the public realm and the built form which surrounds it. By adding 54,000 square feet of re-graded, hard-surface, programmable public space along 12th Ave., from park edge to the building faces on the north side, and from Lorne Street to Scarth Street, Victoria Square will be celebrated as the organizing element of the City. This adds a functional new festival space, which becomes the obvious cultural hub for Regina. It also becomes the urban front yard of a planned new residential neighbourhood of 5000 people in Downtown.

The WOW Project is being implemented through the work of a Steering Committee, comprised of City Staff and consultants, including **OfficeforUrbanism**, who sits as a Committee member to impart strategic advice on how this project will meet the objectives of the Regina Downtown Neighbourhood Plan. Managed by the City, this all-season space will support the existing and expanding outdoor Farmer's Market and is the right location for a potential busker-fest, craft show, public art programs, book fairs and outdoor concerts.

