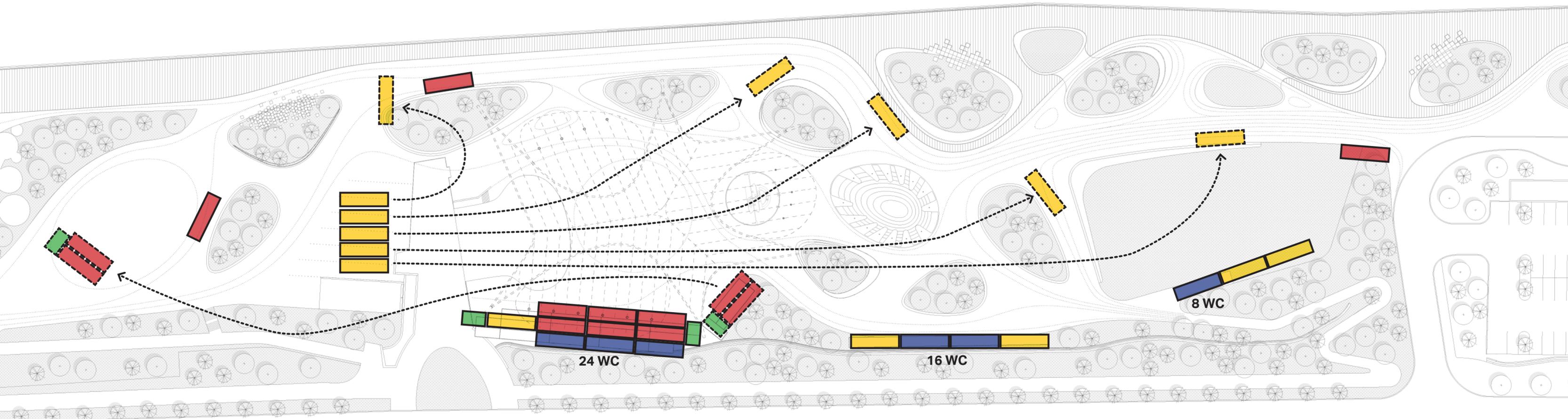


An aerial photograph of Festival Plaza, showing a large paved area, a road, and surrounding buildings. The text "This is Festival Plaza" is overlaid in large white letters across the center of the image.

This is Festival Plaza

Supporting Infrastructure



Flexible Food & Beverage, and VIP

Food and Beverage (F&B) plays an important part of any live event, both from an audience member's and events promoter's perspective. To accommodate events of the scale that are proposed, and to increase the attractiveness of this venue to events promoters, it is typical to provide a number of fixed and flexible options for concession areas. Fixed concession areas should typically be at the perimeter of audience zone, with ample space for queuing, such that people standing do not obscure sightlines to the stage and queues don't create bottlenecks in audience flow.

Flexible concessions, such as small tents, vending carts, and food trucks, should have a few dedicated spaces, such that event producers can expand concessions capacity based on audience size.

As a general rule, multiple distributed locations for concessions are better than a single, large conglomeration. Each fixed concession area should have multiple discrete vendor stations – typically for merchandise, food with beverage, and beer/wine stations. They each should also contain

proximate restrooms. All VIP locations should have their own bar, washrooms, and other specialty concessions.

The following guidance is provided as general rules of thumb for concessions planning. More discussion is required at later stages of design to determine what audience size should be accommodated in permanent vs. temporary concession facilities.



Amenities

For the comfort of park-goers, the site should accommodate a number of restrooms for regular park usage, as well as providing additional infrastructure for events usage. For the largest events, additional temporary restrooms/ washrooms may need to be provided.

Based on the Ontario Code for Plumbing Fixtures for Assembly Occupancies (Table 3.7.4.3.C) it states for capacities over 260 per sex there needs to be 10 units plus 1 per additional 40. For our maximum 5,350 standing format this equates to 21 each sex so 42 units in total.

Item	Column 1 Number of Persons of Each Sex	Column 2 Minimum Number of Water Closets for Each Sex
1.	1 to 50	1
2.	51 to 150	2
3.	151 to 250	3
4.	251 to 375	4
5.	376 to 500	5
6.	over 500	6 plus 1 for each additional increment of 150 persons of each sex in excess of 500

Event Support & Storage

20' or 40' storage units can be used for either City-owned site resources (ie. rental equipment, or maintenance equipment), or as temporary storage or other ancillary uses required by promoters for their events. Temporary stages or equipment, fencing for dividing the site.

Modular Solution

The modular shipping container structures can easily be reconfigured around the site to respond to different programming needs. For instance, smaller events held in the area adjacent to Centennial Plaza may benefit from having a small, elevated VIP viewing platform and F&B service. A collection of these six containers can be moved from the Concert Area for this event.

Auxiliary Structures containing washrooms are fixed and cannot be relocated due to servicing requirements.





Site History

Shipping containers celebrate the industrial history of the Festival Plaza site. For more than a century, it was the site of a rail yard and box-car shipping facility which housed the infrastructure and rail yards to ship train cars across the Detroit river by ferry. It played a vital role in the industrial economies of Windsor and Detroit. The site continued to be used for train-to-ferry operations until the early 1990s when the Michigan Central Railway Tunnel was renovated to accommodate taller train cars (including double-stacked containers and some automobile carrying cars).

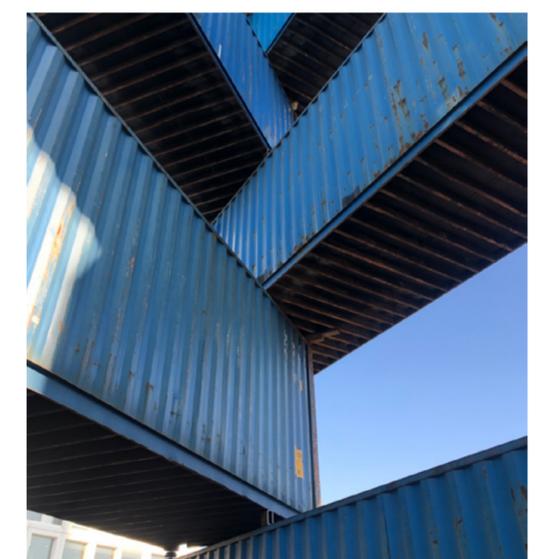
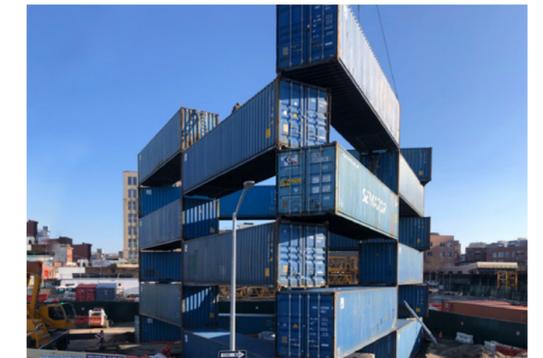
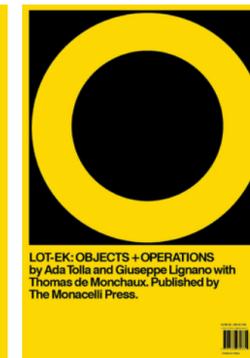


Pop-Up Architecture

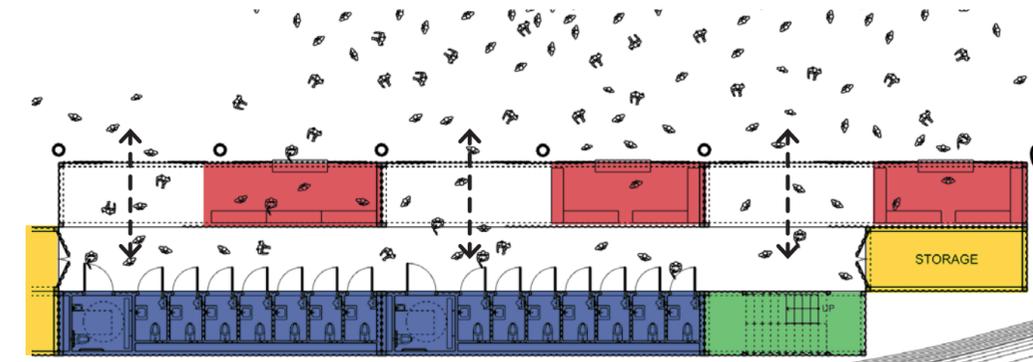
To support the wide variety of events at Festival Plaza, a series of auxiliary structures are located throughout the site. Some serve basic functions, such as washrooms, storage, and administrative offices. Others support on-site programming, including multi-purpose spaces for housing F&B, merch, pop-up retail, among other uses, as well as VIP spaces. These later uses will support programming and revenue generation on the site.

Architecturally, the auxiliary structures are composed of shipping containers—ready-made, modular structures that speak to the site's industrial and logistical history. The advantages of using shipping containers for the auxiliary structures at Festival Plaza are many—they're low cost, lightweight, and can be adapted quickly. They can be easily repositioned as required with forklifts to support different programming needs at different locations throughout the site.

Shipping container architecture can be beautiful and innovative. The architecture studio LOT-EK uses shipping containers and believes in being unoriginal, ugly, and cheap. Also in being revolutionary, gorgeous, and completely luxurious.

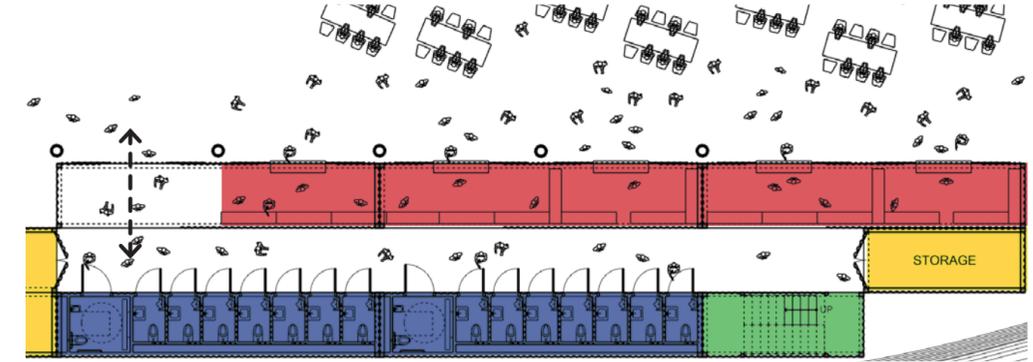


Concert



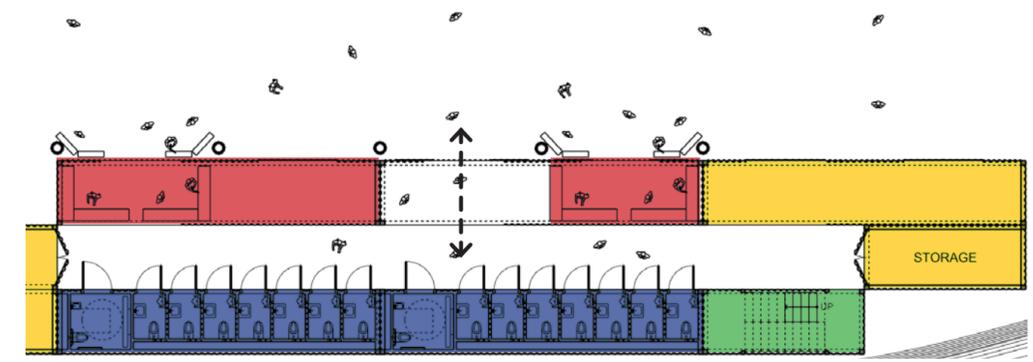
During concerts, the Flex-Use containers can be used for F&B and merch. Vendors provide the equipment and displays as required. Access to the washrooms is maximized through multiple entries. A direct access is provided from the stair to the VIP Viewing Deck down to the General Admission level.

Food Festival

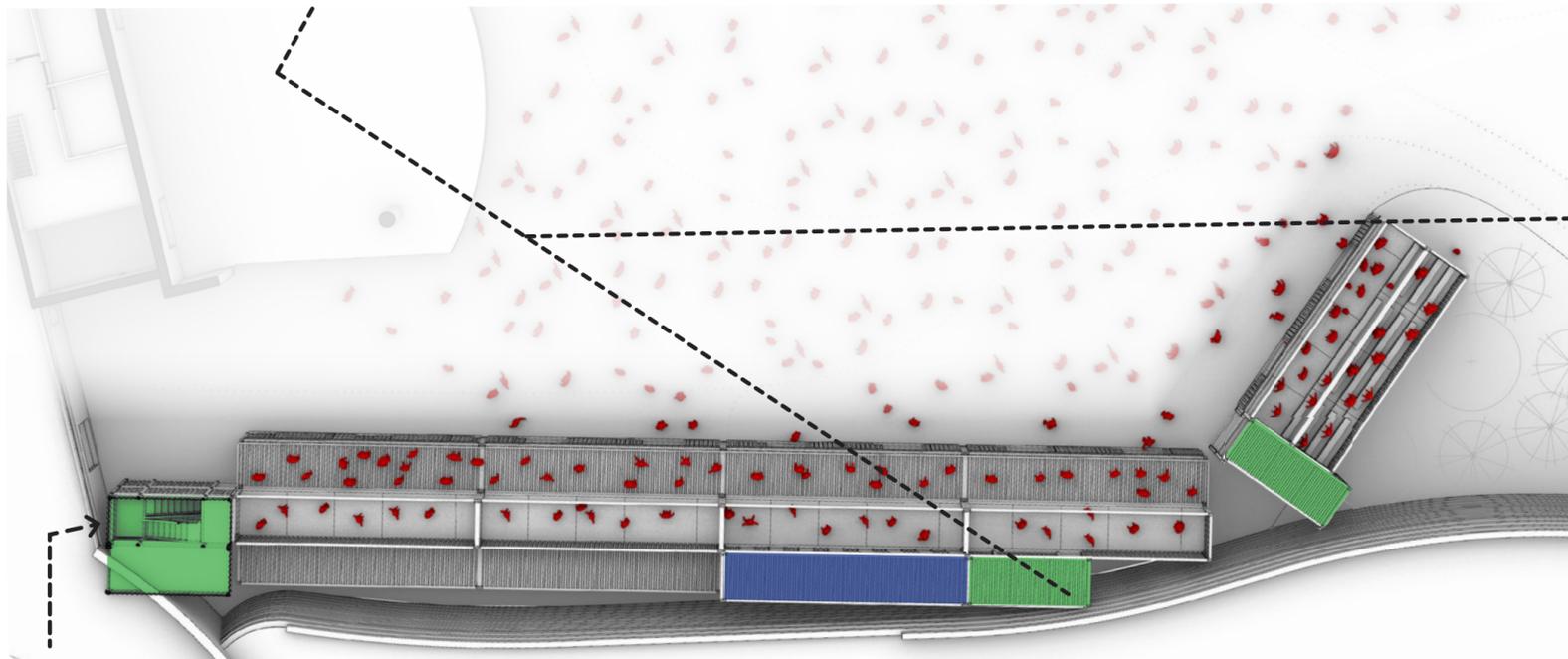


For a food festival, the majority of the Flex-Use containers could be occupied by vendors for the preparation of food.

Sponsored Event



Sponsored pop-up retail events, where vendors can occupy some of the container areas, and use others for storage of their goods. Vendors can expand their sales area with display tables spilling out into the concert area.



VIP Entrance from McDougall St.

VIP Experience

One of the major desires of festival producers is to create unique experiences for the VIP ticketholders. At Festival Plaza, the VIP experience is accommodated within the shipping containers at the audience left position of the concert area, which will function as a raised and tiered barrier to the road (above).

These structures provide flexible area for VIP experiences and potential locations for F&B. The 40' long shipping containers provides the flexibility for standing capacity as well as seated audiences. For a comfortable experience, the VIP viewing deck can be partitioned into 20' viewing areas, each holding up to 32 people standing. The VIP viewing deck could have additional uses beyond concerts, including VIP dining experiences for food festivals,

or expanded vendor areas for pop-up retail events.

A multi-use VIP area could be used as one combined VIP viewing platform or could be subdivided (with temporary barriers such as planters) into smaller VIP sections for event use and/or rental & sponsorship opportunities. These VIP areas have dedicated restroom facilities at balcony level while a lower level of containers can contain restrooms and concessions for general admission audiences. This lower level also provides structural support for VIP sections above.



	Coachella	Shaky Knees	Boston Calling	Primavera Sound	Governors Ball, NYC	Montreal Jazz Fest	Osheaga Canada	Winnipeg BBQ & Blues Festival	JazzFest	RBC Bluesfest
Location	Indio, CA	Atlanta, GA	Boston, MA	Barcelona, Spain	New York, NY	Montreal	Montreal	Winnipeg	New Orleans	Ottawa
Duration:	3-Day	3-Day	3-Day	3-4 days	3-day	3-4 Days	3 Day	2-day	8 Days	10 days
Standard Ticket Price	\$399-459 USD	\$155-\$185 USD	\$185 USD	145-215 €	305\$	Free for outdoor shows	335 CAD	\$40/day 70-130/weekend Free outdoor	\$275 USD (per weekend) Day: \$85-100	\$188-235 CAD
VIP Ticket Price	\$899 USD	\$425-525 USD	\$375 USD	200-300 €	Tier 1: \$700, Tier 2: \$2000K	\$150 for tickets to shows at other venues	Gold 610CAD Platinum 1260 CAD	N/A	Tier 1: 800/wknd Tier 2+: 1500-1600/wknd	705+ per person CAD

