

# **The Project**

# **Proposal**

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**November 28<sup>th</sup>, 2019**

## **“ILLUMINATE THE NIGHT”**

“A radiating light piece that *illuminates* the Burrard Dry Dock Pier. By brightening this space, the Illuminate the Night expands the dynamic of the area as well as its overall safety for the community. Following Jane Jacobs’ ‘eyes on the street’ model, these new light fixture will ensure individuals feel reassured of their safety and fully enjoy night strolls through The Shipyards.”

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## **Introduction:**

As The Shipyards continues to expand and evolve, it draws the attention of many locals and visitors to explore what's to offer. Illuminate the Night focuses on bringing out more dynamic and safety along the Burrard Dry Dock Pier which extends 700 feet over the Burrard Inlet, offering a 360-degree views of North Shore and Vancouver skylines (The Pier & Shipyards). Through brightening the area with a light installment along the center of the pier, this will attract and allow individuals to appreciate the pier to its full potential day and night. Unique, radiating art installments are highly admired by all, especially ones that are detailed. Lights can be enjoyed by different demographics and are often the background of any photos. Lights are fascinating to humankind as they have since the earliest of time and their significance is deeply embedded in our collective psyches, with the stars, the moon and the sun becoming identified with deities (Take on Nature: Light has always fascinated humans, 2016).

Illuminate the Night aims to enhance the industrial area rather than give the area a new meaning. Currently the view from North Shore sees Downtown Vancouver - where the Five Sails at Canada Place - brightens the skyline. On the North Shore skyline, the pier is hidden in darkness. Illuminating this path can emphasize the view and build more attraction from the Downtown Vancouver's perspective.

In this proposal to the City of North Vancouver, we will cover potential opportunities that will stem from the success of Illuminate the Night, along with mentions of similar successful ideas that are now well-known. Mentions of the different demographics and the community, as a whole, that can benefit from this project are incorporated as well. Our vision, mission, and objectives are set in consideration of stakeholders of The Shipyards.

## **Vision, Mission, Objectives:**

### **Vision:**

The Shipyards is authentic to the industrial atmosphere, our vision is to introduce light where it is dark. The word 'industrial' has a cold and dark ambience to it therefore, by shining light in a space that's shadowed over by darkness, can make the space warmer and more welcoming. We hope to overall increase the attraction of more people visiting and exploring the area during the evening hours.

## Mission:

Strengthen the safety aspects to increase dynamics in the evening when the skies are dark. This will allow the space to be utilized day and night showcasing the beautiful skylines of Vancouver and North Vancouver.

## Objectives:

- Preserve the heritage value
- Increase evening traffic
- Enhance safety
- Create a fun art piece using LED lights
- Incorporate 'Life' in hidden areas

## Background Information:

### PESTEL Analysis:

POLITICS	ECONOMICS	SOCIETY
<ul style="list-style-type: none"><li>●</li><li>●</li></ul>	<ul style="list-style-type: none"><li>● Tourism</li><li>●</li></ul>	<ul style="list-style-type: none"><li>● Women</li><li>● Young Adolescents</li><li>● Seniors/Elderly</li></ul>
TECHNOLOGY	ENVIRONMENT	LEGAL
<ul style="list-style-type: none"><li>● LED lights</li><li>● Electricity</li></ul>	<ul style="list-style-type: none"><li>● Safety</li><li>● Heritage</li><li>● Green-house-Gases</li></ul>	<ul style="list-style-type: none"><li>● Dock Capacity</li><li>● Port of Vancouver By-laws</li></ul>

## SWOT Analysis:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>● Safety</li> <li>● Unification</li> <li>● Enhancing the space</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>●</li> <li>●</li> <li>●</li> <li>●</li> </ul>
THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> <li>● Weather (Heavy winds)</li> <li>● Vandalism</li> <li>●</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>● Exposure</li> <li>●</li> <li>●</li> <li>●</li> </ul>

### Narrative for SWOT:

- Strengths:
  - Safety - Incorporating lighting to the dark space will be beneficial to all of the businesses in the area, as well as the locals that rely on the pier to walk their dogs, etc.
  - Unification – To bring the community together. As Jane Jacobs speaks about ‘eyes on the streets belonging to those who we call the natural proprietors of the street.’ (A New Way of Understanding ‘Eye on the Street’, 2016)
  - Enhancing the Space - The newly developed area has come a long way, but there exists so much more potential. By including a permanent light fixture series lining the dock, it enhances the already heritage-rich Shipyards.
- Weaknesses:
- Threats:
  - WEATHER (Heavy winds) - As the dock is located on the water, it is prone to heavier winds in the colder seasons.
  - Vandalism - The installation of any public art piece will always run the risk of vandalism. It is something that is unavoidable, however can be prepared for.
- Opportunities:
  - Exposure - More events and media coverage. This can also increase revenue for local businesses around The Shipyards.

## Description:

During the day, The Shipyards is exposed to lots of natural light. Located in North Vancouver, if you face south towards Vancouver, the Shipyards take in the sun as it rises in the east and sets in the west. Once the sun goes down, The Shipyards becomes dark and potentially raise alarms in places that are hidden from the public eye. Dark hidden areas are especially intimidating for young women. During the annual night markets, the area is quite bright with vendor's lights and signs and such. However, when the market is inactive, the space becomes quite dark with very little appeal. Our proposal for a new lighting feature lining The Shipyards incorporates public art and the history of the space to illuminate the shadows drawn from the evening skies.

The Shipyards and Lonsdale Quay act as a hub connecting Vancouver and North Vancouver. Through day and night, thousands pass by walking in and out of the area - locals, tourists, families and friends. Radiating light installments are also cherished in the photography industry. Often you will see couples and individuals taking photos with the lights posting on social media which has a huge role in society today.

## Successful Case Studies:

### Urban Lights

In Los Angeles, the infamous outdoor Urban Lights at LACMA (Los Angeles County Museum of Art) has become more than an installment, but now known as an incredible landmark that represents Los Angeles. Chris Burden, the artist behind this piece, created it by seeing lamps as a statement about what constitutes a sophisticated society - "safe after dark and beautiful to behold". (The Story of Urban Lights, 2018)

### Sails of Light

Canada Place is home to the Five Sails which are illuminated each evening from dusk to dawn, occasionally radiating seasonal vibrant colours, display for awareness and animations. (Sails of Light) During dusk when the sails are illuminated, the skyline of Downtown Vancouver is breath-taking from the North Shore waterfront viewpoint.



## Budget:

## Grant Request:

<i>North Vancouver Recreation &amp; Culture - Arts &amp; Culture</i>	<i>Special Projects, New Initiatives and Events in Development Grant</i>	<i>Max \$6,500</i>
<i>North Vancouver Recreation &amp; Culture - Arts &amp; Culture</i>	<i>Community Public Art Grant</i>	<i>Upon Proposal Request</i>
<i>FANS - Funds for the Arts on the North Shore</i>	<i>Don S. Williams Grant</i>	<i>\$2,500 - \$6,000</i>
<i>British Columbia Arts Council</i>	<i>Community Arts Organization - Projects</i>	<i>Upon Proposal Request</i>

Compared to the Urban Lights at LACMA located in Los Angeles, it consist of 309 street lamp globes. This costing approximately \$26,000 for LED light bulbs. Considering Illuminate the Night will be half in size than the Urban Lights, LED light costs at least \$10,000 to brighten the 700 feet long pier.

Material to build the installment, we suggest using Steel-reinforced resin and fiberglass. This material was used for Douglas Coupland's, "Golden Tree". It is a 25 good by 40-foot sculpture which Illuminate the Night will be much smaller in size so that the Pier can accommodate it. The material which is a total of 32,000 pounds took over 6,000 hours to fabricate (Golden Tree, 2016) and budget was approximately \$440,000 (Public art around us: Douglas Coupland's Golden Tree as celebration and warning, 2017)

Based on this information between the two different art installments, the estimated costs for Illuminate the Night is projected to be around \$70,000.

## Conclusion:

Illuminate the Night aims to bring more dynamic to The Shipyards by utilizing every dark corner so that the community can feel reassured and safe during the evening hours. We saw a unique opportunity at The Shipyards to incorporate public art into a space that has a hefty amount of pre-existing history. Although in December, lights will be installed for the holiday season (The Pier & Shipyards), Illuminate the Night will be a permanent fixture to keep the Pier lit for visitors and vessels on the water for many years to come.

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