



# NOVA CENTRE

HALIFAX . NOVA SCOTIA . CANADA



## PROJECT TEAM

Rank Incorporated - Project Developer

ElliisDon - Construction Managers

Noel Fowler - Project Architect

Conventional Wisdom - Convention Centre Consultants

Populous - Convention Centre Architects

BMR Engineering - Structural Engineering

MCW Engineering - Mechanical & Electrical Engineering

Stantec - Geotechnical Consultants

R.J. Bartlett Engineering - Building Code Consultants

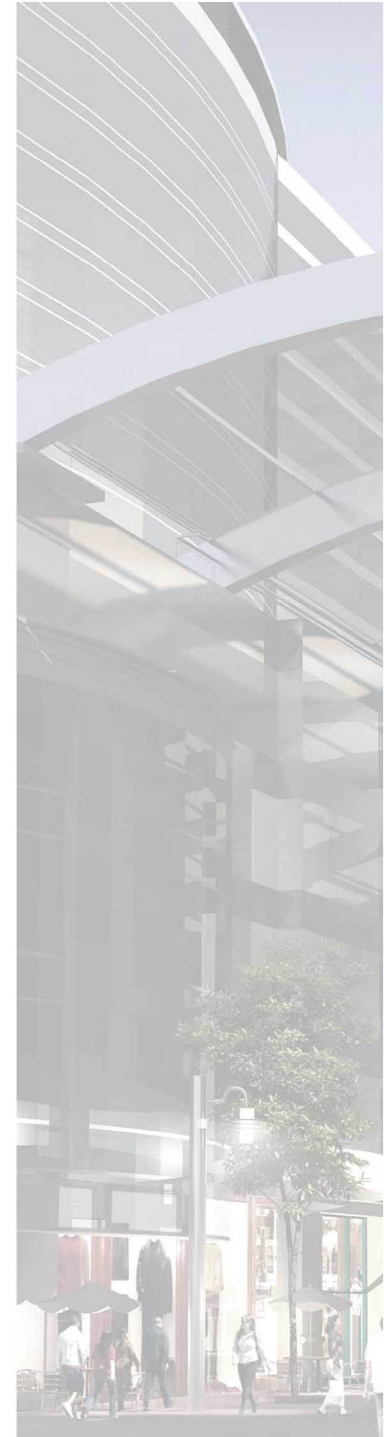
The Project Team will be expanded as required to meet specific project requirements.



# How did we arrive at today?

## Chronology of Events

<u>EVENT</u>	<u>DATE</u>
Call for Expressions of Interest Issued by HRM & PNS	Mar., 2008
Rank Inc. Short Listed	Feb., 2009
Initial Market Study and Industry Analysis Completed	May, 2009
Rank Inc. Invited to Submit Detailed Credentials	May, 2009
Procurement Business Case Completed by Deloitte	July, 2009
Request for Proposal (RFP) Issued to Rank Inc.	Oct., 2009
Detailed Market Analysis Completed	June, 2010
Detailed Economic Impact Analysis Completed	June, 2010
Response to RFP Received From Rank Inc.	July, 2010
Evaluation of Rank Inc. Response to RFP Completed	Aug., 2010



## DEVELOPMENT SUMMARY

Nova Centre is a 1.2 million square foot mixed use development located in the heart of Halifax's Central Business District. The project will be built over a four year period in a single phase of construction and will consist of the following components:

### Convention Centre

The Convention Centre is a 306,000 square foot facility consisting of 28 Meeting Rooms, a 35,000 square foot Ball Room and a 52,000 square foot Multi-Purpose Room.

### Convention Hotel

The Convention Hotel will be a 4 1/2 star facility located on Argyle Street in a state of the art 18 story tower.

### International Finance Centre

The International Finance Centre is a 200,000 to 296,000 square foot facility located in a dedicated 14 story office tower at the corner of Prince Street and Grafton Street.

### Streetfront Retail Units

Retail Units will be accessible from the Galleria located on Grafton Street where 80,000 square feet of prime space will be available.

### Residential Units

The Residential Units, 30 to 100 will be located in the low rise podium buildings overlooking the Galleria.

### Parking

Parking for 500 cars will be provided on two levels below grade accessible from Argyle Street.





**Inspiration**





# SITE LOCATION

The proposed site occupies 100,000 square feet over two city blocks in the heart of the Halifax Central Business District.

Metro Centre, which is critical to the operation of the Convention Centre component, is located just one block from Nova Centre and will be accessible by a proposed pedway link.

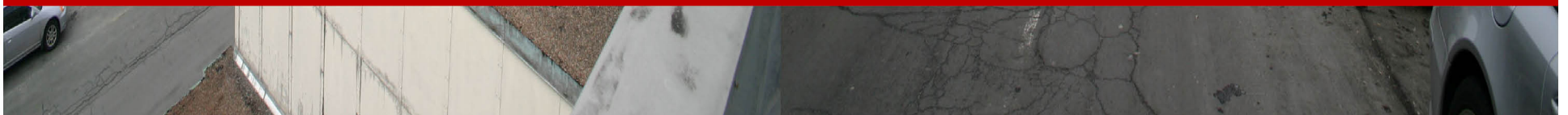
While Nova Centre will offer a Convention Hotel, there are ten existing hotels within walking distance of the Project.





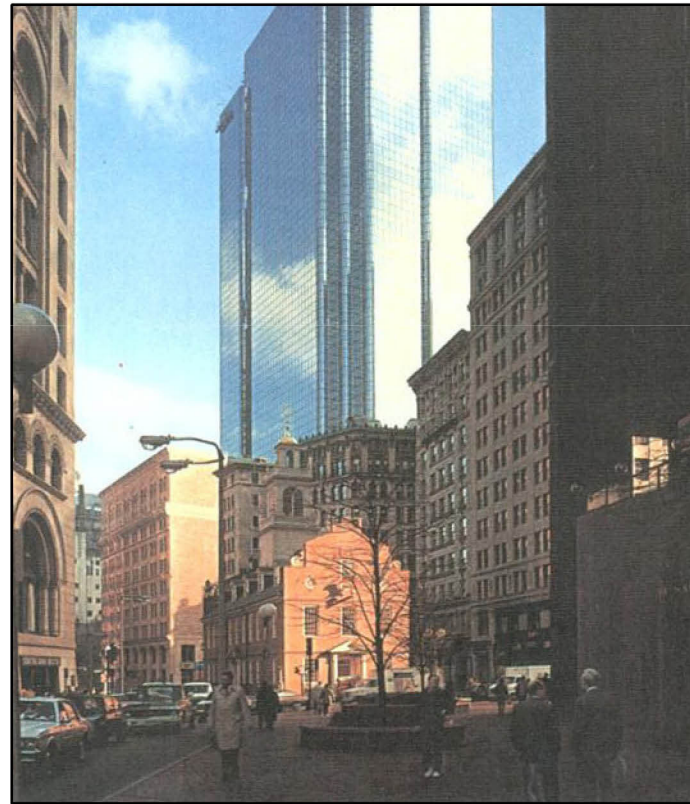


**Former Site**

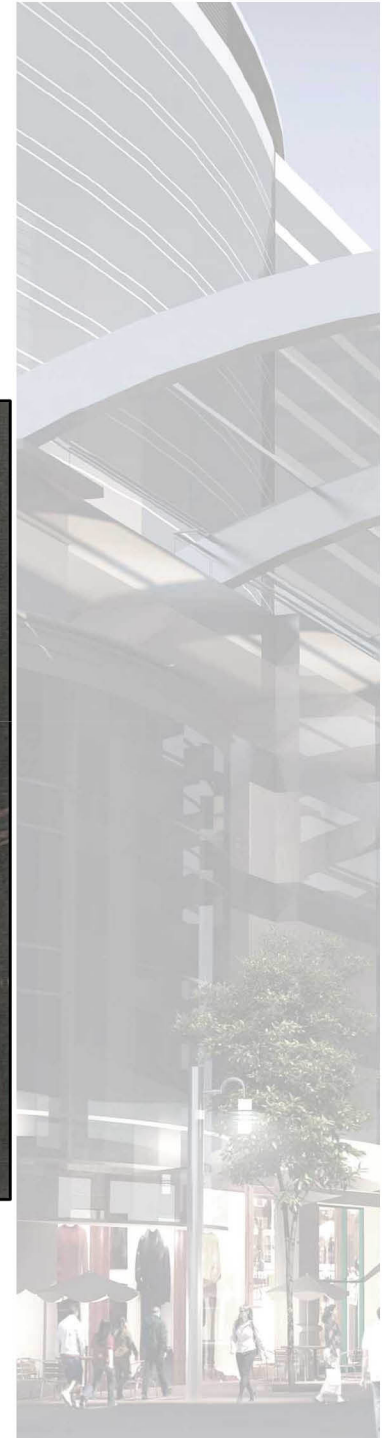




# Our Heritage Philosophy



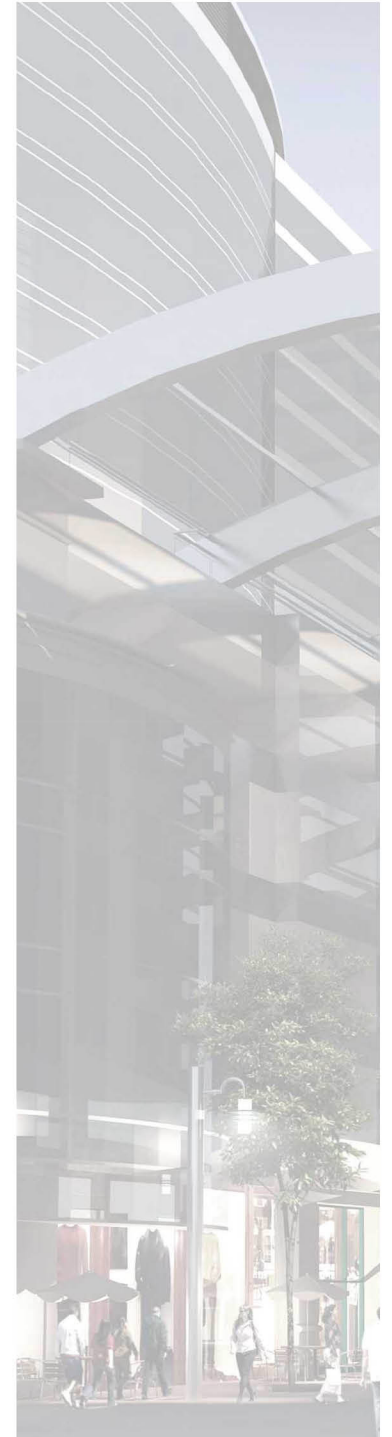
*Greater density increases property values and rental income which can then be used to restore and maintain existing heritage buildings.*





# Development Summary

- Up to \$500 million private investment
- Architecture that instils local pride and attracts international attention to Halifax
- Approx. 1,700 person years of employment during construction
- Significant new property tax base for HRM
- Total development built in one phase





# Sustainable Design

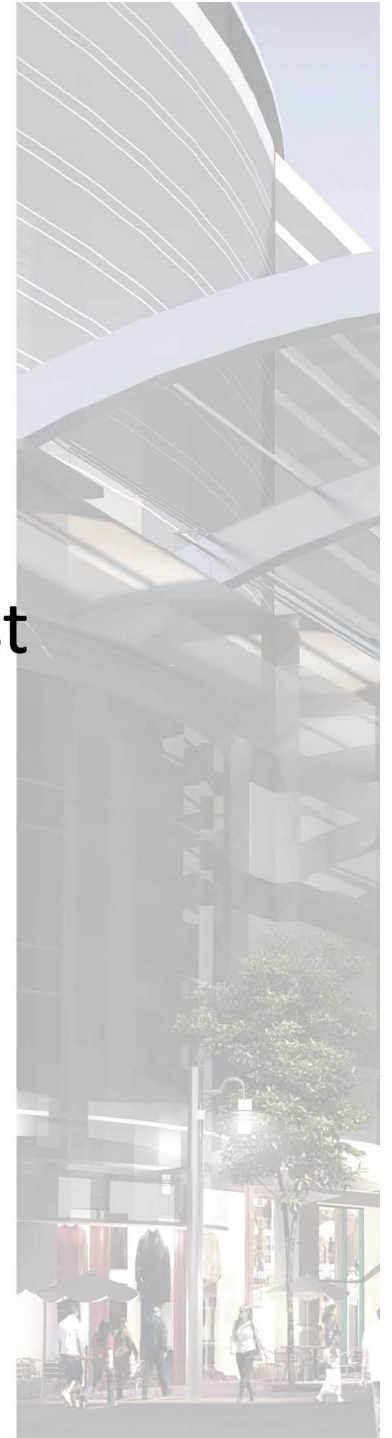
- Nova Centre will target LEED GOLD certification under the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.
- Our intention is to “reduce negative environmental impacts through skillful, sensitive design”
- The process will utilize an Intergated Design Approach under the direction of an independent LEED Certified specialist.
- A LEED GOLD “scorecard” has been developed for this project





# Inspiration - Halifax

- Welcoming (Pier 21)
- Historic Setting
- Marine History
- Maritime Heritage
- Canadian Forces
- Ocean
- Modern, bold
- Representing past
- Look to future
- Civic pride



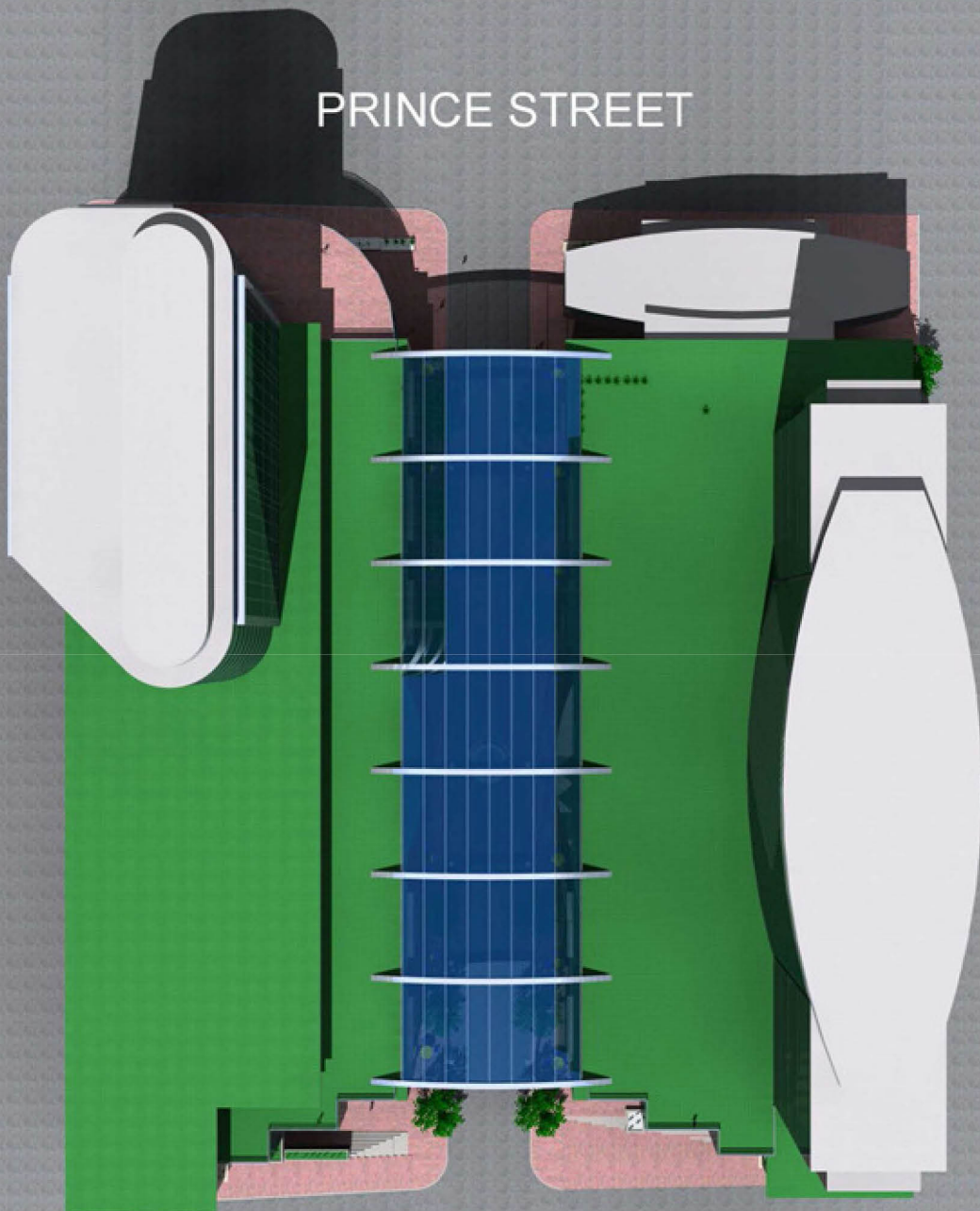


PRINCE STREET

MARKET STREET

ARGYLE STREET

SACKVILLE STREET





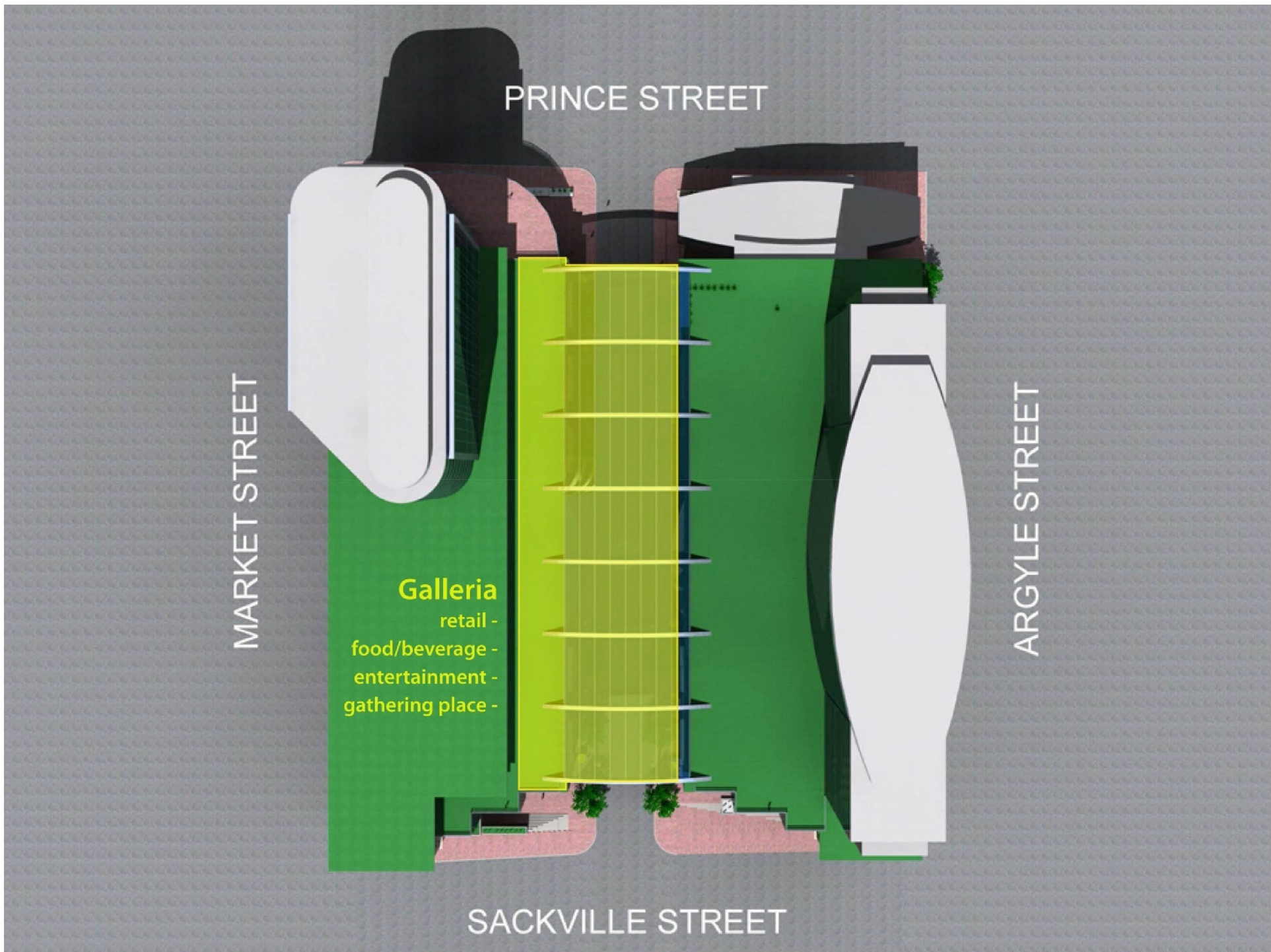
PRINCE STREET

MARKET STREET

ARGYLE STREET

SACKVILLE STREET

**Galleria**  
retail -  
food/beverage -  
entertainment -  
gathering place -





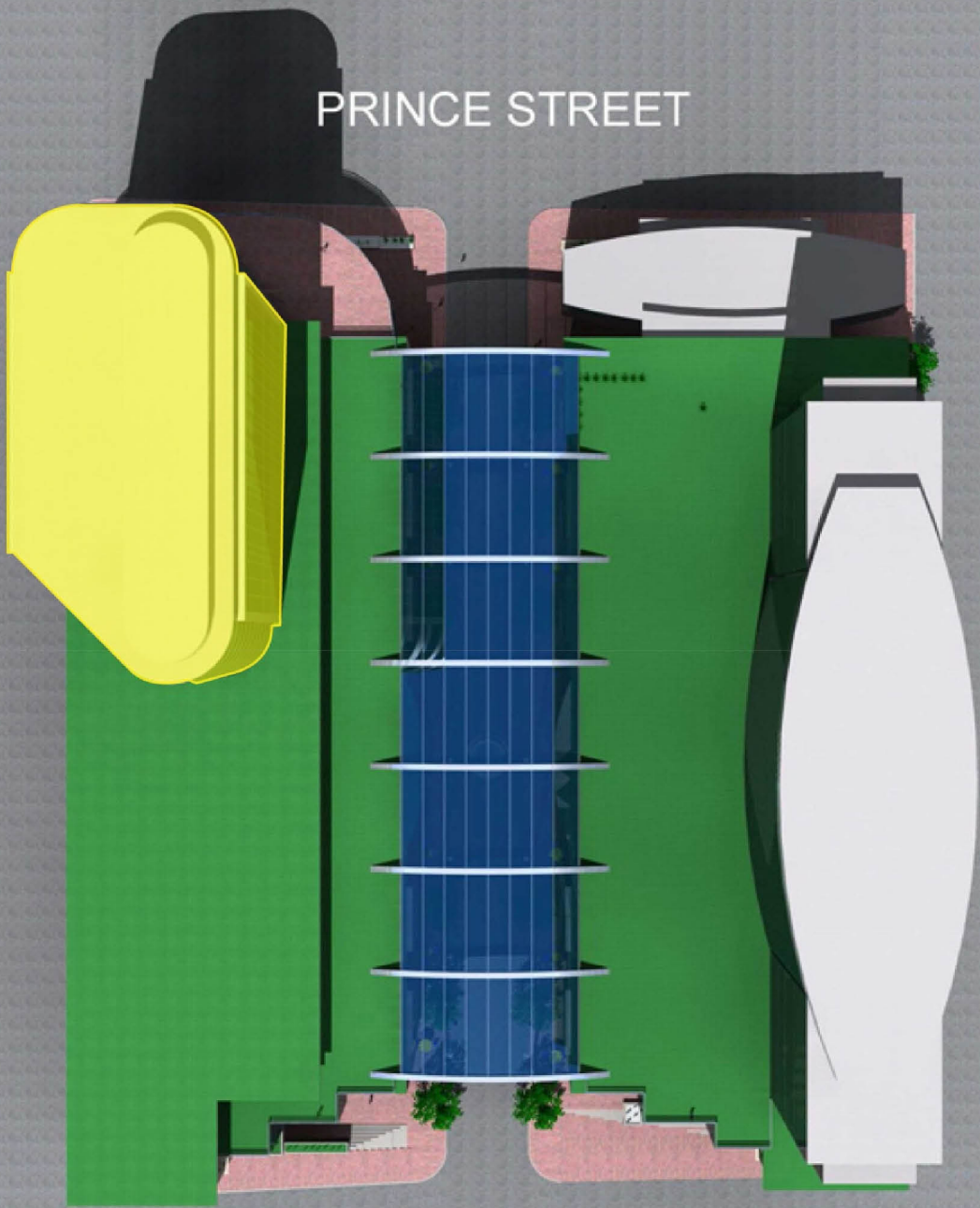
PRINCE STREET

Financial  
Services  
Centre

MARKET STREET

ARGYLE STREET

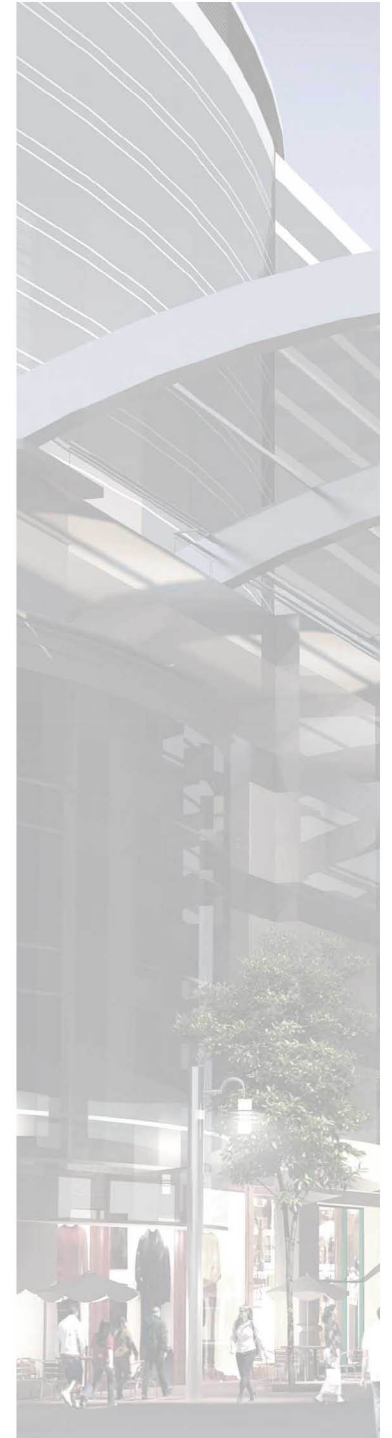
SACKVILLE STREET



# Financial Services Sector

*An economic driver for Nova Scotia*

- Ideally located because of our time zones and our proximity to New York
- Well educated population and top notch under graduate and graduate universities
- Low cost of doing business compared to other major centres
- International air transportation connections between Europe and the United States

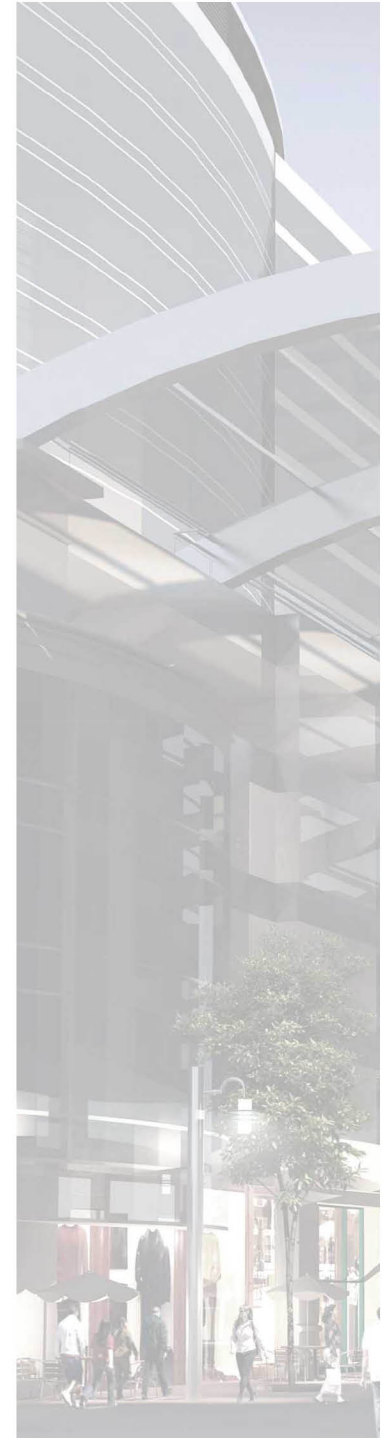




# Financial Services Sector

*An economic driver for Nova Scotia*

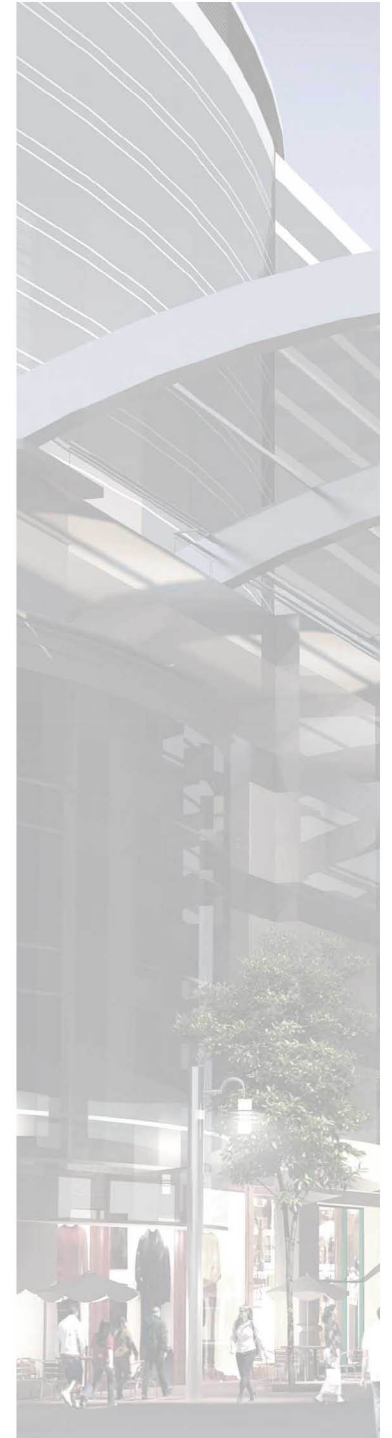
*“When 42nd St. in New York City was a mess our mayor Rudy Giuliani did the same thing as Nova Scotia is about to do. Public money was invested with developer money and now 42<sup>nd</sup> St. is a vibrant and highly successful area. This demonstrates the significance of such projects to a revitalization process.”*



# Financial Services Sector

*An economic driver for Nova Scotia*

*“A major point to be remembered is that this is not only a convention center. It is a world financial centre that will become a pillar of the Nova Scotia economy.”*





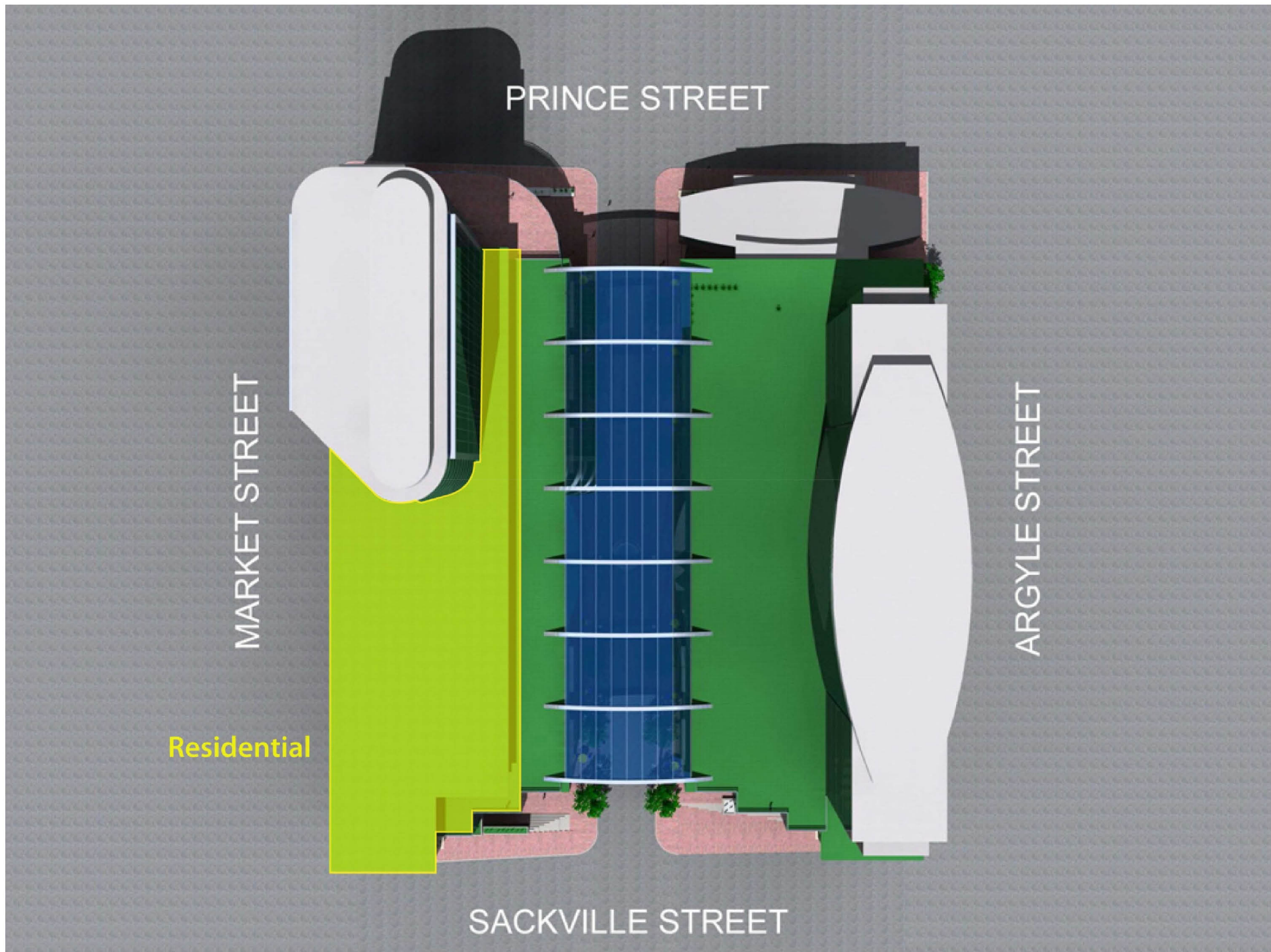
PRINCE STREET

MARKET STREET

ARGYLE STREET

Residential

SACKVILLE STREET



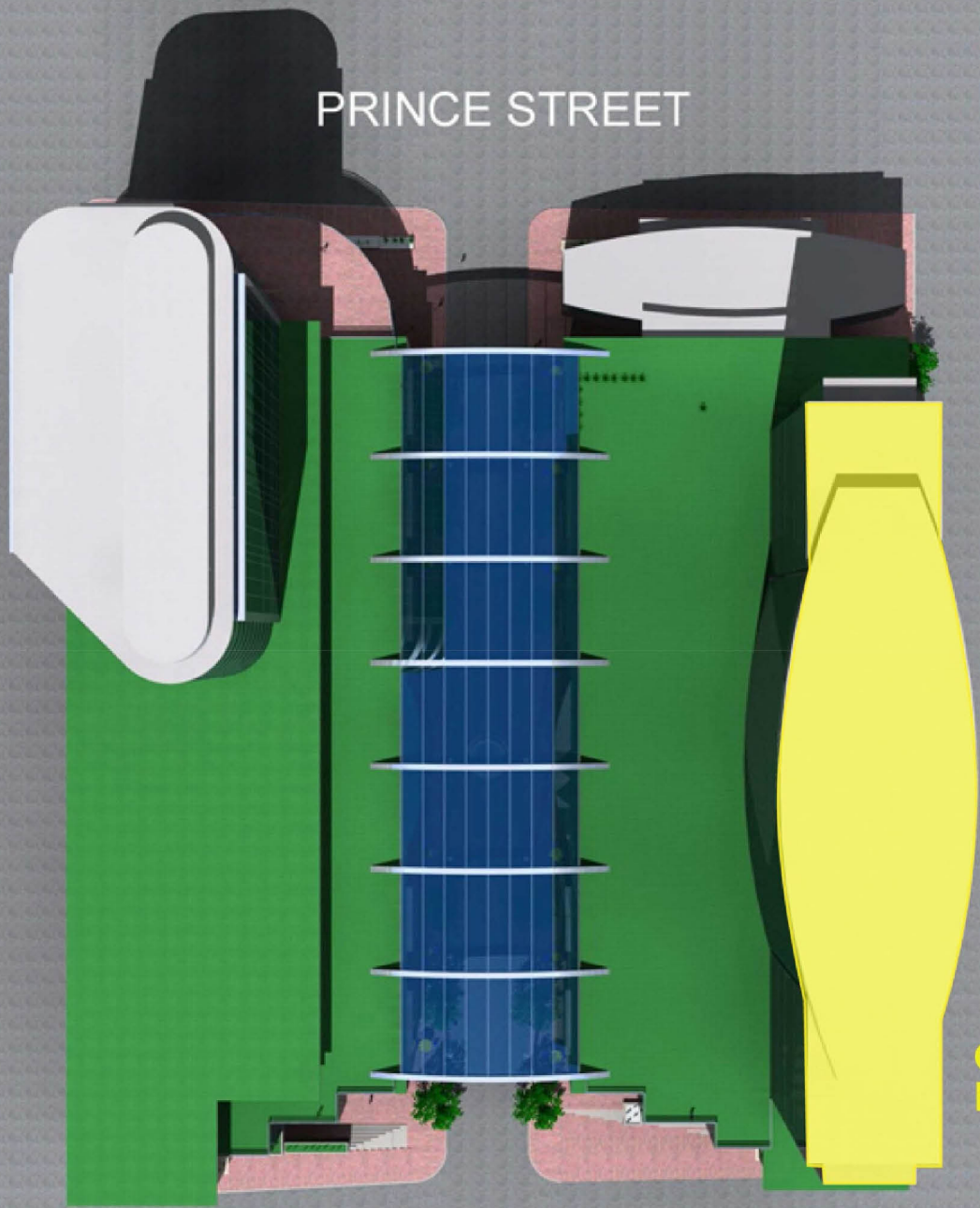
PRINCE STREET

MARKET STREET

ARGYLE STREET

Convention  
Hotel

SACKVILLE STREET





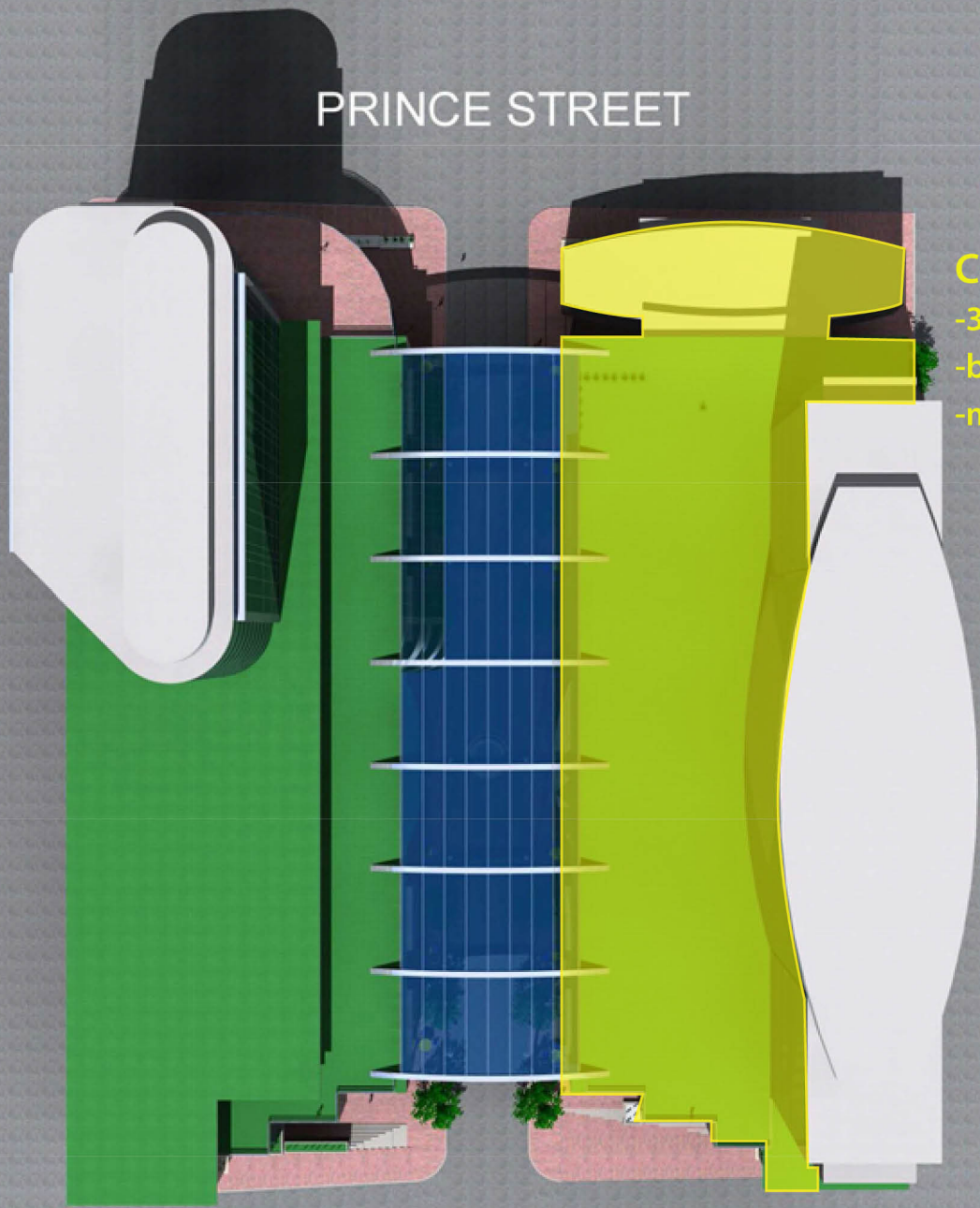
PRINCE STREET

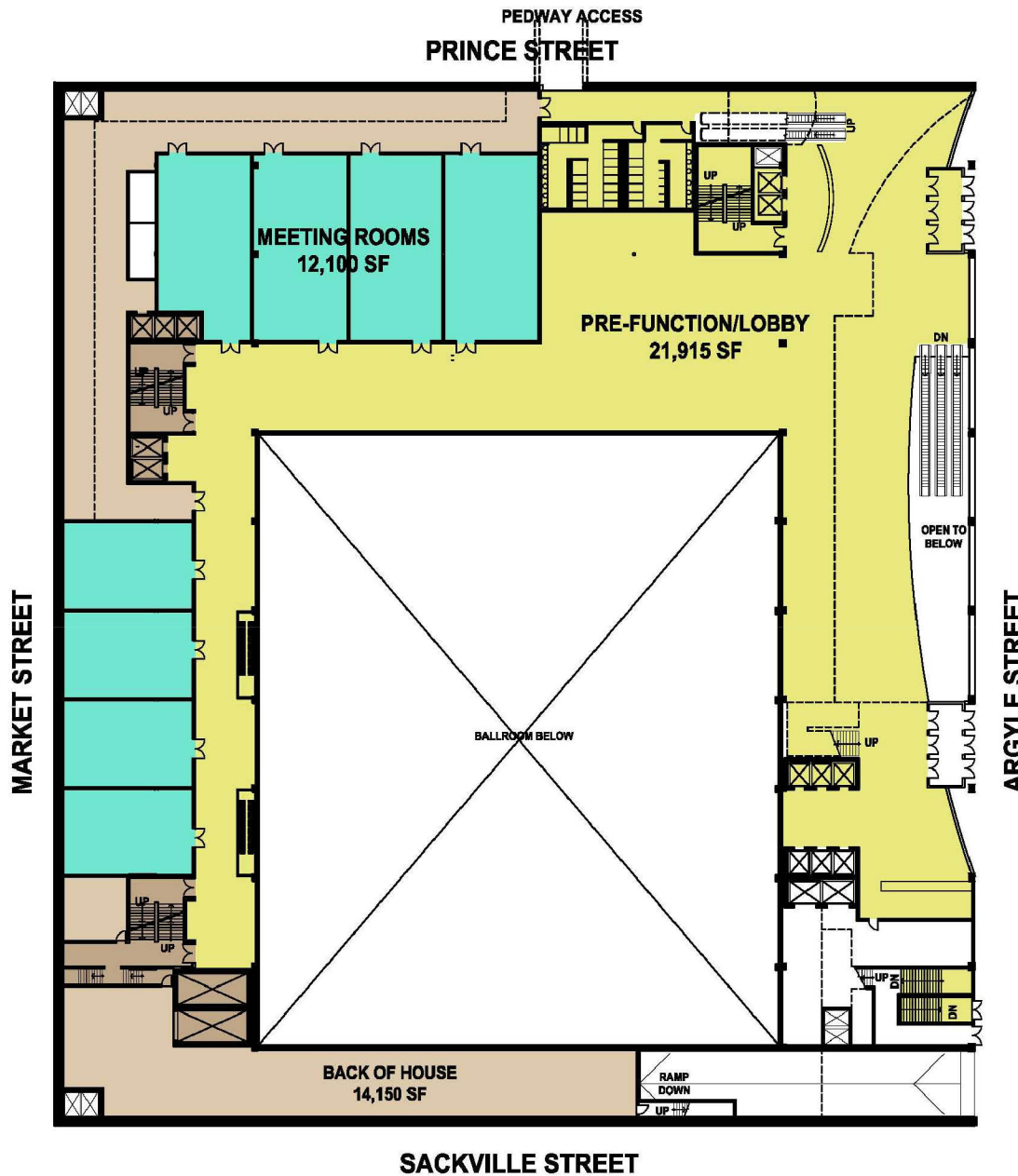
MARKET STREET

ARGYLE STREET

SACKVILLE STREET

**Convention Centre**  
-306,500 sq. ft.  
-ballroom  
-multi-function room





**ARGYLE LEVEL**  
SCALE: N.T.S

# Arrivals Concourse

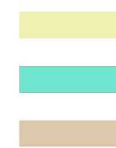
## ARGYLE STREET LEVEL

THE ENTRANCE LOBBY FACING THE CORNER OF ARGYLE AND PRINCE STREET OPENS TO A LARGE PRE-FUNCTION AREA USABLE FOR MOBILE REGISTRATION AND COAT STORAGE SET-UPS. THE PRE-FUNCTION AREA CONNECTS VISUALLY WITH THE HOTEL LOBBY ALONG ARGYLE STREET AND LEADS TO MEETING ROOMS ALONG THE NORTHWEST OF THE BALLROOM PERIMETER.

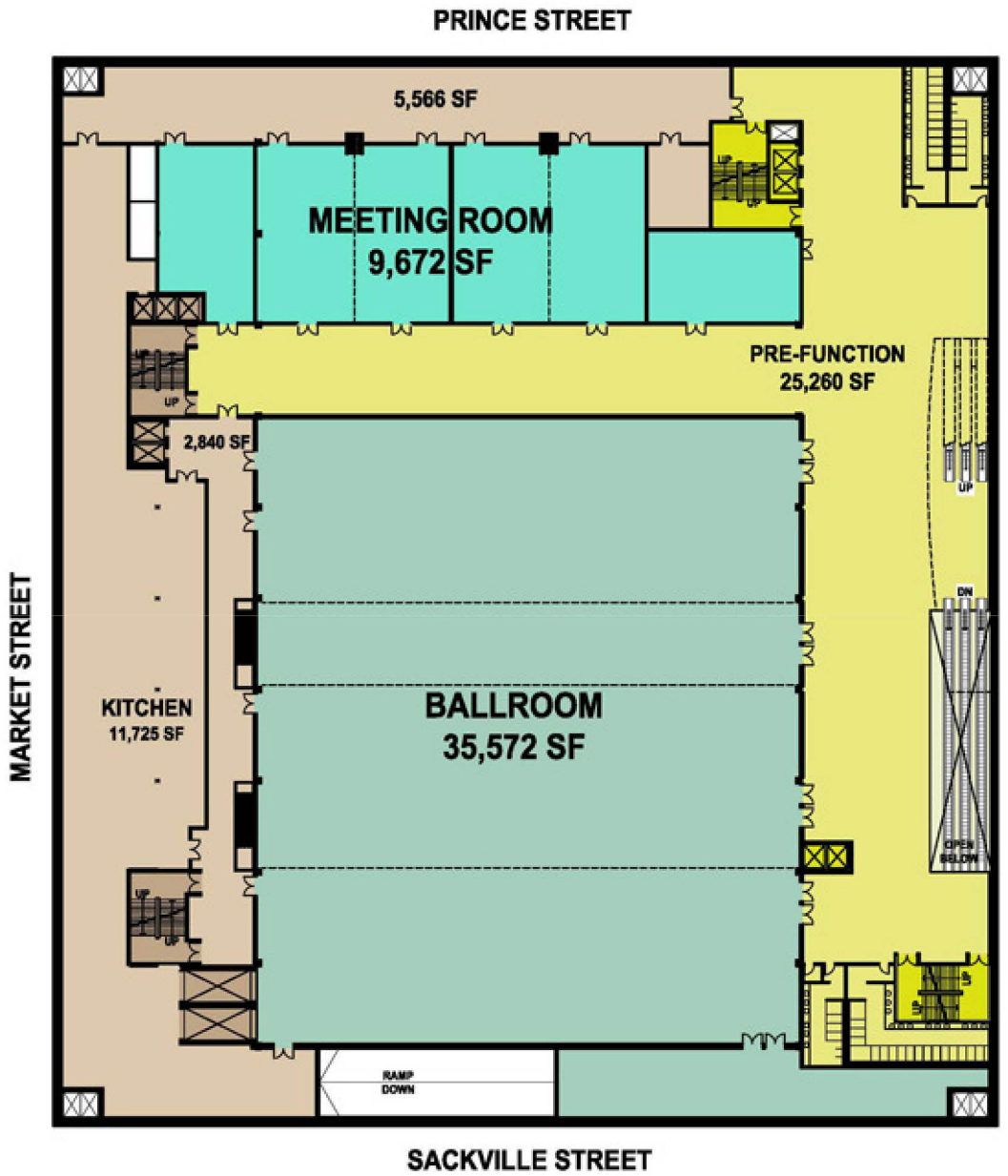
THREE ESCALATORS ENABLE EFFICIENT MOVEMENT TO THE BALLROOM AND MULTIFUNCTION HALL LEVEL OF THE CONFERENCE CENTRE. TWO ELEVATORS CONNECT TO THE TWO UNDERGROUND PARKING LEVELS AND PROVIDE ACCESS TO ALL LEVELS OF THE CONFERENCE CENTRE FOR PERSONS WITH DISABILITIES.

## CONVENTION SPACES

ROOM	AREA	FINISHES
PRE-FUNCTION	21,915 SF	GRANITE & CARPET TILE FLOOR, DRYWALL & NATURAL ROCK PANELS, DRYWALL & GRG FORMGLASS CEILING PANELS.
MEETING ROOMS	12,100 SF	CARPET TILE FLOOR, VINYL WALL PANELS, LAY-IN TILE CEILING.
BACK OF HOUSE	14,150 SF	CONCRETE FLOOR, PAINTED DRYWALL, WALL TILES, OPEN CEILING.
WASHROOMS		CERAMIC TILE FLOOR, CERAMIC & GLASS TILE WALLS, PAINTED DRYWALL CEILING.
<b>TOTAL AREA</b>	<b>48,165 SF</b>	







**BALLROOM LEVEL**  
SCALE: N.T.S

# Main Ballroom

**BALLROOM LEVEL**

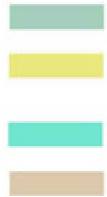
THE DIVIDABLE BALLROOM IS SERVICED ALONG THE WEST SIDE VIA A SERVICE CORRIDOR CONNECTING TO THE SERVICE AND FREIGHT ELEVATORS AS WELL AS TO THE BANQUET KITCHEN WITH ASSOCIATED FOOD SERVICE AREAS.

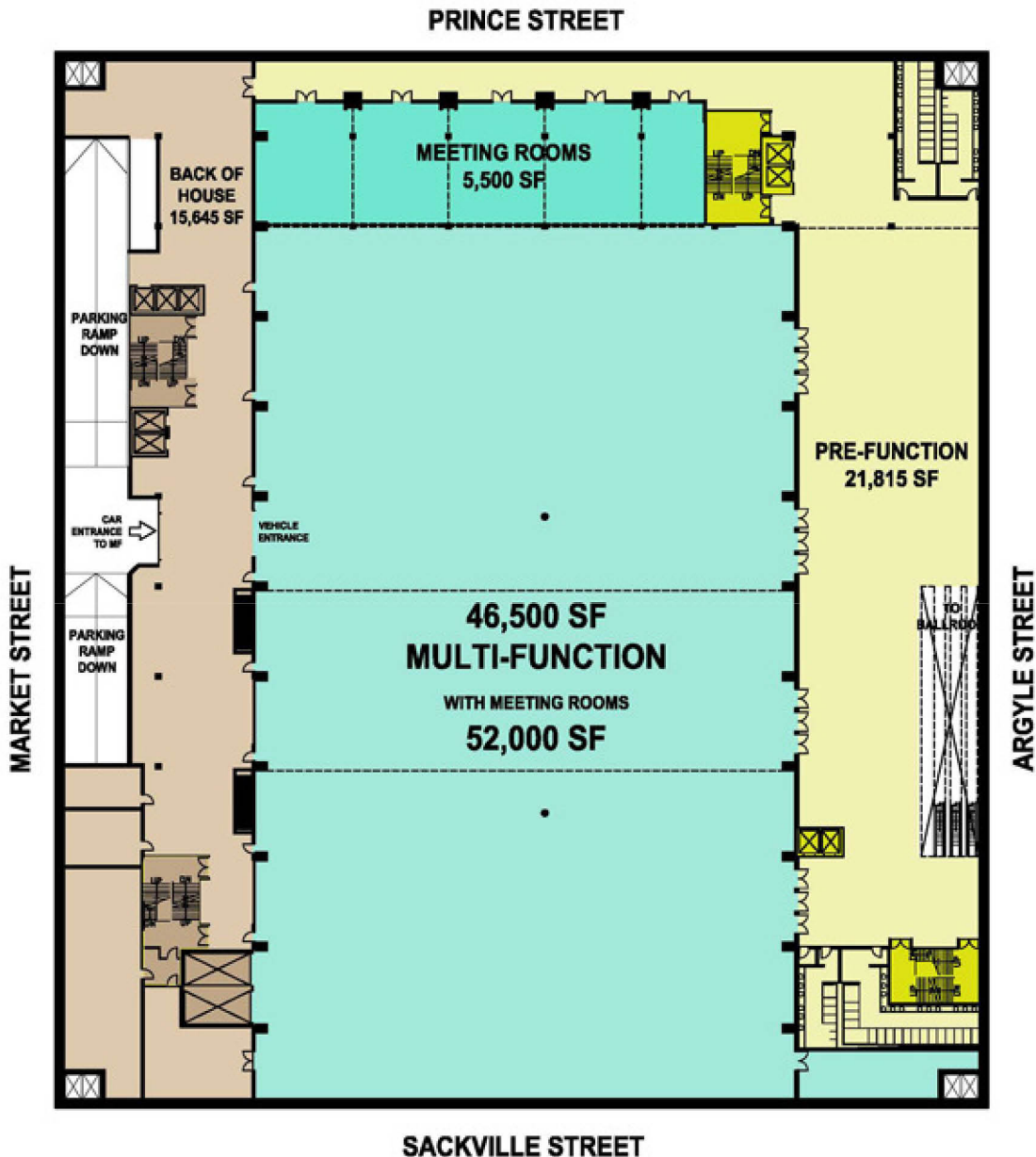
THE PRE-FUNCTION CONCOURSE OPENS ALONG THE NORTH OF THE BALLROOM TO LARGE DIVIDABLE MEETING ROOMS THAT ARE LINKED WITH A SERVICE CORRIDOR TO THE BACK OF HOUSE FUNCTIONS.

TWO GROUPS OF THREE ESCALATORS PROVIDE AN EFFORTLESS LINK TO THE LOBBY ABOVE AND THE PRE-FUNCTION AREA OF THE MULTIFUNCTION HALL BELOW. TWO ELEVATORS CONNECT TO THE TWO UNDERGROUND PARKING LEVELS AND PROVIDE ACCESS TO ALL LEVELS OF THE CONFERENCE CENTRE FOR PERSONS WITH DISABILITIES.

**CONVENTION SPACES**

ROOM	AREA	FINISHES
BALLROOM	35,572 SF	CARPET FLOOR, ACOUSTIC WALL PANELS, DRYWALL, METAL GRID & EVENTScape CEILING PANELS.
PRE-FUNCTION	25,260 SF	GRANITE FLOOR, BEACH WALL & NATURAL ROCK PANELS, DRYWALL & GRS FORMGLASS CEILING PANELS.
MEETING ROOMS	9,672 SF	CARPET TILE FLOOR, VINYL WALL PANELS, LAY-IN TILE CEILING.
BACK OF HOUSE	20,131 SF	CONCRETE FLOOR, PAINTED DRYWALL, WALL TILES, OPEN CEILING.
WASHROOMS		CERAMIC TILE FLOOR, CERAMIC & GLASS TILE WALLS, PAINTED DRYWALL CEILING.
<b>TOTAL AREA</b>	<b>90,635 SF</b>	





**MULTI-FUNCTION**  
SCALE: N.T.S

# Multi-Function Room

## MULTI PURPOSE FUNCTION HALL FLOOR

THE MULTI FUNCTION HALL IS CONFIGURED TO ALLOW VARIOUS DIVISIONS WITH OPERABLE WALL SYSTEMS PROVIDING FLEXIBILITY FOR MULTIPLE AND DIVERSE EVENTS. IT ALSO HAS A DIRECT VEHICULAR ACCESS VIA THE PARKING RAMP.

BACK OF HOUSE AREAS ARE SERVICED BY TWO FREIGHT ELEVATORS AND TWO SERVICE ELEVATORS CONNECTING TO THE LOADING BAYS AT MARKET STREET LEVEL AND THE KITCHEN ON THE BALLROOM LEVEL ABOVE.

THE PRE-FUNCTION AREAS WITH PUBLIC WASHROOMS ACCESS THE MULTI FUNCTION HALL ALONG THE EAST SIDE. THREE ESCALATORS LEAD UP TO THE BALLROOM LEVEL AND FURTHER TO ARGYLE STREET LEVEL. TWO ELEVATORS CONNECT TO THE TWO UNDERGROUND PARKING LEVELS AND PROVIDE ACCESS TO ALL LEVELS OF THE CONFERENCE CENTRE FOR PERSONS WITH DISABILITIES.

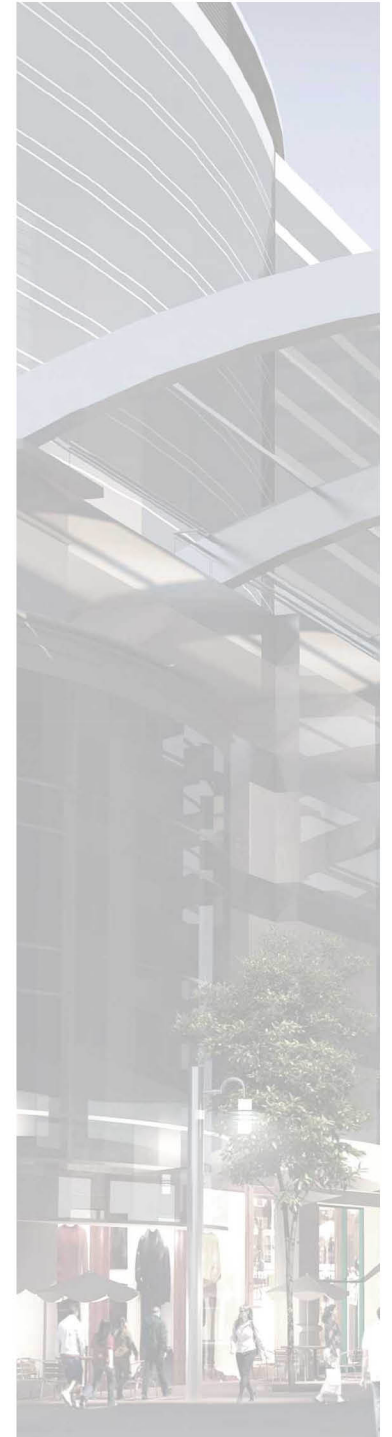
## CONVENTION SPACES

ROOM	AREA	FINISHES
MULTI PURPOSE ROOM 412	52,000 SF	CARPET & POLISHED CONCRETE FLOOR, ACOUSTIC WALL PANELS, DRYWALL, METAL GRID & EVENT SCAPE CEILING PANELS.
PRE-FUNCTION 401	21,815 SF	CARPET FLOOR, BEACH WALL & NATURAL ROCK PANELS, DRYWALL & GRG FORMGLASS CEILING PANELS.
MEETING ROOMS 402-406	5,500 SF	CARPET TILE FLOOR, VINYL WALL PANELS, LAY-IN TILE CEILING.
BACK OF HOUSE	15,645 SF	CONCRETE FLOOR, PAINTED DRYWALL, WALL TILES, OPEN CEILING.
WASHROOMS		CERAMIC TILE FLOOR, CERAMIC & GLASS TILE WALLS, PAINTED DRYWALL CEILING.
<b>TOTAL AREA</b>	<b>89,460 SF</b>	



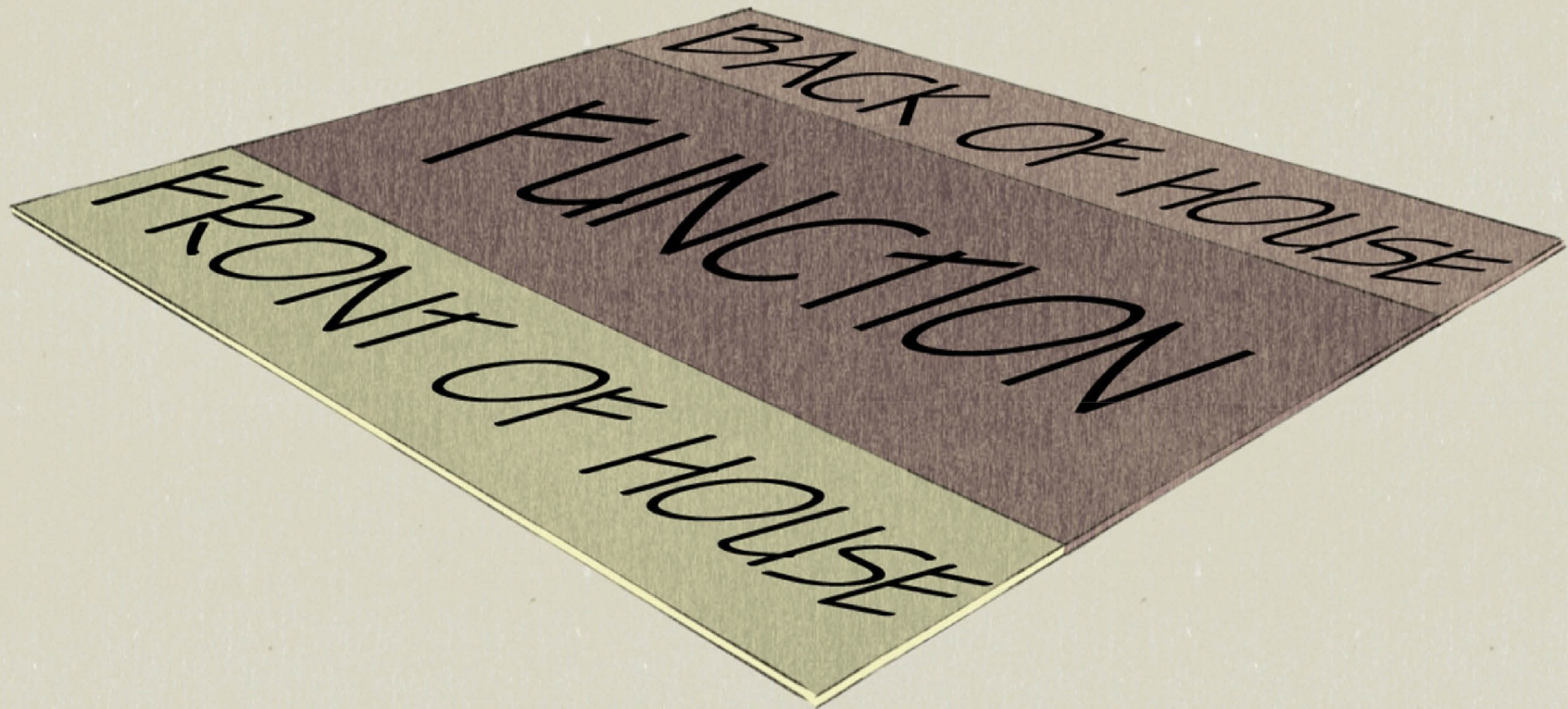
# Convention Site

- Team includes the top convention consultants in the world
  - Participated in over 200 convention centre's on six continents to a value of over \$50 billion
- Distinctive space
  - One thing in common – a function space/multi-function room, pre-function space and back of house
  - Only 10-15% of floor area is naturally lit; similar to theatres and museums



*Anatomy of a generic convention centre.*

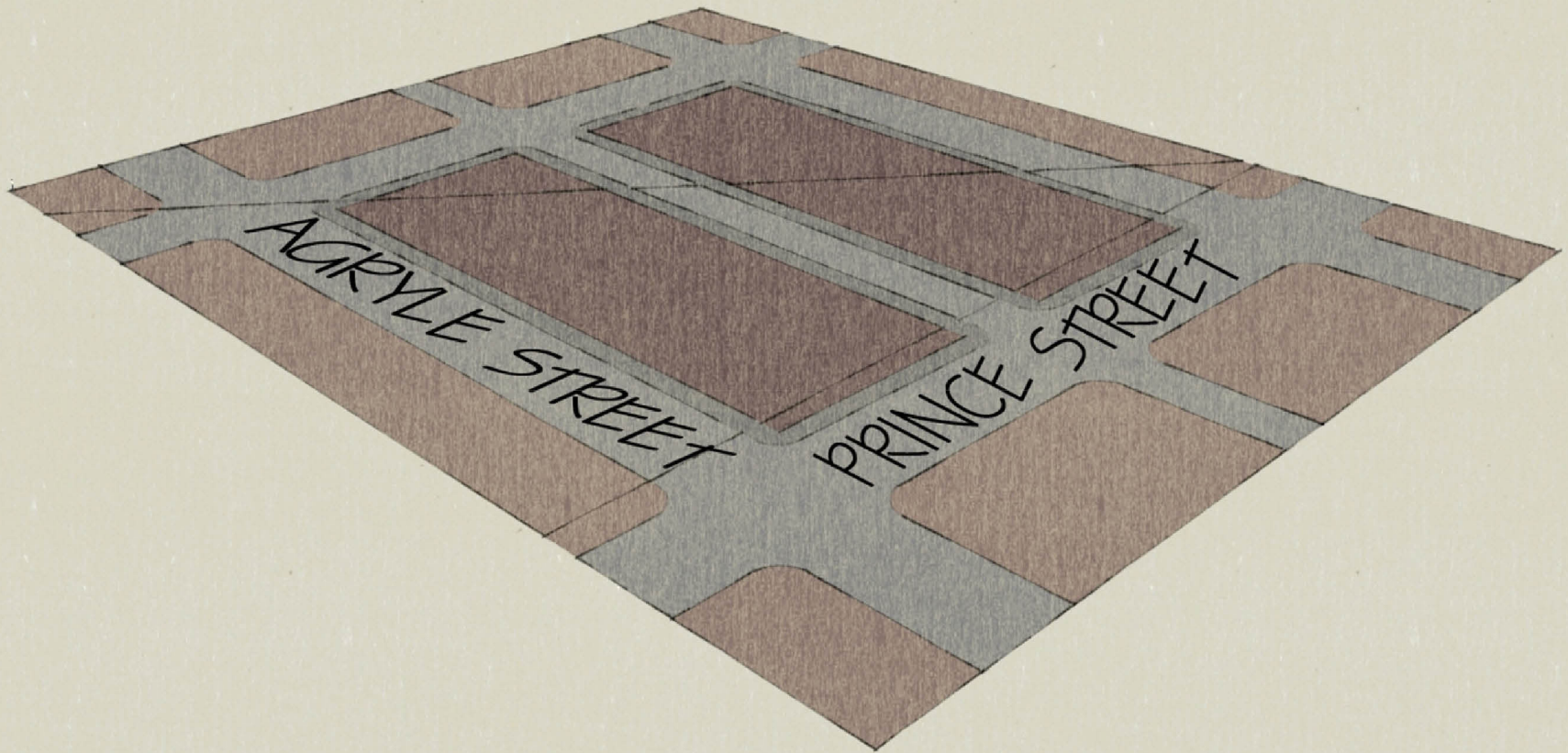
*While there is ample opportunity for glazing at the Front of House, the Function areas and Back of House are best served without natural light.*



CONVENTION CENTRES | 01

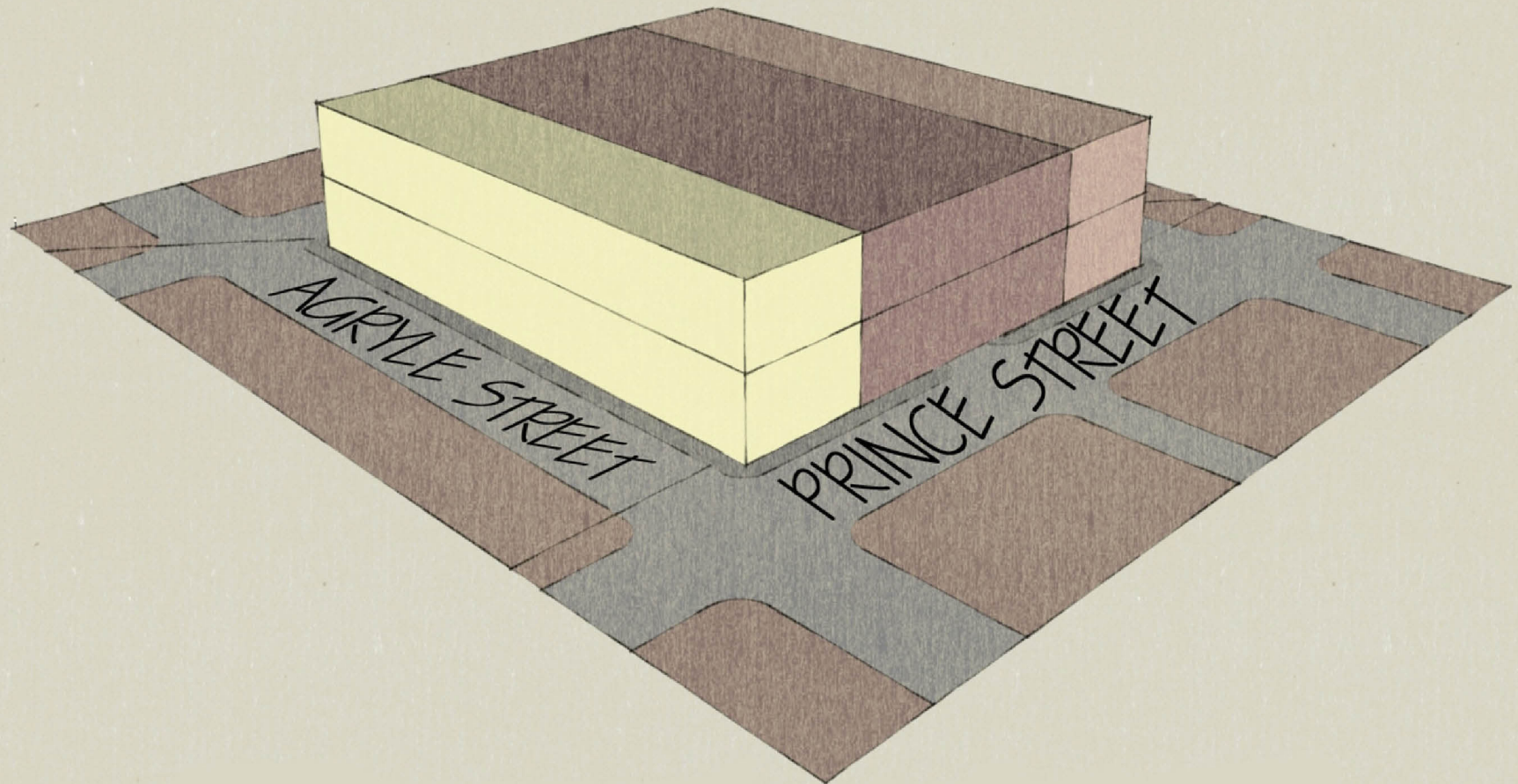


*There is no “back” or “side” to the proposed site, essentially, this site fronts on five streets.  
Any development of this site requires a “pedestrian friendly” response where the building meets the sidewalk.*



PROPOSED SITE

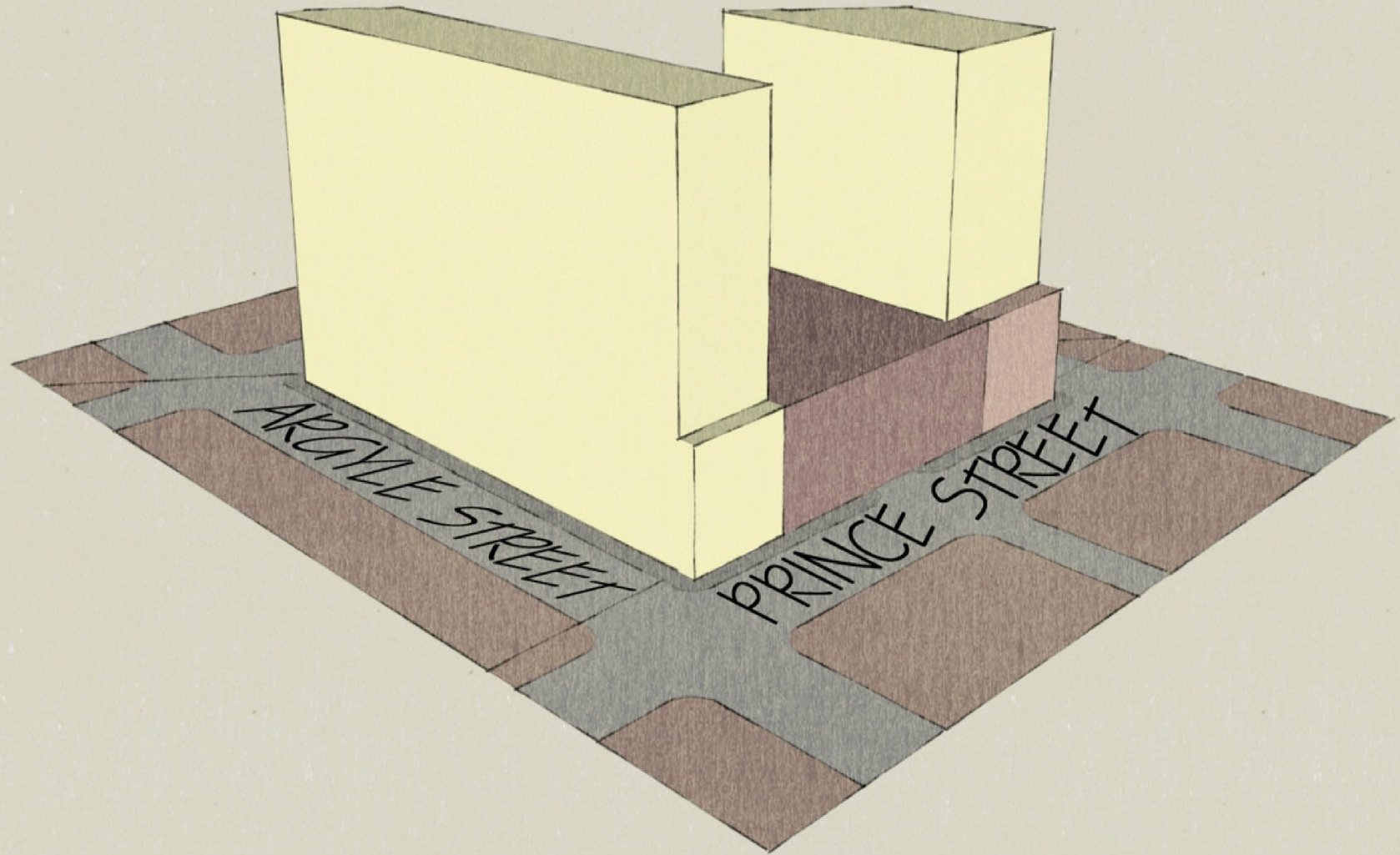
Diagram indicating the volume of space required to satisfy the convention centre's statement of requirements while illustrating the problem of integrating large monolithic projects into the finer scale "fabric" of a city such as Halifax. This approach requires the creation of a "super block" with 70% of the exterior walls being windowless.....unacceptable! The yellow area indicates "Front of House" where glazing is desirable.



TWO STORY FACILITY  
70 FT HIGH

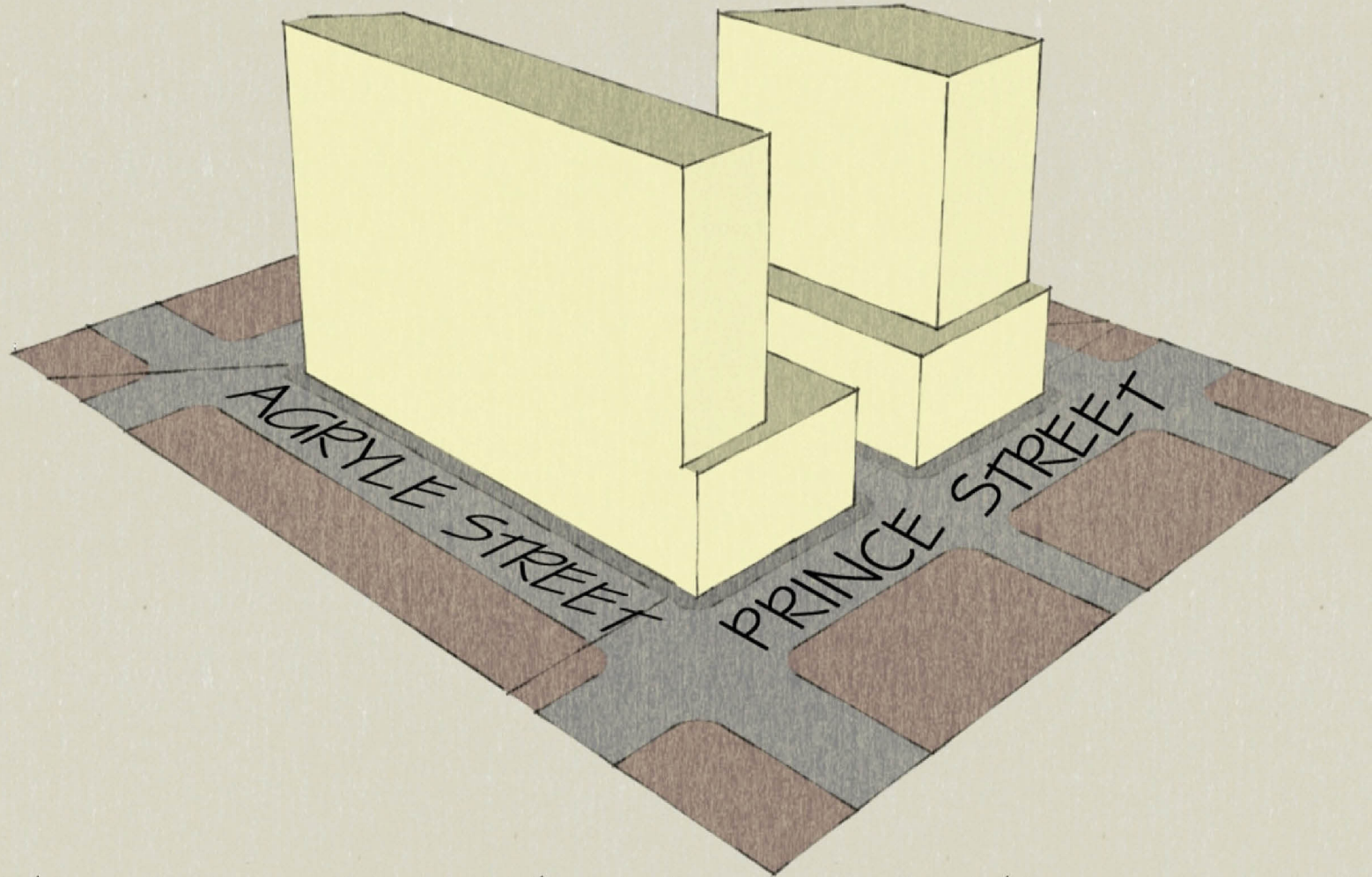


*Diagram indicating same "super block" problem but with the addition of the required hotel shown on Argyle Street and the Financial Centre on Market Street.*



WITH HOTEL & OFFICE

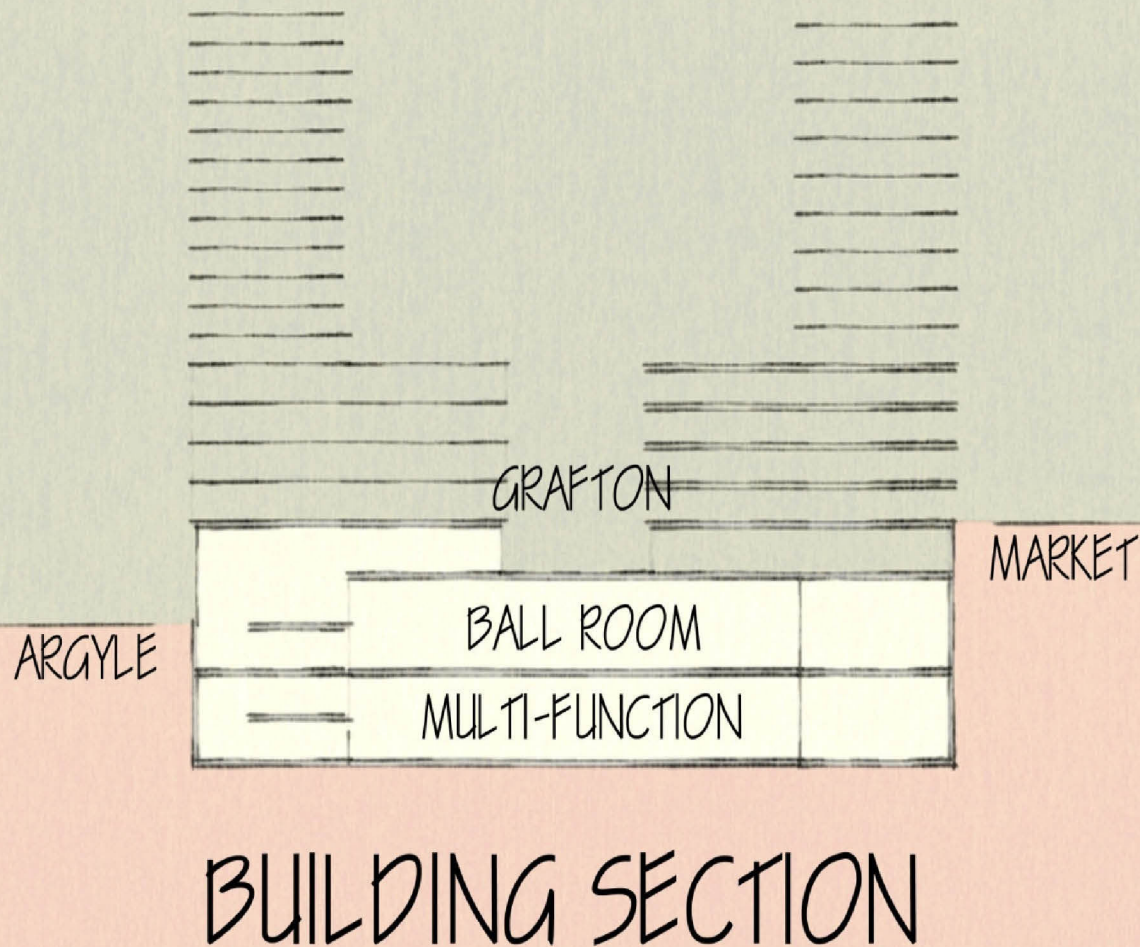
*Locating the majority of the convention centre below grade resolves the “super block” problem and again provides the opportunity of developing a more pedestrian scale experience at the sidewalk level.*



BELOW GRADE WITH HOTEL & OFFICE  
RETAIL & RESIDENTIAL



*Drawing indicating the location of the convention centre, shown in white, relative to the total development. The convention centre is accessible from both Grafton Street and Argyle Street where the main Entry Concourse is located. The Entry Concourse is 22,000 square feet with a 35 foot high ceiling. The Ball Room extends into the Entry Concourse with access located 1/2 level below Argyle Street. The Multi-Function Room is located below the Ball Room. This arrangement puts the Pre-Function areas on Argyle Street where natural light can penetrate.*





*A preliminary study. Here the two city blocks are preserved creating a “Galleria” on Grafton Street around which the Project is organized. Where the buildings meet the sidewalk, a pedestrian scale experience is possible.*







*The "Galleria" on Grafton Street  
With a "Super Block" this scale of building and pedestrian friendly opportunities would not be available.*





*Side of the Buffalo Convention Centre in New York state.  
Illustrating the problem of integrating large, monolithic, windowless buildings into the smaller scale fabric of a city.  
This is a real "block killer" offering no opportunity for a pedestrian scale.*



*Back of Ottawa Convention Centre*

*Fortunately, this project fronts on only one street. The back of the building is adjacent to a shopping mall where metal siding may be less offensive.*





*Local example of a "block killer"*

*Here, Market Street has been truncated creating a "super block" clearly illustrating the problem of integrating large, monolithic, windowless buildings into the smaller scale urban fabric of Halifax. The convention centre, which is about the same scale, provides all the amenities required of a convention centre without creating these problems .*







This is the pedestrian friendly "scale and feel" the Project can achieve.

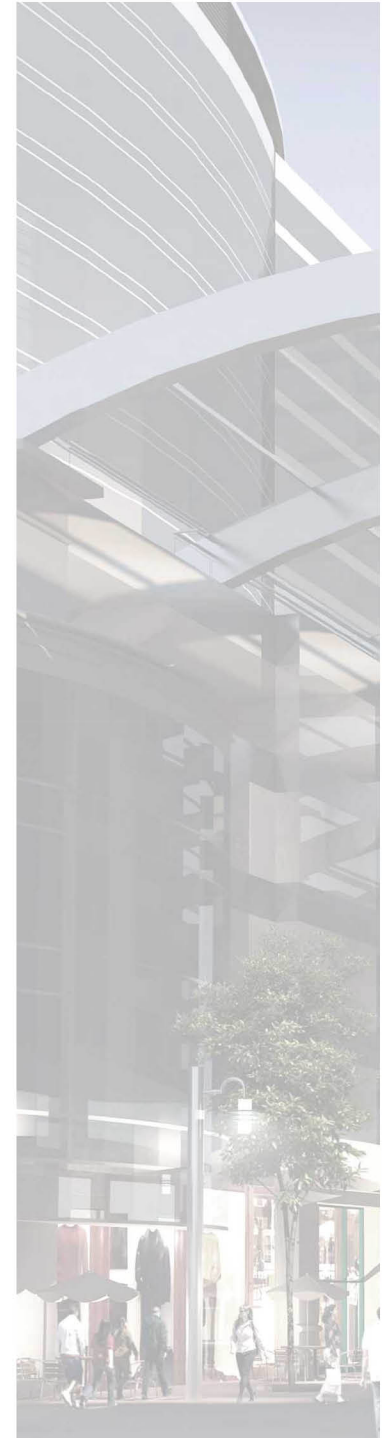
# NOVA CENTRE

HALIFAX, NOVA SCOTIA

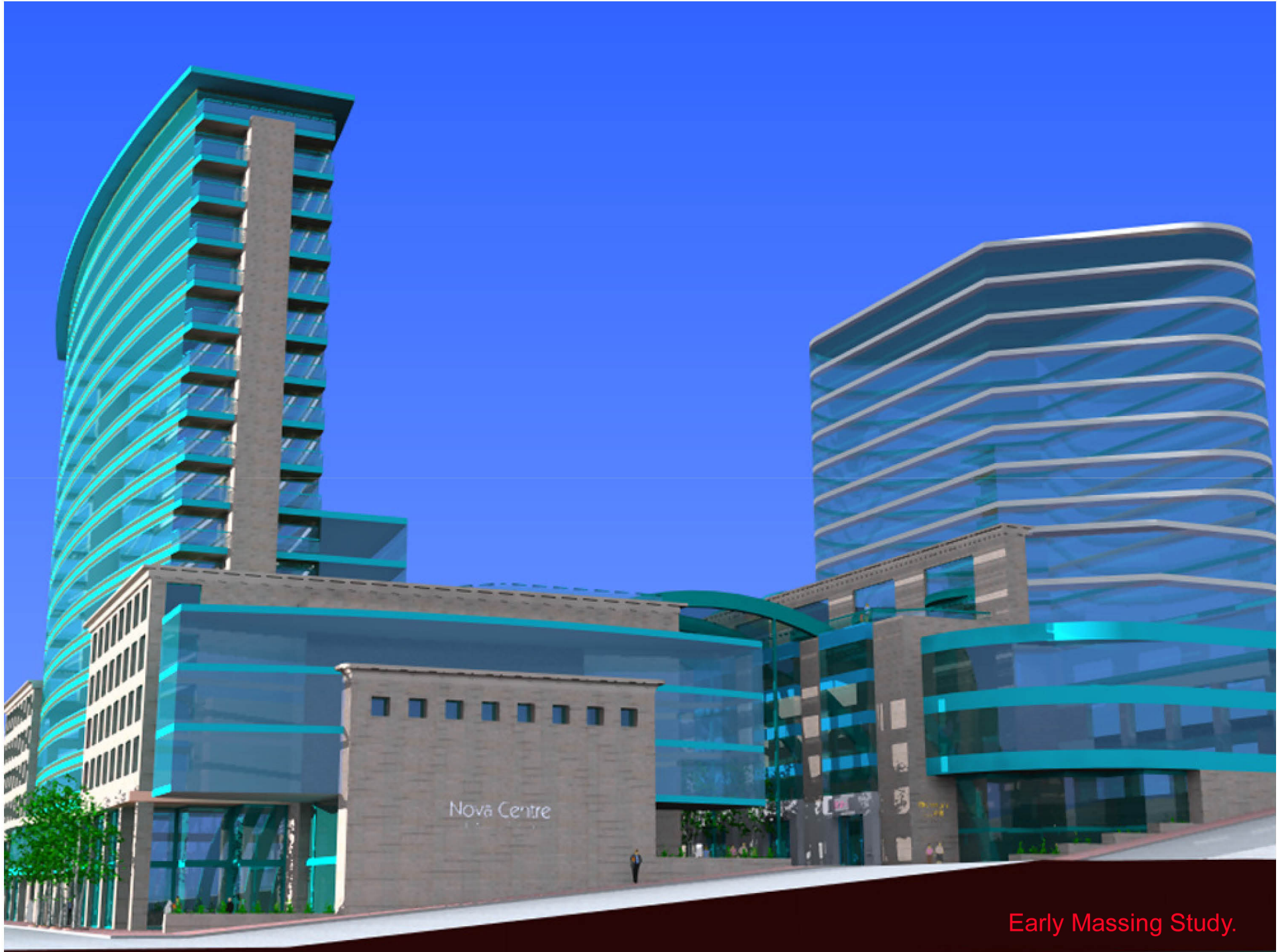


# Design Evolution

- Respecting past and look to future
- Civic Pride and Participation
- Functional
- Modern
- Bold







Nova Centre

Early Massing Study.





Early Massing Study





Early Massing Study





More recent design development





Study - Galleria at Sackville Street





TIME

DINING

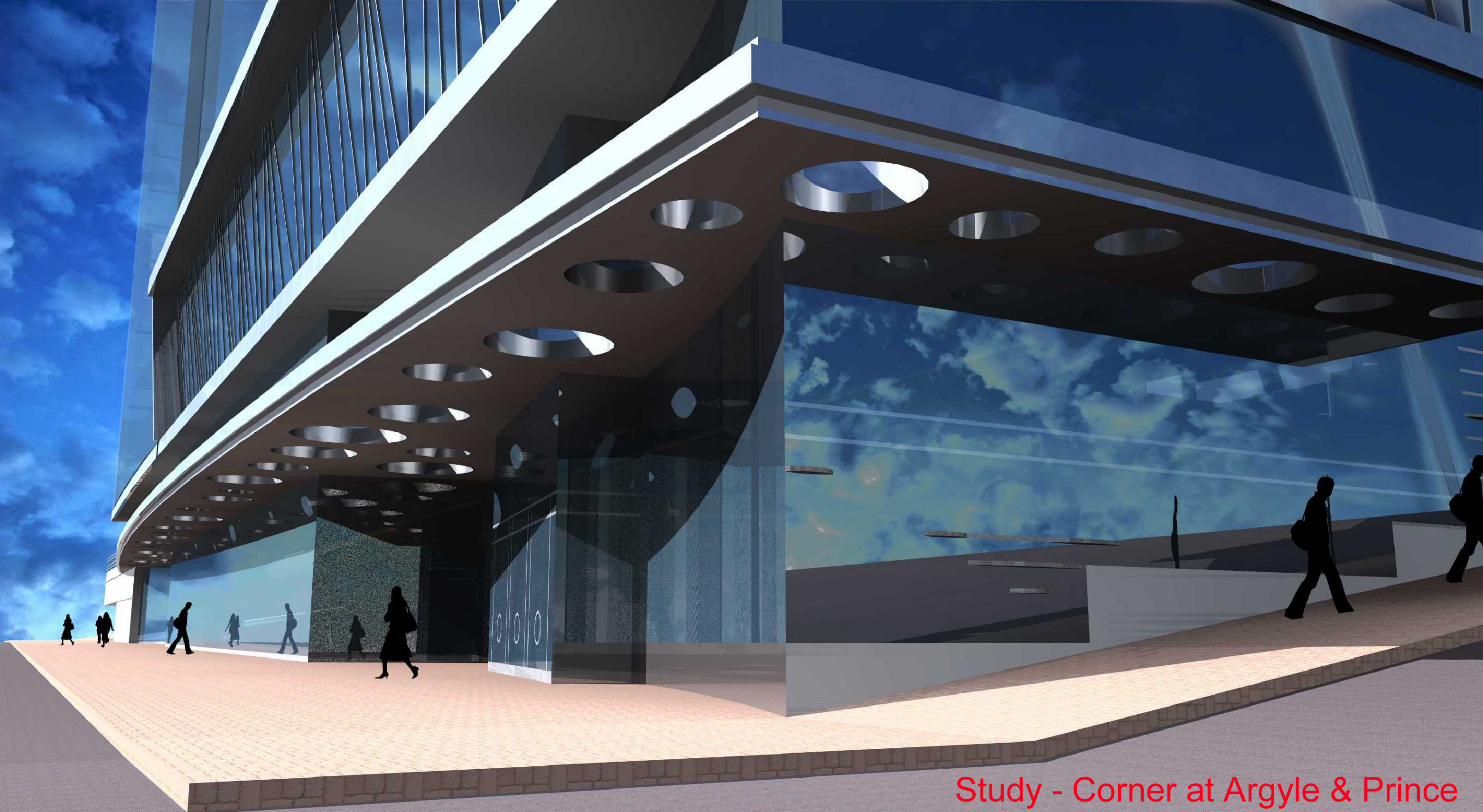
Study - Facade in Galleria





Study - Convention Centre at Argyle Street





Study - Corner at Argyle & Prince





Study - Argyle Street at night

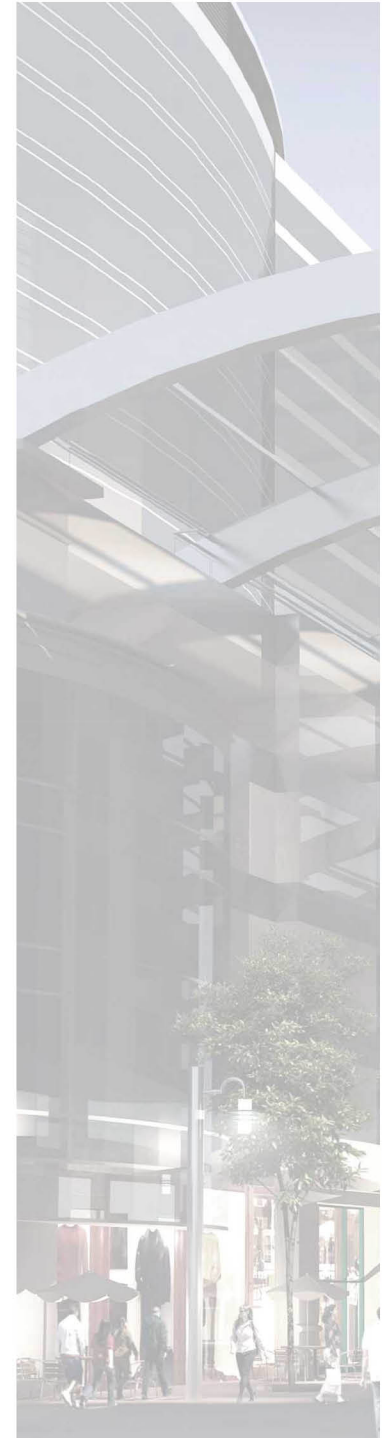






# Where do we go from here

- Consultation process
- Design Input
- Timeline

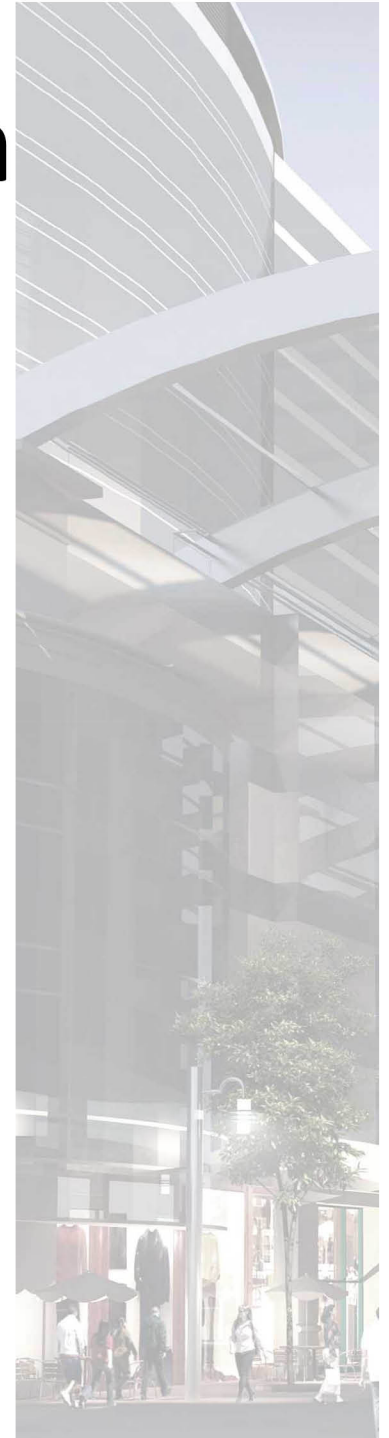




# Continued Design Consultation

As required by Section A-10 of the RFP

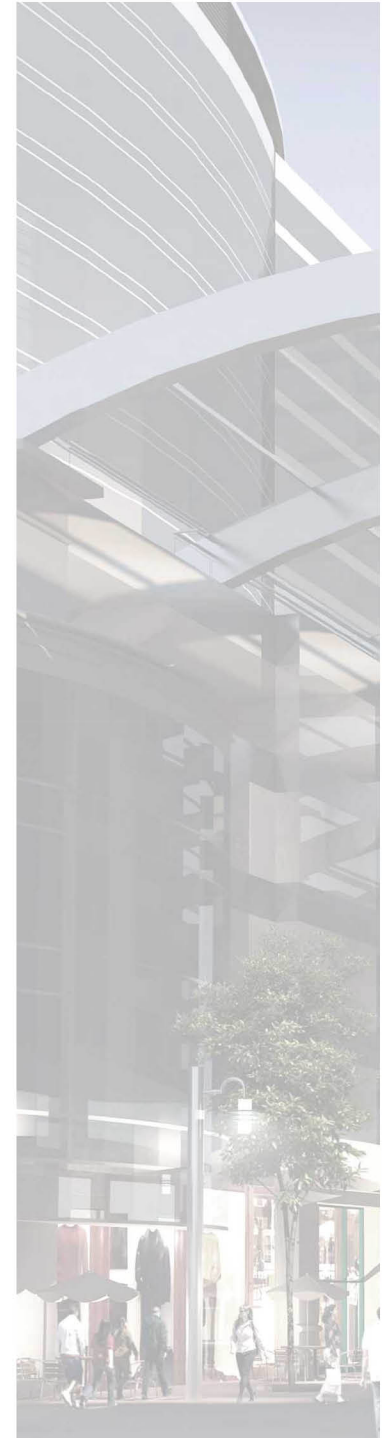
- Seek community & stakeholder input pre-design
- Using an interactive website, public forums and various feedback mechanisms
- Open houses, presentations, World Cafes, etc.
- Galleria art design competition





# Proposed Timeline

- Schedule Contract Signed—January 2011
- Public Consultation—January 2011
- Financial Close—February 2011
- Excavation Start—March 2011
- Construction Ends—December 2014
- Operations Begin—January 1, 2015





# Key Questions

- Aspirations for heart of the city?
- What else would you like to see?
- How can this development instill pride?
- What are your ideas for the design?
- What else would you like to see as part of the public space?

