



More Awesome Now Learning Guide

Find out the story behind *More Awesome Now*, including how our study uncovered new public interests. This sparked a collaboration with HCMA Architecture + Design, and together we secured funding permits, and completed the laneway constructions. We gathered momentum through stakeholder engagement and empowering others to use the space in their own way.



While there are many different ways to create change in a city, this learning guide walks you through the process used by *More Awesome Now* – from conception to completion – for transforming downtown lanes in Vancouver. This document serves to inspire and provide insight into how we made Vancouver *More Awesome Now*.





Contents

- 1.0 Why
- 2.0 Inspiration
- 3.0 Our Timelines
- 4.0 Choose the Lane
- 5.0 Measurement
- 6.0 Developing the Concept
- 7.0 Sell the Concept
- 8.0 Make Local Partnerships
- 9.0 Engage the Neighbourhood
- 10.0 Budget
- 11.0 Secure Funding
- 12.0 Permitting
- 13.0 Implementation
- 14.0 Branding, Media, and Launch Event
- 15.0 Event/Activation Process
- 16.0 Maintenance Plan and Exit-Strategy
- 17.0 Other Resources
- 18.0 Glossary
- 19.0 Resources

The first lane that *More Awesome Now* developed is named **Alley Oop** and is located at Hastings West and Granville. It emphasizes PLAY with bright colours, patios, and a basketball hoop.

1.0 Why

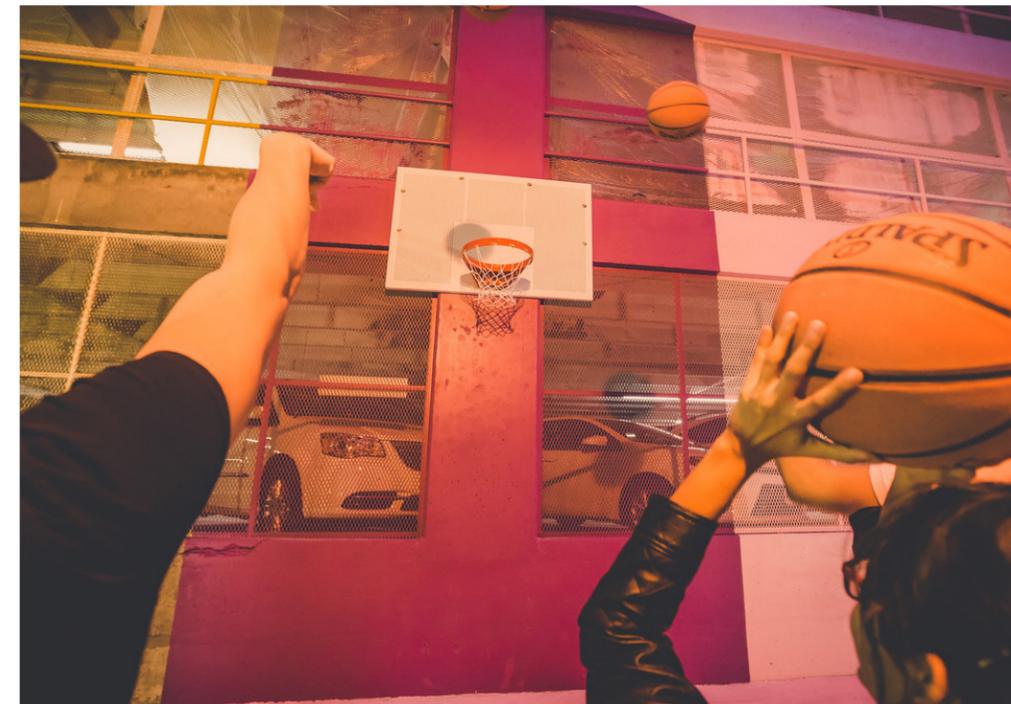
Downtown Vancouver, British Columbia, is home to 140,000 employees and 8,000 businesses within a 90-block catchment area in the city's central business district. Downtown is at the heart of the region's economic engine. The Downtown Vancouver Business Improvement Association (DVBIA) is funded by downtown property owners and businesses through a levy paid on their commercial property taxes. The DVBIA's vision is to create a world-class destination where everyone feels welcome and wants to be.

To mark the DVBIA's 25th anniversary in 2015, it commenced *Re-Imagine Downtown Vancouver*, a public engagement process which revealed a need for more inclusive experiences and spaces over the next 25 years. This report was the inspiration for the DVBIA's 2017-2022 strategic plan.

Over 11,000 individuals provided ideas on how they wanted downtown Vancouver to evolve. Key themes emerged from the report, including a great emphasis on public space and in

particular, underutilized laneways. The report found that people wanted downtown Vancouver to be home to a connected series of activated laneways that are welcoming spaces with lots of hidden gems to discover, including galleries, restaurants, and "art walls" where graffiti and visual storytelling are welcomed.

From there, the DVBIA partnered with HCMA Architecture + Design and *More Awesome Now* was born. *More Awesome Now* is a pilot group and program that takes existing, underutilized laneways and reshapes them into engaging public spaces that are accessible by everyone and contribute to the livelihood of the city.



As a city with a distinctive urban form, Vancouver's street grid includes over 200 blocks in the downtown core that are bisected by a lane. *More Awesome Now* is an experimental approach to urban design that reshapes these existing laneways in areas such

as the financial, entertainment, and fashion districts into animated pedestrian zones that complement the already-thriving micro-cultures of these areas.

Reimagining and reconfiguring these utilitarian corridors as vibrant recreational, commercial, and performance spaces injects a new type of fine-grain activity into the urban commons, increasing the public pedestrian area of the city by as much as 30 per cent! Over time, this could develop into a robust network of interconnected lanes, each with its own sense of place and continually-evolving identity.

In a city that people feel has a growing sense of isolation, severe land limitations, and scarce accessible public space, this is a huge opportunity to add vibrancy and increase opportunities for engagement and connection downtown.

While there are many different ways to create change in a city, this learning guide walks you through the process used by *More Awesome Now* – from conception to completion - for transforming downtown lanes in Vancouver. This document serves to inspire and provide insight into how we made Vancouver *More Awesome Now*.



2.0 Inspiration

Creatively-programmed laneways are not a new phenomenon. Cities from the around the world have begun to activate lanes for multiple reasons. Melbourne's lanes are some of the most progressive with street art, al fresco eateries, unique shops and cozy bars lining the insides of them. Chicago's Loop Alliance transforms lanes yearly into pop-up urban experiences that include art, music, and unique urban settings that have attracted people and economic activity.

San Francisco is also reclaiming laneways as neighbourhood-serving public spaces with greening, traffic calming and pedestrianization. Behind skyscrapers and within these lanes you will find some of the city's best bars and restaurants. Austin has also begun to activate lanes in an effort to add critically lacking public space.

The first lane that *More Awesome Now* developed is named Alley Oop and is located at Hastings West and Granville. It emphasizes PLAY with bright colours, patios, and a basketball hoop.

The second laneway is named Ackery's Alley after Ivan Ackery, the former entertainment promoter and manager of the Vancouver's Orpheum Theatre. It includes a red ground surface and gold panels, and features FIELD, a permanent, interactive public art installation by renowned international artist Alex Beim of Tangible Interaction.

Beim's light and sound piece has a field of sensors that detect the presence of a person, changing colours and emitting sounds in response.



- » 18 months prior to completion: Research and measurement
- » 1 year prior to completion: Develop the concept, present the concept to important stakeholders, start approaching potential partners and engage the neighbourhood
- » 9 months prior to completion: Finalize the design, create construction drawings and secure funding
- » 6 months prior to completion: Secure necessary permits and contractors
- » 2 months prior to completion: Implement and construct
- » One month prior to completion: Plan launch event and engage media
- » Project complete and launched
- » Continuous: Maintain and program



3.0 Our Timelines

Depending on the scope of the project and the number of stakeholders involved, the timeline will vary. Allow for a one-year timeline, because from experience, this has been the minimum requirement. To the left is a sample timeline to use as a guide.

Lessons Learned: Ongoing programming and maintenance requires ongoing funds and budget. This should be identified and set aside for things that are needed over time such as re-painting and repairs when necessary.

Choose the Lane 4.0

The first step in the process is choosing which lanes to animate. Within the DVBIAs 90 block catchment area, narrowing down a laneway could have been a daunting task. The DVBIAs took inventory of the various laneways and focused in on three lanes. We began by identifying the below:

Existing Users

Complete baseline measurements to learn how the lane is already being used (Appendix 1). Doing this gave us some metrics to help us determine if transforming the lane was feasible and what should be accounted for in the new design.

Some things we considered:

- » Are there too many vehicles that use the lane?
- » Is there already a community of users that would be displaced?
- » Are certain times busier than others?

Lessons Learned: These are important pieces of information to discover before getting too entrenched in a particular lane or design that may not be suitable. Lanes serve a crucial function for businesses including deliveries, waste collection and loading zones. These functions need to work with the increased activity that will occur in the lane during and after development.

Identifying Characteristics

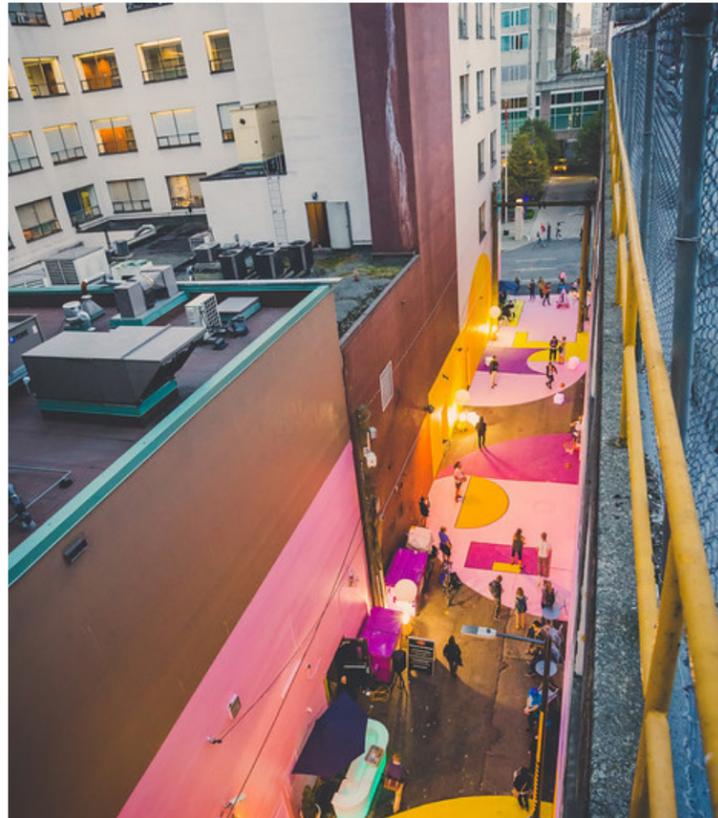
More Awesome Now initially chose a different lane to activate for its second project, but after completing Alley Oop and watching how people use the laneway, it was decided that it was not a good location. It was too wide with lots of alcoves for parking which would be more expensive and difficult to transform into an immersive experience. The lane was very long and the initial plan was to only redesign the centre. However, it was realized that it would be key for the designs to spill out into the edges and sidewalks so they would be visible to pedestrians walking past and to signal to cars that they were entering a special zone. There was also a lot of service vehicle activity that depended heavily on loading bays nearby.

Note any of the beneficial assets in the lane, such as: Interesting restaurants or retailers connected to the lane

- » Overhead lighting
- » Fascinating architectural elements
- » Assets that could pose a potential challenge, such as:
 - » Parking lot access points
 - » Overhead powerlines and other utilities

Engaged Property Owners

The DVBIA has established committees within each retail district where the laneway developments took place. These committee members include property owners that provided funding for the project and those located adjacent to the development. Other property owners include both private property and government property owned by The City of Vancouver or the Province. Those property



owners on the committee encouraged all owners to be engaged and open to new ideas. The retail district committees provide specific budget for public space activation, a portion of this was allocated to each laneway completion. This project wouldn't have been possible without the cooperation of these property owners.

Potential Partners

Programming, activation, and long-term maintenance, including

funding for the finished space, were part of the initial project plan. This critical component can be very resource-heavy and require long-term, ongoing commitment. Choose a laneway with potential partners in close proximity to take ownership of some of these tasks. This can be to varied degrees. In Alley Oop, the DVBIA partnered with the surrounding cafés to provide additional seating to help activate the laneway, and they

manage cleanliness around their respective seating areas. In Ackery's Alley, the DVBIA partnered with Vancouver Civic Theatres, a municipal department that oversees civic theatre facilities, to manage and program the lane on a regular basis. The DVBIA also partnered with VIVA Vancouver, a City of Vancouver program that works to transform road spaces into vibrant people places. In collaboration with community groups, local businesses, and regional partners, VIVA Vancouver

facilitates short and long-term street closures, creating public spaces for walking, lounging, and lunching. These spaces enhance the city's sense of community, encourage walking and cycling, and benefit local businesses. VIVA Vancouver provided funding and in-kind support in the form of laneway improvements (e.g. laneway asphalt resurfacing), and a dedicated City staff member to support permitting and coordinate interdepartmental and City crews.

Timing was a driving force in moving one of the lanes forward quickly. Project for Public Spaces was holding the ProWalk/ProBike/ProPlace Conference in September 2016.

Funding Available

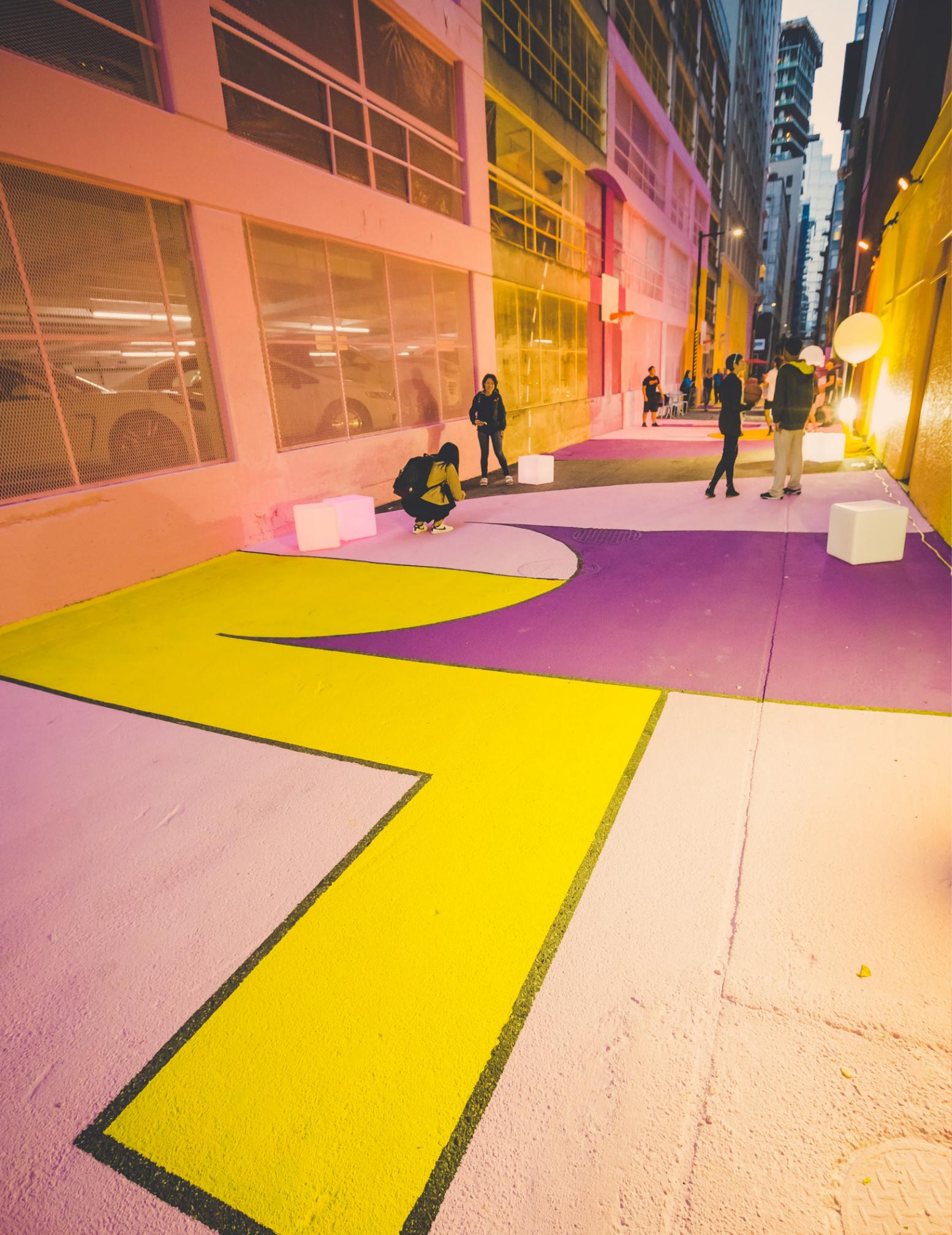
We selected one laneway in each of the three DVBIA retail districts because of the established property owner advisory committee in each district. These committees contribute a voluntary levy for area improvements which was directed to the lane development. While there are ways of securing additional funding for the project, it gave us a great head start when we identified funding opportunities connected to a specific location.

We were also fortunate to have selected a lane that was already scheduled for an infrastructure upgrade. It was discovered that the local power utility was placing electrical lines in the ground of the Ackery's Alley laneway, in summer of 2017. While this provided timeline challenges as it now relied on the construction

schedule, the City took the opportunity to resurface the lane, significantly reducing the cost to the DVBIA and providing the smooth surface conditions that will extend the life of the on-street paint.

Objectives

It was important to create a set of goals and desired outcomes for the project and find a laneway that would help facilitate and achieve those goals.



5.0 Measurement

The DVBIA consistently measures its public spaces to learn about how developments and programming impact the public's activity and use of the space. Before baseline measurements were completed, there was a perception that there were hundreds of vehicles and no pedestrians in the lanes. In July 2016, before any development commenced, a student intern stood for a total of 14 hours in each lane to take measurements. They discovered that in Alley Oop there were only 6 cars and 30 pedestrians on average per hour with no conflicts between the two. Some of the vehicles were just using the space to park illegally or as a short cut. This information helped change perceptions about the possibility of creating a shared space for both pedestrians and vehicles. It also creates a great baseline for when the laneway transformation is complete in order to measure its impact (Appendix 2).

The measurement method was to stand in the lane for at least 1.5 hours each time in the morning, afternoon and evening over three days to record observed activities, count pedestrians and vehicles, and conduct quick interviews with pedestrians, tenants, and property owners. Consider measuring the following:

- » Number of pedestrians in the lane per hour
- » Activity of pedestrians in the lane
- » Are the pedestrians perceived to be women or men?
(Increase in female pedestrians has been linked to a space being seen as more safe)
- » Intercept survey of people's impressions of the lane, both people walking through, and people walking past on the sidewalk
- » Number of service vehicles per hour
- » Kind of service vehicles
- » Average length of stay of service vehicles
- » Number of non-service vehicles
- » Number of non-service vehicles cutting through the lane
- » Number of non-service vehicles using the lane to access parkades
- » Number of parkade accesses
- » List of parkade operators
- » Number of stalls per parkade
- » Operating hours of parkades
- » Businesses backing onto the lane
- » The distinct properties or buildings
- » How properties and tenants use the lane
- » What time various services such as deliveries, waste, recycling, and organics pick up
- » Number of dumpsters in the lane
- » Names of dumpster haulers
- » Names of businesses with dumpsters in the lane
- » Time-lapse of the lane to see behaviors and partners around the clock

A 24-hour time-lapse video in Alley Oop highlighted its uses by both service vehicles and pedestrians, discovering that the majority of the service vehicle use happened between 6:00am and 4:00pm, and that it was effectively an unused lane at any other time.

6.0 Developing the Concept

The DVBIA selected the locations and HCMA created the concept of *juxtaposition*, highlighting the existing character and successes of the neighbourhoods by showcasing the opposite.



There can be many different ways to develop a concept for the design of a laneway. Prior to the DVBIA pursuing the laneway project, the organization was serendipitously introduced to HCMA Architecture + Design who had created TILT Curiosity Labs. TILT is devoted to playful discovery in the public realm which pushes the way architects contribute to the city. They were the perfect partners for the project.

Together the DVBIA and HCMA Architecture + Design created a set of guiding principles to make sure that the project aligned to both organisations' objectives, as well as the findings from

the DVBIA *Reimagine Downtown Vancouver* report. The five guiding principles for the *More Awesome Laneway Project* are:

1. These installations will result in a new way of defining and seeing the laneway and its uses - a transformation of public perception/experience of the space.
2. These will be semi-permanent or permanent installations, ultimately contributing to the reinvention of Vancouver's laneways, not just a temporary festival.
3. These new spaces will not only benefit the space and businesses on the other side of the wall, but will also address the entire lane as a "micro-social precinct" resulting in meaningful new spaces for the public to use.
4. While these installations will enhance the sensory experience and create a clean and safe environment for everybody, they will not shy away from grit, risk, and juxtaposition.
5. These installations will remain in keeping with the Reimagine Downtown Vancouver report and become aspirational projects, unique to Vancouver that will inspire others to activate their lanes.

The DVBIA selected the locations and HCMA created the concept of juxtaposition: highlighting the existing character and successes of the neighbourhoods by showcasing the opposite. The first lane is in the financial district, which is characterized by work, so the juxtaposition would be a laneway that celebrates play. The second lane is in the entertainment district characterized by insular entertainment venues, so the juxtaposition is an exterior entertainment venue for the public to enjoy. The third lane is in the high fashion district, characterized by global international retailers, so the juxtaposition is local markets.

7.0 Sell the Concept

HCMA created a digital slide presentation that showed research and inspiration with laneway examples from around the globe. Important stakeholders such as property owners in all three districts, as well as some representatives from the City, were assembled to hear the presentation. The concepts were presented before opening the floor for dialogue about the lanes. Initial thoughts, potential challenges and feedback on the concepts were requested and any queries answered.

Lessons Learned: Check-in with your stakeholders to get feedback before you move too far forward with a design. The initial concept for the entertainment district laneway was to characterize the lane as an urban street, so the juxtaposition was creating a green/natural laneway. The initial concept proposal didn't resonate with the property owners on the street and they felt that we needed to embrace the "entertainment" element more. The concept was shifted accordingly and the feedback was integrated into the final design.

Utilizing the feedback from the sessions, HCMA created a detailed design for Alley Oop, the first lane. HCMA also created

a miniature model of the lane which was a very useful tool to bring to meetings to help people truly visualize the concept.

Lessons Learned: Colour was by far the most powerful design element in Alley Oop. The number one activity in the lane? Taking photos against the colourful backdrop. Even the dumpsters were painted which transformed them from something unpleasant to avoid, to something people would sit on for a photo.

The concept presentation, design drawings, and models were presented to the committee for Hastings West Street, to pitch them the idea and secure their support and funding contribution. Building on the foundation of the retail district advisory committee support, the property owners backing onto this laneway needed to be engaged directly. It was their exterior walls being painted on and their tenants who would have deliveries and services from the lane that would need to be accommodated. It was best to have these meeting one-on-one. It was key for the property owners to be able to speak directly with the architects for specific questions related to their building. They were shown the research, concept, designs, and models. Key points relating to their agreement in the project included:

- » They wouldn't take any liability. The DVBIA had to get \$5 million dollars of liability insurance that also named the properties.
- » The laneway had to remain accessible and functional to service vehicles.
- » The DVBIA worked with them to develop a Property Owner Usage Agreement (Appendix 3).
- » The property owners specifically wanted to know what the process was if any of their tenants are unhappy with the lane.



Lessons Learned: When selling the concept, stakeholders need to understand the impact the development will have on the surroundings. This includes knowing what interventions are being proposed such as paint on private property, paint on asphalt surface in *street right-of-way*, attaching structures to buildings, adding signage, adding lighting including its power source. These interventions need to be linked to the type of property on which they are occurring e.g. private property, civic property or *street right-of-way*.

8.0 Make Local Partnerships

For the longevity and vibrancy of the lane, it's important to make partnerships with entities that surround the lane. For Alley Oop, there are three street-level tenants, two coffee shops and a nightclub. Each had been in the area for years and had established clientele. The aim was to engage them to activate the laneway on a daily basis while testing the lane as a unique place to host retail and food and beverage outlets.

Meetings were held with each of the tenants to engage them in this new asset for their clientele. It was agreed that each of those tenants would animate a small part of the lane daily with seating and keep it clean; in exchange, the DVBIA would purchase the furniture and help them obtain the necessary permissions. This was outlined in a Tenant's Usage Agreement (Appendix 4).

For Ackery's Alley, the Orpheum Theatre was connected to the laneway, which is managed by Vancouver Civic Theatres, which is owned and operated by the City of Vancouver. Vancouver Civic Theatres has a mandate to program underutilized civic assets, both indoors and outdoors with the local arts and cultural community. When they were told about the laneway they saw the opportunity to expand their existing indoor programming outdoors when opportunities arise, once the lane was complete.

Engagement with the neighbourhood should be done throughout the laneway process to continually keep them informed throughout each project phase, so having their contact information is vital.



9.0 Engage the Neighbourhood

More Awesome Now created a Frequently Asked Questions (FAQ) 1-pager (Appendix 5) for all neighbours in the surrounding buildings. This was distributed to the neighbours both via email and by hand. This list included commercial property owners, commercial property tenants and residential tenants. Engagement with the neighbourhood should be done throughout the laneway process to continually keep them informed throughout each project phase, so having their contact information is vital.

Lessons Learned: Engage the tenants facing the lane much earlier, as they are likely to have more concerns as it affects them

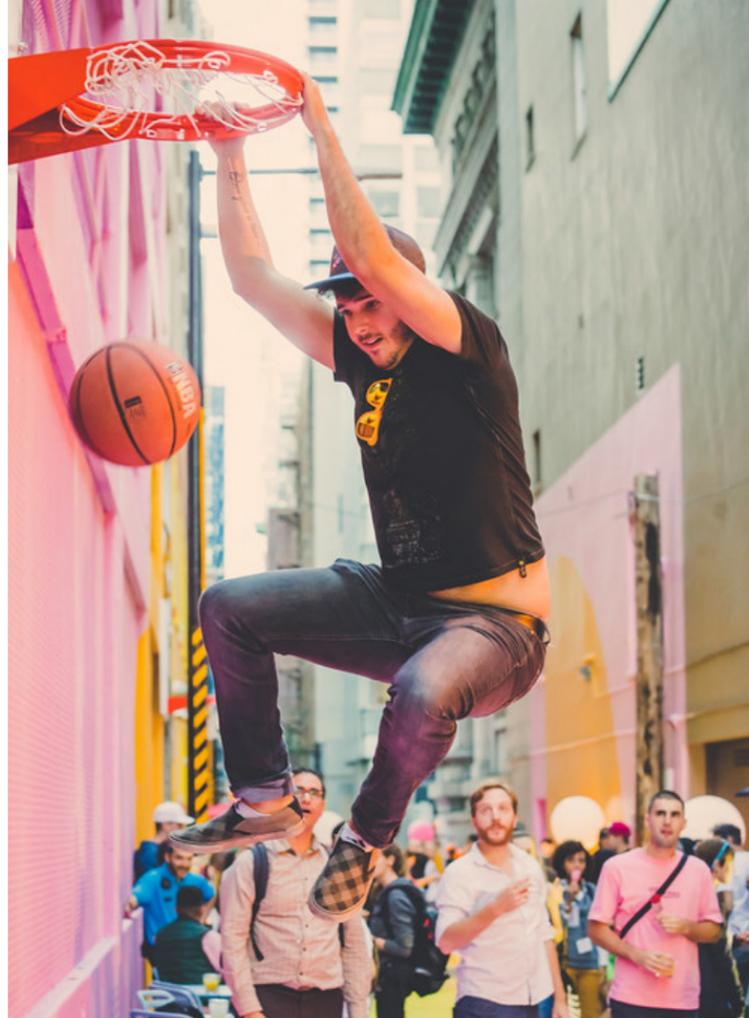
directly. It's also a good idea to be in their space and understand what it's like to look/listen to the lane. One of the properties facing Alley Oop is an old heritage building and, as such, there is zero soundproofing on the windows. Had we realized this, we would never have put a basketball hoop on that building, near the windows. One of the tenants near the basketball hoop was a counselling office and needed quiet for his clients, so we ended up having to move the hoop. It's also a good idea to get the contact information of every tenant facing the lane before construction.

During construction while painting the ground, one of the tenant's air conditioning units was leaking and dripping water all over the paint. As we didn't have their contact information, we had to knock door-to-door until we found the right unit.

10.0 Budget

Lanes can range greatly in cost depending on their complexity, from minor costs related to cleanliness or basic maintenance to a full transformation costing over \$100,000. The More Awesome Now lane transformations have cost approximately \$100,000 - \$300,000 in total. This amount is the total development cost and was funded by the DVBlA and its project partners. More Awesome Now contracted a construction firm to do the construction project management of the laneway. The *More Awesome Now* team provided the construction firm with the required design, for which they provided a cost estimate. The design was created prior to finding the funding, but the design can be created based on the funding available.

Lessons Learned: The main component to consider when projecting the project budget is the construction cost. Other large costs associated with the project relate to permitting, concept design, public relations and promotion, furniture items and ongoing maintenance costs. The actual cost is often more than the projected cost due to a multitude of unforeseen factors such as weather delaying construction and unforeseen repairs. It is important to have a portion of the budget reserved for these contingencies.



11.0 Secure Funding

The majority of the property owners on Hastings West have been partners since 2013. This was part of a dedicated strategy to enhance the area to encourage longer visits and drive more pedestrian foot traffic. They contribute to an additional voluntary levy to fund these efforts which needed to be directed to support this untried project specifically. Once the Committee for Hastings West Street was supportive of the concept, they agreed to allocate a substantial portion of the 2016 budget to the laneway project.

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For Ackery's Alley, funding was allocated from the Committee for Granville Street, and in-kind and cash support was received from the City of Vancouver. To raise additional funds, we launched a successful Kickstarter campaign.

The DVBIA met with various City departments and were encouraged to apply for a City grant encouraging enhancements to public space, which was awarded to the project and contributed to the Alley Oop and Ackery's Alley funding.

The different type of funding options to explore include:

- » In-kind contributions from the city
- » In-kind contributions from property owners or tenants attached to the lane
- » Public space or neighbourhood grants
- » Funding from the surrounding property owners, not just those attached to the lane
- » Crowd source funding such as Kickstarter campaigns
- » Commercial activation revenue (renting the space), if permitted by the city
- » Naming rights, if permitted by the city





12.0 Permitting

The City dedicated one point-person as the internal project lead to help navigate the permitting processes and obtain approvals from the relevant City departments. There were no existing processes so this resource helped to pilot a permit process for this project and those in the future.

This point-person arranged a meeting with relevant City departments to present the laneway design concept, discuss the project, understand the perceived challenges and address the requirements of each department. The City of Vancouver is currently engaged in strategic discussions and seeking public input on how public spaces are used and recognizes

the importance of vibrant, safe public spaces to foster social interaction. This is demonstrated in their support of the laneway project.

The following outlines how the DVBlA obtained permits for the laneway project:

- » Applicant submits design package including drawings, cost estimate, funding sources and stakeholder engagement plan to VIVA Vancouver
- » VIVA Vancouver reviews design package and presents to relevant internal departments
- » VIVA Vancouver collects comments, feedback, and show stoppers then sends them back to applicant for revisions
- » VIVA Vancouver confirms permit requirements with Building and Development Services and other relevant departments and provides checklist to applicant. Items that require permits include:
 - » Development Permit (for alterations to private property, including paint)
 - » Building Permit(s) for structural elements such as:
 - » Adding or reconfiguring electrical
 - » Attaching or mounting features to buildings
 - » Modifying structures
 - » Penetrating facades (or otherwise modifying building envelope)
 - » Elements on street right of way need permissions from Engineering Services
 - » A Street Use Permit for doing the work is also obtained from Engineering Services
- » Applicant assembles permit applications and sign off from property owners
- » VIVA Vancouver coordinates intake appointment with BDS
- » BDS requests additional information, if required
- » Permits granted!

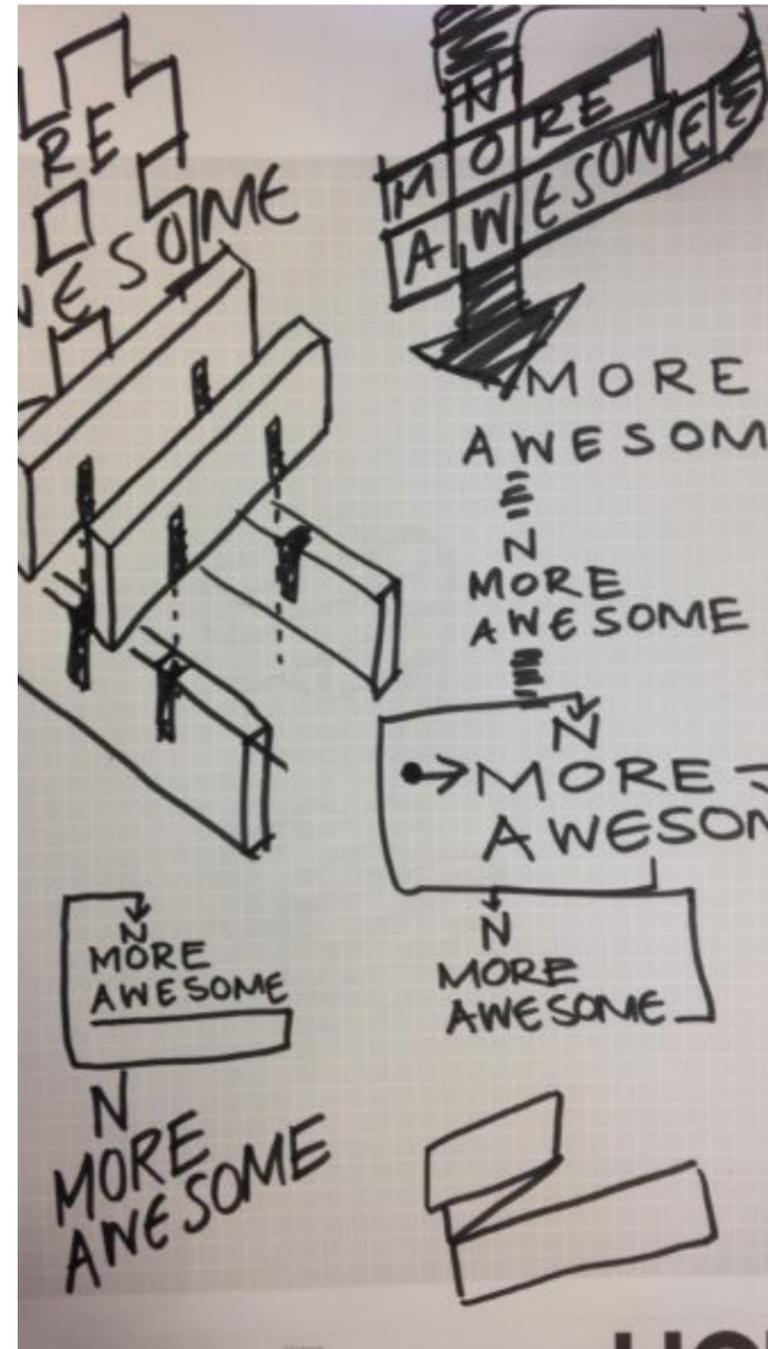
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13.0 Implementation

You will likely need to hire or partner with contractors, artists, or community groups to implement the design. *More Awesome Now* contracted a construction company who oversaw the construction and the subcontractors. Once permits were received, they moved forward with the construction of the laneway. The DVBIA also purchased furniture and garbage bins for the retailers. Much of the construction, especially painting, is very weather dependant, so plan for construction in the summer months when it's drier and warmer.

Lessons Learned: If you're painting on the ground, you need to use specific paint that is longer-lasting than regular paint, and is rated for use on roadways. This paint needs to meet criteria to it does not become slippery when wet and is a safe surface to walk/cycle/drive on. It is ideal if you can get new asphalt to paint on as over the winter the paint will wear away in places where there are pot holes and cracks. It will also wear away where there has been a lot of grease on the ground. To compensate you will need twice as much paint for the ground compared to the building walls.



Branding, Media & Launch Event

14.0

It was clear that an overarching brand for the initiative was required. HCMA developed the “More Awesome Now” brand for the laneway project, which spoke to both what the DV BIA was doing (creating more awesome things in the city) and the call to action (for others to take the initiative to transform their space). A brand also helps people identify with the space and understand who created the space, what it is used for and who it is available to (everyone).

Media were quick to pick up the story of transforming underutilized spaces. If you have the bandwidth this can be done in-house, but the DV BIA hired a communications consultant to develop all communications and public relations for the laneway. Having great photos to give the media is key. It is highly recommended to hire a photographer for the opening of the laneway – especially if you throw a launch event.

More Awesome Now planned the launch event of Alley Oop to coincide with the Pro Place/Pro Walk/Pro Bike Conference during which, 1500 placemakers from around the globe would be in Vancouver. The event was hosted as part of a city-wide event to showcase placemaking in the city. Connecting the launch to other events expands the reach and enhances the lane’s profile.

Things to consider include:

- » Make sure to invite all key stakeholders to the launch to share in the success
- » Get partners involved – A local nightclub, the Odyssey joined the event by serving mocktails in the lane
- » Think of ways people can participate in the lane through activities

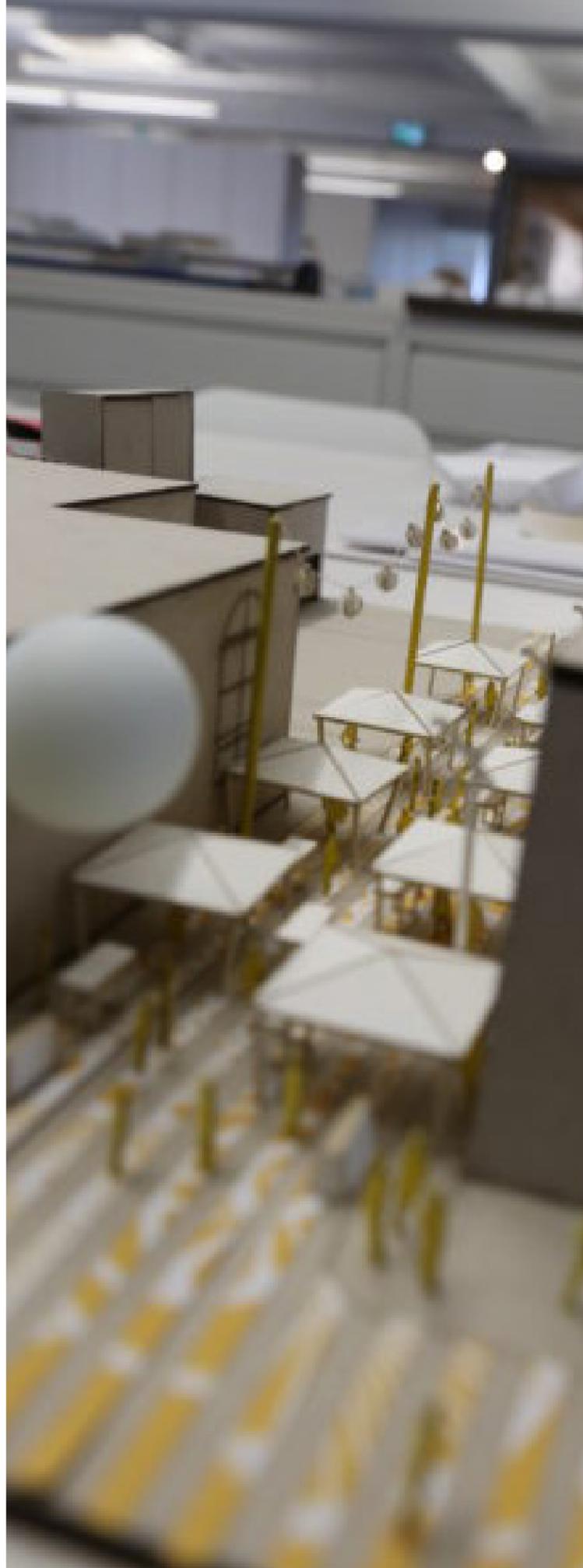
Lessons Learned: Consider the timing for the launch event. Our construction timeline got delayed due to weather, so we were painting up to the moment of the event. Ideally you have a bit more time between the launch event and the construction completion. At the same time, people were so excited about the lane that we had a hard time keeping them out before its completion. People wanted to get in and take pictures (they were even sneaking around the barricades to do so). Try to find the balance of completing the construction within a safe timeline before the launch, but soon enough that that people are excited about it. Then you can take your photos while there is a lot of excitement and your lane looks its best.



15.0 Event/ Activation Process

Once the laneway was complete, neighbours, community groups, and event planners wanted to know how to use or book the lane for events and activations. Although this was a new type of space in the city, the City's process for booking the space remained the same as all other public spaces. In Vancouver, this means that an event permit needs to be obtained through the Film and Special Events Office. As there are nuances to using a transformed alleyway as a programmable space, it would be ideal to have a permitting process that is more specific to the needs of the space to ensure success. This is something we would like to explore further.

Lessons Learned: Have a map of the lane's default layout so when an event occurs, the space can be returned to its original layout.



16.0 Maintenance Plan & Exit-Strategy

Always have a plan for how the lane will be maintained year after year. Allocate funding and determine who is responsible for cleaning it, touching up the paint, fixing items or replacing stolen items as time passes.

An Exit-Strategy is also important to establish, so you know at which point it's time to wrap up the project and move on, or which partners will pick up the torch and champion the laneway long-term. This is why a partnership or stewardship strategy can be so important from the start so that the lifecycle of the project is understood.

Things to consider relating to the lifecycle include:

- » How long will the initial development last?
- » What aspects will need maintenance?

- » What level of maintenance is currently in place (i.e. what cleaning does the City already do in the space) and is this sufficient?
- » How often does this maintenance need to occur e.g. yearly, monthly, as needed? This may be different for different aspects of the lane.
- » Who is responsible for this maintenance?
- » How much will this maintenance cost?
- » Can the stewardship be shifted/reassigned?
- » At what point is the end of the lifecycle and the lane is no longer maintained?
- » What does the end of the lifecycle look like and what needs to be done to ensure the space isn't left derelict and abandoned?

Always have a plan for how the lane will be maintained year after year. Allocate funding and determine who is responsible to cleaning it, touching up the paint, fixing items or replacing stolen items as time passes.

17.0 Other Resources



The City of Vancouver has completed work regarding laneways focusing on their importance and role in neighbourhoods, specifically in the West End.

vancouver.ca



The Laneway Project in Toronto is a non-profit that helps neighbourhoods work together to transform their laneways “from the ground up” into community-oriented spaces and initiatives. Their process involves community engagement and creating a vision together. The Laneway Project also has toolkits and resources online for transforming lanes.

thelanewayproject.ca



Glossary

Programming: Initiatives within a space to make it more engaging, e.g. Aesthetic additions such as paint and furniture to encourage activity and scheduled activities that encourage interaction and participation.

Animate: To make a space more lively, inviting and dynamic by introducing more colour, activity, culture and general interest.

Placemaking: A multi-faceted approach to the planning, design and management of public space.

Intercept: Encounter someone in a public space to engage them for feedback or participation.

Semi-permanent: Less than permanent, but with some stability or endurance for a period of time. The specific period of time may be dependent on external factors such as the economy, environment, stakeholders and weather.

Juxtaposition: Two things being seen or placed close together with contrasting effect.

In-kind: Payment in goods or services as opposed to money.

Facades: The face of a building, especially the principal front that looks onto a street or open space.

19.0 Resources

Use the following resources to help guide your own laneway revitalization.

These documents will provide you with more information and data, giving context to what we have referred to in the learning guide. They also can be tangibly used to help complete your project.

1. Baseline measurements
2. Post development measurement
3. Property Owner Use Agreement template
4. Tenant Use Agreement template
5. FAQ 1 pager

Download these documents at our website.

downtownvancouver.net/laneway



Thank You

A project of this magnitude cannot be accomplished without the help of amazing partners. We are grateful for the support of our following partners who helped make this project a reality and a success.

