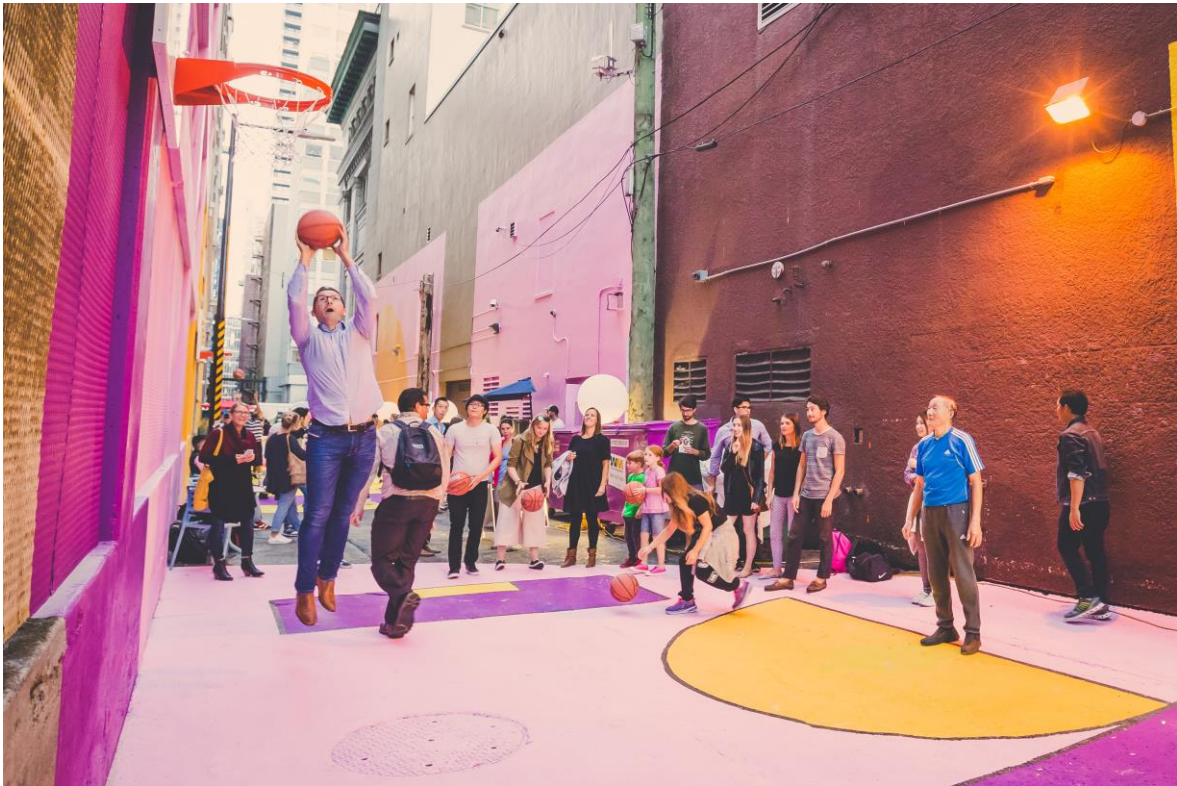


LAUNCH OF STRATEGY FIRST STEP IN CREATING NETWORK OF AWESOME ALLEYS IN VANCOUVER'S DOWNTOWN CORE

The five-year transformation strategy builds on the success of Vancouver's beloved "Pink Alley"



[Link to Assets](#)

FOR IMMEDIATE RELEASE – JULY 11, 2024, 7 AM PST - (VANCOUVER, BC) - Today, Downtown Van in partnership with hcma architecture + design released “Vancouver’s Awesome Alleys,” a five-year strategy to reclaim more laneways as public space and create a vibrant network of alleys in downtown Vancouver. The vision is to transform these neglected corners of our urban grid into interconnected places of wonder and play, bringing more people to the downtown core and creating an iconic new attraction for Vancouver.

Downtown Van commissioned hcma to develop the action-oriented strategy approaching laneway transformations over the next five years. This initiative builds upon Downtown Van’s foundational research and previous alley activations in collaboration with hcma, now revitalized in the context of post-pandemic recovery and Downtown Van’s new five-year Strategic Plan.

“We are excited to launch the new Vancouver’s Awesome Alleys Strategy alongside hcma,” says Jane Talbot, President and CEO of Downtown Van. “We saw great success with our

previous collaborations like Alley Oop and Ackery's Alley and we believe this new five-year plan will further enhance our urban landscape, creating vibrant spaces that connect our community."

Downtown Van has already transformed three alleys to date, including Alley Oop, or as locals call it, "Pink Alley." This alley has been so successful that it has made international headlines, drawing tourists, [K-Pop Stars](#), and [film crews](#) to the area. It will serve as a model for future transformations.

"Transforming laneways into unexpected public spaces brings vibrancy to our downtown core," says Kim Winston, Director of Community Projects at hcma. "Melbourne, Tokyo, and other cities around the world have made this leap, and we're thrilled to be working with Downtown Van to transform and activate our own network of alleys with a distinctive Vancouver twist."

Vancouver's laneways make up 30% of public space in the downtown core. Transforming them into places for people could dramatically change the landscape of our urban realm. Over the next five years, Downtown Van and hcma plan to transform up to three of the laneways identified in the strategy, aiming to consistently activate every Awesome Alley with public and private events.

The strategy focuses on laneways along Granville Street and Hornby Street to enhance key pedestrian corridors between established public realms: from the waterfront, seawall, and cruise ship terminal in the north to Robson Square and the Vancouver Art Gallery in the south. By creating new Awesome Alleys near the existing Alley Oop and Snékwem Lane, Downtown Van aims to establish a network of alleys that is a destination for both residents and visitors, offering additional incentives to visit the downtown core.

Downtown Van invites the public to get involved. Two interactive engagement events about the strategy will occur on Wednesday, July 24th from 4-6 PM and Saturday, July 27th from 1-3 PM in the alley located off Granville between Dunsmuir and Pender.

For more information and to download a copy of Vancouver's Awesome Alleys: Five-Year Strategy, visit: www.dtvancouver.ca/projects/lanewaystrategy.

[Link to Assets](#)

Strategy Vision

"Vancouver's downtown alleys are spaces of wonder and play. They host vibrant, immersive experiences that activate the city in unexpected ways, draw more people downtown, and further enhance Vancouver's reputation as one of the world's best cities."

Strategy Principles

Vancouver's alleys are;

1. Immersive and interactive
2. Places for people
3. Social hubs
4. Destinations as routes
5. Spaces that evoke joy

Strategy Goals

The overarching goal is to achieve an economic boost for downtown by;

6. Reclaiming laneways as public space
7. Increasing footfall
8. Creating people friendly spaces
9. Developing buzz-worthy destinations
10. Achieving collective ownership
11. More events in laneways



About Downtown Van

Downtown Van is a non-profit organization representing 8,000 businesses and property owners in the central 90-block area of Vancouver's downtown core. Supporting them and making downtown Vancouver a place where everyone feels welcome drives us. Our team members are economic development, community safety, placemaking, and events experts. They're passionate about making downtown Vancouver a destination like no other. Learn more at www.dtvancouver.ca @downtownvan



About hcma architecture + design

hcma designs buildings, brands, and shared experiences that connect people. Because with collective strength, communities can work together to make a difference to the issues that matter. Collective strength empowers our practice too. Driven by relentless curiosity, we work as one to solve complex problems from every angle. Advocating for inclusive, accessible design that embraces everyone, promotes biodiversity, and minimizes environmental impact. We're multi-skilled but driven by a shared purpose: to maximize positive impact. We achieve it by

learning from others. By challenging ourselves. And by applying relentless curiosity to create the lasting change we all want to see in the world. hcma.ca

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