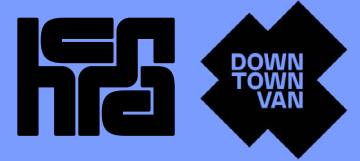


VANCOUVER'S AWESOME ALLEYS

FIVE-YEAR STRATEGY: 2024-2029



LAND ACKNOWLEDGMENT

We acknowledge with gratitude that this work takes place on the traditional lands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-) Nations. We thank them for caring for these lands and waters for generations – the most powerful case of public realm stewardship this region has ever known.

The Intent of this report builds upon the engagement work and findings completed in the Happy Cities report in 2021 as part of the next step in a plan to deliver reclaimed and re-imagined public space that is inclusive and welcoming to all.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
1.0 VISIONING FRAMEWORK	9
VISION	10
PRINCIPLES	12
GOALS	14
2.0 LANEWAYS STRATEGY	17
INTRODUCTION	18
OVERVIEW	20
2.1 PHASE 1	22
TRANSFORMATIONS	24
ACTIVATIONS	32
ROADMAP TIMELINE	36
2.2 PHASE 2	38
TRANSFORMATIONS	38
ACTIVATIONS	40
ROADMAP TIMELINE	42
2.3 LONG-TERM TACTICS	44
DESIGN GUIDELINES	46
STRATEGY DELIVERABLES BY STAKEHOLDER	48
3.0 NEXT STEPS – ROADMAPS	49
TRANSFORMATIONS	50
ACTIVATIONS	54
APPENDIX A – DISCOVERY SUMMARY AND MAPPING	
APPENDIX B – VISIONING WORKSHOP SUMMARY	
APPENDIX C – LANEWAY PRIORITIZATION ANALYSIS	
APPENDIX D – PHASE 2 LANEWAY TRANSFORMATIONS	

EXECUTIVE SUMMARY

Downtown Van commissioned **hcma** to develop an action-oriented strategy for approaching laneway transformations over the next 5-years. This work builds upon the foundational research and implementation work to date, refreshed against the backdrop of post-pandemic recovery and the new Strategic Plan for Downtown Van.

The report is divided into the following sections

1. **The Why** – project specific vision, principles, and goals for the rationale behind reclaiming laneways as valuable public space.
2. **The What** – outlines the strategic plan for transformations, improvements, and activations through the prioritization of short, medium, and long-term actions: phase 1, phase 2 and long-term tactics.
3. **The How** – And lastly the final section includes a more detailed action list of how to deliver the strategic plan. over 5 years.

PURPOSE

The mission statement behind laneway transformations remains the same since its' inception – the Downtown core contains more than 240 publicly owned laneways, approximately 180,000m². This represents 30% of all publicly owned space. In a city where land is so scarce, we need to reclaim this space to support and enhance urban-life. They have the potential to attract more people to the downtown core by creating unique, positive, and memorable experiences, that in turn will contribute to a vibrant economy. The renewed impetus to create a cohesive laneways strategy and bring this vision to fruition is part of the Downtown Vancouver Strategic Plan to revitalize the downtown core. The laneways strategy builds upon the success of the three existing laneway transformations: Alley Oop (aka the Pink Laneway!), Ackery's Alley, and Snékwem Alley.

These laneway transformations have been successful in garnering local and international recognition and there is heightened interest in their use for hosting a variety of events and activations. However there are some roadblocks to success that this plan aims to overcome through a more strategic approach in implementing transformations so that future financial investments yields the maximum impact over the next five years.

POLICY CONTEXT

The strategy will also help deliver the intent of numerous City policies and the timing of its' implementation aims to utilize this momentum.

“DURING HIS TENURE AS MAYOR, KEN WANTS TO SEE VANCOUVER BECOME A CITY THAT IS ONCE AGAIN VIBRANT, PROSPEROUS, FUN, AND OPEN FOR BUSINESS – WITH A RENEWED SENSE OF SWAGGER AND OPTIMISM ABOUT THE FUTURE.”

City of Vancouver website, 2022

Downtown Van Strategic Plan 2023–2028
Strategic Priorities #2
Provide Reasons for People to Come Downtown

Vancouver Plan 2050
Direction 5.2: People-First Streets
Direction 9.6: Community Partnership

Downtown Public Space Strategy
2.1 For All, by All
2.3 Design for People

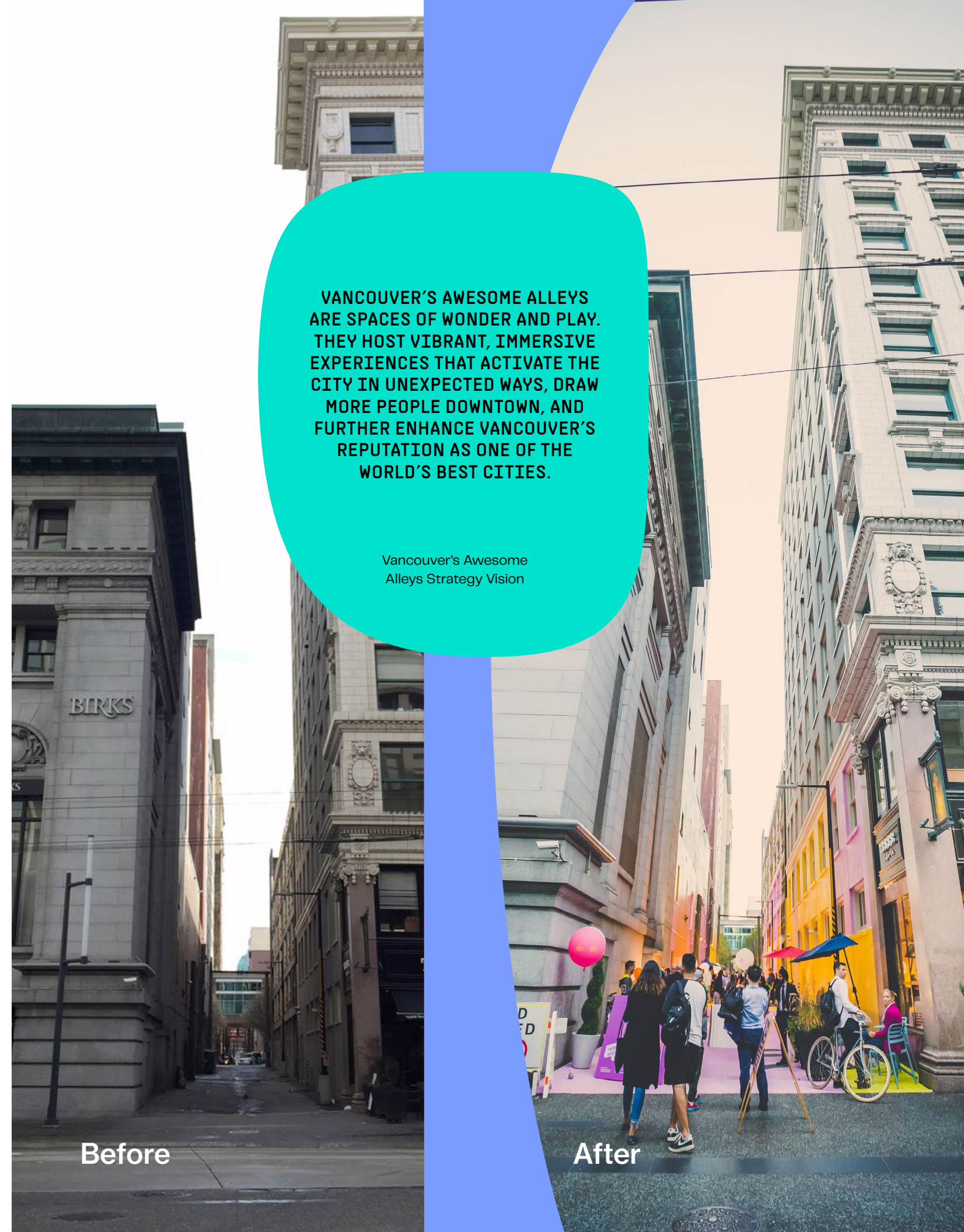
Vancouver Transportation plan 2040
W2 Public Spaces

VISION-PRINCIPLES & GOALS

The new strategy starts by bringing together previous aspirations for the laneways and collates them into a cohesive, project specific set of vision, principles, and goals that can be used as the guiding light behind decision-making and as a base for communicating the rationale behind this plan.

VANCOUVER'S AWESOME 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.

Vancouver's Awesome Alleys Strategy Vision



Before

After

5-YEAR STRATEGY

The Strategy is built around the concept of creating a cohesive and connected series of alleys in the central-north end of the Downtown core. New laneway transformation will be predominantly located along the two key routes, Granville & Hornby Street, between the Waterfront and Vancouver Art Gallery Plaza.

Building on the successes of Alley Oop and Snékwem, further transformations in this area will quickly establish the network and build collective understanding that laneways are places for people and an integral part of Vancouver's unique urban fabric and identity.

This diagram on this page shows the priority laneways to be transformed in the first phase of the strategy, along with the proposed improvements to previously transformed alleys. Additional laneways are also proposed for transformation during the second phase.

The success of the strategy relies upon the equal implementation of two separate but interrelated workstreams: transformations & activations. Transformations facilitate a reimagined use of space by making physical alterations, but their continued success will only occur if people can reliably use them on a day-to-day basis, achieved through reduced vehicle use and provision of seating &/or other interactive elements. This is to be combined with a series of public programming and special events that will help redefine their use as valuable public space.

▼ Strategy Framework diagram



Previous Laneway Improvements

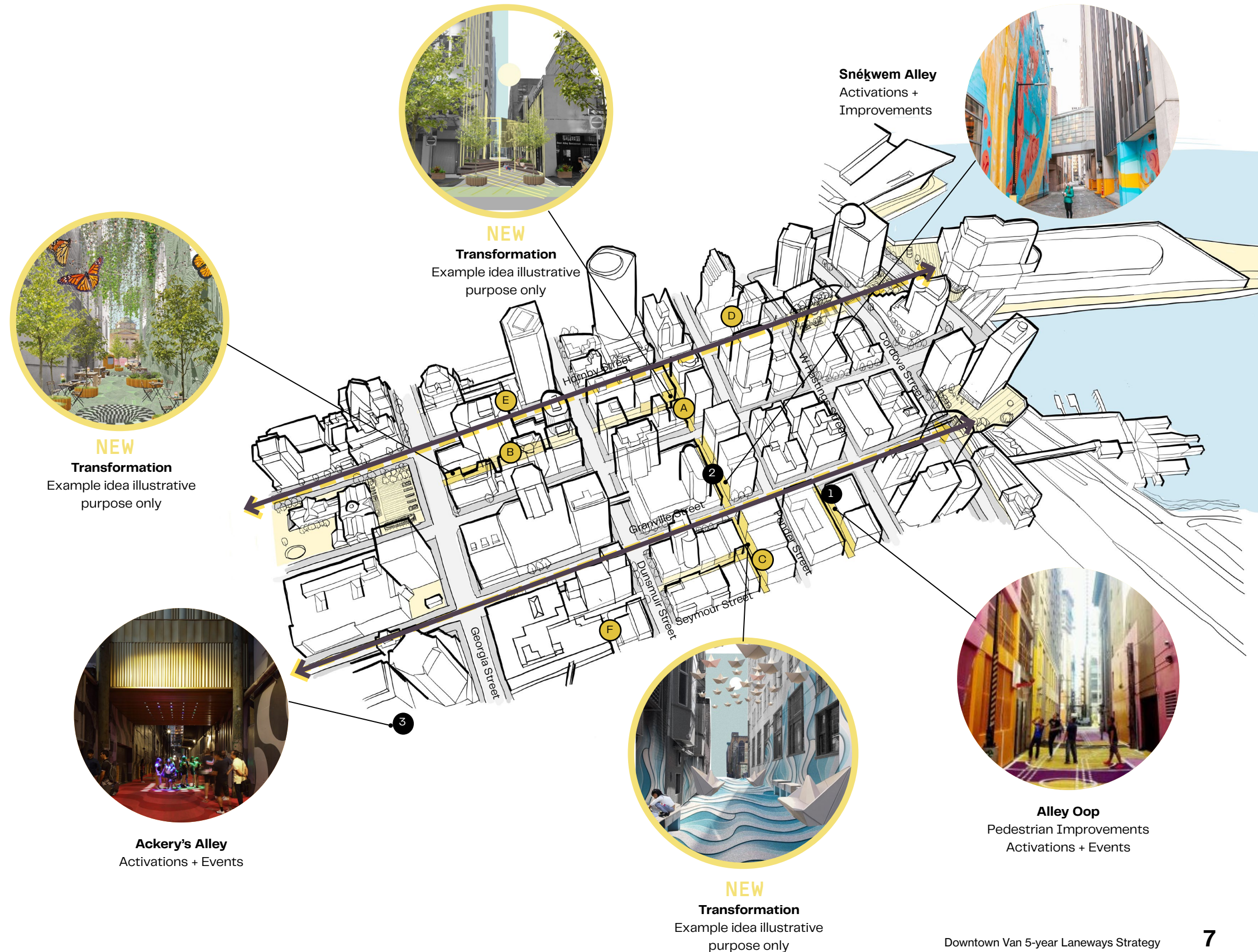
- 1 Alley Oop (Pink Alley)
- 2 Snékwem Alley
- 3 Ackery's Alley

New Transformations - Phase 1

- A Pender/Dunsmuir @ Hornby
- B W Georgia/Dunsmuir @ Hornby
- C Pender/Dunsmuir @ Granville

New Transformations - Phase 2

- D Hastings/Pender @ Hornby
- E W Georgia/Dunsmuir @ Hornby
- F Dunsmuir/W Georgia @ Seymour



< This page has been left deliberately blank >

1.0 VISIONING FRAMEWORK

VISION

A well-defined roadmap that identifies the criteria for success, developed early in the planning stages gives credence and form to future design processes, making it easier and faster to both develop and implement a design vision.

Based on the previous work to date and a Visioning Workshop, we developed a project specific framework of vision, principles, and goals for the Strategy over the next 5-years. This step was important in ensuring the future success by defining project specific parameters and desired outcomes, and developing clear communication for obtaining support.

The visioning framework was developed harnessing the collective knowledge from Downtown Van team and in conjunction with comprehensive background review of previous research and reports. The many voices involved provided a broad range of understanding from different interests and viewpoints and helped to develop mutual understanding that led to alignment and supported decision-making.

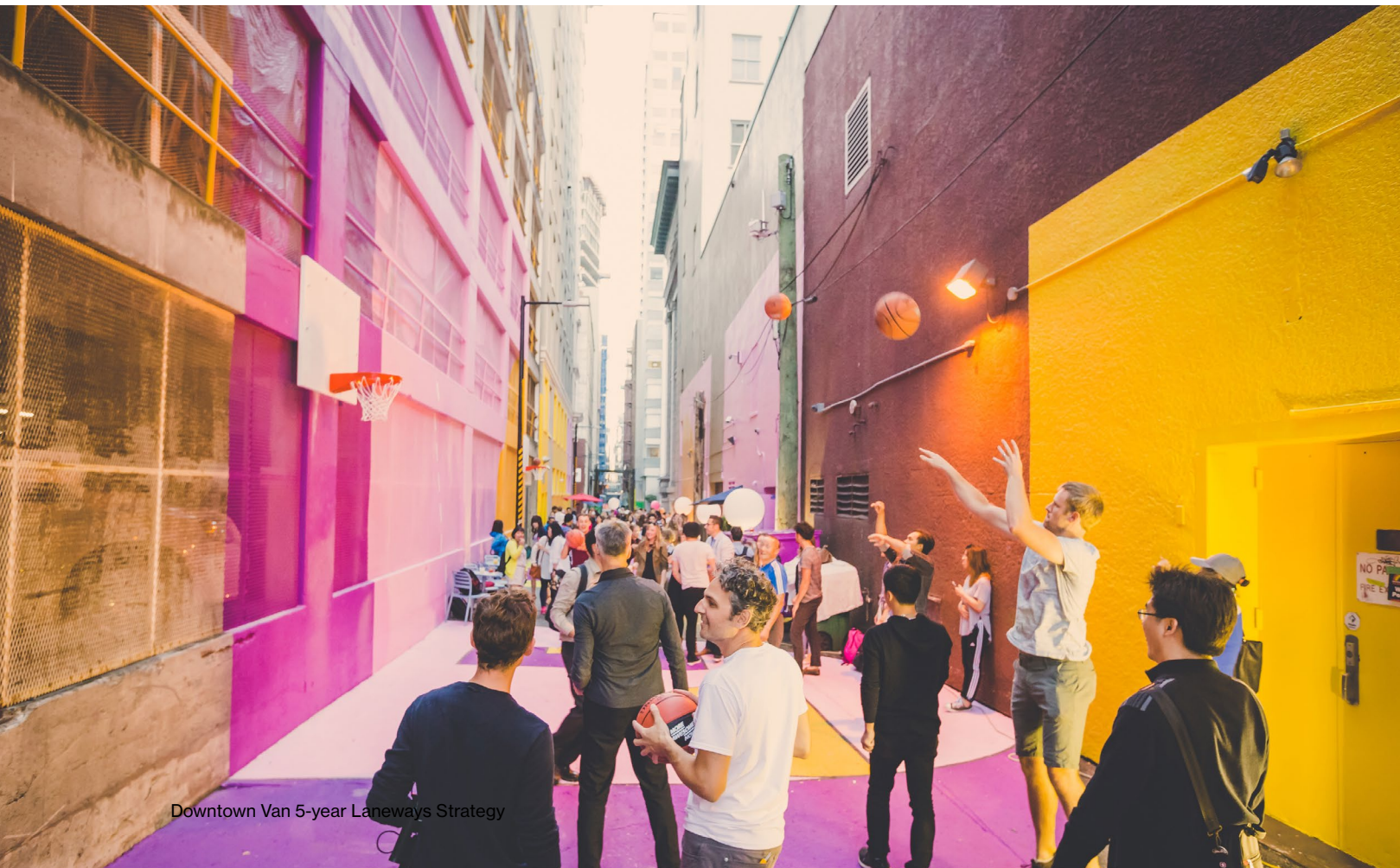
The aim was to develop a tool that:

- Provides inspiration and a clear roadmap to both rally and focus the efforts of the Downtown Van team.
- Effectively communicates the vision and intended outcomes to help gain support from project partners and authorities.
- Offers a framework for evaluation of individual laneway transformations
- Provides a foundation for difficult decisions that are sometimes required during the design process.

THE VISION STATEMENT IS THE GUIDING NORTH STAR OF THE PROJECT.

Its role is to declare the laneway strategy's purpose and aspirations. It informs the supporting principles, goals and design strategies which are used to guide future decision making.

VANCOUVER'S AWESOME 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.



PRINCIPLES

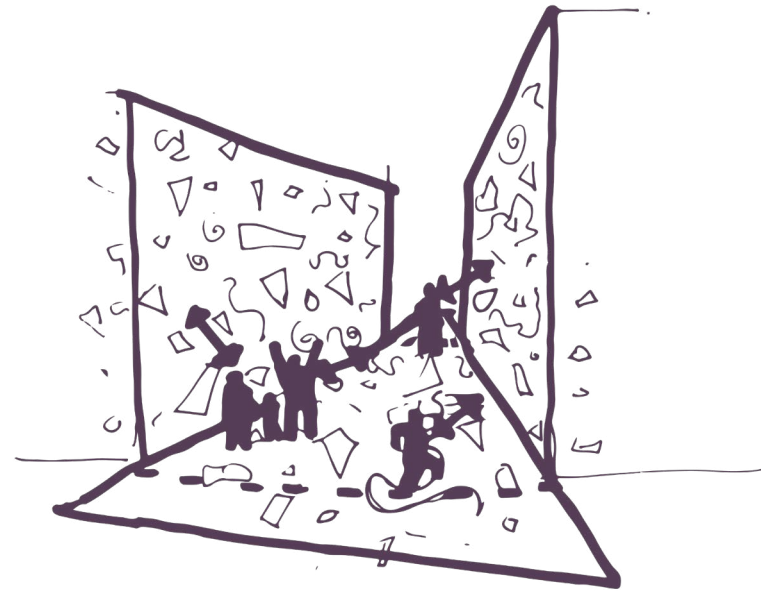
PRINCIPLES UPHOLD THE VISION STATEMENT

Principles are high-level values and aspirations which can guide and inspire strategies and actions across a spectrum of policies, designs and actions.

What is the identity of a Vancouver Awesome Alley? What makes it unique?

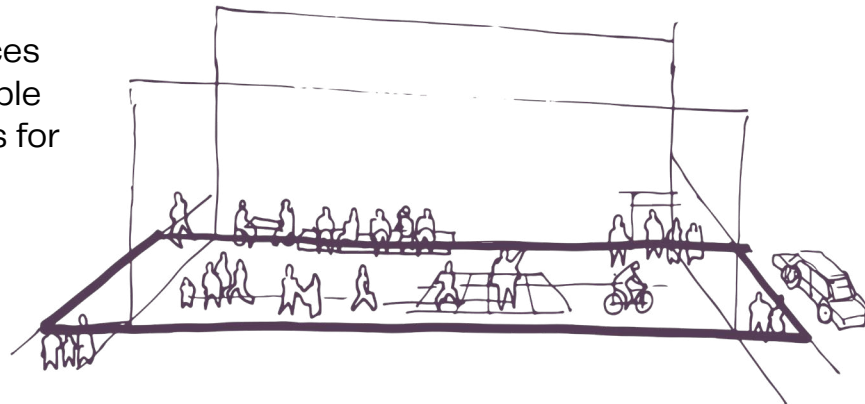
01 IMMERSIVE AND INTERACTIVE

Our alleys are unusual, eye-catching spaces, but what makes them truly unique is the experiences people have – how they feel, what they do – when they're in these spaces.



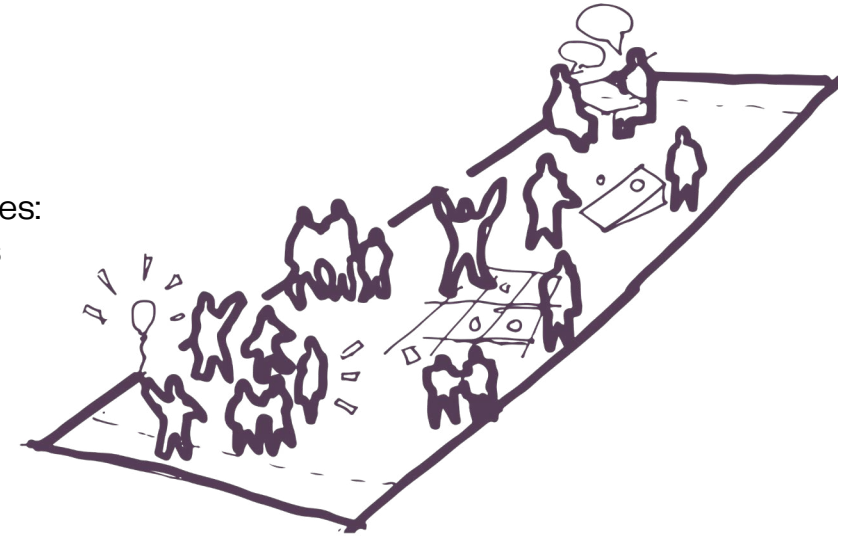
02 PLACES FOR PEOPLE

Our alleys are dynamic, accessible places where exciting things happen and people want to be. They're unexpected venues for both special events and everyday activities.



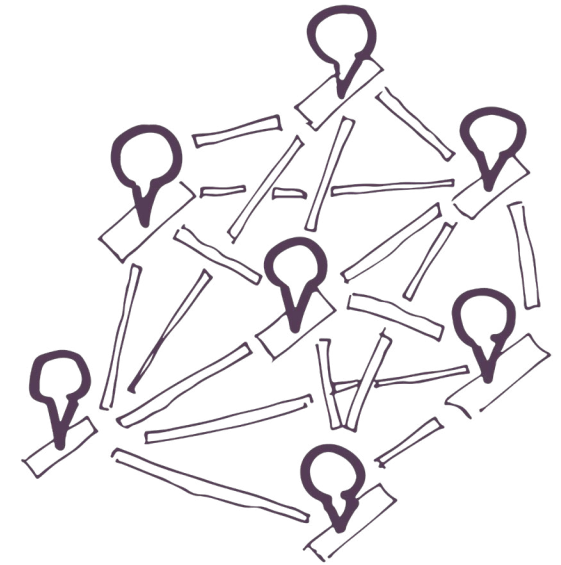
03 SOCIAL HUBS

Our alleys are unexpected event venues: dynamic places where exciting things happen and people want to be.



04 DESTINATIONS AS ROUTES

Our alleys are both destinations and a network of interconnected paths that offer new ways to explore the City.



05 SPACES THAT EVOKE JOY

Our alleys make people's days better, bringing surprise, delight and joy to the everyday.



GOALS

To work towards achieving the overall aspirations described in the vision and principles, we also need to create goals. These are desired outcomes supporting the vision and principles. They provide clear, tangible guidance to develop the strategy.

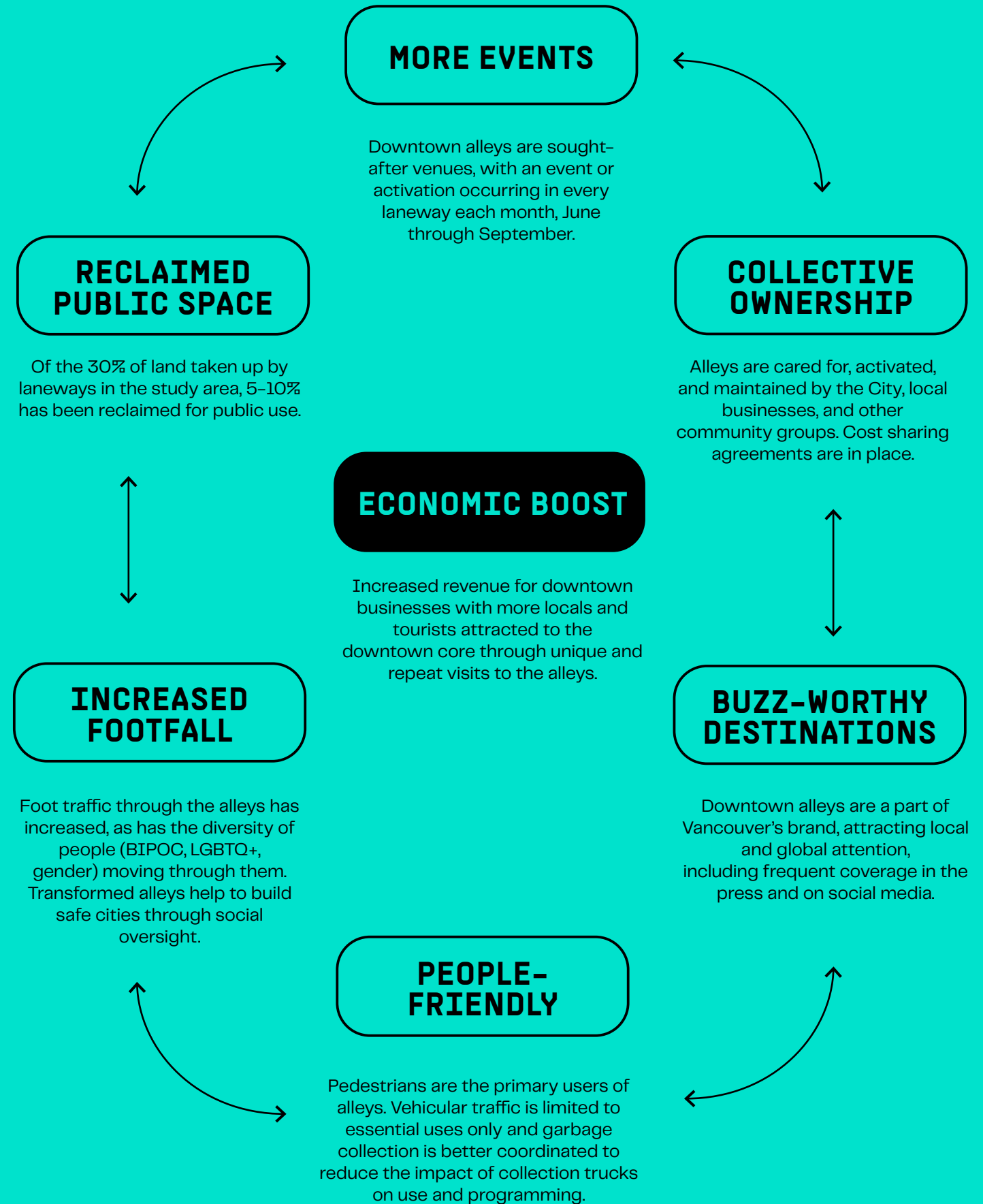
HOW WILL WE MEASURE OUR GOALS?

To assist with evaluating the success of laneways both internally and externally for garnering support, the following metrics should be obtained to measure how the transformations are achieving the goals. It is recommended that a base measurement be taken at the start for all laneways identified as high-priority transformations in order to capture the impact of the collective effort. The list is succinct to facilitate continued yearly data collection over the next 5 years and beyond. The metrics were chosen based on what is readily available from data collection agencies - while there is a monetary aspect to obtain this information, it also requires a low level of effort to obtain i.e. don't require individual survey efforts by Downtown Van.

- **Footfall** along streets adjacent to laneway transformation (monthly + yearly average)
- Average **visitors** (monthly + yearly average)
- Average **time spent** in Downtown core/5-year strategy area (noting that the positive impact of laneways is broader than their immediate surrounding)
- Average **\$ spent** in retail/restaurants in adjacent city block (monthly and yearly)
- **Number of @ and # mentions** on main social media platforms and press.



▲ Photographs from the visioning workshop



< This page has been left deliberately blank >

2.0 LANEWAYS STRATEGY

INTRODUCTION

The strategy is divided into two inter-related workstreams: **Transformations & Activations**. The holistic success of the laneways strategy relies upon the equal implementation of both scopes, each requiring specific focus and measurable actions.

Additional laneway transformations are vital for building collective understanding of the laneways as places for people – a reclamation of urban space. But equally as important is the ongoing support for day-to-day activations and special events, which provide people with a reliable reason to use them.

Activations & improvements to existing transformed alleys requires future investment, including a dedicated workstream that includes targeted programming, and other infrastructure tools that enable users to find their own new ways to use them. e.g. Bentall Plaza has dedicated activation staff programming their public space and this has reinvigorated that area.

The Laneways Strategy framework is illustrated in the adjacent diagram. Phase 1 Transformations and Activations take place in the short-term (years 1 to 3), with further actions taking place in Phase 2 as mid-term actions (years 3-5). Underpinning these phases are a series of long-term tactics to be worked on throughout the 5-year plan, in order to ensure long-term positive change in Vancouver's laneways.

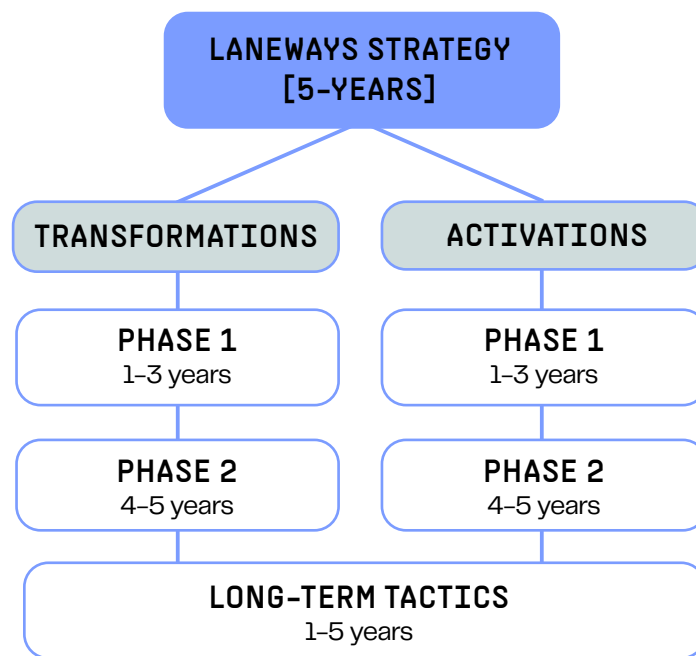
STUDY FOCUS AREA

Given the limitations within the 5-year duration of this strategy, prioritization of which laneways are to be transformed is needed. refined focus area was therefore selected that encompasses the central to north-end of the Downtown core. The strategy focus area was selected based on the following rationale as an extension of the criteria of the overarching visioning framework:

- **Co-location** – To build momentum and collective impact, laneway transformations need to be co-located in close proximity to one another.
- **Short Laneways** – Due to their preferable proportions that enhance feelings of comfort and safety (vs. long laneways), ability to maximize impact within less area, and fewer vehicular entrances/delivery doors and refuse collections.

Transformations are a physical changes to a laneway through the addition of colour, lighting, furniture, electricity etc. as permanent or semi-permanent physical improvements.

Activations are programs and activities that can be hosted with a transformed laneway, such as fundraisers, hosted public events, markets etc.



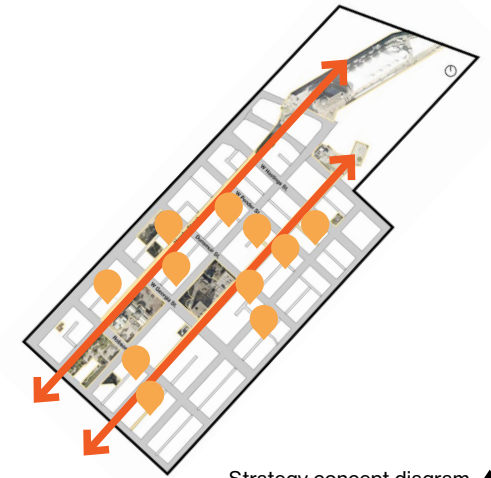
Strategy Framework diagram ▲

- **Commercial Core** – To harness the positive impact of laneways strategy for businesses, utilize the wider connection to local transit (Waterfront, City Centre, and Burrard) and visitors for tourism from the cruise ships and along the seawall.
- **Other City Initiatives** – the strategy study area was selected outside of other City efforts such as the Granville Street [Entertainment District] Planning Initiative. There is a unique opportunity for laneways to help provide a distinct placemaking identity for the area.

Strategy Focus Area Map ►

STRATEGY CONCEPT

The proposed strategy concept uses the laneways as a linking tool to realize the project vision. By prioritizing laneway selection along the main routes of Granville and Hornby Streets, we can provide transformations on primary pedestrian routes between two existing public realms – the Waterfront Welcome park, seawall, and cruise ship terminals to the north; and Robson Square and the Vancouver Art Gallery to the south. Transformations can harness existing footfall between key destinations and transit and give people a reason to stay longer. By collocating existing and new laneways it will also create a new destination for residents and visitors: more reasons to come, and more reasons to stay.

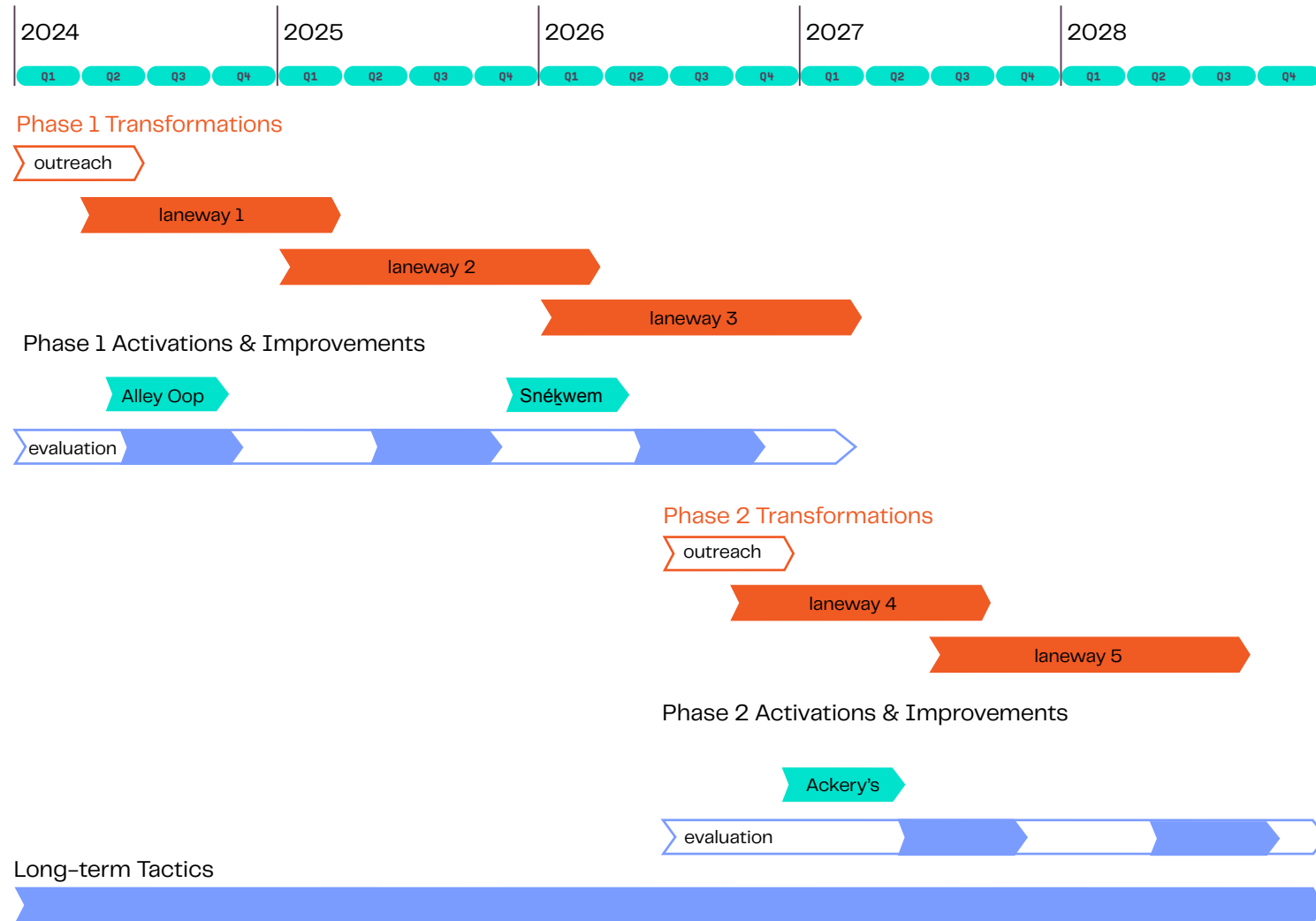


Strategy concept diagram ▲



OVERVIEW

The below graphic demonstrates the timeline for the delivery of the strategy over a 5 year period. At the start of each phase a collated partner outreach for the three priority laneways should take place to ascertain interest, and following this final selection and order for transformation can be established. Each laneway transformation takes approximately 18 months from concept to completion. Underpinning this work are the ongoing activations and long-term tactics needed to successfully reimagine Vancouver’s awesome alleys as places for people.



LANEWAY PLAN (5 YEARS)	
Workstream 1	Workstream 2
TRANSFORMATIONS CREATE AND MAINTAIN THE ALLEYS	ACTIVATIONS ACTIVATE AND PROGRAM THE ALLEYS
PHASE 1: SHORT-TERM [2023-2026]	
Objective: to establish day-to-day activation of the existing alleys and build a network of alley transformations in the central-north downtown core.	
Deliverables: <ol style="list-style-type: none"> 1. Establish City partnership and efficient development permit process. 2. Obtain existing data and establish a system for ongoing measurements of goal metrics. 3. Deliver 2-3 new alley transformations in accordance with design guidelines. 	Recommendations: <ol style="list-style-type: none"> 1. Implement the temporary pedestrianization of Alley Oop. 2. Develop a calendar of events & day-to-day branded activation toolkit. 3. Support development of a pre-approved City permit for events. 4. Promotion - alleys map for locals & visitors
PHASE 2: MID-TERM [2027-2029]	
Objective: Build upon phase one through enhancing the day-to-day activation of alleys, promote them further, and delivery of additional alley transformations in the network.	
Deliverables: <ol style="list-style-type: none"> 4. Evaluate success, challenges, and iterate as necessary. 5. Continue upkeep of existing. 6. Conduct new partner outreach to priority laneway transformations. 7. Deliver a further 1-2 new alleys. 	Recommendations: <ol style="list-style-type: none"> 5. Promotion - develop enhanced and cohesive wayfinding signage. 6. Make improvements to Snékwem and north end of Ackery's Alley to meet design guidelines. 7. Expand pedestrianization efforts. 8. Support pop-up opportunities and events and visitors.
LONG-TERM STRATEGY AND OPPORTUNITIES [2023-2029]	
<ol style="list-style-type: none"> 1. Advocate for evolution of city planning policy so that alleys have more active frontage and commercial uses within them. 2. Explore funding and sponsorship for ongoing transformations, activations, and maintenance (incl. revenue from event permits and private investors) 3. Identify more opportunities for alley transformations. 	<ol style="list-style-type: none"> 4. Cultivate relationships with potential large-scale event partners e.g. festivals 5. Seek new opportunities and support activation of alleys by other grassroots organizations. 6. Monitor impact of laneway strategy to further demonstrate proof of concept and harness support.

2.2 PHASE 1

OVERVIEW

The first phase of the strategy take place between 2024–2028 and through delivering the following priority actions, will create a cohesive and experientially legible network of alleys:

- New alley transformations – three additional transformations will build momentum and maximizes impact by co-locating new interventions along Granville & Hornby between the Waterfront and Robson Square
- Improvements to Alley Oop – through a pilot project to provide temporary pedestrianization during allocated times, parking restrictions and features that enable seating and games for day-to-day use, and
- A series of activations and events – day-to-day self-directed activities (seating, food/drink offerings, games, interactive elements), as well as recurring programmed activities, special events, and parties.

Legend – Main Destinations

- 1 Waterfront Welcome Plaza
- 2 VAG North Plaza / ʂxwʔənəq Xwtl'e7énk Square
- 3 Pacific Centre
- 4 Waterfront Station (Skytrain + Seabus)
- 5 Granville Street Station
- 6 Canada Place
- 7 Vancouver Convention Centre



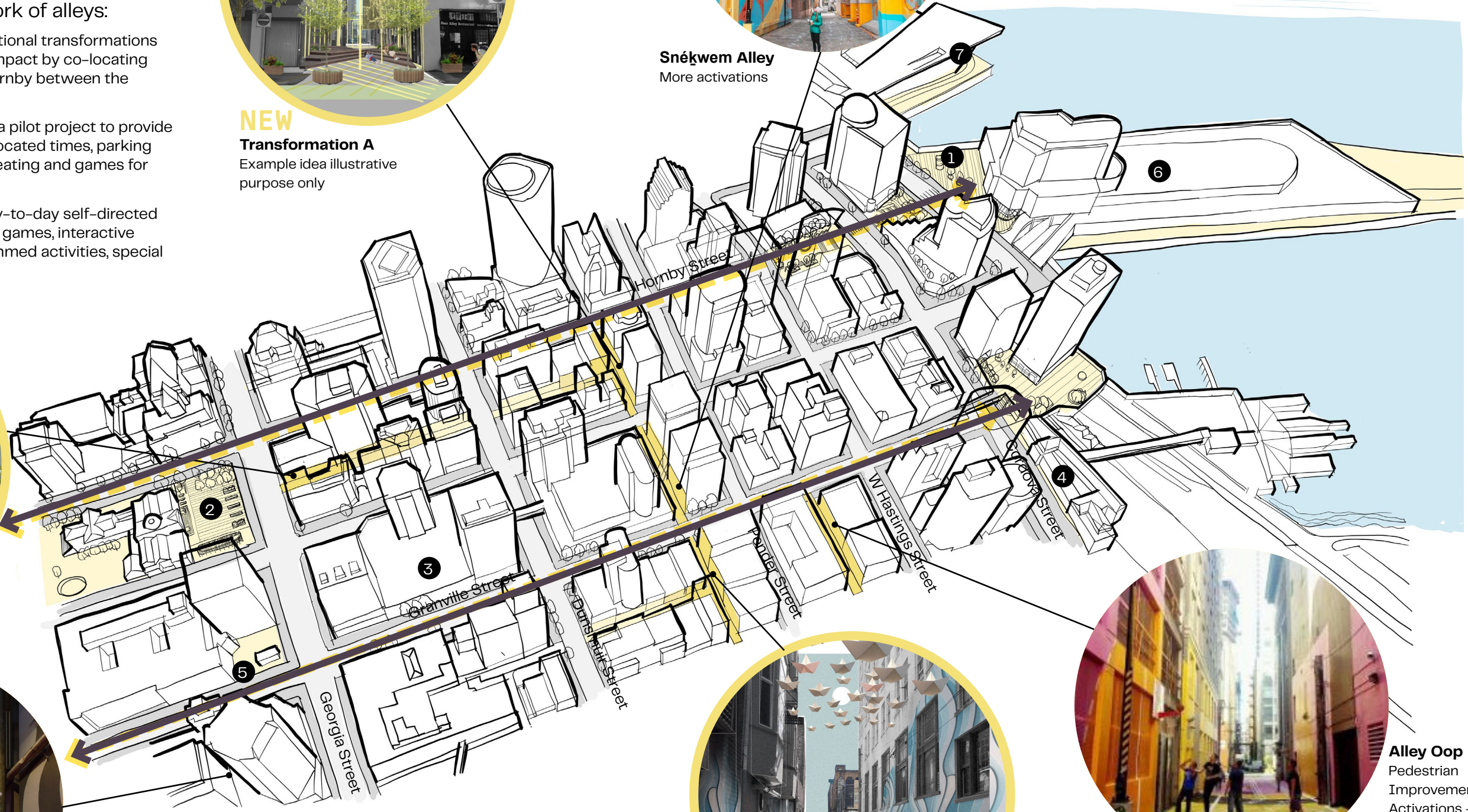
NEW Transformation A
Example idea illustrative purpose only



Snékwem Alley
More activations



NEW Transformation B
Example idea illustrative purpose only



Ackery's Alley
More Events



NEW Transformation C
Example idea illustrative purpose only



Alley Oop
Pedestrian Improvements
Activations + Events

PHASE 1 - TRANSFORMATIONS

The proposed laneway transformations are located along two key street routes as part of the core strategy concept to create a laneways link between Waterfront and Robson. The map below identifies the priority streets in yellow, the laneway strategy improvements, and the locations of the proposed transformations (A, B and C)

The intent is that Partners (Tenants, Building owners, BIA members, and the City) from all three laneways be contacted at the start of this phase to determine buy-in and support. The order of delivery for the laneway transformations will be determined by Partner interest, and a timeline for roll-out is provided on at the end of this section. As part of the first laneway transformation three important deliverables have been identified that need to be established to set the future strategy up for success.

Deliverable 1 - City Partnership & Permitting

A core component of phase 1 is establishing a clear and expedient permitting process for future laneway transformations. Having a dedicated process in a similar way to patios, parklets, and temporary plazas will enable Downtown Van to efficiently fund and manage projects. The delivery of each laneway should also involve a community engagement as part of the City permitting process to obtain broader input and support for the transformations.

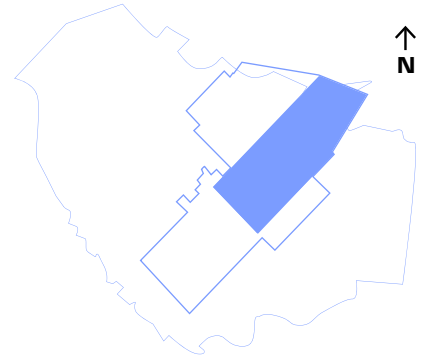
Deliverable 2 - Laneway Transformations

An individual concept should be developed for each laneway based on the inspirations provided by the Design Guidelines - refer to section 3.0. The concepts should be a celebration of both the border identity of the Downtown district (refer to mapping in appendix B) and its specific adjacent context and characteristics so that they are cohesively a Vancouver Laneway and a unique experience.

Deliverable 3 - Establish ongoing Measurements process

At the start of the process existing measurements for goal metrics should be obtained, then again one month after completion, and on a yearly basis thereafter. These will be important stats for marketing, outreach and potential funding purposes and should be factored into the ongoing laneways maintenance budgets as core workstream, similar to the transformations and activations.

Key Map - Downtown Van Strategy Focus Area

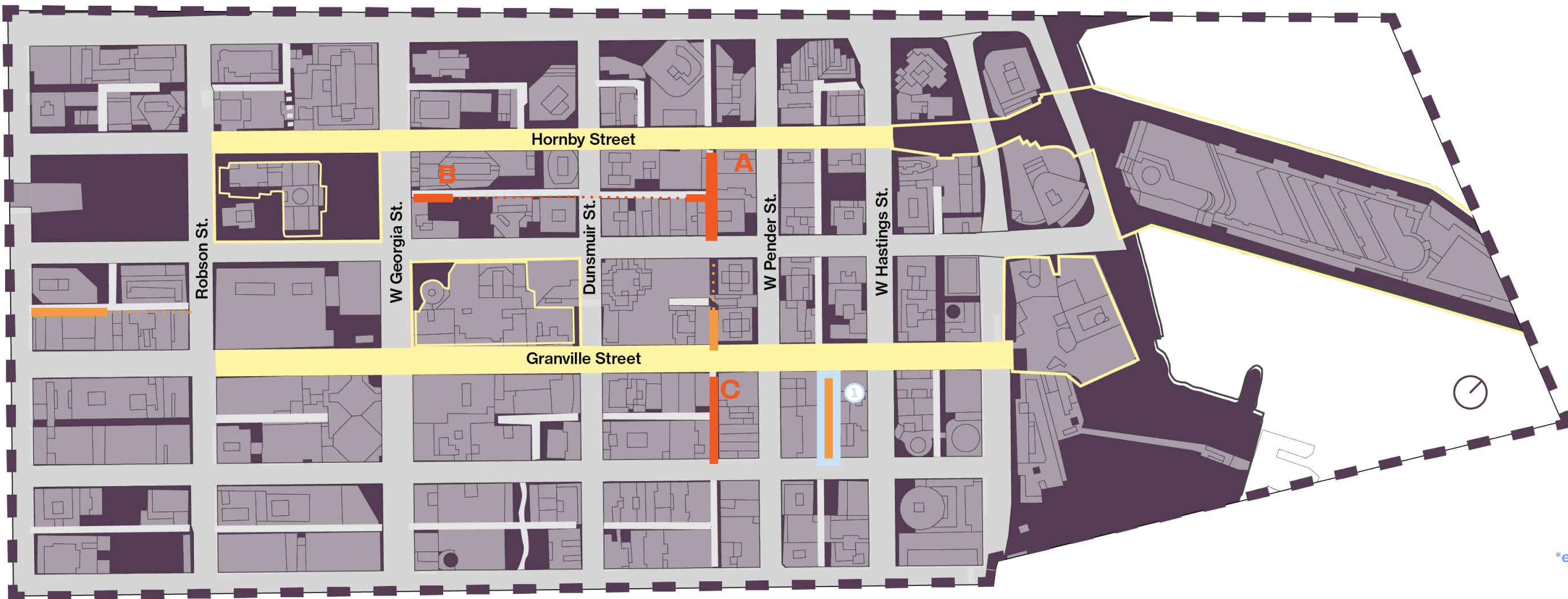


Timeline: 18 months per laneway / 3 years

Transformation budget: ~\$160k per laneway*

Maintenance budget: \$25k per laneway*

*



Legend

- Existing laneway transformation
- Existing laneway - visual continuity (lite)
- Proposed laneway transformation
- Proposed laneway - visual continuity (lite)
- Street link priority
- Laneway Strategy Improvements
- Alley-oop pedestrianization - pilot project (recommendation 1)

*estimate only in 2023 \$CAD

LANEWAY TRANSFORMATION A

PHASE 1 HORNBY LANEWAY EASTSIDE BETWEEN PENDER & DUNSMUIR

One of the unique T-shaped laneways, this location would establish the Hornby link between public spaces at the Vancouver Art Gallery north plaza. There are visual connections from this laneway to Snékwem (and laneway B) and the Vancouver Art Gallery north plaza (laneway A2) and a distinctive chimney sits at the intersection and restaurants anchor each end of the east-west orientation. There is also strong potential for temporary pedestrianization at the east end of the laneway on Hornby street. Additionally, a bike route runs along Hornby that can bring further passive movement and associated local awareness.



▲ **Before:** view from Hornby Street

▼ Aerial Plan View



IMAGINE IF THIS LANEWAY BECAME...



...A SWING & CINEMA EXPERIENCE



...AN OUTDOOR GYM

LANEWAY TRANSFORMATION B

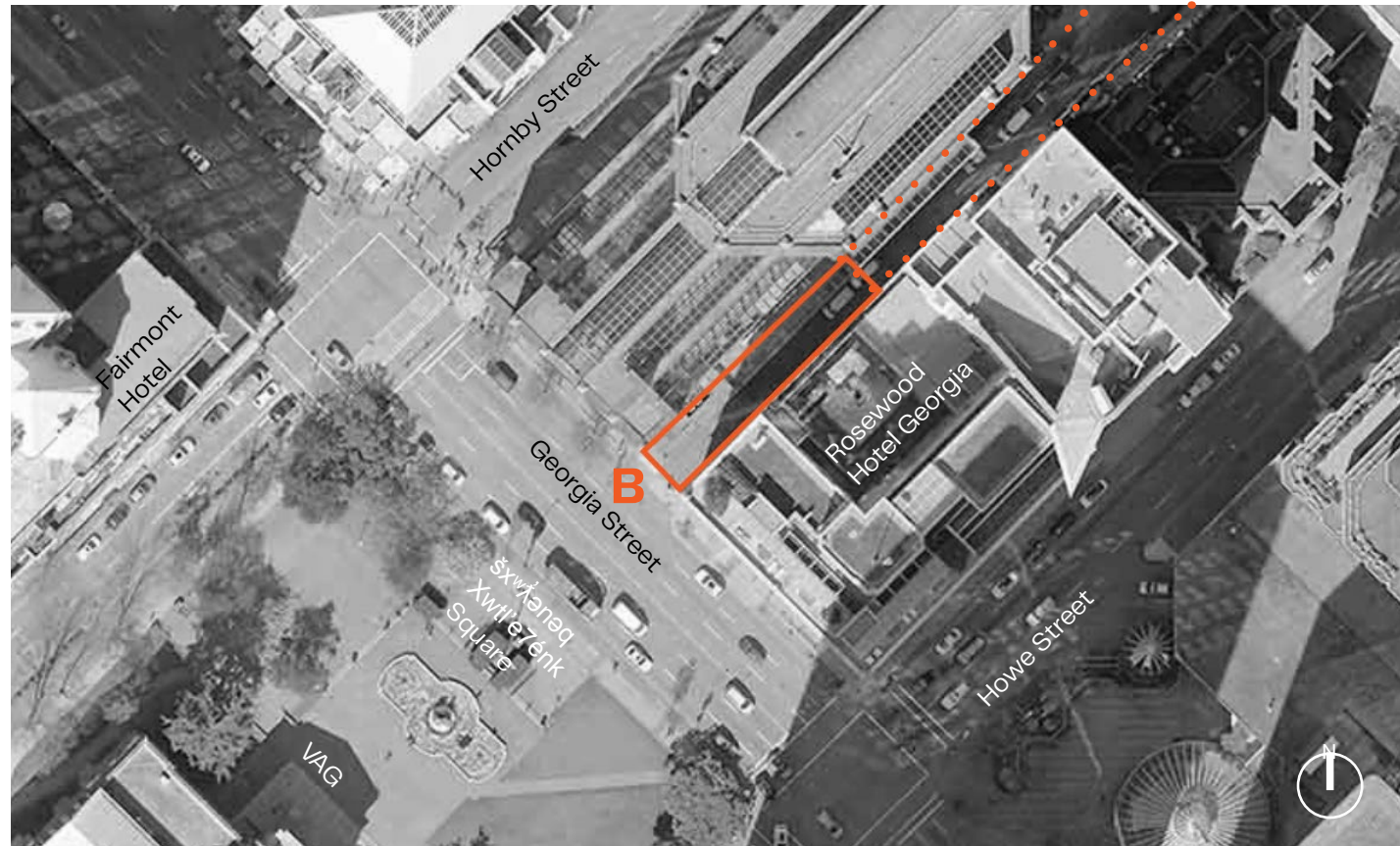
PHASE 1 HORNBY / GEORGIA LANEWAY NORTH-TO-SOUTH BETWEEN DUNSMUIR & GEORGIA

This laneway is centrally located in a prominent position facing the Vancouver Art Gallery plaza. High footfall along Georgia. Other opportunities include strong potential partnerships and synergies with adjacent office building/public gallery in the street level lobby (885 W Georgia), as well as visitors using the Rosewood Hotel Georgia. Challenges include considerations for the heritage aspects of the hotel and vehicular traffic – there is potential to pilot project temporary pedestrianization times for the south portion (hotel loading bay only and alternate vehicular exit via hotel drop-off area to Howe Street.)



▲ **Before:** view looking south to Georgia Street

▼ Aerial Plan View



IMAGINE IF THIS LANEWAY BECAME...



...A TECTONIC LANDSCAPE



...AN URBAN LAWN



....A SECRET GARDEN.

...AN INTERACTIVE ARTWORK

LANEWAY TRANSFORMATION C

PHASE 1 GRANVILLE LANEWAY EASTSIDE BETWEEN PENDER & DUNSMUIR

Located opposite the existing Snékwem laneway transformation and one block from Alley Oop, this laneway has strong potential for establishing the network connections between laneways and also as potential for pilot project pedestrianization in the west-portion. Forming a link of three this laneway will have significant impact in connecting footfall from waterfront station and Granville plaza to Robson Street. One of the other unique T-shaped laneways, the spatial characteristic offers exciting conceptual opportunities. Challenges include developing an approach that respects the SFU heritage building.



▲ Before: view from T intersection

▼ Aerial Plan View



IMAGINE IF THIS LANEWAY BECAME...



...A FLEXIBLE VENUE FOR
POP-UPS AND KIOSKS

...A CELEBRATION OF WATER AND CHILDHOOD WONDER

PHASE 1 - ACTIVATIONS

The following four initiatives to improve activation of the alleys for both special events and day-to-day uses, focus efforts on the existing alley transformations, to build momentum on their successes and lessons learned. The aim of all these tactics is to create alleys that can be relied upon for day-to-day use by people, not just vehicles.

INITIATIVE 1

TEMPORARY PEDESTRIANIZATION OF ALLEY OOP

Stakeholders:    

The continued success of Alley Oop relies on its ability to be activated on a day-to-day basis. Reviews and observations indicate that the space is currently unwelcome to pedestrians due to the vehicular dominance (parking and movement) and the associated wear and tear. For visitors and locals to feel that Alley Oop is a welcoming public space they need to have a reason to visit and stay which is inhibited by the current imbalance between cars and people.

Current challenges include:

- Vehicles constantly parked in the laneway which inhibit day-to-day use by people
- Excessive vehicular traffic generates dirt that requires additional maintenance.
- Unnecessary vehicular movement inhibits pedestrian day-to-day use and activities.

Tactics

- Parking restrictions applied and enforced in the laneway (no parking)
- Pilot project for temporary pedestrianization using moveable bollards – alley to be closed to vehicles between 11-2pm Monday to Wednesday (for lunchtime use) and 11-9pm Thursday & Friday (lunchtime and after-work socials)
- Coordinate associated closures with businesses/tenants and refuse collection companies.
- Provide activation kits for alley that includes sports, games, and places to sit, eat, and dwell.
- Apply for Alley Oop to be granted a permit under the City of Vancouver’s Drinking in Public Plazas Program so that during the pedestrianization time-periods, visitors can bring their own drinks, enjoy take-out from local businesses, socialize, people watch, and enjoy the urban outdoors during the summer and fall
- Develop stewardship by local businesses in exchange for temporary patio uses e.g. Trees Organics & Hell Crust Pizza.

INITIATIVE 2

PRE-APPROVED CITY PERMIT FOR EVENTS





Stakeholders:   

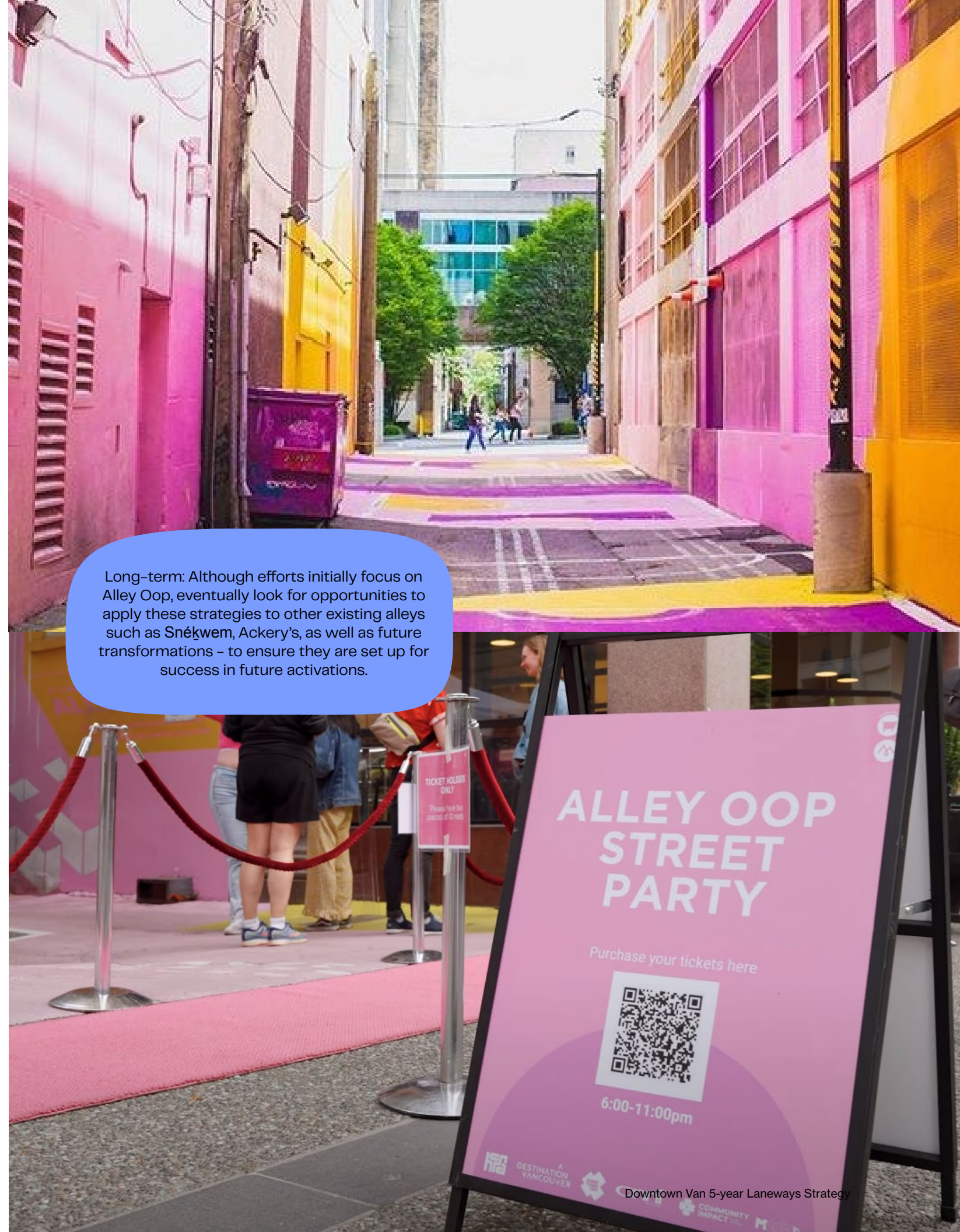
Alley Oop is a magical place and the recent Binner’s Project Party in July 2023 demonstrated this place as a premier event location in the City. The hard work completed to host this event should be harnessed into a turn-key permit that replicates layout, arrangements, and requirements. Downtown Van could then administer future applications and streamline the process for other organizations. This would remove significant financial and time barriers for future events and permit costs could also generate valuable revenue that could be reinvested into ongoing maintenance costs. It would also support the Mayor & Council’s vision for Vancouver to be vibrant, prosperous, fun, and open for business.

As interest in using alleys for event hosting develops, consider applying the above initiative to other laneway transformations such as Ackery’s, Snékwem, and future transformations.

Tactics

- Celebrate alleys as premier event locations
- Advocate for streamlined event permitting process on transformed alley/laneway sites
- Explore Downtown Van as administrator/ gateway to future event applications

Legend:  Downtown Van  City of Vancouver  Building Owner / Business  Refuse Company



Long-term: Although efforts initially focus on Alley Oop, eventually look for opportunities to apply these strategies to other existing alleys such as Snékwem, Ackery’s, as well as future transformations – to ensure they are set up for success in future activations.

INITIATIVE 3

CALENDAR OF EVENTS & ACTIVATION TOOLKIT*

Stakeholders: ● ● ●

To support a day-to-day use of the alleys there needs to be an visceral and frequent invitation to use them. This is to overcome the current dominance and perceived priority of vehicles and shift into a people-focus mode. Starting with Alley Oop and Snékwem as the main focus for efforts, develop a summer program of day-to-day events that activate the alleys, including a kit of moveable bollards, seating, shelters, games, and other interactive elements so that they become reliable places that people can use i.e. give people a reason to come, and make sure they know they're always welcome to stay. The activation toolkit will be an important tool in harnessing change in attitude, use, and perceptions – and as a vital way to temporarily test new spaces, prove what's working (or not), to support more permanent and meaningful change. As new transformations are delivered, integrate them into the network of rotating activations and events until temporary or partial pedestrianization becomes an option that will support more permanent day-to-day activations and uses.

Tactics

To support Downtown Van's efforts in the first phase, look for other partners to activate the spaces such as:

- Alley Oop – local surrounding business for rental and participation at events + VC School.
- Snékwem Laneway – SFU and VCC partnerships to utilize space.
- Ackery's Alley – continue to foster connections with the Orpheum theatre but also look for other grassroots organizations in the adjacent entertainment district on Granville Street to use the space for busking, informal concerts, performances etc. The original intent of Ackery's is as the extroverted counter-culture to the refined theatre performances. Ensure this message is widely understood and support groups in activating themselves.
- Destination BC or other tourism bodies – for partnerships and economic analysis of hosting events and festivals. Feasibility, and opportunities to tie into other strategic plans.

* The activation toolkit can also be used to test proposed laneway transformation concepts before further financial investments are made. Starting with the priority laneways identified in phase 1, and then once those are underway used as a precursor to test those identified in phase 2.



INITIATIVE 4

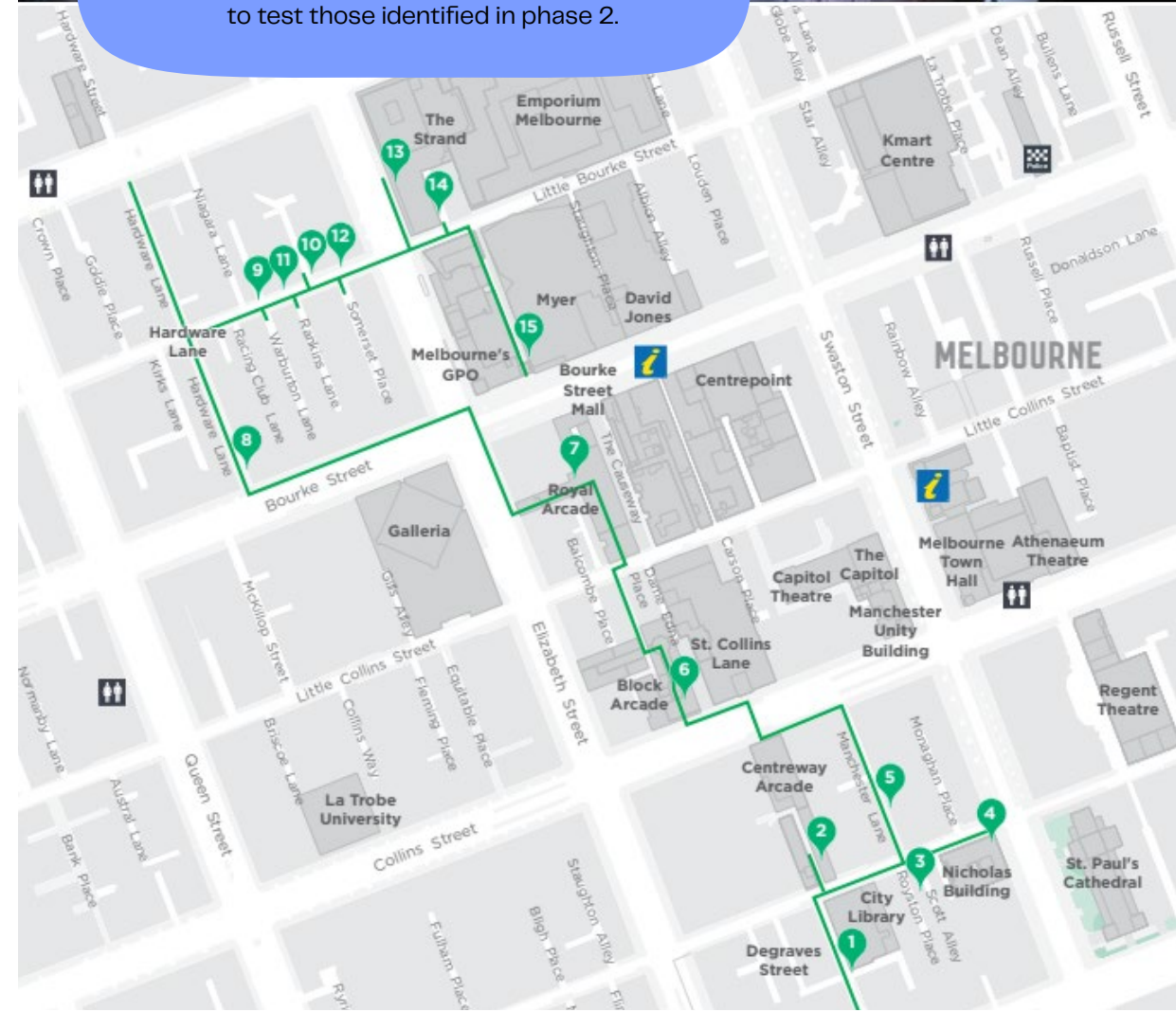
PROMOTION - LANEWAYS MAP FOR LOCALS & VISITORS

Stakeholders: ● ● ●

To build collective knowledge both locally and with visitors consider partnering with tourism organizations and the City to produce an Awesome Alleys map and walking guide. The above example is from Melbourne in Australia where the laneways transformations are a part of the collective city identity, a destination in their own right, while also driving foot traffic across the downtown core.



Legend: ● Downtown Van ● City of Vancouver ● Building Owner / Business ● Tourism Organizations



ARCADES AND LANEWAYS



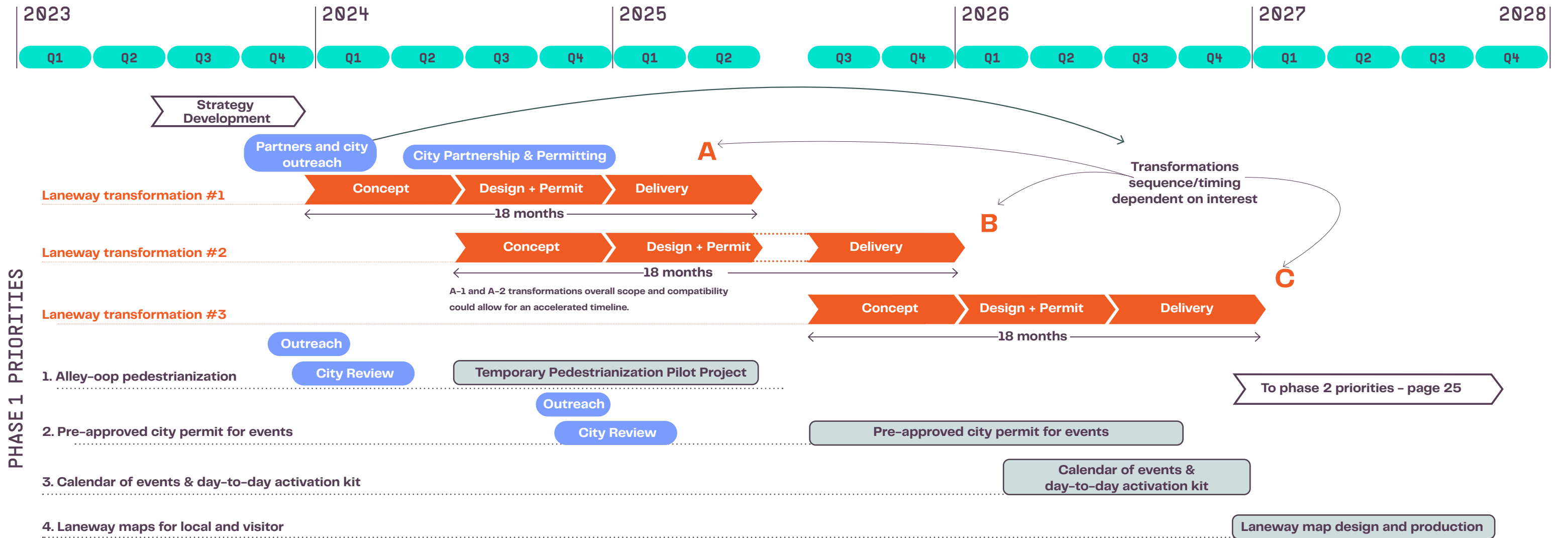
Wander through mosaic-tiled arcades and art-filled lanes for the ultimate tour on foot.

2.0 HOURS

2.4 KILOMETRES

PHASE 1 - TIMELINE

The below workplan charts the process and timeline for delivering transformations and activations workstreams in phase 1. It prioritizes short-term actions that deliver the maximum impact while also setting the stage for medium and long-term strategies in subsequent phases such as the development and permitting processes, and establishing partnerships and connections across numerous stakeholders.



2.2 PHASE 2

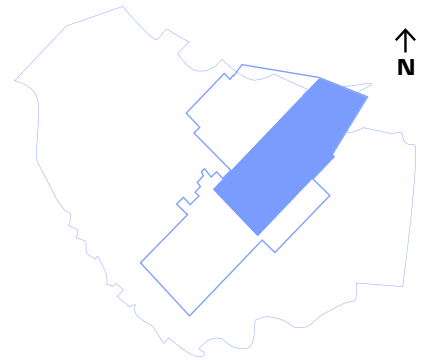
The second phase of strategy is anticipated to take place between 2028 and beyond. It builds upon the work of the previous phase in the same two parallel workstreams of transformations and activations. A further 1-2 laneway transformations are proposed, along with additional improvements to existing laneway infrastructure and enhanced activations through the continuation of pedestrianization efforts at selected locations.

At the end of the first phase a new partner outreach to the priority laneway transformations identified below should be used to determine the viability and timeline order. The activation kit developed in phase 1 can also be used to test out the spatial characteristics of the laneways and any specific design strategies that are proposed.

Phase 2 should begin with a workshop to evaluate the successes, challenges, and learnings from the previous phase and integrated into the proposed phase 2 recommendations and methodology. An updated evaluation of upcoming building redevelopments should also be completed and opportunities for any imminent construction and laneway opportunities be assessed and prioritized for action if needed.

A unique concept should be developed in line with the design guidelines for each laneway – refer to section 3. The City development permit process established in phase 1 should streamline the development and delivery of the transformations. Similar to phase 1 the measurement metrics for the laneway strategy goals should be assessed at the start and end of the construction and on an ongoing yearly basis to assist with evidential support in partner and funding outreach.

Key Map – Downtown Van Strategy Focus Area



Timeline: 18 months per laneway / 3 years
Transformation budget: \$100-250k per laneway*
Maintenance budget: \$25k per laneway*



- Legend
- Existing laneway transformation
 - - - Existing laneway continuity
 - Proposed laneway transformation
 - - - Proposed laneway continuity
 - Street link priority
 - Improvements to existing laneway transformation
 - 1 Wayfinding signage from Waterfront (Initiative 5)
 - 2 Extend Snékwem lane transformation and potentially add floor or immersive light fixture component (Initiative 6)
 - 3 Improvement to north end of Ackery's (Initiative 7)
 - N1 Note: Telus lane acts as an additional pedestrianized laneway within the "network"

*estimate only in 2023 \$CAD

PHASE 2 - ACTIVATIONS

INITIATIVE 5

ENHANCED, COHESIVE WAYFINDING & SIGNAGE

Stakeholders: ● ● ●

Initially focus efforts at the waterfront end of Hornby and in Lot 19 as a key visitor entry point to the city. And over time expand from Waterfront to Robson and also from Waterfront station that serves both visitors via airport and local transit users. Either:

- complete as part of a stand alone project inspired by the laneway strategy, or
- pursue as part of a holistic strategy for branding, identity and wayfinding in Downtown Vancouver.

INITIATIVE 7

IMPROVEMENTS TO SNÉKWEM & NORTH-END OF ACKERY'S ALLEY

Stakeholders: ● ● ● + original mural artist

To align it more closely with the visioning framework and design guidelines, the strategy proposes improvements to two laneways: Snekwen and Ackery's Alley. The first priority is Snekwen and involves extending the transformation from end to end (currently only occupies half), ensuring the visual treatment is applied to at least 3 surfaces (currently only 2), and introducing an interactive element. It's suggested that the original mural artist partner with an urban designer/ architect to collaborate on the improvements. Their work should also include a clear communication of the design concept as part of the design guideline checklist.

INITIATIVE 8

EXPAND PEDESTRIANIZATION EFFORTS

Stakeholders: ● ● ● ●

Building on the work from phase 1, look for opportunities to **expand the partial or temporary pedestrianization of other laneway transformations** to improve their ability to be activated on a day-to-day basis (in addition to events.) Similar to the scope outline in phase 1 this will involve support from the City and a variety of short-term measures through additional pilot projects that incorporates:

INITIATIVE 6

SUPPORT POP-UP BUSINESS OPPORTUNITIES

Stakeholders: ● ● ● + new business owners

Explore ways in which laneway uses can be expanded further to support businesses through working with the City and building owners to explore underused back-of-house spaces opening onto the laneways and **pop-up retail and food trucks within the space**. This can support new businesses with the potential for more affordable spaces and for existing businesses to further benefit from the positive impact and vibrancy that the interactive laneways transformations bring. This initiative will require early partnership with the City to align and develop new zoning and permitting

The second priority improvement is to the north-end of Ackery's Alley so that the identity and design concept is cohesive across its length and a visual wayfinding aspect is provided when approaching from the north of the city. This should involve the sensitive incorporation for the existing mural which has cultural significance to the community.

Tactic

- Leverage existing transformed laneways to improve overall strategy prominence and cohesion through moderate investment.

Tactics

- parking restrictions
- strategic refuse collection
- partial or temporary closures specific to each individual location and characteristics
- as well as longer term advocacy for broader city planning and zoning amendments in existing buildings and future developments.

DAY ACTIVATION

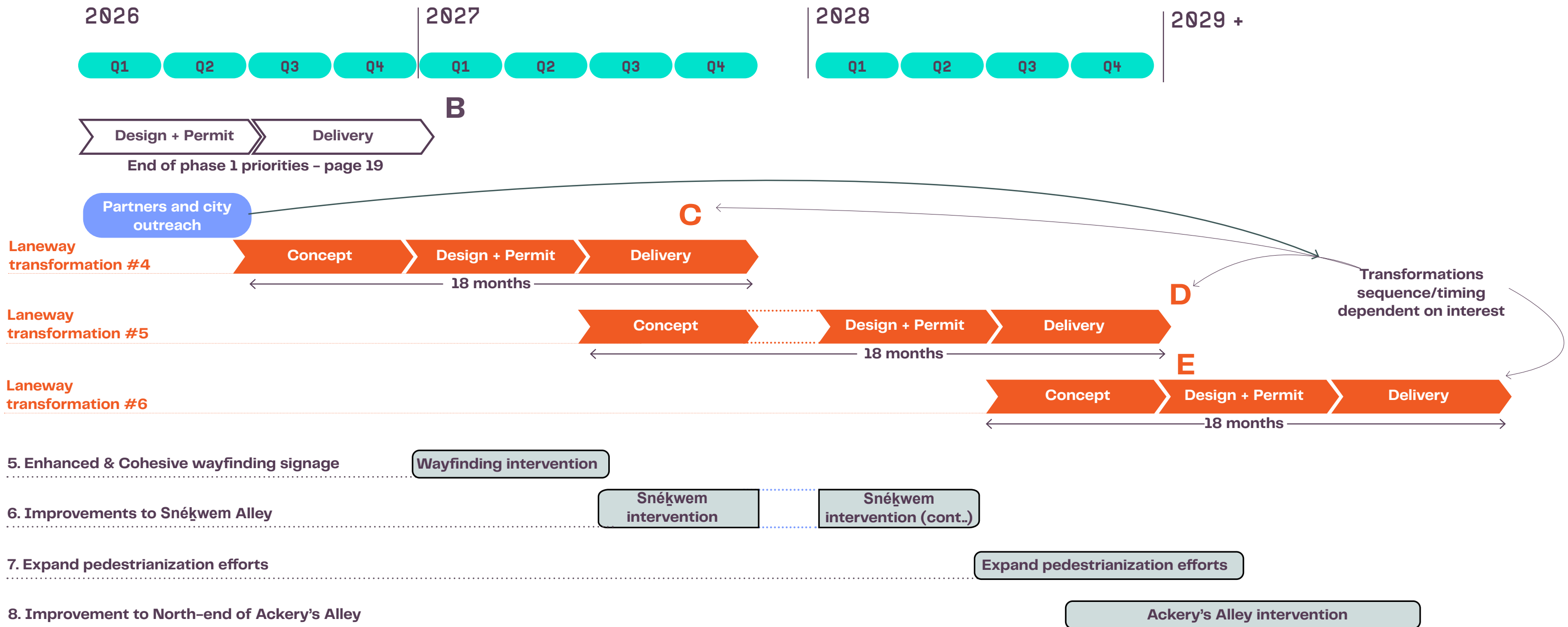


EVENING ACTIVATION



PHASE 2 - TIMELINE

The below workplan charts the process and timeline for delivering transformations and activations workstreams in phase 2. It illustrates medium-term actions that build on the first phase, while developing and building collective support for the successful implementation of long-term strategies related to more holistic planning and zoning to laneway design and use.



2.3 LONG-TERM TACTICS

While delivering the specific recommendations outlined in the two-phased approach to the Laneways, also consider other longer term broader opportunities and initiative to enhance the impact of the laneways strategy. Advocate for the continued evolution of laneway design that enhances urban life – both at municipal level, through provincial and national tourism bodies, as well as private investors. Some of the below actions are included in phase 1 & 2 activations, but are also included here to provide a comprehensive summary of long-term strategies that should be developed throughout the 5-year timeframe and beyond.

1. Advocate for the evolution of city planning policy to:

- Provide clear and expedient development permit process for new laneway transformation.
- Turn-key approach to event permits based on pre approved checklist.
- New developments to have a dedicated refuse and recycling room for the entire city block and located outside of laneway designation.
- Coordinate garbage refuse and recycling collection of laneways transformations and all new developments to fewer collections at regular times in off-peak hours.
- Enforce parking restrictions in laneways.
- Develop the zoning bylaws to allow/encourage areas of active frontage on the laneways and/or provide infrastructure that supports temporary kiosks, stalls, or new small businesses.
- Support conversion of back-of-house spaces or pop-up temporary structures that provide low-cost lease space to new businesses.
- All new developments to incorporate the visioning framework and design guidelines from this Laneway Strategy

2. Obtain funding and sponsorship for ongoing maintenance costs from City event permit rental rates, tourism bodies, and private investors e.g. tech industries as part of their placemaking outreach.

3. Look for opportunities for further laneway transformations, maintenance and improvement funding, and other special events in relation to the World Cup. Either within the 5-year strategy focus area, or the use of laneways to enhance the pedestrian link between BC Place and Robson Square where Ackery's Alley is located. This will also require coordinated and collaborative partnership any other planning initiatives.

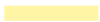


4. Identify and harness relationships with potential event partners to facilitate festival events e.g. Festival in Europe

5. Support any grass roots efforts from people or organizations looking to transform or activate their own laneways in the broader Downtown Van area through knowledge share and the use of the design guidelines in section 3.

6. Monitor future development applications and advocate for adoption/inclusion of this Laneway Strategy's associated principles and design guidelines in the proposals. The 'ask' for future developments with laneway frontage is to:

- Review our recommended Design Guidelines for what makes a Vancouver Awesome Alley (refer to page 58) and incorporate into any future proposals. This will require support from the City of Vancouver planning department.
- Consider ways to promote full or partial laneways pedestrianization or design strategies that enforce true multi-model use e.g. shared space/woonerf. Minimize vehicular access in order to prioritize pedestrians over vehicles. No parking to be allowed in the laneways.
- Provide one self-enclosed refuse room for all tenants within that block, located outside of the laneway designation so no dumpsters are in the laneway and cleanliness is maintained.
- Organize refuse and recycling collection to minimize collections to once a week. Provide adequate garbage storage to facilitate as well as designated off-peak days/times.
- Provide small retail and restaurant spaces in laneway or infrastructure for temporary structures (e.g. water, electrical hook-up, public washrooms)

Legend

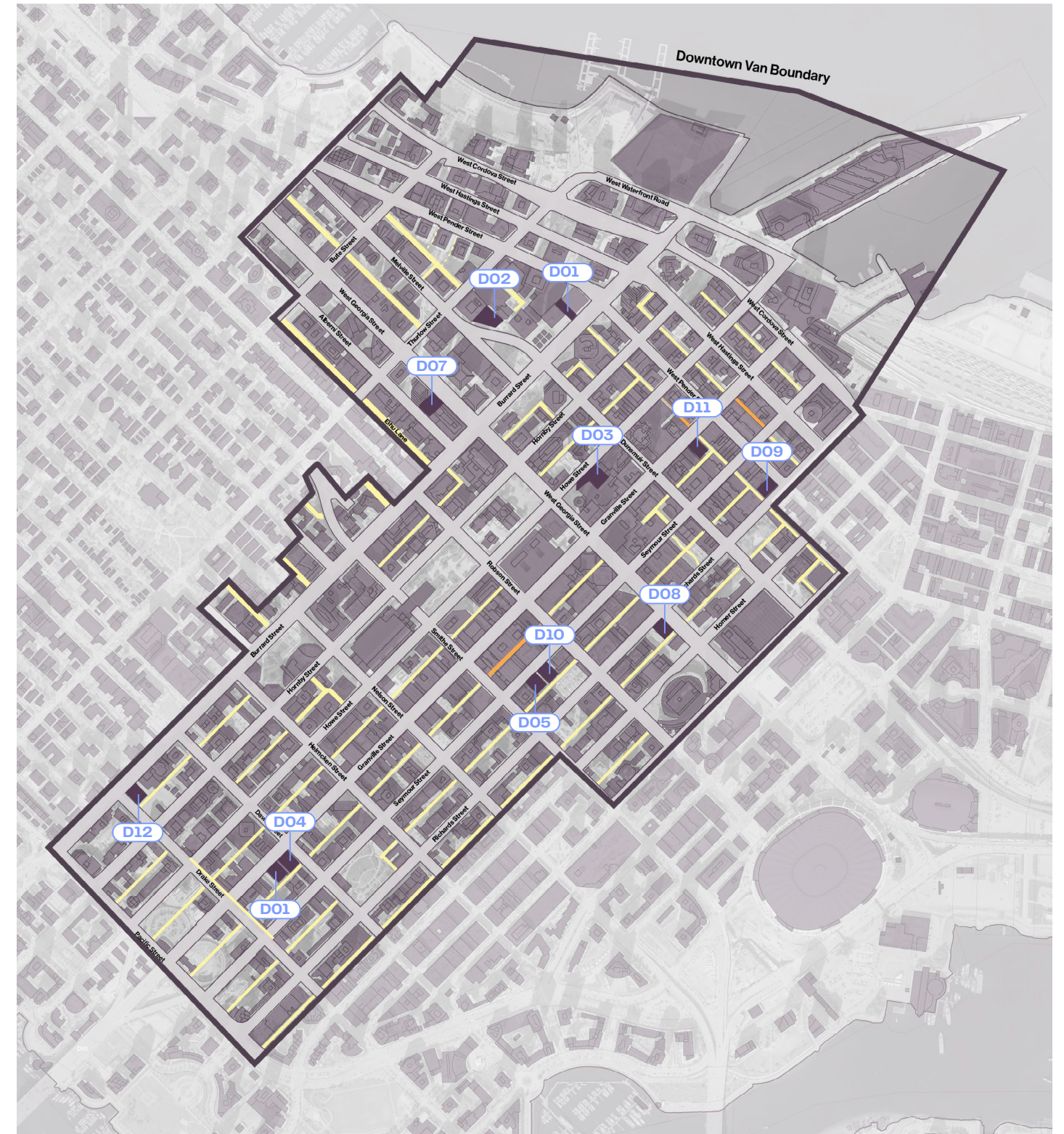
-  Laneways
-  Transformed Laneways
-  Study Area

Development Application Approved

- D01** – 1250 Granville St. – Retail /Residential
- D02** – 1025 Dunsmuir St. Retail/Office
- D03** – 791 W Georgia St. Hotel Renovation
- D04** – 1210 Seymour St – Mixed-use
- D05** – 852 Seymour St – Commercial/Office
- D06** – 505 Burrard St – Entrance pavilion

Rezoning Application Approved

- D07** – 900 W Georgia St. – Retail/Offices
- D08** – 450 W Georgia St. – Retail/Offices
- D09** – 514 W Pender St. – Hotel/Retail/Offices
- D10** – 848 Seymour St. – Hotel
- D11** – 526 Granville St. – Retail/Offices
- D12** – 1290 Hornby St. – Res./CoV amenities
- D13** – Granville Connector



DESIGN GUIDELINES

The following are high-level design guidelines created with the purpose of maintaining design standards/quality and consistency across all laneway transformations – by Downtown Van as part of their 5-year strategy; by developers in consideration of future major developments; and as a tool to inform any long-term strategies related to the evolution of planning bylaws for the area (City of Vancouver.)

The intent is that each laneway should be unique but also intrinsically identifiable as a 'Vancouver Laneway'. These design guidelines are based around the five [5] vision principles that define the answer to 'What makes a Vancouver Laneway?'. They list specific design strategies that are needed to uphold them, while also still providing space for interpretation and creativity.

DESIGN GUIDELINES CHECKLIST

**LOCATION:
NAME:** *Insert concise statement and diagram describing the unique laneway design vision and conceptual response.*

CONCEPT STATEMENT: *Example:
"Alley-oop augments the character of the surrounding financial "Work" district with a new complementary "Play" character in order to amplify the area's already-thriving urban condition."*

LANEWAY DESIGN PROPOSAL IS TO MEET THE INTENT OF THE FOLLOWING DESIGN GUIDELINES, CHARACTERIZED UNDER THE VISION PRINCIPLES THAT DEFINE WHAT MAKES A VANCOUVER LANEWAY.

01 - IMMERSIVE AND INTERACTIVE

- Uses eye-catching, high impact colour or materials that stand-out from the otherwise neutral and greys of the urban environment.
- The laneway is transformed on three sides (both walls + floors, or walls + overhead cover, or all four!)
- Provide an all-age playful element like a basketball hoop, game lines, game boards, swing, trampoline, outdoor fitness equipment, or digital elements.
- Offers an interactive experience with an unexpected feature such as an interactive lighting, display, musical element, kinetic sculpture or misting station.

02 - PLACES FOR PEOPLE

- Incorporate traffic calming features to lower non-essential vehicle traffic and signals to pedestrian that it is a safe space.
- The design incorporates and reflects local businesses and community groups with bespoke design features that enhance the activities already taking place near the alley.
- Install ambient lighting, string lights, lampposts or ground lights to make the space inviting and safe at all times of the day.

03 - SOCIAL HUBS

- Offer a variety of seating options, from communal to traditional with back rest and even hammocks for all people to linger and interact.
- Facilitate the organization of community events such as live music, open-air movies and block parties by integrating amenities like storage, movable furniture or even power and sound infrastructure.
- Incorporate designated zones and areas within the laneway that can easily host accessible pathways to different amenities like portable washrooms.

04 - DESTINATIONS AS ROUTES

- Both end of the laneways are transformed in a way to stand-out from the rest of the street and act as landmark to give people a sense of where they are in the city as well as invitation to discover and dwell within the laneway.
- Transformed laneways are selected so that they are visible and inviting to each other. They invite people to try new way to discover the city
- Use signage and floor markings to safely direct people through the space, whether they wish to stay, relax or simply pass through.
- Offer unique moment and stand-out feature that elevate the nearby areas and activities. Provide a signature landmark that justifies a detour.

05 - SPACES THAT EVOKE JOY

- The design of the laneway is approachable and resonate on a human level. It uses motifs that naturally bring a sense of joy and wonder by association with themes of positivity and celebration.
- The design engages with multiple senses. It uses unexpected textures, colours, sound, touch, and smell to offer a surprising experience for all.
- Tells a story about the place where the laneway is located. It responds and enhance the histories, stories, or meaning of the space and activities that surrounds it. How does it invite people to develop a deeper connection with the place?

STRATEGY DELIVERABLES BY STAKEHOLDER

To assist in clear communication on next steps in moving this Laneways Strategy forward, we have summarized below the 'ask' from each of Downtown Vancouver's partners and key stakeholders:

PARTNERS: BUILDING OWNERS & TENANTS

Support this unique opportunity for your building or business and be part of realizing this exciting strategy through taking part in one of the laneway transformations. The potential benefits include:

- World-stage exposure
- Increased footfall around your business(es) – economic boost
- Enhanced building asset and amenity
- Assists in future stewardship of laneways and support day-to-day activations and events.

TOURISM ORGANIZATIONS

- Short-term: Partner in producing laneway destination map to increase profile with visitors
- Long-term: Partner in delivering cohesive wayfinding and signage improvements along the laneway strategy's key routes along Granville & Hornby Street that connect Robson Square and the Waterfront.
- Harness other opportunities for promoting laneway transformations and activations on the world-stage.

CITY OF VANCOUVER

Events Permits

- Short-term – pilot project Alley Oop using Binner's Project as template.
- Mid-term – establish a similar turn-key event permit based on an established events layout for other laneway transformations.

Pedestrianization

- Short term – Pilot project temporary pedestrianization of Alley Oop. Apply parking restrictions in all laneway transformations.
- Short term – Waste & recycling collection coordination. o reduce impact of garbage and recycling vehicles on day-to-day laneway usage and activations.
- Mid-term – establish temporary pedestrianization for new laneway transformations.
- Long-term – look for opportunities for partial permanent pedestrianization where possible.

Development Permits for Laneway Transformations

- Short-term – Establish a clear and streamlined process for obtaining permits for new laneway transformations.
- Short-term – Support for design guidelines in laneway strategy.

Evolution of Zoning Policy

- Short-term – Future developments to consider laneway design guidelines.
- Long-term – Promote active frontage and commercial uses within the laneways (existing and future laneways.)

Funding & Stewardship

- Pay forward proceeds of event permits to fund future maintenance of transformed laneways.
- Assist in stewardship of laneways through promotion and support.

DEVELOPERS

- Meet intent of laneways design guidelines in new developments.
- Look for opportunities to provide active frontage and commercial uses along length of laneway (in partnership with city planning policy evolution)
- Sponsorship and funding opportunities for transformation, activation, and maintenance of laneways.

3.0 NEXT STEPS – ROADMAP

NEXT STEPS

This section contains both high-level strategic next steps for delivering the Laneways Strategy, followed by detailed timelines that outlines specific tasks required for each individual transformation and activation project. The below list summarizes the immediate actions needed to begin Phase 1.

- 1 DEVELOP OUTWARD-FACING STORYTELLING PRESENTATION MATERIALS.**
 - To obtain widespread report for Laneways Strategy.
- 2 OBTAIN CITY SUPPORT FOR PHASE 1 AND OVERARCHING STRATEGY.**
 - Share intent and develop roadmap for city processing and partnerships. Refer to call-out box for City policy's that the Laneway Strategy supports.
- 3 CONDUCT PARTNER OUTREACH FOR PRIORITY LANEWAYS IN PHASE 1.**
 - Use to determine viability, order/timeline for phase 1 transformations
- 4 PROCURE VENDORS/CONTRACTORS FOR PHASE 1 TRANSFORMATIONS - FOR LONG-TERM RELATIONSHIP BUILDING THAT DEVELOPS EFFICIENCY AND QUALITY E.G. LEDCOR**
- 5 SET ASIDE LANEWAYS STRATEGY FUNDING WITHIN DOWNTOWN VAN'S BUDGET**
 - See below table summarizing estimated 5 year capital and operational costs. See table below.
- 6 ENSURE INTERNAL STAFFING CAPACITY AT DOWNTOWN VANCOUVER TO MANAGE EACH OF THE TRANSFORMATION AND ACTIVATIONS WORKSTREAMS.**
 - Define roles and identify the individual work required to delivery this strategy. Consider who will be assigned to each role, and create a dedicated workstream for activations.
 - Aim for first program of events to take place in Alley Opp in summer 2024
- 7 FUNDING & PARTNERSHIP OPPORTUNITIES**
 - To address the deficit between the budget and the potential cost for transformations that are similar in quality to Alley Oop, investigate additional funding streams from municipal, provincial, and federal levels, as well as private investors.
 - This could be used for either the capital costs of transformations (higher profile so more appealing to private investors) or ongoing maintenance costs and activations/events.

Refer also to the checklist actions within Phase 1 Transformations & activations report section 2.

Year	Transformations budget (\$)	Activations Budget (\$)	Maintenance Budget (\$)	Total*
2024	\$160k	\$20k	\$62k	\$242k
2025	\$160k	\$20k	\$77k	\$257k
2026	\$170k	\$35k	\$77k	\$282k
2027	\$180k	\$45k	\$92k	\$317k
2028	\$190k	\$50k	\$108k	\$348k

Left Laneways Strategy - Current Planned DTV Budget (*currently allowed average \$280 per year)

Cost of Alley Oop in today's dollars would be approx:
\$200,000
 (currently \$55k for repaint cost)

TRANSFORMATIONS DELIVERY

Transformations are proposed in a rolling, staggered 18-month timeline in groups of three, as identified by the prioritization analysis that forms phases 1 & 2. Based on support from the Partner Outreach (tenant and building owner) the first laneway will be transformed in 2024. As part of the ongoing laneway transformation process we propose that an outcome of this first transformation is to create a dedicated City development permit process, supported by a series of design guidelines



City of Vancouver Policy that the Laneways Strategy supports:

Vancouver Plan 2050
 Direction 5.2: People-First Streets
 Create people-first streets by transforming road space to support population growth and the changing needs of residents and businesses.

Direction 9.6: Community Partnership
 Build and invest in community partnerships, fostering broader participation and social connection, and promoting resilient, community-led stewardship of public spaces

Downtown Public Space Strategy
2.1 For All, by All
 Provide public space that feels welcoming and safe for people of all ages, genders, backgrounds and abilities. Encourage people to create, activate and be stewards of public space.

2.3 Design for People
 Provide a high quality and well designed public spaces to support a rich range of experiences.

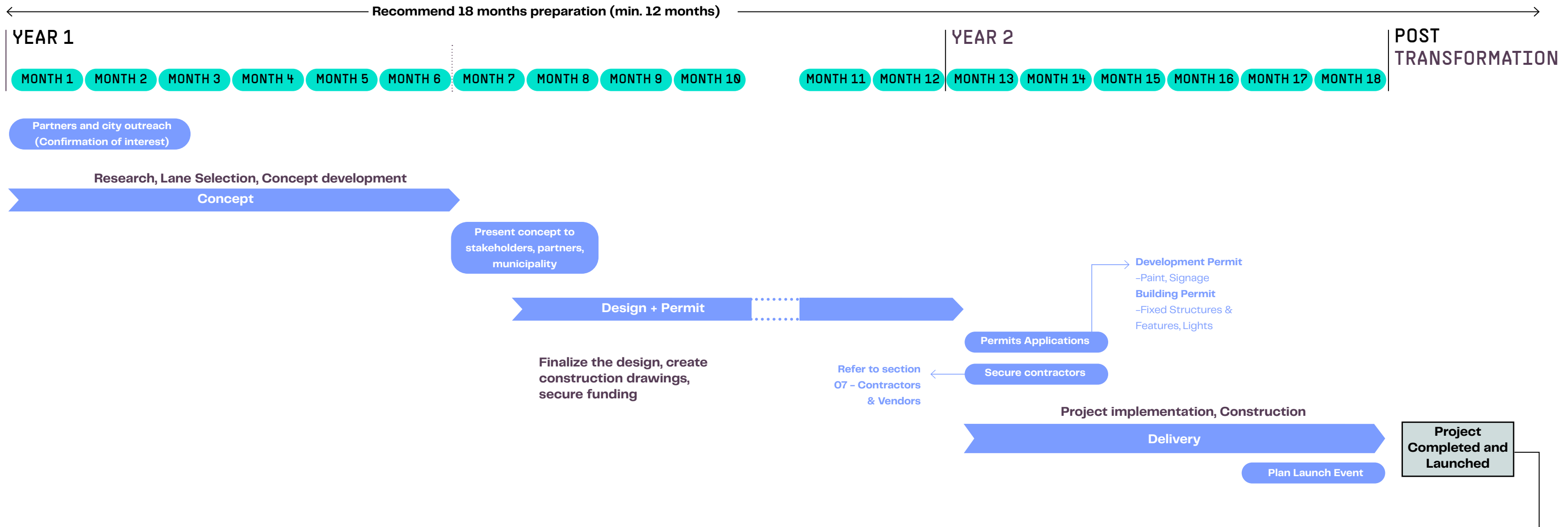
2.3.3. Make Streets 'Places'.
 Celebrate streets as public spaces that encourage public life, while maintaining transportation functions and other street uses.

2.6 Connecting Places
 Ensure that the public space network is well connected and easy to navigate for people walking, rolling and cycling

Vancouver Transportation plan 2040
W2 Public Spaces
 W2.1 Enable and encourage creative uses of the street
 W2.2 Create public plazas and gathering spaces throughout the city

TRANSFORMATION DETAILED TIMELINE

The below detailed workplan indicates the timeline and main tasks to complete one laneway transformation from start to finish and beyond.



POST TRANSFORMATION CONSIDERATIONS

After transforming an alley, there are several post-transformation considerations to ensure that the space remains safe, functional, appealing and that future alleys build on the successes and learnings of previous transformations. These considerations are crucial for the long-term success and sustainability of the laneway strategy.

MEASUREMENTS

Measurements is the data gathering process that allows objective tracking of a laneway transformation success in achieving the goals identified in the laneway strategy. A systematic, efficient system will be required to ensure that the process is sustainable and valuable in the long term. See page 14 for more details on metrics for success.

ACTIVATION

Frequent day to day activations and events hosting in the laneways will contribute to the sense of place and stewardship that the community foster towards those spaces. Activations will ensure that the alleys are used regularly and valued by all. See page 62 for more details on activation.

MAINTENANCE

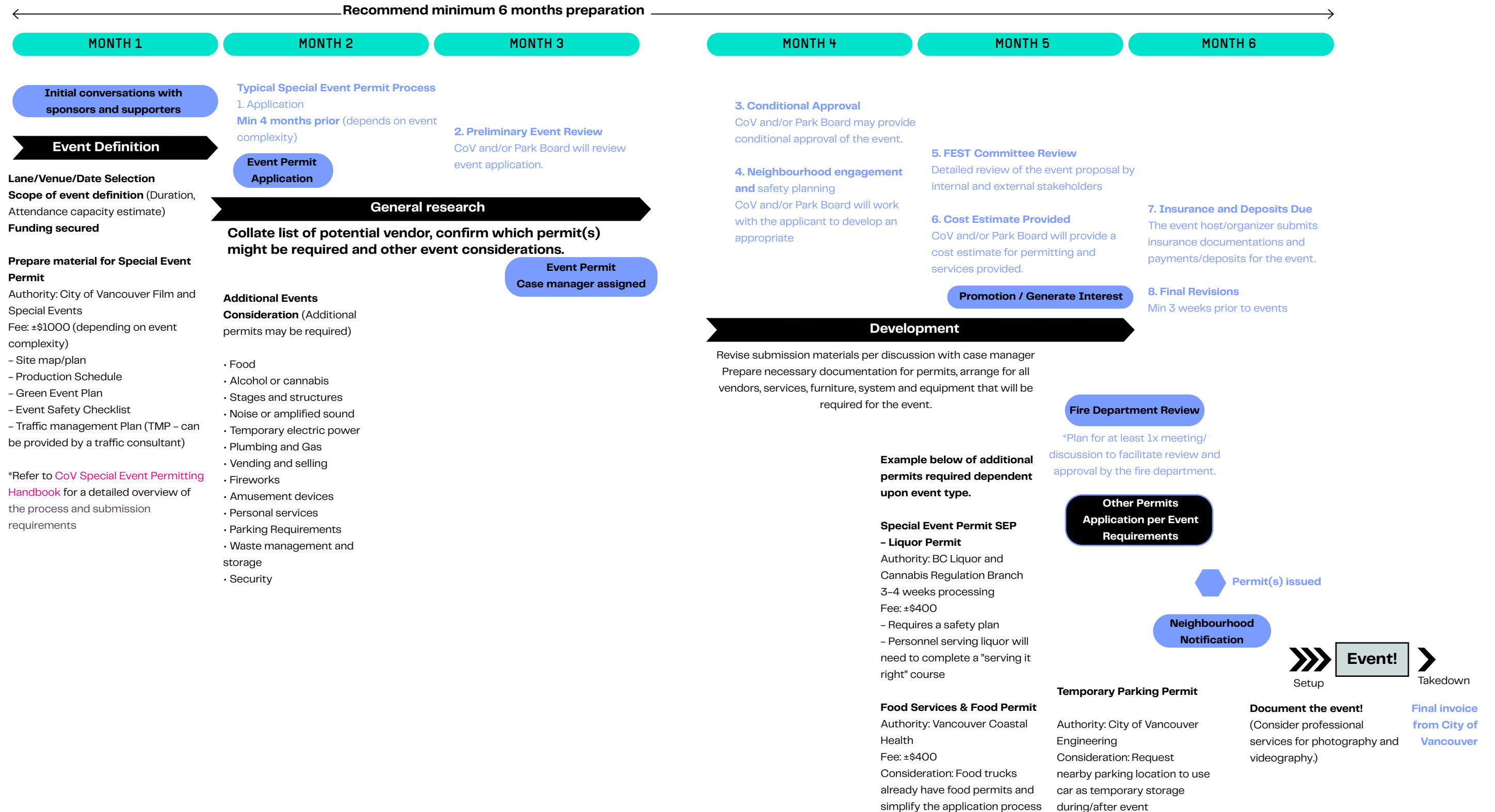
Regular cleaning, graffiti removal, and upkeep of painting and other transformation features are essential to keep the transformed alleyway attractive, safe and welcoming. Dedicated monitoring and funding should be secured, and low maintenance strategy should be considered at the design stage.

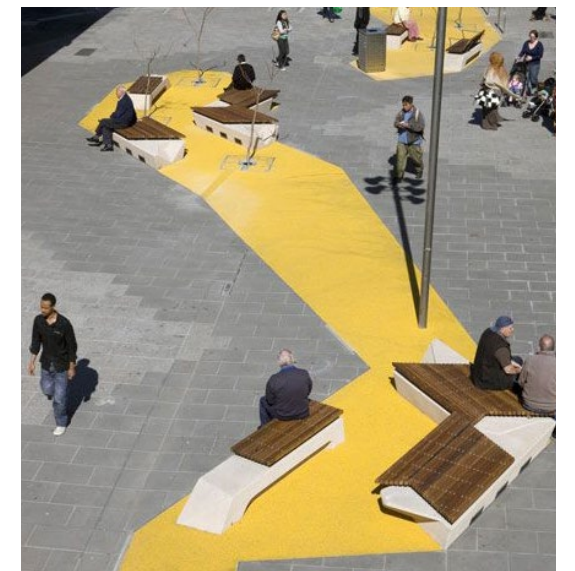
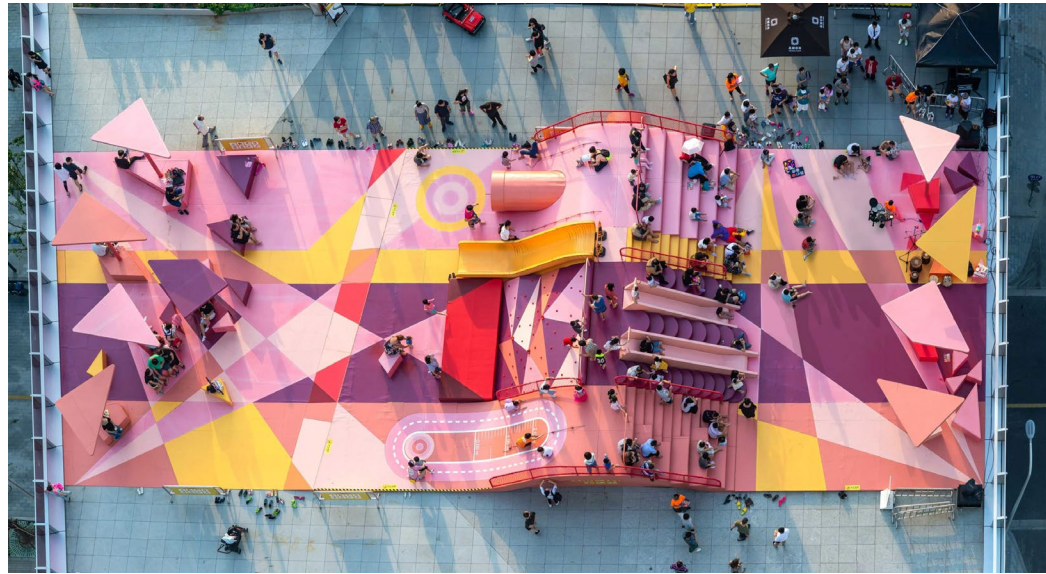
ADVOCACY

Advocacy through multiple spheres and levels of influences (municipal, provincial, private) will be key to ensure the laneway strategy is successful and sustainable. See Long-term Strategy & Opportunities on page 52 for more details.

ACTIVATION DETAILED TIMELINE

The below detailed workplan indicates the timeline and main tasks to complete one laneway activation or event from start to finish based on the latest experience with the Binner's project fundraising event in Summer 2023. Given the 6-month timeframe the current process takes, it is proposed that Downtown Van works with the City to obtain a repeat, multi-event permit that they manage based on a pre-determined layout and checklist for each laneway.





< This page has been left deliberately blank >

APPENDICES

APPENDIX A - DISCOVERY SUMMARY AND MAPPING

APPENDIX B- VISIONING WORKSHOP SUMMARY

APPENDIX C - LANEWAY PRIORITIZATION ANALYSIS

APPENDIX D - PHASE 2 LANEWAY TRANSFORMATIONS

< This page has been left deliberately blank >

APPENDIX A

DISCOVERY SUMMARY AND MAPPING

< This page has been left deliberately blank >

APPENDIX B

VISIONING WORKSHOP SUMMARY

APPENDIX C

LANEWAY SELECTION AND PRIORITIZATION ANALYSIS

Priority laneway selections for transformations in phase 1 & 2 of this strategy were made based on the results from a perception analysis study completed by hcma in September 2023. This analysis built on the work completed by Happy Cities in 2020, but refocused evaluation through the lens of each laneway's ability to meet the vision, principles, and goals of the 5-year strategy and an updated evaluation of refuse management and cleanliness. The latter were identified as key barriers in laneway transformation. We also increased the weighting of the negative effect of vehicular entrances due to the visioning framework identifying that the lack of pedestrianization/prioritization of people was a key barrier to the success of laneway transformations and activations. The updated analysis was combined with selected criteria from the Happy Cities laneway study to provide a final ranking score. Laneways that were located along Granville and Hornby Street were prioritized in phase 1 for their ability to build momentum and maximize impact from co-location. See Appendix D for further information on laneway rating analysis.

< This page has been left deliberately blank >

APPENDIX D

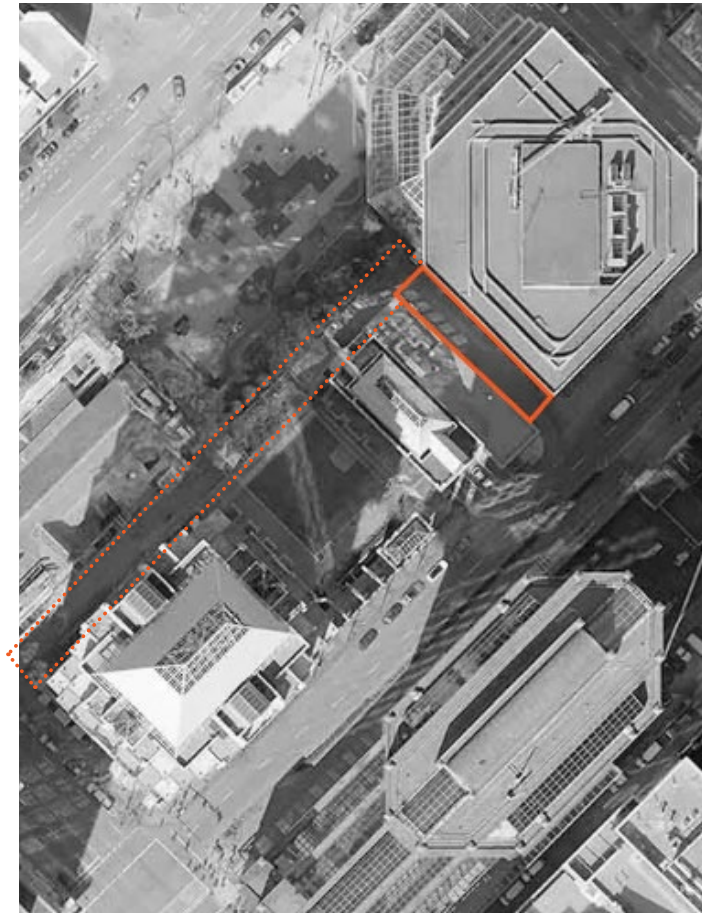
PHASE 2 LANEWAY TRANSFORMATIONS

E

E LANEWAY TRANSFORMATION

HORNBY LANEWAY - WEST-SIDE BETWEEN DUNSMUIR & GEORGIA

Located half a block from the Fairmont Vancouver Hotel and Vancouver Art Gallery north plaza, this has good visual connections to both these destinations and is in good existing condition, pleasant outlook, walkable and notable features include the connection to greenery from above in the Church grounds. The transformation is proposed on the short-leg of the L configurations, adjacent to Hornby Street and this area also has potential for partial or temporary pedestrianization. Challenges include integration of the existing mural (or sensitive replacement.)



▲ Aerial view



▲ View from Granville



▲ View from T intersection

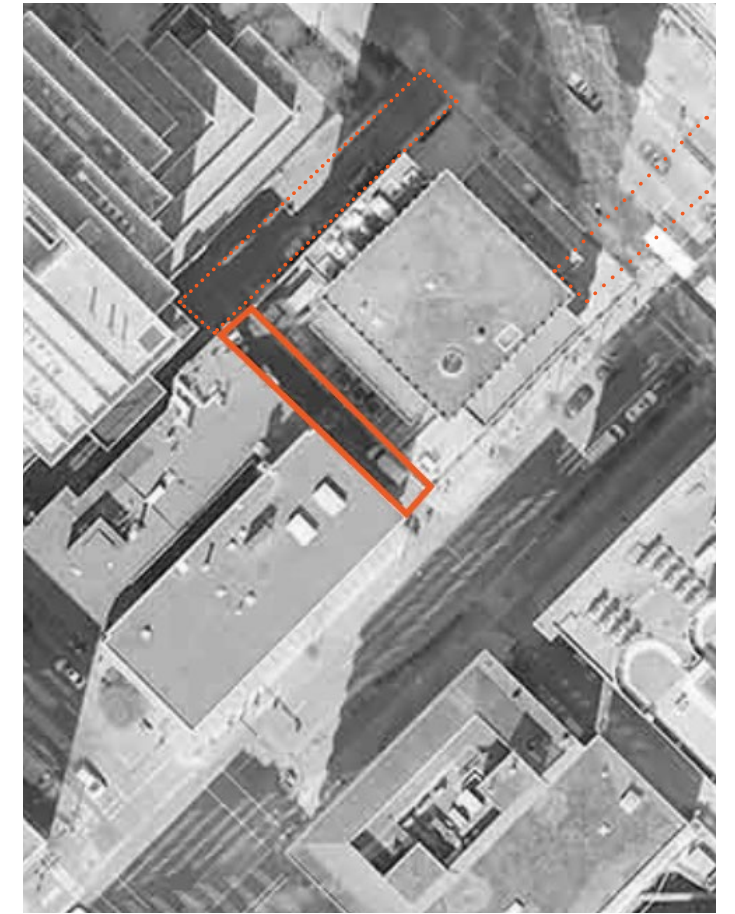
D

D LANEWAY TRANSFORMATION

HORNBY LANEWAY - WEST-SIDE BETWEEN HASTINGS & PENDER

To further establish the Hornby link between the Waterfront and Vancouver Art Gallery north plaza, two other laneways transformations have been identified between Hastings & Pender (D) and Dunsmuir & Georgia (E.) The cumulative experiential impact of up-to three interactive, visually striking public spaces along this route will form an exciting and vibrant gateway to the City and provide numerous possibilities for a network of events in peak spring/summer/early Fall. Refer to the vignettes on page 25.

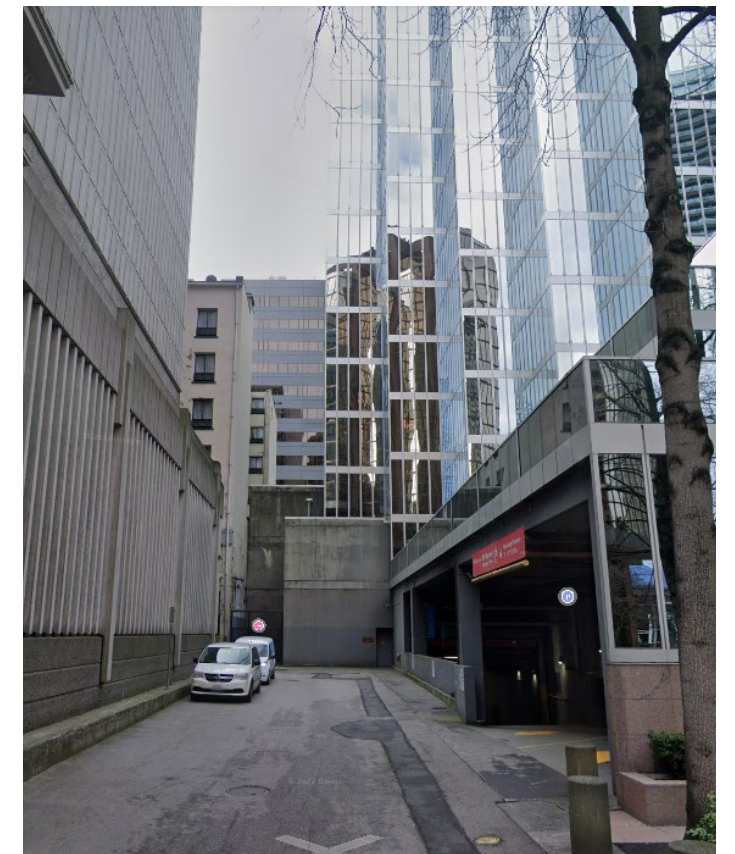
The opportunities of this laneway are its proximity to lot 19 and associated visual connection at the waterfront end of this link. There is also potential for partial pedestrianization at the Hornby side of the lane adjacent to the street. Challenges are the small scale, L-shaped configuration, and bland spatial qualities which will require creativity to transform.



▲ Aerial view



▲ View from Hornby



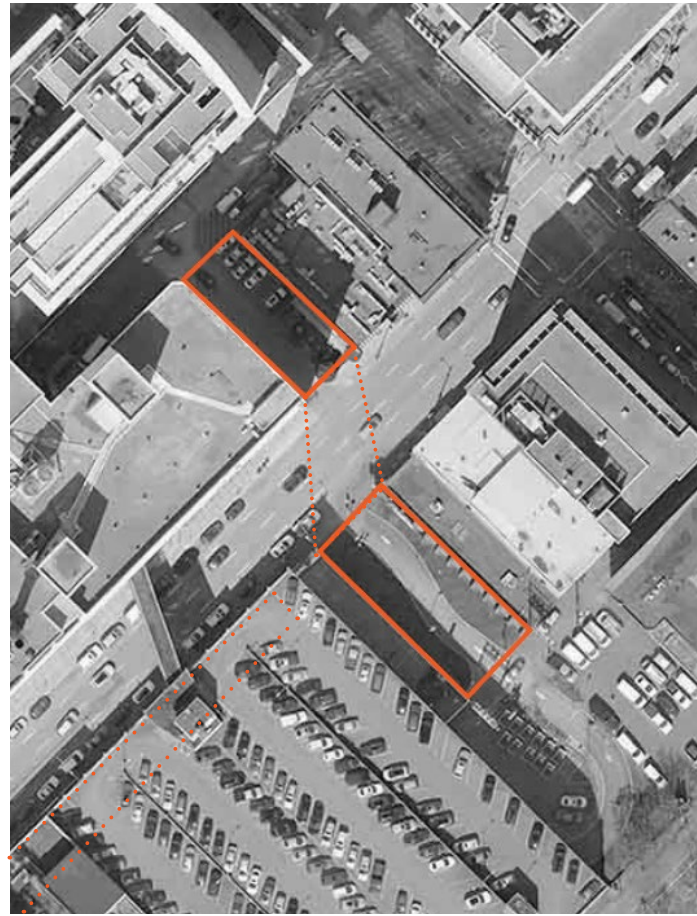
▲ View from Howe

F

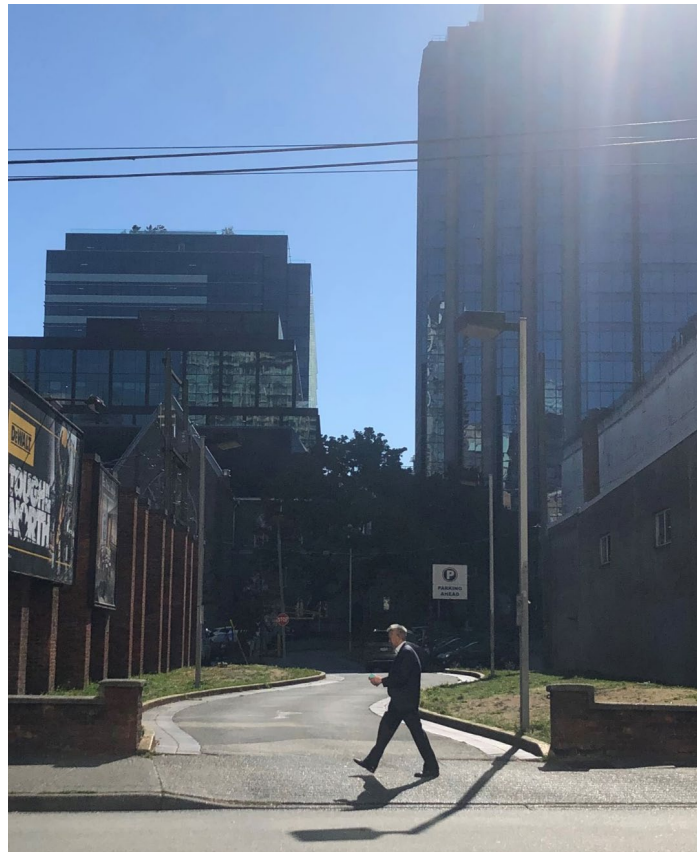
PHASE 2 - LANEWAY TRANSFORMATION

SEYMOUR LANEWAY - EAST AND WEST-SIDE BETWEEN DUNSMUIR & GEORGIA

These laneways both have unique characteristics - the west side adjacent to the much-love Gotham Steakhouse has one of the few remaining cobbled streets and is flanked on the other side by Hudson Bay. And the east side contains a whimsical winding path with lawn and brick sidewalls of small-scale retail spaces. The challenge is it's location off the main thoroughfare, which is why it was placed within phase 2, but their distinctive and quirky attributes lend themselves to becoming destinations once the phase 1 transformations are complete.



▲ Aerial view



▲ View from Hornby



▲ View from Howe



We are **hcma**. We believe human connections are the best path to solving the fundamental problems of our time.



Vancouver

400 – 675 W Hastings St
Vancouver BC V6B 1N2

604.732.6620
vancouver@hcma.ca

Victoria

205 – 26 Bastion Square
Victoria BC V6B 1N2

250.382.6650
victoria@hcma.ca

Edmonton

304 – 10110 104 St NW
Edmonton AB T5J 1A7

780.885.9609
edmonton@hcma.ca