



Plaza Stewardship Strategy Update

November 29, 2017

Update on the Plaza Stewardship
Strategy report to Council

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2015

- Initiate Jim Deva Plaza Stewardship Pilot
- Prepare broader Plaza Stewardship Strategy
- Allocate funding from Innovation Fund



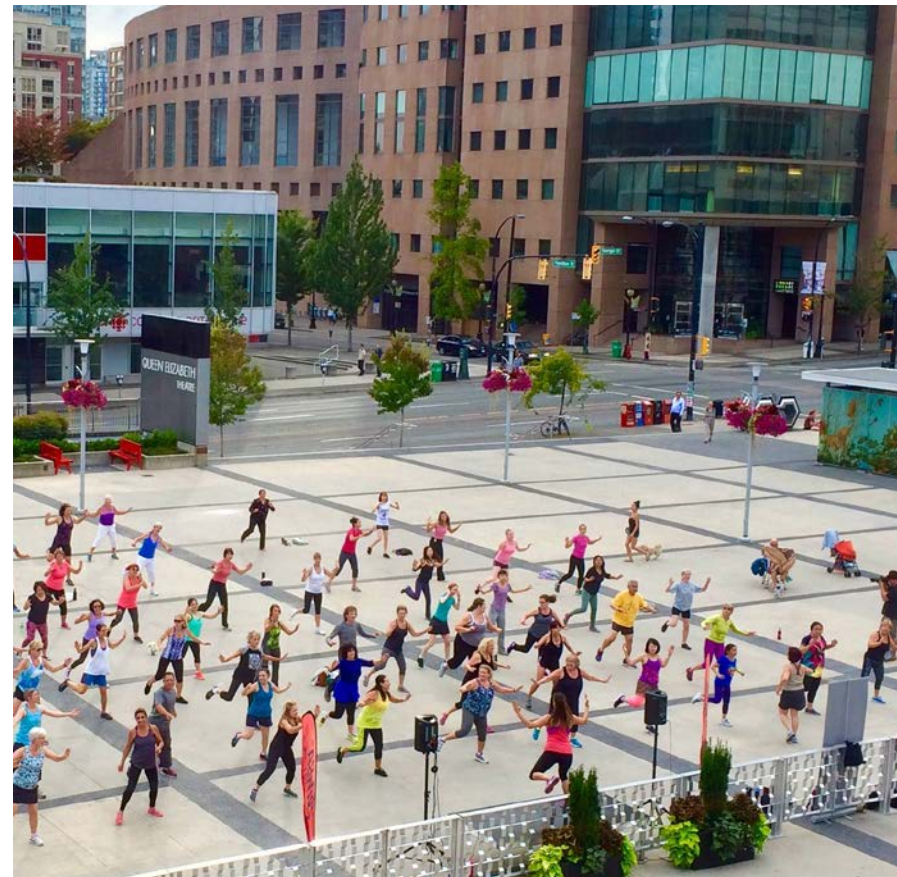
That Council approve grants from the remaining \$41,500 in the Innovation Fund allocated to plaza stewardship, in partnership with the following non-profit organizations:

- i.** \$20,000 to West End Business Improvement Association for Jim Deva Plaza;
- ii.** \$21,500 to the Downtown Vancouver Business Improvement Association for Ackery's Alley, Alley Oop and related public space monitoring.

What is a Plaza?



Napier Square Greenway

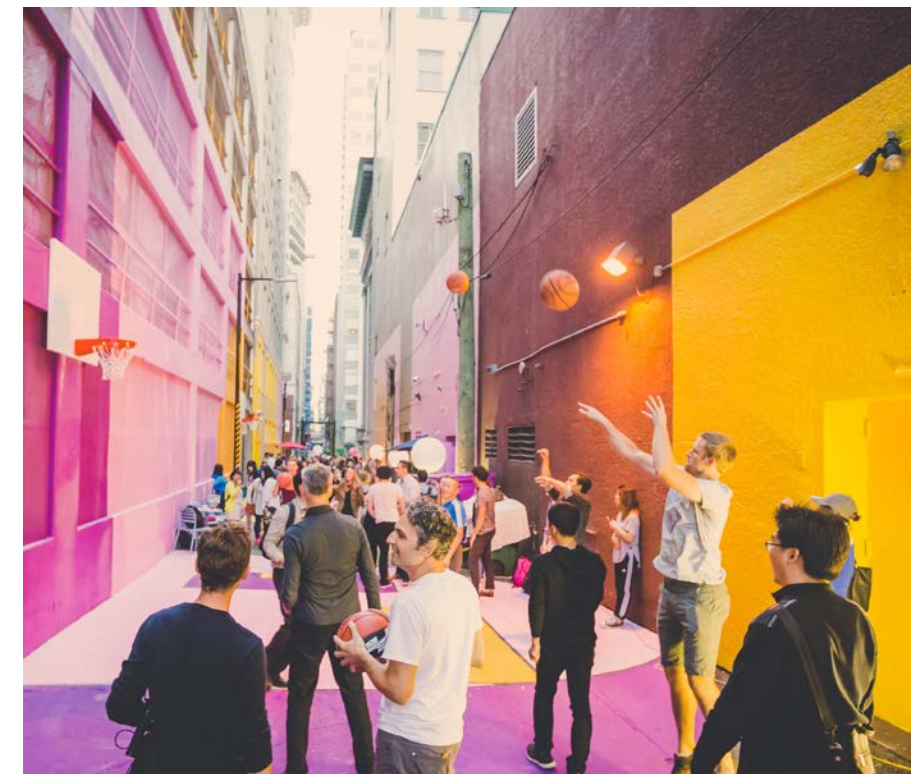


QE Theatre Plaza



Oceanic Plaza

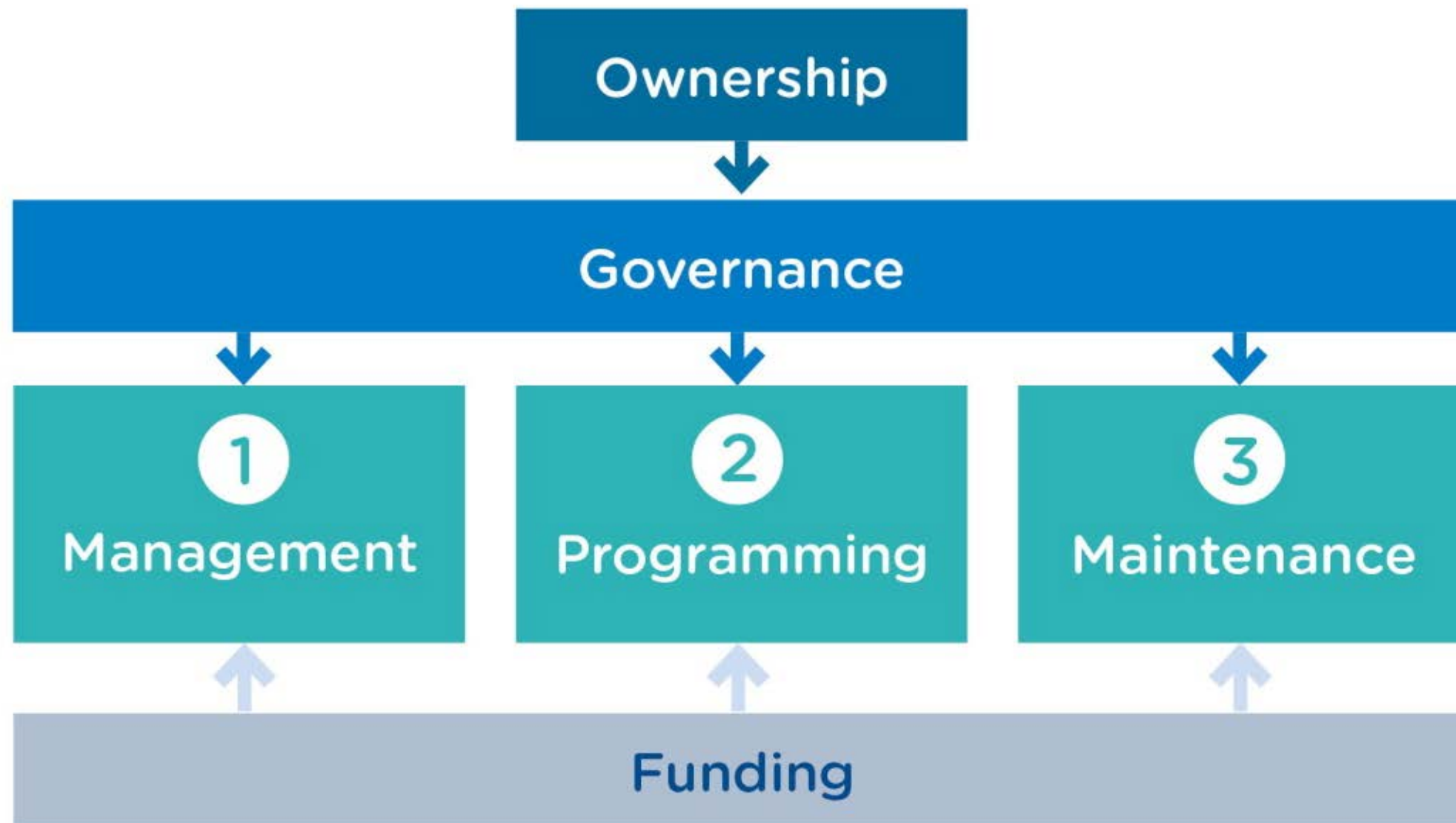
- Diversity of plazas across the city.
- Serve as places for gathering and social connection.
- Space for civic events and programming.
- Active laneways essentially serve as plazas.



Alley Oop Laneway

What is stewardship?

All plazas are unique and the level of stewardship that is required depends on the space.



The Need for Stewardship



Enables community
use and involvement

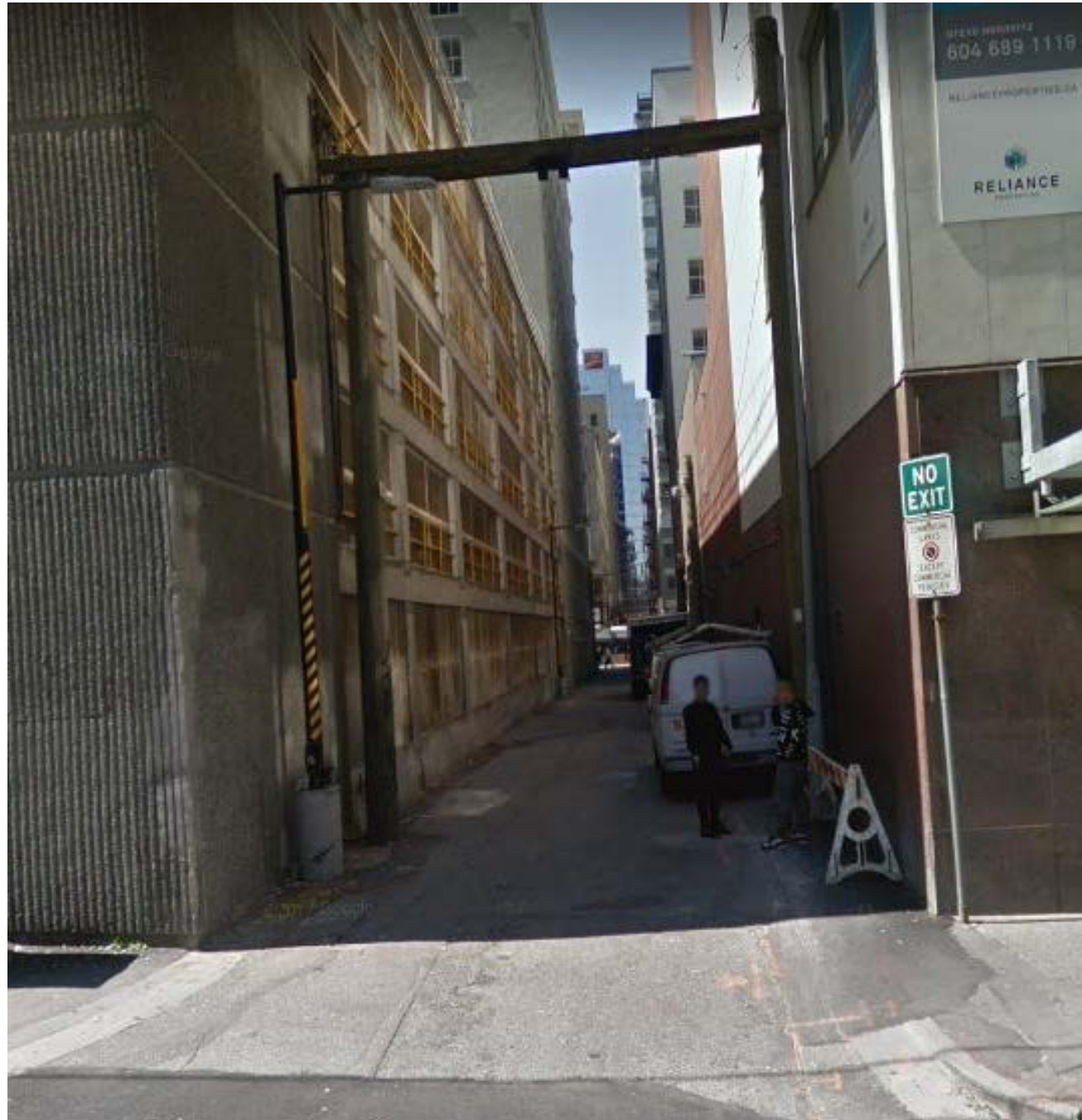
Inclusive and
accessible spaces

Care and
cleanliness

Opportunities to sit
and enjoy the city

The Role of Stewardship

Alley Oop: Before and After



Before: Average number of pedestrians per hour: **30**



After: Average number of pedestrians per hour: **73**

Partners

- Vancouver Foundation
- Downtown Vancouver BIA, West End BIA, Robson Street BIA and other BIAs
- Vancouver Public Space Network
- Hollyburn Properties
- Vancouver Civic Theatres
 - Grassroots Groups
- Neighbourhood Houses
 - Others

Funding source

- Innovation fund
- Capital projects
- VIVA budget
- Operational budget
- Partner contributions

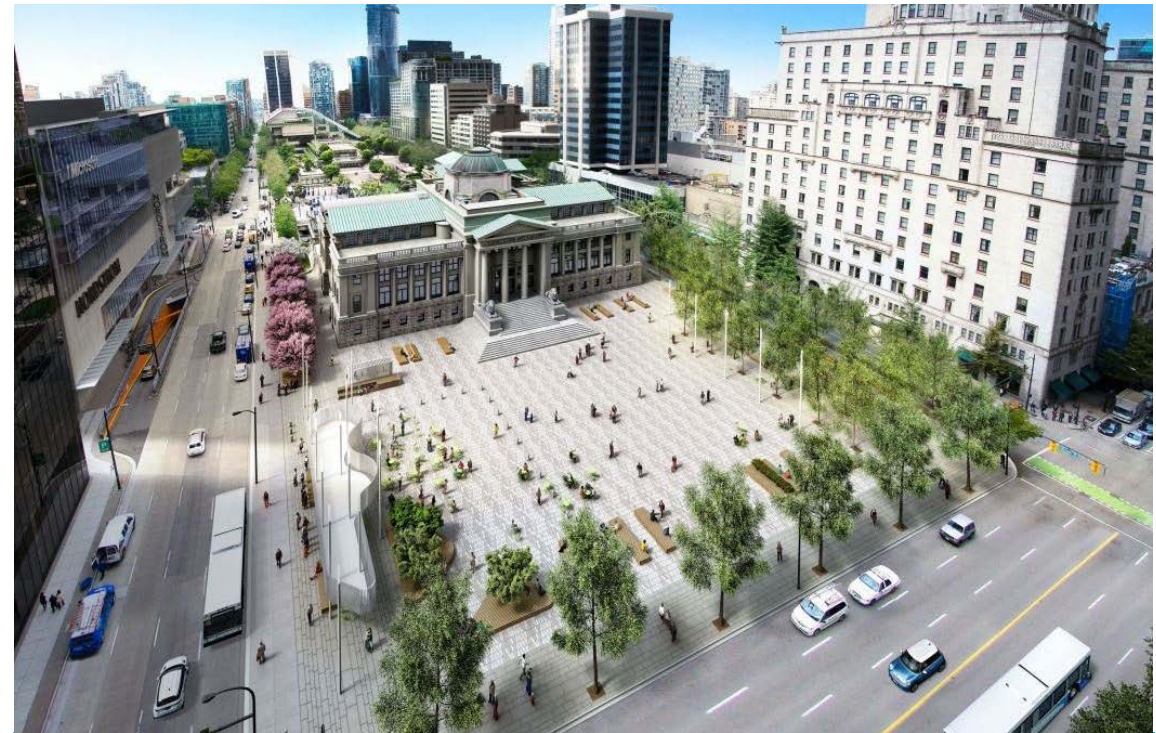
Work To-Date



Different Stewardship models



Community Partnership
e.g. Jim Deva Plaza



Institutional
e.g. Block 51



Grassroots
e.g. Napier Greenway



**Privately-owned Public
Spaces** e.g. Oceanic Plaza

1. Community Partnership Model

Jim Deva Plaza

- Key pilot to test stewardship
- West End BIA key partner
- Oversight Committee represent diversity of views
- 113 events since opening
- A range of community groups using space

Recommend:

- Continue pilot into 2018
- Allocate \$20,000 grant



1. Community Partnership Model (continued)



Bute-Robson Trial Plaza



2. Institution-based Model



East Wing Plaza



Block 51

(Vancouver Art Gallery North Plaza + Robson
800 Block)

3. Grassroots Model



Vernon-Adanac Trial Plaza



Photo credit: Britannia Neighbours

Napier Plaza Greenway

4. Privately-Owned Public Spaces



Oceanic Plaza / Perch Program



Perch Program

Recommendation:

- Continue partner support



Laneway Activation Program

- Allocate \$21,500 grant



Next Steps:

- Continuing support and testing of plaza pilots.
- Extend Jim Deva Plaza stewardship pilot.
- Undertake public engagement.

Deliverable:

- Plaza Stewardship Program

Report back 2018

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Thank you.