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**To:** "Direct to Mayor and Council - DL" <[CCDTMACDL@vancouver.ca](mailto:CCDTMACDL@vancouver.ca)>

**Date:** 6/27/2017 10:14:07 AM

**Subject:** Places for People: Downtown - June 2017

**Attachments:** Places for People Downtown - Council Update Memo - June 2017.pdf

Greetings Mayor and Council,

Please see the attached memo from Gil Kelley which provides an update on the upcoming launch events and public engagement for Phase 1 of **Places for People: Downtown**. A short summary of the memo is as follows:

- On March 29, 2017 Council approved an 18-month work program to prepare a public space strategy for the downtown.
- The official public launch and media event to kick off the initiative will be on **July 29, 2017, from 11:00 am to 1:30 pm at 800 Robson**
- During July and August 2017 there will be a variety of opportunities for public engagement in the process, including the City's first ever Public Space and Public Life Study.

Please reach out to me or Gil if you have questions or comments.

Best

Sadhu

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## MEMORANDUM

June 23, 2017

**TO:** Mayor and Council

**CC:** Sadhu Johnston, City Manager  
Paul Mochrie, Deputy City Manager  
Wendy Au, Assistant City Manager  
Janice MacKenzie, City Clerk  
Lynda Graves, Manager, Administration Services, City Manager's Office  
Rena Kendall-Craden, Director, Communications  
Kevin Quinlan, Chief of Staff, Mayor's Office  
Katie Robb, Director, Communications, Mayor's Office  
Naveen Girn, Director, Community Relations, Mayor's Office  
Karen Hoesel, Acting Assistant Director, Vancouver Downtown Division  
Michael Gordon, Senior Planner, Vancouver Downtown Division  
John Grottenberg, Planner, Vancouver Downtown Division  
Thomas Daley, Planner, Vancouver Downtown Division  
Jerry Dobrovolny, General Manager of Engineering Services  
Margaret Wittgens, Director, Public Space and Street Use, Engineering Services  
Jenniffer Sheel, Branch Manager, Street Activities, Engineering Services

**FROM:** Gil Kelley, General Manager of Planning, Urban Design and Sustainability

**SUBJECT:** Places for People: Downtown - Phase 1

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Dear Mayor and Council,

This memorandum provides an update to Council on the upcoming launch events and public engagement for Phase 1 of **Places for People: Downtown**.

No action is required by Council. This memo is for information only.

### BACKGROUND

Currently there is no comprehensive strategy that provides guidance on the planning and delivery of downtown public spaces.

On March 29, 2017 Council approved the 18-month work program and 2017 funding to prepare a public space strategy for the downtown (“Downtown Places and Spaces Strategy”). The strategy will provide a framework to shape a vibrant public space network and coordinate public space delivery in downtown over the next 30 years.

As the first phase of a public space strategy for the broader City Core area, it will include the Central Business District, Coal Harbour, West End, Downtown South, Yaletown, False Creek North and Northeast False Creek. It is anticipated that future phases will include the Downtown Eastside and False Creek Flats, and the communities south of False Creek.

The strategy is a complementary initiative to the Park Board’s Parks and Recreation Master Plan (“VanPlay”), which focuses on parks.

## DISCUSSION

“Places for People: Downtown” is the planning process for the downtown public space strategy. Public and stakeholder engagement will be innovative and inclusive, and there will be a variety of ways that residents, community organizations and businesses in downtown’s diverse communities can get involved in shaping the strategy.



As part of engagement, staff will work with the VIVA Vancouver program to test concepts and ideas in public spaces as “Action While Planning” pilot projects. This and other initiatives will include partnerships with community groups, business improvement associations, and other partners, such as the Vancouver Public Space Network.

### Phase 1 Engagement Events and Activities

Phase 1 of the process is the public launch of the initiative. This phase will include broad engagement to inform the vision, values and guiding principles for the strategy, as well as the summer Public Space and Public Life Study (see below). Engagement events will be held within a variety of downtown public spaces to provide opportunities for input from a range of residents, workers and visitors. Information displays will be distinctive and colourful and will include playful seating elements and signage.

During July and August 2017, opportunities for public engagement will include:

- Launch events in four locations throughout downtown;
- Smaller scale “pop-up” engagement events;
- Survey;
- Favourite places mapping;
- Walking tours (guided and self-guided);
- “Action While Planning” pilot projects and other partnership initiatives;
- Public Space and Public Life Study; and,
- Social media.

Launch events:

Area	Date	Time	Event Location
Central Business District (Media Event)	June 29, 2017	11:00 am to 1:30 pm	800 Robson

Yaletown	July 6, 2017	4:00 pm to 6:00 pm	Bill Curtis Square (adjacent Yaletown Canada Line Station)
Coal Harbour	July 8, 2017	11:00 am to 2:00 pm	Coal Harbour Park (480 Broughton Street)
West End	July 13, 2017	3:00 pm to 6:00 pm	Jim Deva Plaza (Davie and Bute Streets)

### Launch: Media Event

The official public launch and media event to kick off the initiative will be on July 29, 2017, from 11:00 am to 1:30 pm at 800 Robson. At 11:30 am, I will provide remarks to introduce the Places for People: Downtown initiative. Charles Gauthier, President/CEO of Downtown Vancouver BIA, has also been invited to speak.

Members of Council are invited to attend this and other events throughout the summer.

### Public Space and Public Life Study

In late August, the City's first ever Public Space and Public Life Study, led by a consultant, will assess how people use public space in approximately 20 locations throughout the downtown. Intercept surveys will be used to gauge the public's level of satisfaction with these spaces. The study will also assess the quality and physical characteristics of the downtown public space network. Staff will recruit community volunteers to conduct the Public Life Study, which will be repeated in early 2018 to assess seasonal variations in how people use public spaces.

### Next Steps

In late 2017 staff will report back to Council with a progress update, including key public engagement findings and initial results from the Public Space and Public Life Study, as well as the work program budget and funding required for 2018.

For more information about the initiative, please visit [vancouver.ca/placesforpeople](http://vancouver.ca/placesforpeople) (the webpage will be live early next week). Note: the hashtag #PlacesForPeopleVan will be used for social media.

If you have any questions about Places for People: Downtown, please do not hesitate to contact me or Karen Hoese, Acting Assistant Director, Vancouver Downtown Division.



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GK/jg