

From: **"Mochrie, Paul"**

To: **"Direct to Mayor and Council - DL"**

Date: 2024-06-12 8:56:25 AM

Subject: Upcoming news release: Gastown construction update (June 12, 2024)

Dear Mayor and Council,

I am writing to inform you that later this morning the City will be issuing the below news release regarding the completion of Gastown construction.

The release provides information about the construction and the on-site preparations that are underway as we approach this summer's Water Street Pedestrian Zone pilot.

If you'd like to help spread the word about the end of construction, welcome everyone to come to Gastown to enjoy the re-opened Maple Tree Square, and help drum up excitement for the upcoming pilot, below is some messaging and ideas for creating your own social media posts.

Key messages:

- Maple Tree Square repairs are now complete—on time and in advance of this summer's Water Street Pedestrian Zone Pilot.
 - Thank you all of the Gastown businesses and residents for their patience while we completed this important work.
- As we transition from construction to the pilot, Maple Tree Square is now fully open to pedestrians and cyclists but will remain closed to vehicles to allow visitors a safe and comfortable environment to enjoy the neighbourhood, take in performances, shop, and dine in the heart of Gastown.
- This July and August, Water Street will be transformed into a vibrant space for walking, local business, culture, community-building, biking and rolling.

Social Media:

Some fun, playful signs about the pilot are posted throughout Gastown. We welcome you to head down and take a photo of yourself with the signs for your social channels.

Here are some inspiration photos from our staff team:



Please also see some suggested taglines you may wish to adapt in your social posts that align with the Water Street Pilot branding:

- We're cobbling together some fun.

- Soon, we will be walking on water.
- Coming this July and August: art, eats and pedestrian friendly streets.
- Coming July and August - Get ready to walk'n roll.

Maria will reply to this email with the relevant Vancouver.ca link and social media links, once these are live, but our channels will feature Water Street content throughout the summer.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x m k y m (Musqueam), S wxwú7mesh (Squamish), and s lilw ta (Tsleil-Waututh) Nations.

City of Vancouver
News release
June 12, 2024

Media availability and note to editors

Lisa Parker, Director of Public Space and Street Use, will be available for interviews today from 1:00 pm to 2:00 pm. To book an interview, please contact media@vancouver.ca. To download Gastown images and maps, click here ([link to google drive to be added](#)).

Gastown Repairs now complete setting the stage for this summer's Water Street Pedestrian Zone Pilot

Repairs to Maple Tree Square are now complete, on time and in advance of this summer's Water Street Pedestrian Zone Pilot. The City thanks all of the Gastown businesses and residents for their patience while we completed this important work.

Damaged brick pavers and asphalt patches in the roadway were removed and replaced with new brick pavers to make the street safer and easier to use. The iconic red bricks were originally installed in the 1970's as a way to beautify the area. Similar to the original construction, these bricks were [installed by hand](#), section by section.

As we transition from construction to the pilot, Maple Tree Square is now fully open to pedestrians and cyclists but will remain closed to vehicles to allow visitors a safe and comfortable environment to enjoy the neighbourhood, take in performances, shop, and dine in the heart of Gastown.

“What’s happening in Gastown is really exciting stuff – now that construction is done, the fencing is down and summer weather is upon us, Maple Tree Square and Water Street are ready to shine as a patio, community and business hot spot,” said Mayor Ken Sim. “I'd like to personally invite everyone to come down to Gastown to walk, shop, eat and take in everything this iconic neighbourhood has to offer.”

This work is part of a \$10 million Capital Plan investment for rehabilitation and improvements to Gastown's streets and public spaces which includes \$1.1 million dollars for recent Maple Tree Square repairs.

Water Street Pedestrian Zone Pilot

This July and August, Water Street will be transformed into a vibrant space for walking, local businesses, culture, community-building, biking and rolling. Starting this week, City crews will begin on-site preparations with additional traffic management and installation of signage, furniture, patios and other features.

“With the brick repairs now complete, we are excited to begin transforming Water Street into a vibrant pedestrian zone with expanded patios, merchandise displays, plenty of seating and art and storytelling features courtesy of the S w̓x̓l̓u817 _w̓ú7mesh (Squamish) and the s̓ lilw̓ ta (Tsleil-Waututh) First Nations,” says Lisa Parker, City of Vancouver Director of Public Space and Street Use. “The City is working to ensure Gastown is safe and welcoming for everyone throughout the pilot, which includes activating the street as well as enhanced sanitation and cleaning services, community safety and peer support.”

Tips for visiting Gastown

- Locals, visitors and cruise ship passengers are encouraged to pop by the Destination Vancouver kiosk at the corner of Water Street and Cordova Street to discover everything Gastown has to offer.
- Walk, bike, roll, or take transit whenever possible.
 - Check out our [transit and cycling map](#) to find the best routes and visit translink.ca/alerts for more information.
 - [Get a free transit pass courtesy of the Gastown Business Improvement Society](#)
- If you're driving to Gastown, there is plenty of parking available including 280 on-street parking spots and 2,800 off-street parkade options.
 - Check out our [parking map](#) to learn where to park.
 - [Take advantage of free parking \(3 hours, once per week\) at the EasyPark 151 Cordova St Parkade courtesy of the Gastown Business Improvement Society](#)
- Plan ahead, [follow all detours](#) and obey “No Parking” signs in the area.

Background

In spring 2023, Council directed staff to proceed with urgent, interim repairs to Gastown streets and sidewalks, develop a Public Spaces Plan to guide investments and planning for the future of public spaces in Gastown, and explore pedestrianizing Water Street to support vibrant public life.

For more information on all Gastown related projects, visit vancouver.ca/gastown.

Media contact:

Civic Engagement and Communications
media@vancouver.ca