VIVA VANCOUVER
Greenest City 2020
Transportation Plan 2040
WHAT:
- Variety of high quality short-term public spaces

HOW:
- Temporarily transforming select road spaces

WHY:
- To create a more vibrant street culture
VIVA Vancouver Ad Campaign

STEP 1.
Get there.

STEP 2.
Relax and enjoy.

STEP 3.
Repeat with friends.

Images used in 2011 VIVA advertising campaign
vancouver.ca/viva
No ‘one size fits all’ approach

Scale

LOCATION
- Neighbourhood
- Street type

Frequency Activities
Key variables dependent on context

1) Frequency
   - daily
   - once/week
   - once/month
   - once/year

2) Scale
   - Number of blocks
     - X
     - 1
     - 2
     - 3
     - 4
     - 5
     - 6
     - 7
     - 8

3) Activities
   - active living
   - cafe seating
   - children's activities
   - farmers market
   - secondary seating
   - buskers & artists
   - display booths
   - music
   - food vendors
MODEL #1: RECURRING PUBLIC SPACES

- Appear for day on a regular weekly basis
- Develop a destination-like character
- Have elements that can mobilize + demobilize quickly
- Offer pedestrians variety on a consistent basis
- Require significant ongoing coordination and resources
Downtown Granville St. Pedestrian Weekends

Type of street: commercial street
Scale: 5 blocks
Freq.: 2-3 days/wk.
Duration: 25 days out of 11 weeks
Total public space created: 120,000 m²
Partners: DVBIA & TransLink
Livable Laneway Market

Type: commercial laneway
Amt. of roadway: 1 block
Freq.: 1 day/wk.
Duration: 3 days in 3 weeks
Total public space created: 700 m²
Partners: Livable Laneways + Van. Design Nerds
Movable palette seating for laneway market

Hula hoop installation, Lee Building
MODEL #2: ROAMING PUBLIC SPACES

- Appear as spontaneous, ‘stumble upon’ spaces
- Elements that can mobilize + demobilize VERY quickly
- Few hours
- Opportunity to re-imagine road spaces through unexpected transformations
MODEL #3: SEASONAL PUBLIC SPACES

- Remain in place **everyday** for a period of time
- Structural / design element introduced to the space
- Sojourning: slow down, sit, relax, people watch
- On-going relationship between space & neighbourhood
- Resource demands are primarily upfront

‘Parallel Park’, 2011
PARALLEL PARK

Type: on-street parking spots
Amt. of roadway: 2 parking spots
Freq : everyday
Duration: ongoing
Total new public space created: 50 m²/day
Partner: Travis Martin, designer
PICNURBIA – DOWNTOWN CORE

PICNURBIA, 800 Robson St., Aug. 2011
Type: commercial street
Amt. of roadway: 1 block
Freq: everyday
Duration: 24 days
Total public space created: 13,294 m²
Partner: Loose Affiliates
MONITORING PROGRAM

1. Behavioural mapping
2. Pedestrian counts
3. Intercept questionnaires
4. Resident questionnaires
5. Business community questionnaire
6. Time-lapse photography
7. Partner debrief interviews
FINDINGS FROM BUSINESS SURVEYS

- Over 70% of DT businesses surveyed were supportive or felt neutral about VIVA Vancouver
- 70% of DT businesses on Granville St. surveyed saw an increase in foot traffic to their stores
FINDINGS FROM PARALLEL PARK RESIDENT SURVEY

- Over 60% of respondents said the addition of the space improved the neighbourhood.
- 44% said that the structure should return next year in the same location.
- 27% said keep the structure year-round.
SUCCESSES

- 140,000 m² of temporary public space
- Residents like VIVA
- Business community supports VIVA

LESSONS LEARNED

- Quality vs. quantity
- Challenges: finding partners with capacity vs. building capacity
- Momentum & staying power

Moveable seating, Granville St. pedestrian corridor, 2011
vancouver.ca/viva
BENEFITS OF VIVA VANCOUVER

- Platform for public space experimentation & innovation
- People stopping to socialize & engage in positive behaviour
- More vibrant streets
- Encourage active modes of transportation
THINGS TO WORRY ABOUT AT VANCOUVER'S NEW POP-UP CITY CENTRE BEACH

Conquistadors

Wreck Beach overflow

Busters Towing