

Report to Council



Date: 5/30/2016
File: 1120-21-010
To: City Manager
From: J. Säufferer, Manager, Real Estate Services
Subject: Project Update - Public Placemaking (Bernard Avenue Laneway)
Report Prepared by: B. Walker, Property Officer II

Recommendation:

THAT Council receives for information the Report from the Manager, Real Estate Services, dated May 30, 2016, with respect to updating Council on the status of the Bernard Avenue Laneway project;

AND THAT Council support temporary site improvements associated with the Bernard Avenue Laneway project in 2016;

AND FURTHER THAT Council support staff in further exploring the concept development and construction budget for a finalized Bernard Avenue Laneway initiative in 2017.

Purpose:

To update Council on the progress made on the Bernard Avenue Laneway project, and to provide Council information with respect to the proposed 2016 temporary site improvements and the proposed 2017 permanent site improvements intended to rejuvenate the Bernard Avenue Laneway.

Background:

Where We Left Off

In November 2015, Council endorsed the creation of a project team to explore a placemaking¹ initiative for the Bernard Avenue laneway, an underutilized public space in the heart of downtown. The analysis of placemaking options for the Bernard Avenue laneway was to include a review of the following key components:

¹ For more on Placemaking, see http://www.pps.org/reference/what_is_placemaking/

- the advantages and disadvantages of various levels of programming and animation of the laneway;
- the projected construction costs associated with the various options for revitalizing the laneway;
- the advantages and disadvantages of the various land tenure possibilities associated with animating the laneway (e.g. leasing the land, selling a portion of the land, etc.);
- potential revenue opportunities for the laneway (e.g. activity concession, food and beverage concession, etc.); and,
- the extent to which the various placemaking initiatives resonate with the local community, stakeholders, and the public.

This report follows a comprehensive review of placemaking alternatives for the Bernard Avenue laneway based on the principles above, and summarizes next steps as proposed by staff.

Where We Are Now

Staff and the project team have been working with local stakeholders, such as the Downtown Kelowna Association (DKA), ARTSCO, Kelowna Ballet, UBCO Arts / Education, Urban Development Institute (UDI) Under 40 Group and local business owners to review the projects goals and objectives in order to create a 'sense of space' that meets the previously noted principles. Key items addressed by the project team include the following:

- discussions with the local arts community to confirm that the laneway will provide an opportunity to showcase artistic talents through visual and performing arts in an outdoor urban environment, and to educate people on the importance of the arts in the community.
- discussions with the DKA and local businesses owners to ensure the business community is well represented and that any concerns they may have with the placemaking initiative are identified in the programming and concept design. This includes the extent to which a potential commercial use of the laneway competes with local businesses.
- discussions with the RCMP to ensure use of the laneway - particularly during the evening/late night - meets public safety concerns.
- discussions with the UDI Under 40 group to provide the various professional services necessary to delivering the completed project on a volunteer basis.

Based on the consultation completed to date, staff and the project team are proposing to move forward with a multi phased approach for the implementation of the placemaking initiative, as this allows for a base level of improvements to take place in the laneway this year and provides an opportunity for members of the community to provide input on how to improve the uses and programming of the laneway prior to a permanent implementation in 2017. Accordingly, 2016 will see a temporary installation focused on cleaning up the laneway, opening up the space to pedestrians and observing how people use the space (i.e. letting the

space start to reprogram itself). Key dates and details with respect to work proposed for this year include the following:

- June 3-4: Laneway clean up and temporary installation
 - Removal of debris and garbage in the laneway.
 - Pressure washing the buildings and laneway.
 - Closing the laneway to vehicular access.
 - Stringing lights between the adjacent buildings.
 - Painting a fun and vibrant pattern on the existing asphalt.
- June 16: Soft opening
 - Soft opening of the Laneway in conjunction with DKA's Small Shop at Night.
 - Potential for live musical performance and food service.
 - Project team staff to be on hand to talk about placemaking and answer any questions that people may have.

Moving Forward

The project team's intent is to implement a permanent placemaking initiative in 2017, incorporating the lessons learned and input received in this year to ensure that the long-term project is completed in a manner that maximizes the benefits to the local community. As such, staff intend to return to council with a report outlining the proposed finalized Bernard Avenue laneway concept plans, including a summary of the associated cost impacts, in Summer/Fall 2016. The report will also update council on the success/feedback received from the 2016 installation and soft opening event.

Internal Circulation:

Manager, Urban Planning
Manager, Development Engineering
Manager, Transportation & Mobility
Manager, Long Range Policy Planning
Manager, Grants & Partnerships
Manager, Cultural Services
Divisional Director, Active Living & Culture

Considerations not applicable to this report:

Financial/Budgetary Considerations:
Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Personnel Implications:
External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by: J. Säufferer, Manager, Real Estate Services

Approved for inclusion: D. Edstrom, Director, Real Estate

Attachments: 1. PowerPoint Presentation

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