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BIA Name:

Downtown Vancouver Business Improvement Association

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Project Title:

Bute-Alberni Plaza & "Waterways" Street Mural

Q5

Placemaking

Category:

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Project Description:

The Bute-Alberni plaza is the transformation of a road closure used for social distance queuing into a temporary pop-up plaza with outdoor seating, large planters, and colourful Coast Salish art (Downtown's first street mural).

Q7**Audience:**

The Bute-Alberni plaza serves a mix of workers in the Central Financial District area, residents of the Coal Harbour community, and retail shoppers from Robson street. This pop-up plaza is a public amenity and available for everyone to enjoy. During the pandemic, outdoor space is needed more than ever before – the pop-up plaza activates road space for the community to use for their well-being and to support local businesses.

Q8**Implementation:**

Starting at the end of May, the DVBIA reached out to the City of Vancouver to inquire about a new road closure at Bute-Alberni which made space for physical distancing queueing outside the BC Liquor Store. The DVBIA saw opportunities for enhancement of the road closure as a temporary pop-up plaza and started the process of providing the city with a site layout which would include outdoor patio furniture, colourful planters, and a street mural (first of its kind in downtown). Through consultation with the City's Transportation Design and Engineering Services department, the DVBIA's proposal gained clearance and the layers were added across June and July.

The DVBIA commissioned a local artist, Atheana Picha, to draft the street mural concept while given the directive of a water and movement based-theme. Using her own connection to Coast Salish art as a Kwantlen First Nation artist, Atheana conceptualized the "Waterways" street mural depicting salmon swimming upstream.

Q9**Results:**

The transformation of the Bute-Alberni plaza has provided the public with seating (supporting nearby food and beverage businesses with additional seating), added greenery, and a large splash of colourful art to celebrate the summer season. The street mural is featured as a destination in Vancouver Mural Festival's festival map (August-September) and new downloadable APP.

Q10**Cost:**

\$10,000
