

CITY OF NORTH VANCOUVER

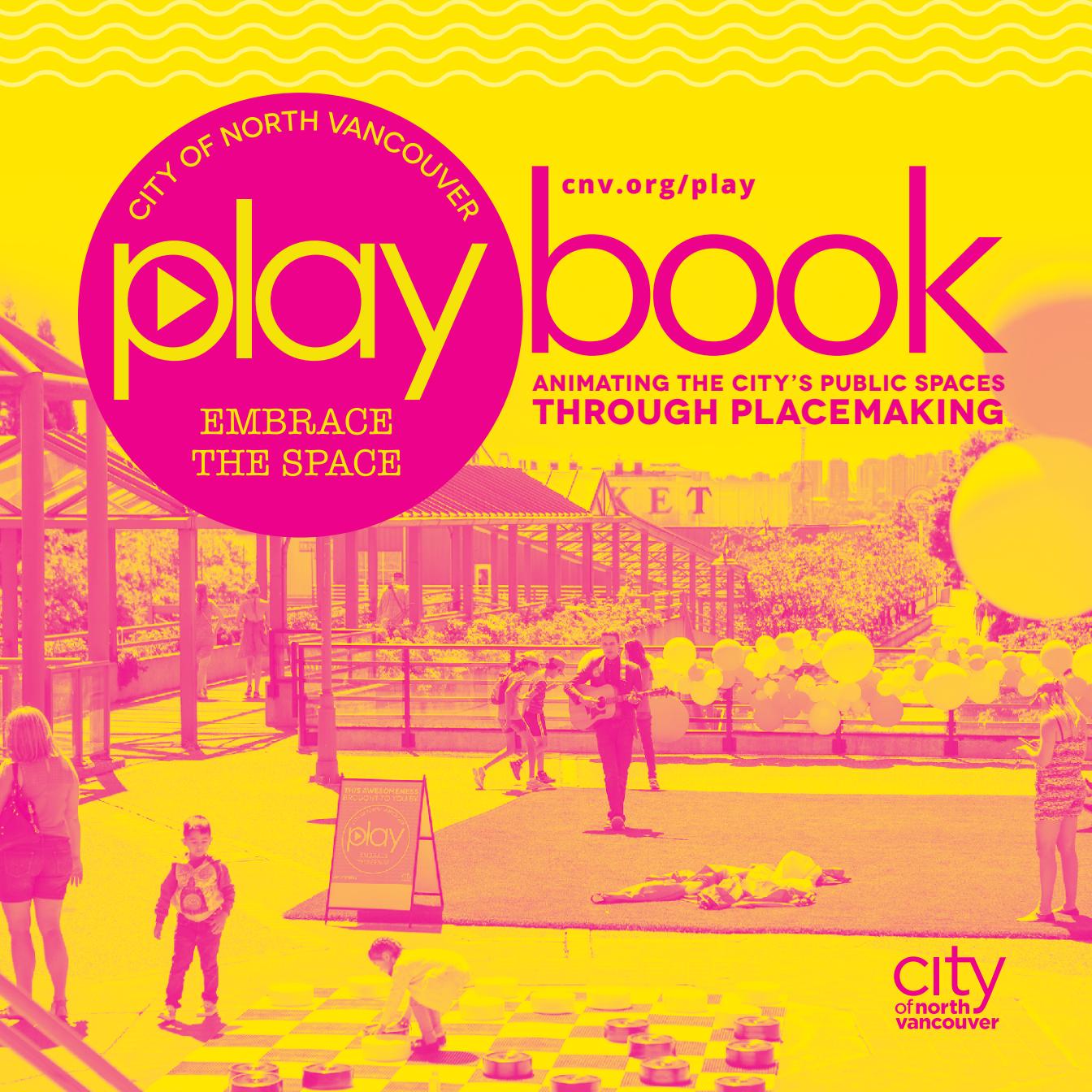
play

EMBRACE
THE SPACE

cnv.org/play

book

ANIMATING THE CITY'S PUBLIC SPACES
THROUGH PLACEMAKING



city
of north
vancouver

VISION:

To enliven public spaces in the City of North Vancouver through interactive installations, events and community collaboration.





PLAY GOALS:

Connect residents through positive and fun experiences.

Increase the visibility of neighbourhoods.

Empower community champions to make positive improvements to public space.

Celebrate all that our City has to offer.





PUBLIC ENGAGEMENT:

Involve the community in
the planning and execution
of every project:
The community helps
the City turn public
spaces into
people places.





CONSULT BY DOING:

By inviting the community into placemaking projects, the City is able to conduct experiential consultation, and find out how people feel in the space or at the event.



**SINCE
FEBRUARY
2017:**

1 Alley

1 Parklet

1 Mural

1 Crosswalk

2 Plazas

1 New program (Busking)

2 New websites

5 New events

1 Ferris wheel

6 Presentations

10 + Print and online media stories

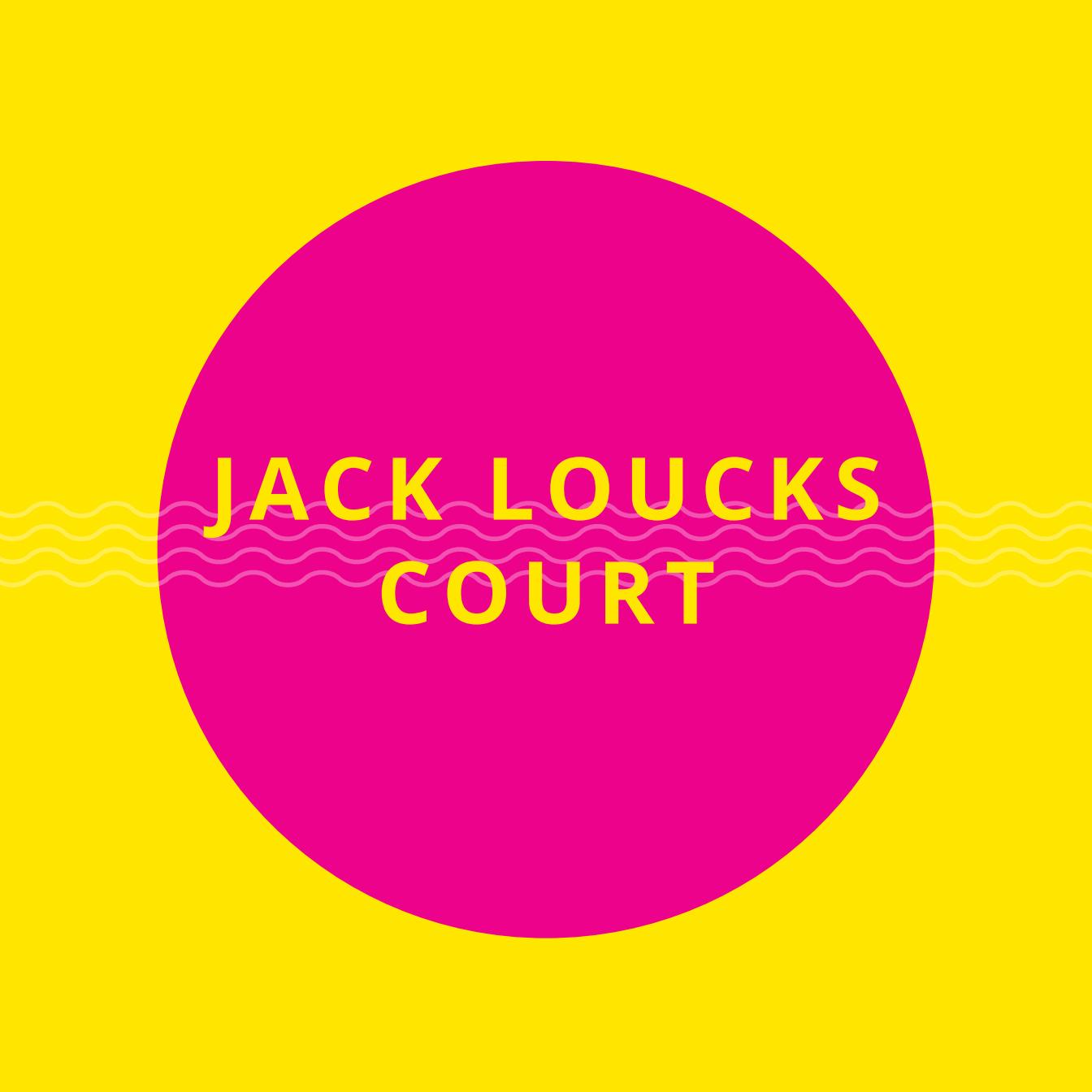
100 + Instagrams, tweets and FB posts

A large magenta circle is centered on a yellow background. Three white wavy lines, resembling water ripples, pass horizontally through the circle. The text "INCLUDING CIVIC PLAZA" is written in bold, yellow, uppercase letters across the center of the circle, with the wavy lines passing behind it.

**INCLUDING
CIVIC PLAZA**





A large magenta circle is centered on a yellow background. Three horizontal wavy lines, colored in a gradient from light yellow to light magenta, pass through the circle. The text "JACK LOUCKS COURT" is written in a bold, yellow, sans-serif font across the center of the circle, with "JACK LOUCKS" on the top line and "COURT" on the bottom line.

**JACK LOUCKS
COURT**



THIS AWESOMENESS
BROUGHT TO YOU BY

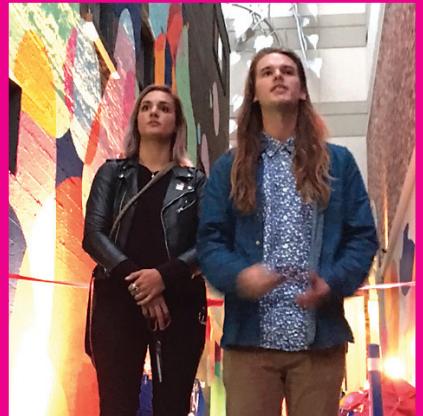
OF NORTH VANCOUVER



A large magenta circle is centered on a yellow background. A horizontal band of white wavy lines passes through the center of the circle. The word "FUNALLEY" is written in bold, yellow, uppercase letters across the middle of the circle, overlapping the wavy lines.

FUNALLEY





COMMUNICATIONS





HOME | PARKS, RECREATION & CULTURE | PUBLIC SPACES & VENUES | PLAY CNV

PUBLIC SPACES & VENUES

City Venue Booking Application

Booking in the City

Play CNV

PLAY

EMBRACE THE GRACE

placemaking [play] (making [making])
mean The art of altering a public space into a
living space used. Creating a public space that
connects people in a pleasant and uplifting way

PLAY CNV

HELP US ANIMATE THE CITY'S AWESOME PUBLIC SPACES.

PLAY CNV is a new program all about the transformation of public spaces into vibrant, fun locations that encourage creative use of parks, squares, streets and plazas that connect the community and bring residents together.

The concept of placemaking is shaping cities and towns around the world. From marginal alleysways to reclaimed empty lots, placemaking transforms public spaces in unexpected ways through art or structural installations, events, programming, or pop-up activities.



THE BENEFITS OF PLACEMAKING:

- Connecting community through positive, fun experiences
- Increased visibility of your neighbourhood or business area
- Engenders community groups to make proactive improvements
- Delivers all that our City has to offer

EXAMPLES OF PLACEMAKING:

- Outdoor fitness class
- Pop-up market or street food
- Community celebration
- Art installation
- Block party
- Festival or performance

CURRENT INITIATIVES

- Parklets & Patios
- Revitalization of Jack Louisa Court / Rogers Plaza
- Fun City Festival
- ...
- ...
- ...

Build play spaces and programs and connect with neighbours to embrace the city and create a vibrant neighbourhood.

172%
Increase in park visits by programming improvements

14%
Increase in business enquiries by making parking visible

69%
Retention of customers who visit shopping centres and placed in their community in transportation

CNV.ORG/PLAY



177.0k Come on in, raincoat project in City Plaza Vancouver Jan 27 2019



BOOK A PUBLIC SPACE
Book a public venue



I HAVE AN IDEA



GET INSPIRED



UPCOMING EVENTS

CONTACT INFO

Tel: (604) 969-7761
Email: play@cnv.org

COLLABORATION

HELP US ANIMATE THE
CITY'S PUBLIC SPACES
THROUGH PLACEMAKING



Bring us your ideas, inspirations and talents to make our parks, plazas and streets more playful.

Email us at play@cnv.org or check us out at cnv.org/play



QUESTIONS / IDEAS?

play@cnv.org