

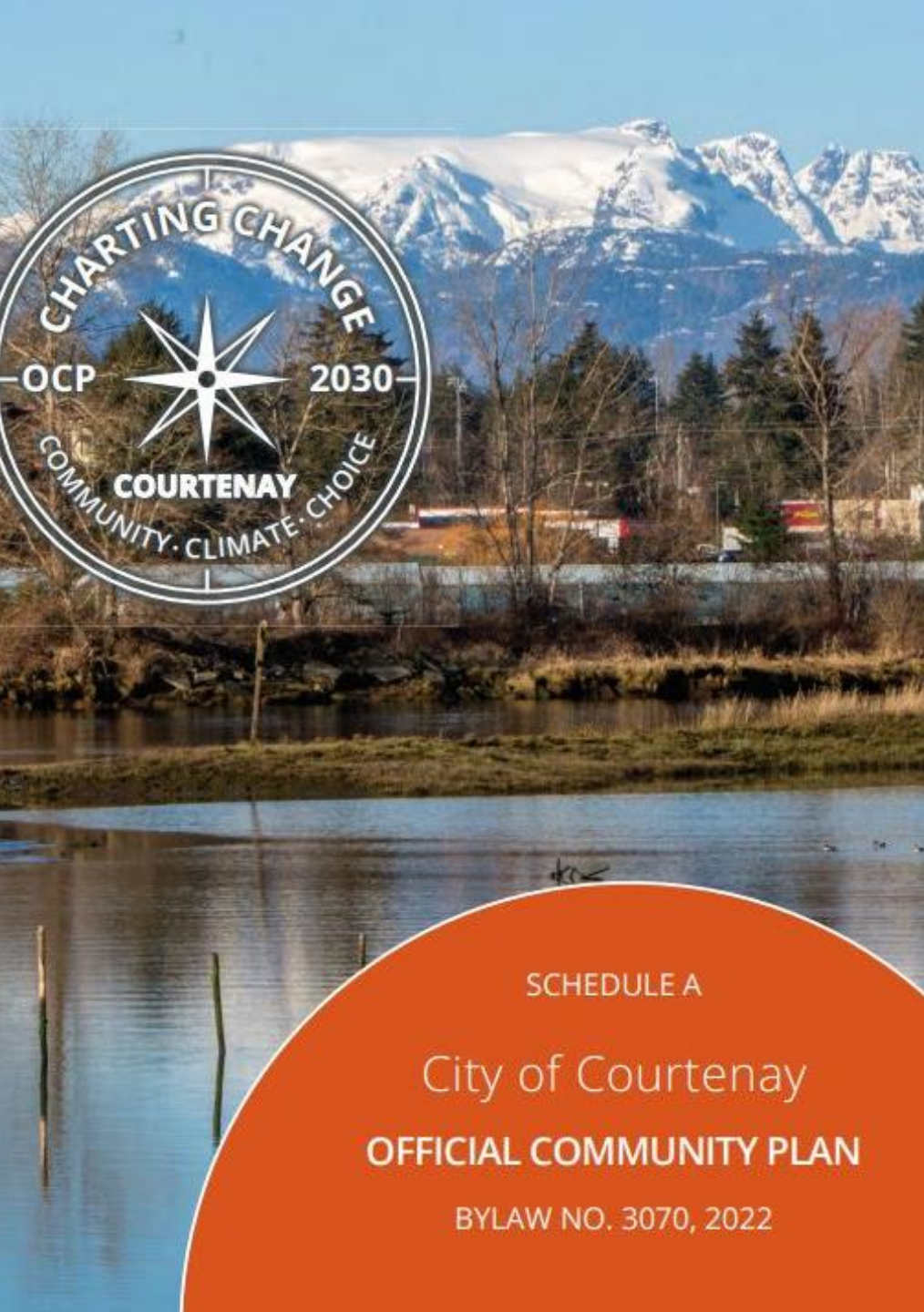
Duncan Avenue Pilot Project

A pilot project to create a public gathering
space on Duncan Ave in the heart of Courtenay

CV/ARTS



e-le-vat
elevate



Alignment with OCP

Downtown Policy 13: Work towards the vision of a public plaza in the form of a Commons and Mews (described in the *2016 Downtown Courtenay Playbook: A Partnership Action Plan*) as the public heart of the downtown, providing for informal gathering and formal social and cultural events.

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Cultural Plan "What We Heard Report" September 2023

Survey responses said...

Critical Needs include **more space for performance/exhibitions.** page. 3

The main cultural themes the city should prioritize in the Cultural plan is **enhancing space for arts and culture** and using arts and culture to **enhance community well-being.** page. 3

Current Activation Projects

- Downtown Courtenay Summer Street Markets
- Summer Market Musical Performances
- CVAG Plaza Videos, Soundscapes and Sacred Space Plaza
- Walk With Me
- Moonlight and Magic Festival
- Downtown Courtenay Market Day
- Pride Parade
- Library Pop-Ups
- Spirit Walk, National Day for Truth and Reconciliation
- Poetry Walk



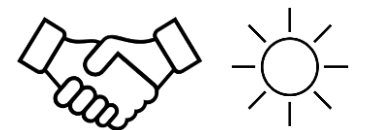


Markets

Summer Street Market: Farmers Market + Arts and Artisans Market every Wednesday afternoon from beginning of June to September on Duncan Avenue.

**14 total markets during summer 2023.
13 Free public musical performances.**

DCBIA Market Day: Large one-day community retail event with shops, vendors, musical acts and family activities.



Festivals and Celebrations

Duncan has been a location for festivals such as **Moonlight and Magic**, **Elevate the Arts Festival**, and the recent **Pride Parade**.



Photo credit: elevate, CVArts staff

Economic Impact

The estimated **economic benefit** of the Wednesday Downtown Courtenay Summer Street Market on the local economy is approximately **\$260,000 annually**.

“When placed, designed and maintained well, pedestrian only streets become a **destination** and result in economic benefits for adjacent businesses.”

–Global Designing Cities Initiative.

BC Association of Farmers' Markets (BCAFM), in collaboration with Dr. David Connell of the University of Northern British Columbia (UNBC).



Our Ask

1. A pilot program to close Duncan from 5th to 6th for a portion of summer 2024.
 - Purchase shade structures and urban furniture.
 - Provide a simple temporary stage for performers.
2. Upgrade the electrical box.
3. Provide access to water on Duncan Ave.

(this would eliminate 16 parking spots)



Infrastructure

- Limited electrical access means businesses often support events by running power through their shops.
- Electric box on Duncan is not sufficient to run food trucks which require a 50 AMP, 4 wire receptacle.
- Access to water would be helpful to vendors and organizers of other events.



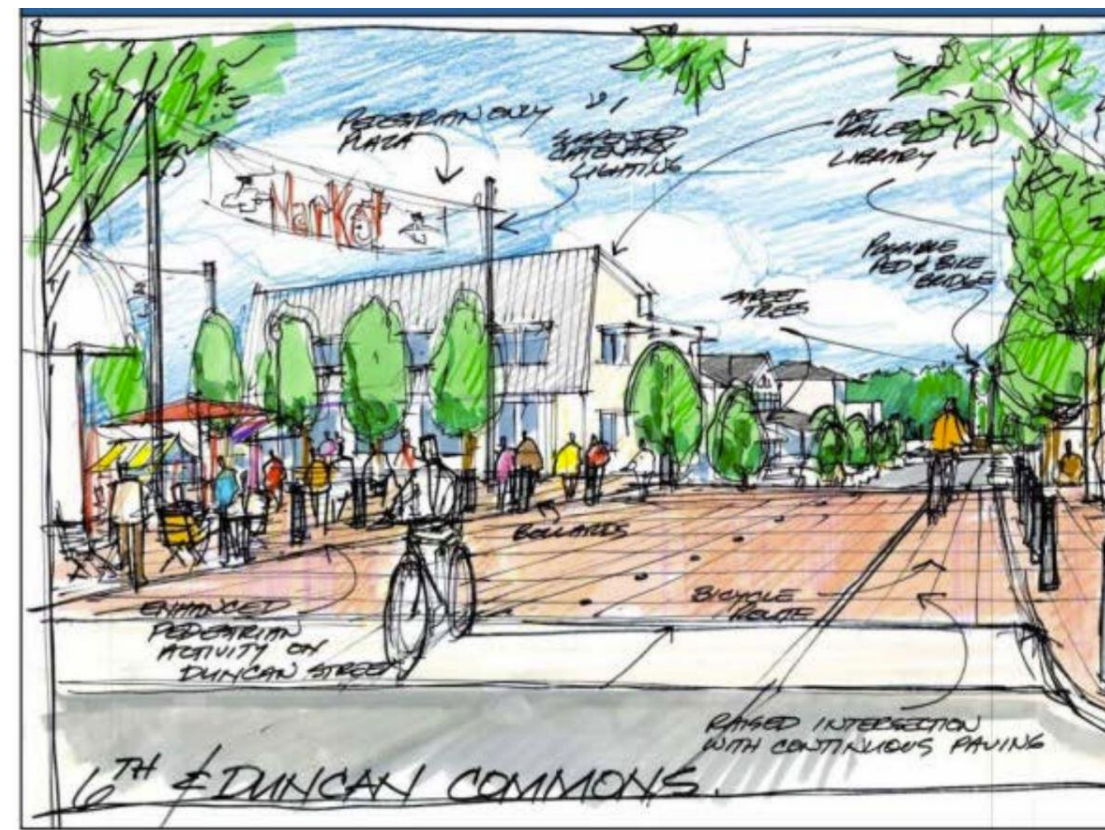


How Would A Pedestrian Corridor Benefit Courtenay?

- Provide central public gathering space.
- Ease set-up and production of existing public events.
- Adding shade structures mitigates impact of dangerous heat.
- Pilot program would allow for community engagement and participatory design, critical steps for community development.
- Make it possible for other organizations and groups to use the space without the extra steps of requesting a road closure from public works.

Why a Pilot is Critical

- **Community development cannot be top-down if it is to be successful.**
- Allows for time to do deep community engagement.
- Allows organizations to plan for public programming.
- Temporary means time to experiment and see what works.



Operationalizing a Pilot

Our working group can support City Staff to determine suitable options for temporary furniture and shading.

Groups seeking to program the space can **book through City's booking system**. Comox Valley Arts can promote the opportunity to arts groups.

When space isn't programmed, it can be **used passively**.

Public washrooms: Library, CVAG and Urbaloos for after hours.

Partnering with service providers would allow us to be inclusive and supportive to all members of our community.

Security already in place will help prevent damage and vandalism. **Encampment Bylaw** prevents camping on city streets.

Funding: Opportunities for Provincial support and other local funders

