



How can the City manage business buy-in to support the North Vancouver Parklet Program?

Restructure



WHAT IS IT?

This project is about restructuring the idea of parklets in North Vancouver. The essence of this project is how they work, getting financed, its benefits, its stakeholders, and their role in businesses and neighborhoods. Increasing the usability of the parklet space by the community, and educating the businesses to understand the value and benefits of parklets by restructuring the program is the main purpose of our project. The clients of City Studio are the audience we are serving.

WHY IS IT NEEDED?

We created this project to improve Parklets and propose restructuring ideas. The gaps we are filling now are lack of facilities for the users of the neighborhood and also lack of knowledge of the value and benefits of parklets for businesses. These problems will be solved by analyzing and researching these options: financing, trial period, and applicant responsibilities. Both the neighborhood and businesses are impacted by this problem.

HOW IT WORKS?

The steps of this project are: a business will often sponsor or buy-in into the program; ensuring the support of the community; ensuring that the appropriate space is available for parklet; design of the parklet; and installment. The benefits gained by using it are dynamic public spaces which is shared by all to communicate, local businesses which makes potential new customers, and social life which creates a sense of community.

OUTCOMES

According to our researches, our recommended ideas are based on the financial aspect, data collection and the Parklets' functionality. The financial idea would include an instalment plan and local crowdfunding while the data collection would implement a convenient survey for feedback. Lastly, the functionality are ways to increase the value of the Parklets' through bike racks, EV chargers, phone charge stations, google maps, customizing based on demographics, feedback QR codes, plants, street libraries, vending machines, heating units, lightning, canopy, message boards, and Wi-Fi.

NEXT STEPS

In comparison to all options mentioned, our strong recommendation for this project are charging ports, lights, and Canopy (pop-up).