



International Downtown Association  
2018 Downtown Achievement Awards  
Downtown Halifax Business Commission Submission: Public Space

Argyle & Grafton Shared Streetscape Project

Argyle Street Animation Pilot Project featured: the street painted in an Argyle pattern, crafters and food vendors, live music, family entertainment, a fashion show, on-street décor, and additional street amenities to encourage social interactions and for visitors to stay longer in the area. Total pedestrian traffic from July 23 to September 6, 2015, was 164,389 with a daily average of 3,574.



The design of the new Argyle & Grafton Streetscape was to make the street *feel* like it was for people and not for cars. This is why the design company introduced human scaled, high-quality materials such as concrete and granite pavers in interesting patterns on three city blocks – of course, it included a subtle abstraction of the Argyle pattern.





**Communicate, communicate, and communicate some more!  
– with the businesses, city planners, the design firm, the  
construction company and crew, and the public.**



**A soil cell system was installed for the first time in Atlantic Canada. The system supports the pavement above while providing a continuous vault for soil and unrestricted root growth to ensure the health of the trees.**



## Did a construction crew unearth one of Halifax's secret tunnels?



### CTV News Channel: The history beneath Halifax



Archaeologist Laura De Boer discusses the discovery of tunnels by construction crews, unearthing a possible network beneath the city.

### CTV Atlantic: Construction crews dig up Halifax history



Social media is abuzz after construction crews unearthed some Halifax history this week. CTV's Suzette Belliveau explains.

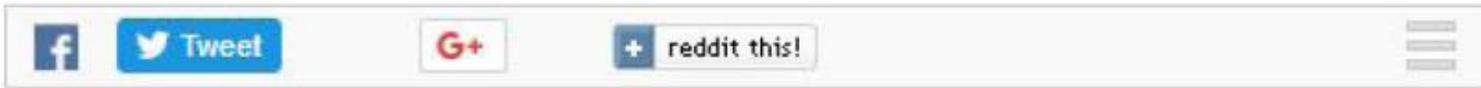
Secret tunnel to George's Island? It turned out to be an old sewer line but these kinds of general interest stories drew positive attention to the project and the area.



**Promote the Area – Downtown Halifax Business Commission (DHBC) provided a marketing fund dedicated to promoting the affected businesses and to spread the word that they were open for business during construction. Argyle Street was the venue for a makeshift art gallery, barre dance class, street art, and product sampling. DHBC’s Argyle Grafton Passport provided discounts, specials, and coupons at participating businesses. DHBC also provided live music bursaries to bars and restaurants to promote Thursdays as live music nights.**

# Walk this way: How downtown Halifax project will bring 'shared street' to life

Argyle and Grafton streets will host a party this weekend marking the end of a project 20 years in the making.



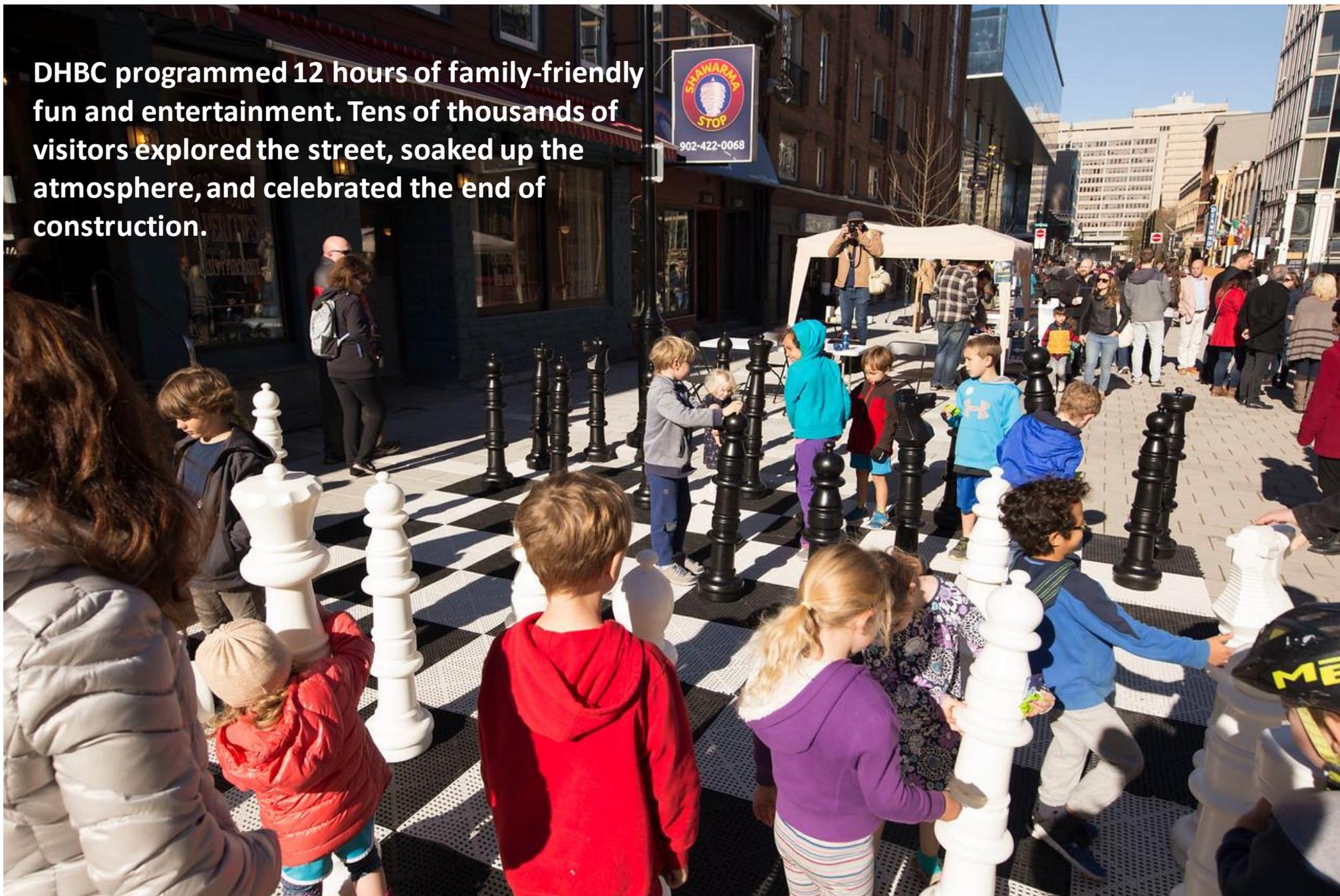
When the Argyle & Grafton Streetscape Project was complete, it was time to celebrate the end of 22 weeks of construction, a beautiful new pedestrian-friendly shared street, and a revitalized entertainment district.

Downtown Halifax Business Commission threw the ultimate street party on November 4, with 12 hours of family-friendly programming during the day and a free outdoor concert in the evening. The Argyle Grafton “Share the Street” Party was a full day of family fun, games, six live musical acts, on-street performances, two beer gardens, a showcase for businesses in the area, and a headlining DJ at night.

The Argyle Grafton “Share the Street” Party showed city officials, event organizers, and the public the potential of the street as an event venue and public gathering space.



**DHBC programmed 12 hours of family-friendly fun and entertainment. Tens of thousands of visitors explored the street, soaked up the atmosphere, and celebrated the end of construction.**



**A 64-foot-long bar was set up in the evening in the licensed area of Argyle Street north block with 800 party-goers enjoying a free show by a headlining DJ act. During planning, there was much to be learned about liquor licensing and fire and safety regulations. Thankfully, the audience was well behaved and the event went smoothly without any incidents.**



## The Best Urban Street Transformation of 2017 Is... Argyle & Grafton in Halifax

By Angie Schmitt | Dec 29, 2017 | 4



**f** **S**ix street overhauls that converted asphalt for cars into places for walking, biking, or transit faced off in Streetsblog’s annual [Best Urban Street Transformation](#) contest. The people have spoken and we have a winner.



### People’s Choice: Argyle and Grafton in Halifax



The Argyle Grafton Shared Streetscape won the People’s Choice Award for “Best Urban Street Transformation” from Streetsblog USA, beating out many larger cities.

DHBC also had calls from other cities commending our accomplishments and asking for advice on their upcoming streetscaping projects.