The Future of Stephen Avenue Avenue Project Process

**Conventional approach** | Design is linear

Public Realm Strategy (Phase 1, funded) → Detailed Design (Phase 2) → Construction (Phase 3)

2020 → 2022 → 2023+

Ideas from phase 1 are carried to subsequent phases without testing, measurement or refinement.

Visible results are not realized until construction commences. Assumptions become risks.

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**Innovation approach** | Design is non-linear

Public Realm Strategy (Phase 1, funded) → Detailed Design (Phase 2) → Construction (Phase 3)

2020 → 2022 → 2023+

A series of “light, quick and cheap” interventions funded through CIF and strategic partners, allow ideas to be rapidly tested, results measured, and designs refined.

Visible results happen along the way. Assumptions are tested before construction.