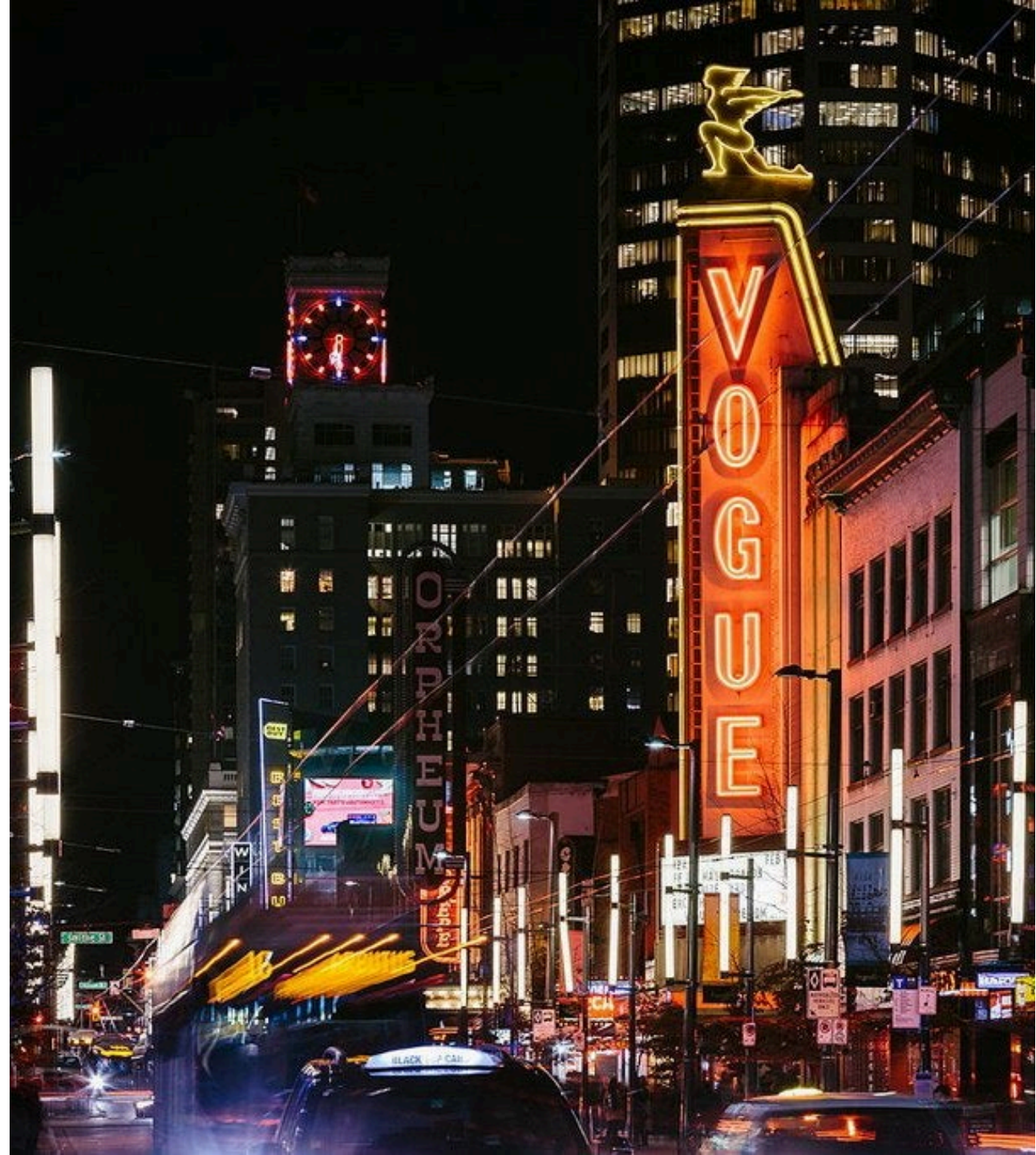


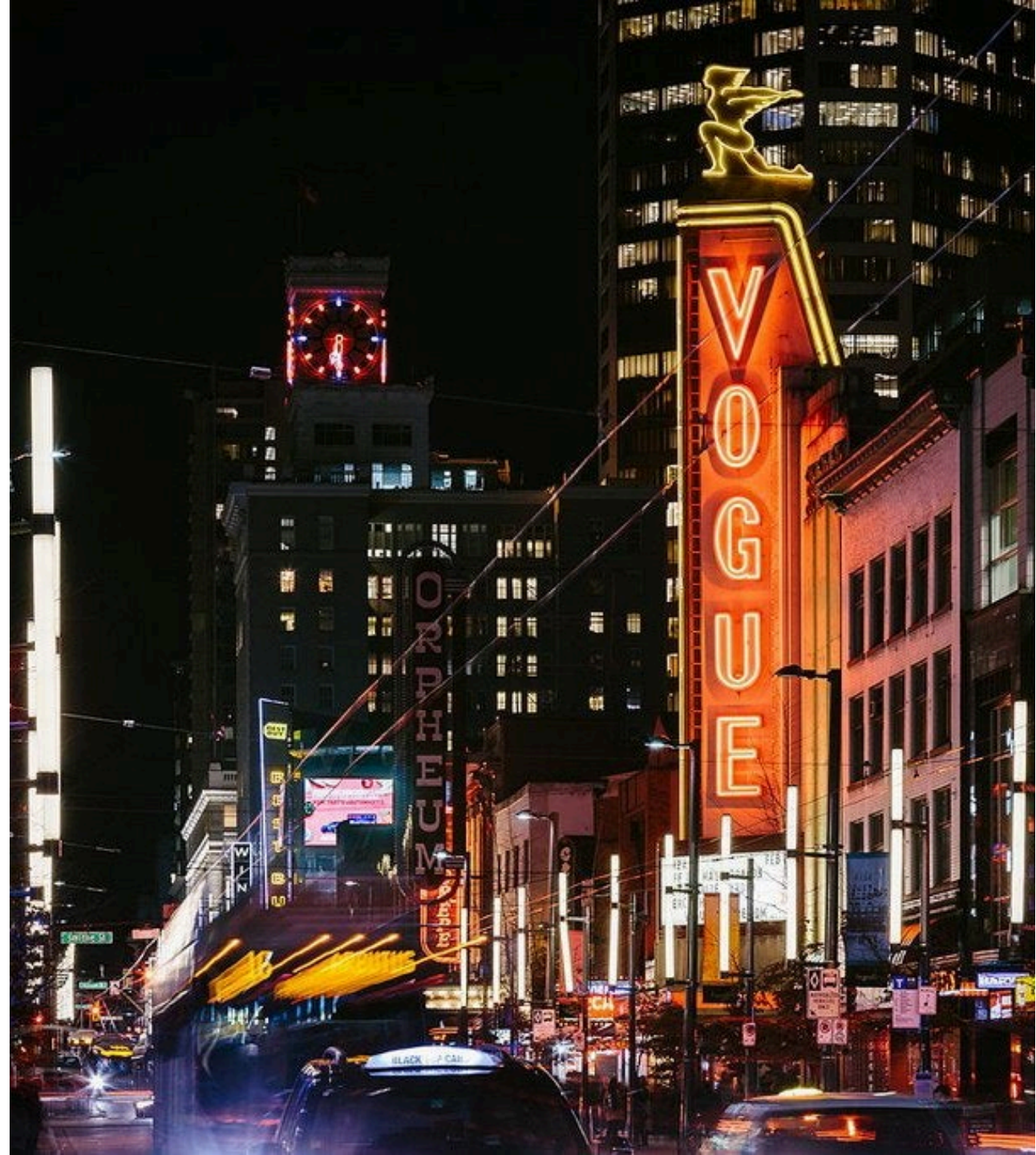
Granville Street Planning Program Project Overview

01.18.2023



Agenda

- Overview of Granville Street Planning Program
 - Background
 - Project Scope
 - Key objectives
 - Deliverables
- Next Steps
 - Timeline



Granville Street History

- Vancouver's iconic high street
- Thriving retail hub and streetcar corridor
- Numerous hotels and other tourist accommodation



Streetcars on Granville in 1928

Granville Street History

- Vancouver's “entertainment district”
 - Orpheum Theatre
 - Commodore Ballroom
 - Vogue Theatre
- Iconic large neon signs



1959 Granville Street – Frank Herzog

Granville Street Today

Opportunities

- Popular entertainment destination
- Unique collection of heritage buildings and features
- One of the region's busiest transit corridors
- Growing interest in new ideas to reinvigorate Granville

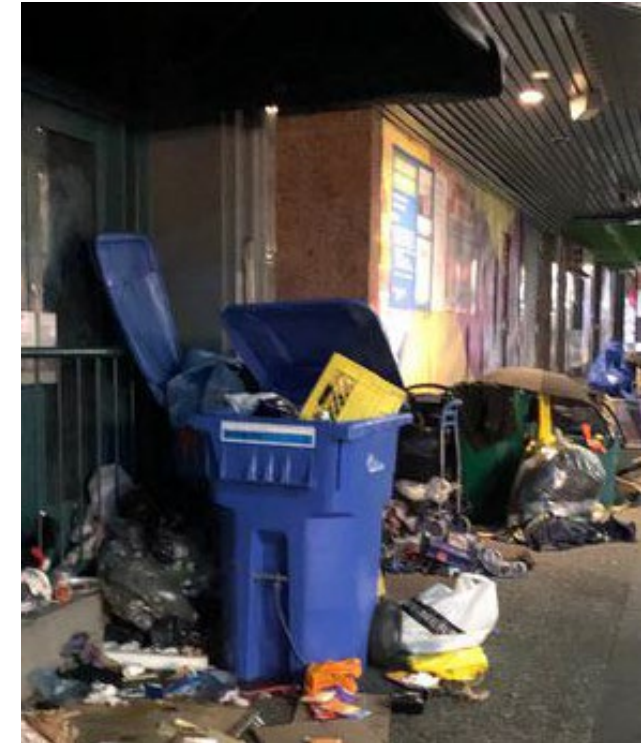


2010 Winter Olympics – Celebrations on Granville Street

Granville Street Today

Challenges

- Lack of daytime activity
- Vacant storefronts
- Safety and public disorder concerns
- Violence related to public intoxication
- Rising concerns about people experiencing homelessness
- Significant strain on local businesses and nearby residents
- **Overall negative perception**

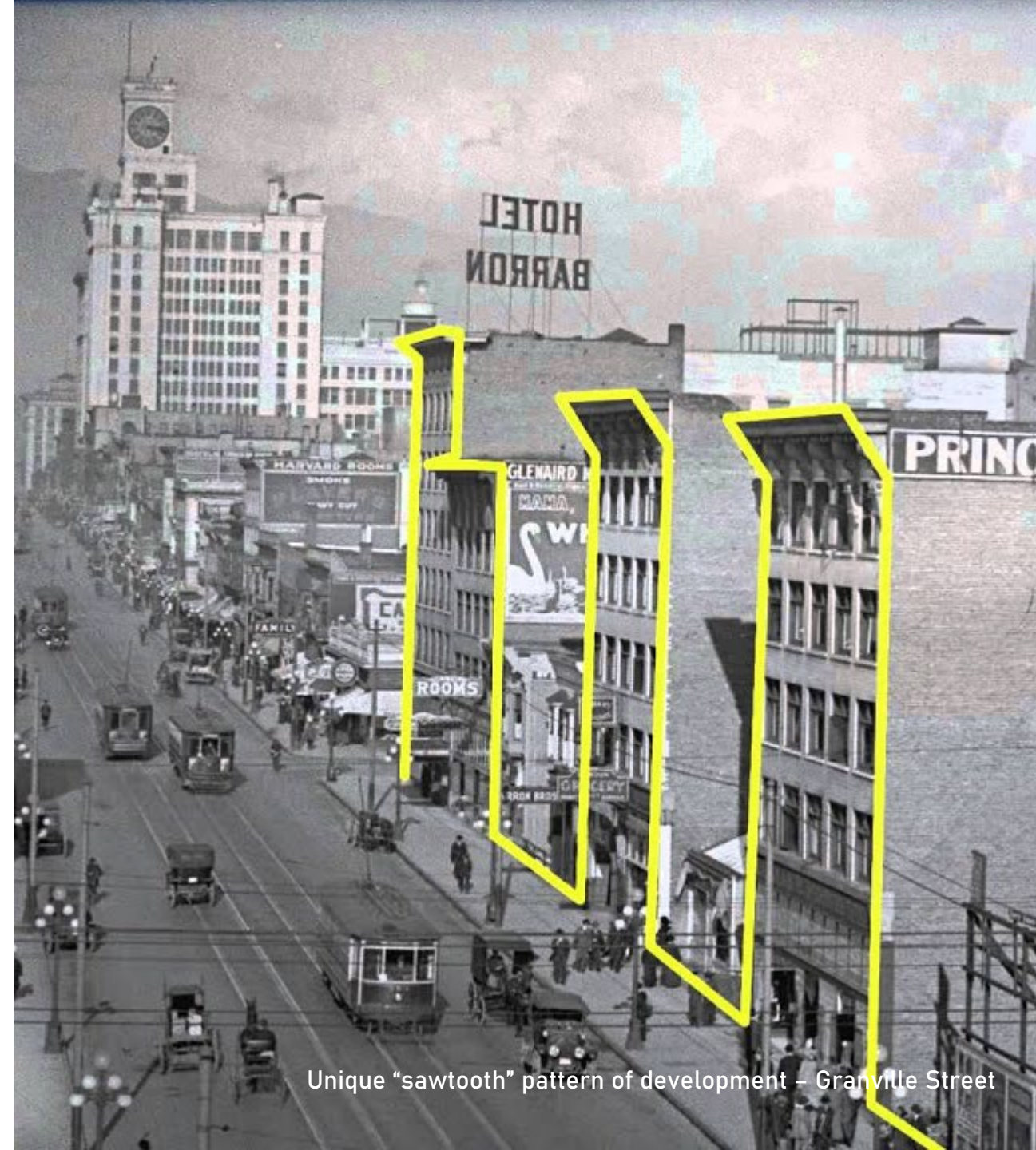
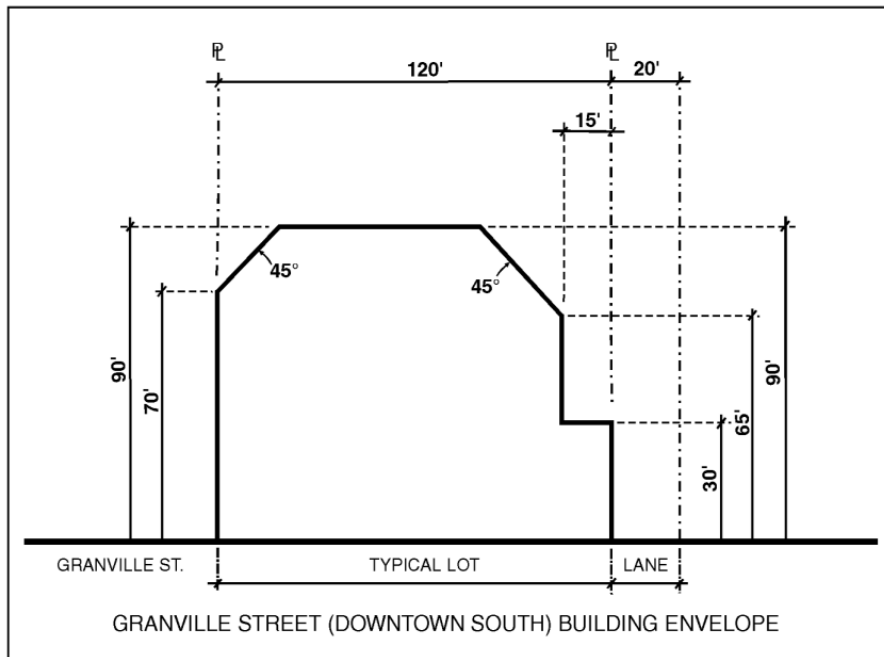


Policy Alignment?

Downtown Official Development Plan (1975)

- Significantly limits heights and densities
- Intended to protect heritage building from redevelopment
- Last updated in the 1990's

Figure 1.



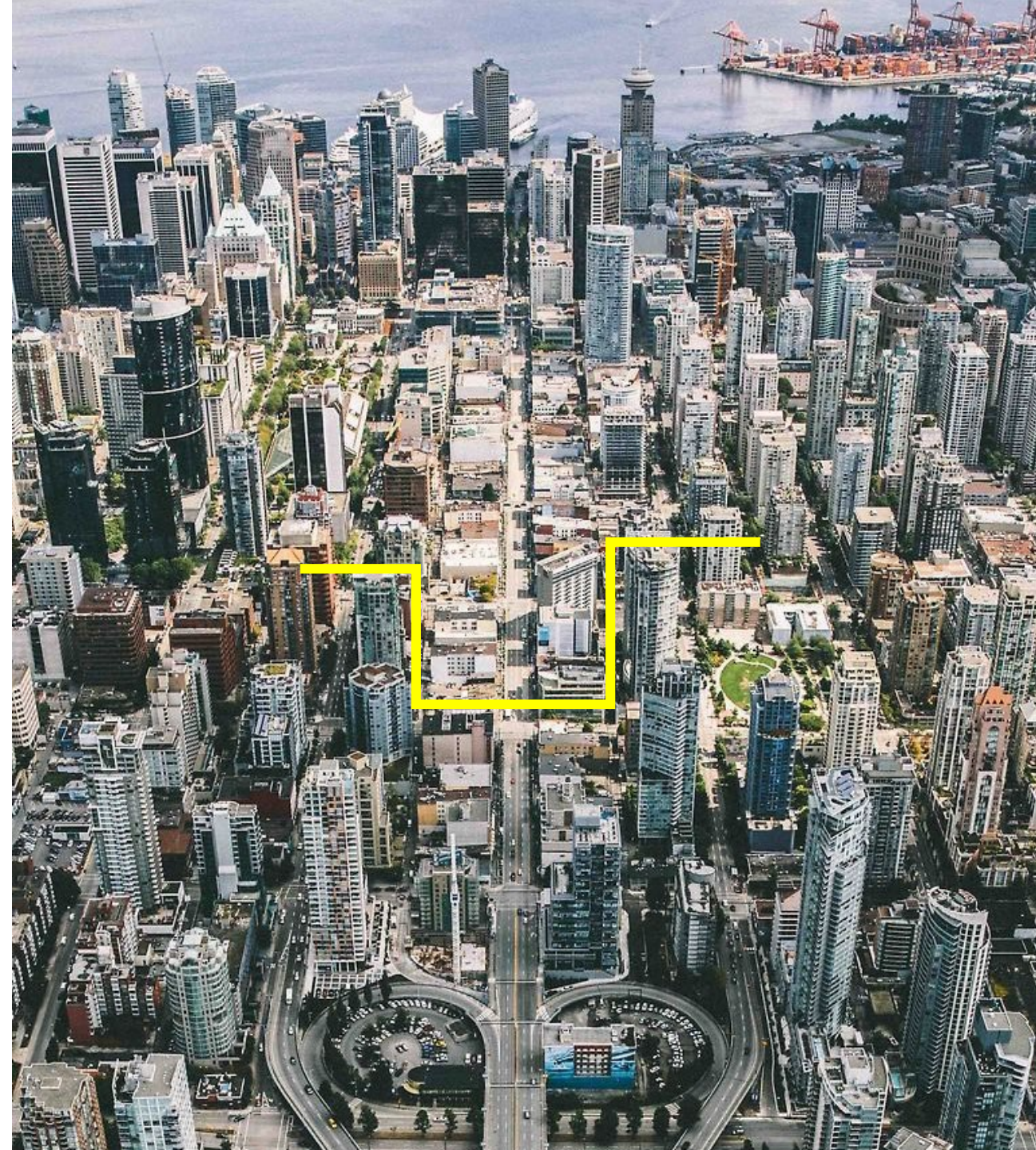
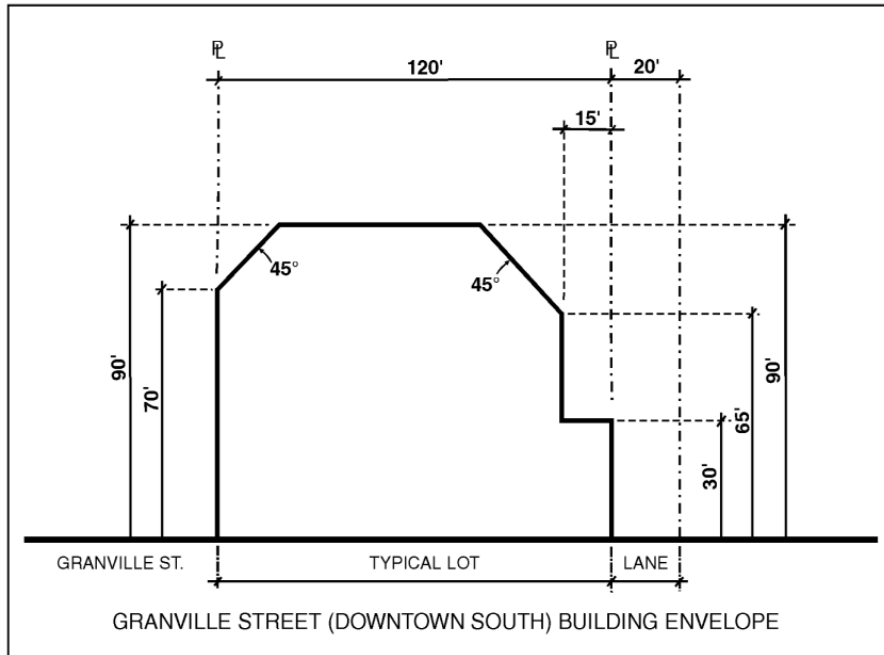
Unique "sawtooth" pattern of development – Granville Street

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Figure 1.



Council Direction

February 9, 2021, Council approved a recommendation:

THAT, [...] Council direct staff to report back to Council in 2021 with a **draft scope of work** and **budget for a future planning program for Granville Street Downtown** to build a vision for the future of the area, and review and update relevant regulation and policy.

July 19, 2022, Council approved a recommendation:

THAT, Council direct staff to explore the potential economic, heritage, and cultural benefits of the rezoning application for [...] “800-876 Granville Street” and **bring forward a referral report with the necessary consequential amendments to bylaws or policies.**



Project Scope

Granville Street Planning Program

Comprehensive review of Granville Street, including land use and zoning, development and design guidelines, and heritage policies.

Deliverables

- Outlining a vision for Granville and GED
 - Updated zoning
 - Updated design guidelines
 - New rezoning policy
 - Directions on public benefits priorities
 - **Public Space**
-
- Consider the DVBIA's Reimagining Granville Street and other recent City-led project work in the area



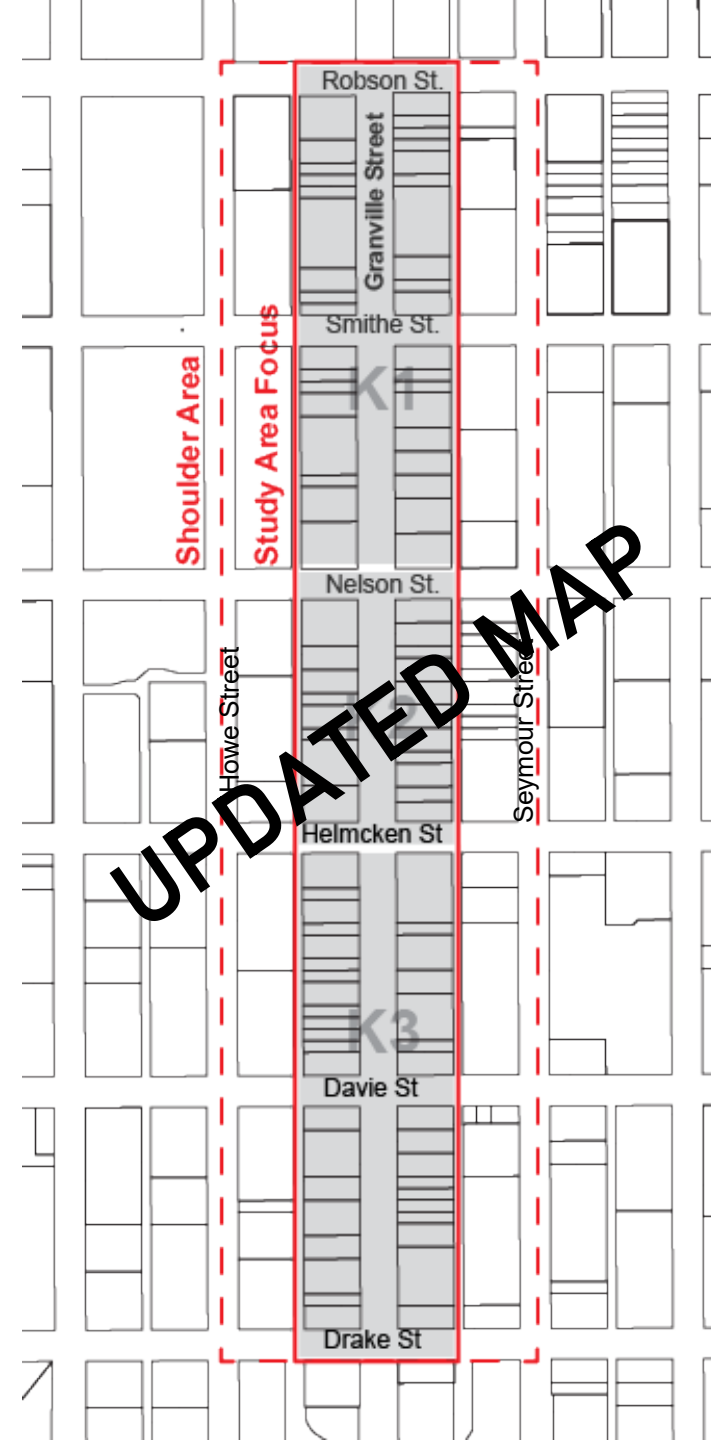
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 - Directions on public benefits priorities
 - **Public/culture**
-
- Consider the DVBIA's Reimagining Granville Street and other recent City-led project work in the area



Study Area
Granville Entertainment District
within DODP and DTS

Objectives

Guide growth and change to deliver:

- Expanded day and night-time activities
- Intensified development that builds upon the heritage context
- Enhanced arts and cultural experiences
- Premier public space for celebration and gathering
- World-class tourist and regional destination



Interim Rezoning Policy

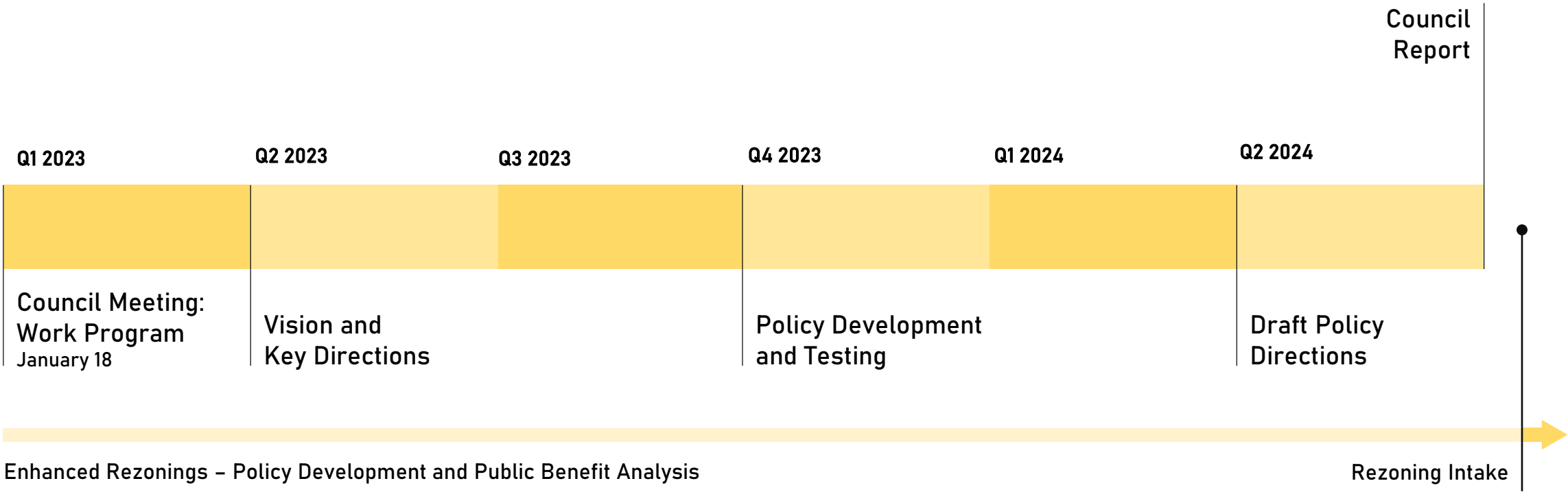
- Introduce an Interim Rezoning Policy to expedite the planning process
- Consider existing proposals as Enhanced Rezoning in the context of the Granville Street Planning Program



800 Granville Street Rezoning Proposal

Timing

18-month planning program



Inter-departmental Coordination

Teams	Primary Responsibilities
Planning (PDS)	Manage Granville Street Planning Program, coordination of staff teams and development of PDS deliverables
Engineering (ENG)	Manage the review and preparation of directions for transportation planning, public realm and infrastructure
Cultural Services (ACCS)	Support review of cultural needs and role of night-time economy
Licensing (DBL)	Connect to ongoing advancement of licensing updates



Thank you
**Questions and
Comments**

