



COUNCIL REPORT

Report Date: May 20, 2025
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Meeting Date: June 4, 2025
[Submit comments to Council](#)

TO: Standing Committee on Policy and Strategic Priorities
FROM: General Manager of Planning, Urban Design & Sustainability
SUBJECT: Granville Street Plan

Recommendations

- A. THAT Council approve the Granville Street Plan, generally as presented in Appendix D.
- B. THAT subject to approval of Recommendation A, Council approve the amendments to the Central Business District (CBD) and CBD Shoulder Rezoning Policy (Areas A, B, C1 & F and Areas C3 & H), generally as presented in Appendix B, including:
 - (i) Renaming the policy as the Downtown Rezoning Policy;
 - (ii) Adding rezoning policies for the Granville Street Entertainment District; and
 - (iii) Incorporating the Downtown South Rezoning Policy (Potential "Benefit Capacity" in Downtown RTS 07500).
- C. THAT subject to approval of Recommendation A, Council approve the Granville Street Special Design District Guidelines, generally as presented in Appendix E, and repeal the Granville Street (Downtown South) Design Guidelines and the Design Handbook for Building Frontages on Granville Street.
- D. THAT subject to approval of Recommendation A, Council approve, in principle, amendments to the Sign By-law, to expand the animated neon signage area to Davie Street, to align with the Granville Street Plan, generally as presented in Appendix A;

FURTHER THAT, the Director of Legal Services be instructed to bring forward amendments to the Sign By-law for enactment, generally as presented in Appendix A.

- E. THAT subject to approval of Recommendation A, Council approve consequential amendments to related land use documents to align with the Granville Street Plan generally as presented in Appendix C.
- F. THAT subject to approval of Recommendation A, Council amend the Community Amenity Contributions Policy for Rezoning to enable Downtown Commercial Linkage target allocations to align with the Granville Street Plan, generally as presented in Appendix F.
- G. THAT subject to approval of Recommendation B, Council repeal the Granville Street Interim Rezoning Policy.
- H. THAT Council direct staff to initiate a comprehensive review of locations for a new street-end public view to the North Shore Mountains from an origin point on Granville Street in the downtown as part of the Central Waterfront Plan project.
- I. THAT subject to approval of Recommendation A, the General Manager of Planning, Urban Design & Sustainability be instructed to make an application, for Council's consideration, to amend the Downtown Official Development Plan (DODP) to a new Downtown District Schedule in the Zoning and Development By-law to align with the Granville Street Plan.
- J. THAT Recommendations A through I be adopted on the following conditions:
 - (i) THAT any approval that may be granted following the public hearing shall not obligate the City to enact any rezoning by-laws; and
 - (ii) THAT the City and all its officials, including the Approving Officer, shall not in any way be limited or directed in the exercise of their authority or discretion, regardless of when they are called upon to exercise such authority or discretion.

Purpose and Executive Summary

The purpose of this report is to present the Granville Street Plan to Council for review and approval. This report provides:

- An overview of the Granville Street Plan, including recent engagement and next steps for implementation; and
- An overview of the necessary amendments to existing policies, including updates to land use and zoning, rezoning policies, and design and development guidelines to align with the Plan's directions.

Staff have prepared the Granville Street Plan, at the direction of Council, to support revitalization of Downtown Granville Street and the Granville Entertainment District (GED). It aims to enhance daytime and night-time activities, improve safety, expand live music, unlock

economic opportunities, increase hotels and dining options, and deliver a world-class public realm.

The Granville Street Plan presents a Framework that will guide change in the area, structured around three key moves:

- 1) Defining three distinct character areas—City Centre, Entertainment Core, and the Bridgehead;
- 2) Creating a world-class destination public space and gradually working towards a year-round shore-to-shore pedestrian zone on Granville Street; and
- 3) Implementing essential transit improvements on Howe and Seymour Streets that will be phased in over time.

The Granville Street Plan's policy directions include new uses, expand development opportunities, promote arts and culture investment, and improve public space and transportation, all while respecting the area's historic character and cultural context.

An Implementation and Phasing Strategy will guide the transformation of the area in the coming years. The plan will be delivered through partnerships, reinvestment, redevelopment, and City-led capital projects.

Council Authority/Previous Decisions

- Hotel Development Policy (2025)
- Council Report – Granville Street Planning Program – Terms of Reference and Interim Rezoning Policies (2023)
- Vancouver Plan (2022)
- Downtown Official Development Plan (1975, last amended 2020)
- Downtown Public Space Strategy – Places for People (2020)
- Employment Lands and Economy Review Phase 2 Report (2020)
- Vancouver Heritage Program (2020)
- Heritage Policies (2020)
- Single Room Accommodation (SRA) By-law (2020)
- Culture | Shift (2019)
- Vancouver Music Strategy (2019)
- Making Space for Arts and Culture (2019)
- Sign By-law (2019)
- Transportation 2040 (2011)
- Design Handbook for Building Frontages on Granville Street (1997)
- Granville Street Design Guidelines (Downtown South) (1991)

City Manager's Comments

The City Manager concurs with the foregoing recommendations.

Context and Background

In 2023, Council approved the Terms of Reference for the Granville Street Planning process, focusing on Granville Street from Drake Street to Georgia Street (see Figure 1.0). The proposed scope of work included Granville Street's connections to the Central Business District, Waterfront Station, Granville Loops, Downtown South, and the Granville Bridge and Granville Connector project. It also included planning for a pedestrian zone along Granville Street across the downtown peninsula and necessary transit improvements on Howe and Seymour Streets.

The Terms of Reference focused on delivering a Granville Street Plan that would:

- Advance reconciliation, equity, and accessibility
- Support arts, culture, and heritage
- Prioritize programs that support gender-based violence prevention and overall safety
- Expand and enhance public space to support a range of activities
- Protect and strengthen job space
- Expand tourism
- Improve connections to active transportation and transit

Council also approved an Interim Rezoning Policy to advance development and rezoning proposals alongside the Granville Street Planning process. This policy sought to expedite revitalization, address the hotel shortage, boost tourism and support events such as FIFA World Cup 2026™.

Figure 1.0 – Granville Street Plan Area



Granville Street Context

The Granville Street Plan area is in the heart of Downtown Vancouver, a hub for business, employment, culture, and entertainment for both the city and the region.

Downtown Granville Street evolved from a bustling commercial hub in the early days of Vancouver's incorporation to the Granville Entertainment District (GED), known for its neon signs, marquees, and venues like the Orpheum Theatre and Commodore Ballroom. Today, it hosts a mix of live performance venues, music businesses, cultural activities, restaurants, cafes, pubs, clubs, punk shops, tattoo parlours, and accommodations.

Granville Street, part of the Vancouver's historic streetcar network, remains a busy transit corridor connecting key areas. The 2010 Winter Olympics marked a peak of activity, with significant changes including the introduction of the Canada Line and public realm improvements.

Currently, the area faces challenges with vacant storefronts, lack of daytime activity, and rising health, safety and street disorder concerns, contributing to a negative perception of the GED.

Despite these challenges, Granville Street has significant opportunities. The Granville Street Plan will enhance the area's future for businesses, venues, visitors, and residents. The Plan's vision aligns efforts across City departments, private property owners and business and venue operators to transform Granville into a dynamic destination for culture, performance, and entertainment. Regular reviews and updates will ensure the plan adapts to changing contexts.

Public Engagement: What We Heard

In addition to analysis of current and emerging conditions, diverse public and stakeholder engagement shaped the Granville Street Plan. This included online surveys, open houses, workshops, walking tours, and youth roundtables.

Engagement Highlights:

- 12 public information sessions and workshops
- 4 youth roundtables
- 2 public walking tours
- 4 sessions with equity-denied groups
- 8 stakeholder workshops
- Over 200,000 social media interactions
- 5,700 completed surveys
- 11,000 open-ended comments

Meetings were also held with Downtown Vancouver Business Improvement Association (DVBIA), Hospitality Vancouver Association (HVA), Destination Vancouver, Good Night Out, and other arts and culture organizations, social service providers, advisory committees, and public agencies like BC Housing and TransLink.

In February 2025, the final round of public engagement (Phase 3) showed strong support (76%) for the plan's vision, directions, and key moves.

A detailed summary of Phase 3 Engagement can be found [online](#).

Engaging with Host Nations

The City of Vancouver has been working with the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations through the process to highlight and address priorities and opportunities to shape the Granville Street Plan. Staff will continue to work with each Nation on the implementation of the Plan.

Discussion

This section of the report highlights key features of the Granville Street Plan (Appendix D).

Overview: Granville Street Plan

The Granville Street Plan's vision statement, developed with input from the public and stakeholders, guides all policies and actions in the Plan:

Vision Statement: A New Vision for Granville Street

Located in the heart of downtown, Granville Street is envisioned as a safe, welcoming, diverse and vibrant entertainment district that is alive with activity day and night, all year round. As the plan is implemented, Granville will evolve into a premier cultural and tourist destination for live performances, dining, civic life, and celebrations.

The vision for Granville Street aims to achieve several key objectives, including to:

- Promote safety and a sense of welcoming for all people
- Enhance live music and performance
- Encourage a wide selection of restaurants and patios
- Expand hotels and amenities
- Celebrate unique character and heritage
- Support events, celebration and civic gathering
- Become a destination public space
- Improve accessibility and maintain transit connections

Plan Structure

The Granville Street Plan is organized into three sections:

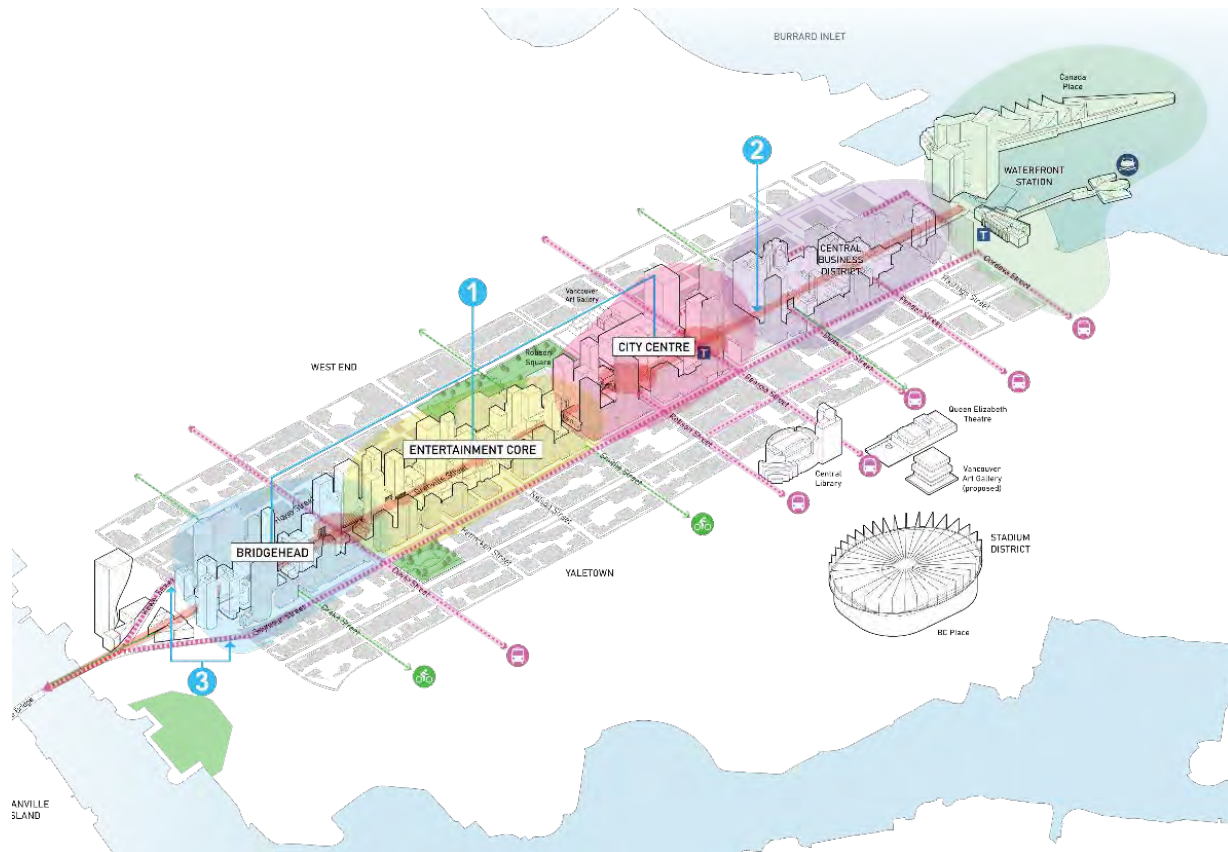
1. A **Plan Framework** that describes the full build-out and guides change in the district and adjacent streets;
2. **Key Directions** that outline specific policies required to implement the plan; and
3. An **Implementation and Phasing Strategy** will guide the area's transformation through private development, partnership with senior governments and community partners, and direct City investment.

Section 1: Plan Framework

The plan guides change through three key moves: 1) defining three distinct character areas, 2) creating a destination public space and a year-round pedestrian zone along Granville Street and 3) undertaking necessary transit improvements on Howe and Seymour Streets. The framework aims to reinforce and build upon the district's status as Vancouver's premier live music and cultural destination, making it a vibrant street of belonging and celebration for everyone.

The plan framework will be delivered through a 20-year phased process.

Figure 2.0 Plan Framework



1. Character Areas

The plan focuses on three character areas: City Centre, Entertainment Core, and Bridgehead. Each area provides a spatial framework for Granville Street's growth and change. The Plan outlines each area's qualities, policies, and future development, combining land use with public spaces while reflecting unique character and context of the different zones.

2. Destination Public Space

The plan seeks to create a destination public space and gradually working towards a year-round shore-to-shore pedestrian zone on Granville Street from Granville Bridge to Waterfront Station. A plaza at Granville and Robson will become an iconic gathering

place and connect to Robson Square and the Stadium District. The pedestrian zone will feature programming, amenities, and unique design features for year-round, day and night enjoyment. Initial efforts will involve testing temporary seasonal pedestrian zones in the near term.

3. Transit improvements to support pedestrian zone

Relocating bus service to Howe and Seymour Streets is necessary to support a destination public space and pedestrianized Granville Street. To accommodate this shift, transit priority improvements will be made to these streets to enhance reliability and access.

Section 2: Policy Directions

This section outlines the policies required to deliver the Granville Street Plan and is organized under: i) Partnerships and Services; ii) Arts, Culture and Live Performance; iii) Land Use and Development; iv) Public Space; and v) Transportation. These policies guide City-led projects, partnerships, and specific land use and development criteria (e.g., uses, height, density) for new development in the area.

i) Partnerships and Services

Effective partnerships foster collaboration among businesses, the City, and community organizations, enabling better responses to challenges and opportunities. A strategic approach to managing events, marketing, operations, ambassador programs, sanitation, maintenance, and social services can enhance safety and enjoyment for everyone. This ensures the district remains appealing and adaptable to trends, attracting diverse groups of locals and visitors, supporting local businesses, and enhancing daily and nightly experience.

Key directions are intended to:

- *Prioritize public safety:* The Granville Street Plan builds on emerging initiatives and identifies medium- and long-term priorities to enhance safety and comfort for everyone, including visitors, business owners, employees, and residents, including the unhoused.
- *Develop a district management plan:* Developing a district management plan for the Granville Entertainment District that encompasses strategic planning, branding and promotions, comprehensive vision and strategy, public space stewardship and support services.

ii) Arts, Culture and Live Performance

Recognizing, celebrating, and supporting arts, culture, and entertainment is crucial to the Granville Street Plan vision. The policies in this section aim to strengthen Granville Street's role as a hub for arts, entertainment, dance, live music and performance by retaining, improving and expanding cultural spaces and commissioning public art.

Key directions are intended to:

- Ensure reconciliation, redress, equity and accessibility
- Retain, expand and create affordable arts and cultural space
- Deliver arts and cultural programming

- Support live events and performances, both in venues on and off the street
- Develop a public art strategy

iii) Land Use and Development

The Granville Street Plan builds on the area's historic character and cultural context while advancing the vision through specific land use and development policies. These policies will guide the addition of new uses, expand development opportunities and catalyze change. They aim to enhance Granville Street as a hub for live music, entertainment and performance, grow its economic potential, and attract new visitors and residents. This will boost day and night activity, supporting the long-term goal of a pedestrianized high street with a destination public space that regularly hosts outdoor performances and events. This section also defines the role of housing in the area, including the approach for replacing Single Room Occupancy (SRO) housing.

The land use policies address area-specific opportunities and objectives identified in the character areas outlined in the Plan Framework:

City Centre

The City Centre area, located between Georgia and Smithe Streets, will be revitalized as a vibrant hub for civic, retail, and commercial activities. It will feature new mixed-use residential developments, including some of Vancouver's tallest towers, redefining the city skyline and establishing the area as the centre of downtown. To support connectivity, transit entries and connections will be integrated into these new developments where possible, and new developments will be designed to support an improved and active public realm. The intersection of Granville and Robson Streets will be reimagined as a central public plaza for large public gatherings, enhanced by vibrant electronic video signs (or electronic billboards).

To achieve this, rezonings with residential uses (rental housing) will be considered in the City Centre (800 block of Granville) to:

- Foster near-term revitalization
- Secure new or expanded cultural facilities
- Create additional hotel space
- Replace existing Single Room Occupancy (SRO) buildings with new, self-contained social housing, where necessary.
- Require the highest noise mitigation design standards, ensuring rental housing is situated well above street-level activity to minimize noise conflicts

Future implementation of the plan will involve a Higher Building policy study for the area surrounding the City Centre Canada Line Station at Granville and Georgia Streets.

Entertainment Core

The Entertainment Core area between Smithe and Davie Streets will become a vibrant hub featuring live music venues, theatres, restaurants, bars, and nightclubs. Developments will prioritize socializing, cultural experiences, and celebrations, making it a prime destination for locals and visitors. The area will blend lively indoor and outdoor activities within a pedestrian zone that supports special events and performances.

To achieve this, hotel and office rezonings for increased height and density will be allowed in the Entertainment Core to:

- Encourage new projects that include secured arts, culture, and entertainment spaces
- Encourage new investment in restaurant and retail use on lower levels to activate street-level spaces.
- Promote outdoor dining through rooftop and sidewalk patios.
- New residential uses will be restricted to minimize noise conflicts with expanded entertainment activities.

The Bridgehead

The Bridgehead, spanning Granville Street between Davie and Drake Streets, offers a mix of residential, commercial, and cultural spaces, along with local shops and a quieter street experience. It connects Granville Street with nearby neighbourhoods like Yaletown and the Granville Loops, as well as the Granville Bridge.

To achieve this, rezonings with residential uses (rental housing) will be considered in the Bridgehead to:

- Foster near-term revitalization
- Secure new or expanded cultural facilities
- Create additional hotel space
- Replace existing Single Room Occupancy (SRO) buildings with new, self-contained social housing, where necessary.
- Require the highest noise mitigation design standards, ensuring rental housing is situated well above street-level activity to minimize noise conflicts

Single Room Occupancy (SRO) Hotels and Social Housing

There are eight Single Room Accommodation (SRA) buildings containing roughly 600 rooms within the study area, many of them privately owned, as well as a variety of social and supportive housing projects owned by the City of Vancouver and the Provincial Government. SROs play an important role in the housing continuum and often house individuals who are low-income with few housing options. The City of Vancouver aims to replace SROs with self-contained social housing and collaborates with senior levels of government to address their replacement and rehabilitation.

The Granville Street Plan proposes a balanced approach to address SROs located on Granville Street and the GED, that includes:

- Restricting new residential uses in the Entertainment Core, where existing SROs will be replaced over time and SRO and tenant relocation would be secured off site. Projects will be negotiated on a case-by-case basis. Existing residential buildings in this area can continue operating but may only be redeveloped with non-residential uses (see Downtown Rezoning Policy)

- Allowing limited residential uses in the City Centre and Bridgehead to support replacing existing SROs with new self-contained social housing as part of larger mixed-use developments (see Downtown Rezoning Policy)

Staff have been working with BC Housing and other SRO owners and their operators to proactively improve building safety and operations. Staff will continue to work with these groups and senior levels of government to implement related directions in the Granville Street Plan.

Granville Street Electronic Video Sign Zone

The Granville Street Electronic Video Sign Zone at Granville and Robson Streets will feature large digital billboards, transforming it into a landmark destination like Times Square in NYC and Piccadilly Circus in London. Signs in this zone will feature synchronized visual art displays, and live-event screenings. This location was selected to enhance pedestrian experience and placemaking. These signs will need to meet Sign By-law requirements, as well as other criteria outlined in the Plan and are subject to approval by Council.

Heritage

Granville Street and the Granville Entertainment District boast a rich history that reflects diverse communities, distinctive character and cultural identity. The Granville Street Plan utilizes the Vancouver Heritage Program, as well as other planning tools available to support heritage recognition and conservation.

iv) Public Space

Granville Street has long been one of Vancouver's most important gathering spaces for residents and visitors to Vancouver. While there are complex challenges impacting experiences in this neighbourhood today, the Granville Street Plan aims to build on this legacy toward a safe and vibrant entertainment district centered around a lively pedestrian street.

Key directions are intended to:

- Create and maintain vibrant public spaces that enrich both day and night experiences for all residents and visitors.
- Transform the City Centre (Georgia to Smithe Street) into a lively, iconic public space that emphasizes daytime activities and civic gatherings.
- Establish the Entertainment Core (Smithe to Davie Street) as the heart of evening and nightlife activity featuring dynamic outdoor performance spaces.
- Foster a quieter yet lively street experience in the Bridgehead area (from Davie Street to Granville Bridge)

v) Transportation

Public transit is a crucial aspect of transportation in Vancouver, especially in the Downtown Core where thousands of people rely on transit to reach key destinations such as jobs, restaurants, and retail services. Currently, Granville Street is one of the most important transit corridors in the city - supporting eight frequent bus routes through downtown and two SkyTrain lines. Transit

is the most popular way to access Granville Street, with 1,100 buses serving 21,000 passengers on the street on a typical weekday.

To support a world-class public space and thriving pedestrian zone on Granville Street, buses will move to adjacent Howe and Seymour Streets. As the key directions of Public Space and Transportation are intrinsically linked, a year-round pedestrian zone on Granville Street requires supportive transit improvements on Howe and Seymour Streets. The plan supports the development of transit priority infrastructure to mitigate the impacts of moving buses off Granville Street while improving transit reliability and access for the high volume of transit users.

Key directions include:

- Re-route Granville Street bus services to Howe and Seymour Streets with strong transit priority measures
- Improve the public realm on Howe and Seymour Streets to accommodate more people and maintain high-quality transit service
- Enhance the walking experience and provide a safe and comfortable active travel environment
- Support people and goods movement.

Section 3: Implementation and Monitoring

Phasing Strategy

The Granville Street Plan is designed to be flexible and adaptable to the changing context as transformation and development occur in different parts of the district. The phasing strategy provides a strategic approach to facilitate revitalization and initiate the long-term transformation of the area.

Public Benefit and Infrastructure Priorities

The Public Benefit and Infrastructure Priorities outlines the 10-year priorities and a longer-term high-level vision to support the renewal and growth needs of the area.

The Public Benefit and Infrastructure Priorities provide strategic direction for the Granville Entertainment District, as a downtown and regional serving entertainment and cultural destination. (see the Plan in Appendix D for more details)

Supporting Policies and Amendments

Downtown Rezoning Policy

Staff are recommending that the Central Business District (CBD) and CBD Shoulder Rezoning Policy (Areas A, B, C1 & F and Areas C3 & H) (Appendix B) be retitled as the Downtown Rezoning Policy, and that it includes the rezoning policies for the Granville Street Entertainment District that will support the implementation of the Granville Street Plan.

This report also suggests incorporating the Downtown South Rezoning Policy (Potential "Benefit Capacity" in Downtown RTS 07500). These additions will consolidate most key rezoning policies for the downtown area into a single document, simplifying usage for both applicants and staff. It

aligns with PDS-led initiatives to enhance and clarify policy documents. No other changes will be made to the existing CBD, CBD Shoulder or Downtown South rezoning policies.

Downtown Official Development Plan Amendment to a New Downtown District Schedule

Staff are recommending replacing the Downtown Official Development Plan (DODP) with a new Downtown District Schedule DD in the Zoning and Development By-law. This is an administrative update that is meant to modernize this document and simplify its usage for both applicants and staff. It aligns with PDS-led initiatives to enhance and clarify policy documents. The new Downtown District Schedule DD will also be aligned with the Granville Street Plan to support its implementation.

Granville Street Special Design District Guidelines

The Granville Street Special Design District Guidelines (the Guidelines) (see Appendix E) set minimum standards and raise expectations of design quality for development in the area. The Guidelines aim to influence development on Granville Street by focusing on the key components of design that contribute to a lively and successful street and experience of the area. If approved by Council, the Guidelines will replace the existing Granville Street (Downtown South) Design Guidelines and the Design Handbook for Building Frontages on Granville Street.

Public Views Guidelines – View 12 (Granville Bridge)

To create more hotel and job space and encourage redevelopment that aligns with the vision, changes to the Public Views Guidelines are recommended. These changes would remove view 12 from the Granville Bridge's east pedestrian path. Staff would be directed to initiate a comprehensive review of locations for a new street-end public view to the North Shore Mountains from an origin point on Granville Street in the downtown as part of the Central Waterfront Plan project.

Building heights along Granville Street will be increased to match the surrounding Downtown area, typically ranging from ~200 to 400 ft. The tallest buildings will be near the City Centre Station (Canada Line), which will be explored as a Higher Building zone as part of the plan's implementation. An increase in height on larger sites in this area could help define the centre of the city skyline, while also helping to achieve other City objectives for Granville Street and the downtown area through redevelopment.

Sign By-law

Staff are recommending that Council approve amendments to the Granville Street Sign District section of the Sign By-law, to expand the animated neon signage area in alignment with the Granville Street Plan, generally as presented in Appendix A.

Financial Implications

The Granville Street Plan contemplates a list of projects/programs to renew, upgrade and expand infrastructure and amenities to support Plan implementation, with a focus on cultural, tourism and employment goals. Successful implementation of the Plan is expected to draw visitors, thereby creating jobs and supporting local businesses in the hospitality, dining, shopping, and entertainment sectors.

Capital and in-kind investment priorities have been identified for the next 10-year period and are estimated to cost ~\$90 to ~\$140 million (in 2025 dollars), encompassing investments in arts and cultural spaces and amenities, and public space and transportation improvements. These are preliminary estimates only, and the timing and scope of which will evolve over time to reflect the City's financial capacity and macro-economic conditions. In-kind public benefits are expected to be delivered over the Plan horizon concurrent with the redevelopment of the area.

A more complete summary of public benefit and infrastructure priorities is included in the Granville Street Plan (see Appendix D) as part of the Public Benefit and Infrastructure Priorities section.

Category:	Details:	10-year Priorities					
		Cost estimate			Funding sources (estimate)		
		Renewal of existing infrastructure & amenities:	New or expanded infrastructure & amenities:	TOTAL:	City contributions	Development contributions	Partner contributions
AFFORDABLE HOUSING:							
Low-income Housing	SRO Replacement - 41 rooms	\$16M	-	\$16M	-	\$16M	-
ARTS & CULTURE:							
Cultural facilities	~20,500 sf performance/exhibition space ~6,000 sf performance/production space ~6,000 sf production space (artist studios) ~5,000 expand cultural space (Orpheum phase 1)	-	\$44M	\$44M	-	\$44M	-
Public art	- 2 new large-scale permanent public artworks	-	\$1M	\$1M	-	\$1M	-
Heritage	- 10% CAC allocation - annual conservation work (grant)	\$5M	\$2M	\$7M	-	\$7M	-
COMMUNITY FACILITIES:							
Social facilities	~1,500-2,000 sf gender-based-violence prevention space (10 year lease or potential site purchase)	-	\$1M	\$1M	-	\$1M	-
TRANSPORTATION:							
Transit	~10 temporary infrastructure pedestrian zone pilots ~10 transit improvements (Howe and Seymour) - transit reliability improvements	-	\$20-30M	\$20-30M	-	\$20-30M	-
Public Realm	- design work and initial public realm improvements - public realm improvements phase 1	-	\$0-40M	\$0-40M	-	\$0-40M	-
TOTAL:		~\$20M	~\$70-120M	~\$90-140M	-	~\$90-140M	-

Note: Cultural Facilities (excluding Orpheum phase 1) and Social Facilities can possibly be delivered in-kind

Renewal projects are typically funded from property taxes and utility fees ("City contribution"), whereas new/expanded/upgraded infrastructure and amenities receive contributions from development ("development contribution"). These contributions will be augmented by financial and/or in-kind contributions from other governments and community partners ("partnership contribution").

The current funding environment has a high level of uncertainty, with constraints on funding based on the current and future economic and development environment, provincial legislation changes impacting developer contributions, inflation, and limited availability of property tax funding. Implementation of the provincial legislation on development contributions, inclusionary zoning, density bonusing, and engineering conditions are underway, with updates to the City's financing growth tools being brought forward for Council's consideration later in 2025 or 2026.

Going forward, it is anticipated that the City will take a citywide approach in deploying development contributions to deliver priority projects across the city. As well, the City is currently developing a city-wide Public Infrastructure Investment Framework (PIIF), which will establish service levels that are achievable within the City's financial capacity, to be brought forward for Council's consideration in Fall 2025.

It is important to note that while the Granville Street Plan is a regional-serving district, it is a relatively small Plan area. This, combined with the proposed land use, will result in proportionately less development contributions towards infrastructure and amenities. Capital projects in the Granville Street Area will be integrated into the City's capital planning and budgeting processes for prioritization and any funding gap will need to be addressed through tradeoffs on a city-wide basis. Based on the best available information, a limited portion of the plan could be implemented within the City's projected funding capacity. Options to advance components of the plan through the allocation of funding from other areas and service categories will be part of future capital plan development processes with Council.

While the above-mentioned provincial legislation presents an opportunity for the City to modernize and optimize its Financing Growth framework and tools, the available tools for municipalities to support growth are limited and outdated. As a result of these factors, Council will need to make trade-off decisions regarding allocation of limited development contributions to ensure core municipal infrastructure and community amenity needs are prioritized. The City will also continue to pursue advocacy through the Federation of Canadian Municipalities on modernization of the municipal growth framework to address the funding challenges associated with renewing and expanding infrastructure and amenities to support growth and build complete communities.

Capital investments, especially for new and/or upgraded infrastructure and amenities, often result in ongoing costs associated with programming, operations and maintenance. Operating budget impacts, including needs identified in future District Management plans, will be integrated into the City's 5-year financial plan once they are approved for implementation.

Subject to Council approval of the Granville Street Plan, implementation work will be undertaken within existing staffing and resources.

Legal Implications

If the Recommendations in this report are adopted by Council, Council achieve several goals including revising a variety of zoning and design policies related to Granville Street, amending the Sign By-law as it relates to Granville Street and directing staff to prepare a DODP amendment to assist with implementation of the Granville Street Plan.

Conclusion

The General Manager of Planning, Urban Design and Sustainability recommends that Council approve the recommendations in this report as a step towards supporting the revitalization of Downtown Granville Street and the Granville Entertainment District.

* * * * *

APPENDIX A**BY-LAW NO. _____****DRAFT By-law to amend Sign By-law No. 11879
regarding Granville Street Plan**

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

1. This By-law amends to the indicated provisions of the Sign By-law 11879.
2. In Part 12 (Granville Street Sign District), Council strikes “Nelson” wherever it appears and replaces it with “Davie”.
3. A decision by a court that any part of this by-law is illegal, void, or unenforceable severs that part from this by-law, and is not to affect the balance of this by-law.
4. This By-law comes into force and takes effect upon enactment.

ENACTED by Council this _____ day of _____, 2025

Mayor

City Clerk

APPENDIX B DOWNTOWN REZONING POLICY

Note: Council-adopted policies will be amended as shown below. All red text is new and all strikethrough text is to be removed.

Policy

~~Central Business District (CBD) and CBD Shoulder~~ ~~Rezoning Policy~~ Downtown Rezoning Policy

~~Downtown Official Development Plan Areas A, B, C1 & F and Areas C3 & H Central~~
~~Business District (CBD), CBD Shoulder, Downtown South and Granville Street~~
~~Entertainment District~~

Approved by Council June 16, 2009

Last amended April 15, 2025

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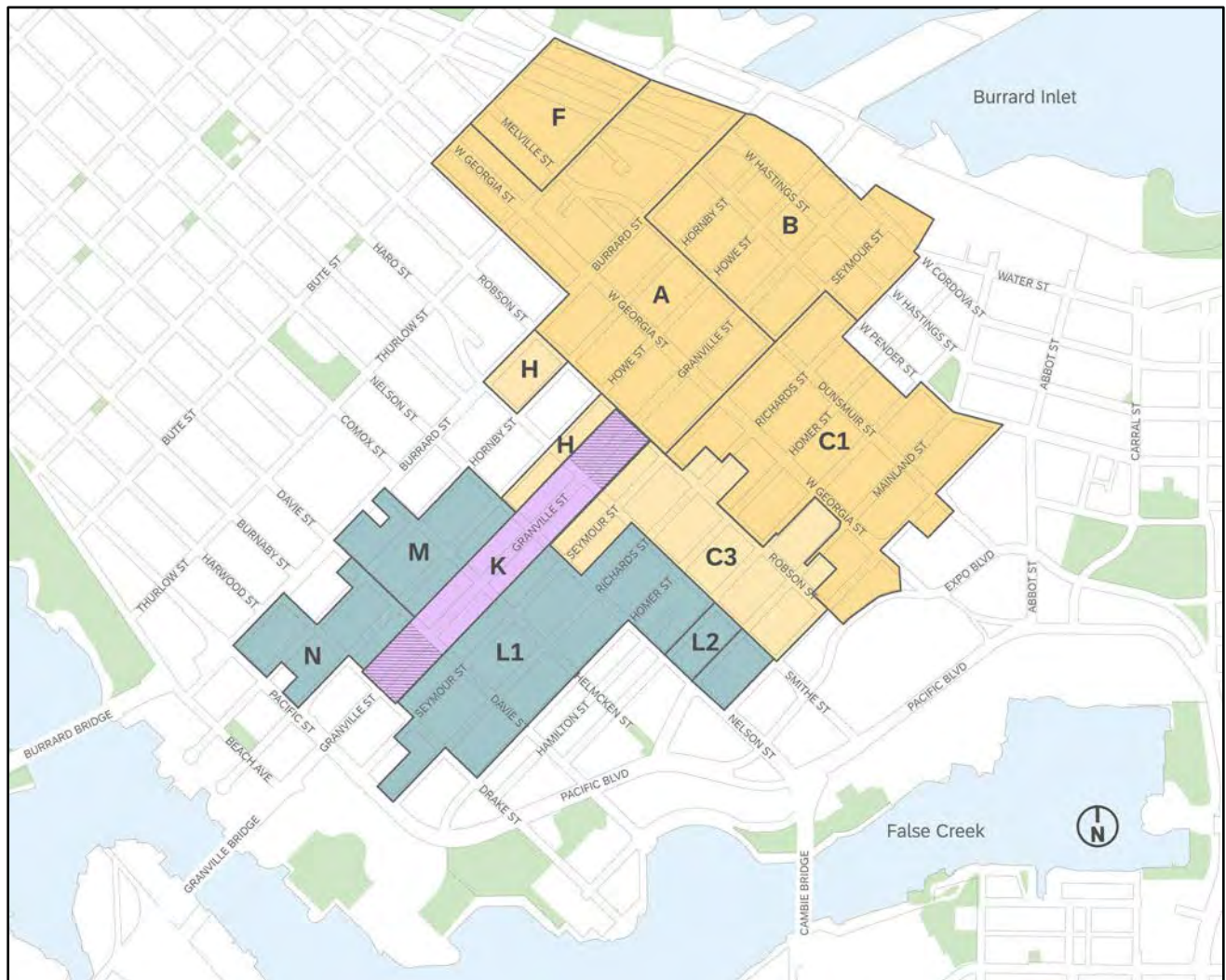
The intent of this rezoning policy is to provide guidance for the intensification of the Downtown to address long-term demand for job space, entertainment activities, new housing opportunities and provision of public amenities. These areas are fundamental to meeting the future demand for job space.

The rezoning policy requires that new development be focused in specific areas identified for change through the Downtown and it stipulates the conditions by which new development may be considered to achieve public objectives.

Rezoning applications under this policy will adhere to policies and guidelines contained in the Downtown Official Development Plan (DODP), Single Room Accommodation (SRA) By-law, Granville Street Plan, Downtown South Guidelines, Public Views Guidelines, Higher Buildings Policy, and in other relevant Council-approved policies, guidelines and by-laws.

This rezoning policy applies across the Downtown area, as outlined in Map A below

Map A: Downtown Rezoning Policy Areas



- CBD
- CBD Shoulder
- Downtown South
- Granville Entertainment District
- Transition Areas

2 DEFINITIONS

For the purposes of this document:

- (a) “Heritage property” means a building listed on the Vancouver Heritage Register, or could qualify for listing on the Vancouver Heritage Register.
- (b) “SRA” means single residential accommodation as designated in the Single Room Accommodation By-law No. 8733.
- (c) “Site” or “Development Site” means a contiguous, developable piece of land.
- (d) “Non-residential” means any land use permitted in the Downtown ODP except residential and parking.
- (e) “Secured Market Rental Housing” means a development or part of a development, used only as market rental housing, which has a covenant or housing agreement registered against title restricting its use to market rental housing, for the longer of 60 years or the life of the building, or for such other term as may be agreed upon by the City and the owner.
- (f) “Market Residential” means residential housing that is in strata-titled ownership.
- (g) “CBD” means Central Business District and is illustrated as areas A, B, C1 and F in the map above.
- (h) “CBD Shoulder” is illustrated as areas C3 and H in the map above.
- (i) “Downtown South” is illustrated as areas L1, L2, M, and N in the map above.
- (j) “Granville Street Entertainment District” is illustrated as area K in the map above.

3 INTERIM REZONING POLICY

3.1 INTERIM POLICY FOR LARGE, MULTI-USE DEVELOPMENT SITES

- 3.1.1 Until May 1, 2028, section 3.1.2 replaces section 4.3.2 of this policy with regards to rezoning proposals for large, multi-use development sites in the CBD. A full and complete rezoning application that is compliant with this policy must be submitted and accepted by staff on or before this date.
- 3.1.2 Rezoning that include market residential along with substantial non-residential use on large sites may be considered in the CBD, subject to ODP amendments as required, under the following conditions:

- (a) All private rezoning applications are subject to the Community Amenity Contributions Policy for Rezoning for the provision of public benefits such as affordable housing and childcare and others, with a preference for public benefits that are delivered in-kind (on site).
- (b) Proposals including market residential must conform to liveability requirements in section 12 as well as the following requirements.

DODP Area	Site Area	Non-Residential Floor Area
Area A	site area must be 1,672 m ² (18,000 sq. ft.) or larger with a minimum frontage of 45.7 m (150 ft.); or a corner site that achieves acceptable urban design performance	9.00 FSR
Area B		
Area C1		7.00 FSR
Area F	no minimum site size	9.00 FSR

- (c) Despite the minimum non-residential floor area specified in 3.1.2(b), no net loss of existing non-residential floor area will be considered.
- (d) The site is contiguous and does not span roads or lanes. Site assembly may occur across an existing lane where Council authority has been granted to close, stop up and convey the lane based on Engineering's review and recommendation of suitable alternatives.
- (e) The minimum amount of non-residential space prescribed in 3.1.2(b) is achieved before consideration of any market residential from density bonusing or heritage transfer.
- (f) For very large sites, generally assumed to be greater than 6,503 m² (70,000 sq. ft.) or greater, the Director of Planning has the discretion to reduce the minimum required non-residential density provided that no net loss of non-residential space is proposed.
- (g) The non-residential space(s) must be positioned in the ideal office / commercial location on the site, including consideration of providing frontage on key commercial arterials such as Georgia Street and access to rapid transit stations.
- (h) The non-residential uses of the development must be fully developed concurrently or prior to the residential uses.
- (i) The city-wide Heritage Policies shall be applied when considering a proposal which includes a heritage property.
- (k) The Single Room Accommodation (SRA) By-law shall be applied when considering a proposal which includes a building that is listed in Schedule A of the SRA By-law.

4 REZONING POLICIES: CBD AND CBD SHOULDER

4.1 Rezoning for Non-Residential Development

Rezoning for non-residential development may be considered throughout the CBD and CBD shoulder.

4.2 Rezoning for Development with Market Residential in the CBD Shoulder (areas C3 and H)

Rezoning that includes market residential development may be considered in the CBD shoulder provided that a minimum of 2.00 FSR non-residential density is achieved.

4.3 Rezoning for Development with Market Residential in the CBD (AREAS A, B, C1, and F)

Rezoning for development that includes market residential should not be considered throughout the CBD, other than as described in sections 4.3.1 and 4.3.2.

Heritage Property or SRA on the site of the Proposed Rezoning

4.3.1 Rezoning proposals that include heritage properties or SRAs present a situation where a significant public interest may be lost if an economically feasible package cannot be created in a timely way. That is, the heritage properties may be lost, or the requirement of maintaining or replacing low-income single units cannot be met.

- (a) Where a proposal includes protection (through heritage designation and/or a heritage revitalization agreement) and rehabilitation of a heritage properties; retention and upgrading of SRA; or replacement of SRA, market residential may be considered.
- (b) Ideally, the objective would be to achieve:
 - (i) As a non-residential minimum, a floor space ratio equal to the maximum applicable from the DODP; and
 - (ii) As a market residential maximum, the amount needed (above the non-residential return) to cover the heritage or SRA cost.
- (c) However, noting that the market may not support some types or amounts of non-residential in a timely manner, or the returns may not be sufficient to compensate for the heritage or SRA, less non-residential and more residential than the ideal may be considered.

- (d) In all cases, the overall amount of density on the site would be governed by the proposed built form being judged acceptable in urban design terms.
- (e) It is usually advantageous for the site to be larger than that occupied by the heritage or SRA building itself. However, the larger the site, the more the exercise of flexibility in 4.3.1(c) could result in use of non-residential capacity (“job space”) for residential. Therefore, where it is determined that the entire land assembly should not be considered for 4.3.1(c), or in the case of very large assemblies, a portion of the site should be governed by section 4.1 above.

Large, Multi-use Development Sites

4.3.2 Rezoning that includes market residential along with substantial non-residential use on large sites may be considered in the CBD, subject to ODP amendments as required, under the following conditions:

- (a) All private rezoning applications are subject to the Community Amenity Contributions Policy for Rezoning for the provision of public benefits such as affordable housing and childcare and others, with a preference for public benefits that are delivered in-kind (on site).
- (b) The site is large enough to accommodate the anticipated non-residential density in a stand-alone building separate from residential uses. Sites capable of achieving this condition are generally assumed to be greater than 4,645 sq. m (50,000 sq. ft.) in area.
- (c) The site is contiguous and does not span roads or lanes. Site assembly may occur across an existing lane where Council authority has been granted to close, stop up and convey the lane based on Engineering’s review and recommendation of suitable alternatives.
- (d) An amount of non-residential space equal to the maximum applicable from the DODP is achieved before consideration of any market residential from density bonusing or heritage transfer.
- (e) The non-residential building(s) must be positioned in the ideal office/commercial location on the site, including consideration of providing frontage on key commercial arterials such as Georgia Street and access to rapid transit stations.
- (f) The non-residential uses of the development must be fully developed concurrently or prior to the residential uses.

5 REZONING POLICIES: DOWNTOWN SOUTH (AREAS L1, L2, M, AND N)

Rezoning applications that include market residential development may be considered in the Downtown South (Sub-areas L1, L2, M, and N).

6 REZONING POLICIES: GRANVILLE STREET ENTERTAINMENT DISTRICT (AREA K)

6.1 Rezoning for Non-Residential Development

- 6.1.1 Rezoning applications for non-residential development may be considered throughout the Granville Street Entertainment District.
- 6.1.2 The existing amount of cultural space on site should be maintained within rezoning applications, achieving no net loss of cultural space through redevelopment.
- 6.1.3 Rezoning applications should integrate cultural spaces, such as live performance space, in hotels, restaurants, bars, and other commercial or retail spaces.
- 6.1.4 The Entertainment Core (900-1100 blocks of Granville Street between Smithe Street and Davie Street) excludes new residential uses. Existing residential sites in the Entertainment Core, including SRA designated buildings, may only be redeveloped for retail, entertainment, commercial hotel or other cultural uses (existing residential buildings may remain). For SRAs that are proposed for redevelopment or conversion, each rezoning application will be evaluated based on alignment with the Granville Street Plan objectives and the need to protect existing tenants. Through an SRA Permit, projects will be required to replace the rooms off-site or provide a cash contribution to support SRA replacement.
- 6.1.5 To minimize pre-emptive closure of SRAs, applications for rezoning will be considered for SRAs that have a minimum of 80% of rooms occupied at time of application. Exceptions will be considered in cases where rooms are uninhabitable or were already vacant prior to the Granville Street Plan's approval.

6.2 Rezoning for Mixed-use Development with Secured Market Rental Housing in the Transition Areas (City Centre and the Bridgehead)

- 6.2.1 Rezoning applications for mixed-use projects with a secured market rental housing component along with substantial non-residential use may be considered in the Transition Areas (see Map A), subject to the following:

- (a) Sites have a minimum frontage of 38.1 m (125 ft.) for corner sites and 45.7 m (150 ft.) for mid-block sites. Applications with lesser frontages can be considered at the discretion of the Director of Planning, where these applications meet the following criteria:
 - (i) The application must satisfy the Granville Street Special Design District Guidelines; and
 - (ii) Demonstrate that it reasonably mitigates development limitations on adjacent properties.
- (b) Rezoning should include a cultural facility and/or an expanded and improved facility that contributes community benefits as defined in the Granville Street Plan Public Benefits Priorities. In determining the permitted floor area or density that may be authorized, the Director of Planning shall consider:
 - (i) the construction cost of the facility;
 - (ii) any costs to the developer of continued maintenance required for the facility;
 - (iii) the rental value of the increased floor area; and
 - (iv) the value of any authorized relaxation of other restrictions. If appropriate, such facilities shall be preserved in the public domain by way of a Community Use Agreement or another registered agreement and operated by the City or its delegates.
 - (v) that the existing amount of cultural space on site should be maintained, achieving no net loss of cultural space through redevelopment.
- (c) Rezoning should include an amount of non-residential space equal to the maximum applicable from the DODP (3.00 FSR).
- (d) Rezoning should include a viable and substantive hotel component (a minimum of approximately 3.00 FSR or 200 rooms) in addition to the amount of non-residential space equal to the maximum applicable from the DODP.
- (e) For existing market rental housing sites, rezoning should deliver of one-for-one replacement of all existing rental housing units with self-contained dwelling units on site.
- (f) Tenant relocation and protection requirements will apply per the Tenant Relocation and Protection Policy (2019) to rezoning applications that involve redevelopment of existing rental housing.

- (g) Other applicable City Housing policies may apply. Requirements for (larger units/diverse units) family housing units will apply per the Family Room: Housing Mix Policy for Rezoning Projects.

6.3 Rezoning with an existing SRA in the Transition Areas (City Centre and the Bridgehead)

6.3.1 Where a rezoning application includes replacement of an SRA, a secured market rental housing component may be considered under the following conditions:

- (a) That an application should includes an amount of non-residential space equal to the maximum applicable from the DODP (3.00 FSR).
 - (i) However, noting that the market may not support some types or amounts of non-residential in a timely manner, or the returns may not be sufficient to compensate for the SRA replacement, less non-residential and more residential than the ideal may be considered.
- (b) Any existing amount of cultural space on site should be maintained, achieving no net loss of cultural space through redevelopment.
- (c) Applications that include an SRA designated property will be subject to requirements outlined in the SRA By-law.
- (d) Applications that include an SRA designated property will only be considered for buildings that have a minimum of 80% of the rooms occupied at time of application. Exceptions may be considered in cases where rooms were already vacant prior to the Plan's approval.
- (e) For existing sites with an SRA designated property, the rezoning application should deliver self-contained social housing units, on a one-for-one basis.
 - (i) Explore dedicating social housing units for artists with associated production space in suitable locations, subject to tenant relocation assistance and compensation requirements per the SRA By-law.
- (f) The maximum density of the secured market rental housing will be determined as the amount needed (above the non-residential return) to cover the SRA replacement.
- (g) Tenant relocation and protection requirements will apply per the SRA By-law to projects which involve redevelopment of existing SRA designated buildings.

OTHER POLICY REQUIREMENTS

7 HEIGHTS

Building heights for rezonings should not exceed public view limits (except in accordance with the Higher Buildings Policy).

8 DENSITY

Overall density for rezonings will be determined by urban design performance.

9 RETAIL USE CONTINUITY

Continuous active retail, retail-commercial or service uses shall be required on the ground floor of street frontages, as designated in the Downtown Official Development Plan (DODP).

10 TRANSFERS OF HERITAGE DENSITY

All heritage density transferred into and within the CBD should be as non-residential uses, with the exception of large, multi-use development sites as defined in sections 3.1.2 and 4.3.2.

Heritage density transferred into the CBD Shoulder may be non-residential or residential use provided that a minimum of 2.00 FSR non-residential density is achieved.

11 LIVE/WORK

In the case of proposals for General Office Live/Work or other types of live/work, all the space – whether for live or work functions – will be subject to the limitations placed on market residential uses by this Rezoning Policy and the DODP.

12 LIVEABILITY IMPACTS

12.1 Noise Impacts

Various areas within the CBD are close to downtown entertainment districts or other locations that may have off-site noise impacts (e.g. outdoor restaurants/lounges, bars, etc.). Therefore, rezonings that permit residential in the CBD should include measures to mitigate anticipated noise levels. Consideration should be given to notify initial and future residents of these noise impacts (e.g. covenants on title and other measures).

12.2 Tower Separation

12.2.1 Tower placement should demonstrate a minimum separation between existing towers and potential future towers within the block and adjacent blocks as follows:

- (a) Residential-Residential: 24.4 m (80 ft.).
- (b) Residential-Hotel: 18.3 m (60 ft.).
- (c) Residential-Commercial (except hotel): 18.3 m (60 ft.).

12.2.2 Residential portion of towers proposed under this policy in the CBD must be situated such that the required separation under ~~12.2.1(c)~~ is provided within the subject site, allowing for maximization of commercial density on surrounding sites.

13 INFRASTRUCTURE

Upgrades may be required to support future population and employment growth and will be confirmed and/or implemented concurrently with, and/or through the rezoning process. Developments may potentially be required to deliver neighbourhood-serving upgrades and/or additional management requirements, with development conditions that may impact project viability. Upgrades may be identified at time of rezoning application and will need to be coordinated between the City and regional and local partners. These upgrades include, but are not limited to, sewer and drainage, potable water, green rainwater infrastructure, groundwater management, transportation & public space and third-party utilities.

APPENDIX C

SUMMARY OF PROPOSED CONSEQUENTIAL AMENDMENTS TO LAND USE DOCUMENTS

Note: The Table below sets out the policies that are to be amended. All red text is new and all strikethrough text is to be removed.

Document	Section	Description of Amendment	Rationale
Public View Guidelines	Section 3, Table 1: Public Views	Delete the entire row for “12.2 Granville Bridge”	Remove reference to the 12.2 Granville Bridge public view to align with the proposed directions outlined in the Granville Street Plan.
Development Contribution Expectation Policy in Areas Undergoing Community Planning	Section 2	<ul style="list-style-type: none"> • The Rupert and Renfrew area planning process • The Granville Street Planning area planning process • The Villages Planning Program 	Remove references to the Granville Street Planning Study Area to reflect the completion of the planning program.
	Section 2	Table 1c: Area Specific Priorities and DCE Policies (Continued) Delete “Table 1c” Delete footnotes 1 and 2 accompanying Table 1c Delete bullets a), b), and c) accompanying Table 1c	Remove references to the Granville Street Planning Study Area to reflect the completion of the planning program.
	Section 3	Map C: Granville Street Planning Program Study Area (DODP Sub Areas K1, K2 and K3) Delete “Map C: Granville Street Planning Program Study Area”	Remove references to the Granville Street Planning Study Area to reflect the completion of the planning program.

Document	Section	Description of Amendment	Rationale
	Section 3	Map DC : Villages Planning Program	Update the Map Title to reflect the completion of the Granville Street Planning program.
Hotel Development Policy	Section 3.2, Table 1	Central Business District (CBD) and CBD Shoulder Rezoning Policy (2009) Downtown Rezoning Policy (2025)	Remove references to the Central Business District and CBD Shoulder Rezoning Policy to align with the updated Downtown Rezoning Policy



Granville Street Plan



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Land Acknowledgement

The City of Vancouver acknowledges that the lands on which downtown Granville Street is situated are the unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations. These lands have been stewarded by xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Peoples since time immemorial, and their unique and inherent relations, history, Title and rights in these territories remain intact.

The City of Vancouver will continue to work with the Nations on the implementation of the Granville Street Plan and through other endeavors to strengthen its future as a City of Reconciliation.

Introduction

The City of Vancouver has prepared the Granville Street Plan (the “Plan”) to support revitalization of Downtown Granville Street and the Granville Entertainment District (GED). The Plan builds on Granville Street’s rich history of live performances and its 'eclectic and electric' character. The plan was developed with input from businesses, residents, cultural institutions and community partners. It aims to enhance daytime and nighttime activities, improve safety, expand live music, unlock economic opportunities, increase hotels and dining options, and deliver a world-class public realm.

The Plan’s Framework guides change through three key moves: 1) defining distinct character areas (City Centre, Entertainment Core, and Bridgehead); 2) creating a destination public space and pedestrian zone; and 3) implementing transit improvements on Howe and Seymour Streets. The plan’s policies will guide new uses, expand development, promote arts and culture, and improve public space and transportation, building on the area’s historic character.

An Implementation and Phasing Strategy will guide the area’s transformation through partnerships, re-investment, redevelopment and City-led projects.



Figure 1: Downtown Vancouver - Granville Street Plan Area

The Case for Change on Granville Street

The Granville Street Plan outlines a vision that will need strong, coordinated support from the City of Vancouver and all stakeholders and partners. The Plan will play a vital role in coordinating efforts across City departments, private property owners and business, and venue operators to transform Granville into a dynamic destination for culture and entertainment. Once approved, the plan will need regular review and updates to ensure it works as intended and adapts to changes.

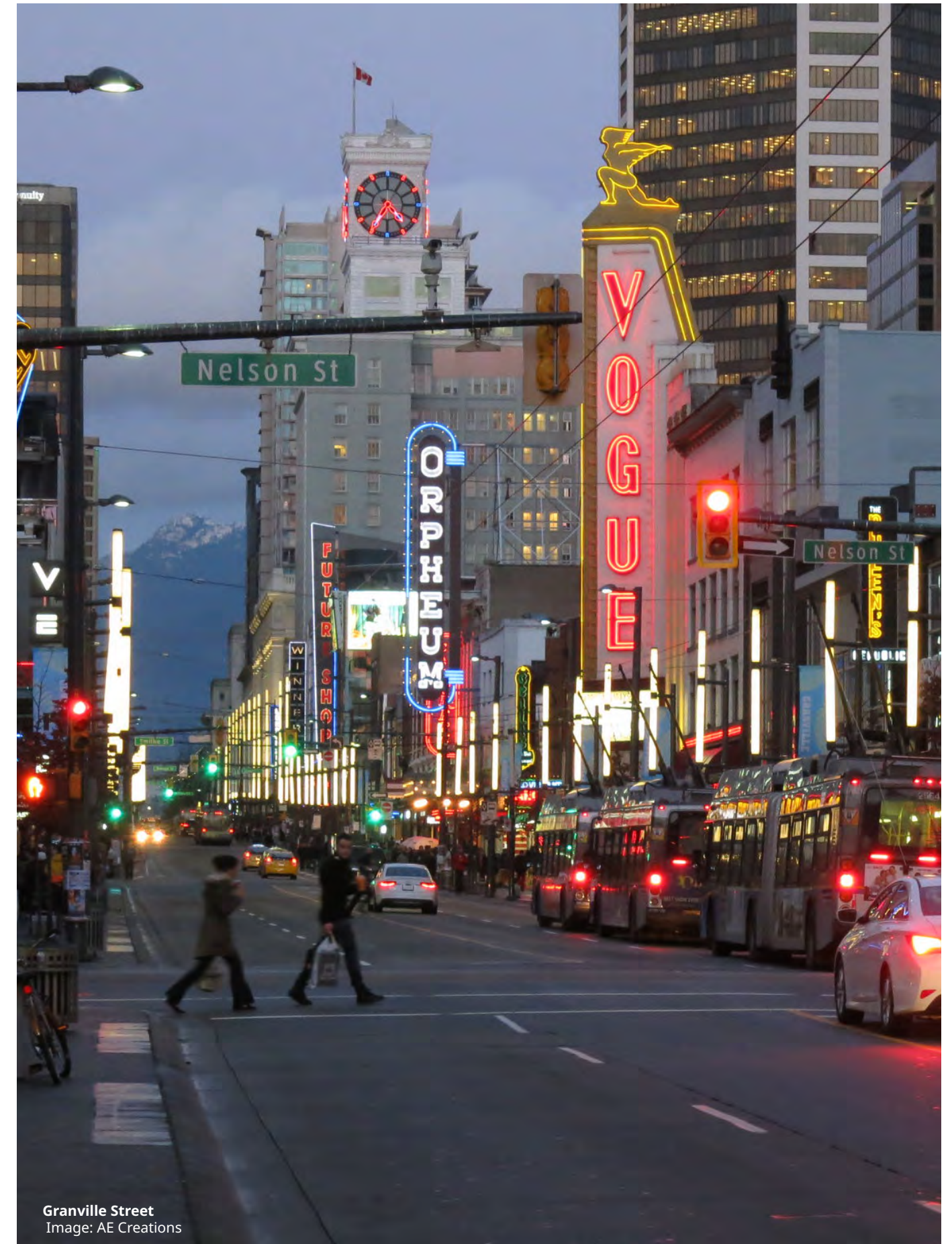
Downtown Granville Street evolved from a bustling commercial hub in the early days of Vancouver's incorporation to become home to the Granville Entertainment District (GED). In the 1990's and 2000's, the GED was a vibrant destination for celebration and performance - known for its iconic neon signs, marquees, and venues like the Orpheum Theatre and Commodore Ballroom. Today, the GED boasts a diverse mix of live performance venues, music-related businesses, cultural activities, restaurants, cafes, pubs, clubs, punk shops, tattoo parlours, and accommodations.

Granville Street was part of the Vancouver's historic streetcar network and remains a busy transit corridor. City-wide routes converge here, connecting to downtown Vancouver's employment and retail centres, key transit SkyTrain stations, and intersect with prominent streets like Georgia, Robson and Davie.

The 2010 Winter Olympics marked a peak of activity on Granville Street, with thousands of visitors filling the street day and night. The Canada Line and public realm improvements for the 2010 Winter Olympics were the most recent significant changes to Granville Street.

Today, the area faces challenges with vacant storefronts, lack of daytime activity, and rising health, safety and street disorder concerns. These issues have contributed to a negative perception of the GED, as highlighted during the plan's public engagement process.

The City of Vancouver recognizes Granville Street's challenges but sees it as an area full of opportunity. The Granville Street Plan can enhance the area's future for businesses, venues, visitors, and residents by introducing a vision, and outlining the incremental changes needed.



Granville Street
Image: AE Creations

Granville Street Through the Years

The Granville Street is a unique, ever-evolving cultural landscape with layers of history, and the city's heartbeat through many changes it witnessed. Granville Street is valued for: its enduring connection to the Indigenous Peoples of the area; its growth as a transportation spine in relation to the Canadian Pacific Railway (CPR), British Columbia Electric Railway (BCER) and later, trolley bus and light rail service; its post-contact Edwardian-era development, which resulted in the construction of many of its extant buildings; its perceived deterioration and cyclical evolution resulting in a variety of urban planning initiatives; its importance to the cultural, artistic, and societal development of a variety of communities; its role as the heart of the region's entertainment development, both formally and informally, replete with extensive neon signs; and its variety of architecture and building typologies and styles that compose its characteristic 'sawtooth' streetscape profile.

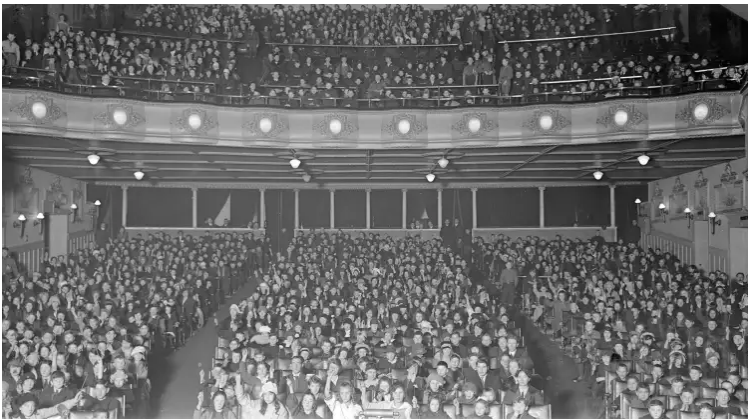
- Cultural Heritage Study | Granville Street (Luxton)



Plaza Theatre (881 Granville Street) 1937, VPL 11050



Construction of electric railway along Granville Street, 1912 (CVA A09783)



Children in the audience of the previous Orpheum (761 Granville Street) 1918 (CVA 99-5150)



Street car 'sawtooth' streetscape profile (800 block Granville Street), 1920 (CVA A37856)



Iconic neon signs at night (800 and 900 blocks), 1959 (CVA A40472)



Construction of Granville Mall, October 15 1974 (CVA 800-0746)



Local punk legends DOA were ejected from the club the first time they played there in 1977 (Bev Davies)



Nirvana at Commodore Ballroom, 1991 (Charles Petersen)



Broken Social Scene Commodore Ballroom, 2010 (Vancouver Sun)



Crowds on Granville Street after Canada's Men's Ice Hockey gold medal win during the Vancouver 2010 Winter Olympics (Hulse & Durrell)



Granville Street Block Party, 2024 (Downtown Vancouver BIA)

A New Vision for Granville Street

Located in the heart of downtown, Granville Street is envisioned as a safe, welcoming, diverse and vibrant entertainment district that is alive with activity day and night, all year round. As the plan is implemented, Granville will evolve into a premier cultural and tourist destination for live performances, dining, civic life, and celebrations.

A new vision for Granville Street will:

- ➔ Promote safety and a sense of welcoming for all people
- ➔ Enhance live music and performance
- ➔ Encourage a wide selection of restaurants and patios
- ➔ Expand hotels and amenities
- ➔ Celebrate unique character and heritage
- ➔ Support events, celebration and civic gathering
- ➔ Become a destination public space
- ➔ Improve accessibility and maintain transit connections



Potential future of Granville Street in 20 years

*These sketches are for illustrative purposes and are not directly representative of any specific location. They may differ from actual build out.

Section 1

Plan Framework

To realize the long-term vision for Granville Street, efforts and investments should focus on areas with the highest potential to spark broader transformation.

The plan guides change through three key moves: 1) defining three distinct character areas, 2) creating a destination public space and a year-round pedestrian zone along Granville Street and 3) undertaking necessary transit improvements on Howe and Seymour Streets.

The framework aims to reinforce and build upon the district's status as Vancouver's premier live music and cultural destination, making it a vibrant street of belonging and celebration for everyone.

The plan framework will be delivered through a 20-year phased process.

1

Character Areas

The plan focuses on three character areas: City Centre; Entertainment Core; and Bridgehead. Each area provides a spatial framework for Granville Street's growth and change.

The plan focuses on three character areas: City Centre, Entertainment Core, and Bridgehead. Each area provides a spatial framework for Granville Street's growth and change. The Plan outlines each area's qualities, policies, and future development, combining land use with public spaces while reflecting unique character and context of the different zones. For applicable site-specific land use policies and development and design guidelines (i.e. building heights, densities, uses and built form), refer to Land Use and Development policy directions (page 30).

2

Destination Public Space

The plan seeks to create a destination public space and gradually working towards a year-round shore-to-shore pedestrian zone on Granville Street from Granville Bridge to Waterfront Station. A plaza at Granville and Robson will become an iconic gathering place and connect to Robson Square and the Stadium District. The pedestrian zone will feature programming, amenities, and unique design features for year-round, day and night enjoyment. Initial efforts will involve testing temporary seasonal pedestrian zones in the near term. (see Public Space page 48)

3

Transit Improvements to support pedestrian zone

Relocating bus service to Howe and Seymour Streets is necessary to support a destination public space and pedestrianized Granville Street. To accommodate this shift, transit priority improvements will be made to these streets to enhance reliability and access. (see Transportation page 56)

What will a re-imagined Granville Street look like?

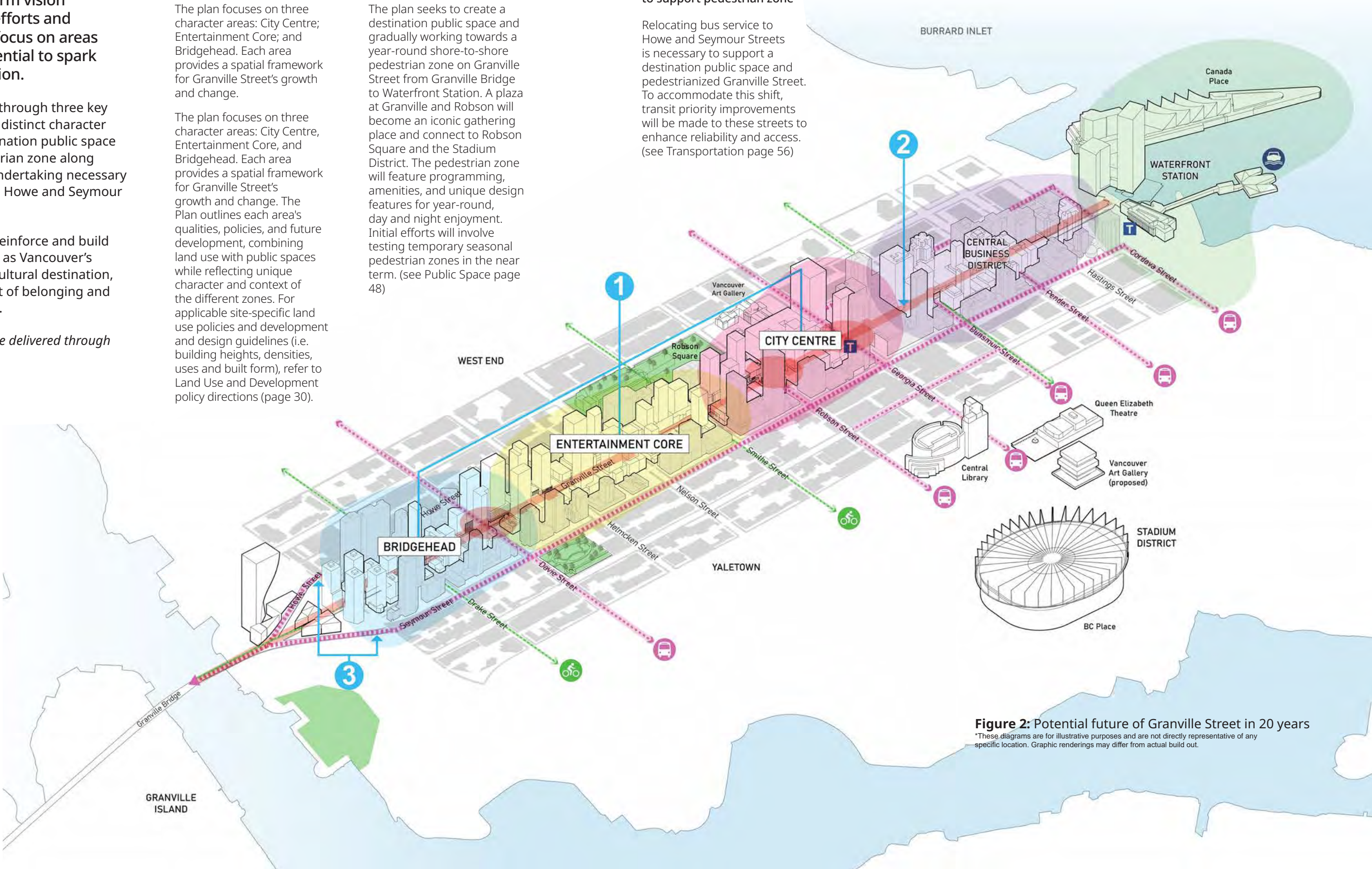
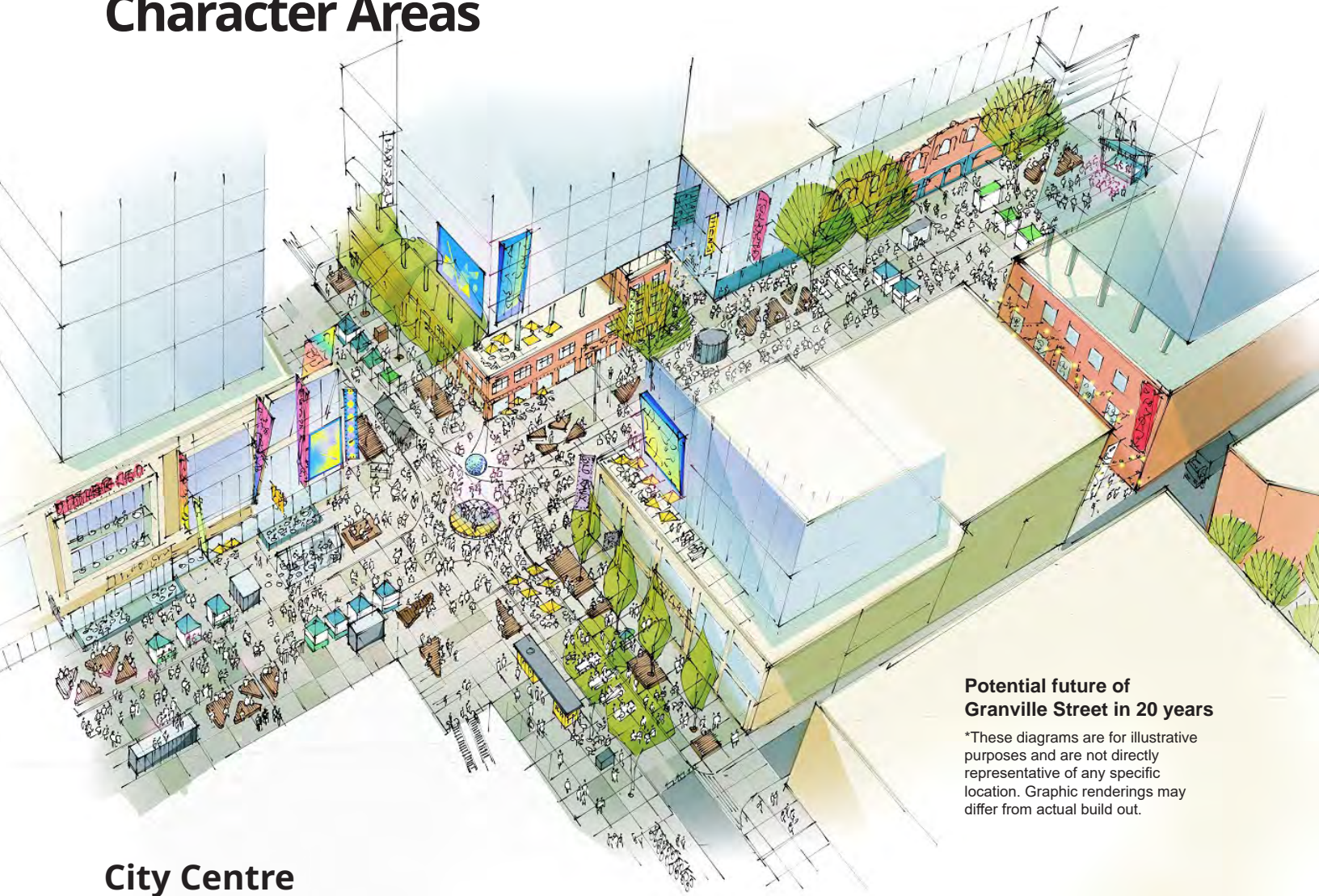


Figure 2: Potential future of Granville Street in 20 years

*These diagrams are for illustrative purposes and are not directly representative of any specific location. Graphic renderings may differ from actual build out.

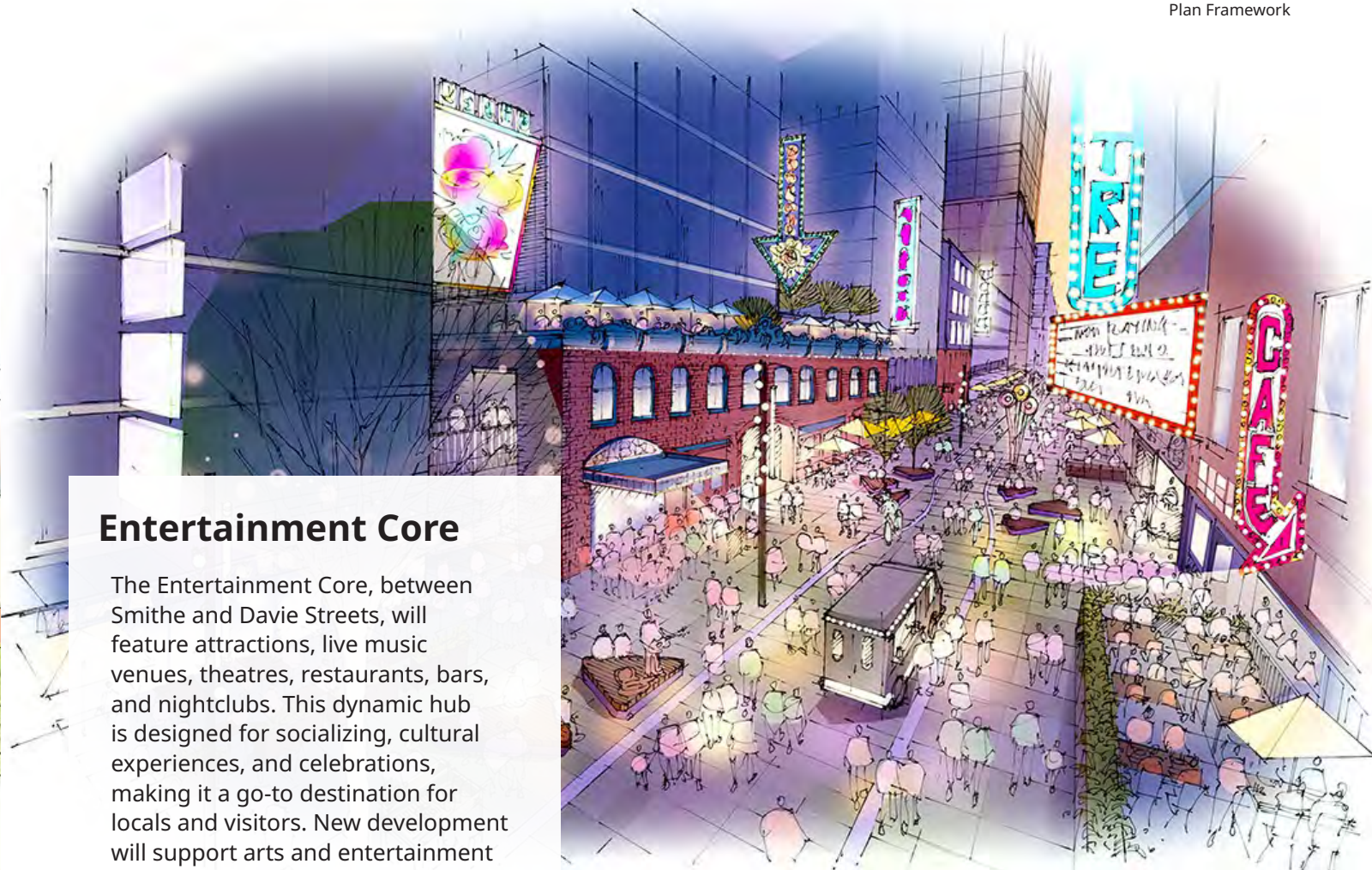
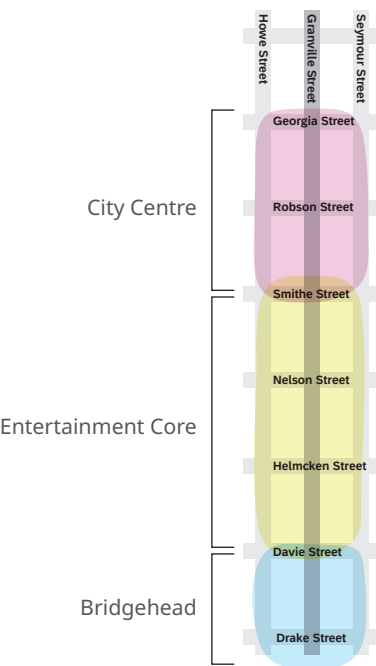
Character Areas



Potential future of Granville Street in 20 years
*These diagrams are for illustrative purposes and are not directly representative of any specific location. Graphic renderings may differ from actual build out.

City Centre

The City Centre area, between Georgia and Smithe Streets, focuses on Vancouver City Centre and Granville SkyTrain stations and Granville and Robson intersection. This area will be transformed into a central public plaza for large civic gatherings and celebrations. The City Centre will be revitalized as a vibrant civic, retail, and commercial hub. It will feature new mixed-use residential developments, including some of Vancouver’s tallest towers, redefining the city skyline and marking the area as the centre of downtown. Transit entries and connections will be integrated into new developments to ensure connectivity.



Entertainment Core

The Entertainment Core, between Smithe and Davie Streets, will feature attractions, live music venues, theatres, restaurants, bars, and nightclubs. This dynamic hub is designed for socializing, cultural experiences, and celebrations, making it a go-to destination for locals and visitors. New development will support arts and entertainment activity and blend indoor and outdoor activities with a pedestrian zone that supports cultural events and performance.



Bridgehead

The Bridgehead, between Davie and Drake Streets, blends residential, commercial, cultural spaces, local shops, and a quieter street experience. This area connects the lower part of Granville Street with nearby downtown residential neighbourhoods like Yaletown and the Granville Loops, as well as the Granville Bridge.

Section 2

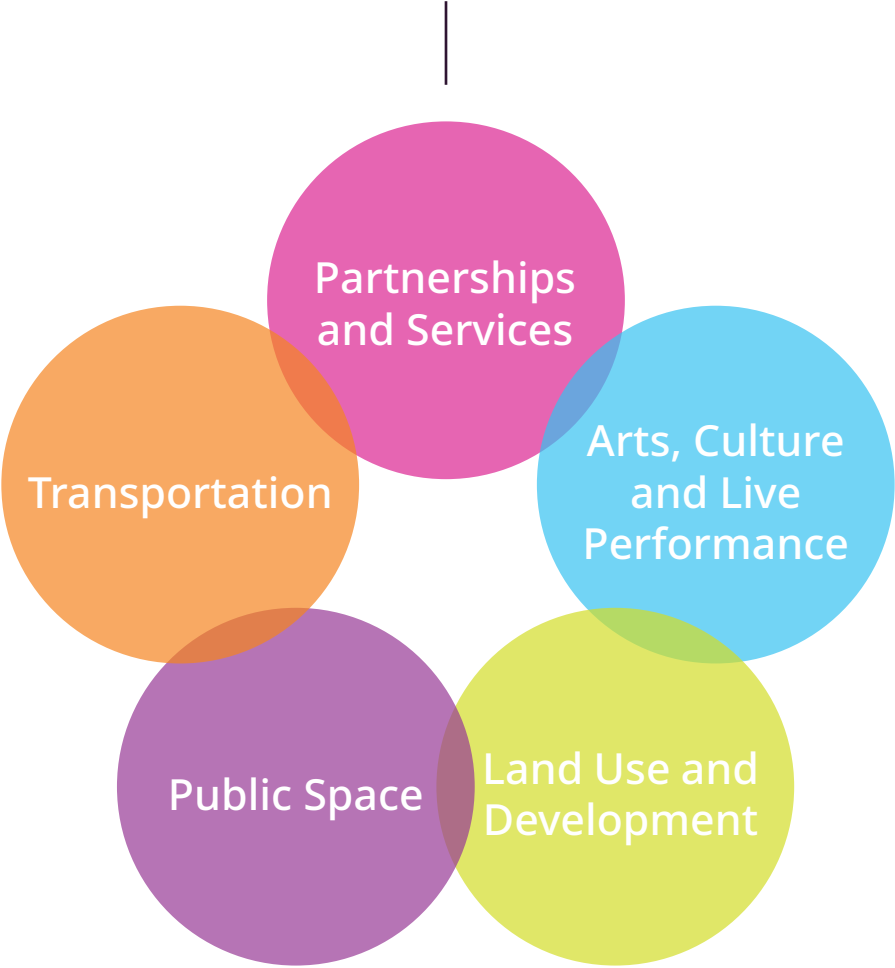
Policy Directions

This section outlines the policies required to deliver the Plan and is organized into five (5) policy areas. These policies guide City-led projects and partnerships, detailing specific land use and development criteria (e.g., uses, height, density) for new developments in the area.

Policy Areas	Objectives
1.0 Partnerships and Services	A safe and vibrant entertainment district requires partnerships and coordinated service management to deliver sustained success.
2.0 Arts, Culture and Live Performance	Ensure arts, culture, live music and entertainment take centre stage.
3.0 Land Use and Development	Increase development opportunities and diversify land use to attract new investments, promote entertainment, boost tourism, and stimulate activity both day and night.
4.0 Public Space	Create a destination public space and work toward a year-round pedestrian zone with a focus on gathering and celebration.
5.0 Transportation	Improve transit reliability and access by implementing supportive transit priority infrastructure, and enhance the walking and wayfinding experience in the area.

A Holistic and a Balanced Approach

The Policy Directions provides a holistic approach to fostering a safe and vibrant Granville Street and Granville Entertainment District. It will require sustained action in each policy area to deliver the vision.



1. Partnerships and Services

A safe and vibrant entertainment district requires partnerships and coordinated service management to deliver sustained success.

Effective partnerships foster collaboration among businesses, the City, and community organizations, enabling better responses to challenges and opportunities. A strategic approach to managing events, marketing, operations, ambassador programs, sanitation, maintenance, and social services can enhance safety and enjoyment for everyone. This ensures the district remains appealing and adaptable to trends, attracting diverse groups of locals and visitors, supporting local businesses, and enhancing daily and nightly experience.

Safety and Experience

Prioritizing visitor experience and public safety is essential for a thriving entertainment district. This should be integrated into planning, design, service provision, and programming. The plan includes actions and policies to make Granville Street safe and welcoming for everyone. The City acknowledges the challenges in the Granville Entertainment District and aims to address them through new and on-going initiatives, investment, infrastructure, and partnerships. The Granville Street Plan focuses on mid- to long-term strategies to attract visitors, encourage day and night activity, promote positive behavior, and foster a safer community.



Directions related to Safety and Experience are highlighted throughout the plan by this icon.



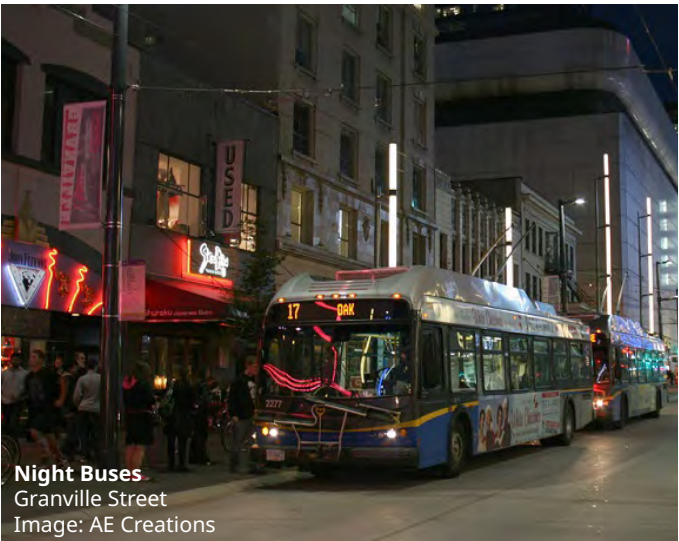
Good Night Out Street Team
Image: JustJash



NightBus signage
Image: Translink



Granville Block Party
Image: City of Vancouver



Night Buses
Granville Street
Image: AE Creations



Granville Street curbside patio barrier
Image: City of Vancouver

1.1 Prioritize Safety



The Granville Street Plan builds on emerging initiatives and identifies medium- and long-term priorities to enhance safety and comfort for everyone, including visitors, business owners, employees, and residents, including the unhoused.

Policies

- 1.1.1 Continue to address social service needs in the area, in collaboration with senior governments and other community partners.
- 1.1.2 Apply a safety and gender-based violence prevention lens to all planning and infrastructure design in the Granville Entertainment District (GED) especially in the Entertainment Core. This includes public realm infrastructure as well as future programming in gender-based violence prevention and response (See 4.0 Public Space for additional directions).
- 1.1.3 Implement design strategies to support crowd protection and event safety in the public realm on Granville Street, including during large-scale events (see 4.0 Public Space for additional directions).
- 1.1.4 Partner with public sector organizations and service delivery partners, to support a safe and welcoming public realm.



Public Space Stewardship

Stewardship refers to the management, maintenance, and programming of public spaces to ensure their on-going care, use and enjoyment. Sustaining Granville Street’s long-term success as an entertainment district and pedestrian zone requires a new approach to coordinated district management. This approach should go beyond the City’s established partnership-based stewardship model for typical plazas. A successful model for Granville Street could be expanded or replicated over time to support seasonal or year-round pedestrian streets in other areas of Vancouver.

The Downtown Vancouver Business Improvement Association (DVBIA) plays a key role in activating and caring for Granville Street today. The City will continue to partner with the DVBIA and other organizations to advance the policy directions in this chapter and throughout the Plan.

1.2 Develop a district management plan

Destination entertainment districts and pedestrianized streets have unique operational needs that differ from other commercial districts. These needs include increased demand for:

- Strategic planning: Supporting a diverse mix of cultural, entertainment and nightlife venues alongside retail and dining destinations.
- Branding and promotion: Establishing a strong identity and promoting the district to local, regional, and international visitors.
- Comprehensive vision and strategy: Developing a cohesive plan for a diverse range of small and large-scale activities, programs, and special events, and ensuring coordination between indoor and outdoor events.
- Public space stewardship: Maintaining a high level of care for public spaces that are heavily used around the clock.
- Support services: Providing services to accommodate high levels of activity, visitors, and the nighttime economy

Much of this work is already carried out on Granville Street today by the City or external agencies and partners. However, effective district management will require a distinct organizational model or entity with a mandate and capacity to manage these needs in a more coordinated manner. This includes securing dedicated funding and sustainable revenue sources. Continued efforts through Plan implementation will help shape an enhanced and expanded district management approach for Granville Street.

Policies

- 1.2.1 Collaborate with external partners, including xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh (Squamish Nation), and səliwətał (Tsleil-Waututh Nation), area businesses, government, non-profits and other community interest holders to develop a comprehensive district management plan that considers governance, operations, funding and revenue generation.
- 1.2.2 Support the self-determined priorities of xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations through district management governance, strategic planning, and operating decisions.
- 1.2.3 Develop a public space stewardship strategy that can evolve over time to support the programming and maintenance needs of an entertainment district and pedestrian zone.
- 1.2.4 Identify sustainable funding sources and establish an annual operating budget for district management and public space stewardship needs.



2. Arts, Culture & Live Performance

Ensure arts, culture, live music and entertainment take centre stage.

Recognizing, celebrating, and supporting arts, culture, and entertainment is crucial to the Granville Street Plan vision. The policies in this section aim to strengthen Granville Street’s role as a hub for arts, entertainment, dance, live music and performance by retaining, improving and expanding cultural spaces and commissioning public art.

The Granville Street Plan prioritizes safe, inclusive and equitable support for local artists, cultural workers, and organizations in their artistic production, service delivery, and program offerings, which contribute to the vitality of the Granville Entertainment District. Work will continue with xʷməθkʷəy̍əm (Musqueam Indian Band), Skwxwú7mesh (Squamish Nation), and səliłwətał (Tseil-Waututh Nation) to identify culturally significant areas, traditional place-naming, protocols for shared-spaces and processes for launching art-based projects within the Granville Street Plan area.

The Granville Plan’s Arts, Culture and Entertainment policies are supported by a number of other city-wide strategies and policies:

- Culture | Shift: Blanketing the City in Arts and Culture (2019)
- Making Space for Arts and Culture (2019)
- Vancouver Music Strategy (2019)
- Accessibility Strategy (2024)



Concert at the Commodore Ballroom
Vancouver, BC
Image: Rebecca Blissett

2.1 Ensure Reconciliation, Redress, Equity and Accessibility

Policies

- 2.1.1 Prioritize support of self-determined cultural spaces, public art, design, naming and programming that advances cultural visibility for xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), səlílwətaʔ (Tsleil-Waututh) Nations in alignment with the UNDRIP Action Plan (2024).
- 2.1.2 Promote safe, inclusive, and equitable access to cultural events and spaces for marginalized communities through dedicated services and outreach efforts. (see 1.0 Services and Partnerships).
- 2.1.3 Encourage the participation of equity-deserving communities and arts organizations, ensuring commissioned public artworks represent their communities.
- 2.1.4 Ensure the full participation of persons with disabilities by providing inclusive services, programs, partnerships, and infrastructure for artists, cultural workers, and audiences, for live performances and cultural events, as well as in existing and new cultural spaces and venues.

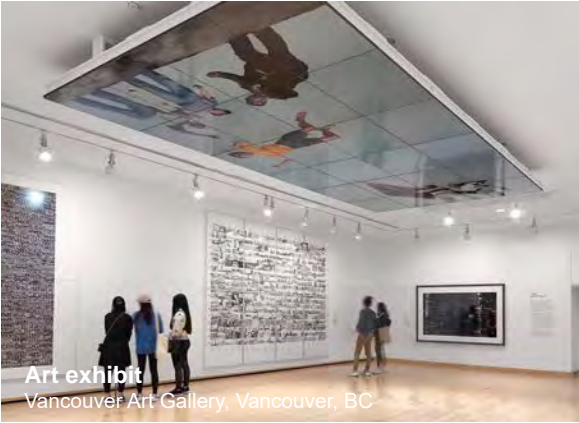
2.2 Retain, Expand and Create Affordable Arts and Cultural Space

Policies

- 2.2.1 Encourage the creation of new arts and culture spaces that accommodate a variety of daytime and nighttime activities and art practices. Utilize tools such as rezoning and development applications, density inclusions for cultural spaces, and public benefit contributions (e.g., commercial linkage fees) to achieve these spaces, including:
 - xʷməθkʷəy̓əm Skwxwú7mesh, and səlílwətaʔ self-determined public art and cultural spaces.
 - Spaces that support live-music, ethno-cultural performances and events and comedy.
 - A range of small- to mid-size live performance spaces including cabarets, halls, and theatres, and integrated performance space within restaurants, hotels, bars, and other commercial or retail spaces.
 - Exhibition and gallery spaces including ground level access and space with suitable ceiling heights.
 - Venues for all-ages and family-focused and low-barrier events for full community participation.
 - Exploring potential for Social Housing for artists, including associated production space, in suitable locations within Bridgehead and City Centre (see 3.0 Land Use and Development).



- 2.2.2 Support no net loss of cultural space. The existing amount of cultural space in the GED should be increased and/or improved through redevelopment.
- 2.2.3 Secure, enhance and improve key cultural heritage spaces, utilizing tools such as rezoning and development applications, density inclusions for cultural spaces, and public benefit contributions (e.g., commercial linkage fees) to secure these spaces, including but not limited to:
 - Dance Centre (677 Davie Street) as a non-profit cultural hub with priority for dance production, rehearsal, presentation and administration;
 - Commodore Ballroom and Lanes (800 Granville Street), including improved accessibility, secured use, and new live performance venue;
 - City-owned Orpheum Theatre expansion and improvements including accessibility and loading facilities; and
 - Vogue Theatre (918 Granville Street) as heritage theatre and all ages venue.



- 2.2.4 Prioritize cultural heritage designation for high-priority arts and culture venues, such as the Harbour Dance Centre (927 Granville Street), The Pearl (881 Granville Street), The Roxy (932 Granville Street), Gorg-O-Mish (695 Smithe Street), Golden Age Collectibles (852 Granville Street), and Tyrant Studios (1019 Seymour Street). Additionally, support the retention of cultural use and enhancement of these and other culturally significant arts and culture venues.
- 2.2.5 Integrate cultural spaces, such as live performance spaces in hotels, restaurants, bars and other commercial or retail spaces as part of rezonings in Entertainment District.

2.3 Deliver Arts and Cultural Programming

Policies

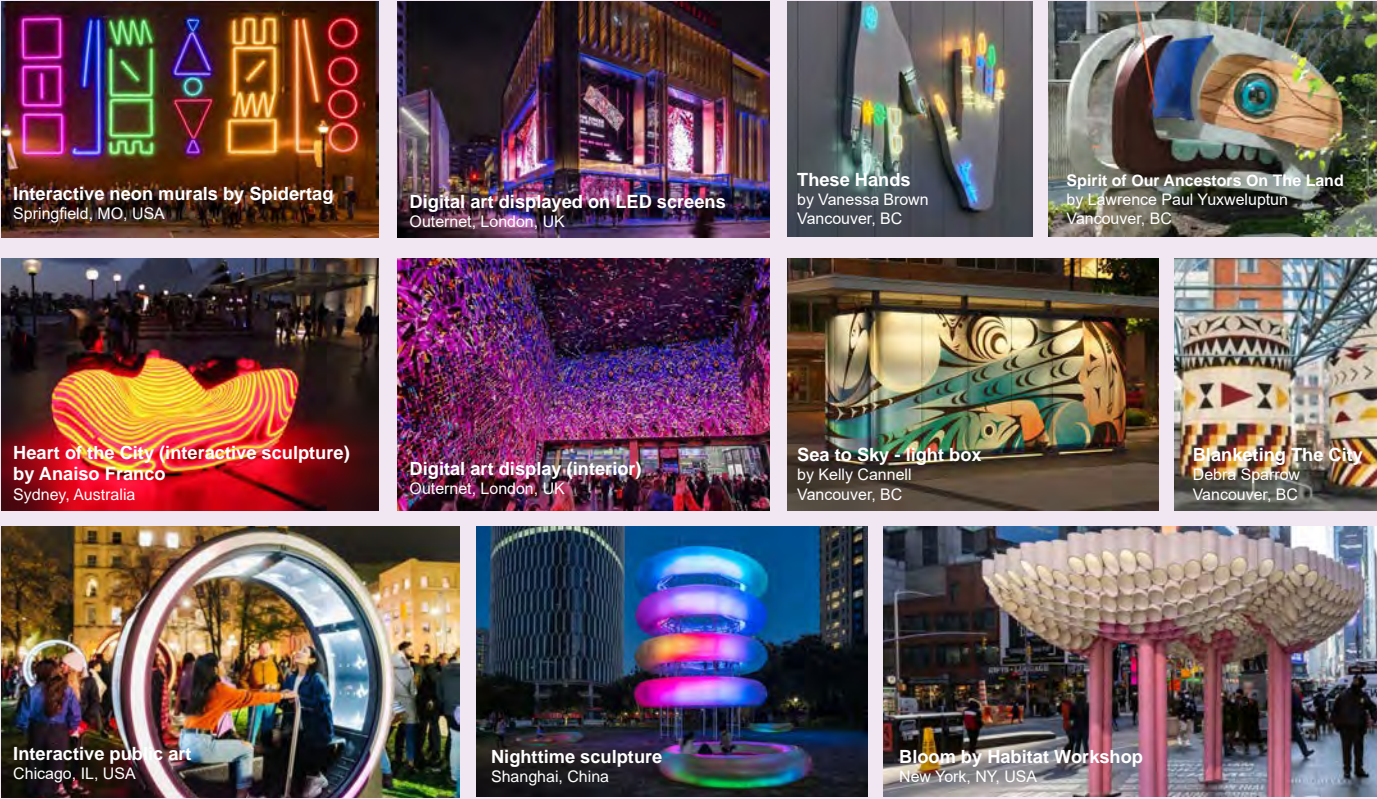
- 2.3.1 Encourage low-cost activation of the street for live performances, public art and cultural events as part of the district management plan and other event programming for Granville Street (see sections 1.2 and 2.5.3).
- 2.3.2 Enhance and expand use of electronic video signs (digital billboards) in the Granville Street Electronic Video Sign Zone (see section 2.3.5) at Robson and Granville for live performances and rotating video installation projects.
- 2.3.3 Partner with a broad range of equity-deserving communities and cultural organizations on stewardship approaches and programming strategies to support a diversity of street events and cultural programming.



2.4 Support Live Events and Performances

Policies

- 2.4.1 Ensure new infrastructure supports the safe and effective delivery of outdoor cultural activities, including small-to-large sized events, busking, arts and cultural festivals, markets, and live music performances and dedicated areas for programming (see section 4.0 Public Space for related policy directions).
- 2.4.2 Adopt practices to protect and enhance live events, music and other entertainment-related activities and uses (i.e. “Agent of Change Principles”), including but not limited to:
 - Assess the impact of sound and noise on both existing and new hotel and residential buildings located on or adjacent to Granville Street, including a sound/noise study to optimize the design of outdoor performance venues to support excellent live performance acoustics.
 - Consider amending the Noise By-Law to include the Granville Cultural Entertainment District as part of the Event Zone.
 - Implement acoustic mitigating designs for new developments to minimize noise impact.
- 2.4.3 Continue to simplify and reduce administrative barriers for permitting arts and cultural activities and events.
 - Pilot lower-cost events and street activations by providing dedicated arts and cultural programming infrastructure and/or lowering permit fees. Explore the possibility of permit-free busking.



2.5 Develop a Public Art Strategy

Policies

- 2.5.1 Develop a public art strategy that ensures a coordinated and equitable approach to delivering public art projects, enhancing the street's outdoor spaces in line with existing public art guidelines.
- 2.5.2 Work with xʷməθkʷə́y̓əm (Musqueam Indian Band), Sḵw̓xwú7mesh (Squamish Nation), and səlilwətaɫ (Tsleil-Waututh Nation) to elevate visibility, voice and cultural practices. Develop a coordinated and resourced approach for delivering major public art projects, including:
 - Input on identifying any areas of significance for design, artworks and Indigenous approaches.
 - Co-developing specific commissioning guidelines.
 - Identifying areas of potential mentorship, artist residencies and/or on-going programming for xʷməθkʷə́y̓əm, Sḵw̓xwú7mesh, and səlilwətaɫ artists to build capacity.

- 2.5.3 Encourage pooling private sector public art revenues from the public art amenity charge to commission large-scale permanent artworks on community-centered sites along Granville Street.
- 2.5.4 Partner with local organizations, artists, and curators within the Granville Street Plan area to co-program rotating temporary artworks and arts and cultural events.

3. Land Use and Development

Increase development opportunities and diversify land uses to attract new investments, promote a vibrant entertainment and live performance scene, boost tourism, and stimulate day and night activity.

The Granville Street Plan builds on the area's historic character and cultural context while advancing the vision through specific land use and development policies. These policies will guide the addition of new uses, expand development opportunities and catalyze change. They aim to enhance Granville Street as a hub for live music, entertainment and performance, grow its economic potential, and attract new visitors and residents. This will boost day and night activity, supporting the long-term goal of a pedestrianized high street with a destination public space that regularly hosts outdoor performances and events. This section also defines the role of housing in the area, including the approach for replacing Single Room Occupancy (SRO) housing.

The policies in this section will guide the review of rezoning applications. They should be coordinated with other relevant policies, including:

- Downtown Official Development Plan (DODP)
- Downtown Rezoning Policy
- Single Room Accommodation (SRA) Bylaw
- Tenant Relocation and Protection Policy (2019)
- Granville Street Special Design District Guidelines (in conjunction with the Development and Design Guide)

Applications to increase height and density can be considered if they align with the Downtown Rezoning Policy, which also explains how they can contribute to public benefits (outlined in Section 3). Redevelopment of sites that generally don't allow rezonings should follow the Downtown Official Development Plan (DODP), unless stated otherwise in the land use policies.



Granville Street
Image: Miko Fox

Land Use Policy Areas

The land use policies address area-specific opportunities and objectives identified in the character areas outlined in Section 3.2 of the Plan Framework. These policies focus on the City Centre, Entertainment Core, and Bridgehead character area (see Figure 2).

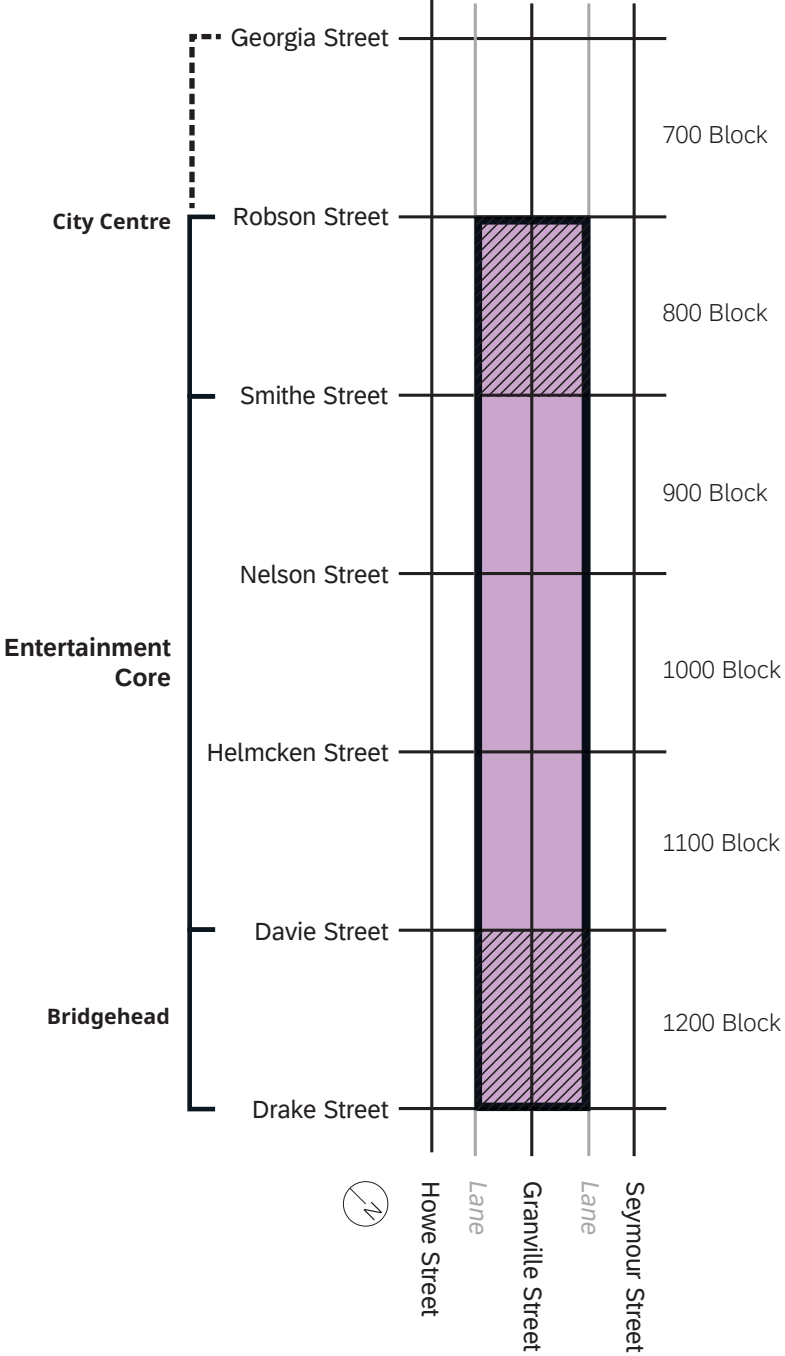


Figure 2 Rezoning Policy Areas

- Rezoning for commercial and service uses (in all areas)
- Rezoning for rental housing in Transition Areas (800 and 1200 blocks)

Note: CBD Rezoning Policy applies to 700 Block of Granville Street



Granville Street - Looking South from Georgia Street
Vancouver, BC

3.1 City Centre

The City Centre area, located between Georgia and Smithe Streets, encompassing the Vancouver City Centre and Granville SkyTrain stations, will be revitalized as a vibrant hub for civic, retail, and commercial activities. It will feature new mixed-use residential developments, including some of Vancouver’s tallest towers, redefining the city skyline and establishing the area as the centre of downtown. To support connectivity, transit entries and connections will be integrated into these new developments where possible, and new developments will be designed to support an improved and active public realm. The intersection of Granville and Robson Streets will be reimagined as a central public plaza for large public gatherings,, enhanced by vibrant electronic video signs (or electronic billboards).

To achieve this, rezonings with residential uses (rental housing) will be considered in the 800 block of Granville Street to foster near-term revitalization and secure new or expanded cultural facilities, as well as additional hotel space. This approach will also support rezonings that replace existing Single Room Occupancy (SRO) buildings with new, self-contained social housing. The City will require the highest noise mitigation design standards, ensuring rental housing is situated well above street-level activity to minimize noise conflicts between residential and entertainment activities (see Figure 4). Future implementation of the plan will involve a policy study for the area surrounding the City Centre Canada Line Station at Granville and Georgia Streets (including the 600 and 700 blocks of Granville Street). This study will offer site-specific policy directions, including requirements for higher buildings.



Key Objectives

- Near-Term Revitalization
- Secure Cultural Spaces
- Expand Hotel Space
- SRO Replacement
- Transit Integration
- Noise Mitigation
- Establish an Electronic Video Sign Zone

Figure 4
Potential build out
of a block in the
Transition Areas

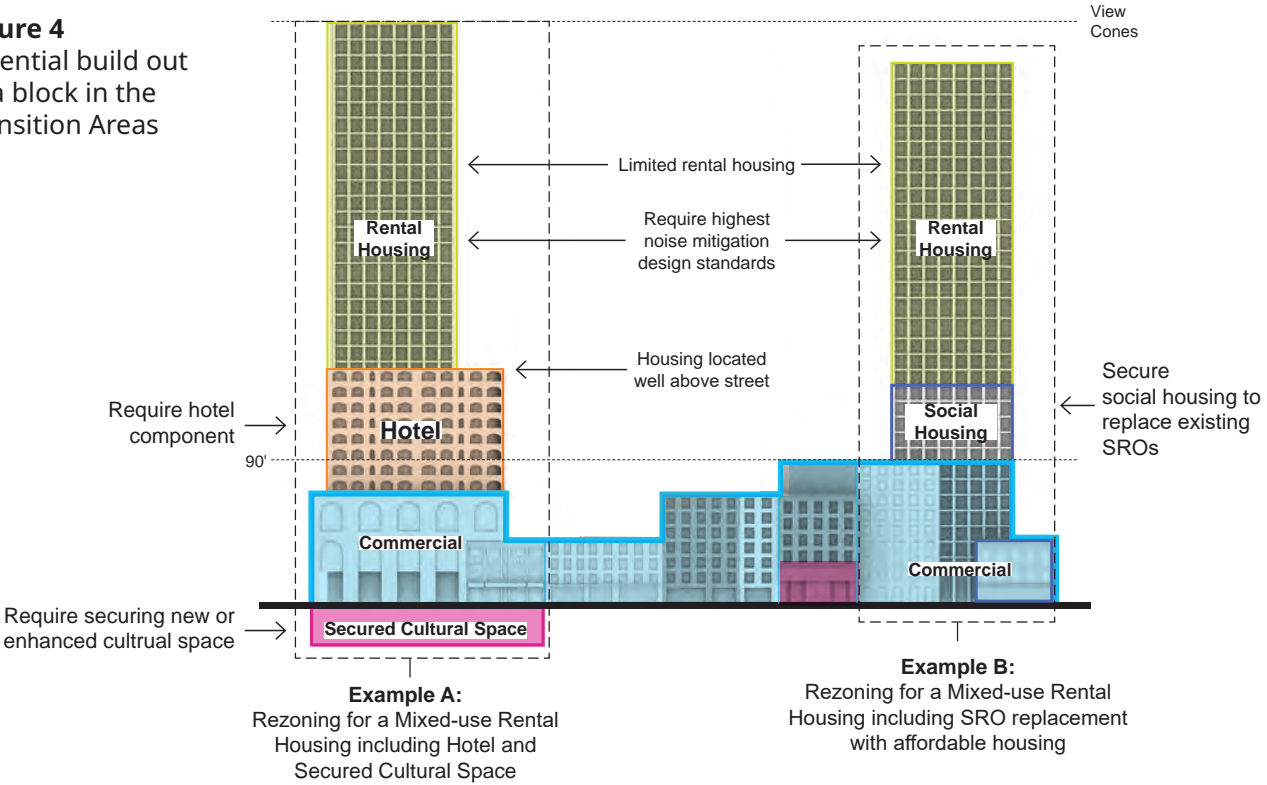


Table 1 Applicable Land Use Policies and Regulations: City Centre				
Land Use Policy Direction	Zoning: Downtown District Schedule (DD) – Area K	Rezoning for commercial and service uses	Rezonings for mixed-use residential (rental housing) (800 block of Granville Street):	
			Deliver Hotel and Cultural Space (no SRO replacement)	Deliver SRO replacement
Uses	Hotel, office, service/retail, cultural, institutional*	Hotel, office, service/retail, cultural, institutional	Hotel, office, service/retail, cultural, institutional, secured market rental housing, below market rental housing, social housing	Hotel, office, service/retail, cultural, institutional, secured market rental housing, social housing
Requirements	N/A	a) Commercial Linkage Fee	a) Addition of new or expanded cultural facility(s) b) Addition of a viable and substantive hotel component (a minimum of approximately 3.0 FSR or 200 rooms)	a) Replacement of SRO units with social housing
Housing Tenure	N/A	N/A	Secured market rental housing, social housing	Secured market rental housing, social housing
Max Height	90 ft.	To the underside of the most restrictive View Cone		
Density	3.5 FSR; plus sensity relaxations of cultural space density relaxation (Area K); Heritage density relaxation	Determined by urban design performance**		
Reference Policies	See DODP for more details.	See the Downtown Rezoning Policy for more details.		

*Pending future approval of a new Downtown District Schedule to replace the Downtown Official Development Plan (D-ODP)

3.2 Entertainment Core

The Entertainment Core area between Smithe and Davie Streets will become a vibrant hub featuring live music venues, theatres, restaurants, bars, and nightclubs. Developments will prioritize socializing, cultural experiences, and celebrations, making it a prime destination for locals and visitors. The area will blend indoor and outdoor activities within a pedestrian zone that supports special events and performances.

Rezoning for increased height and density for hotel and office developments will be permitted. New projects will include secured arts, culture, and entertainment spaces, as well as restaurant and retail use on lower levels to activate street-level spaces. Outdoor dining will be promoted through rooftop and sidewalk patios. New residential uses will be restricted to minimize noise conflicts with expanded entertainment activities.



Key Objectives

- Establish a Vibrant Entertainment, Culture and Performance Hub
- Create new hotels and increase job space
- Prohibit new residential developments in the Entertainment Core
- Ensure seamless Indoor and Outdoor Activity
- Elevate Outdoor Dining

Figure 5
Potential build out of a block in the Entertainment Core

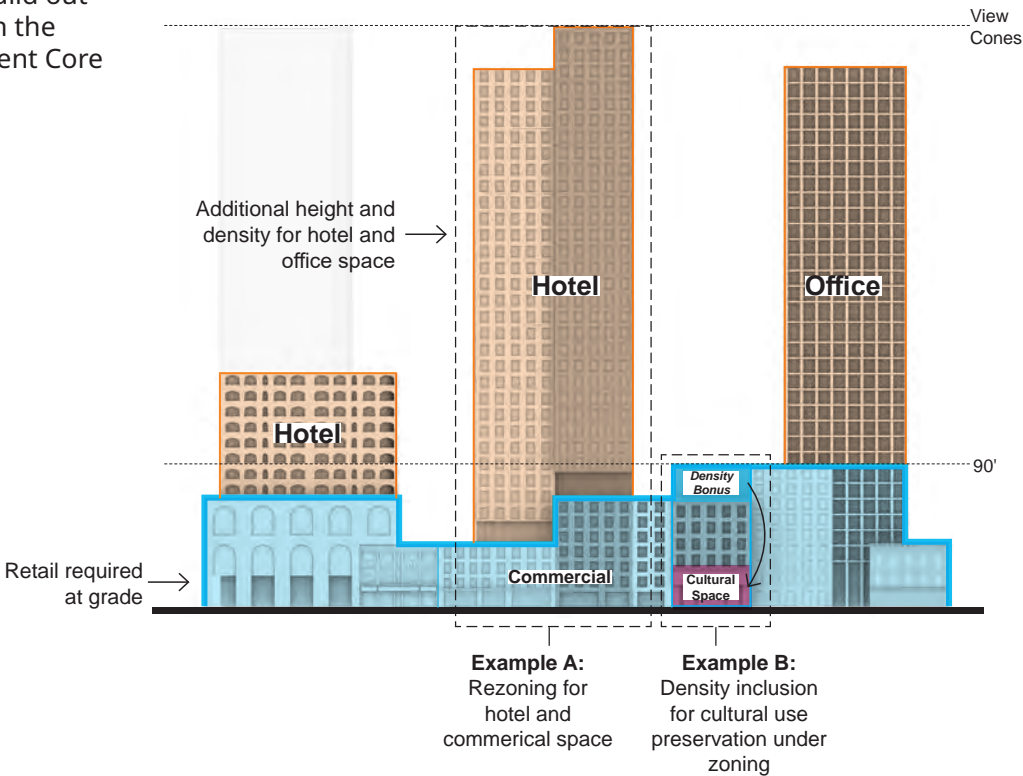


Table 2 Applicable Land Use Policies and Regulations: Entertainment Core		
Policy Direction	Zoning: Downtown District Schedule (DD) – Area K	Rezoning for commercial and service uses
Uses	Hotel, office, service/retail, cultural, institutional*	Hotel, office, service/retail, cultural, institutional
Requirements	N/A	a) Commercial Linkage Fee
Housing Tenure	N/A	N/A
Max Height	90 ft.	To the underside of the most restrictive View Cone
Density	3.5 FSR; plus sensity relaxations of cultural space density relaxation (Area K); Heritage density relaxation	Determined by urban design performance
Reference Policies	See DODP for more details.	See the Downtown Rezoning Policy for more details.

*Pending future approval of a new Downtown District Schedule to replace the Downtown Official Development Plan (D-ODP)

3.3 Bridgehead

The Bridgehead, spanning Granville Street between Davie and Drake Streets, offers a mix of residential, commercial, and cultural spaces, along with local shops and a quieter street experience. It connects Granville Street with nearby neighbourhoods like Yaletown and the Granville Loops, as well as the Granville Bridge.

Rezoning for mixed-use residential (rental housing) developments are permitted to encourage revitalization and secure new cultural facilities and hotel space. This approach supports replacing existing Single Room Occupancy (SRO) buildings and social housing with new, self-contained social housing. The City will require the highest noise mitigation standards, ensuring rental housing is situated above street-level activity to minimize noise conflicts.



Key Objectives

- Near-Term Revitalization
- Encourage Local Neighbourhood Street Character
- Secure Cultural Spaces
- Expand Hotel Space
- SRO Replacement
- Noise Mitigation

Figure 6
Potential build out
of a block in the
Transition Areas

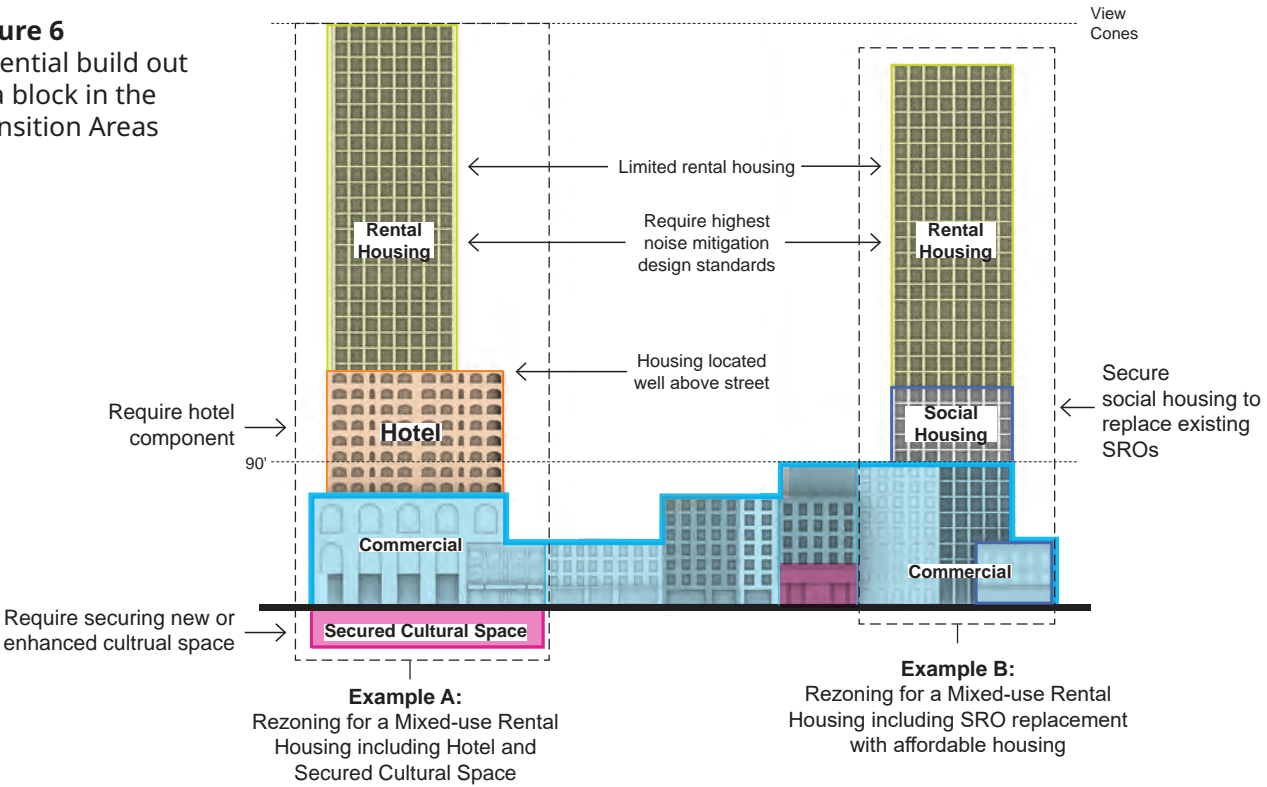


Table 3 Applicable Land Use Policies and Regulations: The Bridgehead				
Policy Direction	Zoning: Downtown District Schedule (DD) – Area K	Rezoning for commercial and service uses	Rezoning for mixed-use residential (rental housing) (800 block of Granville Street):	
			Deliver Hotel and Cultural Space (no SRO replacement)	Deliver SRO replacement
Uses	Hotel, office, service/ retail, cultural, institutional*	Hotel, office, service/ retail, cultural, institutional	Hotel, office, service/retail, cultural, institutional, secured market rental housing, below market rental housing, social housing	Hotel, office, service/retail, cultural, institutional, secured market rental housing, social housing
Requirements	N/A	a) Commercial Linkage Fee	a) Addition of new or expanded cultural facility(s) b) Addition of a viable and substantive hotel component (a minimum of approximately 3.0 FSR or 200 rooms)	a) Replacement of SRO units with social housing
Housing Tenure	N/A	N/A	Secured market rental housing, social housing	Secured market rental housing, social housing
Max Height	90 ft.	To the underside of the most restrictive View Cone		
Density	3.5 FSR; plus sensity relaxations of cultural space density relaxation (Area K); Heritage density relaxation	Determined by urban design performance**		
Reference Policies	See DODP for more details.	See the Downtown Rezoning Policy for more details.		

*Pending future approval of a new Downtown District Schedule to replace the Downtown Official Development Plan (D-ODP)

3.4 Additional Land Use and Development Directions

Policies

- 3.4.1 Adhere to key urban design objectives for rezoning applications as outlined in the Downtown Official Development Plan, Downtown Rezoning Policy, and Granville Street Special Design District Guidelines.
- 3.4.2 Limit building heights for rezonings according to public view guidelines, except as permitted under the Higher Buildings Policy. Overall density for rezonings should be based on urban design performance, with flexibility needed due to the Plan area's complexity.
- 3.4.3 Include measures to mitigate anticipated noise levels in new rezoning applications that permit residential and hotel uses, as outlined in the Granville Street Special Design District Guidelines. Development applicants must provide notices on title and notices to rental tenants that their residence is part of an entertainment district.



- 3.4.4 Undertake a City Centre higher building policy study principally in the blocks surrounding the intersection of Georgia Street and Granville Streets – 600 and 700 blocks of Granville Street). The City Centre area requires site-specific policy directions, including outlining requirements for higher buildings entering Queen Elizabeth Park Public View in accordance with the Higher Buildings Policy.

Granville Street Special Design District Guidelines

Granville Street’s appeal to businesses, residents and visitors stems from the unique design of its buildings, streets, and features like the large neon signs and marquees. Design goes beyond aesthetics; it impacts the functionality, amenity, and public contribution of a project. Cities that prioritize high-quality design attract people and investment, leading to economic prosperity.

The Granville Street Special Design District Guidelines (the Guidelines), along with the Development and Design Guide, sets minimum standards and raises design quality expectations for development in the area. The Guidelines focuses on key design components that contribute to a lively and successful street experience. It emphasizes how buildings respond to their specific context and enhance Granville Street’s vibrancy, economy and urban quality for decades to come.



3.5 Replace Single Room Occupancy (SRO) Hotels and Social Housing

A number of Single Room Occupancy (SRO) Hotels are located within the Granville Street Plan area. SRO housing typically consists of small rooms with minimal amenities and includes shared bathrooms and kitchens. SROs play an important role in housing low-income individuals with limited options. The City of Vancouver aims to replace SROs with self-contained social housing and collaborates with senior levels of government to address their replacement and rehabilitation. There are eight Single Room Accommodation (SRA) buildings with roughly 600 rooms in the Granville plan area, many privately owned. Additionally, there are a variety of social and supportive housing projects owned by the City of Vancouver and the Provincial Government.

The Plan aims to encourage entertainment and commercial uses in the Entertainment Core and limit residential uses. On-site replacement of SROs and social housing will not be permitted in this area. The Plan supports creating new affordable housing to replace existing SROs or social housing in the Bridgehead and City Centre areas with new self-contained social housing as part of larger mixed-use developments (see Downtown Rezoning Policy).

Policies

- 3.5.1 Replace existing SROs or social housing in the City Centre and Bridgehead character areas with new self-contained social housing as part of larger mixed-use rezoning (see Downtown Rezoning Policy). To minimize pre-emptive closure of SROs, Development Permit and Rezoning applications for conversion or redevelopment will only be considered for SROs with at least 80% occupancy at time of application. Exceptions may be considered for rooms that were already vacant prior to the Plan’s approval.
- 3.5.2 On-site replacement of SROs and social housing will not be permitted in the Entertainment Core. Through the Single Room Accommodation (SRA) By-law (2003), applicants wanting to redevelop or convert their SRO sites must replace the rooms off-site or provide a cash contribution to support SRA replacement or other conditions Council may require. To minimize pre-emptive closure of SROs, Development Permit and Rezoning applications for conversion or redevelopment will only be considered for SROs with at least 80% occupancy at time of application. Exceptions may be considered in cases where rooms were already vacant prior to the Plan’s approval.

3.6 Granville Street Electronic Video Sign Zone

The Granville Street Electronic Video Sign Zone at Granville and Robson Streets (see Figure 7) will feature large digital billboards, transforming it into a landmark destination like Times Square in NYC and Piccadilly Circus in London. This zone will showcase synchronized visual art displays, live-event screenings, and accommodate large gatherings. This location was selected to enhance pedestrian experience and placemaking.

Policies

3.6.1 Consider electronic video signs through a site-specific amendment to the Sign By-law in the Granville Street Electronic Video Sign Zone at the intersection of Granville and Robson Streets (see Figure 7). These signs should meet Sign By-law requirements, Granville Street Special Design District Guidelines, and are subject to approval by Council.

Proposed signs:

- Should be on the corner of a building facing the intersection of Granville Street and Robson Street in the Granville Street Electronic Video Sign Zone (see Figure 7).
- Should be above the first storey, up to 27.4 m (90 ft.) above the street and 15.2 m (50 ft.) from the corner of the building at Robson and Granville.
- May display third party advertising, public information and artistic content.
- Should dedicate airtime to public art, community cultural, and concert announcements administered by the City of Vancouver. This can be coordinated with other signs in the district.
- Should provide an annual financial contribution to the City of Vancouver to support arts and cultural programming on Granville Street as part of a District Management approach. The amount will be determined through negotiations for the Sign By-law amendment.

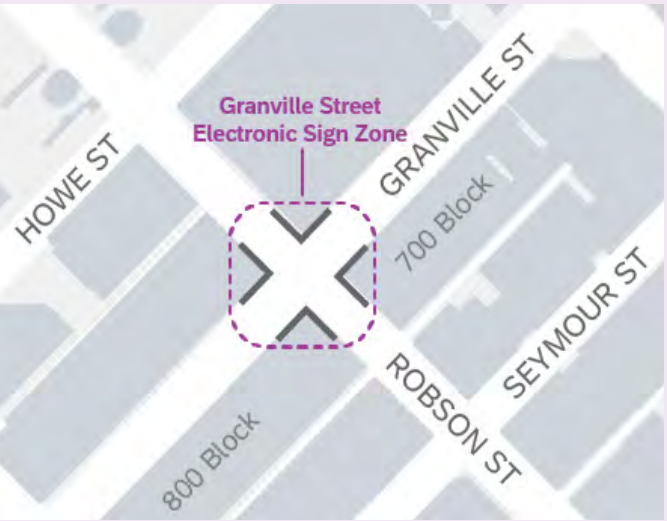


Figure 7 Granville Street Electronic Video Sign Zone



3D Cat on a billboard at Shinjuku Station
Tokyo, Japan



Large electronic billboard at Piccadilly Circus,
London, UK



Interactive display at the Outernet Pavilion,
London, UK



Coordinated Public Art in Times Square
NYC, NY, USA



Concert in Times Square with live
video display
NYC, NY, USA

3.7 Heritage

Granville Street and the Granville Entertainment District boast a rich history that reflects diverse communities, distinctive character and cultural identity. The Granville Street Plan embraces a broader concept of heritage, including both tangible elements (buildings, monuments, venues, natural and cultural landscapes) and intangible or living heritage (oral traditions, celebrations, social practices, performing arts). Recognizing these historic places and features informs opportunities for stewardship of heritage assets, highlighting Granville Street as an important historic, cultural and entertainment district.

The City uses the Vancouver Heritage Program along with various other tools, such as Heritage Revitalization Agreements, Heritage Amenity Shares, and the Heritage Incentive Program, to promote heritage recognition and conservation. This effort includes incorporating input from the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil- Waututh) Nations. The Plan aligns is aligned with these directions and highlights findings from the Granville Street Cultural Heritage Study (2024), including a Heritage Value Statement for the area.

Definitions :

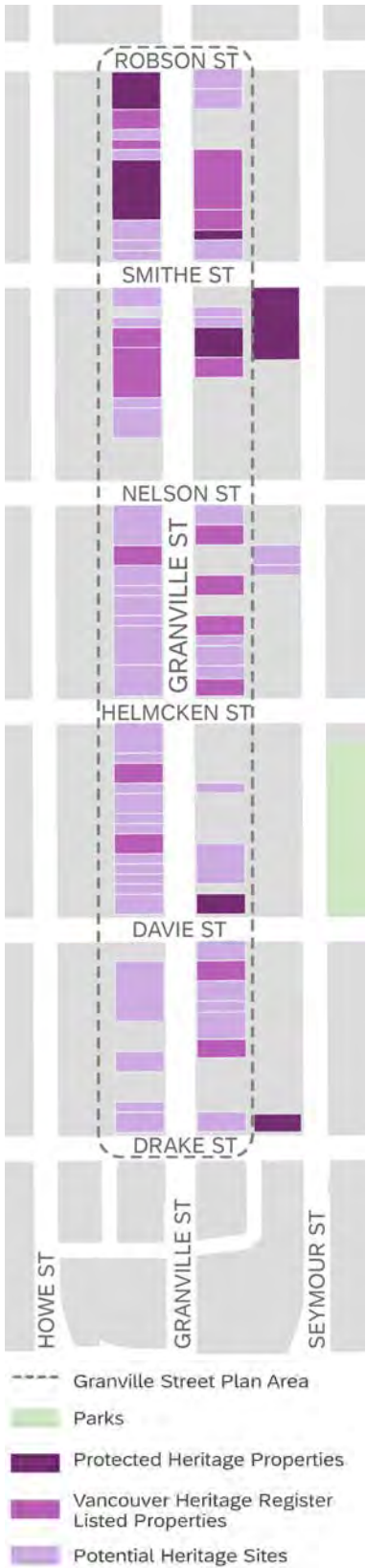
- **Heritage Property:** Property with sufficient heritage value or heritage character to justify its conservation (may or may not be listed on the Vancouver Heritage Register) or is protected heritage property, as defined in the Vancouver Charter.
- **Heritage Value:** Aesthetic, cultural, educational, historical or scientific worth or usefulness of property or an area, as defined in the Vancouver Charter.
- **Protected Heritage Property:** As defined in the Vancouver Charter.
- **Potential Heritage Site:** Property that may have sufficient heritage value or historic character, subject to further review, to justify its conservation, listing on the Vancouver Heritage Register, and protection through heritage designation.

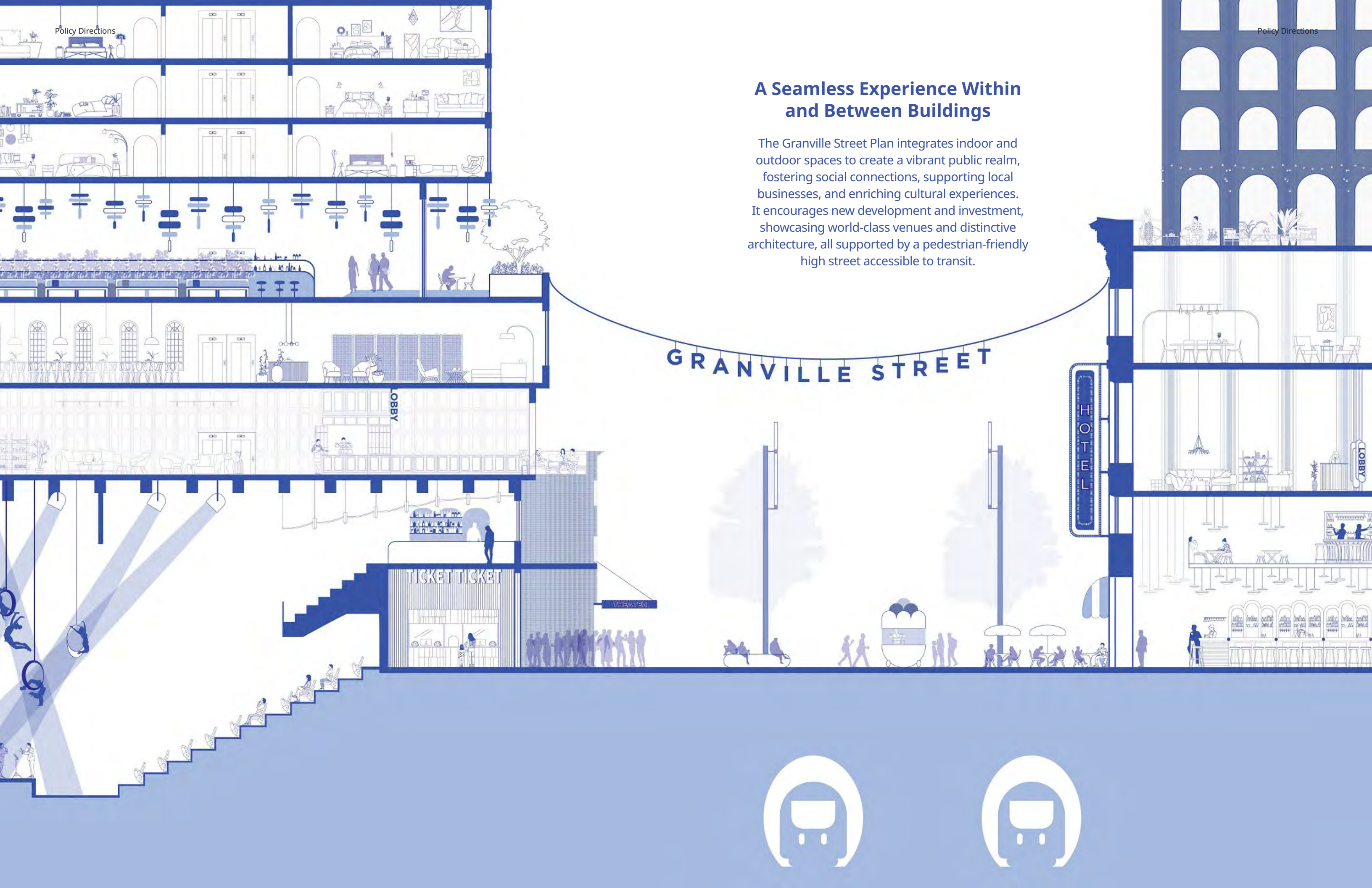


Policies

- 3.7.1** Apply the citywide Heritage Policies (2020) and reference the Granville Street Cultural Heritage Study (2024) when considering a rezoning or development permit proposal involving a heritage property:
- A development proposal (rezoning or development permit) for a sites with a protected heritage property (by heritage designation bylaw, Heritage Revitalization Agreement or Restoration Covenant) will not be considered if they involve demolition, severe alteration, structural replacement, removal of character-defining elements or loss of heritage value, including façade-only retention of a protected heritage property.
 - To be considered favourably for development, through rezoning or development permit process, the heritage property on a site must be retained, conserved (a high level of structural retention and cultural heritage conservation achieved) and upgraded seismically and structurally. Legal protection of the heritage property is required, if not already in place.
 - Heritage conservation must be consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada and the City's Heritage Policies (2020) to be eligible for relaxations and variances beyond zoning provisions for development permit proposals.
- 3.7.2** Acknowledge and honour the unique cultural heritage of both current and historical communities on Granville Street, especially those that may be impacted by plan implementation. Reflect this in the design and programming of new developments, cultural spaces, public art, and the public realm through the retention, enhancement, or replacement of culturally specific spaces.
- 3.7.3** Work with community partners, property owners and stakeholders in the Granville Street Plan area to add newly identified and evaluated heritage properties to the Vancouver Heritage Register (VHR), including priority sites from the Granville Street Cultural Heritage Study (2024).

Figure 8 Granville Street Heritage Sites





Policy Directions

Policy Directions

A Seamless Experience Within and Between Buildings

The Granville Street Plan integrates indoor and outdoor spaces to create a vibrant public realm, fostering social connections, supporting local businesses, and enriching cultural experiences. It encourages new development and investment, showcasing world-class venues and distinctive architecture, all supported by a pedestrian-friendly high street accessible to transit.

GRANVILLE STREET

LOBBY

TICKET TICKET

THEATER

HOTEL

LOBBY



4. Public Space

Create a destination public space and work toward a year-round, shore-to-shore pedestrian zone focused on gathering and celebration.

Granville Street has long been one of Downtown's most important central gathering spaces for residents and visitors to Vancouver. It hosts summer events, holiday festivities, nightlife, and sports-related celebrations. It is also a place for public life throughout the day and night, including meeting friends, dining outdoors, queuing for venues or transit, enjoying busker performances, and strolling the street to shop or enjoy the sights. While there are complex challenges impacting experiences in this neighbourhood today,, the Granville Street Plan aims to build on this legacy toward a safe and vibrant entertainment district centered around a lively pedestrian street.

The policies below are intended to guide the public space design and programming of Granville Street through Plan implementation. Delivery will occur through re-development, City-led capital projects, and partner contributions. Strong and consistent collaboration with external partners will be critical to the success of Granville Street as a destination public space and pedestrian zone (see 1.0 Partnerships and Services). Implementing a pedestrian zone will require additional infrastructure on Howe and Seymour Streets to maintain high-quality transit service (see 5.0 Transportation).



4.1 Create and maintain vibrant public spaces that enrich both day and night experiences for all residents and visitors

Policies

- 4.1.1 Work alongside xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh (Squamish Nation), and səliwətał (Tsleil-Waututh Nation) in public space design processes and the development of a district management approach to prioritize self-determined visibility, uses, and programming in the public realm.
- 4.1.2 Enhance daily and nightly public life experience and support the local economy by providing space for patios, public seating, queuing, art, busking, market stalls and food trucks, while maintaining flexibility needed for special events.
- 4.1.3 Coordinate outdoor amenities and activities with adjacent land uses and indoor activities (e.g. venues, restaurants, retail, residential) in each character area.
- 4.1.4 Initiate a phased approach toward a year-round pedestrian zone, beginning with seasonal closures. Monitor these seasonal pilots to inform improvements in street design and operations over time.
- 4.1.5 Increase capacity for daily programming and special events over time through partnerships, dedicated funding, and infrastructure support, aligning with public space stewardship and district management efforts.

- 4.1.6 Prioritize design and activation strategies to support safety in the public realm, including:
 - Considerations for large events and seasonal and year-round pedestrian zones, including protection from vehicles, crowd control, and emergency egress.
 - Physical safety measures and supportive infrastructure, including lighting locations and types.
 - Safe waiting areas for transit and taxi/ride-hailing services.
 - Gender-based safety considerations for events and year-round.
 - Emergency service access into pedestrian zones and during events.
 - Enhanced ambassador, outreach, and/or peer support services
 - Additional safety and health services during high-attendance events.
- 4.1.7 Enhance accessibility and comfort by providing street furniture and amenities such as seating, washrooms, water fountains, bike racks, lighting, litter cans, weather protection/shade and street trees.

- 4.1.8 Create visual cohesiveness with consistent public realm design elements along Granville Street. Integrate distinct elements that highlight the unique features and activities in each character area, considering fit with surrounding areas (e.g. Granville Street from Georgia Street to Waterfront and intersecting east-west streets).
- 4.1.9 Provide electricity and water access to support food vending, busking and events.
- 4.1.10 Explore opportunities for built-in or flexible spaces with dedicated on-site infrastructure for event organizers. This reduces setup costs, duration and noise (e.g. purpose-built fencing, weather protection, stage equipment, power, lighting, water access, and load-in locations).
- 4.1.11 Identify opportunities for dedicated indoor storage space for event-related and daily public realm operational equipment, as well as volunteer respite, within new developments.
- 4.1.12 Consider opportunities to enhance the street tree canopy and introduce additional greenery suitable for an entertainment district with high pedestrian volumes and regular special events.



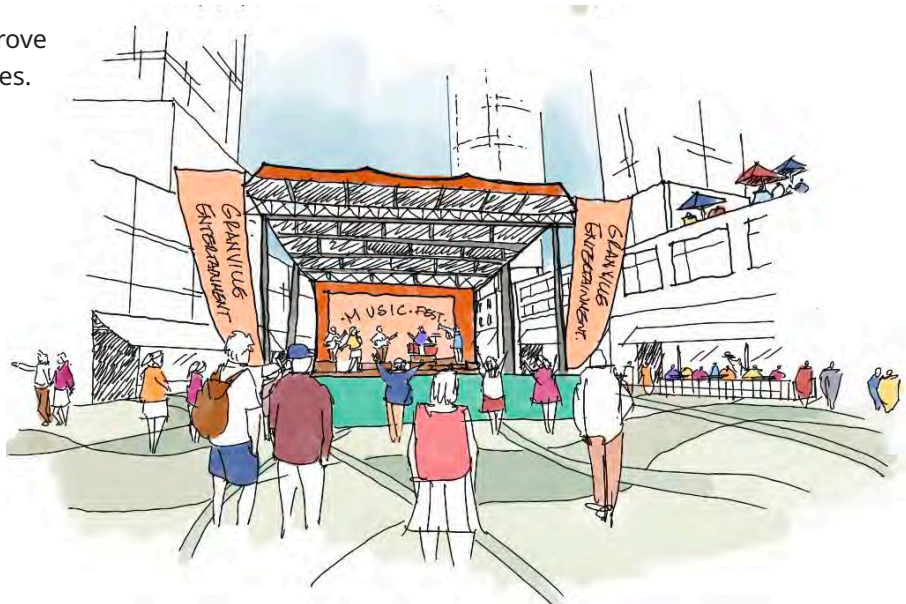
4.2 Transform the City Centre (Georgia to Smithe Street) into a lively, iconic public space that emphasizes daytime activities and civic gatherings.

Policies

- 4.2.1** Establish a signature central public plaza (vehicle-free) between Georgia and Smithe Streets, centered on the intersection of Granville and Robson Streets, designed to support large celebrations, civic gatherings, daily public life, pedestrian movement, and daytime activations.
- 4.2.2** Extend the signature vehicle-free plaza treatment along Robson Street at least to adjacent lanes, with pedestrian priority continuing to Howe and Seymour Streets.
- 4.2.3** Strengthen visual and pedestrian connections to Robson Square, SkyTrain and Canada Line stations, the Stadium District, and the Entertainment Core area.
- 4.2.4** Provide unique, high quality and durable social seating and amenities, decorative lighting, public art, street vending, and busking nodes to support daily activation.
- 4.2.5** Test more daytime events and outdoor performances and explore ways to improve compatibility with nearby residential uses.



Curbside patios on Granville Street.



Variety of outdoor amplified performances



Evening events

4.3 Establish the Entertainment Core (Smithe to Davie Street) as the heart of evening and nightlife activity featuring dynamic outdoor performance spaces.

Policies

- 4.3.1** Expand public realm space to support public life, adjacent ground floor uses like large patios and queuing areas, programming, street vending, commercial uses, and pedestrian movement.
- 4.3.2** Explore flexible public realm design elements to accommodate daily programming, special events, and live outdoor performance.
- 4.3.3** Establish a primary location for outdoor performance events and explore opportunities for temporary and/or permanent performance infrastructure including power access and stage equipment.

- 4.3.4** Test more outdoor amplified performance, including evening hours, and explore ways to improve compatibility with nearby residential uses.
- 4.3.5** Explore potential to expand the pedestrian zone onto Helmcken Street at least to adjacent lanes.
- 4.3.6** Consider ways to strengthen the intersection of Granville and Davie Streets as a key location linking adjacent neighbourhoods. Enhance visual and pedestrian connections along Davie Street to Yaletown and Davie Village, and from the Entertainment Core to Bridgehead areas.

4.4 Foster a quieter yet lively street experience in the Bridgehead area (from Davie Street to Granville Bridge).

Policies

- 4.4.1** Provide social seating and sidewalk space for commercial uses like patios and merchandise displays to support a lively street experience.
- 4.4.2** Enhance the sense of arrival onto downtown Granville Street from Granville Bridge with gateway design features.
- 4.4.3** Consider opportunities to enhance the street tree canopy and introduce additional greenery to provide shade and support the mixed use residential and commercial activities in this area.



Storefront Displays



Cafe seating



Temporary public realm improvements and seating
Montreal, Canada

A Successful Pedestrian Zone

A fully pedestrianized Granville Street is achievable over time. Learnings from other cities and Vancouver's own experiences point to the need for a phased approach, allowing for adaptation, testing, and partnership-building. A successful pedestrian zone will rely on support from:

- More day- and night-time destinations and activities that draw people to the street throughout the day, week, and year.
- An enhanced district management approach, including robust public space stewardship, and a coordinated strategy for events and programming.
- Streamlined processes for special events and business uses on the street, with consideration for access and loading needs.
- Investments in transit priority on Howe and Seymour Streets.



People walking on Granville Street during a temporary closure for the Granville Block Party.

5. Transportation

Improve transit reliability and access by implementing supportive transit priority infrastructure on Howe and Seymour Streets and enhancing the walking and wayfinding experience in the area.

Public transit is a crucial aspect of transportation in Vancouver, especially in the Downtown Core where thousands of people rely on transit to reach key destinations such as jobs, restaurants, and retail services. Currently, Granville Street is one of the most important transit corridors in the city - supporting eight frequent bus routes through downtown and two SkyTrain lines. Transit is the most popular way to access Granville Street, with 1,100 buses serving 21,000 passengers on the street on a typical weekday.

To support a world-class public space and thriving pedestrian zone on Granville Street, buses will move to adjacent Howe and Seymour Streets. As the key directions of Public Space and Transportation are intrinsically linked, a year-round pedestrian zone on Granville Street requires supportive transit improvements on Howe and Seymour Streets. The plan supports the development of transit priority infrastructure to mitigate the impacts of moving buses off Granville Street while improving transit reliability and access for the high volume of transit users.



Buses and SkyTrain Station entrance at Granville Street and Georgia Street intersection

5.1 Re-route Granville Street bus services to Howe and Seymour Streets with strong transit priority measures

Policies

Phases 1 & 2 - Near and Medium Term

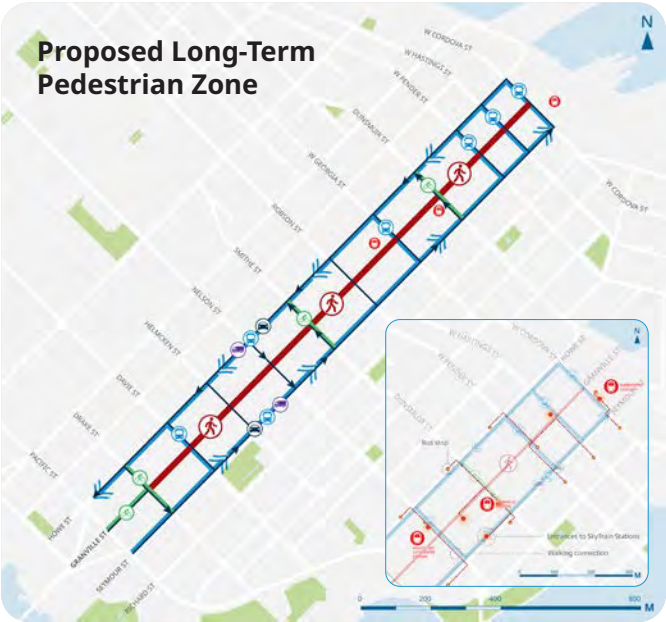
- 5.1.1 Seasonally re-route bus service to Howe and Seymour Streets during pedestrian zone pilots with temporary bus priority lanes and bus stop improvements.
- 5.1.2 Implement additional transit reliability improvements on Granville Street south of Smith Street to improve service in the interim. This could include additional turning movement restrictions to limit access to local vehicle trips only or extension of the transit mall.
- 5.1.3 Expand the sidewalk on Granville Street to improve the public realm and enhance the walking experience.
- 5.1.4 Work with TransLink to explore opportunities to expand late night transit service.



Phase 3 - Long Term (when Granville Street is fully pedestrianized, and transit operations are no longer feasible)

- 5.1.5 Permanently re-route bus service to Howe and Seymour Streets for the entire length of Granville Street downtown. Implement permanent full-time bus priority lanes and additional transit priority measures, potentially including bus bulbs, traffic signal improvements, parking restrictions, and turn restrictions.
- 5.1.6 Improve transit access by reviewing bus stop locations along Howe and Seymour Streets to minimize walking distances to key destinations like SkyTrain stations, while spacing stops for better transit speed and reliability.

Transportation Network Changes To Accommodate A Pedestrian Zone



5.2 Improve the public realm on Howe and Seymour Streets to accommodate more people and maintain high-quality transit service

Policies

- 5.2.1** Provide comfortable, safe, and accessible waiting areas at bus stops with improved lighting, shelters, and widened sidewalks.
- 5.2.2** Improve wayfinding to highlight connections between SkyTrain stations and bus stops on Howe and Seymour Streets, as well as to late night transit services.



Busy pedestrian crossing at Granville Street and Georgia Street

5.3 Enhance the walking experience and provide a safe and comfortable active travel environment

Policies

- 5.3.1** Provide wide, accessible pedestrian clear zones to accommodate high pedestrian volumes on Granville Street.
- 5.3.2** Improve sidewalks on east-west streets connecting Granville Street to Howe and Seymour Streets.
- 5.3.3** Provide safe and comfortable east-west cycling and micromobility infrastructure so vulnerable road users can access Granville Street.
- 5.3.4** Install additional shared mobility stations at key locations on intersecting east-west streets.
- 5.3.5** Consider how to accommodate cycling and micro-mobility on Granville Street in a low-speed shared environment when the street is pedestrianized to provide access to SkyTrain stations and destinations along the street.

5.4 Support people and goods movement

Policies

- 5.4.1** Ensure functional loading and servicing for businesses along Granville, Howe, and Seymour Streets.
- 5.4.2** Provide passenger loading and taxi zones on east-west streets near Granville Street and on Howe and Seymour Streets to facilitate day and night transportation options.
- 5.4.3** Monitor phased seasonal closures and conduct additional analysis to develop a long-term design for Howe and Seymour Streets that prioritizes high-quality transit service with full-time bus priority lanes and enhances the public realm while accommodating people and goods movement.



Bus moving on Granville Street



Vancouver City Centre Canada Line Station

Section 3

Implementation

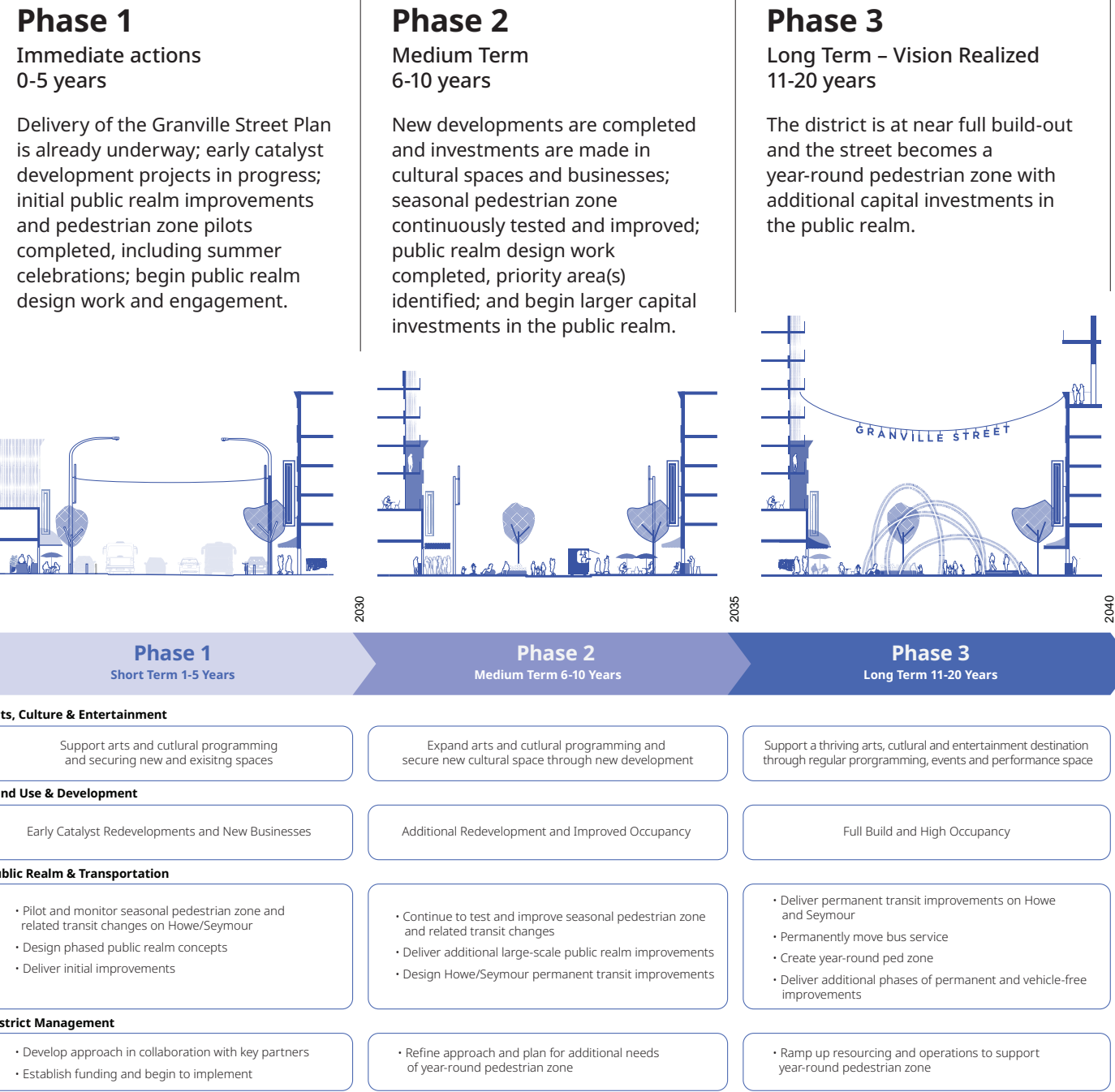
The Granville Street Plan will guide the area’s transformation, implemented over time through partnerships, investment, redevelopment and City-led capital projects.



Phasing Strategy

The Granville Street Plan will guide the area through the changes proposed in each policy section. It is designed to be flexible and adaptable to the changing context as transformation and development occur in different parts of the district. The phasing strategy provides a strategic approach to facilitate revitalization and initiate the long-term transformation of the area.

The Granville Street Plan is expected to be implemented through three general phases:



*See Sections 3.4 Public Space and 3.5 Transportation for related detailed phasing information.

Public Benefit and Infrastructure Priorities

The Public Benefit and Infrastructure Priorities outline the 10-year priorities and a long-term vision for delivering public amenities and infrastructure to address current and future renewal and growth needs. We anticipate that priorities will be refined and further detailed in the implementation phase of the plan.

The Public Benefit and Infrastructure Priorities provide strategic direction for the Granville Entertainment District, as a downtown and regional serving entertainment and cultural destination. The Plan considers the following:

- Existing service gaps and future service needs
- Renewal needs due to aging amenities and infrastructure
- New and/or expansion needs to address growth or outdated programming

Infrastructure and amenities are typically funded from property taxes, utilities fees, development contributions, and senior government funding. Capital investment priorities within the Granville Street Plan will be reviewed alongside other city-wide investments during the capital planning process for prioritization and potential implementation. In-kind contributions may be provided on-site as part of a development where appropriate. The Granville Street Plan area also falls within the downtown commercial linkage target area of the Community Amenity Contributions Policy for Rezonings (2024) and will be coordinated with these policies and other related City investment tools.

Figure 9 Public Benefit and Infrastructure Priorities

	20 Year Projects	10 Year Priorities			
Category	Details:	Details:	Cost Estimate - Renewal of existing infrastructure & amenities:	Cost Estimate - New or expanded infrastructure & amenities:	TOTAL:
ARTS & CULTURE					
Cultural Facilities	<ul style="list-style-type: none">• ~27,500 sf square feet of new presentation space including performance/exhibition space• ~6,000 sf of new performance/production hub• Protect, retain, and secure ~64,000 sf of cultural heritage spaces and uses• ~6,000 sf of dedicated production space in new social housing for artists• Renew and expand ~100,000+ sf of existing cultural spaces such as Orpheum phase 1 and 2	<ul style="list-style-type: none">• ~20,500 sf of new presentation space including performance/exhibition space• ~6,000 sf of new performance/production hub• ~6,000 sf of dedicated production space in new social housing for artists• Renew and expand ~ 5,000 sf of existing cultural spaces such as Orpheum phase 1	-	\$44M	\$44M
Public Art	<ul style="list-style-type: none">• 2 new large-scale permanent public artworks• Establish rotating temporary public artworks	<ul style="list-style-type: none">• 2 new large-scale permanent public artworks	-	\$1M	\$1M
Heritage	<ul style="list-style-type: none">• Conservation of heritage resources in support of area's cultural heritage, and reinstitution of culture uses in new and rehabilitation projects	<ul style="list-style-type: none">• Allocate 10% of cash CACs collected in the Granville Street Plan area to the Heritage Conservation Reserve	\$5M	2M	\$7M
COMMUNITY FACILITIES					
Social Facilities	<ul style="list-style-type: none">• ~1,500 to 2,000 sf of new community “drop-in” space in support of gender-based violence prevention/safety• Consider activation of a localized “sobering space” in partnership with health authority and other partners	<ul style="list-style-type: none">• ~1,500 to 2,000 sf of new community “drop-in” space in support of gender-based violence prevention/safety. Shared use with other compatible programming may be a consideration (e.g., daytime vs night-time activation).	-	<ul style="list-style-type: none">• Lease/Space share (preferred approach): \$120K annually• Site purchase (alternate approach): TBD	\$1M

Figure 9 Public Benefit and Infrastructure Priorities (cont.)

	20 Year Projects	10 Year Priorities			
Category	Details:	Details:	Cost Estimate - Renewal of existing infrastructure & amenities:	Cost Estimate - New or expanded infrastructure & amenities:	TOTAL:
PUBLIC SPACE AND TRANSPORTATION					
Streets & Transportation	Seasonal Pilots and Interim Improvements <ul style="list-style-type: none">New temporary infrastructure on Granville Street and temporary transit priority improvements on Howe and Seymour Streets to support seasonal pedestrian zonesNew interim improvements/ placemaking prioritizing the City Centre character area	<ul style="list-style-type: none">New temporary infrastructure on Granville Street and temporary transit priority and bus stop improvements on Howe and Seymour Streets to support seasonal pedestrian zonesTransit reliability improvements on Granville Street south of Smithe StreetNew interim improvements/ placemaking prioritizing the City Centre character area	-	\$20-30M	\$20-70M
	Permanent Improvements <ul style="list-style-type: none">Undertake public realm design process to develop permanent pedestrian street concepts and phased implementation planNew permanent public realm improvements that support full pedestrianizationNew ~2,000 sf of dedicated indoor space to support district managementFull-time bus priority lanes on Howe and Seymour StreetsAdditional transit priority and public realm improvements on Howe and Seymour Streets, potentially including bus bulbs and shelters, improved lighting, traffic signal improvements, parking restrictions, and turn restrictionsPublic realm improvements on intersecting streets between Howe, Granville, and Seymour Streets	<ul style="list-style-type: none">Undertake public realm design process to develop permanent pedestrian street concepts and phased implementation planNew permanent public realm improvements - Phase 1 (based on concepts and phasing identified in design process)New ~2,000 sf of dedicated indoor space to support district management	-	Up to \$40M	
AFFORDABLE HOUSING					
Social Housing	<ul style="list-style-type: none">Support off-site and on-site redevelopment of City-owned sites (218 rooms) in the Entertainment Core and Transition Areas in conjunction with senior government funding partnerships<ul style="list-style-type: none">» Support off-site replacement of non-profit and Provincially owned non-market housing sites (280 units)» Support off-site replacement of privately owned SROs (380 rooms)	<ul style="list-style-type: none">Support replacement of City-owned site (Gresham Hotel – 41 rooms) in conjunction with senior government funding partnerships	\$16M	-	\$16M
ESTIMATED COSTS FOR THE FIRST TEN YEARS (ALL SERVICE CATEGORIES)					
TOTAL			~\$21M	~\$68-118M	~\$89 to \$139M

Utilities and Infrastructure

Upgrades to utilities and infrastructure to support future population and employment growth will be confirmed and/or implemented concurrently with, and/or through the rezoning process. These upgrades include, but are not limited to, sewer and drainage, potable water, green rainwater infrastructure, groundwater management and third-party utilities. Developments may be required to deliver neighbourhood-serving upgrades and additional management requirements, with development conditions that may impact project viability. Upgrades may be identified during the rezoning application and will need to be coordinated between the City and regional and local partners.

Implementation Projects

Project	Timeline	Responsible City Department
Develop Public Arts Strategy	After Plan approval	Arts and Culture
Amend the Downtown Official Development Plan (DODP) to a new Downtown District Schedule DD in the Zoning and Development By-law) and align with the Granville Street Plan including: <ul style="list-style-type: none">Consolidate the areas K1, K2, K3 into one sub-area (area K); andRemove residential as a use from the 1000 and 1100 blocks of Granville Street (between Nelson and Davie streets)	After Plan approval	Planning, Development and Sustainability
Launch the City Centre higher building policy study (see Section 2: Development & Land Use 3.4.6)	After Plan approval	Planning, Development and Sustainability
Further transportation study	After Plan approval	Engineering
Develop District Management approach and initial operating and funding models	After Plan approval	Engineering
Yearly seasonal pedestrian zone testing and monitoring	After Plan approval, beginning in 2026	Engineering
Develop long-term and phased public realm design concepts for Granville Street	After Plan approval, beginning in ~2027	Engineering
Deliver phased public realm investments	After Plan approval and development of conceptual and detailed designs	Engineering
Howe and Seymour Investments	After Plan approval	Engineering
Transportation monitoring program	After Plan approval	Engineering
Create plan for Gender Based Violence drop in site	After Plan Approval	Social Policy and Projects
Scope and plan for Sobering Center in partnership with VCH	After Plan Approval	Social Policy and Projects

Monitoring

Throughout the 20-year Granville Street Plan, the City will evaluate its performance based on Downtown's economic, cultural, social, and development metrics, and report findings to the Council through appropriate methods. Monitoring will also include review and reporting key metrics related to public space use, transit performance, transportation management, and project piloting.

Implementation work will include developing metrics and indicators to measure the Granville Plan's progress toward its key objectives. An ongoing monitoring process will enable City staff to assess whether the Granville Street Plan is achieving its goals and will inform any future changes to City Council.

Appendix A:

Transportation

Background

Transportation is a key consideration for the Granville Street Plan as it plays a vital role in contributing to the vibrancy of the street today. Granville Street is a busy transit corridor, with eight bus routes and 1,100 daily buses serving 21,000 daily bus passengers. The street supports many other modes of travel along different sections of the corridor including local vehicle access, taxis, service vehicles, walking, and cycling. The adjacent Howe and Seymour Streets are part of the regional Major Road Network that support vehicle movement through the region. To support a pedestrian zone on Granville Street, buses will need to move to Howe and Seymour Streets for the length of Granville downtown. To retain bus speed and reliability, supportive transit priority infrastructure will be needed on Howe and Seymour Streets to provide fast and reliable transit service for the thousands of transit riders. Once the necessary transit priority infrastructure has been implemented, and new trolley buses allow for extended duration off wire in the event of an issue, buses can be shifted to Howe and Seymour Streets.

Collaboration with TransLink

TransLink’s preference would be for transit vehicles to continue operating on Granville Street with additional transit priority, as it is an established and important hub that provides convenient access to several frequent bus services and both the Expo and Canada Lines. Granville Street provides a high level of transit priority, with further opportunities for transit improvement on the corridor as private vehicles are de-emphasized. It also has strong legibility for transit riders with so many transit services operating in both directions on the same street.

Recognizing that retaining buses on Granville Street is

not compatible with the delivery of a signature public space, high degree of outdoor performance and public space programming associated with an entertainment district, and pedestrianization, the City has been collaborating closely with TransLink throughout the planning process on a range of different customer experience and operational considerations, including the efficient re-routing of bus routes onto Howe and Seymour Streets.

TransLink has provided input on the transportation analysis and modelling methodology described below, feedback on public engagement materials, and liaised with different impacted teams at TransLink and the Coast Mountain Bus Company regarding different planning and operational considerations.

Transportation Analysis and Modelling

A range of high-level transportation analysis and modelling was undertaken for the Granville Street Planning project to understand the impacts of various scenarios on Granville, Howe, and Seymour Streets. This included identifying capacity-constrained intersections, evaluating potential mitigation and transit priority measures, and assessing key metrics to help select potential transportation scenarios that support the overall vision for Granville Street. The transportation analysis informed the impacts of removing both vehicles and buses from Granville Street, which include:

Impacts from removing vehicles from Granville Street

- Reduced access for taxi passengers, particularly for passengers with accessibility needs and late-night trips, as pick-up/drop-off for taxis will no longer be accommodated directly on Granville Street.

- Removal of loading space for goods delivery on Granville Street.
- Local vehicle access shifting to adjacent east-west streets, laneways, and Howe and Seymour Streets.

Impacts to transit riders and transit activity from moving buses to Howe and Seymour Streets:

- Howe and Seymour Street bus stops will be located further from SkyTrain stations and most bus stops for east-west bus routes.
- People will have to walk further in at least one direction to or from their jobs or residences to reach bus stops on Howe and Seymour Streets (this longer walk may be a limiting factor for some people in deciding whether to use transit).
- Changes to legibility and wayfinding may add navigational challenges for some users such as the elderly, tourists, people with language or mobility barriers and people with disabilities.
- Transit-generated pedestrian activity will move from Granville Street to Howe and Seymour Streets.

Other impacts from moving buses from Granville Street to Howe and Seymour Streets:

- General-purpose travel lanes and/or parking and loading spaces on Howe and Seymour Streets will be reallocated to accommodate necessary transit priority and public realm improvements.
- Capital investments are required to maintain current levels of transit service as well as to deliver on future priority and infrastructure improvements.

The City will collaborate with TransLink and businesses to identify solutions that prioritize transit and deliver successful transit service on Howe and Seymour Streets as part of the Granville Street Plan. The goal is to deliver sufficient transit priority infrastructure

on Howe and Seymour Streets to support both a flourishing pedestrian zone and successful transit, prior to moving buses to those streets.

Next Steps

Further analysis is needed to design successful transit improvements on Howe and Seymour Streets. This will be done through additional modelling in coming years. Data collection and monitoring of multi-modal performance during future seasonal pedestrian pilots and additional analysis will also be conducted before selecting a preferred configuration for Howe and Seymour Streets.

Additional work will include:

- Locating passenger and commercial loading and working with development to improve loading activity in the laneways.
- Reviewing bus stop locations along Howe and Seymour Streets to minimize walking distances to key destinations like SkyTrain stations, while considering bus speed and reliability for through trips.

Appendix B:

District Management

Background

Destination entertainment districts and pedestrianized streets have unique operational needs that may be distinct from those of other types of commercial districts, including increased demand for:

- Strategic planning: Supporting a diverse mix of cultural, entertainment and nightlife venues alongside retail and dining destinations.
- Branding and promotion: Establishing a strong identity and promoting the district to local, regional, and international visitors.
- Comprehensive vision and strategy: Developing a cohesive plan for a diverse range of small and large-scale activities, programs, and special events, and ensuring coordination between indoor and outdoor events.
- Public space stewardship: Maintaining a high level of care for public spaces that are heavily used around the clock.
- Support services: Providing services to accommodate high levels of activity, visitors, and the nighttime economy.

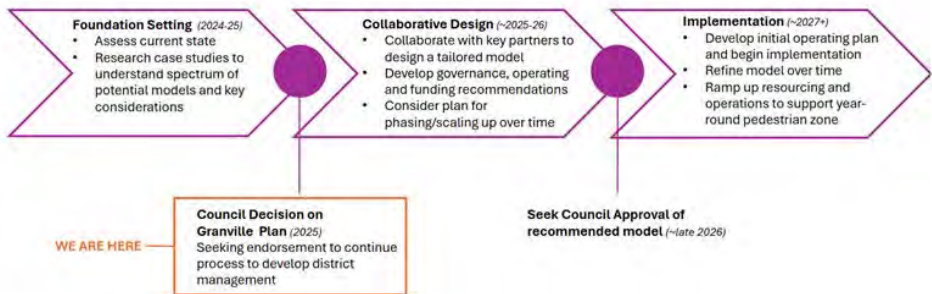
District management refers to entities created with a mandate, appropriate organizational model and resources to meet the unique needs of a destination area in a coordinated way. Dedicated funding and sustainable revenue sources are required to meet these needs effectively.

The City's existing coordination models to manage

streets and public spaces range from a “standard approach” to retail streets, which relies on partnerships with Business Improvement Areas and City permit programs for street uses, to the “plaza stewardship” model, where formal partnership agreements enable coordinated programming and enhanced services like micro-cleaning, to ad-hoc “special partnerships” to meet the needs of temporary programs like the seasonal Water Street Pilot (2024/2025) and related Open Streets permitting, and the VIVA Granville program which ran from 2010-2014. Sustaining Granville Street’s long-term success as a destination entertainment district and pedestrian zone will require a new approach with greater coordination and resourcing. The future model for Granville Street can also be expanded or replicated over time to support seasonal or year-round pedestrian streets in other parts of the city with similarly heightened level of need.

Development Process

Developing a new district management approach for Granville Street requires a multi-phase process. To begin this process, staff procured consultants to develop a spectrum of models for further consideration, informed by a current state assessment (including internal and external stakeholder interviews) and detailed case study research. The final report is anticipated to be completed in summer 2025, and select early findings are included below. Following approval of the Granville Plan and completion of the consultant report, staff will begin a collaborative process with key partners to explore a shortlist of potential models, develop a tailored governance and funding model, and establish an initial operating plan and level of service in line with the Plan’s vision. Staff will return to Council for approval before taking any necessary steps to create a new management entity or group and seeking resources to begin implementation. The district management approach will be tested and



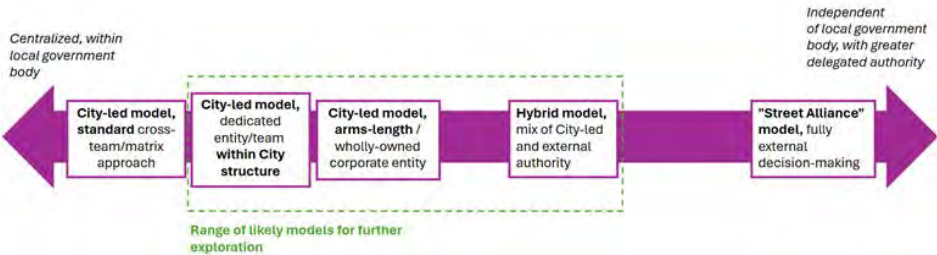
refined over time, with a ramp-up of operational needs and resourcing expected to support a year-round pedestrian zone in the longer-term (see Figure below).

Model Options for Further Consideration

Large-scale stewardship and district management models generally have three core components:

- Governance model – defines the scope of decisions that are made, parties making decisions, and how these parties make the decisions. There are some legislative or regulatory constraints, and it influences options for legal entity set-up.
- Operating model – defines how a service is delivered (e.g. in-house, outsourced, or hybrid) and is driven by risk tolerance and financial capacity of the organization
- Funding model – defines how a service is paid for (or costs recovered) and potential revenue sources are typically tied to the governance model

Based on case study research, there is a spectrum of potential models for further consideration, ranging from decentralized to centralized decision-making and fully internal (i.e. City-led) to fully external governance (See Figure XX below). Staff expect to consider a sub-set of models including city-led and hybrid options. Two types of models are not likely to go forward for consideration, including: 1) a City-led model with a cross-team/matrix structure, as it essentially reflects the current approach, and 2) a full external model similar to the Street Alliances found in major U.S. destinations (e.g. Times Square in New York City, Union Square in San Francisco), as staff do not recommend delegating all decision-making authority to an external body at this time. Staff will bring a detailed report to Council on district management with consideration for all options.



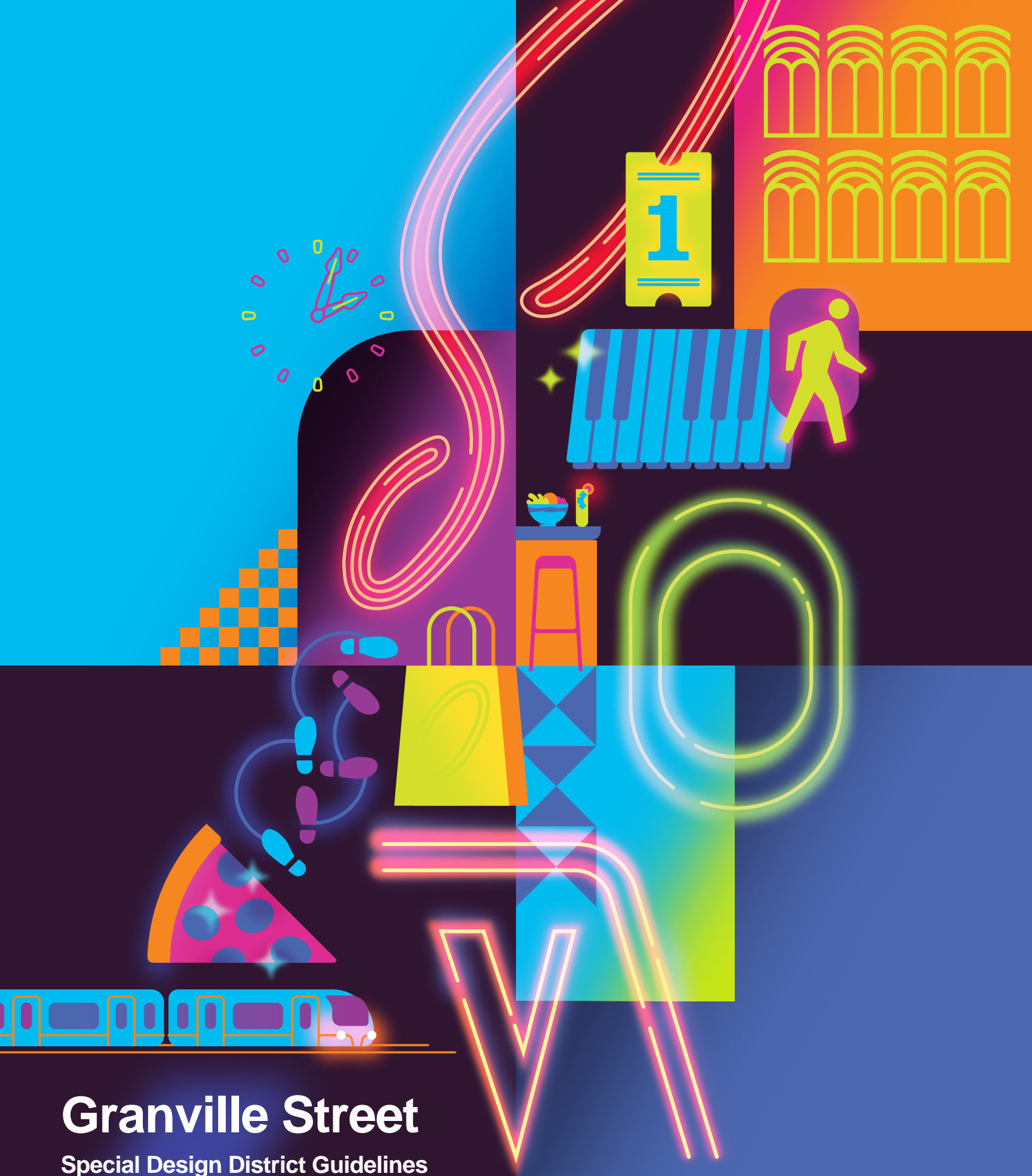
Next Steps

Following approval of the Granville Plan and completion of the consultant report, staff will begin a collaborative process with key partners to explore a shortlist of potential models, develop a tailored governance and funding model, and establish an initial operating plan.

Key considerations in exploring and developing a preferred model include, but are not limited to:

- Balance of City and external roles
- Risk management capacities
- Legislative, regulatory and or labour relations implications and constraints
- Funding and revenue generation implications and constraints
- Desired levels of service (e.g. sanitation, maintenance, ambassadors, programming) and required resources
- Implementation timelines
- Community responsiveness and engagement
- Inter-agency coordination opportunities with other service providers

Staff will return to Council for approval to implement in approximately late 2026.



Granville Street

Special Design District Guidelines

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Sketch | displaying the 20 year vision of Smithe St and Granville St crossing.

Introduction

Granville Street Entertainment District

Vision

Located in the heart of downtown, Granville Street will be transformed into a welcoming, safe, diverse and vibrant entertainment district. It will come alive with activity day and night, all year round, evolving into a premier cultural destination for live performances, dining, civic life and celebrations.

Granville Street Context

Due to the historical development patterns in Downtown, the area around Granville Street is densely populated with high-rise buildings that were not originally designed to accommodate or anticipate future towers along the Granville corridor.

Therefore, new projects must take this unique context into account while employing design strategies that satisfy the Granville Street Special Design District Guidelines and demonstrate that they reasonably mitigates development limitations on adjacent properties.

Why Good Design Matters

Granville Street's attractiveness to businesses, residents and visitors is in large part derived from the unique design of its buildings, the streets, and features like the large neon signs and marquees. Capturing and enhancing these foundational design elements should help shape a distinct design district that strengthens its character and solidifies its role as the city's cultural and entertainment hub.

The Design and Development Guidelines, including the area-specific guidance provided by the Granville Street Special Design District Guidelines (the 'Granville Guidelines'), sets minimum standards and raises expectations of design quality for development in the area.

The Granville Guidelines aim to influence development on Granville Street by focusing on the key components of design that contribute to a lively and successful street and experience of the area. A particular emphasis is placed on how buildings respond to their specific context, and contribute to Granville Street's vibrancy, economy and urban quality for decades to come.

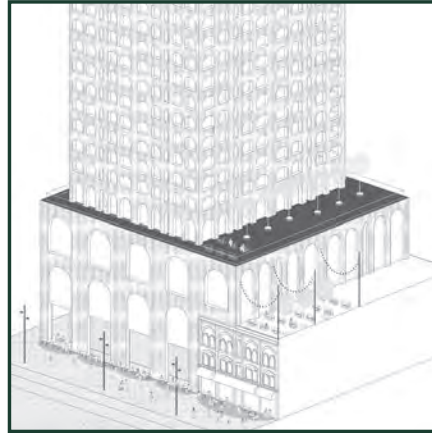
Principles



Introduction

Development within the Granville Street Entertainment District should align with the intent of the design principles.

The design response should address aspects of all principles, rather than selecting some, to ensure a comprehensive contribution to the overarching vision.



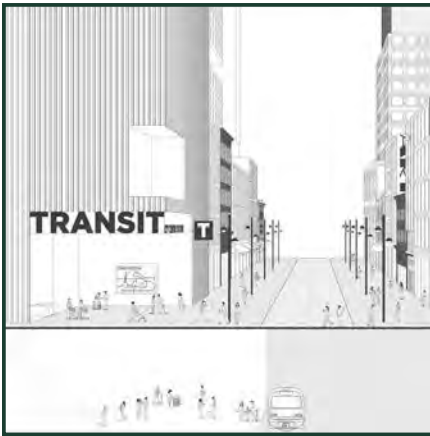
24/7 destination where people play, stay, work and live. Where culture, performance, and creativity are celebrated.

Granville Street should be a vibrant, 24/7 destination that blends living, working, tourism, and entertainment. Flexible spaces, year-round events, and a focus on culture and diversity will create an inclusive, energetic hub day and night.



A curated fusion of heritage and innovation are celebrated.

As Granville Street evolves, preserving its rich heritage while embracing bold, modern design will create a distinctive, balanced sense of place.



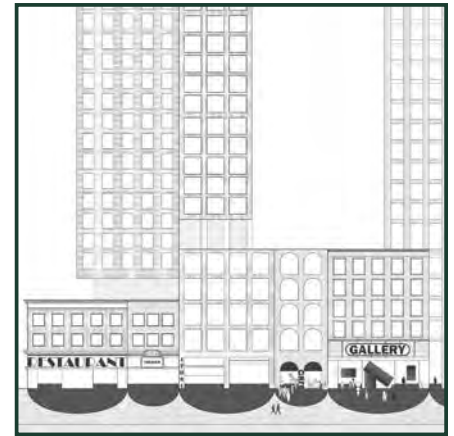
Welcoming, safe, inclusive, and equitable.

Granville Street should be designed with safety, inclusivity, and equity at its core. It should smoothly transition from a bustling daytime destination to a vibrant nighttime hub. Designs should prioritize universal accessibility by incorporating thoughtful lighting, clear sight lines and inclusive features places to pause will help ease congestion while preserving the lively energy that defines the street.



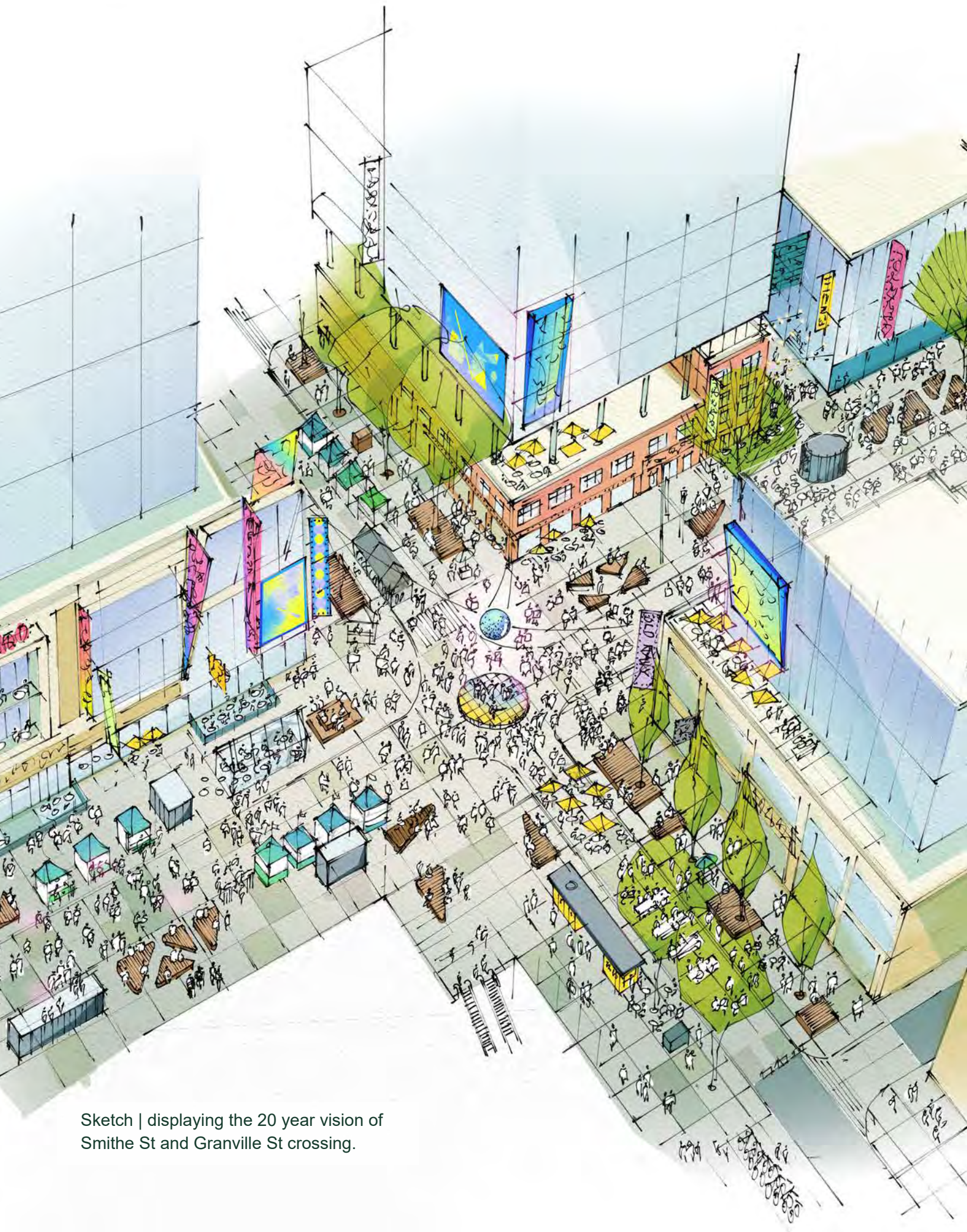
A venue for hosting large celebrations and a street filled with a generosity of daily public life.

Granville Street is a dynamic cultural hub in Downtown Vancouver, supporting both large events and everyday activities. Developments should create adaptable spaces and improve transit access while enhancing pedestrian flow with well-designed thoroughfares, queuing areas, and resting spots, all while maintaining the street's vibrant energy.



A mixture of large scale, high density buildings and fine grain human scale experiences.

Developments on Granville Street should balance high-density buildings and the intimate, human-scale experience that gives the street its distinct character. At street level, podiums should actively engage pedestrians, offering inviting spaces for shops, cafés and cultural activities. Above, building massing should rise thoughtfully, respecting the street's historic context and ensuring that taller structures complement rather than overshadow the finer grain of the streetscape.



Sketch | displaying the 20 year vision of Smithe St and Granville St crossing.

1 URBAN STRUCTURE

Introduction

Special Character Area

The Special Character Area of Granville Street has significant heritage value, including, but not limited to: its importance to the cultural, artistic, and societal development of a variety of communities; its role as the heart of the region's entertainment district; and, its variety of existing buildings that compose its characteristic 'sawtooth' streetscape profile.

Future Pedestrianization

At the heart of the plan is a long-term move towards a year-round pedestrian zone along Granville Street that spans the downtown peninsula from Granville Bridge to Waterfront Station.

Does the development reinforce the cultural heritage significance of Granville Street, and strengthen the public realm to support arts and cultural events 24/7?

Intent

A future year-round pedestrianized Granville Street that:

- **Upholds the heritage value** of the area's arts and cultural venues and characteristic historic form, scale and massing of existing buildings.
- **Reinforces its role** within the **larger transportation network** and as a vital cultural corridor that connects to surrounding cultural hubs.
- Responds to the **unique character** of the each of the sub areas to deliver a high quality, safe, attractive and welcoming street.
- **Enhances flexible public spaces** by supporting large gatherings, celebrations, and street performances and contribute to a dynamic urban environment.

1.1 Reinforce the historic character of Granville Street

Standards

[Gr 1.1.1] For site with a heritage property, heritage conservation with substantial structural retention and seismic upgrading is required. Façade-only retention is not considered heritage conservation.

[Gr 1.1.2] Rehabilitation of a heritage property by adaptive re-use is most effective with a compatible use is selected (retain existing use, or change to original or alternative within the same category of uses).

[Gr 1.1.3] Any addition or new development adjacent to a heritage property must be physically and visually compatible with, subordinate to and distinguishable from the heritage property.

[Gr 1.1.4] Contemporary buildings should reinforce the historic form, scale, and massing present in the eclectic historic streetscape of Granville Street, as related to all existing buildings, particularly heritage properties.

Guidelines

[Gr 1.1.5] Before intervening, understand how the historic construction, assemblies, and systems of a heritage property contribute to the cultural heritage of Granville Street.

[Gr 1.1.6] Protect and maintain the heritage property by using a minimal intervention approach.

[Gr 1.1.7] When replacing missing or heavily deteriorated elements character-defining elements of a heritage property, restore them rather than reconstruct, based on documentary evidence, or reconstruct / redesign in a historically-compatible manner if there is no evidence.

[Gr 1.1.8] Retention and rehabilitation of existing historic buildings other than heritage properties is encouraged but not required.

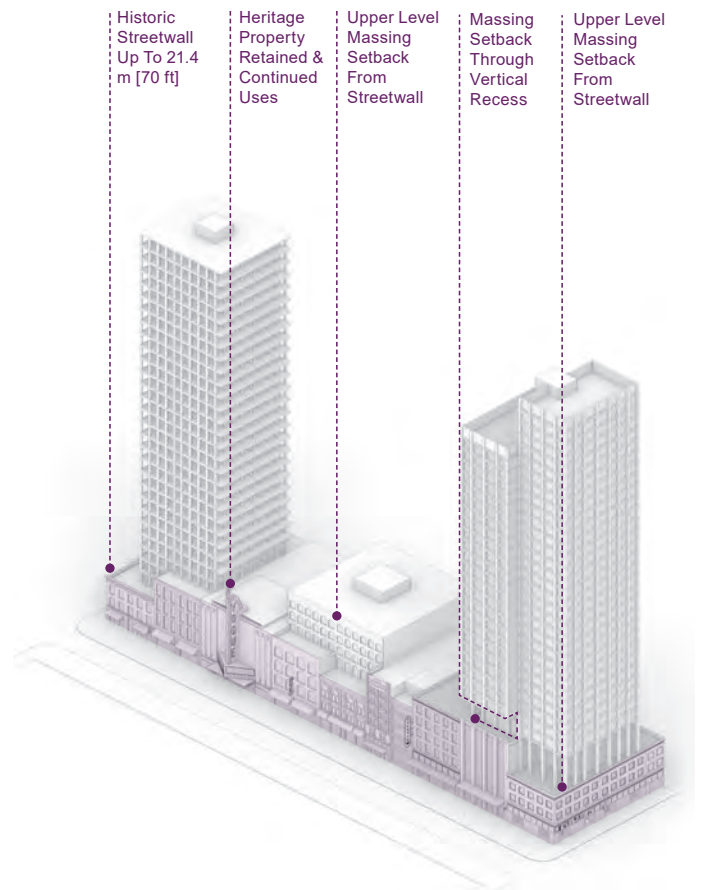
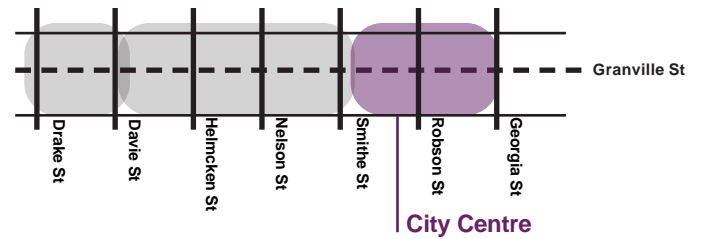


Figure 1: Highlighting strategies for preserving heritage properties, respecting historic form, and integrating contemporary design elements that complement Granville Street's cultural heritage and architectural integrity.



Image | Wythe Boutique Hotel Williamsburg, Brooklyn | New York



1.2 Mark the City Centre

Guidelines

[Gr1.2.1] New mixed-use residential developments on large sites should feature taller buildings that shape the city center's skyline.

[Gr1.2.2] Incorporate transit entries and connections into new developments to improve legibility and reinforce the area's role as a key transit hub.

[Gr1.2.3] Sites adjacent to the future public plaza at the intersection of Granville and Robson should be designed to support civic gatherings and celebrations.

[Gr1.2.4] Buildings at the intersection of Robson and Granville should incorporate large video screens into the design of the podium.

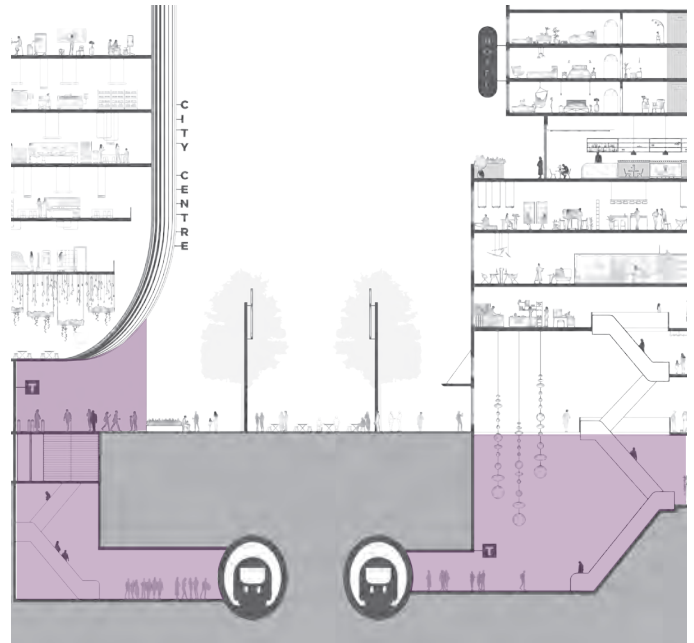
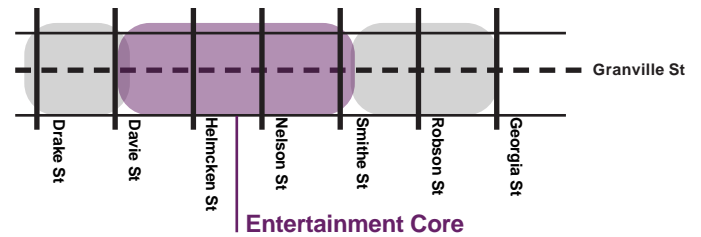


Figure 2: Section | illustrating design strategies for integrating transit connections into new developments, supporting cultural and civic gatherings at key intersections on Granville Street.



Image | The Fulton Centre | New York City



1.3 Define the Entertainment Core

Guidelines

[Gr1.3.1] Ground level uses should complement the entertainment focus of the street and future pedestrianization.

[Gr1.3.2] Ground level entrances to venues should be large and legible features of the streetscape.

[Gr1.3.3] Existing neon signage and marquees should be retained and incorporated into new development. See Section 4.1

[Gr1.3.4] Development should integrate new neon signage to clearly identify cultural and entertainment venues and other important elements. See Section 4.1.

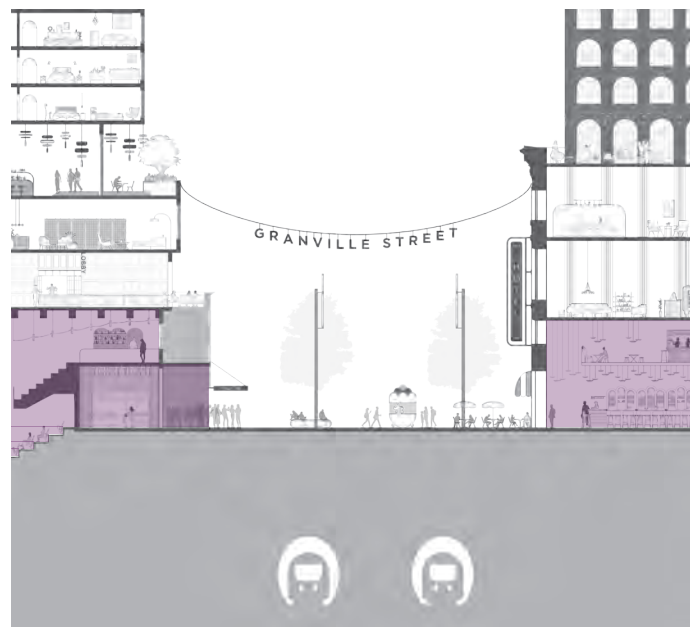
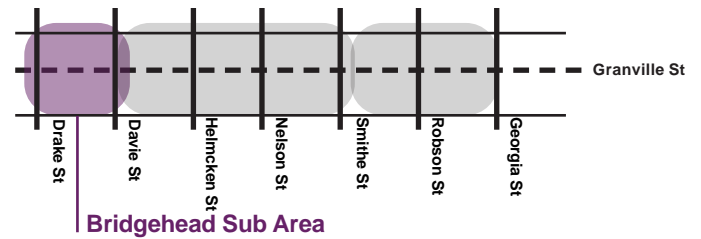


Figure 3: Section | showing strategies for vibrant ground-level uses, flexible performance spaces, and iconic neon signage to enhance Granville Street's entertainment atmosphere.



Image | Nashville's Honky Tonk Highway | Tennessee



1.4 Deliver a sociable and connected neighbourhood at the Bridgehead

Guidelines

[Gr1.4.1] Frontage improvements should prioritize creating a quieter commercial street experience that balances the area's active commercial aspects while transitioning to more peaceful residential zones.

[Gr1.4.2] To provide separation between the residential uses and the busy street level, the podium levels of mixed-use buildings should be designated for commercial uses.

[Gr1.4.3] Residential towers should be setback from the street with balconies and landscaped terraces incorporated into the building design.

[Gr1.4.4] Common residential amenity terraces and courtyards above the podium (commercial zones) should be considered to provide quieter open spaces for residents.



Figure 4: Section | illustrating strategies for balancing active commercial areas with peaceful residential zones, including frontage improvements, noise shielding in mixed-use developments, and social interaction terraces above podiums for quieter, community-focused spaces.



Image | MO*town Track 8 | Amsterdam

1.5 Create distinctive nodes at key intersections

Guidelines

[Gr1.5.1] Design all parts of a corner development, including architectural treatments and programming, to reinforce the placemaking role of corners and intersections.

[Gr1.5.2] Reinforce through celebratory design the importance of the Gateway Nodes at Robson Street and Davie Street as symbolic entrances to Granville Street.

[Gr1.5.3] Provide additional activity at podium, parapet, balcony, or rooftop levels to enhance corner locations.

[Gr1.5.4] Corner buildings should be public-facing, supporting entertainment, food, beverage, cultural, and arts uses.

[Gr1.5.5] Provide space for patios, colonnades, and flexible programming at corner interfaces, with insets or relief to enhance pedestrian movement and public realm activities.

[Gr1.5.6] Avoid back-of-house and utility uses within 100ft of intersection corners.

[Gr1.5.7] Include signature signage, lighting, and architectural elements at corner sites to anchor the block and create a pedestrian gateway.

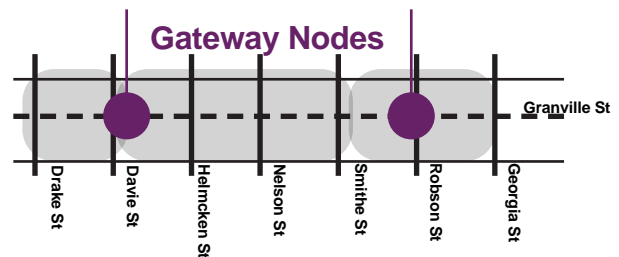
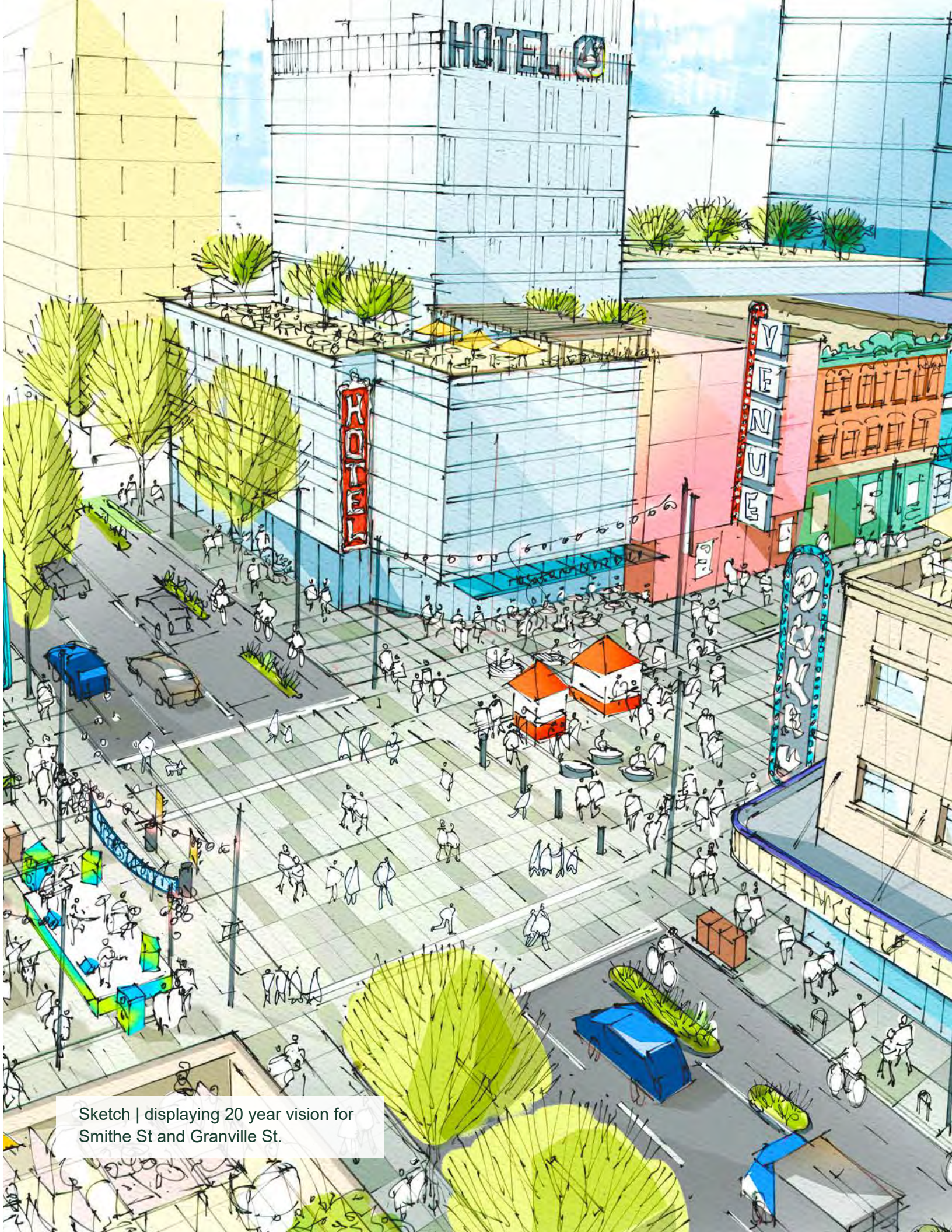




Image | George Street | Australia



Sketch | displaying 20 year vision for
Smithe St and Granville St.

2 SITE LAYOUT & BUILDING PROGRAM

Introduction

The Site Layout & Building Program chapter addresses the configuration of spaces and building design to create a public realm that reflects the unique character of Granville Street. It emphasizes the integration of flexible, pedestrian-friendly connections, active frontages, and well-defined interfaces that enhance the vibrancy of the district while minimizing vehicular impact on the pedestrian experience.

Does the configuration of the ground level spaces ensure a high-quality public realm that reflects a unique entertainment district?

Intent

A **Site layout** that:

- Reinforces the valued characteristics of the Granville street and delivers a well-defined public realm.
- Alleviates pedestrian congestion

A **building program** that:

- Delivers safe and high-quality interfaces between the public and private realm.
- Maximises activation of the public realm through integrated and flexible connections
- Delivers a variety of uses at different levels to provide daytime and nighttime activity and entertainment.
- Promotes a strong physical and visual connection between cultural and entertainment uses within the building and the street, while designing flexible spaces for performance arts, live music, and other cultural activities.

Vehicle entries and building services that:

- Minimize impacts on the public realm
- Do not undermine the attractiveness or safety of the pedestrian experience.

2.1 Deliver a well-defined public realm

Guidelines

[Gr2.1.1] Building should be aligned to the street at ground level unless they provide a well defined publicly accessible open space.

[Gr2.1.2] New buildings may be set back to reinforce the form, scale and massing of existing heritage properties.

[Gr2.1.3] Setbacks for plazas should respond to the internal building program by managing pedestrian volumes and providing onsite room to queue for venues.

[Gr2.1.4] Where buildings are set back or blocks are broken, exposed walls should be used to provide art, lighting, etc., to enhance the experience.

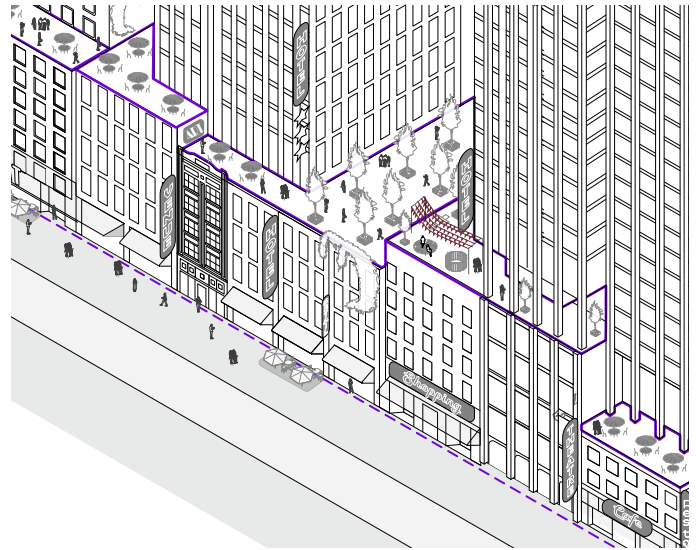


Figure 5: The streetwall is a key feature of Granville Street, defining the unique character of the historic district.



Image | Covent Garden | London

2.2 Locate and layer uses to support activity and entertainment day and night

Guidelines

[Gr2.2.1] Street frontages should be lined with activating uses that offer strong physical and visual connections, particularly at grade and upper podium levels.

[Gr2.2.2] Podium-rooftop patios, cultural spaces and event spaces should be visible from the street to maximize interaction with the public realm.

[Gr2.2.3] Entertainment uses should be located above the first storey or below ground to maximize daytime activity on the ground floors and street level.

[Gr2.2.4] Egress from venues should not adversely impact the continuity of the public realm and does not visually dominate street frontages.

[Gr2.2.5] Large floorplate tenancies should be sleeved with smaller tenancies at ground level.

[Gr2.2.6] Ground floor tenancies should be configured so that they do not rely on queuing in the public realm, except where this occurs on an on-site pedestrian connection.

[Gr2.2.7] Entrances should be located at corners or mid-block to maximize visibility, legibility and accessibility.

[Gr2.2.8] Consider operable facades to enhance public experience and increase transparency of interior program.

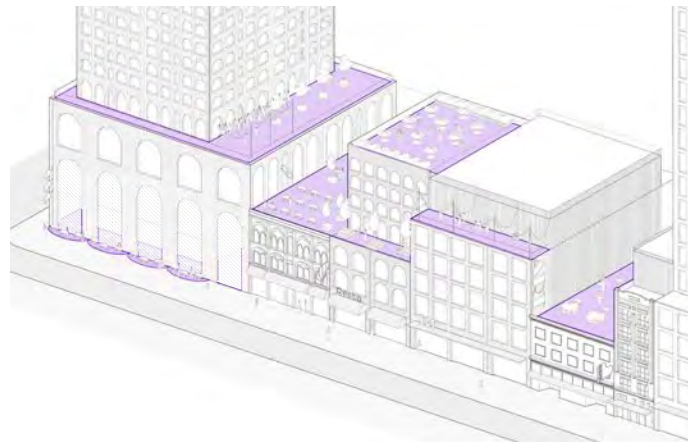


Figure 7: Roof decks can be used for crowd management in venues located on upper floors, such as clubs. Roof decks provide flexible space for queuing or gathering, helping manage pedestrian flow.



Image | Honky Tonk Central | Nashville

2.3 Thoughtfully integrate hotel and venue parking and passenger loading

Guidelines

[Gr2.3.1] Hotel vehicle entrances and passenger loading areas should be intuitive and legible.

[Gr2.3.2] Pedestrian entrances should be located along Granville Street with secondary entrances provided from laneways or mid-block connections, breezeways and arcades.

[Gr2.3.3] Designated vehicular loading zones should be provided to all developments from laneways or mid-block connections. Additional accessible loading spaces and parking should be considered.

[Gr2.3.4] Hotels and venues should provide clear service access, including hotel entries that wrap corners with laybys off the lane.

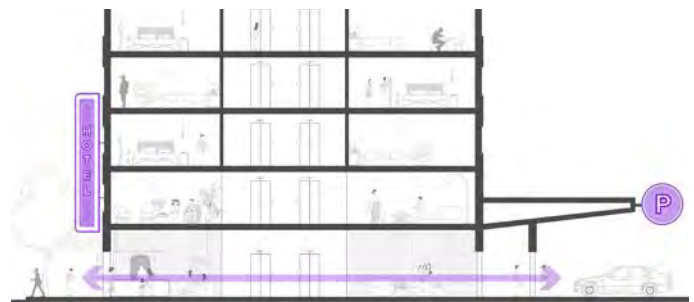


Figure 8: Hotel and building vehicular entries on parallel laneways to Granville, keeping the main street free of vehicles and ensuring a better pedestrian experience.



Image | One Burrard Place | Vancouver

Design Outcomes To Avoid



Image: Contemporary buildings should be visually and physically compatible with, subordinate to, and distinguishable from the heritage properties.



Image: Add variety through different sized CRU's and mix daytime & nighttime uses to provide active frontage



Image: Dead facades on blocks with high rise towers lead to empty streets and a public realm that is not activated.



Image: Inactive storefronts can result in unclear, vandalized conditions. Provide continuous ground floor activation along street.



Image: Platforms and lifts to be avoided where they gather unsafe spaces.



Image: All vehicle and servicing access should be provided from the laneway. No Loading / pick up / drop off on Granville Street.



Image: Vehicle entries off Granville Street to be avoided. All vehicle and servicing access should be provided from the laneway.



Image: Dead rear elevation that discourages laneway activation



Sketch | displaying 20 year vision for Davie St and Granville St.

3 STREETSCAPE & BUILDING MASS

Introduction

Building mass relates to the three-dimensional form of a building, including its scale, height, proportions and composition

Intent

Building mass that:

- Reinforces the fine grain and visual interest of the Granville streetscape.
- Adopts contemporary design that is physically and visually compatible with, subordinate to and distinguishable from existing heritage properties along Granville Street.
- Distinguishes between different buildings where a development comprises multiple buildings.
- Contributes architecturally distinct and interesting towers to the downtown skyline.

Street wall that:

- Adopts a variety of street wall heights to contribute to the traditional fine grain, vertical rhythm, and visual interest of the Granville streetscape.
- Creates an aesthetically interesting backdrop for the public realm.
- Frames a comfortable and attractive pedestrianized Granville Street.

Do the contemporary buildings contribute to the storytelling of the development pattern of Granville Street, and respect its cultural heritage?



Figure 9 | showing massing which provides fine-grain vertical and horizontal rhythm. Variation provided across the street wall. Tower massing setback celebrates podium scale.

3.1: Reinforce a fine grain & vertical rhythm

Standards

[Gr3.1.1] Buildings with a street frontage greater than 25 m (75 ft.) should be broken into smaller vertical sections no wider than 15.2 m (50 ft.) to reflect the historic pattern of development.

[Gr3.1.2] The street wall height should not exceed 21m (70 ft.).

- i. Towers should be set back a minimum of 3 m (10 ft.) from Granville Street above the maximum street wall height.
- ii. Tower podiums adjacent to an existing or future low-rise building site may be increased to 27.4 m (90 ft.) in height if all parts of the podium above the street wall height are set back a minimum of 3 m (10 ft.).

[Gr3.1.3] When integrating a contemporary building with a heritage building, it should be recessed to reinforce the integrity of the historic street wall by one or both of the following:

- i. Horizontal: Locate the façade of the contemporary building no less than 3 m (10 ft.) from the heritage façade.
- ii. Vertical: Locate the underside of the contemporary façade at least two storeys above the parapet of the heritage façade.

[Gr3.1.4] Towers or portions of towers that propose a vertical recess in place of a horizontal setback along Granville Street should not exceed 22.9m (75 ft.) in length.

Guidelines

[Gr3.1.5] Contemporary buildings should be designed to maintain and reinforce the historic sawtooth profile of the street wall.

[Gr3.1.6] Contemporary buildings should be taller than adjacent heritage properties.

[Gr3.1.7] Contemporary façades being integrated with or adjacent to a heritage property should be articulated to complement its existing vertical order, with consideration given to:

- i. The scale, proportion and pattern of window and door openings.
- ii. Cornice lines.

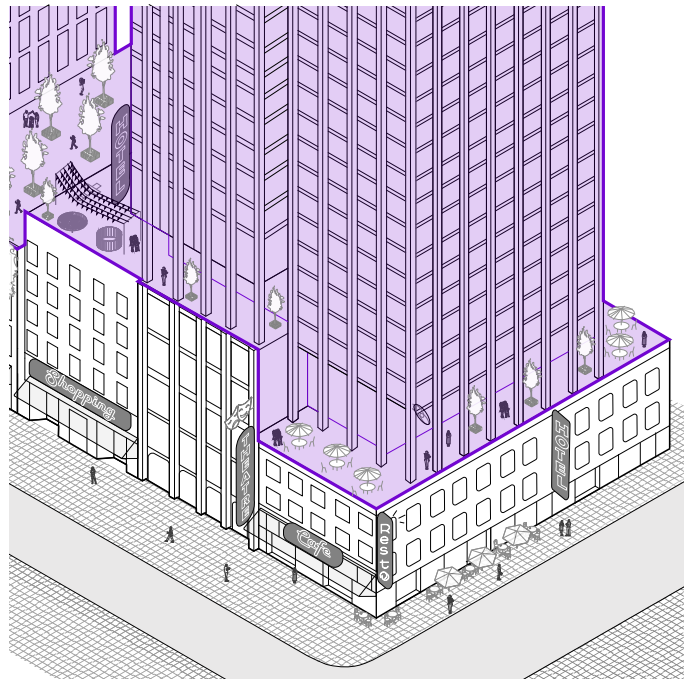


Figure 10: An illustration showing upper-level tower setbacks, including both horizontal setbacks and a vertical recess of the contemporary building from the heritage property.



Image | 325 Carrall Street Micro-Apartments, Human Studio | Vancouver

3.2: Create transitions between towers and low-rise heritage properties

Guidelines

[Gr3.2.1] Developments should include transitions in height, scale or prominence to a heritage property and avoid relying solely on surface treatments or decorative effects.

[Gr3.2.2] Existing should be integrated into the podium design by providing roof deck patios visible from the street and adjacent buildings.

[Gr3.2.3] Taller built form should carefully consider ground floor street connection, and subsequent upper floors, utilizing tactics such as shifting building portion scales or plinth style ground floor treatment to lessen the intensity of taller buildings.

[Gr3.2.4] Taller buildings should consider how the historic pattern of development and fine grain module can be reflected in the tower expression.

[Gr3.2.5] Where a low podium is adjacent to a potential future development site, tower elements above the podium, up to a height of 27.4m (90 ft.), should consider façade treatments that anticipate future development.

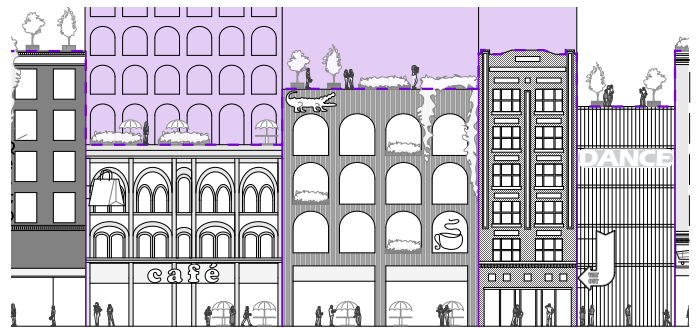


Figure 11: Elevation | illustrating façade expression along the street and the approach to differentiating between Heritage and Contemporary buildings.



Image | Queen Richmond Centre| Toronto

3.3 Provide visual diversity

Guidelines

[Gr3.3.1] Development should adopt a diversity of forms, typologies and architectural language, within a cohesive design framework, on large site where a development comprises multiple buildings.

This might include:

- i. Variety of materials, textures and finishes.
- ii. Variety of facade design compositions.
- iii. Variety of different architectural languages (e.g. modern with heritage)

[Gr3.3.2] Design with contemporary materials, methods and detailing to distinguish between the new and the heritage property in a manner that is physically and visually compatible.

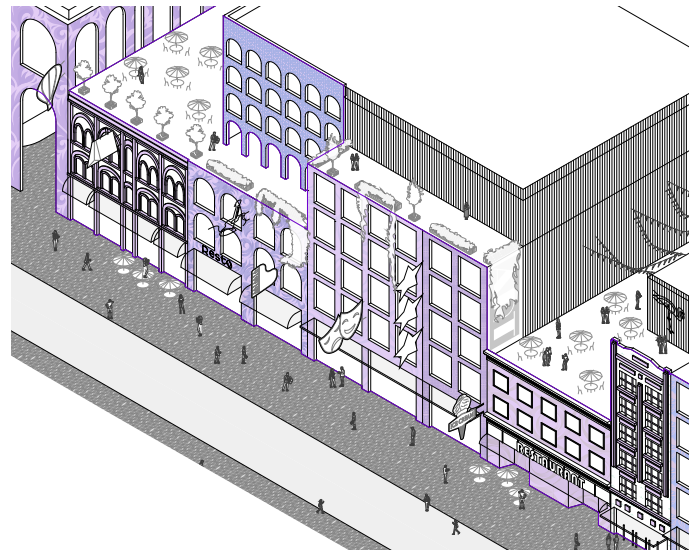


Figure 12: Illustrating how composition of build form, materiality, and expression should provide visual diversity.



Image | *The Exchange Tower by Iredale Architects| Vancouver*

Design Outcomes To Avoid



Image : Architectural variation should be provided, massing should be varied with set backs displaying the sawtooth concept.



Image : Provide visual differentiation between heritage and new buildings. Use high-quality materials.



Image : Blank walls to be avoided, either openings via balconies or set backs in the massing.



Image : Avoid large expanses of frontage without pedestrian entry along the main street.



Image : A deep setback to the carpark access door results in an undesirable space which feels unsafe at night and impacts the continuity of the pedestrian realm.



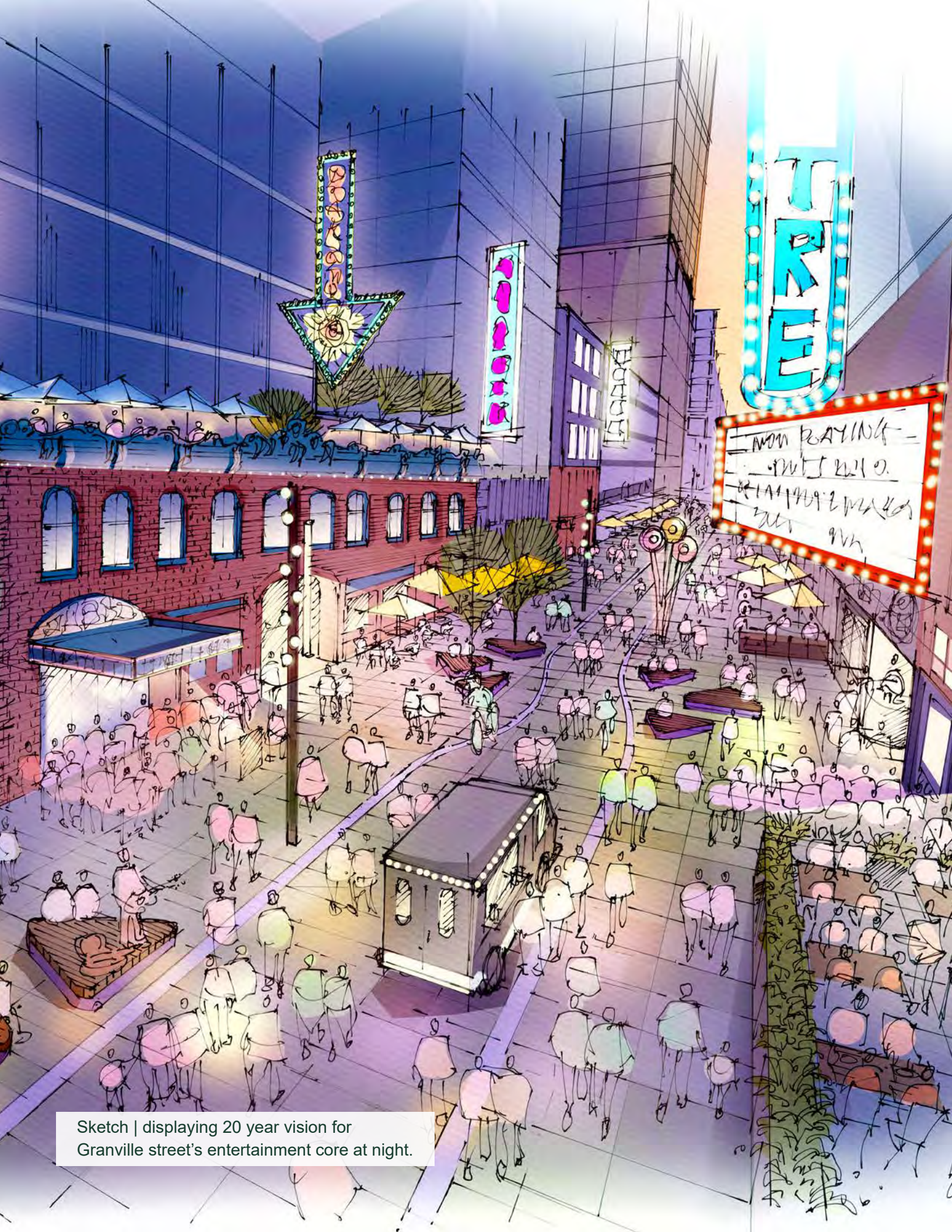
Image : Roof terraces should be activated with uses. Avoid inactive facades at ground level.



Image : Avoid blank walls, tinted, opaque or high reflectivity glass which obscures views between the public realm and building interior.



Image : Avoid long, narrow, dark, laneways and streets with large extent of inactive frontages, in order to promote safe and inclusive urban environments that are representative of all communities and genders.



Sketch | displaying 20 year vision for Granville street's entertainment core at night.

4 DESIGN DETAIL

Introduction

Design detail refers to the resolution of a contextually responsive building exterior that contributes to the quality of the public realm through its architectural expression, materials and finishes

Intent

Exterior design that:

- Incorporates contemporary design detailing that complements the historic character of Granville Street.
- Retains the visual and physical integrity of the character-defining elements of a heritage property, primarily on the historic front façade.
- Establishes Granville Street as a destination for nighttime activities and entertainment.
- Responds to the distance at which the building is viewed and experienced from the public realm in the selection, scale and quality of design elements.

Do the architectural and urban design details reinforce the character-defining elements of Granville Street?

4.1: Reintroduce Neon Signage

Guidelines

[Gr4.1.1] Provide neon signage along Granville Street to highlight venues, cultural spaces, and businesses.

[Gr4.1.2] Neon signage should have visual precedence over other lighting.

[Gr4.1.3] Rehabilitation and/or restoration of existing neon signs should be based on archival documentation.

[Gr4.1.4] New neon signage should be designed in a contemporary manner that is compatible with the historic character of the area.

[Gr4.1.5] New neon signs should be located on or below the podium level and be visible from street level.

[Gr4.1.6] Neon signs should be a variety of scales with focus as an integrated architectural element i.e. not just a business logo (refer to Don't sections).

[Gr4.1.7] Neon signage should be provided at a minimum interval of every 7.6m (25 ft.) of street frontage along Granville Street between Davie Street and Robson Street intersections and vary in scale and sizes.

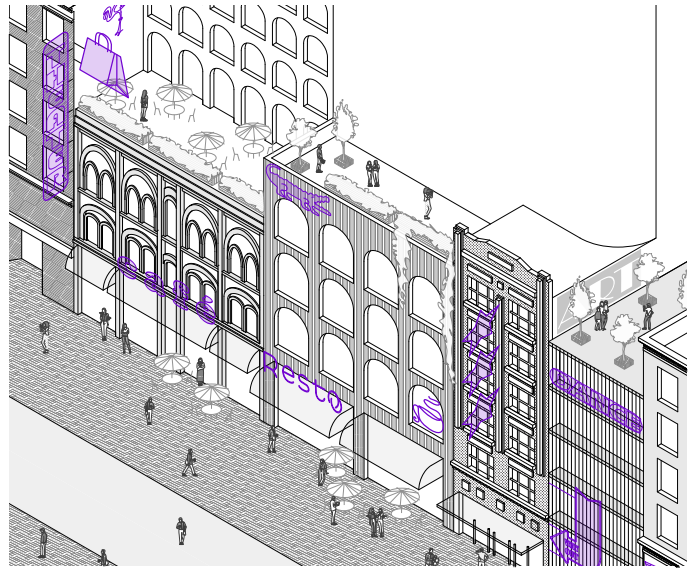


Figure 13: Illustrating how plentiful and creative neon signage play an intrinsic role in reinforcing the eclectic and electric character of the Granville Street entertainment district.



Image | Neon signage is integral to the identity of the Granville Street Entertainment District

4.2 Use digital screens at Granville and Robson

Guidelines

[Gr4.2.1] Digital screens should be positioned at the intersection of Granville Street and Robson Street to energize the entertainment district. Digital screens are not appropriate elsewhere on Granville Street.

[Gr4.2.2] Digital screens should be designed as an integrated component of the façade. The façade should be detailed to avoid the appearance of an inactive façade when the screen is turned off.

[Gr4.2.3] Screens should not detract from Granville streets neon signage identity.

[Gr4.2.4] Screens should be thoughtfully designed to minimize visibility from nearby residential buildings and strategically placed to support everyday programming that is adaptable for large events.

[Gr4.2.5] Screens should be in operation 24 hours a day but should be dimmed or concealed from view from nearby residential buildings after 10:00 pm

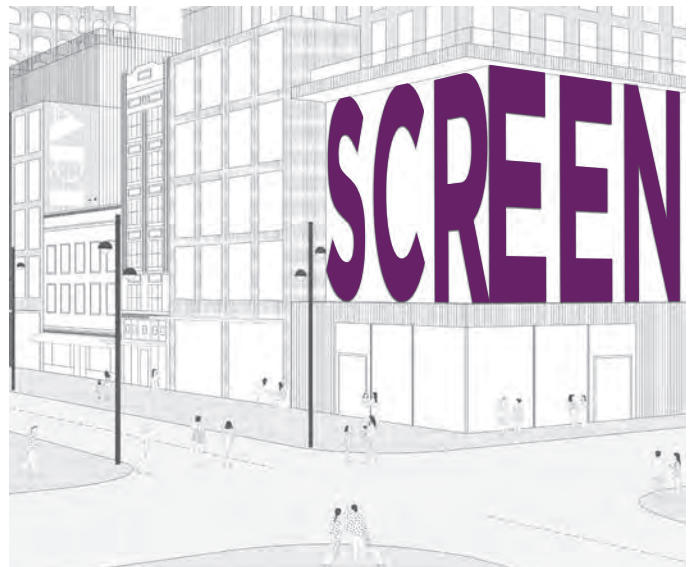


Figure 14: Illustrating how screens can be integrated into the commercial podium at the intersection of Granville and Robson.



Image | Piccadilly Circus | London

4.3 Maintain the Character-Defining Elements of Granville Street

Guidelines

[Gr4.3.1] Maintain the visual and physical integrity of existing heritage properties of various architectural styles

[Gr4.3.2] Retain or restore the character-defining elements of the heritage property, primarily on the historic front façade, to establish pedestrian scale and rhythm.

Storefront Design

[Gr4.3.3] Retain or rehabilitate the storefront of a heritage property. Storefront assemblies historically include: three/four-point awning or canopy; minor cornice; sign band; large display windows with glazed transoms and closed bulkhead; and recessed entry doors with decorative tile, stone or terrazzo paving.

[Gr4.3.4] New storefront design should complement, not imitate, the storefronts of adjacent heritage properties in a contemporary manner.

Weather Protection

[Gr4.3.5] Encourage rehabilitation of heritage properties by reinstating awnings and canopies based on archival documentation.

[Gr4.3.6] Contemporary buildings should provide weather protection that add visual interest and contribute

to the eclectic and electric identity of the area.

[Gr4.3.7] Weather protection depth should be designed to accommodate and visually express anticipated building use. For example:

- i. Marque size weather-protection (increased height and depth for queuing), to be provided at major venues.
- ii. Long-span canopy that covers patio area below.
- iii. Landmark feature canopy for venues and hotels.

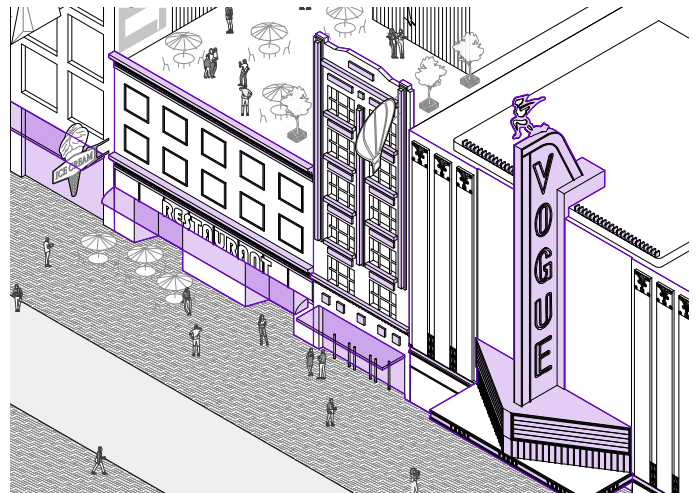


Figure 15: Expressing how unique storefronts and weather protection can add to the character of Granville Street.

4.4 Mitigate Noise for Sensitive Uses

Guidelines

[Gr4.4.1] New hotel and residential buildings should meet higher standards of acoustic performance and to maximize liveability and mitigate impacts from local events and entertainment noise including:

- i. Triple glazed windows.
- ii. Balcony design strategies (e.g. enclosed and/or retractable balconies).
- iii. Air conditioning or other means to cool interior spaces that does not require window opening.
- iv. Increased noise insulation.
- v. Locating office space on lower building floors.
- vi. Other innovative approaches to noise mitigation.
- vii. An acoustic report (DP).

[Gr4.4.2] Locate office, hotel or other non-residential uses directly above and next to live performance venues or cabarets to provide a 'noise barrier' between residential uses and minimize noise impacts.



Image | Example of noise mitigation using a pocket park with greenery to create a haven from the busy street front. The water feature generates grey noise, masking surrounding sounds. Paley Park by Zion & Breen Associates, NYC.

Design Outcomes To Avoid



Image : Poor treatment of corner blocks with blank facades results in unsafe nooks.



Image : Low quality, non-illustrative neon signage



Image : Corner interfaces should provide sufficient space to allow for patios and flexible programming at building edges. Poor use of rooftop and opaque facades should be avoided.



Image : Fencing to be avoided where set backs / open space are provided in corner blocks.



Image : Back of house and loading services to be avoided on Granville Street



Image : Garage entrance for public parking to be integrated on upper floors to avoid resulting in unsafe spaces. Ground floor should have more active uses.

Consultant Production Credit:

The Granville Street Special Design Guide was produced in partnership with:

- HCMA
- WEST 8
- HAPA
- PRISM
- EOS



WEST 8

HAPA



PRISM



Appendix A

Design and Development Guidelines

Applicable to Granville Street Plan



Carrall Street Micro-Apartments, Vancouver, Canada. Credit: Human Studio. Photo by Gordon Crum + Ed White

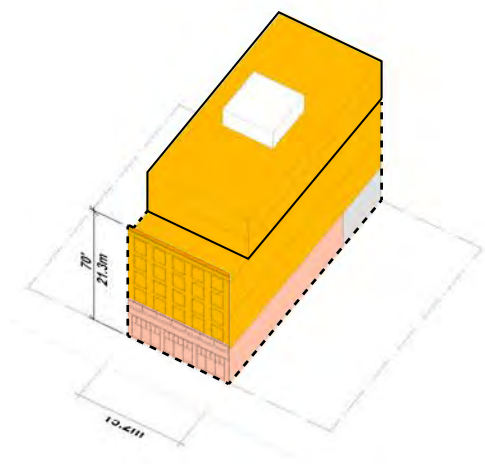
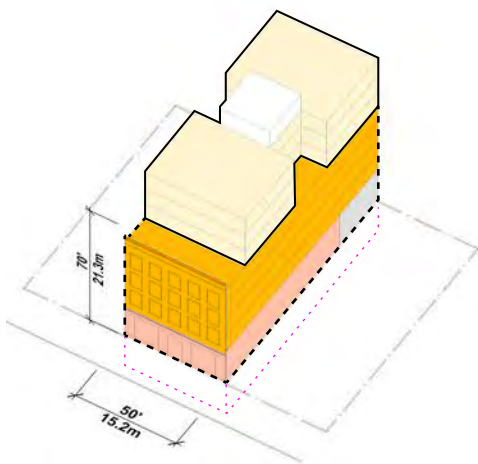
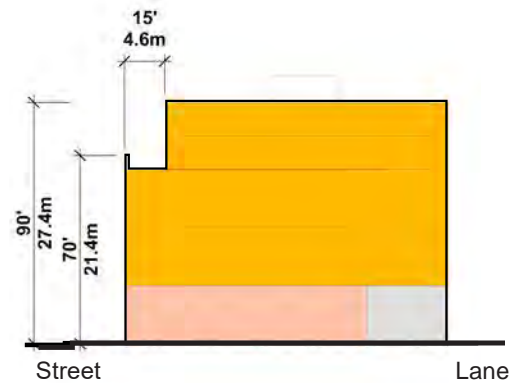
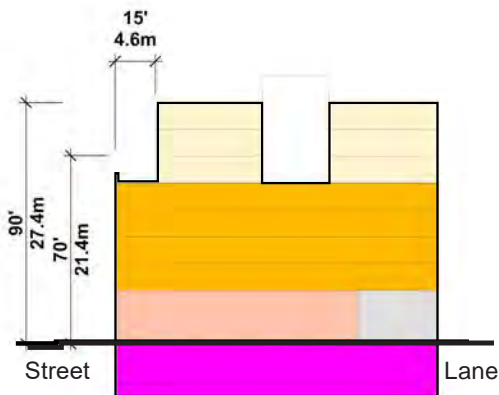
Development of Heritage Property Low Rise

New low rise buildings or additions to a heritage property should maintain the historic sawtooth streetscape profile and relate to character-defining elements of the adjacent heritage properties, particularly their scale, massing, and historic form of development.

Rooftop additions should be set back. New structures should be designed to prioritize conservation and

structural retention of an existing heritage property. Streetwall heights are limited to 21.3 m (70 ft.) to reflect the historic pattern of development.

Low rise development options are for sites that do not pursue a tower form. Form of development should follow the Downtown ODP.



Commercial: Retail Commercial: Hotel and/or Office Residential Cultural Space * Heritage Parking

*required

7. DEVELOPMENT TYPES



Jameson House, Vancouver, Canada. Credit: Foster + Partners. Photo by Nigel Young

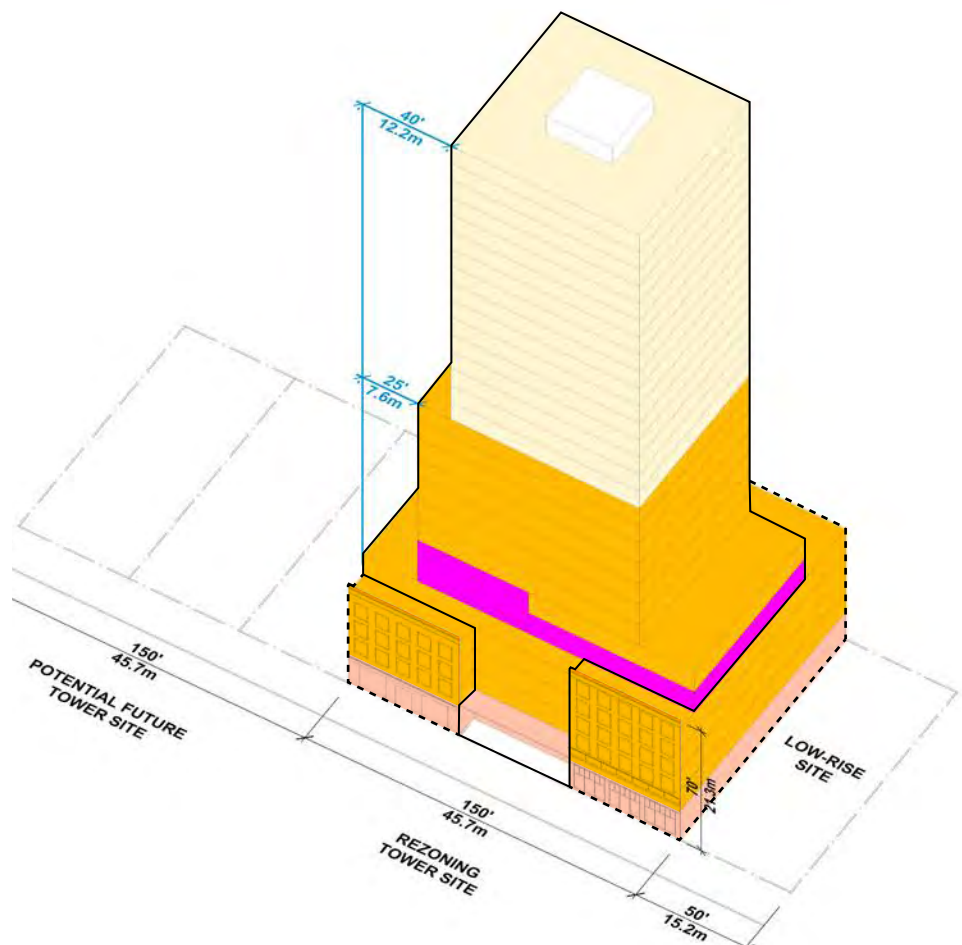
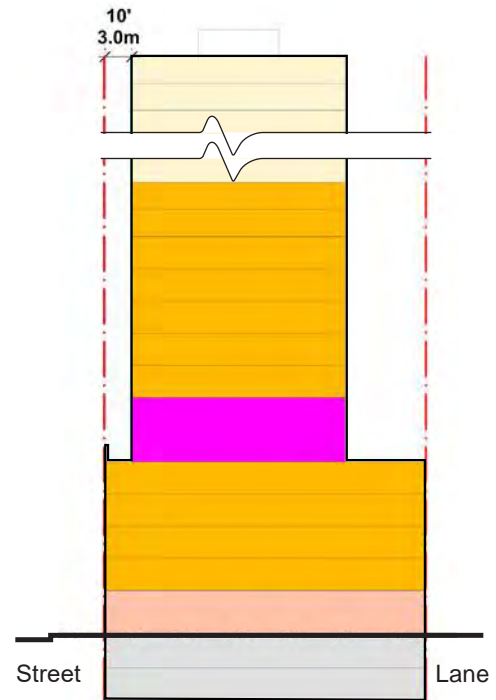
Table 7: Summary of Built Heritage High Rise Tower Standards

Standards			Section Reference
Site (minimum)	Site Frontage	Corner: 38.1 m (125 ft.) Mid-block: 45.7 m (150 ft.)	Downtown Rezoning Policy
Building Height (maximum)	Overall	Varies	Downtown Rezoning Policy
	Podium	21.3m (70 ft.)	
Upper Level Setbacks (minimum)	Front Property Line	3.0 m (10 ft.)	
Tower Separation (minimum)		Minimum tower separation: <ul style="list-style-type: none"> Commercial-Commercial (inc. hotel - hotel): 15.2 m (50 ft.) Residential to Commercial (except hotel): 18.3 m (60 ft.) Residential to Residential (inc.hotel): 24.4 m (80 ft.) 	6.2.3 Tower Setbacks and Separation
Amenity (minimum)	Indoor Amenity	Minimum 1.2 m ² of space per dwelling unit	3.4 Common Amenity
	Outdoor Amenity	Minimum 2.0 m ² of space per dwelling unit	3.4 Common Amenity
Private Open Space		Minimum 4.5 m ² (48.4 sq. ft.) per dwelling unit	3.5 Balconies, Patios & Roof Decks

Development of Heritage Property High Rise

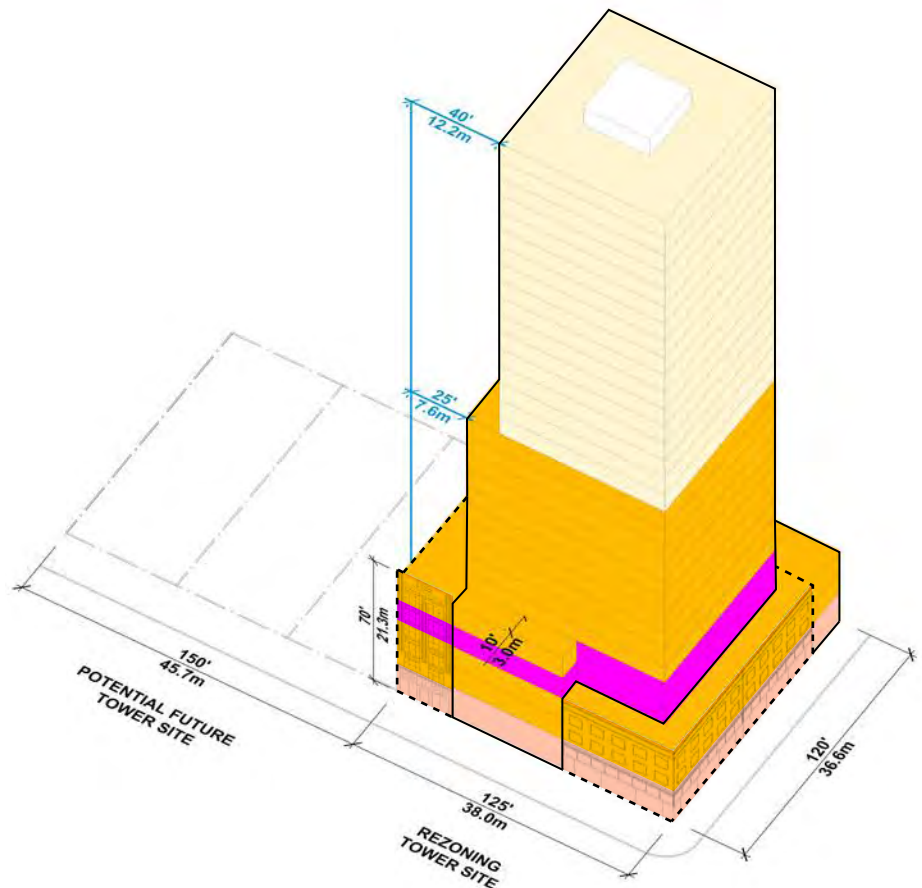
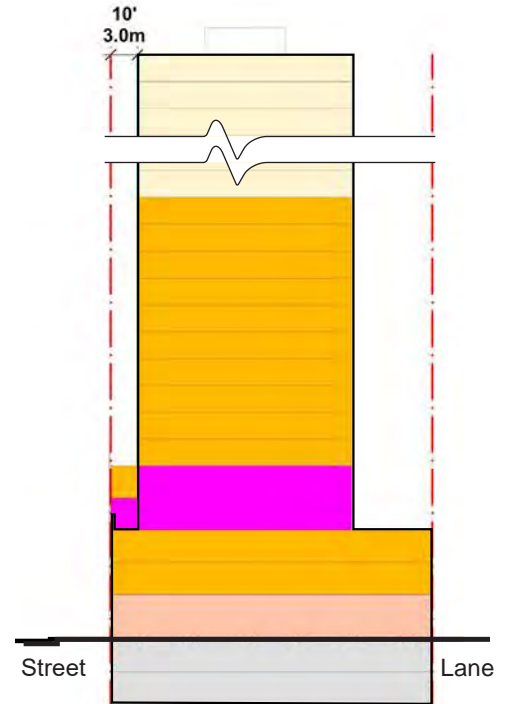
New high rise developments aim to add new opportunities for commercial, cultural space, and in some cases, housing. New high-rise structures on sites occupied by a heritage property should consider heritage conservation and structural retention levels of the heritage property.

Form of development should follow the Granville Street Plan.



Commercial: Retail
 Commercial: Hotel and/or Office
 Residential
 Cultural Space *
 Heritage
 Parking

*required



Commercial: Retail
 Commercial: Hotel and/or Office
 Residential
 Cultural Space *
 Heritage
 Parking

APPENDIX F
SUMMARY OF PROPOSED CHANGES TO THE COMMUNITY AMENITY CONTRIBUTIONS POLICY FOR REZONINGS

Note: All red text is new and all strikethrough text is to be removed.

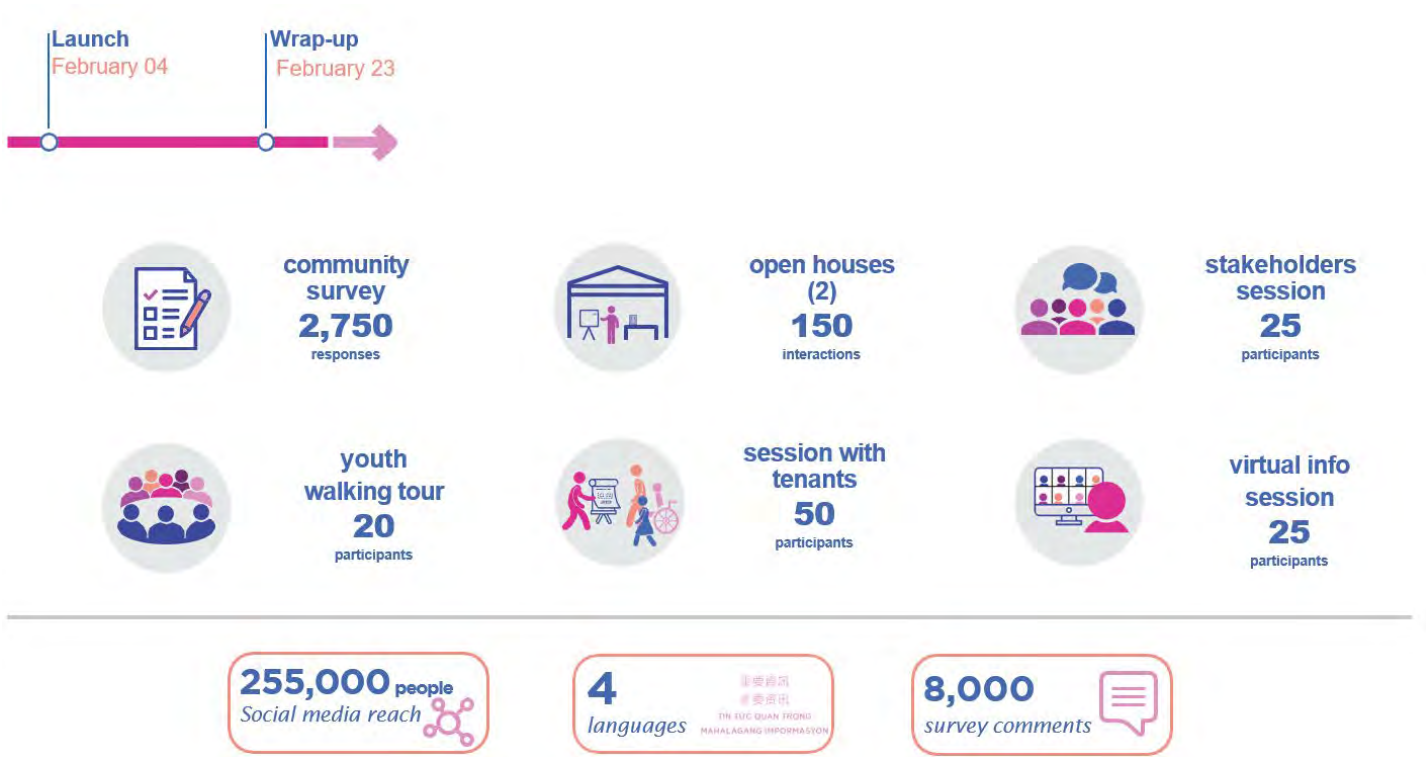
Document	Section	Description of Amendment		Rationale
Community Amenity Contributions Policy for Rezonings	Appendix, Table 1, Map G	\$185.53/m ² (\$17.24/ft. ²)	Affordable housing, and childcare in the Metro Core (Downtown and Rest of Metro Core) Public Benefits in the Downtown and Metro Core area	Enable allocations of the Downtown Commercial Linkage target to align with the Granville Street Plan

APPENDIX G: GRANVILLE STREET PHASE 3 ENGAGEMENT SUMMARY

Granville Street Planning

Phase 3 Engagement Summary
February 2025

TOOLS AND ACTIVITIES





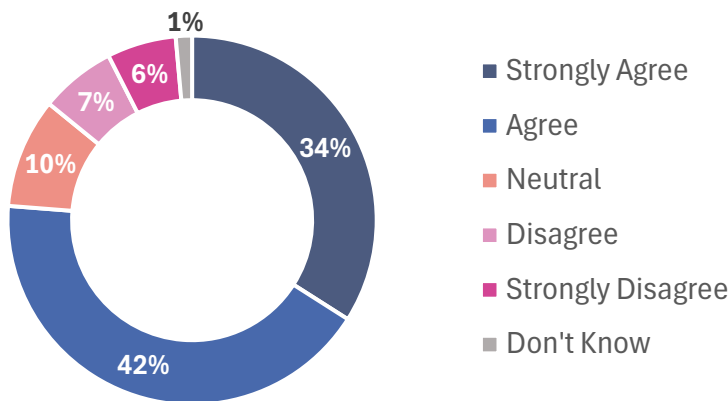
SUMMARY OF KEY FINDINGS ACROSS ALL ACTIVITIES:

- Strong support for the proposed plan directions and key moves
- Strong support for live performance, cultural and entertainment experiences, including general support to preserve the entertainment function of the Entertainment Core
- Ongoing concerns about safety and cleanliness
- Strong support for allowing residential uses in the 800 and 1200 blocks of Granville Street
- Strong support for a pedestrian zone on Granville Street
- Mixed opinions for video screens and digital billboards
- Some concerns about the potential impacts on travel on Howe and Seymour as a result of the proposed relocation of buses onto those streets
- Mixed opinions over the role of social housing and single-room occupancy (SRO) hotels on Granville Street
- Support for wrap-around services and supports for those struggling with mental illness and substance addiction
- Appetite for more activities and spaces that are youth- and family-friendly

ONLINE SURVEY: DETAILED RESULTS

KEY MOVES

Q1: Looking at the key moves for Granville Street, do you agree or disagree that we are heading in the right direction?



76% of respondents support the proposed directions

13% of respondents oppose the proposed directions

Q1a: Use this space to share any other thoughts about the key moves for Granville Street.

Key Themes:

- Focus on making Granville Street safer and cleaner
- Visible homelessness, substance use, and mental illness on Granville Street need to be addressed for this plan to succeed
- Support for the idea of a pedestrian-only area
- Concerns about the impacts of relocating buses off Granville Street
- Introduce more greenery

Quotes:

"Please focus more on public safety."

"Community safety is the biggest concern on Granville. It feels unsafe to walk on Granville at any time of the day."

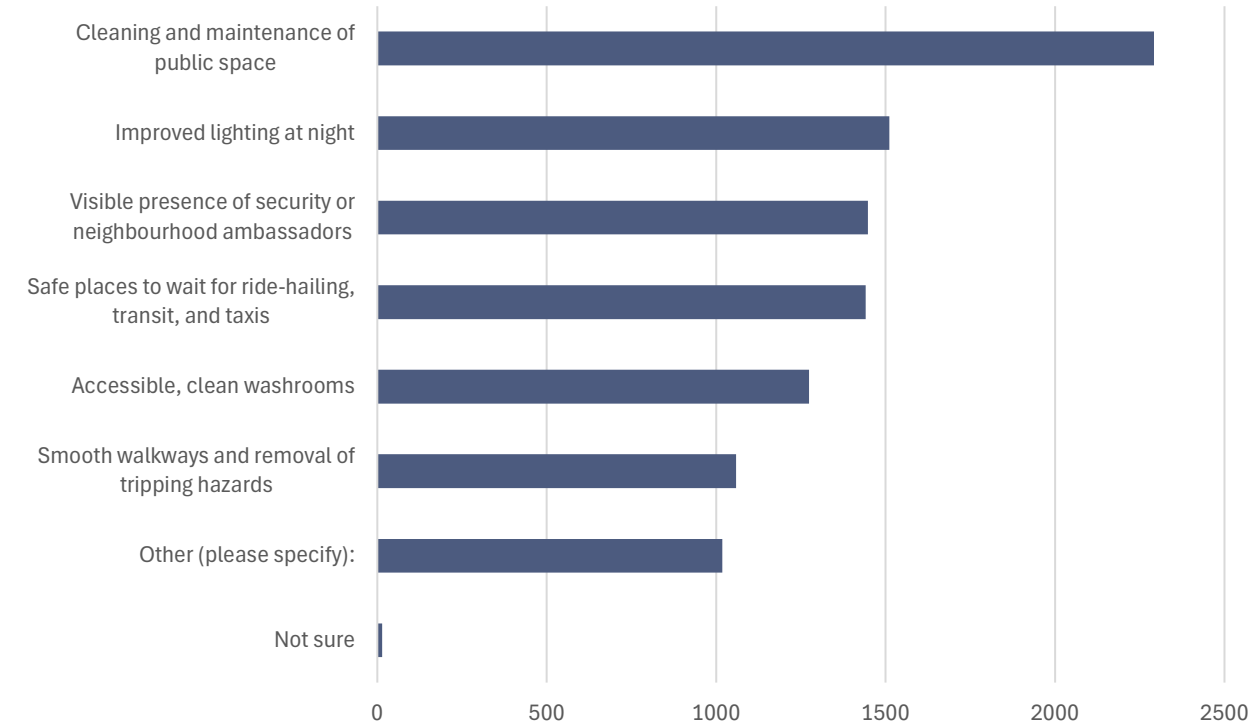
"More pedestrianization, more patios, and more public spaces to meet and gather will be a welcome addition to this street!"

"Safety and cleanliness on Granville Street is at an all-time low. Increasing transit on Howe Street is going to cause congestion for traffic onto the bridge."

"Green space! I think you are headed in the right direction but it is important to introduce some green space as well."

ENTERTAINMENT DISTRICT MANAGEMENT

Q2. What do you think is most important to increasing a feeling of being safe in public spaces on and around Granville Street? Select all that apply.



“Cleaning and maintenance” was the most commonly selected response by 23% of respondents.

Q2. If “Other,” please specify:

Key Themes:

- Address homelessness and open substance use
- More policing
- Manage drunk and disorderly patrons
- Bring more people and pedestrians to Granville Street

Quotes:

“There have been attacks, muggings and generally congregation of people using drugs. This does not lead to a sense of safety.”

“Visibility of police as opposed to private security.”

“There just needs to be more people generally. It feels unsafe as a woman to go anywhere near there. The bars/nightlife is also unsafe and needs work.”

LAND USE

Q3: Do you agree or disagree with the proposed land use directions for Granville Street?



Q3a: Do you agree or disagree with the idea to exclude new housing development in the Core Entertainment Area of Granville Street between Smithe and Davie Streets?



Key reason for why people support excluding new housing from the Core Entertainment Area:

- Preserve Granville Street as an entertainment and cultural district and locate housing elsewhere to prevent potential conflicts over noise and activity levels

Key reasons for why people oppose the idea to exclude new housing from the Core Entertainment Area:

- Added residential density would bring more people to the area and contribute to a greater sense of safety
- Vancouver is in a housing crisis and we need more housing generally across the city

Q3b: Use this space to share any other thoughts about the draft land use directions for Granville Street:

Key Themes:

- Strong support for mixed-use development, including residential
- Firm support for more hotels
- New residential units would need to meet high noise-mitigation standards
- Residential uses can help address safety concerns
- Mixed support for excluding residential from the Entertainment Core
- Mixed opinions about the role of social housing on Granville Street
- Some concerns about the potential conflicts between residential and entertainment activities

Quotes:

"The best urban spaces have a mix of housing and entertainment. This way there are a mix of different public users in the space at all times. This increases vibrancy, liveliness, community security, and natural surveillance."

"Excluding new housing ... could prevent potential conflicts between residents and businesses over noise and activity levels."

"We need more hotels. Many more hotels."

"I don't see why young people wouldn't want to live in a vibrant, nightlife-oriented district. Buildings can be made soundproof, and we need more housing."

"I think there should be a combination of uses, if residential can be included along with other entertainment-focused uses, then the space can maintain greater eyes on the street."

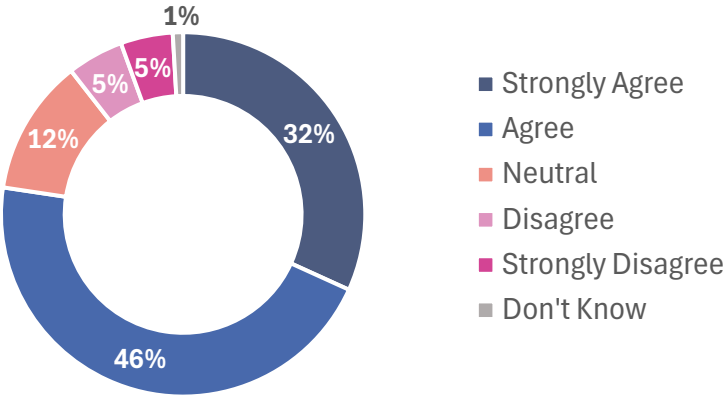
"Higher residential density would make the area safer -- and busier."

"While we do need to put a bigger focus on entertainment in the city, we also need to make sure there is space for affordable housing."

"I do not think supportive housing or SRO options should be located anywhere near the entertainment district."

DEVELOPMENT AND DESIGN FEATURES

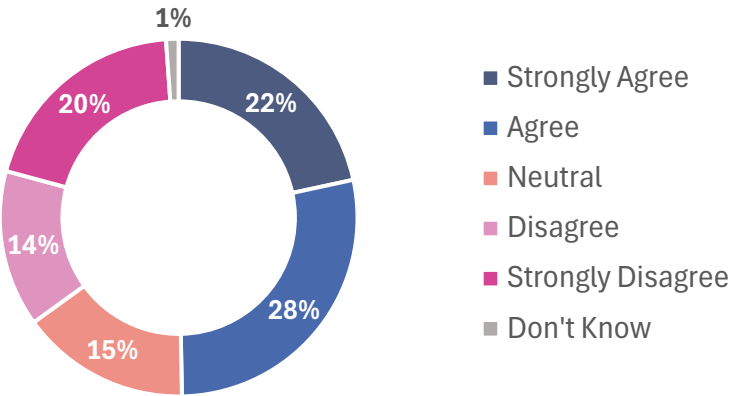
Q4: Do you generally agree or disagree with the proposed development and design features for Granville Street?



77% of respondents support the proposed development and design features

10% of respondents oppose the proposed development and design features

Q5: Do you agree or disagree with allowing large video screens (i.e. electronic billboards) on the buildings at the intersection of Robson Street and Granville Street?



50% of respondents support allowing large video screens at Robson and Granville

34% of respondents oppose allowing large video screens at Robson and Granville

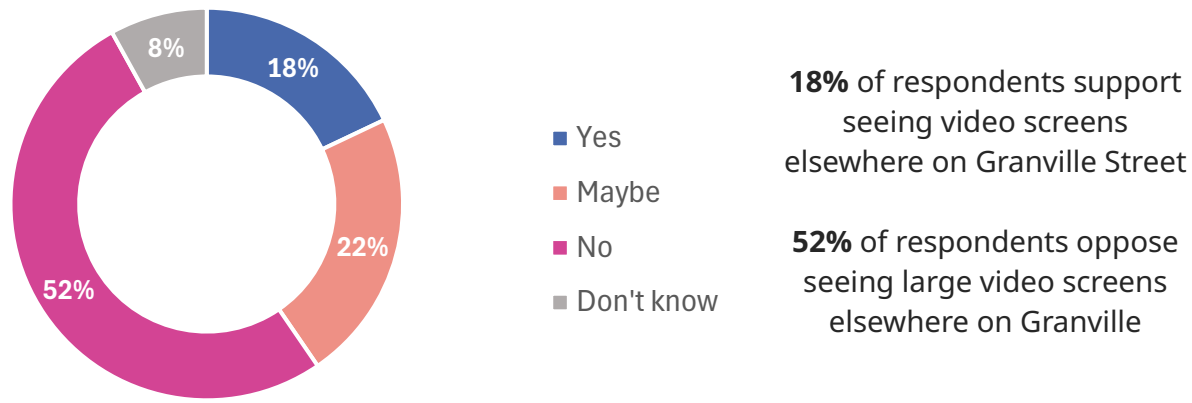
Key reasons for why people agreed with allowing video screens at Robson and Granville:

- Like the idea to showcase artwork on large screens
- It would be fun to display sporting events and live concerts

Key reasons for why people disagree with allowing video screens at Robson and Granville:

- Let's be unique and create our own identity, we don't need to emulate New York City
- Video screens are distracting and add to visual pollution

Q5a: Would you like to see large video screens (i.e. electronic billboards) elsewhere on Granville Street?



Q5a: [If answered “yes”] Where else would you like to see large video screens being allowed on Granville Street, and why do you think it makes sense to put them there?

Top 5 Locations

- | | | | | |
|-------------------------------|-----------------------|-----------------|-----------------------------|---------------------|
| High-traffic pedestrian areas | Granville and Georgia | Waterfront area | All across Granville Street | Near the bridgehead |
|-------------------------------|-----------------------|-----------------|-----------------------------|---------------------|

Q5b: Use this space to share any other thoughts about the proposed development and design features for Granville Street

Key Themes:

- Integrate and encourage more neon signs
- Incentivize patios, including rooftops
- Cluster video screens in one location
- Use video screens for art and public displays
- Keep advertising to a minimum; prioritize screentime for artists and community groups
- Consider the use of video screens for large sporting events and concerts

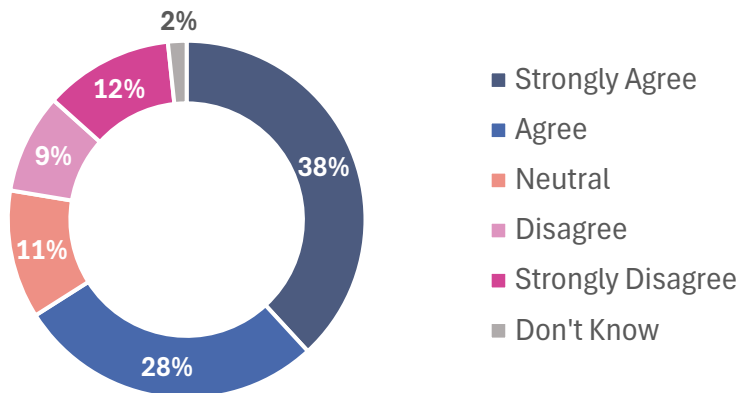
Quotes:

“I like the idea of using advertising revenue to help revitalization, but I think it should only be in one area and should ensure that different cultural groups are represented.”

“I don't think we should try to be like NYC but some version playing on our history of neon signs could be cool. We should try to do our own thing.”

“Please keep the advertising to a minimum and prioritize screen time for artists, community groups and Indigenous programming.”

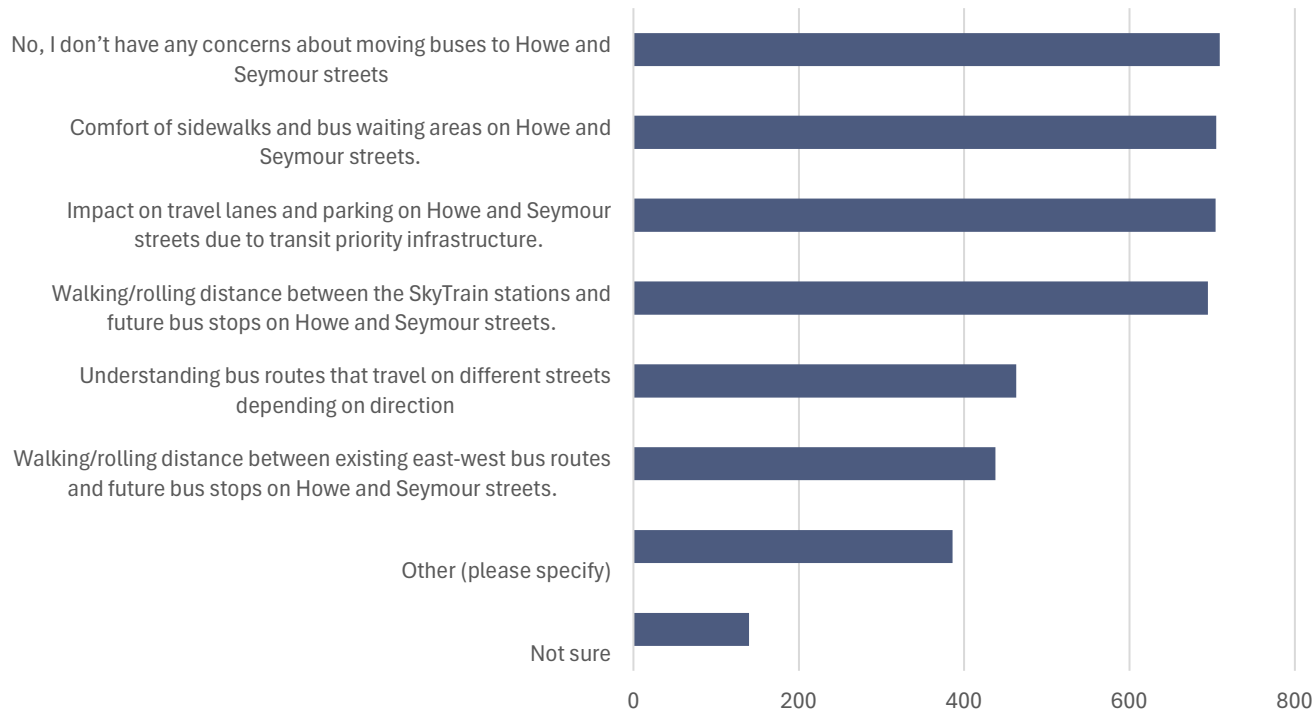
Q6: Do you agree or disagree with the proposed direction to create a year-round pedestrian zone and move bus routes to Howe and Seymour streets over the long term? Select one.



66% of respondents support the proposed direction

21% of respondents oppose the proposed direction to create a year-round pedestrian zone and to move buses to Howe and Seymour Streets

Q6a. Do you have any specific concerns about moving buses to Howe and Seymour Streets? Select up to three options.



Both “Impact on travel lanes and parking on Howe and Seymour Streets due to transit priority infrastructure” and “Comfort of sidewalks and bus waiting areas on Howe and Seymour Streets” are the areas of greatest concern at 17% of respondents in each category.

Q6a. Do you have any specific concerns about moving buses to Howe and Seymour Streets? Select up to three options. - Other (please specify):

Key themes:

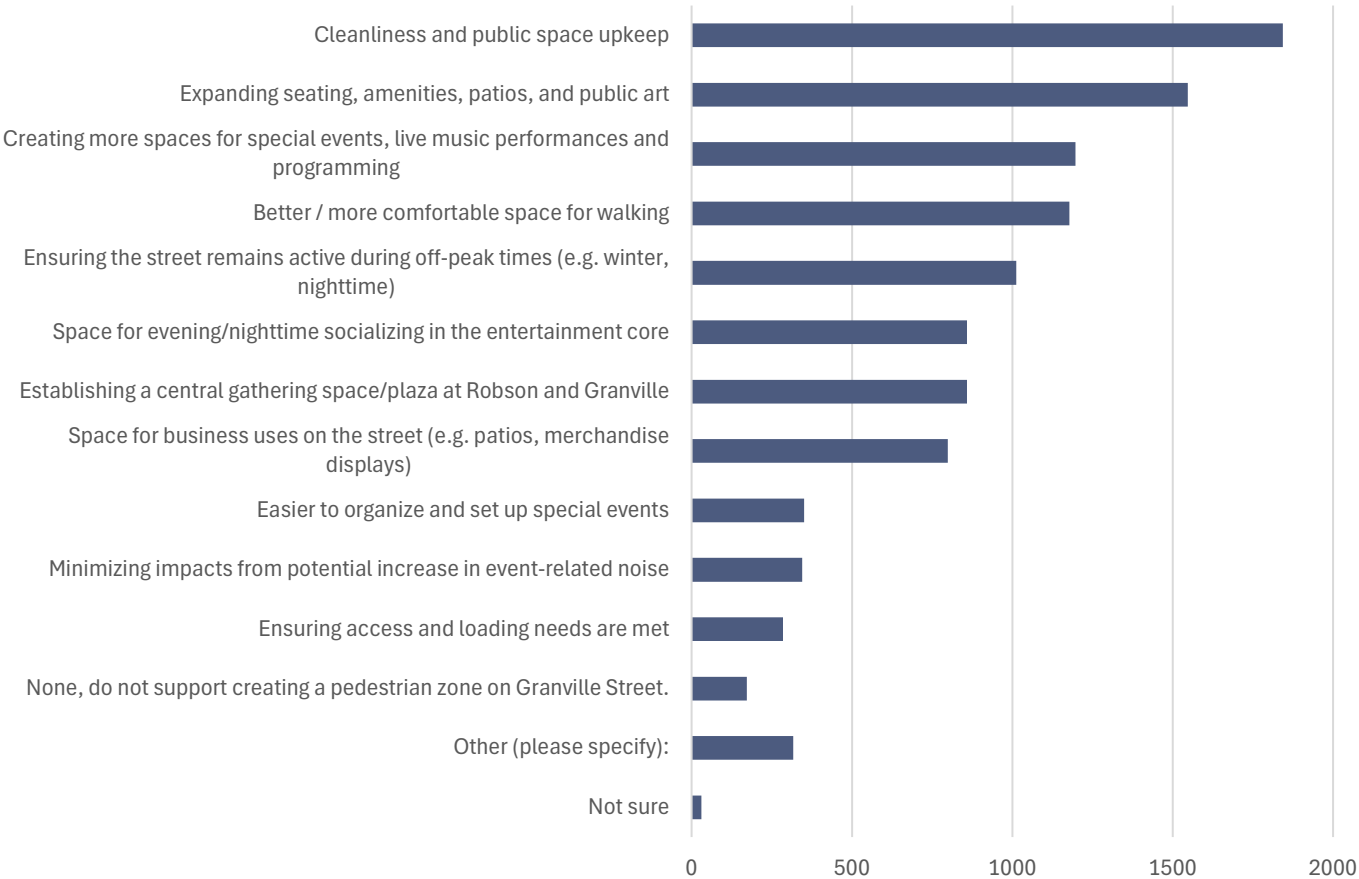
- Relocating buses to Howe and Seymour Street may reduce foot traffic on Granville Street
- Increased vehicle congestion on Howe and Seymour Streets as a result of transit changes.
- Reduced convenience for accessing public transportation and rideshare from Granville Street

Quotes:

“The best part of downtown is the buses running on Granville. It feels like a real transit system that makes you want to take the bus. It also brings traffic to Granville and [it’s] easy to change buses.”

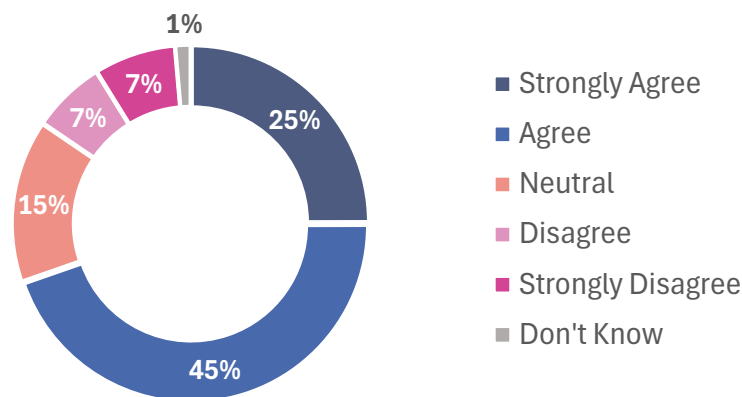
“[It] takes away from Granville Street. Make it bus only, but accessible to people so they do not have to go out of their way to catch transit.”

Q6b. What aspects of creating a pedestrian zone on Granville Street are most important to you? Select up to five.



18% of total responses indicated “Cleanliness and public space upkeep” as the most important aspect of creating a pedestrian zone.

Q6c. Do you generally agree or disagree with the proposed public space and transportation directions for Granville Street? Select one.



70% of respondents support the proposed public space and transportation directions for Granville Street

14% of respondents oppose the proposed directions

Q6d. Use this space to share any other thoughts about the proposed public space and transportation directions for Granville Street:

Key Themes:

- Prioritize special event spaces to enhance street life.
- Addressing public concerns about parking, traffic, and transit changes on Granville Street will be necessary prior to implementation.
- Expand green spaces to create a more enjoyable pedestrian environment.
- Ensure security and social support measures are in place before pedestrianization.

Quotes:

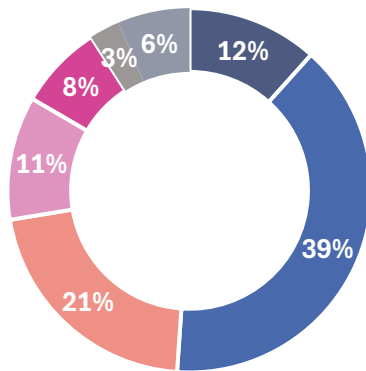
"Outdoor spring/summer stage safe for professional dance performances [and] free to the public. This happens in NYC and it is great."

"Parking, traffic, and transit is going to be severely affected by the plan to close Granville off. Everyone's commute from across the bridge is going to be deeply effect by it, and the businesses adjacent to Granville Street will suffer for it."

"We need to ensure green spaces, and tree canopy coverage preferably from local species, are integrated into public spaces"

PHASING AND PRIORITIES:

Q7: Do you generally agree or disagree with the proposed phasing for the project?



■ Strongly Agree
■ Agree
■ Neutral
■ Disagree
■ Strongly Disagree
■ Don't Know
■ Other

53% of respondents support the proposed phasing

19% of respondents oppose the proposed phasing

Key Themes:

- Support the proposed approach but make it happen faster, particularly the pedestrianization of Granville Street
- Prioritize near-term improvements
- Longer timelines may be more acceptable if the additional time helps businesses adapt and produces longer lasting change

Quotes:

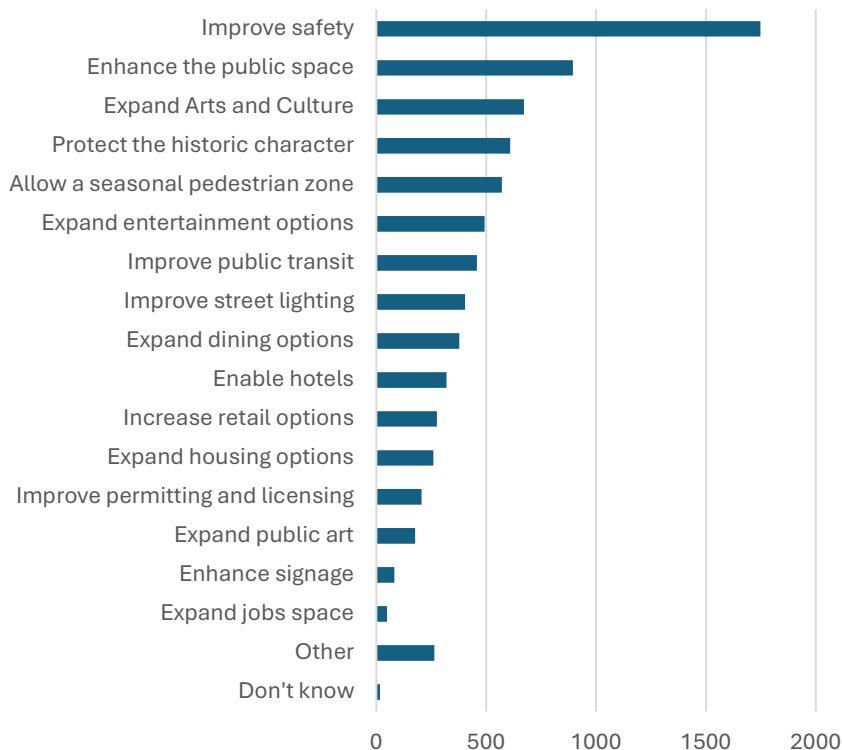
"Agree with the concept, but timeline is far too long. The area is hurting now, and this initiative needs to be accelerated."

"Agree with the overall ideas, but the length of time it takes to create seems way too long – I might be dead in 20 years so [I'll] never live to see the final product!"

"Pedestrian zones are extremely well-established in cities around the world. We don't need a decade of pilots ..."

"I'm fine with the direction but maybe speed up timing where possible."

Q8: What are your top three priorities for Granville Street in the next five years?



64% of respondents selected **"Improve safety"** as one of their top three priorities

The next two most popular options were **"Enhance the public space"** at **33%** of respondents and **"Expand Arts and Culture"** at **25%**

Q9: Is there anything else you want to share with us about the draft plan directions for Granville Street? Is there anything missing?

Key Themes:

- Focus on making Granville Street safer and cleaner
- Visible homelessness, substance use, and mental illness on Granville Street need to be addressed for this plan to succeed
- Overall, the plan's directions are promising
- Small and local businesses are preferred over large chains
- Plan implementation should happen faster

Quotes:

"Improving drastically the safety of the area is the number one concern."

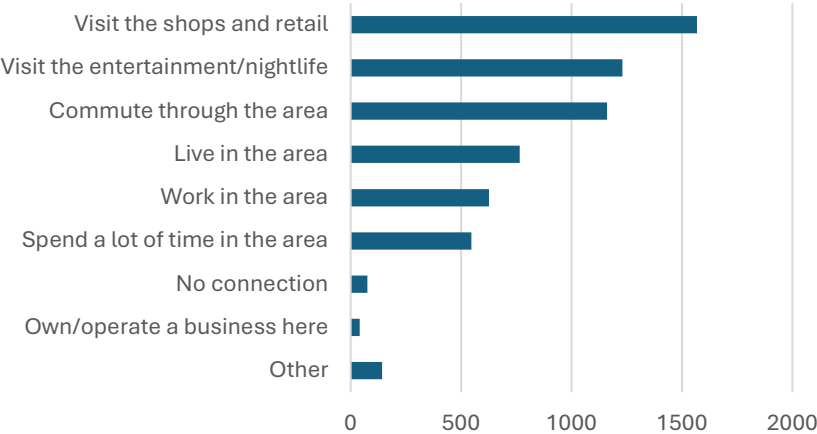
"Your plan does not work if there are also chronically homeless people openly using drugs and sleeping in this area, that makes people feel unsafe ... You need to make sure these at-risk populations can be accommodated as well."

"You're on the right direction!"

"Make it faster, accelerate the planning"

DEMOGRAPHICS:

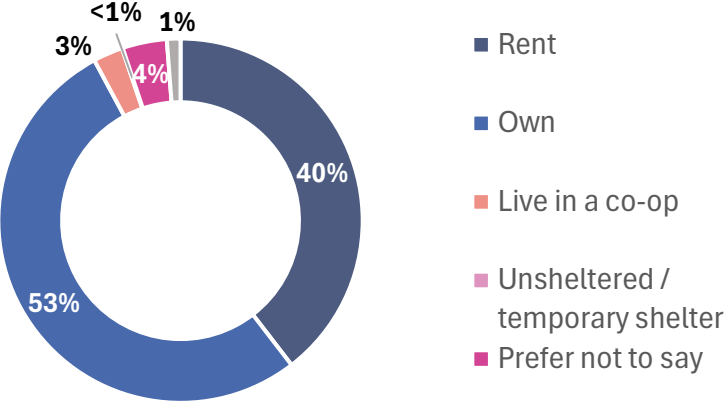
Q1: What is your connection to Granville Street?



65% of survey respondents selected more than one connection to Granville Street

57% of survey respondents selected “Visit the shops and retail” as a connection to Granville Street

Q2: Do you own or rent your home?

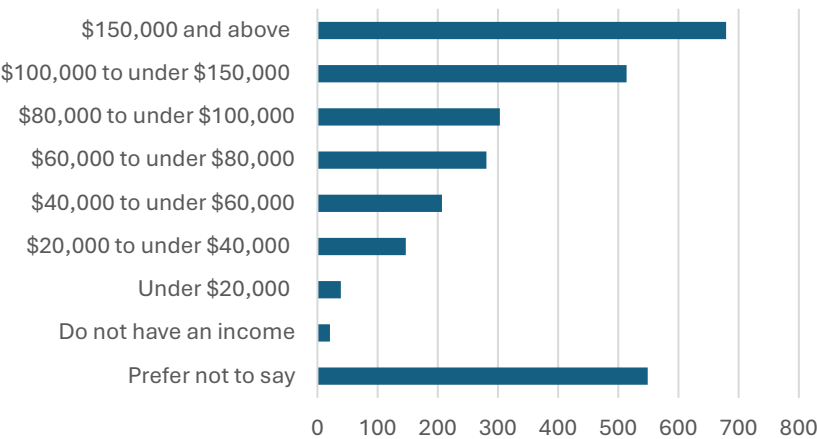


A majority of respondents (**53%**) own their home

Over one third of respondents (**40%**) rent their home

Less than 1% of survey respondents were unsheltered or living in a temporary shelter

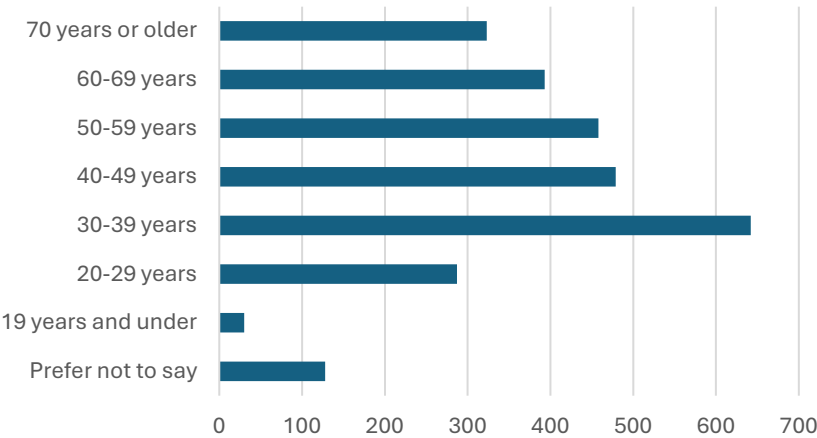
Q3: Which category best describes your annual household income before taxes?



The most represented group was households earning **\$150,000 or more**, followed by those earning **\$100,000 to under \$150,000**

The least represented group was households **without an income**, followed by households earning **under \$20,000**

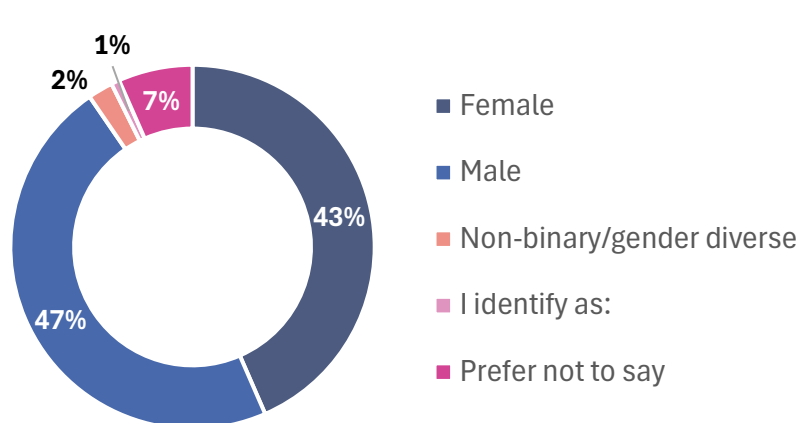
Q4: What age group do you belong to?



The most represented group was people aged **30-39 years**, followed by those aged **40-49 years**

The least represented group was people aged **19 and under**, followed by those aged **20-29 years**

Q5: How would you describe your gender identity?

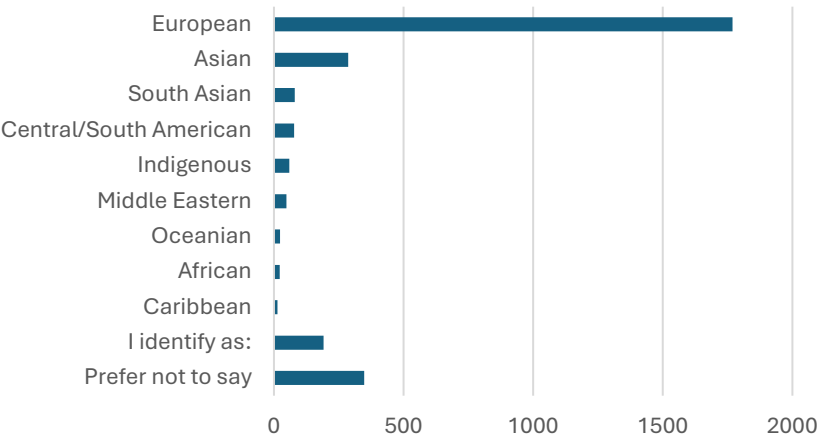


43% of respondents identified as female and **47%** identified as male

3% of respondents identified as either non-binary/gender diverse or filled in a custom response

7% of respondents preferred to not describe their gender identity

Q6: What do you consider your main ethnic origin or that of your ancestors?



- About two thirds (**65%**) of survey respondents identified as having European ethnic origin
- **6%** of survey respondents selected more than one ethnic origin
- **2%** of respondents identified as having Indigenous ethnic origin

Q7: How did you hear about this survey?



Over half (**58%**) of respondents heard of this survey through an email invite from Talk Vancouver

31% of respondents heard of this survey through online means such as the City's website, social media accounts, Shape Your City, or an online news article

5% of respondents heard of this survey through multiple channels