

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
Date: 6/20/2023 5:11:13 PM
Subject: Council Memo - Update on a Regulatory Framework to Enable Innovative Urban Activation
Attachments: Memo to Mayor & Council - Council Memo - Update on a Regulatory Framework to Enable Innovative Urban Activation.pdf

Dear Mayor and Council,

Please see the attached memo from Theresa O'Donnell and Andrea Law. The memo is summarized below:

- The City supports and enables a diversity of urban activation projects through the existing approval process, including arts and cultural events and seasonal activities.
- Staff will continue to support applicants navigate the approval process for these activities, and are actively working to deliver ongoing permitting and licensing improvements.
- Various city initiatives and overlapping motions are underway that will support urban activation.

If you have any questions, please feel free to contact Theresa O'Donnell (604.673.8434 or theresa.o'donnell@vancouver.ca) and Andrea Law (604.873.7160 or andrea.law@vancouver.ca).

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̍əm (Musqueam), Sḵwx̱w̱ú7mesh (Squamish), and səlilwətaʔ (Tseil-Waututh) Nations.

MEMORANDUM

June 20, 2023

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Rosemary Hagiwara, Acting City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Interim Chief of Staff, Mayor's Office
Francie Connell, Director of Legal Services and City Solicitor, Legal Department

FROM: Andrea Law, General Manager, Development, Buildings & Licensing
Theresa O'Donnell, General Manager, Planning, Urban Design & Sustainability

SUBJECT: Council Memo - Update on a Regulatory Framework to Enable Innovative Urban Activation

RTS #: 15531

This memo provides an update on the work underway to address the March 2, 2022 Council motion "A Regulatory Framework to Enable Innovative Urban Activation".

Background

In March 2022, Council passed a [motion](#) directing staff to report back in Q2 2023 with a review of the regulatory framework to enable innovative urban activation projects on underutilized public and private properties, and provide recommendations to address the current challenges for enabling activation projects with a goal of streamlining and simplifying the approval process.

Discussion

Urban activation projects add vibrancy to the City and are currently facilitated through Business Licences, Special Events, temporary time-limited Development Permits, and Development Permits that allow ongoing and permanent activities. The City supports and enables a diversity of urban activation projects through the existing approval process, including arts and cultural events (i.e. Vancouver Pride Street Party 2022; Il Mercato Italian Market), and seasonal activities (i.e. Summer Mini Music Pop-Up; Spot Prawn Festival; Urban Roots garden market; Bloom; Christmas market; summer patios). These activities make up a small subset of overall enquiries and development permits. The unique aspects and function of each event adds to the

complexity of its review, which can involve several City Departments and branches and/or external groups (i.e. VPD, VCH) depending on its operations, size, set up, number of people attending and location. As the 2023 summer season approaches, staff continue to support applicants as they navigate the approval process for these types of activities on both public and private property.

Given the complexity and scope of these types of activities, support for urban activities will be integrated into various City initiatives. These initiatives are underway to enhance the activation of urban environments, and span many City Departments.

On private property, staff are actively working to deliver ongoing permitting and licensing improvements. These comprehensive improvements will have cascading impacts for a range of applications and permits types. While this work is not specific to urban activation, these initiatives will enhance overall user experiences for applicants through streamlining and simplification efforts.

At a broader city-level, urban activation is also being realized through several related motions, which focus on supporting a connected and culturally vibrant city. Work on these motions have areas of overlap with the urban activation motion and will inform future policy and potential regulatory changes.

The following table displays current motions that will contribute to urban activation and event initiatives, including work underway from Engineering Services, DBL and ACCS. The table also identifies the anticipated response dates to Council:

Related Motions & Event Initiatives	Report Back Date
Amping up the Arts Event License Policy to Support Arts & Culture in Vancouver	Q3 2023
Making it Easier to Host Outdoor Festivals and Events in Vancouver	Q2 2023
Hospitality Vancouver/Night Economy survey (External Response)	Q2/3 2023
Noise Control By-law Review – Phase One	Q4 2023
Granville Street Planning Program	Q3 2024

Notably, the City of Vancouver and key partners are currently undertaking work on FIFA World Cup 2026, which will provide an avenue to support unique, large scale events in the City. Staff will continue to welcome and support these urban activations through our existing programs.

If you have any questions please feel free to contact us directly.



Andrea Law
General Manager,
Development, Buildings & Licensing

604.873.7160 | andrea.law@vancouver.ca



Theresa O'Donnell
General Manager,
Planning, Urban Design & Sustainability

604.673.8434 | theresa.o'donnell@vancouver.ca