

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>

To: "Direct to Mayor and Council"

Date: 2/4/2025 4:10:13 PM

Subject: Memo to Mayor & Council - Granville Street Planning: Phase 3 Engagement Overview – Feb 4-23, 2025

Attachments: [Council Memo to Mayor & Council - RTS 15410 - Granville Street Planning Phase 3 Engagement Overview – Feb 4-23, 2025.pdf](#)

Dear Mayor and Council,

Please see this memo that outlines up-coming public engagement for Phase 3 – Granville Street Plan Directions. The public is being asked to share their thoughts about proposed plan directions.

Public engagement begins February 4, with open houses scheduled for this up-coming weekend on February 7th and 8th along with an online open house on February 20th. A survey on the plan directions, along with information about public engagement events, can be found at www.shapeyourcity.ca/granville-planning-program

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 x m k y m (Musqueam), S wxwú7mesh (Squamish), and s lilw ta (Tsleil-Waututh) Nations.

MEMORANDUM

February 3, 2025

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Sandra Singh, Deputy City Manager
Karen Levitt, Deputy City Manager
Maria Pontikis, Chief Communications Officer, CEC
Katrina Leckovic, City Clerk
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
Lon LaClaire, General Manager, Engineering Services
Margaret Wittgens, General Manager, Arts, Culture and Community Service

FROM: Josh White
General Manager, Planning, Urban Design and Sustainability

SUBJECT: Granville Street Planning: Phase 3 Engagement Overview – Feb 4-23, 2025

RTS #: 15410

This memo provides an overview of upcoming of Phase 3 engagement for the *Granville Street Planning* process.

Phase 3 Engagement: Granville Street Plan Directions

From February 4 to 23, 2025, those who live, work, and play in Vancouver are invited to share their thoughts on how downtown Granville Street will transform into a welcoming, vibrant, and safer entertainment district, while preserving the unique history that makes the area special.

In 2023, City Council voted in support of launching the Granville Street Planning Program to revitalize the area. The proposed directions reflect input from public engagement, as well as ongoing conversations with the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tseil-Waututh) Nations, community organizations, equity-denied groups, service providers, local businesses, and residents.

Proposed Directions

Downtown Granville Street has faced challenges over the years, but it remains full of opportunities. The proposed directions will diversify daytime and nighttime activities, create a safer and more inclusive environment, unlock new economic opportunities, increase hotel supply, and foster a thriving art and cultural scene.

Key features of the proposed directions include:

- **Cultural investments** to protect and support iconic venues like the Orpheum, Commodore Ballroom, and the Vogue Theatre, while expanding cultural spaces through land use incentives.
- **Improve safety and well-being** through ongoing collaboration with the Vancouver Police Department and implementing actions to enhance safety for everyone that include community-based outreach teams that help prevent and respond to gender-based violence.
- **Land use and Development in three sub-areas** with increased height and density to encourage more mixed-used buildings with commercial, residential, hotel, and cultural space.
 - **City Centre at Granville and Robson Streets** will have taller buildings, with new mixed-use residential, commercial, hotel and cultural spaces, including a new central plaza for civic gatherings.
 - **Entertainment Core from Smithe to Davie Street** will be a dedicated arts and nightlife hub, featuring expanded live music venues, outdoor performances, rooftop patios and commercial buildings, including new hotels.
 - **Bridgehead South of Davie Street** will be a mix of residential, commercial, and cultural spaces, connecting Granville Street to Yaletown and the areas around the Granville Bridge.
- **A Destination Public Space and Pedestrianization of Granville Street.** This will be done through a phased approach, starting with seasonal closures, and leading to a year-round pedestrian zone for gathering and celebration.
- **Transit improvements** to enable pedestrian zone(s) on Granville Street, with investments to support reliable bus service on Howe and Seymour and improve pedestrian connections to the SkyTrain stations.

Phased Implementation

Proposed directions see the transformation of Granville Street rolled out over three phases:

- In the short-term (0-5 years), the City proposes to change zoning to encourage new developments and work with its partners to implement pedestrian zone pilots, early transit upgrades and safety and public space improvements. The City will gather input from the public to help inform the future design of Granville Street public spaces.
- In the medium-term (6-10 years), the City will expand cultural spaces, make larger public realm investments, and support permanent transit improvements.
- In the long-term (11-20 years), Granville Street will be fully pedestrianized with major redevelopment projects well underway and a fully built-out entertainment district.

Opportunities for Public Input

The public and stakeholders will be able to share their thoughts on the proposed directions by:

- Completing the survey at www.shapeyourcity.ca/granville-planning-program
- Attending an open house or online information session (Feb 7, 8 and 20th)
- Signing up for the mailing list

Next Steps

Public and stakeholder feedback will help shape the final draft plan, which will be presented to Council for decision in June 2025. Staff will also continue to advance development proposals in alignment with the Granville Street Planning process, through the Council adopted Granville Street Interim Rezoning Policy (IRP), including those proposals that support the delivery of much needed hotel space in the downtown.

Should you have any questions please reach out to me at josh.white@vancouver.ca.



Josh White

General Manager, Planning, Urban Design and Sustainability

604.877.5159 | josh.white@vancouver.ca