

Phase 1
Survey Results

Granville Street Planning

shapeyourcity.ca/granville-street-planning



Granville Street Planning

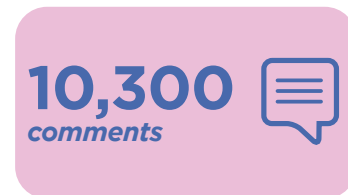
Phase 1 Survey Results

Survey at a glance

The following summarizes the results of our community survey.

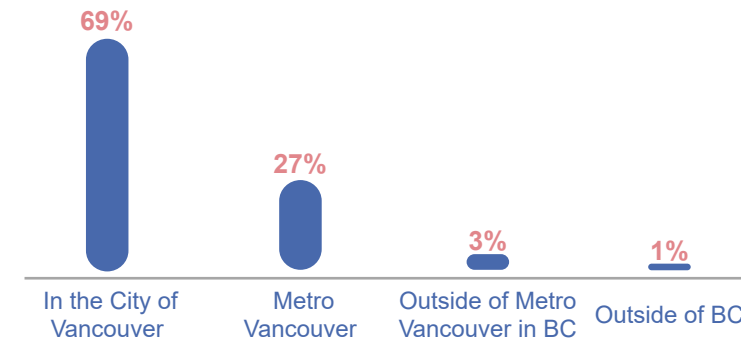
The survey was hosted through the City of Vancouver’s “Shape Your City” platform and ran from June 1 to August 31, 2023 - a total of 13 weeks. The intent of this phase of engagement was to understand how people use Granville Street and solicit input on how to guide change and growth in the area.

The survey was translated into six languages, Traditional and Simplified Chinese, Punjabi, Tagalog, Spanish and Vietnamese. Residents were asked various questions on key topics including public safety, commerce, transportation, arts and culture, public spaces and urban design. Overall, we received 1,959 responses and over 10,000 open-ended comments.

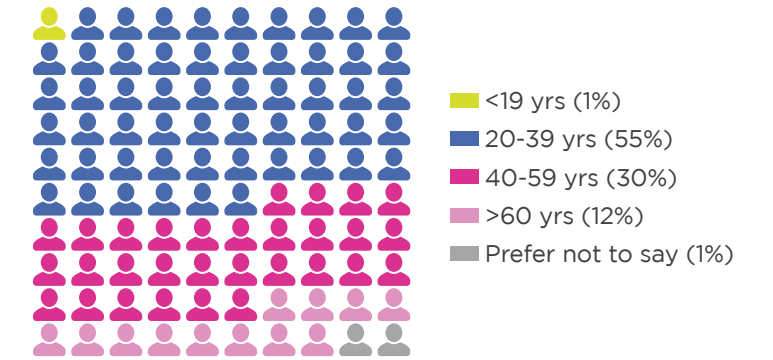


Who we heard from

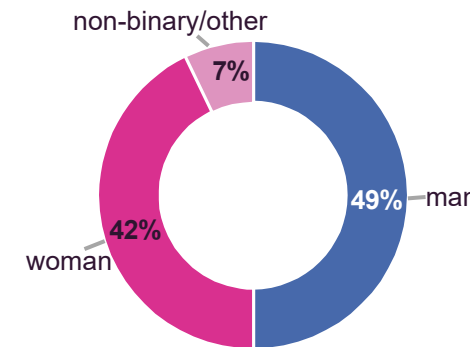
Where do you live?



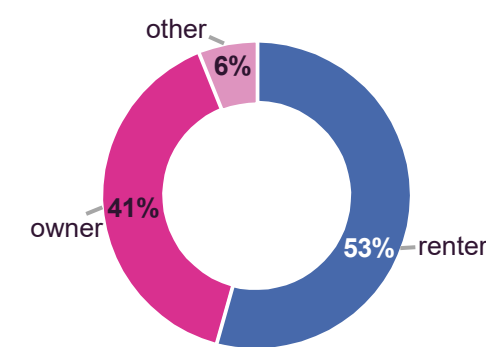
What age group do you belong to?



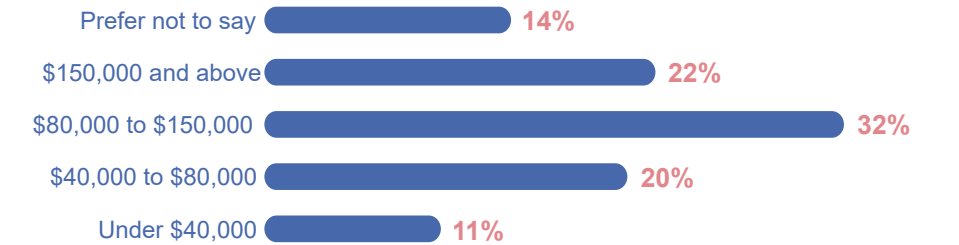
How would you describe your gender identity?



How would you describe your housing situation?



Which of the following best describes your household income per year before taxes?

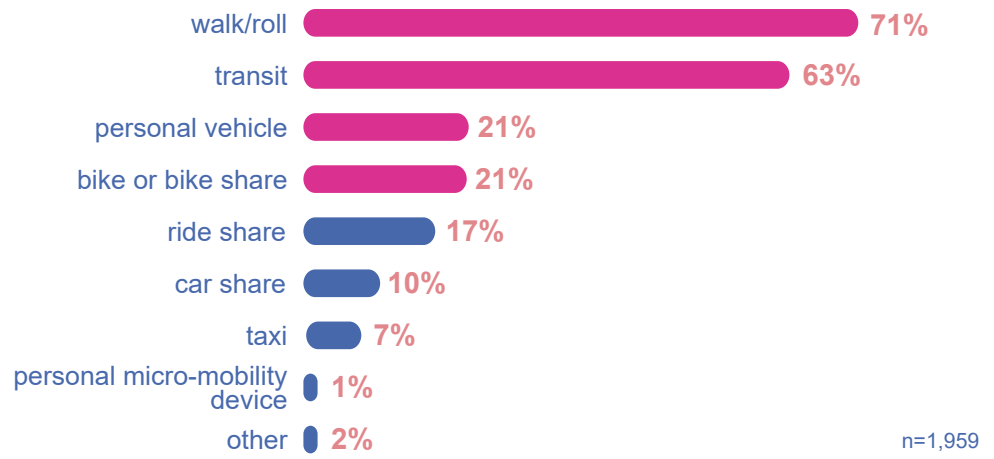


n=1,959



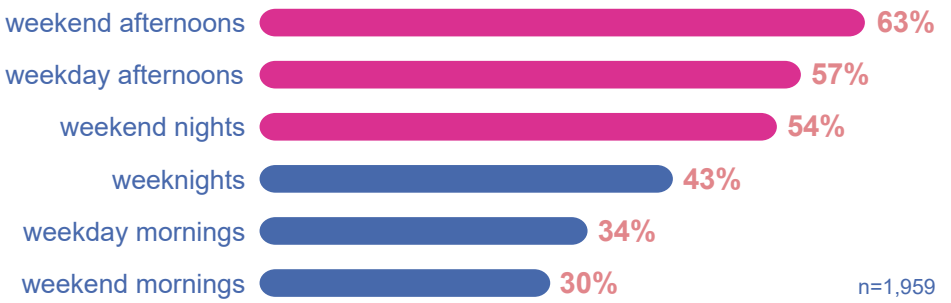
What we heard

Q1 How do you typically get to, from and around the Granville Street area? Select all that apply.



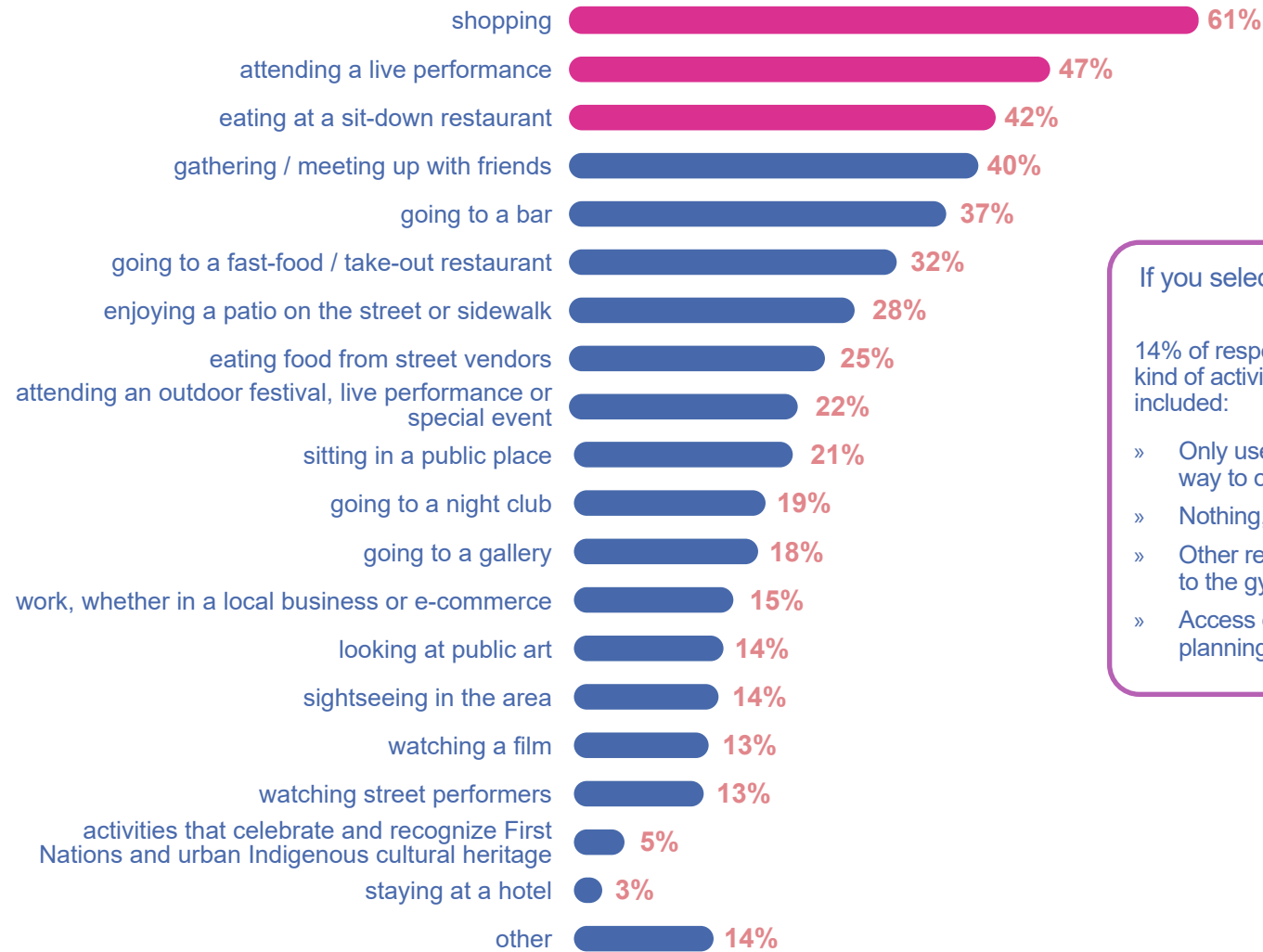
Note: The total exceeds 100% as respondents could select more than one option.

Q2 When do you come to Granville Street? Select all that apply.



Note: The total exceeds 100% as respondents could select more than one option.

Q3 What kind of activities do you currently do on Granville Street? Select all that apply.



If you selected other, please specify:

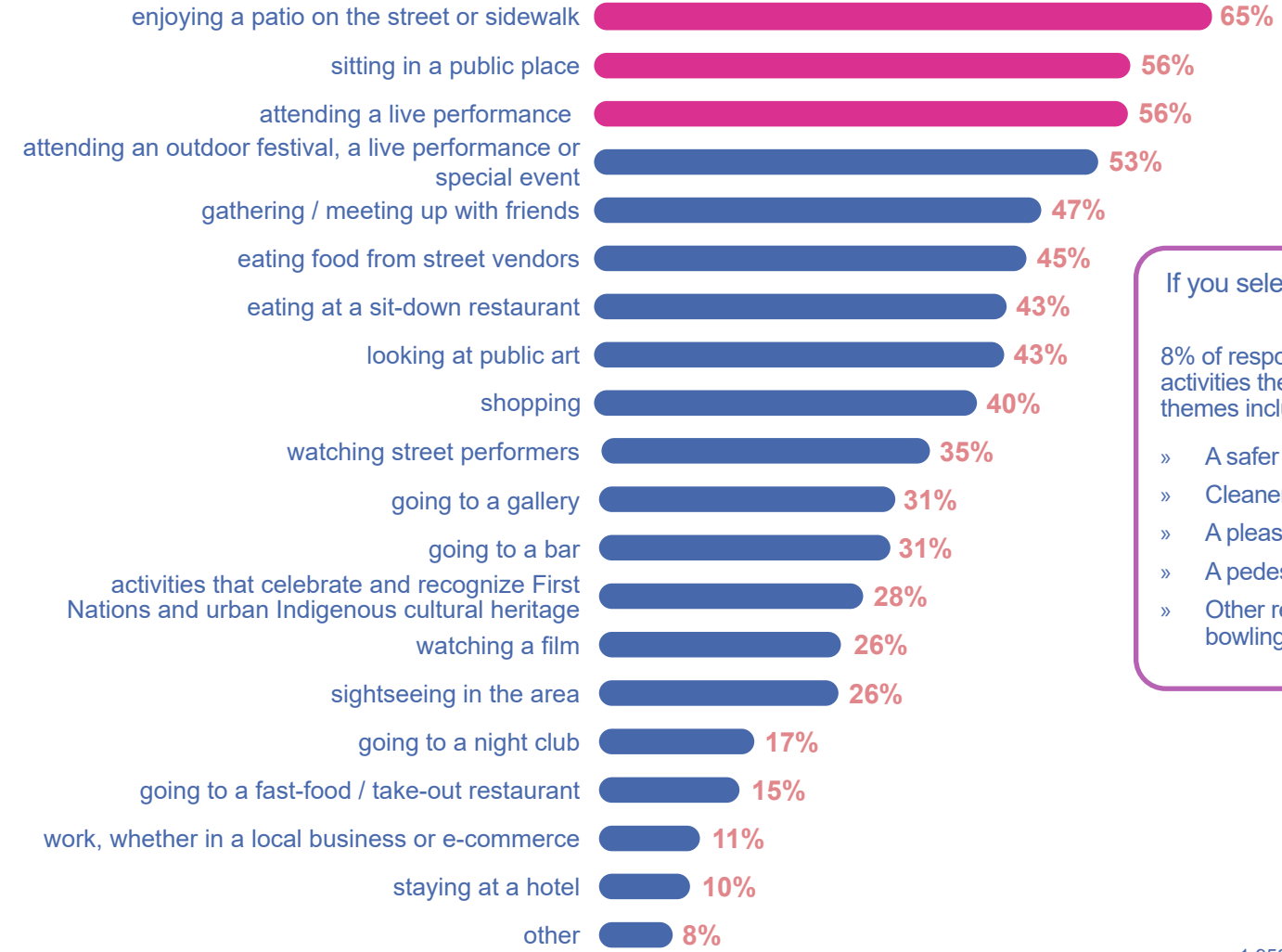
14% of respondents selected "other" when asked what kind of activities they do on Granville Street. Key themes included:

- » Only use Granville Street to pass/travel through on my way to other destinations
- » Nothing, I don't go there
- » Other recreational activities like bowling, billiards, going to the gym and street photography
- » Access other services/businesses such as financial planning, currency exchange, salon and tattoo shops

n=1,959

Note: The total exceeds 100% as respondents could select more than one option.

Q4 What kind of activities would you like to see more of on Granville Street in the future? Select all that apply.



If you selected other, please specify:

8% of respondents selected "other" when asked what kind of activities they'd like to see more of on Granville Street. Key themes included:

- » A safer and more welcoming district
- » Cleaner street and sidewalks
- » A pleasant place to walk and take a stroll
- » A pedestrianized street
- » Other recreational and entertainment activities like bowling, arcades, and game rooms

n=1,959

Note: The total exceeds 100% as respondents could select more than one option.

Q5 What do you like best about Granville Street?

Key Themes:

- » Performing arts (theatres, concert venues, live music scene, etc.)
- » Bustling feel
- » Pedestrian-friendly vibe (wider sidewalks, narrow driving lanes, etc.)
- » Restaurants and cafes
- » Shops and retail
- » Central location
- » Bars and clubs
- » Heritage buildings and architecture
- » Lights and neon signs
- » It's past and history
- » Nothing / very little



“The central location, legendary theatres, legendary nightclubs, legendary street!”

“The neon signs are super cool! I like that it’s an interesting place to go see concerts and shows. I also appreciate the transit mall and the partial pedestrianization.”

“I like the energy of lots of people out to have fun, I love to go to shows at the Commodore Ballroom and The Vogue, and eat something from a food truck after.”

“The old historic buildings, many of them old theatres.”

“Right now nothing. Feels dirty. Run down store fronts. Historic music venues which is fine at night but, inactive and drab during the day so you just walk by.”



Q6 What are the challenges with Granville Street?

Key Themes:

- » Safety and crime
- » Cleanliness
- » Homelessness (housing and mental health crisis)
- » Open drug use (opioid crisis)
- » Lack of activities / uses and limited diversity in businesses
- » Vacant storefronts / businesses
- » Ugly / run-down feel
- » Too much vehicle traffic and lack of parking
- » Intoxicated and rowdy crowds
- » Lack of public spaces (plazas, places to sit and hang out)
- » Crowded and narrow sidewalks
- » Loud and noisy
- » Lack of trees and green spaces
- » Lack of vibrant signage and lighting
- » Lack of hotels
- » Lack of public washrooms



“It’s gone down hill. Street disorder and businesses are having a hard time saying afloat.”

“Feels unsafe, it’s dirty, it is disturbing to see so much poverty/mental health/addictions issues.”

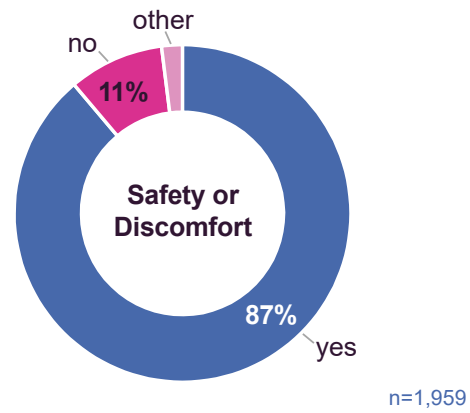
“Not a lot of day traffic. Aside from the odd bars and music venues on the strip I have little reason to visit and I live in the West End... I usually go to bars or restaurants in East Van or Main St, Yaletown.”

“Not enough things to do during the day. It would be nice if it offered more canopy like things so it’s more accessible and comfortable during rainy days. More public seating and lighting would revitalize the area as well. Fully pedestrianized with street vendors would also make it more interesting to go to.”

“Vacant or abandoned storefronts, not welcoming image, lack of public spaces, lack of mid to upscale dining or destinations.”



Q7a Have you ever felt unsafe or uncomfortable on Granville Street?



Q7b If yes, why did you feel unsafe or uncomfortable on Granville Street?

Key Themes:

- » Open drug use
- » Homelessness
- » Intoxicated patrons
- » Lack of cleanliness
- » Limited late-night transit options



“When people leave the bar between 1 and 3 am. There are just too many drunk aggressive people (usually men) looking for a fight or looking to pick up a woman last minute. Its very unpredictable. I have been cat called, groped, followed, yelled at, shoved, and I was minding my own business just trying to get to the skytrain.”

“I always feel like I have to be more mindful of my surroundings on Granville Street. At best, I have to be careful where I step to avoid the garbage and sometimes excrement on the walkways. In terms of safety, there is almost always at least one person in need of mental health or addiction assistance. The unpredictability of the environment requires being on guard when you’re in the area.”

“From Nelson downwards (towards beach avenue) it feels very abandoned. Also don’t feel safe around people using drugs and under the effect of substances which creates an unpredictable behaviour and scenario. I feel like we always need to be very aware of surroundings.”

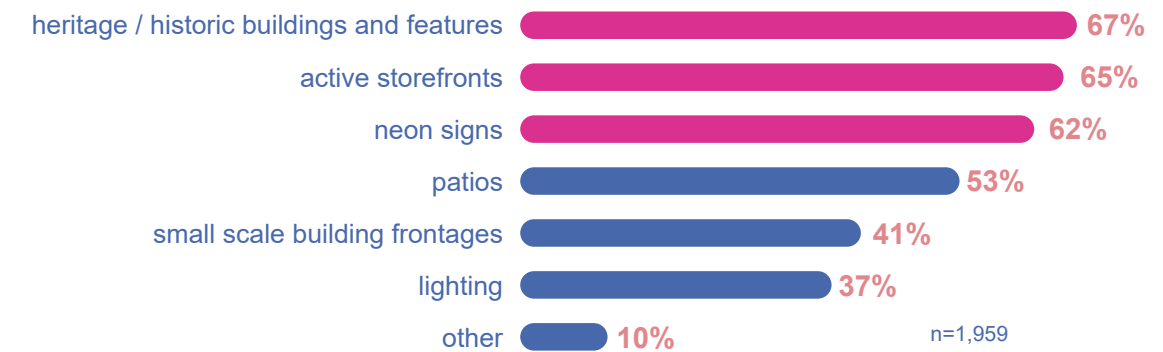


Q8 Which features are important to you as you move through (walk, bike, roll or bus) or spend time in the area? Select all that apply.



Note: The total exceeds 100% as respondents could select more than one option.

Q9 What are the unique physical / design features of Granville Street that make it enjoyable? Select all that apply.



Note: The total exceeds 100% as respondents could select more than one option.

Q10 What physical / design features are missing and what would you like to see more of?

Key Themes

- » Vibrant signage and lighting
- » Patios (including rooftop patios)
- » Trees and green spaces
- » Street furniture
- » Diversity of uses and businesses
- » Public art
- » New open spaces / plazas
- » Pedestrianize the street
- » Heritage elements
- » Cleanliness concerns
- » New and/or higher forms of development
- » Sidewalk improvements
- » Integrated / active frontages
- » Weather protection
- » Safety concerns
- » Bike infrastructure



“More neon signs would be cool! I would also love to see some cool plazas, better pedestrian and cycling wayfinding + sense of place, and well-demarcated cycletracks.”

“Would like the street to be permanently pedestrianized. Many other major cities have such areas and they allow for more space, more seating and a safer experience.”

“More special lighting features. Better protection from all types of weather especially rain. More public seating and art. Would love to revival of more neon signs as well.”

“More planting, bike lanes, larger sidewalks, more patios, better access to daylight on patios, smaller canopies, more street trees.”

“More heritage preservation. More open bar-fronts and expansive patios.”

“More diverse and smaller scale businesses. Better use of public and street space.”



Q11 We need your help to identify activities, venues, places and stories – past and present – related to Granville Street that are important to you or your community. This will help us understand which aspects of this area are important to preserve and enhance. What activities, venues, places and stories related to Granville Street (from your past or present) are important to you?

Key Themes

- » Commodore, Orpheum, and the Vogue
- » Bars
- » Restaurants and cafes
- » Shops
- » Small independent venues / shops
- » Live music
- » Movie theatres
- » Lights and signs
- » Nightclubs
- » Safety
- » Public celebrations and festivals
- » Heritage buildings and architecture
- » Past venues and establishments
- » Hotels



“Commodore ballroom, the Vogue, Orpheus theatre, the old movie theatres, closing the street to vehicle traffic, the 2010 winter Olympics.”

“Granville St has a history of neon signage. I think the City should bring back Neon signs to Granville st. Make it a destination. Commodore Ballroom, Vogue Theatre, Orpheum, Bowling alley are all classic Granville St locations.”

“Social interactions (bars/restaurant/entertainment) need to be paramount, with shopping and hotels to added to the mix.”

“Coming to Granville street on the weekend and watching all the people , interesting Bars/clubs, party atmosphere , closing the street for festivals and events.”

“The movie theatre experience on Granville Street was magical as a child. The ornate ticket booth entrances, the marquis lighting, and the smells from the Bon Ton Bakery on Granville were sublime. The live theatres were exciting and going to the Orpheum was a very big deal.”



Q12 How well does the vision capture what you'd like to see for Granville Street?

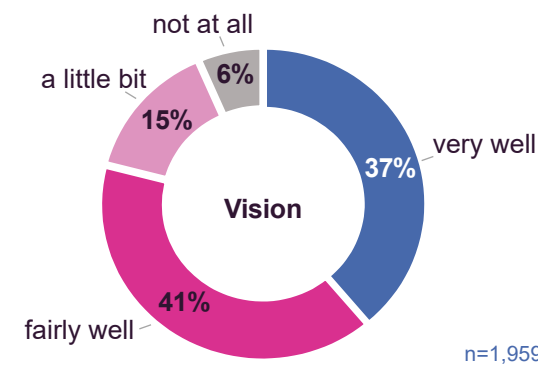
Here is our draft vision for the future of Granville Street.

A New Vision for Granville Street – Eclectic and Electric

Located in the heart of Downtown, Granville Street is Vancouver's 24/7/365 destination!

Granville Street is the place to work, stay, visit and play. It's a welcoming and inclusive entertainment and cultural district where performance, creativity and heritage inspire innovative businesses, creative retail and dining experiences, bustling tourism, and a diverse night time economy.

Vancouver's gathering place for celebration, cultural expression and social activity, Granville Street attracts locals and visitors from around the world – making the place shine bright, day and night, all year long.



Q13 What would you change? What would you add?

Key Themes:

- » Safer
- » Diversity of uses and businesses
- » Pedestrian focused
- » Better outdoor spaces
- » Cleaner
- » Support for those in need



“Granville Street is the place where everybody can feel SAFE! Make the place shine bright, day and night, all year long AGAIN!”

“Cleaning up the street and making it cleaner and fresher looking.”

“Make it more active during the day, but also at night with better entertainment choices.”

“Car free or car light, a pedestrian focus.”

“More office space and hotels.”

“More public space. Opportunities to enjoy the space when not shopping or dining or when eating food bought from a food truck.”



Q14 How well do the objectives capture what you'd like to see for Granville Street?

RECONCILIATION - As a City of Reconciliation, prioritize and support self-determined Musqueam Indian Band, Squamish Nation and Tsleil-Waututh Nation naming, culture and visibility throughout Granville Street and the surrounding neighbourhoods.

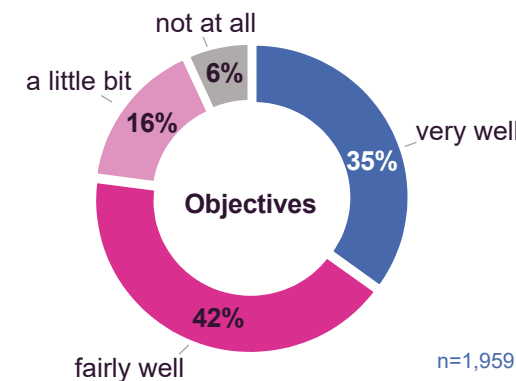
ARTS AND CULTURE - Strengthen Granville Street's cultural role as an arts, entertainment, dance, music and live performance hub by retaining, improving and expanding cultural spaces.

PUBLIC SPACE AND TRANSPORTATION - Establish Granville Street as a place for all people to enjoy and participate in public life by enhancing it as a central gathering place and public space destination with a range of activities at different times of day, throughout the week and year, connected by a safe and accessible walking and transit network.

ECONOMY AND TOURISM – Grow, enhance and diversify Granville's unique economic potential, by expanding job space, retail, dining, and tourism.

BUILDINGS, HERITAGE AND CHARACTER - Build upon Granville Street's unique high street and heritage character with innovative new forms of development that create a distinct and exciting urban experience.

PARTNERSHIPS & BUILDING A SAFE, WELCOMING DISTRICT - Foster a safe, welcoming and inclusive district that meets the needs of equity-deserving communities, in partnership with the organizations that support the area. Identify long-term solutions to improve housing options and liveability for existing residents of Granville Street, while protecting residents from potential impacts of increased activity in the interim.



Q15 What would you change? What would you add?

Key Themes:

- » Incorporate safety
- » Relocate housing off Granville Street
- » Cleaner
- » Pedestrianize Granville Street
- » Public realm improvements
- » Tourism and hotels
- » Diversity of businesses



“Safety and cleanliness should be a primary concern and it doesn't seem to be explicitly addressed at all.”

“I dont think we need more housing along Granville. Focus on hotels and bringing in tourism.”

“I would love for Granville St to be a pedestrian only st, but keep bus stops nearby. Another key objective I would add is sustainable development with the environment in mind. This could look like planting more native plants, using trees for shade cover, etc.”

“Would love to see activities/venues for a larger range of demographic.”



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For more information, please visit:
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