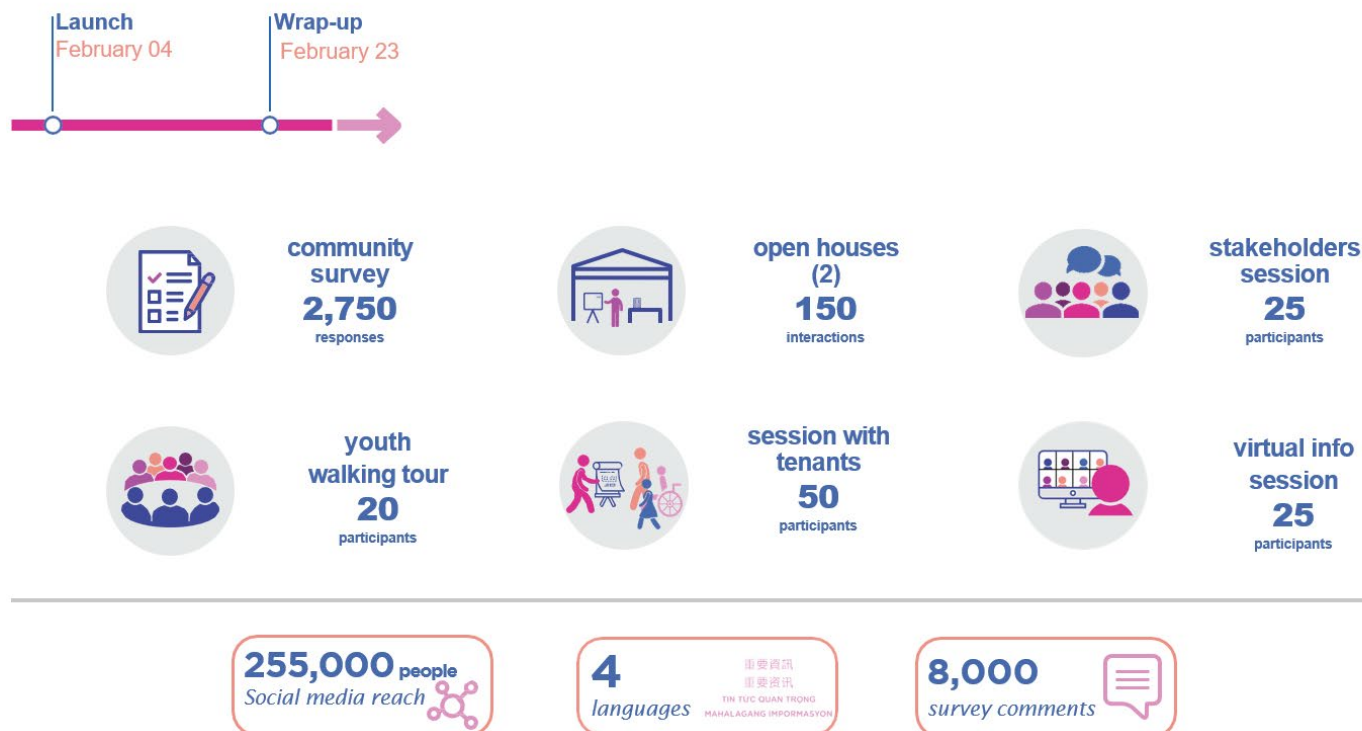


Granville Street Planning

Phase 3 Engagement Summary
February 2025

TOOLS AND ACTIVITIES





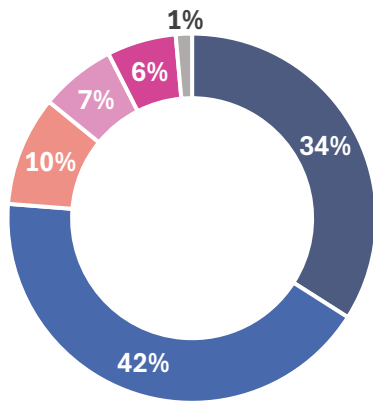
SUMMARY OF KEY FINDINGS ACROSS ALL ACTIVITIES:

- 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."

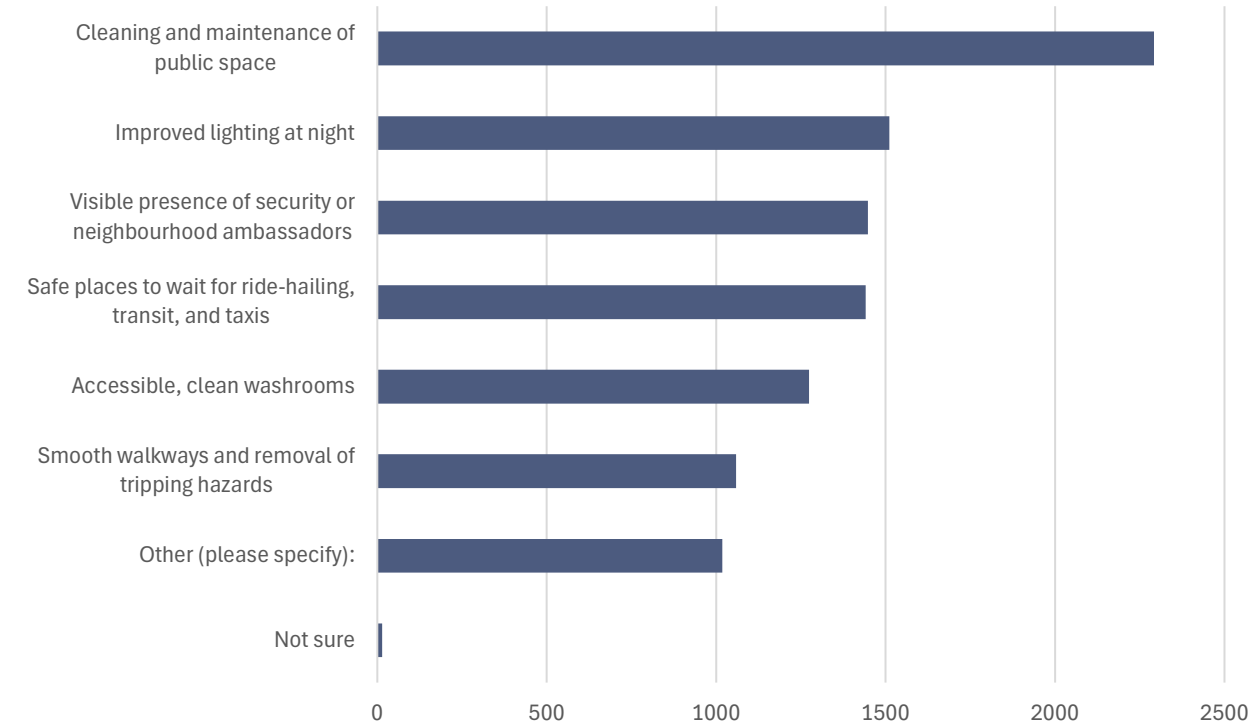
"More pedestrianization, more patios, and more public spaces to meet and gather will be a welcome addition to this street!"

"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."

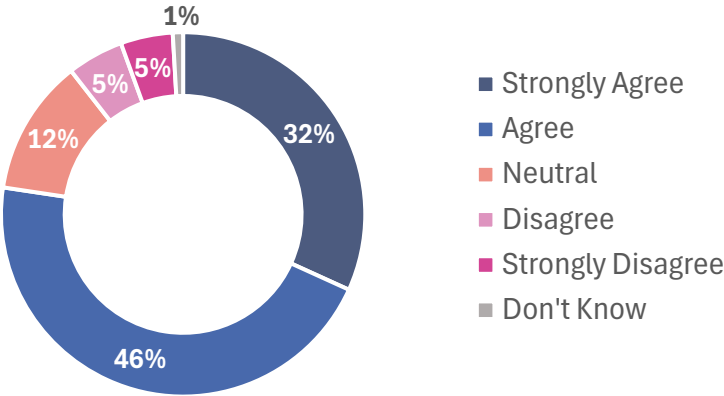
"Higher residential density would make the area safer -- and busier."

"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

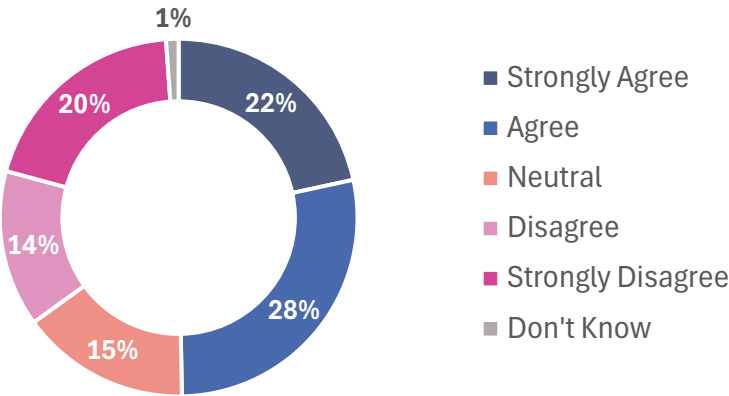
Q4: Do you generally agree or disagree with the proposed development and design features for Granville Street?



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

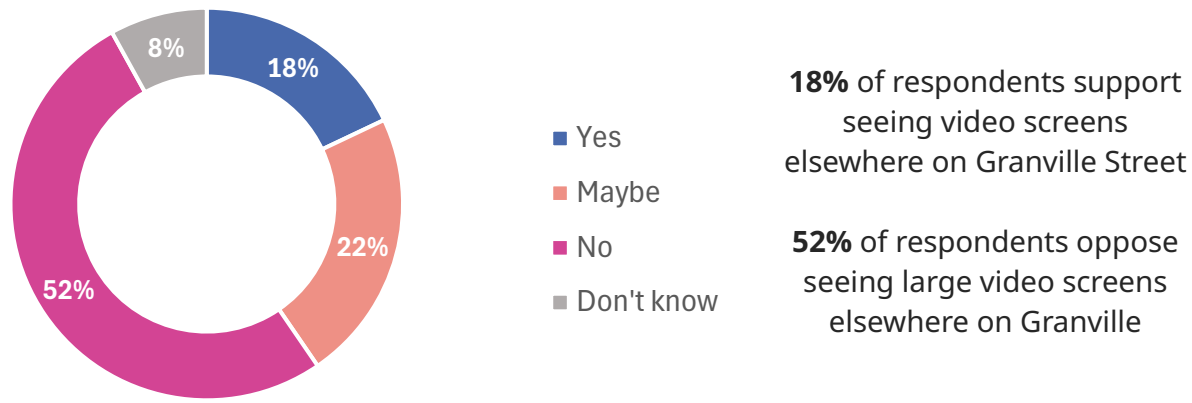
Key reasons for why people agreed with allowing video screens at Robson and Granville:

- 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

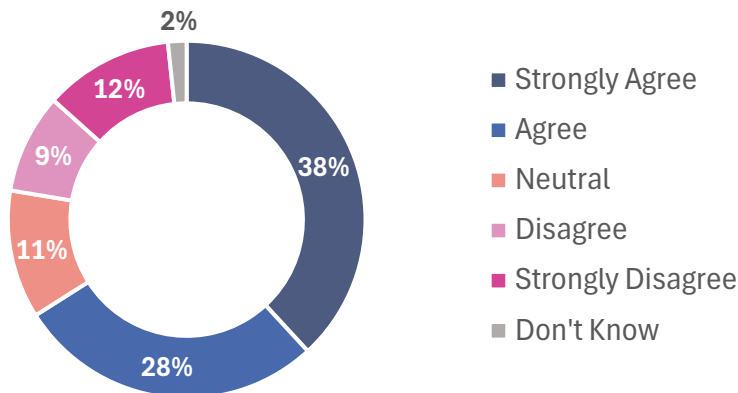
Quotes:

“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.”

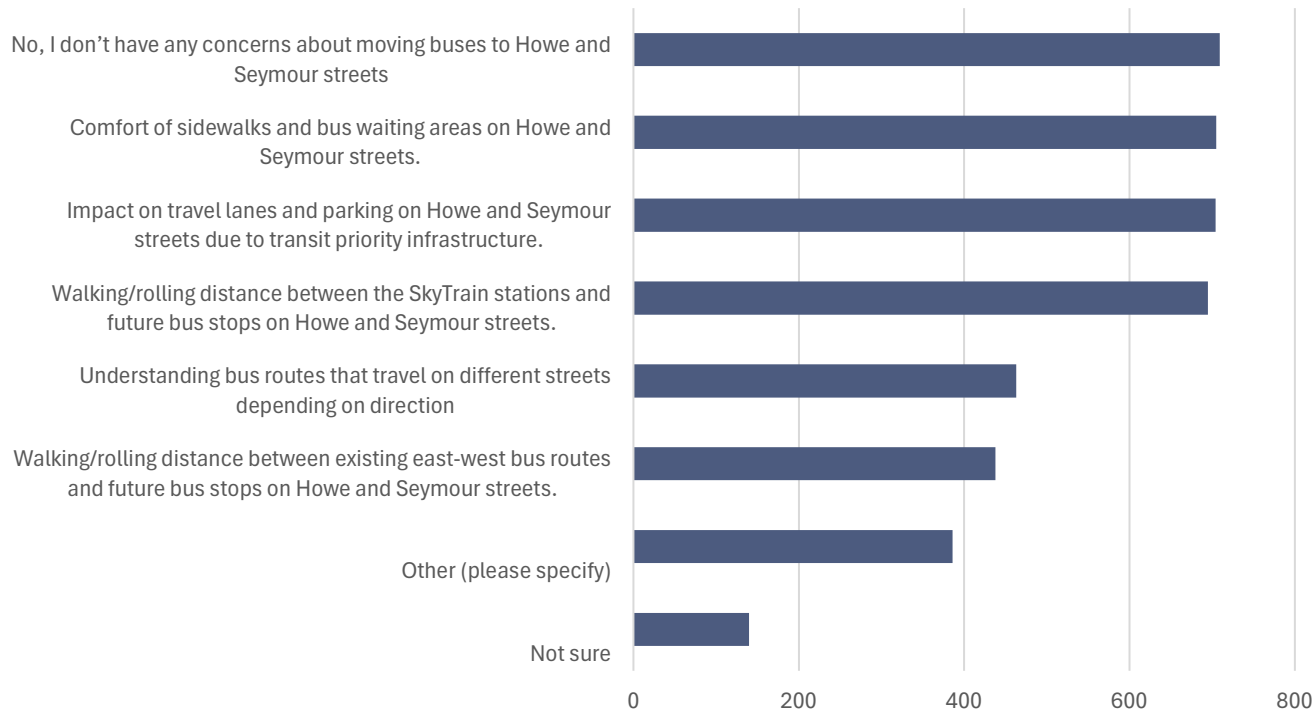
Q6: Do you agree or disagree with the proposed direction to create a year-round pedestrian zone and move bus routes to Howe and Seymour streets over the long term? Select one.



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:

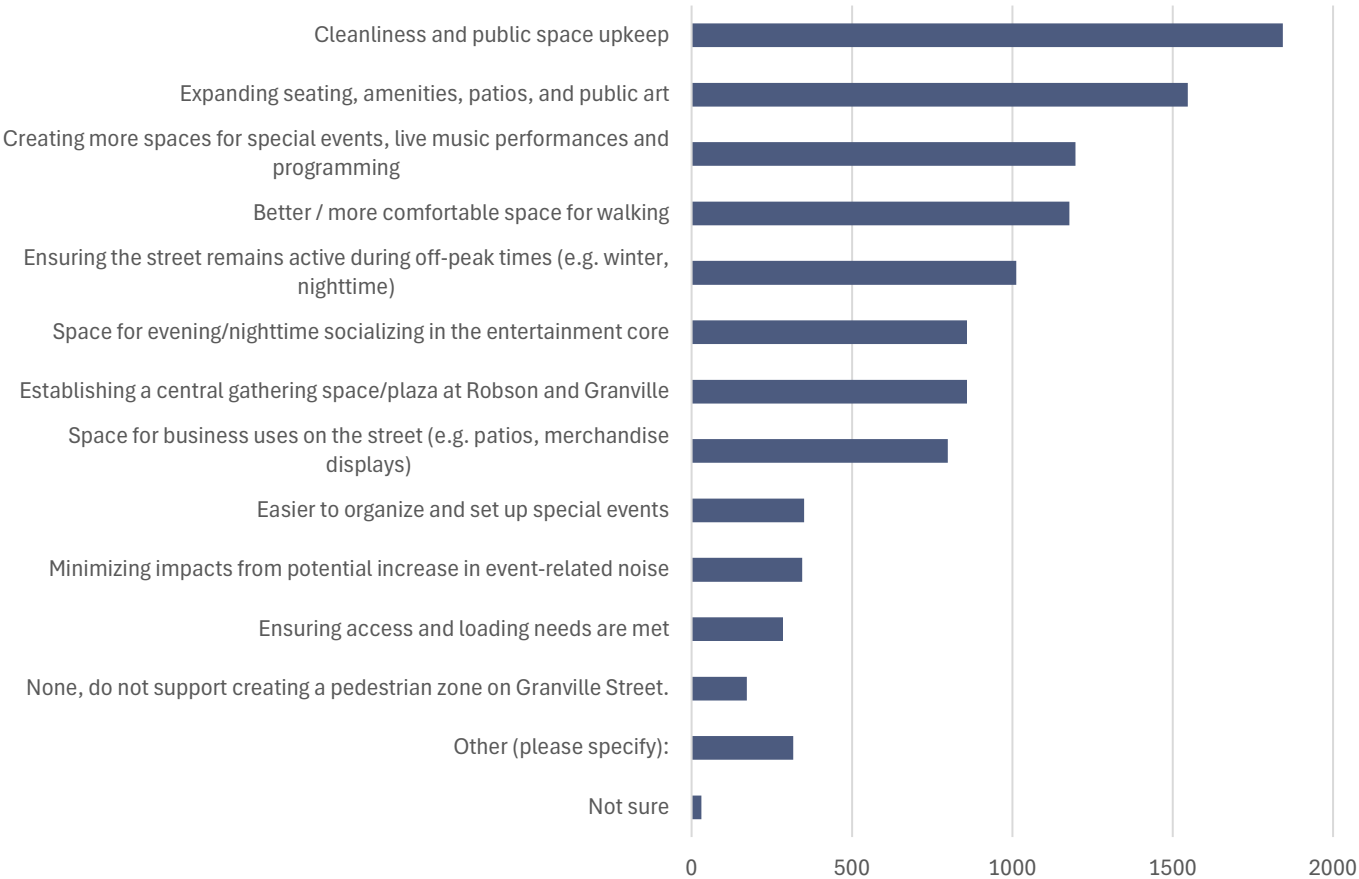
- Relocating buses to Howe and Seymour Street may reduce foot traffic on Granville Street
- Increased vehicle congestion on Howe and Seymour Streets as a result of transit changes.
- Reduced convenience for accessing public transportation and rideshare from Granville Street

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.”

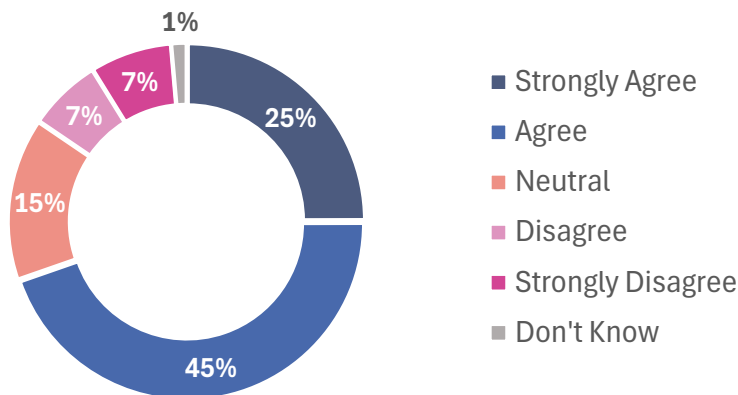
“[It] takes away from Granville Street. Make it bus only, but accessible to people so they do not have to go out of their way to catch transit.”

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:

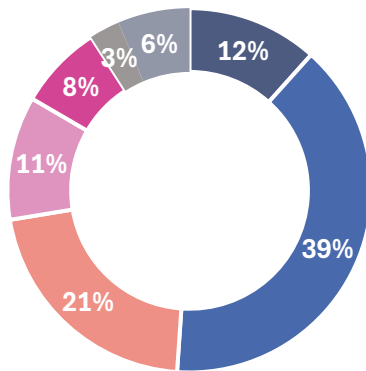
"Outdoor spring/summer stage safe for professional dance performances [and] free to the public. This happens in NYC and it is great."

"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:

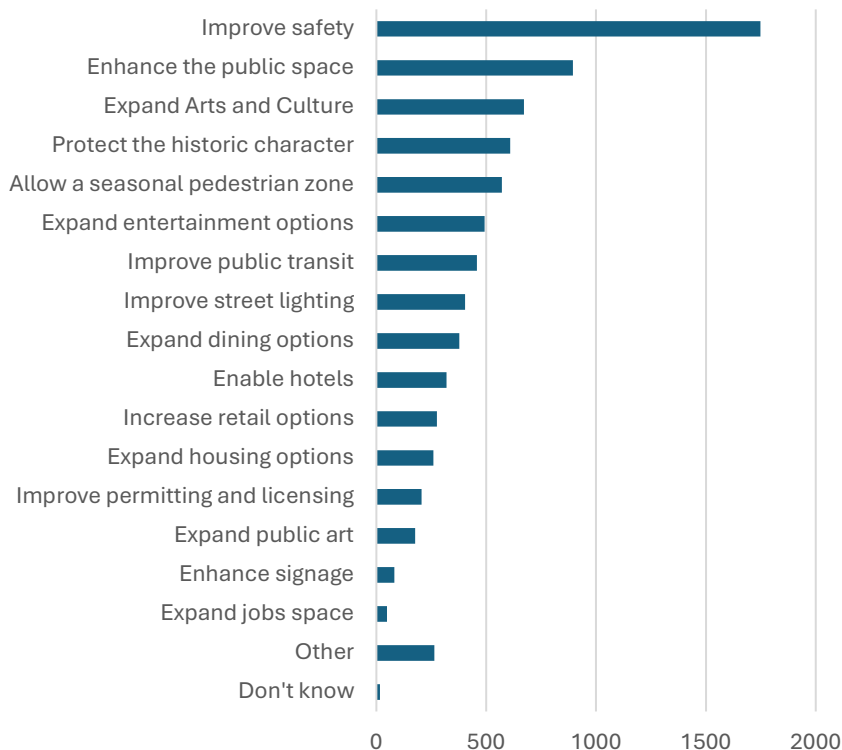
"Agree with the concept, but timeline is far too long. The area is hurting now, and this initiative needs to be accelerated."

"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."

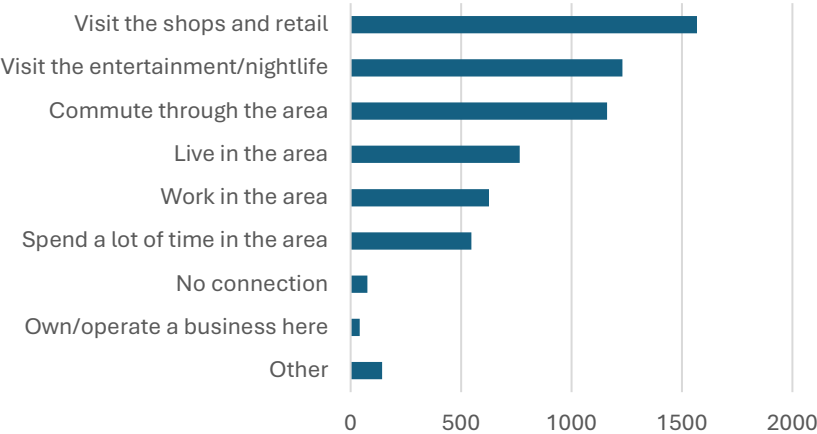
"Your plan does not work if there are also chronically homeless people openly using drugs and sleeping in this area, that makes people feel unsafe ... You need to make sure these at-risk populations can be accommodated as well."

"You're on the right direction!"

"Make it faster, accelerate the planning"

DEMOGRAPHICS:

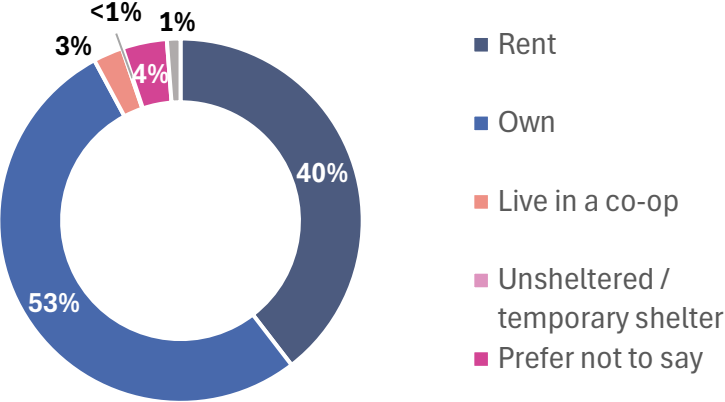
Q1: What is your connection to Granville Street?



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?

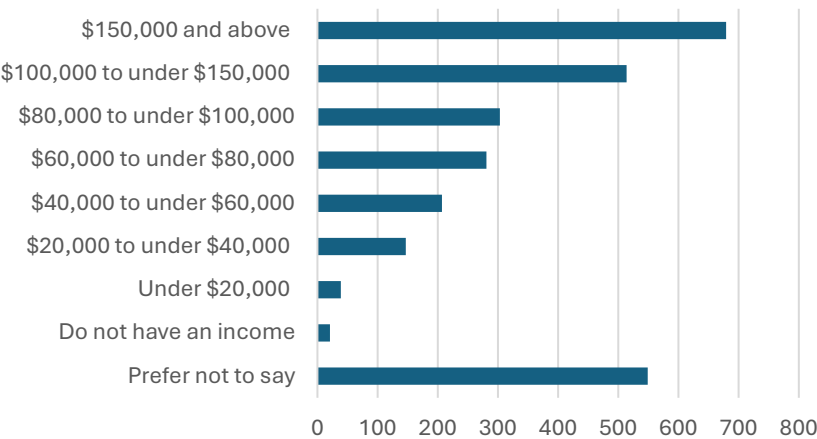


A majority of respondents (**53%**) own their home

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

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

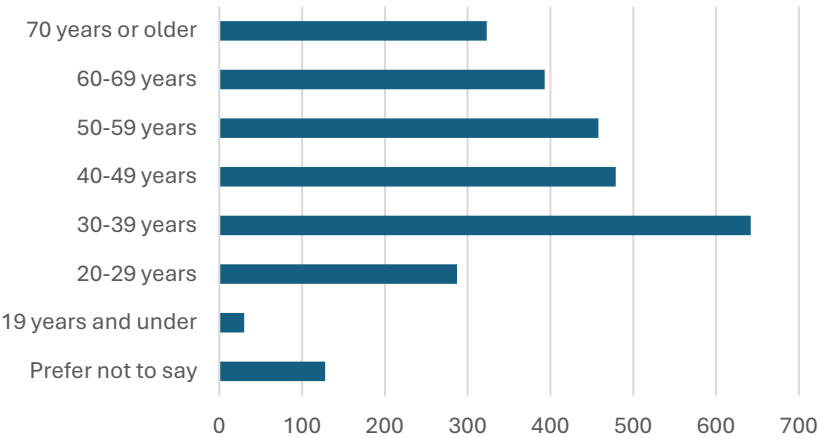
Q3: Which category best describes your annual household income before taxes?



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**

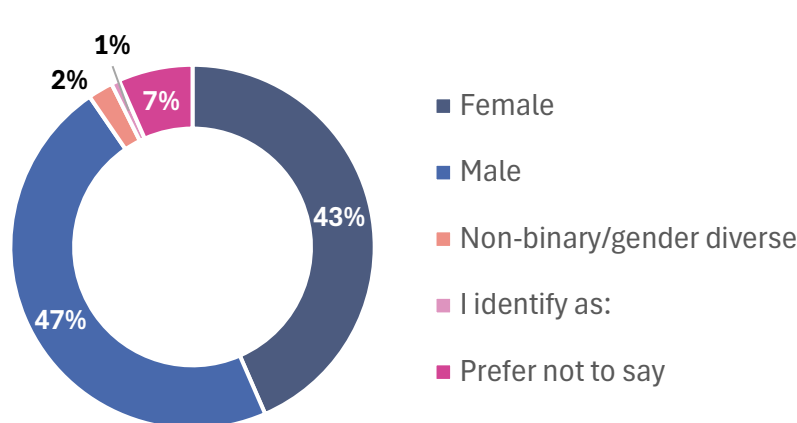
Q4: What age group do you belong to?



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?

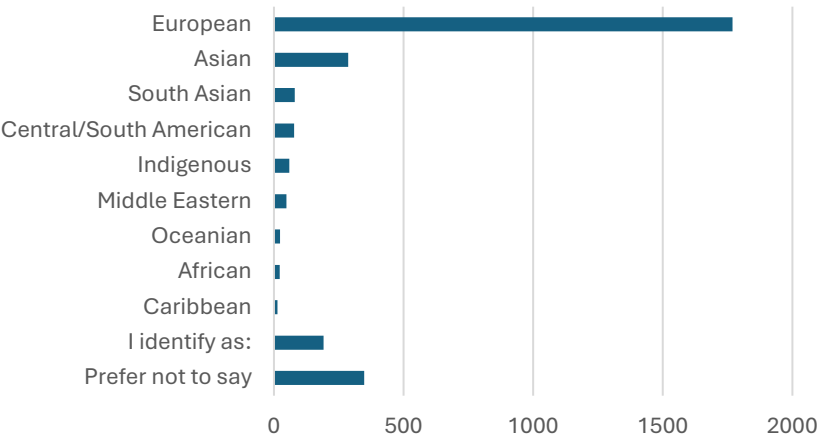


43% of respondents identified as female and **47%** identified as male

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

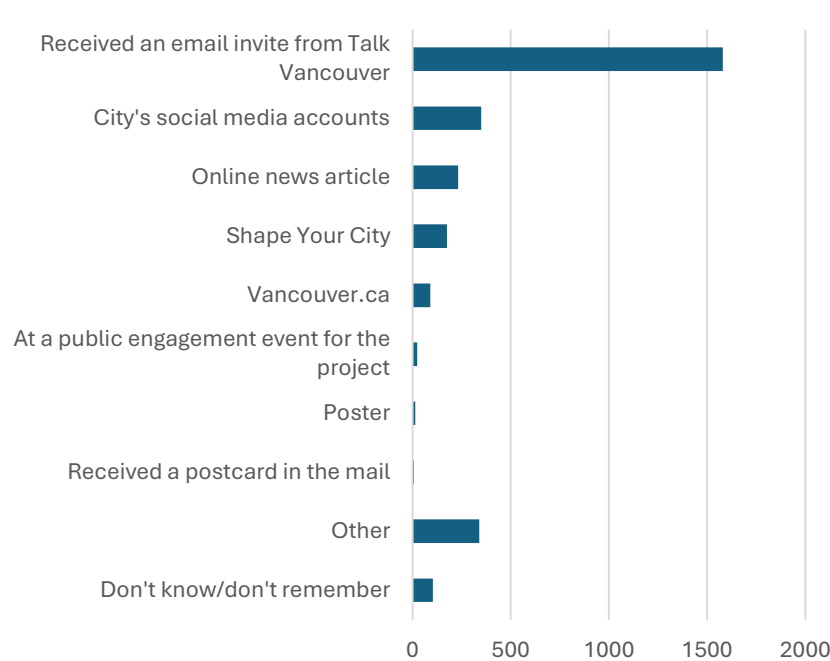
7% of respondents preferred to not describe their gender identity

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