

Key Move 3

Development & Design Features

The updated development and design guidelines for Granville Street will build on the area's unique character, introducing new forms and features that complement and enhance its existing charm and heritage.

Neon and Marquee Signs

Neon signs and marquees add a vibrant and visually appealing element to the streetscape and define Granville Street.



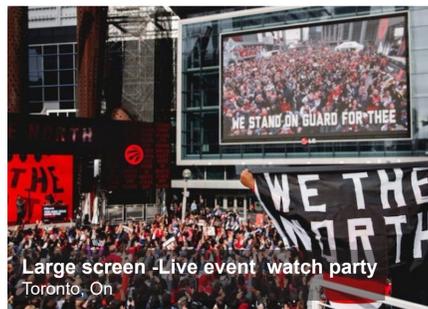
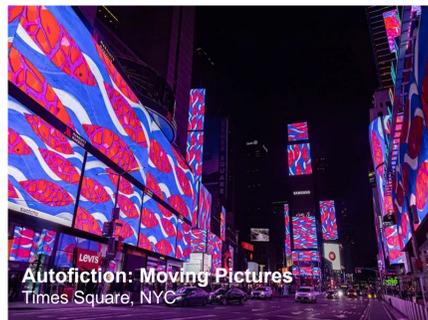
Rooftop Patios

Make space for patios including new rooftop and street level patios.



Video Screen Zone

There's a unique opportunity to transform the intersection of Robson and Granville into a landmark destination. By concentrating large video screens (i.e. electronic billboards) at this location, similar to Times Square in NYC and other cities, we can create a vibrant hub for coordinated visual art displays, live-event screenings, large gatherings and more.

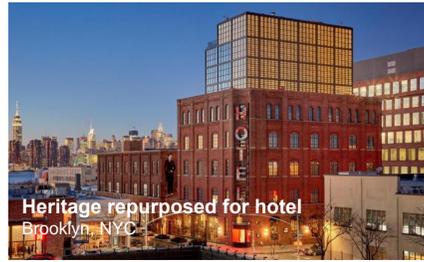
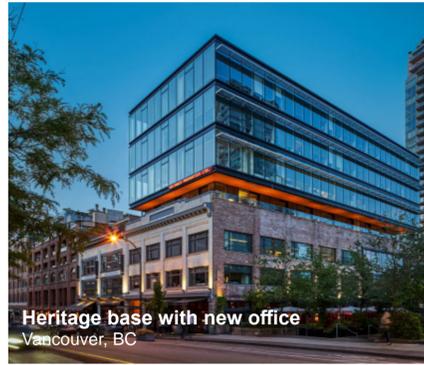


Video screens will be allowed only at the intersection of Granville and Robson, where some are currently located. A portion of the revenue from ads on these screens will help fund cultural programs and manage Granville Street.



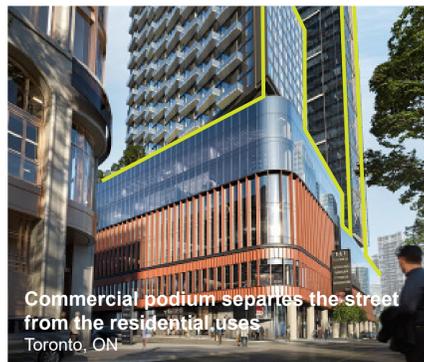
Integrate Heritage

Protect Granville Street's unique historic character through incentives that recognize and protect heritage resources and retain and support tangible and intangible heritage.



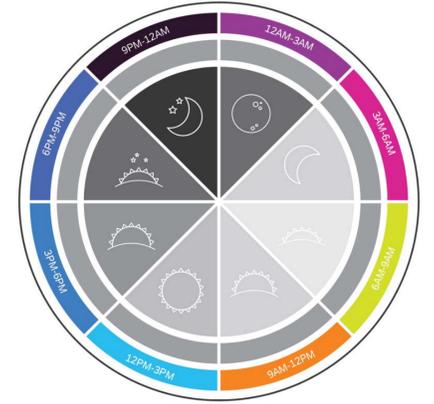
Sawtooth Pattern and Articulation

Enhance the sawtooth building pattern on Granville Street and encourage building designs that breaks up a building's mass into smaller, distinct sections and creates a sense of human scale.



Day to Night Transition

Encourage flexible design that encourages daytime and nighttime businesses that can operate effectively in the same space.



Noise Mitigation

Require noise reduction measures and height buffers between residential and street level activity to reduce noise disruptions.



Building Heights

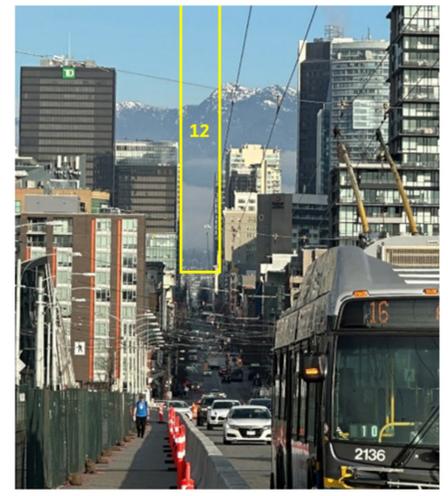
Building heights along Granville Street will be increased to match the surrounding Downtown area, typically ranging from ~200 to 400 ft. The tallest buildings will be near the City Centre Station (Canada Line), which will be explored as a Higher Building zone as part of the plan's implementation.

View Cone 12.2 - Granville Bridge

To create more hotel and job space and encourage redevelopment that aligns with the vision, changes to the Public View Guidelines are being considered. These changes would affect view 12.2 from the Granville Bridge's east pedestrian path, shifting the viewpoint to the west side where pedestrian improvements are in progress. This new viewpoint would narrow the view to the mountains, but protect a street-end view, which will also be enjoyed from the future pedestrianized Granville Street.



Current View from east side of Granville Bridge facing north.



Proposed View from west side of Granville Bridge, where pedestrian improvements are under construction, preserves street end view to the North Shore Mountains.