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ABOUT THE DVBIA

The Downtown Vancouver Business Improvement Association (DVBIA) supports, promotes and represents the shared interests of 7,000 businesses and property owners in the central 90-block area of Vancouver's downtown core.

We focus on priorities voiced by our members: programs and services in the areas of advocacy, accessibility, cleanliness, beautification, business support, marketing and mobility. We represent our members' shared goals, drive creative solutions forward and take meaningful action to constantly improve the downtown Vancouver experience.

We operate strategically at the intersection of downtown businesses, local policy-makers, non-profit organizations and all the people who make up Vancouver's diverse neighbourhood communities.

dtvan.ca

ABOUT RESONANCE

Resonance is a leading authority and advisor on placemaking, branding and marketing for the world's best destinations, cities and communities. Our team has advised destinations, communities and governments in 20 states and more than 70 countries. We provide leading public and private sector organizations with consumer research, strategic planning, marketing strategy, place branding and economic development strategy to help places realize their full potential.

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GRANVILLE STREET

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INTRODUCTION

Granville Street Reimagining is the beginning of Downtown Vancouver's Business Improvement Association (DVBIAs) focus on resilience, and illustrates how it has taken a significant leadership role in creating a long-term vision for the destination as a vibrant and exciting place to live, work, and visit. It sets out recommendations to help Granville Street and the Granville Entertainment District (GED) adapt and thrive as a sustainable main street that will build a strong innovation ecosystem and create a diverse and resilient local economy now and for the future.



CONTEXT

Today, districts and main streets like Granville Street are facing a new reality as a result of the COVID-19 pandemic and other economic and social factors. Such a shift is an opportunity for the City of Vancouver to consider the long-term future of the Granville Entertainment District and Granville Street in the context of growing socio-demographic trends and new market opportunities.

Among other organizations, the DVBIA recognizes the impact the COVID-19 pandemic has had on Vancouver's economy, and local street vitality. As part of DVBIA's efforts to support local businesses and the community, DVBIA developed the Granville Street Reimagining initiative to revitalize the corridor by providing long-term recommendations for actions in response to the impact of the pandemic, and future market trends. Based on the DVBIA's role in Vancouver's downtown core, it has an important role to play in developing long-term resilience for the neighbourhood by empowering the local community and major partners. Granville Street Reimagining builds on a wealth of existing and planned efforts to make Granville Street more resilient.

HISTORY

As one of the founding streets of Vancouver, Granville Street has always been a popular destination. The evolution of Granville Street over more than a century tells a comprehensive story about the history of commerce in Vancouver.

Granville Street gained significance as a centre of business activity short after the development of the

Granville Street was rapidly established as the theatre district, and became known as the 'Street of Lights'.

lines of the street rail system — at that time many of the businesses catered to the population housed in the surrounding residential areas with already a large number of restaurants. From very early in the City's history Granville Street was rapidly established as the theatre district, and became known as the 'Street of Lights', defined by the large neon signs.

In an effort to revive the corridor, the Granville Entertainment District was introduced stretching across seven blocks between Robson Street and Pacific Street.

Today, Granville Street remains Vancouver's main downtown entertainment district. Countless restaurants, bars and nightclubs make it a popular destination, especially during weekends. Granville Street intersects Georgia, Robson, Davie and Broadway, and acts as a main transit corridor to Downtown Vancouver employment and retail centres.



OBJECTIVES

In a world where the competition for residents, visitors and investment is fierce, identifying specific opportunities can help Granville Street differentiate itself and become a destination with a long-term future in Vancouver. While the Granville Street Reimagining provides guidance to revitalize the corridor, it is also designed to improve Granville Street's long-term resilience and respond to the following objectives:

- Create long-term resilience to support existing businesses.
- Stimulate and diversify the local economy and community.
- Develop a more livable and sustainable neighbourhood.
- Position the GED as a leading destination.



PROCESS

Granville Street Reimagining was designed to help the DVBIA, the City of Vancouver, and community stakeholders to articulate and share a clear vision for the future of Granville Street. The document is designed to foster opportunities for Granville Street in the long term — to create a unique destination and compelling sense of place.

The phased approach was designed to consult, engage and collaborate with local stakeholders and the community, and adapt to the changing circumstances in the context of the COVID-19 pandemic. The different engagement initiatives led to important insights that were considered in developing a shared vision of Granville Street.

1.1

STAKEHOLDER ENGAGEMENT

The primary purpose of the stakeholder interviews from food and beverage to retail, office to entertainment, was to identify aspirations and ideas for the future of Granville Street, including current perception and Strengths, Weakness, Opportunities and Threats (SWOT).

1.2

COMMERCIAL ANALYSIS

The initial research phase for this project consisted in an overview of secondary research and the development of a commercial inventory of Granville Street relative to other successful entertainment districts in the country. The objective was also to track business trends in Granville Street to provide a more long-term perspective for the neighbourhood.

1.3

TREND ANALYSIS

With long-term trends evolving rapidly, the trend forecasting identified applicable demand- and supply-side factors that could impact the future of Granville Street. The process included an analysis and reporting of global, national, regional and local market and consumer trends to inform development opportunities for Granville Street in the future.

1.4

FUTURE FORUM

The *Future Forum* allowed DVBIA and stakeholders to develop and evaluate a variety of development opportunities in order to define a compelling vision for Granville Street, and inform short, medium, and long-term priorities. As part of this session, stakeholders engaged in a series of roundtable exercises designed to identify, develop and articulate recommendations to address the various issues, opportunities and challenges that are facing Granville Street.

1.5

GRANVILLE STREET REIMAGINING

Granville Street Reimagining is the result of the previous research and working groups. It provides a framework to support the creation of a vision to enhance Granville Street's quality of place and economic sustainability on the long-term.

GRANVILLE STREET TODAY

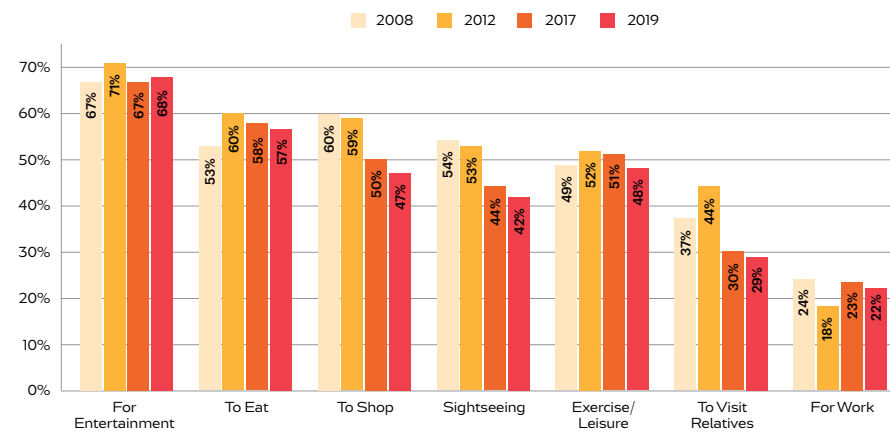
Today, Granville Street is facing new challenges and opportunities. Although Vancouver's economy was performing before the pandemic, Vancouver has been harder hit by the virus-driven recession than other parts of the province according to the Business Council of B.C. Prior to the pandemic, Vancouver was reporting record-low unemployment levels at around 4%. According to the Conference Board of Canada, Vancouver's unemployment rate is expected to rise to 9.6% by the end of 2020. However, in 2021, the unemployment rate is predicted to be 6.9%.

In this context, there is stagnation on the horizon for many businesses and workers in the province's most densely populated region. The Greater Vancouver Board of Trade released the results of a survey showing that one in four businesses do not expect to survive another year under the current economic conditions. The same businesses are a driving force of Granville Street's vibrancy. Without question, the impact of the pandemic has augmented existing challenges reinforcing the importance to not only support these businesses, but to rethink the very nature of the urban corridor.

COMMUNITY SENTIMENT

VISITOR SENTIMENT

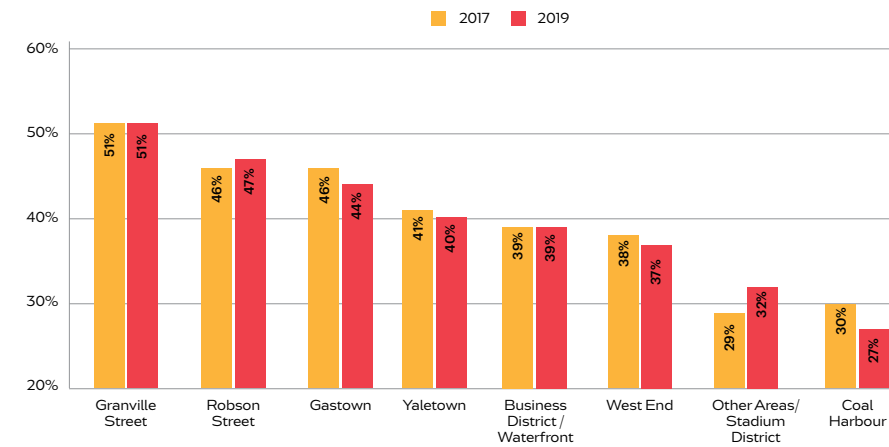
Entertainment is the main driver to visit the downtown peninsula. Since 2008, DVBIA commissioned surveys which show that visits to the area for shopping (47%) and sightseeing (42%) have decreased considerably compared to other activities. In addition, entertainment (68%) and culinary experiences (57%) have remained the key drivers for the past decade. Among entertainment options, music and concerts, and sports events are the most popular, while interest in movies, live theatres, nightclubs and bars have been decreasing (see Appendix).



For which of the following reasons do you come to the downtown peninsula? (n=944), Justason Market Intelligence

Among other neighbourhoods in Downtown, Granville Street is the top destination for more than half of visitors from outside the downtown peninsula according to Justason Market Intelligence ongoing survey, followed by Robson Street and Gastown. More specifically, Granville Street has declined as a shopping destination, reaching 2008 levels with less than one-third of visitors planning a shopping experience along Granville Street. For reference, Robson Street and Pacific Centre, The Bay, and Holt Renfrew are the leading shopping destinations in Downtown Vancou-

ver. In the same period, Granville Street has declined as a dining destination, from 34% to 17% of visitors planning to dine in the area, while Gastown and Yaletown are top of mind.



Which areas do you typically spend the most time in when you visit the downtown peninsula? (n=944), Justason Market Intelligence

STAKEHOLDER PERCEPTION

Overall, Granville Street has stagnated for the past decade, or even deteriorated especially between Pacific and Nelson Street with growing challenges such as homelessness and safety according to stakeholders. In the past decade, locals and visitors have been increasingly more interested in Gastown and Yaletown. Granville Street is now perceived as the most insecure area in Downtown Vancouver for both locals and tourists. Today, the street is mainly used as a transit corridor by Vancouverites commuting to Downtown Vancouver during the day, and as a nightlife destination in the evening. Based on the community sentiment, the DVBIA has a leadership role to play in collaboration with the City of Vancouver, to support neighbourhood businesses and organizations, and reimagine the future of Granville Street.

Granville Street is now perceived as the most insecure area in Downtown Vancouver for both locals and tourists.

COMMERCIAL INVENTORY

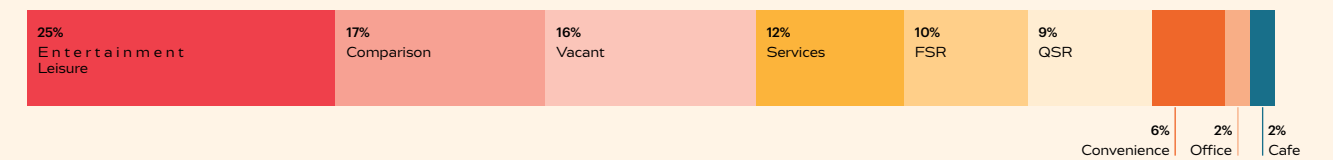
The *Commercial Inventory* is divided into the retail inventory focused on ground floor spaces and the commercial inventory focused on the total volume and categorized based on the following definitions¹ categories into the following categories: Convenience, Comparison, Food and Beverage, Leisure and Entertainment, Office, Residential, Institutional, and Vacant. The analysis features both categories and types of spaces and includes the square footage, the age of the building, and the evolution of the use in the past decade — from 2010 and 2020, including 2015. The study area for the Granville Entertainment District is defined as the one-block perimeter between Granville St, Howe St, and Seymour St, and Pacific Avenue and Robson St.

Study Area	183,950 m ² / 1,980,021 SF	Streetscape	Street: 12.5m, Sidewalk: 6m
Population	9,948	Average Block Length	152.5 m
Population within 500m	42,484	Transit Routes	Six Bus Routes: Bus 4, 7, 10, 14, 16, 50
Average Income	\$76,722 (City \$93,947)	Traffic	Two-way: Four traffic lanes

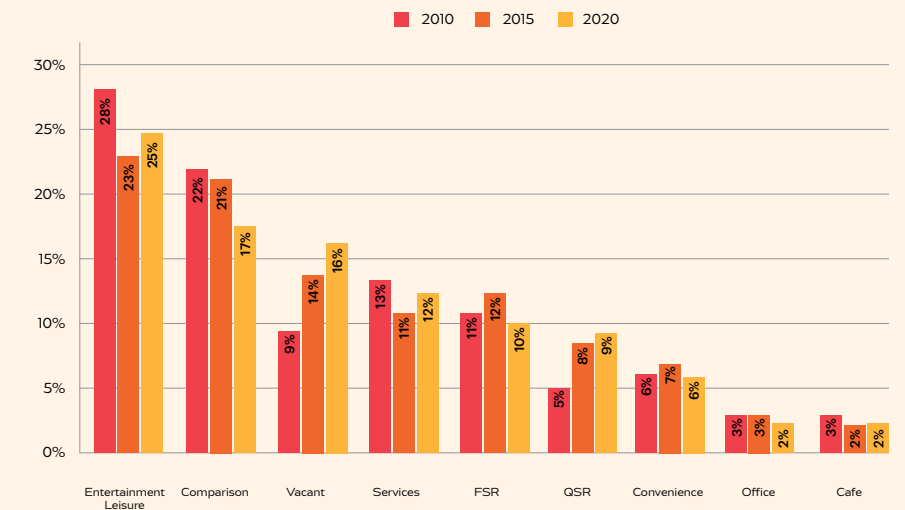
In 2020, entertainment/leisure (recreation, nightclub, pub/bar, etc.), comparison (apparel accessories, multi-media, electronics, home furnishing, second hand store, hobbies, sporting goods, etc.) and vacant spaces represent the largest categories in terms of square footage on the ground floor, followed by professional services (education, financial services, personal services, social services) and non retail (parking lot, etc.) uses. Full Service Restaurants (FSR) represent 10% of the retail inventory, and Quick Service Restaurants (QSR) represent 9%, while Café only represent 2%.

¹ See Appendix.

RETAIL INVENTORY: GRANVILLE STREET



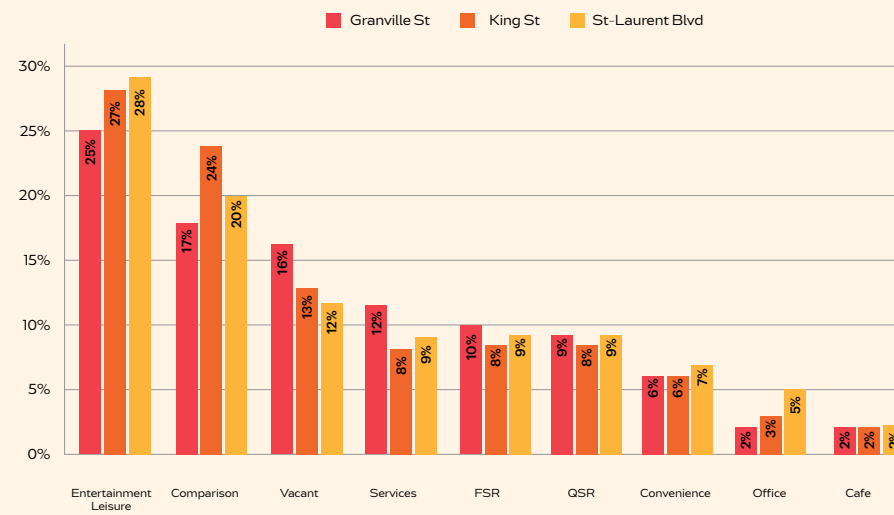
Since 2010, comparison retail (-5 points) and entertainment/leisure (-3 points) registered the highest decrease rates, and as a result increasing the proportion of vacant spaces from 9% in 2010 to 16% in 2020. In terms of growth, only QSRs registered a 4-point increase from 5% to 9% in 2020.



RETAIL INVENTORY: BENCHMARK

The *Commercial Inventory*¹ provides a quantitative comparison between reference projects to analyze the commercial mix of these areas from retail to F+B, office to entertainment spaces. The reference streets below share similar components, uses, and locations to Granville Street and underline development attributes, and critical success factors over a 10+ year development period. Each case study is defined by a one block perimeter around the street of interest.

Granville Entertainment District, Vancouver, BC	Granville St, Howe St, Seymour St, Pacific Avenue, Robson St
King Street, Toronto, ON	King St, Adelaide St, Wellington St, Bathurst St, Simcoe St
St-Laurent Boulevard, Montreal, QC	St Laurent Blvd, Clark St, St Dominique St, Mont Royal Av, Sherbrooke St



¹ See Appendix for the complete study.



STRENGTHS AND ISSUES

Local stakeholders and partners representing different industries and organizations recognized a number of current strengths and upcoming challenges to address as part of the plan. The level of importance or the level of priority for each is scored from 0 to 10, with 10 being the most important, according to stakeholder votes as part of the *Future Forum*. Local partners will need to capitalize on these strengths and reinforce these in the long-term in relation to future trends, while mitigating key community issues by working with municipal and regional organizations.

STRENGTHS

	TOPICS	SCORE
Location — A central location, the heart of downtown, and a gateway to downtown	<i>Live, Visit, Work</i>	9
Heritage and Architecture — Granville Street is a historic destination. The heritage buildings, the neon signs, the art deco architecture differentiate Granville Street visually from other areas — the facades bring a unique sense of place.	<i>Live, Visit</i>	9
Music and Culture Centre — The concentration of music venues is unique in Vancouver and defines the identity of Granville Street.	<i>Visit</i>	6
Streetscape — The pedestrian scale of the street, the width of the sidewalks, the size of the buildings, and the solar exposure offer a walkable environment.	<i>Live</i>	5
Events — Street closures allow for additional programming on the streets and the organization of festivals.	<i>Live, Visit</i>	5
Entertainment Destination — Granville Street has developed a strong brand as an entertainment destination.	<i>Visit</i>	3
Density — Granville Street is in close proximity to dense residential and employment areas.	<i>Live, Work</i>	3
Vibrant — Granville Street is vibrant, with a mix of retail and uses — being the closest street to achieving a 24-hour economy.	<i>Live, Visit, Work</i>	3
Access and Transit — Granville Street is a transit connector, offering a diversity of transit options and routes to/from Downtown Vancouver.	<i>Live, Work</i>	2
Main Street — The streetscape, the building heights, and the retail create a true main street environment.	<i>Live, Visit</i>	2
Retail — Overall, commercial rents are more affordable along the Granville corridor than other downtown areas.	<i>Live, Visit</i>	2
Authentic — Granville Street is unique, edgy, and authentic.	<i>Live, Visit</i>	2
Tourism Destination — Granville Street is a major destination for visitors and tourists, with a number of hotels located along the corridor.	<i>Visit</i>	1
Diverse Zoning — The zoning along the corridor is extremely diverse and allows for a variety of uses.	<i>Live, Work</i>	1
Diverse — Both the population and the types of businesses are diverse.	<i>Live</i>	1

ISSUES

	TOPICS	SCORE
High Crime Levels — High levels of assault, sexual assault, gender discrimination have been reported in the area both during day and night time.	<i>Live, Visit, Work</i>	9
Retail Vacancies — Retail vacancies are directly impacting the vibrancy of the street and the overall visitor experience.	<i>Live, Visit</i>	9
Lack of Coordination — A lack of shared vision between stakeholders persists around Granville Street in order to coordinate a new plan, and increase initiatives and street programming.	<i>Live, Visit, Work</i>	7
Lack of Social Housing Diversity — The high concentration of SRO buildings, some in need of significant maintenance improvements, add to a negative stigma for the street.	<i>Live</i>	4
Lack of Green Spaces and Public Plazas — Granville Street is extremely urban and lacks green and gathering spaces to increase vibrancy and place stickiness.	<i>Live</i>	4
Limited Daytime Traffic — While Granville Street might be busy during weekends, especially at nighttime, businesses along the corridor confront a lack of pedestrian traffic during the day.	<i>Live, Work</i>	4
Lack of Community — Community attachment is low in the area and community engagement opportunities are limited.	<i>Live</i>	3
Low Cleanliness Levels — Cleanliness has decreased in recent years, both on the streets and along specific building facades.	<i>Live, Visit, Work</i>	2
Increased Social Challenges — Homelessness and public intoxication have increased locally — shaping public perception and safety in the area.	<i>Live</i>	2
Specific Audience — Venues and businesses cater to a specific audience, mainly visitors compared to locals. Granville Street lacks alternative activities and experiences targeted to more diverse audiences.	<i>Visit</i>	2
Limited Nighttime Transit — As an entertainment and nightlife destination, nighttime transit is limited — increasing safety issues.	<i>Live, Visit</i>	2
Lack of Business Support — Local business engagement and support is limited in order to help them reopen, recover, and thrive.	<i>Work</i>	2
Lack of Local Influence — Local brands, culture, and music are missing from the area.	<i>Visit</i>	2
Negative Local Perception — The overall perception of Granville Street by locals is negative, associated with nightlife disturbance, crime, and other social issues.	<i>Live, Visit, Work</i>	2
Commercial Homogeneity — The limited commercial use diversity impacts street vibrancy at different times of the day, while the low quality of uses, especially dining options, cater to a limited audience.	<i>Live, Visit, Work</i>	1
Limited Streetscape Features — The lack of lighting and urban furniture make Granville Street less welcoming by night.	<i>Live, Visit</i>	1
Outdated Brand — The Granville Street brand is outdated and requires a refresh to bring a new vision to life.	<i>Live, Visit</i>	1

FUTURE TRENDS



The future brings opportunities for Granville Street to take centre stage, capitalize on long-term market trends, and build on its identity and defining characteristics. The trend forecasting helps stakeholders better understand key trends influencing and shaping demand for residential, retail, entertainment and commercial space. Most importantly, it suggests what might happen over the next decade that could alter the baseline market analysis in order to plan the future of Granville Street.

WORK

FLEX WORK

The office shift to remote work has led to a dramatic increase in customers for local businesses and services in local neighbourhoods. Footfall as measured by Google mobility data has fallen the most in large city centres as office workers shifted to remote work during the pandemic. Many will return, but research by McKinsey indicates office workers in North American cities expect to work from home an average of 1.5 days per week even after the pandemic is over. The concept of decentralising work life is a growing opportunity for neighbourhoods to reconnect people with their local areas to support local retail and develop new services.

How can Granville Street capitalize on the future of work, and the decentralisation of city life?

INNOVATION ECONOMY AND CREATIVE CENTRES

Innovative activity has been the single, most important component of long-term economic growth. With digitalization and new technologies, new markets will arise and with the next Generations Y and Z the future world will be evermore virtual. Strategies, processes and structures will be transformed. Success depends on the ability to respond by building up fast and intelligent enterprises, and attracting talent and smart companies. Following the pandemic, people will reevaluate where they live, while companies where they work. In both cases, many will move in search of more vibrant and liveable neighbourhoods.

How can Granville Street attract innovative companies to locate along the corridor and what are the key drivers?



LIVE

PEOPLE AND WELLBEING FIRST

Wellbeing and liveability are increasingly important when deciding where to live, work, and play. The recent pandemic has clearly emphasized the importance of the quality of the living environment according to recent reports, while safety is now more than ever top of mind.

Research by *The Future Laboratory* also shows that Millennials place much importance on emotional wellbeing and self-care than previous generations. Today, Millennials represent the largest proportion of future real-estate decision makers, and the quality of the natural and urban environment have become key drivers when choosing a place to live.

How does Granville Street integrate livability as a core design principal?

THE RISE OF THE 24-HOUR DISTRICT

24-hour districts are an increasingly important element of both urban and cultural experiences. They are defined as urban centres renowned for their vibrancy, diversity, safety and access to amenities and entertainment right throughout the day and night. Business districts and local economies are more resilient and rich when there is a flourishing entertainment offer with live music and cultural activity to build the prospects for long-term growth in jobs and provides a boost in economic activity.

How does Granville Street become a true 24-hour district, and economy?

15-MINUTE CITY

Liveability is an increasingly important goal for neighbourhoods to improve the quality of life of current residents and attract new ones. People are flocking to neighbourhoods where walkability and bikeability thrives — and the data shows a clear correlation between active transportation and home values in most neighbourhoods. The 15-minute city is all about ‘living locally’—giving people the ability to meet most of their daily needs within a 20-minute walk from home, with safe cycling and local transport options.

The 15-min city concept draws multiple trends to protect the vitality and the diversity of neighbourhoods. As neighbourhoods work towards full recovery, the 15-minute city is more relevant than ever as an organising principle for urban development, it will help Granville Street to revive urban life safely and sustainably. More specifically, it will provide more public space, inject life into local high streets, strengthen a sense of community, promote health and wellbeing, boost overall resilience, and improve sustainability and liveability.

How can Granville Street take advantage of the 15-minute city concept to attract locals, visitors, and investment?

ONE-PERSON HOUSEHOLDS

The increasing number of one-person households has been driving demand for housing in the two decades. The 2016 Census revealed that for the first time in recorded Canadian history, one-person households were the most common household type, overtaking households comprising couples with children. One in five of these households live in a condominium. Complete and vibrant neighbourhoods offering a sense of community are attractive destinations for single households to locate.

How does Granville Street adapt to changing demographics and lifestyles?





PLAY

LEISURE AND EXPERIENTIAL BOOM

Since the mid-1960s, the time spent on leisure activities has risen by just under seven hours per week, as a result of an increase in overall spare time. In addition, experiences have never been in such high demand as Millennials and Gen Z increasingly prefer to spend their earnings on experiences rather than things. Such a trend is driving new opportunities for neighbourhoods and destinations to offer a variety of experiences to attract new residents and visitors.

What leisure and recreational experiences are missing along Granville Street?

RESTAURANT REINVENTION

Spending on eating out increased 6% in 2018 and is up another 4% in 2019 so far, outpacing the 3% average increase in retail spending — on par with money spent at grocery stores. Consumers are increasingly looking for atmosphere, variety, and excitement. As a result, the food hall format, among others, is growing rapidly and tapping into the trend for informal, unstructured eating.

How does Granville Street attract new types of culinary experiences?

LOCALISM

From food and fashion to goods and the built environment, circular thinking—keeping resources in use and local sourcing—will continue to gain momentum, driving innovation and disrupting linear business models. While this trend was in place among sustainability-conscious consumers before the pandemic, localism has become more mainstream as more consumers favor local brands, and is forecast to be a major post-pandemic trend according to the Kantar COVID-19 barometer. Local and authentic businesses will become increasingly more important to the local community, both contributing to the vibrancy of our neighbourhoods and contributing to shaping their identity.

How can Granville Street implement and benefit from a more local and circular ecosystem?

OMNI CHANNEL RETAIL

By some estimates, we have vaulted ten years ahead in consumer and business digital penetration in less than six months. Everybody, from tenants to operators, and property owners, needs to rethink both digital and in-store sales. While physical retail contributes to the vibrancy of main streets and serves local residents with essential services and goods, the shift to e-commerce is increasing the importance of the customer experience while decreasing the need for commercial space. To succeed, retailers need to better understand and leverage online and in-store customer behavior and desires on a granular level to reboot loyalty, and reimagine stores to empower convenient and meaningful experiences. From online stores to food delivery, as e-commerce grows, fast delivery and expanded fulfillment options are key. Next-day delivery is being overtaken by ever-faster delivery possibilities for the shopper in a rush from groceries to clothes, and restaurant takeout.

How do local businesses along Granville Street adapt to new trends and reach new markets?



PHYGITAL ENTERTAINMENT

The development of new technology is bridging both the physical and digital environment to connect with audiences. The opportunities for merging the best of the physical and digital worlds are endless both indoors and outdoors — bringing a new type of experience to residents and visitors. The highly shareable and immersive design features enable hosts to leverage a combination of live experiences and then digital to amplify them with different audiences and communities, resulting in an incredibly potent form of engagement. For neighbourhoods and districts, phygital entertainment will shape placemaking initiatives and open new opportunities to activate the public realm.

How can innovative placemaking initiatives and phygital entertainment transform Granville Street?

TARGET AUDIENCES

Who will be Granville Street's next visitor? And which talent will be attracted to work in a neighbourhood focused on gathering, entertainment, and culture?

RESIDENTS

Downtown Vancouver residents, whether they're singles, couples, professionals or families, interested in an urban main street shopping experience and performances living in surrounding neighbourhoods.

According to the most recent *State of Downtown* research, Downtown is diverse — with 41% of residents born outside of Canada. Approximately 51% of residents live in one-person households — 11% higher than Vancouver, while 35% of residents live with one other person. The majority of couples do not have children (65%). Most residents (28 per cent) are employed in business, finance, or management, while 15% of residents work in sales and services. Downtown's average household income increased by 23% since 2014 and is 12% higher than the citywide average — illustrated by an average annual downtown household spend is \$87,408.

LOCAL VISITORS

Granville Street attracts Greater Vancouver residents who live in other Vancouver neighbourhoods as well as suburban Vancouverites. They're urban explorers looking to experience the ever-changing events and festivals, the unique nightlife, and in some cases lived the togetherness of the crowds that showed up in 2010 for the Olympic Games. Granville Street is a natural magnet: the city's most exciting gathering place, with programming and restaurants.

TOURISTS

Granville Street is a top destination for Canadian and international visitors planning a trip to Vancouver. While the neon signs make it an iconic street, the venues, the nightlife and the shopping are also key drivers for visitors interested in exploring the city. It's location makes Granville Street a central hub for all types of visitors. The neighbourhood defines Vancouver's history, and this is the rare place where visitors can get a genuine taste and feel of it. Overall, tourists tend to be younger and the excitement and appeal of the street comes from the diversity of people and programming on-site, year-round.

VISION DOWNTOWN

The Granville Culture and Entertainment District, and the Granville Street corridor at large, is the city's cultural heart, with the highest concentration of cultural venues in British Columbia, and will develop into a coherent and complete main street, connected to surrounding neighbourhoods and in balance with its different uses and heritage. It will welcome more festivals, including Downtown's Urban Street Festival, become a dining destination and Vancouver's first restaurant row, embrace community-building and placemaking, and attract growing innovative and creative companies — to look forward to a cosmopolitan future and a 24-hour economy. All year round, day or night, residents and visitors will enjoy unique shows, discover creative public displays, and take pride in the local festivities. The district will be once again Vancouver's gathering place and destination for culture and events, a street of belonging and celebration for all.

GRANVILLE STREET REIMAGINING

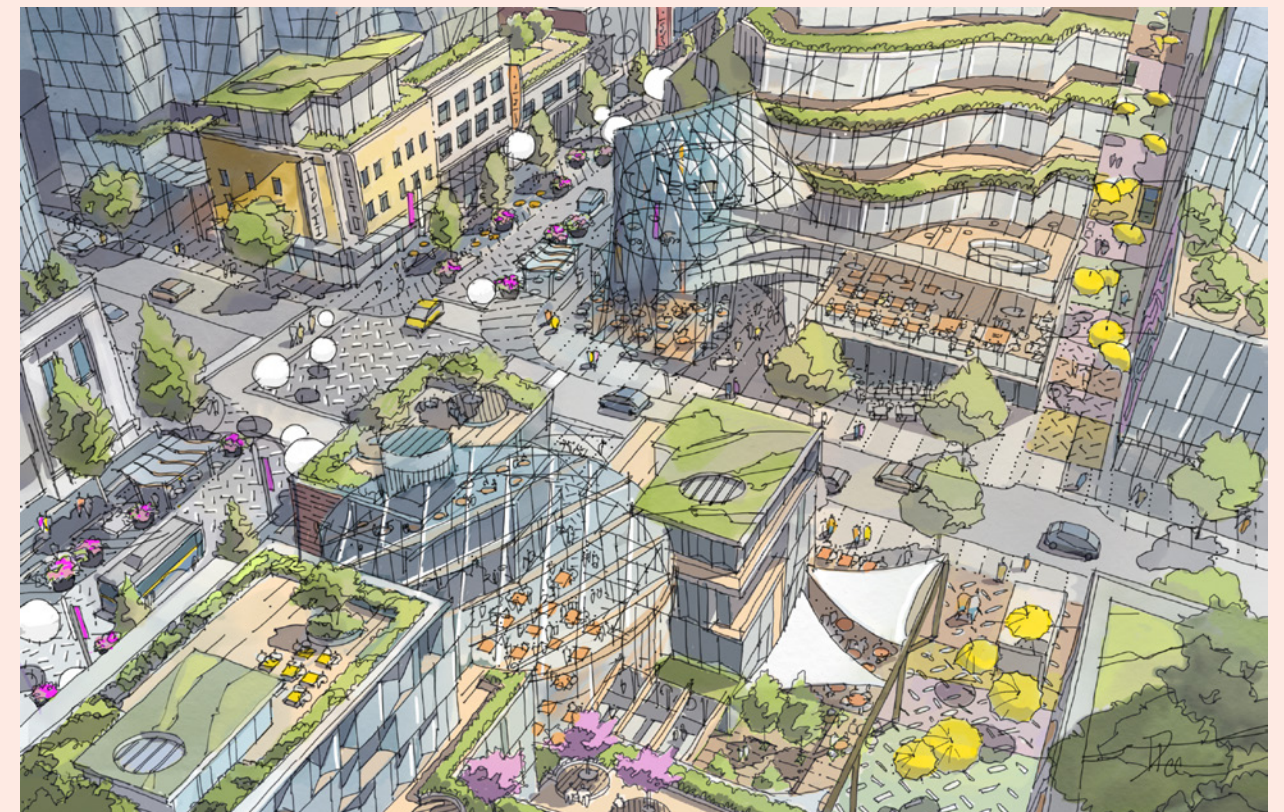
Granville Street Reimagining depicts a vision of Granville Street informed by the recommendations developed by the DVBA and the local business community. This vision is expressed through a series of design principles to explore what's possible and to guide both public and private actions in the future.

GRANVILLE AND NELSON STREET



PWL Partnership Landscape Architects

GRANVILLE AND DAVIE STREET



PWL Partnership Landscape Architects

DEVELOPMENT OPPORTUNITIES AND RECOMMENDATIONS

To realize the vision for the GED, key opportunities and recommendations consider Granville Street as a place to live, work, and play. Each aspect sets forth recommendations to help stakeholders and partners discuss and prioritize these inline with current or planned resources.

A BALANCED AND COMPLETE STREET, CONNECTED TO ITS SURROUNDING NEIGHBOURHOODS

Centrally located and connected by transit, Granville Street is for many the gateway to Downtown Vancouver around which all essential services and amenities are accessible by foot. It is also a connector between different centres from Gastown to Yaletown, the Business District and the West End. Both changing lifestyles and priorities have underlined the need for cities to design streets for people. As a major transit corridor, introducing multimodal transportation options on the street connected to existing routes will transform the streetscape and result in a safer urban environment. A more welcoming street will increase pedestrian traffic and facilitate lingering from one place to another along a lively route. Empty spaces created by vacancies will be filled and the street frontage rebuilt as real estate and economic activity expands and strengthens Granville's main street character.

A fundamental shift is occurring in the way that streets are planned and designed. A people focused approach will have a positive effect on the urban landscape and create places that are as emotionally enriching as they are practically functional. The overall goal is to create a greener, safer and more accessible public street that promotes liveability and enhances public mobility. Developing safe active transportation routes, Granville Street can be reconfigured for Vancouverites so that pedestrians and cyclists can travel to parks, schools, essential services and businesses while further protecting street exposure to road traffic.



RECOMMENDATIONS

PROMOTE AND PLAN FOR ACTIVE TRANSPORTATION

Promoting active transportation to connect Granville Street to the existing pedestrian and cycling network in order to introduce a mixed-use mobility, improve the consumer experience, and drive new audiences along the corridor.

DESIGN A STREET FOR PEOPLE

Pedestrianizing the street through urban design and placemaking initiatives, while promoting attractive living environments to position Granville Street as an attractive urban environment while encouraging alternative transportation options.

STUDY TRAFFIC CAPACITY

Evaluating traffic capacity to explore alternative transit corridors for rapid transportation in order to narrow vehicular transportation, reduce speed, and increase street safety. A more walkable environment will in turn benefit other uses such as restaurant patios and outdoor programming.



CAPITALIZE ON THE GRANVILLE BRIDGE REDESIGN

Improving Granville Street's streetscape and connectivity by capitalizing on the Granville Bridge Redesign initiative. The Granville Bridge project is an opportunity to further connect Granville Street to Granville Island and the waterfront. The new design increases active transportation options and walkability along the corridor, the same design principles and interventions would drastically improve Granville Street's sense of place.

A MORE DIVERSE AND INCLUSIVE STREET

Accessible and diverse streets are particularly important because they are foundational to how people get around and experience urban life. Community engagement initiatives are key to better understand the challenges experienced by different community and minority groups in order to develop inclusive solutions for both residents and businesses. The reimagining of the street will seek multiple views through extensive community engagement to solve accessibility and inclusivity challenges in order to attract people of all ages and backgrounds. Beyond preserving its character and heritage, the transformation of Granville Street through arts and culture will strengthen its sense of community and promote inclusive development.

RECOMMENDATIONS

INDIGENEOUS ACKNOWLEDGEMENT

Building relationships with Indigenous communities around resilience, and empower the community to engage in civic initiatives.

SUPPORT DIVERSITY AND INCLUSIVITY

Partnering with organizations and institutions in the community to advance community-wide racial equity and inclusion and promote neighbourhood diversity.

INVEST IN COMMUNITY ENGAGEMENT

Partnering with organizations in the community to advance community-wide equity and inclusion and promote neighbourhood diversity, while partnering with government institutions to prioritize resources and support minority groups.

CONNECTING PLACEMAKING, QUALITY OF LIFE AND SAFETY

The GED is a direct benefactor of a safe and secure street. There is anecdotal evidence that localized social issues (homelessness and bad street behavior) are impacting the visitor experience and reducing the opportunity to attract repeat visitation while directly impacting the image of Granville Street. The present environment has created an opportunity to redefine the health, safety and wellbeing conversation in the context of developing a 24-hour economy and improving the quality of the experience. Connecting quality of life and safety through placemaking will help realign public perception of safety and wellbeing within the entertainment area. Placemaking activations and gathering areas will in turn create destinations along the corridor and contribute to the street's identity, and increase pedestrian traffic and gathering, and attract new visitors, businesses and investment.

RECOMMENDATIONS

ENSURE PUBLIC SAFETY FOR ALL

Expanding community and industry-led safety programs to solve cleanliness and safety in the area, and communicating on actions introduced by the DVBA and the city. Assessing existing safety programs, with the view to enhance existing approaches to ensure safety and wellbeing both during the daytime and nighttime.

INTRODUCING NEW PLACEMAKING INITIATIVES

Developing street activations to create pocket destinations and beautify the area to increase visitation and promoting attractive living environments.

GREENING THE STREET

Developing new funding mechanisms to implement new gathering places for locals through a pocket park initiative, while ensuring the maintenance of these amenities on the long term.

IMPROVE THE LIVING CONDITIONS OF SROs

Working with BC Housing to improve the living conditions of SRO's and street façades along the corridor as part of the SRO Revitalization Action Plan, and engaging with operators to mitigate specific issues.

A CULTURAL HUB AND GATHERING PLACE FOR ALL

While Granville Street is well known for its nightlife and music venues, the GED is well positioned to become a cultural hub and Downtown Vancouver’s gathering place for all.

Increasing programming efforts in such a way as to promote, and develop cultural experiences is a first step in working with industry partners to focus on arts and culture. The development of new events and festivals will also make a significant contribution to Granville Street’s position as a place of celebration and creation. Such a focus will provide opportunities for businesses and cultural institutions to expand and valorise new experiences. The relocation and future redevelopment of the Vancouver Art Gallery will further reflect arts and culture within the neighbourhood.

The GED is defined to bring people together around an event, a celebration. Reimagining Granville Street as a street for people through infrastructure improvements and creative streetscape activations will attract more people to the area and provide additional performance opportunities for local artists and venues. Improved public infrastructure will result in more placemaking and programming on the streets while new lighting technologies will bring Granville’s neon heritage back to life and improve overall safety. To drive additional traffic to the area, Granville Street’s proximity to surrounding neighbourhoods and major venues, such as BC Place and the Rogers Arena, is a catalyst to further develop activities along the corridor in parallel with key events and encourage audiences to dwell before and after. While Granville Street will welcome major events and festivals, it is also part of Downtown life hosting community-based events from farmers’ markets to art shows.



RECOMMENDATIONS

POSITION GRANVILLE STREET AS A CULTURAL DISTRICT

Positioning Granville Street as an entertainment district by capitalizing on existing assets including music venues and festivals and investing in additional programming initiatives.

CREATE AN EVENT FRAMEWORK

Developing a framework to facilitate programming approvals and initiatives along the corridor, while enabling cultural venues to program the streets, and coordinating all programming initiatives. Reviewing live music and noise regulations to maintain opportunities for venues and musicians, simplifying requirements for creating cultural events in public spaces, and relaxing restrictions for food trucks and other types of pop-up activations.

INVEST IN LIGHT PROGRAMMING INFRASTRUCTURE

Investing in light infrastructure is a tactical approach to facilitate the organization and implementation of programming initiatives.

DEVELOP A HISTORIC PRESERVATION PROGRAM

Developing a historic preservation program to restore and preserve historic façades, while further reinforcing existing assets and its main street environment.

DIVERSIFY CULTURAL PROGRAMMING

Developing more multicultural programming such as cultural festivals to celebrate Vancouver’s diversity and attract different cultural groups to the area.

SUPPORT POP-UP INITIATIVES

Enabling and supporting the variable use of under-utilised public and private spaces and buildings to accommodate small-scale live performance, arts and culture events.

PUBLIC SPACES DESIGNED FOR ARTISTIC EXPRESSION

Public art can provide a new way to experience urban centres and also create attachment to one's community, as illustrated by Knight Foundation's Soul of the Community initiative². Places with strong public art expressions give communities a stronger sense of place and identity, and are more attractive to individuals and businesses.

Public art can be a key factor in establishing a unique and culturally active place. To strengthen GED's brand, public spaces along Granville Street and in surrounding areas will be considered as places to celebrate public art and the local community. Public spaces within the corridor will be reshaped into more engaging and welcoming areas in collaboration with local arts groups. The More Awesome Now Laneway Activation is an example of how to create a much busier and more inclusive place. Similar programs will support more integrated planning and placemaking with Granville Street's vision to enable its 24-hour economy to thrive. By building and reinforcing arts and culture, public art will act as a catalyst for community revitalization and development.

RECOMMENDATIONS

IMPROVING LANEWAYS

Capitalizing and augmenting the laneway initiative around the Granville Street corridor and adapting these to welcome art and culture initiatives as well as restaurant and cafe outdoor seating areas.

DEVELOP A PLACEMAKING PROGRAM

Introducing a Placemaking Program to create innovative art installations in collaboration with the local art community and allocate more public/private space for such activities.

INSTALL PUBLIC AND DIGITAL ART

Exploring public art opportunities along the corridor to collaborate with art groups in order to beautify the corridor, and reinforce its visual identity and sense of place. Supporting new initiatives to illuminate areas such as parks, buildings, natural features, laneways, monuments, artworks and pedestrian pathways in order to increase activity and safety at all times.

VANCOUVER'S FIRST URBAN STREET FESTIVAL

Signature events help define and communicate a destination's brand, while also generating visitor traffic and spending to support local businesses. Even though Granville Street hosts a number of events, such as the TaiwanFest, none rise to the level of a signature event reflecting the identity of the Granville Entertainment District or the authenticity of Granville Street. The introduction of Vancouver's First Urban Street Festival is an opportunity to create a signature event along Granville Street for Downtown Vancouver, and animate the street on a regular basis throughout the year. With Granville Street going pedestrian, retailers, vendors, and venues will activate the street with sidewalk stands, terraces, and performances attracting every walk of life. Locals and visitors will linger on street patios, visit indoor and outdoor exhibits, and enjoy live entertainment. It will become a tradition and the most vibrant street fair in the city. The development, investment and promotion of this event will support the street's brand as a vibrant main street and create important economic impact for local businesses.



RECOMMENDATIONS

DEVELOP NEW SIGNATURE EVENTS

Introducing Vancouver's first street festival bringing retailers, restaurants, bars, artists, music and culture onto the streets on a regular basis to drive activity, reinforce Granville Street as a destination, and support local businesses.

² The Knight Foundation's Soul of the Community initiative surveyed some 43,000 people in 26 communities and found that social offerings, openness and welcome-ness, and, importantly, the aesthetics of a place — its art, parks, and green spaces ranked higher than education, safety, and the local economy as a driver of attachment.

VANCOUVER'S RESTAURANT ROW, A NEW DINING DESTINATION

Restaurants are key to an interesting downtown experience and are a feature amenity to encouraging repeat visitation, attracting a skilled workforce, and boosting the local economy. While surrounding neighbourhoods, such as Gastown and Yaletown, have expanded and diversified their offering in the past decade, fast service restaurants and a shortage of quality restaurants have mostly defined Granville Street. To create a thriving commercial district and improve quality of life, the GED is in the position to create a new dining destination along Granville Street, defined as Downtown Vancouver's Restaurant Row. It will complement existing uses, revitalize the area, provide an unparalleled experience for locals and visitors seeking dynamic dining options, and bring life to the neighbourhood by attracting different population segments. New types of experiences will also attract the attention of the thousand of visitors that attend current venues.

The Restaurant Row is an additional opportunity to attract a thriving restaurant scene downtown to further the street's vision as a vibrant area for residents and visitors, while developing its reputation as a culinary destination. Defined as a collection of dining and beverage establishments, the Restaurant Row will have the capacity to grow along Granville Street based on growing clusters and provide additional visibility to existing and new establishments.

Building on the success of the patio program — to which more than 300 vendors applied in 2020 — extended and permanent patios will only contribute to the Restaurant Row's success and identity. Such measures will help pedestrianize zones for outdoor dining and other public uses and as a result activate streetscapes for a more vibrant and welcoming street.

RECOMMENDATIONS

DEVELOP A RESTAURANT ROW

Attracting new types of restaurants and diversifying the current offering is an opportunity to create a restaurant row in Vancouver for locals and visitors alike. The development of a new generation food hall would reinforce such a positioning.

DEVELOP A PERMANENT PATIO PROGRAM

Developing a permanent patio program based on recent initiatives and advocating for new policies to improve permit applications and accessibility to such options

STREAMLINE LIQUOR LICENSING

Working to align liquor license and seeking further opportunities to streamline approval processes for licensing and planning applications, and to reduce overall approval timeframes.

CURATE AND SUPPORT NEW BUSINESSES

Introducing tenant improvement grants to new and existing restaurants along Granville Street to support exterior improvements in order to improve the customer experience and increase foot traffic.



A 24-HOUR ECONOMY AND A VIBRANT MAIN STREET

A successful 24-hour economy encompasses a breadth of hospitality venues, theatre, live music, festivals, shopping, nightclubs, restaurants and offices, attracts visitors and entrepreneurs, creates jobs and drives the economic development of cities. The development of a vibrant and sustainable 24-hour economy along Granville Street will be vital not only for local businesses, it will be critical to Vancouver's distinctiveness and reputation as an exciting city centre to maintain international visitation, and attract and retain talent.

With more business activity through the day and the night come more opportunities for employment and visitation. The GED attracts most visitors during nighttime, having an increased workforce onsite will drive more foot traffic into these areas during the day, and create a feeling of community connectedness and safety. Increased foot traffic and dwell time result in more customer spending to support surrounding businesses. As businesses grow, demand for commercial space increases, creating new opportunities to fill vacant or dormant spaces. More integrated planning and creative placemaking will encourage the diversification of activities held in public spaces, support a variety of businesses, and nurture cultural development to help entrepreneurs thrive in the 24-hour economy. The development of new cultural experiences and diverse food options will also attract visitors from nearby technology companies and other large businesses around the area.



RECOMMENDATIONS

SUPPORT LOCAL BUSINESSES

Developing a Local Business Program to support and connect businesses with partners and business leaders, and leveraging information developed by other organizations to help businesses identify new markets, and pivot their business model.

DEVELOP A UNIFIED RETAIL STRATEGY

Developing a unified retail strategy and working with property owners to better reflect market trends and identify gaps within the fabric of the neighbourhood to identify and prioritize investments on key streets and diversify the overall commercial mix.

ENCOURAGE THE DEVELOPMENT OF EXPERIENTIAL ENTERTAINMENT

Encouraging private businesses and creative groups to develop new entertainment experiences in line with growing consumer trends from experiential leisure to phygital entertainment.

INTRODUCE A POP-UP RETAIL PROGRAM

Introducing a pop-up retail program to facilitate communications with property owners to welcome artists and local community initiatives in vacant commercial spaces.

INVEST IN ALL SEASON INFRASTRUCTURE

Investing in all season infrastructure is essential to ensure a level of traffic and activity on the street year round and drive traffic to local businesses in direct competition with indoor malls.

SIMPLIFY BUSINESS PERMITS

Advocating for simplified permit approvals and supporting businesses in the process is essential for a rapid recovery and the development of new initiatives by local entrepreneurs.

A NEW INNOVATION CORRIDOR: AN ENGINE OF DEVELOPMENT AND EMPLOYMENT

Innovation corridors are growing in many cities around the world, propelled by the innovation economy and the creative class seeking a more liveable and vibrant environment. Innovation and technology companies have an important role to play in Vancouver's economy, creating thousands of jobs for residents. The city's ascension as a technology hub continues as companies look to establish their presence downtown. For the past two years, Vancouver has been leading North American technology markets in terms of technology job growth according to CBRE. Downtown remains the region's workforce hub. The downtown workforce is estimated to have increased by 11 per cent since 2016 driving demand for office space. Most growth can be attributed to the technology sector.

Downtown and more specifically exciting city environments, such as GED, are increasingly attractive to these companies in order to attract and retain skilled talent. Granville Street's proximity to the Business District and the compatibility of current and future uses favor more office development along the corridor.

RECOMMENDATIONS

ADVOCATE FOR ZONING FLEXIBILITY

Advocating for increased density in specific areas to attract and accommodate new businesses to increase the critical mass and pedestrian traffic during the day to support local retail and vendors. While zoning along Granville Street is relatively diverse, advocating for more flexibility in terms of heights is an opportunity to encourage new developments along the corridor, especially office and hospitality real estate based on levels of demand in Downtown Vancouver. Offices and hotels complement existing entertainment activities while driving

increased traffic and consumption during office hours.

TARGET REGIONAL INNOVATIVE COMPANIES

Attracting innovative companies along Granville Street is a priority to revitalize the neighbourhood and increase the local employment base. A new vision for Granville Street is an opportunity to connect with new sectors and talent pools.





A UNIQUE VISION, AND A DISTINCTIVE CHARACTER

Cultural and Entertainment Districts are growing in many cities around the world, propelled by residents and visitors seeking a diverse and authentic experience. Granville Street's underlying brand is critical when it comes to closing the perception gap and re-igniting its reputation. The GED has had a large number of stakeholders, varying agendas and visions, and at times different perspectives on the opportunities and risks.

Now is the perfect time for the DV BIA to change the conversation in order to ensure that industries continue to thrive, attract and retain the best talent, and support the creative community.

Granville Street Reimagining shines the light on the unique experiences offered by the GED, reinforces its sense of place, and refreshes its vision and brand. To enhance the diversification and vibrancy of Granville Street's offering, there is a need to develop a distinct branding to communicate the GED's unique value proposition, activate local marketing and promotion of cultural and entertainment industries, and realign public perception of health, safety and wellbeing within the destination. A holistic vision of Granville Street is necessary in order to create a common vision and increase the resilience of the main street beyond the GED. A shared vision and approach, agreed early on by all stakeholders remains key to Granville Street's success as a world-class destination that is safe, vibrant and inclusive for citizens, visitors, workers and families alike.

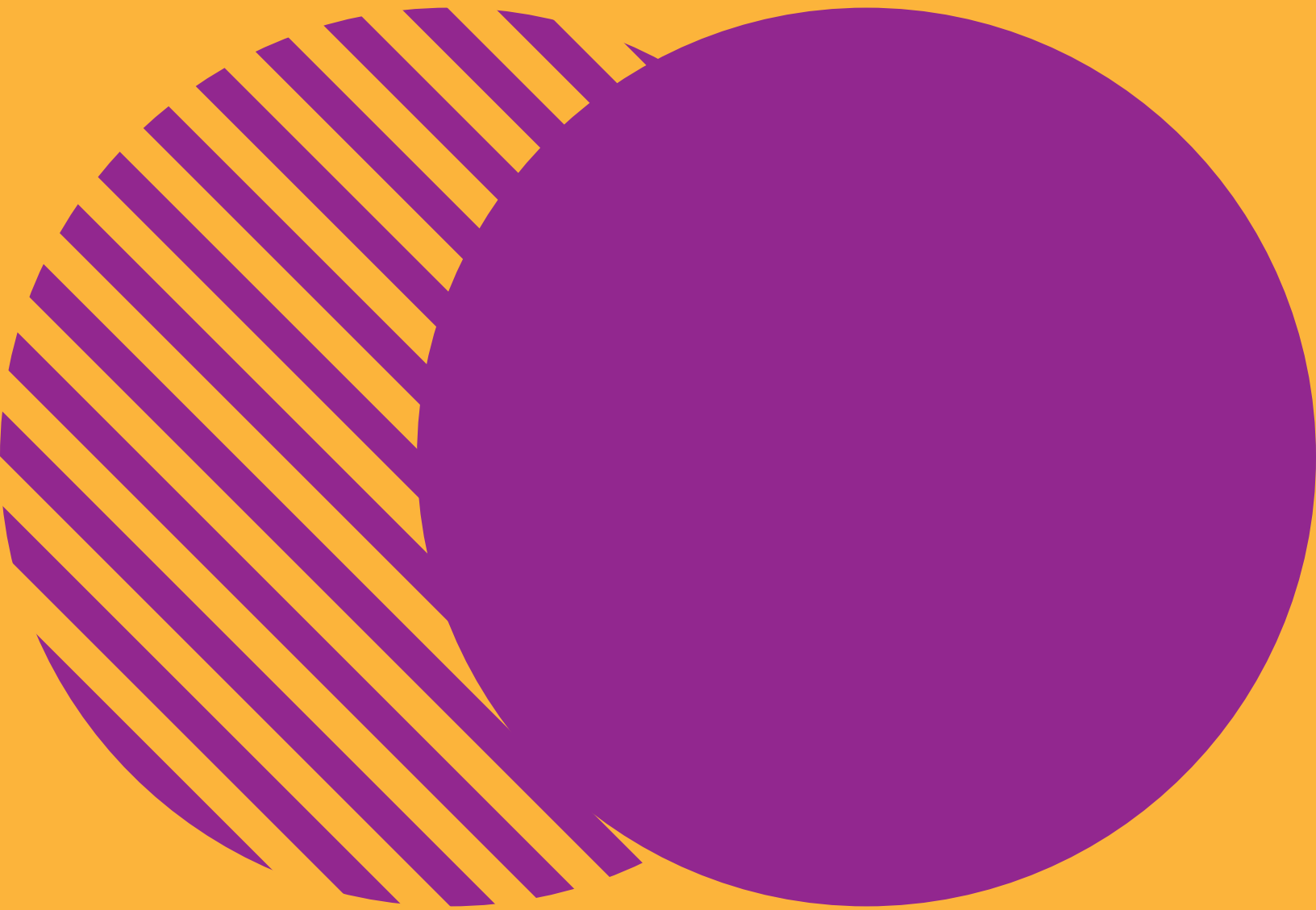
RECOMMENDATIONS

DEVELOP A SHARED VISION

Engaging with local, city and industry stakeholders to develop a shared vision for Granville Street and promote the destination with a strong positioning.

REBRAND AND PROMOTE THE DESTINATION

Rebranding Granville Street and the GED based on the updated vision and positioning and developing a communication and marketing strategy to further promote the destination to locals and visitors.



APPENDIX: COMMERCIAL INVENTORY STUDY

METHODOLOGY

LEGEND

	Cafe
	Comparison
	Convenience
	Development
	Entertainment / Leisure
	FSR
	Hotel
	Office
	QSR
	Services
	Non Retail
	Vacant

DEFINITIONS

LEGEND	RETAIL CATEGORY
Café	Café
Comparison	Adult Store, Apparel Accessories, Books, Multimedia, Electronics, Home Furnishing, Second Hand Store, Sporting Goods, Hobbies
Convenience	Convenience Store, Liquor Store, Pharmacy, Tobacco/ Cannabis Dispensary
Development	Development
Entertainment / Leisure	Entertainment, Leisure, Nightclub, Pub/Bar
FSR	FSR
Hotel	Hotel
NonRetail	NonRetail, Parking Lot
Office	Office
QSR	QSR
Services	Car Rental, Education, Financial Services, Personal Services, Social Services
Undeveloped	Undeveloped
Vacant	Vacant

COMMERCIAL INVENTORY: BENCHMARK

2010	GRANVILLE ST		KING ST WEST		SAINT LAURENT	
	SF	%	SF	%	SF	%
Café	15,224	3%	17,944	2%	24,290	3%
Comparison	127,505	22%	146,684	15%	269,804	33%
Convenience	37,111	6%	113,283	12%	95,675	12%
Entertainment/Leisure	163,827	28%	192,222	20%	140,737	17%
FSR	62,529	11%	140,435	15%	88,502	11%
Office	16,640	3%	173,728	18%	4,175	1%
QSR	29,281	5%	22,890	2%	51,873	6%
Services	77,638	13%	45,423	5%	91,018	11%
Vacant	54,844	9%	102,626	11%	43,008	5%
	584,601		955,236		809,081	

2015	GRANVILLE ST		KING ST WEST		SAINT LAURENT	
	SF	%	SF	%	SF	%
Café	12,829	2%	24,854	2%	41,111	5%
Comparison	131,285	21%	160,894	16%	236,594	29%
Convenience	40,525	7%	118,667	12%	93,061	11%
Entertainment/Leisure	141,614	23%	252,663	25%	142,298	17%
FSR	73,954	12%	188,216	19%	72,388	9%
Office	16,640	3%	136,609	14%	4,175	1%
QSR	51,839	8%	33,609	3%	59,923	7%
Services	65,671	11%	43,311	4%	82,631	10%
Vacant	84,836	14%	46,993	5%	81,265	10%
	619,192		1,005,816		813,445	

2020	GRANVILLE ST		KING ST WEST		SAINT LAURENT	
	SF	%	SF	%	SF	%
Café	11,198	2%	19,241	2%	40,925	5%
Comparison	105,614	17%	91,743	8%	226,820	28%
Convenience	37,387	6%	85,701	8%	93,937	12%
Entertainment/Leisure	148,927	25%	290,922	27%	165,309	20%
FSR	59,997	10%	264,288	24%	71,370	9%
Office	14,032	2%	143,745	13%	13,088	2%
QSR	55,641	9%	33,677	3%	54,780	7%
Services	73,557	12%	62,392	6%	76,207	9%
Vacant	97,841	16%	88,426	8%	70,689	9%
	604,194		1,080,135		813,126	

COMMERCIAL INVENTORY: GRANVILLE STREET

RETAIL INVENTORY - 2010



RETAIL INVENTORY - 2015

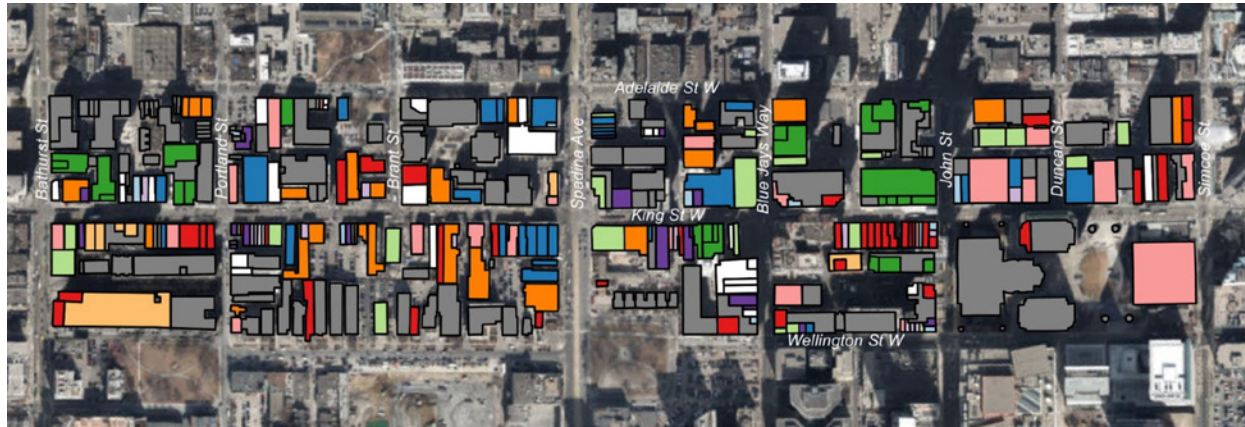


RETAIL INVENTORY - 2020

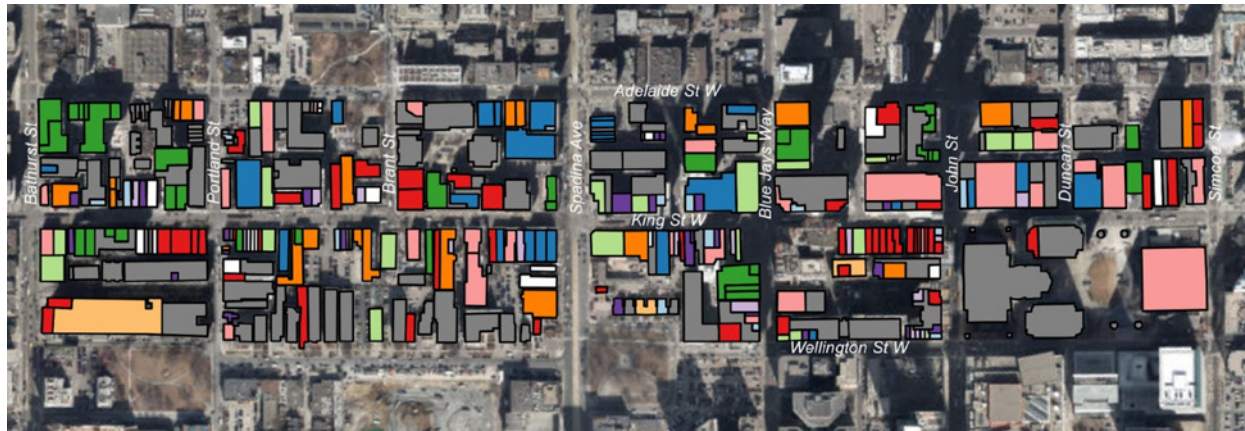


COMMERCIAL INVENTORY: KING STREET

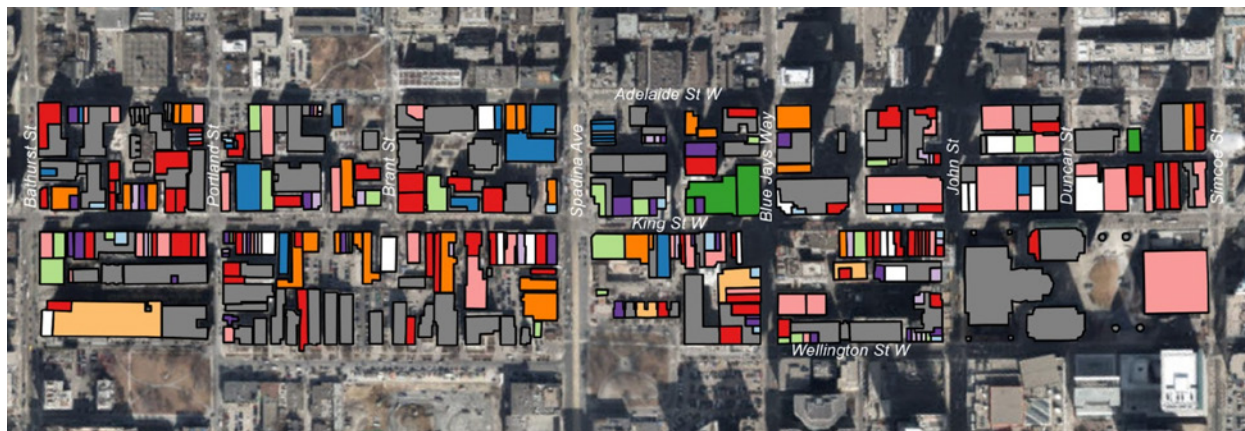
RETAIL INVENTORY - 2010



RETAIL INVENTORY - 2015



RETAIL INVENTORY - 2020



COMMERCIAL INVENTORY: BOULEVARD SAINT-LAURENT

RETAIL INVENTORY - 2010



RETAIL INVENTORY - 2015



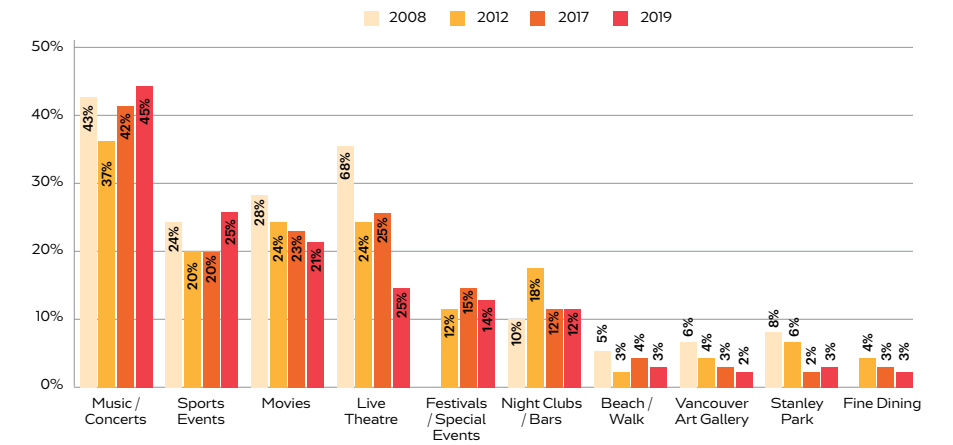
RETAIL INVENTORY - 2020



APPENDIX: DOWNTOWN VANCOUVER SURVEY

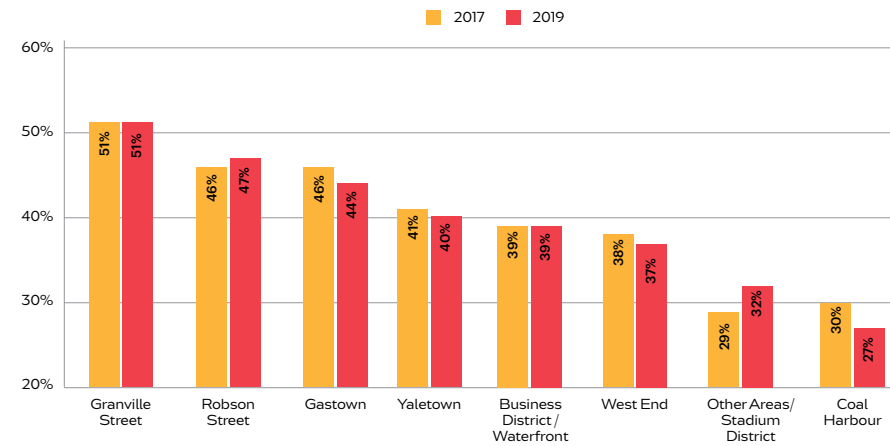
What is the **entertainment** you come to the downtown peninsula for?

Total who visit the Vancouver's downtown peninsula, excluding residents of the downtown peninsula (n=944), Justason Market Intelligence



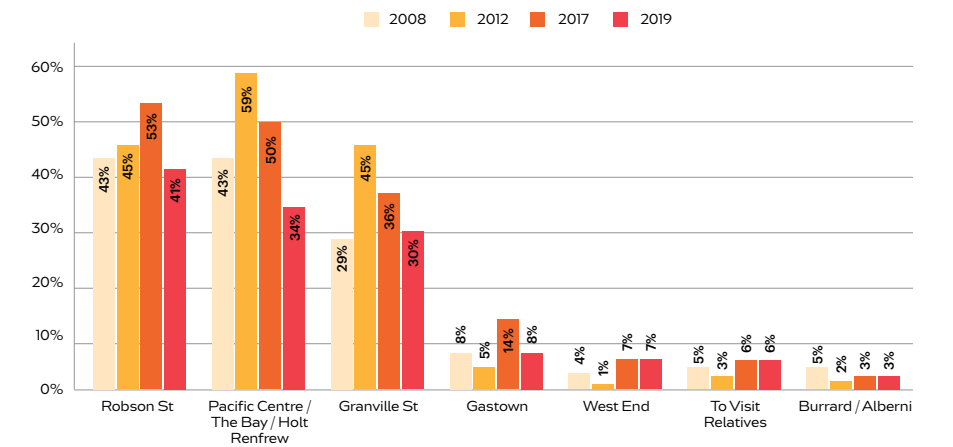
Which areas do you typically **spend the most time** in when you visit the downtown peninsula?

Total who visit the Vancouver's downtown peninsula, excluding residents of the downtown peninsula (n=944), Justason Market Intelligence



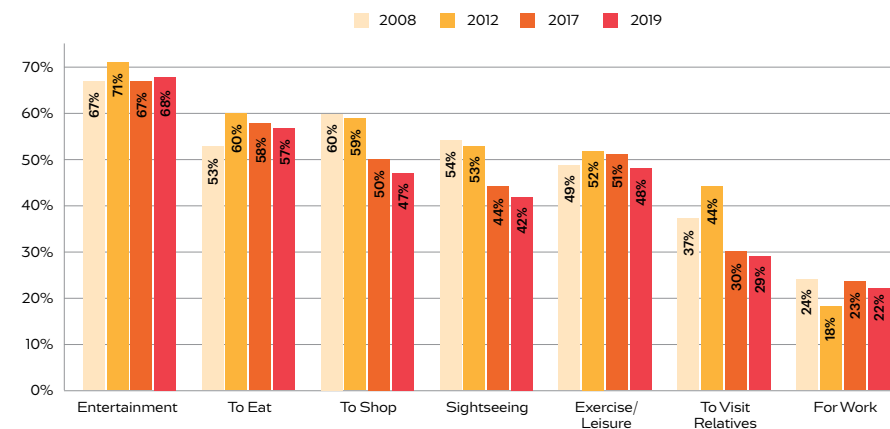
To what part of the downtown peninsula do you usually go to **shop**?

Total who visit the Vancouver's downtown peninsula, excluding residents of the downtown peninsula (n=944), Justason Market Intelligence



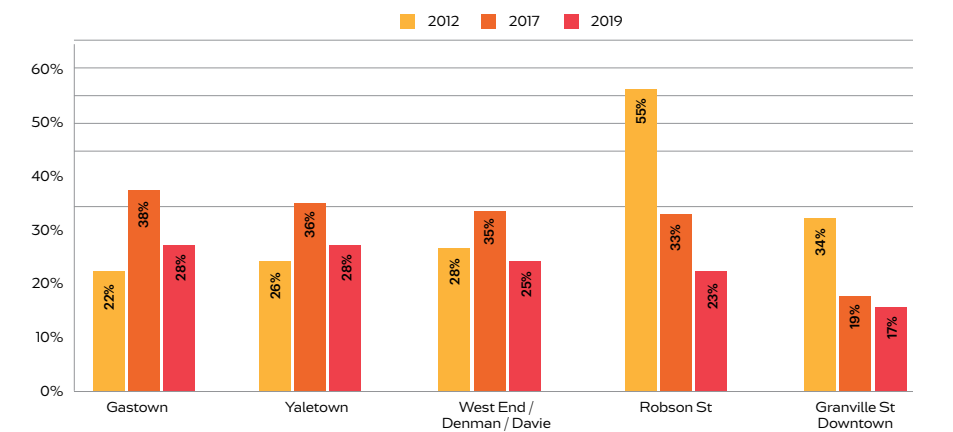
For which of the following **reasons** do you come to the downtown peninsula?

Total who visit the Vancouver's downtown peninsula, excluding residents of the downtown peninsula (n=944), Justason Market Intelligence



To what part of the downtown peninsula do you usually go to **dine out**?

Total who visit the Vancouver's downtown peninsula, excluding residents of the downtown peninsula (n=944), Justason Market Intelligence







THANK YOU



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