

June 7, 2021
Mayor and Council
City of Vancouver



Support for Granville Street Promenade - A People First, Pedestrian Friendly, Summer 2021 Pilot (Member's Motion B.7 – May 19, 2021)

The Downtown Vancouver BIA is strongly supportive of this motion.

This pedestrian promenade will give people a new reason to visit Granville Street and support the businesses that have been disproportionately impacted by the pandemic. It will create the space for people to move around freely and enjoy a restaurant patio or public seating on summer weekends without the noise and disruption of vehicle traffic.

Granville Street functions best when people and pedestrians are prioritized. We saw it thrive during the 2010 Olympics. The area has always been a place that people go to socialize and experience the life of the city. Due to the pandemic, much of the commercial activity on Granville Street has moved out into the street in the form of temporary patios. This has presented an opportunity to enhance the outdoor dining experience by closing the street to vehicle traffic. Vehicle-free streets in Vancouver and other cities have proven to attract diverse visitors and increase economic activity. The Granville Street pedestrian promenade pilot project could become a model for other commercial streets in Vancouver that could equally benefit from traffic closures.

The Downtown Vancouver BIA will commit to helping make the promenade a success. We have a roster of partners that we work with that could program the space. These could include sports demonstrations such as skateboarding, live music and DJs, dance, arts and visual installations. If this motion is approved we will reach out to these partners immediately to begin lining up activations that will abide by

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PRESIDENT AND CEO:

Nolan Marshall III
Downtown Vancouver BIA

provincial health regulations. All DVBIA related public events are intended to be inclusive and accessible to all.

Additionally, we will put out public seating and tables similar to our other public perch areas around downtown, and we will distribute relevant information notices to businesses.

There has been an overwhelming response of support for this motion from the public and business community. Many have taken the time to write and voice their comments to you. There is an urgent need for actions to bring people back to Granville Street, therefore this cannot wait until next summer.

We urge you to vote in favour of this motion on June 8th.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nolan Marshall III', written in a cursive style.

Nolan Marshall III
President & CEO