

July 18, 2022

Mayor and Council
City of Vancouver

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In January 2021, The Downtown Vancouver BIA (DVBIA) released [Granville Reimagined](#), a vision for the Granville Entertainment District that was developed with extensive stakeholder and community engagement. The 800 Granville development proposal that has been submitted to the city, is in alignment with community aspirations, and will preserve historic venues while restoring the retail and cultural prominence of a street that is critically important to all of Downtown. This transformative development opportunity has enthusiastic and widespread support from our stakeholders, and we ask you to advance this project so that it can finally move forward.

The development at 800 Granville will have a significant economic impact. While Granville continues to be an evening entertainment destination, the character of the street must evolve during daytime to be a sustainable destination for visitors and businesses alike. For the past decade, a lack of new investment has resulted in stagnation, and as a result, businesses are suffering, property crime and street disorder are unchecked, and perceptions of the neighbourhood are increasingly negative. Storefront vacancy in the DVBIA is 12.5%, compared to 11.9% across Vancouver, however Granville Street's vacancy rate is double the rest of downtown, with 1 in 4 storefronts currently inactive. Many others are only active in the evening. This must change soon, or we could irrevocably lose the possibility of a reimaged and resurgent Granville Street for the foreseeable future.

The 800 Granville proposal will be a much-needed catalyst for positive change. The 400,000 sf of new office space will dramatically change the weekday and daytime utilization within the GED corridor. The addition of 3,000 to 4,000 new employees is estimated to generate about \$23 million in annual spending in the local area. This will directly impact the viability of street level businesses in retail, restaurant, and service industries, and will enable employers to provide additional job opportunities on Granville Street.

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Downtown Vancouver BIA

Finally, improvements to the Commodore performance venue will allow for more capacity of shows throughout the year. The Commodore is an invaluable part of the City's cultural history and continues to be a much-loved venue. This development seeks to restore, protect, and enhance this building so that it can be enjoyed by future generations.

The 800 Granville development is a crucial opportunity to spur economic recovery in an area of Vancouver that will continue to spiral without a significant investment.

We strongly ask you to advance this proposal so that it can be approved as urgently and expeditiously as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Nolan Marshall III". The signature is fluid and cursive, with a prominent initial "N" and "M".

Nolan Marshall III
President & CEO