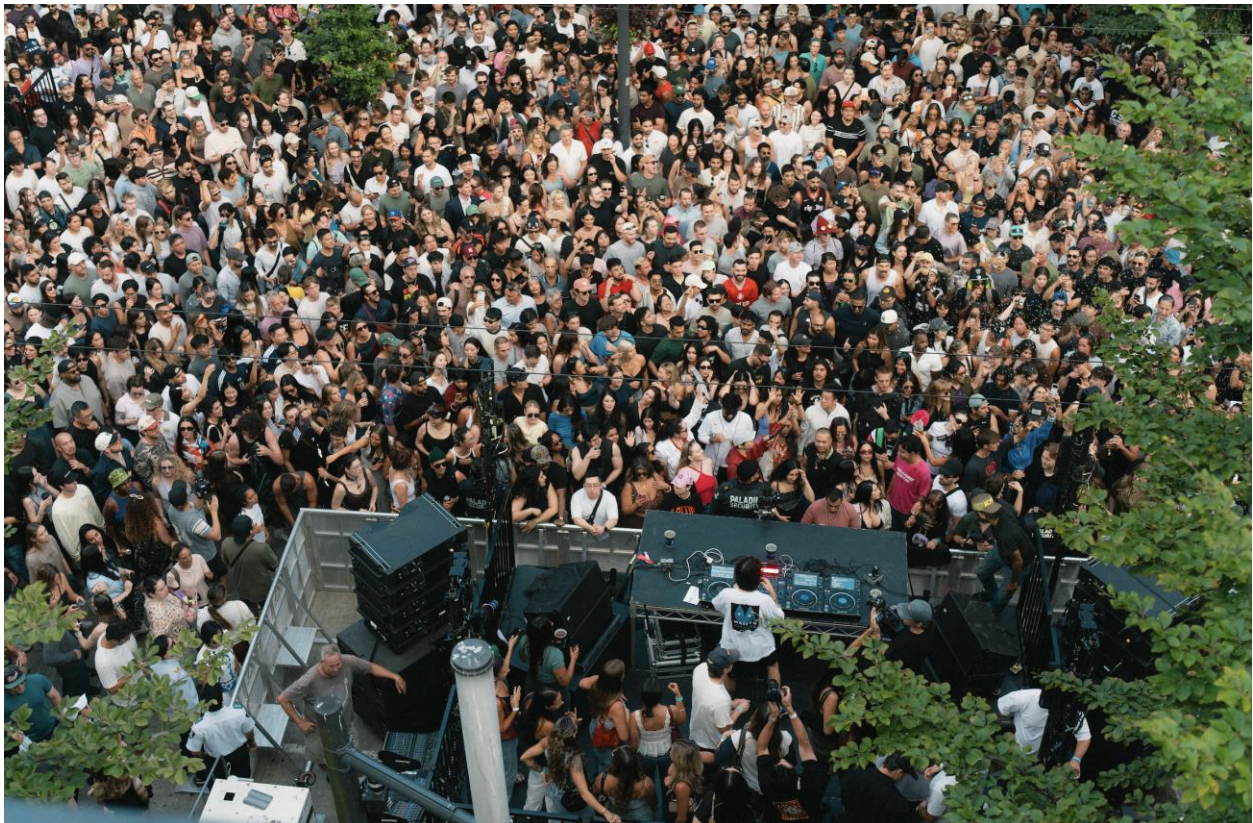


FOR IMMEDIATE RELEASE

INITIAL RESULTS POINT TO A SUCCESSFUL SUMMER ON GRANVILLE STREET



Seven-week pedestrian zone extension attracted new audiences, supported local businesses, and provided valuable insights for future summer programming.

(Media Kit)

SEPTEMBER 9, 2026, 7 AM PST - (VANCOUVER, B.C.) - The seven-week extension of the Granville Street Pedestrian Zone concluded on September 7, 2026, marking the end of an important summer for the Granville Entertainment District.

The 2026 FIFA World Cup brought extraordinary energy and momentum to Granville Street. Extending the pedestrian zone provided an opportunity to build on that momentum, test new ideas, and begin establishing a sustainable model for activating the street in future summers.



Based on observations and feedback from businesses, visitors, residents and community partners, the Downtown Vancouver Business Improvement Association (Downtown Van) is encouraged by the initial results and the level of public support.

“The Granville Pedestrian Zone allowed people to experience the street differently,” said Jane Talbot, President and CEO of Downtown Van. “It brought new energy to Granville, attracted people who may not otherwise have visited, and created opportunities for businesses throughout the district. Not every block or every business experienced the same results, and we know there is more work to do. But we learned a great deal this summer and saw enough success to be very encouraged about what is possible.”

Organized within a short planning period, the extension included special events, family programming, live entertainment, markets, workshops, and business promotions designed to attract people to the street and encourage them to stay longer.

A surprise Felix Cartal performance organized by the BIA brought more than 3,000 people to Granville Street, while the Downtown Van x Plug Vancouver Belmont Cameli look-a-like contest generated national and international media attention. Smaller activities, including a baby rave, soccer tennis, dance lessons, and family programming, helped attract a broader range of visitors at different times of day.

Restaurants, bars and other hospitality businesses reported significant successes, with some experiencing record-breaking sales or unusually strong customer volumes. Retailers also tested creative approaches to engaging pedestrians and introducing new customers to their businesses. Results varied by business and by block, which will be an important part of the final analysis.

“Organizing a seven-week extension within such a short planning window was an enormous undertaking for the Downtown Van team,” said city planner and former Vancouver Chief Planner Brent Toderian, who advised Downtown Van throughout the extension. “Given the unusual speed and the serious need for a turning point for the challenged street, I think this has been one of the toughest and most important street transformation pilots in North America. To me it’s been a strategic success, but the hard work is just getting started.”



Over the coming months, Downtown Van will work with the City of Vancouver to complete a detailed, data-informed assessment of the pedestrian zone and its economic and social impacts. The assessment will consider available data alongside feedback from businesses, visitors, residents, and partners, including the different experiences of individual blocks and business sectors. The report is slated to be ready by winter.

The findings will help determine which programs were most effective, how the pedestrian zone affected visitation and business activity, and what changes should be made in future years.

“This summer demonstrated that Granville Street can change and that people want to spend time there,” added Talbot. “We now have a much clearer understanding of both the opportunities and the challenges, and we are better positioned to build on this experience in the years ahead.”

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About Downtown Van

Downtown Vancouver Business Improvement Association represents approximately 8,000 businesses and 130,000 workers across 90 blocks of Vancouver’s central business district. Downtown Van champions a vibrant, prosperous, and welcoming downtown through advocacy, placemaking, economic development, marketing, cleanliness, and community safety. Learn more at www.dtvancouver.ca (on social @downtownvan)

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