



ReIMAGINE
DOWNTOWN
VANCOUVER



DOWNTOWN VANCOUVER RE-IMAGINED A SUMMARY



“Vancouver is still an adolescent not realizing it's becoming an adult and not knowing what it wants to be when it grows up. The fact of the matter is it's going to grow up really fast and if we don't get ahold of it, other people will determine how we'll grow up.”

- Bing Thom, Architect



HERE WE ARE IN DOWNTOWN VANCOUVER IN 2040:

A twenty-four hour mash-up of commerce, culture, creativity and community.

An equitable, sustainable and friendly city that celebrates its waterfront setting, and where multi-cultural vibrancy, entrepreneurship and innovation are alive and well.

A city where protected nature and creative urbanism successfully cohabit: a model of environmental, social and economic sustainability.

And a city where digital technology is embraced, connecting us to the issues of the day, both locally and around the globe, eastward to Europe and westward to Asia, our abiding dipoles of influence. Where we are ten seconds away from our neighbours or ten hours from global capitals.

Downtown Vancouver: Where everyone is welcomed and wants to be.

RE-IMAGINING DOWNTOWN VANCOUVER: IDEAS FOR OUR FUTURE

Over 11,000 individuals provided ideas on how they wanted downtown Vancouver to evolve over the next 25 years. Here is a curated list of what we heard divided into three categories: People, Places & Business.



IN PARTNERSHIP WITH



ENGAGING THE WORLD

People:

- Local developers, non-profits, and social enterprises have developed new partnerships with federal, provincial, and municipal governments to **offer a variety of housing options that reflect the diverse mix of people who want to live in downtown Vancouver.**
- Activation of our alleyways and sidewalk enhancements have **increased the number of “eyes on the street”** making downtown Vancouver safer and more welcoming.
- Downtown Vancouver is home to a diverse collection of free public art that inspires curiosity, playfulness, and interaction. These installations have promoted **increased public engagement** and helped us **overcome our past reputation as an “unfriendly” city.**

Places:

- Downtown Vancouver is **recognized as an “architectural leader”** featuring a mix of heritage and modern buildings. Our distinctive skyline is internationally renowned as “colourful” and “conversation worthy.”
- Downtown Vancouver is a **common gathering place**, full of culture and art. It is a place that defines and sets our city apart from the average – just as much as our natural setting.
- Downtown Vancouver is home to **a connected series of “activated alleyways”** that are welcoming spaces with lots of “hidden gems” to discover, including galleries, restaurants, and “art walls” where graffiti and visual storytelling are welcomed.

Business:

- Downtown Vancouver has become an **international business nexus**, attracting several multinational headquarters with its unique location (equi-distant from Europe and Asia), multicultural population, and variety of urban and natural amenities.
- There are **streamlined rules and regulations for local businesses**, resulting in an increase in the number of unique businesses and entertainment options in the downtown.
- Downtown Vancouver is an **incubator for local businesses and social entrepreneurs** and features an array of unique, community-oriented shops, services and co-working spaces.

LEADING TOGETHER

The DV BIA doesn't own these ideas; they belong to the people that dreamed them. We look forward to working together to embrace this vision and make the ideas listed in this report a reality.

View the full report at: reimaginedowntown.com