



## MEMORANDUM

TO: Becky Coutinho, Bryan Snodgrass, Mark Person  
FROM: Jamin Kimmell, Pauline Ruegg, Paul Runge  
DATE: June 1, 2023  
PROJECT: City of Vancouver: Evergreen-Grand Commercial Corridor Code Update & Implementation Plan  
RE: **Overview of the Evergreen-Grand Corridor Implementation Plan**

---

### Executive Summary

The Evergreen-Grand Corridor Implementation Plan (the Plan) recommends City actions to take alongside zoning changes to support the intent of the Evergreen-Grand Corridor Strategy. The Plan contains four sections, each pertaining to a different action area: Housing and Economic Development, Urban Design, Mobility, and Parking. The bullets below offer a high-level summary of the core approaches recommended for each section.

#### Housing and Economic Development

- Support the creation and operation of a Business District Organization that can take targeted action to improve economic conditions along the corridor
- Leverage existing funding streams and programs to support the corridor's economic activity and development

#### Urban Design

- Find partners, funding, and champions for small-scale physical improvements to the corridors as well as programming that activates the corridor as a gathering space
- Create and reinforce a corridor identity through collective branding and brand-aligned improvements to the urban fabric.

## Mobility

- Leverage ongoing infrastructure investments in the area to make incremental improvements to the corridors' connectivity and function
- Invest in targeted safety and traffic calming improvements

## Parking

- Study on-street parking inventory, utilization, and expansion opportunities
- Support non-car transportation modes to reduce demand for car parking

---

# Understanding The Implementation Plan

## Purpose

The purpose of the implementation plan is to:

- Augment forthcoming development code updates with a set of parallel, complementary actions and programs
- Prioritize actions to aid the City in determining the sequence of implementation
- Clearly delineate roles, steps to completion, and the level of effort and resources necessary to outline the way forward

Together with the LUC updates, the Plan should set the City on an achievable and thoughtful course toward a more vibrant Evergreen and Grand corridor.

## Structure

The implementation plan is organized into four sections, each with a high-level goal:

1. **Housing and Economic Development:** Provide ample opportunities for small-scale, locally owned businesses to thrive, while maintaining livability for current and future residents.
2. **Urban Design:** Create public and private spaces that are inclusive, integrated, and contribute positively to the livability of the corridor.
3. **Mobility:** Establish a balanced, multi-modal network of motor vehicle, transit, walking, and biking routes through the corridor.
4. **Parking:** Provide adequate parking to serve existing uses and future development.

Each goal is broken down into corresponding subgoals and actions. Each subgoal and action has a text description as well as additional space for the City to clarify key

implementation details: the lead department responsible, key partners, the resources and processes needed, and the level of urgency or time priority. These goals stem directly from the Evergreen Corridor Strategy adopted by the City in 2022 and reflect the City and community input solicited through extensive community engagement.

As a comprehensive matrix, the Plan will help guide the City and map a comprehensive course of action to implement the Evergreen Corridor Strategy. The detailed strategies around delegating responsibilities, identifying contingencies, and triaging actions based on priority and resource-intensiveness position the City to act quickly and effectively. The City will be poised to act quickly on top priorities, as well as low-hanging fruit, supporting LUC amendments with complementary policies and programs that demonstrate the City's full commitment to the Evergreen Grand Corridor Vision.