

BROADWAY PLAN

Phase 2 - Emerging Directions Virtual Open House Engagement Summary

Emerging Directions | February 16 – March 31 2021

CITY OF VANCOUVER



View West from W Broadway and Cambie Street - Crossroads building

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Mural on the side of the Native Education College by Jerry Whitehead, Sharifah Marsden, and Corey Bulpit

1. First Peoples

The Broadway planning process aims to recognize the living culture and history of the Musqueam, Squamish and Tsleil-Waututh peoples.

The City of Vancouver is on the traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples. The Nations have a spiritual, cultural, and economic connection to the land since time immemorial. Vancouver and 95 percent of British Columbia are located on the unceded territory of First Nations. The term unceded acknowledges the dispossession of the land and the inherent rights that the Nations hold to the territory. The term serves as a reminder that Musqueam, Squamish and Tsleil-Waututh have never left their territories and will always retain their jurisdiction and relationships with the territory.

CITY OF VANCOUVER

Vancouver City Council has endorsed the United Nations Declaration on the Rights of Indigenous Peoples, in 2013, and has designated the City as a City of Reconciliation. In 2014, we committed to achieve the following goals:

- Strengthen local First Nations and Urban Indigenous Relations,
- Promote Indigenous peoples arts, culture, awareness and understanding, and
- Incorporate First Nations and Urban Indigenous perspectives for effective City services.

There are a number of resources available to learn more about the historical and current relationship the Nations have with the land which is now known as the City of Vancouver.

Their websites contain plentiful information about their histories, cultures, governance, and ways of affirming their continuity on these lands:

Musqueam Indian Band:
musqueam.bc.ca

Squamish Nation:
squamish.net

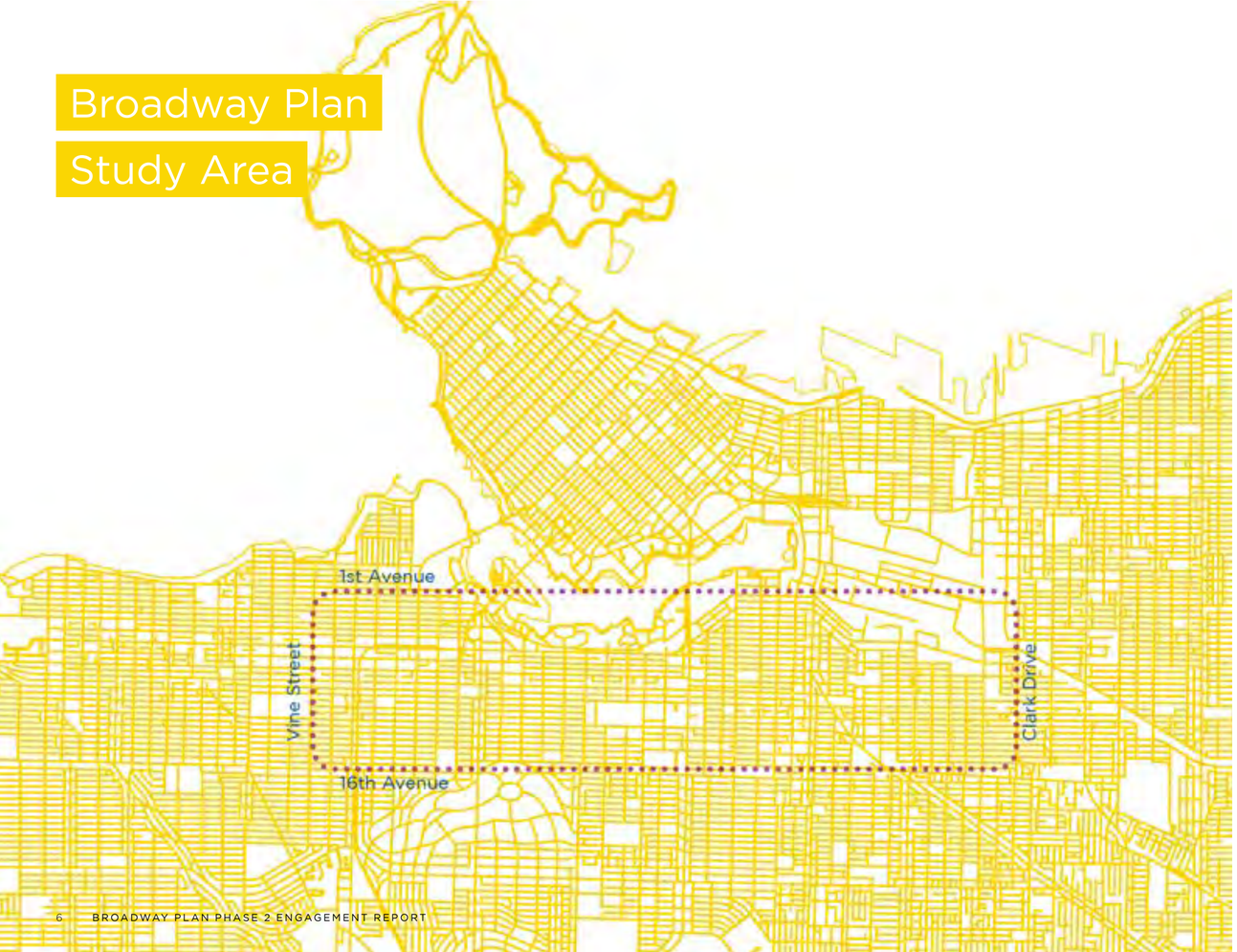
Tsleil-Waututh Nation:
twnation.ca

Please visit our website to learn more about Vancouver's designation as a City of Reconciliation and the Musqueam, Squamish and Tsleil-Waututh Nations:

vancouver.ca/people-programs/city-of-reconciliation.aspx

vancouver.ca/files/cov/First-Peoples-A-Guide-for-Newcomers.pdf

Broadway Plan Study Area



2. About the Broadway Plan and about this report

ABOUT THE BROADWAY PLAN

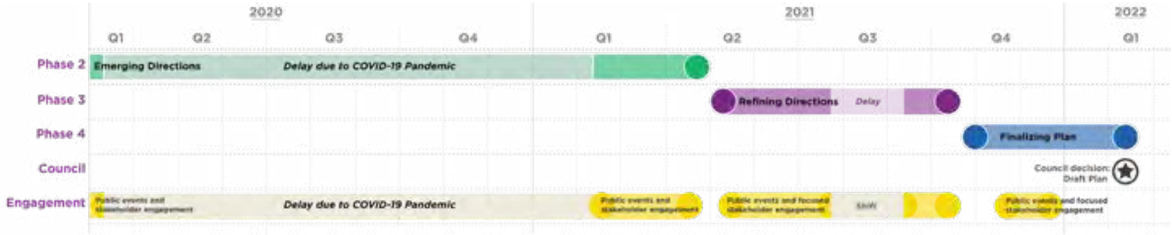
In March 2019, a two-year multi-phase planning process was launched to create a comprehensive Broadway Plan to integrate opportunities for new housing, jobs and amenities around the new Broadway Subway. The plan will guide future growth, change and public benefits within the Broadway Plan study area.

The Broadway planning process has been extended due to delays from the COVID-19 pandemic. The overall planning process continues to move forward with a recalibrated timeline and approach to public engagement that is aligned with public health guidelines. Public health measures have temporarily restricted large gatherings like open houses, public meetings, and other in-person engagement activities. The recalibrated planning program anticipates a draft plan for Council's consideration in early 2022, following robust community engagement at each phase of the process.

ABOUT THIS REPORT

The Broadway Plan's approach to public engagement takes into account the diverse and distinct neighbourhood characters of Kitsilano, Fairview, Mount Pleasant and False Creek Flats. The Phase 2 Engagement Report summarizes key feedback that emerged during the virtual open house held from February 16 to March 31, 2021. The intention of this phase of engagement was to conduct focused and broad engagement on the Broadway Plan's Phase 2 Emerging Directions that introduced area wide policy and areas for growth and change.

RECALIBRATED BROADWAY PLANNING PROCESS - AS OF AUGUST 2021





3. ENGAGEMENT OBJECTIVES

In 2018, Council approved the Broadway Plan Terms of Reference that included overall engagement objectives:

"The outreach and engagement process will be inclusive to include and involve a broad range of interested parties: local businesses, local residents, and citizens from across the City, property owners, tenants, workers, business owners, transit and mobility stakeholders (including TransLink and Metro Vancouver interests) real estate development interests, academic institutions, and other stakeholder groups."

"The Broadway planning program will embrace an approach that both considers the role of Broadway in the larger context of the City Core and region (allowing for broad participation in the planning process) but also allows for local neighbourhood-level engagement that acknowledges the diversity of the neighbourhoods and interests through the Broadway Plan Study Area. This will allow for meaningful dialogue that addresses the unique context of new station areas. In addition to broad outreach and neighbourhood level engagement, specific attention will be given to ensure local businesses have an opportunity to provide input by designing an outreach program to accommodate business hours and availability."

3. Engagement objectives

BE INCLUSIVE

An accessible, inclusive process will be used to engage the broadest possible range of people, including those with varying cultural backgrounds, ages, incomes, and tenures. The planning process will also ensure early in the process that the broader business and resident community is aware of the planning program and that their participation is important in shaping the plan.

BE STRATEGIC

The areas considered for change will be limited to strategic areas only and adjusted through consultation with businesses and the community.

TAKE TIME NEEDED

Accommodating growth and exploring change in an established urban context with distinct surrounding neighbourhoods is a complex endeavour and warrants sufficient time to work through the assets, issues and opportunities with the community.

BE VISUAL

Enhancing communication through high quality visual tools and materials (e.g., renderings, illustrations, photos, drawings, models, etc.) will help articulate complex issues increasing the local businesses and residents understand the scale of change being explored, allowing for informed and empowered decision-making.

BE CLEAR AND TRANSPARENT

All stages of the planning process will be open and transparent and all decisions made should have a clear rationale that is available to all members of the community. The planning process and final products will be developed with user-friendly language and graphics. The scope of the plan, the key decision points, and the role of all participants will be clearly identified. When a final product is ready for consideration by City Council, Staff will ensure that Council, before making decisions, is made aware of the range of community opinion, technical documentation, and any other necessary information.

HAVE A SMALL GROUP FOCUS

While use of a variety of consultation tools is important for reaching the diversity of businesses and residents in the area, smaller group sessions that arrive out of sub-area identification are especially conducive to meaningful dialogue, and are particularly constructive when working through any core issues that may arise through the planning program.

BE FLEXIBLE, ADAPTIVE, AND RESPONSIVE

The consultation program will adapt and respond, as necessary, to address community priorities including any core issues that arise throughout the program.

ACTION WHILE PLANNING

Where possible the Planning Program will blend process and action - undertaking planning work at the same time as facilitating timely action on pressing issues and other 'action' opportunities which may emerge. These issues may include matters associated with transportation, local business, place-making, sustainability, housing and homelessness, public safety, health, food security, "greenest city" goals, etc.

Success for this initiative will be measured by the degree of awareness of both the Broadway planning process itself and of the diverse opportunities to provide input across a wide range of stakeholders and members of the general public.

4. Broadway Plan Guiding Principles

Adopted by Council
October 22, 2019



SUPPORT RECONCILIATION WITH FIRST NATIONS AND URBAN INDIGENOUS PEOPLES

The Broadway Plan area is within the unceded homelands of the Musqueam, Squamish, and Tsleil-Waututh Nations. It is also home to diverse Urban Indigenous communities. Musqueam, Squamish, and Tsleil-Waututh voices and visibility on the land should be supported, along with opportunities to support Indigenous peoples' cultures and art.



FOSTER A ROBUST AND DIVERSE ECONOMY

The amount and diversity of job space should be increased to strengthen Central Broadway as the Province's second largest jobs centre, particularly in the Uptown area. Industrial and mixed employment lands should be retained and foster an evolving creative economy. Key shopping villages and opportunities for small and local businesses should be enhanced, including new neighbourhoodserving shops and services.

DEMONSTRATE LEADERSHIP IN SUSTAINABILITY AND RESILIENCE

New development, streets, parks and public spaces should enhance neighbourhood environmental systems, reduce carbon emissions, and be sustainable and resilient to climate change. An integrated water management approach including green infrastructure should be used to capture, clean and reuse rainwater within watersheds, enhance the natural environment, and provide long term resilience as well as co-benefits such as public space or active transportation improvements. Innovative approaches to reduce carbon emissions in building operation and construction should be introduced, and zero emissions vehicles should be supported.





SUPPORT AFFORDABLE, DIVERSE, EQUITABLE AND INCLUSIVE COMPLETE NEIGHBOURHOODS

Leveraging the investment in the Broadway Subway, new housing opportunities (particularly purpose built market and below-market rental and social and supportive housing) close to transit should be expanded for a diversity of household types, incomes, and backgrounds, while retaining and reinvesting in existing older rental housing and with the goal that renters can remain in the neighbourhood at affordable rates. Neighbourhoods should be liveable and meet the needs of all ages, incomes and abilities and include amenities, jobs, shops, services, and community facilities and services (e.g. childcare and neighbourhood houses), as well as opportunities for arts and cultural activities. Residents should live within an easy walk or roll of their daily needs



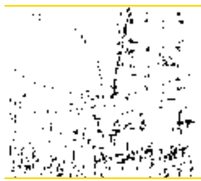
ENCOURAGE CONTEXTUAL DESIGN

New development should include architecture and building forms that respond to the evolving local context, including topography and elements of neighbourhood character (i.e. terracing, access to views and light, green and leafy streetscapes, variety of building materials, gardens, etc.), as well as the new Broadway Subway.

RECOGNIZE AND ENHANCE THE AREA'S DISTINCTIVE NEIGHBOURHOODS AND PLACES

The distinctive qualities of neighbourhoods, such as green and leafy residential streets, shopping villages, and heritage and cultural resources, should be retained and enhanced, while integrating new housing and job space.





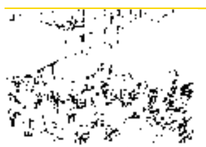
ENHANCE BROADWAY AS A GREAT STREET

Broadway should be enhanced as a street of special significance—a Great Street—with a series of unique and vibrant places to live, work, visit and play. Street design, new development, public spaces, and businesses should contribute to a delightful experience for everyone and lively gathering places, and help create distinct character areas along Broadway that also serve the local neighbourhoods.

PROVIDE AND SUPPORT HEALTHY TRANSPORTATION OPTIONS

A network of Complete Streets should be created to provide people of all ages and abilities with high quality walking, cycling, transit and other shared mobility options, including strong connections to the Broadway Subway stations. Connections within and between neighbourhoods should be enhanced to provide direct access to shops and services, amenities, jobs and transit. Goods movement, loading and servicing needs should be supported.





CREATE AND ENHANCE PARKS AND PUBLIC SPACES

Diverse places for public life should be integrated along key shopping streets and throughout neighbourhoods to foster walkability and human health, and create pportunities for social connection, cultural expression (e.g. public art), recreation and play, and access to nature Parks and public spaces should respond to local context, such asunique views or adjacent businesses.

5. HOW WE ENGAGED:
EMERGING DIRECTIONS VIRTUAL OPEN HOUSE

This report is the result of an engagement phase that involved about 3,500+ people who live, work, play, shop, and learn in the neighbourhoods in the Broadway area.

5A. ABOUT THE VIRTUAL OPEN HOUSES

Due to the COVID19 pandemic and public health measures, the City was unable to hold traditional in-person open houses and activities. A virtual open house was hosted on the City's ShapeYourCity website. Here we shared detailed information boards, the Emerging Directions Highlight Booklet (translated in Simplified Chinese, Arabic, and Spanish), an interactive StoryMap tool, a survey, question and answer tool, and information about how to engage in various online events and workshops.



Survey



Emerging Directions highlight booklet



StoryMap

5B. ENGAGEMENT EVENTS FROM PHASE 2

Emerging Directions Survey
2608
Responses

Emerging Directions Workshops (4)
135
Participants

Stakeholder Information Meeting
22
Participants

Hard Copy Booklet Outreach
660
Booklets distributed

Mount Pleasant Neighbourhood House Workshops (5)
61
Participants

Office Hours
10
Meetings

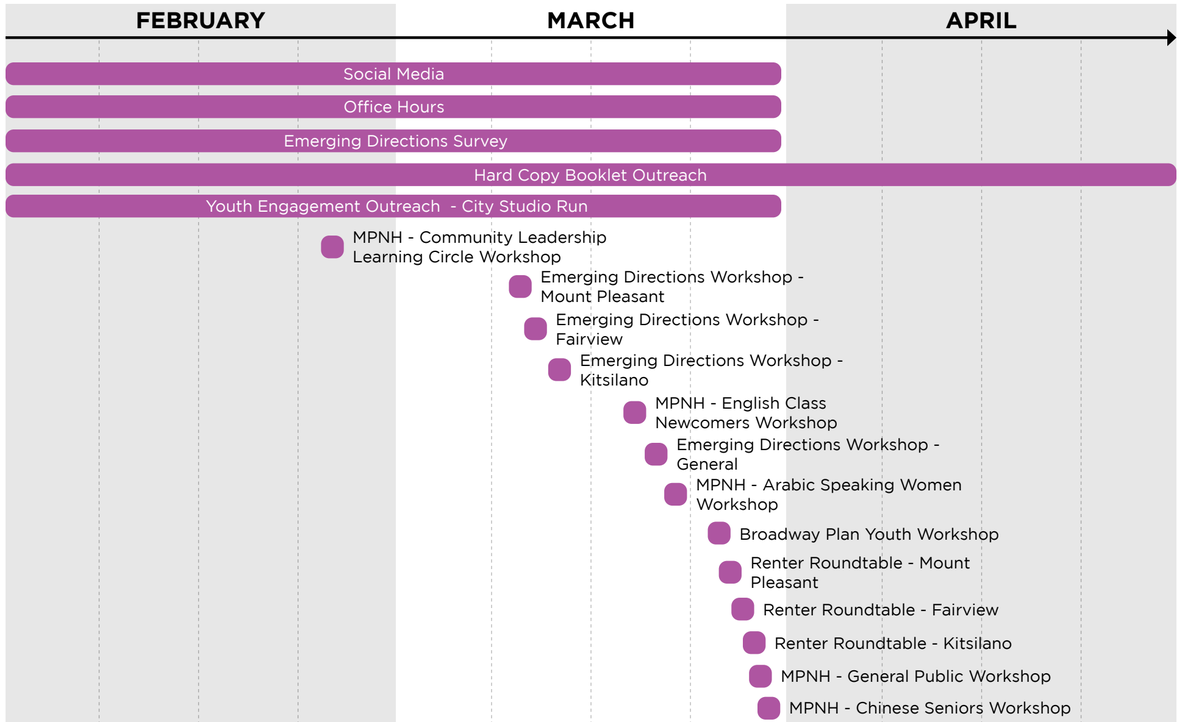
Renter Roundtable (3)
35
People

Youth Engagement (City Studio)
60
Youth

3,500+ people were engaged during Phase 2 (Part 2)

17 Phase 2 (Part 2) Engagement Events

5C. PHASE 2 ENGAGEMENT PROCESS



5D. COMMUNICATIONS

Print and digital forms of communication were used to notify the public and stakeholders about the Emerging Directions Virtual Open House.

88,950

Postcards

print postcards were mailed to residents, businesses and property owners

7

Bus stop ads

placed across each of the Broadway neighbourhoods along Broadway

2

Newspaper advertisements

advertisements were placed in Vancouver's community newspapers

» Listserv email - 1,603 people are currently registered to receive emails from the Broadway Plan Team.

» Social media- A paid social media campaign was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan virtual open house.

5E. SOCIAL MEDIA OUTREACH

Social media was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan study area. Through the hashtag #BroadwayPlan and #MyBroadway, we have been able to review Twitter and Facebook responses to help inform the ideas and opportunities for consideration as part of Phase 2 engagement.

	Impressions:	Engagements:
Total (across all channels):	**576,499**	**14,535**



16,532

Impressions

on Facebook

73,384

Impressions

on Instagram

161,293

Impressions

on Twitter

5F. SHAPEYOURCITY.CA/BROADWAY-PLAN

The Broadway Plan's ShapeYourCity page (shapeyourcity.ca/broadway-plan) was the digital home of the virtual open house. This tool was invaluable during this time since gathering in person was prohibited due to public health measures. The project team formatted this page in such a way that it replicated the in-person experience as much as possible. The webpage housed a range of information such as information on the planning process, engagement tools, engagement opportunities, and hosted all the relevant background documents from the current and previous phases, such as:

- Emerging Directions Information Boards
- Emerging Directions Highlight Booklets
- Links to the interactive StoryMap tool
- Neighbourhood Profiles
- Area Profile
- Previous engagement materials and summaries

15,500

Visits

2,100 informed

79

Questions asked using the Q & A tool

1,250

Documents downloaded

5G. STORYMAPS: INTERACTIVE MAPS OUTLINING HIGHLIGHTS OF THE EMERGING DIRECTIONS



An interactive mapping tool that combined text, images, and maps was used to communicate the area wide emerging directions as well as the areas for growth and change. In all, five StoryMaps were created and shared on project's ShapeYourCity page and the City's social media channels.

Objectives and key features

- The Emerging Directions content was broken down into five StoryMaps which allowed the public to choose which aspects of the Plan they wished to learn about and comment on.
- The StoryMap engagment platform was designed as an accesible high level over view of the Broadway Plan's Emerging Directions concepts and ideas.
- Links to the in depth content information boards were provided throughout each of the StoryMaps to allow for the public to dive more deeply into the concepts they were most interested in learning about
- The StoryMap platform allowed for the inclusion of varied visual communication tools such as maps and videos, making the user experience more involved and accessible





5H. EMERGING DIRECTIONS HIGHLIGHTS BOOKLET

The 20 page highlight document provided a summary of the policy directions introduced during this phase of engagement. It included a summary of the areas for growth and change (Character Areas and neighbourhood sub-areas) and policy directions by topic: affordable housing, jobs/economy, transportation (including Broadway as a Great Street), places for public life, one water, heritage, arts and culture, community well-being, sustainability and resilience, and the public benefits strategy.

These booklets were translated into Simplified Chinese, Arabic and Spanish. We worked together with Mount Pleasant Neighbourhood House, the Vancouver Public Library, and Mosaic to distribute 660 booklets. Booklets were also shared on the project's ShapeYourCity website.

660

Booklets

4

Languages

English, Spanish, Arabic, SImplified Chinese

3

Library drop off points

5I. VANCOUVER.CA/BROADWAY-PLAN

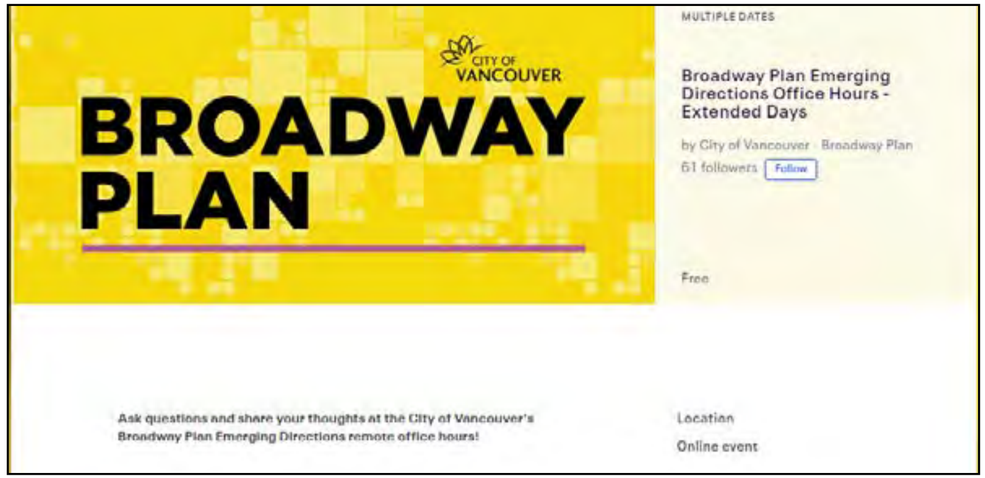
The Broadway Plan's project webpage (vancouver.ca/broadway-plan) was used over the course of this phase of engagement. The webpage introduced the planning process, and provided a link to the Broadway Plan's engagement platform where background information, engagement opportunities, and various engagement tools were shared.





5J. OFFICE HOURS

The project team was available for office hours to answer questions from members of the public about the Broadway Plan and the emerging directions. Sign up was available for a one-hour time window during which participants received a phone call from a staff member to answer questions and receive feedback about the Broadway Plan.



6. WHAT WE HEARD: EMERGING DIRECTIONS SURVEY

The survey gave the opportunity to learn about the Emerging Directions and provide feedback. It also allowed the project team to gauge the public's level support and understand what the public thought could be improved and what was missing. There was a short list of voluntary demographic questions at the end of the survey that provided insight about who responded and who the under-represented voices were.

6A. SURVEY AT A GLANCE

The survey was hosted through the City of Vancouver's TalkVancouver survey platform and distributed in various ways. We initially raised awareness of the upcoming engagement through various print and digital channels. On February 16, a link to the survey was sent out using our email list, shared on the City of Vancouver's social media channels, and shared on the Broadway Plan's ShapeYourCity page and website. Postcards were also mailed to area residents informing them about the opportunity to complete the survey.

2,608
completed survey

5,697
total responses

45.78%
completion rate

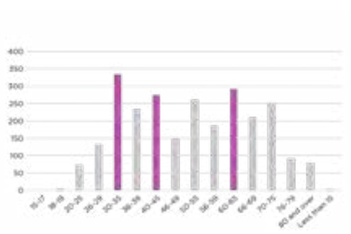
~48 minutes
average time spent responding to the survey

6B. SURVEY GOALS

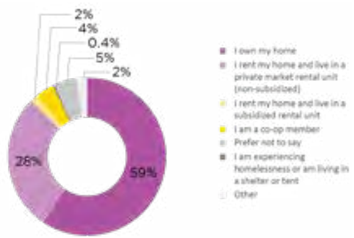
Vancouver is a diverse city and our goal was to collect as much input from as many people who live, work, play, and visit the Broadway Plan area as possible. We asked all respondents to complete optional demographic questions at the end of the survey. This demographic data was collected to better understand who is responding and the under-represented voices we need to hear from as the engagement unfolds. In particular, we compared the key demographic indicators against the Broadway Plan area profile, these included: age, ethnic origin, household income, housing situation, gender identity, and whether they had children under the age of 18 living with them at home.

Who we heard from:

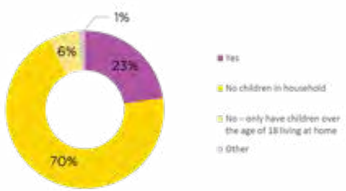
Age breakdown



Housing tenure



Respondents with children under 18



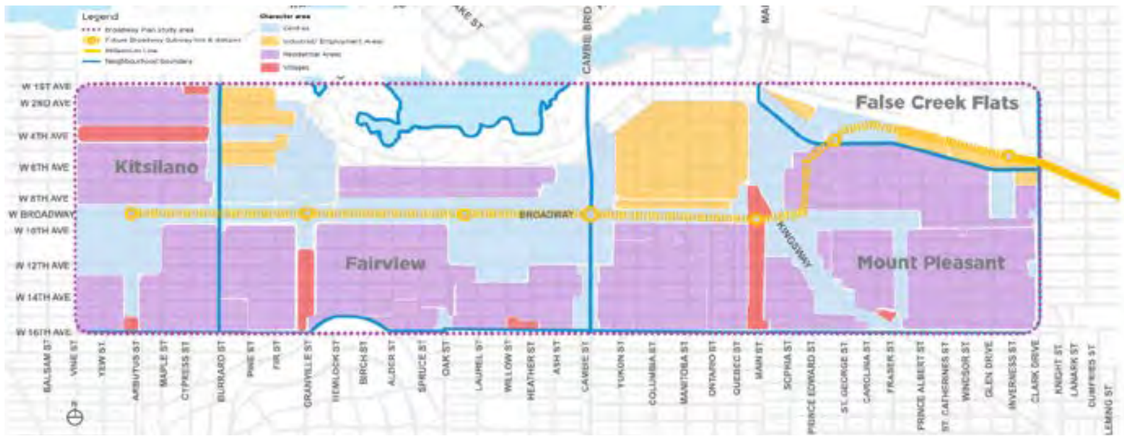
6C. AREA SPECIFIC DIRECTIONS

Character Areas

Based on community input and analysis of land use, built form, history of change, and other key considerations, four general character areas emerged for the Broadway Plan study area:

- Centres
- Villages
- Residential Areas
- Industrial/Employment Areas

The character areas provide a general spatial framework for how the Broadway neighbourhoods can grow and change to meet community needs. Each character area has an overall role and policy intent, while recognizing the diversity within each of these places. To read the detailed Emerging Directions, view the information boards found here.



*To learn more about the **Character areas feedback**, go to **Appendix B, page 64** to view the full survey results.*

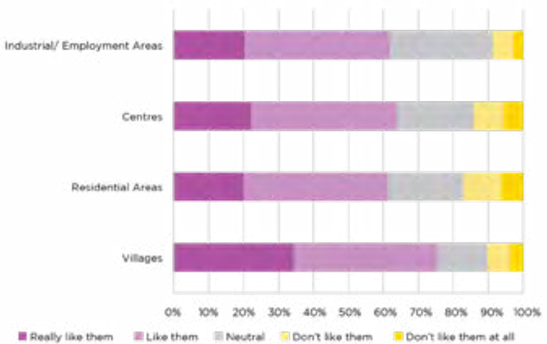
6C. AREA SPECIFIC DIRECTIONS CONTINUED

What we heard

We asked “Overall, what do you think of the emerging directions…” for each Character Area. Of the 2608 who responded to the questions about the Character Areas, 65% of survey respondents indicated that they “like” or “really like” the emerging directions for the Character Areas.

In addition to asking their level of support for the emerging directions, the survey asked “How do you think the directions for this Character Area could be improved? Is there anything missing?” for each of the Character Areas.

Quantitative feedback on character areas



Key feedback themes

- With respect to the Villages, many respondents support limiting or maintaining building heights. Many also expressed that they would like to see public life elements enhanced such as adding and preserving parks, green space and public space.
- In the Residential Areas, there was a strong preference for increasing density. Another common theme that was heard was support for adding smaller scale neighbourhood serving retail such grocery stores, restaurants and pubs, cafes, bakeries, and pharmacies.
- Nearly two in five qualitative comments stated preference to increase density in the Centres versus maintain density. Many also stated the need to enhance bike lane connections to and through the Centres – particularly at the future station site areas.
- Many respondents referenced support for maintaining industrial uses in the Industrial/Employment Areas. However, there were some that suggested introducing mixed use commercial/ residential. Cultural and artist space as well as nightlife were also frequently mentioned.

6C. CHARACTER AREA QUOTES

Villages

I think the villages are extremely important for the livability of the city and local stores/restaurants are key. As soon as too many chain stores come in, it really detracts from the character. I think the key is to ensure these areas are affordable to local businesses.

— Survey Response

Centres

Some of the 'centre' geographies are small relative to the station areas. Expand the geography of Centers beyond to include more area around specific stations - Oak, Arbutus, Main

— Survey Response

Residential Areas

I love the idea of more housing and social housing! More co-ops in this city would be incredible and such a life saver for young families.

— Survey Response

Industrial/Employment Areas

I think industrial areas along Broadway should maintain a light industrial and office/business-related working area. Industrial should focus on innovative industries

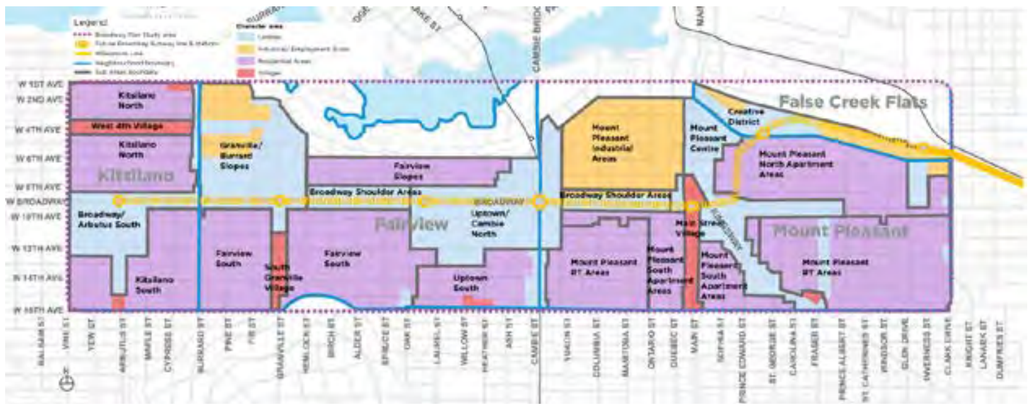
— Survey Response

6D. NEIGHBOURHOOD SUB-AREAS

The Broadway planning program takes a neighbourhood-based approach to planning for the area, recognizing the unique qualities and community needs of:

- Kitsilano
- Fairview
- Mount Pleasant (including False Creek Flats)

Eighteen neighbourhood sub-areas and their respective policy directions were shared. These are based on the Character Areas and the local planning priorities identified through community engagement, city-wide objectives and technical work.



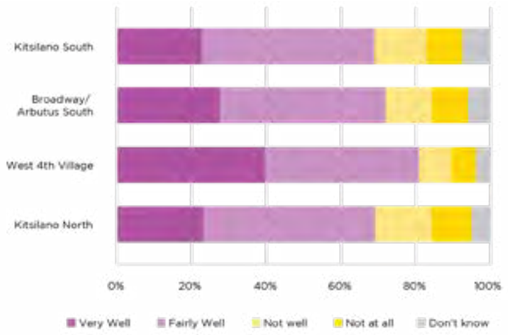
*To learn more about the **Neighbourhood Sub-Area feedback**, go to **Appendix B, page 68** to view the full survey results.*

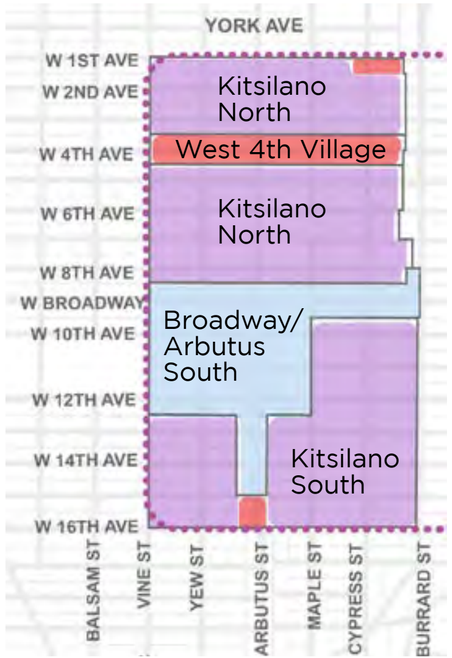
6D. KITSILANO

What we heard

We asked “Overall, what do you think of the emerging directions...” for each sub-area in Kitsilano. On average, 72% of survey respondents indicated that they “like” or “really like” the emerging directions for Kitsilano.

Quantitative feedback for Kitsilano sub-areas





*To learn more about the **Kitsilano Sub-Area feedback**, go to **Appendix B, page 69** to view the full survey results.*

6D. KITSILANO SUB-AREAS FEEDBACK

Kitsilano North

- Many expressed support for ensuring housing remains affordable. Some expressed concern for social housing/low income housing suggesting it should be limited or reduced
- Approximately half of respondents stated they are in favour of maintaining building heights whereas one in five support increasing building heights
- Preference for increasing density versus those wanting to maintain current density
- With respect to transportation, there was mixed support for adding versus reducing street parking. There was support for adding additional cycling infrastructure such as bike paths and secured bike parking

West 4th Village

- Many expressed support for protecting and encouraging additional small businesses. There is also a need for measures to support small business such as lowering rents, tax reform, live-work units, prioritize local versus large chains, and additional incentives
- Transportation was also a commonly referenced theme. There was mixed support for adding versus reducing street parking for greater walkability. Overall, there was support for enhanced active transportation options
- With respect to heights of buildings and densities, comments leaned towards maintaining current heights and balanced support for increasing versus maintaining density for the area

> **I'd like to see more focus on more secure rental and moderate-income rental housing here. It's a great neighbourhood that shouldn't be out of reach to so many people.**
>
> — Survey Response

> **I love how during the pandemic, patios and plazas were extended into the street. These areas should be there to stay for good!**
>
> — Survey Response

6D. KITSILANO SUB-AREAS FEEDBACK

Broadway/Arbutus South

- Many referenced the need to ensure housing remains affordable as well as displacement concerns
- With respect to transportation, many respondents indicated support for maintaining and enhancing active transportation infrastructure such as widening sidewalks, adding bike lanes, and additional safe bike parking. There is also concern for car and bus traffic
- In terms buildings there is a preference for maintaining building heights while increasing density (particularly around Arbutus Station)

Kitsilano South

- Many comments stated the need to ensure housing remains affordable as well as the need for less single-family homes. There was overall support for more diverse housing options such as co-ops, townhomes, triplexes, duplexes and market strata
- With respect to buildings, there is preference for maintaining current heights of buildings while increasing density
- There were few comments in support of additional cycling infrastructure such as protected bikelanes on Broadway and expanding the cycling network throughout the area

> **Greater density for sure. It is CRAZY to build one-storey subway stations. All of the stations should be multiple storey mixed-use buildings with many levels of residential.**
>
> — Survey Response

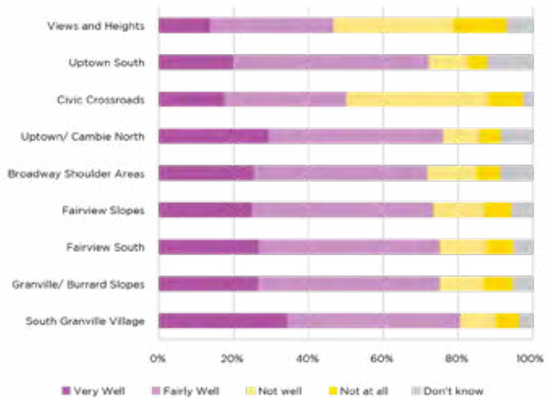
> **This area is actually quite small geographically and needs protection of its character and charm while continuing to add rental opportunities - which need to be creative.**
>
> — Survey Response

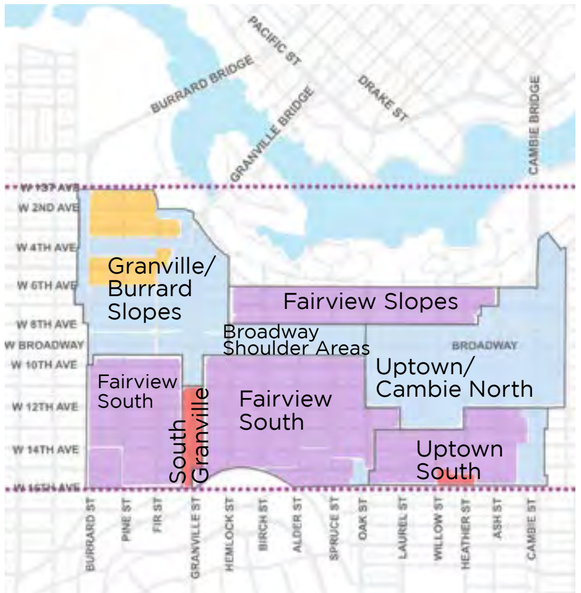
6D. FAIRVIEW

What we heard

We asked “Overall, what do you think of the emerging directions…” for each sub-area in Fairview. On average, 69% of survey respondents indicated that they “like” or “really like” the emerging directions for Fairview.

Quantitative feedback on Fairview sub-areas





*To learn more about the **Fairview Sub-Area feedback**, go to **Appendix B, page 73** to view the full survey results.*

6D. FAIRVIEW SUB-AREAS FEEDBACK

South Granville

- Many respondents expressed the need for more affordable shopping destinations. Many also wanted additional supports for local and small businesses. Respondents would like to see a grocery store, additional restaurants, cafes, patios and bakeries
- There are many concerns around traffic. More requests for additional parking versus less
- More comments preferred increases in building height opposed to limiting or maintaining heights. Many comments referenced support for midrise buildings between 4-6 storeys
- With respect to transportation, several respondents expressed support for protected cycling facilities along Granville St, connecting South Granville with destinations to the north.

> **Outdoor seating (with covers for the rain), more patio space (covered, heated) for cafés and restaurants, places to sit and rest while shopping, and some shops that actually sell things people need and can AFFORD. South Granville serves a very rich clientele, I can't afford to buy anything there, despite living just a few blocks away. We need a normal grocery store, not a high end place.**
>
> — Survey Response

Fairview Slopes

- Many comments express the need for ensuring affordable housing. Comments support adding additional townhouses and market condos/strata to the area
- Many respondents support maintaining and enhancing active modes of transportation such as improved walkability, widening sidewalks and adding bike lanes
- Lack of walking and cycling connections to the north of this area were an important point of discussion, particularly across W 6th Ave to South False Creek.

> **Look at the local bikeways/greenways in the area, or which could be extended in the area. See traffic diversion locations (which reduce car traffic on the bike route) as opportunities to place local retail and create street-to-plaza conversions. These could be magical places.**
>
> — Survey Response

Emerging directions survey

6D. FAIRVIEW SUB-AREAS FEEDBACK

Broadway Shoulder Areas

- Many respondents expressed the need for ensuring affordable housing. Heritage buildings was raised often. Some residents referenced the need for more diverse housing options such as adding co-ops and assisted living options
- Building heights was an important point of discussion. Many respondents stated that building heights should be increased and view cones should be eliminated
- With respect to transportation, better walkability with additional bike lanes were requested and more transit options to decrease car usage

> **I think these shoulder areas are currently heavily underutilized with a more heavy industrial feel rather than a good place for work/play. I agree that there should be more amenities and a more balanced mix of services.**
>
> — Survey Response

Uptown/Cambie North

- Heights of buildings was an important topic of discussion for this subarea. More comments were made in support of increased building heights than were made that support limiting building heights
- In terms of transportation, many expressed support for active modes such as improved walkability and adding bike lanes. There were some concerns over local traffic and need for additional parking
- Many respondents stated support for diverse housing option such as co-ops. There was some support for ensuring affordable housing and increasing the overall supply of housing in the area
- More comments were made referencing density support an overall increase. Fewer comments wanted to maintain current density

> **You desperately need cycle lanes and bike lock stands in this area. This area is full of businesses which could use cargo bike services, if supported by the plan. This would make the area much more lively and interesting, create jobs, and reduce pollution and noise.**
>
> — Survey Response

6D. FAIRVIEW SUB-AREAS FEEDBACK

View cones

Areas for higher buildings

- There are an equal number of comments in favour of eliminating the view cones versus maintaining them. However, there were many comments that referenced support for increased building heights
- The most commonly suggested intersection and or location for higher buildings was “near Broadway and Cambie”

Street end views

- Many expressed their overall preference for maintaining scenic views
- Respondents provided general views they would like protected such as mountains, VGH, from seated areas, and tops of tall buildings

> **REGARDING THE VIEW FROM CAMBIE AND BROADWAY: That View was and will always be our signature postcard View of Vancouver. We can get highrises and new developments but they all should contribute towards the entire cityscape of Vancouver.**
>
> — Survey Response

Views and heights

- Preference for maintaining scenic views and keep buildings to midrise level. Some mixed support for elimination of view cones and increased building heights.
- Preference to increase density versus maintaining current density
- Support for identifying opportunities for affordable housing

> **Building height restrictions should be stated and limited to 4-6 storeys, with spot zoning up to 12 storeys. View cones should be maintained.**
>
> — Survey Response

> **ON THE TOPIC OF WHERE TO INCREASE DENSITY: Anywhere between 6th and 12th along Cambie and the area around VGH.**
>
> — Survey Response

Emerging directions survey

6D. FAIRVIEW SUB-AREAS FEEDBACK

Civic Crossroads

- Generally, there was a preference for leaving City Hall as is versus changing it. However, many respondents stated the need for additional public space, green space and gardens. Some stated the need to identify opportunities to activate the lands with more cultural space, events and activities
- Some respondents suggested identifying locations on site for affordable housing
- If the site is developed, there is preference for maintaining the character of the surrounding heritage homes
- In terms of height, the is a general preference for maintaining current heights. However, some to suggest to increase building heights closest to the transit station

> **Area is at intersection of 2 transit lines. Should have heights and buildable floor space prioritized. Capping potential to adhere to outdated view cone policy is shortsighted.**
>
> — Survey Response

Uptown South

- Heights of buildings was the most comment theme of comments. More of these preferred increased building heights versus comments to maintain heights. Few comments referencing support for maintaining views
- Housing was the second most common theme. Many expressed the need for ensuring affordable housing in the area as well as providing diverse housing options. Some stated the need to identify opportunities for short term housing for those receiving medical treatment
- With respect to density, many stated preference for increased density versus maintain

> **Increased height and density are necessary to facilitate successful, mixed-use area at rapid transit station with integrated retail, office, secured rental housing and desirable public realm.”**
>
> — Survey Response

6D. FAIRVIEW SUB-AREAS FEEDBACK

Granville/Burrard Slopes

- Respondents referenced support for preserving and adding parks, public space and green space. There was also strong support for increasing affordable cultural spaces in the area
- Housing was also referenced many times. The need for both homeownership and rental options was expressed. There was overall support for more condo/strata as well as ensuring more affordable housing
- The need for enhanced active transportation options was commonly made such as: wider sidewalks, overall improved walkability, and additional bike connections to and through Granville
- In terms of buildings, respondents prefer limiting height increases
- Increase connections to destinations like Granville Island and the Granville Connector

> **I agree with these emerging directions because they support cultural space and additional housing in the Granville/Burrard Slopes areas. This will ensure cultural organizations are afforded a place in our City and can continue to thrive in the cultural area that is lower South Granville. With many art galleries lining the adjacent part of Granville Street, la Maison de la francophonie de Vancouver on 7th Avenue, and many furniture and antique stores, it only makes sense that this area should be acknowledged for its cultural value within the framework of the Plan.**
>
> — Survey Response

Fairview South

- Housing is the most common theme accounting for about 41% of comments. Many comments express the need for ensuring affordable housing. Comments support adding additional townhouses and market condos/strata to the area.
- Many respondents support maintaining and enhancing active modes of transportation such as improved walkability, widening sidewalks and adding bike lanes.

> **It is vital to the city's affordability that these older rental buildings are protected. this is one of the only areas that actually provides affordable rental apartments.**
>
> — Survey Response

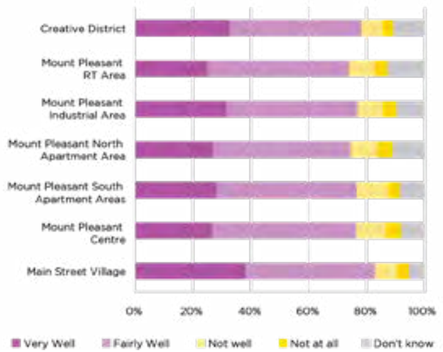
> **Encourage more corner stores, neighbourhood grocery, cafes, and other small shops are ground level to allow walkable amenities.**
>
> — Survey Response

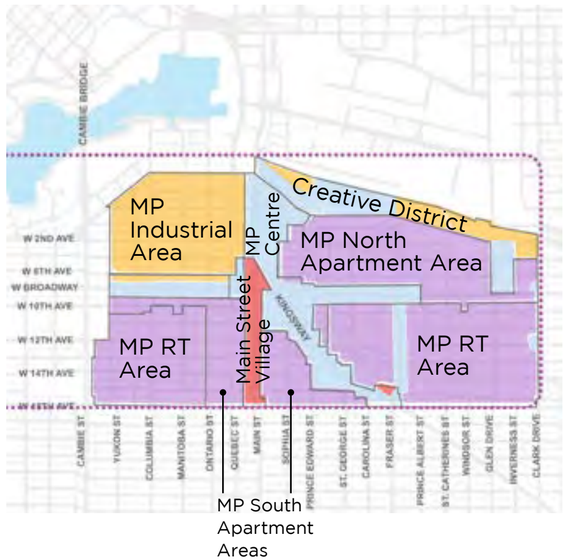
6D. MOUNT PLEASANT

What we heard

We asked "Overall, what do you think of the emerging directions..." for each sub-area in Mount Pleasant. On average, 77% of survey respondents indicated that they "like" or "really like" the emerging directions for Mount Pleasant.

Quantitative feedback on Mount Pleasant sub-areas





*To learn more about the **Mount Pleasant Sub-Area feedback**, go to **Appendix B, page 82** to view the full survey results.*

6D. MOUNT PLEASANT SUB-AREAS FEEDBACK

Main Street

- Transportation was an important point of discussion for this subarea. Many respondents suggested adding new bike lanes that connect to and through Main Street. Some also discouraged use of cars or limit car access to surrounding neighbourhoods
- With respect to arts and culture, increasing supply and affordability of artist spaces was also important
- Enhanced public spaces by adding and improving parks, more seating, public washrooms and more overall amenities
- Many expressed the need to protect small business by making or keeping rents affordable. There is also support for improvements such as patio spaces and more small businesses like cafes and restaurants in mixed use buildings
- General favor of increasing buildings but creating height limits to ensure there is a mixture of heights

Mount Pleasant Centre

- Housing was the most common theme for the subarea. An important topic that was commonly raised was the need for affordable housing. There were more comments favouring low income and social housing in the area versus against. There was some support for maintaining character and heritage homes
- Community amenities such as additional green space, parks, gardens, and childcare should be increased in the area. Some desire to integrate schools into prospective future developments
- In terms of transportation, there were many comments about reducing car dependency with the intent of relieving local traffic concerns. Many support wider sidewalks and more bike lanes

> **More car-free spaces and safe bike parking. Outdoor patios for restaurants and bars**
>
> — Survey Response

> **Keep this family/residential and independent store focused. It is what is making this a great area to live in, walk around, shop in, and enjoyable to go to.**
>
> — Survey Response

Emerging directions survey

6D. MOUNT PLEASANT SUB-AREAS FEEDBACK

Mount Pleasant South Apartment Areas

- About two of every five comments referred to housing. Many expressed the need to ensure affordable housing and diverse housing options such as co-ops, assisted living, townhouses, low income and social housing. There was also support for maintaining character of heritage houses
- In terms of building height, the majority of comments support height increases
- With respect to transportation, there was preference for supporting enhanced active transportation like adding bike lanes and widening sidewalks. Overall, many comments discouraged usage of cars in the area and trying to alleviate traffic in residential neighbourhoods
- The vast majority of comments referencing density stated strong preference for increasing density versus maintaining

Mount Pleasant North Apartment Area

- Many expressed the need to ensure affordable and diverse housing options. There was some concern about displacement.
- In terms of density, the majority preferred increases versus maintain
- Preference for enhancing active modes of transportation such as adding new bike routes and widening sidewalks. Some respondents commented on increasing availability of parking and improving wheelchair access
- Half of comments received on heights of buildings favour increasing height

> **To encourage more renewal and new development of rental units, incentives needs to be provided or else we risk having these buildings continue to age and go into disrepair, which could lead to more displacement of renters.**
>
> — Survey Response

> **Allow for the old low-density rental buildings to be redeveloped as long as an equivalent amount of suites are provided at the same rate.**
>
> — Survey Response

6D. MOUNT PLEASANT SUB-AREAS FEEDBACK

Mount Pleasant Industrial Area

- Business was the most important theme of discussion for this subarea. Specifically, many respondents expressed support of keeping industrial zoning and emphasis on protecting small businesses. Some expressed the need for additional retail and service businesses like restaurants in the area
- Considerable support for protecting and adding to the large number of cultural and artist spaces in the area
- Strengthening community amenities like public space, parks, and green space
- There were also many comments suggesting that housing should be added to the Mount Pleasant Industrial Area
- Support for additional traffic calming of existing cycling routes

> **To really suit the innovation economy. Mt Pleasant needs enhanced street life. Restaurants, of all types (to go to seated) and pubs and Brew pubs , and some retail- all these are valued by the innovation economy work force. Public spaces are important encourage private development to use them. Be creative, encourage laneways to become a part of the community as active spaces.**
>
> — Survey Response

Mount Pleasant RT Areas

- Many respondents expressed the need for ensuring affordable housing while also retaining heritage homes
- In terms of density, there is a preference to increase density versus maintaining density
- There is support for new and improved transportation options to and through this area including additional traffic calming on streets used heavily by people walking and biking

> **Removal of RT and RS zoning entirely, with the introduction of low-level 4-5 storey multi-family housing in all forms, social, rental, and owned.**
>
> — Survey Response

Emerging directions survey

6D. MOUNT PLEASANT SUB-AREAS FEEDBACK

Creative District

- Transportation was the most common point of discussion for this subarea. There were any comments that requested enhanced cycling and pedestrian network to and through the area to improve accessibility and connectivity to the surrounding area
- Many respondents expressed that Great Northern Way is currently unpleasant for pedestrians. Comments suggested reducing vehicle speeds and increasing the number of signalized crossings along Great Northern Way, or that alternative pedestrian routes be provided
- Balanced support for increasing heights of buildings versus maintaining
- In terms of business, there was strong emphasis on protection and identifying new opportunities for additional businesses. Comments suggested providing mixed use buildings that included commercial and residential uses
- Some support for a more 24 hour community such as enhanced night life opportunities
- Preference for increased density versus maintaining

> **As the area develops, consider walkways and pedestrian-access businesses on the North side of the creative district. Even a nice roomy sidewalk and separated bike lane on Great Northern Way would still be unappealing because of the traffic of Great Northern Way.**
>
> — Survey Response

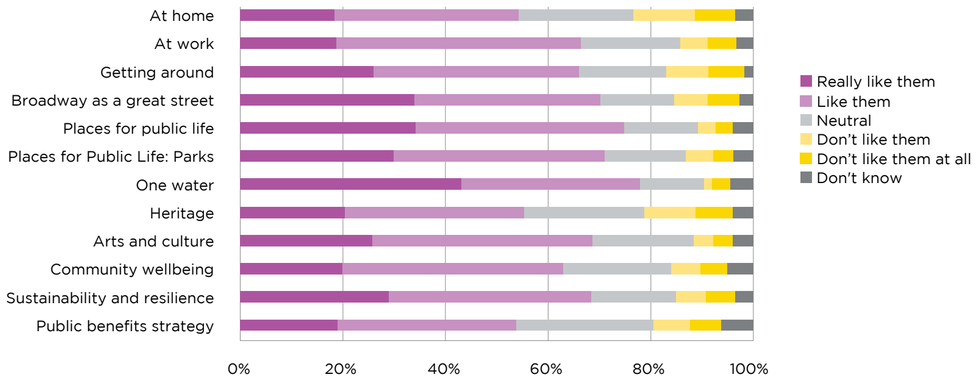
> **Significant housing should be deployed here, especially student housing. In addition, if this area is to be a multi-use transit hub as desired, increases to maximum rental housing height/density will encourage commercial uses to move here. Retail (food and beverage in particular) are desperately needed here and these uses need housing to support their businesses.**
>
> — Survey Response

6E. AREA-WIDE POLICY

As part of the Emerging Directions, area-wide policy directions were introduced by topic that included At Home (Housing), At Work (Jobs/Economy), Getting Around (Transportation), Broadway as a Great Street, Places for Public Life (including Parks), One Water, Heritage, Arts and Culture, Community Well-Being, Sustainability and Resilience, and the Public Benefits Strategy.

Below are highlights from select area wide policies. To read complete summary, please refer to the appendix.

Quantitative feedback on area-wide policies



*To learn more about the **Area-wide policy feedback**, go to **Appendix B, page 89** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

At home

- Nearly one third of qualitative comments expressed strong support for adding assisted living, coops, townhouse developments and other diverse options. Another third expressed concern about the need to ensure housing affordability across the Broadway Plan area
- With respect to housing density, about three of five comments preferred to increase density versus maintain or spread out
- Many respondents expressed support for additional rental housing, rent to own opportunities, and rent protection

> **Don't just limit developers to rental buildings. Also promote the building of bigger height buildings with larger units. More 3 bedroom units to support families staying in the neighborhood, be able to upgrade to larger apartments over time.**
>
> — Survey Response

> **Want to see significant increase in density allowances so that we can see a more diverse range of housing alternatives. Opportunities for those that can to invest in home ownership while balancing more market rental and affordable rental. Allowing increased density can provide for more alternatives and we need to incentivize developers to aid in the rejuvenation of the housing stock.**
>
> — Survey Response

> **Appreciate that you acknowledge structural barriers for certain populations to attain housing. I would like to see more non-profit, social and/or affordable housing opportunities in the future that help add density to existing neighborhoods and focus on keeping or reusing older structures.**
>
> — Survey Response

*To learn more about the **At home policy feedback**, go to **Appendix B, page 90** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

At work

- Businesses is the most common themes for the At Work emerging directions. Overall, there is support for adding additional job space to the study area. Respondents reference the need to increase the diversity of businesses and reference sectors like industrial, technology, non-profit, healthcare and small businesses
- Another important point of discussion was support for increasing density of job space
- Respondents also referenced the need to improve public space and provide increased supply of rental housing in close proximity to job space

> **Allow more flexibility in permitted uses. Break down some barriers between office/manufacturing/retail/studio, etc. Many people will not work in well defined categories of work in the future.**
>
> — Survey Response

> **Recognize how many people would love to live closer to these job centres and how vibrant these communities could become with increased densities for all housing types.**
>
> — Survey Response

> **As we have seen with COVID, the residents of Vancouver appreciate their outdoor space, a lot! Emphasis should be given to create more outdoor working space**
>
> — Survey Response

*To learn more about the **At work policy feedback**, go to **Appendix B, page 91** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

Getting around

- Cars was the most commonly referenced theme for this section. Many comments expressing concern about eliminating cars versus maintain vehicle access throughout the Broadway area. There was also support for reducing speed limits and traffic calming measures in residential areas
- With respect to the cycling network, many comments suggested improving cycling connections to and from transit stations. A common gap that was mentioned was the need for ensuring secure lockup facilities in new developments, transit stations, and major employment areas
- Some also called for measures to reduce bike/vehicle interactions. There is support for AAA cycling infrastructure on major arterial streets and quiet residential streets

> **I am fully supportive on making these areas much more walkable and the plans must include access via other means such as cycling. This includes areas to lock your bike. The city needs to make decisions on how to treat electric assist vehicles and their use of bike lanes. Electrics bicycles can be disruptive at high speeds and electric 'motorbikes/ scooters' should be treated as motor vehicles as they generally seem to be traveling at high speeds.**
>
> — Survey Response

> **Better network of separated bike paths so people can get to and from work, access services and visit shops on commercial streets on the way to and from work without risking their lives mixing with cars.**
>
> — Survey Response

> **More traffic calming in residential areas**
>
> — Survey Response

*To learn more about the **Getting around policy feedback**, go to **Appendix B, page 92** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

Broadway as a Great Street

- About one in five qualitative comments received referenced various sidewalks and related elements. Overall, there was strong support for widening sidewalks on Broadway for enhanced walkability. Respondents reinforced what was heard in previous phases of engagement that they would like to see additional patios, public seating, and street trees. Additionally, they also stated the desire for the streetscape's character to be enhanced with public art, covered areas, and greenery
- Respondents reference to cars was also a common theme related to Broadway as a Great Street. Qualitative comments support reducing cars on Broadway. Many were also concerned about traffic impacts (on Broadway and surrounding neighbourhoods)
- There is overall strong desire for maintaining and enhancing AAA cycling infrastructure on Broadway. Specifically, residents expressed support for adding protected bike lanes on Broadway as well as secure bike parking

> **Broadway has mostly very large (wide) buildings which encourage large format retail. We need a finer grain of retail and commercial spaces, ideally with staggered tenures and operating hours if we are to really try to create a great street**
>
> — Survey Response

> **Wide sidewalks and patios are awesome. I'd love to see an emphasis on accessibility for disabled Vancouverites and AAA bike facilities on Broadway itself**
>
> — Survey Response

> **I'd be more excited if there was a clearer direction on above ground transit priority. With all the investment in transit capacity, it would be good to see a clearer commitment to having fewer cars on Broadway**
>
> — Survey Response

*To learn more about the **Broadway as a Great Street policy feedback**, go to **Appendix B, page 93** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

Places for public life and parks

- There is considerable support for enhancing sidewalks to be more of a destination for public life. There is support for additional patios, public seating, weather protected areas and various public amenities like urban gardens, pet friendly areas and gathering spaces
- Many respondents would like to see new elements added to parks including skate parks, ping pong tables, etc.
- Public washrooms was also an important point of discussion. Many stated that they would like to see increased access to washrooms in public spaces particularly in parks
- Concerns about general public safety in parks was raised

> **We need big ideas for mixed use for parks to promote use. skate parks, graffiti walls, covered space for the rain, eating space for adjoining restaurants etc.**
>
> — Survey Response

> **More park land is needed. Especially if increasing density. Please find more park space!**
>
> — Survey Response

> **It is time to start providing public bathroom facilities instead of relying on businesses to provide these service to those who aren't their customers. During Covid the lack of public facilities has become glaring**
>
> — Survey Response

> **Please don't get rid of the COVID patios! It's the first time Vancouver's streets have actually felt vibrant!**
>
> — Survey Response

*To learn more about the **Places for public life and parks feedback**, go to **Appendix B, page 94** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

Community well-being

- Nearly one in five qualitative comments referenced community services in response to the Community Well-being emerging directions. The majority of respondents emphasized they would like to see increased childcare. Many also stated support for additional community centres, community programming, community gardens and senior care
- Many also felt that housing was a critical element of community well-being. Many shared their concerns over displacement as well support for increasing supply of diverse housing options

> **If we really want to support more diverse households in this area, we have to have more amenities and housing that support extended families living together where younger generation can live and care for with their elders.**
>
> — Survey Response

> **The childcare policies must go hand in hand with the housing policies. I would support more specificity for how this area can support growing families. I've seen many friends leave to other neighbourhoods/suburbs, other cities, and provinces because they can't afford to go from 1 to 2 children due to housing inaffordability and unavailability.**
>
> — Survey Response

> **Not *nearly* enough social housing, Indigenous resources, etc. on the west side of the proposed area.**
>
> — Survey Response

*To learn more about the **Community well-being feedback**, go to **Appendix B, page 99** to view the full survey results.*

Emerging directions survey

6E. AREA-WIDE POLICY FEEDBACK

Arts and culture

- The most common theme arising from Arts and Culture were comments related to artists and creatives. The majority of comments received expressed the need for more spaces for artist to create and perform. Many respondents expressed the area should be seeking more opportunities to show case art
- Support for locating more entertainment venues, events and celebrations in the Broadway area. Industry needs help by way of affordable rent and artist spaces
- Comments expressing they require more clarity and details on what is being proposed
- Respondents stated that more flexible zoning is needed to support local business opportunities in arts and culture – flexibility for more art spaces

> **It's not enough. We are losing our standing as neighborhoods that once had the highest density of people working in the arts and culture sector in Canada. Gentrification is forcing our creative producers out of the city and province.**
>
> — Survey Response

> **It would be great if this plan included support to BIA promoting independent shops (record stores, art galleries, independent clothing stores) or arts festivals (street fairs, community days, outdoor entertainment) that keep people active in the community.**
>
> — Survey Response

> **Some clear ideas of what art looked like 20 years ago, needs to reflect modern art production, space needs, and technical requirements. Certainly a desperate need for space for all forms of art.**
>
> — Survey Response

*To learn more about the **Arts and culture feedback**, go to **Appendix B, page 98** to view the full survey results.*

6E. AREA-WIDE POLICY FEEDBACK

Full summaries providing high level feedback for the following area-wide policy directions can be found in the appendices linked below.

- One Water
- Heritage
- Sustainability and Resilience
- Public Benefits Strategy

*To learn more about the **One water feedback**, go to **Appendix B, page 96** to view the full survey results.*

*To learn more about the **Heritage feedback**, go to **Appendix B, page 97** to view the full survey results.*

*To learn more about **Sustainability and resilience feedback**, go to **Appendix B, page 100** to view the full survey results.*

*To learn more about the **Public benefits strategy feedback**, go to **Appendix B, page 101** to view the full survey results.*



7. WHAT WE HEARD:

FOCUSED ENGAGEMENT

To improve outreach and ensure it was inclusive and reflective of Broadway's diverse population and distinct neighbourhoods, the Broadway Plan team took a neighbourhood based approach to engagement while also meaningfully and deliberately engaging underrepresented groups. This section provides a summary of what we heard for Phase 2 between February 16 to March 31 2021 using focused engagement activities.

7A. EMERGING DIRECTIONS NEIGHBOURHOOD WORKSHOPS



The purpose of the workshops was to focus on the Emerging Directions, covering different neighbourhoods of the Broadway Plan, as well as different topic areas (Housing, Jobs and Economy and Transportation). Three workshops took a neighbourhood based approach providing greater focus on specific neighbourhoods in the context of the Broadway Plan. One workshop provided a study area wide overview of the Emerging Directions.

All interested members of the public were encouraged to attend. Events were not limited to residents of a particular neighbourhood. Workshops were held on the following dates:

- March 9 – Mount Pleasant
- March 10 - Fairview
- March 11 – Kitsilano
- March 16 – General (study area wide)

Each session started with an introductory presentation that provided background information and work plan update. The "Character Areas" and "subareas" for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas' future role, and emerging directions. Following, staff shared information that outlined key area wide emerging directions for housing, jobs and economy and transportation. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

- What are your thoughts of the emerging directions?
- Are there any specific emerging directions that stand out to you? What about them stands out?
- Is there anything that you think is missing?

After the breakout room sessions, there was a Question and Answer period. Participants had the opportunity to ask staff clarifying questions or for more information about a particular topic.

*To learn more about the **Emerging directions neighbourhood workshop feedback**, go to **Appendix C**.*

7B. LISTENING TO BROADWAY'S UNDER REPRESENTED VOICES

To improve our outreach and ensure it was inclusive and reflective of Broadway's diverse population and distinct neighbourhoods, the Broadway Plan team made a strong effort to engage harder to reach populations who are traditionally underrepresented in civic engagement opportunities. The pandemic, related public health measures, and digital divide magnified these challenges around language barriers, access, resourcing, and capacity. The Broadway Plan team's partnerships with Mount Pleasant Neighbourhood House, Langara College and City Studio were intended to help engage with the study area's diverse communities, renters and youth.



Renters



Mount Pleasant Neighbourhood House Community Champions



Youth

7C. RENTERS

The Broadway Planning Team partnered with staff from the City's Renter Office in Homelessness Services and Affordable Housing Programs who provided insight about renter issues and supported facilitating discussions.

Renter roundtables

The purpose of the roundtable discussions was to focus on rental housing in relation to the Broadway Plan and to hear directly from current renters about their experiences and ideas for the future of renting in the neighbourhoods. Topics included creation of new rental housing, protecting existing secure rental housing, renter protections and mitigating displacement impacts. The roundtable took a neighbourhood based approach with each session focusing on one of three Broadway Plan neighbourhoods. All interested members of the public were encouraged to attend and not limited to residents of a particular neighbourhood.

Each session started with a Broadway Plan process and work plan update. Staff then provided background information about renters and rental housing that included the renter profile, types of rental housing, and existing housing choices in the Broadway Plan area. The key housing needs and challenges were also introduced. Following, staff shared information that outlined the objectives of the area emerging directions for housing and how they may apply to neighbourhoods. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities.

After the breakout room sessions, facilitators shared the top two to three themes or advice that the groups discussed. After, participants had the opportunity to ask staff clarifying questions or for more information about the Broadway Plan's Emerging Directions for housing and or more general renter issues.

Renters Advisory Committee

To discuss and get input from the RAC members on the Broadway Plan's Emerging Directions. The purpose of the workshop was to collect feedback on the committee thoughts about how the "At Home" chapter can be improved and what was missing. Particular attention was paid to their ideas, opportunities and challenges around the early policy directions for rental housing and renters.
The workshop started with background information about renters and rental housing in the Broadway Plan area, including the renter profile, existing rental housing stock in the study area, and the intersection of the proposed character areas and rental housing. Following, committee members and staff had a discussion and question and answer session. The following questions were provided to help guide discussion:

- Is there anything missing in the emerging directions that are important to renters?
- What advice do you want to give us as we move into developing specific policies?

*To learn more about the **Renter feedback**, go to **Appendix D & Appendix E** to view the full event summaries.*

7D. MOUNT PLEASANT NEIGHBOURHOOD HOUSE

City of Vancouver staff collaborated with Mount Pleasant Neighbourhood House to reach out to diverse residents in their network. MPNH facilitated workshops with their existing community groups by organizing virtual meetings and spreading Broadway Plan information in the community. This collaboration allowed for deeper engagement with the Mount Pleasant community and the Neighbourhood House's user base.

The Broadway Planning Team partnered with staff from Mount Pleasant Neighbourhood House who helped organized and facilitate discussions with various cultural and activity groups, including:

- March 15 - English Class Participants / Newcomers Group
- March 19 - Arabic speaking women
- March 29 - General public and families with young children
- March 31 - Chinese Seniors

Mount Pleasant Neighbourhood House generously provided translation for meetings where English may have been a secondary language. Translated booklets were also provided in both hardcopy and digital format in advance of each session.

Each session started with an introductory presentation that provided background information and work plan update. The "Character Areas" and "subareas" for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas' future role, and emerging directions. Following, staff shared information that outlined key area wide emerging directions for housing, jobs and economy and transportation. Participants were encouraged to ask questions and share comments at the end of every topic section. They were also asked for their thoughts on important considerations, ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

1. What are your thoughts of the emerging directions?
2. Are there any specific emerging directions that stand out to you? What about them stands out?
3. Is there anything that you think is missing?

*To learn more about the **Mount Pleasant Neighbourhood house feedback**, go to **Appendix F**.*

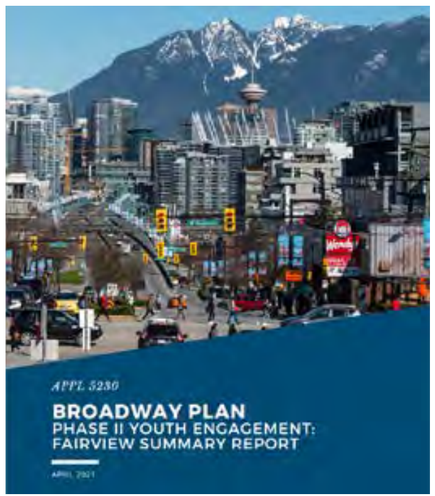
7E. YOUTH

Voices of youth are often underrepresented from civic engagement processes. In an effort to involve more youth in the Emerging Directions engagement, the Broadway Planning Team partnered with CityStudio and Langara College Applied Planning students to create and implement a youth engagement strategy.

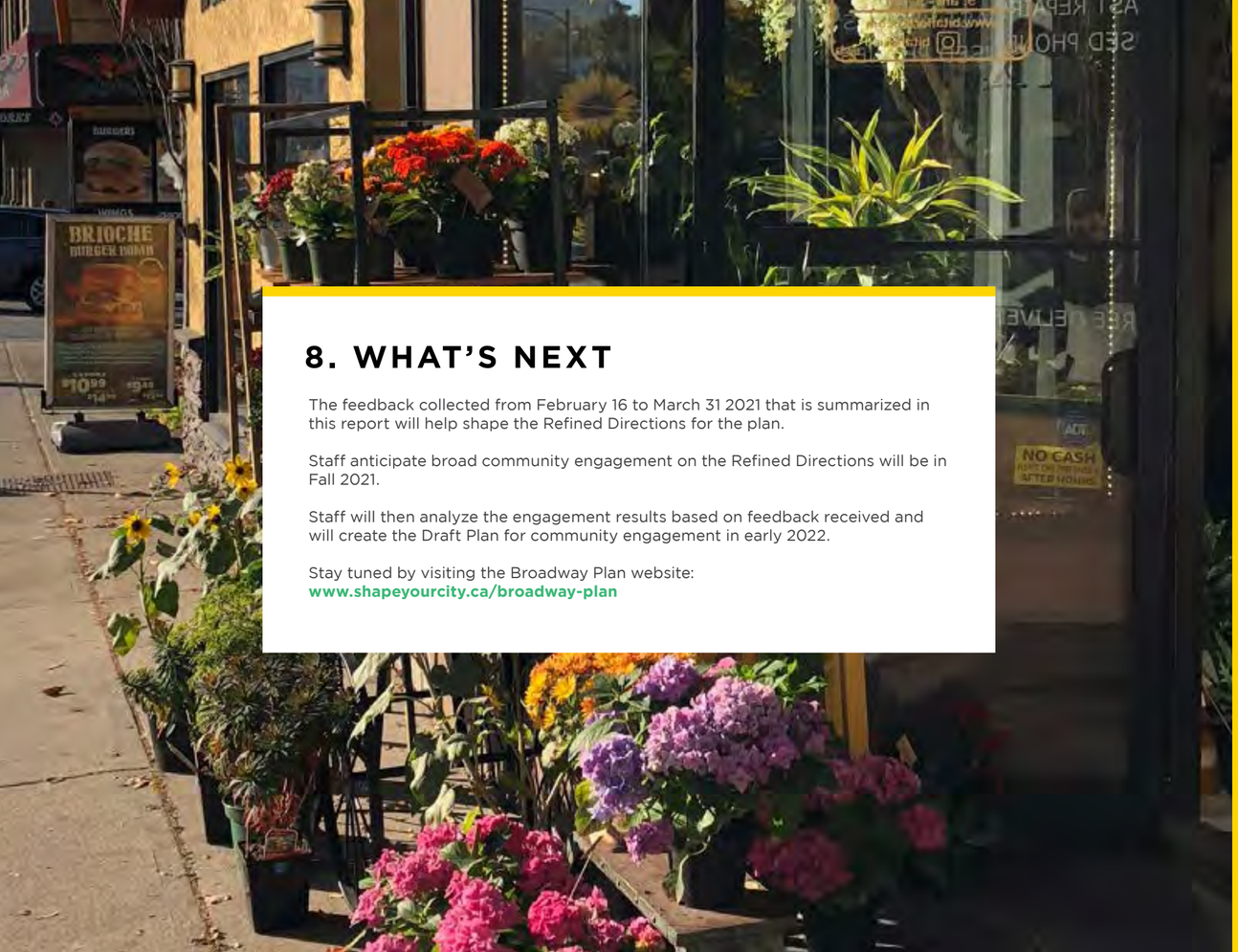
Youth led engagement and workshop

21 students were divided into three groups, each covering one of the three Broadway Plan neighbourhoods (Kitsilano, Fairview and Mount Pleasant). Their primary engagement objective was to generate awareness and gather feedback from youth aged 13 to 30 years old who live, work, and play in the Broadway Plan study area. Additionally, they were also tasked with generating interest and involvement in a Virtual Youth Workshop.





*To learn more about the **Youth feedback**, go to **Appendix G** to view the full event summary.*



8. WHAT'S NEXT

The feedback collected from February 16 to March 31 2021 that is summarized in this report will help shape the Refined Directions for the plan.

Staff anticipate broad community engagement on the Refined Directions will be in Fall 2021.

Staff will then analyze the engagement results based on feedback received and will create the Draft Plan for community engagement in early 2022.

Stay tuned by visiting the Broadway Plan website:
www.shapeyourcity.ca/broadway-plan

9. WHAT WE HEARD:
APPENDICES

This section provides an in-depth summary of engagement event feedback.

Appendix A

ENGAGEMENT EVENTS AND ACTIVITIES

Engagement Event	Date	Number of Participants
South Granville BIA Board of Directors Meeting	Feb 24, 2021	10
HUB Meeting	Feb 24, 2021	2
Mount Pleasant Neighbourhood House - Community Leadership Circle	Feb 25, 2021	10
Emerging Directions Workshop - Mount Pleasant	March 9, 2021	28
Vancouver Planning Commission	March 10, 2021	10
Emerging Directions Workshop - Fairview	March 10, 2021	40
Emerging Directions Workshop - Kitsilano	March 11, 2021	33
Mount Pleasant Neighbourhood House - English Class/ Newcomers	March 15, 2021	13
Emerging Directions Workshop - General	March 16, 2021	34
Mount Pleasant Neighbourhood House - Arabic Speaking Women	March 19, 2021	15
Broadway Plan Youth Workshop	March 22, 2021	60
Renter Roundtable - Mount Pleasant	March 23, 2021	15
Renter Roundtable - Fairview	March 24, 2021	10
Renter Roundtable - Kitsilano	March 25, 2021	10
Mount Pleasant Neighbourhood House - General Public and Families	March 29, 2021	7
Mount Pleasant Neighbourhood House - Chinese Seniors	March 31, 2021	16
Broadway Office Hours	March - April	10
Emerging Directions Summary Booklets - Library Distribution	March - April	660
Broadway Plan Emerging Directions Survey	Feburary - March	2608
Total engaged	***Feburary - March***	***3,591***

Appendix B

EMERGING DIRECTIONS SURVEY

The survey gave the opportunity to learn about the Emerging Directions and provide feedback. It also allowed the project team to gauge the public's level support and understand what the public thought could be improved and what was missing. There was a short list of voluntary demographic questions at the end of the survey that provided insight about who responded and who the under-represented voices were.

The survey was hosted through the City of Vancouver's TalkVancouver survey platform and distributed in various ways. We initially raised awareness of the upcoming engagement through various print and digital channels. On February 16, 2021 a link to the survey was sent out using our email list, shared on the City of Vancouver's social media channels, and shared on the Broadway Plan's ShapeYourCity page and website. Postcards were also mailed to area residents informing them about the opportunity to complete the survey.

VILLAGES

The distinctive, primarily low-rise Villages have a variety of local businesses (e.g. retail, restaurants, and small offices), interesting storefronts, and lively sidewalks. Reflecting the local scale and character, these walkable places will provide opportunities to shop, work and play during the day and at night, and will foster a vibrant public life.

Key feedback themes

Business

- Support for adding more diverse businesses and the overall number of new small businesses
- Support for protecting and supporting existing small businesses including making rents more affordable and lowering taxes
- Support for more mixed use in Villages that include residential, retail and office

Village boundaries

- Many respondents preferred to expand village concept and extend geographic boundaries

Transportation

- Many respondents stated that they would like to see sustainable transportation options enhanced in the villages such as better public transit, walkability and more bike lanes and bike storage

Density

- Majority of respondents are in favour of increased density

Heights of buildings

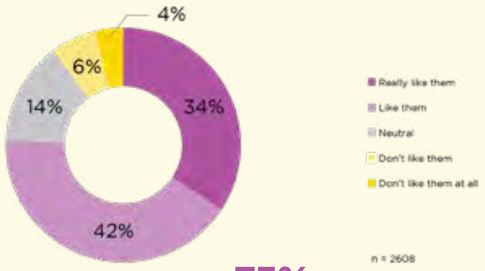
- Many respondents support limiting or maintaining building heights
- Few respondents support increasing heights
- Some support for midrise buildings (4 to 6 storeys)

Community amenities

- Many respondents expressed that they would like to see public life elements enhanced in the Villages such as adding and preserving parks, green space and public space
- Few stated the need for improved multipurpose street planning and accessibility
- Few supported for adding cultural spaces and nightlife

Housing

- Limit housing on high volume traffic streets



75% of respondents liked or really liked the directions for the Village Areas

RESIDENTIAL AREAS

The Residential Areas have a mix of housing with a green and leafy character and quiet, walkable streets. With a variety of buildings from different eras, these places will retain existing affordability and provide new affordable housing opportunities for a diversity of household types and incomes as well as local-serving shops and services to support complete neighbourhoods.

Key feedback themes

Housing

- Many want to ensure affordable housing is available
- Support for building family sized and friendly housing
- Support for diverse housing options
- Some support for developing more laneway housing

Density

- Many support increasing density
- Some support to limit and maintain current densities

Height

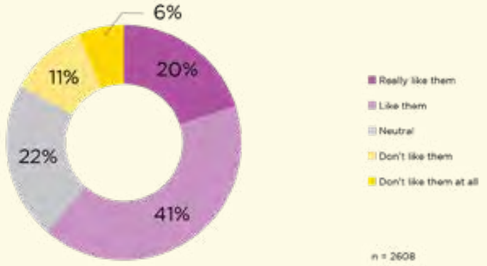
- Respondents expressed a balance between increasing heights and limiting heights to 3 to 4 storeys.

Business

- Many respondents expressed support for adding neighbourhood serving retail to the Residential Areas (grocery stores, cafes, bakeries, pharmacies)

Transportation

- Some support for better transit connections and improved walkability



61% of respondents liked or really liked the directions for the Residential Character Areas

CENTRES

The Centres are generally the newer mixed-use and commercial areas where the majority of housing and job space has been built in the past 40 years. Highly accessible and with a varied character, these higher density places will integrate with the Broadway Subway and provide additional opportunities for affordable housing, job space and amenities to meet the needs of the community.

Key feedback themes

Density

- Majority of respondents prefer to increase density versus maintain density
- Some support spreading out density over larger area as well as off arterials
- Concern raised include noise from increased density and locating density near to schools

Transportation

- Many support enhanced bike lane connections to and through the Centres
- Support for improved transit connections
- Some expressed traffic concerns
- Few stated support for bike lanes on Broadway

Heights of buildings

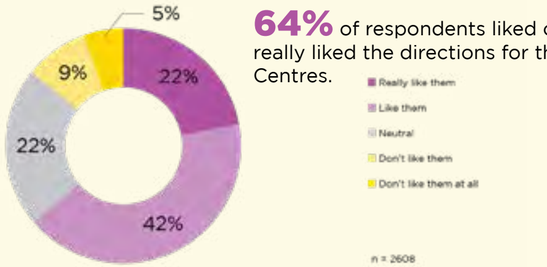
- Equal level of support for diverse heights of buildings and limited increases in building heights
- Greater preference for maintaining scenic views versus eliminating view cones
- Not all tall buildings should be located on arterial roads

Community amenities

- Support for improving green space in relation to increased densities
- Support for providing community infrastructure such as childcare, community centres, schools, and places of worship
- Some support for increasing public washrooms

Housing

- Many support the need to ensure affordability of housing
- Many expressed support for diverse housing options
- Support for maintaining character of heritage buildings
- Few comments expressing concern over displacement
- Few comments expressing concern about reducing low income/ social housing



64% of respondents liked or really liked the directions for the Centres.

INDUSTRIAL/EMPLOYMENT AREAS

The Industrial/Employment Areas are light industrial and mixed employment districts with an eclectic mix of businesses and building types. These places will provide additional opportunities for job space to support a range of city-serving light industrial businesses and to foster a growing innovation economy.

Key feedback themes

Business

- The majority support maintaining industrial uses
- Some support for mixed use- commercial and residential buildings
- Few comments stating support for spreading out industrial use throughout the city
- Support for additional small businesses such as restaurants, cafes, and patios

Arts and culture

- Many expressed support for more cultural and artist spaces in the industrial areas
- Some support for identifying opportunities for increased nightlife

Public space

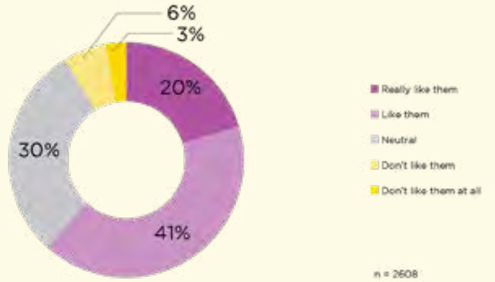
- Support for increasing patios in the area
- Support for additional green space

Housing

- Support for additional housing including affordable housing

Transportation

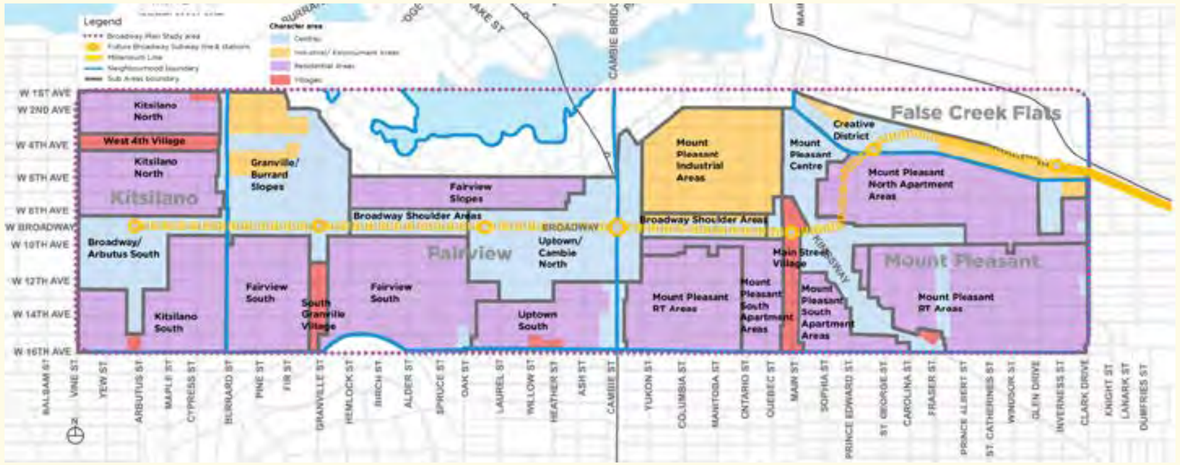
- Support for additional bike lanes through the industrial areas
- Some support for additional parking
- Some support for enhanced transit connections



61% of respondents liked or really liked the directions for the Industrial/ Employment Areas

PLACES: KITSILANO, FAIRVIEW, MOUNT PLEASANT

The Broadway Plan's Emerging Directions took a neighbourhood based planning approach to introduce directions intended to help shape growth and change for Kitsilano, Fairview, and Mount Pleasant. This phase of the planning program highlighted the priorities, future role and emerging directions for 18 subareas.



KITSILANO NORTH

Key feedback themes

Housing

- Many respondents expressed support for ensuring housing remains affordable
- Respondents expressed limited support or against social housing/low income housing
- Mixed support for preservation of old buildings versus redevelopment of them

Height of buildings

- Many in favour of maintaining height of buildings
- Support for increasing height of buildings

Density

- Preference for increasing density versus those wanting to maintain current density

Transportation

- Mixed support for adding versus reducing street parking
- Support for enhanced walkability and rolling by widening sidewalks and improving wheel chair accessibility
- Support for adding additional cycling infrastructure such as bike paths and secured bike parking

Green space

- Many expressed the need for preserving and expanding green space and parks, particularly spaces for children and families

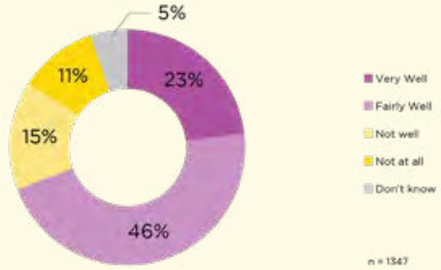
Businesses

- Some stated the need for integrating neighbourhood retail and amenities such as cafes, corner stores, and arts spaces

Community amenities

- Improve overall access to community amenities

Overall **73%** of respondents felt that the emerging directions for the North Kitsilano sub area reflected what they would like to see in the neighbourhood.



WEST 4TH VILLAGE

Key feedback themes

Businesses

- Many expressed support for protecting and encouraging additional small businesses
- Some expressed need for measures to support small business such as lowering rents, tax reform, live-work units, prioritize local versus large chains, and additional incentives
- Support local business on ground floor commercial spaces
- Support for increasing patios
- Support for small to medium size commercial storefronts

Transportation

- Mixed support for adding or reducing on street parking
- Support for enhance active transportation such as widening sidewalks for enhanced walkability as well as maintaining and adding bike lanes
- Support for reducing cars

Density

- Mixed support for increasing density versus those wanting to maintain current density

Heights of buildings

- Preference to maintain current height versus increasing height

Housing

- Ensuring housing remains affordable
- Support for preservation of old buildings
- Ensure mixed units for social housing

Character

- Support for maintaining distinct village neighbourhood character

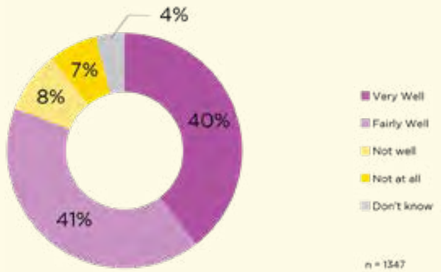
Community amenities

- Improve access to community amenities

Parks and green space

- Preserve and enhance opportunities for additional green space and parks
- Some respondents expressed need for additional trees and tree canopy

Overall **81%** of respondents felt that the emerging directions for the West 4th Village area reflected what they would like to see in the neighbourhood.



BROADWAY/ARBUTUS SOUTH

Key feedback themes

Housing

- Ensuring housing remains affordable
- Limit new social housing
- Displacement concerns
- Add Co-ops
- Ensure mix of rental and ownership housing

Transportation

- Support for maintaining and enhancing active modes of transportation such as widening sidewalks, and converting street to bike lanes
- Identify opportunities for additional bicycle storage
- Some concerns about traffic created by both cars and buses
- Ensure adequate bike lane access to Arbutus Station

Heights of buildings

- Preference for maintaining heights versus increasing height
- Some comments expressed need to maintain scenic views

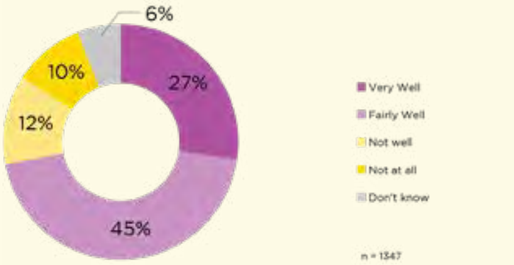
Density

- Preference for increasing density versus maintaining current density
- Some respondents stated support for increasing density around Arbutus Station

Businesses

- Supportive of increasing commercial store fronts on Broadway
- Encourage businesses and services that support daily needs

Overall **72%** of respondents felt that the emerging directions for the Broadway/ Arbutus South area reflected what they would like to see in the neighbourhood.



KITSILANO SOUTH

Key feedback themes

Housing

- Many respondents expressed the need to ensure housing remains affordable
- Many respondents expressed the need for less single-family homes
- Support for diverse housing options such as co-ops, townhomes, triplexes, duplexes and market strata buildings
- Some want to remove or limit social housing and low income housing
- Some respondents suggest providing a mix of rental and ownership opportunities

Heights of buildings

- Preference for maintaining current height of buildings versus increasing heights of buildings

Density

- Preference for increasing density versus maintaining current density

Transportation

- Few comments in support of adding protected bike lanes on Broadway
- Few comments expressing need for additional bike lanes through the area

Business

- Supportive of mixed use live/work space
- Supportive of increasing ground level commercial storefronts that include spaces for local business

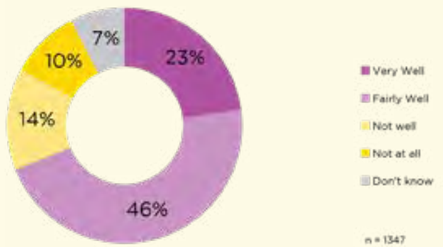
Green space and parks

- Support for preserving and identifying opportunities for more green spaces
- Some comments about preserve tree-lined streets as area grows and changes

Character

- Maintain character of the area /buildings – contextual design, preserve heritage and maintain green and leafy streets

Overall **69%** of respondents felt that the emerging directions for the Kitsilano South area reflected what they would like to see in the neighbourhood.



SOUTH GRANVILLE VILLAGE

Key feedback themes

Business

- Many respondents expressed the need for more affordable shopping destinations
- Support for more local businesses and to protect small business
- Support of increased mixed use commercial and residential along South Granville
- Support for a grocery store
- Support for a variety of elements such as additional restaurants and cafes, patios, and bakery

Transportation

- Many respondents expressed concerns about traffic
- More requests for additional parking versus decreased parking
- Support for enhanced active transportation modes such as better overall walkability, wider sidewalks, and more bike lanes

Heights of buildings

- Height increases are preferred versus limit or maintain
- Support for midrise buildings between 4-6 storeys

Community amenities

- Support for new parks, green space and general amenities
- Support adding live music venues, pubs, and bars

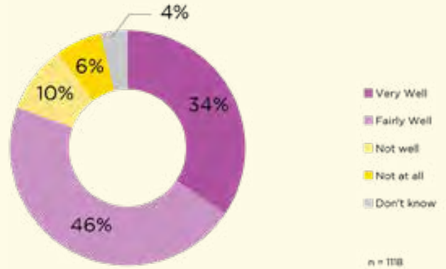
Housing

- Some support for adding more supply of housing to the area
- Some support for preservation of heritage buildings

Boundaries

- Support for extending South Granville boundaries to 5th Avenue

Overall **80%** of respondents felt that the emerging directions for the South Granville Village reflected what they would like to see in the neighbourhood.



GRANVILLE/BURRARD SLOPES

Key feedback themes

Community amenities

- Strong support for preserving and adding parks, public space and green space
- Strong support for increasing affordable cultural spaces

Housing

- Support for affordable housing with the inclusion of low income/ social housing.
- Support for adding more condo/strata in the area
- Some respondents expressed the need for both homeownership and rental options

Transportation

- Many respondents expressed the need for better walkability and wider sidewalks
- Support for new bike lanes
- Some encouraged for less cars due to traffic concerns

Business

- Support for less car dealerships in the area
- Supportive of mix use buildings that include commercial and residential spaces
- Support for more restaurants and cafes in the area

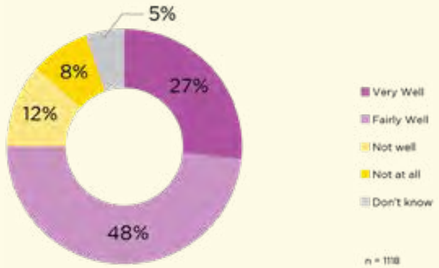
Heights of buildings

- Respondents prefer limiting height increases versus overall increases

Density

- Density increases are preferred versus maintaining

Overall **75%** of respondents felt that the emerging directions for the Granville/ Burrard Slopes area reflected what they would like to see in the neighbourhood.



FAIRVIEW SOUTH

Key feedback themes

Housing

- Many respondents expressed the need for ensuring affordable housing
- Support for adding additional townhouse developments to the area
- Support for more condos/strata
- Some support for preserving existing housing and heritage buildings
- Some respondents said to redevelop older buildings and replace older rental

Transportation

- Many respondents support maintain and enhancing active modes such as supporting improved walkability, wider sidewalks, and adding bike lanes
- Some expressed concern about traffic

Businesses

- Supportive of more small businesses including grocery stores, restaurants, and cafes

Heights of buildings

- Preference for limiting increase in building heights versus maintaining heights

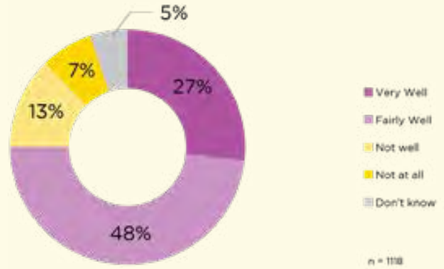
Community amenities

- Many respondents stated the need to add to and enhance existing parks, green spaces and public spaces
- Support for more community amenities

Density

- Increased density is preferred versus maintained or spread out over larger areas

Overall **75%** of respondents felt that the emerging directions for the Fairview South area reflected what they would like to see in the neighbourhood.



Appendix B

FAIRVIEW SLOPES

Key feedback themes

Housing

- Many respondents expressed the need for ensuring affordable housing
- Support for overall increase of housing in the area
- Some support for heritage buildings
- Some residents stated to limit new low income and social housing

Height of buildings

- Many respondents expressed the need to limit increase of buildings to a max of 6 storeys
- Some support for maintaining scenic views
- Some support for increasing height of buildings

Transportation

- Many respondents expressed support for active modes of transportation such as better walkability and adding bike lanes
- Some support for improving public transit service in the area
- Some respondents stated traffic concerns in the area

Density

- Many respondents preferred increased density versus maintaining

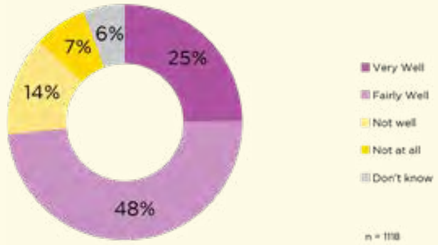
Businesses

- Support for additional small businesses such as additional coffee shops, grocery store, patios and restaurants
- Some support for additional mixed use developments including commercial and residential

Community amenities

- Many respondents stated the need to add or preserve park space and green space

Overall **73%** of respondents felt that the emerging directions for the Fairview Slopes area reflected what they would like to see in the neighbourhood.



Appendix B

BROADWAY SHOULDER AREAS

Key feedback themes

Housing

- Many respondents expressed the need for ensuring affordable housing
- Some support for heritage buildings
- Some residents stated to reduce low income and social housing
- Some residents support diverse housing options such as adding co-ops and assisted living
- New housing should not just locate on arterials

Heights of buildings

- Many respondents expressed increased heights of buildings and eliminating view cones
- Some support for limiting heights of buildings
- Few support maintaining scenic views and existing heights

Transportation

- Many respondents expressed support for active modes of transportation such as better overall walkability, widened sidewalks and adding bike lanes
- Few stated the need for better public transit

Community amenities

- Support for additional parks and green space
- Support for additional overall community amenities

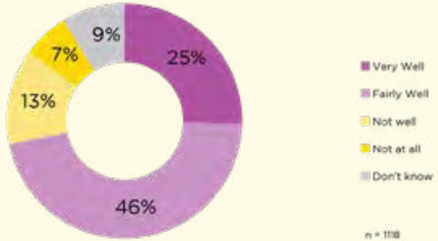
Density

- Many support increased density

Business

- Some support for mixed commercial and residential developments
- Few stated the need for additional grocery stores, office space and additional small business

Overall **71%** of respondents felt that the emerging directions for the Broadway Shoulder Areas reflected what they would like to see in the neighbourhood.



Appendix B

UPTOWN/CAMBIE NORTH

Key feedback themes

Heights of buildings

- Many respondents support increased building heights
- Some support for limiting building heights
- Some support for eliminating view cones
- Some support for midrise buildings

Transportation

- Many respondents expressed support for active modes of transportation such as better walkability and adding bike lanes
- Some expressed concerns over traffic
- Some expressed the need for additional parking
- Improve wayfinding, specifically signage for tourists and VGH

Housing

- Many respondents expressed support for diverse housing options such as adding co-ops
- Some support for ensuring affordable housing and overall increase of housing supply
- Few stated support for heritage buildings

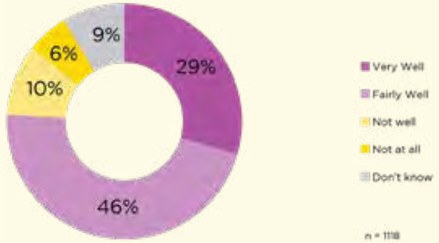
Density

- Many respondents prefer increasing density versus maintaining

Businesses

- Supportive of mixed use buildings that include residential and office
- Support for small business such as adding coffee shops, restaurants, and additional patios

Overall **75%** of respondents felt that the emerging directions for the Uptown/ Cambie North area reflected what they would like to see in the neighbourhood.



Appendix B

CIVIC CROSSROADS

Key feedback themes

General

- More respondents commented about leaving City Hall as is versus expanding City Hall
- Some stated the need to renovate City Hall

Community amenities

- Many respondents stated the need for additional parks, public space, green space, and gardens
- Some stated the need to identify opportunities to activate City Hall lands with more cultural spaces, events and activities

Housing

- Supportive of identifying locations for affordable housing
- Maintain character of surrounding heritage homes

Heights of buildings

- Support for increasing building height around transit station

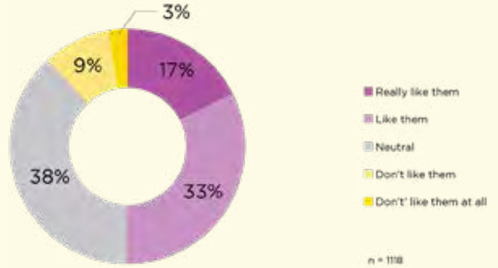
Transportation

- Respondents expressed mixed support for increasing connections by bike, walking and driving
- Support for increased availability of parking at City Hall

Density

- Support for increasing density of the site versus maintaining

Overall **50%** of respondents felt that the emerging directions for the Civic Crossroads reflected what they would like to see in the neighbourhood.



VIEWS AND HEIGHTS

Key feedback themes

Are there particular areas or sites in and around Uptown (e.g. key intersections) that you feel are more suitable for Higher Buildings? Please specify

- *Heights of buildings*
  - An equal representation are in favor of eliminating of view cones versus maintaining views
  - Many respondents preferred increasing building heights versus limited height increases or maintaining current height
- *Suggested intersections/locations*
  - Many respondents expressed support for locating higher buildings near Broadway and Cambie
- *Density*
  - Many respondents preferred increasing density versus maintaining density

Do you have ideas for potential new views, e.g. street-end views of the downtown and North Shore Mountains? Please provide specific views/locations if possible

- *Heights of buildings*
  - Many expressed their overall preference for maintaining scenic views
  - Respondents provided general views they would like protected such as mountains, VGH, from seated areas, and tops of tall buildings

View cones- views and heights

- *Heights of buildings*
  - Large preference of maintaining scenic views
  - Keeping buildings to midrise level
  - Mixed support for elimination of view cones

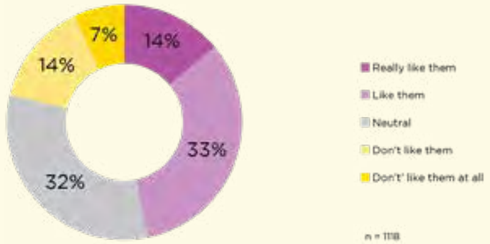
Density

- Support for increasing density versus maintaining

Housing

- Support for identifying opportunities for affordable housing

Overall **47%** of respondents felt that the emerging directions for views and heights reflected what they would like to see in the neighbourhood.



UPTOWN SOUTH

Key feedback themes

Heights of buildings

- Many respondents preferred to increase heights of buildings versus maintain
- Few support for maintaining scenic views

Housing

- Many respondents expressed the need for ensuring affordable housing
- Supportive of diverse housing options such as townhouses, co-ops, seniors housing, and condos
- Some stated the need to identify opportunities for short term housing for those receiving medical treatment

Transportation

- Many respondents expressed support for enhanced pedestrian, cycling, and public transit network
- Some support for adding additional parking
- Few comments about traffic concerns

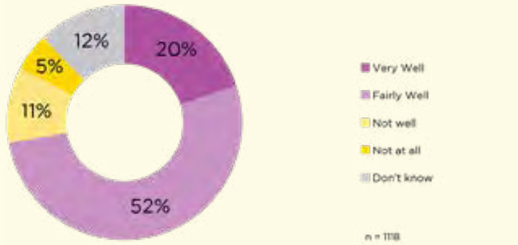
Density

- Many stated preference for increased density versus maintaining

Community amenities

- Support for additional parks, green space and general community amenities

Overall **72%** of respondents felt that the emerging directions for the Uptown South area reflected what they would like to see in the neighbourhood.



Appendix B

MAIN STREET VILLAGE

Key feedback themes

Transportation

- Many respondents were supportive of adding new cycling routes that connect to and through Main Street
- Discourage usage of cars/limit accessibility for cars as there are traffic concerns

Arts and culture

- Increase supply and affordability of artist spaces

Parks and green space

- Many respondents are supportive of enhancing public spaces by adding and improving parks, more amenities, more seating, and add public washrooms

Business

- Many expressed support for protecting small business by making or keeping rents affordable
- There is also support for considering elements such as more patio spaces, restaurants, cafes, and mixed use commercial (retail/office)

Heights of buildings

- Stronger preference for increasing buildings versus maintaining
- Support for midrise buildings

Density

- Majority of respondents prefer for increasing density over maintaining

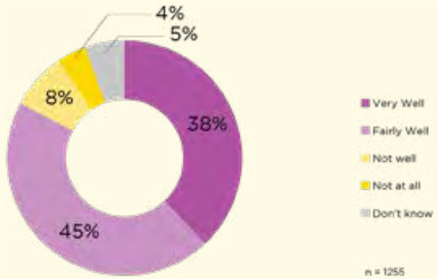
Housing

- Strong support for ensuring affordability of housing
- Strong support for providing more diverse housing options while maintaining heritage home character of the area

Other

- Support renovation of existing structures
- Some concern for over development

Overall **83%** of respondents felt that the emerging directions for the Kitsilano sub areas reflected what they would like to see in the neighbourhood.



Appendix B

MOUNT PLEASANT CENTRE

Key feedback themes

Housing

- Many want to ensure affordable housing is available
- More in favour of providing low income and social housing in the area than against
- Some support for maintaining character of heritage homes
- Some support for providing diverse housing options like co-ops, townhouses, and supports for people experiencing homelessness

Community amenities

- Many respondents express support for adding and enhancing green space, parks and gardens
- Many expressed that childcare should be increased in this area
- Some want to integrate schools in new developments

Culture

- Support for preserving and adding more artist spaces

Transportation

- Many support wider sidewalks and more bike routes to reduce car dependency
- Support for identifying solutions to relieve traffic
- Some comments about reducing cars

Height of buildings

- Many expressed support for maintaining existing heights of buildings
- Some support for increased heights
- Few support maintaining scenic views and grouping taller buildings together

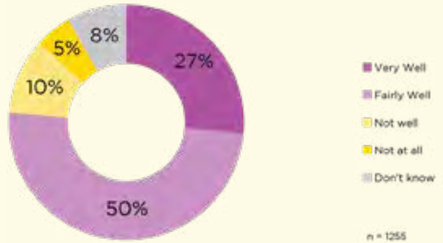
Business

- Many prefer mixed use buildings that provide live/work spaces
- Strong concerns of protecting small businesses
- Discourage large chain stores to protect small business
- Few comments stating to add more office, retail and patios

Density

- Strong preference for increased density versus maintaining or spreading it out over a larger area

Overall **77%** of respondents felt that the emerging directions for the Mount Pleasant Centre area reflected what they would like to see in the neighbourhood.



Appendix B

MOUNT PLEASANT SOUTH APARTMENT AREAS

Key feedback themes

Housing

- Many respondents expressed that the need to ensure affordable housing is available
- Many support diverse housing options such as adding co-ops, assisted living, townhouses, low income and social housing
- Support maintaining character of heritage housing
- Few comments concerning maintaining single family homes ensuring housing can be owned and not just rented.
- There were some displacement concerns

Heights of buildings

- Preference for permitting increased building heights versus maintaining current restrictions
- Mixed support for maintaining current building heights and maintaining scenic views

Transportation

- Preference for enhanced active modes of transportation such as adding new bike routes and widening sidewalks
- Discourage usage of cars and limit access to residential neighbourhoods to alleviate traffic concerns
- Improve bike storage
- Enhanced wheel chair accessibility

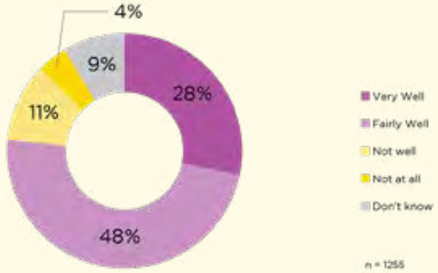
Density

- Preference for increasing permitted density versus maintaining current restrictions

Community amenities

- Many respondents expressed that green and public spaces area a priority
- Suggestions to add community centres, increased childcare and artist spaces

Overall **76%** of respondents felt that the emerging directions for the Mount Pleasant South Apartment Areas reflected what they would like to see in the neighbourhood.



Appendix B

MOUNT PLEASANT INDUSTRIAL AREA

Key feedback themes

Business

- Many respondents expressed support of keeping industrial zoning and emphasis on protecting small businesses
- Some expressed the need to add retail and more restaurants to the area
- Some comments about providing mixed use that include commercial and residential
- Consideration of lowering commercial taxes to encourage small business

Community amenities

- Strong support for adding and protecting artist spaces
- Many comments about improving and adding more public space, parks and green space

Housing

- A number of comments about adding housing to the Mount Pleasant Industrial Area
- Support for locating affordable housing and diverse housing options

Transportation

- Support for new and improved transportation options such as bike routes, bus stops, additional parking, and walkability
- Enhanced signage for bike routes in the area

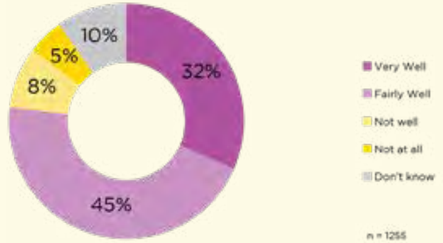
Height of buildings

- Preference for increasing heights of buildings versus maintain

Density

- Preference for increasing density versus maintain

Overall **77%** of respondents felt that the emerging directions for the Mount Pleasant Industrial Area reflected what they would like to see in the neighbourhood.



Appendix B

MOUNT PLEASANT NORTH APARTMENT AREAS

Key feedback themes

Housing

- Many respondents expressed the need to ensure affordable housing is available
- Many support diverse housing options such as adding co-ops, assisted living, townhouses, low income and social housing
- Some concerns about displacement
- Equal preference in redeveloping and maintaining heritage homes
- Some concerns with over-development

Heights of buildings

- Strong support for increasing heights
- Some support for limiting building heights

Transportation

- Preference for enhancing active modes of transportation such as adding new bike routes and widening sidewalks
- Some respondents commented on increasing availability of parking
- Improve wheelchair accessibility

Density

- Strong preference for increasing density versus maintain density

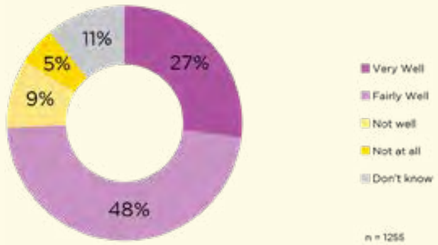
Community amenities

- Strong preference for adding more public space and parks
- Few suggestions to add community centres, increased childcare, artist spaces, and dog parks

Business

- Support for additional retail and mixed commercial

Overall **75%** of respondents felt that the emerging directions for the Mount Pleasant North Apartment Areas reflected what they would like to see in the neighbourhood.



Appendix B

MOUNT PLEASANT RT AREAS

Key feedback themes

Housing

- Many support ensuring affordable housing options are available
- Many support diverse housing options including adding co-ops, townhouses, and low income/social housing
- More respondents expressed the need to maintain character versus redeveloping older structures

Density

- Preference for increased density versus maintaining density

Transportation

- Support for new and improved transportation options such as bike routes, and wider walks
- Some expressed traffic concerns

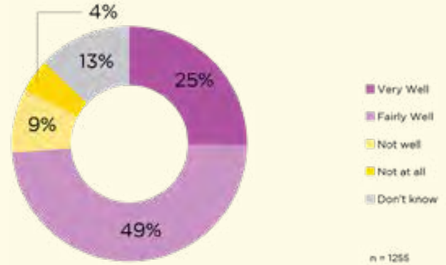
Heights of buildings

- Respondents prefer increasing heights of buildings versus maintaining
- Few comments about maintaining scenic views and midrise

Community amenities

- Support for increased community amenities such as green spaces, parks, and community centres

Overall **74%** of respondents felt that the emerging directions for the Mount Pleasant RT Areas reflected what they would like to see in the neighbourhood.



CREATIVE DISTRICT

Key feedback themes

Housing

- Many comments about housing in the Creative District
- There were many comments about providing diverse housing options such as affordable housing, low income and social housing, and adding co-ops
- Support for maintaining and retaining of character

Heights of buildings

- Balanced support for increasing heights of buildings versus maintaining
- Few comments about maintaining scenic views and grouping taller buildings

Transportation

- Support for enhancing cycling and pedestrian network to and through the area to improve accessibility and connectivity to the surrounding area
- Few comments expressing the need for additional parking

Density

- Preference for increased density versus maintaining

Community amenities

- Support for adding addition green space and parks
- Some support for additional space for artist studios
- Support for more of a 24 hour community – enhanced night life opportunities

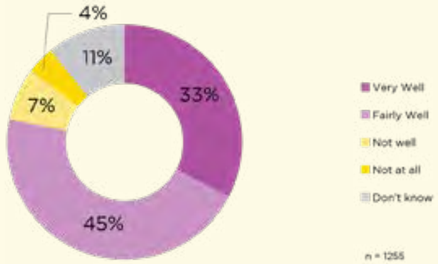
Business

- Strong emphasis on protection of small business
- Strong support for identifying new opportunities for additional businesses
- Support for mixed use buildings that include commercial and residential
- Few comments about adding retail

Parks and green space

- More amenity space that includes green space and parks)

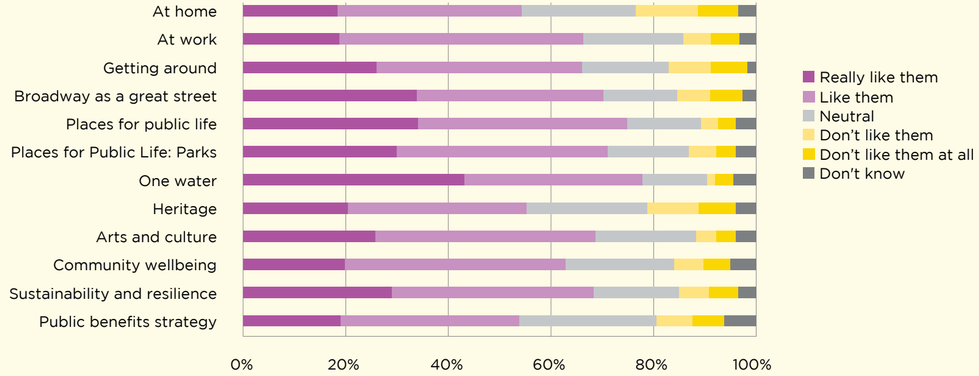
Overall **78%** of respondents felt that the emerging directions for the Creative District reflected what they would like to see in the neighbourhood.



AREA-WIDE DIRECTIONS

As part of the Emerging Directions, area-wide policy directions were introduced by topic that included At Home (Housing), At Work (Jobs/Economy), Getting Around (Transportation), Broadway as a Great Street, Places for Public Life (including Parks), One Water, Heritage, Arts and Culture, Community Well-Being, Sustainability and Resilience, and the Public Benefits Strategy.

Quantitative feedback on area-wide policies



AT HOME

Key feedback themes

General

- Strong support for adding assisted living, coops, townhouse developments and other diverse options
- Strong concerns about displacement and ensuring affordability
- Many expressed challenges with affording home ownership
- Many expressed that they would like to own

Density

- Preference to increase density overall versus maintain

Rentals

- Many respondents expressed support for providing additional supply of rental units
- Strong support for providing rent to own opportunities
- Greater frequency of responses that agree versus disagree with rent protection

Height of buildings

- Many respondents expressed their preference for increasing the height of buildings versus maintaining heights
- Some support for maintaining scenic views

Low income/ social housing

- Many respondents stated that they prefer to see low income and social housing throughout the study area
- Few comments stating the need to limit low income and social housing

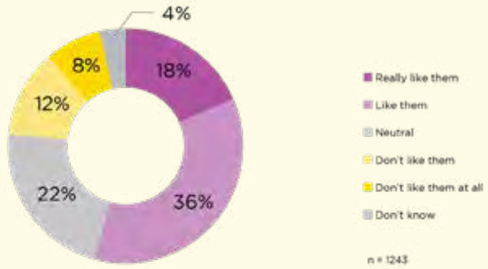
Community

- Strong support for maintaining livability by supporting increased development with green space, community parks, schools and improved walkability.

Public land and non-profit

- Support for renewing housing opportunities on public and non-profit land
- Support for identifying opportunities for additional housing on public or non-profit land

Overall **54%** of respondents felt that the At Home emerging directions reflected what they would like to see in the future.



AT WORK

Key feedback themes

Business

- Support for changing zoning restrictions to support additional job space
- Increase types of businesses in the area such as industrial, tech, non-profit, healthcare
- Strong support for protecting small businesses
- Concerns about property taxes
- Incentivise large scale companies to open offices in the area

Density

- Strong support for increase density of job space

Public space

- Improve public space to support quality of life of local workers

Housing

- Increase supply of rental housing in close proximity to job space

Enhance character

- Support for overall improvement of character of employment areas by providing additional gathering space, covered outdoor space, green space, and parks

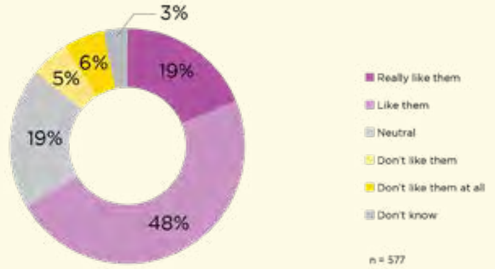
COVID-19

- Suggestions to consider how COVID19 may change employment patterns and need for office space

View cones

- Range of responses for removing, amending or maintaining view cones

Overall **67%** of respondents felt that the At Work emerging directions reflected what they would like to see in the future.



GETTING AROUND

Key feedback themes

Cars

- Many comments expressing concern about eliminating cars – maintain vehicle access throughout Broadway
- Support for reducing speed limits and traffic calming measures in residential areas, particularly on streets with high numbers of pedestrians and cyclists
- Add EV charging stations, on and off-street
- Many comments about eliminating parking minimums and introducing parking maximums
- Support for increased availability of on-street and off-street parking

Cycling network and micro-mobility

- Improve cycling network by creating safe connections to and from transit stations
- Reduce opportunities for conflict between all street users, including people walking, cycling, driving, and those using micromobility devices like e-scooters
- A common gap that was mentioned was the need for ensuring secure lockup facilities in new developments, transit stations, and major employment areas
- Support for protected bike lanes on major arterial streets, as well as safe and comfortable routes along quiet residential streets
- Support for encouraging micromobility options such dockless bike, scooter sharing, skate boards and rollerblades

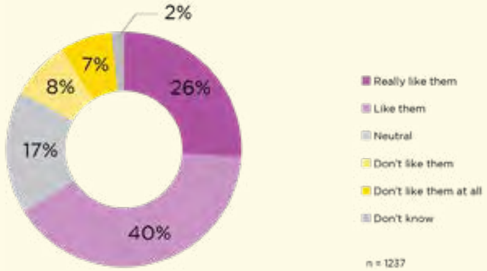
Greenways

- Requests for more greenways in general

Pedestrian network

- Widen sidewalks
- Improve walkability
- Improve accessibility

Overall **66%** of respondents felt that the Getting Around emerging directions reflected what they would like to see in the future.



BROADWAY AS A GREAT STREET

Key feedback themes

Sidewalks

- Strong support for widening sidewalks for enhanced walkability
- Strong support for seeing patios and additional public seating along Broadway
- Strong support for street trees
- Improve accessibility
- Improve pedestrian safety along the corridor

Cycling network

- Overall strong support for maintaining and enhancing AAA cycling infrastructure to the cycling network
- Support for adding cycling infrastructure on Broadway, including protected bike lanes and secure bike parking facilities

Cars

- More support for reducing automobile use rather than maintaining or increasing use on Broadway
- Respondents raised concerns about traffic impacts
- Some respondents do not want to see parking removed from Broadway

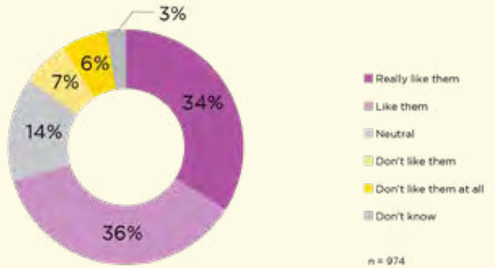
Business

- Some comments referenced the need to ensure small businesses are protected
- Some comments referenced the need to ensure small businesses are protected from potential negative impacts of street changes

Design

- Inclusion of Indigenous design elements in public realm

Overall **70%** of respondents felt that the Broadway as a Great Street emerging directions reflected what they would like to see in the future.



PLACES FOR PUBLIC LIFE

Key feedback themes - Public places

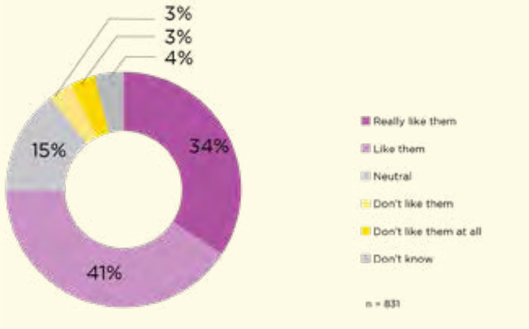
Sidewalks

- Support for addition of patios, public seating, weather protected areas and public art
- Additional urban gardens
- Identify opportunities for additional parks
- More pet friendly areas

Green space

- Permanent green spaces

Overall **75%** of respondents felt that the overall directions for Places for Public Life reflected what they would like to see in the future.



PLACES FOR PUBLIC LIFE: PARKS

Key feedback themes - Parks

Park elements

- Many respondents would like to see new elements added to parks including skate parks, ping pong tables, etc.
- Many respondents expressed increasing park sizes
- Respondents would like to see additional washrooms
- Respondents would like to see more parks that are pet friendly (dedicated space for dogs and enclosed dog parks)
- Introduce indoor green spaces
- Support for naturalizing parking areas

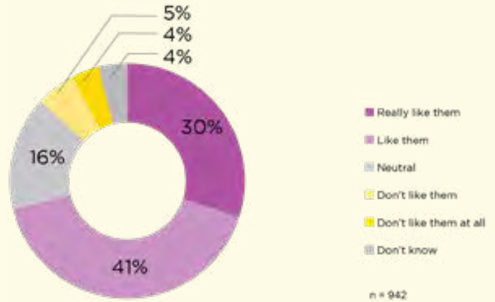
Safety

- Respondents expressed general safety concerns in area parks
- Many concerns about people experiencing homelessness and "tent cities" in parks

Park typologies

- Support for introducing new parks such as larger neighbourhood parks, linear parks, pocket parks, and pop up parks
- Respondents think that rooftop parks and public spaces should be required as part of new high rise residential developments

Overall **71%** of respondents felt that the Places for Public Life: Parks emerging directions reflected what they would like to see in the future.



ONE WATER

Key feedback themes

General

- Strong support for overall directions of the One Water section
- Respondents support applying principles to all new developments

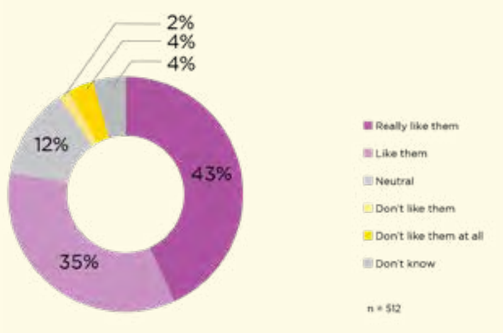
Community

- Identify more ways to include Indigenous perspectives/inputs

Other

- Some raised concerns of the affordability of projects
- Some raised interest in identifying priority of projects
- Some stated that emerging directions were not clear

Overall **78%** of respondents felt that the One Water emerging directions reflected what they would like to see in the future.



HERITAGE

Key feedback themes

Protect/not protecting heritage buildings

- Strong support in favour of protecting versus not protecting heritage buildings

Indigenous community

- Generally supportive of including Musqueam, Squamish, and Tsleil-Waututh in all aspects of the plan and process
- More details on Indigenous communities and reconciliation within the plan
- Place making that reflects ancient history of living on these lands

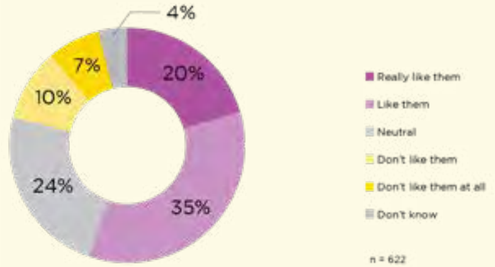
Maintain character

- Maintain character of neighbourhoods

Incentives for heritage building protection

- Interest in incentives for the protection of heritage buildings and sites
- Explore creative solutions to retain more heritage buildings and heritage locations

Overall **55%** of respondents felt that the overall directions for Heritage reflected what they would like to see in the future.



ARTS AND CULTURE

Key feedback themes

Creatives/ artists

- The majority of comments received expressed the need for more spaces for artists to create and perform
- Many respondents expressed the area should be seeking more opportunities to showcase art
- Need for City to help support affordable rent and artist spaces
- More live/work units to support local artists

Entertainment venues

- Support for locating more entertainment venues, events and celebrations
- Need to protect small, medium, and large venues
- Identify opportunities for outdoor and indoor stages

Opportunities for local Indigenous and urban Indigenous

- Work with Musqueam, Squamish, and Tsleil-Waututh Nations and Urban Indigenous communities to connect with sites of significance and increase their visibility on the land through design, wayfinding, storytelling, self-identified cultural spaces, and public art

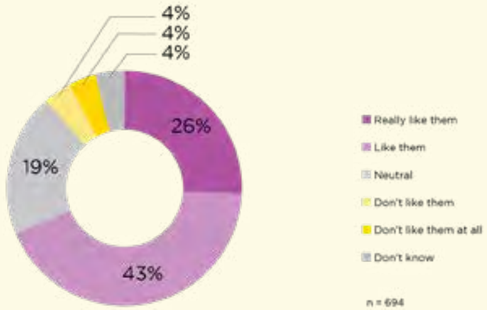
Unclear direction

- Respondents expressed that they require more clarity and details on what is being proposed for arts and culture

Local business

- Respondents stated that more flexible zoning is needed to support local business opportunities in arts and culture – flexibility for more art spaces
- Support for additional patios for small businesses
- Respondents are concerned about high taxes impacting financial viability of performing arts venues
- Support BIAs promoting independent shops and festivals

Overall **69%** of respondents felt that the Arts and Culture emerging directions reflected what they would like to see in the future.



COMMUNITY WELL-BEING

Key feedback themes

Community services

- Majority of respondents would like to see increased childcare
- Many respondents expressed support for community centres, community programming, community gardens, and senior care.
- Need for affordable community amenities and services

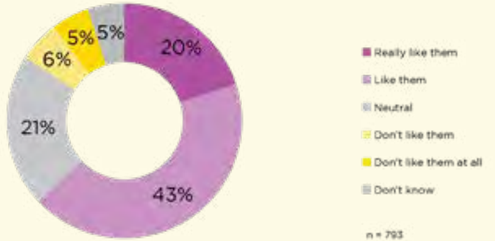
Housing

- Many respondents expressed concerns over displacement
- Offer diverse options including co-ops and developments along greenways
- Support for more low income and social housing
- Support for aligning childcare policies with the housing policies
- Maintain affordable housing

Gaps

- Identify places of worship
- Recognize connections to nature as being important to well-being
- More comprehensive list of community assets that contribute to well-being
- Unaddressed need for more seniors centres

Overall **63%** of respondents felt that the overall directions for Community Wellbeing reflected what they would like to see in the future.



SUSTAINABILITY AND RESILIENCE

Key feedback themes

General

- Respondents expressed their overall agreement with emerging directions while also keeping in mind the need for affordable interventions
- Strong support for increasing more green energy options
- Identify opportunities to add EV charging stations to public and private developments
- Add green roofs
- Improved recycling and waste management efforts

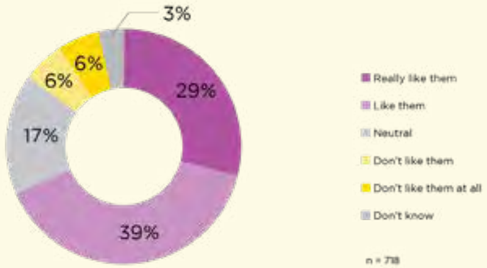
Transportation

- Overall support for enhancing active and public transportation modes
- Support for adding cycling infrastructure such as more bike lanes and bike storage
- Identify opportunities for walking only zones

Affordability

- Respondents expressed concerns about sustainability interventions reducing housing affordability and impacting their personal finances

Overall **68%** of respondents felt that the Sustainability and Resilience emerging directions reflected what they would like to see in the future.



PUBLIC BENEFITS STRATEGY

Key feedback themes

Community

- Strong support for delivering community benefits that are family focused
- Identify community benefits that enhance character of the area
- Many respondents stated that schools need to be added to the area

Amenities

- Support for adding more community centres, washrooms, childcare, parks/greenspace and art

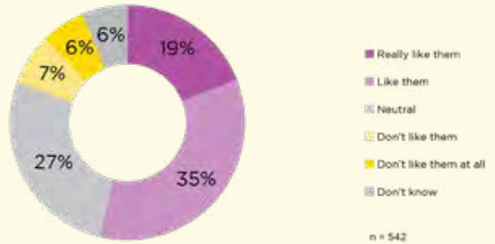
Housing

- Overall support for securing more affordable housing such as co-ops, and social housing

Distribution of benefits

- Respondents want to see equal distribution of benefits
- Ensure developers are paying for public benefits

Overall **54%** of respondents felt that the overall directions for Public Benefits Strategy reflected what they would like to see in the future.



Appendix C

EMERGING DIRECTIONS WORKSHOPS

The following is a summary of the comments and key ideas that emerged from the Broadway Plan's Emerging Directions Workshops.

The purpose of the workshops was to focus on the Emerging Directions, covering different neighbourhoods of the Broadway Plan, as well as different topic areas (Housing, Jobs and Economy and Transportation). Three workshops took a neighbourhood based approach providing greater focus on specific neighbourhoods in the context of the Broadway Plan. One workshop provided a study area wide overview of the Emerging Directions. All interested members of the public were encouraged to attend. Events were not limited to residents of a particular neighbourhood. Workshops were held on the following dates:

- March 9 – Mount Pleasant
- March 10 - Fairview
- March 11 – Kitsilano
- March 16 – General (study area wide)

Each session started with an introductory presentation that provided background information and work plan update. The "Character Areas" and "subareas" for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas' future role, and emerging directions. Following, staff shared information that outlined key area wide emerging directions for housing, jobs and economy and transportation. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

- What are your thoughts of the emerging directions?
- Are there any specific emerging directions that stand out to you? What about them stands out?
- Is there anything that you think is missing?

After the breakout room sessions, there was a Question and Answer period. Participants had the opportunity to ask staff clarifying questions or for more information about a particular topic.

Appendix C

MOUNT PLEASANT EMERGING DIRECTIONS WORKSHOP

What are your thoughts of the emerging directions?

Overall thoughts on Emerging Directions

- General support from participants for emerging directions policy
- Need to provide additional details

Village Character Area

- Support for the village character areas
- Need to ensure places to gather
- Need to retain types of small shops and groceries
- Need affordable retail to preserve the existing shops

Getting around

- Need to improve accessibility and sidewalks at 12th Ave and Fraser
- Bike routes should be safe and low stress
- Concern over aggressive cyclists on 10th Ave
- Please prioritize pedestrian and car improvements to 12th Ave near Fraser
- 16th Avenue east of Cambie is quite narrow in places – how could it accommodate buses in the future? (transit gap identified on map)
- Support for prioritizing pedestrian and car improvements to 12th Ave near Fraser
- Support the idea to enhance walking and cycling in Mount pleasant

At home

- Support for protecting renters
- Support for prioritizing rental housing and affordable housing
- C-2 needs to retain existing affordable rental housing above stores (lost with redevelopment)

Community well-being

- New amenities needed with new development
- Maintain grocery store in Kingsgate Mall

Density

- Some participants expressed increasing density along arterial streets
- Support for increasing density in exchange for more affordable housing

Appendix C

MOUNT PLEASANT EMERGING DIRECTIONS WORKSHOP

Are there any specific emerging directions that stand out to you? What about them stands out?

Places for public life

- Support for identifying opportunities to widen the sidewalks to accommodate storefront, rental, and patios

Affordability

- Focus on building and maintaining affordability stands out

Getting around

- Support making Broadway a bit more vehicle friendly for drop-offs and pickups
- Support opportunities to widen sidewalks

Density

- Concern about adding density and deteriorating livability.
- Concern about over-densifying and accommodating too much growth

Is there anything that you think is missing?

Neighbourhood character

- Participants support maintaining Mount Pleasant's "character"
- Interest in heritage retention
- Interest in buildings that build on community character

At home

- Need policies for retaining affordable retail as well
- Would like to see policy on how affordable home ownership will be achieved

Appendix C

FAIRVIEW EMERGING DIRECTIONS WORKSHOP

What are your thoughts of the emerging directions?

View cones

- Interest in implications of changes to view cones on Fairview Slopes

Development on Broadway

- Limit land assemblies
- Height along Broadway should respect character of surrounding neighbourhood
- Need more height and density for housing and office close to the subway

Heights

- Need to retain the scale of development in Fairview Slopes

At home

- Support in locating workforce housing in close proximity to employment areas
- Interest in co-locating modular housing and job space

Are there any specific emerging directions that stand out to you? What about them stands out?

At home

- Support for strong focus on affordable and rental housing

Villages

- Supportive of emerging directions
- Should be extended

Places for public life

- Concerns around maintaining and expanding green space if density is being increased

Appendix C

FAIRVIEW EMERGING DIRECTIONS WORKSHOP

Is there anything that you think is missing?

At home

- Details outlining how the City will pay for affordable housing
- More details about providing family sized units to own and rent
- Support for co-ops
- Support to identify ways home ownership can be made affordable, particularly for families with children

Places for public life

- More dedicated park space and protected park space
- Ask to change Granville connector loop to a permanent park

Getting around

- Improved access to False Creek
- Support for Broadway as a Great Street
- Great streets trade offs should be carefully considered

Density

- Mixed support for density
- Mixed support using density to unlock affordability
- Strategically identify areas to locate density

Community well-being

- Fairview is a great neighbourhood – identify ways so that it continues to serve families

At work

- Future retail should support small business
- Need to prioritize small business when designing retail spaces

Other major projects

- Seńákw and Molson site should be taken into consideration during the Broadway Planning Process
- Is there an opportunity to include this in the Broadway documentation?

Appendix C

KITSILANO EMERGING DIRECTIONS WORKSHOP

What are your thoughts of the emerging directions?

Overall thoughts on emerging directions

- Many people expressed general support for emerging directions
- Looking forward to more detailed policy

View cones

- Concerned about changes to view cones

Height and density

- Some concern about overall height in area
- Concerns about height at 7th and Arbutus
- Support for adding density close to transit stations
- Suggestion that 6 to 8 storeys buildings needed

Neighbourhood character

- Need to keep the neighbourhood feel without changing it to a thoroughfare

Displacement

- Concerned about how rental buildings are being upgraded without displacement

At home

- Participants support focus on affordable housing
- Need more housing options then just basement suites for renters
- Concerns relating to aging strata buildings
- Concerns around not many affordable rentals options available
- Support for locating housing close to transit stations

Getting around

- Focus on moving people and not cars
- Strong walking, cycling and transit connections
- Support for additional greenways
- 12th street is a valued street for the community
- 14th avenue is cherished by the community because of its green and leafy nature

Affordability

- General consensus on affordability concerns
- Concerns about new development increasing land values
- Concerns about owners and renters being priced out of the neighbourhood
- Need to ensure business viability isn't pulled to Broadway from 4th Ave

Appendix C

KITSILANO EMERGING DIRECTIONS WORKSHOP

Are there any specific emerging directions that stand out to you? What about them stands out?

Village character area

- Support for the Villages
- Support for maintaining human scale in Villages
- Support for extending Village Character Area along Broadway from Vine to Alma
- Interest in having wider sidewalks, bike lanes, or patios in the villages

South West Loop Park

- Some concern about developing South West Loop Park for housing
- Some support for keeping it as a park

Is there anything that you think is missing?

Places for public life

- Need more spaces like corner parks/ parklets, current corner parks as a result of COVID responses are being well used

Heritage and First Nations

- More information on heritage and First Nations history

Getting around

- There is a north/south deficit for improved transit and access
- The Arbutus streetcar should continue down Arbutus to beach area
- Increased access from seaside greenway up to Broadway
- Concerns around parking regulation changes due to trolley rerouting

Parking

- Businesses in the Industrial Armoury District concerned about parking availability
- Armoury District businesses need drop off/pick-up availability close to businesses

Community well-being

- Interest in more details about community amenities to support new growth, such as childcare
- Need for new/expanded schools with growing population
- Need to ensure families can stay in the neighbourhood

Appendix C

GENERAL EMERGING DIRECTIONS WORKSHOP

What are your thoughts of the emerging directions?

At home

- Overall support for providing a range of diverse housing options
- Need more transit oriented affordable housing
- Mixed support for more density
- Mixed support for rental housing
- Support for opening up RS/RT (low density) areas for increased affordable housing
- Support for housing opportunities where ownership is affordable
- Support for identifying housing policy tools that allow young people to stay in the neigbourhood

Getting around

- Need to retain some street parking on Broadway in front of the businesses to support businesses in the area
- Support wider sidewalks
- Support for active transportation improvements
- Many participants are concerned about traffic cutting through the neighbourhood (commercial traffic)
- Traffic is a concern for families with young children

Broadway as a Great Street

- Want to see wider sidewalks on Broadway but also maintain access for car traffic
- Pick up and drop off areas for seniors on Broadway
- Broadway future as a great street was identified as a subarea that needed improved livability

Places for public life

- Need weather protection
- Enhance patio culture but need solutions to be able to sit away from the traffic
- Need for wide tree canopies, parks and gardens

Built form

- Support for courtyard built forms with opportunity for central area to be used as public space away from the traffic
- There is room for all types of building forms and heights. Want to see moderate density

Appendix C

GENERAL EMERGING DIRECTIONS WORKSHOPS

Are there any specific emerging directions that stand out to you? What about them stands out?

View cones

- Some expressed opposition to changing view cones.
- Protect areas natural beauty

At home

- Supported prioritization of new rental where not displacing existing renters

Getting around

- Support focus on walking/cycling but some people also need to use vehicle to access destinations (also deliveries, etc.)

Complete communities

- Want to see complete community approach applied to all of Broadway Plan

Is there anything that you think is missing?

Village character area

- South Granville between Broadway and 1st not being protected as a village area

At home

- Identify opportunity to achieving affordable home ownership
- Need for family sized units
- Sound from arterials impacts livability

Community well-being

- Would like to see a push to build apartments with family sized units near schools that are under-capacity to enable new schools in growing neighbourhoods
- Needs to be connection between economics of projects and amenity delivery

Getting around

- Create active laneways
- Opportunities for electric vehicle charging stations

Places for public life

- Need a dog park in Mount Pleasant, example Jonathan Rogers Park

Appendix D

RENTER ROUNDTABLE



The following is a summary of the comments and key ideas that emerged from the Broadway Plan's Renter Roundtables. The Broadway Planning Team partnered with staff from the City's Renter Office in Homelessness Services and Affordable Housing Programs who provided insight about renter issues and supported facilitating discussions.

The purpose of the roundtable discussions was to focus on rental housing in relation to the Broadway Plan. Topics included creation of new rental housing, protecting existing secure rental housing, renter protections and mitigating displacement impacts. The roundtable took a neighbourhood based approach with each session focusing on one of three Broadway Plan neighbourhoods. All interested members of the public were encouraged to attend and not limited to residents of a particular neighbourhood. Workshops were held on the following dates:

- March 23 – Mount Pleasant
- March 24- Fairview
- March 25– Kitsilano

Each session started with a Broadway Plan process and work plan update. Staff then provided background information about renters and rental housing that included the renter profile, types of rental housing, and existing housing choices in the Broadway Plan area. The key housing needs and challenges were also introduced. Following, staff shared information that outlined the objectives of the area emerging directions for housing and how they may apply to neighbourhoods. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities. The following questions were provided to help guide discussion:

- What are your initial impressions of the emerging directions?
  - Did anything stand out to you that you liked/did not like?
  - Is there anything missing?
- What is your top priority for renters in the Broadway Plan?
- How has COVID19 impacted you as a renter?

After the breakout room sessions, facilitators shared the top two to three themes or advice that the groups discussed. After, participants had the opportunity to ask staff clarifying questions or for more information about the Broadway Plan's Emerging Directions for housing and or more general renter issues.

Appendix D

MOUNT PLEASANT RENTER ROUNDTABLE

What are your initial impressions of the emerging directions?

Small business

- Concerns over displacement of small businesses at Kingsgate Mall
- Need local business to serve needs of community
- Would support seeing more affordable retail and services along Broadway

Arterial streets

- Many participants raised that arterial streets are not livable because of noise and pollution, such as Broadway and Kingsway
- Support improving busy arterial streets so they are more livable

Unit types

- Concerns over size of new apartments that'll be built
- Diversity of unit type for both singles and families
- Support for more density in northern part of Mount Pleasant
- 2-bedrooms should have bedrooms of equal size

Density

- Many participants support density off arterials
- More density allows for more people to be in walking distance of transit and shops
- View cones are not as important as having more rental supply
- Increase density in low density areas

View cones

- Should be amended to increase capacity for affordable housing

Affordable housing

- Important to consider people on disability and low income renters
- Normal market rental seems to be favored
- Support social housing
- Support for protecting rooming houses
- Support for more coop housing

Appendix D

MOUNT PLEASANT RENTER ROUNDTABLE

What is your top priority for renters in the Broadway Plan?

Affordability

- Affordability is a relative– income inconsistent with rents
- Building enough rental to accommodate all the people who want to live in the area
- Renters progressively getting priced out
- Definition of affordability should consider changes in market conditions

Displacement

- Support to see plan to mitigate displacement and impacts on renters

Quality of housing

- Quality of existing rental is poor
- City should explore policy tools that encourage maintenance of rental housing
- More affordable rental units are those in poorer condition

How has COVID-19 impacted you as a renter?

Employment

- Arts, culture, retail workers, and low income earners struggling

Public and private outdoor space

- Balconies and outdoor spaces important for livability
- Support for enhanced public and private outdoor spaces
- Improve park space in Mount Pleasant

Unit size and building facilities

- Studios and 1-bedroom units are too small when public health measures direct residents to socially distance
- Improved accessibility
- Pet friendly facilities on site

Appendix D

FAIRVIEW RENTER ROUNDTABLE

What are your initial impressions of the emerging directions?

Affordability

- Gentrification not mentioned in emerging directions
- Progressively unaffordable for more people
- Regressive housing affordability
- Definition of affordability that considers changing market conditions
- Participants shared common experience of incomes not keeping pace with increase of rents
- Lack of affordable family sized rental units in the city

Displacement

- Concern that redevelopment is displacing housing for moderate income
- Support for the city introducing policy that protects renters from displacement

Loss of older stock

- Older housing stock has larger units that can be at risk
- Concerned about losing older affordable rental stock for new builds that have higher rents
- Desire to see maintenance of 3 storey walk-ups

Unit sizes

- Concerned that new builds have small unit sizes
- Participants expressed concern that new build have bedrooms are too small
- Some bedrooms in new builds don't have real walls or windows
- Concerns regarding size and location of non-market suites / replacement units within new buildings.

Density

- Some desire to maintain views of the north shore while densification occurs
- Some concern that density not aligned with neighbourhood character
- Support for general direction in terms of locating density.
  - Support for density around transit stations – particularly around Cambie and Broadway
  - Support for new rental apartment areas

Appendix D

FAIRVIEW RENTER ROUNDTABLE

What is your top priority for renters in the Broadway Plan?

Displacement

- Concern for displacing older affordable housing stock with new build
- Concern for displacing seniors and those on fixed incomes who have been priced out of current rental market

Diverse of housing options

- Provide more opportunities for coops – increase potential density for their sites

Affordable housing

- More affordable options that allow people to age in place and support young families
- Support for increasing density in exchange for more affordable rents
- Support for renovating older stock while maintaining affordability

Accessibility

- Support for improving accessibility of existing rental stock and new builds

Workforce housing

- Identify opportunities in Fairview for those who work in healthcare and other front line roles

How has COVID-19 impacted you as a renter?

- Property management company offered reduction in rent for longer-term lease.
- Need for more space to work from home such as office space
- Public and private outdoor spaces are very important
- Fairview is underserviced in terms of park space and outdoor space
- Support for temporary patio program

KITSILANO RENTER ROUNDTABLE

What are your initial impressions of the emerging directions?

Station site areas and City owned land

- More housing, especially around SkyTrain Stations
- Demand for more rental, strata, co-op housing
- More details on City-owned sites - what could be potentially built
- Utilize publically owned land to build housing

Policy

- Increasing supply of housing units should be prioritized over issues related to setbacks, shadowing, views, etc
- Supportive of prezoning station areas for housing if it means approvals will be easier

Affordability

- City needs to do more about making home ownership more affordable

Quality of rental units

- Lack of pride of ownership is reflective in condition of rental units
- Improve quality and livability of rental units

Density

- Support for more density in the Village Character Area
- Would be great to have more density in central walkable neighbourhood
- West End model would be good to follow
- Eliminate building setbacks to provide additional density
- Support for re-evaluating view cones (especially at Broadway/ Cambie)
- Support for gentle density in areas transitioning away from station sites

Appendix D

KITSILANO RENTER ROUNDTABLE

What is your top priority for renters in the Broadway Plan?

Affordability

- City needs to do more about improving overall affordability
- City needs to do more about making home ownership more affordable

Housing supply

- Find the right kind of supply
- Overall support for density that supports liveability

Transportation

- Connections to future stations
- Improve overall connections,
- Wider sidewalks and improved walkability
- Support for more bike lanes

How has COVID-19 impacted you as a renter?

Hygiene concerns

- Shared private space and amenities (hallways, laundry facilities, storage)

Outdoor space

- Access to private outdoor space
- Variety of outdoor public amenity space for gathering and exercising

Livability

- Pandemic has revealed livability challenges of small units
- Concerns about livability of high density neighbourhoods

Appendix E

RENTERS ADVISORY COMMITTEE

To discuss and get input from the RAC members on the Broadway Plan's Emerging Directions. The purpose of the workshop was to collect feedback on the committee thoughts about how the "At Home" chapter can be improved and what was missing. Particular attention was paid to their ideas, opportunities and challenges around the early policy directions for rental housing and renters. The workshop started with background information about renters and rental housing in the Broadway Plan area, including the renter profile, existing rental housing stock in the study area, and the intersection of the proposed character areas and rental housing. Following, committee members and staff had a discussion and question and answer session. The following questions were provided to help guide discussion:

- Is there anything missing in the emerging directions that are important to renters?
- What advice do you want to give us as we move into developing specific policies?

The following is a summary of the comments and key ideas that emerged from the discussion.

Summary of comments:

Overall

- More details for Broadway Plan needed before overall level of support is determined

Density

- Support for more density - without tower form
- Single family neighborhoods have space for low density forms (4-6 storeys)
- Move density off arterial streets
- Maintain "community feel"

Non-profit housing

- City support for non-profits is positive but may need to do more
- Remove rezoning process to help
- City is working with Province and BC Housing Non-Profit Association
- RM-4 changes proposal first step in facilitating development for social housing

Is there anything missing in the emerging directions that are important to renters?

Units

- More details on unit types, sizes, livability and functionality
- Concerned about small sized units (micro units) and impacts on mental and physical health
- Racial equity also goes through diversity of unit types and sizes (multi-generational households, newcomers etc.)
- Student Housing
- Important to engage youth and those who live in student housing
- Student needs are different from "standard" renter

Workforce housing

- Need for more publicly funded housing for workforce housing,
- Needed for healthcare staff around VGH and close to St Paul
- VGH having trouble attracting staff because people can't afford to live close-by and don't want to commute

Appendix E

RENTERS ADVISORY COMMITTEE

What advice do you want to give us as we move into developing specific policies?

Displacement

- Need to be careful with displacement – both out of homes and neighborhoods
- Small businesses community gentrified and price out renters

Density

- Some participants discouraged locating density like the West End plan did
- Does not want to see density added in places that are already dense
- Possible area to locate density: Kitsilano and Shaughnessy area anywhere (6 storey buildings).
- Support for 12-storey mass timber for social housing

Policy development

- Streamline development process for social, below market housing, and small owners
- Consider using: templates, simple forms for which there would be no need for architects

Other

- Questions about expansion of the Rental Housing Stock ODP 1:1 unit replacement area
- Questions about how the City could enable building rental for middle income workers that would be below market
- Non-profit sector doesn't have money to pay tenants out – could offer alternate housing or spots in new social buildings.

Appendix F

MOUNT PLEASANT NEIGHBOURHOOD HOUSE COMMUNITY MEMBER WORKSHOPS

The following is a summary of the comments and key ideas that emerged from a series of engagement events with members of Mount Pleasant Neighbourhood House. The Broadway Planning Team partnered with staff from Mount Pleasant Neighbourhood House who helped organized and facilitate discussions with various cultural and activity groups, including:

- March 15 - English Class Participants / Newcomers Group
- March 19 - Arabic speaking women
- March 29- General public and families with young children
- March 31- Chinese Seniors

Mount Pleasant Neighbourhood House generously provided translation for meetings where English may have been a secondary language. Translated booklets were also provided in both hardcopy and digital format in advance of each session.

Each session started with an introductory presentation that provided background information and work plan update. The "Character Areas" and "subareas" for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas' future role, and emerging directions. Following, staff shared information that outlined key area wide emerging directions for housing, jobs and economy and transportation. Participants were encouraged to ask questions and share comments at the end of every topic section. They were also asked for their thoughts on important considerations, ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

1. What are your thoughts of the emerging directions?
2. Are there any specific emerging directions that stand out to you? What about them stands out?
3. Is there anything that you think is missing?

English Class Participants/ New Comers

Families and childcare

- Need more childcare spaces and options. Very challenging to find childcare, many places have extremely long waits.
- Vancouver is not family oriented

Housing

- Need larger apartment spaces (2+ bedrooms)
- Families must live outside of Vancouver due to cost of housing
- City of Vancouver should provide support to prospective renters.
- Want more housing closer to transit and amenities/ services

Transportation

- Need more access to public restroom facilities
- Need rental bikes (like Mobi) for children
- Cost of transportation should be lower

Appendix F

MOUNT PLEASANT NEIGHBOURHOOD HOUSE COMMUNITY MEMBER WORKSHOPS

Arabic speaking women

Housing

- Area needs more family/ multi-generational sized housing (3 – 5 bedrooms)
- Homes are too small, and very expensive for their size
- Require more common spaces which accommodate larger family gatherings and activities (Shared kitchens, common playgrounds libraries)
- Housing needs to be more affordable

Community services

- Challenging to coordinate childrens' activities in many different spaces. Could benefit from common space like Richmond Oval
- Need more recreation centres (not community centres) and outdoor activities for children

Transportation

- Buses and public transit often less efficient and late. More efficient to take personal vehicle
- Transit easier to take for youth not elders

Business

- Need more job opportunities for youth to remain in the City

General public and families with children

Housing and displacement

- Concerned that the construction of new building will push and price out existing renters
- Housing is a human right and developers should be required to have social responsibility for creating affordable housing
- Need more family housing
- Cost of housing should be related to income levels
- Would like to see more co-op housing. Challenging to get in currently.

Transportation

- Don't want to see any negative impacts to cost and efficiency of public transit options.

MPNH

- Mount Pleasant neighbourhood house is a community hub whose users often have high barriers to housing.

Other

- Ensure Broadway Plan considers accessibility

Appendix F

MOUNT PLEASANT NEIGHBOURHOOD HOUSE COMMUNITY MEMBER WORKSHOPS

Chinese seniors

Transportation

- Concerns with public transit transfer times and number of available routes.
- 99 B-line and buses are preferred over subway

Social services

- Need more space for social activities and gatherings. Community centre space at a premium.
- More outreach for isolated seniors including meal programs

Housing

- More variety of housing types (smaller family units, mortgage helper basement suites)

Appendix G

YOUTH ENGAGEMENT SUMMARY

Voices of youth are often underrepresented from civic engagement processes. In an effort to involve more youth in the Emerging Directions, the Broadway Planning Team partnered with CityStudio and Langara College Applied Planning students to create and implement a youth engagement strategy. 21 students were divided into three groups, each covering one of the three Broadway Plan neighbourhoods (Kitsilano, Fairview and Mount Pleasant). Their primary engagement objective was to generate awareness and gather feedback from youth aged 13 to 30 years old who live, work, and play in the Broadway Plan study area. Additionally, they were also tasked with generating interest and involvement in a Virtual Youth Workshop.

This engagement summary includes contributions from the students' final engagement summaries.

The following is a summary of the tools and tactics that were used to inform, consult and involve youth in the Broadway Plan's Emerging Directions Virtual Open House.

Instagram takeover

A four minute "story" was created and shared on Langara College and CityStudio Instagram accounts that highlighted the key facts of the Emerging Directions. Informative pieces on housing, jobs, transportation and community well being were shared. Over 1,900 followers were reached.

Posters

Posters were created and put up across the Broadway Plan study area and in local small business advertising Emerging Directions and opportunities for youth to get involved. QR codes and website links were provided allowing for easy access to information on mobile devices.

Social media

Students used social media to help drive awareness about the Virtual Youth Workshop by leveraging youth focused organizations. Organizations like CityStudio, Global Shapers, and CityHive helped amplify messages about the Emerging directions, and opportunities to attend The Virtual Youth Workshop. Students also leveraged their own personal and professional social media to further help amplify engagement opportunities.

Business partnerships

Student built partnerships with local businesses that have high levels of foot traffic and were frequented by youth. Posters that advertised engagement opportunities were placed in areas that provided high visibility to customers.

YOUTH ENGAGEMENT SUMMARY CONTINUED

Youth workshop

The Youth Workshop was held on March 22. It provided a dedicated space for young people between the ages of 18 and 30 to share their thoughts on the Broadway Plan's Emerging Directions, including housing, transportation, Broadway as a "Great Street," jobs and economy, and more. Everyone who was interested was encouraged to attend, and the workshop was not limited to residents of the Broadway Plan area. 55 people attended and were divided into 6 breakout rooms to have discussions. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

- What are your thoughts of the emerging directions?
- Are there any specific emerging directions that stand out to you? What about them stands out?
- Is there anything that you think is missing?

After the breakout room sessions, there was a question and answer period. Participants had the opportunity to ask staff clarifying questions or for more information about a particular topic.

At home

- Concerns around housing affordability
- Concerns regarding displacing renters with new developments
- Need for more housing stock in the area
- Too many studios are being built, not enough family sized units
- Consider mandatory minimum unit size for new rental buildings
- Many do participants expressed they don't see themselves living in Vancouver in the future because of affordability and lack of family sized units
- Many expressed support for eliminating single family homes

At work

- Support small businesses through smaller commercial spaces
- Need for more commercial spaces around the future SkyTrain stations
- Some respondents wanted to see a greater diversity of businesses to support a 24 hour economy such as performance venues, restaurants, and arts and cultural spaces
- Encourage commercial uses that support both day and evening economies
- Support for more arts and culture along Broadway
- Support for smaller scale retail
- Participants expressed that there is a need for flexible commercial spaces that can provide space for different businesses during the day time and evening

Appendix G

YOUTH ENGAGEMENT SUMMARY CONTINUED

Getting around and Broadway as a Great Street

- Support enhancing bike lanes and walkable streets
- Like the focus on increasing infrastructure for active transport, safety and traffic calming measures
- Secure bike parking should be considered
- Need more commercial spaces around transport hubs
- Improved streetscape along Broadway
- More patios, seating and plazas along Broadway
- Make Broadway more of a destination
- Support enhancing and expanding greenways
- Improve connections to False Creek
- Support for more greenery, separation from loud buses on Broadway
- Support for less hard textures and materials along Broadway
- Support for creating more gathering places along Broadway

Area character

- Small and active store fronts in places like South Granville Village should be retained
- More opportunities for patios
- Civic Cross Roads could be made more vibrant
- Commercial spaces are very large and can only be occupied by large tenants
- Focus on building smaller spaces for local businesses

Places for public life

- Like the focus on creating more places for people to meet
- Need for public washrooms in the neighbourhood
- Incorporate local food production into the area e.g. community gardens, public fridges
- Need more cultural spaces for minority groups
- Focus on flexible, weather protected spaces e.g. multiple uses
- More green and active spaces to support influx of residents
- Support for more park spaces in close proximity to Broadway
- More flexible public spaces that can be used differently during the day and night

Community well-being

- More affordable food options
- Strong support for more public washrooms

Appendix H

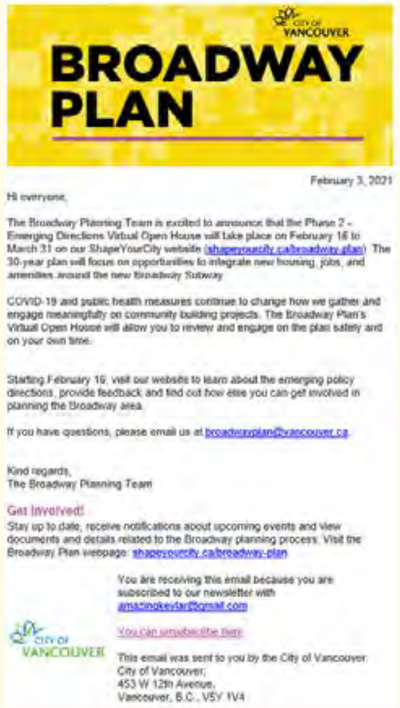
LISTSERV

The Broadway Plan email list was used during this phase of engagement as a way to keep the public up to date on engagement opportunities, council notifications and, more recently, updates on timeline changes due to the COVID-19 pandemic. 1687 people are currently registered to receive emails from the Broadway Plan team.

1,687

touch points

individuals on the email list



CITY OF VANCOUVER

BROADWAY PLAN

February 3, 2021

Hi everyone,

The Broadway Planning Team is excited to announce that the Phase 2 - Emerging Directions Virtual Open House will take place on February 16 to March 31 on our ShapeYourCity website (shapeyourcity.ca/broadway-plan). The 30-year plan will focus on opportunities to integrate new housing, jobs, and amenities around the new Broadway Subway.

COVID-19 and public health measures continue to change how we gather and engage meaningfully on community building projects. The Broadway Plan's Virtual Open House will allow you to review and engage on the plan safely and on your own time.

Starting February 16, visit our website to learn about the emerging policy directions, provide feedback and find out how else you can get involved in planning the Broadway area.

If you have questions, please email us at broadwayplan@vancouver.ca.

Kind regards,
The Broadway Planning Team

Get Involved!

Stay up to date, receive notifications about upcoming events and view documents and details related to the Broadway planning process. Visit the Broadway Plan webpage: shapeyourcity.ca/broadway-plan

You are receiving this email because you are subscribed to our newsletter with amazingkeylar@gmail.com

You can unsubscribe here

CITY OF VANCOUVER

This email was sent to you by the City of Vancouver.
City of Vancouver,
453 W 12th Avenue,
Vancouver, B.C., V5Y 1V4

Appendix I

POSTCARD MAIL OUTS

Staff distributed postcards notifying all residents (renters and owners), businesses and property owners in the Broadway Plan study area. 88,950 postcards were delivered.



BROADWAY PLAN 百老汇社区计划

Join us for our virtual open house to learn about the emerging directions for the Broadway Plan and share your thoughts on them.

The 30-year plan will focus on opportunities to integrate new housing, jobs, and amenities around the new Broadway Subway.

Visit our website for a full list of ways you can engage and provide your feedback.

这30年计划会集中机会，合并新百老汇街地铁站附近地区，以融合新建楼房，就业及市区设施

FOR MORE INFORMATION OR TO ASK US A QUESTION:

shapeyourcity.ca/broadway-plan

broadwayplan@vancouver.ca

3-1-1

#BroadwayPlan

Broadway Plan Study Area
Millennium Line
Broadway Subway Project
Potential Future Extension
Elevated SkyTrain
Tunneled SkyTrain and Stations

HOW TO PARTICIPATE IN THE VIRTUAL OPEN HOUSE (FEB 16 - MARCH 31): 参与和提供意见的方式

VISIT OUR WEB PAGE 网站

REVIEW THE MATERIALS 查看信息

COMPLETE THE SURVEY 调查表

ASK A QUESTION 问问题

CITY OF VANCOUVER

Appendix J

PRINT ADS (BUS SHELTER AND NEWS)

Bus stop shelter ads were in place over a 6 week period notifying passersby of upcoming engagement. These ads directed viewers to the Broadway Plan Shape Your City website using a link and QR code. Ads were placed along Broadway in the three neighbourhoods.

Newspaper ads were taken out in Vancouver is Awesome and The Courier advertising Broadway Plan Emerging Direction engagement.





CITY OF VANCOUVER | Broadway Plan