



Emerging Directions Highlights Booklet

BROADWAY PLAN PHASE 2 - EMERGING DIRECTIONS

Since March 2019, we've heard from thousands of people who helped identify key ideas, interests and opportunities that are important to Kitsilano, Fairview, and Mount Pleasant. This highlights booklet summarizes the emerging directions that will integrate new housing, job space and amenities around the future Broadway Subway.





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First Nations

The City of Vancouver recognizes that we are on the unceded, ancestral, and traditional homelands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations. The Broadway planning process aims to recognize the living culture and history of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations.

xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) 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 xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations hold to the territory. The term serves as a reminder that they will always retain their jurisdiction and relationships within their territory.

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 xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał Tsleil-Waututh Nations:

vancouver.ca/people-programs/city-of-reconciliation.aspx
vancouver.ca/files/cov/First-Peoples-A-Guide-for-Newcomers.pdf

Phase 2 Emerging Directions

ABOUT THIS DOCUMENT

The intention of the Emerging Directions Highlights Booklet is to provide a summary of the policy directions being introduced during this phase of engagement. These include:

- » Areas for Growth and Change (Character Areas and Neighbourhood Sub-Areas),
- » 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

If you would like to read the comprehensive version of the Emerging Directions, please read the “*Broadway Plan – Phase 2 Emerging Directions document*”, found here: www.shapeyourcity.ca/broadway-plan.

ABOUT THE BROADWAY PLAN

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

WHAT ARE THE EMERGING DIRECTIONS?

Leveraging the investment in the Broadway Subway, the Emerging Directions will enable new affordable housing while minimizing tenant displacement, increased and diverse job space, new and improved connections, improved parks and public spaces, and new and renewed community amenities, while recognizing and enhancing the distinctive qualities of the Broadway area. Together, these directions will foster walkability and more affordable, inclusive and equitable complete neighbourhoods connected by the new Broadway Subway. The directions will also strengthen Central Broadway as Vancouver’s vibrant second downtown, and enhance Broadway as a Great Street.

The Broadway Plan Emerging Directions respond to the significant community needs identified through engagement, technical work, and city-wide objectives, and seek to maximize the opportunities associated with the new rapid transit connection to the region. The COVID-19 pandemic

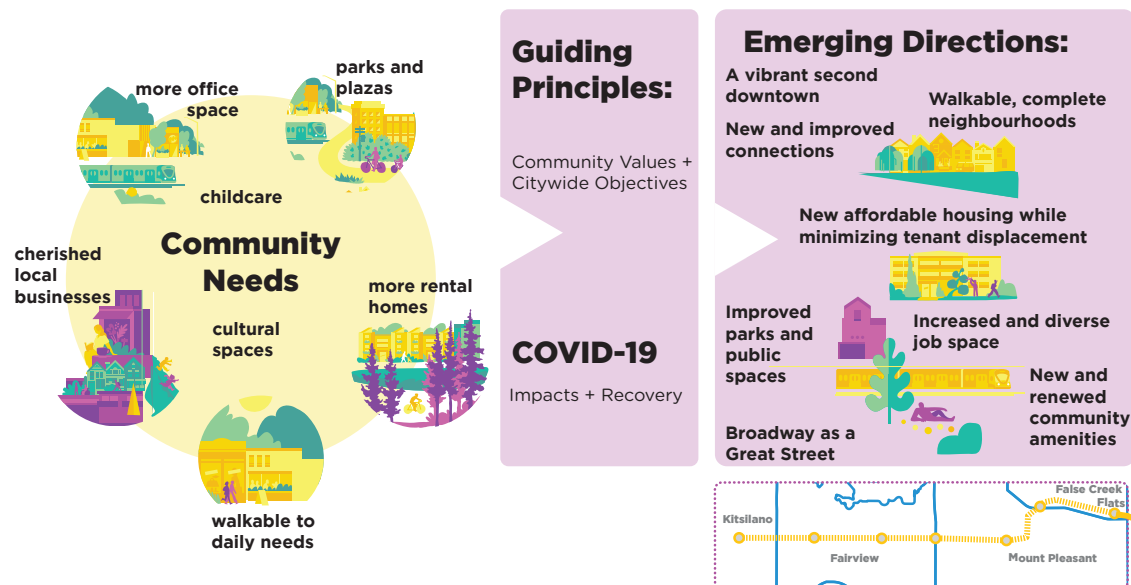
has amplified many of these needs and challenges, reaffirming the key directions for the plan.

APPROACH TO ENGAGEMENT

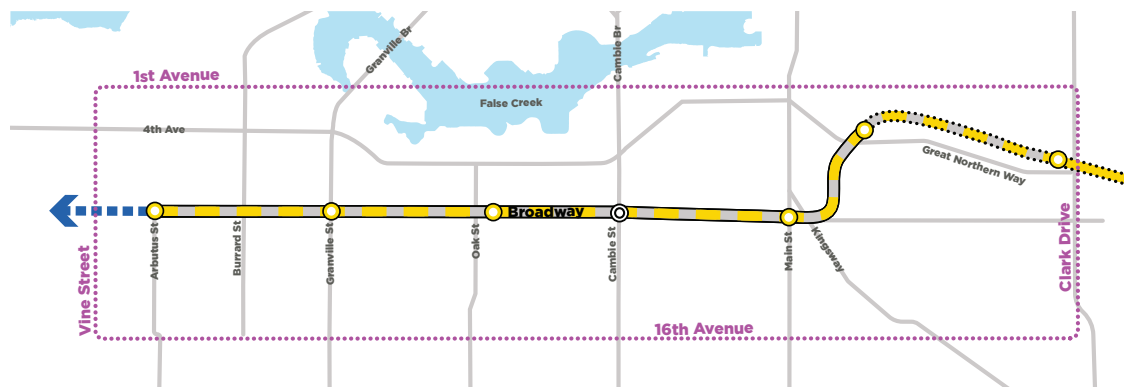
In light of the ongoing pandemic and public health measures, Broadway Plan has launched its “Virtual Emerging Directions Open Houses” between February 16 and March 31, 2021. Similar to other major public-facing projects, the Broadway Plan’s Shape Your City Page will be used to host the virtual open houses allowing City staff to share materials and collect feedback using a variety of online tools.

The overall approach to community engagement takes into account the area’s diversity and the distinct neighbourhoods of Kitsilano, Fairview, Mount Pleasant and False Creek Flats. Particular emphasis will be placed on engagement that is inclusive and accessible for groups who traditionally face barriers to participating in planning processes.

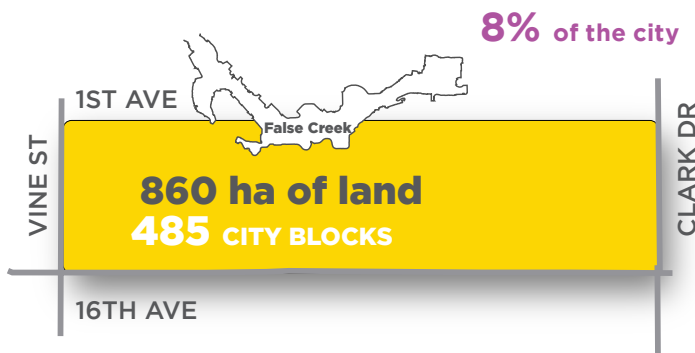
How We Arrived at the Emerging Directions



Study Area Today



The Broadway Plan study area is centered on Broadway, generally from Clark Drive in the east to Vine Street in the west.



The study area includes a diverse mix of places to live, work, learn and play.

4 distinct neighbourhoods within the study area

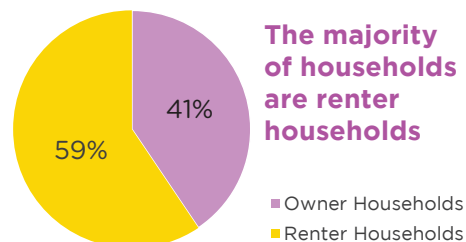


78,000+ PEOPLE

12% of the city's population



HOUSEHOLD TENURE



The study area has 25% of the city's purpose-built rental housing

84,400+ JOBS

The study area includes the largest hospital in Western Canada.

12,835 people (14% of residents) work and live in the Broadway Census data area



The busiest bus line in Canada and the United States, the 99 B-Line, runs through the study area with 61,000 passengers daily and over 500,000 pass-ups per year.



Engagement To Date

86

Engagement Events

12,000+

people were engaged so far during the Broadway planning process...



**Broadway Plan
Launch**
Online + In Person
6066
Interactions



Planning 101s
130
People



**Guiding
Principles**
Online + In Person
1876
Interactions



UBC City Studio
50
people



BIAs (3)
45
people



Walkshops
Online + In Person
664
People



**Pop-ups + Office
Hours (5)**
119
people



**UBC Let's Talk
Science**
30
Youth



**Option Lands
Open House**
111
people



Design Jam
100
People



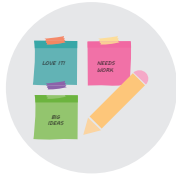
Festivals (2)
1259
People



**Vancouver Native
Education College
Workshop**
50
People



**VGH Lemonade
Stand**
180
people



Workshops (15)
307
People



**#MyBroadway
Postcards**
179
Responses



**Indigenous
Family Dinner**
15
People



**Small Business
Postcard
Outreach**
307
Interactions



**Urban Explorers
(4)**
165
Youth



**Advisory Groups
+ Committees
(12)**
165
People



**Broadway
Subway Open
Houses (3)**
508
People



**Kitsilano Shower
Program**
15
People

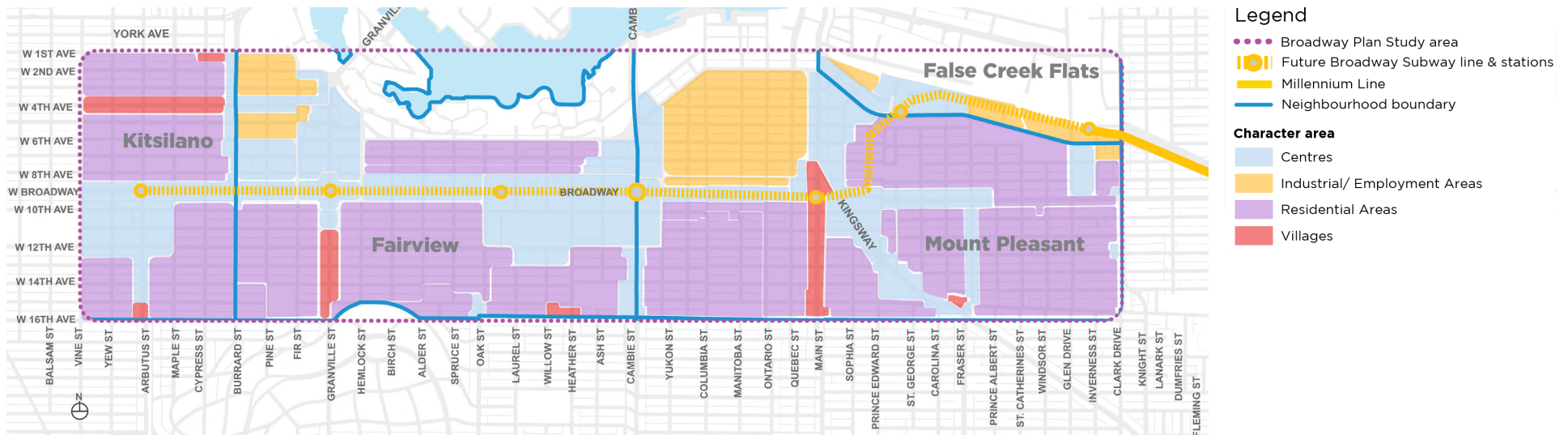
Character Areas

Based on community input and analysis of land use, built form, history of change, and other key considerations, four general character areas have 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.

The existing land use patterns are generally working well in the Broadway area. The emerging directions consider strategic land use changes and intensification to enable new affordable housing, job space, and amenities, and to foster more walkable, complete neighbourhoods.

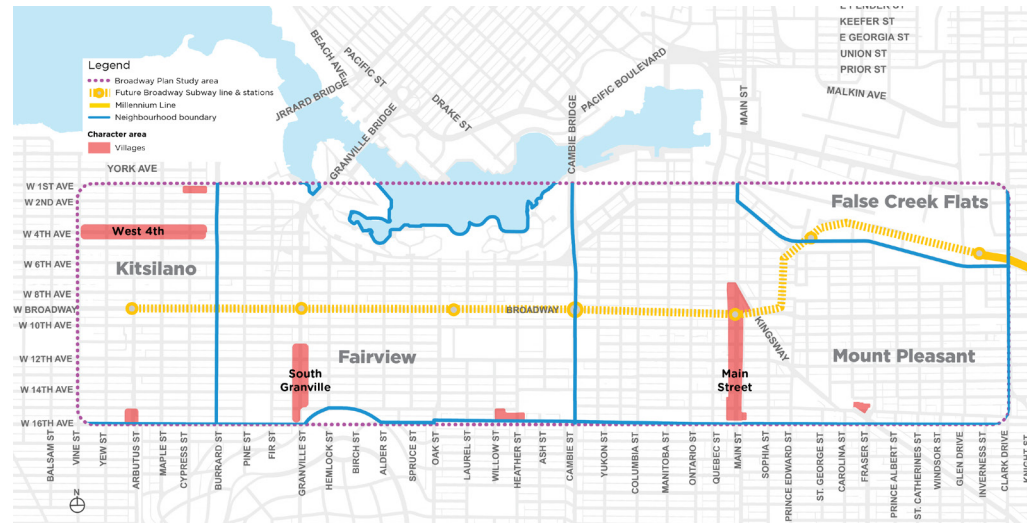


Villages

The distinctive, primarily low-rise Villages have a variety of local businesses (e.g. retail, restaurants, and small offices), interesting storefronts, and lively sidewalks.

FUTURE INTENT

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.

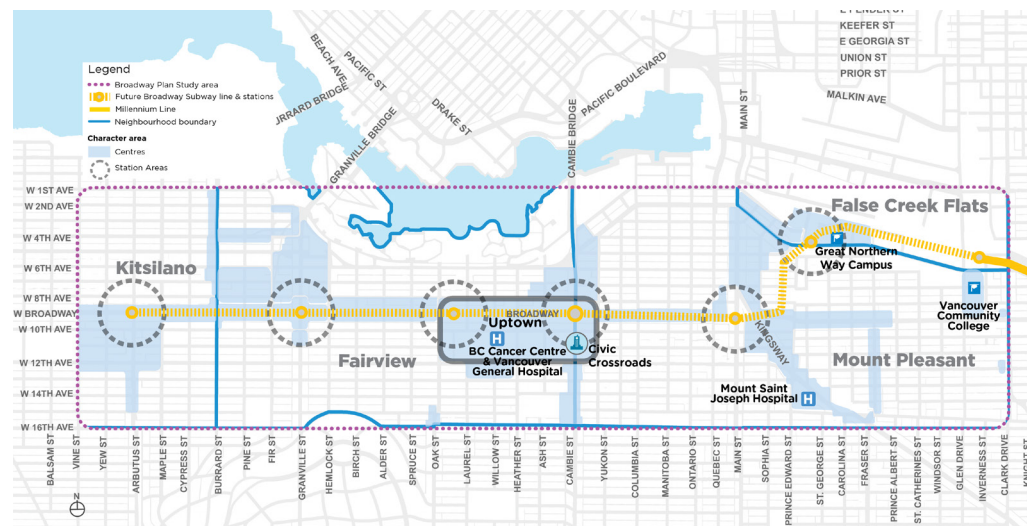


Centres

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. They also include the larger institutional campuses.

FUTURE INTENT

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.

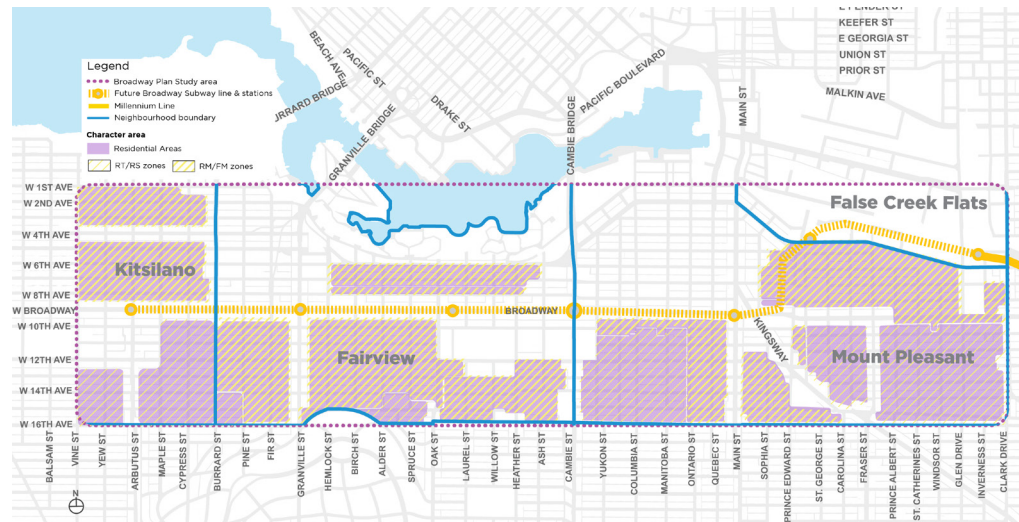


Residential Areas

The Residential Areas have a mix of housing with a green and leafy character and quiet, walkable streets.

FUTURE INTENT

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.

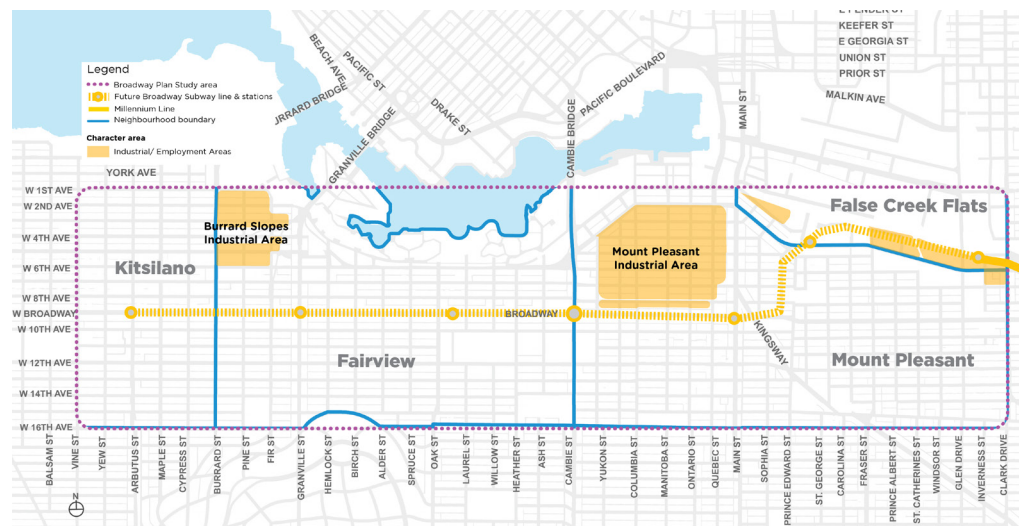


Industrial/Employment Areas

The Industrial/Employment Areas are light industrial and mixed employment districts with an eclectic mix of businesses and building types.

FUTURE INTENT

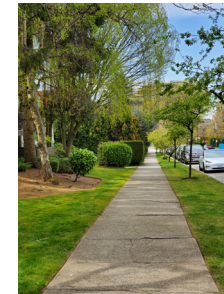
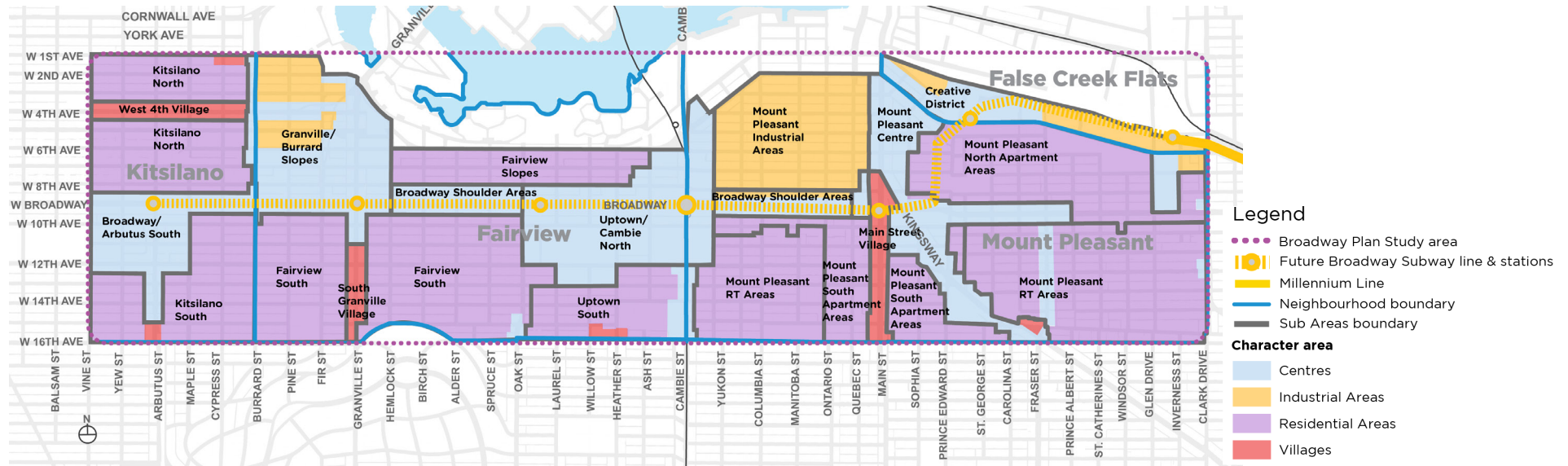
These places will provide additional opportunities for job space to support a range of city-serving light industrial businesses and to foster a growing innovation economy.



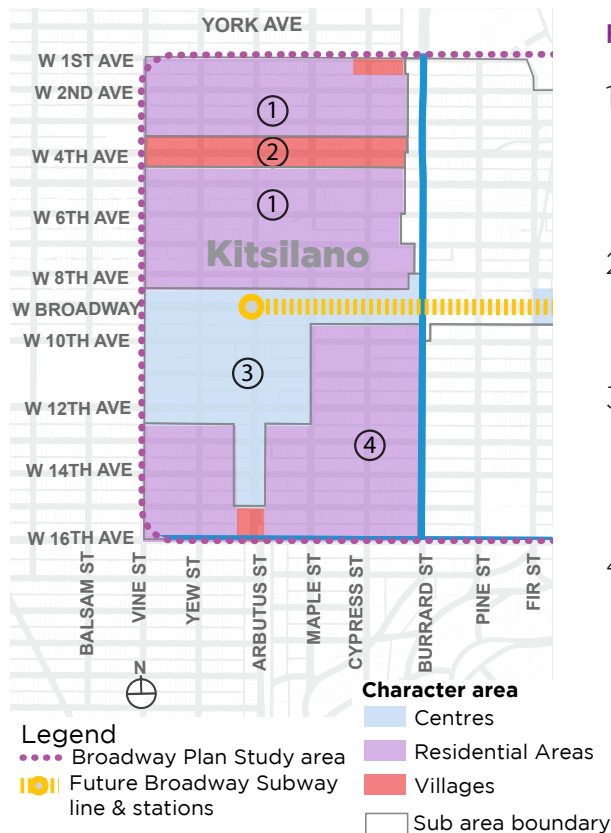
Neighbourhood Sub-Areas

The Broadway planning program takes a neighbourhood-based approach to planning for the area, recognizing the unique qualities and community needs of Kitsilano, Fairview, and Mount Pleasant (including False Creek Flats).

Eighteen neighbourhood sub-areas were identified based on the character areas and the local planning priorities identified through community engagement, city-wide objectives and technical work.



Kitsilano Tomorrow



FUTURE DESIRED ROLE OF KITSILANO SUB-AREAS

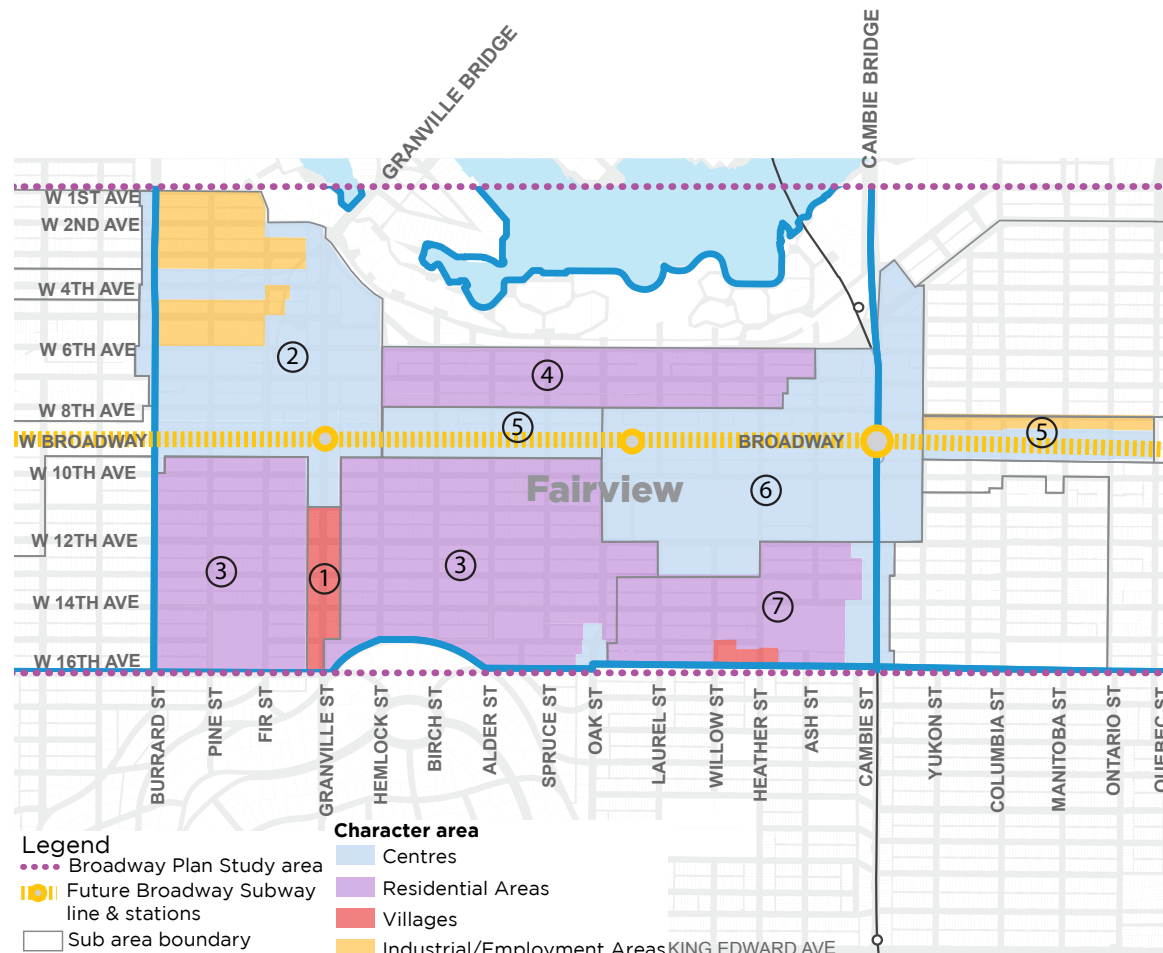
- Kitsilano North**
Strengthen Kitsilano North as a walkable primarily residential area with diverse housing options by providing strategic opportunities for new affordable housing, while encouraging retention and renewal of existing older rental housing.
- West 4th Village**
Strengthen West 4th Village as an eclectic shopping street with a diversity of local businesses where locals and visitors alike can shop, work and play.
- Broadway/Arbutus**
Strengthen Broadway/Arbutus South as a vibrant, walkable mixed-use area close to rapid transit by providing opportunities for additional housing (particularly secured rental and social housing), job space, amenities and local-serving commercial uses.
- Kitsilano South**
Enhance Kitsilano South as a primarily residential area with more diverse housing options by providing opportunities for new rental housing, including off-arterial locations, while fostering a mix of building types as the area grows and evolves.



Fairview Tomorrow

FUTURE DESIRED ROLE OF FAIRVIEW SUB-AREAS

1. South Granville Village
Strengthen South Granville Village as a shopping street with active commercial uses, improved walkability, and a vibrant public life.
2. Granville/Burrard Slopes
Strengthen and diversify Granville/Burrard Slopes as a vibrant, eclectic and walkable mixed-use area close to rapid transit by providing opportunities for additional housing (particularly secured rental and social housing), job space, amenities, cultural facilities, and local-serving commercial uses.
3. Fairview South
Strengthen Fairview South as a walkable primarily residential area with a diversity of housing options by providing strategic opportunities for new affordable housing, encouraging retention and renewal of existing older rental housing, and introducing new small-scale commercial uses.
4. Fairview Slopes
Enhance Fairview Slopes as a more diverse primarily residential area by providing strategic opportunities for new affordable housing, as well as local-serving shops and services, while it continues to embrace its distinctive sloped character.
5. Broadway Shoulder Areas
Strengthen the Broadway Shoulder Areas as vibrant places to live, work and play by providing additional opportunities for affordable housing (particularly secured rental and social housing), job space and amenities, as well as an enhanced Broadway streetscape.



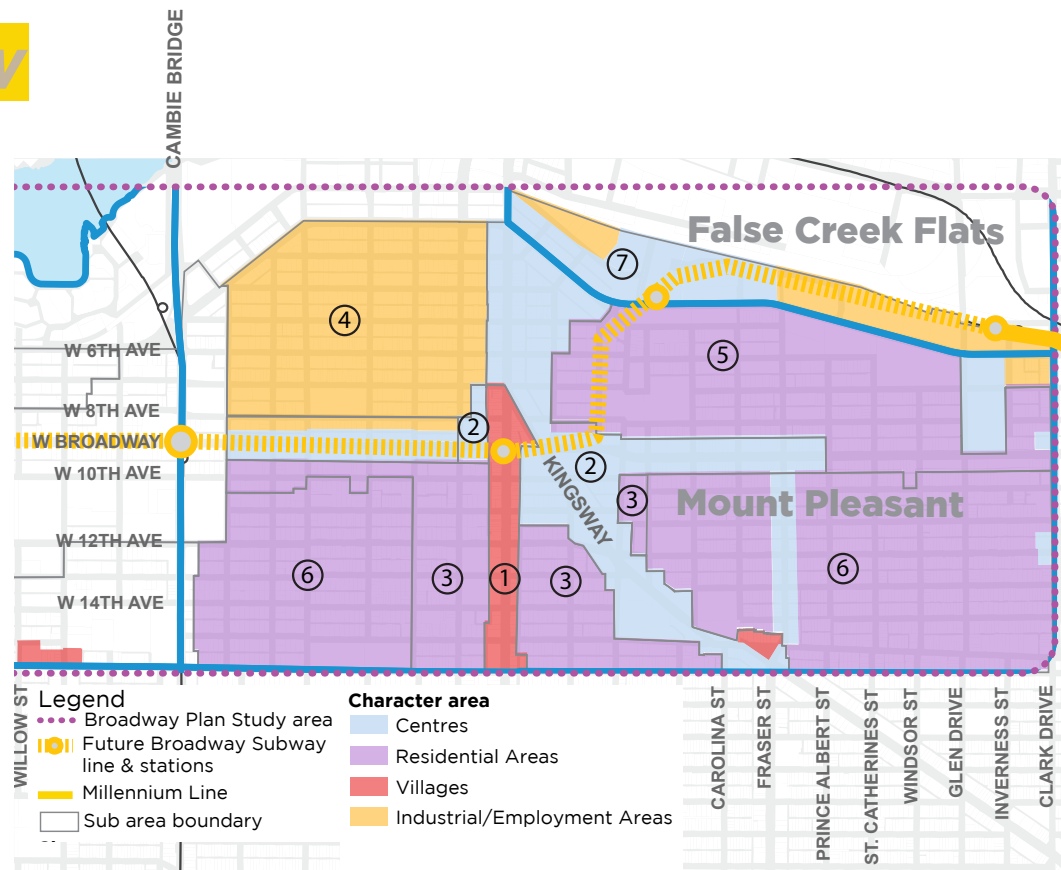
6. Uptown/Cambie North
Affirm Uptown/Cambie North as a key office location in the region and as Vancouver's second downtown, and strengthen this role by providing opportunities for additional job space to leverage the rapid transit investment that serves the area.
7. Uptown South
Strengthen Uptown South as a more diverse, primarily residential area close to jobs and rapid transit by providing opportunities for new affordable housing, and additional small-scale commercial uses.



Mount Pleasant *Tomorrow*

FUTURE DESIRED ROLE OF MOUNT PLEASANT SUB-AREAS

1. Main Street Village
Strengthen Main Street Village as a shopping, dining and entertainment street with a distinctive character, variety of small and local businesses, strong arts and culture presence, and improved walkability and places for gathering.
2. Mount Pleasant Centre
Strengthen and diversify Mount Pleasant Centre as a vibrant mixed-use area close to rapid transit by providing opportunities for additional housing (particularly secured rental and social housing), job space, and amenities (e.g. cultural facilities and childcare).
3. Mount Pleasant South Apartment Areas
Strengthen the Mount Pleasant South Apartment Areas as primarily residential areas with diverse housing options by providing strategic opportunities for new affordable housing, while encouraging retention and renewal of existing older rental housing.
4. Mount Pleasant Industrial Area
Strengthen the Mount Pleasant Industrial Area as a vibrant creative production area by enhancing its light industrial function while strategically increasing opportunities to support the innovation economy.
5. Mount Pleasant North Apartment Areas
Strengthen the Mount Pleasant North Apartment Area as an affordable, primarily residential area by providing strategic opportunities for new affordable housing, while retaining the existing older rental housing.



6. Mount Pleasant RT Areas
Enhance the Mount Pleasant RT Areas as primarily residential areas with more diverse housing options by providing opportunities for new rental housing, including off-arterial locations, while fostering a mix of building types as the areas grow and evolve.
7. Creative District
Strengthen the Creative District as a vibrant and walkable mixed-use area close to existing and future rapid transit with a diverse range of job space, post-secondary institutions, and new affordable housing, as well as additional retail, services, and amenities to support a more complete district.



At Home

Over the next 30 years, the Broadway Plan will add significantly more social, supportive and secured rental homes close to a new \$3B transit investment, regional employment centre and amenities to provide options for existing residents to remain in their communities and new residents to move in. It will also strengthen renter protections and work to mitigate the negative impacts of displacement on disproportionately impacted communities.

Today these neighbourhoods include some of the most dense rental areas in the city and contain a significant portion of Vancouver's non-market rental housing. The Broadway Plan will build on this character by:

- » Prioritizing rental housing options affordable to a range of local incomes
- » Providing opportunities for worker housing close to employment centres
- » Strengthening renter protections, recognizing that people experiencing homelessness, low-income individuals and families, racialized communities and Indigenous people are often disproportionately impacted by redevelopment pressures and affordability challenges



At Work

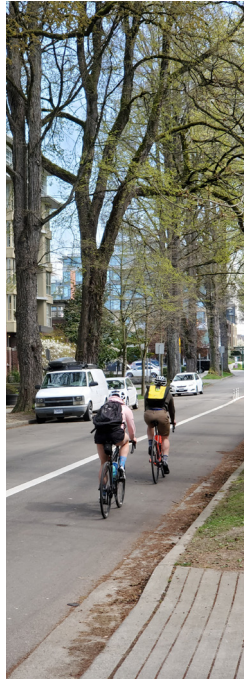
Vancouver is the central city in a growing region. Within Vancouver's economy, the Broadway Plan study area is a vital crossroads for business, education, healthcare, government and industrial activities. Its central location and accessibility has made it a preferred employment location for a number of growing sectors as well as a destination for dining and entertainment in the city. The construction of the Broadway Subway from VCC-Clark to Arbutus Street, in conjunction with the Broadway Plan, will enhance key places along the corridor, improve the viability of independent businesses, activate retail areas, expand employment diversity, increase low-barrier jobs and expand workforce supports such as childcare.



Getting Around

A smart and efficient transportation system is an important part of a community. It supports the economy while increasing affordability, enables citizens to be healthy, improves equity and helps protect the natural environment. This is reinforced by the Council approved Broadway Plan Guiding Principles, which highlight the importance of providing and supporting healthy transportation options and enhancing Broadway as a Great Street.

The new Broadway Subway and Broadway Plan provide an opportunity to ensure transportation and land use policies are integrated to encourage sustainable modes of travel and to rethink how space could be used on Broadway to create a more welcoming walking and gathering environment. These changes also provide an opportunity to create a vibrant network of walking, rolling, cycling and transit-friendly streets in the entire Broadway area.



Places for Public Life

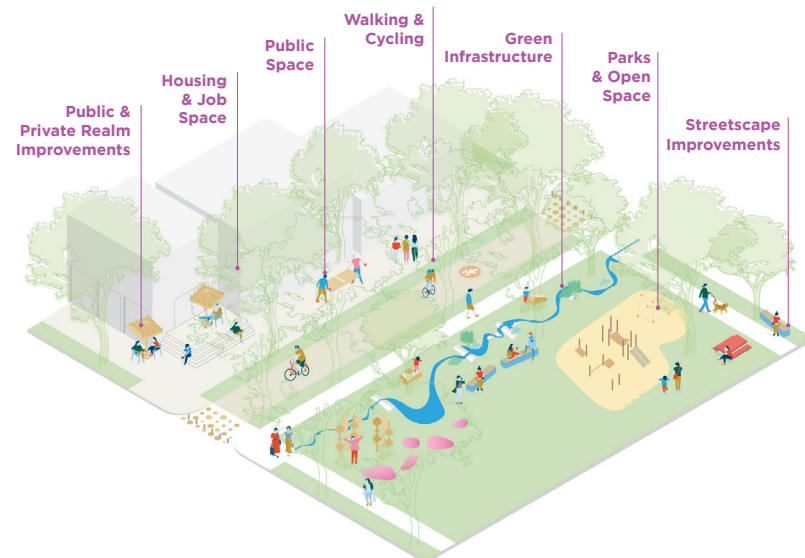
PUBLIC REALM

The Broadway Area is made up of a number of distinct neighbourhoods and communities. Public spaces in the area should enhance and support public life. This means being:

- » Reflective of local neighbourhood characters,
- » Diverse and interconnected in form, quality, and function,
- » Supportive of diverse and varied lane uses,
- » Responsive to current and future community needs.



Moments for public life should be woven throughout neighbourhoods to foster walkability and create opportunities for social connection. Streets serve as the connective fabric linking residents, parks, businesses, and destinations – whereas plazas and parklets serve as a place to stop along the way, to rest, to socialize, and to connect.



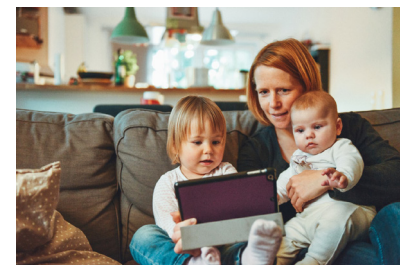
PARKS

Urbanization has drastically reduced the green cover of what we know as Vancouver and fundamentally interrupted natural systems on these lands and waters. Within the Broadway study area, parks make up a small percentage of space. Few are connected to historic streams and other green spaces. We have an opportunity to protect existing park spaces, grow and renew parks and create a green network of connected parks, waterfront and recreation.

Community Well-Being

Community and social facilities and services that help individuals, families, groups, and communities meet their social needs, maximize their potential for development, and enhance community well-being and resilience. Social nonprofits operate many of these facilities, acting as hosts and placed-based anchors in neighbourhoods. City-owned facilities such as community centres complement this network. These places and organizations provide services to a range of population groups including children, youth, families, seniors, Indigenous people, new immigrants and refugees, 2SLGBTQ+, low income and others. Examples of facilities include neighbourhood houses, seniors' centres, family places, community gardens and more.

Affordability influences many aspects of our lives. Changes in rental rates impact spaces of childcare, social non-profits and food assets. Growth in the Broadway area will also increase the service demand for these social amenities. The Broadway Plan is an opportunity to plan and meet the social-serving needs of community by ensuring that services and programming are available and accessible across the Broadway area. We look for opportunities to deliver and support social facilities that are complementary to other services such as parks, schools, public transportation and other community amenities to enhance their social benefits and accessibility to Vancouver residents and workers.



Heritage

The Broadway Plan area is recognized as being on the traditional, unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations, embraces heritage of the Indigenous Nations and Vancouver's diverse communities, and enables stewardship of heritage resources while supporting sustainable development.

The Broadway Plan area has a diversity of heritage resources, including tangible and intangible heritage. The plan will seek to build on and implement the goals and directions of the Vancouver Heritage Program for the Broadway neighbourhoods.



Arts and Culture

Vancouver's future as a cultural capital depends on the continued existence of cultural production and presentation space in the Broadway Plan area. With accelerated development and rapidly rising industrial and commercial land values, Vancouver is facing imminent loss of affordable places for artists to live, work, and share their work.

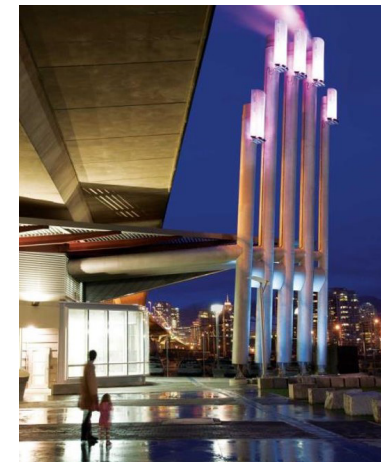
Broadway is home to a large number of artists, cultural workers and cultural institutions, and the area is teeming with artist studios, artist-run centres, galleries, performing arts and live music venues, cultural centres, recording studios, film and TV production and digital effects facilities, rehearsal spaces, arts education spaces, and bookstores. Public art is a significant presence throughout, and dozens of murals line the laneways. The area has rich and diverse cultural histories and has contemporary significance to a variety of cultural communities.



Sustainability and Resilience

The Broadway Plan offers a unique opportunity to explore new directions that will respond to the Climate Emergency Action Plan, build more connected communities, adapt to climate change, and advance neighbourhood energy.

On November 17, 2020, Council approved the Climate Emergency Action Plan to put Vancouver on track to reduce carbon pollution by 50% by 2030. This means change to the City, residents and local businesses on how we move, how we build and how we renovate to make it easier to live a carbon free life.



One Water

A One Water approach uses watershed-scale planning to create utility servicing plans that values all types of water and strives to work with nature. Community utilities of drinking water, sewer and drainage services are the backbone to healthy community planning.



A One Water centered planning approach delivers core utility services while also working to restore and enhance water quality of receiving waterbodies, such as False Creek; and to increase our resiliency and livability.

Public Benefits Strategy

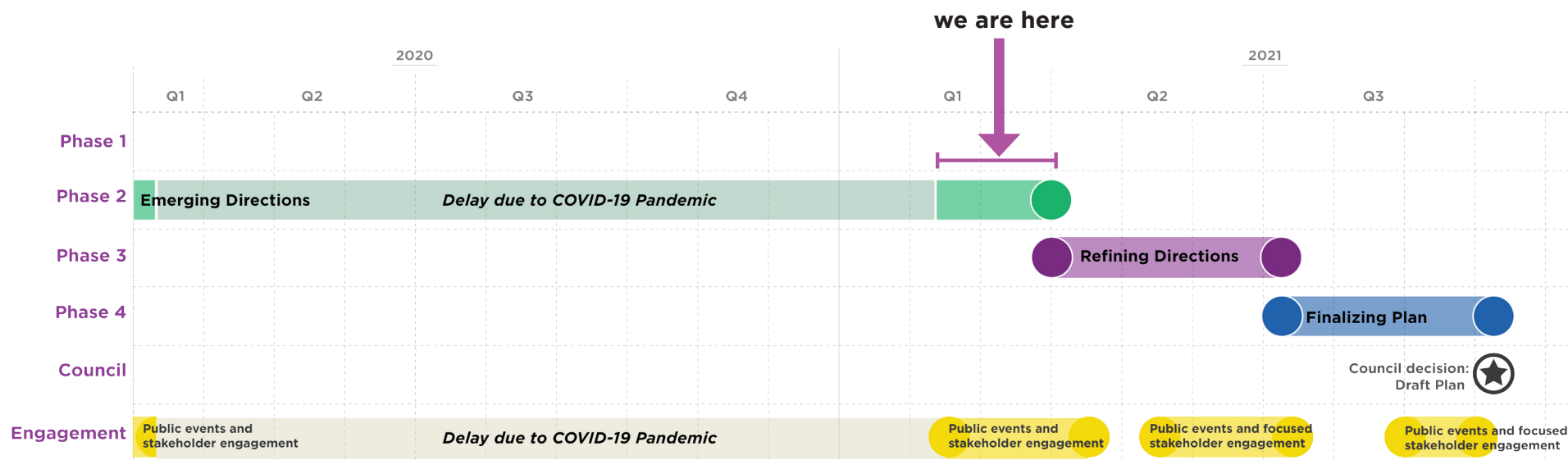
Portions of the Broadway Plan study area already have approved Public Benefits Strategies as part of the existing Mount Pleasant Plan and False Creek Flats Plan. However, most of the study area does not have a strategy in place for how to prioritize, fund and deliver the public amenities and infrastructure needed to support a livable community. The Broadway Plan presents an opportunity to consider the broader context and service delivery opportunities, to ensure future City investments meet the needs of the community. Public Benefits Strategies focus on the nearer-term first 10 years of the 30-year community plan vision.





How To Get Involved

Join us for our virtual open house to learn about the emerging directions for the Broadway Plan and share your thoughts on them. Visit our website for a full list of ways you can engage and provide your feedback.



HOW TO PARTICIPATE IN THE VIRTUAL OPEN HOUSE (FEB 16 - MARCH 31):



VISIT OUR
WEB PAGE



COMPLETE
THE SURVEY



REVIEW THE
MATERIALS



ASK A
QUESTION

FOR MORE INFORMATION OR TO ASK US A QUESTION:



shapeyourcity.ca/broadway-plan



broadwayplan@vancouver.ca



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#BroadwayPlan



