

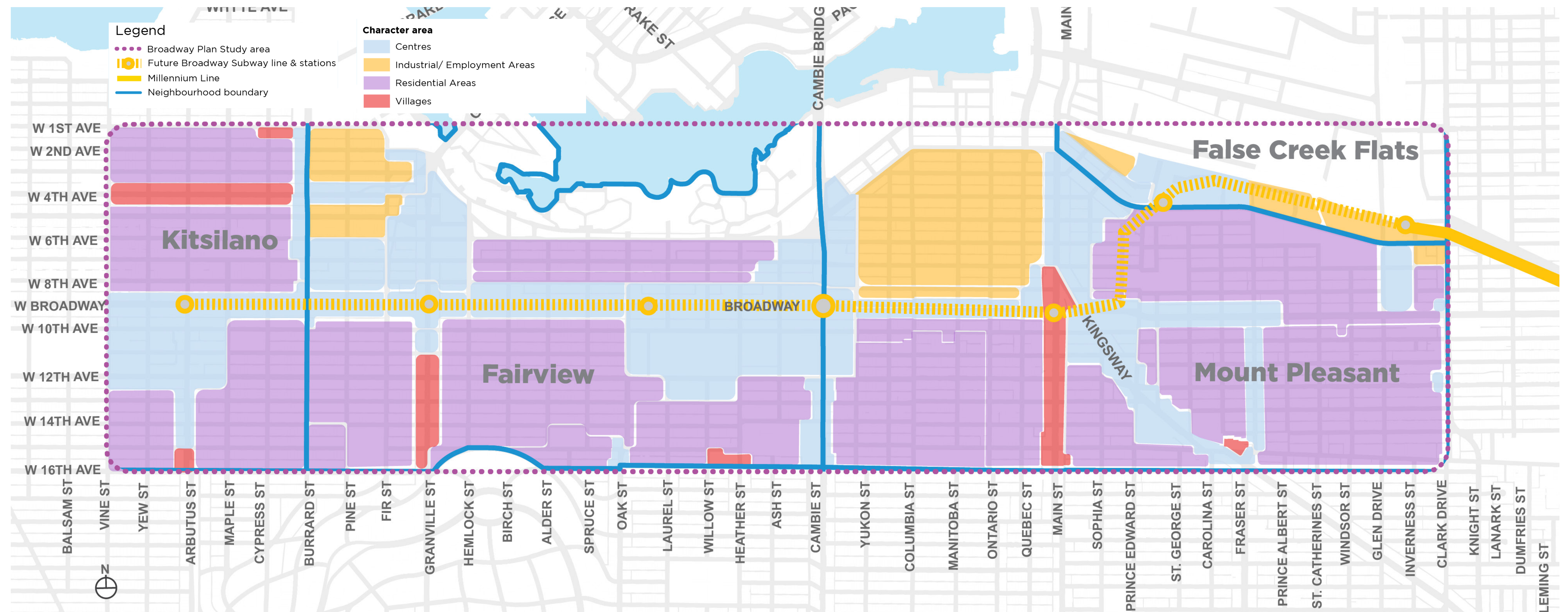
Places: Character Areas

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: Villages, Residential Areas, Centres, and Industrial/Employment Areas. These places contribute to the community in different ways and have their own unique qualities.

The character areas provide a general spatial framework for how the Broadway neighbourhoods can grow and change to meet community

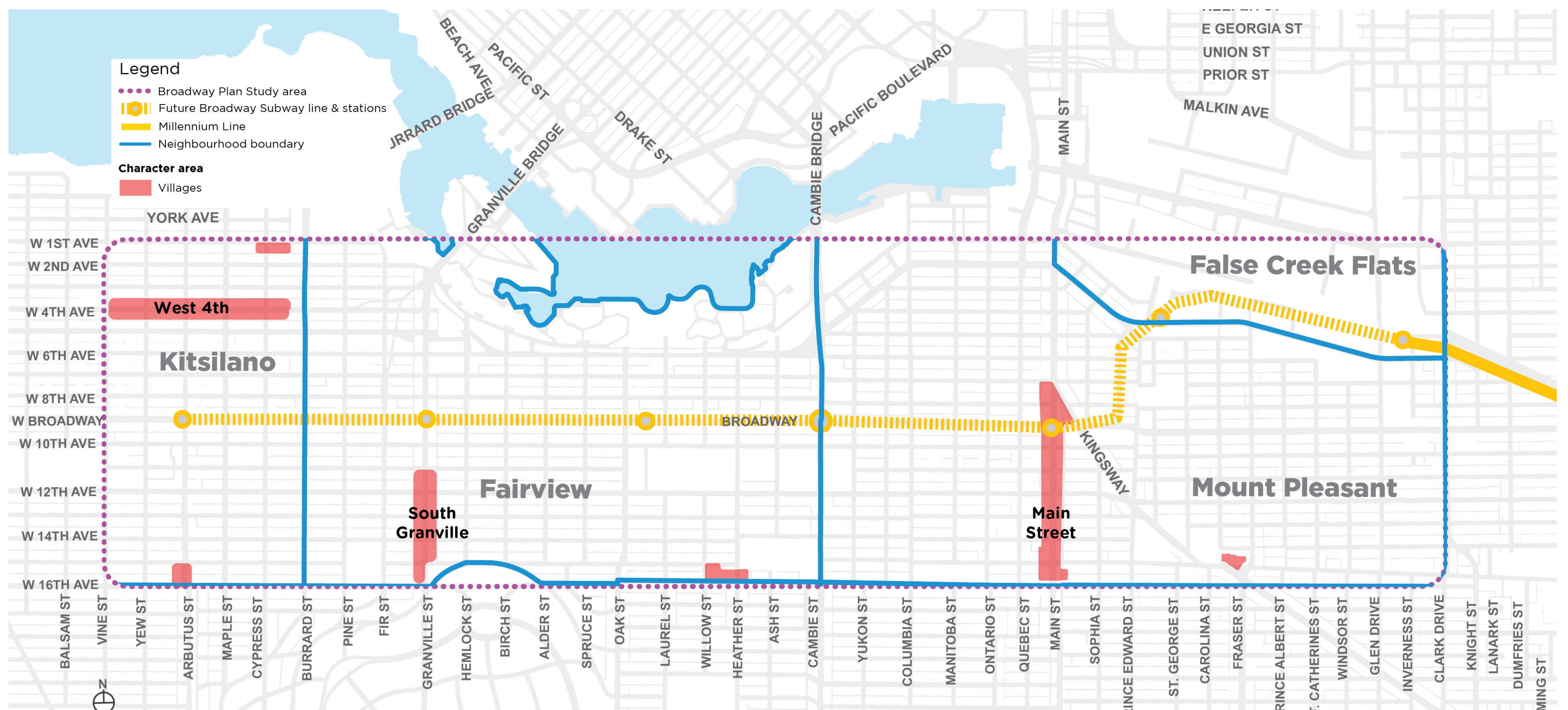
needs. Each character area has an overall role and policy intent, while recognizing the diversity within each of these places.

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. 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.



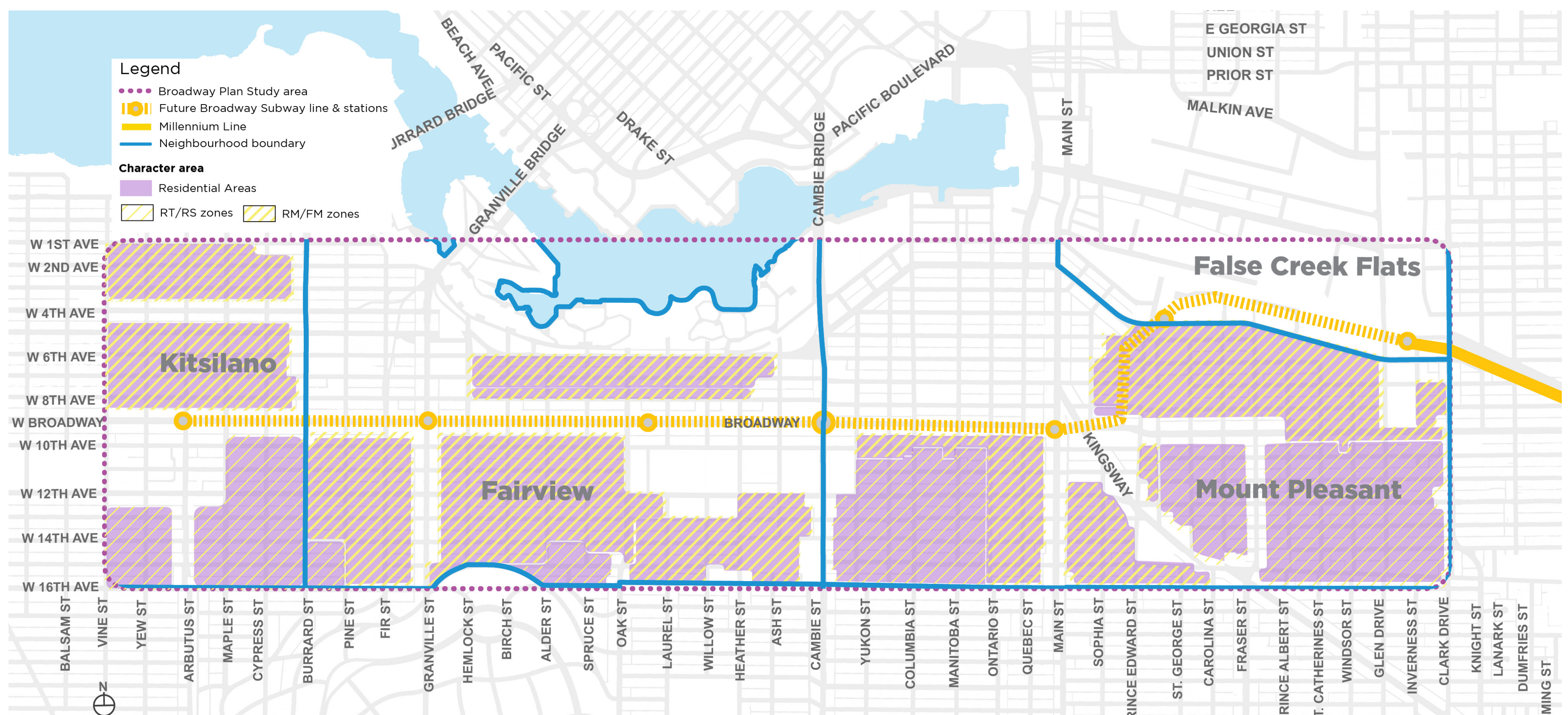
EMERGING DIRECTIONS

- » Recognize and strengthen the West 4th, South Granville and Main Street villages as distinctive local business areas, neighbourhood high streets, and as places to gather and socialize.
- » Retain smaller commercial nodes with local-serving shops and services.
- » Maintain lower building heights for new development to reflect the shopping village character and to maximize sunlight on the sidewalks.
- » Consider limiting new residential development to support the viability of existing businesses.
- » Ensure continuous active commercial frontages with storefronts that enhance pedestrian interest.
- » Explore opportunities to create wider sidewalks, places for gathering (e.g. street-to-plazas), and additional space for patios and store displays.



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.



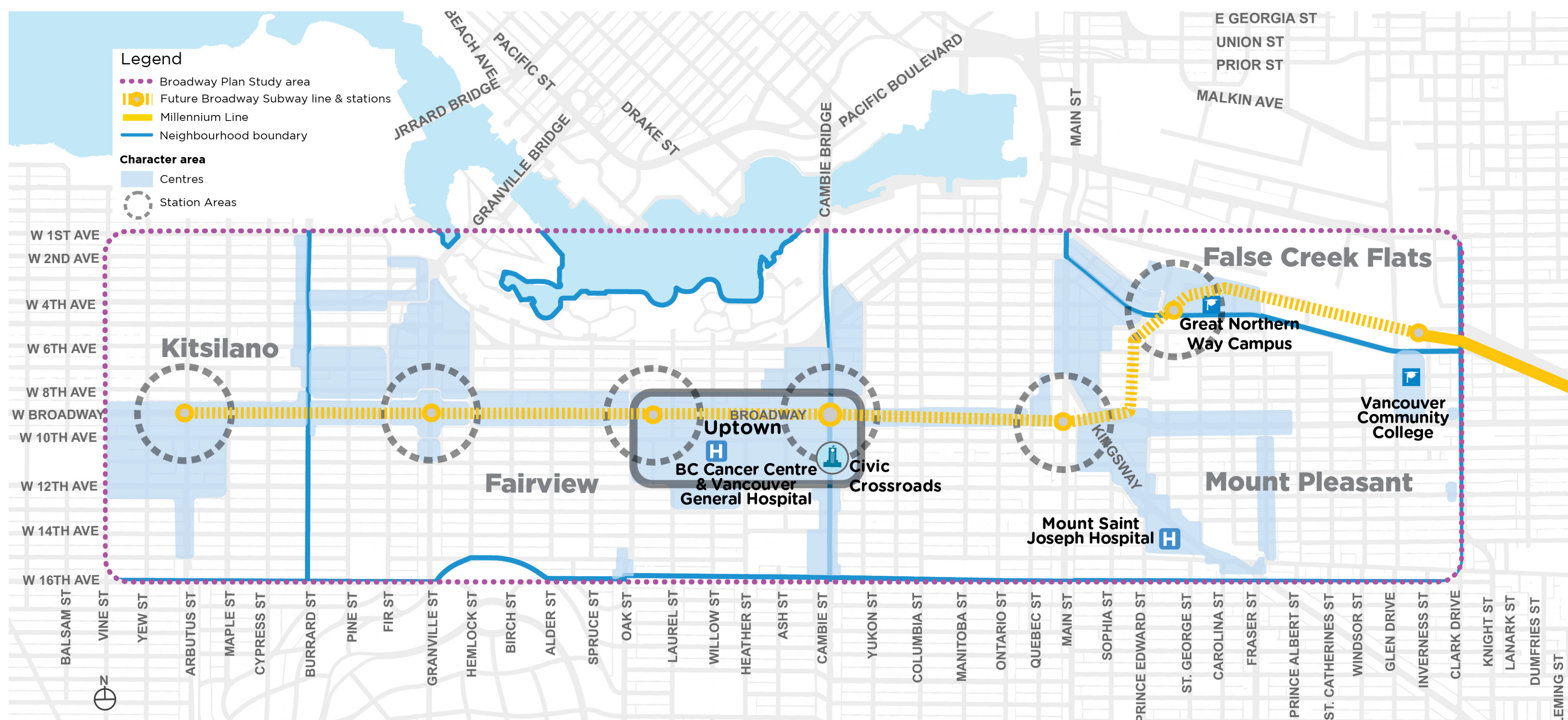
EMERGING DIRECTIONS

- » Provide new affordable housing opportunities, particularly secured rental and social housing, including in off-arterial locations.
- » Maintain the green and leafy character by ensuring landscaped building setbacks and opportunities for large street trees.
- » In the apartment areas (RM/FM zones), retain and carefully renew the existing older rental housing with a focus on maintaining affordability and supporting existing renters to stay in their neighbourhoods, and support additional affordable housing opportunities on limited sites.
- » In the low density areas (RS/RT zones), diversify the housing choice with new rental apartment options while fostering a mix of building types and ensuring incremental change with new growth.
- » Explore opportunities for new local-serving shops and services (e.g. small grocer, café) in strategic locations.



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. 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.



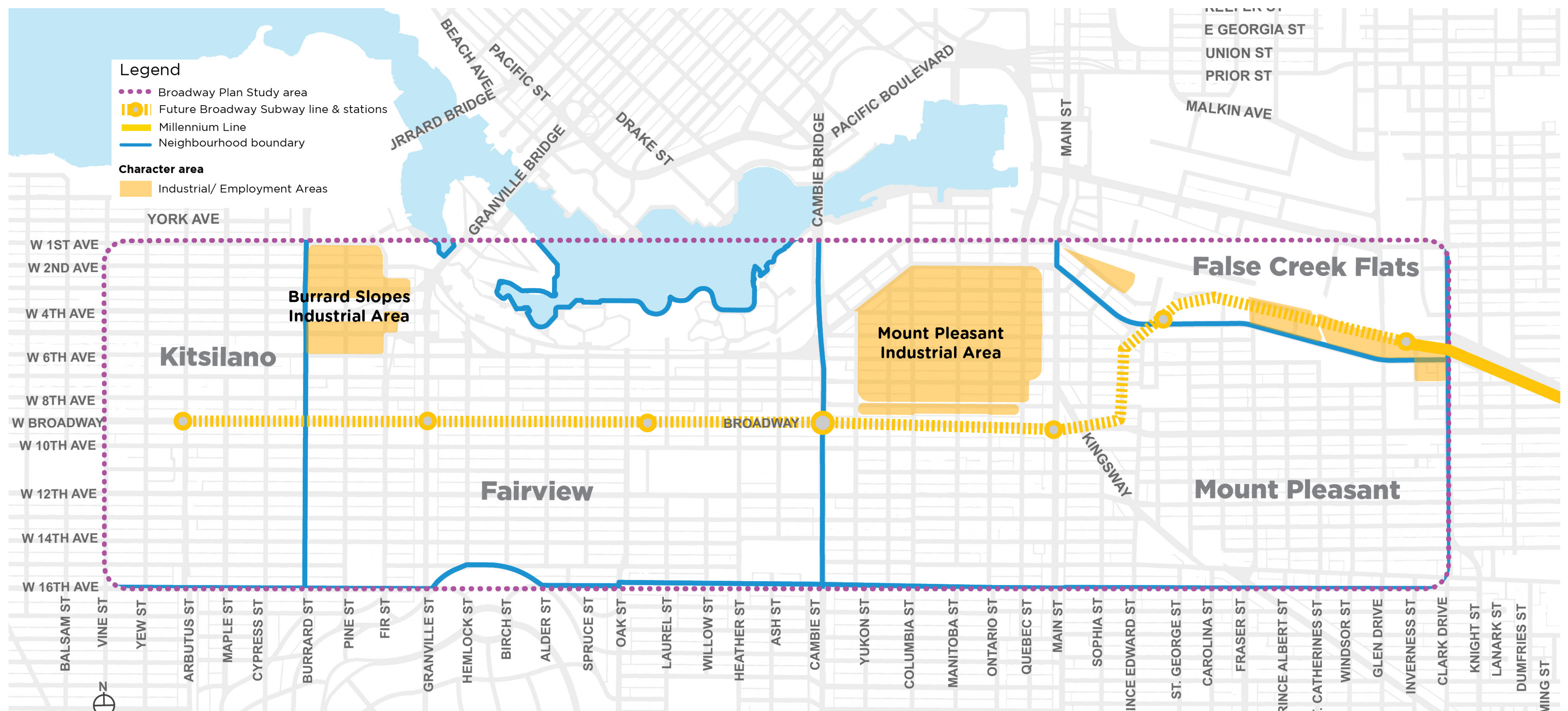
EMERGING DIRECTIONS

- » Strategically locate new affordable housing opportunities, particularly secured rental and social housing, through increased heights and densities.
- » Strengthen Central Broadway as Vancouver's second downtown by providing new opportunities for commercial development through increased heights and densities and by maintaining Uptown as job space only.
- » Integrate the Broadway Subway stations into the surrounding neighbourhood with active commercial uses, wider sidewalks and public realm improvements, and intensify opportunities for new housing and job space in the station areas.
- » Explore opportunities for new development to contribute amenities (e.g. childcare, cultural facility, or park/open space) to help meet community needs.
- » Explore opportunities for new local-serving shops and services (e.g. small grocer, café) in strategic locations.
- » Support the long term expansion and site planning of institutional campuses, such as Vancouver General Hospital, BC Cancer Centre, Mount Saint Joseph Hospital, Civic Crossroads, Vancouver Community College, and the Great Northern Way Campus.



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.



EMERGING DIRECTIONS

- » Protect industrial and mixed employment lands for employment use and increase industrial capacity to meet future needs over the long term.
- » Explore opportunities to modernize light industrial (production, distribution and repair) uses.
- » Support employment intensification and consider a broader range of uses to foster the growing innovation economy and to provide additional amenities and services for local employees.
- » Recognize and foster arts and cultural spaces.
- » Explore opportunities to enhance the viability of small businesses, e.g. expanded patio space and tasting rooms for breweries.

