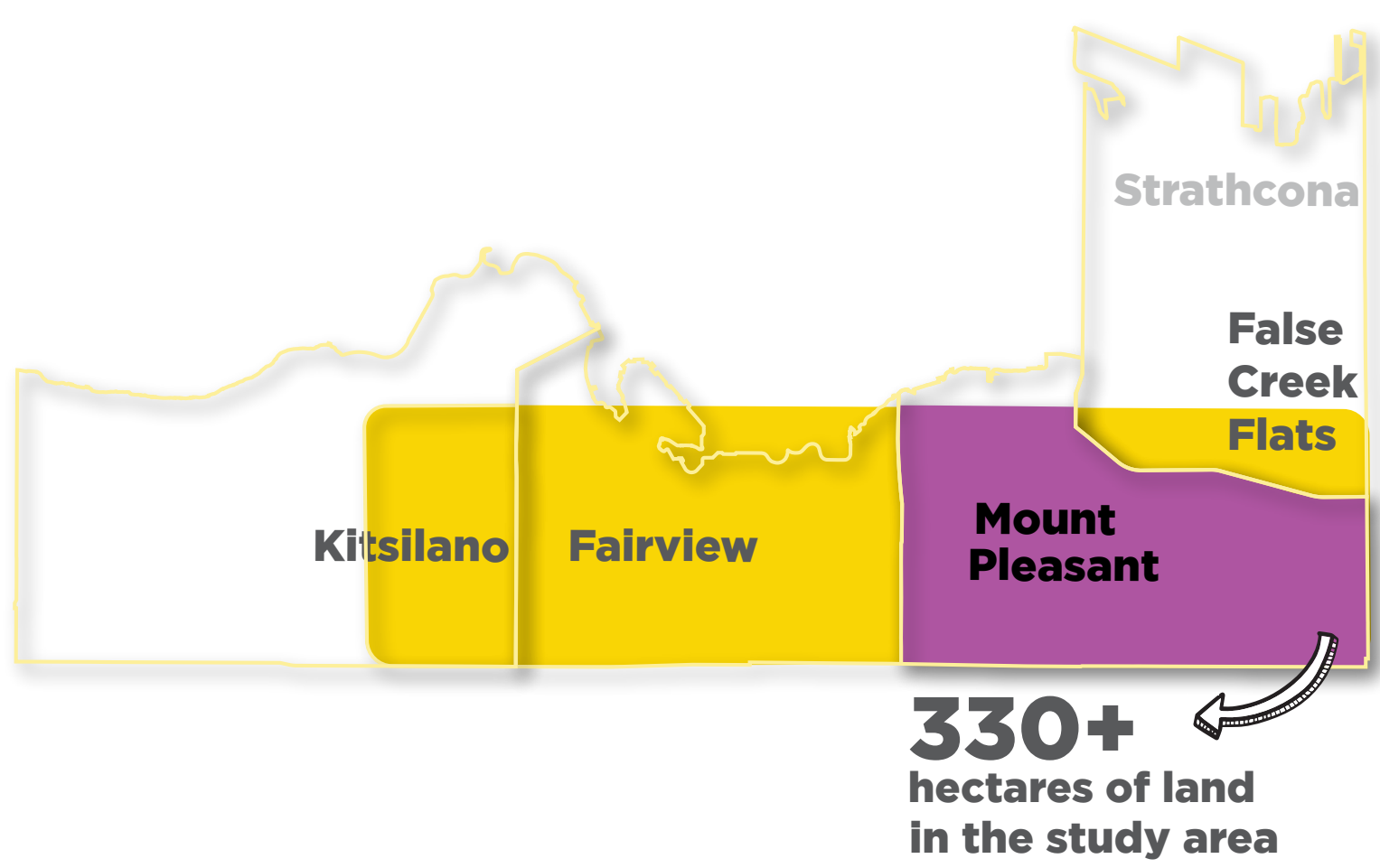
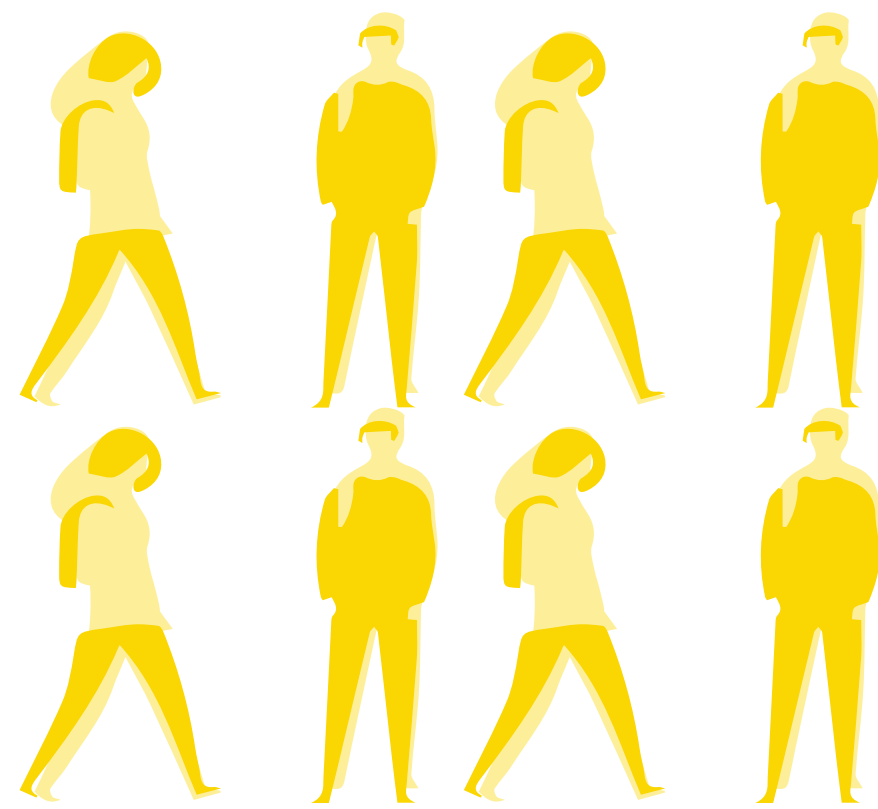


Mount Pleasant Today

Key highlights of the area

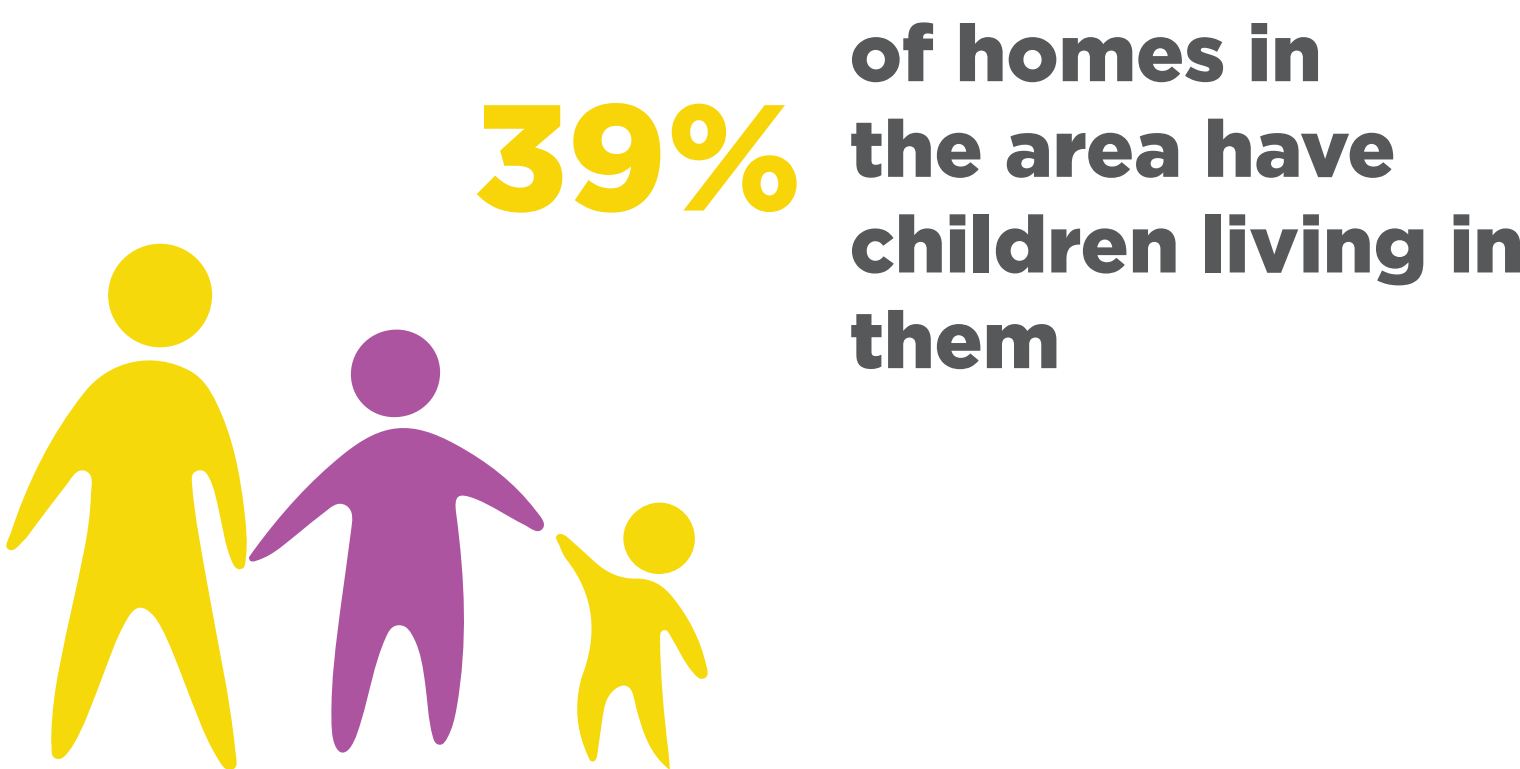


30,200+ PEOPLE
LIVING IN THE NEIGHBOURHOOD

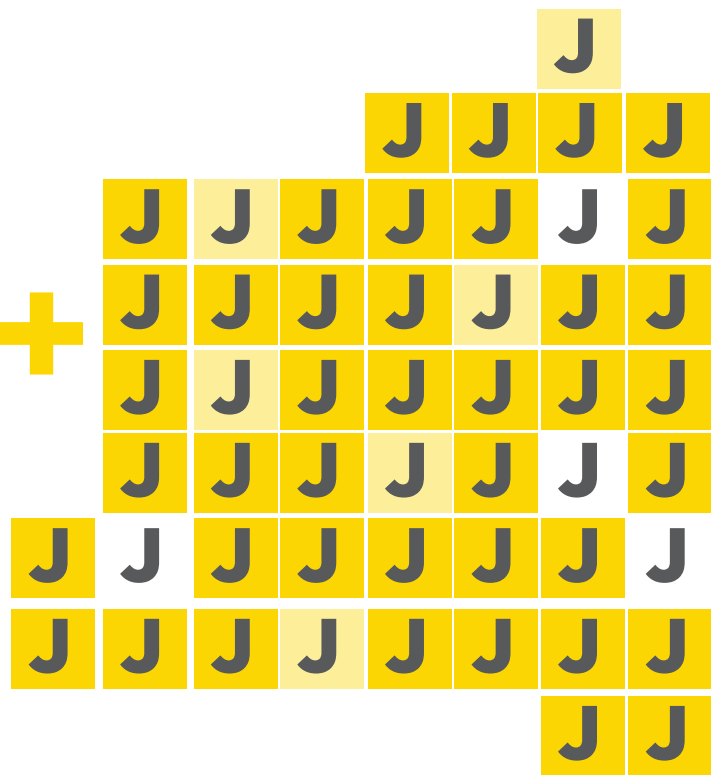


Mount Pleasant has a relatively large Urban Indigenous population (3.0% of the Mount Pleasant population).

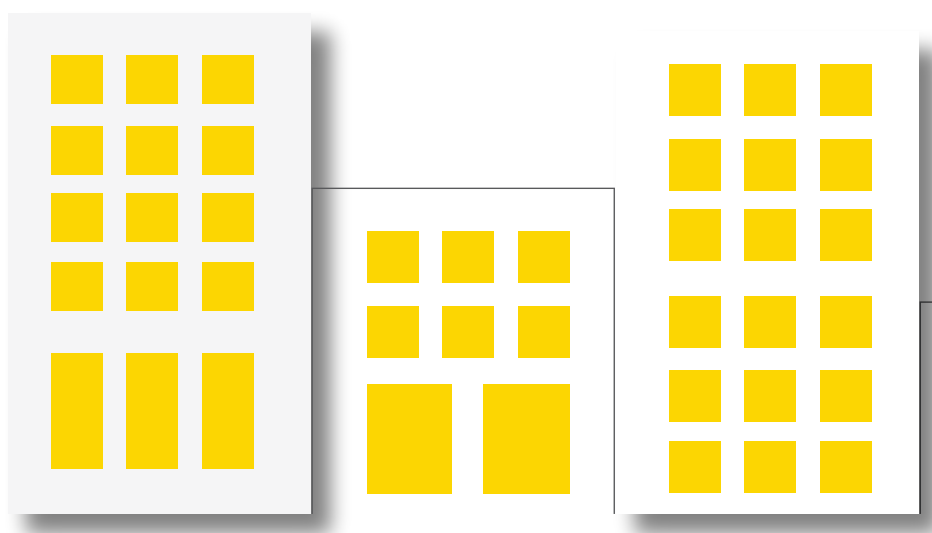
Mount Pleasant has the lowest median age of any local area in Vancouver (8% more persons aged 15 or younger than persons aged 65 or older).



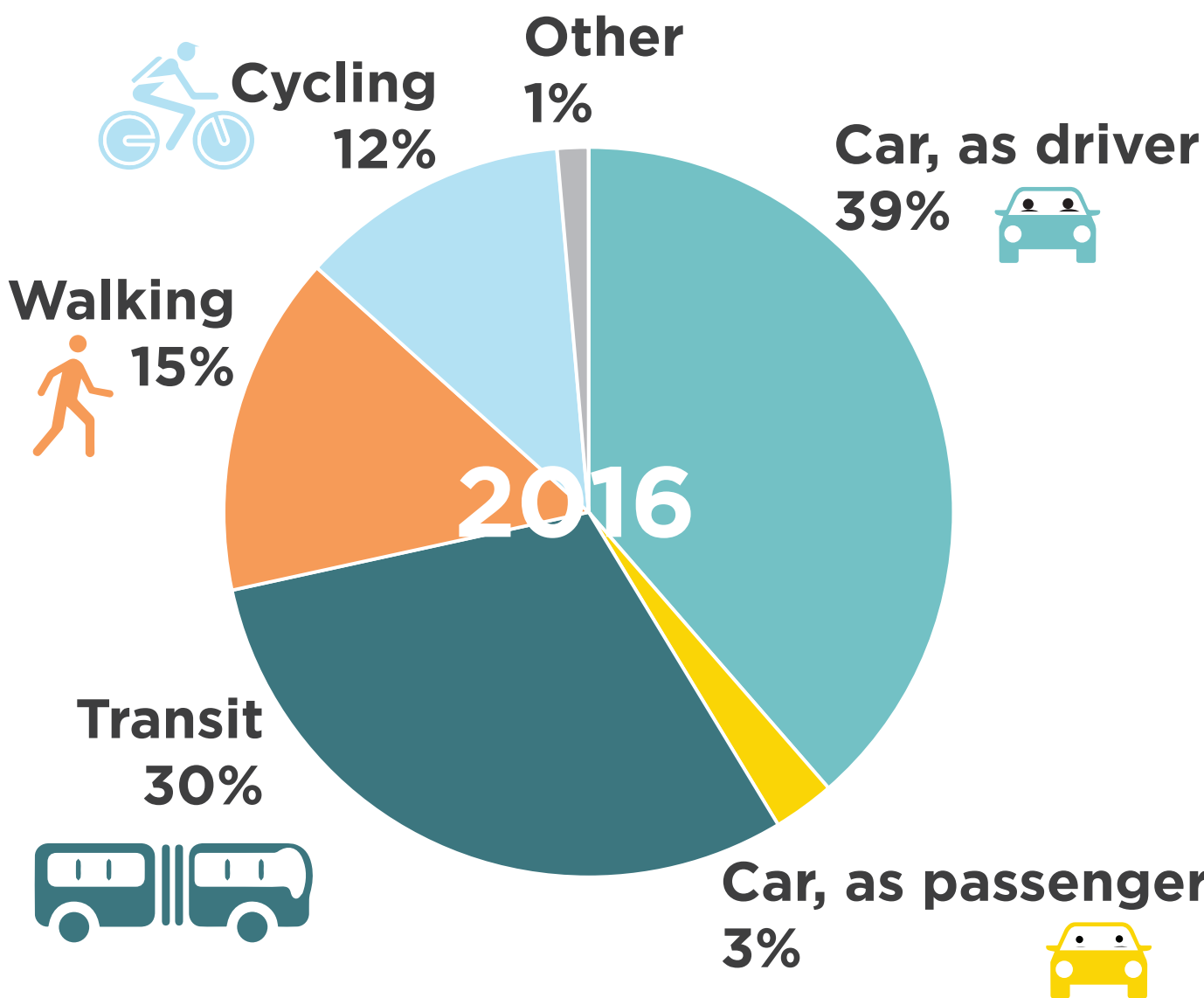
25,990+
JOBS in
Mount Pleasant



The largest job sectors in the Mount Pleasant industrial area are Information and Cultural Industries (32%) and Professional, Scientific and Technical Services (16%)



34% of homes in Mount Pleasant are purpose-built-rental units.

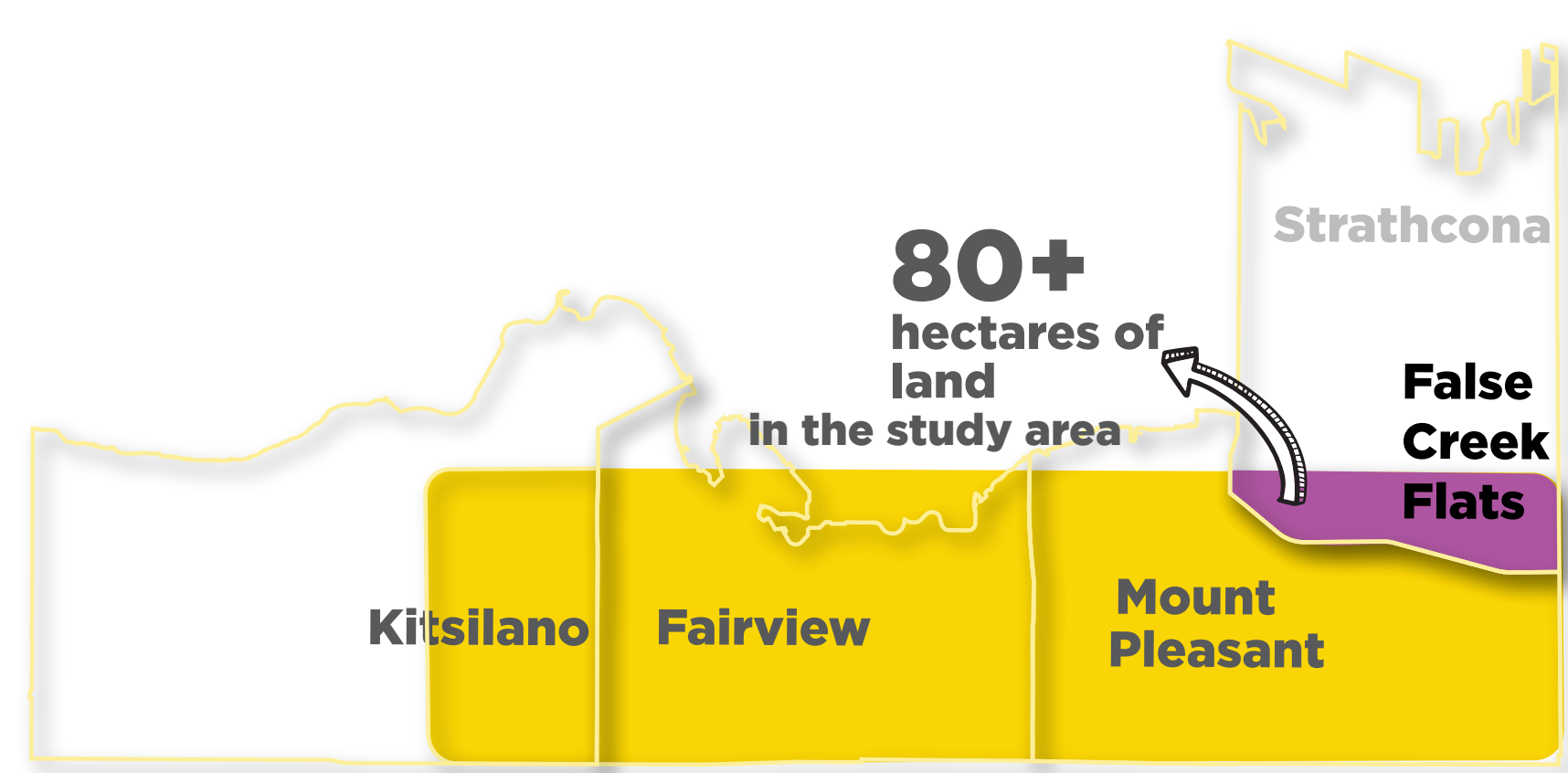


**Journey to Work
Transportation Mode Choice**

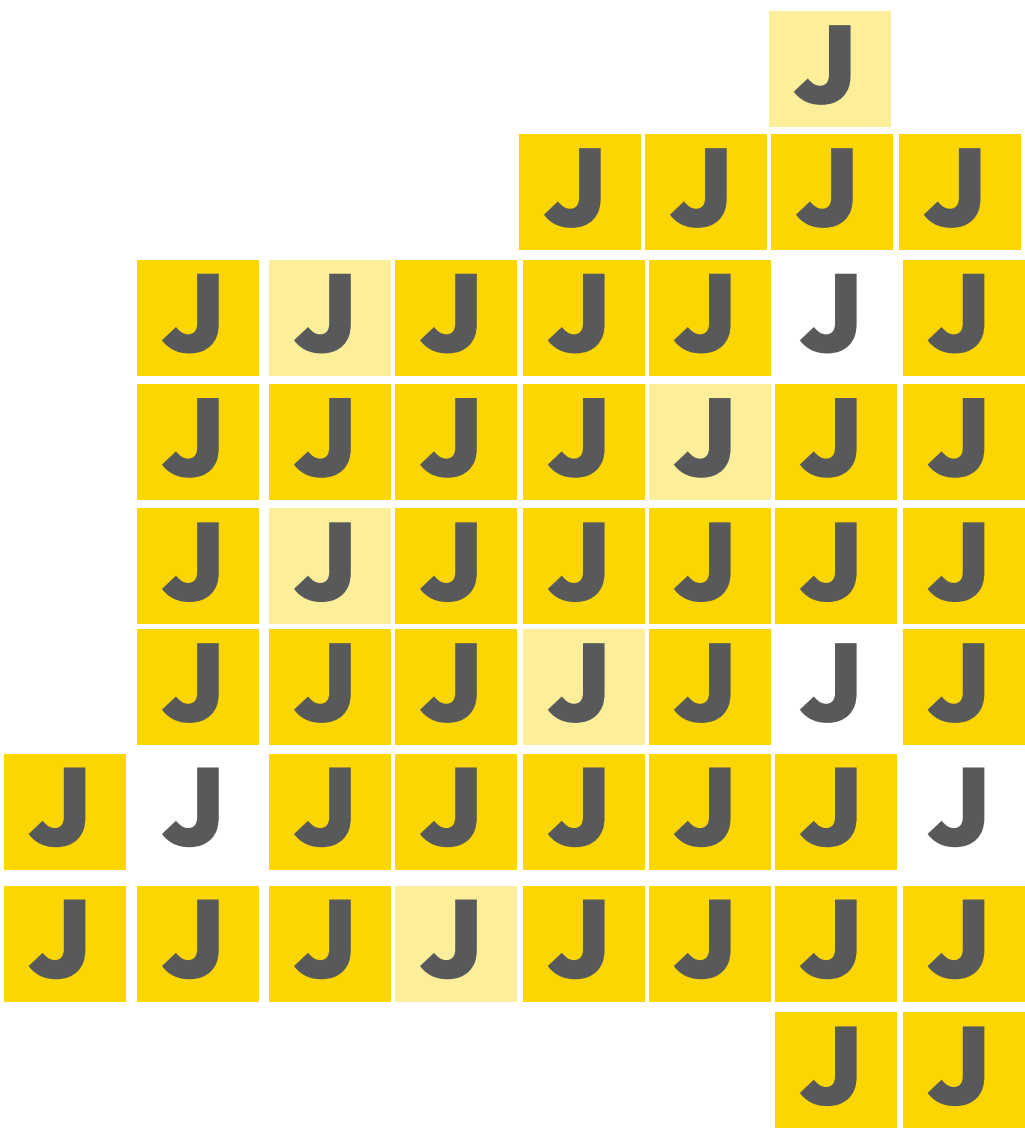
For more information please refer to the Neighbourhood Profiles.

False Creek Flats Today

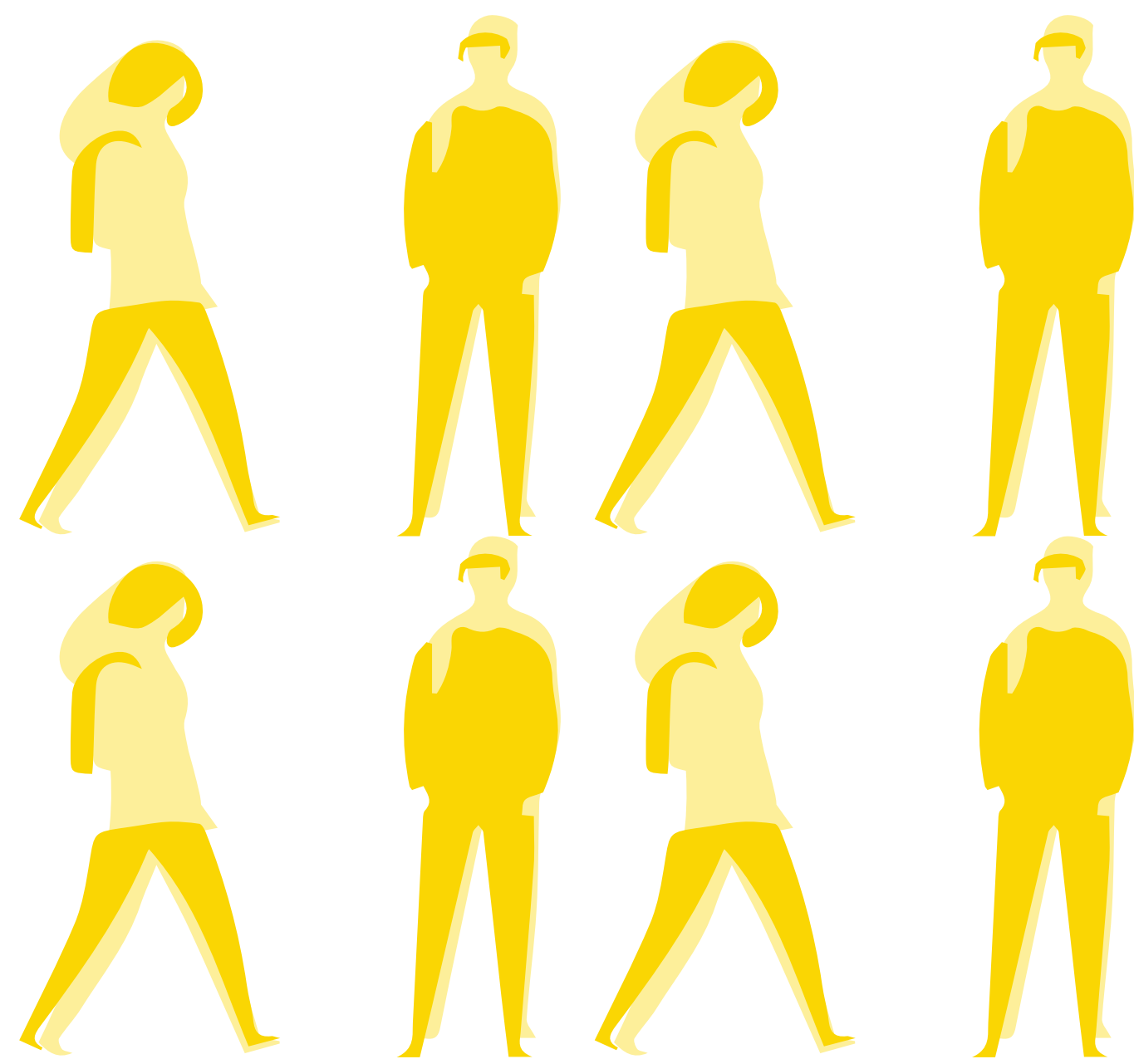
Key highlights of the area



4,760+ JOBS



170+ PEOPLE LIVING IN THE AREA



Year	False Creek Flats	City of Vancouver
2001 - 2006	+3%	+9%
2006 - 2011	-13%	+6%
2011 - 2016	+80%	+7%

61% Job growth 2006 - 2016

Jobs in False Creek Flats increased significantly (80%) in the last 5 years.

3 Educational Institutions

Emily Carr University of Art + Design
Vancouver Community College
Centre for Digital Media

For more information please refer to the Neighbourhood Profiles.

Community Stories Mount Pleasant

These are sentiments and voices expressed and captured through our community engagement. They are not a singular voice or a direct quote, rather a collage of multiple voices expressing a similar problem or challenge that the Broadway Plan should address.

Where does a person go to feel connected to their culture? You certainly can't within your apartment. We are unable to smudge. What public spaces exist that allow me to connect with nature.

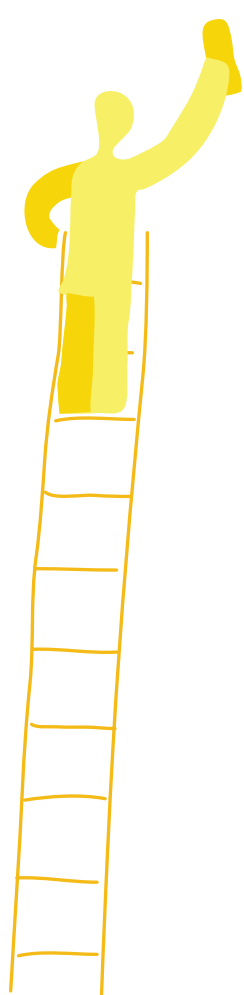


COMMUNITY FEEL

This area shouldn't be luxury or fancy. Not everyone has the dream 9-5 job. I've lived here one year. I want to see this city build more but do so in a way that is not elitist but works with what we have and expands upon it.

SERVICE DELIVERY

As a service provider I want to see **co-location of services**. This means having a space that allows and benefits multiple community organizations. We can share space. We don't need big and beautiful but we do need a community space.



Everyone with kids is leaving Vancouver because they can't afford a 2nd or 3rd bedroom



A PLACE TO LIVE

I'm housed now but there was a time when I wasn't. My mindset is trained to always think about what comes next. Will I continue to be housed? **Will I be renovicted?** How long can I stay where I am? Where will I go next? Will I have to leave the neighbourhood?

BUSINESS



Small businesses are a huge amenity to our City. We need to keep them and designate more spaces that support them.

Mount Pleasant

I live in Mount Pleasant and everything is **within walking distance** including where I work. All my daily needs are met.



GETTING AROUND

It would be nice to have better connections North-South in addition to our east-west connections. For example, moving South to Broadway from Great Northern Way.

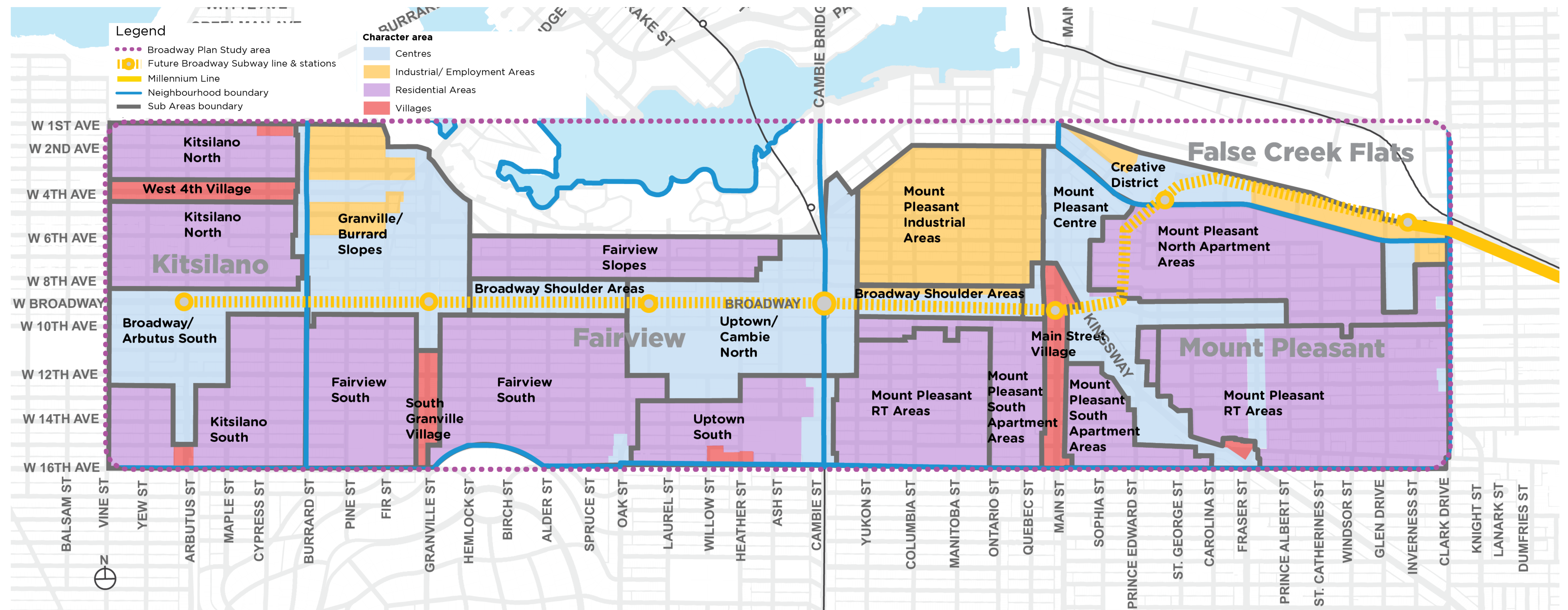


Illustrations by Jeff Kulak

Neighbourhood Sub-Areas

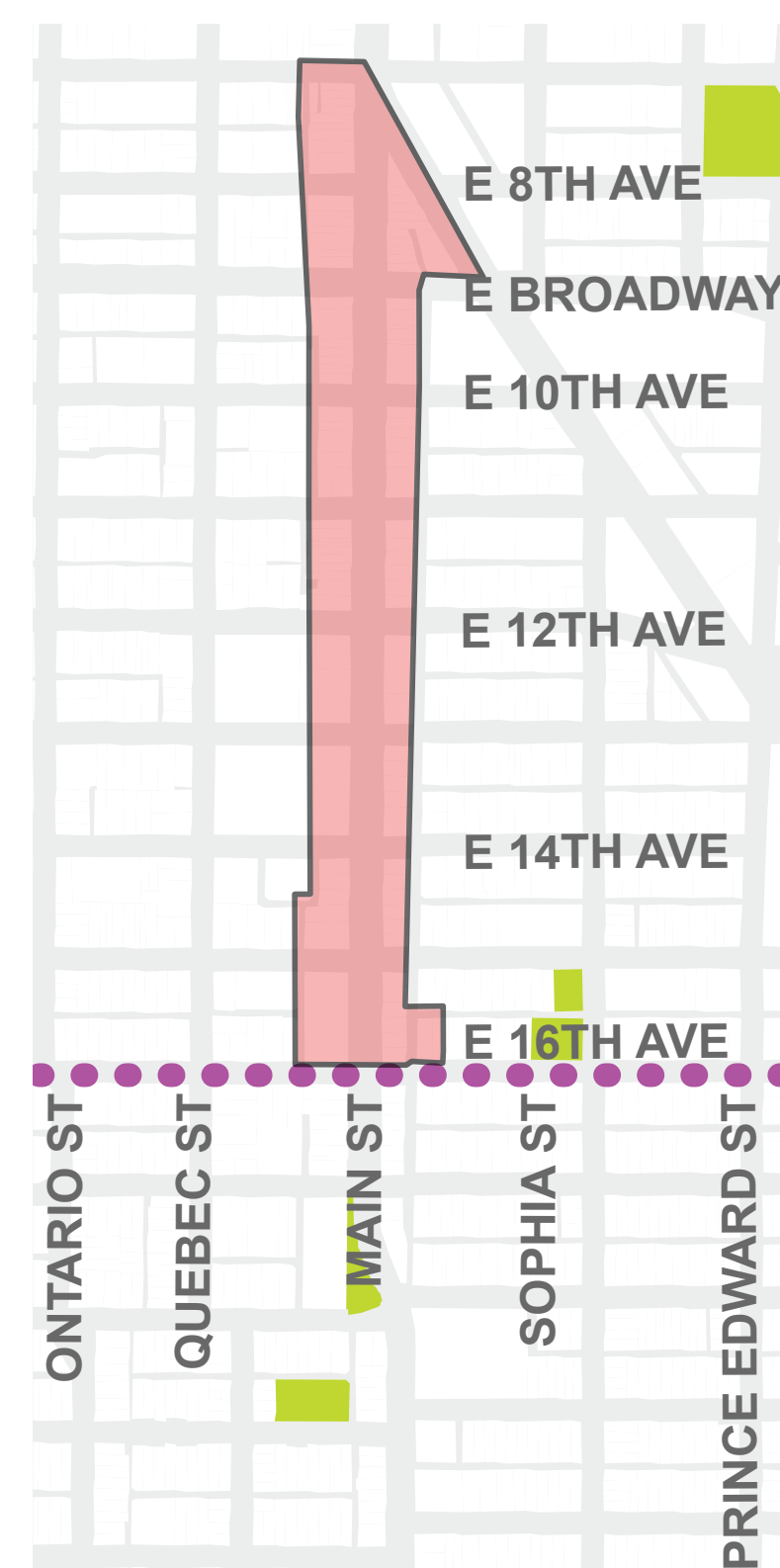
The Broadway planning program takes a neighbourhood-based approach to planning for the area, recognizing the unique qualities and community needs of Kitsilano, Fairview, and Mount Pleasant (including False Creek Flats).

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:



Main Street Village

Tomorrow



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Village

□ Policy area boundary

Main Street Village has a cherished and distinctive character, and is regarded by many as the heart of Mount Pleasant. Contributing elements include the heritage buildings, a “human-scale”, small and interesting storefronts, strong presence of arts and culture, and the unique triangle block formed by Main/Kingsway/Broadway at the summit of “hilltown”. The iconic seven storey Lee Building is a prominent heritage building at the northwest corner of Main and Broadway. The area’s many local and independent businesses, including cafés and restaurants, contribute to a vibrant public life and interesting walking experience during the day and at night. Main Street and West 14th Avenue, with a parklet and pavement-to-plaza and numerous nearby patios, has emerged as a hub for socializing and gathering in recent years.

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » Main Street Village is generally working well today as a neighbourhood high street, as well as a destination shopping, dining and entertainment street (including nightlife), with its diverse local businesses and unique vibe. With future change, such as the new Subway, there are concerns about the potential loss of the area’s cherished character, including the unique businesses and older buildings.
- » Mount Pleasant Station will be located at the southwest corner of Main Street and Broadway.
- » The street has a vibrant and diverse public life, with Main and 14th emerging as an active “heart” of the village. However, in places the sidewalks are narrow, and there is a need for additional places for gathering.
- » There is a desire for more opportunities for small-scale retail, cafés and patios, including options away from arterial traffic noise.
- » The *Mount Pleasant Community Plan* (2010) maintains the existing scale and character north of East 12th Avenue, and allows a modest increase in height and density for mixed-use development from East 12th to 16th avenues (not implemented). The plan allows an increase in height and density for the Centrepont Mall/Save-On-Foods site, to improve integration with Main Street and to contribute public benefits, such as enhanced open space.

FUTURE DESIRED ROLE

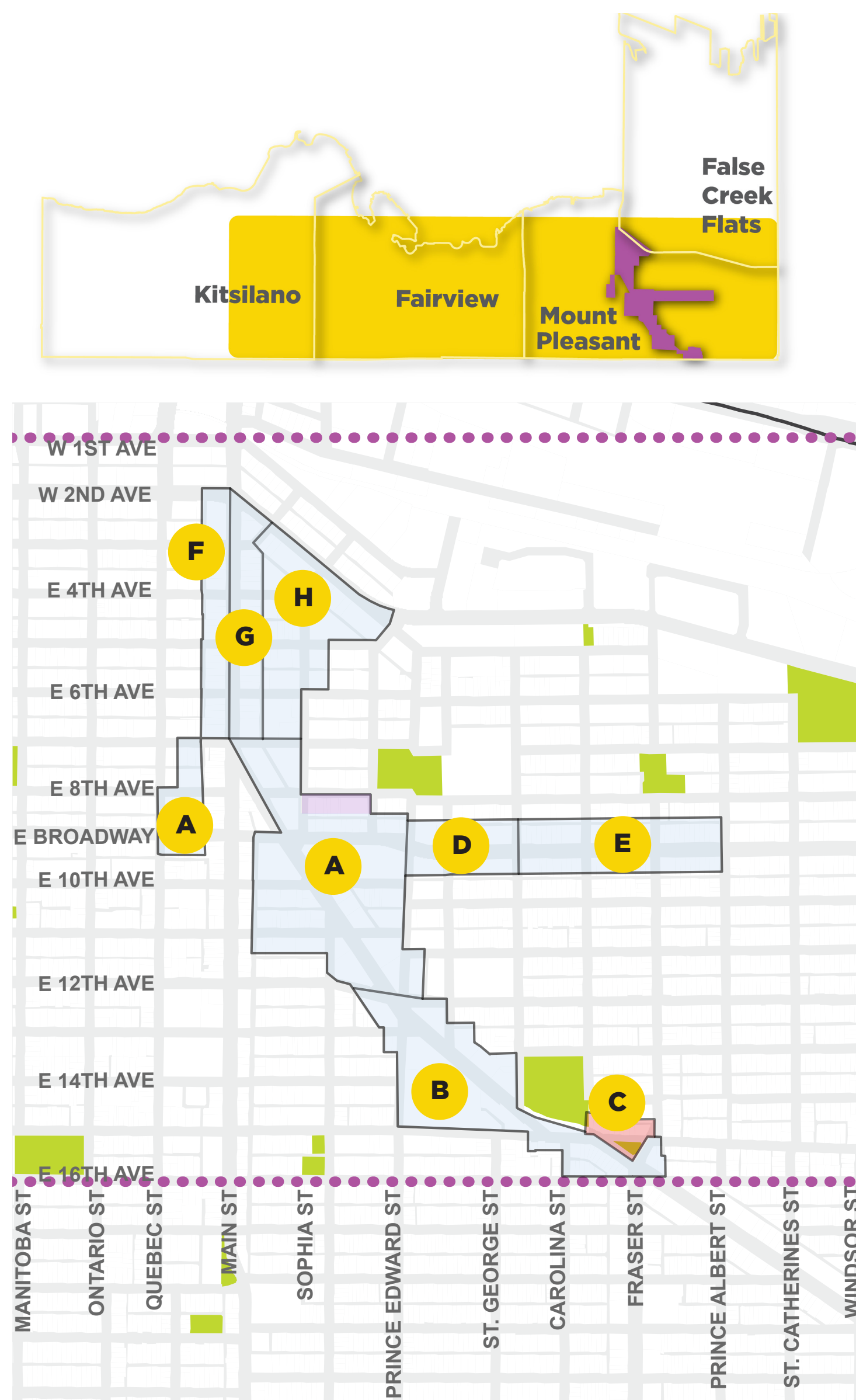
Strengthen Main Street Village as a shopping, dining and entertainment street with a distinctive character, variety of small and local businesses, strong arts and culture presence, and improved walkability and places for gathering.

EMERGING DIRECTIONS

- » Retain the “human-scale” village character by generally maintaining the permitted height and density.
- » Consider limiting new residential development to support the viability of existing businesses.
- » Encourage continuous active ground floor commercial frontages.
- » Continue to require narrow frontages for ground floor commercial uses.
- » For the Centrepont Mall/Save-On-Foods site, affirm support for increased height (with lower height along Main Street) and density for mixed-use development where contributing public benefits such as affordable housing, cultural facilities, public open space, and other amenities.
- » Work with the Province of BC and TransLink to support and integrate the Mount Pleasant Station with active commercial uses and public space improvements.
- » Explore opportunities for public space improvements to create wider sidewalks, additional space for store displays and patios, and places for gathering (e.g. street-to-plaza).
- » Strengthen the area of Main Street and 14th Avenue as a place for gathering and a hub for public life.
- » Explore opportunities for small scale businesses and patios on side streets and in adjacent laneways.
- » Support opportunities for new cultural, entertainment and nightlife venues.
- » Foster Broadway as a Great Street with improved sidewalks, street trees, continuous active ground floor commercial frontages, and places for gathering.

Mount Pleasant Centre

Tomorrow



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Centre

■ Village

■ Residential Area

● Policy area

□ Policy area boundary

Extending along Main Street, Kingsway and Broadway, Mount Pleasant Centre is an eclectic, mixed-use area containing a variety of older retail and office buildings, local-serving and destination businesses, cultural spaces, and newer strata residential development. The *Mount Pleasant Community Plan* (2010) considered change in some of these areas.

East Broadway has a range of low-rise retail and office buildings, with several mixed-use strata developments recently completed or under construction. The Independent, at Broadway and Kingsway, is a 21 storey mixed-use strata residential tower. The aging Kingsgate Mall occupies a large city block on the south side of Broadway between Kingsway and Prince Edward Street. To the east, an eight storey supportive housing building stands prominently at the northwest corner of Broadway and Fraser Street.

With the Mount Pleasant Community Plan supporting rezonings for residential, the IC-2 zone on Main Street between 2nd and 7th avenues has incrementally evolved with newer mixed-use development replacing the older commercial and light industrial buildings. To the east, the IC-3 zone contains light industrial and service businesses, newer developments with artist studios, and the Native Education College.

Kingsway is a busy 6-lane arterial street, which has developed with mid-rise mixed-use development between Broadway and East 12th Avenue. South of 12th it is lined with several car dealerships, as well as Mount Saint Joseph Hospital. East 15th Avenue between Kingsway and Fraser Street is a cherished block of low-scale buildings containing a variety of small, independent businesses such as restaurants, cafés, shops and galleries, fronted by McAuley Park.

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

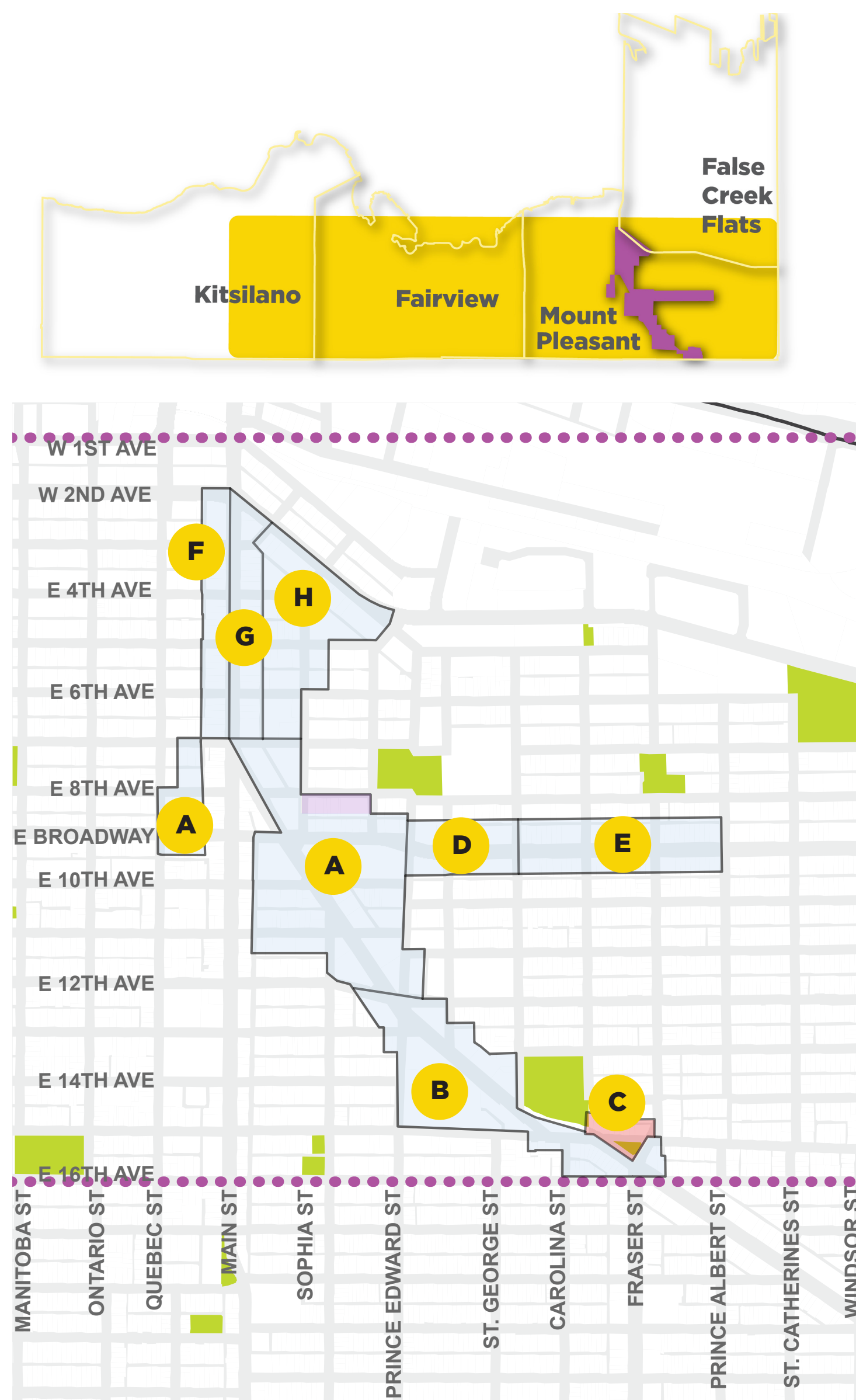
- » There is a significant need for additional housing choice (e.g. secured rental and social housing) and job space (e.g. office), close to rapid transit.
- » There is a need for additional services and amenities to support liveability and more complete neighbourhoods. Closer to Broadway and Main Street, there is also a potential need for hotels to support the concentrations of jobs and other destinations in the area.
- » This area provides opportunities for new housing, job space and amenities while minimizing displacement of existing rental tenants.
- » Broadway is perceived as lacking character and activity. In places it has narrow sidewalks and/or lacks street trees, and inactive ground floor uses limit pedestrian interest and vibrancy.
- » Main Street and Kingsway are perceived as barriers and as unpleasant for walking due to narrow sidewalks, challenging crossings, a lack of buffers from vehicular traffic, and high traffic volumes.
- » In the IC-3 zone (Area H) there are concerns about the loss of the eclectic character and job space, including the mix of small/light industrial businesses, as recent development is primarily strata residential.

» Applicable policies from the *Mount Pleasant Community Plan* (2010) for the area include:

- » For large sites (Kingsgate Mall and the recently-completed The Independent), the plan supports increased height and density for mixed-use development.
- » On Main Street from East 2nd to 7th avenues, the plan supports mixed-use development and modest increases in height and density in select locations.
- » On Broadway east of Prince Edward Street, the plan maintains the existing scale on the south side. On the north side, the plan supports modest increases in height and density for mixed-use development.
- » On Kingsway south of Broadway, the plan allows increased density for residential in mixed-use development (more specific guidance not provided).
- » The plan does not have inclusionary policies or regulatory tools to enable the creation of secured rental or social housing in these areas; accordingly, new development has been primarily strata ownership housing.

Mount Pleasant Centre

Tomorrow



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Centre

■ Village

■ Residential Area

● Policy area

□ Policy area boundary

FUTURE DESIRED ROLE

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).

EMERGING DIRECTIONS

» In Area A:

- » Consider increased height and density on limited sites for station area mixed-use affordable housing (e.g. secured rental or social housing) or commercial development (e.g. office or hotel).
- » Require a minimum job space component for mixed-use development.
- » For the Kingsgate Mall site, affirm support for increased height and density for mixed-use development where contributing public benefits such as affordable housing, public open space, and other amenities.
- » On the north side of Broadway between Scotia and Brunswick streets, support lot consolidation across the lane for new development.

- Prioritize renewal and expansion of social housing (RHS ODP applies to existing rental units).
- Achieve a minimum amount of on-site public open space equivalent to the area of lane removed.

» In Area B:

- » Consider increased height and density for mixed-use development contributing affordable housing (e.g. secured rental or social housing).

» Work with Providence Health Care on their long term aspirations for the Mount Saint Joseph Hospital site.

- » In Area C, maintain the permitted height and density for the small mixed-use node on East 15th Avenue at Kingsway.
- » In Areas D and E, consider increased height and density for mixed-use development contributing affordable housing (e.g. secured rental or social housing).

» In Area D, require a minimum job space component (e.g. office above retail).

» In Areas F and G along Main Street:

- » West side (Area F): consider increased height and density for mixed-use development contributing affordable housing (e.g. secured rental or social housing).
- » East side (Area G): maintain the permitted height and density for mixed-use development.

» In Area H, consider a modest increase in height and density for mixed-use development contributing affordable housing (e.g. secured rental or social housing).

» Continue to support light industrial and arts and cultural uses, and explore an increased requirement for job space in new development.

» Foster Broadway as a Great Street with improved sidewalks, street trees, continuous active ground floor commercial frontages, and places for gathering.

» Along Kingsway and Main streets:

» Encourage continuous active ground floor commercial frontages.

» Explore opportunities for public space improvements to create wider sidewalks, additional space for store displays and patios, and places for gathering.

Mount Pleasant South Apartment Areas *Tomorrow*



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Residential Area

□ Policy area boundary

Close to Main Street, Kingsway and Broadway, these are primarily residential apartment areas with green and leafy streets and a significant stock of older rental housing including many 3-4 storey walk-up apartments, as well as multiple conversion dwellings. They also contain some single-family houses and newer low-rise strata ownership housing. Along West 10th Avenue are two rental towers, several churches, and a cherished small grocer and café at Quebec Street. Between Quebec and Main streets are several buildings associated with an independent elementary and secondary school.

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » The green and leafy streets, mix of housing types, and buildings from different eras contribute to a cherished neighbourhood character. These areas are desirable places to live due to the availability of amenities, shops and services within an easy walk or roll.
- » The area has a significant stock of older rental housing, close to jobs, services and amenities, which is aging and in need of renewal. Rental rates continue to rise, and there is a very low vacancy rate (<1.5% in recent years).
- » There are significant concerns around potential displacement of existing rental tenants, through renovations and/or redevelopment.
- » A need for additional rental housing, including for families with children, close to rapid transit, shops and services.
- » The *Mount Pleasant Community Plan* (2010) does not specifically address these areas.

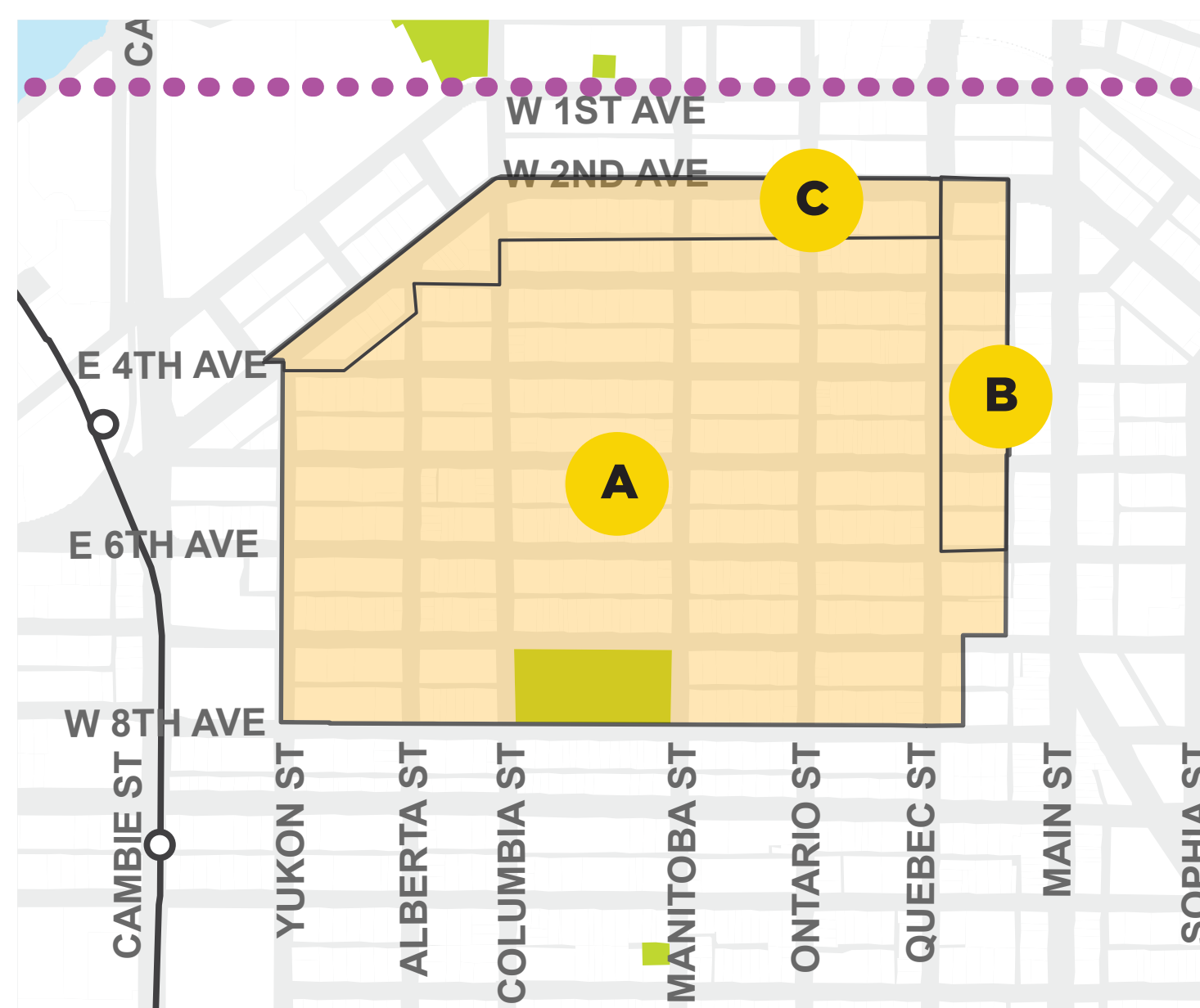
FUTURE DESIRED ROLE

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.

EMERGING DIRECTIONS

- » Retain the distinctive green and leafy character with a variety of buildings from different eras.
- » Support the retention and careful long-term incremental renewal of the older rental housing by considering a modest increase in height and density for secured market and below-market rental on sites with existing rental units. In all cases, affordability will be maintained and renters will be supported so they are not displaced from the area.
- » Consider increased height and density for affordable housing (e.g. secured rental or social housing) on sites without existing rental units.
- » Support increased height and density to renew and expand social and co-op housing, and enhance affordability where possible, on City- or non-profit owned sites.
- » Support choice-of-use for residential or non-residential (e.g. commercial) uses at grade on:
 - » East 12th Avenue between Watson Street and Sophia Street.
 - » East Broadway between Prince Albert Street and Clark Drive.
- » Explore opportunities for new local-serving shops and services in select locations (e.g. key walking streets, greenways, etc.).

Mount Pleasant Industrial Area *Tomorrow*



Legend

- Broadway Plan Study area
- Park
- Character area
- Industrial/Employment Area
- Policy area
- Policy area boundary

The Mount Pleasant Industrial Area is a centrally located light industrial area with a dynamic range of businesses and significant recent development. It was initially developed as a single-family neighbourhood in the 1890s and then transformed slowly to industrial use beginning in the 1940s. For several decades the area has provided affordable production, distribution and repair (PDR) space serving the city. Zoning changes in 2013 (area-wide) and 2017 (east of Quebec Street; Area B) expanded the range and intensity of innovation economy users including digital, interactive and entertainment uses, creative uses and breweries, all adding to the interest and energy of the area. Since the zoning changes there have been many new developments with light industrial at grade and office above, completed and underway. In early 2021, an economic recovery Quick Start Action created a new rezoning policy to enable employment intensive light industrial development along the south side of 2nd Avenue, from Quebec to Yukon streets (Area C).

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » The area is generally working well, with significant take up of the recent zoning changes in new development. The breweries and small restaurants/cafés contribute to a vibrant public life and support pedestrian activity during the day and evening.
- » The area provides diverse building types and historically lower lease rates than can be provided in other nearby commercial or mixed-use areas. There are a number of arts and cultural spaces in the area.
- » With the city's strong tech sector and the locational preference of the area for tech, healthcare and other innovation economy companies, there is a desire to increase capacity for office uses.
- » There is also a long term need for additional space for production, distribution and repair (light industrial) functions to serve city.
- » There is a need for additional services and amenities to support the concentration of jobs in the area.
- » The area is centrally located close to several existing and future rapid transit stations on the Canada Line and the Broadway Subway.

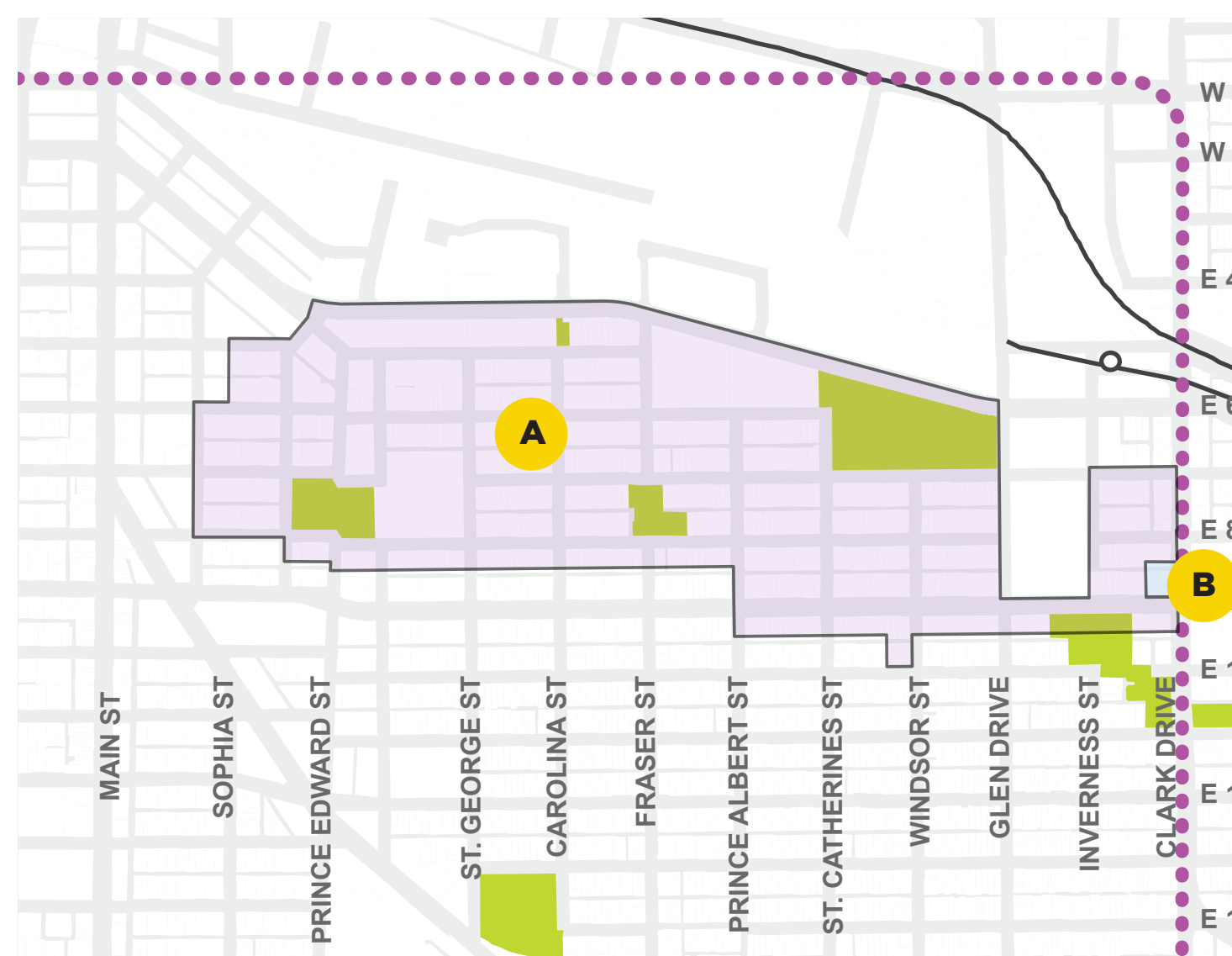
FUTURE DESIRED ROLE

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.

EMERGING DIRECTIONS

- » In Area A:
 - » Intensify the production, distribution and repair (light industrial) function of the area.
 - » Increase opportunities to support the innovation economy.
 - » Recognize and foster arts and cultural spaces.
 - » Continue to restrict residential uses.
 - » Consider a broader range of uses including additional amenities and services (e.g. food and beverage options).
 - » Explore opportunities to enhance the viability of small businesses, such as expanded lounge and patio space for breweries.
- » In Areas B and C, maintain the permitted heights, densities and uses (continue to restrict residential uses).

Mount Pleasant North Apartment Area *Tomorrow*



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Centre

■ Residential Area

● Policy area

□ Policy area boundary

Generally between Broadway, Great Northern Way, Scotia Street, and Clark Drive, this is a primarily residential apartment area with a mix of low-rise strata ownership and rental housing, including market rental, social housing, and co-ops. Multiple conversion dwellings and single-family houses are also sprinkled throughout the area. There are a handful of small businesses and historic storefronts along Broadway. On the residential streets the mature street trees, landscaped setbacks and gardens contribute to the green and leafy character. Large parks include Guelph Park (“Dude Chilling Park”), Sahalli Park, and China Creek North Park. Along Great Northern Way is a significant escarpment reflecting the area’s historic shoreline.

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » The green and leafy streets, mix of housing types, and the varied topography and views contribute to a cherished neighbourhood character. The cultural and socio-economic diversity of the area is also highly valued.
- » The area has a significant stock of older market and non-market rental housing, which is aging and in need of renewal. Rental rates continue to rise, and there is a very low vacancy rate (<1% in recent years).
- » There are significant concerns around potential displacement of existing rental tenants, through renovations and/or redevelopment, and increasing pressure on the rental stock from the significant employment growth in the nearby Creative District. Median household incomes for renters are the lowest of anywhere in the study area.
- » A need for additional rental housing options, close to jobs and rapid transit.
- » Much of the area lacks local-serving shops and services within an easy walk or roll.
- » The *Mount Pleasant Community Plan* (2010) does not specifically address this area.

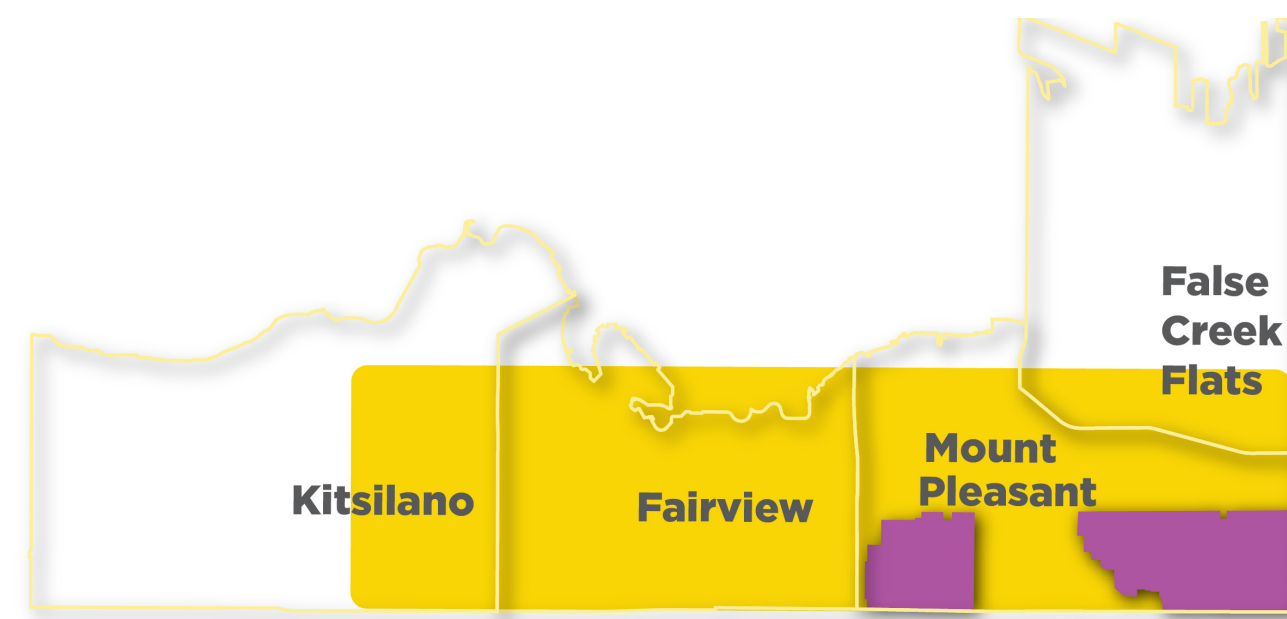
FUTURE DESIRED ROLE

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.

EMERGING DIRECTIONS

- » In Area A:
 - » Retain the distinctive green and leafy character with a variety of buildings from different eras.
 - » Support retention of the older rental housing and explore opportunities for non-profit and/or government purchase of existing purpose-built rental to preserve affordability over the long-term.
 - » Consider increased height and density for affordable housing (e.g. social housing) on sites without existing rental units.
 - » Support increased height and density to renew and expand social and co-op housing, and enhance affordability where possible, on City- or non-profit owned sites.
 - » Explore opportunities for new local-serving shops and services in select locations (e.g. key walking streets, greenways, along Broadway, etc.).
- » In Area B, consider increased height and density for affordable housing (e.g. secured rental or social housing) in new mixed-use development on the northwest corner of Clark Drive and Broadway.

Mount Pleasant RT Areas *Tomorrow*



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Residential Area

■ Centre

● Policy area

□ Policy area boundary

The Mount Pleasant RT Areas are residential areas with green and leafy streets and low-density housing, including single-family houses, duplexes, multiple conversion dwellings and small-scale strata developments. Secondary rental units, such as basement suites and suites in older houses, are sprinkled throughout these areas. The area west of Main Street has a concentration of heritage buildings, particularly north of 12th Avenue, which contribute to the distinctive neighbourhood character.

These areas are served by several neighbourhood parks and elementary schools. 12th Avenue is a busy four-lane arterial that runs east-west through these areas, with a small commercial node at Clark Drive.

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » These areas have primarily low-density ownership housing, such as single-family housing, duplexes or small multiple dwellings. Conversely there is a lack of affordable housing options. Rental housing generally comprises secondary rental units or units in multiple conversion dwellings.
- » There is a desire for additional rental housing choice in these areas, including off-arterial options.
- » 12th Avenue is perceived as a barrier due to its high traffic volumes, narrow sidewalks and a lack of pedestrian crossings in some sections. Fraser Street also has narrow sidewalks with a lack of buffers from vehicular traffic.
- » The area east of Kingsway lacks local-serving shops and services within an easy walk or roll.
- » The *Mount Pleasant Community Plan* (2010) does not specifically address this area.

FUTURE DESIRED ROLE

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.

EMERGING DIRECTIONS

» In Areas A:

- » Foster a distinctive green and leafy character with a variety of buildings from different eras by retaining heritage buildings and ensuring incremental change with new growth.
- » Consider increased height and density for affordable housing (e.g. secured market and below-market rental apartments).
- » Explore opportunities for new local-serving shops and services in select locations (e.g. key walking streets, greenways, arterial intersections, etc.), particularly in the area east of Kingsway.

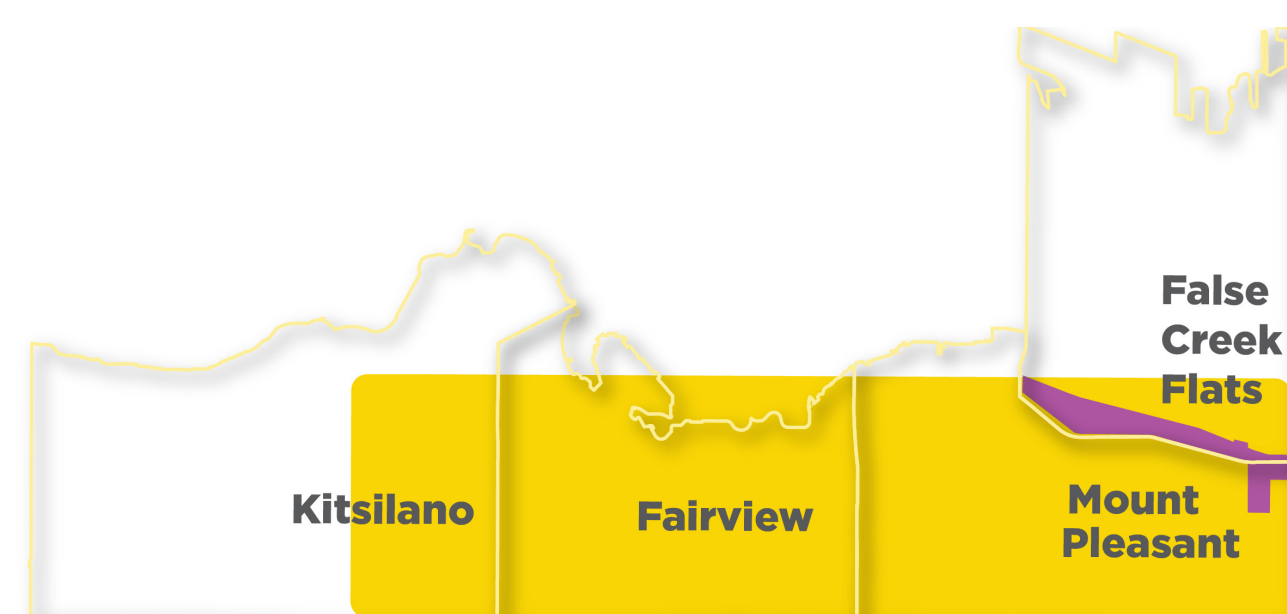
» In Area B:

- » Strengthen Fraser Street as a more walkable, mixed-use street with new housing opportunities and continuous active ground floor commercial frontages.
- » Consider increased height and density for affordable housing (e.g. secured rental or social housing).

» In Area C, consider increased height and density for affordable housing (e.g. secured rental or social housing) in new mixed-use development on the corners of Clark Drive and East 12th Avenue.

Creative District

Tomorrow



The Creative District is a mixed hub of primarily institutional, light industrial and office developments, with a small amount of housing such as live-work. Located between Main Street and Clark Drive, the area is anchored by post-secondary institutions: Emily Carr University of Art and Design (ECUAD), the Centre for Digital Media (CDM), and Vancouver Community College (VCC). The area is situated on the historic False Creek shoreline that connected to upland streams and watersheds.

The False Creek Flats Plan (2017) envisions this area being a key part of Vancouver's future economic growth in Vancouver, estimating it will have 9,600 additional jobs by 2041. The area is poised to leverage existing and future rapid transit improvements, particularly with the new Broadway Subway providing a direct connection to the Canada Line and to Central Broadway, the city's second downtown.

Recent developments in the area have attracted high-tech and creative sector tenants seeking large office floor plates and proximity to other creative organizations and employees. However with new companies moving to the area, challenges have emerged with workers being unable to access their daily needs within an easy walk.

PRIORITIES

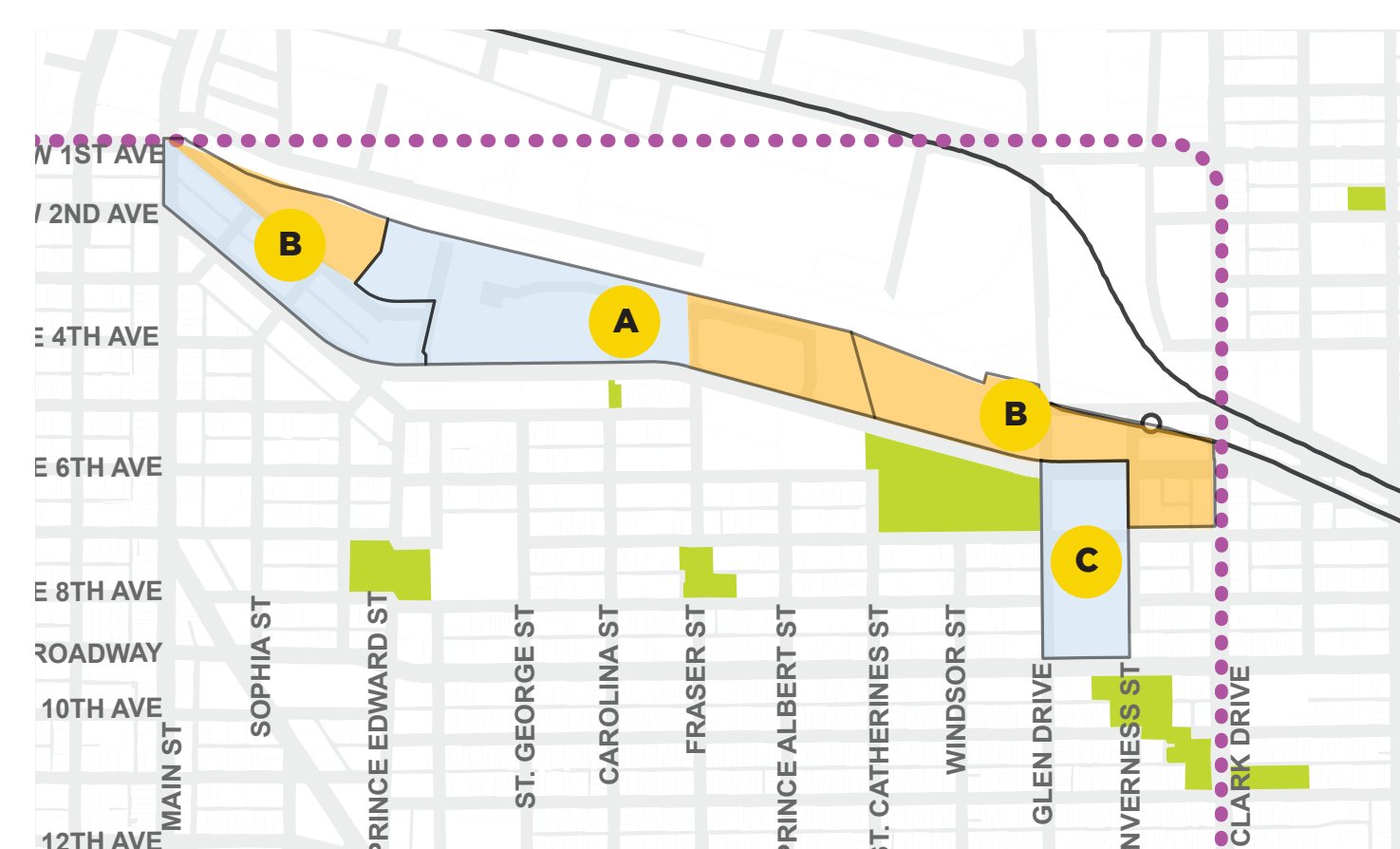
Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » The existing Great Northern Way Campus zoning only permits very limited retail and service uses. For the few services currently available, the area lacks a critical mass of people to support a vibrant retail and service economy, particularly outside of regular business hours. This also results in new buildings having inactive uses on the ground floor that do not promote an active public life and pedestrian interest.
- » The existing Great Northern Way Campus zoning restricts building heights in a way that makes it challenging to achieve the permitted density on each site. In turn, this encourages building forms that are bulky and continuous with little articulation or public space along Great Northern Way.
- » Despite being at the current terminus of the SkyTrain Millennium Line, access to the area is perceived as challenging for people walking, cycling or taking transit. As the district has grown in recent years, there have been ongoing reported conflicts between people walking, cycling and driving.

- » As a growing employment centre, childcare is a significant need. Larger building floor plates and consistent solar access provides this area with an opportunity to integrate amenities such as childcare.
- » The existing zoning in much of the area does not permit residential uses. The *False Creek Flats Plan (2017)* identified the Great Northern Way Campus as an area for consideration of additional institutional rental housing (i.e. student housing).
- » This area provides opportunities for new housing, job space and amenities without displacement of existing rental tenants.

FUTURE DESIRED ROLE

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.



Legend

- Broadway Plan Study area
- Park
- Character area
- Centre
- Industrial/Employment Area
- Policy area
- Policy area boundary

Creative District

Tomorrow



Legend

- Broadway Plan Study area
- Park
- Character area
- Centre
- Industrial/Employment Area
- Policy area
- Policy area boundary

EMERGING DIRECTIONS

- » Foster a mixed-use district, vibrant during the day and evening hours, which helps attract and retain employees to the area.
- » Support a broader range of uses, including retail and food and beverage options, to help meet the daily needs of area employees, students and residents and to support a more complete district.
- » Explore opportunities for additional community amenities, such as childcare, to support a growing centre for employment and post-secondary education.
- » Support strategic opportunities for new secured rental and student housing in proximity to jobs, post-secondary institutions and rapid transit.
- » Create diverse places for public life in a walkable and connected district, and seek to reduce conflicts between people walking, cycling and driving.
- » Explore opportunities to improve connections to the Mount Pleasant North Apartment Area and other adjacent areas.
- » In Area A:
 - » Support the long term expansion of Great Northern Way Campus and a broader range of uses.
 - » Review permitted building heights and explore more contextual, sculpted building forms that provide visual interest and enhance the walking experience.
 - » Work with the Province of BC and TransLink to support and integrate the Great Northern Way-Emily Carr Station with active commercial uses and public space improvements.
- » Consider increased height and density for station area high-rise commercial development (e.g. office or hotel) or affordable housing (e.g. secured market and below-market rental) in close proximity to the Great Northern Way-Emily Carr Station on lands designated as General Urban in the Regional Growth Strategy, as long as existing job space requirements are maintained or expanded.
- » Explore opportunities for additional institutional rental (student) housing.
- » In Areas B:
 - » Generally maintain the permitted heights and densities.
 - » Explore strategic opportunities for job space intensification as well as mixed-use development with affordable housing (e.g. secured rental) in close proximity to rapid transit stations on lands designated as Mixed Employment in the Regional Growth Strategy, as long as existing industrial space requirements are maintained or expanded, and in alignment with the Metro Vancouver *Regional Industrial Lands Strategy* (2020).
- » In Area C:
 - » Support the long term expansion of Vancouver Community College.
 - » Consider a broader range of uses, such as retail/service and affordable housing (e.g. secured rental).