



BROADWAY PLAN

Public Realm and Streetscape Plan
Phase 2 Engagement Summary | September 2024

Acknowledgement

The Broadway Public Realm and Streetscape planning process aims to recognize the living culture and history of the xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətaʔ (Tsleil-Waututh) peoples.

The City of Vancouver is on the unceded traditional territories of the xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətaʔ (Tsleil-Waututh) Nations. The Nations have a spiritual, cultural, and economic connection to the land since time immemorial. 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 xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish) and səlilwətaʔ (Tsleil-Waututh) have never left their territories and will always retain their jurisdiction and relationships with the territory.

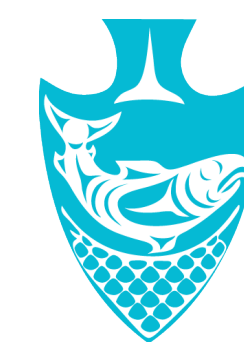
City of Vancouver

Vancouver City Council endorsed the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) in 2013 and has designated Vancouver as a City of Reconciliation. To achieve its goals, the City established the Reconciliation Framework in 2014, which was reaffirmed by the City in 2022.

In October 2022, Vancouver City Council adopted the UNDRIP Strategy for Vancouver. All City activities including the Broadway Public Realm and Streetscape planning process will align with, and advance, the UNDRIP Strategy's calls-to-action.

Learn More

There are a number of resources available to learn more about the historical and current relationship the xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətaʔ (Tsleil-Waututh) Nations have with the land now known as the City of Vancouver. Their websites contain information about their histories, cultures, governance, and ways of affirming their continuity on these lands:



Musqueam Indian Band (xʷməθkʷə́yəm):

www.musqueam.bc.ca



Squamish Nation (Skwxwú7mesh):

www.squamish.net



Tsleil-Waututh Nation (səlilwətaʔ):

www.twnation.ca

Please visit the City of Vancouver website to learn more about the designation as a City of Reconciliation, the City of Vancouver's United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) Strategy, and the City of Vancouver's First Peoples: A Guide for Newcomers.

[Read the City of Reconciliation webpage here](#)

[Read the City of Vancouver's UNDRIP Strategy here](#)

[Read First Peoples: A Guide for Newcomers here](#)



Table of Contents

Executive Summary

1 Introduction

About the Broadway Plan.....	5
About this Report.....	6

2 Engagement Process

Notification and Results.....	7
Engagement Timeline.....	8

3 What We Heard

Phase 2 Survey.....	9
Stakeholder Meetings.....	18
Pop-up Events.....	19

4 What's Next?.....21



Executive Summary

From June 13 to July 14, 2024, City staff launched a community and stakeholder engagement process to share and seek feedback on the Draft Key Moves for the Broadway Public Realm and Streetscape Plan. Over the course of the engagement period, 2700+ people who live, work, visit or play in the Broadway Plan area were engaged in the process. This includes 1800+ survey responses, 700+ open house attendees, 100+ pop-up visitors, and seven stakeholder meetings.

This engagement summary provides an overview of the engagement opportunities and what we heard. Feedback collected during this engagement period will be used to refine the draft Public Realm and Streetscape Plan that will be considered by Council in November 2024.

Key Themes from Phase 2 Engagement

- **78%, 66% and 61%** of respondents indicated the design ideas reflect “very well” or “fairly well” for nature and green spaces, play and recreation spaces, and event and gathering spaces respectively.
- **Expansion and Maintenance of Green Space:** Strong interest in expanding and maintaining green spaces, parks and trees in public spaces and on streets.
- **Transportation:** Concerns about traffic flow, noise, emergency vehicle access, and parking, with mixed views about reducing car lanes.
- **Public Amenity:** Support for enhanced amenities including benches, public washrooms, shaded areas and water fountains.
- **Climate Change:** Design should anticipate climate change impacts and extreme weather.
- **Accessibility:** Emphasis on improving accessibility and safety of public spaces including improving multi-shared pathways and addressing barriers in existing public spaces.
- **Diversifying Amenities:** Desire for green spaces for leisure and recreational activities as well as spaces for urban greening projects.

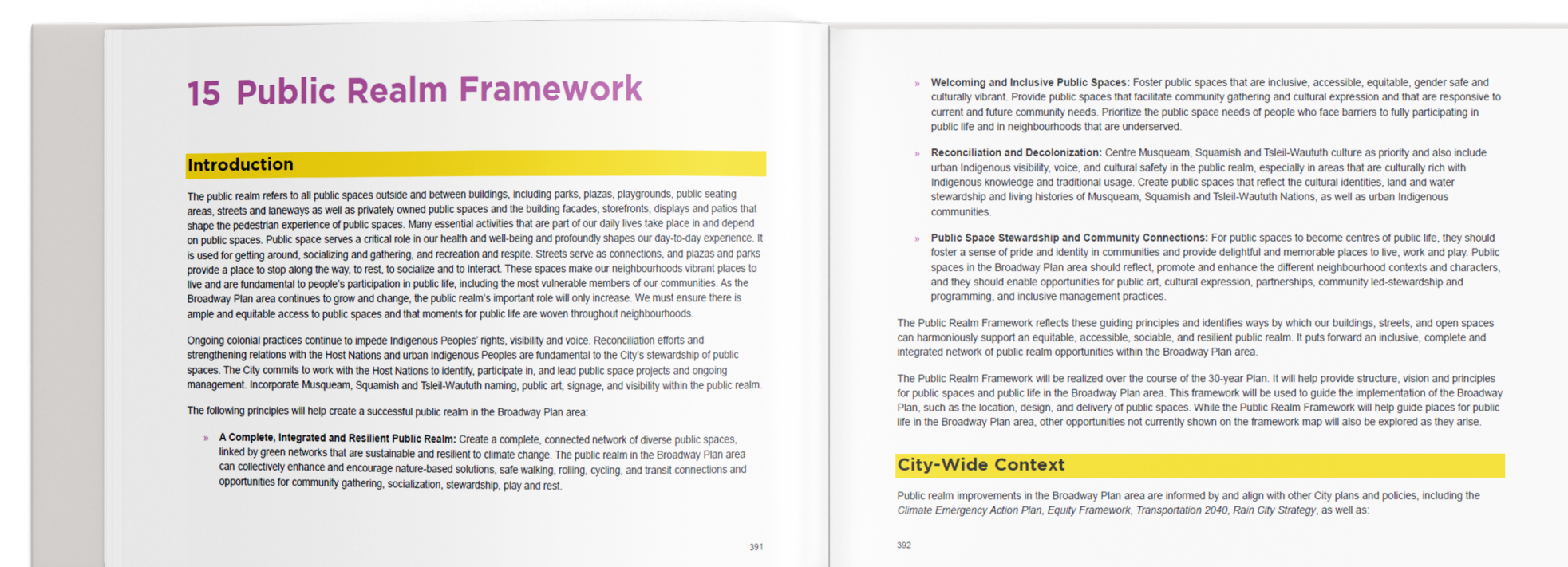
1 Introduction

Plan Implementation

Following adoption of the Broadway Plan in June 2022, City staff have begun work on implementation of the Plan. Two of the major implementation projects are to create a Public Realm Plan for the Broadway Plan area and a Streetscape Plan for Broadway itself. These supplementary plans are meant to build on the [Public Realm Framework chapter](#) of the *Broadway Plan*, providing more guidance on what, how and where the public realm policy directions will be achieved.

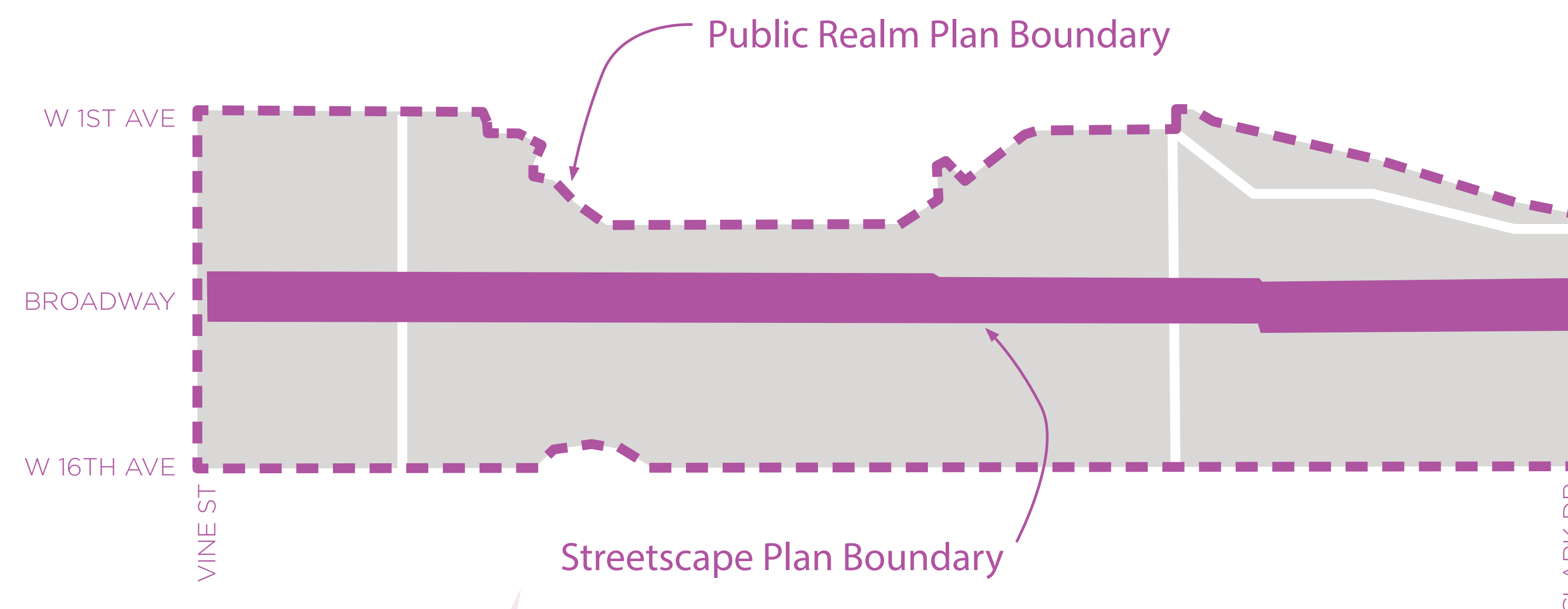
This report presents summarized information and key findings related to all engagement initiatives undertaken in the Implementation Update period, including a detailed breakdown of engagement events and activities, as well as responses to the Broadway Plan Public Realm section of the survey.

Accessible engagement approaches included translating a project summary and the survey into Traditional and Simplified Chinese, and coordinating with the City's call-in service (3-1-1) as an alternative method for the public to complete the online survey.



What will the Broadway Public Realm Plan do?

The Broadway Public Realm Plan will identify what public open space and street enhancements would best support the current need and future growth in the Plan area. It will consider public open spaces on City-owned streets and properties, as well as privately-owned public spaces (POPS). It will be a practical guide to leverage opportunities for public realm improvements as the area grows.

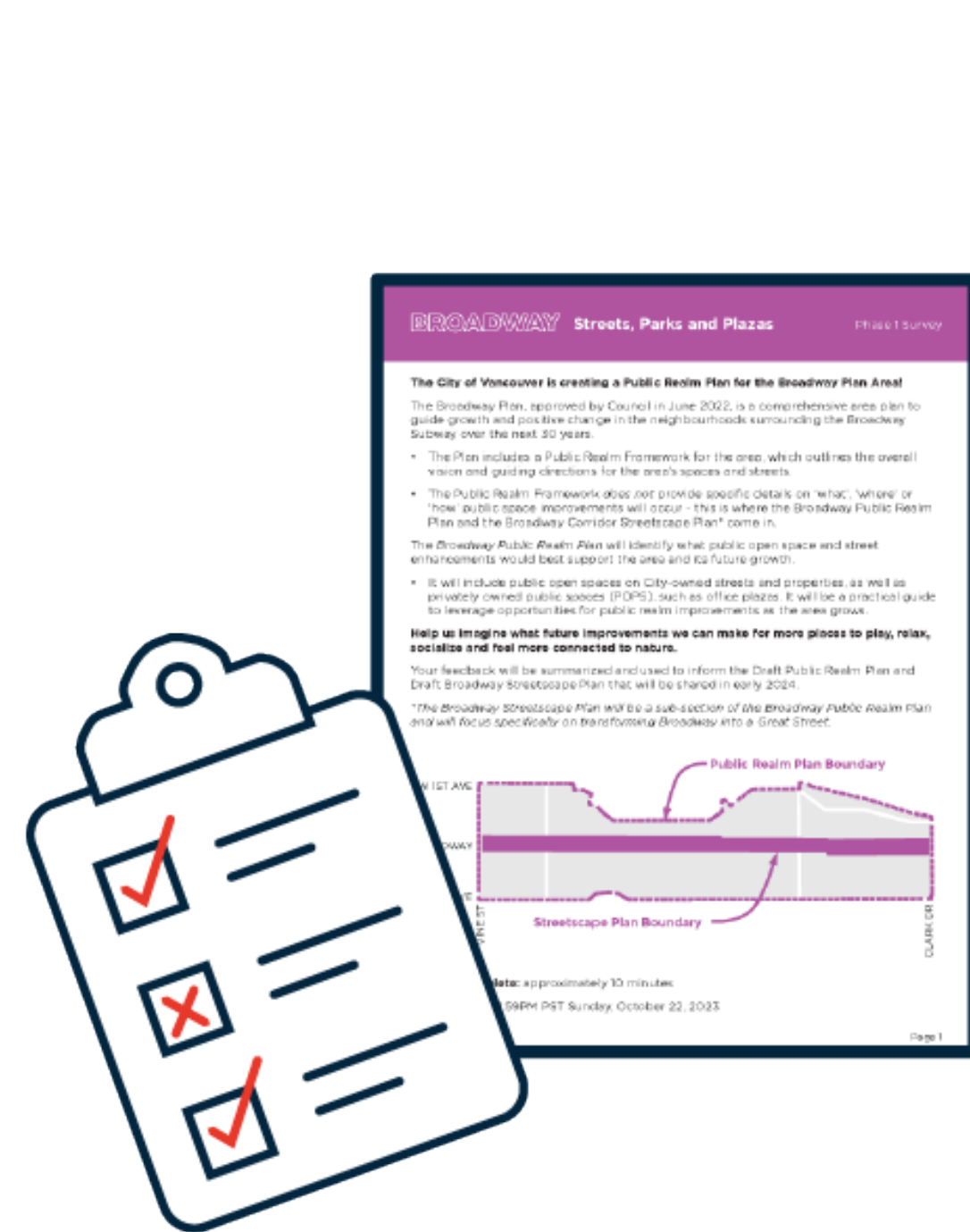
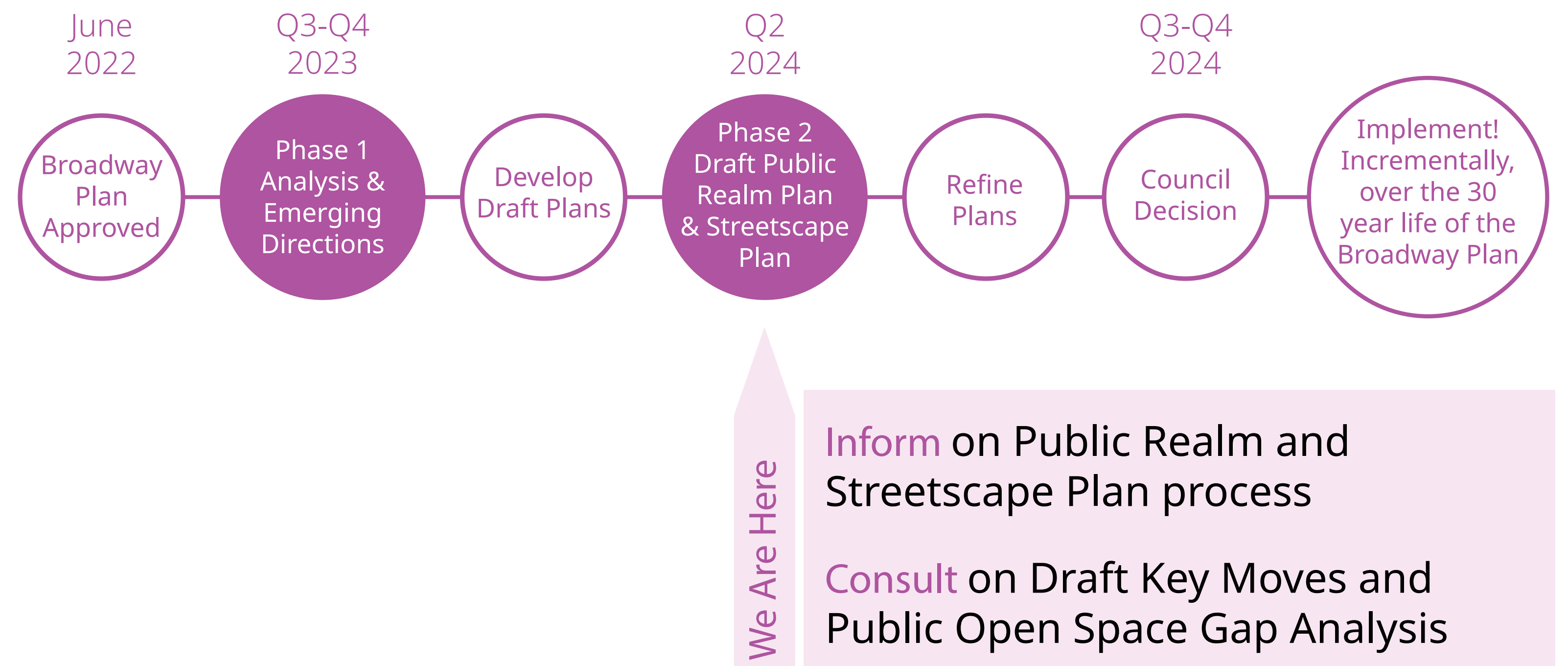


What will the Broadway Streetscape Plan do?

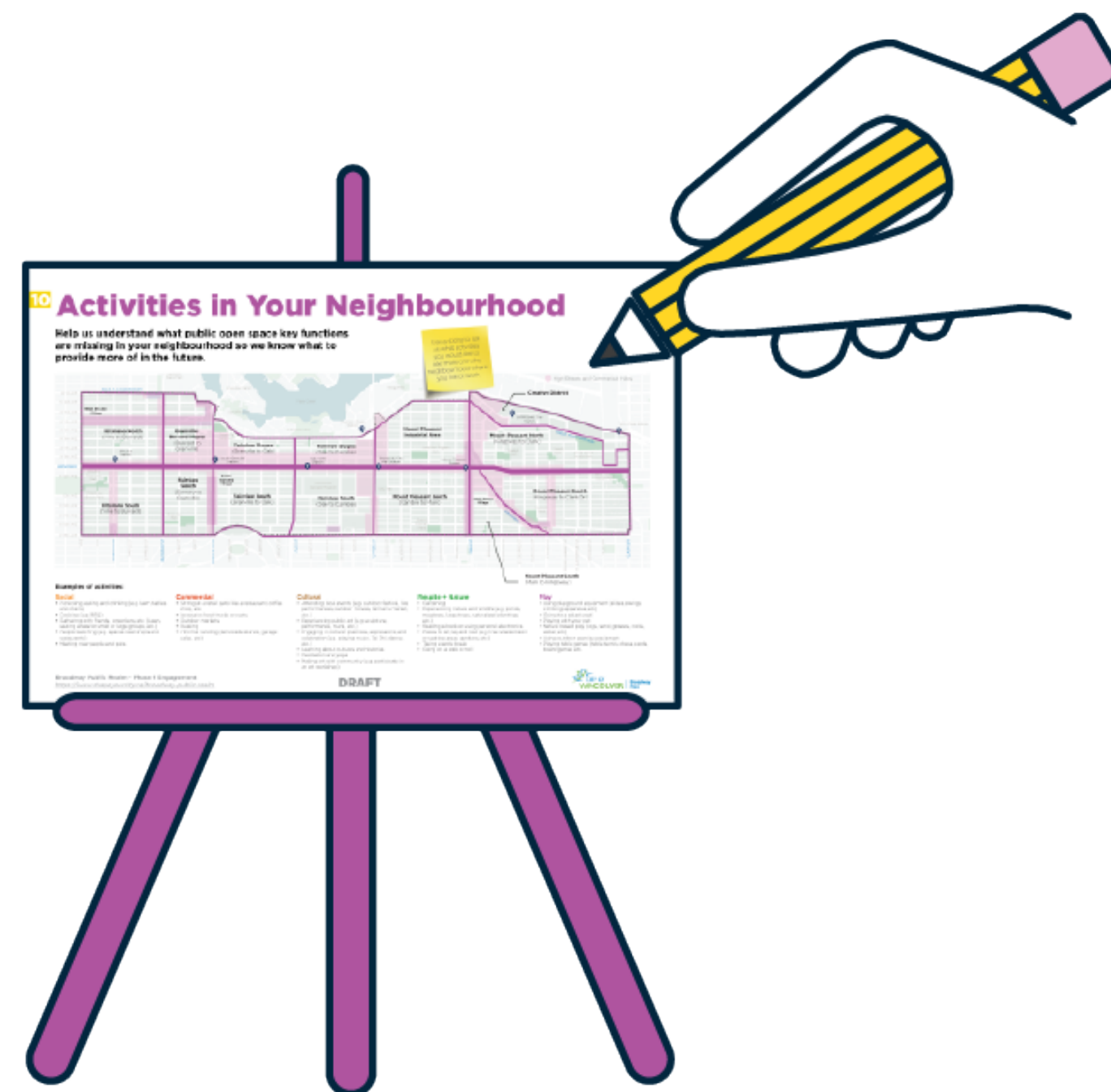
The Broadway Streetscape Plan will establish a design concept for the transformation of Broadway into a “Great Street”. It will be built over time through redevelopment of properties along Broadway and City-led capital projects.

1 About this Report

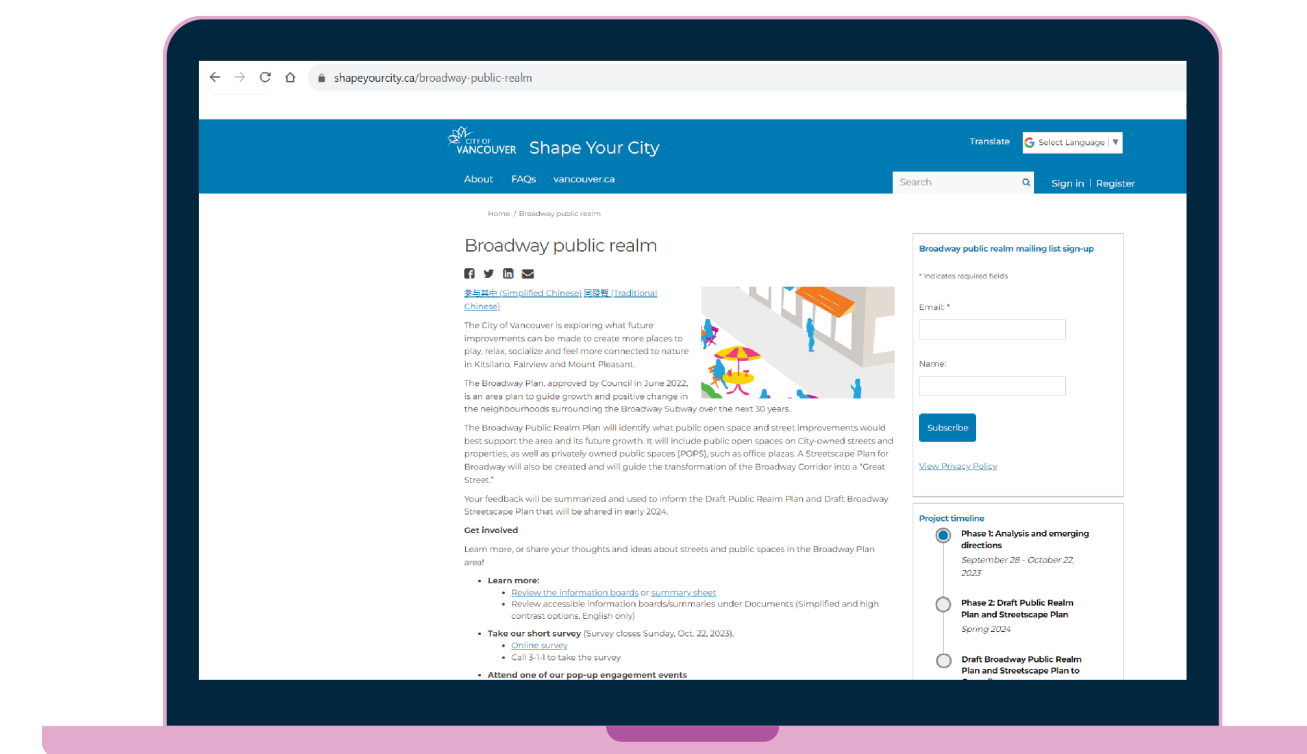
This report presents summarized information and key findings related to all engagement initiatives undertaken in Phase 2 of the Broadway Public Realm planning program, including a detailed breakdown of engagement events and activities, as well as responses to the survey. This report also includes information on the process to date, engagement numbers, and who we heard from. The feedback will be used to refine the Draft Broadway Public Realm and Streetscape Plan.



1,934
survey
responses



100+
pop-up
visitors



3,500+
website
visitors



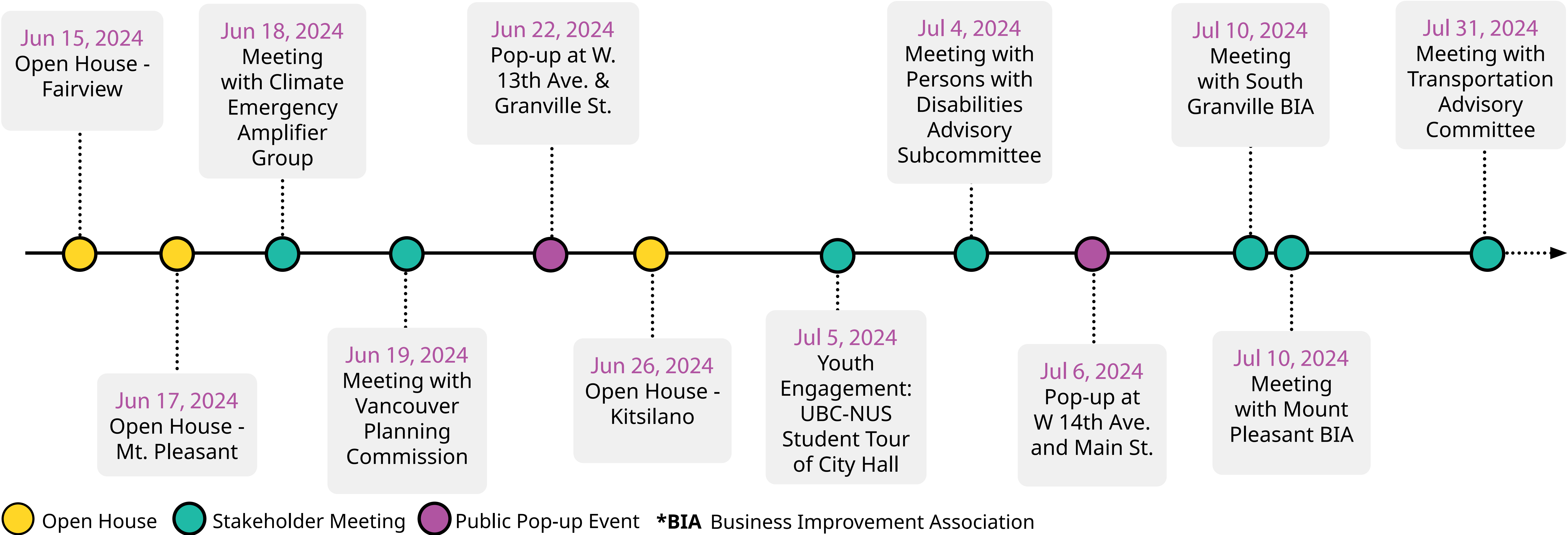
8
stakeholder
meetings

2 Engagement Process

This report is the result of an engagement plan that involved both in-person and virtual opportunities to learn and provide feedback about the early directions for the Broadway Public Realm Plan and Broadway Streetscape Plan. The engagement touchpoints involved people who live, work, play, shop, visit and learn in the neighbourhoods in the Broadway Plan area and throughout the rest of Vancouver.

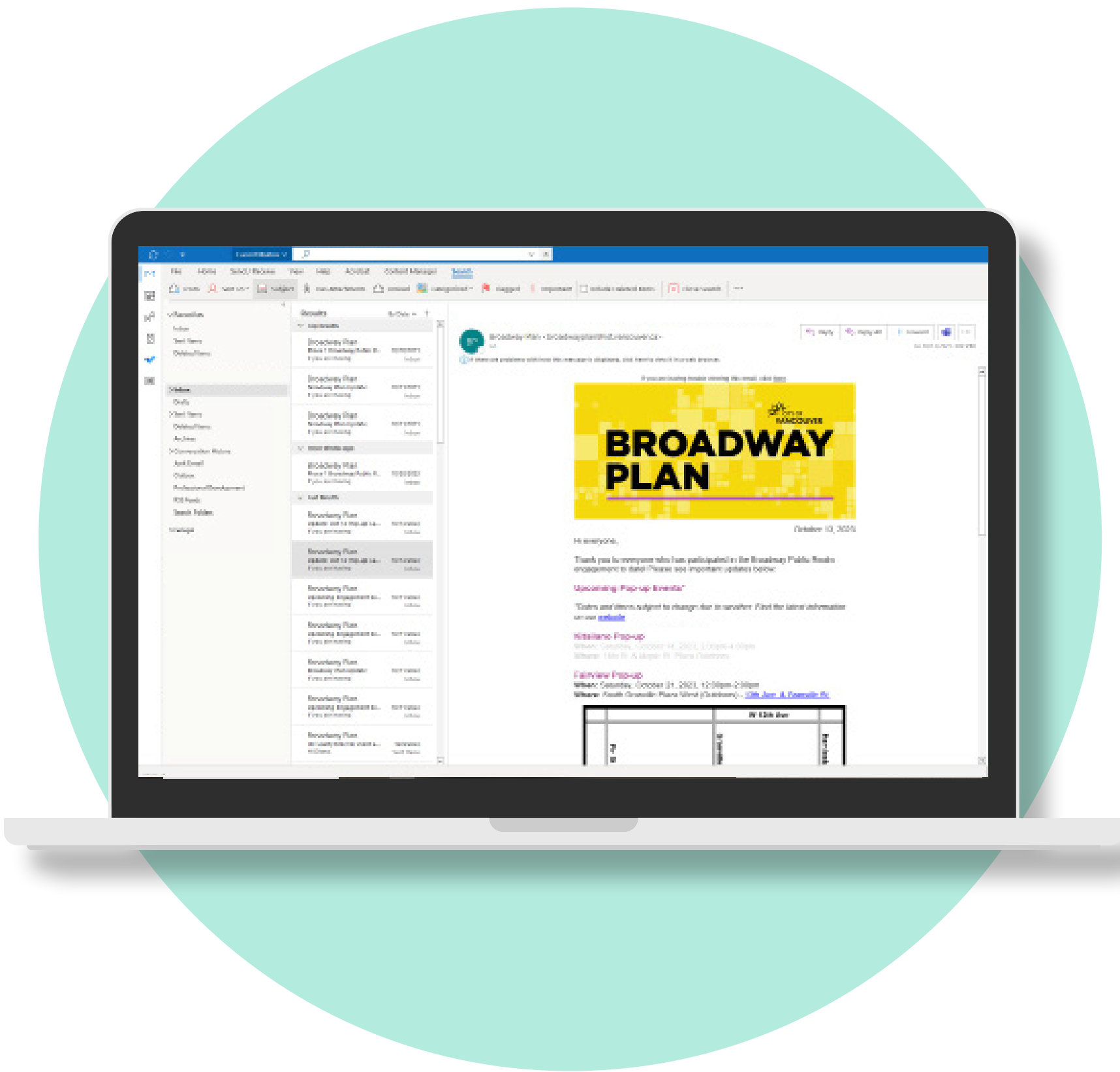
We are seeking to work with Musqueam, Squamish and Tsleil-Waututh to understand their interest in visibly incorporating their values, history and art into the public realm of the Broadway Plan area, including on Broadway Great Street.

Engagement Activities



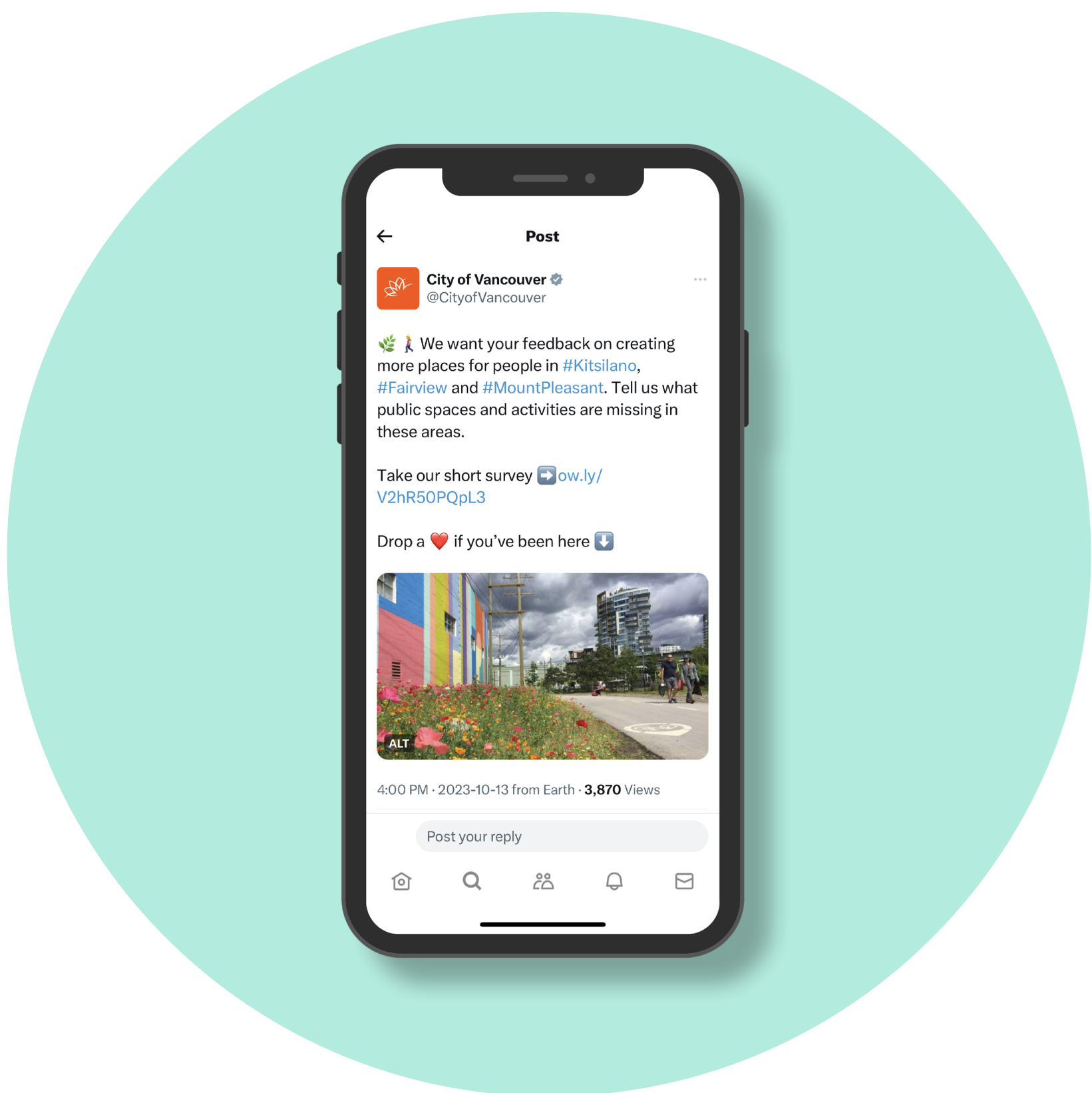
2 Notification Process

Given the diverse lifestyles and access needs of Vancouver residents, workers and visitors, staff chose a variety of mediums for notifying the public of the engagement process.



10
broadcast
emails

1,776
email subscribers



47,830
impressions

144,000
views



4
community
centres

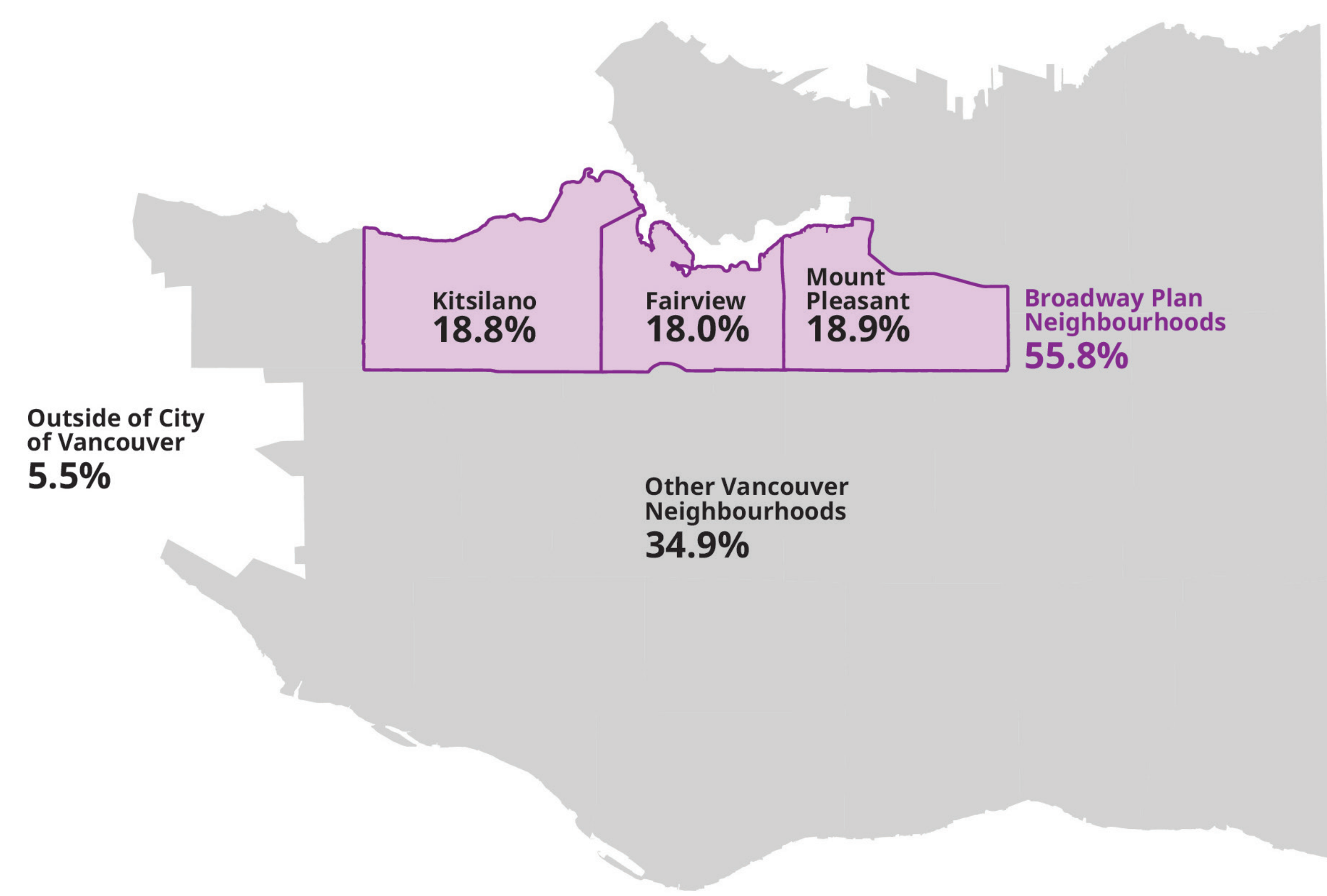
15
public library
branches

3 What We Heard

Phase 2 Survey

The Phase 2 survey was open between June 13 and July 14, 2024.

The survey provided the opportunity to learn about the Draft Key Moves for the Draft Public Realm and Streetscape Plan. Feedback from this survey will help refine the Plan that will be considered by Council in November 2024.



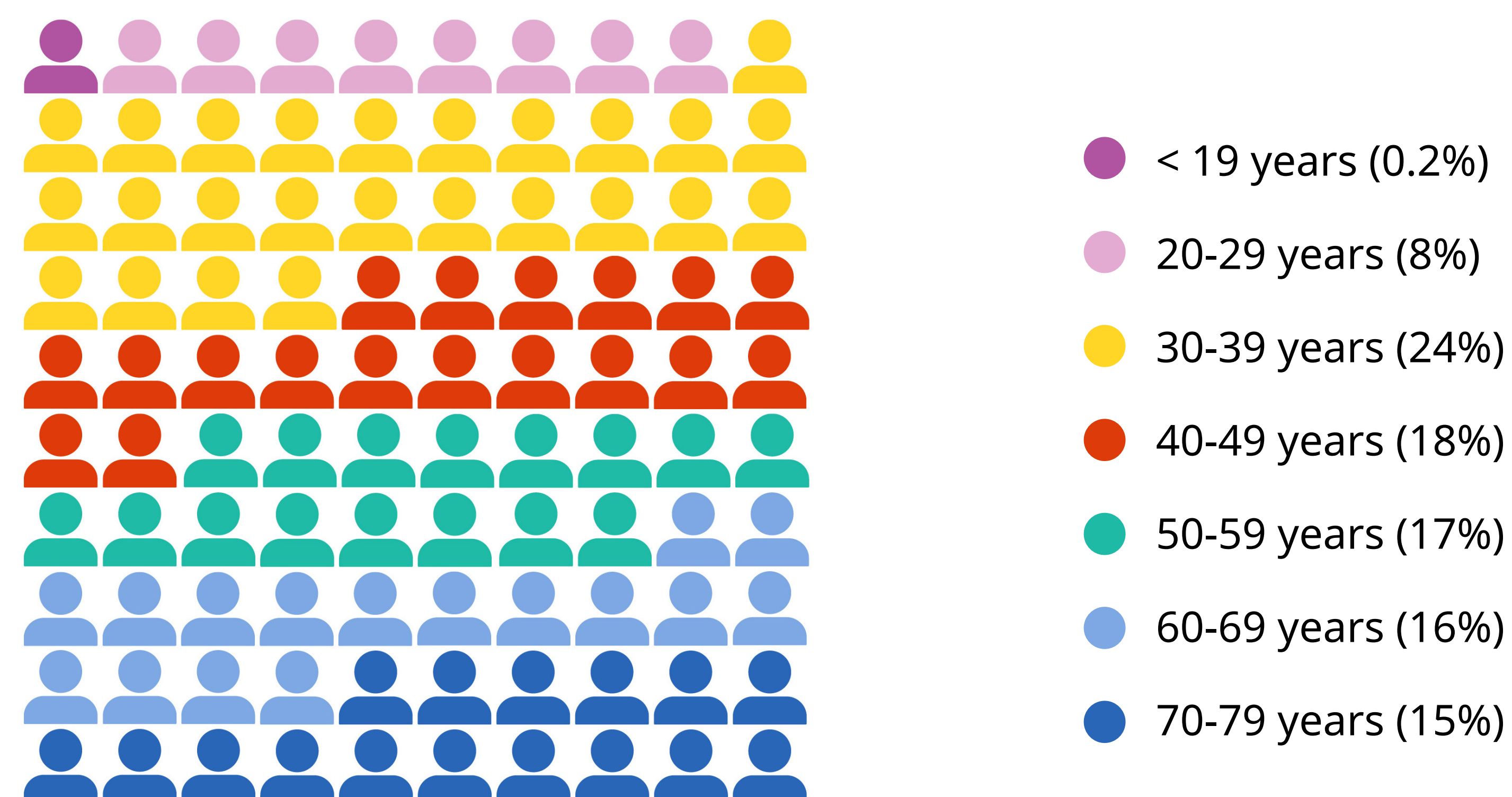
Who We Heard From

City of Vancouver residents, workers and visitors come from many different backgrounds. We asked all respondents to complete demographic questions at the end of the survey to better understand who we heard from.

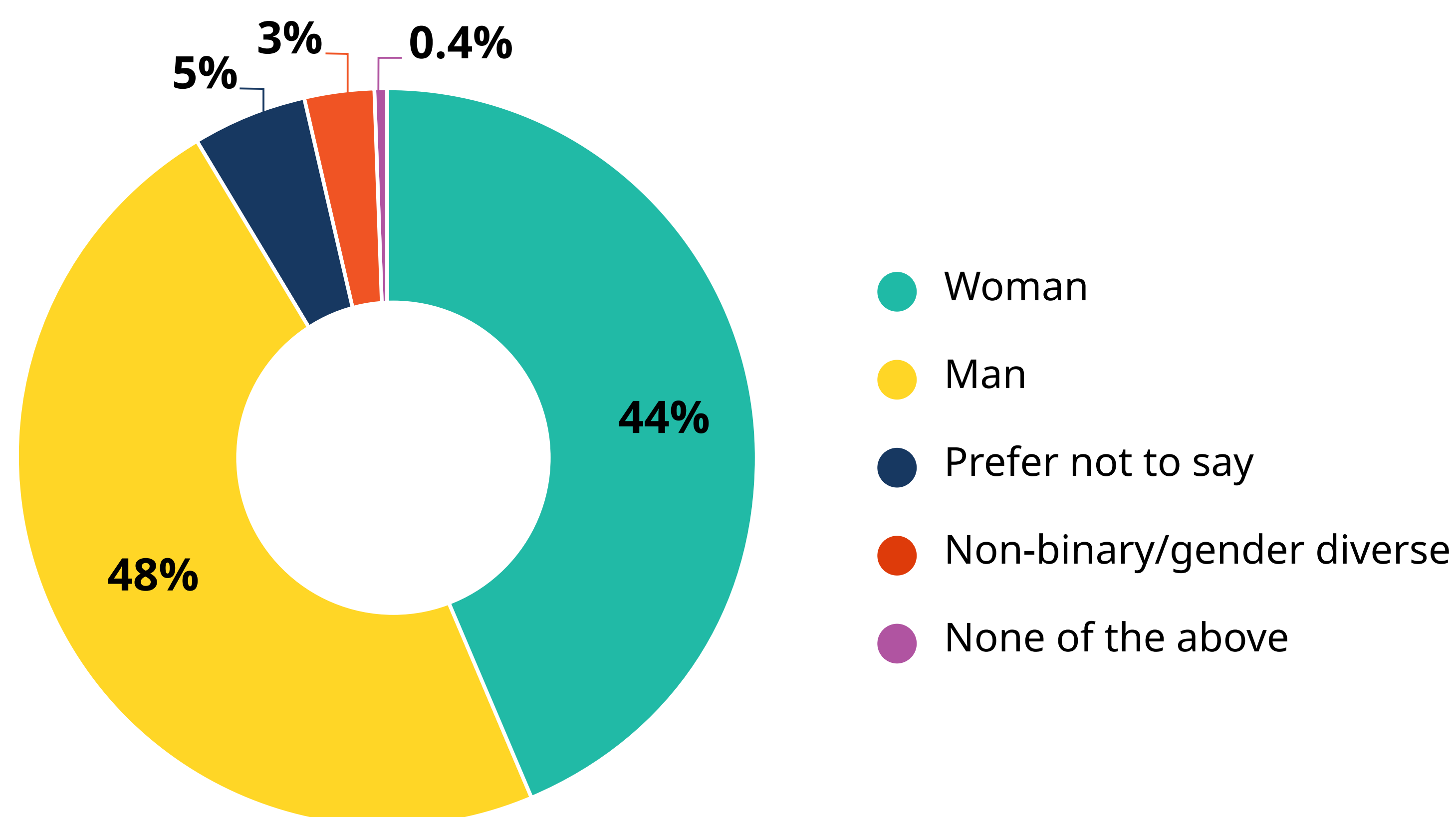
Q. What is your connection to the Broadway Plan area?
Select all that apply. (n = 1569)



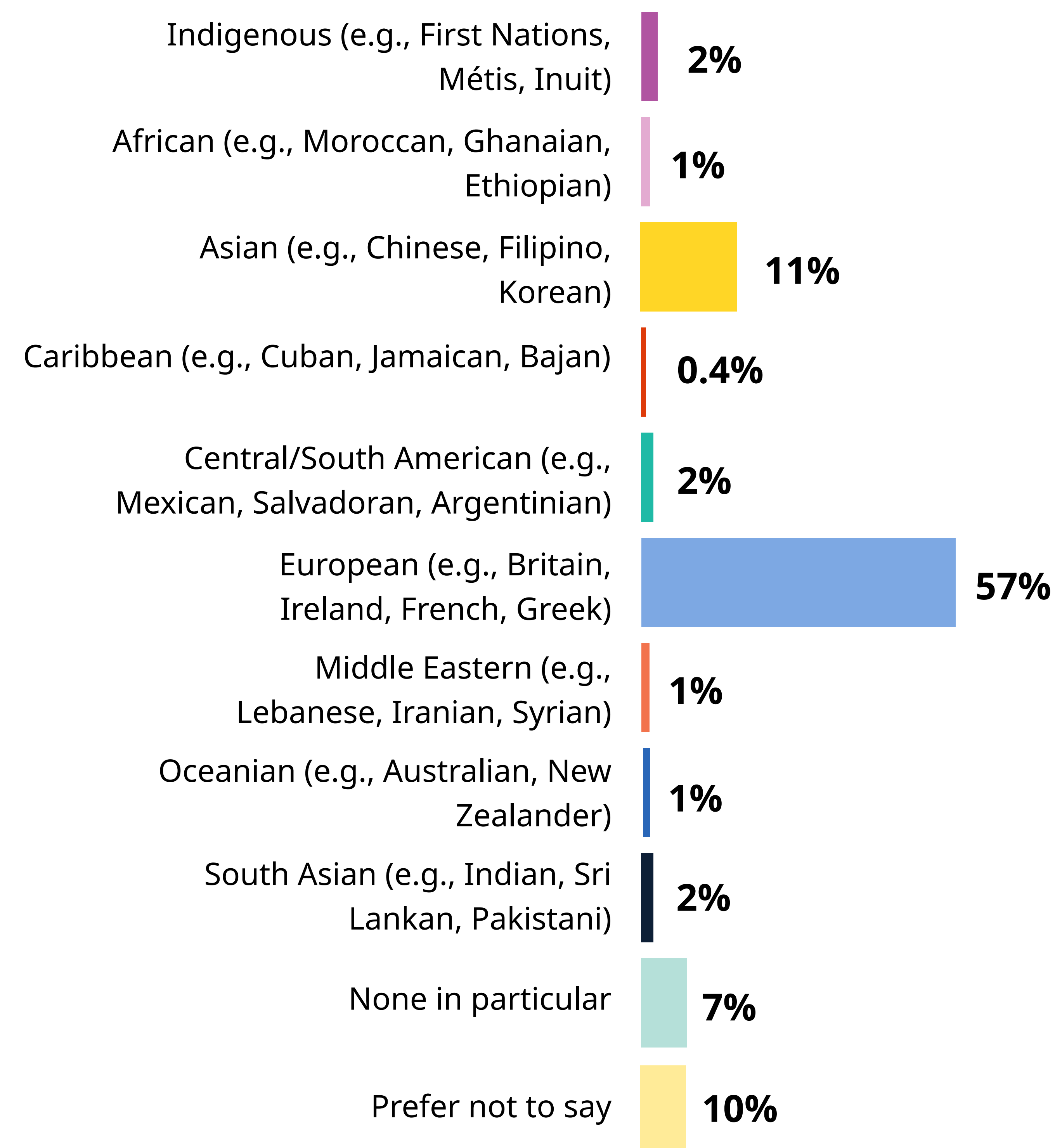
3 Q. Which age group do you belong to? Select one. (n = 1787)



Q. How do you describe your gender identity? Select one. (n = 1824)



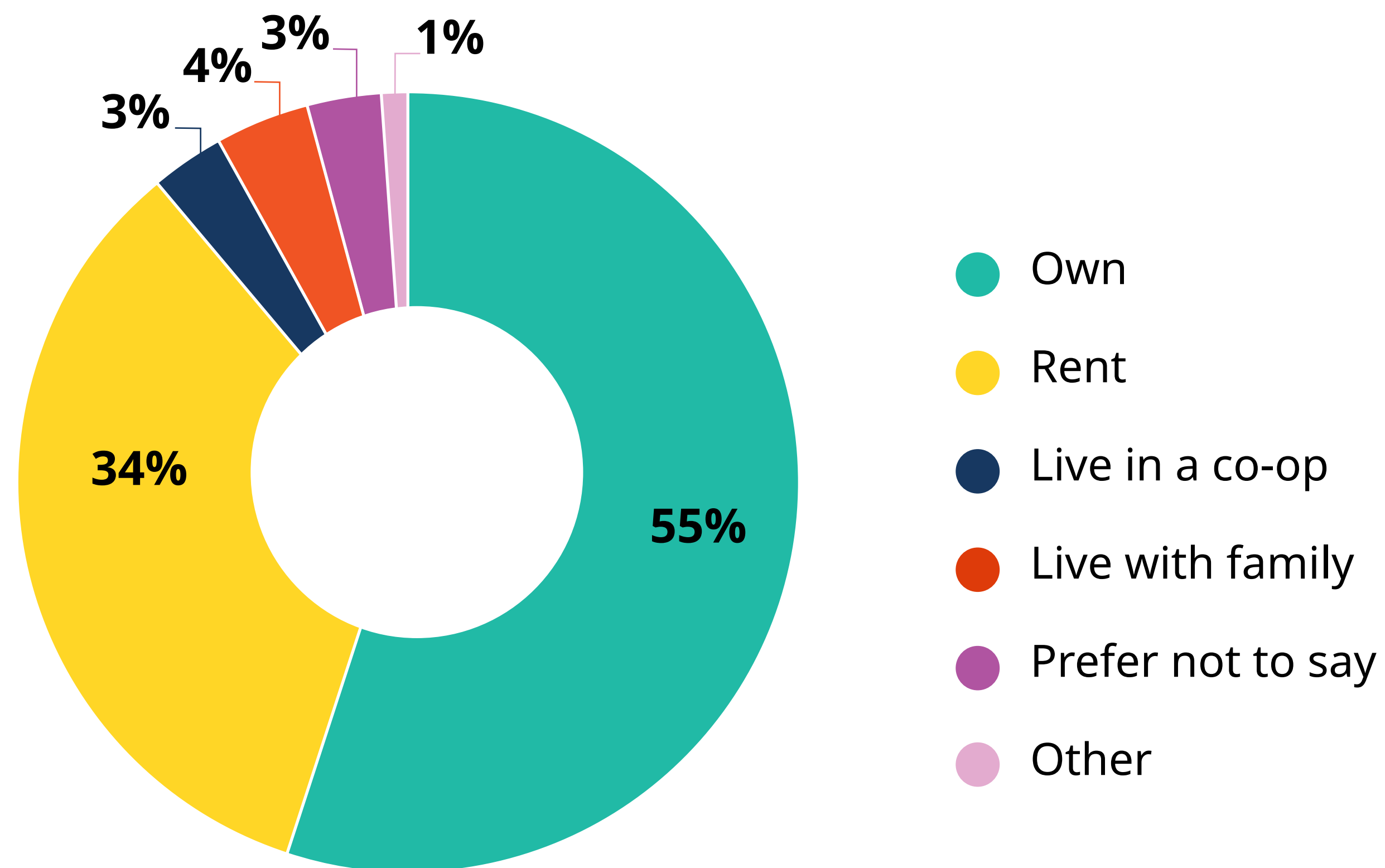
Q. What do you consider your main ethnic origin or that of your ancestors? Select all that apply. (n = 1569)



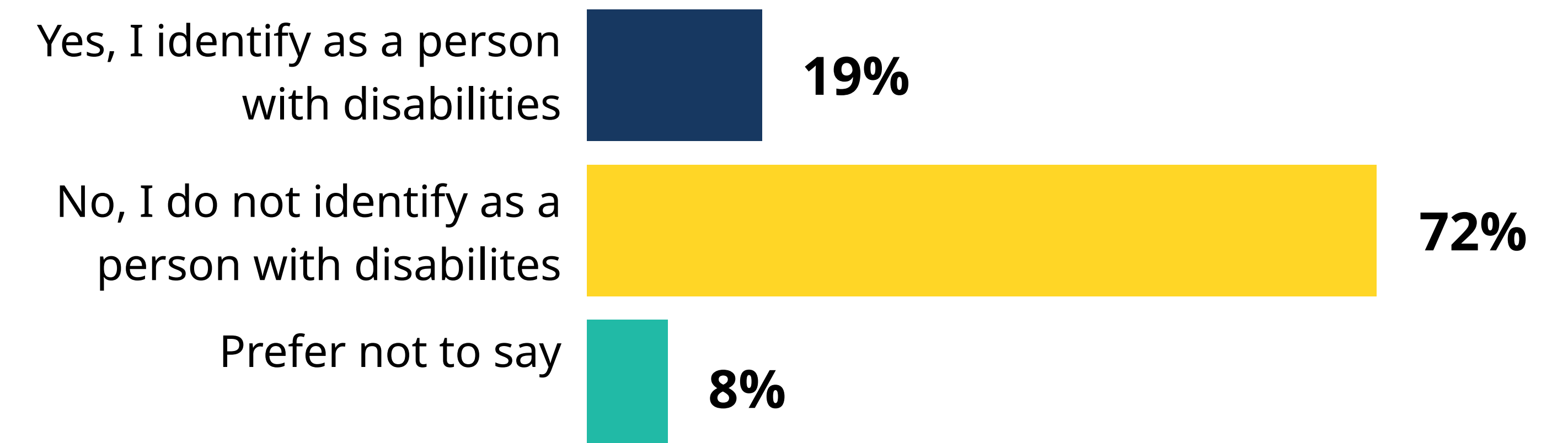
Note: As respondents could select one or all that apply, the figures above include respondents with multi-racial/multi-ethnic backgrounds.

3

Q. How would you describe your housing situation? Select one.
(n = 1569)



Q. Do you have a mobility, sensory, learning, physical and/or mental health challenge, condition or disability? Select all that apply. (n = 1569)



Note: The term "persons with disabilities" includes people who experience physical, mental health, cognitive, communication, intellectual, sensory or age-related challenges, inclusive of seniors and people with lived experience of mental health challenges or substance-use related disabilities.

3 Phase 2 Survey

Draft Public Realm Key Moves

The four Draft Key Moves will guide how public spaces in the Broadway Plan area and the connections between them can be improved.

Transform Broadway into a Great Street

Create a Streetscape Plan that will guide the transformation of the Broadway corridor into a “Great Street” - a street of special significance, with a series of unique and vibrant places to live, work, visit and play. The Broadway Subway is a major catalyst for growth and change in the area, especially at the stations. Establish the station areas as bustling anchors within each neighbourhood.

Add More Local and Neighbourhood Spaces

People should be within a five-minute walk of local and neighbourhood-serving public open spaces. Provide more equitable access and ensure that all residents and workers are able to enjoy key functions of public open space (play, social, respite, nature, cultural). These spaces should reflect the unique character of the community. Additionally, renew/expand existing spaces to better meet neighbourhood needs.

To advance Reconciliation, the City of Vancouver is seeking to work with Musqueam, Squamish and Tsleil-Waututh Nations to understand their interest in visibly incorporating their values, history and art into the public realm of the Broadway Plan area, including on Broadway Great Street. This direction will be integrated throughout all of the Key Moves.

Complete Neighbourhood Routes

At the neighbourhood scale, ensure public open spaces and destinations are well-connected by streets that encourage an active public life. This includes greenways and blue green systems as well as commercial high streets and village streets - which are important community hubs. Create a continuous and comfortable pedestrian experience by filling in the gaps in the street network.

Nurture Nature

Longer, dryer summers with frequent heat waves are negatively impacting urban tree canopy and naturalized areas in the Broadway Plan area. Blue green systems and green rainwater infrastructure will provide an urban ecology of plants and trees for birds and pollinators and help contribute to climate resilience and livability of the Broadway Plan area. Improve urban tree canopy and create more opportunities for people to have access to, and a connection with, nature in their neighbourhoods.

Q1. New nature areas and greenspaces would be located in residential neighbourhoods and/or adjacent to parks. For nature areas and greenspaces, our illustrative concepts include space with:

- More natural areas with planting
- Habitat for birds
- Planting for bees and butterflies
- Native plant species
- Trees to provide shade
- Ornamental flowering plants
- Green rainwater infrastructure (to capture and clean rainwater)
- Seating areas

Nature and Greenspaces

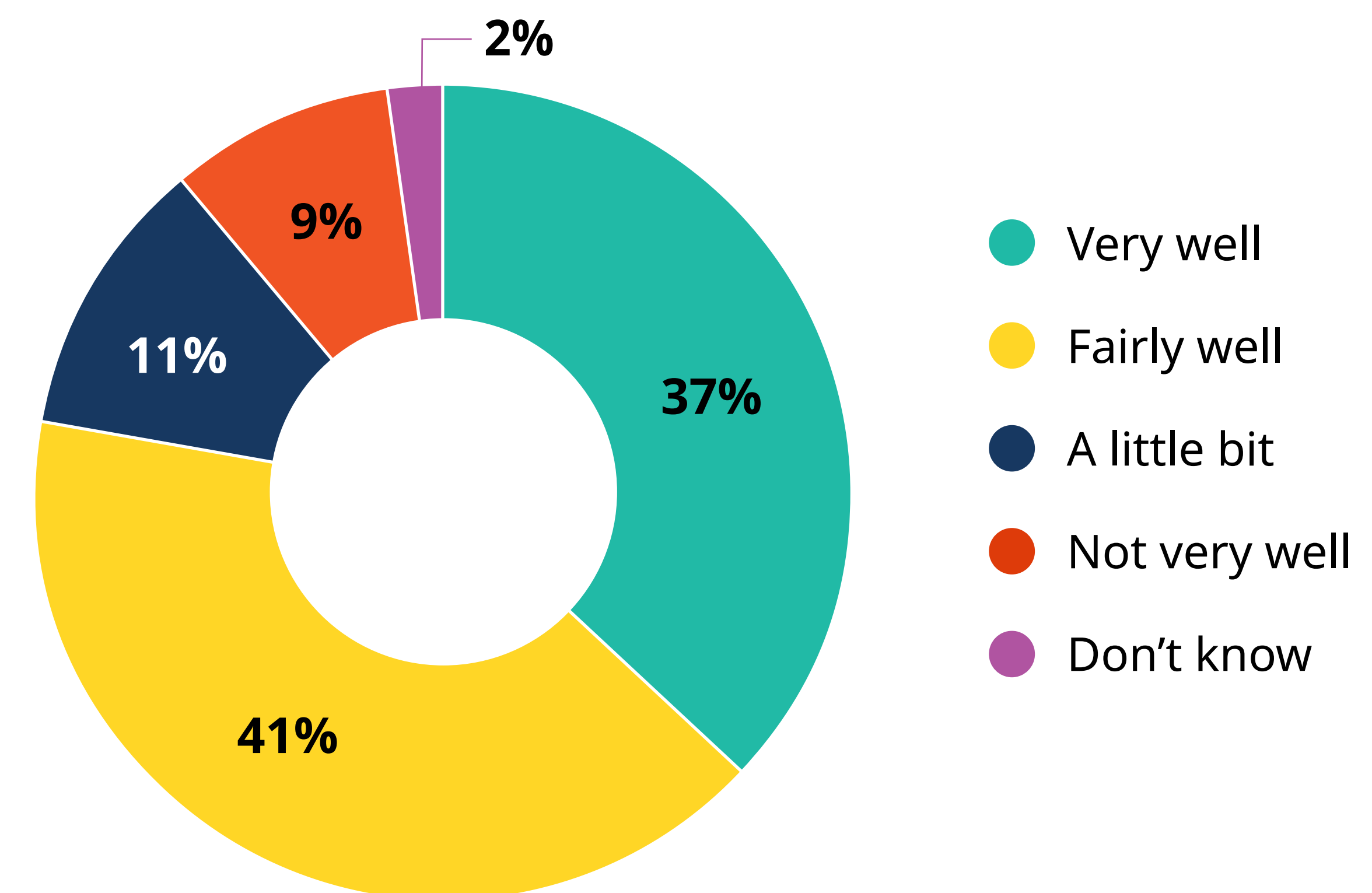
Here is an example of spaces within re-purposed road space that make room for rainwater management, urban forests and nature in the city. They are designed with biodiversity and climate in mind, have more greenspace, trees and allow for larger footprint Green Rainwater Infrastructure solutions.



What We Heard

We asked respondents, “How well do these design ideas reflect what you would like for nature and green spaces?”

Overall, **78%** of survey respondents indicated that the design ideas reflect “very well” and “fairly well” for nature and green spaces, while **9%** of respondents indicated the design ideas reflect nature and green spaces “not very well”.



Q2. New play and recreation spaces would be located in residential neighborhoods and/or adjacent to parks. For play and recreation spaces, our illustrative concepts include:

- Seating walls
- Exercise equipment
- Drinking fountains
- Tables for board games

Play and Recreation Spaces

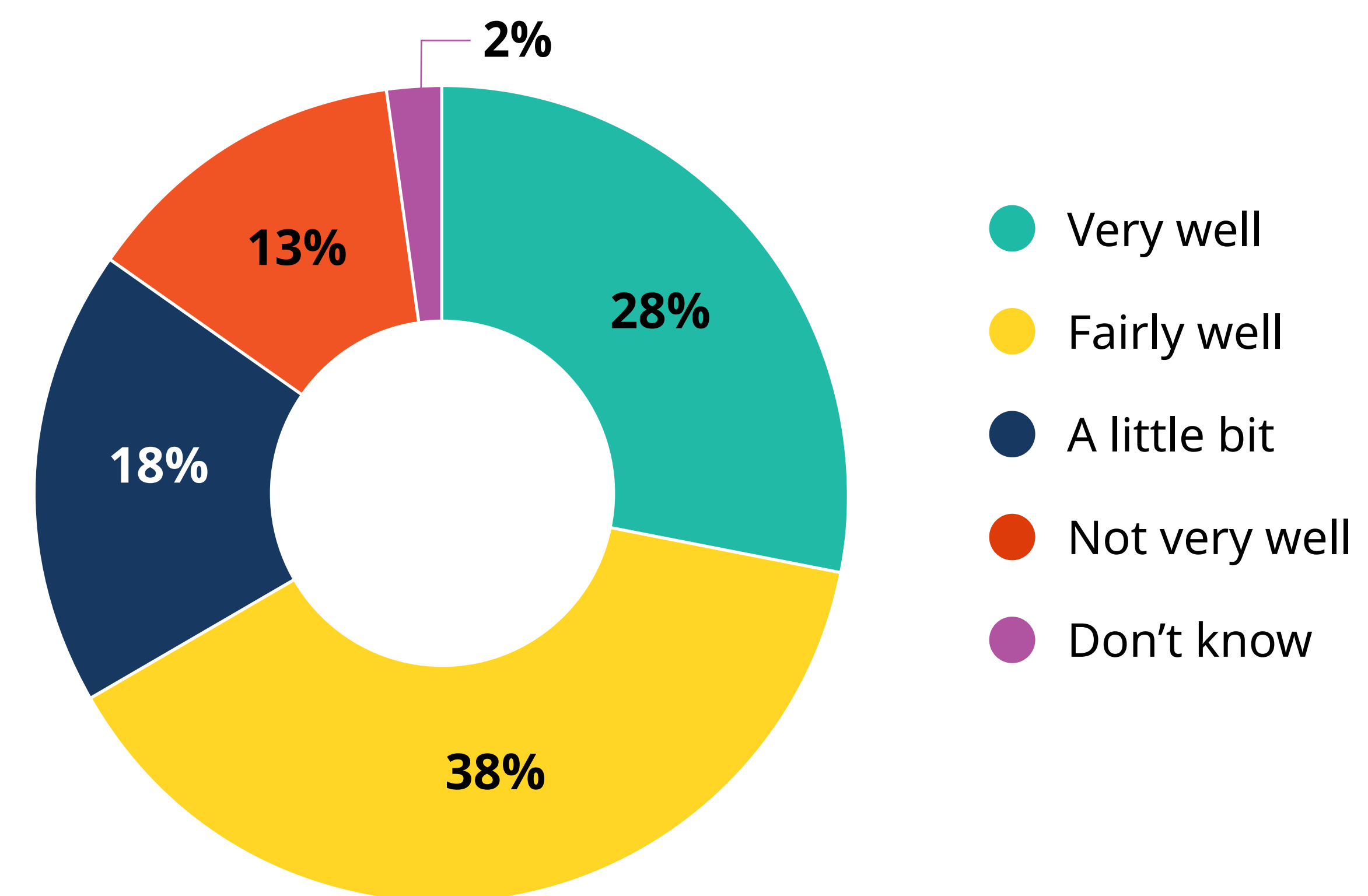
Here is an example of a roadway that has been re-purposed into a higher quality play area with seat walls. This could work well adjacent to existing parks or residential buildings. More recreation focused spaces (activities with sports courts) could be more appropriate adjacent to parks.



What We Heard

We asked respondents, “How well do these design ideas reflect what you would like for play and recreation spaces?”

Overall, **66%** of survey respondents indicated that the design ideas reflect “very well” and “fairly well” for play and recreation spaces, while **13%** of respondents indicated the design ideas reflect play and recreation spaces “not very well”.



Q3. New event and gathering spaces would be located in industrial and employment areas and/or along commercial high streets. For event and gathering spaces, our illustrative concepts include:

- Paved areas that can be used in different ways (e.g. for events such as markets or live music)
- Seating
- Public bike share
- Trees
- Green rainwater infrastructure (to capture and clean rainwater)

Event and Gathering Spaces

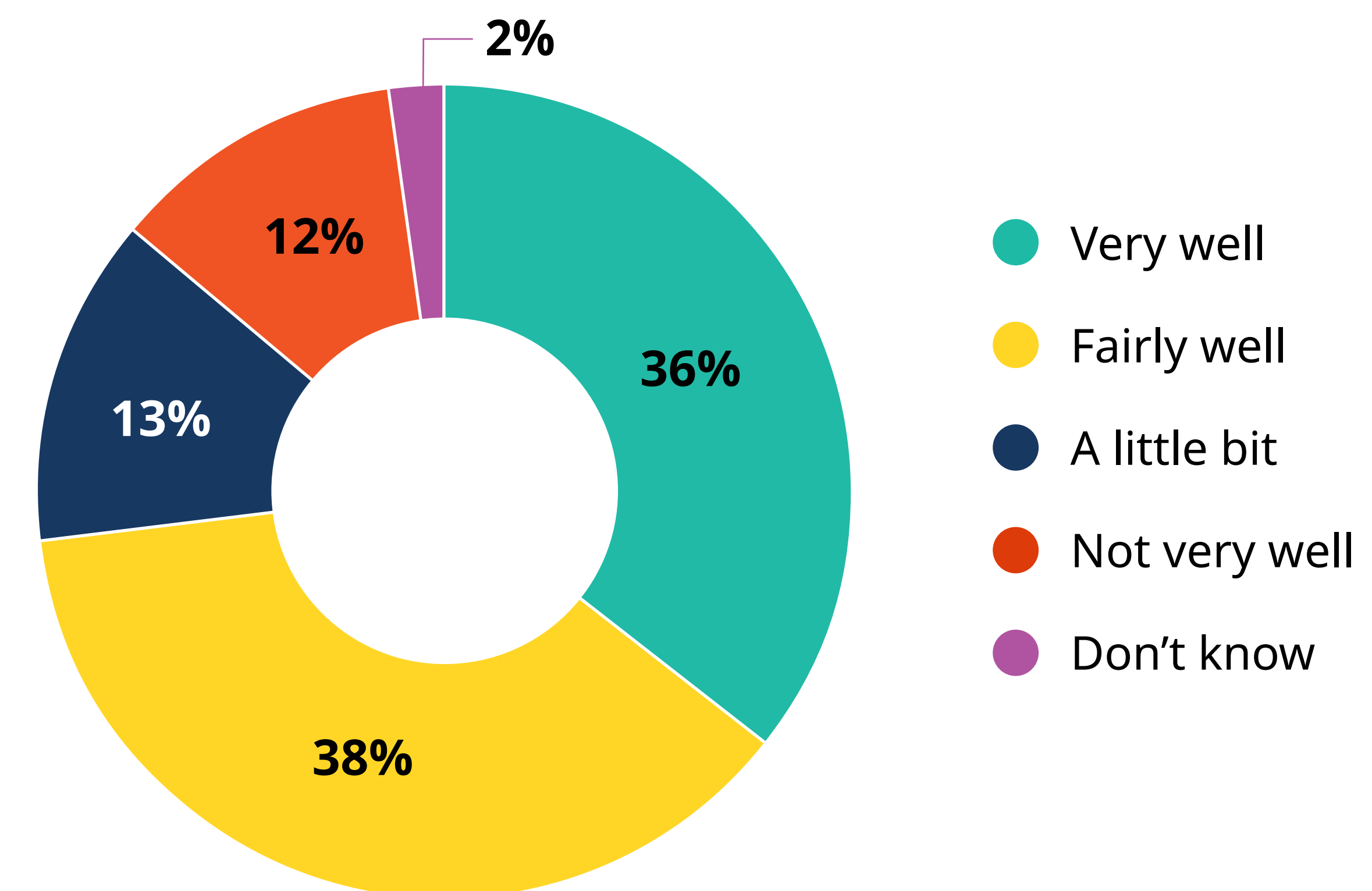
Here is an example of a roadway that has been re-purposed into a higher quality play area with seat walls. This could work well adjacent to existing parks or residential buildings. More recreation focused spaces (activities with sports courts) could be more appropriate adjacent to parks.



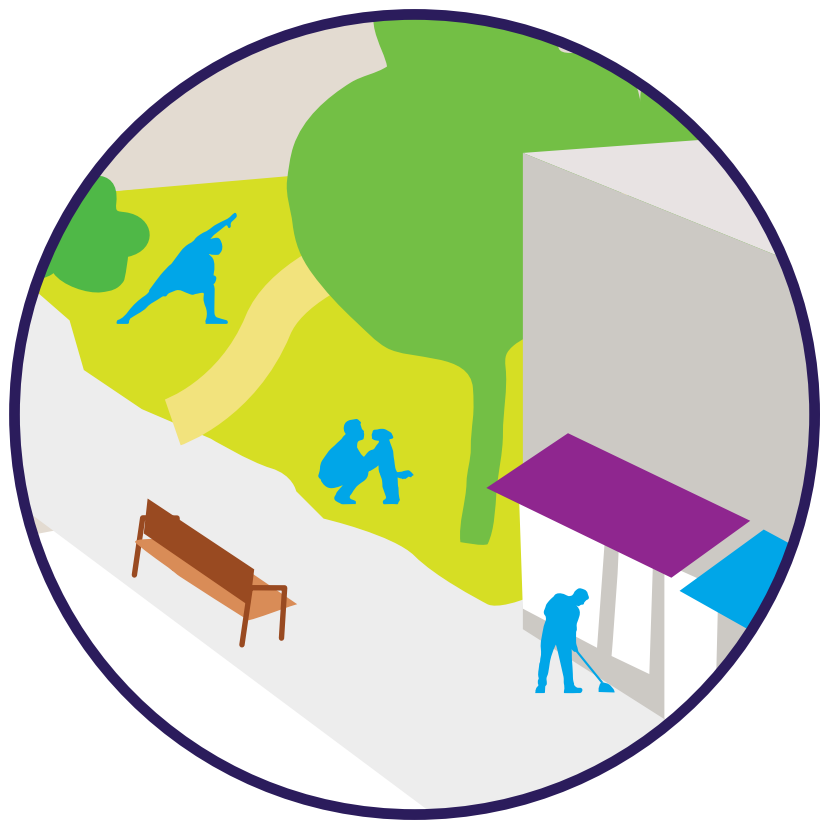
What we Heard

We asked respondents, "How well do these design ideas reflect what you would like for event and gathering spaces?"

Overall, **74%** of survey respondents indicated that the design ideas reflect "very well" and "fairly well" for event and gathering spaces, while **12%** of respondents indicated the design ideas reflect event and gathering spaces "not very well".



Q4. In the survey, there was one open ended question asking about the Broadway Public Realm Review Plan. This is a summary of the key themes from the 845 written responses:



Green Space

Strong interest in expanding and maintaining green spaces for leisure, public health, and community well-being.



Transportation

Support for dedicated bike lanes, enhanced connectivity, improved pedestrian amenities, with mixed opinions about reducing car lanes.



Climate Change

Importance of prioritizing weather protection in project design, for both heat and rain, while also planning for climate change impacts and extreme weather conditions.

Survey response quotes

“

I would like more 'green' and less pavement.

“

The use of parks across Vancouver has already skyrocketed and people need it for health and wellbeing - particularly those living in small dense apartments.

“

Lots and lots of trees, gardens and open plazas with seating for relaxing and leisure.

“

All weather conditions should be considered, spaces should be useful both after snowstorms and during heat waves.

“

Covered open-air seating (for board games, eating, etc.) are important to make this usable year-round.

3 Key Feedback Themes



Expansion and Maintenance of Green Space

- Strong interest in expanding and maintaining green spaces, parks and trees in public spaces and on streets.
- Desire for green spaces for leisure and recreational activities.
- Support for urban greening projects and community gardens.
- Importance of green spaces for public health and community well-being.
- Need for regular maintenance and upkeep of green spaces, and the inclusion of native plants and promotion of biodiversity.



Transportation

- Support for separate dedicated bike lanes, and a desire for secure bike parking, repair stations, and enhanced connectivity.
- Concerns about traffic flow, noise, emergency vehicle access, and parking, with mixed views about reducing car lanes.
- Need for better pedestrian amenities such as seating in shaded areas.



Adapting to Climate Change and Extreme Weather

- Weather protection should be prioritised in project design, including the addition of features like shelters and shade.
- Design should anticipate climate change impacts and extreme weather, incorporating plans for maintenance and management.

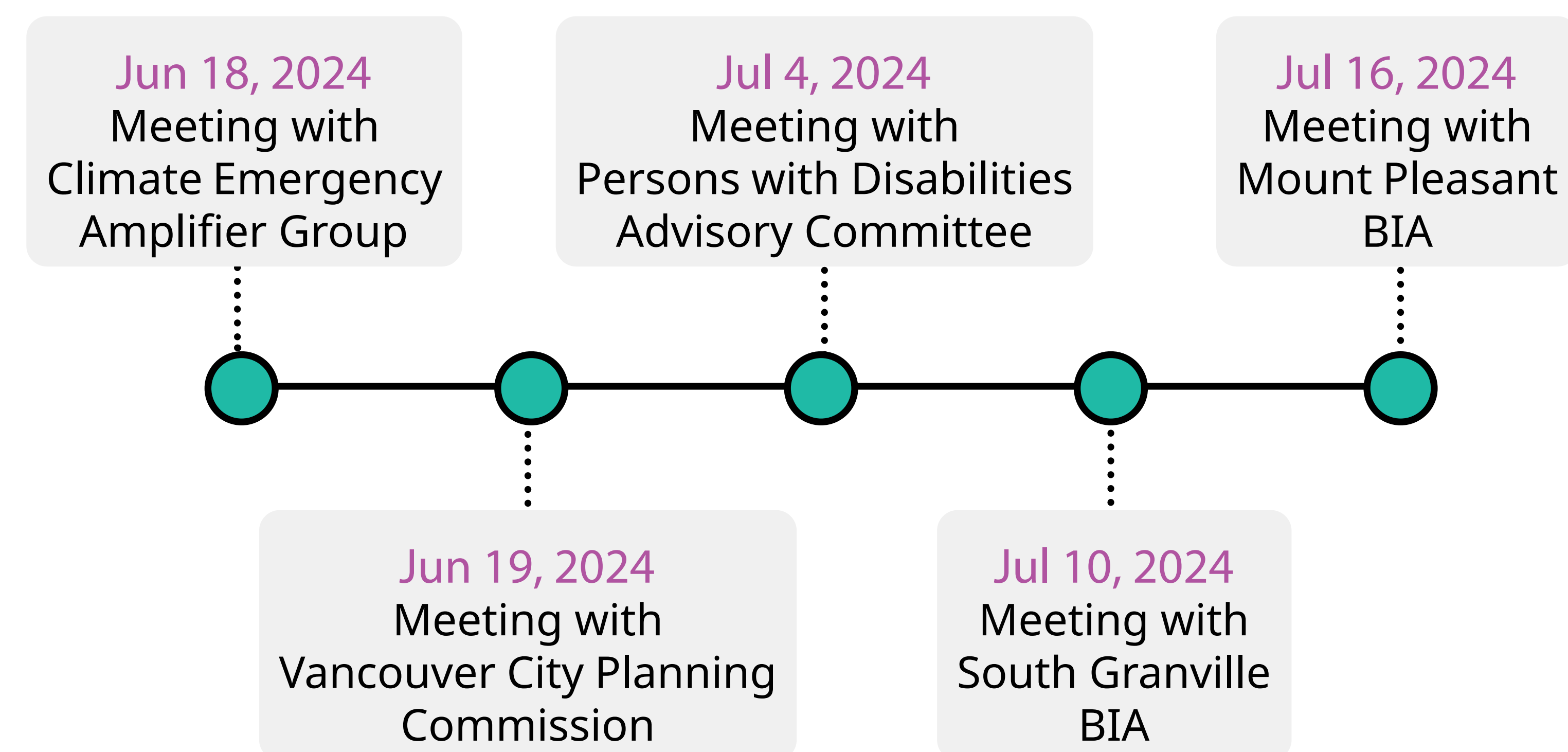
3 What We Heard

Stakeholder Meetings

City staff met with local groups and organizations including business improvement associations (BIAs) in the Broadway Plan area that represent specific interests such as small business, culture, community character, entertainment, access to the outdoors, maintenance, and under-represented and equity-seeking communities.



Organizations City staff met with to discuss development activity, early learnings and proposed directions in response to TOA legislation requirements:



Attendees had the opportunity to ask staff questions about the Broadway Public Realm Plan and Broadway Streetscape Plan and discuss opportunities and concerns. A summary of what we heard during these meetings is summarized below.

Public Space and Amenities

- Desire for public washrooms in public spaces.
- Concern around the concept of widening sidewalks along commercial high streets based on future redevelopment in the Broadway Plan area and how that would be phased.
- Strategies to provide more shelter and shade throughout the corridor, especially in public spaces.
- Concerns about predictable seating areas in public spaces and the impact of public dining on accessibility.

Transportation and Accessibility

- Desire for multi-modal integration at future Broadway-City Hall SkyTrain Station.
- Emphasis on the importance of cycling access to civic services and destinations along the Broadway corridor.
- Desire to separate cyclist and pedestrian uses on multi-purpose pathways.
- Discussions on the capacity of off-Broadway and North-South routes to handle increased active transportation due to future new development

3 Stakeholder Meetings Cont'd

- Ensuring that first responders have access to new towers, hospitals, and streets, with active transportation routes doubling as fire routes.
- Emphasis on maintaining and increasing accessible parking, ensuring public spaces are accessible, and addressing concerns about multi-shared pathways.
- There is opportunity to deliver active transportation lanes on Broadway, which would provide more space for pedestrians.

Safety and Security

- Encouraging planning for the public realm around the Broadwau Subway stations to ensure safety and security.

Community and Stakeholder Engagement

- Encouraging feedback from committees and stakeholders, and providing updates as the project progresses.



3 What We Heard

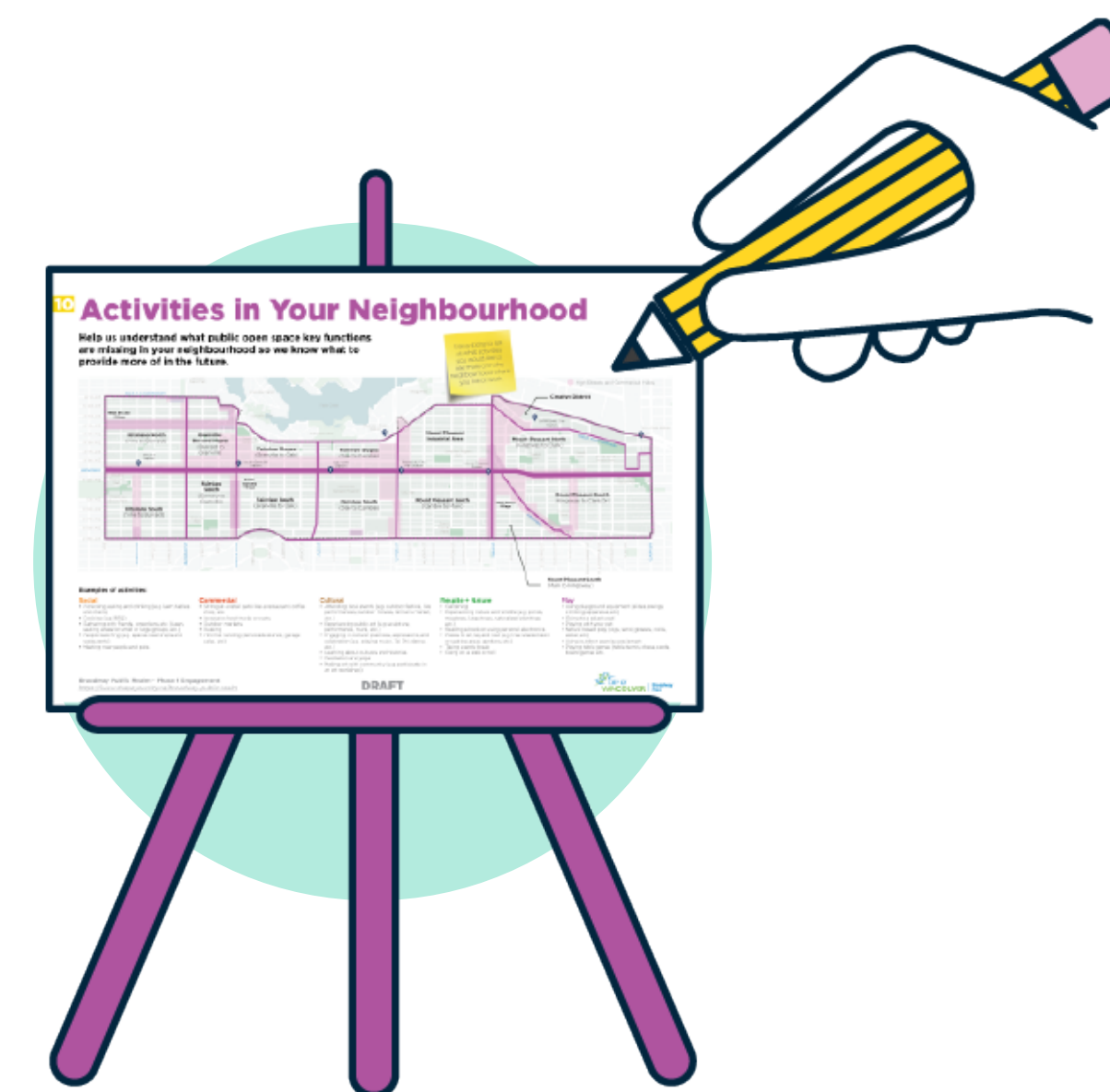
Pop-up Events

Over the four-week engagement period, City staff hosted two pop-up events across the Broadway Plan area. To intercept a broad range of residents and visitors, pop-ups were scheduled during the daytime on weekends, and were located at neighbourhood plazas.

During the pop-up events, the public was invited to ask questions about the project and share ideas of activities they would like to see more of in the Broadway Plan neighbourhoods. The public was also invited to provide more detailed feedback through the survey, available online, in print or by phone at 3-1-1.



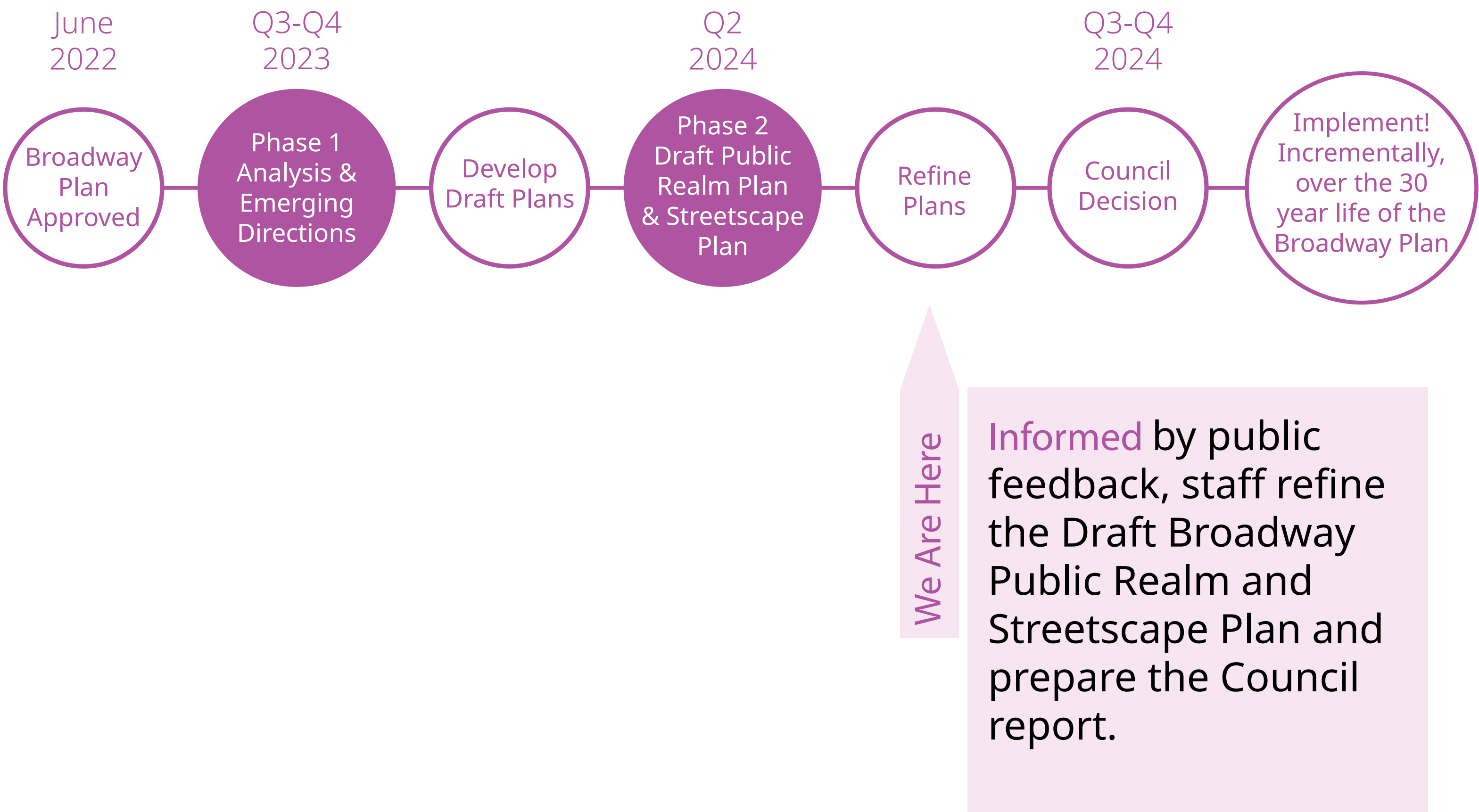
Mt Pleasant
Sat, Jun 22, 2024



14th & Main Plaza
Sat, Jul 6, 2024

4 What's Next?

The feedback summarized in this report will help refine the Draft Public Realm and Draft Streetscape Plan for Broadway. Stay involved and up to date with the project by visiting the Broadway Public Realm website: www.shapeyourcity.ca/broadway-public-realm or email broadwayplan@vancouver.ca



5 Appendix A

Engagement Events and Activities

Engagement Events and Activities	Date(s)	Number of Participants
Shape Your City survey	June 13 - July 14, 2024	1934
Broadway Plan Open House - Fairview	June 15, 2024	55
Broadway Plan Open House – Mt. Pleasant	June 17, 2024	200
Climate Emergency Amplifier Group	June 18, 2024	10
Vancouver Planning Commission (VCPC)	June 19, 2024	9
Pop up: South Granville Neighbourhood Plaza (W 13th Ave. and Granville St.)	June 22, 2024	70
Urban Explorers Workshop	June 25, 2024	30
Broadway Plan Open House - Kitsilano	June 26, 2024	351
Persons with Disabilities Advisory Subcommittee (PDAC)	July 4, 2024	9
Youth Engagement: UBC-NUS Student Tour of City Hall	July 5, 2024	40
Pop up: Mt. Pleasant Neighbourhood Plaza (W 14th Ave. and Main St.)	July 6, 2024	35
South Granville BIA	July 10, 2024	1
Mount Pleasant BIA	July 16, 2024	1
Transportation Advisory Committee	July 31, 2024	12
		Total: 2757