



BROADWAY PLAN

Phase 4 - Draft Broadway Plan
Engagement Summary

Draft Plan | March 1st - March 22nd, 2022



View West from W Broadway and Cambie Street - Crossroads building

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

1. First Peoples

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

The City of Vancouver is on the traditional territories of the *xʷməθkʷəy̓əm* (Musqueam), *Sḵwx̱wú7mesh* Squamish, and *səlilwətaɫ* (Tsleil-Waututh) Nations. The Nations have a spiritual, cultural, and economic connection to the land since time immemorial. Vancouver and 95 percent of British Columbia are located on the unceded territory of First Nations. The term unceded acknowledges the dispossession of the land and the inherent rights that the Nations hold to the territory. The term serves as a reminder that Musqueam, Squamish and Tsleil-Waututh have never left their territories and will always retain their jurisdiction and relationships with the territory.

CITY OF VANCOUVER

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

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

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

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

Musqueam Indian Band:
musqueam.bc.ca

Squamish Nation:
squamish.net

Tsleil-Waututh Nation:
twnation.ca

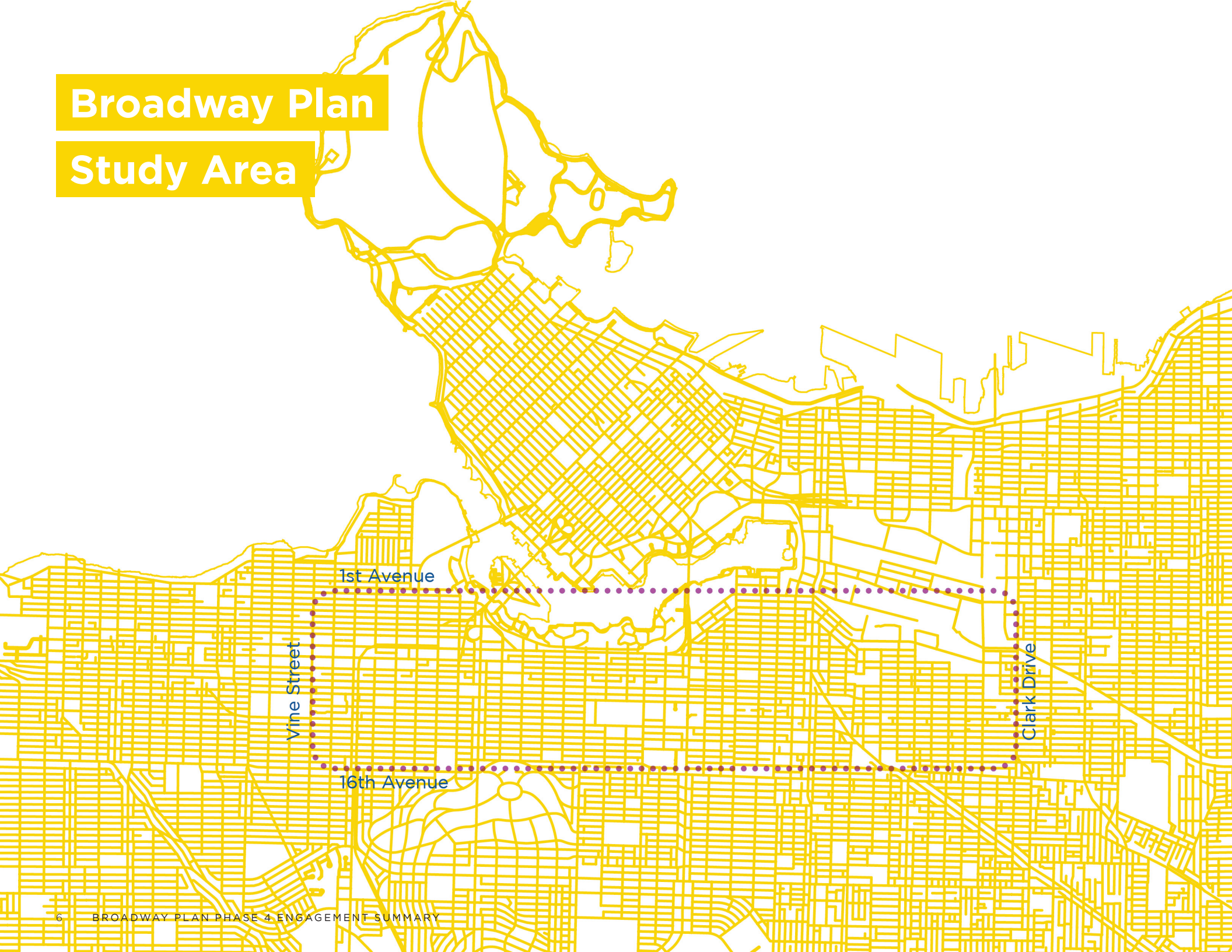
Please visit our website to learn more about Vancouver's designation as a City of Reconciliation and the Musqueam, Squamish and Tsleil-Waututh Nations:

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

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

Broadway Plan

Study Area



1st Avenue

Vine Street

16th Avenue

Clark Drive

2. About the Broadway Plan and This Report

ABOUT THE BROADWAY PLAN

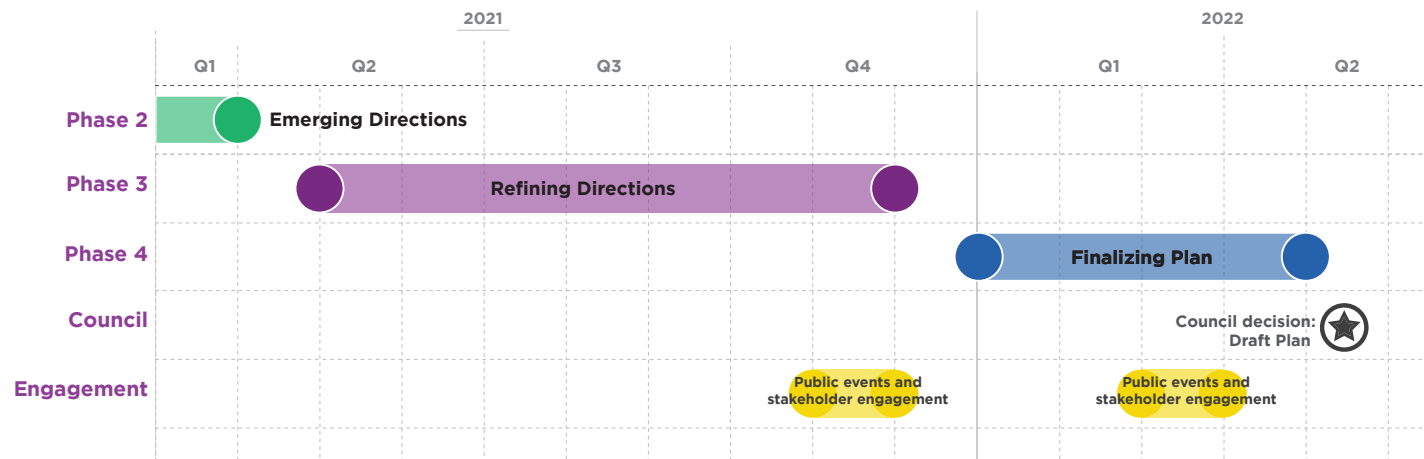
In March 2019, a multi-phase planning process was launched to create a comprehensive plan to integrate opportunities for new housing, jobs and amenities around the new Broadway Subway. The plan will guide future growth, positive change and public benefits within the Broadway Plan study area.

The overall planning process continues to move forward with a recalibrated timeline and approach to public engagement that is aligned with public health guidelines. The planning program anticipates a draft plan for Council's consideration by May 2022.

ABOUT THIS REPORT

The Phase 4 Engagement Summary summarizes key feedback that emerged during the recent public consultation held from March 1 to March 22 2022. The intention of this phase of engagement was to put forward the Draft Broadway Plan for public feedback. The Draft Plan sets out in greater detail the policies that will provide a clear but flexible framework to guide growth, positive change, and public benefits in the Broadway neighbourhoods. Input received in this final phase of engagement will help inform the final adjustments to the Draft Plan before it is considered by Council in May 2022. The Draft Plan includes: additional land use details, building heights, densities, uses and other policy considerations, built form guidelines, draft public benefits strategy, and draft area-wide policy chapters.

RECALIBRATED BROADWAY PLANNING PROCESS - AS OF JANUARY 2022



3. Summary of Key Feedback

The key feedback themes on the Draft Plan can be summarised as follows:

- » **Affordable housing** is a priority, and more is needed, but concerns about new housing not being truly affordable, thereby pricing existing residents out of the area.
- » Increased **housing density** will create more diverse and vibrant neighborhoods, but concerns about the loss of neighbourhood character.
- » Concerns about the impact of **high rise buildings** on livability, sense of community, light, and views.
- » Like the **Great Street** concept with more pedestrian and bike space, and better connections through improved public transportation.
- » **Parks** are important for quality of life, and increased density necessitates more green space than is proposed.
- » Like **the arts and culture** expansion, and recommend increased funding for these spaces.
- » In favour of **One Water** upgrades, but more detail is required about utilities, green infrastructure and sustainability.
- » The **proposed public benefits** are appropriate and necessary, but more will be needed as population increases, especially schools and childcare places.
- » Like the plan for renewal and expansion of a **community centre**, and recommend greater budget allocation for more centres.
- » Concerns about **budget and costs** of public benefits, and anticipated tax increases.
- » **Kitsilano:** Mixed views about increasing housing density, with some in support and some against. General support for increasing supply and diversity of housing, but concern that proposed buildings are too tall.
- » **Fairview:** Support for increased housing and affordability but more is needed. Overall support for increase in housing density, but there are concerns that proposed buildings are too tall. Respondents expressed that the Plan retains neighbourhood character but there are concerns about loss of green spaces. Interest in more retail opportunities in the area.
- » **Mount Pleasant:** Support increased housing density and respondents would like more. Some were concerned that buildings are too tall, while others some expressed that they may be needed. Concerns that housing will not be truly affordable. Overall support for employment areas in the neighbourhood, particularly policies that support industrial and retail uses.



4. ENGAGEMENT OBJECTIVES

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

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

“The Broadway planning program will embrace an approach that both considers the role of Broadway in the larger context of the City Core and

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

4. Engagement Objectives

BE INCLUSIVE

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

BE STRATEGIC

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

TAKE TIME NEEDED

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

BE VISUAL

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

BE CLEAR AND TRANSPARENT

All stages of the planning process will be open and transparent and all decisions made should have a clear rationale that is available to all members of the community. The planning process and final products will be developed with user-friendly language and graphics. The

scope of the plan, the key decision points, and the role of all participants will be clearly identified. When a final product is ready for consideration by City Council, Staff will ensure that Council, before making decisions, is made aware of the range of community opinion, technical documentation, and any other necessary information.

HAVE A SMALL GROUP FOCUS

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

BE FLEXIBLE, ADAPTIVE, AND RESPONSIVE

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

ACTION WHILE PLANNING

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

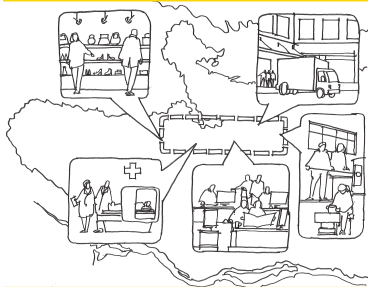
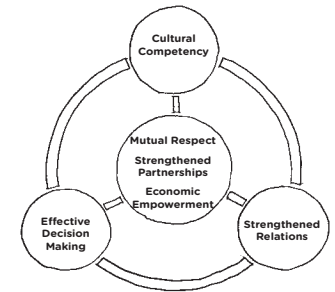
Success for this initiative will be measured by the degree of awareness of both the Broadway planning process itself and of the diverse opportunities to provide input across a wide range of stakeholders and members of the general public.

5. Broadway Plan Guiding Principles

Adopted by Council
October 22, 2019

SUPPORT RECONCILIATION WITH FIRST NATIONS AND URBAN INDIGENOUS PEOPLES

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



FOSTER A ROBUST AND DIVERSE ECONOMY

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

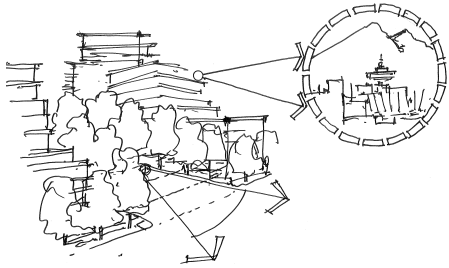
DEMONSTRATE LEADERSHIP IN SUSTAINABILITY AND RESILIENCE

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



SUPPORT AFFORDABLE, DIVERSE, EQUITABLE AND INCLUSIVE COMPLETE NEIGHBOURHOODS

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

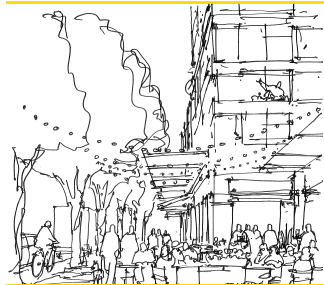


ENCOURAGE CONTEXTUAL DESIGN

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

RECOGNIZE AND ENHANCE THE AREA'S DISTINCTIVE NEIGHBOURHOODS AND PLACES

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

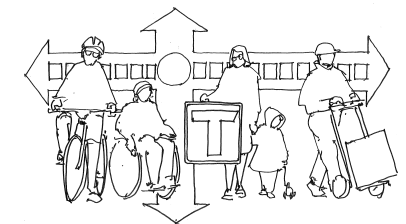


ENHANCE BROADWAY AS A GREAT STREET

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

PROVIDE AND SUPPORT HEALTHY TRANSPORTATION OPTIONS

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



CREATE AND ENHANCE PARKS AND PUBLIC SPACES

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

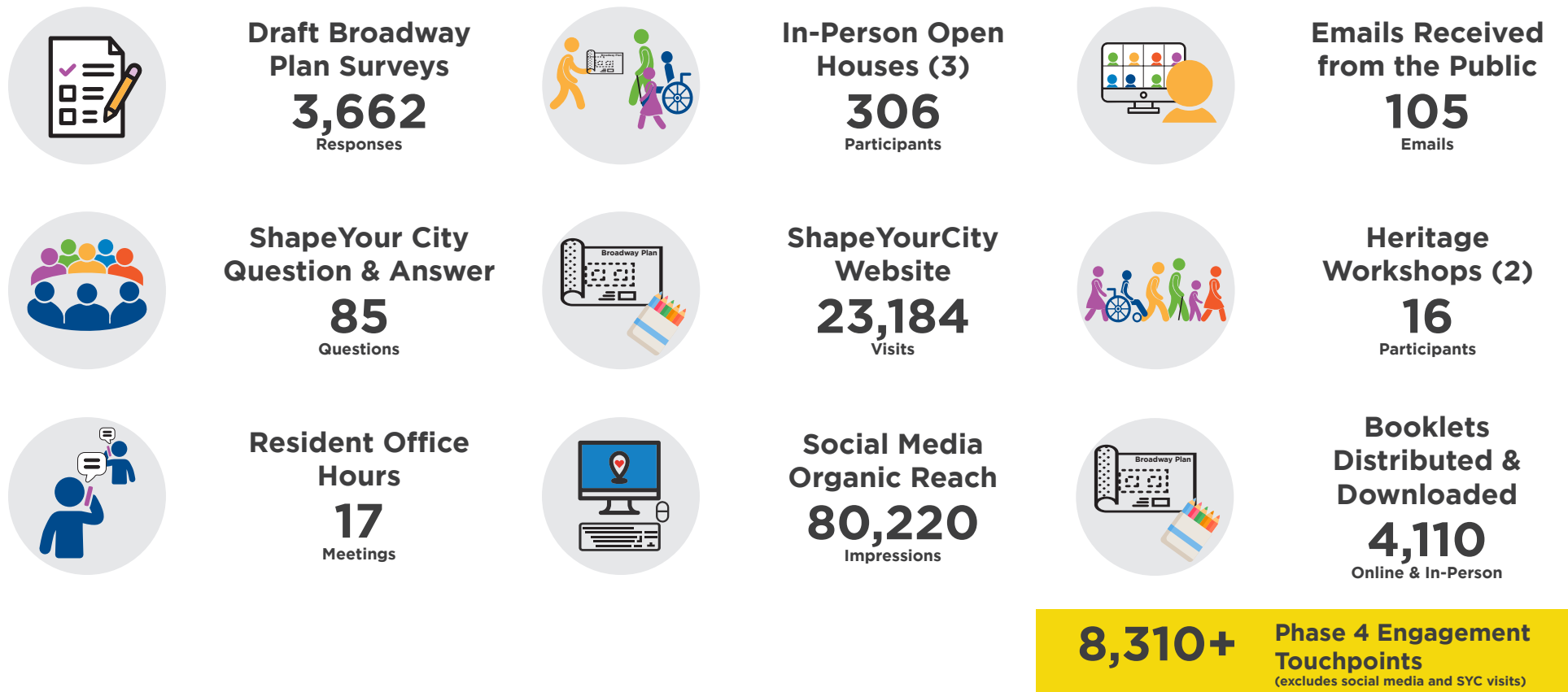
6. HOW WE ENGAGED:

DRAFT BROADWAY PLAN HYBRID OPEN HOUSE

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

6A. ABOUT THIS ENGAGEMENT PERIOD

Due to the ongoing COVID-19 pandemic, the City took a hybrid approach to public engagement that involved both in-person and virtual opportunities to learn and provide feedback on the Draft Broadway Plan. A virtual open house was hosted on the City's ShapeYourCity website. This website hosted detailed information boards, the area wide policy booklets, a survey, question and answer tool, and information about how to engage in various in-person and online events.



6B. PHASE 4 ENGAGEMENT PROCESS



6C. COMMUNICATIONS & SOCIAL MEDIA

Print and digital forms of communication were used to notify the public and stakeholders about the Draft Broadway Plan.

1,709

Listserv Subscribers

people registered to receive emails from the Broadway Plan Team

2

Newspaper, Online Advertisements

advertisements were placed in Vancouver is Awesome and the Georgia Straight

65,010

Postcards

total number of postcards distributed

80,220

Social Media Interactions

organic social media reach was used to expand our outreach online

6D. SHAPEYOURCITY.CA/BROADWAY-PLAN

The Broadway Plan's ShapeYourCity page (shapeyourcity.ca/broadway-plan) was the digital home of the virtual component of our open house. This tool was critical for us to share documents and information with the public. The webpage housed all of our documents and included information on the planning process, engagement tools, engagement opportunities, and hosted all the relevant background documents from the current and previous phases, such as:

- » Draft Broadway Plan Boards
- » Draft Broadway Plan Area Wide Policy Booklets
- » Office Hours
- » Question & Answer Tool
- » Link to the Survey
- » Previous engagement materials and summaries

23,184

Visits

85

*Questions asked using
the Q & A tool*

3,110

*Documents
downloaded*

6E. VANCOUVER.CA/BROADWAYPLAN



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

Home > Home, property, and development > Urban planning, zoning, and development > Urban planning > Major planning projects > Broadway Plan

Home, property, and development

- Waste and recycling
- Taxes
- Utility and landfill bills
- Building and renovating
- Urban planning, zoning, and development
 - Urban planning
 - Vancouver Plan
 - Development process redesign
 - Major planning projects
 - Broadway Plan**

Broadway Plan

We are completing a comprehensive area plan for Broadway between Clark Dr and Vine St. The 30-year plan will focus on opportunities to integrate new housing, jobs, and amenities around the new [Broadway Subway](#) in the neighbourhoods of Mount Pleasant, Fairview, and Kitsilano. We began our planning and engagement process in March 2019 and will finish in early

3,377
Visits

6F. IN-PERSON OPEN HOUSE

Three community open houses were hosted, one in each of the plan area neighbourhoods. These public events showcased the Draft Broadway Plan land use and area-wide policies and provided an opportunity for the public to come and ask questions and talk with City staff. These were also opportunities to provide input on the plan and related policies through the hard-copy survey and feedback cards.

More than 300 people attended the three open houses. Notifications for the open houses were published through the plan's ShapeYourCity site, Listserv, and postcard mail outs.

Dates & Locations of Open Houses:

- » March 2 - Mount Pleasant Neighbourhood House
- » March 5 - CityLab (Broadway/Cambie)
- » March 7 - Kitsilano Neighbourhood House



6G. DRAFT BROADWAY POLICY BOOKLETS



The area wide policies for the Draft Broadway Plan were made available at all open houses for the public to take home and read. These were also made available at 3 library branches for pick up: Mount Pleasant Branch, Firehall Branch, and Kitsilano Branch.

Over 1,000 of these booklets were picked up by the public at our Open Houses or at Libraries and a further 3,110 were downloaded from Shape Your City.



Draft Housing Policies



Draft Jobs and Economy Policies



Draft Transportation Policies



Draft Public Realm Framework Policies



Draft Community Well-Being Policies



Draft Arts and Culture Policies



Draft Heritage Policies



Draft Sustainability and Resilience Policies



Draft One Water Policies

6H. OFFICE HOURS



The project team was available for office hours to answer questions from members of the public about the Draft Broadway Plan. Sign up was available for a one-hour time window during which participants received a phone call from a staff member to answer questions and receive feedback about the Broadway Plan. Staff met with 17 residents during the Office Hours.

4

Office Hour Dates

March 7, 2022
March 9, 2022
March 14, 2022
March 21, 2022

17

Conversations with Residents

Topics included building heights, parks, transportation policies, and many others.

7. WHAT WE HEARD:

DRAFT BROADWAY PLAN SURVEY

The survey gave the opportunity to learn about the Draft Plan and provide feedback. The goal of the survey from this phase was for the public to share their opinions about what was being proposed – particularly what they were excited or concerned about. The feedback from this survey will help inform the final Draft Plan before it is presented to City Council. There was a short list of demographic questions at the end of the survey that provided insight about who responded and who the under-represented voices were.

7A. SURVEY AT A GLANCE

The survey was hosted through the City of Vancouver’s TalkVancouver survey platform and distributed in various ways. We initially raised awareness of the upcoming engagement through various print and digital channels. On March 1st, a link to the survey was sent out using our email list, shared on the City of Vancouver’s social media channels, and shared on the Broadway Plan’s ShapeYourCity page and website.

3,662

completed survey

14,579

total views

54.8%

completion rate

21 mins

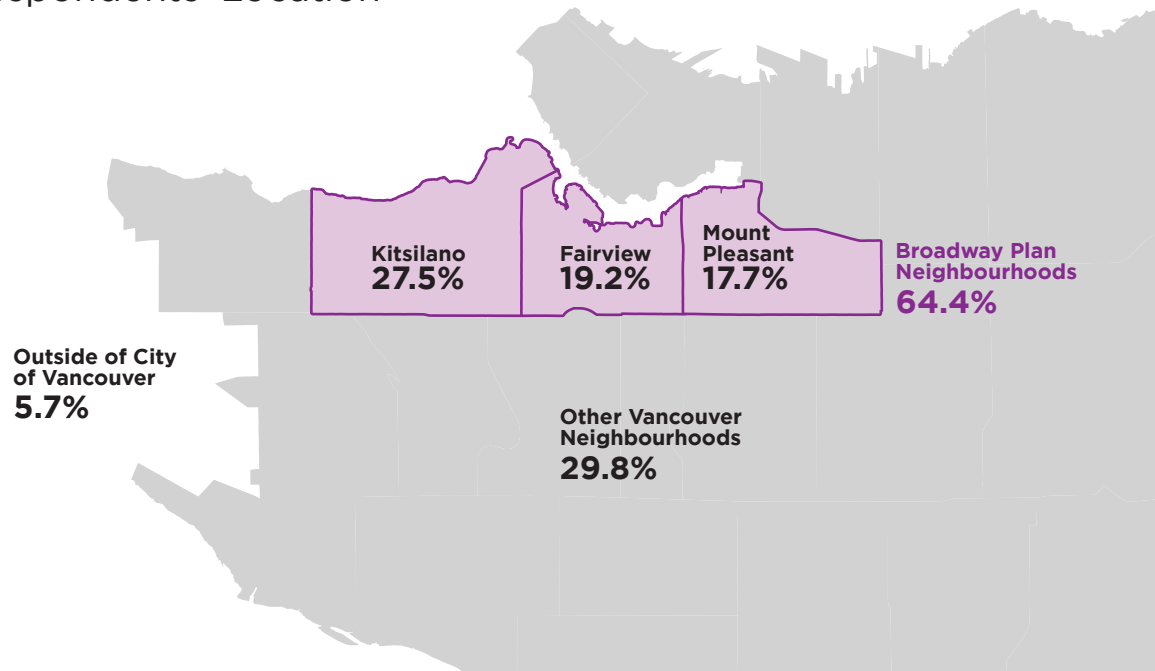
*average time spent
responding to the survey*

7B. WHO WE HEARD FROM

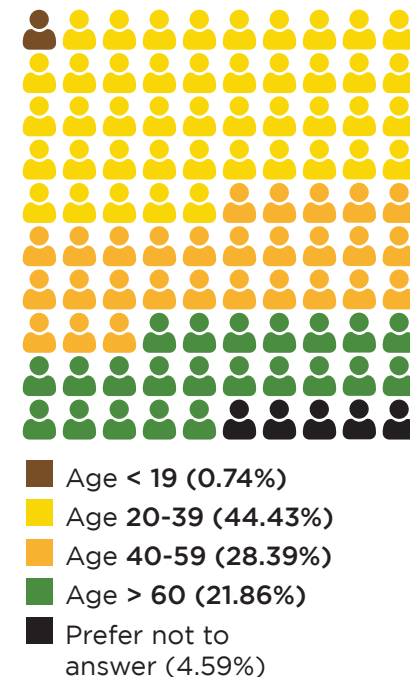
We asked all respondents to complete demographic questions at the end of the survey. This demographic data was collected to better understand who is responding. This is a snapshot of the 3,660 people that we heard from:

- » Over 46% of survey respondents have lived in Vancouver for more than 20 years.
- » People aged 20-39 represented the largest segment (44.4%) of survey respondents.
- » For gender, 42.1% of respondents identified as a woman, 48% as men, 3% as non-binary/gender diverse, and 7% did not answer or had a different answer.
- » There were 72.6% of respondents that had no children in their household.
- » The majority of respondents (51.1%) of respondents indicated they owned their place of residence.
- » People of European origins were overrepresented.
- » The majority of survey respondents (64.4%) were from the plan area (Kitsilano, Fairview, and Mount Pleasant).

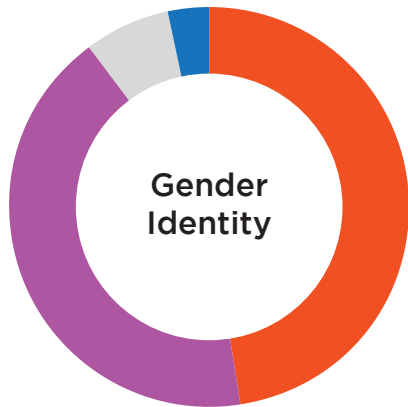
Respondents' Location



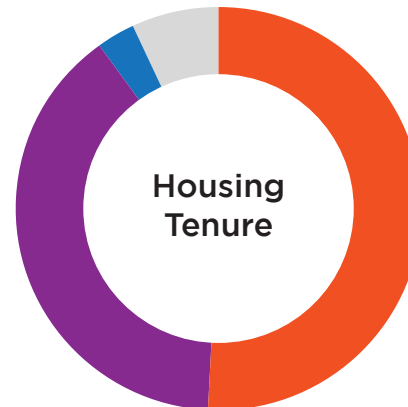
Age Distribution



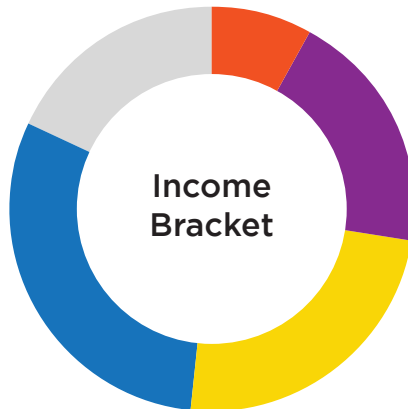
7B. WHO WE HEARD FROM



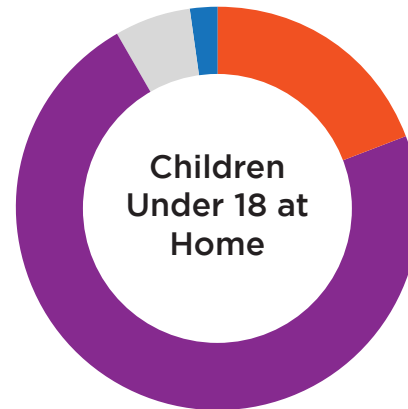
47.5% Man
42.1% Woman
6.8% Prefer not to say
3.2% Non-binary/Gender diverse



51.1% Own
38.9% Rent
3.3% Co-op
6.8% Other

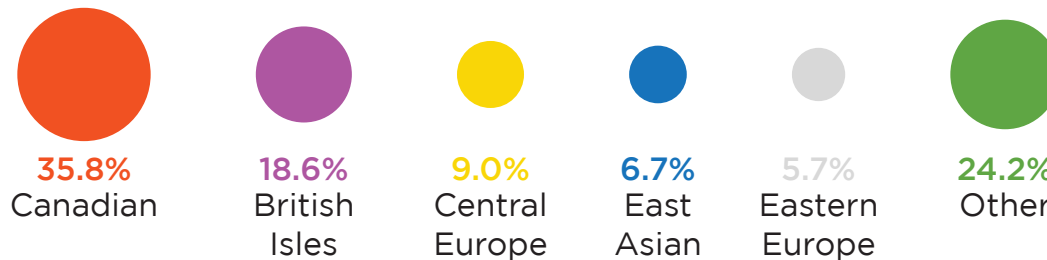


8.1% Under \$39,999
19.7% \$40,000 to \$79,999
23.9% \$80,000 to \$124,999
30.5% Over \$125,000
17.9% Prefer not to say



19.2% Yes
72.6% No
6.1% Only children over 18
2.2% Other

Ethnic Origin

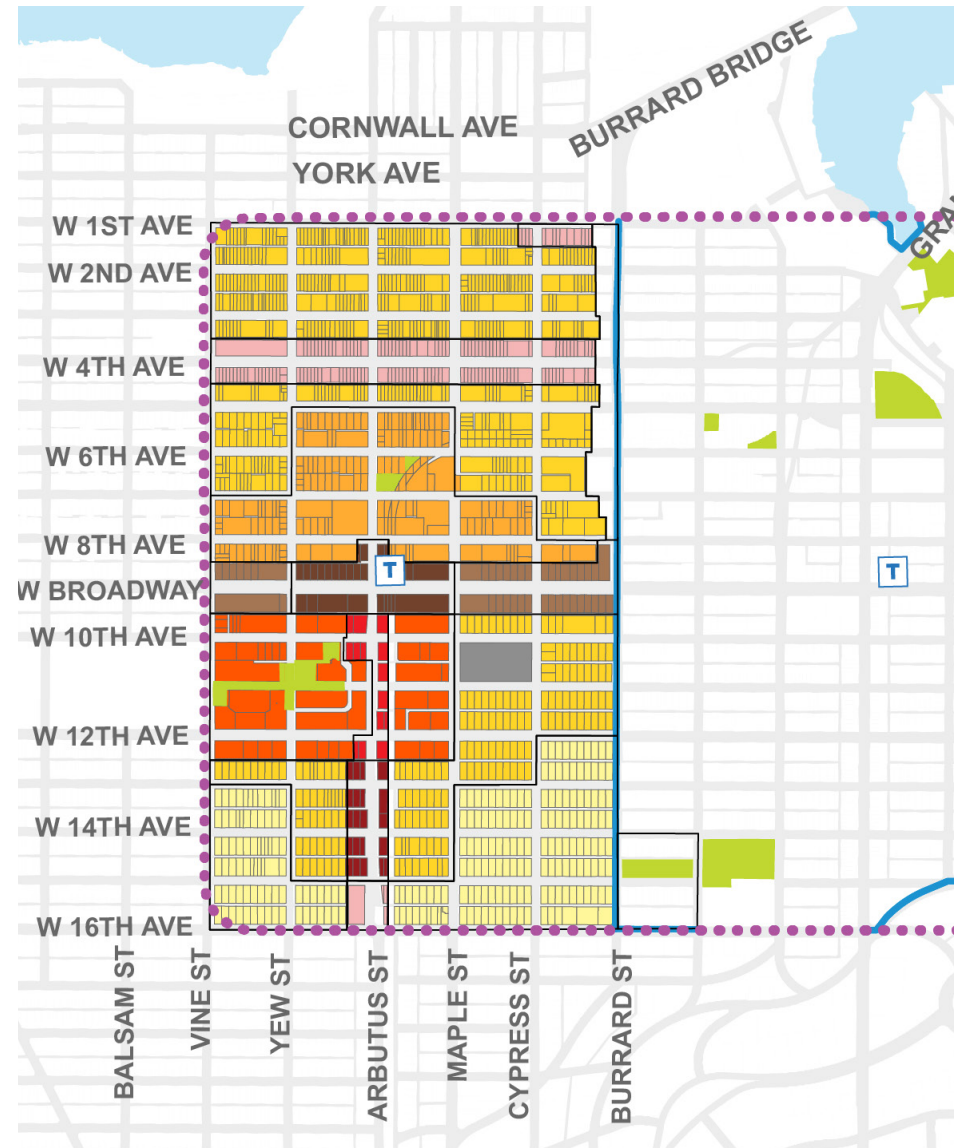
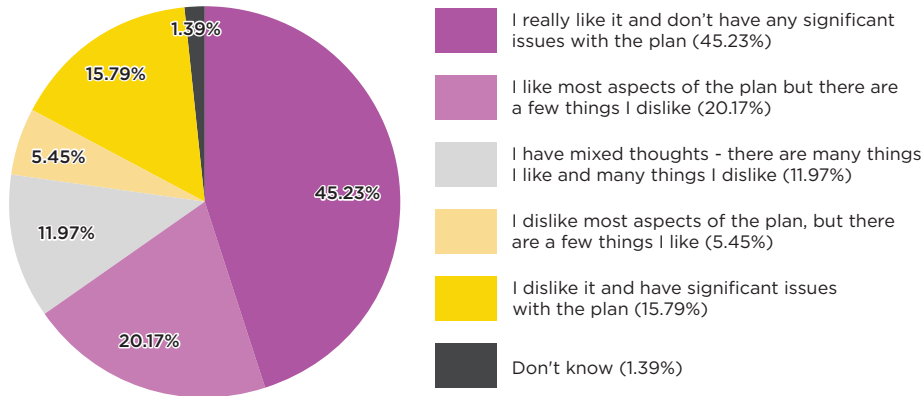


7C. KITSILANO

What We Heard

We asked “**Which of these statements best captures your thoughts about the draft plan policies for Kitsilano?**” Overall, 65.40% of survey respondents indicated that they “like” or “really like” the proposed policies of the Draft Plan for Kitsilano.

Quantitative Feedback for Kitsilano



7C. KITSILANO

Kitsilano Feedback - Key Themes

- » Mixed views about about increasing building height and density, with some in support and some against.
- » There was support for diverse housing options but many expressed buildings are too tall.
- » There was interest in providing increasing supply of housing, and increased affordability.
- » The plan preserves Kitsilano's character but development will reduce it.
- » Concerns about the need for more green space, trees and community amenities.



I think it's really important to increase density in Kitsilano and to build affordable apartments so people with different backgrounds can live in this area.

— Survey Response



I'm excited about the increase in density and how this neighbourhood can be enhanced by growth.

— Survey Response



It is important to allow the building of more rental housing so that future generations can find affordable and reliable housing.

— Survey Response



I am concerned with the density and increased height of the buildings. It will ruin the feel of Kitsilano and it will be impossible to travel anywhere.

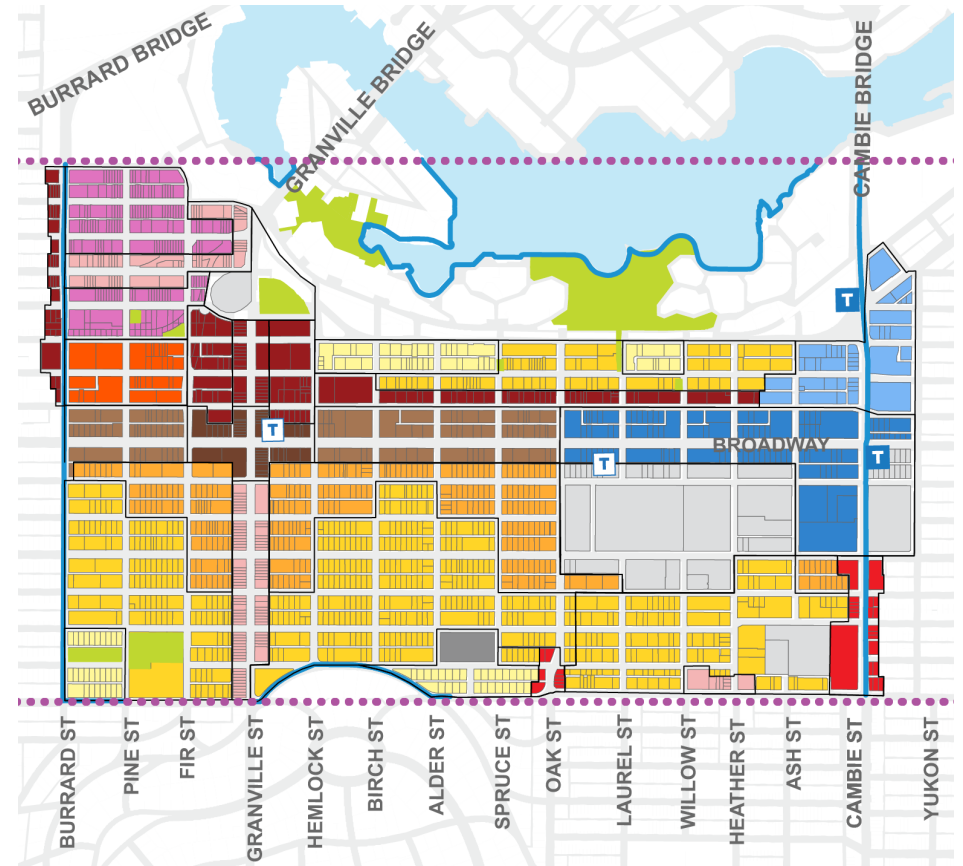
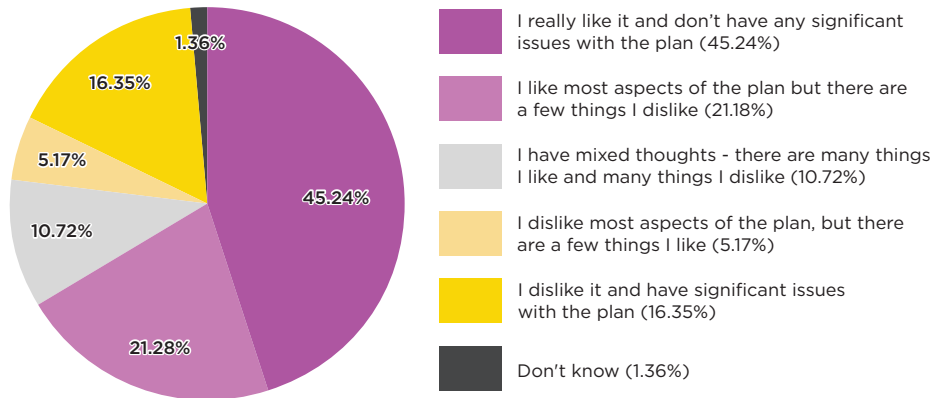
— Survey Response

7D. FAIRVIEW

What We Heard

We asked “**Which of these statements best captures your thoughts about the draft plan policies for Fairview?**” Overall, 66.52% of survey respondents indicated that they “like” or “really like” the proposed policies of the Draft Plan for Fairview.

Quantitative Feedback on Fairview



7D. FAIRVIEW

Fairview Feedback - Key Themes

- » Increased housing and affordability are good but more are needed. Support for providing more housing options like larger units, co-ops, and ownership.
- » Many expressed that increased housing density is good but buildings are too tall.
- » Retains neighbourhood character, but concerns about loss of green spaces.
- » More retail opportunities will be good.



Low cost housing is the most important priority in this city. Build more co-op and non-profit housing and protect existing rental housing.

— Survey Response



High rises, especially as high as those proposed in the plan, are a no-no in terms of efficiency and social connectivity.

— Survey Response



I think this addresses the fact that this is a huge employment area that is a natural extension of downtown and the density and highrise development make sense here.

— Survey Response



I strongly support the big moves for this area, especially to create more diverse and dense rental housing off arterials with provisions to encourage local serving retail.

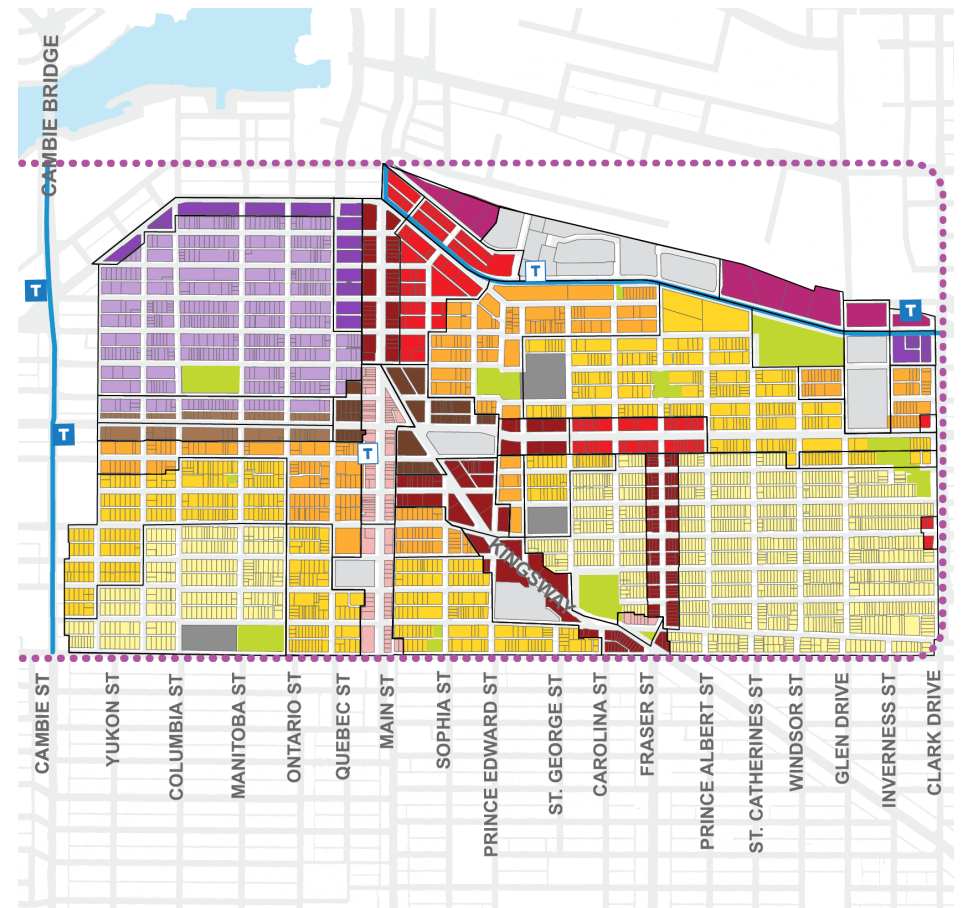
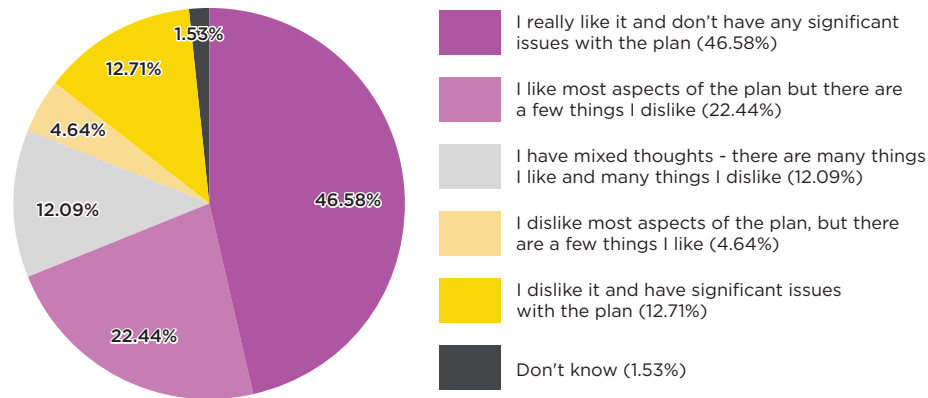
— Survey Response

7E. MOUNT PLEASANT

What We Heard

We asked “**Which of these statements best captures your thoughts about the draft plan policies for Mount Pleasant?**” Overall, 69.02% of survey respondents indicated that they “like” or “really like” the proposed policies of the Draft Plan for Mount Pleasant.

Quantitative Feedback on Fairview sub-areas



7E. MOUNT PLEASANT

Mount Pleasant Feedback - Key Themes

- » Interest in providing increased housing density, but would like more.
- » Concerns that buildings are too tall, though perhaps needed.
- » Support for the area's industrial and employment space policy.
- » Support for additional business and retail in these areas.
- » Concerns that housing will be truly affordable.



Maintaining the original theme of Mount Pleasant while creating new opportunities for jobs/housing/amenities.

— Survey Response



To accommodate a broader range of incomes, I would like to see more flexible options for the below-market component, such as some rents more than 20% below CMHC average.

— Survey Response



I like the increased density. We need a lot more housing density in Mount Pleasant which is so close to many transit options and the city.

— Survey Response



Although I agree with a lot more residential development, I believe it is better to maximize the low- to mid-rise use before moving to the 15-20 storeys range.

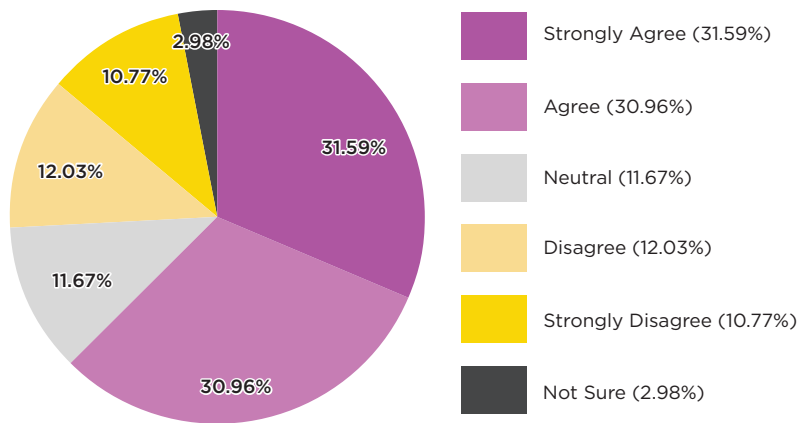
— Survey Response

7F. PUBLIC BENEFITS STRATEGY

What We Heard

We asked whether respondents agreed or disagreed with the following statement **“The investments and improvements outlined in the public benefits strategy are the right ones for the Broadway Plan area.”** Overall, 62.56% of survey respondents indicated that they “agree” or “strongly agree” with the above statement regarding the public benefits strategy.

Quantitative Feedback on Public Benefits Strategy



Public Benefits Strategy Key Themes

Overall Plan:

- » General support for the Public Benefits Strategy – coverage is appropriate and necessary
- » Concerns about budget and costs, and how the initiative will be financed (e.g. tax increases)

Affordable Housing:

- » Affordable housing is a priority - agree with the plan
- » Need for more affordable housing than proposed
- » Concerns that proposed affordable housing will not be truly affordable - a definition of "affordable" is needed



Affordable housing for purchase and rent are necessary since if people can't afford to live in the area because they are being priced out by investors, there will be no more community.

— Survey Response

7F. PUBLIC BENEFITS STRATEGY

Childcare:

- » Agree with the need for more childcare and agree with funding allocation
- » Agree with the plan, but the number of childcare places required will be greater than proposed in the draft plan, as the population increases



More childcare spots. A sustainable city is one where parents don't have to drive around for their kids to have childcare.

— Survey Response

Parks:

- » Like the plan for parks, but want more of them, with the proposed increased density



I would like to see greater allocation towards parks, green spaces, and community facilities.

— Survey Response

Arts & Culture:

- » Agree with the expansion of arts and culture spaces, and recommend increased funding for these



Arts and culture desperately needs investment and supports and has the ability to beautify areas on a regular basis.

— Survey Response

Community Centres:

- » Like the plan for renewal and expansion of community centres, and recommend greater budget allocation for more centres



I would like to see greater allocation towards parks, green spaces, and community facilities. Community facilities such as the library are often a first point of contact for vulnerable populations and need dedicated funding to provide support.

— Survey Response

7F. PUBLIC BENEFITS STRATEGY

Transportation & Street Use:

- » Like the Great Street concept and more space for pedestrians and cyclists
- » Mixed views about new protected bike paths, but more in favour than against



Investment in pedestrian and bike lanes will make traversing the corridor a more pleasant experience.

— Survey Response

Community Facilities & Public Safety:

- » Public safety is a priority - more community facilities are needed



Love that public safety and amenities are being treated as one sphere. Prevention of crime and violence with financial support and other amenities/resources is the most important thing we can do to keep our communities safe.

— Survey Response

Utilities and Green Infrastructure:

- » In favour of the One Water upgrades to sewers and drainage to reduce flood risks

Amenities:

- » Amenities included in the plan are appropriate and necessary
- » Amenities missing from plans - mainly schools, but also after school care, health care, dog parks, and senior facilities



Amenities and infrastructure also vital for functioning and healthy neighbourhoods.

— Survey Response



Listed public amenities and infrastructures are absolutely critical to the Broadway Plan.

— Survey Response

7G. AREA-WIDE POLICIES

What We Heard - Area-Wide Policies

We asked respondents, **"is there anything missing from the Draft Broadway Plan's area-wide policies?"** This is a summary of the over 1,700 individual comments that we received.

At Home (Housing):

- » Agree with the need for more childcare and agree with funding allocation
- » More affordable housing is needed to rent and to buy - more below market units, low income, social housing, rentals for the "missing middle" and affordable ownership options
- » Need for strategies to retain character neighbourhoods and sense of community
- » Ensure housing is truly affordable - define what "affordable" means"
- » Need more detail about displacement and renoviction protections for existing tenants and property owners



More elaboration on "protecting area tenants." I want more assurance that I can stay and live in this neighbourhood.

— Survey Response

At Work (Economy and Jobs):

- » Encourage and support small businesses - ensure affordable rents and provide incentives
- » More industrial spaces, more jobs, higher wages, more office and home-office spaces



Vancouver needs a lot more industrial space in order to attract jobs. Like for a film studio, pharmaceutical, or medical.

— Survey Response

Getting Around (Transportation):

- » Would like a separated bike path on Broadway, more bike paths generally, and more bike racks/storage
- » Mixed views about vehicles with some wanting better access for vehicles and more parking, and others preferring to further reduce vehicle access on Broadway, and less street parking
- » Improve public transit - e.g. extend SkyTrain to UBC, have bus only lanes, more bus routes
- » Traffic calming needed
- » Encourage electric cars with EV charging stations, incentives, and infrastructure

7G. AREA-WIDE POLICIES



Make Broadway a comfortable "Great Street" to cycle and roll by including protected infrastructure on the street.

— Survey Response

Public Spaces:

- » Would like more green spaces
- » Include Great Street accessibility plan for seniors and people with mobility challenges - e.g. access to buildings and amenities, getting around, wider sidewalks, raised crosswalks, and seating
- » More outdoor gathering spaces and patios
- » Protect and replace trees



I would like to see greater focus on green space. I love the idea of more walkability and a "Great Street," but the lack of park space in neighbourhoods with greater density is incredibly important.

— Survey Response

Heritage:

- » Important to protect heritage - would like more detail in plans including First Nations heritage



Heritage efforts and funding should be invested into Indigenous art and cultural awareness.

— Survey Response

Sustainability and Resilience:

- » Need more detail on sustainability in the plan with consideration given to building heights, materials used (wood vs concrete), green transit options, earthquake risk, renewable/solar energy, recycling, green space, and tree planting



Make mass timber building construction a requirement for any new construction of much lower buildings with green roofs on top of them.

— Survey Response

7G. AREA-WIDE POLICIES

One Water:

- » Like the One Water plan, and would like more detail in relation to water rise, water source, cleaner water, flooding, and snow clearance planning, water meters, and wildlife spaces.

Community Well-Being:

- » More amenities will be needed (e.g. childcare, schools, recreational facilities, healthcare facilities, libraries, fenced dog parks, senior facilities, night life venues)

Arts and Culture:

- » Like the focus on arts and culture - these spaces should be protected and supported



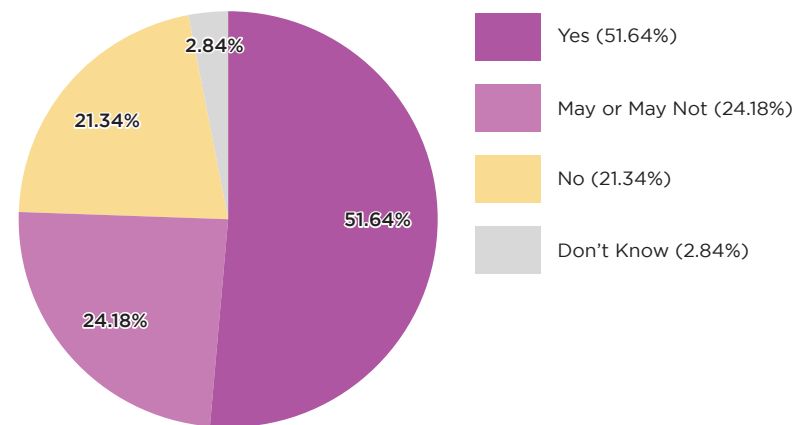
Schools and healthcare. I guess these are not necessarily areas that the city can decide strategy, but these aspects should have been negotiated with provincial partners before presenting a more comprehensive plan.

— Survey Response

What We Heard - Overall Area-Wide Policies

We asked respondents “**Do you think the draft Broadway Plan policies will improve the quality of life for those who live, work, play and learn in the Broadway neighbourhoods in the future?**” Overall, 51.64% of survey respondents indicated that they believed that the policies would improve the quality of life for those in the Broadway neighbourhoods.

Quantitative Feedback on Overall Area-Wide Policies



8. WHAT WE HEARD:

DRAFT BROADWAY PLAN MEETINGS

This section provides a summary of what we heard from our housing workshops and our meetings with local Business Improvement Associations (BIA) and Neighbourhood Houses. These meetings helped to inform various components of the plan's development around housing, business, and other local neighbourhood needs.

8A. HOUSING WORKSHOPS

City staff held two housing workshops as part of the Draft Plan engagement. A summary of the key comments and questions is provided below:

Renters Advisory Committee Meeting (March 9th)

Tenant Protections and Equity:

- » Support for strengthened tenant protections to minimize disruption to renters and prevent displacement.
- » Importance of considering Indigenous reconciliation, protecting vulnerable and equity-denied residents through the plan.

Plan Implementation and Pace of Change in the Broadway Plan Area:

- » Suggestions to deliver more housing via taller buildings, especially around transit area stations to address housing shortage in the city.
- » Importance of prioritizing housing affordability and building more rental and social housing over concerns for neighbourhood character.
- » Questions on how prescriptive the plan will be and what the expected pace of change is for the neighbourhoods.
- » How will the Broadway Plan define affordable housing?

Public Benefits, Amenities, and Transportation:

- » Discussion on the need for public amenities to be delivered in conjunction with population growth in the area.
- » Question on how the City can encourage more delivery of non-market housing through the public benefits strategy and inclusionary zoning.

- » Discussion on the need to balance accessible parking requirements for people with disabilities and the elderly, as well as more sustainable forms of transportation in the corridor.

Non-Profit and Community Housing Sector Workshop (April 12th)

Policy Requirements for New Non-Profit Housing Developments:

- » Discussion on the need to ensure project viability given the rising costs of land, construction, and development costs. Affordability requirements pose a threat to project redevelopment viability, especially in light of limited funding and capital available to nonprofits
- » Concern over shortage of vacant non-profit housing sites to accommodate displaced tenants during a redevelopment; desire to work in partnership to coordinate tenant relocation.
- » Support using city-owned land in the plan area to create more social housing

Development Approvals Process for Social Housing:

- » Social housing developers need a more streamlined development process and flexibility in heights and densities to build more social housing.
- » Currently facing a lot of push back through public engagement for new social housing projects even ones that meet policy, rezoning would help with this as well as significantly speed up the time it takes for a new social housing project to go from concept to occupancy

Rental Housing Land Use & Policy Directions:

- » The big risk in this plan is the prospect of replacing existing affordable housing with non-affordable housing, so we need to be careful and work to create affordability in new developments

8B. NEIGHBOURHOOD HOUSES

The Broadway Planning team hosted workshops with the Mount Pleasant and Kitsilano Neighbourhood houses. These meetings were hosted on:

- » April 14 - Kitsilano Neighbourhood House
- » April 20 - Mount Pleasant Neighbourhood House

Each session started with a presentation that provided updates as part of the Draft Broadway Plan. Following the presentation, participants were encouraged to ask questions and share their comments regarding the Draft Plan. The presentation decks were shared with those who attended the meetings. The questions and feedback from these meetings are summarized below:

Housing:

- » Discussions about how the plan will be planning and incentivizing family sized units and how the city will support seniors' housing.
- » Emphasized the importance of layering equity as part of the housing policy directions and ensuring that tenant protections will mitigate displacement
- » Interest in partnerships between neighbourhood houses and the city to create a “rental liaison” program

Growth and Change:

- » There was some interest in how the western side of the study area has many large sites that are planned for growth (Senakw and Jericho)
- » Questions about the locations for growth and change
- » Expressed that cities are not static and need a plan for future growth and change that also addresses ongoing and new challenges
- » Some concerns about the direction for high rise buildings in terms of views, sustainability, and a change in character

Community Amenities:

- » Interest in how the plan is planning for schools. Neighbourhood house members expressed curiosity about how the city and Vancouver School Board were communicating and working together
- » Questions as to how the Broadway Plan is considering the land of the neighbourhood houses

8C. BUSINESS IMPROVEMENT ASSOCIATIONS

Small businesses are critical to the economic health and vibrancy of the city. City staff held meetings with the four BIAs in the study area to share details regarding the Draft Broadway Plan and to hear feedback and answer questions regarding the proposed policies. The meetings were held on the following dates:

- » March 11 - Cambie Village BIA
- » March 17 - South Granville BIA
- » April 19 - Mount Pleasant BIA
- » April 21 - Shop West 4th BIA

Each meeting started with a presentation that provided updates of the Draft Broadway Plan. After the presentation, participants had the opportunity to ask staff clarifying questions or to share any thoughts that they had on the Draft Plan. A summary of these questions and feedback are summarized below:

Maintaining the Village Feel:

- » Interest in learning about policy mechanisms (including storefront widths) in place to protect village look and feel.
- » Questions about the maximum permissible ground floor unit height. Higher ceilings provide greater flexibility for uses and opportunities to market units.
- » Broadway Plan is an opportunity to introduce iconic art that

brings a sense of neighbourhood recognition along the main commercial streets.

Community Amenities:

- » Desire to see more public open green spaces that allow for flexibility of uses throughout the day; acknowledged challenges in adding new parks due to land acquisition
- » Need for public washrooms, benches, and other pedestrian amenities to enable for longer stays in the area
- » Interest in how the City and VSB are planning for schools

Walkability:

- » Discussion on wanting to see shorter pedestrian crossing through key commercial areas to help improve walkability and maintain local high street character
- » Concerns about major truck route designation on Highway 99 as a barrier to a walkable neighbourhood; there are limitations on patios and other pedestrian infrastructure

Commercial Areas:

- » Discussion about future hotel uses in the study area; hotels provide a flexible and dynamic space for various events for the community and uses.
- » Interest in integrating residential and commercial uses in parts of the villages.

Housing:

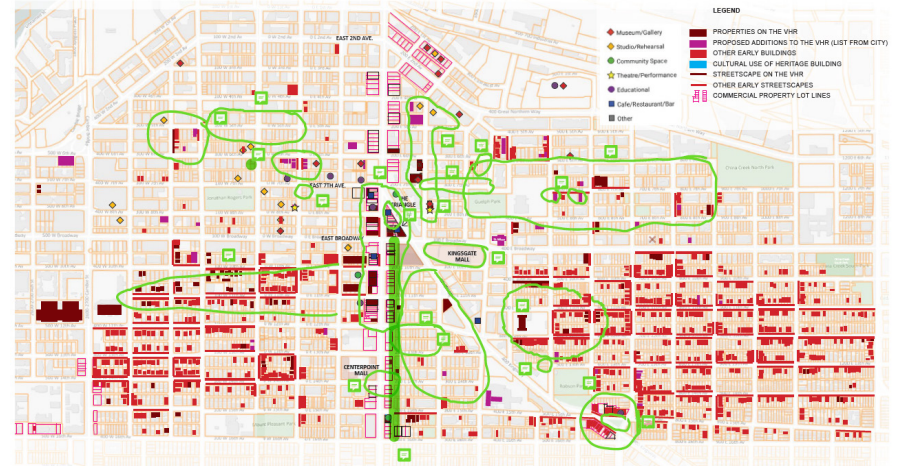
- » Interest in housing policies and how programs will guide planning and development of below market housing projects in the area.
- » Questions about tenant protections and the plan's approach to mitigating displacement.

8D. HERITAGE WORKSHOPS

As part of the Draft Broadway Plan, a series of virtual workshops were held. The workshops focused on the Draft Plan policies, covering topics related to tangible and intangible heritage. The Broadway Plan’s heritage consultants who helped refine the heritage-related policies led and facilitated these stakeholder workshops. Feedback from these sessions was used to refine the Draft Plan.

The workshops each covered the same overview for the Broadway Plan area and then focus on a different one of the three sub-areas of the Plan:

- » Workshop 1 - Kitsilano, West 4th Ave Village, Fairview, and South Granville Village
- » Workshop 2 - Mount Pleasant and Main Street Village



Example of group heritage mapping exercise to identify tangible heritage in Mount Pleasant



8E. OTHER MEETINGS

Throughout the engagement period, City staff met with many other groups and stakeholders to present the updated Draft Plan and their receive feedback. These included:

Host Nations:

- » Tsleil-Waututh Nation

Advisory Committees/Panels:

- » Renters Advisory Committee
- » Vancouver City Planning Commission
- » Urban Design Panel
- » Vancouver Heritage Commission
- » Transportation Advisory Committee

Business Community:

- » Residential, Office, and Industrial Real Estate Stakeholders
- » Armoury District
- » Gaming Sector Representatives

Community Groups:

- » Fraser Academy
- » St. Mary's Ukrainian Catholic Church

Other Government Agencies, Health Authorities, and Post-Secondary Institutions:

- » Vancouver School Board (VSB)
- » Vancouver General Hospital (VGH)
- » Vancouver Coastal Health (VCH)
- » Provincial Health Services Authority (PHSA)
- » Broadway Subway Supportive Policies Agreement members
- » Vancouver Community College (VCC)
- » Mount St. Joseph Hospital



8. WHAT'S NEXT

The feedback collected from this phase of engagement that is summarized in this report will help shape the final adjustments to the Broadway Plan before it is present to Council in May 2022.

Stay tuned by visiting the:

Broadway Plan website:

www.shapeyourcity.ca/broadwayplan

Vancouver City Council meetings website:

<https://covapp.vancouver.ca/councilMeetingPublic/CouncilMeetings.aspx>