

Mount Pleasant

Neighbourhood Profile

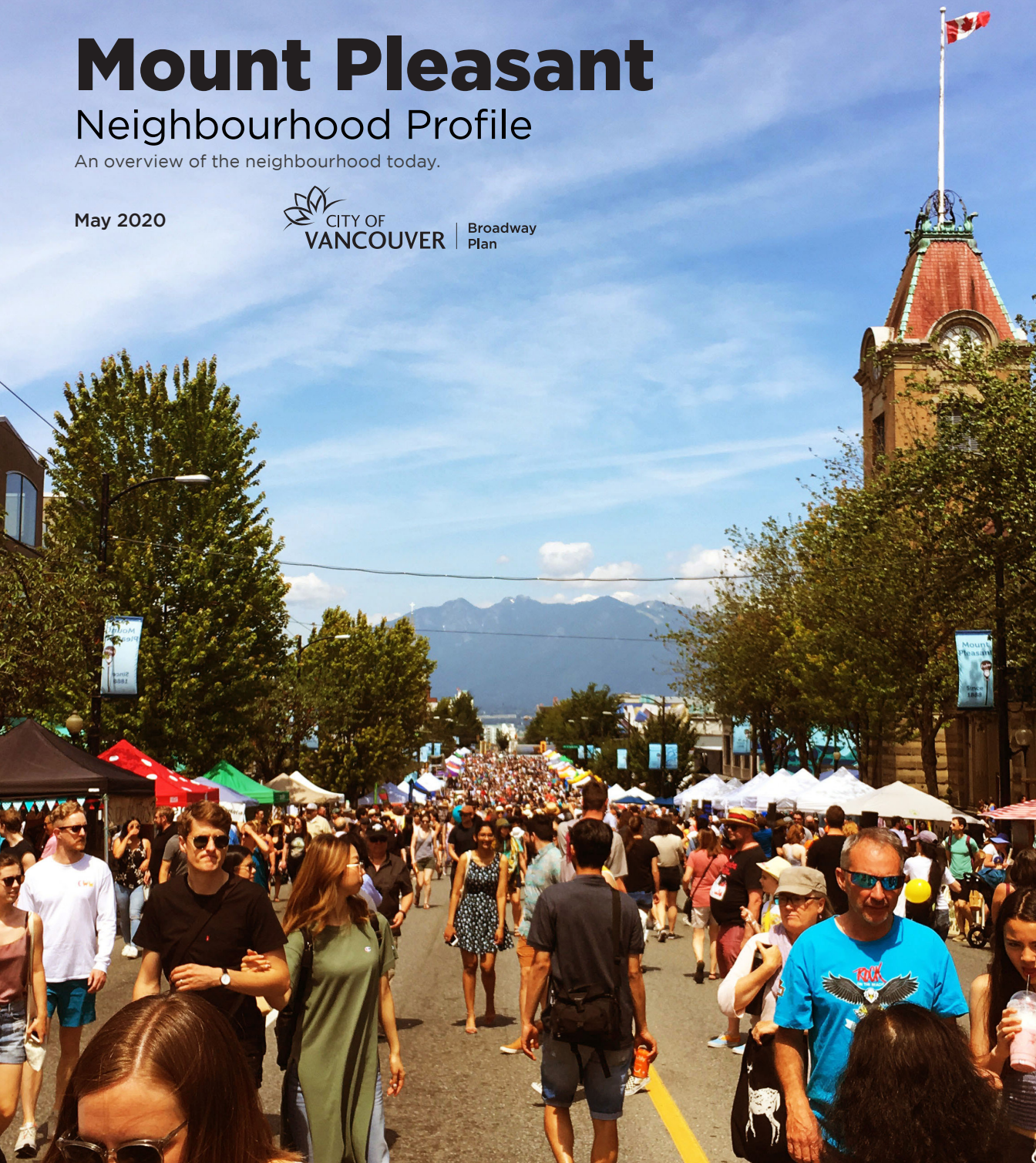
An overview of the neighbourhood today.

May 2020

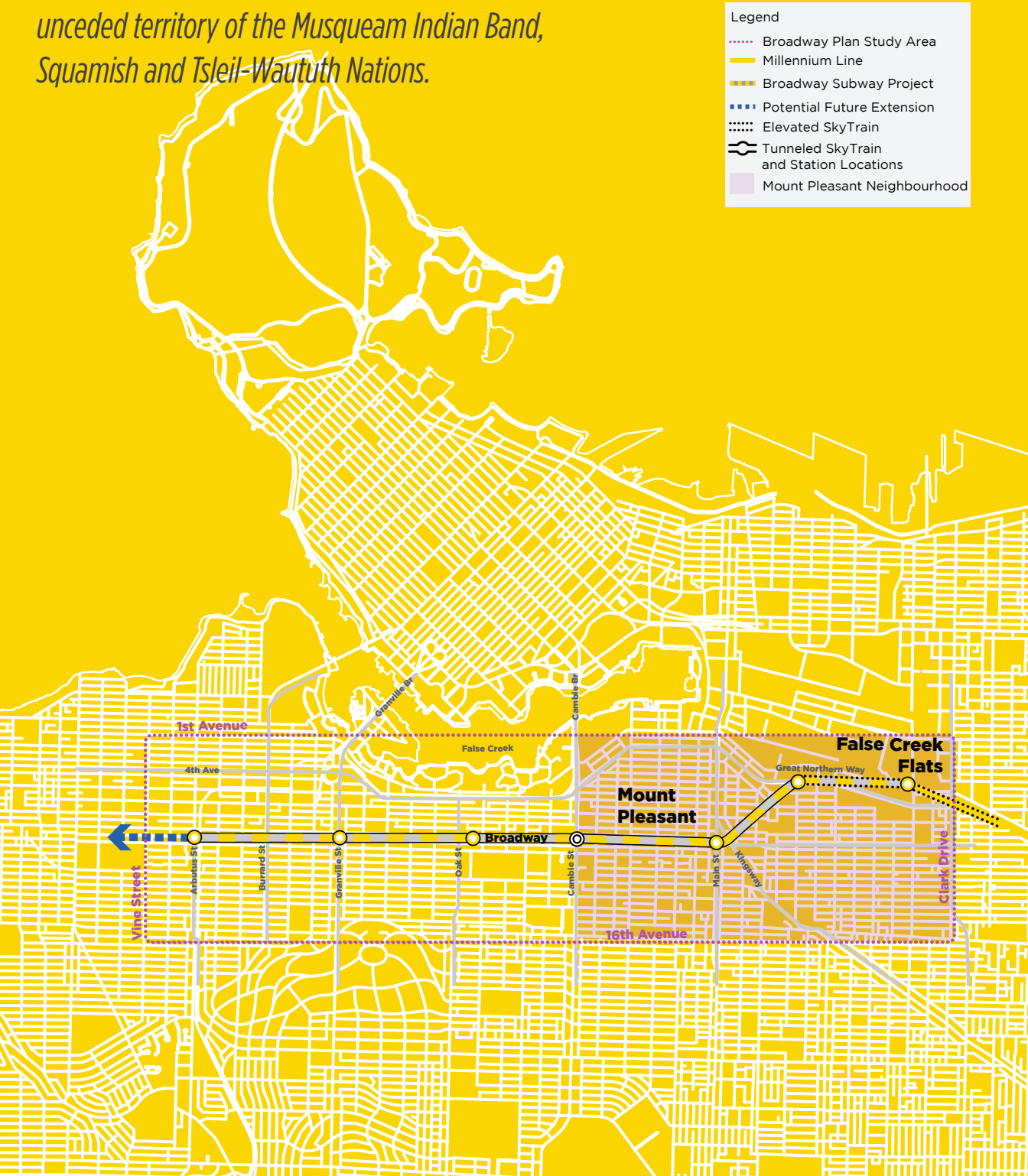


CITY OF
VANCOUVER

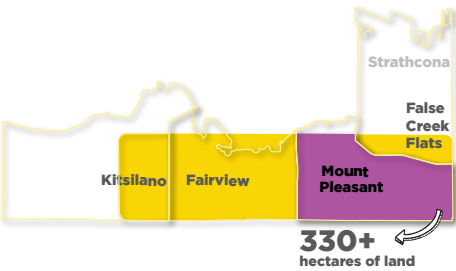
Broadway
Plan



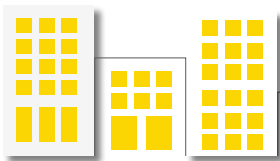
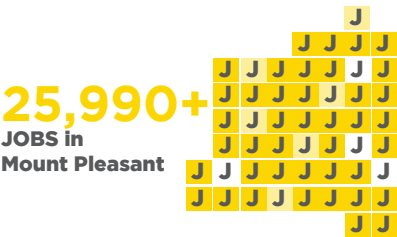
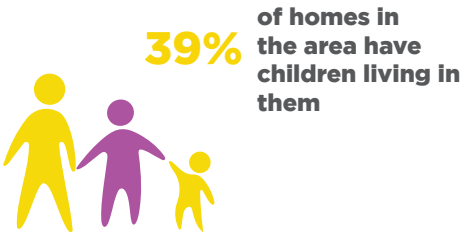
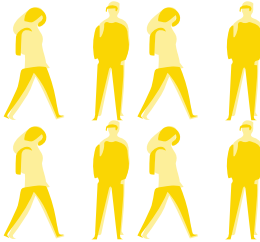
*We would like to acknowledge that we are on the
unceded territory of the Musqueam Indian Band,
Squamish and Tsleil-Waututh Nations.*



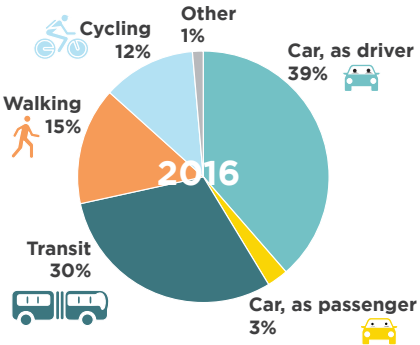
Key highlights of Mount Pleasant



30,200+ PEOPLE
LIVING IN THE NEIGHBOURHOOD



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

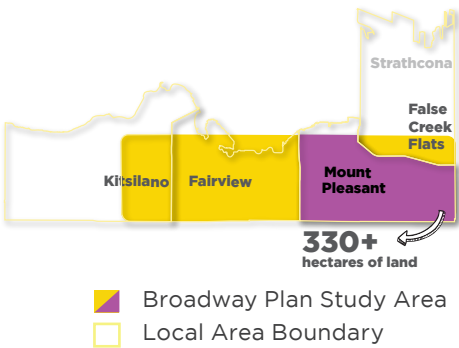


**Journey to Work
Transportation Mode Choice**

MOUNT PLEASANT

Introduction

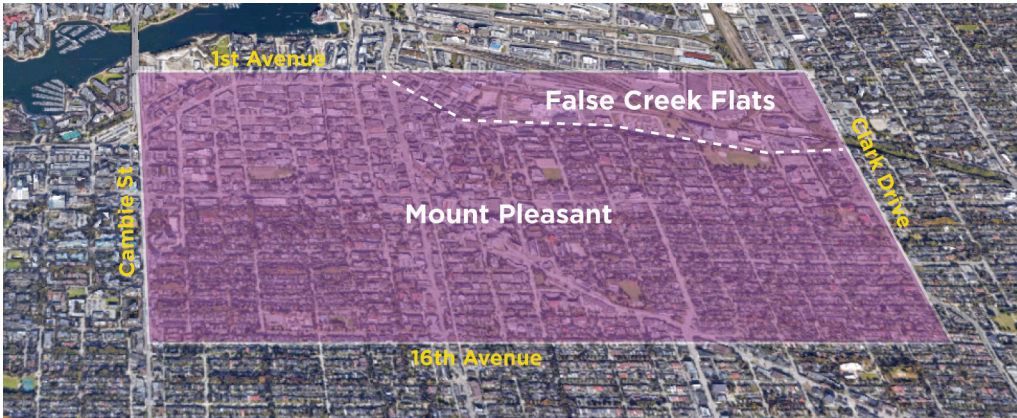
This document highlights key aspects of the Mount Pleasant neighbourhood and a portion of the False Creek Flats within the Broadway Plan study area. This information is intended to help provide background on the neighbourhood and inform discussions about the various planning issues that will be addressed through the area planning process. For detailed information and facts about the Broadway Plan study area please refer to the [Broadway Plan Area Profile](#).



Data Sources

Data for the neighbourhood profiles are primarily from two sources. Property information is obtained from BC Assessment Authority 2018 dataset (BCAA), and demographic information from Statistics Canada 2016 Census. Additional sources are listed throughout the document.

Due to data limitations, the neighbourhood boundaries may differ from the data area for different topics. Please refer to “Data source” on page 26 for more details.



Did you know ...

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

There was a historic stream along St. George Street that connected to False Creek.

China Creek North Park was once a tidal marsh and outlet of a waterway flowing from Trout Lake.

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

Since 2001, the number of jobs in Information and Cultural industries have increased by 291%, while jobs in manufacturing have declined 58% in Mount Pleasant.

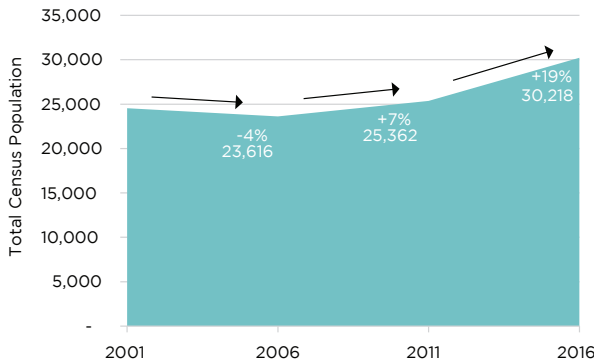
With local and international musicians and performers, the Biltmore and Fox Cabaret are two significant nightclubs for dancing and live music outside of the downtown.

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).

30,200+ PEOPLE
LIVING IN THE NEIGHBOURHOOD



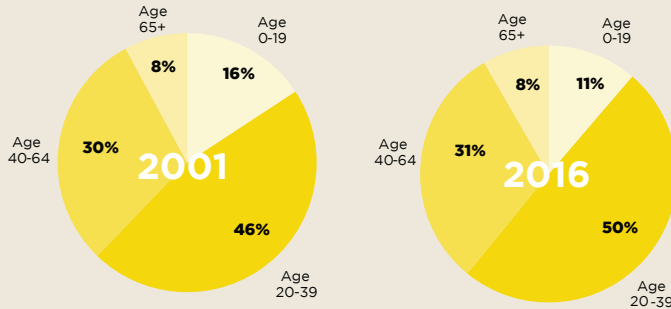
23% Population Growth 2001 - 2016



Year	Mount Pleasant	City of Vancouver
2001 - 2006	-4%	+6%
2006 - 2011	+7%	+4%
2011 - 2016	+19%	+5%

Within the last 15 years, population in the Mount Pleasant area increased by 22%, while in the city overall it increased by 15%.

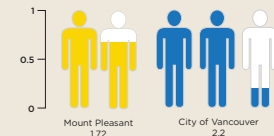
Age Profile



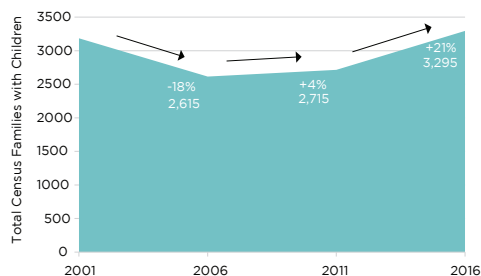
Between 2001 and 2016 the proportion of children declined in the Mount Pleasant neighbourhood, while people aged 20 - 39 increased.

Average Size of Household in Mount Pleasant

1.7 people per household



Families with Children



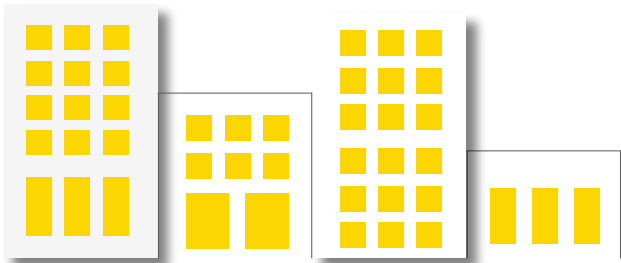
6.1 children per hectare in Vancouver

8.5 children per hectare in Mount Pleasant

39% of the total census households living in the area have children

The number of families with children increased by 110 (3%) between 2001 and 2016 census years in the Mount Pleasant area.

HOUSING

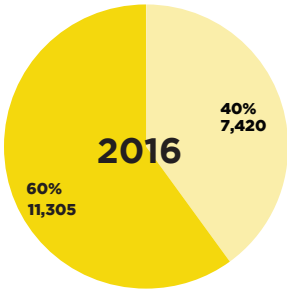


34% of homes in Mount Pleasant are purpose-built rental units.

Housing Characteristics

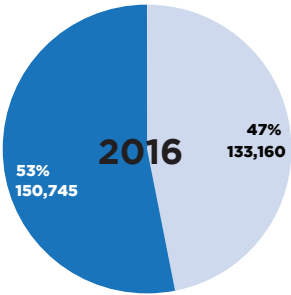
Housing Tenure

Mount Pleasant has a significantly higher proportion of renter households compared to the entire city.



Mount Pleasant

Owner households	40%
Renter households	60%



City of Vancouver

Owner households	47%
Renter households	53%

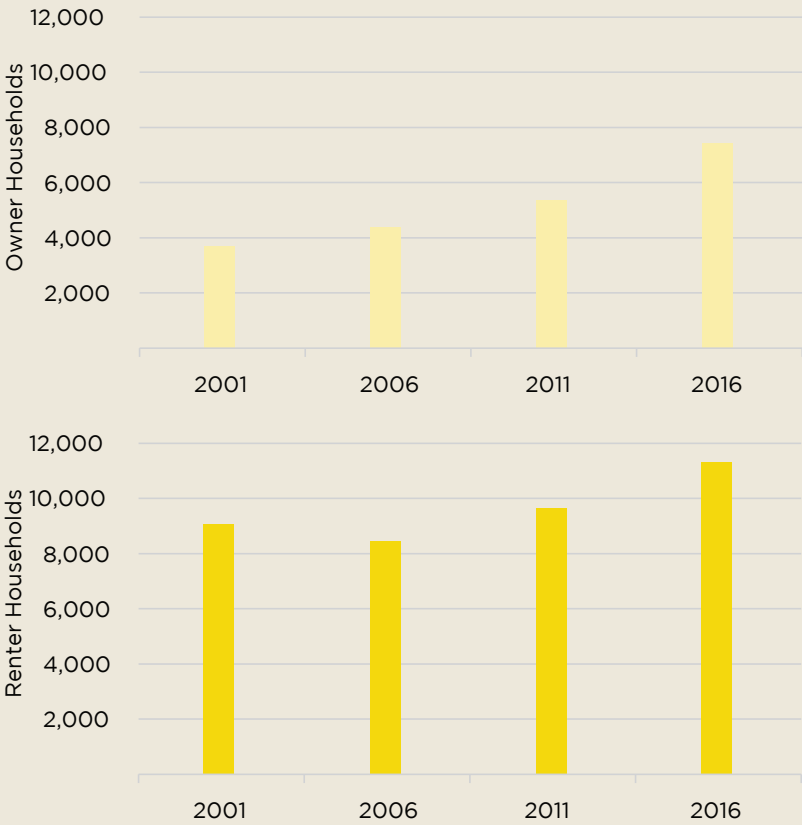
Geographic Boundaries: See Map C on page 26
(Source: Statistics Canada, 2016 Census)

Number of Households

Between 2001 and 2006, the share of renter households decreased by 7%, but since then it has been increasing significantly. Since 2011 the number of owner households in Mount Pleasant has increased by 39%.

Geographic Boundaries: See Map C on page 26 (Source: Statistics Canada, 2016 Census)

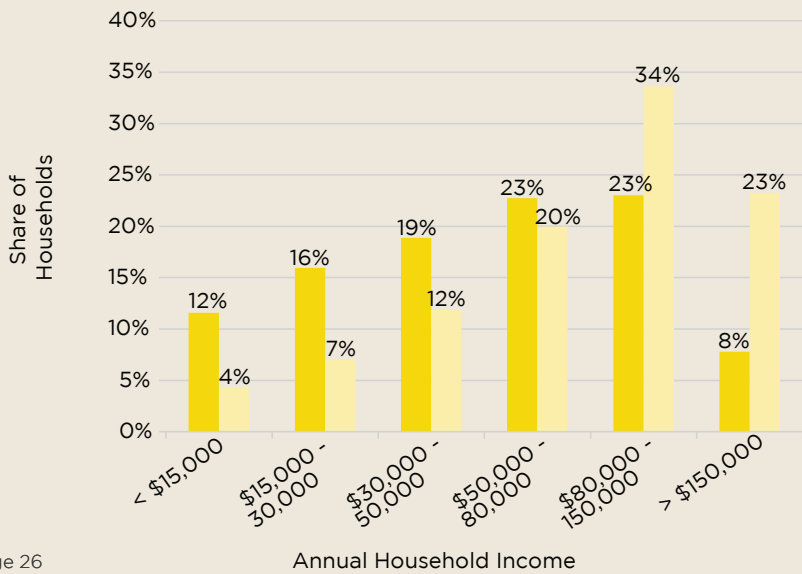
- Owner households
- Renter households



Household Incomes

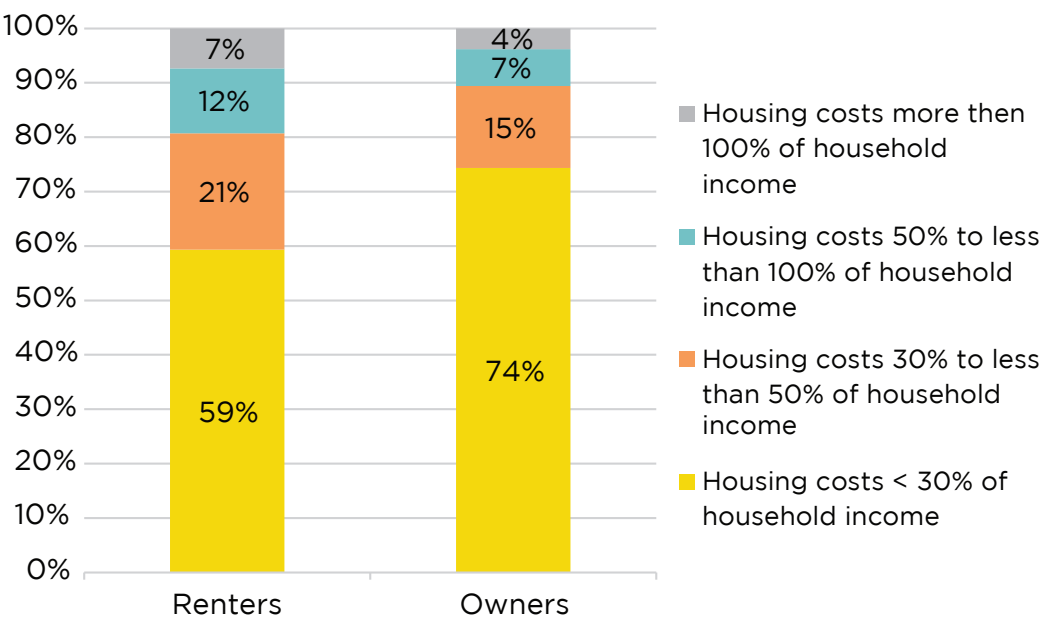
In Mount Pleasant, 7,585 (70%) of renter households have annual incomes below \$80,000 compared to 3,035 (43%) owner households. Conversely, the majority of owner households earn over \$80,000 annually.

Geographic Boundaries: See Map C on page 26 (Source: Statistics Canada, 2016 Census)



Housing-Cost-to-Income Ratio

Mount Pleasant Household Housing-Cost-to-Income Ratio by Household Tenure, 2016



*This analysis includes the entirety of the Mount Pleasant local area, including portions outside of the Broadway Plan area.

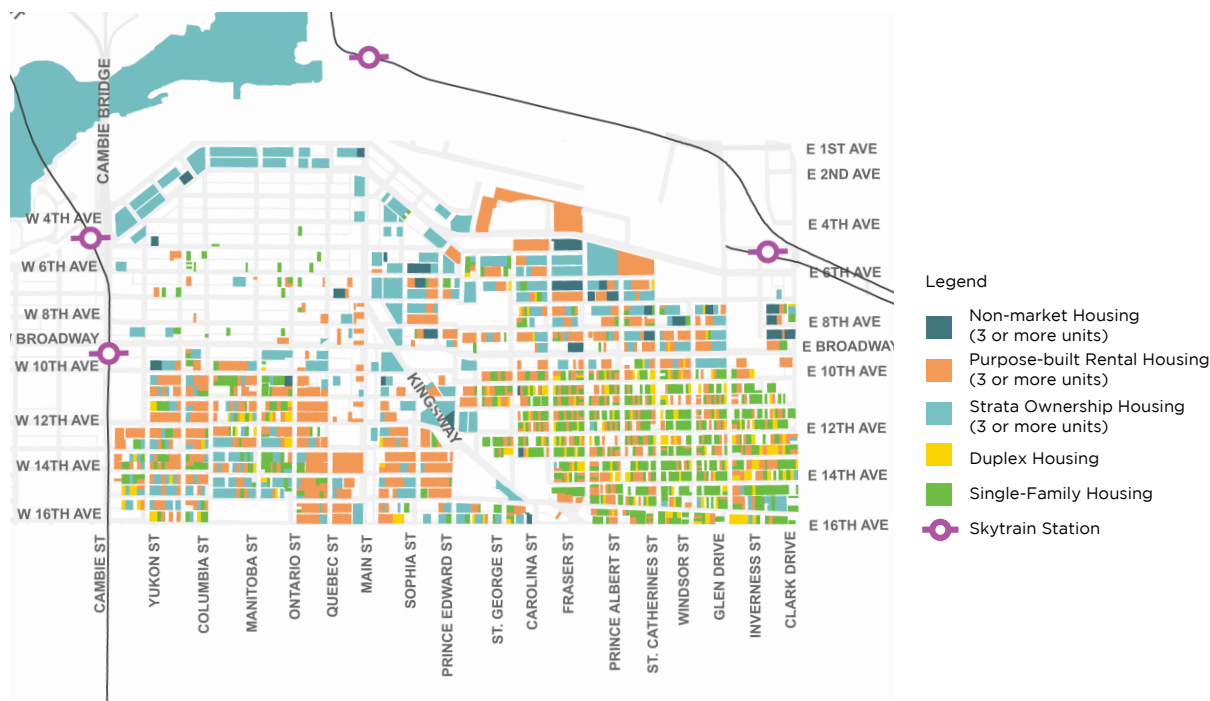
The ratio measures a household’s before-tax income in relation to their housing costs. Housing costs includes mortgage payments, property taxes, condominium fees, and utility costs for homeowners, and rent and utility costs for renters. Generally, housing costs that are 30% or less of a household’s before-tax income are considered affordable.

In Mount Pleasant, approximately 40% of renters and 26% of owners spend more than 30% of their before-tax household income on housing costs. 59% of renters and 74% of homeowners spend less than 30% of their before-tax household income on housing costs.

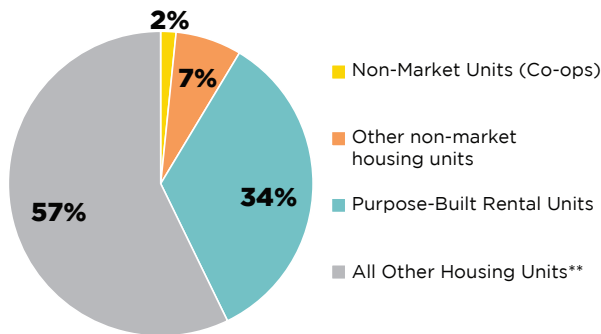
Geographic Boundaries: See Map C on page 26
(Source: Statistics Canada, 2016 Census)

Mount Pleasant Housing Mix

The housing stock data for the Mount Pleasant portion of the Broadway Plan study area was collected from City of Vancouver track systems, as well as 2018 BC Assessment data. The map shows only the residential building types listed on the legend. This map shows non-market, purpose-built rental, and strata ownership housing with three or more dwelling units of their respective tenure types.



Data on housing stock from City of Vancouver tracking systems as well as 2016 census show approximate numbers of residential units within the entire Mount Pleasant local area. This area contains a significant amount of purpose-built rental housing, comprising nearly 35% of the housing units.

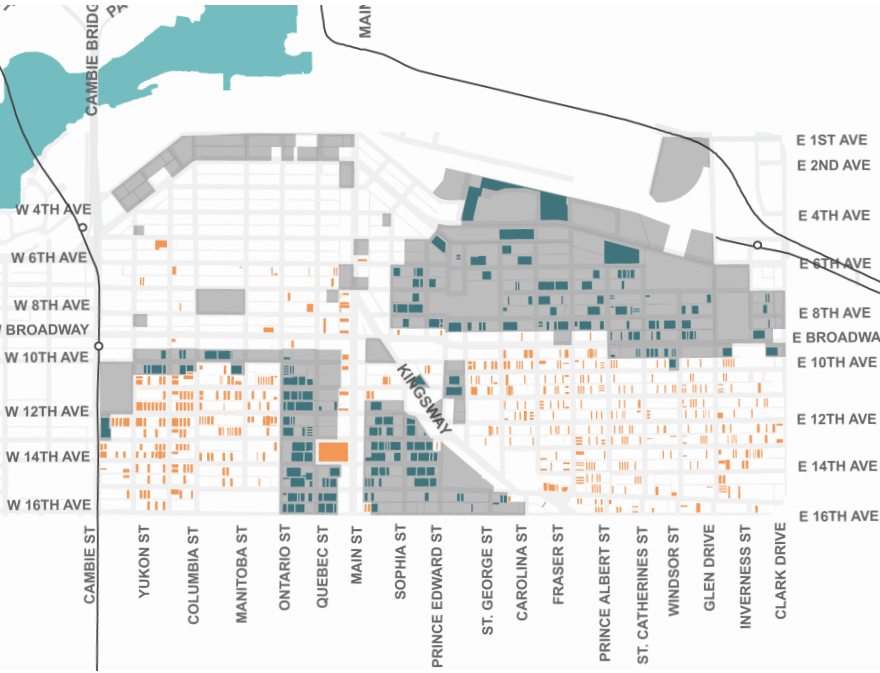


** “All Other Housing Units” includes owner-occupied and secondary rental units, such as rented condos and basement suites.

Residential dwelling type	Mount Pleasant Units	% of total	City of Vancouver	% of total
Non-Market Units (Co-ops)	315	2%	5,741	2%
Non-Market Units (Other Non-Profit)	1,365	7%	20,495	7%
Purpose-Built Rental Units	6,665	34%	69,276	22%
All Other Housing Units**	11,170	57%	213,903	69%
TOTAL	19,515	100%	309,415	100%

For more information on the RHS ODP, visit: <https://bylaws.vancouver.ca/ODP/RHS.pdf>

Rental Housing Stock Official Development Plan (RHS ODP)

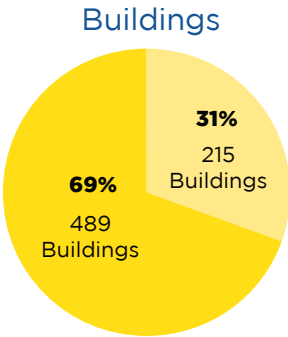
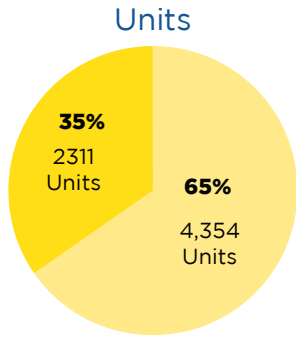


- Legend
- Rental Housing Stock ODP Area
 - RHS ODP Rental Housing
 - Non-RHS ODP Rental Housing

In certain areas of Mount Pleasant, the City's Rental Housing Stock Official Development Plan (RHS ODP) applies. The RHS ODP is a by-law which applies in certain zoning districts - primarily residential multi-family apartment zones. Any redevelopment in these areas with three or more dwelling units would be required to replace all existing rental housing units.

For more information on the RHS ODP, visit: <https://bylaws.vancouver.ca/ODP/RHS.pdf>

Purpose-Built Rental



- In RHS ODP
- Outside RHS ODP

Purpose-Built Rental Housing within Rental Housing Stock Official Development Plan Area

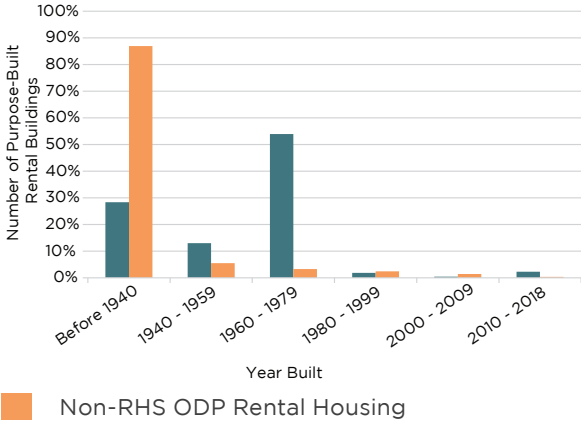
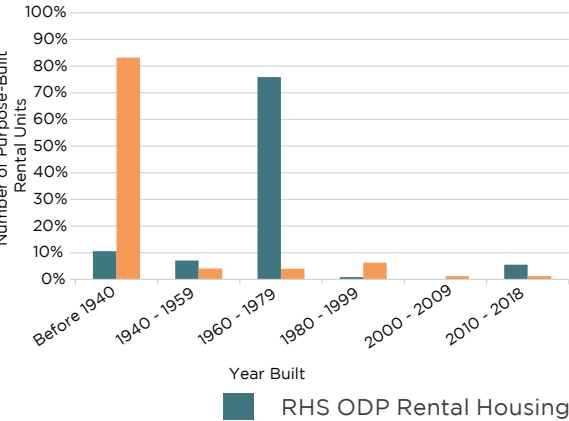
In the portion of Mount Pleasant within the Broadway Plan study area, the majority of existing purpose-built rental buildings (with three or more purpose-built rental units) are outside areas covered by the RHS ODP. However, approximately 65% of the existing purpose-built rental units (in

buildings with three or more purpose-built rental units) are covered by the RHS ODP. This is because purpose-built rental building forms within the RHS ODP area are generally higher density (e.g. apartment buildings), while outside the RHS ODP consist of more lower density forms.

*Purpose-built rental housing only includes market rental buildings with three or more purpose-built rental units

Geographic Boundaries: See Map D on page 26 (Source: City of Vancouver BCAA, 2018 and Coriolis Consulting Corp Purpose-Built Market Rental Inventory, 2009)

Purpose-Built Rental Housing Age



The age of purpose-built rental housing buildings (with three or more units) in the Mount Pleasant portion of the Broadway study area varies greatly. The map above shows the location of purpose-built rental housing built in different periods of time.

The majority of purpose-built rental buildings in Mount Pleasant were built prior to 1960. However, purpose-built rental housing built before 1960 accounts for just less than 40% of purpose-built rental units.

The purpose-built rental buildings built between 1960 and 1980 contain approximately half of the rental units in the area. Generally, denser built rental buildings (i.e. apartments) were constructed in the 1960's and 1970's.

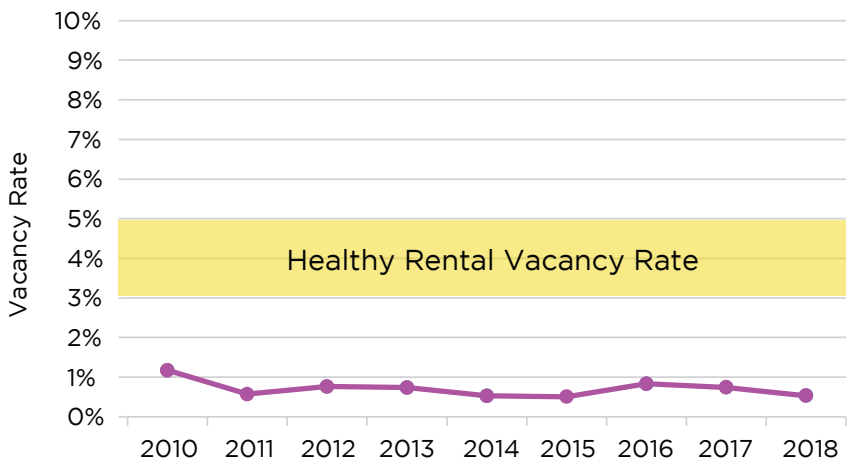
Since 1980, very little purpose-built rental housing has been constructed in this area.

Geographic Boundaries: See Map D on page 26 (Source: City of Vancouver and Coriolis Consulting Corp Purpose-Built Market Rental Inventory, 2009)

Rental Housing Cost and Availability for Broadway Plan Study Area

Purpose-Built Rental Housing Vacancy Rates

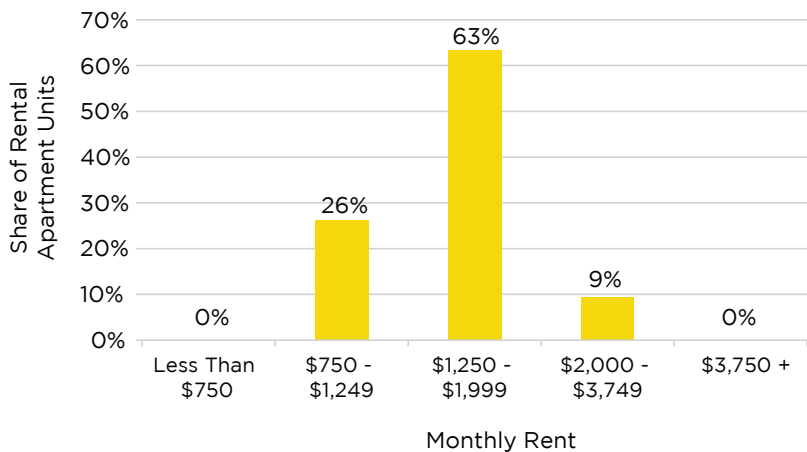
The rental vacancy rate measures the proportion of purpose-built rental units which are unoccupied at a certain point in time and is an indicator of what is available for those looking for rental units. Generally, 3 to 5% is considered a healthy rental vacancy rate. Since 2010, the vacancy rate in the Broadway census area for purpose-built rental apartment units has been persistently low. In 2018, the vacancy rate was 0.5%.



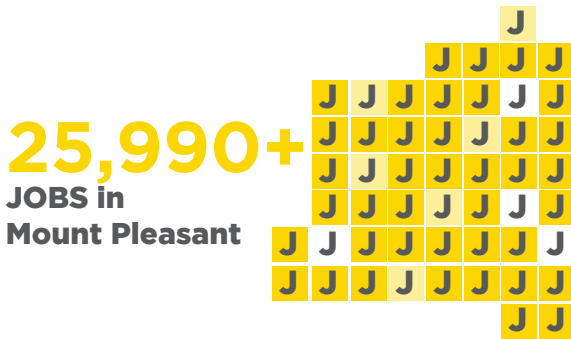
Geographic Boundaries: See Map B on page 26
(Source: CMHC Rental Market Survey, 2018)

Purpose-Built Rental Apartment Stock by Monthly Rent

Within the entire Broadway census area, monthly rents vary across rental apartment units. In October 2018, the majority of purpose-built rental apartment units within the Broadway census area had rents between \$1,250 and \$1,999. Generally, units within this rent range are affordable to households with before-tax household incomes of \$50,000-80,000.

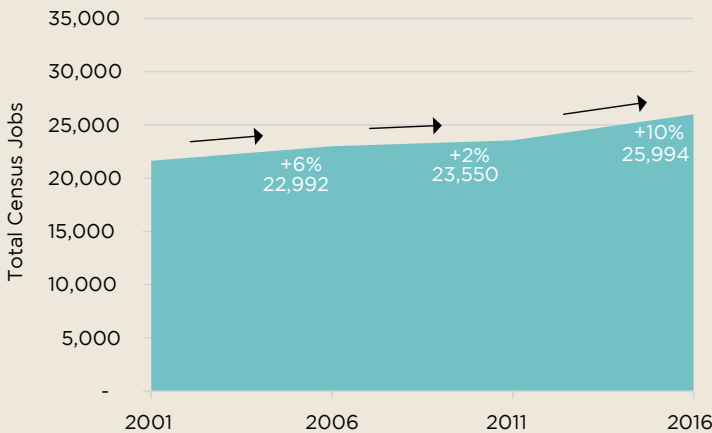


Geographic Boundaries: See Map B on page 26
(Source: CMHC Rental Market Survey, 2018)

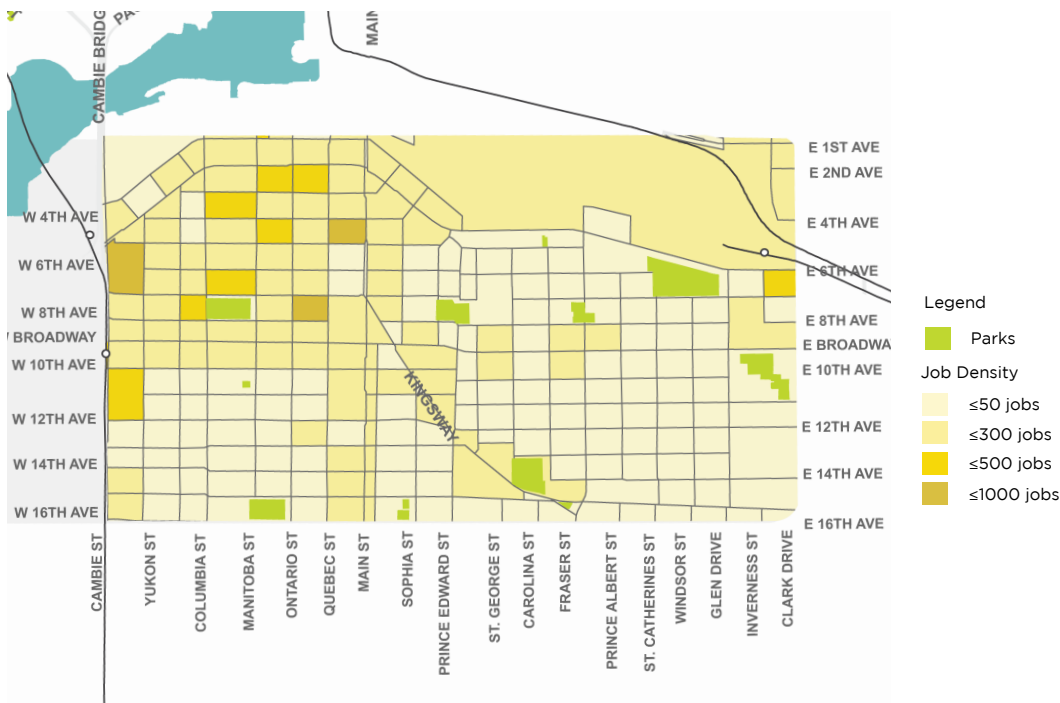


20% job growth within the last 15 years in the Mount Pleasant neighbourhood

Year	Mount Pleasant Neighbourhood	City of Vancouver
2001 - 2006	+6%	+9%
2006 - 2011	+2%	+6%
2011 - 2016	+10%	+7%



Jobs in Mount Pleasant increased steadily with overall job growth of 20% within the last 15 years.



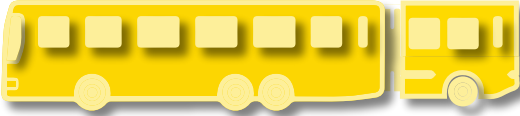
Job Density

8,475 people work in the Mount Pleasant Industrial Area – which is an increase of 1,385 jobs or 20% since 2001. The largest job increase was in the information and cultural industries sector, which increased by 2,010 jobs or 293% between 2001 and 2016.

Other significant increases in the sub-area include professional, scientific and technical services, which increased by 840 jobs (162% increase).



TRANSPORTATION



The busiest bus line in
Canada & United States,

the **99 B-Line**,
runs through the area

*Over 500,000 people cycle on 10th Ave every
year, making it one of the busiest east-west
bikeways in Vancouver's cycling network.*

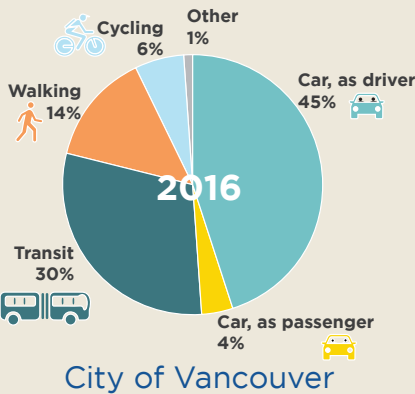
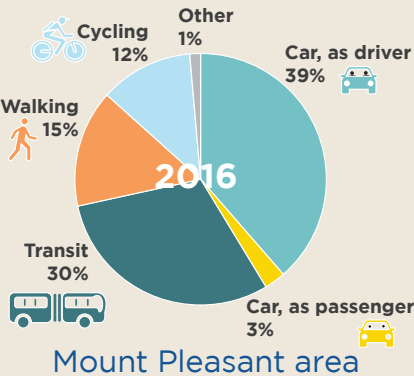


Journey to Work - Transportation Mode Choice

Geographic Boundaries: See Map B on page 26
(Source: DA level: Statistics Canada, 2016 Census)

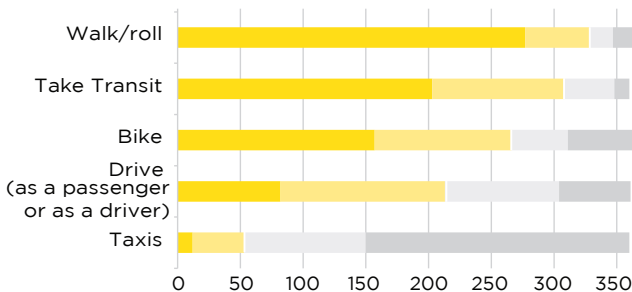
Almost **60%** of the people living in Mount Pleasant traveled to work by sustainable modes

Sustainable modes include walking, rolling, cycling or taking transit



Travel within Mount Pleasant

(Source: Talk Vancouver Survey)
n=329



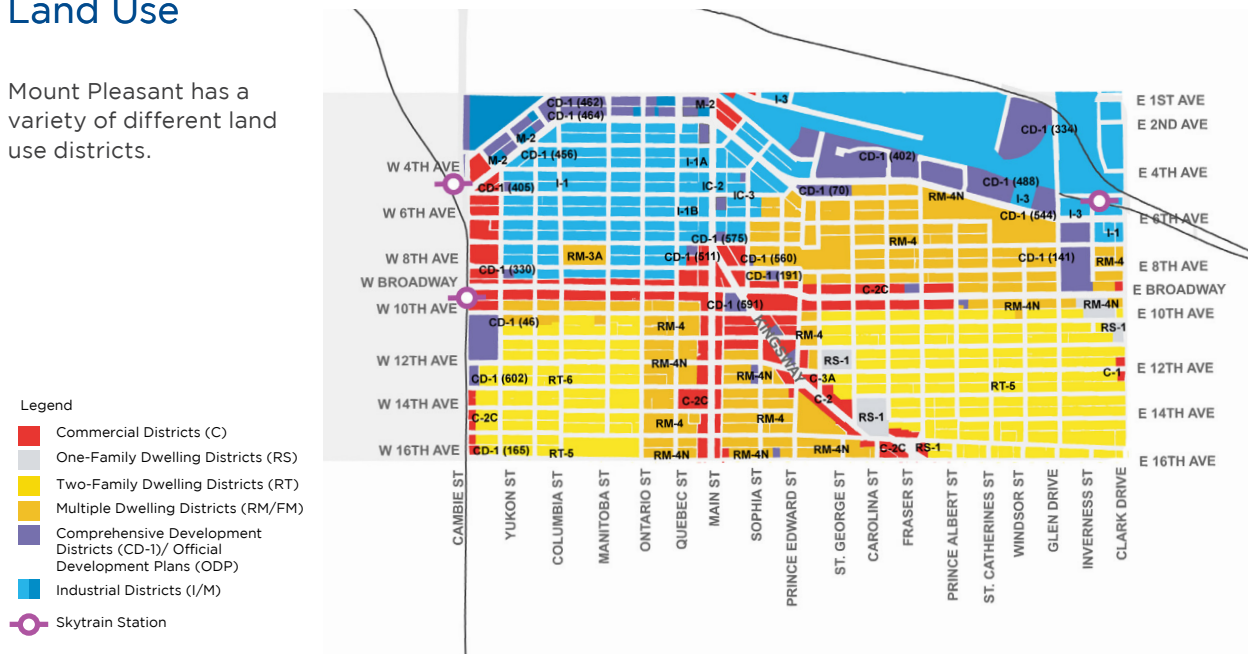
For people living in Mount Pleasant, the top three transportation choices were walking/rolling, taking transit and biking when travelling within the Broadway Plan area.

LAND USE



Land Use

Mount Pleasant has a variety of different land use districts.





HERITAGE SITES



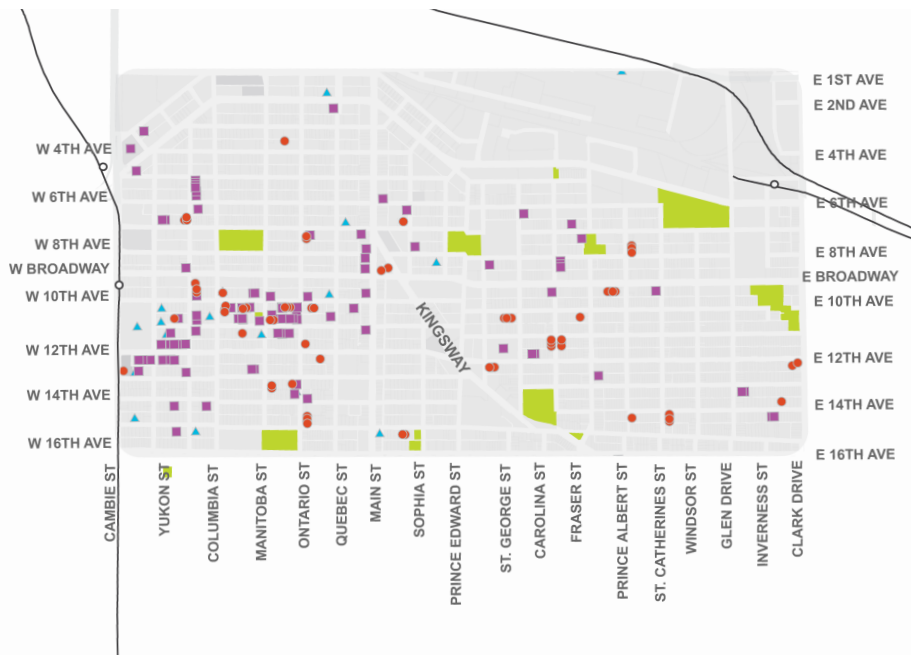
Heritage Sites

The western portion of the Mount Pleasant area has a significant collection of heritage sites mostly under category (B) significant evaluation.

Category (B) significant evaluation sites are sites that may have some documented historical or cultural significance in the neighbourhood.

Legend

- Broadway Plan Study Area
- SkyTrain
- Vancouver Heritage Register Evaluation Groups
- ▲ A - Primary Evaluation
- B - Significant Evaluation
- C - Contextual or character Evaluation



COMMUNITY AMENITIES



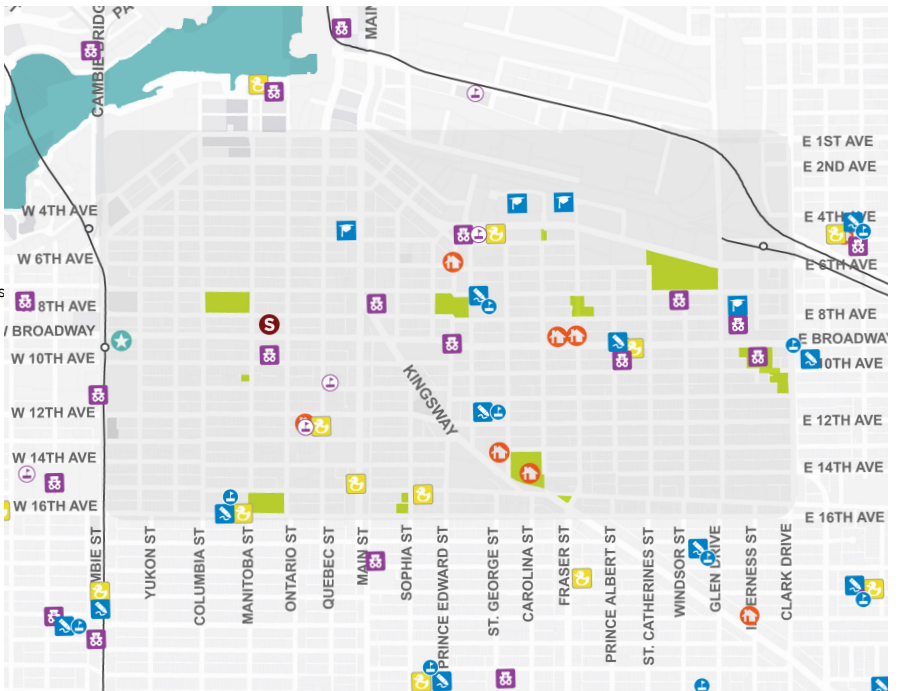
Community Facilities and Services

- Legend**
- Broadway Plan Study Area
 - SkyTrain
 - Parks
 - City Hall
 - Community Centre
 - Police
 - Firehall
 - Library
 - Public Marina & Amenities
 - National Works Yard



Social and Health Services

- Legend**
- Broadway Plan Study Area
 - SkyTrain
 - Parks
 - Neighbourhood House
 - Seniors Centre
 - Children, Youth & Family Centres
 - Multi-service agency
 - Other Social Facilities
 - Childcare Centre
 - School Age Children
 - Under 5 years old
 - Part-day Pre-School Children
 - Schools, Colleges and Universities
 - Elementary School
 - Secondary School
 - Independent School
 - Post Secondary School



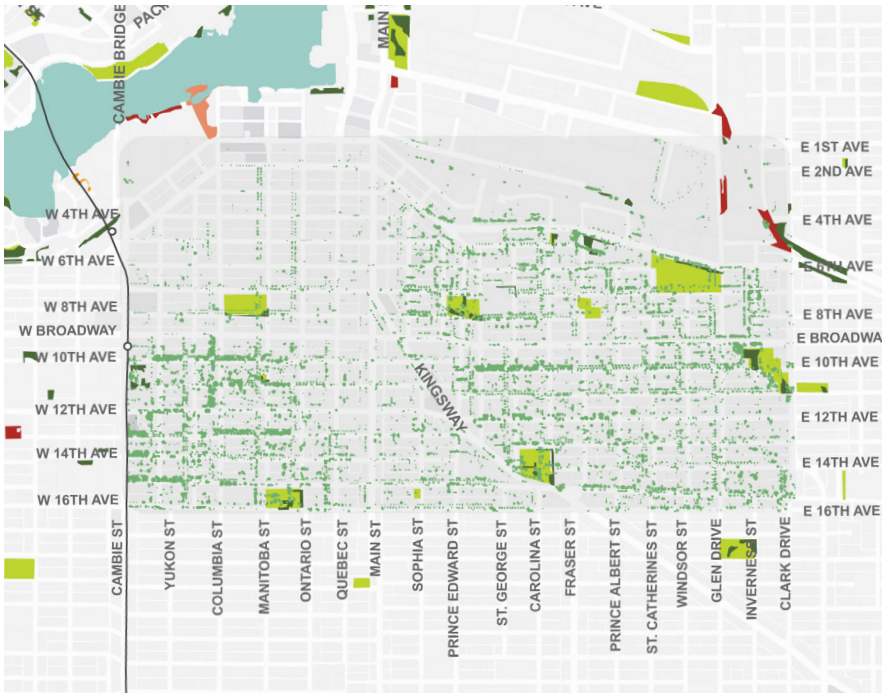


ENVIRONMENT & UTILITIES

Natural Areas

Legend

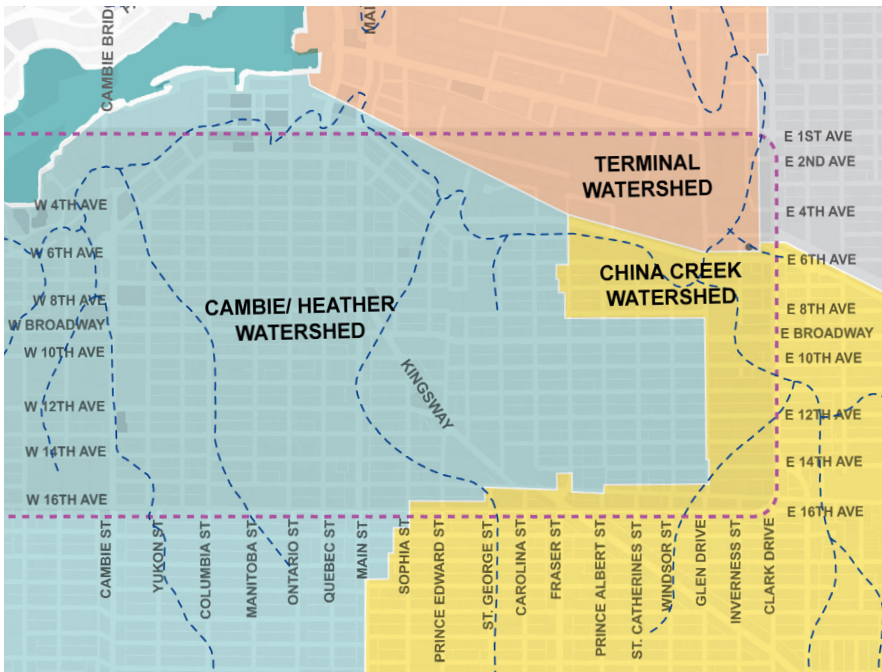
- Broadway Plan Study Area
- Parks
- Tree canopy
- Subtidal
- Intertidal
- Forest
- Meadow
- Wetland



Watershed Boundaries

Legend

- Broadway Plan Study Area
- Historic Stream and Shore Line
- Cambie/Heather Watershed
- China Creek Watershed
- Terminal Watershed
- Existing False Creek



Creative District

Profile

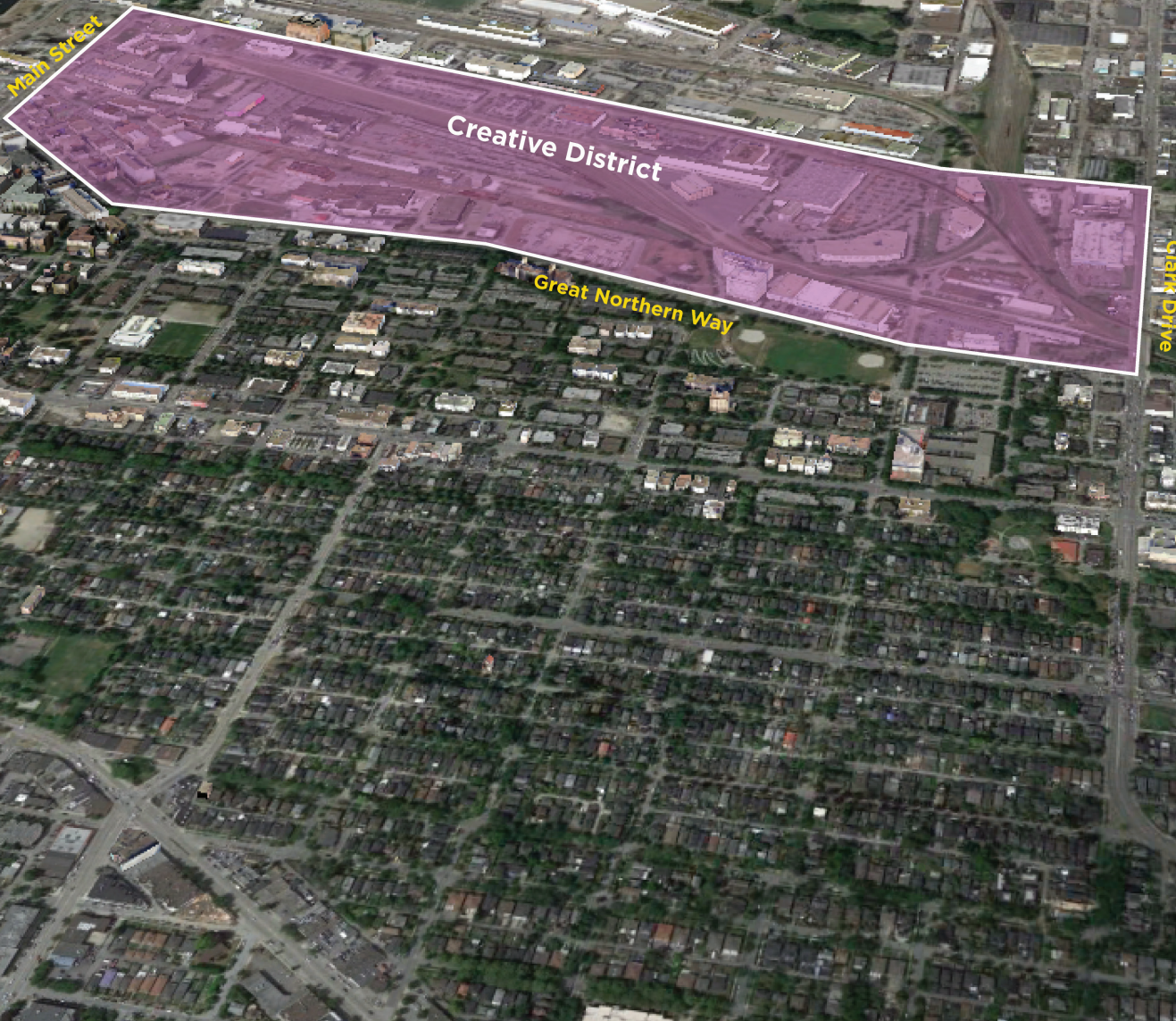
An overview of the portion of the False Creek Flats within the Broadway Plan study area.

Printed April
2020

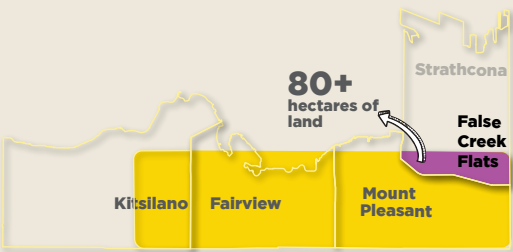


CITY OF
VANCOUVER

Broadway
Plan



Key highlights of the area



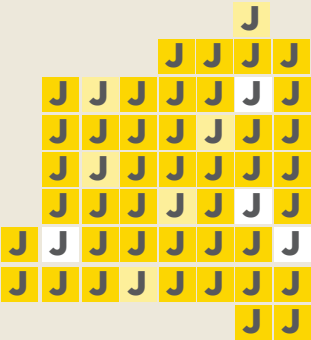
170+ PEOPLE
LIVING IN THE AREA



3 Educational Institutions

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

4,760+
JOBS

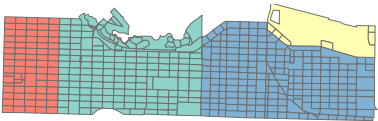
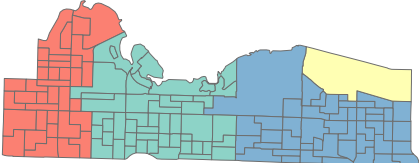
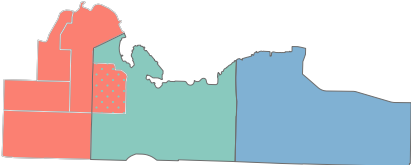




Year	False Creek Flats	City of Vancouver
2001 - 2006	+3%	+9%
2006 - 2011	-13%	+6%
2011 - 2016	+80%	+7%

61% Job growth
2006 - 2016

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

Data Source

Data	Source & Note	Map boundaries
Population Overall	Block level; Statistics Canada	Map A 
Population, Jobs and Household Size	Block level; Statistics Canada (Note: Private Dwelling does not include collective housing)	
Age	DA level; Statistics Canada (Note: Data suppressed for Dissemination Area 59150648 in year 2006 due to the low data quality)	
Census Family with Children	DA level; Statistics Canada (Note: Data suppressed for Dissemination Area 59153131 in year 2001 and 59150622, 59150707 in year 2006, due to the low data quality)	Map B 
Journey to work	DA level; Statistics Canada 2016	
Rental Housing Cost and Availability	CMHC Rental Market Survey, 2018	
Housing Tenure	Statistics Canada 2001, 2006 & 2016. National Household Survey 2011 (Note: Year 2011 may have data suppression due to the sample size)	Map C   Please note there is an overlap of data boundaries between Kitsilano and Fairview
Household incomes, Shelter-Cost-to-Income Ratio	Statistics Canada, 2016 Census	
Housing Mix	<ul style="list-style-type: none"> Statistics Canada, 2016 Census; City of Vancouver Non-Market Housing Inventory, 2019; City of Vancouver Purpose-Built Rental Inventory, 2018; Coriolis Consulting Corp. Purpose-Built Market Rental Inventory, 2009) 	
Rental Housing Stock ODP	City of Vancouver Zoning Maps	Map D 
Purpose-Built Rental Housing within RHS ODP Area	<ul style="list-style-type: none"> City of Vancouver BCAA, 2018 Coriolis Consulting Corp Purpose-Built Market Rental Inventory, 2009 	
Purpose-Built Rental Housing Age	<ul style="list-style-type: none"> City of Vancouver Coriolis Consulting Corp Purpose-Built Market Rental Inventory, 2009 	