



POLICY REPORT  
DEVELOPMENT AND BUILDING

Report Date: November 02, 2010  
Contact: Peter Burch  
Contact No.: 604.873.7486  
RTS No.: 08887  
VanRIMS No.: 08-2000-20  
Meeting Date: November 18, 2010

TO: Standing Committee on Planning and Environment

FROM: Director of Planning, in consultation with the General Manager Park Board, General Manager of Engineering Services, Managing Director of Cultural Services, and Managing Director of Social Development.

SUBJECT: Mount Pleasant Community Plan

***RECOMMENDATION***

- A. THAT the document entitled "DRAFT Mount Pleasant Community Plan" (attached as Appendix A) be adopted to guide future plans, policies, actions, and other initiatives in Mount Pleasant.
- B. THAT staff proceed with the implementation of the Mount Pleasant Community Plan, including the development of a strategy for revitalizing Broadway East, a community-wide public benefits and infrastructure strategy and public realm plan, and an investigation of public engagement alternatives for implementing the Plan, in accordance with Plan principles and policies and in consultation with the local community.

***GENERAL MANAGER'S COMMENTS***

The General Manager of Community Services RECOMMENDS approval of the forgoing.

***COUNCIL POLICY***

- Mount Pleasant Community Plan, 1987
- CityPlan, 1995
- Transportation Plan, 1997
- Homeless Action Plan, 2005
- Social Sustainability Policy, 2005
- Main Street Corridor Plan, 2006

- Supportive Housing Strategy, 2007
- Heritage Register Upgrade Program, 2007
- EcoDensity, 2008
- Culture Plan, 2008
- Cultural Facilities Priorities Plan, 2008
- Metropolitan Core Jobs and Economy, on-going
- Greenest City Initiative, on-going
- UBC Line Rapid Transit Study, on-going
- Housing Strategy, on-going

### ***PURPOSE AND SUMMARY***

This report seeks Council approval of the Mount Pleasant Community Plan. The Mount Pleasant Community Plan includes:

- Overarching Principles which set out the overall goals of the community plan - the basis for future plans, policies, actions, and other initiatives;
- Policies Addressing Key Issues - policies, actions, and other initiatives related to housing, transportation, heritage, character, safety, services, and culture; and
- Shopping Sub-area Plans and Policies.

The report also discusses community projects undertaken to address key social issues identified by the community and endorsed by Council through the Community Action Agenda.

The report includes background information on the planning process - including key process principles - and the policy context within which the process was carried out - including the Greenest City initiative, the Metropolitan Core Jobs and Economy Study, the Cultural Plan, and the UBC Rapid Transit Line study.

The report concludes with a description of the processes needed to implement the Mount Pleasant Community Plan, including a set of initial steps referred to in this report's recommendations:

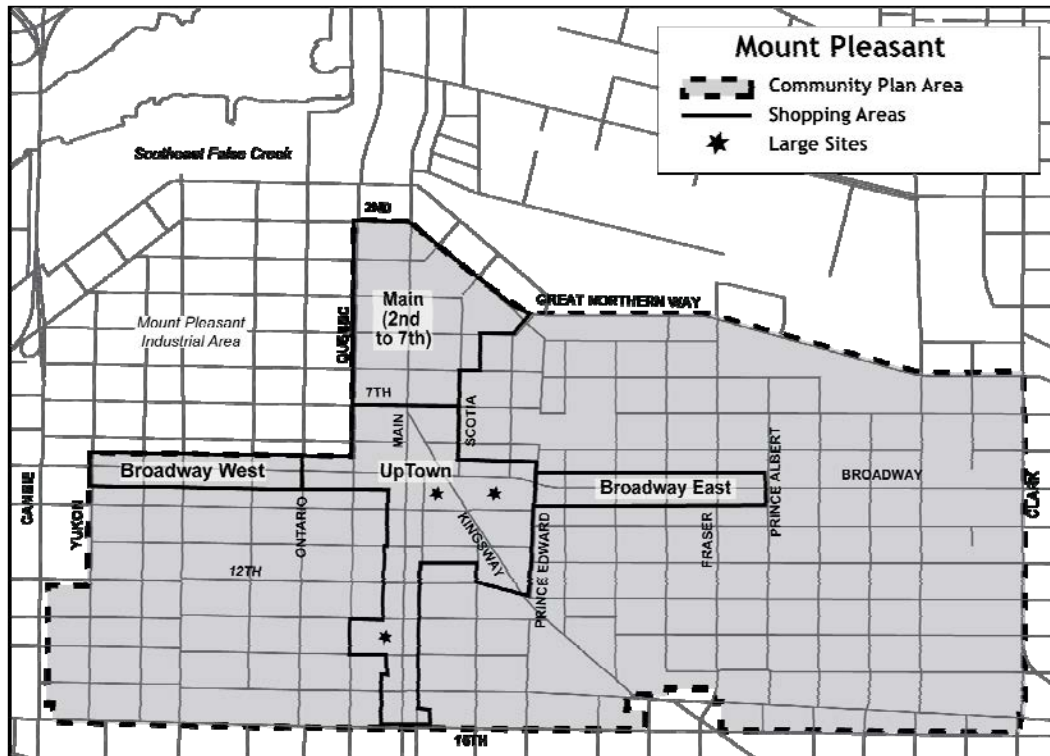
- a strategy for revitalizing the area referred to in the Plan as Broadway East;
- development of a public benefits strategy and public realm plan for all of Mount Pleasant; and
- an investigation of public engagement alternatives for implementing the Plan, in accordance with Plan Directions and in consultation with the local community.

### ***BACKGROUND***

#### **Study Area**

The Mount Pleasant local area is bounded by Cambie Street to the west, 16th Ave. to the south, Clark Dr. to the east, and Great Northern Way/False Creek to the north.

The Community Plan will focus on the area shown in Map 1.



Map 1

Land use policy and urban design in the remainder of the Mount Pleasant local area is, or will be, addressed through other initiatives:

- South East False Creek: the Olympic Athletes Village and the other lands north of 2<sup>nd</sup> Ave. will be guided by the recently adopted Official Development Plan;
- Cambie Street: Public realm improvements along Cambie St. within Mt. Pleasant were constructed as part of the completion of the Canada Line project; land use and urban design issues will be dealt with through future station area planning. Additional planning for the Cambie St. commercial frontage, will be incorporated in future planning (e.g. Metro Core Jobs and Economy Study, and Fairview Community Planning);
- Mount Pleasant Industrial Area: Future land use of this area, generally bounded by Quebec St., Broadway, Yukon St., and 2<sup>nd</sup> Ave., will be addressed in the Metro Core Jobs and Economy Study; and
- Kingsway and Fraser St.: The small commercial node at Kingsway and Fraser St. will be combined with the larger commercial area on Kingsway and Fraser St. to the south of 16<sup>th</sup> Ave. in a future Neighbourhood Centre or similar planning program.

### Area Description

- Population: Mount Pleasant has a population of 23,615 people. Between 1996 and 2006, the population of Mount Pleasant experienced a marginal decrease of 3.4%. In comparison, the overall population of Vancouver increased by 12.5% during the same period. The number of children in Mount Pleasant aged 0 to 19 changed significantly, dropping by 24.4% (city-wide: increased by 4.5%). The number of young adults in

Mount Pleasant aged 20 to 39 also dropped significantly at 11.4% between 1996 and 2006 (City-wide: marginal increase by 1%).

- Language: In 2006, 62% of Mount Pleasant residents identified English as their mother tongue, up from 57% in 1996. Chinese speakers accounted for nearly 11% of Mount Pleasant residents in 2006. Other languages spoken in Mount Pleasant include Tagalog 5.5%; Vietnamese 3%; and, French 2%.
- Income: The median household income for Mount Pleasant is \$37,782 which is 20% below the city median of \$47,299. About 32% of Mount Pleasant residents are considered low-income, which is above the citywide figure of 27%. The proportion of Mount Pleasant families led by a single parent was 18.6% in 2006 (city-wide 16%). In 2006, one in three Mount Pleasant households found themselves paying 30% or more of their gross income for suitable and adequate housing.
- Housing: Multi-family housing (which includes duplex, rowhouse, and apartments) accounts for 94% of Mount Pleasant's dwelling types compared to 80% city-wide. Single family houses (including houses with secondary suites) comprise only 3.8% of Mount Pleasant's dwelling types, much lower than the city-wide average of 19%.

In 2006, approximately 67% of Mount Pleasant residents rented their homes, with an average monthly shelter cost of \$765 (2007), 24% below the City average of \$945. Home ownership levels increased in Mount Pleasant between 1996 and 2006, from 28% to 33%, still well below the city-wide average of 48%.

- Parks: Mount Pleasant has nine parks, for a total of 9.96 hectares, yielding a ratio of 0.44 hectare of park per 1,000 residents. This is well below the target for park space of 1.1 hectares (2.75 acres) per 1,000 residents.
- Heritage: Mount Pleasant has 22 "A", 100 "B" and 69 "C" listed buildings, yielding a total of 191 Vancouver Heritage Register buildings, 9% of the total number listed.
- Culture: Mount Pleasant has 53 arts primary cultural facilities (e.g., not including restaurants, pubs, or community centres) out of a total city-wide of 488. It is one of the top four areas for culture in the City.

## 1989 Mount Pleasant Community Development Plan

In 1989, the Mount Pleasant Community Development Plan was adopted by City Council. Its overall goal was to improve the general social and physical environment of the community, and included directions on housing, commerce and employment, heritage, parks, traffic, the environment, and social development. Plan implementation resulted in new zoning for Mount Pleasant's industrial, commercial, and residential areas (duplex and apartment areas), and included actions respecting prostitution, public health, culture, heritage, parks, and extensive traffic calming.

## Current Community Plan Process

The Community Plan process consisted of three main steps. These activities and steps are described below. In total, planning fairs, workshops, and open houses attracted over 2000

people. For a more complete description of the events and meetings held during the public process, please see Appendix B.



**NOTE: includes 28 CLG meetings, 40 Focus Group meetings, 21 SCG meetings**

#### Step 1: Start-up and Getting in Touch

This step included initial outreach to community groups, businesses, and service agencies; an initial newsletter; and recruitment of members for a Community Liaison Group (CLG). A Feedback Form seeking community input on priorities for action was developed. This was a starting point for community discussion and it helped shape the issues and opportunities addressed in the program. Two Community Plan Fairs were held as kick-off events to increase community awareness of the program, publicize opportunities to participate, and help set priorities for subsequent program steps.

#### Step 2: Workshops and Community Action Projects

##### a. Shopping Area Plans and Policies for Key Themes

The Shopping Area Plans involved concurrent work on the three existing shopping areas and for the light industrial/commercial area on Main Street from 2nd to 7<sup>th</sup> Aves. The Key Themes explored in the planning process included Housing, Transportation, Safety and Services, Parks and Open Space, Heritage and Character, and Culture. To produce these plans and policies, the process steps included:

- reviewing existing issues and policy, and land use and transportation patterns in Mount Pleasant;
- discussing needs, challenges, and opportunities in a series of public workshops, open houses, focus groups, and other engagement vehicles;

- urban design analysis of built form options, including alternative land uses, public realm, traffic and parking, and public open space opportunities.

#### b. Community Action Agenda/Projects

This part of the program focussed on taking coordinated action on pressing social issues. The main steps included:

- drafting a Community Action Agenda based on Feedback Form responses;
- forwarding the Community Action Agenda to Council for approval;
- forming a Social Coordinating Group (SCG) of key stakeholders;
- developing action plans for specific community projects;
- recruiting additional working group members to implement action projects/plans;
- implementing 12 projects to address 4 key social issues: homelessness; support for the vulnerable; open alcohol, drug, and sex trade; and community safety and security; and
- coordinating and monitoring project implementation.

#### Step 3: Open Houses and Completing the Plan

At this stage all the elements of Mount Pleasant's Community Plan were brought together for broad community validation and Council approval. The main steps included:

- a final broad public review of the draft Community Plan through a series of five Open Houses held across the community;
- modifying and refining the draft Plan based on feedback; and
- presenting the draft Plan to Council for adoption.

#### **Policy Context and Key Questions to Answer**

The Mount Pleasant Community Plan is integrated with many City initiatives. These include: Greenest City, the Homeless Action Plan and other related policies, the emerging Rental Housing policies, the Metro Core Jobs and Economy Study, Transportation Plan, City Plan, the UBC Rapid Transit Line, the Social Sustainability Policy, the Heritage Register Upgrade Program, and the City of Vancouver Cultural Plan, and Cultural Facilities Priorities Plan. Alongside these initiatives are a set of Council priorities - homelessness and affordable housing; building strong, safe, and inclusive communities; environment and sustainability; and creative capital and a growing economy - which provide further guidance to the planning process.

Planning process principles accepted by the community included balancing the 'rights' and 'uniqueness' of the community with its responsibility as part of the City and Region, and that new plans and policies strive to be consistent with city-wide plans, policies, and initiatives. In recognition of this principle, the Mount Pleasant Community Plan has endeavored to respond to the following questions:

- What is distinctive - and highly valued - about the Mount Pleasant neighbourhood?
- How can Mount Pleasant become Vancouver's greenest, most sustainable neighbourhood?
- Where should higher density development be located in Mount Pleasant?

- How can Mount Pleasant address the needs of homeless people?
- How should we strengthen Mount Pleasant's neighbourhood centres and shopping areas?
- How can we support more walking, biking, and transit use?
- How can we preserve and promote Mount Pleasant's heritage?
- How can we promote arts and culture in Mount Pleasant?
- How can Mount Pleasant become a socially sustainable community?

The current policy context, together with Council priorities, will continue to evolve over the lifetime of the Mount Pleasant Community Plan. New policies and priorities may come forward to inform and guide the community plan's implementation.

In responding to the policy context - especially in areas of mostly provincial or federal jurisdiction - the community plan recognizes the need for partnerships, particularly the areas of housing, services, and regional transportation. Support from relevant federal and provincial ministries and agencies, regional health authorities, and TransLink would be preconditions for fully implementing some community plan policy.

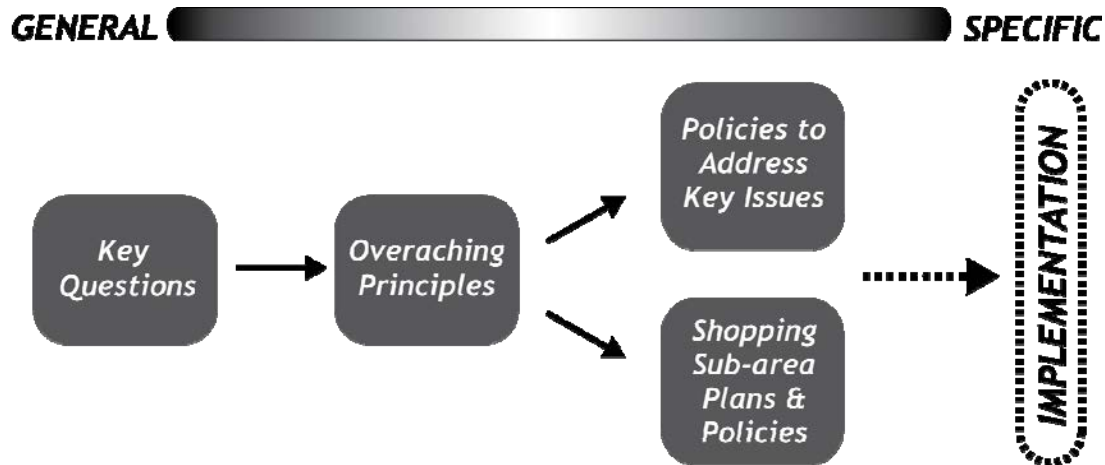
Some community plan policies can be implemented more quickly, closely aligned with existing city policy, priorities, and programs (e.g., traffic calming, business improvement area assistance, park improvements, bikeways, and greenways). Other plan policy may take shape over many years, requiring the assembly of city resources and/or further co-operation with senior levels of government to pursue implementation. The community plan will help to set priorities and to direct funds to programs which achieve policy over time.

The community plan also provides the community with a framework for action and volunteer initiatives. Continued community involvement will be necessary to set priorities and provide leadership over the life of the community plan. Further discussion regarding plan implementation occurs later in this report.

## ***DISCUSSION***

### **Mount Pleasant Community Plan: Summary**

This section summarizes key principles, plans, policies, actions, and other initiatives established within the Community Plan. For more detail, refer to the draft Community Plan contained in Appendix A. In cases where a proposed principle, plan policy, or action has raised concerns within the local community, it is referenced and staff's policy recommendations outlined under the heading *Community Concerns*.



### Overarching Principles

The Mount Pleasant Community Plan establishes a number of overarching principles which set out the overall goals of the community plan, summarized as follows:

#### a. Housing and Population Mix

- Provide more housing and more affordable housing in Mount Pleasant with a variety of tenures and housing types to suit a diversity of people; retain older more affordable housing (e.g., 3 storey walk-ups) for low income families and individuals.

#### b. Economic Development and Revitalization

- Recognize four distinct shopping areas in Mount Pleasant, and develop a strategy (including added density and height) to attract development that will meet local needs and respond to the character of the neighbourhood; consider Broadway East as the highest priority for revitalization.

#### c. Character and Built Form

- Conceive of Mount Pleasant as a distinctive 'hilltown' area with a heritage 'heart' at Broadway, Main, and Kingsway, and slopes as natural form-makers; pursue a 'high-low massing rhythm' across the hill town, but with modest height as the norm; find ways for contemporary design to fit into the neighbourhood; and develop Watson Street as a special place.

#### d. Large Site Development

- Pursue additional height and density in select locations in Mount Pleasant - particularly near transit hubs - to achieve more appropriate site development and important public benefits, contingent on further urban design analysis, including respecting the character of adjacent streets.

#### e. Parks and Public Realm

- Address the constraints on larger park development by increasing vertical gardens, linear parks, pocket parks, courtyards, patios, and rooftop terraces; provide opportunities for farmer's markets and other outdoor events/celebrations; and explore opportunities for daylighting Mount Pleasant's streams.

#### f. 'Laneways'



- Animate Mount Pleasant's lanes that provide key pedestrian and cyclist links with more pedestrian and cyclist use, architecturally innovative new development, laneway-facing studios or other small businesses, public art, and urban agriculture, while still addressing servicing needs.

g. Transportation

- Develop a pedestrian-, cyclist-, and transit-oriented community, with improved linkages or routes, and safety, and explore ways to accommodate roller-bladers, wheelchair/scooters, and skateboarders; mitigate the impacts of traffic and parking on the livability of Mount Pleasant.

h. Heritage

- Recognize and preserve Mount Pleasant's heritage assets, ensuring that heritage preservation includes programming and promotion of heritage activities, and honour the history, traditions, and current presence of Aboriginal peoples and sites with tangible support for Aboriginal projects and initiatives.

i. Culture

- Retain existing - and develop new - gathering, creation, production, and support spaces for cultural, social, and economic activities; and create and display a diversity of public art.

j. Community Services and Development

- Welcome, engage, and integrate newcomers; maintain population diversity; distribute services fairly within the neighbourhood and across the City, including those for at-risk groups; model "best practices" to reduce the risk of crime; and promote universal design.

k. Public Engagement

- Build community capacity throughout the planning and development processes, ensuring that the process seeks common ground and reflects the interests of the broad community; and investigate public engagement alternatives for collaboration when implementing the Plan.

*Community Concern 1:* Policy directions which received strong support during the community planning process were creating a neighbourhood panel to work with architects and developers to find a good way for contemporary design to fit in to Mount Pleasant's older neighbourhoods, and using co-design processes for all new public realm assets to ensure they are well-conceived, well-implemented, and well-used. As suggested in the Overarching Principles, staff support as a first step an investigation by City planners into the various models and best practices used in other neighbourhoods and municipalities to collaborate on design solutions and community plan implementation. This would be followed by further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant.

## Policies Addressing Key Issues

The Mount Pleasant Community Plan contains policies, actions, and other initiatives addressing issues of housing, character, parks, services, safety, transportation, heritage, and culture. These policies are largely directed at the City of Vancouver as the most significant

policy-maker, regulator, and sometimes funder of projects related to the key issues, and are more focused (i.e., by location, action, or actor) than the overarching principles discussed above. As discussed above, senior levels of government and their agencies have a role to play in the implementation of policies respecting housing, services, and transportation.

a. Housing

- Encourage the construction of more affordable housing, including new market rental housing, by exploring a variety of measures including seeking partnerships with senior levels of government, and research best practices for integrating at-risk groups into the neighbourhood.
- Investigate creating a shopping and residential hub at Broadway and Clark, increase affordable housing along Broadway between Main and Clark, and encourage housing on lanes.
- Strengthen and enforce standards for building maintenance, and encourage residents to maintain their buildings.

b. Character

- Investigate opportunities to increase the 'quality', sustainability, variety, and innovation in design of new housing being built in Mount Pleasant; explore impacts of reducing the size (height and bulk) of new duplexes (including likely impacts on unit size, property values, and carbon footprint); and improve guidelines for 'heritage' design - reflecting the character of heritage buildings - in Mount Pleasant's apartment and duplex areas.

c. Parks and Open Space

- Improve Mount Pleasant's parks by, for example, providing more space for arts and culture in parks, more public washrooms, and more opportunities for urban food growing/education; and in Jonathan Rogers and Guelph Parks, provide a skateboard and bike park, and an enclosed off-leash area.
- Create one new central neighbourhood square (with covered area), and turn open space at Mount Pleasant Elementary School into a special gathering space.

d. Services

- Provide support for Mount Pleasant's children and youth, and intergenerational support, linking seniors with young families; provide adequate space for seniors' programming in Mount Pleasant; and deliver services and facilities to support immigrants in Mount Pleasant.
- Seek to prevent homelessness before it happens with the timely provision of support services, but continue to support efforts to house the homeless in Mount Pleasant, with the provision of support services; and ensure the community is engaged by the City, provincial government, and/or other actors when implementing programs for the homeless.
- Encourage property owners and occupants to keep adjacent streets and lanes litter-free, and to maximize recycling and composting opportunities within each property; ensure air and waste water quality regulations are followed in light industrial areas in Mount Pleasant.

e. Safety

- Continue City's practice of having 'eyes-on-the-street', improving lighting on streets and sidewalks through existing programs, and implementing the City's Four Pillars Program; strengthen the Mount Pleasant's Community Policing Centre.

f. Walking, Biking, and Parking

- Explore opportunities to address issues related to traffic calming and provide street improvements for walking and biking through redevelopment and existing programs; and review the potential for reducing parking requirements to reduce housing costs and car use while mitigating neighbourhood impacts.
- Continue to support improved pedestrian and bicycle linkages both within Mount Pleasant and connecting to surrounding neighbourhoods, including SE False Creek, False Creek Flats, and Strathcona.

g. Transit

- Provide transit improvements, including supporting rapid transit to UBC.
- Examine the potential of extending Vancouver's street car network up Main Street to 13<sup>th</sup> Avenue as part of the new Transportation Plan.
- Locate the anticipated transit station for GNWC on the north side of Great Northern Way, positioned to be integrated with new development, including safe pedestrian access and connectivity between the station and other Mount Pleasant destinations.

h. Heritage

- Consider making Mount Pleasant a 'heritage area' - providing a detailed description of Mount Pleasant's heritage assets - as a means to better protect and enhance its heritage resources; upgrade the heritage register; enhance Brewery Creek's historical significance; and increase the incentives/regulation relaxations for heritage retention (including transfer of density within Mount Pleasant).

i. Culture

- Enable the sustainable creation and operation of cultural spaces including addressing issues which constrain artistic occupations and activities, including zoning, licensing and various guidelines, and promote diverse cultural programming of events.

## Shopping Sub-Area Plans and Policies

The Mount Pleasant Community Plan contains plans and policies for Mount Pleasant's three shopping sub-areas - Uptown, Broadway West, and Broadway East - and the light industrial/commercial area located on Main from 2<sup>nd</sup> Ave. to 7<sup>th</sup> Ave. (see Map 1).

Within these sub-areas are locations where additional density and height could be pursued to achieve more appropriate site development and important public benefits. A variety of built form options could be appropriate on these sites; any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, and the 'look and feel' of the area.

It is important to note that community feedback indicates that allowing for additional height (as opposed to density) is still a very sensitive issue with the least convergence of community opinion. Future development will need to demonstrate how to reach an optimal balance of

public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

New residential development should serve, in part, communities with housing needs (e.g., low to middle income families, seniors, artists) by providing a variety of housing types (e.g., more rental, social or artist live-work units, row housing, 3-bedroom units for families, or co-operatives). Large sites are encouraged to expand job space (retail; office professional), provide more services, and locate parking underground. The Plan supports the design of 'iconic' (landmark) buildings when granting permission for higher buildings. New development should distinguish itself from predominant forms of development in other parts of the City.

a. Uptown Shopping Area

- Retain the existing scale and character of Main Street (from 7<sup>th</sup> Ave. to 11<sup>th</sup> Ave.);
- Create a 'Cultural District' north of Broadway;
- Use possible transit station (for UBC Rapid Transit) to improve pedestrian linkage between areas located north and south of Broadway;
- Increase permitted residential (with some commercial space) in locations south of Broadway on Kingsway, and use contributions from redevelopment for heritage retention, cultural amenities, public realm improvements, and other public benefits. Key Uptown sites on Kingsway include the Rize Alliance Development Site (bounded by Broadway, Kingsway, Watson St., and 10th Avenue) and the Kingsgate Mall.
- Allow additional density and height for mixed-use buildings on the the IGA site at 13<sup>th</sup> Ave. and Main St., and allow buildings of up to 6 storeys to increase housing opportunities along 'South Main' (from 12<sup>th</sup> to 16<sup>th</sup> Aves.).

b. Main 2nd to 7th

- Encourage new development along Main (2<sup>nd</sup> to 7<sup>th</sup> Avenues) with a mix of residential, office, and retail uses, and small public open spaces and plazas;
- Do not construct the Kingsway Connector, intended to extend Kingsway to Quebec Street at 5<sup>th</sup> or 6<sup>th</sup> Aves., using the land for open space, housing, and mixed-use development instead; and
- Allow up to 6 storeys for mixed-use developments, with buildings above 6 storeys considered at the intersections of Main St. with 2nd Avenue and with 7<sup>th</sup> Avenue.

*Community Concern 2:* the community expressed concerns about allowing buildings above 6 storeys at the intersections of Main St. with 2<sup>nd</sup> Avenue and with 7<sup>th</sup> Avenue. The concern is in recognition of potential impacts on views - especially at Main St. and 7<sup>th</sup> Ave. - and overshadowing of adjacent areas, along with changes to the character of the street. Further work will be required on this issue when a rezoning process occurs. The rezoning process must demonstrate how the additional height serves to improve site development and street character, and provide public benefits, without compromising the 'hill town' urban design concept, important public views, and sun access to the street.

- Consider opportunities to alter the view cone in order to allow taller buildings along the east side of Main Street and better promote the area as a mixed-use urban village. The present configuration may restrict development at 6<sup>th</sup> and 5<sup>th</sup> Aves. (allowing 2- and 3-storey buildings respectively), and disrupt the pattern of new mixed-use buildings being constructed between 2<sup>nd</sup> and 7<sup>th</sup> Aves.

*Community Concern 3:* the community supported retaining the Main St. view cone, protecting existing views, and restricting development of higher buildings along the east side of Main Street. Staff suggest that further work be done on this issue at the rezoning stage: clarification of the dimensions of the view cone is needed, along with a careful examination of potential development in and around the view cone, in consultation with the broader community. The rezoning process must demonstrate how altering the view cone will improve site development and street character, and provide public benefits, without compromising important public views.

c. Broadway West

- Reflect the 'outdoor character' of the shopping area with additional bike facilities, and pursue a gradient of retail stores from Cambie St. (with its 'big box' stores) to Main St. (with its small-scale shops).
- Increase permitted residential (with commercial space) along the north side of Broadway; heights of buildings should generally be 6 storeys (allowing for some mid-rise buildings beyond 6 storeys); and consider lot consolidation across the lane in blocks with short lots (i.e., north side of Broadway between Yukon St. and Quebec St.).
- Consider creating a significant pedestrian connection leading to Jonathan Rogers Park, with commercial storefronts facing open space, potentially consolidating the block and reorganizing the lane.

d. Broadway East

- Revitalize Broadway East, attracting a mix of business and residential development, including additional artist space.
- Increase permitted residential (with commercial space) along the north side of Broadway with additional density and height to increase private investment in the Broadway East shopping area, and contribute to public benefits.
- Allow up to 6 storeys for mixed-use developments along the north side of Broadway between Prince Edward and Prince Albert Streets; allow buildings above 6 storeys only on the north side of Broadway at the east and west ends of the shopping area, between Prince Edward St. and Guelph St., and between Fraser St. and Prince Albert St.

*Community Concern 4:* the community expressed concerns about allowing buildings above 6 storeys on the north side of Broadway at the east and west ends of the shopping area, between Prince Edward St. and Guelph St., and between Fraser St. and Prince Albert St. The concern is in recognition of potential impacts on views and overshadowing of adjacent areas, along with changes to the character of the street. Further work will be required on this issue when a revitalization strategy is drafted for Broadway East. The strategy must assess how the additional height serves to trigger redevelopment, and lead to improvements in site development and street character, and provisions of public benefits, without compromising urban design considerations (including overshadowing), and important public views.

- Investigate creating 'Fraser Square' on north side of Fraser St. at Broadway by closing off (or partially closing off) Fraser St. in order to create a community stage incorporating sitting areas, meeting places, and provide a view of (and greater connection to) Sahalli Park. Provide a wide range of cultural programming possibilities, especially for youth (e.g., producing and selling local art, community stage).

*Community Concern 5:* the community expressed concerns about closing off the north arm of Fraser St. at Broadway, because of the impacts on local traffic, and the prospect of the resulting open space being unsafe and unavailable for local residents (subject to use by drug users and sex trade workers). Further work will be required on this issue to review local traffic implications, design, and funding for any partial or full street closing, and to address the proposed change in light of the revitalization strategy being drafted for Broadway East.

### Connecting 'Key Questions' to Plan Principles, Plans, and Policies

By way of example, this table illustrates how the content of the Plan answers one of the key questions:

Key Question	Overarching Principles	Policies to Address Key Issues	Shopping Sub-Area Plans and Policies
<i>How can Mount Pleasant become Vancouver's greenest, most sustainable neighbourhood?</i>	More housing and housing variety, retain more affordable housing	<ul style="list-style-type: none"> <li>- Partnerships with senior levels of gov't</li> <li>- Standards of building maintenance</li> <li>- Sustainability of new housing</li> </ul>	<ul style="list-style-type: none"> <li>- More housing on large sites, and along Main 2<sup>nd</sup> to 7<sup>th</sup>, Main 12<sup>th</sup> to 16<sup>th</sup>, Broadway West and East</li> </ul>
	Development and services to meet local needs	<ul style="list-style-type: none"> <li>- Hub at Broadway and Clark</li> <li>- More opportunities for food growing</li> <li>- Support services for the homeless</li> <li>- Assess City policy respecting art and culture</li> <li>- Increase recycling and composting</li> </ul>	<ul style="list-style-type: none"> <li>- Provide mix of residential, office, and retail space</li> <li>- Small frontages, small business</li> <li>- Create Cultural District</li> </ul>
	Large site development near transit	<ul style="list-style-type: none"> <li>- Rapid transit to UBC</li> <li>- Extension of streetcar network up Main</li> </ul>	<ul style="list-style-type: none"> <li>- Kingsgate Mall</li> <li>- Rize-Alliance site</li> <li>- IGA site</li> </ul>
	Creative development of open space	<ul style="list-style-type: none"> <li>- Create n'hood square</li> <li>- Laneways</li> <li>- Pedestrian and cyclist corridors</li> </ul>	<ul style="list-style-type: none"> <li>- Improve site development on large sites with open space</li> <li>- Use space intended for Kingsway Connector</li> </ul>
	'Laneway' development	<ul style="list-style-type: none"> <li>- Cleaner lanes</li> <li>- Greater pedestrian and cyclist use</li> <li>- More arts and culture space</li> </ul>	<ul style="list-style-type: none"> <li>- Watson Street improvements</li> </ul>
	Pathways between areas	<ul style="list-style-type: none"> <li>- Separated pathways for walking and biking</li> <li>- Linkages north to False Creek Flats and Strathcona</li> </ul>	<ul style="list-style-type: none"> <li>- Connections to 10<sup>th</sup> Ave. Bike Route</li> <li>- Add bike infrastructure</li> <li>- Pedestrian connection to Jonathan Rogers Park</li> </ul>
	Maintaining population diversity	<ul style="list-style-type: none"> <li>- Intergenerational support</li> <li>- Space for seniors' programming</li> <li>- Immigrant support</li> </ul>	<ul style="list-style-type: none"> <li>- Add mix of housing (types, tenures) reflecting diversity of population</li> </ul>

## **Social Component: Development and Implementation of a Community Action Agenda**

The Mount Pleasant Community Plan offered the residents of Mount Pleasant a unique opportunity to address pressing social issues at the local level while at the same time planning for the longer term. This opportunity, known as the 'social component', was introduced for the first time as a pilot program to help enhance and integrate traditional land use practices and principles with current social development and capacity building techniques. This integration was seen as a new initiative of 'doing while planning'.

### Community Action Agenda

The social component was formalized in a Council report early on in the Community Plan process to give staff and the community the opportunity to move quickly with implementation. The social component, referred to as the Community Action Agenda (CAA), was approved by Council on February 14, 2008.

The CAA was developed based on feedback received from the broader community with over 1,000 comments, ideas, and suggestions received on a Feedback Form distributed at community events and community group meetings. Four key social issues were identified:

1. Support for the Vulnerable (40% of respondents)
2. Safety and security (25% of respondents)
3. Open alcohol, drug and sex trade (25% of respondents)
4. Homelessness (10% of respondents)

Each social issue was also linked to 3 to 5 objectives outlining what the community wished to achieve in relation to these issues. Over 50 separate actions and projects were also suggested by the broader community to pursue these objectives. After adoption of the CAA, the community pursued these actions and projects based on resources needed for implementation; in some cases new actions/projects were added by the community during the implementation process.

### Social Coordinating Group

To implement the CAA, staff and the community formed a local community-based committee called the Social Coordinating Group (SCG). The SCG's mandate as approved by Council was to implement up to 3 to 4 projects during the planning process. Over 10 projects and actions were eventually completed between February, 2008 and December, 2009 (2 more projects have been completed since December, 2009, with an additional 3 projects still being carried out).

The SCG was comprised of a membership of over 150 individuals and groups made up of businesses, residents (including homeless people), religious organizations, community groups, and service providers. The SCG established working groups to resource and launch the actions/projects referred to above. The SCG sought to build local partnerships and networks to advance priority actions/projects through in-kind support, donations, volunteerism, and limited grant writing.

Wherever possible, the SCG coordinated its efforts in alignment with existing civic initiatives including Keep Vancouver Spectacular, the Homeless Action Plan, and Crime Free Multi-Housing programs. The SCG also supported locally based initiatives through the Collingwood

Community Policing Office and Mount Pleasant Neighbourhood House through programs like Block Watch and Harvest Fest.

### Outcomes and Outputs

There are several key findings from the CAA process, the most notable ones including:

- The 12 projects completed by the SCG and working group members addressed the key issues identified in the CAA, and were of a tangible benefit for Mount Pleasant's at-risk groups. Projects included Single Mom's Clothing Swap, Homeless People Interviews, a Homeless Information Brochure, a Neighbourhood Survey on Safety and Security, a Neighbourhood Resource Directory, and Cycle Back Bike Training Repair Shop. Cycle Back, sponsored in part by the Olympic Sustainability Fund, established a bike repair shop to help former homeless people living in Mount Pleasant cycle back into society with technical certified training and employment placement.
- A three-way partnership formed with UBC, the SCG and the City to conduct research into 'best practices' to help inform future community-based committees based on findings from four different Vancouver models. Findings from the research will help inform future improvements to the CAA process, and at the time helped to assist the SCG to develop a transitional plan for 2010. As of January 2010, the SCG has been operating on its own without any civic support while at the same time continuing to advance the mandate of the CAA.
- Residents were able to bring their skills to the process and to learn new ones; that even though many of them had not participated on a community-based committee before that they are now more likely to volunteer in the future based on their positive experience with the SCG. Increased knowledge, awareness, and familiarity of the issues and what could be done about them were also important outcomes.
- SCG members also participated in other Community Plan workshops and meetings, providing both energy and a social perspective on the land use and transportation questions being addressed through the larger public process.

## **Plan Implementation**

### Avenues to Plan Implementation

Implementing the Mount Pleasant Community Plan will involve a combination of efforts stemming from a number of different initiatives:

a. Site-Specific rezoning - involving applications from landowners/developers to change the designation of land in accordance with Community Plan principles and policies. Currently a rezoning application has been received by Rize Alliance Properties for the site bordered by Broadway, Kingsway, 10<sup>th</sup> Ave., and Watson St. The rezoning process - with public engagement - should explore how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

b. On-Going City Programs and Projects - involving the application of staff resources and/or capital funding already dedicated to address key City issues and objectives, like the provision



of bike facilities and routes, park improvements, and traffic calming. During the Community Plan process, heritage staff, working with consultants, drafted a Mount Pleasant Heritage Context Statement which can be used in the Heritage Register Upgrade. Combining efforts to achieve outcomes that accomplish a variety of City and neighbourhood goals can also be pursued. An example of such an effort could involve the installation of traffic calming devices which could enable the creation of pockets of green space and/or the provision of bike parking facilities. Another example would involve the implementation of the City's Cultural Plan and Cultural Facilities Priorities Plan, which would further the Community Plan's directions regarding arts and culture.

c. New Programs and Projects - involving requests for new resources to implement the plan in cases where no resources are currently in place. Staff will report back to Council in instances where this support will be required in order to implement Mount Pleasant's plans and policies (e.g., City-initiated rezonings along Main 2<sup>nd</sup> to 7<sup>th</sup> Ave., Main 12<sup>th</sup> to 16<sup>th</sup> Ave., and East Broadway - north side - Prince Edward St. to Prince Albert St.). In addition, the emerging Homelessness and Housing Strategy is investigating creative approaches to achieving affordable housing (market and non-market) which may inform future rezoning processes.

#### Steps to Begin Community Plan Implementation

Staff will begin the process of plan implementation by taking the following steps:

##### a. Revitalization Strategy for Broadway East

A revitalization strategy will be devised by staff, working with the community, to address the issues identified in the community plan respecting Broadway East. The strategy will have physical, economic, and social dimensions - for example, public realm improvements can be brought about through redevelopment, which also can deliver new housing and services to the area, which, in turn, can create a safer environment for local businesses and residents. It will also recognize the economic and development history in deciding on an appropriate response. The strategy will determine the conditions and priorities needed to set revitalization in motion on Broadway East.

##### b. Public Benefits and Infrastructure Strategy

A Public Benefits and Infrastructure Strategy will be devised for Mount Pleasant to enable the delivery of multiple public benefits identified in the community plan. This Strategy will identify the capital costs for new public amenities and facilities requested in the community plan (e.g., childcare, parks, engineering infrastructure, cultural spaces including artist live/work, heritage retention, and affordable housing), potential revenue expected from new development and other sources (e.g., DCLs, CACs, Capital Plan), and the allocation of that revenue to support the new amenities and facilities. The strategy will also seek to ensure that new development on both City and private land pays a fair share towards public benefits and infrastructure needed to meet demands created by the new population.

##### c. Public Realm Plan

A Public Realm Plan will be drafted to bring about the public realm improvements identified in the community plan. In general, the public realm plan should address issues of connectivity across Mount Pleasant (e.g., with pathways and bikeways), street vibrancy, provision and

design of public spaces (including public art), and sustainability (e.g., rainwater management, wildlife habitat, and other ecological considerations). A key consideration will be approaches to daylighting and marking Mount Pleasant's streams. In light of the Plan's support for universal design, the Public Realm Plan should respond to the approach taken by the Mount Pleasant Wellness Walkway to enhance the urban environment for all pedestrians.

#### d. Public Engagement Review

The overarching goal of this review is to improve civic decision-making, addressing issues of representativeness, diversity, trust, and creativity in neighbourhood decision-making, while building community capacity to solve problems. It will involve an investigation into creating a governance structure and process mechanism to engage representatives of the Mount Pleasant community, design professionals, and the City to collaborate on design solutions and implementation strategies for the Mount Pleasant Community Plan. As a first step, various models and best practices used in other neighbourhoods and municipalities will be reviewed. This would be followed by further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant. This review can complement the City's own on-going review of public engagement practices.

#### Economic Viability of Development Options

The Plan sets out policies to encourage development on large sites, and along some commercial strips, in order to improve site development, achieve public benefits, and provide more housing, while addressing urban design considerations. On the large sites, arriving at a final design - including density and height - will involve a rezoning process and community dialogue; no density and height limits are therefore prescribed by the Plan.

Along some of the commercial strips (i.e., Broadway East, Main 12<sup>th</sup> to 16<sup>th</sup> Ave., and Main 2<sup>nd</sup> to 7<sup>th</sup> Ave), a 6-storey built form is supported with greater heights possible in certain locations on Broadway East and Main 2<sup>nd</sup> to 7<sup>th</sup> Ave., depending on the considerations cited above for large sites. The 6-storey building form is an emerging building type in Vancouver, in part because of changes to the Vancouver Building By-law regarding maximum heights for wood frame construction. Examples of this form of development have been proposed for and/or built along Cambie Street, Kingsway, and West Broadway.

The viability of the 6-storey built form and opportunities to build higher at certain locations will be further examined during Plan implementation. Broadway East will be the subject of a revitalization strategy, and Main 2<sup>nd</sup> to 7<sup>th</sup> will undergo a rezoning process.

#### ***FINANCIAL IMPLICATIONS***

There are no financial implications stemming from this Council report. Initial steps in implementation will be funded through existing departmental resources. Additional resources required to implement the community plan will be addressed in separate Council reports as necessary, in concert with the Public Benefits and Infrastructure Strategy.

#### ***PERSONNEL IMPLICATIONS***

There are no personnel implications.

### ***ENVIRONMENTAL IMPLICATIONS***

The Plan is expected to have positive environmental implications as a result of linking mixed-use development opportunities on key sites along Main, Kingsway, and Broadway to current and potential transit services. Other policies which contribute to a better environment include improvements for walking, biking, and taking transit in Mount Pleasant, the development of 'laneways' in the commercial areas, and introducing more open space through creative means like pocket and linear parks.

### ***SOCIAL IMPLICATIONS***

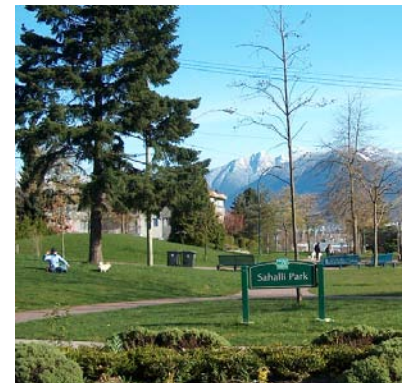
The Plan seeks to support the diversity of people living in Mount Pleasant with a balanced approach to development: new development is encouraged in areas in need of revitalization and near transit hubs, while other areas seek improvements to public realm and retention of existing residential and commercial development. The Plan seeks housing and services to meet local needs - and measures to best integrate the at-risk population into the neighbourhood. The Plan also supports collaboration between the City, developers, and the community on Plan implementation; this can result in community capacity building to address current and future issues in Mount Pleasant.

### ***CONCLUSION***

The attached Mount Pleasant Community Plan has been prepared following a planning process involving City staff and Mount Pleasant residents, property owners, and business people. Adoption of the Community Plan will guide future plans, policies, actions, and other initiatives in Mount Pleasant. Plan implementation will follow - the initial steps involving a strategy for revitalizing Broadway East, the development of a Public Benefits and Infrastructure Strategy and Public Realm Plan for all of Mount Pleasant, and an investigation of public engagement alternatives for implementing the Mount Pleasant Community Plan, in accordance with Community Plan Directions and in consultation with the local community.

\* \* \* \* \*

# Mount Pleasant Community Plan



DRAFT – NOVEMBER 2010

# Contents

---

<b>1.0</b>	<b>Introduction</b>	<b>3</b>		
1.1	Study Area	5		
1.2	Planning Process	5		
<b>2.0</b>	<b>Plan Context: Distinctive Mount Pleasant</b>	<b>7</b>		
<b>3.0</b>	<b>Mount Pleasant Community Plan</b>	<b>8</b>		
	<b>Overarching Principles</b>			
3.1	Housing and Population Mix	8		
3.2	Economic Development and Revitalization	8		
3.3	Built Form and Character	9		
3.4	Large Site Development	9		
3.5	Parks and Public Realm	10		
3.6	'Laneways'	10		
3.7	Transportation	11		
3.8	Heritage	11		
3.9	Culture	12		
3.10	Community Services and Development	12		
3.11	Public Engagement	13		
<b>4.0</b>	<b>Policies to Address Key Issues</b>	<b>14</b>		
4.1	Housing	14		
4.1 (i)	Additional Housing Opportunities	14		
4.1 (ii)	Non-market Housing	15		
4.1 (iii)	Building Maintenance	15		
4.2	Character	15		
4.3	Parks and Green Space	16		
4.3 (i)	Adding Open Space	16		
4.3 (ii)	Park Design and Services	16		
4.4	Laneways	17		
4.5	Services	17		
4.5 (i)	Homelessness	18		
4.5 (ii)	Garbage and Recycling	18		
4.6	Safety	19		
4.7	Walking, Biking, and Parking	19		
4.8	Transit	20		
4.8 (i)	Great Northern Way Campus Transit Station	21		
4.9	Heritage	21		
4.10	Culture	22		
<b>5.0</b>	<b>Shopping Sub-Area Plans and Policies</b>	<b>23</b>		
5.1	Uptown Shopping Area	23		
5.1 (i)	Rize Alliance Development site	25		
5.1 (ii)	Kingsgate Mall	25		
5.1 (iii)	IGA Site	26		
5.2	Main 2nd to 7th	26		
5.3	Broadway West	27		
5.4	Broadway East	28		
<b>6.0</b>	<b>Plan Implementation</b>	<b>30</b>		
6.1	Avenues to Plan Implementation	30		
6.2	Steps to Begin Community Plan Implementation	31		
6.3	Additional Considerations When Implementing the Community Plan	32		



# Contents

---

<b>1.0</b>	<b>Introduction</b>	<b>3</b>		
1.1	Study Area	5		
1.2	Planning Process	5		
<b>2.0</b>	<b>Plan Context: Distinctive Mount Pleasant</b>	<b>7</b>		
<b>3.0</b>	<b>Mount Pleasant Community Plan</b>	<b>8</b>		
	<b>Overarching Principles</b>			
3.1	Housing and Population Mix	8		
3.2	Economic Development and Revitalization	8		
3.3	Built Form and Character	9		
3.4	Large Site Development	9		
3.5	Parks and Public Realm	10		
3.6	'Laneways'	10		
3.7	Transportation	11		
3.8	Heritage	11		
3.9	Culture	12		
3.10	Community Services and Development	12		
3.11	Public Engagement	13		
<b>4.0</b>	<b>Policies to Address Key Issues</b>	<b>14</b>		
4.1	Housing	14		
4.1 (i)	Additional Housing Opportunities	14		
4.1 (ii)	Non-market Housing	15		
4.1 (iii)	Building Maintenance	15		
4.2	Character	15		
4.3	Parks and Green Space	16		
4.3 (i)	Adding Open Space	16		
4.3 (ii)	Park Design and Services	16		
4.4	Laneways	17		
4.5	Services	17		
4.5 (i)	Homelessness	18		
4.5 (ii)	Garbage and Recycling	18		
4.6	Safety	19		
4.7	Walking, Biking, and Parking	19		
4.8	Transit	20		
4.8 (i)	Great Northern Way Campus Transit Station	21		
4.9	Heritage	21		
4.10	Culture	22		
<b>5.0</b>	<b>Shopping Sub-Area Plans and Policies</b>	<b>23</b>		
5.1	Uptown Shopping Area	23		
5.1 (i)	Rize Alliance Development site	25		
5.1 (ii)	Kingsgate Mall	25		
5.1 (iii)	IGA Site	26		
5.2	Main 2nd to 7th	26		
5.3	Broadway West	27		
5.4	Broadway East	28		
<b>6.0</b>	<b>Plan Implementation</b>	<b>30</b>		
6.1	Avenues to Plan Implementation	30		
6.2	Steps to Begin Community Plan Implementation	31		
6.3	Additional Considerations When Implementing the Community Plan	32		

## 1.0 Introduction

Council selected Mount Pleasant as the first of several higher density communities with older, out-of-date plans to undertake a new community planning initiative. The Mount Pleasant Community Plan was integrated with many City initiatives, including Greenest City, the Homeless Action Plan, the Rental Housing Study, the Metro Core Jobs and Economy Study, Vancouver's Transportation Plan and City Plan, the UBC Rapid Transit Line, the Social Sustainability Policy, the Heritage Register Upgrade Program, and the City of Vancouver Cultural Plan and Cultural Facilities Priorities Plan. Alongside these initiatives were a set of Council priorities – homelessness and affordable housing; building strong, safe, and inclusive communities; environment and sustainability; and creative capital and a growing economy – which provided further guidance to the planning process.

Key planning process principles involved balancing the 'rights' and 'uniqueness' of the community with its responsibility as part of the City and Region, and that new plans and ensuring policies strive to be consistent with city-wide plans, policies, and initiatives. In recognition of this principle, the Mount Pleasant Community Plan has endeavored to respond to the following questions:

**What is distinctive – and highly valued – about Mount Pleasant as a neighbourhood?**

- identifying its assets and strengths and how they might be nurtured

**How can Mount Pleasant become Vancouver's greenest, most sustainable neighbourhood?**

- promoting a complete community – with a mix of housing types, jobs, schools, daycares, shopping, and recreational opportunities
- increasing density close to public transit hubs, employment centres, and amenities such as shopping streets
- providing additional traffic calming measures, space for pedestrians, connections to greenways and bikeways, and interesting streetscapes

- funding opportunities to further urban agriculture, expanding greenways, improving waste management, and promoting green jobs

**How should higher density development be incorporated into Mount Pleasant?**

- providing high quality, attractive, more energy efficient, and affordable housing which respects neighbourhood character and lowers the carbon footprint
- creating more opportunities for the development of subsidized and supported housing throughout the City
- providing opportunities for both market and non-market housing development, making available tenures that are more affordable, and preserving, replacing, and expanding Mount Pleasant's stock of rental housing

**How can Mount Pleasant address the needs of homeless people?**

- finding additional opportunities to provide its share of housing for the homeless
- delivering support services, projects, and other initiatives to help the homeless

**How should we strengthen Mount Pleasant's neighbourhood centres and shopping areas?**

- adding professional and commercial services (including office), increasing the variety and affordability of housing, and promoting urban amenity and sense of place
- promoting the intersection of Broadway and Main as a high-quality pedestrian, transit, and commercial hub

**How can we support more walking, biking, and transit use in Mount Pleasant?**

- calming traffic in neighbourhoods, while maintaining an efficient network for goods movement

- improving safety at intersections (especially at 7th Ave and Main)
- anticipating location(s) for new RT stations, then planning appropriate residential and commercial development around those stations

#### **How can we preserve and promote Mount Pleasant's heritage?**

- upgrading the Vancouver Heritage Register
- creating more effective planning tool for managing change to Mount Pleasant's historic places
- promoting heritage through history walking tours and other public space programs

#### **How can we promote arts and culture in Mount Pleasant?**

- addressing the gaps, needs, and opportunities for the retention, renovation, restoration, and construction of facilities, spaces, and places for the creation, production, presentation, support and experience and enjoyment of cultural expression in all its forms

#### **How can Mount Pleasant become a socially sustainable community?**

- building on its own resources, with resiliency to prevent and/or address problems in the future including supporting vulnerable people and promoting a safe community
- encouraging continuing relationships, networks, and norms that facilitate collective action to improve quality of life and to ensure that such improvements are sustainable

#### **The Mount Pleasant Community Plan responds to these questions with:**

- Overarching Principles which set out the overall goals of the community plan – the basis for future plans, policies, actions, and other initiatives;
- Policies Addressing Key Issues – policies, actions, and other initiatives related to housing, transportation, heritage, character, safety, services, and culture; and

- Shopping Sub-area Plans and Policies.

This document concludes with a description of the processes needed to implement the Mount Pleasant Community Plan, including a set of initial steps involving:

- a strategy for revitalizing the area referred to as Broadway East;
- development of a public benefits strategy and public realm plan for all of Mount Pleasant; and
- an investigation of public engagement alternatives for implementing the Mount Pleasant Community Plan, in accordance with Community Plan Directions and in consultation with the local community.

The policy context, together with Council priorities, will continue to evolve over the lifetime of the Mount Pleasant Community Plan, and thus new policies and priorities may come to inform and guide its implementation.

In responding to the policy context – especially in areas of mostly provincial or federal jurisdiction – the community plan recognizes the need for partnerships, particularly the areas of housing, services, and regional transportation. Support from relevant federal and provincial ministries and agencies, regional health authorities, and TransLink would be preconditions for fully implementing community plan policy.

Some community plan policies can be implemented more quickly, closely aligned with existing city policy, priorities, and programs (e.g., traffic calming, business improvement area assistance, park improvements, bikeways, and greenways). Other plan policy may take shape over many years, requiring the assembly of city resources and/or further co-operation with senior levels of government to pursue implementation. The community plan will help to set priorities and to direct funds to programs which achieve policy over time.

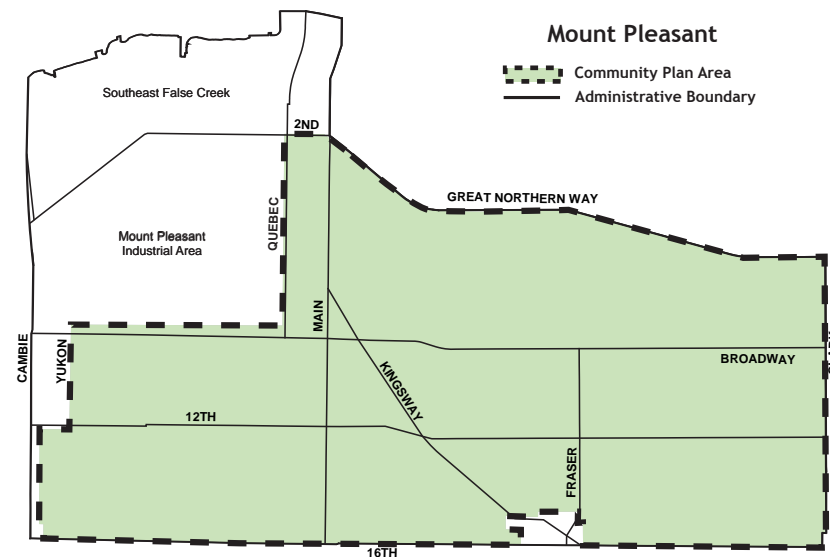


The community plan also provides the community with a framework for action and volunteer initiatives. Continued community involvement will be necessary to set priorities and provide leadership over the life of the community plan. Further discussion regarding plan implementation occurs in section 6.0 of this document.

## 1.1 Study Area

The Mt. Pleasant local area is bounded by Cambie Street to the west, 16th Avenue to the south, Clark Drive to the east, and Great Northern Way/False Creek to the north.

The Community Plan will focus on the area shown in Map 1.



Map 1

Land use policy and urban design in the remainder of the Mount Pleasant local area is, or will be, addressed through other initiatives:

- South East False Creek: the Olympic Athletes Village and the other lands north of 2nd Avenue will be guided by the recently adopted Official Development Plan;
- Cambie Street: Public realm improvements along Cambie Street within Mt. Pleasant will be constructed as part of the completion of the Canada Line project; land use and urban design issues will be dealt with through future station area planning. Additional planning for the Cambie Street commercial frontage, will be incorporated in future planning (e.g. Metro Core Jobs and Economy Study, and Fairview Community Planning);
- Mount Pleasant Industrial Area: Future land use of this area, generally bounded by Quebec Street, Broadway, Yukon Street and 2nd Avenue, will be addressed in the Metro Core Jobs and Economy Study; and
- Kingsway and Fraser Street: The small commercial node at Kingsway and Fraser Street will be combined with the larger commercial area on Kingsway and Fraser Street to the south of 16th Avenue in a future Neighbourhood Centre Planning program.

## 1.2 Community Planning Process

The Community Planning process consisted of three main steps, preceded by initial pre-launch preparation. These activities and steps are described below.

### Pre-launch/Organize

Initially staff defined basic community information required for each step in the process. This included demographic, land use, housing stock, social conditions, traffic flows, heritage and neighbourhood character, economic characteristics and other technical information and analysis required to inform the program and participants.

### Step 1: Start-up and Getting in Touch

This step included initial outreach to community groups, businesses, and service agencies; an initial newsletter; and recruitment of members for a Community Liaison Group (CLG). A Feedback Form seeking community input on priorities for action was developed. This was a starting point for community discussion and it helped shape the issues and opportunities addressed in the program. Two Community Plan Fairs were held as kick-off events to: increase community awareness of the program, publicize opportunities to participate, and help set priorities for subsequent program steps.



### Step 2: Workshops and Community Action Projects

#### *Shopping Area Plans and Policies for Key Themes*

The Shopping Area Plans involved concurrent work on the three existing shopping areas and for the light industrial/commercial area on Main Street from 2nd to 7th Avenues. The Key Themes explored in the planning process included Housing, Transportation, Safety and Services, Parks and Open space, Heritage and Character, and Culture. To produce these plans and policies, the process steps included:

- reviewing of existing issues and policy, and land use and transportation patterns in Mount Pleasant;
- discussing needs, challenges, and opportunities in a series of public workshops, open houses, focus groups, and other engagement vehicles;
- urban design analysis of built form options, including alternative land uses, public realm and public open space opportunities; and

#### *Community Action Agenda/Projects*

This part of the program focussed on taking coordinated action on pressing social issues. The main steps included:

- drafting a Community Action Agenda based on Feedback Form responses;
- forwarding the Community Action Agenda to Council for approval;
- forming a Social Coordinating Group (SCG) of key stakeholders;
- developing action plans for specific community projects;
- recruiting additional working group members to implement action projects/plans;
- implementing 12 projects to address 4 key social issues: homelessness; support for the vulnerable; open alcohol, drug, and sex trade; and community safety and security; and
- coordinating and monitoring project implementation.

### Step 3: Open Houses and Completing the Plan

At this stage all the elements of Mount Pleasant's Community Plan were brought together for broad community validation and Council approval. The main steps included:

- a final broad public review of the draft Community Plan for both general and specific components of the Plan through a series of 5 Open Houses held across the community;
- modifying and refining the draft Plan based on feedback; and
- forwarding the draft Mount Pleasant Community Plan to Council for adoption.



## 2.0 Plan Context: Distinctive Mount Pleasant

Mount Pleasant has a number of geographical and historical features that the community wishes to acknowledge and respect as critical in the shaping of the Community Plan, and as contextual factors in development.

Valued assets include:

- the topographical rise from the False Creek Flats up to 16th Avenue where a number of creeks once flowed, including the one which became known as Brewery Creek;
- the traditional Aboriginal pathways that led from fishing grounds to areas of settlement and cultivation;
- the multiple waves of later settlement of this part of the city by Europeans, Americans, Asians, and others who, for example:
  - built housing and churches along the 10th Avenue skyline
  - established the industrial heart of Vancouver with sawmills, metal fabricating plants, coal yards, breweries and other enterprises
  - established the city's first small business, and one of the province's first Business Improvement Associations
  - positioned Mount Pleasant as the first 'downtown' of Vancouver in the early years of the 20th century (with 9th Avenue then renamed Broadway and Westminster Avenue becoming Kingsway), resulting in significant numbers of heritage buildings and features
  - built a cycling track; established streetcar lines and created an artists' enclave with multiple performance sites.
- the community becoming home to a greatly diverse population, including newcomers from all over Canada and the world;
- the reputation of the area as a hub of creative activities and cultural and artistic expression;
- the vibrant mix of small businesses in this community;
- four distinctive shopping quarters within Mount Pleasant, fanning out from the community nexus at Main Street and Broadway Avenue – and the circulation links between these four quarters;
- a large inventory of relatively affordable housing, including rental and social housing; and
- the neighbourhood's unique location in straddling the west and east sides of the City.



## 3.0 Mount Pleasant Community Plan Overarching Principles

The Mount Pleasant Community Plan establishes a number of overarching principles which set out the overall goals of the community plan. These principles are intended to inform all future planning and development programs, projects, and other initiatives in Mount Pleasant.

### 3.1 Housing and Population Mix

#### Diversity in housing, land uses, businesses and services

Ensure livability for the existing types and sizes of families and households by encouraging the development of housing that addresses a wide range of affordable housing needs—including rental, co-ops, supported housing, and artist live-work housing—while seeking to provide the services and facilities that those families and households need.

Serve a highly diverse population mix with a mix of unit sizes and housing types, a mix of land uses across the neighbourhood and a mix of uses within many individual buildings, a mix of architectural styles, a mix of tenure arrangements (fee-simple, strata, co-op, co-housing, rental, subsidized housing, possibly land trust), and a mix of businesses and community services.

### 3.2 Economic Development and Revitalization

#### Four distinctive quarters, each with opportunities for revitalization and new development

In treating Mount Pleasant as a 'hilltown' that uniquely straddles the west and east sides of the city of Vancouver, and as a neighbourhood with a single heart (the 'triangle block' formed at the intersection of Broadway, Main, and Kingsway), also



recognize four distinct shopping areas in Mount Pleasant. Each of these distinct 'quarters' needs an anchor business or multi-service centre, and a mix of other businesses and services.

Treat each of the four separate shopping areas as having a distinct identity, with each of these village nodes serving the whole of Mount Pleasant in different but complementary ways. Routes between these shopping areas are as important as circulation within each of them.

The community has identified needs that are specific to each sub-area, and calls on the City to develop strategy (including added density and height) to attract and encourage development that will respond to these needs, revitalize pockets identified as 'dead zones' by residents in Mount Pleasant, and further enhance the vibrancy of Mount Pleasant.

#### Economic development strategy

Sustain and further encourage a wide variety of independent businesses and professional services that respond to the local needs identified by the community, including niche businesses that will meet the needs of specific communities (for instance, different ethnic groups) within the larger neighbourhood community. Encourage the incubation of new businesses and other creative economy enterprises. Develop without big box stores.

#### Broadway East

Recognize Broadway East as the highest priority for revitalization and new development, community programming, and land uses designed with the aim of sustaining crime reduction.



### 3.3 Built Form and Character

#### 'Hilltown' identity

Conceive of Mount Pleasant as a distinctive 'hilltown' area whose centre is a high-attraction zone for both residents and city visitors. Recognize that its slopes are natural form-makers on which a low profile for residential and commercial properties helps keep the sense of hill intact. Also recognize the historical importance of the 'hilltown' identity, reflecting the Victorian-era reference to the location at Main and 8th Ave. as 'Church Hill' (where a number of churches were located and made prominent by their church spires).

As a hill town populated by wave after wave of new settlers, each bringing distinctive strengths (e.g., new industry, jazz history, etc.), this neighbourhood warrants ongoing promotion as a heritage area of the city.

Seek to distinguish new development in Mount Pleasant from predominant forms of development in other parts of the City in ways that respond to the unique social, economic, and physical qualities of the neighbourhood.

#### Welcome 'future heritage' too

Keep finding a good way for contemporary design to also fit into the neighbourhood. As an appreciated contrast / complement to preserved heritage, invite and support architectural innovation that creates new legacies (individual sites and/or streetscapes) of which the community is proud. Recognize the need for quality design in new buildings, and the prospect of building "landmark" buildings on important and highly visible sites.



#### Predominantly low to mid-rise massing

Honour the local preference for a 'high-low massing rhythm' across the hill town, but with modest height as the norm: mostly low to mid-rise buildings, high rises only on selected sites. Emphasize infill opportunities in achieving density objectives.



#### Vibrant streetscapes

Maintain and encourage a safe and active street life by, for example, 'wrapping' street landscaping and small commercial activities around street corners, providing space for outdoor seating for cafes and restaurants, greening front entryways with container plantings and window boxes, ensuring the presence of 'eyes on the street' from windows and entryways, and ensuring service/retail continuity in commercial areas. With mid- to high-rise buildings, pay particular attention to good design at the street level. There needs to be a rhythm of building and store frontages; these frontages need to be varied and visually engaging to passers-by.

#### Watson Street

Develop Watson Street as a special site, perceived as unique in history, character and use (similar to the Mole Hill precedent in Vancouver's West End neighbourhood) and explore improvements for pedestrians and cyclists, especially through redevelopment.

### 3.4 Large Site Development

As a general guideline for the whole neighbourhood, the community supports greater use of infill opportunities over high-rise development – but the Mount Pleasant community also sees opportunities for some

high-rise as well as mid-rise development in some specific locations, such as for large sites (i.e. Kingsgate Mall, IGA site, and Broadway, Kingsway, Watson Street, and 10th Avenue site).

For the purposes of achieving more appropriate site development (meaning more open space, less paving, better connections to the street) and important public benefits (including contributions to heritage retention, new cultural amenities, affordable housing, childcare, flexible gathering spaces, improved pedestrian environment, provision of cycling routes, streetcar amenities, green space), pursue additional height and density in select locations.

For these sites, participants in the planning process considered and supported a variety of built form options. Any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, 'look and feel' of the area, 'permeability' of the site (the ability of people to see and walk through the site), and other public benefit considerations as noted above. Distribute the height/bulk in relation to the character of adjacent streets (e.g., more height along Broadway, reduced height along 10th Avenue and Prince Edward, larger scale on Kingsway vs. smaller scale along Main Street).

### 3.5 Parks and Public Realm

## Distributed green space

Address the constraints on larger park development and the strong desire of this community for more green space by increasing vertical gardens, linear parks (laneway edges, adaptive street use), pocket parks, and courtyards, other patios and rooftop terraces with public access, and as an outcome of redevelopment on any large site.



## Public realm

Increase and promote public realm assets and appreciation of them – especially green space and opportunities for farmer’s markets and other outdoor events/celebrations – by preserving and adapting City owned lands to those purposes, and setting conditions on development.

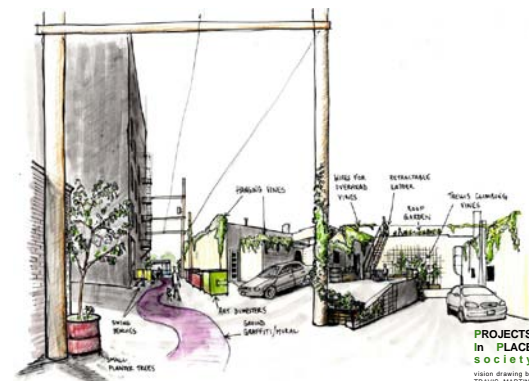


### 3.6 'Laneways'

Laneways

Encourage laneways in suitable locations as a prized feature of Mount Pleasant, activating commercial lanes to make them places to walk, live, and work, while still serving commercial loading/unloading and waste management routes. Using space outside the lane right-of-way, activate the laneways in all these respects:

- animating lanes by encouraging commercial activity on the lane
  - e.g., presentation space/studio work space for artists/artisan shops, outdoor seating for cafes – by ‘greening’ the lane - with



trees, landscaping, public art installations (permanent and temporary), and murals – and by creating small courtyard spaces or mini-plazas (as refuge spots or places to hold special events);

- providing a ‘second face’ of Mount Pleasant with expanded opportunities to position architecturally innovative new development along these routes, strengthening the vitality of Mount Pleasant as a business district by promoting dual-entrance options, laneway-facing studios or other small businesses, temporary art installations, and other “back route” enhancements;
- reinforcing Mount Pleasant’s identity as a creative community by increasing the amount of public art in the lanes (permanent and/or temporary installations);
- using laneway margins where possible to support urban agriculture; and
- recognizing Mount Pleasant as a neighbourhood where laneways can be demonstrated and lessons can be learned for application in other parts of the City.



### 3.7 Transportation

#### Walking, cycling and public transit

Maintain priority support for walking, cycling and use of public transit as the preferred modes of travel, and mitigate the impacts of traffic and parking on the livability of Mount Pleasant.



#### Network of routes

Restore/create routes for pedestrians, bicycles, skateboards, rollerblades, and wheelchair/scooters as a high-priority amenity in this neighbourhood. Keep pedestrian and cyclist routes relatively car-free, link the four distinct shopping areas, connect across busy arterials, connect to transit, connect historic sites, and create a continuous green circuit throughout the neighbourhood.



### 3.8 Heritage

#### Preserve heritage

Recognize and preserve all heritage buildings. Also find a variety of ways of acknowledging other kinds of heritage throughout the community, including: historic waterways; heritage trees and other aspects of the natural history; settlement and social history; streetscapes as well as individual building sites; industrial history; transportation history; and cultural history (including performance sites).



Ensure that heritage preservation includes the development (programming and promotion) of heritage activities that celebrate this rich settlement, cultural and industrial history. Recognize and celebrate the ‘triangle block’ as representing the historic heart of this community.



### Neighbourhood founders acknowledgement

Respect and honour the history, traditions and current presence of Aboriginal peoples and sites; investigate opportunities to deliver tangible support for Aboriginal projects and initiatives, including locations and spaces to mark cultural observances.



## 3.9 Culture

### Strong focus on a creative community

Retain existing – and develop new – gathering, creation, production, presentations, and support spaces (with an emphasis on flexible use) for cultural, social and economic activities, which contribute to the neighbourhood character, reflect its wide-ranging creativity, and also mirror its multicultural identity.

Recognize that Mount Pleasant is a valuable economic development asset to the whole of Vancouver because of its vibrant and creative community which attracts visitors and residents.

## 3.10 Community Services and Development

### Plan for the retention and enhancement of community assets

Build on the past and current strengths of Mount Pleasant, recognizing Mount Pleasant as a resilient and vibrant community already. With new development, keep the neighbourhood context always in mind. Also consider the residents themselves (along with service providers and business operators in Mount Pleasant) as an important asset in the development process.

### Social cohesion focus

In all aspects of community planning – i.e., physical building, development of open space, service provision, and community programming – social cohesion is of utmost importance to this community. The Mount Pleasant community wants to: welcome, engage and integrate newcomers; maintain diversity in its population; provide support to residents of all ages through the types of businesses, services, and recreational and volunteer opportunities available in the community; proactively model “best practices” to reduce the risk of crime and social disturbance and to heighten citizen engagement in neighbourhood stability, health and resilience.

### Fairness and equity in service provision–city-wide

In the planning and creation of more services for the community (including recreational, health and cultural services), ensure the application of fairness and equity principles, promoting community safety and enhancing opportunities for people to mix with one another in a range of recreational, social and cultural activities across the city.

### Integration of at-risk individuals and families

Recognizing Mount Pleasant as a welcoming and inclusive community, ensure that social housing is provided in this neighbourhood with a concurrent increase in support services for at-risk individuals/families who need that housing, including engagement programs for those residents. Integrated community planning must be given precedence over simply meeting housing needs.

Adhering to fairness and equity principles includes distribution of social housing and services for at-risk groups (people who are homeless, have addictions, live with multiple disorders, are chronically unemployed, and/or live with other high-risk conditions) across all neighbourhoods of Vancouver, not concentrating them in eastside neighbourhoods, or any one (or a few) neighbourhoods. Fairness and equity, in practice, also mean not concentrating housing or services for at-risk groups in one sub-area of a given neighbourhood and thereby creating ghettos.



### Inclusivity commitment

Within Mount Pleasant, promote universal design principles and apply them to the greatest extent possible, to make all spaces (whether residential, commercial or public realm) accessible by persons of all ages and abilities/disabilities.

## 3.11 Public Engagement

### Build community capacity

Build or enhance community capacity throughout the planning and development processes, ensuring that the process seeks common ground and reflects the interests of the broad community.

### Co-design approach to community development

Create mechanisms – both a governance structure and process mechanisms – that will engage representatives of the Mount Pleasant community, design professionals, and the City together, as an ongoing means of (a) identifying new local needs as well as persistent community needs, and (b) collaboratively ensuring that design solutions and implementation strategies will meet those needs in a way that strengthens and enhances the Mount Pleasant community, while upholding the principles and policies of the Mount Pleasant Community Plan.



Whether in the form of a Neighbourhood Design Panel or Area Council or other structure, the commitment must be integrated into community planning. Physical design challenges and solutions and social needs must be addressed together to ensure a strong community. This body

and related process mechanisms will serve to steward the vision of preserving heritage, sustaining a vibrant and creative place, welcoming architectural innovation, and building fine new legacies here.

The first step in creating the appropriate mechanism(s) will be investigation by City planners into the various models and best practices used in other neighbourhoods and municipalities to achieve similar goals, followed by a report and then further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant.

## 4.0 Policies to Address Key Issues

These policies are largely directed at the City of Vancouver as the most significant policy-maker, regulator, and sometimes funder of projects related to the key issues, and are more focussed (i.e., by location, action, or actor) than the overarching principles discussed above. However, as discussed above, senior levels of government and their agencies have a role to play in the implementation of some of these policies, respecting housing, services, and transportation.

### 4.1 Housing

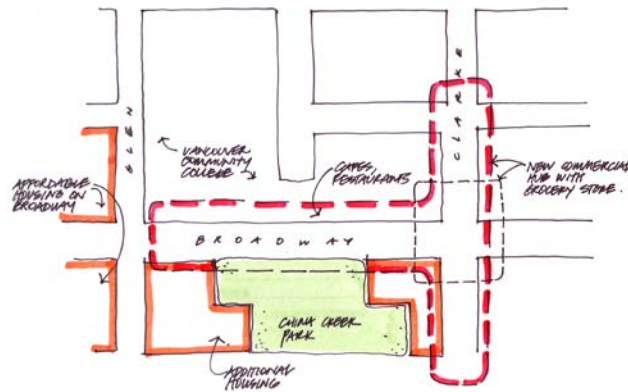
- Provide more housing and more affordable housing in Mount Pleasant for low to middle income households, especially for families, seniors, new immigrants, and aboriginal people.
- Seek opportunities to build a greater range of housing types in Mount Pleasant, from SRO's to row housing, to apartments, to house youth, large and extended families, and seniors (to age in place).
- Seek to reduce barriers to the construction of new market rental housing, and provide more market rental housing in Mount Pleasant, by: having the City provide more land for rental housing; addressing rental restrictions placed on some strata units by Strata Councils; and encouraging retention of rental buildings.
- Apply principles of 'universal design' to buildings and environments to make them usable and effective for everyone.
- Seek opportunities and act to reduce parking requirements for housing in order to reduce construction costs (thus reducing housing costs), and to free-up space for alternative uses (e.g., garden space).

#### 4.1 (i) Additional Housing Opportunities

- Allow increased housing density in Mount Pleasant near transit hubs, commercial centres, parks, along arterial streets, and/or streets with linear parks, and with adequate provision or leading to the provision of public services like schools, parks, childcare, community centres, and transit.



- Encourage housing on lanes in Mount Pleasant – both infill and ‘Laneway Housing’- to increase number of units, to increase laneway animation, to provide mortgage-helpers, and to improve housing affordability (with a smaller dwelling unit); fix the existing infill housing policy to enable infill housing to be built on most lots (e.g., 33 foot lots).
- Investigate creating a walkable, shopping and residential hub at Broadway and Clark, encouraging uses like local coffee shops, mini-gardens, grocery stores, restaurants, music venues, galleries.



#### 4.1 (ii) Non-market Housing

- The City should seek partnerships with senior levels of government to provide more affordable housing by providing stable funding for non-market housing, grant support for building and maintaining more affordable housing, and tax incentives for building rental housing.
- Support the distribution of non-market housing throughout the community and the City to retain neighbourhood diversity of population and services.
- Undertake more research by City, shared with the public, on best practices of integrating marginalized at-risk groups into the neighbourhood.

- Help sustain and promote more co-ops and co-housing. Benefits include long-term, secure housing, and contributions to social/economic/family diversity.
- Support housing for the homeless and others with housing needs, by: retaining rental suites through restrictions on redevelopment; providing new non-market housing as part of any large site rezoning and redevelopment; and providing further incentives for the retention of heritage buildings.
- Increase affordable housing along Broadway between Main and Clark.

#### 4.1 (iii) Building Maintenance

- Explore strengthening standards and enforcement of standards to ensure that landlords of low rent units and multi-family buildings are maintaining their buildings, without evicting tenants and significantly increasing rents.
- Consider creating incentives for all residents to maintain their buildings, including the elderly, those on fixed-incomes, or suffering from a lack of health.

#### 4.2 Character

- Investigate opportunities to increase the ‘quality’ of new housing being built (e.g., better scale, materials, detailing, and craftsmanship)
- Explore opportunities to further sustainability and energy efficiency in design including:
  - retaining ‘heritage’ buildings with ‘green’ adaptations (e.g., introducing roof gardens, solar panels)
  - applying the City’s latest environmental standards to all new development (e.g., LEED or other standards more responsive to local conditions)
  - reusing building materials obtained from demolished buildings.



- Investigate opportunities to increase the variety in design of new housing (e.g., discourage ‘cookie-cutter design’) and innovation in building design (e.g., discourage replications of heritage-style architecture or ‘faux heritage’).
- Explore impacts of reducing the height and bulk of new duplexes (including likely impacts on unit size, property values, and carbon footprint).
- Explore opportunities to allow alternative types of building construction (e.g., ‘cob’ or ‘straw bale’ construction)



### 4.3 Parks and Green Space

- Encourage community involvement in the programming and maintenance of parks (increasing their use, making parks safer).
- Expand urban food growing/education in Mount Pleasant by proactive policy, active program support, community engagement, and proactive use of underutilized space (e.g., personal garden sharing, cultivating bees, vertical gardens).
- Encourage green roofs for amenity, recreation, and food growing.
- Explore opportunities for daylighting Mount Pleasant’s streams, and creatively and substantially marking the historical course of those streams, encouraging people to think about the neighbourhood as involving a complex ecology.
- Encourage the greening of back lanes in residential areas (e.g., more ‘Country Lanes’).
- Improve open space at Mt. Pleasant Elementary and turn area into special gathering place with hard and soft landscaping.

#### 4.3 (i) Adding Open Space

- Pursue creative ways to add park space in Mount Pleasant, especially in areas without parks nearby, including purchasing corner parks, reusing streets and parking lots for multiple purposes (e.g., slowing traffic and enhancing pedestrian use of the street), setting back buildings (to create small green spaces), and encouraging donations of green space.
- Create one new central neighbourhood square (with covered area) for events like farmers’ markets, festivals, parties, and gatherings.



#### 4.3 (ii) Park Design and Services

- Express the welcoming spirit of Mount Pleasant in outdoor space design by embracing a diverse population including youth, families, different income groups, and aboriginal people.
- Examine opportunities to improve Mount Pleasant’s parks, by:
  - adding enhanced lighted recreational space (e.g., for basketball)
  - continuing to make parks accessible for all users (i.e., ease of travel to and within parks)
  - adding additional play equipment, and enclosed and covered play space for children (especially younger ones)
  - providing free Wi-Fi connections, with easy universal code, for way-finding, park or heritage tours
  - incorporating exercise equipment for adults and seniors
- Provide more space for arts and culture in parks, including rotating art exhibits, public art installations, musical/theatrical shows, and festivals.

- Provide more public washrooms in Mount Pleasant's parks, and seek partners to accomplish this (e.g., developers and local businesses).
- Examine opportunities to improve Mount Pleasant's parks by adding a skateboard and bike park and an enclosed off-leash area to Jonathan Rogers Park and Guelph Park.
- Explore ways to increase local residents' use of "City Hall Park" (e.g., playgrounds, holding community events).
- Make improvements to North China Creek Park, including providing an all-season pathways/running/biking surface, a community garden, enhanced children's play area, integration with Central Valley greenway, and highlighting the park's significance in the history of Vancouver.
- Make improvements to South China Creek Park, including addressing safety and cleanliness issues, and providing more play equipment for families and youth (e.g., basketball hoops).



#### 4.4 Laneways

- Develop a Laneway Strategy as part of the Public Realm Plan for Mount Pleasant, and use Mount Pleasant as a pilot area for testing suitable locations for laneway animation, for the benefit of the entire City.
- Encourage cleaner lanes and safer lanes.
- Designate one alley as a 'graffiti alley' as a way to engage local artists and trigger dialogue regarding laneways.



#### 4.5 Services

- Ensure all of Vancouver's neighbourhoods are fairly provided with a range of services to meet resident's needs (e.g., provision of low cost or free services, services for new immigrants, opening hours, indoor and outdoor recreation, community gardens, library services).
- Continue to provide support for Mount Pleasant's children and youth, considering:
  - more childcare spaces and support for organizations (e.g., churches) willing to provide more childcare spaces
  - providing more 'late-night' safe activities
  - mixing recreation with educational and employment training
  - more children's programs especially for parents/caregivers and younger children
- Provide intergenerational support, for example, linking seniors with young families, or seniors with youth; consider integrating seniors programs with other programs offered by Mount Pleasant Neighbourhood House, Community Centre, or local schools.
- Ensure diverse recruitment of public service staff (e.g. library, community centre etc.) to provide language services to all.
- Provide needed and on-going services to immigrants in Mount Pleasant (e.g., tutoring, information on housing and community services), and provide directories of those services.
- Acknowledge and support programs currently housed in non-City facilities such as Mount Pleasant Neighbourhood House, Light and Love Home, and St. Patrick's Church.



- Examine opportunities for providing medical walk-in services in Mount Pleasant (open evenings and weekends); assess impact of city regulations (e.g., parking requirements).
- Provide adequate space for seniors' programming in Mount Pleasant (Mount Pleasant Community Centre is too small to house seniors' programs).
- Identify existing or provide new gathering places where people of diverse backgrounds can freely drop in or participate in activities or events such as multicultural or aboriginal dinners.

#### 4.5 (i) Homelessness

- Seek to prevent homelessness before it happens with the timely provision of support services addressing health and poverty issues, especially for at-risk youth.
- Distribute housing and services for the homeless, addicted, multiple disorder, and other high-risk populations throughout the City, and not concentrated primarily in East Side neighbourhoods, or in any one neighbourhood, or small group of neighbourhoods.
- Continue to support efforts to house the homeless in Mount Pleasant, with consideration given to the long-term effects of this support on well-being of the whole neighbourhood.
- Ensure buildings that house the homeless and other types of supportive housing respond to the character of the neighbourhood in terms of form and scale, or, if applicable, to the anticipated future character of the neighbourhood (as set out in the community plan).



- Ensure the community is engaged by the City, provincial government, and/or other actors when implementing programs for the homeless.
- Examine opportunities to use existing vacant or underused space to accommodate homeless people as a cheaper alternative to building new housing.

#### 4.5 (ii) Garbage and Recycling

- Seek compliance of commercial and residential property owners and occupants with City By-laws requirements regarding management of their solid waste, including clean-ups of major garbage items.
- Ensure air and waste water quality regulations are followed in light industrial areas in Mount Pleasant (e.g., IC-2 and IC-3), including businesses and artist studios.
- Encourage all residential properties and businesses to recycle (especially products that local businesses sell).
- Provide all eligible properties with City run recycling and composting collection services.
- Continue to recognize businesses and non-profit organizations that operate recycling services not provided by the City (e.g. electronics, deposit containers), and inform property owners and occupants of those services.
- Encourage residents to compost using backyard composters or worm bins.
- Direct new developments and redevelopments to provide proper space allocation for solid waste storage facilities.





#### 4.6 Safety

- Continue the practice of having windows face onto streets, lanes, sidewalks, and parks for casual surveillance.
- Continue to prune and shape street trees in order to shed maximum levels of lighting on streets and sidewalks; increase the use of 2 levels of lighting incorporating down lighting for pedestrians.
- Strengthen the Mount Pleasant service component of the Renfrew Collingwood Policing Centre (e.g., encourage more volunteers with better and more diverse outreach).
- Increase bike and foot patrols especially in areas considered unsafe by Mount Pleasant residents.
- Support the aims of the City's Four Pillars Program by:
  - improving access to treatment for mental health and drug addiction
  - improving safety for the community (e.g., more needle pick-up)
  - seek ways to mitigate the risk for drug users and sex trade workers.
- Consider measures to promote safety in Mount Pleasant's parks and public places, including enlisting 'pooch patrols' and providing a fenced dog park or playground to enhance surveillance, providing readily accessible public phones, installing bright lighting in parks and along park edges, and posting information about current safety programs.



- Consider introducing lighting in areas frequented by the public at night and considered unsafe by residents (e.g., around Vancouver Community College), with consideration of impact on nearby residences.
- Use graffiti art (e.g., wall murals) to reduce 'tagging' of blank walls.

#### 4.7 Walking, Biking, and Parking

- Provide more opportunities for using skateboards, roller blades, and scooters on pathways away from car traffic.
- Address traffic calming issues through the City's Traffic Calming Program. Streets identified by the community include Scotia, Manitoba and Sophia Streets, and around #1 Kingsway and Francis Xavier School.
- Address road maintenance issues through the City's Street Maintenance Program. Issues identified by the community include paving on 16th Avenue, sidewalk maintenance on Broadway near Kingsway (sidewalks blocked by bus shelters, buckling sidewalks), and steep sidewalks north of 6th Avenue on Caroline, St. George and Fraser Streets; improve methods of reporting maintenance issues (e.g., on-line reporting).
- Explore opportunities for converting streets to bike or pedestrian corridors with slow-moving traffic.
- Provide street improvements to encourage bicycle riding in Mount Pleasant, including possible bike lanes on major streets, providing additional bike routes linking Mount Pleasant to northern destinations through False Creek Flats, adding bike racks for a variety of bikes and bike attachments in commercial areas, and further diverting traffic away from bike routes.
- Provide improvements to encourage walking in Mount Pleasant, (e.g., better east-west connectivity across Main Street from 1st to 5th Avenues, north-south connectivity across Great Northern Way and the railway tracks to Terminal Avenue).

- Review the potential of reducing parking requirements – especially for housing – to reduce development costs and reliance on the car; address Traffic Demand Management at the community level to reduce needed car travel.



Narrowed street (Garden Drive)



Carrall Street Greenway

#### 4.8 Transit

Provide transit improvements to encourage taking transit in Mount Pleasant, including:

- supporting the extension of Skytrain/rapid transit or some other form of technology out to UBC.
- examining the potential of extending Vancouver's streetcar network up Main Street to 13th Ave. (site of old transit barns).
- supporting the extension of the streetcar from Science World to Chinatown/Gastown/Stanley Park/Yaletown – with connection to Great Northern Way Campus and Vancouver Community College.

As part of the upcoming future Area Transit Plan, consider:

- charging for transit based on distance travelled, not zones.
- increasing bus service on Main Street and at night.
- providing small community shuttle buses to local destinations in Mount Pleasant, especially where walking routes are very steep.



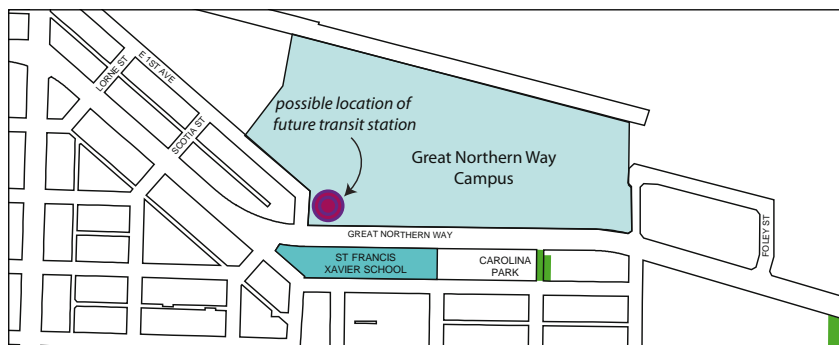
Possible streetcar line on Main Street



#### 4.8 (i) Great Northern Way Campus Transit Station

Great Northern Way Campus (GNWC) is located on the southern edge of the False Creek Flats, generally bounded by Main Street to the west, Clark Street to the east, Prior/Venables Streets to the north, and Great Northern Way to the south. It is anticipated that a new transit station will be built on the site as part of the Millenium Line extension to UBC.

- Locate the anticipated transit station on the north side of Great Northern Way, positioned to be integrated with new development including safe pedestrian access and connectivity between the station and other Mount Pleasant destinations.



#### 4.9 Heritage

- Apply the broader definition of 'heritage' for Mount Pleasant that goes beyond buildings, and includes streetscape, landscape resources (e.g., trees and parks), and archaeological sites.
- Explore new and diverse ways to understand, display, retain, celebrate, and communicate about Mount Pleasant's heritage, incorporating aboriginal knowledge and last century's immigrant's contributions; using public art, websites, walking tours (with I-phone 'app'), plaques, cairns, photo exhibits, community events, dates stamped on sidewalks, and information posted in small gathering places, parking lots, and/or commercial sites.

- Upgrade the heritage register recognizing buildings built since 1940, and other aspects of heritage (e.g., important working class homes, redressing the gender imbalance as part of cultural history). Create a supplemental inventory of new landmark, iconic buildings.
- Enhance Brewery Creek's historical significance by linking creek daylighting to public education and school programs, finding partners to fund stream daylighting, and making it a priority in line with the City's new green action plan. Do not give bonus density for new development for symbolizing the creek through artistic design.
- Educate people about heritage in Mount Pleasant. Consider making Mount Pleasant a 'heritage area' – providing a detailed description of Mount Pleasant's heritage assets – as a means to better protect and enhance its heritage resources.
- To discourage demolition of older buildings and development of new duplexes, increase the incentives/regulation relaxations (including zoning and building code) for heritage retention in Mount Pleasant. Allow transfer of density within Mount Pleasant as a heritage retention tool. Recognize that infill housing promotes the retention of heritage.
- Improve guidelines for 'heritage' design in Mount Pleasant's apartment and duplex areas to better complement existing heritage buildings.



#### 4.10 Culture

- Provide more opportunities to create and display a diversity of public art.
- Create indoor cultural facilities and spaces for public meetings and presentations, art gallery showings, artist studios, rehearsals and performances, and make better use of existing public buildings (e.g., schools) and commercial spaces (e.g., cafes) for cultural activities.
- Investigate means to enable artists to better communicate among themselves and with the community, including:
  - providing an inventory of multipurpose, common space in buildings
  - providing free display spaces; enabling artists to pool equipment; providing information regarding rezonings relevant to artists
  - providing a cultural resource liaison between artists and the City
  - creating maps setting out 'artists walks' with public art and artist studios.
- Acknowledge Mount Pleasant's history/culture with plaques/cairns, street/building/park names, festivals/events, walking tours, and lighting projects, with creative use of technology.
- Address issues related to City policy respecting arts and culture, including zoning, guidelines, and other policies and enforcement practices.
- Review zoning for artist live-work studios and other related policy, to promote affordability and use by artists.
- Seek to provide diverse and affordable housing options for artists (e.g., live-work, common work space, artist co-ops).
- Promote community engagement and diverse cultural programming of events in Mount Pleasant, such as 'summer spaces', block parties, testimonials etc, and provide new opportunities for artists/residents from diverse backgrounds.
- Encourage artists, residents, and the City to work together to make common things art (e.g., benches, bike racks)
- Provide more opportunities in Mount Pleasant for outdoor live events and performances (e.g., 'Music on Main', stages in parks)
- Allow existing buildings (including houses) to have artist's space, or provide more mixed-use buildings accommodating artists



*Graffiti art*



*Western Front (artist-run-centre)*

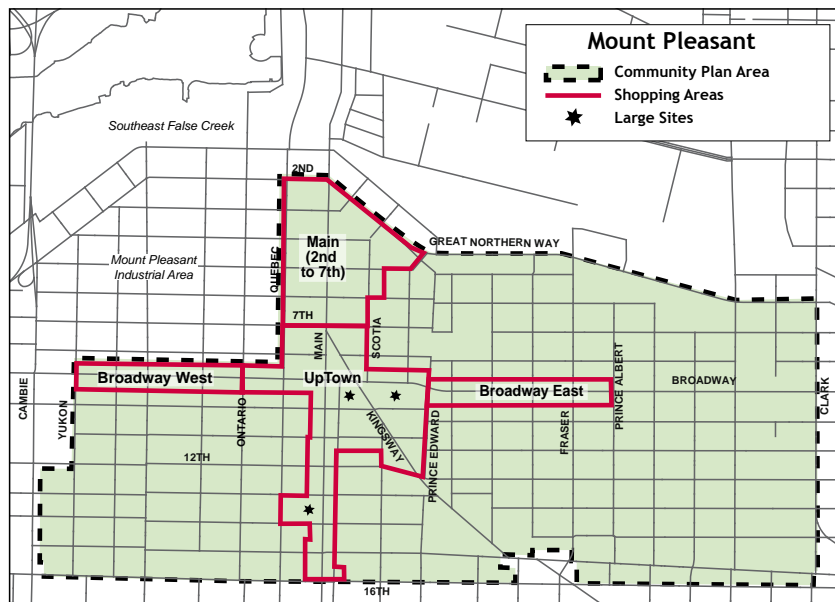


*Heritage walking tour*

## 5.0 Shopping Sub-Area Plans and Policies

The Mount Pleasant Community Plan contains plans and policies for Mount Pleasant's three shopping sub-areas – Uptown, Broadway West, and Broadway East - and the light industrial/commercial area located on Main Street from 2nd Avenue to 7th Avenue (see Map 2). The policies establish a framework for more detailed planning (including rezoning) which will occur during plan implementation (see Section 6.0).

Within these sub-areas are locations where additional density and height should be pursued to achieve more appropriate site development and important public benefits. A variety of built form options could be appropriate on these sites; any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, and the 'look and feel' of the area.



Map 2

It is important to note that additional height (as opposed to density) is a very sensitive issue where there was the least convergence of community opinion during the community plan process. Future development will need to demonstrate how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

New residential development should serve, in part, communities with housing needs (e.g., low to middle income families, seniors, artists) by providing a variety of housing types (e.g., more rental, social or artist live-work units, row housing, 3-bedroom units for families, or co-operatives). Large sites are encouraged to expand job space (retail, office professional), provide more services, and locate parking underground. The Plan supports the design of 'iconic' (landmark) buildings when granting permission for higher buildings. New development should distinguish itself from predominant forms of development in other parts of the City.

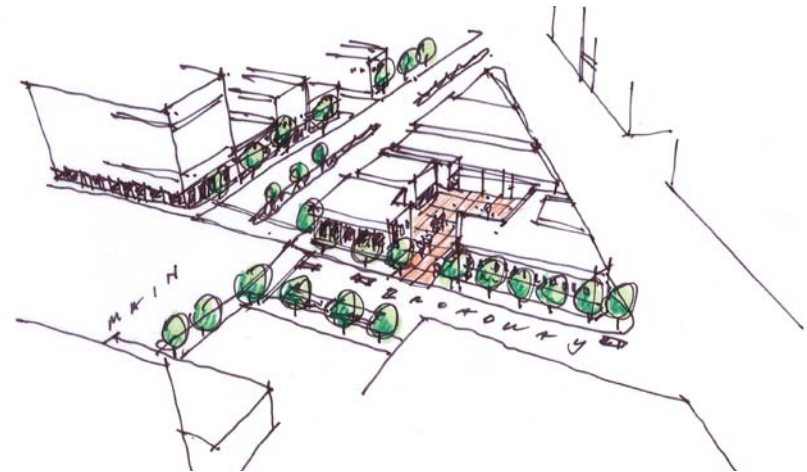
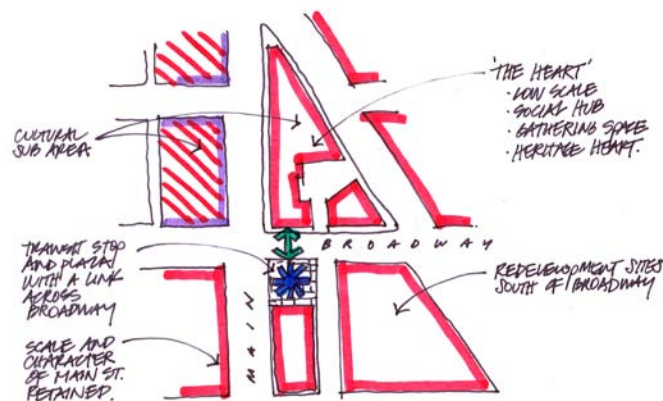
### 5.1 Uptown Shopping Area

#### Overall Concept Plan

- Retain the existing scale and character of Main Street (from 7th to 11th Avenue).
- Ensure that Main Street be kept more local in scale with smaller frontages. Retain the 'high and low' rhythm of building heights along Main Street. Retain older more affordable housing (e.g., 3 storey walk-ups) for low income families and individuals.
- Create an improved pedestrian environment linking important sites along Main (e.g., IGA site, Heritage Hall).
- Allow additional density and height for mixed-use buildings of up to 6 storeys to increase housing opportunities along South Main (12th to 16th Avenues).



- Create a 'Cultural District' north of Broadway by preserving and enhancing the heritage 'heart' (triangle north of Broadway between Main Street and Kingsway) and the surrounding area at current scale, with retention and creation of spaces accessible to a range of cultural groups for a range of purposes, including artist studios.
- Improve pedestrian link between areas located north and south of Broadway with wider sidewalks and improved pedestrian crossings (e.g. residents have suggested longer crossing times at lights); celebrate the historical importance and physical uniqueness of Watson Street.
- Increase permitted residential (with some commercial space) in locations south of Broadway on Kingsway recognizing Broadway and Main is and will continue to be a busy transit interchange, and that Broadway and Main lie at the 'summit' of 'hilltown'.
- Use contributions from redevelopment sites south of Broadway (e.g., Broadway, Kingsway, 10th Avenue and Watson Street site; Kingsgate Mall) for heritage retention, cultural amenities, and public realm improvements north of Broadway in Mount Pleasant.



*'Cultural District', north of Broadway, with central gathering place and cultural centre.*

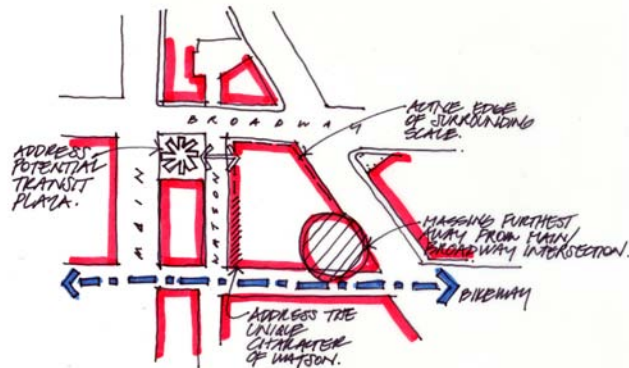


*Possible redevelopment south of Broadway on Kingsway including the site bounded by Broadway, Kingsway, Watson, and 10th Avenue.*

## Large Sites

### 5.1 (i) Rize Alliance Development site (bounded by Broadway, Kingsway, Watson Street, and 10th Avenue)

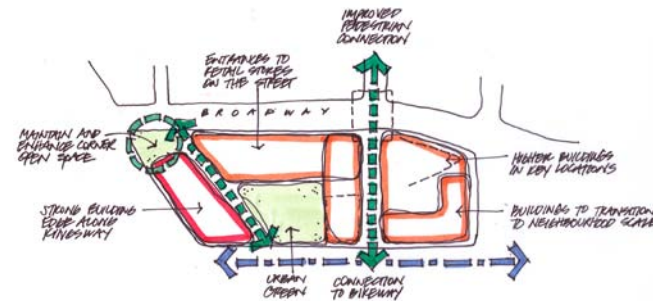
- Support the design of an 'iconic' (landmark) building when granting permission for higher buildings.
- Encourage new development on the site bounded by Broadway, Kingsway, Watson Street, and 10th Avenue: add more housing, expand job space (retail, office professional), provide more services, and locate parking underground. Provide housing off Broadway/Kingsway (very busy intersection), and seek to animate this block with appropriate commercial uses.



### 5.1 (ii) Kingsgate Mall

- Pursue additional density and height beyond that permitted under the current C-3A zoning
- Retain positive attributes of existing mall to local community: small businesses catering to the needs of the diverse local population, merchant booths, chairs to sit in, local programming/events run out of the mall.

- Turn Kingsgate Mall 'inside-out': have entranceways to retail stores on the street; 'active' space designed with pedestrian and cyclists in mind; childcare located near green space close to shopping; and an interior courtyard.
- Incorporate a plaza as an 'inviting' public space emphasizing pathways through the site to ensure its permeability; consider views from the plaza and provide ready access to and from 10th Avenue Bikeway.
- Explore incorporating outdoor and indoor performance and presentation space in development.



Possible development at Kingsgate Mall.

### 5.1 (iii) IGA Site

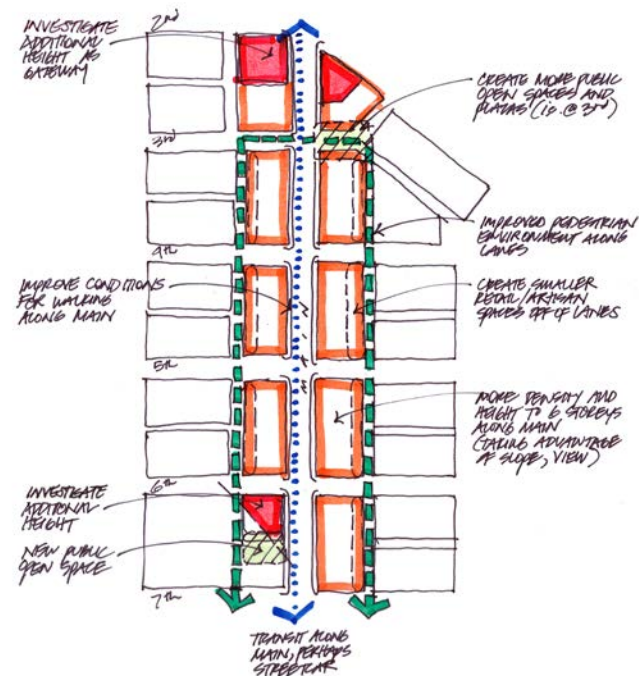
- Pursue additional density and height beyond that permitted under the current C-2C zoning .
- Put entrance of retained grocery store on Main Street; improve the integration of project 'edges' with surrounding community; replace surface parking with green space; use green space for a variety of public programming (e.g., artists' fair, community garden, gathering space). Explore and work with 'streetcar theme' reflecting sites history.



Possible options for built form along Main St. at the IGA site. The 'inside out' orientation of the IGA site, utilizing retail 'wrap-around', improves integration with the street.

### 5.2 Main 2nd to 7th

- Create an urban community along Main Street (2nd to 7th Avenues) with a mix of residential, office, and retail uses. The retail character should be one of local-serving shops and services with small and varied frontages, along with a grocery store.
- Arts and culture spaces (e.g., studio, performance) should be expanded to serve the larger arts and culture population. Improve the feasibility, longevity, and governance of live-work studios for artists.
- Special care is needed to address the width of Main Street and its attendant traffic; examine opportunities to widen sidewalks and improve pedestrian crossings (e.g. residents have suggested longer crossing times at lights).





- Identify opportunities to create more small public open spaces and plazas (e.g., the community suggested closing-off the street at 3rd Avenue and Lorne Street to create a plaza) that link Main Street together. Opportunities exist to take advantage of the slope for creating an interesting street.
- Link the historical and industrial aesthetics in new development, recognizing the transition from Broadway to Main, and promote and imbed architectural innovation and experimentation.
- Allow up to 6 storeys for mixed-use developments along Main Street from 2nd to 7th Avenues; investigate permitting additional height during plan implementation (see Section 6.1 c.)



*Six storey mixed-use*

### 5.3 Broadway West

#### Overall Concept Plan

- Respond to Mountain Equipment Coop (MEC) as the anchor of this shopping area, and reflect the ‘outdoor character’ of the shopping area (e.g., with many bike and outdoor stores). Encourage a greater business mix, meeting daily needs of residents, including a local grocery store. Ensure that Broadway West be kept more local in scale than the Uptown area, with a gradient of retail stores from Cambie (with its ‘big box’ stores) to Main Street (with its small-scale shops).

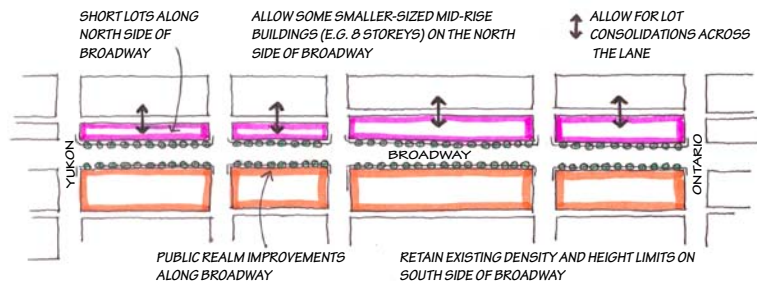


- Arts and cultural spaces including spaces for individual artists (e.g., studio, support, production, and presentation spaces) should be expanded to serve the large artist population; encourage small storefronts (especially chronically vacant spaces) to be used as galleries/ studios.
- Increase bike access to Broadway: investigate creating a shopping ‘bike path’ by employing a bike parking strategy (e.g., bike lock ups near outdoor cafes, in back lanes).
- Consider creating a significant pedestrian connection leading to Jonathan Rogers Park, with commercial storefronts facing open space, potentially consolidating the block and reorganizing the lane. Use the slope as an advantage for underground parking.



*Redeveloped block with improved connections to Jonathan Rogers Park.*

- Retain existing density and height limits on the south side of Broadway (i.e., new buildings usually achieve heights of 6 storeys) to maintain views to the north and existing scale of new development.



- Pursue additional density and height beyond that permitted under the current C-3A zoning for mixed-use developments on the north side of Broadway to achieve a more appropriate built form and contribute to public benefits (e.g., cycling routes, pedestrian environment, open space, affordable housing).
- Allow some mid-rise buildings (e.g., 8 storeys), providing there is no overshadowing of Jonathan Rogers Park, and allow lot consolidation across the lane in blocks with short lots (i.e., north side of Broadway between Yukon and Quebec Streets).



Six storey mixed-use

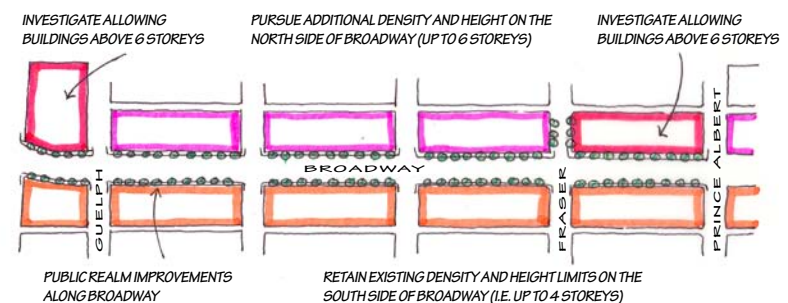


Eight storey mixed-use

## 5.4 Broadway East

### Overall Concept Plan

- Revitalize Broadway East, attracting a mix of business and residential development, providing more shops and services within walking distance, including provisions for more medical and dental services. Ensure that Broadway East be kept more local in scale than the Uptown area.
- Require ground floor retail to animate the street, with office space and social services located on the second and/or third storey, with residential higher up.
- Arts and cultural spaces, including space for individual artists (e.g., studio, support, production, and presentation spaces) should be expanded to serve the large artist population; encourage small storefronts (especially chronically vacant spaces) to be used as galleries/ studios.
- Seek 'quality' in design of new buildings, with good quality materials and interesting detailing, including some inner courtyard designs (e.g., Campbell Court) for new development.



- Retain existing density and height limits up to 4 storeys on the south side of Broadway, maintaining sun access to commercial sidewalks, views to the north, and existing scale of new development.



- Pursue additional density and height beyond that permitted under the current C-2C zoning for mixed-use developments on the north side of Broadway to increase private investment in the Broadway East shopping area, and contribute to public benefits (e.g., cultural amenities and public realm improvements).
- Allow up to 6 storeys for mixed-use developments along the north side of Broadway between Prince Edward and Prince Albert Streets; investigate permitting additional height during plan implementation (see Section 6.1 c.).

*Four storey mixed-use**Courtyard at Capers**Six storey mixed-use**Six storey mixed-use*

## 6. Plan Implementation

### 6.1 Avenues to Plan Implementation

Implementing the Mount Pleasant Community Plan will involve a combination of efforts stemming from a number of different initiatives:

**Site-Specific rezoning** – involving applications from landowners/developers to change the designation of land in accordance with Community Plan principles and policies. The rezoning process – with public engagement – should explore how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

**On-Going City Programs and Projects** – involving the application of staff resources and/or capital funding already dedicated to address key city issues and objectives, like the provision of bike facilities and routes, park improvements, and traffic calming. During the Community Plan process, heritage staff, working with consultants, drafted a Mount Pleasant Heritage Context Statement which can be used in the Heritage Register Upgrade. Combining efforts to achieve outcomes that accomplish a variety of City and neighbourhood goals can also be pursued. An example of such an effort could involve the installation of traffic calming devices which could enable the creation of pockets of green space and/or the provision of bike parking facilities. Collaboration with local businesses and residents can result in a stronger effort in bringing about plan policy.

**New Programs and Projects** – involving requests for new resources to implement the plan in cases where no resources are currently in place. Staff will report back to Council in instances where this support will be required in order to implement Mount Pleasant's plans and policies.

An example where a new planning program will be needed is the rezoning of Main 2nd to 7th Avenue. The community supports mixed-use development of up to 6 storeys in this area. They also expressed

concerns about allowing buildings above 6 storeys at the intersections of Main Street with 2nd Avenue and with 7th Avenue. The concern is in recognition of potential impacts on views – especially at Main and 7th Ave. - and overshadowing of adjacent areas, along with changes to the character of the street. There was also strong support for retaining the Main Street view cone, protecting existing views, and restricting development of higher buildings along the east side of Main Street.



Further work to be done on these issues when the Main 2nd to 7th area enters a rezoning process:

- demonstrating how any additional height above 6 storeys at 2nd and 7th Avenues serves to improve site development and street character, and provide public benefits, without compromising the 'hill town' urban design concept, important public views, and sun access to the street; and
- clarifying the dimensions of the view cone, and carefully examining potential development in and around the view cone, in consultation with the broader community, demonstrating how altering the view cone will improve site development and street character, and provide public benefits, without compromising important public views.

Once again, the rezoning process – with public engagement – should explore how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

In addition, the emerging Homelessness and Housing Strategy is investigating creative approaches to achieving affordable housing (market and non-market), which may inform future rezoning processes.

## 6.2 Steps to Begin Community Plan Implementation

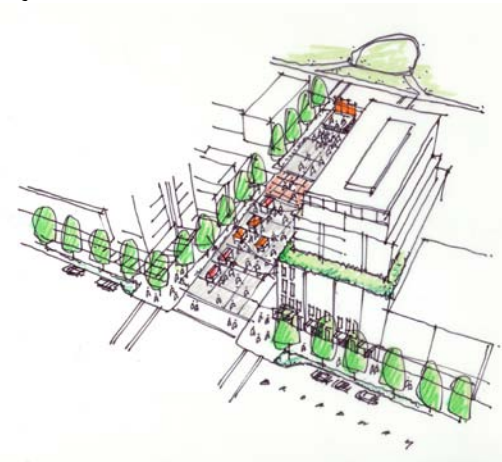
Staff will begin the process of plan implementation by taking the following steps:

### Revitalization Strategy for Broadway East

A revitalization strategy will be devised by staff, working with the community, to address the issues identified in the community plan respecting Broadway East. Along with seeking change along this commercial strip, the community also expressed concerns about allowing buildings above 6 storeys on the north side of Broadway at

the east and west ends of the shopping area (i.e., between Prince Edward and Guelph, and between Fraser and Prince Albert). Concerns were also expressed about closing off the north leg of Fraser at Broadway for purposes of creating Fraser Square (which would incorporate sitting areas, meeting places, and provide a view of and greater connection to Sahalli Park). Concerns about the former relate to potential impacts on views and overshadowing of adjacent areas, along with changes to the character of the street; concerns about the latter relate to impacts on local traffic, and the prospect of the resulting open space being unsafe and unavailable for local residents (subject to use by drug users and sex trade workers).

Further work will be required on these issues when a revitalization strategy is drafted for Broadway East. The strategy must assess how any additional height above 6 storeys serves to trigger redevelopment, and leads to improvements in site development and street character, and provisions of public benefits, without compromising urban design considerations (including overshadowing), and important public views. Further work on Fraser Square will involve reviewing local traffic implications for any partial or full street closing, and addressing the proposed change in light of the full revitalization strategy being drafted for Broadway East.



The revitalization strategy will have physical, economic, and social dimensions – for example, public realm improvements can be brought about through redevelopment, which also can deliver new housing and services to the area, which, in turn, can create a safer environment for local businesses and residents. It will also recognize Broadway East's economic and development history in deciding on an appropriate response. The strategy will determine the conditions and priorities needed to set revitalization in motion on Broadway East.

### **Public Benefits and Infrastructure Strategy**

A Public Benefits and Infrastructure Strategy will be devised for Mount Pleasant to enable the delivery of multiple public benefits identified in the community plan. This Strategy will identify the capital costs for new public amenities and facilities requested in the community plan (e.g., childcare, parks, engineering infrastructure, cultural spaces including artist studios and live/work, affordable housing, and heritage retention), potential revenue expected from new development and other sources (e.g., DCLs, CACs, Capital Plan), and the allocation of that revenue to support the construction and operation of new amenities and facilities. The Strategy will also seek to ensure that new development on both City and private land pays a fair share towards public benefits needed to meet demands created by the new population.

### **Public Realm Plan**

A Public Realm Plan will be drafted to co-ordinate the public realm improvements identified in the community plan. In general, the public realm plan should address issues of connectivity across Mount Pleasant (e.g., with pathways, bikeways, and Laneways), street vibrancy, provision and design of public spaces, and sustainability (e.g., rainwater management, wildlife habitat, and other ecological considerations). A key consideration will be approaches to daylighting and marking Mount Pleasant's streams.

### **Public Engagement Review**

The overarching goal of this review is to improve civic decision-making, addressing issues of representativeness, diversity, trust, and creativity in neighbourhood decision-making, while building community capacity to solve problems. It will involve an investigation into creating a governance structure and process mechanism to engage representatives of the Mount Pleasant community, design professionals, and the City to collaborate on design solutions and implementation strategies for the Mount Pleasant Community Plan. As a first step, various models and best practices used in other neighbourhoods and municipalities will be reviewed, including neighbourhood design panels and co-design processes. This would be followed by further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant. This review will be co-ordinated with the City's own on-going review of public engagement practices.

## **6.3 Additional Considerations When Implementing the Community Plan**

Based on comments received during Open Houses evaluating draft policy directions, the following are additional considerations when implementing certain aspects of the Community Plan:

### **Housing**

- determine the impact of environmental, heritage and other regulations/policies on the cost of housing (both short and long term), and seek a balance when in pursuit of competing objectives.
- examine the 'role' of new duplexes in providing housing diversity in Mount Pleasant (e.g., unit size, number of bedrooms, etc.)
- Investigate opportunities for sharing space in development (e.g., artist work space, study space) to reduce household housing costs.

Where additional density and height are being considered, examine opportunities and constraints in providing more affordable rental and strata family-sized units (i.e., 3 and 4 bedroom units), more row housing, and creative tenure arrangements including 'restricted resale housing'.

**Character**

- recognize tradeoffs involved when moving away from designing buildings reflective of heritage character in favour of variety and innovation:
  - should there still be some heritage aspects mandated (e.g., colours, materials)?
  - should some heritage buildings be renovated or replicated?
  - are there some areas within which design should be more tightly controlled? and
  - are there some aspects of contemporary design that should be restricted?
- examine shadow/privacy/character impacts of providing housing on lanes, and assess areas for which it is most suitable.

**Culture**

- examine the impact of noise and hours of operation on nearby residential areas when seeking opportunities for providing more live performance spaces.
- examine economic viability when providing cultural space in new development; seek to ensure such space remains viable for cultural use for the life of the building.

**Services**

- examine opportunities and constraints in providing more health services in Mount Pleasant – especially walk-in clinics and constraints posed by city parking regulations.

**Parks**

- examine existing park programming needs (e.g., the kinds of spaces currently unavailable) when creating additional park space in Mount Pleasant.
- provide a suitable separation from residential areas and quiet areas in parks when finding locations for skateboard and bike parks.

**Parking**

- recognize the importance of short-term street parking to local merchants (especially in light of revitalization efforts); parking reductions should not result in an increase in demand for on-street parking.
- investigate parking reductions near transit interchanges where travel choices exist beyond the use of a single occupancy vehicle.

## **Public Consultation**

The Mount Pleasant Planning Program included extensive outreach and updates to residents, businesses, and community groups, as well as a very comprehensive consultation component throughout the planning process. Outreach to ensure informed public discussion and consultation in Mount Pleasant incorporated two Community Plan Fairs, mailouts (translation notices in Chinese, Tagalog, Vietnamese and French), newspaper advertising, posters, rack cards, banners, booths at festivals, website, and list-serves.

Feedback from the public was received in several ways: two community plan fairs and seven open houses (childcare and translation services provided), feedback forms, questionnaires handed out at the open houses and on-line, six shopping area workshops (including two for Main 2<sup>nd</sup> to 7<sup>th</sup>), seven theme workshops, and over 40 focus group workshops with youth, seniors and multicultural groups. Over 2100 people attended the open houses and workshops to provide their feedback on emerging principles and policies for the Mount Pleasant neighbourhood. The following section illustrates how these consultation events were conducted.

### **Open Houses**

Two community-wide kick off Community Plan Fairs were held to launch the Mount Pleasant Planning program. Ideas and comments were collected from over 700 attendees. Staff held a Business Open House, a Heritage Open House, and a series of five Open Houses in April 2010 to comment on draft policy for housing, parks, transportation, heritage, and culture. Questionnaires and surveys were handed out at the open houses; people also had the option of filling out the questionnaires on-line. In total, over 1200 people attended the open house events.

### **Shopping and Residential Area Community Workshops**

Staff conducted six Shopping Area Workshops, and seven Theme Workshops. The workshops invited residents, business people, and property owners to explore issues and opportunities and develop draft principles and policy options/directions for the shopping and residential areas in Mount Pleasant.

### **Focus Group Workshops**

Throughout the planning process, staff conducted mini-workshops with many groups, including Aboriginal people, Vietnamese, Tagalog, Chinese, and Spanish speakers, people who are homeless, and youth at community centres, neighbourhood houses, churches, and schools in Mount Pleasant. The purpose was to introduce them to the planning program, explore issues and opportunities for the shopping and residential areas, and to encourage them to attend open houses. Over 40 focus group meetings were conducted with an attendance of over 450 people. Two leadership groups emerged from this process; the Intercultural Leaders Group and the Mount Pleasant Youth Action Team. The groups were instrumental in further engaging and informing the broader community about the planning program.



**Community Liaison Group (CLG)**

Very important to the creation of the Mount Pleasant Community Plan has been the Community Liaison Group (CLG), a volunteer based advisory group made up of residents, business people, and property owners. They met a total of 28 times during the planning process and provided advice on the process, outreach, and community development. The CLG also reviewed draft workshop, open house materials, including emerging plan principles, provided comment and guidance on ideas, material, and communication to the public. CLG members also attended workshops and open house at various steps in the process.

**Social Coordinating Group (SCG)**

The Social Coordinating Group was established to allow direct involvement from local residents, community groups and government service providers to carry out the Community Action Agenda (CAA), an approach of 'doing while planning'. The SCG was successful in addressing the community's social issues by completing 12 projects addressing issues on homelessness, support for the vulnerable, employment and leadership training, safety and security and more. From March 2008 - December 2009 the SCG held 21 meetings, formed four working groups, partnered with the UBC Planning School, and membership grew from 40 to over 200 individuals and groups. As of January 2010 the SCG continues to advance the CAA goals and actions without City support.



## 1.0 Introduction

Council selected Mount Pleasant as the first of several higher density communities with older, out-of-date plans to undertake a new community planning initiative. The Mount Pleasant Community Plan was integrated with many City initiatives, including Greenest City, the Homeless Action Plan, the Rental Housing Study, the Metro Core Jobs and Economy Study, Vancouver's Transportation Plan and City Plan, the UBC Rapid Transit Line, the Social Sustainability Policy, the Heritage Register Upgrade Program, and the City of Vancouver Cultural Plan and Cultural Facilities Priorities Plan. Alongside these initiatives were a set of Council priorities – homelessness and affordable housing; building strong, safe, and inclusive communities; environment and sustainability; and creative capital and a growing economy – which provided further guidance to the planning process.

Key planning process principles involved balancing the 'rights' and 'uniqueness' of the community with its responsibility as part of the City and Region, and that new plans and ensuring policies strive to be consistent with city-wide plans, policies, and initiatives. In recognition of this principle, the Mount Pleasant Community Plan has endeavored to respond to the following questions:

**What is distinctive – and highly valued – about Mount Pleasant as a neighbourhood?**

- identifying its assets and strengths and how they might be nurtured

**How can Mount Pleasant become Vancouver's greenest, most sustainable neighbourhood?**

- promoting a complete community – with a mix of housing types, jobs, schools, daycares, shopping, and recreational opportunities
- increasing density close to public transit hubs, employment centres, and amenities such as shopping streets
- providing additional traffic calming measures, space for pedestrians, connections to greenways and bikeways, and interesting streetscapes

- funding opportunities to further urban agriculture, expanding greenways, improving waste management, and promoting green jobs

**How should higher density development be incorporated into Mount Pleasant?**

- providing high quality, attractive, more energy efficient, and affordable housing which respects neighbourhood character and lowers the carbon footprint
- creating more opportunities for the development of subsidized and supported housing throughout the City
- providing opportunities for both market and non-market housing development, making available tenures that are more affordable, and preserving, replacing, and expanding Mount Pleasant's stock of rental housing

**How can Mount Pleasant address the needs of homeless people?**

- finding additional opportunities to provide its share of housing for the homeless
- delivering support services, projects, and other initiatives to help the homeless

**How should we strengthen Mount Pleasant's neighbourhood centres and shopping areas?**

- adding professional and commercial services (including office), increasing the variety and affordability of housing, and promoting urban amenity and sense of place
- promoting the intersection of Broadway and Main as a high-quality pedestrian, transit, and commercial hub

**How can we support more walking, biking, and transit use in Mount Pleasant?**

- calming traffic in neighbourhoods, while maintaining an efficient network for goods movement

- improving safety at intersections (especially at 7th Ave and Main)
- anticipating location(s) for new RT stations, then planning appropriate residential and commercial development around those stations

#### **How can we preserve and promote Mount Pleasant's heritage?**

- upgrading the Vancouver Heritage Register
- creating more effective planning tool for managing change to Mount Pleasant's historic places
- promoting heritage through history walking tours and other public space programs

#### **How can we promote arts and culture in Mount Pleasant?**

- addressing the gaps, needs, and opportunities for the retention, renovation, restoration, and construction of facilities, spaces, and places for the creation, production, presentation, support and experience and enjoyment of cultural expression in all its forms

#### **How can Mount Pleasant become a socially sustainable community?**

- building on its own resources, with resiliency to prevent and/or address problems in the future including supporting vulnerable people and promoting a safe community
- encouraging continuing relationships, networks, and norms that facilitate collective action to improve quality of life and to ensure that such improvements are sustainable

#### **The Mount Pleasant Community Plan responds to these questions with:**

- Overarching Principles which set out the overall goals of the community plan – the basis for future plans, policies, actions, and other initiatives;
- Policies Addressing Key Issues – policies, actions, and other initiatives related to housing, transportation, heritage, character, safety, services, and culture; and

- Shopping Sub-area Plans and Policies.

This document concludes with a description of the processes needed to implement the Mount Pleasant Community Plan, including a set of initial steps involving:

- a strategy for revitalizing the area referred to as Broadway East;
- development of a public benefits strategy and public realm plan for all of Mount Pleasant; and
- an investigation of public engagement alternatives for implementing the Mount Pleasant Community Plan, in accordance with Community Plan Directions and in consultation with the local community.

The policy context, together with Council priorities, will continue to evolve over the lifetime of the Mount Pleasant Community Plan, and thus new policies and priorities may come to inform and guide its implementation.

In responding to the policy context – especially in areas of mostly provincial or federal jurisdiction – the community plan recognizes the need for partnerships, particularly the areas of housing, services, and regional transportation. Support from relevant federal and provincial ministries and agencies, regional health authorities, and TransLink would be preconditions for fully implementing community plan policy.

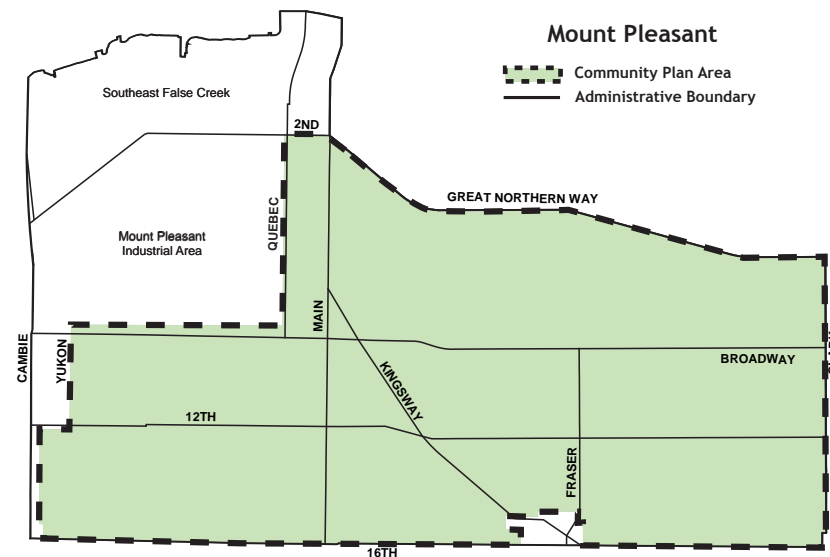
Some community plan policies can be implemented more quickly, closely aligned with existing city policy, priorities, and programs (e.g., traffic calming, business improvement area assistance, park improvements, bikeways, and greenways). Other plan policy may take shape over many years, requiring the assembly of city resources and/or further co-operation with senior levels of government to pursue implementation. The community plan will help to set priorities and to direct funds to programs which achieve policy over time.

The community plan also provides the community with a framework for action and volunteer initiatives. Continued community involvement will be necessary to set priorities and provide leadership over the life of the community plan. Further discussion regarding plan implementation occurs in section 6.0 of this document.

## 1.1 Study Area

The Mt. Pleasant local area is bounded by Cambie Street to the west, 16th Avenue to the south, Clark Drive to the east, and Great Northern Way/False Creek to the north.

The Community Plan will focus on the area shown in Map 1.



Map 1

Land use policy and urban design in the remainder of the Mount Pleasant local area is, or will be, addressed through other initiatives:

- South East False Creek: the Olympic Athletes Village and the other lands north of 2nd Avenue will be guided by the recently adopted Official Development Plan;
- Cambie Street: Public realm improvements along Cambie Street within Mt. Pleasant will be constructed as part of the completion of the Canada Line project; land use and urban design issues will be dealt with through future station area planning. Additional planning for the Cambie Street commercial frontage, will be incorporated in future planning (e.g. Metro Core Jobs and Economy Study, and Fairview Community Planning);
- Mount Pleasant Industrial Area: Future land use of this area, generally bounded by Quebec Street, Broadway, Yukon Street and 2nd Avenue, will be addressed in the Metro Core Jobs and Economy Study; and
- Kingsway and Fraser Street: The small commercial node at Kingsway and Fraser Street will be combined with the larger commercial area on Kingsway and Fraser Street to the south of 16th Avenue in a future Neighbourhood Centre Planning program.

## 1.2 Community Planning Process

The Community Planning process consisted of three main steps, preceded by initial pre-launch preparation. These activities and steps are described below.

### Pre-launch/Organize

Initially staff defined basic community information required for each step in the process. This included demographic, land use, housing stock, social conditions, traffic flows, heritage and neighbourhood character, economic characteristics and other technical information and analysis required to inform the program and participants.

### Step 1: Start-up and Getting in Touch

This step included initial outreach to community groups, businesses, and service agencies; an initial newsletter; and recruitment of members for a Community Liaison Group (CLG). A Feedback Form seeking community input on priorities for action was developed. This was a starting point for community discussion and it helped shape the issues and opportunities addressed in the program. Two Community Plan Fairs were held as kick-off events to: increase community awareness of the program, publicize opportunities to participate, and help set priorities for subsequent program steps.



### Step 2: Workshops and Community Action Projects

#### *Shopping Area Plans and Policies for Key Themes*

The Shopping Area Plans involved concurrent work on the three existing shopping areas and for the light industrial/commercial area on Main Street from 2nd to 7th Avenues. The Key Themes explored in the planning process included Housing, Transportation, Safety and Services, Parks and Open space, Heritage and Character, and Culture. To produce these plans and policies, the process steps included:

- reviewing of existing issues and policy, and land use and transportation patterns in Mount Pleasant;
- discussing needs, challenges, and opportunities in a series of public workshops, open houses, focus groups, and other engagement vehicles;
- urban design analysis of built form options, including alternative land uses, public realm and public open space opportunities; and

#### *Community Action Agenda/Projects*

This part of the program focussed on taking coordinated action on pressing social issues. The main steps included:

- drafting a Community Action Agenda based on Feedback Form responses;
- forwarding the Community Action Agenda to Council for approval;
- forming a Social Coordinating Group (SCG) of key stakeholders;
- developing action plans for specific community projects;
- recruiting additional working group members to implement action projects/plans;
- implementing 12 projects to address 4 key social issues: homelessness; support for the vulnerable; open alcohol, drug, and sex trade; and community safety and security; and
- coordinating and monitoring project implementation.

### Step 3: Open Houses and Completing the Plan

At this stage all the elements of Mount Pleasant's Community Plan were brought together for broad community validation and Council approval. The main steps included:

- a final broad public review of the draft Community Plan for both general and specific components of the Plan through a series of 5 Open Houses held across the community;
- modifying and refining the draft Plan based on feedback; and
- forwarding the draft Mount Pleasant Community Plan to Council for adoption.



## 2.0 Plan Context: Distinctive Mount Pleasant

Mount Pleasant has a number of geographical and historical features that the community wishes to acknowledge and respect as critical in the shaping of the Community Plan, and as contextual factors in development.

Valued assets include:

- the topographical rise from the False Creek Flats up to 16th Avenue where a number of creeks once flowed, including the one which became known as Brewery Creek;
- the traditional Aboriginal pathways that led from fishing grounds to areas of settlement and cultivation;
- the multiple waves of later settlement of this part of the city by Europeans, Americans, Asians, and others who, for example:
  - built housing and churches along the 10th Avenue skyline
  - established the industrial heart of Vancouver with sawmills, metal fabricating plants, coal yards, breweries and other enterprises
  - established the city's first small business, and one of the province's first Business Improvement Associations
  - positioned Mount Pleasant as the first 'downtown' of Vancouver in the early years of the 20th century (with 9th Avenue then renamed Broadway and Westminster Avenue becoming Kingsway), resulting in significant numbers of heritage buildings and features
  - built a cycling track; established streetcar lines and created an artists' enclave with multiple performance sites.
- the community becoming home to a greatly diverse population, including newcomers from all over Canada and the world;
- the reputation of the area as a hub of creative activities and cultural and artistic expression;
- the vibrant mix of small businesses in this community;
- four distinctive shopping quarters within Mount Pleasant, fanning out from the community nexus at Main Street and Broadway Avenue – and the circulation links between these four quarters;
- a large inventory of relatively affordable housing, including rental and social housing; and
- the neighbourhood's unique location in straddling the west and east sides of the City.





## 3.0 Mount Pleasant Community Plan Overarching Principles

The Mount Pleasant Community Plan establishes a number of overarching principles which set out the overall goals of the community plan. These principles are intended to inform all future planning and development programs, projects, and other initiatives in Mount Pleasant.

### 3.1 Housing and Population Mix

#### Diversity in housing, land uses, businesses and services

Ensure livability for the existing types and sizes of families and households by encouraging the development of housing that addresses a wide range of affordable housing needs—including rental, co-ops, supported housing, and artist live-work housing—while seeking to provide the services and facilities that those families and households need.

Serve a highly diverse population mix with a mix of unit sizes and housing types, a mix of land uses across the neighbourhood and a mix of uses within many individual buildings, a mix of architectural styles, a mix of tenure arrangements (fee-simple, strata, co-op, co-housing, rental, subsidized housing, possibly land trust), and a mix of businesses and community services.

### 3.2 Economic Development and Revitalization

#### Four distinctive quarters, each with opportunities for revitalization and new development

In treating Mount Pleasant as a 'hilltown' that uniquely straddles the west and east sides of the city of Vancouver, and as a neighbourhood with a single heart (the 'triangle block' formed at the intersection of Broadway, Main, and Kingsway), also



recognize four distinct shopping areas in Mount Pleasant. Each of these distinct 'quarters' needs an anchor business or multi-service centre, and a mix of other businesses and services.

Treat each of the four separate shopping areas as having a distinct identity, with each of these village nodes serving the whole of Mount Pleasant in different but complementary ways. Routes between these shopping areas are as important as circulation within each of them.

The community has identified needs that are specific to each sub-area, and calls on the City to develop strategy (including added density and height) to attract and encourage development that will respond to these needs, revitalize pockets identified as 'dead zones' by residents in Mount Pleasant, and further enhance the vibrancy of Mount Pleasant.

#### Economic development strategy

Sustain and further encourage a wide variety of independent businesses and professional services that respond to the local needs identified by the community, including niche businesses that will meet the needs of specific communities (for instance, different ethnic groups) within the larger neighbourhood community. Encourage the incubation of new businesses and other creative economy enterprises. Develop without big box stores.

#### Broadway East

Recognize Broadway East as the highest priority for revitalization and new development, community programming, and land uses designed with the aim of sustaining crime reduction.

### 3.3 Built Form and Character

#### 'Hilltown' identity

Conceive of Mount Pleasant as a distinctive 'hilltown' area whose centre is a high-attraction zone for both residents and city visitors. Recognize that its slopes are natural form-makers on which a low profile for residential and commercial properties helps keep the sense of hill intact. Also recognize the historical importance of the 'hilltown' identity, reflecting the Victorian-era reference to the location at Main and 8th Ave. as 'Church Hill' (where a number of churches were located and made prominent by their church spires).

As a hill town populated by wave after wave of new settlers, each bringing distinctive strengths (e.g., new industry, jazz history, etc.), this neighbourhood warrants ongoing promotion as a heritage area of the city.

Seek to distinguish new development in Mount Pleasant from predominant forms of development in other parts of the City in ways that respond to the unique social, economic, and physical qualities of the neighbourhood.

#### Welcome 'future heritage' too

Keep finding a good way for contemporary design to also fit into the neighbourhood. As an appreciated contrast / complement to preserved heritage, invite and support architectural innovation that creates new legacies (individual sites and/or streetscapes) of which the community is proud. Recognize the need for quality design in new buildings, and the prospect of building "landmark" buildings on important and highly visible sites.



#### Predominantly low to mid-rise massing

Honour the local preference for a 'high-low massing rhythm' across the hill town, but with modest height as the norm: mostly low to mid-rise buildings, high rises only on selected sites. Emphasize infill opportunities in achieving density objectives.



#### Vibrant streetscapes

Maintain and encourage a safe and active street life by, for example, 'wrapping' street landscaping and small commercial activities around street corners, providing space for outdoor seating for cafes and restaurants, greening front entryways with container plantings and window boxes, ensuring the presence of 'eyes on the street' from windows and entryways, and ensuring service/retail continuity in commercial areas. With mid- to high-rise buildings, pay particular attention to good design at the street level. There needs to be a rhythm of building and store frontages; these frontages need to be varied and visually engaging to passers-by.

#### Watson Street

Develop Watson Street as a special site, perceived as unique in history, character and use (similar to the Mole Hill precedent in Vancouver's West End neighbourhood) and explore improvements for pedestrians and cyclists, especially through redevelopment.

### 3.4 Large Site Development

As a general guideline for the whole neighbourhood, the community supports greater use of infill opportunities over high-rise development – but the Mount Pleasant community also sees opportunities for some



high-rise as well as mid-rise development in some specific locations, such as for large sites (i.e. Kingsgate Mall, IGA site, and Broadway, Kingsway, Watson Street, and 10th Avenue site).

For the purposes of achieving more appropriate site development (meaning more open space, less paving, better connections to the street) and important public benefits (including contributions to heritage retention, new cultural amenities, affordable housing, childcare, flexible gathering spaces, improved pedestrian environment, provision of cycling routes, streetcar amenities, green space), pursue additional height and density in select locations.

For these sites, participants in the planning process considered and supported a variety of built form options. Any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, 'look and feel' of the area, 'permeability' of the site (the ability of people to see and walk through the site), and other public benefit considerations as noted above. Distribute the height/bulk in relation to the character of adjacent streets (e.g., more height along Broadway, reduced height along 10th Avenue and Prince Edward, larger scale on Kingsway vs. smaller scale along Main Street).

### 3.5 Parks and Public Realm

## Distributed green space

Address the constraints on larger park development and the strong desire of this community for more green space by increasing vertical gardens, linear parks (laneway edges, adaptive street use), pocket parks, and courtyards, other patios and rooftop terraces with public access, and as an outcome of redevelopment on any large site.



## Public realm

Increase and promote public realm assets and appreciation of them – especially green space and opportunities for farmer’s markets and other outdoor events/celebrations – by preserving and adapting City owned lands to those purposes, and setting conditions on development.

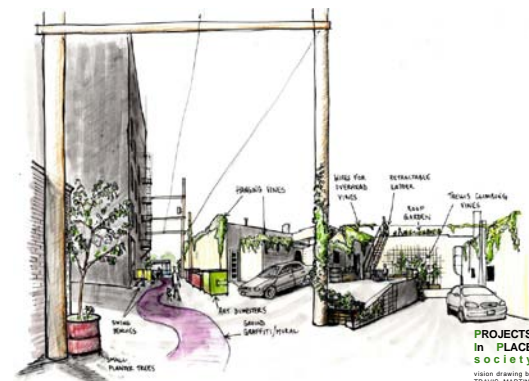


### 3.6 'Laneways'

Laneways

Encourage laneways in suitable locations as a prized feature of Mount Pleasant, activating commercial lanes to make them places to walk, live, and work, while still serving commercial loading/unloading and waste management routes. Using space outside the lane right-of-way, activate the laneways in all these respects:

- animating lanes by encouraging commercial activity on the lane
  - e.g., presentation space/studio work space for artists/artisan shops, outdoor seating for cafes – by ‘greening’ the lane - with



trees, landscaping, public art installations (permanent and temporary), and murals – and by creating small courtyard spaces or mini-plazas (as refuge spots or places to hold special events);

- providing a ‘second face’ of Mount Pleasant with expanded opportunities to position architecturally innovative new development along these routes, strengthening the vitality of Mount Pleasant as a business district by promoting dual-entrance options, laneway-facing studios or other small businesses, temporary art installations, and other “back route” enhancements;
- reinforcing Mount Pleasant’s identity as a creative community by increasing the amount of public art in the lanes (permanent and/or temporary installations);
- using laneway margins where possible to support urban agriculture; and
- recognizing Mount Pleasant as a neighbourhood where laneways can be demonstrated and lessons can be learned for application in other parts of the City.



### 3.7 Transportation

#### Walking, cycling and public transit

Maintain priority support for walking, cycling and use of public transit as the preferred modes of travel, and mitigate the impacts of traffic and parking on the livability of Mount Pleasant.



#### Network of routes

Restore/create routes for pedestrians, bicycles, skateboards, rollerblades, and wheelchair/scooters as a high-priority amenity in this neighbourhood. Keep pedestrian and cyclist routes relatively car-free, link the four distinct shopping areas, connect across busy arterials, connect to transit, connect historic sites, and create a continuous green circuit throughout the neighbourhood.



### 3.8 Heritage

#### Preserve heritage

Recognize and preserve all heritage buildings. Also find a variety of ways of acknowledging other kinds of heritage throughout the community, including: historic waterways; heritage trees and other aspects of the natural history; settlement and social history; streetscapes as well as individual building sites; industrial history; transportation history; and cultural history (including performance sites).



Ensure that heritage preservation includes the development (programming and promotion) of heritage activities that celebrate this rich settlement, cultural and industrial history. Recognize and celebrate the ‘triangle block’ as representing the historic heart of this community.

### Neighbourhood founders acknowledgement

Respect and honour the history, traditions and current presence of Aboriginal peoples and sites; investigate opportunities to deliver tangible support for Aboriginal projects and initiatives, including locations and spaces to mark cultural observances.



## 3.9 Culture

### Strong focus on a creative community

Retain existing – and develop new – gathering, creation, production, presentations, and support spaces (with an emphasis on flexible use) for cultural, social and economic activities, which contribute to the neighbourhood character, reflect its wide-ranging creativity, and also mirror its multicultural identity.

Recognize that Mount Pleasant is a valuable economic development asset to the whole of Vancouver because of its vibrant and creative community which attracts visitors and residents.

## 3.10 Community Services and Development

### Plan for the retention and enhancement of community assets

Build on the past and current strengths of Mount Pleasant, recognizing Mount Pleasant as a resilient and vibrant community already. With new development, keep the neighbourhood context always in mind. Also consider the residents themselves (along with service providers and business operators in Mount Pleasant) as an important asset in the development process.

### Social cohesion focus

In all aspects of community planning – i.e., physical building, development of open space, service provision, and community programming – social cohesion is of utmost importance to this community. The Mount Pleasant community wants to: welcome, engage and integrate newcomers; maintain diversity in its population; provide support to residents of all ages through the types of businesses, services, and recreational and volunteer opportunities available in the community; proactively model “best practices” to reduce the risk of crime and social disturbance and to heighten citizen engagement in neighbourhood stability, health and resilience.

### Fairness and equity in service provision–city-wide

In the planning and creation of more services for the community (including recreational, health and cultural services), ensure the application of fairness and equity principles, promoting community safety and enhancing opportunities for people to mix with one another in a range of recreational, social and cultural activities across the city.

### Integration of at-risk individuals and families

Recognizing Mount Pleasant as a welcoming and inclusive community, ensure that social housing is provided in this neighbourhood with a concurrent increase in support services for at-risk individuals/families who need that housing, including engagement programs for those residents. Integrated community planning must be given precedence over simply meeting housing needs.

Adhering to fairness and equity principles includes distribution of social housing and services for at-risk groups (people who are homeless, have addictions, live with multiple disorders, are chronically unemployed, and/or live with other high-risk conditions) across all neighbourhoods of Vancouver, not concentrating them in eastside neighbourhoods, or any one (or a few) neighbourhoods. Fairness and equity, in practice, also mean not concentrating housing or services for at-risk groups in one sub-area of a given neighbourhood and thereby creating ghettos.

### Inclusivity commitment

Within Mount Pleasant, promote universal design principles and apply them to the greatest extent possible, to make all spaces (whether residential, commercial or public realm) accessible by persons of all ages and abilities/disabilities.

## 3.11 Public Engagement

### Build community capacity

Build or enhance community capacity throughout the planning and development processes, ensuring that the process seeks common ground and reflects the interests of the broad community.

### Co-design approach to community development

Create mechanisms – both a governance structure and process mechanisms – that will engage representatives of the Mount Pleasant community, design professionals, and the City together, as an ongoing means of (a) identifying new local needs as well as persistent community needs, and (b) collaboratively ensuring that design solutions and implementation strategies will meet those needs in a way that strengthens and enhances the Mount Pleasant community, while upholding the principles and policies of the Mount Pleasant Community Plan.



Whether in the form of a Neighbourhood Design Panel or Area Council or other structure, the commitment must be integrated into community planning. Physical design challenges and solutions and social needs must be addressed together to ensure a strong community. This body

and related process mechanisms will serve to steward the vision of preserving heritage, sustaining a vibrant and creative place, welcoming architectural innovation, and building fine new legacies here.

The first step in creating the appropriate mechanism(s) will be investigation by City planners into the various models and best practices used in other neighbourhoods and municipalities to achieve similar goals, followed by a report and then further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant.



## 4.0 Policies to Address Key Issues

These policies are largely directed at the City of Vancouver as the most significant policy-maker, regulator, and sometimes funder of projects related to the key issues, and are more focussed (i.e., by location, action, or actor) than the overarching principles discussed above. However, as discussed above, senior levels of government and their agencies have a role to play in the implementation of some of these policies, respecting housing, services, and transportation.

### 4.1 Housing

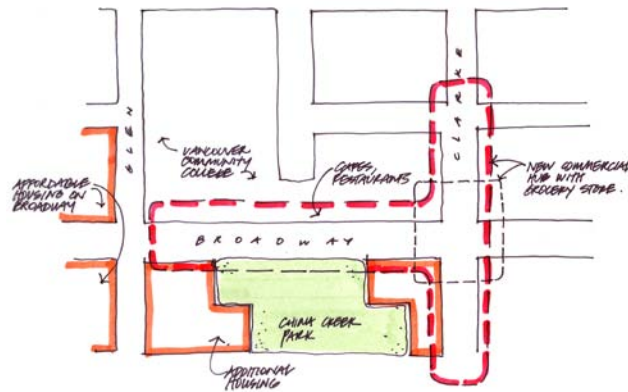
- Provide more housing and more affordable housing in Mount Pleasant for low to middle income households, especially for families, seniors, new immigrants, and aboriginal people.
- Seek opportunities to build a greater range of housing types in Mount Pleasant, from SRO's to row housing, to apartments, to house youth, large and extended families, and seniors (to age in place).
- Seek to reduce barriers to the construction of new market rental housing, and provide more market rental housing in Mount Pleasant, by: having the City provide more land for rental housing; addressing rental restrictions placed on some strata units by Strata Councils; and encouraging retention of rental buildings.
- Apply principles of 'universal design' to buildings and environments to make them usable and effective for everyone.
- Seek opportunities and act to reduce parking requirements for housing in order to reduce construction costs (thus reducing housing costs), and to free-up space for alternative uses (e.g., garden space).

#### 4.1 (i) Additional Housing Opportunities

- Allow increased housing density in Mount Pleasant near transit hubs, commercial centres, parks, along arterial streets, and/or streets with linear parks, and with adequate provision or leading to the provision of public services like schools, parks, childcare, community centres, and transit.



- Encourage housing on lanes in Mount Pleasant – both infill and ‘Laneway Housing’- to increase number of units, to increase laneway animation, to provide mortgage-helpers, and to improve housing affordability (with a smaller dwelling unit); fix the existing infill housing policy to enable infill housing to be built on most lots (e.g., 33 foot lots).
- Investigate creating a walkable, shopping and residential hub at Broadway and Clark, encouraging uses like local coffee shops, mini-gardens, grocery stores, restaurants, music venues, galleries.



#### 4.1 (ii) Non-market Housing

- The City should seek partnerships with senior levels of government to provide more affordable housing by providing stable funding for non-market housing, grant support for building and maintaining more affordable housing, and tax incentives for building rental housing.
- Support the distribution of non-market housing throughout the community and the City to retain neighbourhood diversity of population and services.
- Undertake more research by City, shared with the public, on best practices of integrating marginalized at-risk groups into the neighbourhood.

- Help sustain and promote more co-ops and co-housing. Benefits include long-term, secure housing, and contributions to social/economic/family diversity.
- Support housing for the homeless and others with housing needs, by: retaining rental suites through restrictions on redevelopment; providing new non-market housing as part of any large site rezoning and redevelopment; and providing further incentives for the retention of heritage buildings.
- Increase affordable housing along Broadway between Main and Clark.

#### 4.1 (iii) Building Maintenance

- Explore strengthening standards and enforcement of standards to ensure that landlords of low rent units and multi-family buildings are maintaining their buildings, without evicting tenants and significantly increasing rents.
- Consider creating incentives for all residents to maintain their buildings, including the elderly, those on fixed-incomes, or suffering from a lack of health.

#### 4.2 Character

- Investigate opportunities to increase the ‘quality’ of new housing being built (e.g., better scale, materials, detailing, and craftsmanship)
- Explore opportunities to further sustainability and energy efficiency in design including:
  - retaining ‘heritage’ buildings with ‘green’ adaptations (e.g., introducing roof gardens, solar panels)
  - applying the City’s latest environmental standards to all new development (e.g., LEED or other standards more responsive to local conditions)
  - reusing building materials obtained from demolished buildings.



- Investigate opportunities to increase the variety in design of new housing (e.g., discourage ‘cookie-cutter design’) and innovation in building design (e.g., discourage replications of heritage-style architecture or ‘faux heritage’).
- Explore impacts of reducing the height and bulk of new duplexes (including likely impacts on unit size, property values, and carbon footprint).
- Explore opportunities to allow alternative types of building construction (e.g., ‘cob’ or ‘straw bale’ construction)



### 4.3 Parks and Green Space

- Encourage community involvement in the programming and maintenance of parks (increasing their use, making parks safer).
- Expand urban food growing/education in Mount Pleasant by proactive policy, active program support, community engagement, and proactive use of underutilized space (e.g., personal garden sharing, cultivating bees, vertical gardens).
- Encourage green roofs for amenity, recreation, and food growing.
- Explore opportunities for daylighting Mount Pleasant’s streams, and creatively and substantially marking the historical course of those streams, encouraging people to think about the neighbourhood as involving a complex ecology.
- Encourage the greening of back lanes in residential areas (e.g., more ‘Country Lanes’).
- Improve open space at Mt. Pleasant Elementary and turn area into special gathering place with hard and soft landscaping.

#### 4.3 (i) Adding Open Space

- Pursue creative ways to add park space in Mount Pleasant, especially in areas without parks nearby, including purchasing corner parks, reusing streets and parking lots for multiple purposes (e.g., slowing traffic and enhancing pedestrian use of the street), setting back buildings (to create small green spaces), and encouraging donations of green space.
- Create one new central neighbourhood square (with covered area) for events like farmers’ markets, festivals, parties, and gatherings.



#### 4.3 (ii) Park Design and Services

- Express the welcoming spirit of Mount Pleasant in outdoor space design by embracing a diverse population including youth, families, different income groups, and aboriginal people.
- Examine opportunities to improve Mount Pleasant’s parks, by:
  - adding enhanced lighted recreational space (e.g., for basketball)
  - continuing to make parks accessible for all users (i.e., ease of travel to and within parks)
  - adding additional play equipment, and enclosed and covered play space for children (especially younger ones)
  - providing free Wi-Fi connections, with easy universal code, for way-finding, park or heritage tours
  - incorporating exercise equipment for adults and seniors
- Provide more space for arts and culture in parks, including rotating art exhibits, public art installations, musical/theatrical shows, and festivals.

- Provide more public washrooms in Mount Pleasant's parks, and seek partners to accomplish this (e.g., developers and local businesses).
- Examine opportunities to improve Mount Pleasant's parks by adding a skateboard and bike park and an enclosed off-leash area to Jonathan Rogers Park and Guelph Park.
- Explore ways to increase local residents' use of "City Hall Park" (e.g., playgrounds, holding community events).
- Make improvements to North China Creek Park, including providing an all-season pathways/running/biking surface, a community garden, enhanced children's play area, integration with Central Valley greenway, and highlighting the park's significance in the history of Vancouver.
- Make improvements to South China Creek Park, including addressing safety and cleanliness issues, and providing more play equipment for families and youth (e.g., basketball hoops).



#### 4.4 Laneways

- Develop a Laneway Strategy as part of the Public Realm Plan for Mount Pleasant, and use Mount Pleasant as a pilot area for testing suitable locations for laneway animation, for the benefit of the entire City.
- Encourage cleaner lanes and safer lanes.
- Designate one alley as a 'graffiti alley' as a way to engage local artists and trigger dialogue regarding laneways.



#### 4.5 Services

- Ensure all of Vancouver's neighbourhoods are fairly provided with a range of services to meet resident's needs (e.g., provision of low cost or free services, services for new immigrants, opening hours, indoor and outdoor recreation, community gardens, library services).
- Continue to provide support for Mount Pleasant's children and youth, considering:
  - more childcare spaces and support for organizations (e.g., churches) willing to provide more childcare spaces
  - providing more 'late-night' safe activities
  - mixing recreation with educational and employment training
  - more children's programs especially for parents/caregivers and younger children
- Provide intergenerational support, for example, linking seniors with young families, or seniors with youth; consider integrating seniors programs with other programs offered by Mount Pleasant Neighbourhood House, Community Centre, or local schools.
- Ensure diverse recruitment of public service staff (e.g. library, community centre etc.) to provide language services to all.
- Provide needed and on-going services to immigrants in Mount Pleasant (e.g., tutoring, information on housing and community services), and provide directories of those services.
- Acknowledge and support programs currently housed in non-City facilities such as Mount Pleasant Neighbourhood House, Light and Love Home, and St. Patrick's Church.



- Examine opportunities for providing medical walk-in services in Mount Pleasant (open evenings and weekends); assess impact of city regulations (e.g., parking requirements).
- Provide adequate space for seniors' programming in Mount Pleasant (Mount Pleasant Community Centre is too small to house seniors' programs).
- Identify existing or provide new gathering places where people of diverse backgrounds can freely drop in or participate in activities or events such as multicultural or aboriginal dinners.

#### 4.5 (i) Homelessness

- Seek to prevent homelessness before it happens with the timely provision of support services addressing health and poverty issues, especially for at-risk youth.
- Distribute housing and services for the homeless, addicted, multiple disorder, and other high-risk populations throughout the City, and not concentrated primarily in East Side neighbourhoods, or in any one neighbourhood, or small group of neighbourhoods.
- Continue to support efforts to house the homeless in Mount Pleasant, with consideration given to the long-term effects of this support on well-being of the whole neighbourhood.
- Ensure buildings that house the homeless and other types of supportive housing respond to the character of the neighbourhood in terms of form and scale, or, if applicable, to the anticipated future character of the neighbourhood (as set out in the community plan).



- Ensure the community is engaged by the City, provincial government, and/or other actors when implementing programs for the homeless.
- Examine opportunities to use existing vacant or underused space to accommodate homeless people as a cheaper alternative to building new housing.

#### 4.5 (ii) Garbage and Recycling

- Seek compliance of commercial and residential property owners and occupants with City By-laws requirements regarding management of their solid waste, including clean-ups of major garbage items.
- Ensure air and waste water quality regulations are followed in light industrial areas in Mount Pleasant (e.g., IC-2 and IC-3), including businesses and artist studios.
- Encourage all residential properties and businesses to recycle (especially products that local businesses sell).
- Provide all eligible properties with City run recycling and composting collection services.
- Continue to recognize businesses and non-profit organizations that operate recycling services not provided by the City (e.g. electronics, deposit containers), and inform property owners and occupants of those services.
- Encourage residents to compost using backyard composters or worm bins.
- Direct new developments and redevelopments to provide proper space allocation for solid waste storage facilities.





#### 4.6 Safety

- Continue the practice of having windows face onto streets, lanes, sidewalks, and parks for casual surveillance.
- Continue to prune and shape street trees in order to shed maximum levels of lighting on streets and sidewalks; increase the use of 2 levels of lighting incorporating down lighting for pedestrians.
- Strengthen the Mount Pleasant service component of the Renfrew Collingwood Policing Centre (e.g., encourage more volunteers with better and more diverse outreach).
- Increase bike and foot patrols especially in areas considered unsafe by Mount Pleasant residents.
- Support the aims of the City's Four Pillars Program by:
  - improving access to treatment for mental health and drug addiction
  - improving safety for the community (e.g., more needle pick-up)
  - seek ways to mitigate the risk for drug users and sex trade workers.
- Consider measures to promote safety in Mount Pleasant's parks and public places, including enlisting 'pooch patrols' and providing a fenced dog park or playground to enhance surveillance, providing readily accessible public phones, installing bright lighting in parks and along park edges, and posting information about current safety programs.



- Consider introducing lighting in areas frequented by the public at night and considered unsafe by residents (e.g., around Vancouver Community College), with consideration of impact on nearby residences.
- Use graffiti art (e.g., wall murals) to reduce 'tagging' of blank walls.

#### 4.7 Walking, Biking, and Parking

- Provide more opportunities for using skateboards, roller blades, and scooters on pathways away from car traffic.
- Address traffic calming issues through the City's Traffic Calming Program. Streets identified by the community include Scotia, Manitoba and Sophia Streets, and around #1 Kingsway and Francis Xavier School.
- Address road maintenance issues through the City's Street Maintenance Program. Issues identified by the community include paving on 16th Avenue, sidewalk maintenance on Broadway near Kingsway (sidewalks blocked by bus shelters, buckling sidewalks), and steep sidewalks north of 6th Avenue on Caroline, St. George and Fraser Streets; improve methods of reporting maintenance issues (e.g., on-line reporting).
- Explore opportunities for converting streets to bike or pedestrian corridors with slow-moving traffic.
- Provide street improvements to encourage bicycle riding in Mount Pleasant, including possible bike lanes on major streets, providing additional bike routes linking Mount Pleasant to northern destinations through False Creek Flats, adding bike racks for a variety of bikes and bike attachments in commercial areas, and further diverting traffic away from bike routes.
- Provide improvements to encourage walking in Mount Pleasant, (e.g., better east-west connectivity across Main Street from 1st to 5th Avenues, north-south connectivity across Great Northern Way and the railway tracks to Terminal Avenue).

- Review the potential of reducing parking requirements – especially for housing – to reduce development costs and reliance on the car; address Traffic Demand Management at the community level to reduce needed car travel.



Narrowed street (Garden Drive)



Carrall Street Greenway

#### 4.8 Transit

Provide transit improvements to encourage taking transit in Mount Pleasant, including:

- supporting the extension of Skytrain/rapid transit or some other form of technology out to UBC.
- examining the potential of extending Vancouver's streetcar network up Main Street to 13th Ave. (site of old transit barns).
- supporting the extension of the streetcar from Science World to Chinatown/Gastown/Stanley Park/Yaletown – with connection to Great Northern Way Campus and Vancouver Community College.

As part of the upcoming future Area Transit Plan, consider:

- charging for transit based on distance travelled, not zones.
- increasing bus service on Main Street and at night.
- providing small community shuttle buses to local destinations in Mount Pleasant, especially where walking routes are very steep.



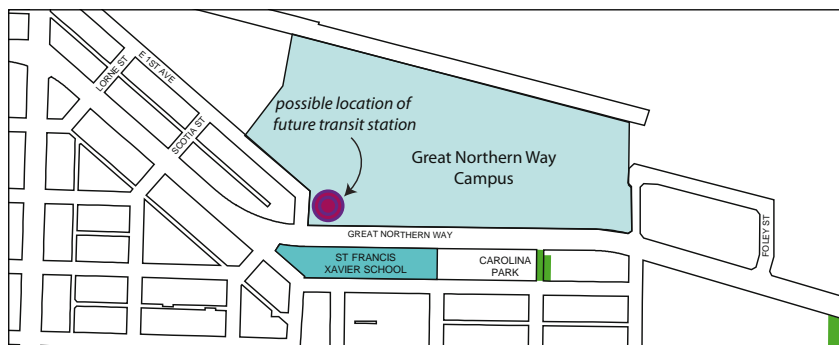
Possible streetcar line on Main Street



#### 4.8 (i) Great Northern Way Campus Transit Station

Great Northern Way Campus (GNWC) is located on the southern edge of the False Creek Flats, generally bounded by Main Street to the west, Clark Street to the east, Prior/Venables Streets to the north, and Great Northern Way to the south. It is anticipated that a new transit station will be built on the site as part of the Millenium Line extension to UBC.

- Locate the anticipated transit station on the north side of Great Northern Way, positioned to be integrated with new development including safe pedestrian access and connectivity between the station and other Mount Pleasant destinations.



#### 4.9 Heritage

- Apply the broader definition of 'heritage' for Mount Pleasant that goes beyond buildings, and includes streetscape, landscape resources (e.g., trees and parks), and archaeological sites.
- Explore new and diverse ways to understand, display, retain, celebrate, and communicate about Mount Pleasant's heritage, incorporating aboriginal knowledge and last century's immigrant's contributions; using public art, websites, walking tours (with I-phone 'app'), plaques, cairns, photo exhibits, community events, dates stamped on sidewalks, and information posted in small gathering places, parking lots, and/or commercial sites.

- Upgrade the heritage register recognizing buildings built since 1940, and other aspects of heritage (e.g., important working class homes, redressing the gender imbalance as part of cultural history). Create a supplemental inventory of new landmark, iconic buildings.
- Enhance Brewery Creek's historical significance by linking creek daylighting to public education and school programs, finding partners to fund stream daylighting, and making it a priority in line with the City's new green action plan. Do not give bonus density for new development for symbolizing the creek through artistic design.
- Educate people about heritage in Mount Pleasant. Consider making Mount Pleasant a 'heritage area' – providing a detailed description of Mount Pleasant's heritage assets – as a means to better protect and enhance its heritage resources.
- To discourage demolition of older buildings and development of new duplexes, increase the incentives/regulation relaxations (including zoning and building code) for heritage retention in Mount Pleasant. Allow transfer of density within Mount Pleasant as a heritage retention tool. Recognize that infill housing promotes the retention of heritage.
- Improve guidelines for 'heritage' design in Mount Pleasant's apartment and duplex areas to better complement existing heritage buildings.



#### 4.10 Culture

- Provide more opportunities to create and display a diversity of public art.
- Create indoor cultural facilities and spaces for public meetings and presentations, art gallery showings, artist studios, rehearsals and performances, and make better use of existing public buildings (e.g., schools) and commercial spaces (e.g., cafes) for cultural activities.
- Investigate means to enable artists to better communicate among themselves and with the community, including:
  - providing an inventory of multipurpose, common space in buildings
  - providing free display spaces; enabling artists to pool equipment; providing information regarding rezonings relevant to artists
  - providing a cultural resource liaison between artists and the City
  - creating maps setting out 'artists walks' with public art and artist studios.
- Acknowledge Mount Pleasant's history/culture with plaques/cairns, street/building/park names, festivals/events, walking tours, and lighting projects, with creative use of technology.
- Address issues related to City policy respecting arts and culture, including zoning, guidelines, and other policies and enforcement practices.
- Review zoning for artist live-work studios and other related policy, to promote affordability and use by artists.
- Seek to provide diverse and affordable housing options for artists (e.g., live-work, common work space, artist co-ops).
- Promote community engagement and diverse cultural programming of events in Mount Pleasant, such as 'summer spaces', block parties, testimonials etc, and provide new opportunities for artists/residents from diverse backgrounds.
- Encourage artists, residents, and the City to work together to make common things art (e.g., benches, bike racks)
- Provide more opportunities in Mount Pleasant for outdoor live events and performances (e.g., 'Music on Main', stages in parks)
- Allow existing buildings (including houses) to have artist's space, or provide more mixed-use buildings accommodating artists



*Graffiti art*



*Western Front (artist-run-centre)*

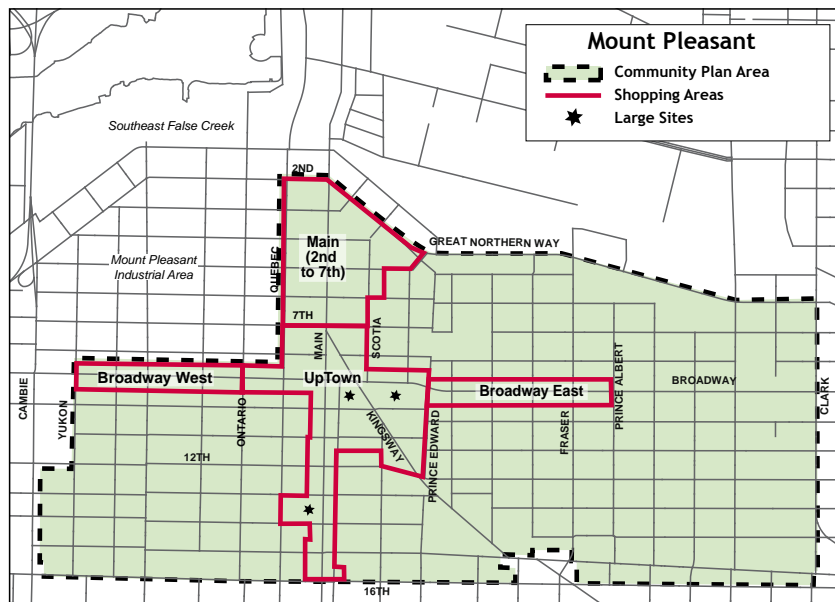


*Heritage walking tour*

## 5.0 Shopping Sub-Area Plans and Policies

The Mount Pleasant Community Plan contains plans and policies for Mount Pleasant's three shopping sub-areas – Uptown, Broadway West, and Broadway East - and the light industrial/commercial area located on Main Street from 2nd Avenue to 7th Avenue (see Map 2). The policies establish a framework for more detailed planning (including rezoning) which will occur during plan implementation (see Section 6.0).

Within these sub-areas are locations where additional density and height should be pursued to achieve more appropriate site development and important public benefits. A variety of built form options could be appropriate on these sites; any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, and the 'look and feel' of the area.



Map 2

It is important to note that additional height (as opposed to density) is a very sensitive issue where there was the least convergence of community opinion during the community plan process. Future development will need to demonstrate how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

New residential development should serve, in part, communities with housing needs (e.g., low to middle income families, seniors, artists) by providing a variety of housing types (e.g., more rental, social or artist live-work units, row housing, 3-bedroom units for families, or co-operatives). Large sites are encouraged to expand job space (retail, office professional), provide more services, and locate parking underground. The Plan supports the design of 'iconic' (landmark) buildings when granting permission for higher buildings. New development should distinguish itself from predominant forms of development in other parts of the City.

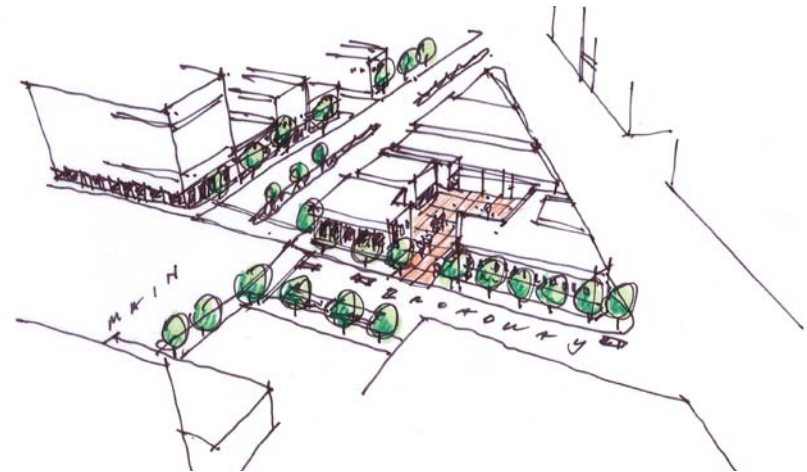
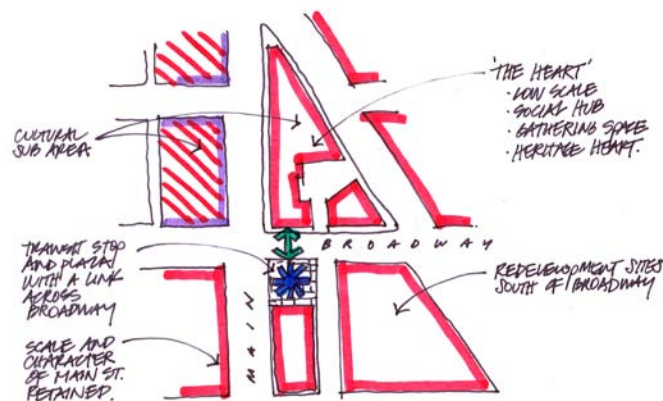
### 5.1 Uptown Shopping Area

#### Overall Concept Plan

- Retain the existing scale and character of Main Street (from 7th to 11th Avenue).
- Ensure that Main Street be kept more local in scale with smaller frontages. Retain the 'high and low' rhythm of building heights along Main Street. Retain older more affordable housing (e.g., 3 storey walk-ups) for low income families and individuals.
- Create an improved pedestrian environment linking important sites along Main (e.g., IGA site, Heritage Hall).
- Allow additional density and height for mixed-use buildings of up to 6 storeys to increase housing opportunities along South Main (12th to 16th Avenues).



- Create a 'Cultural District' north of Broadway by preserving and enhancing the heritage 'heart' (triangle north of Broadway between Main Street and Kingsway) and the surrounding area at current scale, with retention and creation of spaces accessible to a range of cultural groups for a range of purposes, including artist studios.
- Improve pedestrian link between areas located north and south of Broadway with wider sidewalks and improved pedestrian crossings (e.g. residents have suggested longer crossing times at lights); celebrate the historical importance and physical uniqueness of Watson Street.
- Increase permitted residential (with some commercial space) in locations south of Broadway on Kingsway recognizing Broadway and Main is and will continue to be a busy transit interchange, and that Broadway and Main lie at the 'summit' of 'hilltown'.
- Use contributions from redevelopment sites south of Broadway (e.g., Broadway, Kingsway, 10th Avenue and Watson Street site; Kingsgate Mall) for heritage retention, cultural amenities, and public realm improvements north of Broadway in Mount Pleasant.



*'Cultural District', north of Broadway, with central gathering place and cultural centre.*

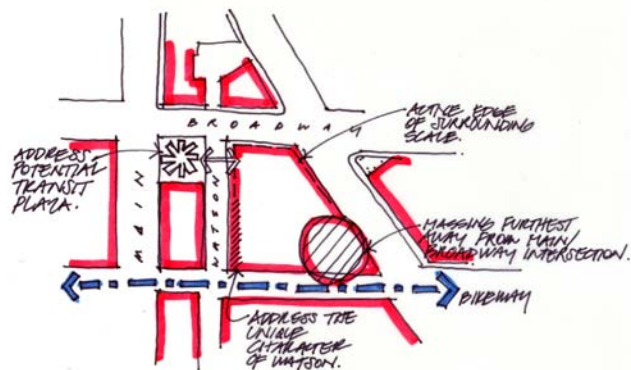


*Possible redevelopment south of Broadway on Kingsway including the site bounded by Broadway, Kingsway, Watson, and 10th Avenue.*

## Large Sites

### 5.1 (i) Rize Alliance Development site (bounded by Broadway, Kingsway, Watson Street, and 10th Avenue)

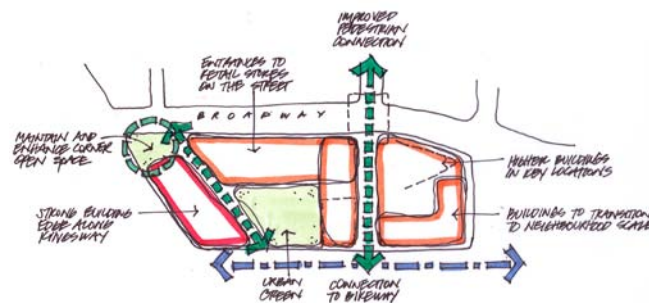
- Support the design of an 'iconic' (landmark) building when granting permission for higher buildings.
- Encourage new development on the site bounded by Broadway, Kingsway, Watson Street, and 10th Avenue: add more housing, expand job space (retail, office professional), provide more services, and locate parking underground. Provide housing off Broadway/Kingsway (very busy intersection), and seek to animate this block with appropriate commercial uses.



### 5.1 (ii) Kingsgate Mall

- Pursue additional density and height beyond that permitted under the current C-3A zoning
- Retain positive attributes of existing mall to local community: small businesses catering to the needs of the diverse local population, merchant booths, chairs to sit in, local programming/events run out of the mall.

- Turn Kingsgate Mall 'inside-out': have entranceways to retail stores on the street; 'active' space designed with pedestrian and cyclists in mind; childcare located near green space close to shopping; and an interior courtyard.
- Incorporate a plaza as an 'inviting' public space emphasizing pathways through the site to ensure its permeability; consider views from the plaza and provide ready access to and from 10th Avenue Bikeway.
- Explore incorporating outdoor and indoor performance and presentation space in development.



Possible development at Kingsgate Mall.



### 5.1 (iii) IGA Site

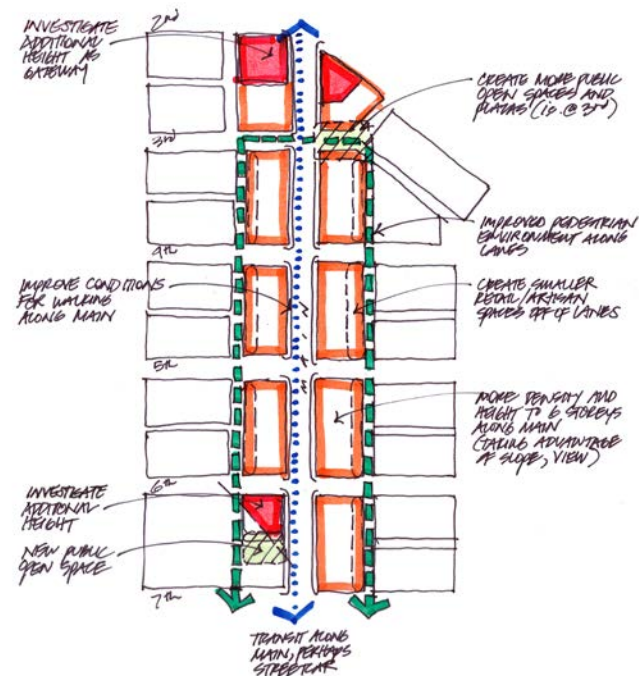
- Pursue additional density and height beyond that permitted under the current C-2C zoning .
- Put entrance of retained grocery store on Main Street; improve the integration of project 'edges' with surrounding community; replace surface parking with green space; use green space for a variety of public programming (e.g., artists' fair, community garden, gathering space). Explore and work with 'streetcar theme' reflecting sites history.



Possible options for built form along Main St. at the IGA site. The 'inside out' orientation of the IGA site, utilizing retail 'wrap-around', improves integration with the street.

### 5.2 Main 2nd to 7th

- Create an urban community along Main Street (2nd to 7th Avenues) with a mix of residential, office, and retail uses. The retail character should be one of local-serving shops and services with small and varied frontages, along with a grocery store.
- Arts and culture spaces (e.g., studio, performance) should be expanded to serve the larger arts and culture population. Improve the feasibility, longevity, and governance of live-work studios for artists.
- Special care is needed to address the width of Main Street and its attendant traffic; examine opportunities to widen sidewalks and improve pedestrian crossings (e.g. residents have suggested longer crossing times at lights).



- Identify opportunities to create more small public open spaces and plazas (e.g., the community suggested closing-off the street at 3rd Avenue and Lorne Street to create a plaza) that link Main Street together. Opportunities exist to take advantage of the slope for creating an interesting street.
- Link the historical and industrial aesthetics in new development, recognizing the transition from Broadway to Main, and promote and imbed architectural innovation and experimentation.
- Allow up to 6 storeys for mixed-use developments along Main Street from 2nd to 7th Avenues; investigate permitting additional height during plan implementation (see Section 6.1 c.)



*Six storey mixed-use*

### 5.3 Broadway West

#### Overall Concept Plan

- Respond to Mountain Equipment Coop (MEC) as the anchor of this shopping area, and reflect the ‘outdoor character’ of the shopping area (e.g., with many bike and outdoor stores). Encourage a greater business mix, meeting daily needs of residents, including a local grocery store. Ensure that Broadway West be kept more local in scale than the Uptown area, with a gradient of retail stores from Cambie (with its ‘big box’ stores) to Main Street (with its small-scale shops).

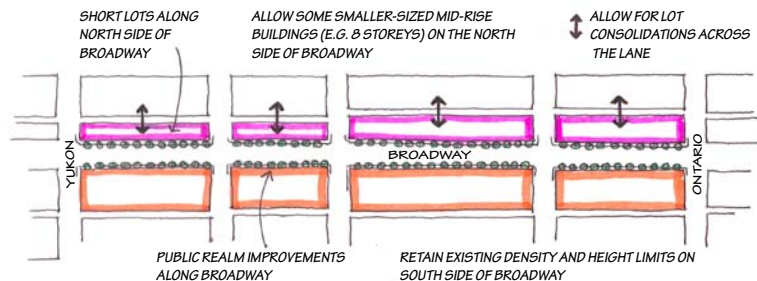


- Arts and cultural spaces including spaces for individual artists (e.g., studio, support, production, and presentation spaces) should be expanded to serve the large artist population; encourage small storefronts (especially chronically vacant spaces) to be used as galleries/ studios.
- Increase bike access to Broadway: investigate creating a shopping ‘bike path’ by employing a bike parking strategy (e.g., bike lock ups near outdoor cafes, in back lanes).
- Consider creating a significant pedestrian connection leading to Jonathan Rogers Park, with commercial storefronts facing open space, potentially consolidating the block and reorganizing the lane. Use the slope as an advantage for underground parking.



*Redeveloped block with improved connections to Jonathan Rogers Park.*

- Retain existing density and height limits on the south side of Broadway (i.e., new buildings usually achieve heights of 6 storeys) to maintain views to the north and existing scale of new development.



- Pursue additional density and height beyond that permitted under the current C-3A zoning for mixed-use developments on the north side of Broadway to achieve a more appropriate built form and contribute to public benefits (e.g., cycling routes, pedestrian environment, open space, affordable housing).
- Allow some mid-rise buildings (e.g., 8 storeys), providing there is no overshadowing of Jonathan Rogers Park, and allow lot consolidation across the lane in blocks with short lots (i.e., north side of Broadway between Yukon and Quebec Streets).



Six storey mixed-use

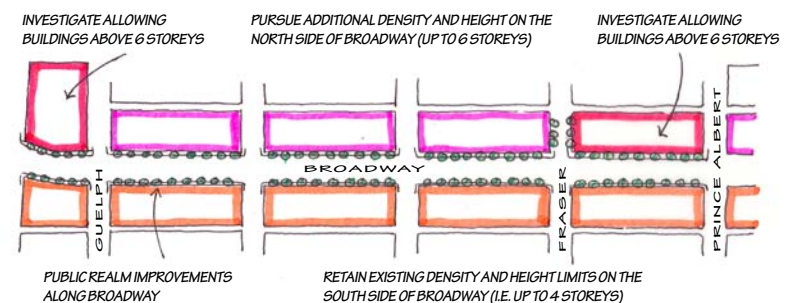


Eight storey mixed-use

## 5.4 Broadway East

### Overall Concept Plan

- Revitalize Broadway East, attracting a mix of business and residential development, providing more shops and services within walking distance, including provisions for more medical and dental services. Ensure that Broadway East be kept more local in scale than the Uptown area.
- Require ground floor retail to animate the street, with office space and social services located on the second and/or third storey, with residential higher up.
- Arts and cultural spaces, including space for individual artists (e.g., studio, support, production, and presentation spaces) should be expanded to serve the large artist population; encourage small storefronts (especially chronically vacant spaces) to be used as galleries/ studios.
- Seek 'quality' in design of new buildings, with good quality materials and interesting detailing, including some inner courtyard designs (e.g., Campbell Court) for new development.



- Retain existing density and height limits up to 4 storeys on the south side of Broadway, maintaining sun access to commercial sidewalks, views to the north, and existing scale of new development.



- Pursue additional density and height beyond that permitted under the current C-2C zoning for mixed-use developments on the north side of Broadway to increase private investment in the Broadway East shopping area, and contribute to public benefits (e.g., cultural amenities and public realm improvements).
- Allow up to 6 storeys for mixed-use developments along the north side of Broadway between Prince Edward and Prince Albert Streets; investigate permitting additional height during plan implementation (see Section 6.1 c.).

*Four storey mixed-use**Courtyard at Capers**Six storey mixed-use**Six storey mixed-use*

## 6. Plan Implementation

### 6.1 Avenues to Plan Implementation

Implementing the Mount Pleasant Community Plan will involve a combination of efforts stemming from a number of different initiatives:

**Site-Specific rezoning** – involving applications from landowners/ developers to change the designation of land in accordance with Community Plan principles and policies. The rezoning process – with public engagement – should explore how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

**On-Going City Programs and Projects** – involving the application of staff resources and/or capital funding already dedicated to address key city issues and objectives, like the provision of bike facilities and routes, park improvements, and traffic calming. During the Community Plan process, heritage staff, working with consultants, drafted a Mount Pleasant Heritage Context Statement which can be used in the Heritage Register Upgrade. Combining efforts to achieve outcomes that accomplish a variety of City and neighbourhood goals can also be pursued. An example of such an effort could involve the installation of traffic calming devices which could enable the creation of pockets of green space and/or the provision of bike parking facilities. Collaboration with local businesses and residents can result in a stronger effort in bringing about plan policy.

**New Programs and Projects** – involving requests for new resources to implement the plan in cases where no resources are currently in place. Staff will report back to Council in instances where this support will be required in order to implement Mount Pleasant's plans and policies.

An example where a new planning program will be needed is the rezoning of Main 2nd to 7th Avenue. The community supports mixed-use development of up to 6 storeys in this area. They also expressed

concerns about allowing buildings above 6 storeys at the intersections of Main Street with 2nd Avenue and with 7th Avenue. The concern is in recognition of potential impacts on views – especially at Main and 7th Ave. - and overshadowing of adjacent areas, along with changes to the character of the street. There was also strong support for retaining the Main Street view cone, protecting existing views, and restricting development of higher buildings along the east side of Main Street.





Further work to be done on these issues when the Main 2nd to 7th area enters a rezoning process:

- demonstrating how any additional height above 6 storeys at 2nd and 7th Avenues serves to improve site development and street character, and provide public benefits, without compromising the 'hill town' urban design concept, important public views, and sun access to the street; and
- clarifying the dimensions of the view cone, and carefully examining potential development in and around the view cone, in consultation with the broader community, demonstrating how altering the view cone will improve site development and street character, and provide public benefits, without compromising important public views.

Once again, the rezoning process – with public engagement – should explore how to reach an optimal balance of public benefits, site improvements, and urban design objectives with higher densities in low-, medium-, and, on selected sites, high-rise forms of development.

In addition, the emerging Homelessness and Housing Strategy is investigating creative approaches to achieving affordable housing (market and non-market), which may inform future rezoning processes.

## 6.2 Steps to Begin Community Plan Implementation

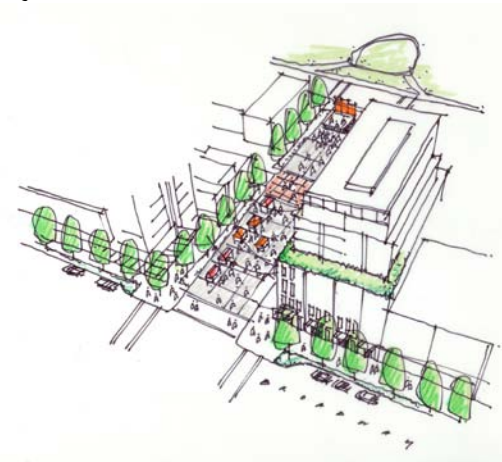
Staff will begin the process of plan implementation by taking the following steps:

### Revitalization Strategy for Broadway East

A revitalization strategy will be devised by staff, working with the community, to address the issues identified in the community plan respecting Broadway East. Along with seeking change along this commercial strip, the community also expressed concerns about allowing buildings above 6 storeys on the north side of Broadway at

the east and west ends of the shopping area (i.e., between Prince Edward and Guelph, and between Fraser and Prince Albert). Concerns were also expressed about closing off the north leg of Fraser at Broadway for purposes of creating Fraser Square (which would incorporate sitting areas, meeting places, and provide a view of and greater connection to Sahalli Park). Concerns about the former relate to potential impacts on views and overshadowing of adjacent areas, along with changes to the character of the street; concerns about the latter relate to impacts on local traffic, and the prospect of the resulting open space being unsafe and unavailable for local residents (subject to use by drug users and sex trade workers).

Further work will be required on these issues when a revitalization strategy is drafted for Broadway East. The strategy must assess how any additional height above 6 storeys serves to trigger redevelopment, and leads to improvements in site development and street character, and provisions of public benefits, without compromising urban design considerations (including overshadowing), and important public views. Further work on Fraser Square will involve reviewing local traffic implications for any partial or full street closing, and addressing the proposed change in light of the full revitalization strategy being drafted for Broadway East.



The revitalization strategy will have physical, economic, and social dimensions – for example, public realm improvements can be brought about through redevelopment, which also can deliver new housing and services to the area, which, in turn, can create a safer environment for local businesses and residents. It will also recognize Broadway East's economic and development history in deciding on an appropriate response. The strategy will determine the conditions and priorities needed to set revitalization in motion on Broadway East.

### **Public Benefits and Infrastructure Strategy**

A Public Benefits and Infrastructure Strategy will be devised for Mount Pleasant to enable the delivery of multiple public benefits identified in the community plan. This Strategy will identify the capital costs for new public amenities and facilities requested in the community plan (e.g., childcare, parks, engineering infrastructure, cultural spaces including artist studios and live/work, affordable housing, and heritage retention), potential revenue expected from new development and other sources (e.g., DCLs, CACs, Capital Plan), and the allocation of that revenue to support the construction and operation of new amenities and facilities. The Strategy will also seek to ensure that new development on both City and private land pays a fair share towards public benefits needed to meet demands created by the new population.

### **Public Realm Plan**

A Public Realm Plan will be drafted to co-ordinate the public realm improvements identified in the community plan. In general, the public realm plan should address issues of connectivity across Mount Pleasant (e.g., with pathways, bikeways, and Laneways), street vibrancy, provision and design of public spaces, and sustainability (e.g., rainwater management, wildlife habitat, and other ecological considerations). A key consideration will be approaches to daylighting and marking Mount Pleasant's streams.

### **Public Engagement Review**

The overarching goal of this review is to improve civic decision-making, addressing issues of representativeness, diversity, trust, and creativity in neighbourhood decision-making, while building community capacity to solve problems. It will involve an investigation into creating a governance structure and process mechanism to engage representatives of the Mount Pleasant community, design professionals, and the City to collaborate on design solutions and implementation strategies for the Mount Pleasant Community Plan. As a first step, various models and best practices used in other neighbourhoods and municipalities will be reviewed, including neighbourhood design panels and co-design processes. This would be followed by further dialogue with community stakeholders to jointly determine the best approach to adopt in Mount Pleasant. This review will be co-ordinated with the City's own on-going review of public engagement practices.

## **6.3 Additional Considerations When Implementing the Community Plan**

Based on comments received during Open Houses evaluating draft policy directions, the following are additional considerations when implementing certain aspects of the Community Plan:

### **Housing**

- determine the impact of environmental, heritage and other regulations/policies on the cost of housing (both short and long term), and seek a balance when in pursuit of competing objectives.
- examine the 'role' of new duplexes in providing housing diversity in Mount Pleasant (e.g., unit size, number of bedrooms, etc.)
- Investigate opportunities for sharing space in development (e.g., artist work space, study space) to reduce household housing costs.

Where additional density and height are being considered, examine opportunities and constraints in providing more affordable rental and strata family-sized units (i.e., 3 and 4 bedroom units), more row housing, and creative tenure arrangements including 'restricted resale housing'.

**Character**

- recognize tradeoffs involved when moving away from designing buildings reflective of heritage character in favour of variety and innovation:
  - should there still be some heritage aspects mandated (e.g., colours, materials)?
  - should some heritage buildings be renovated or replicated?
  - are there some areas within which design should be more tightly controlled? and
  - are there some aspects of contemporary design that should be restricted?
- examine shadow/privacy/character impacts of providing housing on lanes, and assess areas for which it is most suitable.

**Culture**

- examine the impact of noise and hours of operation on nearby residential areas when seeking opportunities for providing more live performance spaces.
- examine economic viability when providing cultural space in new development; seek to ensure such space remains viable for cultural use for the life of the building.

**Services**

- examine opportunities and constraints in providing more health services in Mount Pleasant – especially walk-in clinics and constraints posed by city parking regulations.

**Parks**

- examine existing park programming needs (e.g., the kinds of spaces currently unavailable) when creating additional park space in Mount Pleasant.
- provide a suitable separation from residential areas and quiet areas in parks when finding locations for skateboard and bike parks.

**Parking**

- recognize the importance of short-term street parking to local merchants (especially in light of revitalization efforts); parking reductions should not result in an increase in demand for on-street parking.
- investigate parking reductions near transit interchanges where travel choices exist beyond the use of a single occupancy vehicle.