

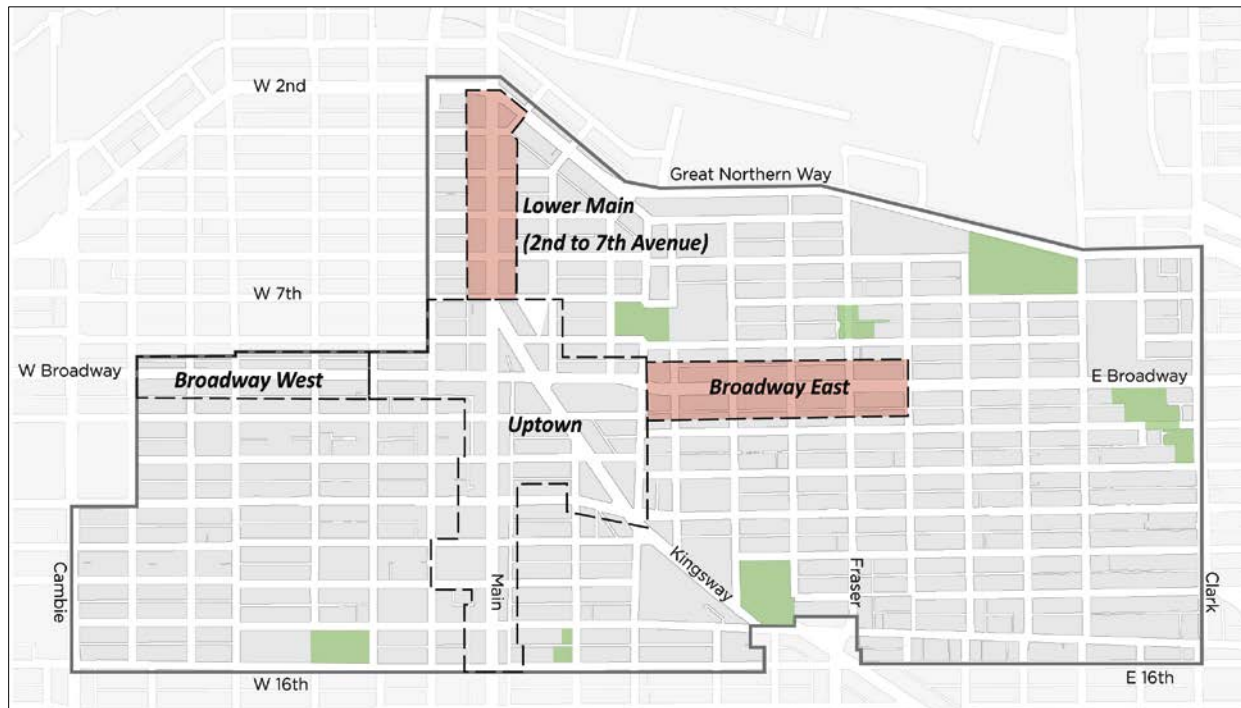
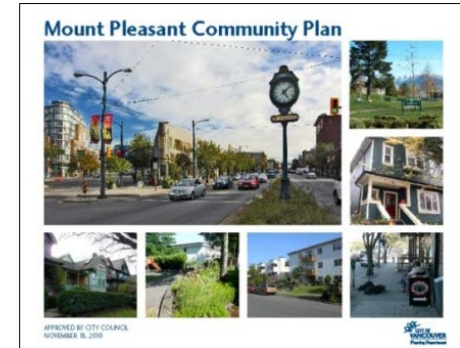
Mount Pleasant Community Plan Implementation

**City Finance and Services Committee
October 23, 2013**



Background

- Mount Pleasant Community Plan adopted November 2010
- Four elements of Implementation Package
 - Broadway East Revitalization Strategy
 - Lower Main Urban Design Framework
 - Public Realm Plan
 - Public Benefits Strategy



Public Engagement

- Variety of in-person events:
 - Workshops, stakeholder meetings, street fair, open houses
- On-line information and surveys
- General community support for Implementation Package
- MPIC - some remaining concerns:
 - City-initiated v. privately-initiated rezoning of Lower Main
 - Building heights above 6-storeys



Broadway East Revitalization Strategy

- Mixed use redevelopment to reinforce shopping and services
- New and enhanced public spaces
- Clear guidelines for built form and height



Broadway East Revitalization Strategy

- Local business coordination and promotion
- Actions to improve environment: clean-up, murals, etc.
- City support for ongoing community stewardship

Broadway - East of Main NEWS

April 2013

Dear Merchants and Service Providers:

Spring Greetings from the City of Vancouver and the Mount Pleasant Community Plan - implementation team!

The Mount Pleasant Community Plan identified a need to focus on and improve the Broadway East Shopping Area. Developing a strategy for revitalizing this area is one of our implementation priorities.

Since the December 2012 newsletter, we have:

- Met with some of the Service Providers in Broadway East;
- Held a follow-up design session February 27th on built form and public realm;
- Reviewed parking in the area; and
- We are working with the City of Vancouver "Integrated Graffiti Management Program" to address tagging on public property and on community murals.

Updates

Broadway East Revitalization

We have heard from many businesses and property owners on how to improve the area and actions for revitalizing Broadway East include:

- Create a directory of businesses and services in the area;
- Continue this local newsletter while engaging the community in writing, design and production;
- Explore how to formalize a local business association;
- Tap into local contacts to attract new businesses;
- Liaise with the City to be aware of new development and potential business opportunities; and
- Educate the local community about parking issues and how to initiate change if necessary.

For more on the emerging Revitalization Strategy, visit us at the "Ribbons of Colour" event on April 27th! Stay tuned for information on another event in June.

Integrated Graffiti Management Program

The City of Vancouver's Integrated Graffiti Management Program is back! The program focuses on the eradication of all graffiti, enforcement of the City's graffiti bylaw along with community engagement, education, and prevention initiatives.

City staff have been working in Mount Pleasant to address tagging on public property and on community murals. For more information on the program, visit: vancouver.ca/graffiti

Mount Pleasant

"Ribbons of Colour" Event - Saturday, April 27 10:00am to 5:00pm

It's time for an exciting Broadway East Revitalization community event - on a closed street in your neighbourhood! On April 27th, there will be a community clean-up, a street fair on Fraser Street, and an Open House at Mount Pleasant Neighbourhood House. Fraser Street, between East Broadway and East 5th Avenue will be closed for the neighbourhood clean-up and street fair.

10:00am to 11:00am - Neighbourhood Clean-up
(meet at East 8th and Fraser Street)
We hope that you can help the clean-up effort by removing litter in front of your business and in the lane. If you can, join the Vancouver Spectacular and Mount Pleasant CARES and other community volunteers in the neighbourhood clean-up, please sign up with Angela at 604-671-6598.

Noon to 2:30pm - Street Fair
Join the fair and learn more about Broadway East Revitalization. There will be fun street activities and free entertainment for all.

2:30pm to 5:00pm - Open House
Follow the ribbon trail to Mount Pleasant Neighbourhood House. City staff will share ideas for new development, streets, public space and public benefits for your community. Come provide your feedback on these and other priorities in implementing the Community Plan.

Hope to see you at the event!

For more information about the Mount Pleasant Community Plan and how to get involved, visit: vancouver.ca/mountpleasant



Lower Main Urban Design Framework

- Mixed use redevelopment to create “gateway” to Mount Pleasant
- Clear guidelines on built form and height
 - 3rd to 6th Avenue: up to 6-storeys
 - 2nd to 3rd Avenue: up to 12-storeys
 - 6th to 7th Avenue: up to 9-storeys
- Wider sidewalks, new public spaces, creative use of lanes
- Contributions to public amenities



Lower Main Urban Design Framework

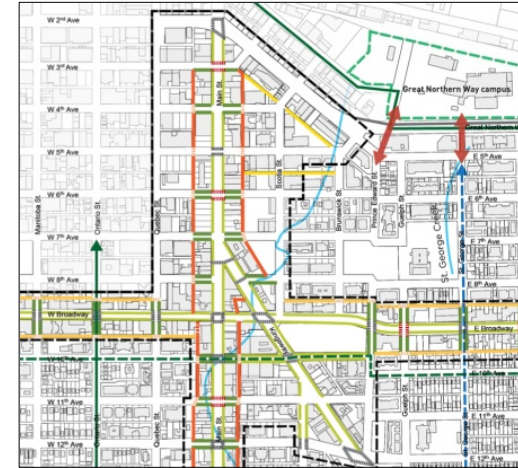
- Confirm view cone dimensions
- Consistent with previous Council decisions
- Limits building heights on east side of Main



View 22

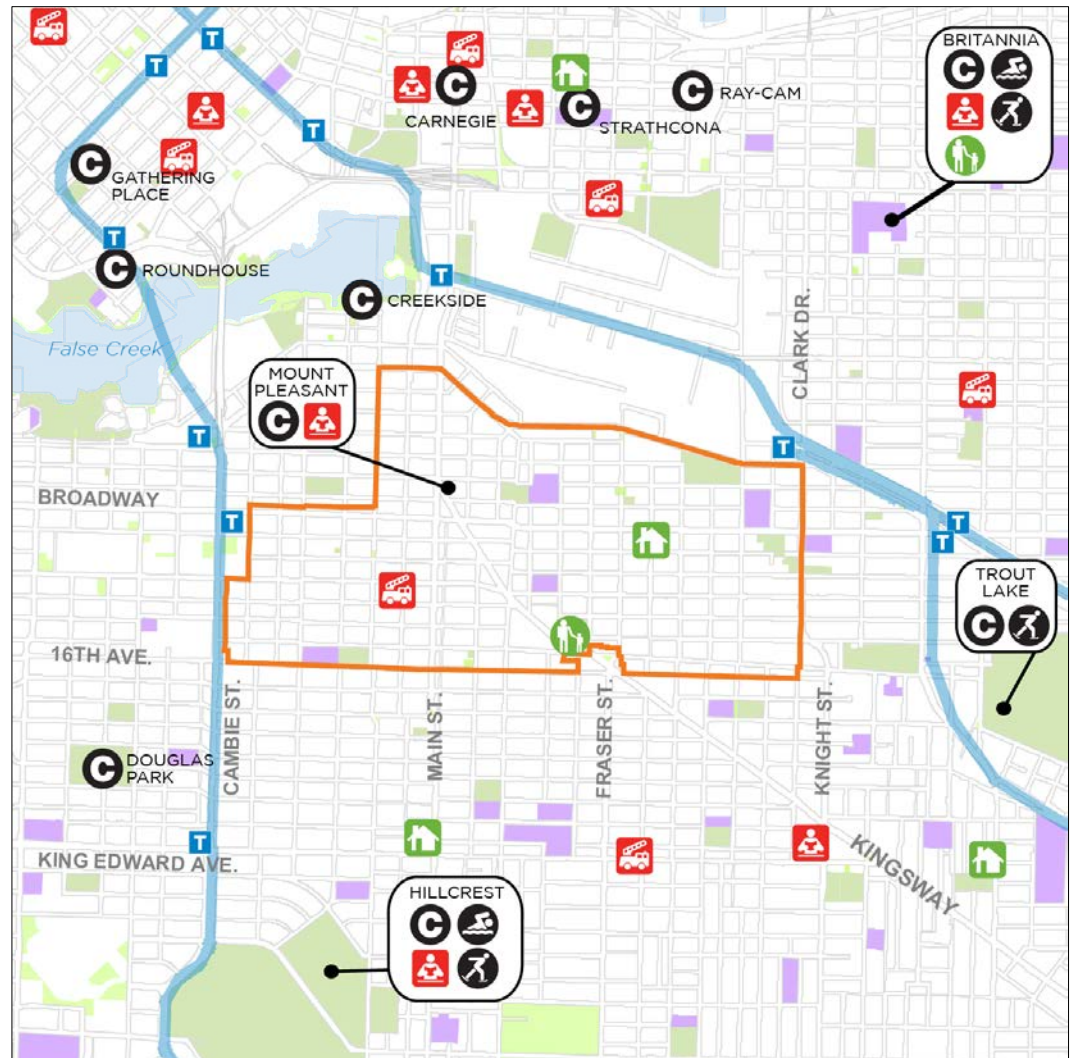
Public Realm Plan

- Unique, eclectic public realm design rooted in Mount Pleasant
- New and enhanced public spaces
- Better pedestrian and cycling connections
- Celebrating the rich history and culture
- A green canopy of street trees



Public Benefits Strategy

- Strategic direction for investment over 30 years
- Based on current and future needs assessment
- Population growth: from 26,000 to 33,000 by 2041 (similar to citywide average)



Public Benefits Strategy

	City Contribution	Developer Contribution (incl. CAC/DCL)	Partnership Contribution	TOTAL
Libraries, Social and Recreation	\$1 - \$2.5 M	\$1 - \$2.5 M	\$1 - \$2.5 M	\$3 - \$7 M
Culture		\$4.5 M	\$2 - \$4 M	\$6.5 - \$8.5 M
Childcare	\$3.5 - \$4 M	\$9 - \$12 M	\$3.5 - \$4 M	\$16 - \$20 M
Parks and Open Space	\$2.5 M	\$4.5 - \$6 M		\$7 - \$8.5 M
Housing	\$2 M	\$63 M	\$120 M	\$185 M
Public Safety				nil
Transportation	\$14.5 - \$20 M	\$8 - \$12 M	\$5 - \$6 M	\$27.5 - \$38 M
Utilities and Public Works	\$16 M	\$2 M		\$18 M
Heritage		\$1 - \$3 M		\$1 - \$3 M
TOTAL	\$40 - \$47 M	\$93 - \$105 M	\$131 - \$137 M	\$264 - \$288 M

Thank you.

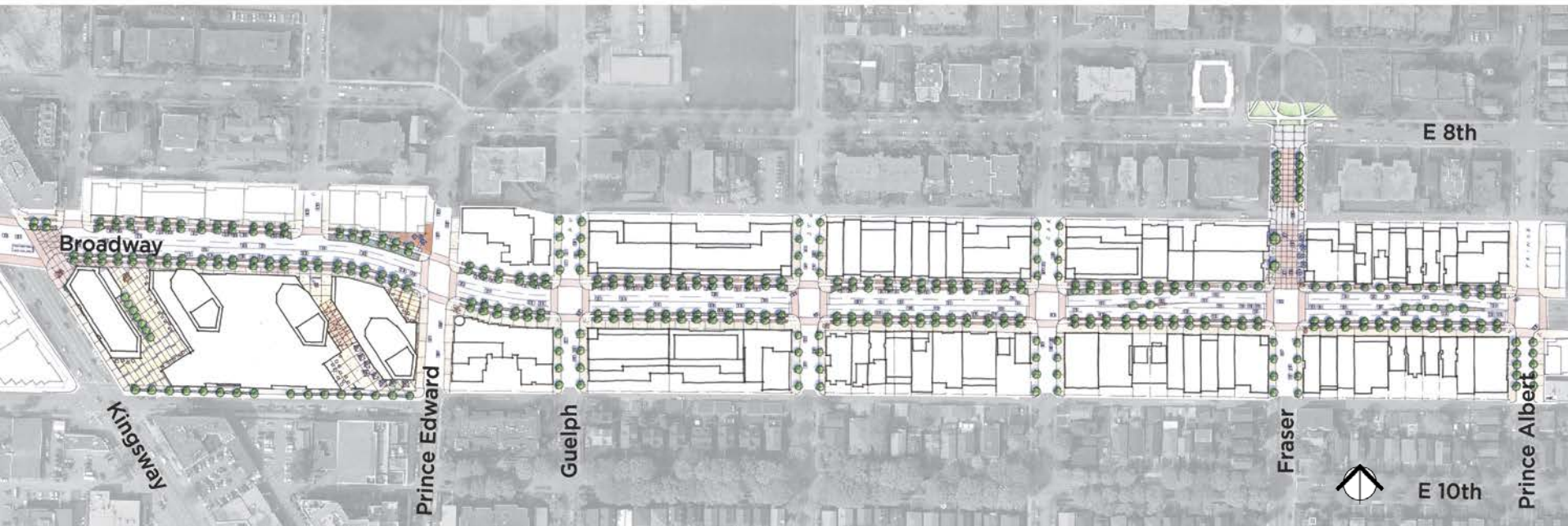
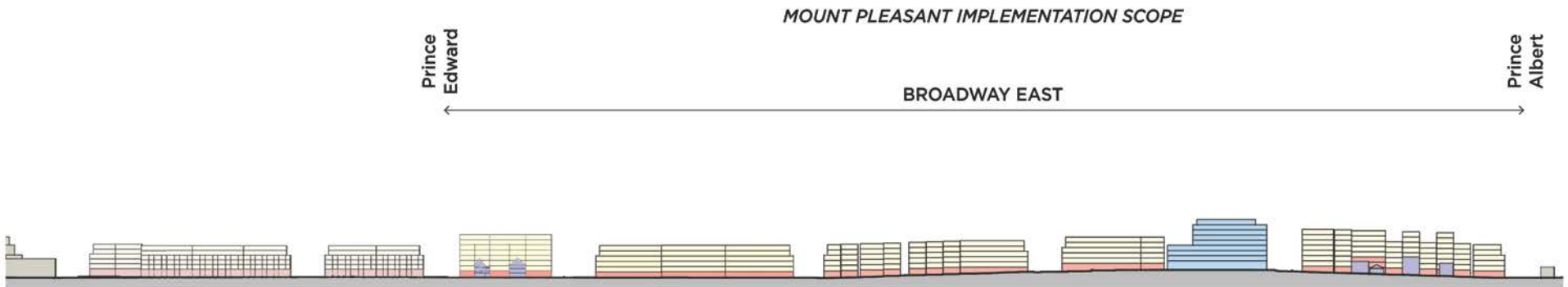


Supplemental Slides



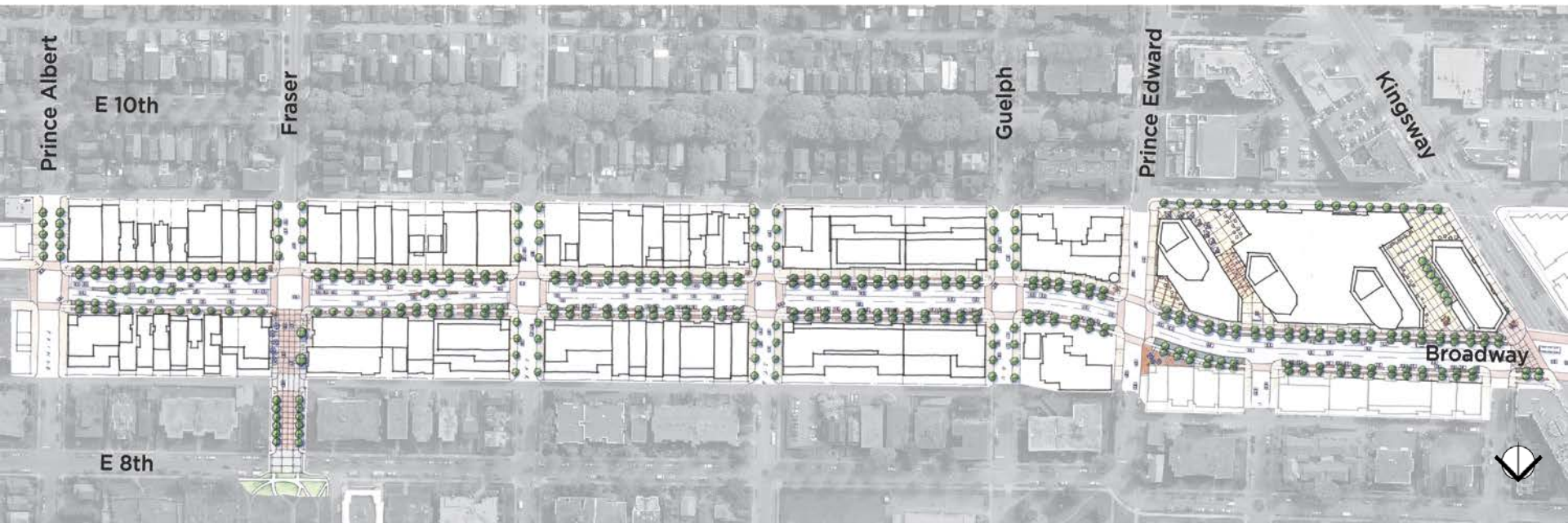
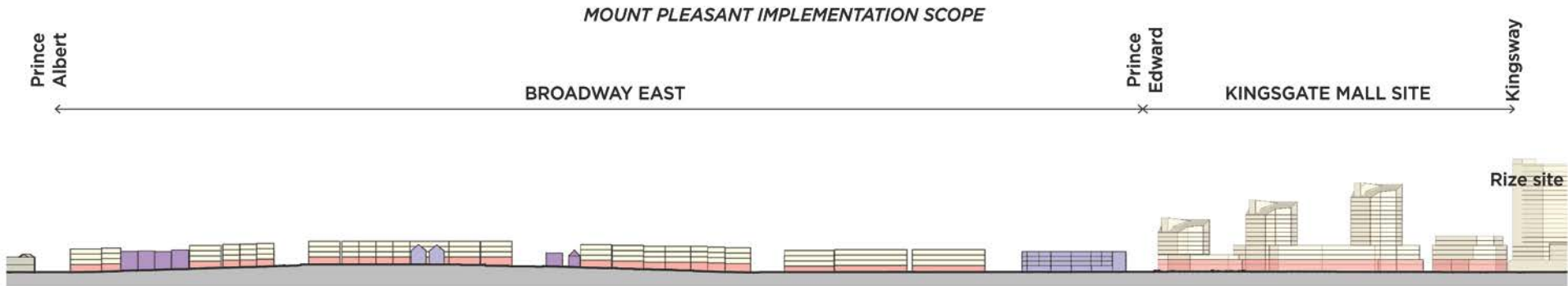
Supplemental Slides: Broadway East Urban Design Framework

Broadway East – North Elevation



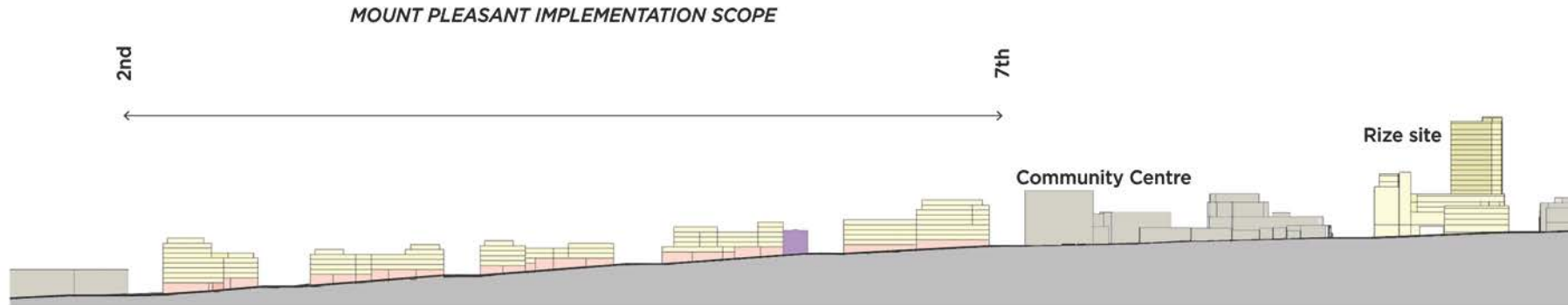
Supplemental Slides: Broadway East Urban Design Framework

Broadway East – South Elevation



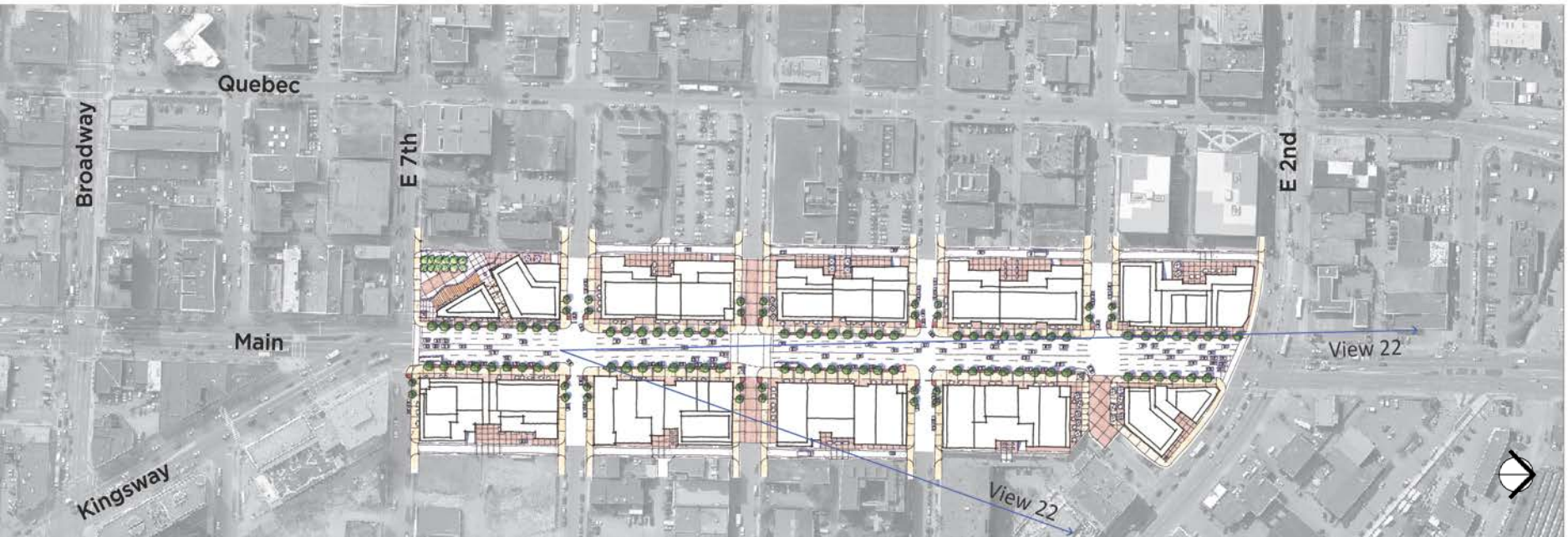
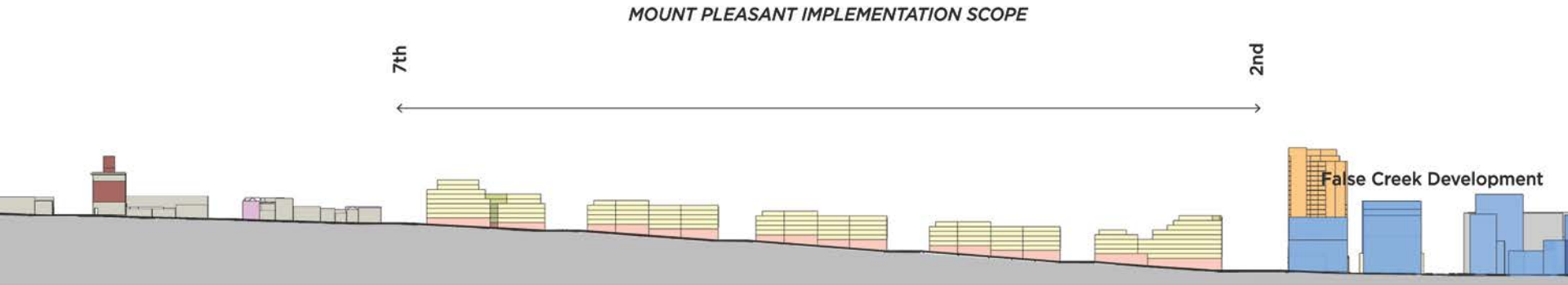
Supplemental Slides: Lower Main Urban Design Framework

Lower Main - East Elevation

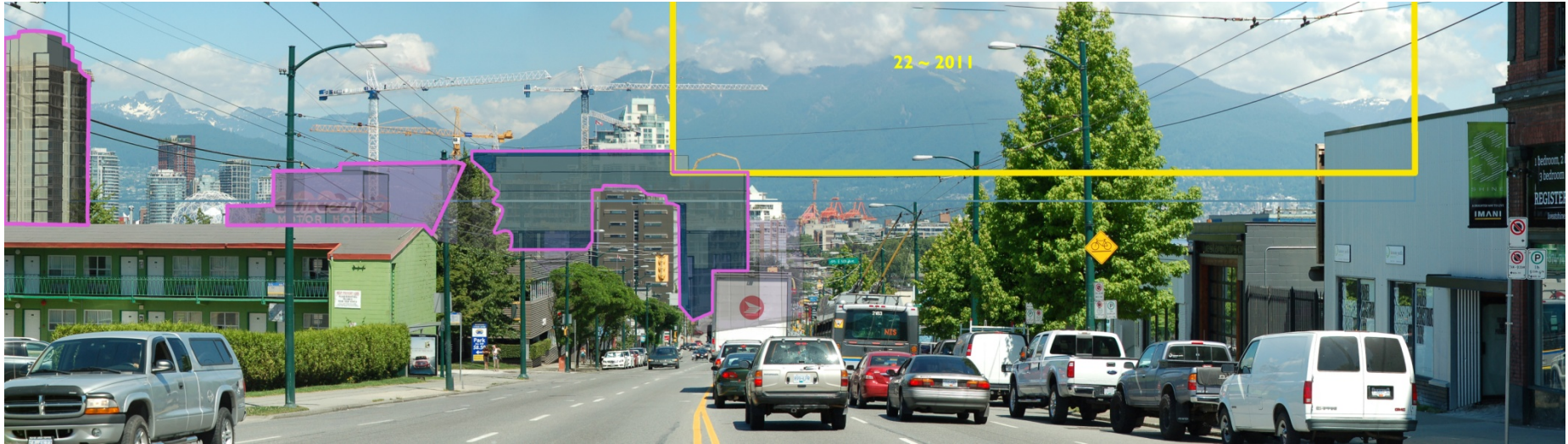


Supplemental Slides: Lower Main Urban Design Framework

Lower Main - West Elevation



Supplemental Slides: View 22



View 22

Supplemental Slides: View 22



View 22