



Broadway Plan: Phase 1 Engagement & Proposed Guiding Principles

Regular Council
October 22, 2019

- A. THAT Council receive for information, the *Broadway Plan: Phase 1 Engagement Summary Report*, generally as attached in Appendix A.

- B. THAT Council endorse the proposed *Broadway Plan Guiding Principles*, generally as attached in Appendix B, to provide guidance for the creation of the draft Broadway Plan through continued extensive community engagement.

Broadway Plan: Study area and Scope



Broadway Plan provides an opportunity to coordinate transit-supportive **land use, housing, job space, transportation improvements, public space design, and amenities** with the future Broadway Subway.

Study area is generally between Clark Drive and Vine Street, from 1st to 16th avenues.



While planning program is underway:

- 1. Interim Rezoning Policy (IRP):** generally rezonings will not be considered during the planning process in order to not pre-empt or divert the planning process with rezonings which set new directions or preclude options that could emerge during the process.
- 2. Development Contribution Expectations (DCE) Policy:** to limit speculation in the study area and provide clarity regarding the City's priorities and expectations for contributions towards amenities and affordable housing as a result of community planning.

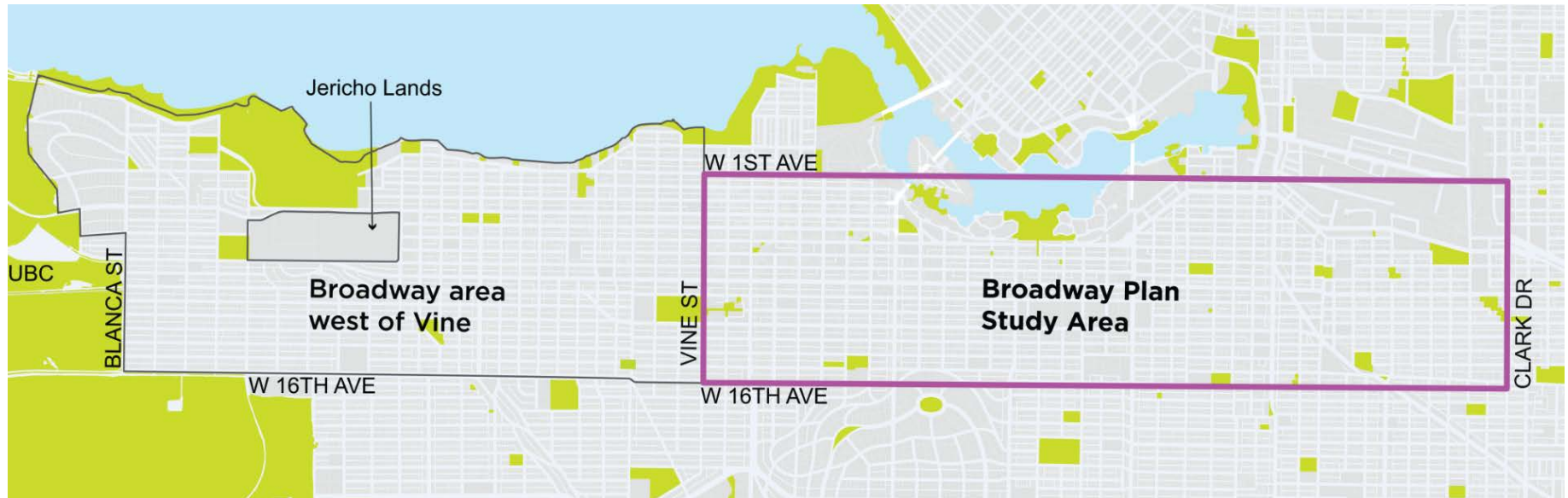
Development pressure is increasing in the study area with land owners seeking to move forward with rezonings during the planning process:

Rezoning Applications under review:

- 5 active rezoning applications under review

Rezoning Enquiries that have staff support to proceed:

- 7 active confidential enquiries
- 5 additional confidential enquiries that are inactive but could come forward during the planning process



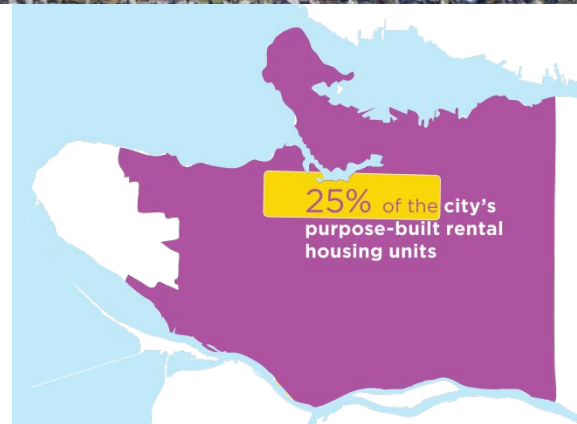
- Land use in the neighbourhoods of Kitsilano (west of Vine Street) and West Point Grey will be planned through future collaborative neighbourhood-based and city-wide planning processes
- April 2019: Interim Development Contribution Expectations Policy and Interim Rezoning Policy put in place to limit rezonings and speculation up to and during a future planning process.

Broadway Plan: Study Area



Quick Facts:

- 2nd largest employment area in the province
- 84,400+ jobs (20% of city)
- 78,000+ people (12% of city)
- 42% of units are rental housing (<1% vacancy rate)



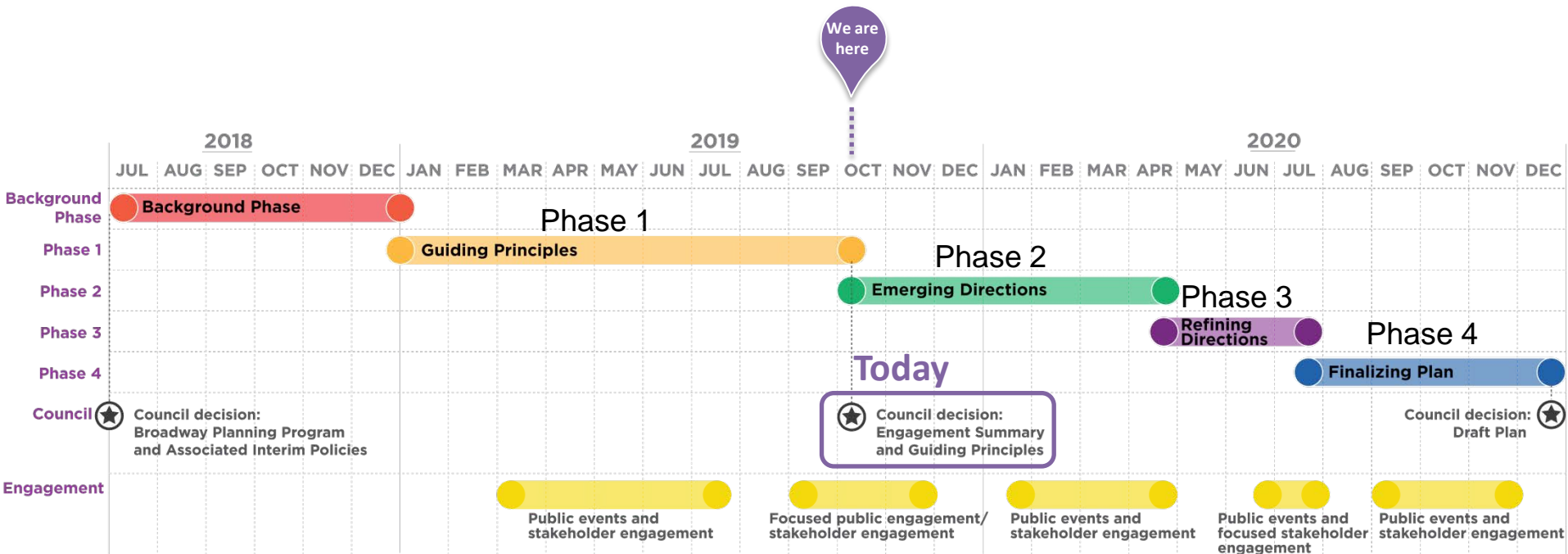
Broadway Plan provides a significant opportunity to advance a number of urgent Council priorities, including opportunities to:

- Housing – New Supply: provide additional rental housing supply in the city’s core, close to transit, and test and implement new tools to avoid tenant displacement and protect rental affordability.
- Housing – Senior Government Partnerships: align with senior government funding programs to increase the supply of social and supportive housing, below-market rental housing and market rental housing.
- Jobs and Economy: provide additional job space to meet long term city, regional and provincial economic objectives and align with concurrent master planning processes (VGH and City Hall).
- Childcare: increase the supply of childcare and align with senior government funding programs.
- Transportation Planning: provide safe and convenient active transportation and transit, and reduce motor vehicle reliance.

Broadway Plan provides a significant opportunity to advance a number of urgent Council priorities, including opportunities to:

- Integrated Water Resource Management: respond to significant utilities challenges (e.g. aging infrastructure, sewer separation and capacity constraints) with an integrated water resource management plan
- Climate Emergency Response: advance Council's Big Moves and accelerate the emergency actions to reduce the impact of Climate Change.
- Arts and Culture: advance the goals and actions of Culture|Shift and Cultural Infrastructure Plan.
- Reconciliation Framework: engage with Musqueam, Squamish and Tsleil-Waututh Nations and Urban Indigenous communities and to incorporate First Nation and Urban Indigenous perspectives into the process.
- Intersectional Lens: align with efforts to develop a city-wide equity framework to ensure an inclusive city that is safe and welcoming to all people.

Timeline: Planning Phases and Products



- Broad, inclusive and innovative community engagement
- Community planning for distinctive neighbourhoods connected by the future Subway
- Phase 1 was a listening phase designed to achieve values-based conversations with people who live, work or have an interest in the area

Phase 1 Engagement: Activities and Events

Phase 1 Engagement
(March 7 to September 7, 2019)
Broad range of Phase 1 activities and events:

10,300+ engagement contacts
during Phase 1 of the
Broadway planning process



**Broadway Plan
Launch**
3,200
people



Launch Survey
Online + In-person
2,016
responses



Asset mapping
850
asset map comments



(13) Walkshops
247
people



**Online
Walkshops**
417
responses



**Urban Explorers
Showcase**
100
people



(2) Festivals
1,259
people



**(4) Stakeholder
Workshops**
78
people



**Guiding Principles
community
open house**
928
people



**Lemonade Stand
Pop-up tent**
180
people



**Guiding Principles
Survey**
Online + In-person
948
responses



**UBC
Let's talk Science**
30
people

Phase 1 Engagement: Activities and Events



Broadway Plan Study Area Overall:



Preserve and enhance the **distinctive character of each neighbourhood**



Need for **improved walkability**, especially on commercial streets/arterials



Shopping streets and local businesses are cherished (e.g. Main St., W 4th and S. Granville) and a desire to see these areas retained and enhanced



Broadway street lacks character/identity and should be improved with wider sidewalks, public spaces, weather protection, street trees/greening, more patios and cafés, etc.



Concerns regarding **displacement** of renter households, and also small businesses, cultural spaces, etc.



Need for **additional housing opportunities** (especially rental/non-market housing) close to transit



Need for diversity of **job space** close to transit

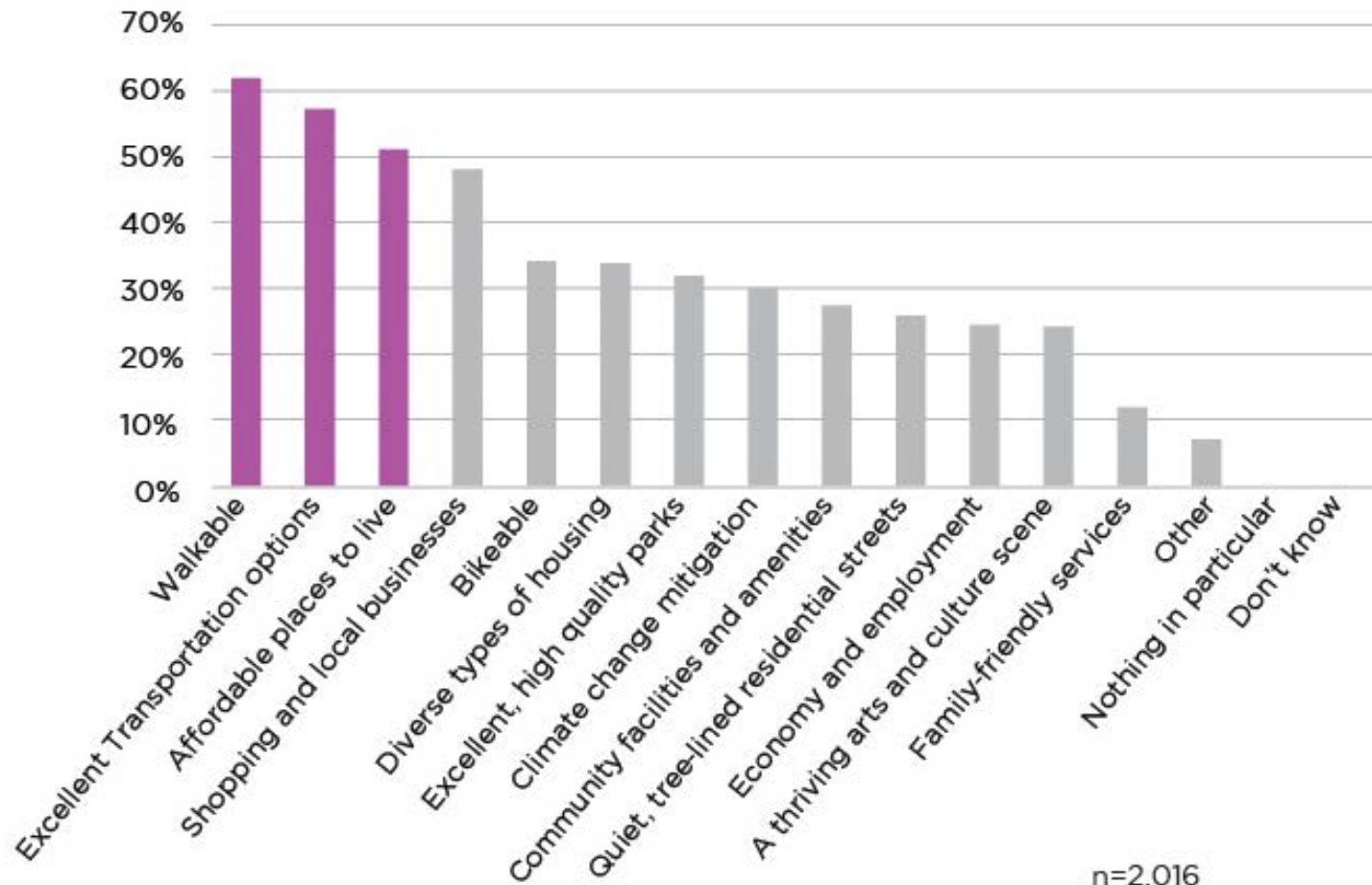


Need for **amenities and services** to support growth and livability, e.g. parks, community centres, childcare, libraries, and neighbourhood houses

Phase 1 Engagement: What We Heard

1. Walkable
2. Excellent transportation options
3. Affordable places to live

*Launch survey question:
“What are your top priorities
for the area?”*

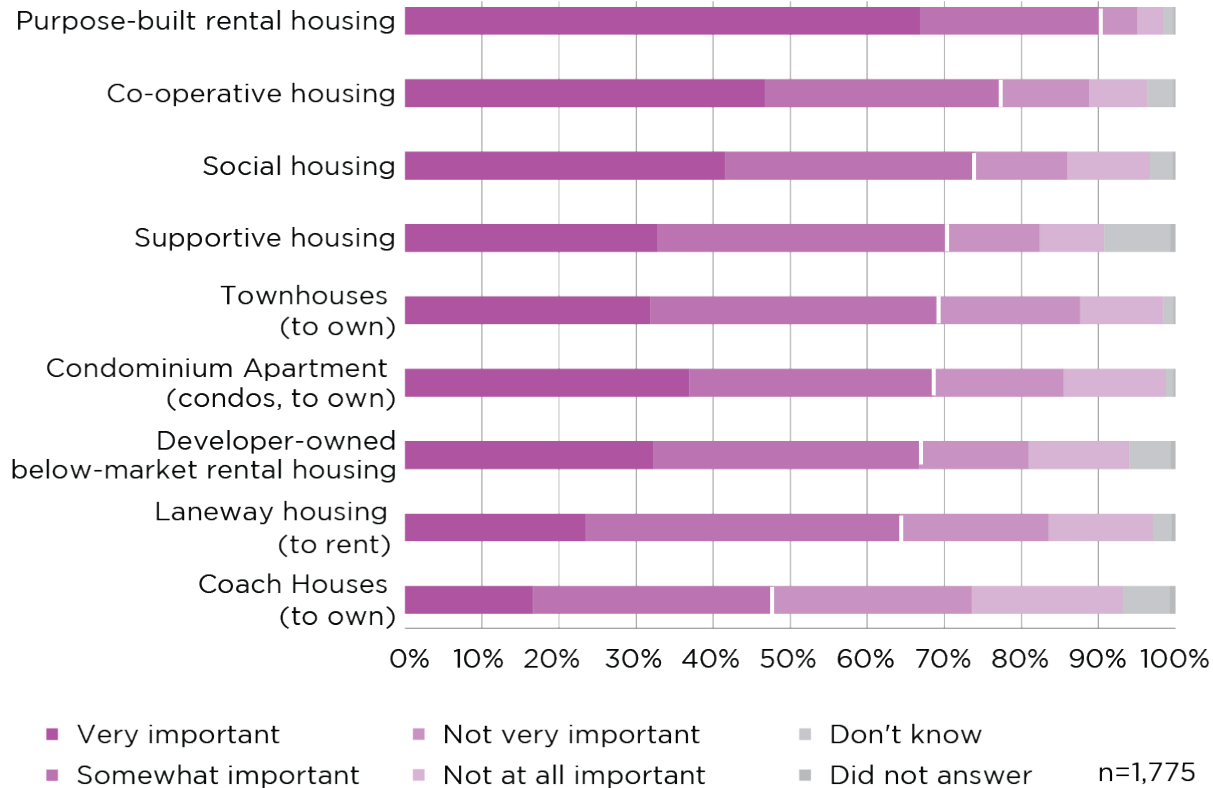


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Phase 1 Engagement: What We Heard

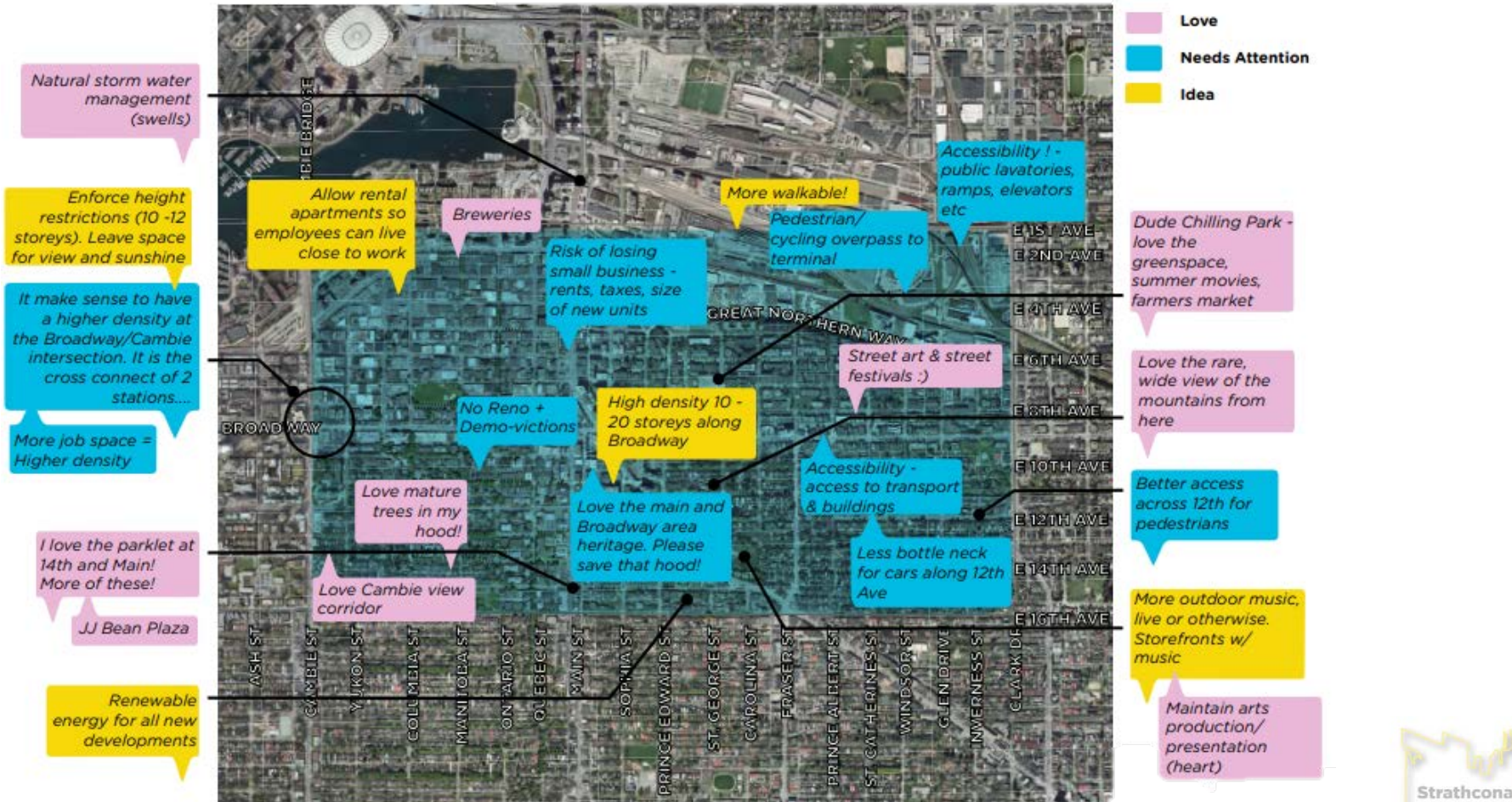
1. Purpose-built rental housing
2. Co-operative housing
3. Social housing

Launch survey question:
“How important are these types of housing?”



Phase 1 Engagement: Community Values

Example of input used to create the community values:



Direct quotes from Broadway Plan Launch asset map

Full set of community values for each neighbourhood is in Appendix A



Broadway Plan: City-wide Objectives

Existing City-wide Policy



Housing Vancouver Strategy



City of Reconciliation Framework



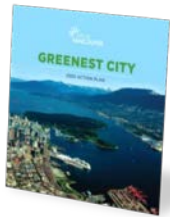
Transportation 2040



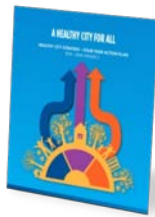
Climate Emergency Response



Resilient Vancouver Strategy



Greenest City Action Plan



Healthy City Strategy



Integrated Rainwater Management Plan



Zero Emissions Building Plan



Culture | Shift



VanPlay

Emerging City-wide Policy



City-wide Plan



Employment Lands and Economy Review

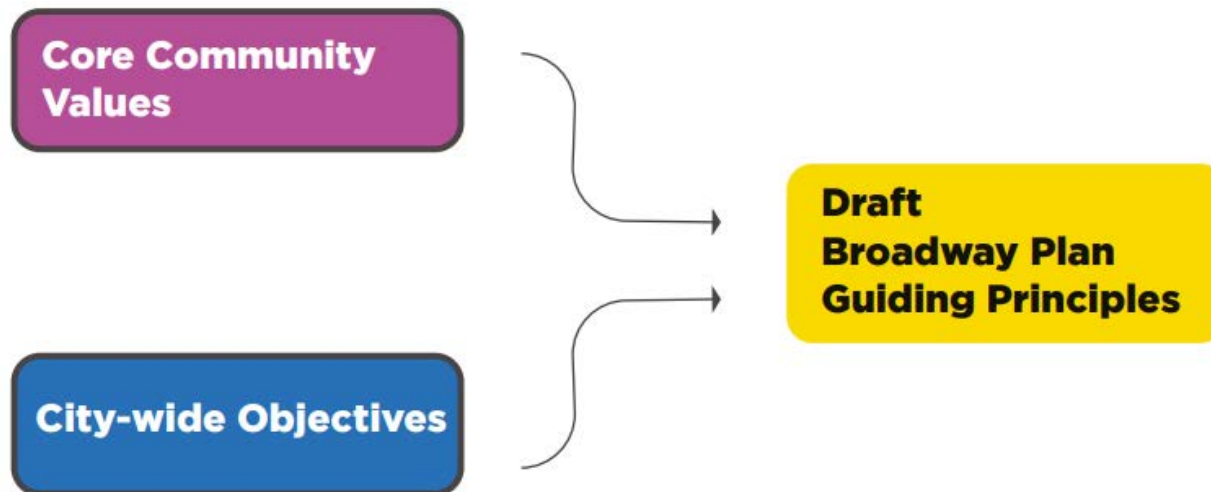


Social Infrastructure Plan



Rain City Strategy

- Input received through Phase 1 engagement informed core community values for each neighbourhood
- Based on community values and city-wide objectives, a set of nine Broadway Plan Guiding Principles was drafted
- Principles will guide the creation of the Broadway Plan, ensuring community values are incorporated throughout the process as well as in the final plan



Broadway Plan: Draft Guiding Principles



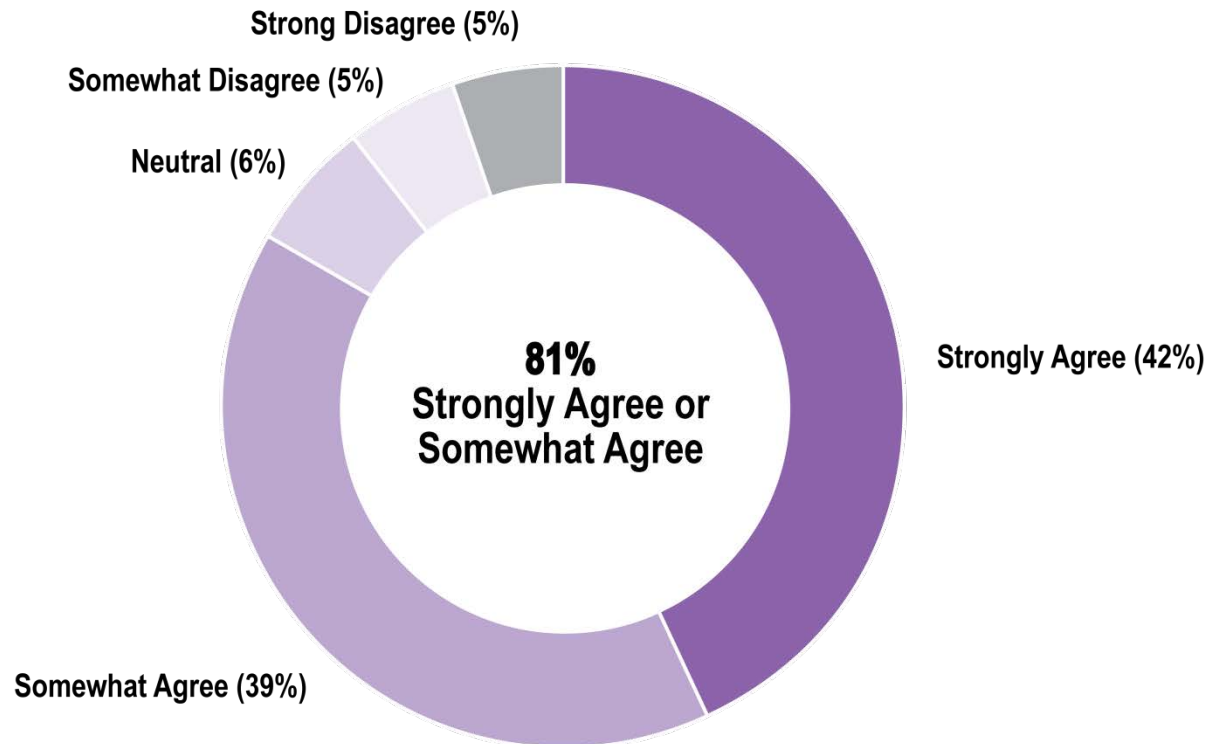
July 13, 15 and 17, 2019

3 open houses (Kits, Fairview and Mt Pleasant)

928 people attended

948 surveys completed (online and in-person)

Thinking about the principles as a whole.... Do you agree or disagree with this statement? These are the right set of principles to guide the planning of the Broadway Plan area.

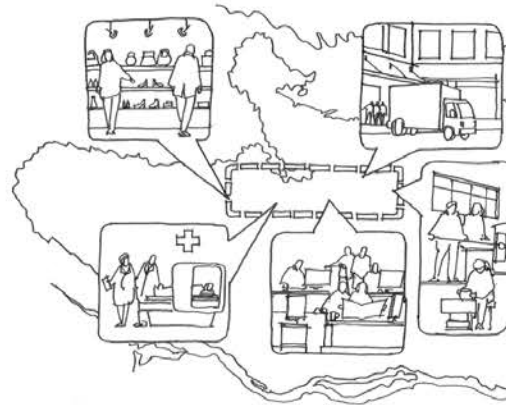
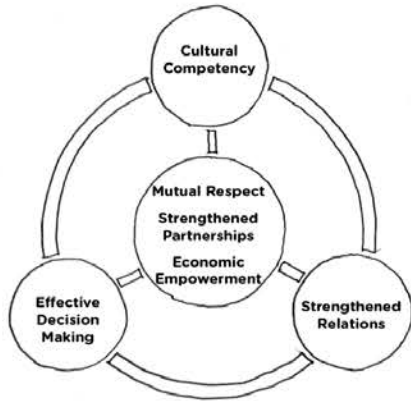


Results from the July 2019 survey
948 respondents

Summary of amendments to the Draft Guiding Principles based on public input:

- Placed greater emphasis on adding new housing opportunities, particularly rental and non-market housing
- Strengthened language around equity, livability and associated need for community facilities and services
- Acknowledged that neighbourhoods are distinctive, evolve over time, and the new Broadway Subway will significantly change the local context

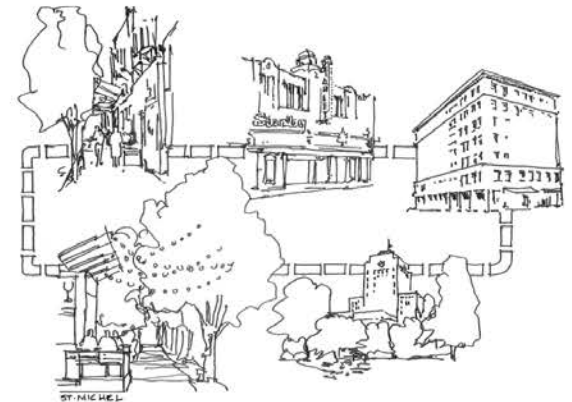
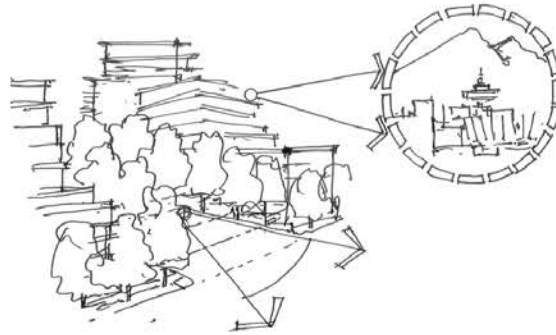
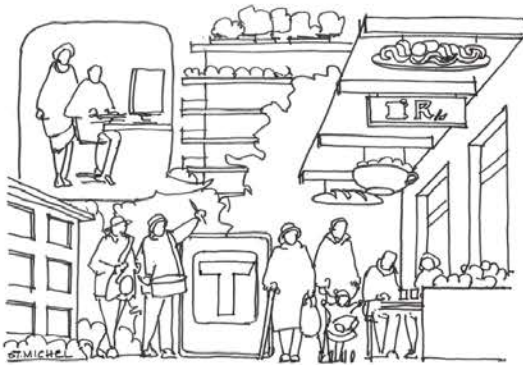
Proposed Guiding Principles



Support Reconciliation with First Nations and Urban Indigenous Peoples

Foster a Robust and Diverse Economy

Demonstrate Leadership in Sustainability and Resilience

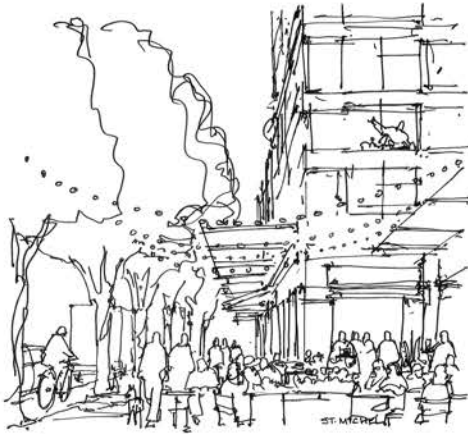


Support Affordable, Diverse, Equitable and Inclusive Complete Neighbourhoods

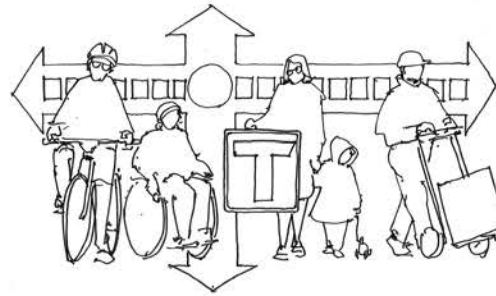
Encourage Contextual Design

Recognize and Enhance the Area's Distinctive Neighbourhoods and Places

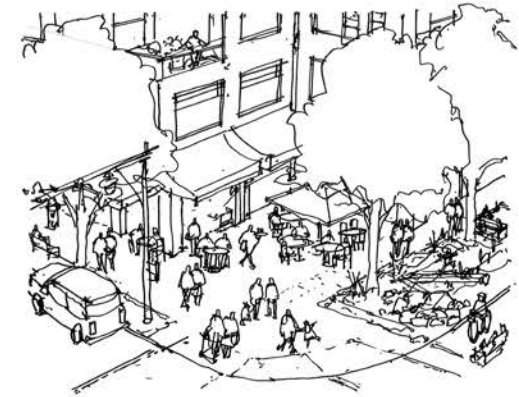
Proposed Guiding Principles



Enhance Broadway as a
Great Street

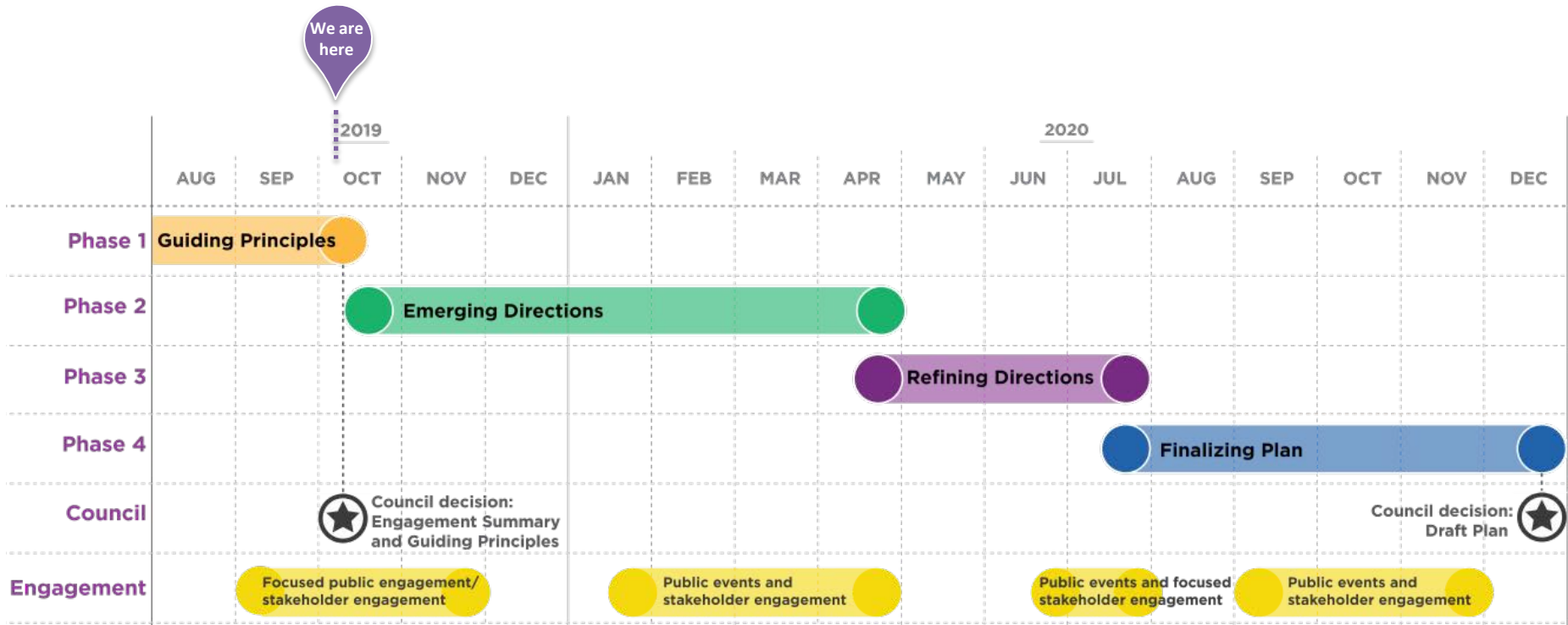


Provide and Support Healthy
Transportation Options



Create and Enhance Parks and
Public Spaces

Broadway Plan: Next Steps



- Fall/winter 2019/2020: emerging directions and growth scenarios
 - Focused public and stakeholder engagement (fall 2019)
 - Public open houses with scenarios (winter 2020)
- Broadway planning will inform and align with directions from City-wide Plan
 - Opportunities to coordinate public engagement

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Thank you!