

1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule - SUPPORT

Date Received	Time Created	Subject	Position	Content	Name	Organization	Contact Info	Neighbourhood	Attachment
01/20/2021	14:35	PH2 - 1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule	Support	I live in on 24th ave in the neighbourhood and would be happy to see more corner stores and cafes incorporated into the residential area, it really brings the community together and provides a friendly atmosphere which is especially needed in times like these.	Wayne Kort		s. 22(1) Personal and Confidential	Mount Pleasant	No web attachments.
01/20/2021	14:39	PH2 - 1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule	Support	Residential neighbourhoods in Vancouver are so lonely feeling, I would love to have more spaces like plazas and shops incorporated into these spaces like in Europe. Bakeries, cafes, wine stores and little neighborhood restaurants would be lovely in my neighbourhood bringing people together and building strong communities.	Julius petz			Mount Pleasant	No web attachments.
01/20/2021	17:03	PH2 - 1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule	Support	Dear Mayor and Council, I am writing to you today in support of the new I-1C zoning that is being presented to you on January 21, 2021. I am a resident of the Olympic Village / Cambie neighbourhood living at 2055 Yukon Street (at West 2nd) and this proposal directly impacts my neighbourhood in a positive way. This new zoning is a valuable tool property owners can use to continue to support the economy during challenging times. There is also a lot of opportunity to enhance the liveliness of West 2nd starting by allowing additional retail spaces. It will be nice to see more stores start to pop up, allowing residents to more easily support local businesses, have a greater variety of stores in their neighbourhood. The creation of additional employment opportunities and employment space is also a positive. It also doesn't make sense to only have density (up to 12 stories I believe) on the north side of West 2nd and not the south. I welcome the growth and think it is paramount to creating complete neighbourhoods and support a growing economy. Thank you for your consideration. J. Bryan Dudley	James Bryan Dudley			Mount Pleasant	No web attachments.
01/20/2021	17:20	PH2 - 1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule	Support	Mayor and Council, I live at 204 ' 445 West 2nd Avenue and I am writing to you in support of the new I-1C zoning along 2nd Avenue that council will be considering shortly. As a resident of the neighbourhood, I see firsthand that the buildings along this portion of 2nd Avenue could use some revitalization. I appreciate that this can provide additional opportunity for retail uses along the lower levels of buildings which will liven up the area. I trust there will also be opportunity to improve the sidewalk area along West 2nd Avenue given how narrow this is today. Both of these promote vibrancy and increased safety in the neighbourhood. Overall, I hope that development in the area will be a good complement to the rest of the neighbourhood, with offices, services and shops. More and more people are moving into Olympic Village the surrounding areas and more of these uses are needed. If I could give any feedback on the schedule, I believe it would be useful to think about the future of industrial space and add additional permitted uses. I appreciate you taking the time to consider this feedback. Best, David Major	David Major			Mount Pleasant	No web attachments.
01/20/2021	20:33	PH2 - 1. Employment Lands and Economy Review Quick Start Actions: Mount Pleasant I-1 Amendment and New I-1C District Schedule	Support	This presentation is in addition to my confirmed speaker status as 1st up at the Public Hearing. Support expanded land use and zoning policy for the area. We need to work on policies and support for arts, culture and creative industries too provide a distinct identity and high quality public realm upgrades.	Barrie Mowatt			Kensington-Cedar Cottage	Appendix A

PROPOSAL - CREATIVE ARTS & CULTURE DISTRICT

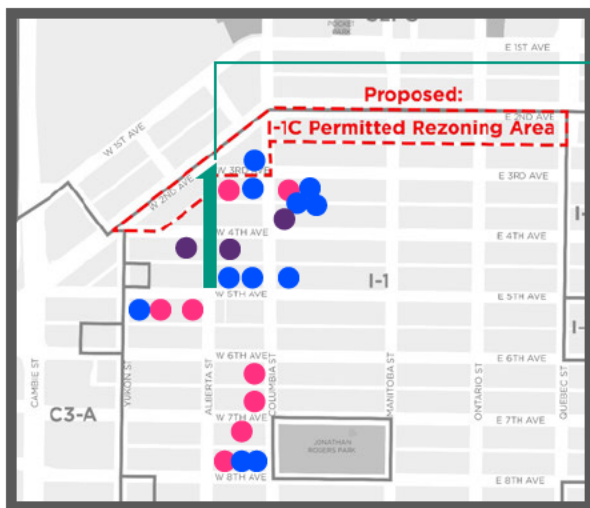
Supporting arts & cultural assets in Mount Pleasant by establishing a creative arts & culture district as a part of current city planning initiatives.

CONTEXT

The City's current initiatives including the City-Wide Plan, Economic Lands and Industrial Review, and the Broadway Plan will lead to long-term strategies and changes affecting the Mount Pleasant Industrial and surrounding areas. The current quick start recommendations for Mount Pleasant and the corridor along West 2nd Avenue from Yukon to Cambie streets include:

- Significantly increasing and diversifying employment density (office, light industrial, medical)
- Making 2nd Avenue more visitor friendly with improved sidewalks, active ground level space, and quality public realm treatments.
- Providing a better transition with Southeast False Creek.

EXISTING CREATIVE AND CULTURE ASSETS



Proposed Green Space and Arts and Culture Spine.

Arts and Culture

Vancouver Biennale
Beaumont Studios
Stuart Howard Architects
g ceramic & co.
HiDe Ceramic works
Action Athletic Wear
Emily Carr University
HippoSonic Recording Studio

Food and Services

Big Rock Vancouver Brewery
Jukebox Printing
Minuteman Press
The Very Good Butchers

Creative Industries

Relic Entertainment
Glacier Media
Eastward Media
Digital Hot Sauce
WildBrain
Finale Post
LUX Visual Effects
Studio 3 Media
Open Studio Academy of Art & Design
Millson Technologies
Tradable Bits
Suite Genius

THE ASK

This area of Mount Pleasant contains a vibrant mix of arts, culture, gaming, film, animation and technology companies. Prioritizing a Creative Arts & Culture District within planning work underway in the area would provide a much-needed identity and clear policy guidance for supporting arts, culture and creative industries. Rethinking zoning, land-use and public space (re)development in the area can:

- Create a distinct identity with unique cultural assets and public space destinations supporting local businesses, workers and visitors.
- Support the growth and sustainability of existing arts & culture groups in the area.
- Facilitate innovation by clustering creative and cultural industries in a supportive ecosystem.
- Revise mixed-use designations allowing diverse uses with ground floor retail to activate the streetscape and public environment.

WEST 2ND & ALBERTA



QUICK START IDEAS

1 Create a Sculpture Parklet and rain garden by repurposing existing underutilized triangle roadway space at the south-west corner of Alberta & 2nd Avenue.

- There is a deficit of green space in the area, the nearest being Jonathan Rogers Park seven blocks away. The parklet would complement the proposed zoning and land use changes aimed at making 2nd Avenue a more engaging street.
- This new green space will create a visually interesting and architecturally distinct break along the corridor of tall buildings along W 2nd Avenue. It would serve as an entrance to the Alberta Street spine where a number of arts and cultural organizations and artists are located in close proximity.
- Redevelopment of adjacent properties would allow installation of rain garden infrastructure upgrades to capture stormwater runoff and reduce the amount of pollutants flowing into False Creek or the sewer system. This would align well with the Rain City Strategy, reducing long term infrastructure and maintenance costs while building environmental resilience and improving public health outcomes. The additional green canopy cover in the parklet would also mitigate against urban heat island.

2 Explore traffic calming or reduced vehicle access measures to repurpose existing vehicle or parking lanes to increase public space along Alberta St between 2nd and 5th Avenue.

- Along with the Vancouver Biennale Centre, Beaumont Studios, located at Alberta and 5th Ave provides studio, exhibition and event spaces supporting over 90 local artists. Creating additional public space in the area would allow for events, performances, food trucks and other services catering to daytime workers in the area. The arts groups can program and activate the streetscape and complement the adjacent ground floor uses

3 Explore zoning, density and land use regulation changes along the Alberta Street ARTS & CULTURE SPINE that can allow live-work spaces for artists along with ground floor retail.

- As a landowner and member of the arts community I am interested in contributing my energy and resources to create additional cultural space (production, exhibition and administrative) in a complete neighborhood context.
- Alberta St. sits on the edge of the Mount Pleasant Industrial District and similar to the Main Alley spine on the Eastern boundary of the area, this street can serve a unique function as the arts, culture and creative corridor for the area. The City's Making Space for Arts & Culture Plan has targeted creating 650,000 ft² of new cultural facilities by 2029 and I believe with a few policy tools and incentives, this area that already has a concentration of arts and cultural workers and enterprises can provide additional space and foster a unique destination within the Mount Pleasant industrial area.

NEXT STEPS

I look to your guidance and support to determine which Planning group or staff would be the best resource to collaborate with on exploring the feasibility of these initiatives.

Barrie Mowatt

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LET'S CREATE NEIGHBOURHOODS WHERE COMMUNITY CAN THRIVE.