

Broadway and Kingsway Rezoning Workshop - March 20, 2011
Transcript of Small Group Discussions

	Appreciate	Reasons Why	Changes Desired
Table 1	Mount Pleasant community	not downtown or Yaletown	needs to align with existing community
	continued revitalization		
	current FSR 3	won't destroy Mount Pleasant skyline	no change in FSR and reduce height to no more than 10 to 12 storeys
	appreciate the increase in density	ecological/social	a true landmark building, not a glass tower
			architecture and façade need to lend themselves to the character of area (distinguishable store fronts)
	co-op rental, income based rental	affordable	
	independent retailers	how is this enforced, who sets rent, how affordable is this?	
	green space		
	Lee building	should be the iconic building for our neighbourhood	do something that complements the Lee building, rustic, gritty, not pristine
		having everything in one area means increasing FSR - we don't support this	spread the community needs across a larger area
		skyline is important	keep height in line with other building in the area
		disconnect between what the community wants and this proposal	a complete reassessment of the development plan, form, architecture, integration into community
Table 2	need more density	density is a problem facing the city	building should look like a landmark "iconic" building not a cookie cutter glass tower, look more Mount Pleasant
			less FSR
			less height
	cleaned up, safer feel on E 10th	safety feeling, aesthetics/visual feel	
	mixed-use	vibrancy, staying in neighbourhood instead of going all over, village in city	small neighbourhood feel
	creating more reasons to go there, make it a destination	street level appeal, if done correctly	less glass, more brick, more wood, more diverse form, grassroots, arty, less monolithic
	interest in matching the existing neighbourhood	cohesive community building	the visual look/design does not reflect the character of the neighbourhood, i.e. height, street level design
	rooftop garden and green space	liveability, room to breathe, encourage walking, biking, pedestrian appeal	need more public green space, park space, room for pedestrians and cyclists

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		feeling public voices are heard	earlier public consultation
			less initial design work before public discussion
		make sure public benefits are accessible to the people they are design for	guarantee affordability of public benefits (artists production space, rental housing)
		not happening in isolation, this will have a larger social impact as the rate of growth increases in the city - these processes are going to be more common/contested	this sort of big development should require a social impact study, informing the design, effect on regional rents, cycling safety, small business
		should reflect the existing character of the area. This isn't Robson St.	less corporate feel, more community
		interpretation presented by developer seems self-serving and "cherry-picked"	fairer explanation of adherence to community plan
		that development didn't live up to the promises to and expectations of the community	should learn from the problems with the development at Kingsway and Knight - looks very similar
Table 3		traffic and transportation capacity, liveability, not affordable for families with more than 1 or 2 children	height - keep current zoning at 3 storeys
			density - no more that 3 FSR
		local and independent stores	retail - must be local and independent
		family area	not a consumer destination
		does not have the look and feel of Mount Pleasant	appearance
		should discourage car use and encourage cycling and transit	number of parking spaces
		loading dock and parking garage entrance affecting traffic flow	Watson Street bike lane
Table 4	mixed-use to suit community and city has to grow	keep as commercial only	high rise tower is too high - respect current zoning
	meeting forum and format especially for future Mount Pleasant development issues	once one is approved, how many more will follow - suitability of other development application	precedent that this sets
	adopted Community Plan addresses needs of community, neighbourhood, buildings		

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	opportunity to have input into this major location in the community	how to increase capacity in a site that could be an annex of the Mount Pleasant Community Centre	community centre/recreation is already at capacity
	less FSR/density will mean less community benefits	okay with this	
		define Mount Pleasant character and protect	streetscape pays more than lip service to Mount Pleasant atmosphere
			specific info on TransLink's plans for the area
			specifics on rental rates and affordable housing qualifications
		make one-way like south sections of Watson, limit hours of delivery	traffic flow on Watson Street, how will semi-trailer trucks access?
		safety of 10 th Ave bikeway	
		Woodward's has the "W" and vertical metal cut out panels	iconic design - world recognition, award winning potential
		less glass?	change materials
Table 5	based on the location this development style is difficult to appreciate	don't want to block/inundate the heart of Mount Pleasant	reduce height and FSR
		moderate and sustainable growth, rather than a more immediate, radical, and imposing addition/change	
			less enclosed structural approach
		safety for cyclist - don't devalue that type of mobility in our neighbourhood	bike lane protection enforced by fixed divider
	consideration was given to design (green, functional)	doesn't currently reflect character of community in scale and aesthetics	redefine iconic to be iconic as defined by the residents
		small independent businesses can remain and thrive' eclectic residents can afford to keep living and contributing to Mount Pleasant	financial accessibility relative to a low and middle income residential and business neighbourhood
		sustainable community green city, liveable city, green city plan	reduce parking spaces to discourage car usage
Table 6	interactive dialogue for public community engagement		predevelopment consultation
	public benefits		plan is a done deal??
	urban agriculture garden	must be more in tune with character of	aesthetics not fluid with Mount Pleasant, bad

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		Mount Pleasant	fit, more glass, more wood and brick
		no podium - over done	
		change to something more in keeping with Mount Pleasant character	
		outweigh problems of height/density	
		parking relaxation - reduce number of spaces	
		encourage local independent businesses, promote diversity	promote small independent businesses - affordability
			shared office space for businesses
			no commercial anchor
		public space (plaza), galleries	Woodward's example
	like to be heard		opportunity to be heard
		casts too large a shadow, blocks views, precedent setting	max height of 12 storeys
		more choice	affordable housing - some rental units geared to income
			more transit
		why 6.5 FSR?	neighbourhood is 3.0 FSR
		is rental housing desirable?	questionnaire is leading
		is a 26 storey high-rise representative of Mount Pleasant?	tip of the iceberg, this is the heart of Mount Pleasant
		reduced parking, reduced taxes, how long are rentals available?	how does STIR effect the bottom line for RIZE?
Table 8	land quality improvement, opportunity	society changes which demand changes in land use	high quality in terms of long lasting use
	commercial spaces	more retail opportunity	more affordable
	the need for increased density		more evenly dispersed density throughout Mount Pleasant
	appreciation of new development	opportunity to reshape a key location	lots of community space plus variation in the design
	the right development	impressive multi-use space	the wrong place/community
	access to loading and parking	necessary for retail and residential	Watson is a narrow residential street and should not carry extra residential or commercial traffic - no trucks for Watson
			not acceptable to turn Watson Street into a high volume street

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Table 27	enlivening the community	too great a shock for community to absorb	concerned about setting precedent re: densification and congestion
	increase density which in turn will support transit	conflicts with current look and feel of community - retain intimacy of neighbourhood, this height is not sustainable	reduce height and FSR
		will change makeup of neighbourhood and drive lower income families out	meet need for low income housing in neighbourhood
		surrounding area can't support sudden influx of this size	development too big
	useful core of activity to support development of community	can schools and other services support this large an increase?	
			design should reflect neighbourhood aesthetics
		overcrowding, grid lock, parking entrance creates problems for 10 th Ave bikeway, Watson Street pedestrian walkway	amend parking entrance, reduce the number of parking spaces
			arson investigation by police before anything is done
	like the idea of renewal		
Table 29		doesn't reflect neighbourhood's historic character and scale	#1 priority (consensus) reduce building density and height to 3 FSR and height of Lee Building, remove public amenities if necessary
		public views from Kingsway are important	move height to Watson and Kingsway
		at community planning meetings expressed desire for no buildings higher than Lee building (plan is not specific enough about height limits)	
		public plaza on this site could complement future plaza on Kingsgate Mall site (could support events like Car Free Day)	add plaza adjacent to Kingsgate Mall site
	Mews housing on Watson is appropriate		
	Height massing at 10 th and Watson instead of at Kingsway and Broadway		
	animating 10 th through artist space is a benefit to pedestrians/neighbourhood		artist space should not be hidden - have some of it face Broadway and include gallery /display space as well as production

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	rental housing is important for the neighbourhood	helps support people remaining in the neighbourhood across their lifecycle	revisit rental funding model (STIR)
			need affordable housing for students, seniors etc.
			change rental to affordable rental based on income
			rental housing should conform to existing C3-A zoning
	space for transit hub	needed as a benefit to residents and businesses	guarantee space for transit - if not needed for station use for other related transit use (ticket office, waiting space)
			reserve space for multiple transit exits
Table 30	Density increase	central location with good transit and wide streets	
		large percent of renters in community	
		shade, doesn't fit with community	low the tower
		proposal doesn't seem unique/iconic, too much like Yaletown	make the neighbourhood "iconic"
		proposal does not represent Mount Pleasant character	
	develop 10 th for bike lane, people watching and patio space	Need plan for Watson Street to be pedestrian	better plan for Watson Street and traffic access
			anchor/large retail would rather small local businesses
	Custom tile on loading dock	promotes idea of laneway animation, art oriented development	
		6.44 too much - density can be increased without going so far, knitting in the fabric of the community	density increase too great
		make it green development	no parking garage
		currently no large art gallery space in neighbourhood	use of space for artist not realistic - should be art gallery space
		high base (over 3 storeys) creates the "canyon feeling"	lower the base
	will have high environmental standards and energy efficiency standards		traffic access - parking and loading with large retail - narrow Watson Street
		better reflects small shop character of	individual vendors and not big retail

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		neighbourhood	
	Watson Development	undeveloped, eyesore	
		match the height and character of Lee building	height relative to Lee building
	triangular design = better flow of air and ventilation		reduce community amenities in order to add density with a small footprint and lower tower
		Mount Pleasant doesn't have enough community centre facilities	more community facilities
	plan for community garden - why don't we plant on roof	change paradigm for urban design	reduce tower height and podium
		expensive real estate	ensure affordability of retail/artist space
Table 31	Mixed-use (housing, retail, arts...)	wrong for character, dangerous precedent	less height and density,
			traffic impact may degrade streetscape, impact bike, public transit
	unit size	how is it changed if lower height/density? what is likely price range?	
	artist space	who own/operates?	needs to be affordable
			sacrifice retail space for community space
		make site permeable	redesign to create public access space
		could be anywhere	design not "iconic"
		not Zip Car	Vancouver Car Co-op
Table 35	being invited to this rezoning workshop and given opportunity to give feedback	doesn't fit into character of neighbourhood (much too high)	Stop side-stepping - we see that the deficits far out weight the benefits - no benefits for the community
		process of facilitation has felt very biased	lower building height - 10 to 13 storeys max
		not enough advance notice about the planning overall	better, creative design
		don't see the innovative landmark design	give the public space to the south sunny side of site
		discourage that we won't be listened to and respected	we need something other than podium/tower e.g. innovative mid-rise form
		feels unfair and misrepresentation to compare this design to the look and feel of the neighbourhood	change parking and how it impacts, waling and biking
		concerned about big box pushing out small	improved plan for developing Watson Street

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		businesses	along its corridor - how it relates transit square, public space, and businesses
		concerned about precedent this high rise will set and future development in Mount Pleasant	
		important development in terms of its central location and landmark	
		was rezoning notification wide enough given significance of proposal	
Table 36	increased density	will bring better transit service to area, and other services	must be affordable, not market rental, suitable for lower income
		high rise is out of character for Mount Pleasant	lower height
	some development on site	Community Plan calls for special solution for Watson Street	enhance Watson Street
		nothing iconic about current design	needs to be "iconic" building
			better design - rethought from the ground up - alternate options beyond tower or block
			need to spread out community needs throughout Mount Pleasant and not all into one building
	opportunity to be heard		
			new design
			density is too great for one building - spread density into greater neighbourhood
			kill STIR
			reduce height by 6-7 storeys
			no parking
Table-Green Dots	correct location for increased density	hub/transportation corridor	
		historically Mount Pleasant has been denser than other parts of the city(?)	lower FSR
	mix of housing choices and ownership/rental (not STIR)	west Broadway corridor height restriction is 13 storeys - should continue along east Broadway	lower tower
	desire for developer to capture	looks like any tower anywhere	

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	Appreciate	Reasons Why	Changes Desired
	architectural context of buildings in Mount Pleasant but do not feel this has been accomplished (trend not context)		
			increased public access to courtyard/open space