

December 2013

## Dear Merchants and Service Providers of Mount Pleasant Business Areas:

### Seasonal greetings from the City of Vancouver and the Mount Pleasant Community Plan Implementation team!

Since November 2012, City of Vancouver planning staff have been in the Mount Pleasant business area asking, listening and implementing some of your Community Plan priorities - namely, developing a Public Realm Plan, Broadway East Revitalization Strategy, Lower Main Urban Design Framework and Public Benefits Strategy.

The City hosted various community events in Mount Pleasant and asked for your ideas about this area's future. We collaborated with Broadway East merchants and service providers, community policing, the Mount Pleasant BIA, local residents and community groups, to explore revitalization opportunities.

With your input, we developed a package of implementation strategies.

City of Vancouver staff look forward to ongoing collaboration with the community in implementing the Mount Pleasant Community Plan in the years to come!

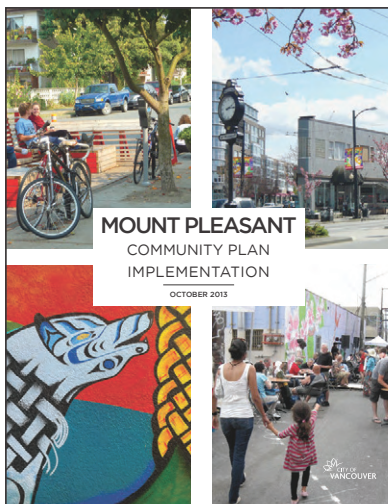
When you think of Mount Pleasant do you see it as:

Hip and Happening  
Diverse  
Old and New  
The Place to Be  
AWESOME  
Changing  
Eclectic  
Arts and Culture

These are just some of the words that we've heard being used to describe the look and feel of Mount Pleasant, now and for the future.



## Implementation Package adopted by City Council



On October 23, 2013, Vancouver City Council adopted the Mount Pleasant Community Plan Implementation Package. The Package includes four key strategies to help Mount Pleasant evolve in a positive way over the next 30 years.

*The Public Realm Plan* provides direction on how streets, lanes, parks, plazas and natural areas should be developed and enhanced. The focus is on creating a unique, eclectic public realm rooted in Mount Pleasant that celebrates the community's rich history and culture.

*The Broadway East Revitalization Strategy* outlines ways to make Broadway

between Prince Edward Street and Prince Albert Street a vibrant, diverse, and attractive place that will better serve Mount Pleasant.

*The Lower Main Urban Design Framework* provides detailed direction for new buildings, including streetscape requirements, on Main Street (2nd to 7th Avenue).

*The Public Benefits Strategy* identifies current gaps and future needs for public amenities and infrastructure (e.g. childcare, open space improvements, affordable housing), and matches priority needs with available funding sources.



# Local Projects and Updates

## Mount Pleasant Area



### Winter 2014 at the Mount Pleasant Community Centre - 1 Kingsway

Mount Pleasant Civic Centre has all your recreation and leisure needs - from yoga classes to reading your favourite book in the library.

For more information, check out the Winter 2014 guide at [mountpleasantcc.ca](http://mountpleasantcc.ca), follow the Centre on Facebook ([mtpleasantcca](https://www.facebook.com/mtpleasantcca)), or call 604.257.3080.



### Keep Vancouver Spectacular

The City of Vancouver supports community volunteer cleanups year-round.

Interested in joining or forming a neighbourhood cleanup group? Call 604.871.6544 or visit: [vancouver.ca/kvs](http://vancouver.ca/kvs).



### Integrated Graffiti Management Program

This City of Vancouver 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.

Four new murals have been created in Broadway East and Uptown: 601 East Broadway, 701 East Broadway, Kingsgate Mall (east parking lot wall), and Kea Food wall at Main Street and East 10th Avenue.

For more information, visit: [vancouver.ca/graffiti](http://vancouver.ca/graffiti).



### Transit Services in the Broadway Corridor

Did you know that Vancouver City Council has asked staff to look at what could be done to increase bus capacity on Broadway in the short-term, until rapid transit comes to the corridor?

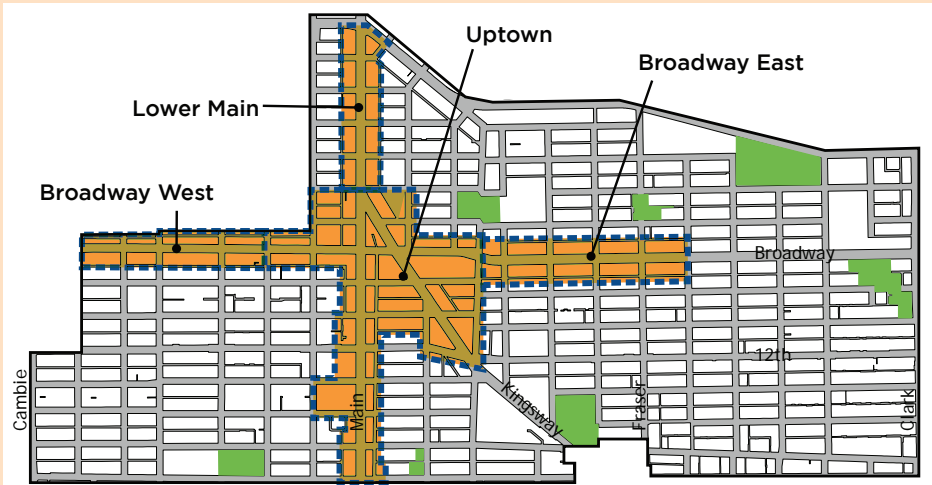
For more information about rapid transit and the UBC/Broadway Corridor, visit: [vancouver.ca/ubcline](http://vancouver.ca/ubcline).



### Bus stop at Fraser Street and East Broadway

The westbound bus stop on Broadway at Fraser Street served three bus routes: the 99 B-Line, the #9 Broadway and the #8 Fraser. The stop was relocated to St. George Street in summer 2012 to accommodate the new development currently under construction. The bus stop will be re-instated at Fraser Street once the development is completed (currently expected in early summer 2014).

Explore Mount Pleasant’s four business districts:  
Broadway West, Lower Main, Broadway East and Uptown



Development Updates

*Under Construction:*

2675 Fraser Street: Mixed-use supportive housing project including Broadway Youth Resource Centre - Completion summer 2014

*Approved:*

2290 Main Street: nine-storey mixed-use market development - Rezoning approved

*Proposed:*

333 E 11th Avenue (formerly 275 Kingsway): 14-storey mixed-use building with 194 market rental units proposed

For more information about development projects in Mount Pleasant, call the City of Vancouver at 3-1-1.

Broadway East



NEW Businesses in Broadway East

Since January 2013, five new businesses are up and running:

- Bow Wow Haus Dog Boutique - 532 E Broadway ([bowwowhaus.ca](http://bowwowhaus.ca))
- Sushi Loku - 592 E Broadway
- RAVE Re-up - 754 E Broadway ([www.ravere-up.com](http://www.ravere-up.com))
- Harkness & Co. Butchers - 666 E Broadway ([www.vancouverbutcher.com](http://www.vancouverbutcher.com))
- Siga-Siga's Filipino Foods - 650 E Broadway

A map and directory of all businesses and services in Broadway East (between Prince Albert Street and Prince Edward Street) is available. For a copy of the Broadway East Business Directory, call the City of Vancouver at 3-1-1.



St. George Rainway

te Statlew, the little creek now known as the St. George Rainway.

Look for the railway mural, painted on St. George Street, adjacent to Mount Pleasant Elementary school. The Vancouver Society of Storytelling (VSOS) and The Creek Stewards (students from Mount Pleasant Elementary) recently led a day of activities to inform and inspire engagement with place-making. The event celebrated over a year of work the students undertook to meet their community enhancement goals, understanding that green infrastructure builds social cohesion and is a long-term antidote to isolation.

For more information, visit: [mtpleasantwatershed.wordpress.com](http://mtpleasantwatershed.wordpress.com).



Broadway Youth Resource Centre (BYRC)

BYRC's new facility at East Broadway and Fraser Street is expected to be complete in early summer 2014. This building will also offer apartments for adults and youth who are homeless and at risk of homelessness.

For more information, visit: [bchousing.org](http://bchousing.org).





“Ribbons of Colour” street fair (April 2013).



Temporary crosswalk mural at Mount Pleasant Community Centre (June 2013).



“Parallel Park” parklet on East 14th Avenue and Main Street.



Artists’s rendering of potential public realm features, including an animated laneway and parklet on flanking street (from the Mount Pleasant Community Plan Implementation Strategy).

## The Mount Pleasant Business Improvement Area (MPBIA) Wreath Decorating Contest in December

Check out the hand-decorated wreaths made by fantastic local businesses on Main Street, East Broadway and Kingsway.

This is FREE family fun and a fantastic way for visitors to experience one of Vancouver’s unique shopping districts.



## NEW Holiday Art Installation

The Livable Laneways Society - a local non-profit powered by volunteers - has assembled a holiday art piece on the stairs of the famous Lee Building (northwest corner of Main Street and East Broadway).

## Tree Chipping for Kids

Date: January 5, 2014

Drop your Christmas tree off at Kingsgate Mall (370 East Broadway) to be chipped by donation in support of Mount Pleasant Elementary School. For more information, visit: [www.mainstreetbia.com/events](http://www.mainstreetbia.com/events).

## The Mount Pleasant Neighbourhood House (MPNH) - 800 East Broadway

At MPNH there are many activities for all ages throughout the year. From the popular multicultural events such as Chinese New Year to Harvest Festival through to Christmas Around the World, there is always something fun to experience at MPNH.



## In Pleasant Company Lunch

Date: Fridays  
Time: 12 noon  
Cost: \$4.00

Every Friday, join MPNH for a nutritious lunch of soup and salad or a delicious chef’s surprise. Meet your neighbours and make new friends.

## Coffee House “Beats on Broadway”

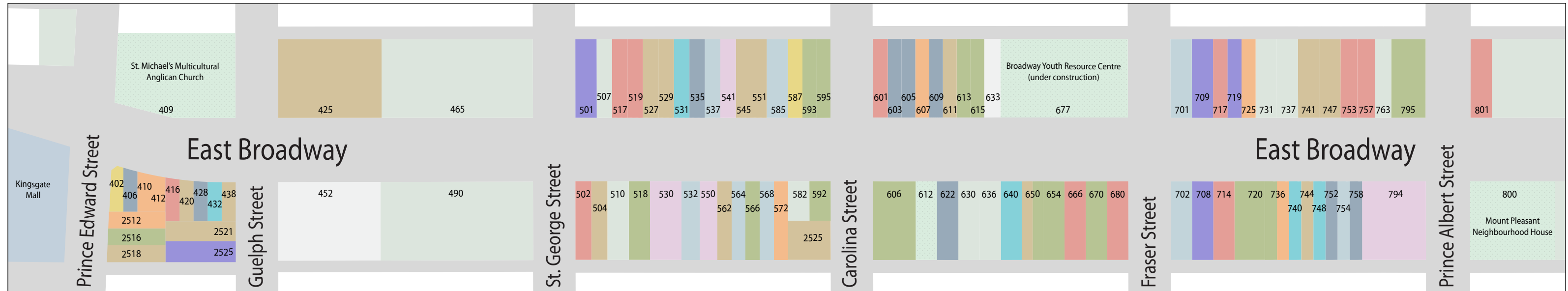
Date: Third Friday of every month  
Time: 7-10 pm  
Cost: Recommended donation \$5.00

Hosted by neighbourhood folksinger and community organizer, Earle Peach, come join MPNH for live music, food and coffee. New local performers every month, followed by an open mike.

## Volunteer at MPNH

Would you like to volunteer with various programs, community projects and at special events throughout the year, with MPNH? For more information, visit: [www.mpnh.org](http://www.mpnh.org).

# Broadway East Business Directory



- Legend:**
- Automotive and Specialty Parts
  - Electronics and Computers
  - Fashion and Clothing Services
  - Financial
  - Grocery Stores/Specialty Foods
  - Hair and Aesthetics
  - Health, Mind and Body
  - Professional Services
  - Restaurants
  - Shopping
  - Offices or Residences
  - Community/Service

## Businesses in the neighbourhood...

Automotive and Specialty Parts		
Adria Import Car Service	794 E Broadway	604.872.8512
Ashnat Starters and Alternators	541 E Broadway	604.568.3447
Davidson Battery Service Ltd.	550 E Broadway	604.879.8691
M & N Auto Repairs Ltd.	530 E Broadway	604.872.2211
Electronics and Computers		
A-Z Video Games	748 E Broadway	604.874.3919
A Plus Computer Service	531 E Broadway	604.683.5558
Foreign Electronics	432 E Broadway	604.879.1189
Green Cartridge Inc.	740 E Broadway	604.630.0608
Liteon Computers	640 E Broadway	604.876.8856
Fashion and Clothing Services		
Clothes Basket Coin Laundry	501 E Broadway	604.708.5979
East Africa Clothing & Alterations	708 E Broadway	778.834.0016
Esther's Boutique & Alterations	719 E Broadway	778.883.1348
Highland Laundry & Drycleaning	709 E Broadway	604.873.4115
Launderama	708 E Broadway	604.879.3817
Thoumy Fashion	2525 Guelph St.	604.708.8815
Financial		
Insta-Loans	402 E Broadway	604.638.5626
The Cash Store	587 E Broadway	604.675.9722
Grocery Stores and Specialty Foods		
Almas Food Store	801 E Broadway	604.876.8443
Best Value Market	714 E Broadway	604.874.0512
Harkness & Co. Butchers	666 E Broadway	604.558.3807
Jeya Brothers	757 E Broadway	604.707.0157
Kim's Mart	519 E Broadway	604.781.8702
Lobsters Only Seafoods	416 E Broadway	604.873.6820
Mac's Convenience	601 E Broadway	604.875.1015
Nilo Food Mart	502 E Broadway	604.708.1549
Sakuraya Supermarket	517 E Broadway	604.708.9913
Sayuka Nakaimalkai	753 E Broadway	604.871.0564
Shapla Grocery & Halal Meats	717 E Broadway	604.708.0288
Sol Convenience and Donair	680 E Broadway	604.876.7185

Hair and Aesthetics		
All Beauty Spa	410 E Broadway	604.709.6168
All Class Beauty	572 E Broadway	604.569.0720
Amy's Nail Art	412 E Broadway	604.568.8312
Broadway Nail Spa	725 E Broadway	604.779.8534
Creative Hair Studio	2512 Prince Edward	604.875.6353
Fantasy Cuts Hair Salon	736 E Broadway	604.875.6635
Hong's Beauty and Nails	607 E Broadway	604.879.9489
Tam's Hair Salon	607 E Broadway	604.879.9489
Health, Mind and Body		
A.D.C. for Excellency Foundation		604.435.8772
Bond Street Pharmacy	605 E Broadway	604.874.4755
Canna Clinic Medicinal Society	758 E Broadway	604.558.2454
Dr. J H Kimme Health Services	622 E Broadway	604.875.1165
Kwak's Herb and Health Food	603 E Broadway	604.872.1227
La Madonna Health Clinic	428 E Broadway	604.709.0100
My Life Nutrition	609 E Broadway	604.871.9877
Peter Hahn - Health Services	535 E Broadway	778.229.0502
YW Chinese Herb and Therapy	406 E Broadway	604.873.9682
Professional Services		
Advance Hospitality Education	420 E Broadway	604.272.7213
Andrew Sheret Ltd. / Splashes	425 E Broadway	604.874.8101
Canada Rainbow Tours	529 E Broadway	604.874.0130
Deadlevel Music Publishing	203-543 E Broadway	604.722.7527
DGM Laminating	562 E Broadway	604.879.7707
Eagle Printing Ltd.	744 E Broadway	604.876.8880
Ed's Bottle Depot	2525 Carolina St.	604.874.9223
Gallery Vancouver		604.366.8260
Grant McFarlane Electric Ltd.	201-543 E Broadway	604.228.0143
InPrint Graphics	504 E Broadway	604.568.6575
Instant Shop - Instant Theatre	650A E Broadway	
James Lee, Accountant	2518 Prince Edward	604.880.1010
M & I Sewing Machine	551 E Broadway	604.255.0123
Marsh, Marsh and Company LLP	747 E Broadway	604.875.1491
Mount Pleasant Dental Group	611 E Broadway	604.559.9955

Raymar Realty Ltd.	741 E Broadway	604.879.4181
Reality Martial Arts	545 East Broadway	604.760.0312
Vancouver Audio Speaker Clinic	2521 Guelph	604.874.7893
Vanprint	438 E Broadway	604.678.8666
Restaurants		
Anna's Cake House	606 E Broadway	604.876.6532
Bookjang Korean Restaurant	595 E Broadway	604.569.0852
Dallas 2 for 1 Pizza & Souvlaki	613 E Broadway	604.877.1311
Fassil Ethiopian Restaurant	736 E Broadway	604.879.2001
Kentucky Fried Chicken	795 E Broadway	
NHA Trang Vietnamese Noodle	720 E Broadway	604.875.0999
Pizzeria Barbarella	654 E Broadway	604.210.6111
Red Sea Café	670 E Broadway	604.873.3332
Siga Siga's Filipino Food	650 E Broadway	604.876.0241
SUBWAY Sandwiches	615 E Broadway	
Sushi Loku Restaurant Ltd.	592 E Broadway	604.298.4403
Tri-Countries Food Ltd.	2516 Prince Edward	604.708.5542
Shopping		
1 Dollar and Up Store	702 E Broadway	604.708.4700
Bow Wow Haus Dog Boutique	532 E Broadway	604.682.1899
Broadway Furniture	701 E Broadway	604.569.1891
Community of Hope Thrift Store	537 E Broadway	604.723.0523
Foam Revolution	564 E Broadway	604.451.0321
RAVE Re-up	754 E Broadway	604.428.4470
William Grulkey Gallery	568 E Broadway	604.708.8755



## Service providers in the neighbourhood...

Community and Service Providers		
Mount Pleasant Neighbourhood House (mpnh.org)	800 E Broadway	604.879.8208
Broadway Youth Resource Centre (pcrcs.ca)		604.709.5720
La Boussole Centre Communautaire Francophone du Centre Ville (lbv.ca)	612 E Broadway	604.683.7337
St. Michael's Multicultural Anglican Church	409 E Broadway	604.780.2419
Tonari Gumi - Japanese Community Volunteers Association (tonarigumi.ca)	42 E 8th Ave.	604.687.2172
Broadway Community of Hope Society	535 E Broadway	604.723.0523
Mount Pleasant Community Centre (mountpleasantcc.ca)	1 Kingsway	604.257.3080
Mount Pleasant Elementary School (go.vsb.bc.ca)	2300 Guelph St.	604.713.4617
Mount Pleasant Family Centre Society (mpfamilycentre.ca)	2910 St. George St.	604.872.6757
Mount Pleasant Library (vpl.ca)	1 Kingsway	604.665.3962
Vancouver Police, Community Policing (vpc.ca)		604.717.2935
Mount Pleasant Business Improvement Area (mountpleasantbia.com)	301-3102 Main St.	604.874.9816
Crisis Intervention and Suicide Prevention Centre		604.872.1811
Government of BC Housing/Human Resources (bchousing.org)	465 E Broadway	
Vancouver Aboriginal Child and Family Services Society	471 E Broadway	778.331.4500

This directory was initiated as part of the City of Vancouver's Mount Pleasant Community Plan Implementation. To find out more about the Mount Pleasant Community Plan, visit [vancouver.ca/mountpleasant](http://vancouver.ca/mountpleasant). For general enquiries to the City of Vancouver, call 3-1-1 or visit [vancouver.ca](http://vancouver.ca).

This draft of the directory was updated December 2013.



# Broadway East Business District Resources

## Resources and contacts:

For general enquiries to the City of Vancouver, visit [vancouver.ca](http://vancouver.ca) or call 3-1-1.

### NEIGHBOURHOOD CLEANUPS

#### Keep Vancouver Spectacular (KVS)

The City of Vancouver's Keep Vancouver Spectacular program brings together individuals, business and neighbourhood groups to participate in cleanup projects. Community volunteer cleanups are supported year round. Visit [vancouver.ca/kvs](http://vancouver.ca/kvs), or call 604.871.6544.

#### Hazardous debris/garbage cleanup

If you see hazardous debris or garbage in the neighbourhood, email [stopdumping@vancouver.ca](mailto:stopdumping@vancouver.ca), or call the City of Vancouver at 3-1-1.

### Graffiti

For crimes in progress, call 911.

To report graffiti that has occurred on your property to the police, call the police non-emergency line at 604.717.3321.

To report graffiti that is not on your property, call the City of Vancouver at 3-1-1.

For more information, visit [vancouver.ca/graffiti](http://vancouver.ca/graffiti).

### COMMUNITY INITIATIVES

#### Mount Pleasant CARES

Mount Pleasant CARES is a neighbourhood-based organization that organizes cleanups in the area. They can be reached at [mpleasantcares@gmail.com](mailto:mpleasantcares@gmail.com).

#### St. George Rainway

The St George Rainway Project is a community driven initiative that seeks to recall a historic waterway in Mt. Pleasant. For more information, visit [mpleasantwatershed.wordpress.com](http://mpleasantwatershed.wordpress.com).

### POLICING

For emergencies, call 911.

The Community Policing Centre can be reached at 604.717.2935.

The Vancouver Police non-emergency line is 604.717.3321.



St. George Rainway (2012)



Mural at Broadway and Prince Albert (2013)



Neighbourhood cleanup (April 2013)



Neighbourhood street fair (April 2013)

## Resources for Business Districts and Business Improvement Areas (BIAs)

Mount Pleasant BIA ([mountpleasantbia.com](http://mountpleasantbia.com))  
301-3102 Main St. 604.874.9816

### City of Vancouver - Business Improvement Areas Program and Business District Initiatives

For more information on business improvement, contact Peter Vaisbord, [peter.vaisbord@vancouver.ca](mailto:peter.vaisbord@vancouver.ca), 604.871.6304.

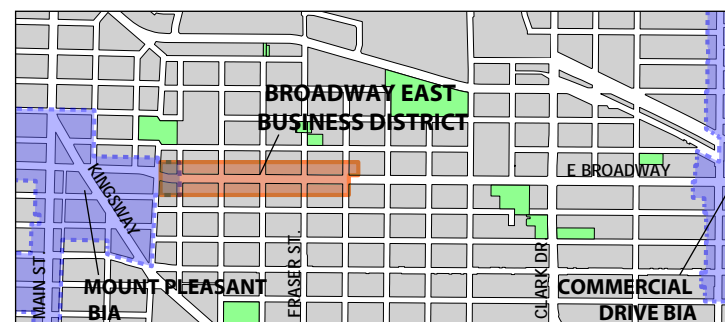
### Ideas for promoting business in the Broadway East Business District:

Here are some ways that working together with other businesses can bring more customers to the area and improve the success of all businesses:

- **Cross-promotion with other businesses**, for example, businesses agreeing to put information in each other's shop offering discounts or other information.
- **Joint advertising and promotion** by sharing the cost of newspaper or other advertising space with other businesses.
- **Sharing contact information** so that one business can alert other businesses of shoplifting and other criminal activity happening in the area.
- **Forming a local business group or association** that can work to promote the entire business area. Business associations usually ask for donation of an annual membership fee to help fund the activities of the association.

Local business association activities can include:

- **Advertising** which promotes the business area and all the businesses in it.
- **Develop a Broadway East Business District website.**
- **A business directory** that is both printed and on-line.
- **Beautification efforts**, where businesses, local residents, service providers and other community groups work together to improve the area. Some communities install mini-gardens and planters, create banners for street poles or install mosaic art in the sidewalks.
- **Street patrols** organized with local Community Policing Centres and residents.
- **Organizing events**, such as neighbourhood cleanups, sidewalk sales and street festivals.
- **Having 'networking social' events** to help businesses get to know each other and strengthen the business community.



Location of the Broadway East Business District and nearby BIAs



East Broadway, 500-block



East Broadway, 700-block



Streetscape on Main Street