

# Lower Main

## Urban Design Framework



The Mount Pleasant Community Plan provides general direction for Lower Main (Main Street from 2nd to 7th Avenue). The Urban Design Framework will provide more detailed direction on building form and use, character, and streetscape.

### DRAFT Urban Design Principles and Strategies

*Text in italics denotes policy directions from the Mount Pleasant Community Plan (2010)*

#### An Urban Mixed-Use “Hilltown” Community

- *Conceive of Mount Pleasant as a distinctive ‘hilltown’ area, recognizing the historical importance of the ‘hilltown’ identity.*
- *Create an urban community with a mix of residential, office, and retail uses.*
- *The retail character should be one of local-serving shops and services with small and varied frontages, along with a grocery store.*
- Continue to allow light industrial/commercial uses at grade in recognition of adjacencies to the Mount Pleasant Industrial Area (west of Main Street).

TELL US  
WHAT YOU  
THINK

#### QUESTION 6:

**Generally, do you feel that the draft urban design principles and the emerging concept drawing for Lower Main reflect the future needs of the community?**

#### QUESTION 7:

**Is there anything missing? Do you have suggestions? Refinements?**

#### Street Character and Pedestrian Environment

- Foster a unique identity for this section of Main Street while respecting Mount Pleasant’s overall sense of place.
- Create a comfortable and interesting walking environment addressing issues of safety, accessibility, and activity.
- Provide texture and variation to retail frontages along Main Street.
- Strengthen connectivity to laneways by announcing and marking ‘mews’ where possible: create cut-outs/small spaces with variation in scale fronting the lane.
- Use breaks in street trees and landscaping to reinforce mews connections.
- Emphasize the intersection of lanes and streets as important social meeting spaces.
- Encourage visual ‘cues’ on flanking streets to provide a draw to the lane.
- Encourage on-street parking to support local commercial tenancy, and to properly buffer traffic from the pedestrian shopping experience.
- Improve the pedestrian environment through addressing traffic impacts (e.g., speed, noise).

*Note: Further review and consultation may be required in assessing needs of the street and reallocating road space for locally serving commercial parking, expanded public realm amenities and other movement systems including cycling.*

**FOR MORE INFORMATION** on the Mount Pleasant Community Plan and the implementation program, visit [vancouver.ca/mountpleasant](http://vancouver.ca/mountpleasant)



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### Draft Urban Design Principles and Strategies

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#### Built Form Character and Views

- *As an appreciated contrast/complement to preserved heritage, invite and support architectural innovation that creates new legacies (individual sites and/or streetscapes) .*
- *Allow up to 6 storeys for mixed-use developments along Main Street from 2nd to 7th Avenues; investigate permitting additional height during plan implementation.*
- *Retain the Main Street view cone (from 6th Avenue looking northward), protect existing views, and restrict development of higher buildings along the east side of Main Street .*
- *Respond to the view cone by encouraging buildings to organize massing in a variety of ways .*
- On the west side of Main Street, use topography to vary the streetwall height between 2nd and 7th Avenue.
- Transition Block (Threshold)
  - Distinguish the transition to Mount Pleasant at 2nd Avenue through building form, massing, and symmetrical scale in recognition of height limits within the view cone.
- Pattern Blocks (3rd to 6th Avenue)
  - On the east side of Main Street, organize massing perpendicular to Main Street, in reference to the existing pattern provided by the heritage Ashnola Building.
  - On the west side of Main Street, establish a consistent edge as contrast to east side massing.
- Transition Block (to Uptown)
  - New development should transition in form and scale to the Uptown buildings to the south and anticipated new development north to 2nd Avenue.
  - New development should acknowledge, and frame, vistas towards the downtown, noting distinctive opportunities for expressing the Kingsway alignment.

#### Public Space

- Identify opportunities to create more small public open spaces and plazas.
- Use active lanes to create an alternate pedestrian route between 2nd and 7th Avenues as part of the pedestrian laneway network.
- Consider access to sunlight in designing public spaces.
- Strengthen the east-west desire line across 3rd Avenue; create a plaza at 3rd Avenue east of Main Street to respond to the convergence of the street and lane pattern, and as a destination along the pedestrian laneway network.
- Between 6th and 7th Avenue (west side), create public spaces on this City-owned site to respond to the geometry of Kingsway, and fronting both Main Street and the lane.

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# LOWER MAIN URBAN DESIGN FRAMEWORK - EMERGING CONCEPT

## EAST SIDE BUILDING PROFILE - MAIN ST

1:500



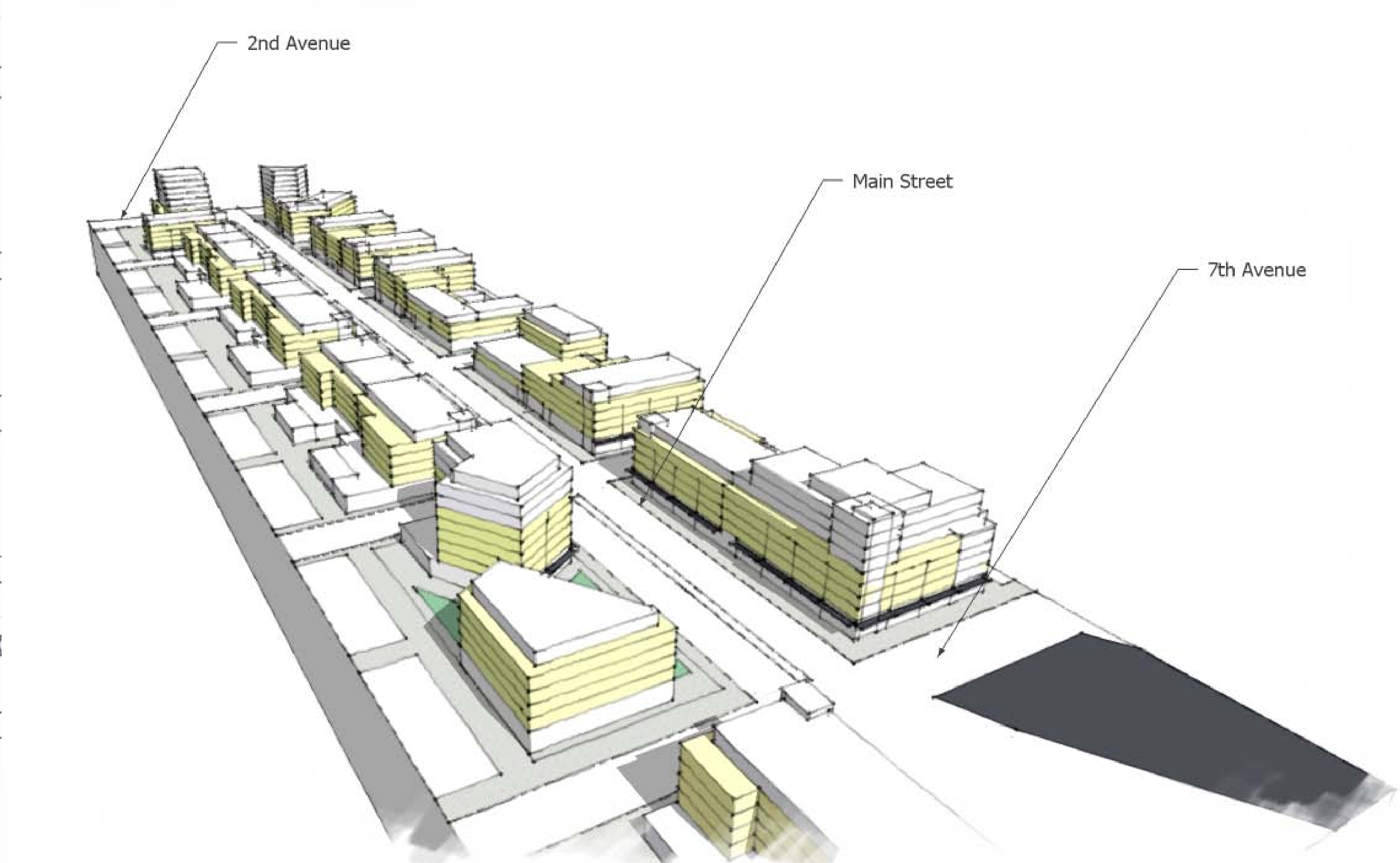
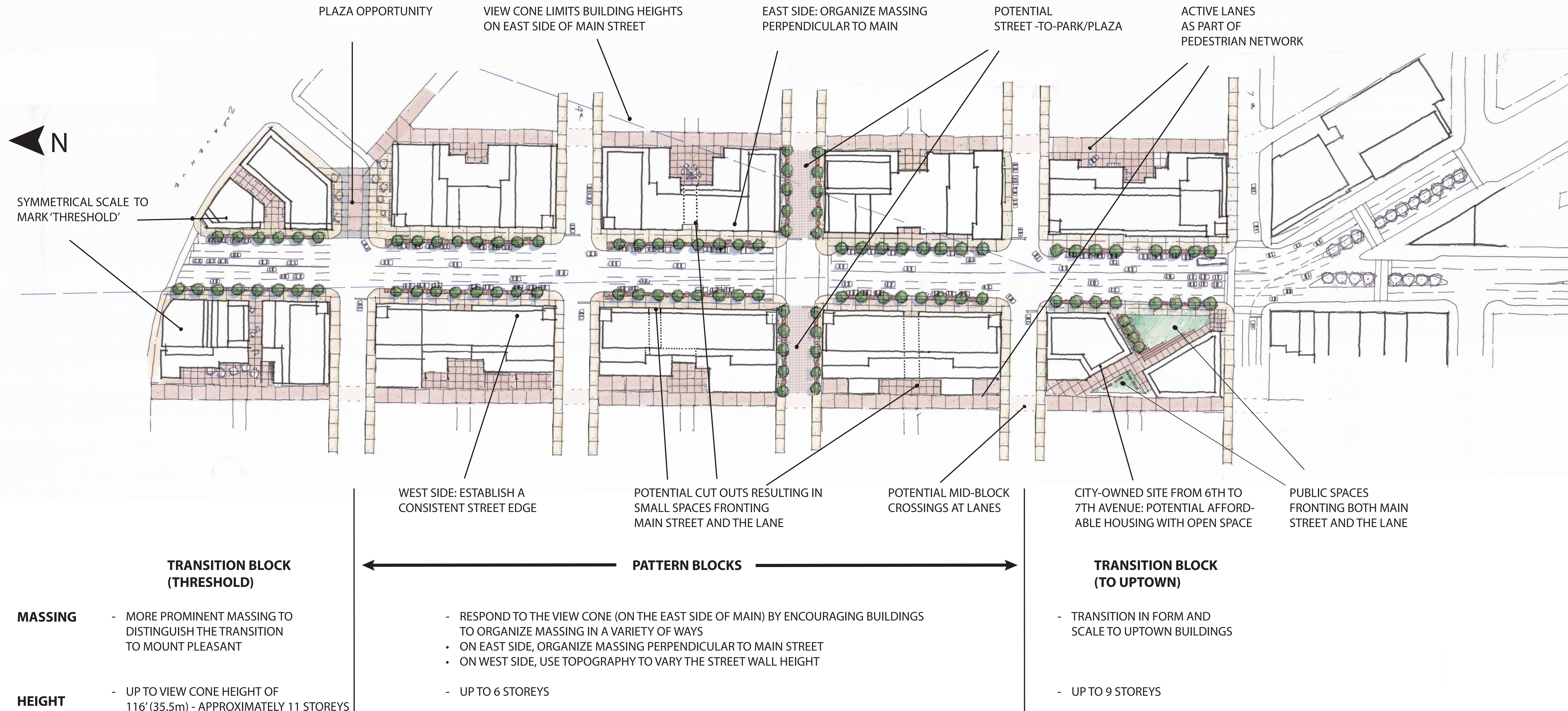
- 60ft --- Maximum allowed height according to current zoning
- View cone 22 --- Maximum allowed building height



Rezoning proposal: 2290 Main Street at E. 7th Avenue



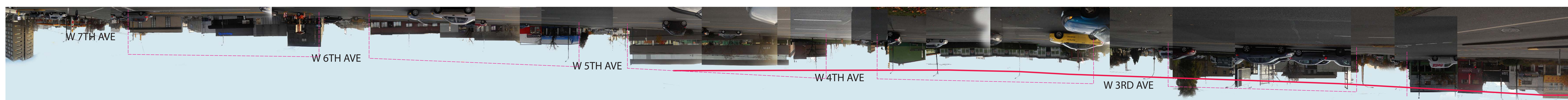
E. 3rd Avenue at Main Street: Plaza opportunity



URBAN DESIGN FRAMEWORK: MASSING DIAGRAM

## WEST SIDE BUILDING PROFILE - MAIN STREET

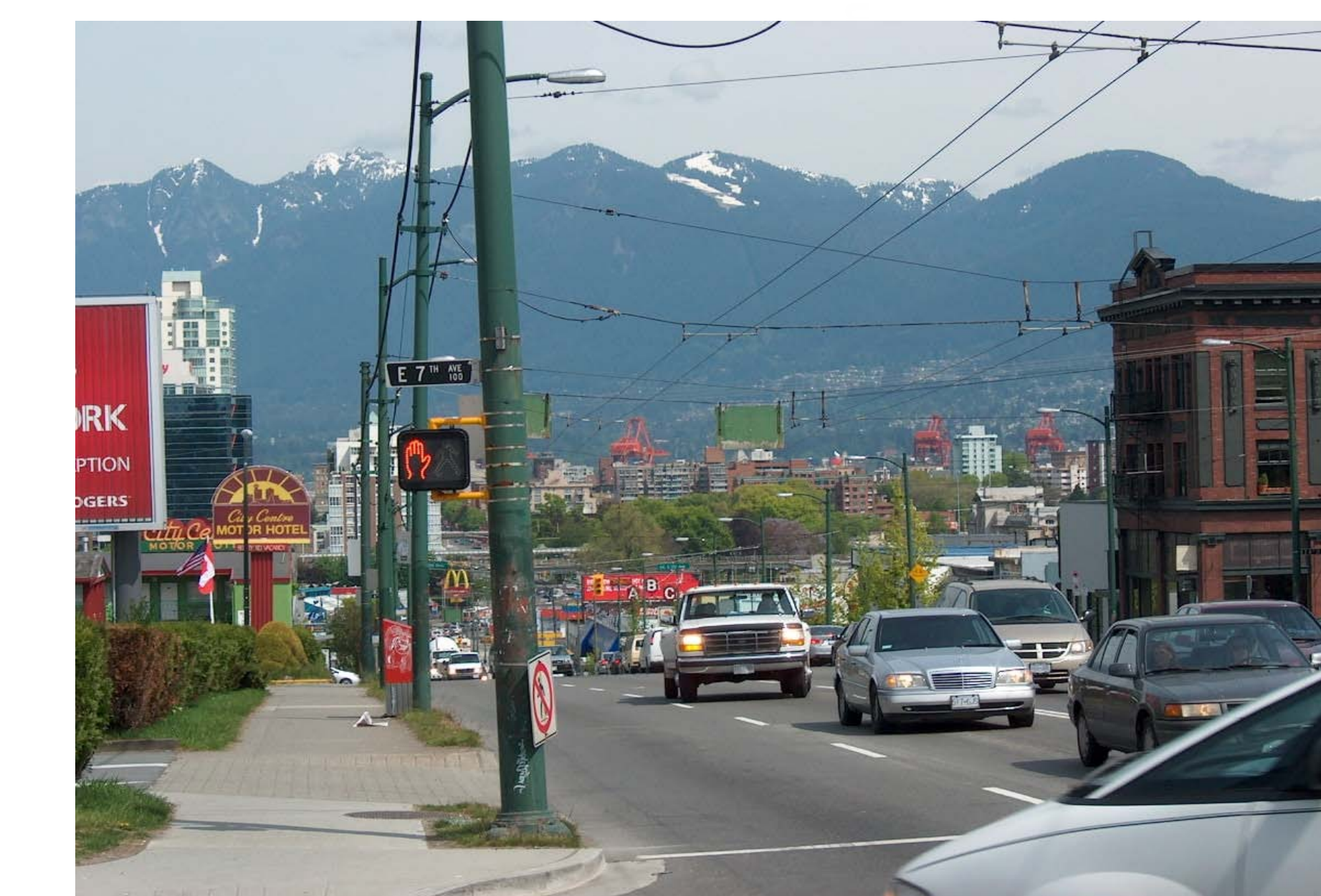
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- 60ft --- Maximum allowed height according to current zoning



Existing Ashnola Apartments at Main and E. 6th Avenue. Building massing is perpendicular to Main Street.



Main Street at E. 7th Avenue, looking north



Existing laneway, Lower Main