



# MOUNT PLEASANT COMMUNITY PLAN IMPLEMENTATION

OCTOBER 2013



Approved by Vancouver City Council on October 23, 2013





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# 1

# INTRODUCTION

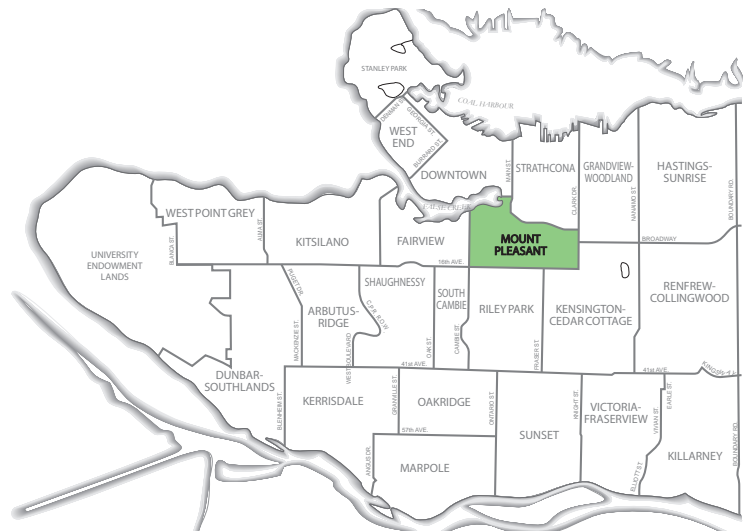
## 1.1 Background

The Mount Pleasant Community Plan (“the Plan”) was approved by City Council on November 18, 2010. The Plan describes the desired future for Mount Pleasant, identifying what is valuable and should be retained, and what needs to change to accommodate growth or address important issues. The Plan contains principles and policy directions on a number of topics, including housing, character, parks and public realm, land use, built form, transportation, heritage and culture.

In approving the Plan, Council also directed staff to develop:

- A revitalization strategy for Broadway East
- A Public Realm Plan
- A Public Benefits Strategy

This implementation package includes these components with more detailed built form directions to provide guidance for the redevelopment of Lower Main (2nd to 7th Avenue) and Broadway East (Broadway from Prince Edward Street to Prince Albert Street).





## 1.2 Working with the Community and Acknowledgements

Building upon the community involvement that formed around the development of the Plan, City staff engaged a wide range of citizens in the implementation phase. Methods and events ranged from hand delivering newsletters to businesses, to small meetings and focus groups, to a street festival celebrating the neighbourhood, to workshops and open houses, including an interactive laneway crosswalk demonstration project. Input was sought and received from residents, businesses, service providers, neighbourhood groups and property stakeholders, among others.

A Mount Pleasant Implementation Committee, composed of volunteers from the community, provided advice throughout. A community-based initiative, called “Weaving Policy, People and Place Together” also generated local knowledge and input, which contributed to both the engagement process and the resultant products.

The implementation strategies strive to look to the future while respecting the policy directions contained in the Plan, particularly in regard to revitalizing Broadway East and creating an urban community for Lower Main. The strategies received generally a high level of support from those who participated in the consultation process. The collective goal is that, as Mount Pleasant redevelops over time, it will do so in a way that acknowledges its past and existing character while looking to the future and creating a unique, inclusive, urban locale in the centre of the city.

Special thanks is extended to all who participated in the process, including resident volunteers, local businesses and service providers and the implementation committee, for their time, insights and contributions.

## 1.3 Overview of Implementation Strategies

This document contains four areas of focus. Two sections, Broadway East Revitalization Strategy and Lower Main Urban Design Framework, relate to specific areas within Mount Pleasant. Two sections, Public Realm Plan and Public Benefits Strategy, have a scope that applies generally to the Mount Pleasant Community Plan Area (see map below).

### 1.3.1 Broadway East Revitalization Strategy

**Section 2:** Outlines a strategy to make this area of Broadway a vibrant, diverse and attractive place that better serves Mount Pleasant.

### 1.3.2 Lower Main Urban Design Framework

**Section 3:** Provides more detailed direction on building form (e.g. use, height, density), character (e.g. identity, streetwall, frontages), and streetscape requirements in tandem with the Public Realm Plan to supplement the Plan and guide future development.

### 1.3.3 Public Realm Plan

**Section 4:** Provides guidance for future public realm improvements, building on Plan ideas to activate lanes, link public spaces and build street vibrancy, while integrating the unique character and heritage of Mount Pleasant.

### 1.3.4 Public Benefits Strategy

**Section 5:** Identifies current gaps and future needs for public facilities and amenities such as childcare, open space improvements, cultural spaces and affordable housing, and matches priority needs with available funding sources to guide future capital expenditures.



Mount Pleasant Community Plan Area, with Lower Main and Broadway East indicated.

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