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Date: 1/26/2021 4:23:52 PM
Subject: Memo: Broadway Plan Updates and Upcoming Engagement
Attachments: Memo to Mayor and Council - Broadway Plan Updates and Upcoming Engagement.pdf

Dear Mayor and Council,

Please see the attached memo from Gil Kelley regarding Broadway Plan Updates and Upcoming Engagement. A brief summary is as follows:

- The Broadway planning program was recalibrated in 2020 due to the ongoing pandemic and public health measures, which limited opportunities for in-person engagement.
- Community engagement on the Emerging Directions for Broadway Plan (areas for growth and change, high level policy directions, and Broadway street design concept) will launch on February 16, 2021.
- **Broad notification and a range of virtual engagement tools and methods will ensure inclusive and accessible engagement, particularly for groups who traditionally face barriers to participation.**

Should you have any questions, please contact Gil Kelley at Gil.Kelley@vancouver.ca

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

MEMORANDUM

January 26, 2021

TO: Mayor and Council

CC: Paul Mochrie, Acting City Manager
Karen Levitt, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Gail Pickard, Acting Civic Engagement and Communications Director
Rosemary Hagiwara, Acting City Clerk
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Kevin McNaney, Director, Special Projects Office
Lon LaClaire, General Manager of Engineering
Paul Storer, Director of Transportation
Dale Bracewell, Branch Manager, Transportation Planning
Jimmy Zammar, Director of Integrated Strategy and Utilities Planning
Steve Brown, Manager of Rapid Transit Office

FROM: Gil Kelley
General Manager, Planning, Urban Design and Sustainability

SUBJECT: Broadway Plan Updates and Upcoming Engagement

This memo is intended to provide updates to Mayor and Council on the Broadway Plan and upcoming community engagement.

Broadway Plan: Recalibrated Process

The Broadway Plan will be a 30-year comprehensive area plan focusing on opportunities to integrate new affordable housing, job space and amenities around the Broadway Subway. The study area is generally from Clark Drive to Vine Street, between 1st and 16^h Avenues. Broadway Plan is an opportunity to explore emerging ideas and is a platform for innovation, informing the Vancouver Plan. It will also help advance the directions of recently approved plans and strategies such as the Climate Emergency Action Plan and the Employment Lands and Economy Review.

The Broadway planning program launched community engagement in March 2019 with a series of public events. Through Phase 1 engagement from March to September 2019 there were over 10,300 engagement contacts from a broad range of activities and events. The input received informed core community values for each neighbourhood, which helped shape a set of nine Broadway Plan Guiding Principles that were adopted by Council in October 2019. The principles

guide the creation of the Broadway Plan, ensuring community values are incorporated throughout the process as well as in the final plan.

Phase 2 of the planning program initiated in November 2019, with focused engagement occurring up until February 2020. In March 2020, the onset of the rapidly evolving COVID-19 pandemic and associated public health measures resulted in a pause to in-person community engagement activities. Due to the ongoing pandemic, opportunities for in-person engagement were determined to not be possible through the remainder of 2020 and well into 2021. Accordingly, staff have recalibrated the planning program for mostly virtual/online engagement opportunities using a range of innovative tools and tactics.

The next significant milestone in the process in February 2021 is broad community engagement on the Broadway Plan Emerging Directions, which include:

- Areas for Growth and Change (Character Areas and Neighbourhood Sub-Areas);
- High level policy directions by topic: Affordable Housing, Jobs/Economy, Transportation, Arts and Culture, Places for Public Life, One Water/Blue-Green Systems, etc.; and,
- Broadway as a Great Street (overall concept and policy directions).

Engagement on the Refined Directions (specific building heights, densities, etc. and detailed policies) is anticipated for late spring/early summer 2021. Staff expect a draft plan for Council's consideration by Q3/Q4 2021, though challenges associated with the ongoing pandemic may affect timelines.

Upcoming Emerging Directions Engagement

In light of the ongoing pandemic and public health measures, Broadway Plan is launching its virtual Emerging Directions open houses between February 16 and March 31, 2021. Similar to other major public-facing projects, the Broadway Plan's Shape Your City Page will be used to host the virtual open houses allowing City staff to share materials and collect feedback using a variety of online tools such as surveys, ideation, polls, and more.

Notification for Phase 2 Emerging Directions will be carried out using a mix of print and digital approaches:

- Approximately 89,000 postcards sent to all residents and businesses within and two blocks beyond the Broadway Plan study area
- Six bus stop shelters along the 99 B-line
- Coordinated social media campaign on City Channels using Facebook, Instagram and Twitter, Website updates, and listserv updates
- Print advertising in Vancouver is Awesome and Georgia Straight
- Media release

The overall approach to community engagement takes into account the area's diversity and the distinct neighbourhoods of Kitsilano, Fairview, Mount Pleasant and False Creek Flats. Particular emphasis will be placed on engagement that is inclusive and accessible for groups who traditionally face barriers to participating in planning processes. To ensure broad participation, City staff will gather input in a number of ways:

- Engagement with the Musqueam, Squamish, and Tsleil-Waututh First Nations, and Urban Indigenous communities.
- Meetings and workshops with Council Advisory Committees, Vancouver School Board, Mosaic, Neighbourhood Houses, rental and non-market housing providers and service organizations, resident associations, and more.
- Broadway Plan “Community Champions” will help identify inclusive and accessible methods to engage underrepresented groups.
- Postcards include content that has been translated into Simplified Chinese.
- The online survey will be available on the Broadway Plan Shape Your City website and shared with the Talk Vancouver circulation list.

Additionally, Broadway Plan continues to support the Broadway Subway Project, which is generally proceeding on schedule. Accordingly, engagement on the future street design for Broadway as a Great Street, and the station blocks in particular, is being advanced through the Broadway planning program in the short term.

This is a significant milestone in the planning program for the Broadway area. If you have any questions related to these items please contact Gil Kelley.

A handwritten signature in black ink, consisting of a large, sweeping loop on the left and a long, thin horizontal line extending to the right.

Gil Kelley, FAICP
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