

From: ["Levitt, Karen" <karen.levitt@vancouver.ca>](mailto:karen.levitt@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 10/29/2021 4:40:53 PM

Subject: [Memo - Broadway Plan Engagement Update](#)

Attachments: [Memo to Mayor Council - Broadway Plan Public Engagement.pdf](#)

Dear Mayor and Council,

The attached memo from Theresa O'Donnell provides Mayor and Council with details of the upcoming Broadway Plan Refined Directions round of public engagement, which will run from November 4 until November 30 and include a variety of in-person and virtual events. It also outlines the public engagement work undertaken to date and provides links to the engagement summary documents from each phase of the Broadway Plan process.

Should you have any questions, please contact Theresa O'Donnell (Theresa.O'Donnell@vancouver.ca).

All the best,

Karen

Karen Levitt, Deputy City Manager (she/her)
karen.levitt@vancouver.ca

The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm/Musqueam, Skwxwú7mesh/Squamish and səlilwətaʔ/Tsleil-Waututh nations.

MEMORANDUM

October 29, 2021

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Maria Pontikis, Director, Civic Engagement and Communications
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Lon LaClaire, General Manager, Engineering Services

FROM: Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability

SUBJECT: Broadway Plan Public Engagement

RTS #: N/A

Introduction

This memo provides Mayor and Council with details of the upcoming Broadway Plan Refined Directions round of public engagement, which will run from November 4 until November 30. It also outlines the public engagement work undertaken to date and provides links to the engagement summary documents from each phase of the process.

The Broadway Plan is a major planning initiative focussing on opportunities to integrate development with transit along and around the Broadway Subway. In line with the Guiding Principles endorsed by Council, it aims to deliver on a wide range of City goals, including housing affordability, job space, social and cultural amenities, environmental sustainability and livability.

The area covered by the Plan is centred on Broadway, generally from Clark Drive in the east to Vine Street in the west, and between 1st and 16th Avenues.

Engagement to Date

Phase 1: Background and Guiding Principles (March 2019 – March 2020)

Phase 1 included the development of a set of [Guiding Principles](#) to establish key objectives for the Plan. These were shaped by public engagement and endorsed by Council in October 2019. The [Phase 1 Engagement Summary](#) highlights the feedback from 40 events, workshops and meetings, together with responses to the Phase 1 survey.

Phase 2: Emerging Directions (April 2020 – April 2021)

The early portion of Phase 2 focused on engaging with equity seeking groups who were under represented in Phase 1. Examples of different engagement activities included door-to-door business engagement, workshops, community pop-up events, interviews, and planning 101 sessions at local schools. During this early phase there were 1,835 touch points across 39 events.

The second part of Phase 2 involved a broad and inclusive program of public engagement in February and March 2021 to publicise and receive feedback on the Emerging Directions for the Plan. Due to the COVID19 pandemic and public health measures, the City was unable to hold traditional in-person open houses and activities. A virtual open house was hosted on the City's [ShapeYourCity website](#).

The [Phase 2 Engagement Summary](#) highlights the 3,600 touchpoints and learnings from the 19 engagement opportunities that included a survey, four virtual neighbourhood workshops, three renter roundtables, four community-based events with Mount Pleasant Neighbourhood House, and virtual “office hours” (phone-in sessions providing access to staff).

Upcoming Refined Directions Engagement

The Refined Directions build on the Emerging Directions and provide more specific policies and proposals on key topics, such as land use, built form and height, housing tenure, job space, active transportation and public amenities. This phase of engagement will use a combination of virtual and in-person events, including:

- A Virtual Open House between November 4 and November 30, through the [ShapeYourCity website](#).
- In-person open house at CityLab: November 9, 10, and 20
- TalkVancouver Survey from November 4 to November 30
- Neighbourhood workshops (virtual): November 16, 17, and 18
- REDDIT “Ask Me Anything” : November 16
- Joint Committees of Council workshop (virtual): November 22
- Renter Round Table (virtual): November 25
- Public life workshop (virtual): November 24
- Neighbourhood pop-up events throughout the study area (in-person): Various dates
- Focused meetings with stakeholder and community groups, associations and industry: Various dates

I hope that this memo provides a useful update on the Broadway Plan engagement activities. If you have any questions or comments please don't hesitate to contact me.

A handwritten signature in black ink that reads "Theresa O'Donnell". The signature is written in a cursive, flowing style.

Theresa O'Donnell
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