

What We Heard: Lower Main 2nd to 7th

Character and Identity

- Hilltown concept is a valued, key feature of this area
 - Some concern that added height will diminish this
- Desire a sense of cohesion for this area
- Character should be one of “unexpected moments”
- “Expect the unexpected”
- Preserve the artist community
- Consider daylighting creek opportunities e.g. plaza at 3rd Ave.
- Recognize brewing culture identity, past and present: “Brewery Creek”
- Character of Main further south is ‘seducing’, but not here
- Diversity is a cherished aspect of Mount Pleasant

Affordability

- Concern about high property taxes for small businesses
- Concern about increase in residential property taxes

Vibrant Urban Community

- Cambie Street around 7th Avenue is a good example – it’s much improved from before. The sidewalks are wide, there’s activity and yet the street seems to have been ‘quieted’/tamed.
- We also like Commercial Drive
- To be a vibrant and pedestrian friendly neighbourhood, this area needs activity, mixed use, density
- Want to keep, enhance the current vibrancy around Jean’s, Our Town coffee shop
- Want to preserve and foster locally-owned businesses – consider size of retail space to allow for this
- Higher density can reduce the tax burden on tenants
- Need to enliven this section of Main Street
- Revitalize the area FOR pedestrians
- Consider what residents need to LIVE

Use

- Support mixed use e.g. commercial/retail below and artist studio/dwelling use above
- Don’t like residential only buildings
- Need to think more about the type of retail uses desired for this area
- Support “traditional retail”
- Want more of the “funky stuff”
- Provide a jobs focus in this area i.e. commercial/light industrial: marketing companies, brewery etc.
- Don’t spread out the retail too thin; concentrate that elsewhere e.g. Broadway East

Built Form

- Mount Pleasant needs sensibly sized mid-rise buildings e.g. Lee Building
- No towers
- Berlin provides good examples of newer mid-rise buildings mixed in with older mid-rise buildings
- View cone results in height limits of 2-3 storeys at 4th Ave. and 5th Ave.
- Please provide original report where City Council changed the view cone
 - *Note: Staff handed out an information sheet outlining the history of this view cone – View 22 – Main Street.*
- Shopping function of street (west side) will be affected from shadowing of proposed massing
- Densify in a sensible manner, taking advantage of topography

Mid-block breaks

- Like this idea to increase connectivity to lanes
- Like how the breaks create a sense of permeability
- Concern about mid-block breaks re: loss of urbanism
- If the breaks are too consistent, the pattern becomes too predictable
- Breaks don't always have to occur mid-block – could be offset
- Can you build above the breaks? E.g. portal
- Concern/question about Crime Prevention Through Environmental Design (CPTED) issues e.g. lighting, hidden corners
- Ideally these breaks would lead to active lanes
- Flesh out this idea some more

Median on Main Street

- This area needs to read as one – question whether median is a “suburban language” when what we want to achieve here is a “high street” character
- Without a median, the sidewalks on either side of Main could be wider
- Support the median from a safety perspective
- Current pedestrian experience can be “gnarly”; median can provide sense of enclosure, intimacy
- Wouldn't want trees on the median as they would hinder views

Main and 7th

- Like the significant public open space opportunity on the City-owned site
- Like the proposed treatment/opportunities at the City-owned site
- “Profound location” that provides a unique panorama view of the city; the open, airy feel of this very unique vantage point should be protected
- Recognize that the Mount Pleasant Historical Context Statement refers to the coming together of Kingsway and Main at 7th as an historic junction
- Library in the Community Centre seems to recognize this view with a sitting spot at the corner that allows one to take it in

- Address concerns outlined in the Plan re: allowing buildings above 6 storeys at the intersections of Main Street with 2nd Avenue and with 7th Avenue. "The concern is in recognition of potential impacts on views - especially at Main and 7th Ave. - and overshadowing of adjacent areas, along with changes to the character of the street."

Movement

- How would transit be affected by narrowing Main Street? #3 bus is already always full now.
- What about bikes on Main Street? Implications re: transit, pedestrian movement etc.
- Bike connectivity could also be enhanced on east-west streets. E.g. bike facilities could be provided on corners.
- Any other traffic impacts?

Overall proposed concept

- What is the approach to permanency? Of e.g. trees, bikes
- Consider hard space textures for public spaces; maybe water features to recall Brewery Creek history
- Agree with intent to tame the street
- Consider environmental aspects e.g. stormwater management and integrating into design
- Need to further flesh out the character ideas for the streetscape
- Improvement over what we have now
- Seems reasonable
- Suggest more charettes
- Respect the Mount Pleasant Community Plan vis-à-vis "low profile" and mid-rise buildings
- Good job
- Love this
- Like overall
- Great dialogue

Comments on Draft Principles

- A) From Mount Pleasant Community Plan:
 - Include concern about increased height at 7th Avenue
 - Reference p. 23 description of residential (artist studios)
 - Reference p. 30 Plan Implementation – New Programs and Projects
- C) Built Form Character and Views
 - Recognize slopes as natural form makers
- D) Public Space
 - Add public realm e.g. sidewalks – "Public Space and Public Realm"