Dear Merchants and Service Providers of Mount Pleasant Business Areas:

Seasonal greetings from the City of Vancouver and the Mount Pleasant Community Plan Implementation team!

Since November 2012, City of Vancouver planning staff have been in the Mount Pleasant business area asking, listening and implementing some of your Community Plan priorities - namely, developing a Public Realm Plan, Broadway East Revitalization Strategy, Lower Main Urban Design Framework and Public Benefits Strategy.

The City hosted various community events in Mount Pleasant and asked for your ideas about this area’s future. We collaborated with Broadway East merchants and service providers, community policing, the Mount Pleasant BIA, local residents and community groups, to explore revitalization opportunities.

With your input, we developed a package of implementation strategies.

City of Vancouver staff look forward to ongoing collaboration with the community in implementing the Mount Pleasant Community Plan in the years to come!

When you think of Mount Pleasant do you see it as:

- Hip and Happening
- Diverse
- Old and New
- The Place to Be
- Awesome
- Changing
- Eclectic
- Arts and Culture

These are just some of the words that we’ve heard being used to describe the look and feel of Mount Pleasant, now and for the future.

Implementation Package adopted by City Council

On October 23, 2013, Vancouver City Council adopted the Mount Pleasant Community Plan Implementation Package. The Package includes four key strategies to help Mount Pleasant evolve in a positive way over the next 30 years.

The Public Realm Plan provides direction on how streets, lanes, parks, plazas and natural areas should be developed and enhanced. The focus is on creating a unique, eclectic public realm rooted in Mount Pleasant that celebrates the community’s rich history and culture.

The Broadway East Revitalization Strategy outlines ways to make Broadway between Prince Edward Street and Prince Albert Street a vibrant, diverse, and attractive place that will better serve Mount Pleasant.

The Lower Main Urban Design Framework provides detailed direction for new buildings, including streetscape requirements, on Main Street (2nd to 7th Avenue).

The Public Benefits Strategy identifies current gaps and future needs for public amenities and infrastructure (e.g. childcare, open space improvements, affordable housing), and matches priority needs with available funding sources.

For more information about the Mount Pleasant Community Plan Implementation Strategy, visit: vancouver.ca/mountpleasant
Local Projects and Updates

Mount Pleasant Area

Winter 2014 at the Mount Pleasant Community Centre - 1 Kingsway

Mount Pleasant Civic Centre has all your recreation and leisure needs - from yoga classes to reading your favourite book in the library.

For more information, check out the Winter 2014 guide at mountpleasantcc.ca, follow the Centre on Facebook (mtpleasantcca), or call 604.257.3080.

Integrated Graffiti Management Program

This City of Vancouver program focuses on the eradication of all graffiti, enforcement of the City’s graffiti bylaw along with community engagement, education, and prevention initiatives.

City staff have been working in Mount Pleasant to address tagging on public property and on community murals.

Four new murals have been created in Broadway East and Uptown: 601 East Broadway, 701 East Broadway, Kingsgate Mall (east parking lot wall), and Kea Food wall at Main Street and East 10th Avenue.

For more information, visit: vancouver.ca/graffiti.

Keep Vancouver Spectacular

The City of Vancouver supports community volunteer cleanups year-round.

Interested in joining or forming a neighbourhood cleanup group? Call 604.871.6544 or visit: vancouver.ca/kvs.

Transit Services in the Broadway Corridor

Did you know that Vancouver City Council has asked staff to look at what could be done to increase bus capacity on Broadway in the short-term, until rapid transit comes to the corridor?

For more information about rapid transit and the UBC/Broadway Corridor, visit: vancouver.ca/ubcline.

Bus stop at Fraser Street and East Broadway

The westbound bus stop on Broadway at Fraser Street served three bus routes: the 99 B-Line, the #9 Broadway and the #8 Fraser. The stop was relocated to St. George Street in summer 2012 to accommodate the new development currently under construction. The bus stop will be re-instated at Fraser Street once the development is completed (currently expected in early summer 2014).
Explore Mount Pleasant’s four business districts:
Broadway West, Lower Main, Broadway East and Uptown

**Development Updates**

**Under Construction:**
2675 Fraser Street: Mixed-use supportive housing project including Broadway Youth Resource Centre - Completion summer 2014

**Approved:**
2290 Main Street: nine-storey mixed-use market development - Rezoning approved

**Proposed:**
333 E 11th Avenue (formerly 275 Kingsway): 14-storey mixed-use building with 194 market rental units proposed

For more information about development projects in Mount Pleasant, call the City of Vancouver at 3-1-1.

**Broadway East**

**NEW Businesses in Broadway East**

Since January 2013, five new businesses are up and running:
- Bow Wow Haus Dog Boutique - 532 E Broadway (bowwowhaus.ca)
- Sushi Loku - 592 E Broadway
- RAVE Re-up - 754 E Broadway (www.ravere-up.com)
- Harkness & Co. Butchers - 666 E Broadway (www.vancouverbutcher.com)
- Siga-Siga’s Filipino Foods - 650 E Broadway

A map and directory of all businesses and services in Broadway East (between Prince Albert Street and Prince Edward Street) is available. For a copy of the Broadway East Business Directory, call the City of Vancouver at 3-1-1.

**St. George Rainway**

**St. George Rainway, the little creek now known as the St. George Rainway.**

Look for the rainway mural, painted on St. George Street, adjacent to Mount Pleasant Elementary school. The Vancouver Society of Storytelling (VSOS) and The Creek Stewards (students from Mount Pleasant Elementary) recently led a day of activities to inform and inspire engagement with place-making. The event celebrated over a year of work the students undertook to meet their community enhancement goals, understanding that green infrastructure builds social cohesion and is a long-term antidote to isolation.

For more information, visit: mtpleasantwatershed.wordpress.com.

**Broadway Youth Resource Centre (BYRC)**

BYRC’s new facility at East Broadway and Fraser Street is expected to be complete in early summer 2014. This building will also offer apartments for adults and youth who are homeless and at risk of homelessness.

For more information, visit: bchousing.org.

For more information about the Mount Pleasant Community Plan Implementation Strategy, visit: vancouver.ca/mountpleasant
Things To Do

The Mount Pleasant Business Improvement Area (MPBIA)
Wreath Decorating Contest in December
Check out the hand-decorated wreaths made by fantastic local businesses on Main Street, East Broadway and Kingsway.
This is FREE family fun and a fantastic way for visitors to experience one of Vancouver’s unique shopping districts.

In Pleasant Company Lunch
Date: Fridays
Time: 12 noon
Cost: $4.00
Every Friday, join MPNH for a nutritious lunch of soup and salad or a delicious chef’s surprise. Meet your neighbours and make new friends.

Coffee House “Beats on Broadway”
Date: Third Friday of every month
Time: 7-10 pm
Cost: Recommended donation $5.00
Hosted by neighbourhood folksinger and community organizer, Earle Peach, come join MPNH for live music, food and coffee. New local performers every month, followed by an open mike.

Volunteer at MPNH
Would you like to volunteer with various programs, community projects and at special events throughout the year, with MPNH? For more information, visit: www.mpnh.org.

Mount Pleasant

Mount Pleasant Community Plan Implementation – NEWS

For more information about the Mount Pleasant Community Plan Implementation Strategy, visit: vancouver.ca/mountpleasant
Broadway East Business Directory

Businesses in the neighbourhood...

Automotive and Specialty Parts
AdirAuto Import Car Service  794 E Broadway  604.872.8512
Ashut Cars & Alternators  541 E Broadway  604.568.3447
Dawson Battery Service Ltd.  550 E Broadway  604.879.6891
M & N Auto Repairs Ltd.  530 E Broadway  604.872.2211

Electronics and Computers
A-2 Video Games  748 E Broadway  604.874.3919
A Plus Computer Service  531 E Broadway  604.483.5558
Foreign Electronics  452 E Broadway  604.879.1189
Green Cartridge Inc.  740 E Broadway  604.630.0608
Liteon Computers  640 E Broadway  604.876.8856

Fashion and Clothing Services
Clothes Basket Coin Laundry  501 E Broadway  604.708.5979
East Africa Clothing & Alterations  700 E Broadway  778.834.0096
Esther’s Boutique & Alterations  779 E Broadway  778.883.1348
Highland Laundry & Drycleaning  709 E Broadway  604.873.4115
Lauderama  708 E Broadway  604.879.3817
Thomson & Fincham  2525 Gaul St.  604.708.0861

Health, Mind and Body
A.D.C. for Excellence Foundation  640.435.8772
Bond Street Pharmacy  605 E Broadway  604.874.4755
Canna Clinic Medical Society  758 E Broadway  604.538.2459
Dr. H Kim Health Services  622 E Broadway  604.873.1165
Kiw’s Herb and Health Food  600 E Broadway  604.872.1227
La Madama Health Clinic  428 E Broadway  604.709.0100
My Life Nutrition  609 E Broadway  604.878.9877
Peter Hanh – Health Services  535 E Broadway  779.220.0565
YW Chinese Herb and Therapy  406 E Broadway  604.871.9682

Professional Services
Advance Hospitality Education  410 E Broadway  604.709.6168
Andrew Sheft Ltd. / Splashes  425 E Broadway  604.874.8101
Caruda Rainbow Tours  529 E Broadway  604.874.0130
Deadlevel Music Publishing  203-541 E Broadway  604.702.7527
DGAM Licensing  562 E Broadway  604.879.7707
Eagle Printing Ltd.  744 E Broadway  604.878.8880
Ed’s Bottle Depot  2525 Carolina St.  604.874.9232
Gallery Vancouver  604.366.8260
Grant McFarlane Electric Ltd.  201-543 E Broadway  604.228.0413
Inhibit Graphics  504 E Broadway  604.568.6275
Instant Shop – Instant Theatre  650 A Broadway  604.882.1611
Jamco Music  511 E Broadway  604.875.5601
Kingdom Hall  409 E Broadway  604.568.7827
Launderama  708 E Broadway  604.879.3817
Light on the Hill  605 E Broadway  604.872.1811
Lobsters Only Seafoods  416 E Broadway  604.873.6820
M & N Auto Repairs Ltd.  530 E Broadway  604.872.2211
M & N Auto Repairs Ltd.  530 E Broadway  604.872.2211

Grocery Stores and Specialty Foods
Alma’s Foodstore  801 E Broadway  604.876.8443
Best Value Market  714 E Broadway  604.874.0512
Harkness & Co. Butchers  666 E Broadway  604.558.3007
Joe Brothers  717 E Broadway  604.707.0157
Kim’s Mart  519 E Broadway  604.781.8702
Lobster’s Only Seafoods  416 E Broadway  604.873.6820
Mac’s Convenience  601 E Broadway  604.875.3015
Nic’s Food Mart  502 E Broadway  604.708.1149
Sakuraya Supermarket  517 E Broadway  604.708.9913
Sapna Kamkarshak  753 E Broadway  604.871.9064
Shoppy Grocery & Halal Meats  717 E Broadway  604.708.0828
Sweet Convenience and Donair  680 E Broadway  604.786.7185

Financial
Insta-Loans  402 E Broadway  604.638.5626
The Cash Store  587 E Broadway  604.675.9722

This directory was initiated as part of the City of Vancouver’s Mount Pleasant Community Plan Implementation. To find out more about the Mount Pleasant Community Plan, visit vancouver.ca/mountpleasant. For general enquiries to the City of Vancouver, call 3-1-1 or visit vancouver.ca.

This draft of the directory was updated December 2013.

From TO

Service providers in the neighbourhood...

Community and Service Providers
Mount Pleasant Community Plan Implementation. To find out more about the Mount Pleasant Community Plan, visit vancouver.ca/mountpleasant. For general enquiries to the City of Vancouver, call 3-1-1 or visit vancouver.ca.

This draft of the directory was updated December 2013.
Resources and contacts:

For general enquiries to the City of Vancouver, visit vancouver.ca or call 3-1-1.

NEIGHBOURHOOD CLEANUPS

Keep Vancouver Spectacular (KVS)
The City of Vancouver’s Keep Vancouver Spectacular program brings together individuals, business and neighbourhood groups to participate in cleanup projects. Community volunteer cleanups are supported year round. Visit vancouver.ca/kvs, or call 604.871.6544.

Hazardous debris/garbage cleanup
If you see hazardous debris or garbage in the neighbourhood, email stopdumping@vancouver.ca, or call the City of Vancouver at 3-1-1.

Graffiti
For crimes in progress, call 911.
To report graffiti that has occurred on your property to the police, call the police non-emergency line at 604.717.3321.
To report graffiti that is not on your property, call the City of Vancouver at 3-1-1.
For more information, visit vancouver.ca/graffiti.

COMMUNITY INITIATIVES

Mount Pleasant CARES
Mount Pleasant CARES is a neighbourhood-based organization that organizes cleanups in the area. They can be reached at mtpleasantcares@gmail.com.

St. George Rainway
The St George Rainway Project is a community driven initiative that seeks to recall a historic waterway in Mt. Pleasant. For more information, visit mtpleasantwatershed.wordpress.com.

POLICING

For emergencies, call 911.
The Community Policing Centre can be reached at 604.717.2935.
The Vancouver Police non-emergency line is 604.717.3321.

Resources for Business Districts and Business Improvement Areas (BIAs):

Mount Pleasant BIA (mountpleasantbia.com)
301-3102 Main St. 604.874.9816

City of Vancouver - Business Improvement Areas Program and Business District Initiatives
For more information on business improvement, contact Peter Vaibor, peter.vaibor@vancouver.ca, 604.871.6304.

Ideas for promoting business in the Broadway East Business District:
Here are some ways that working together with other businesses can bring more customers to the area and improve the success of all businesses:

- Cross-promotion with other businesses, for example, businesses agreeing to put information in each other’s shop offering discounts or other information.
- Joint advertising and promotion by sharing the cost of newspaper or other advertising space with other businesses.
- Sharing contact information so that one business can alert other businesses of shoplifting and other criminal activity happening in the area.
- Forming a local business group or association that can work to promote the entire business area. Business associations usually ask for a donation of an annual membership fee to help fund the activities of the association.

Local business association activities can include:

- Advertising which promotes the business area and all the businesses in it.
- Develop a Broadway East Business District website.
- A business directory that is both printed and on-line.
- Beautification efforts, where businesses, local residents, service providers and other community groups work together to improve the area. Some communities install mini-gardens and planters, create banners for street poles or install mosaic art in the sidewalks.
- Street patrols organized with local Community Policing Centres and residents.
- Organizing events, such as neighbourhood cleanups, sidewalk sales and street festivals.
- Having ‘networking social’ events to help businesses get to know each other and strengthen the business community.