

Dear Merchants and Service Providers:

Spring Greetings from the City of Vancouver and the Mount Pleasant Community Plan - implementation team!

The Mount Pleasant Community Plan identified a need to focus on and improve the Broadway East Shopping Area. Developing a strategy for revitalizing this area is one of our implementation priorities.

Since the December 2012 newsletter, we have:

- Met with some of the Service Providers in Broadway East;
- Held a follow-up design session February 27th on built form and public realm;
- Reviewed parking in the area; and
- We are working with the City of Vancouver "Integrated Graffiti Management Program" to address tagging on public property and on community murals.



Updates

Broadway East Revitalization

We have heard from many businesses and property owners on how to improve the area and actions for revitalizing Broadway East include:

- Create a directory of businesses and services in the area;
- Continue this local newsletter while engaging the community in writing, design and production;
- Explore how to formalize a local business association;
- Tap into local contacts to attract new businesses;
- Liaise with the City to be aware of new development and potential business opportunities; and
- Educate the local community about parking issues and how to initiate change if necessary.

For more on the emerging Revitalization Strategy, visit us at the "Ribbons of Colour" event on April 27th! Stay tuned for information on another event in June.

Integrated Graffiti Management Program

The City of Vancouver's Integrated Graffiti Management Program is back!

This 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. For more information on the program, visit: vancouver.ca/graffiti



"Ribbons of Colour" Event - Saturday, April 27 10:00am to 5:00pm

It's time for an exciting Broadway East Revitalization community event - on a closed street in your neighbourhood! On April 27th, there will be a community clean-up, a street fair on Fraser Street, and an Open House at Mount Pleasant Neighbourhood House. *Fraser Street, between East Broadway and East 8th Avenue will be closed for the neighbourhood clean-up and street fair.*

10:00am to Noon - Neighbourhood Clean up
(meet at East 8th and Fraser Street)
We hope that you can help the clean up effort by removing litter in front of your business and in the lane. If you can join Keep Vancouver Spectacular and Mount Pleasant CARES and other community volunteers in the neighbourhood clean-up, please sign-up with Angela Ko at [604.871.6598](tel:604.871.6598).

Noon to 2:30pm - Street Fair
Join the fair and learn more about Broadway East Revitalization. There will be fun street activities and free entertainment for all.

2:30pm to 5:00pm - Open House
Follow the ribbon trail to Mount Pleasant Neighbourhood House. City staff will share ideas for new development, streets, public spaces and public benefits for your community. Come provide your feedback on these and other priorities in implementing the Community Plan.

Hope to see you at the event!

Keep Vancouver Spectacular (May 1 - May 31)

Last year 16,400 volunteers filled more than 6,000 bags with litter. Join the team and make a clean sweep of litter around our city.

For more information and to volunteer, visit: vancouver.ca/kvs or phone 604.871.6544 or 3-1-1.



Mount Pleasant Days 2013

Saturday, June 1, 2013

Join your neighbours and celebrate your community on the Mount Pleasant Elementary school grounds! Activities this year will include: pony rides, The Carnival Band, stilt performers, a silent auction, garage sale, great food and lots of fun!!!

For more information or to set up a booth, email: sstevenson@vsb.bc.ca

New Business in Broadway East

Harkness & Co. Butchers - 666 East Broadway

Walk down East Broadway and say hello to Patrick Harkness at Harkness & Co. Butchers. Patrick offers high quality, locally sourced products and cuts of meat to the community and restaurants. Visit: vancouverbutcher.com

Mount Pleasant Business Improvement Association (BIA) - Upcoming Events

Main Street Car Free Day

Sunday, June 16, 2013

Bring your kids, family, and friends to Main and Broadway to delight in this fun, FREE festival that is %100 volunteer organized and run.

Email: mainstreetintern@carfreevancouver.org for more information.



4th Annual Autumn Shift Festival

Sunday, September 15, 2013

Usher in the shift in seasons with FREE, family-friendly activities, live performances, food, and great shopping! This annual Festival celebrates sustainability, healthy living, and urban gardening.

For more information about these events or other initiatives in the Mount Pleasant BIA, visit: mainstreetbia.com



Mount Pleasant Neighbourhood House - Weaving Policy, People, and Place Together

Residents have been meeting with business reps from Kingsgate Mall Merchants Association, some other shops and service organizations, and with directors of the Mount Pleasant BIA to share ideas about actions that could bring more people to Broadway East and enliven the street experience.



Some initiatives include community art projects, benches and planters in the area, an annual event that could bring everyone together, Art Walk Nights, and walking guides to help connect people to “sweet spots” in this area.

Email: weavingPPP@mpnh.org or phone Jocelyne at 604.879.8208 for more information.

Development Projects in Broadway East

677 East Broadway and Fraser Street

Once complete, this building will offer apartments for adults who are homeless and at risk of homelessness and apartments for youth. There will also be a new youth resource centre to replace the previous Broadway Youth Resource Centre, which served the community for the past 14 years.



The building and service partners include B.C. government, Vancouver Native Housing Society, Pacific Community Resources Society, Streethome Foundation, and the City of Vancouver.

Visit: bchousing.org/ for more information.