

# Broadway East

## Urban Design Framework



The Mount Pleasant Community Plan provides general direction for Broadway East. The **Urban Design Framework** will provide more detailed direction on building form and use, character, and streetscape.

### DRAFT Urban Design Principles and Strategies

*Text in italics denotes policy directions from the Mount Pleasant Community Plan (2010)*

#### Revitalization

- *Revitalize Broadway East, attracting a mix of business and residential development, providing more shops and services within walking distance, including provisions for more medical and dental services. Ensure that Broadway East be kept more local in scale than the Uptown area.*

#### Uses

- *Require ground floor retail to animate the street, with office space and social services located on the second and/or third storey, with residential higher up.*
- *Arts and cultural spaces, including space for individual artists (e.g., studio, support, production, and presentation spaces) should be expanded to serve the large artist population; encourage small storefronts (especially chronically vacant spaces) to be used as galleries/studios.*
- Encourage a jobs focused mixed use transitional zone between the easterly “High Street” and the centralized “Uptown Heart” of Mount Pleasant through re-development of existing larger sites.

#### High Street

- Create a distinctive, locally and regional serving, commercial “High Street” from Prince Albert Street to St. George Street that respects the prevailing character, frontage and scale of existing buildings.
- Retain, re-purpose and enhance existing older character buildings in support of the distinctive “High Street” character.
- Reinforce the prevailing high street character of small frontages through redevelopment at smaller, incremental scale while retaining and integrating buildings of local merit where possible.

#### Pedestrian Focused

- Implement a more walkable and safe “Pedestrian Focused Broadway” between Prince Albert Street to Main Street by ultimately reallocating road space to maintain four vehicle travel lanes with parking on one side when related rapid transit improvements are implemented.

*Note: Further review and consultation may be required in assessing needs of the street and reallocating road space for locally serving commercial parking, expanded public realm amenities and other movement systems including cycling.*

TELL US  
WHAT YOU  
THINK

#### QUESTION 4:

**Generally, do you feel that the draft urban design principles and the emerging concept drawing for Broadway East reflect the future needs of the community?**

#### QUESTION 5:

**Is there anything missing? Do you have other suggestions? Refinements?**

**FOR MORE INFORMATION** on the Mount Pleasant Community Plan and the implementation program, visit [vancouver.ca/mountpleasant](http://vancouver.ca/mountpleasant)



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#### Built Form Character

- *Seek 'quality' in design of new buildings, with good quality materials and interesting detailing, including some inner courtyard designs (e.g., Campbell Court) for new development.*
- *Retain existing density and height limits up to 4 storeys on the south side of Broadway, maintaining sun access to commercial sidewalks, views to the north, and existing scale of new development.*
- *Pursue additional density and height beyond that permitted under the current C-2C zoning for mixed-use developments on the north side of Broadway to increase private investment in the Broadway East shopping area, and contribute to public benefits (e.g., cultural amenities and public realm improvements). Allow up to 6 storeys for mixed-use developments along the north side of Broadway between Prince Edward and Prince Albert Streets.*
- Allow up to 6 storeys, plus two additional partial storeys, at the northeast corner of Broadway and Fraser Street, and Broadway and Prince Edward Street.

#### Green Broadway

- Introduce a variety of plazas, parks and other potential closable urban spaces towards a more pedestrian focused character and identity while respecting prevailing, on-going access for local business and municipal operations.
- Maximise street tree opportunities associated with any transit-related reallocation in travel lanes.
- Preserve on-street parking for local and regional serving commercial tenancies to the extent possible.

#### Kingsgate Mall site

- *Pursue additional density and height beyond that permitted under the current C-3A zoning.*
- Recognize the potential for this large site to enhance civic life in Mount Pleasant.
- Retain, and enhance through re-development, the positive attributes of the existing mall that support local community including small business catering to the needs of the diverse population, distinctive merchant identity, a public realm that promotes social exchange and a substantive public open space that can accommodate local programming and events.
- *Turn Kingsgate Mall "inside-out" through externally oriented commercial retail units and related distinctive entries; 'active' space designed with pedestrian and cyclists in mind;*
- *Incorporate a public plaza as an 'inviting' public space emphasizing pathways through the site to ensure its permeability; consider views from the plaza and provide ready access to and from 10th Avenue Bikeway.*
- *Explore incorporating outdoor and indoor performance and presentation space in development.*



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