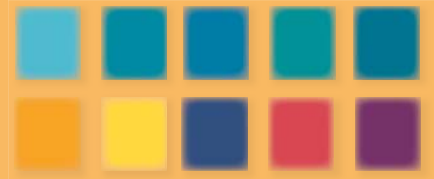


Broadway East

Background

The Mount Pleasant Community Plan identified a need to revitalize the Broadway East Shopping Area. This is the area along Broadway from Prince Edward Street (400-block) to Prince Albert Street (700-block). Developing a strategy for the revitalization of this area is one of four implementation priorities.



Streetscape, East Broadway



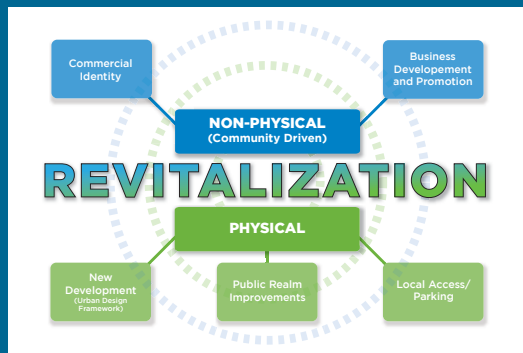
Patio, Main Street and 8th Avenue



East Broadway and Fraser Street



East Broadway and Prince Albert Street



REVITALIZATION:

To restore vitality or animation to

“ Revitalization does not happen overnight. ”

Business Survey

In October 2012, the City conducted a Business Survey to identify issues and needs in Broadway East. Over 250 surveys were distributed to merchants and commercial property owners along Broadway East.

What We Heard

- Many businesses like doing business here and nearly 60% have been in the area for 11 years or more.
- There is a great diversity of business and culture in Broadway East: 23 different business types and services and 15 languages are represented.
- Businesses feel that: Broadway East is centrally located, accessible by transit and friendly, but it lacks adequate parking; needs more residents to support the businesses; and the appearance of the street needs to be improved.
- The area needs more interesting retail stores, a bank, a bookstore, family restaurants and more coffee shops and sidewalk cafes.
- The area needs more pedestrian crossings, weather protection, and places to gather.
- Priorities for action include removing the graffiti, cleaning the sidewalks, lanes, and storefronts, and addressing crime and safety.

TELL US WHAT YOU THINK

QUESTION 1:

Which issues do you think are the most important to address in this area? What's missing from this list?

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Broadway East

Commercial Identity



Existing Character

Broadway East is a very diverse area, with around 23 different business types and services, and 15 languages represented. Kingsgate Mall is an anchor, currently providing local community services. There are a lot of renters in the area, and the income of surrounding residents is lower than the City average. The drive-by traffic on Broadway is significant, and some existing businesses draw customers from across the city.



Emerging Revitalization Strategies

- Tap into local contacts to attract new businesses
- Liaise with the City to be aware of new development and potential business opportunities (e.g. ground floor retail)
- Encourage ongoing communication and collaboration where possible with businesses, residents and the City



QUESTION 2:
What are your comments on the emerging strategies for revitalizing Broadway East?

Revitalization

What we've learned from conversations with a local retail consultant include:

- ! Revitalization requires:
 - A vision of what Broadway East will look and feel like;
 - Building capacity in the community to bring about change;
 - A walkable, viable stretch of 2 to 3 blocks, with a focus on the "best block" to gain momentum.

Future Character

We've heard that the community would like to see more: local food and produce stores, a butcher (NEW! **Harkness & Co. Butchers** recently opened at 666 E. Broadway!), a bank, a bookstore, family restaurants, coffee shops and sidewalk cafes, and more interesting retail stores.

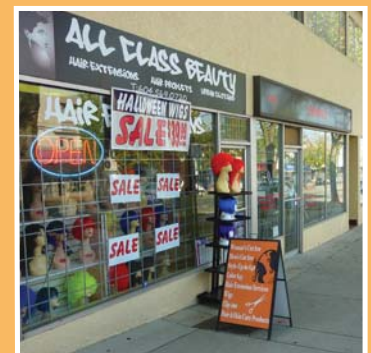
The redevelopment of **Kingsgate Mall** would have a large influence on this area. The development currently under construction at **Broadway and Fraser**, and the future development at **Broadway and Carolina** will both include retail at the street level, and may have an impact on an emerging identity for Broadway East.

There may be an opportunity to target a younger demographic and families, given that seniors are currently being served by Kingsgate Mall.

Many successful shopping streets seem to revolve around FOOD in its various aspects (e.g., retail, restaurants).



Commemorative plate, East Broadway and Kingsway



500 block, East Broadway

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Broadway East

Business Development and Promotion

Since October 2012, City staff have been reaching out to Broadway East businesses and service providers in a variety of ways:

- **October 2012 Meet and Greet**
 - We wanted to talk face-to-face with businesses about revitalizing Broadway East, and getting to know their neighbours. Staff spoke with 30 people individually and in small meetings hosted by various Broadway East businesses.
- **November 2012 Meeting with Merchants – Focus Group**
 - Staff met with merchants and the Mount Pleasant Business Improvement Association to present the results of the Business Survey. Merchants discussed actions to start improving the business area, including cleaning up the garbage and removing graffiti.
- **December 2012 Newsletter**
 - On a snowy December day, staff walked East Broadway and delivered a newsletter containing information on the revitalization work and other community news.
- **January 2013 Service Provider Meeting**
 - Six service providers met to share information with staff and each other on their experience working in this area.
- **April 2013 Ribbons of Colour Street Fair and Open House**
 - Staff met with businesses leading up to this event to distribute a newsletter, provide updates, raise awareness, and encourage them to stay involved in revitalization work.

Emerging Revitalization Strategies

- Create a business directory with the assistance of City staff
- Maintain and share the business directory within the community e.g. engage local youth
- Create a local newsletter – engage local community to write, design and produce
- Liaise with the Mount Pleasant Business Improvement Association on area promotion
- Connect businesses with local groups working on projects in the community through the Weaving initiative (e.g. Art Walk, Annual Street Party, benches and planters)

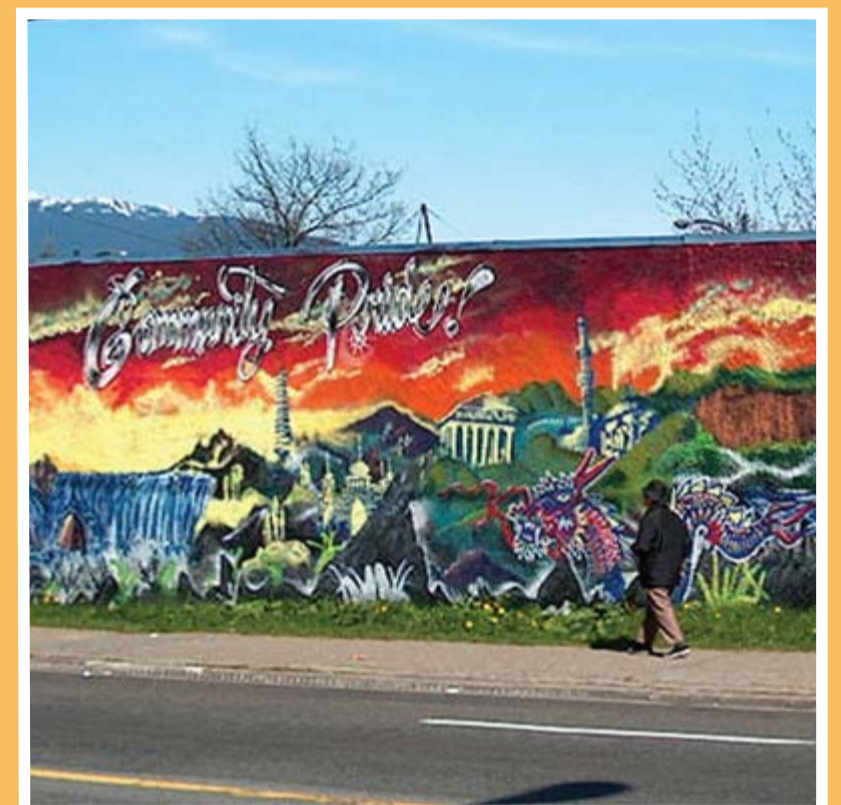
TELL US
WHAT YOU
THINK

QUESTION 2:

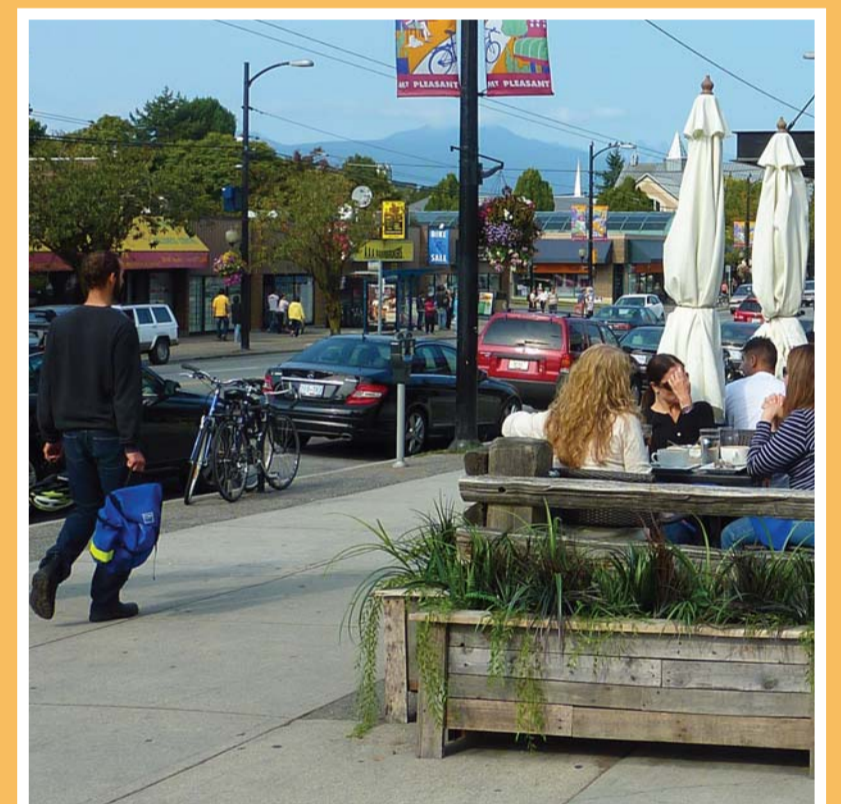
What are your comments on the emerging strategies for revitalizing Broadway East?



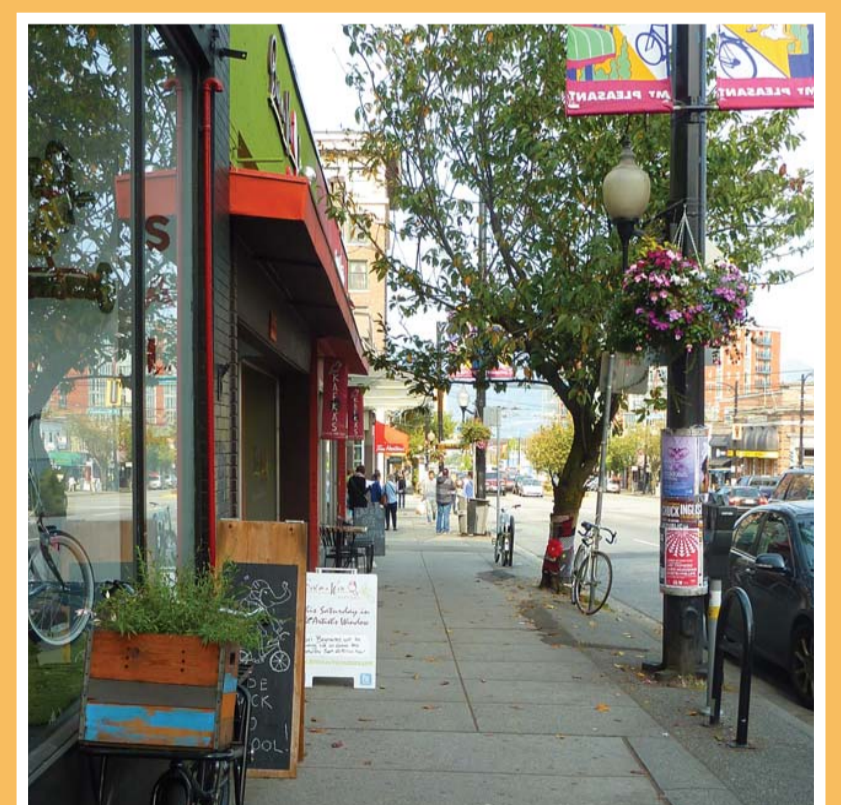
Median, East Broadway



Mural, Fraser Street and East Broadway



Patio, Main Street and 15th Avenue



Streetscape, Main Street and 10th Avenue

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 CITY OF
VANCOUVER

Broadway East

Community Plaza / Park Potential

The Mount Pleasant Community Plan proposes a potential partial or full closure of Fraser Street between Broadway and East 8th Avenue for community plaza or park opportunities. This public space could play a significant role in the revitalization of Broadway East – although concerns have also been raised about how local traffic might be affected, and how to create a safe space.

Input and involvement from the local community will be needed to help achieve a successful public space for Broadway East.

These are some images produced as part of some early consultation on the broader City's Streets-to-Parks initiative. Whether Fraser Street could see a full or partial closure or other public realm treatment, the images show some ideas of what open space could look like, and how it might be used.



Local Access Strategy

We heard that some Broadway East businesses are concerned about parking in the area. City staff reviewed the area in February 2013 and found an average parking occupancy (not a major shortage of parking spots). Nevertheless there are still ways to monitor the parking situation and opportunities to make changes as necessary.

Emerging Revitalization Strategies

- Educate local businesses and service providers about parking issues and how to initiate change if necessary.
- Reach out to new development teams (owners, architects) to inform them of local traffic and parking issues and collaborate on addressing those issues.
- Monitor local impacts of new development and pursue parking changes (e.g. time limits, meters) as necessary.



QUESTION 2: What are your comments on the emerging strategies for revitalizing Broadway East?



QUESTION 3: What are your thoughts and ideas for a plaza and/or park or public realm treatments for Fraser Street near Sahalli Park? Which images or elements do you like the most?

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