

3

LOWER MAIN Urban Design Framework

3.1 A New Urban Community

The Mount Pleasant Community Plan established that Main Street between 2nd and 7th Avenue should develop into an urban community with a mix of residential, office and retail uses, with expanded arts and culture spaces. Given the permission to allow residential uses in an existing light-industrial/commercial zone, it can be expected that the change in this part of Mount Pleasant will be quite pronounced. Within this anticipated change, it is important for any transformation to respect the area's industrial history and continue to provide jobs. The Lower Main Urban Design Framework provides guidance on future development to create a distinct urban community on the edge of Vancouver's downtown.



Lower Main

What's allowed now:

- Zoning: IC-2 Light Industrial/Commercial
- Uses: Manufacturing, storage, office, artist studio, retail, service
- Height: Maximum height of 18.3 m (60')
- Density: Maximum 3.0 FSR; non-light industrial uses limited to 1.0 FSR or 1.5 FSR if office

What the Mount Pleasant Community Plan (2010) says:

- Uses:
 - » Create an urban community with a mix of residential, office and retail uses; expand arts and culture spaces.
- Height:
 - » Up to 6 storeys for mixed use development.
 - » Investigate permitting additional height at the intersections of Main Street with 2nd Avenue and with 7th Avenue.
- Character:
 - » Link the historical and industrial aesthetics in new development.
 - » Promote and embed architectural innovation and experimentation.
- Public realm:
 - » Widen sidewalks and improve pedestrian crossings.
 - » Create more small public open spaces and plazas.
- Retain important public views; clarify dimensions of the Main Street view cone.

3.2 Character

3.2.1 History and Existing Character

The Lower Main area is rich in both history and character. For thousands of years, a freshwater creek ran parallel to today's Main Street (roughly one block to the east). This creek was significant to the local First Nations people who enjoyed an abundance of fresh water, fish and many plants and animals in the surrounding habitat.

By the 1880s, the land in this area, known at that time as "The Hill", was cleared to make way for further settlement in anticipation of the arrival of the railway. Soon after, small industries, including a number of breweries, began to cluster along both sides of the creek, which soon became known as Brewery Creek. The arrival of the streetcar along Main Street in 1891 spurred further growth. For a while, the area earned the nickname "Honeymoon Hill" as young couples could purchase less expensive lots on "the edge of town." Workers would ride the streetcar down "The Hill" to jobs in the sawmills, shingle mills and other heavy industries that lined the perimeter of False Creek – the industrial heart of Vancouver.



3.2.2 Land Use Background

The 1927 Bartholomew Plan shows the first formal designation of the area along Main Street from 2nd to 7th Avenue as a “6 storey light industrial district.” Vancouver’s first official Zoning and Development By-Law came into effect in 1956 and the area was zoned M-1 Industrial.

In 1987, City Council adopted a Community Development Plan for Mount Pleasant that identified this industrial sector of Mount Pleasant as “an economic activity zone” to facilitate the growth of non-downtown enterprises. The Plan called for a new zoning that would accommodate a range of uses, but not allow purely retail, commercial-office or other “non-industrial” uses (similar to C-3A zoning). Based on further analysis, the area was zoned to IC-2 permitting light industrial uses that would be generally compatible with each other and with residential and commercial uses nearby.

The 1987 Plan also recognized an eclectic collection of historically and culturally important activities in the area and the close proximity of a number of theatrical and art organizations. The plan called for a pilot project to create zoning which would incorporate industrial uses, artist studios and accommodation, and this gave rise to the artist live/work studios that emerged in the adjacent area in subsequent years.

When the Mount Pleasant Community Planning Program was initiated in 2007, it anticipated that Main Street from 2nd to 7th Avenue would become a vibrant commercial and shopping district with a mixture of compatible residential uses. The Community Plan, approved by Council in 2010, provided direction to create an urban community here, with a mix of residential, office and retail uses. It also set out that arts and culture spaces should be expanded, and that more small public open spaces should be created. As such, this stretch of Main Street is no longer designated industrial, but mixed use (general urban) in the Regional Growth Strategy.

3.2.3 Future Character

The sloping topography of Main Street will continue to be a defining feature and asset for this area. The analysis of views and vistas as part of development proposals should recognize and respond to the opportunities provided by this topography, particularly on the east side of the street where views have not been compromised. New development will include a variety of uses, bringing more interest and activity to the area, along with more jobs and residents to help enliven the public realm. Through design, the public realm itself will evolve into eclectic, pedestrian-focused spaces that connect interesting and important places, and that reflect Mount Pleasant’s diverse history. Adjacencies to the high employment Mount Pleasant Industrial Area to the west and artist live/work studios to the east will also continue to influence the character and identity of Lower Main.

Main Street at 2nd Avenue marks the “threshold” to Mount Pleasant from more intensive building forms in downtown and the False Creek basin. Between 3rd Avenue and 6th Avenue, a regulated “pattern” of mid-rise buildings can help signal an alternate urban character. From 6th to 7th Avenue, new development should convey a transition to the “triangle block” formed at the intersection of Broadway, Main and Kingsway, which is recognized as the heart of the community.



3.3 Urban Design Framework

The Lower Main (2nd to 7th Avenue) Urban Design Framework builds upon the Mount Pleasant Community Plan and provides more detailed direction on building form, use, character and open space considerations. These will be used in the consideration of rezoning and development applications, together with other relevant City regulations and policies.

The Lower Main Urban Design Framework should be considered in conjunction with the Mount Pleasant Public Realm Plan (Section 4) and the Mount Pleasant Public Benefits Strategy (Section 5).

3.3.1 Intent

Main Street is recognized as an important crosstown street with historic significance and potential as a civic gateway to and from the downtown. The more specific goal for Main Street from 2nd to 7th Avenue is to create pedestrian vitality while visually connecting upper Main Street (Uptown sites including the Kingsgate Mall and Broadway/Kingsway) with both established and new lowland neighbourhoods in Southeast False Creek and Main/Quebec fronting sites. Careful attention to public views and shadowing impacts is required.

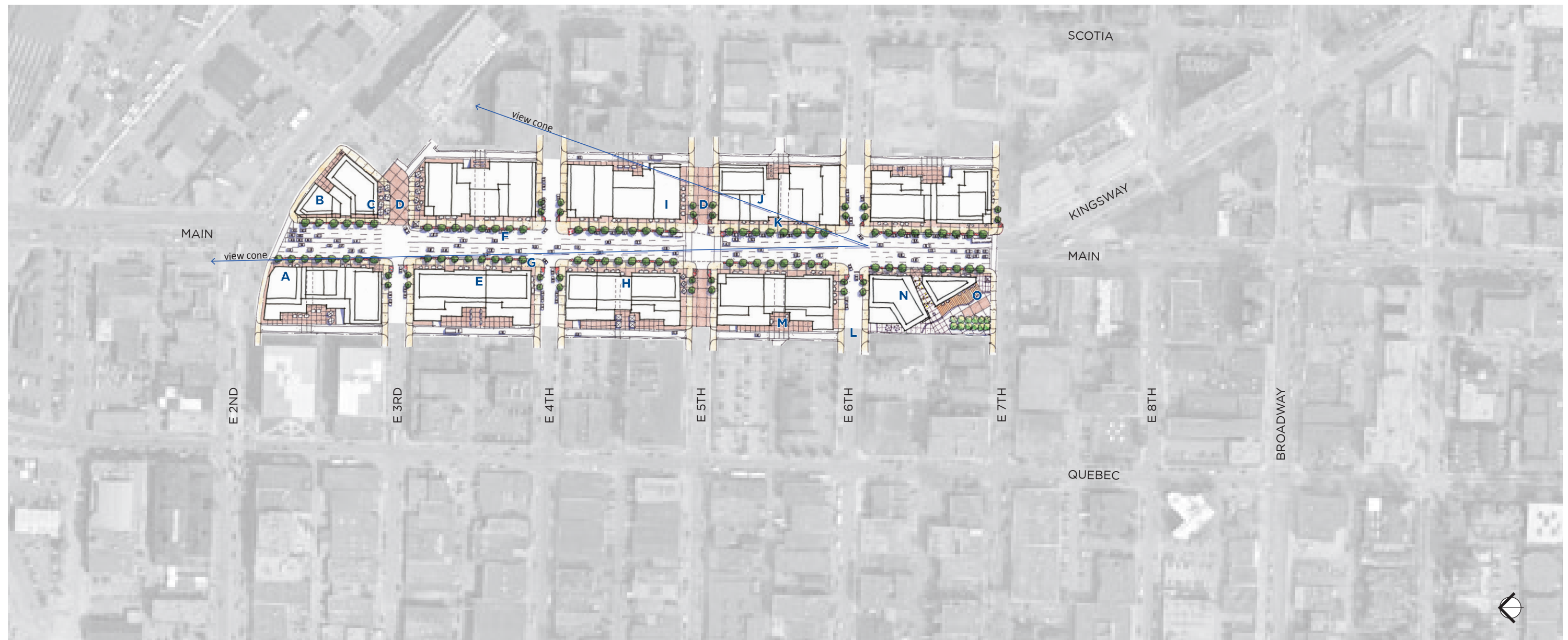
Architecturally and historically significant existing buildings should be retained and/or integrated into new development, to reinforce Main Street's role and character. New buildings should reflect prevailing and historic ownership patterns and frontage scale, while accommodating new mixed-use development opportunities. Building form, and related character and expression, should reinforce Main Street as an arterial corridor through urban, "streetwall" buildings that derive their identity from the larger Mount Pleasant context as well as adjacent light industrial areas.

New development should contribute to civic life through the introduction of ground floor uses that provide visual interest for both the Main Street and lane frontages. Ground floor spaces, with high quality storefront, display, weather protection, lighting and signage systems should be designed to accommodate an array of uses over time including light industrial and commercial/retail spaces. Buildings are also anticipated to contribute to lanes with respect to civic life and CPTED (Crime Prevention Through Environmental Design) performance while enhancing walkability. Opportunities for street and lane oriented double fronting tenancy, including more distinctive and visually interesting activities, are encouraged.

Lower Main (2nd to 7th Avenue)

Urban Design Framework

Illustrative Concept Plan



A/B: Symmetrical scale to mark “threshold” / entry to Mount Pleasant

C: Wrap retail around corners to enhance vitality on flanking streets

D: Seek interim improvements (i.e. shared street) to enhance walkability and occasional street closures; continue to explore opportunities to create public open space as the area redevelops

E: West side: building massing organized parallel to Main Street

F: Reallocate road space and seek to preserve full time parking on east side

G: Maximize street tree opportunities

H: Facade articulation and variation resulting in expressive entrances and neighbourhood scaled frontages

I: East side: building massing organized perpendicular to Main Street

J: View cone limits building heights on east side of Main Street

K: Robust public realm with street trees, furniture, wider sidewalks, etc.

L: Potential mid-block crossings at lanes

M: Active lanes: additional public space connected to ground floor activities off lane as part of overall pedestrian network

N: City-owned site from 6th to 7th Avenue: Potential affordable housing with public open space

O: Public space fronting both Main Street and the lane

This plan is for illustrative purposes only. It is not intended to be prescriptive, but to clearly illustrate one concept of the complete build-out of Lower Main that would fulfill the intent of this Framework. Implementation will take place incrementally over many years and involve a number of parties including the City, private developers, senior levels of government, non-profit organizations and the community. As implementation occurs, property assembly and individual project design could alter elements of the concept plan.

3.4 Urban Design Principles

These urban design principles provide a broad direction for Main Street from 2nd to 7th Avenue, taking into consideration this area's history and character, and the directions within the Mount Pleasant Community Plan.

Principle 1

Respond to Mount Pleasant's "hilltown" identity through appropriate building height and character that work with the natural slope to retain and enhance the perspective of a hilltown view up the slope toward the heart of Mount Pleasant.



Principle 2

Foster a vibrant, mixed use urban community on Main Street that includes residential, retail, commercial and service uses while retaining the light industrial character and acknowledging high employment uses to the west.



Principle 3

Provide more open space opportunities through creative use of lanes, sidewalks and roads to create small public gathering spaces including mini parks and urban plazas.

Principle 4

Improve the public realm through redevelopment by focusing on placemaking toward a distinct local identity (e.g. sidewalk treatment) and fostering civic life (e.g. wider sidewalks for outdoor seating areas, gathering spaces).



Artist's rendering: Potential public open space at 3rd Avenue and Main Street

Principle 5

Encourage community stewardship and programming of the public realm to help build community and achieve a variety of open space opportunities and potential activities.



Principle 6

Create a network of active lanes, attractive and safe for pedestrians while maintaining their functional uses, in order to improve pedestrian connectivity and contribute to community character.

Principle 7

Promote and accommodate cycling and connections, including exploring potential dedicated cycling facilities to serve the commercial areas.

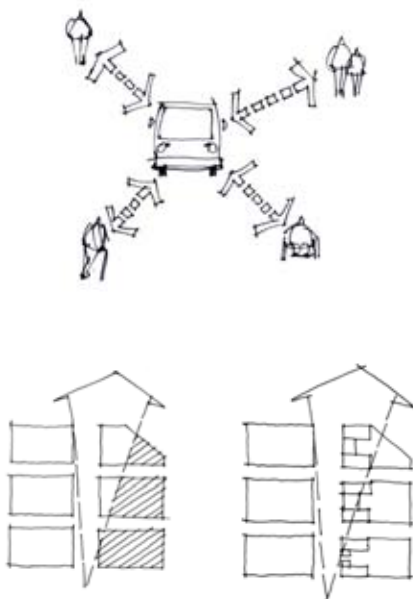


Principle 8

Encourage and support transit use by improving the pedestrian environment and connections, generally recognizing that every transit trip begins on foot. Allocate space to support public bike share, which provides a unique opportunity for trip linking with transit.

Principle 9

Support architectural innovation by welcoming contemporary buildings that fit into the existing neighbourhood character, while also retaining and enhancing existing older character buildings.



Principle 10

Retain the Main Street View Cone and encourage buildings to organize form (massing) in a variety of ways that protect views while providing a cohesive streetscape.

3.5 Policies

The following policies apply to rezonings and redevelopment in Lower Main.

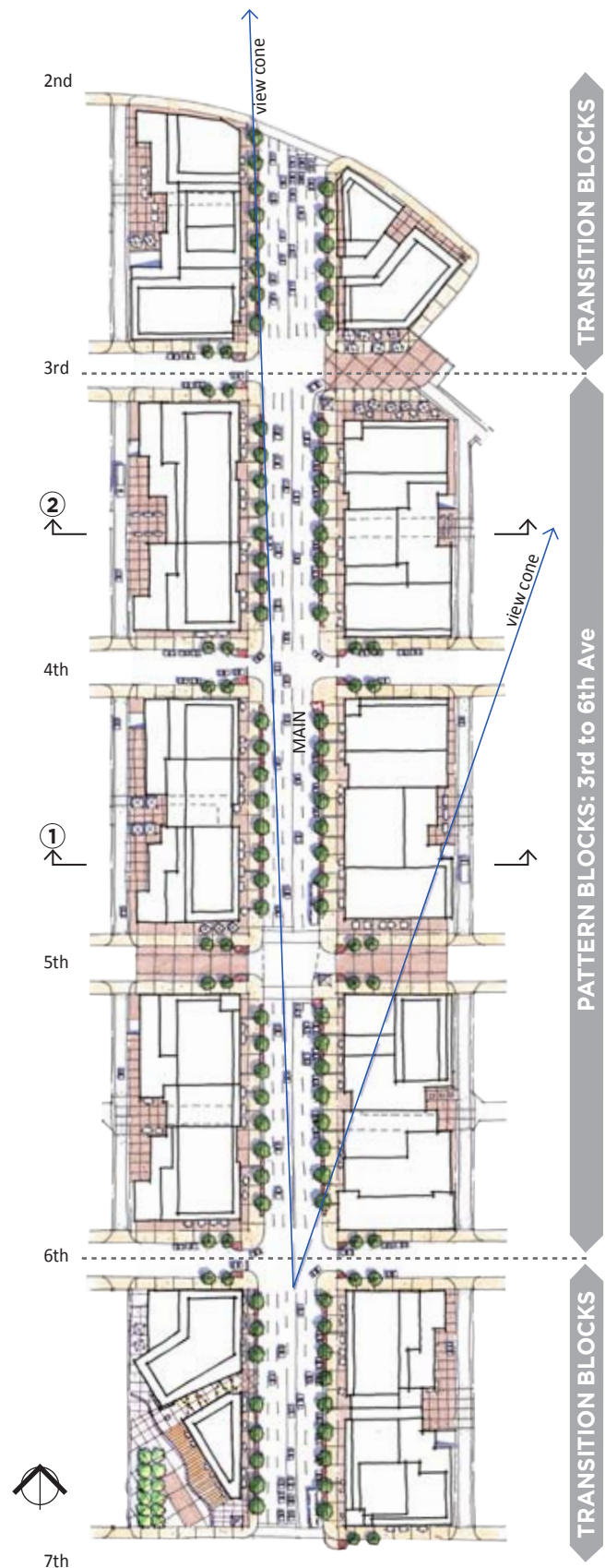
3.5.1 Use

- The priority for ground level uses is to serve an animation/activation function along frontages (arterial street, flanking street, lane). A mix of uses including office, retail, cultural and light industrial are permitted on the first storey. A limited amount of residential use may be considered to help fulfill the desire to animate the lane.
- Residential uses are permitted on upper storeys. Commercial use is also strongly encouraged.

3.5.2 Height

Building heights are intended to act as a gateway to Mount Pleasant and reinforce Mount Pleasant's "hilltown" character. Given the slope along Main Street, it is expected that on larger parcel assemblies, stepping of the overall building form will be required in order to meet the intent of the prescribed building heights. Special attention will need to be given to ground floor treatment to ensure that an active frontage is maintained on sloped sites.

- 2nd to 3rd Avenue: On the east side of Main Street, up to the maximum height prescribed by the Main Street view cone (ranging from approximately 30.4 m to 35.5 m or 100' to 116') (see section 3.5.6). Height limit to also apply to the west side of Main Street to create a balanced scale across the two blocks.
- 3rd to 6th Avenue: Up to 6 storeys (approximately 19.8 m or 65') at any point, and respecting view cone dimensions on the east side of Main Street.
- 6th to 7th Avenue: Up to 9 storeys (approximately 30 m or 98') and providing appropriate transitions to adjacent properties.
 - » On the east side of Main Street, 9 storeys to be focused on the south half of the block, with the remaining block up to 6 storeys.
 - » On the west side of Main Street, where a single site exists, 9 storeys to be focused on the southern portions of the site, with transitions to the scale north of 6th Avenue. Options for building orientation, massing and open space may vary based on urban design performance.
- For the purposes of the Lower Main Urban Design Framework, typologies are defined as follows:
 - » Lowrise: 1 to 5 storeys
 - » Midrise: 6 to 12 storeys
 - » Highrise: 13 or more storeys



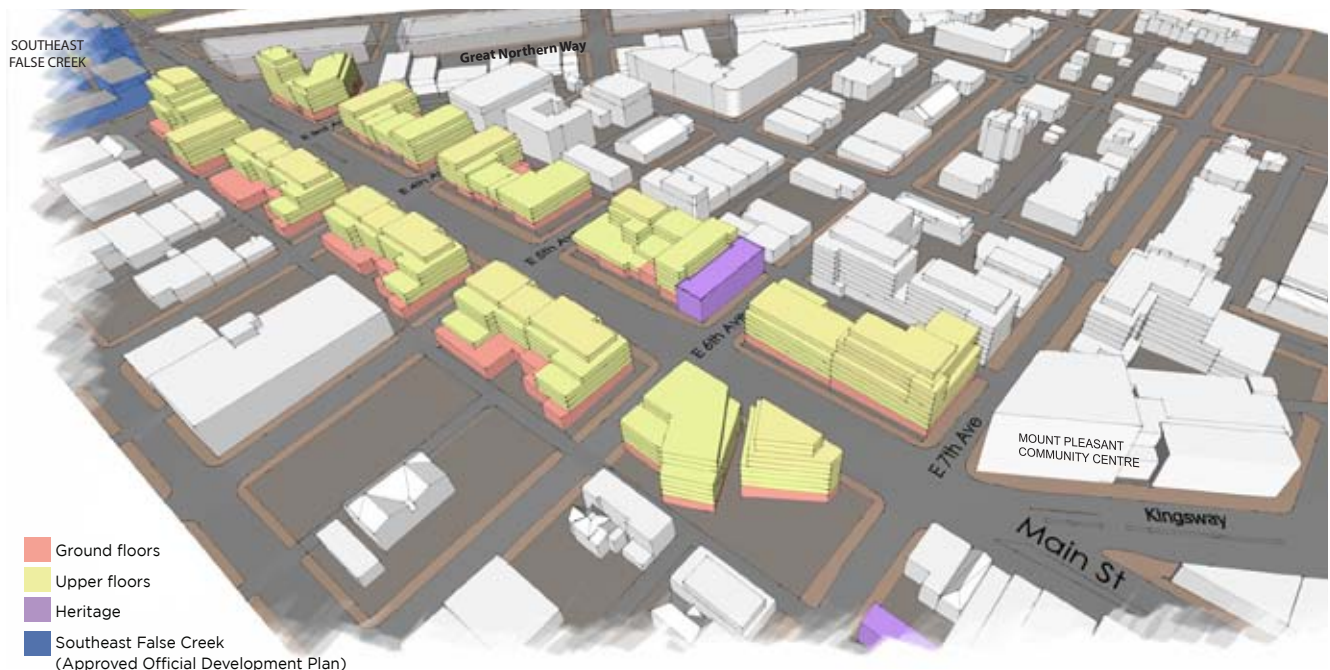
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3.5.3 Density

The maximum density is as follows:

- 2nd to 3rd Avenue: 5.0 FSR
- 3rd to 6th Avenue: 3.0 FSR
- 6th to 7th Avenue (east side of Main): 3.0 to 4.9 FSR
- 6th to 7th Avenue (west side of Main): 3.0 FSR

The maximum floor space ratio (FSR) is based on intended urban design performance for the area. The development potential of an individual site may be less depending on lot size or shape, building form and typology, and the height and scale appropriate for its location.



Massing concept facing northeast: Illustrating potential full build-out of Lower Main



3.5.4 Built Form Guidelines

A combination of “pattern” and “transition” blocks are anticipated for Main Street (see concept plan on p. 37).

Pattern blocks, between 3rd Avenue and 6th Avenue, anticipate an architectural character, massing and design language that ties together the buildings along this length. A coherent “look and feel” will help knit together these blocks, where buildings will generally be of a similar scale.

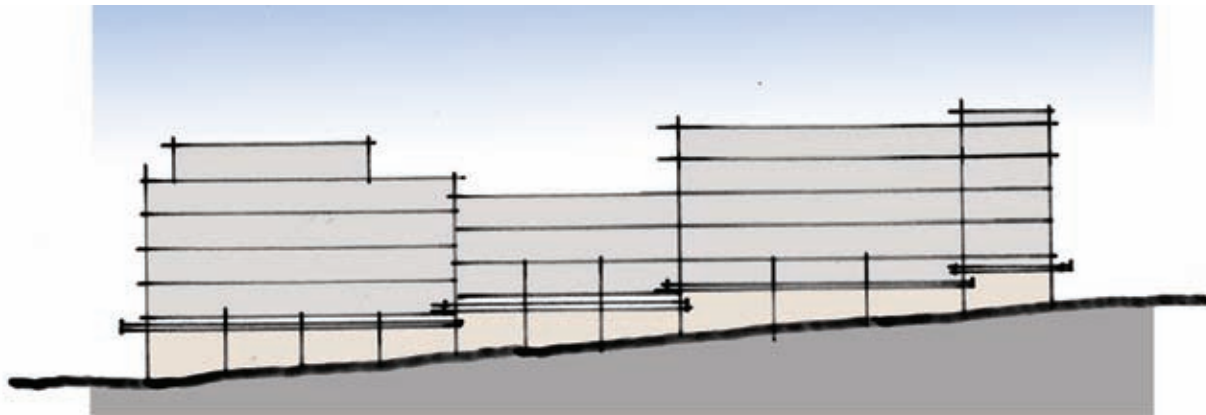
Transition blocks are an opportunity to depart from the pattern created between 3rd and 6th Avenue, distinguished by a robust architectural expression, along with additional scale.

The general building massing will respect the Main Street view cone (see section 3.5.6), and as such, will be asymmetrical in nature. The west side massing is intended to be oriented parallel to the street, while the east side massing will be organized perpendicular to Main Street. This approach will respect the view cone and provide a unique “look and feel” to this portion of the street.

- Upper volume and massing that “hugs” the view cone alignment on the east side of Main Street is discouraged. Rather, creative massing that strengthens the idea of an asymmetrical street with east side massing perpendicular to Main is encouraged.
- On both sides of Main Street, development setbacks will be sought to expand the public realm and sidewalks where possible. The recommended sidewalk width is 5.5 m (18') from curb to building.



The heritage Ashnola Apartments building at Main Street and 6th Avenue acts as the precedent for Main's east side perpendicular massing approach.



Diagrammatic elevation for building frontages on Main Street. The grade change allows for variegated storefronts at ground level, and ground level floor to floor heights that accommodate a mix of commercial and light industrial spaces.

A strong, continuous streetwall is desired along Main Street – one that creates continuity of frontages and provides definition and enclosure to the public realm.

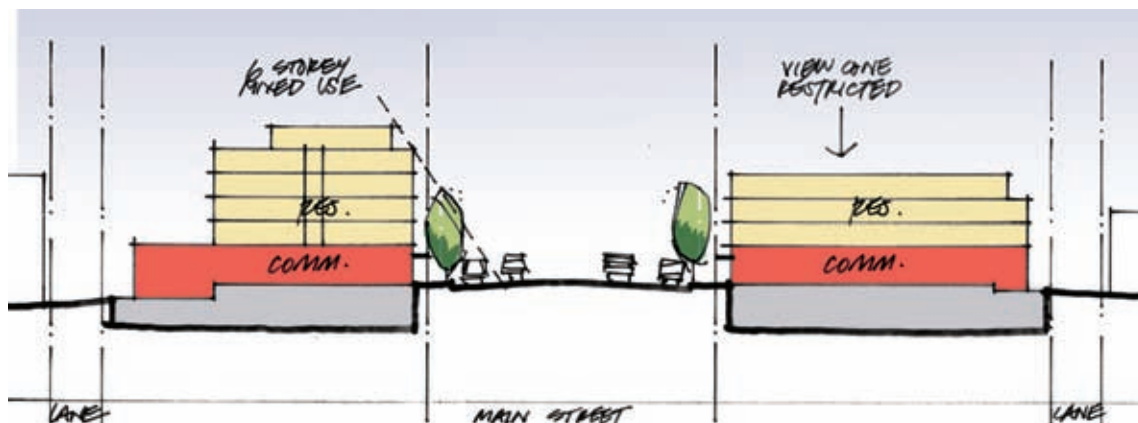
- For “pattern” buildings up to 6 storeys, a 5 storey streetwall is desired. Above 5 storeys, a notable stepback (2.4 m or 8') should be provided on the upper floor.
- Special consideration should be given to the overall building composition and scale in the design of the stepback. Generally, there should be a clear delineation between the ground floor (retail, commercial/light industrial), the middle floors (residential, commercial), and the upper floors (residential).

South facing edges on flanking streets should provide key additional public spaces for seating, dining or other street-oriented activities.

- In these locations, buildings should provide an additional setback on the flanking street for public space purposes.
- Projects should address how the building program, siting, etc. can help create these important spaces.
- Special consideration should be given to entrances, transparency and uses, particularly at the street level. Blank walls, “closed” windows, etc. are strongly discouraged in these areas.
- Shadowing impacts should be examined to help create vibrant and inviting spaces.

Building corners should be of a volume, mass and/or height that gives strength to the corner and anchor the building to the street. They should be carefully considered in creating strong nodes and defining public space.

- Corners of lanes also play an important role in announcing activity down and along lanes, and should be designed in a way to help communicate this activity (i.e. active and inviting corners to lanes).



Section 1 facing north: Diagrammatic section illustrating streetwall, stepback and use concepts

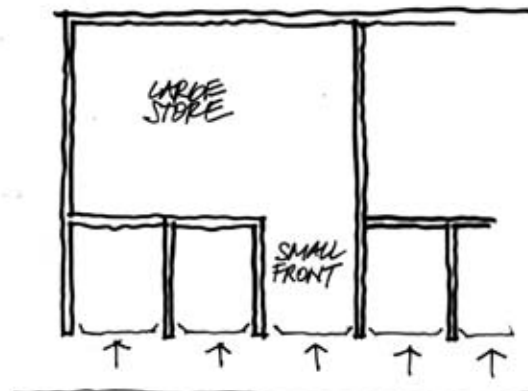
Ground floor frontages should add to the character of Main Street and be clearly identifiable, inviting, continuous and transparent, and reinforce a human scale.

- Retail and Commercial Frontages:

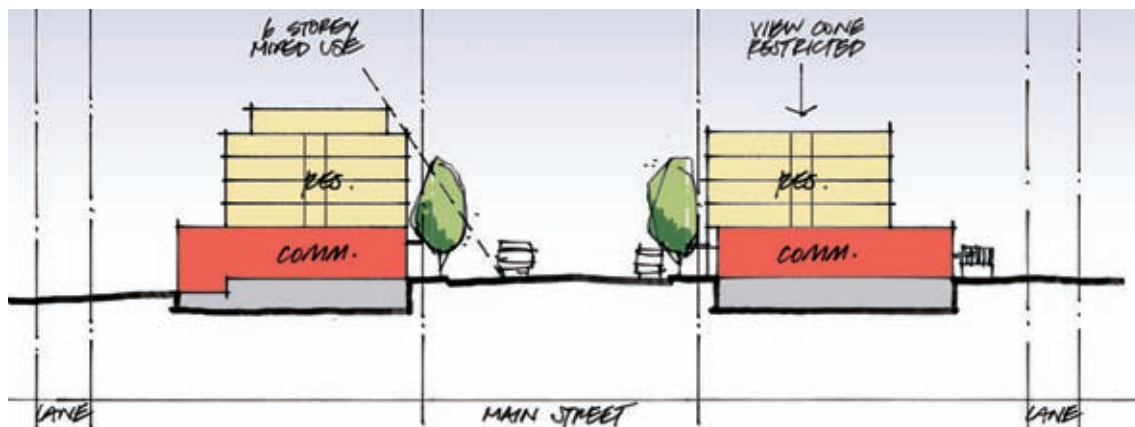
- » Frontages should be scaled to support the neighbourhood-serving retail environment envisioned for Main Street. Smaller retail frontages that reinforce a scale of walking and shopping (7.6 m to 10.7 m or 25' to 35') are desired to give vertical scale to the street environment.
- » Floor-to-floor heights for ground floor space should be a minimum of 4.3 m (14'); taller heights (5.5 m to 6.1 m or 18' to 20') are encouraged to allow for a variety of uses over time.
- » Pedestrian experience should be considered in designing retail frontages. Facade treatments that create a perception of unrelieved, flat and continuous walls are discouraged. Insets and reveals, a pedestrian-scaled pattern of columns, open and individual entrances resulting from smaller commercial retail units (CRUs), and visual variety when viewed from the sidewalk are encouraged.
- » For longer facades with larger tenants, small CRUs should be incorporated fronting Main Street to break up the scale of the main tenant (see diagram at right).
- » Articulation of facades (projections, bays) is encouraged.
- » Weather protection should be provided to facilitate year-round pedestrian comfort. Canopies and individual shop awnings can contribute to the desired scale and vibrancy of the street.
- » Frequent doors and windows, with few blank walls, are encouraged.

- Light Industrial Frontages:

- » Floor-to-floor heights for ground floor space should be a minimum of 4.3 m (14'); taller heights (5.5 m to 6.1 m or 18' to 20') are encouraged to allow for a variety of uses over time.
- » Pedestrian experience should be considered in designing building frontages for industrial uses. Facade treatments that create a perception of unrelieved, flat and continuous walls are discouraged. Insets and reveals, a pedestrian-scaled pattern of columns, and visual variety when viewed from the sidewalk are encouraged.
- » Articulation of facades (projections, bays) is encouraged.
- » Active industrial uses that contribute to the vibrancy of Main Street are encouraged to also face the lane and provide a visual connection.



Pedestrian-scaled frontages are desired for Main Street



Section 2 facing north: Diagrammatic section illustrating streetwall, stepback and use concepts

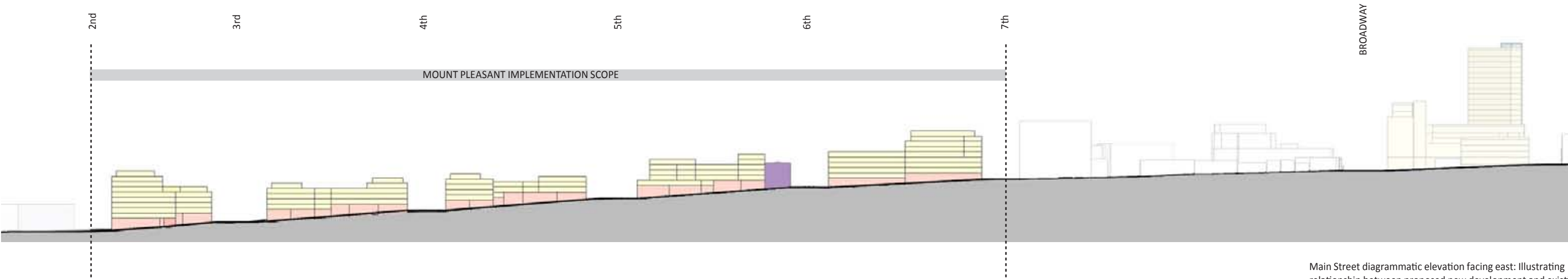
Well-designed entries that open directly onto the street are better connected to the functions and activity of the street and are desired to help animate Main Street.

- Small recessed entries to shop fronts that accentuate the entry and provide relief without losing the continuity of the streetwall are desired.
- Additional entries from the lane or flanking streets are also desired to help with activation. Particular attention should be given to marking entrances on the lane for pedestrians at either end of the lane (i.e. visual cues). Laneway-facing courtyards that break up the horizontal scale of the ground floor, provide defined areas for additional activities, and have architectural elements that open onto the lane (windows, doors, awnings), are encouraged.

6th to 7th Avenue (west side). A public space is intended for a portion of this City-owned block.

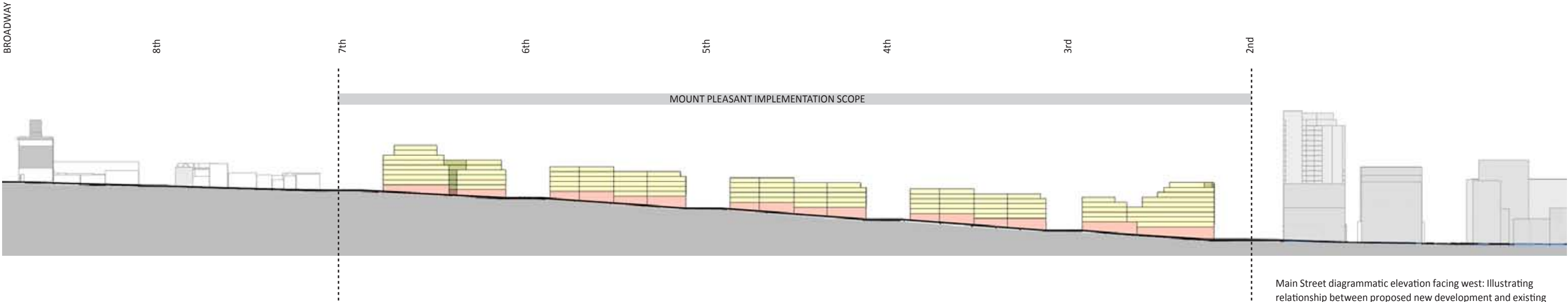
- The public space will generally be located on the south portion of the block, opening onto 7th Avenue, with entry elements (plaza, lighting) at the southeast corner of the site. Additional public space will be located adjacent to the lane to provide for community gathering and event programming space.
- The built form will be arranged around the geometric extension of Kingsway (northwest through site).
- Additional connections through the site are desired, especially to connect the public space to Main Street.
- Public space elements are encouraged to make the space active year-round (lighting, materials, surface elements, benches, cover, etc.).

Lower Main (2nd to 7th Avenue)
Elevations



Main Street diagrammatic elevation facing east: Illustrating relationship between proposed new development and existing development and relative scale proposed for Main Street

- Ground floors
- Upper floors
- Heritage



Main Street diagrammatic elevation facing west: Illustrating relationship between proposed new development and existing development and relative scale proposed for Main Street

- Ground floors
- Upper floors

3.5.5 Sustainable Building Design

All rezoning applications in Lower Main are subject to the City's Green Building Policy for Rezoning. As sustainability policies develop city-wide, those requirements will apply.

District Energy

Lower Main is a Priority Zone in the citywide District Energy Strategy and is located directly adjacent to the current Southeast False Creek Neighbourhood Energy Utility service area. Therefore, expansion potential will be analyzed as new developments on Main Street are proposed and connection required through rezoning applications if it is deemed financially and technically viable.

- As per the citywide District Energy Strategy, building heating and domestic hot water systems should be designed to be connectable and compatible with the Southeast False Creek Neighborhood Energy Utility (or alternate district energy system as identified by the City) to supply all heating and domestic hot water requirements.
- Buildings should connect to a district energy system if connection is deemed available and appropriate at the time of development.
- Space heating and ventilation make-up air should be provided by hydronic systems without electric resistance heat or distributed heat generating equipment including gas fired make-up air heaters.



Southeast False Creek Neighbourhood Energy Utility



View 22 highlighted: building height restrictions will apply within the view cone



View 22 from Main and 6th Avenue: protected view area outlined

3.5.6 Views

The northern view down Main Street has long been recognized as an important public view. The view towards the east side of the street is particularly remarkable, terminating with the Crown and Grouse Mountain peaks in the distance. Future development in Lower Main should protect this view through appropriate built form massing that responds to the Main Street view cone (View 22) dimensions.

- Preserve the Main Street view cone (View 22)
 - » Maximum building heights within the view cone range from approximately 6 m (20') at 6th Avenue, to approximately 19.4 m (63.5') at 4th Avenue, to approximately 35.5 m (116') at 2nd Avenue, except that buildings between 3rd and 6th Avenue are limited in height up to 6 storeys (approximately 19.8 m or 65') (see section 3.5.2).

Note: Building heights within the view cone are derived from subtracting Building Grade from the maximum possible Geodetic Elevation above Mean Sea Level for various locations along Main Street. As the view cones are scientifically derived, applicants will need to contact the City for precise allowable building heights.

In addition, other notable vistas can be reinforced as new development occurs.

- Northwest vista at Main Street and 7th Avenue
 - » The northwest vista across the City-owned site at Main and 7th Avenue follows the visual extension of Kingsway. The future built form and open space should be organized to enhance and maintain this key vista.
- Additional vistas
 - » Westerly city views at cross streets (3rd through 7th Avenue)
 - » Long view south along Main Street from 2nd Avenue

3.5.7 Streetscape and Laneways

An improved streetscape and pedestrian network are important to the overall image and character of Main Street. Streetscape design plays an important role in improving the quality and safety of the public street experience for pedestrians and cyclists. It is expected that the new pedestrian environment, from the curb to the new building face, will provide for a rich mixture of functions including meandering, walking, shopping, seating and watching.

(Italicized text indicates directions taken from the City of Vancouver Transportation 2040 Plan.)

Walking

Make walking safe, convenient and delightful, and ensure streets and sidewalks support a vibrant public life that encourages a walking culture, healthy lifestyles, and social connectedness.

- Enhance the public realm on Main Street by widening sidewalks where possible, developing curb bulges, allowing parklets, and providing amenities such as street trees, furniture and buffers between pedestrians and moving traffic.
- Seek to improve and create additional pedestrian crossing opportunities across Main Street.

Cycling

Make cycling feel safe, convenient, and comfortable for people of all ages and abilities. Prioritize connections to important destinations like schools, community centres, transit stations, and shopping areas.

- Support improved integration of cycling and transit by:
 - » Providing bike parking and bike storage at a future rapid transit station at Main Street and Broadway
 - » Providing safe, convenient connections between rapid transit stations and the existing cycling network
 - » Considering bike access and movement as part of station upgrades
- Consider developing cycling facilities along Main Street to serve emerging high street conditions. Opportunities may be found through reallocation of road space and setbacks on future developments.
- Support the future public bike share program expansion into Mount Pleasant. Where feasible, stations for the City's public bike share system will be sought on public streets, sidewalks, plazas and private property. Stations are to be designed based on siting principles and requirements (e.g. size, surface treatment, power) provided by the City's Engineering Department.
- Support improved bike access on Main Street by providing sufficient bike parking.





Post Alley (Seattle)



Linden Alley (San Francisco)

Laneways

Laneways provide an additional type of public space and contribute to a diverse and robust public realm. While laneways will continue to provide service access, the intent is for them to also foster other activities such as alternate walking routes, activity zones for “spillover” uses, or places for art. An important element in lane activation is the relationship between the lane and the adjacent building. The building’s “face” towards the rear lane should support a comfortable pedestrian environment.

Some **building elements** to consider are:

- Uses that continue through and into the lane (light manufacturing, artist studios, etc.)
- Doors and windows opening onto lanes, drawing pedestrians in and along the lane and improving the quality of the space
- Transparency and visual connection between the inside and outside of the buildings
- Art and community programs demonstrating how the lane is part of the community
- Including places to discover while balancing the need for safe environments
- Contiguous walls or edges are discouraged. Rather, articulation of the building edge at grade is encouraged to create unique public spaces, interesting nodes, or areas for commercial activities to “spill out,” thereby engaging with and activating the lane.

In addition, **lanes should be designed:**

- To be identifiable with the community (art installations, events, etc.)
- With consideration of paving materials that create interest and identity
- With varying levels of lighting to distinguish the lane and assist with security
- To be part of a larger network of lanes (refer to Public Realm Plan)

For specific detailing of the streetscape and laneways, refer to the Mount Pleasant Public Realm Plan (Section 4).

3.5.8 Public Open Space

The Mount Pleasant Public Realm Plan includes “Parks and Plazas” as a key strategy to help create an eclectic, varied, unique public realm that reflects the community’s history and character, and the people who live there. Recommendations from the Public Realm Plan include the following pertaining to public open space in Lower Main:

- Continue to explore open space, mini park and plaza opportunities for Main Street between 2nd Avenue and Broadway.

For further detail on public open space opportunities, refer to the Mount Pleasant Public Realm Plan (Section 4).



Potential open space concept for streets perpendicular to Main Street



Potential open space concept at East 7th Avenue and Main Street



Artist's rendering: Potential open space concept at East 7th Avenue and Main Street

3.5.9 Transportation Considerations

(Italicized text indicates directions taken from the City of Vancouver Transportation 2040 Plan.)

Transit

Support transit improvements to increase capacity and ensure service that is fast, frequent, reliable, fully accessible, and comfortable.

- Support improved frequency and reliability of existing bus routes.
- Support improved transit connections between rapid transit lines (existing and future).
- Enhance bus waiting areas as part of overall improvements to key arterials.
- Provide bike parking, bike storage and space for a public bike share station at a future transit station at Main Street and Broadway.

Goods Movement and Loading

Support the efficient movement and delivery of goods and services, while reducing negative impacts to the community and the environment.

- Carefully consider and manage impacts to transit, services and deliveries, traffic congestion and parking when expanding or improving walking and cycling routes, or when implementing measures to give pedestrian and cycling priority at intersections.
- Continue to support local businesses by planning for loading and deliveries and by ensuring potential customers have exposure and convenient access.

Motor Vehicles and Parking

Manage the road network efficiently to improve safety, minimize congestion, and support a gradual reduction in car dependence. Make it easier to drive less. Accelerate the shift to low-carbon vehicles and car-share alternatives.

- Continue to look for opportunities to enhance pedestrian comfort and public realm along major arterials by extending or removing parking restrictions.
- In the longer term, full-time parking will be considered on the east side of Main Street to better allocate road space and improve the pedestrian realm; the west side is anticipated to require maintaining rush-hour parking restrictions to facilitate efficient transit and vehicle movements in the peak (rush) hours.

