

Broadway East Revitalization

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Broadway East Is...

- **Diverse:** For an area this small (5 blocks), Broadway East is highly diverse in business type and culture, and eclectic in its identity.
- **Local and regional:** Existing businesses include local-serving salons, laundromats, clothing alterations, printers and restaurants, and region-serving auto-repair, specialty ethnic food stores, and health services.
- **Rich in community services:** Over ten organizations provide community services including child care, support for new immigrants, free meals, seniors programs, crisis centres, faith-based services, and housing.
- **Perceived by some as unsafe:** The appearance of the street may contribute to this perception, but in fact, crime and illegal street activity have decreased noticeably over recent years.
- **Historic:** The area includes 5 buildings on the heritage register and a number of additional older character buildings. A creek used to flow along St. George Street.
- **A community active in the public realm:** Community projects include the St. George Rainway, the "Gather Round" traffic circle, art walks, murals, and street festivals
- **Changing:** An 8-storey social housing and youth resource centre development is currently under construction at Fraser and Broadway. A future mixed-use development is coming to Broadway and Carolina. New businesses in the area include Harkness & Co. Butchers, bow wow haus, and coming soon, the Lido.

The Mount Pleasant Community Plan sets out that the revitalization strategy should:

- Seek change along this commercial strip to enhance vibrancy, including adding density and height.
- Consider potential impacts on views, overshadowing, local traffic, and changes to the existing character.
- Assess how additional height beyond 6 storeys serves to trigger redevelopment and leads to improvements in site development and street character.
- Include physical, economic, and social dimensions.

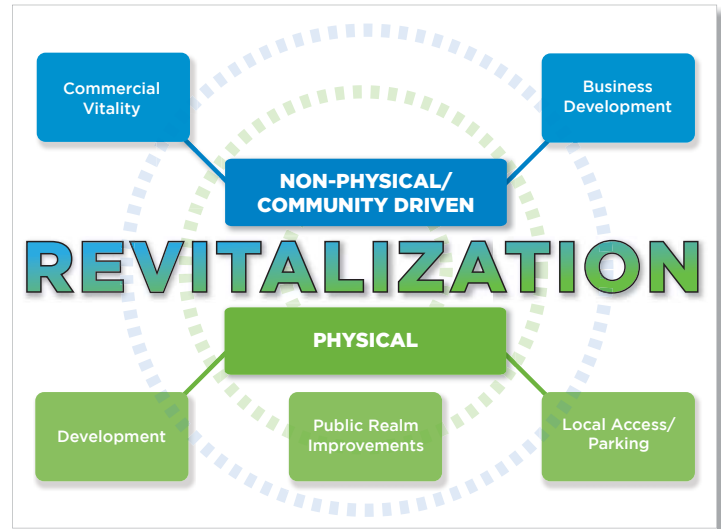


Intent

The Draft Urban Design Framework (Principles and Policy) provides more detailed direction on building form, uses, character and streetscape, which will be used in considering rezoning and development applications, together with other relevant City regulations and policies.

Overview

- **Local-serving shopping street** around Broadway and Fraser: encourage small frontages and local-serving retail
- **Mixed-use residential and jobs-focused area** between Prince Edward St. and St. George St.
- **Kingsgate Mall** site as an “anchor” in the area, transitioning in scale between “Uptown” to the west and the local-serving shopping street to the east
- **Height:** Generally up to 6 storeys on the north side of Broadway (allow up to 8 storeys at two locations); 4 storeys on the south side
- **Provide more open space opportunities** at Fraser and Broadway; Broadway and Prince Edward (north side); Kingsgate Mall site; Prince Albert and Broadway



Massing Diagram



What We've Heard

- Preserve and build on the existing diversity in the area
- Attract stores and services that are useful for the community; pursue small frontages
- Retain existing heritage buildings, keep the historical feel of older buildings
- Continue to support and realize the St. George Railway concept
- A neighbourhood plaza at Fraser and Broadway is a good idea, but impacts on local traffic need to be carefully considered
- Optimize sun access in the public realm

Draft Principles

- **Contribute to Broadway East revitalization** through appropriate buildings and character
- **Reinforce and enhance the existing building pattern/frontage**, with an emphasis on preserving this area's diverse, eclectic character
- **Provide more open space opportunities** through creative use of public space e.g., mini parks and urban plazas
- **Improve the public realm through revitalization;** foster civic life and placemaking toward a distinct local identity
- **Encourage community stewardship and programming of the public realm** to help achieve a variety of open space opportunities
- **Foster civic life** through a rich public realm, and placemaking toward a distinct local identity
- **Achieve greater walkability** along East Broadway through improved connections
- **Recognize existing older buildings** that contribute to the area's character and identity; retain/repurpose and integrate as part of new development

For the Kingsgate Mall site:

- Recognize the potential for this large site to enhance civic life in Mount Pleasant through redevelopment, with the creation of public open space, active edges, and smaller building footprints.
- Building height and form should respect the "hilltown" concept and local context while transitioning to anticipated new development
- On the Kingsway frontage, emphasize the historical alignment of the street



Uses:

Ground floor locally-serving retail and artist production space, with a mix of commercial and residential uses above.

Height:

- On the north side of Broadway, up to 6 storeys; allow up to 8 storeys at Fraser and Broadway, and Prince Edward and Broadway (Northeast corner)
- On the south side of Broadway, up to 45' (13.8m) and 4 storeys as allowed in existing C-2C zoning

Density:

For the north side of Broadway, a range of floor space ratios (FSR) subject to review of overall building form, height, compatibility with adjacent buildings, sun access, livability and consistency with the Broadway East Urban Design Framework.



Sidewalk and street trees



Kingsgate Mall



Fraser and Broadway Development



Broadway and Fraser St: Plaza Opportunity



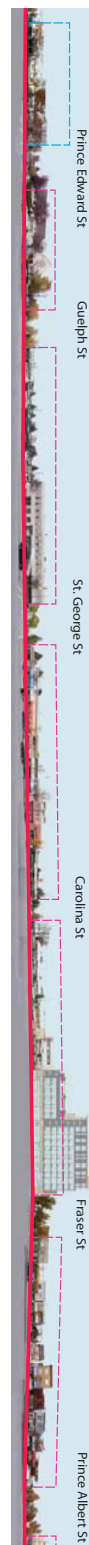
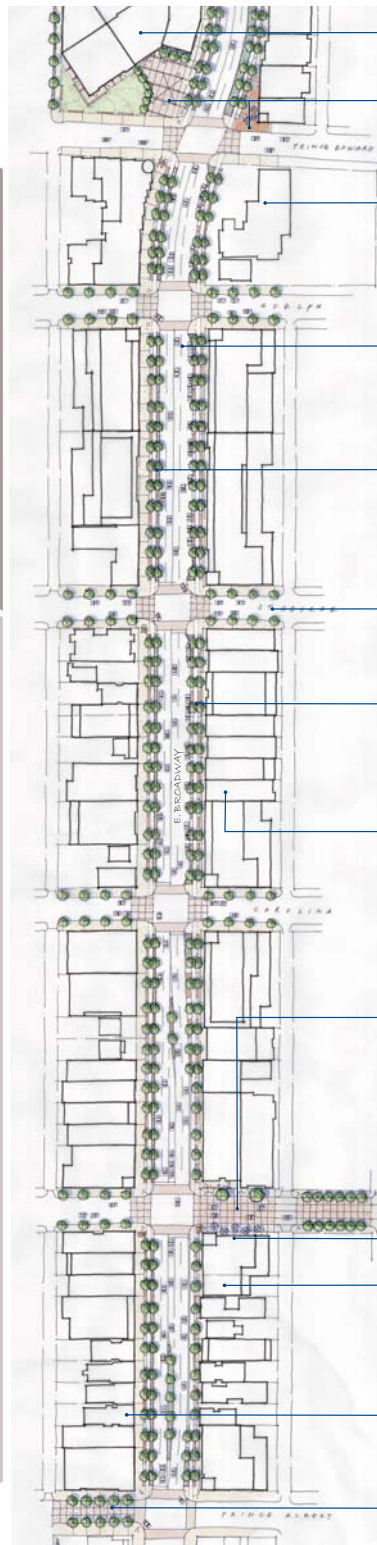
Broadway and Fraser Street, looking north to Sahalli Park



St. George Street Rainway Concept



Massing diagram

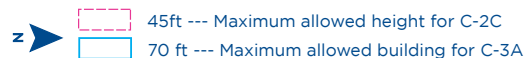


- Kingsgate Mall: Large site able to accommodate more density and height
- Urban Plaza opportunities
- Allow 2 additional partial storeys: compact built form with setbacks that contribute toward a more walkable public realm
- Reallocate road space to maintain four vehicle travel lanes with parking on one side when related rapid transit improvements are implemented
- Expand public realm space and explore potential dedicated cycling facilities to serve commercial areas
- Celebrate and reinforce historic creek
- Maximize street tree opportunities associated with any reallocation of road space
- Reinforce small frontages to preserve character
- Seek interim improvements to enhance walkability and occasional street closures; continue to explore opportunities for a full street closure to create a community plaza as the area redevelops
- Wrap retail on Fraser St.
- Allow 2 additional partial storeys: compact built form with setbacks that contribute toward a more walkable public realm
- Retain heritage and character buildings
- Potential Street-to-Park

Q: Why 6 storeys on the north side of Broadway and 4 on the south side?

A: North side: 6 storeys will add to residential capacity while respecting prevailing northerly views. Increasing density will support area revitalization by providing more customers for businesses and more street life.

South side: 4 storeys will allow sun access on the street and pedestrian environment.



Draft Principles

- Encourage the business community, possibly with service providers and the Broadway East community, to work together to improve and promote the area
- Foster community involvement in all aspects of revitalization

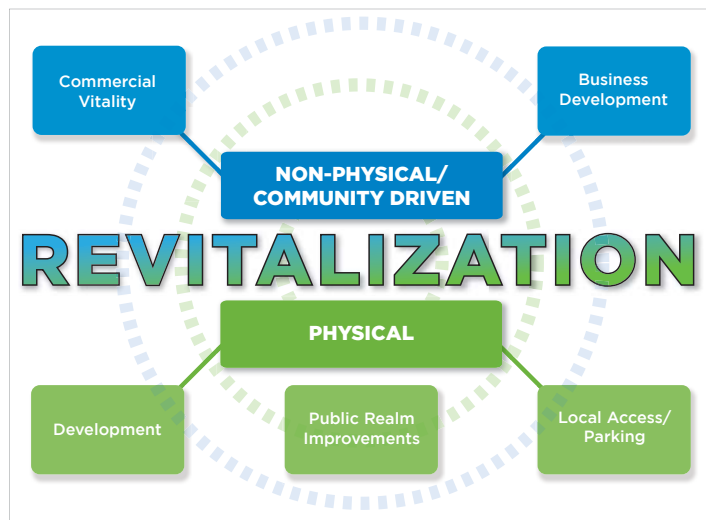
Recommendations

Here's what the **City** can do to initiate and support Broadway East revitalization:

- Start a business directory and encourage the community to maintain it, update and share
- Provide ongoing support to the business community through the Business Improvement Area (BIA) program
- Educate local businesses and service providers about parking issues and how to initiate change if necessary
- Monitor local impacts of new development and pursue parking changes (e.g., time limits, meters) as necessary.

But revitalization also requires **community involvement** in order to succeed. Here are some recommended actions for you to think about:

- Tap into local contacts/knowledge to attract new businesses
- Liaise with the City to be aware of new development and potential business opportunities (e.g., ground floor retail) as well as potential traffic and parking impacts
- Encourage/foster ongoing communication and collaboration where possible among businesses, residents and the City
- Create a local newsletter - engage community to write, design and produce
- Liaise with the Mount Pleasant Business Improvement Association on area promotion
- Connect businesses with local groups working on community projects through the "Weaving initiative" (e.g., Art Walk, Annual Street Party, benches and planters)



Since October 2012, City staff have:

- Involved/built connections among businesses and service providers through small meetings and focus groups
- Updated businesses on revitalization work and community news through newsletters
- Held a street fair on Fraser street (Broadway to 8th Avenue) to build community awareness and support for revitalization

