

the Broadway Corridor – Vancouver, BC

February 3-6, 2014

ABOUT the URBAN LAND INSTITUTE

- The mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- Membership organization with nearly 30,000 members, in 100 countries on 6 continents representing the spectrum of real estate development, land use planning, and financial disciplines, working in private enterprise and public service.
- What the Urban Land Institute does:
 - Conducts Research
 - Provides a forum for sharing of best practices
 - Organizes and conducts meetings
 - Directs outreach programs
 - Conduct Advisory Services Panels



ADVISORY SERVICES PROGRAM

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- ULI Foundation offers Governor's Advisory Panels (GAP) free of charge to communities, helping them to kick-start critical conversations and move beyond deadlock on high-profile projects.
- Process
 - Review background materials
 - Receive a sponsor presentation & tour
 - Conduct stakeholder interviews
 - Consider data, frame issues and write recommendations
 - Make presentation
 - Produce a final report



THANKS TO OUR HOSTS



Alan Boniface
Chair, ULI British Columbia

Shannon Paterson
ULI British Columbia

THE PANEL



PANEL MEMBERS

Chair

Richard W. Reynolds
President
The Reynolds Group
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Rick Rosan
Advisor to ULI Foundation
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Panelists

Richard M. Gollis
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Newport Beach, CA

Brendan Cagney
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Birmingham, MI

ULI Staff

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THE ASSIGNMENT

What are strategies for land use and transit options on the Broadway Corridor?



Agenda

- Executive Summary – Dick
- Trends and Implications – Richard
- Urban Design Principles –Brendan, Ralph
- Implementation – Rick
- Recap and Discussion

Study Area

- Broadway Corridor is a key east-west connector and business and residential area (13km)
- Located from Commercial Drive to the University of British Columbia Point Grey campus (UBC)



Executive Summary

- Transit Mode
- Land Use and Development
- Process

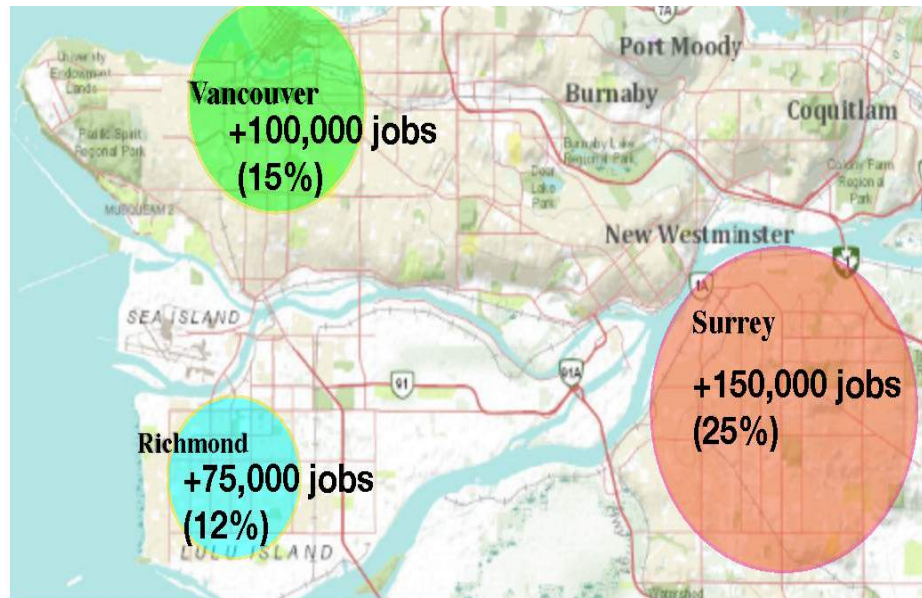


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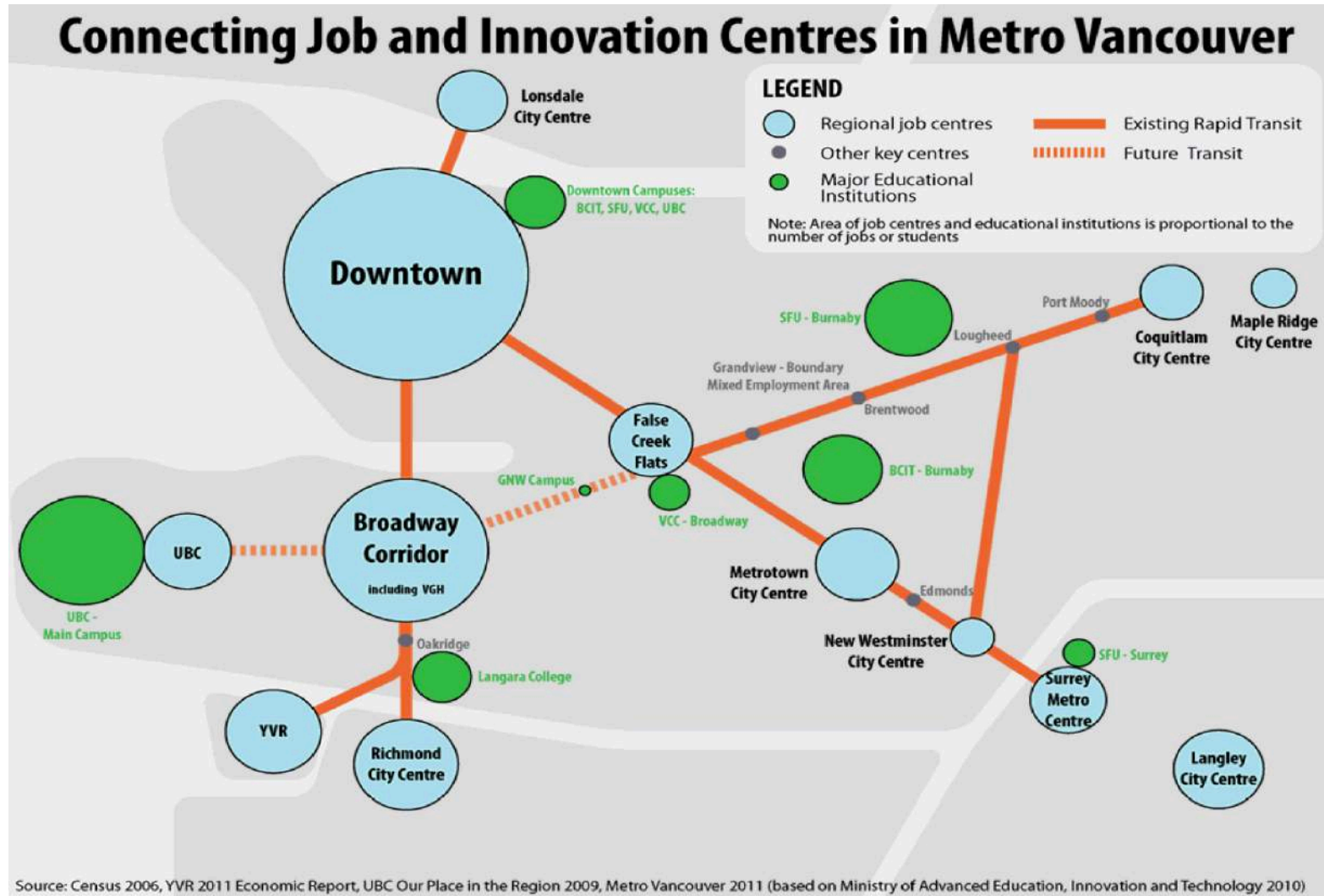
Growth is Coming to Metro Vancouver....

- 1.0+ million people & 600K+ jobs through 2041
 - 75-85% of net growth is from in-migration (domestic and international)
- Urban Centre and Frequent Transit Development Areas (FTDAs) planning focus



Implication: Growth needs to be accommodated in appropriate ways across the region.

Broadway Corridor is Economically Significant



Implication: The Corridor is critical to the City and Regional economic engine in the Central Core, UBC and GNW areas.

Transit Plays a Critical Role on the Corridor

- "Busiest bus corridor in North America"
- Buses are over capacity at peak hours now, even without share of likely growth



Implication: There is a strong case that rapid transit is required in the Corridor from Commercial to Arbutus and through to UBC.

Transportation Modes need to support Regional Economic Activity

- Corridor trips are segmented by objectives, origins and destinations
- Demographic/Employment forecasts indicate continued commuter inflow to the Corridor



Implication: Corridor transit solutions need to be unified and seamless within the Regional system to ensure efficient connections.

Transit solutions should not drive zoning

- Land economics are distorted by speculation and tax assessments
- Concentrate new development in existing C-3A Zones -- only 60% Built out in Central Core
- Up-zone strategically in linear and radial conditions to address:
 - Retail shop visibility
 - On-street congestion
 - Parking
 - Housing (market and affordable)
 - Commercial and Employment Space



Transit solutions should not drive zoning

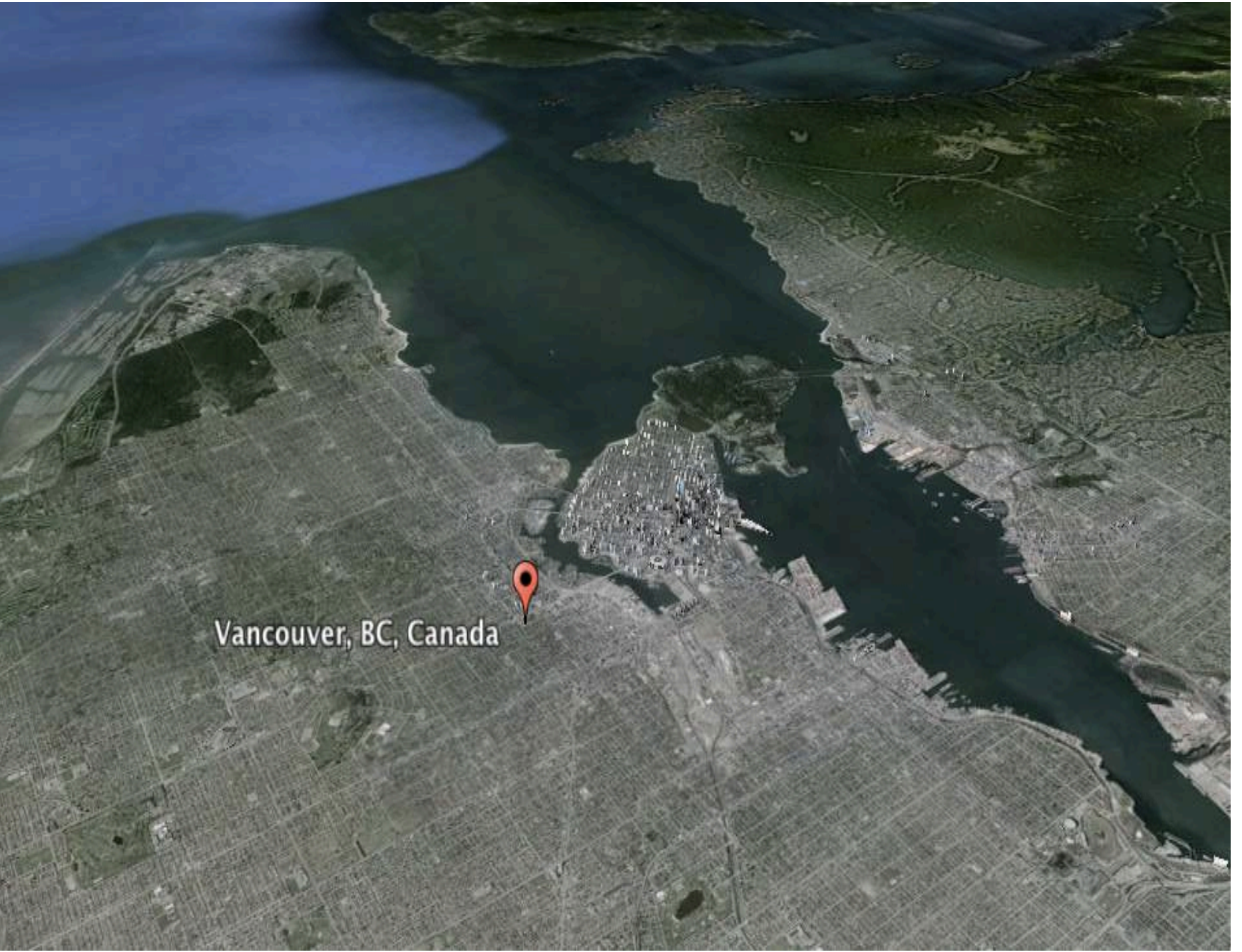
- Zoning patterns can balance regional and local needs
 - Preserve neighborhood character with careful consideration of view corridors and sun cones
 - Transit access points can be designed to fit neighborhoods





Implication: Zoning must meet scale/scope of street conditions and proximate development patterns.

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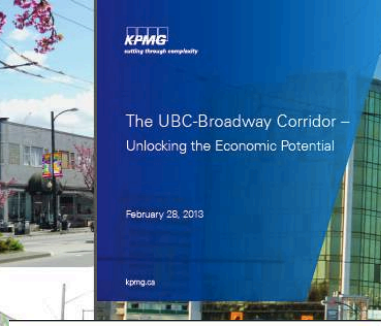
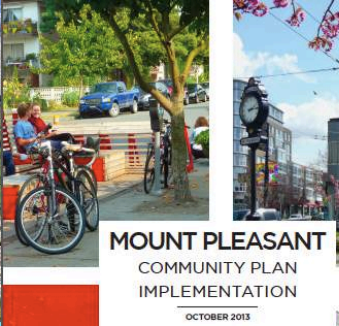
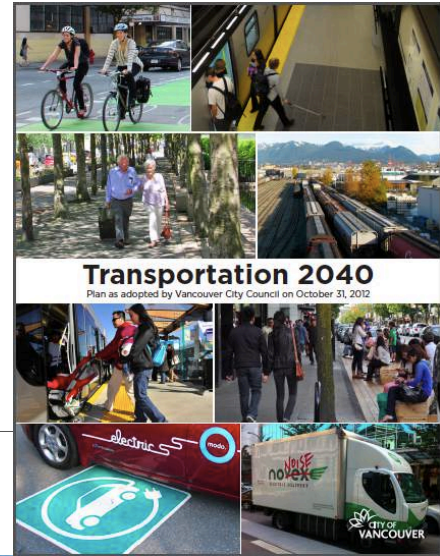
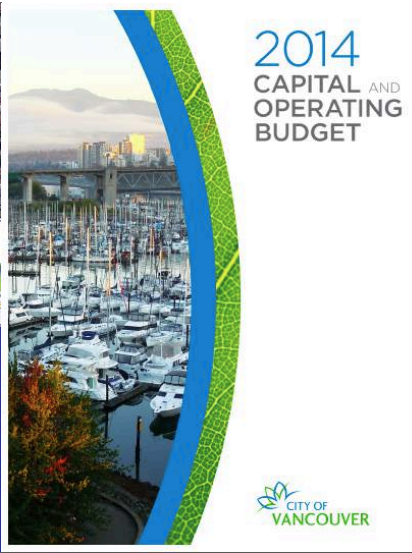
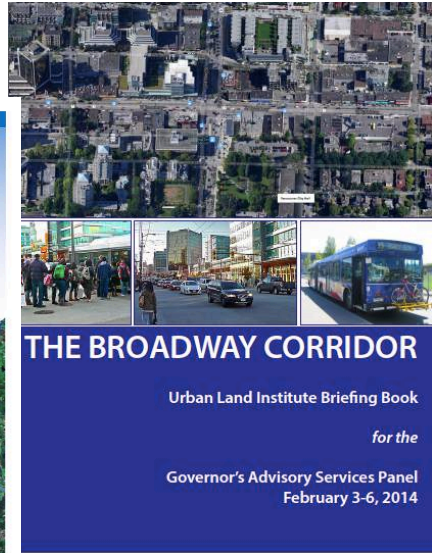
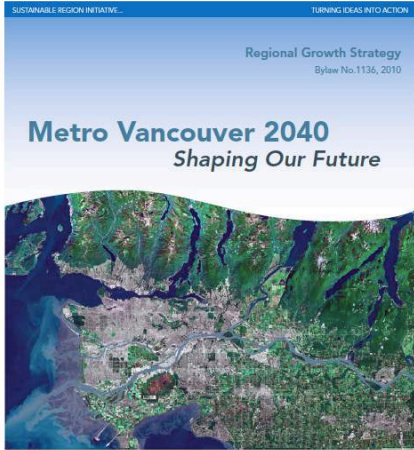


THE BROADWAY CORRIDOR

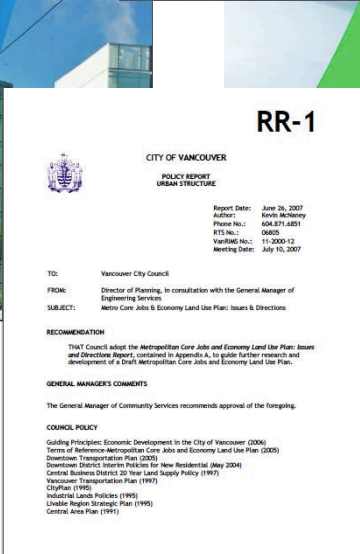
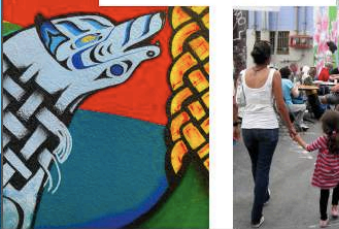
Urban Land Institute Briefing Book

for the

Governor's Advisory Services Panel
February 3-6, 2014



1,186 PAGES





Source: KPMG, The UBC-Broadway Corridor - Unlocking the Economic Potential
Broadway Corridor Map







The Broadway Corridor, Source: TransLink

Legend
[Green Outline] Broadway Corridor



Map of Vancouver Neighbourhoods

Broadway typologies

	UBC / UEL	UBC - Alma	Alma - Burrard	Burrard - Cambie	Cambie - Main	Main - Commercial
	UBC CAMPUS		GENERAL URBAN		METRO CORE	
Built Form						
Zoning Types	-Institutional -Recreational	-Commercial/ Mixed Use -Institutional	-Commercial/ Mixed Use	-Commercial/ Mixed Use -Institutional: Health -Office/ Light Industrial	-Commercial/ Mixed Use -Office/ Light Industrial	-Commercial/ Mixed Use -Institutional -Office/ Light Industrial
Residential Zoning	-Multiple Dwelling	-Single Family	-Single Family -Two- Family	-Two- Family -Multiple Dwelling	-Two- Family -Multiple Dwelling	-Two- Family -Multiple Dwelling
Employment Opportunities	-UBC: Academics Research Health care		-Burrard Slopes: Digital Media Tech Services Design Services	-VGH Health -Municipal Govt. -Uptown Office District	-Mt. Pleasant Industrial Area: Manufacturing High Tech -Arts District -VCC	-GNW Campus: Digital Media Centre Emily Carr Uni.

City of Vancouver Cambie Corridor Plan – May 2011

Principles

1. Provide land use that optimizes the investment in transit
2. Provide a complete community
3. Create a walkable and cycleable Corridor of neighbourhoods seamlessly linked to public transit
4. Focus intensity and community activity at stations and other areas with strategic opportunities for sustainability, renewable energy and public amenity
5. Provide a range of housing choices and affordability
6. Balance city-wide and regional goals with the community and its context
7. Ensure job space and diversity

ULI Ten Principles for Successful Development Around Transit

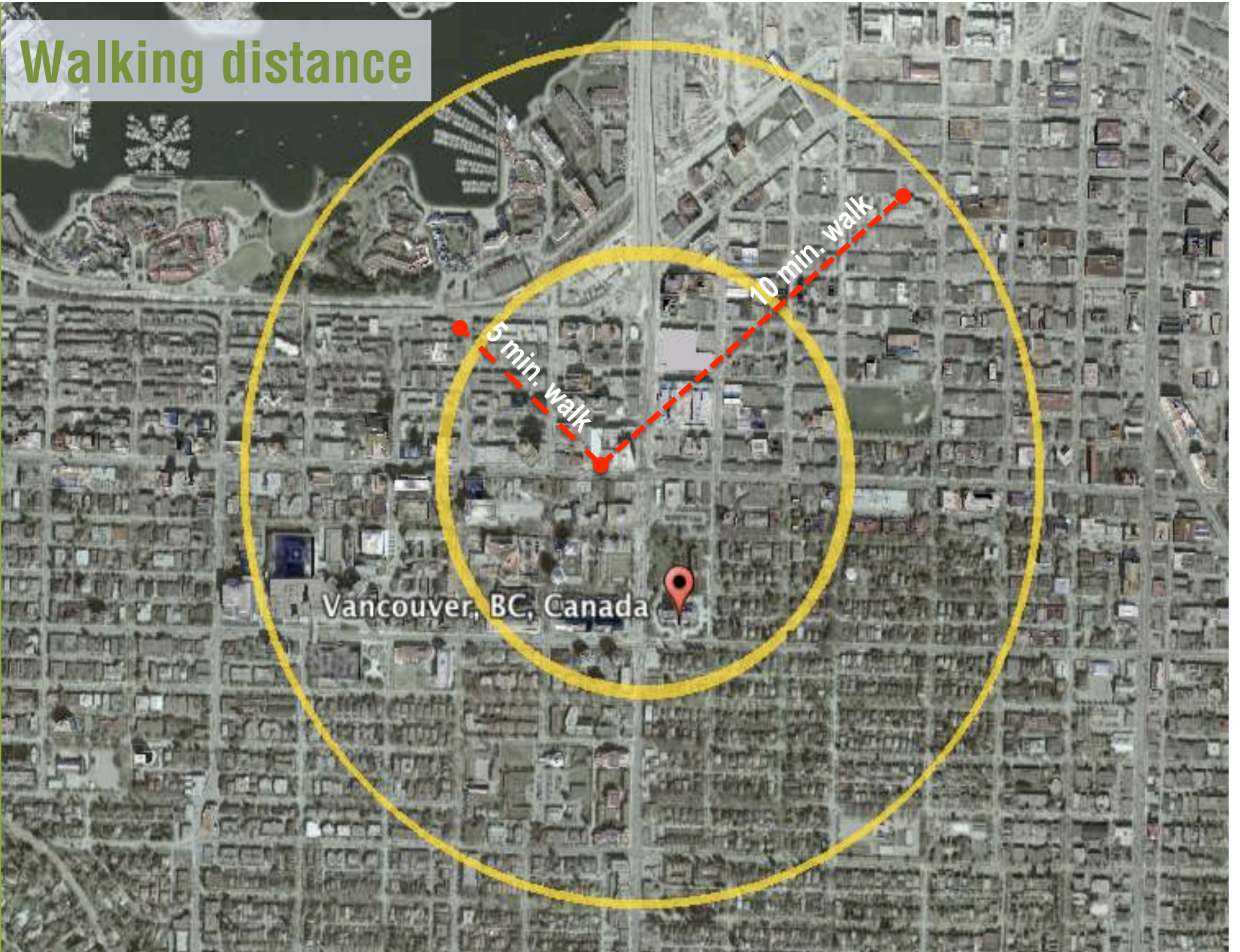
1. Make it Better with a Vision
2. Apply the Power of Partnerships
3. Think Development When Thinking about Transit
4. Get the Parking Right
5. Build a Place, Not a Project
6. Make Retail Development Market Driven Not Transit Driven
7. Mix Uses, but Not Necessarily in the Same Place
8. Make Buses a Great Idea
9. Encourage Every Price Point to Live around Transit
10. Engage Corporate Attention

Design standards

Maximize this view potential by placing open spaces at the tops of hills with views down streets and over lower adjacent buildings.



Walking distance



Developing within the current zoning districts



Image © 2014 Province of British Columbia

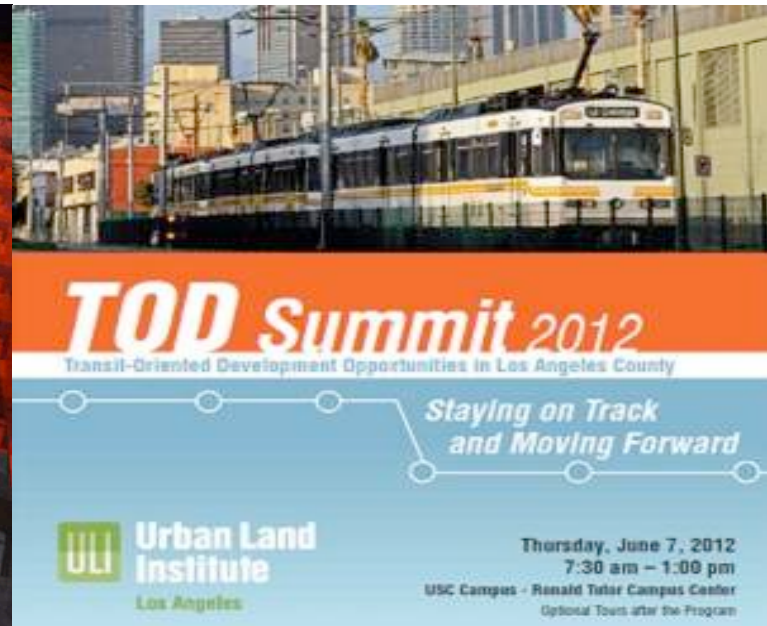
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Implementation

- Process should be organized to **educate**, **communicate**, and **market** the goals and objectives of the transit project to all the stakeholders.
 - ULI BC is well placed to be the convener and organizer



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Questions?