



# City of Vancouver *Land Use and Development Policies and Guidelines*

## Planning, Urban Design and Sustainability Department

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# CENTRAL BROADWAY C-3A URBAN DESIGN GUIDELINES

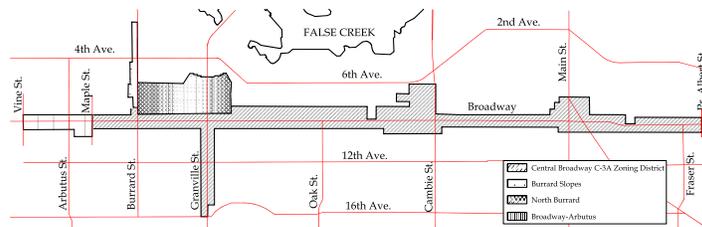
*Adopted by City Council on March 23, 1976*

*Amended February 22, 1977, June 24, 1993, September 10, 1996, July 7, 2004, and July 20, 2022*

## Explanatory Note

These guidelines were adopted by City Council in March 1976 and later amended to include the west side of Burrard Street from 1st to 6th Avenues in 1977. Subsequently, this portion of Burrard Street and the Arbutus Sub-area have been removed and are dealt with in separate guidelines. The Guidelines in this document now apply to all portions of Broadway and adjacent lands zoned C-3A except for the Burrard Slopes, North Burrard and Broadway-Arbutus areas as indicated on the map. These areas are dealt with in the following guidelines:

- The "Burrard Slopes C-3A Guidelines" adopted in 1993.
- The "North Burrard C-3A Guidelines" adopted in 2002, and
- The "Broadway Arbutus C-3A and 2000 Block West 10th Avenue (North Side) Guidelines" adopted in 2004.



Background for this document was originally collected in 1975, consequently, certain sections which describe existing development and zoning may no longer be accurate nor relevant since redevelopment or rezoning may have taken place since this time.

In order to provide more flexibility in the application of these guidelines to ensure sunlight penetration to Broadway, on May 28, 1992, Council approved the following recommendation:

"THAT Council instruct the Director of Planning and the Development Permit Board to relax the Council adopted Central Broadway C-3A Urban Design Guidelines in order to seek building forms that reduce shadowing on Broadway."

Wherever reference is made in these guidelines to residential uses, the provision also applies to Artist Studio - Class A, Artist Studio - Class B and the associated residential unit.

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## **Introduction**

### **Purpose of Study**

The Central Broadway area, bounded by Vine Street in the west, Prince Albert Street in the east, 5th Avenue to the north and 16th Avenue to the south, is changing within the context of the city and the Greater Vancouver region.

For many years the street has served as an east-west artery for through traffic, a centre of medical offices related to the Vancouver General Hospital and a major source of secondary office space. The growth rate of general offices has increased in recent years to a point where Broadway is a major component of Vancouver's total office space and a viable economic alternative to downtown. Hence, City Planning commenced analysis of the critical growth issues along the Broadway corridor.

In response to increasing internal growth, office overspill from downtown, GVRD policies for decentralization and numerous traffic and transit issues the City of Vancouver has created a new commercial district for Central Broadway. The new C-3A district for Central Broadway is accompanied by urban design guidelines that make qualitative recommendations for future development. The purpose of this report is to document these guidelines.

### **Study Approach**

An initial survey of information supplied by City Hall departments included earlier planning studies and data on the physical environment from City Planning; reports, maps and statistics from City Engineering; existing social characteristics from Social Planning; and, long range planning implications from the GVRD. Census tract/enumeration area statistics and general growth projections were assembled. Subsequently, on-site surveys provided a more complete understanding of specific factors influencing development throughout the C-3A zone. This information was synthesized and recorded on inventory maps and diagrams and presented to City Planning and to the public for the purposes of review and comment during the course of preparation. The results of these meetings played an important role in the final documentation of analysis data, definition of study sub-areas and the determination of urban design guidelines.

Central Broadway is a corridor of commercial development with changing character along its length. In order to better describe and set recommendations, the corridor is divided into seven sub-areas according to different activity and use, patterns of movement and existing physical characteristics. Descriptions are written and illustrated for each sub-area to summarize the existing situation and provide a base for the guidelines. These descriptions provide general information as well as a means to test the current status of a guideline; that is, if the make-up of an area has changed through time certain guidelines may have become obsolete and are due for review.

The urban design guidelines for future development in Central Broadway are documented according to three categories of scale:

- (i) those guidelines in the city-wide context;
- (ii) those general guidelines applicable to the whole of the C-3A zone; and
- (iii) those specific considerations in each of the seven sub-areas.

### **By-products**

The study produced other data that is not fully documented in this report. Due to drawing size, relevance or amount of detail the following data provided by the consultant is available at City Planning:

INFORMATION PAPER NO. 1 - Study Area Overviews  
INFORMATION PAPER NO. 2 - Data and Inventory Mapping  
INFORMATION PAPER NO. 3 - Characteristics of Adjacent Areas  
INFORMATION PAPER NO. 4 - Significant Older Buildings

### **Acknowledgements**

The consultant wishes to thank the following City Hall staff, individuals and citizen groups for their ideas, comments and assistance during the process.

Mike Kemble	Nancy Oliver	Ray Young	Mt. Pleasant Citizens'
Pat Johnston	Dan Janczewski	Ian Adam	Committee
Dan Cornejo	Jeannette Hlavach	James Sellner	Fairview Planning
Derek Hayes	Andrew Malczewski	Charles Torrence	Committee
Grant Anderson			

## **Urban Design Guidelines**

### **Their Role**

The overall objective of setting forth urban design guidelines as recommendations for new development is to improve upon the quality of life for the inhabitants of the city.

The Urban Design Guidelines described in this document are based on an inventory and analysis of Central Broadway between Vine Street on the west and Prince Albert Street on the east. Included are the contiguous portions of Burrard Street, Granville Street, Cambie Street and Main Street to which commercial C-3A zoning is applied.

In the Central Broadway context emphasis is placed upon the activity of users, both as the occupants of buildings and as passers-by affected by their surroundings. The activities, generally living, working, shopping, moving about and enjoying leisure time are daily experiences for the user. The pleasure and enjoyment, the stimulation or the frustration experienced in the pursuit of these activities directly affects a person's feeling about the quality of his environment.

It is the role of the Urban Design Guidelines to make recommendations on the physical support for these daily activities and to ensure that an acceptable level of quality is achieved in the Central Broadway Area.

### **Organization**

The listing of guidelines is divided into three parts. The first deals with those topics that are city-wide in their context, affecting people's perception and use of the Central Broadway Area.

The second part contains those topics that are general in their nature and apply to the whole of the Broadway C-3A zone.

The third part deals with specific aspects of the seven sub-areas of the C-3A zone. Individual character, qualities, problems and needs bring about specific recommendations particular to each sub-area. These guidelines may overlap with some topics discussed in the previous sections but represent a finer-grain analysis and recommendation on the issues.

### **Users**

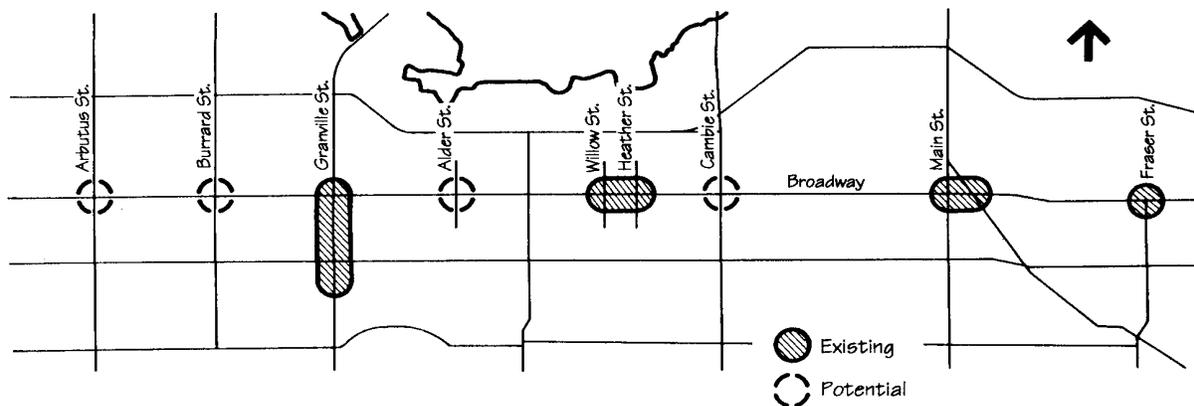
The guidelines are intended for the use of landowners, developers and their consultants while preparing proposals for development in the Central Broadway area. They express the City's objectives and will become the basis for discussion about design between the City Planning Department and the development proponent.

The newly formed Development Permit Board will in turn evaluate formal applications submitted for approval. Compliance with the general intent of the guidelines stated for the sub-area in which the applicant wishes to build, is necessary.

However, they will be open to some interpretation and capable of change by addition or deletion over time.

The guidelines are intended to be flexible for the user while making explicit the objectives of the City.

## Part One: Central Broadway Within the City



### 1 Broadway as a City Sub-centre

The Central Broadway area contained an estimated 2.6 million square feet of office space as of December 1974, equivalent to 12% of the downtown total. With district and regional retail, automobile, office, medical and other institutional uses, the existing identity of the area is that of a major sub-centre of Vancouver.

- 1.1 Broadway's image as an alternative to Downtown should be maintained with predominantly, but not exclusively, office and retail functions built at densities lower than the Central Business District.

### 2 Nodes of Activity

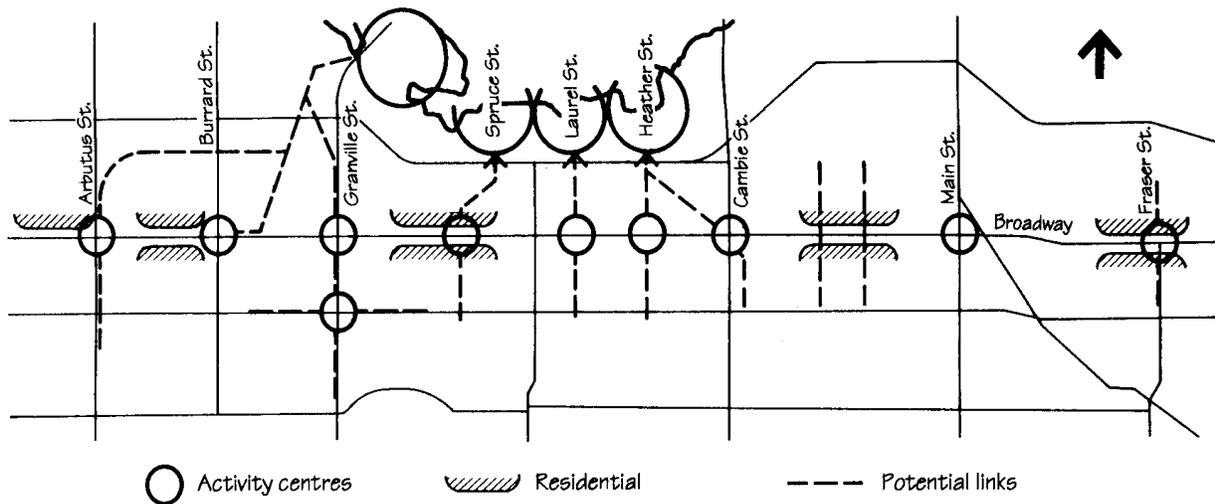
At points along Broadway, specific uses have created centres of particular character and activity (Fairmont Medical Building, South Granville shopping). Other areas are evolving or show potential for becoming nodes of activity for people to come to from many parts of the city.

- 2.1 A diversity of pedestrian related uses should be encouraged in new development to encourage identifiable nodes of activity, day and night.

### 3 Community Links

Broadway and Granville are major arterials that both divide and bring together residential communities adjacent to the commercial zone. At several points along the strip residential use abuts the C-3A zone.

- 3.1 A clustering of residential use at these points should be encouraged to strengthen the linking together of existing communities.
- 3.2 Local convenience shopping including the corner store, cleaners, laundromats and night time eating places, is appropriately located at these residential links along the strip.
- 3.3 Landscaped pathways should be encouraged along some boulevards on existing cross-streets and through some major new developments. These would help to link adjacent working and residential communities with activity centres in the Central Broadway area.

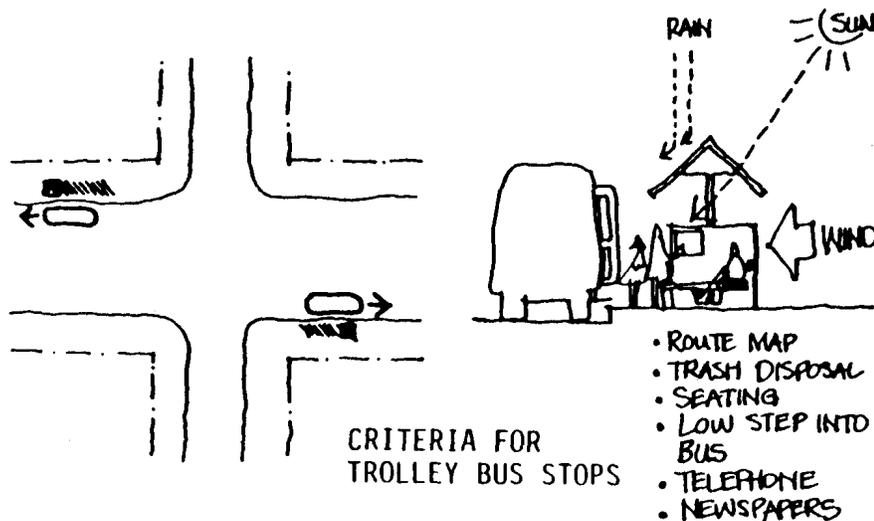


3.4 Central Broadway should be connected to the water amenity of False Creek with its park and open spaces, views and public activity.

4 **East-West Arterial**

Broadway is a major east-west arterial in Central Vancouver linking U.B.C. in the west with Burnaby and other points to the east. The central portion between Burrard and Cambie is running at capacity during peak traffic periods. Regional plans propose a Broadway transit corridor from U.B.C. to Brentwood to encourage a shift to public transit.

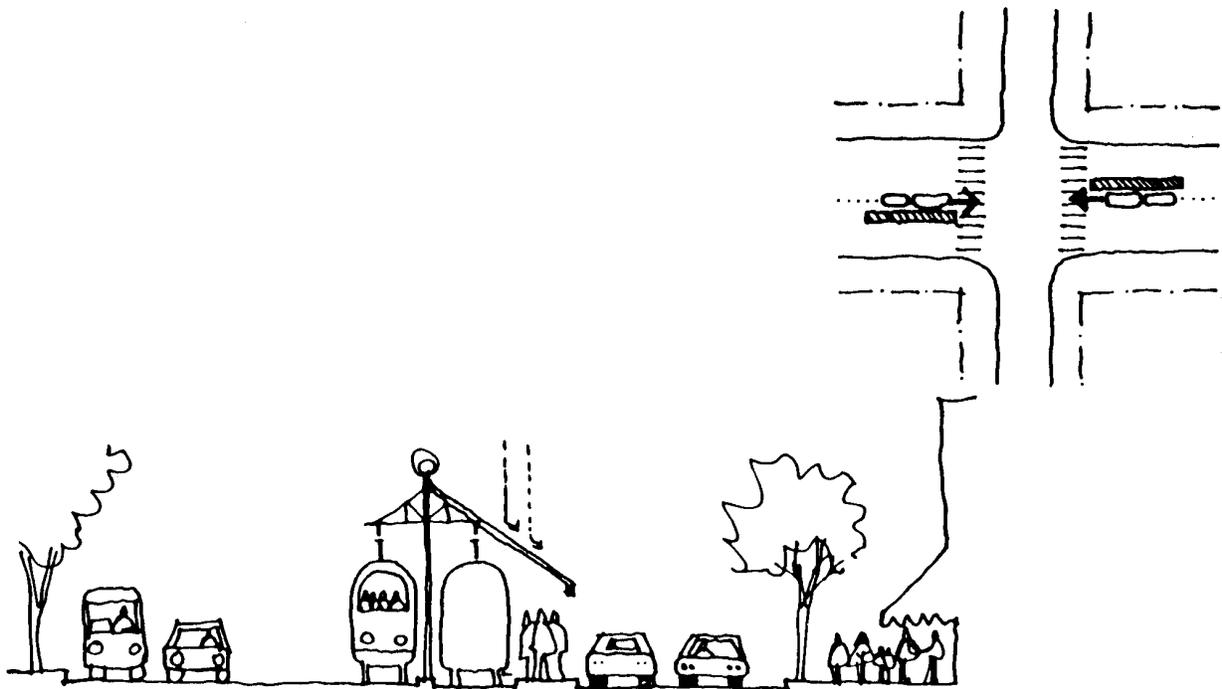
4.1 Recognize that for a transit system to be effective it needs the support of a pedestrian environment, linking home to transit and transit to workplace, that will provide such features as adequate climate protection, transit service information, convenient waiting areas and other amenities.



4.2 Engineering strategies can reduce congestion along Broadway at points of conflict as a stopgap or short-term measure. However, any physical changes to the street should take into consideration both traffic and pedestrian use of the area.

4.3 The proposed Broadway Corridor system should join nodes of development and transfer points along Broadway and provide convenient and comfortable places to wait.

## CRITERIA FOR STREET CAR STOPS



### 5 Existing Physical Pattern

Parts of the Central Broadway area, from Granville to Main, are seen from several distant points where people live (Dunbar, West End, Burnaby) where people work (Downtown, False Creek) where people enter and leave parts of the city (Downtown bridges, South Granville, East Broadway) and where people go for the view (Little Mountain, Downtown building tops, English Bay beaches, Burnaby Mountain).

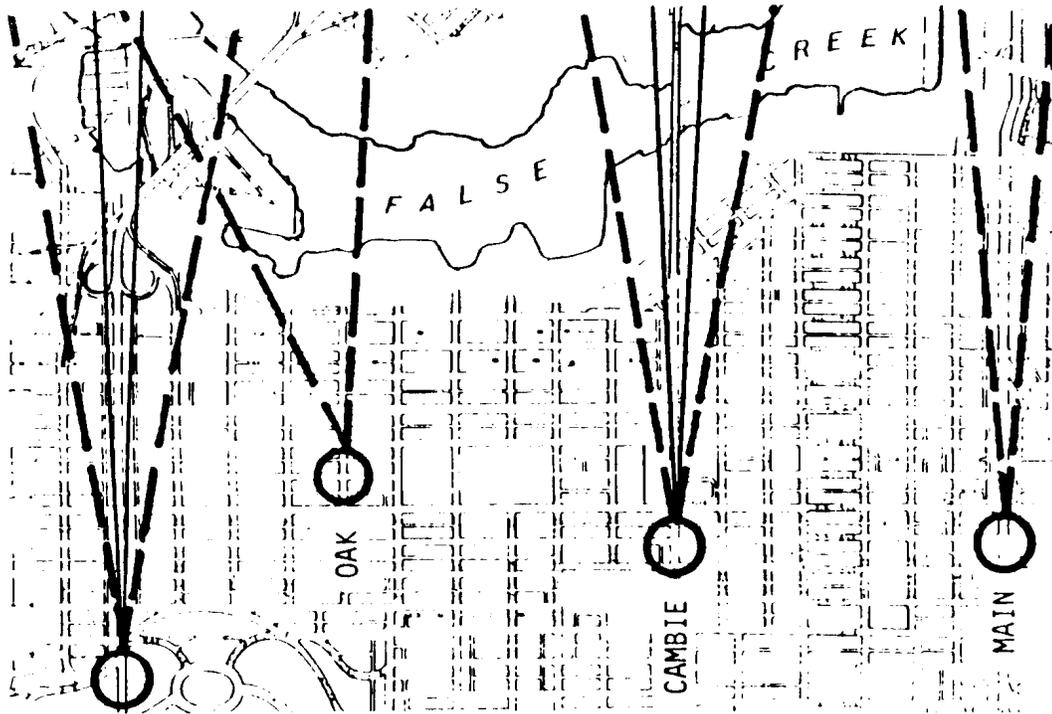
5.1 New development should enhance the overall pattern of the Broadway Area and not jeopardize its distinctive features, both natural and artificial.

- prominent buildings on high topography
- higher buildings in central area
- low structures at the fringes of the zone
- visual linkages with False Creek development
- continuity of building shape, texture, colour
- preservation of landmarks and views

### 6 Gateways to the Inner City

For the traveller or daily visitor to the city, the Central Broadway area serves as a gateway to the downtown. At Granville and 16th, Oak and 10th, Cambie and 12th, and Main and 12th views open up revealing major destinations to the north: False Creek, Downtown, North Shore.

6.1 Views from these street ends assist in determining major destinations. They should not be blocked substantially by developments occurring in front of the major part of the view or by projects requesting air rights over the street.

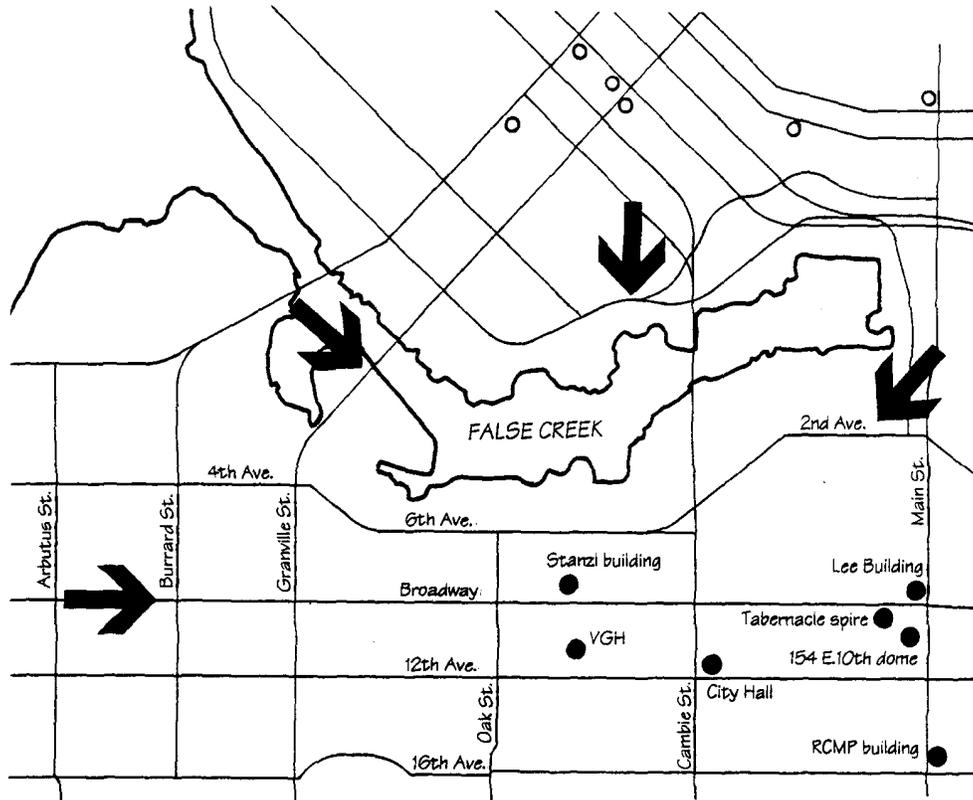


- 6.2 Higher buildings should be permitted immediately adjacent to the "gateway" or arrival point to "frame" the view, but development should be reduced in building height from this point (or terraced down with the slope of a hill) to allow for the widening of views as the bridges are approached.



- 7 **City Reference Points**  
 Unique building forms serve as landmarks or reference points for people's orientation in the city. When these buildings are on high points of land their visual impact is increased.

- 7.1 Ensure that the existing significant reference points in the Broadway area are not obstructed by adjacent building heights.

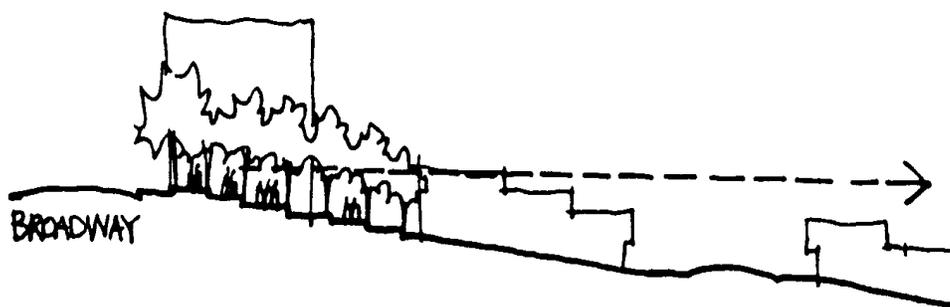


- 7.2 Public buildings that are significant within the community should be placed where they will be highly visible (City Hall).
- 7.3 Highly visible buildings should be light in colour to unify the overall form of the area.
- 7.4 Development within Broadway should not detract from views towards key reference points in other parts of the city or region (downtown buildings, the Lions, Grouse Mountain, Simon Fraser, Stanley Park).

**8 Topography and Views**

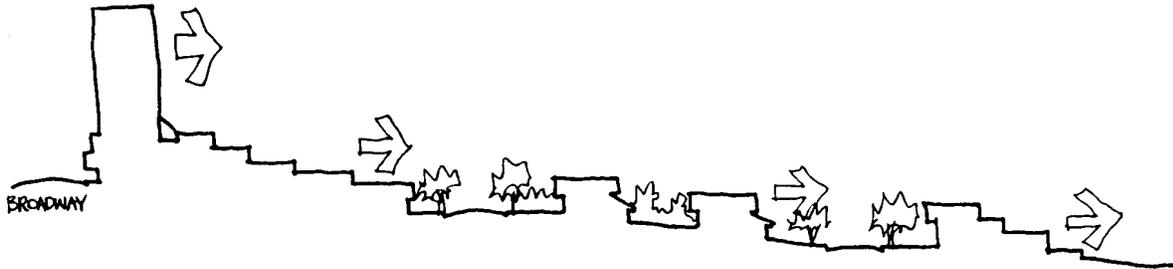
The topography of the area can be described as the north facing slope of Point Grey peninsula. This natural feature defines districts and produces variety along the strip as well as makes possible commanding views towards the north shore.

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



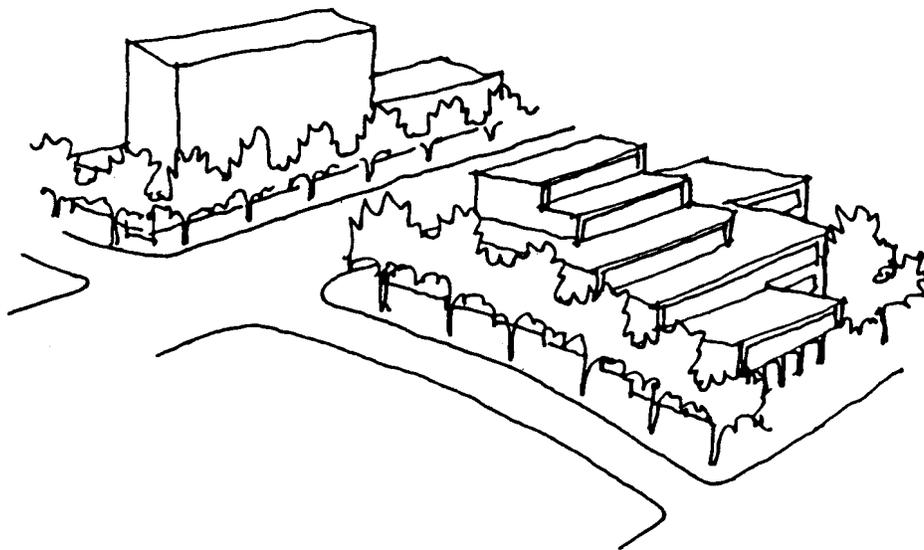
**8.2** Tall slender buildings on high points of land (with low buildings on slopes and valleys) accentuate and dramatize the overall pattern of topography and preserve outward views from ground level. A clustering of larger, taller buildings identifies and emphasizes a centre of activity when seen from distant points.

**8.3** Low buildings stepping up a slope accentuate the hill and ensure the sharing of the view.



**8.4** Massive (bulky) buildings at or near high points of land and upper slopes overwhelm land forms, block potential views and often disrupt areas when seen as a silhouette against small scaled structures. Case example: B.C.A.A. Building, Broadway and Oak is backlit during the day when seen from downtown.

**8.5** Buildings meeting the ground with stepped floors or plaza levels reflect the slope of a hill and provide outdoor terraces.



**8.6** Bevelled or terraced roof forms on buildings at the top of a slope accentuate the topography.

## **9 Street Trees and Landscaping**

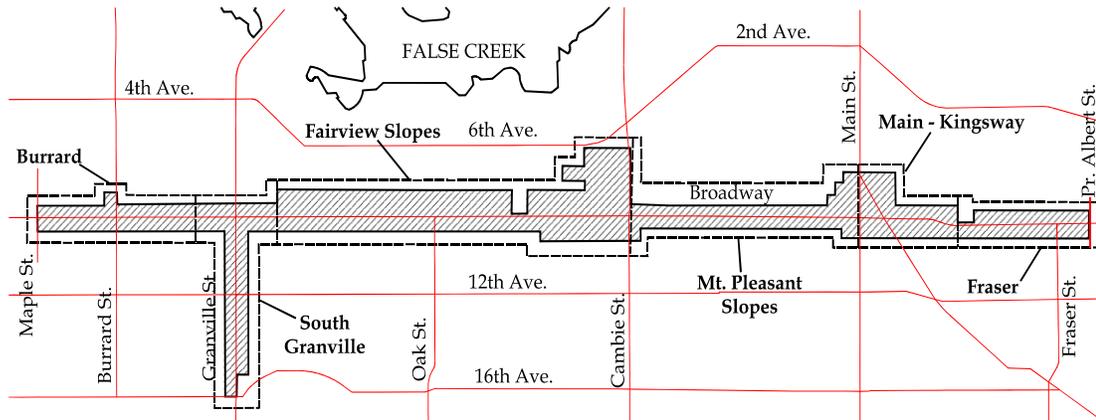
Visually prominent street landscaping and trees add to the pattern and image of a city, as well as contributing to the general pedestrian amenity of an area.

Low level planting around trees acts as a buffer between moving traffic and pedestrians, protects the trunk and provides a soft surface around the tree base for light, air and water to penetrate.

**9.1** To help delineate the areas of specific character within Central Broadway, five deciduous tree zones are recommended. Trees should be planted at regular spacing preferably next to the curb on both sides of the street.

Specific tree species would be subject to further study but general characteristics are stated below and in the Sub-area Guidelines:

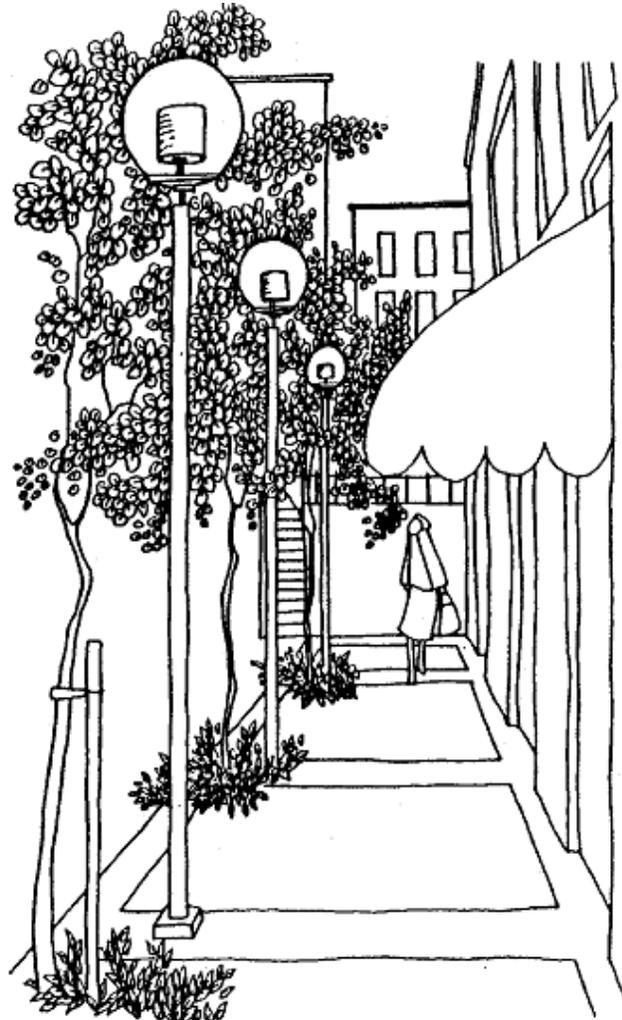
- (i) Low height, light branch structure and light texture (small leaves);  
Vine to Maple and Prince Edward to Prince Albert (Broadway)
- (ii) Medium height and texture;  
Maple to Fir and Cambie to Quebec (Broadway)
- (iii) Medium height and texture, but of a different type than (ii), and with good autumn colour;  
Burrard, Cambie, Main and Broadway between Quebec and Prince Edward
- (iv) Low to medium height; a flowering tree to provide special emphasis;  
South Granville and Broadway between Fir and Hemlock
- (v) Tall trees, strong branch structure and heavy texture (large leaves).  
Hemlock to Cambie (Broadway)



## 10 Lighting

Lighting enables the city to be used at night with safety and pleasure. During the day, there are many visual sources of information which show the organization of the city such as views, the horizon, etc., but at night these sources are less apparent. Lighting is a major tool in providing this information at night by marking major traffic arteries using higher intensities of street lighting, identifying shopping areas with an abundance of illuminated windows and signs, and by featuring landmark buildings with flood-lighting.

- 10.1 Pedestrian plazas and pathways should be given lighting of appropriate character and scale. Special lighting fixtures and quality of light can enhance the identity of these areas.



## 11 Significant Older Buildings

Many older buildings in the Central Broadway area are important to the whole of the City as they serve as links to the past events for both present and future generations. Specific listings occur in the seven sub-area studies of those buildings selected for their materials, form, detailing or functional use. Certain older buildings may be of heritage value.

- 11.1 Encourage the preservation of older buildings that reflect the original character and use within districts along Broadway.
- 11.2 Where new development occurs adjacent to historic buildings or in older areas, conserve the design character by detailing new facades to be scaled with the old.

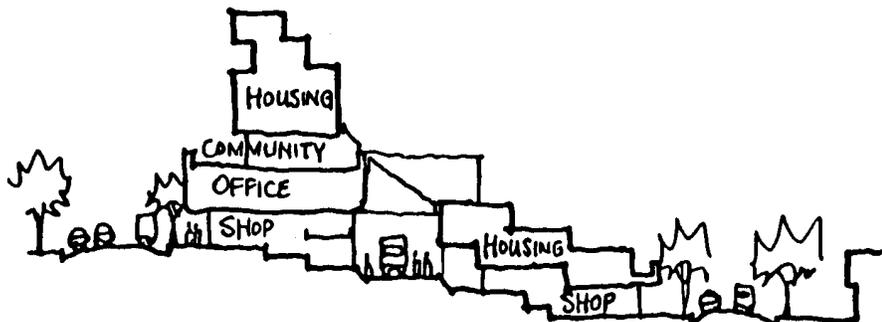


## Part Two: Central Broadway Zone

### 1 Diversity

The healthiest environments are those where many choices and opportunities are made possible for the inhabitants of an area. A wide range of activities for both day and night time users is one means towards achieving diversity in the community.

- 1.1 Encourage a variety of uses along Broadway including residential, institutional, hotel, shopping, restaurant, entertainment, and indoor and outdoor recreation to accommodate and enhance both daytime activity.



1.2 A mixing of activities on one site will increase use of the area twenty-four hours a day. This use mix should be accentuated at nodes of activity (places of maximum pedestrian traffic) where the most intense developments are likely to take place.

1.3 Office buildings, in areas where retail and shopping functions exist, should provide public oriented retail at grade, including such uses as shops, restaurants, theatres and entertainment.

## 2 Local Area Traffic

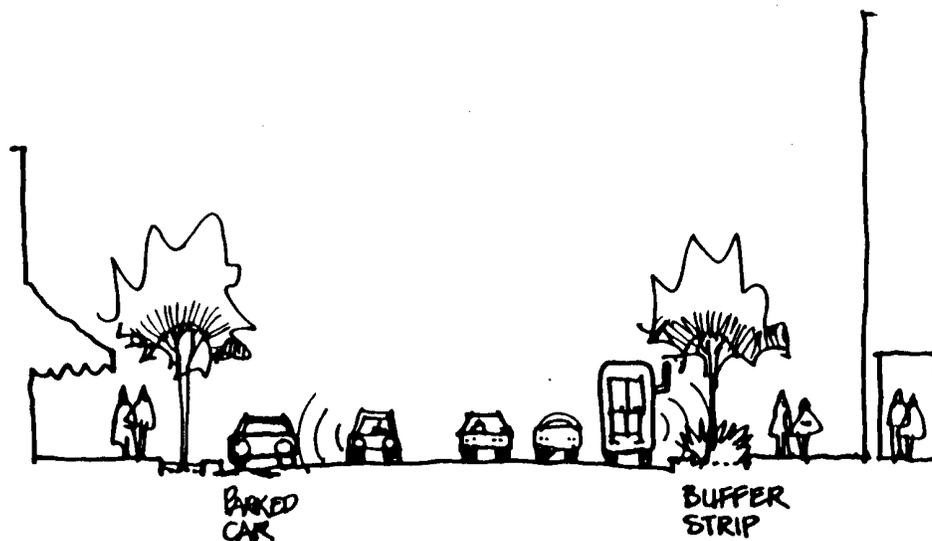
The Central Broadway Area has been inundated by the private automobile. The congestion in the commercial zone results in over-spill of traffic and parking into adjacent residential communities causing noise, danger to children and lack of resident parking.

2.1 On Broadway: street widening, left turn lanes and removal of curb parking are not advantageous to the pedestrian. On residential streets: reduced number of curb cuts, narrowing of the curb alignment emphasizing local versus through streets, or closure of cross streets are advantageous to the pedestrian.

## 3 On-street Parking

The provision of on-street parking is a convenience for people visiting shops and offices for short periods of time. Moreover, curb parking acts as a buffer zone between fast moving traffic and pedestrians on the sidewalk.

3.1 Curb parking should be retained where possible, and always when it is adjacent to blocks containing local shopping and residential units. Where parking is removed, a curb landscaping strip should be provided where there is no interference with loading areas.

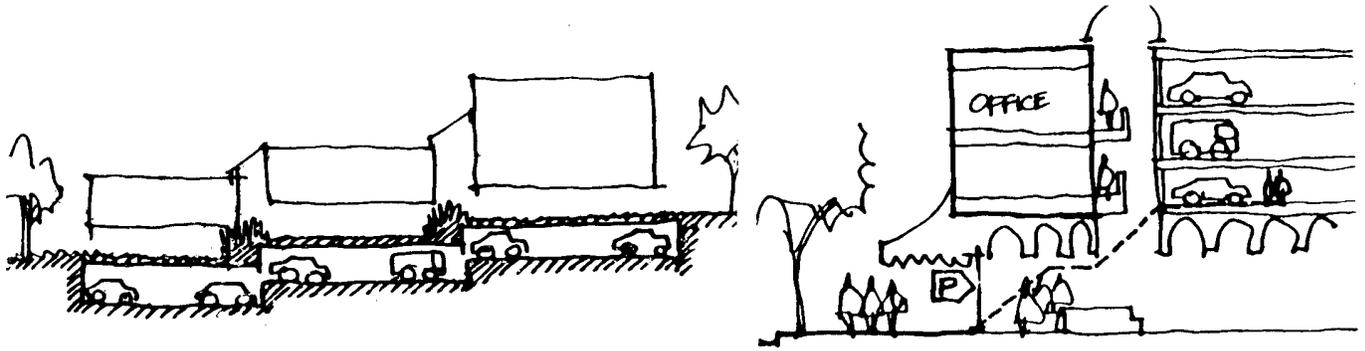


## 4 Off-street Parking

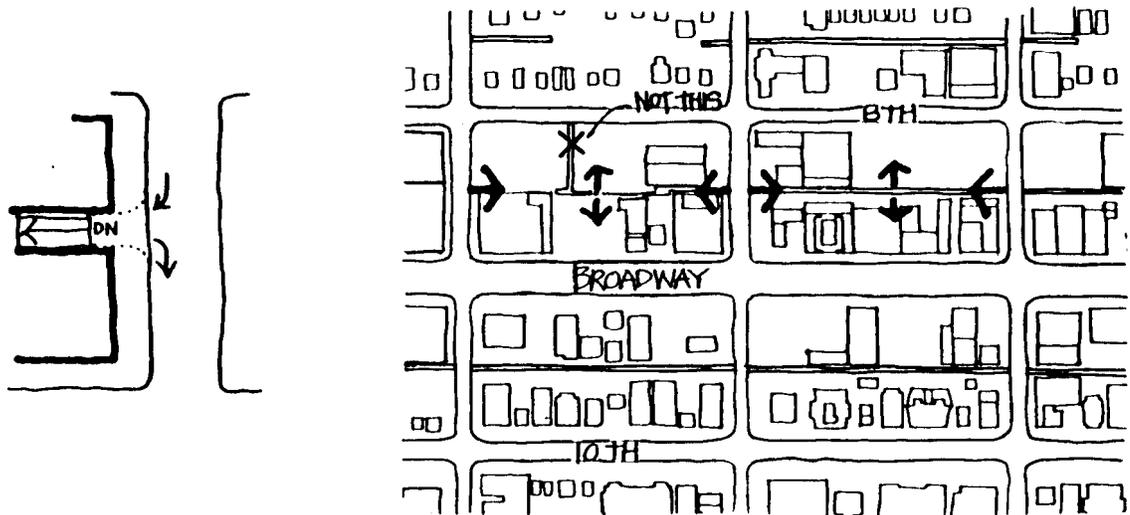
Large open parking lots detract from the flow of activities and the spatial order along a street.

4.1 Encourage out-of-sight parking, preferably underground.

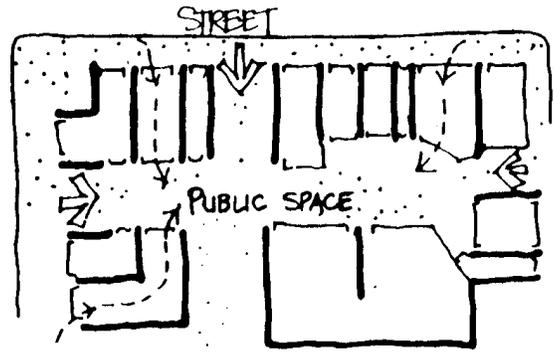
4.2 In the case of above grade parking, the ground floor should be used for public oriented activities like shops, restaurants, cinemas, and entrances to other buildings uses. Where possible, offices should front on the street line, located between it and above grade parking.



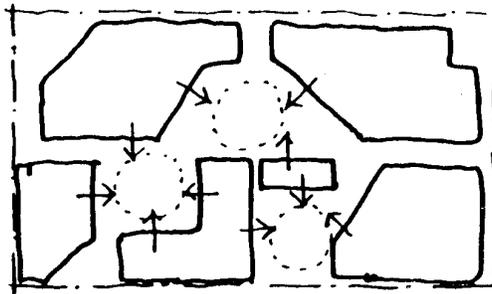
- 4.3 Pedestrian access to and from public parking areas should be visible from the street. This visual relationship assists people in finding their way.
- 4.4 Where parking can only be provided on grade, it should be located behind buildings that front onto the street and heavily screened with landscaping.
- 4.5 Locate sidewalk crossings to parking drives/ramps on the cross streets at the lanes to reduce the number of vehicles entering Broadway.



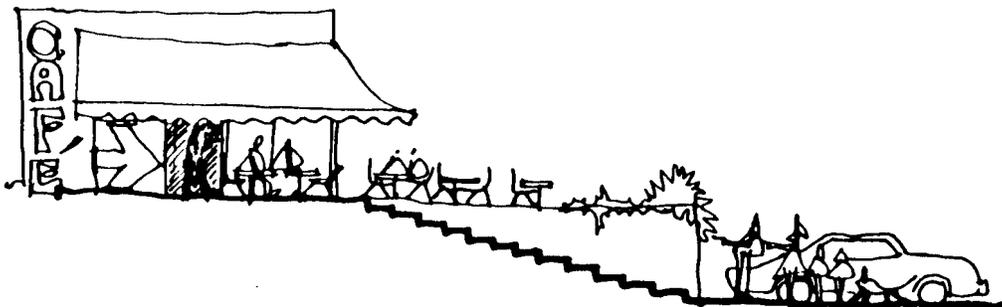
- 4.6 Entrances and exits to parking structures should not be located on adjacent streets (8th and 10th) thus lessening the disruption to adjacent residential communities.
  - 4.7 Access drives and ramps should be planned at right angles to the street consuming less of the street and pedestrian space.
- 5 **Lanes As Serviceways**  
 The lane system provides a viable access route for rear servicing in the commercial zone. Some larger projects have obtained the closure of the lane, thus interrupting the system. Lane closures should be planned according to the needs for the whole block.



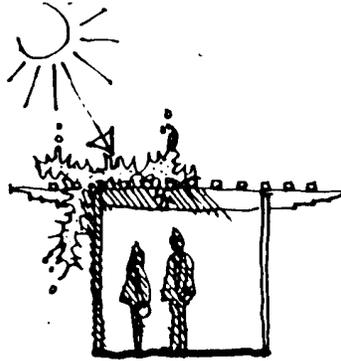
- 5.1 Lane closures should be discouraged if a proposed diversion is directed onto residential streets.
- 5.2 Any project requesting a lane closure should provide an equivalent area in the project for public use, either as open space or skylight covered open space.
- 5.3 Over-the-sidewalk servicing is feasible at non-peak traffic hours and adds to the vitality of the sidewalk in local shopping areas.
- 5.4 Avoid conflicts between pedestrian and service vehicle use of lanes.
- 6 **Usable Open Space**  
Too often open space is left-over in the wake of development with little consideration given to its use and comfort.
- 6.1 Shape new development to create usable courtyard spaces that are 'formed' by buildings and/or landscaping rather than spaces that 'surround' a building.



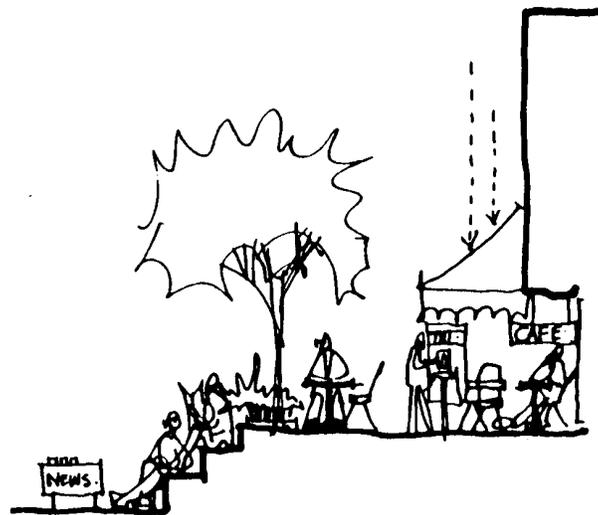
- 6.2 Locate uses and activities surrounding urban open spaces and major level changes to ensure usefulness and generate pedestrian traffic. Where pathways change level, or where elevated spaces are provided, the transition from street level should be easy with visual connections between the spaces.



- 6.3 Provide natural elements in open areas: trees for shade and scale, plant materials for spatial definition, water as a focus. Landscaping should be an appropriate size, at the time of planting, to satisfy these requirements.



- 6.4 Furnish open areas with places to sit and make provision for mail boxes, newsstands, kiosks, telephones, garbage disposal, information and displays. Provision of protected places reinforced with activities ensures enjoyable use on rainy, grey Vancouver days.



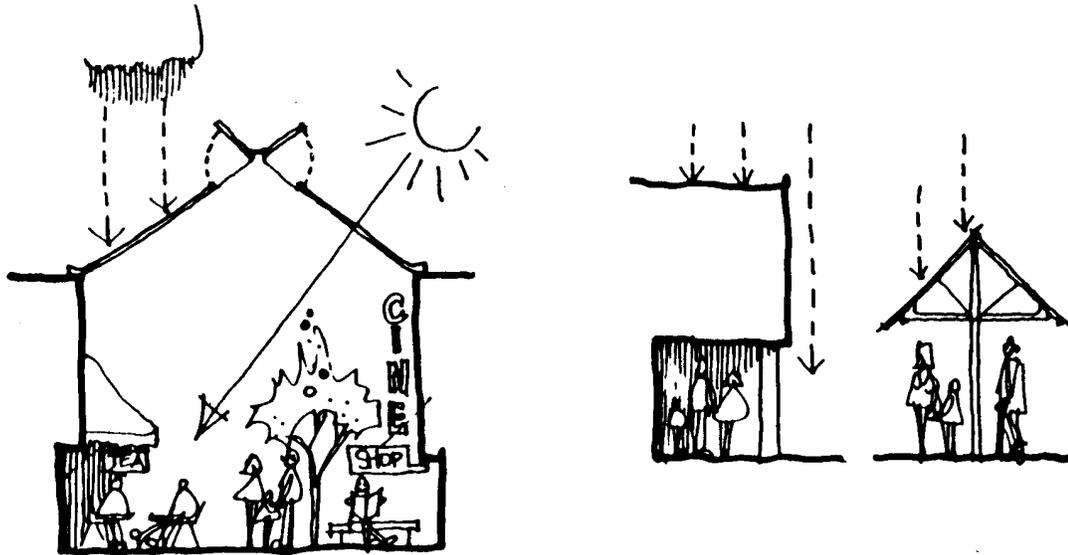
- 6.5 Roof areas are desirable outdoor spaces maximizing views, sun penetration, quiet and privacy.

## 7 Climate Control

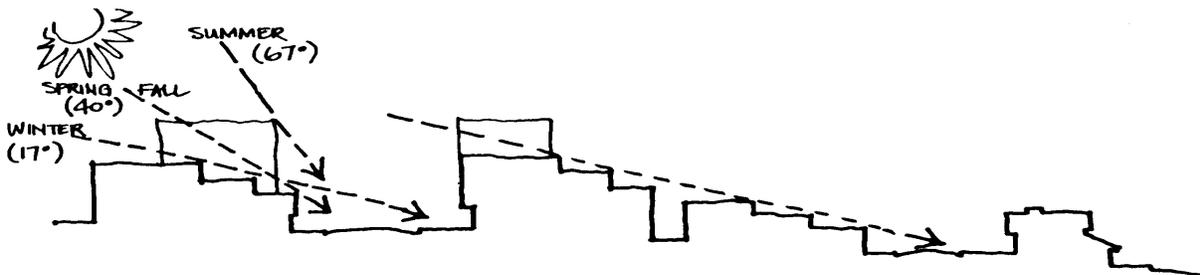
Sunshine is precious in Vancouver, particularly during winter months; rain and wind protection is all important in any new development. The provision of arcades and gallerias naturally lit with transparent or translucent cover represents an enmity for pedestrians in areas of high public use.

- 7.1 Shopping malls, circulation routes, and habitable areas located underground should be avoided in the City of Vancouver where the natural setting and moderate climate allows grade level opportunities.

- 7.2 New development, particularly in areas of high pedestrian traffic, should provide for wind (down draft), rain, and sun protection along sidewalks, e.g. awnings, canopies, colonnaded facades.



- 7.3 South side buildings should be limited in building height and/or width to ensure that sun falls on the north sidewalk at noon hour all year.
- 7.4 Buildings on the north side slope of Broadway should be sized and shaped to minimize shadow effect on adjacent communities to the north.



- 7.5 Locate and shape buildings to let noon hour sun shine into open space in office areas; morning, afternoon and evening sun in non-family residential areas.

## 8 Ground Floor Continuity

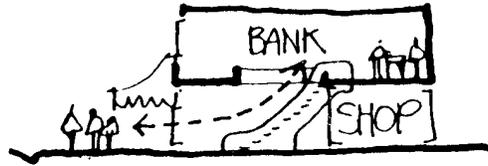
The ground floor plane is the place common to all users of the city - where face to face interaction can be maximized. New development should pay particular attention to street level design encouraging a variety of activities to occur and creating a street that is both comfortable to stay in and easy to find one's way through.

- 8.1 Ground floor building uses beside sidewalks are part of the street scene. This relationship should be heightened with maximum areas of clear glass.

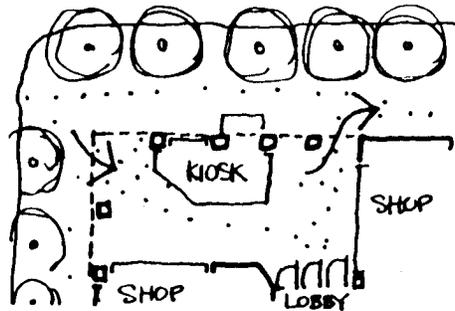
Points of entry to shops and building lobbies should open onto the street, sidewalk or adjacent courtyard as directly as possible.

Where lobbies are set back from the property they should be highly visible, clear glazed, easily recognized from the street.

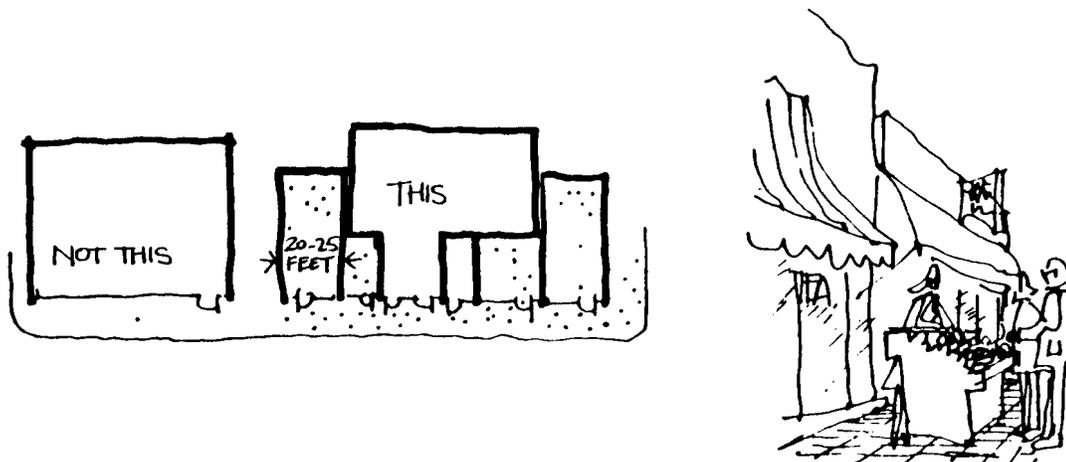
In order to ensure that people can easily find their way locate stairs, escalators and elevators from levels above to below grade so that they are clearly visible from the street.



- 8.2 Building thoroughfares should be provided in some new projects to create transition spaces between the public sidewalk and private occupancies at grade level. These spaces offer shelter and potential for shop or community displays and should preferably be accessible twenty-four hours a day.



- 8.3 Facades, storefronts, entrances and walls should be detailed to provide visual interest and variety, human scale and comfort.
- 8.4 Diversity along shopping streets may be created by encouraging narrow shopfront widths, and allowing tenants to chose their own plan configuration and storefront system, interior and exterior lighting, graphics and signage.

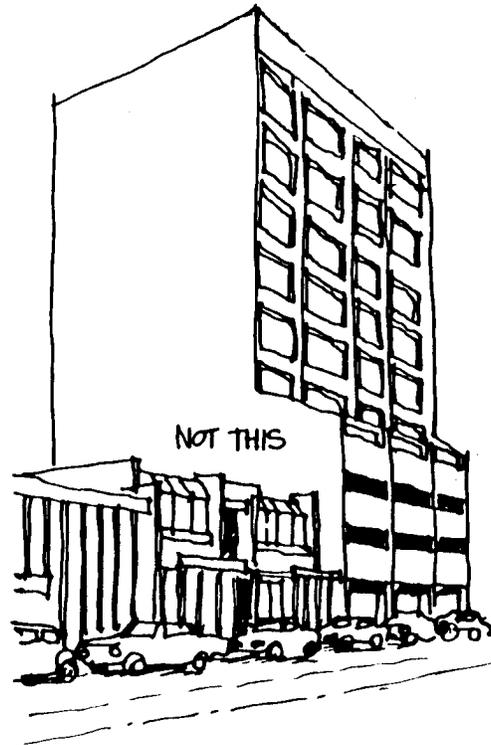


## 9 Building Character

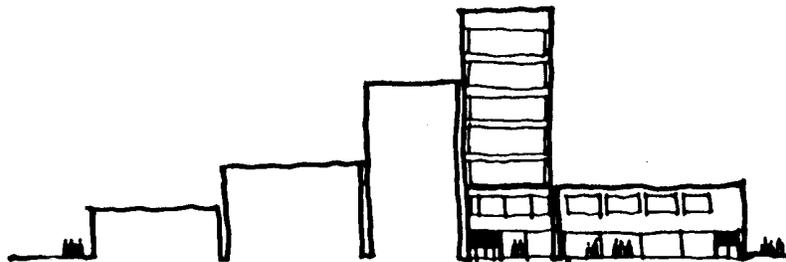
Various parts of Central Broadway have buildings of particular character. Too often new development pays little regard to neighbouring properties.

- 9.1 New development should compliment and strengthen the character of its surroundings in terms of scale, materials, colour and form.

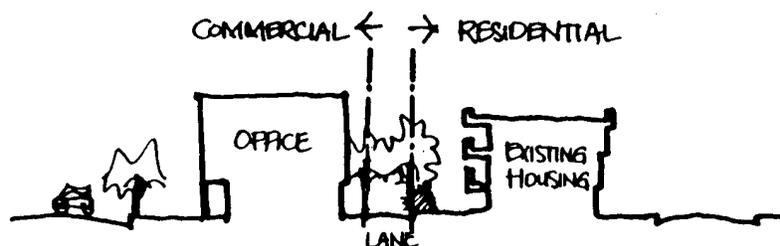
9.2 Average building height should reflect the predominant building height in the surrounding area.



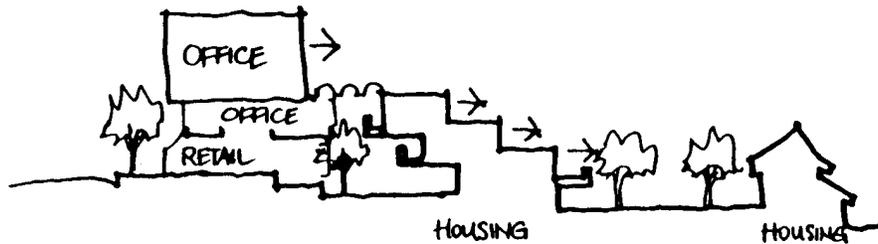
9.3 Where tall buildings are to be constructed beside very low buildings or beside small scaled areas encourage a gradient of building heights so that the change in scale is not too abrupt. The form and surface of the new building should be articulated to reflect the scale of the existing structures.



10 Privacy  
The commercial C-3A zone, a long thin strip, affects many residential areas along its length.

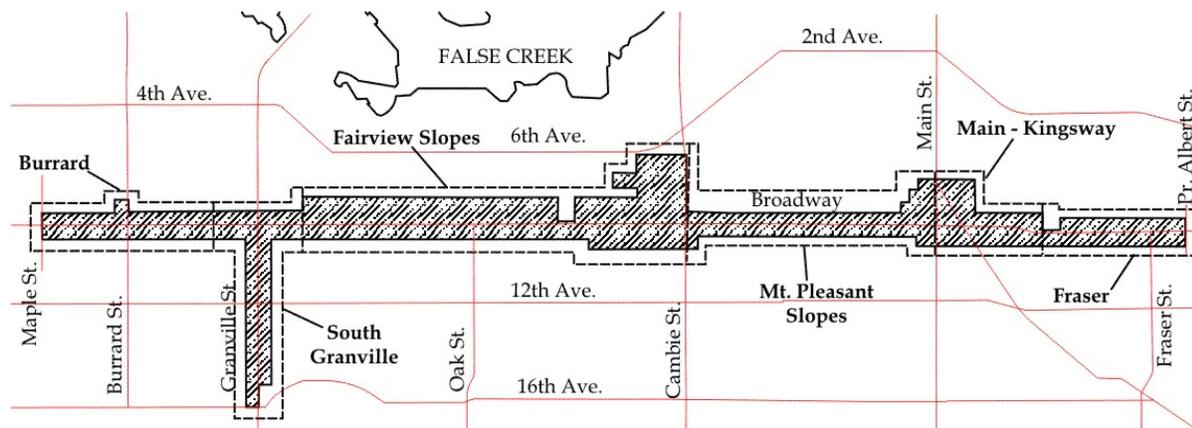


- 10.1 Adjacent residential communities backing onto the commercial zone should be assured of visual privacy from development within the strip.
- 10.2 Avoid offices looking directly into residential units and private open spaces by means of building orientation, trees and planting buffers adjacent to lanes.

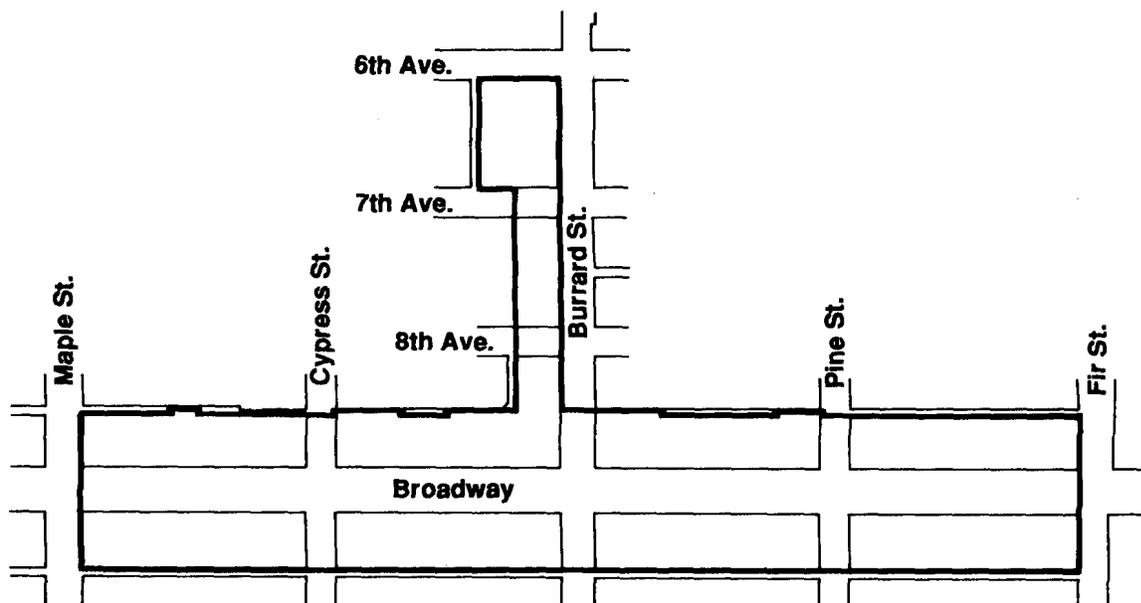


- 10.3 Encourage the grouping of compatible uses at the line where zoning changes; e.g. adjacent to residential areas, appropriately scaled housing within the commercial zone would buffer existing housing from commercial uses on Broadway.

**Part Three: Central Broadway Sub-Areas**



**Burrard Sub-area**



## **Sub-area Description**

### **Surroundings**

The sub-area is adjacent to IC Industrial and RM-3A Multiple Dwelling zones on the north and RM-3A Multiple Dwelling and RT-2 Duplex zones on the south.

The multiple dwelling zone west of Burrard Street is part of Kitsilano local area. The notable socio-economic factors include medium- to high-density, a high number of single and divorced persons, two or more income recipients per family and medium rents. There is a relatively high immigrant population as well as older persons in the over sixty-five age group. This part of the adjacent area is established in character although changes occur regularly on specific sites in response to high housing demand (see Information Paper No. 3).

The Burrard Sub-Area has a mixture of land uses including office, retail, housing and auto-oriented activity. Offices are generally two- and three-storey buildings with some located over grade level retail shops. Small scale retail shops line the west side of Burrard Street. Residential dwellings exist on Broadway, between Burrard Street and Maple Streets.

### **Movement**

North/South vehicular movement along Burrard Street between the bridge-head and 16th Avenue as well as southbound traffic on Fir Street from Granville Bridge are important traffic patterns. There is peak period congestion at traffic lights along Broadway.

Pedestrian use of the area is light with concentrations occurring at the Burrard/Broadway intersection. The north sidewalk is more heavily used by people moving between Maple and Granville during the day. Larger office buildings on the north side of Broadway account for this pattern.

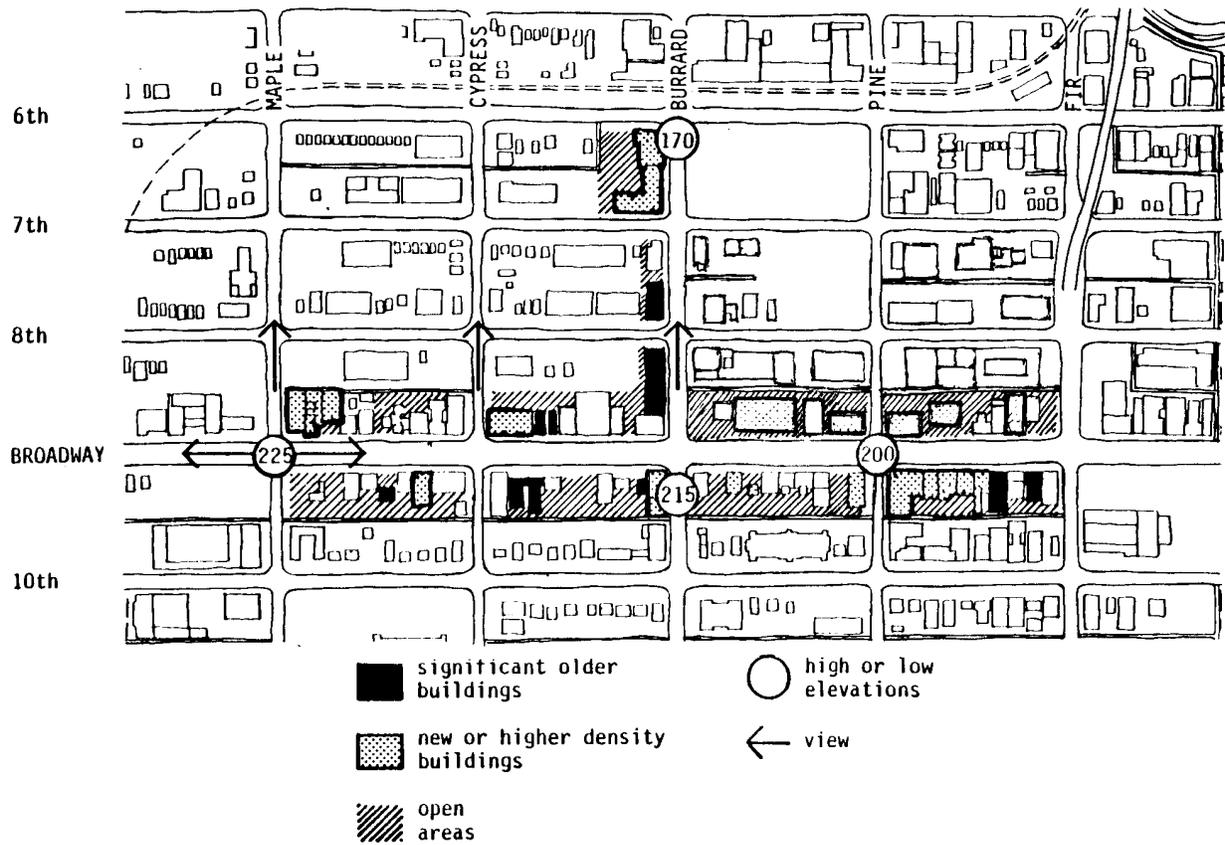
### **Physical Characteristics**

The Burrard Sub-Area is bounded on the west by a high point in the topography at the Maple Street intersection. From this point axial views occur along Broadway east towards the Alder intersection (Bowmac sign) and west towards Dunbar and Point Grey. Major north views occur at Pine Street to English Bay and the West End, Cypress Street to the Totem Pole in Hadden Park and Burrard Street to the Planetarium in Vanier Park and West End beyond.

The sub-area is characterized by mostly two- and three-storey structures. The south side of Broadway Avenue is built continuously at two storeys high whereas the north side has building heights varying from two to six storeys.

The street wall with buildings fronting on or near the lot line reinforces the continuity of this area. Low-rise structures on the south side allow good sunlight penetration and the taller structures on the north side provide variety of form, building height and bulk.

There are several significant older buildings in this sub-area. Most of these are residential structures that contribute to the scale and diversity of use along the street. A lack of continuity in form, materials and street level detailing is shown in new development that is detrimental to the overall character of the sub-area. There are a high number of new two- and three-storey office structures that are changing the face of the area.



### Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. Some have been categorized as either 'A', 'B', or 'C' category buildings. Buildings not specifically categorized by the V.H.A.C. are included if considered important in terms of the contribution they make to the general character and amenity of the street or area.

- 1871 & 1863 W. Broadway - 'C' Category
- 1946 W. Broadway
- 1886 W. Broadway
- 1876 W. Broadway
- 1812 W. Broadway
- 1636 W. Broadway
- 1616 W. Broadway
- 2397-2351 Burrard
- 2455-2401 Burrard

### Guidelines

#### 1 Use and Activity

##### 1.1 Residential

The adjacent residential areas north and south of Broadway touch the commercial zone between Maple and Burrard. Significant older residential buildings exist along Broadway at this point. Encourage more housing to increase the nighttime population, street security and to reinforce the existing residential pattern.

##### 1.2 Office Uses

New offices should be located between Burrard and Fir to reinforce development trends. Location of retail facilities at grade level should provide support services to the office population and continue the commercial character of the street.

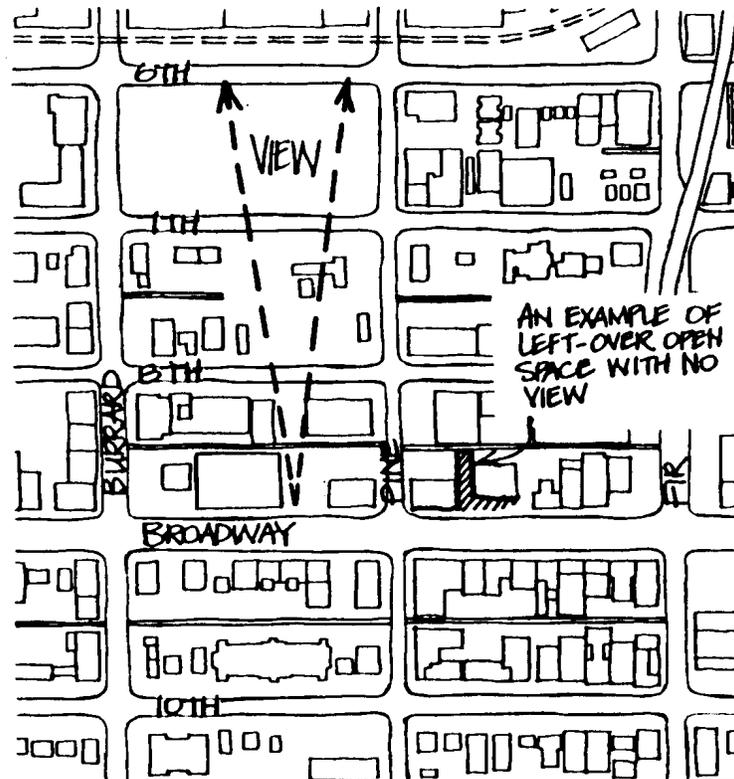
### 1.3 On-Street Parking

On-street parking between Maple and Burrard and on the west side of Burrard should be maintained except during peak periods. It is a vital buffer for residential use and convenient for short term shopping.

## 2 Street Level

### 2.1 Open Space

Street wall continuity exists along the south side of Broadway. Any on-street open spaces in new development should be minimal so as not to interrupt the current pattern.



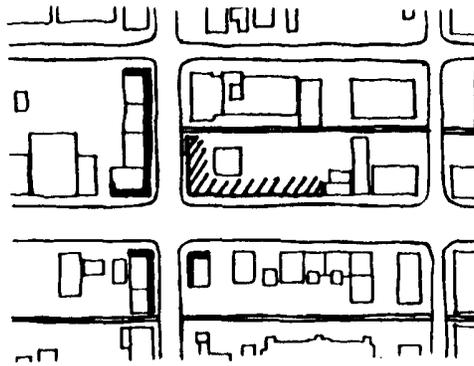
Open spaces between office buildings on the north side of Broadway from Burrard to Fir should maximize the north view potential.

### 2.2 Street Trees

Tree planting along curbs throughout the sub-area should be encouraged. Two different types of trees should be planted to distinguish between Burrard and Broadway. They should be medium height and texture, in scale with development in the sub-area.

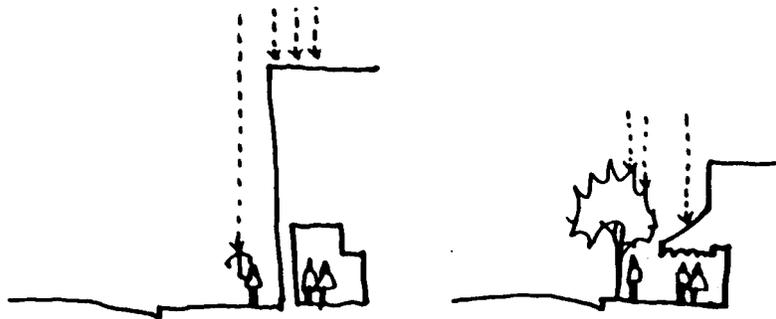
### 2.3 Burrard-Broadway Intersection

With new office development growing in the area pedestrian use of this intersection will increase. The service station use at the corner fails to contribute positively to either the physical form or to the amenity of the street. Small scale infill uses or total site redevelopment should be encouraged to complete the form and activity of the intersection.



2.4 Rain Protection

Buildings on both north and south sides of Broadway should offer rain protection to pedestrians. Large buildings with fifty feet or more frontage could have arcades or canopies, smaller shop fronts should have awnings over the sidewalk.

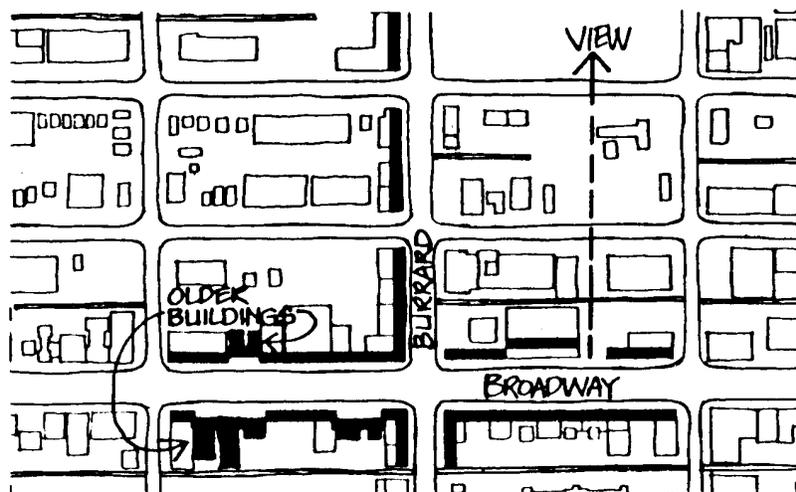


3 Building Form

3.1 Street Wall Length

The Burrard Sub-Area is characterized on the south side of Broadway by almost continuous two storey structures differentiating it from the sub-areas to the east and west. Certain buildings have been set back with no apparent contribution to the street. Maintain the building frontages on the property line on both sides of Broadway and the west side of Burrard.

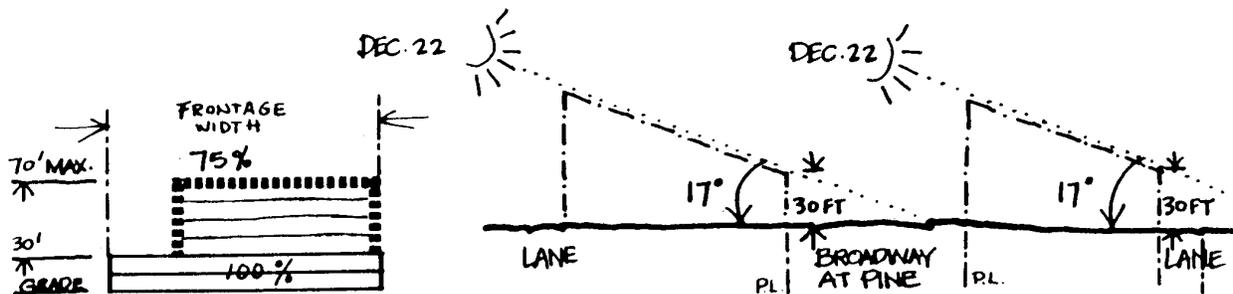
The north side of Broadway between Burrard and Fir Streets offers the opportunity for north facing views. View corridors established in this block should be continued through and between buildings to the north.



### 3.2 Street Wall Height

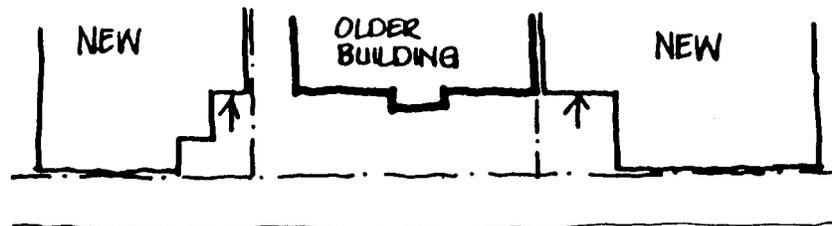
The criteria for building heights along Broadway are based on sun penetration into the street and into adjacent residential and office properties north of the C-3A zone:

- (i) two storeys, 30 feet maximum (matching existing buildings where possible) as continuous development on the south side of Broadway;
- (ii) north side of Broadway, two storeys, 30 feet maximum at the lane; and
- (iii) buildings 3-6 storeys in building height to either terrace according to the sun angle diagram or to occupy not more than 75% of the site's frontage on Broadway above two storeys.



### 3.3 Significant Older Buildings

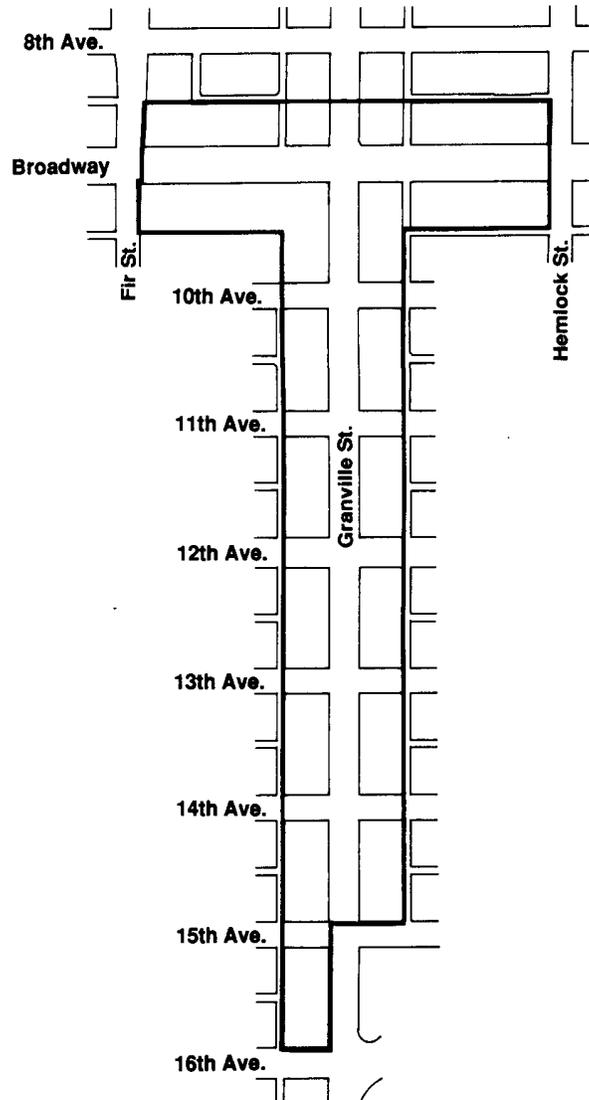
Where new construction abuts significant older buildings the building heights, materials and important features of the facade should be compatible. Several older residential buildings are set back from the street. Development of adjacent properties should respect the set back for a portion of the site beside the older building.



### 3.4 Highest Buildings

The north side of Broadway between Burrard and Fir Streets in the area where a pattern of higher development currently exists. Encourage higher buildings between Burrard and Fir, on the north side of Broadway, to reinforce existing development patterns and topography and to create new view corridors towards the north.

## South Granville Sub-area



### Sub-area Description

#### Surroundings

South of Broadway the adjacent areas are zoned RM-3, Multiple Dwelling Districts. These districts on both sides of the commercial zone are high-density and established in character. The residents of these adjacent areas depend on South Granville for numerous support services within walking distance of their homes. The resident socio-economic mix is diverse according to age-groups with a relatively high number of middle-age and older persons who receive generally higher incomes than those in other areas adjacent to the C-3A zone. There is a medium to high number of dwellings that were constructed before 1946 providing rental units which vary in cash rents depending on location and quality (see Info. Paper No. 3).

All of the adjacent areas surrounding South Granville contribute to its success and diversity of use and activity. The relationship is based on pedestrian access to vital services that fulfil the needs of neighbouring residential, office and industrial areas.

#### Use and Activity

South Granville is predominantly a pedestrian oriented commercial retail area. There are a few large office buildings and numerous second and third floor residential units. Retail facilities fulfil local and regional needs. Within the area there is a diversity of activities including specialty shops, antique stores, art galleries, a theatre and restaurants that serve as meeting places in the community. The combination of office, retail and residential use makes South Granville a pleasant place to be. These uses support numerous activities that give this sub-area a unique quality recognized by many people throughout Vancouver.

## **Movement**

South Granville is a major north-south arterial busy most hours of the day. The parallel streets Hemlock and Fir carry peak loads to and from the Granville Street Bridge. Granville street is a gateway to the city as well as a distributor of local and retail oriented traffic. Major flow in the east-west direction occurs along Broadway, 12th and 16th Avenues. Prohibition of on-street parking during peak periods eases congestion along the street.

Granville Street, especially south of Broadway, is busy with pedestrian activity from mid-morning to mid-evening. Pedestrians cross Granville Street in response to shopping activity and residential destinations on either side of the C-3A zone.

Servicing of offices and retail stores takes place in the lanes parallel to the street and over the sidewalk on Granville.

## **Physical Characteristics**

Granville Street at 16th Avenue serves as an arrival point or gateway to the downtown. The topography at this cross street is a high point of land affording excellent views across False Creek to the West End. At Broadway the topography falls off to the north such that views begin to open up over existing low-rise retail buildings.

The north-south axis of the street results in excellent sun penetration to both sidewalks during mid-day. East and west sun enters the street space due to the number of low buildings in the area.

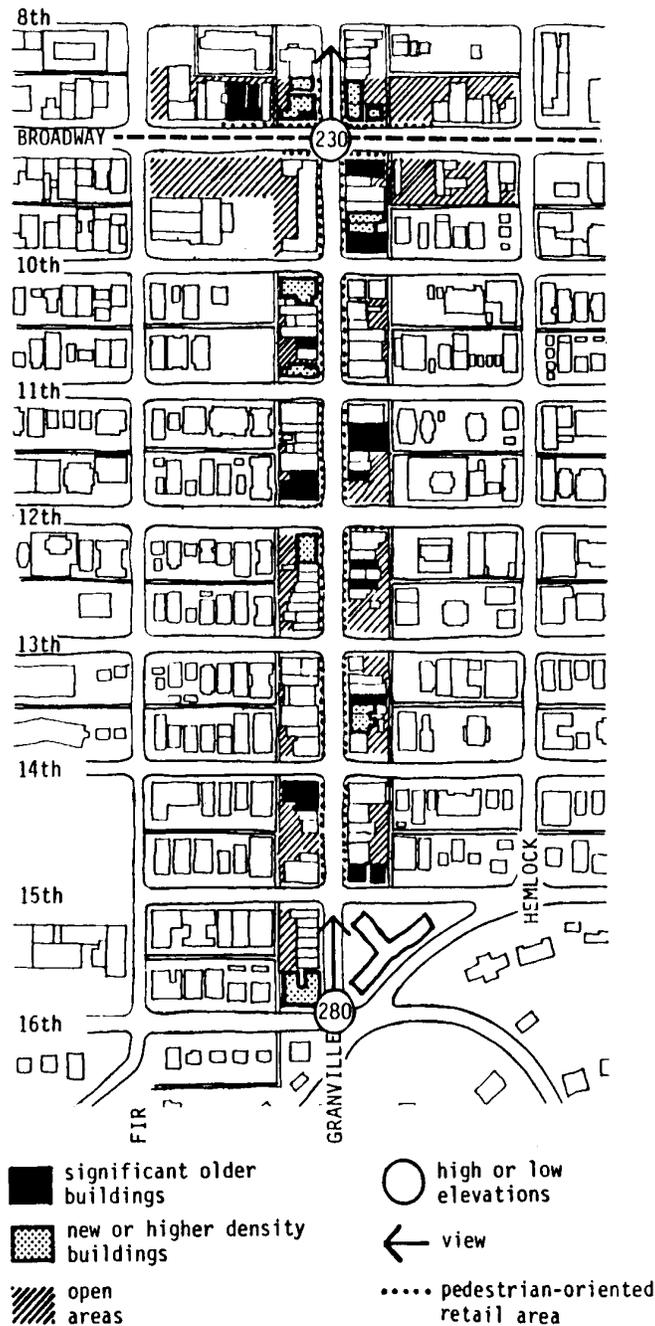
The sub-area is characterized by one-, two- and three-storey buildings with three larger office buildings and one higher apartment block. It is a continuous and enclosed street due to contiguous buildings fronting on their respective lot lines. The narrow shops are often one storey in front with similar store window design, doorways, awnings and signs perpendicular to the facade.

There are seven buildings four storeys or more in building height. These structures create a diversity in building height without blocking sun-light penetration. Several buildings have second and third storeys set back from the front property line.

The sidewalks are somewhat protected from passing cars by automobiles parked parallel to the street. Awnings and overhead signs form a "ceiling" in scale with pedestrian activity and a diversity of shop fronts invite views into stores for the passer-by.

Traffic on Granville Street moves at a higher rate of speed north of Broadway. Both Fir and Hemlock Streets form edge conditions and hence become natural boundaries for this sub-area. For these reasons pedestrians move more in a north-south direction until they intersect Broadway Avenue. Granville Street south of Broadway is often a primary destination at lunch time.

Within the sub-area approximately half the buildings are either significant older buildings or recently constructed buildings of higher density. These are the structures that possess criteria for permanence. Numerous older frame and masonry buildings typify a west coast style that will never be duplicated. The remaining buildings, for the most part, could be replaced with new construction which respects the existing design characteristics, street scale and continuity within this sub-area.



### Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. Some have been categorized as either 'A', 'B' or 'C' category buildings. Buildings not specifically categorized by the V.H.A.C. are included if considered important in terms of the contribution they make to the general character and amenity of the street or area.

- 1535 W. Broadway (Windsor Court) - 'C' Category
- 1501 W. Broadway
- 2596 Granville (Chapman Block) - 'C' Category
- 1490 W. Broadway (Dick Building) - 'B' Category
- 2637 Granville
- 2741 Granville
- 2740-50 Granville (Stanley Theatre)
- 2774-2776 Granville
- 2799 Granville (Douglas Lodge) - 'B' Category
- 2930 Granville - 'B' Category

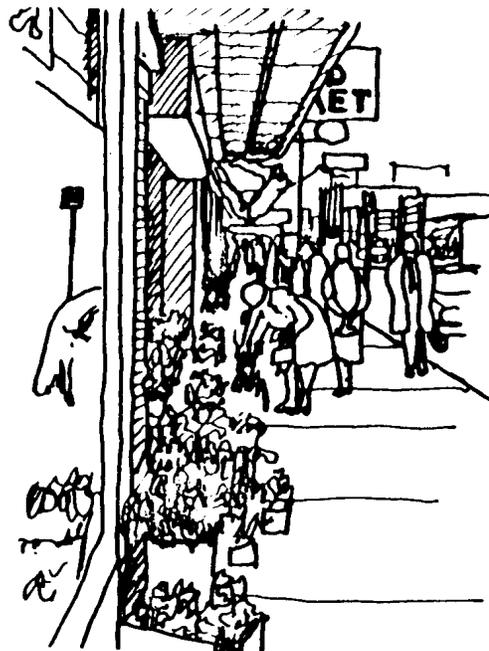
2830 Granville  
2810-2814 Granville  
3003-3007 Granville  
2930 Granville - 'B' Category  
3025 Granville  
3084-3086 Granville  
1483 W. 15th

## Guidelines

### 1 Use and Activity

#### 1.1 A Shopping Street

Local and district shopping uses should be the dominant activity in any new development in the Granville Sub-Area. Continuous small scale frontages expressing variety and diversity of activity for shoppers are appropriate for all of ground level.



#### 1.2 Corner Locations

The corners of intersections are places where people come together from several directions. The location of banks, trust companies, insurance agents and other uses that cater to a selective public should be discouraged from corners. Uses that generate the broadest cross-section of the public - restaurants, cafes, groceries, public libraries - are more appropriate activities.

#### 1.3 Office Uses

New office development should be local in character and scale, serving the needs of adjacent communities with tenants like dentists, doctors, lawyers and accountants. Grade level should always be devoted to retail functions.



#### 1.4 Residential

Many older buildings have residential occupancies on levels above grade. Residential accommodation is appropriate in new development within the commercial zone since it adds the

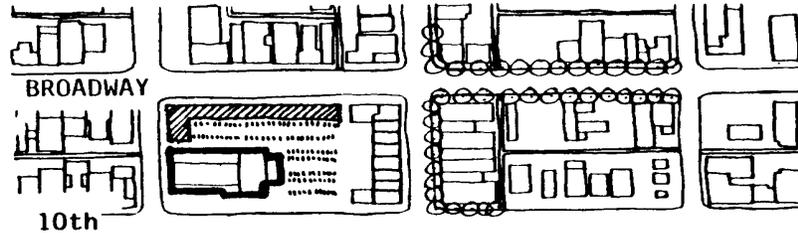
vitality of a night time population to the area. Moreover, with more people living in the area, the security of constant surveillance of the public street is made possible.

1.5 On-Street Parking

The location of on-street parking on both sides of South Granville south of Broadway supports the functioning of the shopping area for short-term trips. During peak periods one side is removed. At least one side should always be available for short term parking during peak periods and both sides at the other times.

1.6 School Board Parking

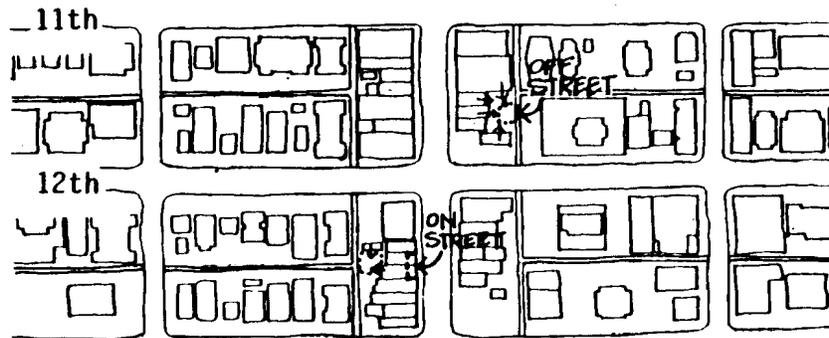
Office and retail use on the Broadway frontage should be investigated to extend Granville character west to Fir Street.



2 Street Level

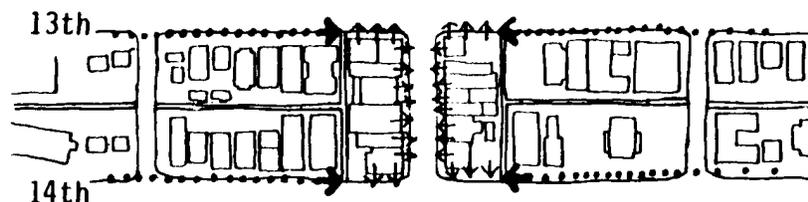
2.1 Open Space

On street open spaces in this area tend to interrupt the retail and pedestrian continuity along the strip. Any open areas provided by new development should be small off-street courts lined with public uses. Alternatively, shops with deep storefronts, capable of being opened up during the day, can provide open areas for outdoor marketing and eating.



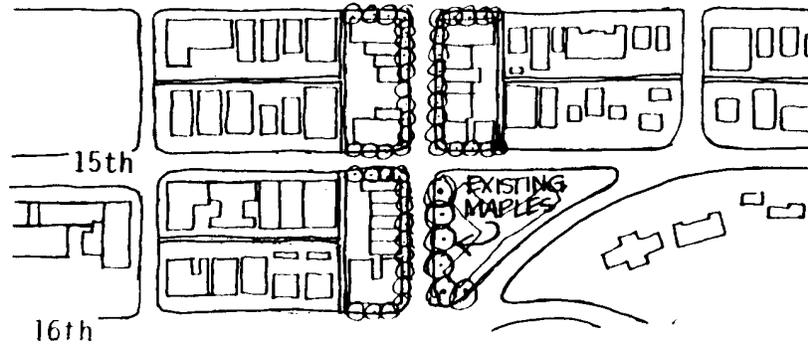
2.2 Paths

People moving to Granville from adjacent residential areas use existing sidewalks along the east-west streets. By introducing glazed storefronts and entrances on these streets between Granville and the lane a continuity of shopping activity extends around corner properties.



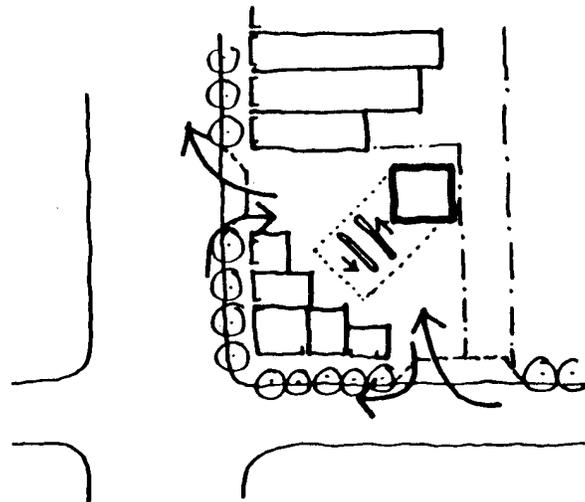
### 2.3 Street Trees

Tree planting along curbs on Granville Street is a priority. The selection of a deciduous tree (two inch minimum calliper planted every twenty feet) should be made on the basis of a flowering tree to provide a special identity for this sub-area. These trees should be planted along Broadway as far as Hemlock and Fir Streets and along east-west streets, to the lane where existing planting now ends.



### 2.4 Gas Stations

Generally, usage of this type creates vast openings in the order of the street and interrupts the flow of pedestrian activity. New stations should be discouraged in the South Granville area. Heavy planting or infilling of frontages with tiny shops are two means for reducing the visual impact of gas stations.

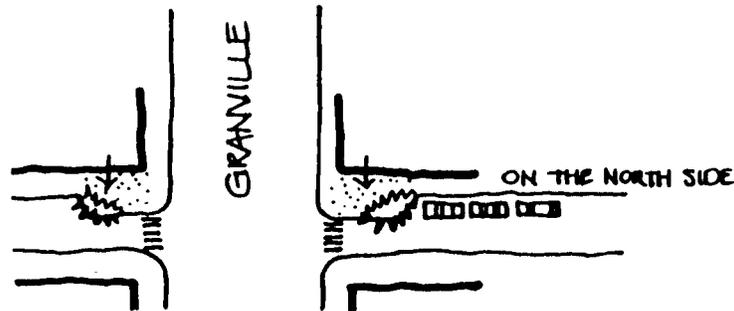


### 2.5 Truck Servicing

Lanes are currently used for off-street loading and should be retained by all new development. Over-the-sidewalk loading adds to the life and activity of the street and need not be discouraged during non-peak traffic hours.

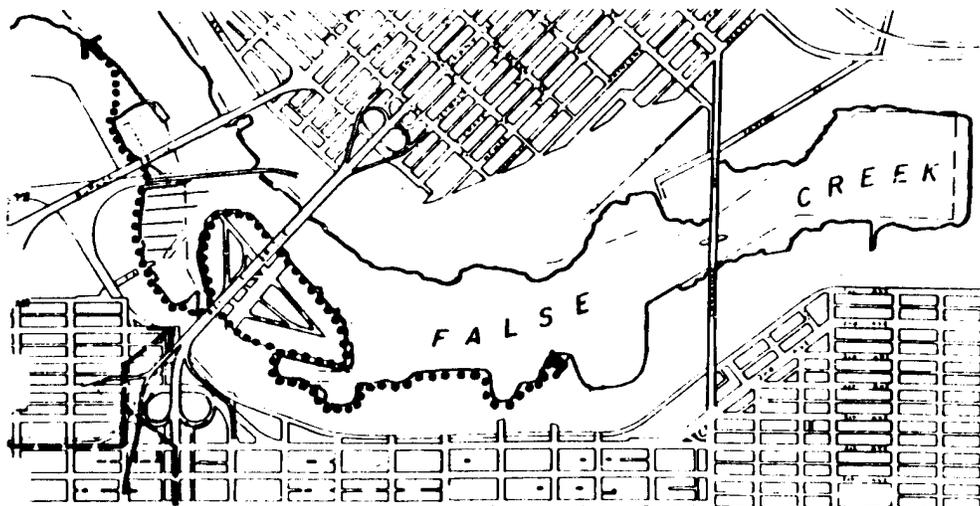
## 2.6 North-South Crosswalks

Consideration should be given to narrowing east-west streets south of Broadway (except 12th Avenue) to two lanes width at Granville to provide small street spaces and to reduce the length of the pedestrian crossing.



## 2.7 Pedestrian way to False Creek

The installation of a grade-separated footbridge to Granville Island should be investigated to connect South Granville with the public amenities of False Creek.



## 2.8 Rain Protection

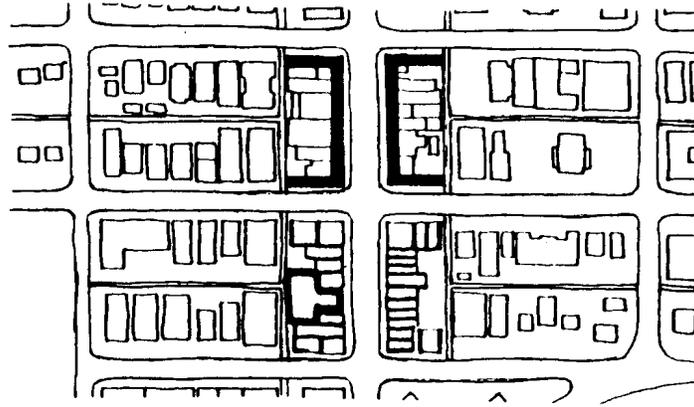
Awnings are a characteristic means of rain protection to pedestrians in this sub-area. Encourage the use of colourful awnings on both sides of Granville Street.

## 3 Building Form

### 3.1 Street Wall Length

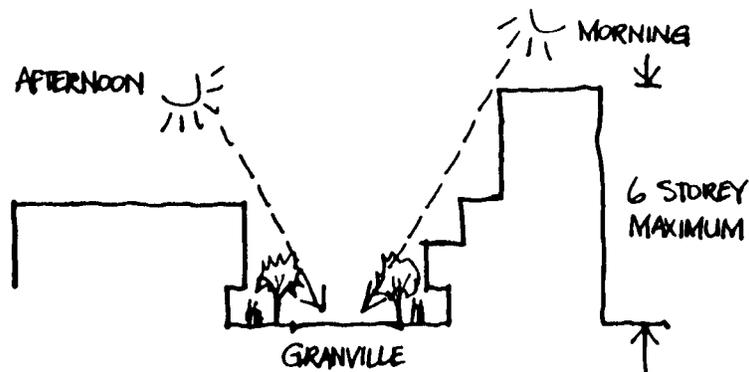
Building facades along Granville should be built on the fronting property line to retain the existing order of the street space. The length of the wall can be continuous between east-west streets.

The frontage width of ground floor uses should be limited to 20 to 30 feet to maintain a diversity of shopfronts. Larger uses should be narrow at the street and expand behind other shops.



### 3.2 Street Wall Height

New development should be built to a building height that matches existing adjacent structures up to three storeys in building height. Floors above this building height up to six storeys should be set back to allow for greater sun penetration into the street during the morning and afternoon. Large scale developments with point block towers are inappropriate to the character of this area.



### 3.3 Significant Older Buildings

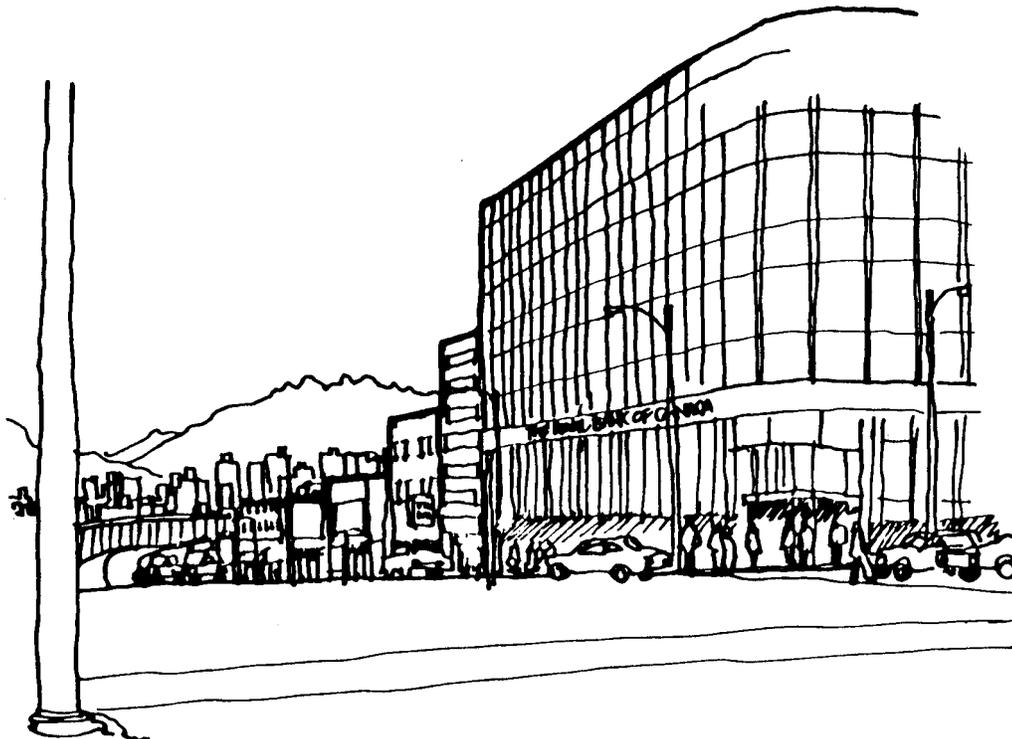
Many older one- to three-storey buildings reinforce the character of South Granville with detailed facades (cornices, window sills, bay windows, storefronts, brickwork, mouldings and ironwork). Encourage the retention and restoration of these structures.

Where development is to be located beside significant older buildings, height, cornice lines, window locations, storefront and moulding lines should be respected and enhanced by the new neighbour.



### 3.5 Building Corners

Public access to uses on corners should occur at the corner. 'Soft' corners, buildings that are indented or colonnaded, provide public short cuts through the building, places to wait out of the rain as well as visual widening of the intersection.



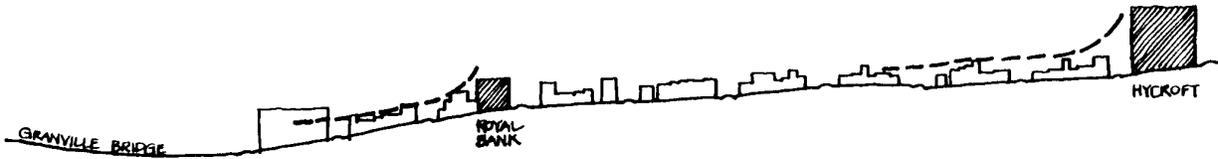
### 3.6 Granville Continuity to Fir and Hemlock

Many office workers gravitate to South Granville at noon hour. By encouraging development on Broadway that extends the character of South Granville to Fir on the west and Hemlock on the east the sub-area amenities are brought closer to the employment centres of Burrard and Fairview Slopes sub-areas.

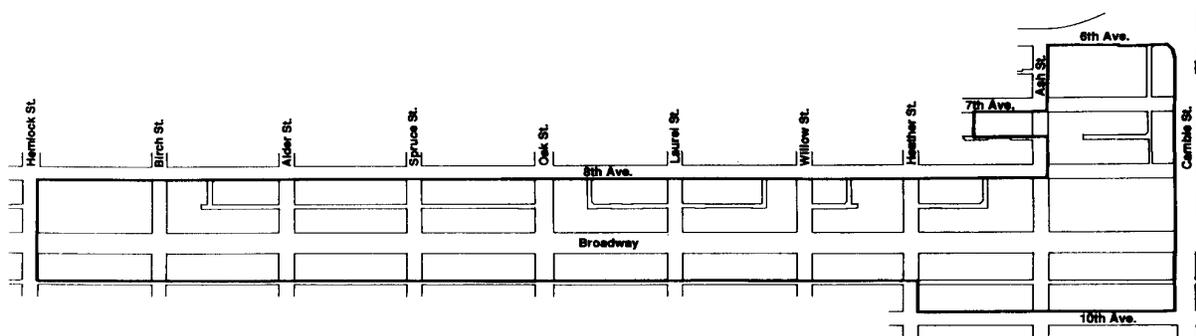
### 3.7 The Granville Gateway

The street slopes significantly along the north-south axis between 15th and 16th and north of Broadway. The construction of buildings terracing up these slopes with the highest structures at the high points (Hycroft at 16th, Royal Bank of Canada at Broadway) accentuates the topographic form of the area.

Encourage this gradient in building profiles to maintain the existing open views towards the city and mountains from the gateway at Granville and 16th Avenue and from Granville and Broadway.



### Fairview Slopes Sub-area



#### Sub-area Description

##### Surroundings

The sub-area is adjacent to the Fairview Slopes mixed-use zone on the north and multi-family residential and institutional zone on the south. Eighth Avenue is a residential street with single detached houses on the north side. Tenth Avenue, for the most part, has single detached houses and walk-up apartments on the north side that are adjacent to the C-3A zone.

North of Broadway the Fairview Slopes has numerous significant older buildings some occupied by owners and others supplying rental accommodation. The resident socio-economic mix is diverse with a relatively high incidence of recent immigrants, singles and divorced persons (see Information Paper No. 3).

South of Broadway the adjacent area is divided into two parts. West of Oak Street there are apartments. East of Oak Street, Vancouver General Hospital and related institutions occupy land from 10th to 12th Avenues. The housing south of Broadway is relatively established and stable whereas V.G.H. may change by increasing its floor space, services, employment and parking. The resident socio-economic character is generally higher in terms of incomes and rents, density (people per net acre) and married and divorced persons. There are relatively lower numbers of single persons.

The Vancouver General Hospital generates significant employment, pedestrian activity, parking traffic and visual impact. V.G.H. affects Broadway as well as adjacent residential areas.

##### Use and Activity

The Fairview Slopes Sub-Area is the centre of medical/dental services for the City of Vancouver. It has direct vehicular and bus access from surrounding districts and thrives on close proximity to the Vancouver General Hospital and its private professional offices and clinics, drug stores and other medical/dental retail outlets.

The sub-area is dominated by regional and district offices and retail with a high number of automobile sales and service centres. There are few local area support services. Nighttime activity includes hotels, pubs and

bars, auto sales and drive-in restaurants. Much of the sub-area is open space devoted to the automobile for sales, display and parking.

## **Movement**

Vehicular traffic at peak periods along Broadway, congests at the Willow/Heather Street intersections. This congestion is caused by employee and visitor/client parking for V.G.H. and the major office buildings. Morning traffic moves north along Hemlock loading onto Granville Bridge. Cambie Street and Oak Street carry high volumes of north-south traffic. These intersections are operating near capacity at peak periods and, therefore, cause restrictions to through traffic moving east and west along Broadway.

Pedestrian movement along Broadway is generally limited to short time and distances per person. The major activity is concentrated near high-rise office buildings and V.G.H. People from the residential districts north and south of the C-3A zone do not contribute to major pedestrian movement along or across Broadway. The sub-area is generally automobile oriented, with people driving to work, shopping and entertainment.

## **Physical Characteristics**

The high point of the topography of the Broadway Corridor occurs just west of Alder Street (elevation, 250 feet). It is between Hemlock and Oak Streets that the north facing slope of Fairview is the steepest. Structures in the Fairview Slopes are low enough to facilitate prime north views from street level.

From Hemlock to Alder Streets, the north side of Broadway is predominantly open space (car lots) and one-storey buildings; the south side is two- and three-storey buildings. There is little continuity of building style, material or colour in this part of the sub-area.

From Alder to Oak Streets there is a notable change in character due to an increased continuity of street facades and the presence of high-rise structures at Alder. The Bowmac sign and 1177 Broadway building are high elements located on high topography serving as reference points from many parts of the city. Two- and three-storey buildings exist on both sides of the street.

From Oak to Heather Streets the Broadway street wall is dramatically interrupted with several high-rise buildings. Building heights, material textures and cornice lines differ and yet there is a continuity of light coloured stucco and concrete. The Fairmont Medical Building and the Stanzl Building both blank out the sun during winter months and cast long shadows on adjacent areas.

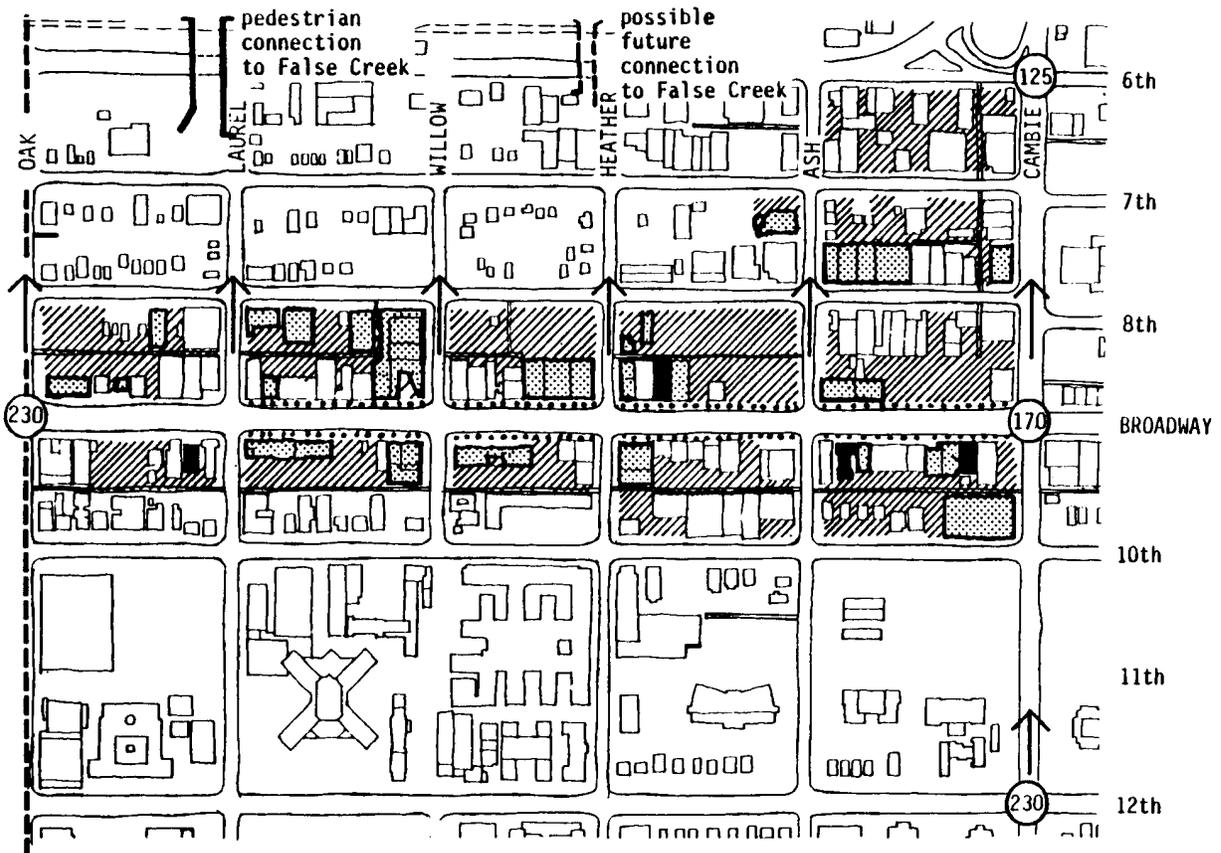
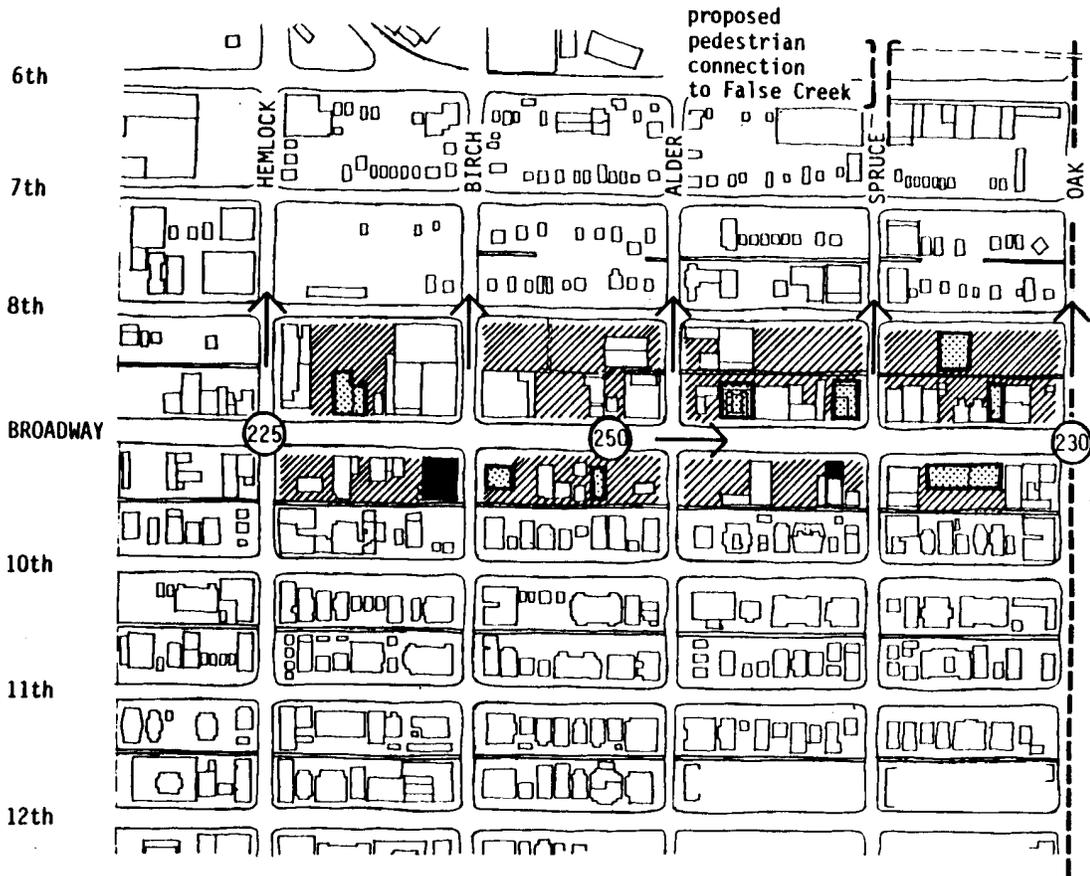
From Heather to Cambie Streets the north side of Broadway is predominantly open space and one-storey buildings. The south side is a mixture of one-, two- and three-storey structures. The area's character is low-rise and open in contrast to the physical form to the west.

Between 6th and 8th Avenues and Ash and Cambie Streets, manufacturing, wholesale and warehouse uses are not consistent in physical character with the central Broadway corridor. This area relates more to the Fairview Slopes FM-1 zone to the west and the Mt. Pleasant Slopes I-1 zone to the east.

The Cambie Street frontage is currently made up of office and retail uses that are compatible with the Broadway corridor. However, the east side of Cambie, currently I-1 zoning, is wholly auto oriented creating an imbalance in terms of activity and form on opposite sides of the street.

There are several significant buildings in the sub-area. Both old and new structures should be considered valuable to the further development of sub-area character.

At present the Fairview Slopes sub-area of Central Broadway lacks a positive internal image. Many buildings on the street lack planning and design continuity with an obvious disregard for neighbouring properties. Many land ownerships on the North side of Broadway extend through to 8th Avenue and locate parking, automobile storage and other incompatible uses adjacent to housing on the Fairview Slopes. To date the location, shape and orientation of tall buildings and their grade level built form negate the principles of design which address the maximization of view, sunlight and continuity of urban form and activity.



- ← view
- ..... pedestrian-oriented retail area
- significant older buildings
- ▨ new or higher density buildings
- ▨ open areas
- high or low elevations

## Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. These buildings, while not specifically categorized by the V.H.A.C., are considered to be important in terms of the contribution they make to the general character and amenity of the street or area.

1312 W. Broadway  
1112-1114 W. Broadway  
685 W. Broadway  
916 W. Broadway  
566-568 W. Broadway  
514 W. Broadway

## Guidelines

### 1 Use and Activity

#### 1.1 Local Services

The local residential community of Fairview requires local shopping services such as corner convenience stores, cleaners, laundromat, delicatessens, and nighttime restaurants. These services would also satisfy certain needs of the office and hotel populations on Broadway.

#### 1.2 Hotel and Night Life

At present there are two existing hotels with another in the planning stages. A concentration of this use coupled with night life activities - clubs, restaurants and pubs - is most appropriate for this sub-area on Broadway.

#### 1.3 Residential

The adjacent residential areas touch the commercial zone on both north and south sides west of Oak Street. Encouragement of housing in new projects along Broadway between Oak and Hemlock will bring a higher nighttime population to the area and create a continuity of the Fairview residential use between north and south sides of the strip.

Many land holdings along the north side of Broadway extend through to 8th Avenue. The location of low-scale housing on the side of 8th will compliment the existing use and character of this street. Ground level in this development should be human occupancy - housing, retail, community oriented commercial office or light manufacturing - not auto or storage use.

Residential uses should be encouraged on the south side of 8th Avenue between Hemlock and Heather by limiting commercial uses to 50% of gross floor area in a single development for all developments which exceed 1.0 floor space ratio. Also, in the case where a development extends all the way from Broadway to 8th Avenue, the 8th Avenue portion of the development should be approximately 50% residential.



#### 1.4 Parking

Non-resident parking during the day on local streets in Fairview has become an acute problem since it is free for an unlimited length of time. V.G.H., City Hall and office employee parking should be encouraged off-street in existing pay parking lots, which are currently under-utilized, or in new

structures. Some form of employee subsidization may be necessary. Local streets could be reserved for resident parking with street signage and windshield stickers.

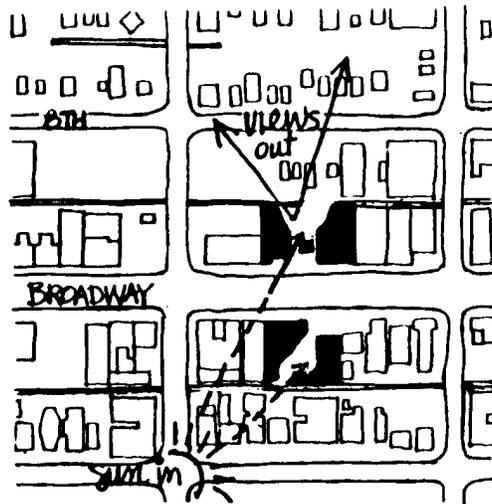
### 1.5 High Level Signage

Discourage high level illuminated signs oriented for observation from the downtown and other distant areas where these signs overlook residential areas adjacent to Broadway.

## 2 Street Level

### 2.1 Open Space

Heavy traffic congestion, noise and air pollution along Broadway are detrimental to usable pedestrian area. By locating open areas 'off-street' people will benefit from sun exposure and places of quietude on the south side and street level views towards the mountains, water and downtown on the north side. Buildings should be shaped to make these spaces as sunny as possible.



### 2.2 Alder Street High Point

The location of generous open space between Alder and Birch on the north side of the street maximizes the north view for motorists and pedestrians at this highpoint of land in the Broadway corridor (see 3.5).



### 2.3 Boulevard Parks

Widened boulevard areas on north-south streets, north of Broadway, are appropriate for park space as they are located near the top of the slope affording excellent views and noon-hour sun. They would serve the needs of both office workers and local residents in Fairview, an area currently possessing only one park facility.

### 2.4 Paths

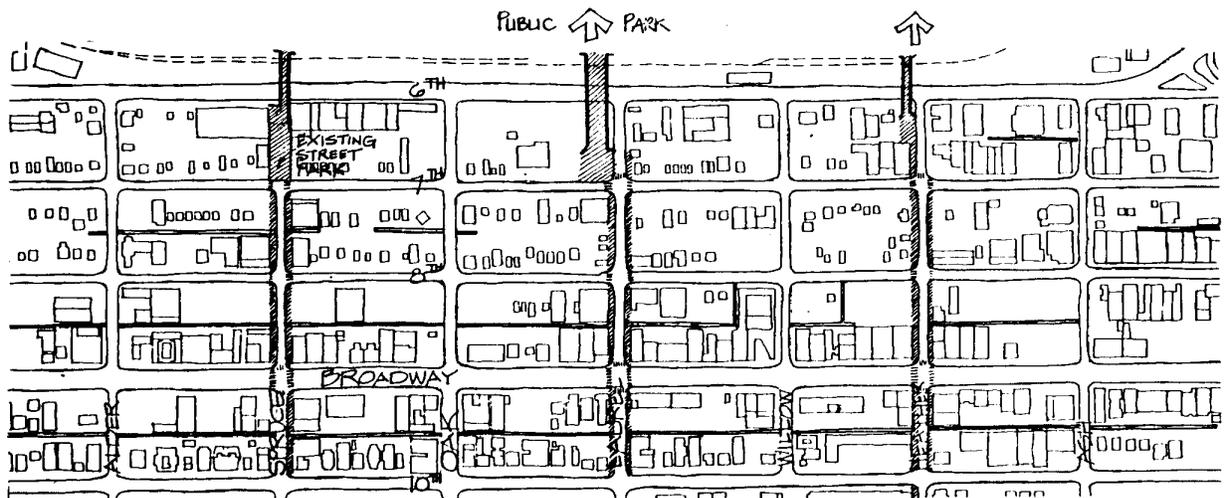
The interconnection of open area in developments with mid-block paths to the adjacent areas north and south of Broadway should be encouraged to provide alternate ways for the pedestrian to move to and from the commercial zone.

### 2.5 East-West Crosswalks

A narrowing of the curb alignment of north side cross streets to 24 feet shortens the crosswalk distance, improving pedestrian continuity. Lay-bys for on-street parking can thereby be formed.

### 2.6 False Creek Connection

Heather, Laurel and Spruce Street sidewalks should be developed as major pedestrian ways between Broadway and the False Creek Community at their north ends. Landscaped pathways, street closures\linear parks and bridges over 6th Avenue should be studied further for possible solutions.



### 2.7 Street Trees

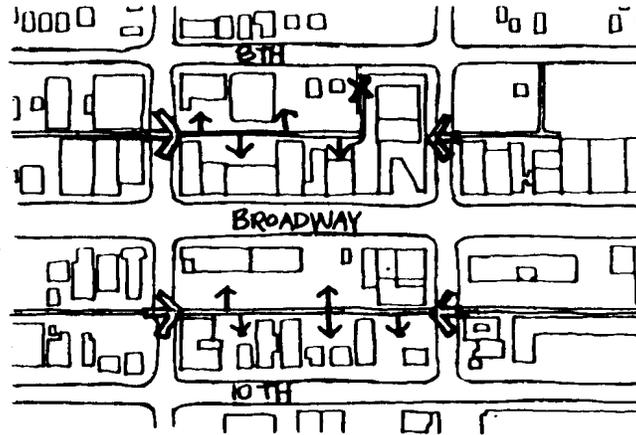
Broadway, between Cambie and Oak Streets, is a priority area in the Corridor for curb tree planting. Tree characteristics should include one type of deciduous tree, two inch calliper minimum planted every twenty feet on both sides of the street; tall trees, strong branch structure and heavy texture (large leaves). These characteristics respond to tall buildings with a high level of pedestrian movement.



## 2.8 Parking and Servicing

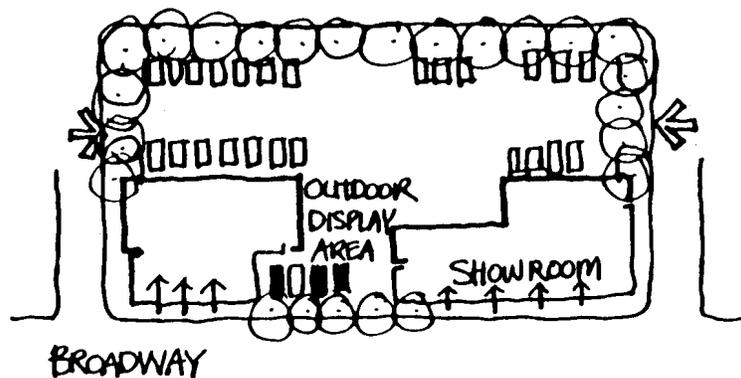
Lanes should be retained for access to parking and truck servicing. Except for the two blocks between Heather and Cambie, lanes should not be diverted to 8th or 10th Avenues, as this adds to the disruption of the adjacent residential areas.

Access and egress ramps to and from site-specific developments should be located off the north-south streets at the lanes or from the lanes, not from 8th or 10th Avenues.



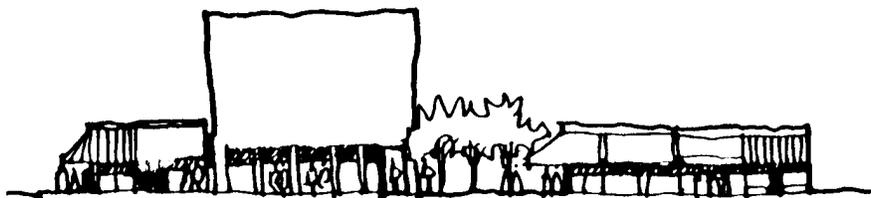
## 2.9 Car Dealerships

Large open car lots interrupt the spatial order along Broadway. Glazed showrooms should be located on the property line along Broadway with car storage underground, on the roof or behind the building. Open parking areas should be heavily landscaped at the street edge.



## 2.10 Rain Protection

Buildings on both north and south sides of Broadway should offer rain protection to pedestrians. Large buildings with 50 feet or more frontage could have arcades or canopies, smaller shop fronts should have awnings over the sidewalk or adjacent courtyard.



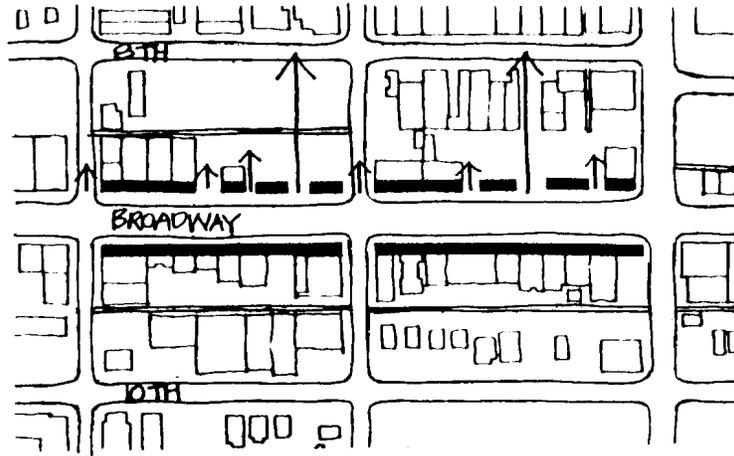
### 3 Building Form

#### 3.1 Street Wall Length

Building facades along Broadway should be built to the street property line at grade levels above grade or both.

The south side street wall can be continuous along its length up to two storeys or 30 feet in building height (see 3.2).

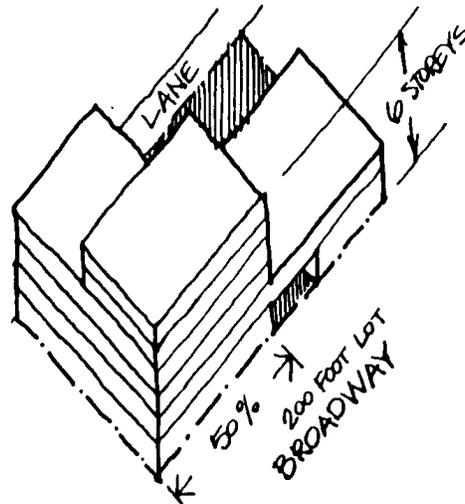
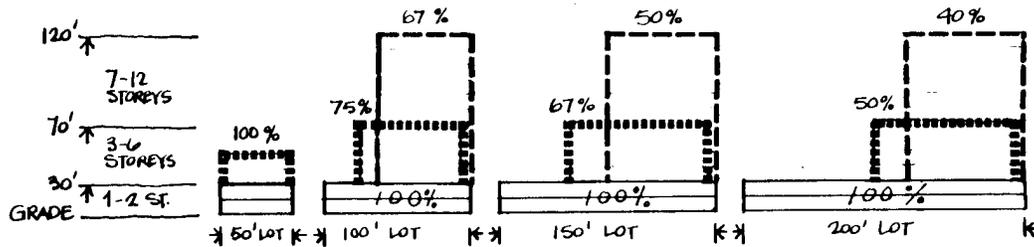
The street wall on the north side should be interrupted along its length to allow for north views from sidewalk level as well as providing access and noon hour sun to off-street spaces and pedestrian ways (see 3.4).



#### 3.2 Street Wall Height

In order to ensure sunlight penetration into both Broadway and the Fairview Slopes all year round the following criteria would be applicable:

- (i) south side of Broadway 30 feet high, thus allowing sunlight to touch the north sidewalk at winter solstice;
- (ii) south side of 8th Avenue 20 feet high allowing sun to penetrate to the front yards of the housing on the north side; and
- (iii) heights between 8th and Broadway to fall within the winter solstice sun angle of 17 measured from the north property line of 8th Avenue.



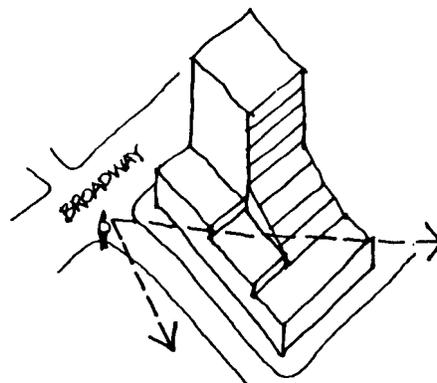
**MASSING EXAMPLE: F.S.R. - 3.0**  
 winter sun over 50% of the street wall,  
 off-street open space

Higher buildings should be oriented to maximize sun penetration and views towards the north. Where portions of building are to exceed the heights outlined above, the following gradient of frontage widths would be applied.

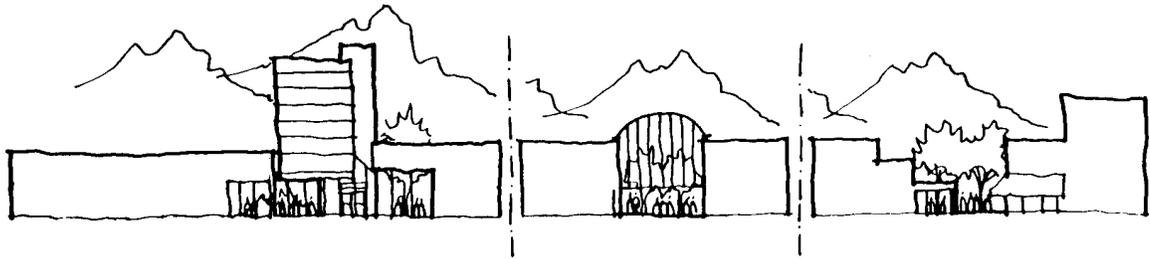
Higher building elements should be shaped so that no person is working more than 25 feet from a window. This dimension allows for light penetration, views to the outside from individual work stations and results in slimmer building forms.

### 3.3 Views

Buildings at intersection corners on the north side of Broadway should step back above one storey in building height to increase view angles to the north. Tall buildings should be located on Broadway and set back from side streets. Building height along the side streets should correspond to the change in topography (i.e. step down the hill).



Buildings between corner sites on the north side of Broadway should encourage views through the development. Designs could include: views through grade level glazing, covered open space (arcades) under buildings, and through open space.

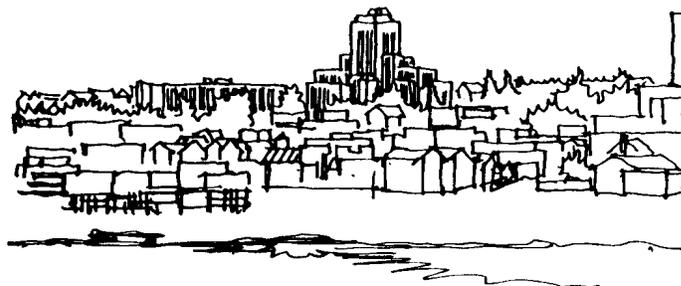
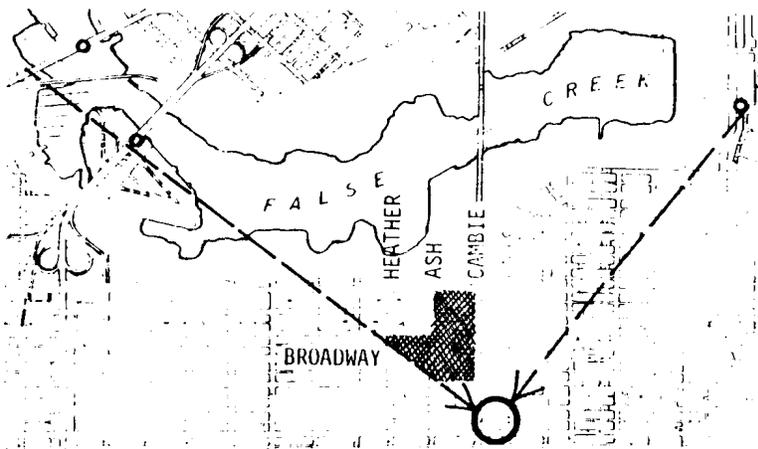
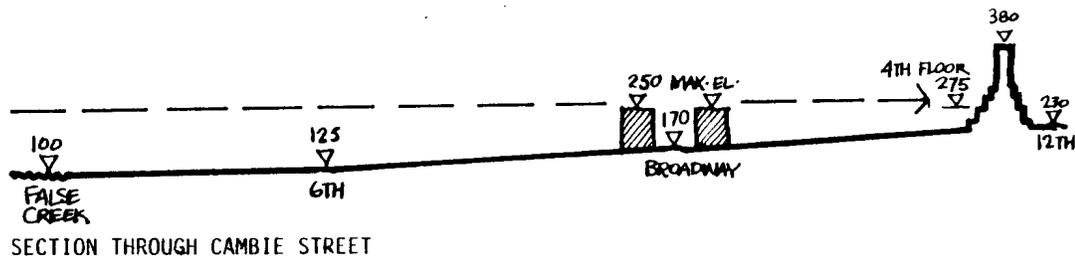


### 3.4 Tallest Buildings

The tallest structures in the sub-area are best allocated between Alder and Birch to accentuate the high point in the topography. This is also the area most appropriate for larger open spaces.

### 3.5 Building Height Restrictions

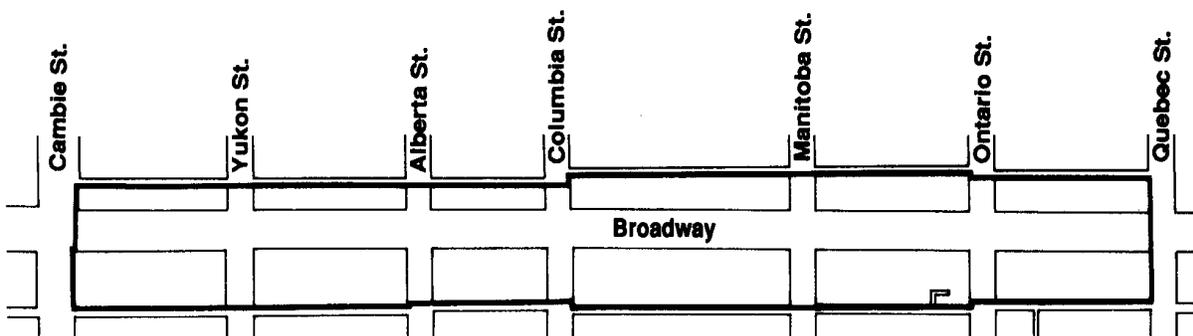
New development in the blocks between 6th and 10th, Heather to Cambie should not obstruct views of City Hall from the downtown and bridges crossing False Creek. Roof elevations should not exceed the city elevation of 250 feet (6 storey maximum).



### 3.6 Materials and Colour

The area is characterized by many lightly coloured, smooth textured finishes. Encourage the use of buff-coloured concrete; natural, earth and pastel tones in stucco.

#### **Mt. Pleasant Slopes Sub-area**



#### **Sub-area Description**

##### **Surroundings**

The sub-area is adjacent to an I-1 Industrial zone on the north and RM-3 Multiple dwelling and RT-2 duplex zones on the south.

North of Broadway the industrial zone is occupied by a daytime work force. There are numerous older single detached houses. The resident population is low-density and evenly distributed. There is a medium number of dwelling units constructed prior to 1946 (see Info. Paper No. 3).

South of Broadway the Multiple Dwelling zone is one-half block wide and adjacent to a large duplex zone further to the south. The notable characteristics for both zones include medium- to high-density population, medium numbers of young and elderly persons, concentrations of older immigrants, and generally low family incomes. There is a high percentage of older dwellings and a medium number of rental units available at cash rents in the low to medium range.

Within adjacent residential areas north and south of Broadway there are few local support services. However, a very high number of churches exist along 10th Avenue.

##### **Use and Activity**

The Mt. Pleasant Slopes Sub-Area has a mixture of land uses including regional and district services, small offices and automobile sales and service. The sub-area has few pedestrian oriented facilities.

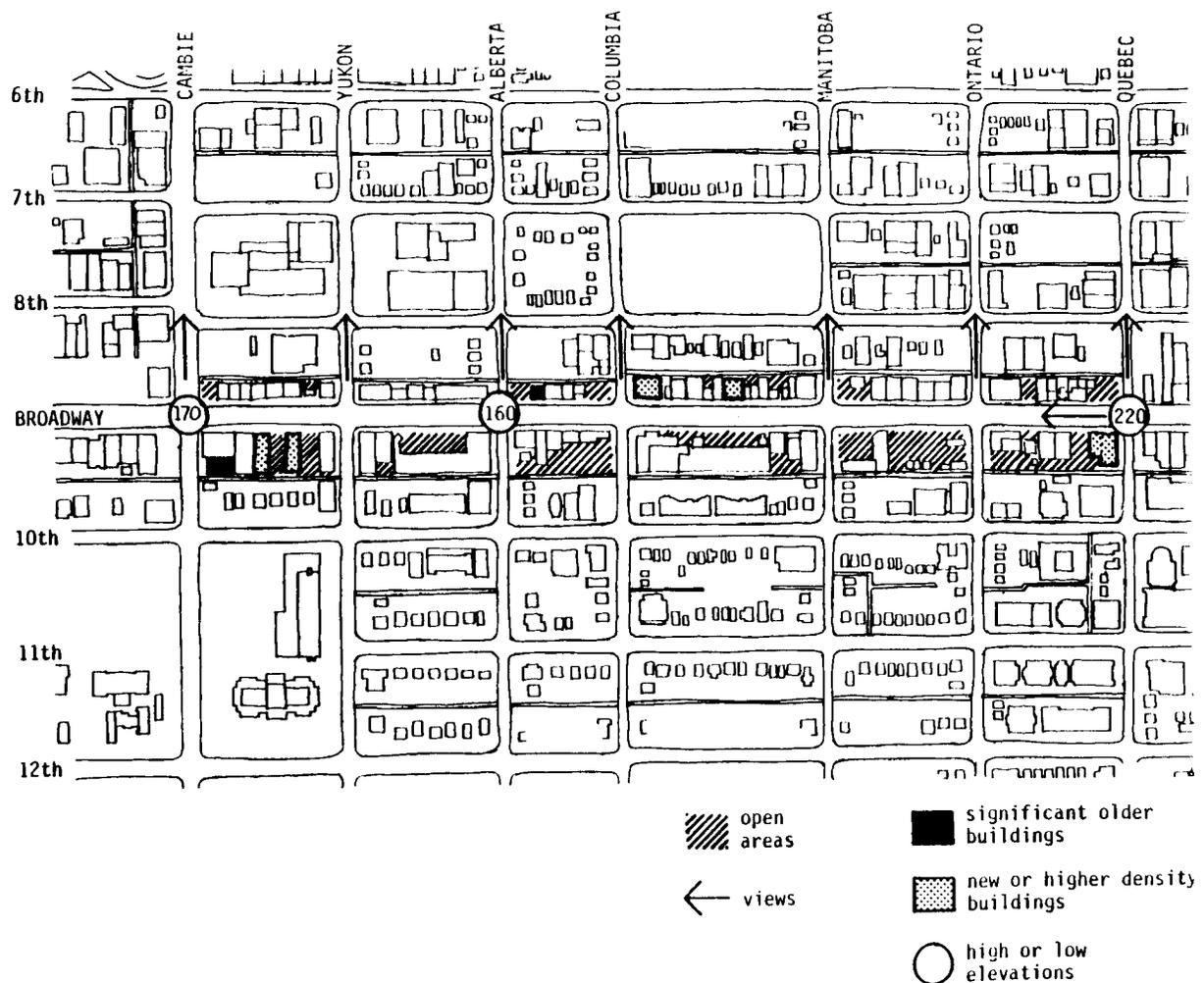
##### **Movement**

The major north/south traffic is on Cambie Street at the western boundary of this sub-area. Pedestrian movement along and across Broadway is relatively low.

##### **Physical Characteristics**

The Mt. Pleasant Slopes Sub-Area is bounded on the east by a high point in the topography at the Quebec Street intersection (elevation 220 ft.). From this point axial views occur along Broadway west toward the high buildings in the Fairview Slopes Sub-Area and beyond to the towers at the gates of U.B.C. A significant north and north-westerly view of the north shore mountains and False Creek occurs at this point. Other cross-streets afford north views. The Alberta Street intersection is the low point along Broadway. The sub-area is characterised by one-, two- and three-storey buildings. The individual building forms are not architecturally significant. However, there is a certain continuity in terms of building height, colour and type of material. On the north side of Broadway between Columbia and Ontario Streets, individual store fronts are contiguous with cornice lines reflecting the change in topography. On the south side, open spaces devoted to the display and sale of automobiles interrupt the street continuity.

There are some significant older residential buildings in this sub-area. Four of these structures now accommodate retail facilities on the ground floor. The change of use has not destroyed the original building forms.



### Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. These buildings, while not specifically categorized by the V.H.A.C., are considered to be important in terms of the contribution they make to the general character and amenity of the street or area.

247-243 W. Broadway  
2530 Cambie

### Guidelines

#### 1 Use and Activity

##### 1.1 Local Services

The adjacent residential community north and south of Broadway requires local shopping services like convenience stores, cleaners, laundromat and nighttime restaurants. These services should be encouraged in new developments on the south side of Broadway between Alberta and Ontario.

##### 1.2 On-Street Parking

On-street parking along Broadway during non-peak periods assists the regional and district commercial uses. Maintain existing parking regulations in the sub-area.

### 1.3 Cambie Street

The area between Broadway and 2nd Avenue, Cambie and Yukon Streets is currently zoned C-3A, allowing a 3.0 FSR maximum density. The east side of Cambie Street should be complimentary to the west side in terms of use and activity, and density of development to create a balanced street design.

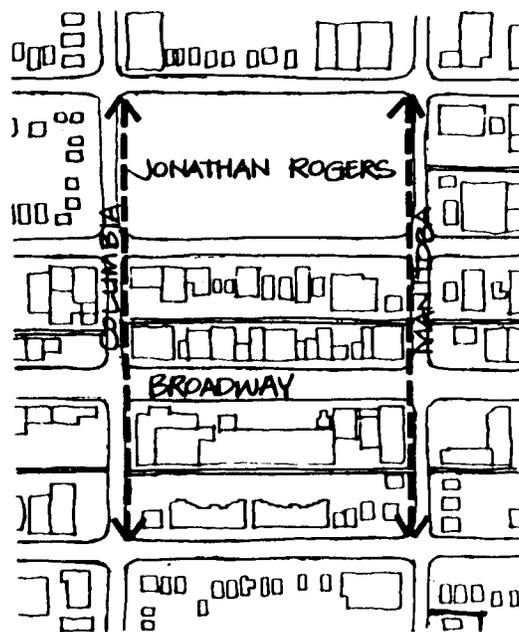
### 1.4 Residential

Encourage residential use in the central portion of the sub-area between Alberta and Ontario Streets to link together the adjacent residential areas.

## 2 Street Level

### 2.1 Residential Links

Columbia and Manitoba Street sidewalks should be developed as pedestrian ways to link Jonathan Rogers Park and adjacent residential areas with the residential areas south of Broadway. Landscaped pathways and crosswalks defined by special paving should be investigated as a means to accomplish these connections.



### 2.2 Street Trees

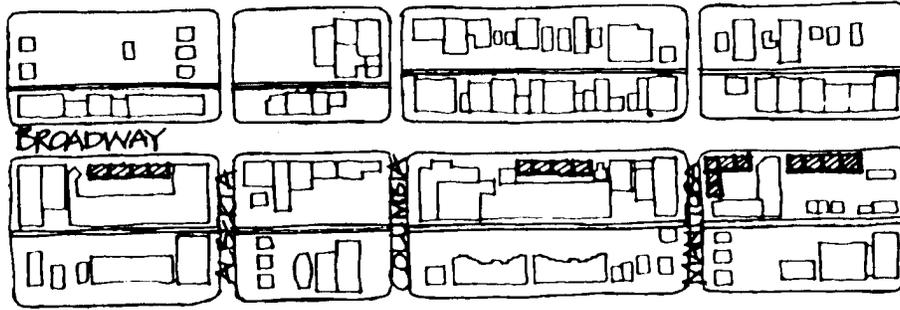
Tree planting along curbs throughout the sub-area should be encouraged. Two different trees should be used to make a distinction between Cambie Street and Broadway. They should be medium height and texture in scale with development in the sub-area.

### 2.3 Rain Protection

Buildings on both north and south sides of Broadway should offer rain protection. Existing buildings generally do not provide awnings or canopies. Encourage new and existing development to provide rain protection.

### 2.4 Car Dealerships

Open car lots interrupt the spatial order along the south side of Broadway and the east side of Cambie Street. Glazed showrooms or other retail uses should fill in these open spaces. Automobile storage should be located away from the view of adjacent residences.



### 3 Building Form

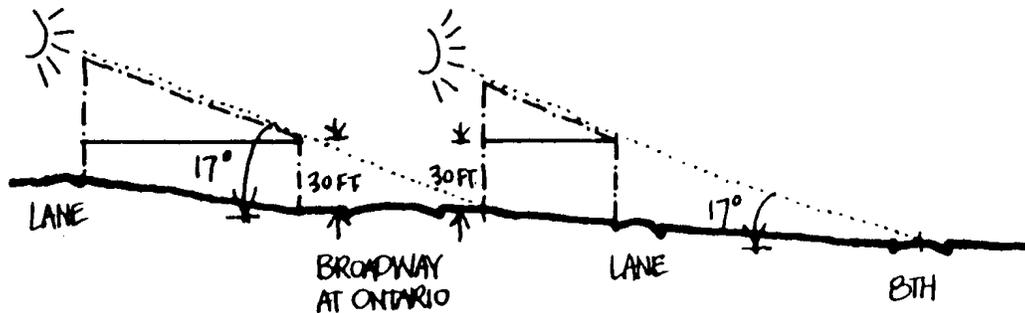
#### 3.1 Street Wall Length

Building facades should be built to the street property line along both sides of Broadway. The present pattern of narrow shopfronts along the north side should be maintained.

#### 3.2 Street Wall Height

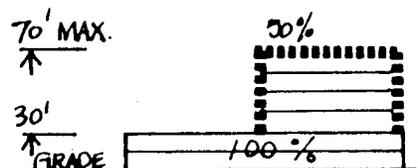
The street wall along Broadway is determined by the following criteria:

- (i) south side of Broadway: 30 feet high, allowing sunlight to reach the north sidewalk at winter solstice and maintaining northward views from the residential properties on 10th Avenue; and
- (ii) north side of Broadway: 30 feet high, allowing sun to penetrate to properties on 8th Avenue.



Where portions of buildings exceed the above base plane heights they should adhere to the following criteria:

- (i) south side of Broadway: terrace within sun angle of 17° measured from the north property line of Broadway, or, occupy no more than 50% of the property frontage up to six storeys in building height; and
- (ii) north side of Broadway: terrace within the sun angle of 17° measured from the centre line of 8th Avenue, or, occupy no more than 50% of the property frontage up to six storeys.



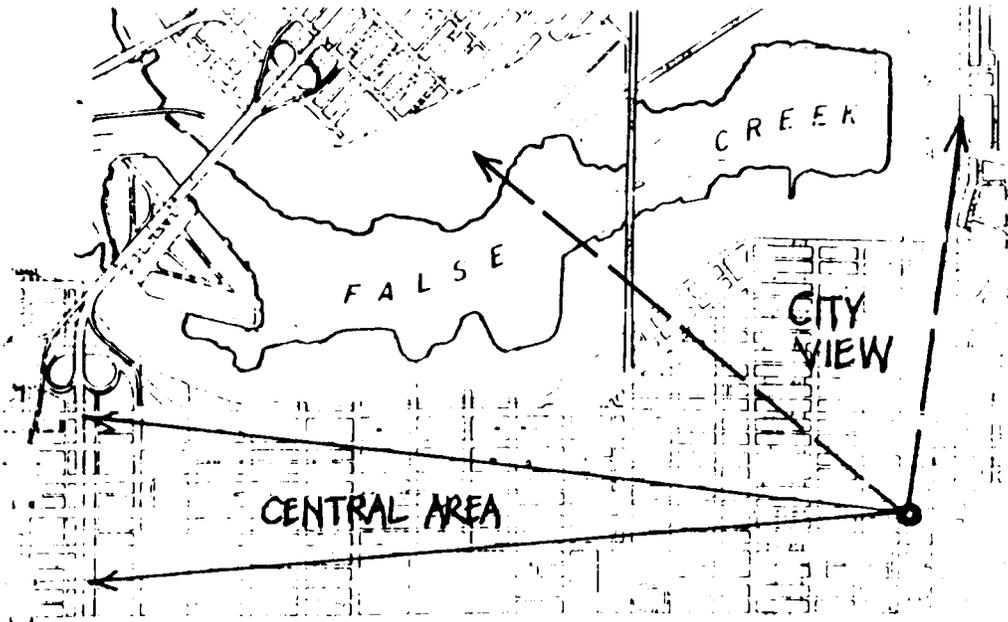
#### 3.3 Materials and Colour

Encourage the use of light colours and textures to unify the physical characteristics of the sub-area.

#### 3.4 The Quebec View Corridor

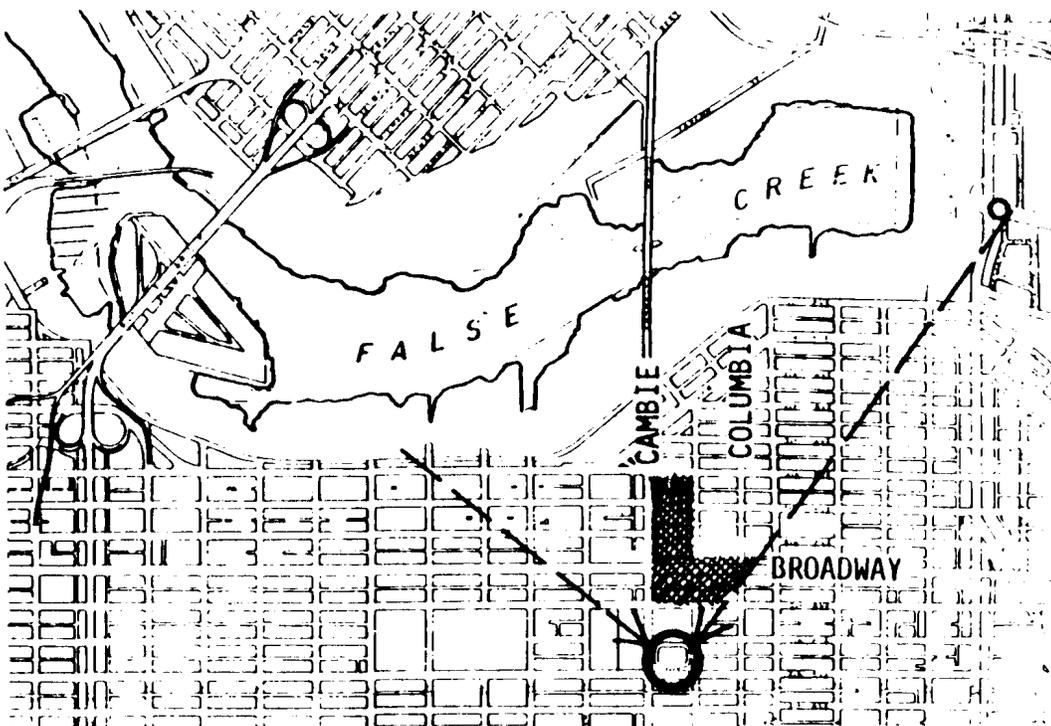
To maintain the dramatic view corridor towards the west, north-west and north the existing open area in the north west quadrant of the intersection should be preserved. Higher development could

occur east of this property. The placing of the highest buildings in the sub-area in this block dramatizes this as a gateway to the central area of Broadway for those people walking or driving along the street.

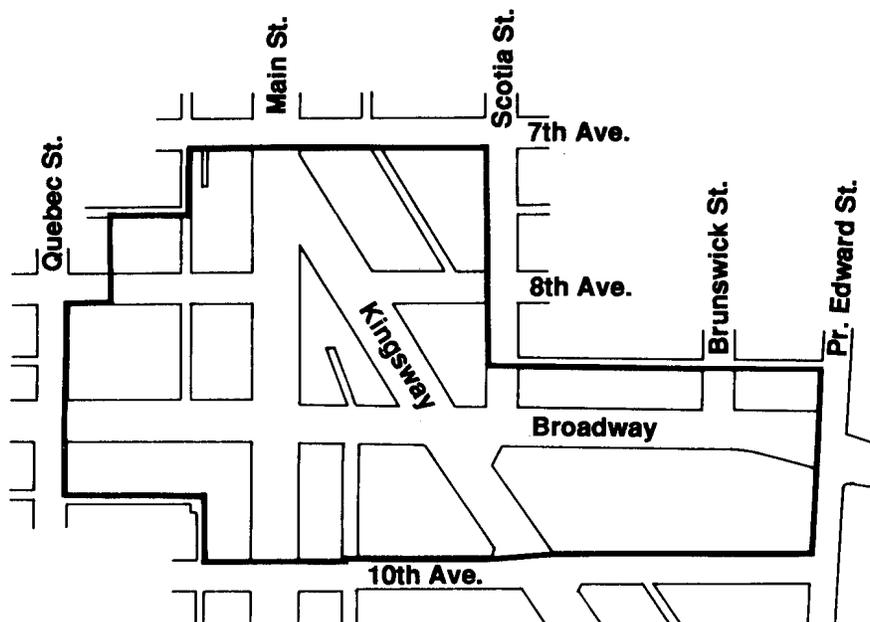


### 3.5 City Hall Presence

Preserve the view towards City Hall from distant points to the north by limiting building heights to a city elevation of 220 feet between Cambie and Columbia streets (4 storey maximum on Broadway).



## Main Kingsway Sub-area



### Sub-area Description

#### Surroundings

The sub-area is adjacent to an IC-3 Industrial and RM-4 Multiple Dwelling zones on the north and C-2C Commercial and RM-4 Multiple Dwelling zones on the south.

North of Broadway the Industrial zone has few residential buildings and is occupied by a daytime work force bringing activity to the Main-Kingsway sub-area at noon-time and rush hours. The multiple dwelling zone to the north-east is medium- to high-density and occupied by all age groups. There are relatively high numbers of school children, divorced persons and recent immigrants. There has been extensive recent construction of multi-family residential units that rent in the medium range (see Information Paper No. 3).

South of Broadway, commercial zones extend along Main Street and Kingsway. Between these zones there is located a Multiple Dwelling zone of medium- to high-density with many recently constructed rental units. Relatively high numbers of young and divorced people live here as well as a high immigrant population. Family incomes are in the low to medium range.

#### Use and Activity

The Main-Kingsway sub-area is of historical significance within the Central Broadway corridor. This intersection was the 'uptown' of Vancouver connected by Main Street to the original 'downtown' at the intersection of Main and Hastings Streets. More recently, the 'uptown' emphasis has shifted to the South Granville sub-area leaving behind numerous significant older buildings. A similar shifting of the downtown centre has occurred leaving both historic areas to secondary use and activity.

Main-Kingsway has the highest number of residential units of all sub-areas within the C-3A zone. The commercial character is comprised of small shops catering to both local and district markets and automobile related uses.

#### Movement

Morning arterial traffic from Broadway to Kingsway collects along Main Street en route to the central business district. Afternoon arterial movement is the reverse pattern. Bus interchanges occur at the major intersections creating intense pedestrian concentrations. Kingsgate Mall generates significant pedestrian and vehicular movement.

## Physical Characteristics

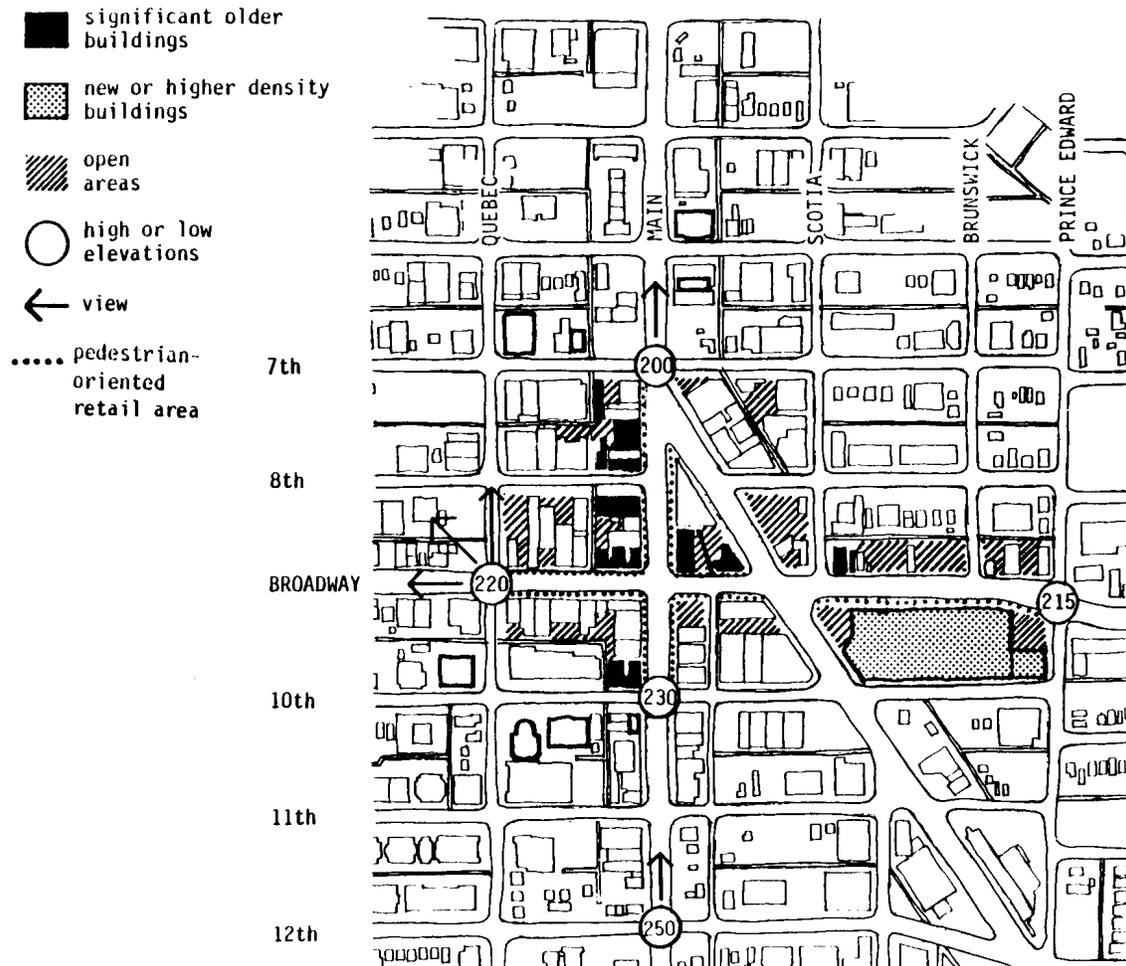
The Main-Kingsway Sub-Area is bounded on the west by a high point in the topography at the Quebec Street intersection (elevation 220 ft.) and on the south, at the 10th Avenue - Main intersection (elevation 230 ft.). From the Quebec Street high point the axial vista along Broadway west to Alder Street represents a gateway view to this central portion of the C-3A zone. Views of the downtown and north shore mountains occur at Quebec and down Main Street from 12th and 7th Avenues.

This sub-area has a high number of significant older buildings of masonry and frame construction. The detailed facades and concentration of these structures heightens the historic and 'downtown' character which is more evident here than in any other sub-area along the Central Broadway corridor.

The Lee Building on the north west corner of Main and Broadway is the most significant example because of its corner location, seven storey building height and street level arcade along Broadway.

Generally, the building heights vary from one to three storeys throughout the sub-area. The most obvious low-rise structure is Kingsgate Mall located on the south-east corner of Kingsway and Broadway.

This sub-area is the major gateway for traffic headed downtown from the south-east. There is a noticeable change of topography along Main at the intersections of 12th and 7th Avenues providing entrance views to the downtown peninsula and the old downtown at Main and Hastings.



## Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. Some have been categorized as either 'A', 'B' or 'C' category buildings. Buildings not specifically categorized by the V.H.A.C. are included if considered important in terms of the contribution they make to the general character and amenity of the street or area.

101 E. 7th (Quebec Manor) - 'B' Category  
2331-2337 Main  
2339-2341 Main  
151 E. 8th - 'C' Category  
2409 Main  
175 E. Broadway (Lee Building) - 'C' Category  
Evangelistic Tabernacle - 'B' Category  
Mt. Pleasant Baptist Church - 'C' Category  
154 E. 10th (Ukrainian Hall) - 'A' Category  
2539-2549 Main  
323 E. Broadway  
373 E. Broadway  
245 E. Broadway  
2490 Main  
2349 Main (Royal Bank) - 'C' Category  
2152 Main - 'C' Category

## Guidelines

### 1 Use and Activity

#### 1.1 Residential

This sub-area, in comparison to others, has the highest number of residential units located within its boundaries. Maintain this use as a mix with office and retail.

#### 1.2 Local Shopping

Local and district retail facilities are the predominant commercial use in the sub-area. Local shops on the ground floor should be maintained and reinforced to emphasize Main-Kingsway as a centre for shopping activity.

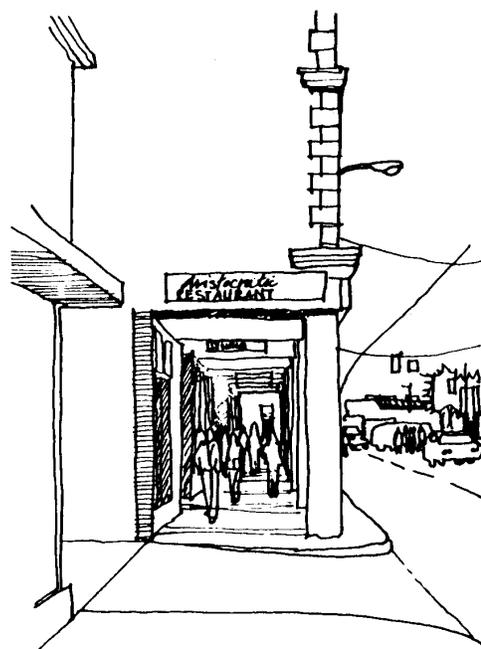
### 2 Street Level

#### 2.1 Pedestrian Scale and Comfort

The Lee Building provides an historical precedent in terms of pedestrian amenity. This building tames the impact of a high structure by allowing the pedestrian to walk beneath it while focusing attention on individual shop fronts at grade. It provides shelter from rain but allows penetration of sunlight. This type of street level form should be encouraged.

#### 2.2 Shop Front Diversity

Older buildings in this area set a precedent for width of store fronts. The frontage width of new ground floor uses should be limited to 20 to 30 feet to maintain a diversity of shop fronts. Larger uses should be narrow at the street and expand behind other shops.



### 2.3 Rain Protection

Encourage the use of colourful canopies on shopfronts appropriate to shopping activity and the physical character in this area.

### 2.4 Street Trees

Tree planting along curbs throughout the sub-area should be initiated. One type of deciduous tree, medium height and texture will compliment the existing street level character.

## 3 Building Form

### 3.1 Street Wall Length

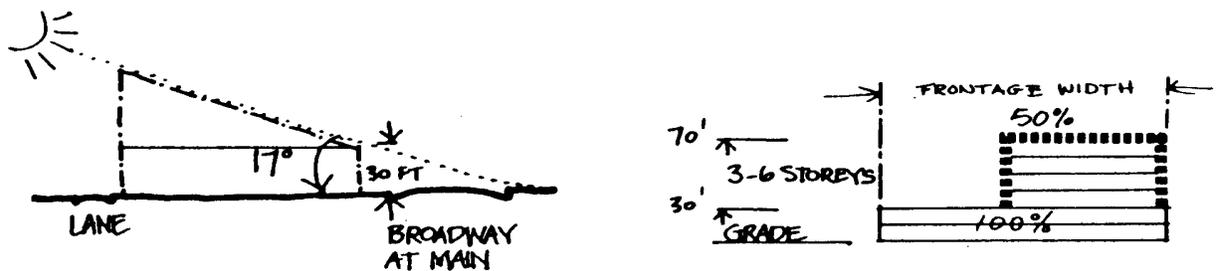
Building facades should be built on the fronting property line throughout the sub-area. The length of the wall should be continuous along east-west and north-south streets.

### 3.2 Street Wall Height

New development should be built to a building height that matches existing significant older buildings up to six storeys (70 feet) in building height.

The south side of Broadway should ensure sunlight penetration to the north sidewalk according to the following criteria:

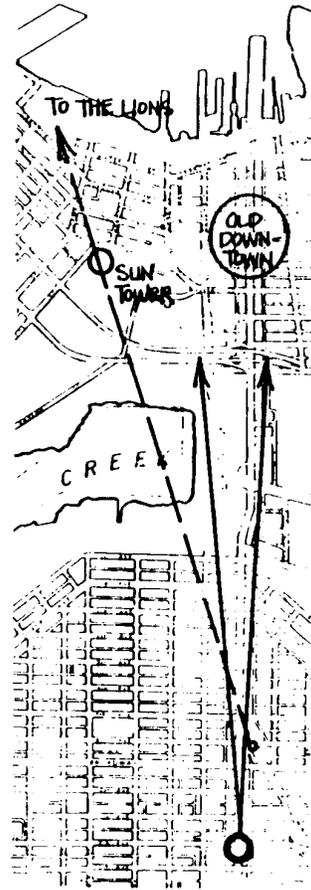
- (i) continuous street wall: two storeys (30 feet) in height; and
- (ii) buildings three to six storeys in building height to either terrace within 17 sun angle diagram or to occupy no more than 50% of the site's frontage on Broadway above two storeys.



### 3.3 Main-Kingsway Gateway

Maintain and enhance the view corridor to the north from Main and 12th by means of a descending scale of building heights with the Lee Building at Main and Broadway as the highpoint and 7th Avenue as the low point.

**EXISTING WEST-SIDE PROFILE**  
2x actual height

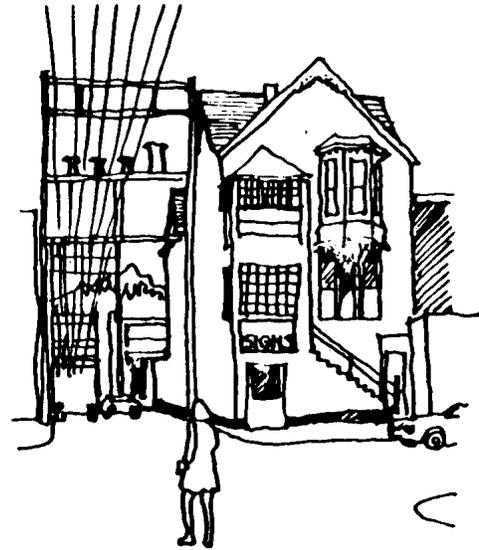


3.4 Significant Older Buildings

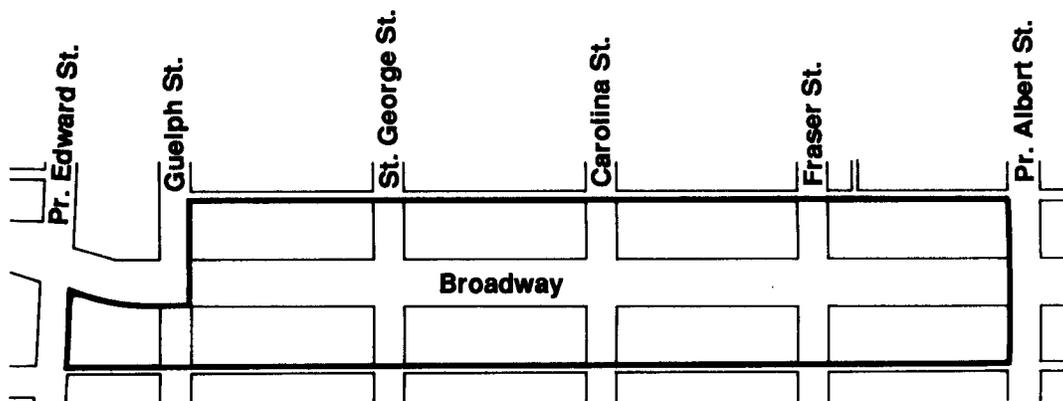
Many older masonry and frame buildings illustrate turn of the century historic character. Encourage the retention and restoration of these structures. New construction should be detailed to match existing character in terms of building height, scale and store front character.

### 3.5 Materials and Colours

Encourage the use of brick to blend with the colours and textures existing in this sub-area.



### Fraser Sub-area



### Sub-area Description

#### Surroundings

The sub-area is adjacent to an RM-4 Multiple Dwelling zone on the north and east and RT-5 duplex zones on the south. The Multiple Dwelling zone north and east has a medium- to high-density residential population. A full cross-section of age groups exists with notably higher numbers of pre-school and school children than most areas adjacent to the C-3A zone. North of Broadway there is a high number of recently constructed housing units whereas east along Broadway more older housing exists (see Information Paper No. 3). South of Broadway the duplex district is lower density than the adjacent area north of Broadway. High numbers of school children, elderly people, single persons, and older immigrants live here. There is a high number of dwellings constructed prior to 1946 which corresponds to the generally lower median value of owner occupied single detached houses.

#### Use and Activity

The character of the Fraser Sub-area divides at St. George Street into two distinct parts. The westerly two blocks contain regional institutions and offices contributing little amenity to the street. The easterly three blocks are made up of a mixture of district and regional retail and auto services as well as a concentration of local area shopping and second and third floor residential.

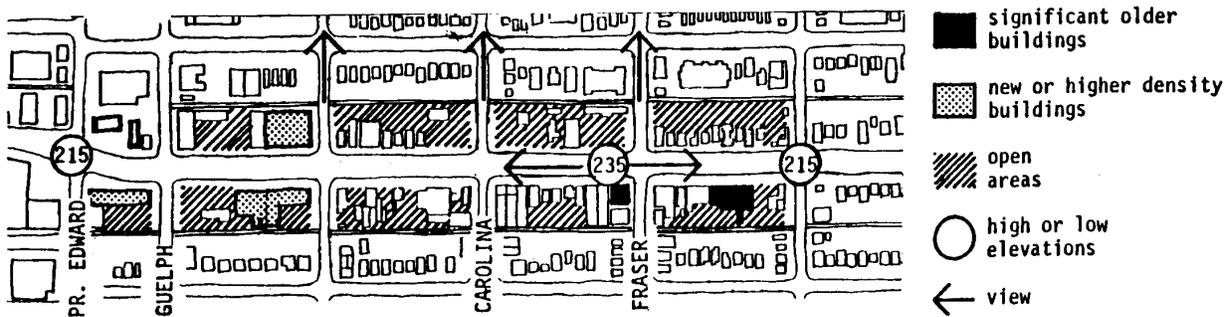
## Movement

The centre of this local character is the Fraser intersection where bus connections are made. Traffic patterns are concentrated at this same intersection where the movement is east-west along Broadway and north-south along Fraser south of Broadway. Street widening and a Broadway median strip for left turning has eased the flow of traffic at this point, but has interrupted pedestrian continuity.

## Physical Characteristics

The western part of the Fraser Sub-Area is characterized by newer buildings of masonry and concrete, two and three storeys in building height. Axial views to the west are terminated by the Kingsgate Mall which is built along a 'kink' in the Broadway alignment. The eastern part of this sub-area is characterized by a higher number of significant older buildings. Of particular consequence is a series of four structures on the south side of Broadway between Fraser and Prince Albert Streets.

The high point at Fraser Street affords excellent views northwards to the downtown, Burrard Inlet and mountains and east towards Burnaby and Simon Fraser.



## Significant Older Buildings

Buildings listed below have been reviewed by the Vancouver Heritage Advisory Committee. These buildings, while not specifically categorized by the V.H.A.C., are considered to be important in terms of the contribution they make to the general character and amenity of the street or area.

- 409 E. Broadway (2 buildings)
- 501 E. Broadway
- 749 E. Broadway
- 763 E. Broadway
- 670 E. Broadway
- 716 E. Broadway
- 736-758 E. Broadway (4 buildings)

## Guidelines

### 1 Use and Activity

#### 1.1 Residential

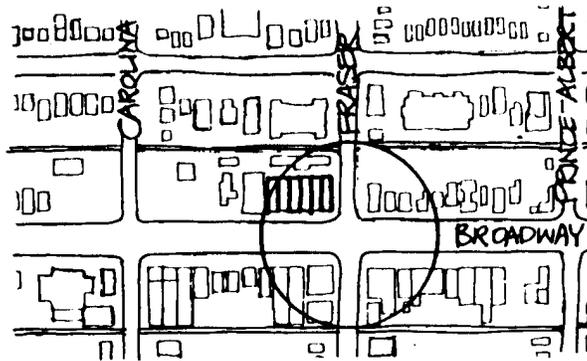
Many significant older residential buildings exist along Broadway between St. George and Prince Albert. Encourage more low-rise housing by means of infill construction to maintain and reinforce the existing residential pattern. Uses that are less compatible with local residential, such as regional auto sales and support services, should be discouraged.

#### 1.2 Office Uses

New two- and three- storey office buildings exist between Prince Edward and St. George Streets. Restrict regional office use to these two blocks. Any office space in the easterly three blocks should be of a support nature for the local community (small professional suites).

### 1.3 Fraser Intersection

Encourage the increase of local area shopping and pedestrian amenities at this intersection to create a centre of activity for the adjacent residents.



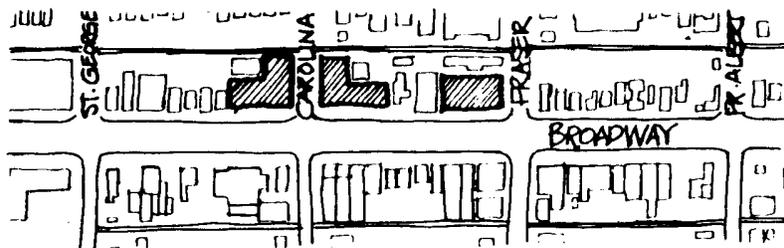
### 1.4 On-Street Parking

Maintain the current regulations permitting on-street parking as it adds to the convenience of local shopping and residential uses along the street.

## 2 Street Level

### 2.1 Open Space

East of St. George Street the major open spaces are devoted to the automobile and do not contribute to the existing residential and shopping character. Encourage infill construction of mixed use retail/office and residential to compliment the local pattern already established.



### 2.2 Street Trees

Tree planting along curbs throughout the sub-area should be encouraged. One type of deciduous tree should be planted to complement the sub-area's low-rise character. Trees should be lower in height with a light branch structure and light texture (small leaves).

### 2.3 Rain Protection

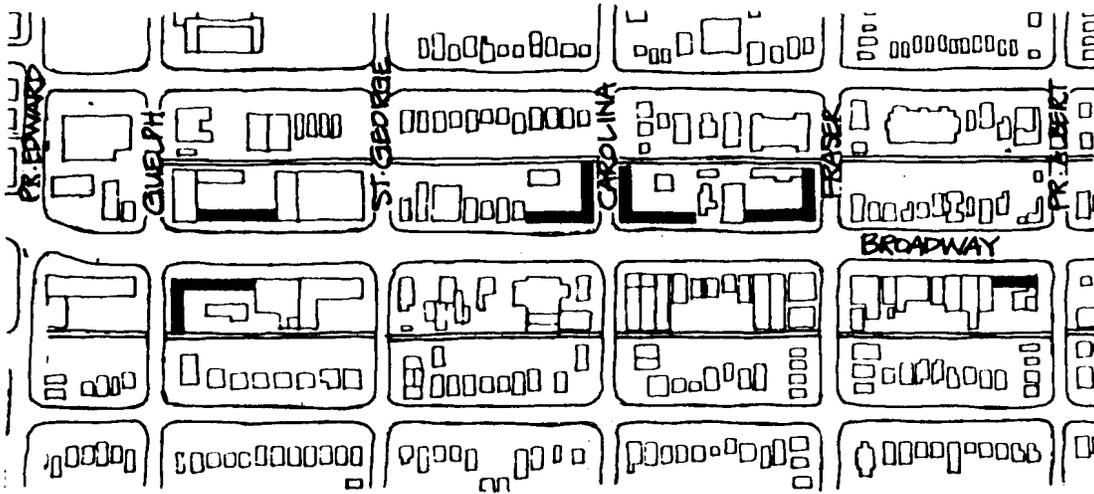
The local shopping area character on either side of the Fraser intersection should be enhanced with the use of soft, colourful awnings as rain protection for the pedestrian.

## 3 Building Form

### 3.1 Street Wall Length

West of St. George Street the newer buildings define a street wall. Future construction should maintain this definition by building contiguous to existing structures fronting on the Broadway lot line.

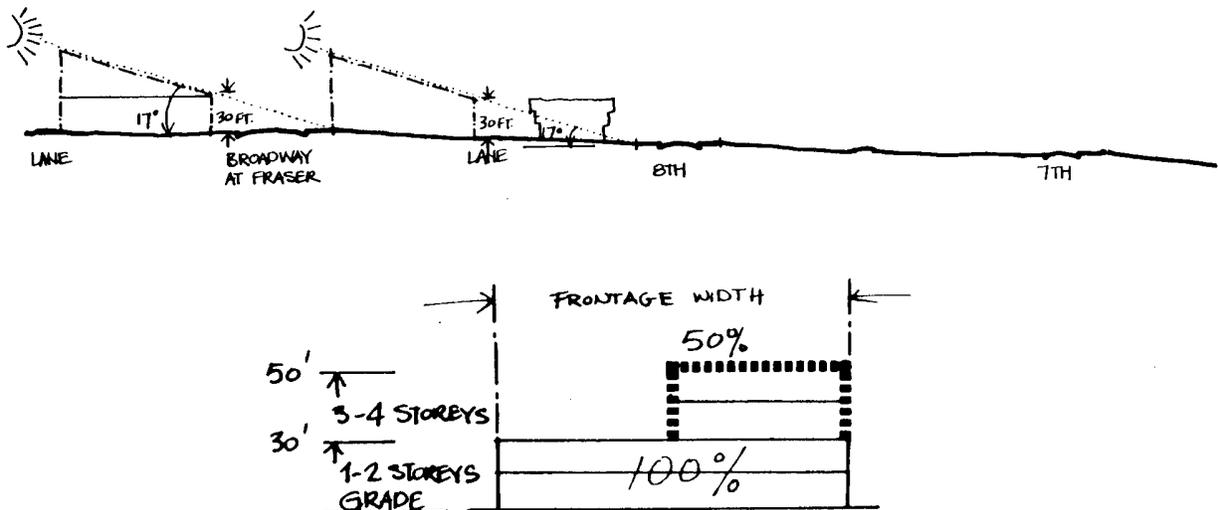
East of St. George Street the older residential buildings on the south side of Broadway are built on or close to the lot line. New construction should continue this pattern. On the north side of Broadway where there is substantial open space between Fraser Street and one-half block west of Carolina Street new construction should create a continuity of the street wall.



### 3.2 Street Wall Height

The criteria for building heights along Broadway are based on sun penetration into the street and into adjacent properties north of the C-3A zone. The

- (i) south side of Broadway: two storeys, 30 feet maximum (matching existing buildings where possible: see 3.3);
- (ii) north side of Broadway: two storeys, 30 feet maximum (see 3.3); and
- (iii) buildings three to four storeys in building height to either terrace within the 17 sun angle diagram or to occupy no more than 50% of the site's frontage on Broadway above two storeys.



### 3.3 Building Height Exceptions

Where new development is adjacent to a three-storey significant older building, building height, fenestration and ground level detailing should respect and enhance the older structure.



### 3.4 Materials and Colour

The area contains buildings finished with brick, stucco and wood. Encourage the use of these materials according to the finish of the immediate neighbouring structures.