



UNIVERSITY ENDOWMENT LANDS

STARBUCKS CO

5761

5755

COMPLETE COMMUNITIES

Area D is a mixed-use neighbourhood with a range of high and low-rise apartment buildings, townhouses, shops, services and parks and open spaces.

Retail services include a mix of restaurants and coffee shops, a corner grocery store, and a pharmacy with some medical services and office space. However, the Area currently lacks destination community amenities for everyday needs and year-round gathering spaces that can support arts and culture events.

Area D is well connected by transit and serviced directly by several bus routes and a rapid transit bus (Route 99). There are also a number of designated cycling routes, including University Boulevard.

HOW CAN WE SUPPORT A MORE COMPLETE COMMUNITY WHERE PEOPLE CAN LIVE, WORK, PLAY AND THRIVE?

TRENDS & ISSUES

- **We have a compact Village atmosphere.** The University Marketplace, University Plaza, open green spaces and historic buildings form strong pieces of our “village” identity and character while supporting a compact, walkable neighbourhood.
- **We are closely connected to UBC.** Area D is on the doorstep of UBC, and home to a large proportion of students. Because of this, housing, retail, and services tend to cater to the student population and may not always meet the needs of community members who live here year-round and over the long term.
- **There is a variety of housing forms and options.** Area D currently provides a variety of housing types and options to accommodate single people and families, including a significant amount of rental housing (46%). The new **lelorn** development will add another 1,250 units to the area including below market and rental units.
- **Supporting a range of local-serving shops and amenities may be challenging.** As UBC and Vancouver continue to grow, diverse retail amenities and services may be pulled away from the Village. The area’s small population may limit interest from businesses and organizations to locate family-friendly food, retail and entertainment experiences in the Village. This may further make it difficult for residents to meet all of their basic daily needs in the neighbourhood.

KEY FACTS

- Over 2,000 people live in Area D.
- The new **lelørn** development will add about 2,500 new residents over the next ten years.
- 50% of residents are immigrants, mostly from Asian countries.
- Average income of residents is about \$63,005 (as of 2015).
- The majority of households are single person households rather than families.
- Housing within Area D is 55% ownership and 45% rental; however, 67% of residents rent.
- Most residents commute by walking, cycling or taking public transit (70%).
- Area D has a number of small parks (totaling 2 acres) and a protected greenway.

KEY DEFINITIONS

Complete communities are places where people can live, work and play and meet all their daily needs. They support a diverse mix of people, places, and uses including a range of transportation options, housing, jobs, shops and services, schools, parks, recreation, cultural amenities, and places to gather and socialize. Complete communities are walk-able and accessible, supporting a high quality of life for people of all ages and abilities.

RELATED POLICIES & PLANS

- University Endowment Land Act
- Official Community Plan
- Land Use, Building and Community Administration Bylaw
- Community Amenity Provisions

GOALS

The UEL can work towards the following goals and objectives:

Goal: Create a complete community

- Create a diversity of land uses and housing choices
- Advance compact building designs with more residential and employment space
- Foster a unique attractive community with a strong sense of place
- Preserve open space, natural beauty, and critical environmental areas
- Provide a variety of transportation choices
- Provide a variety of social infrastructure based on population projections
- Create transit-oriented communities
- Enhance the pedestrian network
- Reduce demand for auto trips
- Make development decisions sustainable, predictable, fair, and cost effective
- Engage with community members and stakeholders to help guide development decisions

IDEAS

To support a more complete community, the UEL can explore a wide range of policies, projects and partnerships. The following provides options to spark discussion about the best way forward. It is not a complete list of options and no decisions have been made at this point.

WE WANT TO KNOW WHAT YOU THINK!

Share your thoughts on the future of Area D by:

- Visiting us at AreaDPlan.ca
- Telling us what you think in an online survey
- Coming to one of our events

Housing Framework. Identify key housing priorities for current and future residents and develop a framework to support a variety of housing forms and tenures. This could involve further research, policies, collaboration with housing providers, and guidelines for developers and property owners.

Explore Development Contribution Policies. We can ensure new development contributes to community benefits and amenities that are vital to residents' wellbeing. Community benefits can be built within a new project – such as the community centre and childcare facility at **lelōm**, or a developer can make a payment in lieu so that funds from a number of projects can be pooled to deliver a larger benefit. Density bonusing is one option where a base density is set and a property owner can get more density in return for providing amenities (or cash contributions). For projects that involve a rezoning, we can establish a Community Amenity Contribution policy for property owners to provide amenities (or cash in lieu) in exchange for any increase in land value gained. Amenities can include recreation centres or programming, parks, public art, affordable housing, or other public facilities.

Revitalize Gathering Spaces. Design and program a variety of opportunities for gathering, recreation and relaxation in existing parks and open spaces. For example, reestablishing the annual Fall Fair in Jim Everett Memorial Park hosted by the community to help people meet their neighbours; or better signage and connections to the Bridle Path to encourage use by residents and visitors.

Support Local-serving Shops And Services. Support a range of small shops and services that serve residents daily needs (i.e., markets, medical services, personal services, day care, social services, etc.). This can be achieved through development policy and working with the community or any future potential organizations (like a BIA) to recruit specific shops and services.

Support Local-serving Entertainment. For any projects that involve a rezoning, ask for family-friendly local serving businesses that encourage more year-round and day and night time activity and vibrancy.

Support Active Transportation. Continue to support sustainable transportation (walking, cycling, transit) by improving streets for the safe, comfortable use of pedestrians and cyclists.

CASE STUDIES

KERRISDALE, VANCOUVER

Kerrisdale is primarily a residential area in the South Western section of the City of Vancouver, sloping down to the Fraser River. Kerrisdale Village is the main shopping area with a pedestrian-oriented strip along 41st Avenue that supports a vibrant neighbourhood.



In 2005, City Council approved the Arbutus Ridge/Kerrisdale/ Shaughnessy Community Vision Directions. Elements of the Vision include: make streets safer, improve walking and biking routes, improve the environment, enhance community safety, expand recreation facilities and services, enhance parks, streets, lanes, and public places, add new housing opportunities and create neighbourhood centres and enhance local shopping areas.

Kerrisdale Village was identified as a key area to enhance to serve as the 'heart' of the surrounding neighbourhoods and has since developed to include:

- A variety of housing forms and options
- An attractive 'village' area
- An active Kerrisdale Business Improvement Association that created a signature Kerrisdale sign, banners, colourful light poles, decorative lighting, a landmark clock, decorative trash receptacles, bus shelters, outdoor patios, landscaping, bike racks, public notice boards/directory, public art, drinking fountains and events
- A wide range of local-serving shops and services
- Continuous and pedestrian friendly shops and services along the ground floor of buildings
- Pedestrian and bicycle friendly streets
- Gathering spaces for people to 'meet and greet', perform, and relax; with community arts, community services, and landscaping and trees
- Boulevard and street trees and private gardens extended into public space
- Specially designed furniture and benches for people to socialize and rest

For more information, see [Arbutus Ridge/Kerrisdale/ Shaughnessy Community Vision Directions](#).

COMMERCIAL DRIVE, VANCOUVER

Commercial Drive is the main Village-like commercial street in the heart of the Grandview-Woodlands neighbourhood. A range of housing, shops and services along a pedestrian-oriented strip supports a vibrant and lively neighbourhood with a unique identity and character.



The Commercial Drive area features:

- Frequent transit service with SkyTrain lines and rapid bus routes.
- A variety of housing forms and options, including a significant amount of rental housing.
- Small ‘mom-and-pop’ businesses, cafes, ethnic restaurants, and grocery stores.
- Daily services such as banks, medical clinics and pharmacies.
- Health and wellness (yoga studios and fitness centres)
- Small community organizations, government services, and offices.
- Various retail, from clothing to personal grooming.
- Small live music venues, theatres, and restaurants.
- Neighbourhood parks that act as community living rooms.
- A range of community amenities in a single community hub including: pool, recreation centre, gym, ice rink, day care, elementary school, secondary school, library, senior’s centre, youth centre, playing fields, tennis courts, etc. This campus also features a First Nations Carving Hut.
- Numerous neighbourhood festivals (e.g., Italian Days and Car-Free Day) that close the street to cars.

For more information, see the [Grandview-Woodland Community Plan](#).

MORE INFORMATION

[10 Principles of Smart Growth](#)

[Transit-Oriented Communities Primer](#)

[Complete Streets](#)