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Dear Mayor Sim & Members of Council,

**Re: Point Grey Village as a Pilot Project for the Vancouver Plan's "People First Street" concept.**

We were excited to read in the Vancouver Plan about the objective of creating "People First Streets." (Direction 5.2, page 114). We are writing to request that City Council approve that Point Grey Village become the first "People First Street" so as to serve as a pilot project for the implementation of the concept in other parts of Vancouver. Policy 5.2.3 states "Reimagine arterials to be safe and livable while efficiently moving people and goods. Reduce the impacts of polluting vehicles." There are many other progressive policies in this section that aim to improve the vitality and safety of Vancouver's retail areas.

In the pursuit of this goal, we are working together with our partners, the community group Friends of Point Grey Village, who have provided us with this artist's conception of how the north side of the 4500 block could look if the "People First" concept were implemented. In the background is the future Bentall Green Oak development on the former Safeway site.



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Artist: Lori Brown – Courtesy of "Friends Of Point Grey"

The fact that Point Grey Village is one of the smallest business districts in Vancouver makes it an ideal choice as a pilot project of this concept. Aside from this, there are pressing reasons why Point Grey Village should be the first street in the city to be "People First."

One reason of grave concern to us is the large number of traffic crashes in Point Grey Village. Many of the 60,000 students and 15,000 faculty and staff use West 10th Avenue daily for commuting to and from the University of British Columbia. The very high volume of UBC-related traffic on 10th Avenue, the fact that many of these commuters are speeding, a lack of four-way stoplights, as well as poor visibility for vehicles attempting to cross West 10th Ave at



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Trimble and Sasamat streets, have resulted in a high number of crashes in Point Grey Village. The following statistics for the years 2017-2022 from ICBC illustrate this:

**10th and Discovery = 38 crashes**

**10th and Trimble = 53 crashes**

**10th and Sasamat = 76 crashes**

**10th and Tolmie = 24 crashes**

**10th and Blanca = 42 crashes**

**Total: 233 crashes**

Converting our section of West 10th Avenue into a “People First Street” would markedly slow down traffic, reduce traffic accidents, and increase pedestrian and cyclist safety. It can be achieved without interfering with our excellent bus services.

Another pressing reason for choosing Point Grey Village as the site of a pilot project for the Vancouver Plan “People First Street” concept is the fact that we have been struggling for years with one of the highest vacancy rates on the West Side. Indeed, Point Grey Village is frequently depicted in the media as the paradigm example of the decline of local business



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districts in Vancouver, most recently by Douglas Todd in his *Vancouver Sun* article “The Crumbling of Vancouver’s Affluent Point Grey Village” (11 May 2023):

<https://vancouversun.com/opinion/columnists/douglas-todd-the-crumbling-of-vancouvers-wealthy-point-grey-village>

We believe that Point Grey Village has the potential to serve as a valuable case study of how a business district can make a comeback. Making our street the first “People First Street” in

Vancouver would be a huge impetus to the rebirth of Point Grey Village and would provide a useful example of how to help other struggling business districts.

The Point Grey Village BIA stands firmly behind the City's vision for “People First Streets,” thereby enhancing not only safety and livability but also creating a more inviting and vibrant environment for businesses and visitors. We understand that change on this scale requires careful planning, consultation, budget allocation and time but would like to do whatever we can to reduce the risk of traffic crashes in Point Grey Village in the meantime.

To this end, we also request that the City implement the following measures as soon as possible:



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1. Improvement of visibility for north and southbound drivers at the 10th and Trimble and 10th and Sasamat intersections.
2. Installation of a trial "Speed Capture" display board on 10th Avenue for both east and westbound traffic to inform drivers of their speed and to collect data.
3. Requiring Translink drivers to obey the speed limit on 10th Avenue.

We believe that the long-term benefits of creating people-oriented streets far outweigh the initial challenges. By prioritizing pedestrians, cyclists, and public transit users, we can foster a sense of community, promote local businesses, and enhance the dining and shopping experience for customers/patrons in Point Grey Village.

In closing, we look forward to your response and we would like to extend an invitation to Council and staff to attend one of our upcoming BIA meetings to discuss these exciting possibilities.

Sincerely,

Lance Chung

Executive Director,

Point Grey Village Business Association