

Media Advisory

TUESDAY EXPERT PANEL BEGINS INDEPENDENT ANALYSIS OF STATION LOCATIONS FOR PROPOSED UBC-BROADWAY CORRIDOR RAPID TRANSIT PROJECT

Media Opportunities

February 3, 2014

Tuesday, February 4:

- Urban Land Institute Governor's Advisory Panel (ULI GAP) Tour of Broadway Corridor
- Intersection of Broadway and Granville
- 10:15 – 10:45 am Interview with Gordon Price ULI BC spokesperson
- 10:45 – 11:00 am (Time approximate) Visuals only of GAP for intersection tour
- Learn what kinds of things the panel are looking for on corridor tour, what kinds of questions they are asking, etc.

Wednesday, February 5:

- All-day, closed-door GAP work session - No media access

Thursday, February 6:

- ULI GAP Report
- Fairmont Pacific Rim Hotel
- 8:30 – 9:30 am Presentation & Q&A - Open to public, stakeholders and media
- 9:45 10:15 am Media interviews

Interview Contact: Dorothy Sitek; m: 604-992-4963; dsitek@generationcommunications.ca
Veronica Rivas; m: 778-996-2845; vrivas@generationcommunications.ca

Background Attachment: ULI GAP Background includes scope, stakeholders list, expert bios and other details.

What:

TransLink is considering a number of options for transit in the Broadway Corridor. Regardless of the mode and specific alignment, an optimal strategy for appropriate land use and development on and near the transit line that takes into careful consideration building typologies, land use, and density will be needed.

One of the challenges will be to identify the best station locations that will ensure that development is done appropriately to generate the kind of planning success Vancouver wants around stations. That is the focus of The Urban Land Institute Governor's Advisory Panel's (GAP) visit. (See background document).

After interviewing stakeholders, touring the area, reviewing the relevant background and drawing on their own experience and expertise on these kinds of projects the panel will provide strategic advice about this development and suggest best practices that TransLink, the City of Vancouver, and UBC should consider as planning for the Broadway Corridor progresses. These suggestions will make use of lessons learned and best practices from similar exercises in other cities in North America, and will have a specific focus on private sector real estate development on and near transit lines.