

**Kennett, Bonnie**

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**From:** Gavin Duffus  
**Sent:** Friday, April 13, 2018 9:16 AM  
**To:** Public Hearing  
**Subject:** Rezoning Application - 1133-1155 Melville Street - DV BIA letter  
**Attachments:** DV BIA re 1133 Melville St.pdf

Hello,

Attached is a letter from the Downtown Business Improvement Association (DV BIA) in support of the Rezoning Application - 1133-1155 Melville Street.  
This is related to the April 17<sup>th</sup> 2018 Public Hearing.

Thank you,

Gavin

**Gavin Duffus, MPI**  
Economic Development Manager  
Downtown Vancouver Business Improvement Association (DV BIA)





April 12, 2018

City of Vancouver  
453 W 12th Ave  
Vancouver, BC V5Y 1V4

Attn: Mayor & Council

**Re: 1133 Melville Street Office Tower**

Dear Mayor and Council,

On behalf of the Downtown Vancouver Business Improvement Association (DVBIA) I would like to express my support for the development project proposed for 1133 Melville Street.

The DVBIA supports, promotes and represents the shared interests of 8,000 businesses and property owners in the central 90-block area of Vancouver's downtown core.

The DVBIA is invested in the long-term success of the city centre as a diverse community that is innovative and adaptable in order to attract new businesses and respond to emerging trends, while also preserving its unique character. We also establish programs to address cleanliness, beautification, sustainability, and promotion of downtown as a destination. As such, the proposal for 1133 Melville Street that includes over 600,000 sf of new office space, new retail spaces, and public realm improvements, are all initiatives that the DVBIA supports.

We have been very supportive of new office projects having recently provided input in the process for 400 West Georgia Street. Diverse office space is a critical element for the long-term success of our city and our economy. Increasingly, talent seeks out dense, vibrant and amenity-filled metropolitan areas that cater to their lifestyle. While technology firms once valued the low-cost rents that suburban locations offered, increasingly firms are moving into the urban core, recognizing that in order to attract and retain employees, they need to locate to places with a sense of community, where tech workers can find rich culture, dining, shopping, transit, and entertainment options. Vancouver's downtown, with its mix of residential and commercial buildings and shopping areas is well suited to meet the needs of employees. However, if the City of Vancouver is to remain a competitor and capitalize on the opportunity to attract and retain new and existing tech sector employment, then it needs to respond to this changing dynamic and encourage new office space.

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**PRESIDENT AND CEO:**

Charles Gauthier  
Downtown Vancouver BIA

Through the Relmagine Downtown engagement process we learned that the public wishes to see exciting and unique architecture in Downtown Vancouver. Noteworthy features, such as the Sky-garden and pocket park, along with the 'stacked box' configuration of the building are all design qualities that highlight the diversification of architecture in Vancouver. In addition, 1133 Melville Street not only presents the opportunity for much needed office space, it is also in a prime location where future employees will benefit from close proximity to rapid transit, shopping and services as well as proximity to residential areas like the West End and Coal Harbour where they may live.

On behalf of the DVBIA and our corporate and individual members, I urge City Council to support the proposal for 1133 Melville Street.

Regards,

DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION

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A large rectangular grey box redacting the signature and contact information of Charles Gauthier.

Charles Gauthier, MCP  
President and CEO