

City of Vancouver  
453 West 12<sup>th</sup> Avenue  
Vancouver, B.C.  
Canada, V5Y 1V4

Date: 10 MARCH, 2022

Attn: Mayor Gregor Robertson and City Councillors

RE: RIZE REZONING APPLICATION 180 Kingsway / 228 – 246 East Broadway

Dear Mayor & Council,

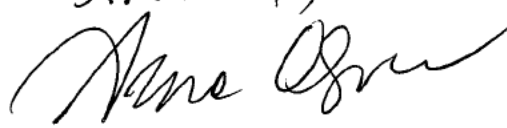
As residents of the Mount Pleasant neighbourhood, we would like to note that, on balance, we are not <sup>trust</sup> ~~trust~~ opposed to the Rize rezoning application. We ~~trust~~ that the intentions to increase density & building along transit corridors is a direction for the entire city, not just our neighbourhood, or the east side. We hope that this trust is not misplaced.

In addition, we would like to insist that <sup>all</sup> ~~all~~ CAC\* money as a result of this development would remain completely in and for the benefit of Mount Pleasant neighbourhood residents.

Name: Naomi Bridge & Anne Olsen

Address:

s. 22(1) Personal and Confidential

Sincerely,  
  
Naomi Bridge

**From:** Correspondence Group, City Clerk's Office  
**Sent:** Friday, March 02, 2012 11:24 AM  
**To:** Boomhower, Pat  
**Subject:** FW: Mount Pleasant heritage buildings FYI

**Attachments:** Mount Pleasant Heritage Apartment Blocks.pdf

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**From:** Lee Chapelles. 22(1) Personal and Confidential  
**Sent:** Thursday, March 01, 2012 7:15 PM  
**To:** Correspondence Group, City Clerk's Office; Public Hearing  
**Subject:** Mount Pleasant heritage buildings FYI

# **Mount Pleasant Heritage Apartments Building Design Suggestions for Potential Developers**



**Produced by Jean and Ian Campbell  
September 2005**

## **Mount Pleasant Heritage Buildings Have Similar Decorative Design**

When we looked at the Mount Pleasant heritage apartment buildings, it soon became evident that they all had similar features and colours:-

**Basic Building Shape** – rectangular

**Decorative Entrance with Name** – eg Algonquin Apartments, The Lee Building, The Williams Block etc

**Exterior** = Brick

**Colours** -

Beige Brick with Cream Trim

Or

Red Brick with Green Trim

**Decorative Cornice** - under the roof

**Windows** –

Elongated windows - rectangular rather than square

Or

Bay windows.

**Foilage** - lots

If a new apartment building is going to fit into the Mount Pleasant neighbourhood, we would recommend that the developer considers using the above features.

The apartment blocks chosen can be viewed in 10 minutes by foot, as they are all within close walking distance of each other.

## **View Court – 12 West 10<sup>th</sup> Ave**

Red Brick Building with an inner courtyard to add more light.  
Cream Trim/Pattern  
Decorative Entrance  
Elongated windows with white trim





## Algonquin Apartments – 5 East 10<sup>th</sup> Ave

Beige Brick building with red and cream trim  
Decorative Entrance  
Bay Windows  
Decorative Cornice with red trim





## 2637 – 2649 Quebec – Quebec and 11<sup>th</sup> Avenue

Beige Brick Building with cream trim  
Decorative Entrance  
Bay windows and elongated windows with cream trim  
Decorative Cornice - cream  
Cream pattern on the side of the building







## Wenonah Apartments – 166 East 11<sup>th</sup> Avenue

Beige Brick Building  
Decorative Entrance  
Elongated windows with green trim – lots of stained glass  
Decorative Cornice – green  
Lots of foliage, and flower pots





## Belvedere Court – 2545 Main Street

Beige Brick Building  
Cream trim  
Decorative Entrance  
Elongated Windows with cream trim  
Decorative Cornice – cream





## The Lee Building – Main and Broadway

Beige Brick Building  
Cream trim  
Decorative Entrance  
Elongated Windows with green trim  
Decorative Cornice - cream





## The Crosby Building – 156 East 8<sup>th</sup> Avenue

Red Brick Building  
Green trim  
Decorative Entrance  
Elongated windows with green trim  
Decorative Cornice - green



## **The Williams Block – 154 – 156 East 7<sup>th</sup> Avenue**

Red Brick Building  
Cream trim  
Decorative Entrance  
Bay windows with cream and black trim  
Decorative Cornice – green







## Quebec Manor – 101 East 7<sup>th</sup> Avenue

Beige Brick Building, with red pattern

Red trim

Decorative Entrance

Bay windows with red trim

Decorative Cornice - cream

High arched back exits

Wrought iron balconies







## Ashinola Apartments – 203 East 6<sup>th</sup> Avenue

Red Brick Building  
Green trim  
Decorative Entrance  
Elongated windows with green trim  
Decorative Cornice – green  
Large Patterned Panels – green







## The Brewery Creek Building – 280 East 6<sup>th</sup> Ave

Red Brick Building

Green trim

Elongated windows – small squares – green trim

Decorative Cornice – green









**An example of a 'neighbourhood friendly' new build –  
Lowrise, brick exterior, decorative top, decorative windows, iron railings.  
Location:- Main Street and 10<sup>th</sup> Avenue  
We welcome this type of development in Mount Pleasant**



**An example of a 'neighbourhood friendly' new build –  
Lowrise, brick exterior, decorative top, decorative windows, iron railings.  
Location:- Main Street and 12<sup>th</sup> Avenue  
We welcome this type of development in Mount Pleasant**



**An example of a 'neighbourhood friendly' new build –  
Tudor Syle Town Houses –  
Lowrise, some brick exterior, decorative beams, decorative windows, iron railings.  
Location:- Quebec Street and 10<sup>th</sup> Avenue  
We welcome this type of development in Mount Pleasant**

**From:** Correspondence Group, City Clerk's Office

**Sent:** Monday, March 19, 2012 3:53 PM

**To:** [REDACTED]

**Subject:** FW: CAC follow-up

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** Meggs, Geoff

**Sent:** Monday, March 19, 2012 2:38 PM

**To:** Jocelyne Hamel

**Cc:** MacKenzie, Janice

**Subject:** RE: CAC follow-up

Hi Ms Hamel

Given the matter this is before public hearing, this should go directly to the clerk -- I can't comment. I've copied her so your input can be properly circulated.

Geoff

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**From:** Jocelyne Hamel [REDACTED] s. 22(1) Personal and Confidential

**Sent:** March 19, 2012 2:10 PM

**To:** Meggs, Geoff

**Subject:** CAC follow-up

Dear Counsellor Meggs,

I understand that City Councillors may be interested in specific suggestions regarding allocation of the RIZE Community Amenity Contribution, and I would like to offer a potential suggestion. The Mount Pleasant Neighbourhood House is a city-owned building operated by the Association of Neighbourhood House of BC Doing Business **As Mount Pleasant Neighbourhood House**. We have been offering programs, services and community development activities in the neighbourhood for over 35 years. While we are a multi-service organization, we also contribute to the cultural life of our community: we hold a monthly "Coffee House" which provides performance space for local musicians, an annual Harvest Festival that features an outdoor and an indoor stage, and we partner with organizations such as Headlines Theatre to bring popular theatre to the House.

Our beautiful building is currently filled to capacity despite offering a number of services at off-site locations, such as in partnership with the Mount Pleasant Community Center, several Vancouver schools, and the Kingsgate Mall. We have begun exploring expanding the balcony on the second floor to create two new programming spaces; and have developed some initial concepts. While we have not proceeded to the extent of having the idea assessed formally by a structural engineer, I have been told informally by a professional that the work is feasible. Very basic estimates project that the project will cost approximately \$175,000.00. (These are very rough estimates and do not include the costs of the structural engineer.)

I would be pleased to discuss this idea with you further and you can contact me at 604-879-8208.

**Jocelyne Hamel**

**Executive Director**

Mount Pleasant Neighbourhood House

**From:** Correspondence Group, City Clerk's Office  
**Sent:** Wednesday, March 21, 2012 9:44 AM  
**To:** sandeep jahal  
**Subject:** RE: RIZE Rezoning Public Hearing

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** sandeep jahal s. 22(1) Personal and Confidential  
**Sent:** Tuesday, March 20, 2012 11:17 PM  
**To:** Correspondence Group, City Clerk's Office  
**Cc:** Ballem, Penny; Public Hearing  
**Subject:** RIZE Rezoning Public Hearing

Dear Mayor and Council,

I'd like to address a few concerns formed through observation of the Public Hearing and in doing so, I mean no disrespect in any way.

First, being new to the Public Hearing process, I'd like to comment on the Public Hearing itself.

(1) Placing speakers 2 floors below Council chambers really disconnected them from the Hearing. I'm not sure why we were denied access to the 3rd floor when there was plenty of room there.

(2) Knowing that over a 180+ speakers were signed up to speak, it's unclear why this Public Hearing was Item 6 on the Agenda, considering Item 5 was a Public Hearing with several speakers. Why not just start ours the next night, especially when Planning staff and the Applicant had a 2 hour long presentation?

(3) There must be a better way to inform speakers of what night and time the Public Hearing reconvenes and when it's their time to speak. Several people contacted me directly to find out because they didn't know the schedule (eg. what day it was reconvened to), times (eg. that is had been changed from 7.30 to 6) and which speaker number was up. People missed their turns to speak because of the confusion. Can a more effective system not be created?

Next, many people are incensed by this proposed change to the Public Hearing By-laws while we are in the midst of such a high profile and highly controversial Public Hearing. I understand it is at the discretion of the mayor, but I implore you to reconsider changing them at all.

Mayor Robertson, the following is an excerpt from your speech at Heritage Hall in Mt. Pleasant after you were newly elected:

*"...we want to do things very differently. **We want them to come bottom-up. We want the grassroots to have serious voice at City Hall. We want City Hall opened up...**And it's more than just us being out in the community, **it's about the community being in City Hall.**"*

Potentially taking away the additional 5 minutes to speak is doing the the exact opposite of what you pledged. It is telling the community that we in fact do NOT have a serious voice in City Hall and that measures are being taken to stifle our voices. There is a reason why these Public Hearings are getting bigger and bigger and it won't stop until there are some fundamental changes made in the way the Planning process works in Vancouver. More and more people are standing up and taking note. Also, I completely

disagree with all members of the quorum not having to be present and still being allowed to vote on the final outcome. Being briefed by Staff is unacceptable considering there has been a breach in trust. Also, how much time will you really have to read scores of 1,500 word responses?

Third, I was Speaker #9 on Tues Feb. 28. I personally appreciated being asked questions by the Councillors. I felt you were trying to understand the points I was making. I did not feel disrespected in any way. However, after watching the rest of the speakers, 2 things came to light not only for me but also for many who were present at City Hall and those who were watching via livestream. First, the change in atmosphere when someone was speaking for or against the rezoning was like night and day. When people spoke for the proposal, the atmosphere became quite jovial and lighthearted. The questions asked and comments made by Councillors did not try to refute what the speakers said but instead encouraged them to elaborate on points that clearly supported the rezoning. However, when some people spoke against the proposal, the atmosphere became more tense and intimidating. Questions were leading and there were a lot of "what if" scenarios. Speakers were basically being asked to defend themselves and sometimes even got grilled about complex matters that the average citizen can not be expected to solve, especially on the spot and in 5 minutes. Staff and the applicant should be answering these questions but they're not being asked them. Instead, they're being asked vague questions and haven't given any real substantial answers.

I felt extremely upset watching the way a very pregnant Caitlin Jones from the Western Front was interrogated. It was only until she stated that she felt uncomfortable that Mayor Robertson finally intervened. No one, especially a pregnant woman, should be interrogated to the point of discomfort. We are not on trial but it feels like we are. Sadly, people withdrew their names to speak after witnessing that. What message does this send to people?

I have gone into this Public Hearing with an open mind despite so many in our community and the broader community saying it's a "done deal". I hope with all my heart that I will not lose faith in the democratic process and this will not prove to be the "done deal" that people claim it is.

A city is nothing without unique communities and they are slowly being "generified" in the name of "progress". This is a very short-sighted vision for Vancouver. We can do better but we have to work together to achieve success. It is possible.

Kindly,

Sandeep Johal

this is my first time getting involved in civic issues/politics. I want desperately to believe that these kinds of projects aren't already "rubber stamped" before going into a Public Hearing.

**Isfeld, Lori**

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**From:** on behalf of Public Hearing  
**Subject:** FW: MPIC Meeting - Jan 5, 2012 - Agenda and draft ToR / Feb 27, 2012 Public hearing for 180 Kingsway  
**Attachments:** Mount Pleasant MPIC Agenda - 2012-01-05.pdf; MPIC - Draft - Terms of Reference - 11-18-2011.pdf

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Monday, March 05, 2012 12:50 PM  
**To:** Grace MacKenzie  
**Subject:** FW: MPIC Meeting - Jan 5, 2012 - Agenda and draft ToR / Feb 27, 2012 Public hearing for 180 Kingsway

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** Grace MacKenzie s. 22(1) Personal and Confidential  
**Sent:** Monday, March 05, 2012 12:38 AM  
**To:** Public Hearing; Correspondence Group, City Clerk's Office  
**Subject:** Fw: MPIC Meeting - Jan 5, 2012 - Agenda and draft ToR / Feb 27, 2012 Public hearing for 180 Kingsway

Mayor & Council

I was quite surprised to hear Peter Burch, on March 1, 2012, in addressing the Rize Public Hearing make the following statements regarding the Mount Pleasant Implementation Committee (MPIC):

*"We are attempting to form up a committee; there is nothing formal as yet. We're in the process of drafting a ToR were we try to address some of the tricky issues of representativeness and seeking to collaborate on some of these decisions & timeliness of the decision making. So we don't have a formal MPIC yet. We are in the process of trying to work on how the group can work together and we will work on, in a collaborative way, and that's a task that we will be taking on in the next little bit."*

This is doubletalk, the MPIC has met with City staff three times, each time for at least two hours. Citizen members of the MPIC presented a draft ToR to Peter Burch.

Included below is an email that I received from Peter Burch and Jennifer White referring to the "newly-formed Mount Pleasant Implementation Committee"

Perhaps a member of Council might ask Mr. Burch to clarify how he can refer to a "newly-formed Mount Pleasant Implementation Committee" then say there is no MPIC. Who are we if not the MPIC?

3/5/2012

How can Council be expected to make informed decisions when they are getting doubletalk like this?

And on another note, in his speech on March 1/12 when referring to the project and how it fits with the Plan, Mr. Burch says, "And of course it's located near a transit hub and where there might be a future transit station". "In broad sweeping terms that's how the project sorta fits with the Plan."

The only 'Transit Station' mentioned in the MPCP is the Great Northern Way Campus Transit Station located on the southern edge of the False Creek Flats, page 21 of the Plan. It is anticipated that a new transit station will be built on the GNWC as part of the Millenium Line extension to UBC.

How can Council be expected to make informed decisions when they are getting misinformation like this?

Yours sincerely  
Grace MacKenzie

**From:** Mount Pleasant Planning Program Events  
**Sent:** Friday, December 16, 2011 1:25 PM  
**To:** undisclosed-recipients:  
**Subject:** MPIC Meeting - Jan 5, 2012 - Agenda and draft ToR

Hi, everyone.

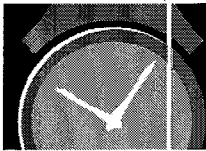
Our next meeting will be on **Thursday, January 5th at the Native Education College from 7:00 pm to 9:00 PM** (located at 5th Ave. and Scotia St). The focus of this meeting is to examine the draft Terms of Reference for the **newly-formed Mount Pleasant Implementation Committee** (we did not have time to discuss on December 1st). The start of the meeting will be spent providing an overview of the draft content to date followed by smaller group table discussions to identify any key issues/goals not captured in the ToR and any alternative approaches/guidelines for the MPIC.

**Please reply to this e-mail if you intend to come to the meeting on Jan 5th.**

Peter

Peter Burch  
Planner  
Mount Pleasant Community Plan Implementation  
Community Planning Division  
Vancouver Planning Department  
604.873.7486 (phone)  
604.873.7898 (fax)  
peter.burch@vancouver.ca

**Jennifer White**  
Community Planning  
City of Vancouver  
Ph. 604.871.6474  
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Email. [jennifer.white@vancouver.ca](mailto:jennifer.white@vancouver.ca)



# Mount Pleasant

City of Vancouver  
**Community**  
Plan Implementation

**Mount Pleasant (MP)  
Community Meeting  
Thursday, Jan 05<sup>th</sup>, 2012  
Native Education College  
285 East 5<sup>th</sup> Avenue (at Scotia St.)  
7:00 PM to 9:00 PM**

## **AGENDA**

1. Welcome and purpose of meeting (7:00 to 7:05 pm)
2. Mount Pleasant Implementation Committee (MPIC)  
Terms of Reference (ToR) (7:05 to 7:25 pm)
  - Explanation of draft content (City issues/goals)
  - Feedback thus far - key issues/goals to address
  - Tasks for tonight
  - Using tonight's feedback
3. Table discussions using posters and sticky-notes
  - Identify key issues, goals not captured in draft ToR (7:25 to 8:10 pm)
  - Identify alternative approaches/guidelines for MPIC (8:10 to 8:40 pm)
4. Report out (8:40 to 8:55 pm)
5. Wrap-up and next meeting (Thursday, Jan 19, 2012 -  
Public Engagement Review research) (8:55 to 9:00 pm)

## Mount Pleasant Implementation Committee - Terms of Reference

### 1.0 Background and Purpose

The following directions in the staff report to City Council (Nov 18, 2010) - seeking adoption of the Mount Pleasant Community Plan (MPCP) - reference on-going public participation when implementing the MPCP:

- Staff proceeds with the implementation of the Mount Pleasant Community Plan . . . in accordance with Plan principles and policies and **in consultation with the local community.**
- **Continued community involvement** will be necessary to set priorities and provide leadership over the life of the community plan.
- The Plan seeks to build community capacity throughout the planning and development processes - **ensuring that the process seeks common ground and reflects the interests of the broad community.**
- The Plan also supports **collaboration between the City, developers, and the community on Plan implementation**; this can result in **community capacity building** to address current and future issues in Mount Pleasant.

In order to pursue these directions, a Mount Pleasant Implementation Committee (MPIC) will be formed to provide on-going advice on Community Plan implementation. The Implementation Committee would be expected to respond to Community Plan principles, policies, and plans - including the need to seek common ground and reflect the interests of the broad community - in forming its advice, assisted by City staff. The MPIC represents an opportunity for engaging in broadly-informed community discussions, and promoting community development via the expansion of skills, abilities, and competency of community members and organizations to address problems and opportunities.

The City of Vancouver does not have a clear and consistent approach to issues of neighbourhood governance with respect to policy development/implementation. The MPIC can serve as a pilot approach to furthering the City's engagement practices regarding these issues - lessons learned from this type of engagement vehicle can be brought forward in discussions respecting City-wide engagement practices.

### 2.0 Role of MPIC

The MPIC will provide advice on community plan implementation. The intent will be to focus the MPIC's attention on implementation programs and projects referenced in the community plan, including

- A **Revitalization Strategy** to address the issues identified in the community plan respecting Broadway East
- A **Public Benefits and Infrastructure Strategy** to enable the delivery of multiple public benefits identified in the community plan
- A **Public Realm Plan** will be drafted to co-ordinate the public realm improvements identified in the community plan, and
- A **Public Engagement Review** to improve civic decision-making, addressing issues of representativeness, diversity, trust, and creativity in neighbourhood decision-making, while building community capacity to solve problems.

Other City programs and projects will conduct their own public processes (e.g., Greenest City Action Team projects, Transportation Plan update), in which members of the MPIC will be encouraged to participate.

The MPIC will also assist City staff in seeking to integrate proposals, projects, and programs in Mount Pleasant. The MPIC may establish sub-groups to address specific issues or projects (e.g., Broadway East Revitalization).

### **3.0 Role of City Staff**

Staff will have the responsibility of organizing the community plan implementation program, using available staff resources. City staff will ensure meetings and events are run effectively and open to all, and will record/illustrate/document/distribute discussion material (and make materials available to the MPIC). Staff will provide background information, ideas, and analysis on the community and on alternatives or ideas, and help facilitate the creation of MPIC options and directions. Staff will notify the MPIC of programs being conducted and rezonings/development applications in the Mount Pleasant area, and provide avenues for MPIC liaison - including discussions at MPIC meetings - with relevant staff from Planning, Engineering, Parks, Housing, Social Planning, Cultural Affairs and other civic departments (as needed). Staff, working with the MPIC, will seek to ensure that City Council, before making decisions pertaining to MPCP implementation, is made aware of the range of community opinion, technical information, and any other necessary information. City staff, like the MPIC, will seek to contribute to community development during MPCP implementation.

### **4.0 Role of City Council**

Council is ultimately responsible for approval of proposed physical improvements, zoning changes (or rezoning policy), guidelines, capital spending, or any other action/implementation plans developed following the Community Plan.

### **5.0 Composition of the MPIC**

The MPIC will be made up of volunteers from Mount Pleasant - ideally from across the community, involving a diversity of people (and interests), encompassing a variety of disciplines and skill sets. Staff, working with the MPIC, will seek to bring about this diversity. The MPIC will ideally provide a representative voice from Mount Pleasant to address community plan implementation.

### **6.0 Plan Implementation Outreach**

E-mail and letter (where necessary) notification will be sent to Mount Pleasant residents who have provided their address to City staff for purposes of being notified for MPIC meetings; meetings of the MPIC will also be advertised on the City's Mount Pleasant web-site.

Staff, working with the MPIC, will conduct additional open houses and workshops to enable the broader public (including residents, property owners, community service groups, and businesses) to participate in reviewing the work of staff and the MPIC.

### **7.0 Meeting Schedule**

The MPIC will meet with city staff as needed. Meetings may be held frequently (e.g., twice per month) contingent on issues arising, submission of applications, and reaching key decisions in processes involving city programs and projects.

## **8.0 MPIC Membership Tenure**

The MPIC will continue to meet and provide advice to Council and City staff until such time as City Council endorses a new approach for public engagement in Mount Pleasant, made on the basis of the City-wide Community Engagement Review.

DRAFT

**From:** Correspondence Group, City Clerk's Office  
**Sent:** Monday, March 26, 2012 1:05 PM  
**To:** s. 22(1) Personal and Confidential  
**Subject:** FW: FW: East is East storefront on Main St.

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** Mark Stoakes [mailto:[mark.stoakes@gmail.com](mailto:mark.stoakes@gmail.com)]  
**Sent:** Sunday, March 25, 2012 10:01 PM  
**To:** Correspondence Group, City Clerk's Office  
**Cc:** [paolomario@gmail.com](mailto:paolomario@gmail.com); [robertson@vancouver.ca](mailto:robertson@vancouver.ca); Affleck, George; Ball, Elizabeth; Carr, Adriane; Deal, Heather; Jang, Kerry; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; [CRossi@vancourier.com](mailto:CRossi@vancourier.com)  
**Subject:** Re: FW: East is East storefront on Main St.

Dear Mayor and Councillors:

This is truly unbelievable. East is East is a small business trying to make a small difference and fit into the kitschy (City of Vancouver staff description) nature of Main Street. Not everyone may like the style of the store front, but the restaurant is definitely fitting in with the eclectic nature of Main Street. Before criticizing the efforts of East is East, council should also consider that not everyone likes the thought of the "poodle on the pole" street art that the city is going ahead with in front of 3333 Main, despite considerable neighbourhood opposition. In addition, the city allows the likes of Shoppers DrugMart to enter neighborhoods with an absolute minimum of effort to their store fronts - which completely goes against the grain of the Main Street look and feel - see the [Vancouver Courier](#) . Certainly no opposition from council on either the architecture of 3333 Main Street or the bland store front that Shoppers DrugMart offers in such a heritage rich neighbourhood.

The City and Council's criteria for what is appropriate for Main street seems to have very little relationship to what the residents of the neighbourhood actually want. We could also add the Rize and Little Mountain developments into the discussion - both of which have strong neighbourhood opposition but which the still seems intent with ploughing ahead.

Yours sincerely, Mark Stoakes 604-218-7497

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**From:** Paolo Pietropaolo s. 22(1) Personal and Confidential  
**Sent:** Saturday, March 10, 2012 10:07 AM  
**To:** [mayorandcouncil@vancouver.ca](mailto:mayorandcouncil@vancouver.ca)  
**Cc:** [robertson@vancouver.ca](mailto:robertson@vancouver.ca); [clraffleck@vancouver.ca](mailto:clraffleck@vancouver.ca); [clrball@vancouver.ca](mailto:clrball@vancouver.ca); [clrcarr@vancouver.ca](mailto:clrcarr@vancouver.ca); [clrdeal@vancouver.ca](mailto:clrdeal@vancouver.ca); [clrjang@vancouver.ca](mailto:clrjang@vancouver.ca); [clrlouie@vancouver.ca](mailto:clrlouie@vancouver.ca); [clrmeggs@vancouver.ca](mailto:clrmeggs@vancouver.ca); [clrreimer@vancouver.ca](mailto:clrreimer@vancouver.ca); [clrstevenson@vancouver.ca](mailto:clrstevenson@vancouver.ca); [clrtang@vancouver.ca](mailto:clrtang@vancouver.ca)  
**Subject:** East is East storefront on Main St.

Dear Mayor and City Councillors:

Friday morning I heard a report on CBC Radio about the city's objection to the appearance of the East is East restaurant storefront in my neighbourhood, on Main St between 28th and 29th.

I listened with disbelief - which quickly transformed into outrage - as I heard about the city's unreasonable response

and its rejection of this beautiful project. This project enhances our neighbourhood in ways that other nearby businesses don't manage to do, not by a longshot. East is East's appearance, using reclaimed BC driftwood, is astronomically better than, for example, the way the McDonald's looks, or even the BC Liquor Store (which has ugly, unexplained concrete pylons out front as part of its design.)

As I've been watching the construction progress, I've often reflected that East is East's storefront will be a welcome addition to a neighbourhood that is rapidly gentrifying and looking less and less interesting as concrete, glass and large franchise stores supplant quirky, independent small businesses.

It's been a ray of sunshine.

Let's not let bureaucracy drag down a project that has more merit than all the neighbouring projects combined. It could be a beacon on Main St.

This is an important moment in the development of Main St. I implore you to make the right decision for the neighbourhood, and ensure that the East is East project can go ahead as planned with the full support of the city.

Regards,

Paolo Pietropaolo

s. 22(1) Personal and  
Confidential

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Correspondence Group, City Clerk's Office

**Sent:** Thursday, March 22, 2012 9:53 AM

**To:** [REDACTED]

**Subject:** FW: Libby Davies & Jenny Kwan: Letter regarding the Rize proposal on Broadway and Kingsway

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** Christopher Vollan [REDACTED] s. 22(1) Personal and Confidential

**Sent:** Thursday, March 22, 2012 9:37 AM

**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Affleck, George; Ball, Elizabeth; Carr, Adriane; Deal, Heather; Jang, Kerry; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony

**Cc:** McNeill, Yardley; scothein@vancouver.ca; Burch, Peter

**Subject:** Libby Davies & Jenny Kwan: Letter regarding the Rize proposal on Broadway and Kingsway

Mayor and Council,

Please find below an e-mail addressed to MP Libby Davies and MLA Jenny Kwan in response to their correspondence to Council regarding the Rize rezoning proposal.

Chris Vollan

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**From:** Christopher Vollan [REDACTED] s. 22(1) Personal and Confidential

**Sent:** March-22-12 9:05 AM

**To:** [libby.davies.c1@parl.gc.ca](mailto:libby.davies.c1@parl.gc.ca); [jenny.kwan.mla@leg.bc.ca](mailto:jenny.kwan.mla@leg.bc.ca)

**Cc:** Will Lin

**Subject:** Rize Proposal on Broadway and Kingsway

Honourable MP Davies and MLA Jenny Kwan,

I am in receipt of your letter addressed to Vancouver Mayor and Council regarding our company's proposed rezoning at Broadway and Kingsway and would like you to know that Rize shares the concerns you have expressed around home and business affordability in Vancouver and Mount Pleasant. Although the originally proposed 30 rental homes, 32 rental artist live work homes and 9,200sf artist production space (donated to the City) for this project have been removed through the community input process and through City direction, it is our goal to ensure market affordability is achieved through innovative home design, with a variety of home sizes and types and price points.

This project has been involved in (to date) a five year rezoning process, with significant public outreach and input as well as our participation in the Mount Pleasant Community Plan. The original application has been modified several times through city and community input and in our, and in Vancouver City planning staff's opinion, conforms to the 2010 Mount Pleasant Community Plan. The community, through the Community Plan and through ongoing input, has significantly shaped this project!

The proposal is also strongly supported by the Mount Pleasant Business Improvement Association, Heritage Vancouver, Translink and a significant number of local residents and business owners, as well as the Mount Pleasant Food Co-op with which we have a signed MOA to lease the largest retail space at subsidized rent.

This particular large site has been designated in both the 2010 and 1987 community plans as a heavy lifting site, with the ability to handle higher density, and potentially greater height, with commensurate contributions back to the community (in addition to much needed homes). The project as currently proposed, is only six storeys taller than the adjacent Stella mixed use project at Kingsway and 12<sup>th</sup>.

There is strong demand, and lack of supply for market homes in Vancouver, particularly around transit nodes such as the Main, Broadway and Kingsway intersection, the most transit intensive corridor in Metro-Vancouver. This demand is translating into increased housing costs as Vancouverites seek to live an urban and sustainable lifestyle, near transit and near work. Although market supply is certainly not the only solution to Vancouver's ongoing affordability crisis, without supply in a growing city such as ours, affordability cannot be achieved.

There are many other elements to this proposal that may interest you, including the \$6.25 million contribution the project will provide to the community for local amenities and affordable housing, a contribution to the community not achieved for similar projects (the adjacent 13 storey Stella for example) carried out under existing C3-A zoning and without a public hearing process. As well, our sustainability initiatives, urban agriculture, varied retail size and pricing, family oriented homes serve to further differentiate this project and fit it into the Mount Pleasant community.

As Rize is, and will continue to be a Mount Pleasant community member and homebuilder, I would be pleased to meet with you at any time to further discuss the proposed rezoning or any additional questions or concerns you may have. Our Rize Mount Pleasant community information centre is also available to you, and has hosted over 2,500 of our neighbours over the last year at 196 Kingsway (at 10<sup>th</sup>), open Tues-Sat, 11-5.

Sincerely,  
Chris Vollan

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**Christopher D. Vollan, P.Eng.**  
Vice President, Development  
s. 22(1) Personal and Confidential

**Rize Alliance Properties Ltd.**  
s. 22(1) Personal and Confidential

**From:** Correspondence Group, City Clerk's Office

**Sent:** Monday, March 19, 2012 12:51 PM

**To:** s. 22(1) Personal and Confidential

**Subject:** FW: Rize Mt. Pleasant

**Attachments:** submission to city council re the Rize development.pdf

Thank you for your email. Since this item has been referred to a reconvened Public Hearing scheduled for Tuesday, March 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. To register to speak or for information about the meeting, please call the Public Hearing Information Line at 604.829.4238, or e-mail [publichearing@vancouver.ca](mailto:publichearing@vancouver.ca)

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**From:** s. 22(1) Personal and Confidential

**On Behalf Of** Tony Wanless

**Sent:** Monday, March 19, 2012 12:35 PM

**To:** Correspondence Group, City Clerk's Office

**Subject:** Rize Mt. Pleasant

Recently I wrote a column at BC Business Online ([www.bcbusinessonline.ca](http://www.bcbusinessonline.ca)) regarding this Rize project.

I understand that the project is due to be heard soon, and thought you should see it, if you haven't already done so. I believe it sums up the redevelopment conundrum, especially as it relates to Mt. Pleasant.

Tony Wanless

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Tony Wanless CMC

Knowpreneur Consultants

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# A Case for New Urbanism in Mount Pleasant

By *Tony Wanless*

Created 2012-02-28 10:34

## A Case for New Urbanism in Mount Pleasant

Tony Wanless

| February 28, 2012

 [Mount-Pleasant-development\\_1.jpg](#)

Image by: [waferboard](#)

What are we clinging to in Vancouver's Mount Pleasant neighbourhood?

**The arguments are all wrong regarding a development proposal in one of Vancouver's funkiest neighbourhoods. Nostalgia is not a reason to preserve an area of cheap, temporary and often ugly buildings.**

The fight shaping up over a development proposal in a funky Mt. Pleasant location says just about all you ever want to know about where the city of Vancouver is these days.

The proposed 19-storey highrise at the major intersection of Kingsway and Broadway has “divided” the neighbourhood, [according to the Vancouver Sun](#). Given that there hasn’t been a development proposal in 20 years that hasn’t “divided” a neighborhood in Vancouver and most of its suburbs, that’s hardly a surprise.

But that’s exactly why it’s so interesting. Once again, we’re seeing the it’s-familiar-so leave-it-as-it-is crowd vs the-city-is-growing-and-needs-living-space proponents.

Arguments follow both lines of thinking:

The nostalgic crowd fears a rampant forest of high-rises à la Yaletown, or even a few buildings that opponents fear will change the “vibrant street culture” of the neighbourhood.

Build-it proponents (which include the city's community plan) say increased density is needed to make the city more efficient, sustainable and affordable.

And there it is in a nutshell: Nostalgic, "cool" and preservationist vs denser, more efficient and modern.

Let me say here as an aside: I love this neighborhood. It was where I first lived when I moved to Vancouver because it reminded me of Windsor, my home town, which was also old, mostly brick and clapboard and kind of down at the heels. Basically, it was pretty ugly, but, in a way, homey. It was my ugly.

But that's (my own) nostalgia, and shouldn't enter into the discussion. Unfortunately, it does. In any urban centre – emphasis on the urban – we're all nostalgic for the "way it used to be."

Maybe that can be preserved in areas like Toronto, where there is a large stock of interesting old buildings that can be converted to housing and other uses. But in Vancouver, we don't have that luxury. The city is barely 100 years old and, for most of its life, its main building style has been cheap and temporary. A few brick buildings are still around and create a sense of gentler bygone days. But, frankly, most are thrown-up, cheap, commercial buildings that are hardly worth preserving. And they certainly aren't able to handle the increasing demands of a booming city population.

So, much as we may like the past and are nostalgic for it, maybe we'd better realize that right now will soon be the past, and forty years from now, it will be looked at with similar fondness.

And then there will be other situations that may necessitate the revamping of the area.

That's the way cities evolve.

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