

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

**Sent:** Tuesday, February 14, 2012 9:23 AM

**To:** s.22(1)

**Subject:** RE: Rezoning Application Feedback: 228-246 East Broadway and 180 Kingsway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

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

**Sent:** Tuesday, February 14, 2012 8:57 AM

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

**Subject:** Rezoning Application Feedback: 228-246 East Broadway and 180 Kingsway

Dear Mayor & Council,

Reference: Rize rezoning application

Firstly, I would like you to accept my view of this project in the strictest confidence. I feel the Rize development will be a positive asset to the neighbourhood, bringing greater density, which in turn means more customers, businesses and neighbours. As a past Mount Pleasant Business Improvement Association director I know the challenges a lot of the struggling Main Street businesses have. I'm sure a lot of businesses feel the same way I do, but are unwilling to show support in fear of retribution from RAMP. Yes, it is a large project but the fact that Rize Alliance have taken the time to consult with the neighbourhood speaks volumes to their integrity as developers. I know a lot of entrepreneurs who have benefited from the POP shop concept Rize offered as their re-zoning application is in process. As a vibrant neighbourhood in a modern city, we should be embracing change and growth; not fearing it. I know for a fact that some of the RAMP association are on board because they are losing their beautiful view of the city! I'm not sure where in their purchase or rental contract it mentioned 'a view for life'.

Yours sincerely,

s.22(1) Personal and Confidential



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

**Sent:** Friday, February 24, 2012 10:49 AM

**To:** mike begg

**Subject:** RE: Rezoning Application by Rize Alliance Properties

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

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

**Sent:** Friday, February 24, 2012 10:25 AM

**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley; scothein@vancouver.ca

**Subject:** Rezoning Application by Rize Alliance Properties

To whom it may concern:

I am writing to you today to support the rezoning application by Rize Alliance Properties for the property located at the corner of Kingsway and Broadway. I have worked at 221 E 10<sup>th</sup> for two and half years and I have fallen in love with the Mount Pleasant Community. I look forward to the opportunity of one day being able to live in this area.

As an active member of the community I feel developments such as the proposed Rize property will provide great value to the community. My wife and I have been trying to move into the area, however, we have found it very difficult to find a suitable rental location. Many of the rental locations are older and do not offer the amenities and services newer buildings provide. When viewing a rental in a suitable place we have come across great demand and unfortunately many applicants. The area requires more density of affordable and sustainable suites.

New residents will help support the small businesses such as the coffee shops, clothing boutiques and restaurants, among others. I also feel it will support the business community in the local industrial area between Main and Cambie in the lower blacks (which should not be permitted for residential development). Developments such as this would also support the continued increase in car sharing programs and bike traffic.

Additionally, I have many friends in the construction industry who are starting to see a slowdown in work. In the short-term, construction provides jobs which is needed in our city so as not to lose residents or workers to neighbouring areas in the long-term.

Please consider the strategic importance of Rize's rezoning application. As an active citizen in the Mount Pleasant community I firmly believe it will provide great value in the long and short-term for all involved.

Thank you,  
Michael Begg



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Friday, February 10, 2012 3:35 PM  
**To:** Isabelle Dunlop  
**Subject:** RE: Rize Alliance project in Mount Pleasant

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

**From:** Isabelle Dunlop s. 22(1) Personal and Confidential  
**Sent:** Friday, February 10, 2012 3:21 PM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley  
**Subject:** Rize Alliance project in Mount Pleasant

Hello,

My name is Isabelle Dunlop, I am a fashion designer here in Vancouver and last year an opportunity arose for me to create a retail space in a beautiful old historic building on 10th and Kingsway through Rize Alliance.

As a Mount Pleasant resident I was intrigued to find out what was actually happening and it was a brilliant chance for my own small business to grow .

I was in the space for one month and honestly after talking to people in the neighbourhood, I couldn't come up with a valid reason not to build in that area. In fact looking into the history of Vancouver it would seem like that was the intention all along. As much as I like things to stay the same it would seem that Vancouver has a rather glaring housing shortage and perhaps with some help Rize might be able to help with this issue, so maybe change and densification could be the thing to keep our vibrant area going and growing healthily.

The building plans seemed to reflect and respect the neighbourhood, even down to the details of recycling the old growth wood from the current building.

I hope that the right decision can be made for our city .

Thanks for your time

Cheers

Isabelle



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

Date: JAN 24 / 11

RE: RIZE ALLIANCE PROPERTIES LTD

APPLICATION FOR REZONING

(180 Kingsway / 228 – 246 East Broadway)

Dear Mayor Gregor Robertson and City Councillors

AMAZING PROJECT. GOOD FOR  
THE community and the small  
business

Name: MARIA CAM.

Address: s. 22(1) Personal and Confidential



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

Date: Jan 24/12

RE: RIZE ALLIANCE PROPERTIES LTD

APPLICATION FOR REZONING

(180 Kingsway / 228 – 246 East Broadway)

Dear Mayor Gregor Robertson and City Councillors

*This project reflects my opinion that development  
needs to incorporate a significant residential component  
supplemented by commercial and community based  
space to allow street level activities (restaurant  
and meeting places)*

Name: Blair Sam

Address: s. 22(1) Personal and Confidential

*Vancouver, BC V6N2C8*



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

Date: Jan. 20/2012

s. 22(1) Personal and Confidential

RE: RIZE ALLIANCE PROPERTIES LTD

APPLICATION FOR REZONING

(180 Kingsway / 228 – 246 East Broadway)

Dear Mayor Gregor Robertson and City Councillors

The project is a good project in my view considering Bylaws and everything else is not as important as housing in this city. Without housing nobody will move to Vancouver, and without people Tourism will not rise and our economy will crumble in BC.

Building said project is always in my good books. Stephen Olson

Name:

Stephen Olson

Address:

s. 22(1) Personal and Confidential

Vancouver, BC

Thank You,  
Stephen O.



P.S.: People who believe buildings  
are built to a greater height  
of 19 stories or that all  
the neighbourhood will become  
19 stories are believing a  
false lie, and perception is  
misguided.

P.P.S.

Please make housing to be the  
topic, and business space  
a consideration of the future.

Thanks again

Stephen O.

P.P.P.S.

Sorry about the letter  
length.



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

Date: JAN 25, 2010

RE: RIZE ALLIANCE PROPERTIES LTD

APPLICATION FOR REZONING

(180 Kingsway / 228 – 246 East Broadway)

Dear Mayor Gregor Robertson and City Councillors

I THINK THE REZONING IS FINE. PROVIDED  
THERE IS THOUGHT TAKEN TO WHOM RENTS THE  
SMALL SHOP ZONE. NO BIG BOX RETAILERS IN SMALL  
SHOP ZONE. IE: STARBUCKS.

Name: JOEY PLACEK

Address: s. 22(1) Personal and Confidential



February 23, 2012

Dear Mayor and Council,

My name is Robert Heffel and I am the owner of the property located at 315 East Broadway. I am writing in regards to the rezoning that is being proposed for the corner of Kingsway and East Broadway, designed by Acton Ostry Architects Inc., on the behalf of Rize Alliance Properties Ltd. I very much support this project, as it will bring jobs, foot traffic and much needed continued vibrancy to the community. Recent developments such as this have greatly improved the livability of the area; importantly this project will continue this revitalization. Not too many years ago this area had serious crime issues and it is because the city worked hard developing a community plan that developments such as this have proceeded, that we now have a vibrant safe community for young and old families alike. This project very much fits into that community plan and the developer has come up with a beautifully designed building that is very much a positive step in the right direction.

The project is a much-needed improvement to the area and most importantly fits into the larger vision that the city has so correctly brought forward to make our city great.

Overall the community plan is extremely well thought out, as is this project, thus please accept my support for this very positive development.

Sincerely yours,  
RCSH Properties Ltd.



Robert Heffel



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Wednesday, February 08, 2012 3:53 PM  
**To:** Mark Henning  
**Subject:** RE: Regarding the Rize Alliance building at Kingsway and 10th.

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Mark Henning s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 08, 2012 3:45 PM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley  
**Subject:** Regarding the Rize Alliance building at Kingsway and 10th.

Hello, thanks for your time reading this. I'd just like to state as a long time resident of Mt. Pleasant (16+ years) I am completely in agreement with the designs that Rize Alliance have developed for the corner of 10th Avenue and Kingsway. I think they've gone out of their way to create an interesting and community friendly building, and have compromised greatly in the height of the proposed complex, which has subsequently removed several of the subsidized suites from the plans. And as I understand it, it was the city that asked for the tower initially.

I do not believe there are that many people truly in opposition to this site, a select few who live on the immediate street and perhaps a few others that fear all change. Personally I think their plans look to revitalize a rather desolate neighbourhood.

Please consider me in favour of them being allowed to proceed with the plans I've seen as of Dec 2011. Thanks,

Mark Henning

*Looking for something new? Try out [LastFM.com](http://LastFM.com) and check out Combine the Victorious while you're on it.  
Now on iTunes too!*





s. 22(1) Personal and  
Confidential

Vancouver, BC, V6B 3Y3

s. 22(1) Personal and  
Confidential

www.heritagevancouver.org

February 24, 2012

Mayor Gregor Robertson and Vancouver City Council  
Vancouver City Hall  
453 W. 12<sup>th</sup> Ave.  
Vancouver, BC, V5Y 1V4

**The Rize Development: Broadway and Kingsway**

On behalf of the membership of Heritage Vancouver, I would like to express our support for the proposed Rize development at Broadway and Kingsway. This proposed structure conforms to the type of development foreseen in the 2010 Community Plan for Mount Pleasant, which proposed that the heritage triangle and Main Street be kept low, with height and density to be placed along Kingsway. A significant change made last spring to modify the height and massing of the section along the Broadway corridor to compliment the height, width, and street level arcade of the historic Lee Building. In our opinion, the scale of this development does not negatively impact the important heritage of the Mount Pleasant neighbourhood.

We are in agreement that major arterial routes such as Kingsway and Broadway are appropriate places for increased height and density. Additional density in areas like this will allow the City of Vancouver to grow without the necessity to add unsympathetic height and density to our historic areas and heritage neighbourhoods.

In addition, we urge the City to continue to explore ways in which developments along arterials can absorb any remaining density in the now-frozen Heritage Density Bank. There have been a number of examples over the last several years where not having the option of a density transfer has threatened or doomed significant resources, or led to developments that damage historic context. It is essential that the Density Bank be restored to a healthy state as quickly as possible.

We encourage you to support The Rize proposal. Thank you in advance for your consideration.

Yours truly,

A handwritten signature in black ink, appearing to read "Don Luxton", with a stylized flourish at the end.

Donald Luxton, President  
Heritage Vancouver

Cc. Penny Ballem, City Manager  
Yardley McNeil, Planner  
Scot Hein, Senior Urban Designer/Planner



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Friday, February 24, 2012 11:49 AM  
**To:** Gideon James  
**Subject:** RE: Support for Rezoning Application Rize/Alliance

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Gideon James **s. 22(1) Personal and Confidential**  
**Sent:** Friday, February 24, 2012 11:22 AM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Support for Rezoning Application Rize/Alliance

Dear Mayor and Council,

I have lived the for the last seventeen years within one block of the site at Broadway and Kingsway being considered for rezoning and development. For five years I have owned and operated Gene Coffeebar at the intersection of Main and Kingsway. I know this area very well.

I am a critical observer of development in my neighborhood. Nothing disheartens me more than to see low density projects built on sites that are obviously suited to higher density. The arguments for pursuing much higher density in neighborhoods are easily understood by myself and many others living and working around the property at Broadway/Kingsway.

The development proposed by the Rize/Alliance company is a well thought out project and it promises to benefit our neighborhood in many ways. Aside from building a reasonable amount of housing around a nexus of public transportation and bike routes, it will for example improve the presently under-utilized Watson street and give the City the opportunity to make improvements to the section of the 10th Ave. bike route on this block.

The City of Vancouver has in its possession a petition in support of the originally proposed more elegant higher-density tower. I collected close to 300 signatures by leaving a clipboard with a petition out at my cafe for a week last spring. My customers are generally supportive of Vision party policies and are capable of embracing change.

Regards,

Gideon James



Mayor + Council  
City of Vancouver  
453 West 12th Avenue  
Vancouver, BC V5Y 1V4

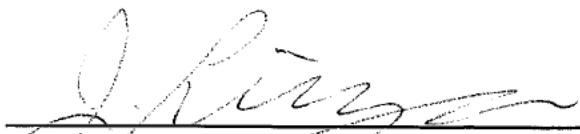
RE: REZONING APPLICATION 180 Kingsway / 228 – 246 East Broadway

Dear Mayor Robertson and Members of Council,

We support this because  
it will bring more business  
around the neighbourhood.

Sincerely,

Signature:



Name:

Jerry's European Hairstyling

s. 22(1) Personal and Confidential

Address:

[Redacted Address]

Date:

Feb. 10, 2012



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Thursday, February 23, 2012 5:21 PM  
**To:** s. 22(1) Personal and Confidential  
**Subject:** FW: Rize Alliance Project 196 Kingsway - IN SUPPORT

**Attachments:** ATT00001.txt

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

**From:** Blaine Kennedy s. 22(1) Personal and Confidential  
**Sent:** Thursday, February 23, 2012 4:52 PM  
**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  
**Subject:** Rize Alliance Project 196 Kingsway - IN SUPPORT

Mayor & Council:

Our family of four recently moved to Mt Pleasant from Kerrisdale. We speak out strongly in favor of the project, it is a well thought out design and the scale will encourage other development in the area. It complements the new Mt. Pleasant Community Center. The density is welcome and is the way of the future for environmental reasons, ease of transportation and the mix of rental & market units. The design is absolutely fantastic and is in keeping with other projects going ahead near the Athletes Village along Main/Quebec south of Terminal.

This area is in need of re-vitalization, stick to your guns, please vote in favor of this project.

Blaine & Claire Kennedy

s. 22(1)  
Personal  
and

Vancouver, B.C.





February 2, 2012

Sent via email

Mayor Robertson and Council  
City of Vancouver  
453 West 12<sup>th</sup> Ave.  
Vancouver, B.C.

Dear Mayor and Council,

Re: Rezoning Application – 228-246 East Broadway and 180 Kingsway

On behalf of Kingsgate Mall please accept this letter as a show of our support for the rezoning of the above noted property.

As owners of Kingsgate Mall we have actively followed the Mount Pleasant Plan process as well as the specific process for the rezoning of the Rize Alliance's site. Overall we feel the project is a good interpretation of the Mount Pleasant Community plan approved in November 2010 as it fosters a compact, sustainable and mixed-used community. We are eager to see the much needed revitalization in the area this project will bring and hope it will encourage more beneficial changes to the community in the future.

We value all of our customers and see the potential of more residents directly adjacent to the site as a positive thing for our 30 retailers within Kingsgate Mall and the community as a whole.

This proposal provides an opportunity to promote a range of housing and retail in the neighbourhood, strengthening the existing mix and adding to the vitality of the community. We hope that you consider this project as a step forward in the growth and evolution of both Mount Pleasant and Vancouver as a whole.

Sincerely

KINGSGATE MALL

Leyda Molnar  
Mall Manager



I support the rezoning application for the Kingsway and Broadway site. This development will add vitality to Mount Pleasant and contribute to employment in the area. Short and long-term job creation through retail and trades will also help strengthen this community moving forward.

**GEORGE'S BODY SHOP LTD.**

s. 22(1) Personal and  
Confidential

**VANCOUVER, BC  
V5Y 3V2**

s. 22(1) Personal and  
Confidential

*JAMES LEW*

*[Signature]* PRES.

*FEB 7/12*



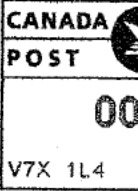
s. 22(1) Personal and Confidential

Vancouver, B.C.  
V5Y 3V2

Mayor & Council  
City of Vancouver  
453 West 12<sup>th</sup> Ave  
Vancouver, B.C.  
V5Y 1V4



PB031 1876810  
000011 W-JJD  
0209 170847





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

**Sent:** Monday, February 20, 2012 5:29 PM

**To:** Terry Lui

**Subject:** RE: Rezoning Application Feedback: 228-246 East Broadway and 180 Kingsway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Terry Lui s. 22(1) Personal and

**Sent:** Monday, February 20, 2012 5:20 PM

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

**Subject:** Rezoning Application Feedback: 228-246 East Broadway and 180 Kingsway

Dear Mayor and Councilors:

I am in support of the above quoted Mount Pleasant project and have the following comments:

Great design and use for the location. Creation of condos will provide greater housing mix and price range for those that wish to own a home and live in mount pleasant but cannot afford single detached. Access to public transit would be convenient. More home owners in mount pleasant will help retain people who actually are involved and truly appreciate the unique character of the community, instead of them being forced to leave and buy in further away communities due to lack of available affordable homes.

Would love to see this come to fruition.

Regards,  
Terry Lui



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

**Sent:** Thursday, February 23, 2012 11:24 AM

**To:** Randy Miller

**Subject:** RE: Rize project at Kingsway - Support

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

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

**Sent:** Thursday, February 23, 2012 11:06 AM

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

**Subject:** Rize project at Kingsway - Support

Mayor and Council,

I would like to express my support for the Rize project at Kingsway and Broadway!

I relocated to Vancouver from California four years ago due in large part to the successful urban planning and quality of life that Vancouver has to offer. I am a counseling psychologist and I live in a 30 storey tower in downtown Vancouver, walk to work, walk to many of my friends' homes and for essentially all of my daily needs (groceries, restaurants, dog walks, gym, etc.). I honestly cannot adequately express how significant this quality of life is to me having grown up and spent most of my life in car-centric, public transit deprived California.

And it is for this reason that I am writing you, as it seems there is a group of people in Vancouver who either don't understand part of the success of the city, or are opposed to it. I have read through the RAMP website regarding the Kingsway project and find their arguments against this particular project, and density and height in general to be selfish and profoundly insensitive to both the success of the planning in Vancouver and the basic tenets of sustainability.

I find it particularly disturbing that RAMP is following the all too often myopic perspective on development and fails to recognize that development provides the opportunity to step outside of a comfort zone, and be willing to embrace an expansion of city and soul, which perpetuates a viable, dynamic, walkable city. Understandably this can be a scary thing by the undeniable fact that the growth of city and soul requires transcendence of status quo. Allowing more people to enjoy a walkable city in what is essentially a downtown neighborhood only makes sense.

Vancouver is renowned for our quality of life, a benchmark on the world stage of cities to live in. Why on earth would we hinder this process from continuing in a neighborhood within earshot of the downtown core (in a building 2/3 the height of my home, and half the height of many in downtown Vancouver and elsewhere in Metro Vancouver). Burnaby is building 55 storey buildings near transit and yet here the concern is about 19. If anything our taller buildings force us to get our head off the ground and to look upwards.

In the bigger picture it is not about the height of the buildings, it's more about the lack of recognition that these buildings are our city's bee-hives of life energy that spills out into our community every day. In the words of renowned Archetypal Psychologist James Hillman, "we want to be together, to imagine, talk, make and exchange ... the walk, the coffee break, the café, or the sandwich shop or just sitting in the sun". Our high rises are not just simply glass boxes; they contain our soul, our families and our friends that invigorate our lives and the neighborhoods around them.

I hope in your review of this project that you will consider my experience, but more so, the potential for others, both current and future residents of Vancouver, to enjoy the benefits of living in a true city with soul handed down to each of us in the face of status quo with a greater vision for transcendent Vancouver.

Sincerely,

Randy Miller, M.A.

s. 22(1) Personal and Confidential

Vancouver, B.C., V6B 6J7

s. 22(1) Personal and Confidential





Mount Pleasant Commercial Improvement Society  
Mount Pleasant Business Improvement Area (BIA)  
s. 22(1) Personal and Confidential Vancouver, BC V5T 3G7  
Tel. s. 22(1) Personal and Confidential ; Fax s. 22(1) Personal and Confidential ;  
email: s. 22(1) Personal and Confidential ; [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

May 31, 2011

Mayor and Council  
City of Vancouver  
453 West 12<sup>th</sup> Avenue  
Vancouver, BC  
V5Y 1V4

**Attention: Mayor and Council**

Dear Sirs:

**RE: MPBIA SUPPORT FOR THE RIZE REZONING SUBMISSION AT 236 EAST BROADWAY**

---

The purpose of this letter is to advise that the Mount Pleasant Commercial Improvement Society (MPBIA) supports the development proposed by Rize Alliance Properties in their rezoning application for 236 East Broadway.

The introduction of more residents will naturally provide increased support for our diverse mix of restaurants, retail and services in the area. The redevelopment proposal is an important and positive catalyst for change in the Mount Pleasant area and a step in achieving the plans outlined in the Mount Pleasant Community Plan.

Yours truly,

John Boychuk  
President, MPBIA



June 27, 2011

Alec Myrfield

s. 22(1) Personal and  
Confidential

Mayor and Council

City of Vancouver  
453 West 12th Avenue  
Vancouver, BC V5Y 1V4

Dear Mayor and Council,

Please accept this email as indication of my support for the Rize development at Broadway and Kingsway.

I currently work in the city of Vancouver and used to live there for a number of years before moving to the North Shore. I grew up on Vancouver Island and it had always been a dream of mine to live in Vancouver as well as perform in the city. Being a musician it made sense to live near the action however it became very apparent that it would not be an easy task. Not only were the single family homes too expensive to buy or rent, but also artist space was virtually nonexistent. I feel that the Rize development would be a fantastic solution to both of these issues that lot of younger families and musicians are facing today.

This development would allow me to move back to Vancouver, potentially own my own home, perform in my own neighbourhood and continue to work in the city.

I was saddened to hear that the proposed artist production space has been removed from the project, as that was my main reason for supporting the project. I would like to see the money (\$6.5 million) kept in the community and used for artist production space in the community as there is a serious lack and keeping it in the community is essential to contributing to the artistic vitality of the area.

I was unable to attend the Jan 17<sup>th</sup> Open House and would like this email to be counted as a comment in support of the project.

Sincerely,

Alec Myrfield



June 28, 2011

s. 22(1) Personal and  
Confidential

Mayor and Council  
City of Vancouver  
453 West 12th Avenue  
Vancouver, BC V5Y 1V4

Dear Mayor and Council,

I am writing to indicate my support for the proposed development for the Rize development at Broadway and Kingsway.

My husband and I lived and worked in Vancouver for a number of years before moving to the North Shore and we feel that a development such as this would help us realize our goal of moving back to the city and owning our own home. Without developments like the Rize it would be next to impossible for younger families like mine to get a head start in Vancouver.

This particular area of Vancouver has a lot of potential and is in need of revitalization and I believe that this project would enable that to happen specifically where artist space is concerned. Being a part of the music scene in Vancouver has allowed us to experience firsthand the frustration involved with finding reasonable and available artist space in the city.

I had the opportunity to review the plans when I visited the Rize House and thought it was a great way to showcase the project and local retailers. I was however saddened to hear that the proposed artist production space has been removed from the project, as that was my main reason for supporting the project. I would like to see the money (\$6.5 million) kept in the community and used for artist production space in the community as there is a serious lack and keeping it in the community is essential to contributing to the artistic vitality of the area.

I was unable to attend the Jan 17<sup>th</sup> Open House and would like this email to be counted as a comment in support of the project.

Sincerely,

Salima Myrfield



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Wednesday, February 22, 2012 4:53 PM  
**To:** Boomhower, Pat  
**Subject:** FW: Rize Alliance Rezoning

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at [604.873.7015](tel:604.873.7015) or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

**From:** Jesse Nakatsuru s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 22, 2012 4:41 PM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley  
**Subject:** Rize Alliance Rezoning

Hello City Councilors,

I'm currently the Branch Manager at G&F Financial Group (located at 1-2949 Main Street, Vancouver, BC – Main & 14<sup>th</sup>) and also a Director on the Mount Pleasant Business Improvement Association. For the past five years, I have worked within the Mt Pleasant Community and have actively engaged with community groups, businesses, individuals, the City of Vancouver and schools for the overall improvement of this area. During this time, I have seen significant changes not only within the community and also the City as a whole.

I recognize the concerns with increased density, new high rise buildings and maintaining an historic element within the community, however I believe it's more important that we strategically place high rise buildings with increased density in neighbourhoods close to the City Centre, close to transit, and close to community amenities. It is my firm belief that the Riza Alliance project at Kingsway and Broadway is strategically placed, fits within the Mt Pleasant Community Plan drafted in 2010 and is an overall net benefit within the community. Businesses will thrive, individuals will have immediate access to transit and proximity to the City Centre and the Community Amenity Contribution, along with the Mt Pleasant Community Centre will provide all individuals with access to arts, culture and activities.

Myself, G&F Financial Group and the Mt Pleasant BIA strongly support this rezoning application as currently submitted and hope that the City of Vancouver shares similar views.

Please don't hesitate to contact me if you require any further input or would like to discuss further

Sincerely,

Jesse Nakatsuru, BA  
Branch Manager  
G&F Financial Group  
Main Street Branch  
Office  
Cell  
Direct:  
Fax:  
Email:  
Website: [www.gffg.com](http://www.gffg.com)

s. 22(1) Personal and Confidential  
s. 22(1) Personal and Confidential  
s. 22(1) Personal and Confidential  
Confidential  
s. 22(1) Personal and Confidential  
Confidential

*where members belong*





 please consider the environment before printing this e-mail

---

Confidential Transmission

G&F Financial Group is committed to privacy and safeguarding information. This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. Any other distribution, copying or disclosure is strictly prohibited.

If you have received this message in error, please notify me immediately by telephone at S. 22(1) Personal and Confidential or by return email and destroy all copies of this communication.



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Wednesday, February 08, 2012 10:11 AM  
**To:** David Nicolay  
**Subject:** RE: Rize rezoning at Broadway & Kingsway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** David Nicolay s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 08, 2012 6:53 AM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Affleck, George; Tang, Tony; Ball, Elizabeth; Jang, Kerry  
**Cc:** McNeill, Yardley  
**Subject:** Rize rezoning at Broadway & Kingsway

To the City of Vancouver Council:

I am writing you this email to express my support for the proposed rezoning application by Rize and Acton Ostry Architects. As a long-time resident and business owner in the neighbourhood, I am in agreement with the city's community plan for Mount Pleasant, and desire to see ongoing improvements and increased density that will benefit all local residents. Further, i supported the proposal when it was at 26 storeys for the tower portion, so I do not wish to see the building height further diminished, as I believe this will increasingly deplete any accompanying amenities, and reduce the overall efficiency and use of site. Mount Pleasant, and specifically the Broadway and Main corridors, are in desperate need of new ideas and more residents. In the nearly twenty years that I have resided in the neighbourhood, I have seen a lot of amazing improvements, in terms of small scale developments and boutique businesses, and I see nothing but positive benefits from the proposed rezoning application in its current form. I encourage all Council members to vote in favour of this application.

Sincerely,

David Nicolay  
s. 22(1) Personal and Confidential



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Thursday, February 23, 2012 9:57 AM  
**To:** Anthony Norfolk  
**Subject:** RE: Rize Alliance: 228-246 East Broadway & 180 Kingsway.

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Anthony Norfolk s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 22, 2012 5:39 PM  
**To:** Correspondence Group, City Clerk's Office  
**Cc:** Alan Davies  
**Subject:** Rize Alliance: 228-246 East Broadway & 180 Kingsway.

This submission in support of the proposal for this site, and of the related Staff Report, is presented based on 25 years of involvement in the development of two Community plans for Mount Pleasant. I was Vice-Chair of the committee which developed the 1987 plan, which has stood the test of time impressively, and, after living in Mount Pleasant for 15 years, I later participated in the process leading to the 2010 plan which underpins this proposal.

This submission relates to the first two only of the five Concerns listed on page 10 of the Report, essentially compatibility with the 2010 and built form, including height.

The 1987 plan does not directly address this site. While I am presenting my own opinion here, I can tell you that even at that time and afterwards a number of those involved discussed the advantages of one or more landmark point towers at appropriate sites in the Main/Broadway/Kingsway area to provide focus and reinforcement at this pivotal area. When the draft of the 2010 plan pointed in that direction, accompanied by well developed drawings which included the current proposal in outline, we found this reassuring, and were glad that Council accepted the plan.

The Staff Report correctly asserts that the proposal responds to the plan. The podium responds well to the context in its relationship to the Lee building and others. However, I know that I am not alone in regretting the reduction in the height of the tower. The taller version was more elegant and assertive; an opportunity has been missed. I am certainly on record as opposing towers in inappropriate locations, as my involvement in the Height Study shows. However, this location is not one of those; quite the contrary. Perhaps when proposals for the Kingsgate Mall are developed...

Please approve the project.

Respectfully submitted: Anthony Norfolk.



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

**Sent:** Friday, February 17, 2012 12:32 PM

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

**Subject:** RE: Rize Project On Broadway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** msharp@pacificangler.ca s. 22(1) Personal and Confidential

**Sent:** Friday, February 17, 2012 11:57 AM

**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley; scothein@vancouver.ca

**Subject:** Rize Project On Broadway

Dear Mayor and Council.

I am writing to express my support for the rezoning application for the Rize Alliance project located at the intersection of Kingsway and Broadway. This project will help to ensure local small businesses, such as the one I work at one Broadway at Quebec will be able to grow in a tough retail market. I am unable to attend the public hearing scheduled for February 27/12 so please accept this email as a note of support.

Ron

Pacific Angler Enterprises



Mayor + Council  
City of Vancouver  
453 West 12th Avenue  
Vancouver, BC V5Y 1V4

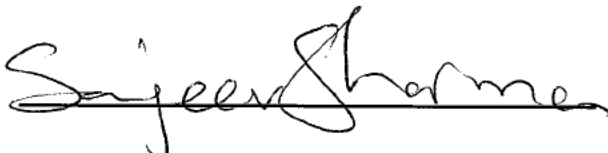
RE: REZONING APPLICATION 180 Kingsway / 228 – 246 East Broadway

Dear Mayor Robertson and Members of Council,

I have lived in Mount Pleasant since birth. I continue to live in my mom's basement because I love the community. The only way for me to afford a place of my own is if there are more options – simply the case of supply + demand to keep prices down. I support Rize condo project for my community.

Sincerely,

Signature:



Name:

Sunjeewan Sharma

Address:

s. 22(1) Personal and Confidential

Date:

Feb. 9, 2012



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Friday, February 24, 2012 3:21 PM  
**To:** Ryan Steele  
**Subject:** RE: Rize Alliance

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Ryan Steele s. 22(1) Personal and Confidential  
**Sent:** Friday, February 24, 2012 3:01 PM  
**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; McNeill, Yardley; scothein@vancouver.ca  
**Subject:** Rize Alliance

Gregor Robertson and City Council,

I am emailing to show my support for the Rize Alliance redevelopment in Mount Pleasant (corner of Kingsway + Broadway).

I have had the opportunity to visit Rize House information centre to learn about the project, the community plan and the developer. As a resident of Vancouver and an employee of a Mount Pleasant business (The Biltmore Cabaret) I feel this is a great project. It is no secret that housing in Vancouver is at a premium and many in my social circle (young, working people in their late 20's and early 30's) are wondering how we will ever be able to own a home in Vancouver. It is through projects like this that we will be able to stay in the City we love.

Thank you for your time and consideration

Ryan Steele



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

Date: 18-Feb-2012

Attn: Mayor Gregor Robertson and City Councillors

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

Please let this pass. It is  
an exciting & energetic project

This area is changing (for the  
good) & this would be a  
wonderful asset.

Name:

J P Sturges

s. 22(1) Personal and Confidential

Address:

Vancouver, B.C.



CITICLERKDEPT 08:38 12FEB22



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Wednesday, February 15, 2012 2:38 PM  
**To:** margit tonelli  
**Subject:** RE: Rezoning Application for 228-246 East Broadway & 180 Kingsway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

**From:** margit tonelli s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 15, 2012 2:25 PM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley; [scothein@vancouver.ca](mailto:scothein@vancouver.ca)  
**Subject:** Rezoning Application for 228-246 East Broadway & 180 Kingsway

Dear Mayor and Council

Re: Rezoning Application for 228-246 East Broadway & 180 Kingsway

Please accept my support for the proposed rezoning at the property noted above.

As part of a family run business in the area I whole heartedly support this application. It is the first step in realizing the Mount Pleasant Community Plan you approved in November 2010 and will help small businesses such as ours to continue to grow and thrive in the area.

We look forward to this project and others in the future that will continue to build a lively and exciting community.

Sincerely,

Margit Tonelli  
78 East Broadway



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

**Sent:** Friday, February 24, 2012 9:45 AM

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

**Subject:** FW: 228 - 246 East Broadway & 180 Kingsway : Translink & BIA Support

**Attachments:** Transit Oriented Communities Letter.pdf; 2010.12 Transit-Oriented Communities Primer - final web.pdf; MPBIA SUPPORT LETTER FOR RIZE ALLIANCE.PDF

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

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

**Sent:** Friday, February 24, 2012 8:24 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; McNeill, Yardley; scothein@vancouver.ca; Burch, Peter; Yip, Michelle

**Subject:** 228 - 246 East Broadway & 180 Kingsway : Translink & BIA Support

Mayor and Council,

Please find attached a letter of support for 228 – 246 East Broadway & 180 Kingsway (Rize Mount Pleasant) from the Mount Pleasant Business Improvement Association (MPBIA) along with a letter from Translink in support of transit oriented density, resulting from conversations with Translink on the proposed rezoning.

Also attached is Translink's primer for transit-oriented communities. My apologies if this has been provided to you previously.

In review of our proposal, Translink have indicated to us that they strongly encourage additional density along Broadway as this serves to strengthen their case for a future fixed line service along the corridor.

Chris Vollan

---

**Christopher D. Vollan, P.Eng.**

Vice President, Development

<https://twitter.com/cvollanRize>

**Rize Alliance Properties Ltd.**

[www.rizealliance.com](http://www.rizealliance.com)

<http://blog.rize.ca/>

[www.facebook.com/RizeAlliance](https://www.facebook.com/RizeAlliance)

s. 22(1) Personal and

s. 22(1) Personal and  
Confidential





TransLink  
s. 22(1) Personal and  
Confidential

November 15, 2011

Christopher Vollan  
Vice President, Development  
Rize Alliance Properties Ltd.  
s. 22(1) Personal and Confidential

www.translink.ca

South Coast British Columbia  
Transportation Authority

Dear Mr. Vollan:

**RE: Transit-Oriented Communities**

Translink received a request through Kathryn Tonelli of Brook Pooni Associates for our perspectives on the relationship between urban development and the region's Frequent Transit Network. The following is a summary of our current thinking on developing transit-oriented communities in Metro Vancouver.

Transit-oriented communities facilitate a decreased reliance on driving by focusing higher densities, a mix of uses and destinations and pedestrian-friendly design within walking distance of frequent transit service. They support the delivery of more efficient and effective transit, a safe and inviting public realm, and more livable neighbourhoods.

The region's long-term transportation strategy, Transport 2040, supports transit-oriented communities as a fundamental concept, in particular through the goals of having most trips made by transit, walking and cycling, and to locate the majority of jobs and housing in the region along the Frequent Transit Network. Metro Vancouver's recently adopted Regional Growth Strategy reinforces this concept by concentrating growth and development in centres and corridors well served by high quality transit.

It is critical for all stakeholders to make good decisions on the location, scale and scope of development, on urban design and structure, and on the street network in order to build the foundation for an urban fabric conducive to walking, cycling and transit. There is no fixed formula or single right way to make these decisions. Ultimately they need to be shaped by community aspirations, the evolution of transit services, market and cultural forces, demographics and other factors. You may find the attached Primer on Transit-Oriented Communities useful in explaining the core concepts and the many ways of applying them to different contexts.

Thanks you for your interest in this subject. If you have any questions on the above, please feel free to contact me at 604-453-4560.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Yeomans", with a long horizontal line extending to the right.

Greg Yeomans  
Manager, Transport and Land Use

c. Michael J. Shiffer, Vice President, Planning, Strategy & Technology



# Transit-Oriented Communities

*A Primer on Key Concepts*









# Introduction

Creating communities that are more “transit-oriented” is one of the key goals of most land use and transportation plans in Metro Vancouver. Transit-oriented communities are not only more livable, sustainable, resilient and economically thriving, they also support higher levels of walking, cycling and transit and result in lower levels of automobile use and greenhouse gas emissions.

In response to requests from local government partners, TransLink has prepared this primer to highlight the key attributes of community design that most strongly influence travel behaviour. This is not an official policy document but is rather an effort to share current thinking on how community design can best support walking, cycling, and transit.

## What are Transit-Oriented Communities?

*Transit-Oriented Communities* (TOCs) are places that, by their design, allow people to **drive less** and **walk, cycle, and take transit more**. In practice, this means concentrating higher-density, mixed-use, human scale development around frequent transit stops and stations, in combination with mobility management measures to discourage unnecessary driving. Ultimately, transit-oriented communities are really walking- and cycling-friendly communities that are focused around frequent transit.

## A Regional Tradition of Transit-Oriented Planning

Metro Vancouver has long supported a transit-oriented land use approach, with the 1975 Livable Region Plan envisioning a transit-oriented regional community of compact urban centres linked by frequent transit corridors. This approach was reaffirmed in the 1996 Livable Region Strategic Plan and continues to be a key direction in the proposed Regional Growth Strategy.

### TransLink Terminology

#### Transit-Oriented Communities (TOC):

*Places* (regions, municipalities, neighbourhoods) that facilitate a decreased reliance on the automobile by:

- focusing higher-density, mixed-use, pedestrian-friendly development within walking distance of frequent transit; and
- implementing mobility management measures to discourage unnecessary driving.

#### Transit-Oriented Development (TOD):

Specific *buildings* or *development* projects that are fundamentally shaped by their close proximity to frequent transit.



# Frequent Transit Network

## Organizing Framework for Growth and Development

The key principle to creating transit-oriented communities is to concentrate growth in centres and corridors that are well-served by frequent transit. To further advance this “centres and corridors” concept, TransLink has introduced the concept of a Frequent Transit Network (FTN).

The FTN is a network of corridors where transit comes along at least every 15 minutes in both directions, throughout the day and into the evening, every day of the week. The FTN does not refer to specific routes or technologies or vehicle types – rather it refers to a high frequency and span of transit service within a corridor. This level of service may be provided by a single route or by a combination of multiple routes and/or technologies within the same corridor.

For the travelling public, the FTN provides a legible and interconnected network of convenient, reliable, easy-to-use services that are frequent enough to be schedule-free. For municipalities and the development community, the FTN provides an organizing framework around which to focus growth and development.

### Service Type and Development Patterns

Transit-oriented communities come in many shapes and sizes. One of the key factors determining the pattern of neighbourhood development is the type of frequent transit service. As illustrated in Table 1, service types can be defined based on speed and local access – attributes that are primarily determined by the type of right-of-way and the station or stop spacing.

Frequent transit services with limited stops, spaced every 1-1.5km, tend to have faster journey times but have less convenient local access. Frequent transit services with many local stops, spaced every 250-400m, have more convenient local access but have slower journey times.

All else being equal, people will walk farther to access faster and more reliable services. The distances people are willing to walk to transit vary depending on trip length and purpose, weather, topography, demographics, and quality of the pedestrian environment. TransLink follows international practice in assuming that, on average, most people will walk roughly 10-12 minutes (800m) to access frequent limited-stop service that runs in an exclusive right-of-way; 6-8 minutes (600m) to access frequent limited stop service that runs in mixed traffic; and 5-6 minutes (400m) to access frequent local stop service. While actual pedestrian catchment areas will vary according to context, these general guidelines are useful in helping to plan transit-oriented communities.

As a result of wider stop spacing, limited stop services support a nodal development pattern with the highest concentrations of density focused around the stops and stations. Due to tighter stop spacing, local stop services support more of a linear development pattern with densities distributed more equally along the transit corridor.



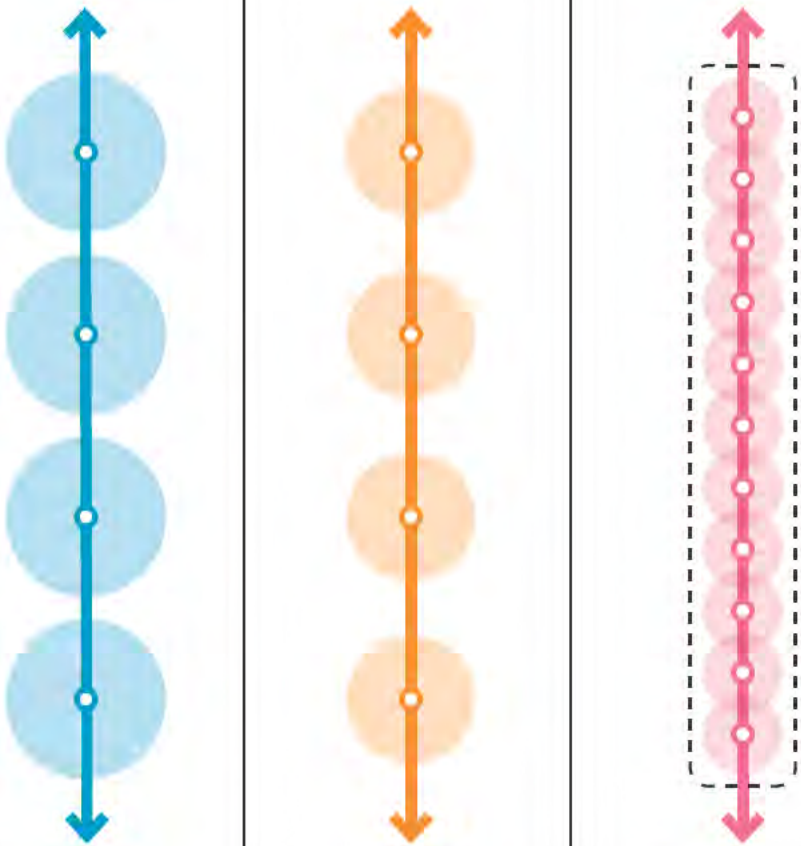
|                    |                            | FREQUENT TRANSIT SERVICE TYPES  |             |                                |
|--------------------|----------------------------|---|-------------|--------------------------------|
| ATTRIBUTES         | Stop Spacing:              | Limited Stop<br>(every 500-2,000m)  |             | Local Stop<br>(every 250-400m) |
|                    | Right-of-Way:              | Exclusive   | Shared      | Exclusive or Shared            |
| LAND USE INFLUENCE | Pedestrian Catchment Area: | 800m Radius   | 600m Radius | 400m Radius                    |
|                    | Pattern:                   |  |             |                                |

Table 1 – Frequent Transit Service Types and Development Patterns



# The “Six Ds” of Transit-Oriented Communities

There is no single “right way” to create successful transit-oriented communities and, ultimately, many variations on these basic development patterns are possible depending on a community’s aspirations for how it wants to grow. In addition, the shape of a community may change and evolve over time, in response to the introduction of new types of transit service, market and cultural forces, demographics and other factors. There are, however, several attributes that are common to nearly all places with high levels of transit demand and productive transit service:

- Major **DESTINATIONS** and centres are lined up in reasonably direct corridors making them easy to serve efficiently by frequent transit;
- Walking **DISTANCE** to frequent transit is minimized by creating a fine-grained urban structure of well-connected streets around which to focus:
  - » people-friendly urban **DESIGN** including safe, comfortable, and direct pedestrian and cycling routes;
  - » higher levels of residential and employment **DENSITY**;
  - » a rich **DIVERSITY** of land uses and housing types;
  - » **DEMAND** management measures that discourage unnecessary auto trips.

While each of the “Six Ds” is important in shaping travel behaviour, some aspects of built form are more permanent than others (Figure 1). For instance, once a neighbourhood is established, its location and its street network become very difficult to change over the long term, whereas building form and the uses within buildings change more readily along with market trends. Accordingly, it is critical to make good decisions on location, urban structure, and street network in the early stages of community design in order to establish an urban fabric conducive to walking, cycling and transit.

Since no single measure is truly effective in isolation, in successful transit-oriented communities all of the “Six Ds” are **implemented in concert**. There are no magic thresholds for density or any of the other variables that, once achieved, will automatically produce certain travel outcomes. Instead, each of the “Six Ds” works synergistically to support higher levels of transit service and reduced levels of automobile dependence.

Likewise, to be effective all “Six Ds” must be implemented at **all spatial scales** of planning – starting at the regional scale and moving down to the community, neighbourhood, and site scales.

- At the *regional scale*, urban centres and frequent transit corridors are identified to provide the basic framework for shaping regional growth.
- At the *community and neighbourhood scales*, frequent transit stops and stations provide the focus around which to create a fine-grained network of well-connected streets and foster higher density, mixed-use, walkable neighbourhoods.
- At the *site scale*, buildings are oriented toward transit facilities and the wider public realm to enhance the pedestrian experience.

The following sections explain each of the “Six Ds” in further detail.



---

**Most  
permanent**



**Least  
permanent**

**Destinations** – land & location

**Distance** – urban structure & street network

**Design** – public realm

**Density** – building form & massing

**Diversity** – mix of uses

**Demand Management** – incentives & disincentives

---

**Figure 1** – Relative permanence of the “Six Ds”



# 1 Destinations Be on the Way



**Figure 2** – Poor transit geography forces a choice between providing a slow meandering route or one that bypasses key destinations.

An efficient transit corridor – and hence one that will support frequent transit service – *connects multiple high demand destinations* along a reasonably direct line. For the customer, the transit trip becomes more competitive since it is perceived as a direct route between any two points on the line. For the transit provider, more destinations and riders can be captured in fewer kilometres travelled leading to more cost-effective service provision.

A poor transit geography (Figure 2) is one with destinations that are not lined up so that transit must either bypass them and miss out on additional ridership potential, or meander from the main route to reach them and increase the trip length and travel time to the other passengers. Where land use has not been well-coordinated with transit, this tradeoff is the perennial dilemma facing the transit planner.



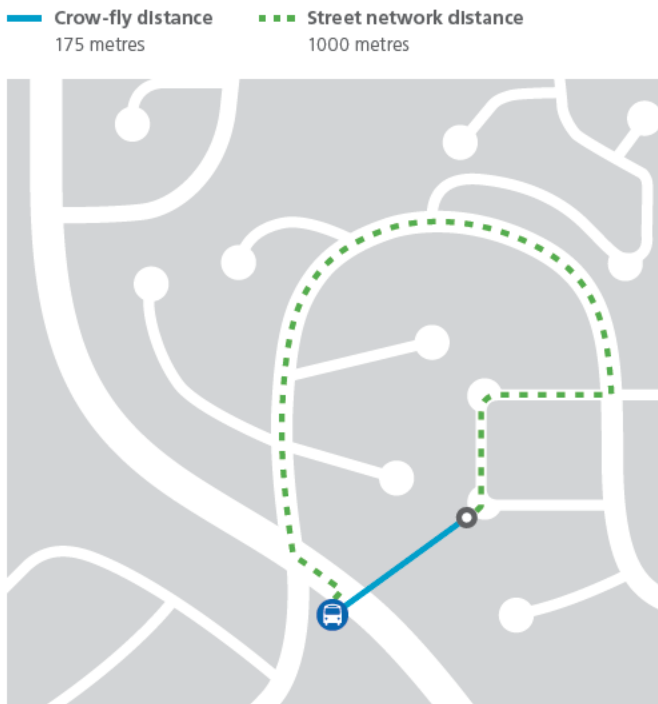
**Figure 3** – Good transit geography lines up destinations along a reasonably direct corridor. Be on the Way!

Good transit geography (Figure 3) is one in which transit destinations are on a reasonably direct path between other destinations. Ideally, this path is anchored at either end by major trip generators since these anchors can justify better service along the entire corridor – even to smaller destinations in between.

Ultimately, the first and most important step to creating a more transit-oriented community is to align major destinations along a reasonably direct corridor so that they can be efficiently served by frequent transit. In other words: **Be on the Way!**



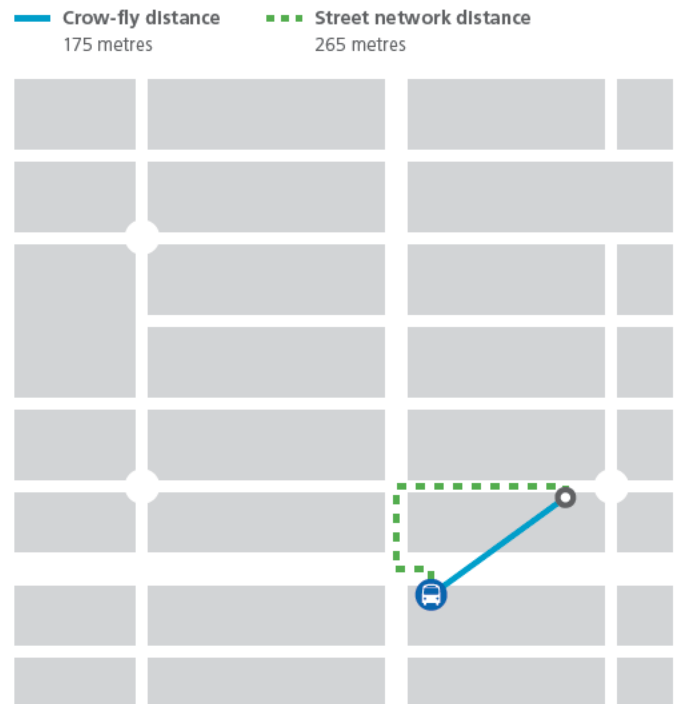
## 2 Distance Connect the Blocks



**Figure 4** – A disconnected street network full of cul-de-sacs results in long walking distances and less efficient transit operations.

In order for frequent transit to be successful, it is essential that people can walk to the transit service quickly and conveniently from the places they live, work, shop, and play. While the distance used to define this pedestrian catchment area will vary based on local conditions, generally people will walk farther to access higher capacity transit services, as illustrated in Table 1.

When considering a destination's distance from transit, it is important to consider the actual walking distance, rather than measuring as the crow flies. For example, a poorly connected network with large blocks and many cul-de-sacs (Figure 4) means that the actual walking distance is much longer than the crow-fly distance. Even destinations that are physically close to a transit stop or station may still require a long walk, reducing the attractiveness of that transit service.



**Figure 5** – A well-connected, fine-grained street network enables shorter, more direct walking connections and is easier to serve cost-effectively with transit.

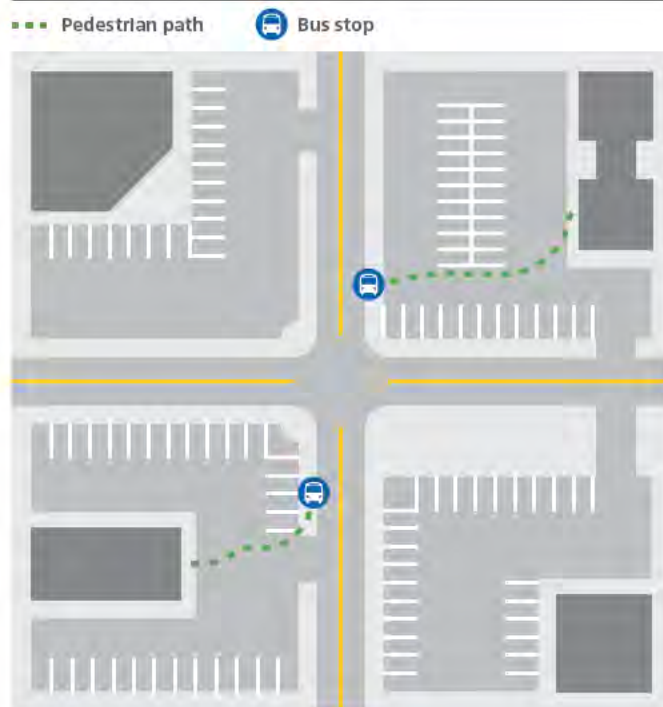
In contrast, a fine-grained street network with many connections for pedestrians (Figure 5) will shorten the walk to transit and other destinations by providing more direct walking routes. The traditional grid of the streetcar suburb, with main streets spaced about 800m apart and local blocks no more than 150m long, is a very effective street network for providing both a fine-grained network of pedestrian routes and efficient transit operations.

In places where the street network is already built, it may be possible to improve connectivity for non-motorized modes by creating short-cut pathways for pedestrians and cyclists across larger development sites or to connect cul-de-sacs.



### 3 Design

#### Make it Pedestrian-Friendly

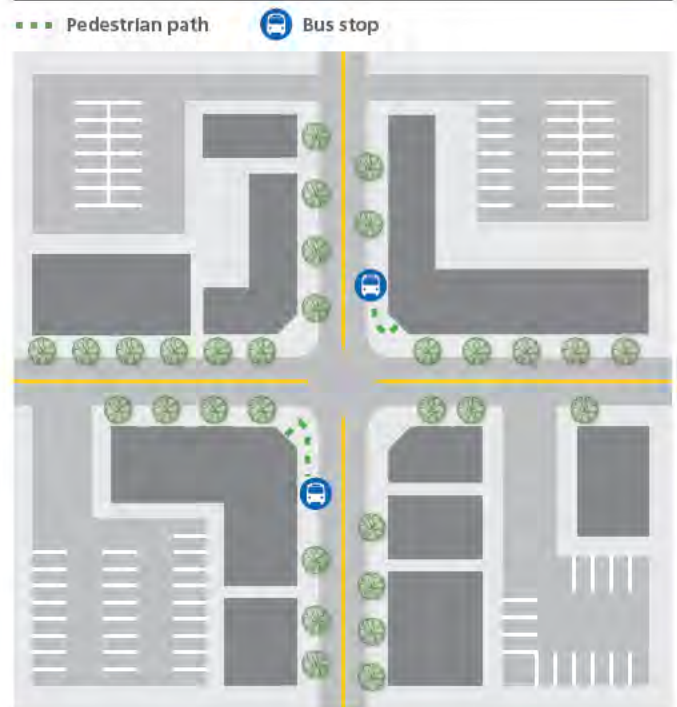


**Figure 6** – Automobile-oriented urban design often sets buildings back from the street with parking in front.

Ultimately, transit-oriented communities are really walking- and cycling-oriented communities focused around frequent transit. Accordingly, an attractive, engaging, and well-designed public realm that invites walking and cycling is critical to success. Good walking and cycling infrastructure is also required, including sufficiently wide pedestrian and cycling routes that are accessible to all ages and abilities and that are sufficiently protected from motor vehicle traffic.

The design quality of the street environment also influences rates of walking, cycling and transit use. Provision of shade, weather protection, pedestrian-scaled lighting, street furniture, bus shelters, street trees, and public art all help to enhance the attractiveness and safety of the street environment and thus our willingness to walk, cycle and take transit.

Unlike automobile-oriented areas which are typified by relatively large distances between segregated, lower density uses and a public realm that prioritizes high speed vehicle movement, transit-oriented communities need to be more intimately scaled



**Figure 7** – Pedestrian-oriented urban design features buildings with fine-grained active frontages built right to the street and with parking tucked behind or provided underground.

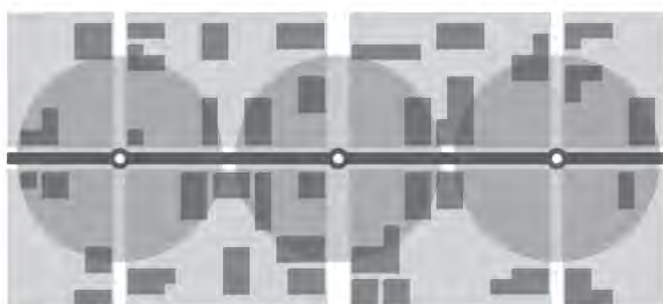
to maintain the visual interest of pedestrians and cyclists who are travelling at much slower speeds. Accordingly, buildings should have active frontages with many doors and windows, avoiding long, undifferentiated facades and blank walls. Surface parking lots, parking structures and other large format buildings should be avoided or, where necessary, should be wrapped with fine-grained street-oriented uses to minimize negative impacts on the pedestrian environment.

As density increases, peoples' private yards and spaces inevitably get smaller. To make up for smaller private open spaces, ample high quality public open spaces including parks and plazas should be provided. Surrounding selected frequent transit stops and stations with vibrant public spaces also promotes ridership.

While particular urban design strategies need to be tailored to suit the local context of each neighbourhood, the general principle of making walking and cycling safe, welcoming, and comfortable applies to all transit-oriented communities.



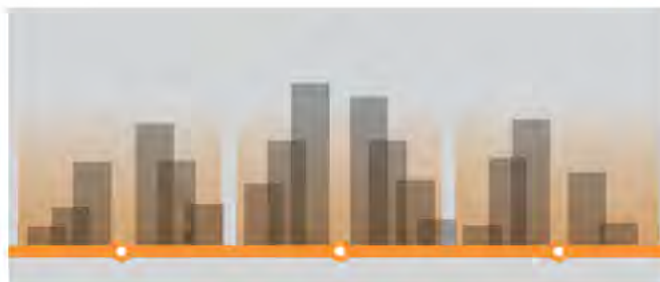
## 4 Density Fill It In



**Figure 8** – Auto-oriented density distribution (patchy development not focused around transit).

The next critical ingredient is to concentrate most growth and development within the pedestrian catchment areas of frequent transit stops and stations. Without sufficient density, there is unlikely to be sufficient transit demand to justify frequent transit service.

Generally, higher densities should be concentrated as close to frequent transit stops and stations as possible in order to minimize walking distances to more destinations for more people. Densities can then gradually step down in order to integrate with surrounding lower-density neighbourhoods, where applicable. This typical pattern of density distribution can be modified or adapted to support other neighbourhood goals. What is important is that most of the residential, commercial, and employment density within a community is concentrated within a relatively short walk of frequent transit – no matter what form such density might take in each particular case.



**Figure 9** – Transit-oriented density distribution (highest at transit, stepping down to surrounding neighbourhood).

Since employment uses tend to generate more trips throughout the weekday and more trips overall than residential uses, concentrating high-intensity employment uses like office buildings within walking distance of frequent transit is the most effective way to build transit demand and justify service improvements.

It is rare for a city to experience rapid enough population and employment growth to simultaneously develop several corridors that are dense enough to support efficient and effective frequent transit service. There are cost and implementation advantages, therefore, to concentrating on the development of a relatively small number of frequent transit corridors rather than dispersing development activity across a larger area.



## 5 Diversity Mix It Up



Mid-rise condos

Mid-rise condos

Mid-rise condos



**Figure 10** – A poor mix of uses and housing along the corridor leads to poor bi-directional transit productivity.

Land use mix describes the degree to which different types of land uses (e.g., residential, commercial, institutional, light industrial, entertainment) are located within close proximity to one another. A higher degree of mixing of compatible land uses increases the likelihood that a desired destination is nearby in the neighbourhood making it easier for people to access it by walking or cycling. In such neighbourhoods, multiple errands can be accomplished on foot on the way to transit, over the lunch hour, or on the way home from work.

A rich mix of pedestrian-friendly uses also facilitates more street-level activity throughout the day and evening resulting in greater personal security from the natural surveillance of “eyes on the street.”

Land use diversity is also important at the corridor scale. With a rich variety of destinations accessible from stops and stations all along the corridor, transit vehicles are less apt to be crowded in one direction and running empty in the other direction. This corridor-level land use diversity leads to a more balanced bi-directional flow of riders in each direction helping to optimize existing transit capacity and justify better service.

75% market rate condos  
25% affordable units  
Ground floor retail

Office space  
Ground floor retail

Rental apartments  
Community centre



**Figure 11** – A rich mix of pedestrian-friendly uses, and housing types, tenures, and price points distributed along the corridor helps to optimize transit utilization.

Many land uses generate demand for transit service only at specific times of the day, week, or year. It is important, therefore, to have a good mix of land uses, at the appropriate scale, that generate demand not only in the peak periods, but also in the mid-day, evenings, and weekends across the year. Land uses that generate trips in these off-peak times include retail, service, residential, entertainment, as well as visitor attractions. Some uses, like colleges and universities, may produce high levels of transit demand throughout most of the year but this demand tends to decline during the summer months.

As with land use diversity, demographic diversity also improves transit performance. For example, neighbourhoods with lower-income residents tend to have higher demand for transit since lower-incomes are correlated with higher transit use. Neighbourhoods with housing that is typically occupied by seniors or students tend to have higher mid-day, evening and weekend demand, justifying improved off-peak service.

Ultimately, this demographic diversity can be facilitated through decisions to include a wide range of housing types, tenures, and price points in close proximity to frequent transit stops and stations. Special efforts should be made to accommodate seniors, students, and lower-income residents adjacent to frequent transit.



## 6 Demand Management

### Discourage Unnecessary Driving

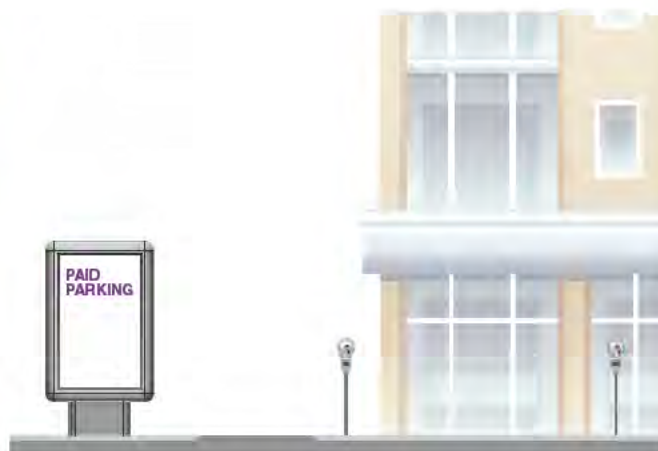


**Figure 12** – Free parking is an invitation to drive and leads to inefficient utilization of limited space.

The first five “Ds” all address important transit-supportive changes to the built environment. However, the built form alone is not sufficient to significantly alter travel behaviour without also introducing measures that increase the cost of driving relative to walking, cycling, and transit.

For instance, residents of a higher density, mixed use, walkable community focused around a rapid transit station are less likely to take transit if that community also has ample free parking and an adjacent toll-free highway that is largely free of congestion. Ultimately, individuals will weigh the relative financial, convenience and time costs of their different travel options. Despite the physical appearance of a highly transit-oriented community – if it is still significantly easier, cheaper, and faster to drive – changes to the built environment will not lead to significant increases in transit demand.

Fortunately, many strategies that improve a neighbourhood for pedestrians, cyclists and transit uses also serve to discourage unnecessary driving. For example, reallocating, narrowing, or managing access to road lanes to accommodate other modes can reduce or slow traffic, thereby making the street more comfortable for pedestrians and for passengers waiting at transit stops.



**Figure 13** – Carefully managing the supply and price of parking can discourage unnecessary driving and optimize turnover to support local businesses.

Another effective demand management strategy is to relax parking standards (e.g., lowering or eliminating the number of minimum parking spaces for developments in areas that can be well served by transit) and to actively manage parking supply and pricing. Limiting off-street parking supply and increasing short-term parking rates can reduce the overall attractiveness of driving while encouraging higher levels of parking turn-over that supports local retail businesses. Where parking is not metered, decreasing parking time limits can have a similar effect.

Demand management measures are most effective at discouraging unnecessary driving when accompanied by attractive alternatives that are well promoted. Accordingly, demand management measures should be introduced and scaled up along with walking, cycling, and transit improvements. Overall, the focus should be on making walking, cycling, and transit ridership equal or better travel options than driving.



# Summary

This primer discusses how to implement the “Six D’s” – those key elements that are required to create more transit-oriented communities.

## 1 Destinations



First, get the location right: focus high demand destinations along frequent transit corridors and limit growth elsewhere.

**Be on the Way!**

## 2 Distance



Next, create a supportive urban structure by introducing a fine-grained network of pedestrian- and bicycle-friendly streets. If block sizes are too big and streets are too discontinuous, distances will be too far to walk. **Connect the Blocks!**

## 3 Design



Design a public realm that is **pedestrian- and bicycle-friendly**. Bring buildings up to the sidewalk, animate them with active frontages, provide amenities and weather protection, and tuck automobile parking behind or underground.

## 4 Density



**Fill It In!** Place the highest residential and employment density near to frequent transit stops, stations, and exchanges and step these densities down to transition to surrounding neighbourhoods.

## 5 Diversity



**Mix It Up!** Ensure a good diversity of uses, especially those which animate the streetscape; provide a mix of housing types, tenures, and price points; and a good jobs-housing balance so that people are never too far from work, shopping and other destinations.

## 6 Demand Management



Introduce demand management measures like parking pricing to **discourage unnecessary driving**. No matter what changes are made to the built environment, if it is still significantly cheaper and easier to drive, most individuals with a choice won't shift to walking, cycling, and transit.

In the most successful transit-oriented communities all of the “Six Ds” are implemented in concert at all spatial scales of planning – from the regional to the local. No one measure is completely effective in isolation – rather they work synergistically to support higher levels of walking, cycling, and transit ridership and reduced levels of driving.

This positive “transportation and land use feedback loop” is key to creating communities that are more livable, resilient and sustainable.



## Acknowledgements:

Figure 1 is adapted from a concept by Bev Sandalack (The Calgary Project, 2006).

The phrase “Be on the Way” was usefully coined by Jarrett Walker (Human Transit Blog, 2009). Figures 2 and 3 are also adapted from illustrations by Jarrett Walker.

Figures 4 and 5 are adapted from a 2009 paper by Frank LD, Winters M, Patterson B, Craig CL entitled “Promoting Physical Activity Through Community Design.”

Figures 8 and 9 are adapted from the City of Calgary’s Transit-Oriented Development Policy Guidelines (2005).

## For more information and resources:

Visit our website at [translink.ca](http://translink.ca)

December 2010







**From:** Correspondence Group, City Clerk's Office  
**Sent:** Thursday, February 23, 2012 9:58 AM  
**To:** Cal Wilks  
**Subject:** RE: Notice of Public Hearing: 228 - 246 E. Broadway & 180 Kingsway

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: [pat.boomhower@vancouver.ca](mailto:pat.boomhower@vancouver.ca).

---

**From:** Cal Wilks s. 22(1) Personal and Confidential  
**Sent:** Wednesday, February 22, 2012 5:18 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Notice of Public Hearing: 228 - 246 E. Broadway & 180 Kingsway

Dear Mayor and Council:

I would like to make the following comments with respect to the proposed zoning bylaw.

As a retail business owner (15 years) and a member of a family that owns commercial property within the 2400 block of Main Street (35+ years), I am in support of the subject Project.

Some of my reasons are:

1. The proposed Development replaces the now vacant "dead zone" on Broadway and provides increased densification within a key location/shopping district.
2. The Project will add residents as customers to the immediate area who will in turn support existing retail businesses.
3. The Mixed – Use Development will provide much-needed housing in Mt. Pleasant and is close to transit and other community services/amenities.

Thank you for your consideration of the comments expressed above.

Sincerely,

Cal Wilks



**From:** Correspondence Group, City Clerk's Office  
**Sent:** Friday, February 24, 2012 2:42 PM  
**To:** Trackstar Media  
**Subject:** RE: Rize Support Letter

Thank you for your email. Since this item has been referred to a Public Hearing scheduled for Monday, February 27th, all correspondence will be given to the meeting coordinator during regular office hours, who will circulate your correspondence prior to the meeting. If you have any questions, please contact Pat Boomhower at 604.873.7015 or via email at: pat.boomhower@vancouver.ca.

---

**From:** Trackstar Media s. 22(1) Personal and Confidential  
**Sent:** Friday, February 24, 2012 2:36 PM  
**To:** Correspondence Group, City Clerk's Office; Robertson, Gregor; Deal, Heather; Louie, Raymond; Meggs, Geoff; Reimer, Andrea; Stevenson, Tim; Tang, Tony; Affleck, George; Ball, Elizabeth; Jang, Kerry; McNeill, Yardley  
**Subject:** Rize Support Letter

To Whom It May Concern,

I am writing in support of the development project at Broadway and Kingsway. I live just up Main St. and I feel that this project would be a great addition to our community.

While I wish the artist production space was still part of the project, I am still in support of this proposal as I believe it will benefit the city's housing situation and bring more amenities to the community. I especially think the cultural, affordable housing, and public art contributions will be of great use to my neighbourhood and this city. It is important to me that the public art contribution be used in support of something similar within our community.

Thank you for your time,

Gerrit Van Woudenberg