

Jim Letto

"The Rize": 228 – 246 east broadway & 180 kingsway, vancouver  
CD-1 Public Hearing: Rezoning Application/february 2012

**Public Hearing Submission:**

Re: Rezoning Application

Re: "The Rize"

228 – 246 east broadway,  
vancouver, b.c.

Public Hearing: february 2012

**Submission in**

**Five Parts:**

Part I:

Amenity Matrix

Re: C-3A District Schedule &

Central Broadway C-3A

Urban Design Guidelines;

-- pages: 1 to 4;

Part III:

Amenity Matrix

Report Card

-- pages 20 to 23;

Part V:

Recommendations

-- page 25

Part IV:

Analysis &

Development Options

as Illustrative Alternatives

-- page 24; and,

Part II:

Amenity Matrix

Re: "Mount Pleasant Community

Plan (i.e. MPC Plan) &

CD-1 Rezoning Application Report

tabled for the Public Hearing

-- pages: 5 to 19;

Amenity Matrix

C – 3A District Schedule – Discretionary Height & Floor Space Ratio Considerations

**CD – 1 Public Hearing  
“The Rize”**

**Re: 228 – 246 e broadway**

**Part I: Amenity Matrix:**

**C – 3A District Schedule  
Sec. 4.3 Height**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

**Sec. 4.3.1 “The maximum height of a building shall be 9.2 m. (i.e. 30 ft.)”**

**Sec. 4.3.2 “The Development Permit Board may permit an increase in the maximum height of a building with respect to any development provided that it first considers:”**

(a) reference to “Central Broadway C – 3A Urban Design Guidelines”;

- a) **\*\*“the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;”**
- b) **\*\*“the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;”**

(a) reference to neighbouring four storey residential building immediately west of subject site – directly across Watson Street;

(b) specified under “Street Wall Height”  
“New development should be built to a height that matches existing significant older buildings up to six storeys (70 feet) in height;”

**C – 3A District Schedule**  
**Sec. 4.3 Height**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

Sec. 4.3.2 (contin.)

- c) \*\*“the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;”
- d) \*\*“the provision for pedestrian needs;”
- e) \*\*“The preservation of the character and general amenity desired for the area; and,”

(c) amount of open space not specified, nor qualified – to be determined by site specific design;

(d) pedestrian needs not specified, nor quantified – to be determined by site specific design;

(e) specified under Sec. 3.1  
“Street Wall Length”

“Building facades should be built on the fronting property line throughout the sub-area. The length of the wall should be continuous along the east-west and north-south streets.”

(e) specified under Sec. 3.2  
“Street Wall Height”

“The south side of Broadway should ensure sunlight penetration to the north sidewalk according to the following criteria:

- (i) continuous streetwall: two storeys (30 feet) in height; and,
- (ii) buildings three to six storeys in height to either terrace with 17 sun angle diagram or to occupy no more than 50% of the site’s frontage on Broadway above two storeys.”

**C – 3A District Schedule**  
**Sec. 4.3 Height**

Sec. 4.3.2 (contin.)

(e) \***“The preservation of the character and general amenity desired for the area; and,”**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

(e) Sec. 3.3

**“Main-Kingsway Gateway”**

**“Maintain and enhance the view corridor to the north from Main and 12<sup>th</sup> by means of a descending scale of building heights with the Lee Building at Main and Broadway at the highpoint and 7<sup>th</sup> Avenue as the low point.”**

**Central Broadway  
C – 3A Urban Design  
Guidelines**

f) \***“The submission of any advisory group, property owner or tenant.”**

(f) advisory groups not specified; but include, in this case: Urban Design Panel; neighbouring apartment building to the west, directly across Watson Street; RAMP neighbourhood group; other neighbouring property owners and tenants in immediate district.

**C – 3A District Schedule**  
**Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 “The floor space ratio shall not exceed 1.00. The Development Permit Board may permit an increase in this maximum floor space ratio to any figure up to and including 3.00, provided it first considers:”

**C – 3A District Schedule**  
**Sec. 4.7 Floor Space Ratio**

(d) \*\*“the effect of the development on traffic in the area;”

(e) \*\*“the provision for pedestrian needs; and,”

(a) \*\*“the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;”

(b) \*\*“the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;”

(c) \*\*“the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;”

(f) \*\*“the design and livability of any dwelling uses.”

**Central Broadway**  
**C – 3A Urban Design**  
**Guidelines**

See above –

C – 3A District Schedule  
Sec. 4.3 Height  
for C – 3A Guideline references to items a); b); c); and, e).

(d) traffic solution & effect on traffic not specified – to be determined by site specific design;

(f) type, amount and quality of residential not specified – to be determined by site specific design.

**Amenity Matrix**

**C – 3A District Schedule – Discretionary Height & Floor Space Ratio Considerations**

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**Part II**  
**Amenity Matrix:**

**C - 3A District Schedule**  
**Sec. 4.3 Height**

Sec. 4.3.1 "The maximum height of a building shall be 9.2 m. (i.e. 30 ft.)"

Sec. 4.3.2 "The Development Permit Board may permit an increase in the maximum height of a building with respect to any development provided that it first considers:"

- a) \*\*"the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;"
- b) \*\*"the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;"

**Mount Pleasant Community Plan, i.e. MPC Plan**

-- Sec. 3.4 Large Site Development

"...As a general guideline for the whole neighbourhood, the community supports greater use of infill opportunities over high-rise development - but the Mount Pleasant community also sees opportunities for some high-rise as well as mid-rise development in some specific locations, such as for large sites (i.e. Kingsgate Mall, IGA site, and Broadway, Kingsway, Watson Street, and 10<sup>th</sup> Avenue site.)"

"For the purposes of achieving more appropriate site development (more open space, less paving, better connections to the street) and important public benefits (including contributions to heritage retention, new cultural amenities, affordable housing, childcare, flexible gathering spaces, improved pedestrian environment, provision of cycling routes, streetcar amenities, green space), pursue additional height and density in select locations..."

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(a) reference to the C - 3A District Schedule; and, reference to the "Central Broadway C - 3A Urban Design Guidelines";

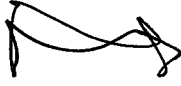
(a) no reference to the four storey residential building immediately west of the subject site - directly across Watson Street;

(b) - on Broadway: two storey commercial base, approx. 49 ft. high; and, nine storeys total (i.e. 7 resid. + 2 com.) approx. 118 ft. high;

-- on Kingsway: two storey commercial base, approx. 49 ft. high; and, five storeys total (i.e. 3 resid. + 2 com.) approx. 78.5 ft. high;

-- on Watson: two storey commercial base, approx. 39 ft. to 46 ft. high; and, five storeys total (i.e. 3 resid. + 2 com.), approx. 75.5 ft. high;

-- at southeast corner - Kingsway & 10<sup>th</sup> Ave.: two storey commercial base, approx. 37.5 ft.; and, 19 storeys total (i.e. 17 resid. + 2 com.), approx. 215 ft. high.



**C – 3A District Schedule  
Sec. 4.3 Height**

Sec. 4.3.2 (contin.)

- b) \*\*“the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;”

**Mount Pleasant Community  
Plan, i.e. MPC Plan**

“...Any additional height and density would be contingent on further urban design analysis, including shadowing, view impacts, ‘look and feel’ of the area, ‘permeability’ of the site (the ability of people to see and walk through the site), and other public benefit considerations as noted above. Distribute the height/bulk in relation to the character of adjacent streets (e.g. more height along Broadway, reduced height along 10<sup>th</sup> Avenue and Prince Edward, larger scale along Kingsway vs. smaller scale along Main Street.)”

**CD – 1 Rezoning Application  
-- Public Hearing: Feb/2012**

(b) under Sec. 2. “Density & Building Height”:  
-- “The density has been reduced from the original request of 6.37 FSR to 5.55 FSR. The reduction in density has produced a corresponding reduction in building height from 248 feet to 215 feet for the tower and an increase of 30 feet in height for the mid-rise building to 118 feet...Having said that, the intention (ed. -- of the MCP Plan) was to consider these heights in relation to the city-wide understanding of similar building typologies...”

**C – 3A District Schedule  
Sec. 4.3 Height**

Sec. 4.3.2 (contin.)

- c) \***"the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;"**

(c) under Sec. 4.3 "Parks and Green Space"  
-- "(i) "Adding Open Space"  
"Pursue creative ways to add park space in Mount Pleasant, especially in areas without parks nearby, including purchasing corner parks, reusing streets and parking lots for multiple purposes (e.g. slowing traffic and enhancing pedestrian use of the street), setting back buildings (to create small green spaces), and encouraging donation of green space..."

**CD – 1 Rezoning Application  
-- Public Hearing: Feb/2012**

(c) under Sec. 5.) "Public Benefits":

-- "... With respect to park space, Mount Pleasant was previously recognized as a park-deficient neighbourhood, however, in recent years the Park Board has built new small parks and open spaces so that now most of the neighbourhood is within a 5-minute walk of a park, greenway or other open space. Mount Pleasant is a leading candidate for neighbourhood-based implementation of the Greenest City 2020 Access to Nature Actions, one of which is to acquire further green space through the acquisition of sites, conversion of street and other means...."

(e) under "Conditions of Approval of the Form of Development"

-- under "Landscape", item no. 20.)  
"Provision of a greenery along the Watson Street frontage in the form of a green wall."



**C – 3A District Schedule  
Sec. 4.3 Height**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

**CD – 1 Rezoning Application  
Public Hearing: Feb/2012**

Sec. 4.3.2 (contin.)

d) \*\*“the provision for  
pedestrian needs;”

(d) under Sec. 4.) “Public Realm”  
-- “...Additional sidewalk widths,  
ranging from 1.2 m. (4 ft.) to 4 m. (13  
ft.), have been proposed on the  
Broadway, Kingsway and 10<sup>th</sup> Avenue  
frontages in order to create an enhanced  
pedestrian environment. Wider  
sidewalks can provide for outdoor  
seating, patios and display of  
merchandise in the ground-floor retail  
and service uses, which will further  
encourage human interaction and  
enliven the public realm. Streetscape  
improvements are south on the 10<sup>th</sup>  
Avenue frontage to benefit the 10<sup>th</sup>  
Avenue Bikeway....”

**Amenity Matrix**

**C – 3A District Schedule – Discretionary Height & Floor Space Ratio Considerations**

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Green Amenity

**C - 3A District Schedule  
Sec. 4.3 Height**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

Sec. 4.3.2 (contin.)

(e) \***"The preservation of the character and general amenity desired for the area; and,"**

(e) under Sec. 3.3 "Built Form and Character"  
-- "Predominantly low to mid-rise massing":  
"...Honour the local preference for a 'high-low massing rhythm across the hill town, but with modest height as the norm: mostly low to mid-rise buildings, high rises only on selected sites..."  
-- "Vibrant streetscapes"  
"... Maintain and encourage a safe and active street life by, for example, 'wrapping' street landscaping and small commercial activities around street corners, providing space for outdoor seating for cafes and restaurants, greening front entryways with container planting and window boxes... With mid- to high-rise buildings pay particular attention to good design at street level. There needs to be a rhythm of building and store frontages: these frontages need to be varied and visually engaging to passers-by..."

(e) under Sec. 4.) "Public Realm"  
-- "...Additional sidewalk widths, ranging from 1.2 m. (4 ft.) to 4 m. (13 ft.), have been proposed on the Broadway, Kingsway and 10<sup>th</sup> Avenue frontages in order to create an enhanced pedestrian environment. Wider sidewalks can provide for outdoor seating, patios and display of merchandise in the ground-floor retail and service uses, which will further encourage human interaction and enliven the public realm. Streetscape improvements are south on the 10<sup>th</sup> Avenue frontage to benefit the 10<sup>th</sup> Avenue Bikeway..."

(f) \***"The submission of any advisory group, property owner or tenant."**

(e) under "Conditions of Approval of the Form of Development"  
-- under "Landscape", item no. 20.)  
"Provision of a greenery along the Watson Street frontage in the form of a green wall."

### C – 3A District Schedule Sec. 4.7 Floor Space Ratio

Sec. 4.7.1 "The floor space ratio shall not exceed 1.00. The Development Permit Board may permit an increase in this maximum floor space ratio to any figure up to and including 3.00, provided it first considers."

- a) \*\*"the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;"
- b) \*\*"the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views,"

### Mount Pleasant Community Plan, i.e. MCP Plan

- Sec. 5.1 (i) "Rize Alliance Development site (bounded by Broadway, Kingsway, Watson Street, and 10<sup>th</sup> Avenue."
- "Support the design of an 'iconic' (landmark) building when granting permission for higher buildings."
- "Encourage new development on the site bounded by Broadway, Kingsway, Watson Street, and 10<sup>th</sup> Avenue: add more housing, expand job space (retail, office professional), provide more services, and locate parking underground. Provide housing off Broadway/Kingsway (very busy intersection), and seek to animate this block with appropriate commercial uses..."

**(ed. -- no mention of additional density on Rize site)**

- Sec. 5.1 (ii) "Kingsgate Mall"
- "Pursue additional density and height beyond that permitted in the C – 3A zoning..."
- Sec. 5.1 (iii) "IGA Site"
- "Pursue additional density and height beyond that permitted under the current C-2C zoning."

### CD – 1 Rezoning Application Public Hearing: Feb/2012

- b) under "Background Context":  
-- "...This site is one of only three locations that is specifically identified in the MPC Plan for consideration of taller buildings and denser forms of development..."
- b) under "Density": "...The rezoning application proposes to increase the maximum density from 3.0 to 5.5 floor space ratio. Higher density and height was to be specifically considered for this site because of its central location adjacent to high-frequency existing and future transit service along the Broadway corridor..."

### **C – 3A District Schedule Sec. 4.7 Floor Space Ratio**

**Sec. 4.7.1 “The floor space ratio shall not exceed 1.00. The Development Permit Board may permit an increase in this maximum floor space ratio to any figure up to and including 3.00, provided it first considers:”**

- a) **\*\*“the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas,”**
- b) **\*\*“the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views,”**

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- Sec. 5.1 (i) “Rize Alliance Development site (bounded by Broadway, Kingsway, Watson Street, and 10<sup>th</sup> Avenue.”
- “Support the design of an ‘iconic’ (landmark) building when granting permission for higher buildings.”
- “Encourage new development on the site bounded by Broadway, Kingsway, Watson Street, and 10<sup>th</sup> Avenue: add more housing, expand job space (retail, office professional), provide more services, and locate parking underground. Provide housing off Broadway/Kingsway (very busy intersection), and seek to animate this block with appropriate commercial uses...”
- (ed. -- no mention of additional density on Rize site)**

### **CD – 1 Rezoning Application Public Hearing: Feb/2012**

- b) under “Density”: “...The site is further positioned in the larger city context with topographic prominence and at the convergence of two primary cross-town arterials...”
- b) under “Density”: “...A development of this scale can reasonably be expected to contribute to the vitality of the community while reinforcing the urban identity and legibility of the Uptown Shopping Area...”
- b) under “Density”: “...The proposal’s massing has been located, distributed and shaped to address the objectives for the site under the MCP Plan and in response to community input....”

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**C - 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

- c) **\*\*"the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;"**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

- Sec. 4.10 "Culture"
- "Provide more opportunities to create and display a diversity of public art."
- "Create indoor cultural facilities and spaces for public meetings and presentations, art gallery showings, artist studios, rehearsals and performances..."

-- "Investigate means to enable artists to better communicate among themselves and with the community, including:

- providing free display spaces; enabling artists to pool equipment; providing information regarding rezonings relevant to artists..."
- "Review rezoning for artist live-work studios and other related policy, to promote affordability and use by artists."
- "Seek to provide diverse and affordable housing options for artists (e.g. live-work, common work space, artist co-ops.)..."

**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

c) under "Public benefits" in regards to artist production space and housing:  
"...Staff requested feedback from the community at the January 17, 2012 open house as to where CAC funds should be directed... The top two preferences were to secure artist production space and affordable housing, followed closely by daycares and open space..."

c) under "Density":  
in regards to the "...proposed artist production space of approximately 9,200 sq.ft. of floor area... that floor area was excluded from the floor area and FSR calculations.) This use was originally proposed as part of the project's community amenity contribution, however, staff have determined that a cash contribution towards an off-site community amenity would be preferable as this would afford the City greater flexibility to consider a commensurate amenity in an alternative location that could provide greater benefit to the community..."

*other sites*

**C - 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

c) \*\*"the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;"

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

*2*

- Sec. 5.3 "Broadway West" (from Yukon St. to Ontario St.)
- "Overall Concept Plan"
- "Retain existing density and height limits on the south side of Broadway (i.e. new buildings usually achieve heights of 6 storeys) to maintain views to the north and existing scale of new development..."

*2*

"...Pursue additional density and height beyond that permitted under the current C-3A zoning for mixed-use developments on the north side of Broadway to achieve a more appropriate built form and contribute to public benefits (e.g. cycling routes, pedestrian environment, open space, affordable housing.)..."

**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

ed. - not strictly applicable as reference is off-site to Broadway West - and is not included in current CD-1 Report. However, reference is relevant to identification of "other" sites in Mount Pleasant which may be "pursued" for "additional density and height".

*2*

other sites

**C – 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

c) \*\*"the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;"

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

-- Sec. 5.4 "Broadway East"

(from Guelph to Prince Albert St.)

--"Overall Concept Plan"

--"Retain existing density and height limits up to 4 storeys on the south side of Broadway, maintaining sun access to commercial sidewalks, views to the north, and existing scale of new development..."

--"...Pursue additional density and height beyond that permitted under the current C-2C zoning for mixed-use developments on the north side of Broadway to increase private investment in the Broadway East shopping area, and contribute to public benefits (e.g. cultural amenities and public realm improvements.)..."

--"..." Allow up to 6 storeys for mixed-use developments along the north side of Broadway between Prince Edward and Prince Albert Streets; investigate additional height during plan implementation...."

**CD – 1 Rezoning Application  
Public Hearing: Feb/2012**

ed. – not strictly applicable as reference is off-site to Broadway West – and is not included in current CD-1 Report. However, reference is relevant to identification of "other" sites in Mount Pleasant which may be "pursued" for "additional density and height".

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**C - 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

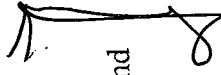
d) \***"the effect of the  
development on traffic in the  
area;"**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

-- Sec. 3.3 "Built Form and  
Character"

-- "Watson Street"

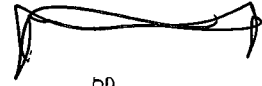
-- "Develop Watson Street as a  
special site, perceived as unique in  
history, character and use (similar  
to Mole Hill precedent in  
Vancouver's West End  
neighbourhood) and explore  
improvements for pedestrians and  
cyclists, especially through  
redevelopment...."



**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

d) under Sec. 5.) "Parking, Loading and  
Circulation"

-- "...Engineering Services has  
determined that access to underground  
parking, loading and refuse/recycling  
collection for this site is to take place  
from Watson Street. While the MPC  
Plan recognizes Watson Street as a  
'special' place and supports exploration  
of improvements for pedestrians and  
cyclists in this location, it also  
recognizes that this specific location  
will continue its historic function as a  
commercial 'lane' that serves  
businesses fronting onto Main Street,  
Broadway, Kingsway and 10<sup>th</sup>  
Avenue... While accommodating the  
technical needs for loading and parking  
access, this application proposes that  
Watson Street be treated as a  
pedestrian-oriented walking route  
supported by public realm treatment  
and active uses at the corners on  
Broadway and 10<sup>th</sup> Avenue....staff will  
continue to work with the applicant to  
achieve a finer-grain, pedestrian-scaled  
frontage along Watson Street."





**C – 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

d) \***“the effect of the development on traffic in the area;”**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

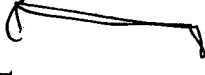
- Sec. 3.6 “Laneways”
- “Laneways”
- “Encourage laneways in suitable locations as a prized feature of Mount Pleasant, activating commercial lanes to make them places to walk, live, and work, while still serving commercial loading/unloading and waste management routes....”



- Sec. 3.5 “Parks and Public Realm”
- “Public realm”
- “Increase and promote public realm assets and appreciation of them – especially green space and opportunities for farmer’s markets and other outdoor events/celebrations – by preserving and adapting City owned lands those purposes, and setting conditions on development...”

**CD – 1 Rezoning Application  
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- d) under Sec. 5.) “Parking, Loading and Circulation”
- “... With respect to the site’s southern frontage, it is proposed that the 10<sup>th</sup> Avenue bicycle route be enhanced and that traffic be made one-way westbound from Kingsway to Watson. A left turn lane is proposed at the corner of Kingsway and Broadway for the northbound to westbound movement,.....Trucks will be routed from Main Street to Watson northbound and depart turning eastbound onto Broadway...”



Michael Pedestrian

**C - 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

Sec. 4.7.1 (contin.)

e) \*\*"the provision for pedestrian needs; and,"

-- Sec. 3.3 "Built Form and Character"  
-- "Hilltown Identity"

"...As a hill town populated by wave after wave of new settlers, each bringing distinctive strengths (e.g. new industry, jazz history, etc.) this neighbourhood warrants ongoing promotion as a heritage area of the city...."

-- "Watson Street"

"Develop Watson Street as a special site, perceived as unique in history, character and use (similar to the Mole Hill precedent in Vancouver's West End neighbourhood) and explore improvements for pedestrians and cyclists, especially through development..."

e) under Sec. 1.) "Compatability with the Mount Pleasant Community Plan (MCP Plan)"

-- "Concern was also expressed over the use of Watson Street as the commercial and vehicle access point for the site as Watson Street was envisioned in the MCP Plan as having a pedestrian-scaled character... The section of Watson Street adjacent to this site has historically been the "lane" access for businesses along Main Street and Kingsway, and as such must remain that way in order to address the parking and loading requirements for the project. Staff believe that the improvements to the Watson Street building frontage can be achieved through the minimization of vehicle access points and the development of a more pedestrian-scaled façade treatment at the base of the building..."

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*M. J. Pedestrian*

**C – 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

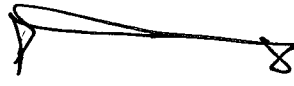
**CD – 1 Rezoning Application  
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Sec. 4.7.1 (contin.)

(e) **\*\*“the provision for  
pedestrian needs;”**

-- Sec. 3.6 ‘Laneways’  
-- “animating lanes by encouraging commercial activity on the lane – e.g. presentation space/studio work space for artists/artisan shops, outdoor seating for cafes – by ‘greening’ the lane – with trees, landscaping, public art installations (permanent and temporary), and murals – and by creating small courtyard spaces or mini-plazas (as refuge spots or places to hold special events);”  
-- “providing a ‘second face’ of Mount Pleasant with expanded opportunities to position architecturally innovative new development along these routes,…”

e) under Sec. 1.) “Compatibility with the Mount Pleasant Community Plan (MCP Plan)”  
-- “Concern was also expressed over the use of Watson Street as the commercial and vehicle access point for the site as Watson Street was envisioned in the MCP Plan as having a pedestrian-scaled character... The section of Watson Street adjacent to this site has historically been the “lane” access for businesses along Main Street and Kingsway, and as such must remain that way in order to address the parking and loading requirements for the project. Staff believe that the improvements to the Watson Street building frontage can be achieved through the minimization of vehicle access points and the development of a more pedestrian-scaled façade treatment at the base of the building...”



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**C - 3A District Schedule  
Sec. 4.7 Floor Space Ratio**

Sec. 4.7.1 (contin.)

- f) \***the design and livability of any dwelling uses.**

**Mount Pleasant Community  
Plan, i.e. MCP Plan**

- Sec. 4.1 Housing
- "Provide more housing and more affordable housing in Mount Pleasant for low to middle income households, especially for families, seniors, new immigrants, and aboriginal people."
- "Seek opportunities to build a greater range of housing types in Mount Pleasant, from SRO's to row housing, to apartments, to house youth, large and extended families and seniors (to age in place)."
- "Seek to reduce barriers to the construction of new market rental housing, and provide more market rental housing in Mount Pleasant, by: having the City provide more land for rental housing; addressing rental restrictions places on some strata units by Strata Councils; and encouraging retention of rental buildings."

**CD - 1 Rezoning Application  
Public Hearing: Feb/2012**

- (f) under "Background/Context"
- "...Throughout the application review process, the development proposal had incorporated a number of market rental housing units, to be secured through the STIR Program. Following an iterative process...the number of rental units declined from 62 to 15 units...in other words, might the value being attributed to the STIR rental units be more effective if it were focused towards other public benefits within the Mount Pleasant community rather than to 15 STIR units? Staff concluded that on balance, greater value to the public interest would be achieved if the value that had been directed towards rental units were to be contributed to an affordable housing fund for use in this community (ed. -- meaning zero on site STIR units)...and the Community Amenity Contribution associated with this application has increased accordingly...."

**Part III**  
**Amenity Matrix Report Card:**  
**C – 3A District Schedule**  
**Sec. 4.3 Height**

Sec. 4.3.1 "The maximum height of a building shall be 9.2 m. (i.e. 30 ft.)"

Sec. 4.3.2 "The Development Permit Board may permit an increase in the maximum height of a building with respect to any development provided that it first considers:"

- a) \*\*"the intent of this Schedule, all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;"
- b) \*\*"the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;"

**Evaluation:**

- a) **evaluation:  
additional height  
not warranted**

-- over-scaled podium base on Watson in itself overpowers neighbouring Watson apartment – and Watson streetwall carries on for another three storey – with residential overview & balconies – directly across the street from the Watson apartment units;

*Claude Douglas Bell  
- Non mks valid.*

- b) **evaluation:  
additional height  
not warranted**

-- grossly over-scaled podium of approx. 49 ft. on Broadway & Kingsway are excessively out of scale with streetwall guidelines – creating non-human scale; and, major shadowing on these major streets;

Amenity Matrix Report Card:

**C – 3A District Schedule**

**Sec. 4.3 Height**

**Sec. 4.3.1** “The maximum height of a building shall be 9.2 m. (i.e. 30 ft.)”

**Sec. 4.3.2** “The Development Permit Board may permit an increase in the maximum height of a building with respect to any development provided that it first considers:”

- c) \*\*“the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;”
- d) \*\*“the provision for pedestrian needs;”
- e) \*\*“The preservation of the character and general amenity desired for the area; and,”
- f) \*\*“The submission of any advisory group, property owner or tenant.”

Evaluation:

- c) evaluation:  
**additional height not warranted**  
-- no major public open space on site, other than modest sidewalk widenings on Broadway, Kingsway and 10<sup>th</sup>,  
-- only significant open is on podium rooftop – inaccessible to the public

d) evaluation:

- additional height not warranted**  
-- pushing pedestrians to edges of streets on Broadway & Kingsway; and, placing pedestrians in conflict with major truck loading operations on Watson  
-- , combined with negative environment created by out-of-scale streetwalls and major shadowing of pedestrian areas do not create a pedestrian context meriting zoning ‘increases’.

Evaluation:

- e) evaluation:  
**additional height not warranted**  
-- grossly over-scaled podium of approx. 49 ft. on Broadway & Kingsway are excessively out of scale with streetwall guidelines – creating non-human scale; and, major shadowing on these major streets;  
-- loss opportunity for Watson Street as a special place in character and history – as a ‘lane’ for pedestrians; for cafes; adjacent to artist studios and displays; and farmers’ markets is a great disappointment for the neighbours and area;  
-- lost opportunity to narrow the east/west width of the major tower and further minimize shadowing on adjacent neighbourhood;

f) evaluation:

- additional height not warranted**  
-- notes of numerous Open Houses, Public Meetings and speakers at Public Hearing will confirm strong prevailing neighbourhood sentiment to not award height and density ‘increases’.

Amenity Matrix

**C – 3A District Schedule – Discretionary Height & Floor Space Ratio Considerations**

**Amenity Matrix Report Card:**  
**C – 3A District Schedule**  
**Sec. 4.7 Floor Space Ratio**

**Evaluation:**

Sec. 4.7.1 “The floor space ratio shall not exceed 1.00. The Development Permit Board may permit an increase in this maximum floor space ratio to any figure up to and including 3.00, provided it first considers:”

a) \*\*“the intent of this Schedule,

all applicable policies and guidelines adopted by Council and the relationship of this development with nearby residential areas;”

a) evaluation:

additional density not warranted.  
-- see item a) under “Height”.

b) \*\*“the height, bulk, location and overall design of the building and its effect on the site, surrounding buildings and streets and existing views;”

b) evaluation:

additional density not warranted.  
-- see item b) under “Height”

c) \*\*“the amount of open space, including plazas, and the effects of overall design on the general amenity of the area;”

c) evaluation:

additional density not warranted  
-- see item c) under “Height”

**Amenity Matrix Report Card:**  
**C – 3A District Schedule**  
**Sec. 4.7 Floor Space Ratio**

**Evaluation:**

Sec. 4.7.1 “The floor space ratio shall not exceed 1.00. The Development Permit Board may permit an increase in this maximum floor space ratio to any figure up to and including 3.00, provided it first considers:”

- d) “the effect of the development on traffic in the area;”
- e) “the provision for pedestrian needs; and,”
- f) “the design and livability of any dwelling uses.”

d) evaluation:  
additional density not warranted.  
-- Intersection of bicycle lanes with large scale truck manoeuvring; and,  
-- Watson Street as a special place in character and history – as a ‘lane’ for pedestrians; for cafes; adjacent to artist studios and displays; and farmers’ markets is not possible with a series of large truck loading bays and underground parking access occupying approx. one-half of Watson Street frontage;

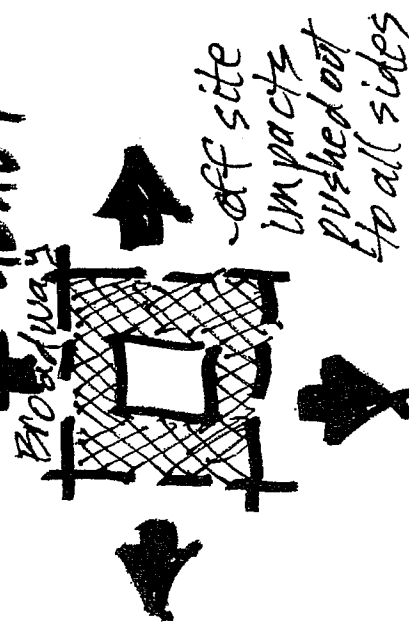
e) evaluation:  
additional density not warranted.  
-- see item d) under “Height”

**Evaluation:**

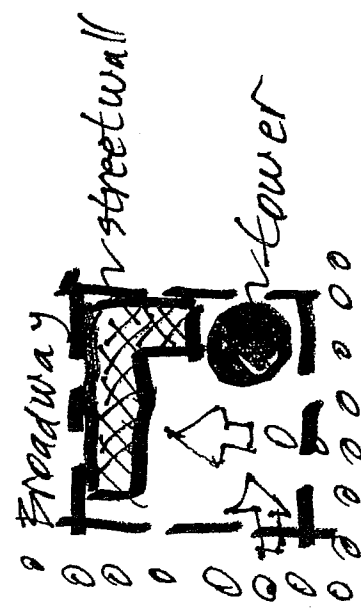
f) evaluation:  
individual units qualify for additional density as they are well designed and liveable;  
-- the removal of the rental units from the programme – and their indeterminate re-location to an unspecified place at an unspecified time does not warrant any ‘increase’ in density – for the remaining project.



Part IV Analysis:  
 the "square"  
 donut



VERSUS



A permeable site

Development Options as Illustrative Alternatives (Based on Reduced Density)

-- development of a 10<sup>th</sup> Avenue public plaza/open/green space on the north side of 10<sup>th</sup> Avenue - capturing south light & enhancing the 10<sup>th</sup> Avenue bikeway & pedestrian walk;

-- design with falling topography from 10<sup>th</sup> Avenue to Broadway for potential stepping plaza/open space/pedestrian route from 10<sup>th</sup> to Broadway;

-- maximum 30 ft. streetwall scale on Broadway & Kingsway;

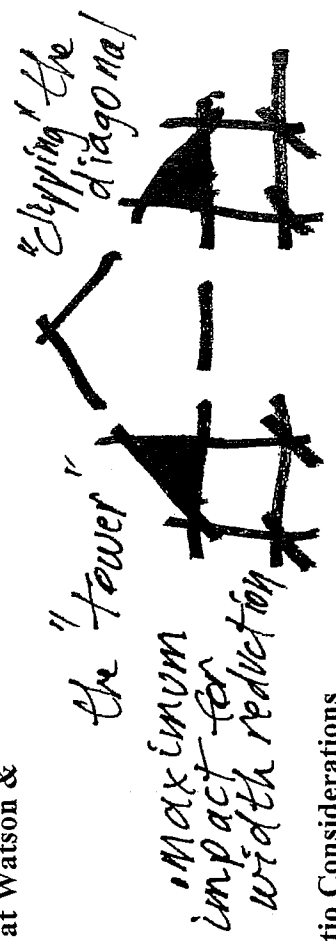
-- elimination of westerly residential mid-rise on Watson to open potential public plaza/open space/roof deck to direct westerly light and eliminate potential conflicts with four-storey residential apartment at Watson & 10<sup>th</sup>;

Development Options as Illustrative Alternatives (Based on Reduced Density)

-- reduction of number of truck bays on Watson - as a result of reduced density;

-- potential physical/visual links between Watson Street and elevated public plaza/roof deck;

- "clipping" the east and west ends of the tower by approx. 20 ft. each - thereby narrowing the tower by approx. 40 ft.
  - to lessen tower shadow impact; to benefit views of neighbours 'behind' the tower; and, to lessen the volume impact of the tower.

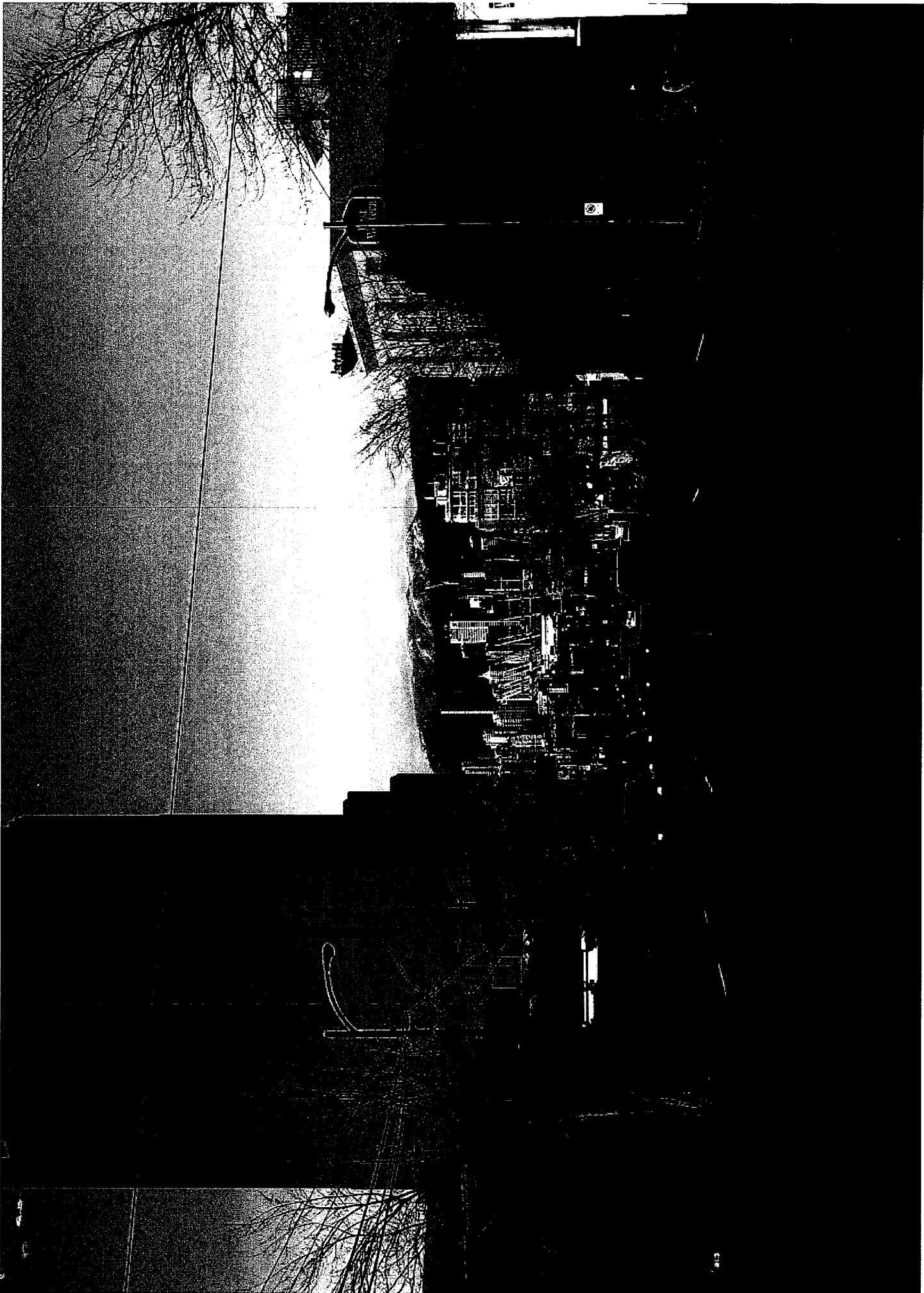


**Part V**

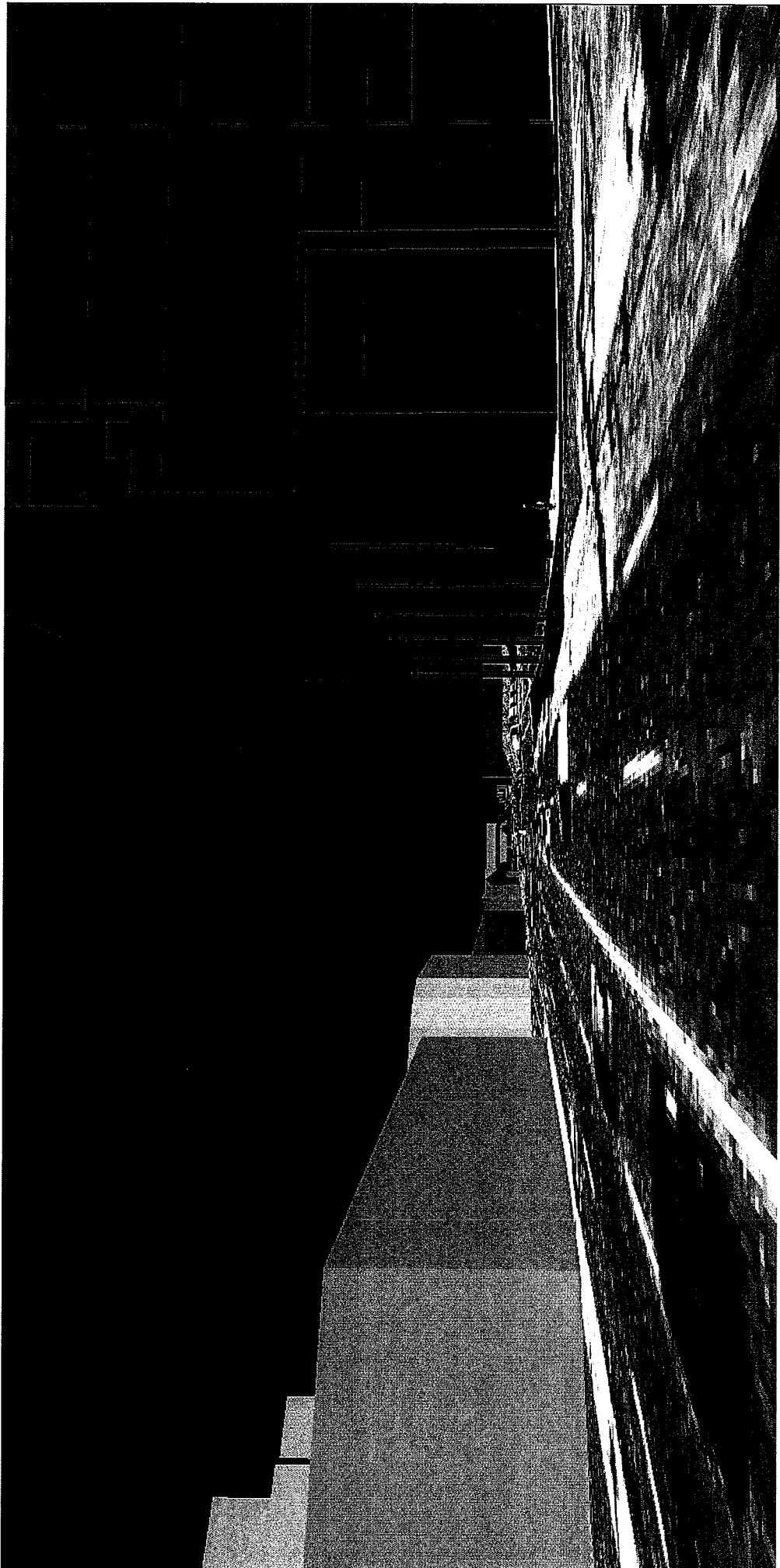
**Recommendations:**

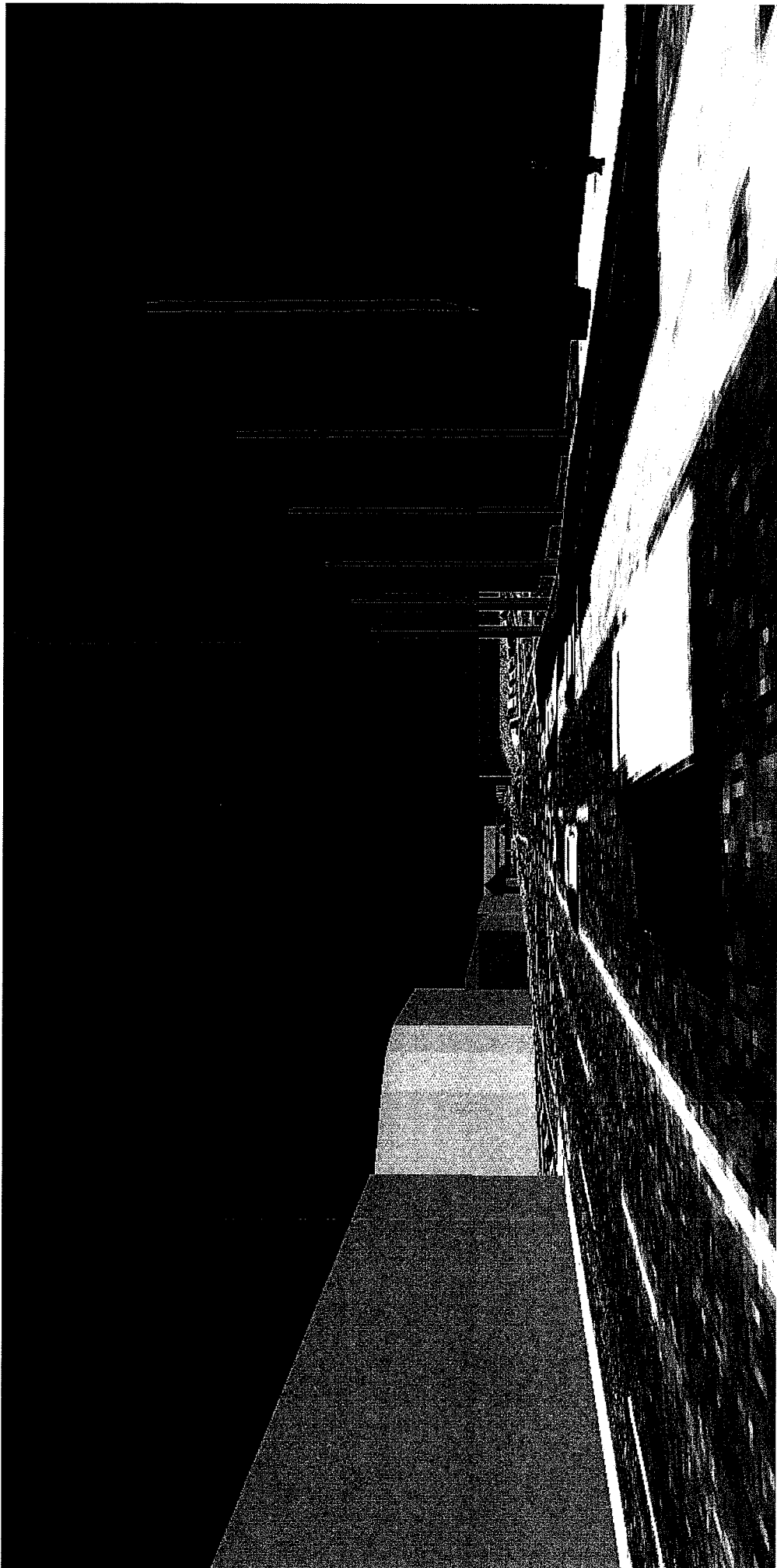
- 1.) That Council REFUSE the Rezoning Application to Rezone 228 – 246 East Broadway, based on Plans received by the Planning Department, on October 07<sup>th</sup>, 2011, and, the Planning Department Report of January 20<sup>th</sup>, 2012;
- 2.) That Council DIRECT the Director of Planning to Not Process future development, and/or rezoning applications for the subject site, unless future development applications conform to the following:
  - 3.) That future development applications for the subject site be Considered through the land uses, densities and regulations prescribed in the C-3A District Schedule; and, the “Central Broadway C-3A Urban Design Guidelines”;
- 4.) That future development applications for the subject site be Considered with regard to the “Mount Pleasant Community Plan”; and,
  - 5.) That documentation of floor area for future development applications for the subject site include two sets of descriptions and calculations for all proposed floor area:
    - i) one set of “included” density/floor space ratio calculations in conformity with “included” density as defined in the C-3A District Schedule; and,
    - ii) one set of “excluded”, and “not included” density/floor space calculations – specifying the description, location and area of all “excluded”, and all “not included” floor area in the proposed development – as well as identifying all floors which exceed 12 feet in height.

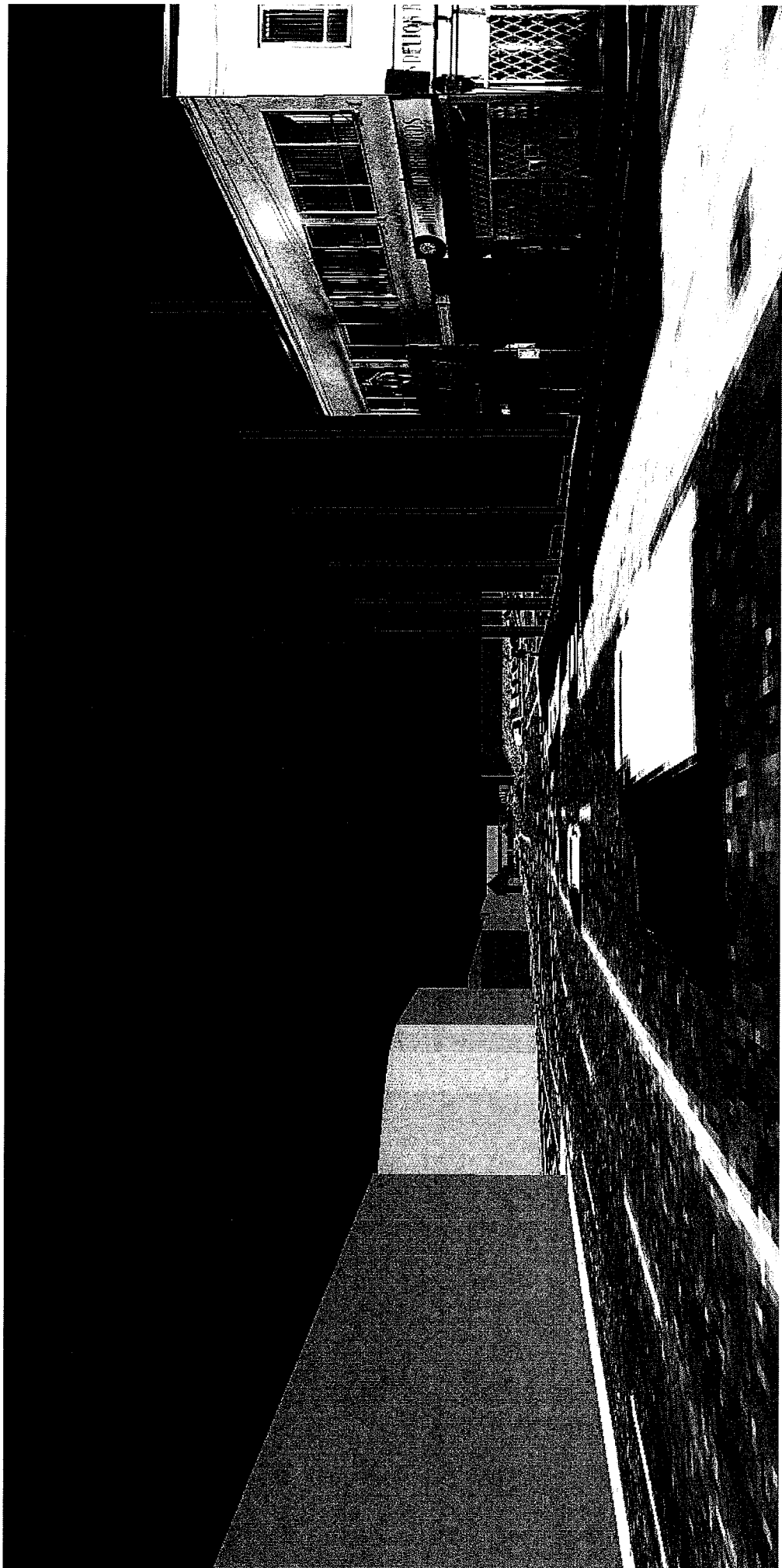
Jim Lehto

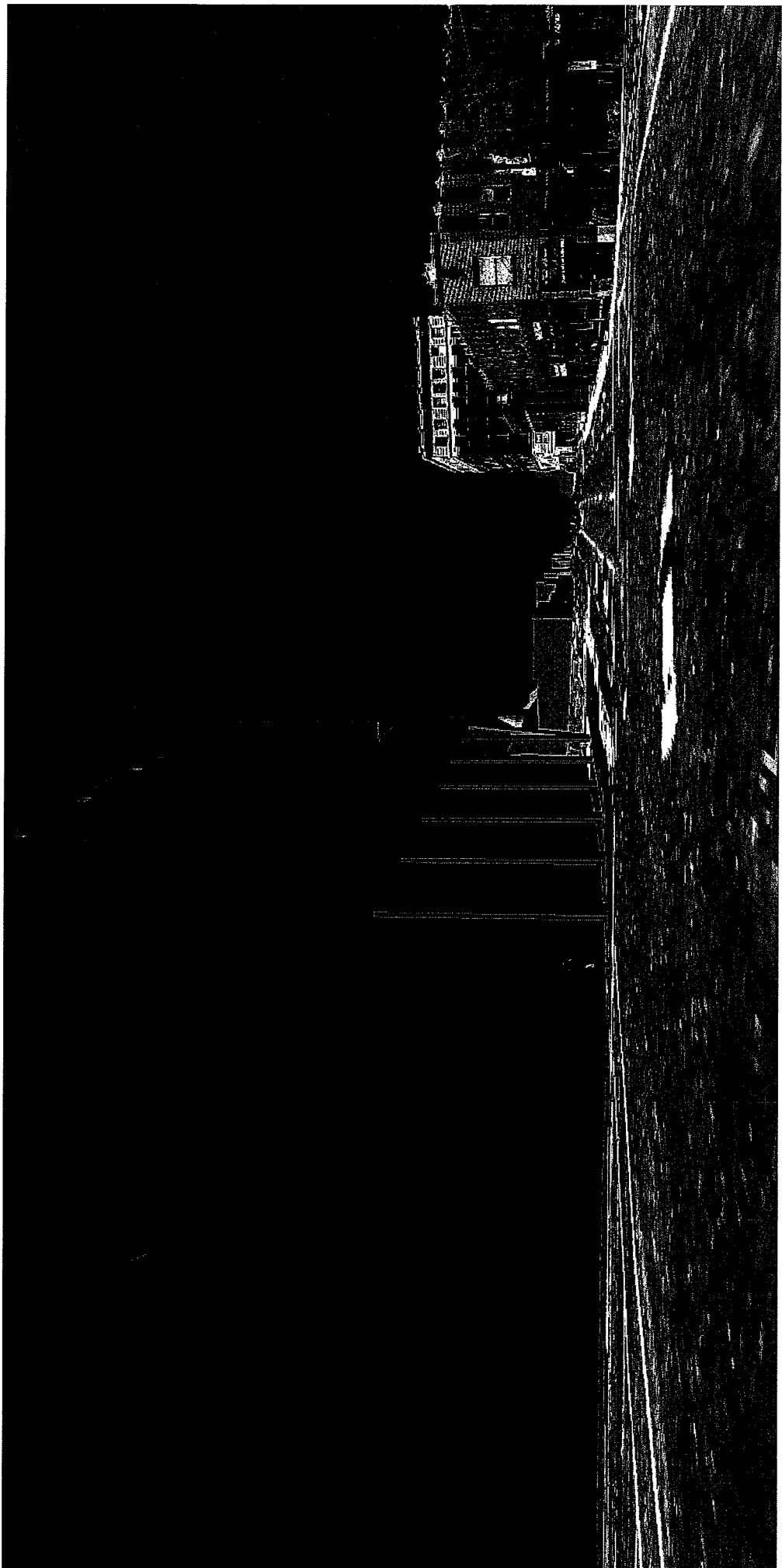




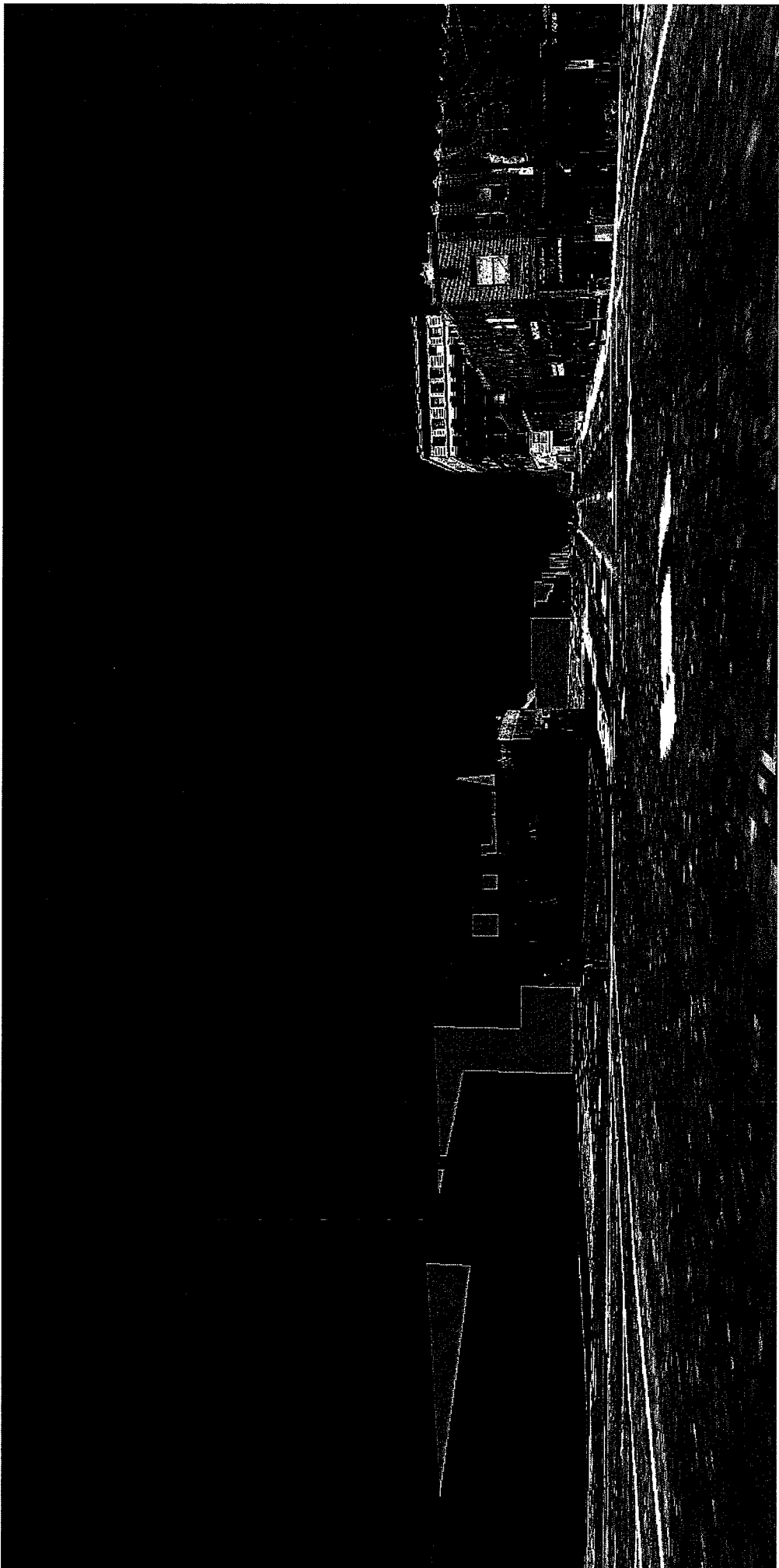






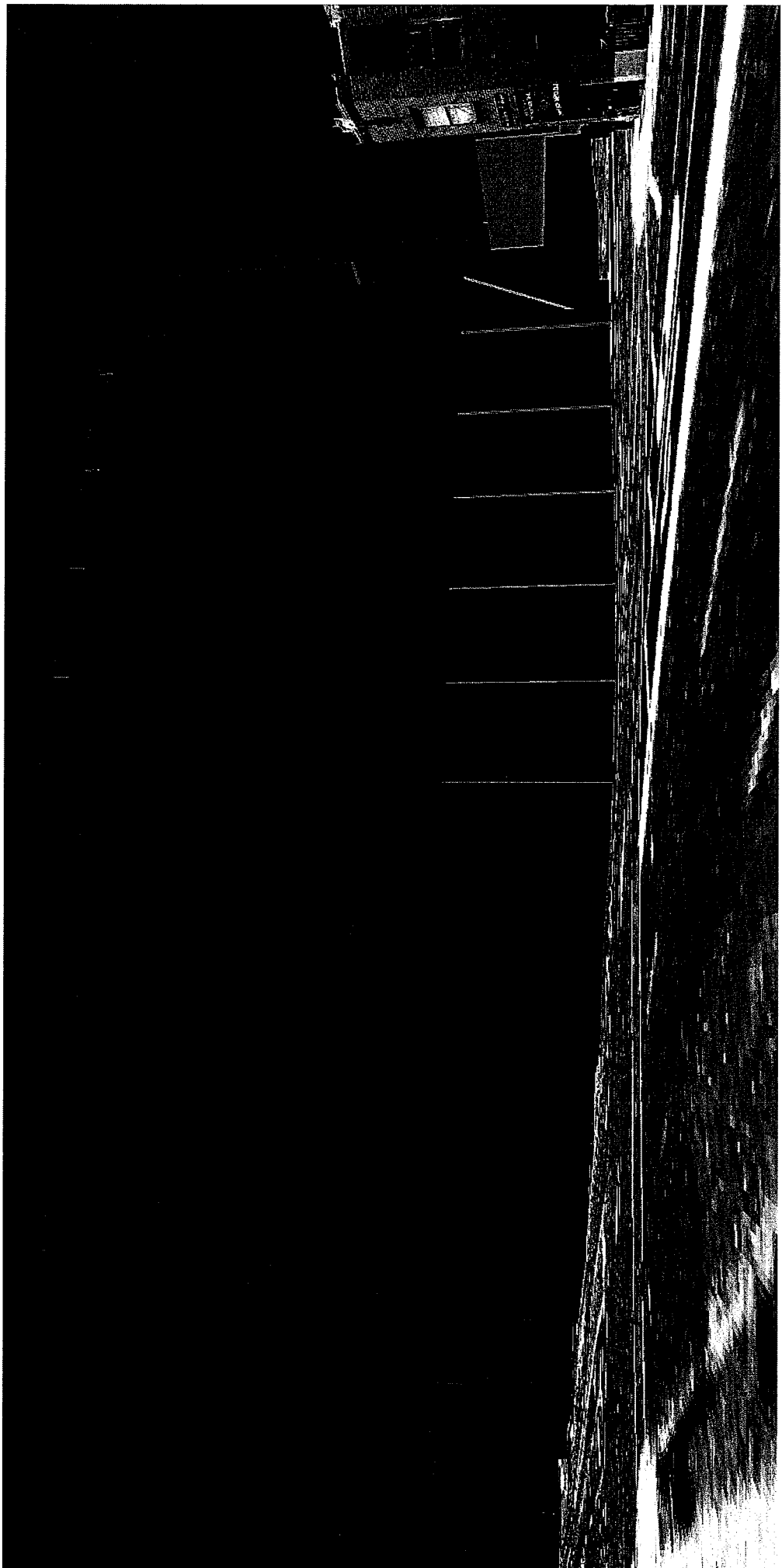


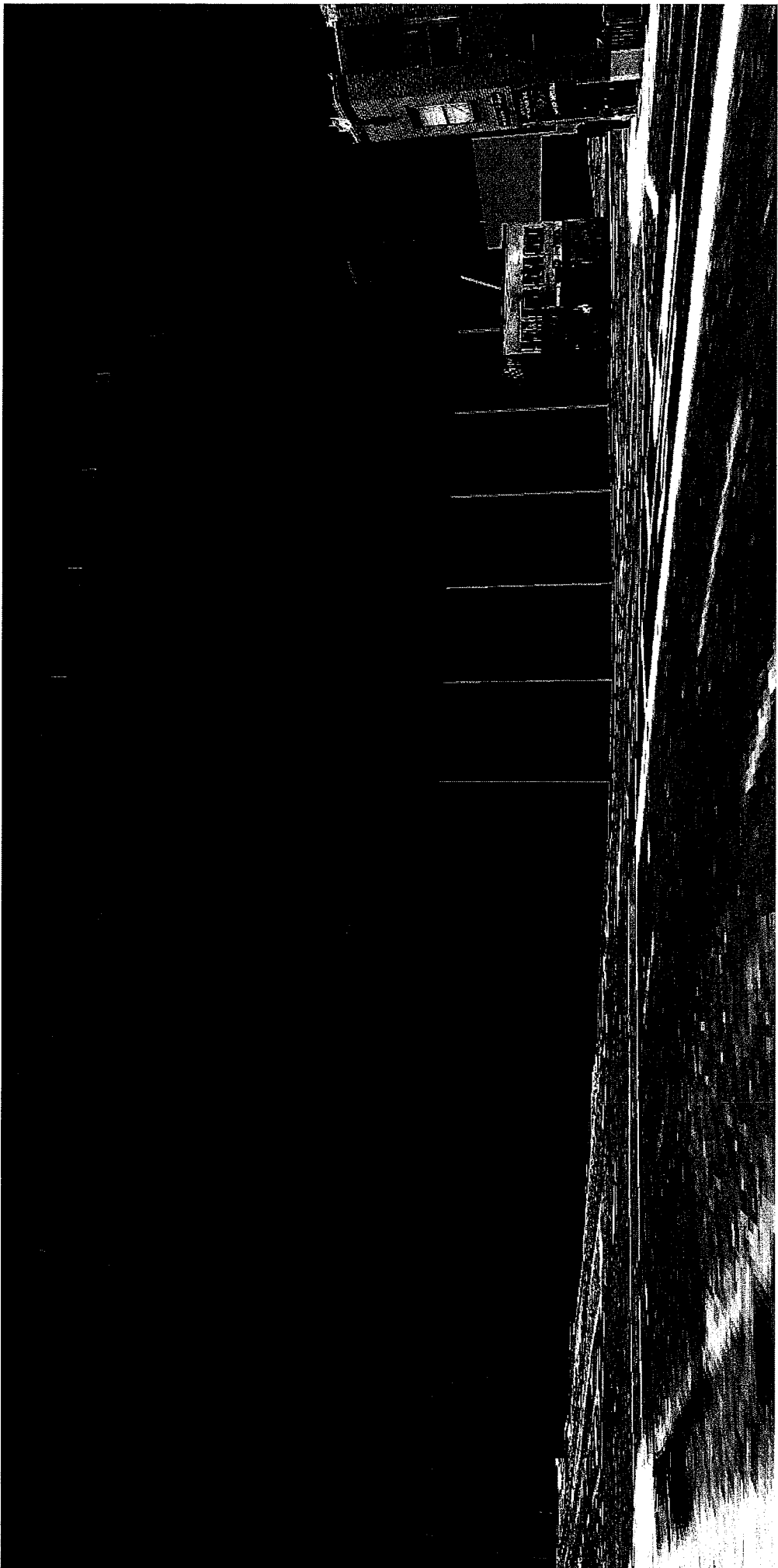


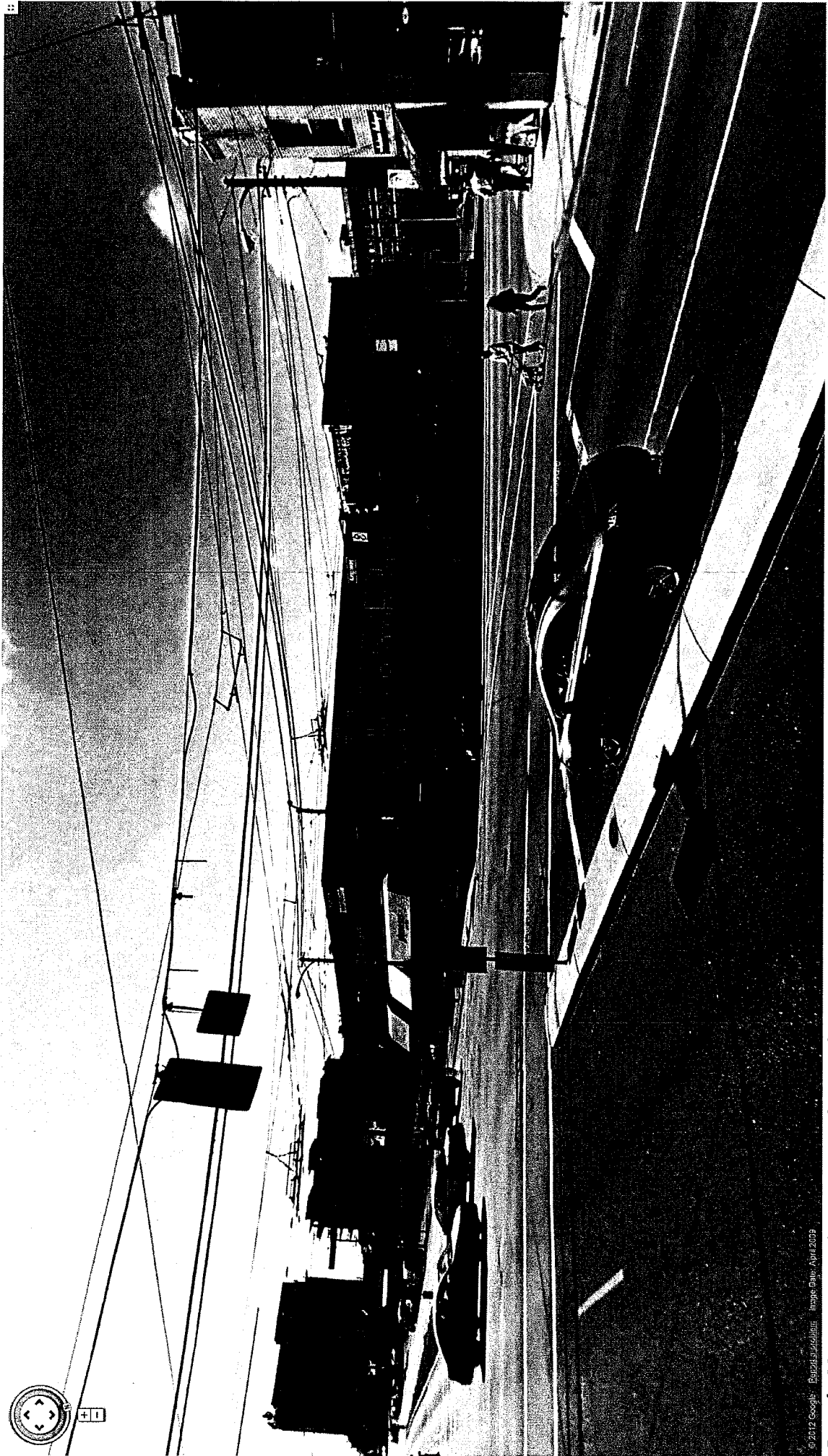




Telephoto lens view (camera zoom from east side of Kingsway & Broadway intersection)  
Proposal for 228-246 East Broadway & 180 Kingsway







Google Maps Street View Note: Photo taken before December 2009 (pre-fire), 236-246 E. Broadway are vacant lots

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