

Hildebrandt, Tina

From: Correspondence Group, City Clerk's Office
Sent: Thursday, October 24, 2013 12:00 PM
To: s 22(1) Personal and Confidential
Subject: FW: 2290 Main Street public hearing regarding amendments to Zoning, Development By-law and Sign By-law
Attachments: Email version_rezoning presentation 2013.doc

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

In addition, these public comments will also be posted on the City's website (http://vancouver.ca/ctyclerk/councilmeetings/meeting_schedule.cfm).

Please note that your contact information will be removed from the comments, with the exception of the writer's name. Comments received after the start of the public hearing should not exceed 1500 words.

Public comments submitted for the public hearing that are received more than 15 minutes after the close of the speakers list, will not be distributed until after Council has made a decision regarding the public hearing application and the related bylaw is enacted, if applicable.

For more information regarding Public Hearings, please visit vancouver.ca/publichearings.

Thank you.

-----Original Message-----

From: Scott Plear s 22(1) Personal and Confidential
Sent: Thursday, October 24, 2013 11:54 AM
To: Correspondence Group, City Clerk's Office
Subject: 2290 Main Street public hearing regarding amendments to Zoning, Development By-law and Sign By-law

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Please use s 22(1) Personal and Confidential to contact me. Do not use my former email s 22(1) Personal and Confidential. My phone contact number is now only s 22(1) Personal and Confidential Thanks.

SCOTT PLEAR STUDIO

s 22(1) Personal and Confidential



From: Scott Plear, Scott Plear Studio

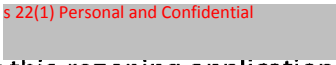
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To: Mayor and Members of Council, City of Vancouver, BC, Canada

Presentation to Public Hearing re: Amendments to the Zoning and Development By-law and the Sign By-law - 2290 Main Street.

Thursday, October 24, 2013 at Council Chamber, City Hall, Vancouver, BC, Canada

My name is Scott Plear. I have owned and operated a painting studio in the Artworks building at ^{s 22(1) Personal and Confidential}  for almost 20 years. My studio is in the area affected by this rezoning application.

I wish to speak in favour of this project.

I was born in Vancouver and was raised and lived in the Grandview Woodland for 40 years. I understand the effect change can have on an area like Grandview-Woodland or Mount Pleasant, on its sensibility and flavour. Certainly Heritage Hall, The Lee Building and other sites are the jewels of Mount Pleasant.

But not all jewels need be of the past. Opportunities for positive change are not common or easy to bring about and certainly require a forward looking and respectful vision of the area.

Historically, Mount Pleasant has played an early and important role in the development of Vancouver. This heritage needs to be remembered and preserved. Of this there is no question.

This area, often referred to as Loft Land or Brewery Creek, is part of the core area of Mount Pleasant and is part of the physical and metaphorical high point of Main Street. I have seen many changes in the area around my studio in the past two decades. It is an

area that has changed rapidly, especially since the development of the Olympic Village in 2010.

While change of any kind can be unsettling, I think careful and considered development can enhance life in this part of the city. I believe this project at 2290 Main Street offers that improvement and consideration by providing a balance mix of retail space, living accommodations and artists' studios.

This project will complement the already vibrant economy and culture of Main Street. I have reviewed the project's website and details and feel the architect and developer have taken the unique character of the location into considerable consideration.

Examples of considerations include but are not limited to the Mount Pleasant Context, Urban Context and Site Context such as:

- The topographical rise from False Creek Flats up to 16th Avenue
- The community becoming a home to a greatly diverse population
- The reputation of the area as a hub of creative activities
- The vibrant mix of small businesses in the community
- A large inventory of relatively affordable housing, including rental and social housing
- Pedestrian and Vehicle Interface
- Architectural Context
- View Context
- Shadow analysis

If I thought that this project might damage the existing character of Mount Pleasant and not respect the historical nature of the area, I would feel differently. But it will not. While I have nothing against used-car lots, such as the one currently occupying the site, clearly the proposed project at 2290 Main will be an asset and an opportunity that would enhance the nature, past and future, of Mount Pleasant.

I support council's approval of this rezoning application.

Scott Plear, RCA, BSc (Hon.), BFA

Scott Plear Studio

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