



POLICY REPORT  
DEVELOPMENT AND BUILDING

Report Date: March 13, 2015  
Contact: Susan Haid  
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Meeting Date: March 24, 2015

TO: Vancouver City Council  
FROM: General Manager of Planning and Development Services  
SUBJECT: Issues Report - Rezoning Policy for 725 Southeast Marine Drive

**RECOMMENDATION**

- A. THAT Council indicate that it is willing to consider an application to rezone 725 Southeast Marine Drive from CD-1 to a new CD-1.
- B. THAT Council direct staff to conduct additional planning regarding redevelopment of the subject site as contemplated in the Sunset Community Vision including an enhanced public consultation process to seek input to inform the application.
- C. THAT Council confirm that staff review of the application is to be guided by specific planning and development principles that reflect local community planning objectives (draft planning and development principles are contained in Appendix A).
- D. THAT passage of the above resolutions will in no way fetter Council's discretion in considering any rezoning application for the subject site and does not create any legal rights for the applicant or any other person, or obligation on the part of the City; and expenditure of funds or incurred costs are at the risk of the person making the expenditure or incurring the cost.

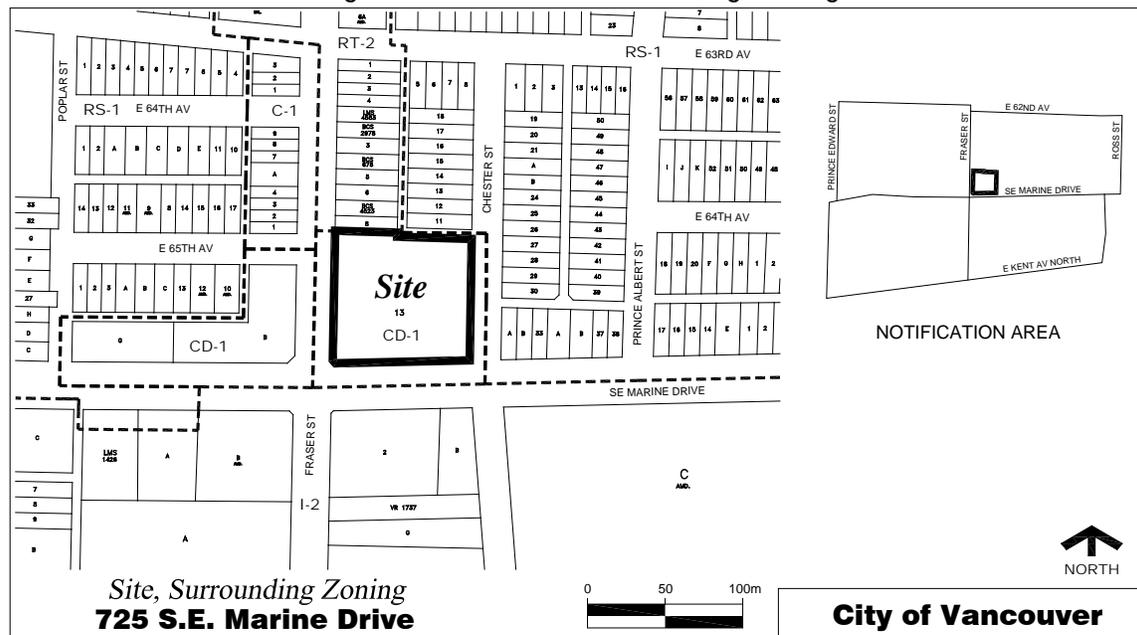
**REPORT SUMMARY**

The purpose of this report is to:

- Advise Council that a rezoning enquiry for 725 Southeast Marine Drive has been made and to outline the policy issues and opportunities that it presents.
- Identify the Council priorities and community planning objectives that could be achieved by consideration of a rezoning application for the subject site.
- Outline a proposed planning and community engagement approach in keeping with the Sunset Community Vision involving:
  - an enhanced public consultation process, and

- establishment of specific planning and development principles to inform a rezoning application for the site (see Appendix A for draft principles).
- Recommend that Council indicate it is willing to consider a rezoning application for comprehensive redevelopment of the site based on the proposed planning and consultation approach outlined in this report.

Figure 1 - Site and surrounding zoning



### COUNCIL AUTHORITY/PREVIOUS DECISIONS

Relevant Council policies include:

- Sunset Community Vision (2002)
- Housing and Homelessness Strategy - 2012-2021 (2011)
- Green Buildings Policy for Rezoning (2009, last amended 2014)
- High-Density Housing for Families with Children Guidelines (1992)
- Community Amenity Contributions Through Rezoning (1999, last amended 2014).

### REPORT

#### Background/Context

##### 1. Rezoning Enquiry

Staff have received a rezoning enquiry from Serracan Properties on behalf of the owners of 725 Southeast Marine Drive proposing a redevelopment of this 0.72 hectare (1.77 acre site). The site is currently zoned CD-1 (Comprehensive Development) District and is developed with a six-storey mixed-use building including a 100-room hotel and various commercial uses such as a private liquor store, pub and bowling alley.

The site is within the Sunset Community Vision area which was adopted by Council in 2002 and provides limited direction regarding the future use of this site. The Sunset Community

Vision anticipates additional planning for site-specific rezonings of existing CD-1 zoned sites. Council direction is sought on a proposed planning and consultation process to consider a rezoning application for the subject site.

## 2. Site Development and Planning History

The subject site is located at the northeast corner of Fraser Street and Marine Drive. The property was rezoned from RS-1 (One-family Dwelling) District and C-1 (Commercial) District to CD-1 (Comprehensive Development) District in 1963 to permit development of the existing six-storey building. When the existing development opened, the Fraser Street Bridge connected Vancouver to Richmond and this intersection was at a major crossroads and gateway into Vancouver from the south. When the Knight Street Bridge opened in 1974, the Fraser Street Bridge was closed and the prominence of the subject site diminished.

Redevelopment of the site is being contemplated by the current owners. Under the site's existing zoning, approvable uses are limited to hotel and some commercial space. The existing hotel use is currently under-performing and is considered to be inappropriate in this location given market conditions. A relatively large, south-facing and sloping site could present an opportunity to introduce a new mix of uses more appropriate to today's context and that contributes positively to the community.

## 3. Existing Land Use Policy

The Sunset Community Vision anticipated that individual site-specific rezonings for mixed-use developments would only be considered once additional planning was completed. Additional planning studies are intended to address issues such as form of development, design, transportation, green space, service needs and development contributions. Community consultation is expected to occur throughout the process.

### *Strategic Analysis*

#### 1. Site Attributes

The subject site is located at the intersection of two arterial streets. Neighbouring sites along Fraser Street are zoned CD-1 (Comprehensive Development) District and C-1 (Commercial) District and are developed with a mix of older low-rise commercial and mixed-use buildings. The commercial area is relatively isolated with the closest shopping areas located at Main Street and Marine Drive and at Fraser Street and 57th Avenue.

The Super 8 Motel currently operates on the site. Based on information provided by the enquirer, the existing hotel and commercial units are aging, in disrepair, and operating with limited occupancy (see Figure 2). As well, existing commercial buildings surrounding the site are in decline and in need of renewal.

South of the subject site, across Marine Drive and stretching along the Fraser River from Angus Drive to Argyle Street is the existing South Vancouver Industrial Area. To the north, are detached houses zoned RT-2 (Two-family Dwelling) District and RS-1 (One-family Dwelling) District. In the surrounding area are George and Moberly Parks as well as Walter Moberly and Trudeau Primary Schools. The site has excellent bus service with direct access to two bus routes: #8 Fraser/Downtown and the #100 22nd Street Station/Marpole Loop which connects the Expo and Canada Lines.

Figure 2 - Existing site



## 2. Land Use, Urban Design and Site Planning Considerations

The commercial area at Marine Drive and Fraser Street has the potential to provide residents in the surrounding area with shops, services and amenities within walking distance. The closest existing commercial area is located at Main Street and Marine Drive. Comprehensive redevelopment of the subject site presents the opportunity for revitalizing and strengthening this local shopping area.

Based on preliminary consultation with and feedback from the neighbourhood, Serracan Properties proposes a new mixed-use development with local-serving commercial, community uses, public open space and residential uses. The enquirer provided various options for redevelopment of the site ranging in height from 15- to 26-storeys.

The subject site has convenient access to transit and local amenities and can be considered a good candidate for intensification with mixed-use development. As the Sunset Community Vision provides limited policy guidance for this commercial area, draft planning and development principles are proposed in Appendix A as a starting point for considering redevelopment of the site. The principles include:

- Consider appropriate transitions to the surrounding neighbourhood.
- Provide local-serving commercial services and amenities with consideration for a neighbourhood food store.
- Maximize connectivity for pedestrians and cyclists to the site.
- Consider views to the Fraser River.
- Introduce more diverse housing opportunities in the neighbourhood, including the potential for units that would be more affordable than existing detached housing.

### 3. Public Benefit Considerations

A preliminary review of the area surrounding the subject site has identified potential public benefits that could be considered as part of a redevelopment scenario for the subject site:

- Childcare
- Community facilities
- Affordable housing
- Public open space
- Active transportation improvements.

This is a preliminary list based on staff review with some community and stakeholder input. Other potential public benefits and infrastructure needs could also be raised and discussed through the rezoning process.

### 4. Proposed Planning and Consultation Process

Staff have prepared draft planning and development principles (Appendix A) which reflect local community planning objectives relating to this site. These draft principles were developed based on staff analysis of key issues such as lack of commercial vibrancy, community amenities, housing diversity, and pedestrian and cycling facilities. Public consultation on these principles would occur as part of the proposed planning and consultation process. It is intended that the principles would serve as a policy framework to guide and evaluate a rezoning application.

The Sunset Community Vision as well as long-standing City practice would anticipate considerable public engagement throughout a rezoning application process. Staff recommend that the process be iterative through the application review allowing for public feedback to shape the proposal. In addition, as with all rezoning applications, a formal public hearing would be required.

Serracan has retained a public engagement consultant who has assisted with the consultation with the surrounding community to date. They have conducted two public open houses and a variety of other outreach events including meetings with local community groups and knocking on doors of adjacent residential properties. Serracan has submitted a public consultation report, attached as Appendix B that demonstrates a general level of community support for the potential redevelopment of the site.

Staff recommend an enhanced public process that includes:

- Meetings with local stakeholder groups including (but not limited to) the Sunset Community Vision Implementation group and the South Vancouver Neighbourhood House.
- “Kitchen table” type meetings with local residents.
- Staff-hosted open houses or workshops for the public to review and comment on the draft planning and development principles and on development proposals and options.
- In-person and on-line feedback forms.

This planning and consultation process would be led by City staff with involvement from the proponent. The process would be conducted concurrent with the staff review of a rezoning application.

## 5. Community Amenity Contribution (CAC) - Through Rezonings Policy

Within the context of the City's Financing Growth Policy, an offer of a Community Amenity Contribution to address the impacts of rezoning is generally anticipated from the owners of rezoning sites. CAC offers typically include either the provision of on-site amenities or a cash contribution toward public benefits and they take into consideration community needs, area deficiencies and the impact of the proposed development on City services. The subject site is within the City-wide CAC policy area and the applicable CAC approach would result in the application of a fixed target CAC of \$32.29 per m<sup>2</sup> (\$3.00 per sq. ft.).

The framework for the fixed target CAC for 'standard' rezonings has been in place since 1999. The 'standard' rezoning approach, utilizing a \$3.00 per sq. ft. target CAC, was intended to apply to smaller projects outside the downtown. This approach has been applied infrequently (approximately once every two years on market-based developments), and mainly on smaller site redevelopments. Since October 1, 2013, staff have been advising new rezoning enquirers and applicants (including Serracan Properties) that a change to this policy is under consideration.

For the subject site, if a rezoning application is considered, staff anticipate applying a site-specific negotiated CAC approach, rather than the use of a \$3.00 per sq. ft. target CAC. The main reasons for applying such a negotiated approach are:

- The strategic location of the site at the intersection of two major arterial streets, with excellent transit service and proximity to a residential community underserved by local shopping and amenities.
- The large size of the site (approximately 1.8 acres) and the potential for significant change in the form of development and density on this site.
- The opportunity to secure appropriate community amenities to address impacts and community needs.

### *Implications/Related Issues/Risk (if applicable)*

#### *Financial*

Subject to Council direction, staff will report back as part of any rezoning report on applicable developer contributions (e.g. DCLs, CACs, and Public Art), as well as proposals for onsite and/or offsite amenities and an appropriate funding strategy.

### **CONCLUSION**

This report recommends that Council confirm that it is willing to consider a rezoning application for 725 Southeast Marine Drive. The report directs staff to conduct an enhanced planning process to explore the potential redevelopment of the subject site. The proposed public consultation process would inform a proposal to provide improved commercial services, public amenities and increased housing options to serve the local neighbourhood. Subject to Council approval of these recommendations, staff will work with local community members, stakeholders and the proponent to undertake planning and consultation to inform a rezoning proposal.

\* \* \* \* \*

725 Southeast Marine Drive  
PRELIMINARY PLANNING AND DEVELOPMENT PRINCIPLES

**Intent**

These principles are intended to provide guidance to the applicant, community and staff in the development and review of a site-specific rezoning on this strategically located 1.77 acre site at Southeast Marine Drive and Fraser Street.

**Site Development Guiding Principles**

**Land Use**

1. Enhance and revitalize this important local shopping area.
2. Provide a variety of commercial services and amenities to serve the local community. Commercial space should be designed to maximize long-term viability. Consideration should be given to providing a local grocery store and a community gathering space.
3. Support an intensity of development appropriate to this transit-oriented location.

**Housing**

4. Provide a variety of housing types and unit sizes to accommodate a range of income levels and household types.

**Urban Design**

5. Fully consider and test various development options, with a high level of design creativity that effectively addresses all guiding principles.
6. Vary building forms and heights for visual interest, housing choice, scale transitions, and provide opportunity for green space at various levels.
7. Create transitions in built form that respect the scale of the surrounding community.
8. Address visual impacts of the proposed development on adjacent residential neighbours through creative design.
9. Organize building massing to:
  - Provide an appropriate design response to the adjacent major arterial streets and to the local neighbourhood;
  - Mark the corner as an important neighbourhood commercial area;
  - Minimize view impacts from the surrounding neighbourhood to the Fraser River;
  - Minimize shadowing on adjacent residential properties;
  - Maximize permeability through and to the site from the local neighbourhood; and
  - Maximize light penetration and views for the site and surrounding neighbourhood.
10. Integrate public open space and landscaping into the site and adjacent public realm to provide enhanced public access to green space.

### **Sustainability**

11. The overall design must pursue best practices in sustainable design. The development would strive to incorporate the following:
  - Achievement of LEED Gold Certification;
  - Passive solar design;
  - Sustainable food systems;
  - Incorporation of water efficient strategies including limiting potable water use for landscaping; and
  - Use of Transportation Demand Measures (TDM) to increase the mode share of pedestrian, bicycle, and public transit systems.

### **Access & Movement**

12. Take advantage of two existing bus lines serving this site and consider future transit enhancements to effectively integrate transit with redevelopment of the site.
13. Integrate and connect with the surrounding community by increasing permeability and clearly inviting public pedestrian access into the site.
14. Consider the site as part of a larger cycling and walkway system connecting to local parks and amenities.
15. Orient vehicular access to minimize impacts on the surrounding neighbourhood.
16. Assess transportation, traffic and parking implications associated with the proposal and integrate effective measures to manage and minimize impacts.

### **Community Amenities**

17. Due to the unique circumstances of the site, determine appropriate community amenity contributions through a site-specific negotiated approach.
18. Provide needed community amenities for the local neighbourhood and integrate these with the redevelopment of this site.

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PUBLIC CONSULTATION SUMMARY REPORT

Serracan Properties – 725 SE Marine Drive

Prepared by Brook Pooni Associates Inc.  
November 24, 2014





Brook Pooni Associates Inc.

## EXECUTIVE SUMMARY

The following report presents an overview of the public engagement events held to date, as well as a summary of Open House #2 held by Serracan Properties and its project team on June 16, 2014 with regards to the proposed development at 725 SE Marine Drive.

Prior to scheduling Open House #2 for 725 SE Marine Drive, the project team decided to engage with the South Vancouver-Sunset neighbourhood by meeting with key community groups and individuals. These meetings were designed to allow Serracan Properties and the project team to gather input on the potential development in the neighbourhood. This feedback formed the basis of the content presented at Open House #2 and guided the initial ideas for the project.

This report consists of the following sections:

1. Initial Engagement – A summary of the public engagement events held to date, including an overview of Open House #1;
2. Open House #2 Overview – Event details, including description and format of Open House #2 and the information presented;
3. Open House #2 Feedback Summary;
4. Comment Form Transcription; and
5. Appendices – Notification materials and area maps, proposed massing, and sample comment forms.

## 1. INITIAL ENGAGEMENT

The following is a summary of all the public consultation and outreach events that has been held to date:

### October 2013

1. **South Hill BIA Open House** – Approximately 180 invitations were circulated to local businesses; however, no one attended the open house.
2. **South Hill BIA Executive Director Meeting** – Meeting with Aila Karpio (past Executive Director).
3. **Meeting with Kashmir Dhaliwal** – Meeting between Gino Nonni (President, Serracan Properties), Gary Pooni (President, Brook Pooni Associates), and Kashmir Dhaliwal (President, Khalsa Diwan Society) to discuss the proposed project and upcoming open house.

### November 2013

4. **Temple Visit** – Visit by the Serracan project team to discuss the proposed project and upcoming open house.
5. **Community Open House #1** – The first community open house was held on November 12, 2013, which was attended by approximately 70 people. The objective of Open House #1 was to introduce Serracan Properties and the project team; inform the community of Serracan's desire to purchase the subject property; introduce them to the preliminary ideas for the project; and asked for the community's feedback on how they see the future of the site.

The overall tone of the event was very positive with a strong desire to see a revitalization of the site. In addition, 62 questionnaires were completed.



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6. **Rotary Dinner** – The Serracan project team was a guest at the 20<sup>th</sup> Anniversary dinner for the Rotary Club of Vancouver Fraserview, which supported Youth Mental Health and the Life Ready Foundation.

December 2013

7. **South Vancouver Neighbourhood House** – Meeting between Sabrina Gawley (Serracan Properties) and Karen Laracombe (Executive Director, SVNH).

February 2014

8. **South Vancouver Neighbourhood House** – Meeting between Sabrina Gawley (Serracan Properties) and Karen Laracombe (Executive Director, SVNH).

June 2014

9. **Neighbourhood Door Knocking** – Serracan and its team walked around the neighbouring blocks of 725 SE Marine Drive and personally invited the residents to attend the second community open house. A total of 96 houses were contacted – a map of the door-knocking area included in Appendix B.
10. **Community Open House #2** – A second community open house was held on June 16, 2014, which was attended by 25 people. The objective of the second session was to further discuss the future of the subject site with the community and share more ideas and preliminary design development.

A total of 20 comment forms were submitted from Open House #2, with the majority of the feedback indicating support for the proposed project. Approximately 5,000 flyer invitations were delivered to surrounding residents (See Appendix A for flyer invitation; and Appendix B for flyer distribution area).

**2. OPEN HOUSE #2 OVERVIEW**

**Date:** Monday June 16, 2014  
**Time:** 5:00 PM – 7:30 PM  
**Location:** Walter Moberly Elementary School (1000 East 59<sup>th</sup> Avenue)

**Notification:**

Flyer

Approximately 5,000 flyer invitations were delivered to surrounding residents, with addresses provided by the City of Vancouver and an additional Canada Post mail drop area. Please see Appendix A for a copy of the flyer and Appendix B for a map of the notification area.

Stakeholder Contact:

The following members of the Sunset Community Association were invited to Open House #2:

Ken Thompson (President)	Avtar Sandhu
Balwinder Waraich (Vice President, Chair EOR)	Kala Singh
Cindy Hubbard (Vice President, Chair Program)	Greg Hubbard
Karl Gulbransen (Past President)	Hardeep Sahota
Tony Wong (Secretary)	Manjit Dhillon
Phil Daum (Treasurer)	Barb Womersely
Gurnam S. Ranu	Marc Bains



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**Door Knocking**

Serracan and its team walked around the neighbouring blocks of 725 SE Marine Drive to personally invite the residents to Open House #2. The door-to-door effort gave Serracan an opportunity to informally consult the community regarding their vision of the development.

**Attendees:** 25

**Comment forms received:** 20

**In Attendance:**

**Developer:** Gino Nonni, Edward Archibald, Sabrina Gawley, Alexander Ray, Fiona Chung,  
Yongku Jung – Serracan Properties

**Project Consultants**

**Architecture:** Martin Bruckner – IBI

**Land Use Planning and Community Consultation:** Gary Pooni, Julia Reimer – Brook Pooni Associates

**Open House Format:**

A sign-in table was placed at the entrance of the food hall and comment forms were distributed to attendees as they signed-in. Attendees were invited to review the display boards (including the proposed massing at the recommendation of Brian Jackson, General Manager of Planning and Development at the City of Vancouver – see Appendix C), ask questions, and complete a comment form.

Attendees were encouraged to complete a comment form before leaving the event. Comment forms noted responses would be received until June 23, 2014.

**3. OPEN HOUSE FEEDBACK SUMMARY<sup>1</sup>**

There were 20 comment forms submitted from Open House #2. Please see Appendix D for a copy of the comment form and Appendix D for a full transcription of the comment forms.

The questions on the comment form requested respondents overall thoughts on the project and the retail components. The following analysis outlines the comments received and the number of respondents who indicated each item.

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<sup>1</sup> Please note that the following feedback summary is only a summary of the comment sheets received, and is not meant to be interpreted as a statistically valid survey of the overall community.



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General	# of Responses
Supportive of the proposal	12
Site is in need of revitalization	6
Non-supportive of the proposal	3
Hope that construction begins soon	2
Construction noise is a concern	2
Built Form	
Do not like the amount of density/change in character	4
Like the high-rises	2
Transportation and Parking	
Exacerbate existing parking issues	3
Concern over increased traffic	3
Desired Land Uses	
Retail stores	4
Coffee shop	3
Restaurants	3
Drugstore	3
Community centre	3
Medical offices	3
Market condominiums (not dedicated rental)	2
No liquor store	2
Grocery store	2
Bank	2
Landscaping Features	
Want green space/play area for families	2
Like the proposed landscaping	2





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#### 4. Comment Form Transcription

A copy of the blank comment form is attached in Appendix C.

*NOTE: The following responses were transcribed directly from the original comment forms collected at the Open House; however, minor grammatical errors have been corrected to ensure legibility.*

*NOTE: "n/a" denotes a comment form response that was not answered.*

**OVERALL THOUGHTS:** Serracan Properties would like to convert the current onsite motel into a proposal consisting of retail at street level complemented by a variety of housing types including town homes, low rise and condominiums. **What are your overall thoughts of the proposed project?**

1. The current "Super 8" brings down the neighbourhood. Any new development in my eyes would be a big improvement. What you have proposed is good. Please include a Starbucks and a liquor store.
2. The proposed project is very nice and we just want to make sure the fence in between the hotel and my house will have privacy. The proposed steps of the townhouse not really closed to my house. Landscaping design with good privacy. I hope it will start soon. Thank you!
3. I seriously support this project as it will improve this neighbourhood. The current building does not look good and people in this neighbourhood don't want to walk there. I have following wish list for the future new building: 1. Build nice sitting and walking area in front of the building on the side of SE Marine drive. 2. Include doctor's offices and pharmacy in the building. 3. The future residential is not rental but ownership.
4. Looks good. I'm glad it's market housing. My worry is the potential to turn into low income rentals like the building across the street. Would be nice to include green space or play area – to entice young families with kids.
5. I find it very positive and nice looking. When all the green will be in place. High rises: 71 is the necessity of our time.
6. Very much intrigued in commercial properties. Need information first hand.
7. It's a good idea to take out to improve this area. I support it. The current spot needs more green. The current area needs more green.
8. Like to see the hotel go, but concerned about increased traffic and pollution.
9. HATE IT! First step to turning our family neighbourhood into another West End/Yaletown. I bought my house here because I wanted a nice quiet neighbourhood to live in. Now you're destroying something I worked all my life for. If this goes through you're basically serving me with an eviction notice. The increased density will result in more problems for us – parking is already an issue, this will make it so much worse.
10. Build a medium size of multicultural supermarkets for customers with Asian background. Too many big supermarkets (too big) that can serve our multicultural community.
11. Will clean the area for sure. Move the liquor license out of the site. More family orientated units, 2 and 3 bedroom apartments instead of bachelor or 1 bedroom. Fraser Street and Marine drive should be wider to accommodate traffic. I vote YES to the development!
12. Well and good if you can make that possible as long as the safety of the surrounding is safe for all residents, not only that place but also from neighbouring places. What we want is to have also good surrounding if you can out up some retail store, or community center for everybody.
13. I like the proposed buildings but I'm a little worried about the heights of the tall one. Over all looks pretty good.
14. Looks like it would raise the bar in this area of Vancouver. Probably a good thing.
15. Oh, I love the idea, I hope it will be done soon. The neighbourhood will have a class outlook and no more drunk people roaming around the area. More peaceful and more good environment, more establishment and it will boost the outlook of Fraser and Marine. 100% in favour in this project.
16. Although I was initially surprised by the towers (from the November session I visualized townhomes (3 storeys) and walk-ups with some retail/commercial space. I do agree it is good use of the space and meets the need for greater



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- density for the city. The "open/greenspace/meeting spaces" didn't seem obvious to me – not sure if these are included in the plan? Can open community space(s) be considered?
17. I do like the proposal. I think the "mix" will compliment the area quite well. Also, I really like the idea of it being a more walking type of an area with a coffee shop and maybe a restaurant and little retailers.
18. Townhomes.
19. I F\*\*\*ING HATE IT! We live here because we enjoy a family hood. This will make us false creek or the West End. Parking will be a f\*\*\*ing b\*\*\*\*, traffic in our quiet hood will SUCK!!! 2 years of construction noise, as we live right on the corner of Chest and 63<sup>rd</sup> will be noisy and have the construction workers parked in front of our house!!! I would rather deal with the bar patrons and hotel guests compared to the tons of people that will be invading our quiet community. I have lived in the same house for over 15 years and if I have to move (sell my house) because of this shit!! Big business' are pimps who get their way through force and money! I am one unhappy resident who is not in favour of 17 – 22 storey highrises!
20. I've had a few days to think about the information that was presented at the Open House on Monday regarding the proposed destruction of the Fraser/Marine Drive area. And yes, I do deem it to be a destruction of my neighbourhood. I live on the corner of Chester and 63<sup>rd</sup> – one block from the proposed area, and after much thought and consideration, I can see absolutely no benefit to the proposed project. **Parking:** This has been an ongoing issue around here for years. The implementation of Resident Only parking along Chester has only exacerbated the problem as now those cars that parked on Chester are now parking on 63<sup>rd</sup>. In addition, there really is no enforcement of parking regulations in this area. By the way, Resident Only parking is not a viable solution as it also prevents one's guests from parking anywhere near your residence. For example, I have friends both in the West End as well as in Yaletown and they are unable to entertain because of the lack of parking. If they invite me, for instance, for an evening, I will not go unless they come to pick me up. There is no parking there. What parking there is, is extremely expensive. One of the reasons I purchased my home in this area was because it was a quiet family neighbourhood where I could entertain my friends. I entertain quite a bit, but that would become increasingly difficult when my guests have nowhere to park. The addition of not only some 1,000 or so additional residents to the area, as well as increased commercial ventures to that small area will only make parking around here unbearable. No matter what the developer promises, there will not be sufficient free parking to accommodate all residents, guests and shoppers to this area. I would be faced with the very real possibility of having no where to park my car on my return from shopping, appointments and social activities. This is already happening. I will be held hostage in my home. And during the construction period, where are the dozens and dozens of constructions workers going to park? And what about possible road blocks to provide access to the site for constructions vehicles, cranes, trucks, etc? **Security:** This is a family neighbourhood. And even if you don't know everyone, you recognize those that live in the neighbourhood. Strangers are easy to spot, and kids can be in streets being kids. With the increased population that you are proposing, this small sense of security would be gone. Right now I do feel safe here, but the increased traffic flow and the increased number of strangers, that sense of security will disappear. **Community:** As mentioned, this is a family neighbourhood. Kids know each other and families know each other. You have at least a nodding acquaintance with people here. You go for a walk and it is not unusual to stop on the street and chat with people, sometimes briefly, sometimes at length. Adding a couple of hundred 'households' would not increase the sense of community. Most people who live in apartments/condo in high density areas are isolated – most don't even know their next door neighbours. They are usually young, single or couples and aren't interested in 'family' activities. They don't contribute to a neighbourhood in the same way as families do. With the increase in non-family households you will see an exiting of families from the area. Which is fine, if that is what the intent is. I guess if there are no families in the area, it would be easier to justify changing zoning to include more and more highrises. **Quiet livable neighbourhood:** We certainly can say goodbye to that - starting with the tearing down of the current structures and followed by the proposed 18-24 months of construction. I can certainly forget about have my morning coffee in my backyard and enjoying the start of the day. I can forget about having lunch on the deck, or inviting people for dinner. I can probably say hello to increased stress, and headaches from the construction noise. I can say goodbye to my current lifestyle – the one I worked for so long to achieve. I have finally reached my goal and have now been handed an eviction notice. You are not creating a community of any kind what so ever, you are destroying one. Just as you



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have done in previous projects. We are currently looking at what this project means to us. Each option involves us moving from here. It is hard to make that kind of decision when you love the space you have created for your family and friends. I recently retired and you are forcing me to start all over again. And that brings up an entirely different set of issues – during construction, the value of our property will decrease (who wants to live in a construction zone), after construction, our property will be of interest only to developers or investors who would rent the property out (further decreasing the sense of neighbourhood) and not to families (who wants to raise their kids in such as high density and high traffic area). **What can we live with:** We do understand the need for housing (although we would be more impressed with project if the housing proposed was actually affordable and for families). We could live with a much smaller project – a low rise apartment complex, much of the size that is currently there – with sufficient parking available to take care of the needs of the residents and their guests. Some commercial would be okay as well – we have plenty of stores and services along Fraser as well as the recently built big box store area along Marine Drive. We also have Oakridge (at least for now, I anticipate not being able to shop there soon once that project is underway – another example of ruining a good thing). What we want is what we have – a nice, quiet, family oriented neighbourhood where you feel safe, secure and content. We don't want another West End or Yaletown. The drawings and proposed plan shown at the Open House are the first step to creating another such ghetto. And no, I don't trust the comment that the current zoning will prevent that – especially since this is all in preparation of changing that very zoning. I use to love living in Vancouver. I used to go downtown a lot to shop and spend the day with friends. I loved Robson Street with its quirky little shops. I regularly went down to visit the Art Gallery and take in shows and exhibits. That has been quite nicely destroyed by developers and City Council. You now have to drag me kicking and screaming to go anywhere near downtown. I felt really happy and content here in my little patch of serenity, I had planned this to be my forever home, and now you have introduced the serpent and I'm faced with eviction from my Eden. I understand that Serracan Properties is in this to generate a much of a return on investment as they can get, but we have also made an investment here – and not just in terms of money. Our investment into this neighbourhood should be respected and considered.

**RETAIL:** Neighbourhood serving retail will line the ground floor of the project along Fraser Street and Marine Drive to help bring life to the streetscape. What types of stores would you like to be included in this street level retail?

1. Oops. See reverse side.
2. n/a
3. n/a
4. Coffee shop, restaurant (family style), drug store, not a liquor store.
5. n/a
6. n/a
7. n/a
8. Amenities for children and seniors (i.e. playschool)
9. We already have everything within a short distance. We don't need to have all this retail on one doorstep. We are not the West End or a Yaletown. This is not a family orientated plan. P.S. will there compensation for these who feel they cannot live in this "new state" and feel faced to move?
10. Medical office, insurance office, dentist office, Asian food restaurant, bakery, fish market, bookstore, coffee shop, convenience store, optical, pharmacy, bank.
11. n/a
12. n/a
13. n/a
14. Ones that serve the local demographics, not reliant on vehicle traffic.
15. Retail stores, bank, spa, health food store, medical clinic.
16. I like the idea of a family restaurant (miss the pantry since it closed from Main + Marine). This location is close but unfortunately just one of walking distance for me (especially going home up that hill!) so a food or convenience store wouldn't be something I would frequent. To stop at retail stores, parking needs to be reasonable in terms of spaces available, size of parking stalls, and level of security.



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- 17. Coffee shop, small restaurant, a small bakery, bank, clothing, shoe store.
- 18. Fruiticana.
- 19. n/a
- 20. n/a





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Appendix A: Flyer Invitation

**Fraser+  
Marine**

**COMMUNITY OPEN HOUSE**  
*Monday June 16, 2014*  
5:00 PM - 7:30 PM  
Moberly Elementary School





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# PLEASE JOIN US

## Please join us at the second Open House for Fraser + Marine.

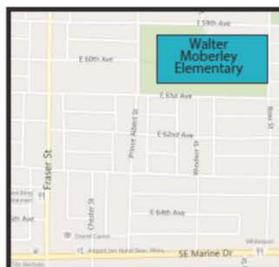
Serracan Properties would like to invite you to attend a community open house to discuss the revitalization of the northeast corner of Fraser + SE Marine Drive.

We have used the feedback received from the November Open House to identify guiding principles related to the site. We have applied these parameters to draft preliminary plans. Please join us as we want to hear if we are on the right track!

Please note there will not be a formal presentation at this event.

Please drop in between 5:00 PM and 7:30 PM to review our display boards, talk to the project team, and provide your feedback.

Date: **Monday, June 16, 2014**  
Time: 5:00 PM - 7:30 PM (Drop-In)  
Place: Walter Moberley Elementary  
1000 East 59th Avenue



**SERRACAN**

For more information, please contact:  
Sabrina Gawley of Serracan Properties  
t: 604.683.0066 | e: [sgawley@serracan.com](mailto:sgawley@serracan.com)



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**Appendix B: Flyer Distribution and Door-Knocking Area Maps**

The Canada Post notification area covered approximately 5,000 addresses in the community:



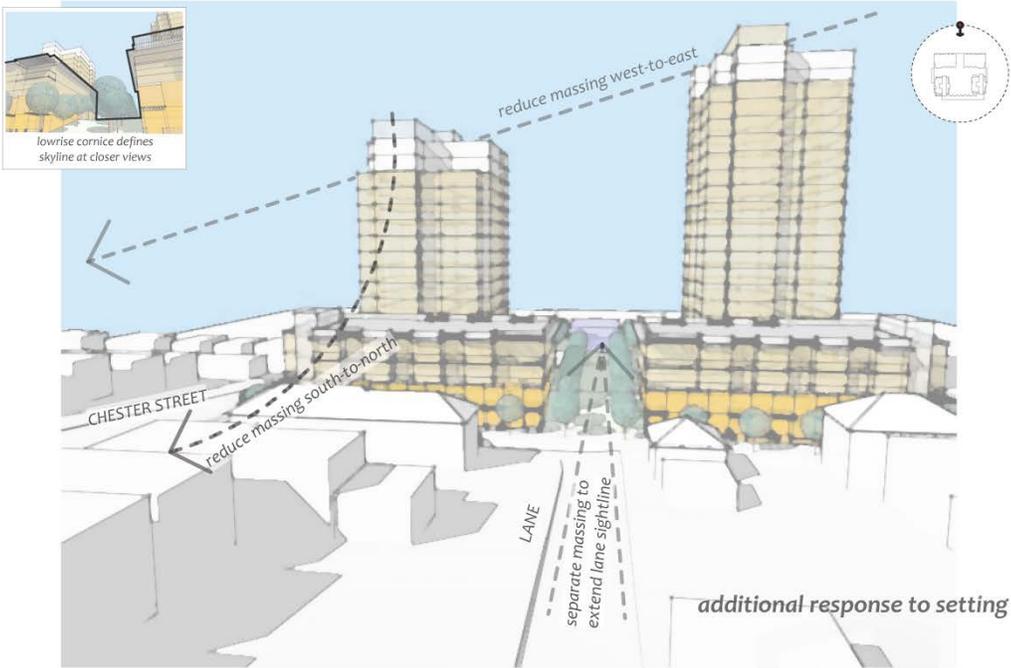
The map below indicates the blocks surrounding the subject site where door-knocking was undertaken, prior to Open House #2:





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Appendix C: Proposed Massing







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**2. RETAIL:** Neighbourhood serving retail will line the ground floor of the project along Fraser Street and Marine Drive to help bring life to the streetscape.

**What types of stores would you like to be included in this street level retail?**


Please fill out this comment form and drop it off at the entry "drop-box" before you leave, or by June 23, 2014 to Brook Pooni Associates: E-mail: [jreimer@brookpooi.com](mailto:jreimer@brookpooi.com), Fax: 604-731-9075