

**CD-1 Rezoning: 4545-4575 West 10th Avenue - Support**

Date Received	Time Created	Subject	Position	Content	Author Name	Neighborhood	Attachment
2025-02-24	15:25	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	We need more housing, especially affordable housing! I strongly support this project.	Kristen Gilbert	Kitsilano	
2025-02-24	15:06	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	10th ave is in desperate need of this development. Over the past 2 decades I have witnessed a complete disintegration of the entire corridor. So disappointing.	Sean Mitchell	Dunbar-Southlands	
2025-02-24	13:43	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I support this project and the affordable housing it will add to this neighbourhood. I appreciate that the project also focuses on enhanced connectivity by making the area more walkable and accessible, with improved access to transit and nearby amenities. This thoughtful design contributes to a more livable, welcoming community for everyone.	Aaron Costigan	West End	
2025-02-24	14:21	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I would like to lend my support to this rezoning application. The proposed increases to the rental and affordable housing pool in Point Grey is badly needed, as is the new / replacement grocery store and the additional retail units. This massive parcel of land should not be sitting vacant, and this project will improve the neighbourhood without any displacement of people.	Duncan Robertson	Kitsilano	
2025-02-24	14:27	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I'm happy to see this application coming forward for final consideration by Council, after several years of consultation. Building more rental housing in this location, where there is pent up demand for rental housing from UBC staff and students, as well as current residents looking to downsize, makes sense. In my view, projects like this – on a vacant parcel of land - need to be fast tracked because we desperately need the housing.	Shawn Poisson	Marpole	
2025-02-24	11:30	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	Michelle Barile, Executive Director West Broadway Business Improvement Association  (See support letter attached)	Organization BIA - West Broadway	Kitsilano	<a href="#">APPENDIX A</a>
2025-02-24	11:42	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	As a nearby resident of Dunbar, I would like to express my support for this rezoning application, which has the potential to revitalize retail in the area and restore vibrancy to Point Grey Village along West 10th Avenue. This was once a lively retail hub, but the area has changed over the past five years since the site has been vacant. As a local, I am excited to see plans for bringing back a grocery store as a key neighborhood amenity, along with the inclusion of rental and moderate-income housing. This project offers an opportunity to create significant benefits for the community without displacing any residents or housing	Sanaz Price	Dunbar-Southlands	

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2025-02-24	11:54	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>As a UBC student, I feel grateful to have secured on-campus housing. However, I know that many of my peers are not as lucky—thousands of students struggle with long, exhausting commutes or are forced into a competitive rental market with few options. That’s why I strongly support the proposed rental housing development in Point Grey Village by Bentall Green Oak.</p> <p>UBC’s existing student housing infrastructure is far from sufficient to meet demand, pushing students to seek accommodation off-campus. This development would provide an ideal solution, offering much-needed housing just minutes away from the university, directly above a grocery store, and along major bus routes leading straight into campus. This would not only ease the burden on students searching for housing but also help foster a more vibrant and connected student community beyond the university’s borders.</p> <p>I understand that there is opposition to this project from local residents who are resistant to change. However, their pushback only exacerbates the very housing crisis making life harder for students. Denying students access to convenient, purpose-built rental housing forces them into even more precarious living situations, whether that means overcrowded rentals, long-distance commutes, or even having to defer their education due to housing insecurity.</p> <p>Council has a golden opportunity here to support the next generation of students by allowing this development to proceed. If we want to maintain Vancouver’s reputation as a world-class hub for education, we must ensure that students have access to the housing they need to thrive. This project is a step in the right direction, and I urge you to approve it. Thank you</p>	Ty Brar	West Point Grey	

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2025-02-24	11:55	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>I strongly support this project, as a former long-time resident of Vancouver, a former candidate for Vancouver City Council, and a former Vancouver renter who moved to Victoria about a year and a half ago in part because of the lack of available market rentals on the west side of Vancouver, where I'd lived for over 23 years.</p> <p>I also bring a unique perspective to this project as someone who lived on West 10th for eight months in 2019. This part of Point Grey was like a ghost town, with many shuttered longtime businesses and a lack of access to basic services, including a grocery store. As someone without a vehicle, I had to take a bus or cycle to either Westbrook on the UBC Campus, or Stong's at Dunbar to get my groceries. Imagine how difficult this would be for anyone with mobility issues, including seniors, who do not have access to a vehicle.</p> <p>The area's low population and large number rarely occupied single-family homes has led to a hollowing out of businesses and services in an area that was once a bustling centre of the west side, with young people, children and yes, barking dogs.</p> <p>A new Safeway and the addition 455 market rental units and 114 moderate income rental units, with commercial space on the ground floor, and a large public plaza will breathe new life and energy into the neighbourhood, and attract more businesses and services back to this neighbourhood once again.</p> <p>I urge Council to approve this project.</p>	Lesli Boldt	I do not live in Vancouver	
2025-02-24	12:12	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>Totally support the application as presented. This neighbourhood requires density (least dense residential neighbourhood in the C of V) and a commercial/retail catalyst as a first step to revitalizing the currently challenged West 10th retail corridor. This corridor used to be the sole service centre for UBC and it will not be that again. It needs density NOW to return to its former glory and to evolve to what the 21st century demands. The application is an attractive kickstart to the process of bringing density to Point Grey not just on this site but along the entire corridor. There is a long history of a vibrant attractive retail service centre along West 10th and this is the first step to bringing this neighbourhood what it deserves in terms of vibrancy and retail service. The application is attractive and functional and will anchor the rest of the corridor while encouraging smaller lot stakeholders to also pursue redevelopment and densification.</p>	Andrew Lowther	Dunbar-Southlands	
2025-02-24	12:32	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>Please find attached a letter of support for the BGO development at 4545-4575 West 10th Ave.</p>	Organization BIA - Point Grey Village	West Point Grey	<p><a href="#">APPENDIX B</a></p>

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2025-02-24	12:55	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I support !	Pia Montes	Fairview	
2025-02-24	13:39	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	The proposed BGO development will bring much-needed new housing options to the area, helping to tackle local population growth and the ongoing housing shortage. By increasing the availability of homes, it creates more opportunities for families, students, and workers to live in a well-connected, vibrant neighborhood.	Aine O'Connor	West End	
2025-02-23	18:57	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	• I'm happy to see this application coming forward for final consideration by Council, after several years of consultation. Building more rental housing in this location, where there is pent up demand for rental housing from UBC staff and students, as well as current residents looking to downsize, makes sense. In my view, projects like this – on a vacant parcel of land - need to be fast tracked because we desperately need the housing.	Jeff Rank	Downtown	
2025-02-24	08:07	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I fully support this proposal. As a young UBC student who is having difficulty finding affordable housing I believe that this project should be approved without further delay.	Cadence Roche	West Point Grey	
2025-02-24	08:35	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I am in strong support of the project at 4545-4575 West 10th Avenue. The combination of rental housing, affordable housing, and neighbourhood amenities like a much needed grocery store will be transformative for the area. This is a great opportunity to responsibly densify a currently empty site with a diverse mix of housing that can service a wide range of Vancouver residents. I hope to see this site progress at public hearing.	Julian Wells		
2025-02-21	08:12	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	As a longtime Vancouver resident, I have watched the sad decline of the West 10th business/shopping strip with dismay. One Christmas, I did my entire Christmas shopping on West 10th. This year? I didn't go near it. The lovely clothing shops are gone, many of the restaurants are gone, the housewares are gone and Safeway? Gone! I have a granddaughter in residence at UBC who needed some new clothes-we had to drive all the way to 4th and Arbutus before finding a shop which met her needs. And that's not an easy drive! When she's ready to leave Residence finding an affordable rental nearby will be almost impossible. An illegal basement suite is pretty well all that neighborhood offers.	Barbara Roche	Kerrisdale	
2025-02-21	11:36	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I have lived in Point Grey for 13 of the last 15 years and fully support this project. My family and I have rented until the last 6 months and finally bought a house to have housing security. We need more rental projects in order to offer housing security to those living and paying taxes in our city. No neighbourhood should be exempt from greater density in order to support this aim. Finally, the neighbourhood has been in decline since the Safeway on 10th closed and greater density should bring more commercial activity as well.	Sandra Evans	West Point Grey	

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2025-02-21	11:40	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>On behalf of the team at West Side Family Place (WSFP), we are writing to express our support for the proposed rental housing development on west 10th at the old Safeway site near our location in the West Side of Vancouver. As a community-based organization committed to enhancing the well-being of local families and individuals, we believe this development will contribute positively to the vibrant, diverse, and inclusive environment that we work to foster within our neighborhood.</p> <p>West Side Family Place has been a part of this community for over 50 years, providing essential programs and services to children, parents, caregivers, and families. We focus on creating a supportive and inclusive space where all members of our community feel valued, heard, and connected. The need for affordable, accessible housing in the area is growing, and we see this proposed rental development as an important step toward meeting that need.</p> <p>By providing affordable rental units within walking distance of West Side Family Place, this development will improve the quality of life for families who are currently struggling to find suitable housing in Vancouver. Families in our programs frequently face housing insecurity, which can negatively impact their overall well-being. The availability of well-located rental housing in this neighborhood will help ease some of the pressures that families face and will likely improve their access to vital services, including those provided by WSFP.</p>	Diane Elliott	Kitsilano	
2025-02-21	12:07	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>This project brings badly needed rental housing into the ubc area, along with the large grocery outlet. It looks to be including a reasonable amount of green space where there was none before.</p> <p>For the moment I do not live in Vancouver, but have lived there for 45 years and hope to return soon</p>	Greg McGregor	I do not live in Vancouver	
2025-02-21	14:14	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>I support this project. I live just down the road off Alma and 10th and I've been keeping a close eye on this project. After looking at the plans, I think it brings a good blend of housing and retail options to the area. Most importantly for me, it creates a new grocery store within walkable distance to my house which I am looking forward to. I think after several years of revisions it's ready to move forward, no question about it. Thank you.</p>	Sophie Breen	West Point Grey	

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2025-02-21	14:26	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I would like to express my support for this project. In my opinion, one of the best parts is how much thought has gone into improving the pedestrian experience. Wider sidewalks, thanks to the setbacks for the towers, residential lobbies, and retail spaces on West 10th, will make the area feel more open. The plaza design is a standout too, with retail spaces wrapping around to create a lively and welcoming spot for people to gather. It's definitely big enough to be a great community hub where people can meet up, bring their furry friends, grab coffee or lunch and head off on a walk around the area. And of course, the grocery store is a massive win. It's something everyone has been waiting for, and the sooner it's back, the better.	Leah Reddington	West Point Grey	
2025-02-21	14:43	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I am in complete support of the 4545 W 10th project which will create more rental housing supporting the west side community. Being close to transit, a grocery store, and essential amenities means less time commuting and more time for the recreational activities I love in Vancouver. With close to 600 units, including below-market rentals, this development is a step toward making Vancouver more livable.	Dylan Elliott	Kitsilano	
2025-02-21	14:56	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I am a young professional living in Vancouver, and I have found it challenging to secure affordable rental housing. Even though I earn a decent income, buying a home in the current housing market is unattainable. Therefore, I rely on a rental market that consistently introduces new and diverse housing options. The 4545 W 10th project supports this need by offering nearly 600 new, secure, and well-located housing units for people like me. I support this project and I hope it moves forward.	Robert Shiels	West Point Grey	
2025-02-21	15:43	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	As a renter in Vancouver, I know how precarious housing can feel. Most rentals in the area are on the secondary market, leaving tenants vulnerable to evictions or renovations. The 4545 W 10th project creates purpose-built rental housing without displacing a single person and the housing offering will provide stability for hundreds of individuals and families. What's more, the inclusion of below-market rentals demonstrates a commitment to addressing affordability.	Lucas Peat	Kitsilano	
2025-02-21	16:13	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	Vancouver City Council - I would like to express my support for this proposed development. It will add much needed housing in a time when we have a limited supply of rental stock. This project brings the full package - 600 new homes, new retail, a grocery store, public plaza, pedestrian enhancements and close to existing transit. I have no doubt these apartments will be in high demand once the project is complete. Please consider the project for approval. Thank you.	Robert Kuchtovas	Kitsilano	

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2025-02-21	16:18	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	Thank you for considering the proposal for the vacant site at 4545 West 10th Avenue. This neighbourhood would greatly benefit from a central space that provides a safe, welcoming environment for families, children, and seniors to enjoy. Right now, this large, empty lot feels barren and lifeless, even visibly so on Google Maps, which dampens the area's potential. Why delay any longer when this project could bring vibrancy to the community? Please help move this proposal forward. I'm excited for the chance to see it come to life!	Sarah Mann	Kitsilano	
2025-02-21	16:36	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	The Downtown Vancouver BIA is in support of this project for the reasons outlined in the letter submitted.	organization Downtown Van	Downtown	<a href="#">Attachment 1</a>
2025-02-21	21:12	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	As a Vancouver renter, I think it's important to keep the focus on the bigger picture: we need more housing, and this project is going to create 571 new homes with a portion dedicated to moderate incomes. More homes versus a vacant lot? The choice is clear. Please approve this project.	Claire Yang		
2025-02-22	09:44	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	Dear Mayor and Council,  I would like to show my support for adding additional housing supply to this area of the Point Grey neighbourhood. There is a significant crisis in Vancouver, and I understand that it's not feasible to just be giving away homes at discounted rates because that would just not be financially viable or would cause different reductions on a site that would make it unappealing or undesirable. The only way we can help with the crisis is to provide attainable rental options, especially close to workplaces and education such as UBC. I'm excited for the proposal at 4545 West 10th and I look forward to seeing it come up!  Respectfully,  Matthew	Matthew Wong	Arbutus Ridge	
2025-02-22	13:53	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I am in strong support of the rezoning application proposed 4545 West 10th Ave, which will deliver 500+ new rental homes, and a new public plaza and grocery store, which will be an invaluable amenity to future residents and the surrounding neighbourhood. I hope to see the plans for this site progress without any further delay.	Taylor Jesson	West Point Grey	
2025-02-22	18:49	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	I would like to submit my support for the project brought forward by BentallGreenOak for the proposal at 4545 West 10th Avenue. This location is perfect for residents and families, offering convenient access to essential local resources like businesses, hospitals, and schools. The nearby amenities enhance walkability and accessibility for new neighbors, and the addition of a grocery store with fresh produce will be a tremendous benefit to the community.	Len Wong		

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2025-02-22	23:24	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>Dear Honorable Mayor and City Council Members,</p> <p>The design proposed for the site at 4545 West 10th offers a fantastic opportunity to create a safe, vibrant environment for both residents and neighbors. The plans emphasize strong connections to nature and sustainability, with thoughtful features like a large courtyard providing outdoor green space and a children’s play area—perfect for fostering a secure, family-friendly atmosphere. Unique amenities, including garden plots and rooftop beekeeping facilities, further enhance the building’s environmentally-focused character. Most importantly, the integration of public pedestrian areas alongside retail spaces adds vibrancy and encourages foot traffic, enriching the neighborhood. This is a well-thought-out proposal, and I’m excited to offer my full support!</p> <p>Sincerely,</p> <p>Adrienne</p>	Adrienne Lui	Fairview	
2025-02-23	12:34	CD-1 Rezoning: 4545-4575 West 10th Avenue	Support	<p>Vancouver needs housing for all including lower incomes. This location is near lots of green space which allows for taller buildings. Combining housing with a large supermarket below makes sense. The area needs both.</p>	David Brough	Dunbar-Southlands	





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

**Re: Support for the Rezoning of 4545-4575 West 10th Avenue**

Dear Mayor and Council,

I am writing to express my strong support for the rezoning application for 4545-4575 West 10th Avenue, which will bring much-needed rental housing, retail, and public space to the heart of Point Grey. As the Executive Director of the West Broadway Business Improvement Association, and having previously worked at the Point Grey BIA, I have seen firsthand the challenges faced by local retail neighbourhoods and the ongoing need for revitalization.

Due to various factors, including inequitable commercial property tax policies, local business areas have struggled with business retention and long-term economic stability. Without a strong residential base to support local retailers, we've seen businesses open and close in rapid succession, unable to sustain themselves due to insufficient foot traffic and a viable mix of independent retailers and anchor tenants. This project presents a long-overdue opportunity to solve these issues. By introducing 571 rental units, including below-market homes, this development will provide the customer base necessary for businesses to thrive. The return of a full-service grocery store will further establish the area as a livable, walkable hub, making it a more attractive destination for residents and visitors alike.

While we want to ensure the heritage of communities are protected, Vancouver's main streets are not museums in their entirety - they should evolve to meet the needs of today and the future, while preserving the character of the neighbourhood. Cities must adapt and ensuring that Point Grey grows with the rest of Vancouver is crucial. This rezoning will breathe new life into the neighbourhood, ensuring that it remains relevant, vibrant, and responsive to the housing and commercial needs of our time.

This project is about more than just housing; it is about creating a complete community. By integrating mixed-use development with residential density, commercial vitality, and improved public spaces, this application supports Vancouver's goals for sustainable, transit-oriented growth while fostering a stronger, more resilient local economy.

I urge Council to approve this application and support the long-term success of Point Grey Village and the invaluable merchants that are the heart of this community.

Sincerely,

[s. 22\(1\) Personal and Confidential](#)

Michelle Barile, Executive Director  
West Broadway Business Improvement Association

WEST BROADWAY BIA

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**DOWNTOWN VANCOUVER  
BUSINESS IMPROVEMENT ASSOCIATION**  
Suite 1380 -1100 Melville St  
Vancouver, BC V6E 4A6  
info@dtvan.ca



February 21, 2025

Dear Mayor and Council,

**Re: Downtown Van support for 4545 West 10<sup>th</sup> Avenue rezoning application**

I am writing on behalf of the Downtown Vancouver Business Improvement Association (Downtown Van) to express our support for the rezoning application for the old Safeway site at 4545 West 10<sup>th</sup> Avenue. The proposed development promises to introduce a new mixed-use retail and residential hub that will add much-needed rental housing supply to our city and region.

Downtown Van represents the interests of 8,000 businesses, and approximately 130,000 people visit our district to work each day. Developments outside of our catchment with secured rental housing are beneficial to the central business district due to their critical role in attracting and retaining skilled employees. We are therefore highly invested in the health, supply, and affordability of our regional rental housing market.

This proposal promises 571 net-new secured rental units for our city – 114 of which would be secured at moderate-income rates – with zero displacement of existing residents. Moreover, it will restore the presence of a landmark grocery store and will also include a 6,200 sq ft. public plaza.

This site has long been a stop on the 99 rapid bus line and will continue to be an important node in the regional transportation network. Transit-friendly developments provide additional transportation and commuting options to Vancouver residents. This removes barriers for those who wish to visit or participate in the cultural and social as well as economic opportunities found only in our city's central business district.

Delivering more rental housing stock in comfortable commuting proximity to our district plays a role in the long-term vibrancy of our downtown area and positively benefits the overall economic and social fabric of our city. Thank you for your time and consideration. I look forward to a speedy and favourable outcome.

Sincerely,

s. 22(1) Personal and Confidential"

Jane Talbot  
President & CEO  
Downtown Van