



CD-1 Rezoning: 396 East 2nd Avenue
Public Hearing – March 13, 2025

Existing Site and Context



E 4TH AVE

E 2ND AVE

Great Northern Way –
Emily Carr Station

GREAT NORTHERN WAY

St. Francis
Xavier School

E 5TH AVE

MAIN ST

SCOTIA ST

E 6TH AVE

BRUNSWICK ST

PRINCE EDWARD ST

GUELPH ST

E 6TH AVE

Mount Pleasant
Elementary

ST. GEORGE ST

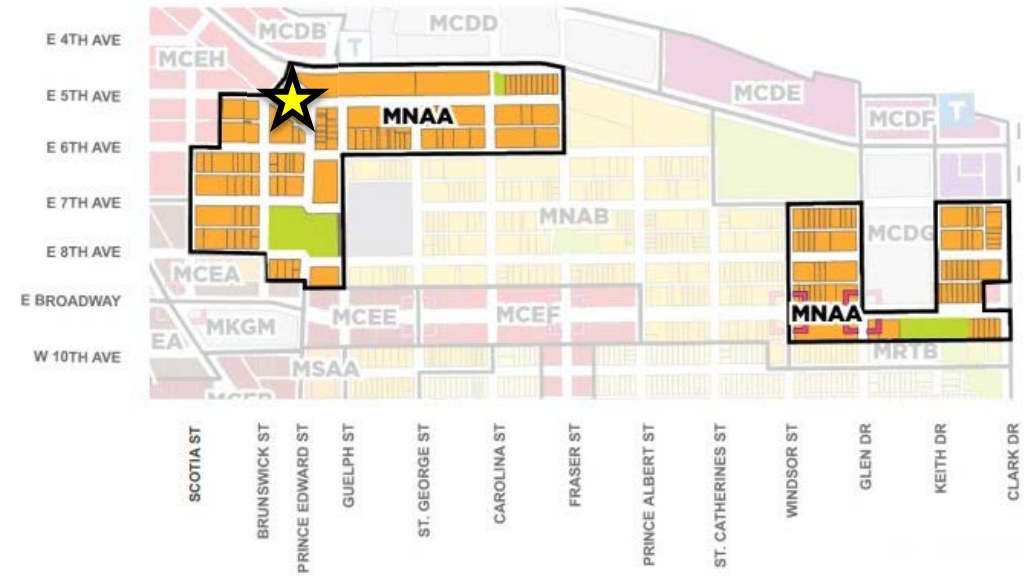
Local Amenities and Services



Policy Context



BROADWAY PLAN



Mount Pleasant North Apartment Area – Area A (MNA A)

- Allows consideration of rezonings for rental buildings with 20% of the floor area as below-market rental units
- Allows up to 20 storeys and 6.5 FSR

Proposal

- Application submitted March 6, 2024
- 22 storeys
- Residential tower with 273 rental units, with 20% of the floor area to be below-market rental units (approx. 55 BMR units)
- Height of 216 ft.
- 177,865 sq. ft. floor area (6.4 FSR)
- Underground parking



Below-Market vs. Average Market Rents

	Below-market Rent in New Buildings		Market Rent in Newer Buildings	
	Average Starting Rents ¹	Average Household Income Served	Average Rents ²	Average Household Income Served
Studio	\$1,223	\$48,928	\$1,776	\$71,040
1-bed	\$1,429	\$57,152	\$2,116	\$84,640
2-bed	\$1,969	\$78,752	\$2,839	\$113,560
3-bed	\$2,395	\$95,808	\$3,245	\$129,800

¹Starting rents shown are calculated based on a 20 per cent discount to city-wide average market rents as published by CMHC in the fall 2023 Rental Market Report.

²Data from October 2023 CMHC Rental Market Survey for buildings completed in 2014 or later on the Eastside of Vancouver.

Public Consultation

Postcards Mailed
July 15, 2024

City-hosted
Q&A Period
July 17 to July 30, 2024

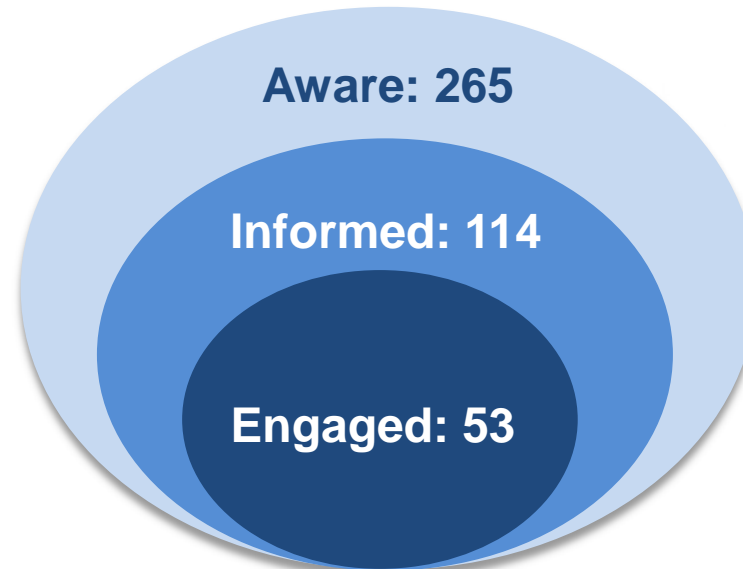
Postcards distributed	3,355
-----------------------	-------

Questions	19
-----------	----

Comment forms	55
---------------	----

Other input	12
-------------	----

Total	86
--------------	-----------



Comments of support

- Building height, density and location
- Rental housing
- Building design

Comments of concern

- Height, density, and location
- Neighbourhood character
- Traffic and safety
- Local amenities and infrastructure

Response to Feedback

Height, density and location

- Consistent with the Broadway Plan
- Additional height to minimize shadowing on schoolyard and plaza
- No protected public view

Neighbourhood character

- Consistent with the Broadway Plan
- Condition to reinforce character through façade refinements

Traffic and safety

- Conditions to address traffic and safety concerns

Local Amenities and infrastructure

- Amenities to be delivered through the Public Benefits Strategy

Public Benefits

Rental Housing

- 218 market rental units
- 55 below-market rental units

Development Cost Levies (DCLs)

- \$2,632,140 City-wide Utilities DCL
- Applicant has requested the DCL waiver for residential floor area

Public Art Contribution

- \$352,172

Total Development Contributions

- \$2,984,312

Conclusion

- Meets intent of the *Broadway Plan*
- Delivery of 273 units of rental housing
- Staff support application subject to conditions in Appendix B

