



Development concept facing
Southeast along West 11th Avenue

CD-1 Rezoning: 1270-1290 West 11th Avenue

Public Hearing | June 19, 2025

Existing Site and Context



Future Granville
Skytrain Station

W BROADWAY

W 10TH AVE

W 11TH AVE

Site

GRANVILLE ST

HEMLOCK ST

BIRCH ST

ALDER ST

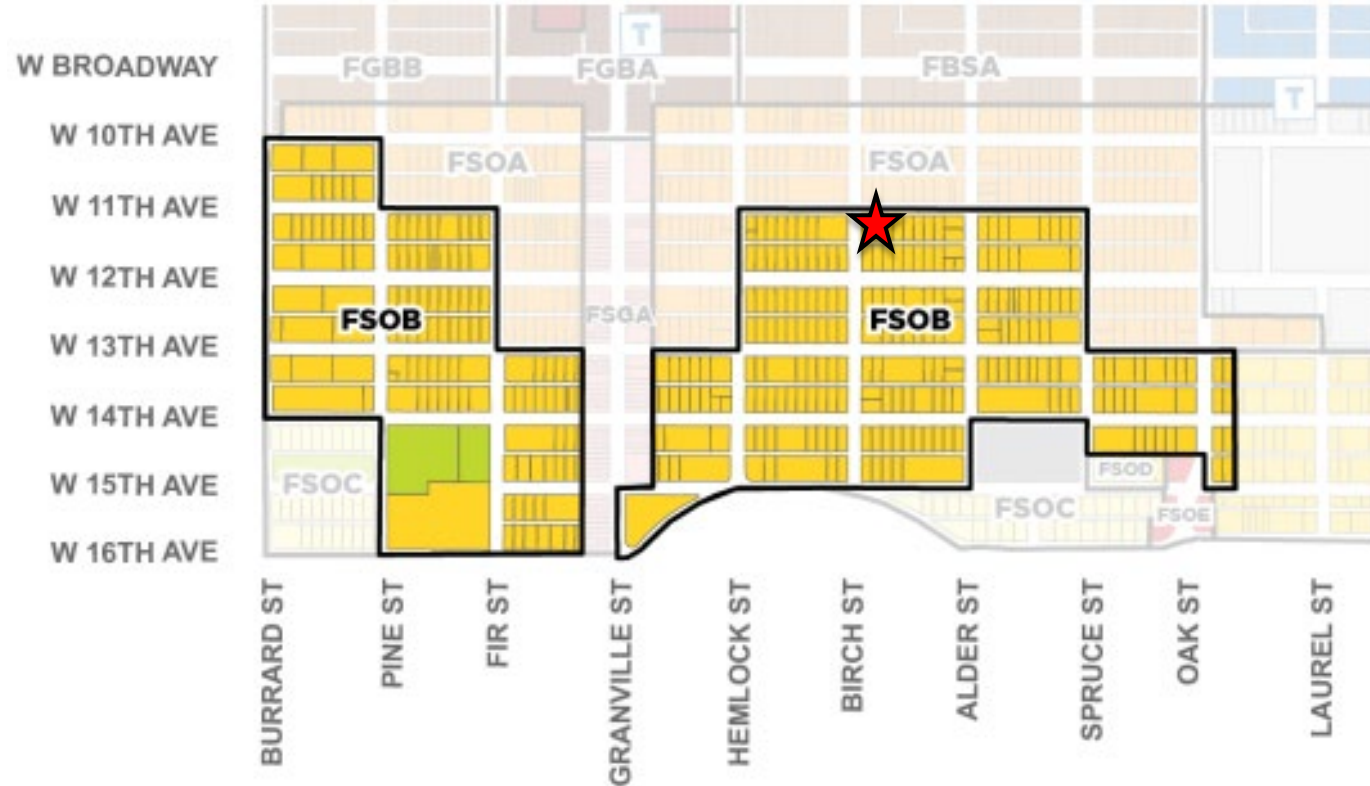
SPRUCE ST

Public Amenities and Services



Policy Context

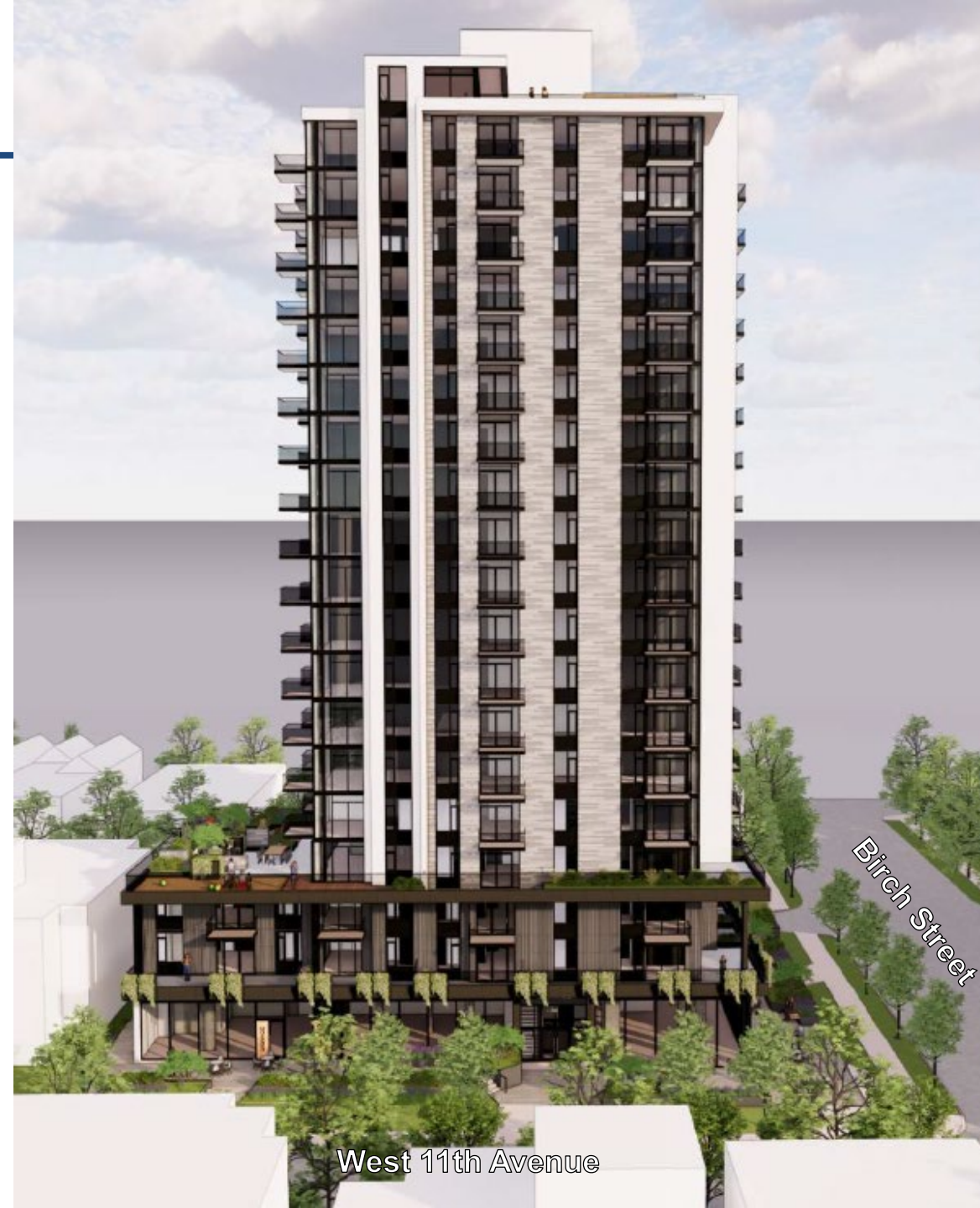
Sub Area 9.10 – Fairview South - Area B – FSOB



- Height – 20 Storeys
- Density – 6.5 FSR
 - Minor height and density increases considered for ground-level retail

Proposal

- Application Submission: May 2024
- Height: 19 storeys (191 ft.)
- FSR: 6.8
- 155 secured rental units with 20% of the residential floor area at below-market rates
- Ground-level local-serving retail
- Parking and loading from lane



Proposal: Form of Development

- Tower on podium building form
- Rooftop amenity
- Outdoor amenity space and services in the rear yard
- Improvements to public realm through provision of ground-level local-serving retail, and outdoor seating along West 11th Avenue and Birch Street



View of outdoor seating



View of rooftop amenity

Below-Market vs. Market Rents

	Below-Market Rental		Market Rent in Newer Buildings on Westside*	
	Average Starting Rents	Average Household Income Served	Average Rents	Average Household Income Served
studio	\$1,294	\$51,776	\$1,902	\$76,080
1-bed	\$1,470	\$58,784	\$2,306	\$92,240
2-bed	\$2,052	\$82,080	\$3,372	\$134,880
3-bed	\$2,819	\$112,768	\$4,434	\$177,380

* Data from October 2023 CMHC Rental Market Survey for buildings completed in 2014 or later on the Westside of Vancouver

Public Consultation

Postcards Mailed
January 2, 2025

City-hosted
Q&A Period
January 8 to January 21, 2025

Postcards distributed	5,105
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Questions	4
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Comment forms	46
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Other input	9
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Total	59
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Comments of support

- Height and density
- Tenant Relocation and Protection Policy

Comments of concern

- Fit of height and density in existing context
- Noise and congestion from commercial space
- Impact on neighbourhood character
- Lack of amenities and infrastructure
- Tenant displacement

Response to Public Comments

- **Height, density and tenure** – Height, scale, uses and below-market units are consistent with Plan
- **Commercial space** – Commercial space aligns with policy to deliver neighbourhood serving retail uses to the area
- **Amenities** – Future amenities will be delivered through the Plan's Public Benefits Strategy, which establishes priority amenities to accommodate a growing community
- **Infrastructure** – Staff have conditioned local sewer and green infrastructure upgrades, as well as street improvements to meet increased demand
- **Tenant displacement** – Complies with the *Tenant Relocation and Protection Policy* (TRPP)

Public Benefits

- 155 secured rental units with 20% of the residential floor area as below-market rental
- Applicant has requested a Class A (100%) City-wide DCL Waiver

	Amount
Development Cost Levies (DCLs)	\$1,969,397
Public Art	\$251,718
Total Value	\$2,221,115

Conclusion

- Proposal meets the intent of the *Broadway Plan*
- Staff support application subject to Appendix B

