

CD-1 Rezoning:

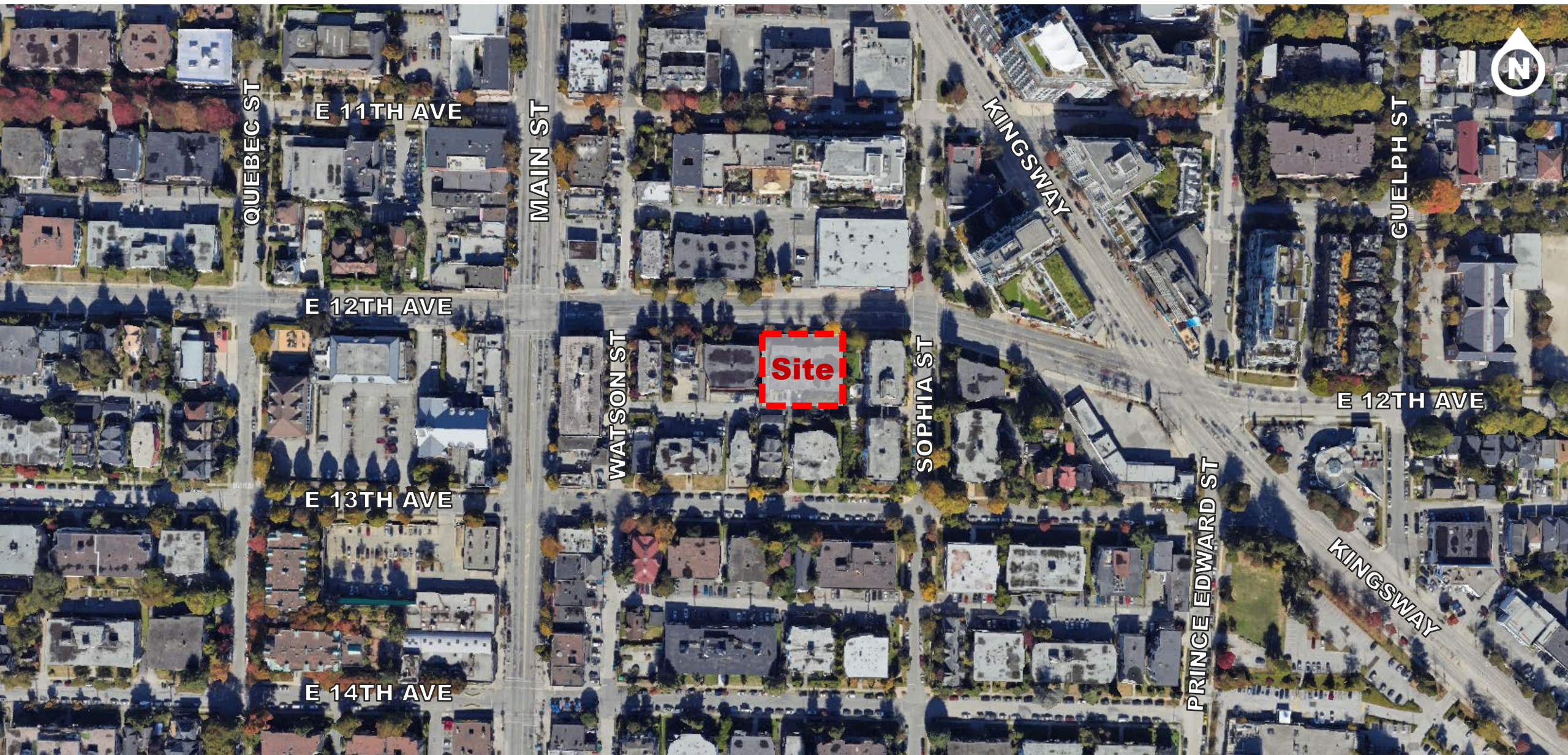
254 East 12th Avenue

Public Hearing

July 8th, 2025



Existing Site and Context



Local Amenities and Services



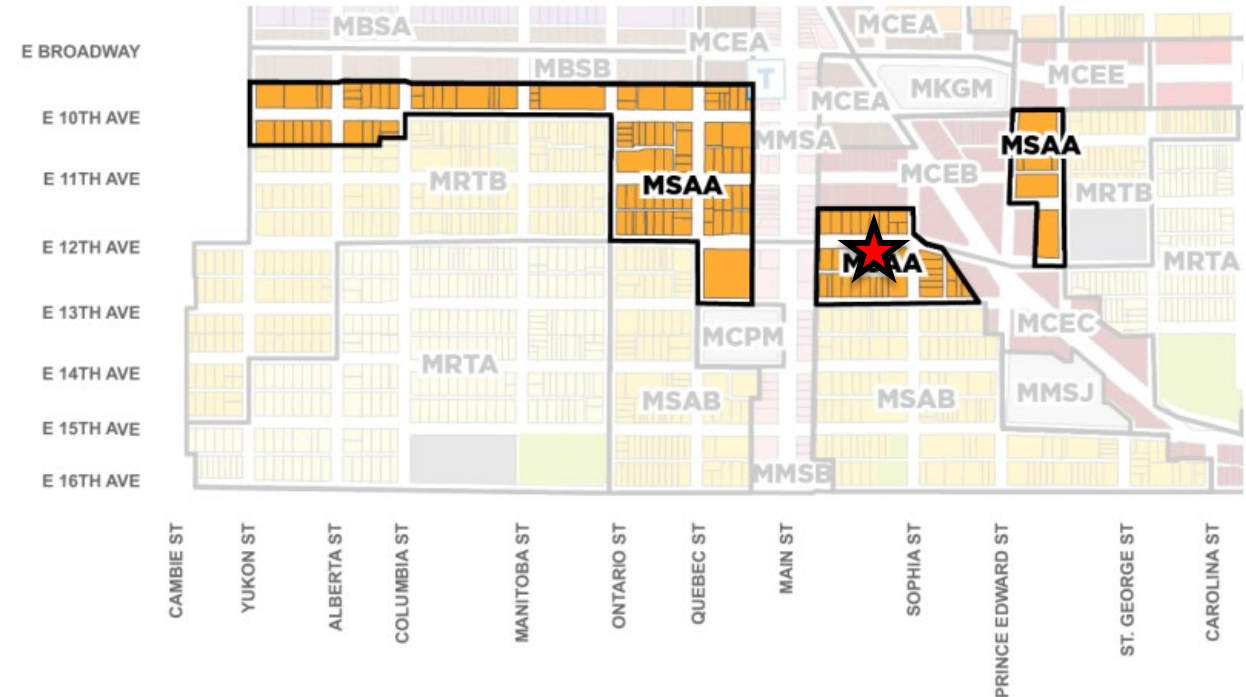
Policy Context

Mount Pleasant South Apartment Area - Area A (MSAA)

- Rental buildings with 20% of the residential floor area as below-market rental units
- Up to 20 storeys and 6.5 FSR with 0.3 FSR for ground-level local-serving retail



BROADWAY PLAN





Proposal

- 18-storey mixed-use building
- 145 secured rental units (20% BMR)
- Commercial on ground floor
- FSR: 6.8
- Height with amenity room: 62.5 m (205 ft.)
- 3 levels of underground parking accessed from the lane





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	\$1,294	\$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	\$177,360

¹ Starting rents shown are calculated based on a 20% discount to city-wide average market rents as published by CMHC in the fall 2024 Rental Market Report

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



Public Consultation

Postcards Mailed
September 27, 2024

Postcards distributed 3,239

Questions 6

Comment forms 43

Other input 1

Total 50

City-hosted
Q&A Period
October 2 to October 15, 2024



Comments of Support:

- Location to transit
- Height, density, and massing along arterial
- Additional housing

Comments of Concern:

- Height and density
- Loss of character
- Traffic and parking



Response to Public Feedback

Height, Density, Massing

- Consistent with Plan
- Close to transit, schools, services and shopping amenities

Traffic and Parking

- Parking per Parking By-law
- Well served by public transit and within 400 m to future subway station
- Transportation Demand Management Plan (TDM) at Development Permit stage
- Street improvements and new signal for pedestrian safety and access

Neighbourhood Character

- Consistent with form of development in the Plan
- Conditioned tower and podium location to improve interface with neighbouring sites



Public Benefits

Rental Housing

- 145 rental units, 20% below-market rental units

City-wide Development Cost Levies (DCLs)	\$87,252
Utilities Development Cost Levies (DCLs)	\$1,585,628
Public Art	\$215,789
Total	\$1,888,669

Conclusion



- Proposal meets intent of the *Broadway Plan*
- 145 rental units of which 20% are below-market rents
- Staff recommend approval, subject to Appendix B

END OF PRESENTATION

slides after this are for internal use only,
please do not post slides beyond this point



Block Development Scenario



Form of Development - Continued

- Proposal conditioned form of development by relocating the tower and podium location, resulting in an improved interface to neighbouring sites.

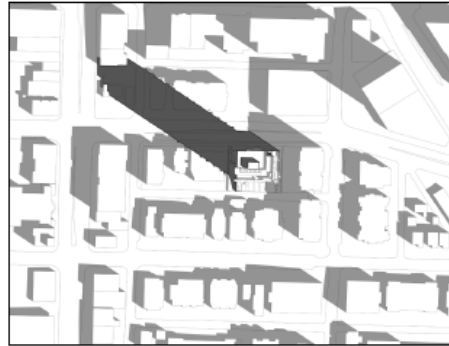


Form of Development – Lane Access



Form of Development - Shadowing

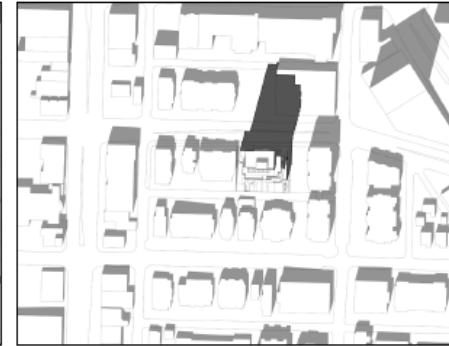
- Proposal does not shadow parks, schools, or playgrounds.



MARCH 21 - 10:00 AM



MARCH 21 - 12:00 PM



MARCH 21 - 2:00 PM



MARCH 21 - 4:00 PM



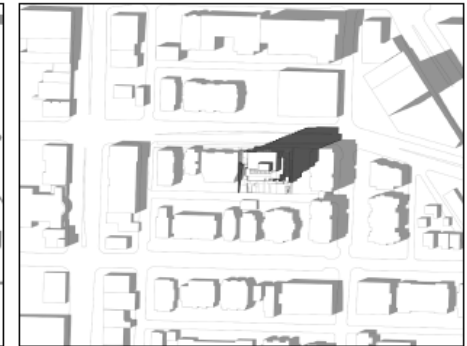
JUNE 21 - 10:00 AM



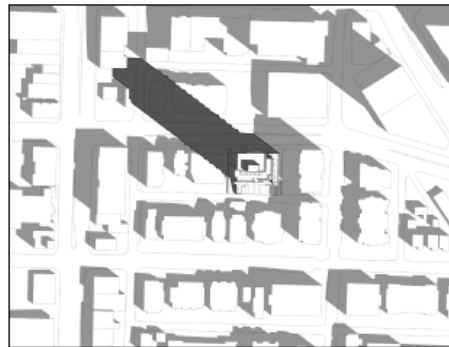
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JUNE 21 - 4:00 PM



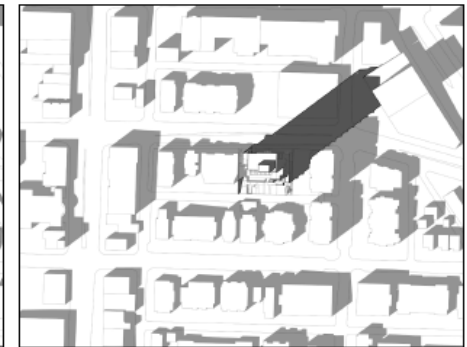
SEPTEMBER 22 - 10:00 AM



SEPTEMBER 22 - 12:00 PM



SEPTEMBER 22 - 2:00 PM



SEPTEMBER 22 - 4:00 PM

Policy Context – Continued

- Proposal is compliant with City's existing rezoning enabling policies (i.e. Broadway Plan)
- Vancouver Plan Neighbourhood Typology is Metro Core/Broadway: Allows high-rise between 12-25 storeys

Vancouver Plan Neighbourhood Types

