

CD-1 Rezoning: 11-15 East 4th Avenue - Support

Date Received	Time Created	Subject	Position	Content	Author Name	Neighborhood	Attachment
2025-10-21	15:39	CD-1 Rezoning: 11-15 East 4th Avenue	Support	I am writing to express my support for the proposed rezoning of 11–15 East 4th Avenue from I-1 to CD-1 to permit an eight-storey, mixed-use industrial building that combines flexible industrial/R&D space and office with active ground-floor retail. The application delivers the kind of modern job space Vancouver needs to remain competitive, and it aligns with the policy direction for Mount Pleasant and the Broadway Plan. Who I am & why I care: I am a Vancouver resident and a private-sector tech professional who has served as a long-time advocate for growing our city’s innovation economy. My work has spanned building companies, catalyzing partnerships between industry and government, and helping bring world-class technology events and investment attention to Vancouver. From that vantage point, I’ve seen what helps firms choose and stay in a city: (1) modern, transit-connected job space, (2) vibrant, mixed-use neighbourhoods that spark collaboration, and (3) clear, consistent policy that protects and intensifies industrial land for the innovation economy. Why this project matters now: We are living through a once-in-a-generation wave of technological change - AI, life sciences, clean tech, advanced digital media -that is reshaping how value is created and where teams want to work. These sectors cluster in dense, walkable districts with a mix of R&D, light production, office, and amenities near rapid transit. That is the essence of an innovation hub, and Mount Pleasant already functions as Vancouver’s version of an innovation district. This rezoning strengthens that ecosystem with purpose-built space that today’s firms actually need. Benefits to Vancouver’s economy and neighbourhood: - Keeps jobs in our backyard. Without modern, stacked industrial/R&D floors (with office above), firms grow elsewhere. This project adds long-lived, export-oriented jobs, diversifies the tax base, and supports local small businesses on Main, 2nd, and Broadway - Uses industrial land efficiently. Industrial land is scarce. Multi-level industrial/office buildings are the pragmatic way to protect, intensify, and optimize job space while staying within our urban footprint. - Strengthens a vibrant innovation hub. Active ground-floor retail and public-facing uses create the street-level energy that helps clusters thrive—giving founders, researchers, and creatives places to meet, showcase, and collaborate. That vibrancy is a key reason companies choose Mount Pleasant in the first place. - Aligns with City policy and transit investment. Concentrating high-value employment space near the Broadway Subway makes the most of public investment, shortens commutes, and supports complete communities. In closing: Approving this rezoning is a decisive, policy-consistent step to retain and grow the jobs that will power Vancouver’s future economy. It modernizes industrial land, deepens the Mount Pleasant innovation cluster, and keeps opportunity here at home - within steps of transit, talent, and the independent businesses that make this neighbourhood special. Thank you for considering my comments. I respectfully urge Council to approve the rezoning.	Kassandra Linklater	Downtown	