

CD-1 Rezoning: 1111 Broughton Street - Support

Date Received	Time Created	Subject	Position	Content	Author Name	Neighborhood	Attachment
2025-10-28	09:00	CD-1 Rezoning: 1111 Broughton Street	Support	We all know how hard it’s gotten for people to find a place to live in this neighborhood. A lot of long-time residents and people who work nearby just can’t afford to stay. This project adds much-needed affordable housing, and that’s exactly what we should be building more of. I like that it’s not just another market condo tower — it’s housing that will actually make a difference for people who live and work here. And the community space on the ground floor is a nice touch that keeps the area connected and active. So, I think this is a good project and I really hope Council supports it.	Sam Curtis	West End	
2025-10-28	10:22	CD-1 Rezoning: 1111 Broughton Street	Support	City of Vancouver c/o Office of the City Clerk 453 West 12th Avenue Vancouver, BC V5Y 1V4 RE: The Bloom Group’s CD-1 Rezoning 1111 Broughton Street Dear Mayor Sim and Members of Council, On behalf of The Bloom Group, I am pleased to submit this letter in support of our rezoning application for the property located at 1111 Broughton Street in the West End. We believe this proposal presents a meaningful and timely opportunity to advance the City’s housing and community health goals, and we respectfully request Council’s support to advance our rezoning. About The Bloom Group Since 1961, the Bloom Group has been a consistent and trusted community partner in Vancouver — supporting vulnerable individuals and low-income households through a continuum of housing, health and social service programs. Our programs include affordable and supportive housing for seniors, women and children in crisis, and others at risk of homelessness. Our affordable housing portfolio serves hundreds of individuals each year in Vancouver on fixed or low incomes. Our vision is: “A strong and resilient community where all persons have a stable home and the support to live healthy lives with self-determination.” We bring to this project proven capacity, trusted partnerships with government funders and community stakeholders, and a long record of delivering quality outcomes. About our proposal The rezoning application is for purpose-built rental, with a focus on seniors currently living in the West End, enabling them to age in place in their neighbourhood while remaining connected to their community. The proposal is aligned with City housing and community priorities, provides considerable community benefit, responds to the neighbourhood context and offers longer term resilience with a proven organization track record. Direct alignment with City housing and community priorities. The proposal advances the City’s goals of increasing rental housing supply, creating affordable housing, and enabling aging in place for seniors in established neighbourhoods. These align with the City’s housing strategies and the West End Community Plan’s direction. Proven organizational capacity. The Bloom Group has decades of experience providing affordable housing and community supports. We have successfully delivered housing projects for seniors, low-income adults,	Landon Hoyt	Mount Pleasant	Appendix A

				and other vulnerable populations. Council can be confident in our ability to deliver this project with responsible and effective stewardship. High value with considerable community benefit. With 136 rental homes—40 of which will be rented at Housing Income Limits as determined by BC Housing—the project helps fill a critical gap in rental housing supply in the West End and supports housing affordability. The focus on seniors also addresses a segment of the population often underserved in densifying neighbourhoods. Neighbourhood and design responsiveness. The tower is designed with sensitivity to daylight, shadows and view-cone impacts, while providing amenity spaces and outdoor areas for residents. It reinforces the walkable, service-rich character of the West End, near English Bay, transit, and neighbourhood amenities. Longer-term resilience. Purpose-built rental housing, particularly with social housing units, contributes to housing stability, reduced mobility of residents, and improved community cohesion. Moreover, supplying aging-in-place stock in the West End helps reduce the pressure on other neighbourhoods and supports the City’s broader sustainability goals. In summary, this project offers a rare opportunity: a high-quality rental tower in a prime neighbourhood, with a meaningful portion of affordable housing, and an experienced non-profit developer committed to community outcomes. With Council’s support, we are confident this initiative will deliver measurable benefits to the West End and to Vancouver more broadly. Thank you for your time and consideration. Yours sincerely, Landon Hoyt Chair, Bloom Group [REDACTED]			
2025-10-28	15:27	CD-1 Rezoning: 1111 Broughton Street	Support	It has long been recognized that a sense of security and stability are essential components for empowering individuals, their families, and their communities to thrive and succeed. For low-income families and individuals, social housing plays an essential role in providing that sense of security and stability. This dynamic contributes significantly to better mental and physical health which, in turn, helps build and foster strong community relationships and engagement. The proposed CD-1 Rezoning 1111 Broughton Street is not just an innovative approach to housing where it is urgently needed in this densely populated urban area with limited land availability, but this type of rezoning initiative also constitutes an important population-level strategy for promoting healthy, vibrant communities.	Jean Kozak	I do not live in Vancouver	
2025-10-28	18:52	CD-1 Rezoning: 1111 Broughton Street	Support	Since 1961, The Bloom Group has been a consistent and trusted community partner in Vancouver – supporting venerable individuals and low income households through a continuum of housing, health and social service programs. Their programs include affordable and supportive housing for seniors, women, and children in crisis, and others at risk of homelessness. This purpose built rental project with a focus on seniors currently living in the West End will enable them to age in place in their neighbourhood while remaining connected to their community. This project will also align with the City’s housing strategies and the West End Community Plan’s direction.	Chan-Seng Lee	Sunset	

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Date Received	Time Created	Subject	Position	Content	Author Name	Neighborhood	Attachment
2025-10-28	22:59	CD-1 Rezoning: 1111 Broughton Street	Support	As a West End resident living two blocks away from this project, I write to express my robust support of this much-needed social housing. Seniors and lower income people in Vancouver need more affordable housing options, and this project will help fill that need. The height and density are entirely appropriate for the West End, and I look forward to sharing the community with these new neighbours.	Jason Tockman	West End	
2025-10-28	23:21	CD-1 Rezoning: 1111 Broughton Street	Support	I'm writing in support of this rezoning application. It's in the West End, where demand is high, so allowing significant height and density seems reasonable. It's social housing, so reducing the cost per square foot of floor space (by allowing more density) is particularly important. And it's currently a vacant lot, so there's no displacement.	Russil Wvong	Riley Park	
2025-10-29	09:53	CD-1 Rezoning: 1111 Broughton Street	Support	I am writing on behalf of Rainbow Refugee Society in support of this social housing development project. We have been in conversations with Mason about partnering to assist with the housing of LGBTQI+ refugees (members of the community we support) and this development would increase the potential available spaces. We also see this development as a net positive adding to the affordable housing stock in the West End of Vancouver. I am also a resident of the West End and support this initiative. Best regards, Brandon Piva (he/him)	Brandon Piva	West End	
2025-10-29	10:46	CD-1 Rezoning: 1111 Broughton Street	Support	Please find attached a letter of support for the proposed rezoning from the Dr. Peter Centre	Jason Altenberg	West End	Appendix B

City of Vancouver
c/o Office of the City Clerk
453 West 12th Avenue
Vancouver, BC V5Y 1V4

RE: The Bloom Group's CD-1 Rezoning 1111 Broughton Street

Dear Mayor Sim and Members of Council,

On behalf of The Bloom Group, I am pleased to submit this letter in support of our rezoning application for the property located at **1111 Broughton Street** in the West End. We believe this proposal presents a meaningful and timely opportunity to advance the City's housing and community health goals, and we respectfully request Council's support to advance our rezoning.

About The Bloom Group

Since 1961, the Bloom Group has been a consistent and trusted community partner in Vancouver — supporting vulnerable individuals and low-income households through a continuum of housing, health and social service programs. Our programs include affordable and supportive housing for seniors, women and children in crisis, and others at risk of homelessness. Our affordable housing portfolio serves hundreds of individuals each year in Vancouver on fixed or low incomes.

Our vision is: *"A strong and resilient community where all persons have a stable home and the support to live healthy lives with self-determination."* We bring to this project proven capacity, trusted partnerships with government funders and community stakeholders, and a long record of delivering quality outcomes.

About our proposal

The rezoning application is for purpose-built rental, with a focus on **seniors** currently living in the West End, enabling them to **age in place** in their neighbourhood while remaining connected to their community. The proposal is aligned with City housing and community priorities, provides considerable community benefit, responds to the neighbourhood context and offers longer term resilience with a proven organization track record.

1. **Direct alignment with City housing and community priorities.**

The proposal advances the City's goals of increasing rental housing supply, creating affordable housing, and enabling aging in place for seniors in established neighbourhoods. These align with the City's housing strategies and the West End Community Plan's direction.

2. **Proven organizational capacity.**

The Bloom Group has decades of experience providing affordable housing and community supports. We have successfully delivered housing projects for seniors, low-income adults, and other vulnerable populations. Council can be confident in our ability to deliver this project with responsible and effective stewardship.

3. High value with considerable community benefit.

With 136 rental homes—40 of which will be rented at Housing Income Limits as determined by BC Housing—the project helps fill a critical gap in rental housing supply in the West End and supports housing affordability. The focus on seniors also addresses a segment of the population often underserved in densifying neighbourhoods.

4. Neighbourhood and design responsiveness.

The tower is designed with sensitivity to daylight, shadows and view-cone impacts, while providing amenity spaces and outdoor areas for residents. It reinforces the walkable, service-rich character of the West End, near English Bay, transit, and neighbourhood amenities.

5. Longer-term resilience.

Purpose-built rental housing, particularly with social housing units, contributes to housing stability, reduced mobility of residents, and improved community cohesion. Moreover, supplying aging-in-place stock in the West End helps reduce the pressure on other neighbourhoods and supports the City's broader sustainability goals.

In summary, this project offers a rare opportunity: a high-quality rental tower in a prime neighbourhood, with a meaningful portion of affordable housing, and an experienced non-profit developer committed to community outcomes. With Council's support, we are confident this initiative will deliver measurable benefits to the West End and to Vancouver more broadly.

Thank you for your time and consideration.

Yours sincerely,



Landon Hoyt
Chair, Bloom Group





1110 Comox Street
Vancouver, BC V6E 1K5
604.608.1874
drpeter.org

Letter of Support for 1111 Broughton Rezoning

October 28, 2025

City of Vancouver Planning Department
453 West 12th Avenue
Vancouver, BC V5Y 1V4

To Whom It May Concern,

On behalf of the Dr. Peter Centre, I am pleased to express our strong support for the proposed rezoning at 1111 Broughton Street. This initiative represents an important opportunity to bring much-needed affordable housing to the West End, while fostering the type of inclusive and community-oriented development that aligns with the values we share at the Dr. Peter Centre.

Our organization has had a long and collaborative history of working with the Bloom Group in the West End. Together, we have consistently prioritized the health, safety, and well-being of some of the city's most vulnerable residents. The proposed development continues this tradition—designed not only to provide quality, affordable homes, but also to strengthen the social fabric of our neighborhood by promoting equity, accessibility, and community connection.

Affordable housing remains one of the most pressing challenges facing Vancouver today, particularly in the West End where rising costs have displaced many long-term residents. The 1111 Broughton proposal offers a thoughtful and community-oriented response to this challenge, and we believe it will make a meaningful difference for individuals and families seeking stability and belonging in our neighborhood.

For these reasons, the Dr. Peter Centre fully supports the rezoning of 1111 Broughton Street. We commend Bloom Group for its commitment to inclusive community development, and we urge Council to approve this important project.

Sincerely,



Jason Altenberg
Chief Operating Officer
Dr. Peter Centre