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February 24, 2012

Mayor Gregor Robertson and Vancouver City Council
Vancouver City Hall
453 W. 12th Ave.
Vancouver, BC, V5Y 1V4

The Rize Development: Broadway and Kingsway

On behalf of the membership of Heritage Vancouver, I would like to express our support for the proposed Rize development at Broadway and Kingsway. This proposed structure conforms to the type of development foreseen in the 2010 Community Plan for Mount Pleasant, which proposed that the heritage triangle and Main Street be kept low, with height and density to be placed along Kingsway. A significant change made last spring to modify the height and massing of the section along the Broadway corridor to compliment the height, width, and street level arcade of the historic Lee Building. In our opinion, the scale of this development does not negatively impact the important heritage of the Mount Pleasant neighbourhood.

We are in agreement that major arterial routes such as Kingsway and Broadway are appropriate places for increased height and density. Additional density in areas like this will allow the City of Vancouver to grow without the necessity to add unsympathetic height and density to our historic areas and heritage neighbourhoods.

In addition, we urge the City to continue to explore ways in which developments along arterials can absorb any remaining density in the now-frozen Heritage Density Bank. There have been a number of examples over the last several years where not having the option of a density transfer has threatened or doomed significant resources, or led to developments that damage historic context. It is essential that the Density Bank be restored to a healthy state as quickly as possible.

We encourage you to support The Rize proposal. Thank you in advance for your consideration.

Yours truly,

A handwritten signature in black ink, appearing to read "Don Luxton".

Donald Luxton, President
Heritage Vancouver

Cc. Penny Ballem, City Manager
Yardley McNeil, Planner
Scot Hein, Senior Urban Designer/Planner