

September 16, 2020

Vancouver City Council
City Hall
453 West 12th Ave
Vancouver, BC
V5Y 1V4

Support for 601 Beach Crescent Rezoning

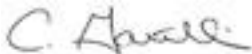
The proposed tower at 601 Beach Crescent will be a welcome addition to the Downtown Vancouver skyline.

The Downtown Vancouver BIA is in support of this project for the following reasons:

- **Housing Availability** – The proposal includes 152 social housing units and 303 market units. These homes will be an important boost to the housing supply. The residents of this building will contribute to the vibrancy and economic prosperity of the area and the downtown workforce.
- **Unique architecture** – This proposal seeks to complete the pair of elegant tall towers on the sides of the Granville Bridge at the entrance to Downtown Vancouver, with the recently completed Vancouver House on the sister site. The land for this development has been set aside under the higher buildings policy, identifying it as a prime site for a landmark building with high quality, creative architecture.
- **Gateway to downtown** – The Granville Bridge is a key entry point to downtown. Enhancing this entry will create a stronger sense of arrival to the downtown area. In 2015, the Reimagine Downtown Vancouver public consultation heard from over 11,000 people, and one of the emerging themes is a desire for “majestic new gateways to the city”. The Granville Bridge Connector project will further enhance the experience of arriving to downtown by foot, bike, bus, and car. It is therefore timely to build a grand tower at this gateway location to complement the improvements to the public realm on the bridge.

We look forward to the benefits that this development will bring to the downtown area.

Sincerely,



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