

**DOWNTOWN VANCOUVER
BUSINESS IMPROVEMENT ASSOCIATION**
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September 29, 2023

Dear Mayor Sim and Vancouver City Councillors:

I'm writing on behalf of the Downtown Vancouver Business Improvement Association (Downtown Van) to express our support for Councillor Peter Meiszner's motion, "Modernizing the City's View Protection Guidelines, to Unlock New Housing and Economic Opportunities" as outlined in motion A.4.

Our association represents the interests of 8,000 members across 90 square blocks in the central business district of downtown Vancouver. Our district is impacted by 21 of the 38 view cones. We appreciate the significance of preserving Vancouver's natural beauty and iconic views while recognizing the pressing need to address the increasing demands for housing and economic growth.

The current View Protection Guidelines, which have been in place since 1989, have dutifully served their purpose. However, the time has come for their modernization to align with the evolving and urgent needs of Vancouver's residents and businesses. Councillor Meiszner's motion rightfully aims to assess the potential benefits of eliminating and/or adjusting outdated and functionally irrelevant view cones, which could unlock additional housing, job space, and public benefits.

In light of the housing crisis currently gripping our city and its contribution to slowed economic growth and rising homelessness, Councillor Meiszner's motion represents a step toward addressing these issues. Downtown Van would also like to motivate the inclusion of hotel space into the scope of this review of view cones, as it has been well-documented that our city's current hotel room supply will not be able to keep up with the rising tourism demand.

We fully endorse the call for a comprehensive review encompassing all enforced framed and panoramic view cones within the city. A transparent and thorough approach ensures that any modifications to the guidelines will be well-informed and in the best interest of our community.

Downtown Van is willing to collaborate closely with City Council, city staff and all stakeholders to ensure that this review process is executed with the utmost consideration and care, safeguarding both the beauty and the growing community of our downtown.

Sincerely,

A handwritten signature in cursive script that reads "Jane Talbot".

JANE TALBOT
President + CEO, Downtown Van
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