



July 9, 2024

Dear Mayor and Council,

**Re: Downtown Van support for proposed staff amendments to public view guidelines**

I am writing on behalf of the Downtown Vancouver Business Improvement Association (Downtown Van) to express our support for the staff recommendations for modernizing public view guidelines as outlined in the June 28<sup>th</sup>, 2024, report.

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 existing 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 have been in place since 1989 and 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. As an early proponent, we welcomed the reexamination of the guidelines last year.

The geographical constraints of the downtown peninsula present challenges for growth. Additional development height in suitable areas will help downtown continue to serve as the economic centre of a growing region. Additionally, we have been strong advocates for addressing both the child care and hotel room shortages, and welcome these amendments as opportunities to help Vancouver keep up with the city's growing population and tourism demand.

We are satisfied with the recommendations made by City staff to revise the View Protection Guidelines. These amendments balance the city's need to deliver additional housing, hotel rooms, and employment spaces while protecting the beloved public viewpoints that help make Vancouver such an attractive place to be.

We have particular interest in the recommendation that Council direct staff to initiate a review of public view '12.2' and a potential new view origin point to be included with the ongoing Granville Street Planning Program. This recommendation can help holistically align an amended view with the future development of Granville Street.

We fully endorse the proposed modernization of public view guidelines as recommended by city staff. We appreciate the thorough and transparent report and feel it adequately addresses several needs of the downtown community.

Sincerely,

Jane Talbot  
President & CEO  
Downtown Van