October 13, 2026

FRIENDS OF POINT GREY VILLAGE

The City wants to hear from you on the Development Application for the Safeway Site



Image from the recent Development Application provided by applicant Sun Life Insurance for developer BGO as shown at 4545 W 10th Ave (DP-2026-00569) development application | Shape Your City Vancouver.

In March 2025, Council approved a rezoning application for the former Safeway site. This rezoning enabled the developer, BGO, to proceed and a development application was submitted on July 10, 2026. Approval of these plans, along with a building permit, will allow construction to begin on the site. We have been waiting a very long time for the return of a neighbourhood grocery store and the new housing.

This week the City launched a web page asking the public for comments. 4545 W 10th Ave (DP-2026-00569) development application | Shape Your City Vancouver. At the moment, the deadline for comments is October 23. This morning we were told, "Q&A for the period of Oct 13th to 21st. Additional comments received after the 21st will also be considered in the decision by the Dirctor of Planning...COV will continue to respond to any and all questions until October 23rd."

****Community Action: Take a look at the website and provide comments and/or ask questions of staff.**

City staff are asking for feedback on these specific questions but also welcome any other comments and questions:

1. How does the application affect the immediate surroundings?
2. How does the application fit with the City's goals and priorities?
3. What are your concerns about the application and how should they be addressed?

Over the next couple of weeks, you will be able to view the Q&As and hopefully the additional information to soon be provided may help you think of other questions to ask and comments to make.

What happens after City staff receives written comments from the public?

Staff are proposing that the decision to approve the development permit with or without changes lies solely with the Director of Planning. However, it is City policy that all development applications "*that have significant importance because of scale, complexity, or public interest are typically referred to the Development Permit Board which reviews, makes recommendations and approves major developments*". The public can present at the Development Permit Board. The Board is made up of four senior City staff. See letter below from Jean Baird of FPGV requesting Mayor and Council to follow its own processes and send the application to the Development Permit Board.

Are the plans contained in the development application different from what was approved at public hearing?

There is very little comparison information provided on the site--we have requested comparison charts. Here are a few things we know:

- The towers are now 20 and 22 storeys tall, compared to 19 and 21 approved at public hearing by Council. No explanation is given on why there are extra storeys. The overall height maximum of 224 feet does not appear to have changed but this height does not include amenity floors and rooftop utilities.
- The building to the north of existing Point Grey Place (corner of 10th and Tolmie) is 6 storeys and the proposed new building in the northeast corner has grown to 7 ½ storeys.
- The podium between the two towers appears to be about 50 feet high.
- There are now 563 apartments compared to 571, both schemes having 20% of the units rented for 20% below market rents.
- There are two levels of underground parking with 428 car spaces and 915 bicycle spaces, compared to 444 car spaces and 1107 bicycle spaces in the approved rezoning.

- There is a new pocket park on the north side of the site to help protect one of the three existing trees that will be saved.
- The approved rezoning included a long list of conditions to comply with and at this point we have no information on whether they complied. These include items such as tree protection, traffic lights, design and programming of open spaces, etc.

What are Friends of Point Grey Village's first impressions?

We have asked City staff for comparison information and will wait until that information is received before we make detailed comments.

- On the positive side, the tower materials are lighter and more pleasant than the last version which was approved at City Council. 4545 W 10th Ave rezoning application | Shape Your City Vancouver. Looking at these plans again, reminds us of how the density is jammed in with very little open space. It compares very poorly to the emerging development on the former Safeway site at 4th and Vine which will have lower heights and a better neighbourhood fit.
- We understood that the impacts on Point Grey Place were to be reduced but we still see that the building to the north is 6 storeys plus amenity space.
- We are disappointed that the podium between the towers is most likely a full 50 feet high, compared to the 40 foot height of the existing residential building (The Telford) on the south side of 10th Avenue.

Next Steps

You will hear from us again soon, once City staff puts more information on the website and we know the final date for Shape Your City responses.

Letter sent to City of Vancouver

October 8, 2026

Dear Mayor, Councillors and COV Staff:

Earlier this week notices went up on the site of the old Safeway now known as 4545 West 10th Ave., with comments through Shape Your City from October 7 to October 23. This very short amount of time seems woefully inadequate for a development of this size and scale that will shape our whole community for decades to come.

This situation is further exacerbated by a long weekend for a holiday that typically takes

time and attention to family. On top of that a municipal election that has so many candidates and parties that trying to make sense of it all is an onerous, time-consuming task. If that weren't enough, a provincial election.

In addition to this insufficient period of community consultation, the information provided on the Shape your City site 4545 W 10th Ave (DP-2026-00569) development application | Shape Your City Vancouver, is too scant to know to what extent the development meets City Council's approved rezoning on March 11, 2025. We know the height of the towers has increased beyond what Council approved. We also know that the number of bicycle parking spaces has decreased from 1107 spaces approved by Council to now 915 spaces.

These are two of the very few metrics provided on the DP site. For example, we have no idea how many vehicle parking spaces will be provided (Council approved 444 spaces)*. We have asked staff for more information and they said that they will endeavour to provide it, and while we wait, this will further cut into our ability to provide fulsome, productive comments by the deadline.

We respectfully ask that the DP consultation deadline be extended by four weeks. At this point the development has been in the works for over a decade. The rezoning was approved by Council in March 2025 and the developer delayed submitting a development permit application until July 2026.

Surely the community deserves the time to fully consider the revised application and provide thoughtful comments. We further request that such a substantial development, the largest on the west side of Vancouver in recent years with 563 units, be sent to the Development Permit Board so that changes from the approved rezoning to the current DP application can be fully understood and that citizens have the opportunity to provide comments at the Development Permit Board hearing.

Sincerely

Jean Baird
Friends of Point Grey Village