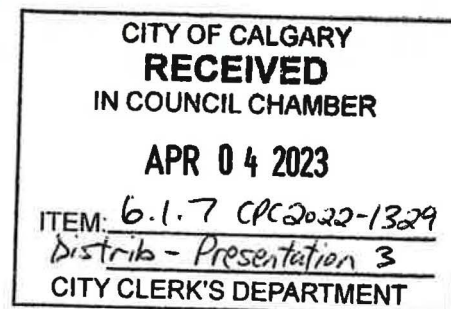


Sarina 1900 - More of Exactly the Same



Avenue 33 - 33rd Ave at 19th Street - SE Corner



Note the insensitive transition between the single family home to the East and the single story businesses to the West

Harrison - 33rd Ave at 19th Street - SE Corner



- Note the dark and monochrome colour.
- Note the imposing pedestrian experience with no trees, planters, benches, etc.
- Note the absence of any community gathering place

Coco - 33rd Ave at 15th Street SW - NW Corner



Note - Four Stories with considerable top-floor setback

Hudson - 33rd Ave at 16th Street SW - NE Corner



1900 - 33rd Ave at 19th Street SW - NE Corner

Six Stories

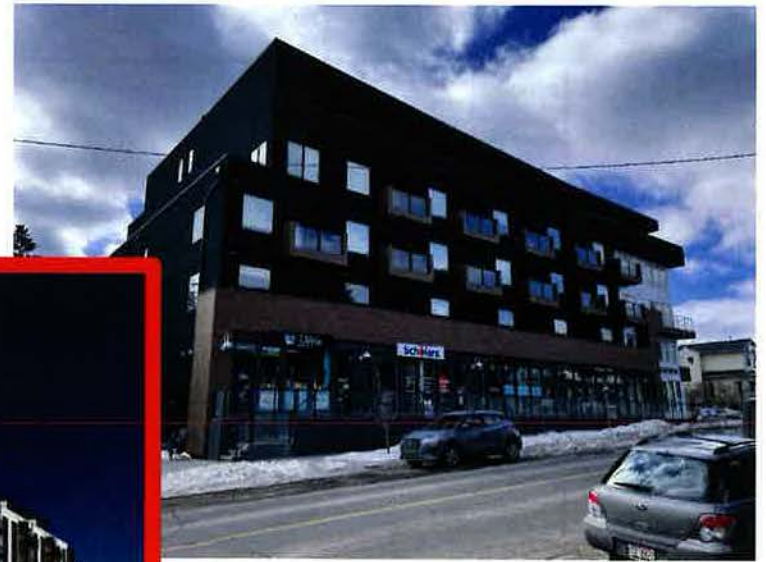
North-side of 33rd
Ave (shade
impact)

Imposing structure
- more than half
the block



1835 - 28th Ave SW - Same Architects as 1900 Project





Feasibility versus Appropriate

FEASIBILITY	APPROPRIATE
<ul style="list-style-type: none">• Achieve profitability and Return on Investment goals• Maximize site coverage• Maximize FAR• Maximize height• Minimize parking• Minimize setbacks• Scalable - same design concepts• Temporary amenities• Low-cost building materials• Highly saleable product (REIT)	<ul style="list-style-type: none">• Sensitive to the surrounding area and the enjoyment of property• Consistent with policy that serves the needs of <u>ALL</u> stakeholders• Enhances the character of the community• Larger street-level setbacks to establish public open spaces and plazas• Minimize sun shadowing• Achieves the City's environmental and sustainability objectives

A FEASIBLE PRODUCT IS NOT NECESSARILY AN APPROPRIATE PRODUCT