

Larry



**PCI DEVELOPMENTS CORP.**

1700 - 1030 West Georgia Street  
Vancouver, BC  
Canada V6E 2Y3

604 684 1151 tel  
604 688 2328 fax  
www.pci-group.com

October 26, 2016

Mr. Dennis Chenard  
Director of Hook-Ups, CDM – Centre for Digital Media  
685 Great Northern Way  
Vancouver, BC V5T 0C6

Dear Dennis,

**RE: Proposal for CDM Industry Project**

Further to our recent discussions, PCI is pleased submit our second industry project proposal for your consideration. We really enjoyed working with Larry and his group of students earlier this year and look forward to a similar experience in early 2017.

**Project Objective**

Develop an innovative, industry-leading digital media presentation showcasing PCI's continuing redevelopment of the lands along Great Northern Way adjacent to Emily Carr. Earlier this year, Larry's students put together an impressive media presentation of our specific development on Lot 9 that is now under construction. The scale and form of future development along Great Northern Way is less defined at this time which will give students an extra opportunity to provide some creative ideas for the architecture. The target audience will be neighbourhood residents and other interested stakeholders, prospective tenants and City of Vancouver staff and politicians. The presentation will also be used for general marketing purposes. This vision can be communicated through any means of digital media and we look forward to the CDM industry team's ideas in this regard. We would encourage the industry team to "think big" and not merely confined to precedents in the Canadian real estate marketplace.

**PCI Developments at Great Northern Way**

569, 521 and 515 Great Northern Way will be developed in 2 or 3 phases. The first phase of development is under construction with a 160,000 SF office building at 569 Great Northern Way that will be completed in early 2018 (Lot 9). Upon completion, the properties will feature approximately 450,000 SF of high quality office and retail space around a vibrant public plaza and pedestrian realm, closely integrated with the future Emily Carr University of Art + Design campus (opening September 2017). It will be a creative hub with a focus on the arts and a strong sense of place that area students, workers, residents and visitors alike will enjoy spending time.



**PCI DEVELOPMENTS CORP.**

1700 - 1030 West Georgia Street  
Vancouver, BC  
Canada V6E 2Y3

604 684 1151 tel  
604 688 2328 fax  
[www.pci-group.com](http://www.pci-group.com)

**PCI Developments**

Established in 1982, PCI Developments is an award-winning Vancouver-based real estate developer with a reputation for creating distinctive and thriving mixed-use communities that enhance urban environments. PCI's values of vision and integrity, our team's comprehensive real estate expertise and our commitment to excellence have enabled us to build over 6 million square feet of celebrated residential, commercial, and mixed-use developments throughout Metro Vancouver. Specializing in mixed-use projects in emerging communities, PCI continues to be a trusted leader in defining Vancouver's urban landscape. Our team of professionals strives to create a culture of innovation and reliability that our customers depend on.

Past PCI developments include: 858 Beatty Street (Microsoft Building), Infinity at Robson & Howe, Crossroads at West Broadway & Cambie, The Exchange in South East False Creek, Marine Gateway at Cambie & Marine and Coast Capital Savings Help Headquarters at King George Station in Surrey.

We would appreciate the opportunity to be selected and work with one of your industry teams, and would very much look forward to seeing what exciting, innovative media they can develop in support of our development on the Great Northern Way Campus.

Thank you for your consideration and please let us know if we can provide any thing further.

Sincerely,

PCI DEVELOPMENTS CORP.

Tim Grant  
Vice President, Investment  
(604) 331-5247  
[tgrant@pci-group.com](mailto:tgrant@pci-group.com)

Brad Howard  
Senior Development Manager  
(604) 331-5234  
[bhoward@pci-group.com](mailto:bhoward@pci-group.com)

CC: Matthew Carter, President – Great Northern Way Campus Trust  
Emily Kaplun, Development Manager – Great Northern Way Campus Trust