

BROADWAY & BIRCH

A Newly Developed, 258-Unit Multifamily Tower

Located 28 Storeys Above West Broadway

2538 BIRCH STREET
VANCOUVER, BC

CBRE

CCAA SALE

The Offering

Broadway & Birch is a newly developed 28-storey mixed-use concrete rental tower comprising 258 residential units and 24,518 sq. ft. of retail and office space. Positioned along West Broadway and steps from the future Broadway Subway, the Property offers investors the opportunity to acquire a best-in-class rental asset within one of Canada's most supply-constrained housing markets.

CBRE Limited, on behalf of Alvarez & Marsal Canada Inc. (the "Monitor"), as set forth in the Court Order as part of the Sales and Investment Solicitation Process ("SISP"), is pleased to present the opportunity to acquire 2538 Birch Street ("Broadway & Birch" or the "Property"), a newly developed 28-storey mixed-use rental tower comprising 200 market rental units, 58 below-market rental units, and 24,518 sq. ft. of commercial space along West Broadway.

Situated on a prominent corner at the intersection of West Broadway and Birch Street, Broadway & Birch has been developed by Jameson Development Corp. into one of the most recognizable residential towers in the Broadway Corridor. The Property offers exceptional views of Downtown Vancouver, the North Shore Mountains, Kitsilano, English Bay, False Creek, and the Pacific Ocean.

The residential component comprises 100% rental housing, with 20% of residential floor area secured as Below-Market Rental (BMR) housing in accordance with City of Vancouver housing policy.

Broadway & Birch is exceptionally positioned along West Broadway, one of Vancouver's most dynamic employment and transportation corridors. The Property benefits from immediate access to the Broadway Subway, with both the future Granville and Oak-VGH stations, and existing Broadway-City Hall station, located within walking distance, connecting residents to Downtown Vancouver, Central Broadway, and the broader Metro Vancouver region.



28
Storeys

258
Rental Suites

140,401 SF
Residential Space

24,518 SF
Commercial Space

37%
Family-Oriented Units

150 ft
Frontage on Broadway

1.8%
Rental Vacancy Rate (South Granville/Oak)

12 min
Walk to VGH

3
SkyTrain Stations within Walking Distance

Positioned for Long-Term Value Creation
A rare opportunity to acquire a newly developed, institutional-quality rental landmark at the gateway to Vancouver's Broadway Corridor, combining unmatched transit connectivity, enduring rental demand, and significant scale in one of the city's most important growth corridors.

Newly Developed Concrete High-Rise Standing 28 Storeys Above Broadway
28 storeys of contemporary rental living comprising 258 residential rental homes and complementary retail and office space, creating a vibrant mixed-use community in the heart of the corridor.

Trophy Asset in the Broadway Corridor
One of the tallest and most prominent residential rental towers in Vancouver's most transformative urban growth corridor.

Transit-Oriented Location
Walkable access to the existing Broadway-City Hall station and future Granville and Oak-VGH stations in Canada's second-largest employment centre, connecting residents to Downtown Vancouver, UBC, and Metro Vancouver's major employment hubs.

Institutional-Quality Design
Thoughtfully designed residences, premium finishes, and an elevated amenity offering create a best-in-class living experience for renters.

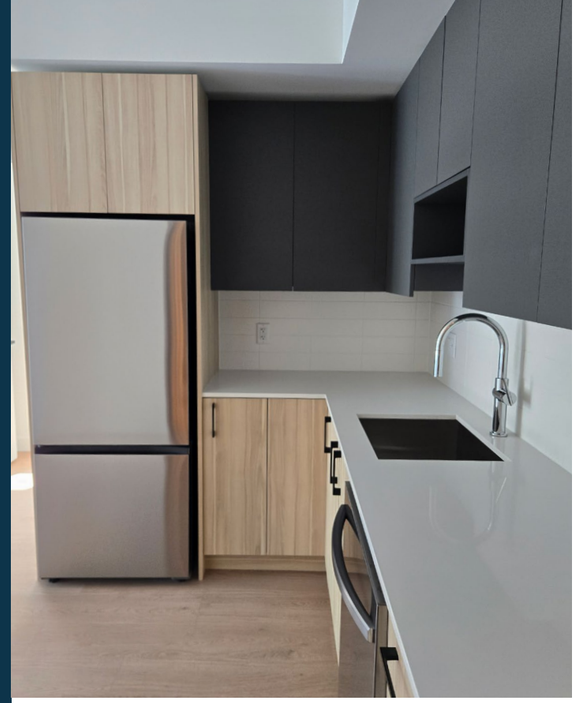
95 Family-Oriented Homes
A rare concentration of larger-format rental housing, with approximately 37% of suites comprised of two- and three-bedroom homes designed to serve Vancouver's growing family renter demographic.

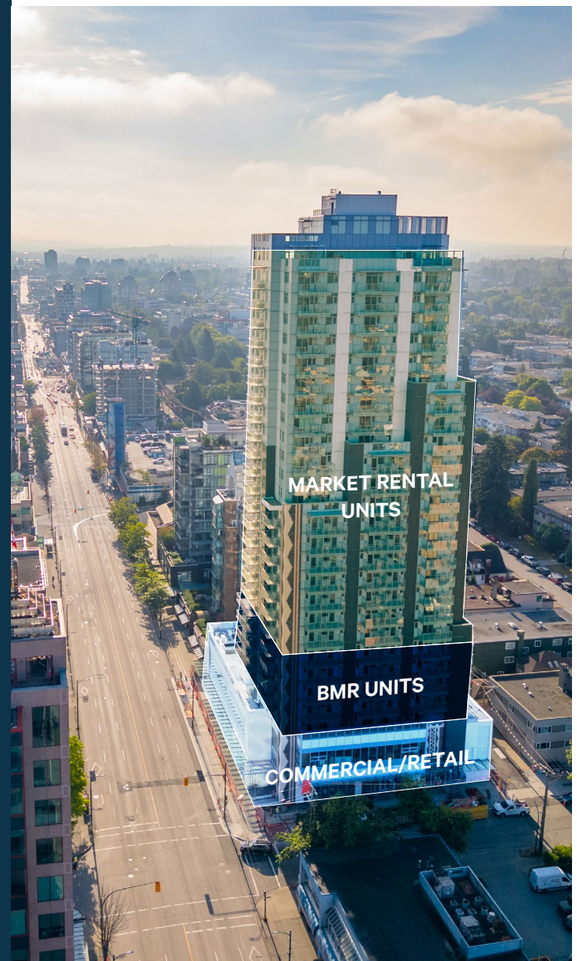
Embedded Rental Growth
Situated within one of Canada's most supply-constrained rental markets, supported by population growth, housing scarcity, and sustained demand for high-quality rental accommodation, allowing for embedded rental growth as the Property is leased up and rents turnover over time.

Minimal Near-Term Capital Requirements
New construction provides investors with the benefits of modern building systems, contemporary design, and limited near-term capital expenditure requirements.

Property Summary

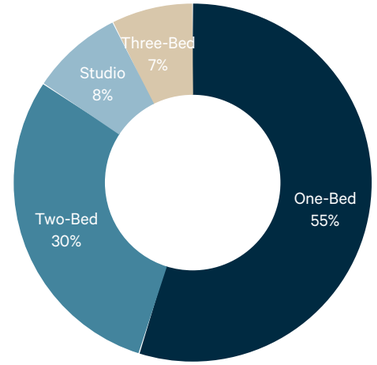
ADDRESS	2538 Birch Street, Vancouver
SITE SIZE	18,762 sq. ft. (0.43 acres)
NET RENTABLE AREA (RESIDENTIAL)	Residential: 140,401 SF
NET RENTABLE AREA (COMMERCIAL)	Retail: 8,409 SF Office: 16,109 SF
NET RENTABLE AREA (TOTAL)	164,919 SF
MARKET RENTAL UNITS	200
BMR UNITS	58
TOTAL RESIDENTIAL UNITS	258 Units
TOTAL RETAIL UNITS	7 Units
PARKING	Residential: 138 (0.98 stalls/1,000 SF) Commercial: 30 (1.22 stalls/1,000 SF)





Suite Mix

	Market Units	BMR Units	Total	Avg. Size
Studio	**10**	**11**	**21**	**407 SF**
One-Bedroom	**117**	**25**	**142**	**464 SF**
Two-Bedroom	61	15	76	673 SF
Three-Bedroom	12	7	19	845 SF
Avg. Size	551 SF	544 SF	549 SF	
Total Units	**200**	**58**	**258**	



Below Market Rental Units (BMR)

Broadway & Birch's residential component includes 20% of residential floor area secured as Below-Market Rental (BMR) housing, leased at below-market rents to households earning between $30,000 and $80,000 annually.

Eligible household income cannot exceed five times annual rent for existing tenants, or four times annual rent for new tenants. BMR rents are set at 20% below CMHC average market rents and may be adjusted upon tenant turnover based on current CMHC rent levels.

Details of the BMR and the associated rent schedules can be found in the electronic data room.

Potential for Conversion to Hotel Uses

In addition to its current multifamily configuration, Broadway & Birch presents a compelling opportunity to explore an extended-stay hotel or aparthotel use. The Property's residential-style suite layouts, full kitchens, in-suite laundry, and unit mix align closely with the evolving preferences of today's extended-stay traveller, while its newly completed construction offers a level of quality and functionality that is increasingly difficult to replicate in Vancouver.

The Property is uniquely positioned within Vancouver's Broadway/VGH district, immediately adjacent to one of Western Canada's largest healthcare and employment nodes and supported by direct access to the Broadway Subway. This exceptional location creates a diverse demand profile spanning medical, corporate, academic, leisure, and long-stay accommodation needs. With the potential for approximately 202 hotel suites, Broadway & Birch represents a rare opportunity to capitalize on Vancouver's strong hospitality fundamentals within an under-served lodging market.

The Property is currently rezoning-approved for hotel uses. Contact the agents for more details.

Unrivaled Location

Broadway & Birch sits at the centre of Vancouver's most transformative urban growth corridor. Combining rapid transit connectivity, access to major employment centres, and a highly amenitized neighbourhood setting, the Property offers residents a true live-work-play experience in one of Canada's most sought-after rental markets.

- Walkable access to future Oak-VGH and Granville stations (Broadway Subway), and existing Broadway-City Hall station (Canada Line), providing seamless transit connectivity across Metro Vancouver.
- Situated in the heart of the Broadway Corridor, B.C.'s second-largest employment hub, supporting 56,355 jobs, representing 16% of Vancouver's workforce and contributing 8-10% of regional economic activity, anchored by institutions including Vancouver General Hospital and City Hall.
- Surrounded by one of the city's most dynamic retail, dining, entertainment, and lifestyle amenities along West Broadway, South Granville, and False Creek.
- Minutes from Downtown Vancouver, Granville Island, Kitsilano, the Seawall, and some of the city's most desirable neighbourhoods.
- Exceptional walkability with a Walk Score of 99, providing convenient access to daily necessities.
- Positioned within one of Canada's most supply-constrained rental markets, supported by strong population growth and enduring housing demand.
- Minimal competing rental product in the surrounding area.







Demographics & Market Stats (2-km radius)

139,088
Population (2025)

71,359
Households

8.4%
Population Growth (10 Years)

60.1%
Rent vs. Own

$149,200
Average HH Income (2025)

1.8%
Rental Vacancy Rate (South Granville/Oak)

52.8%
Between Ages of 20-44

99
Walk Score

Vancouver General Hospital
12 min walk | 4 min bike

Seawall / Granville Island
13 min walk | 13 min transit

Downtown Vancouver
13 min bike | 5 min drive

Kitsilano / West 4th
19 min walk | 10 min transit

University of British Columbia
15 min drive | 35 min transit

Building Features

Exterior

Elevated Outdoor Amenities

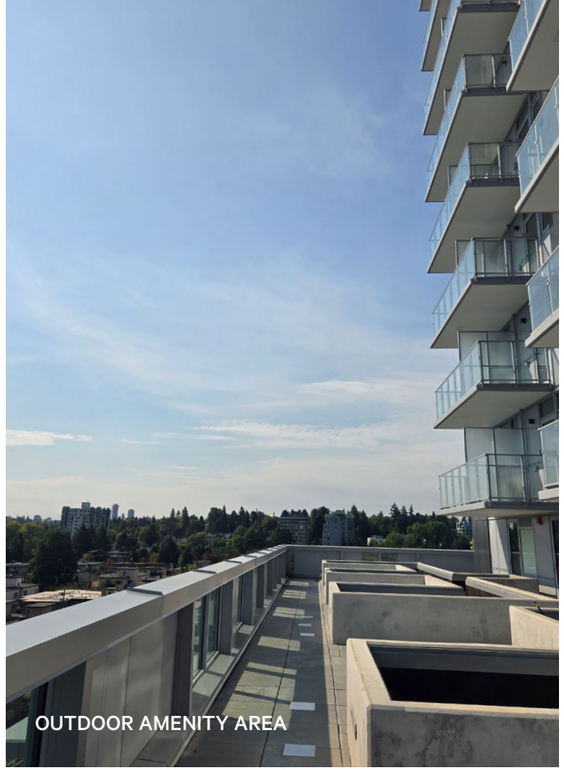
Designed to foster connection, wellness, and everyday convenience, Broadway & Birch was designed to offer an exceptional collection of indoor and outdoor amenity spaces that enhance the resident experience.

At the pinnacle of the tower, a rooftop terrace will showcase sweeping panoramic views of Downtown Vancouver, the North Shore Mountains, False Creek, and the Pacific Ocean, creating a dramatic setting for relaxation, gathering, and recreation.

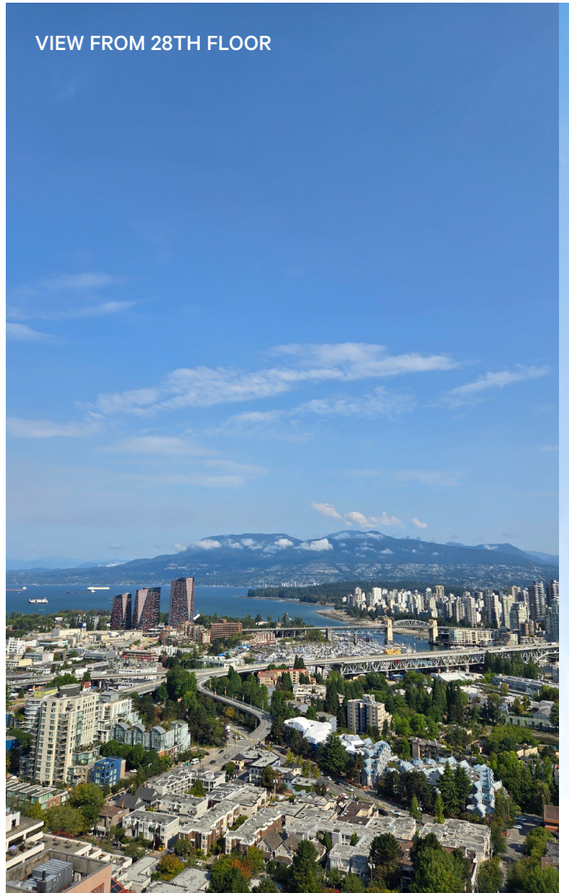
Residents may also enjoy thoughtfully curated outdoor amenity spaces, including urban garden plots, a dedicated dog walk, children's play areas, and inviting open-air gathering spaces. Plans for a contemporary resident lounge and communal kitchen seamlessly connect to the outdoors, providing flexible spaces for entertaining, working, or socializing.

At street level, a landscaped public plaza will contribute to the vibrancy of the neighbourhood while enhancing the pedestrian experience, while carefully selected planting and landscape design elements support the City of Vancouver's Bird Friendly Design Guidelines.

As one of the tallest buildings in the Broadway Corridor, the Project will provide sweeping views of Vancouver and the North Shore mountains.



OUTDOOR AMENITY AREA



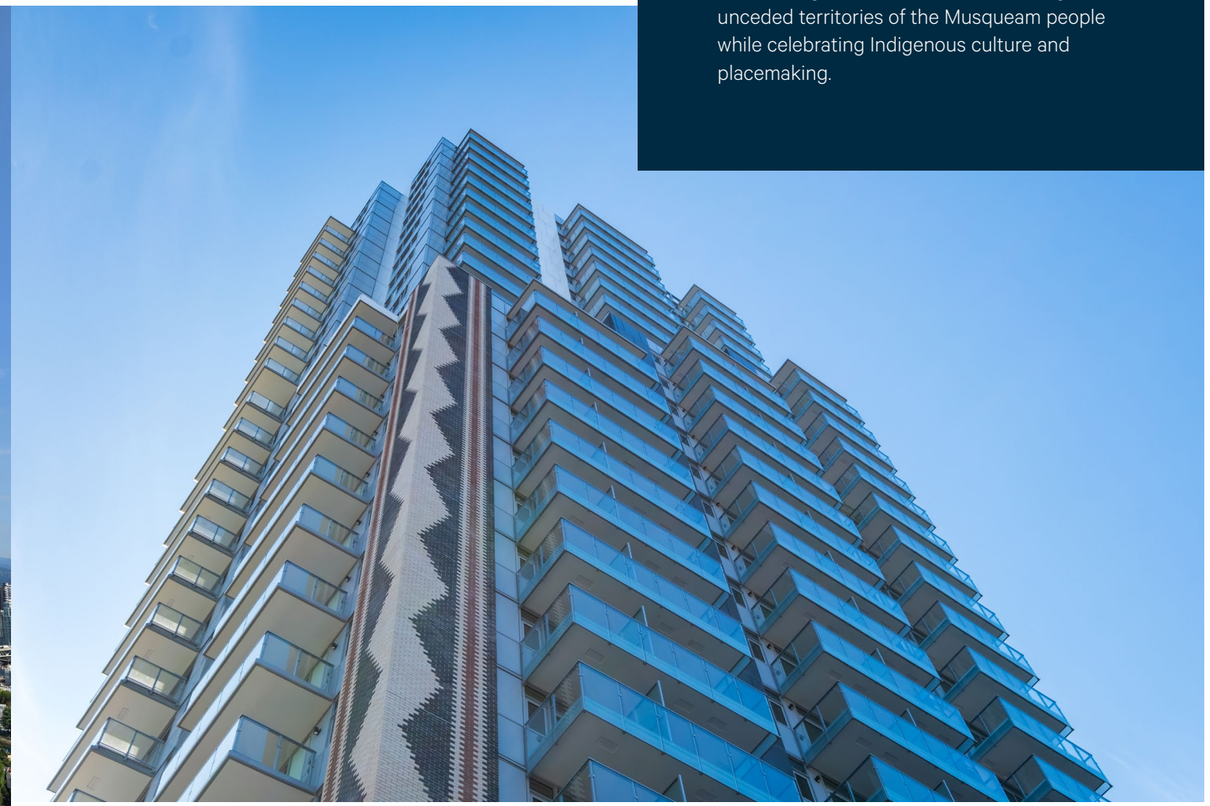
VIEW FROM 28TH FLOOR

Green Features

Broadway & Birch has been designed to align with the City of Vancouver's Zero Emissions Building Plan, targeting a significant reduction in operational emissions through a range of energy-efficient and sustainable building features. These include high-performance building envelope systems, heat recovery technology, efficient heating and cooling systems, double-glazed windows, LED lighting, and low-carbon electric heating and hot water infrastructure. Additional sustainability initiatives include rainwater management systems and green roof components designed to reduce environmental impact and support urban ecology.

Public Art Installation

Broadway & Birch incorporates a prominent public art installation by renowned Musqueam artist Debra Sparrow, located at key building frontages including the intersection of West Broadway and Birch Street and the main residential entrance. Inspired by the natural landscape and waters that have shaped the area, the artwork features contemporary Salish design elements that acknowledge the unceded territories of the Musqueam people while celebrating Indigenous culture and placemaking.



In-Unit Finishes

Interior

The Height of Rental Living

Rising prominently above the Broadway Corridor, Broadway & Birch captures sweeping views of Downtown Vancouver, the North Shore Mountains, False Creek, English Bay, Kitsilano, and the Pacific Ocean. The Property comprises 258 purpose-built rental homes, including 200 market rental units and 58 below-market rental units, thoughtfully distributed across a diverse mix of studio, one-, two-, and three-bedroom layouts.

Designed to appeal to a broad range of renters, the community places particular emphasis on larger-format housing, with 95 two- and three-bedroom homes representing approximately 37% of the suite mix. Complementing the residential offering are 168 parking stalls, 259 storage lockers, and 451 bicycle stalls, providing residents with the convenience, flexibility, and functionality expected of a modern, institutionally designed rental community.

Accessibility Features

Broadway & Birch has been thoughtfully designed to promote accessibility, inclusivity, and ease of use for residents and visitors alike.

Accessibility features include barrier-free building access, designated accessible parking stalls, convenient elevator access throughout the tower, visual and audible emergency notification systems, and integrated tactile wayfinding elements.





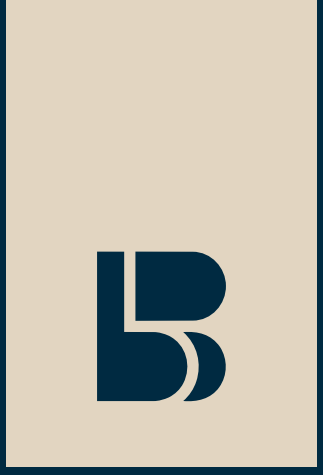






Premium Features & Finishes

- Units have generous ceiling heights ranging from 8'9" - 9'1", with some units on level 27 featuring 9'9" ceilings
- Every unit is equipped with dedicated hot water tank and heat pump for heating and cooling.
- Kohler plumbing package for faucets, shower heads, and washbasins.
- Hytec bathtubs and showers, Toto toilets, and porcelain tiles in the washrooms
- 24" or 28" Samsung fridge, 18" Frigidaire or 24" Samsung dishwasher depending on suite type (stainless steel)
- 24" GE or 30" Samsung electric range depending on suite configuration
- 24" Frigidaire or 30" Samsung over-the-range microwave, depending on suite configuration
- 2.9 cu. ft. Samsung front load washer and 4.0 cu. ft. Samsung front load dryer
- Forbo resilient plank flooring
- Engineered quartz counter tops
- Matte black door hardware and bathroom accessories
- Roller shades throughout
- Flat panel woodgrain and matte laminate cabinetry
- LED lighting throughout
- Heritage panel interior doors
- Stacked porcelain tile backsplash in the kitchen



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CYNTHIA JAGGER
PERSONAL REAL ESTATE CORPORATION
Executive Vice President
CBRE National Investment Team
604-662-5193
cynthia.jagger@cbre.com

DUNCAN MACLEAN
PERSONAL REAL ESTATE CORPORATION
Executive Vice President
CBRE National Investment Team
604-662-5163
duncan.maclean@cbre.com

VINCENT MINICHIELLO
PERSONAL REAL ESTATE CORPORATION
Senior Vice President
CBRE National Investment Team
604-662-5191
vincent.minichiello@cbre.com

CBRE

CBRE LIMITED | 1021 W HASTINGS ST. | SUITE 2500 | VANCOUVER, BC

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