

Our Vision

Concert Properties and Holborn Holdings appreciate the opportunity to present our joint proposal for the redevelopment of the historic Woodward's building. In complex projects, there are obviously many ways to design, program and develop a site. We chose to use the Guiding Principles established by the City of Vancouver and the community to steer us throughout the design and programming of the project. By embracing each Guiding Principle, we have created and refined a solution that we believe meets the City's and community's wishes: we call it 'Woodward's Square'.

We are confident that our concept will help transform the neighbourhood by adding a culture of campus life and activity. We propose to convert the heritage buildings into 'loft-style' housing, with a mixture of appropriate retail, that we feel will forever make the project active. After careful site and needs analysis we have placed the non-market component in the upper floors of a new building, with Simon Fraser University occupying the first 8 floors. We feel that our concept respects the neighbourhood and adds a new and vibrant element to animate the area.

Our plan envisions a dramatic and exciting new civic square in the heart of the project. Concert and Holborn have created a vision of this public place that we view as important to community life and to the community's daily experience. We are convinced that the new civic square will enhance the development and provide renewed energy for the community. Through the animation of the various components - including retail, education (Simon Fraser University, School for the Contemporary Arts and Vancouver Community College, Contemporary Design Centre & School of Music), market and non-market housing, open air markets for arts, crafts and food - the Square will be enjoyed by a wide variety of people and will add a new dimension to the fabric of the city. We are dedicated to creating a vibrant public place which will help build the community and revitalize neighbouring properties.

Community Input

Our proposal suggests further workshops and facilitated public forums to provide the community with additional opportunities to identify issues and contribute ideas. We are committed to using a consultative approach to ensure that our proposal evolves to meet the needs of the City and the community. We look forward to your input.

O P E N

CONCERT PROPERTIES AND HOLBORN HOLDINGS

'Woodward's Square' will open the door to a revitalization of the area. It will provide an open community space where residents, students, tourists, artisans and citizens can share events, shopping, culture or simple relaxation.

It will take a closed block and open it to the sky. The rotating 'W' that once represented a hub of entrepreneurial spirit and community shopping experience, will now make a new statement:

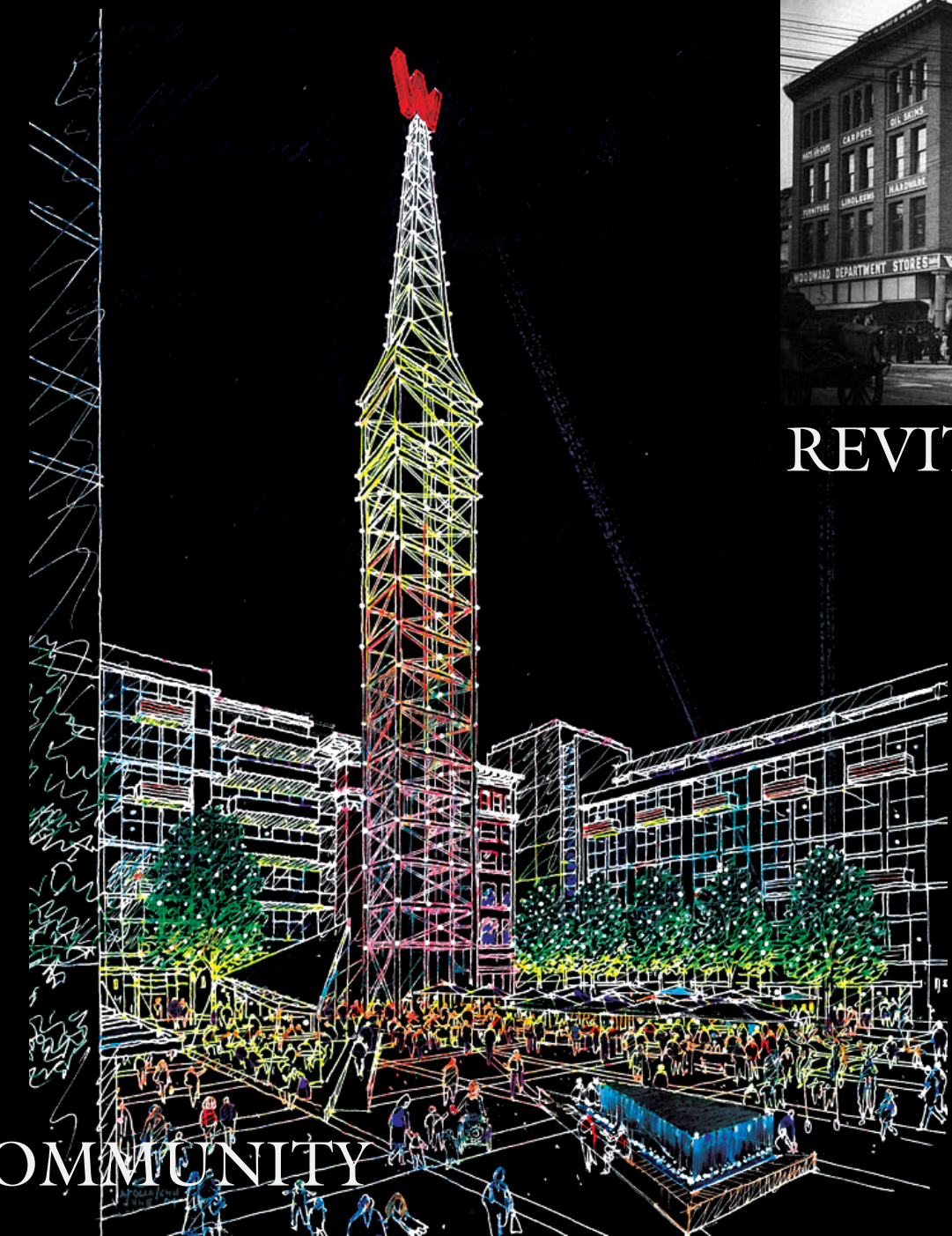
Welcome.



OPEN SPACE:	
Woodward's Square:	31,000 sq.ft. street level
Cordova Plaza:	5,800 sq.ft. street level
Roof Gardens:	60,000 sq.ft.
CITY COMMUNITY SPACE:	
	57,000 sq.ft. 1908 building
	5,400 sq.ft. SFU
NON-MARKET HOUSING:	
	100 units 40 family
	60 single/couple
	23,000 sq.ft. roof garden
MARKET LOFTS:	
	135 units
SIMON FRASER UNIVERSITY:	
	166,000 sq.ft.
VANCOUVER COMMUNITY COLLEGE:	
	55,000 sq.ft.
RETAIL:	
	16,750 sq.ft.
PARKING:	
	130 stalls on site
	500 stalls in Cordova parkade
BUILDING HEIGHTS:	
'W' Tower:	270 feet original height
Non-market Tower:	232 feet



REVITALIZE



COMMUNITY