

## RATIONALE

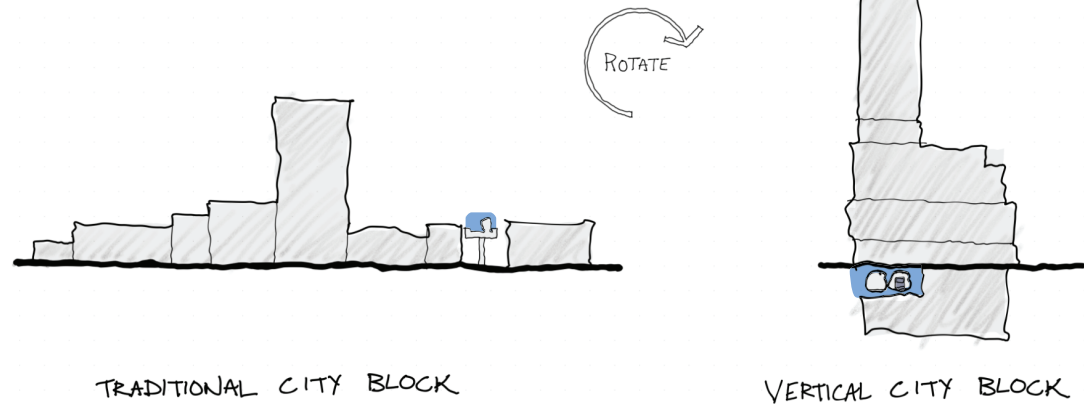
### The Vertical Block

Broadway & Granville represents an opportunity to build a exemplary piece of the Broadway Plan through the construction of an integrated underground station on site. The introduction of mass transit to this intersection provides an opportunity for a robust mixed-use building that responds to numerous policy objectives. To achieve this, the proposed building layers multiple uses that are stacked vertically – where traditionally they would be arranged horizontally along a streetscape – to form the vertical block.

Specifically, this stacking is comprised of: transit station, parking and loading, retail, lobbies, grocery store, office, fitness, indoor/outdoor amenities in addition to market and below-market rental residential. While each use is arranged vertically, all meet the street to form a lively, accessible and engaging public realm at one of the city's critical intersections.

Discrete program is expressed through varied massing elements and façade treatments. Façade articulation is informed by sustainability, programmatic legibility and an important relationship to the existing neighbourhood context. South Granville contains a tapestry of buildings with elements rich in warm natural materials, strong cornice lines, and ornately textured façades – many of which have been referenced in 1477 W Broadway's design.

By differentiating the volumes to express the vertical arrangement of uses, the building intends to anchor the important intersection of Broadway and Granville. The stacking pattern is designed so that each program is identifiable to its users yet cohesive in character through use of South Granville's warm palette of colour and materials.



TRADITIONAL CITY BLOCK

VERTICAL CITY BLOCK

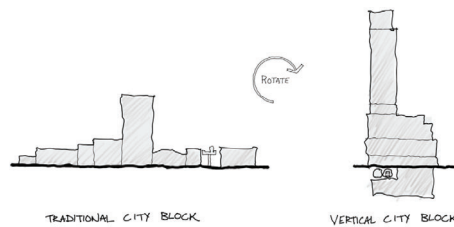
## DESIGN PRINCIPLES

1477 W. Broadway has been designed to balance contextual sensitivity with forward thinking density at one of the City's most important corners. Careful sculpting of building massing organizes program vertically in locations that produce appropriate contextual fit with respect to both neighbourhood compatibility and massing. Locating density around rapid transit stations creates opportunities for more sustainable, accessible and complete neighbourhoods. In the case of 1477 W Broadway, a number of design principles have been identified to guide the project to align with the vision of the Broadway Plan while fitting within and enhancing South Granville and Fairview.

The critical mass created by rapid transit provides an opportunity to stack multiple uses – which would typically be spread horizontally over much more surface area – into a vertical arrangement. The opportunity allows the building to support multiple prescribed outcomes found in the Broadway Plan including job space, housing and mixed use developments around the Station.

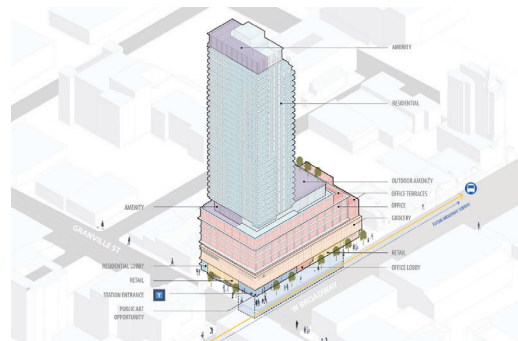
The building takes a careful approach to contextual fit. South Granville has myriad of high quality heritage buildings that form a diverse architectural vocabulary. The project utilized this context as a reference point for the massing and facade expression of the building. Office massing and facade articulation relates to contextual architecture while also referencing the International Style RBC office building that occupied the site previously.

The architecture incorporates sustainable design features to reduce green house gas emissions. However, the most significant contribution will be the regional reduction of vehicle trips due to the provision of job space, retail, grocery and housing within one building.



### The Vertical Block

Embrace the evolution of the city through true mixed-use vertically organized program built around transit.



### Sensitive and Respectful to Context

Respond to rich architectural context and public realm context found within South Granville and Fairview



### Broadway Plan

Provide a building that aligns with the vision for the neighbourhood set out in the Broadway Plan.



### Sustainability

Build and operate a building that not only complies with Green Building Policy for Rezonings but supports deep community wide sustainability through mixed-use and transit-oriented development.

M C M

Musson  
Cattell  
Mackey  
Partnership

PCI

1477  
W Broadway

Rationale  
Booklet

June  
2022

Concept