Musson Cattell Mackey Partnership

DESIGN RATIONALE

PCI

1489 W Broadway

Urban Design Panel Booklet

September 2019 The proposed building restores Broadway and Granville as an important transit node for people travelling east-west and into and out of the downtown. BC Electric Railway Co. streetcar lines previously intersected at this location and this development celebrates a return to more sustainable mobility and transitoriented city building in the region.

Through the use of differentiated volumes, the building expresses its vertical mix of uses and establishes a gateway building at this important intersection. The office floors are broken down into stacked volumes creating terraces where the volumes shift apart. The stacked massing expresses differntiated identity for potential tenants in the building and creates additional public realm space at grade while producing a strong visual marker of the station.

The cantilivered office volume enhances the pedestrian experience and the building's position in the larger urban context. At grade the ground floor is set back 7.2m creating additional public space and access to the station at the corner. The second and third floors are cantilevered above sidewalk and are setback 5.5m from the street. The resultant cantilevered expression creates a strong emphasis on the corner and visual marker to the station, in addition to producing weather protected public space and creating more functional workspace on the second and third office floors. The southwest solar orientation of the cantilevered portions limits shadowing on the public realm. The office levels are massed to step up to the tower form creating multiple floor plate sizes addressing different potential tenant programs. Over time, other towers may be developed, shaping the skyline to this high front, appropriately focused at rapid transit station.

Retail uses flank the corner station entry with active uses. The easternmost retail CRU spills out of the back of the building with a deck space that creates an active use engaging with the lane to the north of the site.





