

4.0 Design Rationale

The project design responds to the neighbourhood context. Taking inspiration from the history of the Rationalist, Modernist and Brutalist architecture that permeates the West End, the tower celebrates the inherent beauty and rhythm of the grid as an organizational structure. This contemporary take on the grid is more refined and less monolithic.

Two metal panel frames book-end the tower and establish a baseline grid. A dark navy frame wraps the North side and a contrasting light gray frame wraps the South side. The metal panel grid sits proud of the glazing providing texture and depth to the façades.

A seam between the two divides the tower into three planes and creates a more fine grained tower massing. The seam is recessed and treated as a solid façade with punched windows to further differentiation the three masses. The recessed feature of the building extends to grade. This ensures the residential lobby has a strong architectural presence within the retail podium.

Per our discussion with planning staff, the proposed design addresses four key urban design objectives for the site:

1. **Building Length:** Minimize the building dimensions while maintaining a viable floor plate for a rental project.
2. **Nicola Setback:** Ensure sufficient building setback, creation of a pedestrian scale street wall and a well defined residential entrance along Nicola Street.
3. **Robson Corridor:** Enhance and improve the pedestrian realm and retail experience of the Lower Robson retail corridor with fine grained storefronts.
4. **Private Open Space:** Balconies are strategically incorporated to reinforce the architectural design, minimize building length and ensure private open space for all residents.



FIGURE 8 – NEIGHBOURHOOD ARCHITECTURE

1. HASEMAN BUILDING
2. BELMAC APARTMENTS
3. PARKWOOD MANOR
4. ROBSON PROFESSIONAL BUILDING