

SECTION 06. **DESIGN RATIONALE**

DESIGN OVERVIEW

ICONIC DESIGN

Cadillac Fairview has embarked on a multi-phase refresh of the Pacific Centre Mall complex, creating a world-class, high-end retail centre in the heart of Vancouver. This has, to date, included the introduction and expansion of Holt Renfrew, a retrofitted Sears building (Nordstrom), recladding of the office tower at 609 Granville Street, and now a reimagining of the Rotunda pavilion at the intersection of West Georgia and Howe Streets. In keeping with recent developments throughout the Pacific Centre complex, the new West Georgia Street retail pavilion comprises a set of strong contemporary design features.

Our new proposal features a double-height glass façade, opening the retail environment to West Georgia and Howe Streets. Stone piers anchor the glass façade, and work with a sweeping cantilevered roof to orient the building, addressing the Vancouver Art Gallery, and neighboring Plaza. The pavilion is set against the backdrop of a multi-storey Green Wall, with a restrained material palette that is natural and pure: stone walls, low-iron glass façade, wood ceilings and a bold, metal roof.

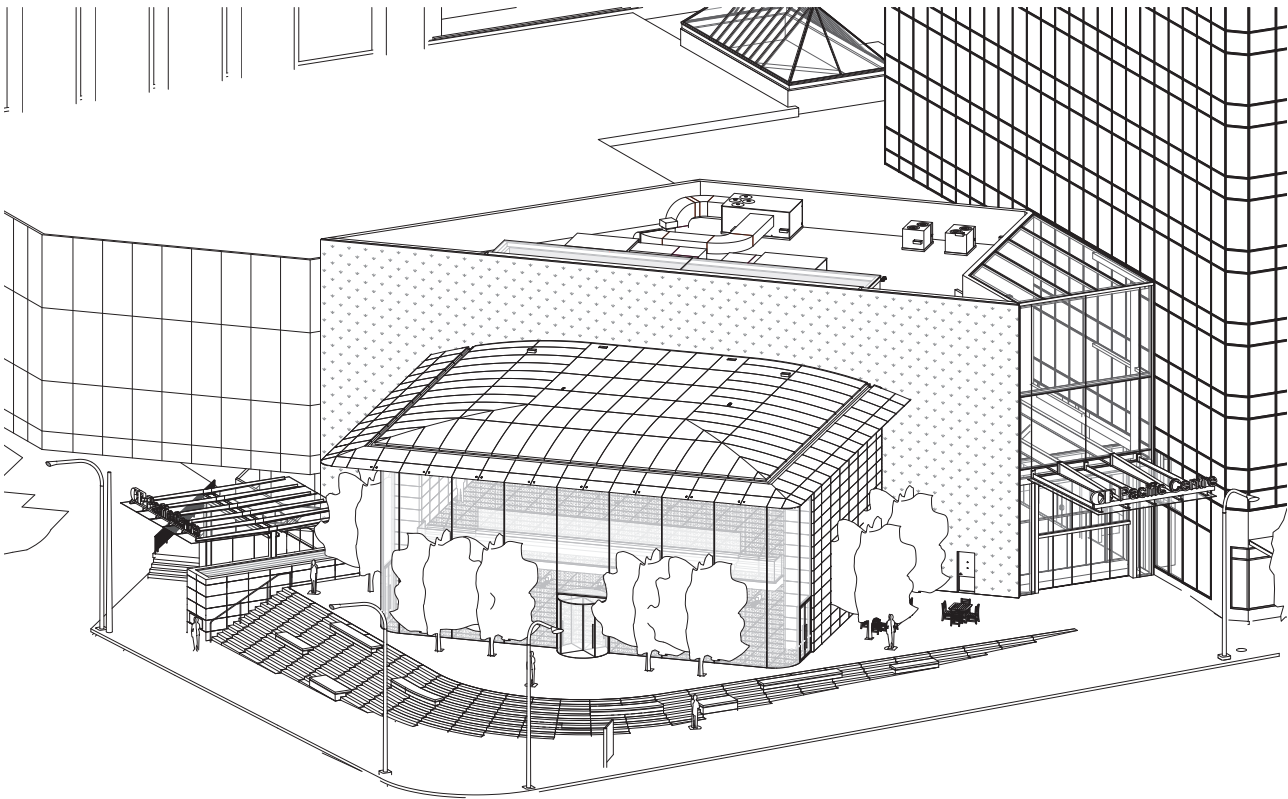
OPEN SPACE

The proposed building is sensitive to the site’s prominent location within the city fabric. Located diagonally across the intersection of West Georgia and Howe Streets is the Vancouver Art Gallery and the prominent new Plaza Square. The project works to strengthen and frame the connection to the square, while expanding and enhancing the public space surrounding the building.

The introduction of bench seating integrated in the cascading stair plinth, alongside new trees and a wood soffited, cantilevered roof, will provide shade and protection from the elements. We envisage loose tables and chairs nestled on the plaza beneath newly planted trees.

MASSING AS COUNTERPOINT TO VANCOUVER ART GALLERY AND PLAZA

In addition to enhancing the public open space, the building form has been rotated 45° to create a civic connection to the Art Gallery, reinforce views between the two corners, and present a cohesive façade when viewed from the opposing plaza. Also, with the addition of the adjacent Pacific Centre entrance, the Mall will have an address on West Georgia Street for the first time.



SITE CONTEXT PLAN

SITE ARRANGEMENT

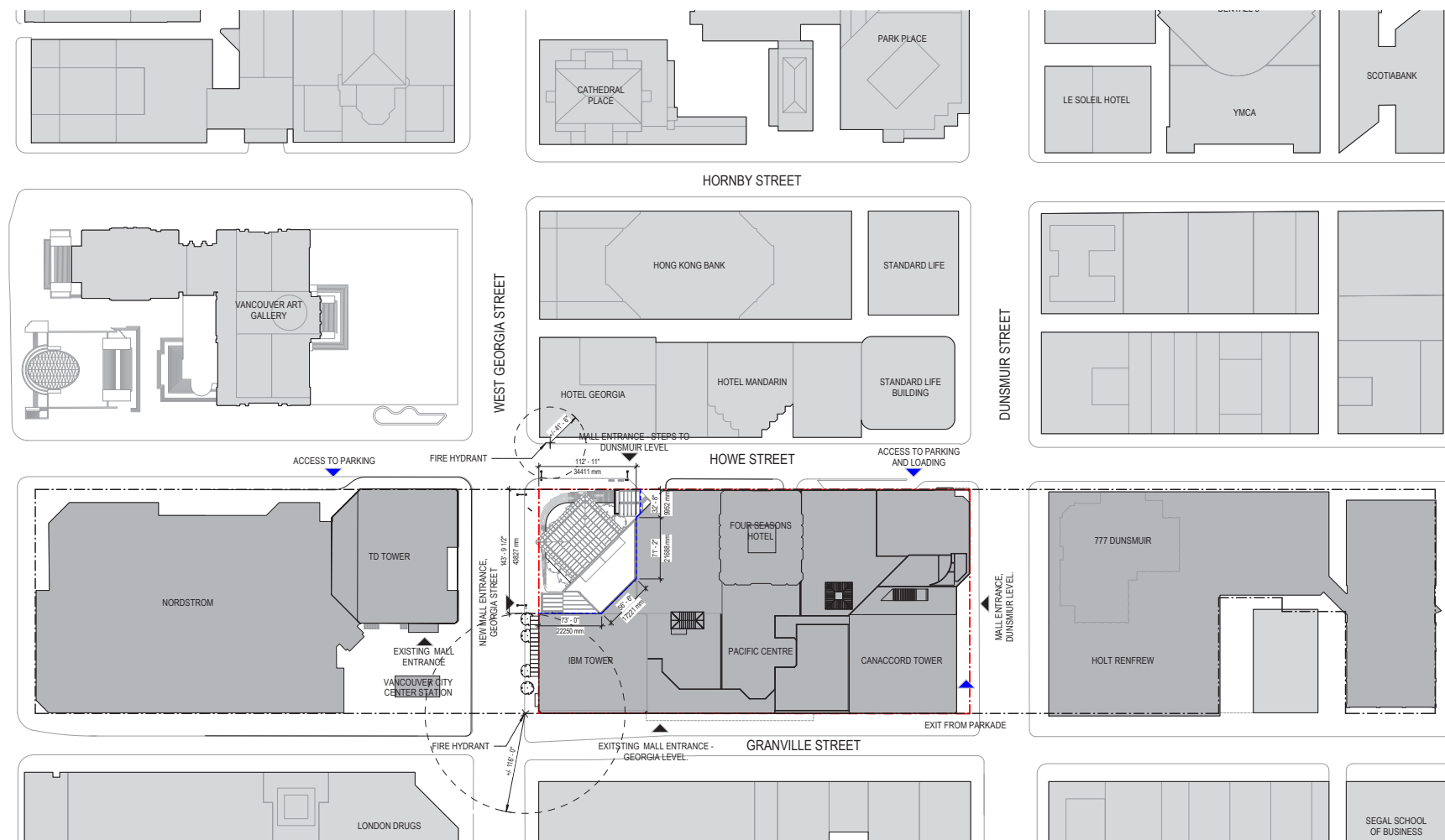
1. A pavilion rotated at 45° to address the civic square diagonally opposite
2. Expanded public place on Pacific Centre property (blue)
3. Major new and upgraded mall entrances
4. A civic focused main entrance to the new commercial pavilion
5. Prioritizing pedestrians in the heart of the City by extending the sidewalk into the existing vehicular lay-by (yellow)
6. Parkade exhaust vents relocated away from the public corner, and carefully integrated with the new plaza

SUSTAINABILITY

The proposed retail pavilion is an expansion and extension of the existing Pacific Centre Mall, and will be designed on the basis of LEED Gold “Core and Shell”.

In addition, both the mall and the anchor tenant intends for this pavilion to incorporate their own robust Sustainability Guidelines. Durable, natural materials have been selected for all exterior finishes. These materials include a warm gray limestone cladding, robust granite paving, wood soffits, low-iron glass, and metal-panel roofing.

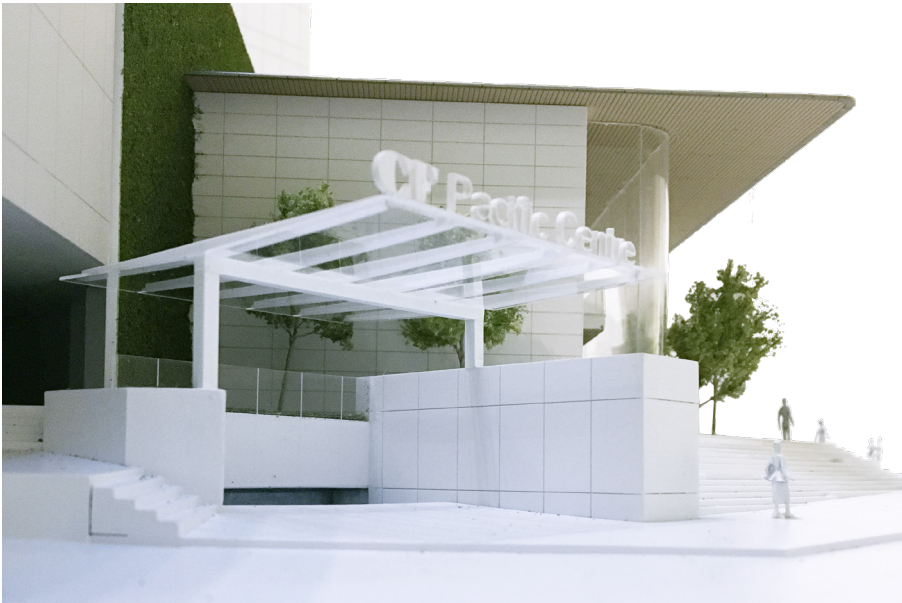
A multi-story Green Wall will utilize rainwater runoff, and create a vibrant, compelling natural backdrop - visible from many of the surrounding buildings.



ARCHITECTURAL EXPRESSION



A. New Mall Entrance on West Georgia Street



B. Updated Mall Entrance on Howe Street

COMPELLING MALL ENTRANCES

As with the major new tenant space, due care has been taken over the new mall entrances, which are also important design features at this landmark urban location. The new entrances will have a consistent appearance with each other, and with the new entrances on the TD plaza nearby. Composed of a simple palette of complementary materials, the entrance will be gently softened with lighting and greenery behind.

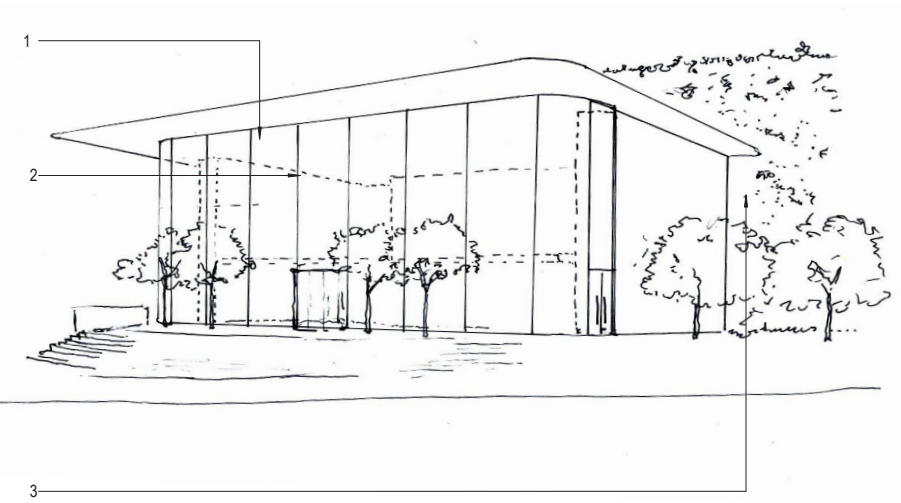
GEORGIA STREET

The new entrance will deliver a new front door to the Mall opening directly to the internal mall circulation. It will be a light, clear glazed element, carefully contrasting between the new green wall and the darker glass of the neighboring tower. A generous, cantilevered canopy will extend outwards toward the street, marking the entrance to the mall.

HOWE STREET

The proposed refurbishment of this existing entrance on Howe Street will highlight the secondary entrance to the mall, leading the eye while deferring to the primacy of the new tenant pavilion and plaza beyond. The new robust granite of the plaza encloses and protects the glazing, wrapping from the south face of the relocated parkade exhaust around onto Howe Street.

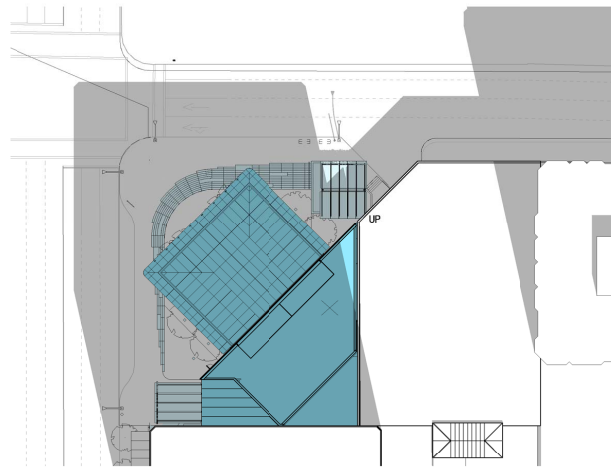
BIRD FRIENDLY DESIGN



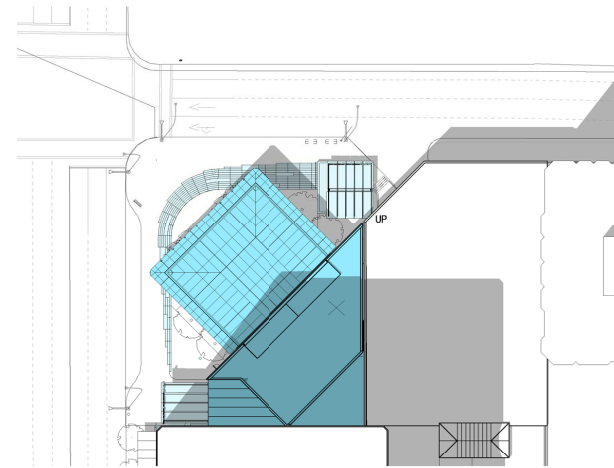
The design considers bird movement in the Urban Environment as follows:

1. The proposed glass cladding will be low iron, and clear with no coloring. This reduces the likelihood of reflections
2. The roof design extends well past the glazing, which also reduces reflectivity and thus limits the buildings' impact
3. The thick vegetation of the green wall is kept well back from the glazing line, which will limit the interplay of glass and greenery

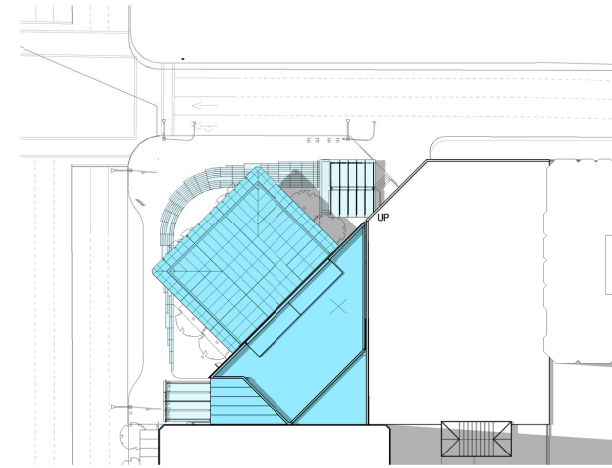
SHADOW ANALYSIS



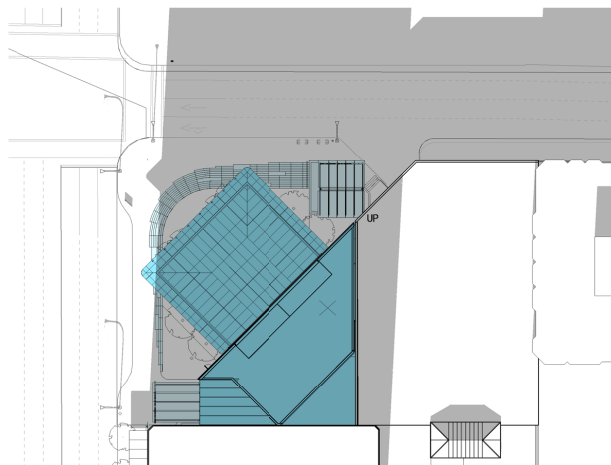
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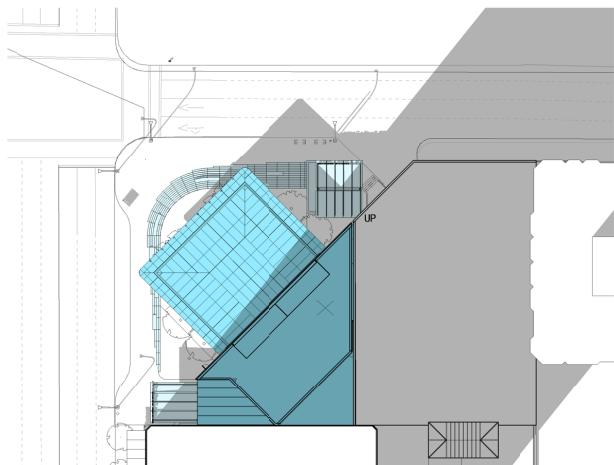
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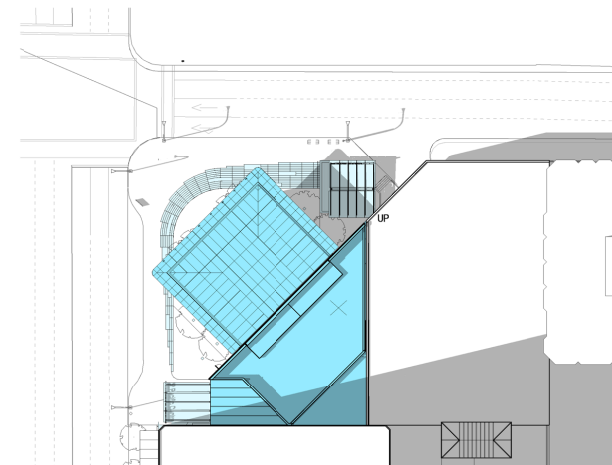
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④ SPRING EQUINOX 10 AM
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⑤ SPRING EQUINOX 12 PM
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⑥ SPRING EQUINOX 2 PM
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