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City of Vancouver
Development Planning

Attention: **Jl-Teak Park**
ji-taek.park@vancouver.ca

Re: **2315 W 4TH AVE – DESIGN RATIONALE**

The proposed mixed-use development at 2315 W 4th Ave aims to create a vibrant urban space that seamlessly integrates residential, retail, and community elements. Strategically positioned at the intersection of W 4th Ave and Vine Street, the site serves as a pivotal point for enhancing the local neighborhood. By introducing 18,000 square feet of small-scale tenant retail space, complemented by a 38,000 square foot grocery store, the design caters to both everyday conveniences and the unique needs of the community. The incorporation of ten townhomes along W 3rd Ave further enriches the mix, creating a welcoming environment for diverse residents and visitors.

Central to the design intent is the concept of creating a finer fabric building expression along W 4th Ave. The ground-level retail frontages are meticulously articulated into 30-foot-wide increments, fostering an engaging streetscape that encourages pedestrian activity. By utilizing a diverse palette of materials and varying the height of the parapets, each retail façade emerges as a distinct identity within the overall structure. This approach not only reinforces a sense of place but also mirrors the existing architectural rhythm found along the established high street of W 4th Ave, inviting familiarity and comfort for both locals and newcomers.

Above the retail podium, four stories of residential units extend along W 4th Ave, designed to maintain the continuity of visual interest. The façade is intentionally segmented into distinct elements, utilizing material variation and strategic building setbacks to create a dynamic profile. The initial 5-foot setback from the retail podium, combined with additional setbacks on the upper floors, introduces a layered effect that softens the overall massing. Notably, a significant portion of the massing steps back 32 feet from the retail podium, effectively breaking the long façade and enhancing the building's relationship with the street.

The grocery store's entrance, located at the corner of W 4th Ave and Vine St, is thoughtfully designed to encourage accessibility and interaction. The entry is recessed to create a welcoming covered plaza, elevating the experience of approaching the store. With a height of 20 feet, this plaza functions as an inviting outdoor room, providing a comfortable gathering space for residents and visitors alike. This design decision emphasizes the importance of public realm in mixed-use developments, fostering community connections and enhancing the overall urban experience.



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In consideration of the surrounding context, the building height along Vine Street steps up to six floors, with a thoughtful 5-foot residential setback from the grocery podium. This approach not only provides visual variety but also allows for light penetration and enhances the streetscape. Along W 3rd Ave, the residential units are designed with a 10-foot setback from the townhomes, preserving the existing mature trees and creating a landscaped buffer that softens the urban edge. The massing transitions gracefully, culminating in a nine-storey structure that establishes a visually appealing skyline.

The preservation of mature trees along W 3rd Ave has been a crucial aspect of the design process. By collaborating closely with the City, the development has incorporated a 25-foot setback from the property line, ensuring the protection of these valuable natural assets. Furthermore, to compensate for the lost area due to the setback, the design includes two additional floors on the east-west residential bar along W 3rd Ave. This innovative solution not only respects the existing landscape but also maximizes the development's potential, demonstrating a commitment to sustainable practices.

Overall, this mixed-use development represents a holistic approach to urban design, where architectural integrity, community needs, and environmental considerations intersect. By integrating residential, retail, and public spaces, the project fosters a sense of belonging while enhancing the vibrancy of the neighborhood. The thoughtful articulation of building massing, varied façade treatments, and commitment to preserving existing trees reflects a dedication to creating a sustainable and inviting urban environment.