

# Design Rationale



## Site and Context

This proposal is for a 28-storey mixed-use building on the Broadway Corridor. Because of the site's proximity and connection to most major transit routes in Vancouver, it is an ideal location to provide secured market rental housing and moderate income rental housing.

## Massing

The general massing is based upon the Central Broadway C-3A Urban Design Guidelines for sites with 150' of frontage. The approximate areas of the floor plates are based on City staff advice from their response to our Rezoning Enquiry (October 2018).

The podium is composed of a retail block that will maintain a human scale at street level with a continuous glass overhang above the sidewalk. Vertical brick walls divide the Broadway frontage with the potential for up to five commercial units. Above the canopy, there are vertical banner signs that help differentiate the retail massing, while also expressing a retail flagship on Broadway. The entrance to the office level is also on Broadway, separate from the residential building entry on Birch Street. The building steps back and down at various levels in the tower. These steps reduce the overall massing, minimizing shadow, and creating public and private roof terraces.

## Contribution to Public

We have provided a 1,106 sq.ft. public open space at the corner of Broadway and Birch, and south along Birch Street. By increasing the building setback from the Birch Street property line to a minimum of 6'-0", we have provided patio space serving the adjacent Commercial Retail Unit.

There is potential for a retail tenant—a restaurant or coffee shop, for emphasize a tall and slender expression, with the window wall in between the brick walls recessed with dark gray frames and metal panel. These vertical brick walls terminate with patio space, providing greenery at the building's edges that can be seen from the street. Furthermore, the brick walls provide the high energy efficiency required to meet the City's Zero Emissions Building Plan.



## Building Materials

The tower comprises brick in two colours: beige and black. The colour scheme provides a neutral palette that will accentuate the public art by leaving red color only for it to stand out from the building. The location of the brick colours are intended to further break up the massing into different volumes in the tower, black for lower massing and beige for upper massing. Various height of brick strips flow around the building and brings attention to the public art at the corner.

The brick walls are uninterrupted as they go up, to emphasize a tall and slender expression, with the window wall in between the brick walls recessed with dark gray frames and metal panel. These vertical brick walls terminate with patio space, providing greenery at the building's edges that can be seen from the street. Furthermore, the brick walls provide the high energy efficiency required to meet the City's Zero Emissions Building Plan.

## Landscape Design

The roof terrace located on Level 4 will provide urban agricultural plots for residents. Outdoor space on Level 9 provides lounge area with seatings for residents. The roof terrace located on Level 28 provides access to the children's secure play area, gathering area, and adjacent indoor amenity spaces for the enjoyment of every resident.

Vine pocket planting has been proposed at the lane with architectural support on the building façade.

