

DEVELOPMENT OVERVIEW

The Proposed Development is located mid-block between Fraser Street and Prince Albert Street, on the north side of E Broadway. The Development will consist of a 6-storey (5-storey @ E Broadway frontage) residential / commercial mixed use building with a one-storey parkade level with the laneway entrance. The Proposal includes 45 Secured Market Rental Residential suites and 3 Commercial Rental Units (CRUs). The existing building (which will be designated as a Heritage 'C' structure) will be subject to a substantial Conservation Effort to integrate it into the new Development.

The proposed Floor Space Ratio (FSR) is 3.0.

The 45 proposed Secured Market Rental Residential units include the following unit mix:

- 29x Studio Units (average 410ft² NET area);
- 2x One-Bedroom Units (540ft² NET area);
- 1x One-Bedroom "Loft" style unit *within Heritage Structure* (540ft² NET area);
- 1x Two-Bedroom "Loft" style unit *within Heritage Structure* (760ft² NET area);
- 11x Two-Bedroom "Townhouse" style unit (average 760ft² NET area);
- 1x Three-Bedroom "Townhouse" style unit (915ft² NET area);

Family Unit ratio of 13.45 or 29%, in line with the **Family Room** policy and **Rental 100** policy for non-rezoning projects.

The proposed Commercial Rental Units (CRUs) include the following:

- 1x Commercial Unit - Office Designation *within Heritage Structure* (~1,785ft² NET area over 2 storeys);
- 1x Commercial Unit - Retail Designation (~815ft² NET area);
- 1x Commercial Unit - Restaurant Designation (~1,430ft² NET area).

The Proposed Development varies in height from 51'-5" (15.7m) measured from the Building Grade (BG) at the SE corner, to 66'-1" (20.2m) measured from the BG at the NE corner. A relaxation is sought under the Development Bylaw Section 3.2.5, which allows the Director of Planning to relax the allowable height when the retention of a Heritage Asset impacts the achievable density. The proposal does not seek a density increase. The Mount Pleasant Community Plan supports a height (but not density) increase for this location with the retention of an existing character building.

DESIGN RATIONALE

Site Concept

The first step in generating the design was establishing the basic relationships on the site. The primary criteria was that the existing Heritage asset at #741-745 E Broadway be retained as completely as possible. All major "character-defining" elements would need to be retained & restored, and in some cases reconstructed. The goal in developing the massing of the new portion of the development was to create a complementary, non-competing contemporary structure which would emphasize the prominence of the Heritage asset on the streetwall. Thus, the new development is set back from the face of the Heritage structure - a ~9' indent in the street wall creates a "forecourt" in front of the new development, and allows us to retain the three-dimensional reading of the Heritage building when viewed from E Broadway.

It was also important to establish the visibility of any new development located above the existing structure. The image on the cover of the Conservation Plan document is illustrative: an existing 4th level penthouse housing mechanical equipment is not visible from the opposite side of E Broadway. This guided an increased setback above the Heritage asset, in line with the south side of the existing light-wells. Development directly above the Heritage structure would be limited to a one-storey addition.

Massing

Driven by the basic principle of a recessed adjacency and a vertical addition above remaining invisible from the street, we tested different massing options. With the goal of integrating the old & the new, we sought to find reasonable points of alignment & departure that would allow the new development to have a comfortable juxtaposition with the Heritage asset. We tested a number of streetwall configurations - including 3, 4 and 5 storey facades for the new building - ultimately settling on a 4-storey street facade as the best pairing in terms of proportion and scale.

The desire to limit the vertical addition to one level over the Heritage building meant that any additional height would need to be located only above the new building, or pushed towards the rear of the site. At the same time, the inclusion of the Heritage building in the development, and the added restrictions and lack of efficiencies meant that some 5-storey forms would be required in order to reach the permitted 3.0 FSR under the C-2C bylaw.

Form-of-Development

Consulting with the development planner, we settled on a novel internal arrangement which would allow us to hit the target density, while at the same time minimizing the bulk of the additional storey height and arranging it towards the front & rear of the development. The proposal employs a 2-storey "townhome" style unit format at the 4th level & 5th level. Thus, the fifth level is composed solely of the upper level of 2-storey units. A central courtyard arrangement breaks up the massing, provides access to light & air to the greatest number of units, and allows for generous 4th level Amenity room located above the Heritage asset (mimicking the current mechanical penthouse massing) with a rambling 2-storey outdoor amenity roof deck. Each of the multifamily units is also provisioned with a generous, private rooftop outdoor space.

Colour & Materiality

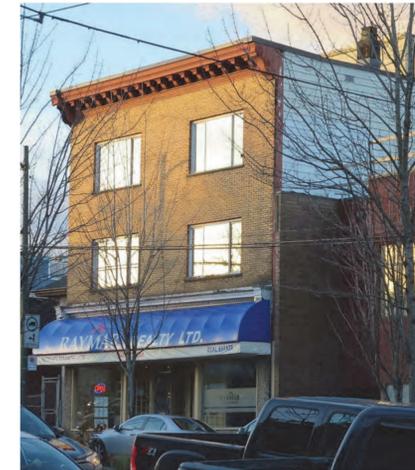
The new development and the Heritage asset utilize a simple concept to develop a material & colour palette which links the two in a complementary relationship. Where *like materials* are used in the new development, *unlike colours* are employed; vice versa, where *unlike materials* are used, *like colours* are employed. For example, both Heritage asset and new structure utilize a front brick facade - thus, the brick on the new development is a non-traditional brick colour in a contemporary satin finish and more modern proportion. The new development will utilize contemporary cladding (metal panel and metal cladding / roofing) while the old structure is clad in tongue-and-groove lap siding and wood windows and shopfront. These elements, quite different in nature, will be unified by a colour scheme chosen from the True Colours palette - *Harris Grey* and *Point Grey*. The new elements have a bold & simple dignity, but remain monochromatic, accentuating the subtle colours of the Heritage asset.

Architectural Expression

In considering the design of the new structure, we took inspiration from the historic asset, which really consists of two opposing forms of expression: a formal, purely decorative facade - brick skin, tripartite windows, cornices, shopfront fenestration; and the utilitarian massing of the actual structure behind the facade, which is a pure expression of the interior arrangement - light-wells, window openings, mechanical penthouse. We considered that the character-defining elements are both decorative (ie cornices) and purely tectonic (lightwells).

Thus, in terms of retention and conservation, it was important to conserve both aspects of the historic asset. First and foremost, of course the street facade would need to be restored and reconstructed. But it was also important that in the approach from the east, the light-well not only remained visible, but continued to express the internal layout. There is a tectonic architecture in three dimensions - which relates to use, scale and interior space - and a two dimensional formal architecture of facality - a mask or skin of signification.

Moving on to the new development, we employ a contemporary re-interpretation of this arrangement so typical of Vancouver's heritage fabric. The building would employ an architecture of tectonics, expressed in the massing and form of the building as seen in the third dimension, and a formal facade made up of the re-interpreted traditional signifiers (ie cornices, skin, aperture). There is a playful aspect to this - the brick "skin" is actually completely decoupled from the facade - a frame supporting the balcony structures and providing much needed shading and depth to the south facade. The proportion of the traditional window are picked up not in the windows, but in the negative space of the opening into the residential balconies. Cornices are reinvented as pedestrian canopy and a thin cap on the brick facade.



#741-745 Existing Condition

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NOTES:

All Drawings in this set to be read in conjunction with each other. Any errors or discrepancies to be reported to the Architect before commencing work. All Dimensions to be confirmed on site.

Contractors are responsible to ensure that all work is executed to the requirements of the appropriate Building Code Authority.

3 DP Application 2019.06.11
SUBMISSION DATE

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PROJECT:
731 - 745 E Broadway

DRAWING TITLE:
Design Rationale

DRAWN: NA REVIEWED: CK

SCALE:

PROJECT NO.: 1607 REVISION: 3

DRAWING NO.:

A003