



POLICY REPORT
DEVELOPMENT AND BUILDING

Report Date: July 14, 2011
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RTS No.: 9217
VanRIMS No.: 08-2000-20
Meeting Date: July 26, 2011

TO: Vancouver City Council

FROM: Director of Planning in consultation with the Director of Legal Services

SUBJECT: 1021 and 1055 West Hastings Street - 'The University Club' - Heritage Designation

RECOMMENDATIONS

- A. THAT the principal façade of "The University Club" building, located at 1021 West Hastings Street and listed in the 'B' evaluation category on the Vancouver Heritage Register, be designated under Section 593 of the *Vancouver Charter* as protected heritage property.
- B. THAT Council instruct the Director of Legal Services to bring forward for enactment a by-law under Section 593 of the *Vancouver Charter* to designate the principal façade of "The University Club" building located at 1021 West Hastings Street as a protected heritage property.
- C. THAT Council approve the granting of a 10% increase to the floor space ratio permitted for the lands at 1021 and 1055 West Hastings Street, after consolidation of them, for purposes of Development Permit Application No. 414163, as compensation for the conservation of the principal facade of 'The University Club' building, located at 1021 West Hastings Street, and the designation of it as a protected heritage property under section 593 of the Vancouver Charter.
- D. THAT the Vancouver Heritage Register be amended to add the Guinness Tower at 1055 West Hastings to the 'B' evaluation category thereof.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of the foregoing.

COUNCIL POLICY

Heritage Policies and Guidelines (April 18, 1991)
Zoning and Development By-law
Downtown Official Development Plan

On October 7, 2010 Council approved a report to permit a slight intrusion into the view corridors at this site as proposed in the Development Permit application.

SUMMARY AND PURPOSE

The purpose of this report is to seek Council approval to designate the principal (Hastings Street) façade of the former University Club at 1021 West Hastings Street which is listed in the 'B' evaluation category on the Vancouver Heritage Register, as protected heritage property which will protect the facade from exterior alterations and demolition that would affect its heritage value. As an incentive to, and compensation for, the designation and restoration of the principal façade an increase in the floor space ratio, for use on site, has been proposed in Development Permit Application No. DE414163. The increase to the floor space ratio also requires approval by Council. The Development Permit Board (DP Board) reviewed and approved the application on April 4, 2011 subject to a number of conditions including the approval, by City Council, of the heritage designation of the principal heritage façade. This report also recommends the adjacent Guinness Tower at 1055 West Hastings be added to the Vancouver Heritage Register, which the owner is prepared to consent to.

BACKGROUND

The site, which includes the lands at both 1021 and 1055 West Hastings Street, is located mid-block between Burrard Street and Thurlow Street and fronts both West Hastings Street and West Cordova Street (see site plan in Appendix A). The site is governed by the Downtown Official Development Plan (ODP). The site area for these lands will be 50,420 sq. ft. when they are consolidated as proposed in this application.

DISCUSSION

Heritage Value - University Club

The University Club building, formerly the Quadra Club was built in 1929 and is a good example of the Spanish Renaissance Revival style. The building was purchased by the University Club in 1957 and was used later as the Terminal City Club. The building's heritage value is associated with its connection to the history of British Columbia, for its architecture, and as an example of a private club in downtown Vancouver.

Named for the 18th century Peruvian-born Spanish naval officer Don Juan Francisco de la Bodega y Quadra who charted much of British Columbia's coastline, the building is expressive of its Spanish lineage and includes a bas-relief medallion of the ship - probably one of Bodega

y Quadra's - over the lobby's fireplace mantel. The fireplace and medallion are to be retained and re-installed in the newly constructed interior space behind the façade.

The stone base, brick upper storeys, arched windows, raised parapet, and projecting balcony are important aspects of the building's West Hastings frontage, which are largely intact from the original design and which are the subject of the proposed heritage designation. The rear part of the building has been altered with a stair tower and elevator additions and replacement windows. The building was designed by architects Sharp and Thompson, one of Vancouver's most prolific and accomplished architectural partnerships. The Statement of Significance is attached in Appendix B.

Heritage Value - Guinness Tower

The Guinness Tower at 1055 West Hastings Street was built in 1967-69 and is an excellent example of a late modern high rise commercial building. The heritage value of the site is embodied in its location, architectural design and integration of art. When built, the Guinness Tower was located at the edge of the downtown peninsula on a cliff edge above rail yards and the original shoreline of Coal Harbour. Designed by architect Charles Paine, the building's rectilinear slab shape, is typical of early modernist towers, with a central service core flanked by two broad bays with offices. The recessed base, stepped articulated tower form and projecting penthouse element creates a distinctive design. The lobby of the building is a fine example of restrained modernist design counterpointed with an enormous ceramic bas-relief mural depicting marine life by noted artist Jordi Bonet. The Guinness Tower was identified as part of the Recent Landmarks Study completed in the early 1990s and was recommended to be added to the Vancouver Heritage Register in the 'B' evaluation category. The Statement of Significance is attached in Appendix B.

Development Permit Application and Proposed Incentive

Development Permit Application No. 414163 proposes to construct a 35-storey mixed use office/retail tower on the existing University Club (originally 'Quadra Club') site at 1021 West Hastings Street including a request for a 10% increase in the floor space ratio for use on-site in the proposed development, as compensation for and incentive to restore and designate the principal heritage façade (see Appendix C for drawings). The proposed building will contain predominantly office commercial uses with retail uses on the ground floor which is consistent with the permitted uses in this area of the Downtown and supports policies such as the Metro Core Jobs and Economy Land Use Plan. The new tower has been designed as an insertion between the Marine Building and Guinness Tower. It will have a small floor plate and a unique curved and flared shape that relates sensitively to the adjacent heritage buildings while creating an identity for itself. The new construction will integrate parking and services of the existing Guinness Tower parking with the structures below grade and a reconfiguration of the existing plaza is also contemplated. The 'University Club' façade will be restored and incorporated as a façade into the new building in exchange for the increase in the floor space ratio. The remainder of the University Club building is to be demolished to make way for the new tower, however, the four storey massing of the existing building will be replicated in the new building form to retain similar massing from Hastings Street.

The proposed 10% increase in floor space ratio is calculated as being 10% of the FSR otherwise permitted on the combined 1021 and 1055 West Hastings Street properties, as they are to be consolidated for purposes of the proposed development. Using the consolidated site area for

the purpose of determining the amount of bonus density to be permitted is the typical practice for instances that involve density bonus in the Downtown ODP such as for hotels, cultural and social amenities and transfer of density. In this application the total density for the site after construction of the new building proposed under the Development Permit application and the Guinness Tower building, will be 12.1 FSR (610,082 sq. ft.). This includes the permitted density for the consolidated site of 11 FSR (554,620 sq. ft.) plus the proposed 10% increase of 1.1 FSR (55,462 sq. ft.). The application was approved by the Development Permit Board on April 4, 2011 subject to a number of conditions including Council approval of the heritage designation of the University Club façade. Council approval for the increase in the floor space ratio is also required (see Recommendation C). The Vancouver Heritage Commission (see section below) and the Urban Design Panel reviewed and supported the scheme as proposed.

Zoning and Land Use Regulations and Floor Space Increase

The Downtown ODP contains the zoning and land use regulations applicable to this site. The Downtown ODP provides that, for any development that includes the restoration of an existing building which is listed on the Vancouver Heritage Register dated August 1986, the Development Permit Board (DP Board) may permit an increase in the floor space ratio, subject to prior approval by City Council and the designation of the building as a Municipal Heritage Site. Section 3.9 of the Downtown ODP specifies that "in determining the increase in floor area that may be permitted, the DP Board shall consider: the cost of heritage related restoration; value of the increased floor area; the impact upon livability and environmental quality of the neighbourhood; and all applicable policies and guidelines adopted by Council."

This application proposes the retention of a façade and not an entire building. Through the application process a number of alternative scenarios were considered including full building retention and retention of the first 40 feet of the building behind the façade. Neither of these proved viable as they would result in additional heritage restoration costs which in turn would increase the amount of density bonus required. The site is governed by a view corridor so no additional height or density could be accommodated on site without causing other impacts. In the past, Council and the DP Board have considered development applications that involve façade retention under these same provisions of the Downtown ODP.

In considering the increase in density proposed in the Development Permit application the DP Board reviewed all of the criteria noted above, including the specific cost of heritage related restoration, as described in the staff report to the DP Board prior to approving the application. As per the Heritage Policies and Guidelines, the restoration costs include costs attributable to incorporating heritage features into a new building such as in this case.

Condition of the Property and Conservation Approach

The proposal calls for retention of the principal (Hastings Street) façade of the University Club. The remainder of the building will be demolished. A conservation plan outlining the work to the heritage façade has been submitted as part of the Development Permit application. The rehabilitation work to the heritage facade includes the following: temporary shoring to retain the facade in place during construction; cleaning and re-pointing of the brick and stone masonry; repair and repainting of the wood frame windows; repair and repainting of the decorative metal balcony and flower boxes and replication of the original iron railing along the street; integration of the facade with the new construction; and retention and

reinstallation of the fireplace and medallion in the newly constructed interior space. The conservation plan (see Appendix B) has been reviewed by staff and the Heritage Commission and it complies with the nationally adopted Standards and Guidelines for the Conservation of Historic Places in Canada and is therefore supported.

Comments of the Vancouver Heritage Commission

On February 28, 2011 the Vancouver Heritage Commission reviewed this development application and passed the following motion:

- A. THAT the Vancouver Heritage Commission supports the revised tower design and the relationship between the retained heritage façade of 1021 West Hastings Street, the Marine Building and the Guinness Tower, but requests the applicant reconsider the tapering of the lower overhang skirt over the main entry to lessen the visual obstruction of the west wall of the University Club.
- B. THAT the Vancouver Heritage Commission supports the proposed Conservation Plan for 1021 West Hastings Street, requesting that consideration of the interior heritage pieces be incorporated into the design;

FURTHER THAT the Commission requests the Statement of Significance be refined.

A number of design conditions to address these issues have been approved by the Development Permit Board and will be required to be met prior to issuance of the development permit. While some interior features such as the fireplace and medallion will be retained and reinstalled it may not be possible to incorporate the beams and timber truss system. If this is the case they will be salvaged and opportunities for their re-use elsewhere will be pursued.

The Director of Legal Services has prepared the necessary Heritage Designation By-law and requirements for notification as specified by the Vancouver Charter have been met.

Financial Proforma Evaluation

Real Estate Services staff reviewed the applicant's proforma evaluation in accordance with Council's approved policies. The Director of Real Estate Services advises that the increase in the floor space ratio requested by the applicant as compensation for the cost to restore and conserve, and designate the heritage façade is supportable. This includes the costs of retaining, shoring, refurbishing and integrating the heritage façade into the new structure. The total costs associated with the heritage option are equivalent to the value of the additional density granted and provides no undue profit.

Greener Buildings Policy

The City's "Rezoning Policy for Greener Buildings" does not apply to this application as a Heritage Revitalization Agreement and/or rezoning is not required. However, the applicant has registered the project under the LEED® Green Building Rating system and is targeting LEED® Gold.

FINANCIAL IMPLICATIONS

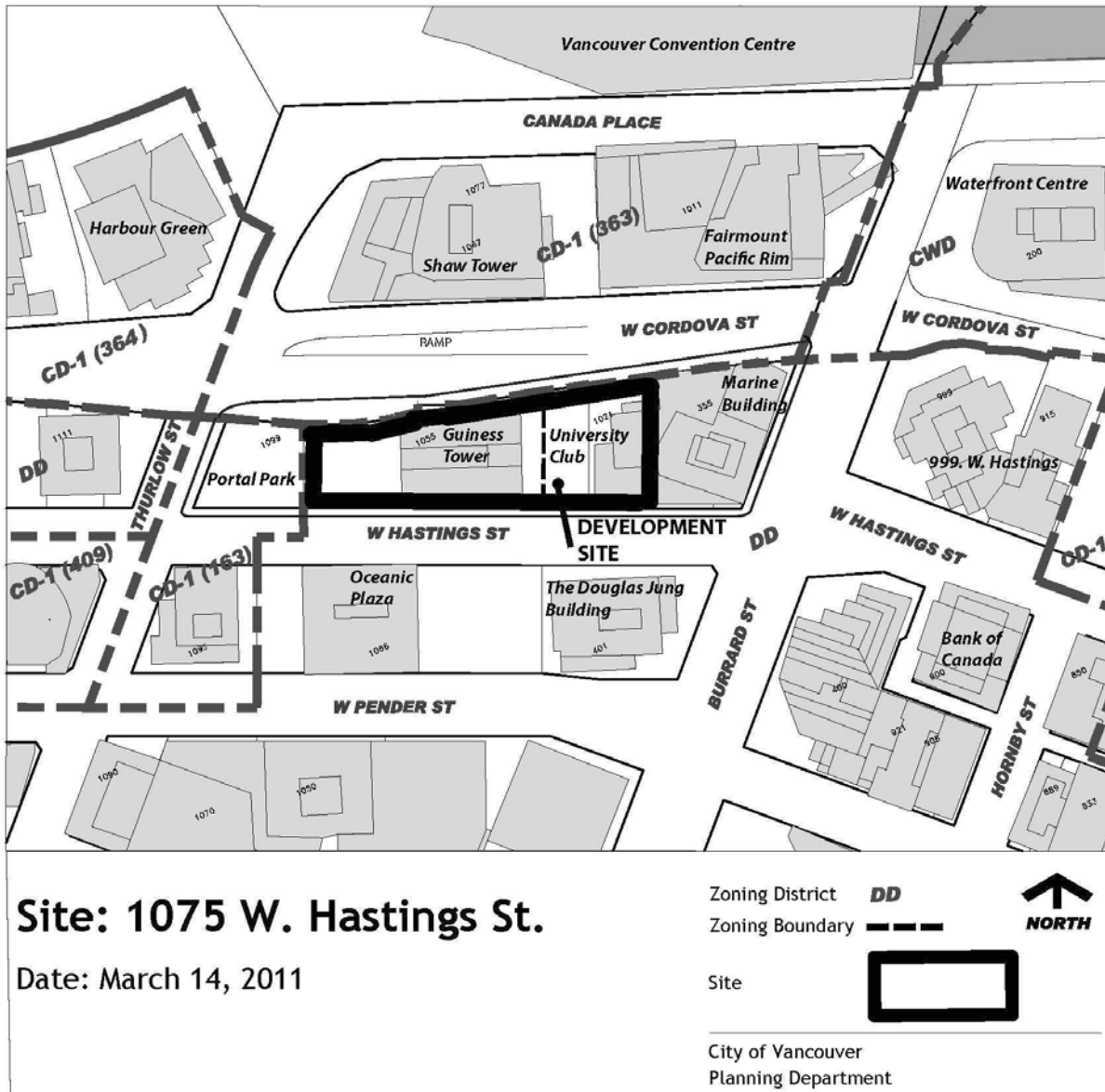
The approval of the report recommendations will have no financial implications with respect to the City's operating expenditures, fees or staffing.

CONCLUSION

The report recommends approval of the heritage designation of the principal façade of 'The University Club' at 1021 West Hastings Street which will ensure the long term protection of the façade from alterations and demolition that would affect its heritage value. The owner has agreed to accept the 10% increase in permitted density as full compensation for the designation and restoration and conservation of the facade. The DP Board has approved the increase in the floor space ratio subject to the heritage designation of the principal façade. Therefore, it is recommended that Council approve the designation of 'The University Club' at 1021 West Hastings Street. The report also recommends the addition of the Guinness Tower (1055 West Hastings Street) to the Vancouver Heritage Register.

* * * * *

1. Site Plan - 1021 West Hastings Street



QUADRA CLUB CONSERVATION PLAN

QUADRA CLUB
1021 WEST HASTINGS STREET, VANCOUVER

21 September 2010

CONSERVATION PLAN

1.0 INTRODUCTION

This report has been commissioned by Oxford Properties to accompany Development Application by MCM Architects for the rehabilitation of the façade of the historic Quadra Club (later the University Club) as part of the redevelopment of the site with a new commercial tower.



Figure 1: Quadra Club in 1939; VPL #24911

QUADRA CLUB CONSERVATION PLAN

2.0 STATEMENT OF SIGNIFICANCE

Address: 1021 WEST HASTINGS STREET, VANCOUVER

Historic Place Description

The former Quadra Club is located in downtown Vancouver in a mid-block site with frontage on both West Hastings Street and the newly established Cordova Street extension. Architecturally, it is a good example of the Italianate or Spanish Renaissance revival style. The building has a four storey plus basement frontage on West Hastings Street with a two level plus basement wing towards the north. It is located between the Marine Building to the east and the Guinness Tower to the west.

Built as the Quadra Club in 1929, it was purchased by the University Club in 1957 and later was used for the Terminal City Club, a display for Shaw Tower and is now vacant. The building is listed on the Vancouver Heritage Register in the “B” Category, but is not designated. It was included in the City of Vancouver Heritage Interiors Project.



Figure 2: View of West Hastings façade

Heritage Value

The Quadra Club is of heritage value for its connection to the history of British Columbia, its contribution to the urban context, for its architecture and as a surviving example of a private club in downtown Vancouver. Named for the 18th century Peruvian-born Spanish naval officer Don Juan Francisco de la Bodega y Quadra who charted much of BC’s coastline, the building is expressive of its Spanish lineage and includes a bas-relief plaster medallion of a ship – probably one of Bodega y Quadra’s - over the lobby’s fireplace mantel.

Distinguished in its own right, the building is enhanced by its location immediately adjacent to the landmark Marine Building, built one year later. It was designed by architects Sharp and Thompson in 1929. A stone base, brick upper storeys, arched windows, raised parapet, flag pole and projecting balcony are important aspects of the building’s West Hastings frontage, which is largely intact from the original design. The rear part of the building has been

QUADRA CLUB CONSERVATION PLAN

altered with a stair tower and elevator additions and replacement windows.

The interior of the building has some features of interest, although modified from the original design. The lobby has plaster arches and trim, plaster and tiled fireplace, painted wooden beams and semi-circular stairwell with iron railing in a Spanish style. The same beams extend into the lounge (former reading room) on the main floor where there are a pair of Arts and Crafts tiled fireplaces. The upper floor dining room has heavy timber beams and vestiges of some original detailing, although the windows have been changed. Little remains of the upper floors which originally were members' bedrooms.

Character Defining Elements

The building's main heritage features are its primary facade, brickwork, stone detailing and arched window openings and glazing. The balance of the building is rather plain and unremarkable. The building is largely in its original form with the exception of the addition of a ramp to the West Hastings facade and the stair tower and elevator additions to the rear.

Exterior

- building's location adjacent to Marine Building
- four storey brick clad building simply but handsomely detailed
- elements of Spanish Renaissance revival architecture
- main floor facade is clad in smooth ashlar stone (now painted) while the upper floors are treated in mottled brown brick.
- projecting curved balcony, supported by brackets and accessible from French Doors mounted over the entry doors and steps.
- prominent wooden flagpole marks the centre of the upper facade (the bracket is in situ)
- decorative metal flower boxes are found on the four central windows of the upper storey.
- blank west walls and rear elevations are rendered in smooth stucco.

Interior

- plaster detailing, arches and fireplace (with ship's medallion over) in the lobby
- spiral staircase with wrought iron handrail.
- beamed ceiling of the lobby and main floor lounge
- pair of tiled fireplaces in the lounge
- original dining room on the upper floor with heavy timber trusses.

REFERENCES

- Cook, Warren L. "Bodega y Quadra..." Dictionary of Canadian Biography Online. 2000.
- F.G. Consultants. "Take a Look Inside: The City of Vancouver Heritage Interiors Project"; unpublished, 1996.
- Kalman, Phillips and Ward. Exploring Vancouver. Vancouver UBC Press, 1993.
- City of Vancouver Archives: A set of original drawings including:
- Sharp and Thompson Architects dated March 1929; sheets 1 to 7
 - Structural drawings by F. W. Urry March 1929; sheets 1 and 3
 - Birmingham and Wood Architects renovations and additions 1961; sheets 1 to 4.
- City of Vancouver heritage planning files.
- Vancouver Public Library archival photos dated 1939; VPL 24911, 24914, 24915, 24916.
- Walker, Elizabeth. Street Names of Vancouver. Vancouver: Vancouver Historical Society, 1999.

QUADRA CLUB CONSERVATION PLAN

3.0 CONSERVATION PLAN

3.1 Assessment

The building is generally in good condition although has had a considerable changes to the interior for its various club uses over time. However much of the original 1929 detailing remains intact. In 1961 exits stairs and an elevator were added to the rear with internal renovations to the building occurring in 1965, 1971, 1982, 1989, 1995 and 2002.



Figure 3: Detail of West Hastings façade



Figure 4: View of rear (Cordova St.)

The exterior of the building features a highly decorated façade on West Hastings Street (Figure 3) with a plain side (west) elevation. The rear of the building (Figure 4) faces the new extension of West Cordova Street. The lower arched windows have replacement glazing in the original openings while the broad expanse of glazing above dates from the 1960's renovations.

Some of the building's original interior features are of interest include the lobby fireplace and over-mantle medallion (Figures 5 & 6), the painted false beams in the lobby (Figure 7) and the timber beams in the upper dining room (Figure 7). The bank of French doors above the entrance can be seen from the former Ladies Lounge on the second floor (Figure 8).

QUADRA CLUB CONSERVATION PLAN



Figure 5: Lobby fireplace



Figure 6: Detail of Ship medallion over fireplace



Figure 7: Detail of painted Lobby beam

QUADRA CLUB CONSERVATION PLAN



Figure 7: Upper Floor Dining Room trusses

Figure 8: Interior view of second floor French Doors

3.2 Conservation Strategies

Several options for conservation were explored (see MCMP Executive Summary) prior to determining that the conservation approach for the Quadra Club building is that of retention of the building's prominent front façade including:

- complete conservation of all West Hastings Street façade in situ including stone and brick detailing, wooden windows, decorative metal work and flagpole
- salvaging of key elements of the interior

3.3 Conservation Procedures / Outline Specifications

General Requirements

The work entails the rehabilitation of the façade of the historic Quadra Club building. As such the work to the exterior surfaces must comply with the outline specifications and as referenced in the Development and Building Permits for the site. Changes to this work require the city to issue a Heritage Alteration Permit. All heritage-related work is to be reviewed by the consulting heritage architect for the project.

The specifications outline the work that entails the review, protection, salvage and sampling of methods and materials for conservation work in addition to general rehabilitation work on site.

Temporary shoring of the façade has been designed to not damage masonry surfaces. Temporary protection is required to top of exterior wall.

Reference Standards

- Standards and Guidelines for the Conservation of Historic Places in Canada
- Annotated Master Specifications for the Cleaning and Repointing of Historic Masonry; Ontario Ministry of Citizenship and Culture, 1985.

The outline specification for conservation procedures includes:

QUADRA CLUB CONSERVATION PLAN

Outline Specifications

Element	Condition	Conservation Work
Roof	fair	to be replaced with new structural roof as part of new tower
Flag Pole	poor	new wooden flagpole to match original
Flashing	fair	new painted metal flashing
Parapet	fair	existing brick clad parapet to be retained and structurally restrained from behind - see Brick Masonry procedures
Brick Masonry	good	brick with brick and stone (painted) trim - undertake test samples of stone and brick surface condition - clean with low-pressure water wash and hand tools - hand tools for cleaning out mortar joints; - mortar to match existing in composition, strength, colour and pointing profile; - sandblasting and other abrasive measures not permitted; - coatings subject to review by preservation consultant
Stone Masonry	fair	stone has been painted - undertake test removal of paint to expose original stone - if successful then continue to removal all paint - if testing finds that stone would be damaged by paint removal, then clean and prep surfaces for repainting in colour to match that of stone
Wood Windows	fair	original double hung multi paned sash, including French doors over entrance - inspect for condition and complete detailed inventory - repair sash, frames and sills and repaint in original - replicate original wood frame sash at main floor
Metalwork	good	decorative metal balcony on second floor and flower boxes and replication of original iron railing along street - inspect for condition - prepare surface using hand tools for repainting in original colour

QUADRA CLUB CONSERVATION PLAN

Front Door	fair	not historic - replace with new glazed front doors in wooden frames - stain finish - hardware to be determined
Stair/Ramp	good	not historic - remove and restore areaway, entry steps to original
Signage	none	new signage as per MCMP elevations
Lighting	fair	1960's metal sconces to be removed - replace with modern lights recalling historic design - façade lighting to be installed in areaway
Fireplace / medallion	good	original fireplace and medallion in Lobby - to be documented, salvaged, protected and stored on site for possible reinstallation by commercial end user
Ceiling beams	good	existing false, decorated beams in Lobby - to be documented, salvaged, protected and stored on site for possible reinstallation by commercial end user
Timber Trusses	good	existing structural timber trusses in Dining Room - timber from these trusses will be documented, dismantled salvaged and sold

3.4 Maintenance Plan

For the long-term protection of the heritage building a Maintenance Plan is recommended to be adopted by the building owner or party responsible for the heritage features of the rehabilitated building. The Maintenance Plan should include provisions for:

- copy of the Maintenance Plan and this Conservation Report to be incorporated into the by-laws of the strata council and in the terms of reference for the management and maintenance contract for the building
- cyclical maintenance procedures are adopted as outlined below
- record drawings and photos of the building to be kept by the management / maintenance contractor with copy held by strata council
- records of all maintenance procedures to be kept by owner
- maintenance is not subject to a Heritage Alteration Permit, unless change in paint colour or material is contemplated
- all other changes to the building are subject to a Heritage Alteration Permit

Annual Maintenance

- gutter and rainwater leader cleaning and flushing out; repair where necessary for good

QUADRA CLUB CONSERVATION PLAN

- operation
- vegetation and landscaping at building face is controlled
 - roof is maintained
 - perimeter drainage is in good working order

Five-Year Maintenance Cycle

- inspect concrete and masonry surfaces
- inspect wood windows for repainting as required
- inspect wooden flag pole for conservation

Ten-Year Maintenance Cycle

- inspect roof, gutters and rain water leaders for condition; repair or replace as required
- inspect window sash, frames and sills for condition and repair as needed

Twenty-Year Cycle

- inspect roof for condition and life span

3.5 Heritage Building Colour Palette

The colour scheme for painted surfaces is based a colour palette and placement is typical of buildings of this vintage. Actual colours to be confirmed with site sampling. The colours proposed are matched to those of Benjamin Moore colours:

Flashing and Trim	BM VC-15	Haddington Grey
Flag Pole:		clear varnished wood
Wood window sash:	BM VC-31	Mellish Mahogany
Decorative Metalwork:	BM VC-35	Gloss Black
Stone Masonry*	BM VC-15	Haddington Grey
* if removal of paint is not successful		
Front Doors:		clear varnished wood

QUADRA CLUB CONSERVATION PLAN

3.6 Historic Interpretation

An permanent Interpretation Program, details be determined, will be established for the building (perhaps in the tower lobby or adjacent to the Quadra Club entrance), of historic photos and memorabilia as part of a designed installation and may include stories about the history of the building from former members or focus on Bodega y Quadra, the 18th c. explorer after whom the original club was named. Options for exploration include panels or installation in metal, glass, set into the floor (or the pavement outside) or a media piece (video info screen).

3.7 Heritage Consultant

Robert Lemon Architect Inc. has been retained to provide heritage consulting advice for the duration of the project.

4.0 STRUCTURAL ENGINEER'S REPORT

submitted under separate cover

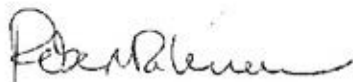
5.0 CODE COMPLIANCE PROGRAM

submitted under separate cover

6.0 FINANCIAL INCENTIVES

submitted under separate cover

Respectfully Submitted
ROBERT LEMON ARCHITECT INC.



Robert G. Lemon MAIBC

GUINNESS TOWER STATEMENT OF SIGNIFICANCE

STATEMENT OF SIGNIFICANCE

16 July 2010

GUINNESS TOWER

1055 WEST HASTINGS STREET, VANCOUVER

Note: this SOS is prepared for Oxford Properties for municipal heritage planning purposes. The consent of the owner must be secured for the SOS to be used for other purposes including possible listing on the provincial or federal registers of historic places.



Figure 1: Detail of ceramic mural in lobby

HISTORIC PLACE DESCRIPTION

The Guinness Tower is located in downtown Vancouver on a large site on West Hastings Street and has frontage on the recently established Cordova Street extension. Architecturally, it is an excellent example of late modern high rise commercial architecture. The building's 23 storey concrete frame tower has a two storey recessed base with office tower floors above and a three level parkade base with distinctive spiral access ramp. It is located to the west of the former Quadra Club building.

The building is not listed on the Vancouver Heritage Register, but was identified in the Recent Landmarks inventory in the "B" Category.

GUINNESS TOWER STATEMENT OF SIGNIFICANCE



Figure 2: View from Cordova Street

HERITAGE VALUE

The Guinness Tower is of heritage value for its contribution to the urban context, for its siting and architectural design and for the integration of a superb art installation in the lobby. The building was built by British Pacific Building Ltd. in 1967-69 to designs by Charles Paine Architect. Paine also designed the Oceanic Plaza tower across the street a decade later. Its opening in October 1969 by Arthur Francis Benjamin Guinness, The Earl of Iveagh is commemorated by a granite plaque near the entrance. Decorative bronze motifs reflecting the Guinness family's Irish heritage – a harp, boar passant and an eagle atop a pedestal - are found surrounding the building on the white marble cladding of the upper part of the recessed base.

The building is sited on what was at the time the edge of the downtown peninsula on a cliff edge above the rail yards and original shoreline of Coal Harbour. With its neighbours, the Quadra Club and Marine Building, it marks the edge of downtown Vancouver at the time. Its close proximity to the harbour is reflected in some of the design motifs of the building and is directly referenced in the lobby mural.

Its rectilinear slab shape, typical of early modernist towers (eg. Burrad Building and BC Electric

GUINNESS TOWER STATEMENT OF SIGNIFICANCE

Building) is reflective of its internal layout, with two broad office bays (32 feet span) and central service core (28 feet span). This three-part plan is directly expressed at the shorter end elevations where the central core element rises two storeys above the top office floor and is clad with same granite as the vertical fins (Figure 2). This design emphasizes the slab shape and creates a distinctive skyline profile. This effect is highlighted by the vertical fins of dark green granite which emphasize the slenderness of the building and create a strong contrast to the simplicity of the aluminum curtain wall glazing which clads the building (Figure 3). Mechanical equipment occupies the unlucky thirteenth floor and is expressed on the exterior with ventilation louvers.

The lobby of the building (Figure 4) is of great interest for its cool modernist design counterpointed by an enormous ceramic bas-relief mural entitled “The Fathomless Richness of the Seabed” by noted artist Jordi Bonet. Its rich use of green and blue colourations, deep incisions and relief shapes is an abstraction of marine life (Figure 1), and is a nod to the richly figurative terra cotta decorations on the nearby Marine Building of four decades earlier. (It is interesting to note the Paine’s architectural office was located in the Marine Building when he designed Guinness Tower.)

Originally from Spain, Jordi Bonet (1932-1979) came to Quebec in 1954. From the late 1950’s until his death, Bonet created important installations using ceramic, concrete, glass and aluminum for public, corporate and religious commissions. Notable among these are the stained glass panels at “Our Lady of the Sky” chapel at New York’s John F. Kennedy Airport and an immense cast concrete triptych at Quebec’s Grand Theatre. In Vancouver Bonet designed a vertical concrete panel on the exterior of an apartment building at 845 Chilco Street.



Figure 3: Detail of granite fins



Figure 4: Lobby and ceramic mural by Jordi Bonet

CHARACTER DEFINING ELEMENTS

GUINNESS TOWER STATEMENT OF SIGNIFICANCE

The building's main heritage features are its exterior facade,

Exterior

- the building location in block adjacent to Quadra Club and Marine Building
- design responds to original shoreline siting
- composition of slab tower with recessed base, stepped articulated tower form and projecting penthouse element
- surrounding open plaza and context
- expressed mechanical floor @ 13th level
- materials and colour, green granite, white marble, aluminum curtain wall, spandrel
- Irish and Guinness family decorative bronze emblems: harp, boar passant and eagle

Interior

- lobby with gridded illuminated ceiling
- Jordi Bonet ceramic mural

REFERENCES

Prints of original drawings reviewed include:

Charles T. Paine Architect, June 1967; Drawings A1-A33 (A9 - typical office floor plan - is missing)

Notes: cladding of vertical fins and piers originally specified as terra cotta tiles
Roof of spiral ramp had a pool
Lobby flooring specified as ceramic tile on concrete in a rectangular grid pattern which extended to the plaza areas
Two penthouse floors indicated rentable space (no elevator access)
There is no indication of the ceramic mural in the lobby nor the decorative bronze emblems on the exterior

Unecon Engineering Consultants (structural engineering drawings); Drawings S1-S33

Notes: concrete frame and cast in place joist system
Spans on typical office floor are 32' / 38' (core) and 32'

Kalman, Phillips, Ward. Exploring Vancouver. Vancouver UBC Press, 1993

City of Vancouver heritage files

City of Vancouver "Public Art Walk: Downtown Shoreline" brochure

Bernard Burke, Bernard. The Genealogy and Heraldic Dictionary of the Landed Gentry of Great Britain and Ireland. Oxford University, 1862.

Guinness Brewery website

RESEARCH NOTES

GUINNESS TOWER STATEMENT OF SIGNIFICANCE

The decorative bronzes that are found on the building represent aspect of Irish heritage and heraldry:

Harp: Arthur Guinness & Sons deliberately chose the harp symbol as its logo or symbol to appeal to nationalist pride in Ireland. The harp is also a symbol of Ireland, which appears on the back of their coinage. The Irish Government and Guinness versions of the symbol are identical, except for the fact that the Guinness Harp faces left, while the official government version faces right. (Source: Guinness website)

Boar Passant (walking): the boar is a symbol of bravery

Eagle: on a pedestal preying on a bird’s leg; the eagle symbol is a protector, a person of action, noble nature, power, strength. In Ireland the eagle, along with other birds, was regarded as one of the 'demons of the air' and was thus a very popular and powerful charge.

Both the boar and the eagle are mentioned in the Guinness family entry in The Genealogy and Heraldic Dictionary of the Landed Gentry of Great Britain and Ireland.

The Guinness family coat of arms (Figure 5) features a lion (fierce courage) and a red hand (the mark of a Baronet; in Ireland the open red hand is often a symbol of the Province of Ulster). None of the symbols on the Guinness Tower appear in the family coat of arms.



Figure 5: Guinness family coat of arms

