

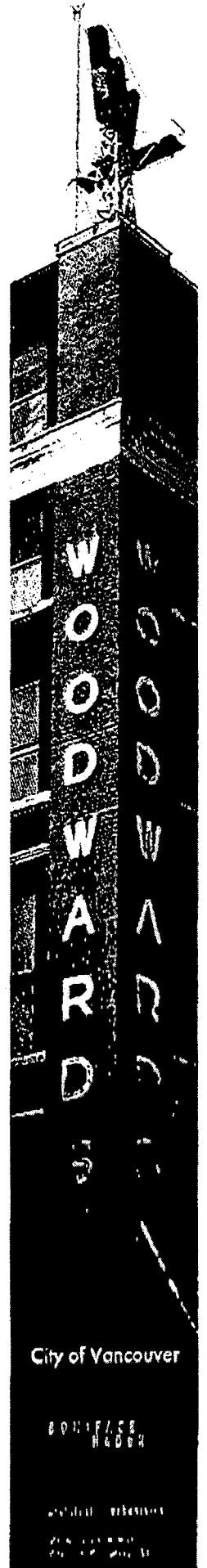
**Appendix A**

**WOODWARD'S**  
**Urban Design Guidelines**

March 23, 2004

**City of Vancouver**

Note: To be converted into standard City guideline format after Council approval.



City of Vancouver

BOUFISS  
H&OCH

Architectural Services

1000 Burrard Street  
Vancouver, BC V6Z 1G6

# **WOODWARD'S**

## **Urban Design Guidelines**

March 23, 2004

### **CONTENTS**

- 1.0 Introduction
- 2.0 Neighbourhood Character
- 3.0 Use and Activity
- 4.0 Heritage Conservation
- 5.0 Access and Parking
- 6.0 Sustainable Initiatives
- 7.0 Livability
- 8.0 Development Form and Character
- 9.0 Development Illustrations
- 10.0 Precedent Photos

### **City of Vancouver**

With the assistance of

**Hotson Bakker Boniface Haden**  
**Architects and Urbanistes**

## **1.0 INTRODUCTION**

### **1.1 Intent of the Guidelines**

Guidelines are a device to establish the appropriate planning and design direction for a part of the city, or for a specific site. They also offer the means to measure a proposed site planning approach and to assist in the evaluation of a project's design.

The guidelines developed for the Woodward's site are specifically intended to assist in the Request For Proposal stage for the redevelopment of the property, administered by the City of Vancouver. They are intended to provide guidance for the development of a site, not regulations, and to be applied in a flexible manner so that a variety of design approaches are possible. Although written in a specific order, this does not represent any order of priority. Where a certain guideline is considered to be required, it is emphasized as such to indicate that it is an essential element of the project that will be generally expected. All other guidelines are considered to be discretionary in nature but represent performance goals that will be expected in most circumstances because they satisfy the public's interests and City preferences for the site. Nonetheless, a design of extraordinary uniqueness and exemplary quality that is evident in the landmark character of several other buildings in the area, enhances the heritage district and may become a new pivot for the historic skyline, may be considered even if it does not exactly meet all the guidelines.

The guidelines for Woodward's fall into seven broad categories:

- Neighbourhood Character
- Use and Activity
- Heritage Conservation
- Access and Parking
- Sustainability Initiatives
- Livability
- Form and Character

Each of these subjects is developed through a list of guidelines comprised of text and illustrations, where appropriate, to convey intent.

### **1.2 The Woodward's Site**

The Woodward's site comprises the entire Woodward's Department Store complex constructed in twelve phases between 1903 and 1957. It occupies one-half of the city block bounded by West Hastings Street, Abbott Street and West Cordova Street. The building

is listed in the “C” category of the Vancouver Heritage Register and is municipally designated.

The complex is significant because of its past dominance in the retail shopping scene in the city, the enduring loyalty to the store by Vancouverites, and the retail experience it provided which is perhaps best remembered through its Christmas display windows. The character defining elements of the complex include the following:

- The 1903-08 store with its reddish-brown brick, brick and stone piers and stone string courses at street level, giant pilasters, recessed spandrels and string courses, double-hung windows, rusticated stone sills, and classical entablature and cornice;
- The similarly-treated later phases;
- The contrasting character of the 1946 addition with its steel frame, industrial windows;
- The mass and siting of the buildings at the street property lines;
- The centrally-located water tower and with the highly-visible, operating “W” and its supporting pylon; and
- The detailed treatment of the facades at street level, particularly the display windows and art deco canopy, adding to pedestrian interest.

### **1.3 Project Influences**

There are several key elements that will influence the future of the Woodward’s project:

- The project timing and resultant market conditions and construction costs at the point in time that development proceeds;
- The social, political and economic parameters that are assumed in structuring the proposed development;
- The assumed street and lane configuration and the plan for a future streetcar on West Cordova Street;
- The morphology of the immediate neighbourhood and the extent to which this existing fabric influences the design of the site; and
- The extent of existing built form that is retained and integrated into the new development.

In preparing the guidelines the following assumptions are made for each of these influences:

**Timing and Market:**

- The project will proceed within the next year and current market conditions are assumed. Residential is expected to be the most attractive use at the present time.

**Social, Political and Economic:**

- A minimum of 100 units of non-market housing with a mix of family and non-family units will be accommodated in the development.
- There will be strong political support for the development to proceed.
- The type and density of land use will be approved by Council to allow for the economic development of the site. A rezoning of the site may be required.
- The development will serve to revitalize the neighbourhood economically and provide a sense of security for the existing, low-income community.

**Streets and Lanes:**

- The existing pattern and carrying capacity of surrounding streets will be maintained.
- The existing lanes at the west edge of the site will remain and an east-west lane will not be required through the site.

**Streetcar:**

- A future alignment of the streetcar system along Cordova Street should be assumed.

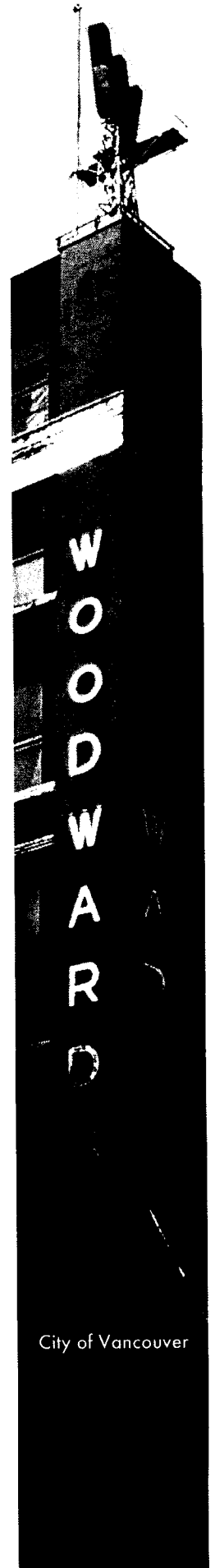
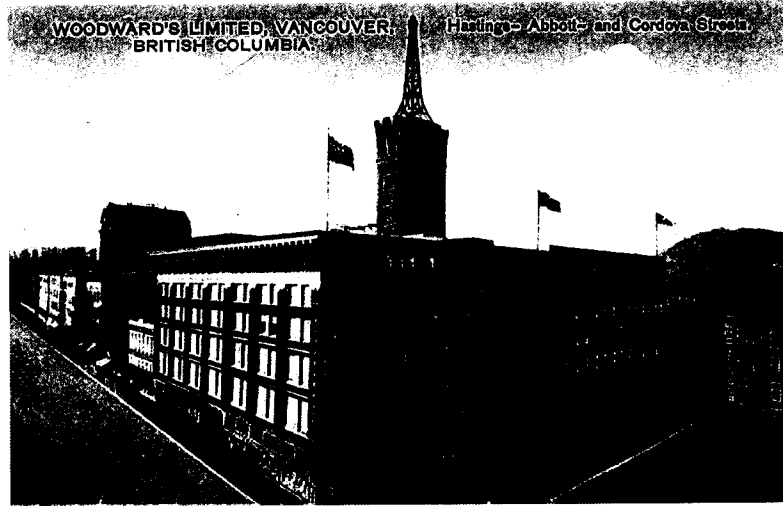
**Neighbourhood Character:**

- The existing character of the surrounding neighbourhood is expected to survive into the future and will become the point of departure in deriving an appropriate built form and massing for the site.

**Retained Built Form:**

- At a minimum, the 1908 building will be retained and restored. This is mandatory according to explicit Council policy.
- Additional building retention will be considered to be a significant benefit to the project, especially the 1925 extension to Cordova Street.
- Incentives will be available for heritage conservation pursuant to the City's Building Revitalization Program for Gastown, Chinatown and West Hastings Street.

**Historical Photos**



City of Vancouver

## **1.4 Neighbourhood Morphology**

There are three character areas surrounding Woodward's that present clues as to the appropriate form for the redevelopment of this site.

Victory Square is an historic character area containing several excellent heritage structures, several constructed with stone facades. This precinct also has the only significant open space in the neighbourhood, best known for its ceremonial function on Remembrance Day. Building heights in this area vary with the highest building being The Dominion Building at 46 metres.

Gastown is the historic core of the City of Vancouver, and is the city's earliest, most historic commercial and warehouse district. The majority of the building stock within the area was built between 1886 and 1914, and is characterized by masonry construction. Buildings are built to the street frontages and their height varies between two and seven stories, resulting in a characteristic "sawtooth" pattern. The historic area boundaries are irregular and contain about ten city blocks.

The West Hastings Street Corridor is a traditional commercial street originally developed at the turn of the last century, forming the immediate context in which Woodward's sits. This area is characterized by structures of varying widths and heights built to the frontage property lines along West Hastings Street. The individual buildings, when experienced together, form a richly diversified streetscape. Roof heights vary widely with no predominate datum line. The future character of Hastings Street will depend on the type of land use, the density, and the form of development ultimately defined by the City of Vancouver, as well as the market response to that strategy. Clearly, Woodward's will be a significant influence on this future.

## **1.5 Common Themes**

Several, common urban design elements can be drawn from each of these surrounding areas that not only inform the development of the Woodward's site, but also set precedent for the redevelopment of other under-utilized sites within the West Hastings corridor. In addition to these elements are the characteristics of the Woodward's Building itself that have been identified in section 1.2.

Common characteristics include the following:

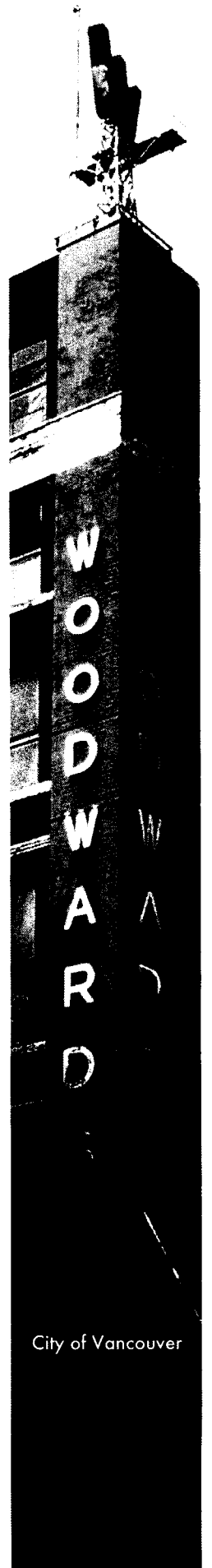
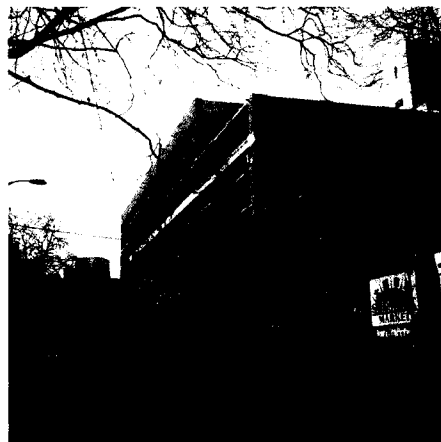
1. Buildings are relatively narrow in width, vertically proportioned, and built to the front property lines of the streets they face;
2. Buildings are arranged in a contiguous, street-wall pattern, with no on-street open spaces or vehicular crossing points;

3. Facades vary in height and have horizontal datum lines in their detailing;
4. Roof levels vary in height and are often expressed with protruding cornices at eave lines;
5. Window openings are punched into façade finishes;
6. Two tower forms dominate the neighbourhood, both landmark buildings with unique roof forms:
  - the Dominion Building is slab-like, given its moderate height, resulting in a robust, distinguished form,
  - the Sun Tower is a very small footprint building placed on top of a more dominant, street-wall podium building, in character with the neighbourhood;
7. Ground floors of all buildings contain active uses like retail, restaurant or institutional functions;
8. A high level of pedestrian activity has historically occurred at street level.
9. Within the Woodward's block there are municipally protected heritage buildings, including the Flack Block, the Commercial Hotel, and the Cambie Hotel all of which will remain;
10. The vacant site on West Cordova Street west of Woodward's is zoned DD with a height limit of 46 metres/150 feet.

*These elements should form the basis of the physical characteristics of the redevelopment of Woodward's, reinterpreted in the context of the present time.*

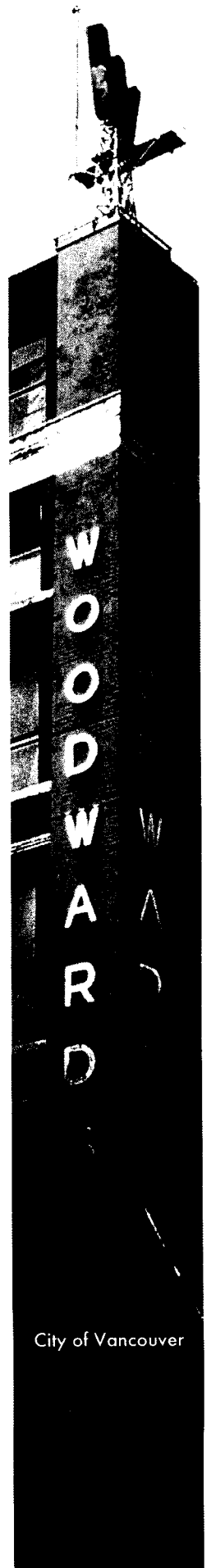


**Area Photos - Hastings Street**



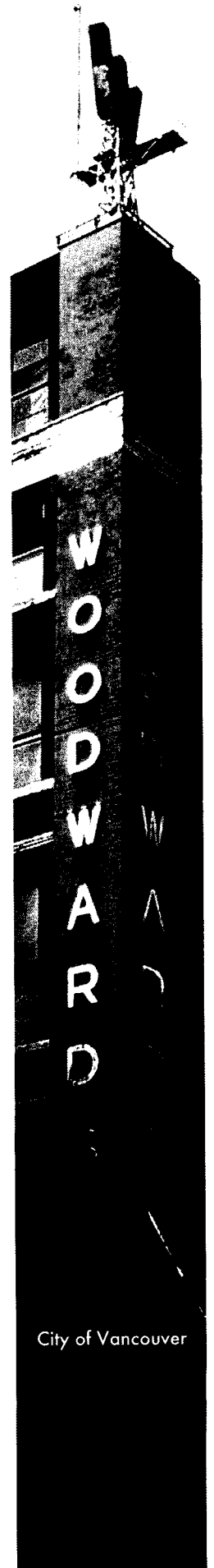
City of Vancouver

**Area Photos - Hastings Street**



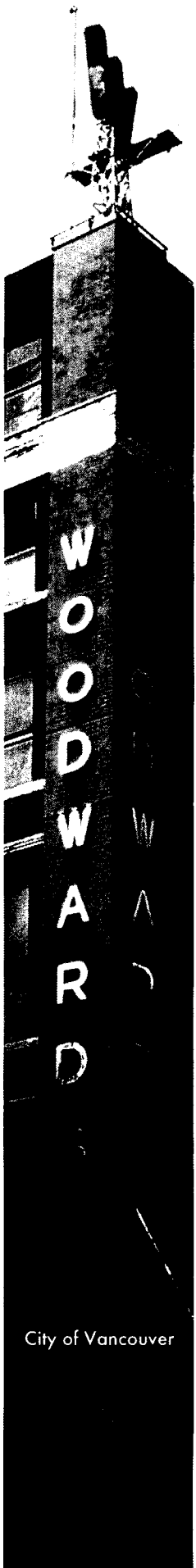
City of Vancouver

**Area Photos - Abbott Street**



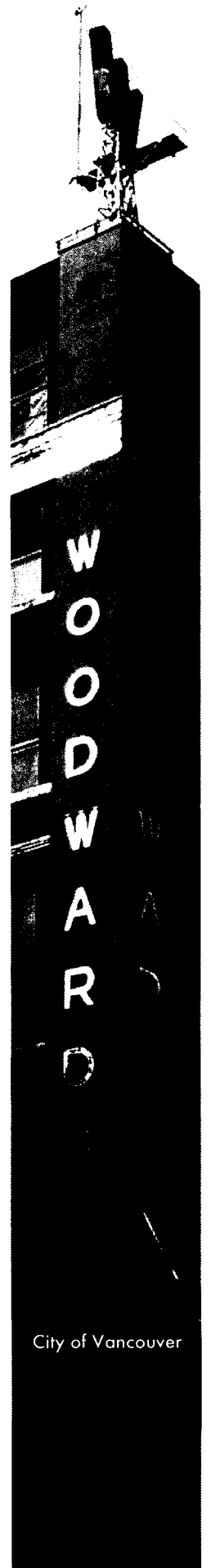
City of Vancouver

**Area Photos - Cordova Street**



City of Vancouver

**Area Photos - Victory Square**



City of Vancouver

## **2.0 NEIGHBOURHOOD CHARACTER**

### **2.1 Revitalization of the Precinct**

The City of Vancouver sees the redevelopment of Woodward's as a catalyst towards the revitalization of the general well-being of the West Hastings corridor and Downtown Eastside. Proponents may find that they can involve the participation of other property owners and tenants of the neighbourhood in advancing a common set of goals and approaches that will benefit the broader community.

*The redevelopment of Woodward's should strive to introduce both uses and design approaches that will stimulate the upgrading of other properties in the immediate surroundings to achieve an improved quality of life and built form in the neighbourhood.*

*The project should include community and social uses that provide activities and services to the neighbourhood.*

### **2.2 Improved Streetscape Design**

The development can make an important contribution to this neighbourhood by improving the quality of streetscape design around the building.

***Requirement:*** *The project shall contribute to the upgrading of the streetscape along all three frontages including paving treatments, lighting, street trees, signage and public art features to improve the overall amenity of the street.*

### **2.3 Continuous Rain Protection**

Pedestrian comfort is essential to the achievement of a positive street level experience in the Vancouver climate. Woodward's is known for its deep, well-scaled canopies, covering a large portion of the sidewalk, while recognizing that the design resulted in a somewhat dark environment under the covered area.

***Requirement:*** *A continuous, fixed canopy treatment is required along all frontages of the Woodward's site, designed to allow for light penetration to the sidewalk below.*

## **2.4 Ground Floor Permeability**

One of the impacts of a large development footprint is that minor pedestrian routes are less likely to exist across the site and long street frontages may result in a less interesting streetscape. In the case of Woodward's, there is also no lane through this portion of the block.

*Subject to the make-up and configuration of ground floor uses, efforts should be made to create a cross-block pedestrian connection through the building to increase the permeability of the ground floor.*

*Interior public spaces should be considered as part of the ground floor amenity of the project provided that the solution does not include a traditional interior retail mall which would take activity away from the street.*

*Storefronts should be designed to be as open and transparent as possible, maximizing pedestrian interest through high quality retail displays.*

*Entrances to interior uses should be conveniently located but limited in number and width so as to not take away valuable retail frontage on street level.*

## **2.5 Community Linkages**

Part of the contribution that a project can make to its immediate surroundings is the creation of linkages. Through the choice of uses and pedestrian design strategies that reach out to the neighbourhood, the broader community will benefit.

*Consideration could be made to the inclusion of a pedestrian bridge connecting the site to the Cordova Street Parkade, recognizing that such a connection will take pedestrian activity away from the West Cordova Street level.*

## **3.0 USE AND ACTIVITY**

### **3.1 A Mixed-use Strategy**

Where a mixture of uses is included in the make-up of a large development, greater diversity and variety of experience results.

*Encourage a broad range of uses and activities in the Woodward's project including, but not limited to:*

- *retail,*
- *office,*
- *institutional,*
- *community,*
- *social services,*
- *cultural,*
- *non-market residential,*
- *market residential,*
- *live-work studios,*
- *recreation, and*
- *parking.*

### **3.2 Retail Continuity**

Continuous retail, with narrow widths, establishes greater diversity and a stronger street level experience. However, not every ground floor of the city can equally support retail activity.

***Requirement:*** *Continuous retail shall be included along the West Hastings Street frontage, with individual storefronts ideally set at a maximum of 15 metres in width, consistent with the historical pattern of adjacent development.*

*The second priority retail frontage is Abbott Street, with West Cordova Street being the third priority frontage. These two frontages should be designed with a strategy for interim functions if retail use is not economically viable at the outset of development.*

### **3.3 Institutional Generator**

Institutional use can be a significant generator of public activity giving life to a building and its surroundings. It can also include spaces like classrooms and offices that are more



private and introverted in nature.

*Locate public-oriented, institutional uses like theatres, auditoria and meeting room facilities centrally within the block to draw people into the complex.*

### **3.4 Office/Institutional Space on Secondary Levels**

Offices are a less public use and contribute less to the pedestrian experience.

*Locate any office tenancies and less public, institutional functions on secondary floor levels rather than on prime, ground floor locations.*

### **3.5 The Attraction of Food**

Food generates significant public activity, both as a shopping and eating experience. The tradition of the original Food Floor of the Woodward's store served as a landmark in downtown Vancouver for decades.

*The inclusion of a food store, or a series of market-style shops, and one or more restaurants or take-away food shops, is a priority for the new development.*

### **3.6 Balancing Community Interests**

Certain spaces for community uses and services that support residents of the surrounding area would be of benefit to the neighbourhood. At the same time, it will be important that the market opportunities of the development are viable and that a positive experience is created for all users.

*There should be a careful balance between social services and community facilities, with the market uses of the development, to ensure that the project is equitable to all interests within the complex and surrounding community.*

### **3.7 A 24-Hour Facility**

It is important that the project not die at 5 in the afternoon. The inclusion of residential use and night time activity will extend the life of the complex.

**Requirement:** *A significant proportion of market and non-market residential use must be included in the program for the complex, appropriately located to ensure proper standards of livability for the residents.*

*Allow for night-life in the complex by considering the inclusion of rental spaces for activities like movies, live theatre, bowling, and food and beverage facilities like restaurants and night clubs.*

### **3.8 Non-Market Housing Mandate**

Non-market housing is anticipated by agreement between the City of Vancouver and the Province of B.C. for 100 units with a mix of 40% family and 60% non-family.

*Ensure that the non-market housing component of the project is accommodated in a location and configuration that satisfies all of its particular requirements.*

### **3.9 Market Housing Opportunity**

A significant component of market housing, in the form of rental, co-op, or condominium tenure, will be key to the economic viability of the redevelopment of Woodward's. Market residential use could take advantage of the existing building fabric benefiting from high floor to floor heights and large floor plates ideally suited to loft-style housing.

*A variety of market residential units should be developed to realize the best economic advantage for the project while providing for varied occupancies including families, singles and seniors.*

*New market residential should be considered on the West Cordova Street frontage to take advantage of the views towards Burrard Inlet and the north shore mountains, and to place it close to the amenities of Gastown.*

### **3.10 Live-Work**

There has been a significant market in Gastown and the northerly edge of the Downtown Eastside for live-work accommodation.

*Live-work accommodation should be considered for inclusion in the project. This use*

*Live-work accommodation should be considered for inclusion in the project. This use might be located in areas of the building that have less exposure to view, or are closer to grade, where studio spaces could add to the public experience of the complex, while ensuring that the impacts of work-related activities are mitigated.*

## **4.0 HERITAGE CONSERVATION**

### **4.1 1908 Building Priority**

The entire Woodward's complex is a protected (designated) heritage building. The original store was a wood frame structure built in 1903, and added to in 1908, located at the corner of West Hastings and Abbott Streets. The Woodward's Statement of Significance concludes that, in addition to the 1903-08 building, the other important pieces include the 1925 wing and the illuminated "W". Other parts of the building with heritage value include the 1927 addition that supports the "W" and the 1939 block that contained the auditorium/gymnasium.

***Requirement:** The 1903/1908 building of the Woodward's complex must be retained in its entirety and restored as a key part of the redevelopment.*

### **4.2 Prominence of the "W"**

The rooftop "W" sign consisting of its steel tower and the rotating neon "W", has been a symbol of the Woodward's store and an icon on the Vancouver skyline for decades.

***Requirement:** The Woodward's "W", preferably with its supporting steel tower, shall be retained in the new development and made fully operable and illuminated to ensure its prominence on the Vancouver skyline.*

### **4.4 Respecting the Woodward's Building**

All components of the Woodward's Building add to the historic character of this block and its surrounding context. The extent to which portions of the building, in addition to the 1903-08 section, are retained, or respected in the design of new facades, will have an impact on the "fit" of the new development in its context.

*The new development should retain additional portions of the Woodward's complex, beyond the 1903-08 section, where possible. If new construction is considered necessary it should respect elements of the original design like height, location of cornice lines and scale of openings in the design of new facades.*

## **4.5 Distinguishable New Construction**

A debate often ensues on the appropriate design aesthetic for new construction built adjacent to historic fabric. The City of Vancouver's Principles for Heritage Conservation state that new work should be distinguishable from the old through the use of new additions and materials in mass, scale, proportion, material, detailing and colour.

*New construction on the site should be contemporary in character and not literally copy the historic character of the Woodward's Building. However, it should respect elements of the former, or adjacent, buildings on the block as described in 4.4 above.*

## **5.0 ACCESS AND PARKING**

### **5.1 Streetcar**

City Council has approved a streetcar alignment which would use the north curb lane on Cordova Street. The nearest stop is planned for the block between Abbott and Carrall Streets. Staff are currently exploring the possibility of also locating the streetcar in the south curb lane on Cordova Street.

*Development on the Woodward's site needs to be designed to take advantage of the future streetcar line.*

### **5.2 Service and Parking Access Points**

Currently, there is no east-west lane crossing the site. There is an adjacent lane that L's along the west property line that provided parking and truck service to the original store. The block east of the site has a lane that ends at Abbott Street.

*Access for both truck servicing and parking could make use of one, or both, of the existing lane alignments east and west of the site as the point(s) of entry to the property. Priority should be given to accessing the property from the lane on the west property line.*

### **5.3 Parking and Service Areas**

Parking is anticipated to be provided on-site, or within the City-owned parkade across Cordova Street (where up to 500 parking spaces are available to this development). On-site parking is preferred for residential uses in the project. A reduced parking ratio may be considered given the downtown location with its excellent access to public transit and the availability of parking spaces in the City-owned parkade on the north side of Cordova Street.

**Requirement:** *All parking provided on the site shall be concealed from view from the surrounding streets. All loading bays must be on-site.*

*Service areas should be set back from the adjacent street and concealed through screening or overhead doors.*

*Care should be taken in the illumination of these areas to avoid light spill-over onto adjacent streets.*

*Passenger drop-off zones may be established on the street.*

#### **5.4 Cordova Parkade Bridge**

Parking is available to this development within the City-owned parkade located on the north side of West Cordova Street. Provision has been made to connect this parkade to the site by means of an overhead pedestrian walkway.

*In the event that it is deemed appropriate to connect the Woodward's site to the Cordova Parkade, the bridge should be designed to be as narrow as possible, with a minimum clearance from the street to the bridge of six metres. It should also be visually transparent, with the sidewalls fully glazed.*

## **6.0 SUSTAINABILITY INITIATIVES**

### **6.1 LEED Certifiable Target**

The extent to which the project can be sustainable will depend upon elements of its design and construction as well as the operations management of the completed development. The suggested standard for measuring targets of sustainability for this project is LEED – Leadership in Energy and Environmental Design. The RFP evaluation will positively acknowledge the extent to which LEED criteria are achieved.

*The Woodward's projects should aim to be LEED Certifiable.*

### **6.2 Building Preservation**

One of the first levels of achievement in sustainability is the retention and renovation of buildings. In the case of this development, the more building that is retained could be construed to be a higher achievement of sustainability. For example, reduced demolition results in less trucking and landfill impacts. By retaining the building there is less forming and concrete required. As well, the existing building has high floor to floor heights which are more expensive to construct new and benefit residential unit designs, like lofts.

*Building preservation and renovation/restoration is encouraged to the greatest extent possible.*

### **6.3 Demonstrating Energy Alternatives**

The opportunity exists to use alternative forms of energy like ground source geothermal or photovoltaics, and to demonstrate this to the public.

*The development should explore the possibility of creating a demonstration project in the use of alternative forms of energy, or any other aspect of sustainability deemed appropriate.*

### **6.4 Green Roofs**

The single most important issue in environmental sustainability is better management of storm water. In the Vancouver climate, the retention of the first 13mm of storm water goes a long way to reducing the charging of the city storm water system. Techniques to achieve



**this target include minimizing impervious cover, natural infiltration, on-site detention tanks with a slow release mechanism, and the use of green roofs.**

***The project should consider the installation of green roofs to retain the first 13mm of storm water.***

## **7.0 LIVABILITY**

### **7.1 Accommodation for Families**

The inclusion of family housing in the development will increase the social diversity of the project.

*Family housing units should be located in the building in close proximity to common outdoor areas with proper solar exposure for play and recreation space.*

### **7.2 Child Care**

A child care facility provides support for families with children and for those who may work in the building and would benefit from a place to leave children during the day.

*One child care facility should be included in the complex with requisite secure, outdoor play space.*

### **7.3 Resident Outdoor Space**

Outdoor space for general use by residents of the project adds a level of amenity and livability.

*Semi-private outdoor space for resident use should be provided in the development, located on building roofs. An internal courtyard could also be used by residents as semi-private space if it is not devoted to public use.*

*Private outdoor space should be considered adjacent to individual units either as open, or enclosed, balconies. This treatment is a divergence from the existing fabric of the building facades and both balcony types should be contained within the existing line of the brick facades.*

### **7.4 Indoor Amenity Spaces**

Amenity spaces like fitness rooms, spa, social lounges, workshops and meeting rooms are important features for the use and enjoyment of the residents and assist with the marketability of a project.

*Amenity spaces for resident and tenant use should be provided in the project, ideally located adjacent to usable outdoor space.*

## **7.5 Maximizing Views and Sun**

Excellent views towards the north shore mountains and Burrard Inlet are afforded from the site, above the level of the City's new Cordova parkade. Sun access into the site from the south will be affected by the location and height of new buildings.

*Higher residential forms should be located towards Cordova Street to maximize views towards the north shore and to allow sun penetration into courtyard and roof top spaces from the south.*

## **8.0 DEVELOPMENT FORM AND CHARACTER**

### **8.1 Respecting Neighbourhood Character**

The Woodward's building complex has been the cornerstone in a neighbourhood that has strong historical roots and has maintained, often through neglect, its heritage resources. The issue is the extent to which this historic fabric will endure through redevelopment or whether it will be largely replaced with a form that achieves higher density, resulting in different building typologies.

*The scale of built form, the proportions of solid to void, and the materials and textures of the neighbourhood should be respected in new buildings on the Woodward's site, explicitly where buildings are retained, and within a contemporary aesthetic where new buildings are proposed.*

### **8.2 Build-to Line**

The existing buildings on the site are built at, or near, the legal property lines of the site.

*Buildings in the development should be constructed at the lines of the existing building frontages up to the height of the existing frontages on all streets with the exception of recessed entrances to retail stores or to building lobbies.*

*New construction above the height of the existing facades should be set back a minimum of six metres.*

### **8.3 West Cordova Street Axis**

The West Cordova Street "bend" occurs near the north-west corner of the Woodward's site. This prominent location could be marked by placing a dominant building or feature at this corner. In the case of a tower form, the precedent for this location would be the Sun Tower where a vertical building element is placed on top of a high street wall, base building.

*The dominance of the axial view looking east down West Cordova Street could be marked by locating a high building element at the north-west corner of the site, set back from a base element of comparable scale to the existing façade on West Cordova Street.*

## **8.4 Location and Character of Taller Buildings**

There are advantages in locating higher building forms to the northerly part of the site. The historic scale and character of West Hastings Street can be preserved while allowing greater sun penetration into potential open space on the site. In developing this guideline there are two scenarios that are considered meritorious for taller building elements: a slab building along West Cordova Street; and, a tower at the north-west corner of the site. Both a slab and an appropriately scaled tower are options that respond directly to the historic building morphology of the area.

*Taller building elements should be placed towards the West Cordova frontage of the site with buildings on West Hastings Street at, or below, the scale of the existing buildings along this frontage.*

*A continuous slab form, built above the scale of the existing West Cordova Street frontage, is considered appropriate. A setback of six metres from the face of the existing building would assist in distinguishing the upper portion of slab from its base. The facades of new slab forms should be articulated to create a vertical expression, related to the characteristics of the neighbourhood.*

*A tower form would be appropriately located at the north-west corner of the site, addressing the axial relationship of West Cordova Street. The tower must distinguish itself from typical modern towers being developed elsewhere in the downtown area. It needs to respond to key design characteristics of the historic, taller buildings in the area, including:*

- *A tri-partite composition of base, mid-section and top;*
- *A roof that creates a distinct cap, inhabited by the building's use;*
- *A slim proportioning of the tower achieved by a small floorplate area related to building height;*
- *A floorplate area of approximately 420 square metres/4500 square feet above 46 metres/150 feet;*
- *Floorplates of decreasing area near the top of the tower.*

## **8.5 Upper/Lower Building Relationship**

These guidelines are written to be flexible with respect to the degree of building retention assumed in the development. However, they encourage the retention of the existing fabric by allowing building heights up to that of the existing building on all frontages, with any higher building elements set back from this line. The relationship between these higher, new portions of the building and the lower "base" component is crucial.

*Higher building elements should grow out of the building base rather than simply being*

*placed on top. A precedent for this treatment is the manner in which the Sun Tower reads as both a distinct tower element and yet is strongly tied to the street-related, base element.*

## **8.6 Placing the "W"**

The Woodward's "W" sign has been identified as one of the mandatory heritage resources to be retained in the ongoing development.

*The "W", preferably with its supporting steel tower, should be located either at its present position or moved to a new high point on the site, atop the tallest building. It might also be used as the axial marker referred to in 8.3 above.*

## **8.7 Ground Floor Diversity**

The pedestrian experience at street level is highly influenced by the degree of animation that occurs from retail and restaurant uses. The design of storefronts is important to achieving this objective.

*Ground floor diversity should be achieved through many narrow frontages for retail and other public-oriented uses. Storefront designs should be transparent, with individualized entrances and display windows.*

## **8.8 Major Outdoor Space**

The number of people likely to be living on this site would benefit from the inclusion of an outdoor space for resident and tenant use.

*A significant open space should be incorporated into the design, in a courtyard configuration with optimal solar orientation, for resident and tenant use. This courtyard would also afford an opportunity to include a "green roof" into the design of the complex.*

## **8.9 Rooftops for Living**

In addition to the open space referred to above, there may be opportunities to use rooftops for outdoor living space.

*Consideration should be given to utilizing roofs of the development for both private outdoor patios and for communal outdoor activities.*

## **8.10 Height**

Building heights within the development have been considered in the context of the overall neighbourhood character as well as the form and character of the existing building fabric. Assuming that taller buildings are included in the development for residential use, the following guidelines will apply to building heights:

### **Base Building:**

- *1903-08 Woodward's Building: to be retained at current height*
- *Buildings on West Hastings Street: 33 metres/108 feet (existing building height)*
- *Buildings on Abbott Street: 30 metres/100 feet (existing building height)*
- *Building on West Cordova Street: 82 metres/270 feet height.*

### **West Cordova Slab:**

- *Height of 46 metres/150 feet.*

### **West Cordova Tower:**

- *Height of 82 metres/270 feet.*

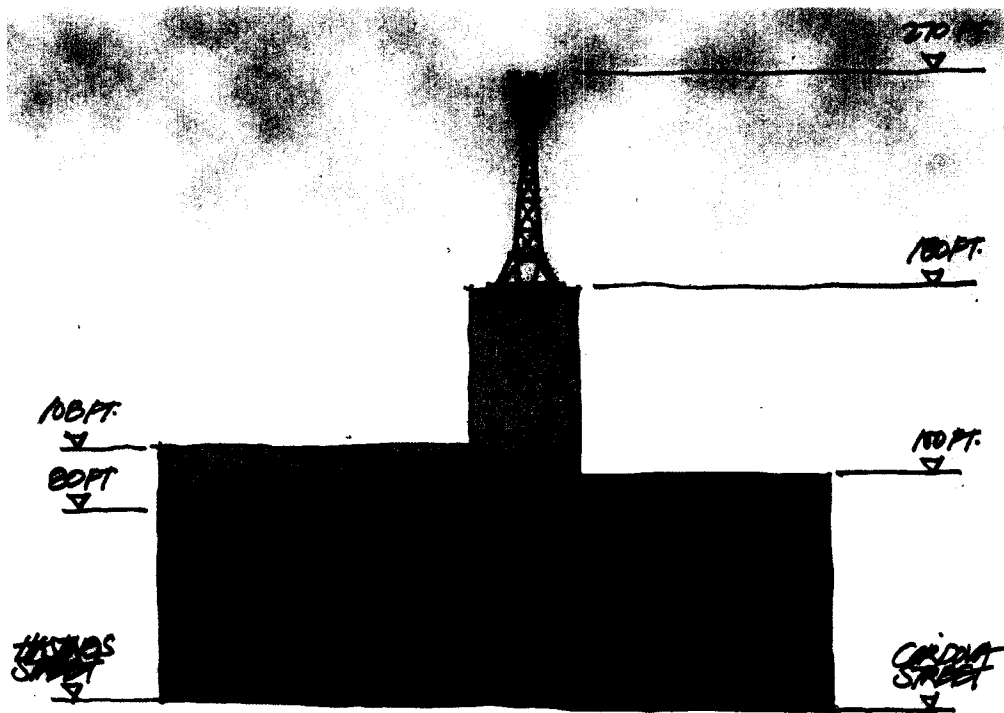
*An unusually high building may be the subject of a special design review, similar to the City's tall building review panel.*

### **The "W":**

- *The 'W' sign is in addition to these figures at approximately 27 metres/90 feet in height, including its supporting steel tower.*

## 9.0 DEVELOPMENT ILLUSTRATIONS

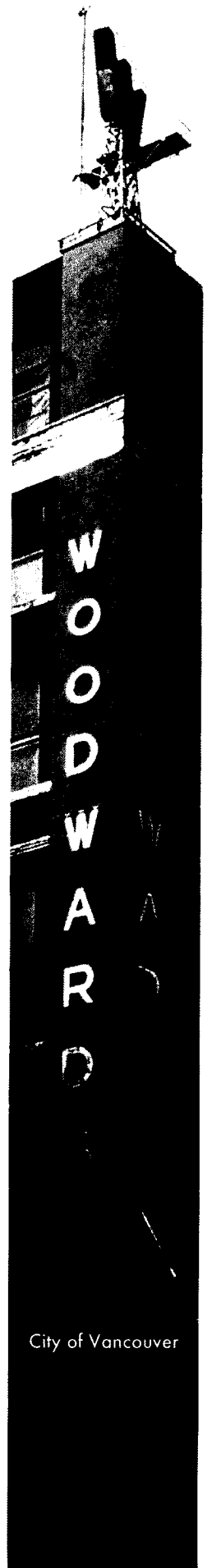
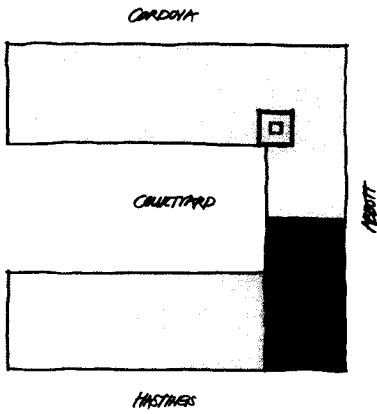
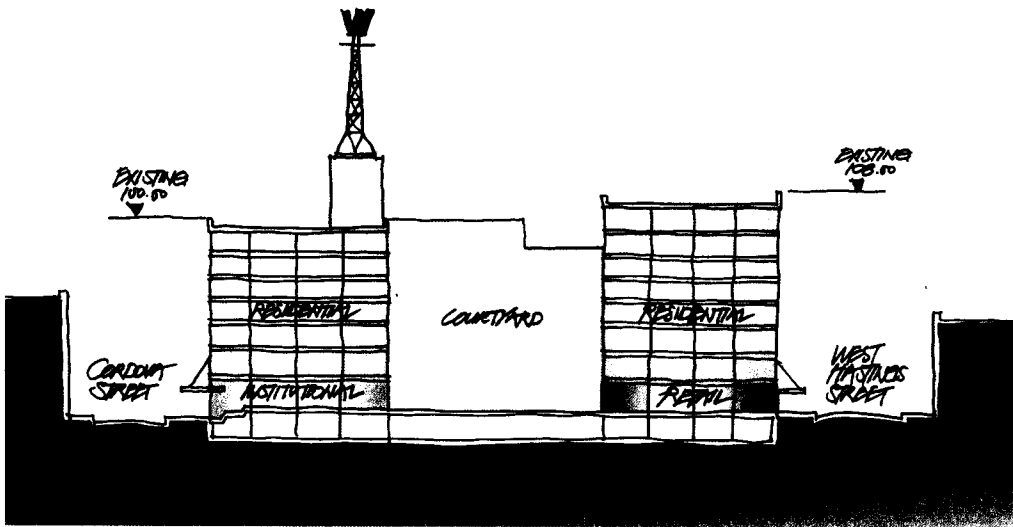
In order to assist in the preparation of these guidelines several options were developed for the Woodward's site. The schemes are presented for information only and are not intended to represent preferred solutions, or the only solutions, for the project. Development proponents are encouraged to explore a range of alternatives for the site. The overall objective is to find the best possible design solution that benefits both the developer and the City of Vancouver.



Existing Woodward's Building Heights (approximate)



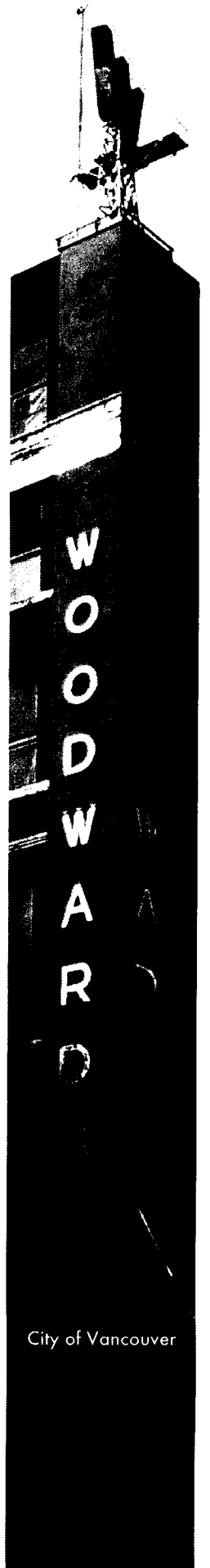
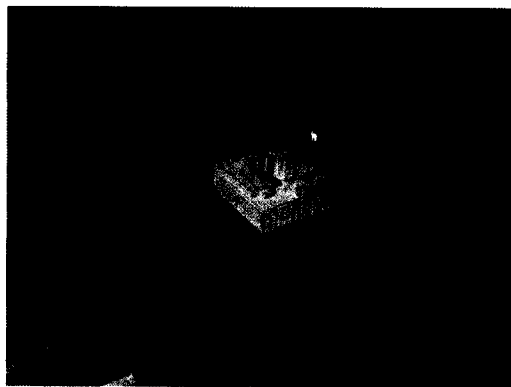
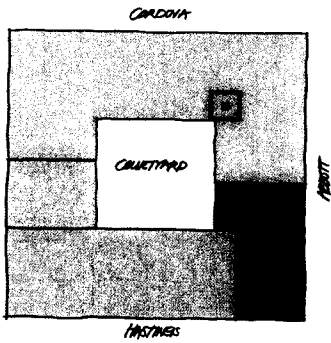
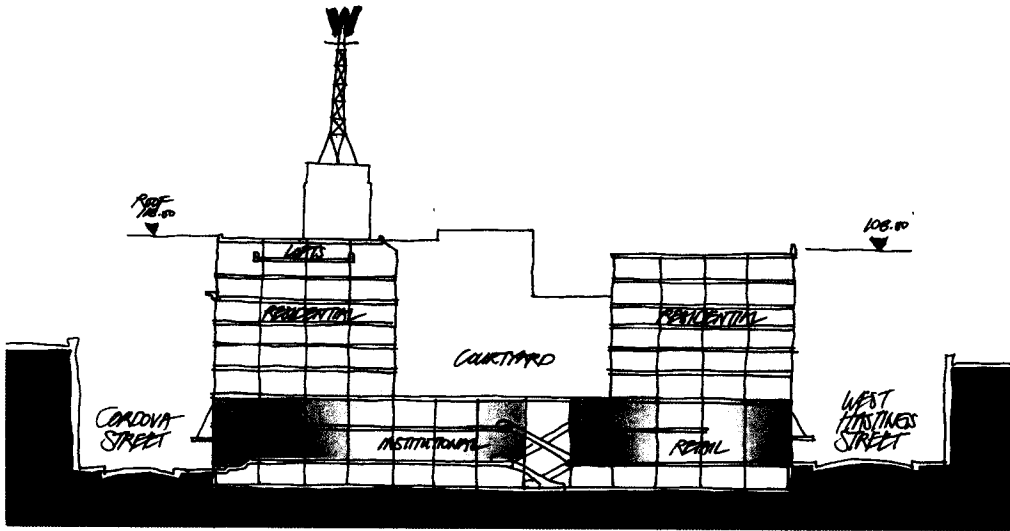
9.1 Base Case - Current Zoning



City of Vancouver

9.2 Option 1 - Development Permit Scheme

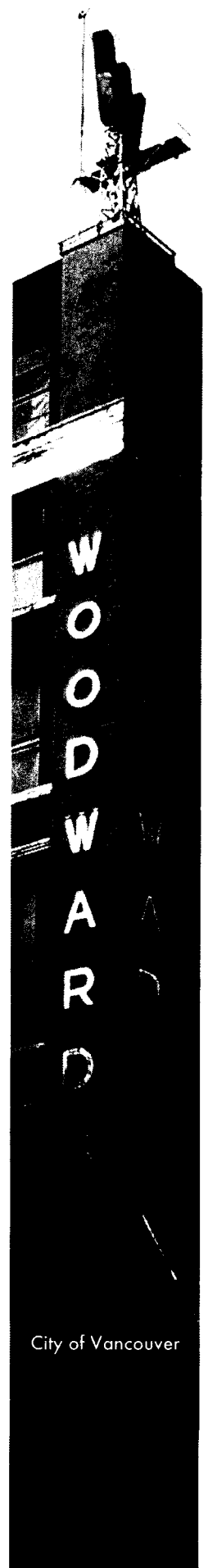
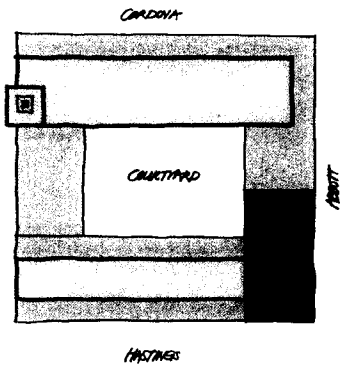
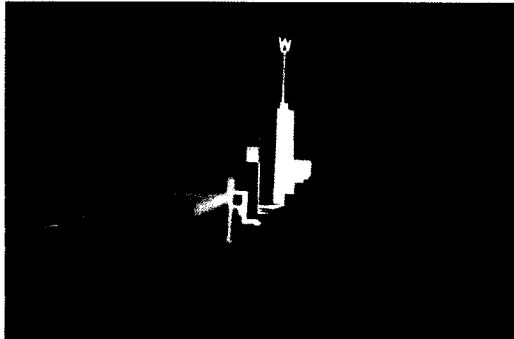
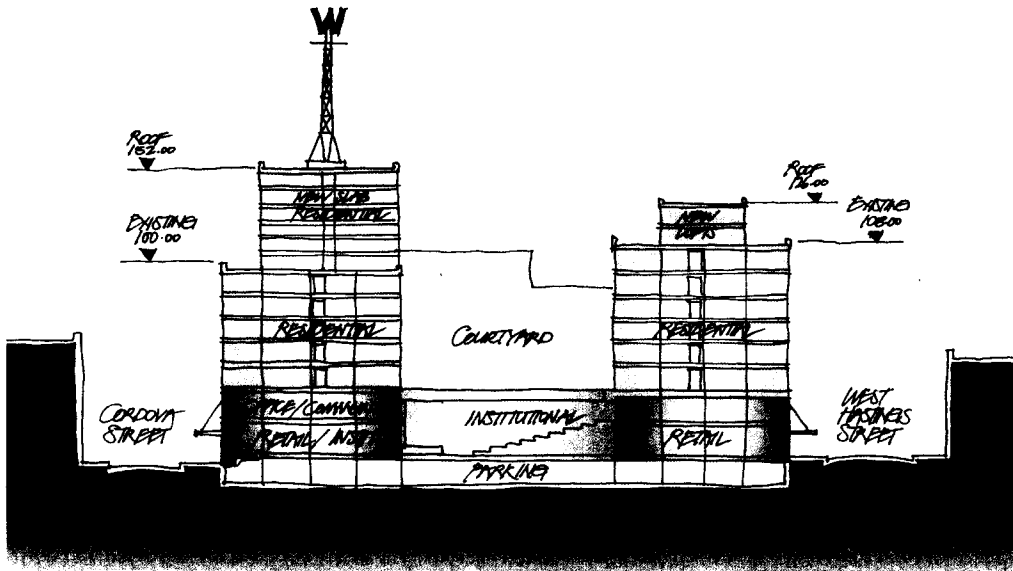
565,000SF



City of Vancouver

9.3 Option 2 - Cordova Slab

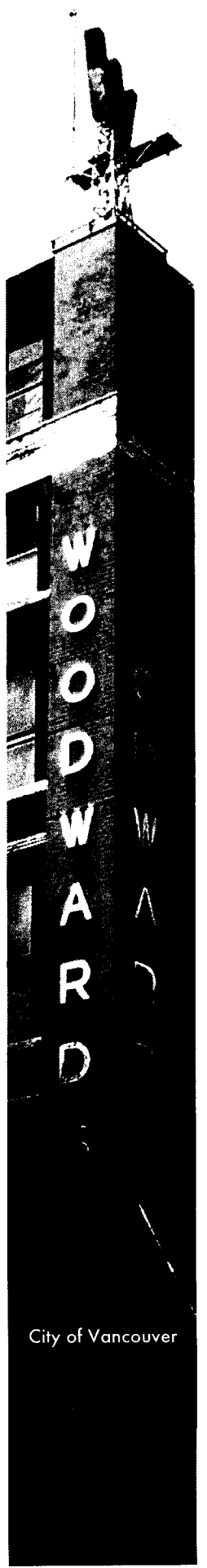
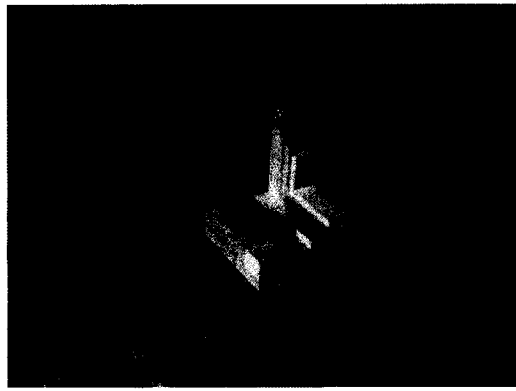
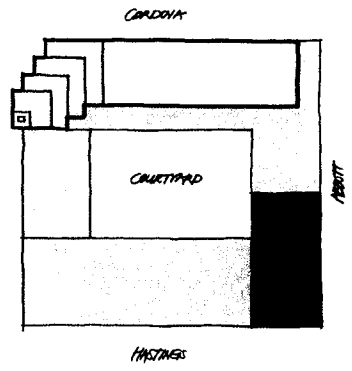
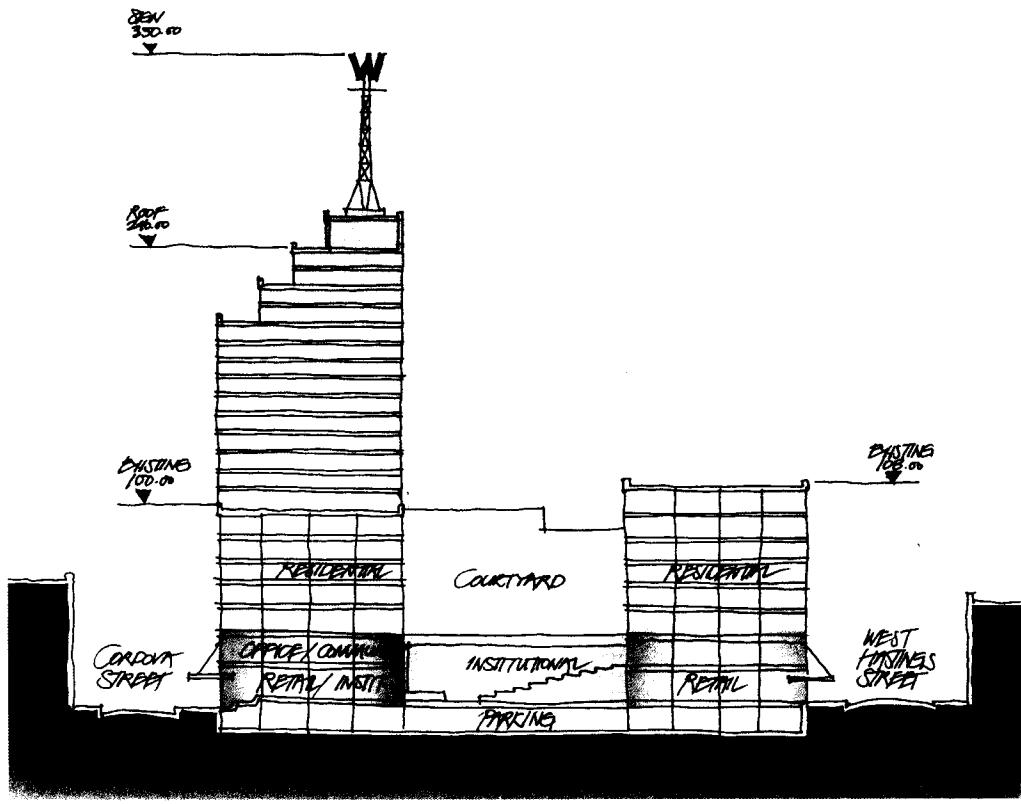
595,000SF



City of Vancouver

9.4 Option 3 - Cordova Tower

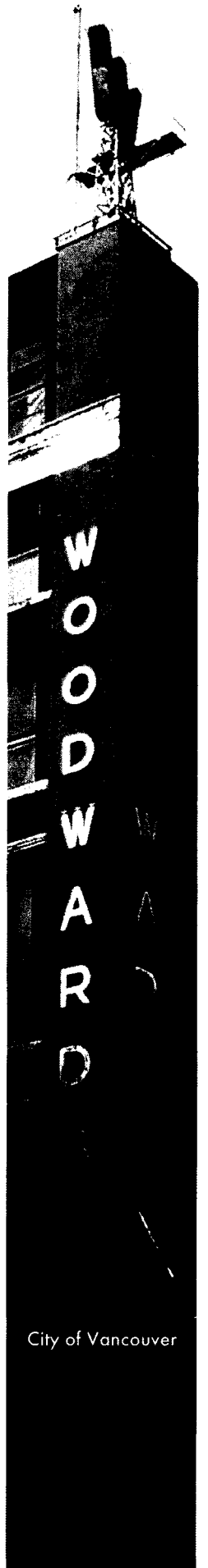
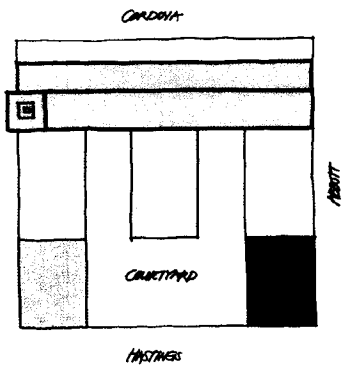
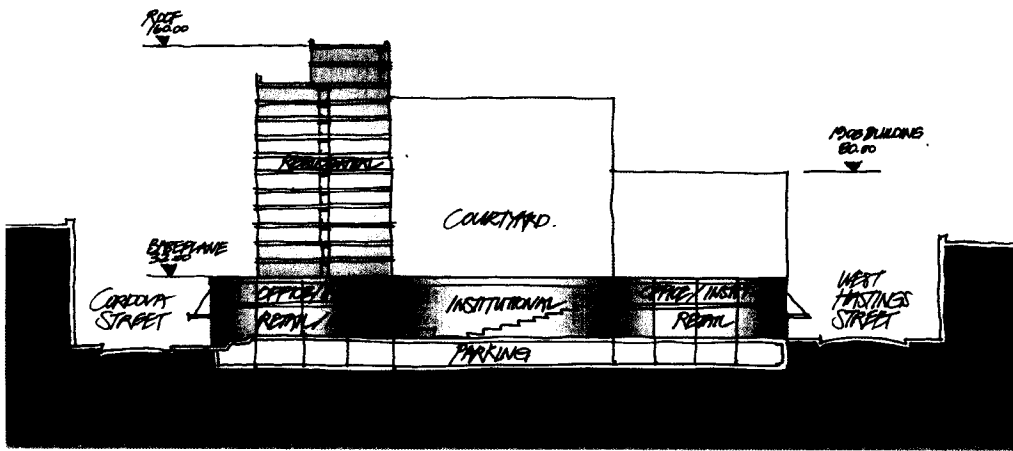
585,000SF



City of Vancouver


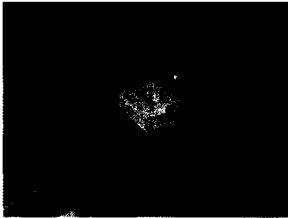


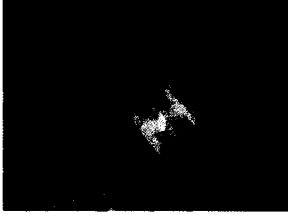
9.5 Option 4 - The Big 'W'

595,000SF

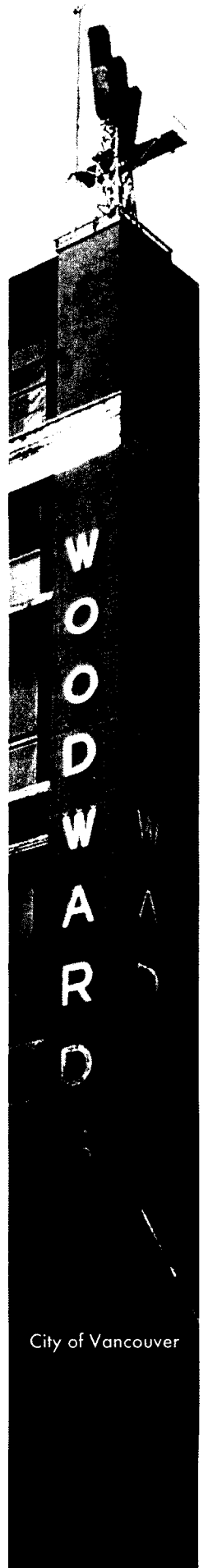


City of Vancouver

## Development Program Comparison

<p>Base Case: Current Zoning Gross Floor Area</p>	400,000SF	
<p>Option 1: DP Scheme Gross Floor Area</p>	565,000SF	
<p>Option 2: Slab  <ul style="list-style-type: none"> <li>• Levels 1 and 2*</li> <li>• Levels 3 to 8</li> <li>• Levels 9 and 10, Townhouses</li> <li>• Levels 8 to 13, Cordova Slab</li> </ul> Gross Floor Area</p>	<p>150,000SF  326,000SF  16,000SF  <u>103,000SF</u>  595,000SF</p>	
<p>Option 3: Tower  <ul style="list-style-type: none"> <li>• Levels 1 and 2*</li> <li>• Levels 3 to 8</li> <li>• Levels 8 to 20, Cordova Tower</li> </ul> Gross Floor Area</p>	<p>150,000SF  326,000SF  <u>109,000SF</u>  585,000SF</p>	
<p>Option 4: The Big "W"  <ul style="list-style-type: none"> <li>• Levels 1 and 2*</li> <li>• Levels 3 to 15</li> </ul> Gross Floor Area</p>	<p>150,000SF  <u>445,000SF</u>  595,000SF</p>	

\* 10,000SF deducted for double-height spaces

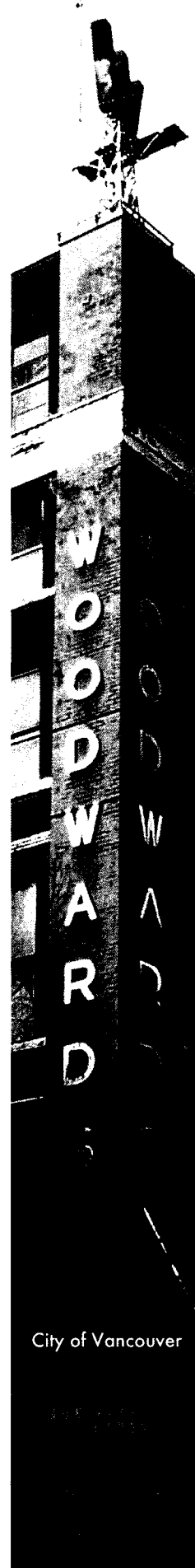


City of Vancouver

## **10.0 PRECEDENT PHOTOS**

Many local projects set precedent for the redevelopment of the Woodward's site. Following is a collage of project examples that portray excellence in their response to context and an architectural integrity of mixing old with new.

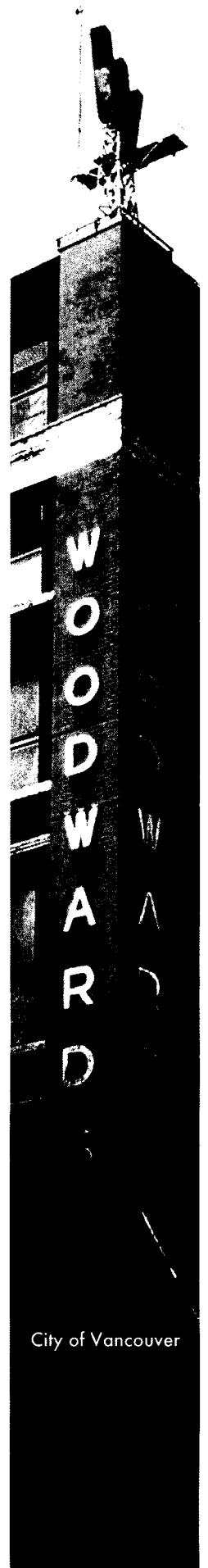
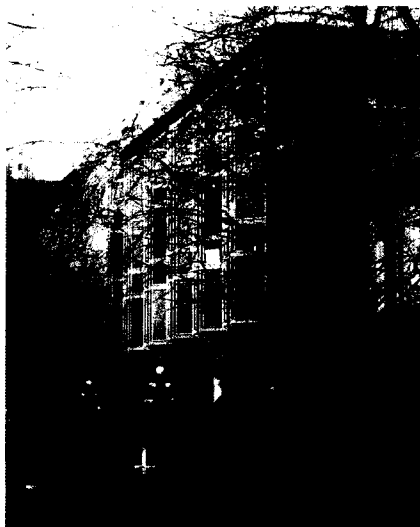
## Vancouver Historical Precedents



City of Vancouver



## Vancouver Contemporary Precedents



City of Vancouver