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ADMINISTRATIVE REPORT

Report Date: October 20, 2010
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Meeting Date: December 14, 2010

TO: Vancouver City Council
FROM: Director of Planning
SUBJECT: 31 West Pender Street - Façade Grant - DE 413839

RECOMMENDATIONS

- A. THAT Council approve a façade grant of up to \$50,000 for the rehabilitation of the principal façade at 31 West Pender Street as contemplated by Development Application Number DE 413839. The source of funding is the 2009 Capital Budget for the Heritage Façade Rehabilitation Program.
- B. THAT Council authorize the City to enter into an agreement with the owner of 31 West Pender Street to be registered in the Land Title Office as a section 219 covenant, which agreement shall require the rehabilitation to be overseen by a qualified Heritage Consultant and will require the owner to maintain the 31 West Pender Street façade in good appearance and good repair for a minimum of fifteen years.
- C. THAT the agreement described above shall be prepared, registered and given priority to the satisfaction of the Director of Legal Services in consultation with the Director of Planning.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of A, B and C.

COUNCIL POLICY

Heritage Façade Rehabilitation Program (HFRP) Policies and Procedures for Gastown, Chinatown, Hastings Street Corridor and Victory Square.

The Vancouver Charter requires a resolution passed by not less than two-thirds of all Council members for recommendation "A".

On September 23, 2010 City Council enacted a Housing Agreement (By-law No. 10136) for 31 West Pender Street to allow conversion of 40 SRA designated rooms into 24 studio suites with bathrooms and 13 two and three bedroom suites.

PURPOSE

The purpose of this report is to seek Council's approval for a façade grant for the Vancouver Heritage Register "B" listed building at 31 West Pender Street.

BACKGROUND

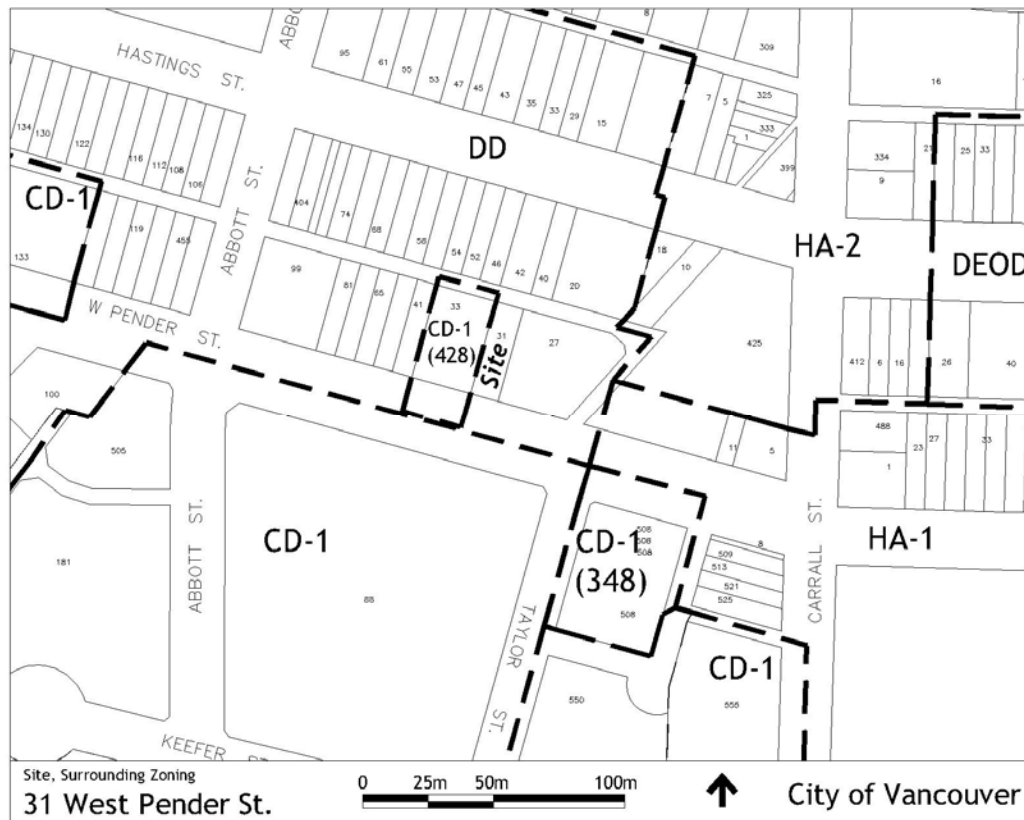
In July 2003, City Council approved both the Heritage Building Rehabilitation Program and the Heritage Façade Rehabilitation Program to facilitate the conservation and rehabilitation of heritage buildings in Gastown, Chinatown, Hastings Street Corridor and Victory Square. Both programs were initially established for a five year period (2003-2008) to stimulate economic activity in these important historic areas through work on individual heritage buildings. In July 2009, City Council approved continuation of the Heritage Façade Rehabilitation Program for a period of 3 years (2009-2011). This program is available to assist owners and tenants with 50% of the cost of rehabilitating heritage building facades up to a maximum of \$50,000 per principal façade.

DISCUSSION

Development application DE 413839 proposes to redevelop this Victory Square site by retaining the principal four-storey façade of the existing heritage building and incorporating it into a new seven-storey mixed-use building. This proposal is designed to accommodate First Nations community members who will have traveled to Vancouver from other parts of the Province for health care purposes. In addition to low income and group residence housing, single room accommodation, accompanying social services, retail and amenity space, the new development will incorporate the rehabilitated Pender Hotel heritage façade.

The top three storeys of the new construction, architecturally articulated as the First Nation's longhouse form, will be set back to allow for a visual separation from the Classical Revival style of the heritage façade. The proposed longhouse form will be sensitively placed to not overwhelm or diminish the existing heritage values of the principal façade and the streetscape, but to appropriately introduce its own layer of imbedded symbolic and cultural values. Materials chosen for the top three floors will be contemporary, further distinguishing the longhouse form from the lower historic façade, emphasising the chronological order of built forms.

The conservation plan for the retained façade has been developed, in accordance with the Standards and Guidelines for the Conservation of Historic Places in Canada.



Heritage Value

This building is primarily valued for its architecture and the history of ownership and use. Designed by the same talented architect who designed the World Building (Sun Tower) - W. T. Whiteway, this attractive building was made with high quality brick and the combination of steel columns and fire-resistant millwork floors. The principal façade is characterized by rich surface details, ornamented window surrounds and entablatures.

Built in 1913 for Storey and Campbell, owners of the Storey and Campbell Co., this residential building (aka Palmer Rooms) provided lodging on the upper floors, with retail at the ground level. It was conveniently located between the warehouse district and Chinatown, and within walking distance to the major transportation nodes. The building remained in the Storey family until 1946, when it was purchased by Lai Hing. Lai lived in this building and operated his hotel business under Wingate Hotel for about 30 years. Most recently, the building's name was changed to Pender Hotel.

Conservation Plan

The proposed development scheme comprises the rehabilitation of the Pender Street façade and the construction of the new structure behind, due to severe deterioration of the existing building and current programmatic needs. The conservation plan focuses on the preservation and restoration of the principal facade and its storefront. The main components of the conservation plan are:

- preservation of the front façade masonry by cleaning, removing paint, repairing and re-pointing;
- preservation of the terra cotta by cleaning, repairing, patching and re-pointing;
- preservation and restoration of the historic cornice by cleaning and repairing existing fabric, and replicating missing or severely deteriorated sections of cornice in kind to match historic profile;
- rehabilitation of windows by installing new sympathetic multi-paned wooden-sash or metal-clad wood replacement windows based on the original appearance;
- reconstruction of the storefront based on original architectural documentation and other historic evidence;
- preservation of the existing parapet without installation of the historic signage;
- implementation of the historically accurate (original) paint colour scheme.

It has also been anticipated that the historic brick acquired by the demolition of the heritage building will be either re-used or offered to other heritage rehabilitation projects in the area.

Estimates for Proposed Rehabilitation Work

Since the cost of construction work associated with structural separation, stabilization, conservation and re-integration of the historic façade with the new development is considered to be significant, the submission of the three quotes was not requested. Instead, the applicant was asked to present the construction cost estimate for the conservation-related scope of work. The cost estimate received established the preliminary amount exceeding \$400,000 to conduct the principal façade related conservation work.

FINANCIAL IMPLICATIONS

Council approved a total of \$500,000 for funding façade grants through the Heritage Façade Rehabilitation Program in 2009. Of this total, \$400,000 is currently available, not including the 31 West Pender Street request.

Staff recommend an allocation of up to \$50,000 from the 2009 Capital Budget for the rehabilitation of the principal façade at 31 West Pender Street. The grant funds will be available to the applicant in accordance with the Heritage Façade Rehabilitation Program Policies and Procedures.

PUBLIC CONSULTATION

The application was presented to Vancouver Heritage Commission on May 31, 2010 and was unanimously supported.

In addition, the Commission encouraged the applicant to pursue designation of the heritage facade and to consider a further modest setback of the new structure above the parapet line of the heritage façade. Staff have concluded that the proposed design development sufficiently addresses the Commission's design related concerns and the façade grant agreement provides adequate protection for the rehabilitated façade.

CONCLUSION

The Pender Hotel is listed in the "B" category of the Vancouver Heritage Register. When rehabilitated, the principal facade will contribute to maintaining the historic character of Pender Street. Given that the sites on both sides of this historic place were relatively recently redeveloped into contemporary architectural expressions, the retention and conservation of the Pender Hotel heritage façade will be essential for preservation of the "sense of place" of Victory Square. The Director of Planning recommends approval of up to \$50,000 for the rehabilitation of the principal façade at 31 West Pender Street.

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