



CD-1 Rezoning: 777 Pacific Blvd (NEFC Sub-area 10C)

Public Hearing – July 10, 2018

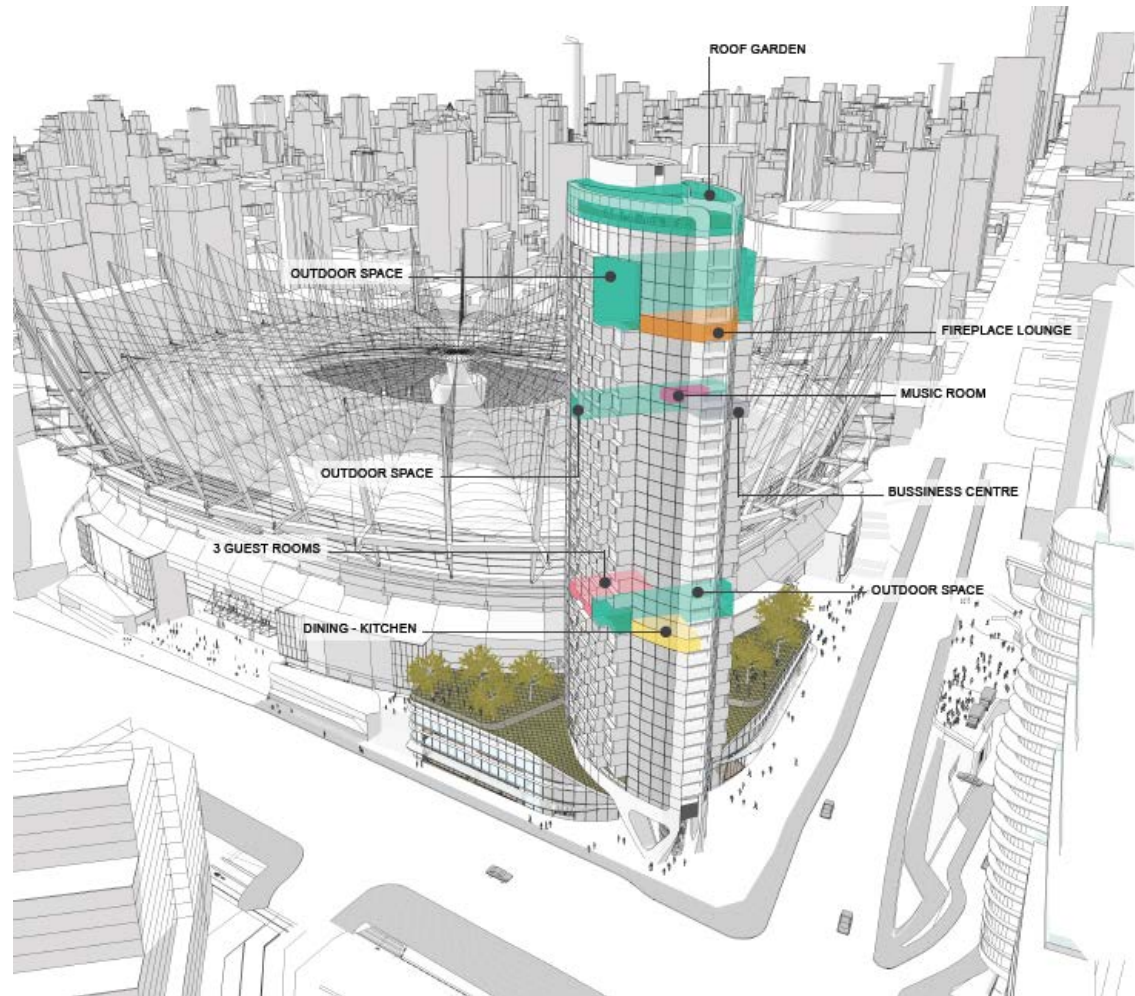
Site Context

- NEFC Events and Entertainment District
- Current location of BC Place Stadium



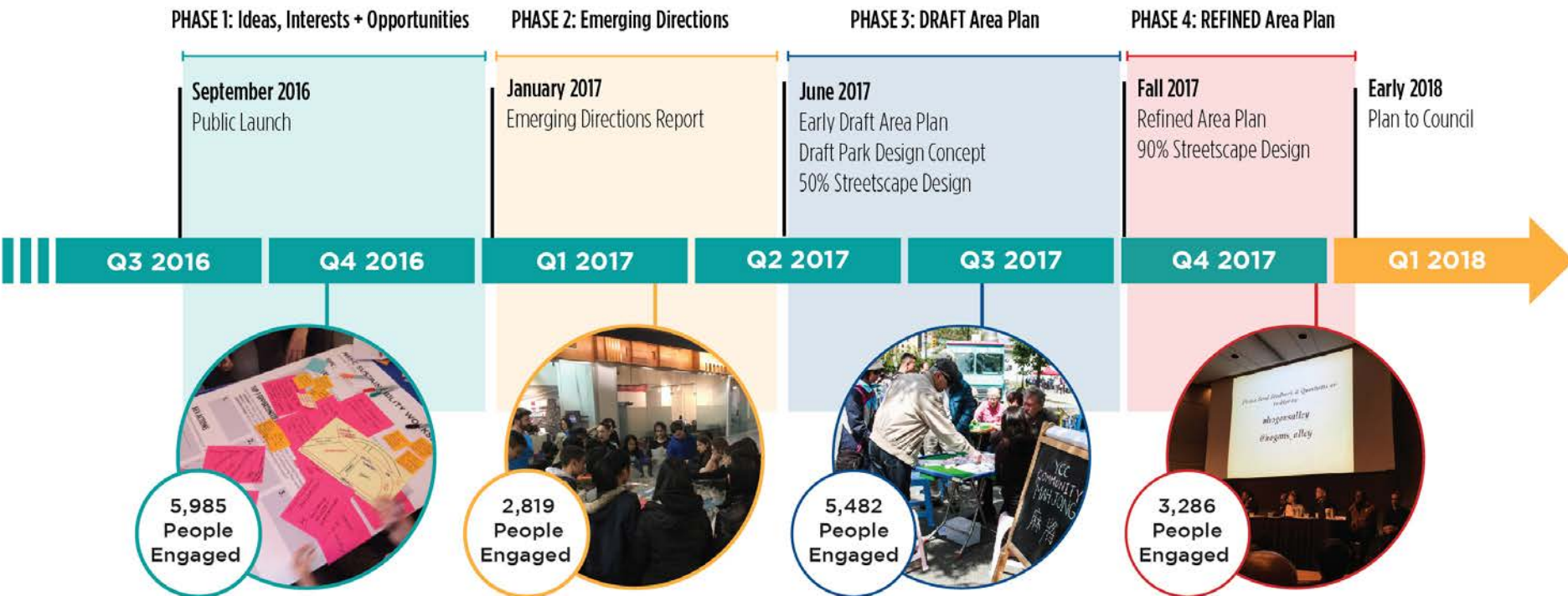
Proposal

- Preliminary form of development for:
 - A mixed use building
 - Commercial uses on three (3) floors
 - Up to 37 floors of residential use
 - Significant public realm for pedestrians along Georgia St
 - Pacific Blvd ‘Great Street’



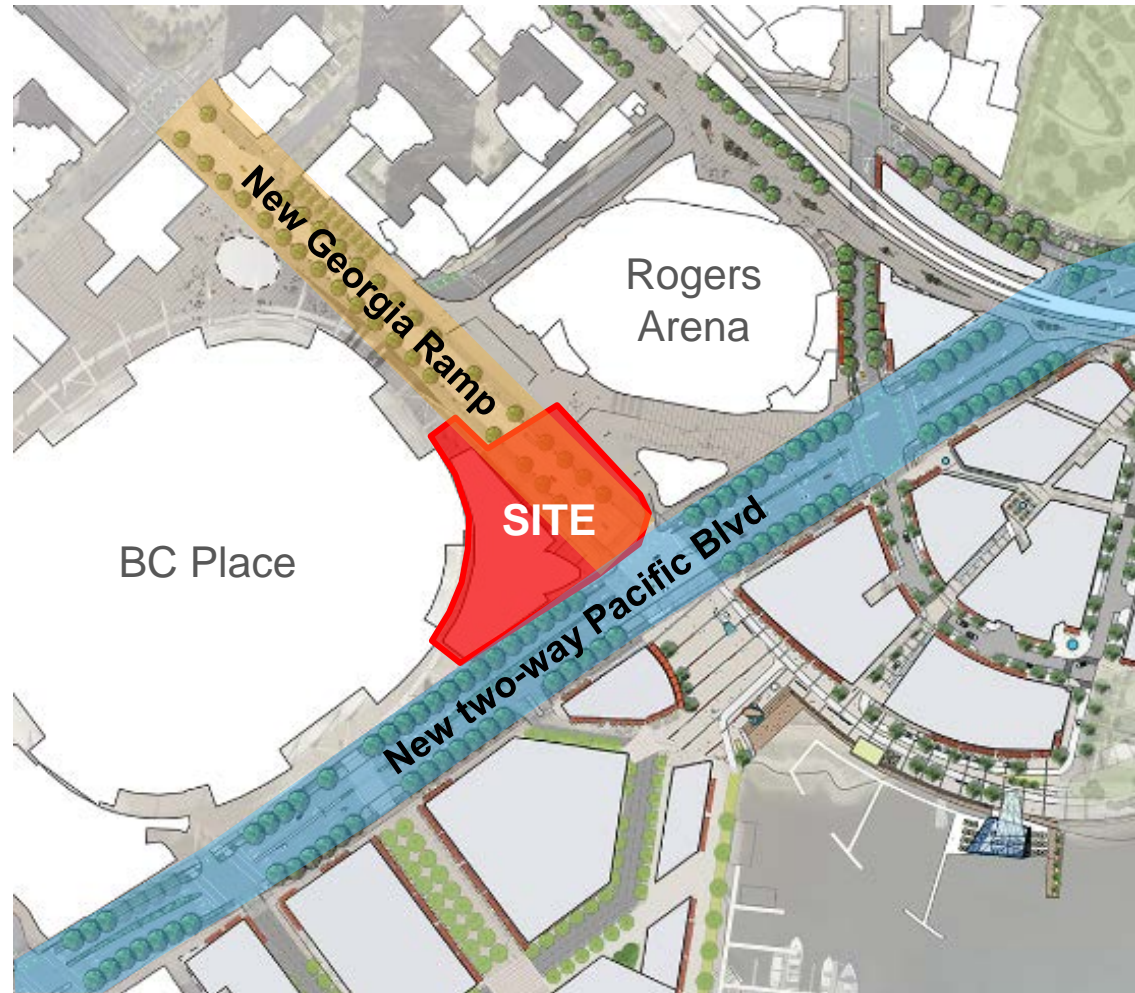
NEFC Plan Engagement

- 90+ events
- Over 17,000 people engaged

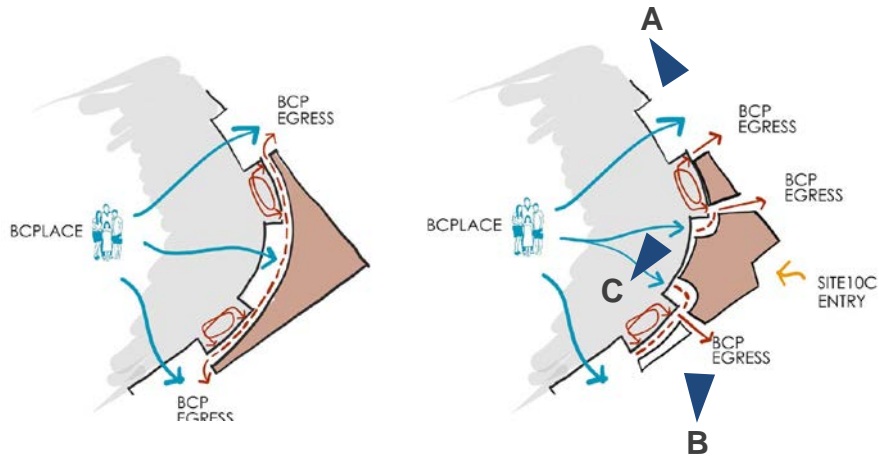


Integration with New Street Network

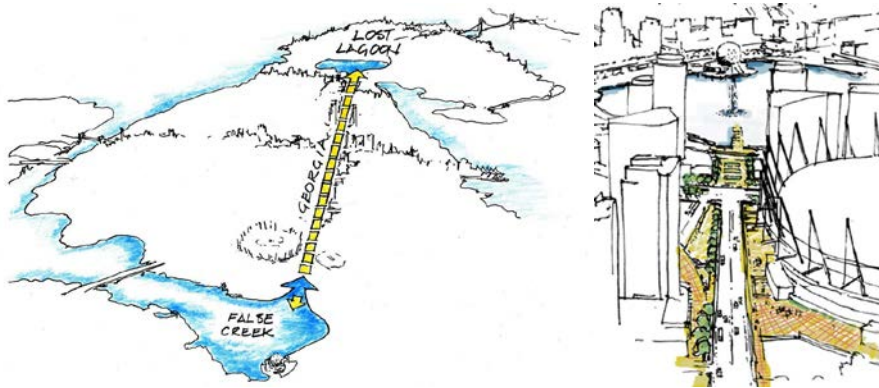
- The first project to move forward in realizing the NEFC Plan
- An integral part of the support structure and ramp for the new Georgia Street
 - Enables further work on the new street network
 - Connects to the waterfront
 - Transitions the grade change from downtown to waterfront.



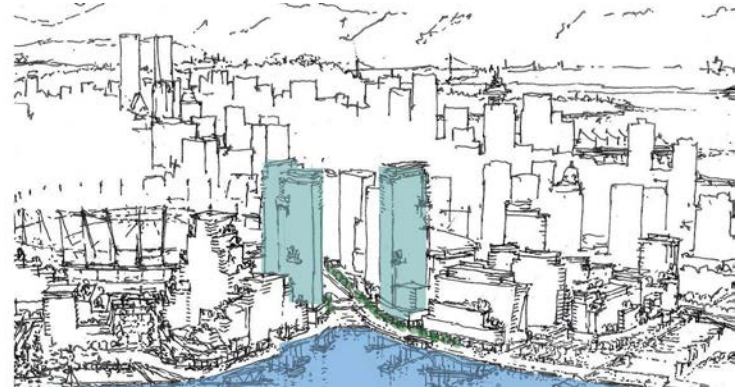
Street Level and Stadium Gates Views



NEFC Urban Design Principles



Connecting Water to Water



Georgia Gateway

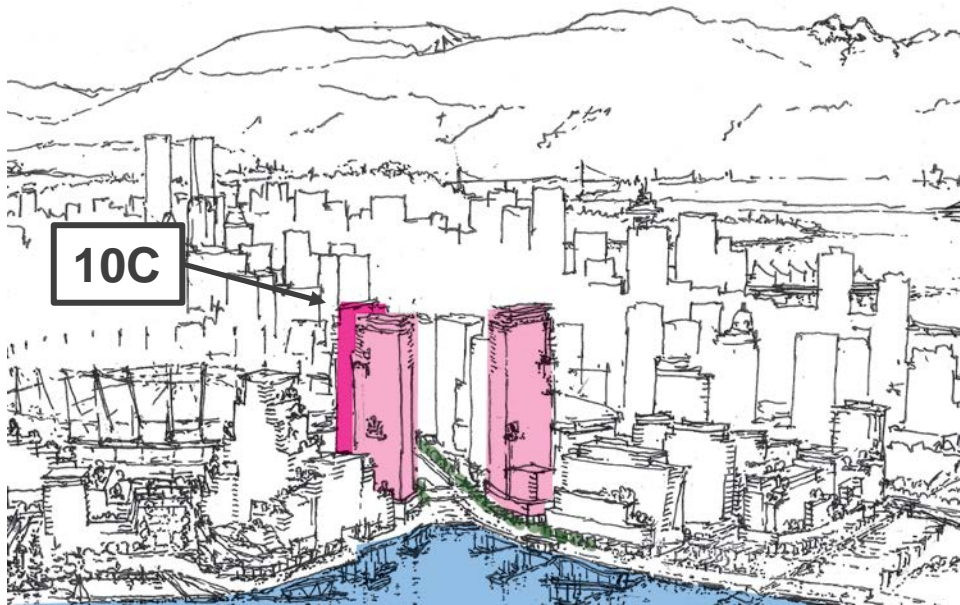
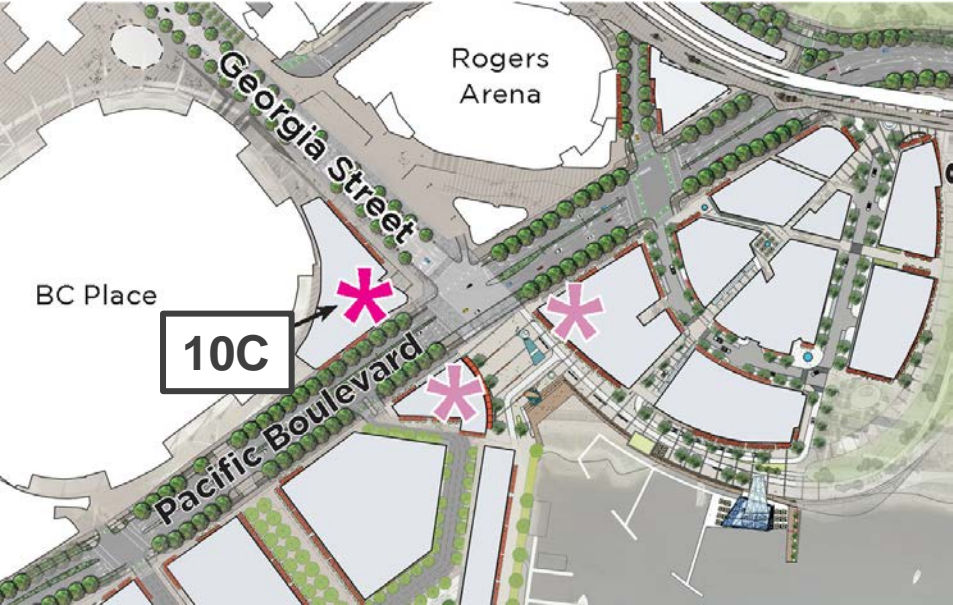


Pacific Boulevard 'Great Street'



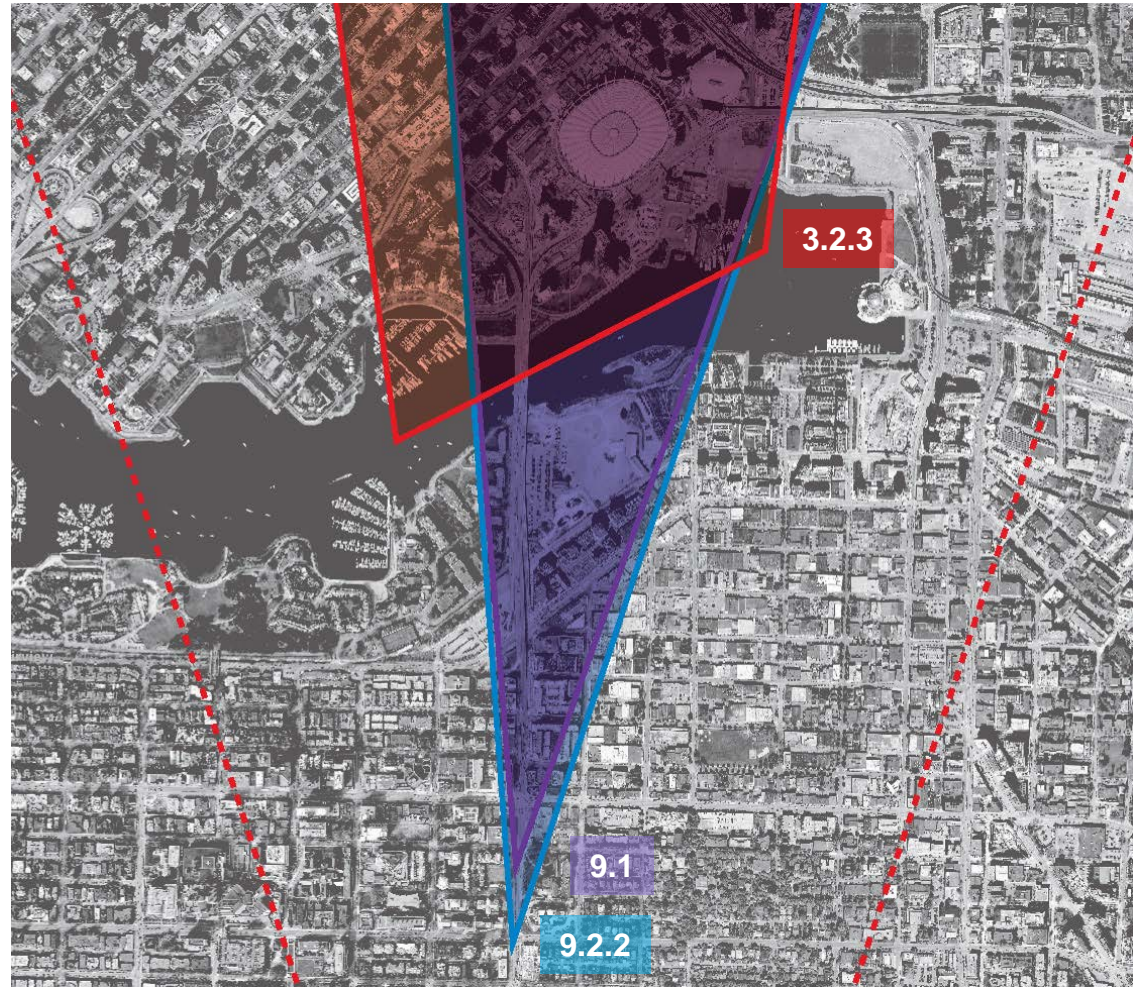
View to BC Place

Georgia Gateway

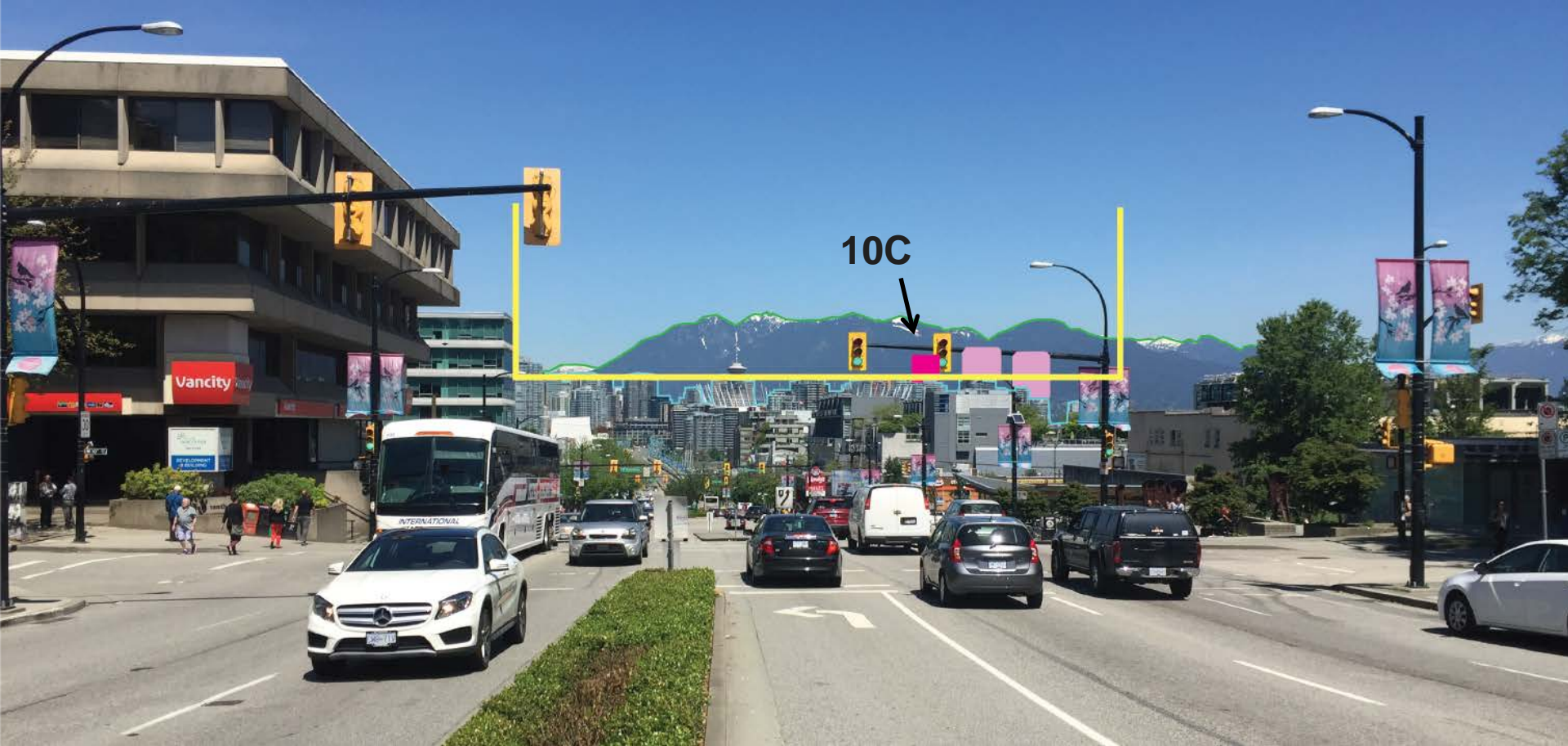


Georgia Gateway and View Cones

- **Three view cones** cross over the site:
 - **9.1**: Cambie St between 10th and 11th Aves to North Shore Mountains
 - **9.2.2**: Cambie St and 12th Ave to North Shore Mountains
 - **3.2.3**: Queen Elizabeth Park to North Shore Mountains



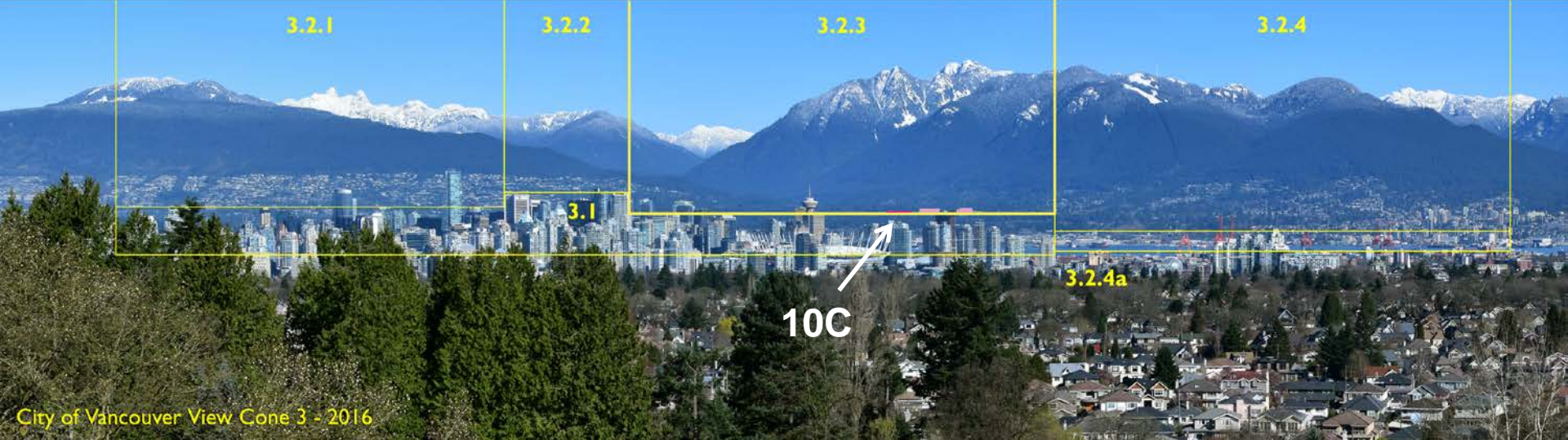
View Cone 9.1: Cambie St at 10th Ave



View Cone 9.2.2: Cambie St at 12th Ave



View Cone 3.2.3: Queen Elizabeth Park



City of Vancouver View Cone 3 - 2016

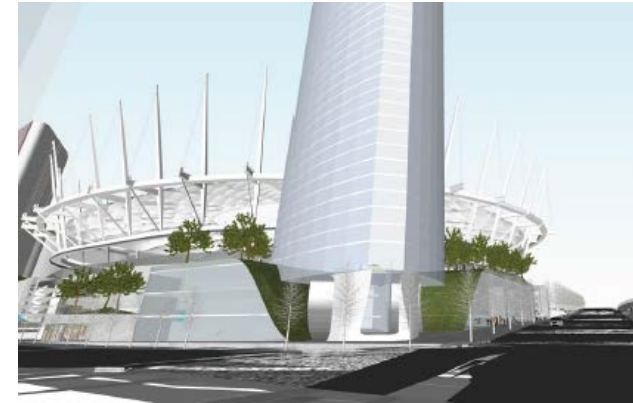
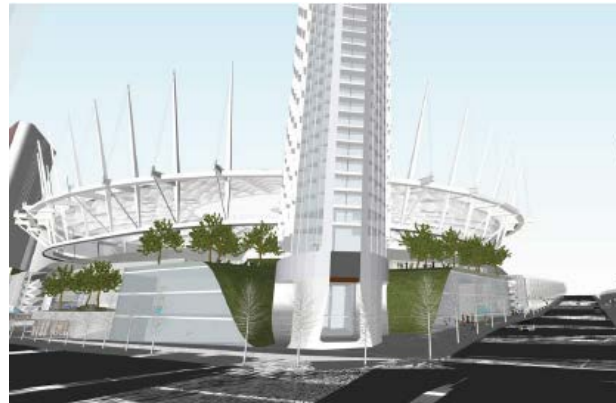
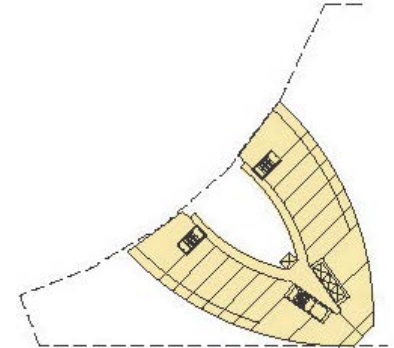
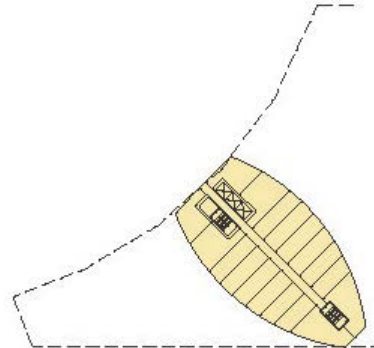
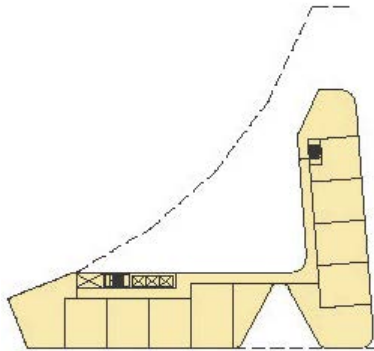
Views to BC Place Lights and Spires

- False Creek North Official Development Plan (FCN ODP) originally sought to “wrap” the old stadium
- After renovation, BC Place has become a **valued icon** of the Vancouver skyline
- **Concerns about loss of views to BC Place** spires and lights with recent development



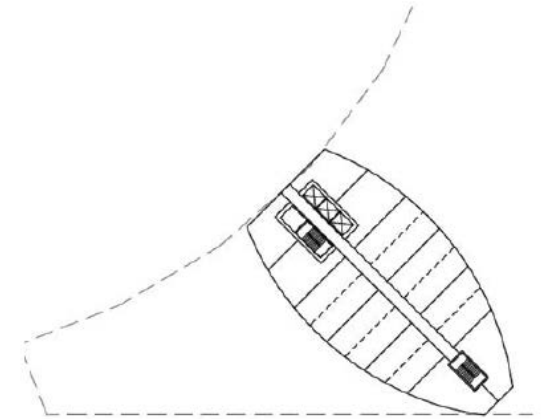
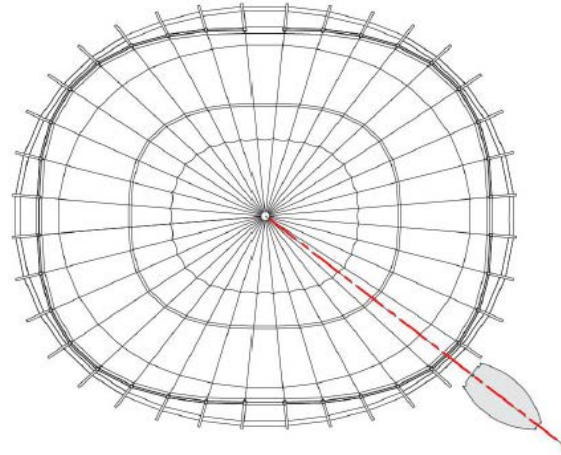
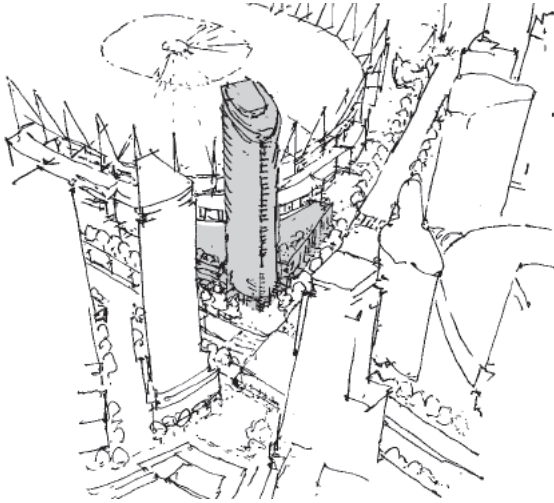
(D. Taylor in Idaho, Flickr)

Design Exploration and Concept

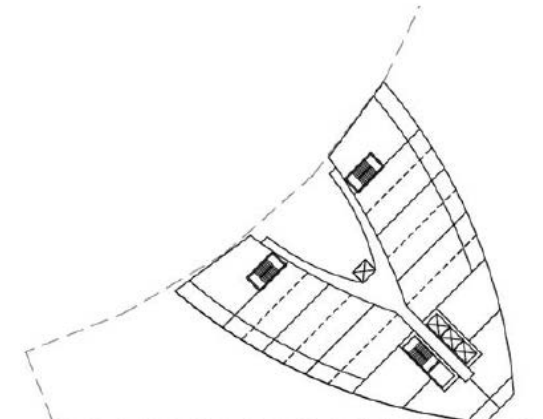
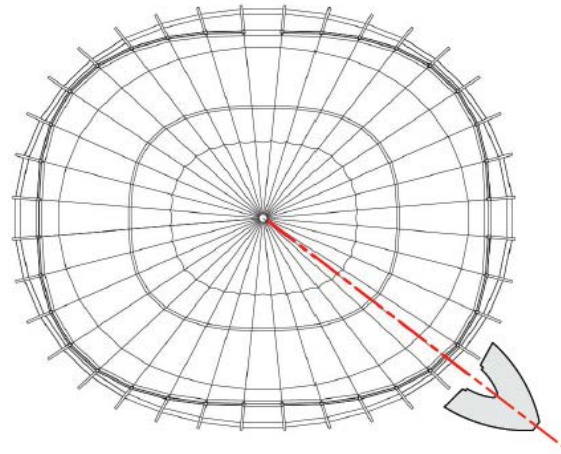
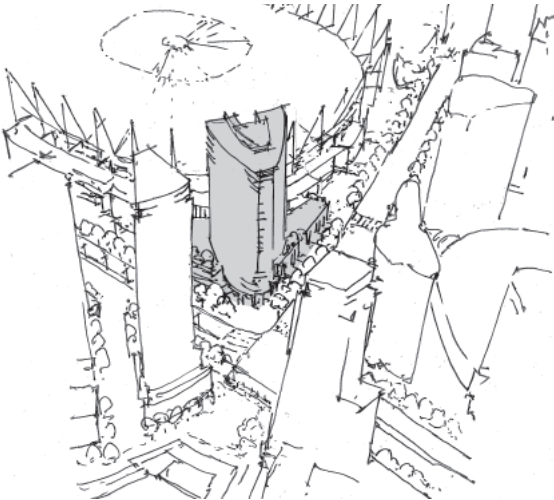


Two Options within Proposed Zoning

Georgia Gateway Higher Building Form (121.9m/400ft. Height)

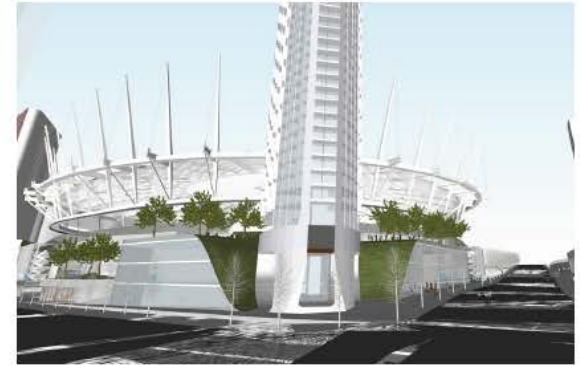
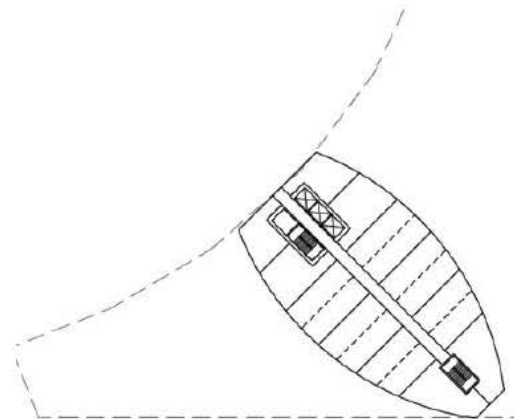
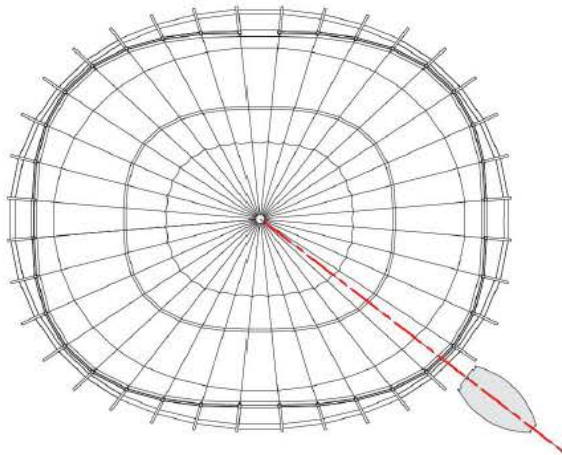


Below Cambie Street View Cones Tower Form (91.4m/300ft. Height)

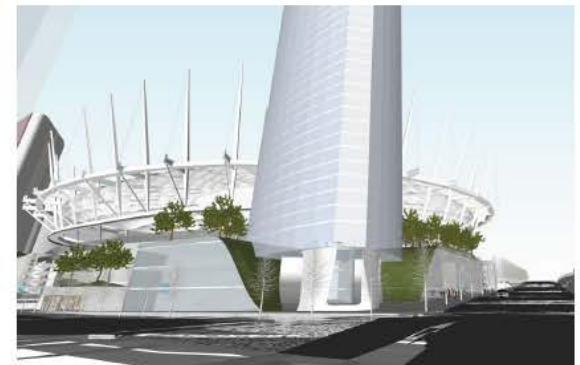
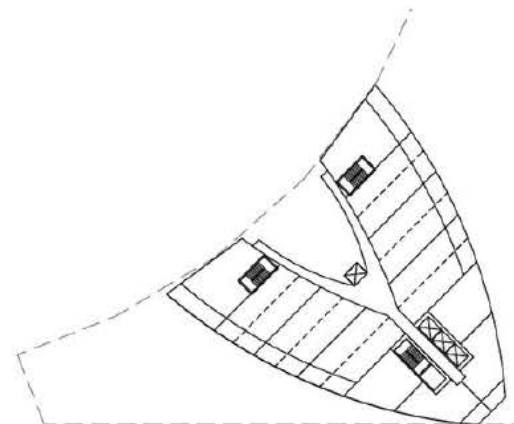
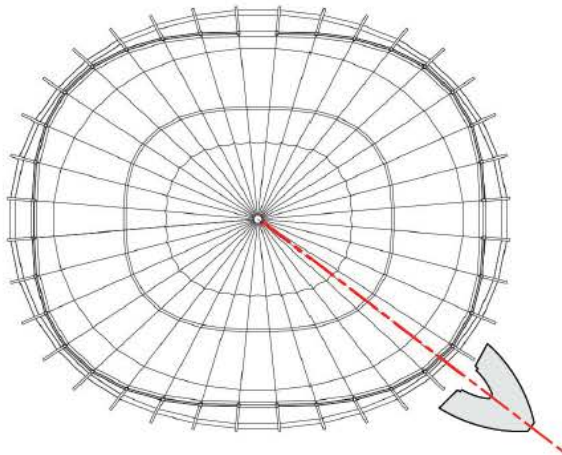


Two Options within Proposed Zoning

Georgia Gateway Higher Building Form (121.9m/400ft. Height)



Below Cambie Street View Cones Tower Form (91.4m/300ft. Height)



Georgia Gateway Higher Building Form

“Significant and recognizable benchmark for architectural creativity and excellence, while making a significant contribution to the beauty and visual power of the city’s skyline, and demonstrating leadership in sustainable design and energy consumption...”



The Butterfly, 969 Burrard St
(Bing Thom Architects)



MNP Tower, 1201 W Hastings
(Musson Cattell Mackey Partnership)



Shangri-La Hotel, 1128 W Georgia
(James K M Cheng Architects) 17

- **NEFC Plan Block Party and Open House: June 10, 2017**
 - **19,063** notification postcards to area residents, business license holders in the area and off-site property owners
 - Approx. **3,500** people attended
- **Feedback:**
 - Urban Design: Generally supportive of architecture; strong concern for height and view cones
 - Public Space: Supportive of pedestrian-oriented Georgia St and Pacific Blvd frontages; concern about flow and functionality on stadium event days
 - Housing: Concern for the size and affordability of units; more units for families are needed
 - Community: Need for adequate community spaces in development or surrounding area, particularly in support of families (e.g., grocery stores, childcare facilities)

Public Benefits



Conclusion

